



Ferry Riders Opinion Group
WSF Reservation Survey
July 2015

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:

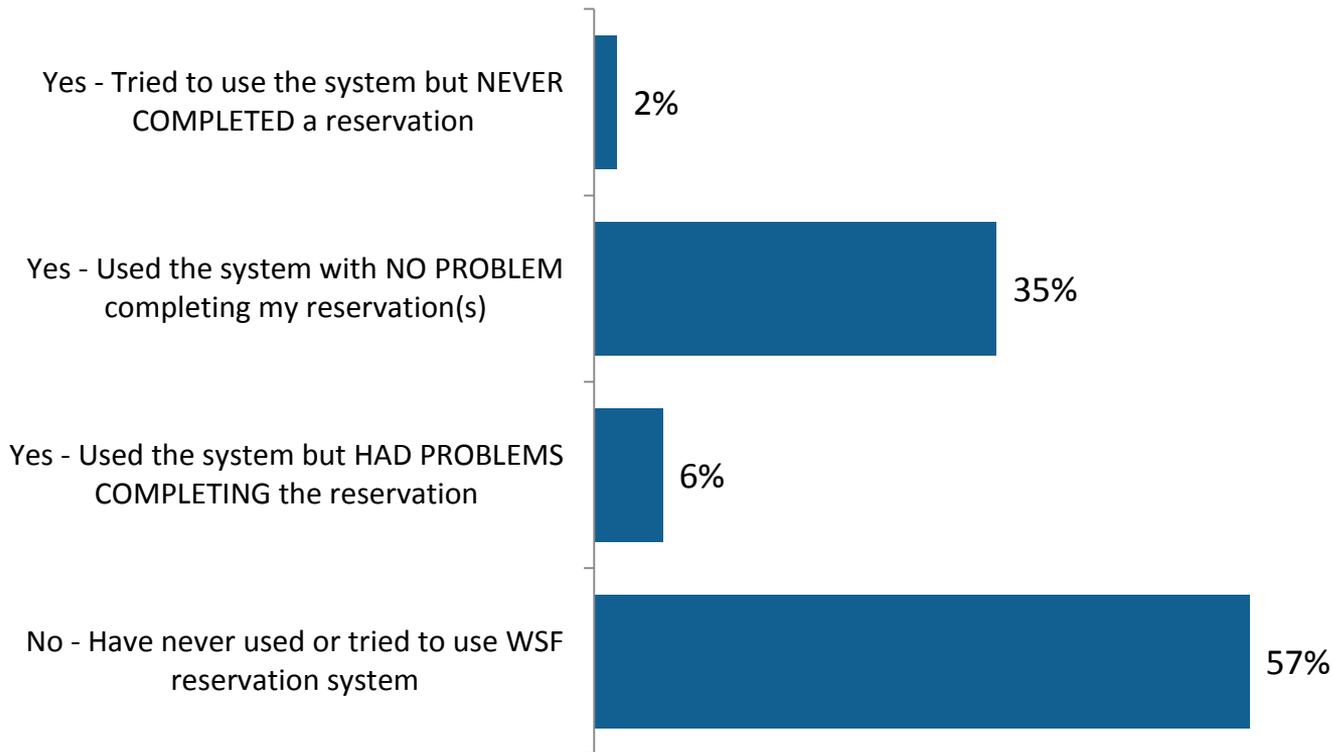
Sample	Graph Name	Definition
4,201	Total	Total number of completed surveys system-wide
1,592	SJC Riders	Riders that used the San Juan County / Inter-Island routes last
51	BC Riders	Riders that used the Sidney BC route last
189	PT Riders	Riders that used the Port Townsend – Coupeville route last
1,165	Full Time SJC	Full time SJ Islands residents that used San Juan County routes last
607	SJ Island	Permanent residents of San Juan Island
347	Orcas Island	Permanent residents of Orcas Island
248	Lopez/Decatur Is.	Permanent residents of Lopez and Decatur Islands
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

Ever Used/Tried WSF Reservations - **Systemwide**



Forty three percent (43%) of respondents have used or tried to use the WSF reservation system. Approximately 81% of the 43% who used the reservation system had no problems completing their reservation. 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)



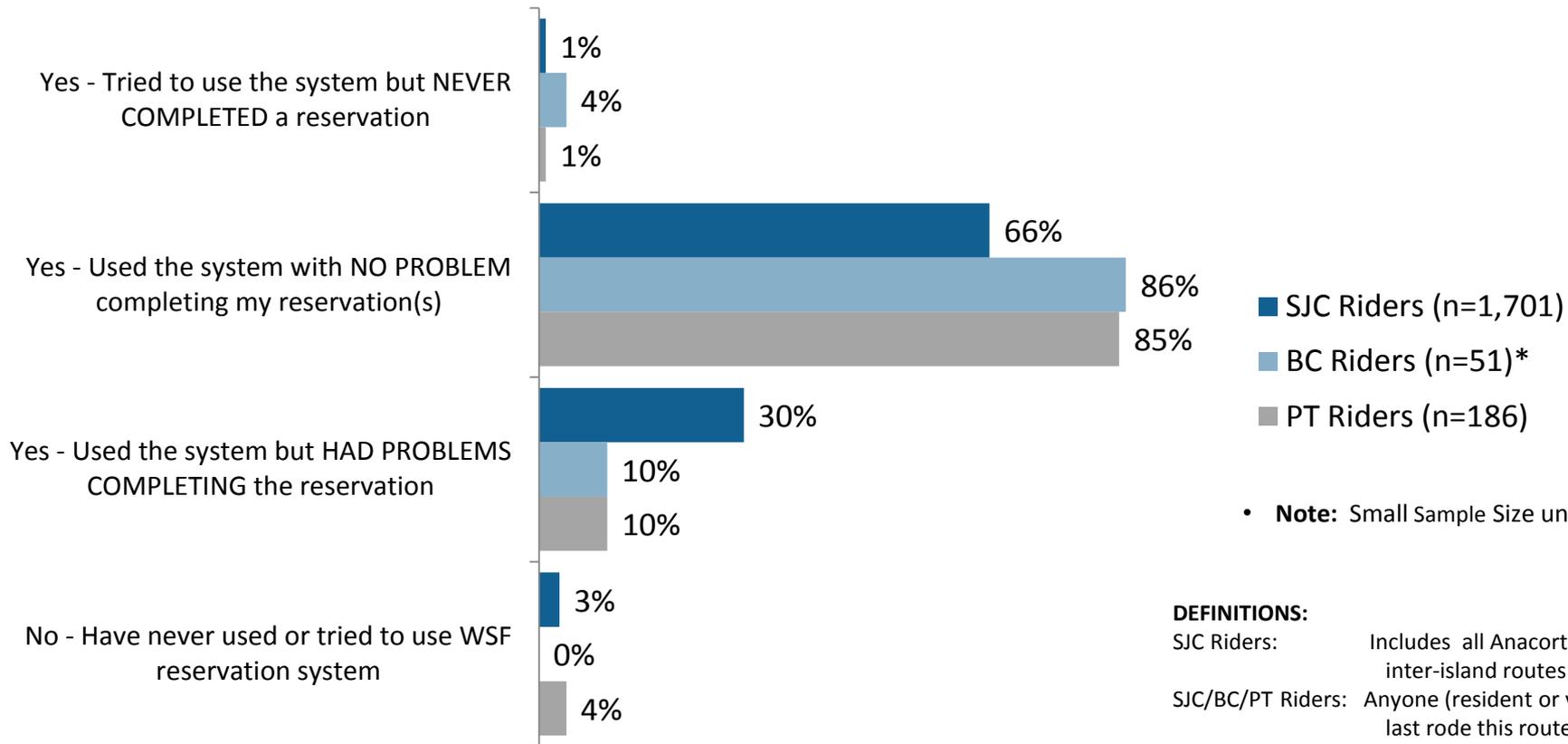
Q.4 Have you ever used or tried to use WSF reservation system?

Ever Used/Tried WSF Reservations – Reservation Routes



The highest concentration of those having problems completing their reservation are riders in San Juan County (31%).

WSF Reservation System Usage by Route



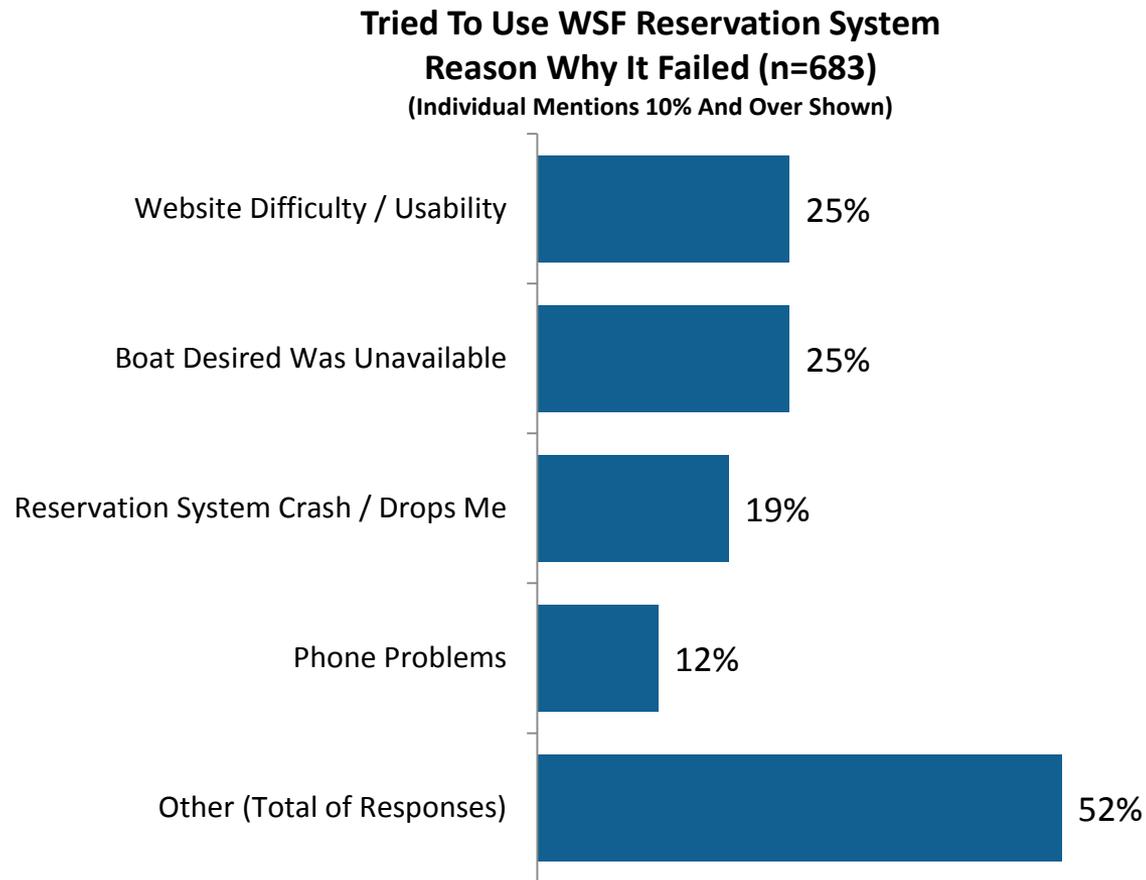
• **Note:** Small Sample Size under 100

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

Usage Failure Reasons – Systemwide



Of the 14% of 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%).



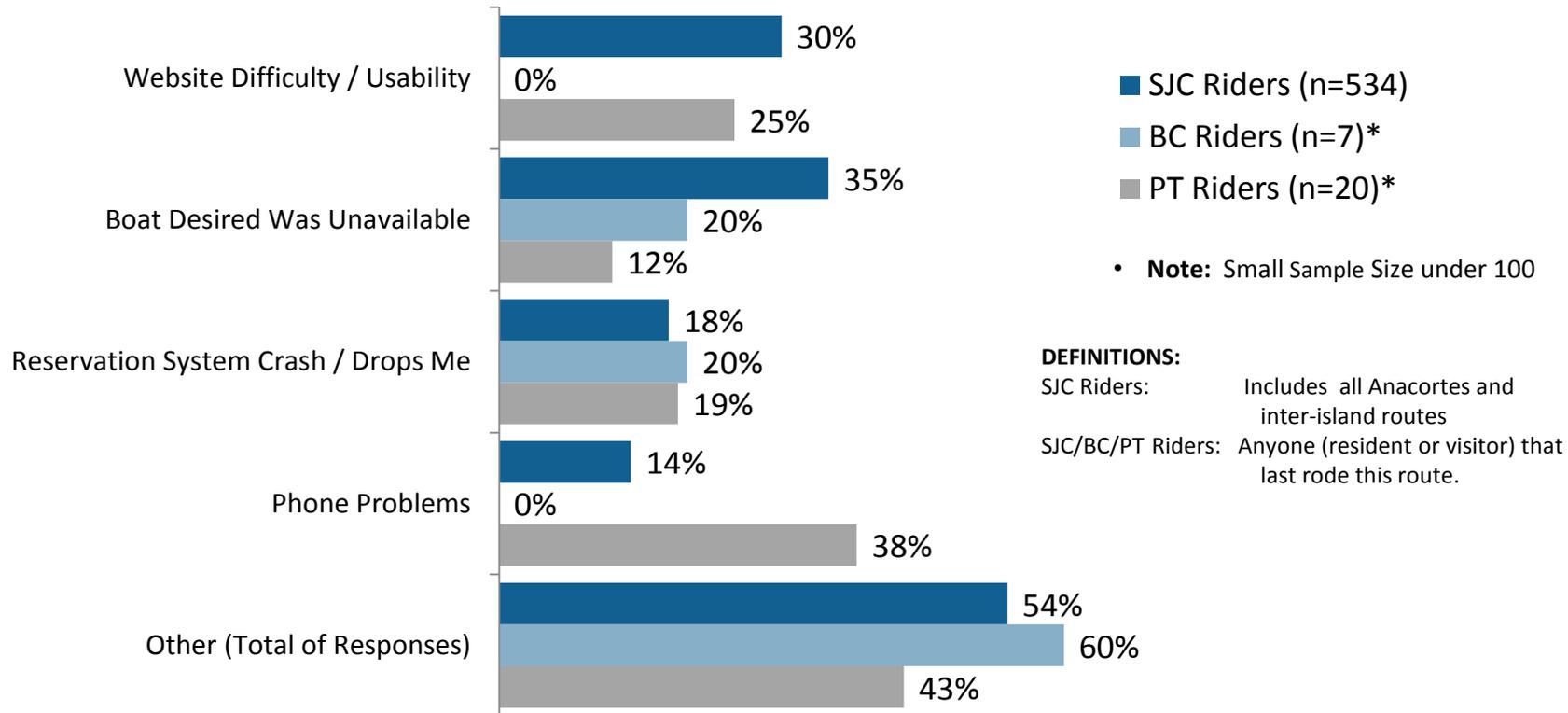
Q.4 b Why were you unable to complete your reservation?

Usage Failure Reasons – Reservation Routes



Of the riders who last rode any of the San Juan County 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**
(Individual Mentions 10% And Over Shown)



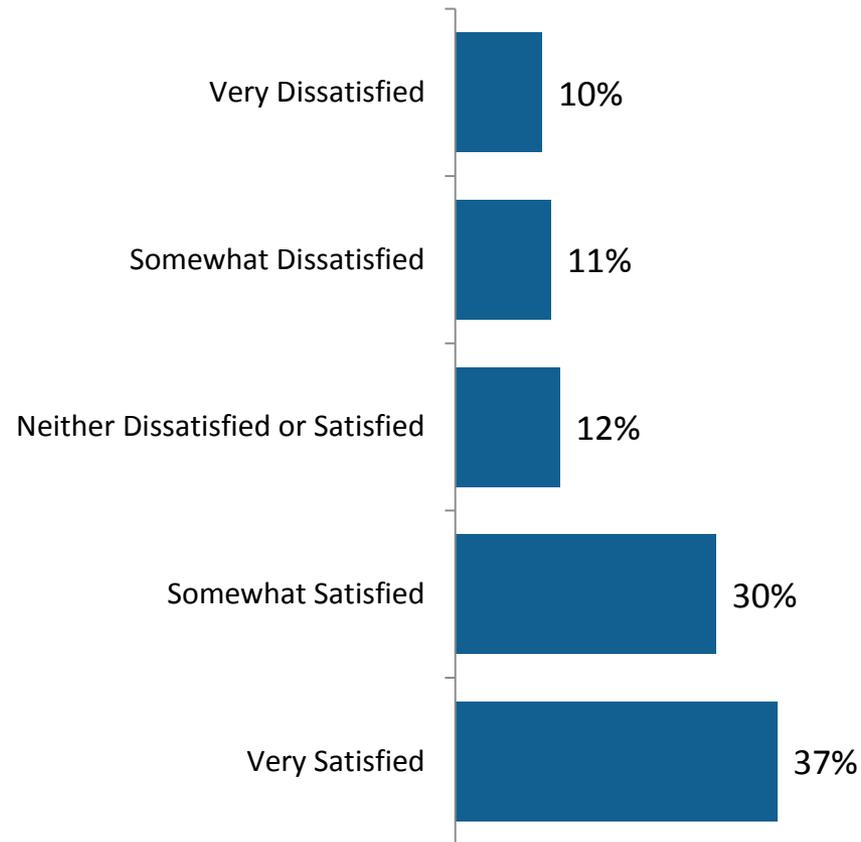
Q.4 b Why were you unable to complete your reservation?

Rating Of The Reservation System – Systemwide



43% of the sample 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)



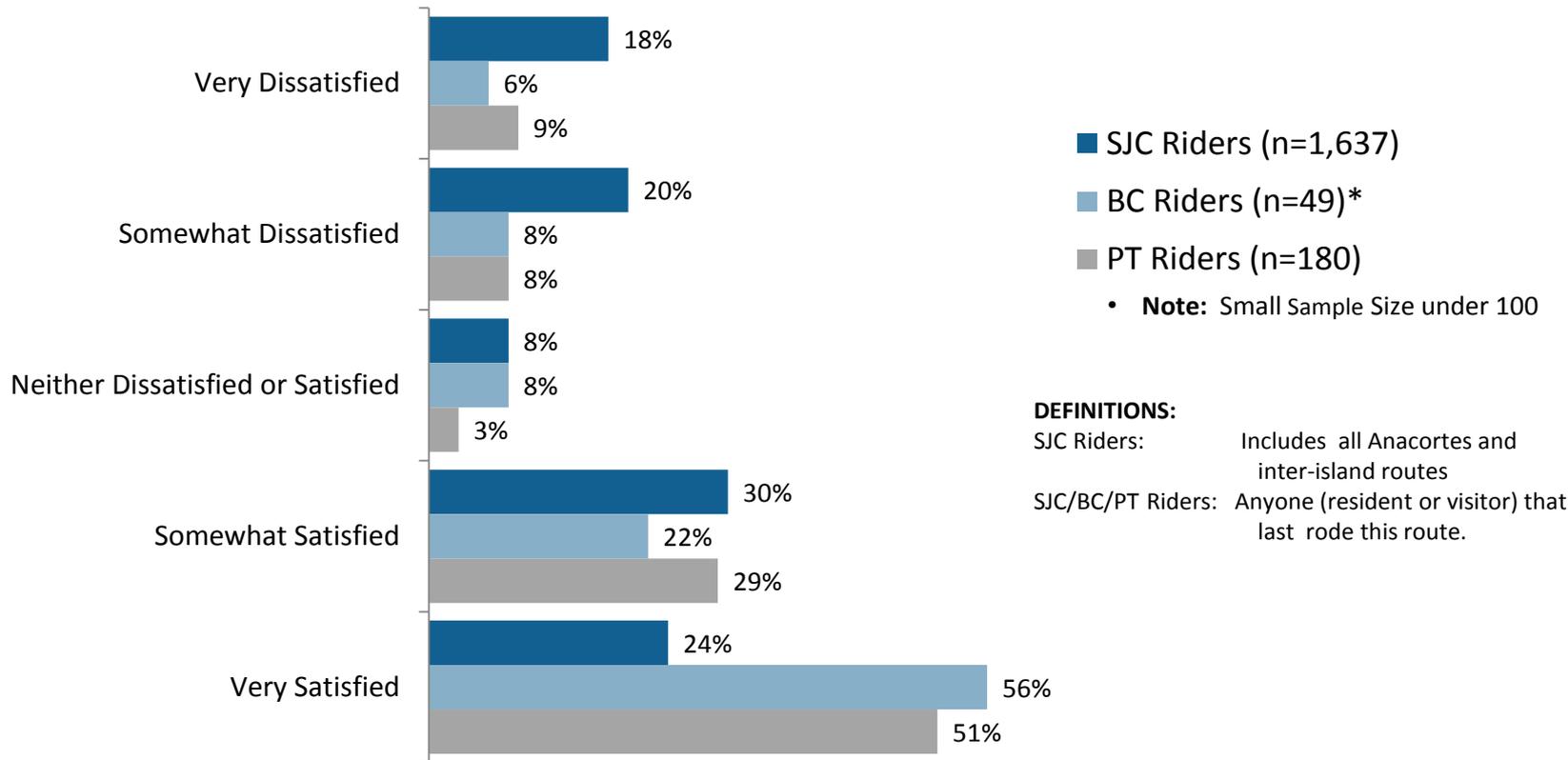
Q.5 Overall, based on your experience, how would you rate the reservation system?

Rating Of The Reservation System – Reservation Routes



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 Island routes (54%).

WSF Reservation System Rating by Route

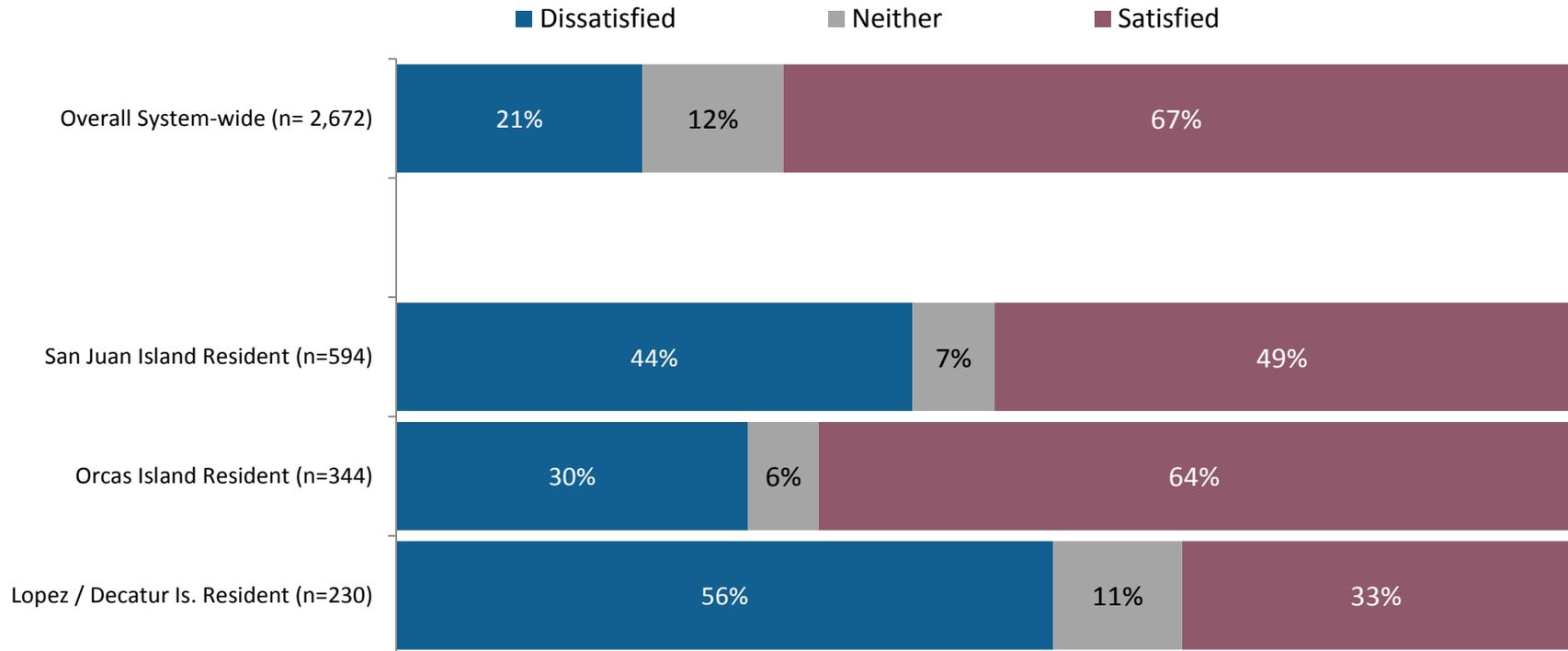


Q.5 Overall, based on your experience, how would you rate the reservation system?

Satisfaction – Systemwide & Island Residents



System-wide . 21% who have used the reservation system are dissatisfied with it. Residents of Lopez/Decatur Island (56%) are the most dissatisfied followed by San Juan Island residents (44%).



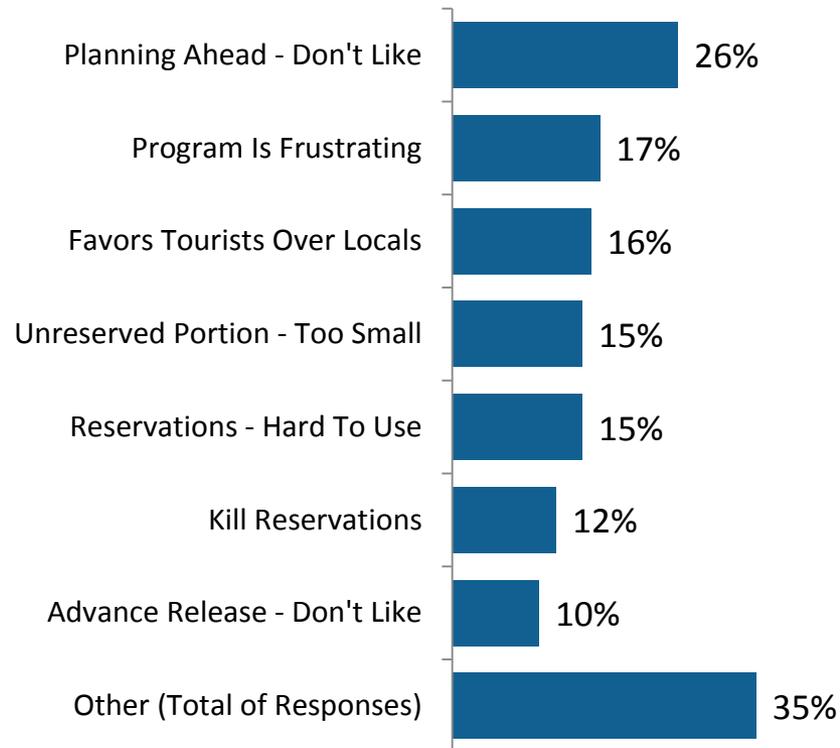
Q2. What was the most recent WSF route you took? AND Q.5 Overall, based on your experience, how would you rate the reservation system?

Reason for Dissatisfaction – Systemwide



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)
(Individual Mentions 10% And Over Shown)



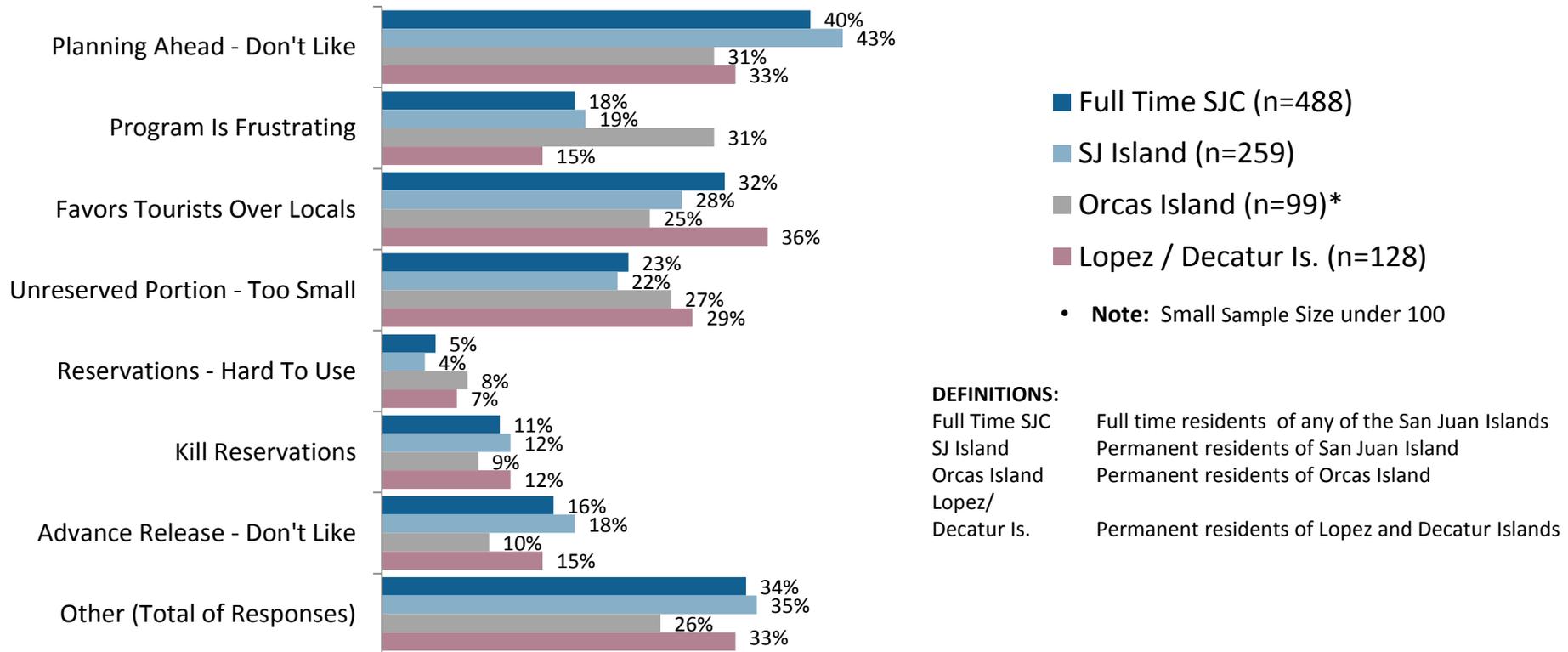
Q.6a Based on your experience, what specific parts of the reservation system are you dissatisfied with?

Reason for Dissatisfaction – Island Residents



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
 (Individual Mentions 10% And Over Shown)



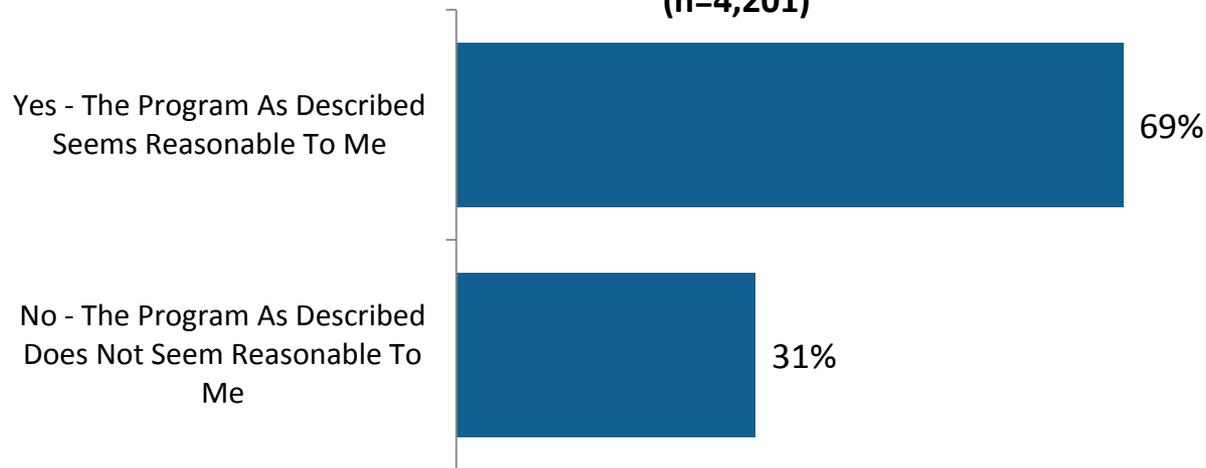
Q.6a Based on your experience, what specific parts of the reservation system are you dissatisfied with?

Reservation Reasonableness – Systemwide



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

**Based On Description of WSF Reservation Program
(n=4,201)**



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:

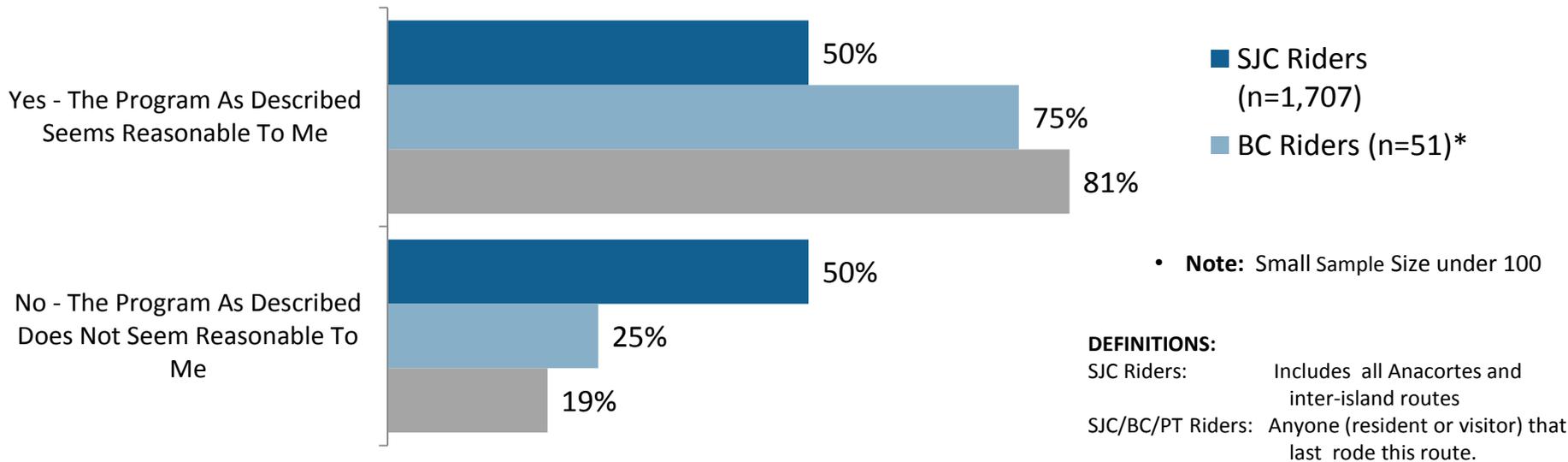
Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two 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 San Juan County (50%).



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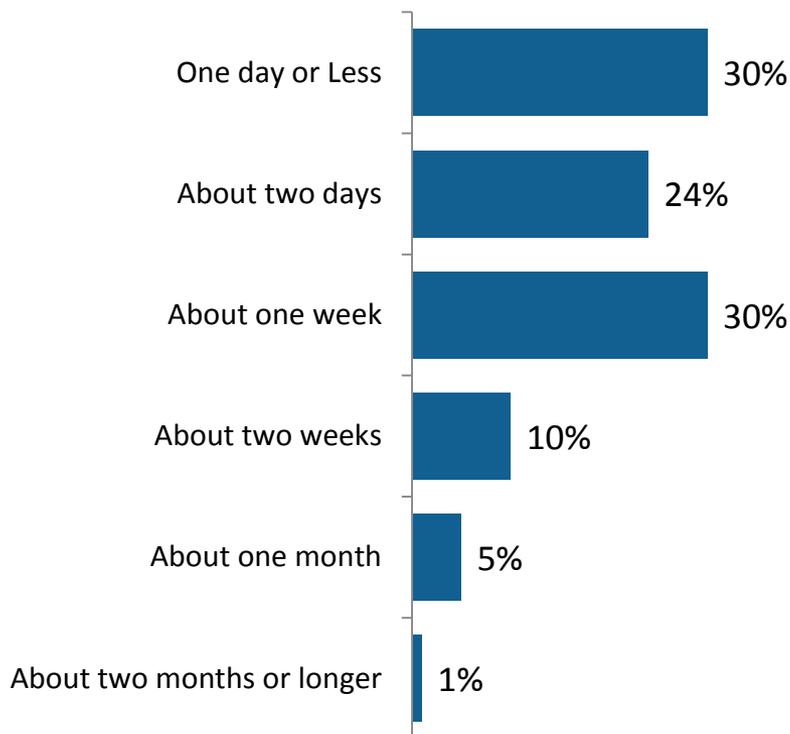
Based upon the above, does the WSF reservation program seem reasonable to you?

Advanced Travel Notice - Port Townsend-Coupeville



The 54% of 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)



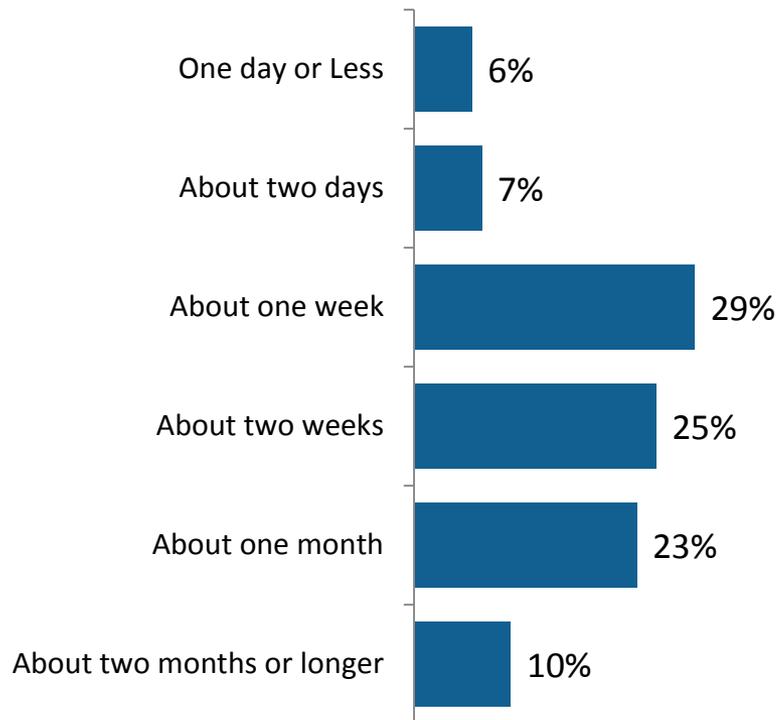
Q.9a Which statement below best describes your typical lead time before you need to take the:

Advanced Travel Notice - **Anacortes-Sidney BC**



The 18% of 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)



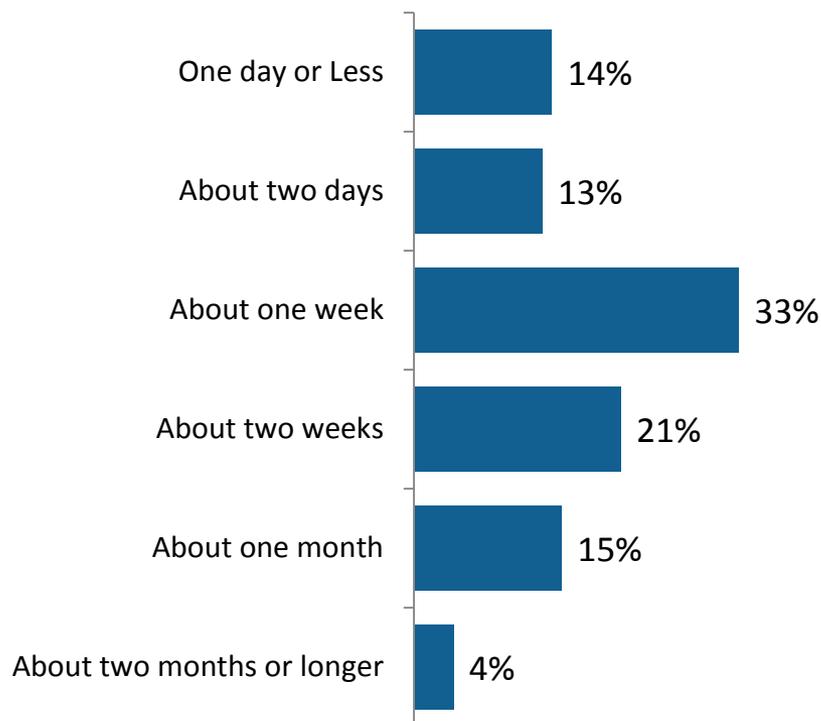
Q.9b Which statement below best describes your typical lead time before you need to take the:

Advanced Travel Notice - **Anacortes-San Juan Islands**



The 49% of 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)



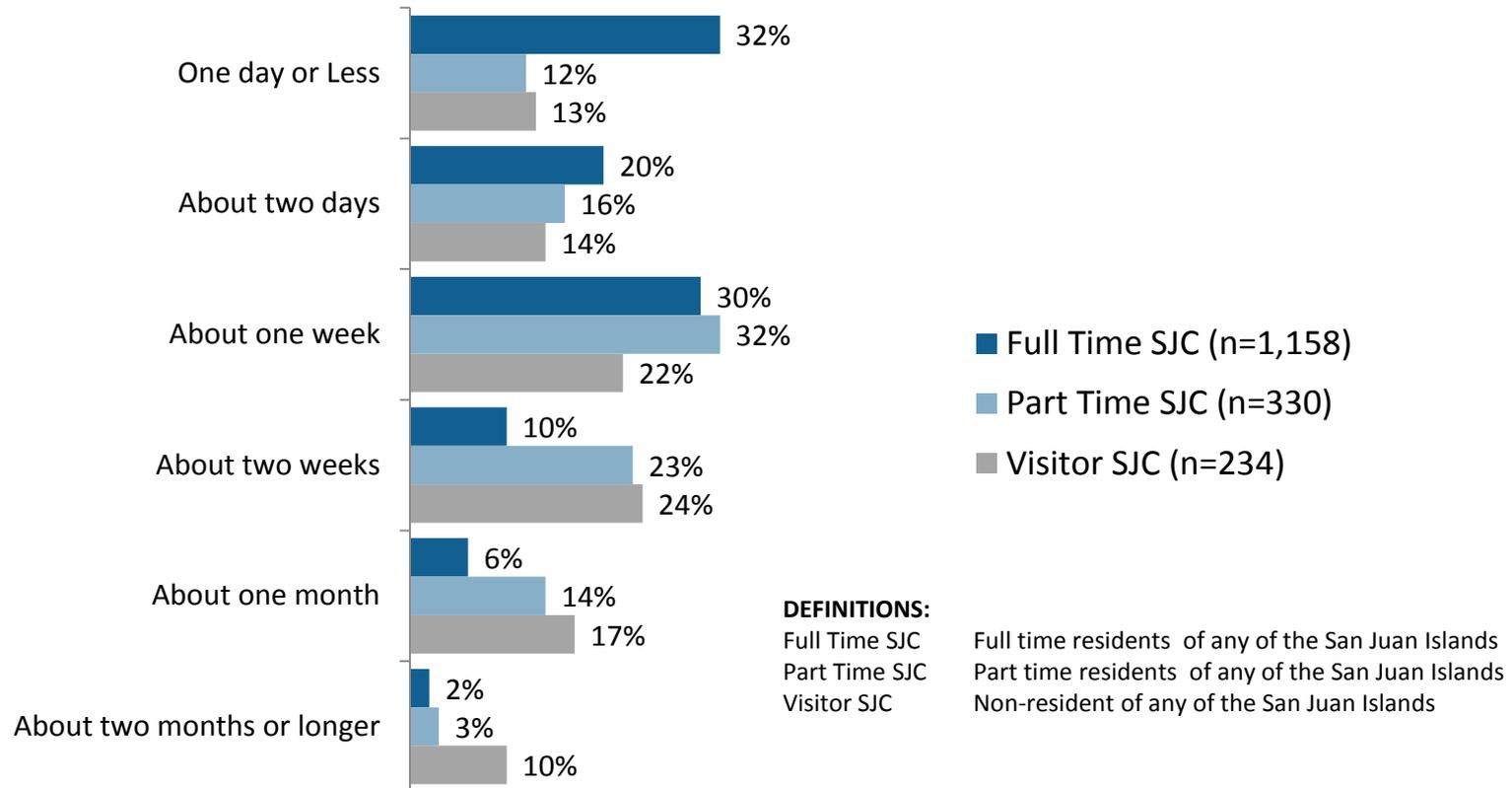
Q.9c Which statement below best describes your typical lead time before you need to take the:

Advanced Travel Notice – San Juan Residents



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:



THANK YOU!

For More Information Contact:

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