2015 North America Airport Satisfaction Study
The airport can be a stressful experience for many travelers. But some airports now provide passengers with a consistently efficient and welcoming experience. It is critical that airport stakeholders understand how to enable passengers to interact with the infrastructure around them and then shape the entire customer experience to be as easy, pleasant, and rewarding as possible: from getting to the airport, to going through security, shopping and eating in the terminal, and getting to the gate.

The Solution

The J.D. Power 2015 North America Airport Satisfaction Study™ measures passengers’ satisfaction with their airport experience among large- and medium-size hub airports in the United States and Canada. The study provides actionable insights that can support industry stakeholders in improving their performance and passengers’ overall airport experience. Objectives of the study include:

- Quantifying the factors that drive overall satisfaction among North American air travelers
- Establishing the relative importance of each factor to overall satisfaction
- Determining the performance of large- and medium-size hub airports in North America
- Identifying areas of strength and weakness for each North American hub examined
- Comparing the passenger experience with North American airports to those at international airports

How It Works

Sampling

U.S. and Canadian airports are grouped in two segments, based on annual passenger volume:

- Large: 7 million or more passenger enplanements per year
- Medium: 1.9 million to 7 million passenger enplanements per year

A minimum of 19,000 online surveys with North American air travelers will be conducted in October 2015. Survey respondent data will capture travel experiences within the past 3 months. The study will also collect responses from an additional 2,500 North American travelers who have flown to international destinations recently. These responses will be available as benchmarks to compare North American airports with the busiest global airports.

Refer to the Appendix to see a list of airports profiled in the study.
J.D. Power Index
Based on data obtained from the survey, an index is created that quantifies the impact that the factors and the attributes within them have on customer satisfaction. Specifically, the relative weight that each attribute contributes to the factor index is first calculated, followed by calculating the relative weight each factor contributes to the overall satisfaction index. The results of those calculations are used to predict overall satisfaction based on a weighted sum of the factors, which constitutes the overall index.

Award Criteria
For an airport to be award eligible, it must have a minimum of 100 completed surveys. The highest-ranked large- and medium-size hub airports will receive a trophy. Award recipients that subscribe to the study will have the opportunity to publicly leverage this award through J.D. Power’s award licensing program.

Leveraging J.D. Power Data to Better Understand Competitive Position

Satisfaction Drivers
The North America Airport Satisfaction Study Index groups the passenger experience into seven factors:

- **Airport Accessibility** – Getting to the airport / leaving the airport
- **Check-In/Baggage Check** (as applicable)
- **Security Check**
- **Retail Services** (shopping, food, and entertainment)
- **Terminal Facilities** (signage, restrooms, lounges, gate areas)
- **Baggage Claim** (as applicable)
- **Immigration/Customs** (as applicable)
Industry Best Practices

Key Performance Indicators (KPIs)—or best practices—and diagnostics provide in-depth analyses of customer needs and preferences at each service “moment of truth” by identifying the top service practices. This information has proven to be invaluable in helping companies prioritize strategies that target the areas most important to customers.

KPIs are individual diagnostic items that have the most significant relationship with a passenger’s airport overall experience. The KPI break point is the specific point at which satisfaction significantly improves, and indicates a best practice.

Subscription Details

The 2015 North America Airport Satisfaction Study provides access to the insights and tools needed to gain a comprehensive, in-depth understanding of how your airport is performing and to identify critical areas needing improvement. Study deliverables include:

- An analyst briefing that provides insights into key industry trends and study findings, allowing your airport to maximize performance and create a highly satisfying passenger experience
- New online dashboard analytic tool
  - Active dashboard: Data elements in the dashboard may include such items as key charts and tables that highlight KPIs, rankings, verbatim reports, text analytics, broadcast messages that have been shared, presentations, or other user-uploaded documents of interest; dashboards can be customized to contain only the information that is critical for each user; expandable toolbar allows users to easily conduct ad hoc analyses and develop custom alerts and reports
  - Performance analysis: Custom cross-tabulation capability allows users to easily view key metrics against multiple points of reference, enabling users to conveniently perform root-cause analyses
  - Verbatim comments: Full search functionality allows rapid access to verbatims of interest
- Industry detailed findings: Competitive performance overview by factor
- Access to a personalized competitive data set allowing you to see how your airport stacks up against competitors, the industry, and the highest performers across the seven study factors at both the national and international level
  - SPSS File
  - Access to mTABWeb®, which is a complete, turnkey software solution for data analysis
- An on-site executive presentation with management insights, which include customized strategic recommendations, study results, ongoing best practices, and analyses of high-performing airports
About J.D. Power

J.D. Power is a global marketing information services company providing performance improvement, social media, and customer satisfaction insights and solutions. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. Headquartered in Westlake Village, California, J.D. Power has offices in North/South America, Europe, and Asia Pacific. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit jdpower.com/ratings. J.D. Power is a business unit of McGraw Hill Financial.

For more information, please contact:
Enrique Genao at 248-229-4366 or at Enrique.Genao@jdpa.com
Brian Lawrence at 732-637-3723 or at Brian.Lawrence@jdpa.com
Tim Fox at 248-267-6800 or at Tim.Fox@jdpa.com

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APPENDIX: Profiled Brands

2015 North America Airport Satisfaction Study

Large hub airports

- Baltimore-Washington International Thurgood Marshall Airport-BWI
- Charlotte/Douglas International Airport-CLT
- Chicago Midway International Airport-MDW
- Dallas/Fort Worth International Airport-DFW
- Denver International Airport-DEN
- Detroit Metropolitan Wayne County Airport-DTW
- Fort Lauderdale-Hollywood International Airport-FLL
- George Bush Intercontinental Airport-IAH
- Hartsfield-Jackson Atlanta International Airport-ATL
- Honolulu International Airport-HNL
- John F Kennedy International Airport-JFK
- LaGuardia Airport-LGA
- Logan International Airport-BOS
- Los Angeles International Airport-LAX
- McCarran International Airport-LAS
- Miami International Airport-MIA
- Minneapolis-Saint Paul International Airport/Wold-Chamberlain-MSP
- Newark Liberty International Airport-EWR
- O‘Hare International Airport-ORD
- Orlando International Airport-MCO
- Philadelphia International Airport-PHL
- Phoenix Sky Harbor International Airport-PHX
- Portland International Airport-PDX
- Ronald Reagan Washington National Airport-DCA
- Salt Lake City International Airport-SLC
- San Diego International Airport-SAN
- San Francisco International Airport-SFO
- Seattle-Tacoma International Airport-SEA
- Tampa International Airport-TPA
- Washington Dulles International Airport-IAD
- Toronto Pearson International Airport-YZ

International airports

-as benchmark to U.S. airports-

- Adolfo Suarez Madrid–Barajas Airport-MAD
- Amsterdam Schiphol Airport-AMS
- Atatürk International Airport-IST
- Auckland Airport-AKL
- Beijing Capital International Airport-PEK
- Ben Gurion Airport-TLV
- Benito Juarez International Airport-MEX
- Brussels Airport-BRU
- Cairo International Airport -CAI
- Cancún International Airport-CUN
- Cape Town International Airport-CPT
- Chhatrapati Shivaji International Airport-BOM
- Comodoro Arturo Merino Benitez International Airport-SCL
- Doha International Airport-DOH
- Dubai International Airport-DXB
- Dublin Airport -DUB
- Düsseldorf Airport-DUS
- El Dorado International Airport-BOG
- Fiumicino – Leonardo da Vinci International Airport-FCO
- Flughafen Zurich Airport-ZRH
- Frankfurt Airport-FRA
- Galeão–Antonio Carlos Jobim International Airport-GIG
- Gatwick Airport-LGW
- Guarulhos–Governador André Franco Montoro International Airport-GRU
- Heathrow Airport-LHR
- Hong Kong International Airport-HKG
- Incheon International Airport-ICN
- Indira Gandhi International Airport-DEL
- Jorge Chávez International Airport-LIM
- Juan Santamaria International Airport-SJC
- Kansai International Airport-KIX
- King Abdulaziz International Airport-JED
- Kuala Lumpur International Airport-KUL
- Las Américas International Airport-SVO
- Licenciado Gustavo Díaz Ordaz International Airport-PVR
- Los Cabos International Airport-SJD
- Lyon–Saint-Exupéry International Airport-LYS
- Manchester Airport-MAN
- Marrakesh Menara Airport-RAK
- Miguel Hidalgo y Costilla Guadalajara International Airport-GDL
- Milan–Malpensa Airport-MXP
- Ministro Pistarini International Airport-EZE
- Monseñor Óscar Arnulfo Romero International Airport-SAL
- Munich Airport-MUC
- Narita International Airport-NRT
- Ninoy Aquino International Airport-MNL
- Paris Charles de Gaulle Airport-CDG
- Pulkovo Airport-LED
- Punta Cana International Airport-PUJ
- Queen Beatrix International Airport-AUA
- R. Tambo International Airport-JNB
- Sangster International Airport-MBJ
- Shanghai Pudong International Airport-PVG
- Sheremetyevo International Airport-SVO
- Simón Bolívar International Airport-CCS
- Singapore Changi Airport-SIN
- Sydney Airport-SYD
- Taiwan Taoyuan International Airport-TPE
- Tocumen International Airport-PTY

Medium hub airports

- Albuquerque International Sunport-ABQ
- Austin-Bergstrom International Airport-AUS
- Bob Hope Airport-BUR
- Bradley International Airport-BDL
- Buffalo Niagara International Airport-BUF
- Cincinnati/Northern Kentucky International Airport-CVG
- Cleveland Hopkins International Airport-CLE