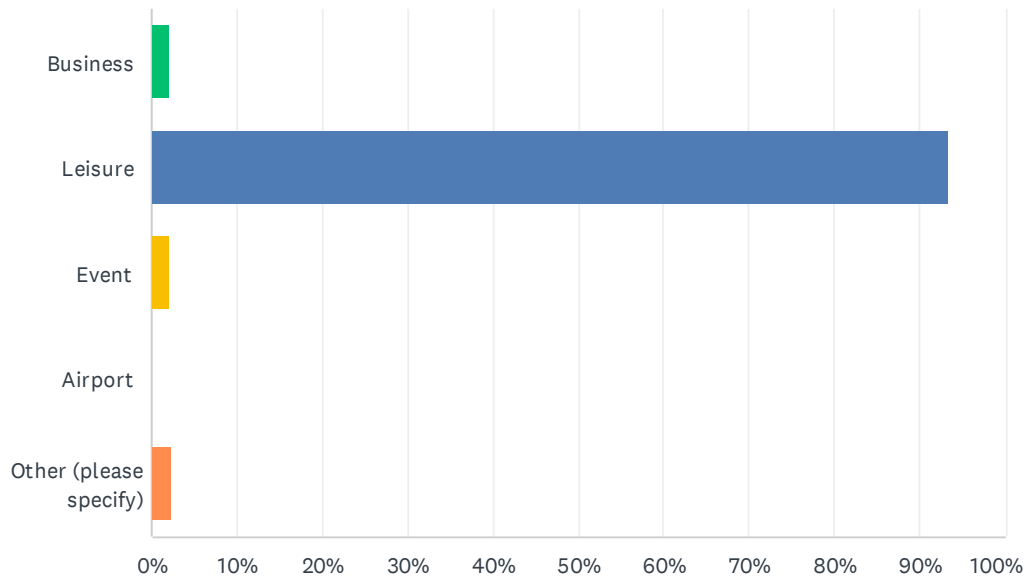


Q1 Why are you using the ferry?

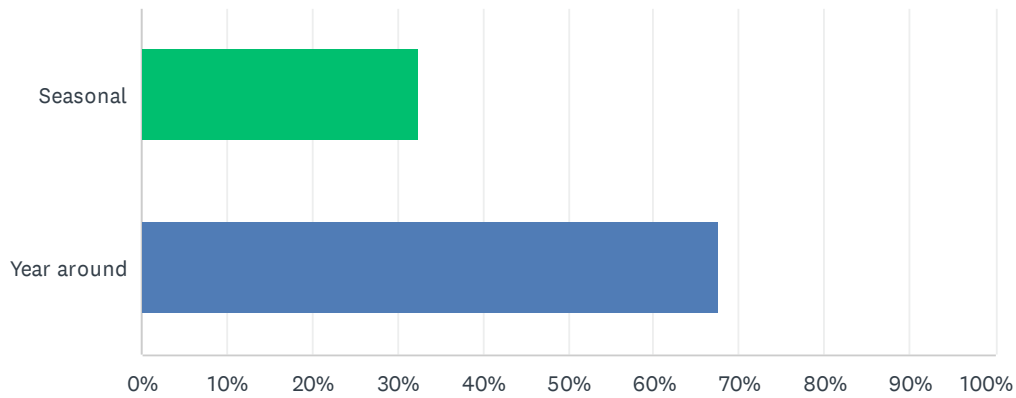
Answered: 1,423 Skipped: 4



ANSWER CHOICES	RESPONSES	
Business	2.04%	29
Leisure	93.39%	1,329
Event	2.18%	31
Airport	0.00%	0
Other (please specify)	2.39%	34
TOTAL		1,423

Q2 Would you prefer to see seasonal or year around service?

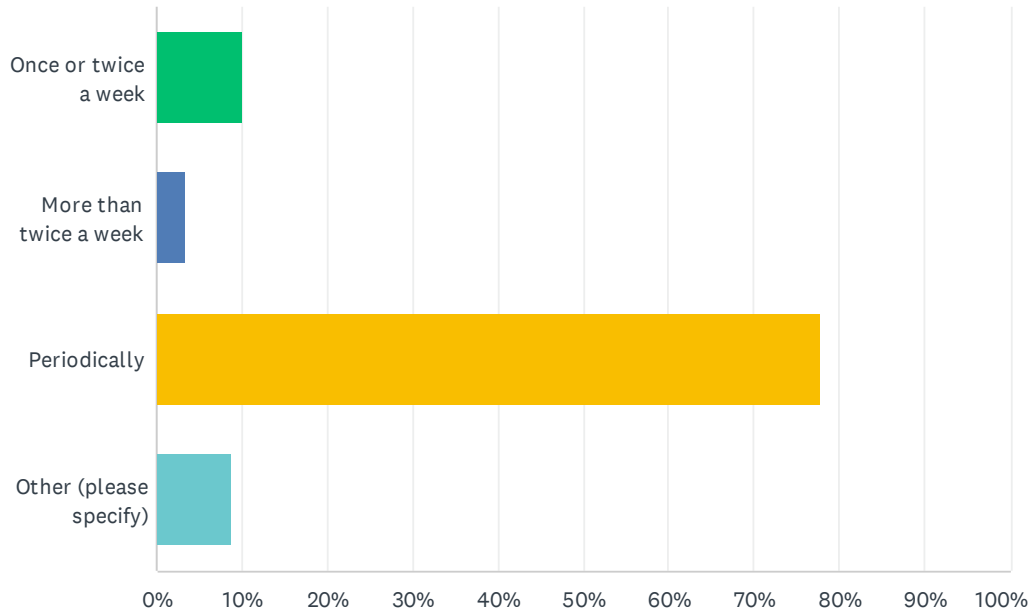
Answered: 1,393 Skipped: 34



ANSWER CHOICES	RESPONSES	
Seasonal	32.45%	452
Year around	67.55%	941
TOTAL		1,393

Q3 Which best describes how often you would use the ferry if it were permanent?

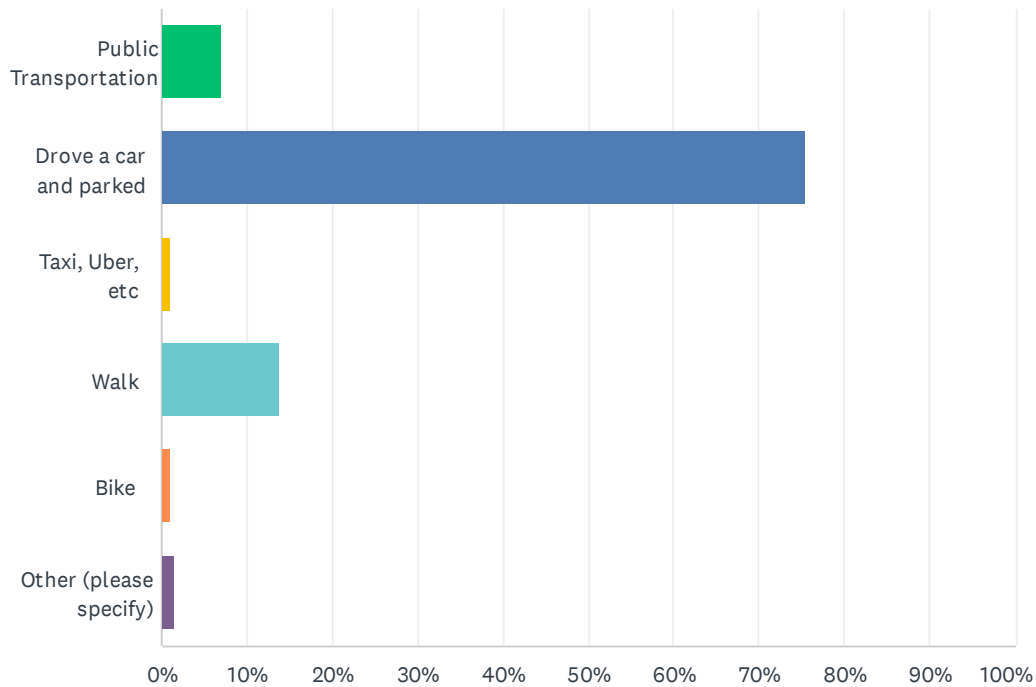
Answered: 1,421 Skipped: 6



ANSWER CHOICES	RESPONSES	
Once or twice a week	10.06%	143
More than twice a week	3.38%	48
Periodically	77.76%	1,105
Other (please specify)	8.80%	125
TOTAL		1,421

Q4 How did you arrive to the ferry?

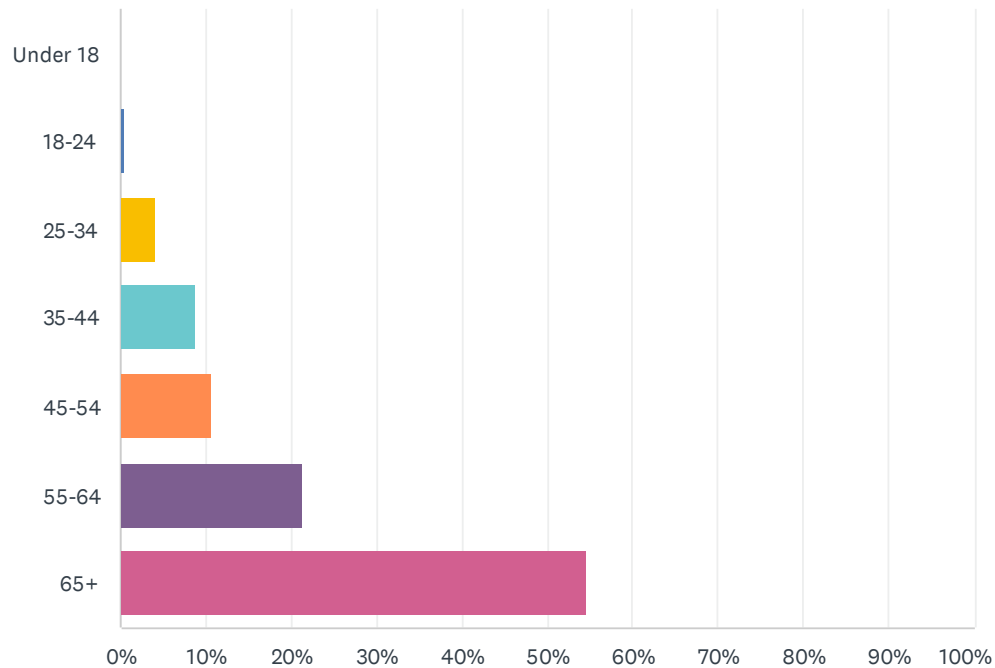
Answered: 1,422 Skipped: 5



ANSWER CHOICES	RESPONSES	
Public Transportation	6.96%	99
Drove a car and parked	75.53%	1,074
Taxi, Uber, etc	1.13%	16
Walk	13.85%	197
Bike	1.13%	16
Other (please specify)	1.41%	20
TOTAL		1,422

Q5 How old are you?

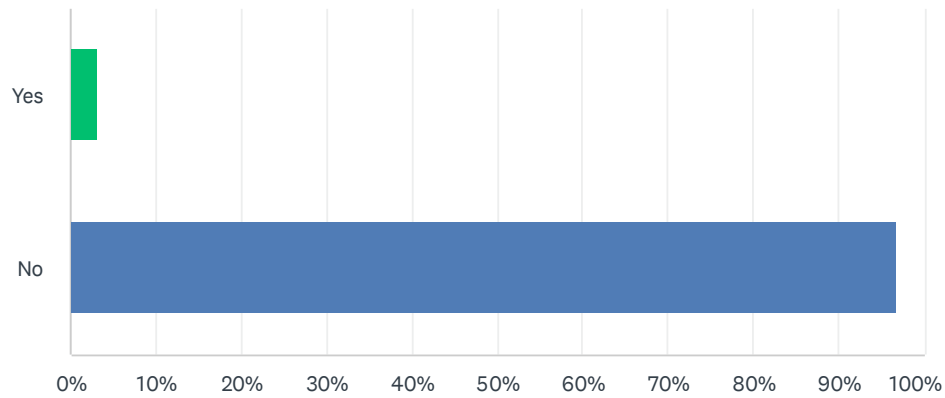
Answered: 1,422 Skipped: 5



ANSWER CHOICES	RESPONSES	
Under 18	0.07%	1
18-24	0.42%	6
25-34	4.15%	59
35-44	8.72%	124
45-54	10.62%	151
55-64	21.38%	304
65+	54.64%	777
TOTAL		1,422

Q6 Are you (or the person you book tickets for) a wheelchair user?

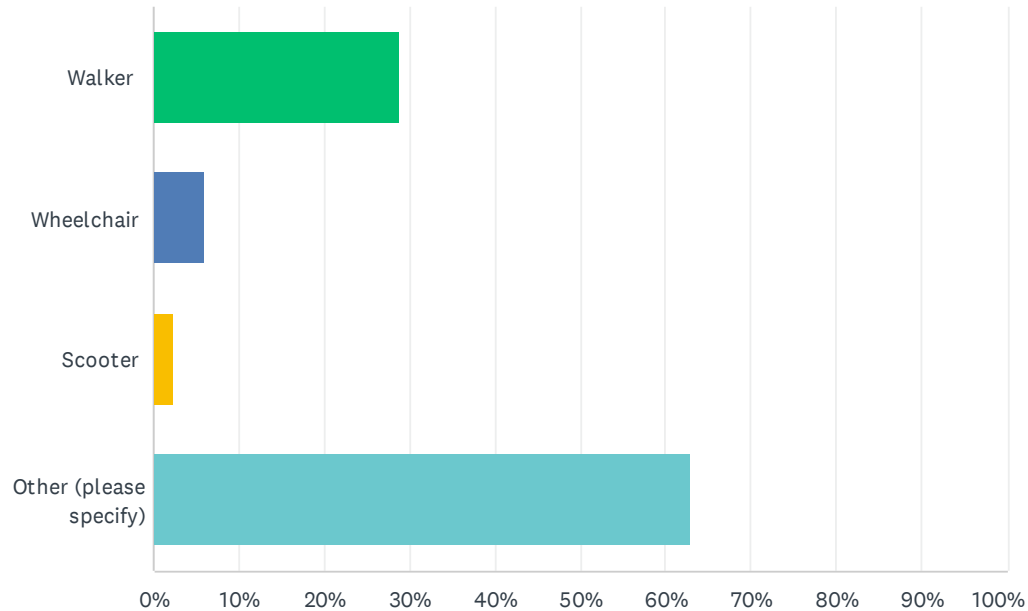
Answered: 1,427 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	3.22%	46
No	96.78%	1,381
TOTAL		1,427

Q7 If you answered yes to the question above, please tell us which mobility device best describes yours

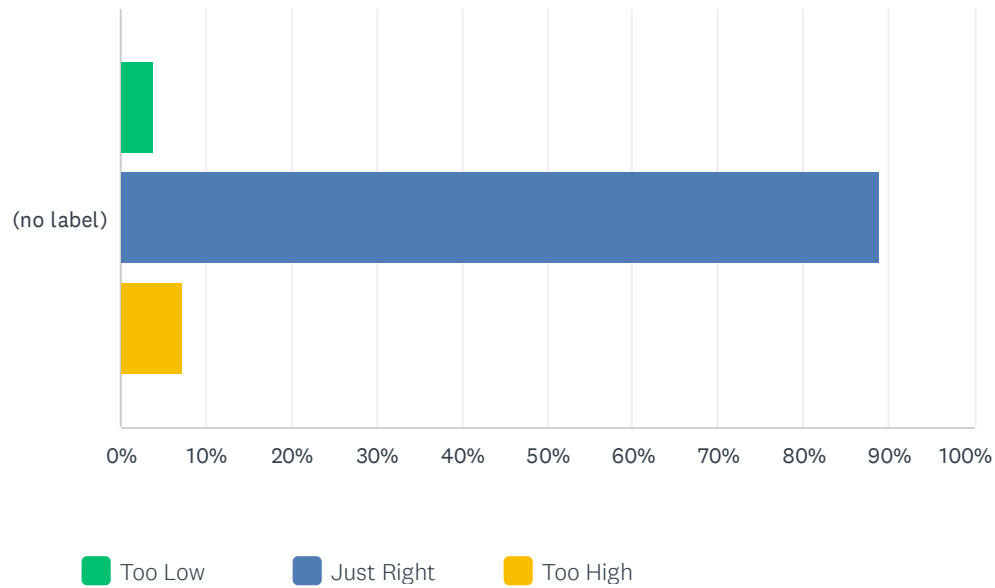
Answered: 251 Skipped: 1,176



ANSWER CHOICES	RESPONSES	
Walker	28.69%	72
Wheelchair	5.98%	15
Scooter	2.39%	6
Other (please specify)	62.95%	158
TOTAL		251

Q8 How would you rank the ticket price

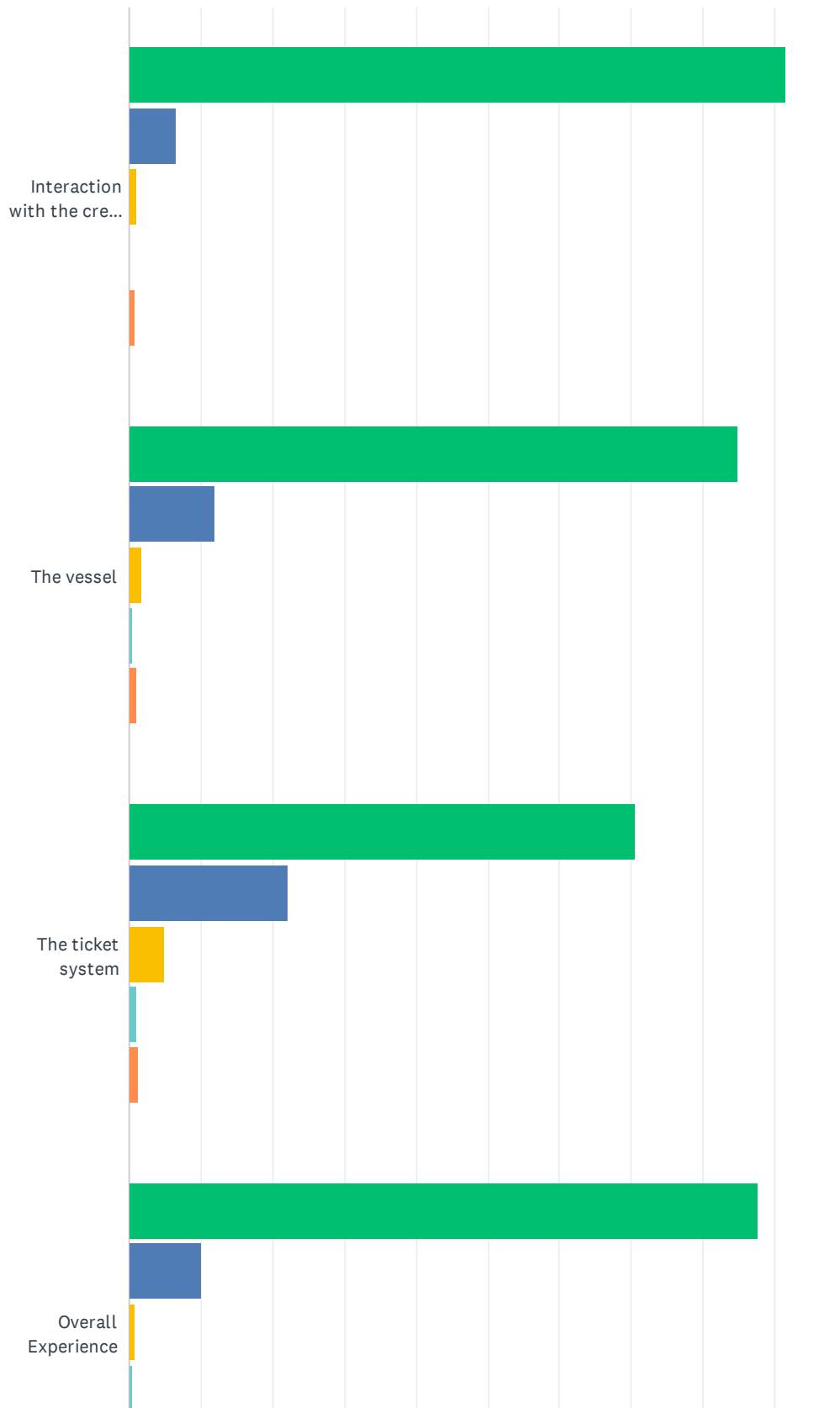
Answered: 1,402 Skipped: 25

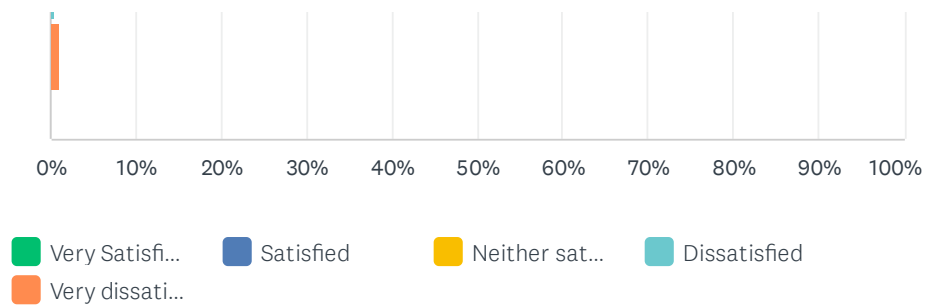


	TOO LOW	JUST RIGHT	TOO HIGH	TOTAL	WEIGHTED AVERAGE
(no label)	3.85% 54	88.87% 1,246	7.28% 102	1,402	2.03

Q9 How satisfied or dissatisfied are you with each of the following?

Answered: 1,422 Skipped: 5

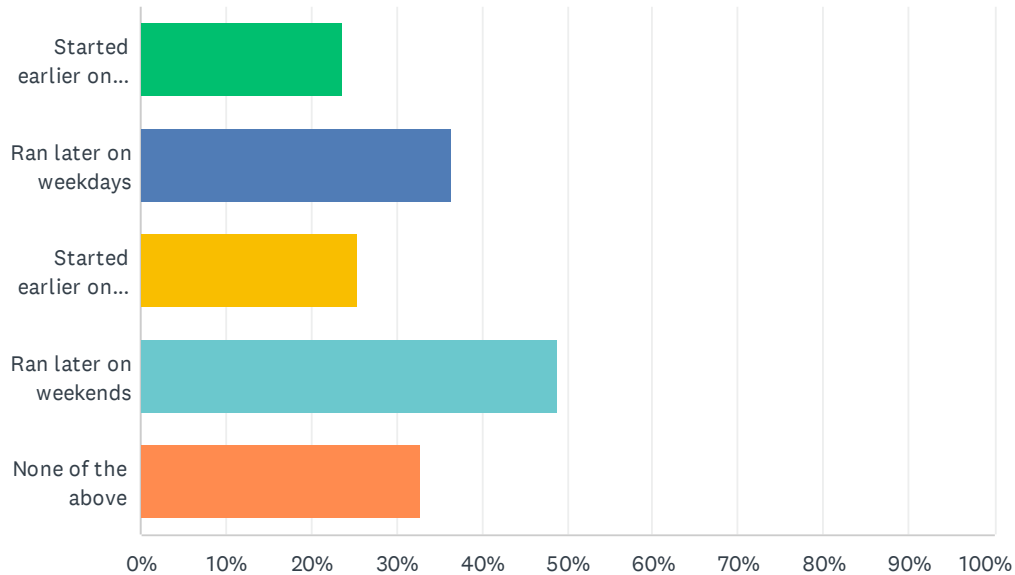




	VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	VERY DISSATISFIED	TOTAL
Interaction with the crew of the ferry	91.49% 1,301	6.54% 93	1.05% 15	0.00% 0	0.91% 13	1,422
The vessel	84.86% 1,183	11.91% 166	1.79% 25	0.36% 5	1.08% 15	1,394
The ticket system	70.63% 986	22.21% 310	4.80% 67	1.15% 16	1.22% 17	1,396
Overall Experience	87.67% 1,216	10.09% 140	0.79% 11	0.36% 5	1.08% 15	1,387

Q10 (Schedule) Would you use the ferry more if the ferry (check all that apply)

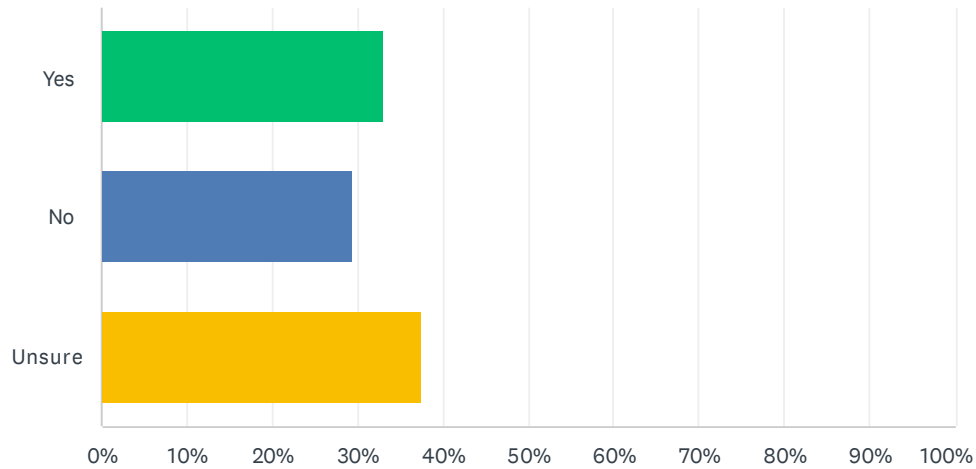
Answered: 1,406 Skipped: 21



ANSWER CHOICES	RESPONSES	
Started earlier on weekdays	23.76%	334
Ran later on weekdays	36.42%	512
Started earlier on weekends	25.32%	356
Ran later on weekends	48.79%	686
None of the above	32.86%	462
Total Respondents: 1,406		

Q11 (Schedule) The pilot project ran from 10am - 5pm. Would you be willing to pay a higher ticket price for more frequent service throughout the day?

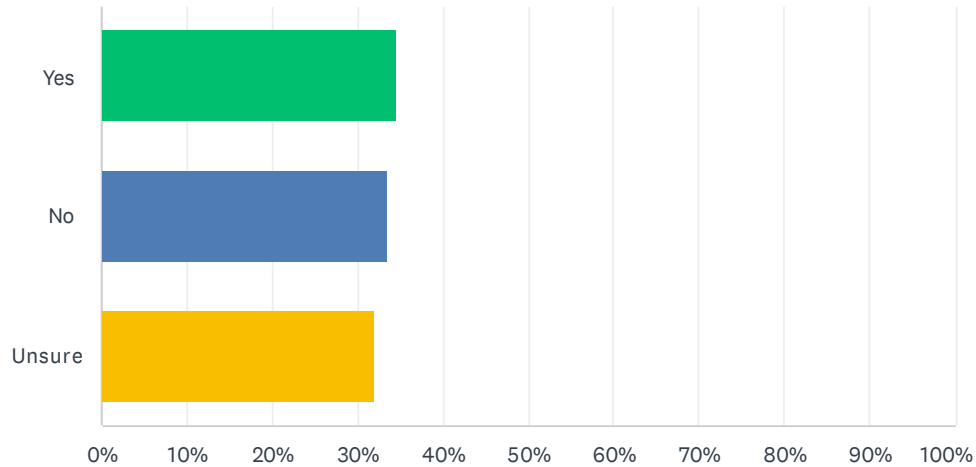
Answered: 1,416 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes	33.05%	468
No	29.52%	418
Unsure	37.43%	530
TOTAL		1,416

Q12 (Schedule) The pilot project ran from Wednesday to Sunday. Would you pay more to have the ferry run seven days a week?

Answered: 1,419 Skipped: 8

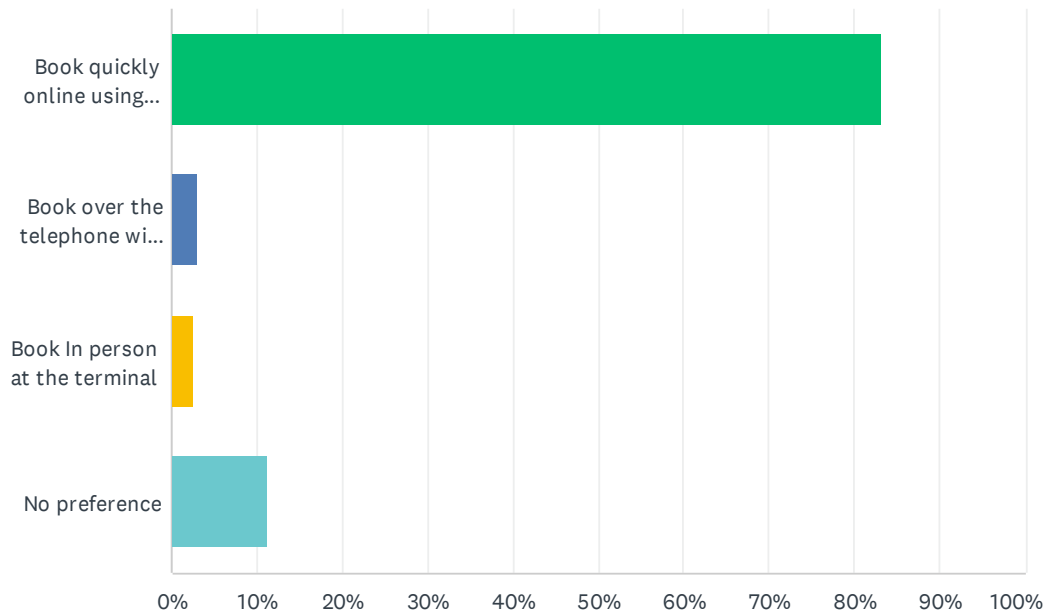


ANSWER CHOICES	RESPONSES	
Yes	34.60%	491
No	33.40%	474
Unsure	31.99%	454
TOTAL		1,419

Q13 (Investment/CSR) To reserve your seat on the ferry would you rather

...

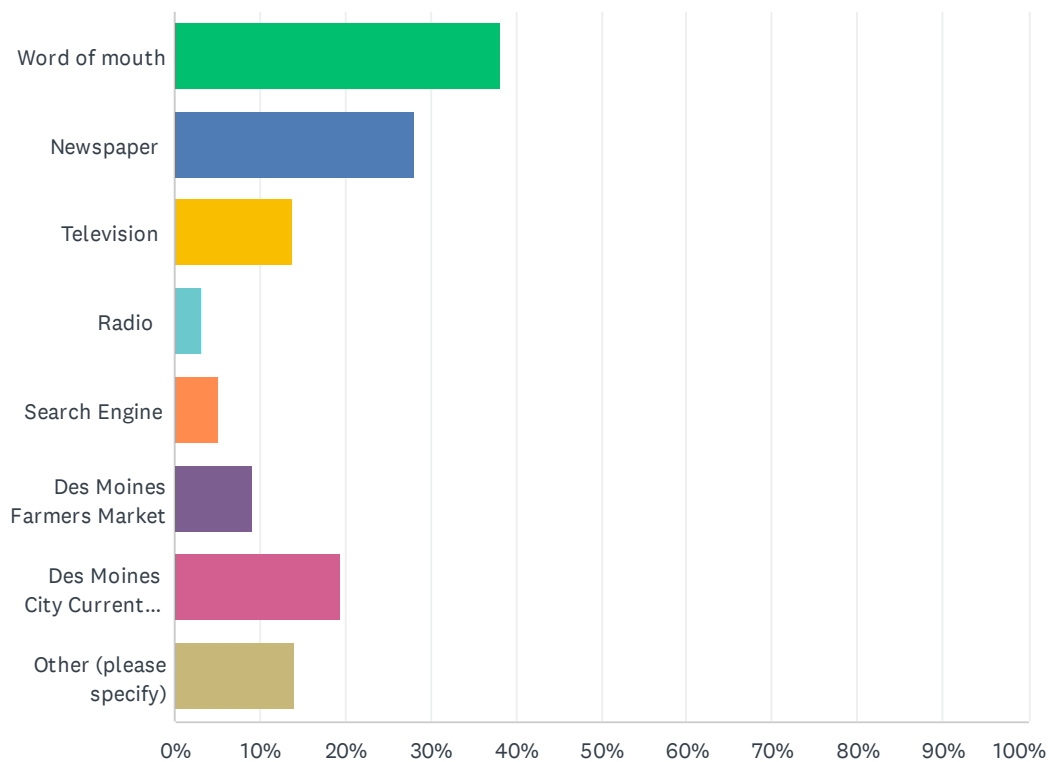
Answered: 1,418 Skipped: 9



ANSWER CHOICES	RESPONSES	
Book quickly online using your smartphone or computer	83.22%	1,180
Book over the telephone with an agent	2.96%	42
Book In person at the terminal	2.54%	36
No preference	11.28%	160
TOTAL		1,418

Q14 (Marketing) How did you hear about the ferry?

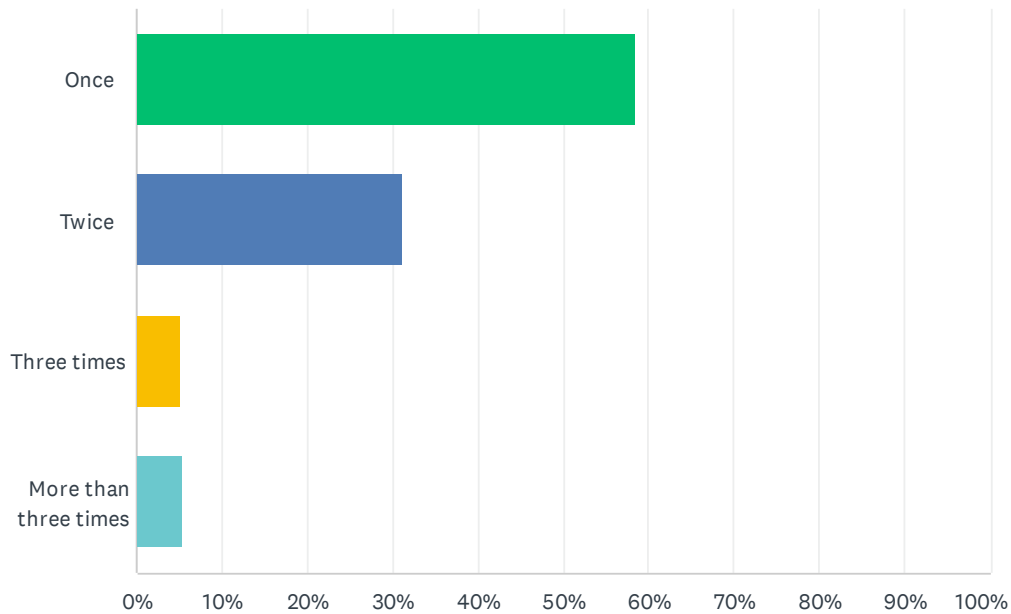
Answered: 1,424 Skipped: 3



ANSWER CHOICES	RESPONSES	
Word of mouth	38.20%	544
Newspaper	28.23%	402
Television	13.83%	197
Radio	3.23%	46
Search Engine	5.13%	73
Des Moines Farmers Market	9.20%	131
Des Moines City Currents Magazine	19.31%	275
Other (please specify)	14.04%	200
Total Respondents: 1,424		

Q15 (Repeat Users) How many times have you ridden the ferry?

Answered: 1,392 Skipped: 35



ANSWER CHOICES	RESPONSES	
Once	58.41%	813
Twice	31.11%	433
Three times	5.10%	71
More than three times	5.39%	75
TOTAL		1,392