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**DETERMINANTS OF DEMAND FOR THE RIVER FERRY SERVICE:  
THE CASE OF THE PASIG**

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**Abstract:**

This Study examines the key variables that affect actual and potential demand for the River Ferry service. Such variables could help policy-makers and private sector proponents in tailoring service characteristics and levels to maximize ridership.

The Metro Manila Urban Transport Integration Study (MMUTIS) Survey Data was utilized as the backbone for the analysis. The Survey covered the River Pasig and its immediate surroundings – particularly the stretch from Guadalupe to Escolta. Descriptive data analysis attempted to answer the question of how likely or unlikely it is for a variable to be considered as a determinant of demand among the study modes. It is expected that inputs of the Study will not be an initial attempt at examining the possibilities of introducing the River Ferry mode, but further its operations and assure its success by analyzing its travel demand so that future projections may be predicted.