

San Francisco International Airport
2012 Customer Survey * CCG 1015 03 * Code List and Field Guide

RESPNUM	Respondent Number (Automatically generated upon data entry)			
CCGID	CCG ID Number (Generated upon drop-off)			
BAREA GATE	Boarding Area – Actual letter of boarding area, confirmed to match GATE (Gate Number) as follows: A Gates 1-12 B Gates 20-36 C Gates 40-48 D Gates 50-59 F Gates 68-90 G Gates 91-102			
STRATA	Strata 1 AM (Flights departing before 11 am) 2 MID (Flights departing 11 am to 5 pm) 3 PM (Flights departing after 5 pm) 0 Unknown			
CATEGORY pm) and after 1 pm)	Category 1 Domestic Peak (Domestic flights – US only, departing 8 am to 1 pm) 2 Domestic Offpeak (Domestic- US flights, departing prior to 8 am and after 1 pm) 3 International (All international flights) 0 Unknown			
INTDATE	Date of interview 1 May 1			

RUN The Run ID# (see schedule) showing when/where survey was administered/distributed.

AIRLINE (those with an asterisk * are considered Major airlines)

1	Aeromexico	21	JetBlue*
2	Air Canada	22	KLM
3	Air China	23	Korean Air
4	Air France	24	LAN
5	Air New Zealand	25	Lufthansa
6	Air Berlin	26	Philippine Airlines
7	Airtran	27	Singapore Airlines
8	Alaska Airlines*	28	Southwest*
9	American*	29	Sun Country
10	ANA All Nippon	30	Swiss Air
11	Asiana	31	TACA
12	British Airways	32	United*
13	Cathay Pacific	33	United Intl*
14	China Airlines	34	US Airways*
15	Delta*	35	Virgin America*
16	Emirates	36	Virgin Atlantic
17	EVA Air	37	WestJet
18	Frontier	38	Other
19	Hawaiian Airlines	39	Unknown
20	Japan Airlines		

FLIGHT The flight number of the respondent

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).

1	Albuquerque	36	Hilo, HI	72	Pittsburgh
2	Amsterdam	37	Hong Kong	73	Portland
3	Arcata, CA	38	Honolulu	74	Puerto Vallarta
4	Atlanta	39	Houston-Inter.	75	Redding, CA
5	Auckland	40	Idaho Falls	76	Redmond, OR
6	Austin	41	Kahului (Maui), HI	77	Reno
7	Bakersfield	42	Kansas City	78	Sacramento
8	Baltimore	43	Kauai/Lihue, HI	79	Salt Lake City
9	Beijing	44	Klamath Falls, OR	80	San Antonio
10	Boise	45	Kona, HI	81	San Diego
11	Boston	46	Las Vegas	82	San Luis Obispo
12	Burbank, CA	47	Lima	83	San Salvador
13	Cabo San Lucas/ Los Cabos	48	London-Heathrow	84	Santa Ana, CA
14	Calgary	49	Long Beach	85	Santa Barbara
15	Cancun	50	Los Angeles	86	Seattle-Tacoma
16	Charlotte	51	Medford, OR	87	Seoul-Incheon
17	Chicago-Midway	52	Mexico City	88	Shanghai
18	Chicago-O'Hare	53	Miami	89	Spokane
19	Chico, CA	54	Milwaukee	90	St. Louis
20	Cincinnati	55	Minneapolis	91	Sydney
21	Cleveland	56	Modesto, CA	92	Taipei
22	Colorado Springs	57	Montreal	93	Tokyo-Haneda
23	Crescent City, CA	58	Munich	94	Tokyo-Narita
24	Dallas-Ft. Worth	59	New Orleans	95	Toronto
25	Denver	60	New York-JFK	96	Tucson
26	Detroit	61	Newark	97	Vancouver
27	Dubai	62	North Bend, OR	98	Victoria
28	Dusseldorf	63	Oklahoma City	99	Washington- Dulles
29	Edmonton	64	Ontario, CA	100	Washington- National
30	Eugene, OR	65	Orlando	101	Zurich
31	Fort Lauderdale	66	Osaka-Kansai	102	Other
32	Frankfurt	67	Palm Springs	103	Unknown
33	Fresno, CA	68	Paris	104	Monterey
34	Guadalajara	69	Pasco, WA		
35	Guam (Manila)	70	Philadelphia		
		71	Phoenix		

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
- 10 Pre-security (NA)



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 average daily number of passengers.

Qtime Is there a time entered on the survey?

- 1 Yes
- 2 No

ARRTIME The time the respondent arrived at the airport (24-hour time format)

DEPTIME The originally scheduled departure time of the surveyed flight (24-hour time format)

HOWLONG [calculated] Length of time from respondent arrival to flight departure (entered as HH:mm)

Q2_1 through Q2_6 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/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
- 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
- 0 Blank

Q4a While at SFO today, did you?

Q4a Check baggage

Q4b Purchase anything from an airport store

Q4c Make a restaurant purchase

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

Q5 Visit any airport stores, but not make a purchase?

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

Q5A1-Q5A3 (If "Yes" in Q5) Why didn't you make a purchase?

- 1 Store(s) closed
- 2 Just browsing/just looking/killing time/window-shopping/didn't need anything
- 3 Not enough time before my flight/had to catch my flight before I could buy
- 4 Didn't have any space in my bags/carry-on for items/too difficult to carry item
- 5 Items too expensive
- 6 Worried about customs/flight restrictions (e.g. perfume-liquid might have to throw out/not allowed on plane)/not duty-free/alcohol restrictions
- 7 Didn't like quality/selection of items (general)
- 8 Just starting vacation and didn't want to spend money/would rather make a purchase at my destination (e.g. Hawaii/Las Vegas)
- 9 Broke/no money/end of my vacation so I have no money left to spend
- 10 Couldn't find what I was looking for (general)
- 11 Couldn't find beverage/brand of water/non-diet beverages/Diet Coke/coffee
- 12 Couldn't find electronics/iPods/power adapter/headphones (or not at reasonable prices)
- 13 Couldn't find book I wanted/didn't like book selection/have an e-reader (no e-books)
- 14 Couldn't find magazine I wanted (crossword puzzles, knitting, gardening)
- 15 Couldn't find newspaper I wanted (New York Times, Los Angeles Times)
- 16 Couldn't find drugstore items (Benadryl, Chloraseptic, Bengay, deodorant)
- 17 Couldn't find neck support/pillow/fanny pack/other travel gear
- 18 Couldn't find brand/type of snack/gum I wanted
- 19 Couldn't find right cosmetics/perfume/lipstick/jewelry I wanted
- 20 Couldn't find right size/color/items out of stock/couldn't find enough of same item (for multiple gifts)
- 21 Couldn't find items store displayed/advertised; was not allowed to purchase item in the store
- 22 Would rather make purchase at my destination (e.g. Hawaii, Las Vegas)
- 23 Already purchased souvenirs in San Francisco/cheaper to purchase items (chocolate, perfume, souvenirs, wine) outside the airport
- 24 Lines too long in store/not enough staff in store/too crowded/too warm in store
- 25 Couldn't get enough information on items I was interested in/prices not clearly marked on items/couldn't get questions answered re: merchandise
- 26 Gifts/souvenirs too mass-produced/not unique enough/no quality souvenirs
- 27 Store staff unhelpful/rude/didn't want to assist me

- 28 No food that I wanted
- 40 Poor quality/cheap/poor quality for price
- 60 Just wanted to browse magazine/newspaper headlines
- 70 Didn't see anything I liked/wanted/nothing interesting
- 80 Limited selection/same things in every store/need greater variety of stores
- 90 With another person/helping another person who made a purchase
- 98 Just checking prices/doing research before buying an item
- 99 Couldn't decide/other

Q6 Visit any airport restaurants, but not make a purchase?

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

Q6A1-Q6A3 (If "Yes" in Q6) Why didn't you make a purchase?

- 1 Restaurant was closed
- 2 Too early/too late for kind of food available
- 3 Presentation/menu did not look attractive/desirable
- 4 Food appeared to be low quality
- 5 Food was too expensive
- 6 Line was too long/restaurant too crowded/limited seating available
- 7 Couldn't find the type of food I was looking for/didn't like menu (general)
- 8 Restaurant was out of specific food/menu item I wanted to order
- 9 Just browsing/not really hungry
- 10 Restaurant didn't look clean/servers got hair in food/weren't sanitary
- 11 Restaurant service was slow/kitchen delays (not due to crowding)
- 12 Restaurant wouldn't make substitutions/ modifications
- 13 Portions looked small/small for the price
- 14 Portions too big/wanted something lighter
- 15 Couldn't get menu item to go (to take on the plane)/menu item would have been tough to carry onto the plane
- 16 Decided what I brought with me was better than what was offered
- 17 Running out of time/had to get to my gate
- 18 Too many choices (general)
- 19 Not enough choices (general)
- 20 Checked out several restaurants before picking out best one (quality/price/type of food offered)
- 50 Wanted coffee (Starbucks/Peet's), but couldn't find it
- 51 Wanted hot breakfast and couldn't find it
- 52 Wanted Chinese food/sushi (and couldn't find it)
- 53 Wanted pizza and couldn't find it
- 54 Wanted burgers and couldn't find it
- 55 Wanted soup/salad/sandwiches and couldn't find it
- 56 Wanted fast food and couldn't find it

- 57 Wanted vegetarian and couldn't find it/not enough vegetarian items
- 58 Wanted gluten-free/nut-free/other allergy/restricted items
- 59 No healthy food options/just fast food/food looked too salty/greasy
- 99 Other/non-specific comment ("Good food")

Q7 How many times flown out of SFO in the past 12 months?

- 1 1 time
- 2 2 times
- 3 3 - 6 times
- 4 7 - 12 times
- 5 13 - 24 times
- 6 More than 24 times
- 0 Blank

SAQ

- 1 Interviewer Administered - Specify Interviewer Initials
- 2 Self Administered - "X" in box
- 0 Unknown

Rating of SFO

- Q8a Artwork and exhibitions
- Q8b Restaurants
- Q8c Retail shops and concessions
- Q8d Signs and directions inside SFO
- Q8e Escalators/Elevators/Moving walkways
- Q8f Information on screens/monitors
- Q8g Information booths (lower level - near baggage claim)
- Q8h Information booths (upper level - departure area)
- Q8i Signs and directions on SFO airport roadways
- Q8j Airport parking facilities
- Q8k AirTrain
- Q8l Long term parking lot shuttle (bus ride)
- Q8m Airport Rental Car Center
- Q8n SFO Airport as a whole
- 5 Outstanding
- 4
- 3
- 2
- 1 Unacceptable
- 6 Have never used or visited / Not applicable
- 0 Blank

Q9 Specific suggestions on ways SFO could improve your experience here:

Restaurants

- 1 Restaurants too expensive/lower prices in restaurants
- 2 More choices/Better restaurants
- 3 Healthier/more vegetarian/fresh/organic restaurants/food options
- 4 More fast food restaurants/more restaurant chains
- 5 Restaurants should open early/stay open later for passengers on early/late flights
- 6 Improve food quality in restaurants
- 7 Positive comment about restaurants
- 8 Need coffee/Peet's/Starbucks/good coffee/espresso
- 9 Restaurant lines are too long/restaurants too crowded
- 10 More food choices to take on plane/faster service at restaurants
- 11 More fine dining, especially post-security
- 12 More dining options that serve alcohol
- 13 Faster service
- 14 More restaurants pre-security
- 15 Specific restaurant suggestion
- 16 More bars

Stores/Retail

- 20 Need greater variety of shops/special shopping areas for long layovers
- 21 Need more name-brand retail
- 22 Stores should open early/stay open later for passengers on early/late flights
- 23 Need cosmetics/bath and beauty store (Body Shop)
- 24 Need more unique items/local items/gifts beyond alcohol, t-shirts, etc.
- 25 Positive comment about shops/retail
- 26 Couldn't find bookstore
- 27 Stores too expensive
- 28 More shops

Security

- 30 More security lines
- 31 Better organized/more efficient security checkpoints
- 32 More polite/professional/helpful staff at security checkpoints
- 33 Need more staff at security checkpoints
- 34 Too many TSA staff chatting/talking/not doing job
- 35 Security lines take too long/too slow
- 36 Improve signage at security (able to find lines/able to find priority security)
- 37 Improve signage at security (what to do/what to bring/not bring)
- 38 Provide 3-1-1 bags [meet TSA requirements] at security lines
- 39 Add Nexus card or other frequent-flyer security
- 40 Improve security (general)
- 41 No more full-body scans

- 42 Security staff was helpful/security staff does a good job
- 43 Give security process more space for equipment/space for people to sit to put shoes on
- 44 Be sure everyone is protected equally/first-class passengers don't seem to go through as thorough a screening
- 45 Have additional staff at security to answer questions/remind people to remove shoes/etc.
- 46 Have separate line for families and elite travel/business class in security; airline staff should have separate security line or be polite when cutting in front of passengers
- 47 Have real-time info signs/iphone application/info on website showing length of time it takes to get through security line at that moment
- 48 No pat-downs/Pat-downs intrusive/ineffective
- 49 General suggestion (be better, improve, etc.)

Check-in/Airlines

- 60 More instruction/help at check-in needed, esp. for infrequent fliers
- 61 Check-in area too slow/crowded/confusing
- 62 Automated check-in machines/curbside check-in not working properly
- 63 Better signage at check-in needed
- 64 Improve handling of groups at check-in counter
- 65 Put scales in area so passengers can check baggage weight before getting to counter
- 66 Add more agents at check-in
- 67 Need directory of airlines/no way to find Sun Country/Jet Blue check-in
- 68 Airline lounges should not be pre-security/provide lounge post-security too
- 69 Problem with ticket processing/booked on separate flights/related issue
- 70 Problem with professionalism/courtesy/ability of airline staff/Policy of airline
- 71 Positive comment about airline staff
- 72 Expensive luggage check-in
- 73 General suggestion (be better, improve, etc.)
- 74 Negative comment about airline staff

Car rental center

- 80 Signs at rental car center/from rental center to Airtrain are confusing
- 81 Tough to go from car rental center to main airport with bags
- 82 General negative comment about car rental center
- 83 Getting to car rental center by car is difficult
- 84 Car rental turn-in process takes too long
- 85 Getting to rental car center from baggage claim too long/confusing/unclear
- 86 More elevators/escalators in Center
- 87 Center too far away
- 88 Rental car hours posted in terminals
- 89 General positive comment

BART/Airtrain/transit

- 100 BART is too expensive
- 101 Need better signage between BART/Airtrain and main part of airport
- 102 Better connections/closer stops for Caltrain/SamTrans
- 104 Need better public transit options to/from airport
- 105 Put departure/arrival screens for all flights in BART/Airtrain areas
- 106 BART/Caltrain/cabs should run longer hours/when people need to get to airport for flights and/or leave the airport (early AM/late PM)
- 107 Airtrain too crowded/slow
- 108 Positive comment about BART or Airtrain
- 109 Need information about using BART
- 110 Airtrain not working
- 111 Connect BART to rental car center/make it easier to get to BART
- 112 BART too crowded/slow
- 113 Airtrain general comment

Other ways of getting to airport (including signs/directions for same)

- 120 Reduce traffic congestion at airport
- 121 Pick-up/Drop-off area is too harshly policed/need more time to pick up passengers and their luggage
- 122 Add staff directing traffic getting to/leaving airport
- 123 Put signs earlier on freeway and make them bigger (showing airport turnoff)
- 124 Put signs earlier so cars know which terminal they are approaching and which airlines are in that area
- 125 Put up signs showing nearest gas station(s)/hotels near airport
- 126 Extend Airtrain to long-term parking/shuttle adds too much time
- 127 A shuttle to go terminal to terminal
- 128 General suggestion (be better, improve, etc.)

Screens/monitors, Announcements, and signage (in airport)

- 160 Offer frequent announcements/signs in multiple languages, not just English
- 161 Put signs where everyone (short, tall, wheelchairs) can read them easily
- 162 Put more maps in airport/maps with 'you are here' notation
- 163 Make signs indicating gate designation clearer/put gate number on flight info
- 164 Improve clarity of announcements so they are easier to understand
- 165 Make procedure for transfer between terminals/airlines clearer
- 166 Make walkways less crowded/try to reduce congestion
- 167 Update screen/monitor information system
- 168 Show all destinations for a flight
- 169 Co-ticketing/code share confusing/show all airlines/explain system
- 170 Increase number of monitors
- 171 Update monitors more frequently/monitors don't always provide current info
- 172 Improve signage at baggage claim/monitors in the way of signs
- 173 Need to improve signage/maps at hourly parking/know where you are in relation to terminal

- 174 Need improved signage/directions from gate to baggage claim/from baggage claim to Airtrain
- 175 Better signage/directions in gate areas for passengers transferring to another flight
- 176 Need to improve signage (general)
- 177 Screens at gate should show something other than news/CNN/More TV's for entertainment
- 178 Improve signage to/from International Terminal
- 179 Make it easier to find taxis/ground transportation if not going through baggage claim
- 180 Too big/too much walking/add more automated walkways/airtrain stops
- 181 Confusing due to construction/mergers/changes
- 182 Allow for walking between terminals post-security rather than having to go through security again
- 183 Signs/monitors/hard to read/need a larger font size

Other services

- 200 More outlets/more outlets near gates/outlets don't work
- 201 More smoking areas/ smoking area post-security
- 203 Include open-air lounges
- 204 Wi-Fi should be free/free for longer period/stronger/priced for duration of stay
- 205 Increase number of moving walkways
- 206 More restrooms/make restrooms easier to find/show nearest restroom
- 207 Offer live music
- 208 Positive comment about free Wi-Fi
- 209 Offer more things to do while waiting for plane – movie/videogame room
- 210 Provide luggage carts after check-in/make luggage carts free
- 211 Include more/better artwork
- 212 Include promotion of San Francisco/things to do in SF
- 213 Nursery/other service not open when needed
- 214 Duty-free not available for this flight/terminal/improve duty-free info/service
- 215 Improve/streamline customs/make process clearer/easier to follow
- 216 Improve services for those who are handicapped/pregnant/assisting with elderly parents/relatives – shuttles to gate, wheelchair availability, etc.
- 217 Make it easier to go in/out of shops/restaurants/restrooms and on walkways/escalators with luggage (2 pieces)
- 218 Restrooms should be cleaner
- 219 Closer/cheaper/more parking
- 220 Show location of banks/ATM machines/more ATM's
- 221 Put safety sensors in elevators (door almost closed on child)
- 222 No one at information booth/info booth did not have correct information
- 223 Put informational/airport staff throughout airport (wandering)/make staff wear visible uniform so they can be spotted
- 224 Widen parking spaces (long-term parking)
- 225 Make park-n-call more visible/easier to find/better signage to/from
- 226 Add sleeping areas, offer blankets

- 227 Consider quiet/no talking/no cell phone conversation areas
- 228 Add iPhone/other application/increase efficiency to notify passengers of delays/cancellations (both incoming and departing flights)
- 229 Add benches of workstations where people can not only plug in computer/other device but work
- 230 Add services – hairdressers, nail salon, etc.
- 231 Positive comment about bathrooms
- 232 Add more amenities post security
- 233 Make baggage claim faster/more efficient/more secure
- 234 Add more free water fountains/refilling stations
- 235 Airline clubs after security
- 236 General bathroom comment (fix bathrooms, etc.)
- 237 Cab issues

Staff (general)

- 240 Everyone was very helpful
- 241 Staff should provide direction more often (not just standing around)
- 242 Staff should be friendlier/more helpful/speak English

Appearance of terminals/airport

- 260 Update terminal/currently looks outdated
- 261 Improve artwork/Have more artwork
- 262 Artwork is great – like it/other positive comment
- 263 Terminal appearance has greatly improved/like the new terminal
- 264 Clean/replace carpets
- 265 Upgrade lighting/airport looks too dim/dark
- 266 Use brighter colors/repaint
- 267 Add more clocks
- 268 This terminal is good/great, but others need improvement
- 269 Other terminals are better than this one
- 270 Terminal is dirty/needs to be cleaned
- 271 More/better seating at gates
- 272 Like water fountains
- 273 Like Dyson hand dryers
- 274 Improve ventilation/air flow
- 275 Airport is crowded
- 276 Animals should not be allowed
- 277 More signs/info on web site regarding airport hours
- 278 Clean/refurbish seats
- 279 Boarding areas should be bigger/boarding areas too crowded
- 280 Airport should be greener/more landscaping/more trees/flowers/nature
- 281 Don't like art
- 282 More cupholders/tables

Other/general/airport-wide

- 900 Excellent/good/great experience/other general positive comment
- 901 Airport is clean
- 902 Airport is convenient
- 903 Reduce number of weather-related delays
- 904 SFO is much easier to get around than other major airports
- 905 Reduce number of traffic related delays/Build more runways
- 906 There are not enough non-stop flights
- 907 Reduce delays
- 908 General complaint
- 910 Other
- 911 Prices too high

- Q10a Cleanliness of SFO
- Q10b Boarding areas
- Q10c Domestic hourly parking garage
- Q10d Airtrain
- Q10e Airport Rental Car Center
- Q10f Airport restaurants
- Restrooms
 - 5 Clean
 - 4
 - 3 Average
 - 2
 - 1 Dirty
 - 6 Have never used or visited/ Not applicable
 - 0 Blank

- Q10comm Comments about cleanliness

Restaurants

- 1 Restaurant dining area not clean/garbage on tables/floors/not bussed often enough
- 2 Restaurant clean/well maintained
- 3 Restaurant/bar itself not clean/odors/food prep area looks dirty
- 4 Restaurants (general) not clean enough

Restrooms

- 20 Restroom did not smell clean/bad odors
- 21 Restroom dirty/not cleaned often enough
- 22 Restroom facilities need repair/don't work properly
- 23 Restroom clean/well maintained
- 24 Restroom facilities out of soap/paper towels/toilet paper/other supplies
- 25 Dyson dryers – positive comment
- 26 Dyson dryers – negative comment

- 27 Positive comment – self flush/hands-free/other related restroom features
- 28 Negative comment – self flush/hands-free/other related restroom features
- 29 Restrooms dirty because overused/long lines/need more restrooms
- 30 Restrooms look dated/badly lit/need to be refurbished

Rest of airport/airport in general

- 40 Boarding area dirty/not well maintained/garbage or food on seats/floors
- 41 Rental car center dirty
- 42 Construction making things dirty
- 43 Positive comment – recycling bins/reduce waste/water usage reminders
- 44 Negative comment – recycling bins/reduce waste/water usage reminders
- 45 Seating (general) dirty/ripped/needs repair/replacement
- 46 Store dirty/dusty/needed to be vacuumed/cleaned
- 47 Need to cut down on flies/pests
- 48 AirTrain dirty/needs to be cleaned

- 85 SFO as clean/cleaner than other airports
- 86 SFO not as clean as other airports/needs to adopt cleanliness standards/ideas of other airports
- 87 General – very clean airport overall
- 88 General – not very clean airport overall
- 89 Other general positive comment
- 90 Other general negative comment
- 91 General comment (neither positive or negative)
- 92 Other

Q11 How safe do you feel at SFO?

- 5 Extremely safe
- 4
- 3 Neutral
- 2
- 1 Not safe at all
- 6 Don't know (DK)
- 0 Blank

Q11apos Why do you say that? (Rating of 4 or 5)

Q11aneg Why do you say that? (Rating of 1 or 2)

Q11antr Why do you say that? (Rating of 3, DK, or blank)

- 1 There are a lot of security/officers/ airport staff who are alert/effective
- 2 Security procedures/equipment/cameras are visible/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/clean/good

- environment
- 5 Just feel safe/Don't see anything to worry about
 - 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 any airport/Must remain vigilant
 - 9 Needs to be more security officers/don't see any
 - 10 Security officers are not alert/ineffective/unprofessional/too passive
 - 11 Needs to be more cameras/better lighting
 - 12 General positive comment
 - 13 Security procedures take too long/excessive/too confusing
 - 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/procedures/presence ineffective/unclear/'overkill'
 - 18 Saw crime/victim of crime/criminal suspect/package or baggage left unattended for more than a few minutes
 - 19 Missing key security component – emergency exits, what to do in a fire, certain areas (Airtrain, parking lots), times of day (late at night), etc.
 - 20 No different than any other airport/any other airport in the US
 - 21 Security is thorough/strict/I saw them check everybody/go through bags/they checked my name/they asked everyone questions/dogs sniffed bags/asked questions/searched baggage/checked everyone
 - 22 Not as dangerous as being in some parts of San Francisco/more worried about an earthquake occurring than security issues/no different than being in a large city/worry about security outside the airport more
 - 23 More concerned about x-rays/abuse by TSA/loss of privacy/rights than security
 - 24 Police on bicycles a definite plus/like SFPD presence particularly/SFPD presence makes me feel safe
 - 25 Don't have to watch my belongings closely/can leave my stuff/can fall asleep/can pull out cash and not worry/left my belongings (pos)/people are careless/not aware (neg)
 - 26 Because I'm x feet tall/weigh x pounds/I'm with my husband/friends, etc.
 - 27 No beggars/homeless/'creepy people'/no graffiti/vandalism/people who want to rob me cannot afford an airline ticket
 - 28 Don't trust security procedures/security process too routine/TSA just going through the motions/process too fast to find

	anything/different scanners produce different results/not all passengers searched/wealthy passengers avoid security/TSA not armed
29	Saw suspicious/creepy/'strange' person/homeless person at the airport/person got through security who had no ID/strange/don't think should have
30	Don't know the airport well enough/just transferring/first time flying and have nothing to compare it to/don't know area (SF Bay Area) well enough
31	SFO is a major target
32	SFO is NOT a major target
33	Don't really buy into safety/security 'threat'/illusory/tired of being Scared
34	Not used
35	Don't know
36	We're in the US/America
96	I'm from here/know the airport well/know my way around/been here a lot
97	I don't move well/don't know way around and thus don't feel safe
98	General negative (e.g. 'could be better')
99	Other non-specific comment
Q12	Ever used SFO website.
1	Yes
2	No
3	Don't Know
0	Blank
Q13	Usefulness of SFO website.
5	Extremely Useful
4	
3	Neutral
2	
1	Not Useful at all
6	Don't know
0	Blank
Q13a	Areas of SFO website 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/difficult to use to use
- 13 Text alerts
- 14 Car rental information/Airtrain
- 15 Other
- 16 No answer

Q14

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
- 37 San Benito (#37-43 new for 2012)
- 38 Tuolumne
- 39 Calaveras
- 40 Siskiyou
- 41 Trinity
- 42 El Dorado
- 43 Tulare

Q14b How would you rate your experience getting to the airport today?

- 5 Easy
- 4
- 3 Average
- 2
- 1 Difficult
- 6 Don't know/Not applicable
- 0 Blank

Q15a While at SFO, how easy or difficult...
Finding your way around airport

Q15b Passing through security and screening

- 5 Easy
- 4
- 3 Average
- 2
- 1 Difficult
- 6 Don't Know / Not Applicable
- 0 Blank

Q16 Did you encounter any problems.

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

Q16A Please describe:

- 1 Airline counters understaffed/airline personnel not knowledgeable/kiosks not working/staff unprofessional/airline ticketing confusing/inefficient/counter not open in time for flight

- 2 Store procedures/duty-free regulations/store personnel rude/unprofessional
- 3 Hard to find gate/airline/facility/airport layout confusing
- 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/curbside drop-off/directions from
BART confusing/not clear
- 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/couldn't find my flight/
change too quickly/list too many different airlines for same flight
- 14 Need better disabled access/more responsive to those needing assistance
- 15 Stores/restaurants close too early/don't open early enough
- 16 Airport/facilities too crowded
- 17 Food too expensive/poor quality/not diverse enough/took too long
- 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
- 22 Rental car center/long-term parking too far away/terminals too far apart/too
much walking
- 23 Crime victim (purse/other item stolen/didn't get item back after security
check)/saw cars unattended/luggage unattended/scary, 'creepy', suspicious
people around/nothing being done about unattended items or suspicious people
- 24 Gate change/rescheduled flight/delay not communicated/didn't know about
it/no info after check-in/almost missed flight/caused problems
- 25 Parking lot full/nearly full/couldn't find/pay procedures confusing/caused delay
- 26 Security seemed very strict/very thorough/too strict/searched my items without
permission/threw away food/other items I had purchased/didn't know I was
carrying banned items/received conflicting/confusing info on banned items
- 27 Yes, had a problem – but it was my fault
- 28 General negative-personnel/couldn't find a person to talk to/staff (general) gave
the wrong information/different departments give different/wrong information
(TSA, airlines, airport), not working together
- 29 Maintenance issues – airport is filthy, leaky ceilings/windows, other items in
disrepair
- 30 Temperature (too hot/too cold)
- 31 Passport/Ticket/ID issues
- 32 Need more English speaking employees
- 33 Connection problems (Had to go through security twice, etc.)
- 34 No answer
- 35 Airport/Security no open

- 36 Transit delays/Breakdowns (BART, AirTrain, Long Term Parking shuttle)
- 37 Prices too high (General)

Q17	Live in...
1	9 County Bay Area
2	Northern California outside the Bay Area
3	In another region
4	Not applicable - I am connecting from another flight
0	Blank
	Where home located...
Q18CITY	Actual city name (text)
Q18STATE	Actual state abbreviation (US) or state name (Canada/Mexico)
Q18ZIP	Actual ZIP Code (US only)
Q18COUNTRY	Standardized country name (text)
HOME	Codes specifying home location of respondent
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)
91	County/city not specified but from Northern CA (Q17)
99	Blank/unknown
Q19	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

Q20

Gender

- 1 Male
- 2 Female
- 0 Blank

Q21

Household Income:

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

Comment

Other comments

MAIL

Select how questionnaire was collected:

- 1 Collected at SFO - Interviewer Adminstered
- 2 Collected at SFO - Self Adminstered
- 3 Mailed In
- 4 Online

LANG

LANGUAGE of questionnaire:

- 1 English
- 2 Spanish
- 3 Chinese
- 4 Japanese