DataSF Data Dictionary for 2011 SFO Customer Survey Report
Elements of the data dictionary as shown below describe San Francisco International Airport (SFO) customer survey data, available for download through DataSF. It is important that all users read and understand this document prior to downloading data. The data was collected via customer interviews held at all airport terminals and boarding areas from 11 May through 26 May, 2011. Surveying is done each year, with new data posted annually. On behalf of the Airport, Corey, Canapary & Galanis conducted the interviews using a stratified random sample of flights selected by Airport staff. Interviews were conducted between 0400 and 0030 during the survey period. The questionnaires were available in English, Japanese, Chinese, and Spanish. Please contact Christopher Birch (christopher.birch@flysfo.com) for any questions regarding this data. Date created: December 15, 2011 Date modified: N/A

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Attribute Fields				
RUNID	The Run ID# (see schedule) showing when/where survey was administered/distributed.	Numeric	1-1,909.00	May not be statistically relevant
RESPNUM	Respondent Number (Automatically generated upon data entry)	Numeric	1-4445	May not be statistically relevant
CCGID	CCG ID Number (Generated upon drop-off)	Numeric	1-3320B	May not be statistically relevant
LATECODE	On-Time status of surveyed flight	Numeric	1,2,3,4,5,6	1=As of end of surveying, flight was on time 2=As of end of surveying, flight was slightly late (15 min. or less), or flight was announced as a possible delay, but none materialized 3=As of end of surveying, flight was 16-45 minutes late 4=As of end of surveying, flight was 46-90 minutes late 5=As of end of surveying, flight was 91 minutes late or canceled

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				6=Pre-security – not applicable
DESTMARK	Market size of the destination airport.	Numeric	1,2,3,4,5	1=Small – Fewer than 20,000 passengers/day (on average) 2=Medium – More than 20,000 passengers/day but fewer than 70,000 passengers/day 3=Large – More than 70,000 passengers/day but fewer than 100,000 passengers/day 4=Hub – 100,000 passengers/day or more 5=Pre-Security Screening – No destination
DESTGEO	Assigned code providing area of the world flight is destined for	Numeric	1,2,3,4,5,6, 7,8,9,10	1=United States – West (AK, HI, western and most of mountain time zone) 2=United States – East (Most of eastern time zone) 3=United States – Midwest (MI, IN, OH, WV, and Central time zone) 4=Other North America (Canada and Mexico) 5=Central/South America 6=Europe 7=Middle East 8=Asia 9=Australia/New Zealand 10=Pre-security (NA)
TERM	The Airport terminal that the flights was scheduled to depart from	Numeric	1,2,3,4	1=Terminal 1 2=Terminal 2 3=Terminal 3 4=International Terminal
STRATA	Time of day respondent's flight was scheduled to leave	Numeric	0,1,2,3	1=AM (Leaving before 11 am) 2=MID (Leaving from 11 am to 5 pm) 3=PM (Leaving after 5 pm) 0=Unknown

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
ATYPE	Airline type (based on Sampling Plan)	Numeric	1,2,3	1=Major carriers 2=Small/International carriers 3=Pre-security
AIRLINE	The airline company the customer was scheduled to fly.		1,2,3,4,5,6, 7,8,9,10,11, 12,13,14,15, 16,17,18,19, 20,21,22,23, 24,25,26,27, 28,29,30,31, 32,33,34,35, 36,37,38,39, 40,41,42 -	2=Air Canada 3=Air New Zealand 4=AirBerlin 5=AirTran 6=Alaska 7=All Nippon (ANA) 8=American 9=British Airways 10=Cathay Pacific 11=Continental 12=Delta 13=Emirates 14=Frontier 15=Hawaiian 16=jetBlue 17=KLM 18=LAN 19=Lufthansa 23=Singapore Airlines 25=Southwest 26=Sun Country 27=TACA 28=United 29=US Airways 30=Virgin America 31=Westjet 35=Air China 36=EVA Air 38=Air France 39=Asiana Airlines

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				40=Japan Airlines 41=Korean Airlines 42=Swiss International
DEST	Destination of flight. In most cases, this is the city name only. In instances where more than one common airport exists in a city (e.g. Chicago, New York), the airport is specified (e.g. CHICAGO-O″HARE).	Text		
GATE	Gate Number (corresponding to Terminal and Boarding Area as follows)	Numeric	1,2,3,4,5,6, 7,8,9,10,11, 12,20,21,22, 23,24,25,26, 27,28,29,30, 31,32,33,34, 35,36,40,41, 42,43,44,45, 46,47,48,50, 51,52,53,54, 55,56,57,58, 59,60,61,62, 63,64,65,66, 67,68,69,70, 71,72,73,74, 75,76,77,78, 79,80,81,82, 83,84,85,86, 87,88,89,90, 91,92,93,94, 95,96,97,98, 99,100,101, 102	1-12=Boarding Area A, International Terminal 20-36=Boarding Area B, Terminal 1 40-48=Boarding Area C, Terminal 1 50-59=Boarding Area D, Terminal 2 60-67=Boarding Area E, Terminal 3 – CLOSED FOR THIS SURVEY 68-90=Boarding Area F, Terminal 3 91-102=Boarding Area G, International Terminal

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
INTDATE	Date of survey	Numeric	1,2,3,4,5,6, 7,8,9,10,11, 12,13,14,15, 16,17,18,19, 20	1=Tuesday, May 10th 2=Wednesday, May 11th 3=Thursday, May 12th 4=Friday, May 13th 5=Saturday, May 14th 6=Sunday, May 15th 7=Monday, May 16th 8=Tuesday, May 17th 9=Wednesday, May 18th 10=Thursday, May 19th 11=Friday, May 20th 12=Saturday, May 21st 13=Sunday, May 22nd 14=Monday, May 23rd 15=Tuesday, May 24th 16=Wednesday, May 25th 17=Thursday, May 26th 18=Friday, May 27th 19=Other (specify) 20=Unknown
Q1	About what time did you arrive at SFO today? Answered in 00:00:00 (12-hour) format.	Numeric		Ex: 111000=11:10am
Q1A	Time	Numeric	1,2,3	1=AM 2=PM 3=Unknown
Q1MIL	Time arrived at the airport converted to 24-hour (military) format.	Numeric	1,2,3,4 5	Ex: 11:10am=111000
DEPTIME	Departure time of scheduled flight.	Numeric		Ex: 12:10pm

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
PASSTIME	Amount of time from passenger arrival at SFO to flight departure (in HH:MM format).	Numeric		Ex: 01:00 (one hours time)
PASSMIN		Numeric		Ex: 60=01:00 (one hours time)
Q2_1	What is the main purpose of your trip today?	Numeric	1,2,3,4,5,6, 7,8,9,10,11, 12	1=Business/Work/Job Interview 2=Pleasure/Vacation/Recreation 3=Visit friends or relatives 4=School (either self or friend/family member) 5=Conference/convention 6=Wedding/funeral/graduation 7=Other (specify) 8=No other/next question, blank, or other non-response (e.g. „going home") 9=Pick up/drop off passenger who is flying 10=Religious/humanitarian purpose San Francisco 11=Relocation/moving/house-hunting/immigration/traveling between homes 12=Medical/health issues (either self or friend/family member)
Q3_1	How did you get to the airport today?	Numeric	1,2,3,4,5,6, 7,8,9,10,11, 12,13	1=Drove and parked 2=Dropped off 3=Connecting from another flight 4=Taxi 5=BART 6=Door-to-door van service 7=Free hotel shuttle 8=Charter service/private scheduled bus 9=Rental car center-AirTrain 10=Other (specify) 11=No other/next question (or blank) 12=Limo/private car service 13=Public transit other than BART (e.g. SamTrans,

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				Amtrak, Caltrain)
Q3A	Did you park in the . . .	Numeric	0,1,2,3,4	1=Domestic (hourly) garage 2=International garage 3=SFO long-term parking 4=Off-airport parking 0=Blank
Q4A	While at SFO today, did you check baggage?	Numeric	0,1,2,3	1= Yes 2= No 3= Don't know 0=Blank
Q4B	While at SFO today, did you purchase anything from an airport store?	Numeric	0,1,2,3	1= Yes 2= No 3= Don't know 0=Blank
Q4C	While at SFO today, did you make a restaurant purchase?	Numeric	0,1,2,3	1= Yes 2= No 3= Don't know 0=Blank
Q5	Did you visit any airport stores today, but NOT make a purchase?	Numeric	0,1,2	1= Yes 2= No 0=Blank

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q6	Did you visit any airport restaurants today, but NOT make a purchase?	Numeric	0,1,2	1= Yes 2= No 0=Blank
Q7	Counting today, about how many times have you flown out of SFO in the past 12 months?	Numeric	0,1,2,3,4,5,6	1=One time (just today) 2=2 times 3=3-6 times 4=7-12 times 5=13-24 times 6=More than 24 times 0=Blank
SAQ	SAQ – Survey was:	Numeric	0,1,2,3,4,5	1=Interviewer-administered 2=Self-administered 0=Unknown
Q8	*How does SFO rate on each of the following attributes?*			
Q8A	Artwork and exhibitions	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8B	Restaurants	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8C	Retail shops and concessions	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8D	Signs and directions inside SFO	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8E	Escalators/elevators/moving walkways	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8F	Information on screens/monitors	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8G	Information booths (lower level near baggage claim)	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q8H	Information booths (upper level – departure area)	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8I	Signs and directions on SFO airport roadways	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8J	Airport parking facilities	Numeric	1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8K	AirTrain		1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8L	Long term parking lot shuttle (bus ride)		1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8M	Airport rental car center		1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q8N	SFO Airport as a whole		1,2,3,4,5	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding
Q10	*Rate the general cleanliness of SFO*			
Q10A	Boarding areas	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Dirty, 2=Below Average, 3=Average, 4=Clean, 5=Outstanding, 6=Never used or visited
Q10B	Domestic hourly parking garage	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Dirty, 2=Below Average, 3=Average, 4=Clean, 5=Outstanding, 6=Never used or visited
Q10C	AirTrain	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Dirty, 2=Below Average, 3=Average, 4=Clean, 5=Outstanding, 6=Never used or visited
Q10D	Airport rental car center	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Dirty, 2=Below Average, 3=Average, 4=Clean, 5=Outstanding, 6=Never used or visited
Q10E	Airport restaurants	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Dirty, 2=Below Average, 3=Average, 4=Clean, 5=Outstanding, 6=Never used or visited
Q10F	Restrooms	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Dirty, 2=Below Average, 3=Average, 4=Clean, 5=Outstanding, 6=Never used or visited
Q11	How safe do you feel at SFO?	Numeric	1,2,3,4,5	1=Not safe at all, 2=Below Average, 3=Neutral, 4=Good, 5=Extremely safe
Q12	Have you ever used the SFO website (www.flysfo.com)?	Numeric	0,1,2,3	1=Yes, 2=No, 3=Don't know, 0=Blank

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q13	(If "Yes") How would you rate the usefulness of the SFO website?	Numeric	1,2,3,4,5	1=Not useful at all, 2=Below Average, 3=Neutral, 4=Useful 5=Extremely useful
Q13A1-3	What areas of the SFO website do you find most useful?	Numeric	1,2,3,4,5,6, 7,8,9,10,11, 12,13	1=Check-in feature 2=Job listings 3=Parking check 4=Maps 5=Flight/gate/weather information (departures and arrivals) 6=Ground transportation/driving directions/cell phone lot/drop-off info San Francisco International Airport | 2011 Customer Survey CCG 1015 02 | Code List and Field Guide 16 7=Airline links/information (other than flight/gate) 8=Airport restaurants/amenities/features (including Wi-Fi) 9=San Francisco hotels/sites/etc. 10=What I can bring/airport rules and regulations/flying restrictions/transferring 11="Everything"/easy to use/other general positive comment 12=Didn't find it useful/couldn't find what I was looking for 13=Text alerts 14 Car rental information/AirTrain
Q14	What county did you depart from to get to the airport today?	Numeric	1,2,3,4,5,6, 7,8,9,10,11, 12,13,14,15, 16,17,18,19, 20,21,22,23, 24,25,26,27, 28,29,30, 31,32,33,34, 35,36	1=Alameda 2=Contra Costa 3=Marin 4=Napa 5=San Francisco 6=San Mateo 7=Santa Clara 8=Solano 9=Sonoma

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				10=Other (specify)
				11=Not applicable – connecting from another flight
				12=No other/next question (or blank)
				13=San Joaquin
				14=Sacramento
				15=Stanislaus
				16=Sutter
				17=Santa Cruz
				18=Humboldt
				19=Placer
				20=Lake
				21=Shasta
				22=Nevada
				23=Yolo
				24=Monterey
				25=Riverside
				26=Mariposa
				27=Kings
				28=Amador
				29=San Luis Obispo
				30=Fresno
				31=El Dorado
				32=Mendocino
				33=Butte
				34=Merced
				35=Madera
				36=Mono
Q15	*While at SFO today, how easy was it to…?*			

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q15A	Finding your way around the airport	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Difficult, 2=Below Average, 3=Average, 4=Above average, 5=Easy, 6=Don't know/not applicable
Q15B	Passing though security and screening	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Difficult, 2=Below Average, 3=Average, 4=Above average, 5=Easy, 6=Don't know/not applicable
Q16	Thinking about everything you did from the time you arrived at SFO today until you came to the boarding area, did you encounter any problems?	Numeric	0,1,2,3	1=Yes 2=No 3=Don't know 0=Blank
Q17	Do you live in …?	Numeric	0,1,2,3,4	1=The 9-county San Francisco Bay Area 2=Northern California outside the Bay Area 3=In another region 4=N/A - I am connecting from another flight 0=Blank
Q18STATE	Respondent's state of residence	Text		
Q18ZIP	Respondent's ZIP code of residence	Numeric		

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q18COUNTRY	Respondent's country of residence	Text		
HOME	Codes specifying home location of respondent	Numeric	1,2,3,4,5,6, 7,8,9,10,11, 12,13,14,15, 16,17,18,19, 90,99	1=San Francisco County 2=San Mateo County 3=Alameda County 4=Santa Clara County 5=Contra Costa County 6=Marin County 7=Sonoma County 8=Solano County 9=Napa County 10=All Other California and Western US (same as destination breakdown) 11=Midwestern US (see destination for breakdown/definition) 12=Eastern US (see destination for breakdown/definition) 13=Other North America (Canada, Mexico, and Caribbean) 14=Central/South America 15=Europe 16=Asia 17=Middle East 18=Africa 19=Australia/New Zealand 90=County/city not specified but from Bay Area (Q17) 99=Blank/unknown

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q19	Age	Numeric	0,1,2,3,4,5,6, 7,8	1=Under 18 2=18 – 24 3=25 – 34 4=35 – 44 5=45 – 54 6=55 – 64 7=65 and over 8=Don't know/Refused 0=Blank
Q20	Gender	Numeric	0,1,2	1=Male 2=Female 0=Blank
Q21	Household Income in US Dollars	Numeric	0,1,2,3,4,5	1=Under $50,000 2=$50,000-$100,000 3=$100,001-$150,000 4=Over $150,000 5=Other (unspecified) 0=Blank
MAIL	How was survey received	Numeric	1,2	1=Collected at SFO 2=Mailed in
LANG	Language that the survey was given in	Numeric	1,2,3,4	1=English, 2=Spanish, 3=Chinese, 4=Japanese