



MM / DD / YYYY  
 \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Q10. How much do you agree with the following statement?**

*"BC Ferries operates in an environmentally conscious manner."*

Strongly Disagree 1  2  3  4  5  Strongly Agree 99

**Q11. Based on your experiences with BC Ferries in the past year, tell us how likely you will...**

Very unlikely 0 1 2 3 4 5 6 7 8 9 10 Very likely

Recommend BC Ferries to a friend or colleague

**Q12. To what extent does your overall experience with BC Ferries meet your expectations?**

1  Does not meet my expectations 2  Meets my expectations 3  Exceeds my expectations

**Q13. 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 you paid for, before taxes. Do not include any purchases that someone else paid for you. Please indicate in Canadian dollars (CDN).*

Before boarding, at the terminal: \$ \_\_\_\_\_.

Onboard the vessel: \$ \_\_\_\_\_.

Total for this trip: \$ \_\_\_\_\_.

**Q14. Do you have any suggestions on how to improve the services and facilities offered by BC Ferries? If yes, please explain. Please be specific.**

**Transportation To and From the Terminal**

**Foot Passengers ONLY (i.e., walk-ons, bus passengers, cyclists): How did you get to and from the terminal? Please select only one in each column.**

**Q15. Travel TO departure terminal**

- 1  Dropped off by friend or relative
- 2  Drove private vehicle to terminal and parked at / near terminal
- 3  Drove car share vehicle to terminal and parked at / near terminal
- 4  Bicycle
- 5  BC Transit bus / TransLink bus / local city bus
- 6  Non-chartered bus (e.g., PCL, Greyhound, Laidlaw, etc.)
- 7  Walked
- 8  Taxi
- 9  Hitchhiked
- 10  Charter bus / school bus
- 11  Other

**Q16. Travel FROM arrival terminal**

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

**Q17. Vehicle drivers / vehicle passengers ONLY: What kind of vehicle did you travel in for the sailing on which you received this questionnaire? Please select only one.**

- 1  Standard Vehicle (under 7 ft. high and under 20 ft. in length)
- 2  Oversize Vehicle (over 7 ft. high and over 20 ft. in length)
- 3  Van / Recreational Vehicle
- 4  Commercial vehicle (over 5,500 kg in weight)
- 5  Motorcycle
- 6  Semi-trailer
- 7  Bus

**Demographics**

**Q18. Do you, or does someone you are travelling with, have accessibility requirements (e.g., a physical condition that affects your mobility or requires the use of an aid such as a wheelchair, cane, or walker)?**

1  Yes 2  No 99  Prefer not to disclose

**Q19. Which of the following best describes your current occupational status? Please select only one.**

- 1  Employed full-time
- 2  Employed part-time
- 3  Self-employed
- 4  Not currently employed
- 5  Retired
- 6  Homemaker
- 7  Student
- 99  Prefer not to disclose

**Q20. Which of the following categories best describes the total combined annual income for your household, 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
- 99  Prefer not to disclose

**The BC Ferries Research Panel**

BC Ferries conducts a variety of different online 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 and join our research panel.

As a panel member, you will contribute to decision-making processes that will help shape BC Ferries products and services.

You will also be eligible for prize draws when you complete online surveys!

All responses and data from this survey are strictly confidential and are separated from the contact information before being reported.

Phone number: \_\_\_\_\_ - \_\_\_\_\_  
 AREA CODE PHONE NUMBER

Email: \_\_\_\_\_

First name: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Your privacy is important to us. Contact information you provide will only be used to invite you to participate in future research, and for no other purpose.

**Thank you for your participation in this research!**

Dear Ferry Traveller,

Please accept our thanks for agreeing to complete the enclosed survey. Your feedback is very important to us and we are delighted that you are participating in this important study. Your ratings and comments will let us know what we are doing well and what areas need attention and improvement.

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. R.A. Malatest & Associates Ltd., a professional BC research firm, has been commissioned to receive your responses and prepare the results.

Please return your completed survey to a Malatest staff member on board the vessel, or mail it to Malatest using the enclosed pre-paid return envelope in the next one or two days. If you have any questions about the survey, please do not hesitate to contact Malatest & Associates (1-855-412-1930) or BC Ferries' Customer Service (1-888-223-3779).

Your opinions are important to us, and essential to improving service on BC Ferries.

Thank you for your interest in this important research.

Sincerely,  
 Janet Carson  
 Vice President, Marketing & Customer Experience  
 British Columbia Ferry Services Inc.

**Trip Details**

Thinking only of the LAST sailing you took...

**Which route was your last sailing?**

- 1  Tsawwassen <-> Swartz Bay
- 2  Horseshoe Bay <-> Nanaimo
- 3  Horseshoe Bay <-> Langdale
- 4  Swartz Bay <-> Fulford Harbour
- 5  Swartz Bay <-> Southern Gulf Islands
- 9  Tsawwassen <-> Southern Gulf Islands
- 19  Nanaimo Harbour <-> Gabriola Island
- 30  Tsawwassen <-> Duke Point

**Which direction was the sailing?**

From \_\_\_\_\_ To \_\_\_\_\_

On which day was that sailing? (MM/DD/YYYY) \_\_\_\_/\_\_\_\_/\_\_\_\_

What was the departure time? \_\_\_\_\_  am  pm

**S1. What was the main purpose of your last ferry trip, business or personal? Please provide one response. If you were going home, what activity were you returning from?**

- |  |  |
|--|--|
| <p><b>Business</b></p> <ul style="list-style-type: none"> <li>1 <input type="checkbox"/> Business trip or on company business</li> <li>2 <input type="checkbox"/> Commuting to or from work</li> <li>3 <input type="checkbox"/> Hauling freight or operating a commercial vehicle</li> <li>4 <input type="checkbox"/> Attending school, college or course</li> </ul> | <p><b>Personal</b></p> <ul style="list-style-type: none"> <li>5 <input type="checkbox"/> Required personal travel (e.g., doctor's appt, moving, funeral, etc.)</li> <li>6 <input type="checkbox"/> Shopping</li> <li>7 <input type="checkbox"/> Visiting friends / relatives</li> <li>8 <input type="checkbox"/> Vacation / getaway / recreation</li> <li>9 <input type="checkbox"/> Attending special event / entertainment</li> <li>10 <input type="checkbox"/> Other (specify) _____</li> </ul> |
|--|--|

**S2. Including your last trip, how many return trips (i.e., two-way trips) have you taken on this route in the past 12 months?**

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

**S3. 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

**S4. What community did you leave from when you headed to the ferry terminal?**  
Please list the community name and province or state. If outside North America, list the country.

\_\_\_\_\_

**S5. When you got off the ferry, which community were you headed to?** Please list the community name and province or state. If outside North America, list the country.

\_\_\_\_\_

**S6. In which community do you live?** If outside Canada or the US, please specify your country.

\_\_\_\_\_

**S7. Were you a vehicle passenger or a foot passenger on your last trip? If you boarded the ferry as a bus passenger or on bicycle, please consider yourself a foot passenger.**

- <sup>1</sup>  Vehicle passenger (including driver)  
<sup>2</sup>  Foot passenger (including bus passengers and cyclists)

**IF FOOT PASSENGER: S7a. Were you on a bicycle?**

- Yes  No

**S8. Were you travelling with a pet on your last trip?**

- Yes  No

**S9. Were you travelling as part of an organized tour group or team?**

- <sup>1</sup>  Yes → About how many people are in the tour group or team?  Skip to S11  
<sup>2</sup>  No

**S10. How many people in total were travelling together in your party on your last trip, including yourself?**

Total number in party

**And how many were:**

Adults 19 years of age or older  
 Children 6 to 18 years  
 Children under 6 years

**S11. What is your year of birth?**

**S12. With which gender do you most identify?**

- Male  Female  Unspecified

**S14. Were you able to get on to the ferry sailing that you arrived for?**

- Yes  No

**S13. Did you make an advanced reservation for your sailing? If you did not, did you attempt to make a reservation?**

- <sup>1</sup>  Yes, I successfully booked a reservation  
<sup>2</sup>  No, I tried to make a reservation but was unsuccessful  
<sup>3</sup>  No, I did not attempt to make a reservation / No reservations offered on this route

**S16. Did you connect with another BC Ferries vessel?**

- Yes  No

**Satisfaction with BC Ferries Services**

**Q1. 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.

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
a Usefulness of BC Ferries website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
b Ease of using on-line reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
c BC Ferries phone service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
d Ease of using / understanding sailing schedules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
e Effective communication of service updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

**Q2. 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.

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
<b>At the terminal: All Passengers</b>						
a Outside appearance of the terminal you left from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
b Overall appearance inside the terminal you left from (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
c Wait time at terminal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
<b>Ticket Purchase</b>						
d Efficiency of the check in process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
e Staff customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
f Clarity of staff directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
<b>Terminal Services</b>						
g Announcements when you needed to be informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
h Usefulness of digital information screens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
i Quality and variety of merchandise offered at the terminal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
j Quality and variety of food/beverages offered at the terminal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
k Washrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
l Procedure for loading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
m Professionalism of terminal staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
<b>At the terminal: Foot Passengers (Foot Passengers ONLY, vehicle drivers / passengers skip to Q3)</b>						
n Parking options at the terminal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
o Ease of using passenger pickup / drop off area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
p Pre-boarding lounge at terminal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

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

Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

**Q4. 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.

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
<b>Food Services</b>						
a Quality and variety of food / beverages offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
b Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
c Staff customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
<b>Onboard Facilities / Services</b>						
d Passages Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
e Washrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
f Play area for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
g Pet area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
h Workstations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
i Outside decks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
j Lounge seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
k SeaWest Lounge (paid lounge with complimentary beverages, snacks, and newspapers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
l Outside appearance of vessel overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
m Ease of access, overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
n Ease of finding facilities / services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
o Announcements when you need to be informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
p Atmosphere on the ferry overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
q Procedures for unloading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
r Professionalism of onboard staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

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

Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

**Q6. 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.**

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
<b>Experience with the sailing schedule</b>						
d Ability to get onto desired sailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
f Ferry running on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
<b>Safety</b>						
g Safety of ferry operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>
<b>Overall value</b>						
h Value for money of fares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

**Q6b. Thinking about this ferry route only, how satisfied or dissatisfied are you with each of the following?**

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
<b>Experience with the sailing schedule</b>						
a Earliest ferry early enough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
b Latest ferry late enough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
c Ferry sailings frequent enough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
e Ability to connect with other sailings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

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

Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	Not Used / Not Applicable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

**Q8. How much do you agree with the following statement?**

*"BC Ferries staff went the extra mile to make sure I got what I needed."*

Strongly Disagree	Strongly Agree	N/A
<input type="checkbox"/>	<input type="checkbox"/>	99 <input type="radio"/>

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

- Yes  No