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

   Nanaimo Duke Point → Tsawwassen ........................................ 30a
   Tsawwassen → Nanaimo Duke Point .......................... 30b
   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:

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Cafeteria</td>
<td>□ Snack Bar</td>
<td>□ Lounge / Corridor Area</td>
<td>□ Outer Deck</td>
<td>□ Vehicle Deck</td>
<td>□ Other (specify) __________________________</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Business</th>
<th>Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Business trip or on company business</td>
<td>□ Required personal travel (e.g., doctor’s appt, moving, funeral, etc)</td>
</tr>
<tr>
<td>□ Commuting to or from work</td>
<td>□ Shopping</td>
</tr>
<tr>
<td>□ Hauling freight or operating a commercial vehicle</td>
<td>□ Visiting friends / relatives</td>
</tr>
<tr>
<td>□ Attending school, college or course</td>
<td>□ Vacation / getaway / recreation</td>
</tr>
</tbody>
</table>

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.)

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ VEHICLE PASSENGER (INCLUDING DRIVER)</td>
<td>□ FOOT PASSENGER (INCLUDING BUS PASSENGERS AND BICYCLISTS)</td>
</tr>
</tbody>
</table>
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?     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

B17b. Have you accessed the vacations website in the last six months?  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: ___________________________ -- ____________________________
   AREA CODE __________ 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.
Q10. Are there any facilities or services that you were not able to find on board 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 only

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, Lastaf, etc.)
6. Charter bus / school bus
7. Walked
8. Hitchhiked
9. 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, Lastaf, etc.)
6. Charter bus / school bus
7. Walked
8. Hitchhiked
9. 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 / video)
3. Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,100 kg or 6 tons, i.e., large van or pickup)
4. Commercial vehicle (over 5,300 kg or 6 tons or other than a semi truck)
5. Semi
6. Other

Q15. Your responses to these questions will help us group similar answers together.

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 only one

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

Public sector:
1. Municipal or local government / agency
2. Provincial government / agency
3. 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?

Check only one

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

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 to contact you for a future survey?

Check only one

1. Yes, please
2. No, thank you

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important to BC Ferries, so we are delighted that you are participating in this important study. By your ratings and comments, please let us know what things we are doing well and what things need further attention.

Your answers will be held in strict confidence and will be combined with those of other passengers. In order for overall results to be truly representative, we need responses from everyone who agrees to participate, so please be sure to complete all parts of the survey. The professional BC research firm of Mustel Group has been commissioned to receive your responses and prepare the results.

Please mail your completed survey in the enclosed pre-paid return envelope to Mustel Group in the next one or two days. If you have any questions about the survey, please do not hesitate to contact BC Ferries, so we are delighted that you are participating in this important study. By your ratings and comments, please let us know what things we are doing well and what things need further attention.

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.

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

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 provide 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
Clarity of staff directions
Food / beverages offered
Value for money

(if applicable) Food and beverage services at the terminal
Food / beverages offered
Value for money

(if applicable) INDOOR Gift shop / news stand / looks 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
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.

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

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 OVERALL

Your overall experience onboard the ferry

Please open folder to "Q4 cont'd"

Q4. cont'd

Gift shop / News stand
Variety / selection of merchandise
Staff courtesy
Ease of moving around inside shop
Value for money

Food services
Length of time in line for food service
Food / beverages offered
Staff courtesy
Availability of seating
Comfort of seating
Cleanliness of seating area
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
Video arcade
Work stations
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

Experiences 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)
Q16. Background

Foot Passengers skip to Q15.

Q12. Vehicle drivers / vehicle passengers skip to Q14.

Q13. 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) Bicycled
4) BC Transit bus / TransLink bus / local city bus
5) Non-charter bus (e.g. PCL, Greyhound, Ladak, etc.)
6) Walked
7) Taxi
8) Hitchhiked
9) Charter bus / school bus
10) Other

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

1) Picked up by friend or relative
2) Used vehicle that I parked at or near the terminal
3) Bicycled
4) BC Transit bus / TransLink bus / local city bus
5) Non-charter bus (e.g. PCL, Greyhound, Ladak, etc.)
6) Walked
7) Taxi
8) Hitchhiked
9) Charter bus / school bus
10) Other

Foot Passengers skip to Q15.

Q14. Vehicle drivers / vehicle passengers ONLY. What kind of vehicle did you travel in for the sailing on which you received this questionnaire? Check only one

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

LAST QUESTION

BC Ferries conducts a variety of different surveys from time to time. Would it be okay for BC Ferries, or their appointed research firm, to contact you for a future survey?

If so, please fill in your contact information below.

Note that only the contact information provided below would be passed on to BC Ferries. All responses and data from this survey are strictly confidential, and are separated from the contact information before being reported. The actual surveys remain with Mustel Group for six months after which they are destroyed.

Mustel Group is a Gold Seal certified member of the Marketing Research and Intelligence Association (MRIA) and in full compliance with the Personal Information Protection and Electronic Documents Acts (PIPEDA). Overview of the Mustel Group Privacy Policy can be found here: http://www.mustelgroup.com/privacy_policy.php

Please mail your completed survey in the enclosed prepaid 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 Ev Astel at Mustel Group (PH 866-742-2265) or Jackee Kasandy, Marketing Manager at BC Ferries (PH 604-204-2228). Your opinions are important to us, and essential to improving service on BC Ferries.

Thank you, again, for your help.

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

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

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

Before arriving at terminal

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

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

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

ROUTE 4
### Q3. Experience at the Terminal: All Passengers

#### TERMINAL OVERALL

<table>
<thead>
<tr>
<th>Your overall experience at the terminal before boarding</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside appearance of the terminal you left from</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ticket purchase</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efficiency of the transaction</td>
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</tr>
<tr>
<td>Clarity of staff directions</td>
<td></td>
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</tr>
<tr>
<td>Food and beverage services at the terminal (before boarding, if applicable)</td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Food / beverages offered</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Gift shop / newsstand / kiosks at the terminal (before boarding, if applicable)</td>
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<tr>
<td>Variety / selection of merchandise</td>
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<tr>
<td>Value for money</td>
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<tr>
<td>Outdoor market area at the terminal (before boarding, if applicable)</td>
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<tr>
<td>Variety / selection of merchandise</td>
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<tr>
<td>Value for money</td>
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<tr>
<td>Other terminal services</td>
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<tr>
<td>Clarity of public address system</td>
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<tr>
<td>Announcements when you need to be informed</td>
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</tr>
<tr>
<td>Overall look &amp; décor inside the terminal you left from</td>
<td></td>
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<tr>
<td>Usefulness of TV info screens (if applicable)</td>
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<tr>
<td>Availability of washrooms</td>
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<tr>
<td>Cleanliness of washrooms</td>
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<tr>
<td>Procedures for loading</td>
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<tr>
<td>Professionalism of terminal staff</td>
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</tbody>
</table>

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

### Q4. Experience on Board: All Passengers

#### ONBOARD OVERALL

<table>
<thead>
<tr>
<th>Your overall experience onboard the ferry</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washrooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
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</tr>
</tbody>
</table>

**Please open folder to "Q4 cont'd"**

### Q4. cont'd

#### Lounge Seating

<table>
<thead>
<tr>
<th>Comfort of indoor lounge seating</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness of indoor lounge seating area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Other onboard facilities / services

<table>
<thead>
<tr>
<th>Outside decks</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside appearance of the vessel overall</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>
</tr>
<tr>
<td>Ease of access, overall, for people with disabilities</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Ease of finding facilities / services</td>
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<tr>
<td>Clarity of public address system</td>
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<tr>
<td>Announcements when you need to be informed</td>
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</tr>
<tr>
<td>Atmosphere / environment</td>
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<tr>
<td>Procedures for unloading</td>
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<tr>
<td>Professionalism of onboard staff</td>
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</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

### Q6. Safety

- Safety of ferry operations
- Safety of loading / unloading

#### 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>
</tr>
</thead>
</table>

### Q7. Expenditures and Services

**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
- [ ] Yes, at the terminal
- [ ] Yes, on board the ferry

**CONTINUE ON TO Q7b**

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

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

- [ ] 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?**

<table>
<thead>
<tr>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
</table>

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

### 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)
- Video arcade onboard (if applicable)

**TOTAL for this trip $**

### Suggestions

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

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

Foot Passengers skip to Q15.

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. Other

Vehicle drivers / vehicle passengers ONLY skip to Q14.

Q14. Vehicle drivers / vehicle passengers ONLY: What kind of vehicle did you travel in for the sailing on which you received this questionnaire? Check only one

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

Continue with Q16.

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 / 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

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.

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: _____________________________

Sincerely,

Janet Carson
Vice President, Marketing and Travel Services
BC Ferries Service 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

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
Not satisfied or dissatisfied
Very dissatisfied

Satisfied
Not satisfied
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
Ease of using on-line reservations
Usefulness of BC Ferries phone service
Ease of using automated phone system
Highway signage

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

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

**Value for money of fares**

Q4. cont’d

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

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
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
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
Yes

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

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

**Suggestions**

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 be specific.