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
- 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

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 Harbour → Gabriola ........................................... 19a
- Gabriola → Nanaimo Harbour ........................................... 19b
- Tsawwassen → Nanaimo Duke Point........................................... 30a
- Nanaimo Duke Point → Tsawwassen ........................................... 30b
- Swartz Bay → Fulford Harbour ........................................... 4a
- Fulford Harbour → Swartz Bay ........................................... 4b
- Swartz Bay → Southern Gulf Islands ........................................... 5/5a
- Tsawwassen → Southern Gulf Islands ........................................... 9

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 on bicycle, please consider yourself a foot passenger.) **IF FOOT PASSENGER, PROBE IF ON BICYCLE**

1. VEHICLE PASSENGER (INCLUDING DRIVER)
2. FOOT PASSENGER (INCLUDING BUS PASSENGERS AND CYCLISTS)

**IF FOOT PASSENGER → B7a.** Are you on bicycle?
1. YES
2. NO

**B7b. Are you travelling with a pet on today’s trip?**
1. YES
2. NO
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

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

Email: ____________________________________________@_________________________________________.___________

☐ REFUSED

And your first Name or Initial:________________________________________

ONLINE. If you were given the option to complete the second part of this survey online, would you prefer responding that way as opposed to paper?
1 ☐ YES, PREFER ONLINE 2 ☐ NO, PREFER PAPER

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. Used vehicle that I parked at or near the terminal
4. BC Transit bus / TransLink bus / local city bus
5. Non-charter bus (e.g. PCL, Greyhound, Jaidlaw, 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. BC Transit bus / TransLink bus / local city bus
4. Non-charter bus (e.g. PCL, Greyhound, Jaidlaw, 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)
4. Commercial vehicle (over 5,500 kg)
5. Recreational vehicle or camper

Background

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

Q15. Which of the following best describes the 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
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

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your overall experience at the terminal before boarding</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside appearance of the terminal you left from</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Ticket purchase</td>
<td></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 customer service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarity of staff directions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food and beverage services at the terminal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(if applicable) Food / beverages offered</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(if applicable) OUTDOOR Gift shop / news stand/ kiosks at the terminal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(if applicable) INDOOR Gift shop / news stand/ kiosks at the terminal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of indoor lounge seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionalism of onboard staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarity of public address system</td>
<td></td>
<td></td>
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<tr>
<td>Overall look &amp; décor inside the terminal you left from (if applicable)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Usefulness of TV info screens (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cleanliness of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Procedures for loading</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Play area for children</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Pet area</td>
<td></td>
<td></td>
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<tr>
<td>Other terminal services</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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

### Q4. cont’d

#### Other onboard facilities / services

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play area for children (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pet area (if applicable)</td>
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<tr>
<td>Video arcade</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Work stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside decks</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>
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<tr>
<td>Ease of finding facilities / services</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Clarity of public address system</td>
<td></td>
<td></td>
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<tr>
<td>Announcements when you need to be informed</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atmosphere / environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedures for unloading</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionalism of onboard staff</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.

#### Experience with the Sailing schedule

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor 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>
</tr>
<tr>
<td>Latest ferry late enough</td>
<td></td>
<td></td>
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<tr>
<td>Ferry sailings frequent enough</td>
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<tr>
<td>Ability to get onto desired sailing</td>
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<td></td>
<td></td>
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<tr>
<td>Ability to connect with other sailings</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>
</tr>
</tbody>
</table>

#### Safety

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety of ferry operations</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>
</tr>
</tbody>
</table>

#### OVERALL VALUE

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value for money of fares</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**B. If you encountered any problem, difficulty or concern related to ferry service before or during your trip today?**

- [ ] No → SKIP TO Q8

**C. If you did request assistance from BC Ferries’ staff to resolve this?**

- [ ] No → continue on to Q7d

**D. If you have any other comment related to your experience with BC Ferries’ service?**

Enter any additional comments here.

---

**Expenditures and Services**

Q8. What is the **main** food service area that you used onboard the ferry?

- [ ] Pacific Buffet
- [ ] Main cafeteria
- [ ] Self-serve snack bar or coffee shop
- [ ] Seawest Lounge
- [ ] Used none of these

**Before boarding, at the terminal, food service area or news stand**

Enter amount spent $________

**Food services onboard**

(if applicable)

Enter amount spent $________

**Gift shop/news-stand onboard**

(if applicable)

Enter amount spent $________

**TOTAL for this trip** $________

---

Please turn over
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 6. Walked
2. Drove to terminal and parked at or near the terminal 7. Taxi
4. BC Transit bus / TransLink bus / local city bus 9. Charter bus / school bus
5. Non-charter bus (e.g. PCL, Greyhound, LaDale, etc.) 10. Other

Q13. Foot Passengers ONLY (i.e. Walk-on, etc.): How did you leave the terminal after your trip? Check only one
1. Picked up by friend or relative 6. Walk
2. Used vehicle that I parked at or near the terminal 7. Taxi
4. BC Transit bus / TransLink bus / local city bus 9. Charter bus / school bus
5. Non-charter bus (e.g. PCL, Greyhound, LaDale, etc.) 10. Other

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 5. Semi
2. Van or pickup or SUV (up to 7 feet high / wide) 6. Commercial vehicle (over 5,500 kg or 6 tons) other than a semi
3. Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons; i.e., large van or pickup) 7. Motorcycle
4. Recreational vehicle or camper

Q15. Which of the following best describes your current occupation grouping? Continue with Q16.
1. Executive / Managerial 6. Clerical
2. Professional 7. Craftsperson / Tradesperson
3. Sales / Supervisory 8. Manufacturing / Processing / Industrial worker
4. Labourer, Shop Assistant, etc. 9. Retired
5. Homemaker 10. Student

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

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. $15,000 or less
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?

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

Phone number: ________________________________

Email: ________________________________

Fax: ________________________________

First name: ________________________________ Mailing address: ________________________________

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

At the Terminal: All Passengers

**Terminal Overall**

<table>
<thead>
<tr>
<th>Your overall experience at the terminal before boarding</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>
<tr>
<td>Ticket purchase</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<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>
<tr>
<td>Staff customer service</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Clarity of staff directions</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Food and beverage services at the terminal (before boarding, if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Food / beverage offered</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Vending machines</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Gift shop / newsstand / kiosks at the terminal (before boarding, if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Outdoor market area at the terminal (before boarding, if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Play area for children</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Pet area</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Other Terminal Services**

<table>
<thead>
<tr>
<th>Clarity of public address system</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>
<tr>
<td>Overall look &amp; decor inside the terminal you left from (if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Usefulness 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>
<tr>
<td>Availability of washrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<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>
<tr>
<td>Procedures for loading</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Professionalism of terminal 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**

<table>
<thead>
<tr>
<th>(i.e. Walk on, bus barge etc)</th>
<th>Availability of parking spaces</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></td>
<td>Parking value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Ease of entering 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>
<tr>
<td></td>
<td>Availability 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>
<tr>
<td></td>
<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>
<tr>
<td></td>
<td>Cleanliness of pre-boarding lounge</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</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**

<table>
<thead>
<tr>
<th>Your overall experience onboard the ferry</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</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Vending machines</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Onboard Overall**

<table>
<thead>
<tr>
<th>Washrooms</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>Availability of washrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<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>

**Lounge Seating**

<table>
<thead>
<tr>
<th>Comfort of indoor lounge seating</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 indoor lounge seating area</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Other onboard facilities / services**

<table>
<thead>
<tr>
<th>Outside decks</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 vessel overall</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Availability of tourist and travel information</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ease of access, overall, for people with disabilities</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ease of finding facilities / services</td>
<td>Very Satisfied</td>
<td>Satisfied</td>
<td>Neither Satisfied nor Dissatisfied</td>
<td>Dissatisfied</td>
<td>Very Dissatisfied</td>
<td>Not Used/Not Applicable</td>
</tr>
<tr>
<td>Clarity of public address system</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<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>
<tr>
<td>Atmosphere / environment</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Procedures for unloading</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<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>

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>Earliest ferry early enough</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>Latest ferry late enough</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ferry sailings frequent enough</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ability to get onto desired sailing</td>
<td>Very Satisfied</td>
<td>Satisfied</td>
<td>Neither Satisfied nor Dissatisfied</td>
<td>Dissatisfied</td>
<td>Very Dissatisfied</td>
<td>Not Used/Not Applicable</td>
</tr>
<tr>
<td>Ability to connect with other sailings</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Ferry departing on time</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Safety**

<table>
<thead>
<tr>
<th>Safety</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>Safety of ferry operations</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Safety of loading / unloading</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Overall Value**

<table>
<thead>
<tr>
<th>Value for money of fares</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>

**Expenditures and Services**

<table>
<thead>
<tr>
<th>Before boarding, at the terminal, food service area or news stand</th>
<th>$________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ferry services onboard (if applicable)</td>
<td>$________</td>
</tr>
<tr>
<td>Gift shop / newsstand onboard (if applicable)</td>
<td>$________</td>
</tr>
<tr>
<td>Video arcade onboard (if applicable)</td>
<td>$________</td>
</tr>
<tr>
<td><strong>TOTAL for this trip</strong></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?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Q11. Do you have any specific suggestions on how to improve the services and facilities offered by BC Ferries? If yes, please be specific.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Please turn over
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, Ladite, etc.)
6. Walked
7. Taxi
8. Hitchhiked
9. Charter bus / school bus
10. Other

Q13. Foot Passengers ONLY (i.e. Walk-on, etc.): How did you leave the terminal after your trip? Check only one

1. Picked up by friend or relative
2. Used vehicle that I parked at or near the terminal
3. Bicycle
4. BC Transit bus / TransLink bus / local city bus
5. Non-charter bus (e.g. PCL, Greyhound, Ladite, etc.)
6. Walked
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. Commercial vehicle (over 5,500 kg)
5. 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

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 one only

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

Mustel Group is a Gold Seal certified member of the Marketing Research and Intelligence Association (MRIA) and is 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 very much for your help. Your answers will help BC Ferries to improve services and facilities!

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important to us, and essential to improving service on BC Ferries.

If you did not use this service, please check “Not Used / Not Applicable” on the right.

Prefer to complete this survey online?

Go to this website: www.mustelgroup.com/ferries

Enter this code:

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

Q2. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check “Not Used / Not Applicable” on the right.

Before arriving at terminal

Usefulness of BC Ferries Web site

Ease of using on-line reservations

Usefulness of BC Ferries phone service

Ease of using automated phone system

Highway signage

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.

Route 19

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 truly be 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. You also have the option to complete online, as described below. If you have any questions about the survey, please do not hesitate to contact Phil Giborsi at Mustel Group (1-888-733-4213) or Rosa Marinelli, Marketing Manager at BC Ferries (1-604-202-2228). Your opinions are important to us, and essential to improving service on BC Ferries.

Thank you, again, for your help.

Sincerely,

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

Did you answer Q4 to Q17?

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

**At the Terminal: All Passengers**

**Terminal Overall**

- Your overall experience at the terminal before boarding
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Outside appearance of the terminal you left from
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

**Ticket purchase**

- Efficiency of the transaction
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Staff customer service
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Clarity of staff directions
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

**Food and beverage services at the terminal (before boarding)**

- Vending machines
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Value for money
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

**Other terminal services**

- Clarity of public address system
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Announcements when you need to be informed
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Availability of washrooms
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Cleanliness of washrooms
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Procedures for loading
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Professionalism of terminal staff
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

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

**Foot Passengers ONLY**

- (i.e. Walk-on, bus, bicycle)
  - Availability of parking spaces
    - Satisfied
    - Neither satisfied nor dissatisfied
    - Dissatisfied
    - Very dissatisfied
    - Not used / not applicable

- Parking value for money
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Ease of using passenger drop-off / pick-up area
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Availability of seating in pre-boarding lounge at terminal
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Comfort of seating in pre-boarding lounge at terminal
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Cleanliness of pre-boarding lounge
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

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
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

**Washrooms**

- Availability of washrooms
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Cleanliness of washrooms
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

**Lounge Seating**

- Comfort of indoor lounge seating
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Cleanliness of indoor lounge seating area
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

Q4 (cont’d). 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.

**Other onboard facilities / services**

- Outside decks
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Outside appearance of the vessel overall
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Availability of tourist and travel information
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Ease of access, overall, for people with disabilities
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Ease of finding facilities / services
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Clarity of public address system
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Announcements when you need to be informed
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Atmosphere / environment
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Procedures for unloading
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Professionalism of onboard staff
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

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
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Latest ferry late enough
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Ferry sailings frequent enough
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Ability to get onto desired sailing
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Ability to connect with other sailings
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Ferry departing on time
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

**Safety**

- Safety of ferry operations
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

- Safety of loading / unloading
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

**OVERALL VALUE**

- Value for money of fares
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Very dissatisfied
  - Not used / not applicable

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

1. [ ] No → SKIP TO Q7b
2. [ ] Yes, before arriving at the terminal
3. [ ] Yes, at the terminal
4. [ ] Yes, on board the ferry

CONTINUE ON TO Q7b

Q7b. If Yes in Q7a, please explain ____________________________________________________________________________
________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________

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

1. [ ] No → skip to Q9
2. [ ] 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?

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

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. Please indicate in Canadian dollars (CDN)

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

  TOTAL for this trip $ __________

**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.

________________________________________________________________________________________________________________________________________________________________________________________________________
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