

Residents (n=22-101)

72% Aware of ferry service *Of those aware of ferry service...*

81% At least roughly aware of ferry route

49% Knew details of ferry route

Perceptions of service

Potential usefulness of ferry service for...

50% ...me personally

95% ...my community

Satisfaction with service (residents aware of service)

★★★ **66%** satisfied or very satisfied with ferry service

Compared with % satisfied or very satisfied with...

65% Bus **86%** Train **61%** Taxi / rideshare **45%** Water taxi

Expectations of service

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

- 83% Being an enjoyable way to travel
- 83% Safety
- 72% How easy it is to get on and off the ferry
- 69% General cleanliness and condition of the ferry
- 69% Customer service
- 63% Being easy to get to where you catch it
- 61% How long it would take to get to your destination
- 60% Being easy to get where you needed to go at the other end
- 59% Hygiene during COVID
- 56% Being available when you wanted or needed it
- 52% Value for money

Experiences with service

Use of transport services (all residents)

% who used service in...	...last 6 months	...last 12 months	...ever
Private ferry	16%	20%	49%
Bus	33%	40%	78%
Train	53%	59%	84%
Taxi / rideshare	25%	36%	66%
Water taxi	1%	1%	5%
Private vehicles	87%	87%	92%
Private boats	10%	12%	22%

Looking forward

Travel intentions over next 12 months

% who intend to use the ferry...

- ▲ **13%** more
- 73%** about the same
- ▼ **14%** less
- 1%** *Nett change*

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

- \$\$\$ **48%** cheaper fares
- 🔄 **47%** more stops
- 🕒 **31%** shorter wait times

Users (n=20-21)

Experiences of most recent trip

Purpose top 2 reasons

86% recreation or social activity

10% other

65% Destination choice at least partly influenced by ferry route

Time taken to get to...

	< 5 mins	6-10 mins	11+ mins
... ferry	43%	38%	19%
... destination	53%	33%	14%

85% 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%** being on time
- 🧼 **95%** cleanliness and condition of ferry
- 📅 **95%** timing / availability of service when you needed to travel
- ❤️ **95%** customer service
- 💰 **95%** value for money