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.

[ ] Very satisfied | [ ] Satisfied | [ ] Neither satisfied nor dissatisfied | [ ] Dissatisfied | [ ] Very dissatisfied
---|---|---|---|---
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
Not Used / Not Applicable

Before arriving at terminal

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.

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

1. Drove to terminal and parked at or near the terminal
2. Bicycle
3. BC Transit bus / TransLink bus / local city bus
4. Non-charter bus (e.g. PCL, Greyhound, Laidlaw, etc.)
5. Other

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

1. Walked
2. Taxi
3. Híchhíked
4. BC Transit bus / TransLink bus / local city bus
5. Charter bus / school bus
6. Non-charter bus (e.g. PCL, Greyhound, Laidlaw, etc.)
7. Other

Vehicle drivers / vehicle passengers skip to Q15.

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

1. Car
2. Van or pickup or SUV (up to 7 feet high / 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 orcamper

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

[ ] Executive / Managerial
[ ] Professional
[ ] Sales / Supervisory
[ ] Clerical
[ ] Craftsperson / Tradesperson
[ ] Manufacturing / Processing / Industrial worker
[ ] Labourer, Shop Assistant, etc.
[ ] Not employed
[ ] Retired
[ ] Homemaker
[ ] Student

Continue with Q16.

Skip to Q18.

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

1. Manufacturing or Construction
2. Transportation / Storage or Communications / Utilities
3. Wholesale / Retail
4. Finance / Insurance / Real Estate
5. Business services
6. Educational services
7. Health / Social services
8. Accommodation, Food and beverage service
9. Agricultural / related services
10. Fishing / 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

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

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

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

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:

Q20. Zip code:

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

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

(Place your contact information below.)

Phone number:

Fax:

Email:

First name:

Mailing address:

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

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

Please open folder to Q3
Q3. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check "Not Used / Not Applicable" on the right.

<table>
<thead>
<tr>
<th>At the Terminal: All Passengers</th>
<th>Very 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><strong>TERMINAL OVERALL</strong></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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<td><strong>Ticket purchase</strong></td>
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<td>Efficiency of the transaction</td>
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<tr>
<td><strong>Clarity of staff directions</strong></td>
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<tr>
<td>(If applicable) Food and beverage services at the terminal</td>
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<tr>
<td>Food / beverages offered</td>
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<td>Value for money</td>
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<tr>
<td>(If applicable) INDOOR Gift shop / news stand / kiosks at the terminal</td>
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<tr>
<td>Value for money</td>
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<tr>
<td>(If applicable) OUTDOOR Market area at the terminal</td>
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<td>Variety / selection of merchandise</td>
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<tr>
<td>Value for money</td>
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<tr>
<td><strong>Other terminal services</strong></td>
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<td>Clarity of public address system</td>
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<td>Announcements when you need to be informed</td>
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<td>Overall look &amp; decor inside the terminal you left from (if applicable)</td>
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<td>Usefulness of TV info screens (if applicable)</td>
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<td>Availability of washrooms</td>
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<td>Cleanliness of washrooms</td>
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<td>Procedures for loading</td>
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<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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</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>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONBOARD OVERALL</strong></td>
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<tr>
<td>Your overall experience onboard the ferry</td>
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</tbody>
</table>

Please open folder to "Q4 cont'd"