

Suggestions

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

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

Transportation to and from the Terminal

Please answer the following questions thinking 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 <input type="checkbox"/> Dropped off by friend or relative | 6 <input type="checkbox"/> Walked |
| 2 <input type="checkbox"/> Drove to terminal and parked at or near the terminal | 7 <input type="checkbox"/> Taxi |
| 3 <input type="checkbox"/> Bicycle | 8 <input type="checkbox"/> Hitchhiked |
| 4 <input type="checkbox"/> BC Transit bus / TransLink bus / local city bus | 9 <input type="checkbox"/> Charter bus / school bus |
| 5 <input type="checkbox"/> Non-charter bus (e.g. PCL, Greyhound, Laidlaw, etc.) | 10 <input type="checkbox"/> Other |

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

- | | |
|---|---|
| 1 <input type="checkbox"/> Picked up by friend or relative | 6 <input type="checkbox"/> Walk |
| 2 <input type="checkbox"/> Used vehicle that I parked at or near the terminal | 7 <input type="checkbox"/> Taxi |
| 3 <input type="checkbox"/> Bicycle | 8 <input type="checkbox"/> Hitchhike |
| 4 <input type="checkbox"/> BC Transit bus / TransLink bus / local city bus | 9 <input type="checkbox"/> Charter bus / school bus |
| 5 <input type="checkbox"/> Non-charter bus (e.g. PCL, Greyhound, Laidlaw, etc.) | 10 <input type="checkbox"/> 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 <input type="checkbox"/> Car | 5 <input type="checkbox"/> Semi |
| 2 <input type="checkbox"/> Van or pickup or SUV (up to 7 feet high / wide) | 6 <input type="checkbox"/> Commercial vehicle (over 5,500 kg or 6 tons) other than a semi |
| 3 <input type="checkbox"/> Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons; i.e., large van or pickup) | 7 <input type="checkbox"/> Motorcycle |
| 4 <input type="checkbox"/> Recreational vehicle or camper | |

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

- | | |
|---|-----------------------------|
| 1 <input type="checkbox"/> Executive / Managerial | } Continue with Q16. |
| 2 <input type="checkbox"/> Professional | |
| 3 <input type="checkbox"/> Sales / Supervisory | |
| 4 <input type="checkbox"/> Clerical | |
| 5 <input type="checkbox"/> Craftsperson / Tradesperson | |
| 6 <input type="checkbox"/> Manufacturing / Processing / Industrial worker | |
| 7 <input type="checkbox"/> Labourer, Shop Assistant, etc. | |
| 8 <input type="checkbox"/> Not employed | } Skip to Q18. |
| 9 <input type="checkbox"/> Retired | |
| 10 <input type="checkbox"/> Homemaker | |
| 11 <input type="checkbox"/> Student | |

← Did you answer Q4 to Q9?

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

- | | |
|---|---|
| 1 <input type="checkbox"/> Manufacturing or Construction | 7 <input type="checkbox"/> Health / Social services |
| 2 <input type="checkbox"/> Transportation / Storage or Communications / Utilities | 8 <input type="checkbox"/> Accommodation, Food and beverage service |
| 3 <input type="checkbox"/> Wholesale / Retail | 9 <input type="checkbox"/> Agricultural / related services |
| 4 <input type="checkbox"/> Finance / Insurance / Real Estate | 10 <input type="checkbox"/> Fishing / Trapping |
| 5 <input type="checkbox"/> Business services | 11 <input type="checkbox"/> Logging / Forestry |
| 6 <input type="checkbox"/> Educational services | 12 <input type="checkbox"/> Mining / Quarrying / Oil well |
| | 13 <input type="checkbox"/> Other |

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

- | | |
|---|---|
| Private sector: | Public sector: |
| 1 <input type="checkbox"/> Self employed | 3 <input type="checkbox"/> Municipal or local government / agency |
| 2 <input type="checkbox"/> Employed by another organization or individual | 4 <input type="checkbox"/> Provincial government / agency |
| | 5 <input type="checkbox"/> 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? State in Canadian dollars (CDN): (\$1.00 US = \$1.10 CDN approx.)

- | | |
|---|---|
| 1 <input type="checkbox"/> Under \$20,000 | 5 <input type="checkbox"/> \$80,000 to \$99,999 |
| 2 <input type="checkbox"/> \$20,000 to \$39,999 | 6 <input type="checkbox"/> \$100,000 to \$119,999 |
| 3 <input type="checkbox"/> \$40,000 to \$59,999 | 7 <input type="checkbox"/> \$120,000 or over |
| 4 <input type="checkbox"/> \$60,000 to \$79,999 | |

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

Q.20 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.

- 1 Yes, BC Ferries may contact me at some time in the future, for the purpose of research. **(Please fill in your contact information below.)**

Phone number: _____
AREA CODE PHONE NUMBER

Email: _____@_____.

Fax: _____
AREA CODE PHONE NUMBER

First name: _____ Mailing address: _____

- 2 No, please do not pass my contact information to BC Ferries.

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

Please 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.



May 31st, 2007

Dear Passenger,

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important to BC Ferries. We are delighted that you are participating in this important study to 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 be truly representative, we need responses from everyone who agrees to participate. The independent 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. If you have any questions about the survey, please do not hesitate to contact Evi Mustel at Mustel Group (PH 866-742-2240) or Wayne Kondruk, Market Research Coordinator at BC Ferries (PH 250-978-1419). Your opinions are important to us, and essential to improving service on BC Ferries.

Thank you, again, for your help.

Sincerely,

Geoff Dickson
Vice President
Marketing & Retail Services

BC Ferries Customer Satisfaction Survey

Thinking only of the sailing on which you received this questionnaire, please answer all sections applicable to you. Thank you very much.

Satisfaction Ratings

Overall satisfaction

Q1. How satisfied or dissatisfied were you, overall, with your recent experience travelling with BC Ferries? (i.e. the sailing on which you received this questionnaire.)

- | | | | | |
|----------------------------|----------------------------|------------------------------------|----------------------------|----------------------------|
| Very satisfied | Satisfied | Neither satisfied nor dissatisfied | Dissatisfied | Very dissatisfied |
| 5 <input type="checkbox"/> | 4 <input type="checkbox"/> | 3 <input type="checkbox"/> | 2 <input type="checkbox"/> | 1 <input type="checkbox"/> |

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	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Usefulness of BC Ferries Web site	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ease of using on-line reservations	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Usefulness of BC Ferries phone service	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ease of using automated phone system	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Highway signage	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

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

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Your overall experience at the terminal before boarding	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Outside appearance of the terminal you left from	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ticket purchase						
Efficiency of the transaction	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Staff courtesy	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Clarity of staff directions	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
(if applicable) Food and beverage services at the terminal						
Food / beverages offered	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Value for money	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
(if applicable) INDOOR Gift shop / news stand/ kiosks at the terminal						
Variety / selection of merchandise	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Value for money	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
(if applicable) OUTDOOR Market area at the terminal						
Variety / selection of merchandise	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Value for money	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Other terminal services

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Clarity of public address system	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Announcements when you need to be informed	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Overall look & décor inside the terminal you left from (if applicable)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Usefulness of TV info screens (if applicable)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Availability of washrooms	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Cleanliness of washrooms	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Procedures for loading	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Professionalism of terminal staff	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Vehicle drivers / vehicle passengers skip to Q4.

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

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Availability of parking spaces	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Parking value for money	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ease of using passenger drop-off / pick-up area	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Availability of seating in pre-boarding lounge at terminal	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Comfort of seating in pre-boarding lounge at terminal	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Cleanliness of pre-boarding lounge	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

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

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Your overall experience onboard the ferry	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Please open folder to "Q4 cont'd"

Q4. cont'd

Gift shop / News stand

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Variety / selection of merchandise	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Staff courtesy	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ease of moving around inside shop	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Value for money	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Food services

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Length of time in line for food service	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Food / beverages offered	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Staff courtesy	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Availability of seating	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Comfort of seating	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Cleanliness of seating area	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Value for money	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Washrooms

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Availability of washrooms	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Cleanliness of washrooms	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Lounge Seating

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Comfort of indoor lounge seating	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Cleanliness of indoor lounge seating area	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Other onboard facilities / services

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Play area for children	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Video arcade	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Work stations	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Outside decks	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Outside appearance of the vessel overall	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Availability of tourist and travel information	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ease of access, overall, for people with disabilities	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ease of finding facilities / services	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Clarity of public address system	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Announcements when you need to be informed	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Atmosphere / environment	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Procedures for unloading	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Professionalism of onboard staff	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

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

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Earliest ferry early enough	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Latest ferry late enough	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ferry sailings frequent enough	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ability to get onto desired sailing	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ability to connect with other sailings	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Ferry departing on time	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Safety

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Safety of ferry operations	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>
Safety of loading / unloading	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

OVERALL VALUE

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Used/Not Applicable
Value for money of fares	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="radio"/>

Q6a. Are you aware that in April 2003 BC Ferries changed from a crown corporation to an independent regulated company?

- 1 Yes
- 2 No

Q6b. Since this change, would you say now the service at BC Ferries, overall, is . . .

- 1 Much better
- 2 Somewhat better
- 3 The same as before
- 4 Somewhat worse
- 5 Much worse
- 6 No Opinion / Don't know

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

- 1 No → **SKIP TO Q8**
- 2 Yes, before arriving at the terminal
- 3 Yes, at the terminal
- 4 Yes, onboard 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 Q8**
- 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?

Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>

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	Used none of these
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	5 <input type="checkbox"/>

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 indicate in Canadian dollars (CDN)

Please include all purchases that you paid for before taxes. Do not include any purchases that someone else paid for you. (\$1.00 US = \$1.10 CDN approx.)

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

TOTAL for this trip \$ **CDN**

Please turn over