

Nova Scotia Provincial Ferries

2005 Customer Satisfaction Survey



Table of Contents

	Page
Executive Summary	1
1.0 Introduction	2
1.1 Purpose, 2	
1.2 Goal, 2	
1.3 Background, 2	
2.0 Methodology	4
2.1 Sample Size and Response Rate, 5	
2.2 Sample Validation and Weighting, 5	
3.0 Analysis	6
4.0 Results	6
4.1 Ferry Use, 7	
4.2 Ferry Use in Part of Day, 8	
4.3 Reason for Ferry Use, 9	
4.4 Mode of Ferry Ticket Purchase, 10	
4.5 Type of Ticket Used, 11	
4.6 Wait for the Ferry, 12	
4.7 Locating the Ferry Terminal, 13	
4.8 Safety Using the Ferry, 14	
4.9 Satisfaction Level with the Cleanliness of the Ferryboat and Terminal, 15	
4.10 Satisfaction Level with Staff Courtesy and Helpfulness, 16	
4.11 Overall Level of Satisfaction with the NS Provincial Ferry Service, 17	
4.12 Respondents Place of Residence, 18	
4.13 Suggestions and Comments, 19	
5.0 Summary of Findings	21
5.1 Little Narrows, 21	
5.2 Englishtown, 21	
5.3 Country Harbour, 21	
5.4 LaHave, 22	
5.5 Petit Passage, 22	
5.6 Tancook, 22	
6.0 References	23
7.0 Appendices	
7.1 Appendix A: Sample Survey	25
7.2 Appendix B: Detailed Data Tables	27
7.3 Appendix C: Questions 14 and 15 - Summary Table by Type of Response	34

List of Tables

Table 1: Survey Distribution Dates	4
Table 2: Ferry Survey Response Rate	5
Table 3: Ferry Survey Weighting Rates	6

List of Figures

Map of Nova Scotia showing provincial ferries	2
Question 1: Overall Ferry Use	7
Question 1: Comparing Ferry Use	7
Question 2: Overall Ferry Use per Time of Day/Night	8
Question 2: Comparing Ferry Use in Part of Day	8
Question 3: Overall Reason for Ferry Use	9
Question 3: Comparing Reason for Ferry Use	9
Question 4: Overall Ferry Ticket Purchases	10
Question 4: Comparing How Ferry Ticket is Purchased	10
Question 5: Overall Type of Ticket Used	11
Question 5: Comparing Type of Ticket Used	11
Question 6: Overall Wait for the Ferry	12
Question 6: Comparing Wait for the Ferry	12
Question 7: Overall Response re: Locating the Ferry Terminal	13
Question 7: Comparing Locating the Ferry Terminal	13
Question 8: Overall Safety Using the Ferry	14
Question 8: Comparing Safety Using the Ferry	14
Question 9: Overall Satisfaction Level with the Cleanliness of the Ferryboat and Terminal.....	15
Question 9: Comparing Satisfaction with Cleanliness of Ferryboat and Ferry Terminal	15
Question 10: Overall Satisfaction with Staff Courtesy and Helpfulness	16
Question 10: Comparing Level of Satisfaction with Staff Courtesy and Helpfulness.....	16
Question 11: Overall Level of Satisfaction with the NS Provincial Ferry Service	17
Question 11: Comparing the Level of Satisfaction with the NS Provincial Ferry Service	17
Question 13: Overall Respondents Place of Residence	18
Question 13: Comparing Respondents Place of Residence	18
Question 14 and 15: Overall Suggestions and Comments	19
Question 14 and 15: Comparing Suggestions and Comments	20

Executive Summary

The 2005 Customer Satisfaction Survey on Nova Scotia provincial ferries was conducted in six ferries – Tancook, Englishtown, Little Narrows, Petit Passage, LaHave, and Country Harbour. The survey provides the department with an overview on ferry users' level of satisfaction with various aspects of service on provincial ferries in order to determine areas that passengers believe are performing well and areas that require improvement.

Survey Highlights:

✓ **Frequency of Ferry Usage**

Over 4 of 10 respondents were first time users (14.2%) or occasional users (28.5%). First time users of the ferry was highest in Country Harbour (43.7%) while less than 20% of respondents for all other ferries were first time users.

Overall, 17.4% of respondents used the ferry every day. Almost 4 in 10 of Little Narrows respondents (38.8%) used the ferry every day, followed by Petit Passage (27.0%). Over one-third of respondents used the ferries from 1 to 6 times per week.

✓ **Overall Time of Day Usage**

Over half (55%) of the respondents reported using the ferry both during the day and at night, while 44% reported using the ferry only during the day. Little Narrows responses for both day and night crossings were the highest at 73.2%. Responses for Englishtown, Petit Passage, and LaHave were evenly split for day time and both day and night crossings.

✓ **Manner Tickets are Purchased**

Overall, 81.4% of respondents purchased their tickets at the ferry crossing, 8.6% purchased tickets at specific locations, and 6.3% used ferry passes. When asked which type of ticket they used, 57.6% of respondents bought a book of tickets, 24.9% paid cash fare, 13.9% used yearly passes, and 3.6% bought supplementary passes.

✓ **Overall Safety of Operations**

Overall, the majority of respondents felt very safe (88.4%) or somewhat safe (10.4%) using the ferry.

✓ **Length of Wait for Ferries**

Overall, survey respondents felt that their wait was very short (51.4%) or somewhat short (39.1%). Englishtown had the largest percentage who felt that the wait was long (12.1%).

✓ **Service Onboard the Ferry**

Overall, survey respondents were very satisfied (82.5%) or somewhat satisfied (15.9%) with the cleanliness of the ferryboat and the ferry terminal. The majority of respondents were very satisfied (89.2%) or somewhat satisfied (9.7%) with staff courtesy and helpfulness.

✓ **Overall Satisfaction**

Overall, the majority of survey respondents were very satisfied (65.3%) or somewhat satisfied (23%) with the Nova Scotia Provincial ferry services.

1.0 Introduction

1.1 Purpose

The Department of Transportation and Public Works (TPW) has identified overall responsiveness and service quality as important measures of success. To help us achieve that, the director of Fleet Management requested Policy and Planning develop a customer satisfaction survey on provincial ferry services. The purpose of the survey is to evaluate customer satisfaction with various aspects of service on provincial ferries in order to determine areas that passengers believe are performing well and areas that require improvement. This study may be used as a benchmark for future monitoring of customer satisfaction with the provincial ferry services.

1.2 Goal

The goal of the project was to develop and administer an evaluation framework for assessing services of Nova Scotia's seven ferries and to use the findings to assist in improving problem areas and customer satisfaction.

1.3 Background

TPW maintains, services, and operates seven ferries. Provincial ferries provide transportation links as part of the provincial highway system for island residents, local residents, general motoring public, and commercial traffic.



Source: Department of Transportation and Public Works website.

Tickets are sold at each ferry and through offices of Service Nova Scotia and Municipal Relations. Individual tickets are \$5, a book of 20 tickets are \$25, yearly passes cost \$250, and additional supplementary passes are \$25. Passengers on foot or bicycle are not charged, except for the Tancook ferry. Fleet pass prices vary according to the number of trucks, starting at \$1,000 and capped at \$3,600 for fleets of 10 or more trucks.

Four cable ferries:

- **LaHave**, Lunenburg County - Ferry LaHave II connects the communities of LaHave and East LaHave across an ocean inlet. It saves travelers approximately 25 km of road travel to commute between these points. The ferry is on call from 11PM to 7AM. From 7AM to 11PM the ferry runs every 15 minutes each side, and the trip takes about five minutes.
- **Country Harbour**, Guysborough County - Ferry Stormont links a number of small communities on the eastern part of Guysborough County. One of the primary clients of this route are fish plant workers living on the east side commuting to Port Bickerton on the west side. Emergency services also rely heavily on this cable ferry to transport patients to the Sherbrooke Hospital. The alternative route is 50 to 70 km in length. The ferry can be impacted by drift or pack ice and breakdowns. The crossing takes about 15 minutes.
- **Little Narrows**, Victoria County - Ferry Caolas Silas links the communities of Little Narrows to Aberdeen across the St. Patricks Channel. Many of the users of this route are not just the nearby communities but travelers from the mainland going to the Sydney area. This ferry crossing takes about three minutes.
- **Englishtown**, Victoria County - Ferry Angus MacAskill's route physically connects the communities of Englishtown and Englishtown Beach but serves a larger population of commuters traveling to Sydney or Baddeck. The ferry runs during the winter months but at times the ferry does not run (usually the last two weeks of March and first week in April) due to ice packs which fills the channel; in this case the public must use the alternate route of approximately 44 km. The crossing takes about two minutes.

Three ocean-going, self-propelled ferries:

- **Tancook Island**, Lunenburg County - Ferry W.G. Ernst (Scotian as alternate spare ferry with bus for seating) is a passenger ferry which runs between Chester on the mainland and Tancook Island. The community of Tancook has about 200 people whose primary industry is fishing and who rely on the ferry to commute to the mainland. There are no alternate land routes to reach this community. The ferry can carry 145 passengers and has a warm and comfortable passenger cabin. There is a parking lot in Chester designated for residents of Tancook; other passengers may leave their vehicles parked along the road outside the wharf area. The ferry journey takes between 40 and 50 minutes.
- **Grand and Petit Passage** - Ferry Joe Casey in Grand Passage (Scotian as alternate spare ferry) and Ferry Petit Princess in Petit Passage (Spray is the alternate spare ferry). This route consists of two ferries linking Digby Neck and islands to serve the communities of Tiverton, Central Grove, Freeport, and Westport. There are no alternate land routes to reach these communities where the local economy is based on fishing and tourism. Round trip cost is \$4 per ferry for cars/light trucks, and \$6 for commercial trucks. The Petit Passage crossing takes about three minutes while the Grand Passage crossing takes about 15 minutes.

2.0 Methodology

A questionnaire was developed by Policy & Planning division for application in each of six ferries (i.e., Tancook, Englishtown, Little Narrows, Petit Passage, LaHave, and Country Harbour). Grand Passage was not included because Petit Passage connects the mainland to the first island at the Digby Neck and Grand Passage connects the first island to the second island. Passengers have to use the first ferry to get to the second ferry, if they are going to Briar Island.

Questionnaires were sent to the captain-in-charge of each ferry. Ferry operators were asked to distribute the survey (i.e., one per vehicle or per passenger in Tancook) when they collected fares and tickets from the passengers. The survey was pre-tested on a small sample of passengers of the LaHave ferry on August 17, 2005, to test its suitability prior to data collection.

Clipboards and pencils were provided for passengers to complete the form during their trip. Completed questionnaires were collected from passengers prior to them leaving the ferries of LaHave, Petit Passage, and Country Harbour. Local residents received their forms during the early and late trips and were asked to return the filled form to the ferry operator on their return trip. Envelopes were provided for those residents requesting one.

Tancook ferry operators delivered surveys to households (through the local post office); other passengers received surveys while paying for their fare or providing operators with tickets. Passengers of Englishtown and Little Narrows were provided with a self-addressed stamped envelope because of the short trip. These completed surveys were mailed directly to Policy & Planning division, TPW, in Halifax.

Distribution of survey forms were planned between Monday, September 26, 2005 - Sunday October 2, 2005. Due to weather conditions, operational requirements, and distribution of forms to ferry captains, the forms were given to passengers as follows:

Table 1: Survey Distribution Dates

Ferry	Survey Distribution Date
Little Narrows	Tuesday, September 20, 2005 - Monday, September 26, 2005
Petit Passage Englishtown Country Harbour	Tuesday, September 27, 2005 - Sunday, October 2, 2005
LaHave	Sunday, October 2, 2005 - Saturday, October 8, 2005
Tancook	Tuesday, October 4, 2005 - Monday, October 10, 2005

Blank forms and completed questionnaires were returned to Policy & Planning division in Halifax by captains-in-charge.

2.1 Sample Size and Response Rate

To ensure a sufficient sample for each ferry, it was determined that we should have 400 completed surveys for each ferry. This would allow us to be 95% confident that the responses to the survey reflected the true ferry user population within +/- 5%, e.g., if 50 per cent of the respondents were satisfied with the ferry then 19 times out of 20, between 45 and 55 per cent of the ferry users would be satisfied with the ferry.

Due to the lower volume of traffic for some ferries it was not realistic to achieve a completed sample size of 400 without drawing the survey out over a prolonged period of time. Therefore, it was decided that the survey would run for a period of no longer than one week, sooner if all the forms were distributed prior to this time frame.

Having not surveyed this group before the response rates were unknown. It was assumed that the regular users of the ferries would have a higher response rate than those who used it occasionally. Another unknown was how often users used the ferry (e.g., how many used it every day or only occasionally). Note that users of each ferry only received one questionnaire to complete even if they used the ferry more than once over the administration period.

The following table shows how many survey forms were distributed to the captains-in-charge at each ferry, how many were distributed to ferry users (based on the number of blank forms returned to the department), how many completed surveys were received, and the response rate per ferry. Those ferries where the passengers completed the questionnaire on board had a much higher response rate.

Table 2: Ferry Survey Response Rate

Ferry	Forms Sent	Blank Forms Returned	Potential Number of Surveys	Completed Surveys	Response Rate
Little Narrows	900	55	845	311	36.8%
Englishtown	1,050	198	852	360	42.3%
Country Harbour	550	241	309	301	97.4%
LaHave	950	332	618	616	99.7%
Petit Passage	950	417	533	166	31.1%
Tancook	350	222	128	72	56.3%
Total	4,750	1,465	3,285	1,826	55.6%

2.2 Sample Validation and Weighting

The data for each ferry were weighted to get an overall average for the province. The weighting was done so that the overall responses were representative of the number of tickets sold per ferry in September 2005. The actual number of tickets sold and the weighted distributions of the sample are shown in the table below:

Table 3: Ferry Survey Weighting Rates

Ferry	Actual Number of Tickets Sold for September 2005*	Weight Rate
Tancook	1,409	0.025
Englishtown	24,966	0.441
Little Narrows	12,440	0.220
Petit Passage	6,944	0.122
LaHave	8,118	0.143
Country Harbour	2,756	0.049
Total	56,633	1.000

* Source: Quarterly report of traffic count and revenue data. Financial Services section, NS Department of Transportation and Public Works.

3.0 Analysis

Due to rounding not all tables and graphs will add to 100%. Percentages in the tables and graphs in the report do not include responses from respondents who left blank answers; when respondents marked more than one item per question it was considered invalid, except question three which requested respondents to check all entries that apply.

Question 5 of the questionnaire erroneously listed seasonal pass instead of yearly pass when asking which type of ticket respondents used. This was corrected in the report's results section.

Based on the survey questionnaire, the number of traveling passengers per ferry was not compiled due to reporting issues. Responses received after January 1, 2006, were not included in tabulations or analysis.

4.0 Results

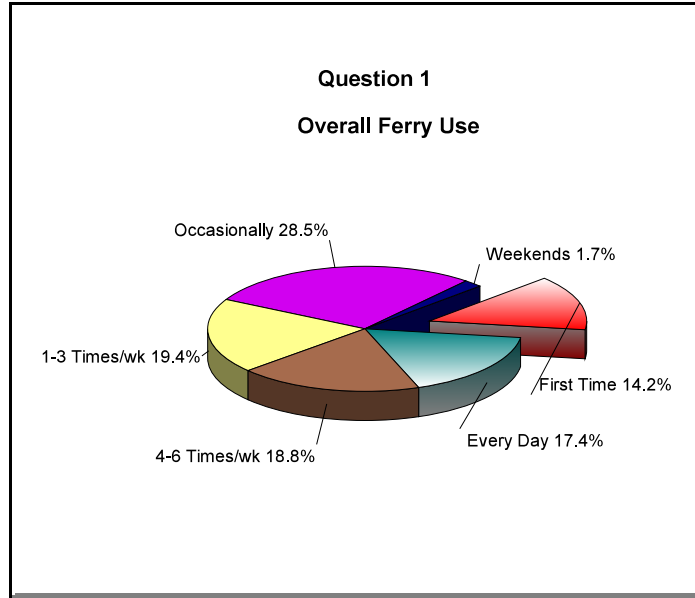
A summary of responses to each question in the survey questionnaire follows. Full details, including tabulation data, coding information, and the questionnaire are included in the appendices to this report.

Each question shows a chart with the overall response for all six ferries as well as a chart comparing the variations per individual ferry. This assists with the understanding of the uniqueness of each ferry operation.

4.1 Ferry Use

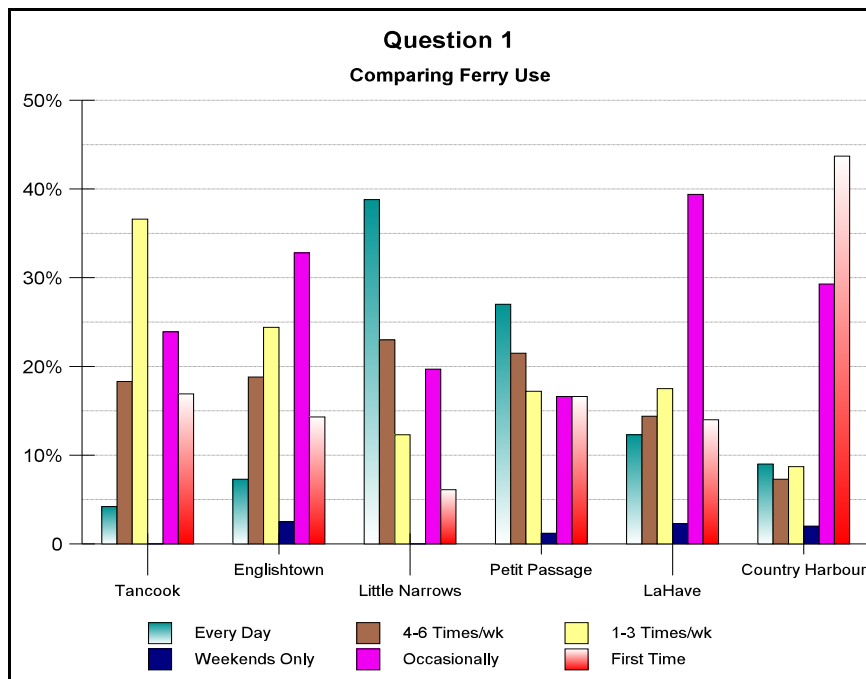
Q1. How often do you use this ferry?

Over 4 of 10 respondents were first time users (14.2%) or occasional users (28.5%). Over one third of respondents used the ferries from 1 to 6 times per week, while 17.4% used the ferry every day.



The percentage of respondents using the ferry every day was highest in Little Narrows (38.8%), followed by Petit Passage (27.0%). Occasional use was highest in LaHave (39.4%), followed by Englishtown (32.8%), and Country Harbour (29.3%).

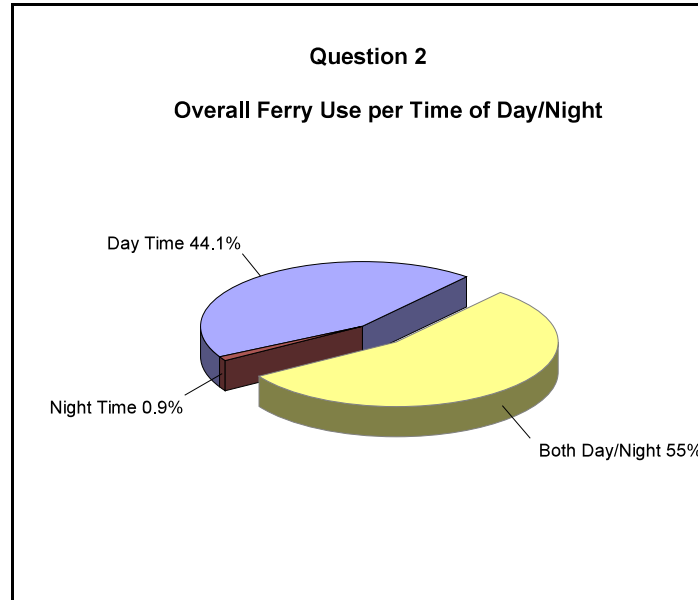
First time users of the ferry was highest in Country Harbour (43.7%). For all other ferries less than 20% of respondents were first time users.



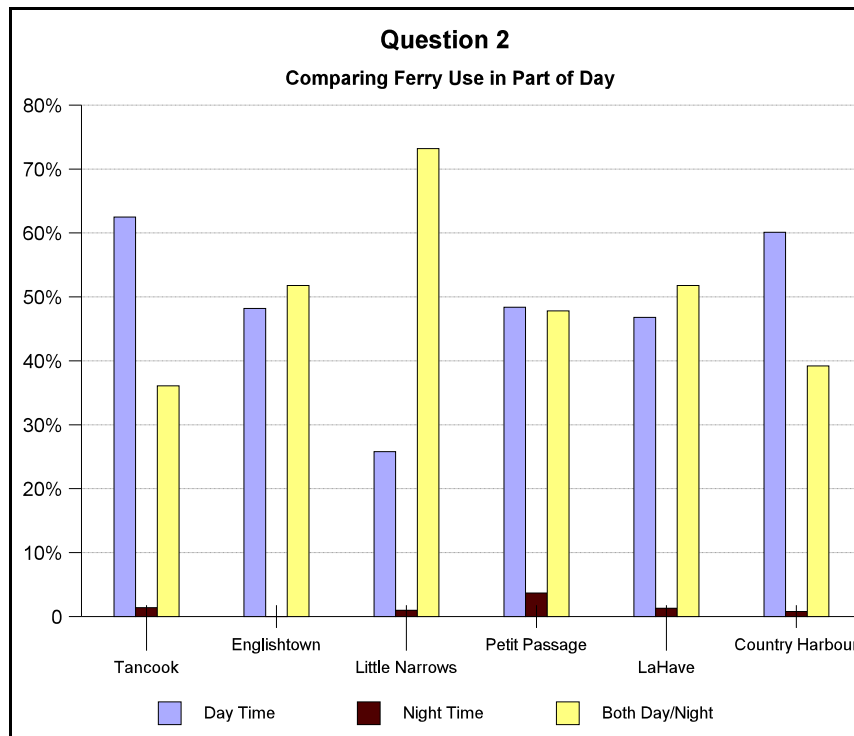
4.2 Ferry Use in Part of Day

Q2. What part of the day do you most use the ferry?

Over half (55%) of the respondents reported using the ferry both during the day and at night, while 44% reported using the ferry only during the day and at night, while 44% reported using the ferry only during the day.



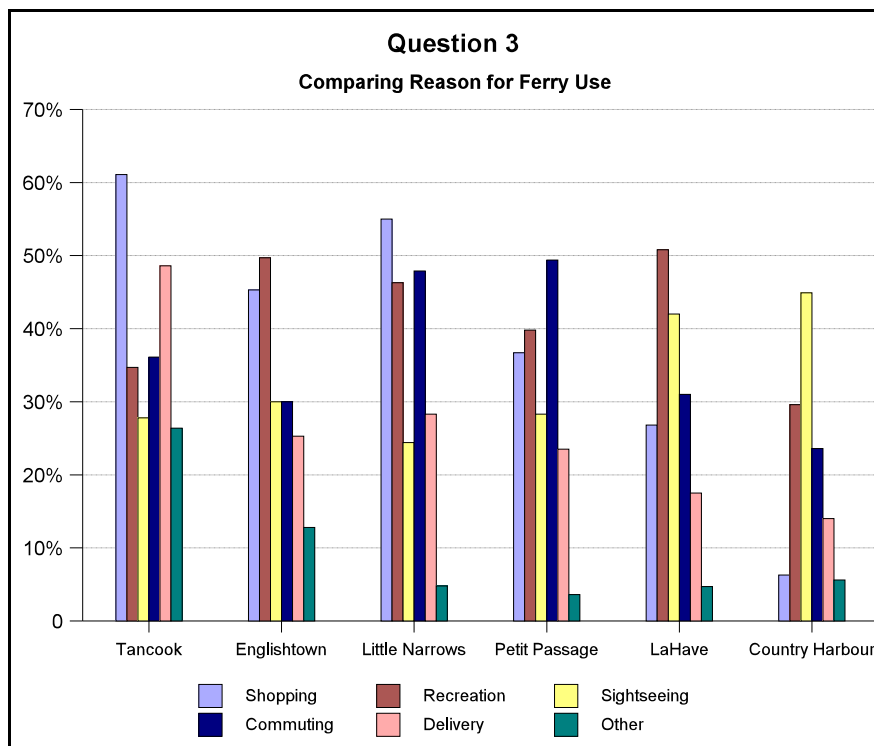
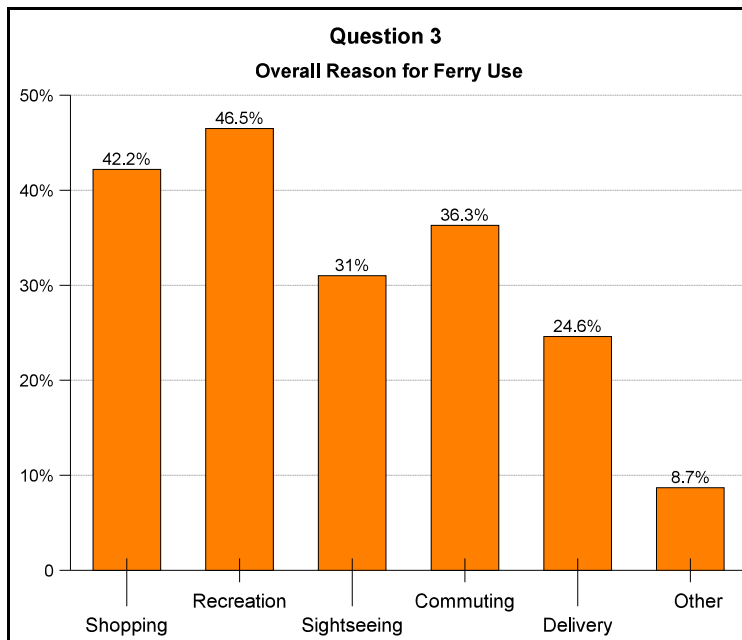
Tancook had the highest percentage of respondents using it during the day (62.5%), with Country Harbour coming second at 60.1%. Little Narrows responses for both day and night crossings was the highest at 73.2%. Responses for Englishtown, Petit Passage, and LaHave were evenly split for day time and both day and night crossings.



4.3 Reason for Ferry Use

Q3. Why do you use the ferry?

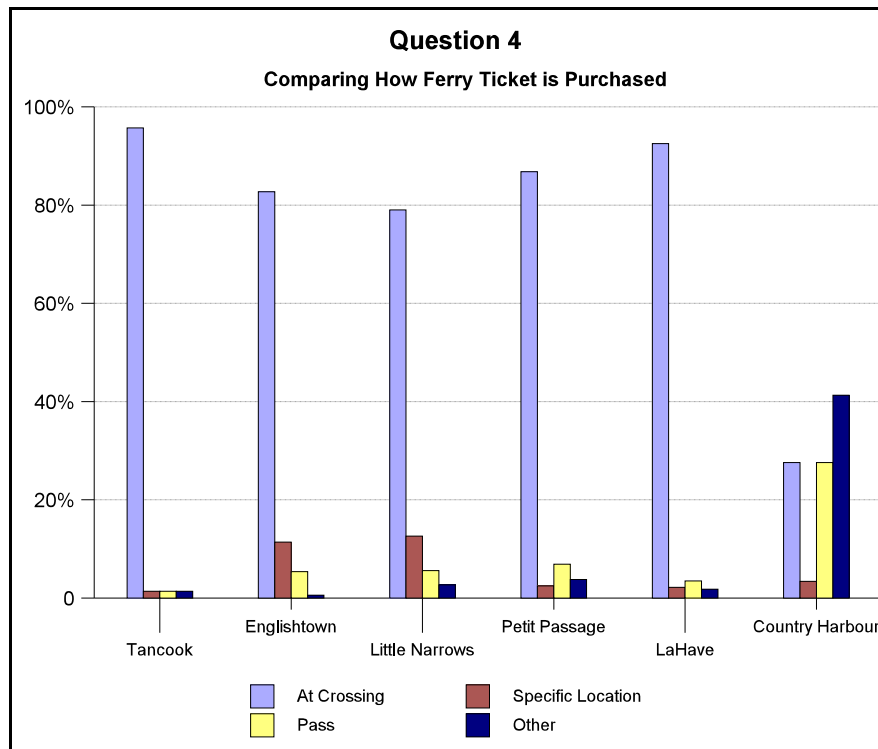
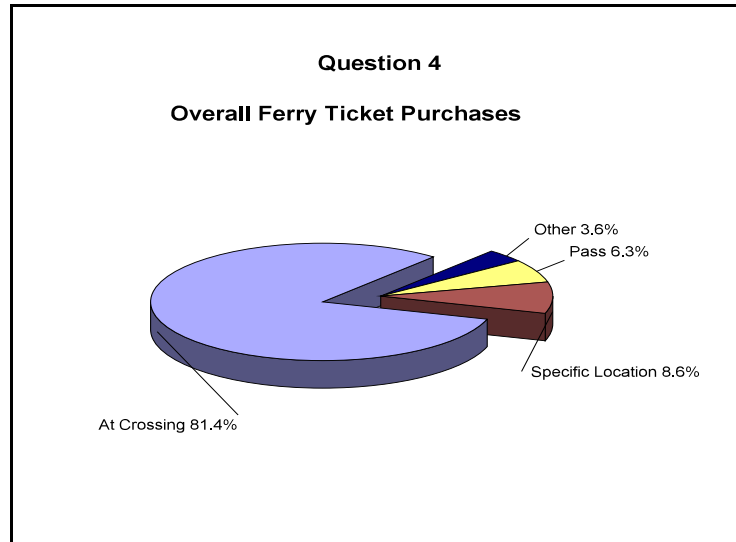
Almost half (46.5%) of respondents reported that they used the ferry for recreational purposes and 31.0% reported they used it for sightseeing. Over 4 in 10 respondents (42.2%) used the ferry to go shopping, 36.3% for commuting back and forth to work, and one quarter (24.6%) reported using the ferry to deliver goods and services. Other respondents (8.7%) indicated they used the ferry to get to appointments, because it is part of the highway, saves traveling time, for emergency use or for all of the above.



4.4 Mode of Ferry Ticket Purchase

Q4. How did you purchase your ferry ticket?

Overall, 81.4% of respondents purchased their tickets at the ferry crossing, 8.6% purchased tickets at specific locations, and 6.3% used ferry passes.

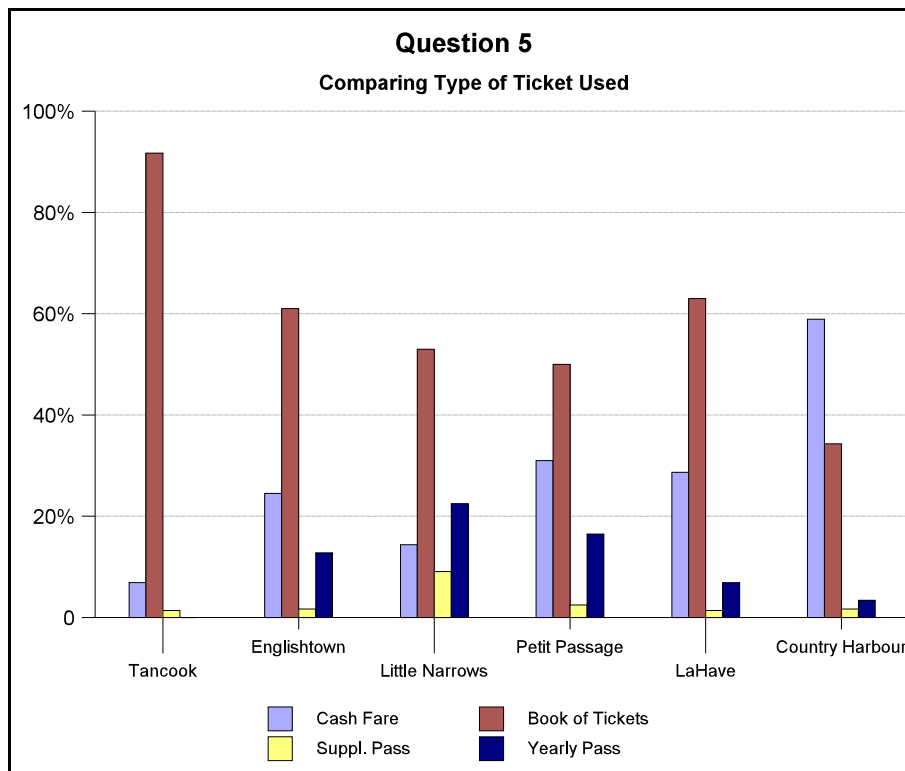
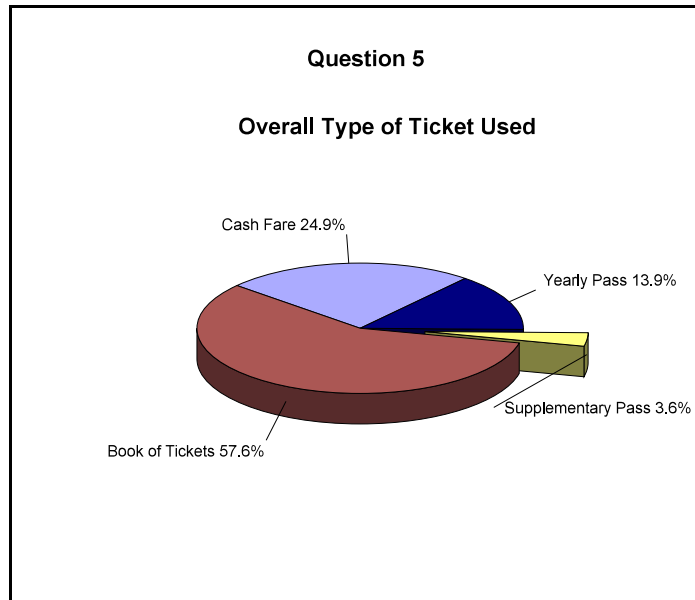


Responses were similar across ferries except for Country Harbour where only 27.6% of respondents purchased tickets at the ferry crossing or used a ferry pass, while 44.7% reported other means of purchasing their tickets (i.e., company/work purchased, at specific location, gift, cash, walk on).

4.5 Type of Ticket Used

Q5. Which type of ticket did you use?

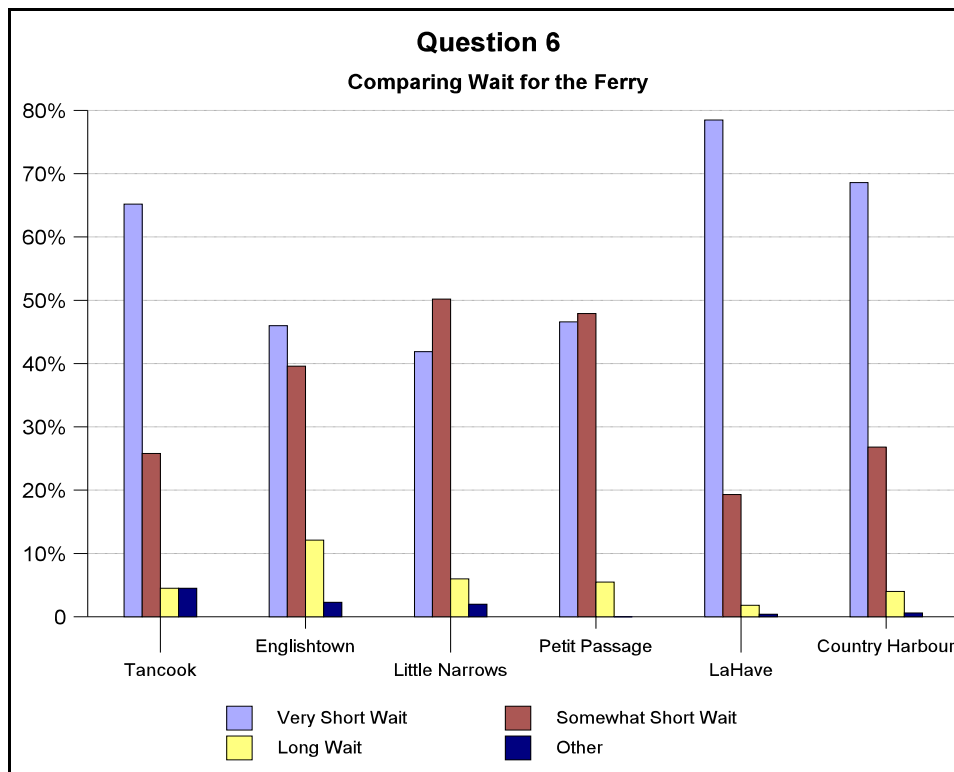
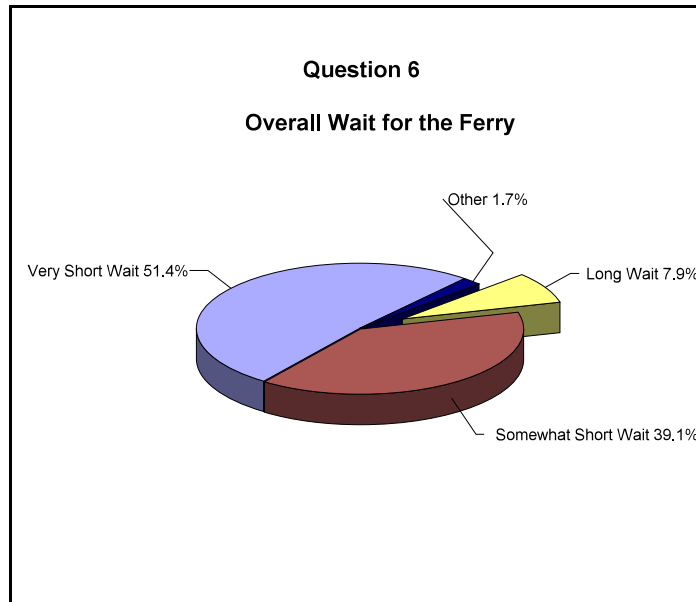
Overall, 57.6% of respondents bought a book of tickets, 24.9% paid cash fare, 13.9% used yearly passes, and 3.6% bought supplementary passes. Almost 92% of Tancook respondents bought book of tickets at the ferry crossing, while 34.3% of Country Harbour's respondents bought books of tickets and 58.9% paid cash fare.



4.6 Wait for the Ferry

Q6. In your opinion, how long did you wait for the ferry?

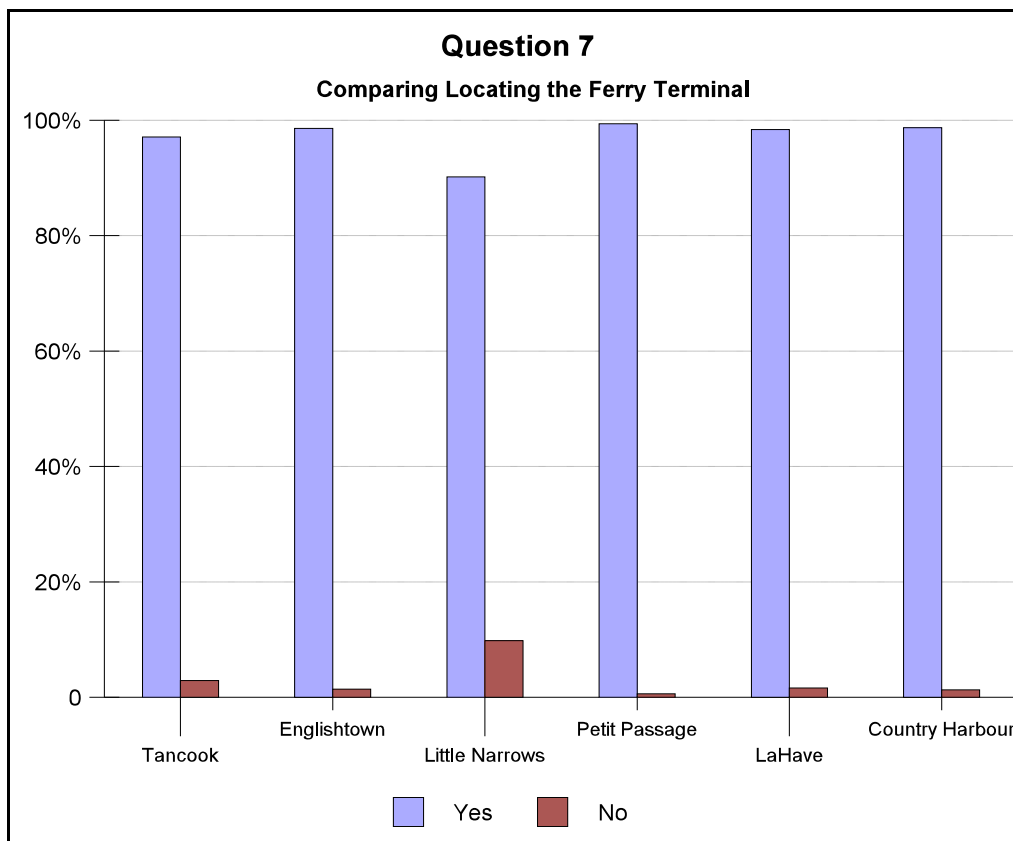
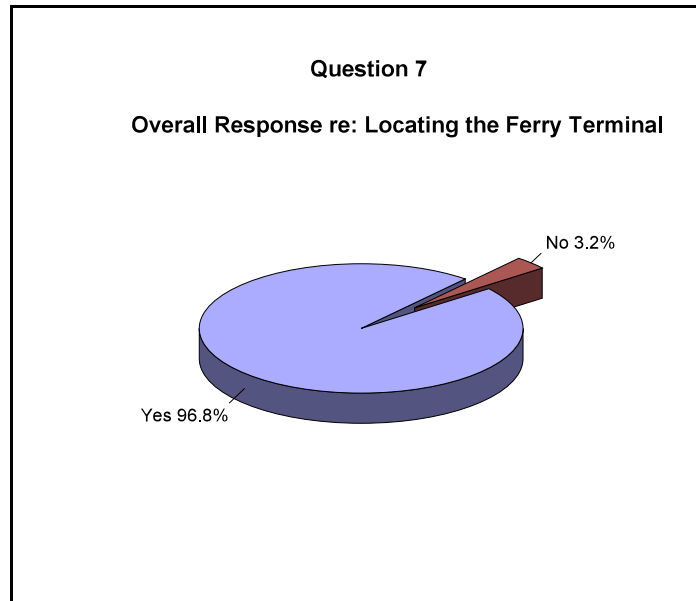
Overall, survey respondents felt that their wait for the ferry was very short (51.4%) or somewhat short (39.1%). Results were similar across ferries with some differences between those who felt that their wait was very short to somewhat short. Englishtown had the largest percentage who felt that the wait was long (12.1%).



4.7 Locating the Ferry Terminal

Q7. Were you able to easily locate the ferry terminal?

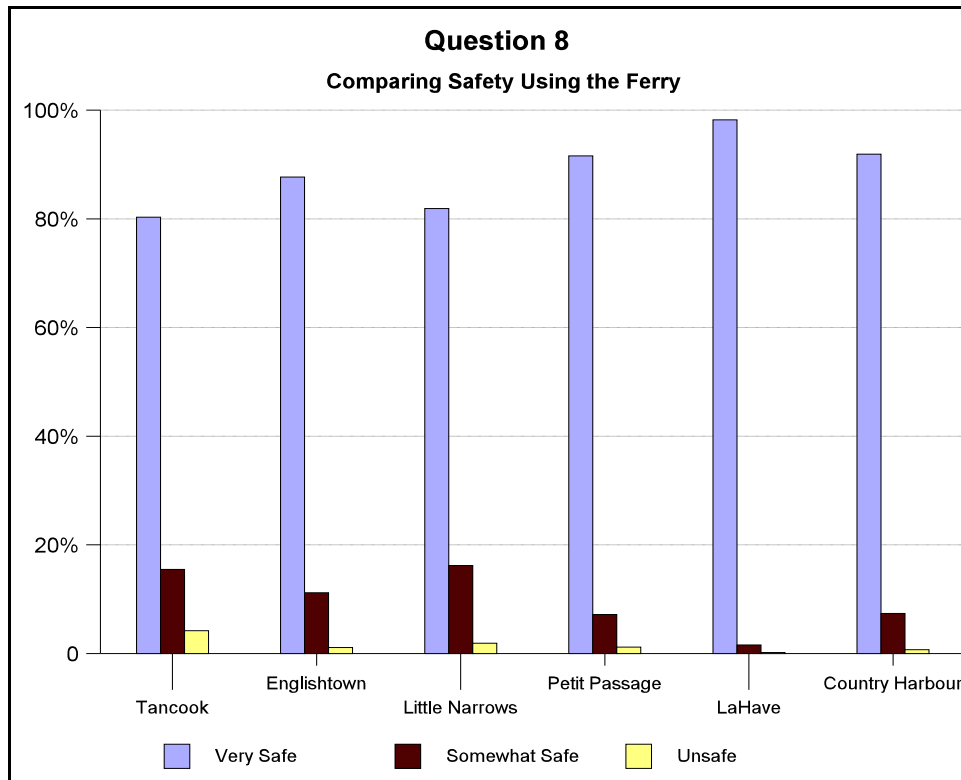
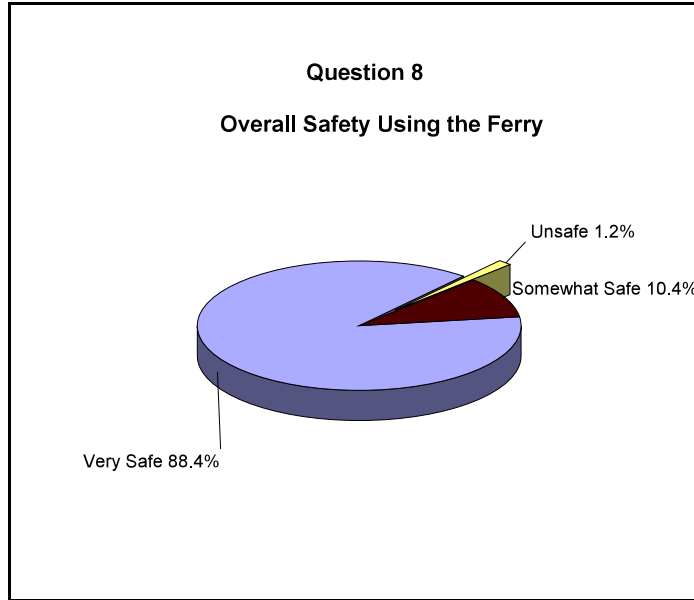
The majority (96.8%) of respondents were able to easily locate the ferry terminal.



4.8 Safety Using the Ferry

Q8. How safe did you feel using the ferry today?

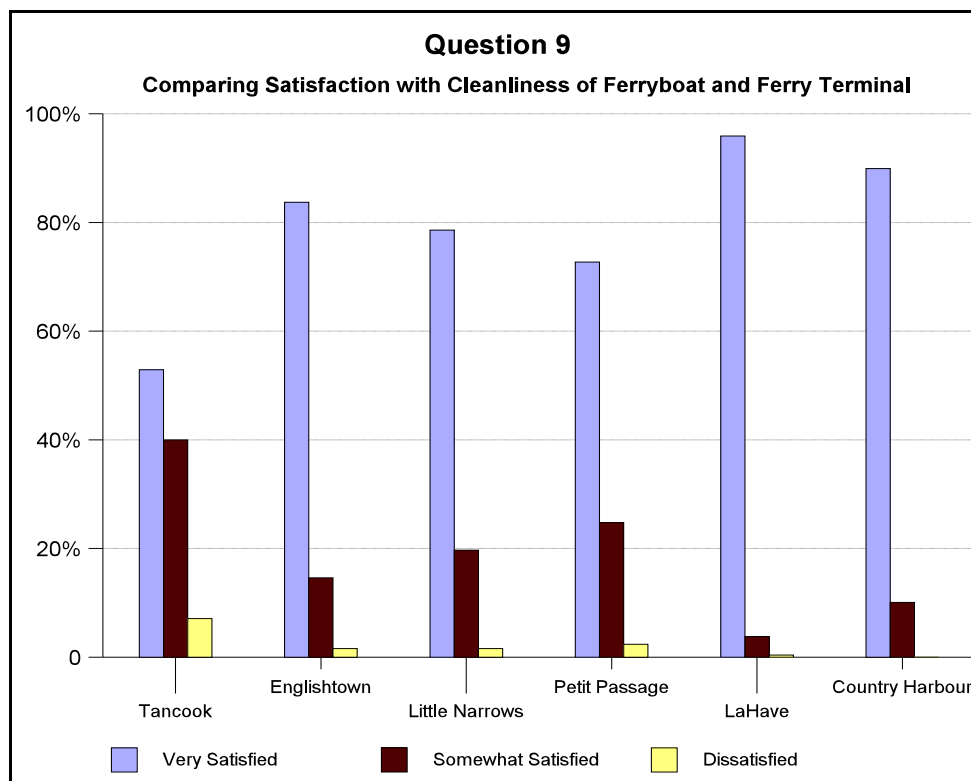
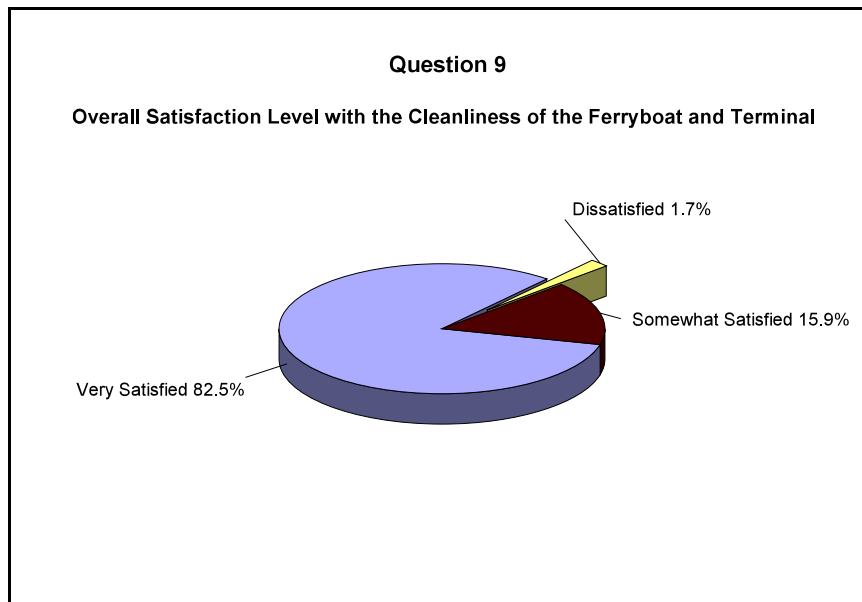
Overall, the majority of respondents felt very safe (88.4%) or somewhat safe (10.4%) using the ferry.



4.9 Satisfaction Level with the Cleanliness of the Ferryboat and Terminal

Q9. How would you rate your level of satisfaction with the cleanliness of the ferryboat and the ferry terminal?

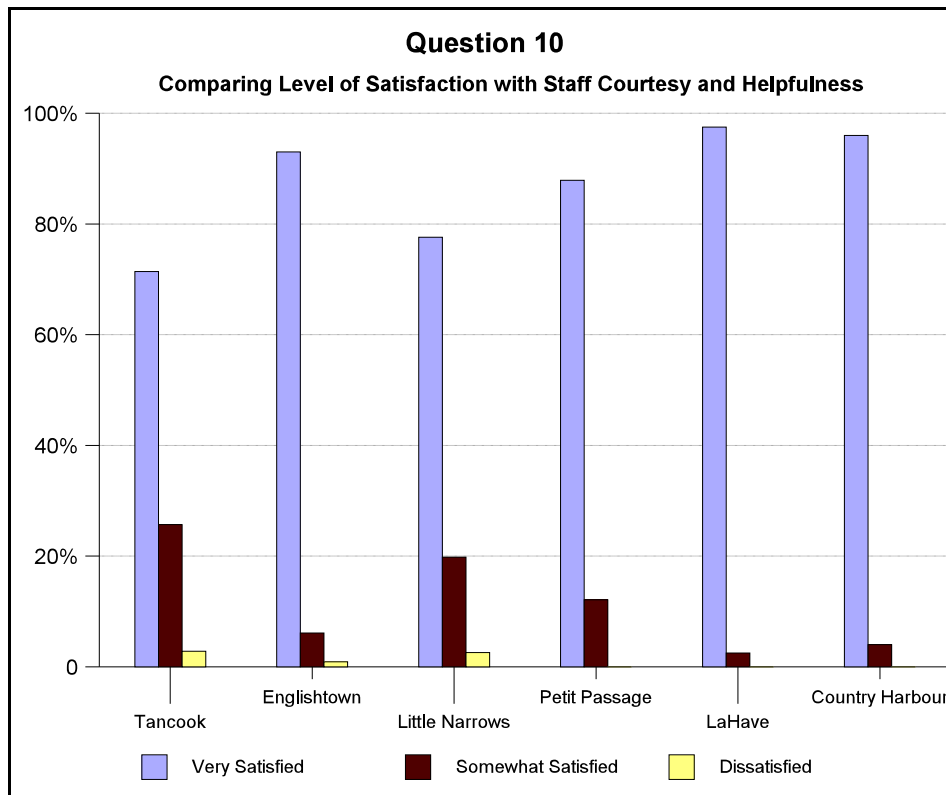
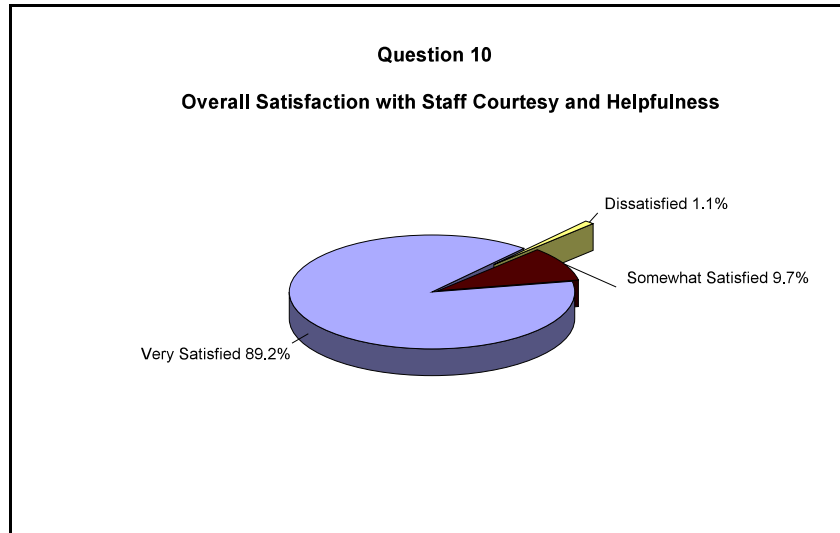
Overall, the majority of respondents were very satisfied (82.5%) or somewhat satisfied (15.9%) with the cleanliness of the ferryboat and the ferry terminal. Tancook respondents reported more variation with their satisfaction with the cleanliness of ferryboat and the ferry terminal, 52.9% were very satisfied, 40% were somewhat satisfied, and 7.1% were somewhat dissatisfied.



4.10 Satisfaction Level with Staff Courtesy and Helpfulness

Q10. How would you rate your level of satisfaction with staff courtesy and helpfulness?

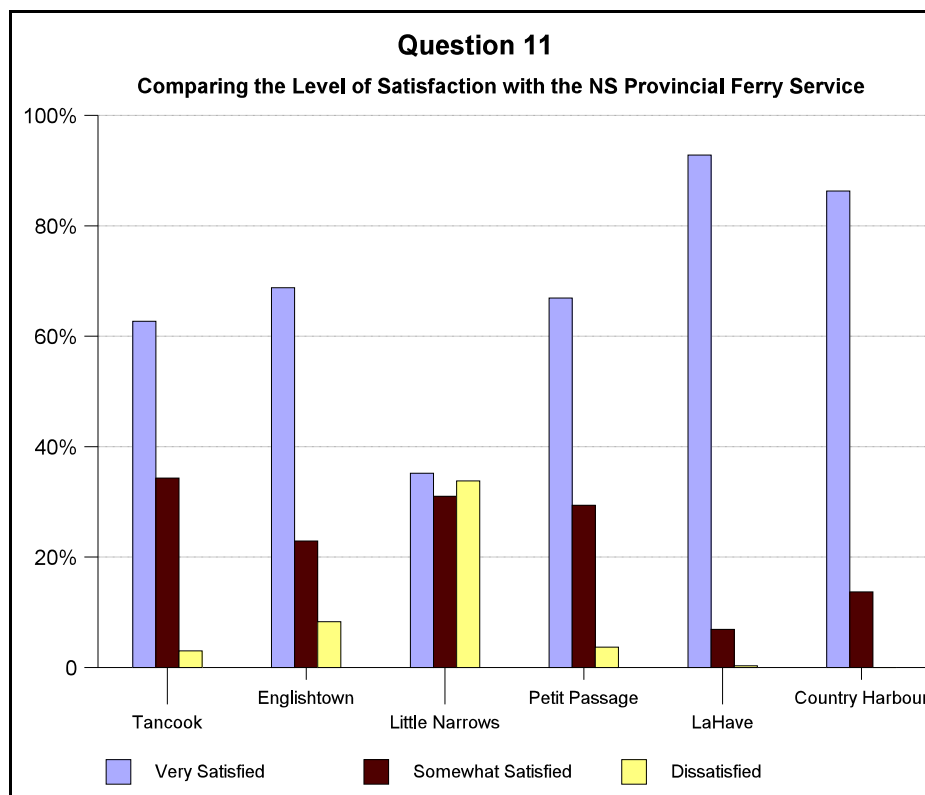
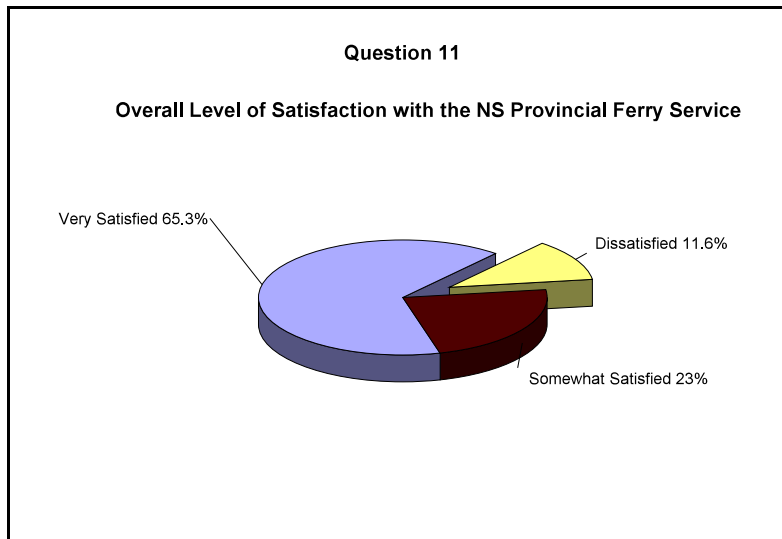
Overall, the majority of respondents were very satisfied (89.2%) or somewhat satisfied (9.7%) with staff courtesy and helpfulness.



4.11 Overall Level of Satisfaction with the NS Provincial Ferry Service

Q11. How would you rate your overall level of satisfaction with the Nova Scotia Provincial Ferry Service?

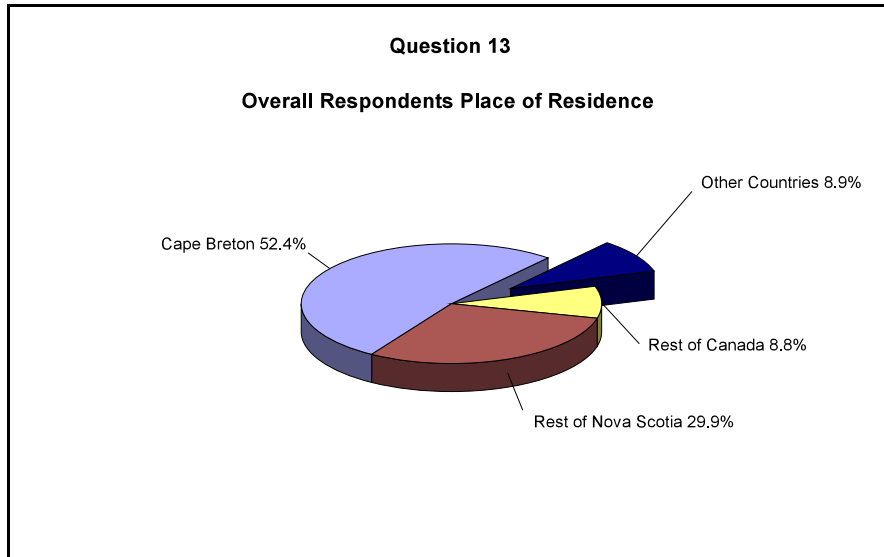
Most (88.3%) respondents were satisfied overall with the Nova Scotia Provincial ferry service. Little Narrows respondents reported the largest dissatisfaction, where 15.9% were somewhat dissatisfied and 16.9% were very dissatisfied.



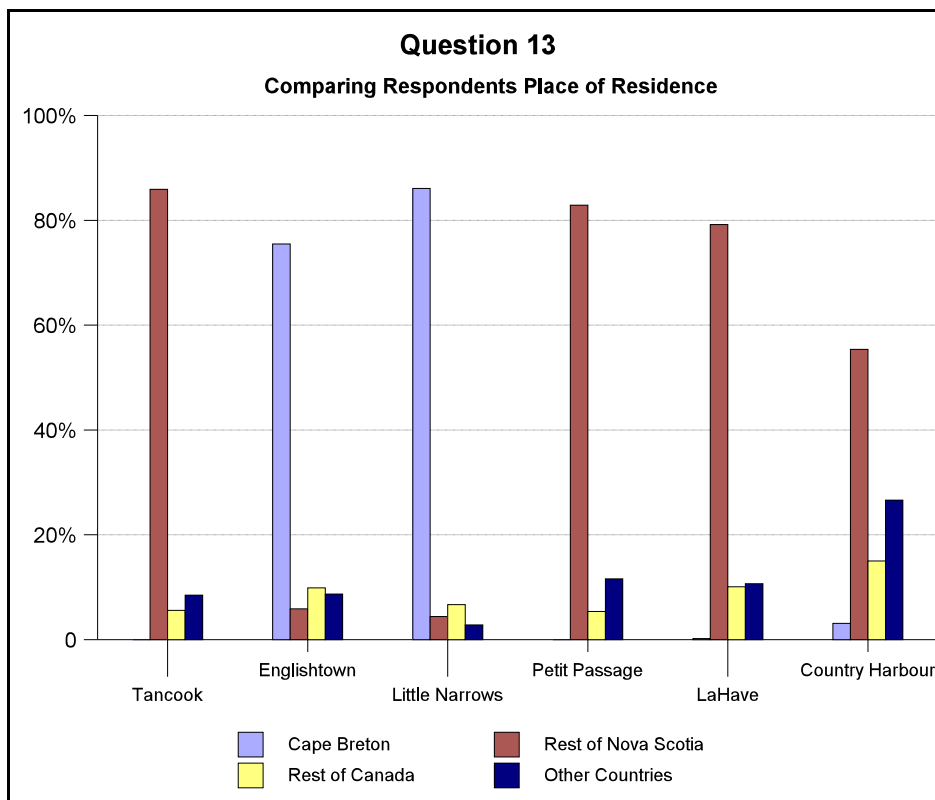
4.12 Respondents Place of Residence

Q13. Where do you permanently reside?

Overall, the majority of respondents were from Nova Scotia – Cape Breton (52.4%) or the rest of Nova Scotia (29.9%).



Due to the location of ferries, Englishtown and Little Narrows showed the largest percentage of respondents from Cape Breton, with 75.5% in Englishtown and 86.1% in Little Narrows. Country Harbour ferry users had the largest percentage of passengers from outside Nova Scotia; 3.7% from Ontario, 9.2% from Western Canada, 11.6% respondents from the USA, and 15.0% from other countries.



4.13 Suggestions and Comments

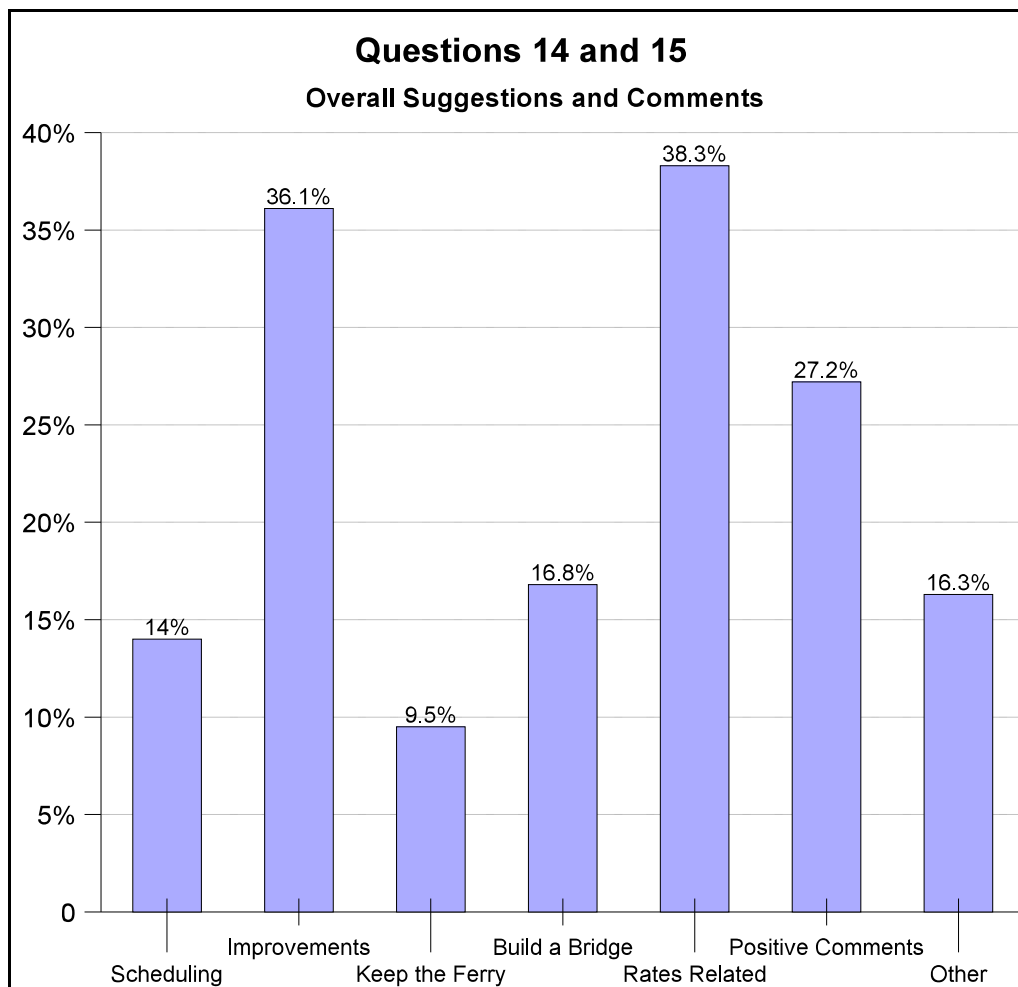
Q14. What suggestions, if any, do you have for improving the ferry services?

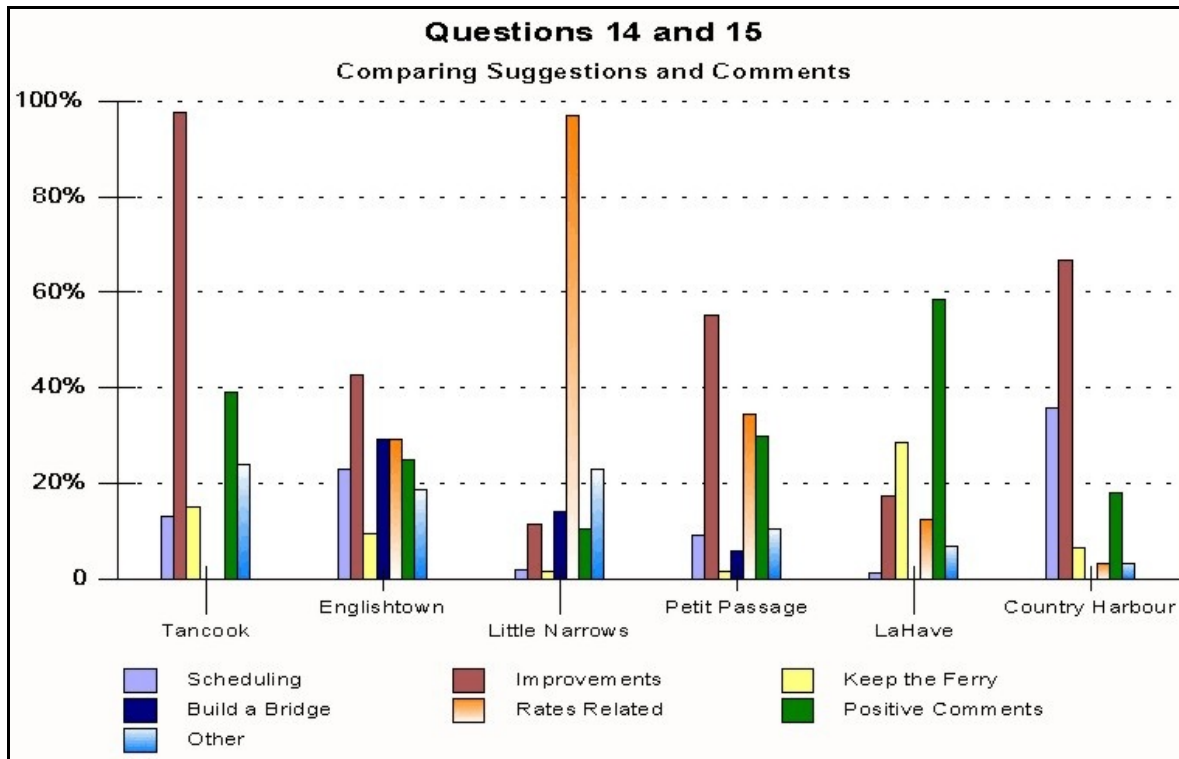
Q15. Additional Comments.

Due to the overlap of similar responses the suggestions and comments provided by respondents were grouped together for easier review. A total of 1,020 respondents provided 1,511 responses to questions 14 and 15. These comments were grouped under 27 topics which were further grouped into seven headings. A table listing overall responses for all the topics per heading as well as a table per ferry is available in Appendix C of this report.

Over 38% of comments relating to ferry rates, including suggestions to reduce or eliminate the fee, addition of special priced tickets for truckers and supplementary family passes, and keep current fee.

Overall, 14% of respondents suggested increasing the number of crossings, maintaining the ferries' summer schedules all year, offer night crossings, and operate the ferries on demand.





Highlights of areas of suggestions/comments by ferry are summarized below:

- ▶ Scheduling was an important issue for respondents of Englishtown (22.9%) and Country Harbour (35.9%).
- ▶ The highest percentage of respondents requesting improvements was for Tancook (97.8%), followed by Country Harbour (66.7%), Petit Passage (55.2%), and Englishtown (42.6%).
- ▶ Over one-quarter of the LaHave respondents (28.4%) requested that we keep the ferry.
- ▶ Over one-quarter of respondents from Englishtown (29.3%) requested that we build a bridge.
- ▶ Rates related suggestions were provided by respondents of Little Narrows (96.9%), Petit Passage (34.3%), Englishtown (29.3%), and LaHave (12.5%).
- ▶ Positive Comments were given in all six ferries:
 - ▶ Tancook (39.1%)
 - ▶ Englishtown (25.0%)
 - ▶ Little Narrows (10.4%)
 - ▶ Petit Passage (29.9%)
 - ▶ LaHave (58.4%)
 - ▶ Country Harbour (17.9%)

5.0 Summary of Findings

Overall, the majority of survey respondents were very satisfied (65.3%) or somewhat satisfied (23%) with the Nova Scotia Provincial ferry service. When asked about their level of satisfaction with staff courtesy and helpfulness, the majority of respondents were very satisfied (89.2%) or somewhat satisfied (9.7%). Overall, respondents were very satisfied (82.5%) or somewhat satisfied (15.9%) with the cleanliness of the ferryboat and the ferry terminal.

Almost half (46.5%) of respondents reported that they used the ferry for recreational purposes and 31% reported they used it for sightseeing. Survey respondents also used the ferries to go shopping (42.2%), commuting back and forth to work (36.3%), to deliver goods and services (24.6%), and 8.7% of respondents indicated they used the ferry to get to appointments, because the ferry is part of the highway, saves traveling time, for emergency use, or for all of the above.

Following are some results within each ferry:

5.1 Little Narrows

This crossing takes about three minutes and almost 4 in 10 respondents (38.8%) reported using the ferry every day, this being the highest rate among all ferries for every day users. Little Narrows responses for both day and night crossings were also the highest at 73.2%.

Little Narrows respondents were the second highest for both commuting (47.9%) and recreation (46.3%). This ferry's respondents showed the lowest percentage of use for sightseeing (24.4%).

Little Narrows respondents reported the largest dissatisfaction with the provincial ferry service, where 15.9% were somewhat dissatisfied and 16.9% were very dissatisfied. The cost of the ferry appears to be the main reason for the larger dissatisfaction rates.

5.2 Englishtown

Ferry Angus MacAskill's route physically connects the communities of Englishtown and Englishtown Beach but serves a larger population of commuters traveling to Sydney or Baddeck. The crossing takes about two minutes.

Englishtown respondents used the ferry for recreation (49.7%), shopping (45.3%), sightseeing (30%), and commuting (30%). Over one-quarter (29.3%) of respondents from Englishtown requested a bridge be built.

5.3 Country Harbour

This crossing takes about 15 minutes and the alternative route is 50 to 70 km in length on the eastern part of Guysborough County. Respondents of Country Harbour had the highest rate among ferries for sightseeing (44.9%). Responses showed 29.6% used it for recreation, 23.6% for commuting, 14% for delivery of goods and services, and 6.3% for shopping.

Country Harbour respondents showed the largest percentage of passengers from outside Nova Scotia (15% from the rest of Canada, 11.6% respondents from the USA, and 15% from other countries), and the lowest within Nova Scotia (3.1% from Cape Breton and 55.4% from the rest of Nova Scotia).

Over half of Country Harbour respondents purchased tickets either at the ferry crossing (27.6%) or used a ferry pass (27.6%), and 44.7% reported other means of purchasing tickets (i.e., company/ work purchased, gift, at specific location, cash, walk on). Over one-third (34.3%) of Country Harbour's respondents bought books of tickets and 58.9% paid cash.

5.4 LaHave

This crossing takes about 5 minutes and saves travelers approximately 25 km of road travel to commute between the community of LaHave and East LaHave. Respondents of LaHave had the highest level of use for recreation (50.8%) which includes visiting family and friends, tourism and vacation; they also had the second highest level of responses for sightseeing (42%) and commuting (31%).

The percentage of LaHave respondents purchasing ticket at the ferry crossing (92.5%) was second to Tancook's responses (95.7%). The type of ticket used by respondents included cash fare (28.7%), book of tickets (63%), and passes (8.3%).

5.5 Petit Passage

One of three ocean-going, self-propelled ferries, Petit Passage ferry links Digby Neck and islands to serve the communities of Tiverton, Central Grove, Freeport, and Westport. The crossing takes about three minutes and there are no alternate land routes.

Most of Petit Passage's respondents reported being from Nova Scotia (82.9%); 5.4% of respondents reported residing in the rest of Canada, and 11.6% reported residing in other countries.

Petit Passage respondents had the second highest level for using the ferry every day (27%). Almost half of its respondents used the ferry mostly during the day time (48.4%) and the other half used it both day and night (47.8%).

The percentage of Petit Passage respondents reporting using the ferry for commuting (49.4%) was the highest among the six ferries. Other uses were for recreation (39.8%), shopping (36.7%), sightseeing (28.3%), and delivery of goods and services (23.5%).

Almost all (87%) of the respondents reported purchasing their ferry ticket at the ferry crossing. Half (50%) of the respondents used books of tickets, 31% reported paying cash fare, and 19% reported using passes.

5.6 Tancook

Tancook is the only passenger ferry. It transports residents of Tancook Island between the island and Chester on the mainland. There is a parking lot in Chester designated for residents of Tancook; other passengers may leave their vehicles parked along the road outside the wharf area. This crossing takes about 40 to 50 minutes and there are no

alternate land routes.

Responses for Tancook was the highest for use of the ferry 1 to 3 times per week (36.6%), and the highest reporting using the ferry during the day time (62.5%). Tancook also had the highest percentage of respondents using the ferry for shopping (61.1%), for delivery of goods and services (48.6%), and for routine trips (26.4%) such as appointments (doctor, dentist, hospital, etc.), chores, banking and church.

Almost all of Tancook's respondents (95.7%) reported purchasing their ferry ticket at the ferry crossing. When asked which type of ticket was used, 91.7% of respondents used books of tickets, 6.9% paid cash fare, and 1.4% used a supplementary pass.

Most of Tancook's respondents reported being from Nova Scotia (85.9%); 5.6% of respondents reported residing in the rest of Canada, and 8.5% reported residing in the USA.

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Appendix A

Sample Survey

Appendix B

Detailed Data Tables

Appendix B - Detailed Data Tables

Q1: How often do you use this ferry? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Every day	17.4	4.2	7.3	38.8	27.0	12.3	9.0
4-6 times per week	18.8	18.3	18.8	23.0	21.5	14.4	7.3
1-3 times per week	19.4	36.6	24.4	12.3	17.2	17.5	8.7
Weekends only	1.7	0.0	2.5	0.0	1.2	2.3	2.0
Occasionally	28.5	23.9	32.8	19.7	16.6	39.4	29.3
First time	14.2	16.9	14.3	6.1	16.6	14.0	43.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q2: What part of the day do you most use the ferry? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Day time	44.1	62.5	48.2	25.8	48.4	46.8	60.1
Night time	0.9	1.4	0.0	1.0	3.7	1.3	0.8
Both day and night	55.0	36.1	51.8	73.2	47.8	51.8	39.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Due to rounding not all tables add to 100%.

Q3: Why do you use the ferry? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Shopping	42.2	61.1	45.3	55.0	36.7	26.8	6.3
Recreation	46.5	34.7	49.7	46.3	39.8	50.8	29.6
Sightseeing	31.0	27.8	30.0	24.4	28.3	42.0	44.9
Commuting	36.3	36.1	30.0	47.9	49.4	31.0	23.6
Delivery	24.6	48.6	25.3	28.3	23.5	17.5	14.0
Other	8.7	26.4	12.8	4.8	3.6	4.7	5.6
Total							

Note: The total in question 3 does not add to 100% because respondents were asked to check all categories applying as reasons for their use of the ferry.

Q4: How did you purchase your ferry ticket? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
At the ferry crossing	81.4	95.7	82.7	79.0	86.8	92.5	27.6
Specific Location	8.6	1.4	11.4	12.6	2.5	2.2	3.4
Pass	6.3	1.4	5.4	5.6	6.9	3.5	27.6
Other	3.6	1.4	0.6	2.7	3.8	1.8	41.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Due to rounding not all tables add to 100%.

Q5: Which type of ticket did you use? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Cash fare	24.9	6.9	24.5	14.4	31.0	28.7	58.9
Book of tickets	57.6	91.7	61.0	53.0	50.0	63.0	34.3
Supplementary pass	13.9	1.4	1.7	10.2	2.5	1.4	3.4
Yearly pass	3.6	0.0	12.8	22.5	16.5	6.9	3.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q6: In your opinion, how long did you wait for the ferry? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Very short wait	51.4	65.2	46.0	41.9	46.6	78.5	68.6
Somewhat short wait	39.1	25.8	39.6	50.2	47.9	19.3	26.8
Somewhat long wait	6.7	4.5	9.8	5.3	5.5	1.6	3.3
Very long wait	1.2	0.0	2.3	0.7	0.0	0.2	0.7
Other	1.7	4.5	2.3	2.0	0.0	0.4	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Due to rounding not all tables add to 100%.

Q7: Were you able to easily locate the ferry terminal? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Yes	96.8	97.1	98.6	90.2	99.4	98.4	98.7
No	3.2	2.9	1.4	9.8	0.6	1.6	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q8: How safe did you feel using the ferry today? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Very safe	88.4	80.3	87.7	81.9	91.6	98.2	91.9
Somewhat safe	10.4	15.5	11.2	16.2	7.2	1.6	7.4
Unsafe	1.2	4.2	1.2	1.9	1.2	0.2	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q9: How would you rate your level of satisfaction with the cleanliness of the ferryboat and the ferry terminal? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Very satisfied	82.5	52.9	83.7	78.6	72.7	95.9	89.9
Somewhat satisfied	15.9	40.0	14.6	19.7	24.8	3.8	10.1
Dissatisfied	1.7	7.1	1.6	1.6	2.4	0.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q10: How would you rate your level of satisfaction with staff courtesy and helpfulness? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Very satisfied	89.2	71.4	93.0	77.6	87.9	97.5	96.0
Somewhat satisfied	9.7	25.7	6.1	19.8	12.1	2.5	4.0
Dissatisfied	1.1	2.8	0.9	2.6	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q11: How would you rate your overall level of satisfaction with the Nova Scotia Provincial Ferry Service? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Very satisfied	65.3	62.7	68.8	35.2	66.9	92.8	86.3
Somewhat satisfied	23.0	34.3	22.9	31.0	29.4	6.9	13.7
Dissatisfied	11.6	3.0	8.3	33.8	3.7	0.3	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q13: Where do you permanently reside? Per cent of Respondents

	Overall	Tancook	Englishtown	Little Narrows	Petit Passage	LaHave	Country Harbour
Cape Breton	52.4	0.0	75.5	86.1	0.0	0.2	3.1
Rest of Nova Scotia	29.9	85.9	5.9	4.4	82.9	79.2	55.4
Rest of Canada	8.8	5.6	9.9	6.7	5.4	10.1	15.0
Other countries	8.9	8.5	8.7	2.8	11.6	10.7	26.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Appendix C

Questions 14 and 15

Summary Table by Type of Response

Question14. What suggestions, if any, do you have for improving the ferry services?

Question15. Additional Comments.

Questions 14 and 15: Overall Suggestions and Comments			
Type of Response Description and Codes	# of Response per Code	Total per Group	Weighted %
Scheduling: Summer Schedule (3) On Demand (4) Increase Crossings (15) Offer Night Crossing (24)	54 30 29 7	120	13.9%
Improvements: Cleaner Washrooms (1) Better Facilities (2) Place Signs and Marks (16) Direct Ferry Traffic (17) Better Maintenance (18) Vehicle Carrying Ferry (19) Safety Issues (20) Improvement to Ferry (21) Ferry Operation (22) Better Parking (23) Improve Terminal Area (25)	9 98 28 20 32 11 34 59 38 11 9	349	36.2%
Keep the Ferry (5)	126	126	9.5%
Build a Bridge (6)	96	96	16.8%
Rates Related: Lower the Rates (7) Eliminate the Fee (8) Reduce the Fee (9) No Fee for Residents (10) Tickets for Truckers (11) Supplementary Family Pass (12) Don't Raise the Price (14)	241 57 21 19 5 3 18	364	40.3%
Positive Comments (13)	317	317	27.1%
Other: Comparing Crossings (26) Other (99)	22 117	139	16.3%
Total Number of Respondents		1,020	

14. What suggestions, if any, do you have for improving the ferry services?
 15. Additional Comments.

Questions 14 and 15: Tancook Suggestions and Comments (Weight = 0.025)			
Type of Response Description and Codes	# of Response per Code	Total per Group	Weighted %
Scheduling:		6	13.0%
Summer Schedule (3)	0		
On Demand (4)	3		
Increase Crossings (15)	1		
Offer Night Crossing (24)	2		
Improvements:		45	97.8%
Cleaner Washrooms (1)	1		
Better Facilities (2)	2		
Place Signs and Marks (16)	0		
Direct Ferry Traffic (17)	0		
Better Maintenance (18)	1		
Vehicle Carrying Ferry (19)	10		
Safety Issues (20)	12		
Improvement to Ferry (21)	11		
Ferry Operation (22)	6		
Better Parking (23)	2		
Improve Terminal Area (25)	0		
Keep the Ferry (5)	7	7	15.2%
Build a Bridge (6)	0	0	0.0%
Rates Related:		0	0.0%
Lower the Rates (7)	0		
Eliminate the Fee (8)	0		
Reduce the Fee (9)	0		
No Fee for Residents (10)	0		
Tickets for Truckers (11)	0		
Supplementary Family Pass (12)	0		
Don't Raise the Price (14)	0		
Positive Comments (13)	18	18	39.1%
Other:		11	23.9%
Comparing Crossings (26)	1		
Other (99)	10		
Total Number of Respondents		46	

14. What suggestions, if any, do you have for improving the ferry services?
 15. Additional Comments.

Questions 14 and 15: Englishtown Suggestions and Comments (Weight = 0.441)			
Type of Response Description and Codes	# of Response per Code	Total per Group	Weighted %
Scheduling: Summer Schedule (3) On Demand (4) Increase Crossings (15) Offer Night Crossing (24)	7 11 25 0	43	22.9%
Improvements: Cleaner Washrooms (1) Better Facilities (2) Place Signs and Marks (16) Direct Ferry Traffic (17) Better Maintenance (18) Vehicle Carrying Ferry (19) Safety Issues (20) Improvement to Ferry (21) Ferry Operation (22) Better Parking (23) Improve Terminal Area (25)	4 6 16 7 21 0 7 4 14 0 1	80	42.6%
Keep the Ferry (5)	18	18	9.6%
Build a Bridge (6)	55	55	29.3%
Rates Related: Lower the Rates (7) Eliminate the Fee (8) Reduce the Fee (9) No Fee for Residents (10) Tickets for Truckers (11) Supplementary Family Pass (12) Don't Raise the Price (14)	36 2 1 5 1 0 1	55	29.3%
Positive Comments (13)	47	47	25.0%
Other: Comparing Crossings (26) Other (99)	4 31	35	18.6%
Total Number of Respondents		188	

14. What suggestions, if any, do you have for improving the ferry services?
 15. Additional Comments.

Questions 14 and 15: Little Narrows Suggestions and Comments (Weight = 0.220)			
Type of Response Description and Codes	# of Response per Code	Total per Group	Weighted %
Scheduling: Summer Schedule (3) On Demand (4) Increase Crossings (15) Offer Night Crossing (24)	1 1 2 1	5	1.9%
Improvements: Cleaner Washrooms (1) Better Facilities (2) Place Signs and Marks (16) Direct Ferry Traffic (17) Better Maintenance (18) Vehicle Carrying Ferry (19) Safety Issues (20) Improvement to Ferry (21) Ferry Operation (22) Better Parking (23) Improve Terminal Area (25)	0 3 0 4 2 0 6 0 9 4 2	30	11.5%
Keep the Ferry (5)	4	4	1.5%
Build a Bridge (6)	37	37	14.2%
Rates Related: Lower the Rates (7) Eliminate the Fee (8) Reduce the Fee (9) No Fee for Residents (10) Tickets for Truckers (11) Supplementary Family Pass (12) Don't Raise the Price (14)	173 48 19 6 0 0 6	252	96.9%
Positive Comments (13)	27	27	10.4%
Other: Comparing Crossings (26) Other (99)	16 44	60	23.1%
Total Number of Respondents		260	

14. What suggestions, if any, do you have for improving the ferry services?
 15. Additional Comments.

Questions 14 and 15: Petit Passage Suggestions and Comments (Weight = 0.122)			
Type of Response Description and Codes	# of Response per Code	Total per Group	Weighted %
Scheduling: Summer Schedule (3) On Demand (4) Increase Crossings (15) Offer Night Crossing (24)	1 1 1 3	6	9.0%
Improvements: Cleaner Washrooms (1) Better Facilities (2) Place Signs and Marks (16) Direct Ferry Traffic (17) Better Maintenance (18) Vehicle Carrying Ferry (19) Safety Issues (20) Improvement to Ferry (21) Ferry Operation (22) Better Parking (23) Improve Terminal Area (25)	4 3 0 7 3 1 1 8 8 1 1	37	55.2%
Keep the Ferry (5)	1	1	1.5%
Build a Bridge (6)	4	4	6.0%
Rates Related: Lower the Rates (7) Eliminate the Fee (8) Reduce the Fee (9) No Fee for Residents (10) Tickets for Truckers (11) Supplementary Family Pass (12) Don't Raise the Price (14)	7 3 0 8 2 3 0	23	34.3%
Positive Comments (13)	20	20	29.9%
Other: Comparing Crossings (26) Other (99)	1 6	7	10.4%
Total Number of Respondents		67	

14. What suggestions, if any, do you have for improving the ferry services?
 15. Additional Comments.

Questions 14 and 15: LaHave Suggestions and Comments (Weight = 0.143)			
Type of Response Description and Codes	# of Response per Code	Total per Group	Weighted %
Scheduling: Summer Schedule (3) On Demand (4) Increase Crossings (15) Offer Night Crossing (24)	2 1 0 1	4	1.3%
Improvements: Cleaner Washrooms (1) Better Facilities (2) Place Signs and Marks (16) Direct Ferry Traffic (17) Better Maintenance (18) Vehicle Carrying Ferry (19) Safety Issues (20) Improvement to Ferry (21) Ferry Operation (22) Better Parking (23) Improve Terminal Area (25)	0 5 6 2 4 0 0 30 1 4 1	53	17.5%
Keep the Ferry (5)	86	86	28.4%
Build a Bridge (6)	0	0	0.0%
Rates Related: Lower the Rates (7) Eliminate the Fee (8) Reduce the Fee (9) No Fee for Residents (10) Tickets for Truckers (11) Supplementary Family Pass (12) Don't Raise the Price (14)	22 4 1 0 0 0 11	38	12.5%
Positive Comments (13)	177	177	58.4%
Other: Comparing Crossings (26) Other (99)	0 21	21	6.9%
Total Number of Respondents		303	

14. What suggestions, if any, do you have for improving the ferry services?
 15. Additional Comments.

Questions 14 and 15: Country Harbour Suggestions and Comments (Weight = 0.049)			
Type of Response Description and Codes	# of Response per Code	Total per Group	Weighted %
Scheduling:		56	35.9%
Summer Schedule (3)	43		
On Demand (4)	13		
Increase Crossings (15)	0		
Offer Night Crossing (24)	0		
Improvements:		104	66.7%
Cleaner Washrooms (1)	0		
Better Facilities (2)	79		
Place Signs and Marks (16)	6		
Direct Ferry Traffic (17)	0		
Better Maintenance (18)	1		
Vehicle Carrying Ferry (19)	0		
Safety Issues (20)	8		
Improvement to Ferry (21)	6		
Ferry Operation (22)	0		
Better Parking (23)	0		
Improve Terminal Area (25)	4		
Keep the Ferry (5)	10	10	6.4%
Build a Bridge (6)	0	0	0.0%
Rates Related:		5	3.2%
Lower the Rates (7)	3		
Eliminate the Fee (8)	0		
Reduce the Fee (9)	0		
No Fee for Residents (10)	0		
Tickets for Truckers (11)	2		
Supplementary Family Pass (12)	0		
Don't Raise the Price (14)	0		
Positive Comments (13)	28	28	17.9%
Other:		5	3.2%
Comparing Crossings (26)	0		
Other (99)	5		
Total Number of Respondents		156	