DataSF Data Dictionary for 2013 SFO Customer Survey Report

Elements of the data dictionary as shown below describe San Francisco International Airport (SFO) customer survey data, available for download through DataSF. It is important that all users read and understand this document prior to downloading data. The data was collected via customer interviews held at all airport terminals and boarding areas from 1 May through 19 May, 2013. Surveying is done each year, with new data posted annually.

On behalf of the Airport, Corey, Canapary & Galanis conducted the interviews using a stratified random sample of flights selected by Airport staff. Interviews were conducted between 0400 and 0030 during the survey period. The questionnaires were available in English, Japanese, Chinese, and Spanish.

Please contact Christopher Birch (christopher.birch@flysfo.com) for any questions regarding this data.

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Date modified: N/A

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Attribute Fields				
RESPNUM	Respondent Number (Automatically generated upon data entry)	Numeric	7 - 3750	May not be statistically relevant
CCGID	CCG ID Number (Generated upon drop-off)	Numeric	32 - 4194	May not be statistically relevant
INTDATE	Date of Interview	Numeric	1 - 19	1=May 1, 2=May 2, 3=May 3, 4=May 4, 5= May 5, 6=May 6, 7=May 7, 8=May 8, 9=May9, 10=May 10, 11=May11, 12=May 12, 13=May13, 14=May14, 15=May 15, 16=May, 17=May 17, 18=May 18, 19=Other, 20=May 20
GATE	Gate where interview occurred and customer departed from	Numeric	1 - 102	Gates 1-12 = Boarding Area A Gates 20-36 = Boarding Area B Gates 40-48 = Boarding Area C Gates 50-59 = Boarding Area D Gates 68-90 = Boarding Area F Gates 91-102 = Boarding Area G
STRATA	Departure time of day range	Numeric	0,1,2,3	1 = AM (Flights departing before 11 am) 2 = MID (Flights departing 11 am to 5 pm)

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				3 = PM (Flights departing after 5 pm) 0 = Unknown
PEAK	Further categorization of time of day of departure	Numeric	0,1,2,3	1 = Domestic Peak (Domestic flights – US only, departing 8 am to 1 pm) 2 = Domestic Off-peak (Domestic- US flights, departing prior to 8 am and after 1 pm) 3 = International (All international flights) 0 = Unknown
METHOD	Method of collecting	Numeric	1,2,3	1 = At gate 2 = Mail-in 3 = On-line
AIRLINE	The airline company the customer was scheduled to fly	Numeric	1 - 40	1=Aeromexico 2=Air Canada 3=Air China 4=Air France 5=Air New Zealand 6=AirTran 7=Alaska Airlines 8=American Airlines 9=ANA All Nippon 10=Asiana 11=British Airways 12=Cathay Pacific 13=China Airlines 14=China Eastern Airlines 15=Delta 16=Emirates 17=EVA Air 18=Frontier

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				19=Hawaiian 20=Japan Airlines 21=JetBlue 22=KLM 23=Korean Air 24=LAN 25=Lufthansa 26=Philippine Airlines 27=SAS 28=Singapore Airlines 29=Southwest 30=Sun Country 31=Swiss Air 32=TACA 33=United (DOM) 34=United (INT) 35=US Airways 36=Virgin America 37=Virgin Atlantic 38=WestJet 39=Other 40=Unknown
FLIGHT	The flight number of the respondent	Numeric	Not fixed	
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), the airport is specified (e.g. CHICAGO-O'HARE).	Numeric	1-106	1=Albuquerque 2=Amsterdam 3=Arcata, CA 4=Atlanta 5=Auckland 6=Austin 7=Bakersfield 8=Baltimore

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				9=Beijing
				10=Boise
				11=Boston
				12=Burbank, CA
				13=Cabo San Lucas/Los Cabos
				14=Calgary
				15=Cancun
				16=Charlotte
				17=Chicago-Midway
				18=Chicago-O'Hare
				19=Chico, CA
				20=Cincinnati
				21=Cleveland
				22=Colorado Springs
				23=Crescent City, CA
				24=Dallas-Ft. Worth
				25=Denver
				26=Detroit
				27=Dubai
				28=Dusseldorf
				29=Edmonton
				30=Eugene, OR
				31=Fort Lauderdale
				32=Frankfurt
				33=Fresno, CA
				34=Guadalajara
				35=Guam (Manila)
				36=Hilo, HI
				37=Hong Kong
				38=Honolulu
				39=Houston-Inter.
				40=Idaho Falls
				41=Kahului (Maui), HI

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				42=Kansas City
				43=Kauai/Lihue, HI
				44=Klamath Falls, OR
				45=Kona, HI
				46=Las Vegas
				47=Lima
				48=London-Heathrow
				49=Long Beach
				50=Los Angeles
				51=Medford, OR
				52=Mexico City
				53=Miami
				54=Milwaukee
				55=Minneapolis
				56=Modesto, CA
				57=Monterey
				58=Montreal
				59=Munich
				60=New Orleans
				61=New York-JFK
				62=Newark
				63=North Bend, OR
				64=Oklahoma City
				65=Ontario, CA
				66=Orlando
				67=Osaka-Kansai
				68=Palm Springs
				69=Paris
				70=Pasco, WA
				71=Philadelphia
				72=Phoenix
				73=Pittsburgh
				74=Portland

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				75=Puerto Vallarta
				76=Raleigh-Durham
				77=Redding, CA
				78=Redmond, OR
				79=Reno
				80=Sacramento
				81=Salt Lake City
				82=San Antonio
				83=San Diego
				84=San Luis Obispo
				85=San Salvador
				86=Santa Ana, CA
				87=Santa Barbara
				88=Seattle-Tacoma
				89=Seoul-Incheon
				90=Shanghai
				91=Spokane
				92=St. Louis
				93=Sydney
				94=Taipei
				95=Tokyo-Haneda
				96=Tokyo-Narita
				97=Toronto
				98=Tucson
				99=Vancouver
				100=Victoria
				101=Washington-Dulles
				102=Washington-National
				103=Zurich
				104=Other
				105=Unknown
				106=Copenhagen

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
DESTGEO	Assigned code providing area of the world flight is destined for	Numeric	1 - 10	1=United States – West (AK, HI, western and most of mountain time zone) 2=United States – East (Most of eastern time zone) 3=United States – Midwest (MI, IN, OH, WV, and Central time zone) 4=Other North America (Canada and Mexico) 5=Central/South America 6=Europe 7=Middle East 8=Asia 9=Australia/New Zealand 10=Pre-security (NA)
DESTMARK	Market size of the destination airport.	Numeric	1,2,3,4	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
ARRTIME	The time the respondent arrived at the airport.	Numeric	00:00 – 23:59, if none, entered "N"	Time expressed in 24-hour clock format
DEPTIME	Originally scheduled departure time of the surveyed flight	Numeric	00:00 – 23:59	Time expressed in 24-hour clock format
HOWLONG	Length of time from passenger arrival at SFO to flight departure	Numeric	30 – 1056, if none, entered "N"	Time expressed in total number of minutes format
Q2PURP1 – Q2PURP6	What is the main purpose of your trip today?	Numeric	1,2,3,4,5,6,7,8	1=Business/Work/Job Interview 2=Pleasure/Vacation/Recreation 3=Visit friends or relatives

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				4=School 5=Conference/convention 6=Wedding/funeral/graduation 7=Other (specify) 8=No other/next question, blank, or other non-response (e.g. "going home")
Q3GETTO1 – Q3GETTO6	How did you get to the airport today?	Numeric	1,2,3,4,5,6,7,8,9,10	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)
Q3PARK	Did you park in the . . .	Numeric	0,1,2,3,4,5	1=Domestic (hourly) garage 2=International garage 3=SFO long-term parking 4=Off-airport parking 5=Multiple responses 0=Blank
Q4BAGS	While at SFO today, did you check baggage?	Numeric	0,1,2,3,4	1= Yes 2= No 3= Don't know 4=Multiple responses 0=Blank
Q4BUY	While at SFO today, did you purchase anything from an	Numeric	0,1,2,3,4	1= Yes 2= No

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
	airport store?			3= Don't know 4=Multiple responses 0=Blank
Q4FOOD	While at SFO today, did you make a restaurant purchase?	Numeric	0,1,2,3,4	1= Yes 2= No 3= Don't know 4=Multiple responses 0=Blank
Q4WIFI	While at SFO today, did you use free WI-FI?	Numeric	0,1,2,3,4	1= Yes 2= No 3=Don't know 4=Multiple responses 0=Blank
Q5FLYPERYR	How many times have you flown out of SFO in the past 12 months?	Numeric	0,1,2,3,4,5,6,7	1=One time 2=2 times 3=3-6 times 4=7-12 times 5=13-24 times 6=More than 24 times 7=Multiple responses 0=Blank
Q6TENURE	How long have you been using SFO?	Numeric	0,1,2,3,4,5	1=Less than 1 year 2=1-5 years 3=6-10 years 4=10+ years 5=Multiple responses 0=Blank

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
SAQ	SAQ – Survey was:	Numeric	1,2	1=Interviewer-administered 2=Self-administered
Q7	*How does SFO rate on each of the following attributes?*			
Q7A_ART	Artwork and exhibitions	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7B_FOOD	Restaurants	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7C_SHOPS	Retail shops and concessions	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7D_SIGNS	Signs and directions inside SFO	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7E_WALK	Escalators/elevators/moving walkways	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7F_SCREENS	Information on screens/monitors	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7G_INFOARR	Information booths (lower level near baggage claim)	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7H_INFODEP	Information booths (upper level – departure area)	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q7I_WIFI	Accessing and using free WIFI at SFO	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7J_ROAD	Signs and directions on SFO airport roadways	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7K_PARK	Airport parking facilities	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7L_AIRTRAIN	AirTrain	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Avarage, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7M_LTPARK	Long term parking lot shuttle (bus ride)	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7N_RENTAL	Airport rental car center	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q7O_WHOLE	SFO Airport as a whole	Numeric	0,1,2,3,4,5,6	1=Unacceptable, 2=Below Average, 3=Average, 4=Good, 5=Outstanding, 6=Have Never Used or Visited,0=Blank
Q8COM1 - Q8COM3	Specific suggestions on ways SFO could improve your experience here (codes to open-ended comments)	Numeric	1,2,3,4,5,6,7,8,12, 13,15,16,20,22,24, 25,27,28,30,31,32, 33,34,35,37,39,40, 41,42,43,45,48,49, 60,61,62,63,66, 67,69,70,71,72,73, 74,80,81,82,83,84, 86,87,89,101,102, 104,107,108,113,	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/24 hour service 6=Improve food quality in restaurants 7=Positive comment about restaurants

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
			114,115,120,121, 123,124,126,127, 128,129,160,161, 162,163,164,165, 169,170,171,172, 173,174,175,176, 177,178,179,180, 181,182,183,184, 200,201,203,204, 205,206,207,208, 209,210,212,213, 214,215,216,218, 219,222,223,225, 226,229,230,231, 232,233,234,235, 236,237,238,240, 242,260,261,262, 263,264,265,266, 267,268,269,270, 271,272,274,275, 278,279,280,283, 900,901,902,903, 904,905,906,907 908,910,911	8=Need coffee/Peet's/Starbucks/good coffee/espresso 12=More dining options that serve alcohol 13=Faster service 15=Specific restaurant suggestion 16=More bars Stores/Retail 20=Need greater variety of shops/special shopping areas for long layovers 22=Stores should open early/stay open later for passengers on early/late flights/24 hr service. 24=Need more unique items/local items/gifts beyond alcohol, t-shirts, etc. 25=Positive comment about shops/retail 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 37=Improve signage at security (what to do/what to bring/not bring) 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

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				45=Have additional staff at security to answer questions/remind people to remove shoes/etc.
				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
				66=Add more agents at check-in
				67=Need directory of airlines/no way to find Sun Country/Jet Blue check-in
				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/complaints about luggage rules
				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 process takes too long
				86=More elevators/escalators in Center/difficult to find/get to

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				87=Center too far away 89=General positive comment BART/Airtrain/transit 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 107=Airtrain too crowded/slow/confusing 108=Positive comment about BART or Airtrain 113=Airtrain general comment 114=Airtrain direct to rental car center 115=Need destination announcements on Airtrain 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 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 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.) 129=Parking signs are confusing 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

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				read them easily/redesign signs so they are eye catching
				162=Put more maps in airport/maps with 'you are here' notation/listing amenities/airlines
				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
				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

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				183=Signs/monitors/hard to read/need a larger font size
				184=Signs indicating domestic flights in international terminal
				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/ better advertised
				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
				212=Include promotion of San Francisco/things to do in SF/nearby hotel info
				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
				222=No one at information booth/info booth did not have

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				correct information/more info booths
				223=Put informational/airport staff throughout airport (wandering)/make staff wear visible uniform so they can be spotted
				225=Make park-n-call more visible/easier to find/better signage to/from
				226=Add sleeping areas, offer blankets
				229=Add benches of workstations where people can not only plug in computer/other device but work
				230=Add services – hairdressers, nail salon, post office, lockers, etc.
				231=Positive comment about bathrooms
				232=Add more amenities post security
				233=Make baggage claim faster/more efficient/more secure/easier to access
				234=Add more free water fountains/refilling stations
				235=Airline clubs after security
				236=General bathroom comment (fix bathrooms, etc.)
				237=Cab issues
				238=Better signage to children's area
				Staff (general)
				240=Everyone was very helpful
				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

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				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/water bottle fill stations
				274=Improve ventilation/air flow
				275=Airport is crowded
				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
				283=Temperature control/too cold/too hot
				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

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q9	*Rate the general cleanliness of SFO*			
Q9A_CLNBOARD	Boarding areas	Numeric	0,1,2,3,4,5,6	5=Clean, 4=Somewhat Clean, 3=Average, 2=Somewhat Dirty, 1=Dirty,6=Have never used or visited/ Not applicable 0=Blank
Q9B_CLNAIRTRAIN	AirTrain	Numeric	0,1,2,3,4,5,6	5=Clean, 4=Somewhat Clean, 3=Average, 2=Somewhat Dirty, 1=Dirty,6=Have never used or visited/ Not applicable 0=Blank
Q9C_CLNRENT	Airport rental car center	Numeric	0,1,2,3,4,5,6	5=Clean, 4=Somewhat Clean, 3=Average, 2=Somewhat Dirty, 1=Dirty,6=Have never used or visited/ Not applicable 0=Blank
Q9D_CLNFOOD	Airport restaurants	Numeric	0,1,2,3,4,5,6	5=Clean, 4=Somewhat Clean, 3=Average, 2=Somewhat Dirty, 1=Dirty,6=Have never used or visited/ Not applicable 0=Blank
Q9E_CLNBATH	Restrooms	Numeric	0,1,2,3,4,5,6	5=Clean, 4=Somewhat Clean, 3=Average, 2=Somewhat Dirty, 1=Dirty,6=Have never used or visited/ Not applicable 0=Blank
Q9F_WHOLE	Overall cleanliness	Numeric	0,1,2,3,4,5,6	5=Clean, 4=Somewhat Clean, 3=Average, 2=Somewhat Dirty, 1=Dirty,6=Have never used or visited/ Not applicable 0=Blank
Q9COM1 – Q9COM3	Comments about cleanliness (codes to open-ended comments)	Numeric	1,4,21,22,23,24,28, 29,30,41,43,44,45, 85,87,88,89,90,91, 92	Restaurants 1=Restaurant dining area not clean/garbage on tables/ floors/not bussed often enough 4=Restaurants (general) not clean enough Restrooms 21=Restroom dirty/not cleaned often enough

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				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
				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
				41=Rental car center 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
				85=SFO as clean/cleaner than 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 nor negative)
				92=Other
Q10SAFE	How safe do you feel at SFO?	Numeric	0,1,2,3,4,5,6	1=Not safe at all, 2=Below Average, 3=Neutral, 4=Good, 5=Extremely safe, 6=Don't Know, 0=Blank
Q10COM1 – Q10COM2	Why do say that? (codes to open-ended comments)	Numeric	1,2,3,4,5,6,7,8,9,10, 11,12,13,14,16,17, 19,20,21,22,24,25,	1=There are a lot of security/officers/ airport staff who are alert/effective 2=Security procedures/equipment/cameras are

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
			26,27,28,29,30,32, 33,35,36,96,97,98, 99	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/don't think about safety 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 16=If someone wants to harm people, they'll find a way to do it/danger is everywhere 17=Security messages/systems/procedures/presence ineffective/unclear/'overkill' 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

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				security issues/no different than being in a large city/worry about security outside the airport more 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 32=SFO is NOT a major target 33=Don't really buy into safety/security 'threat'/illusory/tired of being scared 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')

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				99=Other non-specific comment
Q11A_USEWEB	Have you ever used the SFO website (www.flysfo.com)?	Numeric	0,1,2,3	1=Yes, 2=No, 3=Don't know, 0=Blank
Q11B_USESFOAPP	Have you ever used the SFO's mobile app?	Numeric	0,1,2,3	1=Yes, 2=No, 3=Don't know, 0=Blank
Q11C_USEOTHAPP	Have you ever used other airport-related app (like gate guru)?	Numeric	0,1,2,3	1=Yes, 2=No, 3=Don't know, 0=Blank
Q11D_USESOCMED	Have you ever used any of SFO's social media channels (Facebook, Twitter, YouTube, Pinterest, etc)?	Numeric	0,1,2,3	1=Yes, 2=No, 3=Don't know, 0=Blank
Q11E_USEWIFI	Have you ever used free WiFi at SFO?	Numeric	0,1,2,3	1=Yes, 2=No, 3=Don't know, 0=Blank
Q12COM1 – Q12COM3	What suggestions or improvements do you have related to technology at SFO?	Numeric	1,2,3,4,5,6,7,8,9,10, 11,12,13,14,15,16, 17,18	1=Raise awareness/advertise free Wi-Fi (signs) 2=Improve speed/connection/Wi-Fi Slow 3=Get rid of need for passwords/Ads/Simplify Wi-Fi access 4=More electrical outlets/work stations/charging stations/ethernet 5=Better/more Wi-Fi (general) 6=Didn't work/couldn't access Wi-Fi on my iphone/ipad/etc 7=General positive comment 8=Don't know/Didn't use 9=Thanks for Wi-Fi/positive comment 10=Extend length of access (Wi-Fi) 11=Better Communication/email/texts on delays and departures

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				12=Wi-Fi bad/unacceptable (general) 13=Booths with free ipad/computer usage 14=Improve tech throughout SFO/interactive maps/TVs/ screens/video phones 15=Secure Wi-Fi 16=No answer/other 17=Better multilingual communication 18=Clear announcements/update info sooner
Q13_WHEREDEPART	What county did you depart from to get to the airport today?	Numeric	1 - 43	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

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				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 38=Tuolumne 39=Calavaras 40=Siskiyou 41=Trinity 42=El Dorado 43=Tulare
Q13_RATEGETTO	How would you rate your experience getting to the airport today?	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Difficult, 2=Below Average, 3=Average, 4=Above average, 5=Easy, 6=Don't know/not applicable
Q14A_FIND	Finding your way around the airport	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Difficult, 2=Below Average, 3=Average, 4=Above average, 5=Easy, 6=Don't know/not applicable
Q14B_SECURITY	Passing though security and screening	Numeric	0,1,2,3,4,5,6	0=Blank, 1=Difficult, 2=Below Average, 3=Average, 4=Above average, 5=Easy, 6=Don't know/not applicable
Q15_PROBLEMS	Did you encounter any problems?	Numeric	0,1,2,3,4	1=Yes 2=No

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				3=Don't know 4=Multiple responses 0=Blank
Q15COM1 – Q15COM3	Describe problems encountered	Numeric	1,2,3,4,5,6,7,8,9,10, 11,12,13,14,15,16, 17,18,19,20,21,22, 23,24,25,26,27,28, 29,30,31,32,33,34, 36,37,38,39	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/slow service 3=Hard to find gate/airline/facility/shuttles/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/luggage lost/rerouted 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

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				17=Food too expensive/poor quality/not diverse enough/took too long/poor service
				18=Elevator/escalator/moving walkway not working/luggage carts/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/tricky to navigate
				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
				25Parking 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 /rude
				29=Maintenance issues – airport is filthy, leaky ceilings/windows, other items in disrepair/construction
				30=Temperature (too hot/too cold)

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				31=Passport/Ticket/ID issues 32=Need more multilingual employees 33=Connection problems (Had to go through security twice, couldn't find gate/terminal, etc.) 34=No answer 36=Transit delays/Breakdowns (BART, AirTrain, Long Term Parking shuttle) 37=Prices too high (General) 38=No bar/need to add a bar 39=Smoking area needed after security
Q16_REGION	Do you live in…?	Numeric	0,1,2,3	1=9 County Bay Area, 2=Northern California outside the Bay Area, 3=In another region, 0=Blank
Q17_CITY	Do you live in…?	Text		Actual city name (text)
Q17_STATE	Do you live in …?	Text		Actual state abbreviation (US) or state name (Canada/Mexico) or Other
Q17_ZIP	Respondent's ZIP or Postal Code of residence	Numeric		ZIP code or Postal Code of Residence (US only)
Q17_COUNTRY	Respondent's country of residence	Text		Name of Country
HOME	Codes specifying home location of respondent	Numeric	1,2,3,4,5,6,7,8,9,10, 11,12,13,14,15,16, 17,18,19,90,91,99	1=San Francisco County 2=San Mateo County 3=Alameda County 4=Santa Clara County 5=Contra Costa County 6=Marin County 7=Sonoma County 8=Solano County

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
				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 90=County/city not specified but from Bay Area 91=County/city not specified but from Northern CA 99=Blank/unknown
Q18_AGE	Age range of Customer	Numeric	0,1,2,3,4,5,6,7,8,9	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 9=Multiple responses 0=Blank
Q19_SEX	Gender	Numeric	0,1,2,3	1=Male 2=Female 3=Other 0=Blank

Field Name	Definition	Data Type	Possible Field Values (if Fixed)	Data Business Rules / Comments
Q20_INCOME	Household Income in US Dollars	Numeric	0,1,2,3,4,5	1=Under 50,000, 2=$50,000 - $100,000, 3=$100,001 - $150,000, 4=Over $150,000, 5=Other Currency (specify), 0=Blank
Q21_HIFLYER	Did you fly 100,000 miles or more per year?	Numeric	0,1,2,3,4	1=Yes 2=No 3=Don't know 4=Multiple responses 0=Blank
Q22A_USESJC	In the past two years, have you used San Jose Airport?	Numeric	0,1,2,3,4	1=Yes 2=No 3=Don't know 4=Multiple responses 0=Blank
Q22B_USEOAK	In the past two years, have you used Oakland Airport?	Numeric	0,1,2,3,4	1=Yes 2=No 3=Don't know 4=Multiple responses 0=Blank
LANG	Language that the survey was given in	Numeric	1,2,3,4	1=English, 2=Spanish, 3=Chinese, 4=Japanese
WEIGHT	Response weight from the actual number of completed surveys from each boarding area	Numeric	0.50000 – 1.80000	Results expressed in decimals (0.55368, 0.59569, 0.89217, 1.22246,1.26671, 1.87083)