

## 2017 Water Taxi Rider Survey Results

### 1. How did you hear about the water taxi?

Online Ad (13)	Brochure (10)
Print Ad (19)	Radio Ad (2)
Social Media (14)	TV Ad (3)
Article (12)	Ctvisit.com (1)
Word of Mouth (47)	Other (23)
Trip Advisor(1)	

### 2. What publications or websites do you look at for weekend activities

Print media (73)	Online media (50)	Word of mouth (1)
The Day total publications (56)	FaceBook (21)	
Other newspapers (6)	Google queries (6)	
Travel Books, Magazines (9)	Other websites (21)	
Flyers/Brochures (2)	Emails from organizations (2)	

### 3. How many people are in your party?

1 (19)	5 (3)
2 (54)	6 (3)
3 (20)	7 (2)
4 (17)	9 (2)

### 4. What city or cities are you from?

The top responses:

Groton (31)	Colchester (3)
New London (29)	Ledyard (3)
Waterford (6)	East Lyme (2)
Gales Ferry (Ledyard) (5)	Noank (Groton)(2)
Simsbury (5)	Preston (2)
Suffield (4)	Uncasville (2)
Cleveland, OH (3)	Westchester (2)

23 other cities and towns were listed in CT, NY, MA, OH, MD, AZ and VT and Puerto Rico

## **5. Where are you staying while you're here?**

Live here (83)  
Day trip (15)  
Family (12)  
Hotel (11)  
RV/Campground (1)

## **6. What ages are in your party?**

55+ (34)  
35-55 (21)  
18-35 (14)  
10-17 (15)  
0-10 (15)

## **7. Riding the water taxi, I / we have visited or plan to visit:**

Historic Downtown New London (32)  
Historic Thames Street, Groton (20)  
Fort Griswold (24)  
Fort Trumbull (15)  
Restaurant/Bar (40)  
Shopping (15)  
Event (11)  
Service such as hair salon/barber (0)  
Other (15)

## **8. From 1 – 5 with 5 being the best how would you rate your time here?**

Average rating 4.8