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, Laidlaw, etc.)
6. Walked
7. Taxi
8. Hitchhiked
9. Charter bus / school bus
10. Other

Q13. 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, Laidlaw, etc.)
6. Walked
7. Taxi
8. Hitchhiked
9. Charter bus / school bus
10. Other

Foot 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 / video and less than 5,500 kg or 6 tons, i.e., large van or pickup)
4. Overweight / Overlength vehicle (over 5,500 kg or 6 tons)
5. Non-charter bus (e.g. PCL, Greyhound, Laidlaw, etc.)
6. Commercial vehicle (over 5,500 kg or 6 tons)
7. Motorcycle
8. Recreational vehicle or camper

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 only one:

1. Empty
2. Executive / Managerial
3. Professional
4. Sales / Supervisory
5. Clerical
6. Craftsperson / Tradesperson
7. Manufacturing / Processing / Industrial worker
8. Labourer, Shop Assistant, etc.
9. Not employed
10. Retired
11. Homemaker
12. Student

Continue with Q16.

Skip to Q18.

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. Lagging / 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:
3. Provincial government / agency
4. Municipal or local government / agency
5. 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 $139,999
7. $120,000 or over

Q19. Postal code: ___________ ___________ ___________ ___________

Q20. Zip code: ___________ ___________ ___________ ___________

LAST QUESTION:

BC Ferries conducts a variety of different surveys from time to time. Would it be okay for BC Ferries, or their appointed research firm, to contact you for a future survey?

Yes, BC Ferries may contact me at some time in the future, for the purpose of research.

No, please do not pass my contact information to BC Ferries.

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

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

Please 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.

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

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.)

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

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:

Usefulness of BC Ferries Web site
Ease of using on-line reservations
Usefulness of BC Ferries phone service
Ease of using automated phone system
Highway signage

Very satisfied
Satisfied
Neither satisfied nor dissatisfied
Dissatisfied
Very dissatisfied
Not Used / Not Applicable
1
2
3
4
5

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

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Disappointed</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Terminal Overall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your overall experience at the terminal before boarding</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside appearance of the terminal you left from</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ticket Purchase</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efficiency of the transaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff courtesy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarity of staff directions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>(if applicable) Food and beverage services at the terminal</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food / beverages offered</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>(if applicable) INDOOR Gift shop / newsstand / kiosks at the terminal</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>(if applicable) OUTDOOR Market area at the terminal</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other terminal services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarity of public address system</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall look &amp; decor inside the terminal you left from <em>(if applicable)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usefulness of TV info screens <em>(if applicable)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanness of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedures for loading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionalism of terminal staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicle drivers / vehicle passengers skip to Q4.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Foot Passengers ONLY (e.g. Walk-on, bus, bicycle)**

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Disappointed</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of parking spaces</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of using passenger drop-off / pick-up area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of seating in pre-boarding lounge at terminal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comfort of seating in pre-boarding lounge at terminal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanness of pre-boarding lounge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Q4. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check &quot;Not Used / Not Applicable&quot; on the right.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Onboard: All Passengers**

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Disappointed</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your overall experience onboard the ferry</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please open folder to "Q4 cont’d”

### Q4. cont’d

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Disappointed</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gift shop / News stand</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff courtesy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of moving around inside shop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Food services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Length of time in line for food service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food / beverages offered</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff courtesy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comfort of seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanness of seating area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Washrooms</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanness of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lounge Seating</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comfort of indoor lounge seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanness of indoor lounge seating area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other onboard facilities / services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Play area for children</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video arcade</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside decks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside appearance of the vessel overall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of tourist and travel information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of access, overall, for people with disabilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of finding facilities / services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Clarity of public address system</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Q5. How satisfied or dissatisfied were you with each of the following? If you did not use this service, please check the &quot;Not Used / Not Applicable&quot; box on the right.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Experience with the Sailing schedule**

- Earliest ferry early enough
- Latest ferry late enough
- Ferry sailings frequent enough
- Ability to get onto desired sailing
- Ability to connect with other sailings
- Ferry departing on time

**Safety**

- Safety of ferry operations
- Safety of loading / unloading

**OVERALL VALUE**

Value for money of fares

### 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 ➔ SKIP TO Q8
- [ ] Yes ➔ continue on to Q7b

**Q7b. If Yes in Q7a, please explain.**

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

- [ ] No ➔ skip to Q8
- [ ] Yes ➔ continue on to Q7d

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

<table>
<thead>
<tr>
<th>Service Description</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>Catamaran lounges</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **Expenditures and Services****

**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)**

- Before boarding, at the terminal, food service area or news stand
- Food services onboard *(if applicable)*
- Gift shop / news-stand onboard *(if applicable)*
- Video arcade onboard *(if applicable)*

**TOTAL for this trip**

[ ] CDN

Please turn over