

Profiler

- **Interviewing location:**
 - Gateroom.
- **Sampling:**
 - 1 in 3/1 in 5 etc depending on the size of the flight.
 - A face to face interview on ipad with any departing passenger.
- **Survey objectives:**
 - To measure and track the passengers overall 'journey' with the time spent going through the processes – from arrival at the terminal they are departing from on that day/checking in and going thru security to the departure gate.
 - To measure and track passengers retail 'activity' – looking at their spending/visits to the stores and product categories they purchase. Also if they do not purchase the reason why? -
 - The results of this data enable investment decisions regarding which stores and categories should be on offer at LHR and for LHR to improve their ability for targeted marketing based on passenger experience.
 - The quotas reflect the number of passengers flying to specific airports/countries/continents.