

INTERVIEW INSTRUCTIONS:

1. Want to talk to those who are involved in the decision making process on where to eat/drink
2. Want a mixture of people who have already bought food/drink in the airport (this can be from anywhere), those deciding/ looking at the F&B choices as well as those who might not have thought about food yet but are open to getting food in the airport. So please move to different locations in the airport.
3. Approach a range of ages, gender as we have loose quotas on demographics
4. Mixture of short or long-haul flight
5. Mixture of UK and non-UK residents but all to be English speaking
6. All to be done airside
7. Interviewers to record date and time of interview

Number of interviews:

Total: n.800

Number per terminal: n:200

Profile based on 2023 F&B Visitations Passenger Profile:

Gender: 49% (Male), 51% (Female)

Age: 15% (16-24), 29% (25-34), 21% (35-44) 18% (45-54) 12% (55-64) 5% (65+)

Nationality: 40% (UK) 60% (Non- UK)

Purpose of travel: 25% (Business) 75% (Leisure)

SOFT QUOTAS

Gender: Even split M/F

Age: 44% (16-34), 39% (35-54) 17% (55+)

Pre purchase vs post purchase 50:50