

GEG Survey – Summer 2010 Rotation

(v1.2, August 13, 2010, N.D.)

ID # _____

Interviewer: _____

Date: 8 - _____ - 10

Concourse: _____

S1. Are you a visitor to or resident of the greater Spokane area?

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)	Fall 2007 (n=551)	Summer 2007 (n=531)
Visitor	60%	57%	58%	58%	58%	58%	59%	56%	60%
Resident	40%	43%	42%	42%	42%	42%	41%	44%	40%

Q1. How far in advance of your flight's departure time did you arrive at the airport today? [USE "-9" FOR REFUSED]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)	Fall 2007 (n=551)	Summer 2007 (n=531)
Average	95 min	88 min	95 min	94 min	86 min	83 min	99 min	95 min	99 min

Q2. How long did it take you to get through the security checkpoint today? [READ LIST]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)	Fall 2007 (n=551)	Summer 2007 (n=531)
Under 5 min.	37%	56%	53%	53%	58%	64%	54%	57%	44%
Between 5-10 min.	33%	33%	37%	30%	31%	28%	35%	31%	37%
Between 10-15 min.	17%	9%	9%	12%	8%	7%	8%	9%	13%
Over 15 min.	13%	2%	1%	5%	3%	2%	3%	3%	6%
Don't know / Refused	<0.5%	0%	<0.5%	<0.5%	<0.5%	0%	0%	0.5%	0%

Q3. What is the purpose of your trip today? [READ LIST]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)	Fall 2007 (n=551)	Summer 2007 (n=531)
Business	34%	42%	49%	30%	38%	50%	29%	43%	28%
Leisure	27%	17%	17%	22%	19%	15%	30%	23%	26%
Family visit	30%	35%	28%	43%	39%	26%	33%	30%	38%
Attending convention / group meeting	1%	2%	1%	1%	1%	3%	2%	2%	4%
Combination	7%	3%	4%	5%	3%	6%	6%	3%	4%
Refused	0.5%	1%	1%	<0.5%	<0.5%	0%	0%	0%	<0.5%

[RESIDENTS ONLY, VISITORS SKIP TO Q10]

Q4. In the last 12 months, about how often did you fly out of the Spokane International Airport for business? [USE “-9” FOR REFUSED]

Response (Business Travelers)	Summer 2010 (n=90)	Spring 2010 (n=93)	Fall 2009 (n=88)	Summer 2009 (n=90)	Spring 2009 (n=98)	Fall 2008 (n=114)	Summer 2008 (n=69)	Fall 2007 (n=98)	Summer 2007 (n=73)
None	6%	3%	0%	3%	3%	4%	6%	1%	0%
1 to 5 trips	33%	42%	41%	36%	38%	39%	38%	34%	40%
6 to 10 trips	18%	24%	13%	10%	17%	14%	12%	20%	14%
11 to 20 trips	18%	20%	23%	11%	20%	18%	16%	22%	25%
20 to 50 trips	27%	11%	31%	40%	24%	26%	28%	24%	27%
Over 50 trips	4%	2%	1%	6%	4%	3%	4%	5%	4%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%

Q5. How important is the Spokane International Airport to your business? [READ LIST]

Response (Business Travelers)	Summer 2010 (n=90)	Spring 2010 (n=93)	Fall 2009 (n=88)	Summer 2009 (n=90)	Spring 2009 (n=98)	Fall 2008 (n=114)	Summer 2008 (n=69)	Fall 2007 (n=98)	Summer 2007 (n=73)
Very important	83%	74%	68%	72%	81%	75%	69%	79%	84%
Moderately important	11%	20%	22%	18%	11%	14%	19%	16%	14%
Not very important	3%	3%	6%	6%	6%	4%	9%	3%	1%
Not at all important	0%	1%	2%	2%	2%	8%	1%	0%	1%
Don't know	2%	1%	2%	2%	0%	0%	1%	2%	0%

Q6. In the last 12 months, about how often have you *driven* to another airport, other than Spokane International, to begin your trip? [USE “-9” FOR REFUSED]

Response	Summer 2010 (n=233)	Spring 2010 (n=239)	Fall 2009 (n=225)	Summer 2009 (n=225)	Spring 2009 (n=237)	Fall 2008 (n=226)	Summer 2008 (n=220)	Fall 2007 (n=243)	Summer 2007 (n=211)
None	83%	93%	87%	82%	87%	92%	84%	84%	86%
1 trip	7%	3%	6%	8%	7%	3%	8%	7%	5%
2 trips	4%	2%	2%	4%	2%	2%	3%	3%	1%
3 trips	3%	1%	2%	<0.5%	2%	1%	2%	1%	1%
4 trips	<0.5%	0%	<0.5%	2%	1%	<0.5%	0.5%	2%	1%
5 or more trips	2%	2%	3%	4%	1%	2%	2%	3%	5%
Don't know	0%	0%	0%	0%	0%	0%	0.5%	3%	5%

Q7. Why is that? [DON'T READ, MARK ALL THAT APPLY]

Response (Driven to another airport only)	Summer 2010 (n=40)	Spring 2010 (n=17)	Fall 2009 (n=30)	Summer 2009 (n=41)	Spring 2009 (n=31)	Fall 2008 (n=19)	Summer 2008 (n=36)
Cost	20%	35%	30%	10%	16%	21%	44%
Convenience	73%	47%	53%	63%	55%	79%	44%
Other	13%	29%	17%	29%	36%	10%	22%
Don't know	8%	12%	0%	0%	0%	5%	3%

Q8. In the last 12 months, about how often have you *driven* 200 miles or more to a travel destination instead of flying to it? [USE “-9” FOR REFUSED]

Response	Summer 2010 (n=233)	Spring 2010 (n=239)	Fall 2009 (n=225)	Summer 2009 (n=225)	Spring 2009 (n=237)	Fall 2008 (n=226)	Summer 2008 (n=220)	Fall 2007 (n=243)	Summer 2007 (n=211)
None	30%	42%	33%	40%	45%	49%	30%	30%	34%
1 trip	14%	11%	15%	11%	12%	13%	17%	13%	15%
2 trips	10%	9%	11%	15%	13%	9%	15%	14%	22%
3 trips	10%	13%	7%	10%	7%	10%	8%	9%	6%
4 trips	5%	8%	8%	4%	6%	5%	8%	5%	3%
5 to 10 trips	20%	13%	18%	15%	12%	8%	19%	19%	15%
11 to 25 trips	6%	3%	5%	4%	3%	4%	3%	7%	3%
Over 25 trips	4%	1%	2%	3%	2%	2%	1%	3%	3%
Don't know	0%	<0.5%	0%	0%	0%	0%	0%	1%	0%

Q9. Why is that? [DON'T READ, MARK ALL THAT APPLY]

Response (Driven 200+ miles only)	Summer 2010 (n=163)	Spring 2010 (n=137)	Fall 2009 (n=150)	Summer 2009 (n=136)	Spring 2009 (n=131)	Fall 2008 (n=115)	Summer 2008 (n=155)
Cost	36%	50%	34%	35%	27%	31%	32%
Convenience	74%	63%	58%	63%	56%	70%	61%
Other	18%	23%	25%	21%	26%	18%	18%
Don't know	2%	5%	0%	0%	7%	2%	3%

[VISITORS ONLY, RESIDENTS SKIP TO Q14]

Q10. About how many nights did you spend in the Spokane area during this visit? [“-9”= REF.]

Response	Summer 2010 (n=348)	Spring 2010 (n=318)	Fall 2009 (n=316)	Summer 2009 (n=311)	Spring 2009 (n=325)	Fall 2008 (n=311)	Summer 2008 (n=312)	Fall 2007 (n=308)	Summer 2007 (n=320)
Did not stay over night	13%	14%	5%	4%	8%	8%	7%	7%	10%
1 night	17%	19%	32%	18%	19%	21%	15%	31%	14%
2 nights	10%	17%	18%	9%	16%	12%	7%	15%	9%
3 nights	12%	11%	14%	11%	15%	22%	11%	13%	9%
4 nights	11%	10%	8%	11%	14%	14%	14%	17%	12%
5 nights	8%	10%	7%	8%	12%	8%	9%	6%	8%
Over 5 nights	30%	18%	15%	38%	16%	16%	36%	11%	38%
Don't know	0%	1%	2%	<0.5%	<0.5%	<0.5%	1%	<0.5%	0%

Q11. Where did you spend your time during your visit? <INSERT LIST> 80% or more, about 50%, or less than 50% of your stay?

Those Reporting Spending "80% or More" of Their Visit

Response	Summer 2010 (n=348)	Spring 2010 (n=318)	Fall 2009 (n=316)	Summer 2009 (n=311)	Spring 2009 (n=325)	Fall 2008 (n=311)	Summer 2008 (n=312)	Fall 2007 (n=308)	Summer 2007 (n=320)
Spokane County	82%	89%	80%	86%	91%	89%	78%	92%	79%
The Coeur d'Alene area	60%	78%	48%	73%	74%	58%	60%	87%	59%
Other parts of northern Idaho	57%	54%	74%	82%	73%	48%	88%	84%	70%
Pullman	35%	75%	100%	83%	91%	79%	63%	90%	50%
Moses Lake	26%	40%	50%	100%	75%	83%	50%	50%	0%
Other parts of NE WA	26%	60%	100%	94%	94%	83%	90%	74%	70%
Other parts of Eastern WA	39%	60%	95%	69%	92%	67%	89%	100%	75%
Moscow, Idaho (and area)	26%	33%	100%	86%	100%	67%	67%	80%	60%
Canada	35%	50%	0%	75%	75%	100%	64%	100%	56%
Other	55%	57%	50%	88%	100%	100%	69%	80%	59%

Q12. Including this visit, about how often have you visited the Spokane area within the last 12 months? [USE "-9" FOR REFUSED]

Response	Summer 2010 (n=341)	Spring 2010 (n=318)	Fall 2009 (n=316)	Summer 2009 (n=311)	Spring 2009 (n=325)	Fall 2008 (n=311)	Summer 2008 (n=312)	Fall 2007 (n=308)	Summer 2007 (n=320)
1 visit	54%	49%	40%	54%	42%	44%	53%	46%	56%
2 visits	19%	20%	19%	19%	19%	20%	21%	16%	19%
3 visits	8%	10%	14%	8%	14%	10%	9%	11%	9%
4 visits	4%	5%	7%	8%	9%	6%	6%	7%	6%
5 to 10 visits	10%	10%	12%	6%	9%	11%	7%	11%	7%
11 to 25 visits	4%	5%	7%	4%	5%	5%	3%	8%	3%
Over 25 visits	1%	1%	1%	1%	<0.5%	2%	1%	2%	<0.5%

Q13. For each of the following, approximately how much did your traveling party spend, in total, during your stay? [READ EACH ITEM AND RECORD AMOUNT; USE "-9" FOR REFUSED]

Approximate Per-Traveler Average Spending While Visiting the Greater Spokane Area

Response	Summer 2010 (n=348)	Spring 2010 (n=318)	Fall 2009 (n=316)	Summer 2009 (n=311)	Spring 2009 (n=325)	Fall 2008 (n=311)	Summer 2008 (n=312)	Fall 2007 (n=308)	Summer 2007 (n=320)
Lodging, like hotels / motels	\$135.15	\$105.38	\$109.42	\$109.81	\$93.07	\$124.22	\$181.42	\$134.98	\$136.28
Eating and drinking	\$169.02	\$114.74	\$90.87	\$143.94	\$99.27	\$115.24	\$165.31	\$108.26	\$147.26
Shopping	\$46.04	\$44.79	\$28.83	\$72.13	\$35.99	\$82.69	\$66.38	\$36.72	\$71.92
Entertainment	\$15.40	\$12.53	\$6.48	\$23.41	\$7.12	\$15.41	\$28.89	\$8.26	\$23.63
Recreation like sight seeing	\$14.55	\$22.52	\$3.08	\$12.73	\$6.58	\$4.27	\$54.48	\$4.94	\$23.21
Local transportation	\$75.59	\$63.87	\$60.52	\$72.57	\$43.41	\$53.95	\$95.92	\$60.88	\$124.41
Anything else	\$2.28	\$4.12	\$15.01	\$4.19	\$3.48	\$1.05	\$6.15	\$1.66	\$14.07
Total	\$458.04	\$367.95	\$348.90	\$438.79	\$288.92	\$396.82	\$598.54	\$355.71	\$540.76

[VISITORS AND RESIDENTS]

Q14. Including yourself, how many adults are traveling with you today? [USE "-9" FOR REFUSED]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)	Fall 2007 (n=551)	Summer 2007 (n=531)
One (just myself)	71%	71%	75%	64%	67%	68%	62%	71%	68%
Two	22%	25%	21%	30%	26%	26%	33%	25%	27%
Three	3%	1%	1%	3%	4%	4%	3%	2%	3%
Four	3%	2%	2%	2%	1%	2%	1%	1%	1%
Five or more	1%	1%	1%	2%	1%	0%	1%	0%	1%

Q15. Are there any children under 18 years of age traveling with you today? [IF YES] How many came with you? [USE "-9" FOR REFUSED]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)	Fall 2007 (n=551)	Summer 2007 (n=531)
No children	88%	93%	93%	83%	92%	91%	86%	93%	87%
One	6%	4%	5%	10%	5%	7%	7%	5%	7%
Two	4%	2%	2%	5%	3%	2%	6%	2%	3%
Three	1%	<0.5%	0%	1%	<0.5%	1%	1%	<0.5%	2%
Four	<0.5%	0%	<0.5%	1%	0%	<0.5%	<0.5%	0%	<0.5%
Five or more	<0.5%	<0.5%	<0.5%	<0.5%	0%	<0.5%	0%	<0.5%	1%

Q16. How would you rate your overall satisfaction with the current service offerings at this airport? [READ LIST]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)
Very satisfied	63%	67%	84%	77%	69%	73%	80%
Moderately satisfied	33%	29%	15%	21%	28%	24%	18%
Not very satisfied	2%	2%	1%	1%	2%	1%	1%
Not at all satisfied	<0.5%	<0.5%	0%	0%	0%	1%	1%
Don't know	2%	1%	<0.5%	1%	1%	2%	1%

Q17. The airport is considering ways to make travel more convenient. If you could name anything - a timesaving service, products sold, or something else - offered nearby airport terminals that would be a convenience to you, what would it be? [IF THE ANSWER IS VAGUE, GET SPECIFICS. IF CONVENIENCE STORE IS MENTIONED, GET PRODUCTS OFFERED]

Response (Top Mentions)	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)
Nothing	62%	59%	70%	62%	51%	49%	55%
Add more food/beverage options	8%	11%	8%	7%	7%	14%	10%
Faster security / check-in process	6%	2%	1%	4%	2%	2%	5%
Free wireless internet	5%	15%	6%	4%	8%	6%	5%
Add shuttle service to rental cars	2%	<0.5%	1%	0%	1%	4%	1%

Categories cited by 2% or more are listed (sorted by Summer 2010 percentages)

Q18. The airport is considering additional service options. These timesaving services would be located nearby airport terminals, but not inside the terminals. Please tell me if the following services would make using the airport convenient for you. First . . .

<INSERT ITEM>; would this make using the airport “much more convenient,” “a little more convenient,” or would it have “no effect”?

Those Reporting Service Option is “Much More Convenient”

Service Item	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)
Valet parking	2%	5%	3%	4%	6%	7%	5%
A gas station with a convenience store	27%	26%	24%	34%	26%	17%	33%
Business meeting rooms at a nearby hotel	5%	7%	4%	5%	8%	5%	7%
Oil change and other detailing services for those in long stay parking	2%	4%	4%	3%	4%	7%	4%

Q20. What is your current age? [“-9”= REF.]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)	Fall 2007 (n=551)	Summer 2007 (n=531)
18 to 24	6%	10%	6%	10%	11%	8%	9%	6%	10%
25 to 34	16%	15%	14%	14%	16%	18%	14%	14%	13%
35 to 44	17%	19%	23%	18%	15%	22%	21%	22%	16%
45 to 54	20%	21%	26%	25%	27%	27%	23%	25%	24%
55 to 64	27%	22%	20%	21%	20%	19%	20%	20%	22%
65+	12%	13%	9%	11%	9%	4%	12%	9%	12%
Refused	2%	1%	2%	2%	2%	1%	2%	4%	3%

Q21. Please stop me when I reach your correct income category. [READ LIST]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)
Under \$25,000	5%	9%	6%	11%	11%	7%	8%
\$25,000 to under \$35,000	8%	6%	5%	5%	8%	6%	8%
\$35,000 to under \$50,000	12%	10%	9%	12%	11%	14%	10%
\$50,000 to under \$75,000	20%	23%	20%	20%	20%	26%	17%
\$75,000 to under \$100,000	17%	16%	24%	22%	23%	24%	17%
\$100,000 or more	27%	23%	24%	22%	23%	16%	29%
Don't know / Refused	12%	13%	12%	9%	6%	7%	12%

Q22. [RECORD GENDER BY OBSERVATION]

Response	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)	Summer 2008 (n=532)	Fall 2007 (n=551)	Summer 2007 (n=531)
Males	51%	51%	60%	56%	49%	59%	53%	57%	53%
Females	49%	49%	40%	44%	51%	41%	47%	43%	47%

Thank you very much for your time.