BC Ferries Customer Satisfaction Tracking Survey – SAILING HEADER

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

A1. DATE: _______ / _______ / _______

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

A4. NAME OF VESSEL

Queen of Cowichan .............................................
Queen of Alberni .............................................
Queen of Coquitlam ...........................................
Queen of Cumberland ........................................
Queen of New Westminister ................................
Queen of Oak Bay ...........................................
Queen of Nanaimo ...........................................
Queen of Surrey .............................................
Coastal Renaissance ...........................................
Coastal Celebration ..........................................  _______

A5. ROUTE:

Tsawwassen → Swartz Bay ....................................
Swartz Bay → Tsawwassen ....................................
Horseshoe Bay → Nanaimo Departure Bay ............
Nanaimo Departure Bay → Horseshoe Bay ............
Horseshoe Bay → Langdale ..................................
Langdale → Horseshoe Bay .................................
Nanaimo Harbour → Gabriola .............................
Gabriola → Nanaimo Harbour .............................

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: _________________________________
BC Ferries Customer Satisfaction Tracking Survey
Wave 3 - NOVEMBER 2011

CLASSIFICATION DATA (to be administered by interviewer to respondent)

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.

IF “Going home”, ASK: What activity are you returning from?

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  □ Required personal travel (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) ________________________________

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? _______ GO TO QB8b
2  □ No  →  CONTINUE TO B8a
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 vacations website?

1 □ Yes  → B17b. Have you accessed the vacations website 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: _____________ ______  ______  ______   --   ______  ______  ______  ______

AREA 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.

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.
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, LastBus, etc.)

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, LastBus, etc.)

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 / 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

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

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. Agriculture / related services
9. Accommodation, Food and beverage service
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:
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?

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?

Q19. Postal code: __________________________

Or

Q20. Zip code: __________________________

LAST QUESTION

Thank you for your participation in the BC Ferries’ Customer Satisfaction Survey. Your responses are essential to improving the service on BC Ferries.

Sincerely,

Janet Carson
Vice President, Marketing and Travel Services
BC Ferry Services Inc.
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>TERMINAL OVERALL</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your overall experience at the terminal before boarding</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Outside appearance of the terminal you left from</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Efficiency of the transaction</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Clarity of staff directions</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

**Ticket purchase**

<table>
<thead>
<tr>
<th>Ticket purchase</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value for money</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

**Food and beverage services at the terminal**

<table>
<thead>
<tr>
<th>Food and beverage services at the terminal</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food / beverages offered</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Value for money</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

### Q4.

**Other service facilities at the terminal**

<table>
<thead>
<tr>
<th>Other service facilities at the terminal</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarity of public address system</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Overall look &amp; decor inside the terminal you left from (if applicable)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Usefulness of TV info screens (if applicable)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Procedures for loading</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Professionalism of terminal staff</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

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

**Food Passengers ONLY**

<table>
<thead>
<tr>
<th>Food Passengers ONLY</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of parking spaces</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Parking value for money</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Ease of using passenger drop-off / pick-up area</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

**Other onboard facilities / services**

<table>
<thead>
<tr>
<th>Other onboard facilities / services</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play area for children</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Video arcade</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Work stations</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Outside decks</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Outside appearance of the vessel overall</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</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.**

**Experience with the Sailing schedule**

<table>
<thead>
<tr>
<th>Experience with the Sailing schedule</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early ferry early enough</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Latest ferry late enough</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Ferry sailings frequent enough</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Availability of seating</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Cleanliness of seating area</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

**Overall Value**

<table>
<thead>
<tr>
<th>Overall Value</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value for money of fares</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
Transportation to and from the Terminal

Dear Ferry Traveller,

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important and will help us improve service on BC Ferries.

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, Laaside, etc.)
6. Charter bus / school bus
7. 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, Laaside, etc.)
6. Charter bus / school bus
7. 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 / wide)
3. Overheight / Overweight vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons), or other than a semi
4. Recreational vehicle or camper
5. Motorcycle
6. Commercial vehicle (over 5,500 kg or 6 tons)
7. Semi
8. Other

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

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

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 / Traiping
11. Logging / Forestry
12. Mining / Quarrying / Oil well
13. Other

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

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: __________________________

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.

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.

Mustel Group is a Gold Seal certified member of the Marketing Research and Intelligence Association (MRIA) and in full compliance with the Personal Information Protection and Electronic Documents Acts (PIPEDA). Overview of the Mustel Group Privacy Policy can be found here: http://www.mustelgroup.com/privacy_policy.php

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.

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.

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.

Did you answer Q4 to Q17?
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>Facility/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>TERMINAL OVERALL</td>
<td></td>
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<tr>
<td>Your overall experience at the terminal before boarding</td>
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<tr>
<td>Outside appearance of the terminal you left from</td>
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</tr>
<tr>
<td>Ticket purchase</td>
<td></td>
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<tr>
<td>Efficiency of the transaction</td>
<td></td>
<td></td>
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<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>
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<tr>
<td>Other terminal services</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Clarity of public address system</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td></td>
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<tr>
<td>Availability of washrooms</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Procedures for loading</td>
<td></td>
<td></td>
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<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</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foot Passengers ONLY (i.e. Walk-on, bus, bicycle)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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>Cleanliness of pre-boarding lounge</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Foot Passengers ONLY (i.e. Walk-on, bus, bicycle)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVAILABILITY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timing</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to get onto desired sailing</td>
<td></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>
<td></td>
</tr>
<tr>
<td>Ferry departing on time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Safety of ferry operations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety of loading / unloading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OVERALL VALUE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money of fares</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Yes [ ] No [ ]

Q7b. If yes in Q7a, did you request assistance from BC Ferries' staff to resolve this?

Yes [ ] No [ ]

Q8. If yes in Q7b, did you request assistance from BC Ferries' staff to resolve this?

Yes [ ] No [ ]

Q7d. If you did not use this service, please check "Not Used / Not Applicable" box on the right.

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>Facility/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>Onboard facilities / services</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>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>Atmosphere / environment</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedures for unloading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionalism of onboard staff</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</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>Very 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>
<td></td>
<td></td>
</tr>
<tr>
<td>Latest ferry late enough</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ferry sailings frequent enough</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to get onto desired sailing</td>
<td></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>
<td></td>
</tr>
<tr>
<td>Ferry departing on time</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Safety</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety of ferry operations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety of loading / unloading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OVERALL VALUE</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Value for money of fares</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</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?

Expenditures and Services

<table>
<thead>
<tr>
<th>Facility/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 services onboard (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gift shop / news-stand onboard (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video arcade onboard (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL for this trip</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Vehicle drivers / vehicle passengers skip to Q14.

<table>
<thead>
<tr>
<th>Q12. Foot Passengers ONLY (i.e. Walk-on, etc.): How did you get to the terminal? Check only one</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dropped off by friend or relative</td>
</tr>
<tr>
<td>2</td>
<td>Drove to terminal and parked at or near the terminal</td>
</tr>
<tr>
<td>3</td>
<td>Bicycle</td>
</tr>
<tr>
<td>4</td>
<td>BC Transit bus / TransLink bus / local city bus</td>
</tr>
<tr>
<td>5</td>
<td>Non-charter bus (e.g. PCL, Greyhound, La Li da, etc.)</td>
</tr>
<tr>
<td>6</td>
<td>Charter bus / school bus</td>
</tr>
<tr>
<td>7</td>
<td>Walked</td>
</tr>
<tr>
<td>8</td>
<td>Taxi</td>
</tr>
<tr>
<td>9</td>
<td>Hitchhike</td>
</tr>
<tr>
<td>10</td>
<td>Used vehicle that I parked at or near the terminal</td>
</tr>
<tr>
<td>11</td>
<td>Overheight / Overwidth vehicle (over 7 feet high / wide)</td>
</tr>
<tr>
<td>12</td>
<td>Recreational vehicle or camper</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q13. Foot Passengers ONLY (i.e. Walk-on, etc.): How did you leave the terminal after your trip? Check only one</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Picked up by friend or relative</td>
</tr>
<tr>
<td>2</td>
<td>Used vehicle that I parked at or near the terminal</td>
</tr>
<tr>
<td>3</td>
<td>Bicycle</td>
</tr>
<tr>
<td>4</td>
<td>BC Transit bus / TransLink bus / local city bus</td>
</tr>
<tr>
<td>5</td>
<td>Non-charter bus (e.g. PCL, Greyhound, La Li da, etc.)</td>
</tr>
<tr>
<td>6</td>
<td>Charter bus / school bus</td>
</tr>
<tr>
<td>7</td>
<td>Walk</td>
</tr>
<tr>
<td>8</td>
<td>Taxi</td>
</tr>
<tr>
<td>9</td>
<td>Hitchhike</td>
</tr>
<tr>
<td>10</td>
<td>Overheight / Overwidth vehicle (over 7 feet high / wide)</td>
</tr>
<tr>
<td>11</td>
<td>Recreational vehicle or camper</td>
</tr>
</tbody>
</table>

Vehicle drivers / vehicle passengers skip to Q15.

<table>
<thead>
<tr>
<th>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</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Car</td>
</tr>
<tr>
<td>2</td>
<td>Van or pickup or SUV (up to 7 feet high / wide)</td>
</tr>
<tr>
<td>3</td>
<td>Commercial vehicle (over 5,500 kg or 6 tons)</td>
</tr>
<tr>
<td>4</td>
<td>Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons; i.e., large van or pickup)</td>
</tr>
<tr>
<td>5</td>
<td>Motorcycle</td>
</tr>
<tr>
<td>6</td>
<td>Bus or Other</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Q15. Which of the following best describes your current occupation grouping?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Executive / Managerial</td>
</tr>
<tr>
<td>2</td>
<td>Professional</td>
</tr>
<tr>
<td>3</td>
<td>Sales / Supervisory</td>
</tr>
<tr>
<td>4</td>
<td>Clerical</td>
</tr>
<tr>
<td>5</td>
<td>Craftsperson / Tradesperson</td>
</tr>
<tr>
<td>6</td>
<td>Manufacturing / Processing / Industrial worker</td>
</tr>
<tr>
<td>7</td>
<td>Labourer, Shop Assistant, etc.</td>
</tr>
<tr>
<td>8</td>
<td>Not employed</td>
</tr>
<tr>
<td>9</td>
<td>Retired</td>
</tr>
<tr>
<td>10</td>
<td>Homemaker</td>
</tr>
<tr>
<td>11</td>
<td>Student</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q16. Which of the following best describes the industry in which you are employed? Check only one</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Manufacturing / Construction</td>
</tr>
<tr>
<td>2</td>
<td>Transportation / Storage or Communications / Utilities</td>
</tr>
<tr>
<td>3</td>
<td>Wholesale / Retail</td>
</tr>
<tr>
<td>4</td>
<td>Finance / Insurance / Real Estate</td>
</tr>
<tr>
<td>5</td>
<td>Business services</td>
</tr>
<tr>
<td>6</td>
<td>Educational services</td>
</tr>
<tr>
<td>7</td>
<td>Health / Social services</td>
</tr>
<tr>
<td>8</td>
<td>Accommodation, Food and beverage service</td>
</tr>
<tr>
<td>9</td>
<td>Agricultural / related services</td>
</tr>
<tr>
<td>10</td>
<td>Fishing / Tripping</td>
</tr>
<tr>
<td>11</td>
<td>Logging / Forestry</td>
</tr>
<tr>
<td>12</td>
<td>Mining / Quarrying / Oil well</td>
</tr>
<tr>
<td>13</td>
<td>Other</td>
</tr>
</tbody>
</table>

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 Evie Mustel at 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 Ferry Services Inc.
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**

**Q3a.** Your overall 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:
- Efficient
- Somewhat efficient
- The same as before
- Somewhat inefficient
- Inefficient

Clarity of staff directions:
- Very Satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very Dissatisfied

Food and beverage services at the terminal (before boarding, if applicable):
- Value for money:
- Quality of food:
- Cleanliness of washrooms:
- Procedures for loading:
- Professionalism of terminal staff:

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:
- Clarity of washrooms:
- Procedures for loading:
- Professionalism of terminal staff:

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

**Foot Passengers ONLY**

(Like 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: All Passengers

**ONBOARD OVERALL**

**Q4a.** 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"

### Q4. cont'd

**Lounge Seating**

- Comfort of indoor lounge seating:
- Cleanliness of indoor lounge seating area:

**Other onboard facilities / services**

- Outside decks:
- Outside appearance of the vessel overall:
- Availability of tourist and travel information:
- Ease of access, overall, for people with disabilities:
- Ease of finding facilities / services:
- Clarity of public address system:
- Announcements when you need to be informed:
- Atmosphere / environment:
- Procedures for unloading:
- Professionalism of onboard staff:

**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:
- 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

Please be specific.

**Expenditures and Services**

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?

- 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 open folder to "Q13 cont’d"

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.