

Additional Analysis

conducted for

Ted Stevens

Anchorage International Airport

January 23, 2001

TABLE 1.1: DINE OR SHOP BEFORE OR AFTER SECURITY?

	Respondent is:						TOTAL	
	Departing		Arriving		Connecting			
Location of stores and restaurants:								
Before security.....	78	14.3%	11	12.4%	37	22.2%	126	15.8%
After security.....	385	70.8%	58	65.2%	97	58.1%	540	67.5%
Both.....	50	9.2%	16	18.0%	25	15.0%	91	11.4%
Neither.....	31	5.7%	4	4.5%	8	4.8%	43	5.4%
TOTAL.....	544	100%	89	100%	167	100%	800	100%

Column percentages

Note: For a connecting passenger, "before security" might mean "inside security".

TABLE A1.2: WHAT THEY WOULD BUY IF IT WERE AVAILABLE

	Respondent is:						Total	
	Departing		Arriving		Connecting			
Newspapers and periodicals...	369	70.2%	62	74.7%	107	64.8%	538	69.5%
Books.....	300	57.0%	46	55.4%	80	48.5%	426	55.0%
Packaged food/ candy.....	193	36.7%	25	30.1%	42	25.5%	260	33.6%
Sundries (e.g. aspirin and film).....	175	33.3%	31	37.3%	36	21.8%	242	31.3%
General souvenirs (T-shirts, mugs).....	142	27.0%	20	24.1%	39	23.6%	201	26.0%
Greeting cards.....	104	19.8%	25	30.1%	34	20.6%	163	21.1%
Alaskan Native jewelry.....	111	21.1%	14	16.9%	26	15.8%	151	19.5%
Artwork/ crafts by local artists.....	96	18.3%	9	10.8%	20	12.1%	125	16.1%
Health food.....	58	11.0%	10	12.0%	16	9.7%	84	10.9%
Music/ CD's/ tapes.....	39	7.4%	9	10.8%	34	20.6%	82	10.6%
Children's clothes/ toys.....	50	9.5%	9	10.8%	17	10.3%	76	9.8%
Sportswear/ outdoor wear/ backpacks.....	33	6.3%	9	10.8%	20	12.1%	62	8.0%
Frozen seafood/ wild game products.....	39	7.4%	7	8.4%	12	7.3%	58	7.5%
Perfumes/ soaps.....	23	4.4%	4	4.8%	12	7.3%	39	5.0%
Costume jewelry.....	26	4.9%	6	7.2%	7	4.2%	39	5.0%
Luggage/ leather goods.....	18	3.4%	5	6.0%	11	6.7%	34	4.4%
National sports team products	22	4.2%	4	4.8%	7	4.2%	33	4.3%
Scarves/ neckties.....	17	3.2%	6	7.2%	6	3.6%	29	3.7%
Athletic shoes/ clothing.....	14	2.7%	4	4.8%	10	6.1%	28	3.6%
Coffee/Food.....	15	2.9%	4	4.8%	3	1.8%	22	2.8%
DVD movies.....	6	1.1%	2	2.4%	7	4.2%	15	1.9%
Furs.....	12	2.3%	1	1.2%	2	1.2%	15	1.9%
Bulk items.....	6	1.1%			2	1.2%	8	1.0%
Beer or alcohol.....	3	.6%	1	1.2%	3	1.8%	7	.9%
Other.....	7	1.3%			3	1.8%	10	1.3%
Total Respondents.....	526	100%	83	100%	165	100%	774	100%

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

TABLE 1.3: WHERE THEY WOULD SHOP IF THE STORES WERE AVAILABLE

	Respondent is:						Total	
	Departing		Arriving		Connecting			
Walden Books/ Barnes & Noble.	241	49.6%	29	40.8%	77	48.7%	347	48.5%
Hallmark Card Shop.....	179	36.8%	33	46.5%	39	24.7%	251	35.1%
Walmart/ Costco Express.....	169	34.8%	30	42.3%	52	32.9%	251	35.1%
Alaska Native Heritage Gift Shop.....	140	28.8%	14	19.7%	30	19.0%	184	25.7%
Alaska Wildberry Chocolates..	127	26.1%	22	31.0%	29	18.4%	178	24.9%
Eddie Bauer/ Timberland.....	108	22.2%	14	19.7%	38	24.1%	160	22.4%
Alaska Sausage Company.....	98	20.2%	15	21.1%	33	20.9%	146	20.4%
Nature Store/ Nat'l Geographic.....	85	17.5%	11	15.5%	23	14.6%	119	16.6%
Museum Store.....	80	16.5%	14	19.7%	22	13.9%	116	16.2%
REI.....	78	16.0%	11	15.5%	26	16.5%	115	16.1%
Alaska Wild Teas Shop.....	66	13.6%	11	15.5%	24	15.2%	101	14.1%
Sealife Gift Center.....	63	13.0%	7	9.9%	17	10.8%	87	12.2%
Sunglass Hut.....	43	8.8%	10	14.1%	26	16.5%	79	11.0%
Northface.....	45	9.3%	6	8.5%	27	17.1%	78	10.9%
Russian Gift Shop.....	54	11.1%	9	12.7%	14	8.9%	77	10.8%
Kaladi Brothers Coffee Company.....	50	10.3%	8	11.3%	14	8.9%	72	10.1%
Nike/ Adidas Shop.....	44	9.1%	8	11.3%	19	12.0%	71	9.9%
Body Shop.....	38	7.8%	9	12.7%	16	10.1%	63	8.8%
The Gap/A/X Exchange.....	36	7.4%	10	14.1%	17	10.8%	63	8.8%
Gold/ Jewelry Shop.....	42	8.6%	10	14.1%	11	7.0%	63	8.8%
Sharper Image/ Brookstone....	40	8.2%	5	7.0%	11	7.0%	56	7.8%
Gary King Sporting Goods.....	29	6.0%	4	5.6%	16	10.1%	49	6.9%
Alaska Mountain Hiking(AMH)..	27	5.6%	5	7.0%	15	9.5%	47	6.6%
PGA Golf Tour Shop.....	22	4.5%	7	9.9%	13	8.2%	42	5.9%
Blockbuster/ Tower Records...	21	4.3%	5	7.0%	14	8.9%	40	5.6%
City Market/ New Sagaya.....	29	6.0%	5	7.0%	6	3.8%	40	5.6%
Wilson Leather Shop/ Coach...	21	4.3%	3	4.2%	6	3.8%	30	4.2%
Gymboree/ FAO Schwartz.....	14	2.9%	4	5.6%	4	2.5%	22	3.1%
The Tie Rack.....	13	2.7%	2	2.8%	5	3.2%	20	2.8%
Other local.....	8	1.6%			3	1.9%	11	1.5%
Other national.....	3	.6%			2	1.3%	5	.7%
Total Respondents.....	486	100%	71	100%	158	100%	715	100%

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

TABLE 1.4: WHAT TYPES OF FOOD WOULD YOU EAT IF AVAILABLE?

	Respondent is:						Total	
	Departing		Arriving		Connecting			
Deli/ sandwiches.....	347	64.0%	58	66.7%	100	59.9%	505	63.4%
Hamburgers.....	253	46.7%	49	56.3%	76	45.5%	378	47.5%
Salads.....	253	46.7%	35	40.2%	71	42.5%	359	45.1%
Ice cream/ frozen yogurt.....	256	47.2%	43	49.4%	60	35.9%	359	45.1%
Pizza.....	239	44.1%	42	48.3%	75	44.9%	356	44.7%
Local specialties.....	154	28.4%	31	35.6%	56	33.5%	241	30.3%
Pastries/ cookies/ breads....	163	30.1%	20	23.0%	38	22.8%	221	27.8%
Grilled/ roasted chicken.....	157	29.0%	25	28.7%	38	22.8%	220	27.6%
Hot dogs.....	146	26.9%	22	25.3%	42	25.1%	210	26.4%
Italian/ Pasta.....	132	24.4%	20	23.0%	43	25.7%	195	24.5%
Pretzels/ popcorn.....	118	21.8%	16	18.4%	31	18.6%	165	20.7%
Health snacks.....	114	21.0%	14	16.1%	31	18.6%	159	20.0%
Chinese.....	94	17.3%	22	25.3%	39	23.4%	155	19.5%
Mexican.....	95	17.5%	9	10.3%	27	16.2%	131	16.5%
Thai.....	54	10.0%	9	10.3%	25	15.0%	88	11.1%
Japanese.....	47	8.7%	8	9.2%	16	9.6%	71	8.9%
Korean.....	30	5.5%	6	6.9%	9	5.4%	45	5.7%
Vegetarian.....	1	.2%	1	1.1%	2	1.2%	4	.5%
Other.....	17	3.1%	2	2.3%	2	1.2%	21	2.6%
Total Respondents.....	542	100%	87	100%	167	100%	796	100%

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

TABLE 1.5: WHICH TYPES OF FOOD/ BEVERAGE SERVICES WOULD YOU USE?

	Respondent is:						Total	
	Departing		Arriving		Connecting			
Fast food/ food court.....	322	59.7%	59	69.4%	112	68.3%	493	62.6%
Cafeteria.....	220	40.8%	32	37.6%	45	27.4%	297	37.7%
Cafe, limited table service..	195	36.2%	22	25.9%	52	31.7%	269	34.1%
Full service restaurant.....	172	31.9%	32	37.6%	45	27.4%	249	31.6%
Cocktail lounge/ bar.....	133	24.7%	29	34.1%	56	34.1%	218	27.7%
Espresso bar.....	4	.7%			3	1.8%	7	.9%
Other.....	7	1.3%	1	1.2%	2	1.2%	10	1.3%
Total Respondents.....	539	100%	85	100%	164	100%	788	100%

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

TABLE 1.6: DO YOU PREFER NATIONAL OR REGIONAL BRAND FOOD SERVICE?

	Respondent is:						Total	
	Departing		Arriving		Connecting			
National brands and regional favorites.....	262	49.0%	32	37.6%	64	39.8%	358	45.8%
Name recognition does not matter.....	150	28.0%	17	20.0%	56	34.8%	223	28.6%
Regional favorites.....	141	26.4%	29	34.1%	42	26.1%	212	27.1%
National brand names.....	119	22.2%	24	28.2%	33	20.5%	176	22.5%
Total Respondents.....	535	100%	85	100%	161	100%	781	100%

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

TABLE 1.7: WHAT TYPES OF BEVERAGES WOULD YOU PURCHASE IF AVAILABLE?

	Respondent is:						Total	
	Departing		Arriving		Connecting			
Coffee/ specialty coffee drinks.....	343	63.2%	48	54.5%	97	59.1%	488	61.4%
Soda/ pop.....	305	56.2%	45	51.1%	77	47.0%	427	53.7%
Fresh fruit juices.....	226	41.6%	29	33.0%	58	35.4%	313	39.4%
Milk/ smoothies/ tea.....	192	35.4%	35	39.8%	59	36.0%	286	36.0%
Bottled water.....	200	36.8%	38	43.2%	45	27.4%	283	35.6%
Beer/ wine.....	127	23.4%	28	31.8%	54	32.9%	209	26.3%
Alcoholic mixed beverages....	70	12.9%	19	21.6%	35	21.3%	124	15.6%
Other.....	2	.4%					2	.3%
Total Respondents.....	543	100%	88	100%	164	100%	795	100%

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

TABLE 1.8: WHAT TYPES OF FACILITIES/ SERVICES WOULD YOU USE?

	Respondent is:						Total	
	Departing		Arriving		Connecting			
ATM.....	225	42.9%	49	60.5%	77	47.8%	351	45.8%
Information desk.....	239	45.5%	39	48.1%	60	37.3%	338	44.1%
Television.....	210	40.0%	26	32.1%	62	38.5%	298	38.9%
Luggage storage area.....	203	38.7%	32	39.5%	50	31.1%	285	37.2%
Post office/ stamp machine...	189	36.0%	27	33.3%	37	23.0%	253	33.0%
Free luggage carts.....	135	25.7%	9	11.1%	37	23.0%	181	23.6%
Sleep rooms.....	118	22.5%	14	17.3%	45	28.0%	177	23.1%
Lounge not specific to an airline.....	120	22.9%	10	12.3%	36	22.4%	166	21.6%
Internet connections.....	111	21.1%	10	12.3%	44	27.3%	165	21.5%
Phone cards.....	93	17.7%	17	21.0%	30	18.6%	140	18.3%
Pharmacy.....	107	20.4%	14	17.3%	16	9.9%	137	17.9%
Mini movie theater.....	78	14.9%	6	7.4%	40	24.8%	124	16.2%
Land tour desk.....	98	18.7%	12	14.8%	10	6.2%	120	15.6%
Lockers.....	75	14.3%	9	11.1%	32	19.9%	116	15.1%
Cold storage.....	55	10.5%	2	2.5%	40	24.8%	97	12.6%
Full service bank.....	55	10.5%	15	18.5%	23	14.3%	93	12.1%
Shower facilities.....	64	12.2%	7	8.6%	19	11.8%	90	11.7%
Foreign currency exchange....	60	11.4%	10	12.3%	14	8.7%	84	11.0%
Massage.....	41	7.8%	8	9.9%	28	17.4%	77	10.0%
Video arcade.....	29	5.5%	4	4.9%	25	15.5%	58	7.6%
Business center (fax, copying service).....	32	6.1%	7	8.6%	13	8.1%	52	6.8%
Baby and children's room....	36	6.9%	5	6.2%	9	5.6%	50	6.5%
Shoe shine.....	32	6.1%	5	6.2%	12	7.5%	49	6.4%
Hair salon/ barber.....	29	5.5%	2	2.5%	12	7.5%	43	5.6%
Package delivery.....	25	4.8%	2	2.5%	6	3.7%	33	4.3%
Dry cleaning.....	10	1.9%	3	3.7%	8	5.0%	21	2.7%
Manicurist.....	11	2.1%	2	2.5%	5	3.1%	18	2.3%
Language translation services	10	1.9%	1	1.2%	5	3.1%	16	2.1%
Meeting/ conference rooms....	9	1.7%	3	3.7%	1	.6%	13	1.7%
Other.....	12	2.3%	1	1.2%	2	1.2%	15	2.0%
Total Respondents.....	525	100%	81	100%	161	100%	767	100%

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

TABLE 1.9: WOULD YOU USE HOTEL FACILITIES?

	Respondent is:						TOTAL	
	Departing		Arriving		Connecting			
Would use airport lodging:								
Yes.....	186	34.0%	30	33.7%	79	47.3%	295	36.7%
No.....	329	60.1%	56	62.9%	79	47.3%	464	57.8%
Unsure.....	32	5.9%	3	3.4%	9	5.4%	44	5.5%
TOTAL.....	547	100%	89	100%	167	100%	803	100%

Column percentages

TABLE 1.10: WHICH HOTEL AMENITIES MIGHT YOUR USE?

	Respondent is:						Total	
	Departing		Arriving		Connecting			
Hotel rooms.....	194	35.5%	27	30.3%	78	46.7%	299	37.2%
Meeting/ conference rooms....	14	2.6%	3	3.4%	8	4.8%	25	3.1%
Restaurant.....	187	34.2%	25	28.1%	76	45.5%	288	35.9%
Shower facilities.....	102	18.6%	14	15.7%	45	26.9%	161	20.0%
Health club/ fitness center..	41	7.5%	9	10.1%	27	16.2%	77	9.6%
Cocktail lounge.....	96	17.6%	10	11.2%	48	28.7%	154	19.2%
Banquet rooms.....	4	.7%			2	1.2%	6	.7%
Business center.....	16	2.9%	1	1.1%	10	6.0%	27	3.4%
Other.....	13	2.4%	1	1.1%	2	1.2%	16	2.0%
No answer.....	6	1.1%	2	2.2%	3	1.8%	11	1.4%
Would not use airport lodging	329	60.1%	56	62.9%	79	47.3%	464	57.8%
Total Respondents.....	547	100%	89	100%	167	100%	803	100%

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

Regarding the request to cross reference tables A3.1 and A4.1. Both tables are made from multiple questions and it is not possible to crosstabulate one multiple-response question by another multiple-response question. What can be done is to create a new variable for every answer in table A3.1 (one for periodicals, one for souvenirs, etc.) but the results have little meaning. The problem is that most people named many things they like to buy and many kinds of stores, but not necessarily in the same order. For example, in the table below we have listed all the stores named by people who said they might like to purchase general souvenirs among other things. Please be aware that this does not indicate that they expect to buy souvenirs at all these stores. The only way to have found this out would have been to ask the following two questions for each item of interest. Would you be interested in buying it and if so, who specifically would you like to purchase it from?

TABLE 1.11: STORES THAT INTEREST PEOPLE WHO WOULD LIKE TO BUY GENERAL SOUVENIRS

	General Souvenir buyers	
Walden Books/ Barnes & Noble.....	102	52.6%
Hallmark Card Shop.....	78	40.2%
Walmart/ Costco Express.....	87	44.8%
Alaska Native Heritage Gift Shop.....	69	35.6%
Alaska Wildberry Chocolates.....	63	32.5%
Eddie Bauer/ Timberland.....	48	24.7%
Alaska Sausage Company.....	51	26.3%
Nature Store/ Nat'l Geographic.....	46	23.7%
Museum Store.....	35	18.0%
REI.....	36	18.6%
Alaska Wild Teas Shop.....	33	17.0%
Sealife Gift Center.....	38	19.6%
Sunglass Hut.....	26	13.4%
Northface.....	25	12.9%
Russian Gift Shop.....	25	12.9%
Kaladi Brothers Coffee Company.....	20	10.3%
Nike/ Adidas Shop.....	26	13.4%
Body Shop.....	19	9.8%
The Gap/A/X Exchange.....	25	12.9%
Gold/ Jewelry Shop.....	29	14.9%
Sharper Image/ Brookstone.....	13	6.7%
Gary King Sporting Goods.....	16	8.2%
Alaska Mountain Hiking(AMH).....	15	7.7%
PGA Golf Tour Shop.....	12	6.2%
Blockbuster/ Tower Records.....	12	6.2%
City Market/ New Sagaya.....	13	6.7%
Wilson Leather Shop/ Coach.....	10	5.2%
Gymboree/ FAO Schwartz.....	9	4.6%
The Tie Rack.....	6	3.1%
Other local.....	3	1.5%
Other national.....	2	1.0%
Total Respondents.....	194	100%

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

TABLE 1.12: STORES THAT INTEREST PEOPLE WHO WOULD LIKE TO BUY ALASKA NATIVE JEWELRY

	People who might buy Alaska Native jewelry	
Walden Books/ Barnes & Noble.....	68	47.2%
Hallmark Card Shop.....	59	41.0%
Walmart/ Costco Express.....	43	29.9%
Alaska Native Heritage Gift Shop.....	84	58.3%
Alaska Wildberry Chocolates.....	61	42.4%
Eddie Bauer/ Timberland.....	43	29.9%
Alaska Sausage Company.....	49	34.0%
Nature Store/ Nat'l Geographic.....	41	28.5%
Museum Store.....	39	27.1%
REI.....	29	20.1%
Alaska Wild Teas Shop.....	36	25.0%
Sealife Gift Center.....	33	22.9%
Sunglass Hut.....	23	16.0%
Northface.....	20	13.9%
Russian Gift Shop.....	33	22.9%
Kaladi Brothers Coffee Company.....	20	13.9%
Nike/ Adidas Shop.....	19	13.2%
Body Shop.....	10	6.9%
The Gap/A/X Exchange.....	13	9.0%
Gold/ Jewelry Shop.....	33	22.9%
Sharper Image/ Brookstone.....	12	8.3%
Gary King Sporting Goods.....	13	9.0%
Alaska Mountain Hiking(AMH).....	10	6.9%
PGA Golf Tour Shop.....	8	5.6%
Blockbuster/ Tower Records.....	6	4.2%
City Market/ New Sagaya.....	11	7.6%
Wilson Leather Shop/ Coach.....	7	4.9%
Gymboree/ FAO Schwartz.....	8	5.6%
The Tie Rack.....	5	3.5%
Other local.....	1	.7%
Other national.....	1	.7%
Total Respondents.....	144	100%

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

TABLE 1.13: STORES THAT INTEREST PEOPLE WHO WOULD LIKE TO BUY NEWSPAPERS AND PERIODICALS

	People who might buy periodicals	
Walden Books/ Barnes & Noble.....	269	54.7%
Hallmark Card Shop.....	186	37.8%
Walmart/ Costco Express.....	175	35.6%
Alaska Native Heritage Gift Shop.....	123	25.0%
Alaska Wildberry Chocolates.....	121	24.6%
Eddie Bauer/ Timberland.....	124	25.2%
Alaska Sausage Company.....	105	21.3%
Nature Store/ Nat'l Geographic.....	93	18.9%
Museum Store.....	80	16.3%
REI.....	96	19.5%
Alaska Wild Teas Shop.....	69	14.0%
Sealife Gift Center.....	60	12.2%
Sunglass Hut.....	60	12.2%
Northface.....	60	12.2%
Russian Gift Shop.....	55	11.2%
Kaladi Brothers Coffee Company.....	58	11.8%
Nike/ Adidas Shop.....	54	11.0%
Body Shop.....	41	8.3%
The Gap/A/X Exchange.....	43	8.7%
Gold/ Jewelry Shop.....	41	8.3%
Sharper Image/ Brookstone.....	48	9.8%
Gary King Sporting Goods.....	30	6.1%
Alaska Mountain Hiking(AMH).....	36	7.3%
PGA Golf Tour Shop.....	36	7.3%
Blockbuster/ Tower Records.....	30	6.1%
City Market/ New Sagaya.....	38	7.7%
Wilson Leather Shop/ Coach.....	17	3.5%
Gymboree/ FAO Schwartz.....	16	3.3%
The Tie Rack.....	16	3.3%
Other local.....	3	.6%
Other national.....	1	.2%
Total Respondents.....	492	100%

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