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

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	AirBerlin	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	Westjet
12	Delta	32	Other (specify)
13	Emirates	33	Unknown
14	Frontier		
15	Hawaiian	35	Air China
16	JetBlue	36	EVA Air
17	KLM	37	Pre-Security (non-passenger)
18	LAN		
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 7th (Pre-test)
    2   Sunday, September 12th
    3   Monday, September 13th
    4   Tuesday, September 14th
    5   Wednesday, September 15th
    6   Thursday, September 16th
    7   Friday, September 17th
    8   Saturday, September 18th
    9   Sunday, September 19th
    10   Monday, September 20th
    11   Tuesday, September 21st
    12   Wednesday, September 22nd
    13   Thursday, September 23rd
    14   Other (specify)
    15   Unknown
    16   Friday, September 24th

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)

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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

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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

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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

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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

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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

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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

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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

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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

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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.

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).

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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

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