

Residents (n=24-104)

**82%** Aware of ferry service

Of those aware of ferry service....

96% At least roughly aware of ferry route**91%** Knew details of ferry route

Perceptions of service



Potential usefulness of ferry service for...

61%

...me personally

97%

...my community

Satisfaction with service (residents aware of service)

**86%** satisfied or very satisfied with ferry service

Compared with % satisfied or very satisfied with...

64% Bus**59%** Train**55%** Taxi / rideshare**0%** Water taxi
Low sample (n=2)

Expectations of service

% of residents who expect ferry service to be good or very good

91% Being an enjoyable way to travel

88% Safety

88% Customer service

88% General cleanliness and condition of the ferry

85% How easy it is to get on and off the ferry

80% Being easy to get to where you catch it

79% Hygiene during COVID

76% Value for money

74% How long it would take to get to your destination

63% Being easy to get where you needed to go at the other end

58% Being available when you wanted or needed it

Experiences with service



Use of transport services (all residents)

% who used service in...	...last 6 months	...last 12 months	...ever
Private ferry	27%	37%	75%
Bus	14%	17%	50%
Train	1%	3%	16%
Taxi / rideshare	20%	21%	36%
Water taxi	0%	0%	1%
Private vehicles	97%	97%	97%
Private boats	16%	21%	32%

Looking forward

Travel intentions over next 12 months

% who intend to use the ferry...

▲ **13%** more**80%** about the same▼ **7%** less+6% **Nett change**

Top 3 changes that would have at least a small effect on increasing use

**39%** more stops**29%** cheaper fares**23%** shorter wait times

Users (n=36)

Experiences of most recent trip



Purpose top 2 reasons

86% recreation or social activity**8%** shopping**42%** Destination choice at least partly influenced by ferry route

Time taken to get to...

< 5 mins

6-10 mins

11+ mins



... ferry

47%

39%

14%

... destination

33%

28%

39%

**96%** rated overall value for money as at least adequate (adequate, good, or very good)☆☆☆ **100%** At least partly satisfied with most recent trip

% users who rated aspects as at least adequate (adequate, good or very good)

**100%** cleanliness and condition of ferry**100%** being on time**100%** customer service**97%** timing / availability of service when you needed to travel**97%** value for money