Dear Passenger,

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important to BC Ferries. We are delighted that you are participating in this important study to let us know what things we are doing well and what things need further attention. Your answers will be held in strict confidence and will be combined with those of other passengers. In order for overall results to be truly representative, we need responses from everyone who agrees to participate. The independent professional BC research firm of Mustel Group has been commissioned to receive your responses and prepare the results.

Please mail your completed survey in the enclosed pre-paid return envelope to Mustel Group in the next one or two days. If you have any questions about the survey, please do not hesitate to contact Evi Mustel at Mustel Group (PH 866-742-2240) or Wayne Kondruk, Market Research Coordinator at BC Ferries (PH 250-978-1419). Your opinions are important to us, and essential to improving service on BC Ferries.

Thank you, again, for your help.

Sincerely,

Geoff Dickson
Vice President
Marketing & Retail Services

BC Ferries Customer Satisfaction Survey

Thinking only of the sailing on which you received this questionnaire, please answer all sections applicable to you. Thank you very much.

Satisfaction Ratings

### Overall satisfaction

<table>
<thead>
<tr>
<th>Q1. How satisfied or dissatisfied were you, overall, with your recent experience travelling with BC Ferries? (i.e. the sailing on which you received this questionnaire.)</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q2. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check “Not Used / Not Applicable” on the right.</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
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<tr>
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<td>1</td>
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<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

Thank you very much for your help. Your answers will help BC Ferries to improve services and facilities.

Please place this completed survey in the postage-paid envelope, and put it in the mail as soon as you can within the next day or two.

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### Background

Your responses to these questions will help us group similar answers together.

#### Q15. Which of the following best describes your current occupation group? Check one only

<table>
<thead>
<tr>
<th></th>
<th>1</th>
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<th>3</th>
<th>4</th>
<th>5</th>
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<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Executive / Managerial</td>
<td>Professional</td>
<td>Sales / Supervisory</td>
<td>Clerical</td>
<td>Craftsperson / Tradesperson</td>
<td>Manufacturing / Processing / Industrial worker</td>
<td>Labourer, Shop Assistant, etc.</td>
<td>Not employed</td>
<td>Retired</td>
<td>Homemaker</td>
<td>Student</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1: Q16</th>
<th>2: Q17</th>
<th>3: Q18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue with Q16.</td>
<td>Skip to Q18.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q3. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check "Not Used / Not Applicable" on the right.

At the Terminal: All Passengers

**TERMIAL OVERALL**

Your overall experience at the terminal before boarding:

- Outside appearance of the terminal you left from
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

Ticket Purchase

- Efficiency of the transaction
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Staff courtesy
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

Food and beverage services at the terminal (before boarding, if applicable):

- Variety / selection of merchandise
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Staff courtesy
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

Food services

- Length of time in line for food service
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Staff courtesy
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

Washrooms

- Availability of washrooms
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Staff courtesy
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

Other onboard facilities / services

- Bike rental
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Foot passengers (i.e., Walk-on, bus, bicycle)
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Outside decks
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Self-serve snack bar or coffee shop
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Availability of seating in pre-boarding lounge
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Cleanliness of seating in pre-boarding lounge
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Cleanliness of pre-boarding lounge
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

Q4. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check "Not Used / Not Applicable" on the right.

**ONBOARD OVERALL**

Your overall experience onboard the ferry:

- Safety
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Value for money of fares
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

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Q4. cont'd

**Gift Shop / News Stand**

- Variety / selection of merchandise
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Staff courtesy
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Ease of moving around inside shop
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Value for money
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

**Food services**

- Length of time in line for food service
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Staff courtesy
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Availability of seating
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Comfort of seating
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Cleanliness of seating area
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Value for money
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

**Washrooms**

- Availability of washrooms
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Staff courtesy
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Cleanliness of washrooms
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Comfort of lounge seating
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Cleanliness of indoor lounge seating area
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

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Q4. cont'd

**Other on board facilities / services**

- Play area for children
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Video arcade
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Work stations
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Outside decks
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Availability of tourist and travel information
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Ease of access, overall, for people with disabilities
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Ease of finding facilities / services
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Clarity of public address system
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Announcements when you need to be informed
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Professionalism of terminal staff
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

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Q5. How satisfied or dissatisfied were you with each of the following? If you did not use this service, please check the "Not Used / Not Applicable" box on the right.

**Experience with the Sailing schedule**

- Earliest ferry early enough
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Latest ferry late enough
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Ferry sailings frequent enough
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Ability to get on desired sailing
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Ability to connect with other sailings
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

- Ferry departing on time
  - Very Satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Not Used/Not Applicable

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Q6a. Are you aware that in April 2003 BC Ferries changed from a crown corporation to an independent regulated company?

- Yes
- No

Q6b. Since this change, would you say now the service at BC Ferries, overall, is . . .

- Much better
- Somewhat better
- The same as before
- Somewhat worse
- Much worse
- No Opinion / Don't know

Q7a. Did you encounter any problem, difficulty or concern related to ferry service before or during your trip today?

- No
- Yes, at the terminal
- Yes, on board the ferry

Q7b. If Yes in Q7a, please explain.

Q7c. If Yes in Q7a, did you request assistance from BC Ferries' staff to resolve this?

- No
- Yes, at the terminal
- Yes, on board the ferry

Q7d. If Yes in Q7c, how satisfied or dissatisfied were you with the assistance you received from BC Ferries' staff in resolving this issue?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

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Q8. What is the main food service area that you used onboard the ferry?

- "Pacific Buffet"
- Main cafeteria
- Self-serve snack bar or coffee shop
- Used none of these

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Q9. Expenditures and Services

- Food services onboard (if applicable)
- Gift shop / news-stand onboard (if applicable)
- Video arcade onboard (if applicable)

Expenditures and Services

- Please include all purchases that you paid for before taxes. Do not include any purchases that someone else paid for you. ($1.00 US = $1.50 CDN approx.)

- Before boarding, at the terminal, food service area or news stand
- $_____ CDN

- Food services onboard (if applicable)
- $_____ CDN

- Gift shop / news-stand onboard (if applicable)
- $_____ CDN

- Video arcade onboard (if applicable)
- $_____ CDN

- TOTAL for this trip
- $_____ CDN

Please turn over