

GEG Survey – Fall 2010 Rotation

(v1.2, November 23, 2010, N.D.)

ID # _____

Interviewer:

Date: 11 - _____ - 10

Concourse:

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

Response	Fall 2010 (n=523)	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)
Visitor	59%	60%	57%	58%	58%	58%	58%	59%	56%
Resident	41%	40%	43%	42%	42%	42%	42%	41%	44%

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

Response	Fall 2010 (n=523)	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)
Average	97 min	95 min	88 min	95 min	94 min	86 min	83 min	99 min	95 min

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

Response	Fall 2010 (n=523)	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)
Under 5 min.	48%	37%	56%	53%	53%	58%	64%	54%	57%
Between 5-10 min.	36%	33%	33%	37%	30%	31%	28%	35%	31%
Between 10-15 min.	13%	17%	9%	9%	12%	8%	7%	8%	9%
Over 15 min.	3%	13%	2%	1%	5%	3%	2%	3%	3%
Don't know / Refused	<0.5%	<0.5%	0%	<0.5%	<0.5%	<0.5%	0%	0%	0.5%

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

Response	Fall 2010 (n=523)	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)
Business	50%	34%	42%	49%	30%	38%	50%	29%	43%
Leisure	19%	27%	17%	17%	22%	19%	15%	30%	23%
Family visit	23%	30%	35%	28%	43%	39%	26%	33%	30%
Attending convention / group meeting	<0.5%	1%	2%	1%	1%	1%	3%	2%	2%
Combination	8%	7%	3%	4%	5%	3%	6%	6%	3%
Refused	<0.5%	0.5%	1%	1%	<0.5%	<0.5%	0%	0%	0%

[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)	Fall 2010 (n=59)	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)
None	2%	6%	3%	0%	3%	3%	4%	6%	1%
1 to 5 trips	46%	33%	42%	41%	36%	38%	39%	38%	34%
6 to 10 trips	27%	18%	24%	13%	10%	17%	14%	12%	20%
11 to 20 trips	10%	18%	20%	23%	11%	20%	18%	16%	22%
20 to 50 trips	10%	27%	11%	31%	40%	24%	26%	28%	24%
Over 50 trips	3%	4%	2%	1%	6%	4%	3%	4%	5%
Don't know	0%	0%	0%	0%	0%	0%	0%	1%	0%

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

Response (Business Travelers)	Fall 2010 (n=59)	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)
Very important	73%	83%	74%	68%	72%	81%	75%	69%	79%
Moderately important	24%	11%	20%	22%	18%	11%	14%	19%	16%
Not very important	3%	3%	3%	6%	6%	6%	4%	9%	3%
Not at all important	0%	0%	1%	2%	2%	2%	8%	1%	0%
Don't know	0%	2%	1%	2%	2%	0%	0%	1%	2%

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	Fall 2010 (n=216)	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)
None	91%	83%	93%	87%	82%	87%	92%	84%	84%
1 trip	3%	7%	3%	6%	8%	7%	3%	8%	7%
2 trips	3%	4%	2%	2%	4%	2%	2%	3%	3%
3 trips	1%	3%	1%	2%	<0.5%	2%	1%	2%	1%
4 trips	0.5%	<0.5%	0%	<0.5%	2%	1%	<0.5%	0.5%	2%
5 or more trips	1%	2%	2%	3%	4%	1%	2%	2%	3%
Don't know	0%	0%	0%	0%	0%	0%	0%	0.5%	3%

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

Response (Driven to another airport only)	Fall 2010 (n=19)	Summer 2010 (n=40)	Spring 2010 (n=17)	Fall 2009 (n=30)	Summer 2009 (n=41)	Spring 2009 (n=31)	Fall 2008 (n=19)
Cost	37%	20%	35%	30%	10%	16%	21%
Convenience	68%	73%	47%	53%	63%	55%	79%
Other	16%	13%	29%	17%	29%	36%	10%
Don't know	0%	8%	12%	0%	0%	0%	5%

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	Fall 2010 (n=216)	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)
None	25%	30%	42%	33%	40%	45%	49%	30%	30%
1 trip	10%	14%	11%	15%	11%	12%	13%	17%	13%
2 trips	17%	10%	9%	11%	15%	13%	9%	15%	14%
3 trips	11%	10%	13%	7%	10%	7%	10%	8%	9%
4 trips	11%	5%	8%	8%	4%	6%	5%	8%	5%
5 to 10 trips	14%	20%	13%	18%	15%	12%	8%	19%	19%
11 to 25 trips	11%	6%	3%	5%	4%	3%	4%	3%	7%
Over 25 trips	1%	4%	1%	2%	3%	2%	2%	1%	3%
Don't know	0%	0%	<0.5%	0%	0%	0%	0%	0%	1%

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

Response (Driven 200+ miles only)	Fall 2010 (n=162)	Summer 2010 (n=163)	Spring 2010 (n=137)	Fall 2009 (n=150)	Summer 2009 (n=136)	Spring 2009 (n=131)	Fall 2008 (n=115)
Cost	38%	36%	50%	34%	35%	27%	31%
Convenience	49%	74%	63%	58%	63%	56%	70%
Other	43%	18%	23%	25%	21%	26%	18%
Don't know	1%	2%	5%	0%	0%	7%	2%

[VISITORS ONLY, RESIDENTS SKIP TO Q14]

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

Response	Fall 2010 (n=307)	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)
Did not stay over night	17%	13%	14%	5%	4%	8%	8%	7%	7%
1 night	24%	17%	19%	32%	18%	19%	21%	15%	31%
2 nights	22%	10%	17%	18%	9%	16%	12%	7%	15%
3 nights	13%	12%	11%	14%	11%	15%	22%	11%	13%
4 nights	10%	11%	10%	8%	11%	14%	14%	14%	17%
5 nights	3%	8%	10%	7%	8%	12%	8%	9%	6%
Over 5 nights	10%	30%	18%	15%	38%	16%	16%	36%	11%
Don't know	<0.5%	0%	1%	2%	<0.5%	<0.5%	<0.5%	1%	<0.5%

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	Fall 2010 (n=307)	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)
Spokane County	89%	82%	89%	80%	86%	91%	89%	78%	92%
The Coeur d'Alene area	62%	60%	78%	48%	73%	74%	58%	60%	87%
Other parts of northern Idaho	73%	57%	54%	74%	82%	73%	48%	88%	84%
Pullman	100%	35%	75%	100%	83%	91%	79%	63%	90%
Moses Lake	67%	26%	40%	50%	100%	75%	83%	50%	50%
Other parts of NE WA	69%	26%	60%	100%	94%	94%	83%	90%	74%
Other parts of Eastern WA	86%	39%	60%	95%	69%	92%	67%	89%	100%
Moscow, Idaho (and area)	67%	26%	33%	100%	86%	100%	67%	67%	80%
Canada	100%	35%	50%	0%	75%	75%	100%	64%	100%
Other	90%	55%	57%	50%	88%	100%	100%	69%	80%

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

Response	Fall 2010 (n=307)	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)
1 visit	40%	54%	49%	40%	54%	42%	44%	53%	46%
2 visits	15%	19%	20%	19%	19%	19%	20%	21%	16%
3 visits	10%	8%	10%	14%	8%	14%	10%	9%	11%
4 visits	7%	4%	5%	7%	8%	9%	6%	6%	7%
5 to 10 visits	16%	10%	10%	12%	6%	9%	11%	7%	11%
11 to 25 visits	11%	4%	5%	7%	4%	5%	5%	3%	8%
Over 25 visits	1%	1%	1%	1%	1%	<0.5%	2%	1%	2%

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	Fall 2010 (n=307)	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)
Lodging, like hotels / motels	\$166.14	\$135.15	\$105.38	\$109.42	\$109.81	\$93.07	\$124.22	\$181.42	\$134.98
Eating and drinking	\$97.24	\$169.02	\$114.74	\$90.87	\$143.94	\$99.27	\$115.24	\$165.31	\$108.26
Shopping	\$41.68	\$46.04	\$44.79	\$28.83	\$72.13	\$35.99	\$82.69	\$66.38	\$36.72
Entertainment	\$6.08	\$15.40	\$12.53	\$6.48	\$23.41	\$7.12	\$15.41	\$28.89	\$8.26
Recreation like sight seeing	\$1.27	\$14.55	\$22.52	\$3.08	\$12.73	\$6.58	\$4.27	\$54.48	\$4.94
Local transportation	\$85.55	\$75.59	\$63.87	\$60.52	\$72.57	\$43.41	\$53.95	\$95.92	\$60.88
Anything else	\$0.20	\$2.28	\$4.12	\$15.01	\$4.19	\$3.48	\$1.05	\$6.15	\$1.66
Total	\$398.15	\$458.04	\$367.95	\$348.90	\$438.79	\$288.92	\$396.82	\$598.54	\$355.71

[VISITORS AND RESIDENTS]

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

Response	Fall 2010 (n=523)	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)
One (just myself)	76%	71%	71%	75%	64%	67%	68%	62%	71%
Two	20%	22%	25%	21%	30%	26%	26%	33%	25%
Three	3%	3%	1%	1%	3%	4%	4%	3%	2%
Four	1%	3%	2%	2%	2%	1%	2%	1%	1%
Five or more	<0.5%	1%	1%	1%	2%	1%	0%	1%	0%

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	Fall 2010 (n=523)	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)
No children	95%	88%	93%	93%	83%	92%	91%	86%	93%
One	3%	6%	4%	5%	10%	5%	7%	7%	5%
Two	2%	4%	2%	2%	5%	3%	2%	6%	2%
Three	<0.5%	1%	<0.5%	0%	1%	<0.5%	1%	1%	<0.5%
Four	<0.5%	<0.5%	0%	<0.5%	1%	0%	<0.5%	<0.5%	0%
Five or more	0%	<0.5%	<0.5%	<0.5%	<0.5%	0%	<0.5%	0%	<0.5%

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

Response	Fall 2010 (n=523)	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)
Very satisfied	63%	63%	67%	84%	77%	69%	73%
Moderately satisfied	28%	33%	29%	15%	21%	28%	24%
Not very satisfied	3%	2%	2%	1%	1%	2%	1%
Not at all satisfied	1%	<0.5%	<0.5%	0%	0%	0%	1%
Don't know	5%	2%	1%	<0.5%	1%	1%	2%

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)	Fall 2010 (n=523)	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)
Nothing	55%	62%	59%	70%	62%	51%	49%
Free wireless internet	11%	5%	15%	6%	4%	8%	6%
Add more food/beverage options	6%	8%	11%	8%	7%	7%	1%
Faster security / check-in process	6%	6%	2%	1%	4%	2%	2%
Rental cars closer to concourse	5%	1%	1%	2%	1%	1%	1%
Gas station closer to airport	2%	1%	0.5%	<0.5%	1%	0.5%	<0.5%
Add shuttle service	2%	2%	<0.5%	1%	0%	1%	4%
More healthy food options	2%	0.5%	1%	0%	<0.5%	1%	<0.5%
Happy with airport offerings	2%	1%	<0.5%	1%	<0.5%	7%	1%

Categories cited by 2% or more are listed (sorted by Fall 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	Fall 2010 (n=523)	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)
Valet parking	3%	2%	5%	3%	4%	6%	7%
A gas station with a convenience store	30%	27%	26%	24%	34%	26%	17%
Business meeting rooms at a nearby hotel	4%	5%	7%	4%	5%	8%	5%
Oil change and other detailing services for those in long stay parking	3%	2%	4%	4%	3%	4%	7%

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

Response	Fall 2010 (n=523)	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)
18 to 24	8%	6%	10%	6%	10%	11%	8%	9%	6%
25 to 34	14%	16%	15%	14%	14%	16%	18%	14%	14%
35 to 44	19%	17%	19%	23%	18%	15%	22%	21%	22%
45 to 54	29%	20%	21%	26%	25%	27%	27%	23%	25%
55 to 64	22%	27%	22%	20%	21%	20%	19%	20%	20%
65+	8%	12%	13%	9%	11%	9%	4%	12%	9%
Refused	1%	2%	1%	2%	2%	2%	1%	2%	4%

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

Response	Fall 2010 (n=523)	Summer 2010 (n=581)	Spring 2010 (n=557)	Fall 2009 (n=541)	Summer 2009 (n=536)	Spring 2009 (n=562)	Fall 2008 (n=537)
Under \$25,000	6%	5%	9%	6%	11%	11%	7%
\$25,000 to under \$35,000	5%	8%	6%	5%	5%	8%	6%
\$35,000 to under \$50,000	11%	12%	10%	9%	12%	11%	14%
\$50,000 to under \$75,000	15%	20%	23%	20%	20%	20%	26%
\$75,000 to under \$100,000	20%	17%	16%	24%	22%	23%	24%
\$100,000 or more	31%	27%	23%	24%	22%	23%	16%
Don't know / Refused	13%	12%	13%	12%	9%	6%	7%

Q22. [RECORD GENDER BY OBSERVATION]

Response	Fall 2010 (n=523)	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)
Males	55%	51%	51%	60%	56%	49%	59%	53%	57%
Females	45%	49%	49%	40%	44%	51%	41%	47%	43%

Thank you very much for your time.