



## 2019 North America Airport Satisfaction Study (NAASS)

**2019 QUESTIONNAIRE**  
*Global Travel and Hospitality*

**INTRODUCTION {FOR MOBILE OPTIMIZED}**

Welcome! You have been randomly selected to participate in an important J.D. Power study regarding your recent travel experience.

Your responses are confidential.

Click [here](#) [INSERT LINK: <http://jdpower.com/privacy>] for our privacy and cookie notice.

Please note: This survey is optimized so it can be taken on a device of any screen size. For ease of viewing on a mobile device, rotate your screen horizontally.

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**SCREENER**

SCR1. How many round trip flights within North America have you taken in the past 30 days?

**[NUMERIC, FORCED, RANGE 0-30]**

**[NUMERIC BOX]** Time(s) flown in the past 30 days

**[IF SCR1=0, TERMINATE]**

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Please answer the following questions regarding your most recent round trip flight.

SCR2. How many connecting flights, if any, did you have to take on the outbound leg of your trip?

**[SINGLE RESPONSE, FORCED]**

- 0 None/Direct flight
  - 1 1 connecting flight
  - 2 2 or more connecting flights **[TERMINATE]**
  - 99 Don't know **[TERMINATE]**
- 

SCR3. From which airport did you **depart** on the **outbound** leg of your most recent round trip flight?

In the box below please search your airport by entering the airport code, airport name, or city of the airport. For example, if your airport was John F. Kennedy International Airport, you may search "JFK", "New York", or "John F. Kennedy". Please note that upon entering your airport, it may take a few moments for the list to load.

Departing Airport **[TEXT BOX]**

- 97 I don't see the correct airport **[TERMINATE]**
-

SCR4. When was this flight taken?

**[FORCED, DO NOT ALLOW RESPONSES EARLIER THAN 1 MONTH PRIOR TO SURVEY DATE]**

Departure Date

**[INSERT CALENDAR BUTTON FOR RESPONDENT TO SELECT DATE, FORMAT MM/DD/YYYY, DO NOT ALLOW DATES PRIOR TO 1 MONTH FROM (SURVEY DATE – 2 DAYS) TO BE SELECTED. DO NOT ALLOW (SURVEY DATE – 2 DAYS) TO BE SELECTED]**

99 Don't remember **[TERMINATE]**

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**[ONLY IF SCR2=1]**

SCR5. On the **outbound** leg of your most recent round trip flight, at which airport did you **connect**?

In the box below please search your airport by entering the airport code, airport name, or city of the airport. For example, if your airport was John F. Kennedy International Airport, you may search "JFK", "New York", or "John F. Kennedy". Please note that upon entering your airport, it may take a few moments for the list to load.

Connecting Airport **[TEXT BOX]**

97 I don't see the correct airport **[TERMINATE]**

**[IF SCR5=SCR3, TERMINATE]**

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SCR6. On the **outbound** leg of your most recent round trip flight, at which airport did you **arrive**?

In the box below please search your airport by entering the airport code, airport name, or city of the airport. For example, if your airport was John F. Kennedy International Airport, you may search "JFK", "New York", or "John F. Kennedy". Please note that upon entering your airport, it may take a few moments for the list to load.

Arriving Airport **[TEXT BOX]**

97 I don't see the correct airport **[TERMINATE]**

**[DO NOT ALLOW SCR6=SCR5]**

**[DO NOT ALLOW SCR6=SCR3]**

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SCR7. **[IF SCR2=0]** Please select your flight from [PIPE SCR3] to [PIPE SCR6] on [PIPE SCR4]. **[IF SCR2=1]** Please select your flight from [PIPE SCR3] to [PIPE SCR5] on [PIPE SCR4].

In the box below please search your flight by entering the airline, flight time, or flight number. For example, if you flew Spirit Airlines #228 at 8:17 am, you may search "Spirit", "228", or "8". Please note that upon entering your flight information, it may take a few moments for the list to load.

Please either select your flight from the list that loads or check the box below if you don't see your flight.

**[AUTO PUNCH SCR7=97 IF NO FLIGHT OPTIONS AVAILABLE]**

97 I do not see my flight **[TERMINATE]**

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**[ASK IF SCR2=1]**

SCR8. Please select your flight from [PIPE SCR5] to [PIPE SCR6] on [PIPE SCR4].

In the box below please search your flight by entering the airline, flight time, or flight number. For example, if you flew Spirit Airlines #228 at 8:17 am, you may search "Spirit", "228", or "8:17". Please note that upon entering your flight information, it may take a few moments for the list to load.

Please either select your flight from the list that loads or check the box below if you don't see your flight.

**[DO NOT SHOW FLIGHTS BEFORE DEP\_OUT\_TIME OF FLIGHT SELECTED IN SCR7]**

**[AUTO PUNCH SCR8=97 IF NO FLIGHT OPTIONS AVAILABLE]**

97 I do not see my flight **[TERMINATE]**

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SCR9. How many connecting flights, if any, did you have to take on the **return** leg of your flight from [PIPE SCR6] to [PIPE SCR3]?

**[FORCED]**

- 0 None/Direct flight
  - 1 1 connecting flight
  - 2 2 or more connecting flights **[TERMINATE]**
  - 99 Don't know **[TERMINATE]**
- 

SCR10. When was this flight from [PIPE SCR6] taken?

**[FORCED, DO NOT ALLOW RESPONSES EARLIER THAN 1 MONTH PRIOR TO SURVEY DATE]**

Return Date

**[INSERT CALENDAR BUTTON FOR RESPONDENT TO SELECT DATE, FORMAT MM/DD/YYYY, DO NOT ALLOW DATES PRIOR TO 1 MONTH FROM SURVEY DATE (SURVEY DATE – 2 DAYS) TO BE SELECTED. RETURN DATE CANNOT BE PRIOR TO DEPARTURE DATE. DO NOT ALLOW (SURVEY DATE – 2 DAYS) TO BE SELECTED]**

99 Don't remember **[TERMINATE]**

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**[ONLY IF SCR9=1]**

SCR11. On the **return** leg of your flight from [PIPE SCR6] to [PIPE SCR3], at which airport did you **connect**?

In the box below please search your airport by entering the airport code, airport name, or city of the airport. For example, if your airport was John F. Kennedy International Airport, you may search "JFK", "New York", or "John F. Kennedy". Please note that upon entering your airport, it may take a few moments for the list to load.

Connecting Airport **[TEXT BOX]**

97 I don't see the correct airport **[TERMINATE]**

**[IF SCR11=SCR3 OR SCR6 THEN TERMINATE]**

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SCR12. **[IF SCR9=0]** Please select your flight from [PIPE SCR6] to [PIPE SCR3] on [PIPE SCR10]. **[IF SCR9=1]** Please select your flight from [PIPE SCR6] to [PIPE SCR11] on [PIPE SCR10].

In the box below please search your flight by entering the airline, flight time, or flight number. For example, if you flew Spirit Airlines #228 at 8:17 am, you may search "Spirit", "228", or "8:17". Please note that upon entering your flight information, it may take a few moments for the list to load.

Please either select your flight from the list that loads or check the box below if you don't see your flight.

**[DO NOT SHOW FLIGHTS BEFORE DEP\_OUT\_TIME/DEP\_CONN\_OUT\_TIME OF FLIGHT SELECTED IN SCR7/SCR8 WHICH EVER IS LATEST]**

**[AUTO PUNCH SCR12 =97 IF NO FLIGHT OPTIONS AVAILABLE]**

97 I do not see my flight **[TERMINATE]**

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**[ASK IF SCR9=1]**

SCR13. Please select your flight from [PIPE SCR11] to [PIPE SCR3] on [PIPE SCR10].

In the box below please search your flight by entering the airline, flight time, or flight number. For example, if you flew Spirit Airlines #228 at 8:17 am, you may search "Spirit", "228", or "8:17". Please note that upon entering your flight information, it may take a few moments for the list to load.

Please either select your flight from the list that loads or check the box below if you don't see your flight.

**[DO NOT SHOW FLIGHTS BEFORE RET\_CONN\_OUT\_TIME OF FLIGHT SELECTED IN SCR12]**

**[AUTO PUNCH SCR13=97 IF NO FLIGHT OPTIONS AVAILABLE]**

97 I do not see my flight **[TERMINATE]**

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SCR14. Do you belong to the loyalty program for the airline you flew on this round trip flight?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
  - 2 No
  - 99 Don't know
- 

**[ONLY IF SCR14=1]**

SCR15. Which level of membership do you hold with the loyalty program?

**[SINGLE RESPONSE, FORCED, ORDER=FIXED]**

- 1 General membership
  - 2 Status
  - 99 Don't know
-

SCR16. Is [AIRPORT] the airport you fly out of most often?

[SINGLE RESPONSE, FORCED, ORDER=FIXED]

- 1 Yes
  - 0 No
- 

## NPS

NPS1. How likely are you to recommend [AIRPORT] to a friend, relative, or colleague?

[STANDARD NPS GRID, SINGLE RESPONSE, FORCED]

NPS2. What is the primary reason for your rating?

[TEXT, FORCED, 1024 CHARACTER LIMIT]

[TEXT BOX]

98 No Comment [EXCLUSIVE]

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## YOUR FLIGHT

You indicated you traveled through [AIRPORT] recently. Please answer the following questions based on this travel experience.

FLIGHT1. What was the purpose of this trip?

[SINGLE RESPONSE, FORCED, ORDER=FIXED]

- 1 Leisure/Personal
- 2 Business
- 3 Both leisure/personal and business

FLIGHT2. Who traveled with you? Mark all that apply.

[MULTIPLE RESPONSE, FORCED, ORDER = FIXED]

- 1 Traveled alone [EXCLUSIVE]
  - 2 Adult family member(s) 18 and over
  - 3 One or more children 17 years old and under
  - 4 Friend(s)
  - 5 Business colleague(s)
- 

## IMAGE

IMAGE1. The images and reputations of airports differ widely and we are interested in understanding what you think about various airports. In the following section, you will be given a list of characteristics that can be used to describe an airport. Please click the button closest to the word or phrase that best describes [AIRPORT].

[STANDARD IMAGE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]

A	Hectic	Calm
B	Inconsistent	Reliable
C	Conventional	Innovative
D	Old-fashioned	Modern
E	Boring	Exciting
F	Cramped	Spacious
G	Bottom-line-focused	Passenger-focused
H	Environmentally careless	Environmentally responsible
I	Bad reputation	Good reputation [FIXED]

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## AIRPORT ARRIVAL/DEPARTURE

We would like to ask you some questions about your experience at [AIRPORT].

ARR1. How many times did you depart from [AIRPORT] in the past 12 months?

[NUMERIC, FORCED, RANGE 1-180]

[NUMERIC BOX] Time(s) departed from [AIRPORT]

ARR2. What is your preferred transportation mode to and from [AIRPORT]?

[SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- 1 Public (e.g., train, light rail, public bus, etc.)
- 2 Private (e.g., taxi, limousine, Uber, shared van/shuttle, etc.)
- 3 Drive my car
- 4 Rental car
- 97 Other [FIXED]

ARR3. How often do you use the public transportation service to/from [AIRPORT]?

[SINGLE RESPONSE, FORCED]

- 0 Never/There is no public transportation available
  - 1 Infrequently
  - 2 Sometimes
  - 3 Often
  - 4 All the time
-

Thinking about your most recent trip at [AIRPORT], please tell us about your experience **getting to** the airport.

**[ONLY IF ARR3<>4; IF ARR3=4, HIDE AND AUTOPUNCH ARR4=8]**

ARR4. How did you travel to [AIRPORT] during your most recent trip?

**[SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- 1 Drove and parked
- 2 Someone dropped me off (e.g., family member, friend, business colleague, etc.)
- 3 Rental car
- 4 Taxi or limousine
- 5 Ride share (e.g., Uber, Lyft, Sidecar, etc.)
- 6 Shared passenger van service
- 7 Hotel shuttle
- 8 Public transportation (e.g., train, light rail, public bus, etc.) **[HIDE IF ARR3=0]**
- 97 Other **[FIXED]**

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ARR5. How long, approximately, before your flight did you depart for the airport?

**[SINGLE RESPONSE, FORCED]**

- 1 1 hour
- 2 1 ½ hours
- 3 2 hours
- 4 2 ½ hours
- 5 3 hours
- 6 3 ½ hours
- 7 4 hours
- 8 5 hours
- 9 6 or more hours
- 99 Don't remember

ARR6. Did you notice any construction occurring outside the airport (e.g., roads, walkways, parking structures, etc.)?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes, and it delayed my access into/away from the airport
- 2 Yes, but it did not delay my access into/away from the airport
- 0 No

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**[ONLY IF ARR4=1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7]**

ARR7. Would you say the traffic congestion before getting to the airport complex was...?

**[SINGLE RESPONSE, FORCED]**

- 1 Very heavy
  - 2 Somewhat heavy
  - 3 Moderate
  - 4 Light
  - 5 Very light
  - 99 Don't know
-



Thinking about your most recent trip to [AIRPORT], please tell us about your experience **leaving** the airport.

**[ONLY IF ARR3<>4; IF ARR3=4, HIDE AND AUTOPUNCH ARR8=8]**

ARR8. How did you leave [AIRPORT] during your most recent trip?

**[SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- 1 Drove my car
  - 2 Someone else drove me (e.g., family member, friend, business colleague, etc.)
  - 3 Rental car
  - 4 Taxi or limousine
  - 5 Ride share (e.g., Uber, Lyft, Sidecar, etc.)
  - 6 Shared passenger van service
  - 7 Hotel shuttle
  - 8 Public transportation (e.g., train, light rail, public bus, etc.) **[HIDE IF ARR3=0]**
  - 97 Other **[FIXED]**
- 

**[ONLY IF ARR8=1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7]**

ARR9. Would you say the traffic congestion after leaving the airport complex was...?

**[SINGLE RESPONSE, FORCED]**

- 1 Very heavy
  - 2 Somewhat heavy
  - 3 Moderate
  - 4 Light
  - 5 Very light
  - 99 Don't know
- 

## PARKING

**[ONLY IF ARR4=1]**

PARK1. Where did you park at [AIRPORT]?

**[SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- 1 Terminal garage parking
  - 2 Surface parking lot
  - 3 Valet parking
  - 4 Reserved parking (gold or elite program)
  - 5 Remote long term airport parking
  - 6 Offsite remote parking service
  - 97 Other **[FIXED]**
-

**[ONLY IF ARR4=1 AND PARK1<>3; IF PARK1=3, AUTOPUNCH PARK2=0]**

PARK2. Once you parked the car, how long did it take to travel to your airport terminal?

**[NUMERIC, FORCED, RANGE = 0-90]**

**[NUMERIC BOX]** Minute(s)

99 Don't know **[EXCLUSIVE]**

---

**[ONLY IF ARR4=1]**

PARK3. How did you pay your parking fees?

**[SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- 1 Booth with a person
- 2 Automated paying system
- 3 Prepaid online
- 97 Other **[FIXED]**

**[ONLY IF ARR4=1]**

PARK4. How much did you pay daily for the parking?

**[NUMERIC, FORCED]**

- A \$ **[NUMERIC BOX]**
- B [DROPDOWN, 1 U.S. Dollars 2 Canadian Dollars]
- 99 Don't know **[EXCLUSIVE]**

**[ONLY IF ARR4=1]**

PARK5. Compared to what you expected, were the parking fees you paid...?

**[SINGLE RESPONSE, FORCED, FORCED, 1-100]**

- 1 More expensive
  - 2 About what was expected
  - 3 Less expensive
- 

**[ONLY IF ARR4=1]**

PARK6. Thinking about your parking experience at **[AIRPORT]**, using a 10-point scale, how would you rate the...?

**[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- A Ease of entrance
  - B Safety and security
  - C Variety of parking options (e.g., garage, surface lot, valet, reserved parking, etc.)
  - D Cleanliness of the parking facilities
  - E Clarity of signs/directions
  - F Convenience to terminal
  - G Reasonableness of the price
  - H Overall parking experience **[FIXED]**
-

## DROP OFF

**[ONLY IF ARR4=2 OR 4 OR 5 OR 6 OR 7]**

DROP1. Once arrived at the passenger loading/unloading area, was it easy to find a curb space?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
  - 0 No
  - 99 Don't know
- 

**[ASK ONLY IF ARR4=2 OR 4 OR 5 OR 6 OR 7]**

DROP2. Thinking about your drop off experience at **[AIRPORT]**, using a 10-point scale, how would you rate the...?

**[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- A Ease of dropping off
  - B Clarity of signs/directions
  - C Overall drop off experience **[FIXED]**
- 

## RENTAL CAR

**[ONLY IF ARR4=3]**

RENTAL1. Was the signage to locate the rental car facility clear?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
  - 0 No
  - 99 Don't know
- 

**[ONLY IF ARR4=3]**

RENTAL2. Did you use a shuttle bus/van to travel between the airport and the rental car facility?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
  - 0 No
-

[ONLY IF ARR4=3]

RENTAL3. Thinking about your rental car experience at [AIRPORT], using a 10-point scale, how would you rate the...?

[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- A Safety and security
  - B Cleanliness of the rental car facilities
  - C Clarity of signs/directions
  - D Convenience to terminal
  - E Overall rental car facility experience [FIXED]
- 

ARR10. Thinking about the airport arrival/departure experience at [AIRPORT], using a 10-point scale, how would you rate the...?

[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- A Clarity of signs/directions
  - B Attractiveness of airport grounds
  - C Ease of arriving at the terminal
  - D Ease of leaving the terminal
  - E Traffic flow on airport grounds
  - F Overall airport arrival/departure experience
- 

## CHECK-IN/BAGGAGE CHECK

CHECK1. Where did you check in for your flight at [AIRPORT]?

[SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- 1 Curbside
- 2 Self check-in kiosk
- 3 Main counter
- 4 Online (internet/mobile app) before arriving at the airport
- 99 Don't remember [FIXED]

CHECK2. How many bags did you check in?

[NUMERIC, FORCED, RANGE = 0-20]

[NUMERIC BOX] Bag(s)

---

[ASK IF CHECK2=1 TO 20]

CHECK3. Were you able to easily find trolley(s) to carry your luggage when you entered the airport terminal?

[SINGLE RESPONSE, FORCED]

- 1 Yes
- 0 No
- 99 Don't know/Did not use a trolley

[ASK IF CHECK2=1 TO 20]

CHECK4. Where did you receive the tags(s) for your baggage?

[SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- 1 Airline employee at curbside
- 2 Tagged it myself at a self check-in kiosk
- 3 Airline employee at main counter
- 4 Tagged it myself after checking in online (internet/mobile app)
- 99 Don't remember [FIXED]

[ONLY IF CHECK1=1 OR 2 OR 3 OR CHECK2=1-20]

CHECK5. How long did it take you to obtain your boarding pass and/or check your baggage?

[NUMERIC, FORCED, RANGE = 1-180]

[NUMERIC BOX] Minute(s)

999 Don't know [EXCLUSIVE]

CHECK6. Thinking about your check-in/baggage check experience at [AIRPORT], using a 10-point scale, how would you rate the...?

[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- A Ease of finding check-in/baggage check location
- B Traffic flow at check-in/baggage check area
- C Cleanliness of the check-in/baggage check area
- D Overall check-in/baggage check experience [FIXED]

## SECURITY CHECK

SEC1. Which type of security line did you go through at [AIRPORT]?

[SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- 1 TSA Pre-Check [ONLY IF COUNTRY=1]
- 2 Frequent flier line
- 3 Standard security line
- 4 CLEAR lane (fingerprint scan)
- 97 Other [FIXED]

SEC2. Did the security line have any of these enhancements in place?

[MULT RESPONSE, FORCED, ORDER=RANDOM]

- 1 Screening dogs
- 2 Automated screening lanes/bins (self-serve station with automated belt)
- 3 3D/CT baggage screening (no need to remove laptops or liquids)
- 99 Don't know [FIXED, EXCLUSIVE]

SEC3. Was there a sign to inform you of the security wait times [AIRPORT]?

[SINGLE RESPONSE, FORCED]

- 1 Yes
- 0 No
- 99 Don't know

SEC4. How long did it take you to get through the security check?

[NUMERIC, FORCED, RANGE=1-180]

[NUMERIC BOX] Minute(s)

999 Don't know [EXCLUSIVE]

SEC5. Thinking about your security check experience at [AIRPORT], using a 10-point scale, how would you rate the...?

[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- A Amount of time required for security check
- B Professionalism of security staff
- C Ability of security process to make you feel safe
- D Overall security check experience [FIXED]

## FOOD & BEVERAGE AND RETAIL SERVICES

TS1. How much time did you have between when you cleared security until you had to board the plane at [AIRPORT]?

[NUMERIC, FORCED, RANGE=1-360]

[NUMERIC BOX] Minute(s)

999 Don't know [EXCLUSIVE]

## FOOD & BEVERAGE

FOOD1. Were local restaurant or food choices available at [AIRPORT]?

[SINGLE RESPONSE, FORCED]

- 1 Yes
- 0 No
- 99 Don't know

FOOD2. Were there healthy food & beverage offerings available in the airport terminal?

[SINGLE RESPONSE, FORCED]

- 1 Yes
- 0 No
- 99 Don't know

FOOD3. Did the restaurants/bars throughout the airport terminal seem...? Mark all that apply.

**[MULTI RESPONSE, FORCED, ORDER=RANDOM]**

- 1 Crowded
  - 2 Inviting
  - 3 Comfortable
  - 4 Noisy
  - 5 Unique
  - 6 Relaxing
  - 7 Diverse
  - 99 Don't know **[EXCLUSIVE, FIXED]**
- 

FOOD4. Where did you purchase food and/or beverage at **[AIRPORT]**? Mark all that apply.

**[MULTI RESPONSE, FORCED, ORDER=RANDOM]**

- 0 Did not purchase food or beverages **[FIXED, EXCLUSIVE]**
  - 1 Restaurant/Bar
  - 2 Fast food chain
  - 3 Convenience store
  - 4 Stand-alone kiosk
  - 5 Vending machine
  - 97 Other **[FIXED]**
- 

**[ONLY IF FOOD4\_0=0]**

FOOD5. Did you purchase the food and/or beverages before or after security?

**[SINGLE RESPONSE, FORCED, ORDER=FIXED]**

- 1 Before security
- 2 After security
- 3 Both before and after security

**[ONLY IF FOOD4\_0=0]**

FOOD6. Did you find the food and/or beverage that you wanted at **[AIRPORT]**?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
- 0 No
- 99 Don't know

**[ONLY IF FOOD4\_0=0]**

FOOD7. Approximately how much did you spend on food and/or beverage **per person** while in the airport?

**[NUMERIC, FORCED, RANGE=1-300]**

- A \$ **[NUMERIC BOX]**
  - B **[DROPDOWN: 1 U.S. Dollars 2 Canadian Dollars]**
  - 99 Don't know **[EXCLUSIVE]**
-

[ONLY IF FOOD4\_0=0]

FOOD8. Thinking about your food & beverage experience at [AIRPORT], using a 10-point scale, how would you rate the...?

[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=ROTATE]

- A Quality/Taste of food and beverage
- B Variety of food and beverage
- C Reasonableness of the price
- D Speed of service
- E Courtesy of staff

F Overall food & beverage experience [FIXED, VALID RESPONSES=1-10]

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[ONLY IF FOOD4\_0=1]

FOOD9. Why didn't you purchase any food or beverage at the airport? Mark all that apply.

[MULTI RESPONSE, FORCED, ORDER=RANDOM]

- 1 Not hungry
  - 2 Brought my own food
  - 3 Didn't like the choices
  - 4 Too expensive
  - 5 No time
  - 97 Other [FIXED]
- 

## RETAIL SERVICES

RET1. Which merchandise/services did you purchase while you were at [AIRPORT]? Mark all that apply.

[MULTI RESPONSE, FORCED, ORDER=RANDOM]

- 0 Did not purchase any merchandise/services [FIXED, EXCLUSIVE]
  - 1 Books/Magazines
  - 2 Clothing
  - 3 Sunglasses
  - 4 Electronics
  - 5 Toiletries/Cosmetics
  - 6 Travel/Comfort amenities (e.g., neck pillow, blanket, etc.)
  - 7 Souvenir/Local goods
  - 8 Luxury products (e.g., designer purses, clothes, etc.)
  - 96 Other merchandise [FIXED]
  - 97 Other services [FIXED]
-



[ONLY IF RET1\_0=1]

RET2. Why didn't you shop at any retail stores at [AIRPORT]? Mark all that apply.

[MULTI RESPONSE, FORCED, ORDER=RANDOM]

- 1 Didn't have time
  - 2 Too expensive
  - 3 Didn't have what I need
  - 4 No need to shop
  - 5 Didn't see anything I wanted
  - 97 Other [FIXED]
- 

[ONLY IF RET1\_0=0]

RET3. Did you shop at retail stores before or after security?

[SINGLE RESPONSE, FORCED]

- 1 Before security
- 2 After security
- 3 Both before and after security

[ONLY IF RET1\_0=0]

RET4. Approximately how much did you spend on merchandise/services **per person** while in the airport?

[NUMERIC, FORCED, RANGE=1-1000]

- A \$ [NUMERIC BOX]
  - B [DROPDOWN: 1 U.S. Dollars 2 Canadian Dollars]
  - 99 Don't know [EXCLUSIVE]
- 

[ONLY IF RET1\_0=0]

RET5. Thinking about your retail services experience at [AIRPORT], using a 10-point scale, how would you rate the...?

[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- A Quality of merchandise/services
  - B Variety of shops
  - C Reasonableness of the price
  - D Professionalism of staff
  - E Overall retail services experience [FIXED]
- 

## OVERALL FOOD & BEVERAGE AND RETAIL

[ONLY IF FOOD8\_F<>SYSMIS AND RET5\_E<>SYSMIS; IF FOOD8\_F<>SYSMIS AND RET5\_E=SYSMIS THEN AUOPUNCH FB\_RET1=FOOD8\_F; IF FOOD8\_F=SYSMIS AND RET5\_E<>SYSMIS THEN AUOPUNCH FB\_RET1=RET5\_E; IF FOOD8\_F=SYSMIS AND RET5\_E=SYSMIS THEN FB\_RET1=SYSMIS]

FB\_RET1. Now that you have considered your food & beverage and retail services experiences, how would you rate your...?

[STANDARD OSAT GRID, SINGLE RESPONSE, FORCED]

Overall food & beverage and retail services experience

FB\_RET\_VERB. Is there anything you look forward to purchasing each time you travel through [AIRPORT]?

[TEXT, FORCED, MAX CHARACTERS 3000]

[TEXT BOX]

98 No comment [EXCLUSIVE]

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## TERMINAL FACILITIES

FAC1. How crowded was the airport terminal at [AIRPORT]?

[SINGLE RESPONSE, FORCED]

- 1 Severely crowded
- 2 Moderately crowded
- 3 Mildly crowded
- 4 Not at all crowded

FAC2. Compared to other airports you've experienced, was the noise level at [AIRPORT] ...?

[SINGLE RESPONSE, FORCED]

- 1 Lower
- 2 About the same
- 3 Higher
- 99 Don't know

FAC3. Thinking about the signage/directions throughout the terminal, please mark the applicable responses.

[GRID, SINGLE RESPONSE, FORCED]

[COLUMN]

- 1 Not at all
- 2 Occasionally
- 3 Mostly
- 4 Always
- 99 Don't know

[ROW]

- A The signage/directions were clear/easy to understand
  - B There were enough signs/directions throughout the terminal
-

**[ONLY IF FAC3\_A=1 OR 2 OR FAC3\_B=1 OR 2]**

FAC4. What signage at **[AIRPORT]** was inadequate or unclear? Mark all that apply.

**[MULTI RESPONSE, FORCED, ORDER=RANDOM]**

- 1 Arriving on the airport grounds
  - 2 Check-in
  - 3 Security
  - 4 Gate area
  - 5 Baggage claim area/Carousel monitors
  - 6 Ground transportation (e.g., taxi, shuttle, etc.)
  - 7 Restrooms
  - 8 Food and beverage
  - 9 Retail shops
  - 10 Flight monitors (e.g., arrival/departure info)
  - 12 Parking structures
  - 97 Other **[FIXED]**
- 

FAC5. Was the time it took to arrive at the gate after you got through the security checkpoint...?

**[SINGLE RESPONSE, FORCED]**

- 1 Slower than expected
- 2 As expected
- 3 Faster than expected

FAC6. Did you use the restroom in the airport terminal?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
  - 0 No
- 

**[ONLY IF FAC6=1]**

FAC7. Thinking about the state of the restroom facilities, please mark the applicable responses.

**[GRID, SINGLE RESPONSE, FORCED]**

**[COLUMN]**

- 1 Yes
- 0 No
- 99 Don't know

**[ROW, ORDER=RANDOM]**

- A Had to wait in line for the restrooms
  - B Stall was in good condition (e.g., free of broken or worn out parts)
  - C Countertops and floors were dry
  - D Floors were in good repair
  - E Fixtures were working (e.g., faucets, soap dispenser, hand dryer, etc.)
  - F Walls were free of markings and graffiti
  - G Restrooms felt cramped for space
-

FAC8. Was Wi-Fi connection service offered at [AIRPORT]?

[SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- 1 Yes, and I used it
  - 2 Yes, but I did not use it
  - 0 No [FIXED]
  - 99 Don't know [FIXED]
- 

[ONLY IF FAC8=1]

FAC9. Compared to what you expected, was the speed of the Wi-Fi connection...?

[SINGLE RESPONSE, FORCED]

- 1 Slower
- 2 As expected
- 3 Faster
- 99 Don't know

[ONLY IF FAC8=1]

FAC10. How much did you have to pay for the Wi-Fi connection service **per person** in the airport terminal? Please enter "0" if the Wi-Fi connection service was free.

[NUMERIC, FORCED, RANGE=0-100]

- A \$ [NUMERIC BOX]
  - B [DROPDOWN: 1 U.S. Dollars 2 Canadian Dollars]
  - 99 Don't know [EXCLUSIVE]
- 

FAC11. Did you wait at an airline lounge before going to the main gate area to board the plane (e.g., Admirals Club Lounge, President's Club Lounge, etc.)?

[SINGLE RESPONSE, FORCED]

- 1 Yes
- 0 No
- 99 Don't remember

FAC12. Thinking about the area near your gate, please mark the applicable responses.

**[GRID, SINGLE RESPONSE, FORCED]**

**[COLUMN]**

- 1 Yes
- 0 No
- 99 Don't know

**[ROW, ORDER=RANDOM]**

- A I was able to clearly hear and understand the announcements within the gate
- B The gate area was clean
- C There were enough seats at the gate
- D The gate area was comfortable
- E There were enough electrical outlets for charging phones/laptops
- F The gate area was worn out or outdated

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FAC13. Did you request wheelchair service/courtesy cart in the terminal prior to boarding the plane or when deplaning?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
- 0 No

FAC14. Did **[AIRPORT]** have any recently completed renovations or new building(s)?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
- 0 No
- 99 Don't know

FAC15. Was there any construction inside the terminal? Mark all that apply.

**[MULTI RESPONSE, FORCED, RANDOMIZE AND KEEP 1 AND 2 TOGETHER]**

- 1 Yes, and it was disruptive
- 2 Yes, and it was too loud
- 3 Yes, and it did not disrupt my travel experience **[EXCLUSIVE]**
- 0 No, there was no construction **[FIXED, EXCLUSIVE]**
- 99 Don't know **[FIXED, EXCLUSIVE]**

[IF FAC15=1]

FAC16. Where did construction in the terminal disrupt your travel experience? Mark all that apply.

[MULTI RESPONSE, FORCED, ORDER=RANDOM]

- 1 Check-in area
- 2 Security area
- 3 Gate area
- 4 Baggage claim area
- 5 Restrooms
- 6 Food and beverage areas
- 7 Retail shops area
- 97 Other [FIXED]

FAC17. Thinking about your terminal facilities experience at [AIRPORT], using a 10-point scale, how would you rate the...?

[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- A Clarity of signs/directions inside the terminal
- B Cleanliness of terminal concourses and hallways
- C Comfort in the terminal (e.g., available seating, temperature, etc.)
- D Availability of activity/entertainment options in the terminal
- E Cleanliness of terminal restrooms
- F Atmosphere/ambiance of the terminal (e.g., décor, music, lighting, etc.)
- G Ease of getting to your gate
- H Wi-fi service [ONLY IF FAC8=1]

I Overall terminal facilities experience [FIXED]

FAC\_VERB. What, if anything, can the airport do to improve your experience in the terminal?

[TEXT, FORCED, MAX CHARACTERS 3000]

[TEXT BOX]

- 98 No comment [EXCLUSIVE]

## BAGGAGE CLAIM [ONLY IF CHECK2=1-20]

BAG1. Once off the airplane at [AIRPORT], how long did it take to get to the baggage claim area?

[NUMERIC, FORCED, RANGE=1-60]

[NUMERIC BOX] Minute(s)

- 99 Don't know [EXCLUSIVE]

BAG2. How long did you wait at the baggage claim area to obtain your baggage at [AIRPORT]? Please input "0" if you didn't wait.

[NUMERIC, FORCED, RANGE=0-120]

[NUMERIC BOX] Minute(s)

- 999 Don't know [EXCLUSIVE]

BAG3. Did you receive all of your baggage at [AIRPORT]?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
- 0 No
- 99 Don't know

BAG4. Were you able to easily find luggage trolleys to carry your baggage in the baggage claim area?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
- 0 No
- 99 Don't know/Did not use a trolley

BAG5. Thinking about your baggage claim experience at [AIRPORT], using a 10-point scale, how would you rate the...?

**[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- A Ease of finding your baggage claim area/carousel
- B Physical condition/cleanliness of baggage claim area
- C Speed of baggage delivery
- D Overall baggage claim experience **[FIXED]**

## IMMIGRATION/CUSTOMS

IMM1. Did you go through immigration/customs at [AIRPORT]?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
- 0 No

**[ONLY IF IMM1=1]**

IMM2. Did you use a kiosk to pass through customs?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes, and I spoke with a customs officer
- 2 Yes, and I was able to bypass a customs officer
- 0 No
- 99 Don't know

[ONLY IF IMM1=1]

IMM3. How long did it take you to get through immigration/customs at [AIRPORT]? Please input "0" if you didn't wait.

[NUMERIC, FORCED, RANGE=0-180]

[NUMERIC BOX] Minute(s)

999 Don't know [EXCLUSIVE]

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[ONLY IF IMM1=1]

IMM4. Thinking about your immigration/customs experience at [AIRPORT], using a 10-point scale, how would you rate the...?

[STANDARD SOSAT GRID, SINGLE RESPONSE, FORCED]

Overall immigration/customs experience

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## OVERALL EXPERIENCE

OSAT1. Using a 10-point scale, taking into consideration all aspects of your airport experience at [AIRPORT], including but not limited to arrival/departure, check-in, security, and terminal facility, how would you rate your...?

[STANDARD OSAT GRID, SINGLE RESPONSE, FORCED]

Overall airport experience

OSAT2. Is there something you look forward to when traveling through [AIRPORT]?

[SINGLE RESPONSE, FORCED, ORDER=FIXED]

1 Yes [SPECIFY, 1024 CHARACTERS]

0 No

99 Don't know

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## LOYALTY

LOYAL1. The next time you fly to/from the same city, how likely are you to use [AIRPORT]?

[STANDARD LOYALTY GRID, SINGLE RESPONSE, FORCED]

LOYAL2. How likely are you to recommend [AIRPORT] to family, friends, or business associates?

[STANDARD LOYALTY GRID, SINGLE RESPONSE, FORCED]



LOYAL3. Please indicate your agreement with each of the following statements in relation to [AIRPORT].

**[STANDARD AGREEMENT GRID, SINGLE RESPONSE, FORCED]**

**[ROWS, ORDER=RANDOM]**

- A I enjoy spending time in this airport
  - B This airport is more traveler-friendly than other airports
  - C The airport reflects a genuine sense of its city/location (i.e., local culture)
  - D This airport helps alleviate the stress of travel
- 

## AIRPORT ENHANCEMENTS

ENH1. Which of the following were available at [AIRPORT]? Mark all that apply.

**[OPTIONAL; MULTI RESPONSE, ORDER=RANDOM SECTIONS]**

**Apps for your phone/tablet [DISPLAY HEADER, ORDER=RANDOM WITHIN]**

- 1 To assist with directions and wayfinding to/from the airport
- 2 To assist with directions and wayfinding while in the airport
- 3 To get information regarding transportation to/from the airport
- 4 To find local hotels
- 5 To monitor arrivals/departures and flight status
- 6 To confirm gate and baggage claim
- 7 To find information on airport restaurants, shops, services, etc.

**Tablets/Interactive monitors in common areas [DISPLAY HEADER, ORDER=RANDOM WITHIN]**

- 8 To assist with directions and wayfinding while in the airport
- 9 To monitor arrivals/departures and flight status
- 10 To confirm gate and baggage claim
- 11 To find information on airport restaurants, shops, services, etc.
- 12 To order food or beverages

**Facial recognition or fingerprint scanning [DISPLAY HEADER, ORDER=RANDOM WITHIN]**

- 13 To bypass the check-in counter
- 14 To bypass baggage drop
- 15 To bypass security
- 16 To expedite boarding
- 17 To expedite customs/immigration

**Robots [DISPLAY HEADER, ORDER=RANDOM WITHIN]**

- 18 To monitor airport safety and security
- 19 To assist with navigating the airport
- 20 To provide cleaning services

0 Not sure/None of the above **[FIXED, EXCLUSIVE]**

**[IF NO RESPONSES SELECTED AT ENH1, AUTOPUNCH ENH1\_0=1]**

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[ONLY IF ENH1\_0=0]

ENH2. Did you use any of these enhancements? Mark all that apply.

[OPTIONAL; MULTI RESPONSE, ORDER=FIXED]

Apps for your phone/tablet [DISPLAY HEADER IF ANY ENH1\_1 THROUGH ENH1\_7=1, ORDER=FIXED WITHIN]

[PIPE SELECTIONS FROM ENH1\_1 THROUGH ENH1\_7, ORDER =ENH1]

Tablets/Interactive monitors in common areas [DISPLAY HEADER IF ANY ENH1\_8 THROUGH ENH1\_12=1, ORDER=FIXED WITHIN]

[PIPE SELECTIONS FROM ENH1\_8 THROUGH ENH1\_12, ORDER =ENH1]

Facial recognition or fingerprint scanning [DISPLAY HEADER IF ANY ENH1\_13 THROUGH ENH1\_17=1, ORDER=FIXED WITHIN]

[PIPE SELECTIONS FROM ENH1\_13 THROUGH ENH1\_17, ORDER =ENH1]

Robots [DISPLAY HEADER IF ENH1\_19=1, ORDER=FIXED WITHIN]

[PIPE SELECTION FROM ENH1\_19]

0 Did not use any of these [FIXED, EXCLUSIVE]

[IF NO RESPONSES SELECTED AT ENH2, AUTOPUNCH ENH2\_0=1]

ENH3. Thinking about the next time you go through an airport, what types of activities/services would you like to have available during your wait time? Mark all that apply.

[MULTIPLE RESPONSE, FORCED, ORDER=RANDOM]

- 1 Arcade/game room
- 2 Personal services (e.g., massage, hair salon, shoe shine, etc.)
- 3 Premier club/Airline lounge
- 4 Children's play area
- 5 Smoking area/lounge
- 6 Quiet area
- 7 Work space near plug
- 8 Movie theater
- 9 Exercise/Health club facilities
- 10 More seating
- 11 Sleeping pods
- 12 Nursing room/pod
- 13 Outdoor space accessible from terminal
- 14 Pet relief area
- 15 Water bottle filling station
- 97 Other [SPECIFY, FIXED, MAX CHARACTERS 100]
- 0 None [EXCLUSIVE, FIXED]

## CONNECTING AIRPORT [ONLY IF BRAND\_CONN<>SYSMIS]

You indicated you **connected** through [AIRPORT\_CONN] recently. Please answer the following questions based on this travel experience.

CONN1. How long did you have in between flights?

**[NUMERIC, FORCED, RANGE = 1-480]**

**[NUMERIC BOX]** Minute(s)

999 Don't know **[EXCLUSIVE]**

CONN2. Was the time it took to arrive at your connecting gate after you deplaned...?

**[SINGLE RESPONSE, FORCED]**

- 1 Slower than expected
- 2 As expected
- 3 Faster than expected
- 0 Did not change gates/leave the plane

CONN3. Did you have to go through security again at **[AIRPORT\_CONN]**?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
- 0 No
- 99 Don't remember

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**[ONLY IF CONN3=1]**

SEC4\_CONN. How long did it take you to get through the security check at **[AIRPORT\_CONN]**?

**[NUMERIC, FORCED, RANGE = 1-180]**

**[NUMERIC BOX]** Minute(s)

999 Don't know **[EXCLUSIVE]**

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**[ONLY IF CONN3=1]**

SEC5\_CONN. Thinking about your security check experience at **[AIRPORT\_CONN]**, using a 10-point scale, how would you rate the...?

**[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- A Amount of time required for security check
- B Professionalism of security staff
- C Ability of security process to make you feel safe
- D **Overall security check experience [FIXED]**

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FOOD\_RECODE\_CONN. Did you purchase food or beverage at **[AIRPORT\_CONN]**?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
  - 0 No
-

**[ONLY IF FOOD\_RECODE\_CONN=1]**

FOOD7\_CONN. Approximately how much did you spend on food and/or beverage **per person** while in the airport?

**[NUMERIC, FORCED, RANGE 1-300]**

- A \$ [NUMERIC BOX]
  - B [DROPDOWN: 1 U.S. Dollars 2 Canadian Dollars]
  - 99 Don't know **[EXCLUSIVE]**
- 

**[ONLY IF FOOD\_RECODE\_CONN=1]**

FOOD8\_CONN. Thinking about your food & beverage experience at [AIRPORT\_CONN], using a 10-point scale, how would you rate the...?

**[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- A Quality/Taste of food and beverage
  - B Variety of food and beverage
  - C Reasonableness of the price
  - D Speed of service
  - E Courtesy of staff
  - F Overall food & beverage experience **[FIXED, VALID RESPONSES=1-10]**
- 

RETAIL\_RECODE\_CONN. Did you purchase merchandise/services (e.g., toiletries, books, souvenirs, etc.) at [AIRPORT\_CONN]?

**[SINGLE RESPONSE, FORCED]**

- 1 Yes
  - 0 No
- 

**[ONLY IF RETAIL\_RECODE\_CONN=1]**

RET4\_CONN. Approximately how much did you spend on merchandise/services **per person** while in the airport?

**[NUMERIC, FORCED, RANGE 1-1000]**

- A \$ [NUMERIC BOX]
  - B [DROPDOWN 1 U.S. Dollars 2 Canadian Dollars]
  - 99 Don't know **[EXCLUSIVE]**
-

**[ONLY IF RETAIL\_RECODE\_CONN=1]**

RET5\_CONN. Thinking about your retail services experience at **[AIRPORT\_CONN]**, using a 10-point scale, how would you rate the...?

**[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- A Quality of merchandise/services
  - B Variety of shops
  - C Reasonableness of the price
  - D Professionalism of staff
  - E Overall retail services experience [FIXED]**
- 

**[ONLY IF FOOD8\_CONN\_F<>SYSMIS AND RET5\_CONN\_E<>SYSMIS; IF FOOD8\_CONN\_F<>SYSMIS AND RET5\_CONN\_E=SYSMIS THEN AUOPUNCH FB\_RET1\_CONN=FOOD8\_CONN\_F; IF FOOD8\_CONN\_F=SYSMIS AND RET5\_CONN\_E<>SYSMIS THEN AUOPUNCH FB\_RET1\_CONN=RET5\_CONN\_E]**

FB\_RET1\_CONN. Now that you have considered your food & beverage and retail services experiences, how would you rate your...?

**[STANDARD OSAT GRID, SINGLE RESPONSE, FORCED]**

**Overall food & beverage and retail services experience**

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FAC3\_CONN. Thinking about the signage/directions throughout the terminal at **[AIRPORT\_CONN]**, please mark the applicable responses.

**[GRID, SINGLE RESPONSE, FORCED]**

**[COLUMN]**

- 1 Not at all
- 2 Occasionally
- 3 Mostly
- 4 Always
- 99 Don't know

**[ROW]**

- A The signage/directions were clear/easy to understand
- B There were enough signs/directions throughout the terminal

FAC8\_CONN. Was Wi-Fi connection service offered at **[AIRPORT\_CONN]**?

**[SINGLE RESPONSE, FORCED, ORDER=RANDOM]**

- 1 Yes, and I used it
  - 2 Yes, but I did not use it
  - 0 No **[FIXED]**
  - 99 Don't know **[FIXED]**
-

FAC17\_CONN. Thinking about your terminal facilities experience at [AIRPORT\_CONN], using a 10-point scale, how would you rate the...?

[STANDARD ATTRIBUTE GRID, SINGLE RESPONSE, FORCED, ORDER=RANDOM]

- A Clarity of signs/directions inside the terminal
- B Cleanliness of terminal concourses and hallways
- C Comfort in the terminal (e.g., available seating, temperature, etc.)
- D Availability of activity/entertainment options in the terminal
- E Cleanliness of terminal restrooms
- F Ambiance/atmosphere of the terminal (e.g., décor, music, lighting, etc.)
- G Ease of getting to your gate
- H Wi-fi service [ONLY IF FAC8\_CONN=1]
- I Overall terminal facilities experience [FIXED]

OSAT1\_CONN. Using a 10-point scale, taking into consideration all aspects of your airport experience at [AIRPORT\_CONN], how would you rate your...?

[STANDARD OSAT GRID, SINGLE RESPONSE, FORCED]

Overall airport experience

## DEMOGRAPHICS

D1. Are you...?

[SINGLE RESPONSE, FORCED]

- 0 Female
- 1 Male
- 98 Prefer not to answer [EXCLUSIVE]

D2. Which country do you live in?

[SINGLE RESPONSE, FORCED]

- 1 United States
- 2 Canada
- 98 Prefer not to answer

D3. In what year were you born? [ADD PULLDOWN MENU FOR YEARS; RANGE=1918-2000]

- 9998 Prefer not to answer [EXCLUSIVE]

D4. What was the last year of school you completed?

**[SINGLE RESPONSE, FORCED]**

- 1 8<sup>th</sup> grade or less/Grade 8 or less
- 2 Some high school
- 3 High school graduate
- 4 Trade/Technical school
- 5 Some college
- 6 4-year college degree
- 7 Some graduate courses
- 8 Advanced degree
- 98 Prefer not to answer

D5. Are you...?

**[SINGLE RESPONSE, FORCED]**

- 1 Married
- 2 Single (never married)
- 3 Widowed
- 4 Divorced/Separated
- 5 Living with domestic partner
- 98 Prefer not to answer **[EXCLUSIVE]**

D6. Are you...? Mark all that apply.

**[MULTIPLE RESPONSE, FORCED]**

- 1 White/Caucasian
  - 2 Black/African American/African Canadian
  - 3 Asian/Asian American/Asian Canadian
  - 4 Latino/Hispanic
  - 97 Other
  - 98 Prefer not to answer **[EXCLUSIVE]**
-

D7. Which one of the following groups best describes your household's total annual income before taxes?

**[SINGLE RESPONSE, FORCED]**

- 1 Under \$25,000
- 2 \$25,000-\$29,999
- 3 \$30,000-\$39,999
- 4 \$40,000-\$49,999
- 5 \$50,000-\$59,999
- 6 \$60,000-\$69,999
- 7 \$70,000-\$79,999
- 8 \$80,000-\$89,999
- 9 \$90,000-\$99,999
- 10 \$100,000-\$124,999
- 11 \$125,000-\$149,999
- 12 \$150,000-\$174,999
- 13 \$175,000-\$199,999
- 14 \$200,000-\$249,999
- 15 \$250,000-\$499,999
- 16 \$500,000 or more
- 98 Prefer not to answer

D8. Please enter your zip or postal code.

**[IF D2=1 CAPTURE 5 DIGITS RANGE=00000-99999; IF D2=2 CAPTURE 6 ALPHA-NUMERIC CHARACTERS IN THE FORMAT A0A0A0; IF D2=98 CAPTURE 5 OR 6 ALPHANUMERIC DIGITS]**

**[NUMERIC BOX]** Zip code/Postal code

98 Prefer not to answer

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## CLOSING

That concludes our survey. J.D. Power thanks you for participating.