

# Welcome

H8 Heathrow ad hoc project

14<sup>th</sup> February 2025

Epinion



# Agenda

- Project objective
- Methodology
- Fieldwork duration
- The main survey
- Q&A

## **H8 - Passenger priorities**

### **Objective**

This project is to interview passengers on a short survey and then invite them to participate in a more extensive online survey information,. There are 2 parts to this project

**Part 1.** We will conduct the survey in the gate rooms, and we will use an identical daily plan as Profiler, Departures or PAX satisfaction survey.

**Part 2.** We will conduct the survey in the Arrivals Hall. There are still some discussions around this so, shifts already rostered will be moved to Arrivals when its ready. Once we receive more information, we will update you.

## **Methodology**

### **PART 1 - Interviewing in gate rooms**

As the interviews will be conducted in the gate rooms, and we will be following a daily plan to sample passengers based on a combination of destination and airline. It is important to maintain a representative on demographics therefore it is essential to:

- Maintain the 1 in 3 sampling.
- Interview a maximum of 4 passengers per gate room.
- Interview only 1 person in the group.
- Mixture of passengers to ensure we capture different timings of the passengers arriving at the gate room.

## Methodology

Prior to the email collection page, like QSM SPA, there will be a short 5-minute survey.

The survey will have the usual general satisfaction questions, such as

- Flight number, Gate number, destination
- the respondents' ticket type,
- trip reason,
- gender etc.
- *What one thing could Heathrow Airport do in the future to make your journey better?*
- few questions about your experience of Heathrow today.



Approximately how much time, in **minutes**, did you spend queuing for the following elements of your Heathrow Airport experience?

*[Interviewer note: If the respondent do not know how long they have queued, or if a category does not apply to them, simply type in 'na']*

☒ Check in/Bag drop

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☐ Security/Baggage check

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## **H8 – Passenger priorities**

### **The online survey**

Heathrow will ask more detailed questions on their;

(a) experience of their entire journey

(a) views on where Heathrow should focus in the future to improve their experience

(b) views on how these improvements would be funded.

It will take around 20 minutes to complete, at a time that suits them.

And as a thank you for taking part, they will be entered into a prize draw to potentially win one of five £100 Hurray! vouchers (or equivalent in your local currency).

## The email collection page



Selected Terminal: T2A



Could I have your email address, so that we can send you the survey? You will receive a link to the survey in an email in the next week or so.

☐ Yes *[Interviewer to collect email address, and then read back to confirm]*

☐ No, I don't want to take part

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**Fieldwork duration**

Monday the 17<sup>th</sup> of February until the end of April.

During this span, the aim is to conduct interviews with 9,000 passengers.

Given that the purpose of this survey is to recruit respondents to the online main survey, the focus is to create a pleasant experience for the respondents to encourage them to participate in the online survey but also remember the short survey you conduct is also as important.

**PROJECT LEAD: RUPAL PANDYA**

Any questions please write to Epinion Supervisors UK

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