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

A5. ROUTE:

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

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.**

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?
   2 ☐ No → ASK ALL REMAINING QUESTIONS

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 PT 2 SURVEY PACKAGE.
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, Lastalav, etc.)
6. Charter bus / school bus
7. Other

Foot Passengers only of the sailing: ___

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, Lastalav, 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 / video)
3. Overheight / Overweight vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons)
4. Commercial vehicle (over 5,500 kg or 6 tons)
5. Recreational vehicle or camper

Vehicle drivers / vehicle passengers skip to Q16.

Q15. Which of the following best describes the industry in which you are employed? 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. Homemaker
10. 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 / 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?

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

Q19. Postal code: ____________

Or

Q20. Zip code: ____________

LAST QUESTION

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

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

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

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.)

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

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

Marine
Very satisfied
Satisfied
Neither satisfied nor dissatisfied
Dissatisfied
Very dissatisfied

Please open folder to Q3

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

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

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

#### TERMINAL OVERALL

Your overall experience at the terminal before boarding

<table>
<thead>
<tr>
<th>Option</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>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Ticket purchase

<table>
<thead>
<tr>
<th>Option</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>Efficiency of the transaction</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Clarity of staff direction

<table>
<thead>
<tr>
<th>Option</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>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Value for money

<table>
<thead>
<tr>
<th>Option</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
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<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
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</tr>
</thead>
<tbody>
<tr>
<td>(if applicable) Food and beverage services at the terminal</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Value for money

<table>
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<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>(if applicable) INDOOR Gift shop / news stand / books at the terminal</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Value for money

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</tr>
</thead>
<tbody>
<tr>
<td>(if applicable) OUTDOOR Market area at the terminal</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Value for money

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<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other terminal services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Clarity of public address system

<table>
<thead>
<tr>
<th>Option</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>Announcements when you need to be informed</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Overall look & décor inside the terminal you left from

<table>
<thead>
<tr>
<th>Option</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>Usability of TV info screens (if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Availabilty of washrooms

<table>
<thead>
<tr>
<th>Option</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>Cleanliness of washrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Procedures for loading

<table>
<thead>
<tr>
<th>Option</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>Professionalism of onboard staff</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Vehicle drivers / vehicle passengers skip to Q4.

### Foot passengers ONLY

(i.e. Walk-on, bus, bicycle)

<table>
<thead>
<tr>
<th>Option</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
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<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of parking spaces</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Parking value for money

<table>
<thead>
<tr>
<th>Option</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>Ease of using passenger drop-off / pick-up area</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Availabilty of seating in pre-boarding lounge at terminal

<table>
<thead>
<tr>
<th>Option</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>Comfort of seating in pre-boarding lounge at terminal</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Cleanliness of pre-boarding lounge

<table>
<thead>
<tr>
<th>Option</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
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<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
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</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

### Onboard: All Passengers

#### ONBOARD OVERALL

Your overall experience onboard the ferry

<table>
<thead>
<tr>
<th>Option</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
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</tr>
</thead>
</table>

Please open folder to "Q4 cont’d”
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-foot, 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

Foot Passengers skip to Q14.

Q13. Foot Passengers ONLY (i.e. Walk-on, etc.): How do 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. Walk
7. Taxi
8. Hitchhike
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 / 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
5. Semi
6. Commercial vehicle (over 5,500 kg or 6 tons) other than a semi
7. Motorcycle

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

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

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

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?

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 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

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, please contact me
- No, do not contact me

By submitting your survey you are giving consent to use this information for research purposes only and for the BC Ferries Marketing Research and Intelligence department. Your information will be kept confidential and will not be passed on to any third parties.

BC Ferries conducts surveys to understand our customers better, to improve services and facilities!

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.

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.
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 overall experience at the terminal before boarding  
Outside appearance of the terminal you left from  
Ticket purchase  
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**

<table>
<thead>
<tr>
<th>Service Description</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>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>
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<tr>
<td>Overall look &amp; decor inside the terminal you left from (if applicable)</td>
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<tr>
<td>Usefulness of TV info screens (if applicable)</td>
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<td></td>
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<tr>
<td>Availability of washrooms</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>
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<tr>
<td>Procedures for loading</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Professionalism of terminal staff</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

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

Foot passengers only (i.e. Walk-on, bus, bicycle)

<table>
<thead>
<tr>
<th>Service Description</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>Availability of parking spaces</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking value for money</td>
<td></td>
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<tr>
<td>Ease of using passenger drop-off / pick-up area</td>
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<td></td>
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<tr>
<td>Availability of seating in pre-boarding lounge at terminal</td>
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<td></td>
</tr>
<tr>
<td>Comfort of seating in pre-boarding lounge at terminal</td>
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<td></td>
</tr>
<tr>
<td>Cleanliness of pre-boarding lounge</td>
<td></td>
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<td></td>
</tr>
</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.

**Onboard: All Passengers**

**ONBOARD OVERALL**

Your overall experience onboard the ferry  
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**

<table>
<thead>
<tr>
<th>Facility / service</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>
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<tr>
<td>Outside appearance of the vessel overall</td>
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<tr>
<td>Availability of tourist and travel information</td>
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<tr>
<td>Ease of access, overall, for people with disabilities</td>
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<tr>
<td>Ease of finding facilities / services</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>Atmosphere / environment</td>
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<tr>
<td>Procedures for unloading</td>
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<tr>
<td>Professionalism of onboard staff</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.

**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

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

- No → SKIP TO Q9
- Yes, before arriving at the terminal → 1
- Yes, at the terminal → 2
- Yes, on board the ferry → 3

**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 Q9
- 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?

**Expenditures and Services**

<table>
<thead>
<tr>
<th>Expense Description</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>Before boarding, at the terminal, food service area or news stand</td>
<td></td>
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<td></td>
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<tr>
<td>Food services onboard (if applicable)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Gift shop / news-stand onboard (if applicable)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Video arcade onboard (if applicable)</td>
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</tr>
</tbody>
</table>

**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?

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 about 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. Charter bus / school bus
7. Taxi
8. Hitchhiked
9. Walked
10. Other

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

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
5. Motorcycle
6. Commercial vehicle (over 5,500 kg or 6 tons)
7. Semi
8. Other

Q14. Overall satisfaction

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 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.

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 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

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.

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
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 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

Other terminal services

- Clarity of public address system
- Announcements when you need to be informed
- Availability of washrooms
- Cleanliness of washrooms
- Procedures for loading
- Professionalism of terminal staff

Vehicle drivers / vehicle passengers skip to Q4.

**Other 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: All Passengers**

Your overall experience onboard the ferry

Washrooms

- Availability of washrooms
- Cleanliness of washrooms

Lounge Seating

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

Q4. cont'd

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

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?

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 Q9
- 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?

Q8. (Omitted – not applicable to this route)

**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?

Please include all purchases that you paid for before taxes. Do not include any purchases that someone else paid for you.

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

**TOTAL for this trip**

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

Please turn over