

KANSAS CITY INTERNATIONAL AIRPORT PASSENGER SURVEY, MAY 14-17, 2015

CUSTOMER SATISFACTION SURVEY RESULTS

1. Background

Unison Consulting, Inc. (Unison) conducted a passenger survey at Kansas City International Airport (KCI or the Airport) on May 14-17, 2015 to collect data for an economic impact study. The survey included questions about the passengers' satisfaction with their experience in the terminal, to help the Kansas City Aviation Department plan terminal improvements.

2. Survey Design

The survey was administered over four days, completing nearly 2,500 passenger interviews. Surveyors randomly approached passengers in different areas of the terminals. They used computer tablets in conducting interviews. Questions were programmed in the tablets with skip logic and conditional branching. This helped speed up interviews and avoid missing responses.

Passengers were asked about their satisfaction with the following terminal attributes:

- Ease of getting around
- Security screening wait time
- Availability/variety of concessions
- Availability/cleanliness of restrooms
- Overall convenience

They were asked to choose a rating from the following five-point scale:

- 1 – Well below average
- 2 – Below average
- 3 – Average
- 4 – Above average
- 5 – Well above average

They were also given the option to select “Don’t know,” so as not to force a response when a passenger clearly has no opinion or no basis to respond. Very few took this option.

3. Results

The entire sample is 2,487, consisting of local residents (46 percent), visitors to the area (45 percent), and connecting passengers (9 percent) (Figure 1). Sixty percent were traveling for non-business purposes, and 40 percent were traveling for business (Figure 2).

Figure 1 Sample Distribution by Type of Passenger

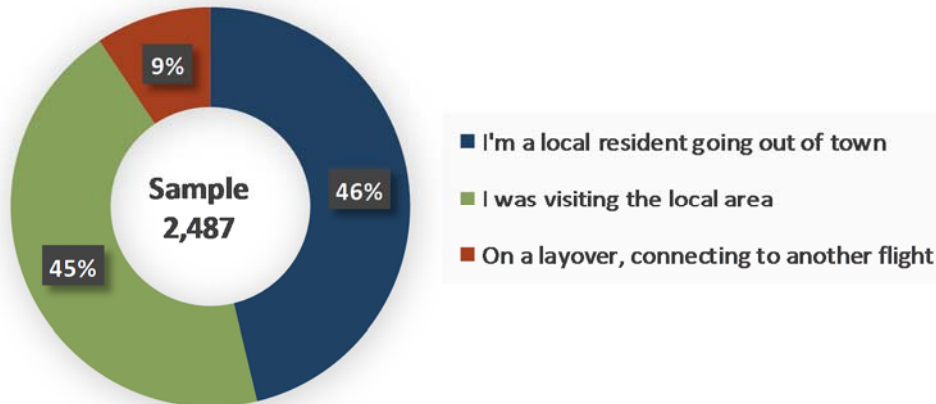


Figure 2 Sample Distribution by Trip Purpose

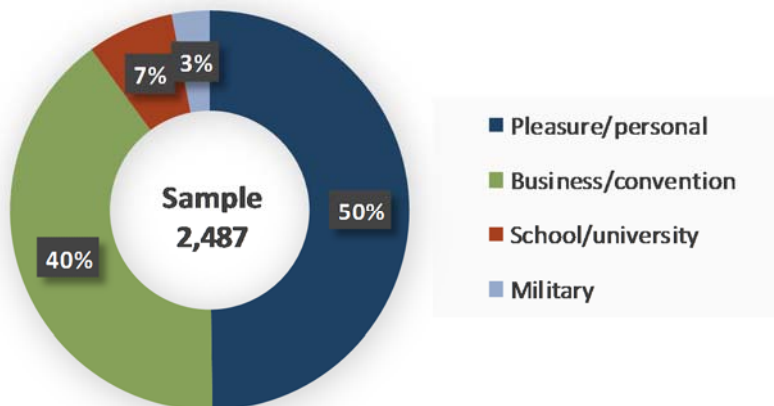
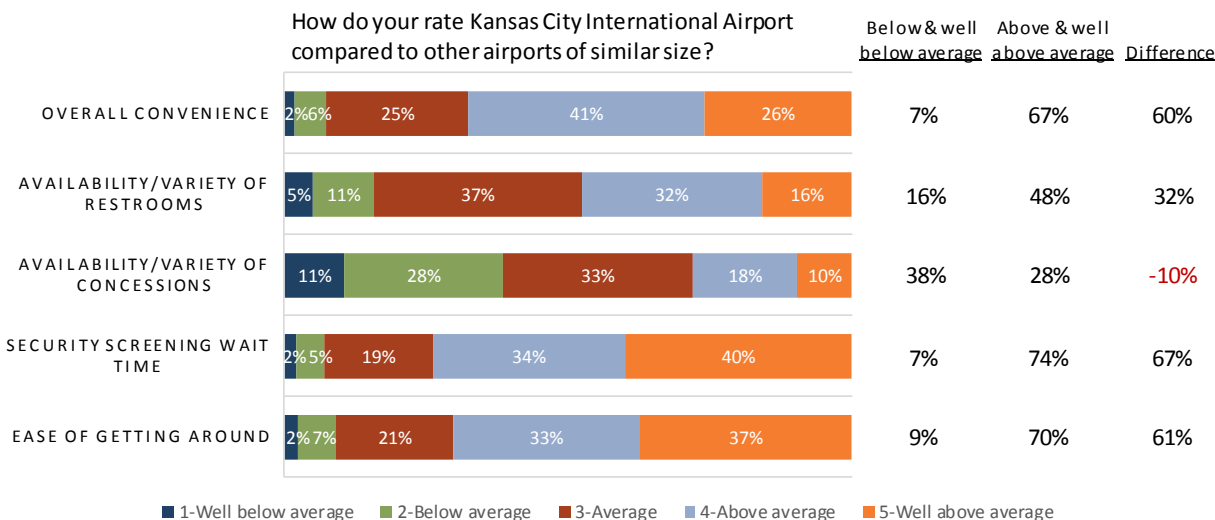


Figure 3 summarizes the customer satisfaction survey results. For each terminal attribute, the figure shows the following statistics:

- the percentage of respondents choosing each rating
- the subtotal percentage of respondents choosing “below average” and “well below average”
- the subtotal percentage of respondents choosing “above average” and “well above average”
- the difference between the percentage choosing “above average” and “well above average” and the percentage choosing “below average” and “well below average”

Sixty-seven percent of the respondents rated the overall convenience of the terminal at least above average, and only 7 percent rated overall convenience at most below average. Among the four terminal attributes, restrooms and concessions are the ones needing the most improvement, as these received the greatest “below and well below average” ratings and the fewest “above and well above average” ratings. Concessions received the poorest rating: “below and well below average” ratings exceed “above and well above average” ratings by 10 percentage points.

Figure 3 Customer Satisfaction Survey Results - All Passengers



Source: Unison Consulting, Inc., Kansas City International Airport Passenger Survey, May 14-17, 2015. (Sample = 2,250+)

Table 1 shows the results for all passengers, residents only, visitors only, business only, and non-business only. The results are similar across the sample segments, although residents and non-business passengers tend to give more generous ratings than visitors and business passengers.

Table 1 Customer Satisfaction Survey Results

How do you rate Kansas City Airport compared to other airports of similar size?					
Attribute	All Passengers	Residents	Visitors	Business	Non-Business
Ease of getting around					
1 Well below average	2% } 9%	2% } 7%	2% } 8%	3% } 10%	2% } 9%
2 Below average	7%	5%	6%	8%	6%
3 Average	21%	14%	25%	23%	19%
4 Above average	33% } 70%	31% } 78%	35% } 67%	34% } 67%	32% } 72%
5 Well above average	37%	47%	32%	34%	40%
Sample	2,448	1,144	1,092	981	1,467
Mean rating	4.0	4.2	3.9	3.9	4.0
Median rating	4.0	4.0	4.0	4.0	4.0
Security screening wait time					
1 Well below average	2% } 7%	2% } 7%	2% } 7%	2% } 8%	2% } 6%
2 Below average	5%	4%	5%	5%	4%
3 Average	19%	17%	19%	20%	19%
4 Above average	34% } 74%	34% } 76%	33% } 74%	32% } 72%	35% } 75%
5 Well above average	40%	42%	40%	40%	40%
Sample	2,327	1,134	1,085	948	1,379
Mean rating	4.1	4.1	4.0	4.0	4.1
Median rating	4.0	4.0	4.0	4.0	4.0
Availability/ variety of concessions					
1 Well below average	11% } 38%	10% } 35%	11% } 41%	13% } 47%	9% } 33%
2 Below average	28%	25%	30%	33%	24%
3 Average	33%	33%	34%	33%	34%
4 Above average	18% } 28%	20% } 31%	17% } 25%	14% } 20%	22% } 34%
5 Well above average	10%	12%	8%	6%	12%
Sample	2,300	1,083	1,010	934	1,366
Mean rating	2.9	3.0	2.8	2.7	3.0
Median rating	3.0	3.0	3.0	3.0	3.0
Availability/ cleanliness of restrooms					
1 Well below average	5% } 16%	4% } 13%	5% } 15%	6% } 18%	4% } 14%
2 Below average	11%	9%	10%	12%	10%
3 Average	37%	34%	39%	41%	34%
4 Above average	32% } 48%	35% } 53%	31% } 46%	29% } 41%	33% } 52%
5 Well above average	16%	18%	15%	12%	19%
Sample	2,257	1,085	968	906	1,351
Mean rating	3.4	3.6	3.4	3.3	3.5
Median rating	3.0	4.0	3.0	3.0	4.0
Overall convenience					
1 Well below average	2% } 7%	2% } 6%	2% } 7%	2% } 9%	2% } 6%
2 Below average	6%	4%	5%	7%	4%
3 Average	25%	16%	30%	29%	22%
4 Above average	41% } 67%	44% } 78%	42% } 63%	41% } 61%	42% } 72%
5 Well above average	26%	34%	22%	21%	30%
Sample	2,464	1,142	1,096	986	1,478
Mean rating	3.8	4.1	3.8	3.7	3.9
Median rating	4.0	4.0	4.0	4.0	4.0

Source: Unison Consulting, Inc., Kansas City International Airport Passenger Survey, May 14-17, 2015.