

2018 Water Tax Rider Survey Results

1. How did you hear about the water taxi?

Word of mouth (33)	Article (5)
Other (22)	Social Media (3)
Print Ad (11)	Trip Advisor (1)
Brochure (9)	CTvisit.com (1)
Online Ad (8)	Radio Ad (1)

Details from the "Other" category

Friend (1)
Street sign (3)
Sign at Fort Trumbull (1)

2: What publications or websites do you look at for weekend activities?

Print media (29)
 The Day total publications (21)
 Newspapers/Other newspapers (7)
 Flyers/Brochures (1)

Online media (30)
 Other websites (18)
 Google queries (7)
 Facebook (5)

Word of mouth (1)

3: How many people are in your party?

<i>In party</i>		<i>Total People in that Size Party</i>
1	(3)	3
2	(40)	80
3	(22)	66
4	(18)	72
5	(14)	70
6	(1)	6
7	(1)	7
12	(2)	24

Average = 3.2 people per party

4: What city or cities are you from?

Groton	(11)	East Lyme	(1)
New London	(9)	Essex	(1)
New Jersey	(5)	Fort Worth, TX	(1)
Mystic	(4)	Geneva, NY	(1)
Lyme	(3)	Groton, MA	(1)
Niantic	(3)	Jewett City	(1)
Norwalk	(3)	Las Vegas, NV	(1)
Rhode Island	(3)	Long Island, NY	(1)
Branford, CT	(2)	Los Angeles, CA	(1)
Cincinnati, OH	(2)	Northumberland, PA	(1)
Durham, NC	(2)	Oakland, CA	(1)
Hartford	(2)	Old Lyme	(1)
Naugatuck	(2)	Orlando, FL	(1)
New York	(2)	Oxford, CT	(1)
North Stonington	(2)	Pennsylvania	(1)
Norwich	(2)	Paris, FR	(1)
Stonington	(2)	Philadelphia	(1)
Waterford	(2)	Providence, RI	(1)
Zwiesel, Germany	(2)	Saco, ME	(1)
Arlington, MA	(1)	Salem, CT	(1)
Barrington, RI	(1)	Salem, NH	(1)
California	(1)	Seymour, CT	(1)
Canastota, NY	(1)	South Windsor, CT	(1)
Canton, CT	(1)	Victorville, CA	(1)
Clinton, CT	(1)	Voluntown	(1)
Columbus, OH	(1)	Watertown, CT	(1)
Denver, CO	(1)	Woonsocket, RI	(1)
Diamond Bar, CT	(1)	Washington, DC	(1)

5: Where are you staying while you're here?

Live here	(39)
Family	(20)
Day trip	(19)
Hotel	(16)
Friends	(4)
Airbnb	(2)
Campground	(1)

6: What ages are in your party?

56+	(58)
36-55	(51)
19-35	(20)
11-18	(27)
0-10	(26)

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

Historic Downtown New London	(58)
Fort Trumbull	(44)
Restaurants/Bar	(37)
Fort Griswold	(29)
Shops	(28)
Historic Thames Street, Groton	(25)
Other area attractions	(12)
Special event/festival	(5)
Service such as hair salon/barber	(2)

8: From what landing did you start your water taxi ride?

City Pier	(33)
Thames River Landing, Groton	(31)
Fort Trumbull	(31)