Dear Ferry Traveller,

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important.

Please answer the following questions thinking only of the sailing on which you received this questionnaire.

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. Charter bus / school bus
6. Non-charter bus (e.g. PCL, Greyhound, Leedaw, etc.)
7. 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. Charter bus / school bus
6. Non-charter bus (e.g. PCL, Greyhound, Leedaw, etc.)
7. Other

Foot Passengers skip to Q15.


1. Car
2. Van or pickup or SUV (up to 7 feet high / wide)
3. Commercial vehicle (over 5,500 kg or 6 tons)
4. Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons inc., large van or pickup)
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

Skip to Q18.

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

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

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

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

Public sector:
3. Municipal or local government / agency
4. Provincial government / agency
5. Federal government / agency

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

1. Under $20,000
2. $20,000 to $39,999
3. $40,000 to $59,999
4. $60,000 to $79,999
5. $80,000 to $99,999
6. $100,000 to $119,999
7. $120,000 or over

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?

Postal code: _____________________

Q19. Postal code: ____________

Q20. Zip code: __________________

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.

Satisfaction Ratings

Overall satisfaction

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

Very satisfied
Satisfied
Neither satisfied nor dissatisfied
Dissatisfied
Very dissatisfied

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

Before arriving at terminal

Ease of using automated phone system

Ease of using on-line reservations

Ease of using BC Ferries phone service

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.

Sincerely,

Bob Anderson
Director, Corporate Marketing

BC Ferries Customer Satisfaction Survey

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

November 25, 2009

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.

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
- Ticket purchase
- Efficiency of the transaction
- Staff courtesy
- Clarity of staff directions

#### Food and Beverage Services at the Terminal
- Food / beverages offered
- Variety / selection of merchandise
- Value for money

#### INDOOR Gift shop / newsstand / kiosk at the terminal
- Variety / selection of merchandise
- Value for money

#### 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 & décor inside the terminal you left from (if applicable)
- Usefulness of TV monitors (if applicable)
- Availability of washrooms
- Cleanliness of washrooms
- Procedures for loading
- Professionalism of terminal staff

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

#### Food Passengers ONLY (i.e., Walk-on bus / bicycle)
- Availability of parking spaces
- Parking value for money
- Ease of using passenger drop-off / pick-up area

#### Availability of seating in pre-boarding lounge at terminal
- Comfort of seating in pre-boarding lounge at terminal
- Cleanliness of pre-boarding lounge

### Toddler Passengers

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

<table>
<thead>
<tr>
<th>Q4. cont'd</th>
<th>Gift shop / News stand</th>
<th>Food services</th>
<th>Food / beverages offered</th>
<th>Comfort of seating</th>
<th>Cleanliness of seating area</th>
<th>Value for money</th>
<th>Washrooms</th>
<th>Availability of washrooms</th>
<th>Comfort of indoor lounge seating</th>
<th>Cleanliness of indoor lounge seating area</th>
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<tr>
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<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>3</td>
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<td>1</td>
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<tr>
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<td>3</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<td>5</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>3</td>
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<td>1</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>5</td>
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<td>2</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

Q5. How satisfied or dissatisfied were you with each of the following? If you did not use this service, please check the "Not Used / Not Applicable" box on the right.

#### Experience with the Sailing schedule
- Earliest ferry early enough
- Latest ferry late enough
- Ferry sailings frequent enough
- Ability to get onto desired sailing
- Ability to connect with other sailings
- Ferry departing on time

#### Safety
- Safety of ferry operations
- Safety of loading / unloading

#### OVERALL VALUE
- Value for money of fares

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

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

- Much better
- Somewhat better
- The same as before
- Somewhat worse
- Much worse
- No Opinion / Don't know

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

#### Q7b. If Yes in Q7a, please explain.

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

#### Expenditures and Services

Q9. Not including the cost of the fare for your ferry trip, what is the approximate amount you personally spent for yourself, and for any other members of your party, at the following facilities today?

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

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

#### TOTAL for this trip

Please turn over