1. Surface Acces Briefing notes

Dear Interviewer,

We hope you will enjoy working with the new Surface Access survey and help Heathrow get a better understanding of passengers use of modes of transport to and from the airport.

1.1 Research Objectives:

The research objective is:

- Evaluate departing passengers' satisfaction with their chosen mode of transport to Heathrow Airport.
- Identify why passengers chose their transport mode, what alternatives were considered, and the role of public transport in their decision.
- Investigate how far in advance passengers decide on their transport mode and any demographic differences in planning behaviour.
- Examine passengers' experiences, knowledge, and perceptions of available transport modes, including public and private options.
- Analyse key factors influencing transport choice, such as cost, convenience, and control, to understand the appeal of public versus private modes.

1.2 Survey Sections

Modes routes:

Different modes follow different routes through the survey. Overall, we have a public route and a private route. Each mode has its own set of questions and focus, with variations in question types and survey length.

Public Transport:

- Rail journeys
- Public bus/coach journeys

Private Transport:

- Car journeys
- Taxi/private hire journeys

There will be some questions that are represented in more than one mode route and there are some that might only asked in specific modes and specific scenarios.

If a respondent has walked into the airport on the day they are travelling, we will ask them which mode of transport they used the day before to get to the airport. If the respondent used any mode other than walking, that mode will determine their route through the survey. On the other hand, if the respondent did walk the entire way to Heathrow, they will be screened out.
There may be cases where it is beneficial to ask passengers from where they have walked, as they might have used a mode of transport to get to that point.

Finally, the "Motorbike" and "Other" categories will not have a specific mode route but will instead proceed to the Decision Making and Barriers section after the questions concerning delays.

Considered modes

For the question: "Which other modes of transport did you consider for your journey to Heathrow to get into the airport but did not end up using? Please tick all that apply," please ensure all modes considered by the respondent are captured. This may include modes that were unavailable due to strikes, service disruptions, weather, or other factors.

It is important to capture this information both for the remaining part of the survey and for further analysis of the data.

Decision making and barriers

This section will vary depending on the answers respondents have provided earlier in the survey. This is especially true for questions about the main reason for not choosing another mode and those presenting an alternative public route on Google Maps.

The most important aspect of these questions—and the entire section—is that they are intended to be curious and exploratory rather than to assign blame to passengers for their choice of transport. The two questions mentioned above should feel more like a conversation rather than the more structured questions we have in the survey.

Please take detailed notes of respondents' answers to these questions, as this information will be highly valuable for both Heathrow and the analysis.

1.3   Random Selection of Participants

Repsondents are selected randomly by selecting every 3rd or 5th passenger. This ensures that we collect a random and representative sampel of respondents.

Thank you for taking the time to read through this briefing and hope you have a nice day.

- The Epinion Aviation Team