

Governors Island Bike RFP

Appendix C

ZIP CODE ANALYSIS

An analysis of the zip codes collected via volunteer intercept survey over the course of several weekends in 2007 reveals that:

- 4,474 visitors, or 39%, are from Manhattan, though every borough is represented in the analysis.
- Brooklynites make up the second largest percentage of visitors with 2,617 (or 23%); followed by Queens with 1,049 visitors (9%), the Bronx with 375 (3%) and Staten Island with 272 (2%).
- More than 98% of all visitors are from the tri-state area (N=11,308). 4% of total visitors are from New Jersey.
- More than 75% of visitors are from New York City. Only 2% of visitors from the state of New York came from areas outside of NYC.
- Visitors came from 32 countries and 32 states.

When looking at from which neighborhoods visitors came, results are:

- The neighborhood with the largest representation is the Upper West Side. This neighborhood represents 13% of all Manhattan visitors and 5% of all total visitors.
- Close behind the Upper West Side is the Upper East side (11% of Manhattan visitors; 4% of total visitors); and the Lower East side (11% of Manhattan visitors, 4% of total visitors). These numbers are extremely close to one another.
- Following the Lower East side is Brooklyn Heights (12% of all Brooklyn visitors are from here, and 3% of all visitors to the Island are from here). This is the **same percentage** as total visitors to the Island from Battery Park City.

Therefore, total visitation to the Island, based on percentage, looks as follows:

- Upper West Side (13% of Manhattan; 5% of all visitors)
- Upper East Side and Lower East side (the difference between the numbers is not statistically significant). They represent 11% of Manhattan visitors and 5% of total visitors.
- Brooklyn Heights (12% of Brooklyn visitorship, 3% of total visitorship)
- Battery Park City (7% of Manhattan visitors; 3% of Island visitors)
- Park Slope (10% of all Brooklyn visitors; 2% of total visitors)
- Tribeca (6% of Manhattan visitors; 2% of total visitors)
- Boerum Hill (5% of Brooklyn visitors; 1% of total visitors)
- Williamsburg (5% of Brooklyn visitors; 1% of total visitors)
- Red Hook (4% of Brooklyn visitors; 1% of total visitors)
 - When compared to the total number of visitors to the Island, no Brooklyn community makes up more than 3% of total visitorship.