



DALLAS/FORT WORTH
INTERNATIONAL AIRPORT

CustomerID Terminal Profiles

Terminal A

Terminal B

Terminal C

Terminal D

Executive Summary

Buxton[®] has completed an analysis of DFW International Airport's passenger data to profile Connector passengers by terminal.

Data Summary

Connector Passengers

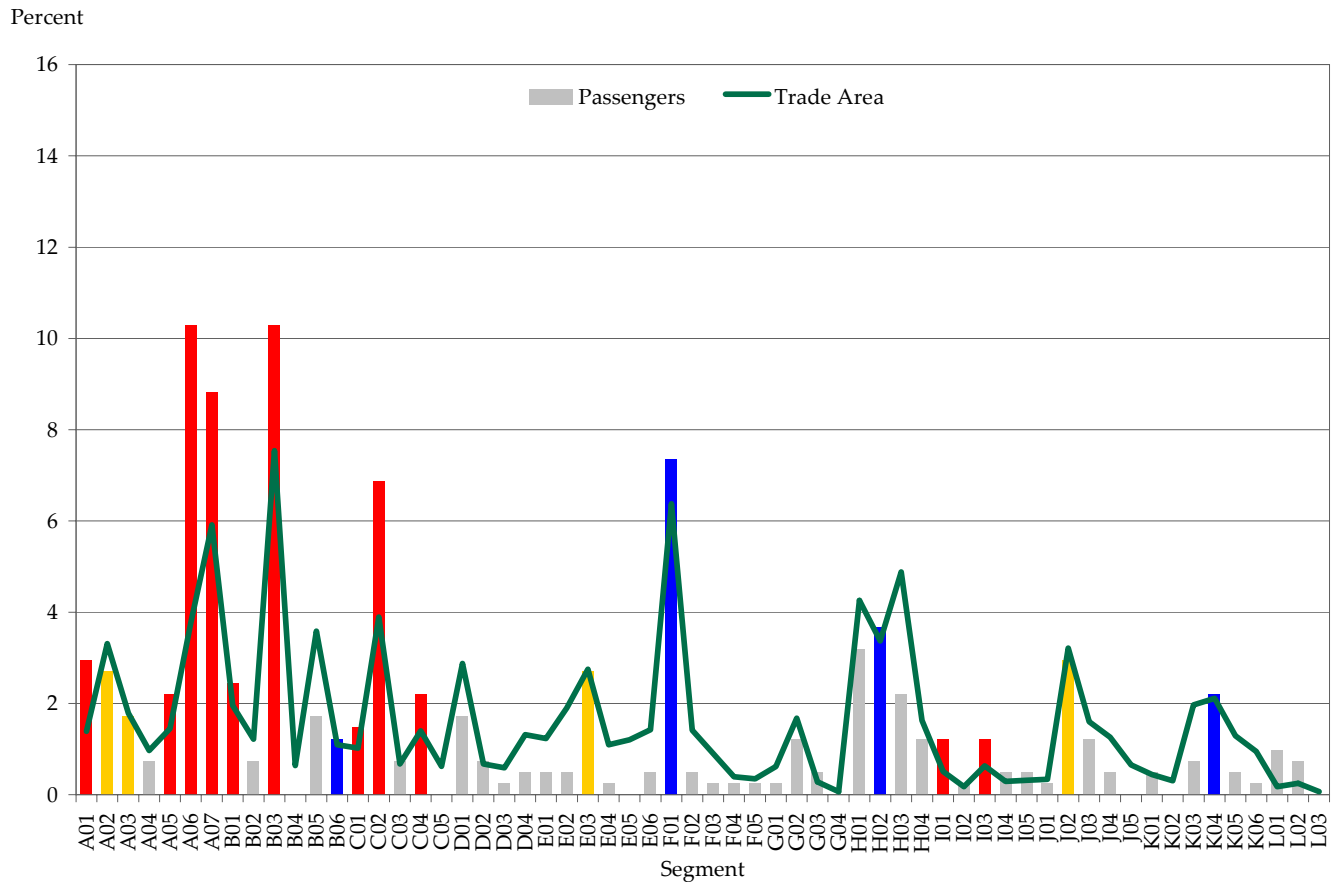
- 2,006 passenger records were received.
- 1,652 records were geocoded.
- 1,641 unique households were analyzed.

Terminal A

The table below identifies the core Connector passengers for Terminal A:

Primary Core Passengers		Secondary Core Passengers		Tertiary Core Passengers	
A01	Americas Wealthiest	B06	Successful Urban Sprawl	A02	Dream Weavers
A05	Enterprising Couples	F01	Steadfast Conservative	A03	White-collar Suburbia
A06	Small-town Success	H02	Minority Metro	E03	Professional Urbanites
A07	New Suburbia Families	K04	Urban Diversity	J02	Latino Nuevo
B01	Status-conscious				
B03	Urban Commuter Families				
C01	Second City Homebodies				
C02	Prime Middle America				
C04	Family Convenience				
I01	Industrious Country				
I03	Comfy Country Living				

The following graph shows the Primary Core Passengers in red, Secondary Core Passengers in blue and Tertiary Core Passengers in yellow. The bars represent the percent composition of the passengers, and the green line represents the household base in the trade area.



Primary Core Passenger Demographic Summary – Terminal A

The chart below shows the demographics of DFW International Airport’s Primary Core Passengers for Terminal A. The weighted average represents the average demographics of the primary segments. The U.S. average is the national average for the demographic categories.

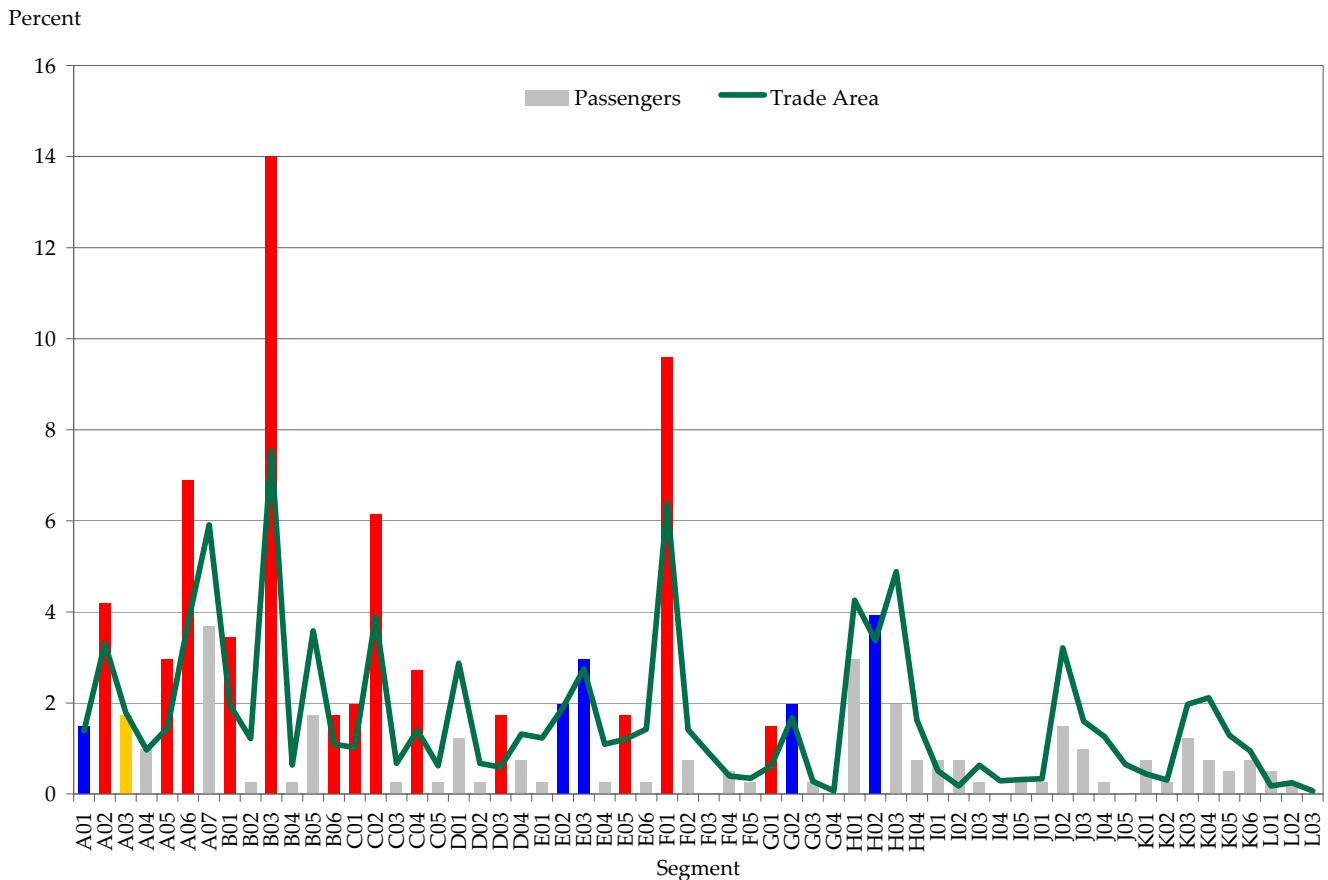
	Average Income	% Age <35	% Age 35-44	% Age 44-54	% Age 55+	% Married	% Child Present	% African-American	% Asian	% Hispanic	% White (Non-Hispanic)	% Home Owner	% Income <\$50K	% Income \$50-\$100K	% Income \$100K +
A01: Americas Wealthiest	\$251,410	8	19	28	45	82	26	1.6	8.1	4.3	78.1	89	17	11	72
A05: Enterprising Couples	\$108,634	8	18	36	38	88	40	1.2	3.6	3.1	85.1	97	12	34	54
A06: Small-town Success	\$100,711	6	21	36	37	94	50	0.1	0.8	1.4	91.2	99	10	38	52
A07: New Suburbia Families	\$94,574	29	44	21	7	86	57	0.4	7.6	8.3	76.3	94	12	45	42
B01: Status-conscious Consumers	\$104,663	16	34	32	19	68	15	0.0	6.3	2.2	82.3	89	21	38	42
B03: Urban Commuter Families	\$86,918	3	6	21	70	78	24	0.2	1.4	2.2	89.8	100	29	47	25
C01: Second City Homebodies	\$81,427	5	21	36	38	66	9	0.0	10.9	12.0	70.1	96	25	45	30
C02: Prime Middle America	\$69,989	28	36	26	10	76	39	0.0	1.0	0.2	92.4	94	26	53	21
C04: Family Convenience	\$72,561	19	31	31	19	91	61	0.0	0.4	0.4	93.9	94	20	61	19
I01: Industrious Country Living	\$60,008	8	18	34	40	73	27	0.0	0.4	0.2	94.3	86	43	44	13
I03: Comfy Country Living	\$64,014	5	11	27	58	45	8	0.0	1.0	0.1	91.8	81	46	34	20
Weighted Average	\$98,273	14	25	28	34	82	39	0.3	3.3	3.1	86.6	95	20	43	37
U.S. Average	\$68,982	18	27	24	32	55	35	10.3	3.2	11.3	69.3	68	47	33	20

Terminal B

The table below identifies the core Connector passengers for Terminal B:

Primary Core Passengers		Secondary Core Passengers		Tertiary Core Passengers	
A02	Dream Weavers	A01	Americas Wealthiest	A03	White-collar Suburbia
A05	Enterprising Couples	E02	Urban Blues		
A06	Small-town Success	E03	Professional Urbanites		
B01	Status-conscious	G02	Rural Southern Living		
B03	Urban Commuter Families	H02	Minority Metro		
B06	Successful Urban Sprawl				
C01	Second City Homebodies				
C02	Prime Middle America				
C04	Family Convenience				
D03	Lower-income Essentials				
E05	American Great Outdoors				
F01	Steadfast Conservative				
G01	Hardy Rural Families				

The following graph shows the Primary Core Passengers in red, Secondary Core Passengers in blue and Tertiary Core Passengers in yellow. The bars represent the percent composition of the passengers, and the green line represents the household base in the trade area.



Primary Core Passenger Demographic Summary – Terminal B

The chart below shows the demographics of DFW International Airport’s Primary Core Passengers for Terminal B. The weighted average represents the average demographics of the primary segments. The U.S. average is the national average for the demographic categories.

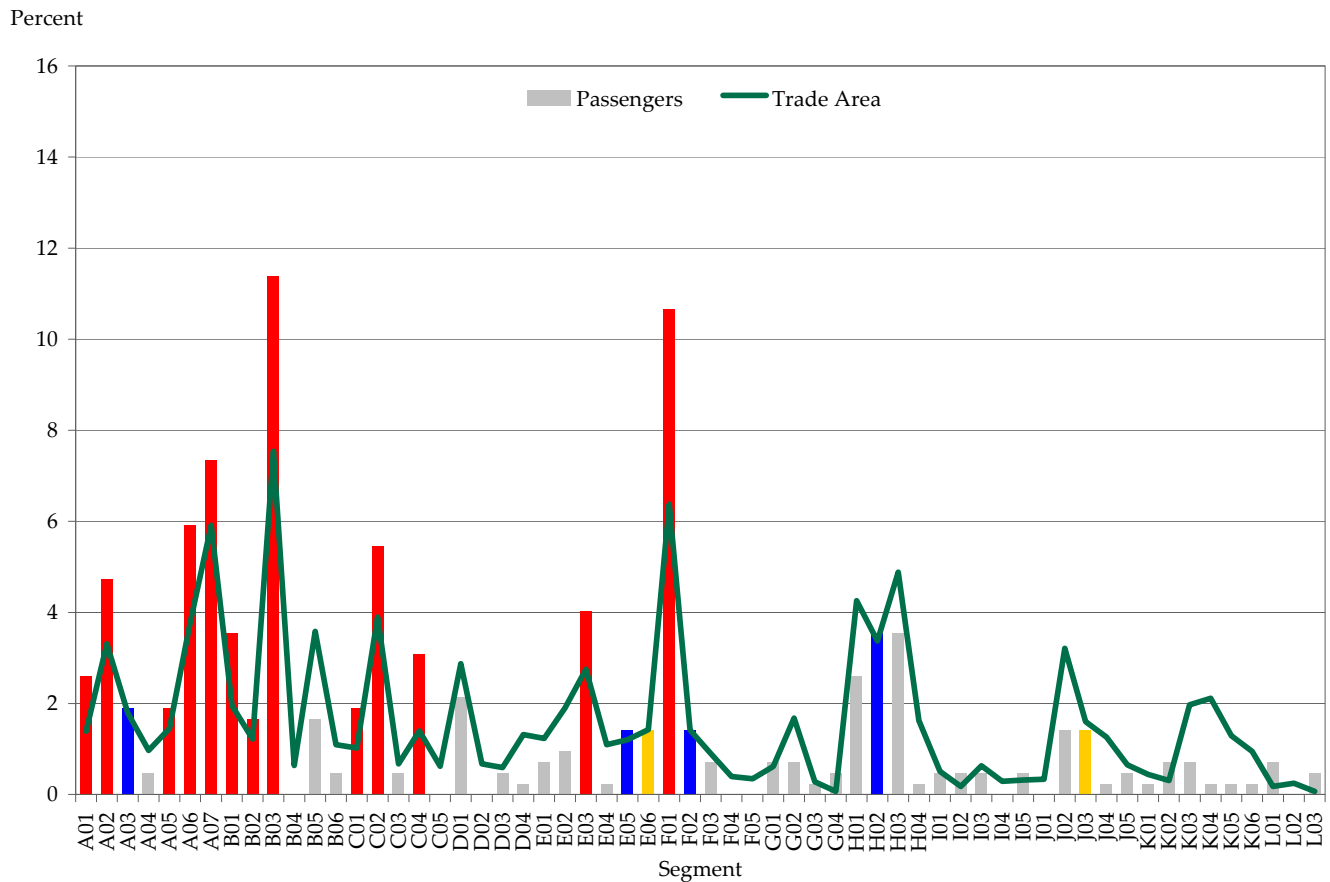
	Average Income	% Age <35	% Age 35-44	% Age 44-54	% Age 55+	% Married	% Child Present	% African-American	% Asian	% Hispanic	% White (Non-Hispanic)	% Home Owner	% Income <\$50K	% Income \$50-\$100K	% Income \$100K +
A02: Dream Weavers	\$166,260	7	24	36	33	94	49	0.7	5.0	3.2	84.0	97	10	12	78
A05: Enterprising Couples	\$108,634	8	18	36	38	88	40	1.2	3.6	3.1	85.1	97	12	34	54
A06: Small-town Success	\$100,711	6	21	36	37	94	50	0.1	0.8	1.4	91.2	99	10	38	52
B01: Status-conscious Consumers	\$104,663	16	34	32	19	68	15	0.0	6.3	2.2	82.3	89	21	38	42
B03: Urban Commuter Families	\$86,918	3	6	21	70	78	24	0.2	1.4	2.2	89.8	100	29	47	25
B06: Successful Urban Sprawl	\$79,074	16	35	30	19	80	49	0.0	0.8	0.2	92.4	89	16	57	27
C01: Second City Homebodies	\$81,427	5	21	36	38	66	9	0.0	10.9	12.0	70.1	96	25	45	30
C02: Prime Middle America	\$69,989	28	36	26	10	76	39	0.0	1.0	0.2	92.4	94	26	53	21
C04: Family Convenience	\$72,561	19	31	31	19	91	61	0.0	0.4	0.4	93.9	94	20	61	19
D03: Lower-income Essentials	\$43,890	6	14	25	55	44	18	0.0	0.9	1.0	91.9	85	67	27	6
E05: American Great Outdoors	\$52,379	4	8	16	73	36	6	0.0	1.1	4.0	88.5	62	71	22	8
F01: Steadfast Conservative	\$55,454	8	12	23	56	60	22	0.0	0.9	2.4	91.0	100	48	42	10
G01: Hardy Rural Families	\$54,306	9	25	42	24	54	16	0.0	0.7	0.3	91.9	79	57	29	13
Weighted Average	\$85,230	9	19	28	44	75	31	0.2	2.1	2.2	89.0	95	29	41	30
U.S. Average	\$68,982	18	27	24	32	55	35	10.3	3.2	11.3	69.3	68	47	33	20

Terminal C

The table below identifies the core Connector passengers for Terminal C:

Primary Core Passengers		Secondary Core Passengers		Tertiary Core Passengers	
A01	Americas Wealthiest	A03	White-collar Suburbia	E05	Mature America
A02	Dream Weavers	E05	American Great Outdoors	J03	Struggling City Centers
A05	Enterprising Couples	F02	Moderate		
A06	Small-town Success	H02	Minority Metro		
A07	New Suburbia Families				
B01	Status-conscious				
B02	Affluent Urban				
B03	Urban Commuter Families				
C01	Second City Homebodies				
C02	Prime Middle America				
C04	Family Convenience				
E03	Professional Urbanites				
F01	Steadfast Conservative				

The following graph shows the Primary Core Passengers in red, Secondary Core Passengers in blue and Tertiary Core Passengers in yellow. The bars represent the percent composition of the passengers, and the green line represents the household base in the trade area.



Primary Core Passenger Demographic Summary – Terminal C

The chart below shows the demographics of DFW International Airport’s Primary Core Passengers for Terminal C. The weighted average represents the average demographics of the primary segments. The U.S. average is the national average for the demographic categories.

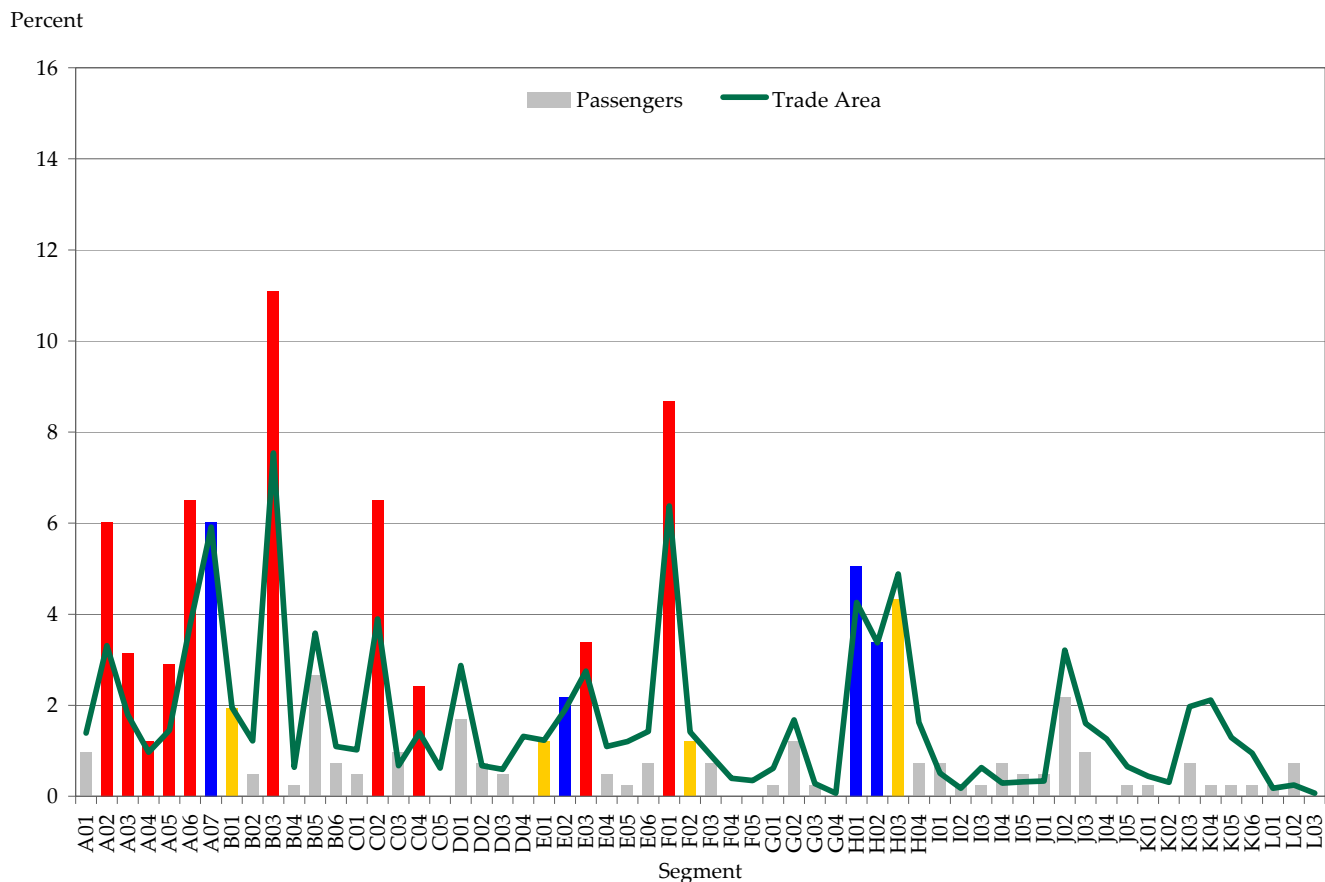
	Average Income	% Age <35	% Age 35-44	% Age 44-54	% Age 55+	% Married	% Child Present	% African-American	% Asian	% Hispanic	% White (Non-Hispanic)	% Home Owner	% Income <\$50K	% Income \$50-\$100K	% Income \$100K +
A01: Americas Wealthiest	\$251,410	8	19	28	45	82	26	1.6	8.1	4.3	78.1	89	17	11	72
A02: Dream Weavers	\$166,260	7	24	36	33	94	49	0.7	5.0	3.2	84.0	97	10	12	78
A05: Enterprising Couples	\$108,634	8	18	36	38	88	40	1.2	3.6	3.1	85.1	97	12	34	54
A06: Small-town Success	\$100,711	6	21	36	37	94	50	0.1	0.8	1.4	91.2	99	10	38	52
A07: New Suburbia Families	\$94,574	29	44	21	7	86	57	0.4	7.6	8.3	76.3	94	12	45	42
B01: Status-conscious Consumers	\$104,663	16	34	32	19	68	15	0.0	6.3	2.2	82.3	89	21	38	42
B02: Affluent Urban Professionals	\$118,590	25	34	21	20	27	10	0.9	9.0	6.2	74.2	28	35	26	38
B03: Urban Commuter Families	\$86,918	3	6	21	70	78	24	0.2	1.4	2.2	89.8	100	29	47	25
C01: Second City Homebodies	\$81,427	5	21	36	38	66	9	0.0	10.9	12.0	70.1	96	25	45	30
C02: Prime Middle America	\$69,989	28	36	26	10	76	39	0.0	1.0	0.2	92.4	94	26	53	21
C04: Family Convenience	\$72,561	19	31	31	19	91	61	0.0	0.4	0.4	93.9	94	20	61	19
E03: Professional Urbanites	\$104,498	1	3	8	88	63	6	0.2	2.0	3.3	87.7	90	37	31	32
F01: Steadfast Conservative	\$55,454	8	12	23	56	60	22	0.0	0.9	2.4	91.0	100	48	42	10
Weighted Average	\$97,630	12	21	26	41	76	33	0.3	3.3	3.3	86.4	94	26	40	35
U.S. Average	\$68,982	18	27	24	32	55	35	10.3	3.2	11.3	69.3	68	47	33	20

Terminal D

The table below identifies the core Connector passengers for Terminal D:

Primary Core Passengers		Secondary Core Passengers		Tertiary Core Passengers	
A02	Dream Weavers	A07	New Suburbia Families	B01	Status-conscious
A03	White-collar Suburbia	E02	Urban Blues	F01	Ethnic Urban Mix
A04	Upscale Suburbanites	H01	Young Cosmopolitans	F02	Moderate
A05	Enterprising Couples	H02	Minority Metro	H03	Stable Careers
A06	Small-town Success				
B03	Urban Commuter Families				
C02	Prime Middle America				
C04	Family Convenience				
E03	Professional Urbanites				
F01	Steadfast Conservative				

The following graph shows the Primary Core Passengers in red, Secondary Core Passengers in blue and Tertiary Core Passengers in yellow. The bars represent the percent composition of the passengers, and the green line represents the household base in the trade area.



Primary Core Passenger Demographic Summary – Terminal D

The chart below shows the demographics of DFW International Airport’s Primary Core Passengers for Terminal D. The weighted average represents the average demographics of the primary segments. The U.S. average is the national average for the demographic categories.

	Average Income	% Age <35	% Age 35-44	% Age 44-54	% Age 55+	% Married	% Child Present	% African-American	% Asian	% Hispanic	% White (Non-Hispanic)	% Home Owner	% Income <\$50K	% Income \$50-\$100K	% Income \$100K +
A02: Dream Weavers	\$166,260	7	24	36	33	94	49	0.7	5.0	3.2	84.0	97	10	12	78
A03: White-collar Suburbia	\$130,810	6	23	34	37	89	41	0.1	17.6	6.1	68.9	99	10	32	58
A04: Upscale Suburbanites	\$144,491	8	22	26	44	59	10	0.4	8.4	6.0	76.3	69	25	26	49
A05: Enterprising Couples	\$108,634	8	18	36	38	88	40	1.2	3.6	3.1	85.1	97	12	34	54
A06: Small-town Success	\$100,711	6	21	36	37	94	50	0.1	0.8	1.4	91.2	99	10	38	52
B03: Urban Commuter Families	\$86,918	3	6	21	70	78	24	0.2	1.4	2.2	89.8	100	29	47	25
C02: Prime Middle America	\$69,989	28	36	26	10	76	39	0.0	1.0	0.2	92.4	94	26	53	21
C04: Family Convenience	\$72,561	19	31	31	19	91	61	0.0	0.4	0.4	93.9	94	20	61	19
E03: Professional Urbanites	\$104,498	1	3	8	88	63	6	0.2	2.0	3.3	87.7	90	37	31	32
F01: Steadfast Conservative	\$55,454	8	12	23	56	60	22	0.0	0.9	2.4	91.0	100	48	42	10
Weighted Average	\$96,163	9	18	27	46	79	34	0.2	2.9	2.4	88.0	97	25	39	36
U.S. Average	\$68,982	18	27	24	32	55	35	10.3	3.2	11.3	69.3	68	47	33	20

Core Passenger Comparison

The following table shows a comparison of core passengers for each terminal at DFW International Airport. Red indicates Primary Core Passengers, blue indicates Secondary Core Passengers, and yellow indicates Tertiary Core Passengers.

Segment	Terminal A	Terminal B	Terminal C	Terminal D
A01: Americas Wealthiest	●	●	●	
A02: Dream Weavers	●	●	●	●
A03: White-collar Suburbia	●	●	●	●
A04: Upscale Suburbanites				●
A05: Enterprising Couples	●	●	●	●
A06: Small-town Success	●	●	●	●
A07: New Suburbia Families	●		●	●
B01: Status-conscious Consumers	●	●	●	●
B02: Affluent Urban Professionals			●	
B03: Urban Commuter Families	●	●	●	●
B06: Successful Urban Sprawl	●	●		
C01: Second City Homebodies	●	●	●	
C02: Prime Middle America	●	●	●	●
C04: Family Convenience	●	●	●	●
D03: Lower-income Essentials		●		
E01: Ethnic Urban Mix				●
E02: Urban Blues		●		●
E03: Professional Urbanites	●	●	●	●
E05: American Great Outdoors		●	●	
E06: Mature America			●	
F01: Steadfast Conservative	●	●	●	●
F02: Moderate Conventionalists			●	●
G01: Hardy Rural Families		●		
G02: Rural Southern Living		●		
H01: Young Cosmopolitans				●
H02: Minority Metro Communities	●	●	●	●
H03: Stable Careers				●
I01: Industrious Country Living	●			
I03: Comfy Country Living	●			
J02: Latino Nuevo	●			
J03: Struggling City Centers			●	
K04: Urban Diversity	●			