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

1. Queen of Cowichan...................................................
2. Queen of Alberni....................................................
3. Queen of Coquitlam ..............................................
4. Queen of Cumberland ...........................................
5. Queen of New Westminster ....................................
6. Queen of Oak Bay ................................................
7. Queen of Nanaimo ..............................................
8. Queen of Surrey ................................................
9. Queen of Cumberland ...........................................
10. Queen of Alberni ..............................................
11. Queen of Nanaimo ..............................................
12. Queen of Oak Bay ................................................
13. Queen of Cowichan ..............................................
14. Queen of Alberni ..............................................
15. Queen of Coquitlam ..............................................
16. Queen of Cumberland ...........................................
17. Queen of New Westminster ....................................
18. Queen of Oak Bay ................................................
19. Queen of Nanaimo ..............................................
20. Queen of Surrey ................................................
21. Queen of Cowichan ..............................................
22. Queen of Alberni ..............................................
23. Queen of Coquitlam ..............................................
24. Queen of Cumberland ...........................................
25. Queen of New Westminster ....................................
26. Queen of Oak Bay ................................................
27. Queen of Nanaimo ..............................................
28. Queen of Surrey ................................................
29. Queen of Cowichan ..............................................
30. Queen of Alberni ..............................................

A5. ROUTE:

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

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. Is this OK with you?

IF YES, CONTINUE - IF NO, THANK AND TERMINATE

LOCATION OF INTERVIEW:

1. Cafeteria
2. Snack Bar
3. Lounge / Corridor Area
4. Outer Deck
5. Vehicle Deck
6. Other (specify) ________________

FOR ROUTES 5 / 5a / 9 ONLY

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

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

**Business**

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

**Personal**

5. 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 BI CYCLE

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? → ☐ SKIP TO QB8b
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?
(ENTER 9999 IF REFUSED)

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: ____________________________________________ @ ________________________________ ________

Phone: ____________________________ _______ __________ 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.

Note that you can complete this survey online by using your unique link found on the first page of the survey.

POINT TO WEB ADDRESS ON RETURN SURVEY

Thanks once more for your participation and we look forward to receiving your completed survey within the next two days.
Q.11. Do you have any specific suggestions on how to improve the services and facilities offered by BC Ferries? If yes, explain. Please be specific.

Q.12. 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 private vehicle to terminal and parked at/near terminal
3. Drove car share vehicle to terminal and parked at/near terminal
4. BC Transit bus / TransLink bus / local city bus
5. Non-bus charter (e.g., PCL, Greyhound, Laidlaw, etc.)

Q.13. 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 private vehicle I parked that at or near the terminal
3. Used car share vehicle parked that or near the terminal
4. BC Transit bus / TransLink bus / local city bus
5. Non-bus charter (e.g., PCL, Greyhound, Laidlaw, etc.)

Q.14. 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. Motorcycle
4. Recreational vehicle or camper

Q.15. 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

Q.16. 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 services
9. Agricultural related services
10. Fishing / Trapping
11. Logging / Forestry
12. Mining / Quarrying / Oil well
13. Other

Q.17. 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

Q.18. 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 $29,999
3. $30,000 to $39,999
4. $40,000 to $49,999
5. $50,000 to $59,999
6. $60,000 to $79,999
7. $80,000 to $99,999
8. $100,000 to $119,999
9. $120,000 or over

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 particip, so please be sure to complete all parts of the survey.

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

Q.1. How satisfied or dissatisfied were you, overall, with your recent experience traveling with BC Ferries? (i.e. the sailing on which you received this questionnaire.)

Q.2. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check “Not Used / Not Applicable” on the right.

Before arriving at terminal

Usefulness of BC Ferries Web site
Ease of using on-line reservations
Usefulness of BC Ferries phone service
Ease of using automated phone system
Highway signage

Please open folder to Q3
Q.3. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check "Not Used / Not Applicable" on the right.

**At the Terminal: All Passengers**

<table>
<thead>
<tr>
<th>TERMINAL OVERALL</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your overall experience at the terminal before boarding</td>
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<td>Staff customer service</td>
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<tr>
<td>Clarity of staff directions</td>
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</table>

*If applicable* Food and beverage services at the terminal:

| Food / beverages offered |               |                                   |              |                           |
| Vending machines |               |                                   |              |                           |
| Value for money |               |                                   |              |                           |

*If applicable* INDOOR Gift shop / news stand / kiosks at the terminal:

| Variety / selection of merchandise |               |                                   |              |                           |
| Value for money |               |                                   |              |                           |

*If applicable* OUTDOOR Market area at the terminal:

| Variety / selection of merchandise |               |                                   |              |                           |
| Value for money |               |                                   |              |                           |

Other terminal services:

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

Vehicle drivers / vehicle passengers skip to Q4.

<table>
<thead>
<tr>
<th>Food, Passenger ONLY (i.e., Walk-on, bus, bicycle)</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of parking spaces</td>
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<tr>
<td>Parking value for money</td>
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<td></td>
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<td></td>
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<tr>
<td>Ease of using passenger drop-off / pick-up area</td>
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</tr>
</tbody>
</table>

Availabilty of seating in pre-boarding lounge at terminal:

| Availability of seating in pre-boarding lounge at terminal |               |                                   |              |                           |
| Cleanliness of pre-boarding lounge |               |                                   |              |                           |

Q.4. 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>ONBOARD OVERALL</th>
<th>Very Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your overall experience onboard the ferry</td>
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</tbody>
</table>

Please open folder to "Q4 cont."

Q.4. cont.

**Gift shop / News stand**

- Variety / selection of merchandise
- Staff customer service
- Ease of moving around inside shop
- Value for money

**Food services**

- Length of time in line for food service
- Food / beverages offered
- Staff customer service
- Availability of seating
- Comfort of seating
- Cleanliness of seating area
- Vending machines
- Value for money

**Washrooms**

- Availability of washrooms
- Cleanliness of washrooms
- Lounge seating
  - Comfort of indoor lounge seating
  - Cleanliness of indoor lounge seating area

Other onboard facilities / services:

- Play area for children
- Pet area (if applicable)
- Variety / selection of merchandise

**Other terminal services**

| 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 |               |                                   |              |                           |
| Atmospheres / environment |               |                                   |              |                           |
| Procedures for unloading |               |                                   |              |                           |
| Professionalism of onboard staff |               |                                   |              |                           |

Q.7a. Did you encounter any problem, difficulty or concern related to ferry service before or during your trip today?

- No → SKIP TO Q8
- Yes, before arriving at the terminal
- Yes, at the terminal
- Yes, onboard the ferry

CONTINUE ON TO Q7b

Q.7b. If Yes in Q7a, please explain: ________________________________

Q.7c. If Yes in Q7a, did you request assistance from BC Ferries' staff to resolve this?

- No → continue on to Q7d
- Yes → continue on to Q7d

Q.7d. 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**

Q.8. What is the main food service area that you used onboard the ferry?

- "Pacific Buffet" 1
- Main cafeteria 3
- Self-serve snack bar or coffee shop 4
- Seawest Lounge 5
- Used none of these

Q.9. 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 ($CDN)

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

Total for this trip $______

Please turn over
Transportation to and from the Terminal

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. Drived to terminal and parked at or near the terminal
3. Drive car share vehicle to terminal and parked at/near terminal
4. Bike
5. BC Transit bus / TransLink bus / local city bus
6. Non-charter bus (e.g., PCL, Greyhound, Laidlaw, etc.)
7. Charter bus / school bus
8. 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. Use car share vehicle parked at or near the terminal
4. Bike
5. BC Transit bus / TransLink bus / local city bus
6. Non-charter bus (e.g., PCL, Greyhound, Laidlaw, etc.)
7. Charter bus / school bus
8. 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
2. Van or pickup or SUV (up to 7 feet high / wide)
3. Overweight / overweight 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 grouping? Continue with Q16.

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
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7. Health / Social services
8. Accommodation, Food and beverage service
9. Agriculture / 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 to use your contact information provided below 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 Mustel Group. 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 Act (PIPEDA). Overview of the Mustel Group Privacy Policy can be found here: http://www.mustelgroup.com/privacy_policy.php

Phone number: ____________

Email: ____________________________

Fax: ____________________________

Phone number: ____________

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

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

BC Ferries 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: ☑
Not 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
Very Satisfied: ☑
Satisfied: ☑
Not satisfied nor dissatisfied: ☑
Dissatisfied: ☑
Very dissatisfied: ☑
Not Used / Not Applicable: ☑

Usefulness of BC Ferries phone service
Very Satisfied: ☑
Satisfied: ☑
Not satisfied nor dissatisfied: ☑
Dissatisfied: ☑
Very dissatisfied: ☑
Not Used / Not Applicable: ☑

Usefulness of BC Ferries phone service
Very Satisfied: ☑
Satisfied: ☑
Not satisfied nor dissatisfied: ☑
Dissatisfied: ☑
Very dissatisfied: ☑
Not Used / Not Applicable: ☑

Highway signage
Very Satisfied: ☑
Satisfied: ☑
Not satisfied nor dissatisfied: ☑
Dissatisfied: ☑
Very dissatisfied: ☑
Not Used / Not Applicable: ☑
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

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<tr>
<td>Outdoor market area at the terminal (before boarding, if applicable)</td>
<td></td>
<td></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>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></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>
<td></td>
<td></td>
</tr>
<tr>
<td>Pet area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other terminal services

<table>
<thead>
<tr>
<th>Other terminal services</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>Clarity of public address system</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall look &amp; décor inside the terminal you left from (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usability of TV info screens (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedures for loading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionalism of terminal staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Vehicle drivers / vehicle passengers skip to Q4.

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

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

<table>
<thead>
<tr>
<th>Onboard Overall</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>Your overall experience onboard the ferry</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vending machines</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q4 (cont.). 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 (cont’d)</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>Washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lounge seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comfort of indoor lounge seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of indoor lounge seating area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other onboard facilities / services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside decks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside appearance of the vessel overall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of tourist and travel information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of access, overall, for people with disabilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of finding facilities / services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarity of public address system</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atmosphere / environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procedures for unloading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionalism of onboard staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<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>Experience with the Sailing Schedule</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earliest ferry early enough</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latest ferry late enough</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ferry sailings frequent enough</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to get onto desired sailing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to connect with other sailings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ferry departing on time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety of loading / unloading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</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>

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

<table>
<thead>
<tr>
<th>Problem/Concern</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>No</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes, before arriving at the terminal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes, at the terminal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes, onboard the ferry</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q7b. If Yes in Q7a, please explain.

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

<table>
<thead>
<tr>
<th>Request Assistance</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>No</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q7d. If Yes in Q7c, how satisfied or dissatisfied were you with the assistance you received from BC Ferries’ staff in resolving this?

<table>
<thead>
<tr>
<th>Satisfaction</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>Not used or not applicable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q8. (Omitted – not applicable to this route.)

Expenditures and Services

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food services onboard (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gift shop / news-stand onboard (if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please indicate in Canadian dollars (CDN)

<table>
<thead>
<tr>
<th>Amount</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>$________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</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.

Please turn over
Transportation to and from the Terminal

Please answer the following questions thinking about only 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

- [ ] Dropped off by friend or relative
- [ ] Drove to terminal and parked at or near the terminal
- [ ] Drive car share vehicle to terminal and parked at/near terminal
- [ ] Bicycle
- [ ] BC Transit bus / TransLink bus / local city bus
- [ ] Non-charter bus (e.g. PCL, Greyhound, Laidlay, etc.)

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

- [ ] Pick up by friend or relative
- [ ] Used vehicle that I parked at or near the terminal
- [ ] Used car share vehicle parked at or near the terminal
- [ ] Bicycle
- [ ] BC Transit bus / TransLink bus / local city bus
- [ ] Non-charter bus (e.g. PCL, Greyhound, Laidlay, etc.)

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

- [ ] Car
- [ ] Van or pickup or SUV (up to 7 feet high / wide)
- [ ] Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons, i.e., large van or pickup)
- [ ] Recreational vehicle or camper
- [ ] Motorcycle

Background

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

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

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

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

- [ ] Manufacturing or Construction
- [ ] Transportation or Storage or Communications / Utilities
- [ ] Wholesale / Retail
- [ ] Finance / Insurance / Real Estate
- [ ] Business services
- [ ] Educational services
- [ ] Health / Social services
- [ ] Accommodation, Food and beverage service
- [ ] Agricultural / related services
- [ ] Fishing / Trapping
- [ ] Logging / Forestry
- [ ] Mining / Quarrying / Oil well
- [ ] Other

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

- [ ] Self employed
- [ ] Employed by another organization or individual
- [ ] Municipal or local government / agency
- [ ] Provincial government / agency
- [ ] 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?

- [ ] Under $20,000
- [ ] $20,000 to $39,999
- [ ] $40,000 to $59,999
- [ ] $60,000 to $79,999
- [ ] $80,000 to $99,999
- [ ] $100,000 to $119,999
- [ ] $120,000 or over

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 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: [https://www.mustelgroup.com/privacy_policy.php](https://www.mustelgroup.com/privacy_policy.php)

Before arriving at terminal

Usefulness of BC Ferries Web site

Usefulness of BC Ferries phone service

Ease of using automated phone system

Highway signage

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
- [ ] Not Used / Not Applicable

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**
  - Outside appearance of the terminal you left from
  - **Likelihood to use this service again**

- **Ticket purchase**
  - Efficiency of the transaction

- **Food and beverage services at the terminal (before boarding)**
  - **Value for money**

- **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

- **Comfort of seating in pre-boarding lounge at terminal**
- **Cleanliness of seating in pre-boarding lounge at terminal**

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

- **Outside decks**
  - **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

#### 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**

---

Q7. Did you encounter any problem, difficulty or concern related to ferry service before or during your trip today?

- [ ] No
- [ ] Yes, before arriving at the terminal
- [ ] Yes, at the terminal
- [ ] Yes, onboard the ferry

Q7b. If Yes in Q7a, please explain

---

Q7c. If you did request assistance from BC Ferries’ staff to resolve this?

- [ ] No
- [ ] Continue on to Q7d

Q7d. If you did use this service, 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

- **Before boarding**
  - at the terminal, food service area or news stand
  - onboard the ferry
  - other

**Gift shop / news-stand onboard**

**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.*

---

Please turn over