

NYC Ferry 2020 Survey

2020 Survey Methodology

The 5th survey conducted in NYC Ferry's three years of service. Some results remained consistent with past surveys. Others were different, but noted the impacts of the Covid pandemic, travel/work/school trends, and the online distribution of the survey made this an atypical year.

Distribution method: Online survey. Sent to app users & advertised onboard with QR code who were asked to fill out according to their most recent trip; the majority of respondents (99%) purchased their ticket from the app, meaning non-app users were under-represented.

Language: Survey was available in English, Spanish, Chinese, Yiddish, and Arabic (this was an increase in languages available for 2020)

Study dates: Survey link was open for 10 days: Friday, Sept 18 – Monday, Sept 28

6 Routes: 

Responses collected: 2,880 (average of 190 per route-time period bin)

Weighting: Responses weighted by route & time period based on actual 6-week ridership

Purpose: Customer segmentation & demographic information; Trip purpose and NYC Ferry usage patterns; Changes in ferry travel frequency since the COVID-19 pandemic

Summary of Findings

- Consistent with results of prior surveys:
 - 95% of all riders are New Yorkers
 - Median income remains between \$75–99.9K
 - 34% of riders identify as non-white or multiracial
 - 66% of riders walk to the landings, 8% took bus or subway
- Changes (related to COVID-19 impacts) noted in this survey:
 - During **peak periods** the % of commuters was **43%** (compared to 73% last year) – this outcome was expected due to the high rates of people working from home & school closures at this time
 - When asked how often they use the ferry, **27% said they ride more often now** than they did before March 2020
 - **18%** used a bike, bike share, or scooter to access the landings (up from 7% in 2019)

Online survey sent to app customers and via QR code to onboard riders in late Sept. Gathered 2,880 responses with ~188 per route/time category. Results weighted by actual ridership over the previous month.

Survey Results

Trip purpose by route and time period

43% of peak period riders are commuting to work or school. Among all times, 18% are commuting to work or school.

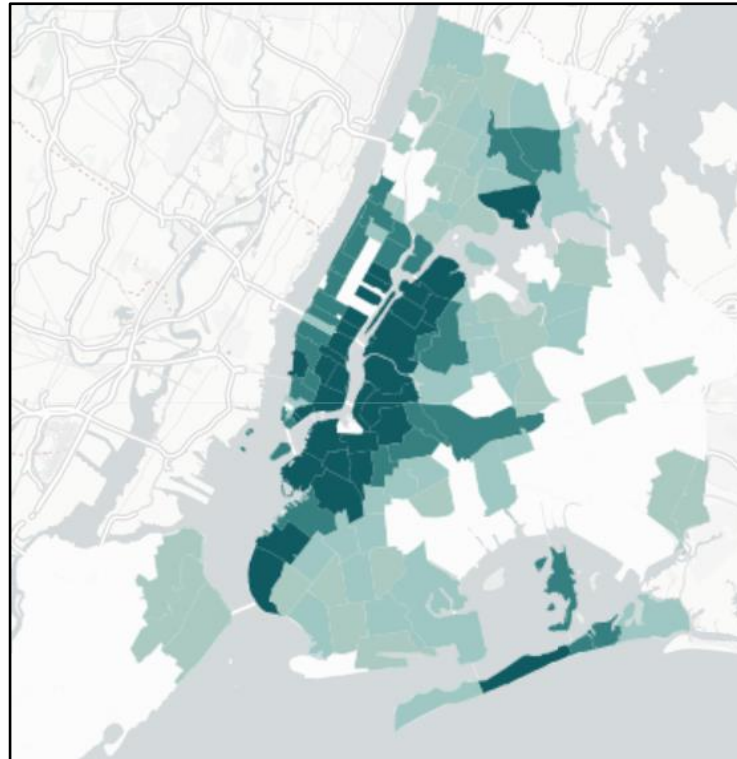
Time Period	East River	Rockaway	South Brooklyn	Astoria	Soundview	Systemwide
AM & PM peak weekdays						
Work/School	38%	30%	45%	50%	49%	43%
Non-Work	62%	70%	53%	50%	51%	57%
Off-peak weekdays						
Work/School	18%	9%	22%	16%	18%	16%
Non-Work	82%	91%	78%	84%	82%	84%
Weekends						
Work/School	2%	1%	1%	3%	4%	2%
Non-Work	98%	99%	99%	97%	96%	98%



This is **lower** than previous NYCF surveys, but indicative of changes in travel behavior and work from home policies and school closures during the Covid pandemic.

All routes – home ZIP codes

95% of riders reside within New York City. Most riders live near the water and in walking distance of a landing



There were **2,856** respondents with valid ZIP codes entered.



This is **higher** than previous surveys, but reflective of the decline in tourists and out-of-state visitors during the pandemic.

Trip frequency

34% of our peak riders are using the ferry on a regular basis.

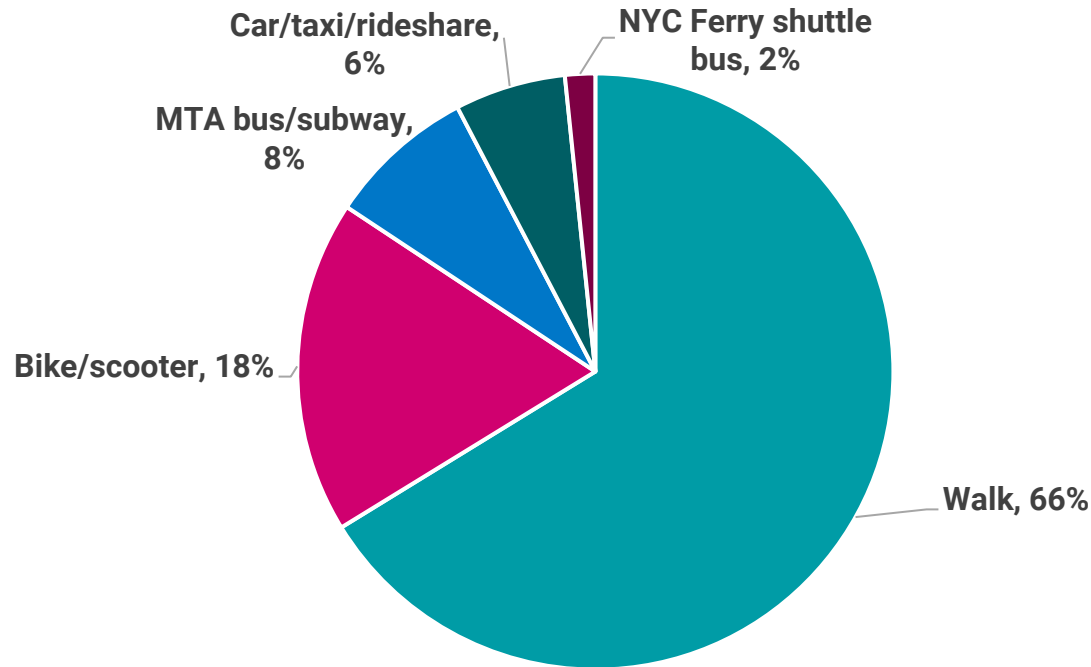
Riders were also asked about frequency of travel on NYC Ferry before and after NYS on PAUSE, 27% said they ride the ferry more frequently now than they did before March 2020.

Trip Frequency	East River	Rockaway	South Brooklyn	Astoria	Soundview	Systemwide
Peak						
Frequent (4+ trips per week)	28%	26%	33%	35%	36%	34%
Infrequent (2-3 trips per week)	25%	22%	23%	26%	26%	25%
First time or seldom	47%	52%	44%	39%	38%	41%
Off-Peak						
Frequent (4+ trips per week)	16%	11%	19%	16%	21%	16%
Infrequent (2-3 trips per week)	22%	17%	18%	24%	23%	21%
First time or seldom	62%	72%	63%	60%	56%	62%
Weekend						
Frequent (4+ trips per week)	5%	4%	3%	8%	4%	6%
Infrequent (2-3 trips per week)	19%	13%	17%	12%	28%	16%
First time or seldom	75%	83%	80%	81%	68%	78%

↓ Peak rider frequency is **lower** than previous NYCF surveys, but indicative of changes in travel behavior and work from home policies during the Covid pandemic.

Mode to/from landings

66% of riders walk to or from the ferry and another 18% bike or scooter. 8% use either subway or bus. 6% use an automobile to access the landings, mostly from Rockaway and Soundview.



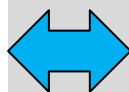
The share of bike/scooter access is **up** from previous surveys.

Age

Millennials and Gen X: majority of riders are between 25-45 years old (66%)

Age	East River	Rockaway	South Brooklyn	Astoria	Soundview	Systemwide
18-24	4%	6%	6%	5%	5%	5%
25-35	42%	33%	32%	45%	37%	40%
36-45	27%	22%	29%	26%	23%	26%
46-55	15%	18%	18%	14%	13%	15%
56-65	8%	15%	8%	8%	13%	10%
66+	4%	6%	6%	3%	8%	5%

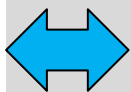
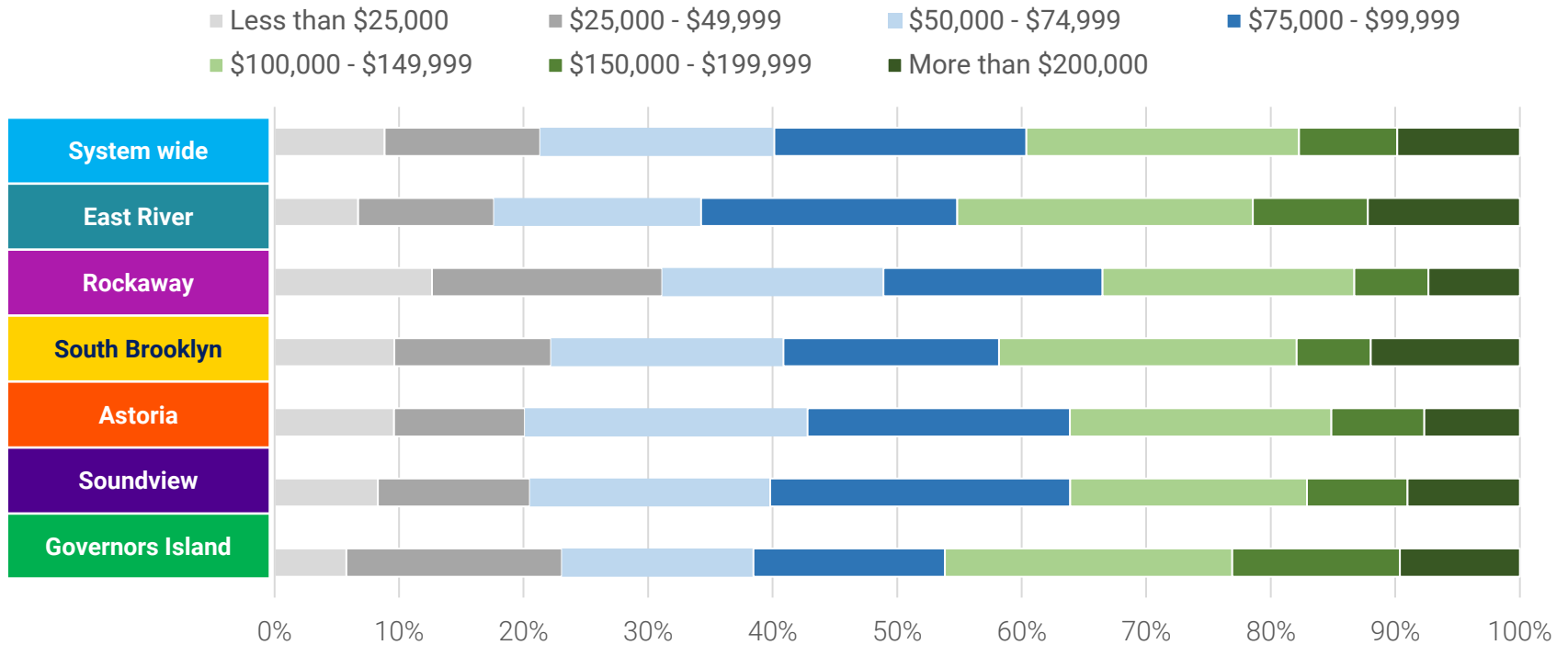
	Service Area	NYC
20-24	6%	7%
25-34	23%	18%
35-44	15%	14%
45-54	12%	13%
55-64	10%	12%
65+	13%	14%



This is in line with previous surveys.

Income

Median income is between \$75,000 - \$99,999 system-wide and for most routes. This is higher than NYC median of \$57,782 though consistent with the service area median of \$72,991.

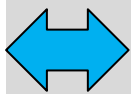
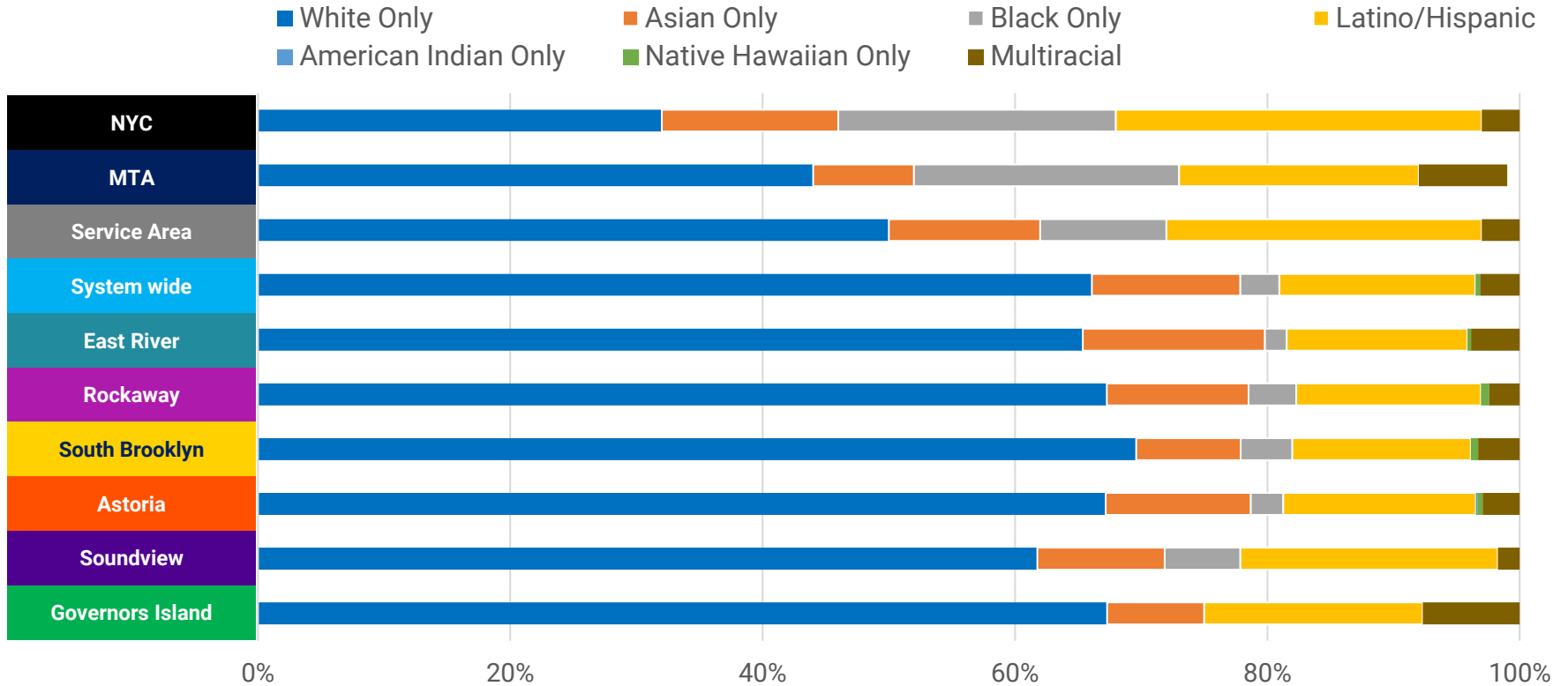


This is in line with previous surveys.

N = 2723
No response = 155

Race/ethnicity by route

System-wide, 34% of riders described themselves as non-white or multiracial.



This is **in line** with previous surveys for the system.

N = 2759
No response = 119