



**Ferry Riders Opinion Group**  
**WSF Reservation Survey**  
**June 2015**  
**Report**

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# Methodology



- ▶ Online Survey of Washington State Ferry Riders Opinion Group (FROG) survey panel.
- ▶ A total of 4,201 surveys were completed in early June 2015.
- ▶ WSF sent an email to their database of reservation users inviting them to join the FROG and take the reservation survey. Approximately 1,000 people (included in the total completed number above) from the WSF database signed up to be part of FROG and took the survey. This allowed for more reservation users input.
- ▶ Data was weighted by route according to the May 2015 WSF traffic report, based on the last trip taken.

▶ Total & sub-group sample sizes and definitions:

<b>Sample</b>	<b>Graph Name</b>	<b>Definition</b>
4,201	Total	Total number of completed surveys system-wide
1,592	SJ Riders	Riders that used the San Juan / Inter-Island routes last
51	BC Riders	Riders that used the Sidney BC route last
189	PT Riders	Riders that used the Port Townsend – Coupeville route last
1,165	Full Time SJ	Full time SJ Island residents that used SJ routes last
607	SJ Island	Permanent residents of San Juan Island
347	Orcas Island	Permanent residents of Orcas Island
248	Lopez	Permanent residents of Lopez Island
776	Dissatisfied Users	Reservation users that are dissatisfied with the system
1,642	Satisfied Users	Reservation users that are satisfied with the system
1,947	Res Routes	Riders who last used one of the three reservation routes
2,254	Non-Res Routes	Riders who last used a non-reservation route

# Definition of Terms & Abbreviations



The following abbreviations are used throughout this report:

<b>Abbreviation</b>	<b>Full Text</b>
• SJ Riders	San Juan Riders that used the San Juan / Inter-Island routes last
• BC Riders	Anacortes – Sidney BC Riders that used the Sidney BC route last
• PT Riders	Port Townsend – Coupeville Riders that used the PT – Coupeville route last
• Full Time SJ	Full time residents of any of the San Juan Islands that used any San Juan route last
• SJ Island	Permanent residents of San Juan Island
• Orcas Island	Permanent residents of Orcas Island
• Lopez Island	Permanent residents of Lopez Island
• Dissatisfied Users	Reservation users that are dissatisfied with the system
• Satisfied Users	Reservation users that are satisfied with the system
• Reservation Routes	Riders who last used one of the three reservation routes: - Anacortes – San Juan Islands [including inter-island], - Anacortes–Sidney BC - Port Townsend-Coupeville

# Executive Summary



- ▶ Forty three percent (43%) have used or tried to use WSF's reservation system.
  - This is higher than would normally be found among all WSF riders as the sample was augmented by riders from WSF reservation database.
- ▶ Approximately eight in ten (81%) of those who used the reservation system had no problems completing their reservation.
- ▶ The highest concentration of reservation completion problems were with recent riders in the San Juan Islands (30%).
  - Lopez Residents (43%) reported reservation completion problems more so than Orcas (28%) or SJ (35%).
- ▶ Of the 683 riders who had reservation completion problems, the most cited reason was “Website Difficulty/Usability” issues (25%) and “Boat Desired Was Unavailable” (25%), followed by “Reservation System Crash/Drops Me”(19%).

# Executive Summary



- ▶ The majority of the 2,672 reservation system users (67%) are satisfied with the system, with 21% being dissatisfied.
  - The percentage of very satisfied reservation users (37%) are almost four times as large as the percentage of very dissatisfied users (10%).
  - Broken out by last route used, the survey finds the riders on the Anacortes - Sidney (78%) and Port Townsend – Coupeville (80%) routes much more satisfied with the reservation system than those who last used the Anacortes – San Juan Islands route (54%).
  - Broken out by San Juan County residency, the riders living on Lopez (56%) are the most dissatisfied followed by San Juan Island (44%) and Orcas (30%).
  - Residents of Lopez (56%) are the most dissatisfied followed by San Juan Island residents (44%).
  - Completing or not completing their reservation does not appear to drive dissatisfaction as almost 6 in 10 (57%) of those dissatisfied with the reservation system had no problems completing their reservation(s). In contrast 9 in 10 (94%) of those satisfied with the reservation system had no problems.
  
- ▶ The most often cited dissatisfaction reason is “Don’t Like To Plan Ahead” (26%) followed by a four way tie of “Reservation Program Is Frustrating” (17%), “Favors Tourists Over Locals” (16%), “Too Small An Unreserved Portion” (15%) and “Reservations Are Hard To Use” (15%).



- ▶ Of the 776 riders who are dissatisfied, the most desired changes are: “Kill The Reservation Program” (27%) and “Changing the Unreserved Amount” (27%), followed closely by “Give Priority To Local Residents” (23%) and “Make The Reservation Program Functionality Better” (22%).
  - Dissatisfied riders who live full time in San Juan county (42%) or are residents of the San Juan Islands (47%) cited as possible fixes “Give Priority To Local Residents” followed closely by “Changing the Unreserved Amount” (SJ County 42%, SJ Islands 43%).
  
- ▶ System-wide 1,642 riders said they were satisfied with the reservation system.
  - Half (51%) cited the “Ease Of Website Use” followed by the “Assurance / Confirmation Of A Space On The Boat” (27%) and the “Reservation Program Works Well” (20%) as the specific parts they were satisfied with.
  - Reasons for satisfaction given by riders who last used the San Juan Islands route included “Ease of Website Use” (40%) and “Assurance / Confirmation Of Space” (32%). Last riders on Port Townsend said “Ease of Website Use” (62%) more so than last riders of the San Juan Island routes.
  
- ▶ Everyone was given the description of the current WSF reservation system and asked if it seemed reasonable to them. A majority (69%) said it did seem reasonable while 31% said it seemed unreasonable.
  - Based on last route taken, those taking the Anacortes – Sidney (75%) and Port Townsend – Coupeville (81%) see the program described as reasonable more so than those who last used the San Juan Islands routes (50%).
  - Based on residency, riders living on Lopez (68%) have the highest “unreasonable” response compared to the rest of San Juan Islands.



- ▶ The most often mentioned reason for being unreasonable was the “Allocation of Unreserved Space” (40%) and the rider not liking to “Plan Ahead” (33%). Of lesser mention was that the system as described “Penalizes Locals” (24%).
- ▶ About 30% of the 2,114 riders who have taken or are likely to take the Port Townsend-Coupeville route know their travel plans about one week in advance, followed by one day or less (30%) and two days (24%) in advance.
- ▶ About 29% of the 1,127 riders who have taken or are likely to take the Anacortes-Sidney BC route know their travel plans about one week in advance followed by two weeks (25%) and one month (23%).
- ▶ About 33% of the 2,840 riders who have taken or are likely to take the Anacortes-San Juan Islands route know their travel plans about one week in advance followed by about two weeks (21%).
  - Full time San Juan Island residents (32%) are twice as likely to say they only know one day or less before they need to take a ferry, than part time residents (12%) or visitors (13%).





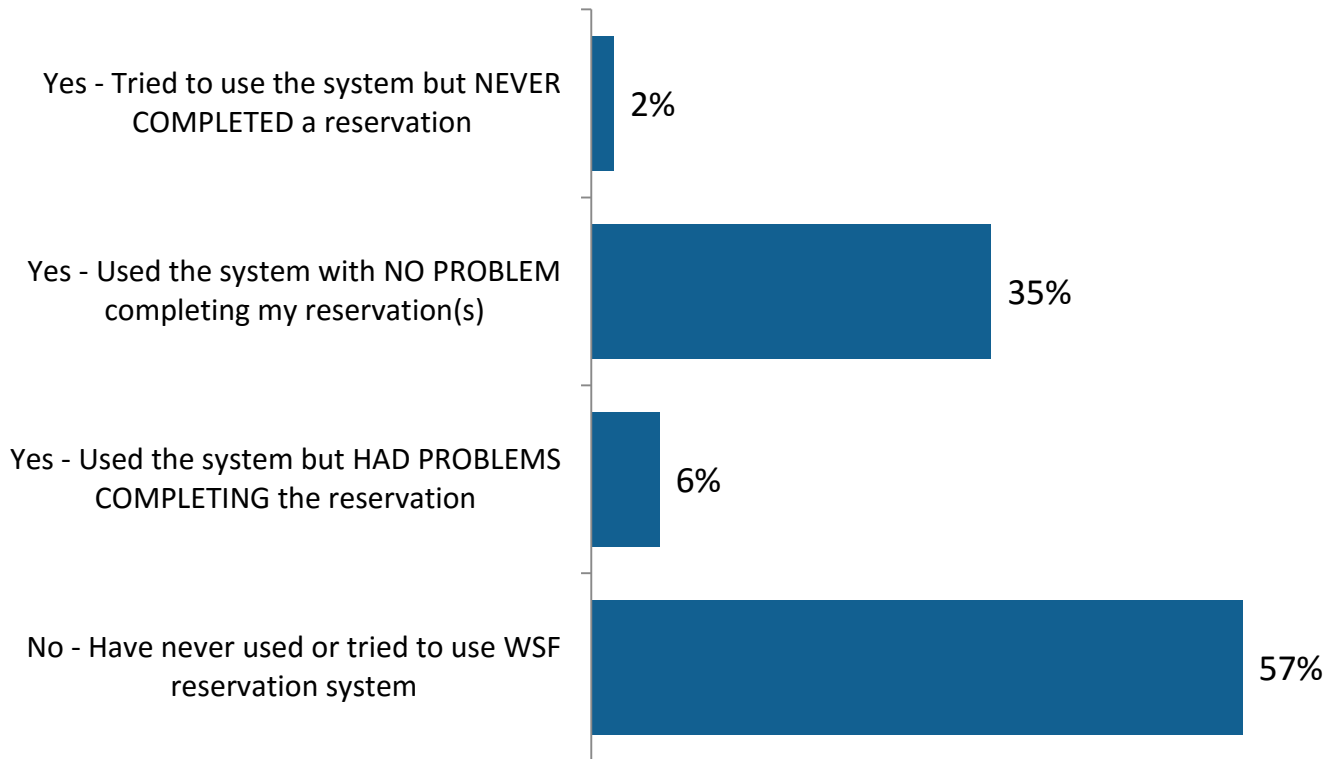
# Detailed Study Findings

# Ever Used Or Tried to Use WSF Reservations



Forty three percent (43%) of the FROG panel members responding to the survey have used or tried to use the WSF reservation system. Approximately 81% of those who used the reservation system had no problems completing their reservation. Fourteen percent (14%) that used the system had problems and 5% tried to use the system but never completed the reservation.

**WSF Reservation System Usage By All Riders (n=4,201)**



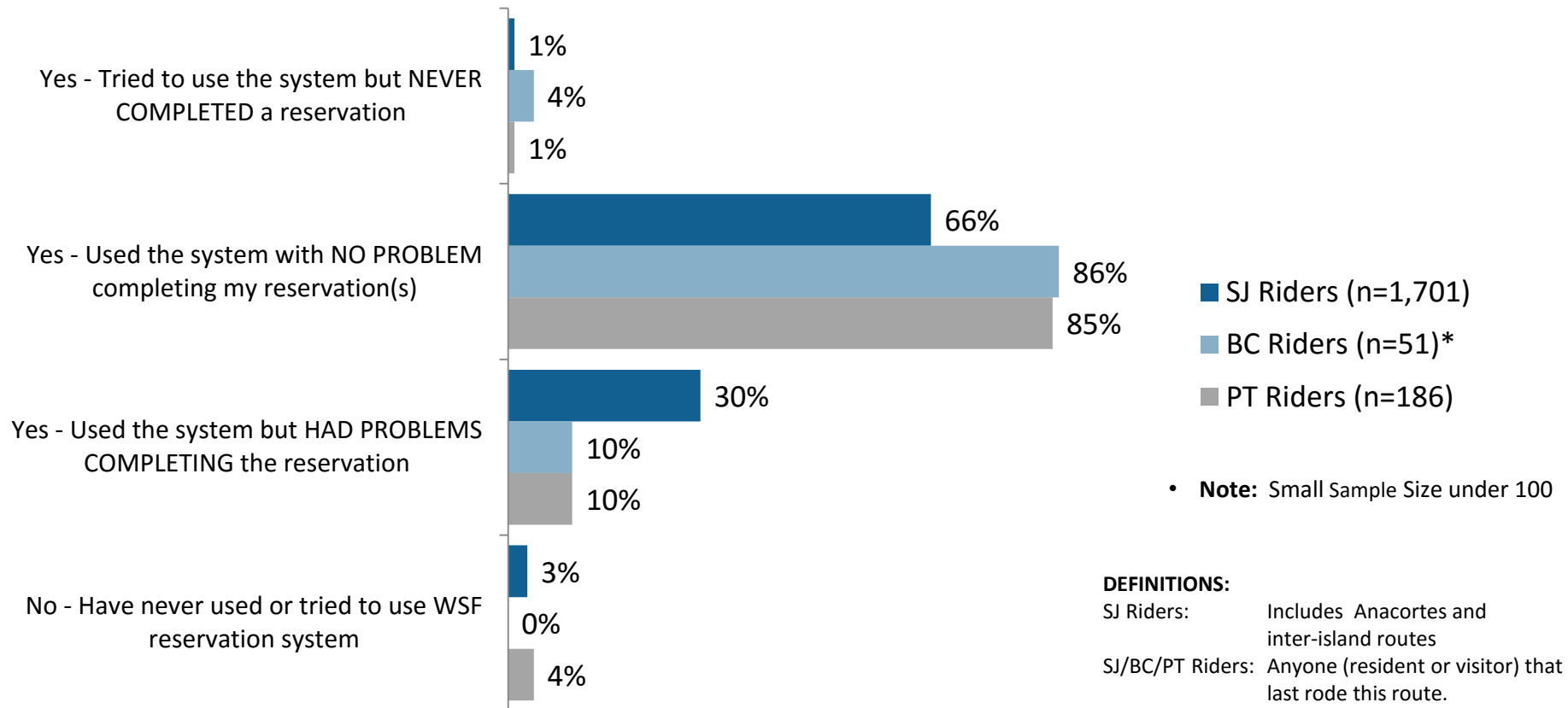
Q.4 Have you ever used or tried to use WSF reservation system?

# Ever Used Or Tried to Use WSF Reservations



*The highest concentration of those having problems completing their reservation are riders in the San Juan Islands (30%).*

**WSF Reservation System Usage by Route**



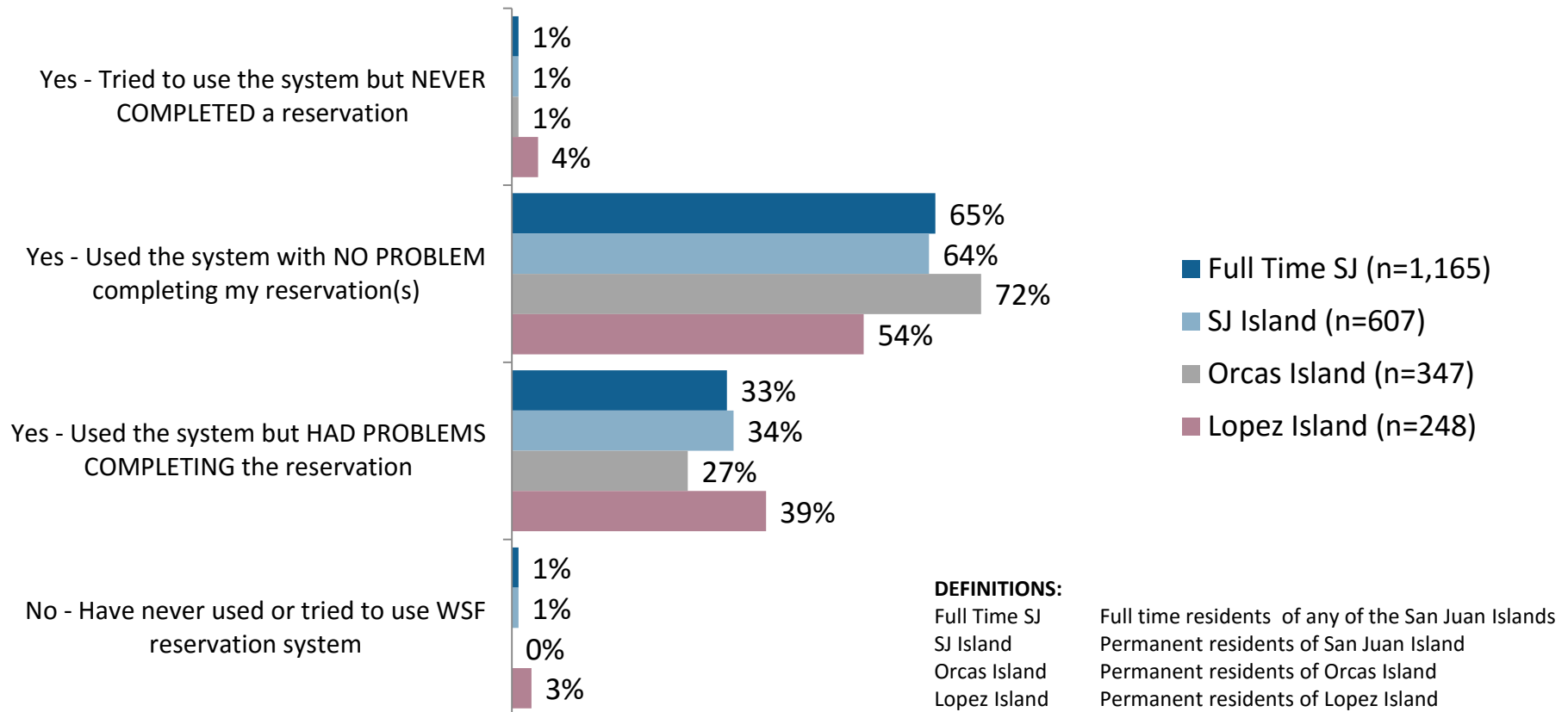
Q.4 Have you ever used or tried to use WSF reservation system?

# Ever Used Or Tried to Use WSF Reservations



*Residents of Lopez Island (39%) followed by San Juan Island (34%) had the highest concentration of problems completing the reservation.*

## San Juan Route Reservation System Usage By Full Time SJ Island Residents



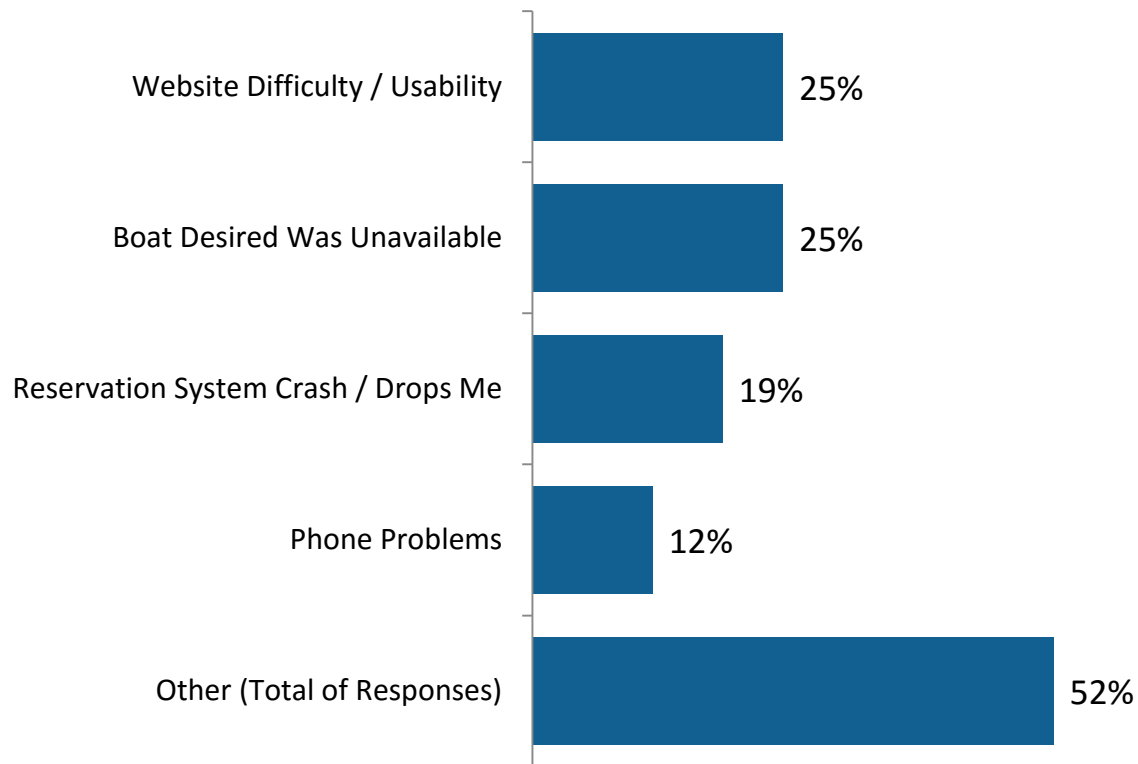
Q.4 Have you ever used or tried to use WSF reservation system?

# Tried to Use Reservations – Failure Reason



*Of the 683 riders who had problems completing their reservation, the most mentioned reason was “Website Difficulty/Usability” issues (25%) and “Boat Desired Was Unavailable” (25%). Other reasons for the reservation system failing them were “Reservation System Crash/Drops Me”(19%).*

**Tried To Use WSF Reservation System  
Reason Why It Failed (n=683)**



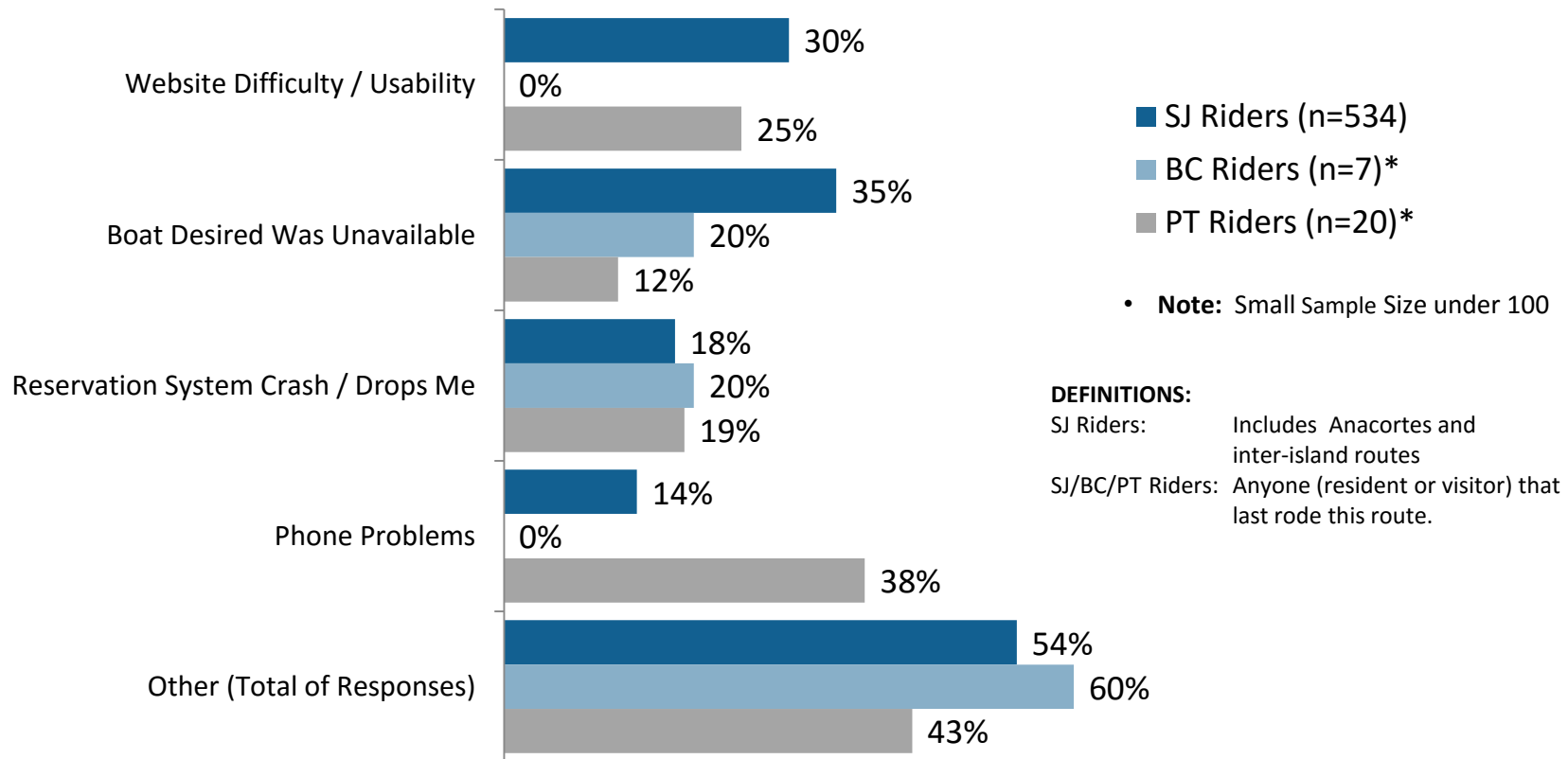
*Q.4b Why were you unable to complete your reservation?*

# Tried to Use Reservations – Failure Reason



*Of the 534 riders who last rode any of the San Juan routes, 35% reported “Boat Desired Was Unavailable” as the problem they had completing their reservation followed by “Website Difficulty / Usability” (30%).*

**Tried To Use WSF Reservation System  
Reason Why It Failed By Reservation Route Rider**



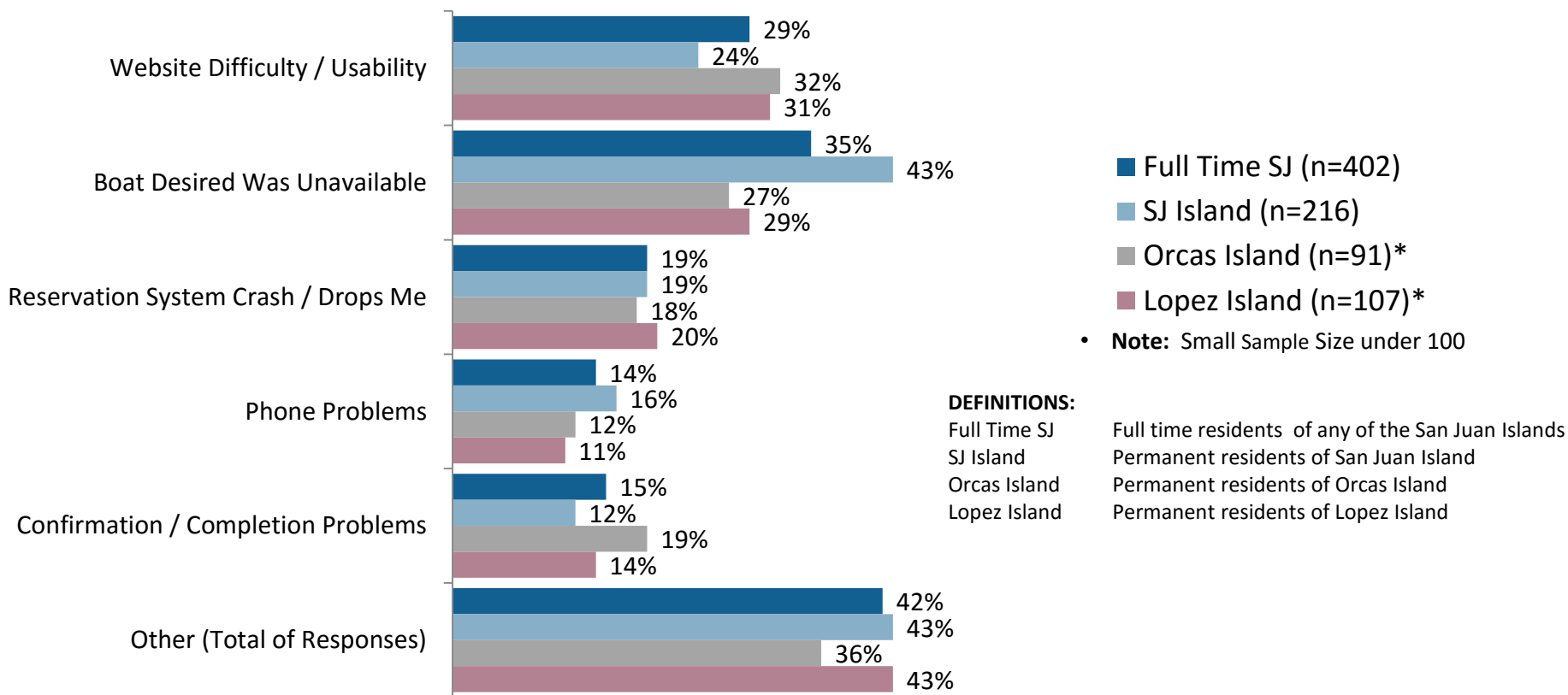
Q.4b Why were you unable to complete your reservation?

# Tried to Use Reservations – Failure Reason



*Of the riders who had problems completing their reservation, the most mentioned reason by the San Juan Island permanent residents was “boat desired was Unavailable” (43%).*

**Tried To Use WSF Reservation System  
Reason Why It Failed By Full Time SJ & Island Residents**



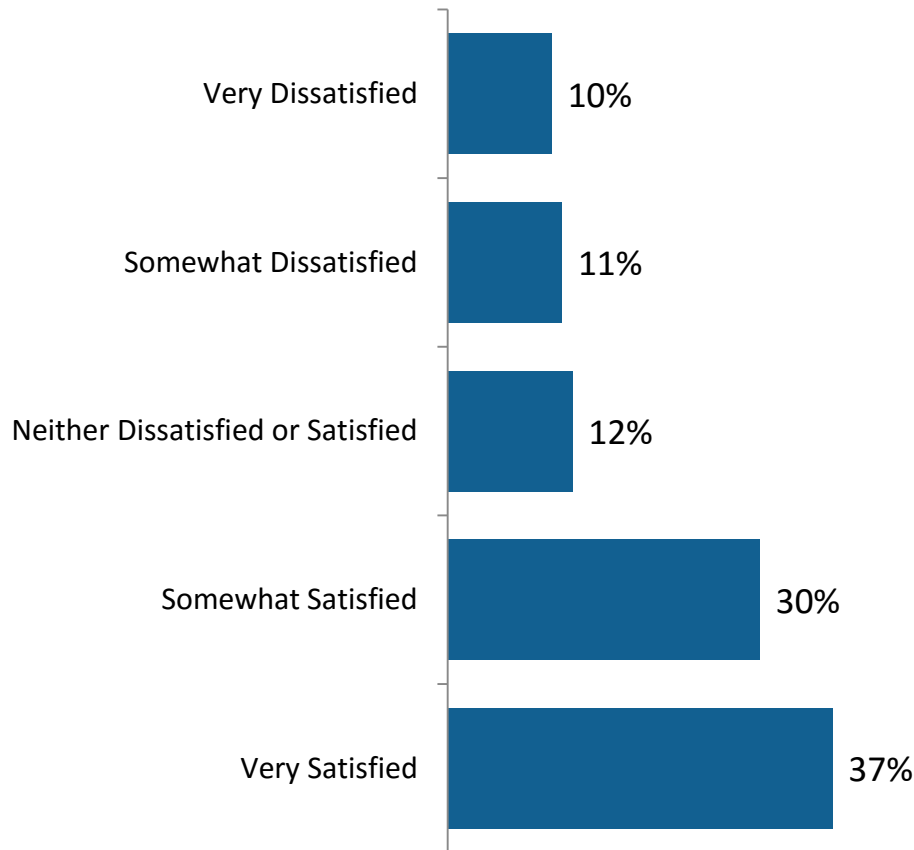
Q.4b Why were you unable to complete your reservation?

# Rating The Reservation System



*The 2,672 riders who have used the WSF reservation system were asked how they would rate it. The majority of users are satisfied with the system (67%) with 21% being dissatisfied.*

**WSF Reservation System Rating – All Routes (n=2,672)**



*Q.5 Overall, based on your experience, how would you rate the reservation system?*

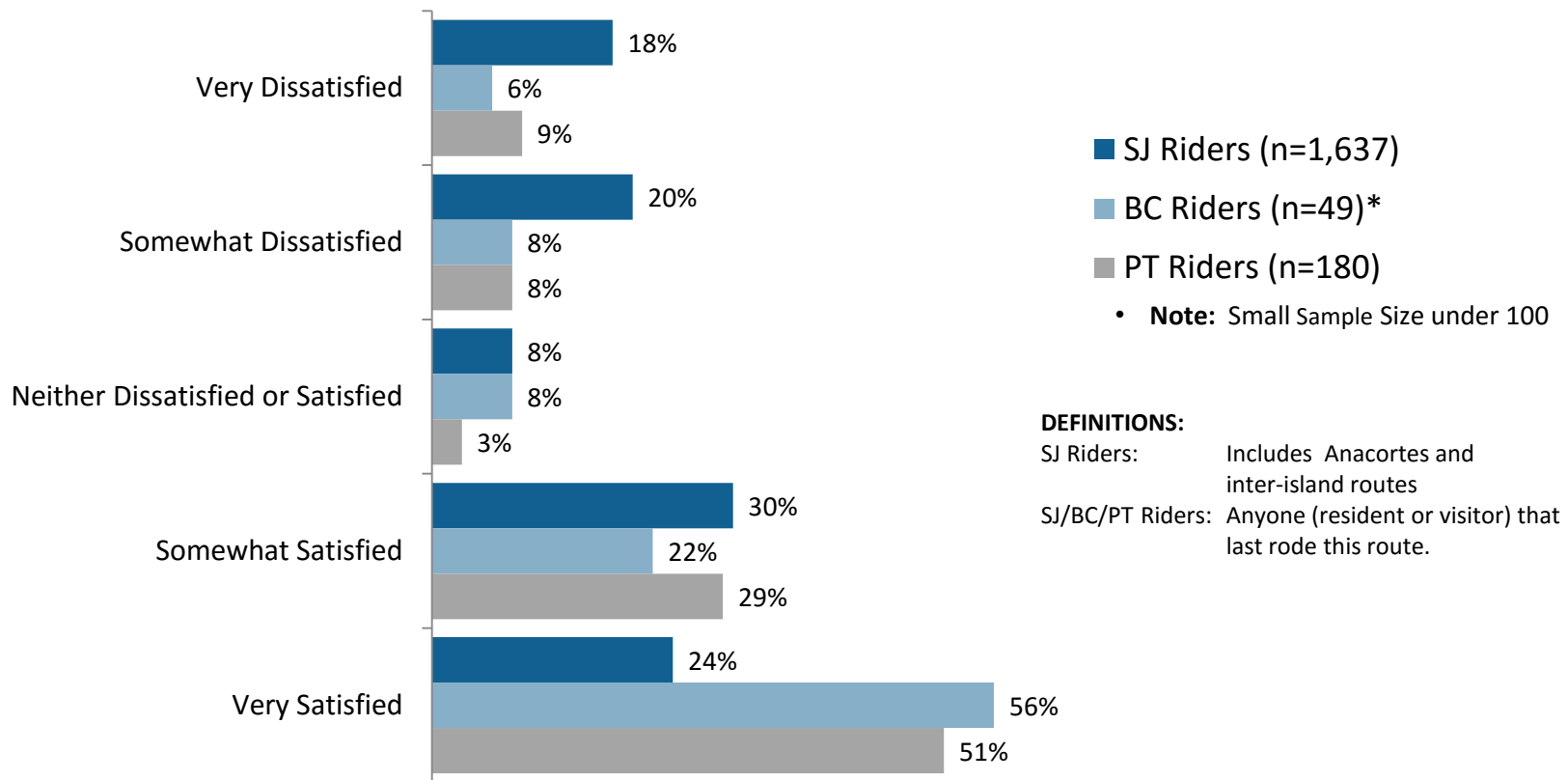


# Rating The Reservation System



When broken out by last route used, the riders on the Anacortes - Sidney (78%) and Port Townsend – Coupeville route (80%) are much more satisfied (Very + Somewhat) with the reservation system than those who last used the Anacortes – San Juan Islands route (54%).

**WSF Reservation System Rating by Route**



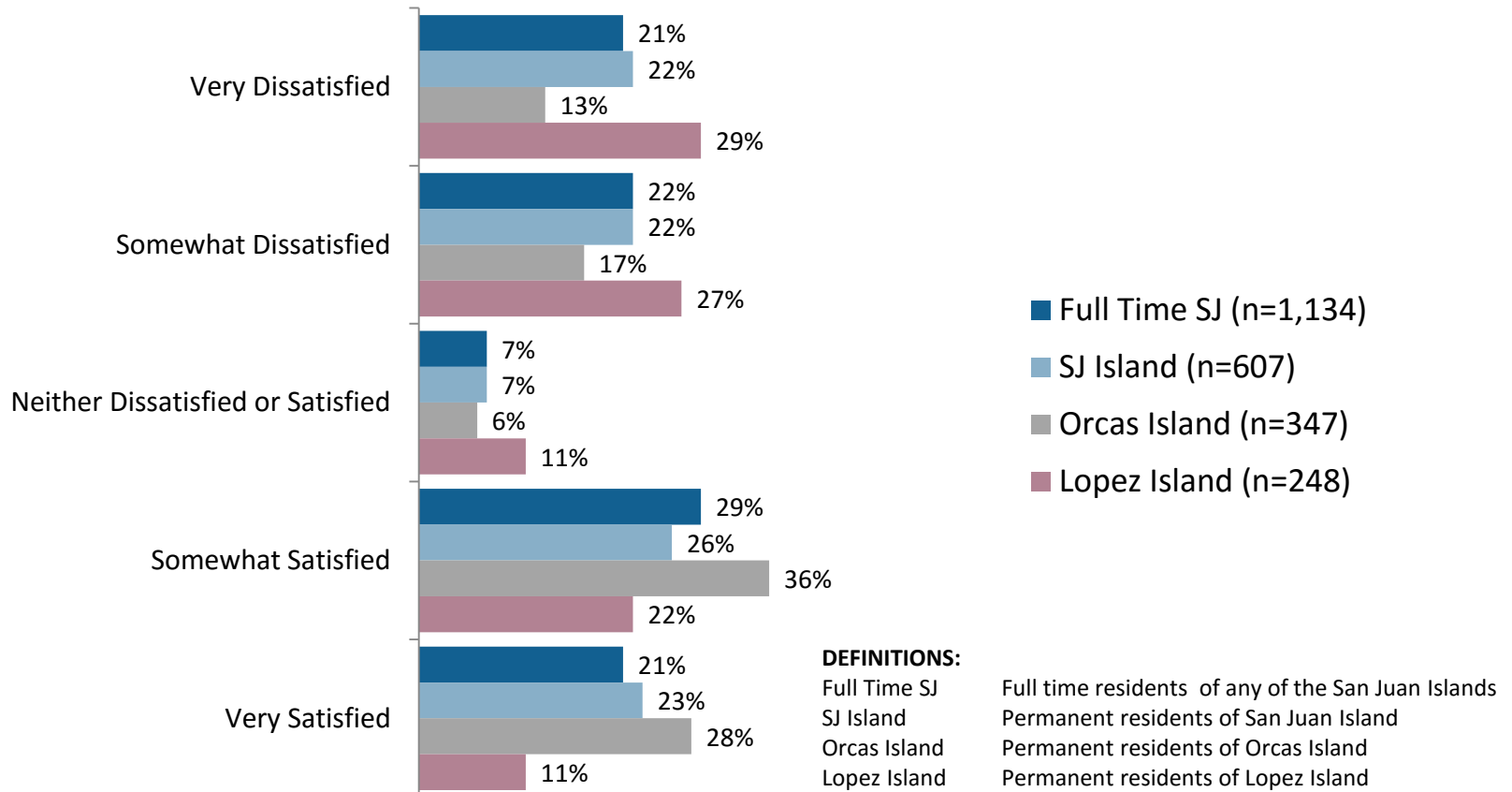
Q.5 Overall, based on your experience, how would you rate the reservation system?

# Rating The Reservation System



When broken out by the San Juan County residency, riders living on Lopez (56%) are the most dissatisfied (Very + Somewhat) followed by San Juan Island (44%) and Orcas Island (30%).

## WSF Reservation System Rating - Full Time Resident By Island



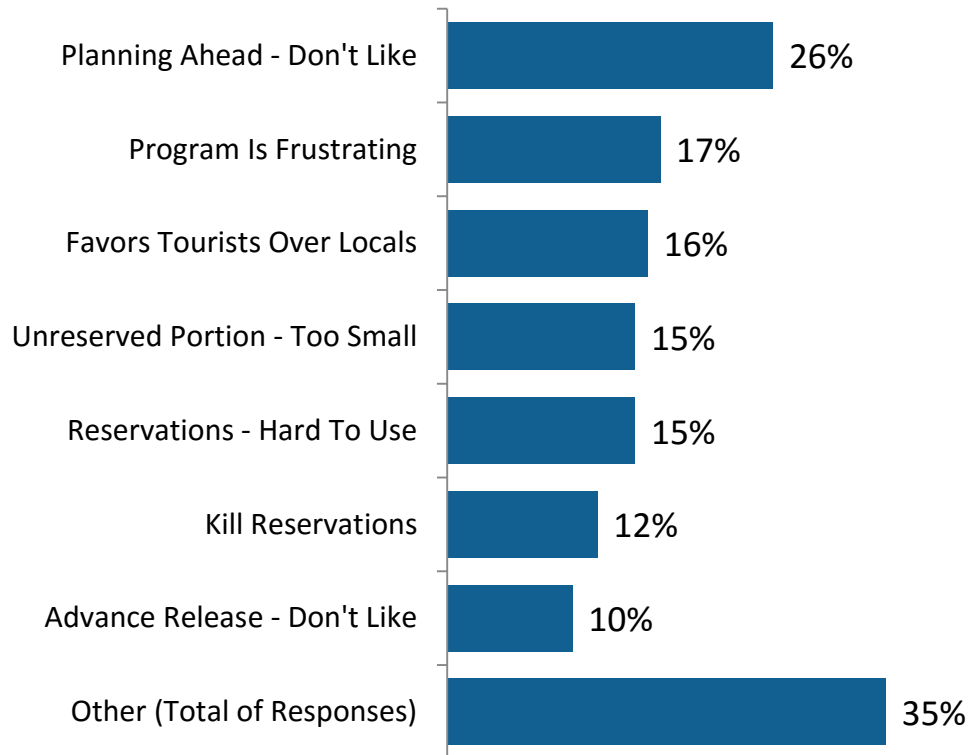
Q.5 Overall, based on your experience, how would you rate the reservation system?

# Reason for Dissatisfaction with Reservation System



*The most often cited reason for being dissatisfied with the reservation system is “Don’t Like To Plan Ahead” (26%) followed by a four way tie of “Reservation Program Is Frustrating” (17%), “Favors Tourists Over Locals” (16%), “Too Small An Unreserved Portion” (15%) and “Reservations Are Hard To Use” (15%).*

**The Part Of The Reservation System I Am Dissatisfied With Is ... (n=776)**



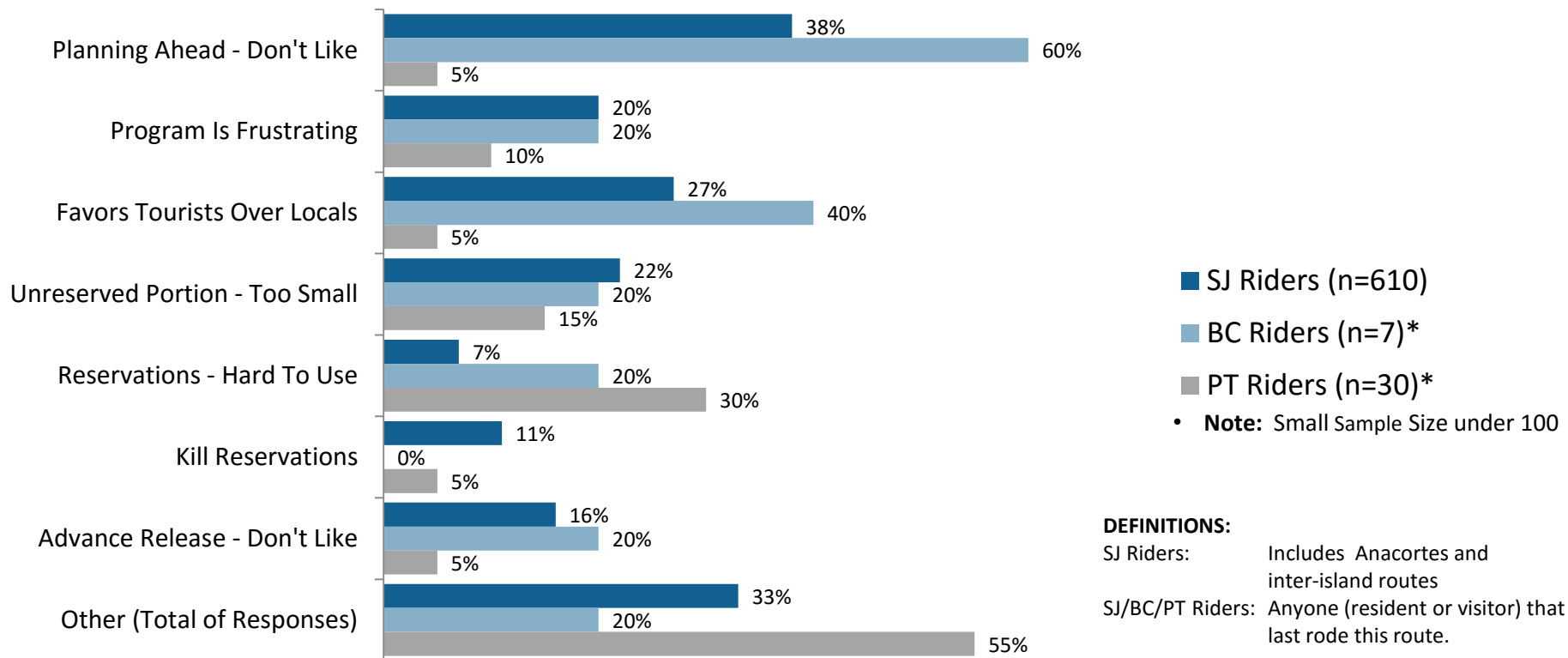
Q.6a Based on your experience, what specific parts of the reservation system are you dissatisfied with?

# Reason for Dissatisfaction with Reservation System



For riders on the San Juan Island routes, the most often cited reason for being dissatisfied with the reservation system is “Don’t Like To Plan Ahead” (38%) followed by “Favors Tourists Over Locals” (27%) and “Program Is Frustrating” (20%).

## The Part Of The Reservation System I Am Dissatisfied With Is ... By Reservation Route Users



Q.6a Based on your experience, what specific parts of the reservation system are you dissatisfied with?

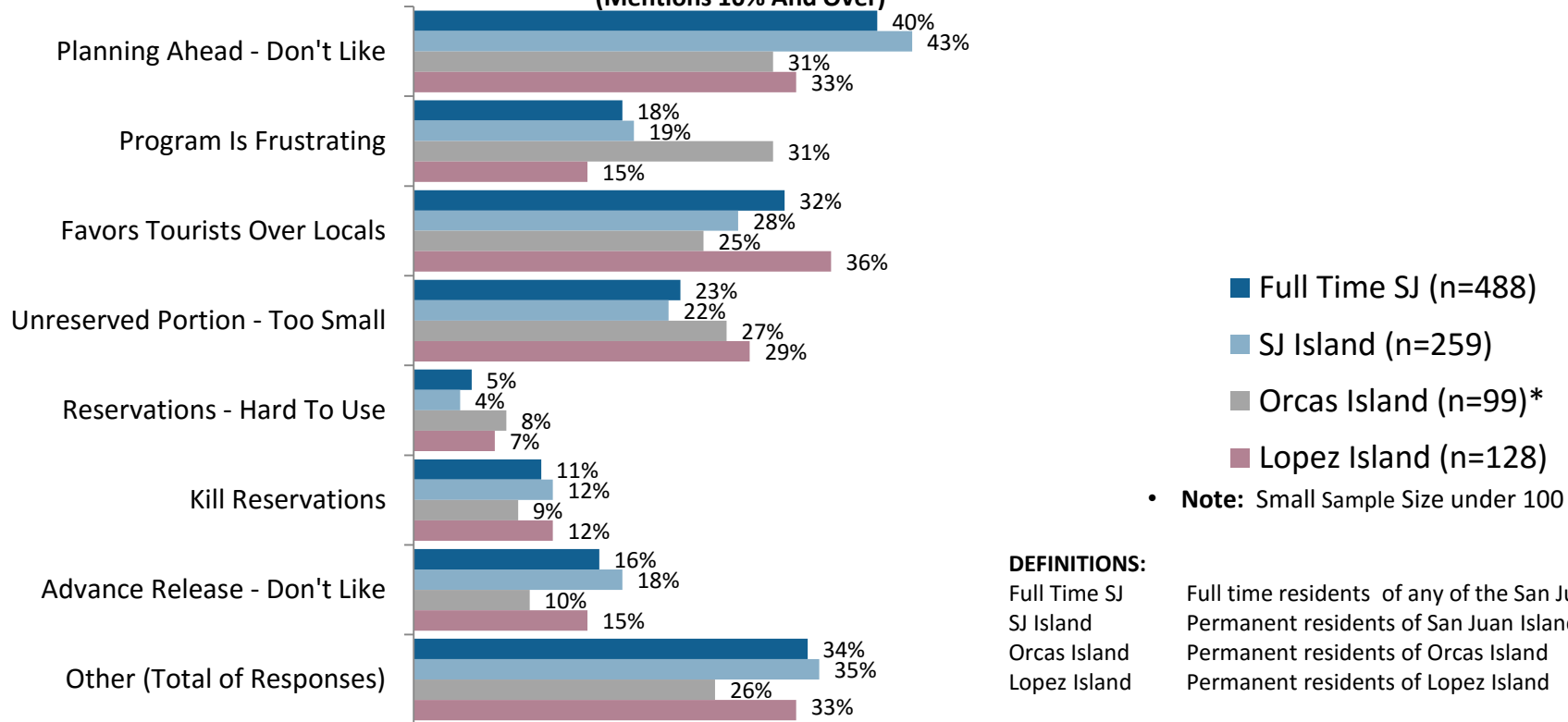
# Reason for Dissatisfaction with Reservation System



For full time San Juan County residents and those that specifically live on San Juan Island, the most often cited reason for being dissatisfied with the reservation system is “Don’t Like Planning Ahead” (40%, 43% respectively) followed by “Favors Tourists Over Locals” (32%, 28%).

## The Part Of The Reservation System I Am Dissatisfied With Is ... By Full Time SJ & Island Residents

(Mentions 10% And Over)



• **Note:** Small Sample Size under 100

### DEFINITIONS:

Full Time SJ: Full time residents of any of the San Juan Islands  
 SJ Island: Permanent residents of San Juan Island  
 Orcas Island: Permanent residents of Orcas Island  
 Lopez Island: Permanent residents of Lopez Island

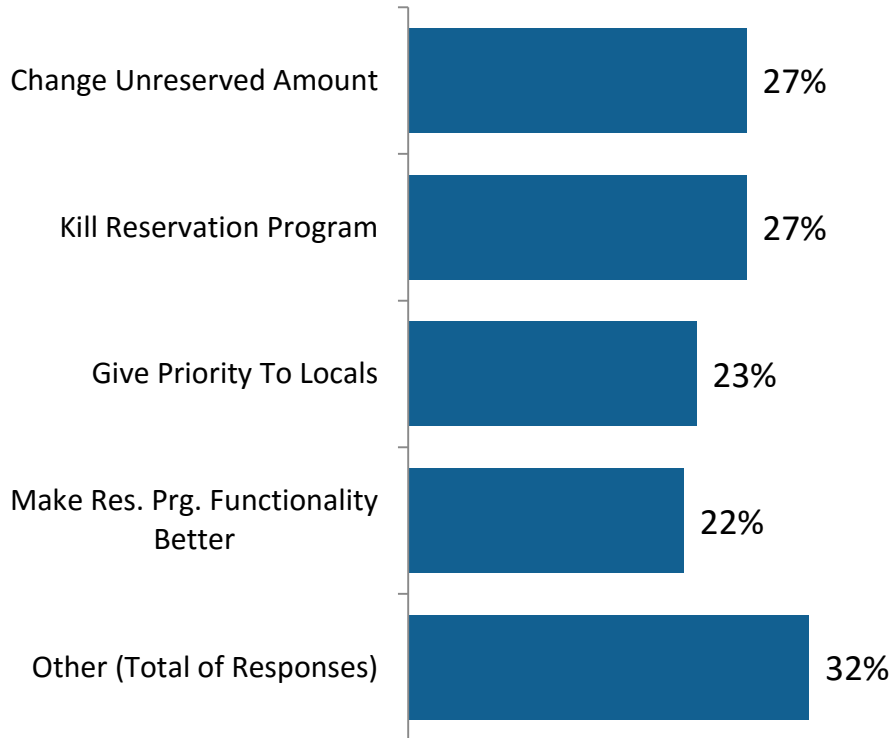
Q.6a Based on your experience, what specific parts of the reservation system are you dissatisfied with?

# Suggested Fixes – System-wide



*Of the 776 dissatisfied users of the reservation system, “Changing the Unreserved Amount” (27%) and “Kill The Reservation Program” (27%) are the two most often cited changes they would like. These suggestions were followed by “Give Priority To Local Residents” (23%) and “Make The Reservation Program Functionality Better” (22%).*

## How I Would Change The System To Work For Me (n=776)



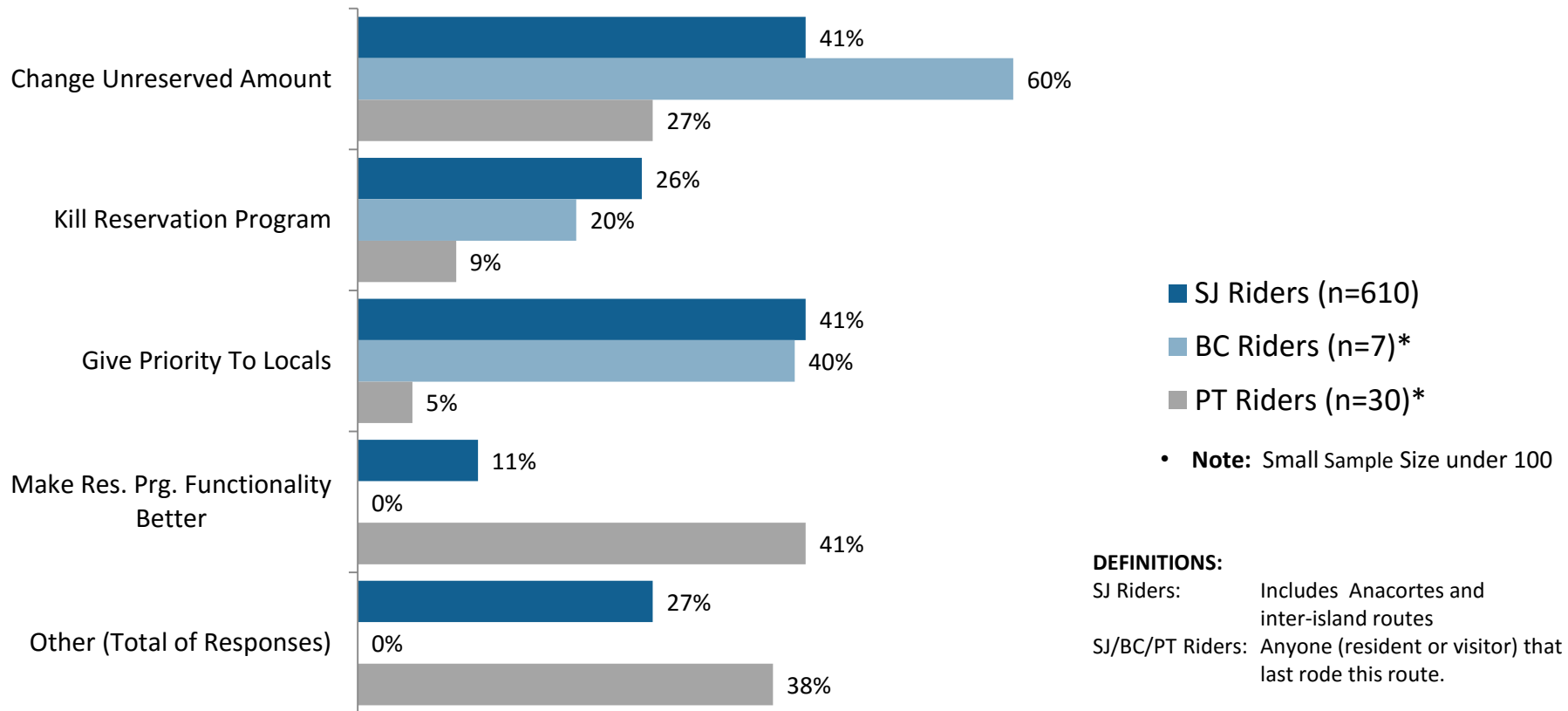
Q.6b Now tell us what we can do to change it so it might work better for you

# Suggested Fixes – SJ/BC/PT Riders



*Dissatisfied riders who used the San Juan routes said “Give Priority To Local Residents” (41%) and “Changing the Unreserved Amount” (41%) as the top two fixes to make the reservation system work better. Twenty-six percent (26%) of those same riders said “Just Kill The Reservation Program.”*

## How I Would Change The System To Work For Me By Reservation Route Users



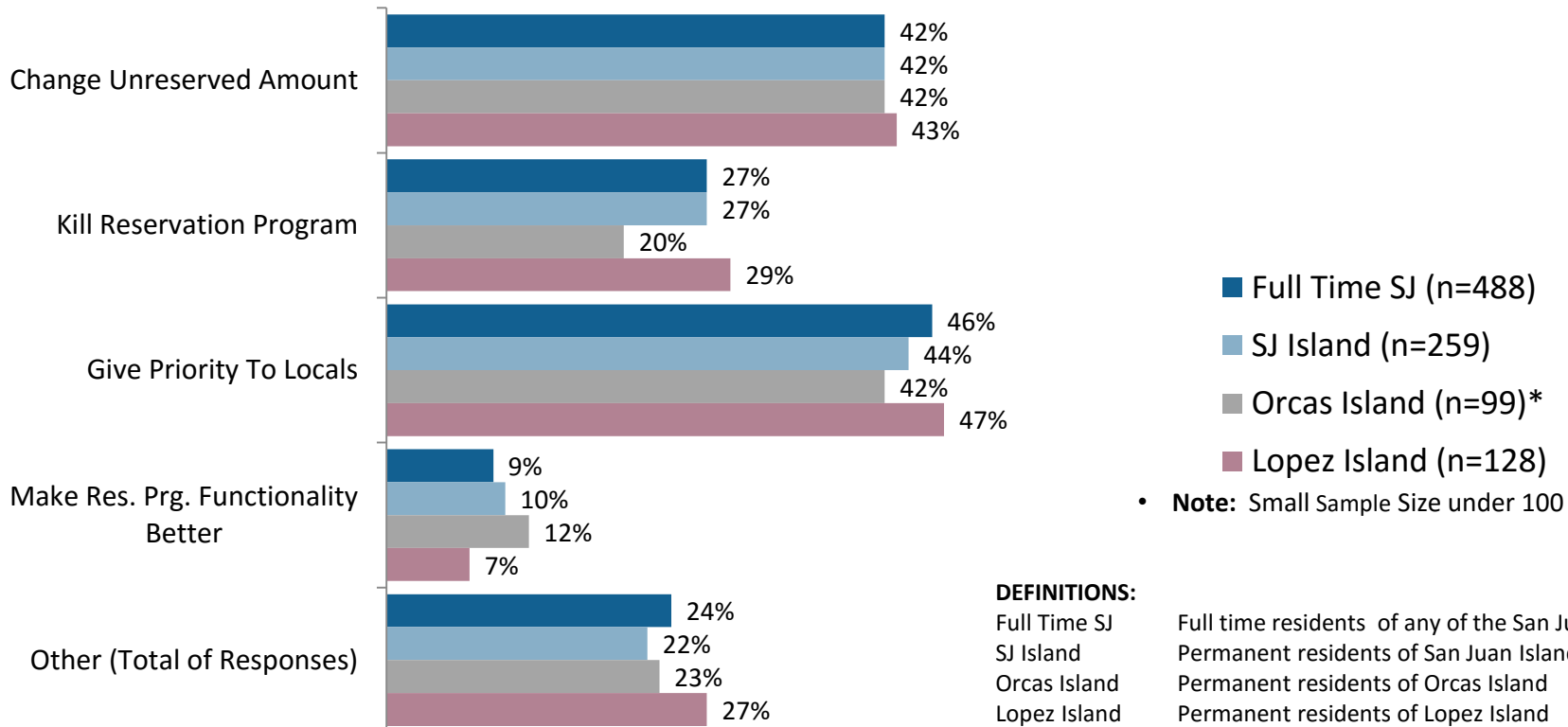
Q.6b Now tell us what we can do to change it so it might work better for you

# Suggested Fixes – San Juan Residents



*Dissatisfied riders who live full time on any of the San Juan Islands or specifically reside on San Juan Island said “Give Priority To Local Residents” (42-47%) followed closely by “Changing the Unreserved Amount” (42-43%) as the top two fixes to make the reservation system work better. About one in three of those living full time in any of the San Juan Islands said “Just Kill The Reservation Program.”*

## How I Would Change The System To Work For Me By Full Time SJ & Island Residents (Mentions 10% And Over)



Q.6b Now tell us what we can do to change it so it might work better for you

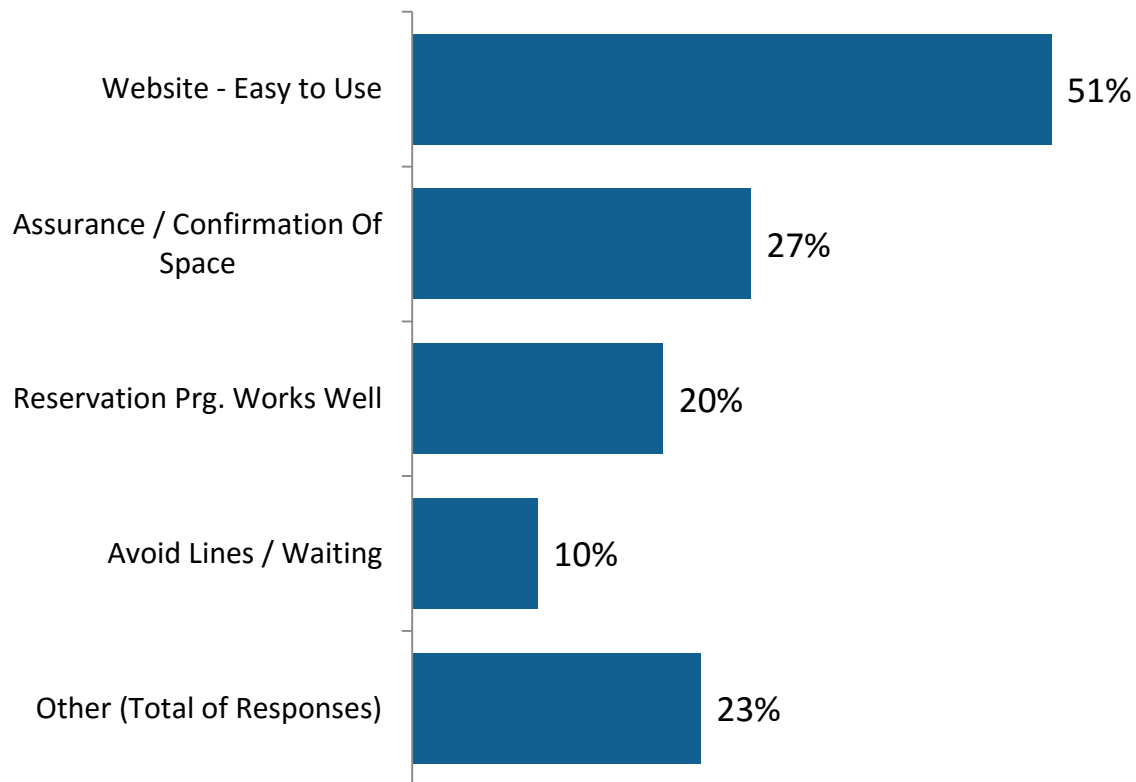


# Satisfied Users - Reasons for Satisfaction



System-wide 1,642 riders said they were very or somewhat satisfied with the reservation system and were asked what specific parts they were satisfied with. Half (51%) cited the “Ease Of Website Use” followed by the “Assurance / Confirmation Of A Space On The Boat” (27%) and the “Reservation Program Works Well” (20%).

**The Part(s) Of The Reservation System I Am Satisfied With Are ... (n=1,642)**



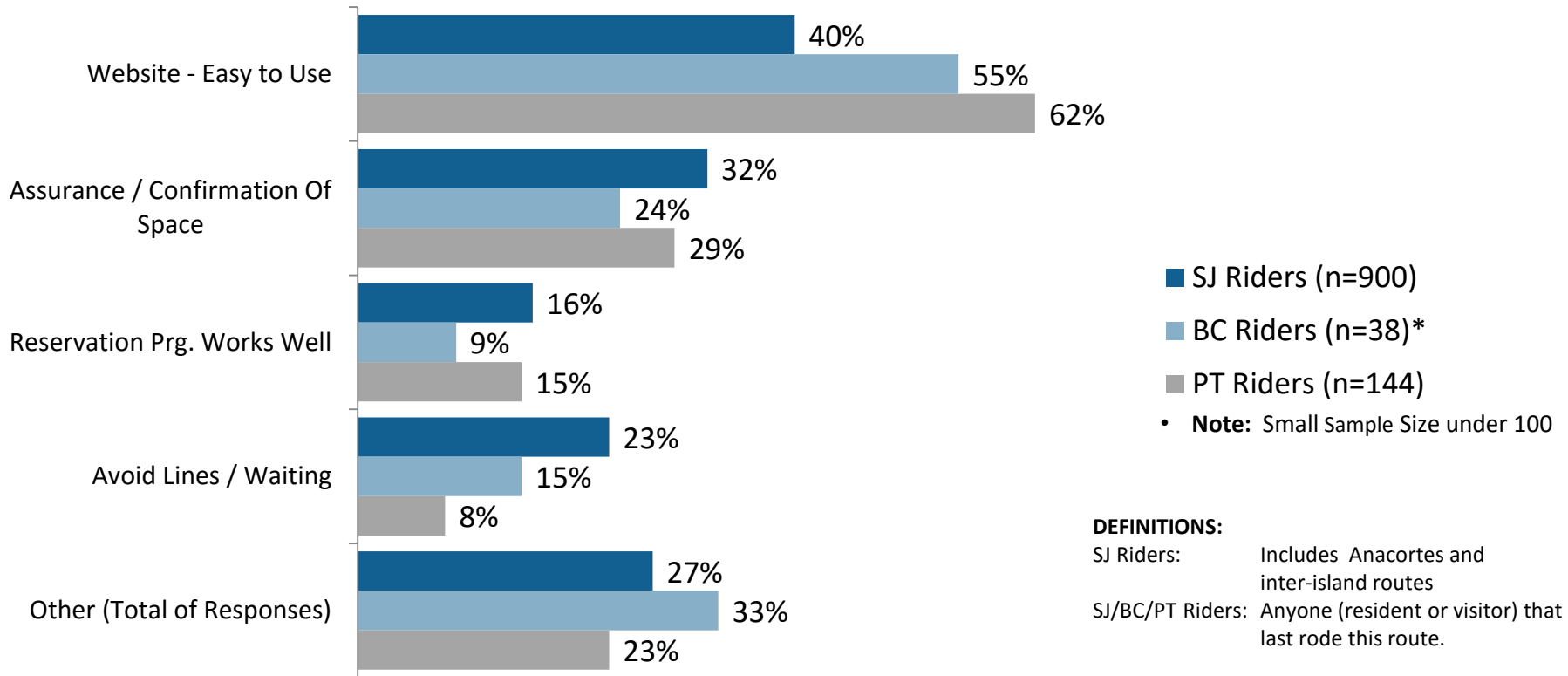
Q.6a Based on your experience, what specific parts of the reservation system are you satisfied with?

# Satisfied Users - Reasons for Satisfaction



*Reasons for satisfaction given by riders who last used any of the San Juan Islands routes included “Ease of Website Use” (40%) and “Assurance / Confirmation Of Space” (32%). Port Townsend riders said “Ease of Website Use” (62%) more so than riders of the San Juan Island routes.*

**The Part(s) Of The Reservation System I Am Satisfied With Are ...  
By Reservation Route Users**



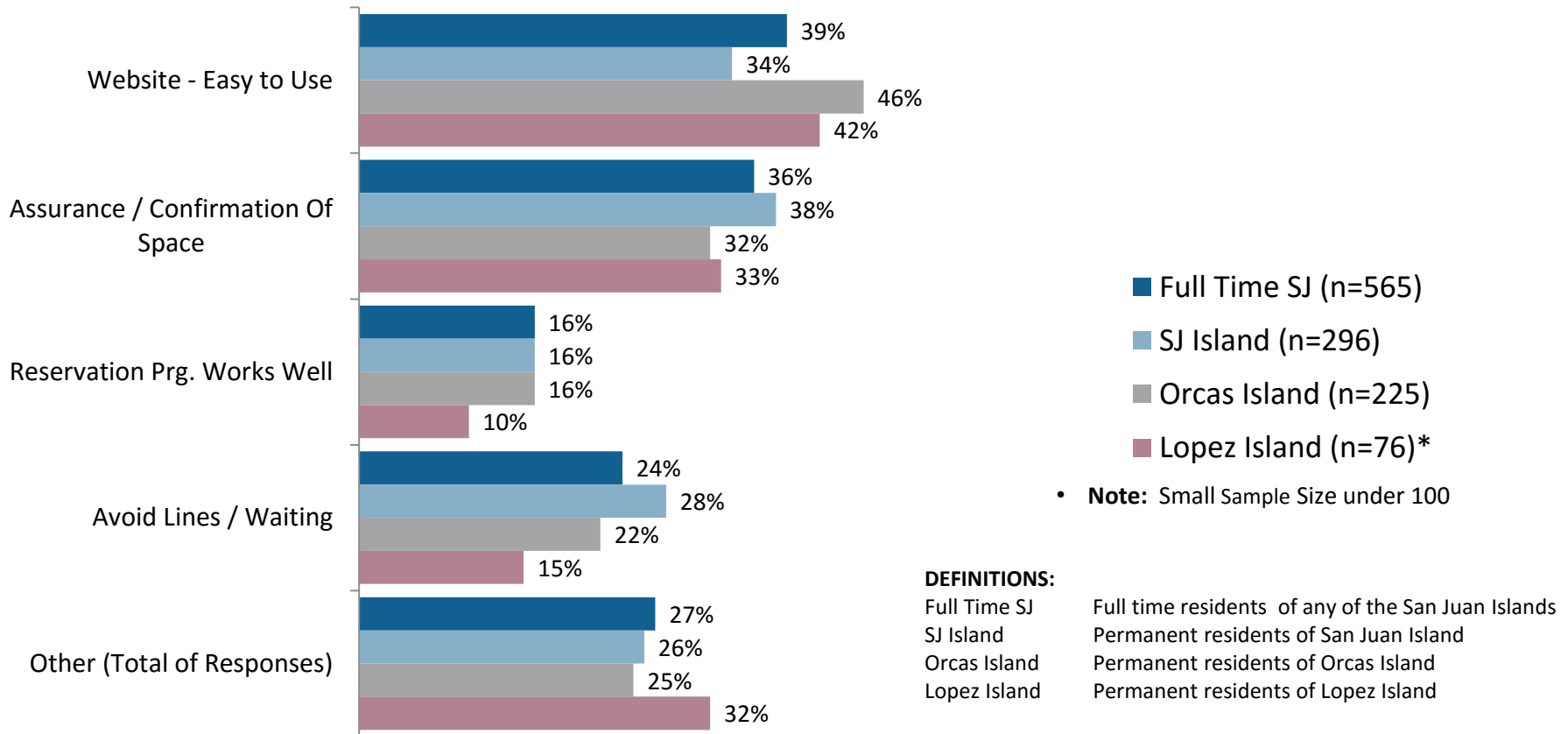
Q.6a Based on your experience, what specific parts of the reservation system are you satisfied with?

# Satisfied Users - Reasons for Satisfaction



The top two reasons for satisfaction given by riders who are full time residents of the San Juan Islands included "Ease of Website Use" (34-46%) and "Assurance / Confirmation Of Space" (32-38%).

**The Part(s) Of The Reservation System I Am Satisfied With Are ...  
By Full Time SJ & Island Residents**

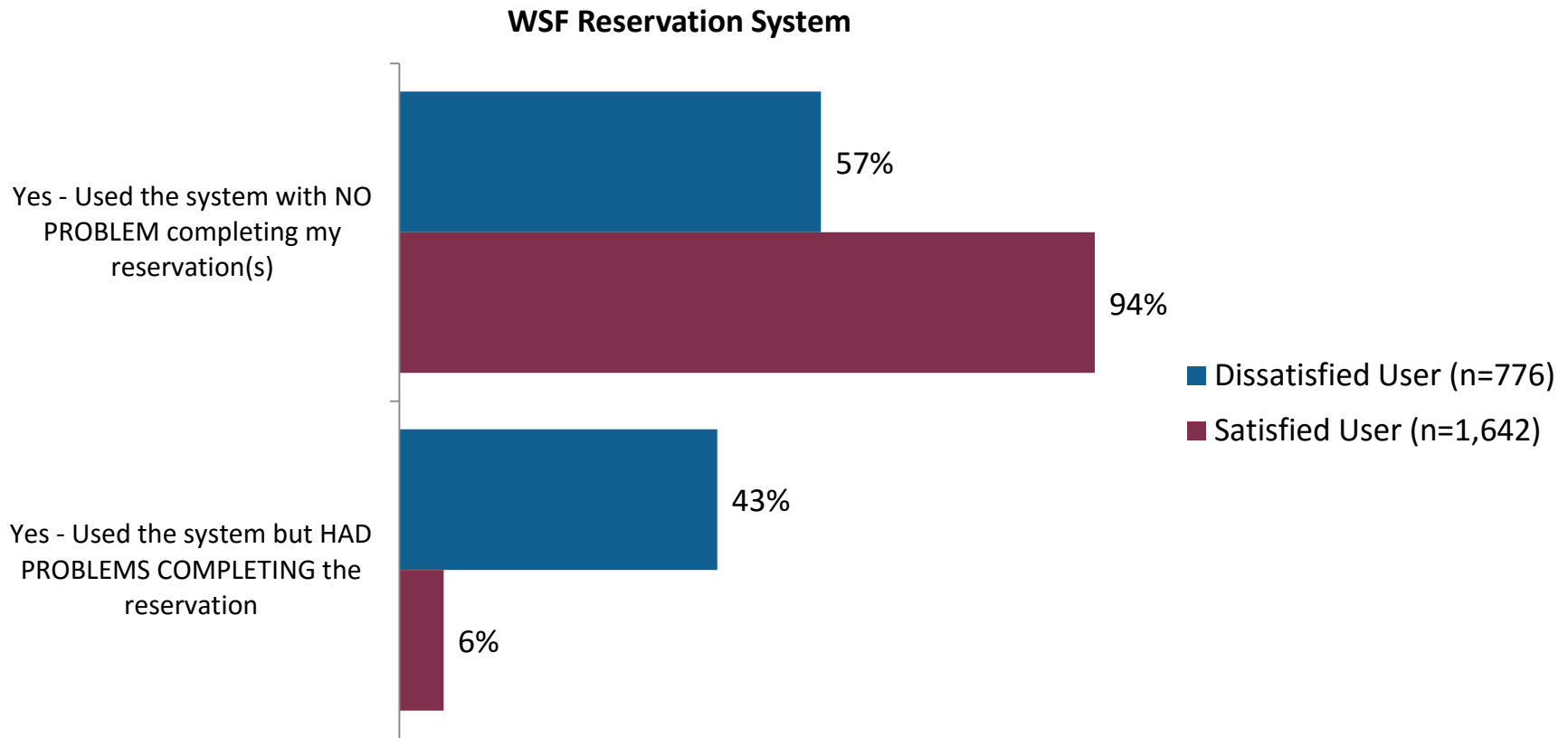


Q.6a Based on your experience, what specific parts of the reservation system are you satisfied with?

# Satisfaction vs Usability



*Almost 6 in 10 (57%) of those dissatisfied with the reservation system, had no problems completing their reservation(s). In contrast, 9 in 10 (94%) of those satisfied with the reservation system had no problems.*



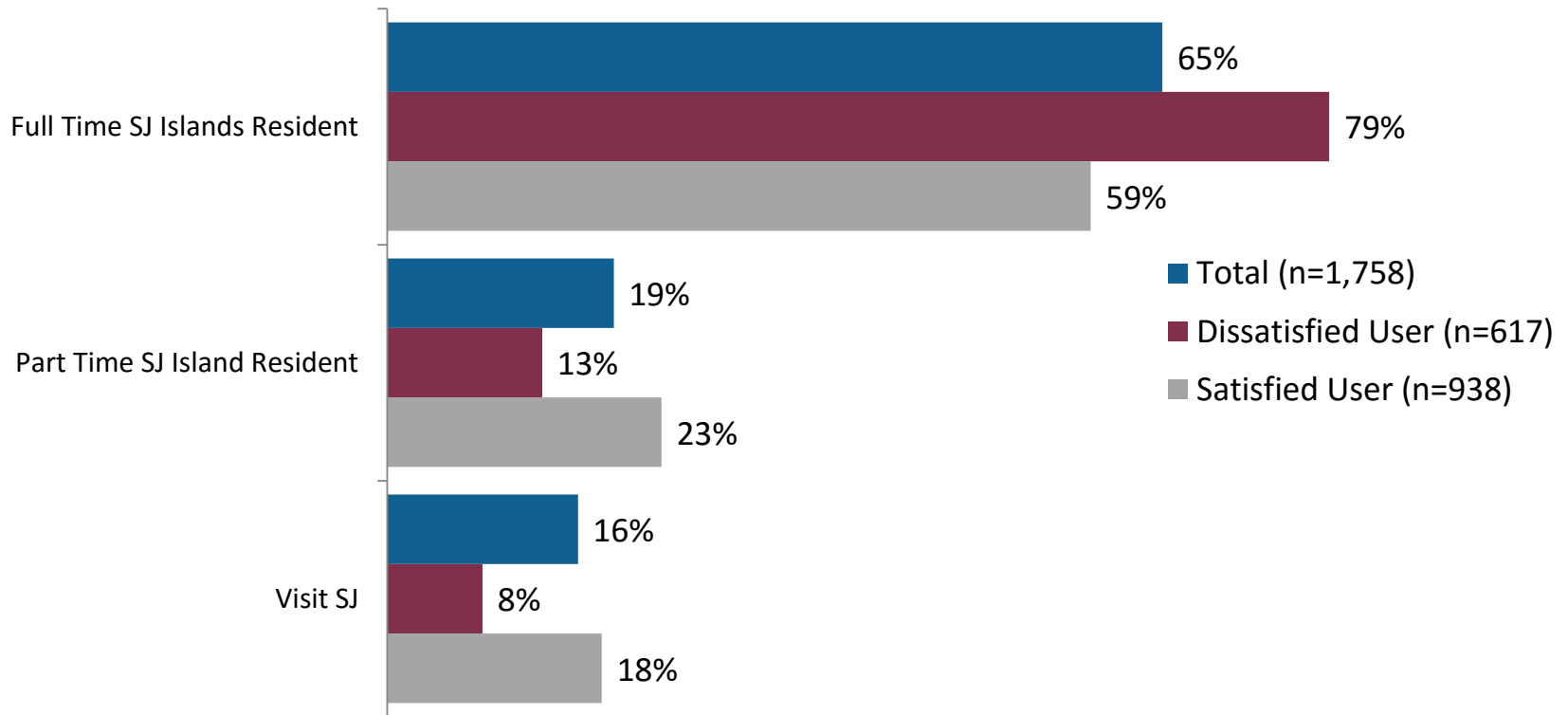
Q.4 Have you ever used or tried to use WSF reservation system? AND Q.5 Overall, based on your experience, how would you rate the reservation system?

# Satisfaction - San Juan Islands



*Sixty five percent (65%) of those that last rode any of the San Juan Islands route said they were full time residents. Those dissatisfied with the reservation system tend to come from full time residents of the San Juan Islands (79% vs. 65%) more so than part time residents (13% vs. 19%) or visitors (8% vs. 16%).*

**WSF Reservation System Satisfaction By Resident/Visitor**



Q.3 Which of the following best describes you? AND Q.5 Overall, based on your experience, how would you rate the reservation system?

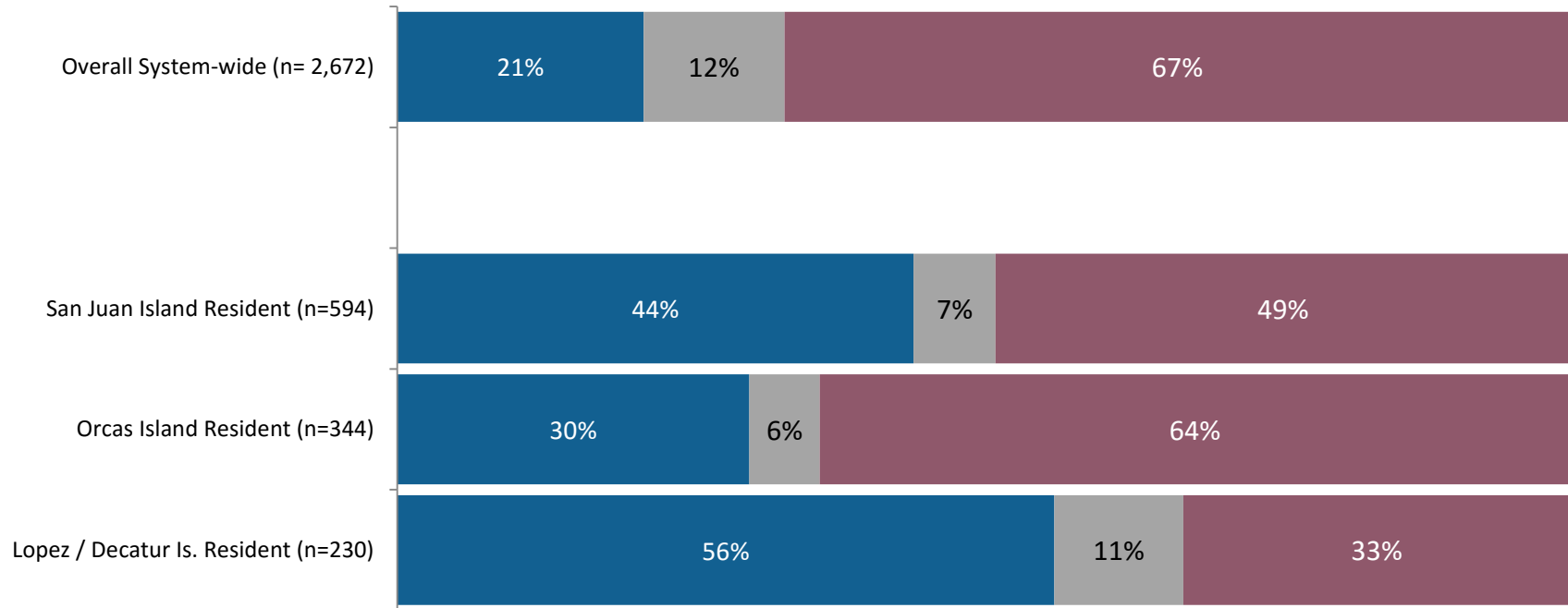
# Satisfaction - Residency



*Systemwide 1 in 5 (21%) are dissatisfied with the reservation system. Residents of Lopez (56%) Island are the most dissatisfied followed by San Juan Island residents (44%).*

## WSF Reservation System Satisfaction By SJ Islands Residency

■ Dissatisfied      ■ Neither      ■ Satisfied



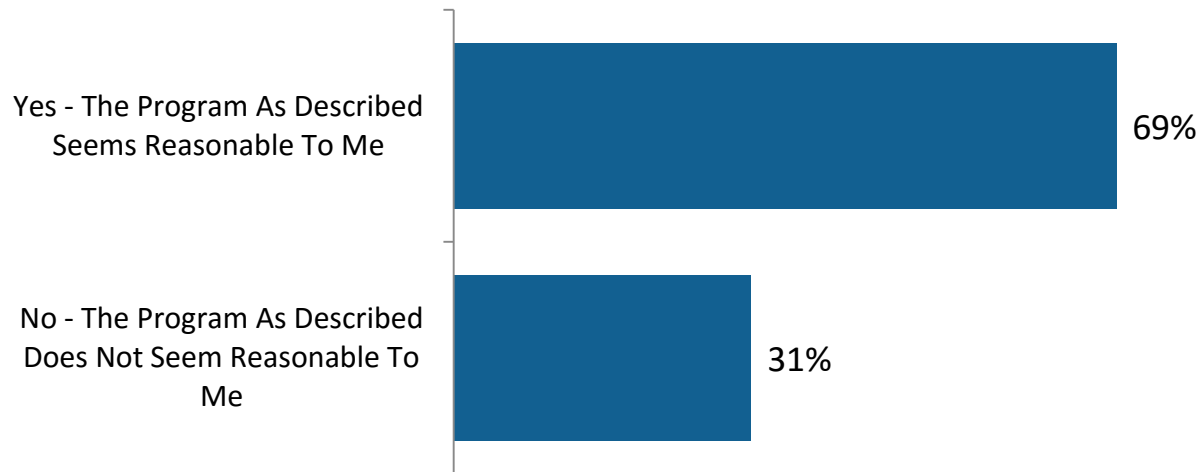
Q2. What was the most recent WSF route you took? AND Q.5 Overall, based on your experience, how would you rate the reservation system?

# Reservation Reasonableness – Systemwide



*A description of the current WSF reservation system was provided and respondents were asked if it seemed reasonable to them. A majority (69%) said it did seem reasonable, with 31% saying it seemed unreasonable.*

## Reasonableness of WSF Reservation Program



*Q.7 Here is how the reservation system currently works:*

***For Port Townsend/ Coupeville & Anacortes/ Sidney BC sailings:***

*All reservations for a sailing schedule season are available two months prior to the start of the season. Up to 80% of the space on the Port Townsend route and 100% of the space on the Anacortes/Sidney B.C. route can be reserved.*

***For San Juan sailings:***

*Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two days prior to the travel day.*

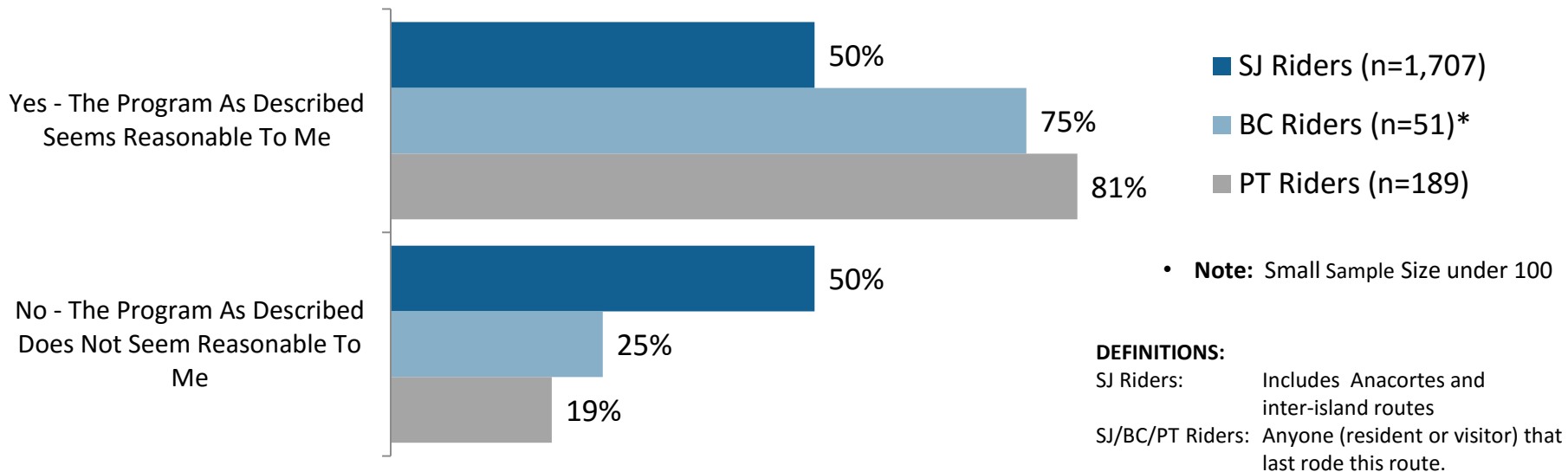
*Based upon the above, does the WSF reservation program seem reasonable to you?*

# Reservation Reasonableness – Reservation Routes



*Those who take the Anacortes – Sidney (75%) and Port Townsend – Coupeville (81%) routes see the reservation program described as reasonable, more so than those who use routes in the San Juan Islands (50%).*

**Reasonableness of WSF Reservation Program By Reservation Routes Rode**



Q.7 Here is how the reservation system currently works:

**For Port Townsend/ Coupeville & Anacortes/ Sidney BC sailings:**

All reservations for a sailing schedule season are available two months prior to the start of the season. Up to 80% of the space on the Port Townsend route and 100% of the space on the Anacortes/Sidney B.C. route can be reserved.

**For San Juan sailings:**

Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two days prior to the travel day.

Based upon the above, does the WSF reservation program seem reasonable to you?

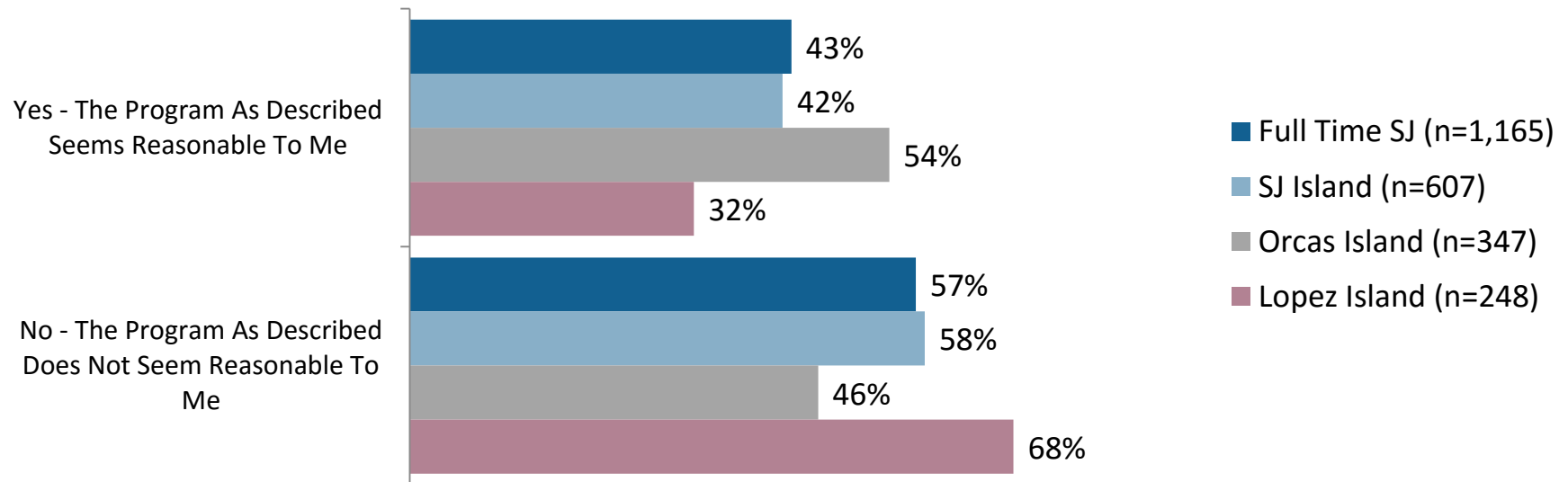


# Reservation Reasonableness – By Residency



*Based on residency, riders living on Lopez (68%) Island have the highest “unreasonable” response compared to the rest of the San Juan Islands.*

**Reasonableness of WSF Reservation Program By Residency**



Q.7 Here is how the reservation system currently works:

**For Port Townsend/ Coupeville & Anacortes/ Sidney BC sailings:**

All reservations for a sailing schedule season are available two months prior to the start of the season. Up to 80% of the space on the Port Townsend route and 100% of the space on the Anacortes/Sidney B.C. route can be reserved.

**For San Juan sailings:**

Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two days prior to the travel day.

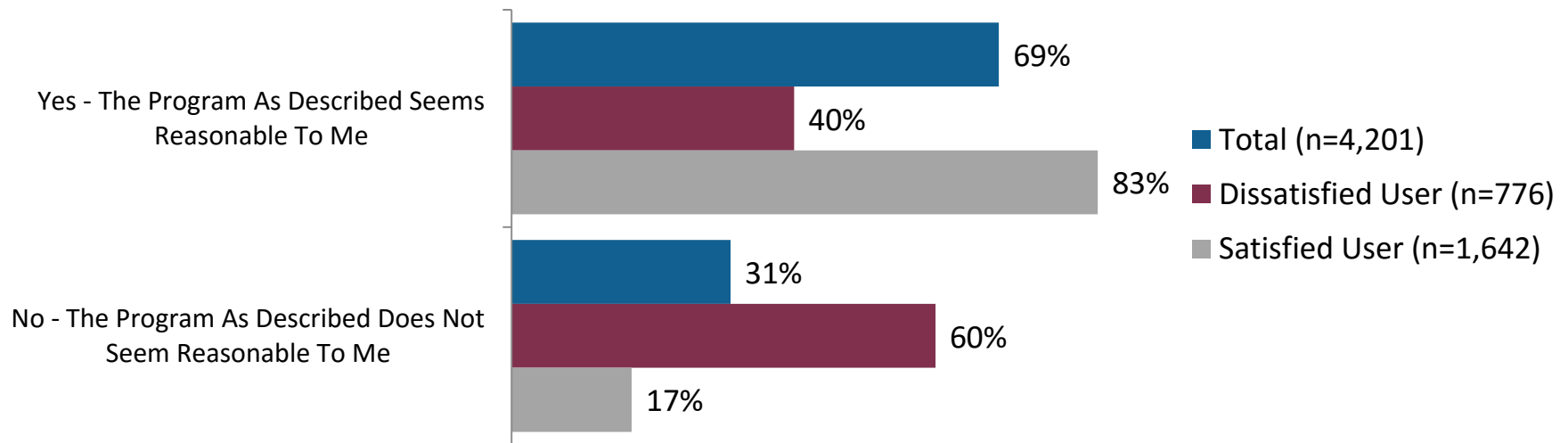
Based upon the above, does the WSF reservation program seem reasonable to you?

# Reservation Reasonableness – Dissatisfied Users



*40% of dissatisfied reservation system users would say the program as described, seems reasonable to them. In contrast, 83% of satisfied users see the program as reasonable.*

**Reasonableness of WSF Reservation Program By Satisfaction Level**



Q.7 Here is how the reservation system currently works:

**For Port Townsend/ Coupeville & Anacortes/ Sidney BC sailings:**

All reservations for a sailing schedule season are available two months prior to the start of the season. Up to 80% of the space on the Port Townsend route and 100% of the space on the Anacortes/Sidney B.C. route can be reserved.

**For San Juan sailings:**

Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two days prior to the travel day.

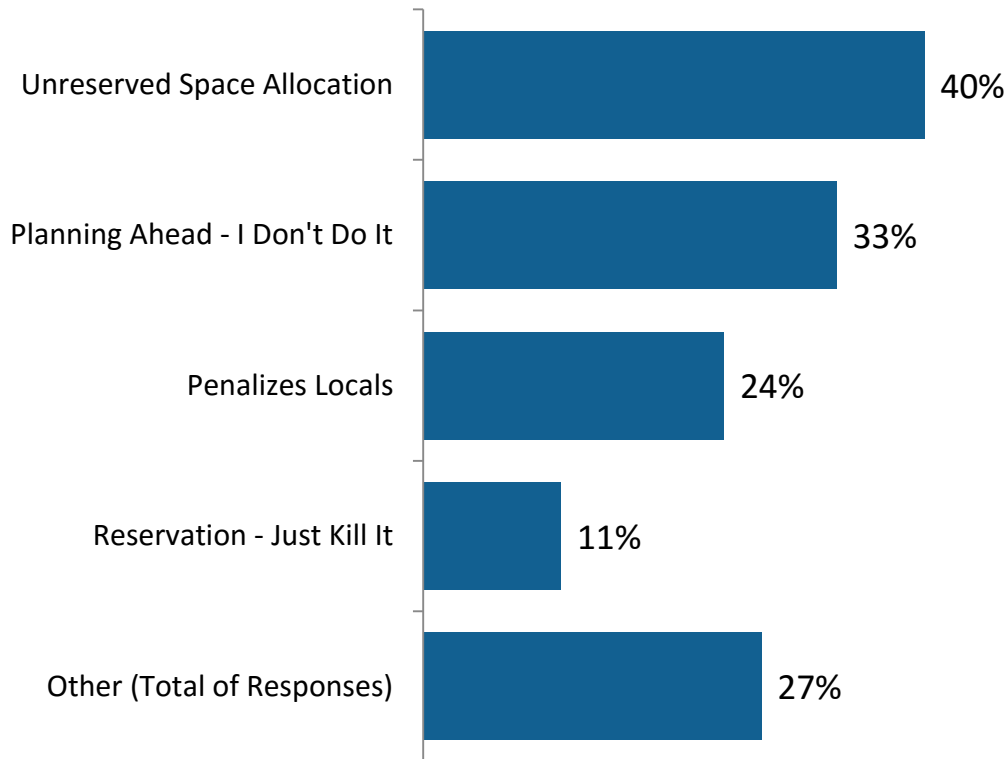
Based upon the above, does the WSF reservation program seem reasonable to you? AND Q.5 Overall, based on your experience, how would you rate the reservation system?

# Reasons Given For Being Unreasonable



*Of the 1,642 riders who felt the reservation system description given was unreasonable, they were asked why and what they might change. The most often mentioned reason for being unreasonable was the “Allocation of Unreserved Space” (40%) and the rider not liking to “Plan Ahead” (33%). Of lesser mention was that the system described “Penalizes Locals” (24%).*

## The Parts Of The Reservation System That Are Unreasonable (n=1,642)



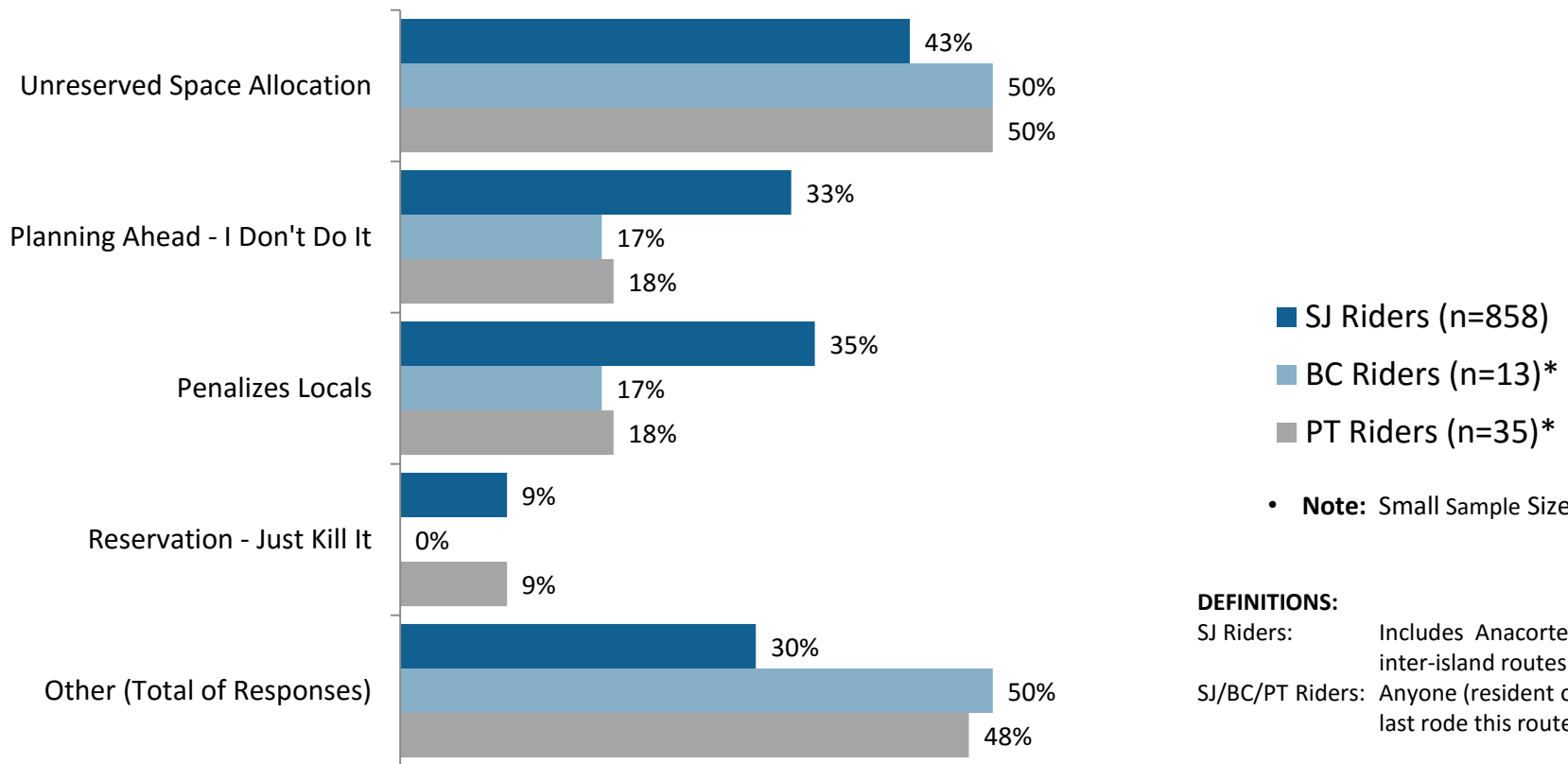
Q.7b Please tell us why it does not seem reasonable to you and how we might change it ?

# Reasons Given For Being Unreasonable



When broken out by route, the major reasons cited were “Not Liking to Plan Ahead” and “It Penalizes Locals”.

**The Parts Of The Reservation System That Are Unreasonable  
By Reservation Route Riders**



• **Note:** Small Sample Size under 100

**DEFINITIONS:**

SJ Riders: Includes Anacortes and inter-island routes

SJ/BC/PT Riders: Anyone (resident or visitor) that last rode this route.

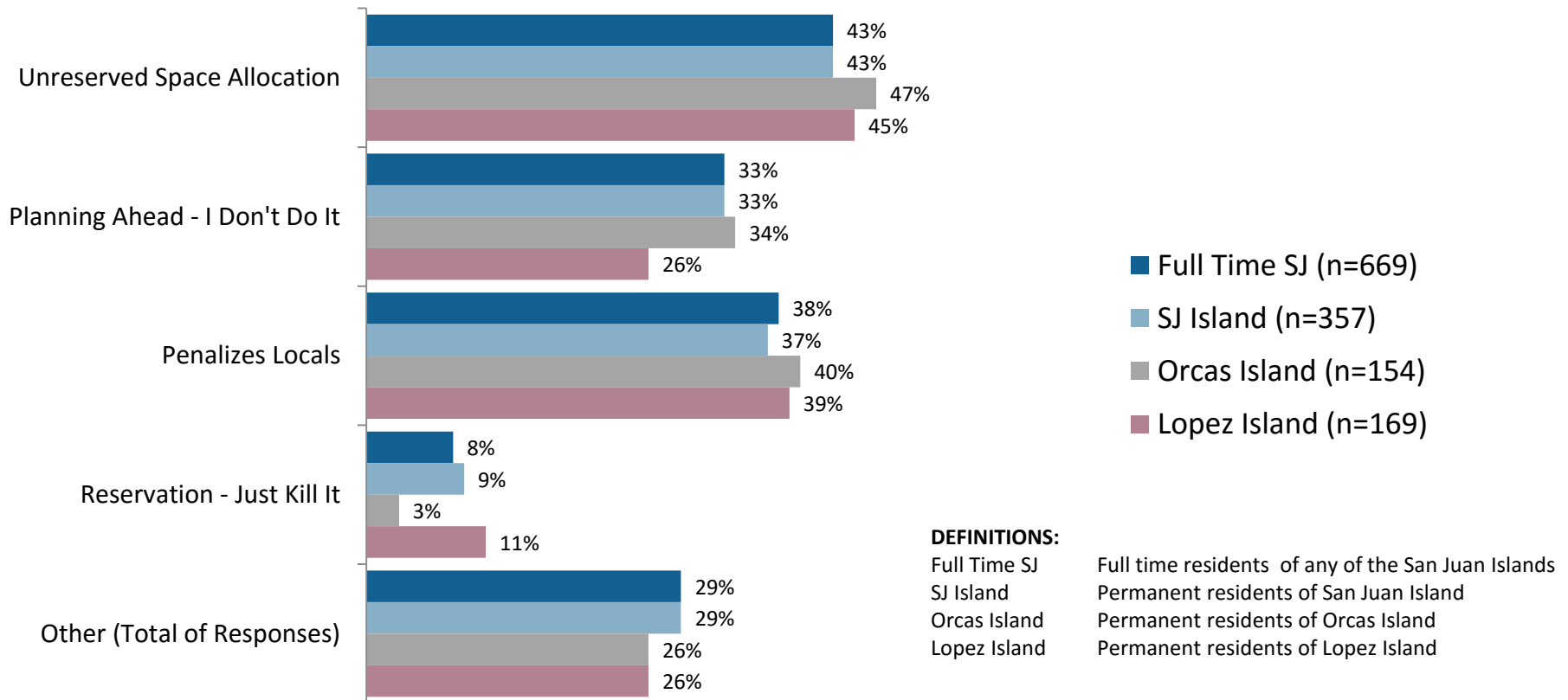
Q.7b Please tell us why it does not seem reasonable to you and how we might change it ?

# Reasons Given For Being Unreasonable



*When broken out by riders who are residents of the San Juan Islands, the reasons for the system being unreasonable are essentially the same on each island.*

## The Parts Of The Reservation System That Are Unreasonable By Full Time & Island Residents



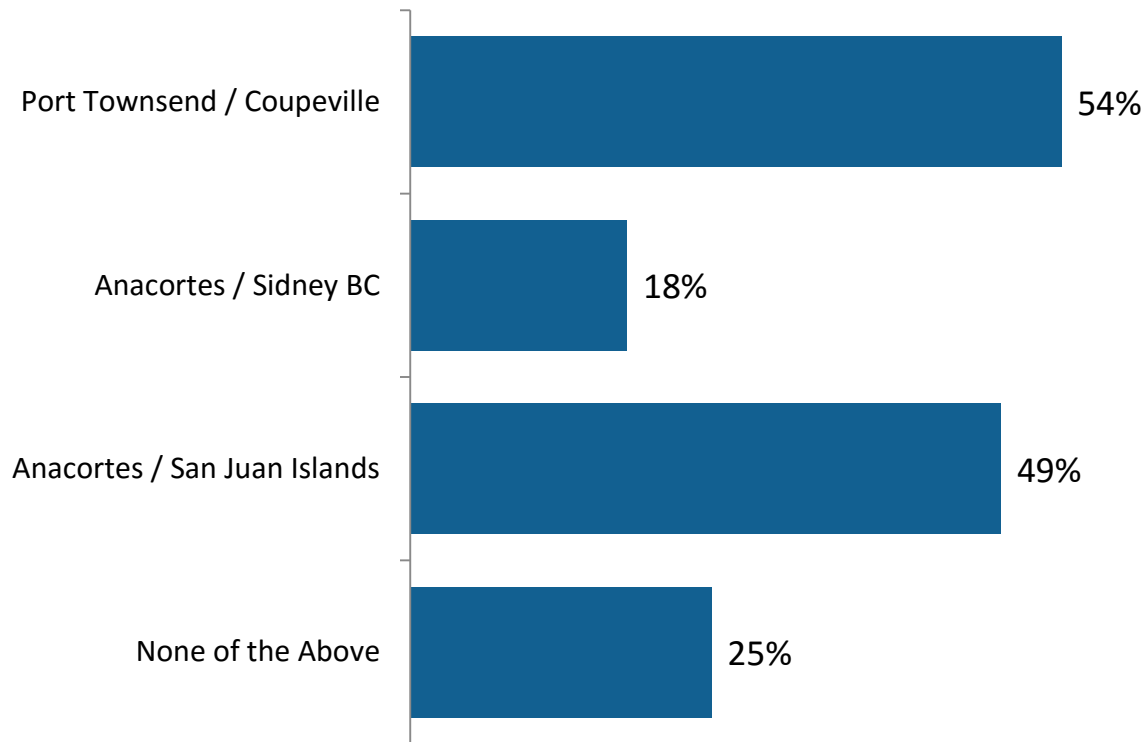
Q.7b Please tell us why it does not seem reasonable to you and how we might change it ?

# Current / Future Usage Of Reservation Routes



*Respondents were asked if they had used the reservation system in the last 2 years, or are likely to use it in the next 2 years. About 1 in 2 (54%) said they had or will use it on the Port Townsend/Coupeville route, followed by Anacortes/San Juan Islands (49%), and Anacortes/Sidney BD (18%). Approximately 25% have not and do not plan on using any of the reservation routes.*

**Used In Last 2 Years or Likely To Use In Next 2 Years (n=4,201)**



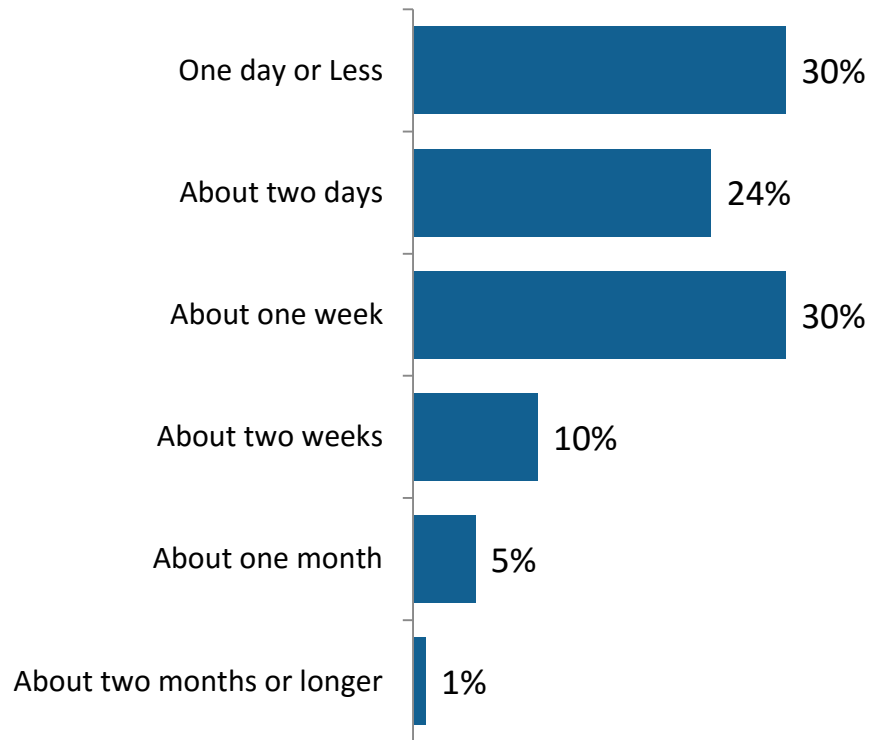
Q.8 Which of the following ferry routes, if any, have you taken in the last 2 years or are likely to take in the next 2 years?(Check all that apply)

# Advanced Travel Notice - Port Townsend /Coupeville



*The 2,114 riders who have taken or are likely to take the Port Townsend / Coupeville route were asked to describe their typical lead time before they need to take the ferry. About 30% know about one week in advance, followed by one day or less (30%), and two days (24%).*

## Port Townsend-Coupeville Travel - I Typically Know In advance of the time/date (n=2,114)



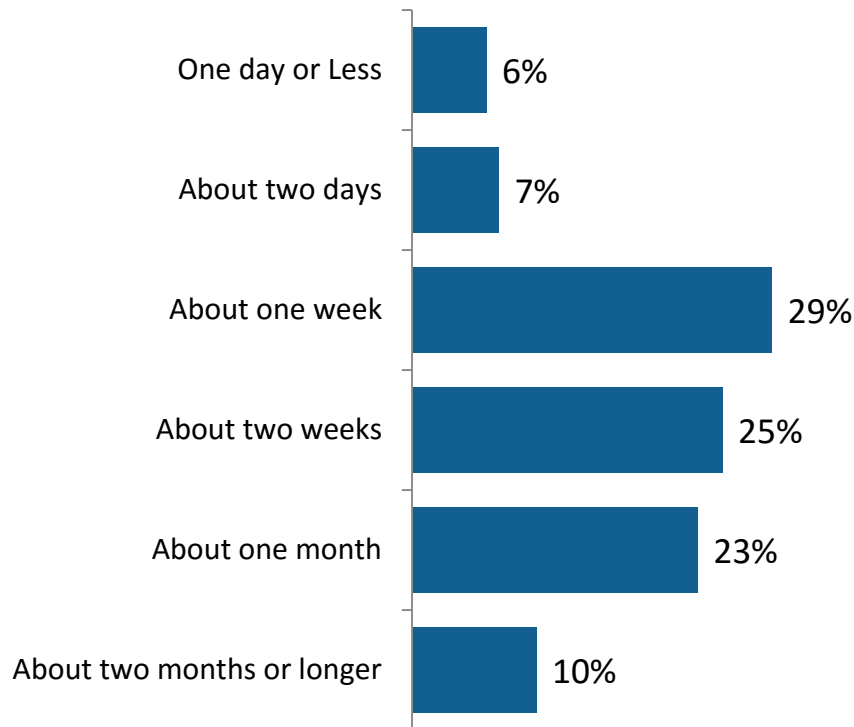
Q.9a Which statement below best describes your typical lead time before you need to take the:

# Advanced Travel Notice – Anacortes / Sidney BC



*The 1,127 riders who have taken or are likely to take the Anacortes / Sidney BC route were asked to describe their typical lead time before they need to take the ferry. About 29% know about one week in advance, followed by two weeks (25%), and one month (23%).*

## Anacortes-Sidney BC Travel - I Typically Know In Advance Of The Time/Date (n=1,127)



Q.9b Which statement below best describes your typical lead time before you need to take the:

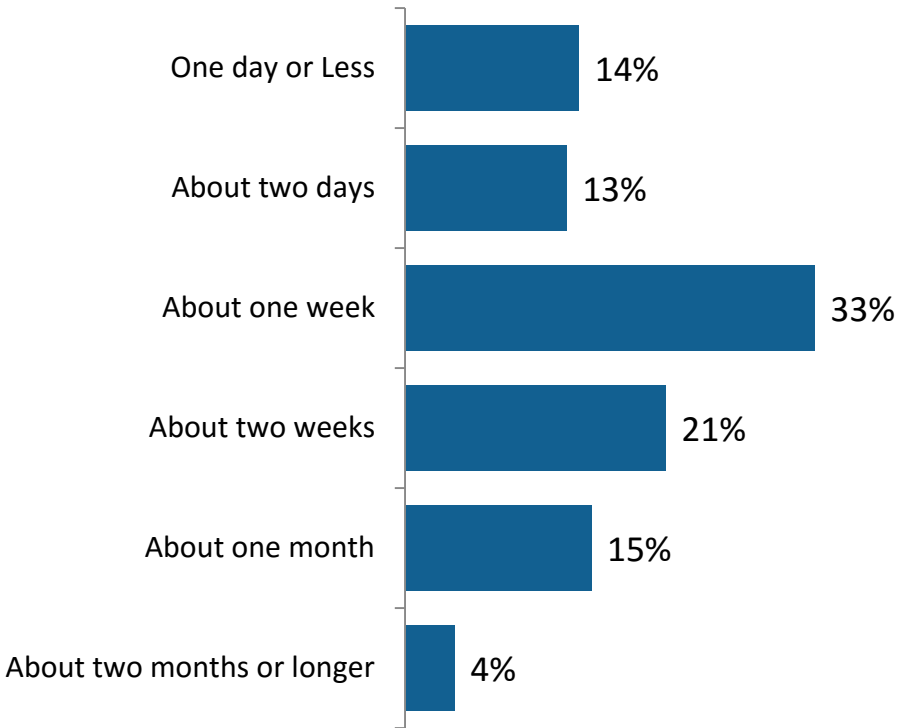


# Advanced Travel Notice – Anacortes / San Juan Islands



*The 2,840 riders who have taken or are likely to take the Anacortes / San Juan Islands route were asked to describe their typical lead time before they need to take the ferry. About 33% know about one week in advance, followed by about two weeks (21%).*

**Anacortes-San Juan Islands Travel - I Typically Know In advance of the time/date (n=2,840)**



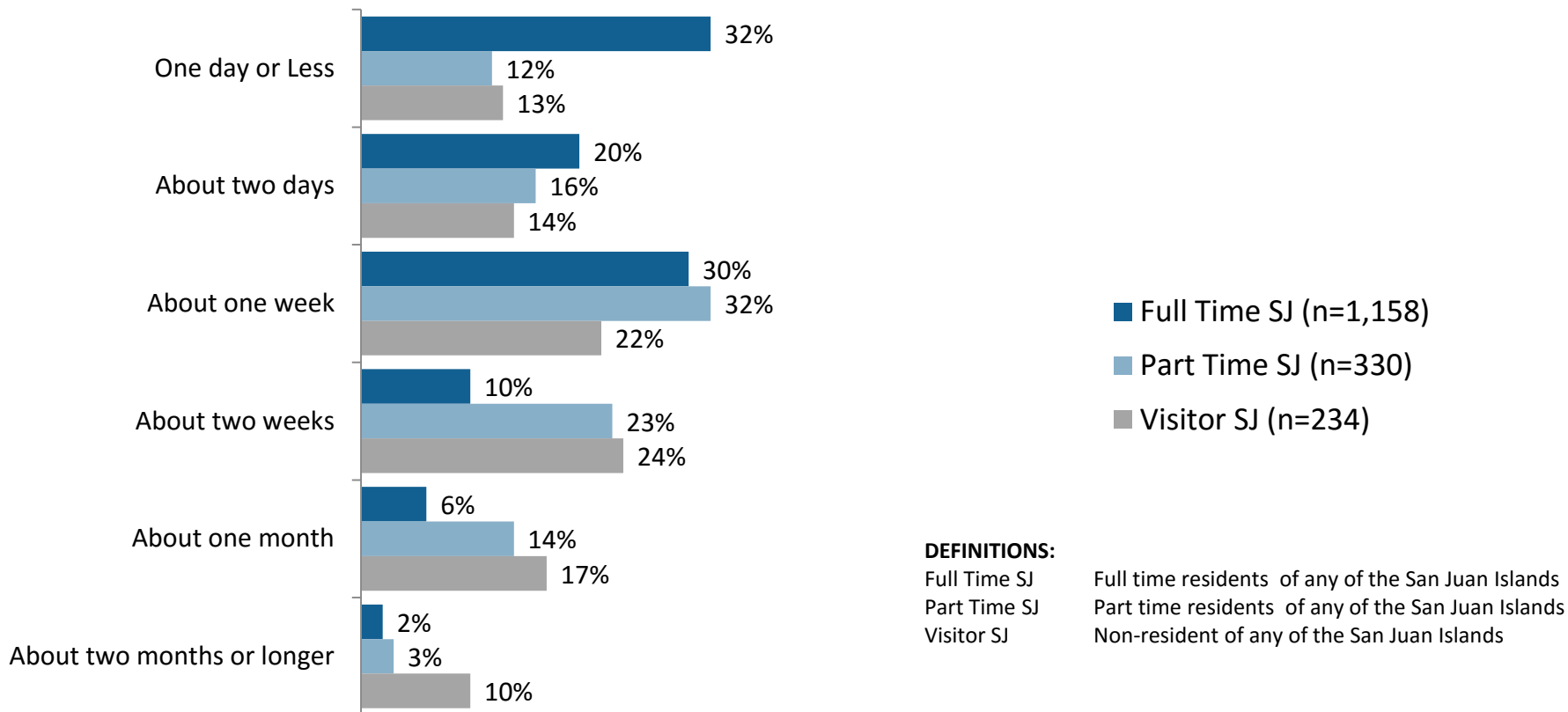
Q.9c Which statement below best describes your typical lead time before you need to take the:

# Advanced Travel Notice – Residents of San Juan Islands



*The riders who have taken or are likely to take the Anacortes / San Juan Islands route were asked to describe their typical lead time before they need to take the ferry. Full time residents of the San Juan Islands (32%) are twice as likely to say they only know one day or less before they need to take a ferry, compared to part time residents (12%) or visitors (13%).*

## Anacortes-San Juan Islands Travel - I Typically Know In Advance Of The Time/Date



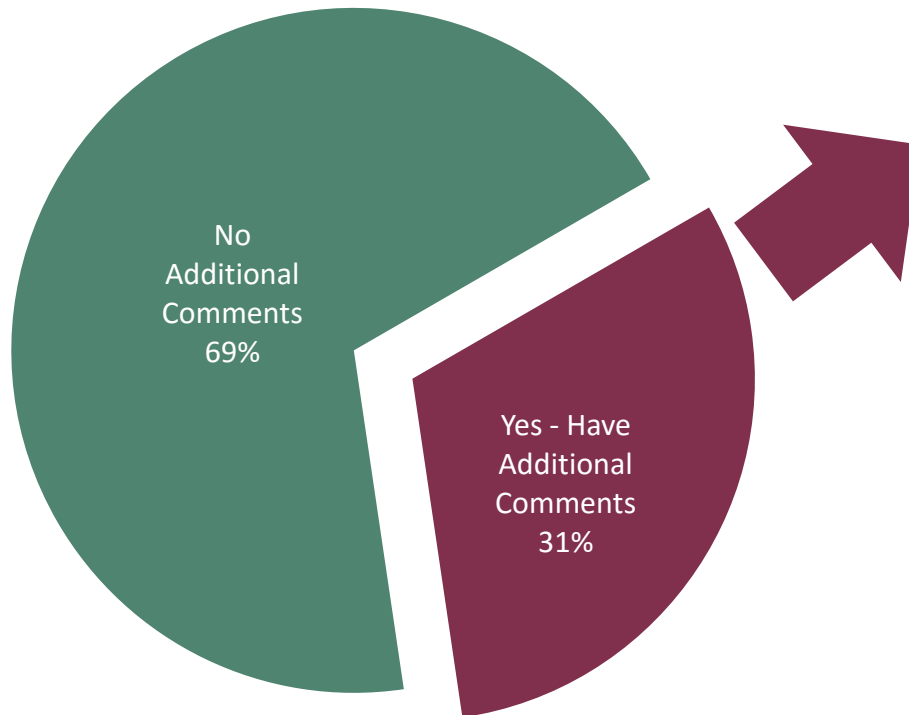
Q.9c Which statement below best describes your typical lead time before you need to take the:

# Additional Thoughts



About 1 in 3 (31%) had additional comments to share at the end of the survey. The most often mentioned category was “Reservation Issues” (64%) followed by “Penalizing Locals” (21%).

**Additional Thoughts  
(n=4,201)**



Top 5 Comments Given	
Reservation Issues	64%
Penalizing Locals Issues	21%
Anacortes – San Juan Islands Issues	11%
Seattle – Bainbridge – Bremerton Issues	10%
Total of All Other Individual Mentions (No Individual Other was greater than 7%)*	46%

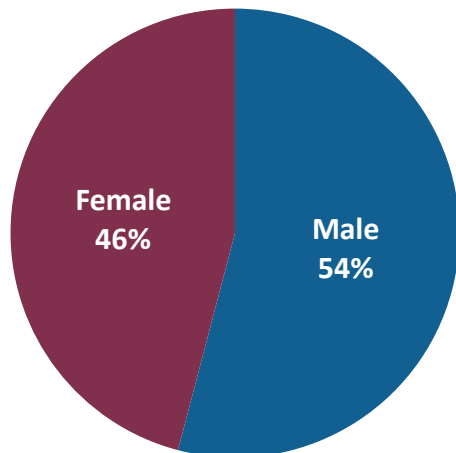
\* See PDF of Cross-tabulation Banner Tables or Excel spreadsheet on project CD for complete list of all “Other” comments

Q10 Do you have any additional thoughts regarding the reservation system, WSF or other transportation issues you would like to share?

# Sample Makeup - Demographics



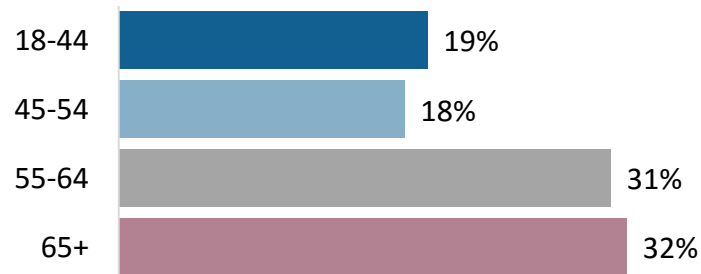
## Gender



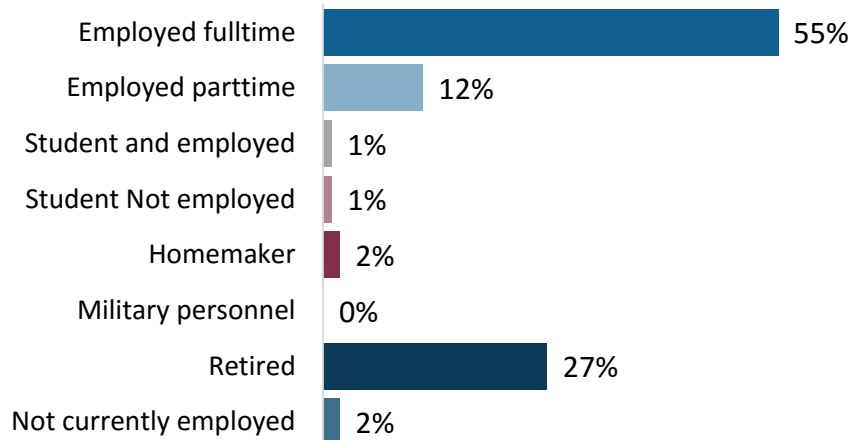
## Education



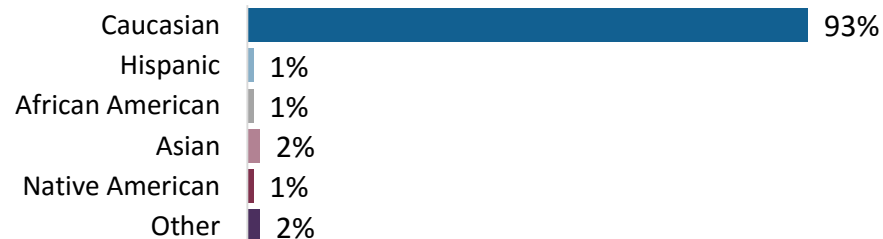
## Age



## Employment



## Ethnicity

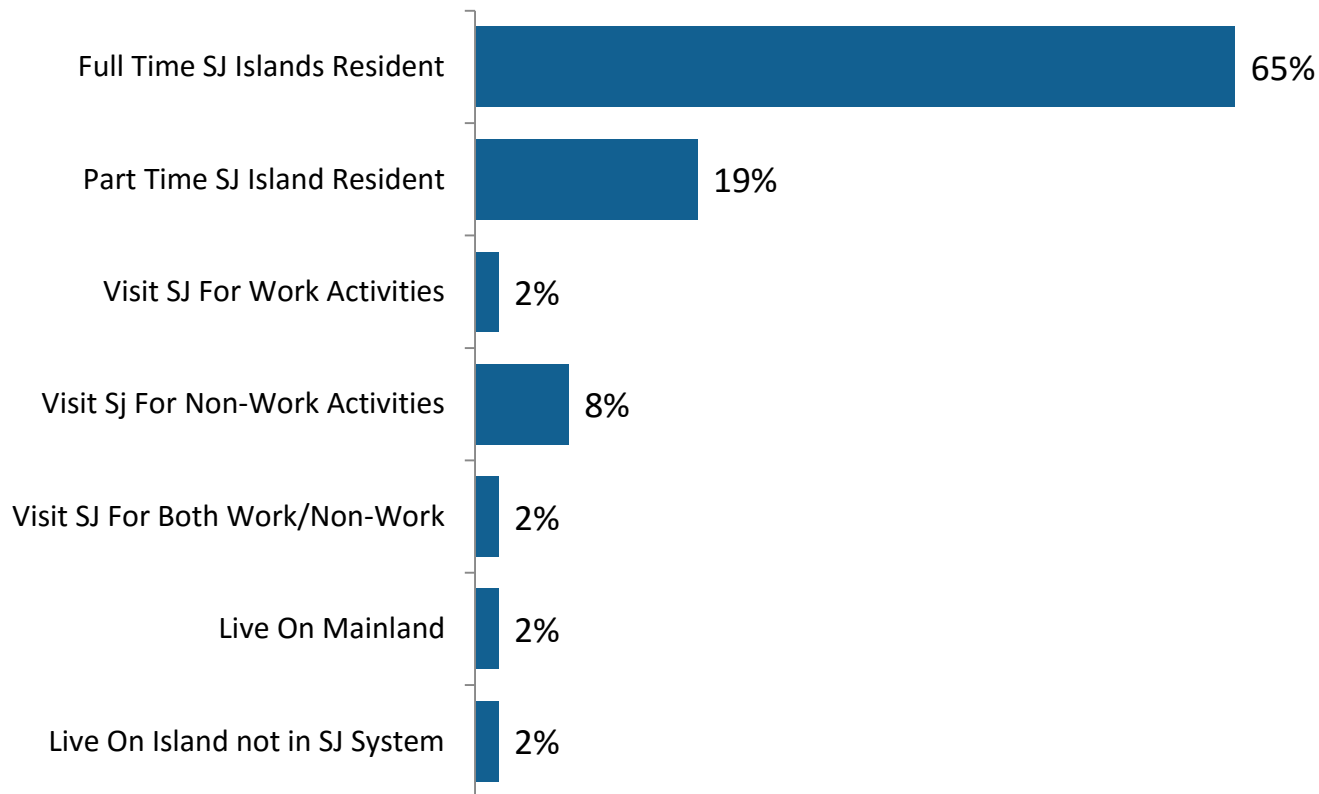


# Sample Makeup - San Juan Islands



*Those riders (n=1,758) that indicated their last route taken was in the San Juan Islands, were asked to describe their residency. The vast majority (65%) said they are full time residents of the San Juan Islands, followed by part time San Juan Island residents (19%). The balance (16%) are people living off the islands visiting for either work or non-work reasons.*

**Best Description (n=1,758)**



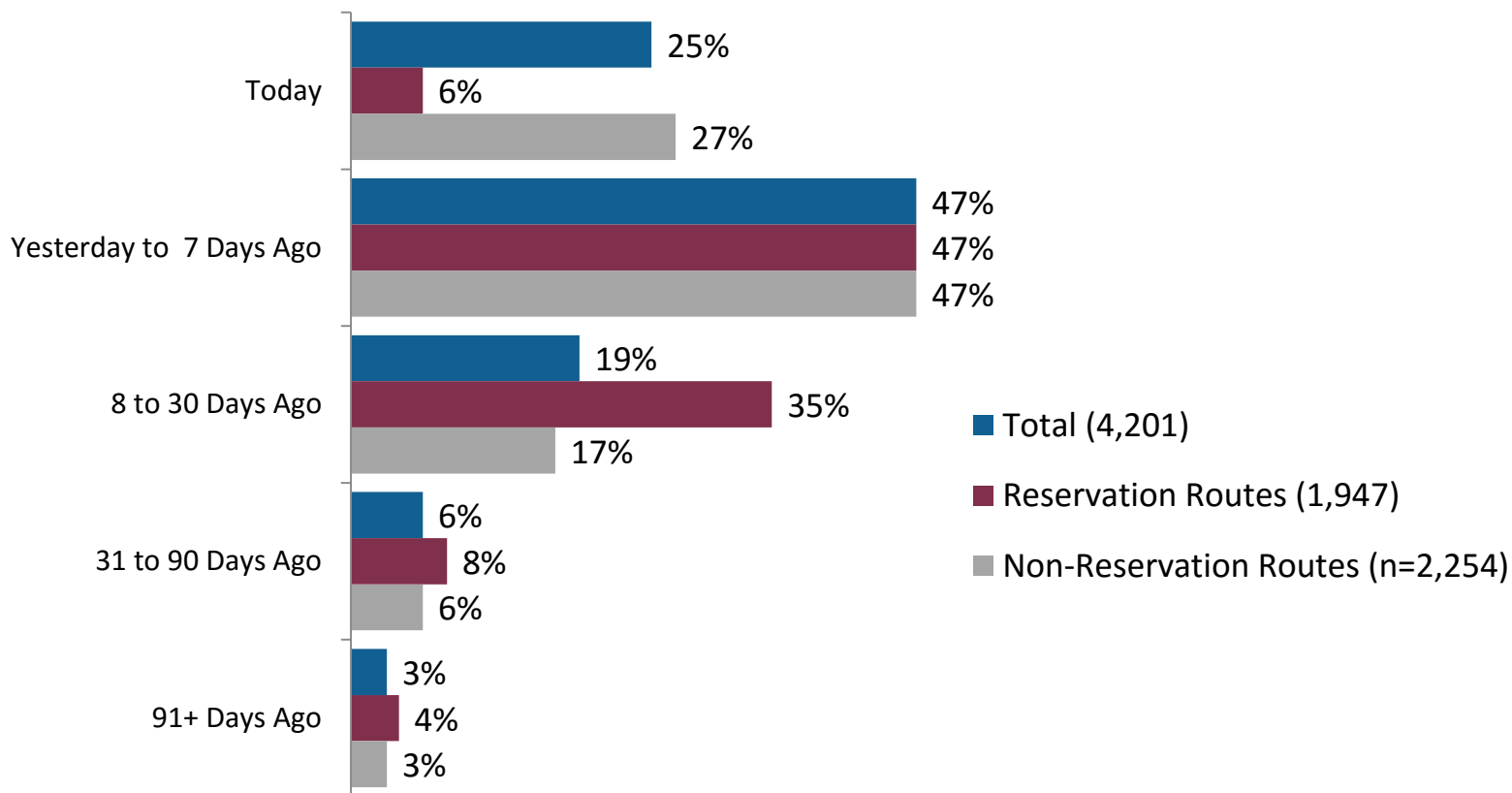
Q.3 Which of the following best describes you?

# Sample Makeup – When Took Last Ride



*The majority of those surveyed had ridden WSF within the last 7 days (72%), followed by 8 to 30 days ago (19%). Those riding the three reservation routes (SJ/BC/PT) are less likely to have ridden in the last 7 days (53%) compared to non-reservation route riders (74%).*

**Timing of Last Ride on a Washington State Ferry**



Q.1 To start with, when did you last ride a Washington State Ferry (WSF)



# Appendix

# Weighting Methodology



- In order to make the survey results proportionate to ferry ridership as a whole, it was necessary to weight the data by route based on their last trip taken to match WSF's May 2015 actual traffic numbers. The weighting scheme used is displayed below.
- Any respondents who did not fit into the buckets defined below were weighted with 1.000000.

Route	Riders
Seattle-Bainbridge	1.7209
Seattle-Bremerton	2.1218
Edmond-Kingston	2.0261
Fauntleroy-Vashon	1.4551
Fauntleroy-Southworth	1.2080
Southworth-Vashon	2.0193
Port Defiance-Tahlequah	2.5179
Port Townsend-Coupeville	0.7184
Mukilteo-Clinton	1.2233
Anacortes-San Juans	0.2080
Anacortes-Sidney	0.2990



# Questionnaire



Washington State Transportation Commission  
Web Panel Survey of Riders - 2015

## RESERVATION SURVEY

(Q1 / INTRO SCREEN)

We greatly appreciate you taking the time out of your busy day to provide your input and thoughts on the WSF reservation system.

To start with, when did you last ride a Washington State Ferry (WSF)?

Today

Within the last week (yesterday to 7 days)

Within the last 30 days (last 8 to 30 days)

Within the last 3 months (last 31 to 90 days)

Longer than 3 months ago (91+ days)

Never

SKIP TO Q10a

(Q2)

What was the most recent WSF route you took?

Seattle-Bainbridge

SKIP TO Q4a

Seattle-Bremerton

SKIP TO Q4a

Edmonds-Kingston

SKIP TO Q4a

Fauntleroy-Vashon

SKIP TO Q4a

Fauntleroy-Southworth

SKIP TO Q4a

Southworth-Vashon

SKIP TO Q4a

Port Defiance-Tahlequah

SKIP TO Q4a

Port Townsend-Coupeville

SKIP TO Q4a

Mukilteo-Clinton

SKIP TO Q4a

Anacortes-San Juans

Anacortes-Sidney

San Juans Inter-Island

None in 12 months

SKIP TO Q10a

Prefer not to answer

SKIP TO Q10a

Keller Ferry

SKIP TO Q4a

# Questionnaire



(Q3)

Which of the following best describes you?

A full time San Juan island resident (residence/ live year round)

A part time San Juan island resident (vacation home, etc.)

Live on the mainland but visit the San Juan islands for work activities

Live on the mainland but visit the San Juan islands for non-work activities

Live on the mainland but visit the San Juan islands for both work and non-work activities

Live on the mainland

Live on an island that is not in the San Juan Island system

Other (please describe)

(Q4a)

Have you ever used or tried to use WSF's reservation system?

(SELECT ONE ONLY)

Yes – Tried to use the system but NEVER COMPLETED a reservation, or

Yes – Used the system with NO PROBLEM COMPLETING our reservation(s), or

Yes -- Used the system but HAD PROBLEMS COMPLETING the reservation, or

No - have never used or tried to use WSF reservation system/ Don't recall

SKIP TO Q5

SKIP TO Q7a

(Q4b)

Why were you unable to complete your reservation?

---

IF Q4a=1 SKIP TO Q7a ELSE GOTO Q5

(Q5)

Overall, based on your experience, how would you rate the reservation system?

Very dissatisfied

Somewhat dissatisfied

Neither dissatisfied or satisfied/Don't know

Somewhat satisfied

Very satisfied

SKIP TO Q7a

SKIP TO Q6a

SKIP TO Q6a

# Questionnaire



(Q6a)

Based on your experience, what specific parts of the reservation system are you dissatisfied with and how might we change it?

(Please be specific as to the part(s) of the system you are dissatisfied with below)

---

(Now tell us what we can do to change it so it might work better for you below)

---

Please hit NEXT when done

SKIP TO Q7a

(Q6b)

Based on your experience, what specific parts of the reservation system are you satisfied with?

(Please be specific as to the part(s) of the system you are satisfied with below)

---

Please hit NEXT when done

(Q7a)

Here is how the reservation system currently works:

For Port Townsend/ Coupeville & Anacortes/ Sidney BC sailings:

All reservations for a sailing schedule season are available two months prior to the start of the season. Up to 80% of the space on the Port Townsend route and 100% of the space on the Anacortes/Sidney B.C. route can be reserved.

For San Juan sailings:

Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two days prior to the travel day.

Based upon the above, does the WSF reservation program seem reasonable to you?

Yes                      SKIP TO Q8

No

# Questionnaire



(Q7b)

Please tell us why it does not seem reasonable to you and how we might change it in the space below?

---

(Q8)

Which of the following ferry routes, if any, have you taken in the last 2 years or are likely to take in the next 2 years?(Check all that apply)

Port Townsend/Coupeville (taken / likely to take)

Anacortes/Sidney BC (taken / likely to take)

Anacortes/San Juan Island(taken / likely to take)

None of the above – (Haven't take and likely not to take any of these)      SKIP TO Q10a

(Q9a,b,c – ONLY THOSE SELECTED IN Q8 WILL SHOW ON THE SCREEN)

Which statement below best describes your typical lead time before you need to take the:

Port Townsend/Coupeville ferry - I typically know ... (Read list and select one)

- About one day in advance of the time/date I need to use that ferry route(s), or
- About two days in advance of the time/date I need to use that ferry route(s), or
- About one week in advance of the time/date I need to use that ferry route(s), or
- About two weeks in advance of the time/date I need to use that ferry route(s), or
- About one month in advance of the time/date I need to use that ferry route(s), or
- About two months (or longer) in advance of the time/date I need to use that ferry route(s)?

Anacortes/Sidney BC ferry - I typically know ... (Read list and select one)

- About one day in advance of the time/date I need to use that ferry route(s), or
- About two days in advance of the time/date I need to use that ferry route(s), or
- About one week in advance of the time/date I need to use that ferry route(s), or
- About two weeks in advance of the time/date I need to use that ferry route(s), or
- About one month in advance of the time/date I need to use that ferry route(s), or
- About two months (or longer) in advance of the time/date I need to use that ferry route(s)?

Anacortes/San Juan Island ferry - I typically know ... (Read list and select one)

- About one day in advance of the time/date I need to use that ferry route(s), or
- About two days in advance of the time/date I need to use that ferry route(s), or
- About one week in advance of the time/date I need to use that ferry route(s), or
- About two weeks in advance of the time/date I need to use that ferry route(s), or
- About one month in advance of the time/date I need to use that ferry route(s), or
- About two months (or longer) in advance of the time/date I need to use that ferry route(s)?

Press NEXT to continue

# Questionnaire



Q10a, b)

Do you have any additional thoughts regarding the reservation system, WSF or other transportation issues you would like to share?

No - No additional feedback

Yes - I do have additional feedback (Please put it in the box below)

Additional Comments/Suggestions:

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**Please press "Survey Completed" below when done.**

**(If you have not completed all your demographic questions, you may be ask those next)**