Customer Satisfaction Tracking

Wave 1 - June 2026

MALATEST | BCFerries

This report was prepared by R.A. Malatest & Associates Ltd. for BC Ferries' *Customer Satisfaction Tracking Research.*

BACKGROUND AND INTRODUCTION

Since 2003, BC Ferries has been conducting Customer Satisfaction Tracking (CST) research on select routes, in accordance with the Coastal Ferry Services Contract between BC Ferries and the Province of British Columbia. In 2019, BC Ferries in conjunction with R.A. Malatest & Associates Ltd. (Malatest), an independent research firm, developed and implemented a new, more comprehensive CST data collection methodology.

As a core data gathering strategy, Malatest conducts intercept surveys on BC Ferries vessels in June, August, and November each year. This report presents findings from June 2026.

Passengers who were surveyed in June 2026 reported an overall satisfaction score of 4.18 out of a possible 5 (+0.02 change since 2025), and 86% of passengers surveyed reported that they were satisfied with their overall experience (no change since 2025).

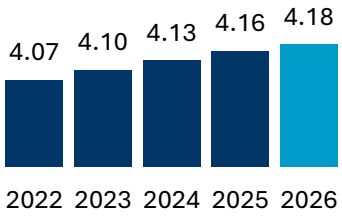
EXECUTIVE SUMMARY

Customer Satisfaction Survey Highlights

JUN 2026

Overall Satisfaction

Overall satisfaction scores have been consistently and gradually increasing since 2022.

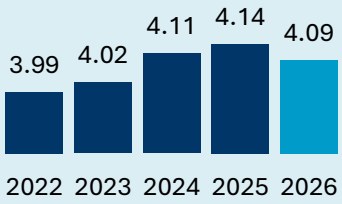


4.18

+0.02 FROM 2025

Trip Planning / Pre-Travel

The composite average across trip planning journey map categories was lower than 2025.

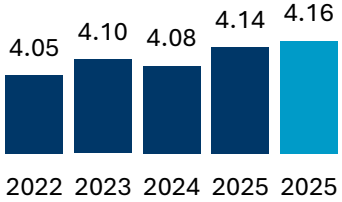


4.09

-0.05 FROM 2025

Terminal Satisfaction

Terminal satisfaction scores increased this year compared to 2025.

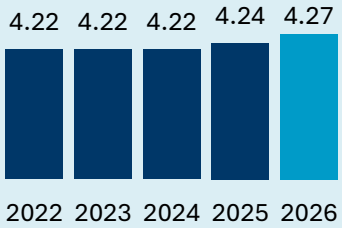


4.16

+0.02 FROM 2025

Onboard Satisfaction

Onboard satisfaction scores increased this year compared to 2025.

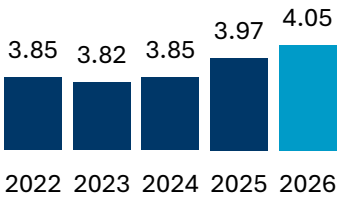


4.27

+0.03 FROM 2025

Ferry Running On Time

Passenger assessments of whether the ferry was running on time were significantly higher this year compared to last.

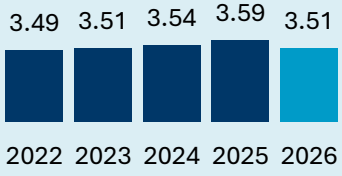


4.05

+0.08 FROM 2025

Value for Money of Fares

Value for Money of Fares scores dropped this year compared to 2025.



3.51

-0.08 FROM 2025

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CST Survey Method

Passengers travelling on select BC Ferries routes during the month of June 2026 were eligible to participate in the 2026 Wave 1 CST Survey. Intercept surveys were conducted with passengers onboard key intercept routes from June 1st to 30th, 2026. Passengers who agreed to participate were able to rate their satisfaction with various aspects of their sailing experience, provide feedback on their perception of BC Ferries as a company, as well as make suggestions for possible improvements. To ensure that the research was as representative of passengers as possible, three surveying modes were used.

INTERCEPT SURVEYS Surveyors moved throughout the vessel and engaged passengers in various areas (e.g., upper vehicle decks, lounge areas, outer decks). Surveyors administered a screener survey and then offered passengers the option of completing the remainder of the survey online (via a secure email link) or on paper, which was provided along with a postage-paid return envelope.

POSTCARDS Surveyors provided postcards (Appendix E) to passengers who did not wish to engage long enough to complete the screener.

RECRUITMENT OF RESERVATION HOLDERS A survey invitation was emailed to a random selection of passengers who fulfilled a reservation on one of the intercept routes during June 2026. Selection of these passengers was carried out once the sailings already covered by the intercept schedule were removed.

As shown in the table below, 7% more surveys were completed this year than in June 2025.

Table 2: Survey completions overall and by route (June 2026 – Wave 1)

	June 2025	June 2026	Change (2025-26)
Major Routes (1, 2, 3, 30)	**8,631**	**8,887**	**+256 (+3%)**
Route 1	2,977	2,953	-24 (-1%)
Route 2	2,374	2,663	+289 (+12%)
Route 3	1,818	1,785	-33 (-2%)
Route 30	1,462	1,486	+24 (+2%)
Minor Routes (4, 5/9, 19)	**2,000**	**2,452**	**+452 (+23%)**
Route 4	587	1,037	+450 (+77%)
Routes 5/9	881	965	+84 (+10%)
Route 19	532	450	-82 (-15%)
Total	**10,631**	**11,339**	**+708 (+7%)**

Source: June 2026 CST Survey (R.A. Malatest & Associates).

To correct for any imbalances in the data collection process, the results in this report have been weighted according to:

- Route,
- Day type (weekend vs. weekday),
- Day part (morning, afternoon, and evening),
- Passenger type (walk-on vs. vehicle), and

- Reservation status (reserved vs. non-reserved).

Overall Customer Satisfaction

Customers were asked to rate their overall satisfaction with their recent experience travelling with BC Ferries.

Table 3. Overall Customer Satisfaction

	June 2022	June 2023	June 2024	June 2025	June 2026	Change (2025-26)
Major Routes (1, 2, 3, 30)	**4.07**	**4.11**	**4.13**	**4.16**	**4.18**	+0.02
Route 1	4.15	4.19	4.30	4.26	4.30	+0.04
Route 2	4.04	4.15	4.03	4.03	4.17	+0.14 ▲
Route 3	3.86	3.80	3.74	4.05	3.93	-0.12 ▼
Route 30	4.14	4.12	4.20	4.18	4.17	-0.01
Minor Routes (4, 5/9, 19)	**4.03**	**4.06**	**4.12**	**4.15**	**4.18**	+0.03
Route 4	4.10	4.09	4.19	4.18	4.17	-0.01
Routes 5/9	3.97	4.07	4.11	4.14	4.21	+0.07
Route 19	4.32	4.00	4.09	4.13	4.12	-0.01
Total	**4.07**	**4.10**	**4.13**	**4.16**	**4.18**	+0.02

Source: June 2026 CST Survey (R.A. Malatest & Associates).

QUESTION: How satisfied or dissatisfied were you, overall, with your recent experience travelling with BC Ferries? (1 = very dissatisfied; 5 = very satisfied). Satisfied passengers are those who reported a 4 or 5 on the question.

Note: Arrows indicate the largest positive and negative changes in satisfaction scores since 2025.

Note: Weighted averages reported.

Overall customer satisfaction experienced an increase compared to last year's score (a change of +0.02 points). Analysis by route shows that passengers on Route 1 are the most satisfied with their overall experience (4.30) while passengers travelling on Route 3 are the least satisfied (3.93). Route 2 showed the most marked increase in overall customer satisfaction score since last year (both +0.14), while Route 3 showed the most marked drop (-0.12) in overall satisfaction compared to last year.

86% of passengers stated that they were satisfied with their overall experience.

Pre-Travel Customer Satisfaction

The customer satisfaction with the pre-travel experience has dropped compared to last year (-0.05). The decrease is apparent in all routes except Route 2 and 4.

The pre-travel score is a composite score calculated as the average of the web/app/phone service, reservations, and pre-sailing communications score from the journey map (see executive summary).

Table 4. Customer Satisfaction with Pre-travel Experience

	June 2022	June 2023	June 2024	June 2025	June 2026	Change (2025-26)
Major Routes (1, 2, 3, 30)	**4.03**	**4.06**	**4.14**	**4.17**	**4.14**	-0.03
Route 1	4.07	4.15	4.24	4.25	4.24	-0.01
Route 2	4.07	4.11	4.12	4.14	4.17	+0.03
Route 3	3.76	3.71	3.76	3.91	3.86	-0.05
Route 30	4.15	4.11	4.26	4.22	4.16	-0.06
Minor Routes (4, 5/9, 19)	**3.72**	**3.81**	**3.94**	**3.96**	**3.88**	-0.08
Route 4	3.88	3.85	3.98	3.90	3.94	+0.04 ▲
Routes 5/9	3.66	3.85	3.95	4.00	3.91	-0.09
Route 19	3.94	3.64	3.89	3.89	3.76	-0.13 ▼
Total	**3.99**	**4.02**	**4.11**	**4.14**	**4.09**	-0.05

Source: June 2026 CST Survey (R.A. Malatest & Associates).

PRE-TRAVEL COMPOSITE SCORE: This is a composite score calculated by equally weighting Website/App/Phone Service, Reservations, and Pre-Sailing Communications

(1 = very dissatisfied; 5 = very satisfied). Satisfied passengers are those who have a composite score of 4 or 5.

Note: Arrows indicate the largest positive and negative changes in satisfaction scores since 2025.

Note: Weighted averages (passenger count) reported.

Analysis by route shows that passengers on Route 1 are the most satisfied with their pre-travel experience (4.24) while passengers travelling on Route 19 are the least satisfied (3.76). Route 19 showed the highest reduction in score (-0.13), while Route 4 experienced the largest increase in score (+0.04) year over year.

Overall, 82% of passengers stated that they were satisfied with their pre-travel experience.

Table 5 shows that for all of the pre-travel services, passengers are less satisfied this year compared to last. The service area that experienced the largest decrease in satisfaction was the "Usefulness of BC Ferries website" (-0.08). Route specific scores for each of these questions are available in Appendix A.

Table 5. Overall Satisfaction Scores for Individual Pre-Travel Services

PRE-TRAVEL SERVICES	June 2025	June 2026	Change (2025-26)
Usefulness of BC Ferries website	4.16	**4.08**	-0.08 ▼
Usefulness of BC Ferries mobile app	3.96	**3.90**	-0.06
BC Ferries phone service	3.74	**3.68**	-0.06
Ease of using / understanding sailing schedules	4.29	**4.26**	-0.03
Ease of using on-line reservations	4.20	**4.15**	-0.05
Effective communication of service updates	4.00	**3.96**	-0.04

Source: June 2026 CST Survey (R.A. Malatest & Associates).
Note: Arrow(s) indicate the largest change in satisfaction scores since 2025.
Note: Weighted averages reported.

Terminal Services Customer Satisfaction

The customer satisfaction score for overall experience at the terminal before boarding increased over the previous year's score (+0.02).

Table 6. Customer Satisfaction with the Overall Experience at the Terminal before Boarding

	June 2022	June 2023	June 2024	June 2025	June 2026	Change (2025-26)
BC Ferries Total	**4.05**	**4.10**	**4.08**	**4.14**	**4.16**	+0.02
Tsawwassen	4.12	4.15	4.17	4.23	4.26	+0.03
Swartz Bay	4.06	4.16	4.22	4.20	4.27	+0.07
Horseshoe Bay	3.95	3.98	3.83	4.02	4.08	+0.06
Departure Bay	4.04	4.18	4.05	4.08	4.20	+0.12 ▲
Langdale	3.84	3.79	3.74	4.01	3.80	-0.21 ▼
Duke Point	4.24	4.17	4.21	4.12	4.10	-0.02
Fulford Harbour	4.08	4.08	4.04	4.10	4.07	-0.03
Nanaimo Harbour	3.93	4.02	4.01	4.10	4.01	-0.09
Gabriola	4.03	3.89	3.94	4.01	3.93	-0.08

Source: June 2026 CST Survey (R.A. Malatest & Associates).

QUESTION: How satisfied or dissatisfied were you with your overall experience at the terminal before boarding? (1 = very dissatisfied; 5 = very satisfied). Satisfied passengers are those who reported a 4 or 5 on the question.

Note: Arrows indicate the largest positive and negative changes in satisfaction scores since 2025.

Note: Weighted averages reported.

Analysis by individual terminal shows that passengers sailing from Swartz Bay (4.27) were the most satisfied with their terminal experience while those departing from Langdale were the least satisfied (3.80). Departure Bay terminal passengers showed the greatest increase in terminal satisfaction scores compared to last year (+0.12) while Langdale showed the highest decrease in average score since last year (-0.21).

Overall, 85% of passengers stated that they were satisfied with their terminal experience.

Compared to June 2025 levels, most of the terminal services experienced an increase in passenger satisfaction. “Wait time at terminal” showed the largest increase in score (+0.10) from the previous year. On the other hand, “Electronic boarding pass” was the only service showing a slight decrease from the previous year (-0.01). Satisfaction scores for each terminal are presented in Appendix B.

Table 7. Overall Satisfaction Scores for Individual Terminal Services

TERMINAL SERVICES	June 2025	June 2026	Change (2025-26)
Wait time at terminal	3.94	**4.04**	+0.10 ▲
Efficiency of the check-in process	4.40	**4.41**	+0.01
Electronic boarding pass	4.44	**4.43**	-0.01 ▼
Clarity of staff directions	4.41	**4.42**	+0.01
Staff customer service	4.41	**4.44**	+0.03
Announcements when you needed to be informed	4.11	**4.15**	+0.04
Usefulness of digital information screens at the terminal	3.98	**4.00**	+0.02
Quality and variety of food/beverages/merchandise offered at the terminal	3.66	**3.73**	+0.07
Washrooms at the terminal	3.98	**4.03**	+0.05
Procedure for loading	4.20	**4.25**	+0.05
Parking options at the terminal	3.62	**3.62**	0.00
Ease of using passenger pickup/drop-off area	4.15	**4.20**	+0.05
Self-serve kiosk (ticket purchase)	4.36	**4.38**	+0.02
Pre-boarding passenger lounge at terminal	3.79	**3.86**	+0.07

Source: June 2026 CST Survey (R.A. Malatest & Associates).
Note: Arrows indicate the largest positive change in satisfaction scores since 2025.
Note: Weighted averages reported.

Onboard Services Customer Satisfaction

The customer satisfaction score for onboard services has increased compared to last year (+0.03). The increase is apparent in all routes except Route 3 and Route 19.

Table 8. Overall Satisfaction with Onboard Services

	June 2022	June 2023	June 2024	June 2025	June 2026	Change (2025-26)
Major Routes (1, 2, 3, 30)	**4.22**	**4.22**	**4.21**	**4.23**	**4.26**	+0.03
Route 1	4.27	4.28	4.31	4.28	4.33	+0.05
Route 2	4.16	4.23	4.13	4.15	4.25	+0.10 ▲
Route 3	4.11	4.05	4.02	4.19	4.12	-0.07 ▼
Route 30	4.28	4.23	4.26	4.25	4.28	+0.03
Minor Routes (4, 5/9, 19)	**4.20**	**4.23**	**4.26**	**4.28**	**4.30**	+0.02
Route 4	4.23	4.24	4.26	4.20	4.25	+0.05
Routes 5/9	4.16	4.24	4.26	4.29	4.34	+0.05
Route 19	4.42	4.20	4.24	4.29	4.28	-0.01
Total	**4.22**	**4.22**	**4.22**	**4.24**	**4.27**	+0.03

Source: June 2026 CST Survey (R.A. Malatest & Associates).

QUESTION: How satisfied or dissatisfied were you with your overall experience onboard the ferry?
(1 = very dissatisfied; 5 = very satisfied). Satisfied passengers are those who reported a 4 or 5 on the question.

Note: Arrows indicate the largest positive and negative changes in satisfaction scores since 2025.

Note: Weighted averages (passenger count) reported.

Analysis by route shows that passengers on Route 5/9 are the most satisfied with their onboard services experience (4.34) while passengers travelling on Route 3 are the least satisfied (4.12). Route 3 showed the highest reduction in score (-0.07), while Route 2 experienced the largest increase in score (+0.10) year over year.

Overall, 90% of passengers stated that they were satisfied with their onboard experience.

Table 9 shows that for most of the onboard services (16 out of 17), passengers are more satisfied this year compared to last. The service area that experienced the largest increase was the "Paid lounges onboard" (+0.23) while only "Value for money of food services" noticed a slight decrease in satisfaction score (-0.02). Route specific scores for each of these questions are available in Appendix A.

Table 9. Overall Satisfaction Scores for Individual Onboard Services

ONBOARD SERVICES	June 2025	June 2026	Change (2025-26)
Quality and variety of food/beverages offered	3.74	**3.78**	+0.04
Value for money (food services)	3.25	**3.23**	-0.02 ▼
Staff customer service (food services)	4.27	**4.31**	+0.04
Passages Retail Store	4.02	**4.07**	+0.05
Washrooms	4.01	**4.08**	+0.07
Play area for children	3.55	**3.65**	+0.10
Pet area	3.34	**3.49**	+0.15
Outside decks	4.28	**4.31**	+0.03
Lounge seating	4.16	**4.21**	+0.05
Paid lounges onboard	3.70	**3.93**	+0.23 ▲
Usefulness of digital information screens onboard	3.85	**3.88**	+0.03
Ease of access, overall	4.20	**4.22**	+0.02
Ease of finding facilities/services	4.19	**4.22**	+0.03
Announcements when you need to be informed	4.12	**4.14**	+0.02
Atmosphere on the ferry overall	4.21	**4.25**	+0.04
Procedures for unloading	4.22	**4.25**	+0.03
Professionalism of onboard staff	4.41	**4.45**	+0.04

Source: June 2026 CST Survey (R.A. Malatest & Associates).
Note: Arrow(s) indicate the largest positive and largest negative change in satisfaction scores since 2025.
Note: Weighted averages reported.

Value for Money of Fares

Passenger ratings of "Value for Money of Fares" have decreased compared to the previous year (-0.08 compared to last year). The decrease is apparent across all routes except Route 19.

Table 10. Value for Money of Fares

	June 2022	June 2023	June 2024	June 2025	June 2026	Change (2025-26)
Major Routes (1, 2, 3, 30)	**3.45**	**3.48**	**3.51**	**3.56**	**3.46**	-0.10
Route 1	3.46	3.53	3.61	3.57	3.53	-0.04
Route 2	3.34	3.48	3.46	3.53	3.45	-0.08
Route 3	3.47	3.40	3.34	3.52	3.44	-0.08
Route 30	3.59	3.45	3.48	3.61	3.32	-0.29 ▼
Minor Routes (4, 5/9, 19)	**3.71**	**3.69**	**3.70**	**3.74**	**3.72**	-0.02
Route 4	3.70	3.72	3.62	3.71	3.61	-0.10
Routes 5/9	3.71	3.74	3.76	3.78	3.77	-0.01
Route 19	3.73	3.50	3.57	3.64	3.71	+0.07 ▲
Total	**3.49**	**3.51**	**3.54**	**3.59**	**3.51**	-0.08

Source: June 2026 CST Survey (R.A. Malatest & Associates).

QUESTION: How satisfied or dissatisfied were you, overall, with value for money of fares?

(1 = very dissatisfied; 5 = very satisfied). Satisfied passengers are those who reported a 4 or 5 on the question.

Note: Arrows indicate the largest positive and negative changes in satisfaction scores since 2025.

Note: Weighted averages reported.

Analysis by route shows that passengers on Route 5/9 are the most satisfied with value for money of fares (3.77) while passengers travelling on Route 30 are the least satisfied (3.32). The route experiencing the largest negative YOY change was Route 30 (-0.29), while only Route 19 experienced positive change (+0.07).

Overall, 58% of passengers stated that they were satisfied with value for money of fares.

APPENDIX A – AVERAGE SATISFACTION RATINGS BY ROUTE – WAVE 1 (JUNE) HISTORICAL DATA

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Overall Experience									
Trip Overall	**2026**	**4.18**	**4.30**	**4.17**	**3.93**	**4.17**	**4.17**	**4.21**	**4.12**
	2025	4.16	4.26	4.03	4.05	4.18	4.18	4.14	4.13
	2024	4.13	4.30	4.03	3.74	4.20	4.19	4.11	4.09
	2023	4.10	4.19	4.15	3.8	4.12	4.09	4.07	4.00
	2022	4.07	4.15	4.04	3.86	4.14	4.10	3.97	4.32
Change (2025-26 Comparison)		*0.02*	*0.04*	*0.14*	*-0.12*	*-0.01*	*-0.01*	*0.07*	*-0.01*
Pre-travel composite score	**2026**	**4.09**	**4.24**	**4.17**	**3.86**	**4.16**	**3.94**	**3.91**	**3.76**
	2025	4.14	4.25	4.14	3.91	4.22	3.90	4.00	3.89
	2024	4.11	4.24	4.12	3.76	4.26	3.98	3.95	3.89
	2023	4.02	4.15	4.11	3.71	4.11	3.85	3.85	3.64
	2022	3.99	4.07	4.07	3.76	4.15	3.88	3.66	3.94
Change (2025-26 Comparison)		*-0.05*	*-0.01*	*0.03*	*-0.05*	*-0.06*	*0.04*	*-0.09*	*-0.13*
Terminal Overall	**2026**	**4.16**	**4.29**	**4.18**	**3.91**	**4.17**	**4.16**	**4.21**	**3.97**
	2025	4.14	4.24	4.04	4.03	4.18	4.09	4.13	4.06
	2024	4.08	4.22	3.98	3.72	4.18	4.09	4.08	3.98
	2023	4.10	4.18	4.14	3.84	4.13	4.06	4.12	3.96
	2022	4.05	4.08	4.03	3.85	4.23	4.13	4.01	3.97
Change (2025-26 Comparison)		*0.02*	*0.05*	*0.14*	*-0.12*	*-0.01*	*0.07*	*0.08*	*-0.09*
Onboard Overall	**2026**	**4.27**	**4.33**	**4.25**	**4.12**	**4.28**	**4.25**	**4.34**	**4.28**
	2025	4.24	4.28	4.15	4.19	4.25	4.20	4.29	4.29
	2024	4.22	4.31	4.13	4.02	4.26	4.26	4.26	4.24
	2023	4.22	4.28	4.23	4.05	4.23	4.24	4.24	4.20
	2022	4.22	4.27	4.16	4.11	4.28	4.23	4.16	4.42
Change (2025-26 Comparison)		*0.03*	*0.05*	*0.10*	*-0.07*	*0.03*	*0.05*	*0.05*	*-0.01*
Value for money of fares	**2026**	**3.51**	**3.53**	**3.45**	**3.44**	**3.32**	**3.61**	**3.77**	**3.71**
	2025	3.59	3.57	3.53	3.52	3.61	3.71	3.78	3.64
	2024	3.54	3.61	3.46	3.34	3.48	3.62	3.76	3.57
	2023	3.51	3.53	3.48	3.40	3.45	3.72	3.74	3.50
	2022	3.49	3.46	3.34	3.47	3.59	3.70	3.71	3.73
Change (2025-26 Comparison)		*-0.08*	*-0.04*	*-0.08*	*-0.08*	*-0.29*	*-0.10*	*-0.01*	*0.07*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Usefulness of BC Ferries Website	**2026**	**4.08**	**4.21**	**4.15**	**3.91**	**4.13**	**3.93**	**3.87**	**3.84**
	2025	4.16	4.24	4.17	3.97	4.22	3.89	4.05	3.95
	2024	4.12	4.24	4.14	3.85	4.23	3.97	3.97	3.84
	2023	4.05	4.16	4.13	3.82	4.10	3.86	3.85	3.69
	2022	4.00	4.09	4.11	3.77	4.14	3.78	3.61	3.89
Change (2025-26 Comparison)		*-0.08*	*-0.03*	*-0.02*	*-0.06*	*-0.09*	*0.04*	*-0.18*	*-0.11*
Usefulness of BC Ferries Mobile App (New question added 2023)	**2026**	**3.90**	**4.00**	**3.99**	**3.76**	**4.01**	**3.82**	**3.72**	**3.72**
	2025	3.96	4.03	3.98	3.76	3.99	3.75	4.00	3.76
	2024	3.89	3.93	3.95	3.72	4.05	3.70	3.82	3.56
	2023	3.79	3.91	3.87	3.59	3.94	3.59	3.55	3.37
	2022	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*-0.06*	*-0.03*	*0.01*	*0.00*	*0.02*	*0.07*	*-0.28*	*-0.04*
Ease of making a reservation (2019-2022 question wording: Ease of using online reservations)	**2026**	**4.15**	**4.25**	**4.19**	**3.84**	**4.19**	**-**	**4.06**	**-**
	2025	4.20	4.27	4.20	3.86	4.25	-	4.17	-
	2024	4.14	4.28	4.14	3.62	4.32	-	4.03	-
	2023	4.07	4.19	4.14	3.60	4.12	-	4.02	-
	2022	4.04	4.11	4.10	3.67	4.25	-	3.81	-
Change (2025-26 Comparison)		*-0.05*	*-0.02*	*-0.01*	*-0.02*	*-0.06*	*-*	*-0.11*	*-*
BC Ferries phone service	**2026**	**3.68**	**3.81**	**3.84**	**3.40**	**3.74**	**3.58**	**3.64**	**3.36**
	2025	3.74	3.86	3.67	3.33	3.83	3.43	3.92	3.42
	2024	3.72	3.90	3.70	3.36	3.70	3.45	3.83	3.12
	2023	3.60	3.72	3.79	3.17	3.70	3.38	3.58	3.10
	2022	3.35	3.36	3.21	3.09	3.82	3.54	3.41	3.03
Change (2025-26 Comparison)		*-0.06*	*-0.05*	*0.17*	*0.07*	*-0.09*	*0.15*	*-0.28*	*-0.06*
Ease of using/understanding sailing schedules	**2026**	**4.26**	**4.37**	**4.34**	**4.14**	**4.35**	**4.09**	**3.96**	**4.03**
	2025	4.29	4.38	4.31	4.12	4.36	4.02	4.06	4.08
	2024	4.25	4.37	4.26	4.02	4.39	4.12	3.92	4.13
	2023	4.20	4.31	4.29	4.01	4.27	4.06	3.85	4.05
	2022	4.14	4.23	4.27	4.01	4.28	4.06	3.59	4.17
Change (2025-26 Comparison)		*-0.03*	*-0.01*	*0.03*	*0.02*	*-0.01*	*0.07*	*-0.10*	*-0.05*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Effective communication of service updates and current conditions (2019-2022 question wording: Effective communication of service updates)	**2026**	**3.96**	**4.17**	**4.08**	**3.59**	**4.08**	**3.88**	**3.75**	**3.59**
	2025	4.00	4.17	3.92	3.76	4.10	3.78	3.80	3.75
	2024	3.92	4.07	3.85	3.52	4.16	3.77	3.74	3.55
	2023	3.88	4.04	3.99	3.54	3.98	3.70	3.62	3.20
	2022	3.86	3.94	3.92	3.63	4.04	3.70	3.60	3.75
Change (2025-26 Comparison)		*-0.04*	*0.00*	*0.16*	*-0.17*	*-0.02*	*0.10*	*-0.05*	*-0.16*
At the Terminal									
Wait time at the terminal	**2026**	**4.04**	**4.23**	**4.10**	**3.75**	**4.03**	**3.85**	**3.94**	**3.84**
	2025	3.94	4.12	3.81	3.71	3.98	3.78	3.82	3.66
	2024	3.88	4.14	3.64	3.28	4.00	3.86	3.75	3.66
	2023	3.83	3.95	3.95	3.44	3.80	3.80	3.76	3.73
	2022	3.81	3.87	3.82	3.49	4.03	3.76	3.69	4.05
Change (2025-26 Comparison)		*0.10*	*0.11*	*0.29*	*0.04*	*0.05*	*0.07*	*0.12*	*0.18*
Ticket Purchase									
Efficiency of the check-in process	**2026**	**4.41**	**4.51**	**4.45**	**4.19**	**4.40**	**4.40**	**4.41**	**4.31**
	2025	4.40	4.44	4.36	4.24	4.43	4.42	4.44	4.29
	2024	4.34	4.43	4.26	4.04	4.42	4.36	4.44	4.27
	2023	4.33	4.38	4.38	4.12	4.30	4.35	4.33	4.27
	2022	4.32	4.35	4.33	4.11	4.39	4.45	4.37	4.33
Change (2025-26 Comparison)		*0.01*	*0.07*	*0.09*	*-0.05*	*-0.03*	*-0.02*	*-0.03*	*0.02*
Electronic boarding pass (New question added 2023)	**2026**	**4.43**	**4.52**	**4.45**	**4.17**	**4.44**	**-**	**4.37**	**-**
	2025	4.44	4.45	4.47	4.30	4.47	-	4.49	-
	2024	4.43	4.50	4.31	4.11	4.54	-	4.43	-
	2023	4.30	4.39	4.29	4.10	4.25	-	4.24	-
	2022	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*-0.01*	*0.07*	*-0.02*	*-0.13*	*-0.03*	*-*	*-0.12*	*-*
Clarity of staff directions	**2026**	**4.42**	**4.53**	**4.42**	**4.23**	**4.44**	**4.45**	**4.41**	**4.29**
	2025	4.41	4.47	4.36	4.29	4.47	4.32	4.38	4.40
	2024	4.39	4.48	4.32	4.15	4.45	4.39	4.39	4.33
	2023	4.36	4.39	4.39	4.22	4.36	4.36	4.36	4.34
	2022	4.36	4.38	4.36	4.18	4.43	4.53	4.38	4.35
Change (2025-26 Comparison)		*0.01*	*0.06*	*0.06*	*-0.06*	*-0.03*	*0.13*	*0.03*	*-0.11*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Staff customer service	**2026**	**4.44**	**4.53**	**4.45**	**4.27**	**4.45**	**4.44**	**4.44**	**4.34**
	2025	4.41	4.43	4.36	4.33	4.44	4.38	4.45	4.39
	2024	4.38	4.43	4.35	4.18	4.42	4.37	4.43	4.39
	2023	4.40	4.43	4.43	4.22	4.40	4.36	4.46	4.39
	2022	4.39	4.40	4.40	4.23	4.46	4.60	4.45	4.40
Change (2025-26 Comparison)		*0.03*	*0.10*	*0.09*	*-0.06*	*0.01*	*0.06*	*-0.01*	*-0.05*
Terminal Services									
Announcements when you need to be informed	**2026**	**4.15**	**4.28**	**4.14**	**3.92**	**4.17**	**4.21**	**4.13**	**3.96**
	2025	4.11	4.19	4.02	3.99	4.15	4.08	4.07	4.03
	2024	4.07	4.17	4.04	3.76	4.23	4.12	3.99	3.86
	2023	4.04	4.06	4.13	3.86	4.08	4.06	4.01	3.73
	2022	4.01	4.05	4.03	3.91	4.09	4.13	3.86	3.82
Change (2025-26 Comparison)		*0.04*	*0.09*	*0.12*	*-0.07*	*0.02*	*0.13*	*0.06*	*-0.07*
Usefulness of digital information screens at the terminal	**2026**	**4.00**	**4.13**	**4.04**	**3.68**	**4.01**	**3.95**	**4.03**	**-**
	2025	3.98	4.07	3.89	3.78	4.04	3.99	3.88	-
	2024	3.97	4.14	3.92	3.55	4.10	3.95	3.80	-
	2023	3.95	4.02	4.06	3.65	3.95	3.98	3.83	-
	2022	3.88	3.92	3.87	3.70	4.00	3.95	3.74	-
Change (2025-26 Comparison)		*0.02*	*0.06*	*0.15*	*-0.10*	*-0.03*	*-0.04*	*0.15*	*-*
Quality and variety of food/beverages/ merchandise offered at the terminal (Question label before 2024: Quality and variety of merchandise offered at the terminal)	**2026**	**3.73**	**3.76**	**3.68**	**-**	**3.85**	**3.34**	**3.61**	**-**
	2025	3.66	3.64	3.66	-	3.89	3.17	3.50	-
	2024	3.69	3.72	3.66	-	3.81	3.22	3.48	-
	2023	-	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*0.07*	*0.12*	*0.02*	*-*	*-0.04*	*0.17*	*0.11*	*-*
Washrooms	**2026**	**4.03**	**4.06**	**3.95**	**3.87**	**4.14**	**4.03**	**4.19**	**4.07**
	2025	3.98	3.96	3.90	3.82	4.09	4.02	4.19	4.04
	2024	4.01	4.05	3.9	3.8	4.11	4.01	4.19	4.02
	2023	3.91	3.96	3.83	3.68	4.01	3.87	4.10	3.91
	2022	3.97	4.00	3.87	3.79	4.10	3.99	4.08	4.10
Change (2025-26 Comparison)		*0.05*	*0.10*	*0.05*	*0.05*	*0.05*	*0.01*	*0.00*	*0.03*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Procedure for loading	**2026**	**4.25**	**4.35**	**4.24**	**4.04**	**4.26**	**4.22**	**4.22**	**4.20**
	2025	4.20	4.27	4.09	4.07	4.24	4.23	4.17	4.21
	2024	4.17	4.29	4.04	3.88	4.29	4.22	4.08	4.12
	2023	4.14	4.21	4.19	3.93	4.12	4.23	4.10	4.16
	2022	4.18	4.24	4.15	3.98	4.29	4.25	4.09	4.12
Change (2025-26 Comparison)		*0.05*	*0.08*	*0.15*	*-0.03*	*0.02*	*-0.01*	*0.05*	*-0.01*
Terminal (Foot Passengers ONLY)									
Parking options at the terminal	**2026**	**3.62**	**3.86**	**3.69**	**3.24**	**3.76**	**3.30**	**3.81**	**2.50**
	2025	3.62	3.75	3.70	3.26	3.57	3.08	3.91	2.77
	2024	3.75	3.80	3.81	3.61	3.87	3.60	4.03	2.48
	2023	3.76	3.96	3.74	3.50	3.77	3.73	3.86	2.47
	2022	3.73	4.01	3.36	3.62	4.04	3.35	3.90	2.36
Change (2025-26 Comparison)		*0.00*	*0.11*	*-0.01*	*-0.02*	*0.19*	*0.22*	*-0.10*	*-0.27*
Ease of using passenger drop-off / pick-up area	**2026**	**4.20**	**4.33**	**4.26**	**4.11**	**4.24**	**4.11**	**4.07**	**3.31**
	2025	4.15	4.19	4.22	4.06	4.19	3.92	4.15	3.47
	2024	4.22	4.29	4.26	4.04	4.29	4.21	4.27	3.41
	2023	4.17	4.29	4.13	4.07	4.15	4.10	4.16	3.10
	2022	4.21	4.26	4.17	4.19	4.38	4.04	4.18	3.48
Change (2025-26 Comparison)		*0.05*	*0.14*	*0.04*	*0.05*	*0.05*	*0.19*	*-0.08*	*-0.16*
Self-serve kiosk (ticket purchase) (New question added 2023)	**2026**	**4.38**	**4.46**	**4.26**	**4.29**	**4.24**	**4.11**	**4.25**	**-**
	2025	4.36	4.41	4.39	4.09	4.20	4.29	4.31	-
	2024	4.41	4.43	4.40	4.21	4.38	4.56	4.30	-
	2023	4.35	4.46	4.26	4.15	4.28	4.16	4.08	-
	2022	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*0.02*	*0.05*	*-0.13*	*0.20*	*0.04*	*-0.18*	*-0.06*	*-*
Pre-boarding passenger lounge at terminal	**2026**	**3.86**	**3.85**	**4.11**	**3.73**	**3.82**	**3.94**	**3.89**	**3.61**
	2025	3.79	3.74	3.87	3.75	3.81	3.98	3.88	3.59
	2024	3.81	3.80	3.96	3.70	3.75	4.02	3.79	3.61
	2023	3.83	3.84	3.89	3.77	3.82	3.94	3.80	3.45
	2022	3.80	3.69	3.93	3.79	4.07	4.15	3.82	3.50
Change (2025-26 Comparison)		*0.07*	*0.11*	*0.24*	*-0.02*	*0.01*	*-0.04*	*0.01*	*0.02*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Onboard Experience									
Food Services									
	2026	**3.78**	**3.79**	**3.79**	**3.69**	**3.82**	**-**	**3.76**	**-**
Quality and variety of food/beverages	2025	3.74	3.72	3.73	3.70	3.85	-	3.69	-
offered	2024	3.73	3.77	3.69	3.67	3.83	-	3.63	-
	2023	3.70	3.66	3.76	3.67	3.83	-	3.62	-
	2022	3.68	3.67	3.67	3.72	3.89	-	3.38	-
Change (2025-26 Comparison)		*0.04*	*0.07*	*0.06*	*-0.01*	*-0.03*	*-*	*0.07*	*-*
	2026	**3.23**	**3.27**	**3.22**	**3.11**	**3.18**	**-**	**3.34**	**-**
Value for money	2025	3.25	3.26	3.22	3.13	3.27	-	3.38	-
	2024	3.31	3.40	3.17	3.17	3.26	-	3.38	-
	2023	3.25	3.27	3.25	3.09	3.27	-	3.30	-
	2022	3.28	3.29	3.21	3.21	3.40	-	3.32	-
Change (2025-26 Comparison)		*-0.02*	*0.01*	*0.00*	*-0.02*	*-0.09*	*-*	*-0.04*	*-*
	2026	**4.31**	**4.34**	**4.27**	**4.25**	**4.31**	**-**	**4.40**	**-**
Staff customer service	2025	4.27	4.28	4.23	4.23	4.30	-	4.35	-
	2024	4.28	4.32	4.24	4.15	4.31	-	4.34	-
	2023	4.27	4.30	4.28	4.15	4.25	-	4.32	-
	2022	4.24	4.23	4.28	4.21	4.29	-	4.20	-
Change (2025-26 Comparison)		*0.04*	*0.06*	*0.04*	*0.02*	*0.01*	*-*	*0.05*	*-*
Onboard Facilities/Services									
	2026	**4.07**	**4.09**	**4.10**	**3.99**	**4.04**	**-**	**4.09**	**-**
Passages Retail Store	2025	4.02	4.03	3.99	4.06	4.06	-	3.93	-
	2024	4.06	4.09	3.98	4.04	4.14	-	3.99	-
	2023	4.04	4.10	4.04	3.94	4.04	-	3.91	-
	2022	4.03	4.02	4.04	4.08	4.11	-	3.87	-
Change (2025-26 Comparison)		*0.05*	*0.06*	*0.11*	*-0.07*	*-0.02*	*-*	*0.16*	*-*
	2026	**4.08**	**4.08**	**3.94**	**4.00**	**4.11**	**4.01**	**4.34**	**4.18**
	2025	4.01	4.00	3.89	3.94	4.10	3.95	4.29	4.04
Washrooms	2024	4.03	4.06	3.89	3.91	4.12	3.97	4.28	3.96
	2023	3.97	4.02	3.83	3.88	4.00	4.00	4.19	3.92
	2022	4.03	4.05	3.90	4.01	4.10	3.96	4.13	4.18
Change (2025-26 Comparison)		*0.07*	*0.08*	*0.05*	*0.06*	*0.01*	*0.06*	*0.05*	*0.14*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Play area for children (Service closed in 2020 and 2021 due to COVID-19 pandemic)	**2026**	**3.65**	**3.81**	**3.56**	**3.37**	**3.56**	**-**	**3.79**	**-**
	2025	3.55	3.67	3.36	3.33	3.61	-	3.56	-
	2024	3.42	3.54	3.32	3.28	3.38	-	3.32	-
	2023	3.66	3.84	3.51	3.48	3.58	-	3.41	-
	2022	3.46	3.54	3.33	3.47	3.59	-	3.29	-
Change (2025-26 Comparison)		*0.10*	*0.14*	*0.20*	*0.04*	*-0.05*	*-*	*0.23*	*-*
Pet area	**2026**	**3.49**	**3.58**	**3.44**	**3.48**	**3.33**	**-**	**3.45**	**-**
	2025	3.34	3.43	3.21	3.28	3.33	-	3.27	-
	2024	3.25	3.18	3.37	3.55	3.04	-	2.95	-
	2023	3.24	3.29	3.35	3.34	3.08	-	2.88	-
	2022	3.07	2.98	2.92	3.28	3.36	-	2.97	-
Change (2025-26 Comparison)		*0.15*	*0.15*	*0.23*	*0.20*	*0.00*	*-*	*0.18*	*-*
Outside decks	**2026**	**4.31**	**4.35**	**4.25**	**4.26**	**4.23**	**4.14**	**4.40**	**4.43**
	2025	4.28	4.30	4.22	4.23	4.26	4.18	4.38	4.38
	2024	4.30	4.38	4.20	4.18	4.31	4.19	4.32	4.34
	2023	4.24	4.29	4.18	4.16	4.22	4.20	4.27	4.29
	2022	4.22	4.26	4.18	4.15	4.20	4.28	4.18	4.47
Change (2025-26 Comparison)		*0.03*	*0.05*	*0.03*	*0.03*	*-0.03*	*-0.04*	*0.02*	*0.05*
Lounge Seating	**2026**	**4.21**	**4.24**	**4.10**	**4.20**	**4.17**	**-**	**4.29**	**-**
	2025	4.16	4.17	4.08	4.20	4.14	-	4.25	-
	2024	4.20	4.26	4.08	4.16	4.20	-	4.23	-
	2023	4.15	4.17	4.11	4.15	4.14	-	4.20	-
	2022	4.17	4.18	4.10	4.21	4.22	-	4.17	-
Change (2025-26 Comparison)		*0.05*	*0.07*	*0.02*	*0.00*	*0.03*	*-*	*0.04*	*-*
Paid Lounges Onboard (Service closed from 2020 through 2022, due to COVID-19 pandemic. Reopened on Route 1 in 2023) (Question label before 2025: SeaWest Lounge)	**2026**	**3.93**	**3.93**	**-**	**-**	**-**	**-**	**-**	**-**
	2025	3.70	3.70	-	-	-	-	-	-
	2024	3.91	3.91	-	-	-	-	-	-
	2023	3.93	3.93	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*0.23*	*0.23*	*-*	*-*	*-*	*-*	*-*	*-*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Usefulness of digital information screens onboard (New question added 2023)	**2026**	**3.88**	**3.99**	**3.85**	**3.68**	**3.91**	**-**	**3.89**	**3.69**
	2025	3.85	3.92	3.77	3.72	3.90	-	3.84	3.61
	2024	3.84	3.96	3.77	3.65	3.89	-	3.74	3.66
	2023	3.82	3.90	3.86	3.57	3.87	-	3.67	3.61
	2022	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*0.03*	*0.07*	*0.08*	*-0.04*	*0.01*	*-*	*0.05*	*0.08*
Ease of access, overall *(all passengers)*	**2026**	**4.22**	**4.30**	**4.19**	**4.11**	**4.19**	**4.18**	**4.28**	**4.16**
	2025	4.20	4.25	4.15	4.12	4.19	4.12	4.20	4.19
	2024	4.19	4.28	4.12	4.03	4.24	4.15	4.18	4.12
	2023	4.19	4.26	4.19	3.99	4.16	4.19	4.17	4.21
	2022	4.22	4.29	4.21	4.11	4.23	4.24	4.12	4.33
(2020-21 Comparison)		*0.02*	*0.05*	*0.04*	*-0.01*	*0.00*	*0.06*	*0.08*	*-0.03*
Ease of access, overall *(for people* with accessibility requirements)	**2026**	**3.99**	**4.10**	**3.81**	**3.92**	**3.94**	**3.95**	**4.13**	**3.95**
	2025	3.99	4.06	3.95	3.93	3.98	3.90	3.85	4.04
	2024	3.92	3.96	3.80	3.70	4.04	3.97	4.08	3.83
	2023	3.94	4.03	4.09	3.53	4.12	3.94	3.75	3.69
	2022	3.95	3.99	4.10	3.93	4.16	3.66	3.34	4.24
Change (2025-26 Comparison)		*0.00*	*0.04*	*-0.14*	*-0.01*	*-0.04*	*0.05*	*0.28*	*-0.09*
Ease of finding facilities / services	**2026**	**4.22**	**4.25**	**4.18**	**4.13**	**4.21**	**4.13**	**4.32**	**4.18**
	2025	4.19	4.21	4.16	4.12	4.21	4.13	4.31	4.19
	2024	4.20	4.26	4.09	4.07	4.25	4.10	4.22	4.15
	2023	4.18	4.22	4.18	4.04	4.16	4.14	4.20	4.19
	2022	4.19	4.20	4.21	4.12	4.21	4.12	4.19	4.31
Change (2025-26 Comparison)		*0.03*	*0.04*	*0.02*	*0.01*	*0.00*	*0.00*	*0.01*	*-0.01*
Announcements when you need to be informed	**2026**	**4.14**	**4.20**	**4.09**	**4.02**	**4.19**	**4.15**	**4.20**	**4.01**
	2025	4.12	4.15	4.07	4.03	4.16	4.02	4.17	4.03
	2024	4.11	4.18	4.06	3.91	4.21	4.08	4.06	3.90
	2023	4.03	4.06	4.09	3.87	4.09	4.06	4.02	3.83
	2022	4.08	4.09	4.09	3.99	4.18	4.08	3.97	4.01
Change (2025-26 Comparison)		*0.02*	*0.05*	*0.02*	*-0.01*	*0.03*	*0.13*	*0.03*	*-0.02*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Atmosphere on the ferry overall	**2026**	**4.25**	**4.28**	**4.20**	**4.14**	**4.25**	**4.19**	**4.35**	**4.33**
	2025	4.21	4.22	4.15	4.15	4.26	4.15	4.31	4.29
	2024	4.23	4.28	4.13	4.09	4.27	4.2	4.29	4.22
	2023	4.18	4.21	4.15	4.06	4.18	4.14	4.23	4.23
	2022	4.2	4.21	4.17	4.14	4.25	4.15	4.18	4.43
Change (2025-26 Comparison)		*0.04*	*0.06*	*0.05*	*-0.01*	*-0.01*	*0.04*	*0.04*	*0.04*
Procedures for unloading	**2026**	**4.25**	**4.32**	**4.21**	**4.08**	**4.29**	**4.22**	**4.26**	**4.27**
	2025	4.22	4.26	4.14	4.09	4.26	4.22	4.27	4.27
	2024	4.21	4.30	4.07	4.01	4.27	4.27	4.22	4.18
	2023	4.17	4.23	4.18	3.99	4.17	4.17	4.20	4.16
	2022	4.24	4.31	4.20	4.10	4.28	4.19	4.21	4.33
Change (2025-26 Comparison)		*0.03*	*0.06*	*0.07*	*-0.01*	*0.03*	*0.00*	*-0.01*	*0.00*
Professionalism of onboard staff	**2026**	**4.45**	**4.51**	**4.41**	**4.34**	**4.45**	**4.40**	**4.49**	**4.45**
	2025	4.41	4.43	4.36	4.35	4.43	4.39	4.46	4.48
	2024	4.42	4.48	4.35	4.30	4.44	4.41	4.48	4.42
	2023	4.38	4.42	4.38	4.28	4.36	4.34	4.42	4.41
	2022	4.38	4.40	4.41	4.28	4.37	4.39	4.38	4.46
Change (2025-26 Comparison)		*0.04*	*0.08*	*0.05*	*-0.01*	*0.02*	*0.01*	*0.03*	*-0.03*
Experience with the sailing schedule									
Earliest ferry early enough	**2026**	**4.02**	**4.07**	**3.99**	**3.93**	**4.06**	**4.06**	**3.99**	**4.04**
	2025	3.99	4.03	3.95	3.95	4.04	4.05	3.89	4.00
	2024	3.96	4.01	3.93	3.89	4.01	4.03	3.85	3.97
	2023	3.92	3.92	3.95	3.89	3.95	4.00	3.87	3.90
	2022	3.92	3.89	3.96	3.88	3.97	4.06	3.87	4.02
Change (2025-26 Comparison)		*0.03*	*0.04*	*0.04*	*-0.02*	*0.02*	*0.01*	*0.10*	*0.04*
Latest ferry late enough	**2026**	**3.87**	**3.86**	**3.90**	**3.84**	**3.95**	**3.64**	**3.83**	**3.95**
	2025	3.83	3.85	3.84	3.82	3.92	3.54	3.71	3.84
	2024	3.77	3.82	3.70	3.73	3.91	3.52	3.64	3.71
	2023	3.74	3.75	3.78	3.77	3.82	3.52	3.61	3.61
	2022	3.75	3.76	3.71	3.78	3.89	3.55	3.64	3.78
Change (2025-26 Comparison)		*0.04*	*0.01*	*0.06*	*0.02*	*0.03*	*0.10*	*0.12*	*0.11*

Average Satisfaction Ratings by Route - WAVE 1 (JUNE) Historical Data									
			Route						
	Wave 1	Total	1	2	3	30	4	5/9	19
Ferry sailing frequent enough	**2026**	**3.68**	**4.06**	**3.58**	**3.29**	**3.69**	**3.57**	**3.21**	**3.63**
	2025	3.66	3.97	3.50	3.17	3.68	3.50	3.22	3.63
	2024	3.61	3.98	3.40	2.81	3.72	3.53	3.14	3.55
	2023	3.51	3.84	3.50	2.81	3.55	3.47	3.15	3.59
	2022	3.52	3.82	3.43	2.93	3.67	3.49	3.13	3.92
Change (2025-26 Comparison)		*0.02*	*0.09*	*0.08*	*0.12*	*0.01*	*0.07*	*-0.01*	*0.00*
Ability to get onto desired sailing	**2026**	**4.09**	**4.29**	**4.06**	**3.73**	**4.09**	**4.01**	**4.16**	**3.89**
	2025	4.04	4.24	3.90	3.61	4.05	3.99	4.12	3.81
	2024	4.00	4.28	3.90	3.33	4.04	4.03	4.06	3.80
	2023	3.92	4.06	4.00	3.43	3.93	3.96	3.98	3.74
	2022	3.90	3.99	3.89	3.48	4.06	3.88	3.93	4.15
Change (2025-26 Comparison)		*0.05*	*0.05*	*0.16*	*0.12*	*0.04*	*0.02*	*0.04*	*0.08*
Ability to connect with other sailings (Based on those connecting)	**2026**	**3.53**	**3.59**	**3.63**	**3.32**	**3.65**	**3.54**	**3.63**	**3.57**
	2025	3.53	3.74	3.35	3.30	4.01	3.33	3.59	3.49
	2024	3.42	3.59	3.36	3.02	3.71	3.53	3.53	3.63
	2023	3.52	3.60	3.81	3.18	3.58	3.49	3.61	3.40
	2022	3.35	3.19	3.44	3.33	3.83	3.49	3.24	3.48
Change (2025-26 Comparison)		*0.00*	*-0.15*	*0.28*	*0.02*	*-0.36*	*0.21*	*0.04*	*0.08*
Ferry running on time	**2026**	**4.05**	**4.33**	**4.21**	**3.61**	**4.04**	**4.12**	**3.75**	**3.68**
	2025	3.97	4.27	3.80	3.63	3.98	3.94	3.53	3.72
	2024	3.85	4.28	3.67	2.95	3.90	4.12	3.68	3.62
	2023	3.82	4.05	3.93	3.20	3.82	3.98	3.60	3.57
	2022	3.85	3.98	3.81	3.56	4.02	4.06	3.50	3.95
Change (2025-26 Comparison)		*0.08*	*0.06*	*0.41*	*-0.02*	*0.06*	*0.18*	*0.22*	*-0.04*
Safety									
Safety of ferry operations	**2026**	**4.42**	**4.50**	**4.40**	**4.26**	**4.41**	**4.41**	**4.45**	**4.42**
	2025	4.39	4.45	4.33	4.30	4.38	4.39	4.38	4.38
	2024	4.39	4.49	4.30	4.17	4.42	4.42	4.41	4.33
	2023	4.34	4.40	4.34	4.19	4.31	4.37	4.33	4.24
	2022	4.35	4.40	4.33	4.29	4.31	4.38	4.33	4.45
Change (2025-26 Comparison)		*0.03*	*0.05*	*0.07*	*-0.04*	*0.03*	*0.02*	*0.07*	*0.04*

APPENDIX B - AVERAGE SATISFACTION RATINGS BY TERMINAL - WAVE 1 (JUNE) HISTORICAL DATA

Average Satisfaction Ratings by Terminal - WAVE 1 (JUNE) Historical Data											
			Terminals								
	Wave 1	Total	Tsawwassen	Swartz Bay	Horseshoe Bay	Departure Bay	Langdale	Duke Point	Fulford Harbour	Nanaimo Harbour	Gabriola
Overall Experience											
Trip Overall	**2026**	**4.18**	**4.27**	**4.29**	**4.10**	**4.15**	**3.83**	**4.09**	**4.09**	**4.12**	**4.12**
	2025	4.16	4.25	4.23	4.05	4.02	4.03	4.16	4.20	4.12	4.15
	2024	4.13	4.26	4.27	3.89	4.06	3.75	4.21	4.12	4.11	4.06
	2023	4.10	4.18	4.16	4.01	4.14	3.71	4.14	3.99	4.03	3.96
	2022	4.07	4.14	4.13	4.01	4.04	3.75	4.12	3.94	4.27	4.39
Change (2025-26 Comparison)		*0.02*	*0.02*	*0.06*	*0.05*	*0.13*	*-0.20*	*-0.07*	*-0.11*	*0.00*	*-0.03*
Terminal Overall	**2026**	**4.16**	**4.26**	**4.27**	**4.08**	**4.20**	**3.80**	**4.10**	**4.07**	**4.01**	**3.93**
	2025	4.14	4.23	4.20	4.02	4.08	4.01	4.12	4.10	4.10	4.01
	2024	4.08	4.17	4.22	3.83	4.05	3.74	4.21	4.04	4.01	3.94
	2023	4.10	4.15	4.16	3.98	4.18	3.79	4.17	4.08	4.02	3.89
	2022	4.05	4.12	4.06	3.95	4.04	3.84	4.24	4.08	3.93	4.03
Change (2025-26 Comparison)		*0.02*	*0.03*	*0.07*	*0.06*	*0.12*	*-0.21*	*-0.02*	*-0.03*	*-0.09*	*-0.08*
Value for money of fares	**2026**	**3.51**	**3.51**	**3.59**	**3.50**	**3.38**	**3.37**	**3.21**	**3.53**	**3.67**	**3.75**
	2025	3.59	3.61	3.60	3.53	3.56	3.44	3.55	3.79	3.65	3.63
	2024	3.54	3.63	3.60	3.40	3.47	3.36	3.45	3.57	3.55	3.58
	2023	3.51	3.54	3.57	3.49	3.44	3.31	3.47	3.65	3.49	3.52
	2022	3.49	3.57	3.47	3.43	3.32	3.41	3.49	3.60	3.72	3.75
Change (2025-26 Comparison)		*-0.08*	*-0.10*	*-0.01*	*-0.03*	*-0.18*	*-0.07*	*-0.34*	*-0.26*	*0.02*	*0.12*
At the Terminal											
Wait time at the terminal	**2026**	**4.04**	**4.17**	**4.15**	**3.99**	**4.08**	**3.61**	**3.94**	**3.76**	**3.86**	**3.81**
	2025	3.94	4.08	4.05	3.78	3.86	3.57	3.93	3.81	3.74	3.57
	2024	3.88	4.03	4.16	3.44	3.79	3.23	4.04	3.64	3.69	3.63
	2023	3.83	3.90	3.92	3.71	3.93	3.40	3.80	3.75	3.77	3.69
	2022	3.81	3.91	3.83	3.69	3.84	3.42	4.06	3.59	4.01	4.11
Change (2025-26 Comparison)		*0.10*	*0.09*	*0.10*	*0.21*	*0.22*	*0.04*	*0.01*	*-0.05*	*0.12*	*0.24*
Ticket Purchase											
Efficiency of the check in process	**2026**	**4.41**	**4.48**	**4.50**	**4.36**	**4.45**	**4.10**	**4.34**	**4.32**	**4.33**	**4.27**
	2025	4.40	4.45	4.42	4.32	4.39	4.15	4.45	4.39	4.29	4.30
	2024	4.34	4.43	4.43	4.16	4.32	3.98	4.41	4.33	4.27	4.26
	2023	4.33	4.36	4.34	4.25	4.39	4.08	4.36	4.34	4.36	4.16
	2022	4.32	4.37	4.34	4.23	4.35	4.09	4.43	4.37	4.32	4.35
Change (2025-26 Comparison)		*0.01*	*0.03*	*0.08*	*0.04*	*0.06*	*-0.05*	*-0.11*	*-0.07*	*0.04*	*-0.03*
Electronic boarding pass *(New question added 2023)*	**2026**	**4.43**	**4.50**	**4.53**	**4.40**	**4.45**	**3.97**	**4.34**	**-**	**-**	**-**
	2025	4.44	4.48	4.43	4.42	4.48	4.21	4.44	-	-	-
	2024	4.43	4.49	4.52	4.28	4.33	3.94	4.55	-	-	-
	2023	4.30	4.35	4.37	4.25	4.24	4.07	4.28	-	-	-
	2022	-	-	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*-0.01*	*0.02*	*0.10*	*-0.02*	*-0.03*	*-0.24*	*-0.10*	*-*	*-*	*-*

Average Satisfaction Ratings by Terminal - WAVE 1 (JUNE) Historical Data - *Cont.*											
			Terminals								
	Wave 1	Total	Tsawwassen	Swartz Bay	Horseshoe Bay	Departure Bay	Langdale	Duke Point	Fulford Harbour	Nanaimo Harbour	Gabriola
At the Terminal											
Ticket Purchase – *Cont.*											
Clarity of staff directions	**2026**	**4.42**	**4.50**	**4.51**	**4.37**	**4.41**	**4.13**	**4.44**	**4.37**	**4.31**	**4.26**
	2025	4.41	4.48	4.42	4.34	4.37	4.20	4.48	4.35	4.40	4.43
	2024	4.39	4.45	4.48	4.25	4.34	4.12	4.46	4.42	4.36	4.30
	2023	4.36	4.38	4.37	4.31	4.39	4.20	4.41	4.34	4.43	4.23
	2022	4.36	4.42	4.34	4.30	4.34	4.15	4.47	4.47	4.27	4.48
Change (2025-26 Comparison)		*0.01*	*0.02*	*0.09*	*0.03*	*0.04*	*-0.07*	*-0.04*	*0.02*	*-0.09*	*-0.17*
Staff customer service	**2026**	**4.44**	**4.50**	**4.52**	**4.40**	**4.43**	**4.19**	**4.41**	**4.35**	**4.35**	**4.33**
	2025	4.41	4.44	4.41	4.35	4.40	4.23	4.45	4.44	4.36	4.43
	2024	4.38	4.41	4.45	4.28	4.36	4.15	4.42	4.39	4.41	4.37
	2023	4.40	4.43	4.40	4.34	4.41	4.20	4.44	4.40	4.50	4.24
	2022	4.39	4.41	4.40	4.37	4.36	4.18	4.54	4.52	4.38	4.44
Change (2025-26 Comparison)		*0.03*	*0.06*	*0.11*	*0.05*	*0.03*	*-0.04*	*-0.04*	*-0.09*	*-0.01*	*-0.10*
Terminal Services											
Announcements when you need to be informed	**2026**	**4.15**	**4.25**	**4.25**	**4.10**	**4.11**	**3.80**	**4.15**	**4.12**	**3.96**	**3.95**
	2025	4.11	4.20	4.14	4.01	4.05	3.90	4.14	4.11	4.03	4.02
	2024	4.07	4.19	4.11	3.89	4.08	3.80	4.24	4.15	3.84	3.88
	2023	4.04	4.12	3.98	3.98	4.17	3.81	4.09	4.16	3.73	3.73
	2022	4.01	4.10	3.96	4.01	4.02	3.85	4.05	4.12	3.77	3.89
Change (2025-26 Comparison)		*0.04*	*0.05*	*0.11*	*0.09*	*0.06*	*-0.10*	*0.01*	*0.01*	*-0.07*	*-0.07*
Usefulness of digital information screens at terminal	**2026**	**4.00**	**4.13**	**4.09**	**3.93**	**4.03**	**3.50**	**3.96**	**3.92**	-	-
	2025	3.98	4.08	4.01	3.83	3.93	3.75	3.98	4.03	-	-
	2024	3.97	4.09	4.09	3.77	3.89	3.55	4.10	3.85	-	-
	2023	3.95	4.03	3.98	3.87	4.07	3.55	3.93	4.00	-	-
	2022	3.88	3.98	3.86	3.79	3.91	3.64	3.95	3.91	-	-
Change (2025-26 Comparison)		*0.02*	*0.05*	*0.08*	*0.10*	*0.10*	*-0.25*	*-0.02*	*-0.11*	*-*	*-*
Quality and variety of food/beverages/merchandise offered at the terminal *(Question added 2024)*	**2026**	**3.73**	**3.83**	**3.63**	**-**	**3.68**					
	2025	3.66	3.71	3.57	-	3.66	-	-	-	-	-
	2024	3.69	3.78	3.58	-	3.66	-	-	-	-	-
	2023	-	-	-	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*0.07*	*0.12*	*0.06*	*-*	*0.02*	*-*	*-*	*-*	*-*	*-*
Washrooms	**2026**	**4.03**	**4.10**	**4.08**	**3.91**	**4.01**	**3.80**	**4.12**	**3.95**	**3.95**	**4.25**
	2025	3.98	4.04	3.95	3.85	3.95	3.79	4.06	4.05	4.08	3.99
	2024	4.01	4.09	4.05	3.83	3.99	3.76	4.14	4.02	3.96	4.10
	2023	3.91	4.04	3.91	3.77	3.82	3.64	4.01	3.84	3.96	3.86
	2022	3.97	4.06	3.98	3.81	3.92	3.77	4.02	3.96	4.06	4.15
Change (2025-26 Comparison)		*0.05*	*0.06*	*0.13*	*0.06*	*0.06*	*0.01*	*0.06*	*-0.10*	*-0.13*	*0.26*

Average Satisfaction Ratings by Terminal - WAVE 1 (JUNE) Historical Data - *Cont.*											
			Terminals								
	Wave 1	Total	Tsawwassen	Swartz Bay	Horseshoe Bay	Departure Bay	Langdale	Duke Point	Fulford Harbour	Nanaimo Harbour	Gabriola
At the Terminal											
Terminal Services – *Cont.*											
Procedure for loading	**2026**	**4.25**	**4.33**	**4.34**	**4.16**	**4.25**	**3.97**	**4.25**	**4.13**	**4.23**	**4.15**
	2025	4.20	4.27	4.24	4.10	4.10	4.00	4.19	4.32	4.24	4.18
	2024	4.17	4.23	4.30	4.00	4.05	3.78	4.37	4.14	4.19	4.04
	2023	4.14	4.18	4.19	4.10	4.18	3.82	4.17	4.23	4.22	4.07
	2022	4.18	4.26	4.19	4.08	4.16	3.93	4.32	4.13	4.09	4.16
Change (2025-26 Comparison)		*0.05*	*0.06*	*0.10*	*0.06*	*0.15*	*-0.03*	*0.06*	*-0.19*	*-0.01*	*-0.03*
Terminal (Foot Passengers ONLY)											
Parking options at the terminal	**2026**	**3.62**	**3.88**	**3.81**	**3.49**	**3.84**	**3.07**	**3.66**	**3.23**	**2.53**	**2.47**
	2025	3.62	3.60	3.85	3.47	3.78	3.33	3.84	2.85	2.96	2.61
	2024	3.75	3.72	3.88	3.63	3.91	3.78	4.07	3.53	2.45	2.51
	2023	3.76	3.87	3.96	3.64	3.76	3.39	3.85	3.67	2.49	2.46
	2022	3.73	3.98	4.05	3.44	3.42	3.57	3.74	3.13	2.39	2.29
Change (2025-26 Comparison)		*0.00*	*0.28*	*-0.04*	*0.02*	*0.06*	*-0.26*	*-0.18*	*0.38*	*-0.43*	*-0.14*
Ease of using passenger drop-off/pick-up area	**2026**	**4.20**	**4.34**	**4.27**	**4.22**	**4.34**	**3.96**	**4.12**	**3.98**	**3.27**	**3.38**
	2025	4.15	4.15	4.23	4.17	4.21	4.06	4.29	3.65	3.50	3.45
	2024	4.22	4.29	4.27	4.16	4.24	4.06	4.35	4.14	3.25	3.59
	2023	4.17	4.33	4.20	4.15	4.12	3.93	4.17	3.92	3.10	3.09
	2022	4.21	4.25	4.30	4.16	4.24	4.13	4.27	3.62	3.56	3.33
Change (2025-26 Comparison)		*0.05*	*0.19*	*0.04*	*0.05*	*0.13*	*-0.10*	*-0.17*	*0.33*	*-0.23*	*-0.07*
Self-serve kiosk (ticket purchase) *(New question added 2023)*	**2026**	**4.38**	**4.46**	**4.41**	**4.18**	**4.46**	**-**	**4.01**	**-**	**-**	**-**
	2025	4.36	4.37	4.41	4.24	4.42	-	4.18	-	-	-
	2024	4.41	4.39	4.48	4.30	4.44	-	4.39	-	-	-
	2023	4.35	4.43	4.37	4.25	4.19	-	4.29	-	-	-
	2022	-	-	-	-	-	-	-	-	-	-
Change (2025-26 Comparison)		*0.02*	*0.09*	*0.00*	*-0.06*	*0.04*	*-*	*-0.17*	*-*	*-*	*-*
Pre-boarding passenger lounge at terminal	**2026**	**3.86**	**3.81**	**3.88**	**3.92**	**4.18**	**3.65**	**3.92**	**3.98**	**3.72**	**3.42**
	2025	3.79	3.69	3.87	3.78	3.98	3.59	3.87	3.94	3.71	3.46
	2024	3.81	3.72	3.86	3.83	4.02	3.60	3.86	4.05	3.62	3.59
	2023	3.83	3.74	3.93	3.78	4.00	3.69	3.89	4.08	3.54	3.37
	2022	3.80	3.60	3.92	3.84	4.06	3.65	4.21	3.99	3.45	3.64
Change (2025-26 Comparison)		*0.07*	*0.12*	*0.01*	*0.14*	*0.20*	*0.06*	*0.05*	*0.04*	*0.01*	*-0.04*