

<b>Start (2901 responses)</b>	<b>Count</b>	<b>Percent</b>
<i>Customer experience and onboard, including:</i>		
Free / better wifi	400	13.8
Pet accommodation	252	8.7
Improved food / entertainment offerings	166	5.7
Children's area / children's entertainment	98	3.4
Improved terminal facilities	72	2.5
Improved booking services	72	2.5
Boarding / disembarking procedures changed	67	2.3
More / better cabin provision	58	2.0
Reserved seating	54	1.9
Improved customer service	32	1.1
Quiet areas onboard	27	0.9
Disabled assistance	13	0.4
Comfortable seating / lounges	21	0.7
	<b>1332</b>	<b>45.9</b>
<i>Sea Services, including:</i>		
Liverpool services: year round	118	4.1
Liverpool services: same-day turnaround	46	1.6
Liverpool services: fast and year round	37	1.3
More frequent / better scheduled services to Liverpool	31	1.1
Liverpool services: fast	9	0.3
	<b>232</b>	<b>8.0</b>
More frequent / better scheduled services to Belfast	75	2.6
More frequent / better scheduled services to Ireland	65	2.2
More frequent / better scheduled services to Heysham	64	2.2
More frequent / better scheduled services to Dublin	56	1.9
More sailings to Larne	7	0.2
	<b>267</b>	<b>9.2</b>
More services generally / faster or new craft	149	5.1
Service to new port	89	3.1
More / better services during TT	36	1.2
Faster sailings generally	12	0.4
	<b>286</b>	<b>9.9</b>
<i>Fares, including:</i>		
Lower fares / more fare offers	207	7.1
Improved pricing structure	66	2.3
Loyalty scheme	128	4.4
Residents' fare discount	117	4.0
	<b>518</b>	<b>17.8</b>
<i>Other</i>	<b>265</b>	<b>9.1</b>

<b>Stop (2368 responses)</b>	<b>Count</b>	<b>Percent</b>
<i>Don't stop anything</i>	<b>476</b>	<b>20.1</b>
<i>Cost of fares, including:</i>		
High prices	256	10.8
High fares during motorsport or other peak times	165	7.0
Inconsistent pricing structure	123	5.2
High prices for passenger vehicles	58	2.4
High commercial and freight rates	32	1.4
	<b>634</b>	<b>26.8</b>
<i>Other costs, including:</i>		
High cost / poor quality of food	151	6.4
Charging for wifi	74	3.1
High cost for pet travel	42	1.8
Charging for reserved seating	22	0.9
	<b>289</b>	<b>12.2</b>
<i>Customer experience and onboard, including:</i>		
Boarding foot passengers first / competition for seating	83	3.5
Current boarding procedures (additional to boarding foot passengers first)	77	3.3
Uncomfortable seating arrangements	73	3.1
Inconvenient booking services	54	2.3
Tannoy announcements and similar noise	35	1.5
Allowing children in liquor service / gambling areas onboard	23	1.0
Staff issues	22	0.9
Poor terminal facilities	21	0.9
Allowing smoking onboard	19	0.8
Serving alcohol onboard	19	0.8
Inadequate pet accommodation	17	0.7
Restricting alcohol service at sea	11	0.5
Lack of disabled access	6	0.3
Lack of quiet area / sleeping area onboard	5	0.2
	<b>465</b>	<b>19.6</b>
<i>Sea Services, including:</i>		
Inconveniently scheduled departure and arrival times	89	3.8
Serving a current port	77	3.3
Cancellations / low reliability of sailings	42	1.8
Use of fast craft	42	1.8
Slow journeys	29	1.2
Current vessels (ie. purchase new boats or refurbish current boats)	25	1.1
Reduced services in winter	20	0.8
	<b>324</b>	<b>13.7</b>
<i>Other</i>	<b>180</b>	<b>7.6</b>

<b>Continue (1915 responses)</b>	<b>Count</b>	<b>Percent</b>
<i>Customer experience and onboard, including:</i>		
Reserved lounges / cabins	158	8.3
Onboard cinema / entertainment	145	7.6
Accommodation for pets	109	5.7
Positive comment: everything is good etc.	88	4.6
Good customer service / good staff	88	4.6
Good food / drink options onboard	87	4.5
Reserved seating generally	40	2.1
Online booking / ability to change booking	24	1.3
Disabled assistance	21	1.1
Onboard shops	14	0.7
Land connections / terminal siting	14	0.7
Executive club	9	0.5
	<b>797</b>	<b>41.6</b>
<i>Sea Services, including:</i>		
Current services generally	155	8.1
Day trip turnarounds and/or year round services to Liverpool	94	4.9
Fast sailings generally	91	4.8
Current services to Heysham	79	4.1
Fast sailings to Liverpool	76	4.0
Current services to Ireland	64	3.3
Daily sailings generally	26	1.4
Current services to Liverpool	25	1.3
Early or overnight scheduling	12	0.6
	<b>622</b>	<b>32.5</b>
Other	281	14.7
Nothing	163	8.5
Negative comment	29	1.5
General improvement	23	1.2
	<b>496</b>	<b>25.9</b>

<b>Enhance (2832 responses)</b>	<b>Count</b>	<b>Percent</b>
<i>Customer experience and onboard, including:</i>		
Food price / quality	340	12.0
Wifi	319	11.3
Pet accommodation	277	9.8
Comfortable seating / lounges	156	5.5
Terminal facilities	113	4.0
Children's entertainment and family areas	110	3.9
Reserved seating / quiet lounges	106	3.7
Entertainment	80	2.8
Boarding procedures / priority boarding	68	2.4
Website / booking services	56	2.0
Disabled assistance	43	1.5
	<b>1668</b>	<b>58.9</b>
<i>Sea Services, including:</i>		
Faster journeys generally	101	3.6
More Ireland services	88	3.1
More sailings generally and/or new ships	82	2.9
More Liverpool services	62	2.2
Belfast schedule / frequency	36	1.3
Heysham speed	33	1.2
Dublin schedule / frequency	32	1.1
Scheduling of services generally	32	1.1
Services during TT and other peak times	32	1.1
Liverpool speed	20	0.7
Liverpool scheduling	18	0.6
More Heysham services	14	0.5
Heysham scheduling	10	0.4
Expand services to new ports	8	0.3
	<b>568</b>	<b>20.1</b>
<i>Cost of fares, including:</i>		
Lower fares	152	5.4
Special offers / packages	56	2.0
	<b>208</b>	<b>7.4</b>
Other	<b>261</b>	<b>9.2</b>
Nothing	<b>127</b>	<b>4.5</b>