

2. Passenger Characteristics

2.1 Foot and Vehicle Passenger Characteristics

The passenger ratio of vehicle (59%) to foot (41%) is consistent with past results. As in past years, Routes 30 and 5/9 record the highest proportion of vehicle passengers but this year the ratio has increased on Route 19, perhaps in response to the service changes.

Vehicle/Foot Passengers by Routes (%)

All BC Ferries Routes		Total '02	Total '03	Total '04	Total '05	Total '06	Total '07	Total '08	Total '09	Total '10	Total '11
		64	63	62	63	63	61	61	61	60	59
		36	37	38	37	37	39	39	39	40	41
Route 1		Total '02	Total '03	Total '04	Total '05	Total '06	Total '07	Total '08	Total '09	Total '10	Total '11
		59	59	56	60	62	60	57	59	58	55
		41	40	44	40	38	40	43	41	42	45
Route 2		Total '02	Total '03	Total '04	Total '05	Total '06	Total '07	Total '08	Total '09	Total '10	Total '11
		65	60	61	64	59	61	58	58	60	58
		35	41	40	36	42	39	42	42	40	42

Base: Total '02 (n=10,780)
 Total '03 (n=11,539)
 Total '04 (n=13,748)
 Total '05 (n=14,285)
 Total '06 (n=14,148)
 Total '07 (n=13,730)
 Total '08 (n=13,545)
 Total '09 (n=12,700)
 Total '10 (n=11,791)
 Total '11 (n=12,216)

■ Vehicle ■ Foot/bus

Q.B7) Are you a vehicle passenger or a foot passenger on today's trip?

Vehicle/Foot Passengers by Routes (%)
(cont'd)

Route 19

Total '02	58	43
Total '03	57	43
Total '04	57	43
Total '05	48	52
Total '06	56	44
Total '07	57	43
Total '08	60	40
Total '09	60	40
Total '10	46	54
Total '11	71	29

Route 5/9

Total '03	70	30
Total '04	74	26
Total '05	65	35
Total '06	68	32
Total '07	69	31
Total '08	69	31
Total '09	68	32
Total '10	63	37
Total '11	64	36

■ Vehicle ■ Foot/bus

Q.B7) Are you a vehicle passenger or a foot passenger on today's trip?

**Overall Satisfaction Level with Recent Experience
Travelling with BC Ferries (%) (cont'd)**

Average

Route 3

Total '02	20	56	14	6	4	3.8
Total '03	18	56	11	10	5	3.7
Total '04	27	64		8	2	4.2
Total '05	27	56	10	5	2	4.0
Total '06	32	57		8	2	4.2
Total '07	24	58	13	5	1	4.0
Total '08	27	57	12	3	1	4.1
Total '09	31	55	8	4	2	4.1
Total '10	32	51	10	6	2	4.05
Total '11	30	52	11	5	3	4.02

Route 30

Total '02	26	55	14	4	2	4.0
Total '03	23	57	12	6	2	3.9
Total '04	25	61	11	3	1	4.1
Total '05	24	62	10	4	1	4.0
Total '06	30	60	8	2		4.2
Total '07	31	58	6	3	1	4.2
Total '08	37	53	8	2		4.2
Total '09	43	50	7			4.3
Total '10	40	53	6			4.32
Total '11	34	56	7	2		4.21

Route 4

Total '02	29	52	10	7	2	4.0
Total '03	28	58	11	2		4.1
Total '04	34	54	9	3	1	4.2
Total '05	31	54	10	3	2	4.1
Total '06	39	50	8	2		4.3
Total '07	35	53	8	4	1	4.2
Total '08	34	50	13	2		4.1
Total '09	35	49	9	6	2	4.1
Total '10	37	51	9	3	1	4.20
Total '11	33	51	11	4		4.12

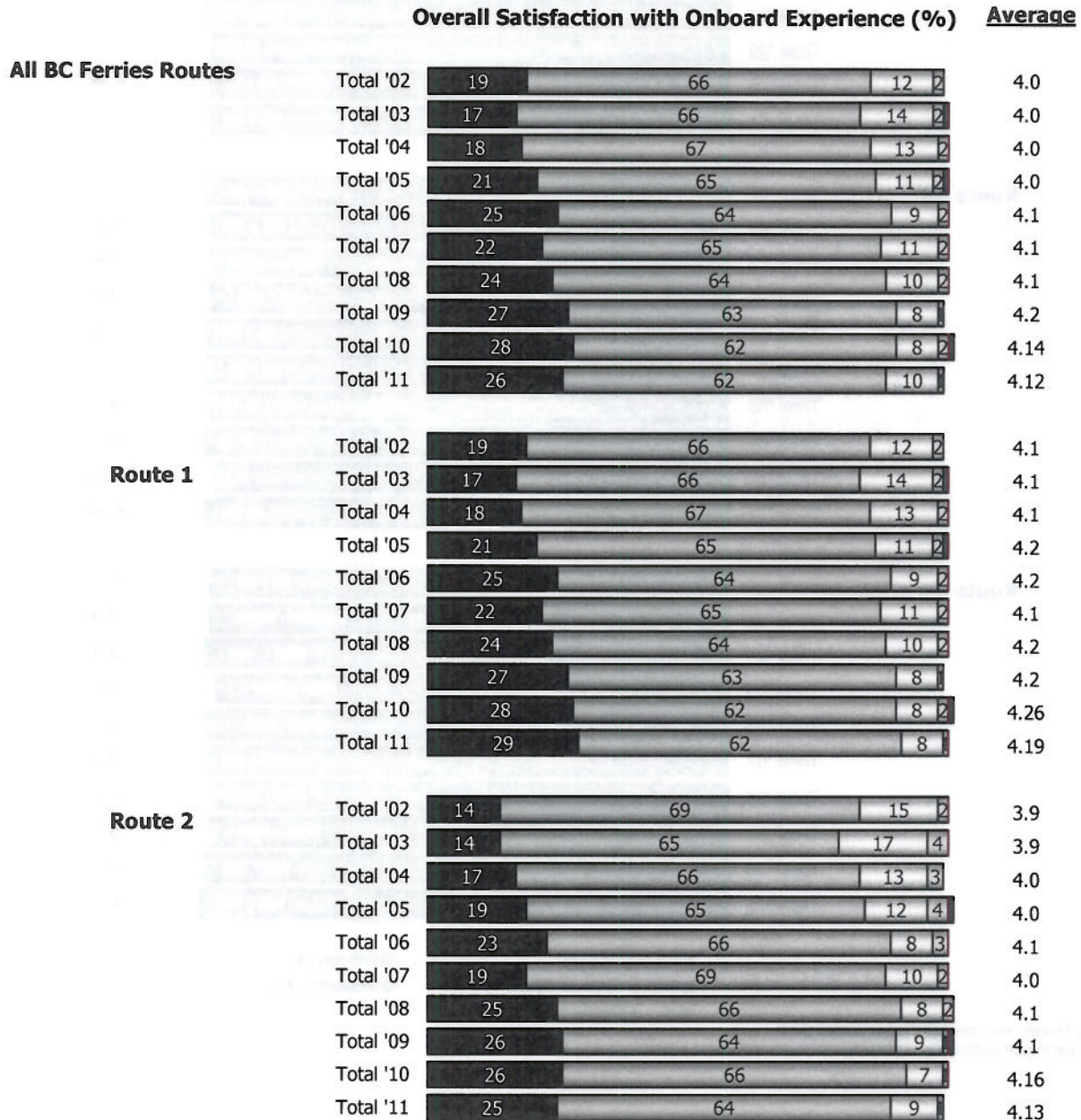
- Very satisfied (5)
- Satisfied (4)
- Neither satisfied/dissatisfied (3)
- Dissatisfied (2)
- Very dissatisfied (1)

4.4 Onboard Experience

Overall Experience

A total of 88% of passengers in 2011 were satisfied with their overall experience onboard, for an overall rating of 4.12 on the 5-point scale, consistent with the average score achieved in 2010 (4.14).

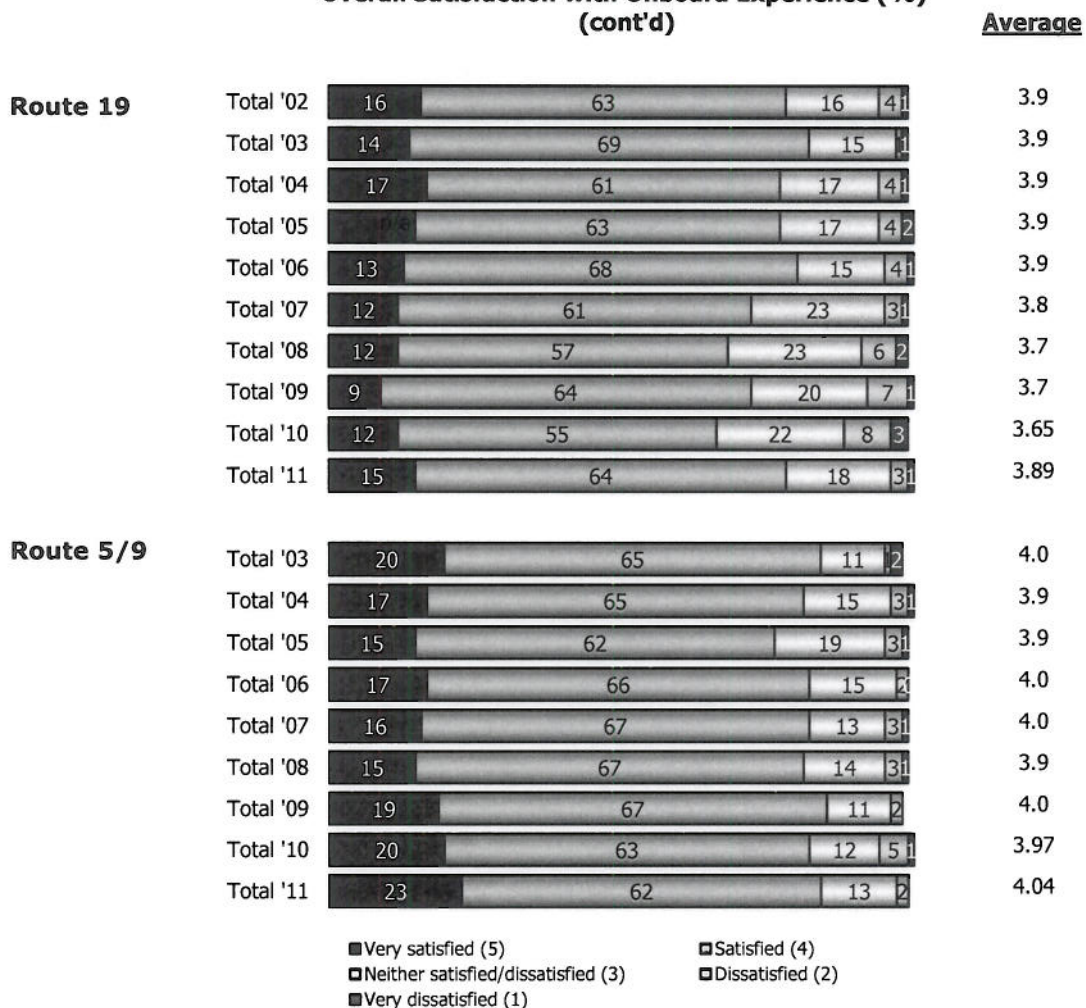
Ratings are stable on most routes with the exception of an improvement in satisfaction on Route 19, returning to a level found in earlier years (3.89).



Q.4) Please rate how satisfied or dissatisfied you were with each of the following.

- Very satisfied (5)
- Satisfied (4)
- Neither satisfied/dissatisfied (3)
- Dissatisfied (2)
- Very dissatisfied (1)

**Overall Satisfaction with Onboard Experience (%)
(cont'd)**



Q.4) Please rate how satisfied or dissatisfied you were with each of the following.