

**San Francisco International Airport  
2010 Customer Survey \* CCG 1015 01  
Code List and Field Guide**

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**RESPNUM**                      Respondent Number (Automatically generated upon data entry)

**CCGID**                        CCG ID Number (Generated upon drop-off)

**TERM**                        Airline terminal  
1      Terminal 1  
2      International Terminal  
3      Terminal 3  
0      Unknown

**BOARD**                      Actual letter of the boarding area (A, B, C, E, F, G)

**STRATA**                      Time of day respondent's flight was scheduled to leave  
1      AM (Leaving before 11 am)  
2      MID (Leaving from 11 am to 5 pm)  
3      PM (Leaving after 5 pm)  
0      Unknown

**ATYPE**                        Airline type (based on Sampling Plan)  
1      Major carriers  
2      Small/International carriers  
3      New carriers

**AIRLINE** (highlight indicates new airlines)

- |                      |                                   |
|----------------------|-----------------------------------|
| 1    Aeromexico      | 21   Phillipine Airlines          |
| 2    Air Canada      | 22   Qantas                       |
| 3    Air New Zealand | 23   Singapore Airlines           |
| 4 <b>AirBerlin</b>   | 24   Skywest                      |
| 5    Airtran         | 25   Southwest                    |
| 6    Alaska          | 26   Sun Country                  |
| 7    All Nippon      | 27   TACA                         |
| 8    American        | 28   United                       |
| 9    British         | 29   US Airways                   |
| 10   Cathay          | 30   Virgin America               |
| 11   Continental     | 31 <b>Westjet</b>                 |
| 12   Delta           | 32   Other (specify)              |
| 13 <b>Emirates</b>   | 33   Unknown                      |
| 14   Frontier        |                                   |
| 15   Hawaiian        | 35   Air China                    |
| 16   JetBlue         | 36   EVA Air                      |
| 17   KLM             | 37   Pre-Security (non-passenger) |
| 18 <b>LAN</b>        |                                   |
| 19   Lufthansa       |                                   |
| 20   Northwest       |                                   |

**DEST** Destination of flight

- 1 Within California
- 2 Out of state
- 3 Out of country

**GATENUM** Gate Number (corresponding to Terminal in TERM)

- Gate 0 – NA (Pre-security/not a flying passenger)
- Gates 20-48 (Terminal 1)
- Gates 60-90 (Terminal 3)
- Gates 1-12 and 91-102 (International Terminal)

**INTDATE** Date of survey

- 1 Tuesday, September 7<sup>th</sup> (Pre-test)
- 2 Sunday, September 12<sup>th</sup>
- 3 Monday, September 13<sup>th</sup>
- 4 Tuesday, September 14<sup>th</sup>
- 5 Wednesday, September 15<sup>th</sup>
- 6 Thursday, September 16<sup>th</sup>
- 7 Friday, September 17<sup>th</sup>
- 8 Saturday, September 18<sup>th</sup>
- 9 Sunday, September 19<sup>th</sup>
- 10 Monday, September 20<sup>th</sup>
- 11 Tuesday, September 21<sup>st</sup>
- 12 Wednesday, September 22<sup>nd</sup>
- 13 Thursday, September 23<sup>rd</sup>
- 14 Other (specify)
- 15 Unknown
- 16 Friday, September 24<sup>th</sup>

**Q1.** Are you connecting from another flight?

- 1 Yes
- 2 No
- 0 Blank

**Q2.** What is the main purpose of your trip today?

- 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
- 7 Other (specify)
- 8 No other/next question (or blank)
- 9 Pick up/drop off passenger who is flying
- 10 Religious/humanitarian purpose
- 11 Relocation/moving/house-hunting/immigration/traveling between homes
- 12 Medical/health issues (either self or friend/family member)

**Q3. How did you get to the airport today?**

- 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, Amtrak, Caltrain)

**Q3A. Did you park in the . . .**

- 1 Domestic (hourly) garage
- 2 International garage
- 3 SFO long-term parking
- 4 Off-airport parking
- 9 Did not park/NA
- 0 Blank

**Q4a. While at SFO today, did you check baggage?**

**Q4b. While at SFO today, did you purchase anything from an airport store?**

**Q4c. While at SFO today, did you make a restaurant purchase?**

- 1 Yes
- 2 No
- 3 Don't know
- 0 Blank

**Q5. Counting today, about how many times have you flown out of SFO in the past 12 months?**

- 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 – Survey was:**

- 1 Interviewer-administered
- 2 Self-administered
- 0 Unknown

**Q6. How does SFO rate on each of the following attributes?**

- 6a. Artwork and exhibitions
- 6b. Restaurants
- 6c. Retail shops and concessions
- 6d. Signs and directions inside SFO
- 6e. Escalators/elevators/moving walkways
- 6f. Information on screens/monitors
- 6g. Information booths (lower level near baggage claim)
- 6h. Information booths (upper level – departure area)
- 6i. Signs and directions on SFO airport roadways
- 6j. Airport parking facilities
- 6k. AirTrain
- 6l. Long term parking lot shuttle
- 6m. Airport rental car center
- 6n. SFO Airport as a whole

(ratings)

- 5 Outstanding
- 4
- 3
- 2
- 1 Unacceptable
- 6 Have never used or visited/not applicable
- 0 Blank

**Q7COM1-3/Q7aCOM1-3 Comments on improving the passenger experience at SFO.**

- 1 Food too expensive
- 2 Shops/services too expensive
- 3 Restaurants/food is good
- 4 Shops are good
- 5 Food is low quality/need better, more, or healthier selections
- 6 Need better, more, or more unique restaurants
- 7 Need better, more, or more unique shops
- 8 Need restaurants/stores/clubs after security
- 9 Need Starbucks/Peets/coffee house type restaurants (both before and after security)
- 10 Need fast food/chain restaurants
- 11 Shops/Restaurants need to be open more/not clean/not efficient
- 20 Airport Layout-Terminals too far away/confusing/too difficult/takes too long to get around airport/no way to get between terminals after getting through security/domestic airlines in international terminal
- 21 Better services/amenities in other terminals than in this one
- 22 AC/Heat problems
- 23 Moving walkways/escalators/elevators not working/not enough/need upgrading
- 24 General cleanliness pos comment

- 25 General cleanliness neg comment
- 26 Positive comment about Airtrain
- 27 Airtrain not convenient/slow/difficult to use/not enough seats
- 28 Smoking areas-more needed/inconveniently located
- 29 Restrooms-Not enough, not clean, missing amenities, too small, not enough hooks
- 30 Facilities need upgrading/airport looks old/outdated
- 31 Airport is crowded/More seating needed
- 32 Baggage claim-Takes too long/hard to find/difficult to get to/disorganized
- 33 Need better disabled access-ramps, carts
- 34 Rental Car center too far away/difficult to get to/confusing/employees rude
- 35 Parking too far away/not enough/hard to find /expensive
- 36 Airport personnel positive comment
- 37 Airport personnel negative comment
- 38 Too many flight delays/bad weather/inefficient air traffic control
- 39 Other Facilities Needed-children's play areas, garden area, sleeping area, showers, business lounges, lockers, pet area, toiletries for sale in restrooms, food/water/soda vending machines, hot water/ice available everywhere
- 40 General positive comments about SFO
- 41 Need more duty-free rules/customs rules explained/improve duty-free/customs experience
  
- 50 Signage outside airport confusing/hard to get to airport/difficult to find correct terminal
- 51 Signage inside airport confusing/small/hard to find gate or airline
- 52 Need bilingual signs/announcements/personnel
- 53 PA hard to understand/hear
- 54 Information booth not staffed/personnel unhelpful/not knowledgeable
- 55 Information screens-Too small/not enough/lack information/displays change too rapidly
- 56 Signage to/from/on AirTrain/BART should be improved
- 57 Add traffic delays/other information to flysfo.com to check before leaving
- 58 Need information on transferring at the airport/what is OK to bring
- 59 More humans/fewer electronic/automated signs
  
- 70 Need more electrical outlets
- 71 Need more artwork/exhibitions/change artwork more frequently
- 72 Positive comment about artwork/exhibitions
- 73 Wifi-not free long enough/difficult to access/doesn't cover entire airport/overloaded/didn't know was available
- 74 Luggage carts-not enough/inconveniently located/should be free
- 75 Need more entertainment- TV's/Computers
- 76 Need water fountains
- 77 Other amenities-clocks, hand sanitizer, strollers, ATM's, curbside check-in, payphone
- 78 Positive comment about wifi
- 79 Don't like free speech booth/misleading/confusing
  
- 90 Security/Customs lines/procedures long/inefficient/ineffective

- 91 Security/Customs personnel inefficient/rude/not well trained
- 92 Bart/ground transportation-Pos comment
- 93 Bart/ground transportation Neg comment
- 94 Airlines pos comment
- 95 Airlines neg comment
- 96 Positive comment about security
- 97 Security should handle those with metal implants/pacemakers better
- 98 Don't appreciate people cutting in line/being allowed in front of me
- 99 Need more/other security measures (local security, more at night, cameras, lighting, etc.)

8. Rate the general cleanliness of SFO

- a. Boarding areas
- b. Domestic hourly parking garage
- c. Airtrain
- d. Airport rental car center
- e. Airport restaurants
- f. Restrooms

(ratings)

5 Clean

4

3 Average

2

1 Dirty

6 Have never used or visited/not applicable

0 Blank

Q8COM1-3 Comments about cleanliness

- 1 Restaurant tables not clean
- 2 Restaurant clean/well maintained
- 3 Restroom dirty/not cleaned often enough/wet floor
- 4 Restroom facilities need repair/refurbishment/don't work properly
- 5 Restroom clean/well maintained
- 6 Dyson Dryers positive comment
- 7 Dyson Dryers negative comment
- 8 Boarding/Security area dirty/not well maintained
- 9 Rental car center dirty
- 10 Construction making things dirty
- 11 Excessive trash/trash cans not emptied
- 12 General positive comment
- 13 General negative comment

**Q9. How safe do you feel at SFO?**

- 5 Extremely safe
- 4
- 3 Neutral
- 2
- 1 Not safe at all

**Q9aPOS1-3 (4-5 rating in Q9), NTR1-3 (3 rating in Q9), NEG1-3 (1-2 rating in Q9) Why do you say that?**

- 1 There are a lot of security officers/Security officers/staff are alert/effective/confident
- 2 Security procedures/equipment are effective
- 3 There are a lot of people around (pos)/crowded/too many for security (neg)
- 4 Airport is open/brightly lit/well-maintained/calm
- 5 Just feel safe/Don't see anything to worry about/Haven't thought of it
- 6 Never had a problem/Has never been an incident at SFO
- 7 SFO is safer compared to other airports/cities
- 8 Never feel completely safe/feel uneasy in an airport/Must remain vigilant
- 9 Needs to be more security officers/don't see any
- 10 Security officers are not alert/ineffective/unprofessional
- 11 Needs to be more cameras/better lighting
- 12 General positive comment
- 13 Security procedure take too long/excessive
- 14 If you look a certain way you're searched/discrimination
- 15 Federal/security employees step over boundaries/violate civil rights
- 16 If someone wants to harm people, they'll find a way to do it
- 17 Security messages/systems ineffective/unclear/'overkill'
- 18 Saw crime/victim of crime/suspected of something searched
- 19 Missing key security component – emergency exits, what to do in a fire, certain areas, times of day (late at night), etc.
- 20 No different than any other airport/any other airport in the US

**Q10. Have you ever used the SFO web site (www.flysfo.com)?**

- 1 Yes
- 2 No
- 3 Don't know
- 0 Blank

(if "Yes")

**Q11. How would you rate the usefulness of the SFO website?**

- 5 Extremely useful
- 4
- 3 Neutral
- 2
- 1 Not useful at all

**Q11a1-3 What areas of the SFO website do you find most useful?**

- 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/dropoff info
- 7 Airline links/information (other than flight/gate)
- 8 Airport restaurants/amenities/features (including WiFi)
- 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

**Q12. What county did you depart from to get to the airport today?**

- 1 Alameda
- 2 Contra Costa
- 3 Marin
- 4 Napa
- 5 San Francisco
- 6 San Mateo
- 7 Santa Clara
- 8 Solano
- 9 Sonoma
- 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

**Q13. While at SFO today, how easy or difficult was it . . .**

**13a. Finding your way around the airport**

**13b. Passing through security and screening**

**(ratings)**

**5 Easy**

**4**

**3 Average**

**2**

**1 Difficult**

**6 Don't know/not applicable**

**0 Blank**

**Q13COM1-3 Finding your way/security-specific comments**

- 1 Long/slow/crowded/confusing security**
- 2 Security was efficient/fine/good/personnel competent/friendly**
- 3 Security personnel were good/tried to get those with earlier flights through**
- 4 People jumped ahead of us because of procedures/resented having to wait longer while those in back of us went ahead**
- 5 Racial/other profiling/felt harassed by security personnel**
- 6 Security understaffed/not enough lanes open**
- 7 Couldn't find airline/gate/facility**
- 8 Signage in boarding area poor quality/confusing/insufficient**
- 9 Security can be cumbersome, but it's necessary – don't mind the procedure so much**
- 10 Could have used better signage/clear signs on what can/cannot be brought through security**
- 11 Tough to navigate security/walk to gate because of disability/impairment**
- 12 Security personnel unprofessional/rude/not knowledgeable**
- 13 Security procedures ineffective/cumbersome/illogical/too invasive**
- 14 Security was quicker/easier for me than for others (airport/terminal/first class)**
- 15 General negative comment**
- 16 General positive comment**

**Q14. 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?**

**1 Yes**

**2 No**

**3 Don't know**

**0 Blank**

**Q14a1-3. Please describe the problems**

- 1 Airline counters understaffed/airline personnel not knowledgeable/unprofessional/airline ticketing confusing/inefficient
- 2 Store procedures/duty-free regulations/store personnel rude/unprofessional
- 3 Hard to find gate/airline/facility/airport layout confusing/terminals too far from each other
- 4 Long security lines/disorganized security screening/took too long
- 5 Security/security procedures confusing/invasive/inconsistently applied/ineffective/officers unprofessional
- 6 Flight delays
- 7 Insufficient facilities/amenities
- 8 Airline baggage procedures unfair/expensive/confusing
- 9 Insufficient/unclear signage
- 10 Freeways/getting to airport confusing/traffic on freeway
- 11 Missed flight
- 12 Wi-Fi/Internet not working/not free/doesn't work with my device
- 13 Insufficient number of monitors/do not list all flights/monitors not working
- 14 Need better disabled access
- 15 Stores/restaurants close too early/don't open early enough
- 16 Airport/facilities too crowded
- 17 Food too expensive/low quality/not diverse enough
- 18 Elevator/escalator/moving walkway not working/not enough
- 19 Positive comment about security officer/airport/airline employee
- 20 Seating area in poor condition/uncomfortable/not enough seats
- 21 Not enough restrooms/inconvenient/missing supplies

**Q15. Do you live in the San Francisco Bay Area, or are you visiting the region?**

- 1 I live in the San Francisco Bay Area
- 2 I am visiting the region from somewhere else
- 3 NA – I am connecting from another flight

**CITY** Actual city name (text)

**SFFLAG** Added flag denoting Bay Area residence

- 1 San Francisco County
- 2 Unspecified "Bay Area" designation written in
- 3 Outside Bay Area but within California
- 4 Outside California
- 5 Unknown/blank
- 10 Alameda County
- 11 Contra Costa County
- 12 San Mateo County
- 13 Santa Clara County
- 14 Marin County
- 15 Sonoma County
- 16 Napa County
- 17 Solano County

**STATE (if location in North America; from Q16)**

**0** No state given/none can be determined

**US States and Possessions**

- 1** Alabama
- 2** Alaska
- 3** American Samoa
- 4** Arizona
- 5** Arkansas
- 6** California
- 7** Colorado
- 8** Connecticut
- 9** Delaware
- 10** District of Columbia (DC)
- 11** Federated States of Micronesia
- 12** Florida
- 13** Georgia
- 14** Guam
- 15** Hawaii
- 16** Idaho
- 17** Illinois
- 18** Indiana
- 19** Iowa
- 20** Kansas
- 21** Kentucky
- 22** Louisiana
- 23** Maine
- 24** Marshall Islands
- 25** Maryland
- 26** Massachusetts
- 27** Michigan
- 28** Minnesota
- 29** Mississippi
- 30** Missouri
- 31** Montana
- 32** Nebraska
- 33** Nevada
- 34** New Hampshire
- 35** New Jersey
- 36** New Mexico
- 37** New York
- 38** North Carolina
- 39** North Dakota
- 40** Northern Mariana Islands
- 41** Ohio
- 42** Oklahoma
- 43** Oregon

- 44 Palau
- 45 Pennsylvania
- 46 Puerto Rico
- 47 Rhode Island
- 48 South Carolina
- 49 South Dakota
- 50 Tennessee
- 51 Texas
- 52 Utah
- 53 Vermont
- 54 Virgin Islands
- 55 Virginia
- 56 Washington
- 57 West Virginia
- 58 Wisconsin
- 59 Wyoming
  
- 60 Armed Forces Africa/Canada/Europe/Middle East
- 61 Armed Forces Americas (except Canada)
- 62 Armed Forces Pacific

**Canadian Provinces**

- 63 Ontario
- 64 Quebec
- 65 Newfoundland & Labrador
- 66 New Brunswick
- 67 Nova Scotia
- 68 Prince Edward Island
- 69 Manitoba
- 70 Saskatchewan
- 71 Alberta
- 72 British Columbia
- 73 Yukon Territories
- 74 Northwest Territories
- 75 Nunavut Territories

**Mexican States**

- 80 Baja California South
- 81 Baja California North
- 82 Sonora
- 83 Chihuahua
- 84 Sinaloa
- 85 Durango
- 86 Coahuila
- 87 Nuevo Leon
- 88 Zacatecas
- 89 San Luis Potosi
- 90 Tamaulipas
- 91 Nayarit

- 92 Aguascalientes
- 93 Jalisco
- 94 Guanajuato
- 95 Querétaro
- 96 Hidalgo
- 97 Colima
- 98 Michoacán
- 99 Mexico
- 100 Morelos
- 101 Tlaxcala
- 102 Puebla
- 103 Veracruz
- 104 Guerrero
- 105 Oaxaca
- 106 Chiapas
- 107 Tabasco
- 108 Campeche
- 109 Yucatán
- 110 Quintana Roo (Distrito Federal)

#### COUNTRY (from Q16)

1	ARGENTINA
2	AUSTRALIA
3	AUSTRIA
4	BANGLADESH
5	BARBADOS
6	BELGIUM
7	BRUNEI
8	BRAZIL
9	BULGARIA
10	CANADA
11	CHILE
12	CHINA
13	COLUMBIA
14	COSTA RICA
15	DENMARK
16	ECUADOR
17	EL SALVADOR
18	ETHIOPIA
19	FINLAND
20	FRANCE
21	GERMANY
22	GUATEMALA
23	HONDURAS
24	INDIA
25	INDONESIA
26	IRAN
27	IRELAND

28	ISRAEL
29	ITALY
30	JAPAN
31	KENYA
32	KOREA
33	MEXICO
34	NEPAL
35	NETHERLANDS
36	NEW ZEALAND
37	NICARAGUA
38	NIGERIA
39	NORWAY
40	PAKISTAN
41	PANAMA
42	PARAGUAY
43	PERU
44	PHILIPPINES
45	PORTUGAL
46	PUERTO RICO
47	RUSSIA
48	SAUDI ARABIA
49	SINGAPORE
50	SLOVAKIA
51	SOUTH AFRICA
52	SOUTH KOREA
53	SPAIN
54	SWEDEN
55	SWITZERLAND
56	TAIWAN
57	TANZANIA
58	TRINIDAD
59	UAE (UNITED ARAB EMIRATES)
60	UK (UNITED KINGDOM)
61	UKRAINE
62	USA
63	VENEZUELA

**Q17. Age**

- 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

**Q18. Gender**

- 1 Male
- 2 Female
- 0 Blank

**Q19. Household Income (in US Dollars)**

- 1 Under \$50,000
- 2 \$50,000-\$100,000
- 3 \$100,001-\$150,000
- 4 Over \$150,000
- 5 Other (unspecified)
- 0 Blank

NOTE: Income given in other currencies converted based on the exchange rate on September 15, 2010 at [www.exchange-rates.org/HistoricalRates/A/INR/9-15-2010](http://www.exchange-rates.org/HistoricalRates/A/INR/9-15-2010).

**DESTMARK**

Market size of the destination airport.

- 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

These designations are based on the airport's 2009 average daily number of passengers if available; if not, other usable data as publicly available as of 11/4/2010 was used.

**DESTINATION**

Text description of the destination. These are input according to the following protocols:

- ✓ Major cities which are easily recognizable (e.g. Denver) are input with no further indicators.
- ✓ Cities where the destination is relatively small, or the state/region could be confused with other areas are input with one additional indicator – the state abbreviation if within the US (e.g. Arcata, CA); and if outside the US, the name of the country (e.g. San Jose del Cabo, Mexico).
- ✓ If a city has more than one major airport, the airport name is also used (e.g. Washington-Dulles).

- DESTGEO** – Assigned code providing area of the world flight is destined for
- 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



**WEIGHT** – Weight assigned to record; weighting by % of passengers by Terminal