

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

N/A

99

Q11. If someone asked you whether you would recommend BC Ferries, how likely would you be to...

Very unlikely

Very likely

0

1

2

3

4

5

6

7

8

9

10

Recommend BC Ferries, based on your most recent experience

Q13. What is the approximate amount you (if travelling alone) or your group spent on:

Please indicate in Canadian dollars (CDN) rounded to the nearest dollar.

Purchases at the terminal (excluding reservation/fare):

\$

Purchases onboard the vessel:

\$

Q13b. What fare type did you purchase for this sailing?

- 1

☐

Saver fare - Best value fare, includes free reservation. Paid in full at time of booking.
- 2

☐

Prepaid fare - Paid in full at time of booking, includes reservation.
- 3

☐

Reservation Only fare - Paid reservation fee at time of booking, balance due at the terminal
- 4

☐

At Terminal fare - Did not book in advance. Fare purchased at the terminal
- 5

☐

Group fare
- 6

☐

Travel Assistance Program (TAP)
- 7

☐

BC Senior's fare (weekday sailings)
- 8

☐

BC Student fare
- 9

☐

Not applicable – Travelled on a non-fare paying route
- 99

☐

I don't know

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., BC Ferries Connector operated by Wilsons)
- 7

☐

Walked
- 8

☐

Taxi
- 9

☐

Hitchhiked
- 10

☐

Chartered 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., BC Ferries Connector operated by Wilsons)
- 7

☐

Walked
- 8

☐

Taxi
- 9

☐

Hitchhiked
- 10

☐

Chartered 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.

Survey ID: A A A A A A A



MM / DD / YYYY

/ /

Dear Ferry Customer,

Thank you for taking the time to complete the enclosed survey.

Your feedback is very important to us and we are delighted that you are participating in this important survey. 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 the results to be truly representative, we need responses from everyone who agrees to participate, so please complete all parts of the survey. R.A. Malatest & Associates Ltd., a professional BC based research firm, have 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 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 and participation in this important research.

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

Trip Details

(To be completed by Malatest surveyor)

Thinking only of the LAST sailing you took...

Which route was your last sailing? Indicate the departure terminal:

- 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

☐

On which day was that sailing?

Month: June August November

- 1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

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22

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28

29

30

31

What was the scheduled departure time?

Hour: 1 2 3 4 5 6 7 8 9 10 11 12

Minute: 00 05 10 15 20 25 30 35 40 45 50

Time of Day: 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?

Business

- 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

Personal

- 5

☐

Required personal travel (e.g., doctor's appt, moving, funeral, etc.)
- 6

☐

Shopping
- 7

☐

Visiting friends / relatives
- 8

☐

Vacation / getaway / recreation
- 9

☐

Attending special event / entertainment
- 10

☐

Other (specify)

S2. Including your last trip, how many return trips (i.e., two-way trips) have you taken with BC Ferries in the past 12 months? Take time to think back over the past year, especially if you travel often.

- 1

☐

0-2 trips
- 2

☐

3-6 trips
- 3

☐

7-12 trips
- 4

☐

13-26 trips
- 5

☐

27 or more trips

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

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

S6. In which city or community do you live? _____

S7. 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.

- 1

☐ Vehicle passenger (including driver)

2

☐ Foot passenger (including bus passengers and cyclists)

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

- 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: S7a. Were you on a bicycle?

- 1

☐ Yes
- 2

☐ No

S8. Were you travelling with a pet?

- 1

☐ Yes
- 2

☐ No

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

- 1

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

☐ No

Skip to S11

S10.How many people were you travelling with?

☐ 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

S11. What is your year of birth? ←

S12. I identify as...

- 1

☐ Male
- 2

☐ Female
- 3

☐ Non-binary
- 4

☐ I prefer to self-describe: _____

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

- 1

☐ Yes
- 2

☐ No

S16. Did you connect with another BC Ferries vessel?

- 1

☐ Yes
- 2

☐ 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	☐	☐	☐	☐	☐	☐
f Usefulness of BC Ferries mobile app	☐	☐	☐	☐	☐	☐
b Ease of making a reservation	☐	☐	☐	☐	☐	☐
c BC Ferries phone service	☐	☐	☐	☐	☐	☐
d Ease of using / understanding sailing schedules	☐	☐	☐	☐	☐	☐
e Effective communication of service updates and current conditions	☐	☐	☐	☐	☐	☐

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
At the terminal: All Passengers						
a Outside appearance of the terminal you left from	☐	☐	☐	☐	☐	☐
b Overall appearance inside the terminal you left from (if applicable)	☐	☐	☐	☐	☐	☐
c Wait time at terminal	☐	☐	☐	☐	☐	☐
Ticket Purchase						
d Efficiency of the check in process	☐	☐	☐	☐	☐	☐
q Electronic boarding pass	☐	☐	☐	☐	☐	☐
e Staff customer service	☐	☐	☐	☐	☐	☐
f Clarity of staff directions	☐	☐	☐	☐	☐	☐
Terminal Services						
g Announcements when you needed to be informed	☐	☐	☐	☐	☐	☐
h Usefulness of digital information screens at the terminal	☐	☐	☐	☐	☐	☐
i Quality and variety of merchandise offered at the terminal	☐	☐	☐	☐	☐	☐
j Quality and variety of food/beverages offered at the terminal	☐	☐	☐	☐	☐	☐
k Washrooms	☐	☐	☐	☐	☐	☐
l Procedure for loading	☐	☐	☐	☐	☐	☐
m Professionalism of terminal staff	☐	☐	☐	☐	☐	☐
At the terminal: Foot Passengers (Foot Passengers ONLY, vehicle drivers / passengers skip to Q3)						
n Parking options at the terminal	☐	☐	☐	☐	☐	☐
o Ease of using passenger pickup / drop off area	☐	☐	☐	☐	☐	☐
r Self-serve kiosk (ticket purchase)	☐	☐	☐	☐	☐	☐
p Pre-boarding lounge at terminal	☐	☐	☐	☐	☐	☐

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
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	99 ☐

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
Food Services						
a Quality and variety of food / beverages offered	☐	☐	☐	☐	☐	☐
b Value for money	☐	☐	☐	☐	☐	☐
c Staff customer service	☐	☐	☐	☐	☐	☐
Onboard Facilities / Services						
d Passages Store	☐	☐	☐	☐	☐	☐
e Washrooms	☐	☐	☐	☐	☐	☐
f Play area for children	☐	☐	☐	☐	☐	☐
g Pet area	☐	☐	☐	☐	☐	☐
h Workstations	☐	☐	☐	☐	☐	☐
i Outside decks	☐	☐	☐	☐	☐	☐
j Lounge seating	☐	☐	☐	☐	☐	☐
k SeaWest Lounge	☐	☐	☐	☐	☐	☐
s Usefulness of digital information screens onboard	☐	☐	☐	☐	☐	☐

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

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
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	99 ☐

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
Experience with the sailing schedule						
d Ability to get onto desired sailing	☐	☐	☐	☐	☐	☐
f Ferry running on time	☐	☐	☐	☐	☐	☐
Safety						
g Safety of ferry operations	☐	☐	☐	☐	☐	☐
Overall value						
h Value for money of fares	☐	☐	☐	☐	☐	☐

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
Experience with the sailing schedule						
a Earliest ferry early enough	☐	☐	☐	☐	☐	
b Latest ferry late enough	☐	☐	☐	☐	☐	
c Ferry sailings frequent enough	☐	☐	☐	☐	☐	
e Ability to connect with other sailings	☐	☐	☐	☐	☐	☐

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
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	99 ☐

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
1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	99 ☐

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

- 1

☐ Yes
- 2

☐ No

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

- 1

☐ Yes
- 2

☐ No
- 3

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