
Airport Service Quality *Survey*

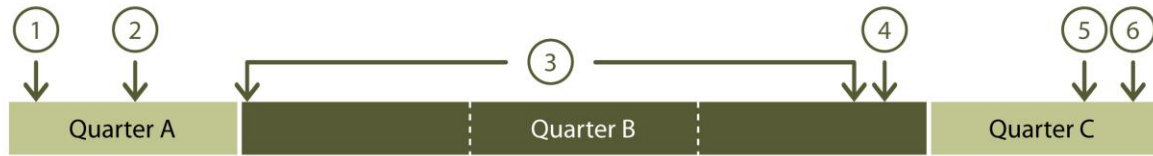
Programme Rules and Guidelines

2013 Edition

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ASQ Process Overview & Important Information



- ① Airports receive questionnaires & sample plan
- ② Review sample plan & fieldwork planning
- ③ ASQ Survey fieldwork

- ④ Deadline for returning questionnaires to Consumerdata
- ⑤ ASQ quarterly reports sent to participants
- ⑥ ASQ sample check sent to participants

Important Dates

Sample plans provided in:

- ✓ September 2012 (Q4 12 & Q1 2013)
- ✓ March 2013 (Q2 & Q3 2013)
- ✓ September 2013 (Q4 13 & Q1 2014)

Deadlines for returning questionnaires:

- ✓ **Q1:** 15th March 2013
- ✓ **Q2:** 14th June 2013
- ✓ **Q3:** 13th September 2013
- ✓ **Q4:** 13th December 2013

Questionnaire Return Address

CONSUMERDATA LTD.,
3 Armley Court,
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LS 12 2 LB
UNITED KINGDOM

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ASQ FIELDWORK GUIDELINES 2013

1.0 Planning Your Fieldwork

The goal of the ASQ methodology is that the survey should accurately represent the airport experience. To this end, airport staff should not be pre-warned that the survey is going to take place (although it may be necessary to inform staff working at the gate). The days and flights selected for surveying should not be cancelled or postponed except in the case of a major emergency as all airports have bad as well as good days and the ASQ survey aims to provide a true reflection of the airport experience.

The basis for planning your fieldwork is the sample plan which is provided for each calendar quarter. Sample plans are an important part of the ASQ programme as they guarantee that the collected sample is representative of the airport's traffic mix. The key to your fieldwork planning is to first identify which flights need to be surveyed (based on the sample plan), and then merge this information to create a work plan for your fieldwork agents.

1.1 Using Sample Plans

ASQ sample plans are based on OAG schedule data and reflect summer and winter schedules. Each airport receives a separate sample plan for international, domestic and transborder (only for Canadian airports) traffic detailing the number of interviews to be done on given airline / destination pairs.

The number of interviews to be done is allocated proportionally to the number of seats offered for each airline / destination pair during the quarter. In this way, results provided by ASQ are representative of the total traffic of each participating airport.

For the 2013 programme, you will receive the following sample plans:

Schedule	Validity	Provided in
Winter Schedule 12/13	Q4 12 & Q1 2013	September 2012
Summer Schedule 2013	Q2 & Q3 2013	March 2013
Winter Schedule 13/14	Q4 13 & Q1 2014	September 2013

Please review each sample plan you receive in order to guarantee that it is representative of your airport's traffic and inform DKMA if there are any missing airlines and destinations. If necessary an updated version of the sample plan will be prepared. Similarly, if charter traffic accounts for more than 10% of your annual passengers please inform DKMA so that a "charter" sample may be included in your sample plan.

The sample plan is set up as a matrix showing which airlines operate at your airport as well as the destinations to which they operate scheduled flights. The matrix shows the number of responses that should ideally be collected during the quarter on each given route and airline to achieve the most representative sample.

Let's take an example with a simplified sample plan for an Australian airport. In the column on the left hand-side, you will find the destination of the flight and in the top row, the airline.

Example of a sample plan for an Australian airport

Destination	BA	CA	CX	GA	MH	NZ	QF	SQ
AKL						15	17	
CAN		2						
CHC						5		
DPS				3				
HKG	5		15				7	
KUL					17			
PVG		2					2	
SIN							12	29
WLG						4	3	

Based on the airport's traffic and a quarterly sample size of 350, this airport would ideally need to interview 15 Air New Zealand (NZ) passengers flying to Auckland (AKL) during the quarter. Airports and airlines are represented in the sample plan with their IATA code, such as QF for Qantas or LHR for London Heathrow. To help identify less well known airlines or airport codes, we recommend you use the following website: <http://www.airlinecodes.co.uk>.

The ASQ fieldwork methodology requires specific flights to be surveyed, aiming at collecting ideally no less than 7 and no more than 10 responses at the end of each gate visit. The first step of ASQ fieldwork planning is therefore to review the sample plan in order to identify all airline / destination city-pairs that require a sample of more than 7 per quarter.

In this example, you will find that Cathay Pacific (CX) flights to Hong Kong (HKG) require an ideal sample of 15 per quarter, thus you can plan two gate visits for CX flights to HKG. Similarly, Singapore Airlines (SQ) flying to Singapore (SIN) requires an ideal sample of 29 per quarter, thus a minimum of 3 gate visits need to be planned. In the same way, MH flights to KUL, NZ and QF flights to AKL as well as QF flights to SIN all require 2 fieldwork visits.

Identification of flights requiring a sample of over 7 passengers

Destination	BA	CA	CX	GA	MH	NZ	QF	SQ
AKL						15	17	
CAN		2						
CHC						5		
DPS				3				
HKG	5		15				7	
KUL					17			
PVG		2					2	
SIN							12	29
WLG						4	3	

The second step is to identify airlines / destination city-pairs that require less than the minimum sample of 7 per quarter. The principle is to group samples either by similar airline or by similar destination / geographical area (possibly operated by different airlines) in order to achieve the minimum sample of 7 per gate visit. Airports should NOT survey less than 7 passengers per flight.

In this example, Air New Zealand (NZ) operates flights to 3 destinations: Auckland (AKL), Christchurch (CHC) and Wellington (WLG). The required individual samples for flights to CHC (5) and

WLG (4) are not large enough to justify a gate visit each. We thus recommend grouping these two destinations and planning one gate visit for either CHC or WLG during the quarter.

Identification of flights requiring less than the minimum sample

Destination	BA	CA	CX	GA	MH	NZ	QF	SQ
AKL						15	17	
CAN		2						
CHC						5		
DPS				3				
HKG	5		15				7	
KUL					17			
PVG		2					2	
SIN							12	29
WLG						4	3	

In subsequent quarters, airports must alternate between destinations which have been grouped in order to guarantee that the annual sample is representative of the airports' whole traffic. For instance in this example:

- ✓ Quarters 1 & 3: interview 9 passengers on flights to CHC
- ✓ Quarters 2 & 4: interview 9 passengers on flights to WLG

The final step in planning your fieldwork is to compare the list of airline / destination pairs to be covered during the quarter with the airport's flight schedule in order to select individual flights on which to interview passengers. It is then possible to create a detailed fieldwork schedule for the interviewer teams.

1.2 Day and Time of Surveying

You will notice that the sample plan does not specify the dates or times for which surveys need to be conducted. In order to ensure your sample is representative of the whole quarter, the interviews should be spread out over all three months. In order to achieve this, we recommend using a combination of fieldwork days similar to the following:

For example, in Quarter 2:

- April:** Fieldwork on Sunday, Monday and Tuesday
- May:** Fieldwork on Wednesday and Thursday
- June:** Fieldwork on Friday and Saturday

The minimum requirement is that fieldwork is performed on every day of the week during the quarter and covers all operating hours of your airport.

2.0 Distribution of Questionnaires

The ASQ questionnaire is a self-completion survey which is distributed in waiting areas at departure gates of pre-selected flights. The fieldwork agent should be present at the departure gate at least 45 minutes before departure to allow enough time to explain the purpose of the survey as well as for the passengers to complete the questionnaires. However, fieldwork agents should not distribute all questionnaires more than 20 minutes before the official boarding time as passengers who arrive very early at the gate are likely to be all leisure passengers and this will avoid surveying business passengers.

In accordance with the sample plan, the agent should aim at collecting 7-10 questionnaires per surveyed flight.

The fieldwork agent should address the passenger with a clear introduction such as for example: *“We are conducting a customer survey on behalf of (e.g., Denver) airport. Would you agree to take a few minutes to complete this questionnaire and hand it back to me before you board your flight?”*

Once the passenger has agreed to complete the questionnaire, the fieldwork agent should offer the relevant language versions whenever possible and tell the respondent that he / she will collect the questionnaire once completed. To improve the response rate, it is recommended that fieldwork agents provide pens to the passengers. Whenever possible, agents should try to hand questionnaires to a broad mix of people at the gate and should avoid giving all the questionnaires to one group – e.g. a family, as this may skew the sample.

After distributing the questionnaires the fieldwork agent stays in the waiting departure gate area so he or she is available to answer any questions from the respondents.

2.1 Fieldwork Agents

We recommend that the fieldwork agents interviewing for the ASQ programme should meet the following criteria:

- ✓ Fluency in the main local language and good knowledge of English
- ✓ Previous experience as an interviewer preferred
- ✓ Excellent social and communications skills
- ✓ Dress code: smart casual or airport uniform
- ✓ Fieldwork agents should wear an airport badge that is clearly visible

2.2 Checking Completed Questionnaires

Once the respondent has completed the questionnaire, the fieldwork agent collects it and checks if the passenger has answered every question. The agent should also check the flight information (questions 1 and 3) and passenger demographics (questions 17 and 18) and complete these questions if necessary.

Once the questionnaire has been checked, the fieldwork agent needs to complete four sections at the bottom of page 4 of the questionnaire (shown below):

Interviewer: Please indicate in the boxes below the traffic, the terminal and the gate of the interview <i>(Please write in block capitals)</i>					
Questionnaire No	Airport	I or D	Terminal	Gate No.	Interviewer No.
4 - 660	ATH	1	2	3	4

1. Traffic type

I or D: The fieldwork agent must complete this section, writing either I or D in capital letters. The section is very important for the data analysis as it is the basis for allocating the results of this questionnaire to international or domestic traffic types. The following letters should be used:

I: The respondent is about to board an international flight

D: The respondent is about to board a domestic flight

Transborder: Only for Canadian airports. If the respondent is about to board a flight to the USA a T should be written in capital letters in the traffic type box (under I or D).

2. Airport Terminal

Terminal: The fieldwork agent must write down in capital letters in which terminal the interview took place, for example T1 or A.

3. Gate

Gate No: The fieldwork agent must write down in capital letters at which gate the interview took place, for example 23.

4. Interviewer No.

Interviewer: The fieldwork agent must write down his personal identification number. We recommend giving each interviewer their own unique number for quality control purposes. In case there is any problem with the fieldwork, this will help identify whether it is caused by a single fieldworker or if there are more global issues.

3.0 Returning the Questionnaires

Completed questionnaires must be returned to our data processing company in the UK on a monthly basis. The address is the following:

CONSUMERDATA LTD.,
3 Armley Court,
Armley Road,
Leeds,
West Yorkshire
LS 12 2 LB
UNITED KINGDOM

Tel: + 44(0) 1132 376 427
Mr. David Hill

3.1 Deadlines for Returning the Questionnaires

To guarantee that the quarterly ASQ report is delivered on time, it is very important that all participants return their questionnaires in a timely manner. For every surveyed quarter, deadlines have been set by which the completed questionnaires must have been received by CONSUMERDATA. The following deadlines have been set for the 2013 ASQ programme:

Quarter 1 2013 (January – March)	15 th March 2013
Quarter 2 2013 (April – June)	14 th June 2013
Quarter 3 2013 (July – September)	13 th September 2013
Quarter 4 2013 (October – December)	13 th December 2013

Please note that questionnaires that are returned after the deadline will not be included in the reporting.

3.2 Unused Questionnaires

Questionnaires are coded for specific quarters and cannot be used for any other quarters. If you still have unused questionnaires from one quarter, and your airport is not ranked in the top 25 world airports, please discard them (preferably re-cycle them) and use the new questionnaires for the new quarter.

If your airport was ranked in the top 25 airports worldwide in the previous quarter you must send all the unused questionnaires (including partially completed or defaced questionnaires) to Consumerdata in addition to the completed questionnaires.

3.3 Quarterly Sample Check

At the end of each surveyed quarter DKMA provides all airports with an analysis comparing the planned sample (according to the sample plan) with the number of interviews which were actually done during the quarter. This analysis is done by airline and destination for all traffic types. Where there are major variations between the planned and actual samples, recommendations will be made for the next surveyed quarter.

Additionally, participating airports may be selected for an ASQ fieldwork audit (see page 13) in order to verify that they comply with ASQ fieldwork guidelines and to guarantee that the ASQ results can be independently replicated.

ASQ SURVEY REGULATIONS 2013

4.0 Principles of the ASQ Survey Regulations

The ASQ Survey aims to help participating airports improve their passenger experience. It does this by providing statistical data showing an average passengers' satisfaction, on an average day, with all aspects of the airport experience. The unique benefit of ASQ is that all participating airports can see all the data of all other participating airports. This allows each airport to accurately benchmark its performance on all aspects of the airport experience.

The purpose of the ASQ regulations is to ensure that all airports participating in the ASQ Survey conduct the survey in good faith and in precisely the same manner. The aim is for each airport to provide as accurately as possible, a reflection of the average passenger's experience at that airport. This allows airports, governments, regulators and business partners to trust the accuracy of the data and to base their business decisions accordingly. ACI and DKMA recognise that applying the ASQ regulations impartially and consistently is vital to this trust and to the credibility of the ASQ data.

In cases where there is confusion, disagreement or the ASQ Survey regulations do not fully cover an issue or a point, the airport should do its utmost to ensure that the ASQ data is a fair and full reflection of the average passenger's experience and is as accurate as possible. ACI and DKMA will do the same, but in the case of disagreement, ACI's decision shall be final.

4.1 Divergence from the spirit of the ASQ Survey Regulations

ACI and DKMA regularly and systematically monitor and review each participating airport's data before publishing it in the ASQ reports. (A summary of these checks is sent to all airports after each survey period).

To protect the credibility of the ASQ Survey, DKMA contacts all airports which achieve a significant change in score to understand the reasons for that change. For high scoring airports or those with very large improvements in score, DKMA may also conduct an on-site Audit of the fieldwork at that airport.

In the rare cases where DKMA has strong reason to believe that there has been a methodological breakdown at an airport during the survey period and the score clearly does not reflect reality, DKMA is obliged to immediately remove that airport's score from the ASQ ranking and reports for that survey period. This shall not constitute breach of contract between ACI, DKMA and the airport and ASQ fees for that quarter shall remain due to ACI/DKMA.

If DKMA so removes an airport from the quarterly ASQ rankings, the airport may request an ASQ Fieldwork Audit at its own expense to verify the score and be reinstated in the ASQ report (DKMA will provide estimates of the cost of the audit on request). DKMA will not begin the audit until the monies required for the audit have been received. This money will be returned to the airport if it subsequently passes the audit.

If an airport fails 2 consecutive audits, ACI and DKMA may remove the ASQ results collected during the same quarter(s) as failed audits from the annual results. Subsequent quarters which are also statistically different from the most recent audit score may be removed from the quarterly and the annual reports and rankings.

If an airport fails 3 consecutive audits ACI and DKMA may ask the airport to leave the ASQ Survey to protect the credibility of the programme.

5.0 Fieldwork Audits

ASQ fieldwork audits are designed to ensure that all airports' ASQ results can be independently replicated and that each airport correctly follows the ASQ fieldwork guidelines. As a general rule, DKMA audits around 20 airports each year. Please note that an airport may sometimes be selected for audit in consecutive years. The audits form part of a pre-qualification check for the ASQ annual results and Awards and may be conducted in any month of the year, including December.

The audit process is free of charge (except when an Audit is requested by the airport), but airports are requested to provide (at their own cost) fieldwork agents for 2 days and airside passes for 2 DKMA consultants. The ASQ fieldwork audit typically collects between 200 and 300 completed questionnaires.

When selected by DKMA for a fieldwork audit, the airport will be given at least 4 weeks' notice. On the agreed date, 2 DKMA consultants will visit the airport. The airport is asked to provide at least 2 (but no more than 4) fieldwork agents who are familiar with ASQ and regularly conduct the ASQ fieldwork. The fieldwork agents will be split into two teams, each with a DKMA consultant. If the airport wishes, one airport employee may accompany each team as an observer, but no more than one per team. The auditor may request additional personnel to leave the team if the auditor feels the group is too large.

The fieldwork audits are designed to reflect a normal day at the airport. The airport should not therefore bring in additional staff or otherwise change normal procedure. The airport should not pre-warn staff at the gate. DKMA may change the flights to be surveyed at the last minute if the auditors feel that there is an abnormal airport staff presence at the gate or that airport staff at the gate have been pre-warned of the audit.

5.1 The audit process

The audit process is as follows:

- At the beginning of day 1, a short kick-off meeting is held to explain the process to the fieldwork agents
- DKMA will bring blank questionnaires in the required languages
- DKMA will select the flights to be surveyed (reflecting the quarterly sample plan) and will communicate these flights to the fieldwork teams on the day. If a flight is changed or cancelled, DKMA will select an alternative.
- In the interests of keeping a completely random sample, the auditors may decide to change certain flights at the last minute.
- At the gate, DKMA will hand out blank questionnaires to the fieldwork agents who distribute the questionnaires to the passengers.
- If there is plenty of time, the auditors may hand out the questionnaires in several tranches in order to cover passengers arriving later as well as the passengers early to the gate.
- Once the questionnaires are filled in, the fieldwork agent must hand the completed questionnaire directly to the DKMA consultant, *regardless of whether or not the agent believes the questionnaire to be acceptable or sufficiently complete*. Airport staff may not review the questionnaires at this time. (Note: there may be several incomplete questionnaires if boarding begins during the interview process. The auditor shall decide if the questionnaires are sufficiently complete or not).

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- If the auditor feels that an interviewer is actively or unconsciously influencing, pre-selecting or screening certain types of passenger, the auditor may select passengers to be approached by that fieldwork agent and advise the fieldwork agent on passenger selection and approach techniques.
 - At the end of the 2 days, the airport may photocopy the completed questionnaires if desired, although a DKMA consultant must be present at all times.

DKMA auditors cannot comment on the audit results during the audit itself. The audit report and results will be communicated within 4 weeks, or if conditions are believed to be unusual, 4 weeks after the end of the quarter to allow direct comparisons with ASQ results from that quarter.

5.2 The audit report

The audit report compares the audit results with that airport's results from the previous quarter and the previous year. In order to ensure like with like comparisons and to prevent the need for weighting the data, the audit report segments and compares the data in a number of ways such as:

- Airport overall
- Terminal
- Airline
- Nationality
- Destination
- Trip purpose
- Score distribution

For each analysis, the report identifies whether or not the airport's ASQ score is within the statistical error margin of the audit score at 95% confidence limits.

The airport is deemed to have passed the audit if, for each analysis, all of its most recent quarterly ASQ scores are within these limits.

If some of these scores are outside the audit's error margin, the auditors may request additional information from the airport before deciding whether or not the airport has passed the audit. The auditors may also make recommendations with regard to ASQ fieldwork at that airport.

The airport will be deemed to have failed the audit outright if its overall satisfaction score is outside both the audit's error margin and the error margin for the audit score weighted to perfectly reflect the sample plan.

If the airport is deemed to have failed the audit, it will be held ineligible for an ASQ award in that year. If subsequent ASQ scores are also not comparable to the audit scores, DKMA and ACI may review that airport's position in the ASQ rankings.

If the airport believes that the audit result is not representative of a normal day, it may request a second audit to be conducted *at its own cost*. DKMA will charge travel and accommodation expenses for the period of the second audit.

6.0 ASQ Awards

The ASQ Awards are presented annually to the top performing airports in the ASQ survey main programme over the calendar year. The awards are based on the ASQ overall satisfaction ratings and recognise airports' commitment to customer service and the achievement of reaching and maintaining high levels of passenger satisfaction over the year.

The award categories are as follows:

<u>Large Airports (over 2m pax) by Region (top 3)</u>	<u>Regional Airports (under 2m pax) by Region (1st airport only)</u>	<u>Airports by Size (top 3)</u>	<u>Best Improvement (1st airport only)</u>
Africa Asia-Pacific Europe Latin America & Carib. North America Middle East	Africa Asia-Pacific Europe Latin America & Carib. North America Middle East	2 - 5m passengers 5 - 15m passengers 15 - 25m passengers 25 - 40m passengers Over 40 m passengers	Africa Asia-Pacific Europe Latin America & Carib. North America Middle East

For the awards by Region, airports are classified according to their geographic location, not the ACI region to which they belong. (This prevents confusion in the media when the awards are announced).

For the size categories, airports are classified according to the ACI World passenger traffic statistics for that airport for the previous calendar year. Airports do not change ASQ survey size classification during the current year, even if there has been sufficient growth during that year to cause the airport to move into a new size category.

The "Best Improvement" award is calculated compared to the previous calendar year's satisfaction score. Airports must have fully participated in the ASQ Survey main programme for both years to be eligible.

ASQ Awards are assigned based on the annual ranking for Overall Satisfaction. While the scores are only shown to 2 decimal places, the classifications take into account all decimal places. Awards are only made jointly if the airports' overall satisfaction scores are exactly the same taking into account all decimal places.

If for any reason less than 3 airports are eligible in a category, ACI may decide to make no award that year for that category.

The following section identifies the requirements for an airport to be considered for an ASQ award.

7.0 ASQ Guidelines in detail and Eligibility to win an ASQ Award

7.1 Surveying

The aim of the ASQ fieldwork process is to provide a sample which reflects the airport's passenger traffic and the views of those passengers, as accurately as possible. To this end, all reasonable attempts should be made to avoid any kind of bias to the survey particularly if this results in the survey not reflecting the reality at the airport. These detailed guidelines help airports ensure an accurate representation of their passenger views.

The annual ASQ awards are presented to the top performing airports based on the ASQ overall satisfaction score. To ensure impartiality and accuracy in determining the winners of ASQ awards, winning airports are asked to meet the following detailed guidelines.

- Every month of the calendar year must be surveyed (for airports over 2 million passengers a year). The number of questionnaires completed each month must be between 20% and 40% of the quarterly sample.
- Airports must provide at least 350 completed questionnaires per quarter
- All operational passenger terminals at the airport must be surveyed
- All airlines that account for more than 2% of total annual passenger traffic must be surveyed.
- All destinations that account for more than 2% of total annual passenger traffic must be surveyed.
- Interviews covering airlines and destinations that account for less than 2% of total traffic should reflect the sample plan as closely as possible. Segmentation by nationality, country etc. should also reflect actual traffic as closely as possible.
- All passenger groups (eg nationalities) should be surveyed and selected at random. Airports must avoid routinely "selecting" interviewees based on nationality or any other criterion, such as class of travel, gender or connecting/OD passengers
- Interviewers should attempt to be completely impartial when selecting passengers and should keep the introductory conversation to a polite minimum. Passengers should not be "screened" by asking questions such as "have you enjoyed your time at the airport today?".
- Any free gift should be of low value and should not be shown/given to the passenger until after the questionnaire is completed.

7.2 Sampling

- Airports must follow the sample plan provided by and agreed with DKMA.
- The annual surveyed sample should be as close as possible to the sample plan with no unusual bias to any particular airline, destination, country, nationality or passenger group.
- The airport must contact DKMA if charter traffic accounts for more than 10% of passengers. In this case, the sample plan must be adjusted to include charter traffic.
- The annual surveyed sample must be within 15% of the sample plan for all airlines and destinations that account for more than 2% of total passenger traffic
- All other airlines and destinations should be surveyed as closely as possible to the sample plan. There should be no bias toward any particular country or nationality.

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- Quarterly surveyed sample should be within 25% of the sample plan for all airlines and destinations that account for more than 2% of total passenger traffic

7.3 Other

- Airports ranked in the ASQ global top 25 must return all unused questionnaires to Consumerdata in addition to the completed questionnaires.
- No questionnaires should be discarded for any reason. Partially completed or defaced questionnaires should also be returned to DKMA.
- Upon request by DKMA or ACI, the airport must complete and pass a fieldwork audit.

If an airport is forced to abandon surveying for a quarter through no fault of its own e.g. disease, terrorist attacks or threats of attacks, natural disasters, national security alerts etc., the airport will not be eligible for any major award. However, should the other surveyed quarters suggest that the airport would have won an award; ACI may at its own discretion create a one-off special award to reflect that performance which will be explained and presented in parallel with the main award.

In the case that an airport is forced through no fault of its own to abandon surveying for a month, the airport should contact DKMA to explain the situation and compensate by increasing sample sizes in other months of the quarter.

In the event of any confusion or issues in interpretation of these guidelines, ACI shall have the final say over the award winners. ACI shall also have the final say in the event that an airport is unable to meet these guidelines due to circumstances beyond the control of the airport (e.g. natural disasters or epidemics).

For further information and clarification about these guidelines please contact DKMA.

Contact Information

If you need further information or have any questions concerning the ASQ Survey, please contact:

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