



Washington State Transportation Commission

WSF Summer Ferry Performance – FROG Survey

2016 Report

Preface



Starting in 2010, the Washington State Transportation Commission (WSTC) changed the process for how research is conducted regarding Washington State Ferries (WSF). Before 2010, stand-alone research projects were executed, but some of the issues facing ferry operations are of a longitudinal nature (changes over time). The decision was therefore made to create the Ferry Riders' Opinion Group (FROG) and the Voice of Washington State (VOWS). FROG is an online community where ferry riders have an ongoing opportunity to weigh in on ferry issues through surveys and quick polls (single questions). VOWS is an online community where any Washington resident has a similar opportunity to weigh in on statewide and regional transportation issues.

The FROG research initiative in 2016 consists of the following main phases:

- Winter Customer Survey Study (target audience: commuter riders) via FROG
- Freight Survey (target audience: WSF freight customers) via executive telephone survey
- Spring Reservation Study via FROG
- General Market Assessment Survey (target audience: Puget Sound (PS) basin and non-PS residents (non-PS) via VOWS
- **Summer On-board Recreational Survey (target audience: Out of state riders)**
- **Summer Performance, Recreational, and Policy Study (target audience: commuter and social/recreational riders)**

The focus of this report is the Summer Ferry Performance Recreational Study

- In addition to FROG panel member data, onboard in-person surveys conducted with ferry riders were also collected during the summer travel period. The onboard surveys were collected in order to reach members of the general public who are not part of FROG regarding specific recreational and ferry usage issues. Throughout this report, the data from these onboard surveys is compared to FROG panel data where applicable, and referred to as “Onboard 2016.”

EMC was not part of the data collection process. Some percentages may not add up to 100% due to rounding.

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Methodology



- ▶ The following report presents the findings for the 2016 Summer Recreational Survey. The main objective of this research is to understand from the ferry riders' prospective summer travel behavior as well as their opinions and attitudes regarding important issues currently facing the Washington State Transportation Commission and Washington State Ferries.
 - This overall objective resulted in the following areas of exploration:
 - Summer travel activity – ferry travel from June through September 2016.
 - Social and recreational – understand role of ferries in the social and recreational summer travel.
 - Customer satisfaction – measure importance and satisfaction of terminal conditions, walk-on services, loading and unloading procedures, vessel conditions, and WSF website and telephone services.
 - Demographic characteristics of ferry customers – travel patterns, WSF satisfaction and demographic data.
- ▶ A total of four thousand twenty seven (n=4827) ferry riders completed the Summer 2016 FROG Panel survey yielding a maximum sample variable of +/- 1.4% at the 95% confidence level.
 - Ferry riders completed a web survey which started September 30th and ended on October 16th 2016.
 - Due to respondents who either did not answer certain questions or selected no response or don't know, the question bases vary throughout the report.
- ▶ A total of seven thousand seventy nine (n=7279) ferry riders completed the Summer 2016 onboard intercept survey yielding a maximum sample variable of +/- 1.1% at the 95% confidence level.
 - Due to respondents who either did not answer certain questions or selected no response or don't know, the question bases vary throughout the report.
- ▶ In order to make the survey results proportionate to the ferry ridership universe as a whole, it was necessary to weight the data by route and boarding method based on their last trip taken.
 - Due to a change in questionnaire wording, the weighting method used in 2016 was slightly different than in 2014.

Executive Summary



Rider Dissatisfaction

- *The percentage of riders saying they are dissatisfied with the service provided by WSF during the summer period has decreased 4 percentage points to 26% total dissatisfaction. In comparison, only 4% of onboard respondents reported they are dissatisfied. The Fauntleroy/Vashon route, Fauntleroy/Southworth, Mukilteo/Clinton routes all have higher dissatisfaction rates than the overall. The greatest positive shifts from 2014 by route has been among Anacortes/San Juan Island (38% to 23% dissatisfied) and Southworth/Vashon (40% to 21% dissatisfied).*
- *The percentage of riders saying WSF is a “good” or “very good” value in the summer period has increased slightly compared to 2014 (73% vs. 68%). Overall good value is up from summer 2014 across all routes, with the exception of Fauntleroy/Southworth, with the most significant total good value increases among riders using Point Defiance/Tahlequah, San Juan Inter Island, Anacortes/San Juan Island and the Southworth/Vashon routes.*
- *Satisfaction remains positive across the four attributes tested; terminals are comfortable, WSF provides easy loading and unloading for walk-ons, WSF loading crews provide clear directions/ hand signals, and WSF Vessels are well maintained and safe. While there are no specific opportunity areas overall, loading crews providing clear directions, vessels are well maintained and safe, and easy unloading and loading for walk-ons are the three highest priority attributes for summer respondents.*
- *Loading crews providing clear directions are opportunity areas for Point Defiance/ Tahlequah, Fauntleroy/ Vashon, Fauntleroy/ Southworth, Southworth/ Vashon, Coupeville/ Port Townsend, and Mukilteo/ Clinton. Opportunity areas for Seattle/Bainbridge are easy unloading and loading for walk-ons.*
- *82% of riders interviewed have used the WSF website. Of those 82%, only 7% say that they are either dissatisfied (6%) or very dissatisfied (1%).*

Executive Summary



Recreational and Social Travel

- ▶ *The vast majority of respondents most recent recreational/social trips were in September, with Seattle/Bainbridge, Edmonds/Kingston, and Mukilteo/Clinton the top three last recreational routes ridden.*
- ▶ *The majority (67%) boarded as either a vehicle driver or walked on. Of those that drove on, almost three quarters boarded in a mid sized auto/SUV/pick-up 14-22 feet. Summer riders are likely to use single ride tickets more than multi ride tickets when traveling. Since 2014 there has been a minor (-6) percentage point shift in multi-ride ticket type usage from 37% to 31%.*
- ▶ *Out and back on same route is the most popular crossing. ANA/SJI and ANA/BC continue to have the longest mean trip duration. The plurality of respondents describe visiting family or friends as the purpose of their last recreational trip.*
- ▶ *Most respondents say their most recent recreational or social trip was a WA State only trip. Both panel and onboard respondents say “Only way” and “fastest way” are the primary reasons for choosing WSF rather some other way to make a recreational or social trip. Onboard respondents list relaxing as a top reason as well.*
- ▶ *Almost all respondents say they are likely to use WSF again for a recreational or social trip. Better schedules/routes is the top mentioned way to increase the number of recreational or social trips.*

Executive Summary



Policy

- ▶ *A majority (58%) of respondents agree with the statement “there are ferry terminals that need to be enlarged and/or redesigned to provide more efficient service”. A quarter (23%) disagree and one-fifth (19%) are not sure. Seattle, Mukilteo, and Bainbridge Island terminals are the most frequently mentioned ferry terminals that need to be enlarged and/or redesigned.*
- ▶ *Of the suggested funding methods offered, increasing the statewide gas tax was the top selected method of funding ferry capital needs (29%), followed closely by establishing a new statewide tax dedicated to funding ferry capital needs (25%) and increasing vehicle registrations fees (24%). Over a third (35%) of respondents said they were either unsure or selected “none” as a funding option.*
- ▶ *Only a quarter (26%) of respondents agree the current ferry schedule matches up to their needed train or bus connection.*
- ▶ *A third (34%) of respondents believe the faster growth rate of vehicle fares has encouraged them to walk or carpool. Better transit connections to and from ferry terminals was the top mentioned method of encouraging walk-ons by respondents.*



Recreational & Social Travel

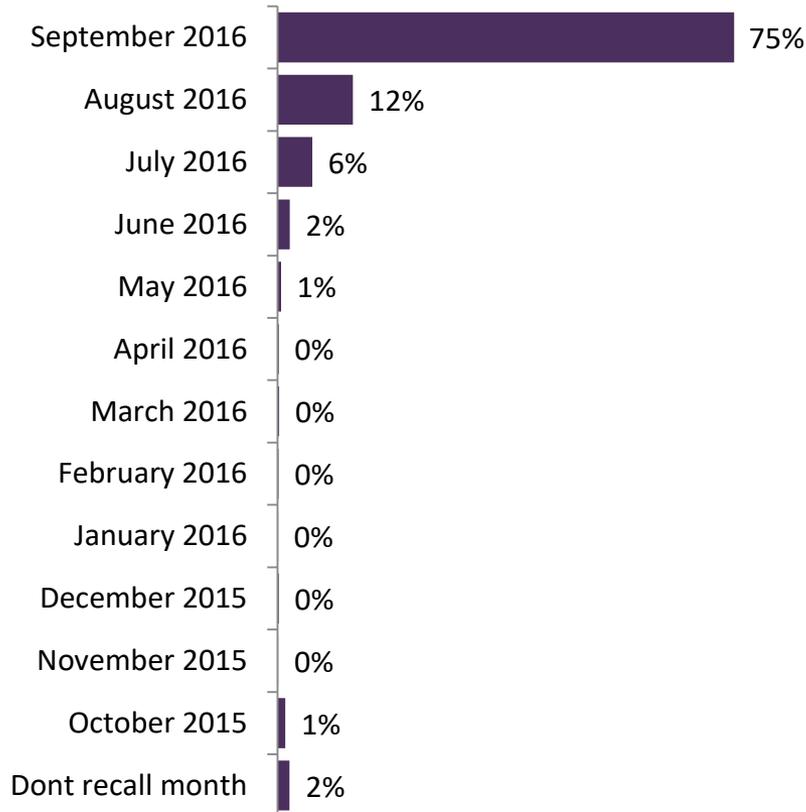
Last Recreational/Social Trip



The vast majority of respondents most recent recreational/social trips were in September, with Seattle/Bainbridge, Edmonds/Kingston, and Mukilteo/Clinton the top three last recreational routes ridden.

Month of last Recreational/Social Trip

n=4,651



Route of last Recreational/Social Trip

n=4,409

Route	2014	Shift
Seattle/ Bainbridge	26%	-1%
Edmonds/ Kingston	17%	0%
Mukilteo/ Clinton	16%	-1%
Anacortes/ San Juan Islands	11%	0%
Seattle/ Bremerton	9%	+1%
Fauntleroy/ Vashon	7%	0%
Coupeville/ Port Townsend	6%	0%
Point Defiance/ Tahlequah	3%	0%
Fauntleroy/ Southworth	3%	0%
Anacortes/ Sidney B.C.	1%	0%
Southworth/ Vashon	1%	0%
San Juan Interisland	1%	0%
	0%	0%

Q2. In which month did you take your most recent recreational or social trip that used WSF?

Q3. What was the route that you rode for your most recent recreational or social trip?

Most Recent Boarding Terminal



The following information outlines the boarding terminals on respondents' most recent recreational or social trip using WSF

Boarding Terminal Of Recreational Riders' Last Route Taken

Seattle/ Bainbridge		Seattle/ Bremerton		Point Defiance/ Tahlequah		Edmonds/ Kingston		Fautleroy/ Vashon		Fautleroy/ Southworth	
n=364		n=147		n=25		n=301		n=114		n=86	
Seattle	32%	Seattle	25%	Point Defiance	41%	Edmonds	41%	Fautleroy	48%	Fautleroy	39%
Bainbridge	68%	Bremerton	75%	Tahlequah	59%	Kingston	59%	Vashon	52%	Southworth	61%

Southworth/ Vashon		Coupeville/ Pt. Townsend		Mukilteo/ Clinton		Anacortes/ San Juan Islands		San Juan Interisland		Anacortes/ Sidney B.C.	
n=14		n=275		n=372		n=1,152		n=38		n=72	
Southworth	42%	Coupeville	59%	Mukilteo	32%	Orcas	22%	Orcas	35%	Anacortes	61%
Vashon	58%	Pt Townsend	41%	Clinton	68%	Shaw	1%	Shaw	0%	Sidney BC	39%
						Lopez	14%	Lopez	25%		
						Friday Harbor	30%	Friday Harbor	40%		
						Anacortes	34%				

Q4. To start with, from which terminal did you depart on your most recent trip?

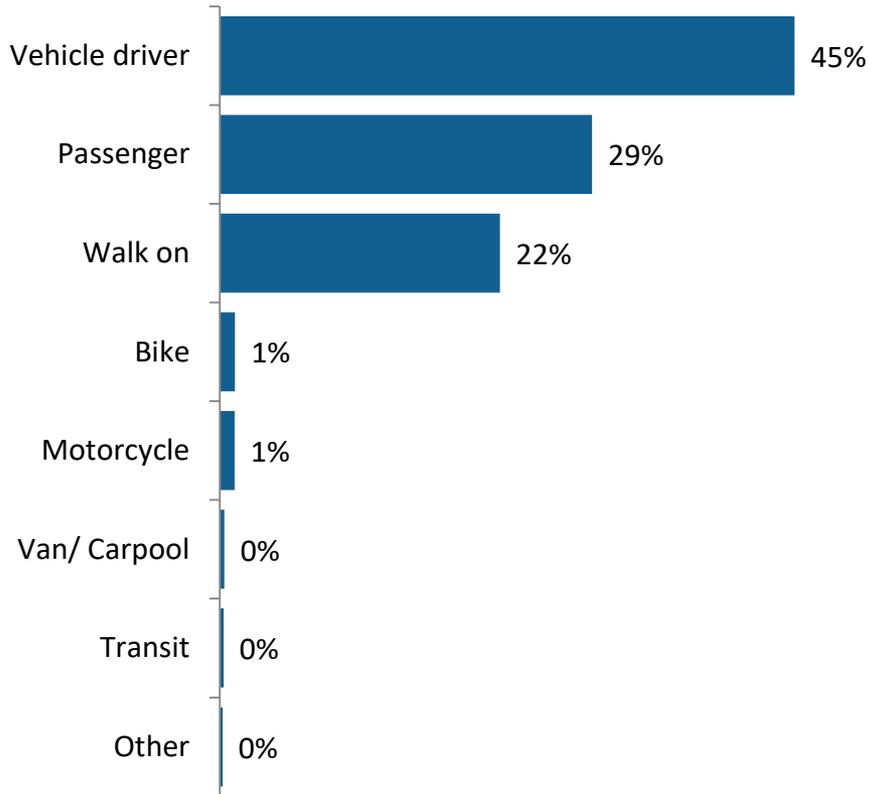
Boarding Method



The majority (67%) boarded as either a vehicle driver or walked on. Of those that drove on, almost three quarters boarded in a mid sized auto/SUV/pick-up 14-22 feet.

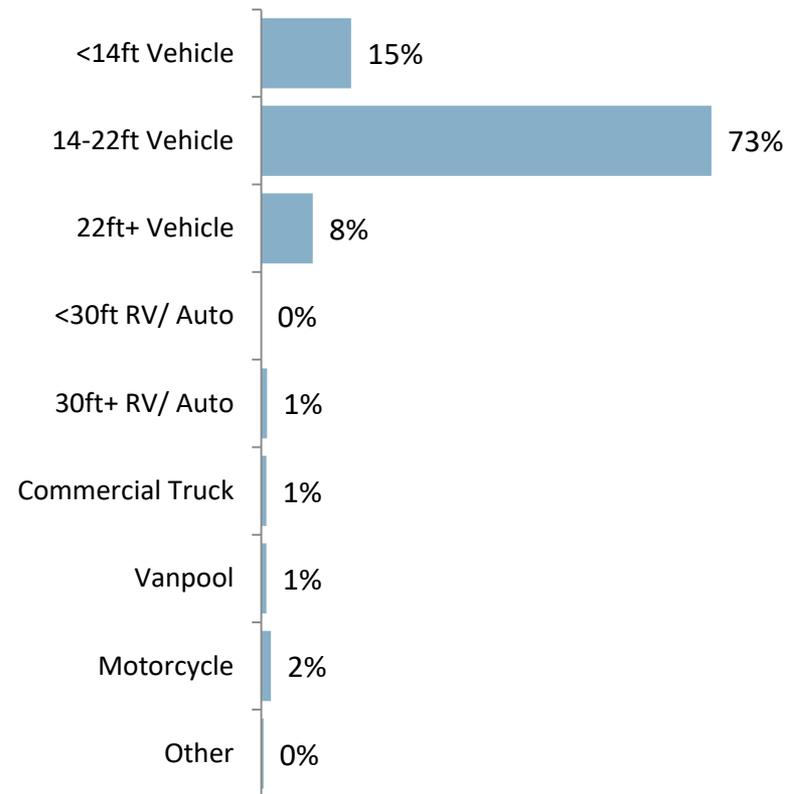
Boarding Method

n=4,409



Vehicle Type

n=3,678



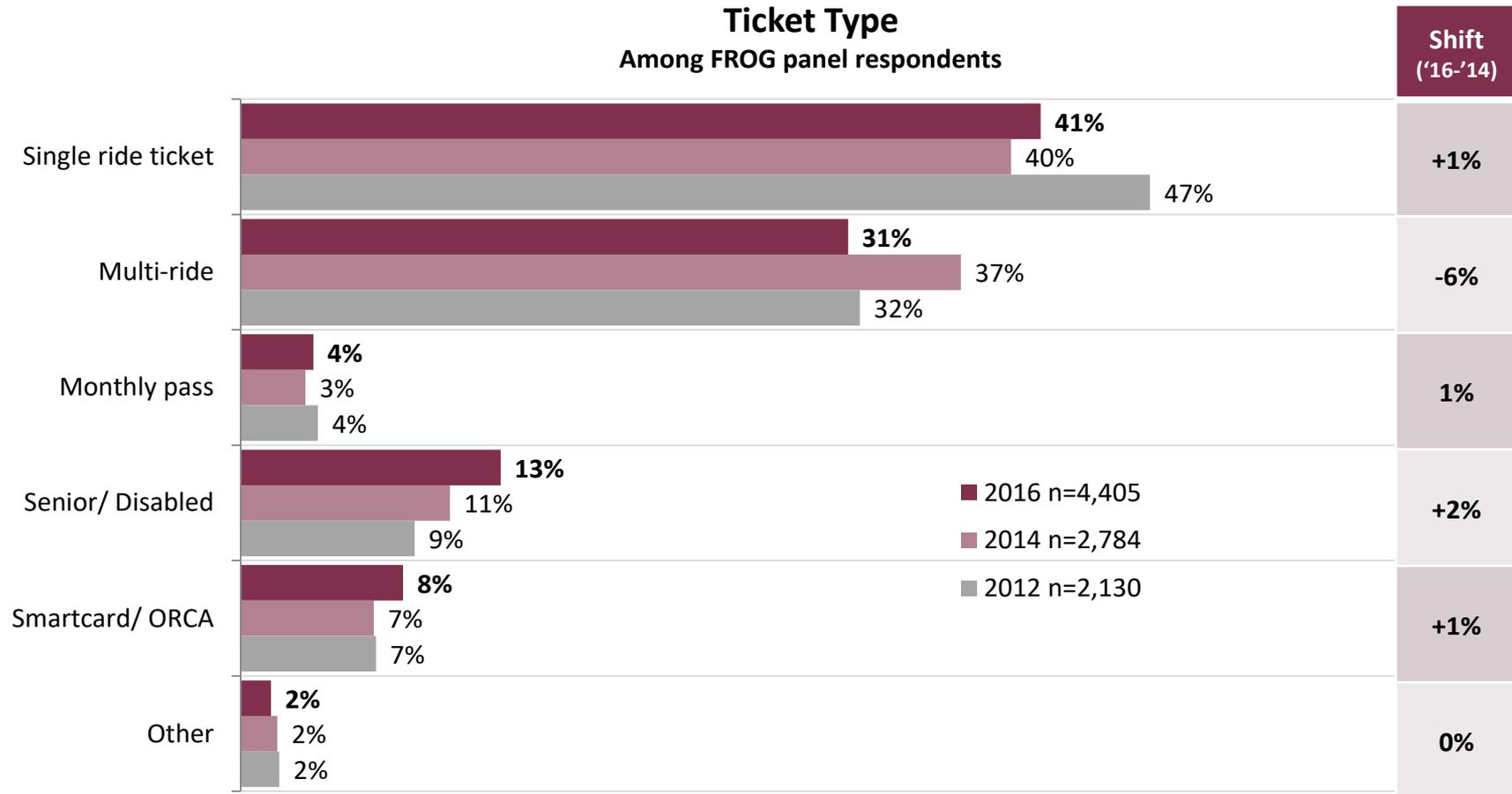
Q5. How did you board your last ferry ride? (Multiple Response)

Q6. Which of the following best describes the vehicle you drove on the ferry?

Ticket Type



Summer riders are likely to use single ride tickets more than multi ride tickets when traveling. Since 2014 there has been a minor shift in multi-ride ticket type usage from 37% to 31%.



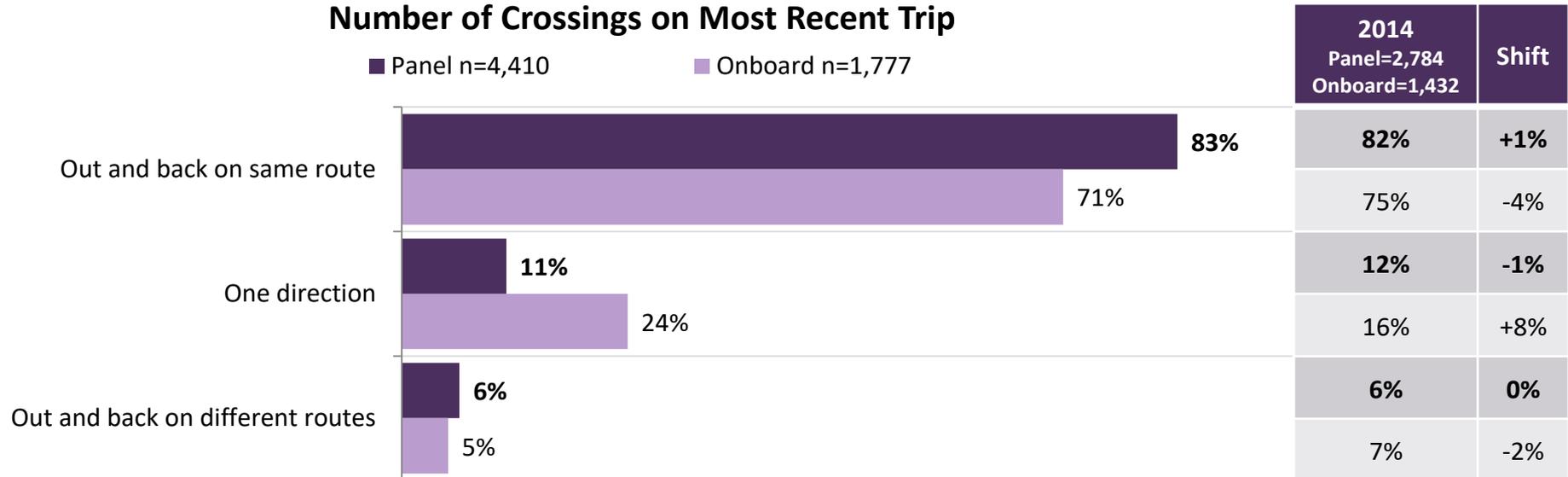
Q8. On what kind of ticket were you travelling?

Crossings and Trip Duration



Out and back on same route is the most popular crossing for both panel and onboard respondents. ANA/SJI and ANA/BC continue to have the longest mean trip duration.

Number of Crossings on Most Recent Trip



Trip Duration		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents		4,345	676	253	46	440	236	145	19	317	613	1448	68	84
2016	Mean number of days	2	2	1	1	2	2	1	1	3	2	4	2	4
2014	Mean number of days	2	2	1	2	2	2	1	2	3	2	4	2	5
2012	Mean number of days	1	1	1	1	1	1	1	1	3	1	3	1	4

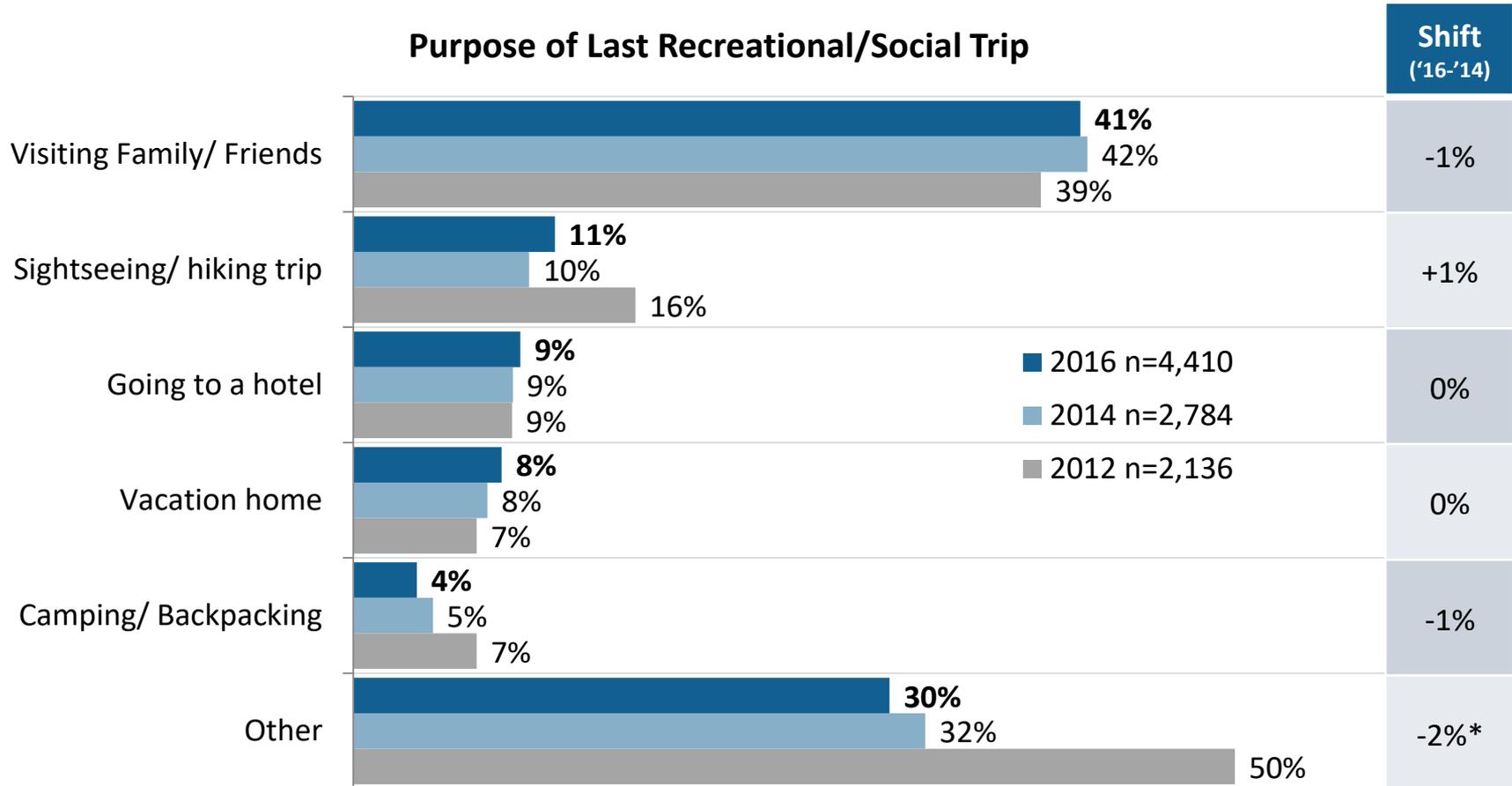
Q11. How many crossings or sailings on Washington State Ferries (WSF) did you take?

Q10. What was the duration (# of days from when you left home to when you returned home) of the trip?

Recreational/Social Trip Purpose



The plurality of respondents describe visiting family or friends as the purpose of their last recreational trip.



Q12. Which of the following best describes your most recent recreational or social trip? (Multiple Response)

*2012 has 4 more categories, which have been collapsed into 'other', amounting to an increase of 16%.

Destination & Relative Ferry Cost

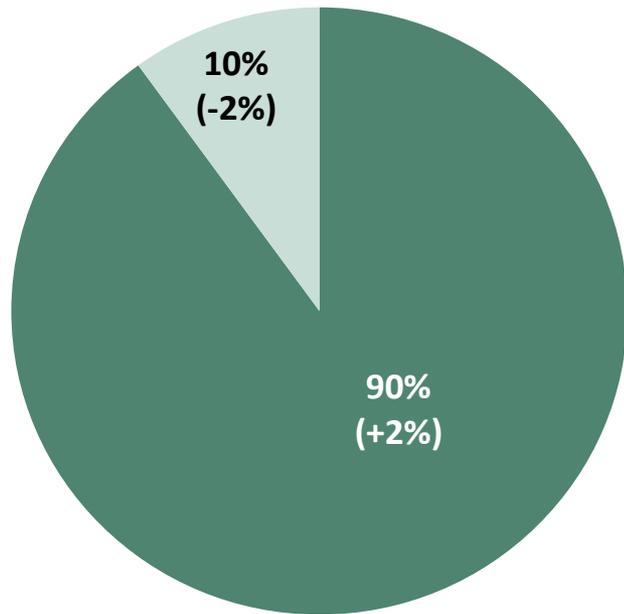


Most respondents say their most recent recreational or social trip was a WA State only trip. Total cost of the ferry fare for the trip is more significant for panel members than for the onboard.

Destination of Last Recreational/Social Trip

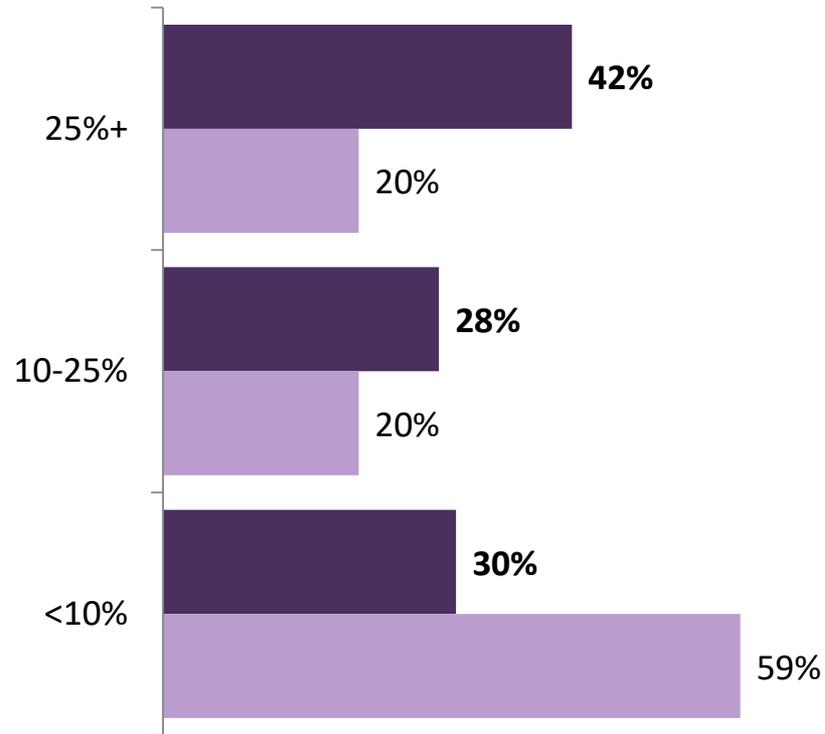
n=4,409

■ Washington State ■ Multistate/Multination



Relative Cost of Last Recreational/Social Trip

■ Panel n=4,410 ■ Onboard n=1,776



2014 P=2,784 O=1,418	Shift
40%	+2%
27%	-7%
30%	-2%
21%	-1%
30%	0%
52%	+7%

Q13. Was your most recent recreational or social trip part of a...?

Q14. How significant was the ferry fare to the total cost (gas/food/lodging/etc.) of your most recent trip?

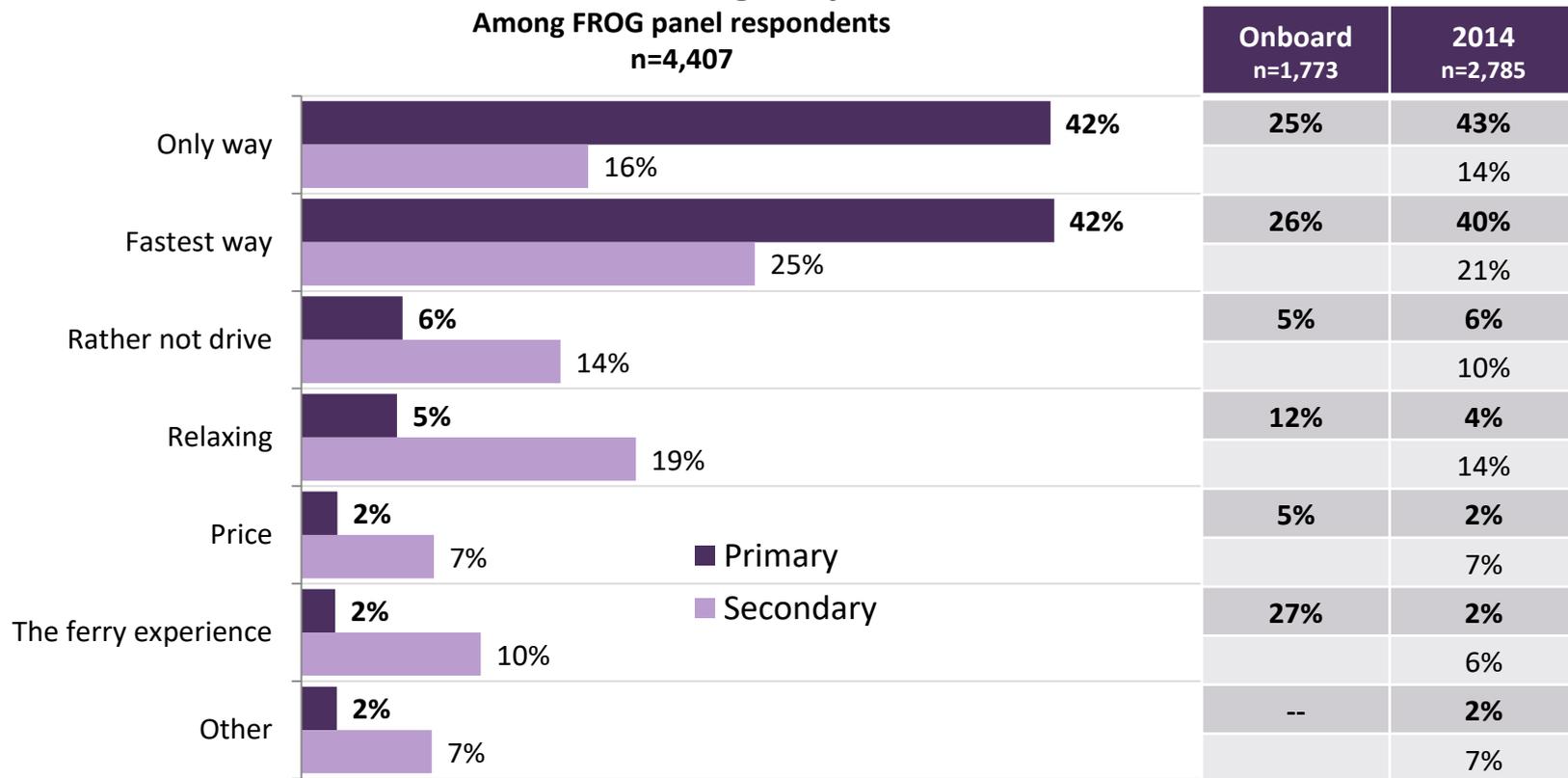
Factors Driving Ferry Decision



Both panel and onboard respondents say “Only way” and “fastest way” are the primary reasons for choosing WSF rather some other way to make a recreational or social trip. Onboard respondents list the ferry experience as a top reason as well.

Factors determining ferry travel

Among FROG panel respondents
n=4,407



Q15a. Which of the following reasons best describes why you chose WSF rather than some other way to make your most recent recreational or social trip?

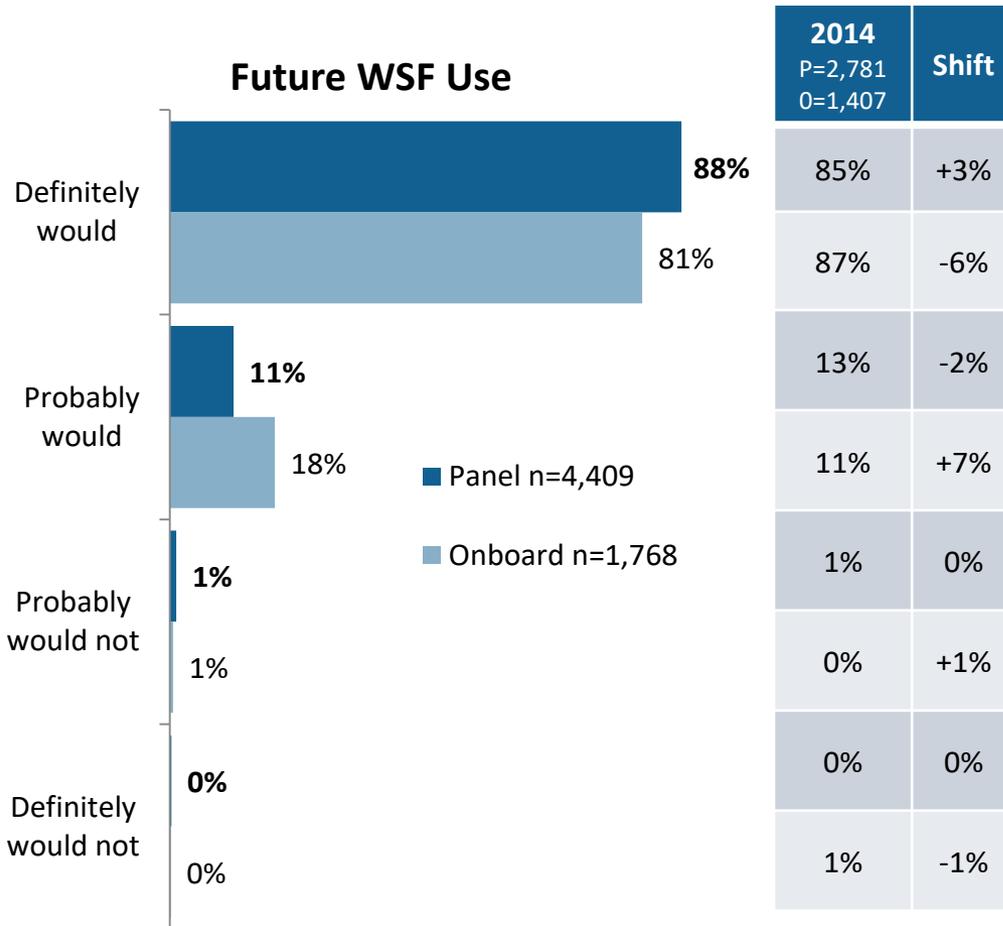
Q15b. Which other reasons describe why you chose WSF rather than some other way to make your most recent recreational or social trip? (Multiple Response)

Future Recreational/Social Use



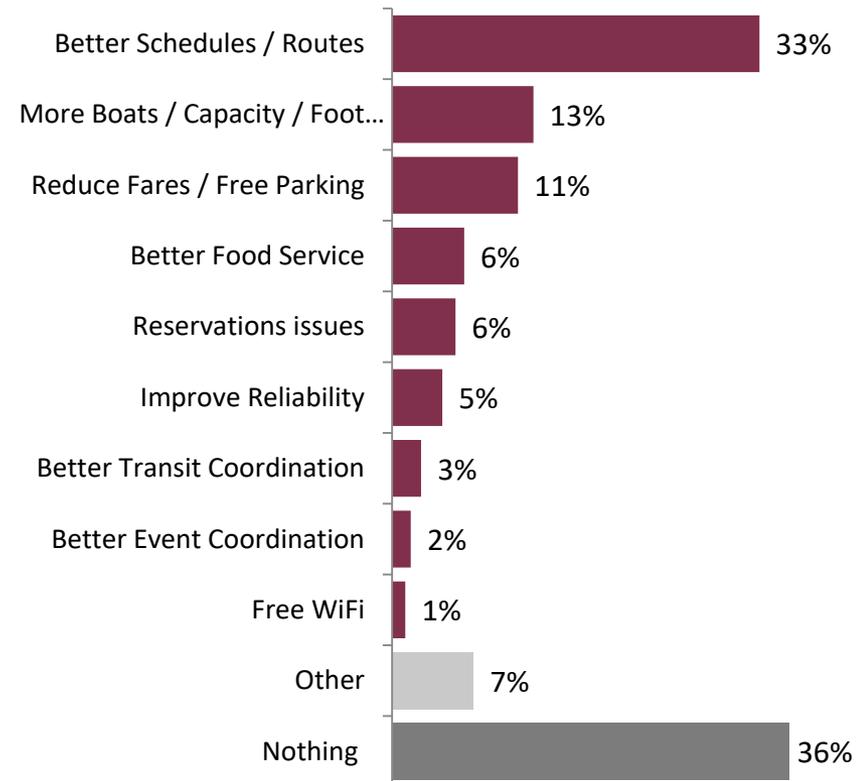
Almost all respondents say they are likely to use WSF again for a recreational or social trip. Better schedules/routes is the top mentioned way to increase the number of recreational or social trips.

Future WSF Use



Influencing More Recreational Use

FROG Panel n=4,385



Q16. How likely would you be to consider using Washington State Ferries again for a recreational or social trip? Would you say you...?

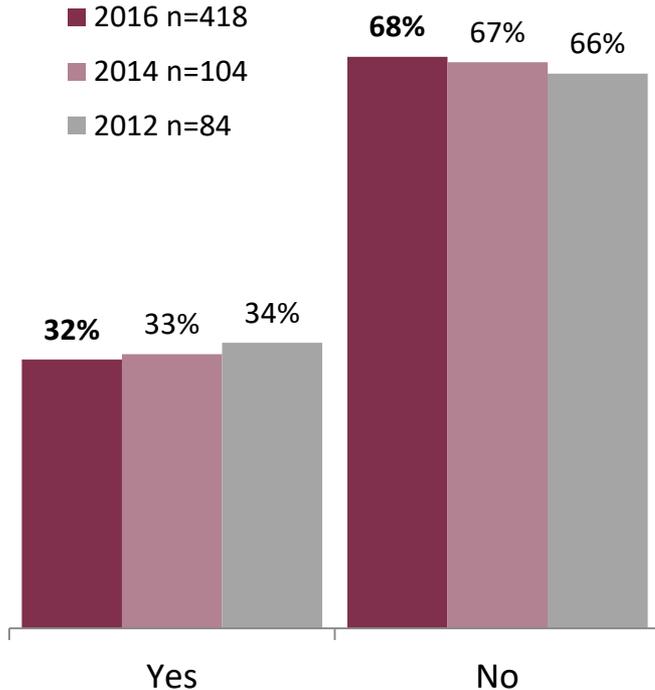
Q18. Besides lowering fares, what, if anything, could Washington State Ferries do to help increase the number of recreational or social ferry trips that people, like you, make in a year? (Multiple Response)

Non-Recreational/Social Riders

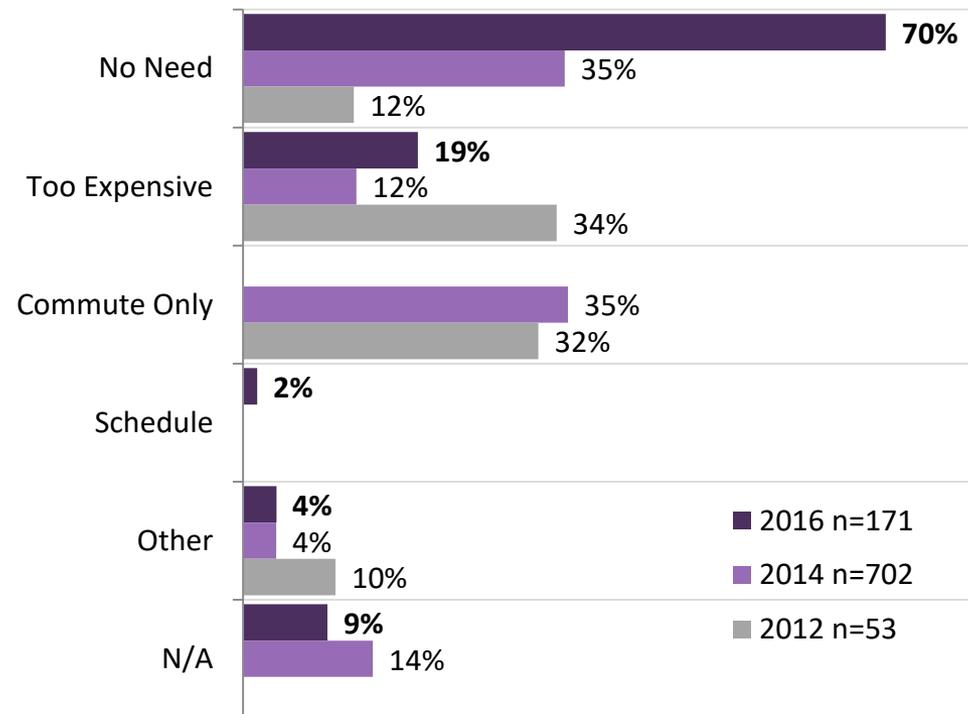


Only 3% of respondents say they have not taken a recreational/social trip using the ferries during the summer period—of those 3%, 68% say they do not plan on taking a trip later in the year, with the top reason being that they have no need to take a recreational trip.

2016 Expected Recreational Use (Among Non-recreational Travelers)



Factors Impacting Future Recreational Ferry Travel



Shift ('16-'14)
+35%
+7%
--
--
0%
-5%

Q27. Are you planning on taking any social or recreational trips using WSF later this year?

Q30. Why are you not likely to take social or recreational trips using Washington State Ferries? (Multiple Response)

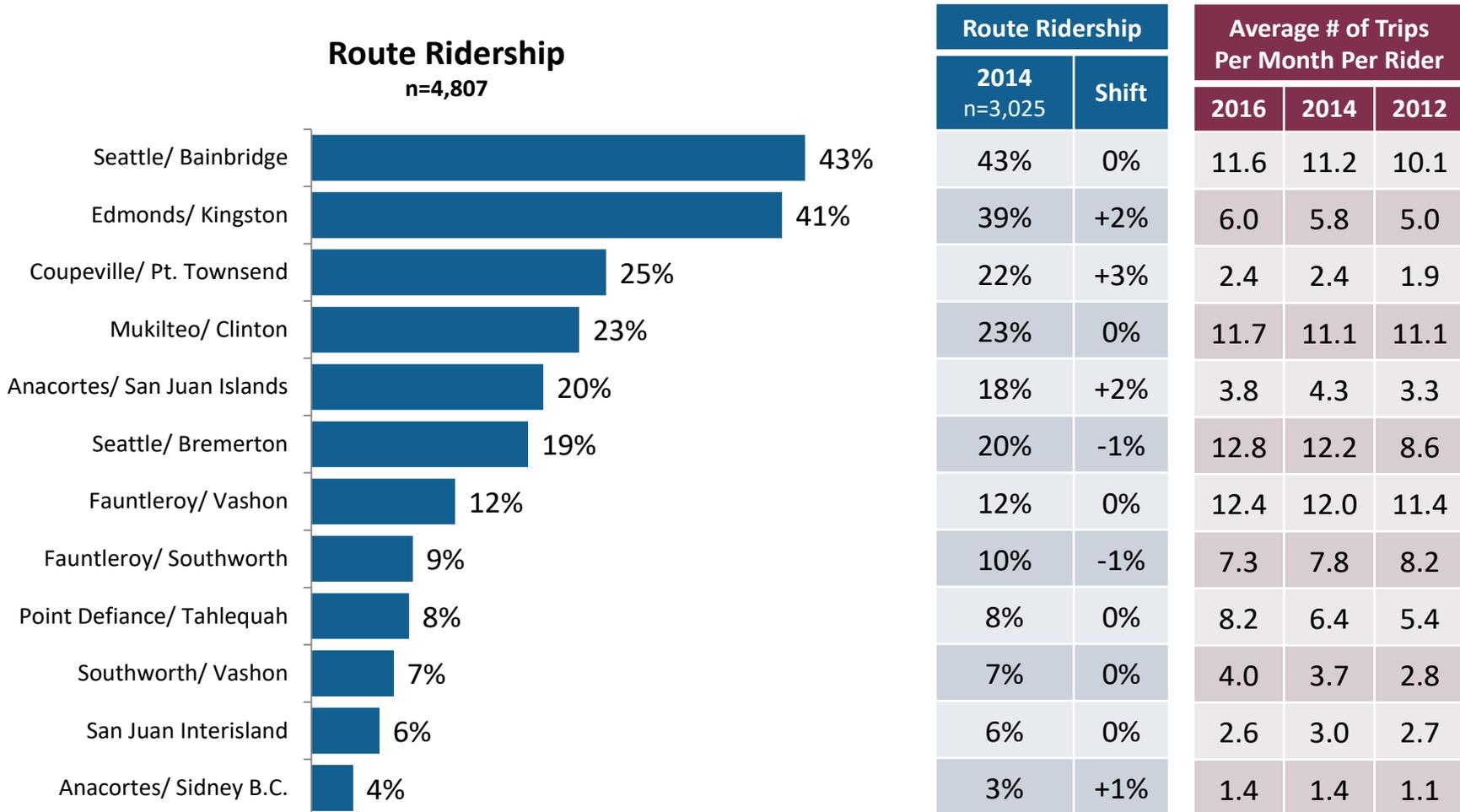


Travel Activity

Summer Period Ridership Overall



The routes with the highest ridership are Seattle/Bainbridge, Edmonds/Kingston, and Coupeville/Pt. Townsend. The average number of trips per month and route ridership remains fairly similar with the 2014 results.



Q21. Which of the following route(s) have you ridden for any purpose during the Summer period? (Multiple Response)

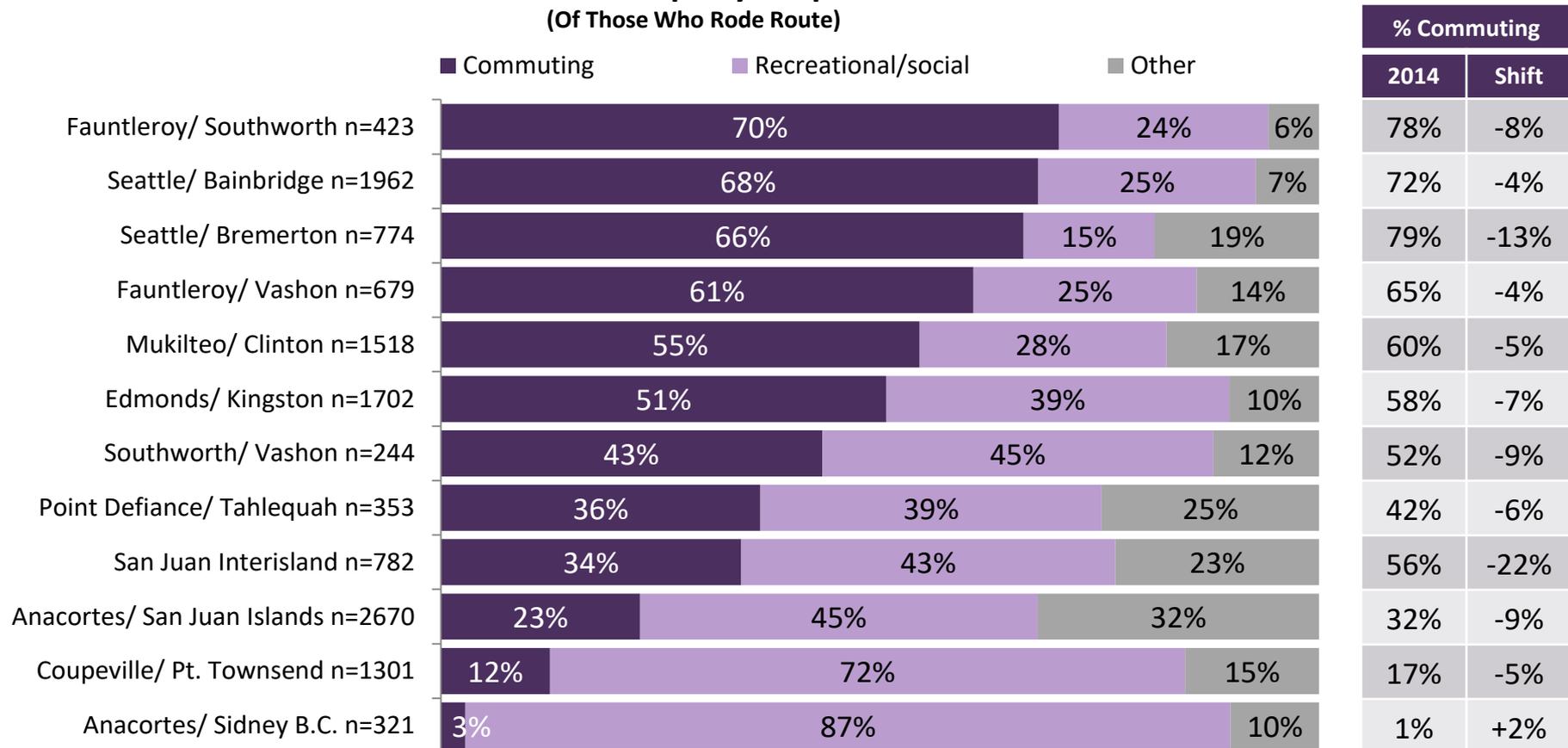
Q22. How many round trips(1 one-way = .5 round trip; 2 one-way = 1 round trip) did you take per month, on average, during the summer period?

Ridership – Commuting Trips



Fautleroy/Southworth, Seattle/Bainbridge, and Seattle/Bremerton have the highest percentage of commuting trips per month, with Coupeville/Pt. Townsend and Anacortes/Sidney BC the lowest.

Ratio of Trips by Purpose
(Of Those Who Rode Route)



Q23. How many of those per month round trips, for each route, were for the primary purpose of commuting, how many were primarily recreational/social purposes, and how many were for other purposes? (percentages based on total number of rides, and therefore not weighted)

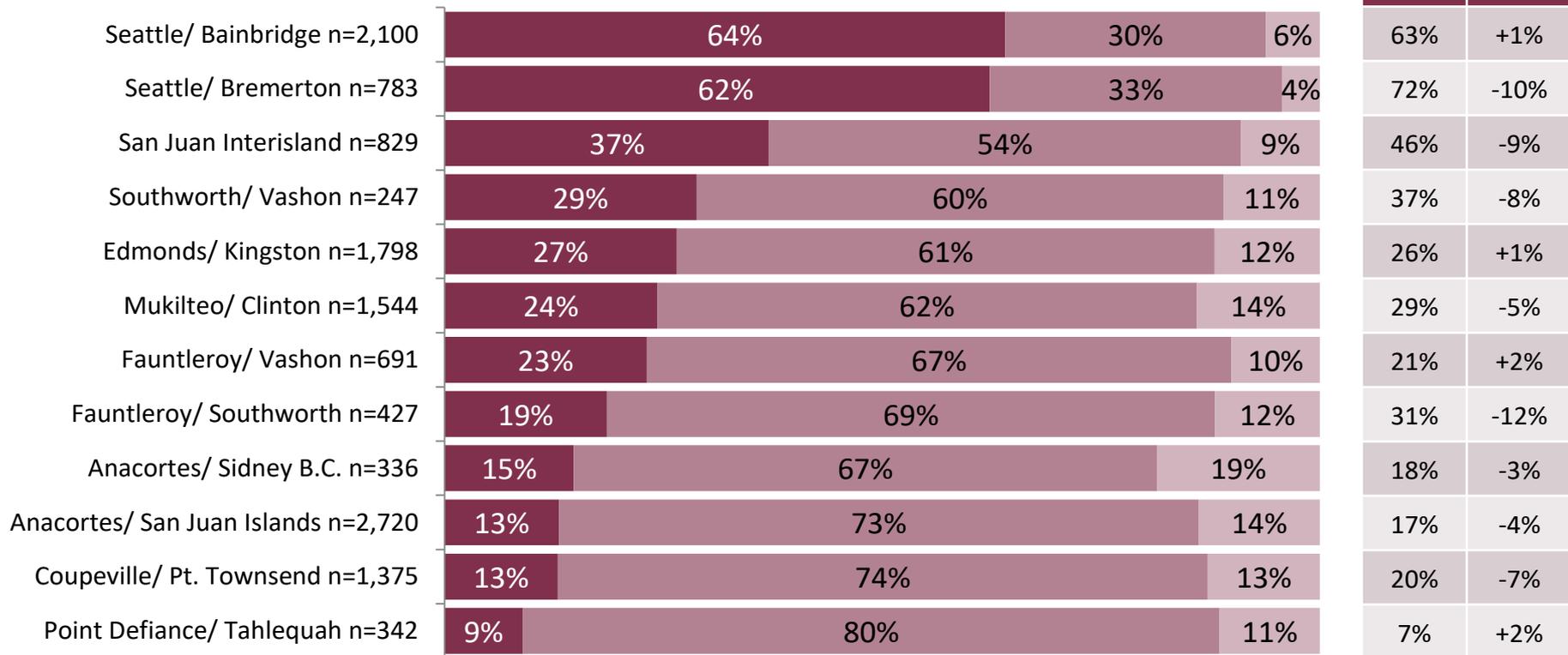
Boarding Method



Seattle Bainbridge and Seattle/Bremerton have the highest proportion of walk-on travelers; on all other routes, drive-on is the highest percentage.

Ratio of Trips by Boarding Method (Of Those Who Rode Route)

■ Walk-on ■ Drive-on ■ Passenger

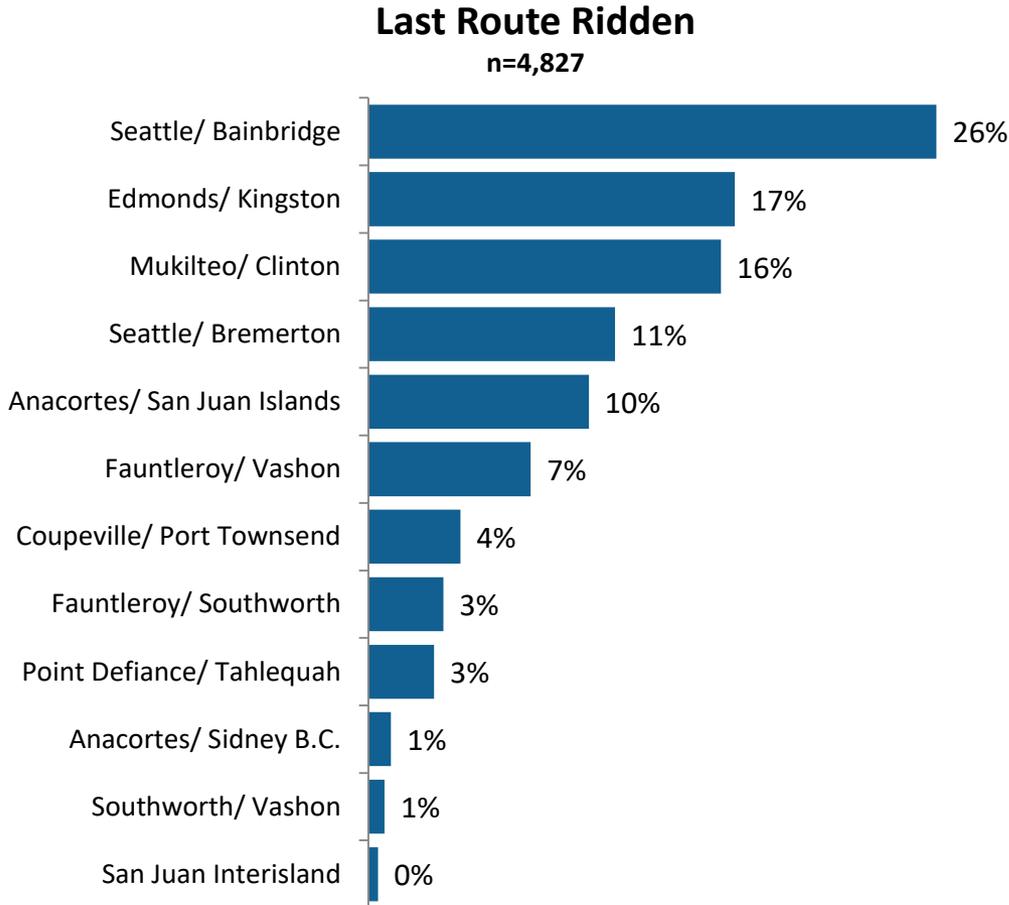


Q25. During the Summer period (June 12th through September 17th)... How many of your ferry trips per month for each route were boarded using the following methods? (percentages based on total number of rides, and therefore not weighted)

Last Ferry Ride – Route



Seattle/Bainbridge remains the most recent route ridden.



FROG Panel Responses		Onboard	
2014 n=3,028	Shift	2016 n=1,783	2014 n=1,619
26%	0%	21%	33%
17%	0%	17%	16%
16%	0%	20%	11%
11%	0%	11%	15%
11%	-1%	9%*	5%*
7%	0%	10%	9%
4%	0%	4%	3%
3%	0%	3%	4%
3%	0%	2%	3%
1%	0%	2%	0%
1%	0%	1%	1%
0%	0%	--	--

Q31. What was the last route that you rode for any purpose? (Merged with Q3)

*Includes San Juan Interisland route

Last Ferry Ride – Boarding Terminal



The figures below outline the boarding terminals for respondents' most recent ferry trip

Boarding Terminal Of Those Who Rode Route Last

Seattle/ Bainbridge		Seattle/ Bremerton		Point Defiance/ Tahlequah		Edmonds/ Kingston		Fautleroy/ Vashon		Fautleroy/ Southworth	
n=739		n=301		n=51		n=475		n=256		n=165	
Seattle	31%	Seattle	28%	Point Defiance	37%	Edmonds	39%	Fautleroy	33%	Fautleroy	40%
Bainbridge	69%	Bremerton	72%	Tahlequah	63%	Kingston	61%	Vashon	67%	Southworth	60%

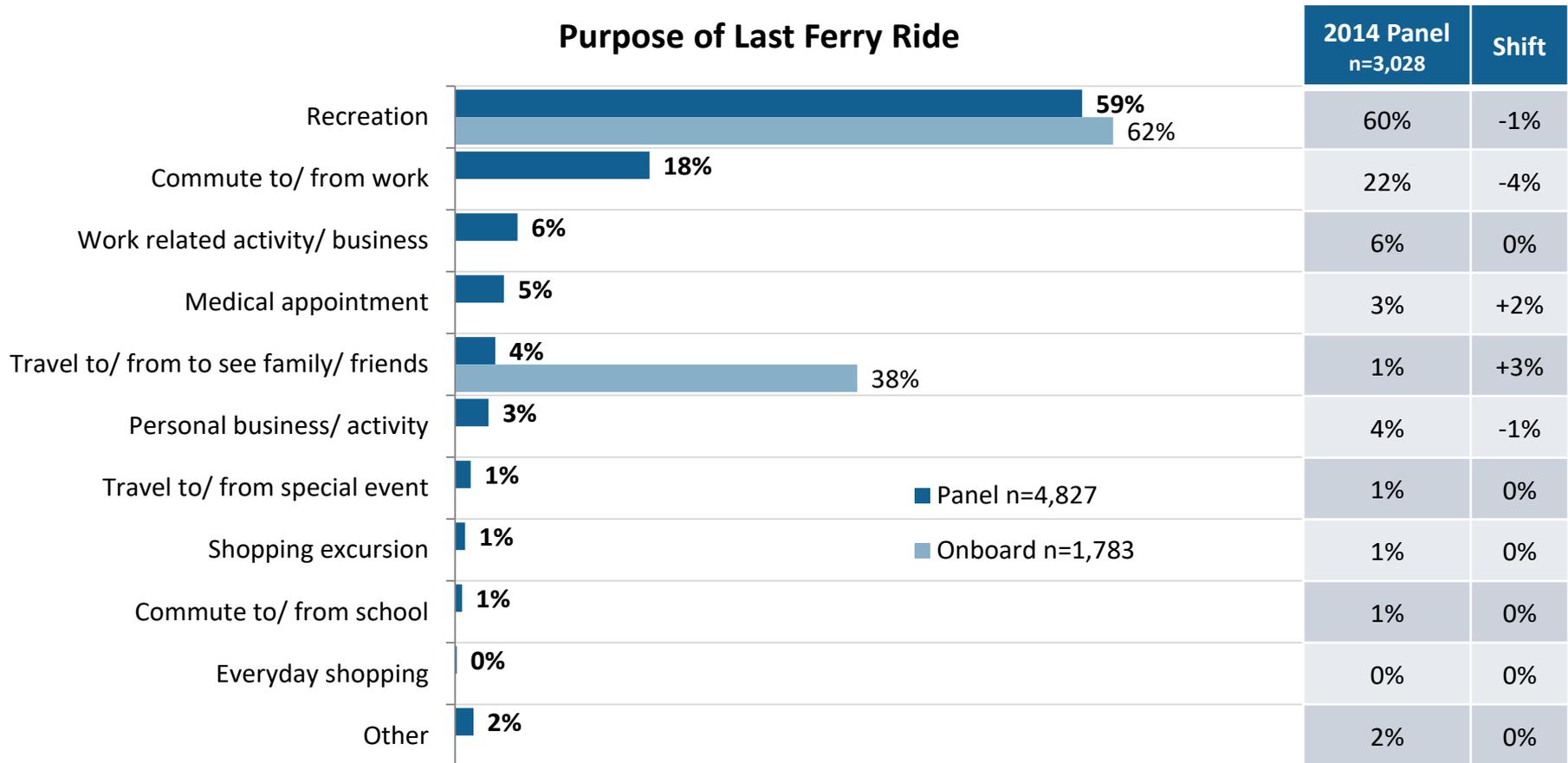
Southworth/ Vashon		Coupeville/ Pt. Townsend		Mukilteo/ Clinton		Anacortes/ San Juan Islands		San Juan Interisland		Anacortes/ Sidney B.C.	
n=20		n=339		n=683		n=745		n=57		n=94	
Southworth	59%	Coupeville	57%	Mukilteo	28%	Orcas	48%	Orcas	62%	Anacortes	59%
Vashon	41%	Pt Townsend	43%	Clinton	72%	Shaw	2%	Shaw	7%	Sidney BC	41%
						Lopez	10%	Lopez	10%		
						Friday Harbor	23%	Friday Harbor	21%		
						Anacortes	48%				

Q32. From which terminal did you depart on your most recent trip? (Combined with Q4)

Purpose of Last Ferry Ride



A majority (59%) say that the purpose of their last ferry ride during the summer period was recreational, a decrease of 1% from 2014. Compared to onboard respondents, 62% said their last trip was for recreation, with 38% saying it was to travel to see family or friends (an increase of 34% over the panel data).



Q33. Thinking about your LAST FERRY RIDE ONLY on the [INSERT] route, which of the following was the primary purpose of that specific trip? (merged with Q3B)

Purpose of Last Ferry Ride – By Route



Edmonds/Kingston, Coupeville/Pt. Townsend, Anacortes/San Juan Island, and Anacortes/Sidney BC have significantly more riders saying their last ride was for recreational purposes. Seattle/Bremerton and Southworth/Vashon have the largest percentage of commuters.

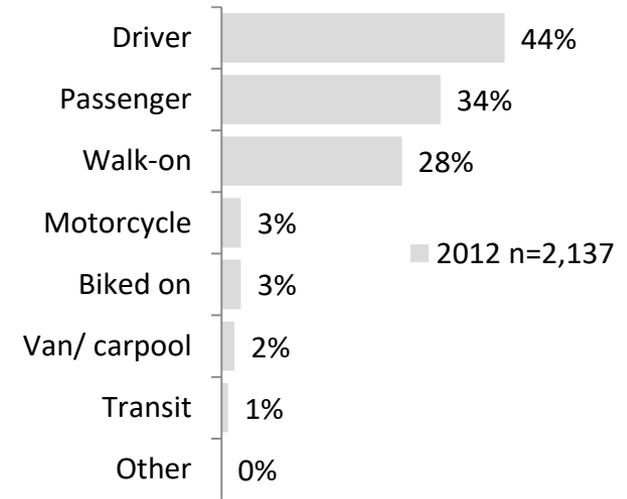
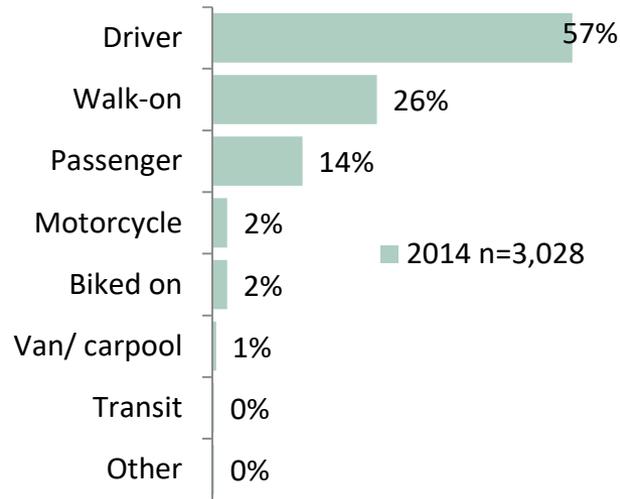
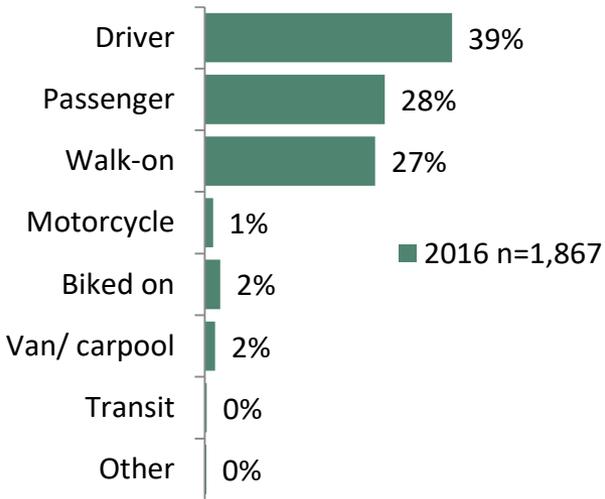
Purpose of Last Ferry Ride 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,827	739	301	51	476	256	165	20	339	683	1,624	79	94
Recreation	57%	51%	51%	47%	65%	50%	52%	59%	82%	56%	69%	48%	70%
Commute to/ from work	18%	25%	33%	17%	13%	21%	26%	33%	2%	15%	4%	21%	1%
Work related activity/ business	6%	6%	5%	6%	7%	10%	9%	--	3%	5%	3%	7%	2%
Medical appointment	5%	4%	1%	6%	3%	9%	1%	--	1%	7%	8%	5%	1%
Travel to/ from to see family/ friends	4%	4%	3%	--	4%	2%	4%	5%	3%	4%	4%	5%	9%
Personal business/ activity	3%	4%	1%	3%	3%	3%	3%	--	3%	4%	4%	2%	7%
Tourism/ recreation	2%	1%	2%	3%	2%	--	2%	--	3%	2%	2%	2%	9%
Travel to/ from special event	1%	1%	2%	3%	1%	2%	4%	--	2%	1%	1%	0%	--
Shopping excursion	1%	1%	0%	8%	1%	1%	--	4%	--	1%	1%	--	1%
Commute to/ from school	1%	1%	1%	3%	1%	1%	--	--	--	0%	0%	--	--
Everyday shopping	0%	--	--	1%	--	1%	--	--	--	0%	0%	--	--
Other	2%	1%	1%	--	1%	2%	0%	--	0%	4%	2%	9%	--

Q33. Thinking about your LAST FERRY RIDE ONLY on the [INSERT] route, which of the following was the primary purpose of that specific trip? (merged with Q3B)

Boarding Method of Last Ferry Ride



The percentage of riders driving on in a vehicle has declined slightly from 2014 (71%) to 67% in 2016.



Boarding Method of Last Ferry Ride 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Vehicle driver	39%	26%	22%	58%	46%	52%	51%	53%	41%	50%	37%	100%	32%
Vehicle passenger	28%	22%	14%	31%	33%	30%	22%	5%	42%	35%	40%	0%	27%
Motorcycle	1%	1%	1%	--	1%	1%	7%	4%	1%	2%	0%	--	1%
Van/ carpool	2%	0%	--	--	3%	3%	8%	--	--	3%	0%	--	--
Walk-on	27%	45%	59%	10%	14%	13%	12%	26%	15%	9%	20%	0%	39%
Biked on	2%	5%	4%	--	1%	1%	1%	13%	--	0%	1%	0%	--
Transit	0%	0%	--	--	0%	0%	--	--	--	1%	--	--	--
Other	0%	0%	--	--	0%	--	--	--	1%	0%	0%	--	1%

Q34. In which of the following ways have you boarded the ferry? (combined with Q5)

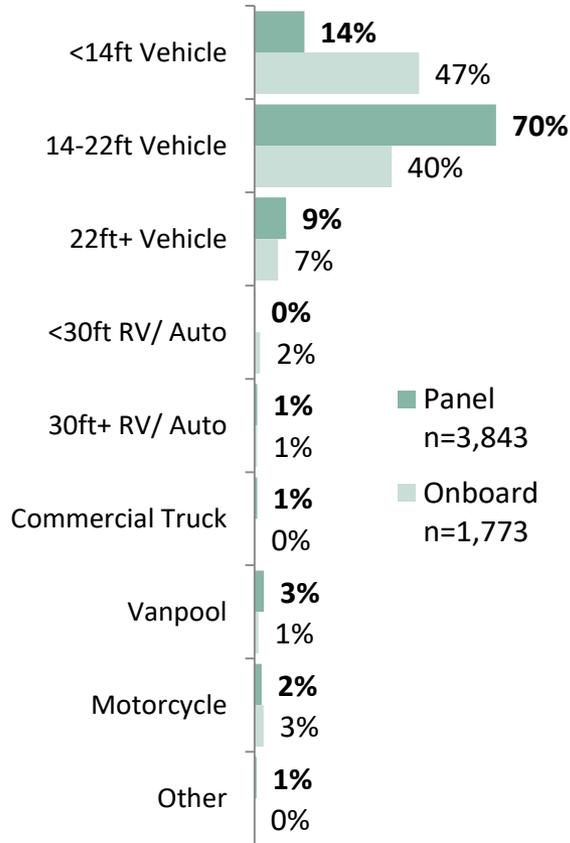
Vehicle Drove on for Last Ferry Ride



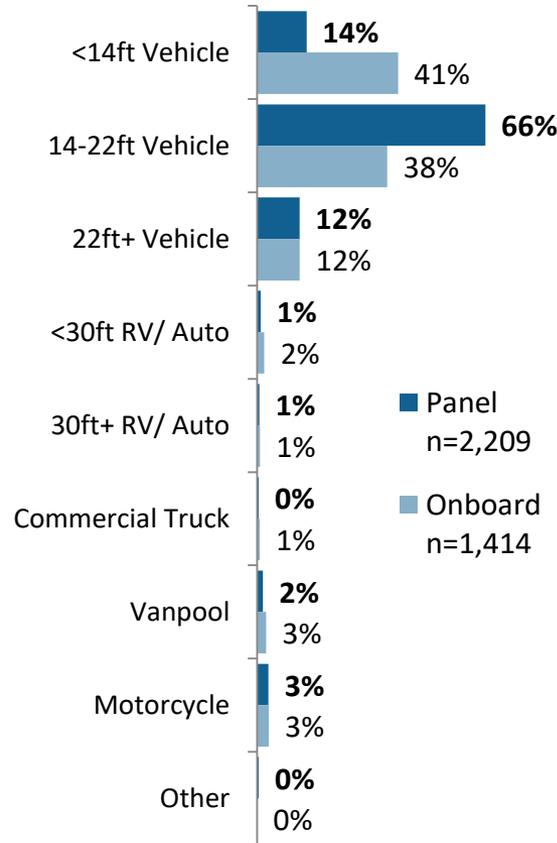
As with 2014, mid-sized auto/SUV/Pickup 14-22ft is the main method of boarding.

(note: an explanation for the discrepancy between onboard and panel data may be attributed to the panel getting visual examples of the categories, whereas the onboard respondents did not receive that)

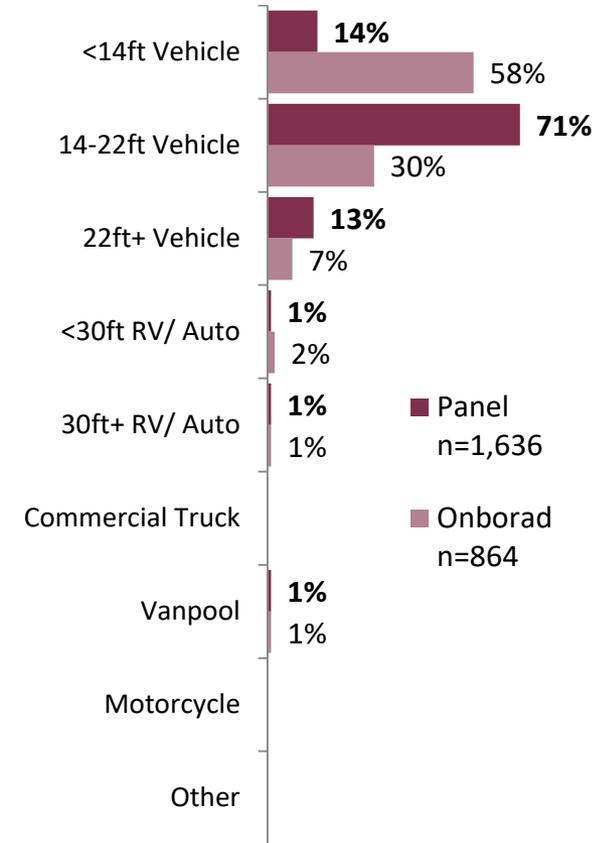
2016 Vehicle Type



2014 Vehicle Type



2012 Vehicle Type

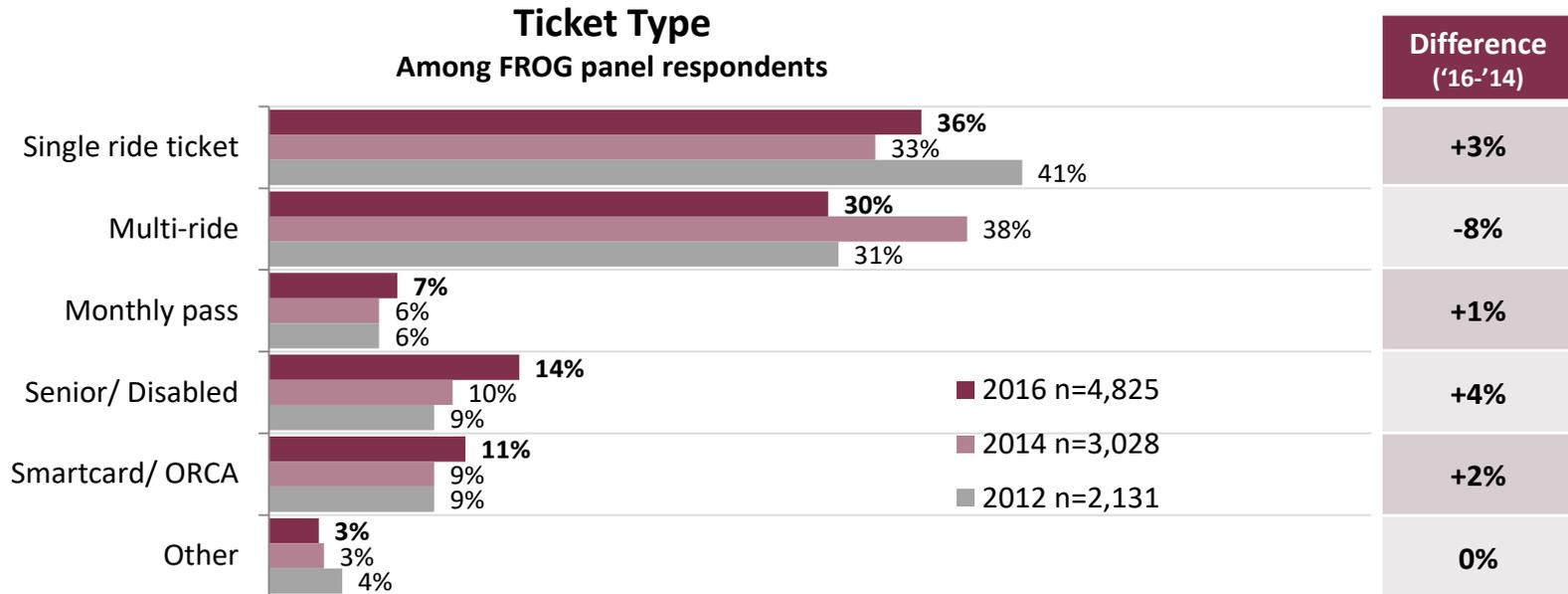


Q35. Which of the following best describes the vehicle you drove on the ferry? (merged with Q6)

Ticket Type



Since 2014 there has been a small shift toward single ride ticket type usage. Summer riders are about as likely to use multi ride tickets than single ride tickets when traveling.



Ticket Used on Last Ferry Ride 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,825	739	301	51	476	256	165	20	339	683	1,624	79	94
Multi-ride	36%	30%	32%	3%	48%	20%	43%	19%	72%	31%	38%	33%	70%
Single ride ticket	30%	23%	14%	75%	22%	57%	29%	39%	3%	40%	47%	57%	2%
Monthly pass	7%	12%	15%	--	4%	4%	6%	13%	--	6%	1%	--	1%
Senior/ Disabled	14%	13%	12%	14%	20%	5%	8%	13%	21%	15%	11%	5%	12%
Smartcard/ ORCA	11%	20%	24%	7%	4%	9%	11%	16%	2%	4%	1%	--	7%
Other	3%	2%	3%	1%	2%	5%	2%	--	1%	4%	2%	5%	8%

Q37. On what kind of ticket were you travelling? (merged with Q8)



Rider Satisfaction

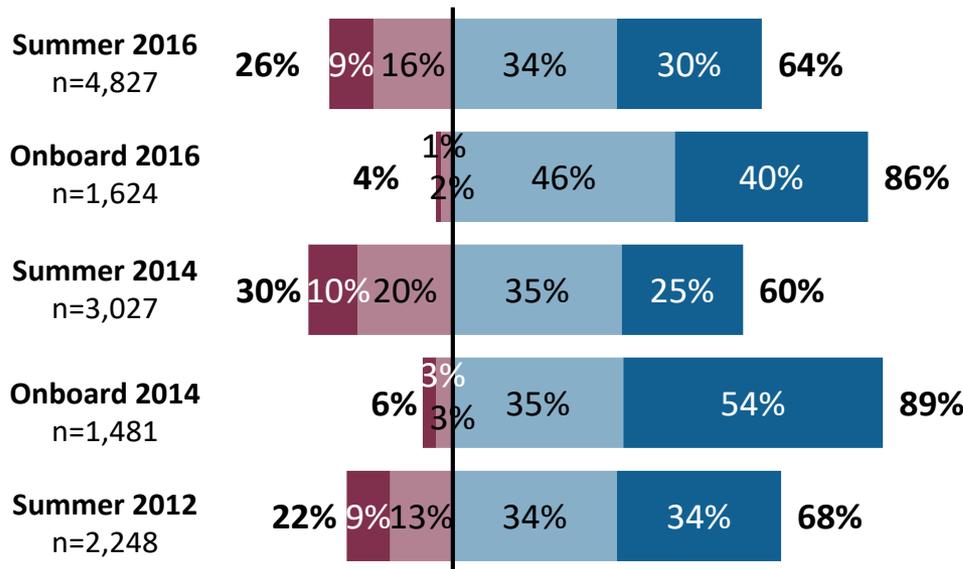
Overall Satisfaction



The percentage of riders saying they are satisfied with the level of service provided by WSF during the summer months has increased overall compared to 2014 (64% vs. 60%). Onboard survey respondents are more satisfied by a 22 point margin. The Fauntleroy/Vashon route, Fauntleroy/Southworth, Mukilteo/Clinton routes all have higher dissatisfaction rates then the overall. The greatest positive shift from 2014 by route has been among Anacortes/San Juan Island and Southworth/Vashon.

Overall Satisfaction with WSF

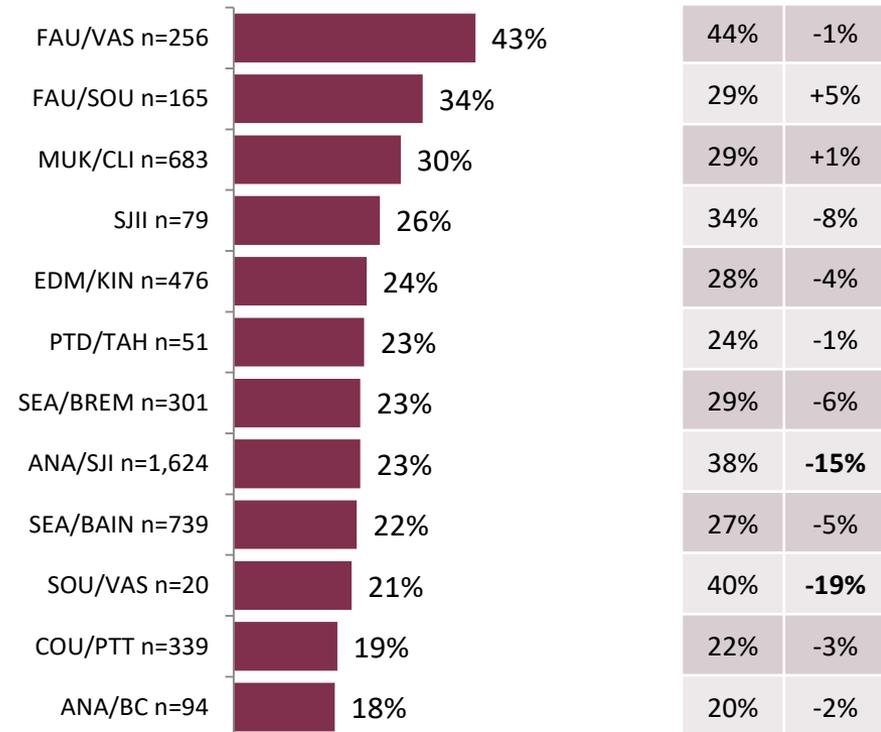
Extremely dissatisfied Dissatisfied Satisfied Extremely satisfied



Only ratings of satisfaction (4-5) or dissatisfaction (1-2) are shown, Ratings of 3 or don't know are not shown.

The bold percentages represents the corresponding total dis/satisfaction

Overall Dissatisfaction by Route (Total dissatisfied)



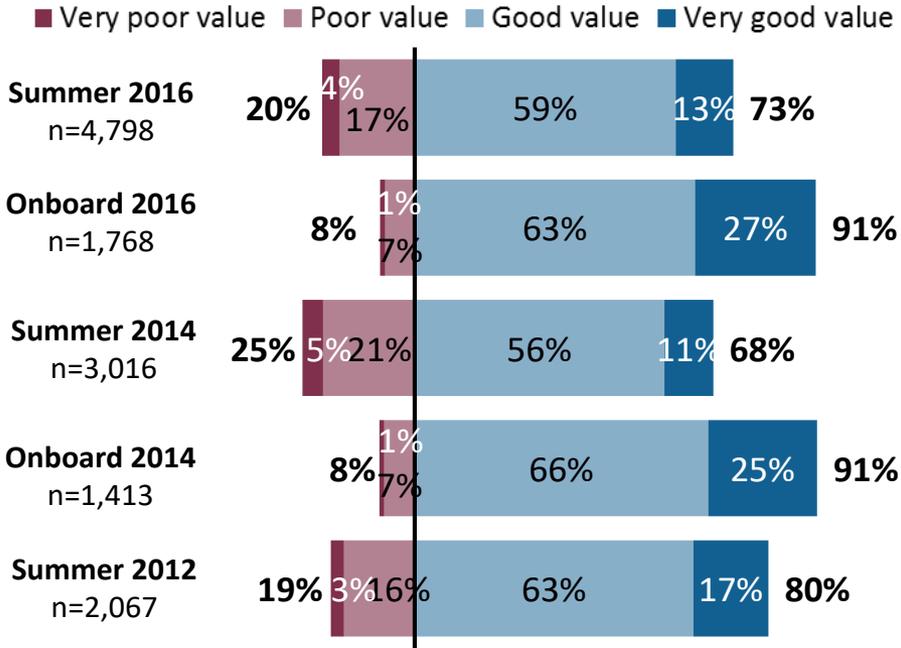
Q20. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Summer period, June 12th through September 17th. All things considered, how satisfied are you with the service provided by Washington State Ferries during the Summer period?

Overall Value



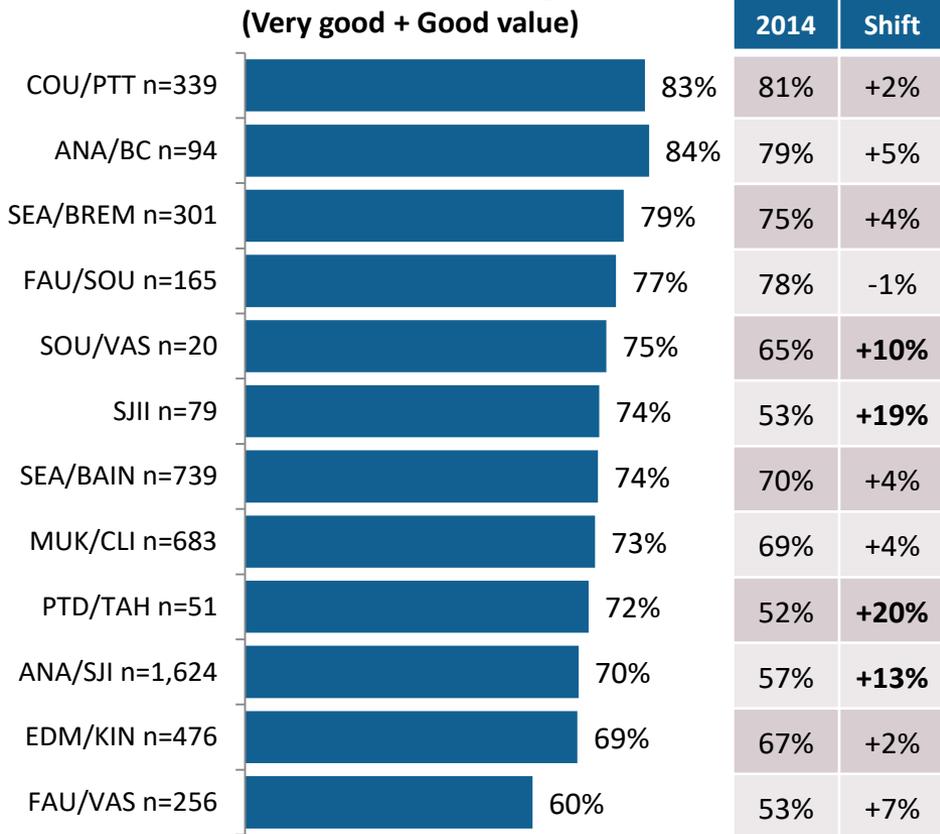
The percentage of riders saying WSF is a “good” or “very good” value in the summer period has increased slightly compared to 2014 (73% vs. 68%). Overall good value is up from summer 2014 across all routes but Fauntleroy/Southworth with most significant increases among riders using Point Defiance/Tahlequah, San Juan Inter Island, Anacortes/San Juan Island and the Southworth/Vashon routes.

Overall Perceived Value of WSF



Only ratings of good or poor are shown, don't know responses are not shown. The **bold** percentages represents the corresponding total good/poor value

Overall 'Good Value' by Route



Q26. For the Summer period (June 12th through September 17th), do you feel that Washington State Ferries is...?

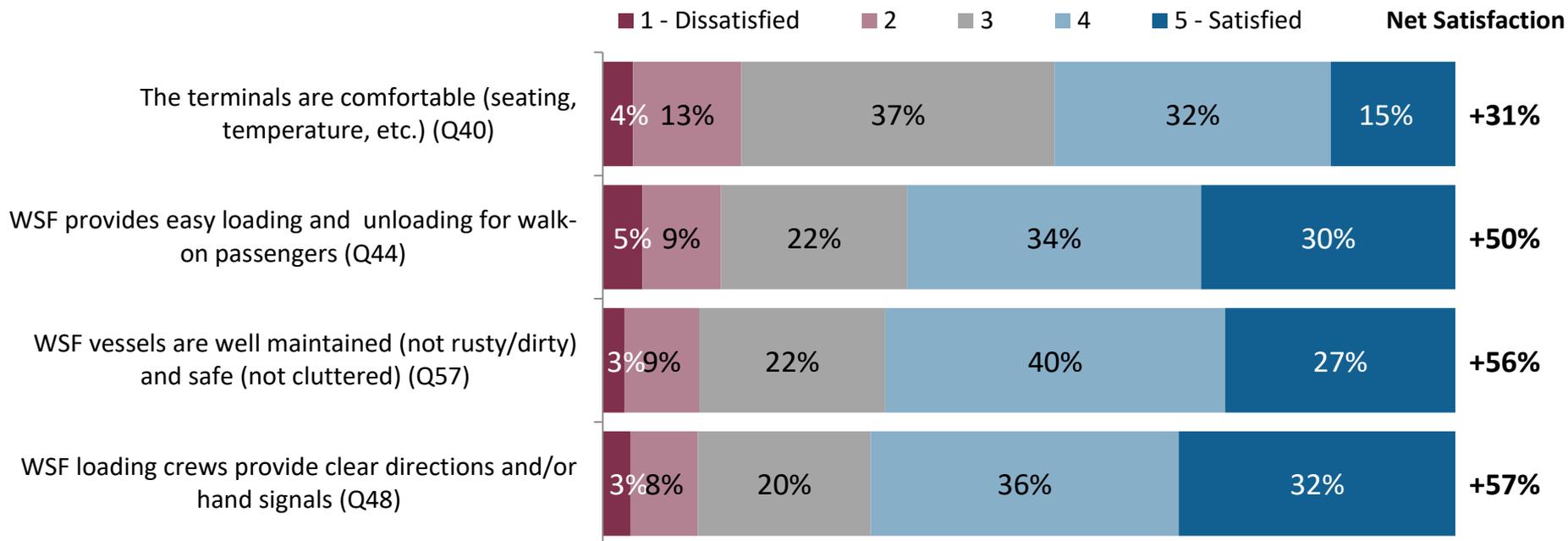
Satisfaction by Attribute - Tracking



Satisfaction across all four attributes remains positive. Total dissatisfaction remains consistent with 2014.

- ❖ The following table present an overview of the following slides containing the quad chart analysis
- ❖ The following table shows the total dissatisfaction (1-2) of each individual attribute, relative to the 2014 dissatisfaction.
 - The **Shift** is 2016 dissatisfaction minus 2014 dissatisfaction

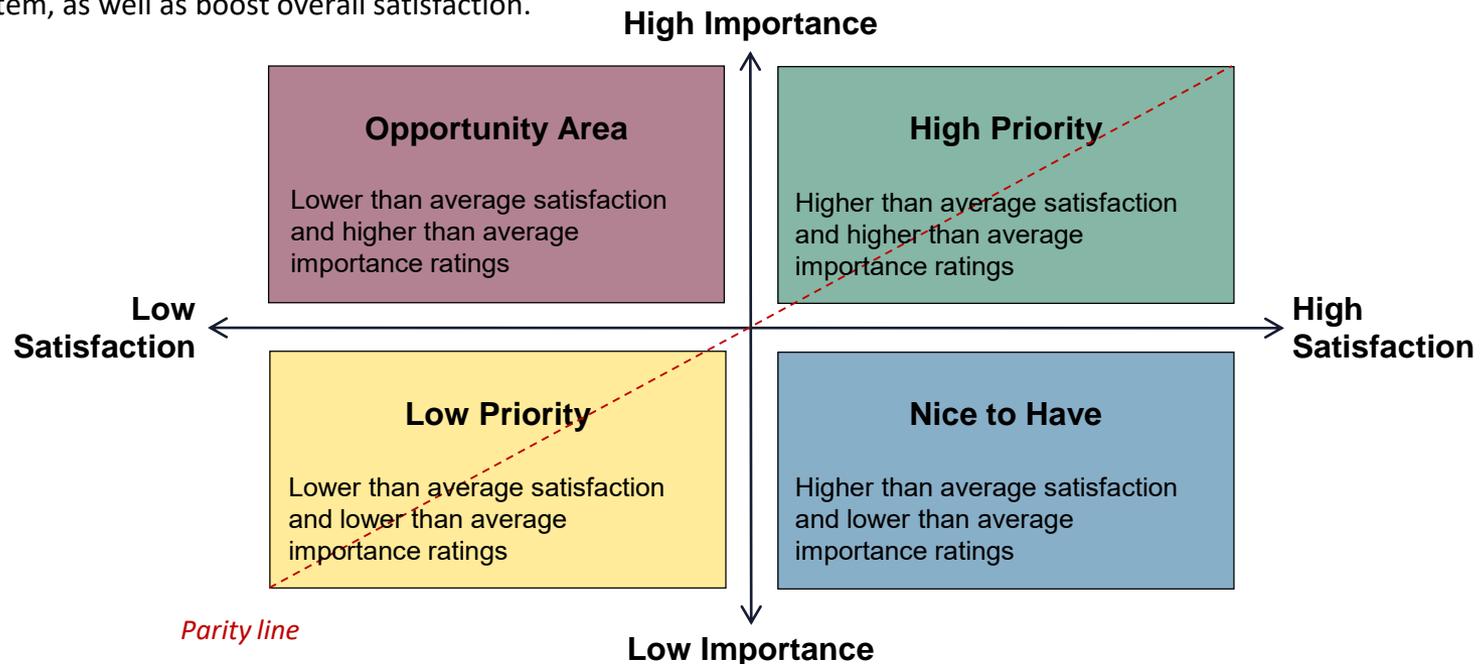
Attributes	Summer Total Dissatisfaction		
	2016	2014	Shift
Terminals are comfortable	16%	17%	-1%
WSF provides easy loading and unloading for walk-ons	14%	12%	+2%
WSF loading crews provide clear directions and/or hand signals	11%	15%	-4%
WSF Vessels are well maintained and safe	11%	13%	-2%



Gap Analysis



- ❖ The following slides present quadrant charts outlining the relative importance of each ferry attribute and the relative satisfaction of each attribute.
 - The two sample sizes shown on each chart represent the maximum and minimum number of riders rating any given attribute, due to embedded skip logic.
- ❖ Each quad chart consists of four quadrants:
 - Opportunity area (red) | High priority (green) | Nice to have (blue) | Low priority (yellow)
- ❖ Each quad chart is also overlaid with a parity line.
 - The parity line represents where importance and satisfaction is equal, and identifies the ferry attributes with the greatest disparity between satisfaction and importance.
- ❖ Attributes considered highly important, but with low satisfaction (performance), indicate opportunity areas for improvement by WSF. Increasing awareness of these important attributes may help promote more positive impressions of the ferry system, as well as boost overall satisfaction.

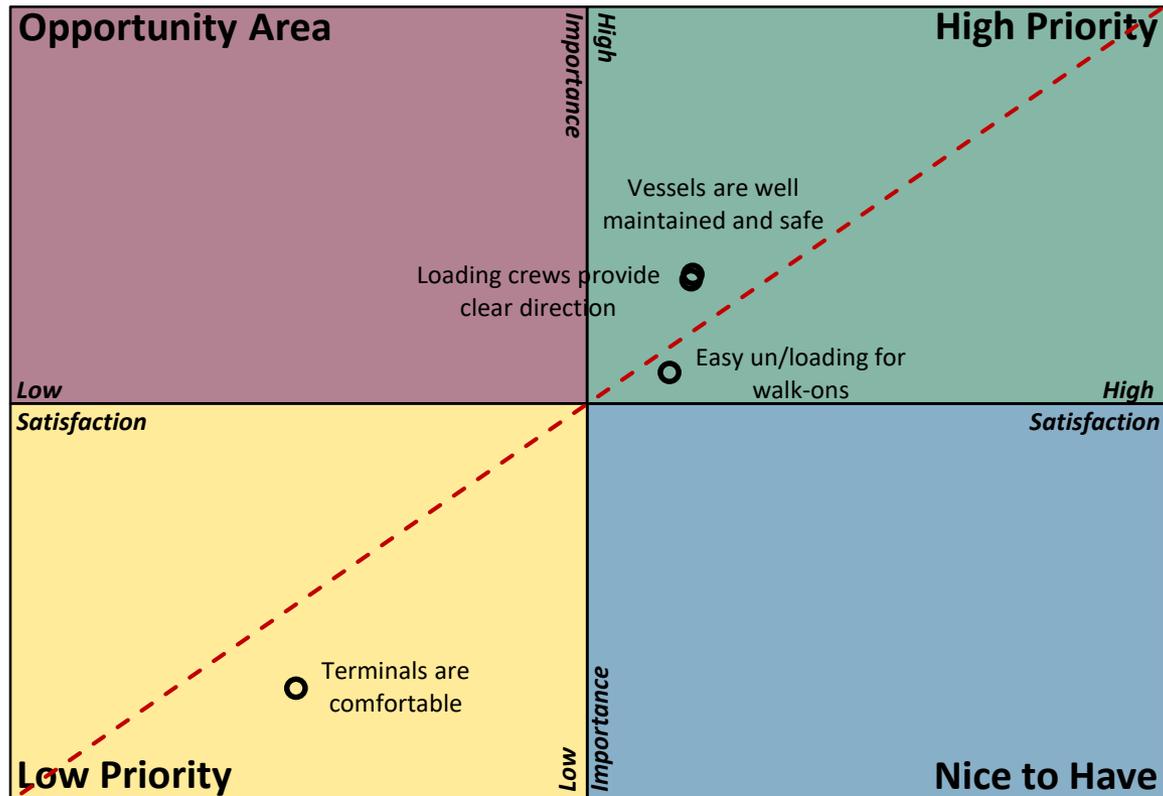


Gap Analysis: Overall



While there are no opportunity areas overall, loading crews providing clear directions, vessels are well maintained and safe, and easy unloading and loading for walk-ons are the three highest priority attributes for summer respondents.

Satisfaction vs. Importance Ratings (n=2620 - 4535)

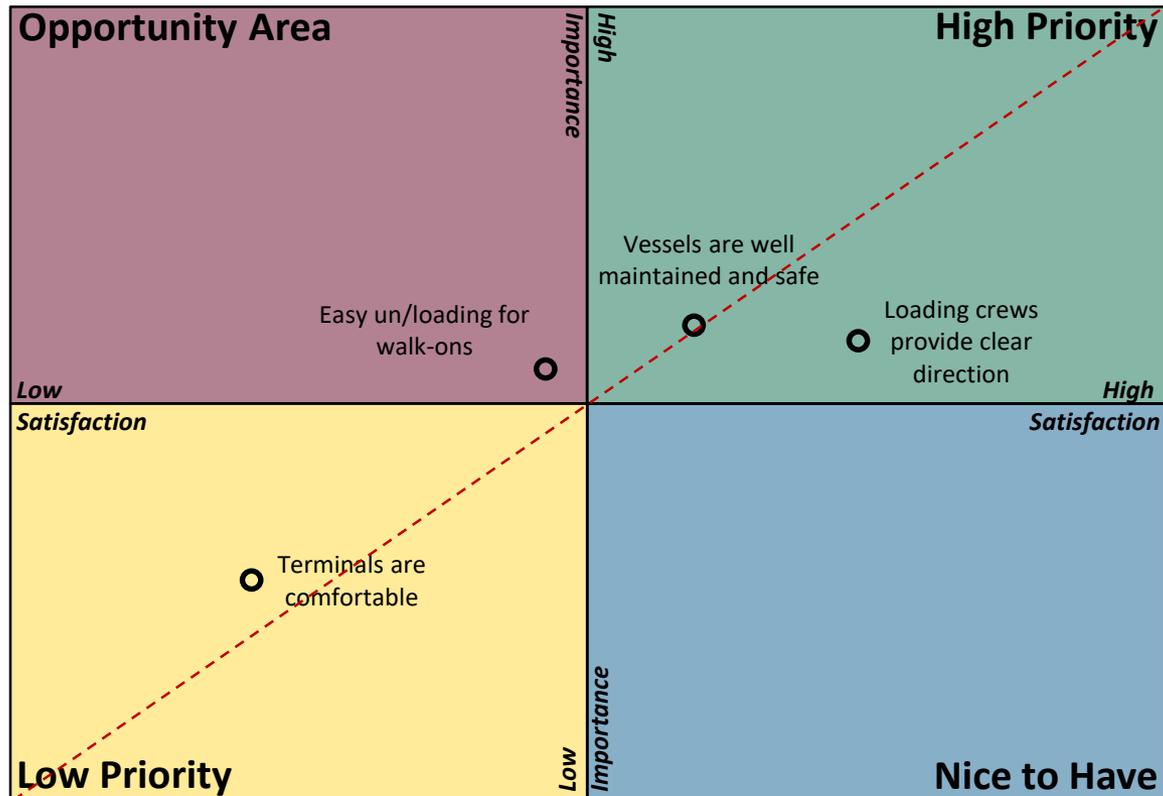


Gap Analysis: Seattle/ Bainbridge



Among Seattle/ Bainbridge riders, easy loading and unloading for walk-on's is the greatest area for improvement.

Satisfaction vs. Importance Ratings (n=597 - 714)

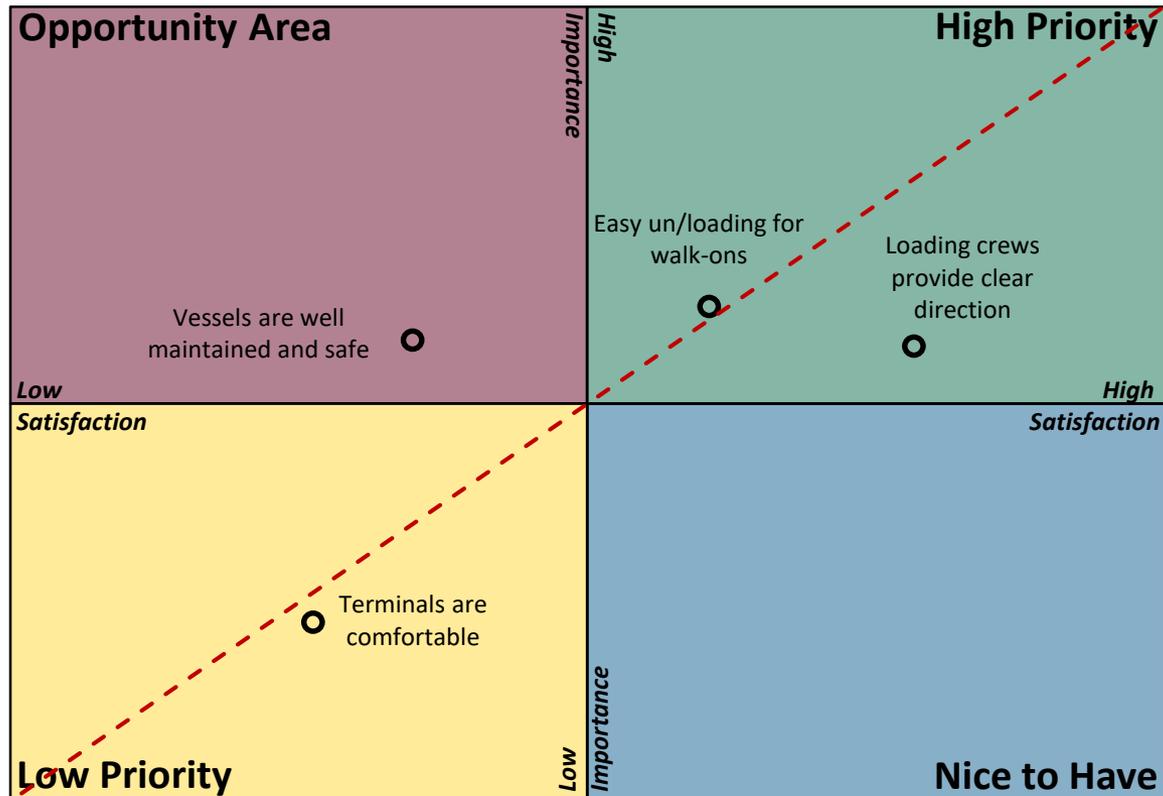


Gap Analysis: Seattle/ Bremerton



Among Seattle/ Bremerton riders, Vessels are well maintained and safe is the greatest opportunity area.

Satisfaction vs. Importance Ratings (n=225 - 281)

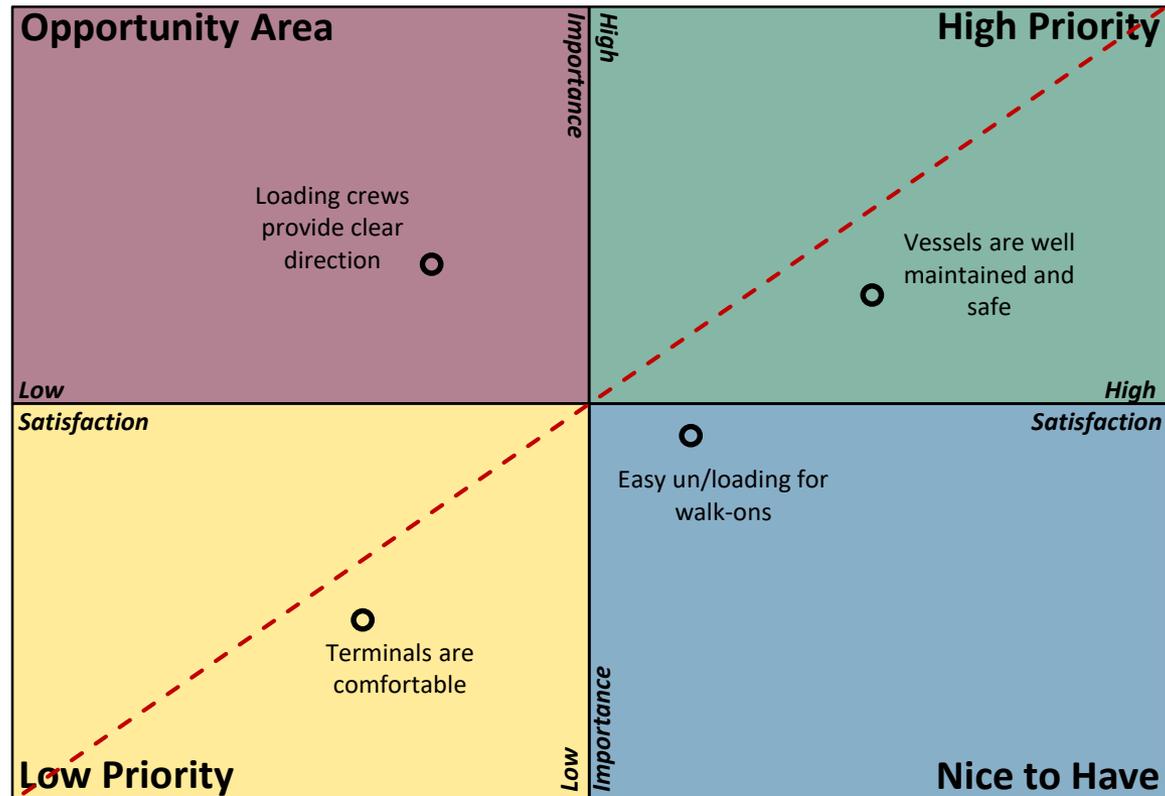


Gap Analysis: Point Defiance/ Tahlequah



Loading crews providing clear directions is the greatest opportunity area for Point defiance/Tahlequah riders

Satisfaction vs. Importance Ratings (n=26 - 47)

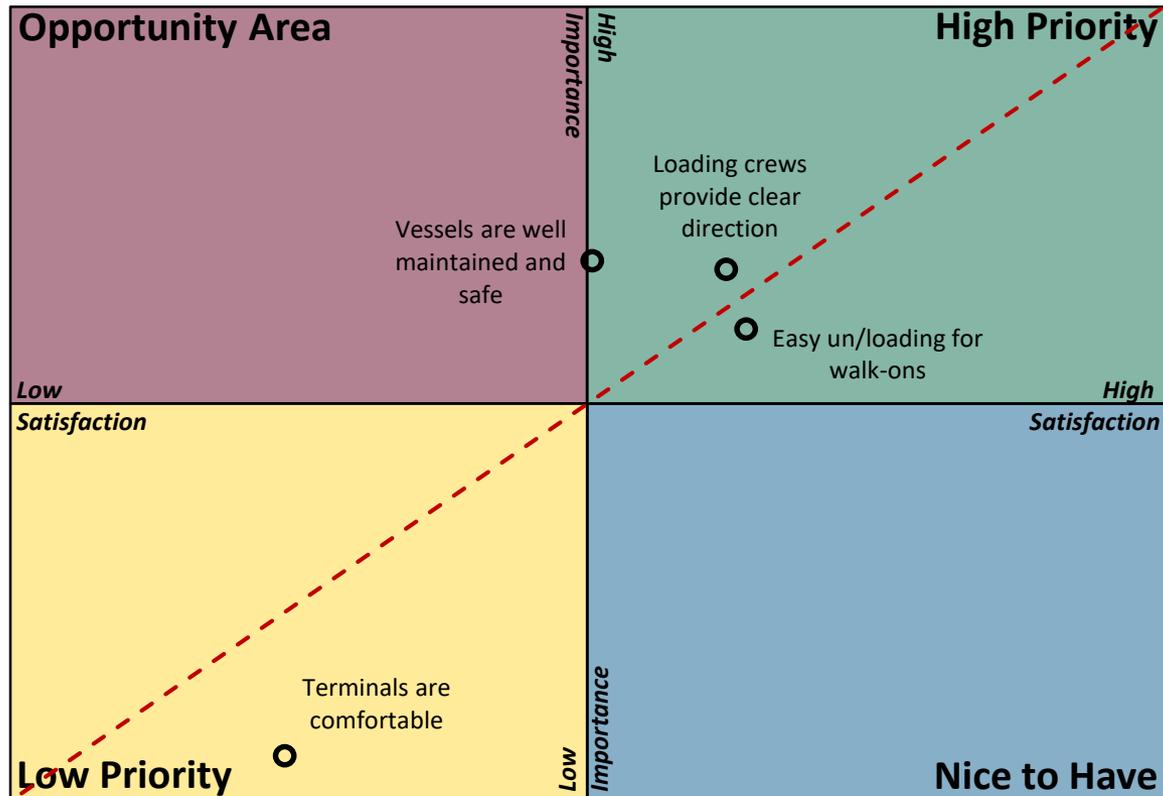


Gap Analysis: Edmonds/ Kingston



Vessels are well maintained and safe is a priority, but not an opportunity area. all attributes remain in positive quadrants

Satisfaction vs. Importance Ratings (n=268 - 451)

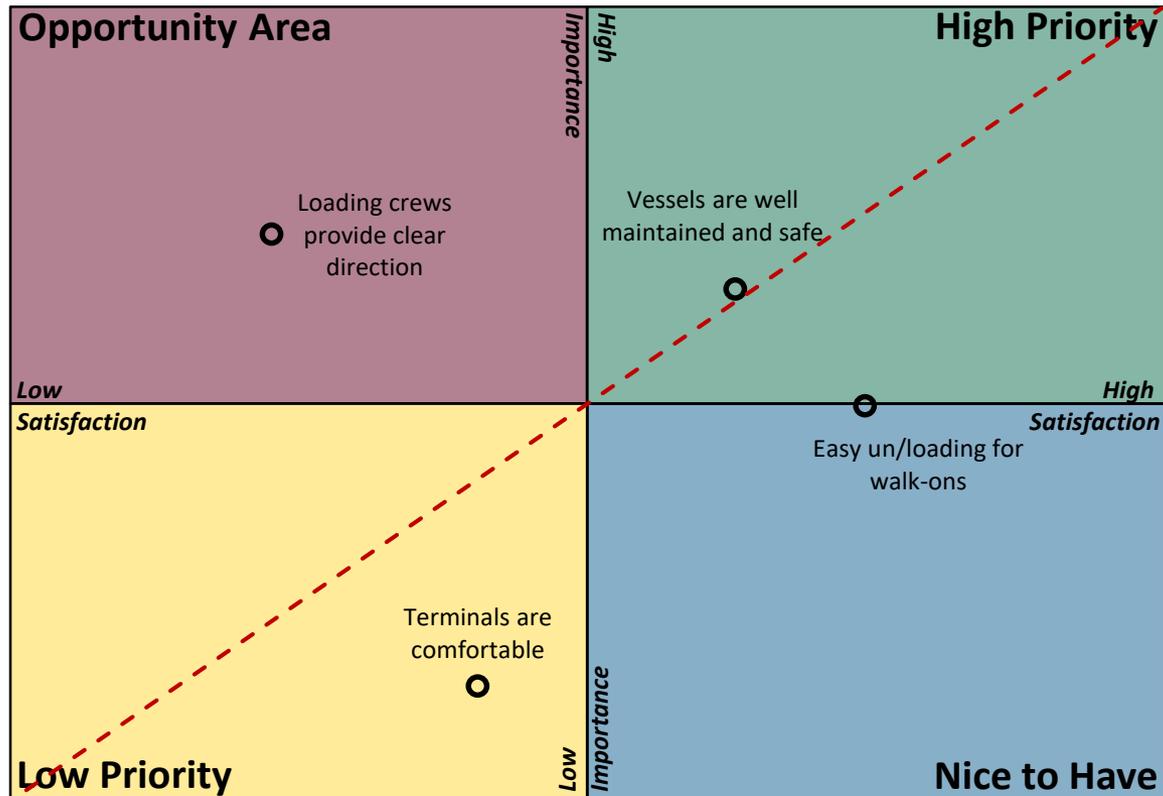


Gap Analysis: Fauntleroy/ Vashon



Loading crews providing clear directions is the top opportunity area for Fauntleroy/Vashon riders.

Satisfaction vs. Importance Ratings (n=157 - 250)

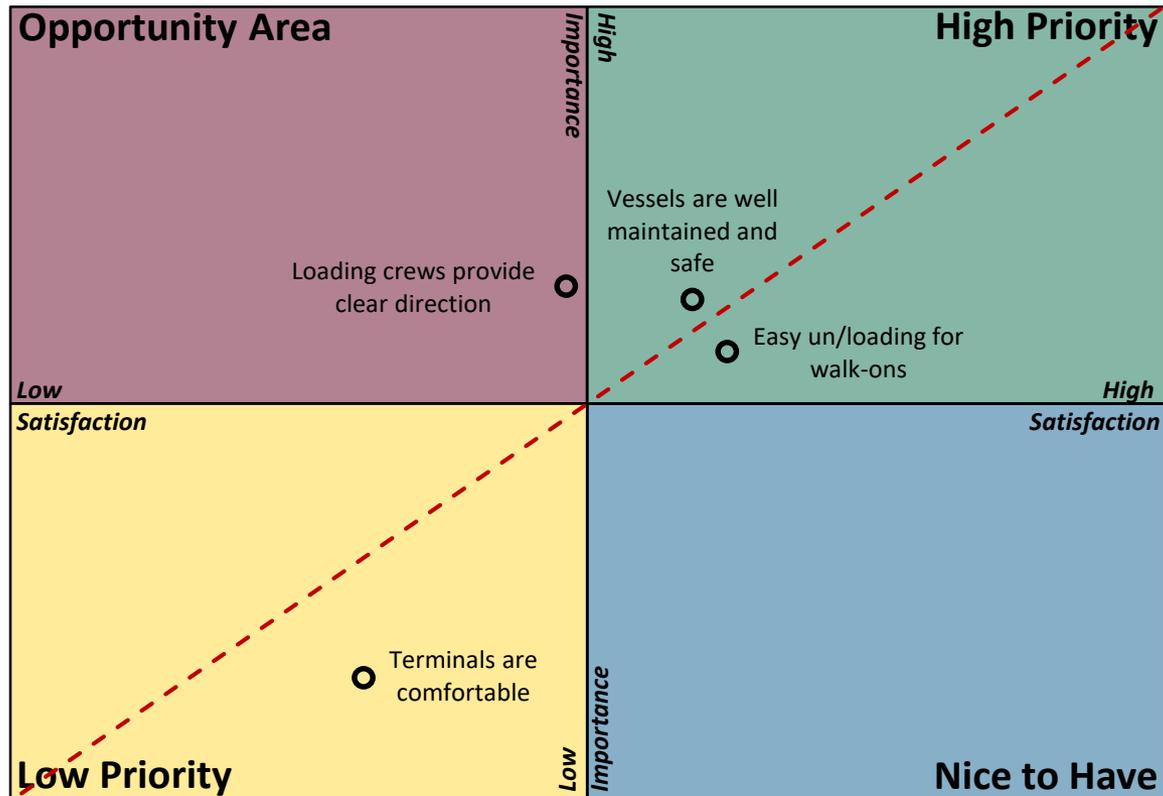


Gap Analysis: Fauntleroy/ Southworth



For Fauntleroy/Southworth riders, loading crews providing clear directions is the top opportunity area.

Satisfaction vs. Importance Ratings (n=86 - 153)

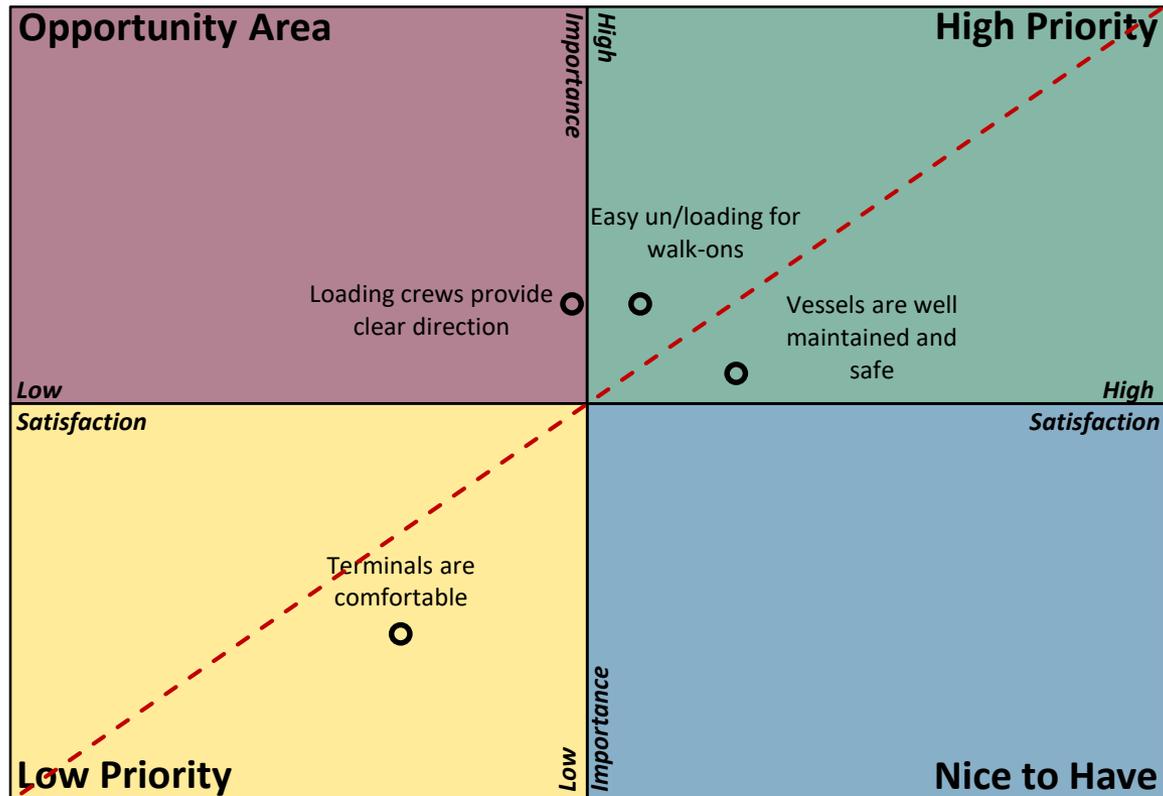


Gap Analysis: Southworth/ Vashon



Southworth/Vashon riders top opportunity area is loading crews provide clear directions

Satisfaction vs. Importance Ratings (n=14 - 20)

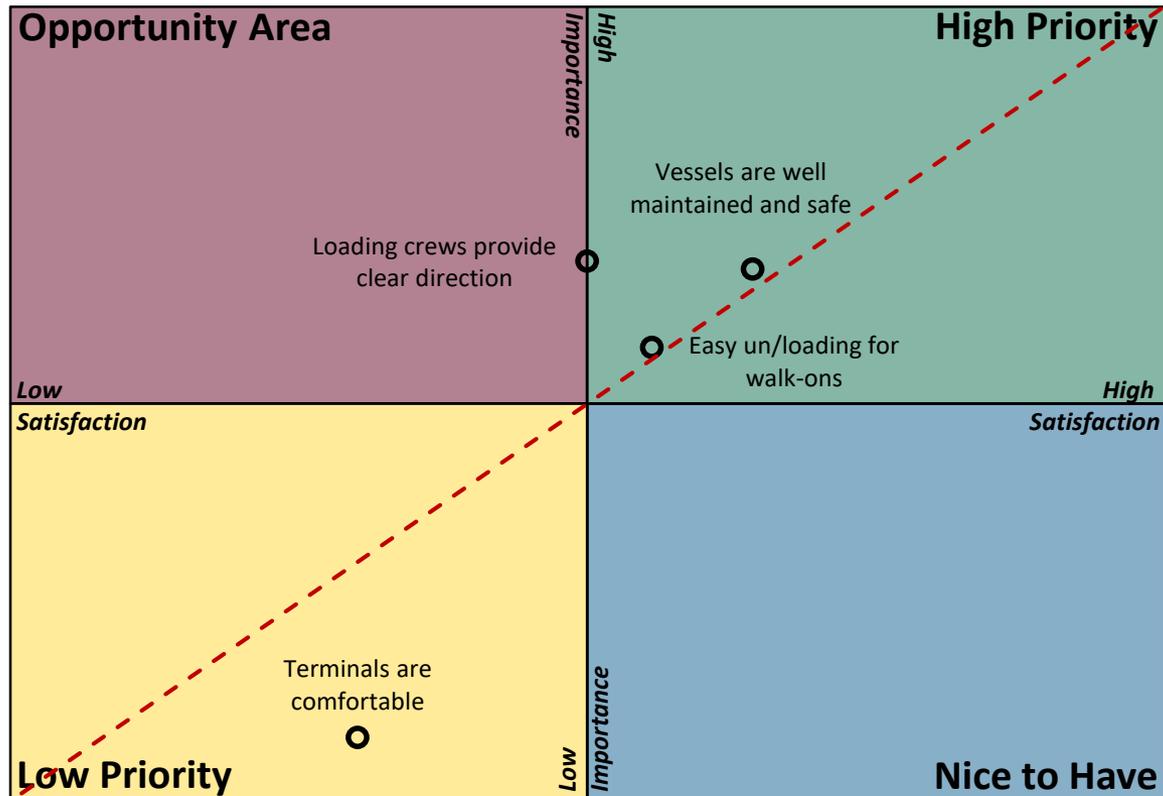


Gap Analysis: Coupeville/ Port Townsend



Loading crews providing clear directions is the top opportunity area for Coupeville/Pt. Townsend riders.

Satisfaction vs. Importance Ratings (n=134 - 322)

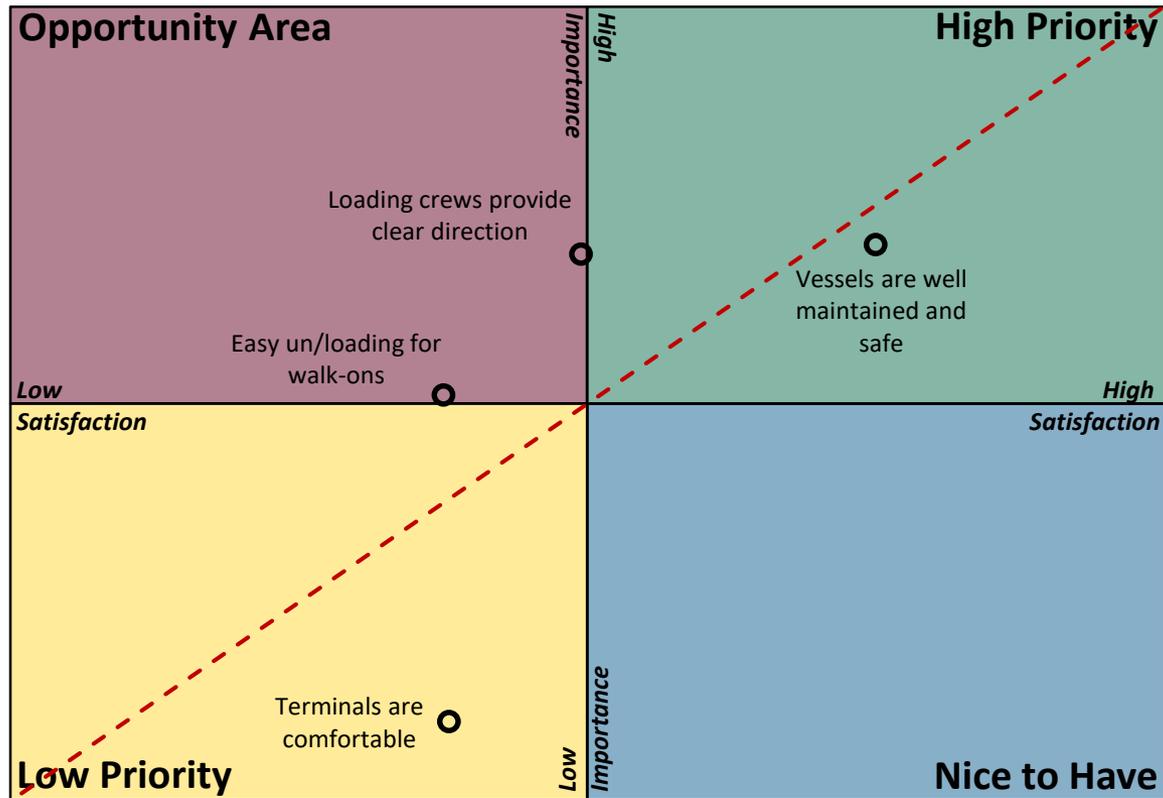


Gap Analysis: Mukilteo/ Clinton



For Mukilteo/Clinton riders, loading crews providing clear directions and easy loading and unloading for walk-ons are the opportunity areas.

Satisfaction vs. Importance Ratings (n=396 - 649)

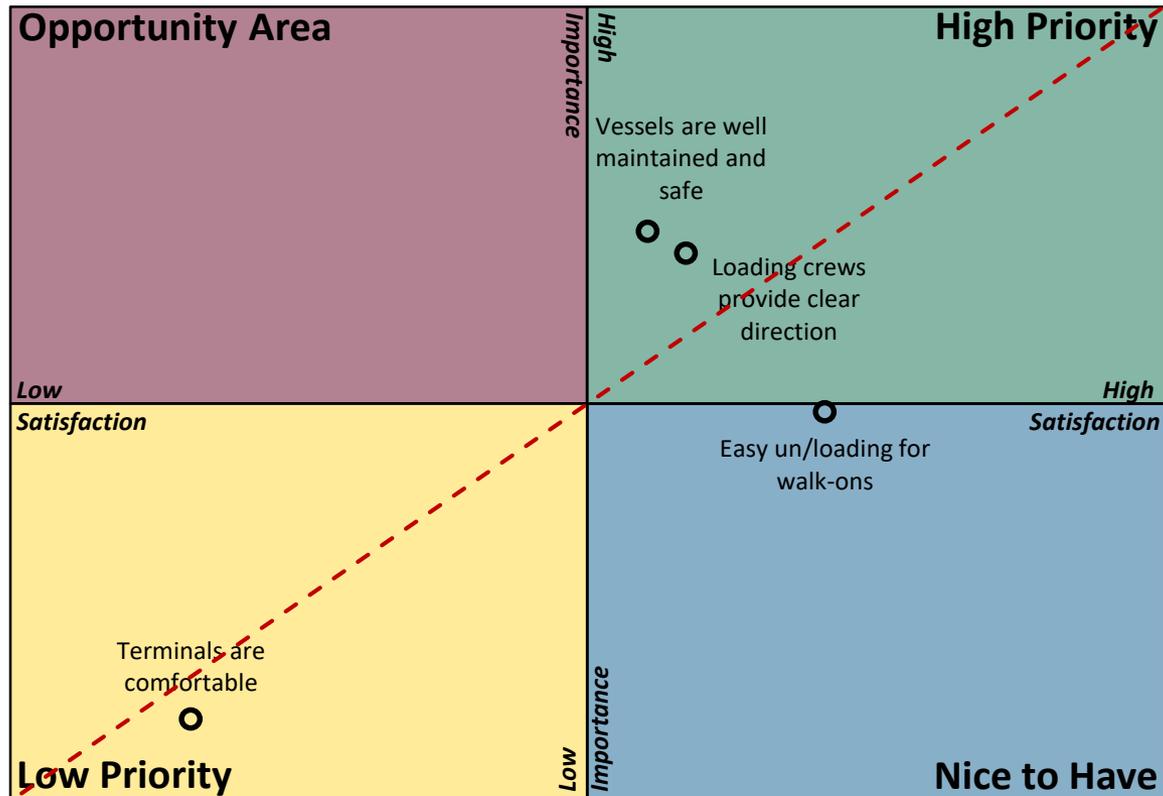


Gap Analysis: Anacortes/ San Juan Islands



Vessels that are well maintained and safe and loading crews providing clear directions stand out as the high priority areas for Anacortes/ San Juan Islander riders

Satisfaction vs. Importance Ratings (n=630 - 1558)

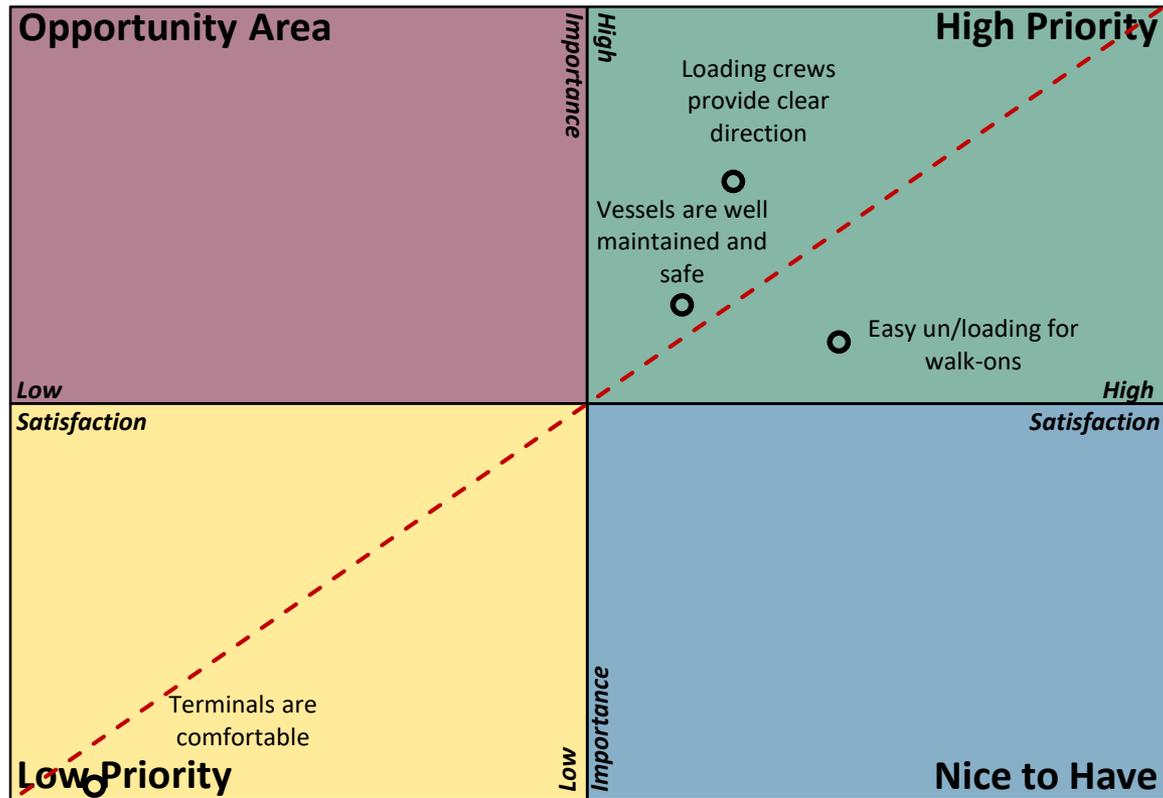


Gap Analysis: San Juan Interisland



Among San Juan Interisland riders, keeping vessels well maintained and safe along with loading crews providing clear directions, and easy loading and unloading for walk-ons are the high priority areas.

Satisfaction vs. Importance Ratings (n=45 - 75)

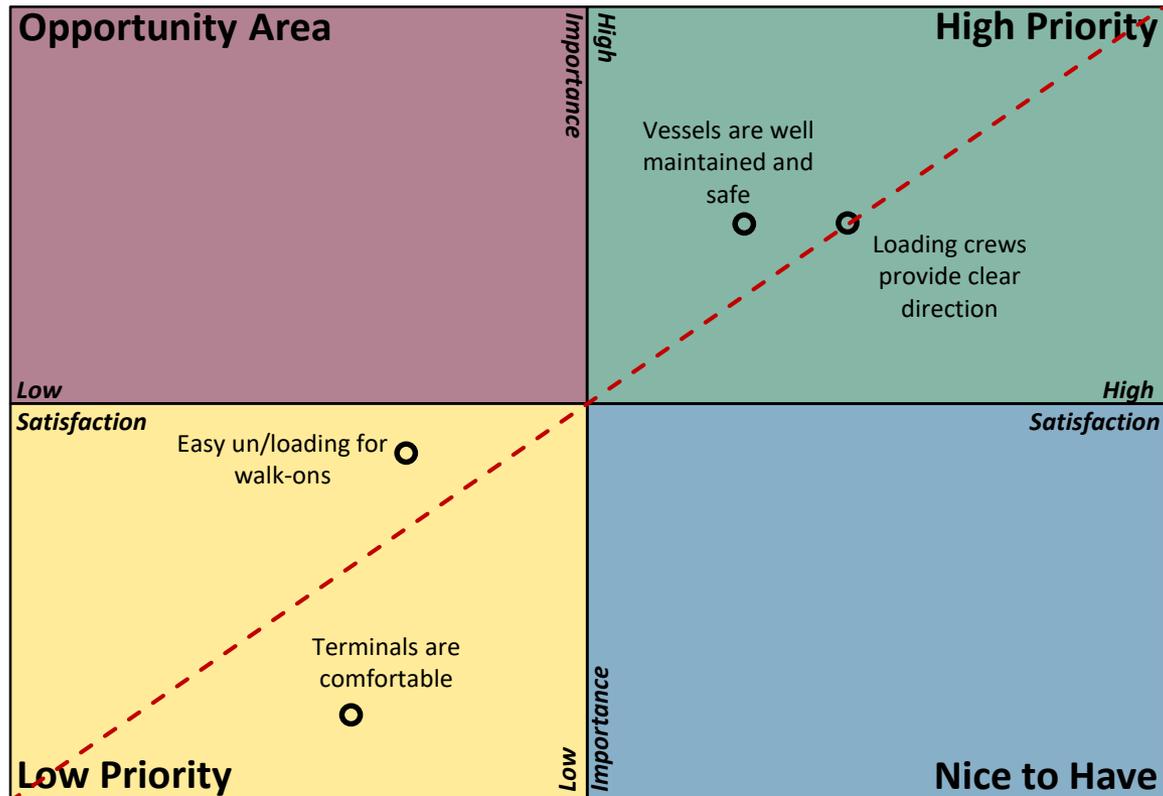


Gap Analysis: Anacortes/ Sidney B.C.



Easy loading and unloading is just barely an area for opportunity among Anacortes/ Sidney BC riders

Satisfaction vs. Importance Ratings (n=29 - 89)



Attribute Ratings by Route



- ❖ The proceeding slides present an overview of each Ferry attribute individually and include the following:
 - The percentage providing top ratings (5 + 4) on a 5-point scale for importance and satisfaction for each of the ferry attributes, by route.
 - The percentage providing bottom ratings (1 + 2) on a 5-point scale for satisfaction for each of the ferry attributes, by route.
 - Randomly selected verbatim responses specify what made riders dissatisfied
 - 2014 Summer Ferry Comparison data for bottom ratings (1 + 2) on a 5-point scale for satisfaction for each of the ferry attributes, by route.

Terminals are comfortable



Dissatisfaction of terminals comfortable is highest among Seattle/Bainbridge Routes and Seattle/Bremerton and Anacortes/SJI.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Sat. Respondents		3,137	639	243	26	280	201	101	16	217	409	911	45	49
Terminals are comfortable (2016)	Imp. (4-5)	65%	76%	70%	68%	54%	58%	65%	73%	60%	60%	58%	48%	33%
	Sat. (4-5)	47%	39%	43%	51%	53%	57%	53%	64%	57%	57%	39%	60%	32%
	Dissat. (1-2)	16%	24%	25%	9%	9%	8%	4%	4%	6%	7%	24%	5%	14%
2014	Dissat.	17%	23%	18%	3%	13%	11%	14%	0%	10%	10%	26%	27%	3%
Change	Dissat.	-1%	+1%	+7%	+6%	-4%	-3%	-10%	+4%	-4%	-3%	-2%	-22%	+11%

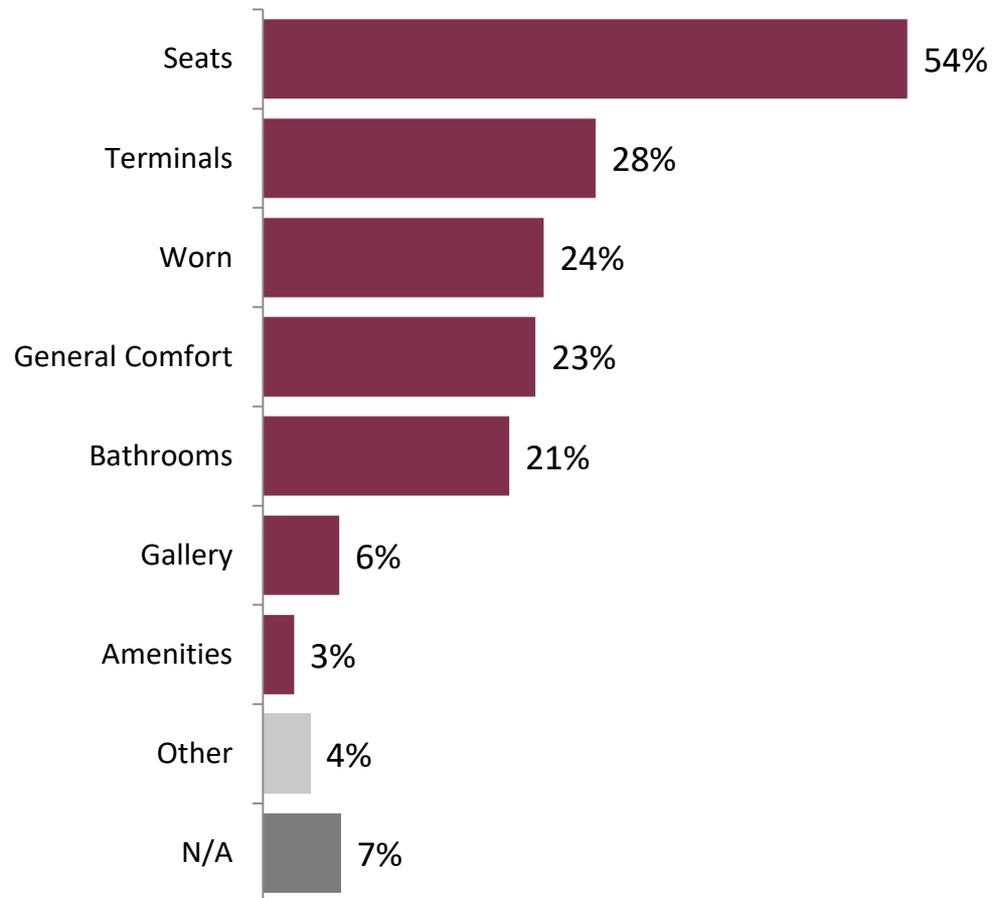
Top 3 Unsatisfactory Terminals	
Seattle	64%
Bainbridge	19%
Anacortes	15%

Example of Verbatim Complaints
Seattle - Dirty, uncomfortable seating, dirty bathroom.
Seattle - The seats in the waiting area near the turnstiles have ripped upholstery, and are dirty.
Seattle - Consistently either too hot or too cold.
Seattle - Not enough seating in Seattle terminal. Restrooms are poorly maintained.
Bainbridge - No comfortable seating. Concessions outside rather than inside.
Bainbridge - Very long walk on and off.
Anacortes - Very crowded and noisy. Very limited food selection.
Anacortes - The food service was not open, the seats are very uncomfortable. No tables for long waits.

Terminal Issues Mentioned



Seating is the top complaint among people who are dissatisfied.



Q42b. What specific conditions (about the terminal) made you dissatisfied? (Multiple Response, n=499)

WSF provides easy loading and unloading for walk-ons



Dissatisfaction is highest for Seattle Bainbridge, Seattle Bremerton, and Mukilteo Clinton.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Sat. Respondents		2,633	604	227	31	269	157	86	14	135	397	631	52	30
WSF provides easy loading and unloading for walk-ons (2016)	Imp. (4-5)	89%	91%	94%	77%	87%	85%	90%	100%	87%	85%	84%	82%	74%
	Sat. (4-5)	64%	55%	63%	67%	76%	84%	74%	70%	75%	59%	70%	79%	54%
	Dissat. (1-2)	14%	21%	16%	10%	6%	7%	10%	0%	5%	15%	8%	5%	4%
2014	Dissat.	12%	16%	14%	5%	5%	8%	8%	9%	5%	15%	10%	12%	5%
Change	Dissat.	+2%	+5%	+2%	+5%	+1	-1%	+2%	-9%	0%	0%	-2%	-7%	-1%

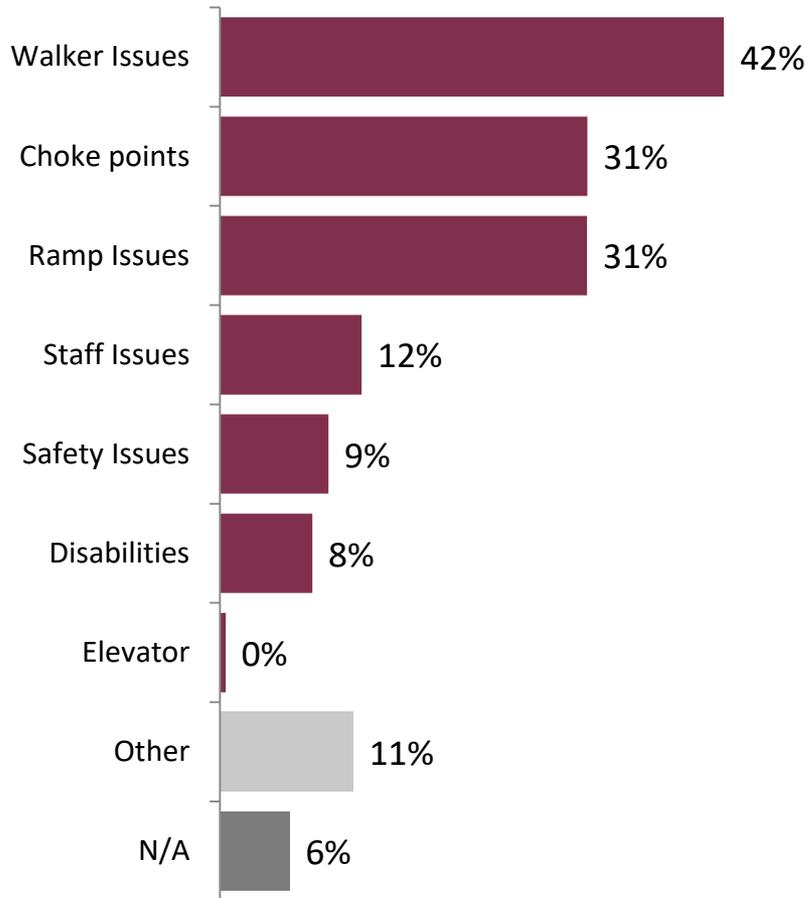
Top 3 Unsatisfactory Terminals	
Seattle	55%
Bainbridge	27%
Bremerton	13%

Example of Verbatim Complaints
Seattle - Having the gate partially closed creates TERRIBLE traffic flow. REALLY unnecessary. PLEASE open it up all the way.
Seattle - People block the walkway when exiting the ferry due to heavy lines. When boarding the ferry, the gate is partially closed and this slows everyone up.
Seattle - Unfriendly and often overcrowded. Not 'commuter friendly'.
Bainbridge - Line cutting when loading at Bainbridge - it reinforces a negative sense in the local culture.
Bainbridge - Crowded, lame transit area, long ass walk to get to the boat.
Bainbridge - It is a very poorly designed Rube Goldberg walk ramp.
Mukilteo - Awkward turn stiles. Corral is inadequate...tight waiting area.
Mukilteo - Occasionally walk on passengers have to wait on the dock until cars load to save time because ferries are behind schedule.

Walk on Issues Mentioned



The loading and unloading of walk on passengers is the top complaint among people who are dissatisfied.



Q46c. What specific (walk on) conditions made you dissatisfied? (Multiple Response, n=324)

WSF loading crews provide clear directions / hand signals



Dissatisfaction with WSF loading crews provide clear directions is highest in Point Defiance/Tahlequah , Fautleroy/Vashon, and Interisland.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Sat. Respondents		4,501	667	228	47	451	250	153	16	322	649	1,555	75	88
WSF loading crews provide clear directions/ hand signals (2016)	Imp. (4-5)	94%	94%	91%	95%	93%	96%	95%	100%	93%	94%	92%	97%	87%
	Sat. (4-5)	69%	72%	74%	59%	76%	55%	64%	76%	72%	62%	65%	70%	84%
	Dissat. (1-2)	11%	9%	8%	20%	8%	17%	15%	6%	9%	14%	13%	22%	2%
2014	Dissat.	15%	11%	10%	23%	12%	26%	21%	18%	9%	16%	24%	27%	3%
Change	Dissat.	-4%	-2%	-2%	-3%	-4%	-9%	-6%	-12%	0%	-2%	-11%	-5%	-1%

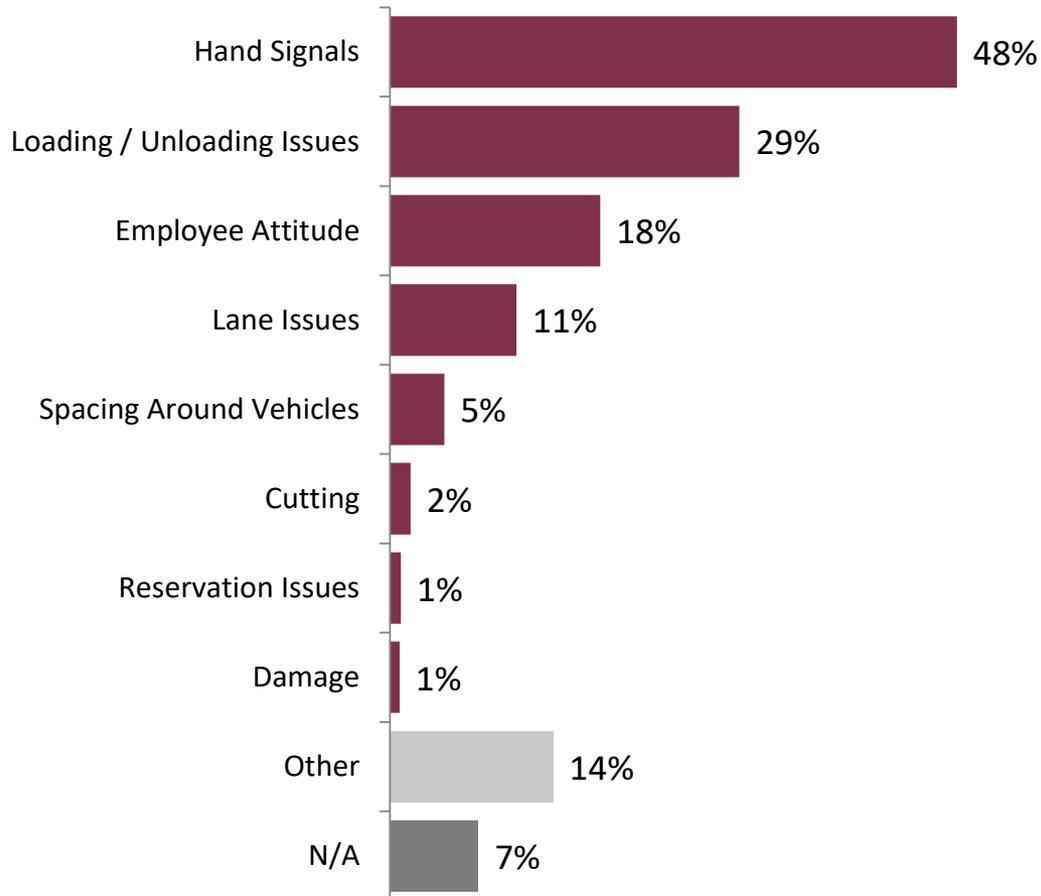
Top 3 Unsatisfactory Terminals	
Seattle	24%
Mukilteo	20%
Fautleroy	16%

Example of Verbatim Complaints
Seattle - Crews do not help first time drivers understand proper loading or unloading. So it takes way too long.
Seattle - Long lines, slow, cashiers too chatty and slow the swift movement of cars into the staging area.
Seattle - Parking staff have ZERO tolerance if any drivers do not understand their confusing and always changing systems of parking and loading; very often heard them scream at and call drivers names that don't understand the instructions.
Seattle - Crews do not help first time drivers understand proper loading or unloading. So it takes way too long.
Seattle - Long lines, slow, cashiers too chatty and slow the swift movement of cars into the staging area.
Mukilteo – It's a mess! Not sure what else can be done! I sure hope the new terminal has a walk on only ramp! Need on in Clinton as well.
Mukilteo - The crews cannot manage the people, cars, park traffic, train traffic. Loading gets all messed up due to the congestion, and the boats end up 25 minutes late. 5 busses come down the hill, and the boat leaves, stranding 100 walk- ons in a 30 square foot.
Fautleroy - Must have an excellent state patrol at Fautleroy.

Vehicle Loading Issues Mentioned



The Employees giving hand signals are the top complaint among people who are dissatisfied.



Q51d. What specific (vehicle loading) conditions made you dissatisfied? (Multiple Response, n=531)

WSF Vessels are well maintained and safe



Dissatisfaction with WSF vessels well maintained and safe is highest in Seattle/Bremerton.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Sat. Respondents		4,535	714	281	46	440	243	146	20	306	619	1558	75	87
WSF Vessels are well maintained and safe (2016)	Imp. (4-5)	94%	95%	92%	93%	93%	91%	95%	96%	94%	95%	95%	89%	95%
	Sat. (4-5)	67%	62%	48%	76%	68%	76%	72%	76%	78%	80%	62%	72%	69%
	Dissat. (1-2)	11%	12%	26%	8%	12%	3%	4%	7%	5%	4%	15%	10%	10%
2014	Dissat.	13%	14%	23%	5%	8%	8%	14%	7%	6%	6%	24%	31%	34%
Change	Dissat.	-2%	-2%	+3%	+3%	+4%	-5%	-10%	0%	-1%	-2%	-9%	-21%	-24%

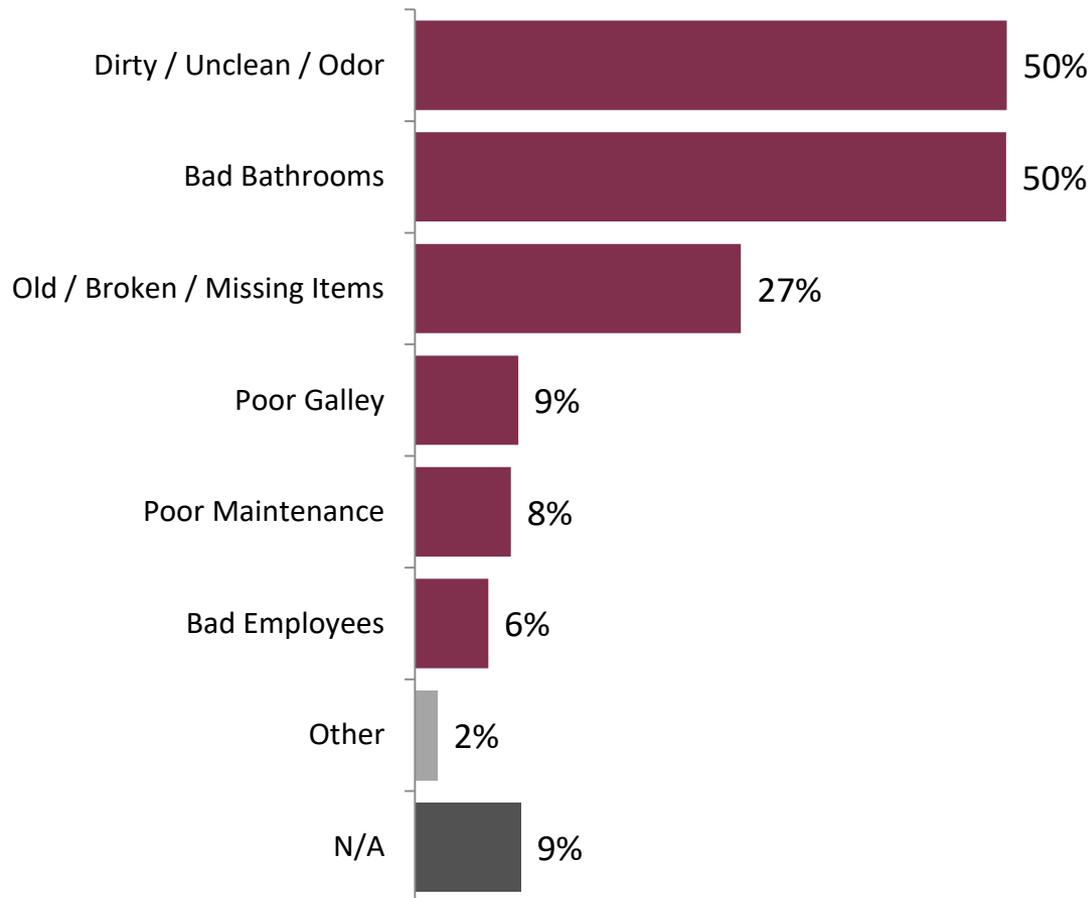
Top 4 Unsatisfactory Vessels	
Don't recall name	39%
Wenatchee	17%
Hyak	17%
Puyallup	16%

Example of Verbatim Complaints
Wenatchee - Bathrooms are poorly cleaned, sometimes toilet tissue is empty, towels empty, sink faucets not working; dirty stalls; doors not latching properly.
Wenatchee - Boats are all showing signs of wear and tear not to mention breaking down.
Hyak - Gross soil of boats - tables/booths/floors/bathrooms - ugh! And the staff is almost always standing around talking and doing nothing that looks like maintenance.
Puyallup - Unclean. Dirty bathrooms.
Walla Walla - Sometimes the toilets won't flush.
Tacoma - Tables and seats are almost always dirty (food scraps and crumbs).

Vessel Issues Mentioned



General dirty unclean and Bathrooms are the top complaints among people who are dissatisfied.



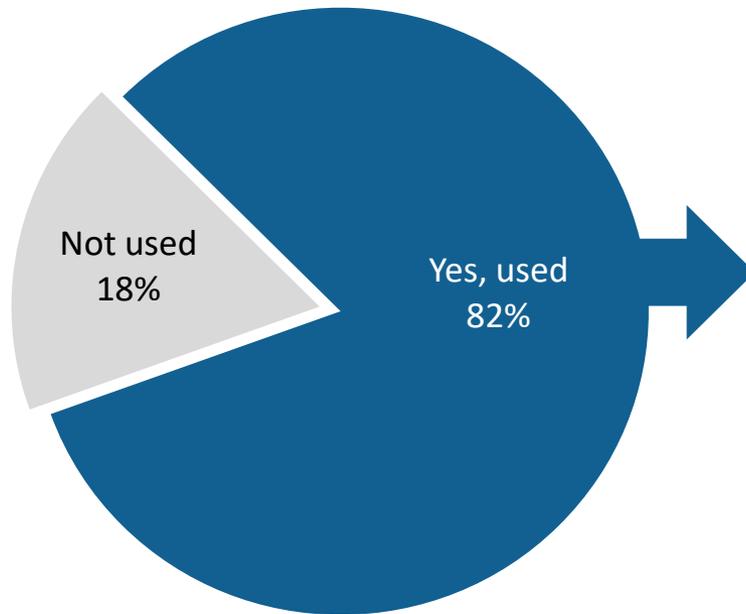
Q59c. What specific (vessel) conditions made you dissatisfied? (Multiple Response, n=476)

Using WSF Website

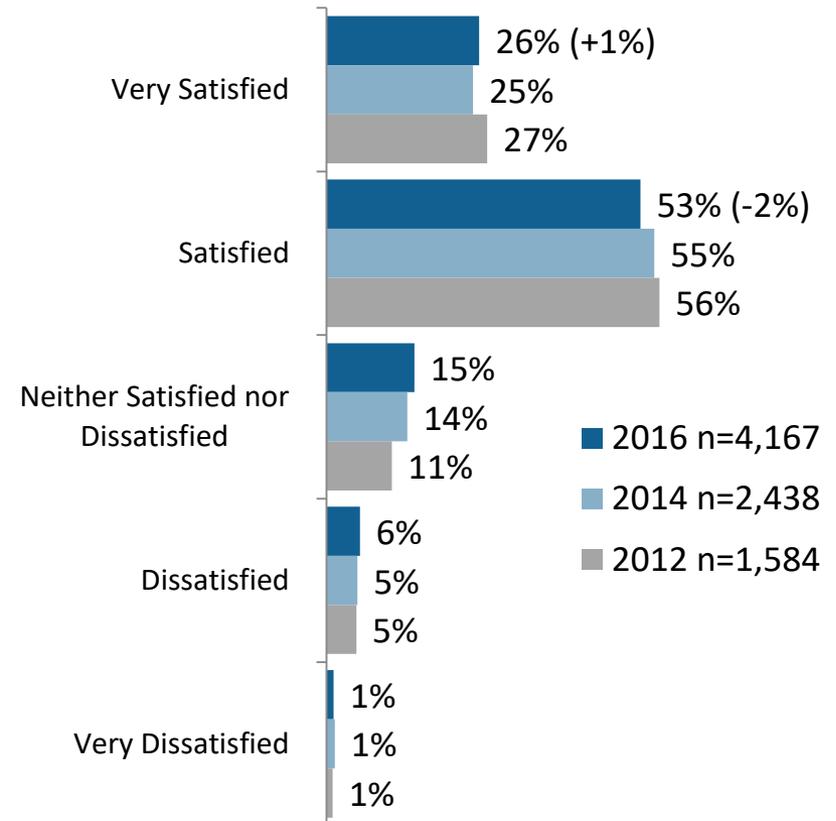


More than three quarters of summer respondents have used the WSF website for some reason and almost all say they are satisfied with their experience.

Used WSF Website
n=4,799



Experience Using Website



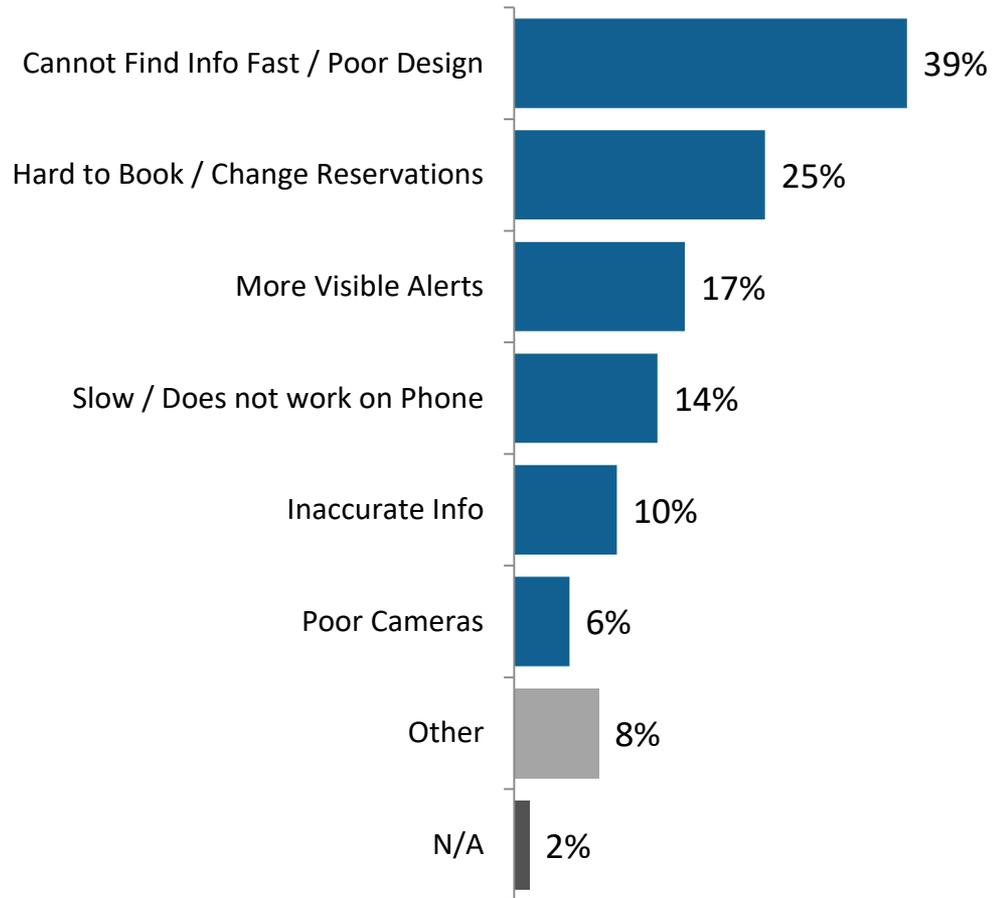
Q65. have you for any reason used the WSF website?

Q66. How satisfied were you with your experience using the WSF website?

Website Issues Mentioned



The ability to find information and hard to book or change reservations were the top mentioned issues



Q67. What specifically about your experience with the WSF website made you dissatisfied? Please be as specific as possible. (n=349)

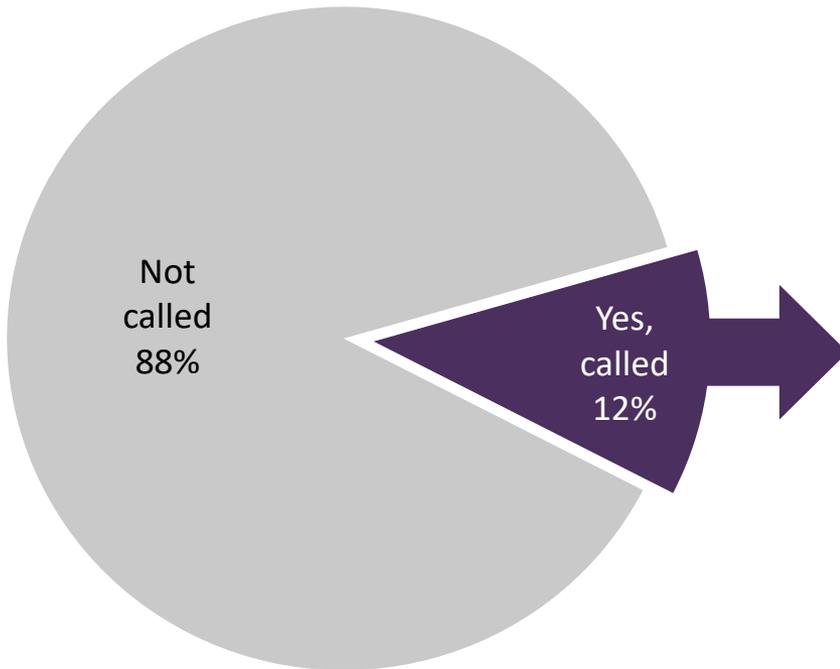
Calling WSF Customer Service by Phone



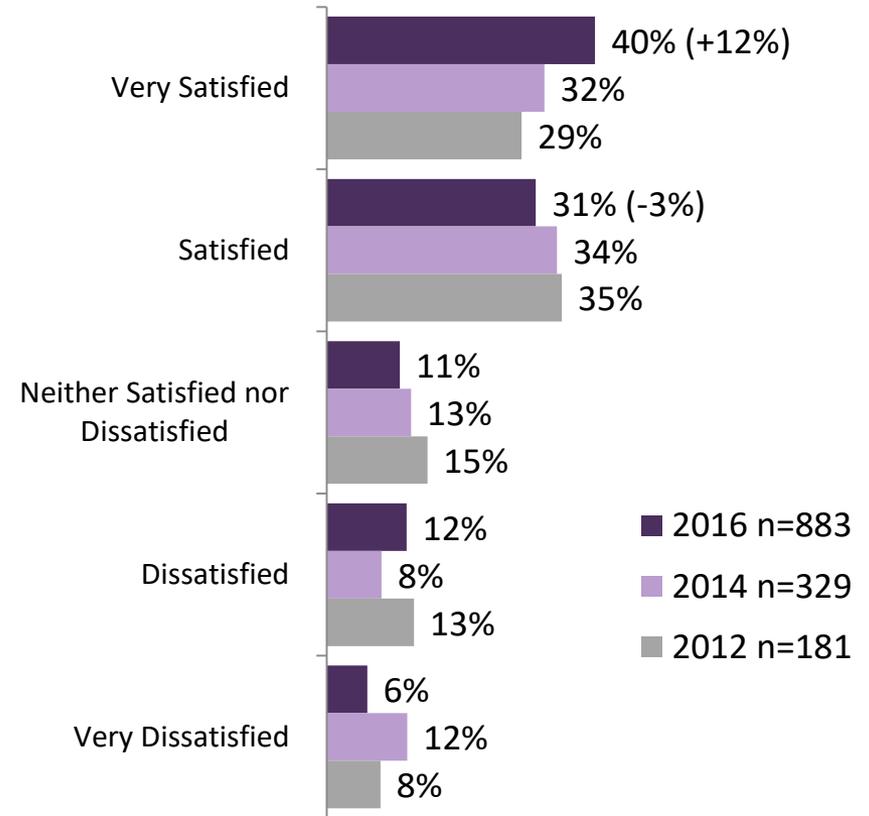
Very few respondents have contacted WSF customer service by phone. Of those respondents saying they have called, the majority are satisfied with their experience.

Called WSF Customer Service

n=4,798



Experience Calling WSF



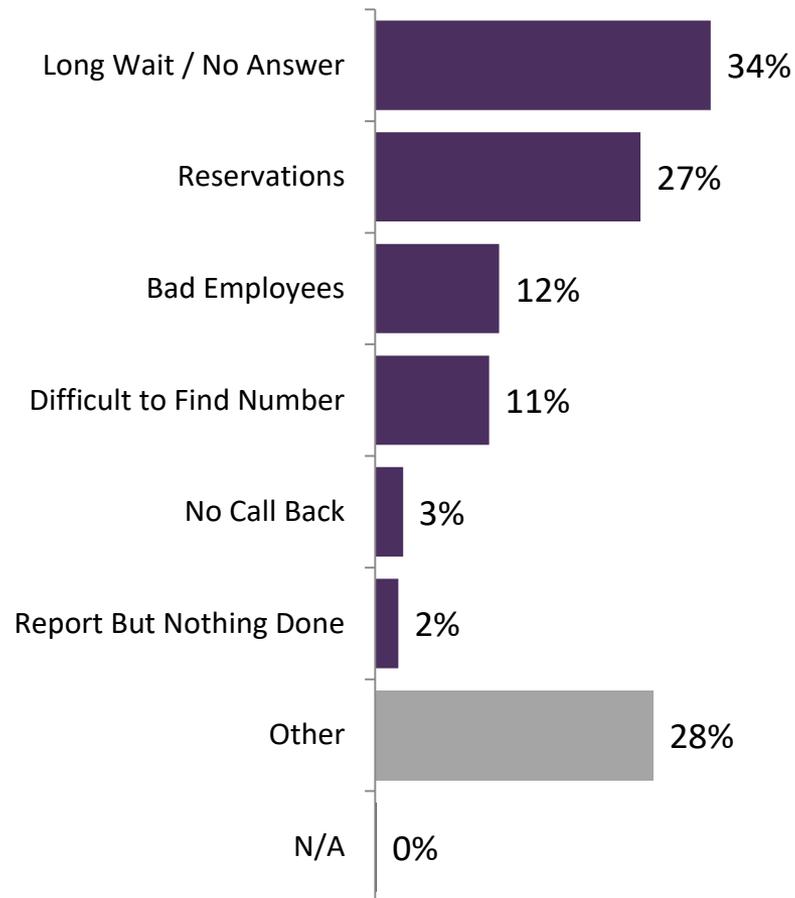
Q65B. During the Summer (June 12th through September 17th) period, have you for any reason called WSF by phone?

Q68. How satisfied were you with your experience calling the WSF by phone?

Phone Issues Mentioned



No answer or long wait times and issues around reservations topped the list of phone complaints among people who are dissatisfied.



Q69. What specifically about your experience calling WSF by phone made you dissatisfied? (Multiple Response, n=133)

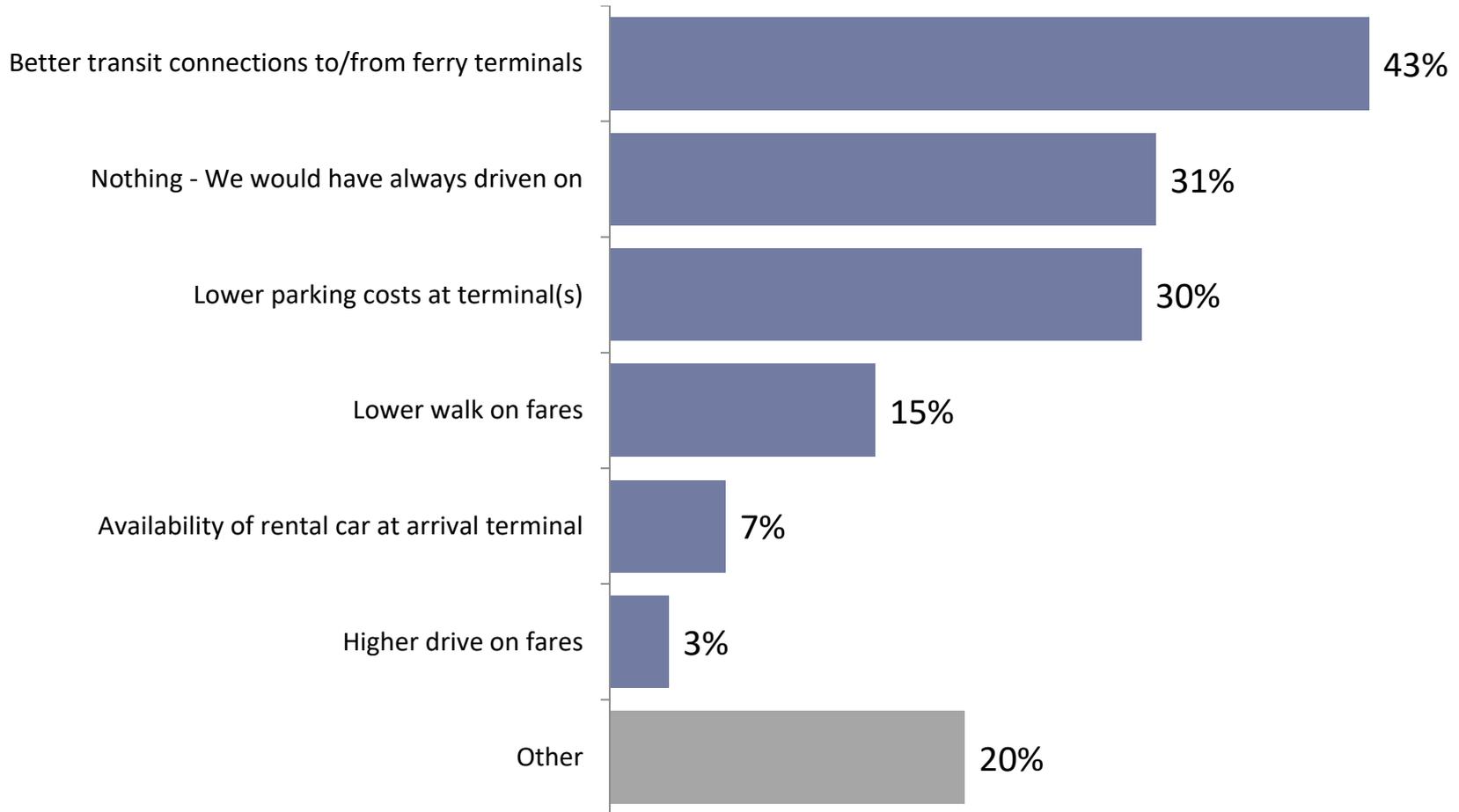


Policy Issues

Methods of Encouraging Walk



Better transit connections to and from ferry terminals was the top mentioned method of encouraging walk-ons by respondents.

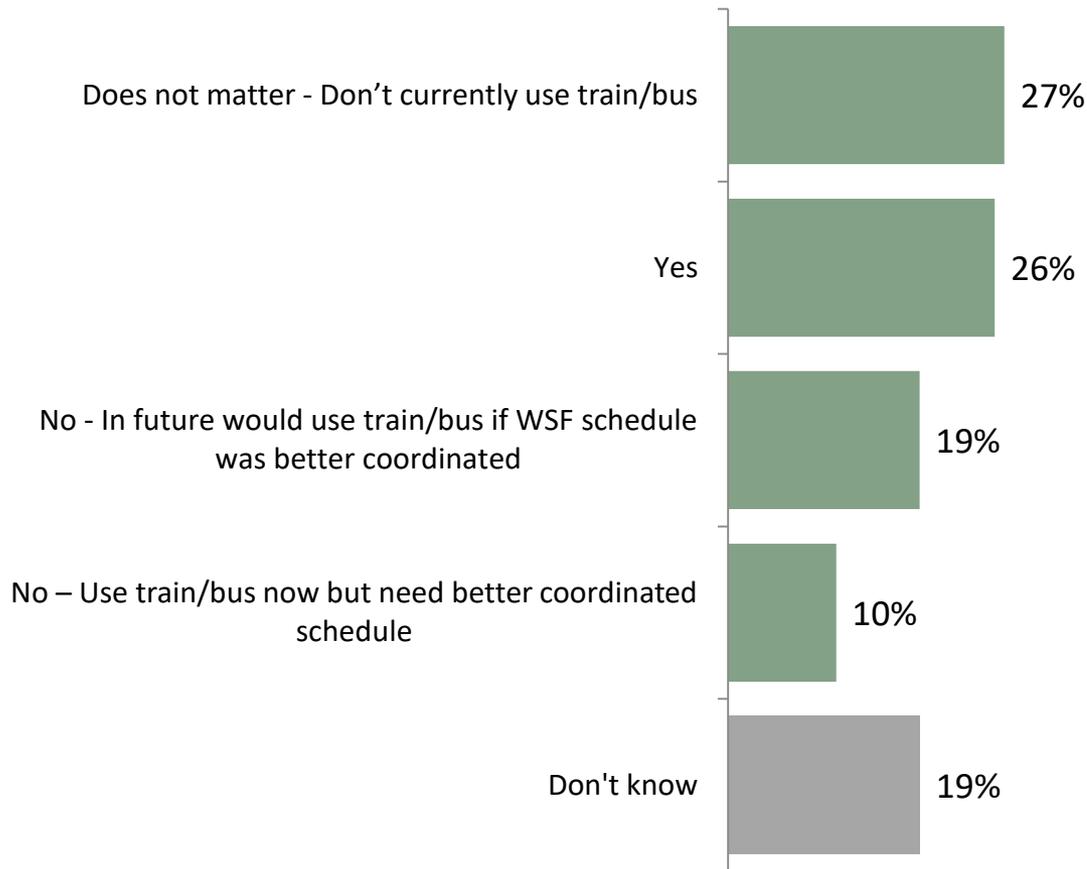


Q71. Thinking about the ferry route you take most often as a driver and vehicle. What, if anything, would encourage you to walk on rather than drive on? (Multiple Response, n=4,826)

Connections Matching Up



Three in ten (29%) say that the ferry schedule does not match up with their needed train or bus connections.

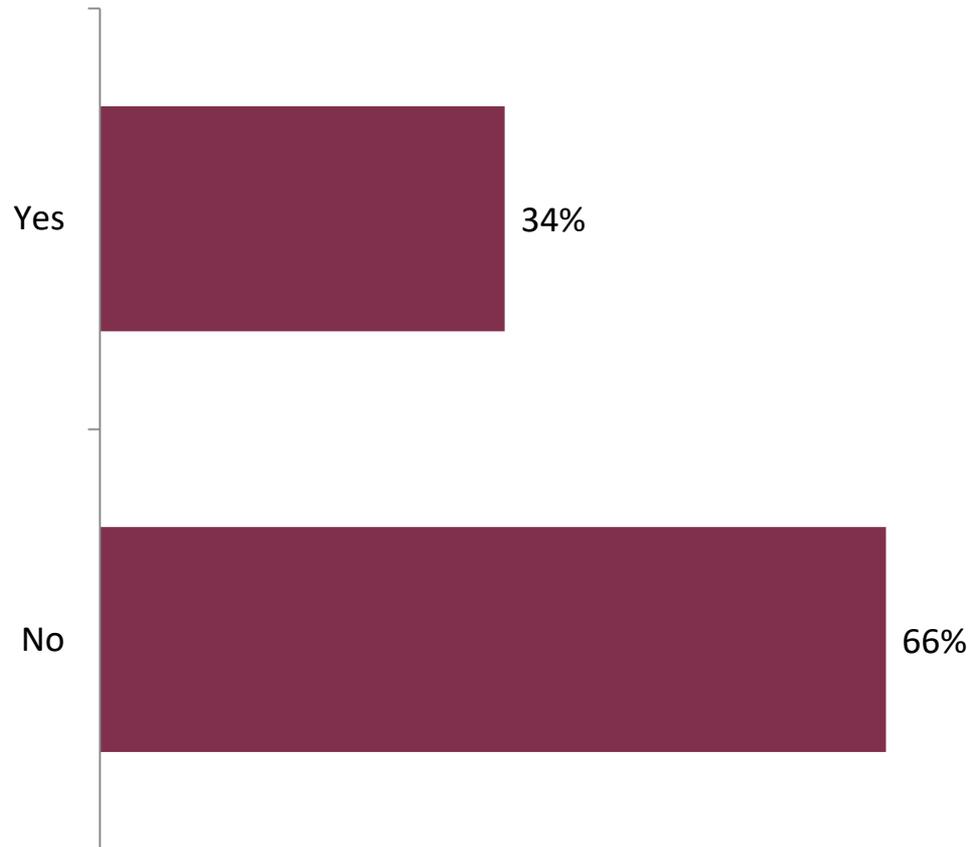


Q72. If you currently make train and bus connections as part of your trip on the ferry, or may make such connections in the future. Does the current ferry schedule (departures/arrivals) on the route you take most often adequately match up with your needed (or potentially needed) train or bus connection? (n=4,825)

Fare and Boarding Type



A third (34%) of respondents believe that the faster growth rate of vehicle fares has encouraged them to travel more as a foot passenger or carpool.



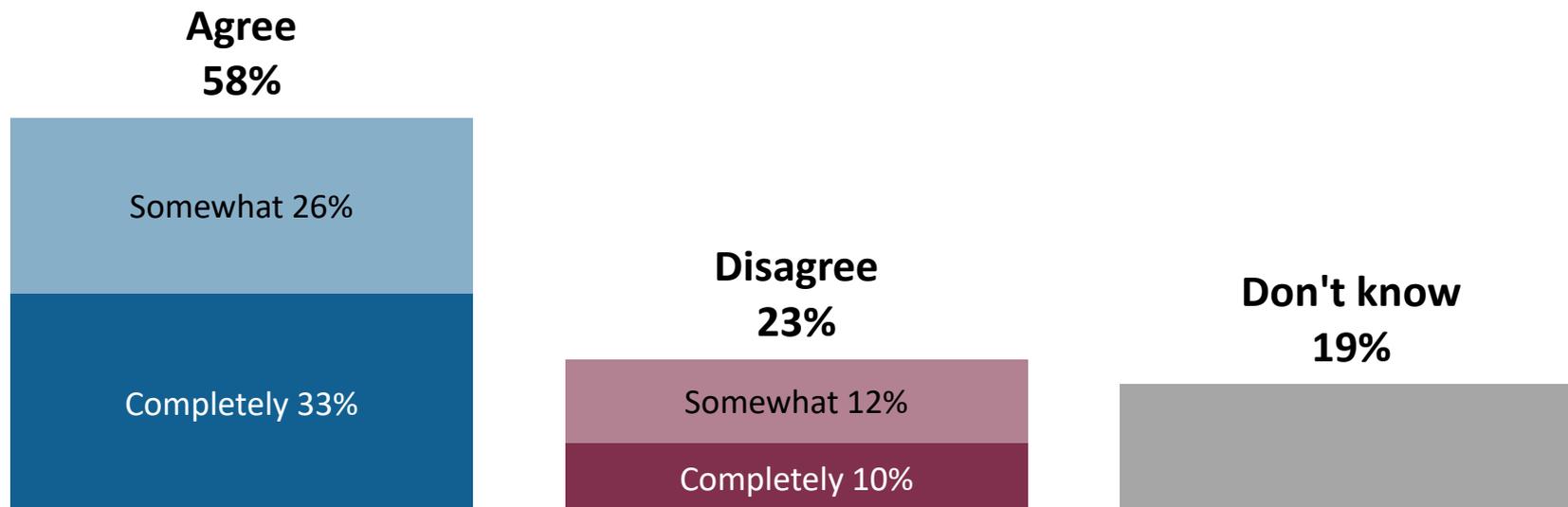
Q73. Over the past few years, passenger fares have been going up at a lower rate than vehicle fares. Has this encouraged you, or not, to travel more as a foot passenger or to carpool? (n=4,827)

Need to Enlarge/Redesign Terminals



58% of respondents agree that some ferry terminals need to be enlarged and/or redesigned to provide more efficient service.

“There are ferry terminals that need to be enlarged and/or redesigned to provide more efficient service.”

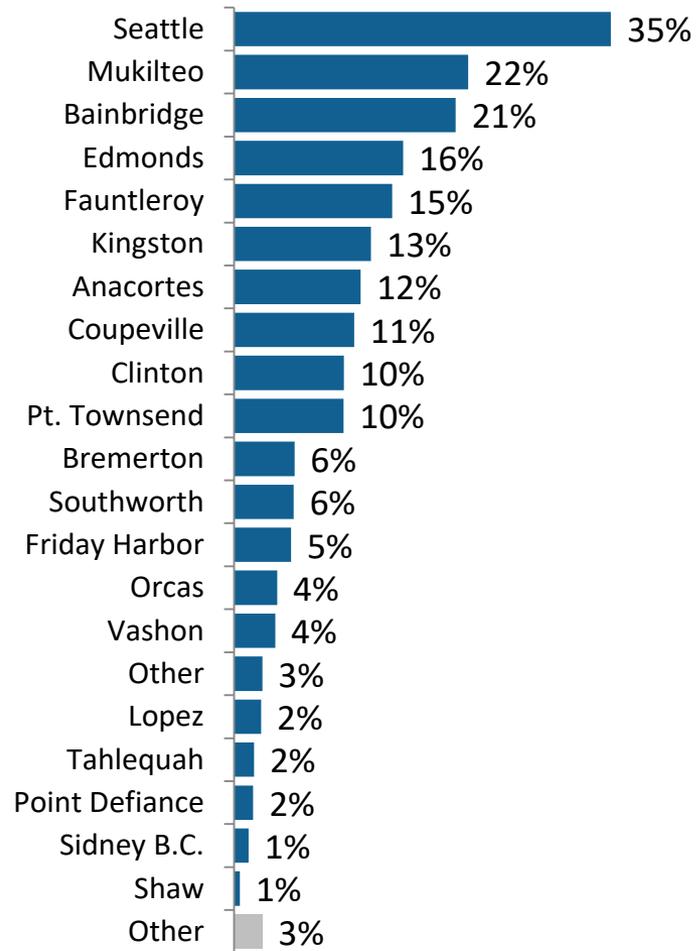


Q77. How much do you agree or disagree with the statement? (n=4,826)

Which Terminals to Enlarge



Seattle, Mukilteo, and Bainbridge are the most frequently mentioned ferry terminals that need to be enlarged and /or redesigned.

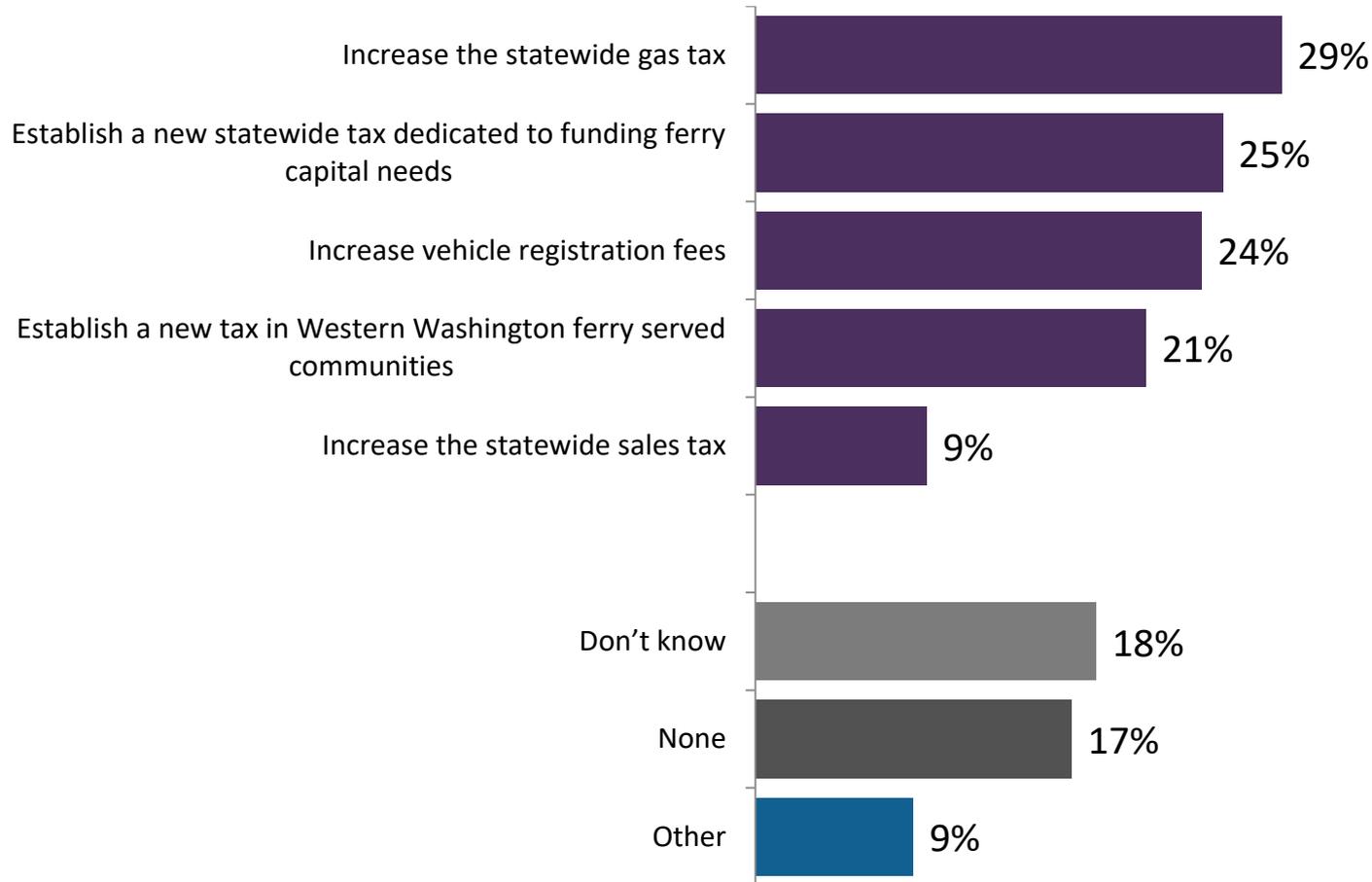


Q78. Which ferry terminals need to be enlarged and/or redesigned to provide more efficient service? (Multiple Response, n=2,652)

Suggested Funding Methods



Among the items offered, increasing the statewide gas tax was the top selected method of funding capital needs (29%), followed closely by establishing a new statewide tax dedicated to funding ferry capital needs (25%) and increasing vehicle registrations fees (24%). A plurality (44%) said they either didn't know, other, or selected none as an option.



Q79. Which of the following funding methods, if any, would you recommend be used to fund the capital needs of the ferries? (Multiple Response, n=4,825)

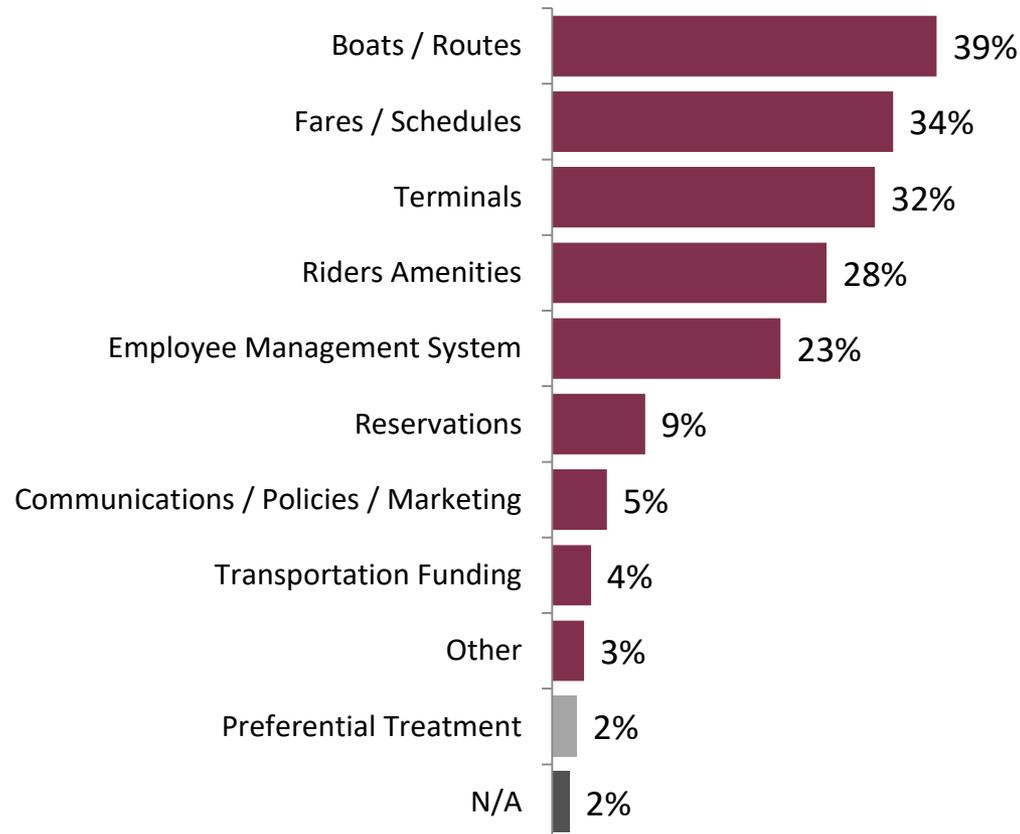


Additional Rider Comments

Suggested Areas to Improve Service*



Responses containing "boats" and "Routes" are suggested the most

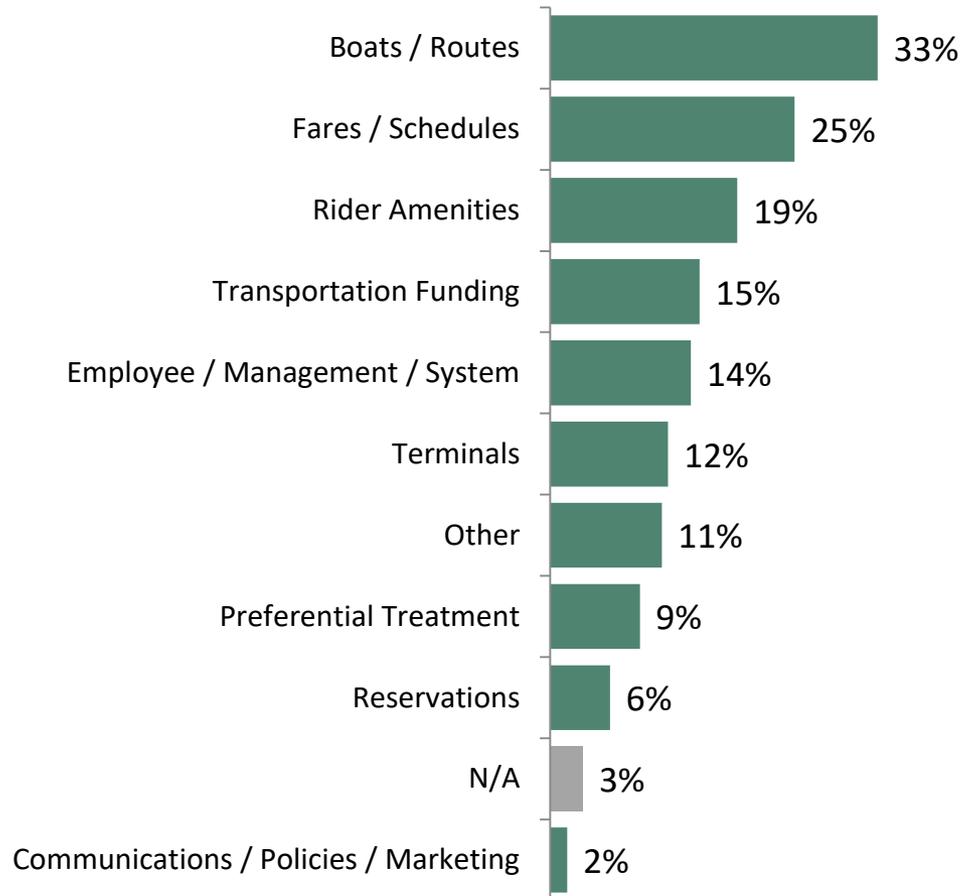


Q70. Beyond lowering fares, what other suggestions might you give WSF and state decision makers that would improve or strengthen WSF customer service? (Multiple Response, n=2,849)

Additional Issues Mentioned*



The top three categories center around boats, fares, and rider amenities.



Q80. Do you have any additional thoughts regarding the ferry system you would like to share? (Multiple Response, n=978)



Demographics

Years Riding the Ferries



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,827	739	301	51	476	256	165	20	339	683	1624	79	94
< one year	1%	1%	3%	--	0%	0%	2%	--	1%	1%	1%	--	2%
1 to <3 years	3%	3%	6%	1%	2%	2%	4%	4%	2%	2%	2%	5%	1%
3 to <6 years	4%	6%	6%	4%	2%	4%	5%	5%	5%	4%	3%	14%	4%
6 to <10 years	7%	11%	7%	4%	6%	6%	6%	16%	4%	5%	6%	7%	6%
10+ years	85%	80%	79%	90%	89%	88%	83%	75%	87%	89%	89%	74%	88%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	3,028	685	258	63	371	230	128	19	115	603	487	46	23
< one year	1%	1%	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%	3%
1 to <3 years	4%	5%	8%	0%	3%	4%	3%	5%	1%	4%	2%	3%	0%
3 to <6 years	5%	6%	8%	5%	6%	5%	8%	5%	3%	5%	3%	0%	0%
6 to <10 years	7%	8%	9%	3%	6%	6%	7%	15%	6%	8%	6%	11%	3%
10+ years	83%	80%	74%	92%	85%	86%	82%	75%	87%	83%	89%	86%	94%

Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	1,680	438	158	54	242	124	60	11	51	301	159	18	13
< one year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 to <3 years	1%	2%	1%	0%	<1%	2%	1%	0%	2%	<1%	1%	0%	0%
3 to <6 years	6%	6%	13%	6%	5%	3%	13%	18%	5%	4%	5%	0%	27%
6 to <10 years	17%	17%	29%	17%	15%	12%	22%	9%	11%	14%	13%	5%	6%
10+ years	76%	75%	57%	76%	79%	82%	64%	73%	81%	81%	82%	95%	67%

Years riding ferry

Rider Satisfaction with WSF



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,710	727	290	50	457	250	163	18	329	668	1590	79	89
Total Satisfied	77%	80%	71%	64%	81%	70%	76%	60%	82%	81%	71%	76%	90%
Extremely Satisfied	30%	33%	24%	11%	37%	18%	21%	--	46%	31%	23%	28%	33%
Somewhat Satisfied	48%	46%	47%	53%	44%	52%	55%	60%	36%	50%	47%	48%	57%
Neither	8%	8%	9%	15%	6%	8%	9%	11%	8%	9%	9%	7%	5%
Somewhat Dissatisfied	11%	9%	14%	16%	10%	19%	11%	29%	8%	8%	16%	12%	2%
Extremely Dissatisfied	3%	3%	5%	5%	2%	3%	3%	0%	2%	1%	4%	2%	2%
Total Dissatisfied	14%	12%	19%	21%	12%	22%	14%	29%	9%	9%	20%	14%	4%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	3,027	685	258	63	371	230	128	19	115	602	487	46	23
Total Satisfied	60%	62%	62%	61%	63%	46%	57%	48%	74%	62%	52%	49%	65%
Extremely Satisfied	25%	25%	27%	31%	30%	11%	22%	22%	46%	27%	15%	20%	23%
Somewhat Satisfied	35%	37%	35%	29%	33%	34%	35%	26%	28%	35%	37%	29%	42%
Neither	10%	11%	10%	15%	9%	10%	14%	12%	4%	9%	10%	13%	15%
Somewhat Dissatisfied	20%	17%	21%	14%	16%	27%	23%	22%	11%	21%	28%	21%	9%
Extremely Dissatisfied	10%	10%	8%	10%	11%	17%	6%	18%	10%	8%	10%	13%	12%
Total Dissatisfied	30%	27%	29%	24%	28%	44%	29%	40%	22%	29%	38%	34%	20%

Q20. All things considered, how satisfied are you with the service provided by Washington State Ferries during the Summer period?

Rider Satisfaction with WSF (Cont'd)



Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	2,248	600	209	65	373	183	76	12	85	380	212	22	29
Total Satisfied	67%	72%	70%	66%	69%	70%	76%	47%	73%	58%	59%	58%	86%
Extremely Satisfied	34%	38%	29%	18%	40%	32%	33%	19%	54%	29%	22%	6%	53%
Somewhat Satisfied	34%	34%	41%	48%	29%	38%	43%	28%	19%	29%	37%	51%	32%
Neither	9%	9%	9%	17%	8%	9%	10%	1%	5%	13%	7%	6%	3%
Somewhat Dissatisfied	13%	10%	11%	7%	11%	13%	9%	17%	9%	19%	24%	15%	11%
Extremely Dissatisfied	9%	8%	8%	10%	10%	7%	5%	34%	10%	10%	11%	21%	0%
Total Dissatisfied	23%	19%	20%	17%	22%	21%	15%	52%	20%	29%	34%	36%	11%

Q20. All things considered, how satisfied are you with the service provided by Washington State Ferries during the Summer period?

Value of Riding WSF



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,709	727	290	50	457	250	163	18	329	668	1589	79	89
Total Good Value	61%	64%	67%	49%	62%	45%	68%	56%	72%	61%	57%	60%	69%
A Very Good Value	19%	21%	22%	14%	18%	15%	20%	4%	29%	18%	14%	12%	28%
A Good Value	42%	43%	44%	35%	44%	30%	48%	52%	43%	43%	43%	48%	41%
Neither	28%	27%	25%	38%	24%	35%	20%	27%	23%	32%	31%	31%	24%
A poor Value	8%	7%	6%	7%	11%	17%	10%	14%	3%	6%	8%	7%	3%
A Very Poor Value	2%	2%	2%	7%	2%	2%	2%	4%	2%	1%	2%	0%	2%
Total Poor Value	10%	8%	8%	14%	13%	19%	12%	18%	5%	7%	10%	7%	4%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	2,958	673	257	62	359	227	125	19	101	588	482	46	19
Total Good Value	58%	64%	65%	44%	61%	45%	56%	58%	67%	57%	42%	34%	62%
A Very Good Value	17%	19%	21%	12%	18%	14%	19%	0%	27%	14%	11%	2%	29%
A Good Value	41%	45%	44%	32%	43%	31%	37%	58%	40%	43%	31%	32%	33%
Neither	30%	27%	26%	42%	26%	39%	34%	23%	24%	32%	40%	39%	32%
A poor Value	9%	8%	7%	13%	11%	11%	8%	19%	6%	8%	13%	14%	3%
A Very Poor Value	2%	1%	2%	2%	2%	3%	1%	0%	2%	2%	4%	10%	3%
Total Poor Value	11%	9%	8%	14%	13%	15%	10%	19%	8%	11%	17%	24%	7%

Q26. For the Summer period (June 12th through September 17th), do you feel that Washington State Ferries is...?

Value of Riding WSF (Cont'd)



Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	1,683	441	159	54	243	124	60	11	50	300	159	18	13
Total Good Value	53%	57%	52%	29%	54%	43%	61%	63%	74%	50%	45%	51%	94%
A Very Good Value	14%	15%	16%	5%	13%	10%	18%	18%	37%	12%	9%	10%	39%
A Good Value	39%	41%	36%	24%	41%	32%	42%	45%	37%	38%	36%	41%	55%
Neither	35%	32%	37%	39%	30%	43%	26%	28%	20%	41%	42%	25%	6%
A poor Value	10%	9%	7%	30%	11%	12%	10%	9%	3%	8%	9%	21%	0%
A Very Poor Value	2%	2%	3%	2%	3%	3%	3%	0%	3%	1%	4%	3%	0%
Total Poor Value	12%	11%	10%	32%	14%	15%	13%	9%	7%	9%	13%	24%	0%

Q26. For the Summer period (June 12th through September 17th), do you feel that Washington State Ferries is...?

WSF Focus on People vs. Vehicle Mover



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,706	727	290	50	457	250	162	18	329	668	1587	79	89
People-Mover System	22%	10%	10%	38%	25%	25%	30%	19%	23%	29%	34%	40%	21%
Both equally	55%	56%	44%	48%	58%	54%	44%	67%	64%	58%	54%	55%	64%
Vehicle-Mover System	23%	33%	46%	14%	16%	19%	26%	14%	12%	12%	10%	5%	11%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	2,958	673	257	62	359	227	125	19	101	588	482	46	19
People-Mover System	23%	11%	12%	35%	29%	28%	27%	18%	18%	31%	35%	48%	16%
Both equally	56%	61%	45%	55%	56%	57%	48%	32%	64%	57%	53%	41%	58%
Vehicle-Mover System	21%	29%	42%	8%	15%	14%	24%	45%	14%	11%	11%	11%	22%

Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	1,683	441	159	54	243	124	60	11	50	300	159	18	13
People-Mover System	25%	14%	14%	31%	27%	28%	36%	35%	27%	34%	40%	16%	27%
Both equally	50%	51%	38%	53%	55%	50%	41%	27%	56%	52%	46%	72%	34%
Vehicle-Mover System	24%	34%	48%	14%	18%	21%	23%	37%	17%	13%	14%	13%	39%

WSF is currently both a vehicle and people mover. In the future and in order to become a more efficient system, should WSF focus its improvements on becoming primarily a people-mover or a vehicle-mover system?

Distance From Ferry



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,694	723	290	50	457	249	161	18	328	666	1585	78	89
< 1 Mile	7%	9%	9%	9%	5%	7%	11%	19%	2%	3%	6%	10%	2%
1-5 Miles	29%	40%	46%	37%	20%	22%	32%	11%	17%	20%	23%	29%	17%
6-10 Miles	28%	26%	22%	39%	23%	47%	34%	54%	16%	35%	22%	20%	15%
11-20 Miles	17%	13%	11%	11%	24%	17%	12%	11%	17%	25%	17%	29%	17%
20+ Miles	17%	11%	10%	4%	27%	5%	6%	4%	47%	15%	31%	12%	47%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	2,944	673	254	61	256	226	125	19	99	586	481	45	19
< 1 Mile	7%	9%	9%	10%	4%	8%	3%	0%	3%	3%	8%	10%	7%
1-5 Miles	30%	39%	42%	27%	22%	31%	41%	42%	21%	20%	26%	32%	20%
6-10 Miles	29%	25%	26%	39%	23%	40%	38%	49%	15%	36%	30%	41%	10%
11-20 Miles	19%	15%	15%	15%	25%	19%	12%	5%	13%	26%	17%	10%	25%
20+ Miles	16%	12%	8%	10%	27%	2%	6%	5%	48%	15%	18%	7%	38%

Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	1,642	427	153	52	237	124	59	11	50	295	155	18	13
< 1 Mile	5%	7%	9%	6%	6%	8%	0%	1%	4%	2%	5%	5%	0%
1-5 Miles	32%	44%	40%	38%	19%	27%	40%	18%	21%	21%	33%	35%	39%
6-10 Miles	29%	26%	25%	32%	25%	43%	36%	54%	16%	34%	28%	24%	33%
11-20 Miles	18%	11%	16%	20%	21%	22%	14%	18%	17%	27%	16%	26%	28%
20+ Miles	15%	12%	9%	3%	28%	1%	9%	9%	42%	15%	17%	8%	0%

Approximately how many miles do you live from the ferry terminal?

Age



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	3,980	563	236	32	389	169	127	17	309	510	1468	66	94
18-24	1%	1%	1%	6%	0%	1%	2%	--	0%	1%	1%	3%	--
25-34	7%	6%	19%	2%	6%	5%	10%	4%	3%	3%	4%	0%	1%
35-44	11%	12%	19%	7%	10%	13%	15%	--	7%	9%	9%	5%	5%
45-54	17%	18%	22%	18%	15%	20%	27%	19%	13%	13%	13%	19%	14%
55-64	27%	28%	20%	35%	27%	25%	25%	43%	29%	31%	28%	24%	16%
65+	37%	34%	20%	31%	41%	37%	22%	34%	49%	43%	45%	49%	65%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	1,898	448	172	33	229	124	83	13	87	362	298	29	20
18-24	1%	2%	2%	4%	1%	2%	0%	0%	0%	1%	1%	0%	0%
25-34	6%	5%	15%	0%	8%	5%	4%	0%	4%	3%	2%	1%	3%
35-44	12%	13%	21%	9%	10%	12%	13%	9%	9%	10%	12%	10%	6%
45-54	20%	21%	23%	27%	16%	21%	24%	29%	16%	16%	20%	15%	31%
55-64	30%	30%	22%	31%	34%	28%	31%	55%	32%	32%	30%	41%	28%
65+	31%	29%	17%	30%	31%	33%	29%	7%	39%	39%	35%	33%	32%

Age (Cont'd)



Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	732	199	73	19	18	45	29	2	24	131	57	7	8
18-24	2%	4%	3%	5%	0%	0%	0%	0%	0%	3%	0%	0%	0%
25-34	6%	7%	15%	0%	4%	1%	6%	50%	5%	5%	6%	0%	0%
35-44	13%	11%	22%	5%	18%	8%	19%	50%	14%	7%	17%	0%	0%
45-54	22%	24%	21%	32%	23%	20%	22%	0%	18%	21%	16%	21%	31%
55-64	31%	31%	23%	31%	25%	45%	43%	0%	40%	35%	31%	27%	0%
65+	25%	24%	16%	28%	30%	25%	11%	0%	23%	30%	31%	51%	25%

Gender



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,814	737	300	50	473	253	165	20	338	682	1623	79	94
Male	46%	50%	47%	50%	45%	35%	55%	71%	42%	45%	38%	50%	37%
Female	52%	48%	51%	49%	53%	62%	42%	26%	55%	52%	60%	48%	58%

Onboard - 2014	TOTAL
Male	46%
Female	54%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	3,019	653	258	63	370	228	128	19	113	602	486	46	23
Male	53%	59%	48%	51%	50%	53%	53%	72%	50%	51%	48%	36%	71%
Female	46%	41%	50%	48%	50%	46%	43%	28%	45%	46%	51%	61%	29%

Onboard - 2014	TOTAL
Male	51%
Female	49%

Please indicate your gender

Gender (Cont'd)



Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	1,712	447	164	54	248	126	61	11	52	304	159	18	14
Male	52%	55%	52%	47%	54%	50%	54%	63%	54%	53%	37%	49%	49%
Female	48%	45%	48%	53%	46%	50%	46%	37%	46%	47%	63%	51%	51%

Onboard - 2012	TOTAL
Male	47%
Female	53%

Please indicate your gender

Cell Phone Reliance



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,763	730	295	50	461	252	164	20	333	678	1610	79	91
All the time; it's my only phone	31%	32%	49%	29%	31%	28%	38%	35%	30%	20%	24%	14%	22%
All the time; still have a land line	27%	30%	20%	28%	28%	27%	24%	27%	26%	30%	27%	24%	36%
A great deal; it's my primary phone	11%	11%	8%	12%	10%	13%	14%	20%	11%	15%	9%	12%	6%
Some; I use it occasionally	18%	16%	9%	24%	19%	17%	18%	7%	21%	21%	22%	26%	23%
Very little	8%	6%	7%	5%	8%	11%	3%	7%	5%	7%	12%	12%	10%
Do not have a cell phone	2%	1%	2%	3%	1%	2%	1%	4%	4%	2%	3%	7%	3%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	2,977	678	256	62	360	227	127	19	105	593	485	46	19
All the time; it's my only phone	22%	23%	42%	23%	23%	22%	25%	32%	21%	12%	14%	7%	7%
All the time; still have a land line	28%	32%	21%	25%	25%	33%	34%	29%	25%	31%	24%	29%	10%
A great deal; it's my primary phone	12%	12%	10%	15%	13%	11%	19%	28%	11%	13%	10%	7%	32%
Some; I use it occasionally	22%	20%	15%	24%	23%	21%	15%	11%	21%	26%	28%	25%	29%
Very little	9%	7%	7%	8%	9%	7%	3%	0%	8%	10%	15%	21%	13%
Do not have a cell phone	3%	2%	1%	3%	3%	2%	1%	0%	3%	3%	6%	4%	3%

How much do you rely on your cell phone? Would you say you rely on your cell phone...?

Cell Phone Reliance (Cont'd)



Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	1,659	430	153	52	242	125	60	11	51	299	158	18	13
All the time; it's my only phone	11%	11%	8%	21%	7%	10%	11%	1%	12%	11%	20%	18%	0%
All the time; still have a land line	25%	22%	20%	25%	24%	26%	17%	18%	30%	27%	35%	18%	19%
A great deal; it's my primary phone	11%	12%	9%	15%	12%	11%	20%	18%	6%	12%	8%	10%	0%
Some; I use it occasionally	27%	32%	22%	16%	26%	31%	28%	9%	22%	32%	24%	32%	0%
Very little	17%	17%	33%	19%	20%	18%	23%	45%	15%	12%	5%	0%	21%
Do not have a cell phone	4%	3%	2%	0%	6%	2%	1%	9%	6%	2%	5%	19%	60%

How much do you rely on your cell phone? Would you say you rely on your cell phone...?

Employment Status



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,762	730	295	50	461	252	164	20	333	678	1610	79	90
Employed full-time	49%	55%	64%	39%	46%	49%	60%	69%	31%	41%	38%	38%	29%
Retired	29%	23%	15%	34%	35%	25%	20%	24%	51%	36%	37%	38%	53%
Employed part-time	10%	11%	8%	20%	9%	13%	7%	4%	9%	12%	10%	17%	11%
Homemaker	2%	2%	1%	--	2%	4%	3%	--	1%	3%	3%	0%	--
Student/employed	1%	2%	2%	--	1%	1%	--	--	0%	0%	1%	--	1%
Student/not employed	1%	1%	2%	4%	0%	--	0%	0%	1%	0%	0%	2%	--
Not employed	2%	2%	3%	--	2%	1%	3%	--	2%	2%	2%	--	2%
Other/Military	0%	0%	1%	--	0%	--	1%	--	0%	--	0%	--	--

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	2,975	678	256	61	360	227	127	19	105	593	485	45	19
Employed full-time	53%	57%	72%	55%	49%	59%	66%	77%	38%	44%	39%	43%	64%
Retired	24%	20%	13%	30%	27%	22%	17%	9%	30%	29%	31%	25%	20%
Employed part-time	12%	11%	6%	5%	14%	10%	6%	9%	10%	15%	16%	22%	7%
Homemaker	2%	3%	1%	3%	3%	1%	2%	0%	2%	2%	2%	0%	0%
Student/employed	1%	0%	2%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Student/not employed	1%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Not employed	2%	2%	2%	2%	3%	2%	3%	0%	7%	2%	2%	0%	0%
Other/Military	5%	4%	3%	5%	4%	5%	5%	5%	12%	7%	8%	10%	10%

What is your current employment status?

Employment Status (Cont'd)



Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	1,659	430	153	52	242	125	60	11	51	299	158	18	13
Employed full-time	55%	63%	78%	58%	54%	62%	79%	72%	35%	43%	37%	31%	19%
Retired	22%	16%	8%	29%	27%	17%	16%	10%	33%	31%	27%	23%	12%
Employed part-time	12%	10%	5%	5%	11%	10%	2%	9%	15%	15%	23%	27%	15%
Homemaker	2%	2%	0%	2%	1%	5%	2%	0%	1%	2%	4%	0%	0%
Student/employed	1%	1%	0%	0%	0%	1%	0%	9%	1%	1%	0%	0%	0%
Student/not employed	1%	1%	1%	0%	1%	0%	0%	0%	0%	<1%	2%	0%	0%
Not employed	2%	2%	0%	2%	3%	1%	1%	0%	3%	1%	2%	0%	0%

What is your current employment status?

Annual Household Income



Summer - 2016	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	4,694	724	290	50	457	249	161	18	328	667	1584	78	88
Under \$15,000	1%	1%	3%	--	2%	2%	--	4%	1%	1%	1%	2%	2%
\$15,000-\$24,999	2%	1%	2%	2%	2%	3%	2%	--	4%	2%	4%	5%	4%
\$25,000-\$34,999	3%	1%	4%	5%	3%	4%	4%	--	6%	5%	4%	10%	2%
\$35,000-\$49,999	6%	5%	5%	6%	8%	5%	3%	4%	8%	5%	5%	7%	3%
\$50,000-\$74,999	14%	10%	20%	26%	14%	10%	16%	8%	20%	13%	11%	12%	11%
\$75,000-\$99,999	14%	14%	15%	27%	13%	12%	15%	30%	14%	15%	12%	17%	13%
\$100,000-\$149,999	19%	25%	22%	14%	18%	20%	21%	8%	14%	14%	14%	10%	16%
\$150,000 or more	14%	19%	9%	6%	14%	13%	16%	4%	5%	15%	14%	10%	21%
Refused	27%	25%	20%	15%	26%	30%	23%	43%	28%	30%	35%	27%	28%

Summer - 2014	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents	2,950	673	256	61	358	226	125	19	99	587	481	46	19
Under \$15,000	1%	1%	3%	2%	2%	0%	1%	0%	2%	1%	1%	7%	3%
\$15,000-\$24,999	2%	1%	1%	0%	3%	0%	0%	0%	2%	2%	5%	3%	3%
\$25,000-\$34,999	4%	2%	4%	5%	3%	4%	6%	5%	9%	4%	6%	7%	0%
\$35,000-\$49,999	7%	6%	7%	5%	8%	6%	10%	6%	3%	7%	9%	14%	29%
\$50,000-\$74,999	14%	10%	16%	30%	14%	12%	14%	11%	22%	15%	16%	11%	3%
\$75,000-\$99,999	14%	13%	17%	12%	15%	11%	13%	11%	13%	15%	13%	14%	0%
\$100,000-\$149,999	17%	21%	23%	13%	19%	20%	26%	26%	8%	12%	9%	14%	7%
\$150,000 or more	16%	22%	12%	6%	14%	19%	15%	15%	8%	15%	14%	7%	16%
Refused	25%	24%	17%	27%	22%	27%	13%	26%	33%	29%	27%	21%	38%

Annual Household Income (Cont'd)



Summer - 2012	TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	COU/ PTT	MUK/ CLI	ANA/ SJI	INTER SJI	ANA/ BC
Respondents													
Under \$15,000	1%	2%	2%	0%	<1%	1%	2%	0%	1%	2%	<1%	3%	0%
\$15,000-\$24,999	2%	1%	1%	6%	2%	3%	0%	0%	8%	3%	2%	21%	0%
\$25,000-\$34,999	4%	4%	5%	5%	3%	4%	2%	18%	8%	3%	6%	5%	12%
\$35,000-\$49,999	7%	5%	4%	13%	6%	7%	4%	18%	17%	7%	12%	5%	0%
\$50,000-\$74,999	14%	11%	15%	21%	15%	10%	17%	0%	14%	17%	17%	13%	0%
\$75,000-\$99,999	16%	12%	19%	13%	19%	13%	16%	54%	13%	17%	18%	20%	27%
\$100,000-\$149,999	19%	21%	21%	25%	19%	22%	32%	0%	17%	15%	11%	7%	15%
\$150,000 or more	15%	23%	15%	6%	13%	18%	10%	0%	7%	12%	12%	3%	12%

Which of the following best describes your total annual household income before taxes?



Weighting Methodology

Weighting Methodology - Panel



- In order to make the survey results proportionate to the ferry ridership universe as a whole, it was necessary to weight the data by route and boarding method based on their last trip taken. The weighting scheme used is displayed below. *Note, due to differing programming, the weighting method was slightly different for 2014.*
**Notes heavily weighted with high margin of error*

Panel:	Vehicle Driver	Vehicle Passenger	Foot Passenger
Seattle/Bainbridge	1.179	4.454	1.629
Seattle/Bremerton	1.337	3.849	1.812
Point Defiance/Tahlequah*	2.151	5.000	5.000
Edmonds/Kingston	1.286	3.099	1.545
Fauntleroy/Vashon	1.000	4.790	1.242
Fauntleroy/Southworth	0.824	2.233	0.735
Southworth/Vashon*	1.242	1.693	4.562
Coupeville/Pt. Townsend	0.351	1.272	1.037
Mukilteo/Clinton	0.833	2.372	0.999
Anacortes/San Juan Islands	0.150	0.645	1.017
San Juan Interisland*	0.500	0.005	0.002
Anacortes/ Sidney B.C.	0.252	0.607	3.240

Weighting Methodology - Onboard



Onboard:	Vehicle Driver
Seattle/Bainbridge	1.903
Seattle/Bremerton	1.170
Point Defiance/Tahlequah	0.805
Edmonds/Kingston	1.149
Fauntleroy/Vashon	2.426
Fauntleroy/Southworth	0.452
Southworth/Vashon	2.525
Coupeville/Pt. Townsend	0.293
Mukilteo/Clinton	1.268
Anacortes/San Juan Islands/Interisland	0.515
Anacortes/ Sidney B.C.	2.470