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

Spirit of Vancouver Island ......................... 12
Bowen Queen ............................................... 13
Skeena Queen .......................................... 15
Powell River Queen ................................... 16
Spirit of British Columbia ........................ 17
Mayne Queen ........................................... 18
Coastal Renaissance .................................. 21
Coastal Inspiration ................................... 22
Coastal Celebration .................................. 23

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

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  4  □ Outer Deck
2  □ Snack Bar  5  □ Vehicle Deck
3  □ Lounge / Corridor Area  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 with a bicycle, please consider yourself a foot passenger.)

1  □ VEHICLE PASSENGER (INCLUDING DRIVER)
2  □ FOOT PASSENGER (INCLUDING BUS PASSENGERS AND BICYCLISTS)
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?   □    GO TO Q88b
   2 □ No → CONTINUE TO B8a

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

B17a. Are you aware that BC Ferries has a vacations website?
   1 □ Yes → B17b. Have you accessed the vacations website in the last six months?  1 □ Yes   2 □ No
   2 □ No

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

   Email:  _______________________________________________@___________________________________________
   Phone:  ___________________ ___________ ___________ ___________ ___________ ___________ ___________ ___________
   □ 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.
Q16. Which of the following best describes the industry in which you are employed? Check only one

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

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

1. Self employed 3. Municipal or local government / agency
2. Employed by another organization or individual 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 5. $80,000 to $99,999
2. $20,000 to $39,999 6. $100,000 to $119,999
3. $40,000 to $59,999 7. $120,000 or over
4. $60,000 to $79,999

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 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

Phone number: ____________________________

Email: ____________________________

Fax: ____________________________

Name: ____________________________

Phone number: ____________________________

Area Code: ___ ___ ___ Phone Number: ___ ___ ___

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

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

### Terminal Overall

<table>
<thead>
<tr>
<th>Service</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 at the terminal before boarding</td>
<td></td>
<td></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>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Q4. cont’d**

### Gift Shop / Newsstand

<table>
<thead>
<tr>
<th>Service</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>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Food Services

<table>
<thead>
<tr>
<th>Service</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>Length of time in line for food service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food / beverages offered</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comfort of seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of seating area</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>

### Washrooms

<table>
<thead>
<tr>
<th>Service</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></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>
</tbody>
</table>

### Lounge Seating

<table>
<thead>
<tr>
<th>Service</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>Comfort of indoor lounge seating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comfort of indoor lounge seating area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Other onboard facilities / services

<table>
<thead>
<tr>
<th>Service</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>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

- [ ] Yes
- [ ] No

**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?

- [ ] No
- [ ] Skip to Q8
- [ ] Yes, at the terminal
- [ ] Yes, onboard the ferry

**Q7b.** If Yes in Q7a, please explain __________________________

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

- [ ] No
- [ ] Skip to Q8
- [ ] 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?

<table>
<thead>
<tr>
<th>Service</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>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service</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>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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?

<table>
<thead>
<tr>
<th>Service</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>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Expenditures and Services**

<table>
<thead>
<tr>
<th>Service</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>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Q9. cont’d**

<table>
<thead>
<tr>
<th>Service</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>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL for this trip**

<table>
<thead>
<tr>
<th>Service</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>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please turn over
Transportation to and from the Terminal

Please answer the following questions thinking about 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, Laidlaw, etc.)
6. Charter bus / school bus
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, Laidlaw, etc.)
7. 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. Overweight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons; i.e., large van or pickup)
4. Recreational vehicle or camper

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

1. Executive / Managerial
2. Sales / Supervisory
3. Clerical
4. Craftsperson / Tradesperson
5. Manufacturing / Processing / Industrial worker
6. Labourer, Shop Assistant, etc.
7. Not employed
8. Retired
9. Homemaker
10. 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: __________________________

COMPLETE 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? 

Check only one

1. Yes
2. No
3. Neither satisfied nor dissatisfied
4. Very satisfied
5. Satisfied
6. Neither satisfied nor dissatisfied
7. Dissatisfied
8. Very dissatisfied
9. Not applicable

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

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 one only

1. Executive / Managerial
2. Sales / Supervisory
3. Clerical
4. Craftsperson / Tradesperson
5. Manufacturing / Processing / Industrial worker
6. Labourer, Shop Assistant, etc.
7. Not employed
8. Retired
9. Homemaker
10. 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

Phone number: __________________________

Email: __________________________

Fax: __________________________

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.

Did you answer Q4 to Q11? 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

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

Foot 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

Vehicle drivers / vehicle passengers skip to Q4.

Onboard: All Passengers

ONBOARD OVERALL

Your overall experience on the ferry

Washrooms

Availability of washrooms

Cleanliness of washrooms

Lounge Seating

Comfort of indoor lounge seating

Cleanliness of indoor lounge seating area

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.

Other onboard facilities / services

Outside decks

Outside appearance of the vessel overall

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

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

Q4. cont’d

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.

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

Yes

No

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?

Yes

No

Q7b. If Yes in Q7a, please explain.

Q7c. If you are not satisfied, please explain.

Q7d. If Yes in Q7c, how satisfied or dissatisfied were you with the assistance you received?

Satisfied

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.

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

$ ___________

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

Please be specific.

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

Please open folder to “Q4 cont’d” 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, Laidlaw, etc.)
6. Charter bus / school bus
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. Non-charter bus (e.g. PCL, Greyhound, Laidlaw, etc.)
6. Charter bus / school bus
7. 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 SUN (up to 7 feet high / wide)
3. Overweight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons; i.e., large van or pickup)
4. Recreational vehicle or camper
5. Commercial vehicle (over 5,500 kg or 6 tons; i.e., large van or pickup)
6. Motorcycle
7. Motorhome
8. Semi

Background

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

Q15. Which of the following best describes your current occupation grouping?

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?

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

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, including contact information, 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: __________________________

Phone number: __________________________

Email: __________________________

Fax: __________________________

Mailing address: __________________________

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.
Q. 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.

### Terminal Overall

- **Your overall experience at the terminal before boarding**
  - Outside appearance of the terminal you left from
  - Efficiency of the transaction
  - Staff courtesy
  - Clarity of staff directions

- **Food and beverage services at the terminal**
  - Food / Beverages offered
  - Value for money

- **Gift shop / news stand / kiosks at the terminal**
  - Value for money

- **Outdoor market area at the terminal**
  - Variety / selection of merchandise
  - Value for money

### Other Terminal Services

- **Value for money**
- **Cleanliness of the indoor lounge seating**
- **Value of fares**

### Vehicle Users / Vehicle passengers skip to Q4.

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Neither Satisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall experience at the terminal before boarding</td>
<td>$</td>
<td>$</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>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Efficiency of the transaction</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Staff courtesy</td>
<td>$</td>
<td>$</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>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Food / Beverages offered</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>Gift shop / news stand / kiosks at the terminal</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>Outdoor market area at the terminal</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>
</tbody>
</table>

### Q4. cont'd

- **Lounge Seating**
  - Comfort of indoor lounge seating
  - Cleanliness of indoor lounge seating area

- **Other onboard facilities / services**
  - Outside decks
  - Outside appearance of the vessel overall
  - 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

- **Value for money**

### Vehicle Drivers / Vehicle passengers skip to Q4.

- **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**

### Q4. cont'd

- **Lounge Seating**
  - Comfort of indoor lounge seating
  - Cleanliness of indoor lounge seating area

### Other onboard facilities / services

- **Outside decks**
- **Outside appearance of the vessel overall**
- **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**

- **Value for money**

### 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? (Yes or No)

- **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?

- **No**
  - **Yes**
    - Before arriving at the terminal
    - At the terminal
    - Onboard the ferry

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

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

- **No**
  - **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**

### Expenditures and Services

- **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 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.**