Q10. Are there any facilities or services that you were not able to find onboard or before boarding, that should be available?

Q11. Do you have any specific suggestions on how to improve the services and facilities offered by BC Ferries? If yes, explain. Please be specific.

Transportation to and from the Terminal

Please answer the following questions thinking only of the sailing on which you received this questionnaire.

Vehicle drivers/vehicle passengers skip to Q14.

Q12. Foot Passengers ONLY (i.e. Walk-on, etc.): How did you get to the terminal? Check only one

1. Dropped off by friend or relative
2. Drove to terminal and parked at or near the terminal
3. Bicycle
4. BC Transit bus / TransLink bus / local city bus
5. Non-charter bus (e.g. PCL, Greyhound, Ltd., etc.)
6. Walked
7. Taxi
8. Hitchhiked
9. Charter bus / school bus
10. Other

Foot Passengers ONLY (i.e. Walk-on, etc.): How did you leave the terminal after your trip? Check only one

1. Picked up by friend or relative
2. Used vehicle that I parked at or near the terminal
3. Bicycle
4. BC Transit bus / TransLink bus / local city bus
5. Non-charter bus (e.g. PCL, Greyhound, Ltd., etc.)
6. Walked
7. Taxi
8. Hitchhiked
9. Charter bus / school bus
10. Other

Vehicle drivers / vehicle passengers skip to Q15.

Q14. Vehicle drivers / vehicle passengers ONLY! What kind of vehicle did you travel in for the sailing on which you received this questionnaire? Check only one

1. Car
2. Van or pickup or SUV (up to 7 feet high / video)
3. Overheight / Overwidth vehicle (over 7 feet high and less than 5,300 kg or 6 tons, i.e., large van or pickup)
4. Recreational vehicle or camper
5. Semi

For classification purposes only could we have the first 3 digits of your Canadian postal code, or your zip code if you live in the USA?

Q16. Which of the following best describes the industry in which you are employed? Check only one

1. Manufacturing or Construction
2. Transportation / Storage or Communications / Utilities
3. Wholesale / Retail
4. Finance / Insurance / Real Estate
5. Business services
6. Educational services
7. Health / Social services
8. Accommodation, Food and beverage service
9. Agricultural / related services
10. Fishing / Trapping
11. Logging / Forestry
12. Mining / Quarrying / Oil well
13. Other

Q17. Are you employed in the private sector or the public sector? Check only one

Private sector:
1. Self employed
2. Employed by another organization or individual

Public sector:
1. Municipal or local government / agency
2. Provincial government / agency
3. Federal government / agency

Q18. Which of the following broad categories best describes the total combined annual income for the household you are in before taxes? State in Canadian dollars (CDN): ($1.00 US = $1.10 CDN approx.)

1. Under $20,000
2. $20,000 to $39,999
3. $40,000 to $59,999
4. $60,000 to $79,999
5. $80,000 to $99,999
6. $100,000 to $119,999
7. $120,000 or over

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

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.)

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied

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.

Before arriving at terminal:

1. Usefulness of BC Ferries Web site
2. Ease of using on-line reservations
3. Usefulness of BC Ferries phone service
4. Ease of using automated phone system
5. Highway signage

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

Please locate 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.

Please open folder to Q3
**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

**Your overall experience at the terminal before boarding:**

<table>
<thead>
<tr>
<th>Service</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>
</thead>
<tbody>
<tr>
<td>Outside appearance of the terminal you left from</td>
<td>S</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Efficiency of the transaction</td>
<td>S</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Staff courtesy</td>
<td>S</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Variety / selection of merchandise (if applicable)</td>
<td>S</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Food / beverages offered</td>
<td></td>
<td>F</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td>F</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Ticket Purchase

<table>
<thead>
<tr>
<th>Service</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>
</thead>
<tbody>
<tr>
<td>Clarity of staff directions</td>
<td>S</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Variety / selection of merchandise

<table>
<thead>
<tr>
<th>Service</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>
</thead>
<tbody>
<tr>
<td>Food / beverages offered</td>
<td></td>
<td>F</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td>F</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Q3a.** Are you aware that in April 2003 BC Ferries changed from a crown corporation to an independent regulated company?

  - Yes
  - No

- **Q3b.** 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

**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: All Passengers

**Your overall experience onboard the ferry:**

<table>
<thead>
<tr>
<th>Service</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>
</thead>
<tbody>
<tr>
<td>variety / selection of merchandise (if applicable)</td>
<td>S</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**OVERALL VALUE**

<table>
<thead>
<tr>
<th>Service</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>
</thead>
<tbody>
<tr>
<td>Value for money of fares</td>
<td></td>
<td>F</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Q4a.** It was (if applicable) INDOOR Gift shop / news stand / books at the terminal

  - Not satisfied
  - Dissatisfied
  - Neither satisfied nor dissatisfied
  - Very satisfied
  - Satisfied

- **Q4b.** OUTDOOR Market area at the terminal

  - Not satisfied
  - Dissatisfied
  - Neither satisfied nor dissatisfied
  - Very satisfied
  - Satisfied

- **Q4c.** If Yes in Q4a, did you request assistance from BC Ferries' staff to resolve this?

  - Yes
  - No

**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

- **Q5a.** Earliest ferry early enough

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

- **Q5b.** Latest ferry late enough

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

- **Q5c.** Ferry sailings frequent enough

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

- **Q5d.** Ability to get desired sailing

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

- **Q5e.** Ability to connect with other sailings

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

- **Q5f.** Ferry departing on time

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

### Safety

- **Q5g.** Safety of ferry operations

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

- **Q5h.** Safety of loading / unloading

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

**Q6.** Please include all purchases that you paid for before taxes. Do not include any purchases that someone else paid for you. ($1.00 US = $1.10 CDN approx.)

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Amount CDN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before boarding, at the terminal, food service</td>
<td>$</td>
</tr>
<tr>
<td>Area or news stand</td>
<td>$</td>
</tr>
<tr>
<td>Self-serve snack bar or coffee shop</td>
<td>$</td>
</tr>
<tr>
<td>„Pacific Buffet&quot;</td>
<td>$</td>
</tr>
<tr>
<td>“Main cafeteria”</td>
<td>$</td>
</tr>
<tr>
<td>TOTAL for this trip</td>
<td>$</td>
</tr>
</tbody>
</table>

**Q7.** If yes in Q7a, please explain.

**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*

**Q9.** Not including the cost of the fare for your ferry trip, what is the approximate amount you personally spent for yourself, and for any other members of your party, at the following facilities today? Please indicate in Canadian dollars (CDN)

<table>
<thead>
<tr>
<th>Facility</th>
<th>Amount CDN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food services onboard (if applicable)</td>
<td>$</td>
</tr>
<tr>
<td>Gift shop / news-stand onboard (if applicable)</td>
<td>$</td>
</tr>
<tr>
<td>Video arcade onboard (if applicable)</td>
<td>$</td>
</tr>
</tbody>
</table>

**Q7b.** CONTINUE ON TO Q7b

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

  - Yes
  - No

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

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

**Q7e.** If yes in Q7c, please explain.

**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

**Q9.** Please turn over.