

What city or community did you leave from when you headed to the ferry terminal? [S4]

When you got off the ferry, which city or community were you headed to? [S5]

In which city or community do you live? [S6]

Were you a vehicle passenger or a foot passenger? If you boarded the ferry as a bus passenger or on bicycle, please consider yourself a foot passenger. [S7]

- 1

☐ Vehicle passenger (including driver)

2

☐ Foot passenger (including bus passengers and cyclists)

Did you book your sailing in advance (i.e., make a reservation)? [S13]

- 1

☐ Yes
- 2

☐ No

If “Yes”, how did you book?

- 6

☐ I called the BC Ferries Customer Service line
- 7

☐ I used the BC Ferries website
- 8

☐ I used the BC Ferries mobile app

If “No”, why did you not make a booking?

- 3

☐ I tried to make a booking but none were available
- 4

☐ I travelled on a non-bookable route
- 5

☐ I did not want to make a booking

IF FOOT PASSENGER: Were you on a bicycle? [S7a]

- 1

☐ Yes
- 2

☐ No

Were you travelling with a pet? [S8]

- 1

☐ Yes
- 2

☐ No

Were you travelling as part of an organized tour group? [S9]

- 1

☐ Yes → About how many people are in the tour group?
- 2

☐ No

How many people were you travelling with? [S10]

- ☐ I was travelling by myself

people were traveling with me

And how many of the people travelling with you were:

- 18 years, or older
- 5-17 years of age
- Younger than 5 years of age

What is your year of birth? [S11]

I identify as... [S12]

- 1

☐ Male
- 2

☐ Female
- 3

☐ Non-binary
- 4

☐ I prefer to self-describe:

Did you connect with another BC Ferries vessel? [S16]

- 1

☐ Yes
- 2

☐ No

Satisfaction with BC Ferries Services

Please rate how satisfied or dissatisfied you were with each of the following. [Q1]

If you did not use this service, please check “Not Used / Not Applicable” on the right.

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
Usefulness of BC Ferries website [1a]	☐	☐	☐	☐	☐	☐
Usefulness of BC Ferries mobile app [1f]	☐	☐	☐	☐	☐	☐
Ease of making a reservation [1b]	☐	☐	☐	☐	☐	☐
BC Ferries phone service [1c]	☐	☐	☐	☐	☐	☐
Ease of using / understanding sailing schedules [1d]	☐	☐	☐	☐	☐	☐
Effective communication of service updates and current conditions [1e]	☐	☐	☐	☐	☐	☐

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

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
At the terminal: All Passengers						
Wait time at terminal [2c]	☐	☐	☐	☐	☐	☐
Ticket Purchase						
Efficiency of the check in process [2d]	☐	☐	☐	☐	☐	☐
Electronic boarding pass [2q]	☐	☐	☐	☐	☐	☐
Clarity of staff directions [2f]	☐	☐	☐	☐	☐	☐
Staff customer service [2e]	☐	☐	☐	☐	☐	☐
Terminal Services						
Announcements when you needed to be informed [2g]	☐	☐	☐	☐	☐	☐
Usefulness of digital information screens at the terminal [2h]	☐	☐	☐	☐	☐	☐
Quality and variety of food/beverages/merchandise offered at the terminal [2j]	☐	☐	☐	☐	☐	☐
Washrooms [2k]	☐	☐	☐	☐	☐	☐
Procedure for loading [2l]	☐	☐	☐	☐	☐	☐
At the terminal: Foot Passengers (Foot Passengers ONLY, vehicle drivers / passengers skip to next question [Q3])						
Parking options at the terminal [2n]	☐	☐	☐	☐	☐	☐
Ease of using passenger pickup / drop off area [2o]	☐	☐	☐	☐	☐	☐
Self-serve kiosk (ticket purchase) [2r]	☐	☐	☐	☐	☐	☐
Pre-boarding lounge at terminal [2p]	☐	☐	☐	☐	☐	☐

How satisfied or dissatisfied were you with your overall experience at the terminal before boarding? [Q3]

- Very Dissatisfied

1

☐
- Dissatisfied

2

☐
- Neither Satisfied nor Dissatisfied

3

☐
- Satisfied

4

☐
- Very Satisfied

5

☐
- Not Used / Not Applicable

99

☐

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

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
Food Services						
Quality and variety of food / beverages offered [4a]	☐	☐	☐	☐	☐	☐
Value for money [4b]	☐	☐	☐	☐	☐	☐
Staff customer service [4c]	☐	☐	☐	☐	☐	☐
Onboard Facilities / Services						
Passages Store [4d]	☐	☐	☐	☐	☐	☐
Washrooms [4e]	☐	☐	☐	☐	☐	☐
Play area for children [4f]	☐	☐	☐	☐	☐	☐
Pet area [4g]	☐	☐	☐	☐	☐	☐
Outside decks [4i]	☐	☐	☐	☐	☐	☐
Lounge seating [4j]	☐	☐	☐	☐	☐	☐
Paid Lounges Onboard [4k]	☐	☐	☐	☐	☐	☐
Usefulness of digital information screens onboard [4s]	☐	☐	☐	☐	☐	☐
Ease of access, overall [4m]	☐	☐	☐	☐	☐	☐
Ease of finding facilities / services [4n]	☐	☐	☐	☐	☐	☐
Announcements when you need to be informed [4o]	☐	☐	☐	☐	☐	☐
Atmosphere on the ferry overall [4p]	☐	☐	☐	☐	☐	☐
Procedures for unloading [4q]	☐	☐	☐	☐	☐	☐
Professionalism of onboard staff [4r]	☐	☐	☐	☐	☐	☐

How satisfied or dissatisfied were you with your overall experience on board the ferry? [Q5]

- Very Dissatisfied

1

☐
- Dissatisfied

2

☐
- Neither Satisfied nor Dissatisfied

3

☐
- Satisfied

4

☐
- Very Satisfied

5

☐
- Not Used / Not Applicable

99

☐

How satisfied or dissatisfied were you with each of the following? If you did not use this service, please check “Not Used / Not Applicable” on the right. [Q6]

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
Experience with the sailing schedule						
Ability to get onto desired sailing [6d]	☐	☐	☐	☐	☐	☐
Ferry running on time [6f]	☐	☐	☐	☐	☐	☐
Safety						
Safety of ferry operations [6g]	☐	☐	☐	☐	☐	☐
Overall value						
Value for money of fares [6h]	☐	☐	☐	☐	☐	☐

Thinking about this ferry route only, how satisfied or dissatisfied are you with each of the following? [Q6B]

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
Experience with the sailing schedule						
Earliest ferry early enough [6a]	☐	☐	☐	☐	☐	
Latest ferry late enough [6b]	☐	☐	☐	☐	☐	
Ferry sailings frequent enough [6c]	☐	☐	☐	☐	☐	
Ability to connect with other sailings [6e]	☐	☐	☐	☐	☐	☐

How satisfied or dissatisfied were you, overall, with your recent experience travelling with BC Ferries? [Q7]

- Very Dissatisfied

1

☐
- Dissatisfied

2

☐
- Neither Satisfied nor Dissatisfied

3

☐
- Satisfied

4

☐
- Very Satisfied

5

☐
- Not Used / Not Applicable

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☐

Did BC Ferries staff approach you during your trip (e.g., to greet you or offer assistance?) [Q9]

- 1

☐ Yes
- 2

☐ No

Thinking about your entire journey, do you feel you were well-supported by BC Ferries digital products (e.g.: website, app, service updates, ticketing, digital screens)? [Q21]

- 1

☐ Yes
- 2

☐ No
- 3

☐ N/A (I did not use digital products during my journey)

Thinking of your experience with BC Ferries how much would you agree or disagree with the following statements:

“BC Ferries operates in an environmentally conscious manner.” [Q10a]

- Strongly Disagree

1

☐
- 2

☐
- 3

☐
- 4

☐
- Strongly Agree

5

☐
- Prefer not to Answer

99

☐

“I trust BC Ferries to provide an essential public transportation service.” [Q10b]

- Strongly Disagree

1

☐
- 2

☐
- 3

☐
- 4

☐
- Strongly Agree

5

☐
- Prefer not to Answer

99

☐

“BC Ferries services meet my travel needs and lifestyle.” [Q10c]

- Strongly Disagree

1

☐
- 2

☐
- 3

☐
- 4

☐
- Strongly Agree

5

☐
- Prefer not to Answer

99

☐

“BC Ferries is forward thinking.”[Q10d]

- Strongly Disagree

1

☐
- 2

☐
- 3

☐
- 4

☐
- Strongly Agree

5

☐
- Prefer not to Answer

99

☐