

**BIRMINGHAM-SHUTTLESWORTH  
INTERNATIONAL AIRPORT**



**Birmingham-Shuttlesworth  
International Airport  
Passenger Satisfaction Study**

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**2022 Quarter 1**

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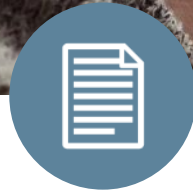
Additional Findings

# Methodology



## Sample

- 471 surveys were completed by departing passengers between January and March 2022
- Passengers were selected by a trained interviewer using random selection procedures in gate areas
- Interviewer gave passengers a postcard with the survey link (or offered them to take a photo of the postcard if they preferred), and passengers completed the survey on their own devices
- A \$3 email Amazon gift card was offered as incentive



## Reporting

- A five-point scale was used where 1 is Very Dissatisfied and 5 is Very Satisfied
- This summary reports on Top 2 Box scores (those rating the item a 4 or 5)
- Some numbers may not add to 100% due to rounding
- Low base sizes ( $n < 50$ ) and insufficient base sizes ( $n < 30$ ) are indicated where applicable



## Analysis

- The total results have a statistical accuracy of +/- 4.5 percent at the 95% confidence level
- Comparisons between business and leisure travelers and passengers in Concourses A, B, and C are included only if there are statistically significant differences at the 95% confidence level.
- Regression analysis was employed to determine key drivers of satisfaction. This ties together the impact of individual business areas on overall satisfaction. Thus, improving the areas that have the highest impact on satisfaction has the best return on investment. Top 3 drivers are highlighted for each business area.

# Executive Summary



## TOP 3 DRIVERS OF SATISFACTION


#1 Gate Area Overall



#2 Terminal Facilities Overall

#3 Leaving the Terminal Overall



 Gate Area and Leaving the Terminal satisfaction are below Overall Satisfaction level and should be a primary focus of improvement

## PASSENGERS MOST SATISFIED WITH

*Check-In Overall*

*Getting to the Terminal Overall*

*Terminal Facilities Overall*

*Security Overall*





## Detailed Findings



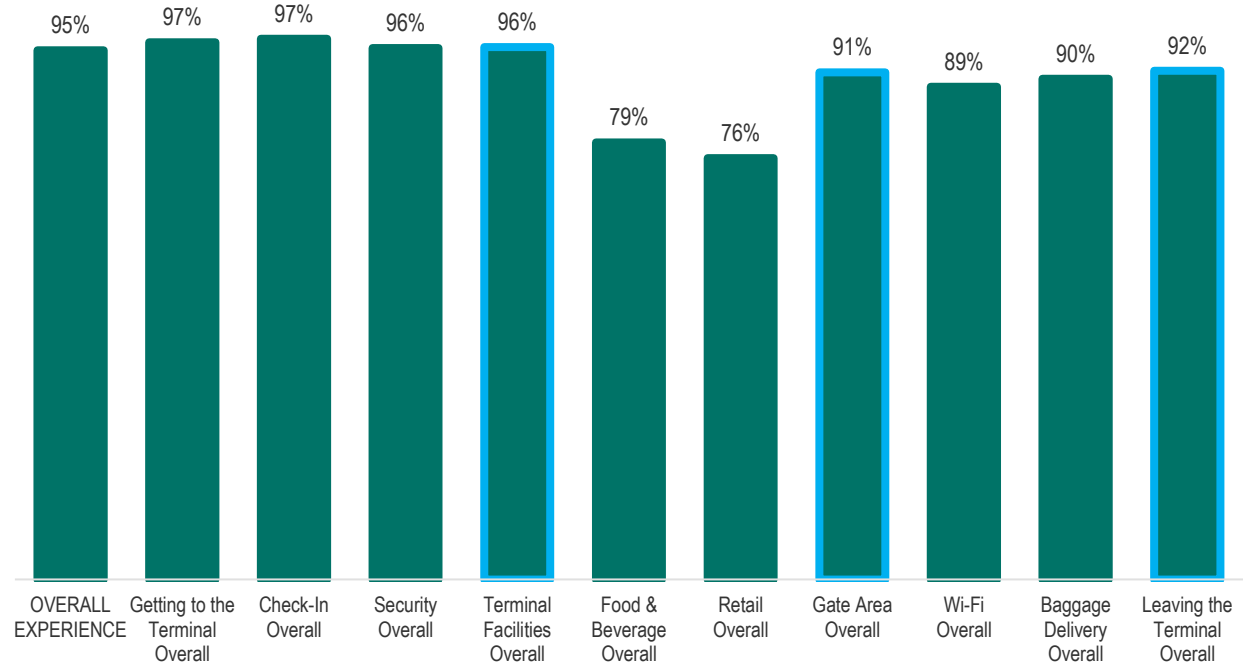
More than nine in ten departing passengers (95%) surveyed were satisfied with their Overall Experience at Birmingham-Shuttlesworth International Airport in Q1 2022.

Passengers were most satisfied with *Check-In* and *Getting to the Terminal*, and least satisfied with *Food & Beverage* and *Retail*.



## Overall Satisfaction

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)



Business travelers were significantly more satisfied than leisure travelers with *Getting to the Terminal Overall*. Passengers in Concourse A were significantly more satisfied than passengers in Concourse B with *Retail* and *Wi-Fi*, and more satisfied than passengers in Concourse C with *Check-In* and *Wi-Fi*. Passengers in Concourse C were more satisfied than passengers in Concourse B with *Retail* overall.

Top 3 Drivers of Overall Satisfaction

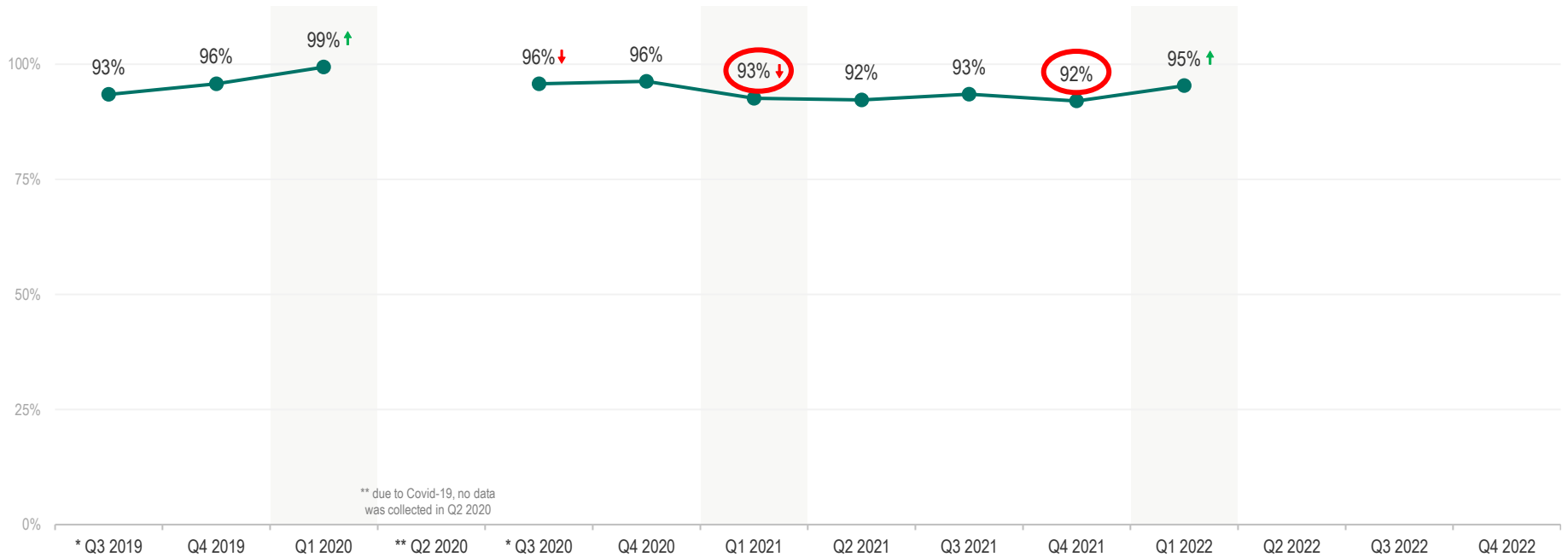
Note: Baggage Delivery Overall & Leaving Terminal Overall excluded from driver analysis as they are based on recalled previous experience

Q21. Considering your entire experience at Birmingham-Shuttlesworth International Airport, please rate your Overall Experience today.



# Overall Satisfaction – TRENDING

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)



\*\* due to Covid-19, no data was collected in Q2 2020

Air travel is seasonal; data is compared to the same quarter of the previous year, with significant differences at the 95% confidence level indicated by red (lower) or green (higher) circles. Arrows indicate significant increase (↑) or decrease (↓) between the current and prior quarter.

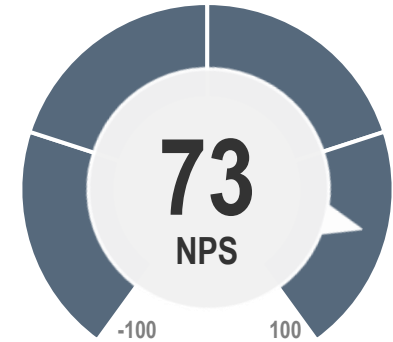
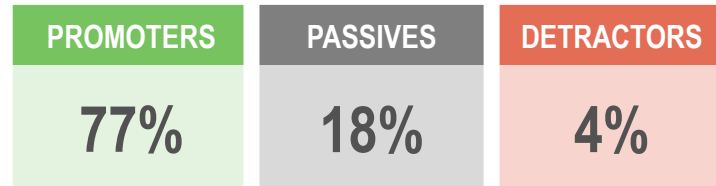
\* Data does not reflect full quarter: Q3 '19 interviews conducted Aug 13-17; Q3 '20 conducted Sep 8-30 Q21. Considering your entire experience at Birmingham-Shuttlesworth International Airport, please rate your Overall Experience today.

The Net Promoter Score for Birmingham-Shuttlesworth International Airport was 73 for Q1 2022, which is considered excellent.



## Net Promoter Score Among All Passengers Surveyed

There are no significant differences in NPS between leisure and business travelers. Significantly more passengers in Concourse A are promoters than in Concourse B.



**% of Promoters (9, 10 Rating) - % of Detractors (0 – 6 Rating) = Net Promoter Score (NPS)**

- According to the Net Promoter framework, customers can be categorized into one of three groups: Promoters, Passives, and Detractors.
- Promoters are viewed as valuable assets that drive profitable growth because of their repeat/increased usage, longevity and referrals.
- Detractors are seen as liabilities that destroy profitable growth because of their complaints, reduced usage/defection and negative word-of-mouth.
- Organizations may obtain their Net Promoter Score by asking customers one single question (i.e., likelihood to recommend).
- Organizations calculate their Net Promoter Score by subtracting their percent of Detractors from their percent of Promoters.
- Proponents of the Net Promoter approach claim that an organization's relative Net Promoter Score (its score relative to competitors) correlates with revenue growth relative to competitors.

*\* Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.*

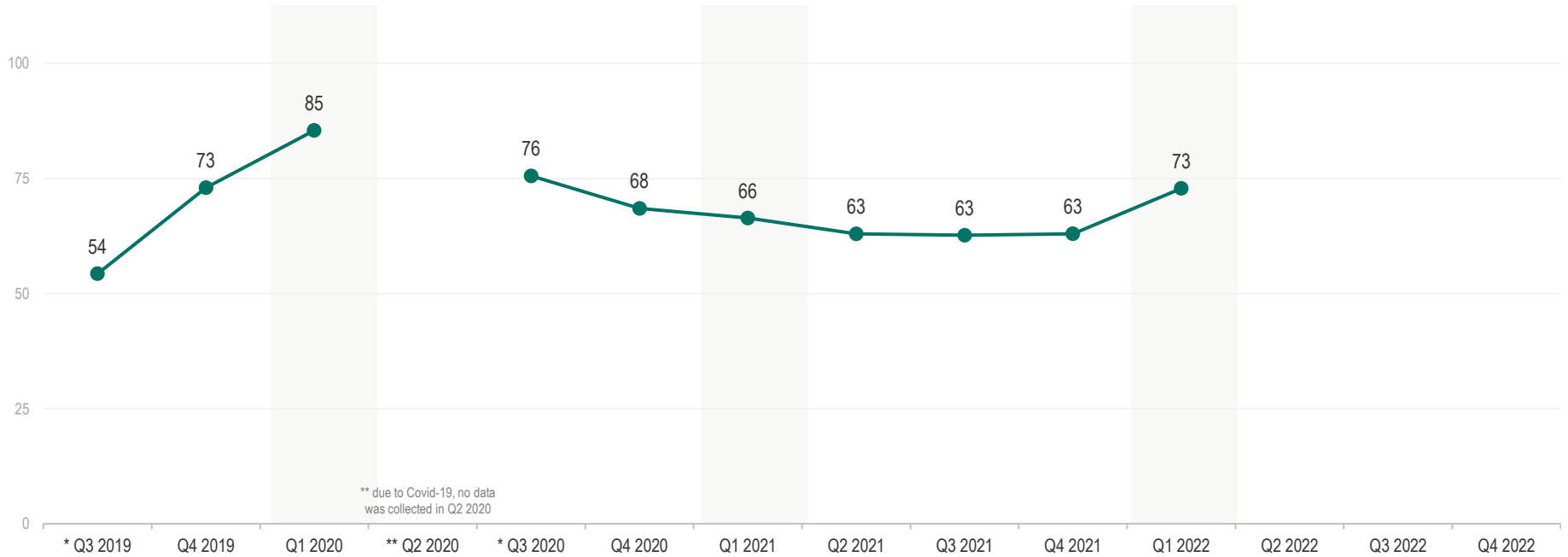
Q22. Based upon your overall experience at this airport today, how likely would you be to recommend Birmingham-Shuttlesworth International Airport?





# Net Promoter Score – TRENDING

Among All Passengers Surveyed



\* Data does not reflect full quarter: Q3 '19 interviews conducted Aug 13-17; Q3 '20 conducted Sep 8-30

Q22. Based upon your overall experience at this airport today, how likely would you be to recommend Birmingham-Shuttlesworth International Airport?



## Analysis by Business Area



Over nine in ten passengers (97%) surveyed were satisfied with Getting to the Terminal Overall.

Passengers were most satisfied with the *Ease of dropoff in front of the terminal*.

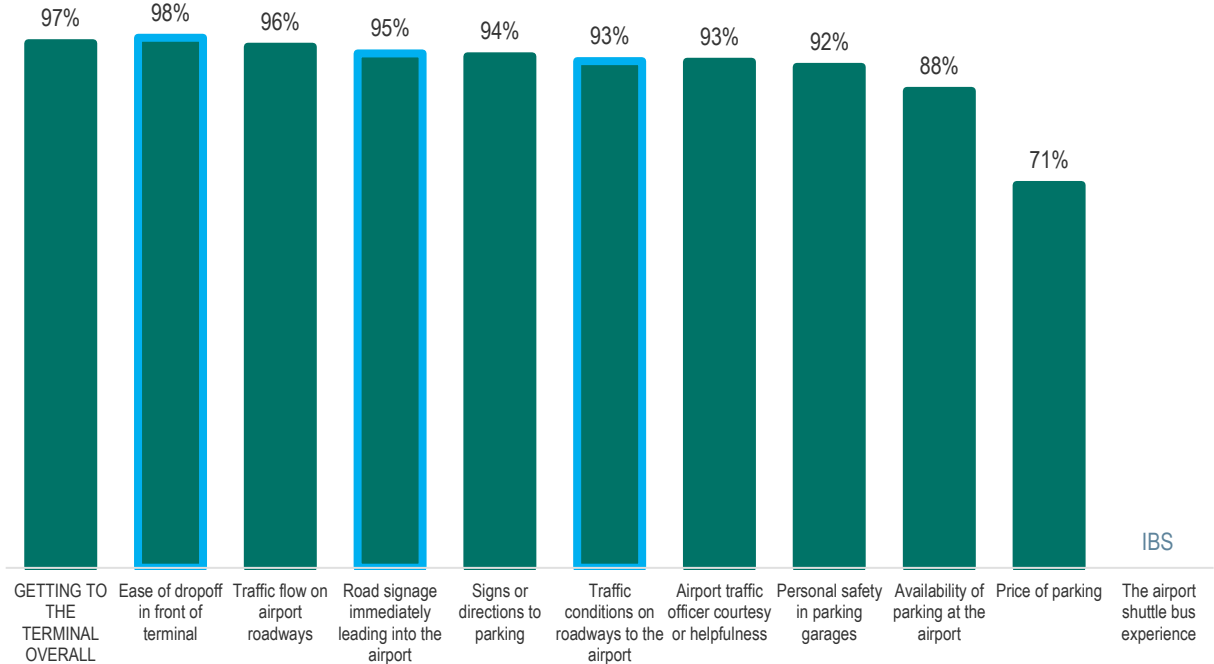
Business travelers were significantly more satisfied than leisure travelers with *Getting to the Terminal Overall*. There was no significant difference in satisfaction with Getting to the Airport among passengers in each concourse.

Q8. How would you rate these items dealing with getting to the terminal?



## Satisfaction with Getting to the Terminal

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)



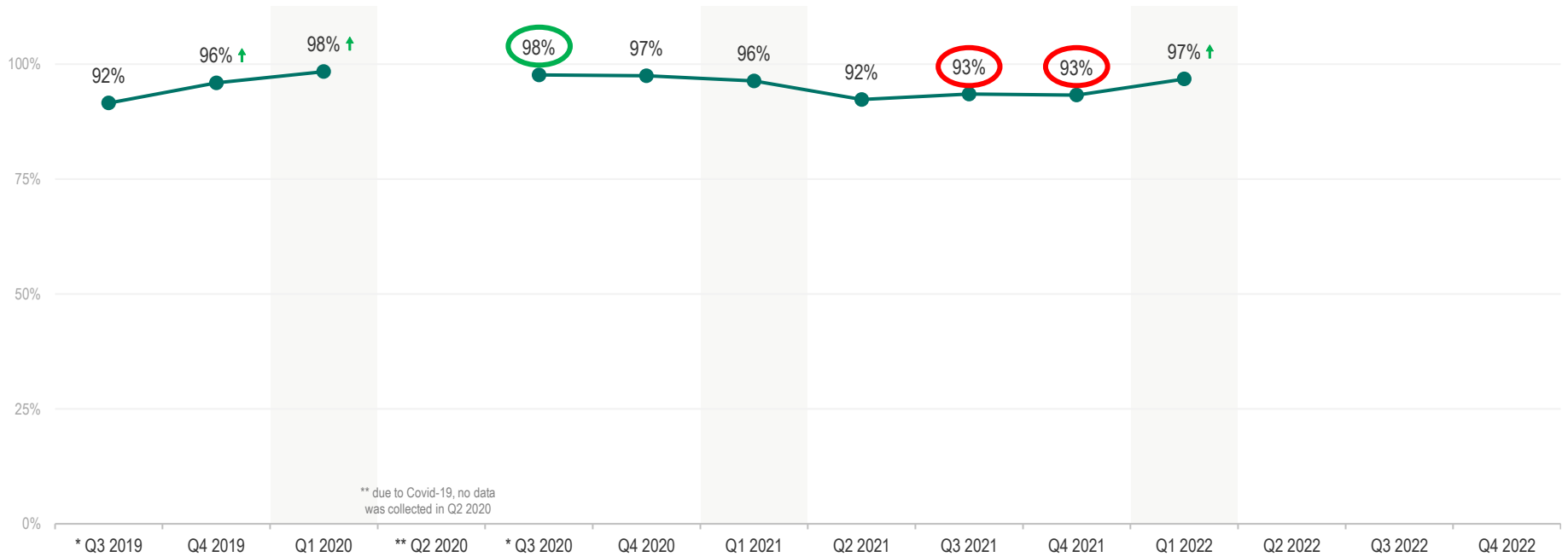
IBS = insufficient base size (n<30)

□ Top 3 Drivers of Satisfaction with Getting to the Terminal



# Satisfaction with Getting to the Terminal Overall – TRENDING

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)



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Q8. How would you rate these items dealing with getting to the terminal?

About seven in ten (68%) passengers surveyed arrived at the airport via *Personal car*. Of those, half (55%) were *Dropped off* and one third (37%) parked in *Daily parking*.

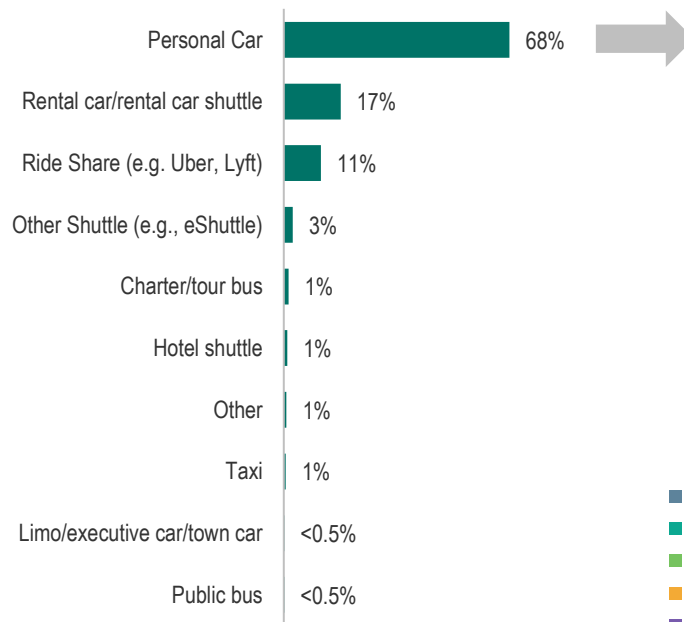


## Transportation to the Airport

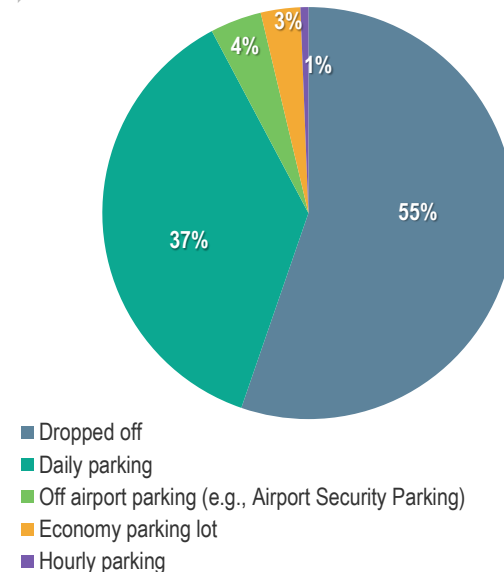
Among All Passengers Surveyed and Those Who Took Personal Car

More leisure travelers than business travelers arrived by *Personal car*, while more business travelers arrived by *Rental car/rental car shuttle* or by *Ride share*.  
More passengers in Concourse A and C than Concourse B arrived by *Personal car*.

### Transportation to Airport



### Where Parked



Q5. What were all the types of transportation you used to get to the airport and terminal today? & Q6. Where did you park?

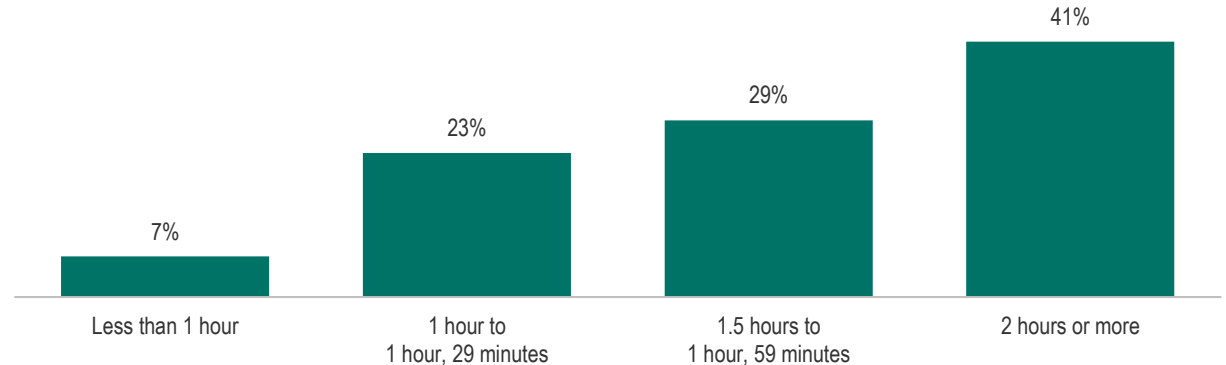
Passengers surveyed this year arrived at Birmingham-Shuttlesworth International Airport on average about an hour and forty-five minutes before the scheduled departure of their flight.



## Arrival Time Before Departure

Among All Passengers

Average: 104.0 minutes



There was no significant difference in arrival time between business and leisure travelers. Passengers in Concourse A reported arriving significantly longer before their flight time than passengers in Concourse C.

Q2. How many minutes before your flight did you get to our airport?

More than nine in ten passengers (97%) surveyed were satisfied with Check-In Overall.

Passengers were most satisfied with the *Ease of movement in ticket lobby*, *Condition and cleanliness of check-in area*, and the *Ease of finding check-in location*.

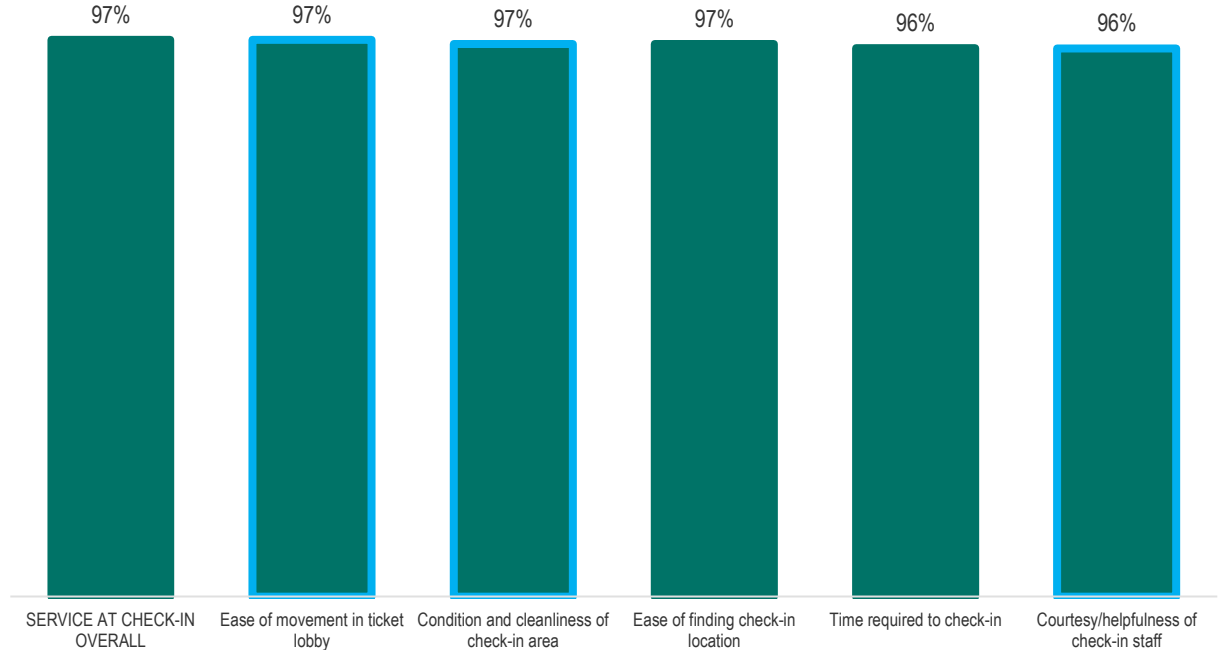
Business travelers were significantly more satisfied than leisure travelers with the *Courtesy/helpfulness of check-in staff*.

Passengers in Concourse A were significantly more satisfied than passengers in Concourse C with the *Ease of movement in ticket lobby*, *Courtesy/helpfulness of check-in staff*, and *Check-in Overall*.



## Satisfaction with Check-In

Among Passengers Who Checked In at the Airport, Top 2 Box (5=Very Satisfied/4)



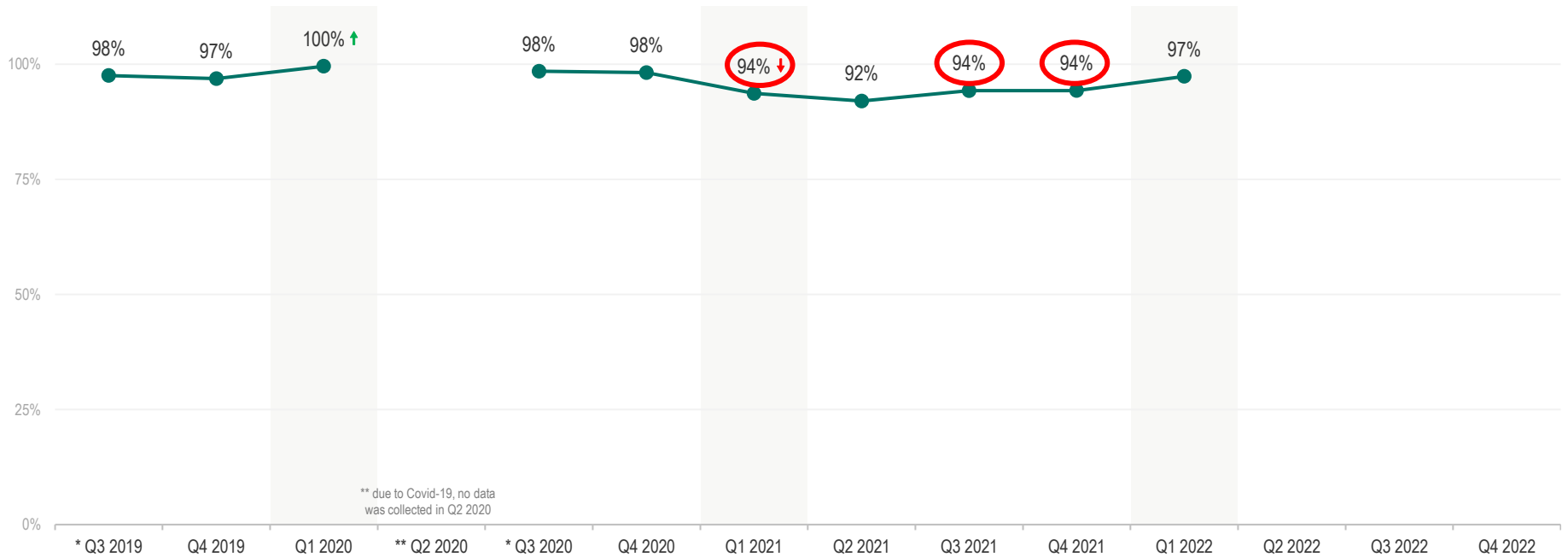
Top 3 Drivers of Satisfaction with Check-In

Q11. How would you rate these check-in items?



# Satisfaction with Check-In Overall – TRENDING

Among Passengers Who Checked In at the Airport, Top 2 Box (5=Very Satisfied/4)



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Q11. How would you rate these check-in items?



One third of passengers checked in at a *Main counter* (33%), and another third checked in on a *Mobile app* (33%).

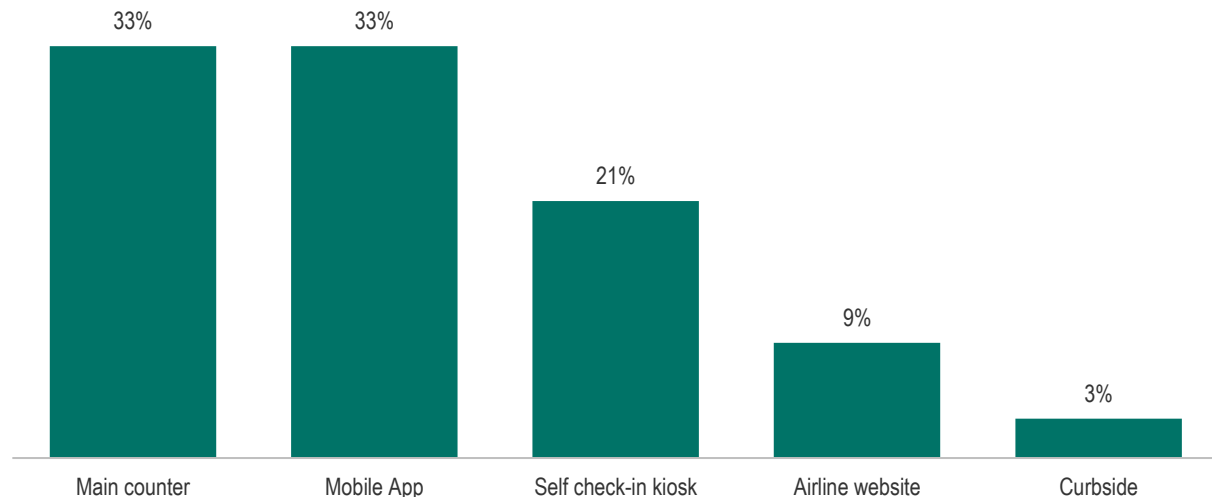
Significantly more business travelers than leisure travelers checked in on a *Mobile app*, while more leisure travelers checked in at a *Self check-in kiosk*.

More passengers in Concourse C than Concourse A and B used a *Self check-in kiosk* and significantly less checked in at a *Main counter*.



## Where Checked In

Among Passengers Who Checked In at the Airport



Q9. Where did you check-in today?

Passengers surveyed reported taking an average of about seven minutes to get their boarding pass when checking in at the airport.

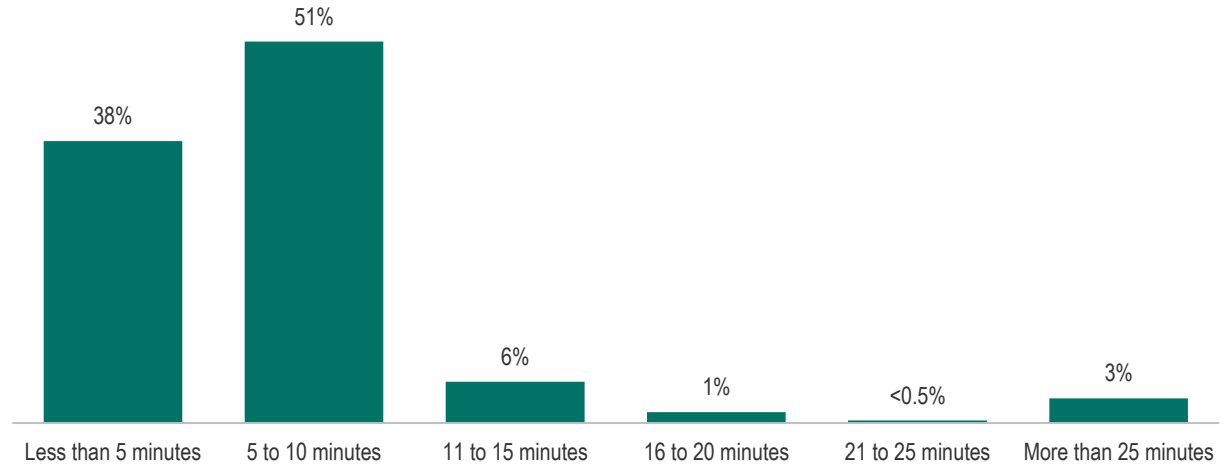


## Time Checking In

Among Passengers Who Checked In at the Airport

Leisure travelers reported taking significantly longer to get checked in than business travelers. There was no significant difference in reported check-in time between passengers in each concourse.

Average: 6.9 minutes



Q10. How many minutes did it take from the time you went to Check-In to receiving your boarding pass?

Nine in ten departing passengers (96%) surveyed were satisfied with their Overall Experience at Security.

Passengers were most satisfied with the *Ease of finding the security check point location*.

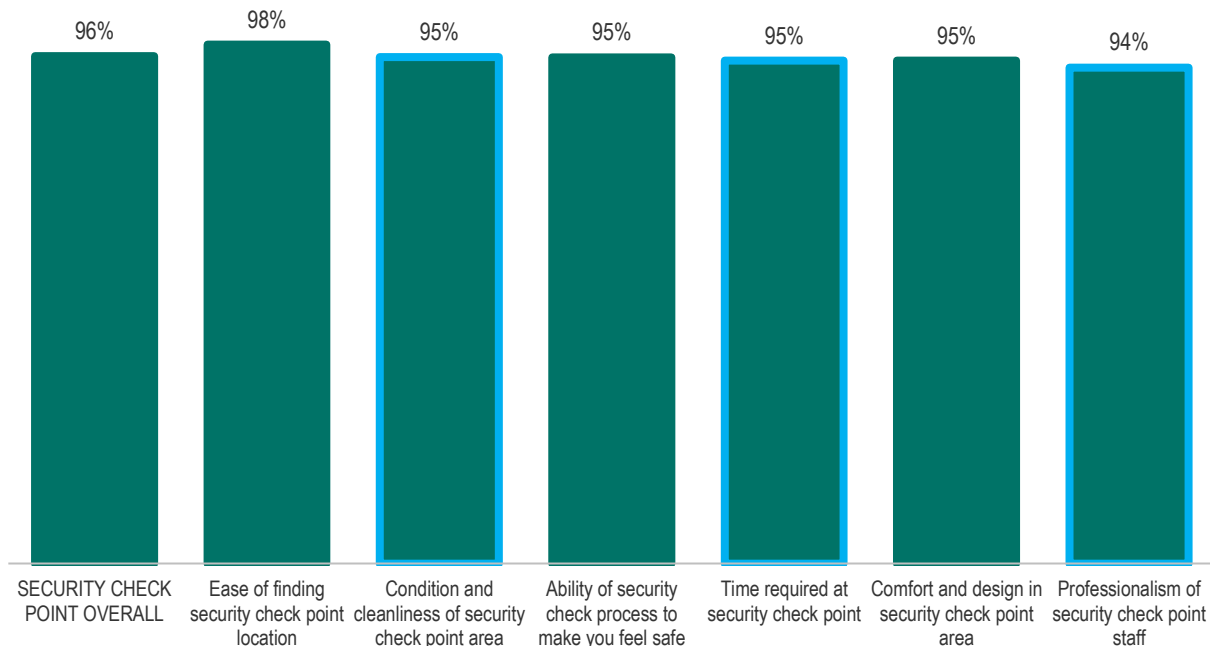
Business travelers were significantly more satisfied than leisure travelers with the *Professionalism of security check point staff*.

There were no significant differences in satisfaction with Security between passengers in each concourse.



## Satisfaction with Security

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)



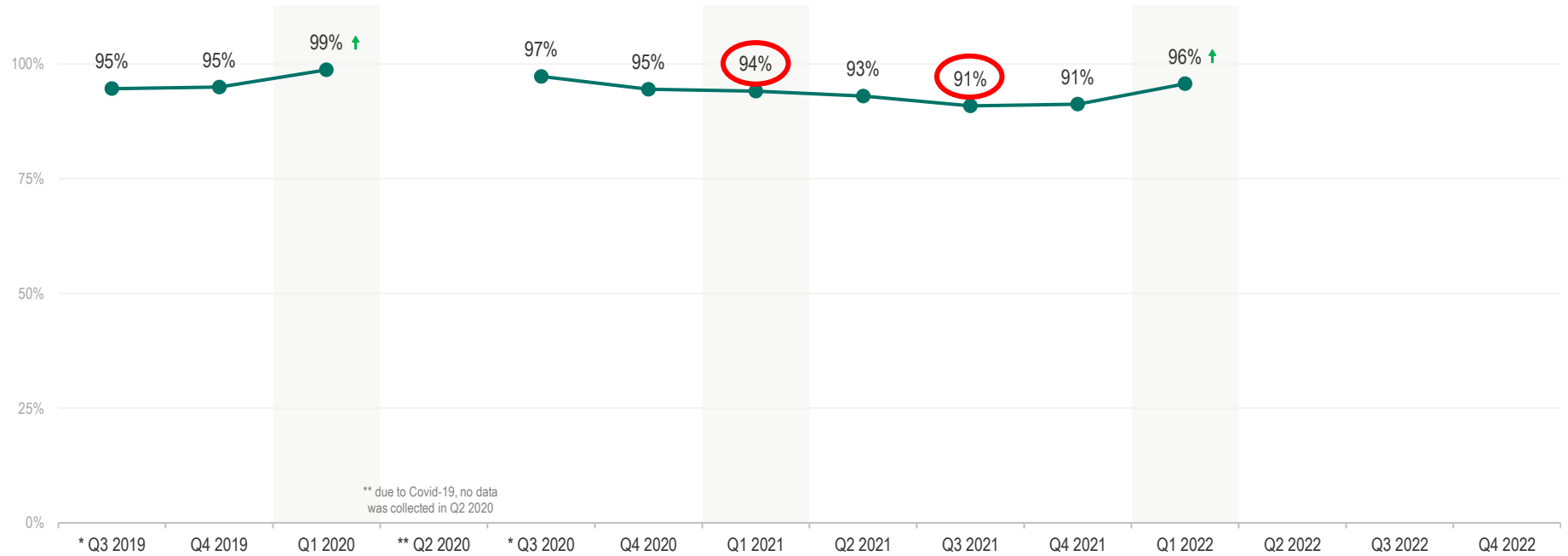
□ Top 3 Drivers of Satisfaction with Security

Q13. And how would you rate these security items?



# Satisfaction with Security Overall – TRENDING

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)



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\* Data does not reflect full quarter: Q3 '19 interviews conducted Aug 13-17; Q3 '20 conducted Sep 8-30 Q13. And how would you rate these security items?

Passengers surveyed reported that it took an average of eight minutes to get processed through the security checkpoint.

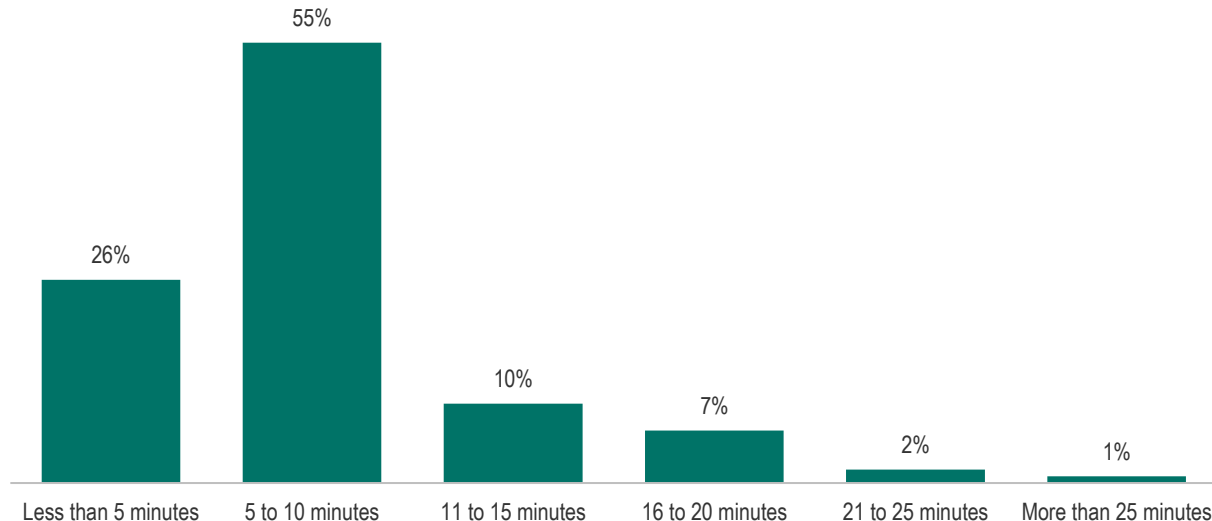


## Time Through Security

Among All Passengers Surveyed

Business travelers report taking significantly less time to get through security than leisure travelers. There was no significant difference in the average time through security between passengers in each concourse.

Average: 8.1 minutes



Q12. Once you got on line, how many minutes did it take you to get processed through a TSA checkpoint today?

More than nine in ten passengers (96%) surveyed were satisfied with Terminal Facilities Overall.

Passengers were most satisfied with the *Effectiveness of signage inside the terminal* and their feeling of *Personal safety in the terminal*.

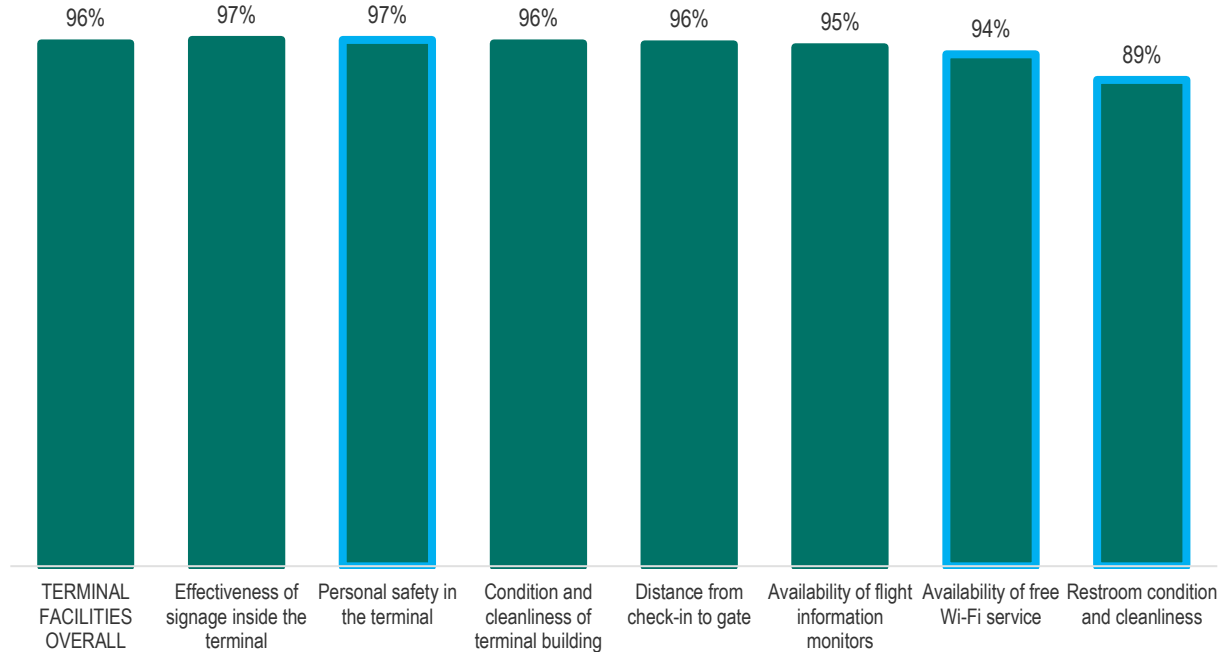
There are no significant differences in satisfaction with Terminal Facilities between business and leisure travelers. Passengers in Concourse A were significantly more satisfied than passengers in Concourse C with the *Availability of free Wi-Fi service*.

Q14. I would now like you to rate the terminal facilities.



## Satisfaction with Terminal Facilities

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)

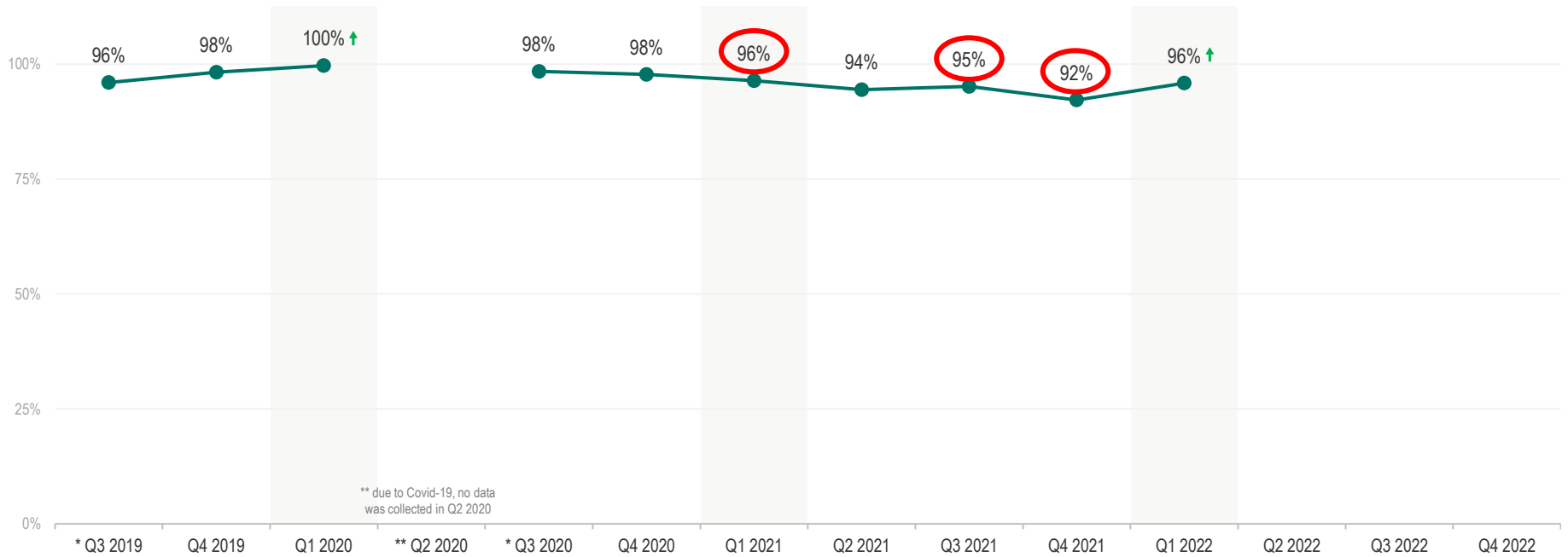


□ Top 3 Drivers of Satisfaction with Terminal Facilities



# Satisfaction with Terminal Facilities Overall – TRENDING

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)



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Eight in ten (79%) passengers surveyed were satisfied overall with Food & Beverage.

Passengers were most satisfied with the *Condition and cleanliness of food areas* and both *Courtesy & Speed of staff*.

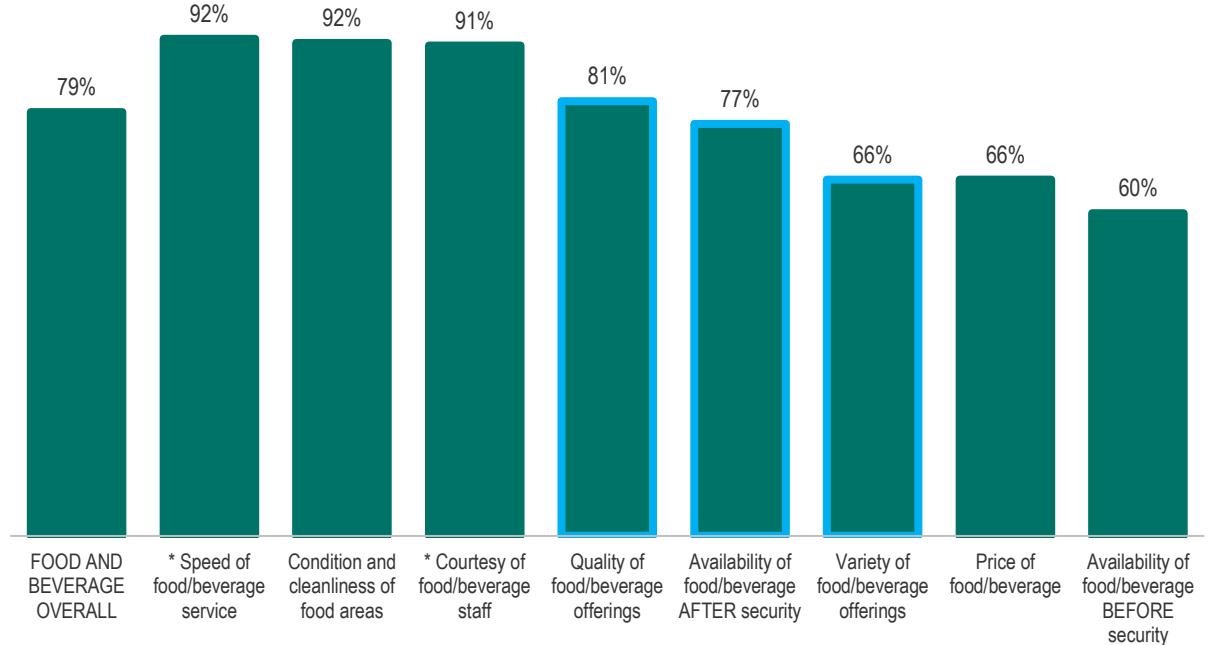
There were no significant differences in satisfaction with Food & Beverage between business and leisure travelers. Passengers in Concourse A were significantly more satisfied than passengers in Concourse B with the *Variety of offerings* and more satisfied than passengers in Concourse C with the *Price of food/beverage*. Passengers in both Concourses A and C were more satisfied than those in Concourse B with the *Availability of food/beverage BEFORE security*.

Q15. Whether or not you bought any food or beverages at the terminal today, please rate the following items. & Q16B. How would you rate...



## Satisfaction with Food & Beverage

Among All Passengers, Top 2 Box (5=Very Satisfied/4)



\* Among those who made a purchase

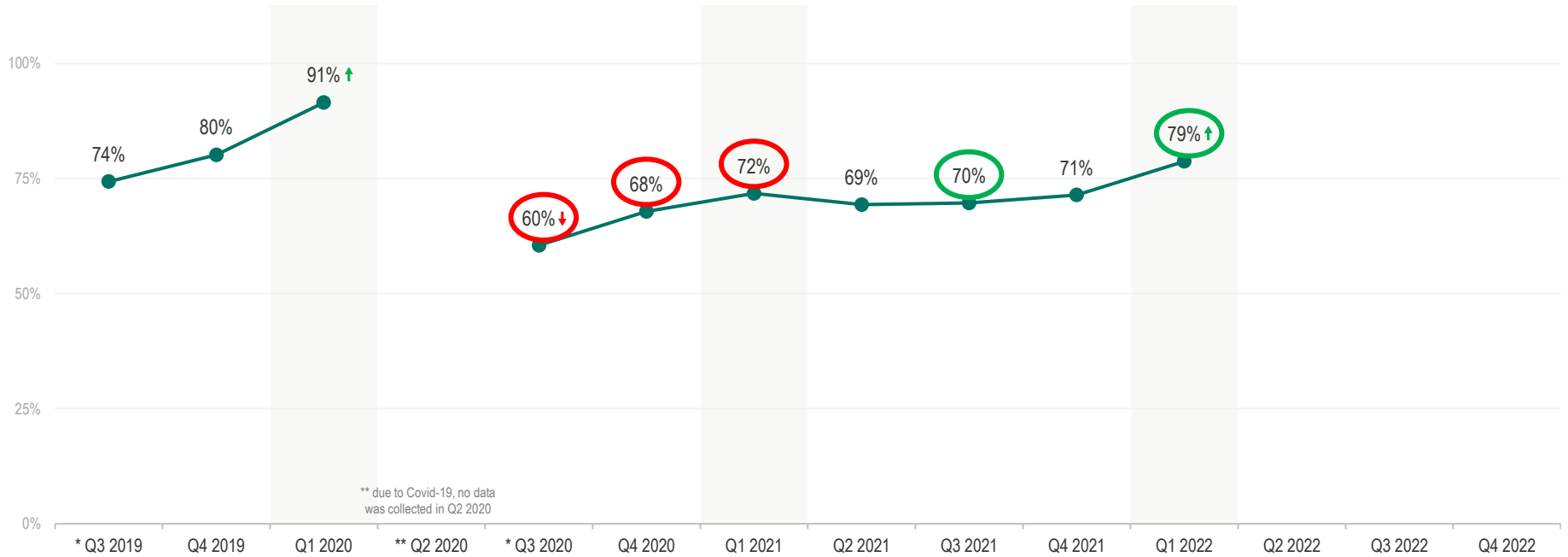
□ Top 3 Drivers of Satisfaction with Getting to the Terminal





# Satisfaction with Food & Beverage Overall – TRENDING

Among All Passengers, Top 2 Box (5=Very Satisfied/4)



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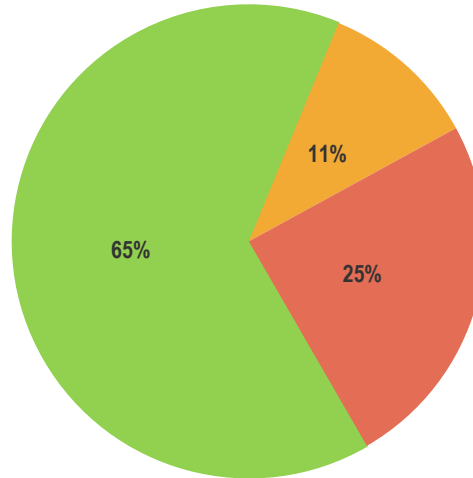
Q15. Whether or not you bought any food or beverages at the terminal today, please rate the following items. & Q16B. How would you rate...

Two thirds (66%) of departing passengers surveyed reported making a food and/or beverage purchase, while 11% considered making a purchase but chose not to. Passengers that made a food and/or beverage purchase spent an average of about \$20.



## Food & Beverage Purchases Among All Passengers

### Purchased Food/Beverage

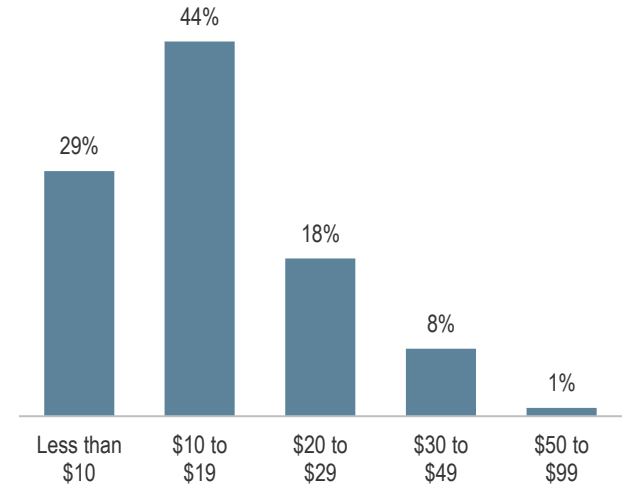


- Yes
- No, considered it but chose not to
- No, did not consider it

### Amount Spent on Food/Beverage

*Among those who made a purchase*

Average: \$19.80



There were no significant differences in food & beverage purchases between leisure and business travelers. Passengers in Concourse C reported spending significantly more on Food & Beverage than passengers in Concourse A.

Q16. Did you purchase any food and/or beverage in this terminal today? & Q16A. How much did you spend on food and beverage in this terminal today?

Three quarters (76%) of passengers surveyed were satisfied with Retail Overall.

Passengers were most satisfied with both the *Speed & Courtesy of retail staff* and *Condition and cleanliness of stores*.

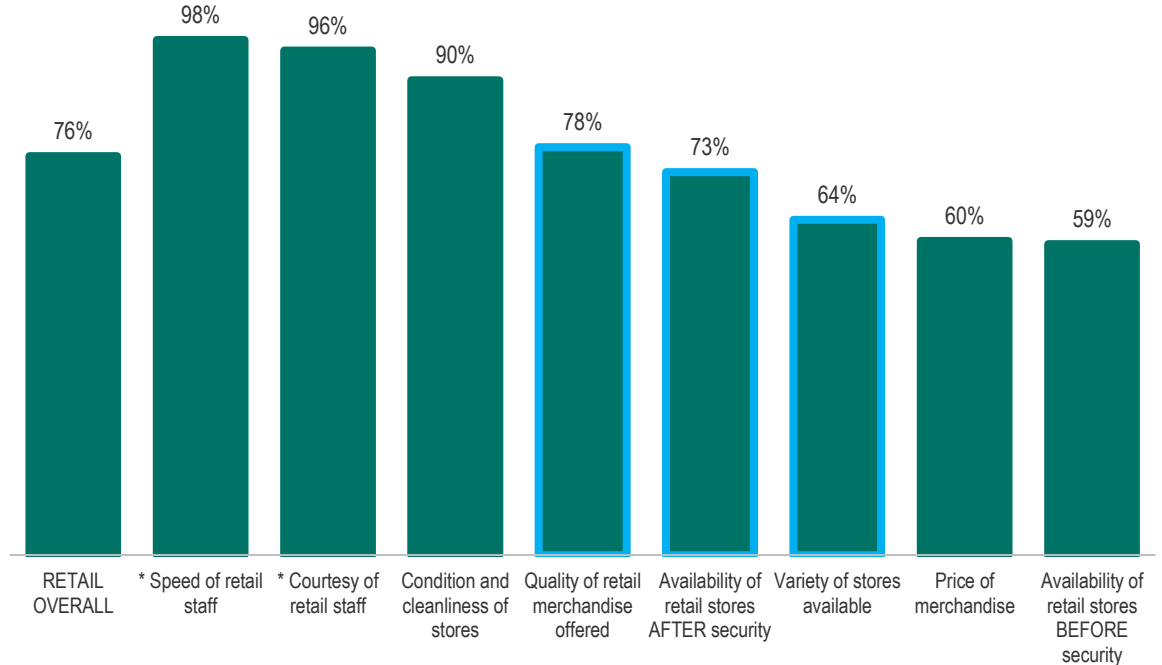
There were no significant differences in satisfaction with Retail between business and leisure travelers. Passengers in Concourses A and C were more satisfied than passengers in Concourse B with the *quality, availability, variety, and price of merchandise, as well as Retail Overall*.

Q17. Whether you bought anything or not, please rate the following items dealing with non-food shopping. & Q18B. How would you rate...



## Satisfaction with Retail

Among All Passengers, Top 2 Box (5=Very Satisfied/4)



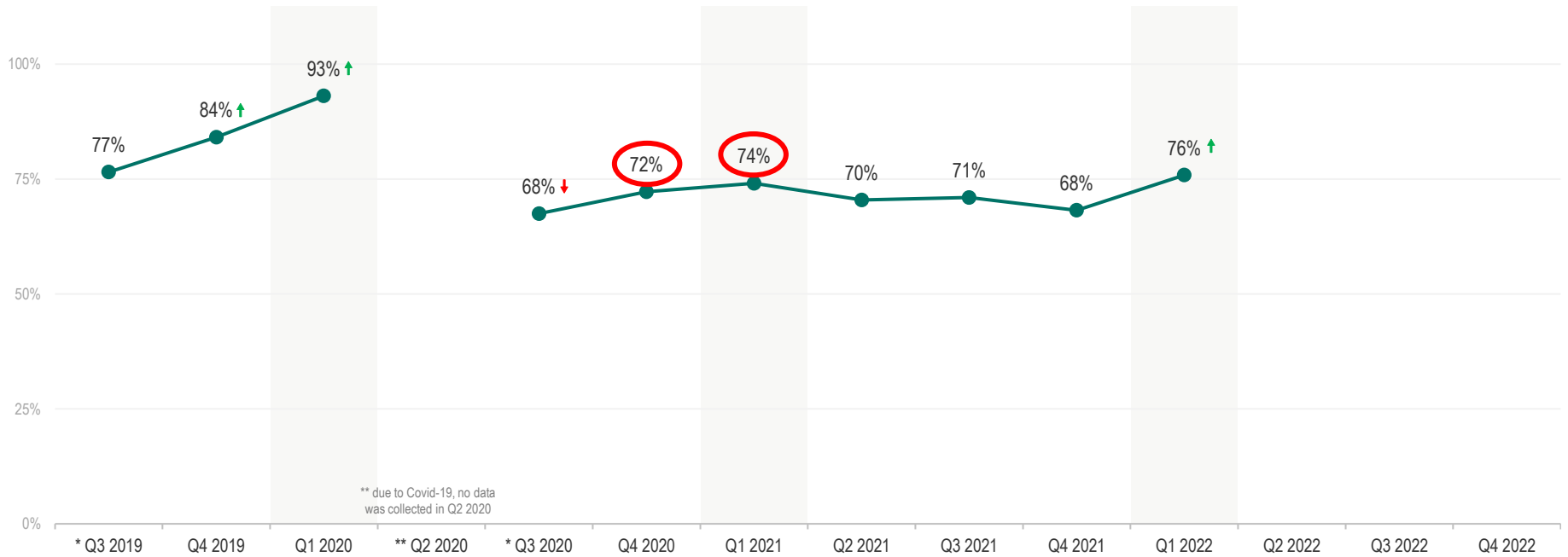
\* Among those who made a purchase

Top 3 Drivers of Satisfaction with Retail



# Satisfaction with Retail Overall – TRENDING

Among All Passengers, Top 2 Box (5=Very Satisfied/4)



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Q17. Whether you bought anything or not, please rate the following items dealing with non-food shopping. & Q18B. How would you rate...

One in ten passengers (11%) surveyed reported making a retail purchase; 12% considered it but chose not to.

Passengers that made a retail purchase reported spending an average of \$21.10.

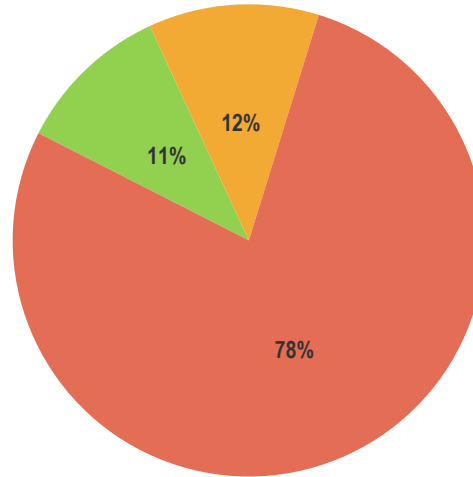


## Retail Purchases Among All Passengers

There were no significant differences in Retail purchases between business and leisure travelers. Significantly more passengers in Concourses B and C reported making a Retail purchase than passengers in Concourse A.

Q18. Did you purchase any non-food items in this terminal today? & Q18A. How much did you spend on non-food items in this terminal today?

### Purchased Retail

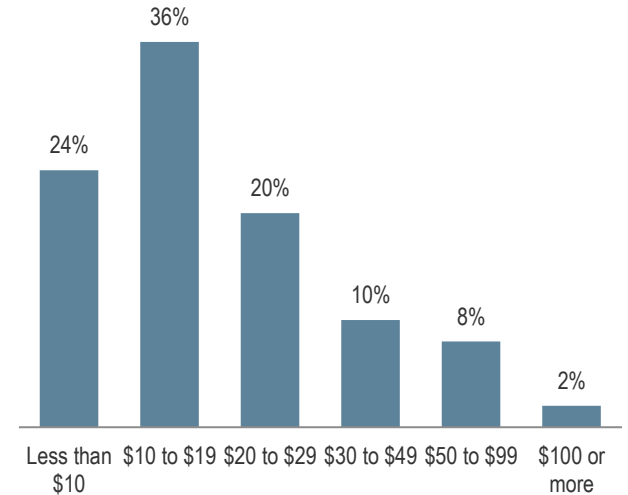


- Yes
- No, considered it but chose not to
- No, did not consider it

### Amount Spent on Retail \*\*

Among those who made a purchase

Average: \$21.10



\*\* Low base size (n<50)

Nine in ten departing passengers (91%) surveyed were satisfied with the Gate Area Overall.

Passengers were most satisfied with the *Lighting in the gate area* and *Courtesy/helpfulness of airline staff in gate area*.

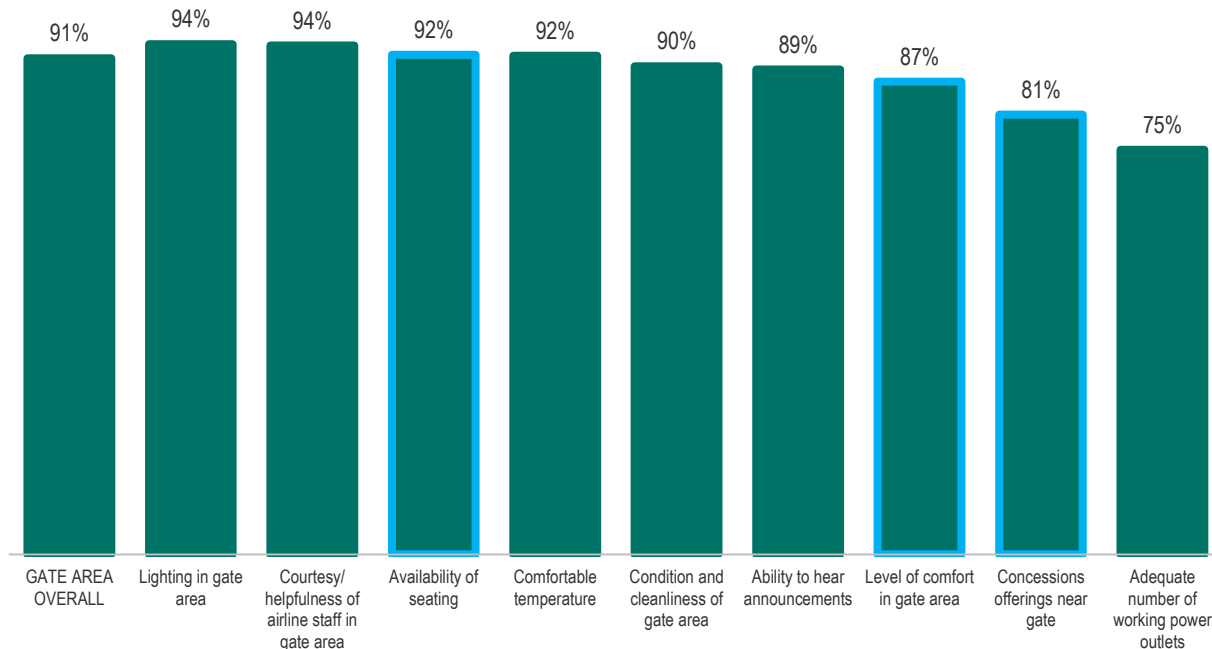
There were no significant differences in satisfaction with the Gate Area between business and leisure travelers. Passengers in Concourse A were significantly more satisfied than passengers in Concourse C with the *Lighting in gate area* and more satisfied than passengers in Concourse B with the *Condition and cleanliness of gate area*.

Q19. These next items are about the gate area. How would you rate...



## Satisfaction with Gate Area

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)

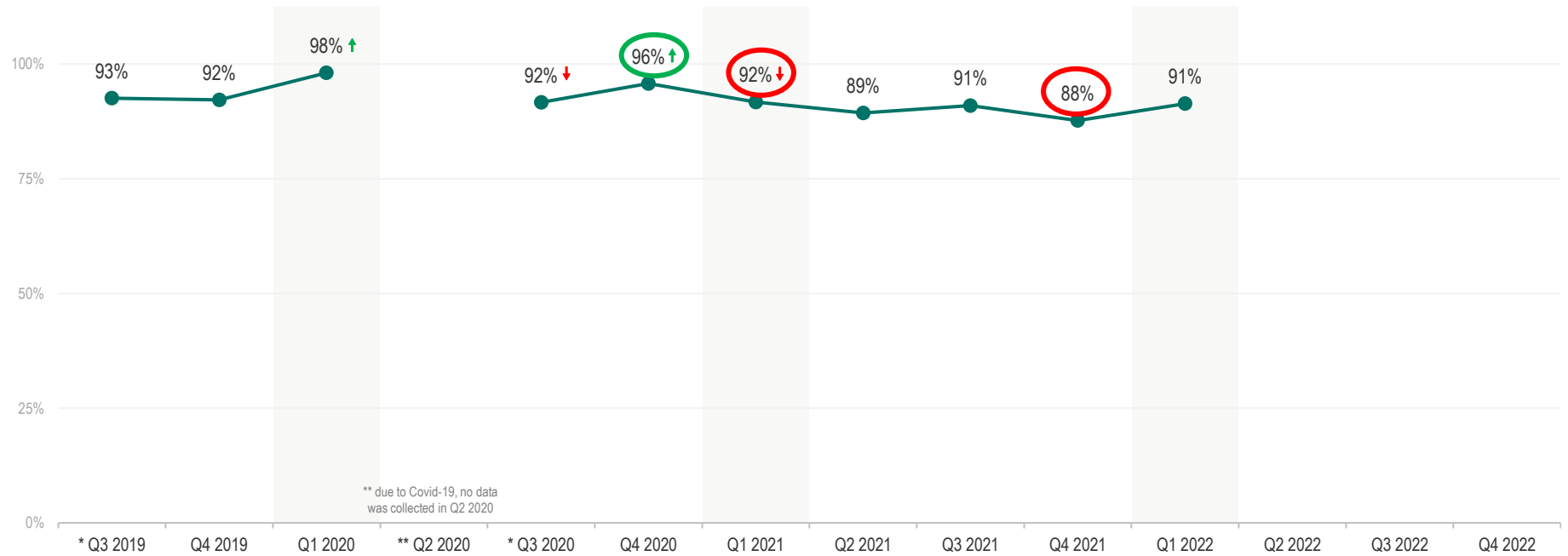


□ Top 3 Drivers of Satisfaction with Gate Area



# Satisfaction with Gate Area Overall – TRENDING

Among All Passengers Surveyed, Top 2 Box (5=Very Satisfied/4)



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\* Data does not reflect full quarter: Q3 '19 interviews conducted Aug 13-17; Q3 '20 conducted Sep 8-30 Q19. These next items are about the gate area. How would you rate...

Nine in ten departing passengers (89%) surveyed were satisfied with the Wi-Fi Service Overall.

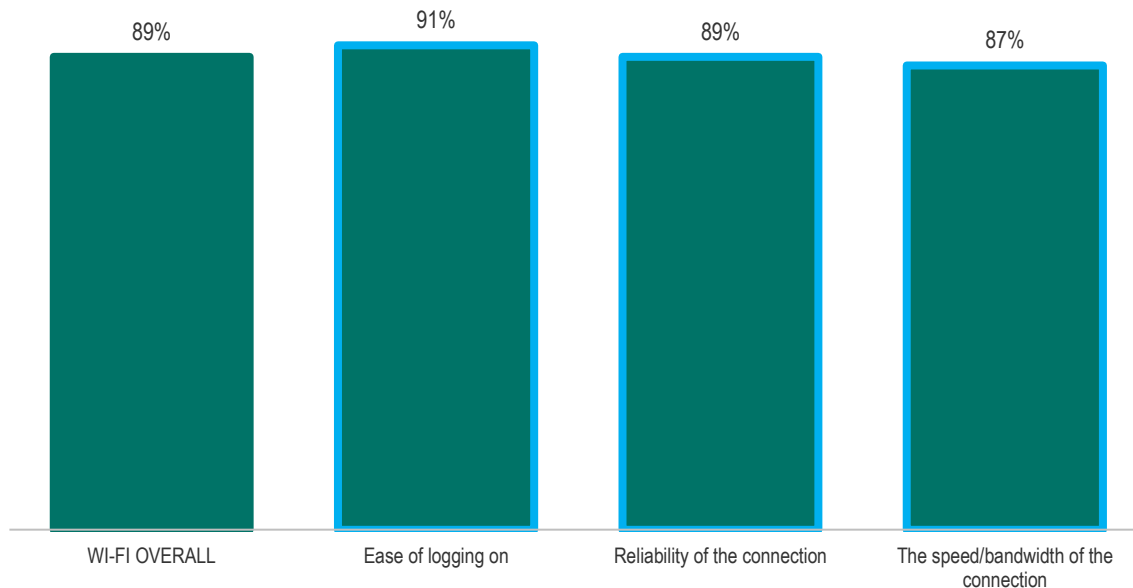
Passengers were most satisfied with the *Ease of logging on*.



## Satisfaction with Wi-Fi

Among Passengers Using Wi-Fi, Top 2 Box (5=Very Satisfied/4)

There were no significant differences in satisfaction with Wi-Fi between business and leisure travelers. Passengers in Concourse A were significantly more satisfied than passengers in Concourses B and C with all aspects of Wi-Fi.



□ Top 3 Drivers of Satisfaction with Wi-Fi

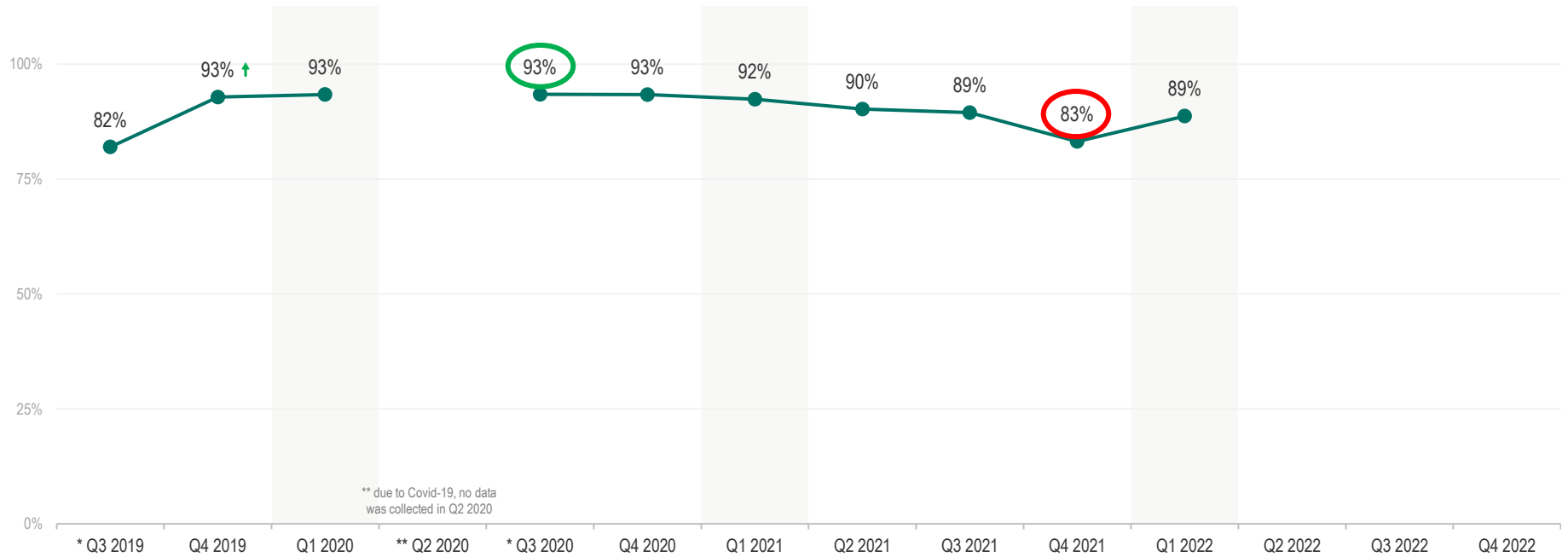
Q20C. Using the same 5-point scale, how would you rate the Wi-Fi for...





# Satisfaction with Wi-Fi Overall – TRENDING

Among Passengers Using Wi-Fi, Top 2 Box (5=Very Satisfied/4)



Air travel is seasonal; data is compared to the same quarter of the previous year, with significant differences at the 95% confidence level indicated by red (lower) or green (higher) circles  
Arrows indicate significant increase (↑) or decrease (↓) between the current and prior quarter

\* Data does not reflect full quarter: Q3 '19 interviews conducted Aug 13-17; Q3 '20 conducted Sep 8-30  
Q20C. Using the same 5-point scale, how would you rate the Wi-Fi for...

Four in ten (39%) passengers surveyed used the Wi-Fi service at Birmingham-Shuttlesworth International Airport. Of those, over nine in ten (95%) used the Wi-Fi at the gate.

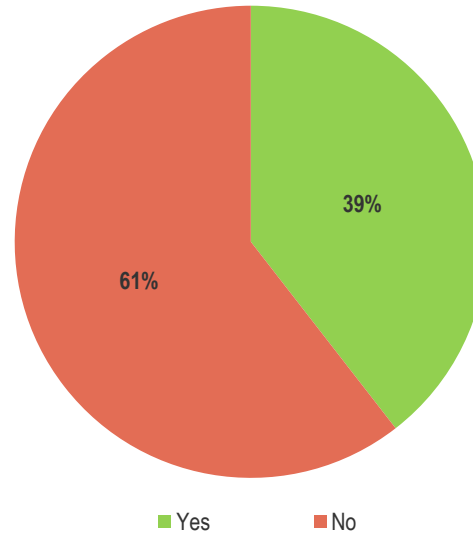
There were no significant difference in Wi-Fi usage between business and leisure travelers, nor between passengers in each concourse.



## Wi-Fi Use

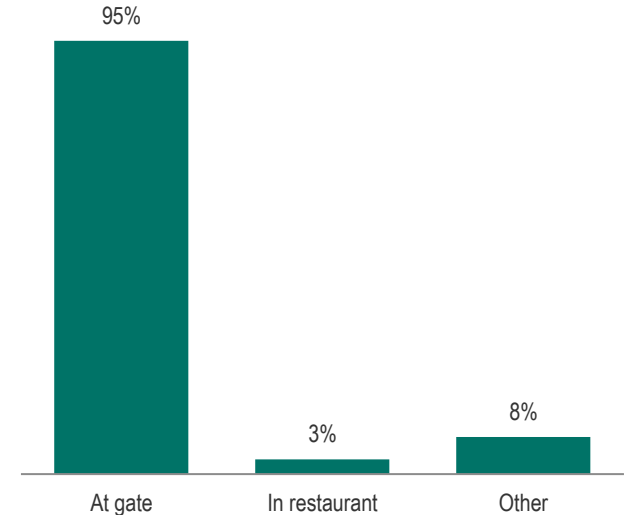
Among All Passengers Surveyed & Those Using Wi-Fi

### Used Wi-Fi Service



### Where Wi-Fi Used

Among those who used Wi-Fi



Q20A. Did you use Wi-Fi at the airport today? &  
Q20B. Where in the airport did you use Wi-Fi?

Passengers were asked to think of their most recent experience picking up checked bags.

Nine in ten (90%) passengers surveyed were satisfied with Baggage Delivery Overall.

Passengers were most satisfied with *Signs and directions to the baggage claim area* and the *Accuracy of receiving all baggage*.

There were no significant differences in satisfaction with Baggage Delivery between business and leisure travelers.

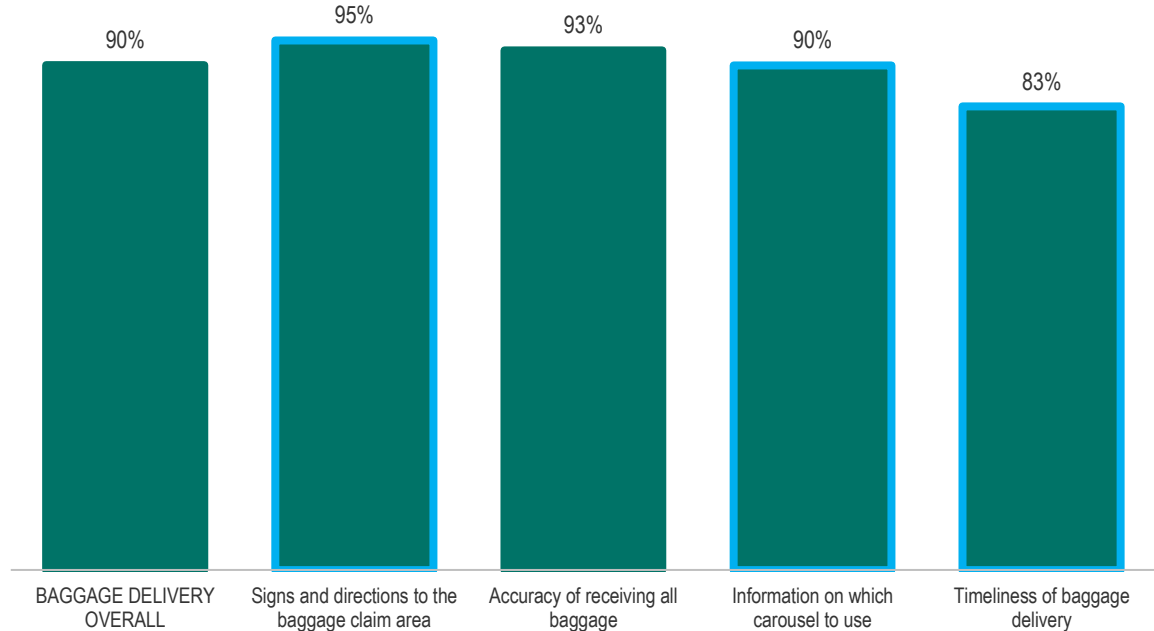
Passengers in Concourse A were significantly more satisfied than passengers in Concourse C with the *Signs and directions to the baggage claim area*.

Q24. This set of items deals with baggage delivery and leaving the terminal. How would you rate...



## Satisfaction with Baggage Delivery

Among Passengers Taking 1+ Round Trips through Airport in the Last 12 Months, Top 2 Box (5=Very Satisfied/4)

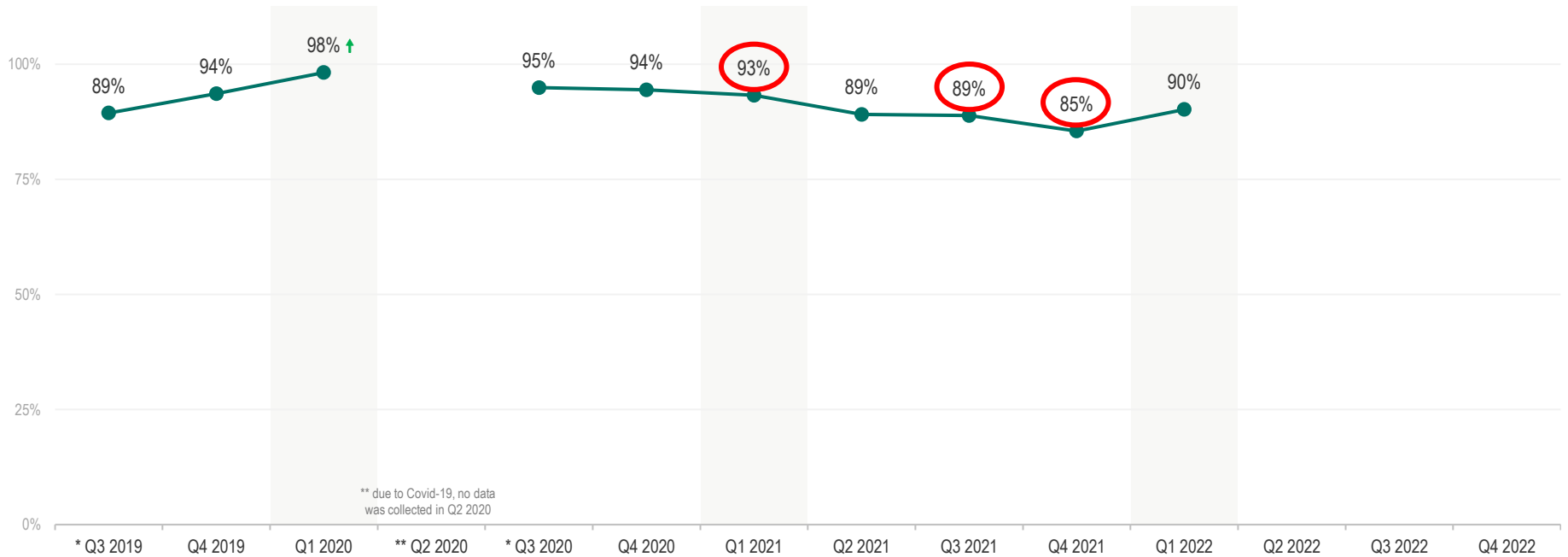


□ Top 3 Drivers of Satisfaction with Baggage Delivery



# Satisfaction with Baggage Delivery Overall – TRENDING

Among Passengers Taking 1+ Round Trips through Airport in the Last 12 Months, Top 2 Box (5=Very Satisfied/4)



\*\* due to Covid-19, no data was collected in Q2 2020

Air travel is seasonal; data is compared to the same quarter of the previous year, with significant differences at the 95% confidence level indicated by red (lower) or green (higher) circles. Arrows indicate significant increase (↑) or decrease (↓) between the current and prior quarter.

\* Data does not reflect full quarter: Q3 '19 interviews conducted Aug 13-17; Q3 '20 conducted Sep 8-30 Q24. This set of items deals with baggage delivery and leaving the terminal. How would you rate...

Passengers were asked to think of their most recent experience leaving the airport.

Nine in ten passengers (92%) surveyed were satisfied with Leaving the Terminal Overall.

Passengers were most satisfied with the *Ease of leaving airport grounds*.

Business travelers were significantly more satisfied than leisure travelers with the *Ease of getting to parked car*, *Parking lot employee courtesy*, and *Parking cost*.

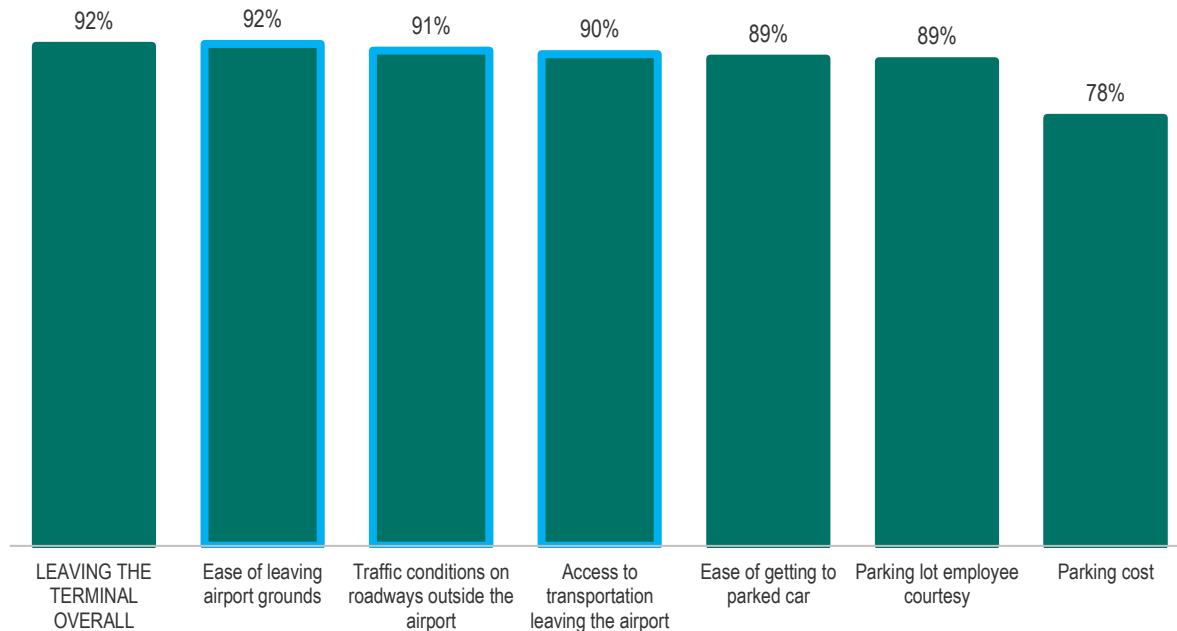
Passengers in Concourse A were significantly more satisfied than passengers in Concourse B with the *Ease of leaving airport grounds* and *Access to transportation leaving the airport*.

Q24. This set of items deals with baggage delivery and leaving the terminal. How would you rate...



## Satisfaction with Leaving the Terminal

Among Passengers Taking 1+ Round Trips through Airport in the Last 12 Months, Top 2 Box (5=Very Satisfied/4)

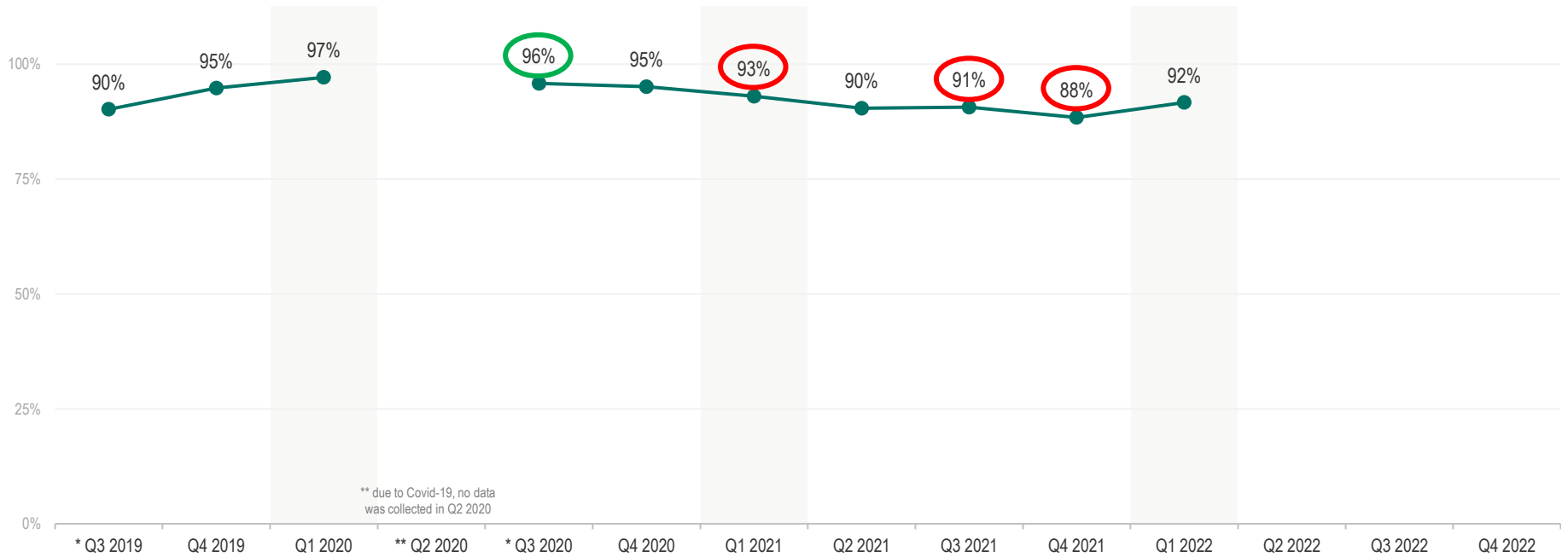


□ Top 3 Drivers of Satisfaction with Leaving the Terminal



# Satisfaction with Leaving the Terminal – TRENDING

Among Passengers Taking 1+ Round Trips through Airport in the Last 12 Months, Top 2 Box (5=Very Satisfied/4)



Air travel is seasonal; data is compared to the same quarter of the previous year, with significant differences at the 95% confidence level indicated by red (lower) or green (higher) circles. Arrows indicate significant increase (↑) or decrease (↓) between the current and prior quarter.

\* Data does not reflect full quarter: Q3 '19 interviews conducted Aug 13-17; Q3 '20 conducted Sep 8-30 Q24. This set of items deals with baggage delivery and leaving the terminal. How would you rate...



## Additional Findings



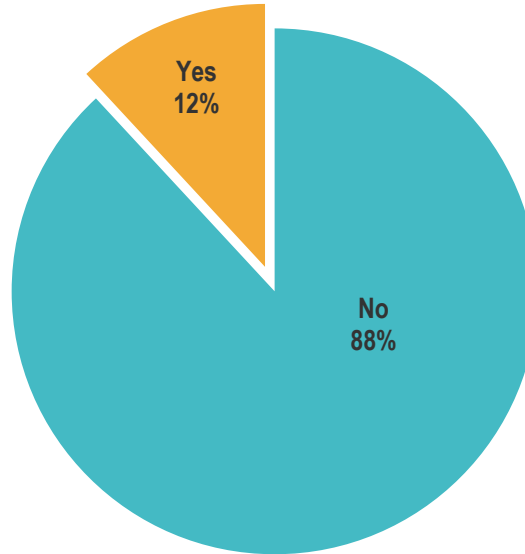
Twelve percent of passengers surveyed considered using another airport.

*Hartsfield-Jackson Atlanta International Airport* had the highest consideration among those that considered another airport.



## Considered Other Airports Among All Passengers Surveyed

### Considered Other Airport



### Airport Considered

*Among those who considered another airport*

Hartsfield Jackson Atlanta International Airport	46%
Huntsville International Carl T Jones Field	20%
Nashville International Airport	9%
Montgomery Regional (Dannelly Field) Airport	7%
All others (less than 5%)	21%

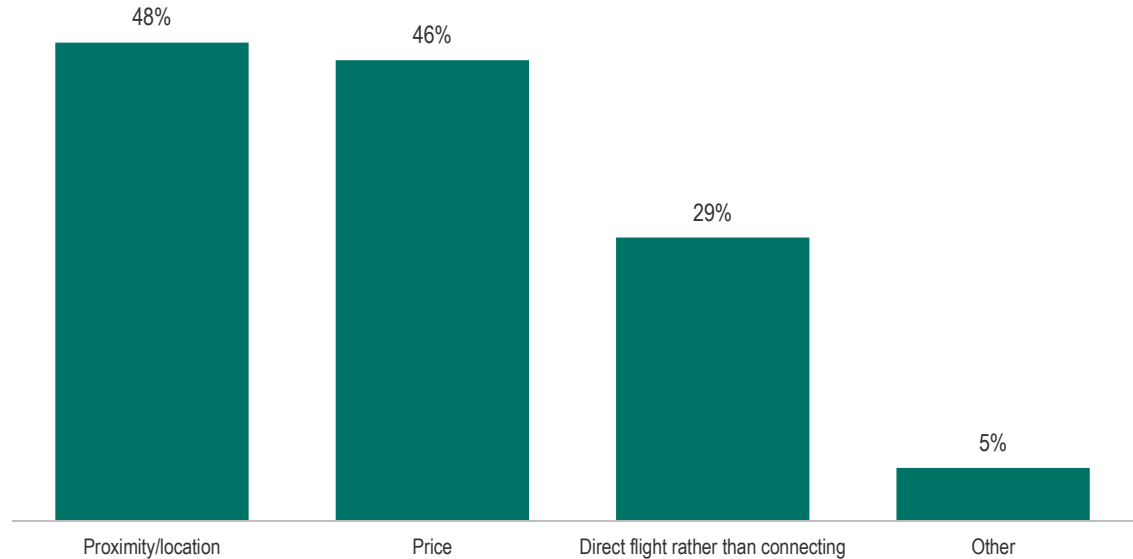
Q3. Did you consider using any other airport for this trip today? & Q3B. Which airport?



The most common reason cited by passengers who considered another airport is *Proximity/location* and *Price*.



## Reasons for Considering Another Airport Among Those Who Considered Another Airport



Q3A. Why did you consider using another airport?  
(Multiple responses allowed)



# Passenger Comments: Pain Points

Among All Passengers Surveyed

Passengers surveyed raised some pain points about their experience at BHM; a selection of comments is shown here.



## Gate Area / Terminal Facilities

*I did not see a single power outlet at the normal chairs.*

*I do a lot of travel for business. The power outlets available could use updating as many are loose and have difficulty holding the plugs securely.*

*One table and one wall outlet was all there were at Gate A6. There were none at the seats like in other airports.*

*Only few seating places have power outlets, none of which are in adequate locations.*

*There are NO outlets on the seats! There is only one seating area that has about 3 outlets but if you aren't sitting at the bench with them, you're out of luck.*

*There were about 4 chairs adjacent to outlets in my area which was extremely frustration, as I was not able to social distance.*

*Very few outlets available.*

*Wish there were more power outlets in the seating area of the gate (under the seats like other airports).*

*Chairs were not clean, were peeling, had foam coming out.*

*Lots of trash on seats and floor at gate c3 on a Sunday at 1:30. Seems like it should be a lot cleaner. Also, several of the seats are ripped or coming apart.*

*There's trash around the seats and the chairs are grimy.*



## Food And Beverage

*I would like to see more food options & variety of foods with later hours. Speed is a big barrier from getting food before a flight as well.*

*Not many options, most things closed.*

*I have food allergies, it's hard to eat anywhere here.*

*They were all closing at 5pm when I got to the airport.*

*Only food option was snack type prepackaged.*

*Seems to be only chicken & fried food places. Would like a faster healthier option, even if it is fast like a smoothie place.*

*There aren't many options for food and beverages compared to most airports, I never plan to eat at the Birmingham airport.*

*The people at Chick-fil-A were rude.*

*The woman at Chick-fil-A was rude and short with all of the customers.*

*Bottled drinks are way too expensive, more than twice of what you pay in grocery or convenience store.*

*Too expensive again. Bag of candy is 5 dollars when it would only be 1 dollar at target/Walmart.*

*The bagel was stale, the lettuce was stale, the overall taste was mediocre.*



## Retail

*Everything is closed except Hudson and the book selection is awful.*

*There are very few shopping options besides the standard magazine/snack store.*

*Prices of snacks and cold drinks are ridiculous.*

*Way too expensive.*

*Not a whole lot of variety. Mainly just see the Hudson stand.*

*The stores offered the same items, no variety at all.*



## Getting to / Leaving the Airport

*Hard to find a parking space available.*

*It's too expensive, there should be long term parking.*

*More expensive than other airports.*



## Baggage

*I've had multiple bags lost.*

*It takes too long to get bags on the carousel.*

*Always takes so long to get bags once land whether busy or not.*

Asked for up to 5 randomly selected items passenger gave a rating of a 1 or 2 Q22. Earlier for [item] you gave a rating of [1 or 2]. Why did you give this rating?

# Demographics

	Q1 2022	Concourse A	Concourse B	Concourse C	Business	Leisure
<i>Base size</i>	471	144	113	214	163	308
<b>Q1. Purpose of Trip</b>						
Leisure/Vacation/Visiting friends/relatives	60%	50%	50%	71% AB	-	91%
School-Related	3%	6% C	3%	2%	-	5%
Other	2%	1%	1%	4%	-	4%
Business	25%	33% C	36% C	14%	73%	-
Both Business/Non-Business	7%	8%	5%	8%	21%	-
Military	2%	2%	4% C	0%	6%	-
<b>Q30. Gender</b>						
Male	41%	47% C	47% C	35%	60%	32%
Female	59%	53%	53%	65% AB	40%	68%
<b>Q25. Region of Residence</b>						
Northeast	7%	15%	10%	0%	6%	7%
Midwest	6%	9%	6%	5%	13%	3%
South	76%	73%	71%	82% AB	71%	79%
West	10%	4%	13% A	13% A	10%	10%
International						
Q26. Average Age	43.4	42.1	44.3	43.7	44.7	42.7
Q27. Average HH Income (in \$000)	120.0	124.4	137.8 C	106.6	143.1	107.6
Q7A. Average Checked Bags (1+)	2.0	1.7	1.6	2.2 AB	1.5	2.2
Q7B. Average Carry-On Items (1+)	2.0	1.9	2.0	2.1	1.7	2.2
Q7C. Average People in Travel Party	1.7	1.5	1.4	2.0 AB	1.3	1.9
Q23. Avg. Round Trips Through BHM P12 Mo. (0+)	3.6	3.6	4.3	3.3	4.5	3.1

Green highlighting and letters indicate significant higher value at the 95% confidence level; Some numbers may not add to 100% due to rounding

*Thank you!*

Phoenix Marketing International  
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