

		User type											Reason for travel				Heathrow terminal use		Heathrow trips taken in 2 years					
		Total	Heathrow user	Heathrow non-user	Connectors Heathrow	Connectors any airport	Non-connectors	Primary Business	Primary Leisure	Business & Leisure	Terminal 5 user	T5 Non-user	1 trip	2-5 trips	6-10 trips	11-15 trips	16+ trips							
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)							
Q9 Wayfinding	Total Answering	223	152	71	111	5	107	37	154	32	103	13	84	45	17	12								
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%								
	I think this number sounds about right	11%	12%	10%	10%		13%	8%	14%	I	3%	15%	K	4%	11%	12%								
	I think this number is too high	80%	83%	75%	84%	100%	76%	84%	76%		97%	H	82%	88%	69%	84%	82%	82%	100%					
Q13 Cleanliness	Total Answering	222	147	75	108	1	113	27	162	33	91	15	60	39	19	13								
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%								
	I think this number sounds about right	26%	25%	27%	25%		19%	27%	19%	21%	28%	13%	23%	28%	26%	28%								
	I think this number is too high	68%	69%	60%	68%		65%	70%	65%	70%	67%	75%	73%	64%	64%	68%	68%							
Q17 WiFi performance	Total Answering	222	159	63	114	1	107	35	153	34	100	16	64	48	16	15								
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%								
	I think this number sounds about right	25%	28%	19%	27%		23%	17%	27%	24%	34%	K	17%	25%	29%	25%								
	I think this number is too high	64%	64%	65%	61%	100%	67%	69%	63%	65%	56%	76%	J	69%	P	67%	P	63%	33%					
Q21 Security Staff	Total Answering	222	152	70	112	3	107	40	157	25	97	18	62	51	11	10								
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%								
	I think this number sounds about right	27%	25%	30%	19%		33%	18%	30%	20%	28%	20%	26%	20%	64%	LMNP	20%							
	I think this number is too high	59%	64%	C	49%		67%	51%	73%	H	55%	64%	61%	63%	O	73%	O	27%	70%	O				
Q25 Central Search	Total Answering	223	152	71	95	5	123	32	166	25	96	55	42	14	17									
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									
	I think this number sounds about right	7%	7%	6%	7%		7%	3%	7%	12%	8%	3%	12%	3%	7%									
	I think this number is too high	77%	80%	70%	77%	80%	77%	88%	75%	76%	81%	78%	73%	81%	86%	86%	65%							
Q29 Transfer Search	Total Answering	222	158	64	120	3	99	41	147	34	96	62	41	16	11									
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									
	I think this number sounds about right	15%	18%	C	8%		13%	10%	17%	10%	19%	14%	17%	15%	19%									
	I think this number is too high	66%	68%		61%	33%	64%	78%	64%	59%	68%	68%	70%	78%	P	56%	45%							
Q33 Lifts, escalators and travellers	Total Answering	223	149	74	115	4	104	42	157	24	92	56	12	39	16									
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									
	I think this number sounds about right	5%	5%	4%	4%		4%	5%	4%	7%	4%	5%	7%	3%	13%									
	I think this number is too high	79%	81%	76%	81%	50%	79%	88%	78%	75%	86%	75%	75%	87%	75%	86%								
Q37 Pier service	Total Answering	222	151	71	111	3	108	33	160	29	96	54	22	13	16									
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									
	I think this number sounds about right	14%	14%	13%	16%		11%	6%	15%	14%	18%	7%	12%	19%	8%									
	I think this number is too high	72%	76%	C	62%	100%	71%	76%	69%	79%	74%	80%	90%	76%	73%	77%	75%							
Q41 Baggage reclaim	Total Answering	223	145	78	109	1	113	31	160	32	99	46	13	54	14									
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									
	I think this number sounds about right	5%	3%	8%	3%		7%	4%	13%	7%	4%	2%	6%	2%	7%									
	I think this number is too high	78%	82%	71%	80%	100%	76%	87%	77%	75%	84%	78%	77%	81%	81%	86%								
Q45 T5 Track Transit	Total Answering	223	145	78	110	4	109	37	164	22	100	45	17	40	15									
	I think this number is too low	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%									
	I think this number sounds about right	10%	14%	C	3%		12%	8%	14%	10%	17%	5%	15%	10%	24%									
	I think this number is too high	9%	6%		13%	8%	25%	8%	11%	8%	4%	11%	7%	5%	12%									

Comparison Groups: BC/DEF
 GHI/JK/LMNOP
 Independent T-Test for Means (unequal variances).
 Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.