NYC Ferry – 2022 Survey Results

2022 Survey Overview

2022 Survey Methodology

The 2022 survey was distributed via 3 methods:

- **On-Board QR Codes**: QR codes were available via postcards on seats and digital ads. 771 responses were received via on-board QR code.

- **Email to recent riders**: Email was sent to all riders who activated a ticket within an hour of app ticket activation. 830 responses were received via email link.

- **Paper Surveys**: Paper surveys were available on all NYCF vessels in seven languages. 22 responses were received via paper surveys.

95% of survey respondents indicated they use the NYCF app.
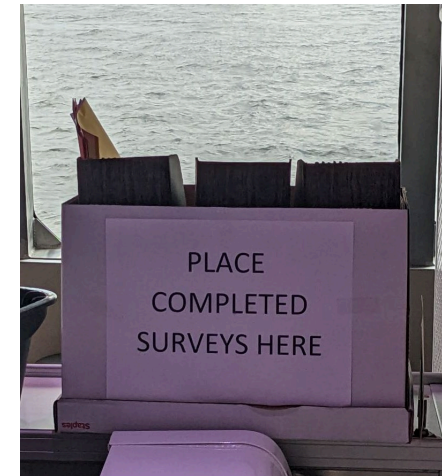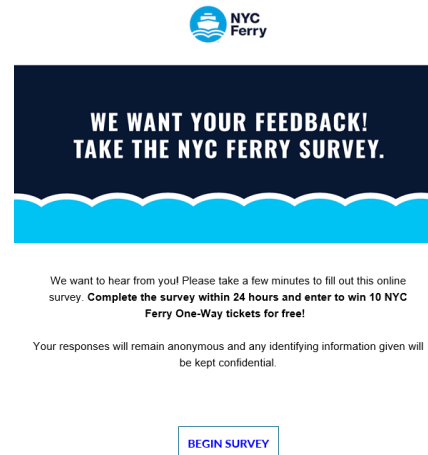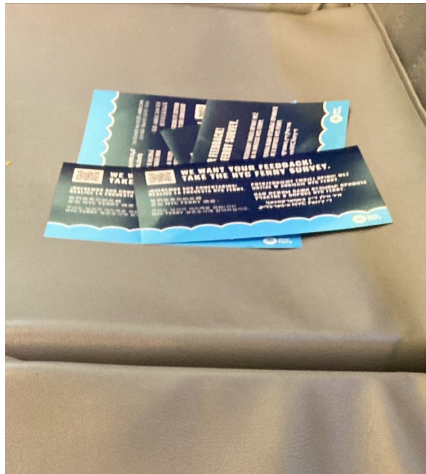
Survey 2022 Methodology

Language: Survey was available in English, Spanish, Chinese, Korean, Polish, Russian, and Yiddish.

Survey Period: Survey was open for 14 days: Monday, Aug. 29 – Sunday, Sep. 11

8 Routes: Astoria, East River, Governors Island, Rockaway, Rockaway Rocket, Soundview, South Brooklyn, St. George.

Responses Received: ~1,600 (average of 81 per route/time period bin), weighted based on actual observed ridership during survey period. Rockaway Rocket and Governors Island, which operated on weekends only, had lower response rates. They are included in systemwide measures, but not broken down at the route level.

New Questions: This survey added questions on:

- Commuting frequency

- Disability status

- Smartphone ownership/app usage

- Bikes, strollers, wheelchairs, and other items brought on board

Purpose: Customer segmentation & demographic information; trip purpose and NYC Ferry usage patterns

Survey Weighting

Since 2019, NYC Ferry weights survey results based on actual observed ridership during the survey period. This helps ensure that totals and percentages are reflective of actual demographics and ridership, rather than survey response rate.

1. Collect survey data and prepare for analysis

2. Categorize responses by both route and time of day. Time period categories are below:

   o Peak (Weekdays before 10AM, between 4PM & 7PM)

   o Off-Peak (Weekdays between 10AM & 4PM, Weekdays after 7PM)

   o Weekend (All times on Saturday/Sunday)

3. Separate actual ridership during the survey period into the same route/time period buckets as the survey results

4. Calculate weighted value using following formula for each route/time period bucket:

   o (Total Observed Ridership in Bucket)/(Total Survey Respondents)

      o This weighted value is used so that when survey responses are summed, they are equal to the actual ridership on that route/time period

Summary of Results

The results of the 2022 survey remained consistent with previous surveys, but trip purpose and frequency continue to be impacted by COVID-19 and demonstrate slower return to office rates among workers.

Consistent with Previous Results

- Systemwide Median Income is $100,000-$149,999

- A majority (66%) of riders walked to and from their ferry landing

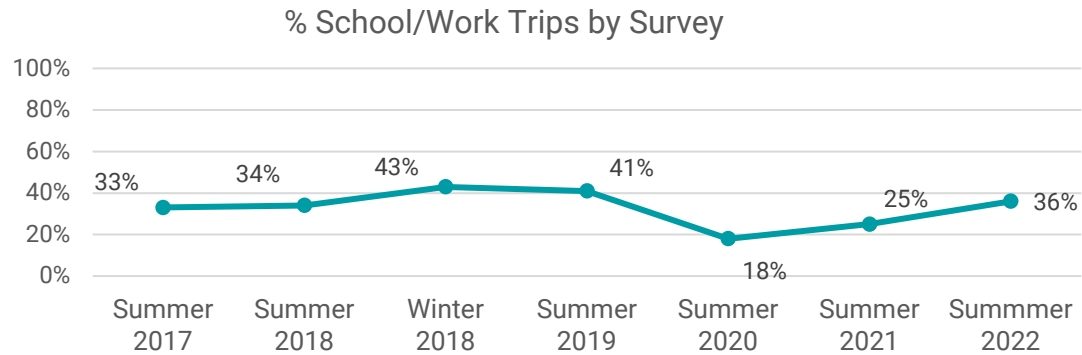- 90% of riders are NYC residents

Changes from Previous Surveys

- 38% of ridership identified as non-white, highest level since launch, and 7% higher than in 2021

- 61% of peak riders were using the service to commute to work or school, rising since 2021 but still 10% below pre-pandemic levels

- 56% of riders ride the ferry 3 or more days a week, rising since 2021 but still below pre-pandemic levels

- 36% of all riders are going to/from work or school, the highest number since 2019 and closer to the national average pre-pandemic (49%)

2022 Survey − Travel Patterns

Trip purpose by route and time period

61% of peak period riders were commuting to work or school. During all time periods, 36% of riders were commuting to work or school.

Time Period	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George	Systemwide
AM & PM peak weekdays							
Work/School	64%	56%	50%	67%	56%	75%	61%
Non-Work/School	36%	44%	50%	33%	44%	25%	39%
Off-Peak Weekdays							
Work/School	30%	23%	14%	86%	45%	57%	37%
Non-Work/School	70%	77%	86%	14%	55%	43%	64%
Weekends							
Work/School	12%	4%	8%	2%	10%	20%	8%
Non-Work/School	88%	95%	92%	98%	90%	80%	91%

% School/Work Trips by Survey

Summer 2017	Summer 2018	Winter 2018	Summer 2019	Summer 2020	Summer 2021	Summmmer 2022
33%	34%	43%	41%	18%	25%	36%

This is **higher** than 2020 and 2021 surveys, but still lower than in 2019.

Trip frequency

56% of peak riders use the ferry at least 3 days per week.

Time Period	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George	Systemwide
AM & PM Peak Weekdays							
Seldom	19%	27%	37%	25%	27%	20%	26%
1-2 days per week	15%	19%	20%	13%	26%	19%	18%
3+ days per week	66%	54%	43%	62%	47%	60%	56%
Off Peak Weekdays							
Seldom	30%	46%	29%	0%	18%	14%	30%
1-2 days per week	13%	23%	43%	14%	36%	43%	24%
3+ days per week	57%	31%	29%	86%	45%	43%	46%
Weekends							
Seldom	57%	65%	54%	66%	55%	45%	59%
1-2 days per week	22%	22%	30%	23%	33%	25%	24%
3+ days per week	21%	14%	16%	11%	13%	30%	17%

% Peak Frequent Riders by Survey

Summer 2017: 53%, Winter 2018: 52%, Summer 2018: 63%, Summer 2019: 74%, Summer 2020: 34%, Summer 2021: 38%, Summer 2022: 56%
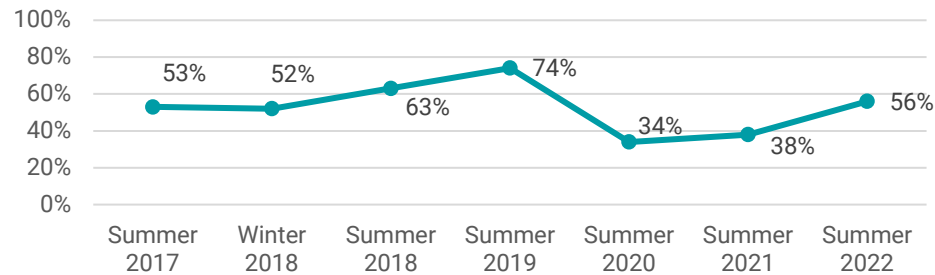
Peak rider frequency was **lower** than 2019, but in line with 2017 and 2018 surveys. Increased frequency demonstrates some recovery to pre-COVID travel patterns.

Frequency of Commuting

63% of all riders indicated they have used NYC Ferry to get to work at least once. 89% of weekday morning riders indicated they used NYC Ferry to get to work at least once a week.

Commuting Frequency	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George	Systemwide
All Times							
I do not take NYC Ferry to work/school	36%	36%	44%	42%	40%	30%	37%
Less than once per month	10%	19%	13%	11%	15%	8%	14%
1-3 days per month	9%	6%	8%	6%	6%	5%	7%
1-2 days per week	8%	10%	10%	5%	15%	18%	11%
3-4 days per week	17%	16%	9%	12%	12%	13%	14%
4-5 days per week	12%	8%	9%	18%	9%	19%	12%
More than 5 days per week	8%	4%	7%	5%	3%	7%	6%
Morning Peak (Weekdays before 10AM)							
I do not take NYC Ferry to work/school	7%	3%	6%	3%	7%	3%	5%
Less than once per month	3%	2%	7%	1%	5%	1%	3%
1-3 days per month	2%	2%	4%	6%	2%	4%	3%
1-2 days per week	13%	15%	13%	10%	28%	15%	14%
3-4 days per week	28%	36%	25%	27%	28%	28%	30%
4-5 days per week	30%	31%	30%	40%	21%	42%	33%
More than 5 days per week	17%	12%	15%	14%	9%	6%	12%

This is the first time NYC Ferry asked this question.

Mode to/from landings

66% of riders walked to or from the ferry. An additional 9% scooter or bike. 11% use other public transportation services, and 9% use an automobile to access NYC Ferry. Bay Ridge, Ferry Point Park, Rockaway, and Soundview account for most drivers. Public transit use is highest at East 34th Street and Wall Street/Pier 11.

Pie chart:
- Walk, 66%
- Bike/scooter, 9%
- Public Transportation, 11%
- Ferry Shuttle Bus, 2%
- Car, 9%
- Taxi/Uber/Lyft, 4%
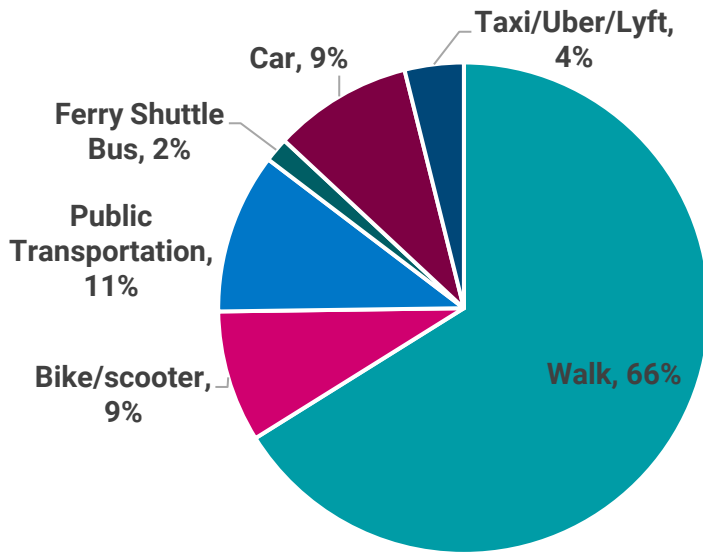
% Walk to and from NYC Ferry Landing by Survey

- Summer 2017: 53%
- Winter 2018: 71%
- Summer 2018: 62%
- Summer 2019: 72%
- Summer 2020: 66%
- Summer 2021: 69%
- Summer 2022: 66%
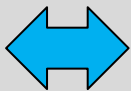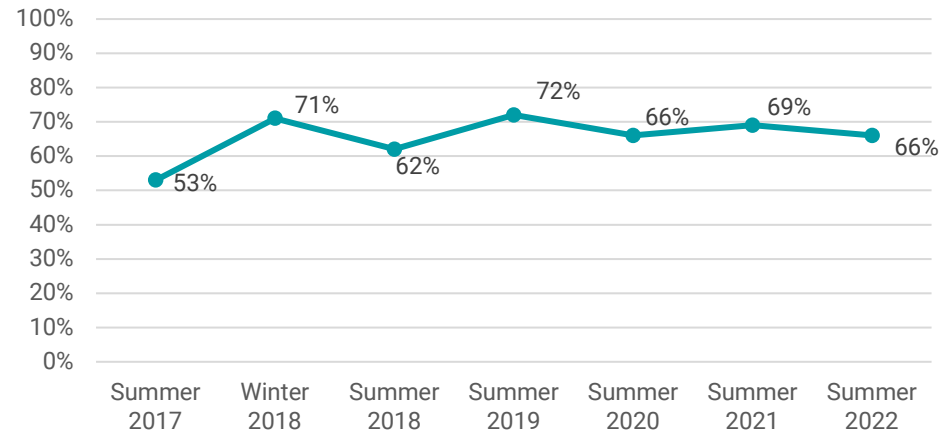
This is in line with previous surveys.

Mobility Devices On-Board

14% of riders brought a mobility device on-board. The most common items were bicycles (7%) and strollers (4%). Bikes were most common on Rockaway.

No item, 86.3%

Item, 13.7%

Other mobility assistance device, 0.8%

E-Scooter, 1.5%

Stroller, 4.1%

Wheelchair, 0.4%

Bicycle, 6.9%
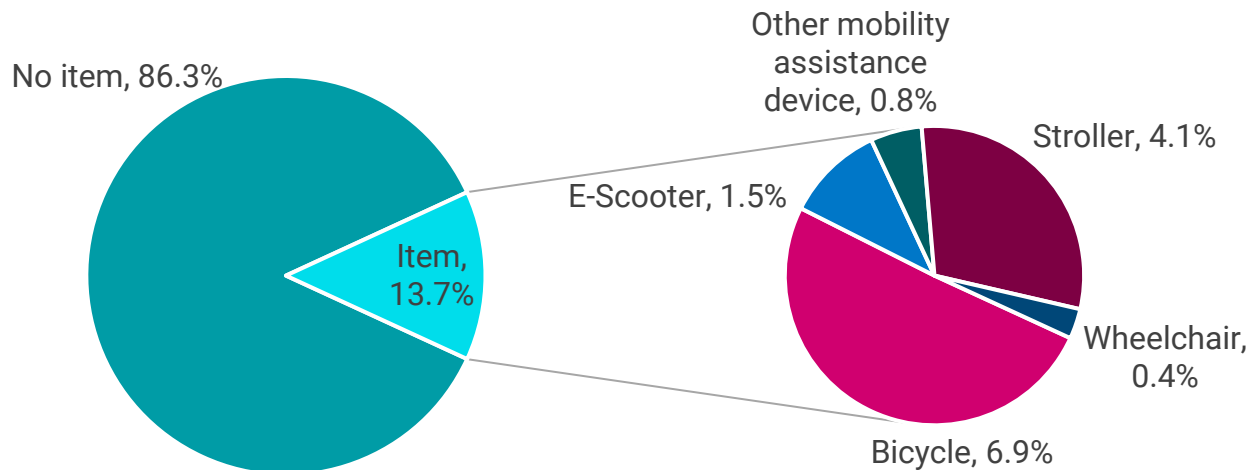
This is the first time this question has been asked.

2022 Survey – Demographic Data

All routes – home ZIP codes

90% of riders reside within New York City. This year, the share of riders from Ferry Point Park's zip has nearly doubled since 2021.

NYC Ferry Survey 2022

Share of responses per ZIP
- 0% or NA
- Up to .5%
- .5% - 1%
- 1% - 5%
- Over 5% (Up to 5.4%)
- • NYC Ferry Landings

There were **1,565** respondents with valid ZIP codes entered.

NYCEDC 2022
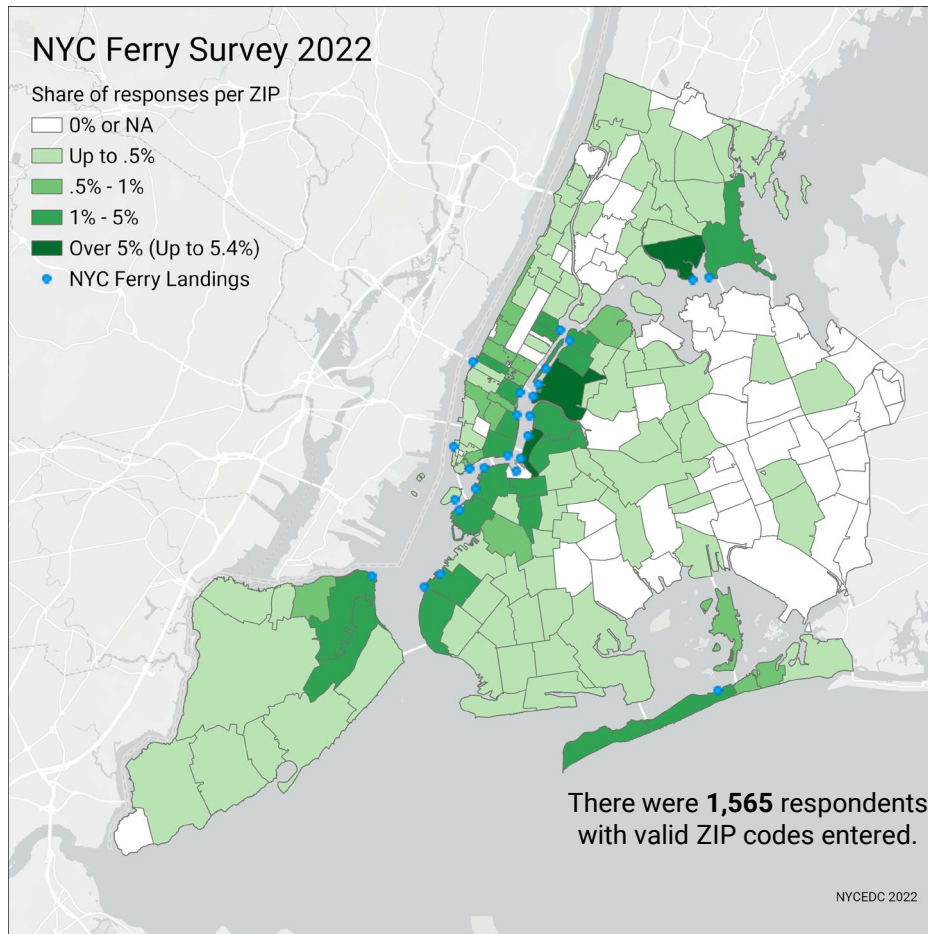
Top 5 Zip Codes by Increase in Share of Ridership		
Zip Code	**Increase from 2021 to 2022**	**Closest Ferry Landing**
11694	**+2.5%**	**Rockaway**
10473	**+2.2%**	**Soundview**
11102	**+1.8%**	**Astoria**
10465	**+1.7%**	**Ferry Point Park**
11101	**+1.5%**	**LIC/Hunters Point South**

This is **in-line** with previous surveys.

Age & Disability Status

13% of riders are over the age of 65. 16% of riders self-identified as having a disability. These riders may be eligible to apply for a $1.35 fare under the Ferry Discount Program.

Age	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George	Systemwide
Under 18	0.5%	0.3%	1.4%	0.3%	1.9%	0.9%	0.7%
18-24	4%	2%	4%	2%	3%	9%	4%
25-34	28%	29%	17%	10%	19%	14%	22%
35-44	26%	29%	20%	27%	30%	20%	26%
45-54	17%	12%	21%	19%	21%	24%	17%
55-64	14%	16%	20%	24%	15%	20%	18%
65+	11%	12%	18%	17%	12%	12%	13%

Disability (Self-Identify)	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George	Systemwide
No	85%	88%	85%	73%	84%	83%	84%
Yes	15%	12%	15%	27%	16%	17%	16%

The share of riders under 18 is likely higher, in future surveys, additional questions will be asked to better evaluate the number of younger riders

NYC / EDC

Annual Household Income

The systemwide median annual household income is $100,000-149,999, an increase from 2019 and 2020 but in line with 2017, 2018, and 2021. Per the US Census Bureau's 2016-2020 ACS estimates, the median household income for all routes is $98,747.

Legend: ■ Less than $25,000 ■ $25,000 - $49,999 ■ $50,000 - $74,999 ■ $75,000 - $99,999 ■ $100,000 - $149,999 ■ $150,000 - $199,999 ■ More than $200,000

Categories: NYCF Service Area, Systemwide, St. George, South Brooklyn, Soundview, Rockaway, East River, Astoria

N = 1599
No response/prefer not to answer = 399
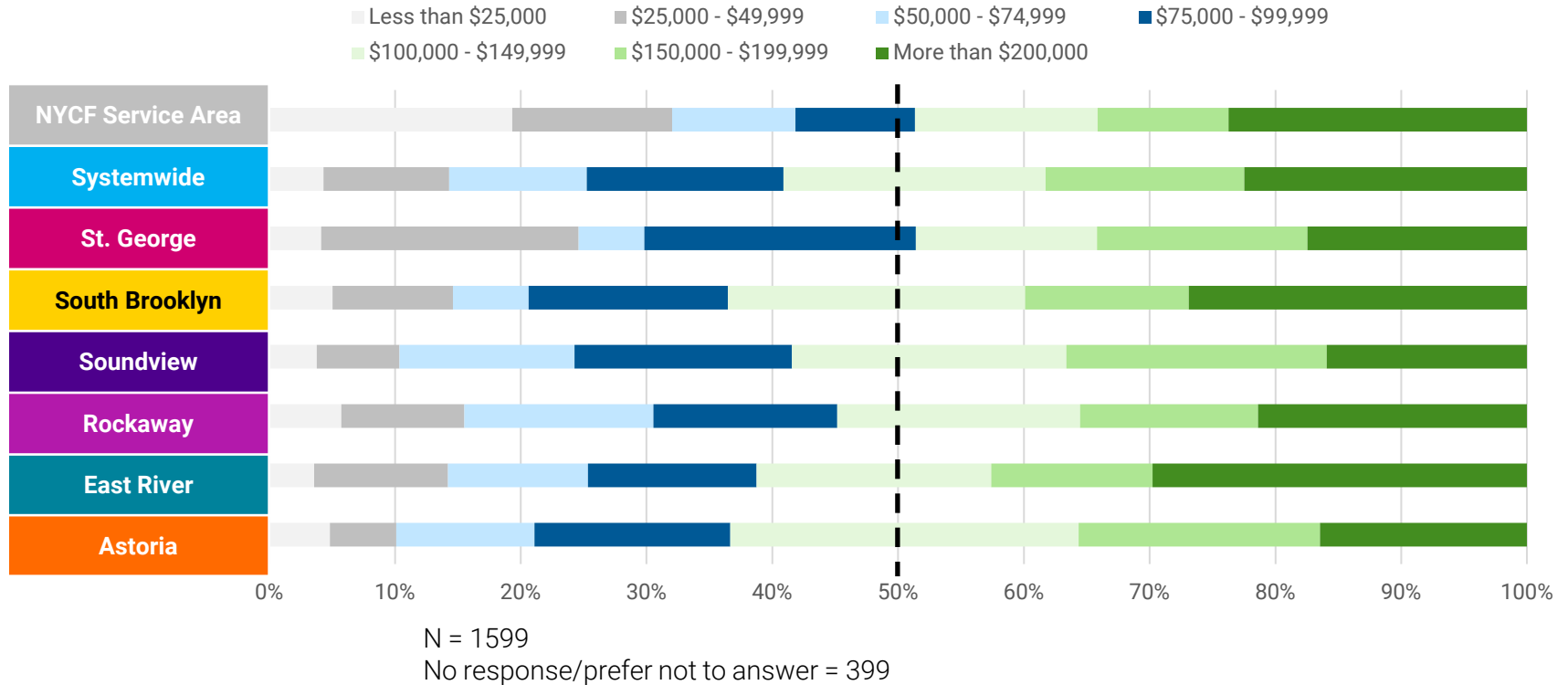
This is in-line with previous surveys. NYCF's Service Area is defined as all Census Tracts within a .5 mile radius of an NYCF landing.

Race/Ethnicity by Route

System-wide, 38% of riders identified as non-white or multiracial. In NYCF's service area, 51% of riders identified as non-white or multiracial

Legend:
- White alone
- American Indian
- Asian
- Black/African American
- Hispanic/Latino
- Multiracial
- Native Hawaiian
- Other

Categories (top to bottom):
- NYC
- NYCT (Bus + Subway)
- Service Area
- Systemwide
- St. George
- South Brooklyn
- Soundview
- Rockaway
- East River
- Astoria
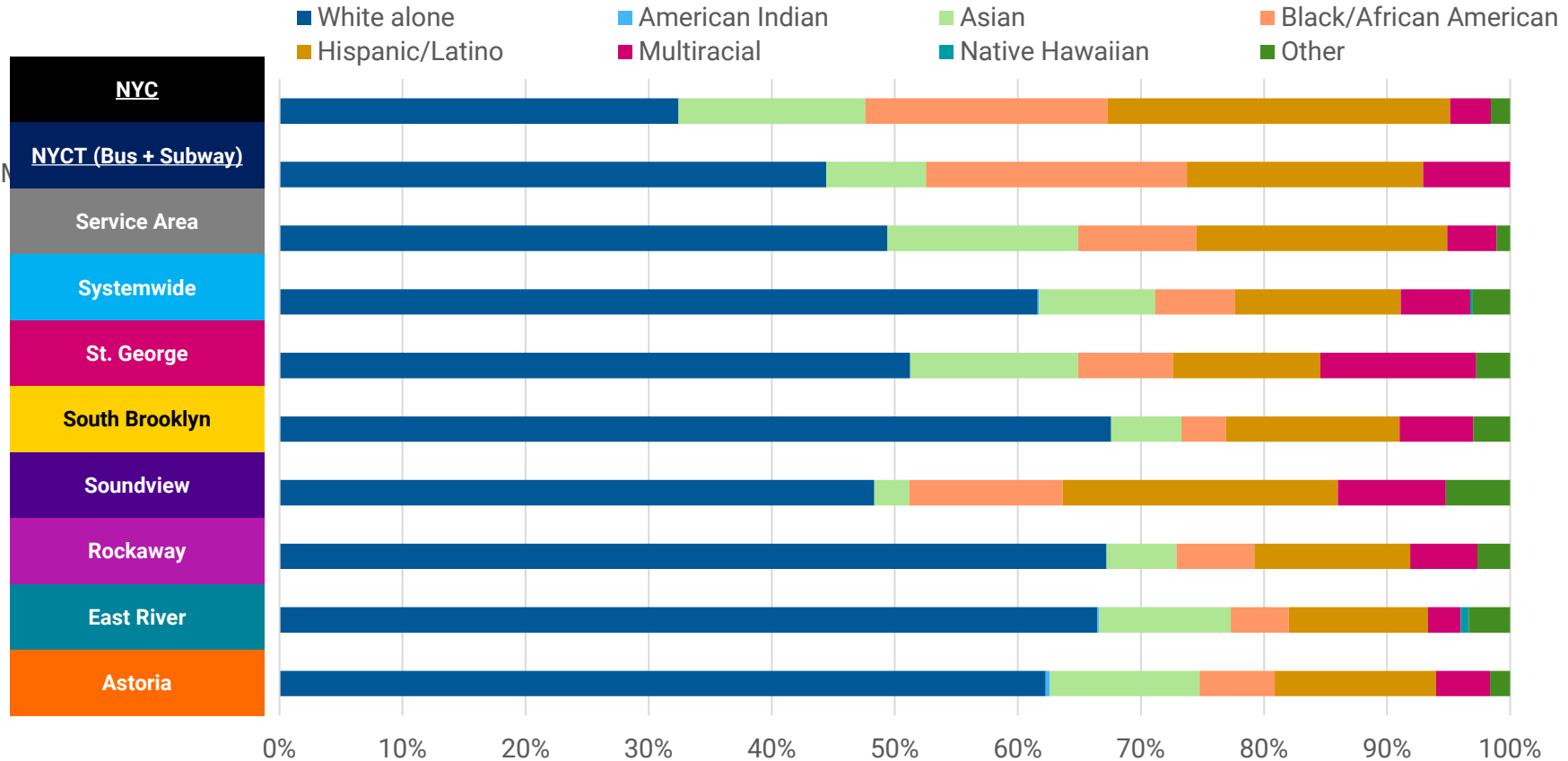
Percentage of non-white riders is **higher** than previous surveys for the system.

N = 1599
No response/prefer not to answer = 192

Appendix A − Survey Questions

Appendix A – Survey Questions

1. On your most recent trip, what route(s) do you take?
- East River
- Rockaway
- Astoria
- Soundview
- South Brooklyn
- Governors Island
- Rockaway Rocket
- St. George

2. On this trip, when do you get on the ferry?
- Weekday – Before 10AM
- Weekday – Between 10AM and 4PM
- Weekday – Between 4PM and 7PM
- Weekday – After 7PM
- Weekend/Holiday – Anytime

3. On this trip, where do you get ON the ferry?
- Atlantic Ave / BBP Pier 6
- Astoria
- Battery Park City/Vesey St.
- Bay Ridge
- Brooklyn Navy Yard
- Corlears Hook
- DUMBO / Fulton Ferry
- East 34th St
- East 90th St
- Ferry Point Park
- Greenpoint
- Governors Island
- Hunter's Point South
- Long Island City
- Midtown West/W 39th St-Pier 79
- North Williamsburg
- Red Hook
- Rockaway
- Roosevelt Island
- Soundview
- South Williamsburg
- St. George
- Stuyvesant Cove
- Sunset Park / BAT
- Wall St / Pier 11

Appendix A – Survey Questions

4. During your most recent trip, where do you get OFF the ferry?

- o Atlantic Ave / BBP Pier 6
- o Astoria
- o Battery Park City/Vesey St.
- o Bay Ridge
- o Brooklyn Navy Yard
- o Corlears Hook
- o DUMBO / Fulton Ferry
- o East 34th St
- o East 90th St
- o Ferry Point Park
- o Greenpoint
- o Governors Island
- o Hunter's Point South
- o Long Island City
- o Midtown West/W 39th St-Pier 79
- o North Williamsburg
- o Red Hook
- o Rockaway
- o Roosevelt Island
- o Soundview
- o South Williamsburg
- o St. George
- o Stuyvesant Cove
- o Sunset Park / BAT
- o Wall St / Pier 11

5. What was your primary mode to get to and from the ferry on this most recent trip?

	To ferry	From ferry
Walk	☐	☐
Subway	☐	☐
MTA bus	☐	☐
Bike (personal)	☐	☐
Citi Bike	☐	☐
Drive & park	☐	☐
Taxi / Uber / Lyft / Via	☐	☐
Dropped off by friend / family car	☐	☐
Access-A-Ride	☐	☐
Ferry shuttle bus	☐	☐

6. How often do you ride NYC Ferry?

- o 6-7 days per week
- o 5 days per week
- o 3-4 days per week
- o 1-2 days per week
- o 1-3 days per month
- o Less than once per month
- o This is my first ride

Appendix A – Survey Questions

7. **How often do you ride NYC Ferry to the office or worksite?**
- More than 5 days per week
- 4-5 days per week
- 3-4 days per week
- 1-2 days per week
- 1-3 days per month
- Less than once per month
- I do not take NYC Ferry to work/school

8. **On this trip, did you bring any of the following items on board with you?**
- Bicycle
- Stroller
- E-Scooter
- Other mobility assistance device
- Wheelchair
- None of the above

9. **What is your home zip code?** ☐☐☐☐☐

10. **Do you have an internet enabled smartphone?**
- Yes
- No

    a) **If yes, have you downloaded the NYC Ferry App?**
- Yes
- No

11. **What is your age?**
- <18 years old
- 18-24
- 25-35
- 36-45
- 46-55
- 56-65
- 66+

12. **Do you consider yourself to be a person with disabilities?**
- Yes
- No
- Prefer not to answer

13. **Are you of Hispanic or Latino origin?**
- Yes
- No
- Prefer not to answer

14. **How would you describe yourself? (check all that apply)**
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other
- Prefer Not to answer

Appendix A – Survey Questions

15.   **What is your estimated total annual household income?**
- o   Less than $25,000
- o $25,000 - $49,999
- o $50,000 - $74,999
- o $75,000 - $99,999
- o $100,000 - $149,999
- o $150,000 - $199,999
- o   More than $200,000
- o   Prefer not to answer

18.   **Do you speak a language other than English at home?**
- o   Yes
  - o   What is that language? _____
- o   No

19.   **How well do you speak English?**
- o   Very well
- o   Well
- o   Not well
- o   Not at all
- o   Prefer not to answer

20.   **Do you have any comments for NYC Ferry?**