BC Ferries Customer Satisfaction Tracking Survey - SAILING HEADER

SECTION A: CLASSIFICATION DATA (to be completed prior to interview)

A1. DATE: __ __ __ / __ __ __ / ______  
   DAY   MONTH   YEAR

A3. SCHEDULED SAILING TIME (24-HOUR CLOCK): __ __ __:__ __ __

A4. NAME OF VESSEL

   Queen of Cowichan ............................................  □  1  Quinsam .............................................  □ 11
   Queen of Alberni ...............................................  □  2  Spirit of Vancouver Island .........  □ 12
   Queen of Coquitlam ..........................................  □  3  Bowen Queen ......................................  □ 13
   Queen of Cumberland ........................................  □  4  Skeena Queen .....................................  □ 15
   Queen of New Westminster ..................................  □  5  Powell River Queen .....................  □ 16
   Queen of Oak Bay .............................................  □  6  Spirit of British Columbia ........  □ 17
   Queen of Nanaimo ............................................  □  8  Mayne Queen ...................................  □ 18
   Queen of Surrey ..............................................  □  9  Quinitsa .........................................  □ 20
   Coastal Renaissance .........................................  □ 21 Coastal Inspiration ...........................  □ 22
   Coastal Celebration .........................................  □ 23

A5. ROUTE:

   Tsawwassen → Swartz Bay .....................................  □ 1a  Tsawwassen → Nanaimo Duke Point ...  □ 30a
   Swartz Bay → Tsawwassen ....................................  □ 1b  Nanaimo Duke Point → Tsawwassen ...  □ 30b
   Horseshoe Bay → Nanaimo Departure Bay ...............  □ 2a  Swartz Bay → Fulford Harbour ........  □ 4a
   Nanaimo Departure Bay → Horseshoe Bay ...............  □ 2b  Fulford Harbour → Swartz Bay ........  □ 4b
   Horseshoe Bay → Langdale ..................................  □ 3a  Swartz Bay → Southern Gulf Islands ...  □ 5/5a
   Langdale → Horseshoe Bay ...................................  □ 3b  Tsawwassen → Southern Gulf Islands ...  □ 9
   Nanaimo Harbour → Gabriola ................................  □ 19a
   Gabriola → Nanaimo Harbour ...............................  □ 19b

SECTION V: VERIFICATION OF DATA (to be completed AFTER EACH SAILING)

V1. Number of screeners completed this sailing: ____________

V2. Survey Numbers: ____________ to ____________

V3. Work Checked by Interviewer:  □ Yes  □ No

V4. Interviewer Name: _________________________________

V5. Interviewer Signature: ________________________________

V6. Work Edited by Supervisor:  □ Yes  □ No

V7. Supervisor Signature: ________________________________
Hello. I'm __________ of Mustel Research Group. We are doing a two-part survey on behalf of BC Ferries. We would like you to complete the second part of the survey later today or tomorrow after you finish this ferry trip. Then you can mail it back to us in this envelope. Is this OK with you?  **IF YES, CONTINUE - IF NO, THANK AND TERMINATE**

**LOCATION OF INTERVIEW:**
1 □ Cafeteria  
2 □ Snack Bar  
3 □ Lounge / Corridor Area  
4 □ Outer Deck  
5 □ Vehicle Deck  
6 □ Other (specify) __________________________

**FOR ROUTES 5 / 5a / 9 ONLY:**

What time did you walk/drive onto the ferry?  
1 □ 5:15 - 11:59  
2 □ 12:00 - 16:59  
3 □ 17:00 - 23:59

B1. What is the main purpose of your ferry trip today, business or personal? **ONE RESPONSE.**

**Business**
1 □ Business trip or on company business  
2 □ Commuting to or from work  
3 □ Hauling freight or operating a commercial vehicle  
4 □ Attending school, college or course  

**Personal**
5 □ Personal reasons (e.g., doctor's appt, moving, funeral, etc)  
6 □ Shopping  
7 □ Visiting friends / relatives  
8 □ Vacation / getaway / recreation  
9 □ Attending special event / entertainment  
10 □ Other (specify) __________________________

B1a. Did you use the **printed** BC Ferries All Routes Schedule to plan your travel with BC Ferries **today**? (this does not include any schedule information you may have obtained or printed from the BC Ferries website)  
1 □ YES  
2 □ NO

B1b. And have you used the printed BC Ferries All Routes Schedule for any trips taken on BC Ferries in the past?  
1 □ YES  
2 □ NO

B2. Including today's trip, how many return trips (i.e., two-way trips) have you taken on this route in the past 12 months? **READ IF NECESSARY:** Take time to think back over the past year, especially if you travel often. Calculate your **best estimate** of how many return trips you have taken on this route.

□ Return trips on this route in past 12 months

B3. How many return trips have you taken on other BC Ferries routes in the past 12 months?  
□ Return trips on other BC Ferries routes in past 12 months

B4. What community were you in when you headed for this ferry?  
**CLARIFY IF NECESSARY, IS THAT WITHIN BC OR ELSEWHERE. RECORD COMMUNITY AS WELL AS PROVINCE, STATE OR COUNTRY.**

B5. When you get off this ferry, to which community are you heading?  
**CLARIFY IF NECESSARY, IS THAT WITHIN BC OR ELSEWHERE. RECORD COMMUNITY AS WELL AS PROVINCE, STATE OR COUNTRY.**

B6. In which community do you live?  
**CLARIFY IF NECESSARY, IS THAT WITHIN BC OR ELSEWHERE. RECORD COMMUNITY AS WELL AS PROVINCE, STATE OR COUNTRY.**

B7. Are you a vehicle passenger or a foot passenger on today's trip? (If you boarded the ferry as a bus passenger or with a bicycle, please consider yourself a foot passenger.)  
1 □ VEHICLE PASSENGER (INCLUDING DRIVER)  
2 □ FOOT PASSENGER (INCLUDING BUS PASSENGERS AND BICYCLISTS)

B8. Are you travelling as part of an organized tour group or team?  
1 □ Yes  → How many approximately are in the tour group or team?  
2 □ No  → CONTINUE TO B8a  
□ GO TO QB8b
B8a. How many people in total are travelling together in your party today including yourself?

ENTER ________ TOTAL NUMBER IN PARTY, THEN PROBE

AND HOW MANY ARE: _______ ADULTS 19 YEARS OF AGE OR OLDER

_______ CHILDREN 6 TO 18 YEARS

_______ CHILDREN UNDER 6 YEARS

B8b. And for your own age, what is your year of birth?  19__ __

B9. GENDER  1 ☐ Male  2 ☐ Female

B10. Were you able to get on the ferry sailing that you arrived for?  1 ☐ Yes  2 ☐ No

B11. How long did you spend waiting in line before reaching the ticket booth or paying your fare?

_____ hours _____ minutes

B12. Was that wait acceptable?  IF ZERO HOURS AND ZERO MINUTES, CHECK “YES” BELOW 1 ☐ Yes  2 ☐ No

B13. How long did you spend waiting to board the ferry after passing the ticket booth?

_____ hours _____ minutes

B14. Was that wait acceptable?  1 ☐ Yes  2 ☐ No

B15. Did the ferry you took today depart on schedule?  1 ☐ Yes  2 ☐ No  3 ☐ Not sure

B16. Are you connecting with another BC ferry vessel today?  1 ☐ Yes  2 ☐ No

B17a. Are you aware that BC Ferries has a website?

1 ☐ Yes → B17b. BC Ferries is constantly updating its website, have you accessed it in the last six months? 1 ☐ Yes  2 ☐ No  2 ☐ No

B18. If my supervisor wishes to verify this survey, may I please have your email address or phone number?

Email: ___________________________________________________________@_________________________________________ ____________

Phone: _________________________________________________________

AREAA CODE PHONE NUMBER

☐ REFUSED

And your first Name or Initial: ______________________________________

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?

1 ☐ YES → IF Email NOT PROVIDED IN B18 ABOVE, SOFT PROBE TO OBTAIN

Thank you very much for your help. This completes Part 1 of the survey.

GIVE RESPONDENT THE SURVEY PACKAGE. For Part 2 of the survey, please wait until you have completed your ferry trip today so you can evaluate all aspects of your experience on this ferry trip. Complete this confidential survey and return it to us in this envelope.

SHOW SURVEY ENVELOPE.

You will return this Q’re, won’t you?  Yes ☐

Please remember, we need you to complete the survey yourself based on your own, personal experience on this ferry trip. Please complete this survey only after you have left the terminal area. Before you mail the survey back, make sure you have filled out all the sections.

BC Ferries is conducting this survey because it is dedicated to passenger satisfaction, and it wants your honest feedback on what it is doing well and what may need improvement.

Mustel Group _______________________________________________________________________________________________________________ 2
Dear Ferry Traveller,

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.)

Foot Passengers skip to Q15.

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.)

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 / wide)
3. Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons i.e., large van or pickup)
4. 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. Executive / Managerial
2. Professional
3. Sales / Supervisory
4. Clerical
5. Craftsperson / Tradesperson
6. Manufacturing / Processing / Industrial worker
7. Labourer, Shop Assistant, etc.
8. Not employed
9. Retired
10. Homemaker
11. Student

Skip to Q16.

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 / Tripping
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

1. Self employed
2. Employed by another organization or individual
3. Municipal or local government / agency
4. Provincial 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?

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

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

Q19. Postal code: ___________ ___________ ___________ ___________

Or

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? If so, please fill in your contact information below.

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important to BC Ferries, so we are delighted that you are participating in this important study. By your ratings and comments, please 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, so please be sure to complete all parts of the survey. The 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 to Kasandra, Marketing Manager at BC Ferries (PH 604-204-2228). Your opinions are important to us, and to essentially improving service on BC Ferries. Thank you, again, for your help.

Sincerely,

Janet Carson
Vice President, Marketing and Travel Services
BC Ferry Services Inc.

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.

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

Q2. Please rate how satisfied or dissatisfied you were with each of the following.

Please rate each item based on your most recent experience with BC Ferries.

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

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.

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? If so, please fill in your contact information below.

Thank you very much for your help. Your answers will help BC Ferries to improve services and facilities!
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 dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
</table>

**TERMINAL OVERALL**

Your overall experience at the terminal before boarding

Outside appearance of the terminal you left from

Ticket purchase

Efficiency of the transaction

Staff courtesy

Clarity of staff directions

*(if applicable) Food and beverage services at the terminal*

Food / beverages offered

Value for money

*(if applicable) INDOOR Gift shop/newsstand/kiosks at the terminal*

Variety / selection of merchandise

Value for money

*(if applicable) OUTDOOR Market area at the terminal*

Variety / selection of merchandise

Value for money

Other terminal services

Clarity of public address system

Announcements when you need to be informed

Overall look & decor inside the terminal you left from (if applicable)

Usefulness of TV or info screens (if applicable)

Availability of washrooms

Cleanliness of washrooms

Procedures for loading

Professionalism of terminal staff

**Vehicle drivers / vehicle passengers skip to Q4.**

**Food Passengers ONLY**

*(i.e. Walker, bus, bicycle)*

Availability of parking spaces

Parking value for money

Ease of using passenger drop-off / pick-up area

Availability of seating in pre-boarding lounge at terminal

Comfort of seating in pre-boarding lounge at terminal

Cleanliness of pre-boarding lounge

**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**

<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>
</table>

**ONBOARD OVERALL**

Your overall experience onboard the ferry

Please open folder to "Q4 cont'd"
Q17. Are you employed in the private sector or the public sector? Check one only

<table>
<thead>
<tr>
<th>Private sector</th>
<th>Public sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Self employed</td>
<td>3. Municipal or local government / agency</td>
</tr>
<tr>
<td>2. Employed by another organization or individual</td>
<td>4. Provincial government / agency</td>
</tr>
<tr>
<td>5. Federal government / agency</td>
<td></td>
</tr>
</tbody>
</table>

Q18. Which of the following broad categories best describes the total combined annual income for the household you are in before taxes?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Under $20,000</td>
<td>5. $80,000 to $99,999</td>
</tr>
<tr>
<td>2. $20,000 to $39,999</td>
<td>6. $100,000 to $119,999</td>
</tr>
<tr>
<td>3. $40,000 to $59,999</td>
<td>7. $120,000 or over</td>
</tr>
<tr>
<td>4. $50,000 to $79,999</td>
<td></td>
</tr>
</tbody>
</table>

Q19. Postal code: ___________________________ 
Or ___________________________

Q20. Zip code: ___________________________

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>Occupation Group</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Executive / Managerial</td>
<td>5. Clerical</td>
</tr>
<tr>
<td>2. Sales / Supervisory</td>
<td>6. Craftsperson / Tradesperson</td>
</tr>
<tr>
<td>3. Professional</td>
<td>7. Manufacturing / Processing / Industrial worker</td>
</tr>
<tr>
<td>4. Engineer</td>
<td>8. Labour, Shop Assistant, etc.</td>
</tr>
<tr>
<td>5. Retired</td>
<td>9. Not employed</td>
</tr>
<tr>
<td>6. Homemaker</td>
<td>10. Student</td>
</tr>
<tr>
<td>7. Entrepreneur</td>
<td>11. Other</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agriculture</td>
<td>7. Health / Social services</td>
</tr>
<tr>
<td>2. Transportation / Storage or distribution</td>
<td>8. Accommodation, Food and beverage service</td>
</tr>
<tr>
<td>4. Wholesale / Retail</td>
<td>10. Fire / Rescue</td>
</tr>
<tr>
<td>5. Finance / Insurance / Real Estate</td>
<td>11. Fishing / Trapping</td>
</tr>
<tr>
<td>6. Business services</td>
<td>12. Logging / Forestry</td>
</tr>
<tr>
<td>7. Educational services</td>
<td>13. Mining / Quarrying / Oil well</td>
</tr>
<tr>
<td>8. Other</td>
<td></td>
</tr>
</tbody>
</table>

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?

If so, please fill in your contact information below.

Note that only the contact information provided below would be passed on to BC Ferries. All responses and data from this survey are strictly confidential, and are separated from the contact information before being reported. The actual surveys remain with Mustel Group for six months after which they are destroyed.

Phone number: ___________________________ 
Email: ___________________________ 
Fax: ___________________________

First name: ___________________________ 
Mailing address: ___________________________

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

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

<table>
<thead>
<tr>
<th>At the Terminal: All Passengers</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TERMINAL OVERALL</strong></td>
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<tr>
<td>Your overall experience at the terminal before boarding</td>
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<td>Outside appearance of the terminal you left from</td>
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<tr>
<td>Ticket purchase</td>
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<tr>
<td>Efficiency of the transaction</td>
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<tr>
<td>Staff courtesy</td>
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<tr>
<td>Clarity of staff directions</td>
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<tr>
<td><strong>Other terminal services</strong></td>
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<tr>
<td>Clarity of public address system</td>
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<tr>
<td>Announcements when you need to be informed</td>
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<tr>
<td>Availability of washrooms</td>
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<tr>
<td>Cleanliness of washrooms</td>
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<tr>
<td>Procedures for loading</td>
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<tr>
<td>Professionalism of terminal staff</td>
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<tr>
<td><strong>Vehicle drivers / vehicle passengers skip to Q4.</strong></td>
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<tr>
<td><strong>Foot Passengers ONLY (i.e. Walk-on, bus, bicycle)</strong></td>
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<tr>
<td>Availability of parking spaces</td>
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<tr>
<td>Parking value for money</td>
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<tr>
<td>Ease of using passenger drop-off / pick-up area</td>
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<tr>
<td>Availability of seating in pre-boarding lounge at terminal</td>
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<tr>
<td>Comfort of seating in pre-boarding lounge at terminal</td>
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<tr>
<td>Cleanliness of pre-boarding lounge</td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Onboard: All Passengers</th>
<th>Very satisfied</th>
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<td><strong>ONBOARD OVERALL</strong></td>
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<tr>
<td>Your overall experience onboard the ferry</td>
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<tr>
<td>Washrooms</td>
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<tr>
<td>Availability of washrooms</td>
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<td>Cleanliness of washrooms</td>
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<tr>
<td>Lounge Seating</td>
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<tr>
<td>Comfort of indoor lounge seating</td>
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</tr>
<tr>
<td>Cleanliness of indoor lounge seating area</td>
<td></td>
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</tr>
</tbody>
</table>

Q4. cont’d

<table>
<thead>
<tr>
<th>Other onboard facilities / services</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside decks</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>
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<tr>
<td>Availability of tourist and travel information</td>
<td></td>
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<tr>
<td>Ease of access, overall, for people with disabilities</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Ease of finding facilities / services</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>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atmosphere / environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedures for unloading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionalism of onboard staff</td>
<td></td>
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</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Experience with the Sailing schedule</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earliest ferry early enough</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Latest ferry late enough</td>
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<td></td>
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</tr>
<tr>
<td>Ferry sailings frequent enough</td>
<td></td>
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<td></td>
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<tr>
<td>Ability to get onto desired sailing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to connect with other sailings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ferry departing on time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety of ferry operations</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Safety of loading / unloading</td>
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<tr>
<td><strong>OVERALL VALUE</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money of fares</td>
<td></td>
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</tr>
</tbody>
</table>

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?

- Yes, before arriving at the terminal
- Yes, at the terminal
- Yes, onboard 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?

- 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>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
</table>

Q8. (Omitted - not applicable to this route)

<table>
<thead>
<tr>
<th>Expenditures and Services</th>
<th>Value for money of fares</th>
<th>Total for this trip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

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 include all purchases that someone else paid for you.

- 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

$____________________

Suggestions

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

Please be specific.

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.

Please turn over
Dear Ferry Traveller,

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important to BC Ferries, so we are delighted that you are participating in this important study. By your ratings and comments, please 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, so please be sure to complete all parts of the survey. The professional BC research firm of Mustel Group has been commissioned to receive your responses and prepare the results. Please mail your completed survey and postage-paid envelope to Mustel Group (PH 866-742-2240) or Jackee Kasandy, Marketing Manager at BC Ferries (PH 604-204-2228). Your opinions are important to us, and essential to improving service on BC Ferries.

Thank you, again, for your help.

Sincerely,
Janet Carson
Vice President, Marketing and Travel Services
BC Ferries Inc.

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

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.)

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

Please open folder to Q3.

Did you answer Q4 to Q11?
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**

**TERMINAL OVERALL**

Your personal experience at the terminal before boarding:  
- Very satisfied  
- Satisfied  
- Neither satisfied nor dissatisfied  
- Dissatisfied  
- Very dissatisfied

Outside appearance of the terminal you left from:  
- Very satisfied  
- Satisfied  
- Neither satisfied nor dissatisfied  
- Dissatisfied  
- Very dissatisfied

Ticket purchase:  
- Efficiency of the transaction:  
- Staff courtesy:  
- Clarity of staff directions:  

Food and beverage services at the terminal (before boarding, if applicable):  
- Food / beverages offered:  
- Value for money:  

Gift shop / news stand / kiosks at the terminal (before boarding, if applicable):  
- Variety / selection of merchandise:  
- Value for money:  

Outdoor market area at the terminal (before boarding, if applicable):  
- Variety / selection of merchandise:  
- Value for money:  

Other terminal services:  
- Clarity of public address system:  
- Announcements when you need to be informed:  
- Overall look & décor inside the terminal you left from (if applicable):  
- Usefulness of TV info screens (if applicable):  
- Availability of washrooms:  
- Cleanliness of washrooms:  
- Procedures for loading / unloading:  
- Professionalism of terminal staff:  

Vehicle drivers / vehicle passengers skip to Q4.

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

Availability of parking spaces:  
- Parking value for money:  
- Ease of using passenger drop-off / pick-up area:  

Availability of seating in pre-boarding lounge at terminal:  
- Comfort of seating in pre-boarding lounge at terminal:  
- Cleanliness of pre-boarding lounge:  

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

Washrooms:  
- Availability of washrooms:  
- Cleanliness of washrooms:  

Please open folder to "Q4 cont'd"