2015 Dallas Love Field Airport
Originating Passenger Survey

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Appendix A – Dallas Love Field Survey Questionnaire

I. Survey Methodology

I.1 Project Overview

The North Central Texas Council of Governments (NCTCOG) commissioned Unison Consulting, Inc. (Unison) to conduct the 2015 North Central Texas Departing Airline Passenger Surveys at Dallas Love Field Airport (DAL) and Dallas Fort-Worth International Airport (DFW). The main purpose of these surveys is to provide updated originating information regarding departing passengers' travel patterns and trip-making behavior after the lifting of the Wright Amendment's flight restrictions at DAL in October 2014. The last airline passenger surveys were performed in 2001 for DFW and 2014 for DAL. This report describes the survey methodology and summary-level findings at DAL.

I.2 Sampling Design

NCTCOG's research plan required a sample of passengers from all scheduled weekday flights at DAL; this same research plan was used for the 2014 departing airline passenger survey at Dallas Love Field which was conducted before the lifting of the Wright Amendment's flight restrictions at DAL. Thus, in developing a sampling plan for DAL, Unison used a stratified sampling method based on the distribution of scheduled seats by flight for the initial planned survey period. For example, during the survey period at DAL, there were 687,739 scheduled seats, according to the Official Aviation Guide ("OAG") database. Of these, Southwest flight number 1 had 3,289 scheduled seats during the survey period as shown in Table I-1. To calculate the estimated market share for this specific flight, the number of scheduled seats (3,289) was divided by the total number of scheduled seats for the survey period (687,739), which indicates an estimated market share of 0.48 percent for Southwest flight number 1. The market share percentage is then multiplied by the total sample size (2,000) to estimate an ideal sample target for the flight (9.6 surveys). The same methodology was used to develop the sample target for all scheduled flights at DAL.

TABLE I-1 – EXAMPLE OF SAMPLING TARGETS - DAL

Flight No	Local DepTime	Time Period	Arriving Airport Name	Airline	Zone	Total Seats	Market Share	Sample Target
1	0700	6am	Houston William P. Hobby	Southwest	Texas	3289	0.48%	9.6
3	0730	6am	Houston William P. Hobby	Southwest	Texas	2574	0.37%	7.5
5	0800	6am	Houston William P. Hobby	Southwest	Texas	3432	0.50%	10.0
7	0830	6am	Houston William P. Hobby	Southwest	Texas	2928	0.43%	8.5
8	0945	9am	San Antonio International	Southwest	Texas	2928	0.43%	8.5
9	0900	9am	Houston William P. Hobby	Southwest	Texas	2928	0.43%	8.5
10	1005	9am	Oakland International	Southwest	Pacific	2574	0.37%	7.5
Total Survey Period						**687,739**		**2,000**

I.3 Sampling Instrument

NCTCOG provided a list of information that was required to be collected on a survey, in order for the survey to be considered usable. The required information was the following:

- Geo-codable trip origin
- Destination airport or country
- Trip purpose
- Access mode to the airport
- Parking preference (if parked)

- Transportation cost reimbursement
- Airline
- Flight number
- Time of survey
- Home Information - Zip code or identifiable location for Texas residents; US State/Zip Code or International Country, otherwise.

In addition, NCTCOG specified the following additional information to be collected from each respondent.

- Origin Type
- Travel Time to the Airport
- Size of Travel Party to the Airport (Persons, Vehicles)
- Size of Trip Travel Party
- Trip Duration
- Gender
- Age
- Employment Status
- Ethnicity
- Number of Household Vehicles
- Household Size
- Household Income

The City of Dallas Aviation Department also requested that the following three questions be included in the questionnaire.

- How long was the security checkpoint process at Love Field airport today?
- Did you purchase food, beverage, gift, or any other goods and/or services?
- If yes, how many total dollars did you spend?

At the beginning of each survey, the respondent was asked if he or she was originating from Dallas Love Field. Respondents who were originating from Dallas Love Field would be offered the full survey. Respondents connecting through Dallas Love Field would have their survey terminate after that question, but the survey would be recorded and used to calculate the percentage of originating passengers on each flight.

Using the 2014 DAL survey questionnaire as a baseline, Unison developed two separate survey instruments to collect passenger information at DAL and DFW, which mainly differed by airport-specific responses to questions and City of Dallas Aviation Department question additions. Unison worked closely with NCTCOG to ensure each question was clear, concise, and easy to understand. Draft questionnaires were provided to NCTCOG for review and comment.

Once approved, the questionnaires were loaded onto hand-held computer tablets. Questions were programmed with skip logic and conditional branching to ensure that respondents were asked only those questions relevant to them. For example, only passengers who came to the airport via private vehicle were asked questions about parking, whereas all other passengers skipped parking questions. When the programming was complete, two tablets were shipped to NCTCOG for testing and approval.

On August 14, 2015, a pilot test of the DAL survey questionnaire was conducted at the Dallas Love Field Airport. A total of 164 surveys were collected during the pilot test. About half of the responses were from originating passengers (81 surveys) and would qualify for the study. Unison reviewed the raw survey data and recoded and cleaned, as appropriate, to better classify passenger responses and determine usability of surveys. A total of 64 surveys (79 percent of originating surveys) included valid data in the required fields and, therefore, met the criteria for usability.

The results of the pilot tests were reviewed and analyzed. Based on the pilot test, modifications to the questionnaire were needed to explain how trip purpose, home address, and origin address were obtained. To help improve the quality of origin data collected, passengers were presented with a series of questions and options to extract detailed origination information.

Since more detailed information was needed from counties within NCTCOG's metropolitan planning area, an initial question to define the general location of the origin was asked. *"Is your starting location within the Dallas Fort Worth Metroplex area? Within 100 miles of airport."* If the respondent answered yes, the surveyor then would ask what information they could provide about the origin with the following question:

"What can you provide:

1) *Address*
2) *Cross Streets and City*
3) *Name of Landmark/Business/ Hotel and City"*

Passengers who chose "1) Address" or "2) Cross Streets and City" were presented with a comprehensive list of streets and cities in the Dallas Fort Worth Metroplex. Passengers who chose "3) – Name of Landmark/ Business / Hotel and City" were asked to provide as much information as possible regarding the landmark.

If the respondents did not originate from the Dallas-Fort Worth Metroplex area, the surveyors asked them to provide any information about their origin – street, cross streets, landmarks, and/or zip codes; a valid city or zip code would be considered sufficient to locate an origin outside the Dallas-Fort Worth Metroplex.

Because origination information is critical to the study, surveys without sufficient information would not be considered usable; thus, Unison added a quality check question for interviewer's use: "Is information complete?" At this point, if origin information was incomplete, the survey will be terminated. Passengers who provided complete origination information would continue with the remaining questions of the survey.

The survey questionnaire was updated, and then finalized after discussion and review by NCTCOG. The final DAL survey questionnaire (attached as Appendix A) consisted of 30 questions presented through 55 total tablet screens.

I.4 Survey Administration

Survey administration at DAL was a team effort between Unison and its local subcontractor, Consumer & Market Insights (CMI). CMI led hiring and managed the data collection; Unison coordinated badging requirements and communication with the City of Dallas Aviation Department, and provided training and management oversight.

The Unison team worked closely with DAL staff to ensure all of the requirements of the airport were met in order to gain access to the airline gate hold rooms to conduct surveys. Permit Activity Applications and

background checks were required for the survey team. To ensure a successful survey process, Unison provided a comprehensive training session so that all interviewers understood the objectives of the project, each question being asked, use of the tablets, general rules and regulations of the airport, and performance expectations.

For each day of the survey at DAL, the survey team met at the badging office, which is located outside of the terminal building, to obtain daily access passes needed to conduct the surveys, and then proceeded to the terminal. On every survey day, each interviewer was assigned to specific gates to conduct surveys and provided a list of scheduled flights. Interviewers randomly approached passengers waiting at the airline gate hold rooms for an assigned flight, reviewed flight information with each passenger respondent, and then administered surveys via electronic tablet. At the end of the day, the team reconvened to discuss tips on how to improve response rates and overcome challenges with the process. Electronic tablets were uploaded at the end of the shifts onto a secure remote server for Unison's review. Daily reports were provided to the interviewers and NCTCOG to stay abreast of survey progress, and to ensure the survey objectives were being met. Unison and CMI reviewed the totals to make sure sample targets were being reached.

Survey administration at DAL lasted for 25 weekdays from September 14, 2015 to November 19, 2015. The response rate for the survey was approximately 80 percent: 4 out of 5 of all passengers (originating and connecting) approached by an interviewer agreed to participate in the survey.

I.5 Data Processing

Unison used Microsoft Excel for initial processing and data cleaning of survey results. First, Unison performed a quality check of the survey results to ensure the data provided all the necessary information required for the project. According to the project specifications, a survey is considered usable if it includes the following information:

- Geo-codable trip origin
- Destination airport or country
- Access mode to the airport
- Trip purpose
- Parking preference (if parked)
- Transportation cost reimbursement
- Airline
- Flight number
- Time of survey
- Home information

Surveys marked usable were then geocoded by Unison's subcontractor, Maroon Society, which led the geocoding tasks. The process of geo-coding includes matching a location to its corresponding latitude and longitude coordinates. Maroon Society used Texas A&M Geoservices (Geoservices) to geocode the origin locations. Trip origination data was geocoded based on address, cross streets, or other information provided by the passenger.

Approximately 1,000 origination locations – business, hotels, and landmarks – were manually researched for street addresses to be geocoded. In several instances, the Geoservices software did not provide a matching centroid (center) for certain, although valid, cross streets (North/South and East/West); in these cases, additional manual research was required to locate appropriate latitude and longitude coordinates. In some cases, ZIP

codes, identified by NCTCOG, were used for the purpose of conducting the geospatial analysis.

In terms of home information, Unison geocoded information for passengers residing in Texas. Unison geocoded locations within the Dallas Fort Worth Metroplex by address or cross streets. For home locations outside the Metroplex but within Texas, addresses, cross streets, or ZIP code centroids were geocoded. Home state and/or country was provided for passengers who reside outside of Texas.

Further, Unison geocoded airport destinations identified in the survey. Airports were geocoded to FAA latitude and longitude coordinates and provided to NCTCOG in a separate file.

Approximately 20 percent of collected origination surveys were not considered usable due to incomplete data, including non-geocodeable locations, after the extensive review by Unison and NCTCOG. 2,138 of the 2,688 originating surveys collected qualified as usable and, therefore, were able to be used in the weighting process to expand the dataset.

I.6 Data Weighting

The process to weight data considers several factors including scheduled seats during the dates of the surveys, load factors by month and airline, and the proportion of originating and connecting passengers for each designated data sets, known as sample "strata." In addition, the expansion needed to be done by airline, destination (Texas, US Eastern Time Zone, US Central Time Zone, US Mountain Time Zone, and US Western Time Zone) and time period (6am: 6-8:59 am; 9am: 9-11:59am; 12pm: 12-2:59pm; 3pm: 3-5:59pm; 6pm: 6-8:59pm; and 9pm: 9-11:59pm). The weighting methodology for DAL is described below.

I.6.1 Develop a Universe of the Number of Available Seats in Each Strata

The OAG data on scheduled seats for DAL departures were used as an estimate of the potential universe of departures. The OAG data includes scheduled seats departing by airline, destination, departure time, and flight number for each day surveys were conducted at DAL (September 14, 2015 to November 18, 2015). This summary was first developed for each day and then for the sum of sample days for each destination strata (Texas, domestic in each of four time zones, Alaska/Hawaii, and International) and scheduled time period of departure.

I.6.2 Estimate the Percent of Total Seats that Are Filled

The percentage of the seats that are filled was calculated for each airline, using load factors from the U.S. Department of Transportation, Bureau of Transportation Statistics website[1]. Load factors (passenger-miles as a proportion of available seat-miles) for September, October, and November 2015 for DAL were used since they represent the data collection period at DAL. The airlines' load factors for DAL are shown in Table I-2. Because of the differences by airline, these were applied for each airline separately.

[1] http://www.transtats.bts.gov

TABLE I-2 – LOAD FACTORS BY AIRLINE, DAL (% OF AVAILABLE SEATS)

Southwest Airlines:

2015	Sep	84.55
2015	Oct	85.85
2015	Nov	84.25

Virgin America:

2015	Sep	72.71
2015	Oct	79.43
2015	Nov	78.11

Delta:

2015	Sep	86.94
2015	Oct	92.30
2015	Nov	90.20

I.6.3 Examine Originating Flight Patterns and Calculate Originating Flight Rate

As part of the weighting process, the originating flight patterns were calculated as the number of originating passenger surveys versus the total number of originating and connecting passenger surveys collected. For the purpose of this calculation, all surveys with airline, flight, time, and destination were considered regardless of completeness of required fields or geocodable origin. Tables considering origination flight rate by airline, origination flight rate by time of day period, and origination flight rate by destination zone were analyzed by all parties to make the final decision on how to best use the originating flight data. Since the originating flight patterns varied so much by carrier, it was agreed to apply originating flight percentage by airline first, then time period and destination.

There were too few samples, which was defined as less than 20, in some of the strata to make robust estimates. In those cases, cells were combined by destination then time. The final origination percentages used are shown in Table I-3.

TABLE I-3– FINAL ORIGINATING FLIGHT ESTIMATES BY SAMPLE STRATA FOR EXPANSION

Airline	Destination Zone	Time Period	Sample Collected[2] Originating = 1.0		Total	Percent	
			1.0	2.0		Originating	Connecting
Delta	All	6 am 9 am 12 pm	31	13	44	70%	30%
		3pm 6pm	20	6	26	77%	23%
Virgin America	All	6 am 9 am	42	33	75	56%	44%
		12pm	50	50	100	50%	50%
		3 pm 6pm	31	33	64	48%	52%
Southwest	Central	9am	137	155	292	47%	53%
		12pm	172	150	322	53%	47%
		3pm	162	126	288	56%	44%
		6pm	145	94	239	61%	39%
	Eastern	6am	35	25	60	58%	42%
		9am	123	88	211	58%	42%
		12pm	150	107	257	58%	42%
		3pm	81	28	109	74%	26%
		6pm	118	42	160	74%	26%
	Mountain	9am	71	59	130	55%	45%
		12pm	64	31	95	67%	33%
		3pm	57	67	124	46%	54%
		6pm	40	24	64	63%	38%
	Pacific	6am	26	14	40	65%	35%
		9am	98	63	161	61%	39%
		12pm	77	44	121	64%	36%
		3pm	107	61	168	64%	36%
		6pm	70	46	116	60%	40%
	Texas	6am	91	57	148	61%	39%
		9am	135	139	274	49%	51%
		12pm	153	162	315	49%	51%
		3pm	162	124	286	57%	43%
		6pm	89	70	159	56%	44%
Southwest	Central/Mountain	6am	93	72	165	56%	44%
Southwest	Central/Texas	9pm	58	99	157	37%	63%
Total	All	All	2688	2082	4770	56%	44%

[2] Includes all surveys collected during survey administration

I.6.4 Code Passenger Surveys into Sample Strata and Weight Surveys

The originating passenger surveys were coded by airline, time period, and destination. The completed surveys were then summed by each sample strata (as shown in Table I-3).

The actual weight is simply the reciprocal of the total completed surveys by originating passengers in each stratum to the total estimate of Originating Seats within each stratum. The calculation of the survey is shown below.

Available Seats (AVAIL_WGT): AVAIL_WGT = (Total Seats * Load Factors)

Total Seats - the total of all seats is estimated from the OAG data.

Originating Seats (ORIG_WGT): ORIG_WGT = AVAIL_WGT * Origination Factor

Origination Factor – the calculation of Origination Factor is discussed in Section 1.6.3 and its value for each stratum is shown in Table I-3.

Estimate of Daily Travel (DAY_WGT): DAY_WGT = ORIG_WGT / 25

To get daily weight, divide the weights into 25 sample days.

The results of the calculations are shown in Table I-4.

TABLE I-4 – FINAL CALCULATED WEIGHTS BY STRATUM[3]

Airline	Zone	Time Period	Available Seats	Originating Seats	Sample Count	Avail Wgt	Orig Wgt	Day Wgt
Delta	All	6am, 9am, 12pm	7,639	5,347	23	332.1	232.5	9.3
		3 pm, 6pm	5,093	3,921	16	318.3	245.1	9.8
Virgin	All	6am, 9am	15,140	8,479	33	458.8	256.9	10.3
		12pm	12,617	6,308	44	286.7	143.4	5.7
		3 pm, 6pm	17,478	8,389	28	624.2	299.6	12.0
Southwest	Central	9am	24,599	11,562	106	232.1	109.1	4.4
		12pm	25,581	13,558	109	234.7	124.4	5.0
		3pm	29,519	16,531	133	221.9	124.3	5.0
		6pm	29,778	18,165	116	256.7	156.6	6.3
	Eastern	6am	22,959	13,316	30	765.3	443.9	17.8
		9am	23,946	13,889	116	206.4	119.7	4.8
		12pm	31,366	18,192	151	207.7	120.5	4.8
		3pm	13,253	9,807	69	192.1	142.1	5.7
		6pm	21,748	16,094	77	282.4	209.0	8.4
	Mountain	9am	12,571	6,914	46	273.3	150.3	6.0
		12pm	8,690	5,822	49	177.4	118.8	4.8
		3pm	11,140	5,124	48	232.1	106.8	4.3
		6pm	9,659	6,085	32	301.8	190.2	7.6
	Pacific	6am	11,595	7,537	19	610.3	396.7	15.9
		9am	19,053	11,622	76	250.7	152.9	6.1
		12pm	9,665	6,186	63	153.4	98.2	3.9
		3pm	14,724	9,423	84	175.3	112.2	4.5
		6pm	14,504	8,702	55	263.7	158.2	6.3
	Texas	6am	42,548	25,954	77	552.6	337.1	13.5
		9am	27,496	13,473	98	280.6	137.5	5.5
		12pm	31,165	15,271	121	257.6	126.2	5.0
		3pm	32,048	18,267	129	248.4	141.6	5.7
		6pm	24,286	13,600	77	315.4	176.6	7.1
Southwest	Central/ Mountain	6am	49,220	27,563	72	683.6	382.8	15.3
Southwest	All Destination Zones	9pm	26,520	9,812	41	646.8	239.3	9.6
	All	All	625,599	354,915	2,138			

[3] Table I-4 includes surveys qualified as usable by NCTCOG

I.7 Data Analysis

Unison used SPSS, Statistical Package for the Social Sciences, for survey analysis. Unison analyzed the survey data using standard statistical methods such as frequency and cross tabulation analysis. It is important to note in the analysis below, the figures and tables depict weighted data by "DAY_WGT" unless otherwise specified.

I.8 Lessons Learned

One of the challenges of conducting surveys at DAL is the time required to obtain a daily access pass. At the beginning of each shift, every interviewer needed to park at the badging office, get their daily access pass, drive to the terminal parking garage, find a parking spot, walk to the terminal building, and then go through security screening. Depending on airport congestion, this process took 60 minutes or more, which reduced productive survey time.

This was particularly challenging during the early morning when the badging office was closed. During this time, the standard procedure was to call the 24/7 airport operations line for assistance with daily access passes. The on-call operations person would meet the interviewers at the badging office to distribute daily access passes. However, if another airport issue was taking place, the interviewers would be required to wait until it was convenient for the operations person to assist them. At times, the interviewers would be required to wait up to 90 minutes before receiving a daily access pass.

Another challenge is the daily access pass was not always recognized as an acceptable form of entrance through security screening. The Transportation Security Administration (TSA) agents often sought additional approval from a supervisor to allow the survey team to use the daily access pass. This process further delayed survey administration. For future surveys, it is recommended that all interviewers obtain an official airport ID badge valid for the length of the data collection for ease in access to the secured gate areas.

An important lesson learned is that, collecting a sample from all flights poses some challenges with respect to weighting and survey analysis. For example, some sample sizes were too small (i.e. the margin of error was beyond acceptable statistical standards) and thus these samples were combined to make the data more meaningful. In terms of survey administration, collecting a sample from all flights required significant resources and time. For example, during survey administration there were four flights in the 6:00 a.m. time zone heading to Houston Hobby. The current survey method required a sample of approximately 7 to 10 surveys from each flight, which could be accomplished with four interviewers or four days of data collection. However, during data weighting and analysis, the samples were aggregated to form larger samples. For future surveys, it is recommended that the sampling plan be based on the required analysis rather than scheduled flights.

Further, an important lesson is to consider targeting a slightly larger total sample size to help account for unusable survey responses. After survey administration was completed in September and data was geocoded, we discovered an insufficient number of usable surveys that met the project requirements; thus, our team returned to DAL in November to collect additional surveys.

II. Data Collected

At DAL, the survey team collected a total of 4,770 surveys of which 56 percent (2,688) are from originating passengers and 44 percent (2,082) from connecting passengers as shown in Table 11-1. Of the 2,688 originating surveys collected, approximately 80 percent (2,138) are qualified as usable after review by Unison and NCTCOG. The discussion in this chapter describes notable findings regarding the origin vs connecting surveys, and the origin of the trip to DAL.

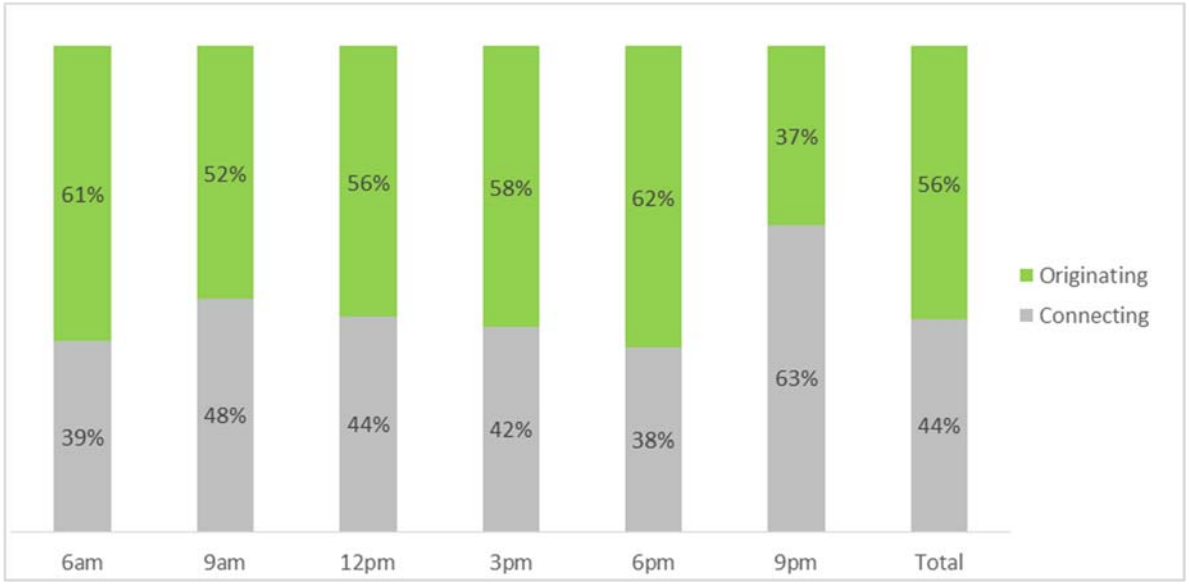
TABLE II-1- SURVEYS COLLECTED

Surveys Collected	Frequency	Count
Originating	56%	2,688
Connecting	44%	2,082
Total		4,770

II.1 Originating versus Connecting by Time of Day (Unweighted Data)

The relationship of originating passengers versus connecting passenger surveyed by time of day is displayed in Figure II-1. Of the total surveys collected, the time period with the largest proportion of connections is 9:00 p.m. or later: 63 percent of all passengers departing DAL during this time period are connecting and 37 percent are originating. The majority of all passengers (61 percent) on early morning flights scheduled to depart between 6:00 a.m. to 8:59 a.m. are originating at DAL and 39 percent are connecting. Forty-eight percent of passengers scheduled to depart during the 9:00 a.m. time period are connecting and 52 percent are originating. During the afternoon time periods of 12:00 p.m., 3:00 p.m., and 6:00 p.m., 38 to 44 percent of passengers are connecting.

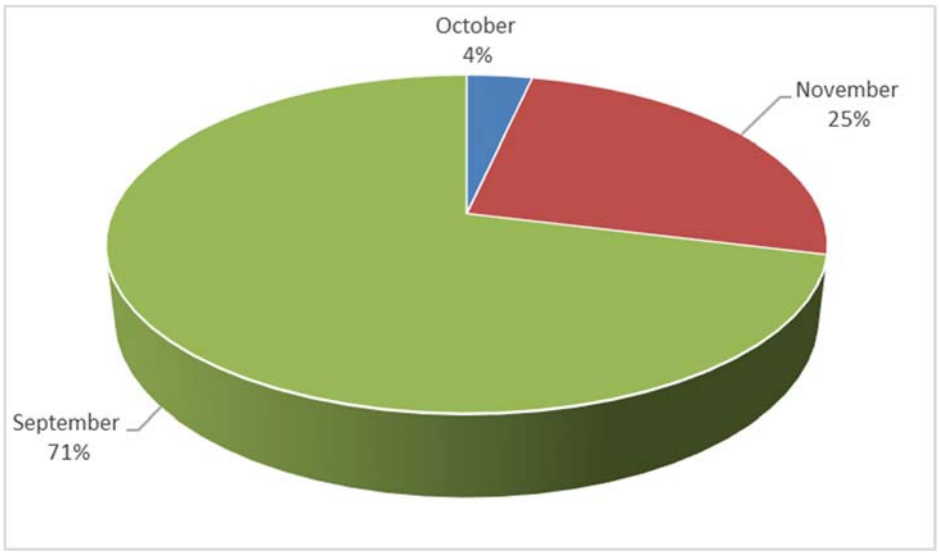
FIGURE II-1– ORIGINATING VERSUS CONNECTING PASSENGERS BY TIME OF DAY (N=2,138)



II.3 Originating Records Collected by Month (Unweighted Data)

Usable originating surveys collected by month are displayed in Figure II-2. The majority of surveys were collected in September (71 percent). Four percent was collected in October and 25 percent was collected in November. Weighted and unweighted data provide the same results.

FIGURE II-2– SURVEYS BY MONTH (N=2,138)



II.4 Originating Passengers - Records by Time of Day (Unweighted Data)

Scheduled flights were grouped into six time of day periods. Table II-2 shows the unweighted time groupings of the usable originating passenger surveys.[4]

TABLE II-2– SURVEYS BY TIME OF DAY (N=2,138)

Time of Day Period	Time of Day	Frequency	Count
6am	6:00-8:59 am	10%	218
9am	9:00-11:59 am	22%	461
12pm	12:00-2:59 pm	26%	554
3pm	3:00-5:59 pm	23%	494
6pm	6:00-8:59 pm	17%	370
9pm	9:00-11:59 pm	2%	41

[4] Due to security access procedures mandated by the airport, early morning surveys were limited.

II.5 Originating Passengers By Airline (Unweighted Data)

Table II-3 shows the number of usable surveys completed by originating passengers by airline. The majority of surveys are completed by passengers traveling with Southwest Airlines (93 percent). Five percent are traveling with Virgin America. Two percent of passengers are traveling with Delta Airlines.

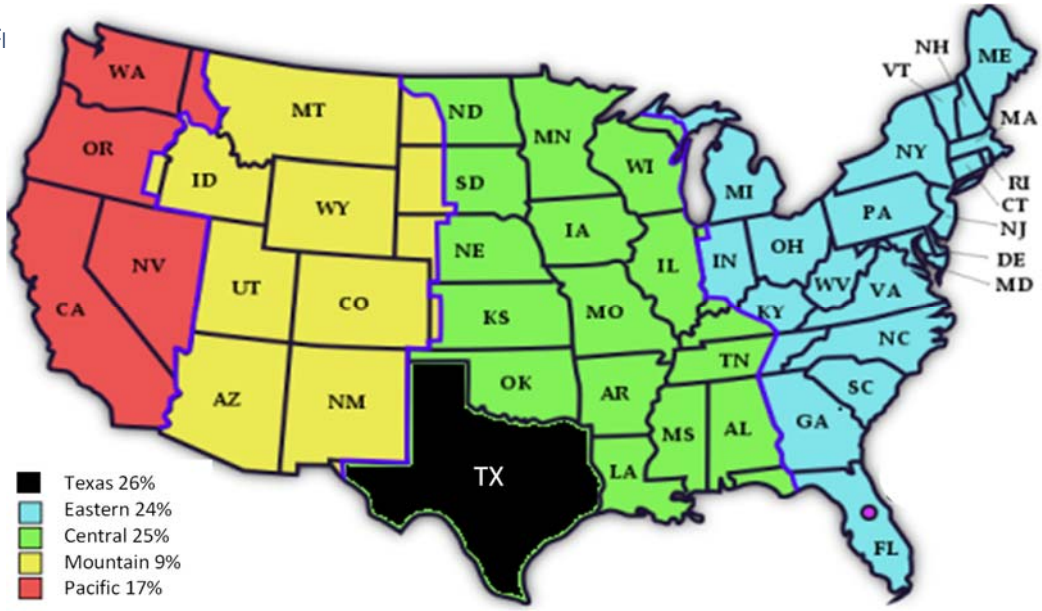
TABLE II-3– SURVEYS BY Airline (N=2,138)

Airline	Frequency	Count
Southwest	93%	1994
Virgin America	5%	105
Delta	2%	39

II.6 Destination Map (Unweighted Data)

Figure II-3 shows the destination zones defined for flights departing DAL. The sample of data collected shows a fairly even split among originating passengers headed to Texas, Eastern, and Central destination zones: 24 to 26 percent. Seventeen percent of passengers have scheduled flights to the Pacific zone and 9 percent to the Mountain zone. No flights were scheduled to Hawaii/ Alaska or International destinations during the months of survey administration.

FI



II.7 Originating Passengers - Records by Destination Zone (Unweighted Data)

Table II-4 shows unweighted data by airline and destination zone. Southwest Airlines has a sample from each of the possible destination zones. The top three destination zones for Southwest Airline passengers are Central, Texas, and Eastern. Virgin America flights are represented in three zones: Pacific, Eastern, and Texas. Delta Airlines, which represents only two percent of the airport market share, only offers flights to Atlanta, which is in the Eastern zone.

TABLE II-4– SURVEYS BY AIRLINE AND DESTINATION ZONE (N=2,138)

Zone by Airline	
Southwest:	**n=1,994**
Central	27%
Texas	27%
Eastern	22%
Pacific	15%
Mountain	9%
Virgin America:	**n=105**
Pacific	65%
Eastern	23%
Texas	12%
Delta:	**n=39**
Eastern	100%

II.8 Originating Passengers - Records by Top Destination (Unweighted Data)

The top destinations are shown in Table II-5. Five of these top destinations are located in Texas; Houston Hobby is the top destination overall and San Antonio, Austin-Bergstrom, Midland, and El Paso are among the top destinations. Atlanta Hartsfield, Chicago Midway, and Los Angeles International are also among the top five destinations.

TABLE II-5– TOP DESTINATIONS (N=2,138)

Destination	Frequency	Destination	Frequency
Houston William P. Hobby	10%	Albuquerque	3%
Atlanta Hartsfield-Jackson Intl	7%	Washington Ronald Reagan National	2%
Chicago Midway Intl	5%	Midland International	2%
Los Angeles International	5%	San Diego International	2%
San Antonio International	5%	Little Rock	2%
Austin-Bergstrom International	4%	Oakland International	2%
New Orleans Louis Armstrong Intl	4%	San Francisco	2%
Kansas City International	4%	Denver Intl	2%
Las Vegas McCarran International	3%	Baltimore Washington International	2%
St Louis Lambert Intl	3%	El Paso International	2%
New York La Guardia	3%	Fort Lauderdale/Hollywood Intl	2%
Phoenix Sky Harbor Intl	3%		

II.9 Area of Origination

To determine origination, surveyors asked passengers several questions about the starting location of their trip to the airport for the current flight. First the surveyor asked "Is the location in the Dallas Fort Worth Metroplex? Within 100 miles from the airport." If a respondent answered "Yes," the surveyor asked him or her to provide the address of his or her origin, cross streets, or the name of a landmark, business, or hotel near the point of origination and corresponding city and zip code. Passengers who responded "No" or "Don't know" were asked to provide any information available about trip origin such as address, cross streets, and/or landmarks. These efforts collected hundreds of verbatim responses, which were each researched to find matching addresses. Then all valid addresses or cross streets were geocoded into latitude and longitude coordinates.

Figure II-4 shows weighted data regarding the location of the trip origin. The majority of passengers (90 percent) traveled to the airport from a location inside the Dallas Fort Worth ("DFW") Metroplex. Nine percent originated from another area in Texas but outside the Metroplex and 1 percent came from another state.

FIGURE II-4– LOCATION OF TRIP ORIGIN (N=2,138)

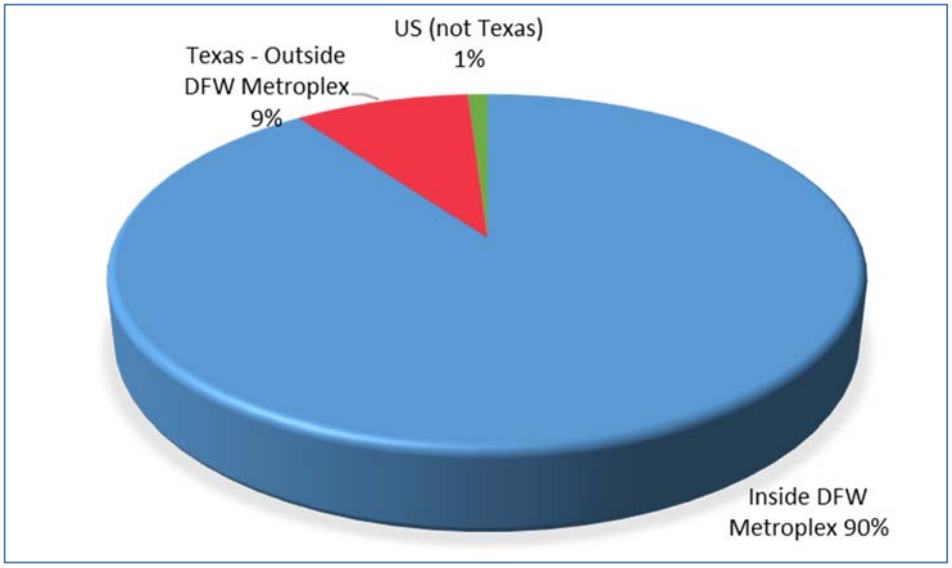


Figure II-5 shows a map of the weighted origination data by zip code, which only includes passengers who traveled directly to DAL from the 12-county area. Table II-6 display the Origination by County.

FIGURE II-5– ORIGINATION BY ZIP CODE (N=1,887)

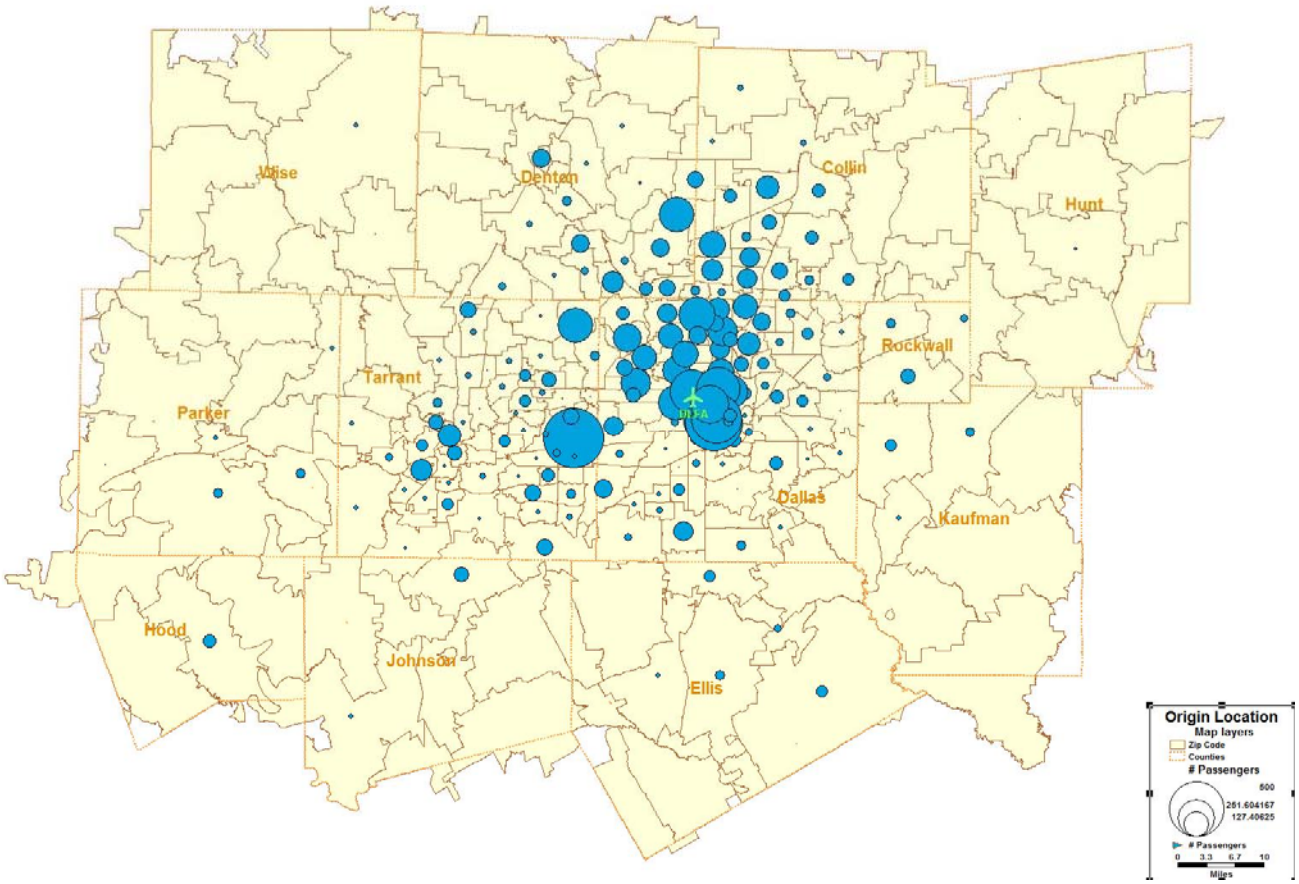


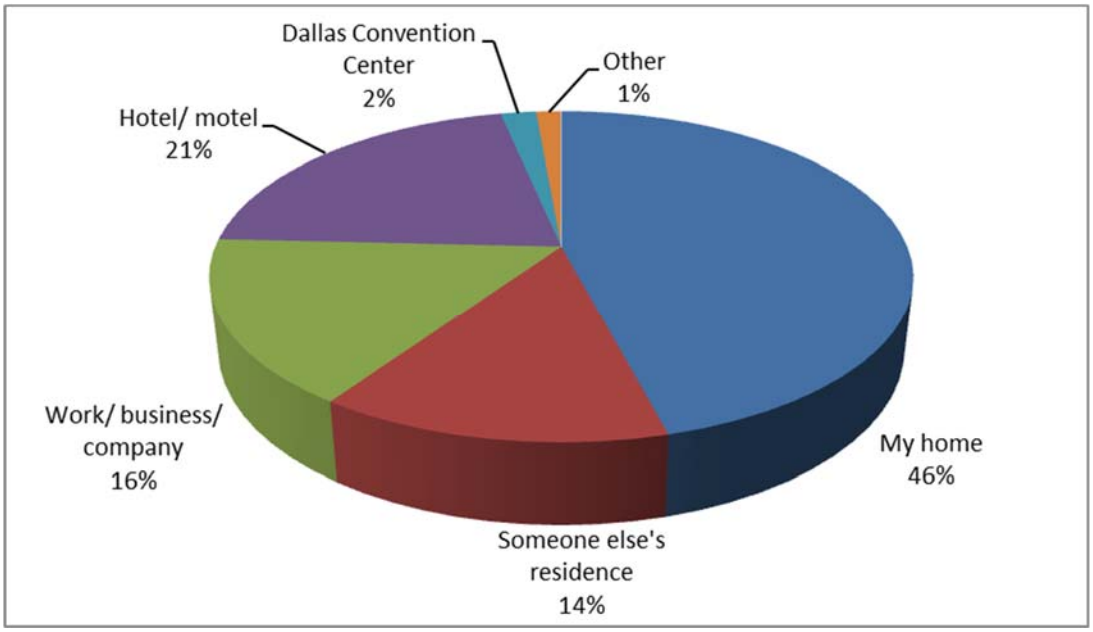
TABLE II-6– ORIGINATION BY COUNTY

Origin County	Frequency
Collin	8.4%
Dallas	51.8%
Denton	7.1%
Ellis	1.1%
Hood	0.4%
Hunt	0.1%
Johnson	0.6%
Kaufman	0.6%
Parker	0.7%
Rockwall	0.9%
Tarrant	17.5%
Wise	0.2%
Other County (Texas)	9.3%
Other County (Outside Texas)	1.4%

II.10 Origination Location Type

Figure II-6 shows weighted data for origination location type. The largest subgroup of passengers originates from their home (46 percent). Another 21 percent originate from a hotel/motel and 16 percent from work, a business, or a company. Fourteen percent originate from someone else's residence and the remaining three percent from the Dallas Convention Center or another location.

FIGURE II-6– WHERE DID YOU COME FROM PRIOR TO ARRIVING AT THE AIRPORT TODAY? (N=2,138)



III. Trip Characteristics

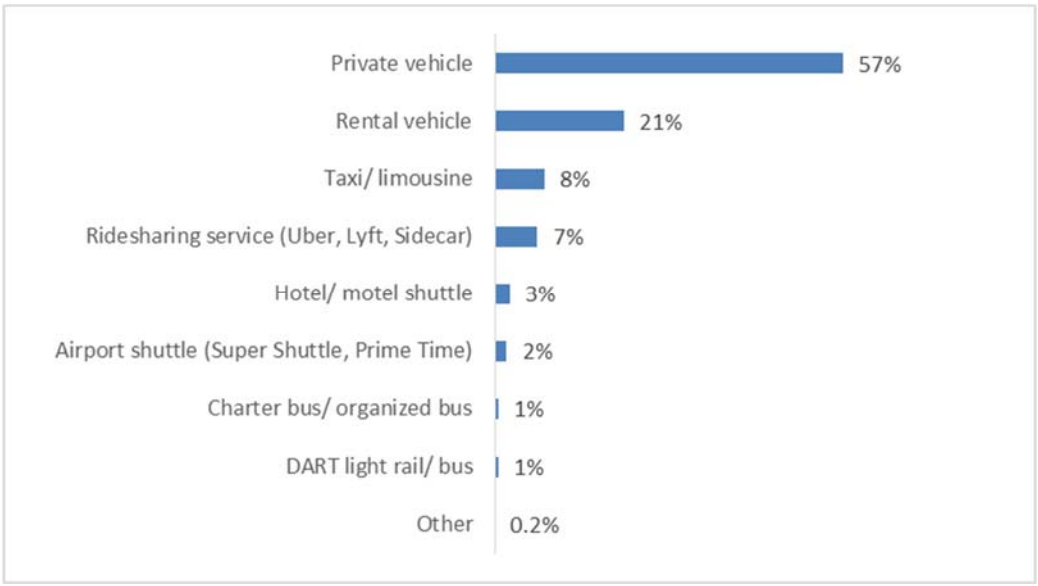
In this section, responses to trip characteristics survey are presented. Trip characteristics describe the travel behavior of passengers, including details about the trip to the airport, parking, details of the airline trip, passenger demographics, and household demographics. In addition, questions requested by the City of Dallas Aviation Department, such as security wait time and concession purchases, are included in this section.

III.1 Trip to the Airport

III.1.1 Mode of Transportation

Figure III-1 displays the primary mode of transportation to the airport for originating passengers. 57% of originating passengers used a private vehicle as their mode of transportation to DAL. Twenty-one percent used a rental vehicle. Almost equal shares of passengers (between seven and eight percent for each) used a taxi/ limousine or Uber/Lyft/Sidecar. Three percent of passengers used a hotel/ motel shuttle and one percent each used a charter bus or organized bus to travel to DAL. Less than one percent indicates another mode of transportation.

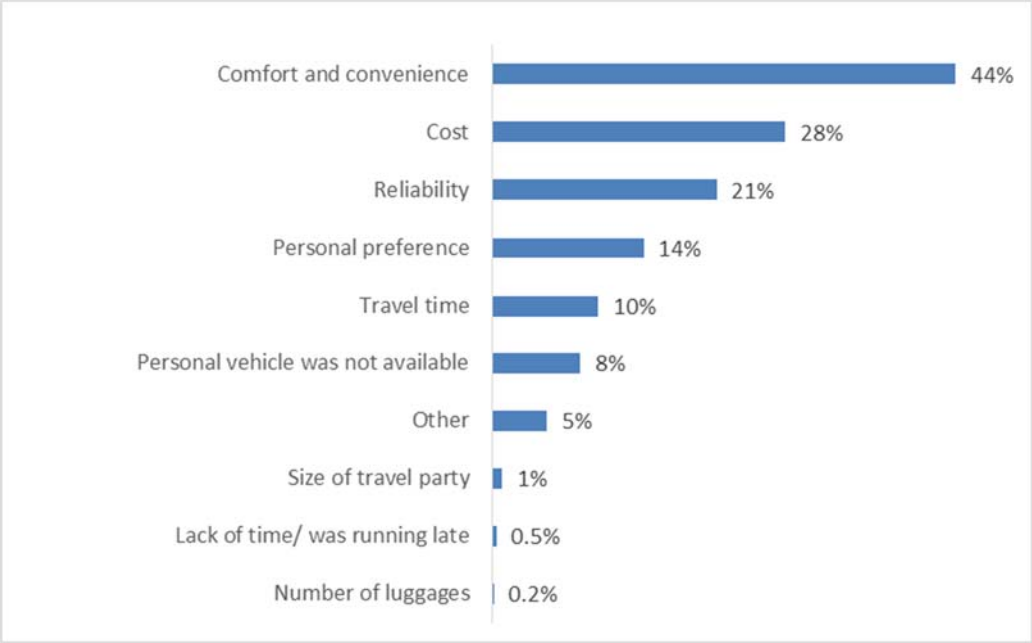
FIGURE III-1– WHAT WAS YOUR PRIMARY MODE OF TRANSPORTATION TO THE AIRPORT? (N=2,136)



III.1.2 Reason for Transportation Choice

For passengers who used a private vehicle but did not park as well as passengers using other modes of transportation, we asked "Why did you choose this mode of transportation?" The largest subgroup of non-parkers chose comfort and convenience and price (44 percent). Cost was chosen by 28 percent of possible respondents. Reliability was chosen by 21 percent of passengers who did not park and 14 percent indicate personal preference. Between eight and ten percent of non-parkers chose travel time or personal vehicle was not available as the reason for choosing their mode of transportation to DAL. Five percent of respondents indicate another reason. And less than two percent indicate size of travel party, lack of time, or number of bags as reasons for their mode of transportation. A table displaying the breakdown of the reasons for the passengers' choice of transportation is displayed in Figure III-2.

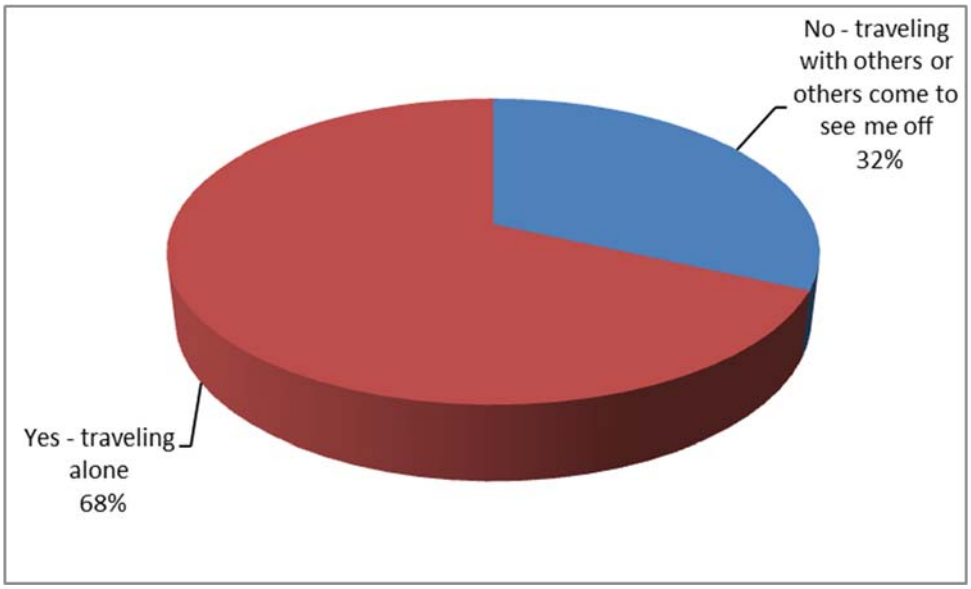
FIGURE III-2- WHY DID YOU SELECT THIS MODE OF TRANSPORTATION? SELECT ALL THAT APPLY. (N=2,067)



III.1.3 Number of Persons Traveling to the Airport

To learn about travel party size, the survey first asked passengers "Did you come to the airport alone?" A summary of their responses are shown in Figure III-3. The majority (68 percent) said "yes, they are traveling alone" and the remaining 32 percent said they are traveling with others or others came to see them off.

FIGURE III-3- DID YOU COME TO THE AIRPORT ALONE TODAY? (N=2,110)



To better determine the size of the travel party (number of passengers traveling), the survey asked all passengers "How many others are traveling with you? (including yourself)." Eleven percent are traveling alone. Sixty-three percent have a travel party size of two people (respondent and another traveler). Eleven percent are traveling with two others (travel party size is three people), five percent with three other passengers (travel party size is four), and four percent are traveling with four other passengers (travel party size is five). Five percent of passengers traveling with others indicate their travel party is more than five passengers, including the respondent. The weighted average is 2.4 people and the weighted median is 2.0 people. A table of these results can be viewed in Table III-1.

TABLE III-1- HOW MANY PEOPLE ARE TRAVELING WITH YOU, INCLUDING YOURSELF? (N=736)

# of People (including self)	Frequency	Count
1	11%	84
2	63%	467
3	11%	84
4	5%	38
5	4%	27
More than 5	5%	37

We asked passengers who came to the airport with others "How many people came to the airport to see you off today?" The majority of passengers did not have a well-wisher see them off at DAL (73 percent). Twenty-one percent had one well-wisher see them off and three percent had two well-wishers accompany them to the airport. Another four percent of passengers had three or more people see them off at the airport. The weighted average is 0.4 well-wishers and weighted median is 0.0. The full results of this question is listed in Table III-2.

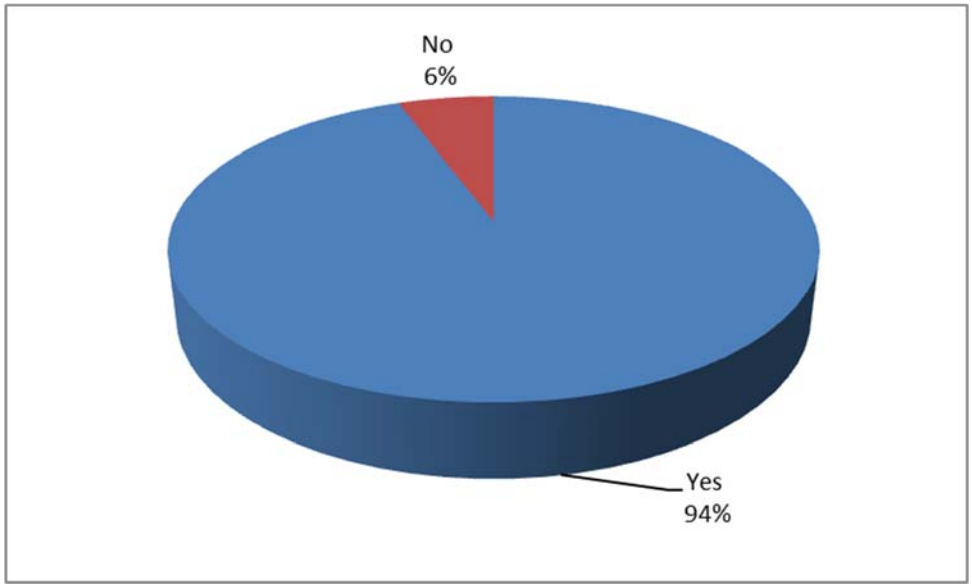
TABLE III-2- HOW MANY PEOPLE CAME TO THE AIRPORT TO SEE YOU OFF? (N=723)

# of Well-Wishers	Frequency	Count
None	73%	527
1	21%	153
2	3%	24
3	1%	5
4	1%	4
5	1%	5
More than 5	1%	6

III.1.4 Vehicles Traveling to the Airport

airport in one vehicle?" Ninety-four percent said "yes" and only six percent came in more than one Passengers who came to the airport with others in a private vehicle were asked "Did your party come to the vehicle. The responses are displayed in Figure III-4.

FIGURE III-4- DID YOUR PARTY COME TO THE AIRPORT IN ONE VEHICLE (USERS OF PRIVATE VEHICLES) (N=723)



The sample size of passengers who came to the airport in more than one vehicle is small (n=23), thus caution should be used when analyzing data. Of this group, 74 percent came in two vehicles and 26 percent came to the airport in three or more vehicles.

III.1.5 Occupancy by Time of Day – Number of People by Vehicle

Table III-3 below shows the average vehicle occupancy of the trip to the airport by time of day.

TABLE III-3- NUMBER OF PEOPLE IN VEHICLE BY TIME OF DAY (N=723)

Time Period	Occupancy of Trip to Airport
6:00 AM	1.2
9:00 AM	1.3
12:00 PM	1.6
3:00 PM	1.4
6:00 PM	1.4
9:00 PM	1.9
Average	1.4

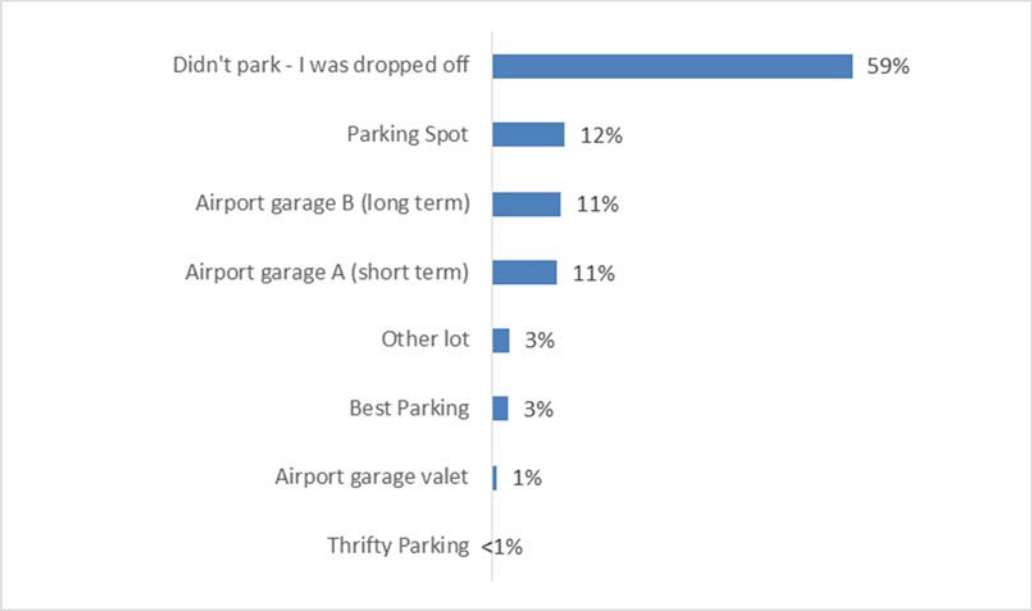
III.2 Parking Characteristics

III.2.1 Parking Location

The parking location of passengers who used a private vehicle are described in Figure III-5. Of the 1,158 passengers who used a private vehicle as their mode of transportation, 59 percent were dropped off at DAL and did not park. The remaining 41 percent parked their private vehicle. The most utilized parking lot is Parking Spot, closely followed by the DAL's long-term parking garage B and short-term parking garage A.

Three percent each use Best Parking Lot or another lot. Only one percent used the Airport's valet service and less than one percent used Thrifty Parking Lot.

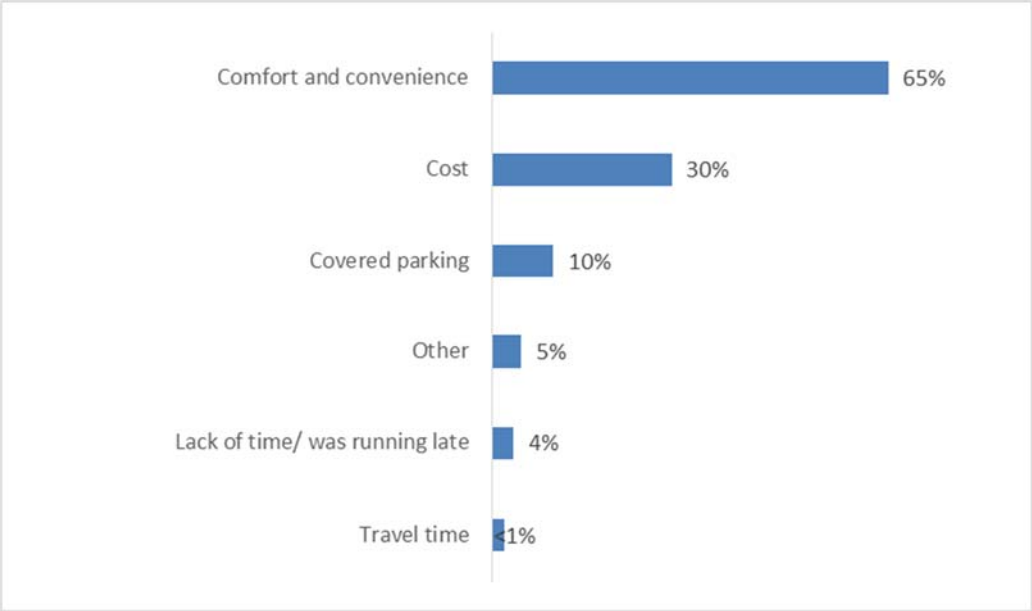
FIGURE III-5– WHERE IS THE CAR PARKED? (IF PRIVATE VEHICLE WAS USED) (N=1,158)



III.2.2 Reason for Parking Choice

The survey asked passengers who parked to select all of the reasons why they decided to park at that particular lot; their responses are displayed in Figure III-6. The most common response was comfort and convenience, which was selected by 65 percent of passengers who parked. Cost was the second most common reason for selecting a specific parking lot. Covered parking was chosen by 10 percent of parkers, five percent said another reason, and four percent indicate lack of time. Travel time was chosen by one percent of parkers. It is important to note that size of travel party or number of bags did not impact passengers' parking decision.

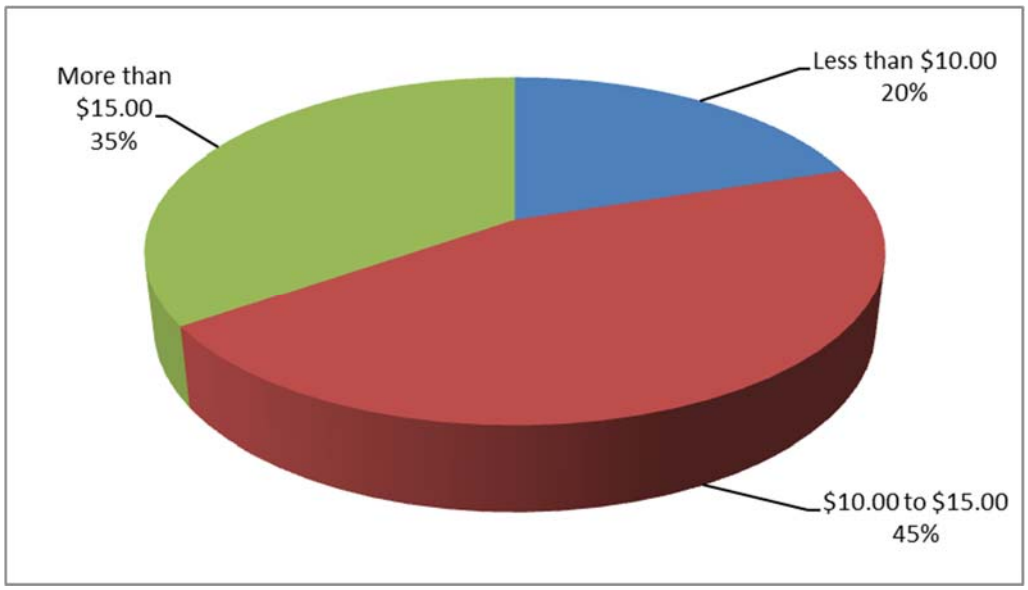
FIGURE III-6– IF YOU PARKED, WHY DID YOU PARK THERE? SELECT ALL THAT APPLY. (N=486)[5]



III.2.3 Cost of Parking

The survey asked passengers who parked to give us their best estimate regarding "How much will you pay for parking per day?" Their responses are shown in Figure III-7. Twenty percent said less than $10.00, 45 percent reported between $10.00 to $15.00, and 35 percent said more than $15.00 per day.

FIGURE III-7– COST OF PARKING PER DAY (N=387)



[5] Number of luggage and size of travel party was not selected

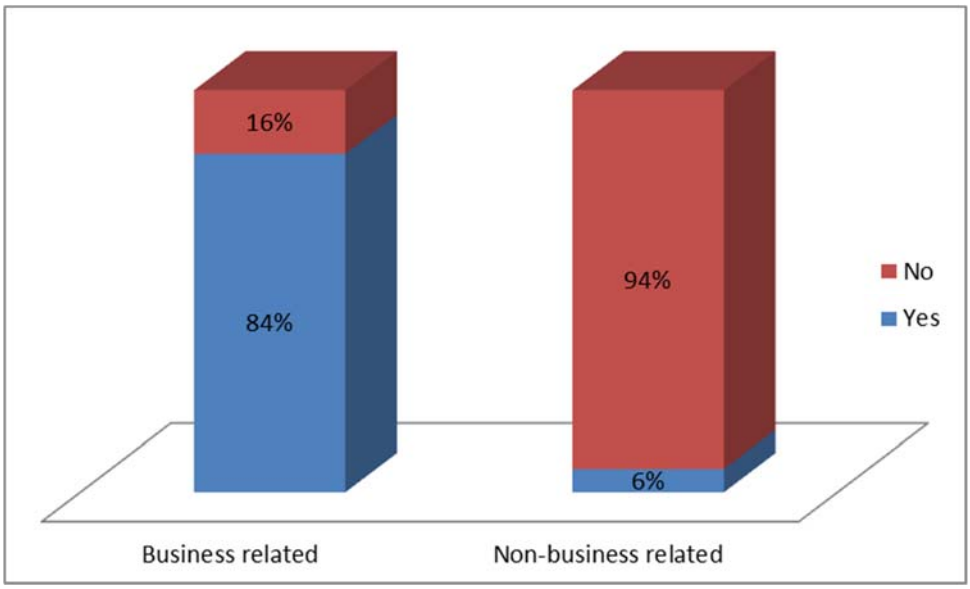
III.2.4 Reimbursement

The survey asked passengers about transportation reimbursement for the trip to the airport. The majority (53 percent) will get reimbursed for parking or transportation. Further, over 98 percent of these passengers will get full reimbursement (100 percent) for transportation expenses. Considering about half of all originating passengers are traveling for business-related reasons, these results are not surprising.

III.2.5 Reimbursement by Trip Purpose

As shown in Figure III-8, cross tabulation analysis reveals that 84 percent of passengers traveling for business-related purposes will get reimbursed for transportation. Meanwhile, only six percent of passengers traveling for non-business related purposes, such as vacation or visiting family/ friends, will get reimbursed for transportation.

FIGURE III-8– REIMBURSEMENT BY TRIP PURPOSE (N=1,891)

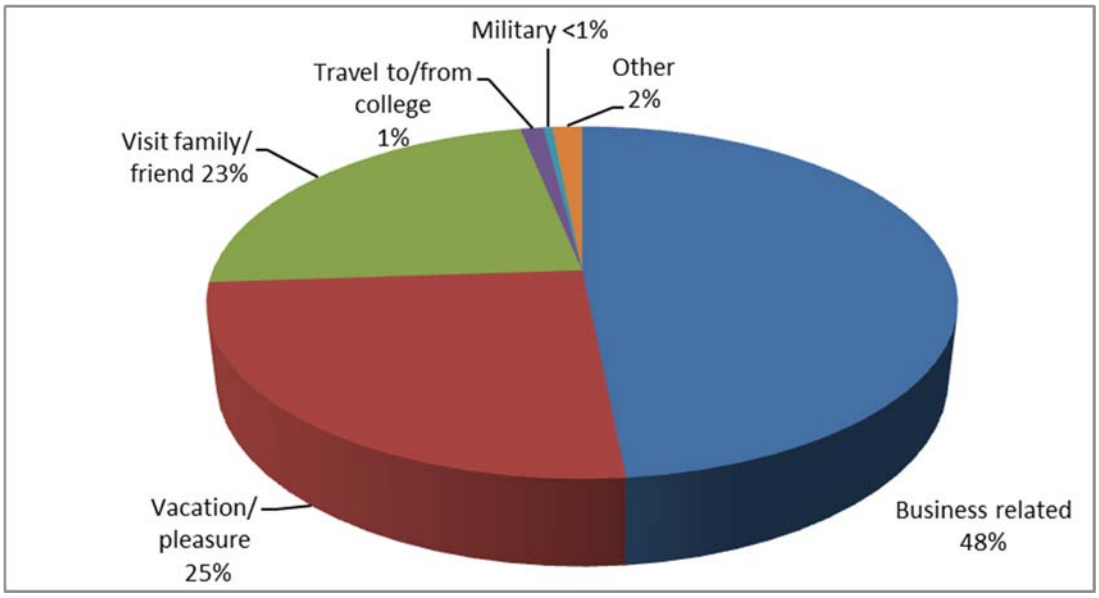


III.3 Airline Trip

III.3.1 Purpose of Travel

Figure III-9 displays the primary purpose of the airline trip for the originating passenger. Almost 50 percent of passengers are traveling for business-related purposes. Twenty-five percent are traveling for vacation or pleasure and 23 percent are visiting friends or family. One percent of passengers are traveling to/from college and over two percent for military or for other purposes.

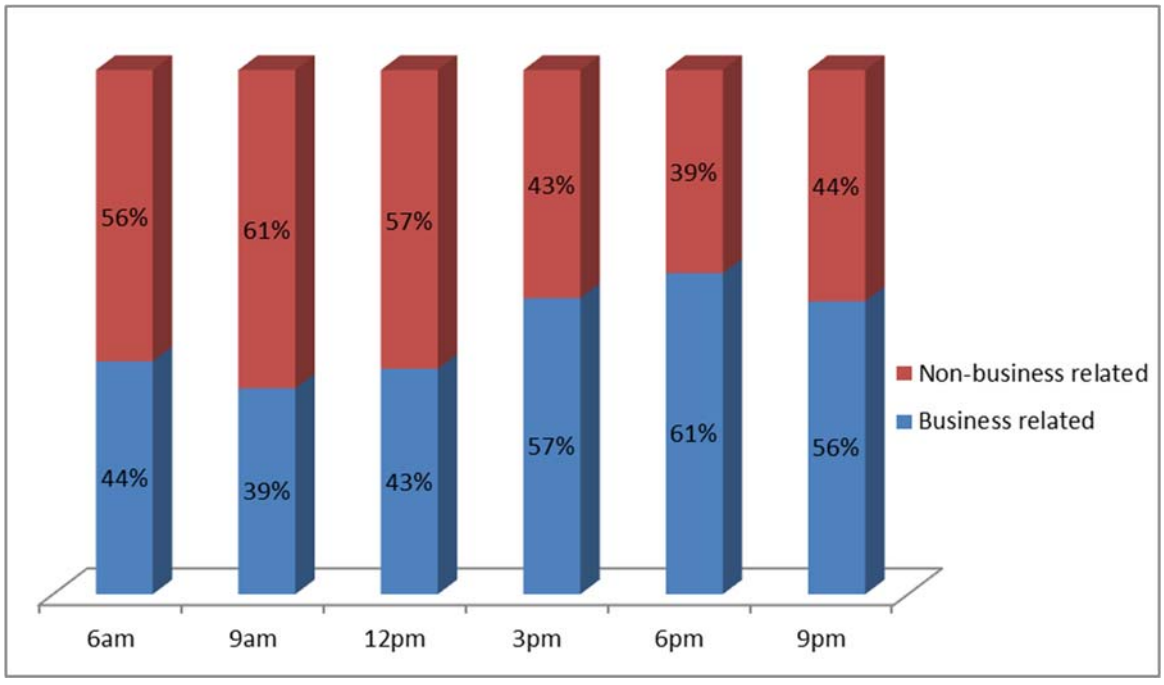
FIGURE III-9– WHAT IS THE PRIMARY PURPOSE OF YOUR TRIP? (N=2,138)



III.3.2 Purpose of Travel by Time of Day Period

Figure 111-10 shows the Trip Purpose by Time of Day Period. 56 percent of passengers traveling on early morning flights at the 6:00 a.m. time period are non-business travelers. However, for late afternoon and evening flights at 3:00 p.m. or later, a majority of passengers are business travelers.

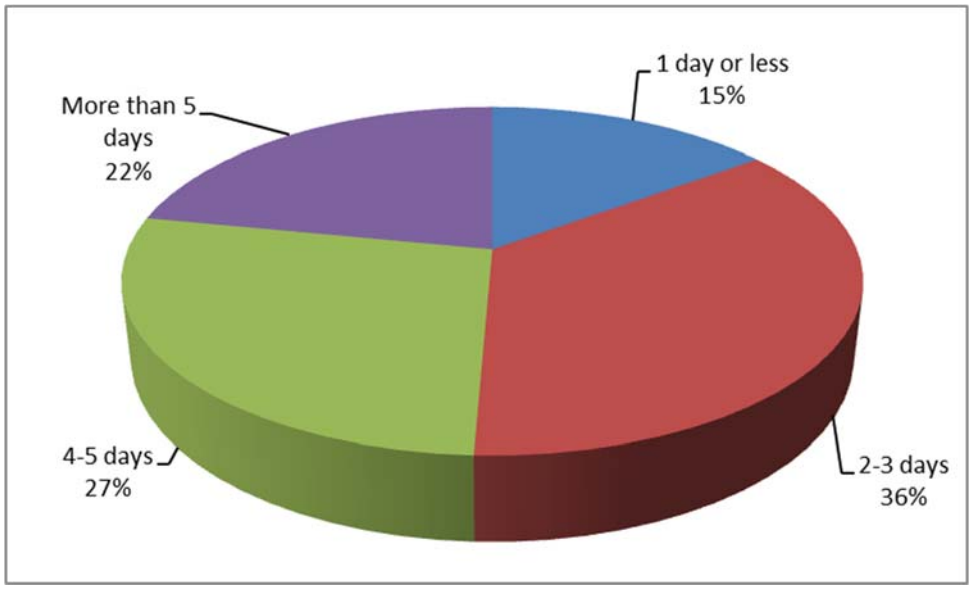
FIGURE III-10– TRIP PURPOSE AND TIME OF DAY (N=2,065)



III.3.3 Trip Duration

The survey asked passengers about trip duration: "How many days have you or will you be away from home on this trip?" Their responses are represented in Figure III-11. Fifty-one percent of passengers have short trips of three days or less; 15 percent have day trips (one day or less) and 36 percent are traveling for two or three days. Twenty-seven percent are traveling for four to five days and 22 percent for more than five days.

FIGURE III-11- HOW MANY DAYS HAVE YOU OR WILL YOU BE AWAY FROM HOME ON THIS TRIP? (N=2,138)

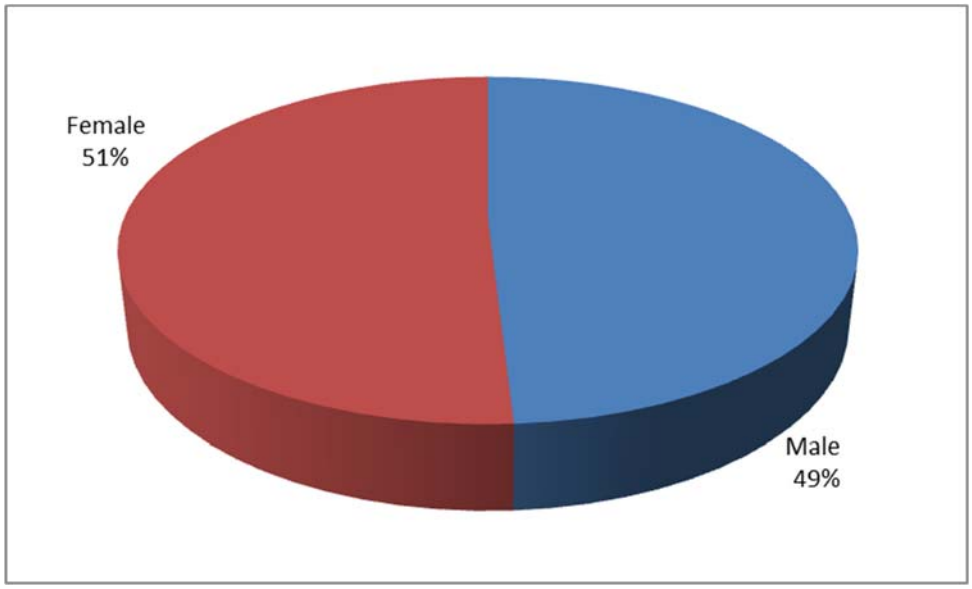


IV. Demographic Characteristics

IV.1 Gender

Figure IV-1 shows the gender of the survey respondents. There are slightly more females (51 percent) than males (49 percent) among the originating passengers.

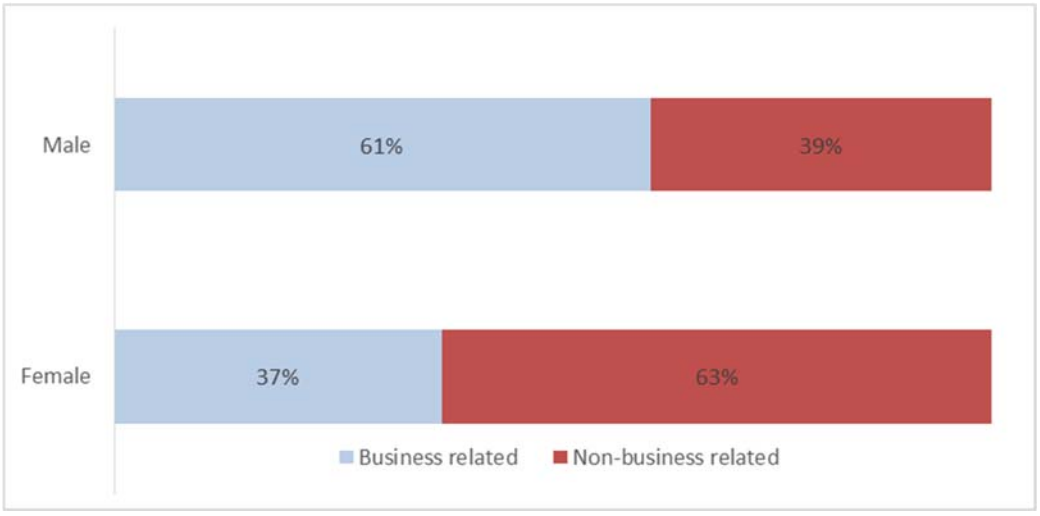
FIGURE IV-1- GENDER?(N=2,134)



IV.1.1 Gender by Purpose

The relationship between gender and trip purpose is provided in Figure IV-2. A larger percentage of males are traveling for business related purposes (61 percent) compared to females (37 percent). Meanwhile, a larger percentage of female passengers (63 percent) are traveling for non-business related travel – such as vacation/ pleasure, visiting family/ friends, traveling to/ from college, or other reasons compared to male passengers (39 percent).

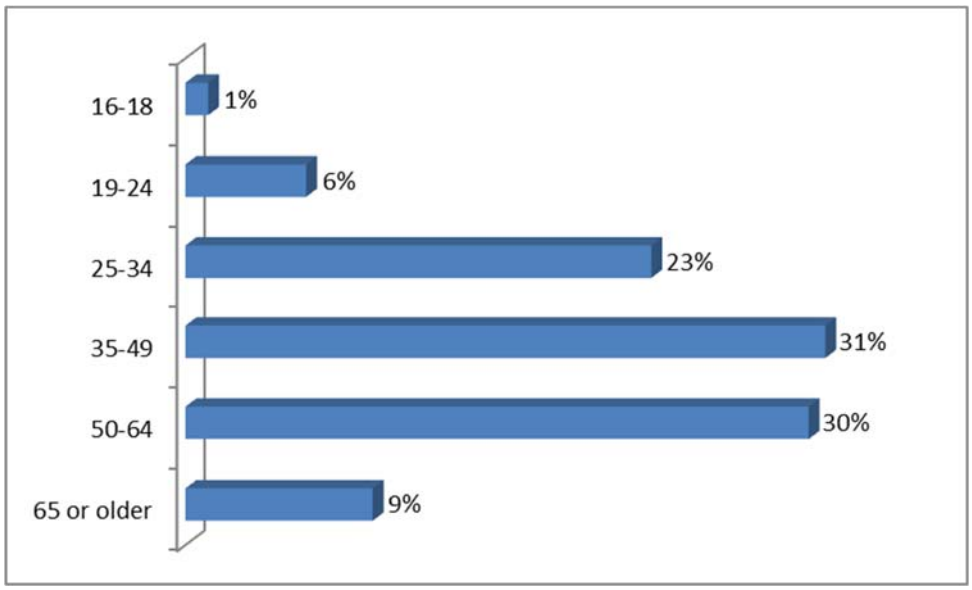
FIGURE IV-2- GENDER AND TRIP PURPOSE (N=2,063)



IV.2 Age

The age of originating passengers is displayed in Figure IV-3. The largest subgroups of passengers are between 35 to 64 years old; thirty-one percent are between the ages of 35 to 49 and 30 percent are between the ages of 50 to 64 years old. Nine percent are 65 or older. And 30 percent are less than 35 years old.

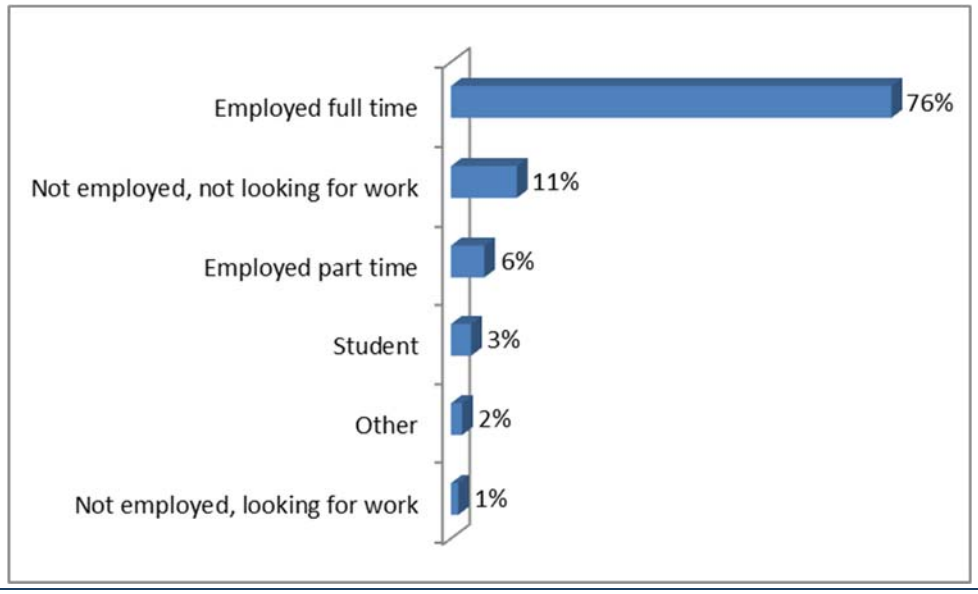
FIGURE IV-3- PLEASE SELECT YOUR AGE BRACKET. (N=2,069)



IV.3 Employment Status

Figure IV-4 shows a chart of the employment status of the originating passengers. The majority of passengers (76 percent) are employed full-time. Eleven percent are not employed and not looking for work; this category includes people who are caregivers or retired. Six percent of passengers are employed part-time and three percent are students. Two percent state "other" as their employment and the percentage of unemployed passengers – those looking for work – is low at one percent.

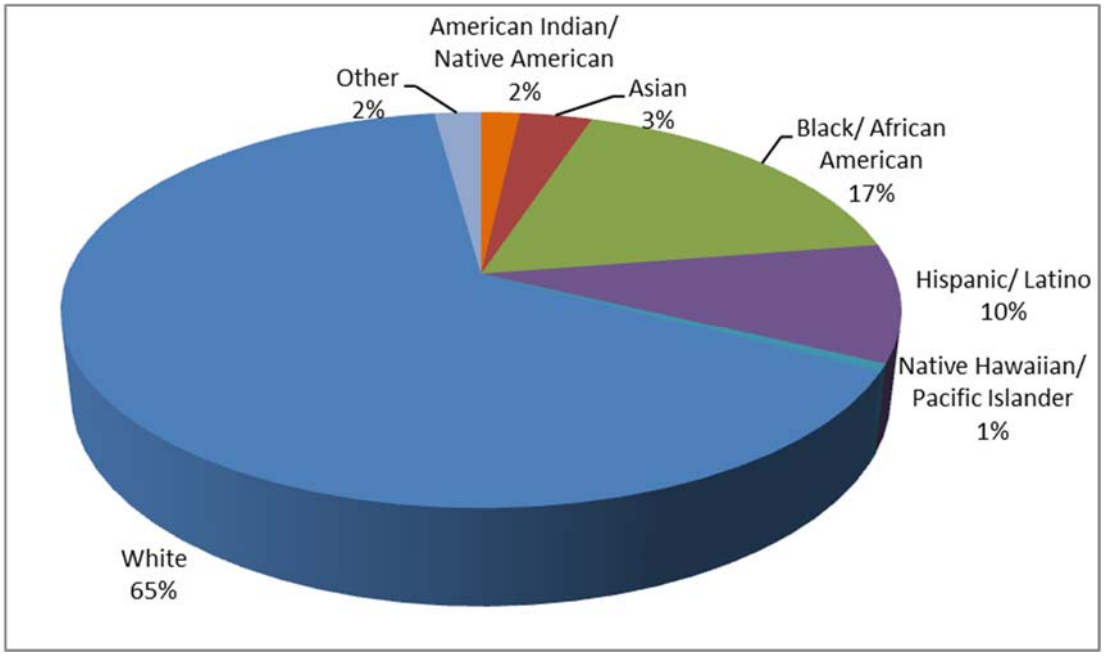
FIGURE IV-4- ARE YOU: (N=1,985)



IV.4 Ethnicity

The survey asked passengers their ethnicity; their responses are presented in Figure IV-5. Sixty-five percent are White and the next largest subgroup is Black/ African American (17 percent). Hispanic/ Latino passengers make up 10 percent of the passengers surveyed, three percent are Asian, two percent American Indian/ Alaska Native, and 1 percent is Native Hawaiian/ Pacific Islander. Two percent indicate "Other."

FIGURE IV-5- ARE YOU: (N=2,009)



V. Household Demographics

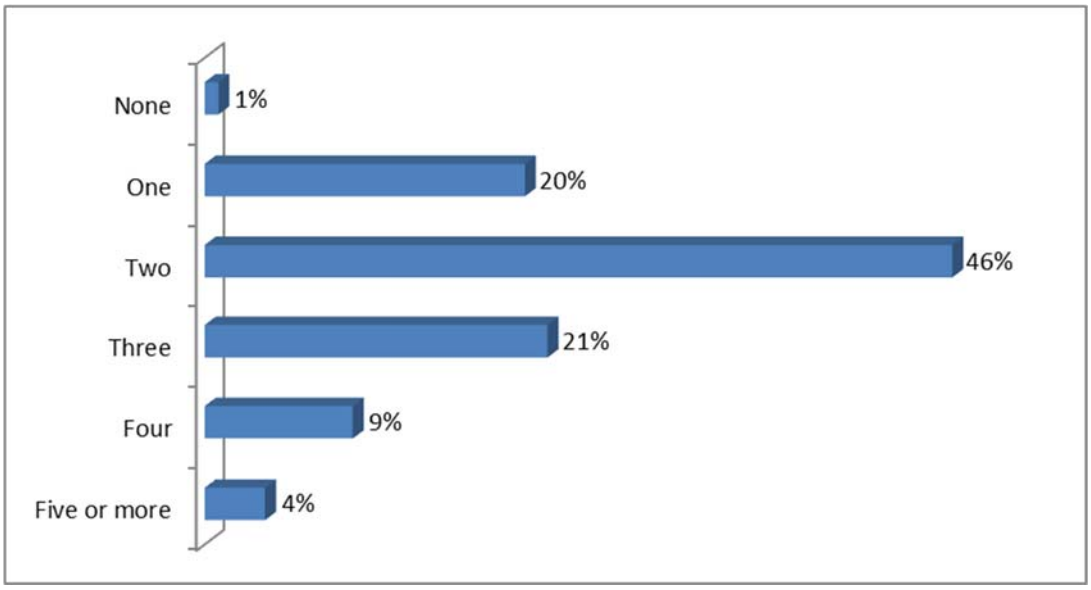
V.1 Household Vehicles

We asked passengers "How many vehicles are available in your household?" A presentation of the responses is provided in Table V-1 and Figure V-1. The average was 2.3 vehicles per household and the median was 2.0 vehicles per household. One percent don't have any household vehicles. Twenty percent have one vehicle, 46 percent have two vehicles, and twenty-one percent have three vehicles. Nine percent have four vehicles and 4 percent of respondents have five or more vehicles available in his/her household.

TABLE V-1- HOW MANY VEHICLES ARE AVAILABLE IN YOUR HOUSEHOLD? (N=1,920)

Average – 2.3
Median – 2.0

FIGURE V-1- HOW MANY VEHICLES ARE AVAILABLE IN YOUR HOUSEHOLD? (N=1,920)



V.1.1 Household Vehicles by Mode

Table V-2 presents cross tabulation data by mode of transportation and number of vehicles by household for passengers who reside in the state of Texas. In all cases, regardless of the number of vehicles in each household, the majority of passengers used a private vehicle to come to the airport.

TABLE V-2- HOUSEHOLD VEHICLES AND MODE OF TRANSPORTATION – TEXAS RESIDENTS (N=1,147)

Mode of Transportation	Number of Vehicles in Household					
	0	1	2	3	4	5 or more
Private vehicle	80%	71%	71%	79%	70%	78%
Rental vehicle	0%	5%	11%	10%	11%	5%
Hotel/motel shuttle	0%	1%	1%	1%	0%	5%
Dart light rail/ bus	0%	1%	1%	0%	0%	0%
Taxi/ limousine	13%	9%	7%	5%	12%	5%
Airport shuttle	0%	4%	2%	0%	0%	0%
Ridesharing service (Uber)	8%	8%	7%	3%	5%	6%
Charter bus/ organized bus	0%	1%	0%	1%	2%	0%
Other	0%	0%	0%	1%	0%	0%
Sample Size	18	211	534	244	109	31

V.2 Household Size

The survey asked passengers "Including yourself, how many people live in your household?" Table V-3 and Figure V-2 represent a summary of the responses to the question. The average was 2.9 people and the median 2.0 people. The largest subgroup (38 percent) is two people and 16 percent of respondents live alone.

TABLE V-3- HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD? (N=1,934)

Average – 2.9
Median – 2.0

FIGURE V-2- HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD? (N=1,934)

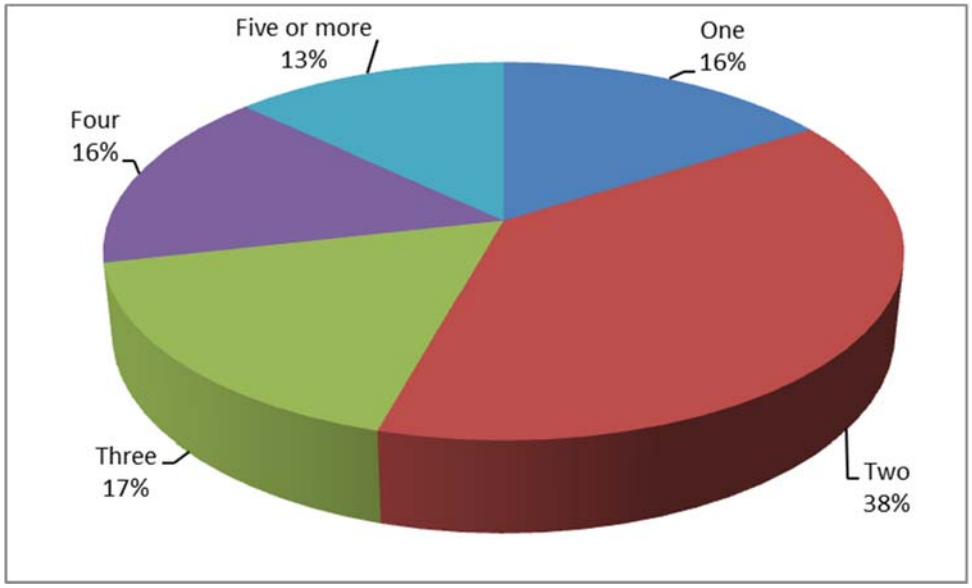


Table V-4 shows a cross-tabulation of travel party size and household size. Twenty-three percent of passengers who live alone travel alone. For passengers who live in a household of two or more people, the percentage of those traveling alone is significantly smaller at nine to 12 percent.

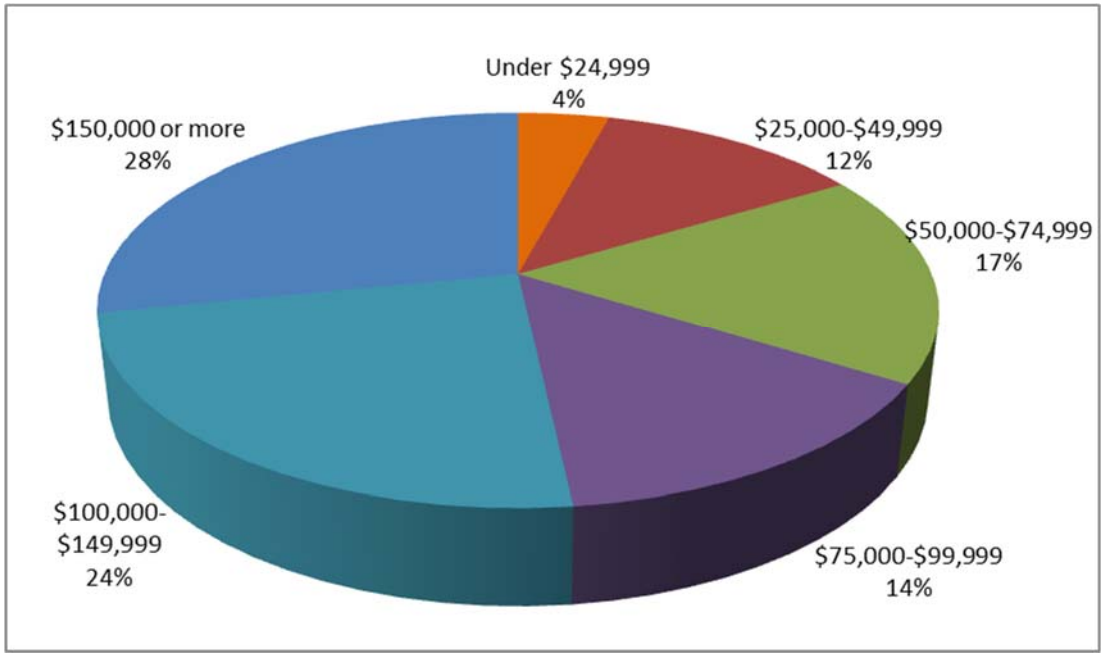
TABLE V-4- TRAVEL PARTY SIZE AND HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD? (N=1,934)

	# of People Living in Your Household					
Travel Party Size:	**1**	**2**	**3**	**4**	**5**	**More than 5**
1	23%	12%	9%	10%	11%	12%
2	49%	75%	65%	49%	55%	49%
3	12%	5%	12%	20%	11%	19%
4	6%	4%	6%	11%	7%	0%
5	1%	1%	3%	3%	15%	9%
More than 5	9%	4%	5%	8%	0%	10%

V.3 Annual Income

The survey asked passengers to provide their annual gross household income; the responses to this question are presented in Figure V-3. Over half of the passengers report household incomes of $100,000 or more with 28% reporting incomes of $150,000 or more and 24% reporting incomes between $100,000 to $149,999. Fourteen percent report incomes between $75,000 and $99,999 and 17% report incomes of $50,000 to $74,999 annually. Sixteen percent report incomes of less than $50,000.

FIGURE V-3- WHICH CATEGORY BEST DESCRIBES YOUR TOTAL ANNUAL HOUSEHOLD INCOME (BEFORE TAXES)? (N=1,684)

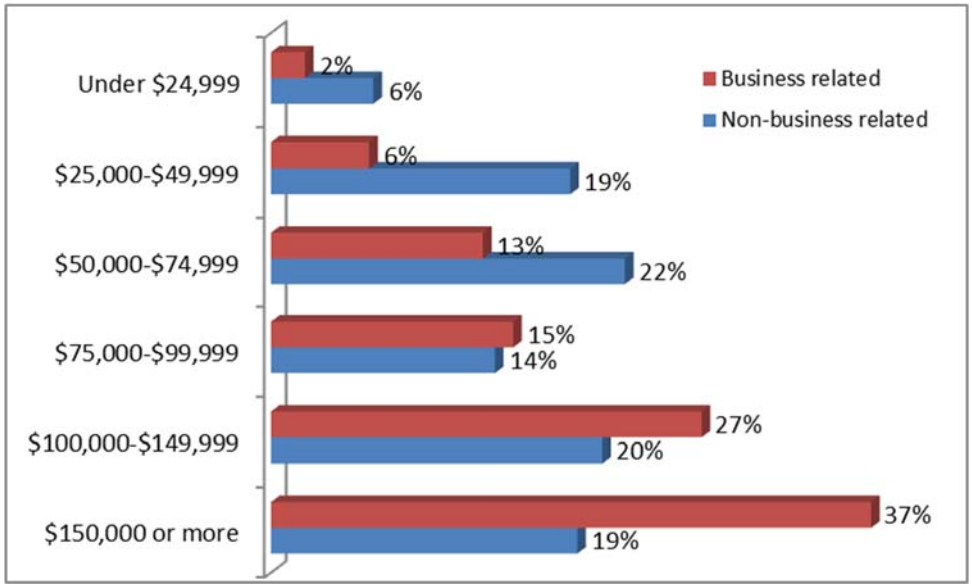


V.3.1 Income by Trip Purpose

Cross tabulation analysis reveals the majority of passengers traveling for business related reasons have high household annual incomes. Thirty-seven percent of business passengers report incomes of $150,000 or more and 27 percent report incomes between $100,000 to $149,999. Only two percent of business

passengers report incomes under $25,000. Meanwhile passengers who report incomes of $25,000 or more and are traveling for non-business related purposes have incomes that are more closely aligned (14 to 20 percent).The full cross tabulation can be seen in Figure V-4.

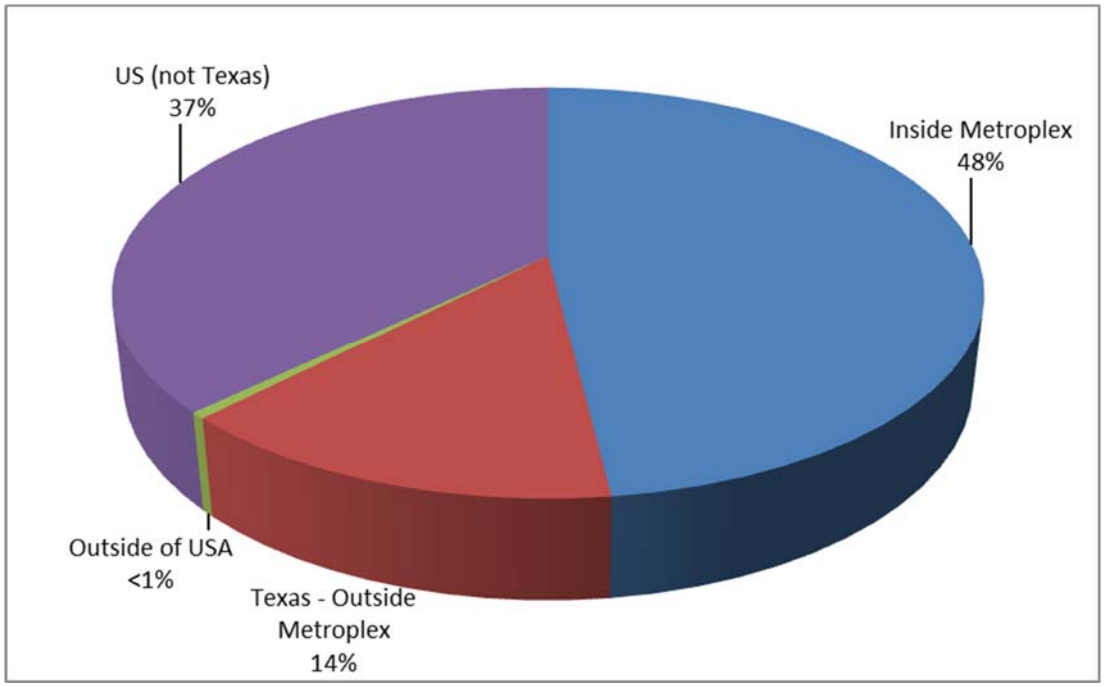
FIGURE V-4- TOTAL ANNUAL HOUSEHOLD INCOME AND TRIP PURPOSE (N=1,630)



V.4 Home Location

After Unison geocoded home address, they categorized responses into four categories: inside DFW Metroplex, Texas - Outside Metroplex, US (not Texas), and International (Outside of the U.S.). The largest subgroup (48 percent) of passengers reside inside the DFW Metroplex. Another 14 percent reside inside the state of Texas but outside of the Metroplex area. Thirty-seven percent of passengers reside outside of Texas, in another state and less than one percent reside outside of the U.S. The breakdown of the responses is displayed in Figure V-5.

FIGURE V-5- WHERE IS YOUR HOME RESIDENCE? (N=2,138)



VI. Dallas Love Field Passenger Market

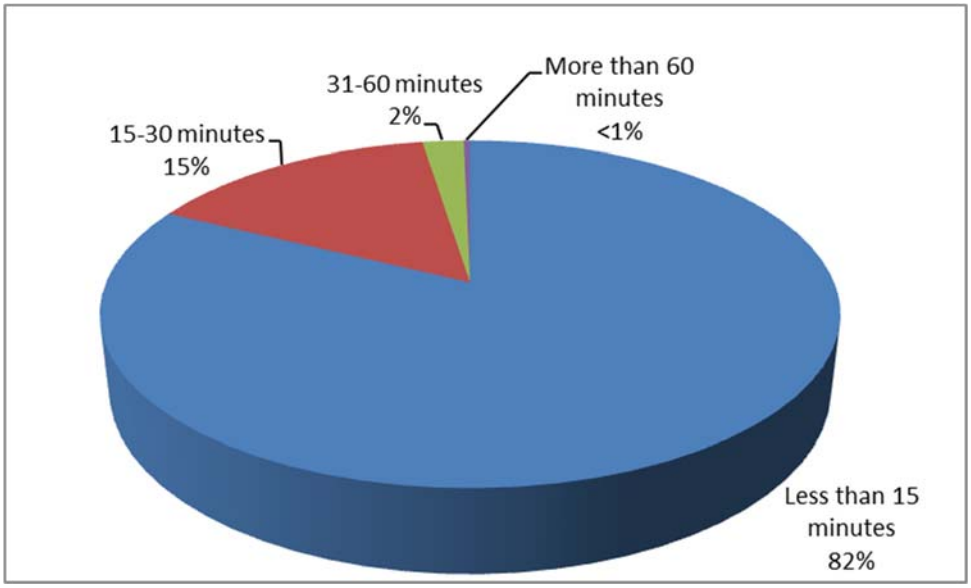
As requested by the City of Dallas Aviation Department, three additional questions were included in the questionnaire. These included questions regarding security wait times and concession purchases. The questions asked were the following:

- How long was the security checkpoint process at Love Field airport today?
- Did you purchase food, beverage, gift, or any other goods and/or services?
- If yes, how many total dollars did you spend?

VI.1 Security Wait Times (Unweighted Data)

The wait time at the security checkpoint for passengers is shown in Figure VI-1. The majority of passengers (82 percent) report short wait times of less than 15 minutes. Fifteen percent report waiting between 15 to 30 minutes and two percent report waiting 31 to 60 minutes. Less than one percent report security wait times of more than 60 minutes.

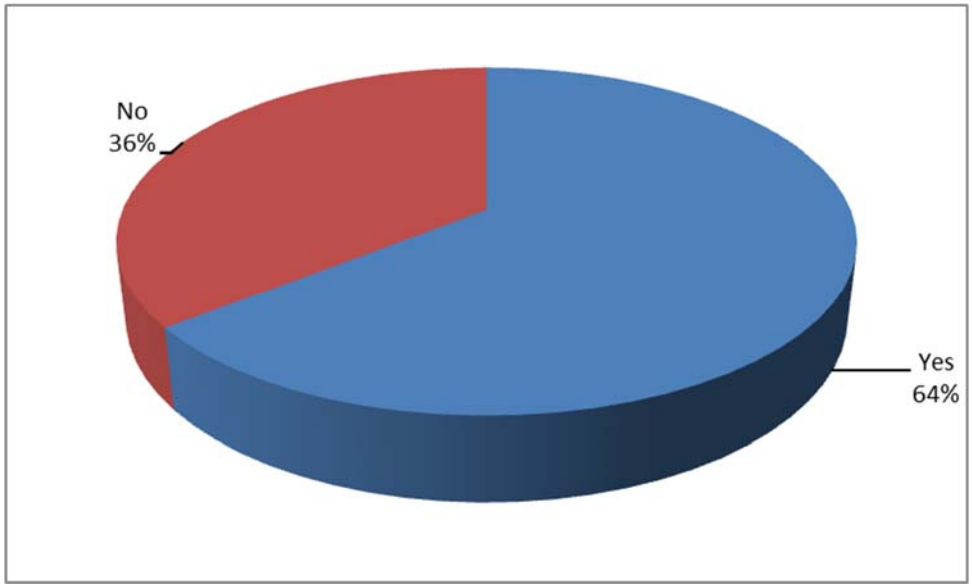
FIGURE VI-1 – HOW LONG WAS THE SECURITY CHECKPOINT PROCESS AT LOVE FIELD AIRPORT TODAY? (N=2,096)



VI.2 Concession Purchases (Unweighted Data)

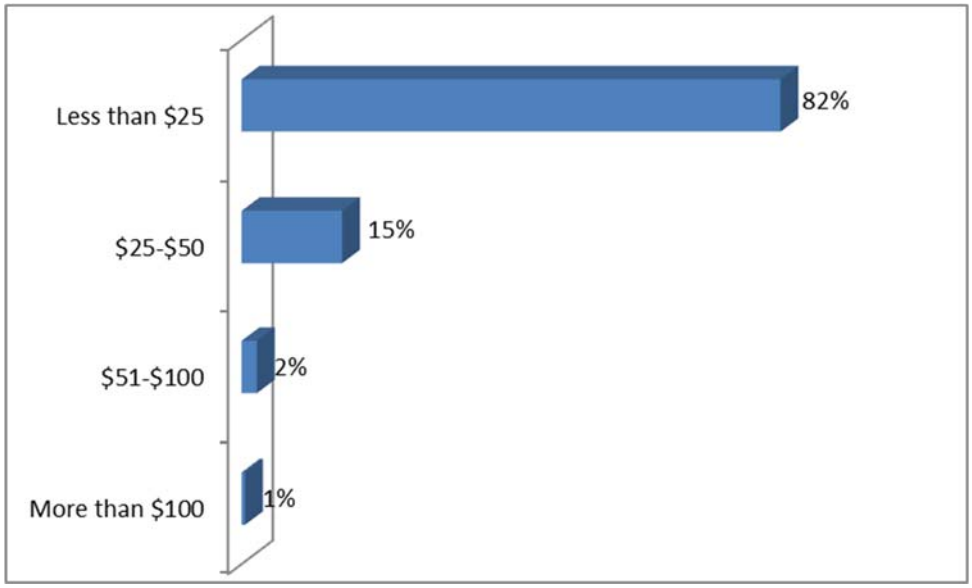
Figures VI-2 and VI-3 display originating passenger responses regarding whether they made concession purchases at DAL on this trip, and how much they spent. The majority of passengers are making a purchase at DAL – 64 percent indicate purchasing food, beverages, gifts, or other goods/ services.

FIGURE VI-2 - DID YOU PURCHASE FOOD, BEVERAGES, GIFT, OR ANY OTHER GOODS AND/OR SERVICES? (N=2,093)



Of passengers who made a purchase at DAL, the majority (82 percent) spend less than $25.00. Fifteen percent of passengers spend $25.00 to $50.00, and three percent spend more than $50.00.

FIGURE VI-3- IF YOU MADE A PURCHASE, HOW MANY TOTAL DOLLARS DID YOU SPEND? (N=1,344)



Appendix A- Survey Questionnaire

Dallas Love Field - 2015 Survey Questionnaire

Nbr	Question Name / Type	Header | Question Text	Choices *(italic for randomized choices)*	Branching and Skip Patterns
001	Airline / Single	What airline are you flying with today?	[1] Southwest Airlines	Next Question
			[2] Delta	Next Question
			[3] Virgin America	Next Question
002	Flight No / Numeric	If unknown, enter 9999 | What is your flight number?	(Minimum Digits: 1) (Maximum Digits: 4)	Next Question
003	Connecting / Single	Are you starting your trip here at this airport or connecting from another flight?	[1] Starting here	Next Question
			[2] Connecting from another flight	End of Survey
004	Final destination / Single	What airport is your FINAL destination?	[1] Another U.S. Airport	Next Question
			[2] Outside U.S.	Outside U.S dest
005	US Airport dest / ItemSelectionList	What U.S. airport is your FINAL destination?	(FileName: LAX_excel_airport_list_2015.txt)	Trip Origination
006	Outside U.S dest / ItemSelectionList	In what country is your FINAL destination airport located?	(FileName: world countries_2015.txt)	Next Question
007	Trip Origination / Single	YOUR STARTING LOCATION | Where did you come from prior to arriving at the airport today?	[1] My home	Origin Dallas MSA
			[2] Someone else's residence (friend/family/rental)	Origin Dallas MSA
			[3] Work/ Business/ Company (a place of work)	Origin Dallas MSA
			[4] Hotel/Motel	Origin Dallas MSA
			[5] Dallas Convention Center	Home info
			[6] Other	Next Question
008	Trip Originiation - Other / Verbatim	What other location?	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question
009	Origin Dallas MSA / Single	WITHIN 100 MILES OF AIRPORT | Is this location in the Dallas Fort Worth Metroplex area?	[1] YES	Next Question
			[2] NO	Outside Dallas MSA
			[3] Don't know	Next Question
010	Type of info / Single	To improve access to the airport, we need to know your starting location. What can you provide:	[1] Address	Next Question
			[2] Cross Streets and City	Starting Location cross ..
			[3] Name of Landmark/ Business/ Hotel and City	Starting Location landm..
011	Starting Location address / Numeric	INFORMATION WILL ONLY BE USED BY THE TEXAS COUNCIL OF GOVERNMENTS FOR THIS STUDY | What is the address number?	(Minimum Digits: 0) (Maximum Digits: 7)	Next Question
012	Starting Location cross street / ItemSelectionList	INFORMATION WILL ONLY BE USED BY THE TEXAS COUNCIL OF GOVERNMENTS FOR THIS STUDY | What is the street name?	(FileName: DAL_Roads-V2.txt)	Next Question
013	Starting Location cross street(1) /	INFORMATION WILL ONLY BE USED BY THE TEXAS COUNCIL OF GOVERNMENTS FOR THIS STUDY | What is the other street name?	(FileName: DAL_Roads-V2.txt)	Next Question
014	Starting Location landmark / Verbatim	INFORMATION WILL ONLY BE USED BY THE TEXAS COUNCIL OF GOVERNMENTS FOR THIS STUDY | What is the name of the location? Business, hotel/motel, landmark, attraction, public building	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question

Nbr	Question Name / Type	Header | Question Text	Choices *(italic for randomized choices)*	Branching and Skip Patterns
015	Starting location city / ItemSelectionList	INFORMATION WILL ONLY BE USED BY THE TEXAS COUNCIL OF GOVERNMENTS FOR THIS STUDY | What is the name of the city?	(FileName: DAL_Cities_v2.txt)	Next Question
016	Zip code / Numeric	If unknown, enter 99999 | What is the zip code of this location?	(Minimum Digits: 0) (Maximum Digits: 5)	Next Question
017	Outside Dallas MSA / Verbatim	INFORMATION WILL ONLY BE USED BY THE TEXAS COUNCIL OF GOVERNMENTS FOR THIS STUDY | Where is this location?	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question
018	INTERVIEWER USE / Single	IS INFORMATION COMPLETE? | INTERVIEWER'S USE ONLY	[1] Yes	Next Question
			[2] No	End of Survey
019	Home info / Single	Where do you live?	[1] Texas	Next Question
			[2] Other U.S. State	State of residence
			[3] Outside U.S.	Country of residence
020	Home zip code / Numeric	INFORMATION WILL ONLY BE USED BY THE TEXAS COUNCIL OF GOVERNMENTS FOR THIS STUDY | What is your home zip code?	(Minimum Digits: 5) (Maximum Digits: 5)	Purpose of Travel
021	State of residence / ItemSelectionList	INFORMATION WILL ONLY BE USED BY THE TEXAS COUNCIL OF GOVERNMENTS FOR THIS STUDY | In what state do you live?	(FileName: State_list.txt)	Purpose of Travel
022	Country of residence / ItemSelectionList	In which country do you live?	(FileName: world countries_2015.txt)	Next Question
023	Purpose of Travel / Single	What is the primary purpose of your trip?	[1] Business related (includes conferences/conventions)	Next Question
			[2] Vacation/pleasure	Next Question
			[3] Visit family/ friends	Next Question
			[4] Travel to/ from college	Next Question
			[5] Military	Next Question
			[6] Other	Next Question
024	Other purpose / Verbatim	What is the other reason?	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question
025	Travel time / Numeric	FROM THE TIME YOU LEFT YOUR STARTING LOCATION TO THE TIME YOU CAME TO THE TERMINAL | How many minutes did it take to travel to the airport today?	(Minimum Digits: 1) (Maximum Digits: 3)	Next Question
026	Arriving Transportation / Single	What was your primary mode of transportation to the airport?	*[1] Private vehicle (car, van, motorcycle)*	Private Parking
			[2] Rental vehicle	Reimbursement
			[3] Hotel/Motel shuttle or courtesy van	Travel Duration
			[4] DART light rail/bus	Reasons for trans pref
			[5] Taxi/Limousine	Reimbursement
			[6] Airport Shuttle (Super Shuttle, Prime Time)	Reimbursement
			[7] Ridesharing Service (Uber, Lyft, Sidecar, etc.)	Reimbursement
			[8] Charter bus/ organized bus	Travel Duration
			[9] Other	Next Question

Nbr	Question Name / Type	Header | Question Text	Choices *(italic for randomized choices)*	Branching and Skip Patterns
027	Arriving Transportation - Other / Verbatim	What OTHER mode of transportation did you use to get to the airport?	(Minimum Digits: 0) (Maximum Digits: 300)	Reimbursement
028	Private Parking / Single	Where is the car parked?	[1] Didn't park - I was dropped off	Reasons for trans pref
			[2] Airport garage A (short term)	Reasons for Parking Pref
			[3] Airport garage B (long term)	Reasons for Parking Pref
			[4] Airport garage valet	Reasons for Parking Pref
			[5] Best Parking	Reasons for Parking Pref
			[6] Parking Spot	Reasons for Parking Pref
			[7] Thrifty Parking	Reasons for Parking Pref
			[8] Other Lot	Reasons for Parking Pref
029	Private Parking - Other / Verbatim	What OTHER parking lot did you use?	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question
030	Reasons for Parking Pref / Multi Normal	Select all that apply, then press NEXT | Why did you park there?	[1] Comfort and convenience	Next Question
			[2] Lack of time/Was running late	
			[3] Cost	
			[4] Size of travel party	
			[5] Number of luggages	
			[6] Covered parking	
			[7] Travel time	
			[8] Other	
			(Min: 0, Max: 0, Exclusive: 0)	
031	Reasons for Parking Pref - Other / Verbatim	What is the OTHER reason?	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question
032	Parking cost / Numeric	PLEASE PROVIDE BEST ESTIMATE | How much will you pay for parking per day?	(Minimum Digits: 1) (Maximum Digits: 3)	Next Question
033	Reimbursement / Single	Will you get reimbursed for transportation or parking?	[1] Yes	Next Question
			[2] No	Reasons for trans pref
034	Percent_reimbursement / Numeric	What % of transportation or parking will you get reimbursed?	(Minimum Digits: 1) (Maximum Digits: 3)	Next Question
035	Reasons for trans pref / Multi Normal	Select all that apply, then press NEXT | Why did you choose this mode of transportation?	[1] Travel time	Next Question
			[2] Reliability	
			[3] Lack of time/Was running late	
			[4] Cost	
			[5] Size of travel party	
			[6] Comfort and convenience	
			[7] Number of luggages	
			[8] Personal preference	
			[9] Personal vehicle was not available	
			[10] Other	
			(Min: 0, Max: 0, Exclusive: 0)	
036	Reasons for trans pref other / Verbatim	What is the other reason?	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question

Nbr	Question Name / Type	Header | Question Text	Choices *(italic for randomized choices)*	Branching and Skip Patterns
037	Travel Duration / Single	How many days have you or will you be away from home on this trip?	[1] 1 day or less	Next Question
			[2] 2-3 days	Next Question
			[3] 4-5 days	Next Question
			[4] More than 5 days	Next Question
038	Traveling Alone / Single	Did you come to the airport alone today?	[1] No - traveling with others or others came to see me off	Next Question
			[2] Yes - traveling alone	Security(DAL)
039	Traveling Party / Single	How many people are traveling with you (including yourself)?	[1] 1	Well wisher
			[2] 2	Well wisher
			[3] 3	Well wisher
			[4] 4	Well wisher
			[5] 5	Well wisher
			[6] More than 5	Next Question
040	Traveling Party out of DAL / Numeric	IF MORE THAN 5 (INCLUDING YOURSELF) | How many people are traveling with you?	(Minimum Digits: 1) (Maximum Digits: 2)	Next Question
041	Well wisher / Single	How many people came to the airport to see you off today?	[1] None	One Vehicle
			[2] 1	One Vehicle
			[3] 2	One Vehicle
			[4] 3	One Vehicle
			[5] 4	One Vehicle
			[6] 5	One Vehicle
			[7] More than 5	Next Question
042	Travel No / Numeric	IF MORE THAN 5 | How many people came to the airport see you off today?	(Minimum Digits: 1) (Maximum Digits: 2)	Next Question
043	One Vehicle / Single	Did your party come to the airport in one vehicle?	[1] Yes	Security(DAL)
			[2] No	Next Question
044	Number of Vehicles / Numeric	How many vehicles did you use to come to the airport?	(Minimum Digits: 1) (Maximum Digits: 2)	Next Question
045	Security(DAL) / Single	How long was the security checkpoint process at Love Field airport today?	[1] Less than 15 minutes	Next Question
			[2] 15-30 minutes	Next Question
			[3] 31-60 minutes	Next Question
			[4] More than 60 minutes	Next Question
046	Food Purchase(DAL) / Single	Did you purchase food, beverage, gift, or any other goods and/or services?	*[1] Yes*	Next Question
			[2] No	Gender
047	Money Spent(DAL) / Single	If yes, how many total dollars did you spend?	[1] Less than $25	Next Question
			[2] $25 - $50	Next Question
			[3] $51 - $100	Next Question
			[4] More than $100	Next Question
048	Gender / Single	What is your gender?	[1] Male	Next Question
			[2] Female	Next Question

Nbr	Question Name / Type	Header | Question Text	Choices *(italic for randomized choices)*	Branching and Skip Patterns
049	Age Bracket / Single	Please select your age bracket:	[1] 16-18	Next Question
			[2] 19-24	Next Question
			[3] 25-34	Next Question
			[4] 35-49	Next Question
			[5] 50-64	Next Question
			[6] 65 or older	Next Question
050	Employment / Single	Are you?	[1] Employed, Full time	Ethnicity
			[2] Employed, Part time	Ethnicity
			[3] Not Employed, Looking for work	Ethnicity
			[4] Not Employed, Not Looking for work (retired, family/household care giver, etc.)	Ethnicity
			[5] Student	Ethnicity
			[6] Other	Next Question
051	Employment - Other / Verbatim	What OTHER employment status are you?	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question
052	Ethnicity / Single	Are you:	[1] American Indian/Alaska Native	People Living at Home
			[2] Asian	People Living at Home
			[3] Black/African American	People Living at Home
			[4] Hispanic/Latino	People Living at Home
			[5] Native Hawaiian/Pacific Islander	People Living at Home
			[6] White	People Living at Home
			[7] Other	Next Question
053	Ethnicity - Other / Verbatim	What OTHER ethnicity are you?	(Minimum Digits: 0) (Maximum Digits: 300)	Next Question
054	People Living at Home / Numeric	INCLUDING YOURSELF | How many people live in your household?	(Minimum Digits: 0) (Maximum Digits: 2)	Next Question
055	Household Vehicles / Numeric	How many vehicles are available in your household?	(Minimum Digits: 0) (Maximum Digits: 2)	Next Question
056	Annual Income / Single	Which category best describes your total annual household income (before taxes):	[1] Under $24,999	Next Question
			[2] $25,000-$49,999	Next Question
			[3] $50,000-$74,999	Next Question
			[4] $75,000-$99,999	Next Question
			[5] $100,000-$149,999	Next Question
			[6] $150,000 or more	Next Question

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