

# EXECUTIVE SUMMARY

## I. Introduction

From August 25 through September 10, 2000, Craciun Research Group, Inc., conducted an intercept survey of eight hundred and three (N=803) passengers at the Ted Stevens Anchorage International Airport, including four hundred passengers (n=400) who were Alaska cruise and tour passengers and four hundred and three (n=403) general passengers.

### A. Purpose of Survey

- ❖ To provide information for airport staff to make decisions in updating the master plan for the new airport.
- ❖ To update data on the current retail program by assessing the needs and preferences of the Ted Stevens Anchorage International Airport passengers.

### B. Methodology

In order to ensure a random sample of the diverse general passengers, a target number of passengers for each domestic airline and for combined international airlines was established based on carrier-passenger statistics for June, 2000, as reported by the airport authority. Interviews were conducted with arriving, departing, and connecting passengers; although, more interviews were conducted with departing and connecting passengers because they spend more time in the airport.

Both arriving and departing cruise passengers were interviewed at the staging areas used by the cruise lines.

The margin of error for the sample of N=803 is +/-3.5 percent. In other words, the odds are 19 out of 20 that if researchers sought to survey all passengers on the selected sampling days and locations, the findings would differ from the actual results by no more than 3.5 percentage points in either direction.<sup>1</sup>

### C. Survey Instrument

One survey instrument was primarily implemented, with most questions asked of all passengers and some asked only of cruise passengers.

Each interview began at a pre-determined location, with an interviewer requesting that a selected passenger fill out a short, written survey detailing questions about their retail preferences.

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<sup>1</sup> The margin of error for the selected samples of n=400 is +/-5 percent.

After the participant completed the written portion of the survey, the interviewer conducted the remainder of the survey in a true intercept fashion. A one-on-one interview began which included questions about the trip that day, purpose for traveling, as well as demographic information about the passenger.

All questions in the survey are presented in the appendix in one of two forms. Survey questions asked of both general and cruise passengers are presented as crosstabulations, providing the percentages for cruise passengers, for general passengers, and for total passengers in the same table. Survey questions asked of only the general or cruise passengers are presented in frequency tables, with the percentages shown for each type of passenger.

Most questions in the survey were multiple-answer questions. Some passengers, such as those traveling for both business and pleasure, could give more than one answer. In these cases the percentage of responses will add-up to more than 100%.<sup>2</sup>

## **II. Key Findings**

### **A. Passenger Needs and Wants for Services & Facilities**

Of the twenty-nine amenities suggested, the most requested additions to existing airport services and facilities were an ATM machine (46%), an information desk (44%), televisions (39%), and a luggage storage area (37%).

The next most requested services, desired by roughly a quarter of these passengers, include a post office or stamp machine (33%), free luggage carts, and a sleep room.

Of greater interest to general passengers than to cruise passengers were Internet connections (30%), phone cards (20%), a full service bank (15%), foreign currency exchange (12%), and a business center (8%).

General passengers also wanted a mini movie theater (21%), cold storage (21%), shower facilities (15%), and a massage (12%).

Cruise passengers reported more interest than did general passengers in a pharmacy (22%) and expanding their options while in Alaska with a land tour desk (22%).

When asked *what hotel amenities might you use?* more than one third of all passengers reported that they, would use hotel rooms (37%) and or a hotel restaurant (36%) if available at the airport. Twenty percent of the passengers wanted shower facilities, 19% would use a cocktail lounge, 5% a hotel business center, and 4% meeting rooms.

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<sup>2</sup> In few cases respondents chose not to answer a specific question. Unless the percentage of those who failed to answer is significant, these people are not included in the totals on which the percentages are based

## **B. Preferences by Passengers for Retail Shopping, Restaurants, Food & Beverages**

Most passengers at the airport preferred to shop or dine after they went through the security gates (68%).

### ***Retail shopping***

Of high importance to both cruise and general passengers were newspapers, periodicals and books. Also high on the list were packaged food and candy, sundries such as aspirin and film, and general souvenirs such as t-shirts and mugs.

Mentioned less often but notable were Alaskan Native jewelry and artwork.

The following are the top preferences from a list of twenty-four:

Newspapers and periodicals	70%
Books	55%
Packaged food and candy	34%
Aspirin, film, etc	31%
T-shirts, mugs, etc	26%
Greeting cards	21%
Alaskan Native jewelry	20%
Artwork and crafts by local artists	16%
Health food	11%
Music CD's and tapes	11%
Children's clothes and toys (Cruise Passenger)	11%
Sportswear/ outdoor wear (General Passenger)	10%
Frozen seafood/ wild game (General Passenger)	10%

Cruise Passengers and General Passengers generally agreed when offered a choice for retail shops.

Bookstores such as Walden Books and Barnes & Noble (49%) topped the list along with Hallmark cards (35%).

Walmart and Costco Express were chosen by over a third of the respondents (35%).

Alaskan Native products were also popular among passengers. Specific stores mentioned were Alaska Native Heritage Gift Shop, Alaska Wildberry Chocolates, Alaska Sausage Company, and Alaska Wild Teas Shop.

All passengers commonly requested museum shops; while many general passengers asked for outdoor apparel shops.

A gold and jewelry shop was of interest to 12% of cruise passengers.

The following highlights rank the highest order preferences by type. Another thirteen shops received 11% or fewer responses.<sup>3</sup>

Highest interest	
Walden Books/ Barnes & Noble	49%
Hallmark Card Shop	35%
Walmart/ Costco Express	35%
Alaskan and Native crafts	
Alaska Native Heritage Gift Shop	26%
Alaska Wildberry Chocolates	25%
Alaska Sausage Company	20%
Alaska Wild Teas Shop	14%
Museum shops	
Nature Store/ Nat'l Geographic	17%
Museum Store	16%
Sealife Gift Center	12%
Outdoor apparel	
Eddie Bauer/ Timberland (General Passenger)	25%
REI (General Passenger)	23%
Northface (General Passenger)	15%
Other	
Sunglass Hut (General Passenger)	15%
Kaladi Bros. Coffee (General Passenger)	15%
Gold/ jewelry shop (Cruise Passenger)	12%
Russian Gift Shop (Cruise Passenger)	11%

### ***Food and beverages***

When asked *what type of food services* they would like to see, approximately two-thirds of our study participants stated fast food.

Each of the restaurant categories – cafeteria, café with limited table service, or full service restaurant – interested approximately a third of the respondents.

A cocktail lounge or bar was also very popular among these passengers (28%).

The most requested *types of food* were deli sandwiches (63%), hamburgers (48%), salads (45%), ice cream or frozen yogurt (45%), and pizza (45%).

<sup>3</sup> Percentages listed in the table are for all passengers except where indicated.

Other main dishes requested by about a quarter of respondents were grilled or roasted chicken, hot dogs, and Italian/ pasta.

Of stronger interest to general passengers than to cruise passengers were ethnic foods, especially Asian and Mexican.

Health food snacks were requested by 20% of the passengers in the Airport, about the same percentage as wanted pretzels, popcorn, etc.

Coffee and espresso drinks were the most requested beverages (61%) along with soft drinks (54%). Over a third of all respondents wanted fresh fruit juices, milk, smoothies, tea, or bottled water.

Alcoholic drinks were popular with beer or wine being mentioned most often (26%) along with mixed drinks (16%).

### **III. Travel Patterns**

More than a third (42%) of the passengers spent one to two hours at the airport, while 22% spent more than 4 hours.

About a third of the departing general passengers arrived at the airport by rental car (32%), a third came by a private car (37%), and a fourth arrived by taxi, limo or shuttle bus (23%).

Nearly three out of four general passengers checked in with the counter agent (71%).

Cruise and general passenger respondents spent similar amounts of time in Anchorage; forty-eight percent spent less than one day and 39% spent no more than three days.

### **IV. Profile of Ted Stevens Anchorage International Airport Passengers**

#### ***General passengers***

General passengers can be divided into five types:

Local passengers who were arriving or departing	15%
Residents of other parts of Alaska, arriving or departing	8%
Residents of other parts of Alaska, connecting	12%
Outside residents arriving or departing	41%
Outside residents connecting	24%

Connecting passengers, whether or not they were Alaskans or from Outside, were more likely to be traveling on business than those arriving or departing from Anchorage.

Other interesting facts about general passengers include:

- A third traveled as often as every two months (31%); while another third were first time travelers to our Airport (33%).
- Forty-seven percent of those general passengers who reside Outside spent one or two weeks in Alaska.
- One quarter (26%) were traveling to experience outdoor activities.
- The average age of general passengers was 44 years old; their median income was \$66,440.
- Most of the general passengers in this study were male (65%).

### ***Cruise and Tour Passengers***

- Cruise passengers were overwhelmingly first time users of the airport, but a few (13%) come here once or twice a year.
- Most passengers were on a cruise or cruise/land tour package trip.
- Two-thirds of the cruise passengers were on northbound cruises.
- Cruise company names mentioned were Princess (40%), Holland America (33%), Carnival (17%), and others including Gray Line and Celebrity (10%).
- The average age of cruise passengers was 63 years old; median income was \$66,710.
- Most of the cruise passengers in this study were female (60%).

## APPENDIX

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## A. SERVICE AND FACILITIES DESIRED

### Question

*What services/facilities would you use at this airport if they were provided?*

❖ *List supplied*

**TABLE A1.1: WHAT TYPES OF FACILITIES/ SERVICES WOULD YOU USE?**

	Type of passenger:				Total	
	Cruise ship		General passenger			
ATM.....	140	37.5%	211	53.6%	351	45.8%
Information desk.....	207	55.5%	131	33.2%	338	44.1%
Television.....	131	35.1%	167	42.4%	298	38.9%
Luggage storage area.....	165	44.2%	120	30.5%	285	37.2%
Post office/ stamp machine.....	133	35.7%	120	30.5%	253	33.0%
Free luggage carts.....	84	22.5%	97	24.6%	181	23.6%
Sleep rooms.....	64	17.2%	113	28.7%	177	23.1%
Lounge not specific to an airline.....	82	22.0%	84	21.3%	166	21.6%
Internet connections.....	46	12.3%	119	30.2%	165	21.5%
Phone cards.....	61	16.4%	79	20.1%	140	18.3%
Pharmacy.....	81	21.7%	56	14.2%	137	17.9%
Mini movie theater.....	42	11.3%	82	20.8%	124	16.2%
Land tour desk.....	82	22.0%	38	9.6%	120	15.6%
Lockers.....	53	14.2%	63	16.0%	116	15.1%
Cold storage.....	14	3.8%	83	21.1%	97	12.6%
Full service bank.....	34	9.1%	59	15.0%	93	12.1%
Shower facilities.....	32	8.6%	58	14.7%	90	11.7%
Foreign currency exchange.....	37	9.9%	47	11.9%	84	11.0%
Massage.....	28	7.5%	49	12.4%	77	10.0%
Video arcade.....	11	2.9%	47	11.9%	58	7.6%
Business center (fax, copying service)	21	5.6%	31	7.9%	52	6.8%
Baby and children's room.....	20	5.4%	30	7.6%	50	6.5%
Shoe shine.....	18	4.8%	31	7.9%	49	6.4%
Hair salon/ barber.....	14	3.8%	29	7.4%	43	5.6%
Package delivery.....	10	2.7%	23	5.8%	33	4.3%
Dry cleaning.....	10	2.7%	11	2.8%	21	2.7%
Manicurist.....	9	2.4%	9	2.3%	18	2.3%
Language translation services.....	5	1.3%	11	2.8%	16	2.1%
Meeting/ conference rooms.....	5	1.3%	8	2.0%	13	1.7%
Other *.....	8	2.1%	8	2.0%	16	2.1%
Total Respondents.....	373	100%	394	100%	767	100%

Percentages add to more than 100% because many respondents gave more than one answer.

Other includes red caps, CNBC, National Park/Forest Service counter, more chairs by the ticket counters, area tour, medical clinic, (2) electric cart, (2) exercise room, (2) smoking area, and (3) nothing or depends on available time.

**TABLE A1.2: REQUESTS FOR BUSINESS FACILITIES/ SERVICES BY BUSINESS TRAVELERS**

	Type of passenger:		Total	
	Cruise ship	General passenger		
Internet connections.....		36 30.8%	36	30.5%
Business center (fax, copying service)		13 11.1%	13	11.0%
Foreign currency exchange.....		10 8.5%	10	8.5%
Meeting/ conference rooms.....		5 4.3%	5	4.2%
Total Respondents.....		117	118	

Percentages add to more than 100% because many respondents gave more than one response.

**Question**  
*Where would you prefer to browse through stores, dine or have a cocktail?*

- ❖ *Before security*
- ❖ *After security*
- ❖ *Both*
- ❖ *Neither*

**TABLE A2.1: DINE OR SHOP BEFORE OR AFTER SECURITY?**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Location of stores and restaurants:						
Before security.....	56	14.0%	70	17.5%	126	15.8%
After security.....	274	68.7%	266	66.3%	540	67.5%
Both.....	42	10.5%	49	12.2%	91	11.4%
Neither.....	27	6.8%	16	4.0%	43	5.4%
TOTAL.....	399	100%	401	100%	800	100%

Column percentages

A few respondents did not answer and have been omitted from the totals.

**Question**

*What sort of items would you buy at the airport if they were available?*

❖ *List supplied*

**TABLE A3.1: WHAT THEY WOULD BUY IF IT WERE AVAILABLE**

	Type of passenger:				Total	
	Cruise ship		General passenger			
Newspapers and periodicals.....	260	68.8%	278	70.2%	538	69.5%
Books.....	203	53.7%	223	56.3%	426	55.0%
Packaged food/ candy.....	142	37.6%	118	29.8%	260	33.6%
Sundries (e.g. aspirin and film).....	140	37.0%	102	25.8%	242	31.3%
General souvenirs (T-shirts, mugs)....	108	28.6%	93	23.5%	201	26.0%
Greeting cards.....	87	23.0%	76	19.2%	163	21.1%
Alaskan Native jewelry.....	82	21.7%	69	17.4%	151	19.5%
Artwork/ crafts by local artists.....	63	16.7%	62	15.7%	125	16.1%
Health food.....	30	7.9%	54	13.6%	84	10.9%
Music/ CD's/ tapes.....	21	5.6%	61	15.4%	82	10.6%
Children's clothes/ toys.....	42	11.1%	34	8.6%	76	9.8%
Sportswear/ outdoor wear/ backpacks...	22	5.8%	40	10.1%	62	8.0%
Frozen seafood/ wild game products....	18	4.8%	40	10.1%	58	7.5%
Perfumes/ soaps.....	14	3.7%	25	6.3%	39	5.0%
Costume jewelry.....	29	7.7%	10	2.5%	39	5.0%
Luggage/ leather goods.....	18	4.8%	16	4.0%	34	4.4%
National sports team products.....	11	2.9%	22	5.6%	33	4.3%
Scarves/ neckties.....	17	4.5%	12	3.0%	29	3.7%
Athletic shoes/ clothing.....	8	2.1%	20	5.1%	28	3.6%
Coffee/Food.....	10	2.6%	12	3.0%	22	2.8%
DVD movies.....	3	.8%	12	3.0%	15	1.9%
Furs.....	8	2.1%	7	1.8%	15	1.9%
Bulk items.....	3	.8%	5	1.3%	8	1.0%
Beer or alcohol.....	3	.8%	4	1.0%	7	.9%
Other *.....	3	.8%	7	1.8%	10	1.3%
<b>Total Respondents.....</b>	<b>378</b>	<b>100%</b>	<b>396</b>	<b>100%</b>	<b>774</b>	<b>100%</b>

Percentages add to more than 100% because many respondents gave more than one answer.

\* Other included a canvas tote, challenging crosswords, maps, a Seattle P.I., a sleep room, a smoking room, flowers, cosmetics and (2) who said "none".

**Question**

*Which of these stores would you be likely to buy something from if they were available at this airport?*

❖ *List supplied*

**TABLE A4.1: WHAT STORES WOULD YOU BUY FROM IF AVAILABLE?**

	Type of passenger:		Total
	Cruise ship	General passenger	
Walden Books/ Barnes & Noble.....	163 48.5%	184 48.5%	347 48.5%
Hallmark Card Shop.....	151 44.9%	101 26.6%	252 35.2%
Walmart/ Costco Express.....	117 34.8%	134 35.4%	251 35.1%
Alaska Native Heritage Gift Shop.....	92 27.4%	92 24.3%	184 25.7%
Alaska Wildberry Chocolates.....	87 25.9%	91 24.0%	178 24.9%
Eddie Bauer/ Timberland.....	66 19.6%	94 24.8%	160 22.4%
Alaska Sausage Company.....	51 15.2%	95 25.1%	146 20.4%
Nature Store/ Nat'l Geographic.....	55 16.4%	64 16.9%	119 16.6%
Museum Store.....	58 17.3%	58 15.3%	116 16.2%
REI.....	29 8.6%	86 22.7%	115 16.1%
Alaska Wild Teas Shop.....	52 15.5%	49 12.9%	101 14.1%
Sealife Gift Center.....	42 12.5%	45 11.9%	87 12.2%
Sunglass Hut.....	21 6.3%	58 15.3%	79 11.0%
Northface.....	21 6.3%	57 15.0%	78 10.9%
Russian Gift Shop.....	38 11.3%	39 10.3%	77 10.8%
Kaladi Brothers Coffee Company.....	17 5.1%	55 14.5%	72 10.1%
Nike/ Adidas Shop.....	29 8.6%	42 11.1%	71 9.9%
Body Shop.....	23 6.8%	40 10.6%	63 8.8%
The Gap/A/X Exchange.....	24 7.1%	39 10.3%	63 8.8%
Gold/ Jewelry Shop.....	39 11.6%	24 6.3%	63 8.8%
Sharper Image/ Brookstone.....	18 5.4%	38 10.0%	56 7.8%
Gary King Sporting Goods.....	10 3.0%	39 10.3%	49 6.9%
Alaska Mountain Hiking(AMH).....	9 2.7%	38 10.0%	47 6.6%
PGA Golf Tour Shop.....	26 7.7%	16 4.2%	42 5.9%
Blockbuster/ Tower Records.....	10 3.0%	30 7.9%	40 5.6%
City Market/ New Sagaya.....	9 2.7%	31 8.2%	40 5.6%
Wilson Leather Shop/ Coach.....	17 5.1%	13 3.4%	30 4.2%
Gymboree/ FAO Schwartz.....	15 4.5%	7 1.8%	22 3.1%
The Tie Rack.....	13 3.9%	7 1.8%	20 2.8%
Other local *.....	3 .9%	8 2.1%	11 1.5%
Other national #.....		4 1.0%	4 .6%
<b>Total Respondents.....</b>	<b>336 100%</b>	<b>379 100%</b>	<b>715 100%</b>

Percentages add to more than 100% because many respondents gave more than one answer.

\* Other local included Oominmak Coop, Grizzly Bear Gifts, Moose's Tooth, Unique Concepts,

(2) unspecified "Alaska products," (3) unspecified "Alaska seafood" and (2) "None".

# Other National included Bath and Body Works, MacDonald's, Columbia/HH and Ben and Jerry's.

**Question**

*Which of these food/beverage services would you prefer to use when you come to this airport?*

❖ *List supplied*

**TABLE A5.1: WHICH TYPES OF FOOD/ BEVERAGE SERVICES WOULD YOU USE?**

	Type of passenger:				Total	
	Cruise ship		General passenger			
Fast food/ food court.....	235	59.8%	258	65.3%	493	62.6%
Cafeteria.....	177	45.0%	120	30.4%	297	37.7%
Cafe, limited table service.....	138	35.1%	131	33.2%	269	34.1%
Full service restaurant.....	118	30.0%	131	33.2%	249	31.6%
Cocktail lounge/ bar.....	90	22.9%	128	32.4%	218	27.7%
Espresso bar.....	2	.5%	5	1.3%	7	.9%
Other *.....	4	1.0%	6	1.5%	10	1.3%
Total Respondents.....	393	100%	395	100%	788	100%

Percentages add to more than 100% because many respondents gave more than one answer.

\* Other includes slow food, healthy food, fruit, good food, (3) "ice cream bar," (1) "smoking area" and (1) "none".

**Question**

*When choosing a restaurant/fast food service, which do you prefer?*

- ❖ *National brand names*
- ❖ *Regional favorites (popular in the local area)*
- ❖ *Combination of national names and regional favorite*
- ❖ *Name recognition does not matter*

**TABLE A6.1: DO YOU PREFER NATIONAL OR REGIONAL BRAND FOOD SERVICE?**

	Type of passenger:				Total	
	Cruise ship		General passenger			
National brands and regional favorites	181	46.8%	177	44.9%	358	45.8%
Regional favorites.....	104	26.9%	108	27.4%	212	27.1%
National brand names.....	94	24.3%	82	20.8%	176	22.5%
Name recognition does not matter.....	108	27.9%	115	29.2%	223	28.6%
Total Respondents.....	387	100%	394	100%	781	100%

Percentages add to more than 100% because many respondents gave more than one answer.

**Question**

*What types of food would you eat if it was available at this airport?*

❖ *List supplied*

**TABLE A7.1: WHAT TYPES OF FOOD WOULD YOU EAT IF AVAILABLE?**

	Type of passenger:				Total	
	Cruise ship		General passenger			
Deli/ sandwiches.....	252	64.0%	253	62.9%	505	63.4%
Hamburgers.....	187	47.5%	191	47.5%	378	47.5%
Salads.....	186	47.2%	173	43.0%	359	45.1%
Ice cream/ frozen yogurt.....	198	50.3%	161	40.0%	359	45.1%
Pizza.....	164	41.6%	192	47.8%	356	44.7%
Local specialties.....	101	25.6%	140	34.8%	241	30.3%
Pastries/ cookies/ breads.....	112	28.4%	109	27.1%	221	27.8%
Grilled/ roasted chicken.....	89	22.6%	131	32.6%	220	27.6%
Hot dogs.....	116	29.4%	94	23.4%	210	26.4%
Italian/ Pasta.....	84	21.3%	111	27.6%	195	24.5%
Pretzels/ popcorn.....	81	20.6%	84	20.9%	165	20.7%
Health snacks.....	73	18.5%	86	21.4%	159	20.0%
Chinese.....	56	14.2%	99	24.6%	155	19.5%
Mexican.....	60	15.2%	71	17.7%	131	16.5%
Thai.....	26	6.6%	62	15.4%	88	11.1%
Japanese.....	19	4.8%	52	12.9%	71	8.9%
Korean.....	15	3.8%	30	7.5%	45	5.7%
Vegetarian.....	2	.5%	2	.5%	4	.5%
Other.....	5	1.3%	16	4.0%	21	2.6%
<b>Total Respondents.....</b>	<b>394</b>	<b>100%</b>	<b>402</b>	<b>100%</b>	<b>796</b>	<b>100%</b>

Percentages add to more than 100% because many respondents gave more than one answer.

Other includes basic food, Hawaiian, Polish, soups, wild meat, turkey legs, candy, steak, regional foods, beer, Moose's Tooth, (9) "anything or all" and (1) "none".

**Question**

*What types of beverages do you usually purchase or might purchase at this airport, if available?*

❖ *List supplied*

**TABLE A8.1: WHAT TYPES OF BEVERAGES WOULD YOU PURCHASE IF AVAILABLE?**

	Type of passenger:				Total	
	Cruise ship		General passenger			
Coffee/ specialty coffee drinks.....	257	65.4%	231	57.5%	488	61.4%
Soda/ pop.....	216	55.0%	211	52.5%	427	53.7%
Fresh fruit juices.....	155	39.4%	158	39.3%	313	39.4%
Milk/ smoothies/ tea.....	142	36.1%	144	35.8%	286	36.0%
Bottled water.....	152	38.7%	131	32.6%	283	35.6%
Beer/ wine.....	77	19.6%	132	32.8%	209	26.3%
Alcoholic mixed beverages.....	47	12.0%	77	19.2%	124	15.6%
Other *.....	1	.3%	1	.2%	2	.3%
Total Respondents.....	393	100%	402	100%	795	100%

Percentages add to more than 100% because many respondents gave more than one answer.

\* Other includes "none" and "all, depending on layover time."

## Questions

*If this airport offered lodging, would you stay or use the amenities provided by that facility?*

*(asked of those who said yes) What amenities might you use?*

- ❖ *Hotel rooms*
- ❖ *Meeting/conference rooms*
- ❖ *Restaurant*
- ❖ *Shower facilities*
- ❖ *Cocktail lounge*
- ❖ *Banquet rooms*
- ❖ *Business center*

**TABLE A9.1: WOULD YOU USE HOTEL FACILITIES?  
WHICH HOTEL AMENITIES MIGHT YOU USE?**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Would use airport lodging:						
Yes.....	141	35.3%	154	38.2%	295	36.7%
No.....	233	58.3%	231	57.3%	464	57.8%
DK/NA.....	26	6.5%	18	4.5%	44	5.5%
TOTAL.....	400	100%	403	100%	803	100%
Hotel rooms.....	146	36.5%	153	38.0%	299	37.2%
Meeting/ conference rooms....	8	2.0%	17	4.2%	25	3.1%
Restaurant.....	138	34.5%	150	37.2%	288	35.9%
Shower facilities.....	69	17.3%	92	22.8%	161	20.0%
Health club/ fitness center..	32	8.0%	45	11.2%	77	9.6%
Cocktail lounge.....	68	17.0%	86	21.3%	154	19.2%
Banquet rooms.....	3	.8%	3	.7%	6	.7%
Business center.....	8	2.0%	19	4.7%	27	3.4%
Other *.....	5	1.3%	11	2.7%	16	2.0%
Would not use airport lodging	233	58.3%	231	57.3%	464	57.8%
No answer.....	8	2.0%	3	.7%	11	1.4%
Total Respondents.....	400	100%	403	100%	803	100%

Percentages in the second question add to more than 100% because many respondents gave more than one response.

\* Other includes cafeteria, fast food, casino, men's spa, (3) sleep room, (2) day care or entertainment for children, (2) observation deck (1) "depends on the value" and (4) "none".

## B. Travel Patterns

### Question

*Why are you at the airport today, arriving, departing or connecting?*

**TABLE B1.1: REASON TO BE AT THE AIRPORT TODAY**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Respondent is:						
Departing.....	309	77.3%	238	59.1%	547	68.1%
Arriving.....	65	16.3%	24	6.0%	89	11.1%
Connecting.....	26	6.5%	141	35.0%	167	20.8%
TOTAL.....	400	100%	403	100%	803	100%

Column percentages

**Questions asked of departing passengers**

*How did you check in at the airport – ticket counter check-in, curbside check-in and/or electronic kiosk (ticketing)?*

**TABLE B2.1: TRANSPORTATION AND CHECK-IN OF DEPARTING PASSENGERS**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
<b>Arrived by:</b>						
Car- dropped off.....	4	1.3%	64	27.1%	68	12.6%
Car- short term parking.			15	6.4%	15	2.8%
Car- long term parking..	1	.3%	9	3.8%	10	1.9%
Rental car.....	11	3.6%	76	32.2%	87	16.2%
Taxi/ limo/ shuttle.....	50	16.6%	53	22.5%	103	19.1%
Hotel van/ courtesy van.	20	6.6%	10	4.2%	30	5.6%
Public transportation...	1	.3%	5	2.1%	6	1.1%
Cruise and tour bus.....	215	71.2%	4	1.7%	219	40.7%
<b>TOTAL.....</b>	<b>302</b>	<b>100%</b>	<b>236</b>	<b>100%</b>	<b>538</b>	<b>100%</b>
<b>Check-in method:</b>						
Counter agent.....	270	92.5%	166	70.9%	436	82.9%
Curbside.....	11	3.8%	34	14.5%	45	8.6%
Electronic.....	11	3.8%	34	14.5%	45	8.6%
<b>TOTAL.....</b>	<b>292</b>	<b>100%</b>	<b>234</b>	<b>100%</b>	<b>526</b>	<b>100%</b>

Column percentages

A few respondents did not answer and have been omitted from the totals.

**Questions asked of arriving passengers**

*Have you made advance arrangements for ground transportation ?*

*What type of transportation is it?*

- ❖ *City bus*
- ❖ *Shuttle*
- ❖ *Taxi*
- ❖ *Rental car*
- ❖ *Friend/Relative*
- ❖ *Tour group*
- ❖ *Personal vehicle*

**TABLE B3.1: PLANNED GROUND TRANSPORTATION OF ARRIVING PASSENGERS**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Made advance transportation arrangements:						
Yes.....	61	98.4%	24	100%	85	98.8%
No.....	1	1.6%			1	1.2%
TOTAL.....	62	100%	24	100%	86	100%
Type of transportation:						
Shuttle.....	13	20.0%	1	4.3%	14	15.9%
Taxi.....	2	3.1%			2	2.3%
Rental car.....			4	17.4%	4	4.5%
Friend/ relative.....	5	7.7%	18	78.3%	23	26.1%
Tour group.....	45	69.2%			45	51.1%
TOTAL.....	65	100%	23	100%	88	100%

Column percentages

A few respondents did not answer and have been omitted from the totals.

**Questions**

*How many pieces of luggage did you check in?*

*Approximately how long will you be at the airport today, including checking in luggage?*

**TABLE B4.1: PIECES OF LUGGAGE FOR THE PARTY**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Number of pieces of luggage:						
None.....	15	3.8%	57	14.2%	72	9.0%
1 - 2 pieces.....	199	49.8%	239	59.5%	438	54.6%
3 - 4 pieces.....	151	37.8%	81	20.1%	232	28.9%
More than 4 pieces.....	35	8.8%	25	6.2%	60	7.5%
TOTAL.....	400	100%	402	100%	802	100%

Column percentages

A few respondents did not answer and have been omitted from the totals.

**TABLE B4.2: LENGTH OF TIME AT AIRPORT**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Amount of time spent at airport:						
Less than 30 min.....	22	5.6%	12	3.1%	34	4.3%
30 to 59 min.....	19	4.8%	18	4.6%	37	4.7%
One hour.....	13	3.3%	21	5.4%	34	4.3%
1 to 2 hours.....	187	47.7%	142	36.3%	329	42.0%
3 to 4 hours.....	69	17.6%	110	28.1%	179	22.9%
More than 4 hours.....	82	20.9%	88	22.5%	170	21.7%
TOTAL.....	392	100%	391	100%	783	100%

Column percentages

A few respondents did not answer and have been omitted from the totals.

**Questions**

*Do you mind sharing the number of adults who came to the terminal to see you off or greet you today?*

*And how many children?*

**TABLE B5.1: NUMBER OF PEOPLE GREETING PASSENGERS OR SEEING THEM OFF**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
<b>Number of adults:</b>						
None.....	372	95.1%	350	87.1%	722	91.0%
One.....	11	2.8%	30	7.5%	41	5.2%
Two.....	5	1.3%	13	3.2%	18	2.3%
Three.....	1	.3%	3	.7%	4	.5%
Four.....	1	.3%	4	1.0%	5	.6%
Five or more (maximum 10).....	1	.3%	2	.5%	3	.4%
<b>TOTAL.....</b>	<b>391</b>	<b>100%</b>	<b>402</b>	<b>100%</b>	<b>793</b>	<b>100%</b>
<b>Number of children:</b>						
None.....	387	98.5%	384	95.3%	771	96.9%
One.....	2	.5%	8	2.0%	10	1.3%
Two.....	3	.8%	7	1.7%	10	1.3%
Three.....	1	.3%	1	.2%	2	.3%
Four, eight or nine.....			3	.7%	3	.4%
<b>TOTAL.....</b>	<b>393</b>	<b>100%</b>	<b>403</b>	<b>100%</b>	<b>796</b>	<b>100%</b>

## Questions

*Excluding yourself, how many adults are traveling with you today?*

*And how many children under eighteen?*

**TABLE B6.1: NUMBER OF PEOPLE TRAVELING WITH THE PASSENGER**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
<b>Number of adults accompanying:</b>						
None.....	25	6.3%	208	51.6%	233	29.0%
One.....	229	57.3%	111	27.5%	340	42.3%
Two.....	24	6.0%	34	8.4%	58	7.2%
Three.....	59	14.8%	29	7.2%	88	11.0%
Four.....	10	2.5%	9	2.2%	19	2.4%
Five.....	26	6.5%	7	1.7%	33	4.1%
Six.....	6	1.5%	1	.2%	7	.9%
Seven.....	10	2.5%			10	1.2%
Eight to nineteen.....	7	1.8%	4	1.0%	11	1.4%
Forty.....	4	1.0%			4	.5%
TOTAL.....	400	100%	403	100%	803	100%
<b>Number of children accompanying:</b>						
None.....	380	96.0%	368	91.3%	748	93.6%
One.....	10	2.5%	24	6.0%	34	4.3%
Two.....	2	.5%	7	1.7%	9	1.1%
Three.....	4	1.0%	2	.5%	6	.8%
Four or five.....			2	.5%	2	.3%
TOTAL.....	396	100%	403	100%	799	100%

Column percentages

A few respondents did not answer and have been omitted from the totals.

## Questions

*What airline are you using?*

*How many stops did you have or will you have on your flight today?*

**TABLE B7.1: WHICH AIRLINE ARE YOU USING?**

	Type of passenger:				Total Respondents	
	Cruise ship		General passenger			
Alaska.....	223	56.0%	209	52.5%	432	54.3%
Delta.....	42	10.6%	41	10.3%	83	10.4%
America West.....	5	1.3%	7	1.8%	12	1.5%
ERA Aviation.....	1	.3%	36	9.0%	37	4.6%
Peninsula Airways....	1	.3%	10	2.5%	11	1.4%
TWA.....	10	2.5%	5	1.3%	15	1.9%
International Carrier	11	2.7%	26	6.5%	37	4.6%
Northwest.....	76	19.1%	37	9.3%	113	14.2%
United.....	34	8.5%	18	4.5%	52	6.5%
Reeve Aleutian.....			5	1.3%	5	.6%
American.....	18	4.5%	10	2.5%	28	3.5%
Continental.....	9	2.3%	15	3.8%	24	3.0%
Other *.....	3	.7%	33	8.3%	36	4.6%
Total Respondents.....	398	100%	398	100%	796	100%

A few respondents gave no answer

Percentages add to more than 100% because many respondents gave more than one answer.

Other includes Great Northern, LTU, (2) Horizon Air, (2) Frontier Flying, (4) Hawaiian, (11) Omni and (15) corporate charter.

**TABLE B8.1: HOW MANY STOPS TODAY?**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Number of stops on flight:						
None.....	123	31.1%	158	39.2%	281	35.2%
One.....	213	53.8%	164	40.7%	377	47.2%
Two.....	47	11.9%	63	15.6%	110	13.8%
Three.....	7	1.8%	15	3.7%	22	2.8%
Four.....	5	1.3%	2	.5%	7	.9%
Five.....	1	.3%			1	.1%
Six.....			1	.2%	1	.1%
TOTAL.....	396	100%	403	100%	799	100%

Column percentages

## Questions

*How long did you, or will you spend in Anchorage?*

*And how long in Alaska?*

**TABLE B9.1: TIME SPENT IN ANCHORAGE AND IN ALASKA THIS TRIP**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
<b>Length of time in Anchorage:</b>						
Hours.....	194	49.0%	165	47.0%	359	48.1%
One day.....	89	22.5%	47	13.4%	136	18.2%
Two or three days.....	86	21.7%	74	21.1%	160	21.4%
Four or five days.....	14	3.5%	27	7.7%	41	5.5%
Six or seven days.....	3	.8%	12	3.4%	15	2.0%
One or two weeks.....	7	1.8%	19	5.4%	26	3.5%
Two weeks to one month..	3	.8%	5	1.4%	8	1.1%
More than one month.....			2	.6%	2	.3%
<b>TOTAL.....</b>	<b>396</b>	<b>100%</b>	<b>351</b>	<b>100%</b>	<b>747</b>	<b>100%</b>
<b>Length of time in Alaska:</b>						
Hours.....	3	.8%	13	4.8%	16	2.4%
One day.....	1	.3%	2	.7%	3	.5%
Two or three days.....	5	1.3%	13	4.8%	18	2.7%
Four or five days.....	15	3.8%	20	7.4%	35	5.3%
Six or seven days.....	125	32.0%	18	6.7%	143	21.6%
One or two weeks.....	204	52.2%	127	47.0%	331	50.1%
Two weeks to one month..	36	9.2%	52	19.3%	88	13.3%
More than one month.....	2	.5%	25	9.3%	27	4.1%
<b>TOTAL.....</b>	<b>391</b>	<b>100%</b>	<b>270</b>	<b>100%</b>	<b>661</b>	<b>100%</b>

Column percentages

A few respondents did not answer and have been omitted from the totals.

**Questions**

*How often do you use this airport, as a departing passenger, arriving passenger, or to meet/see someone off at the terminal?*

**TABLE B10.1: FREQUENCY OF AIRPORT USAGE**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Uses airport:						
Weekly.....	1	.3%	10	2.5%	11	1.4%
Once or twice a month.....	2	.5%	60	14.9%	62	7.8%
Every other month.....	1	.3%	65	16.2%	66	8.3%
Once or twice a year.....	53	13.4%	131	32.6%	184	23.0%
First time.....	340	85.6%	136	33.8%	476	59.6%
TOTAL.....	397	100%	402	100%	799	100%

Column percentages

## C. PASSENGER PROFILE

Questions	
<i>Is the purpose of your trip...</i>	
❖ Alaska cruise (only)	❖ Outdoor activities
❖ Alaska land tour (only)	❖ Independent traveling
❖ Both	❖ Medical treatment
❖ Visiting friends and family	❖ Business
❖ Shopping	
 (asked of business travelers) <i>Is your business...</i>	
❖ Corporate/private related	❖ Convention/conference
❖ Government related	

**TABLE C1.1: PURPOSE OF TRIP**

	Type of passenger:				Total	
	Cruise ship		General passenger			
AK cruise.....	194	48.5%			194	24.2%
AK cruise and land...	184	46.0%			184	22.9%
Business.....	1	.3%	120	29.8%	121	15.1%
Outdoor activities...			103	25.6%	103	12.8%
Independent traveling			97	24.1%	97	12.1%
Visiting friends and family.....			91	22.6%	91	11.3%
Alaska land tour only	22	5.5%			22	2.7%
Medical treatment....			8	2.0%	8	1.0%
Shopping.....			5	1.2%	5	.6%
Other *.....			11	2.7%	11	1.4%
Total Respondents.....	400	100%	403	100%	803	100%

Percentages add to more than 100% because many respondents gave more than one answer.

\* Other includes (2) RV Rental, (4) employment and (5) returning home.

**TABLE C1.2: TYPE OF BUSINESS**

Corporate/ private.....	86	71.7%
Government related.....	30	25.0%
Convention/ conference.....	4	3.3%
Total.....	120	100.0%

Column percentages

A few respondents did not answer and have been omitted from the totals.

**Questions**

*What is your home zip code?*

**TABLE C2.1: TYPES OF GENERAL PASSENGERS AT THE AIRPORT**

General passengers were:		
Local residents arriving or departing..	58	15.2%
Alaska residents arriving or departing.	31	8.1%
Alaska residents connecting.....	44	11.5%
Outside residents arriving or departing	156	40.9%
Outside residents connecting.....	92	24.1%
<b>Total.....</b>	<b>381</b>	<b>100.0%</b>

**TABLE C2.2: TYPE OF GENERAL PASSENGERS AND NATURE OF THE TRIP**

	General Passengers were:					TOTAL
	Local residents arriving or departing	Alaska residents arriving or departing	Alaska residents connecting	Outside residents arriving or departing	Outside residents connecting	
Traveling:						
On business *...	37.9%	41.9%	54.5%	17.3%	33.7%	30.7%
Not on business.	62.1%	58.1%	45.5%	82.7%	66.3%	69.3%
<b>TOTAL.....</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Column percentages

\* On business or on mixed business and pleasure

**Questions asked of cruise passengers**

*Are you cruising Northbound or Southbound?*

*How long were you on or do you expect to be on a cruise or tour?*

- |                            |                           |
|----------------------------|---------------------------|
| ❖ <i>Cruise, 7 day</i>     | ❖ <i>Land Tour, 7 day</i> |
| ❖ <i>Cruise, 4 day</i>     | ❖ <i>Land Tour, 5 day</i> |
| ❖ <i>Cruise, other</i>     | ❖ <i>Land Tour, 3 day</i> |
| ❖ <i>Land Tour, 14 day</i> | ❖ <i>Land Tour, other</i> |
| ❖ <i>Land Tour, 10 day</i> |                           |

**TABLE C3.1: CRUISE DIRECTION**

<b>Cruise direction:</b>		
Northbound.....	251	67.5%
Southbound.....	121	32.5%
<b>Total.....</b>	<b>372</b>	<b>100.0%</b>

Column percentages

A few respondents did not answer and have been omitted from the totals.

**TABLE C3.2: LENGTH OF TOUR OR CRUISE**

<b>Cruise, 7 day.....</b>	<b>316</b>	<b>79.0%</b>
Cruise, 4 day.....	7	1.8%
Cruise, other.....	50	12.5%
Land tour, 14 day.....	11	2.8%
Land tour, 10 day.....	8	2.0%
Land tour, 7 day.....	38	9.5%
Land tour, 5 day.....	27	6.8%
Land tour, 3 day.....	37	9.3%
Land tour, other.....	59	14.8%
<b>Total Respondents.....</b>	<b>400</b>	<b>100.0%</b>

Percentages add to more than 100% because many respondents gave more than one answer.

**Question asked of cruise passengers**

*With what cruise line or tour company are you traveling?*

- ❖ *Princess*
- ❖ *Holland America*
- ❖ *Cruise, other*
- ❖ *Celebrity*
- ❖ *Gray Line*
- ❖ *Majesty*

**TABLE C4.1: CRUISE/ TOUR COMPANY**

Cruise line or tour company:		
Princess.....	148	40.2%
Holland America.....	123	33.4%
Carnival.....	61	16.6%
Celebrity.....	2	.5%
Gray Line Tour.....	11	3.0%
Other *.....	23	6.3%
Total.....	368	100.0%

**Column percentages**

A few respondents did not answer and have been omitted from the totals.

\* Other includes Explorer, Lulu Belle, P.A., Plan Tours, Premier Tours, Sun Beam Tours, Trans-Arctic Treks, (2) Glacier Bay, (2) Globus, (2) Jubilee, (2) Kenai Fjords, (2) Ranier, (2) Sea Alaska Tours, (2) Sunnyland Tours and (2) Vantage Norwegian Tours.

**Questions asked of cruise passengers**

*How many times in the last five years have you come to Anchorage to take part in a cruise?*

*How many cruises, other than Alaskan cruises, have you taken in the last five years?*

**TABLE C5.1: ANCHORAGE-BASED CRUISES AND NON-ALASKAN CRUISES TAKEN BY CRUISE PASSENGERS IN THE PAST 5 YEARS**

<b>Number of Anchorage-based cruises:</b>		
One.....	15	3.8%
Two.....	10	2.5%
Three.....	4	1.0%
Four.....	2	.5%
Five or more.....	4	1.0%
Never.....	363	91.2%
<b>Total.....</b>	<b>398</b>	<b>100.0%</b>
<b>Number of non-Alaskan cruises:</b>		
One.....	94	23.6%
Two.....	32	8.0%
Three.....	18	4.5%
Four.....	8	2.0%
Five or more.....	34	8.5%
None.....	212	53.3%
<b>Total.....</b>	<b>398</b>	<b>100.0%</b>

Column percentages

A few respondents did not answer and have been omitted from the totals.

## DEMOGRAPHICS

### Question

*Which of the following hobbies/activities do you like to do?*

❖ *List supplied*

**TABLE C6.1: HOBBIES AND ACTIVITIES**

	Type of passenger:				Total	
	Cruise ship		General passenger			
Reading.....	202	50.9%	168	42.2%	370	46.5%
Travel.....	211	53.1%	158	39.7%	369	46.4%
Camping.....	112	28.2%	209	52.5%	321	40.4%
Fishing/ Hunting.....	98	24.7%	215	54.0%	313	39.4%
Cooking.....	140	35.3%	132	33.2%	272	34.2%
Music.....	126	31.7%	146	36.7%	272	34.2%
Hiking.....	98	24.7%	173	43.5%	271	34.1%
Television.....	133	33.5%	119	29.9%	252	31.7%
Cruising.....	188	47.4%	56	14.1%	244	30.7%
Computers.....	105	26.4%	134	33.7%	239	30.1%
Exercising.....	115	29.0%	106	26.6%	221	27.8%
Photography.....	85	21.4%	125	31.4%	210	26.4%
Bicycling.....	74	18.6%	134	33.7%	208	26.2%
Art.....	85	21.4%	97	24.4%	182	22.9%
Golf.....	100	25.2%	82	20.6%	182	22.9%
Home crafts.....	112	28.2%	66	16.6%	178	22.4%
Dancing.....	61	15.4%	66	16.6%	127	16.0%
Snow skiing.....	33	8.3%	92	23.1%	125	15.7%
Water sports.....	38	9.6%	87	21.9%	125	15.7%
Horseback riding.....	37	9.3%	79	19.8%	116	14.6%
Aviation.....	30	7.6%	72	18.1%	102	12.8%
Cruise West.....	29	7.3%	46	11.6%	75	9.4%
Tennis.....	28	7.1%	27	6.8%	55	6.9%
Snow machining.....	1	.3%	3	.8%	4	.5%
Boating.....	1	.3%	3	.8%	4	.5%
Other *.....	10	2.5%	8	2.0%	18	2.3%
Total Respondents.....	397	100%	398	100%	795	100%

Percentages add to more than 100% because many respondents gave more than one answer.

Other includes bird watching, genealogy, dog mushing, ATV, motor-cycle touring, walking, snow shoeing, white-water rafting, roller blading, paragliding, (2) theater, (4) competitive sports, and (1) "too old".

**Question**

*What best describes your occupation?*

**TABLE C7.1: OCCUPATION**

	Type of passenger:				TOTAL	
	Cruise ship		General passenger			
Occupation:						
Skilled Labor/ Secretarial...	46	11.8%	103	25.6%	149	18.8%
Professional.....	60	15.4%	79	19.7%	139	17.6%
Upper mgmt, owner.....	21	5.4%	28	7.0%	49	6.2%
Sales.....	13	3.3%	33	8.2%	46	5.8%
Homemaker.....	28	7.2%	16	4.0%	44	5.6%
Student.....	3	.8%	34	8.5%	37	4.7%
Middle mgmt.....	9	2.3%	25	6.2%	34	4.3%
Government.....	5	1.3%	20	5.0%	25	3.2%
Military.....	1	.3%	7	1.7%	8	1.0%
Retired.....	203	52.2%	55	13.7%	258	32.6%
Unemployed.....			2	.5%	2	.3%
TOTAL.....	389	100%	402	100%	791	100%

Column percentages

A few respondents did not answer and have been omitted from the totals.

**TABLE C8.1: DEMOGRAPHICS**

	Type of passenger:				Total	
	Cruise ship		General passenger			
<b>Sex:</b>						
Male.....	158	39.5%	260	64.7%	418	52.1%
Female.....	242	60.5%	142	35.3%	384	47.9%
Total.....	400	100%	402	100%	802	100%
<b>Age:</b>						
12 to 17.....	1	.3%	3	.8%	4	.5%
18 to 30.....	14	3.6%	72	18.2%	86	11.0%
31 to 40.....	18	4.7%	88	22.2%	106	13.6%
41 to 50.....	29	7.5%	90	22.7%	119	15.2%
51 to 60.....	82	21.3%	69	17.4%	151	19.3%
Over 60.....	241	62.6%	74	18.7%	315	40.3%
Total.....	385	100%	396	100%	781	100%
<b>Education:</b>						
Less than high school.....	8	2.0%	8	2.0%	16	2.0%
High school/ GED.....	97	24.7%	64	15.9%	161	20.3%
Some college.....	79	20.1%	122	30.3%	201	25.3%
Trade/ technical school.....	19	4.8%	26	6.5%	45	5.7%
College degree.....	110	28.0%	107	26.6%	217	27.3%
Post graduate work.....	25	6.4%	20	5.0%	45	5.7%
Post graduate degree.....	55	14.0%	55	13.7%	110	13.8%
Total.....	393	100%	402	100%	795	100%
<b>Annual household income:</b>						
less than \$20,000.....	8	3.6%	27	8.5%	35	6.5%
\$20,000 to \$39,000.....	47	21.2%	44	13.8%	91	16.8%
\$40,000 to \$59,000.....	39	17.6%	68	21.3%	107	19.8%
\$60,000 to \$79,000.....	46	20.7%	53	16.6%	99	18.3%
\$80,000 to \$99,000.....	34	15.3%	40	12.5%	74	13.7%
\$100,000 or more.....	48	21.6%	87	27.3%	135	25.0%
Total.....	222	100%	319	100%	541	100%

Column percentages

Not all passengers consented to give demographic information.

## **SURVEY INSTRUMENT**

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