BC Ferries Customer Satisfaction Tracking Survey – SAILING HEADER

SECTION A: CLASSIFICATION DATA (to be completed prior to interview)

A1. DATE: ____ / ____ / ________

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

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

**FOR ROUTES 5 / 5A / 9 ONLY↓**
What time did you walk/drive onto the ferry? 1 □ 5:15 – 11:59 2 □ 12:00 – 16:59 3 □ 17:00 – 23:59

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

**IF “Going home”, ASK: What activity are you returning from?**

- Personal
  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
  5. Required personal travel (e.g., doctor’s appointment, moving, funeral, etc)
  6. Shopping
  7. Visiting friends / relatives
  8. Vacation / getaway / recreation
  9. Attending special event / entertainment
  10. Other (specify) ________________________________

**FOR ROUTES 2 AND 30 ONLY↓**
B1a. What is the **main** reason you chose to take this ferry today to get to (READ AS PER SAILING DIRECTION: Vancouver Island / Metro Vancouver) as opposed to a ferry from another terminal?

**IF NECESSARY, READ ACCORDING TO ROUTE AND SAILING DIRECTION:**

Rte 2 IF HORSESHOE BAY ➔ DEPARTURE BAY: Tsawwassen to Duke Point or Tsawwassen to Swartz Bay?
  - IF DEPARTURE BAY ➔ HORSESHOE BAY: Duke Point to Tsawwassen or Swartz Bay to Tsawwassen?

Rte 30 IF TSA ➔ DUKE POINT: Horseshoe Bay to Departure Bay in Nanaimo or Tsawwassen to Swartz Bay?
  - IF DUKE POINT ➔ TSA: Swartz Bay to Tsawwassen or Departure Bay in Nanaimo to Horseshoe Bay?

1. TERMINAL CLOSEST TO WHERE STARTED TRIP
2. ARRIVAL TERMINAL IS CLOSEST TO DESTINATION
3. LENGTH OF SAILING DURATION (Rte 30 ~ 2hrs & Rte 2 ~1hr 40min)
4. FREQUENCY OF SAILINGS FROM DEPARTING TERMINAL
5. FERRY SPACE AVAILABILITY/OTHER FERRY FULL
6. PREFERRED/RECOMMENDED DRIVING ROUTE
7. MAKING A CONNECTION ➔ (ex. TO PUBLIC TRANSIT, HWY, PASSENGER PICK-UP, ETC)

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? □ 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

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: ___________________________ ______ ______ ______ -- ______ ______ ______
   □ REFUSED
   AREA CODE    PHONE NUMBER

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 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. Charter bus / school bus
7. 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. Charter bus / school bus
7. Other

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

Check only one

1. Car
2. Van or pickup truck (up to 7 feet high / wide)
3. Overheight / overweight vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons; i.e., large van or pickup)
4. Motorcycle
5. Commercial vehicle (over 5,500 kg or 6 tons)
6. Recreational vehicle or camper

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 Phil Gibbons at Mustel Group (1-866-733-4213) or Rosa Marinelli, Marketing Manager at BC Ferries (1-604-204-2228). Your opinions are important to us, and essential to improving service on BC Ferries.

Thank you, again, for your help.

Sincerely,

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

BC Ferries Customer Satisfaction Survey

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

Satisfaction Ratings

Overall satisfaction

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

Please open folder to Q3

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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.

### At the Terminal: All Passengers

<table>
<thead>
<tr>
<th>Service Description</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><strong>TERMINAL OVERALL</strong></td>
<td></td>
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<tr>
<td>Overall experience at the terminal before boarding</td>
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<tr>
<td>Outside appearance of the terminal you left from</td>
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<tr>
<td>Ticket purchase</td>
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<tr>
<td>Efficiency of the transaction</td>
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<tr>
<td>Clarity of staff directions</td>
<td></td>
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<tr>
<td><em>(if applicable)</em> Food and beverage services at the terminal</td>
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<tr>
<td>Food / beverages offered</td>
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<tr>
<td>Value for money</td>
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<tr>
<td><strong>Outside appearance of the terminal you did not use this service, please check</strong></td>
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<tr>
<td><em>(if applicable)</em> Food and beverage services at the terminal</td>
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<tr>
<td>Outside appearance of the vessel you did not use</td>
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<tr>
<td><strong>Other terminal services</strong></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>
<td>Overall look &amp; decor inside the terminal you left from</td>
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<td><em>(if applicable)</em> Usability of TV info screens <em>(if applicable)</em></td>
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<tr>
<td><em>(if applicable)</em> Availability of washrooms</td>
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<tr>
<td><em>(if applicable)</em> Cleanliness of washrooms</td>
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<td><em>(if applicable)</em> Procedures for loading</td>
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<tr>
<td><em>(if applicable)</em> Professionalism of terminal staff</td>
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</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Not Used / Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of parking spaces</td>
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<tr>
<td>Parking value for money</td>
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<tr>
<td>Ease of using passenger drop-off / pick-up area</td>
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<tr>
<td><em>(if applicable)</em> Availability of seating in pre-boarding lounge at terminal</td>
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<tr>
<td><em>(if applicable)</em> Comfort of seating in pre-boarding lounge at terminal</td>
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<tr>
<td><em>(if applicable)</em> Cleanliness of pre-boarding lounge</td>
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</tbody>
</table>

### Q4. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check "Not Used / Not Applicable" on the right.

#### Onboard: All Passengers

<table>
<thead>
<tr>
<th>Service Description</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><strong>ONBOARD OVERALL</strong></td>
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<tr>
<td>Your overall experience onboard the ferry</td>
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</tr>
</tbody>
</table>

Please open folder to "Q4 cont'd"
Q12. Foot Passengers ONLY (i.e. Walk, 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. Walked
8. Hitchhike
9. Car (over 6 tons)
10. Commercial vehicle (over 5,500 kg)
11. Motorcycle
12. Minibus, Van or pickup truck (up to 7 feet high / wide)
13. Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons)
14. 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. Walked
8. Hitchhike
9. Car (over 6 tons)
10. Commercial vehicle (over 5,500 kg)
11. Motorcycle
12. Minibus, Van or pickup truck (up to 7 feet high / wide)
13. Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons)
14. Other

Q14. Vehicle drivers / vehicle passengers ONLY: What kind of vehicle did you travel in for the sailing on which you received this questionnaire? Check only one
1. Car
2. Van or pickup or SUV (up to 7 feet high / wide)
3. Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons)
4. Recreational vehicle or camper
5. Semi
6. Commercial vehicle (over 5,500 kg or 6 tons) other than a semi
7. Motorbike
8. Motorcycle
9. Minibus, Van or pickup truck (up to 7 feet high / wide)
10. Overheight / Overwidth vehicle (over 7 feet high / wide and less than 5,500 kg or 6 tons)

Q15. Which of the following best describes your current occupation grouping? Continue with Q16.
1. Executive / Managerial
2. Professional
3. Sales / Supervisory
4. Clerical
5. Craftsperson / Tradesperson
6. Manufacturing / Processing / Industrial worker
7. Labourer, Shop Assistant, etc.
8. Not employed
9. Retired
10. Homemaker
11. Student
12. Other

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?
1. Self employed
2. Employed by another organization or individual
3. Municipal or local government / agency
4. Provincial government / agency
5. Federal government / agency

Q18. Which of the following broad categories best describes the total combined annual income for the household you are in before taxes?
1. Under $20,000
2. $20,000 to $39,999
3. $40,000 to $59,999
4. $60,000 to $79,999
5. $80,000 to $99,999
6. $100,000 to $119,999
7. $120,000 or over

For classification purposes only could we have the first 3 digits of your Canadian postal code, or your zip code if you live in the USA?

Q19. Postal code: ________________________________________
Or
Q20. Zip code: ________________________________________

LAST QUESTION
BC Ferries conducts a variety of different surveys from time to time. Would it be okay for BC Ferries, 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 Mustel Group. All responses and data from this survey are strictly confidential, and are separated from the contact information before being reported. The actual surveys remain with Mustel Group for six months after which they are destroyed.

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

Phone number: ____________________________
AREA CODE _______ _______ _______
PHONE NUMBER _______ _______ _______

Email: ____________________________
AREA CODE _______ _______ _______
PHONE NUMBER _______ _______ _______

Fax: ____________________________
AREA CODE _______ _______ _______
PHONE NUMBER _______ _______ _______

First name: __________________ 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.

Thank you, again, for your help.

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

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

Satisfaction Ratings

Overall satisfaction
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
1 2 3 4 5

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

Before arriving at terminal

Usefulness of BC Ferries Web site

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied Not Used / Not Applicable
1 < 2 3 4 5 0

Usefulness of BC Ferries phone service

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied Not Used / Not Applicable
1 < 2 3 4 5 0

Usefulness of using automated phone system

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied Not Used / Not Applicable
1 < 2 3 4 5 0

Highway signage

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied Not Used / Not Applicable
1 < 2 3 4 5 0

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

<table>
<thead>
<tr>
<th>Terminal Overall</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your overall experience at the terminal before boarding</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Outside appearance of the terminal you left from</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Ticket purchase</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Efficiency of the transaction</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Staff courtesy</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Clarity of staff directions</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Food and beverage services at the terminal before boarding (if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Food / beverages offered</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Gift shop / newsstand / kiosks at the terminal (before boarding, if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Outdoor market area at the terminal (before boarding, if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Variety / selection of merchandise</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Other terminal services

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarity of public address system</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Overall look &amp; décor inside the terminal you left from (if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Usefulness of TV/Info screens (if applicable)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Procedures for loading &amp; unloading</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Professionalism of terminal staff</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Vehicle drivers / vehicle passengers skip to Q4.

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of parking spaces</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Parking value for money</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Ease of using passenger drop-off / pick-up area</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Availability of seating in pre-boarding lounge at terminal</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Comfort of seating in pre-boarding lounge</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Cleanliness of pre-boarding lounge</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Q4. Please rate how satisfied or dissatisfied you were with each of the following. If you did not use this service, please check "Not Used / Not Applicable" on the right.

<table>
<thead>
<tr>
<th>Onboard: All Passengers</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neither Satisfied nor Dissatisfied</th>
<th>Dissatisfied</th>
<th>Not Used/Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your overall experience onboard the ferry</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Washrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Availability of washrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Cleanliness of washrooms</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Please open folder to "Q4 cont’d"
Q.14. 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. Walked
7. Taxi
8. Hitchhiked
9. Charter bus / school bus
10. Other

Q.15. Foot Passengers skip to Q.16.

Q.16. Which of the following best describes the industry in which you are employed? Check only one
1. Manufacturing or Construction
2. Wholesale / Retail
3. Financial / Insurance / Real Estate
4. Business services
5. Educational services
6. Transportation / Storage or Communications / Utilities
7. Health / Social services
8. Accommodation, Food and beverage service
9. Agricultural / related services
10. Logging / Forestry
11. Fishing / Trapping
12. Mining / Quarrying / Oil well
13. Other

Q.17. Are you employed in the private sector or the public sector? Check only one
1. Self employed
2. Employed by another organization or individual
3. Municipal or local government / agency
4. Provincial government / agency
5. Federal government / agency

Q.18. Which of the following broad categories best describes the total combined annual income for the household you are in before taxes?
1. Under $20,000
2. $20,000 to $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?

Q.19. Postal code:

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.

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 Act (PIPEDA). Overview of the Mustel Group Privacy Policy can be found here: http://www.mustelgroup.com/privacy_policy.php

Phone number: _____________________________

AREA CODE __________________ PHONE NUMBER _____________

Email: _______________________

AREA CODE __________________ PHONE NUMBER _____________

Fax: ____________________________

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.

Did you answer Q4 to Q17? 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

#### Q4. cont’d

<table>
<thead>
<tr>
<th>Other onboard facilities / services</th>
<th>Very 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>Outside decks</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Outside appearance of the vessel overall</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Availability of tourist and travel information</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Ease of access, overall, for people with disabilities</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Ease of finding facilities / services</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Clarity of public address system</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Announcements when you need to be informed</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Atmosphere / environment</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Procedures for unloading</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Professionalism of onboard staff</td>
<td>S</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
</tbody>
</table>

Q4a. Are you aware that in April 2003 BC Ferries changed from a crown corporation to an independent regulated company?

- Yes
- No

Q4b. 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

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

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

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

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?

Please turn over