





# NYC Ferry 2019 Summer Survey



# Past NYCF Surveys

This is the 4<sup>th</sup> onboard survey conducted in NYC Ferry's 2 years of service. Most results have remained consistent throughout.

- **Summer 2017 – 3 routes**

- **Winter 2018 – 4 routes**

- **Summer 2018 – 4 routes**

- **Summer 2019 – 6 routes**

- Consistent results:
  - **65 – 75%** of peak riders commuting to work or school
  - **50 – 60%** of peak riders regular riders
  - **80 – 90%** of all riders NYC residents
  - **60 – 70%** of all riders walk to/from landings

# Summary of Findings

- **In line with previous surveys:**










- **74%** of peak period riders and **41%** of all riders are commuters
- **86%** of all riders are New Yorkers
- **61%** of peak period riders are frequent riders
- **72%** of riders walk to landings, **6%** bike, and **11%** takes MTA subway or bus

- **New insights from this survey:**

- **71%** of riders work only on weekdays, and a majority work roughly 9-5
- **37%** of riders speak a language other than English at home. Of these, **one third** speak Spanish
- **35%** of riders make less than \$75,000 per year
- Median income between **\$75,000 – 99,999**
- **36%** of riders identify as non-white or multiracial

*Paper survey given onboard to customers over 2 weeks in May & June. Gathered 5,441 responses, with ~220 per route/time category – our largest survey to date. Results were weighted by actual ridership.*

# Summer 2019 Survey Methodology

- **Distribution method:** English/Spanish paper survey onboard
- **Study dates:** 12 survey days: Tuesday, May 28 – Monday, June 10
- **6 Routes + Governors Island shuttle:**       
- **Responses collected:** 5,441 (~220 per route-time period bin)
- **Weighting:** Responses weighted by route & time period based on actual 2-week ridership
- **Purpose:**
  - Customer segmentation & demographic information
  - Trip purpose and NYC Ferry usage patterns
  - Evaluation of new routes  

# Survey Results



# Trip Purpose by route and time period

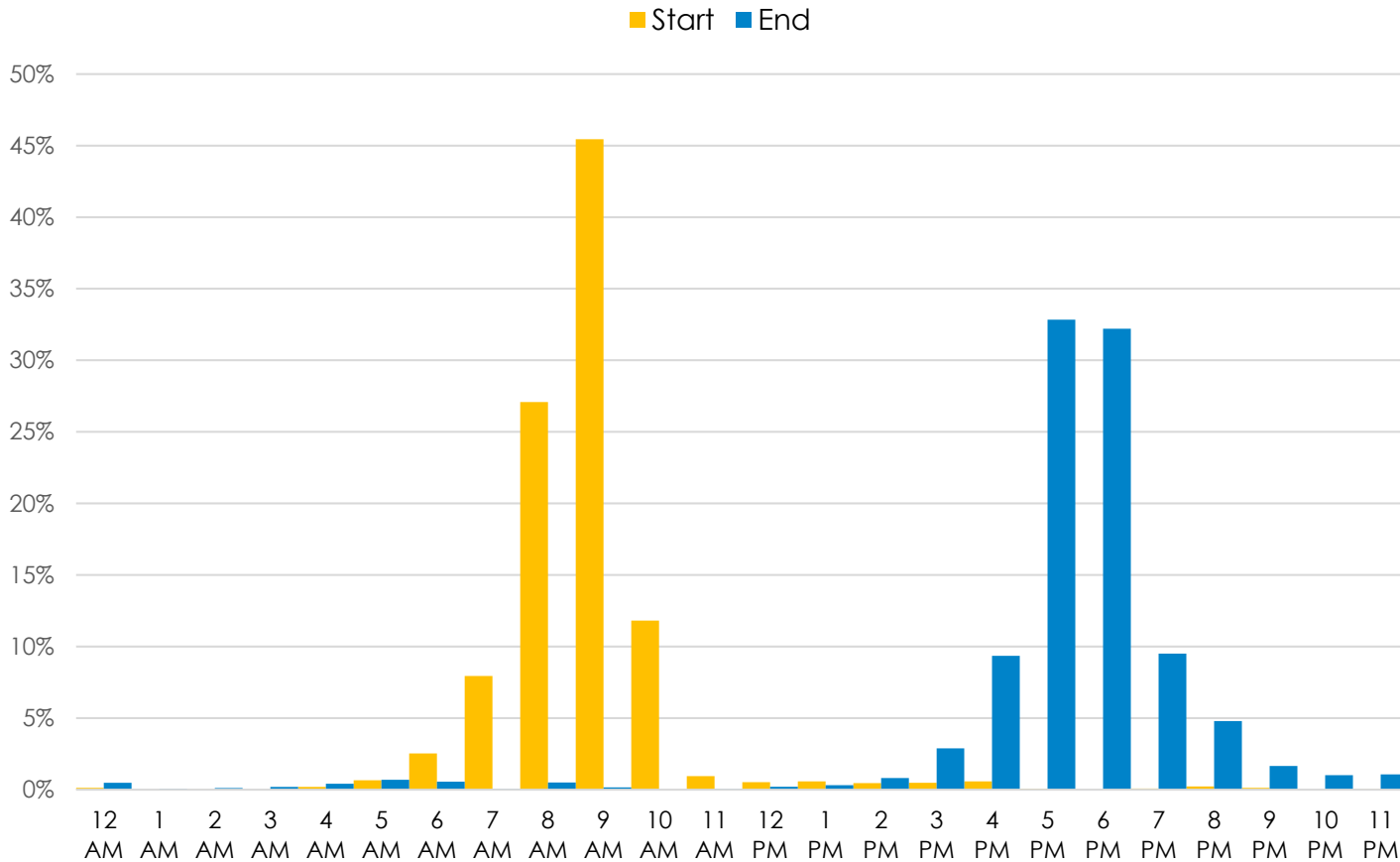
**74% of peak period riders are commuters.**

Among all riders, 41% are commuting to work or school.

Time Period	East River	Rockaway	South Brooklyn	Astoria	Soundview	Lower East Side	Systemwide
<b>AM &amp; PM Peak</b>							
Work (or School)	74%	69%	65%	81%	75%	80%	74%
Non-Work	26%	31%	35%	19%	25%	20%	26%
<b>Off-peak</b>							
Work (or School)	33%	25%	29%	35%	54%	38%	34%
Non-Work	67%	75%	71%	65%	46%	62%	66%
<b>Weekend</b>							
Work (or School)	7%	7%	13%	2%	12%	2%	7%
Non-Work	93%	93%	87%	98%	88%	98%	93%
<b>Overall</b>							
Work (or School)	40%	36%	36%	46%	52%	47%	41%
Non-Work	60%	64%	64%	54%	48%	53%	59%

# Work Hours – Commute Trips

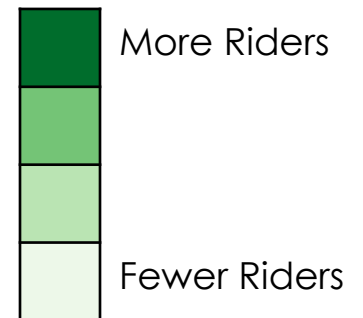
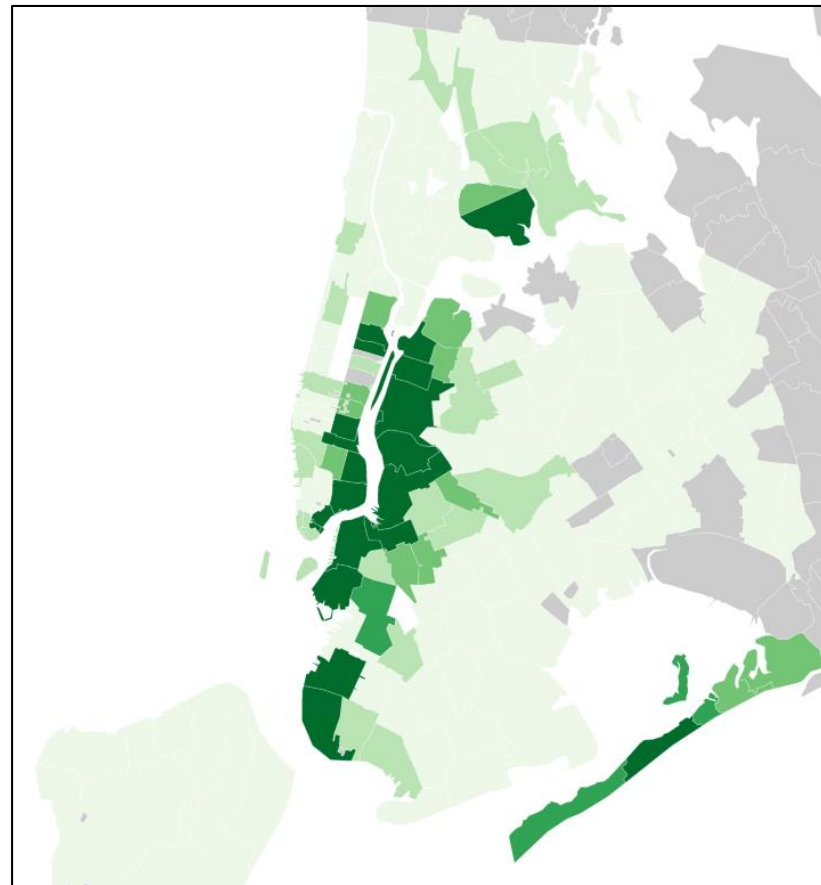
**Most riders commuting via Ferry work 9-5 or similar hours, and 82% work only on weekdays.**



N = 4329

# Where do our riders live?

**86% of riders are New York City residents.** During peak periods, this rises to **90%**.  
Most riders live near the water and in walking distance of a landing.



There were **2,291** respondents with valid ZIP codes entered.



# Trip Frequency

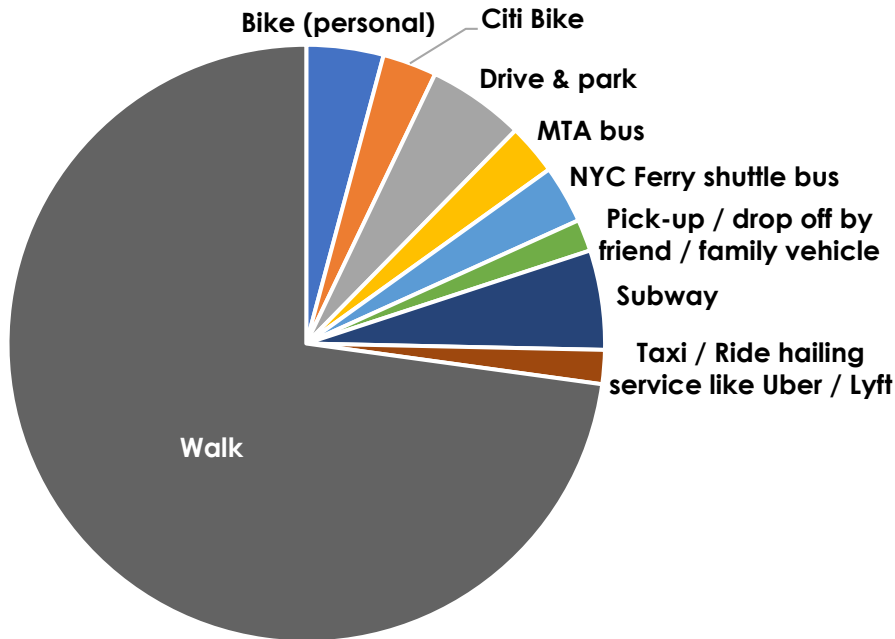
**61% of our peak riders are using the ferry on a regular basis.**  
 Among all riders, 35% ride 4 or more times per week.

Trip Frequency	East River	Rockaway	South Brooklyn	Astoria	Soundview	Lower East Side	Systemwide
<b>Weekday AM &amp; PM Peak</b>							
Frequent (4+ trips per week)	61%	62%	52%	65%	60%	60%	61%
Infrequent (2-3 trips per week)	11%	12%	15%	15%	15%	20%	13%
First time or seldom	27%	26%	33%	20%	25%	19%	26%
<b>Weekday Off-Peak</b>							
Frequent (4+ trips per week)	27%	16%	18%	25%	39%	36%	26%
Infrequent (2-3 trips per week)	17%	17%	18%	22%	17%	15%	18%
First time or seldom	56%	66%	64%	53%	44%	49%	57%
<b>Weekend</b>							
Frequent (4+ trips per week)	10%	10%	11%	12%	9%	11%	10%
Infrequent (2-3 trips per week)	10%	16%	12%	16%	11%	17%	12%
First time or seldom	80%	75%	77%	72%	80%	72%	78%
<b>Overall</b>							
Frequent (4+ trips per week)	35%	32%	28%	39%	41%	40%	35%
Infrequent (2-3 trips per week)	12%	14%	14%	17%	14%	18%	14%
First time or seldom	53%	54%	58%	44%	45%	42%	51%

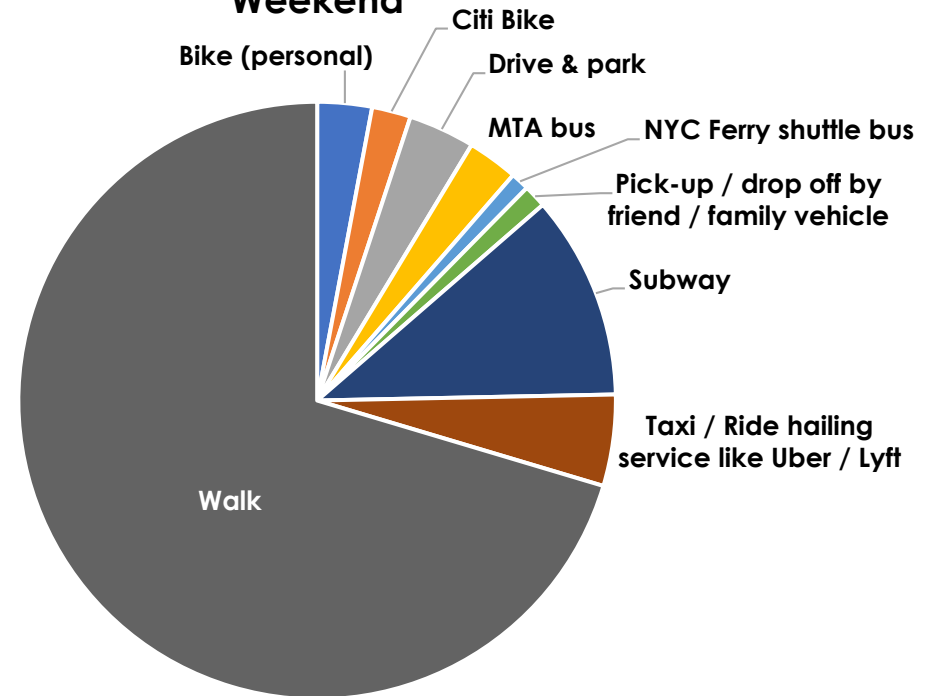
# Mode To/From Landings

**73% of peak period riders walk to or from the ferry and another 7% bike.**  
 Of the 5% that drive and park at landings, most are from **Rockaway**.

### Weekday Peaks



### Weekend



# Age

**Millennials and Gen X:** majority of riders are between 25-45 years old (60%), roughly on par with the MTA.

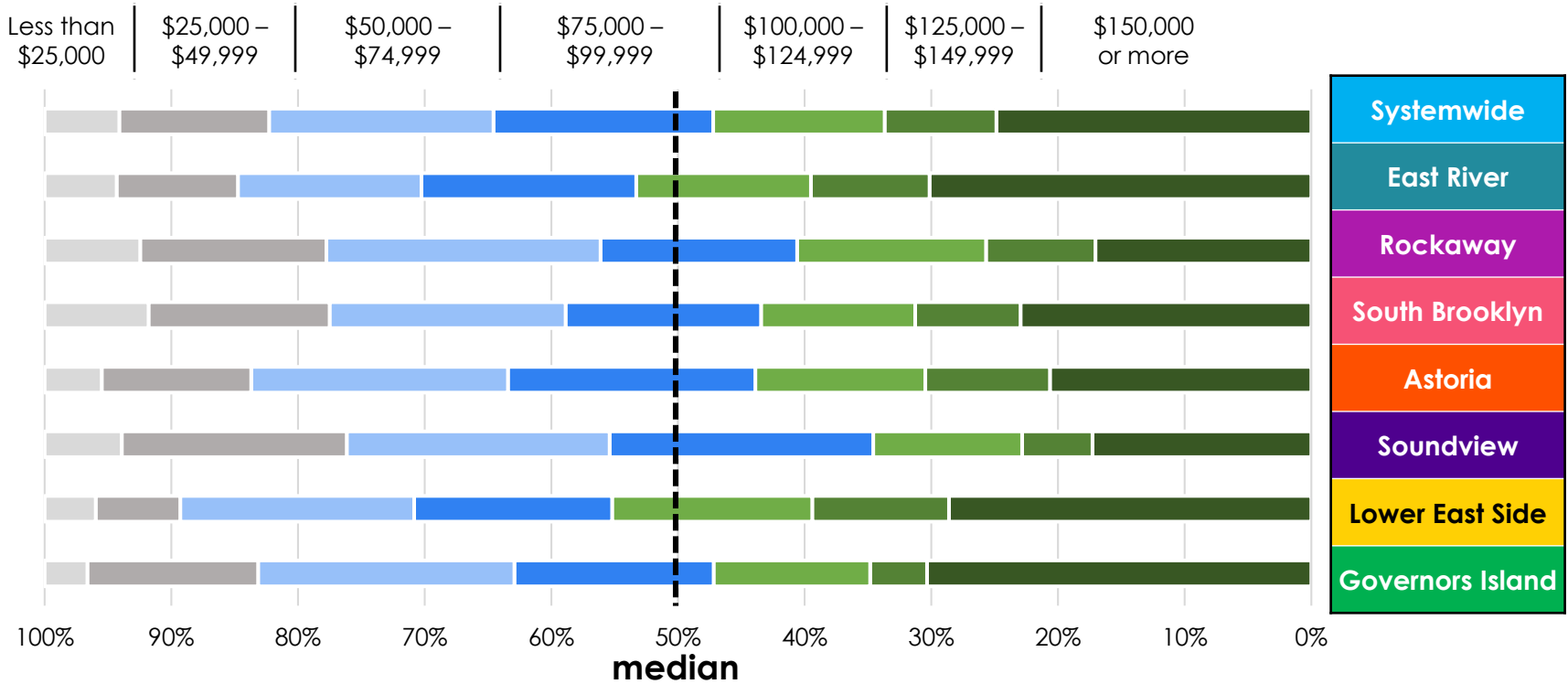
Age	East River	Rockaway	South Brooklyn	Astoria	Soundview	Lower East Side	Governors Island	Systemwide
< 18	1%	3%	3%	1%	4%	3%	2%	2%
18-24	8%	10%	11%	6%	10%	7%	6%	9%
25-35	43%	30%	32%	40%	30%	33%	44%	36%
36-45	27%	20%	22%	27%	22%	24%	29%	24%
46-55	10%	16%	17%	13%	16%	16%	13%	14%
56-65	8%	13%	10%	6%	14%	11%	6%	10%
66+	3%	8%	5%	6%	3%	6%	0%	5%

MTA	
18-24	7%
25-54	60%
55-64	22%
65+	11%

# Income

**Median income is between \$75,000 - \$99,999 systemwide and for most routes.**  
 This is slightly higher than the service area median of \$73,000.

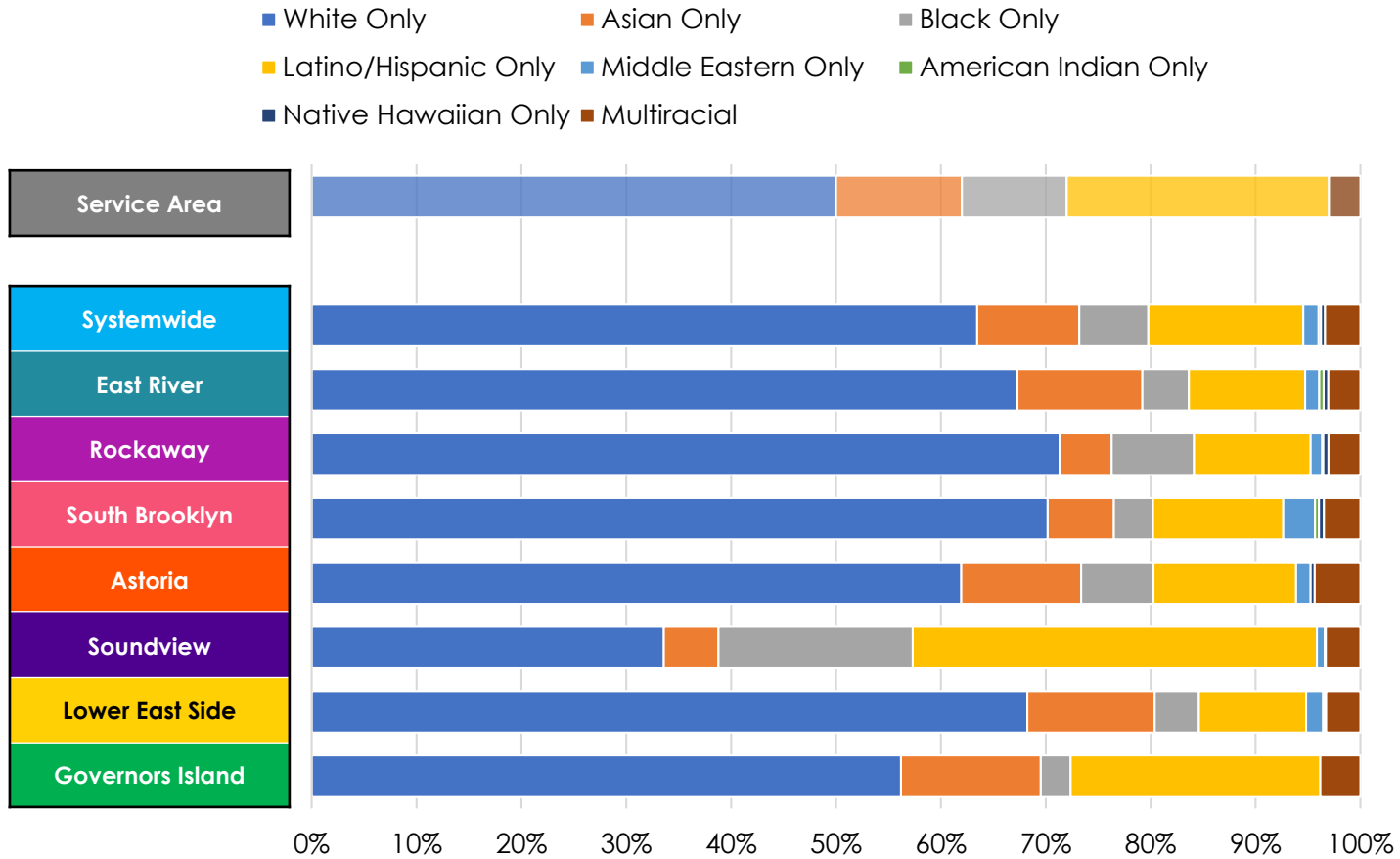
"What is your estimated total annual income?"



N = 3958  
 No response = 1456

# Race/Ethnicity

**Systemwide, 36% of riders described themselves as non-white or multiracial.**



N = 4743  
No response = 698