

JOHN WAYNE AIRPORT PASSENGER SURVEY 2007



FINAL REPORT

Performed and Submitted by:

Redhill Group, Inc.



2007 PASSENGER SURVEY

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EXECUTIVE SUMMARY

The 2007 John Wayne Airport Passenger Survey was conducted in July 2007 to measure satisfaction and awareness among John Wayne Airport (JWA) users. The study consisted of a telephone survey with Orange County residents, as well as an intercept survey with departing JWA passengers.

The data was collected to provide information on respondents' frequency of use and satisfaction with JWA facilities, services, and amenities. Demographic information was also collected. The surveys were designed to provide consistency with previous years' surveys in order to measure changes over time.

Redhill Group, Inc. (formerly known as Strategic Consulting & Research) conducted 409 complete telephone surveys resulting in a statistical margin of error of +/- 4.8% at a 95% confidence level. The 570 complete intercept surveys resulted in a margin of +/- 4.1% at a 95% confidence level. This exceeds the targeted total number of intercept surveys by 170 or 43%. This equals a total of 979 complete surveys collected from both the telephone (409) and intercept surveys (570).

Key Findings:

- Overall satisfaction with JWA in 2007 is consistent with 2005, with 93% of telephone participants and 95% of intercept respondents giving JWA a grade of "A" or "B."
- Ninety-six percent of telephone participants and 91% of intercept respondents feel either that "JWA provides excellent travel services and is a great asset to Orange County," or that "John Wayne Airport facilities and services are good and meet my travel needs."
- Convenient location of the airport is the top reason that both telephone (92%) and intercept (81%) survey respondents selected JWA.
- The largest percentage of JWA users are traveling mainly for pleasure or leisure at 48%, followed closely by trips for business at 42%.
- Sixty-two percent of intercept survey respondents were visitors to Orange County and 38% were Orange County residents in 2007, while in 2005, 66% were visitors and 34% were residents.
- Cleanliness of the terminal, cleanliness of the restrooms, cleanliness of the parking structures, and feeling safe and secure in the terminal earned grades of "A" from both telephone and intercept survey participants.
- No individual category received a grade of C or below in either the telephone or intercept survey.

- Respondents to the telephone and intercept surveys gave food services at JWA a mean grade of “B,” and also gave the selection of products sold in the shops at JWA a mean grade of “B.”
- The Internet is the top source of information for travelers. Thirty-one percent of telephone survey respondents and 20% of intercept respondents have visited the Web site for JWA (www.ocair.com). This is higher than in 2005 in which figures were 23% and 14% respectively.

INTRODUCTION

John Wayne Airport (JWA) has conducted passenger surveys in 1994, 1998, 2000, 2003, 2005, and now 2007. Redhill Group, Inc. (formerly known as Strategic Consulting & Research) contracted with the County of Orange to implement telephone and intercept surveys to measure passengers' perceptions of the airport, including satisfaction and usage frequency, as well as travel and demographic information.

A telephone survey was conducted with Orange County residents using a random digit dialing sample. The telephone survey provides an unbiased sample of all adult Orange County residents who have flown out of JWA at least once in the last 12 months.

The intercept survey was conducted with departing passengers as they waited in the terminal to board their flights. The intercept survey provides an unbiased sample of all JWA passengers, including both residents and visitors.

When relevant and possible, 2007 findings were compared with previous years' results.

To facilitate understanding of the charts used in the report, telephone survey results are represented in blue, while intercept results are represented in green. Where previous years' results are shown, consistent colors are used for each year with purple for 2007, green for 2005 and red for 2003.

The survey instruments with percentage responses are attached in the Appendix.

METHODOLOGY

The telephone survey provides an unbiased sample of all adult Orange County residents who have flown out of JWA at least once in the last 12 months and provides a more long-term perspective developed over all their travel experiences, although their most recent trips may weigh more heavily in their memory. This sample is evenly weighted across JWA resident users regardless of their usage level; that is to say someone who flew only once in the last year has the same impact on survey results as someone who flew five or more times.

The intercept survey provides an unbiased sample of all JWA passengers, including both residents and visitors. This sample is different from the telephone survey in three specific ways. First, visitors are included in the results, and these JWA users may have different opinions and attitudes than Orange County residents. Second, respondents were asked to provide their opinion about JWA on the day of their flight, which is different than asking for feedback from respondents who have flown through JWA one or more times over the last year. And finally, this data reflects frequency of usage because passengers who use JWA five times per year are five times as likely to be encountered and participate in the survey as travelers who only use JWA once per year. Thus the results reflect the opinions and attitudes of frequent JWA passengers more heavily than infrequent users.

Sampling Plan

- **Telephone Survey**

A random digit dialing telephone survey was conducted during a three-week period from July 6, 2007 to July 27, 2007. A total of 409 surveys were collected. Phone numbers were generated for all of Orange County providing a representative list of all Orange County numbers. Participants were screened for use of JWA at least once within the last 12 months. All qualified respondents were at least 18 years of age.

The telephone survey netted 409 qualified respondents who completed the questionnaire. A total of 787 people were contacted, five percent of whom were not 18 years of age. Sixty-three of the respondents (eight percent) were eliminated because they refused to give a zip code, or the zip code given was not in Orange County. The remaining unqualified respondents were eliminated either because they had not traveled by air in the last 12 months (22%), or had not used JWA at least once within the last 12 months (12%).*

The 409 telephone surveys resulted in a statistical margin of error of +/- 4.8% at a 95% confidence level.

* The denominator used for percentages in this paragraph is all respondents that were willing to participate.

- **Intercept Survey**

Intercept interviews were conducted at JWA during the week of Monday, July 23 to Sunday, July 29, 2007. Surveys were conducted from 6:00 am to 10:00 pm to get a representative sample of all departing passengers.

Users were sampled at random in the terminal while waiting for their departing flights. Surveyors read the questions and marked the respondent's answers on the survey instrument. Surveys were then entered into a database for subsequent analysis. Redhill Group conducted 570 complete surveys for a margin of +/- 4.1% at a 95% confidence level.

The sampling plan was developed by dividing each day into the following three parts:

2007

- 6 AM to 10 AM
- 10 AM to 3 PM
- 3 PM to 10 PM

This varies from previous studies in which the below four day parts were used. However, due to the lack of significant distinguishing features between the original latter two day parts, it was determined that they should be combined, resulting in a total of three day parts.

2005

- 6 AM to 9 AM
- 9 AM to 2 PM
- 2 PM to 7 PM
- 7 PM to 10 PM

Flights were also categorized into three groups by destination. This is consistent with previous studies.

- California: Destinations within the state of California
- West: Destinations other than California and Eastern Time Zone
- East: Destinations within the Eastern Time Zone

The sampling plan included a balance of surveys by time of day and destination, to be representative of the flight distribution for these categories. * The target of 400 surveys was split into weekday and weekend groups as a proportion of departing flight traffic.

Table 1: Intercept Survey Sampling Plans **

SAMPLING PLAN TARGETS WEEKDAY (74%)

N=297					
Destinations	6am - 10am	10am - 3pm	3pm - 10pm	Row %	TOTAL
California	30	28	45	35%	103
West	60	59	59	60%	178
East	6	6	4	5%	16
Column %	32%	31%	36%		
TOTAL	96	93	108	100%	297

SAMPLING PLAN TARGETS WEEKEND (26%)

N=103					
Destinations	6am - 10am	10am - 3pm	3pm - 10pm	Row %	TOTAL
California	10	11	14	34%	35
West	21	22	20	61%	63
East	2	2	1	5%	5
Column %	32%	34%	34%		
TOTAL	33	35	35	100%	103

ACTUAL COMPLETED SURVEYS WEEKDAY

N=103				
Destinations	6am - 10am	10am - 3pm	3pm - 10pm	TOTAL
California	40	29	68	137
West	55	77	91	223
East	18	11	13	42
TOTAL	113	117	172	402

ACTUAL COMPLETED SURVEYS WEEKEND

N=103				
Destinations	6am - 10am	10am - 3pm	3pm - 10pm	TOTAL
California	10	17	25	52
West	38	36	37	111
East	5	0	1	6
TOTAL	53	53	63	169

* Flight distribution does not necessarily provide a 1:1 relationship with the number of passengers since plane size and load factor varies from flight to flight. Sampling targets are intended to provide a general distribution of surveys to ensure they are not unduly over or under represented for any particular segment of JWA passengers.

** Although the sampling plans' daypart and regional breakdown differs from previous years, the results are still comparable to prior studies.

Because there is variation in passenger loads and response rates the data has been weighted to balance the results by destination and daypart and expanded to represent total JWA passenger volume for a typical week.

Weights are calculated using a two-step process. First, the total number of boarding passengers is multiplied by the percentage of flights for each daypart-destination category. This provides a rough estimate of passengers boarding for each daypart-destination category combination. In the second step this number is divided by the actual number of completed surveys for each daypart-destination category combination to get the weight for that cell. The appropriate weight is then multiplied by the number of surveys in each cell to produce results that are in proportion to the actual number of flights in each daypart-destination category. Weighting is performed to remove any bias due to possible survey collection issues; for example, higher refusal rates at a certain time of day.

Table 2: Intercept Survey Weights

WEIGHTS WEEKDAY

Destinations	6am-10am	10am-3pm	3pm-10pm
California	845	1165	745
West	1229	878	743
East	375	614	260

WEIGHTS WEEKEND

Destinations	6am-10am	10am-3pm	3pm-10pm
California	1130	742	643
West	629	713	647
East	784	0	1301

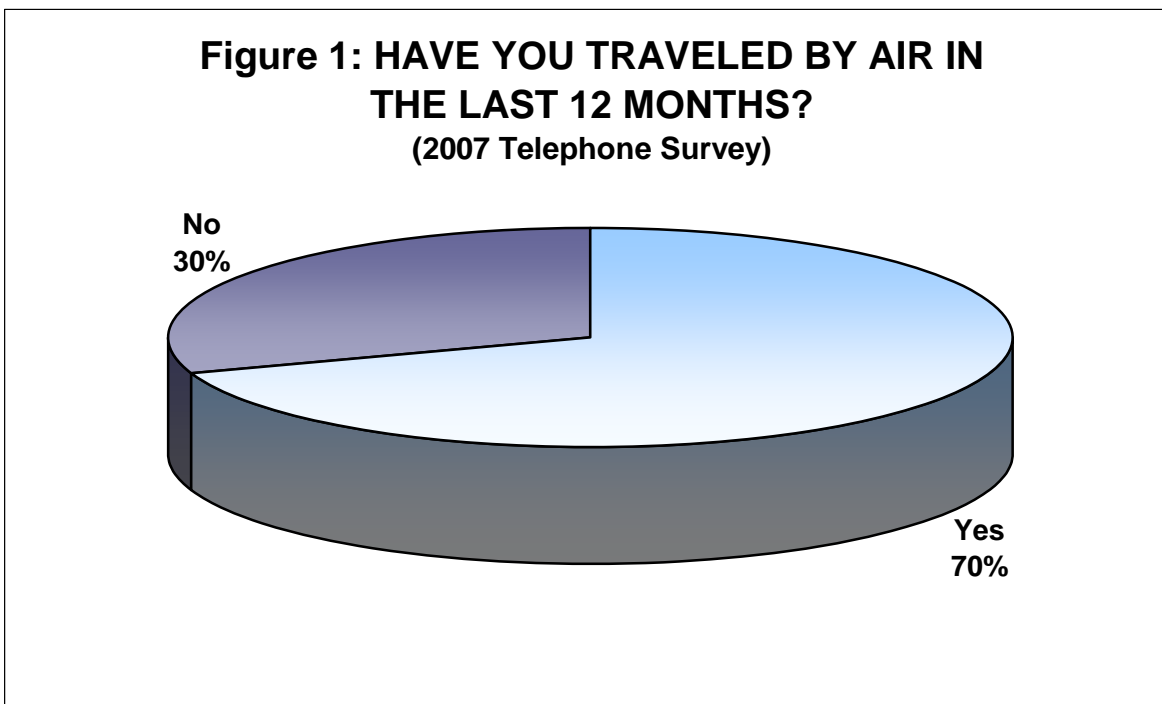
JWA USAGE

Travel Frequency

- **Telephone Survey**

Telephone survey respondents were screened to eliminate people who have not flown in the last year, or have not used JWA during the last year. This enables us to provide some basic information about JWA usage in Orange County.

Approximately one-third of Orange County residents (30%) have not flown in the last year. This is consistent with 2005 findings in which 31% had not flown in the last year. Thus, the current total active market is roughly two-thirds of Orange County's adult population.



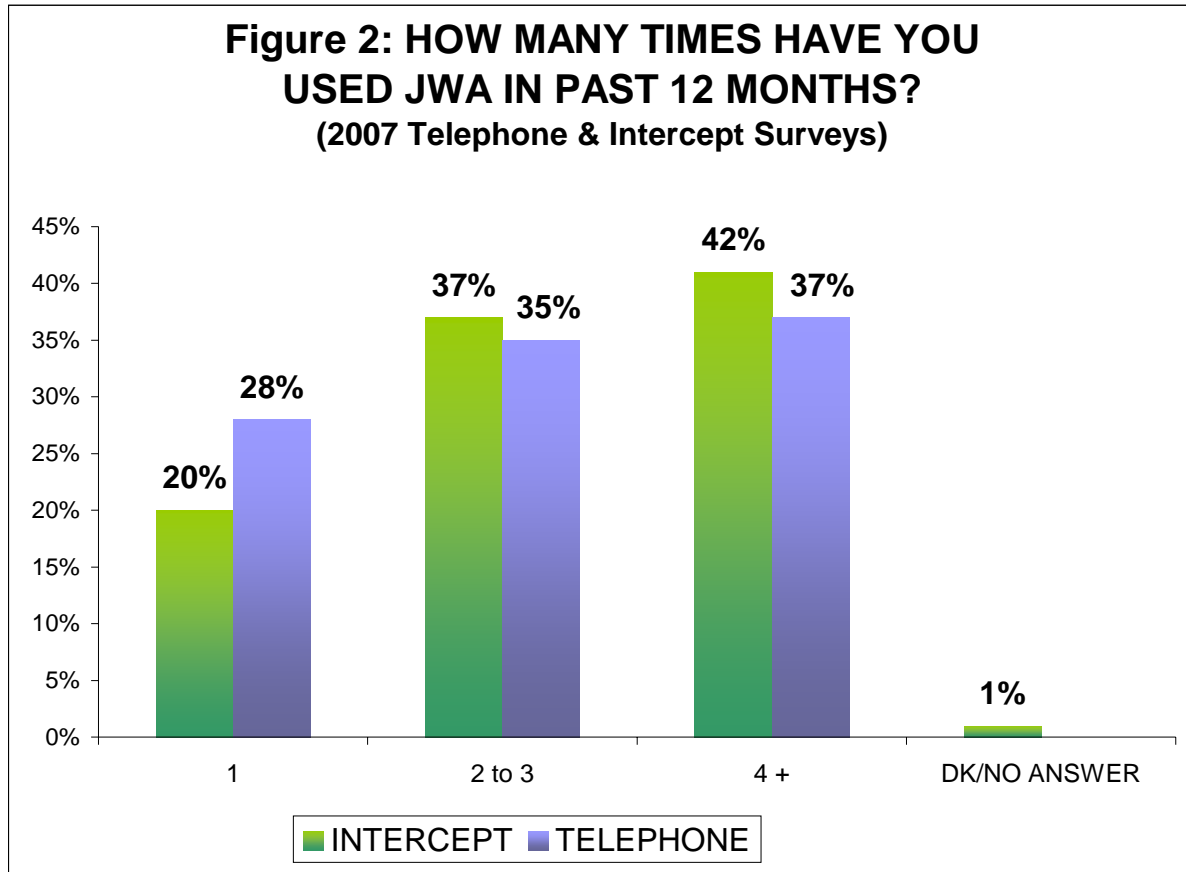
Telephone survey participants who had flown out of JWA were asked how many times they have used this airport in the past year. Twenty-eight percent have used JWA once, 35% have used JWA two to three times with the remaining 37% using JWA four or more times.

This reflects a moderate increase since 2005 when 38% used JWA only once, and 31% each flew out of JWA two to three times, and four or more times.

Intercept Survey

Intercept survey participants were also asked about their usage of JWA in the past 12 months, including their visit on the day they were surveyed. Forty-two percent have used JWA four or more times in the past 12 months, while for 20% this was the only time they had used the airport in a year's time.

For the intercept survey, visitors' frequency of use is essentially unchanged from 2005 while residents' frequency of use increased moderately.



Reason for Selecting JWA

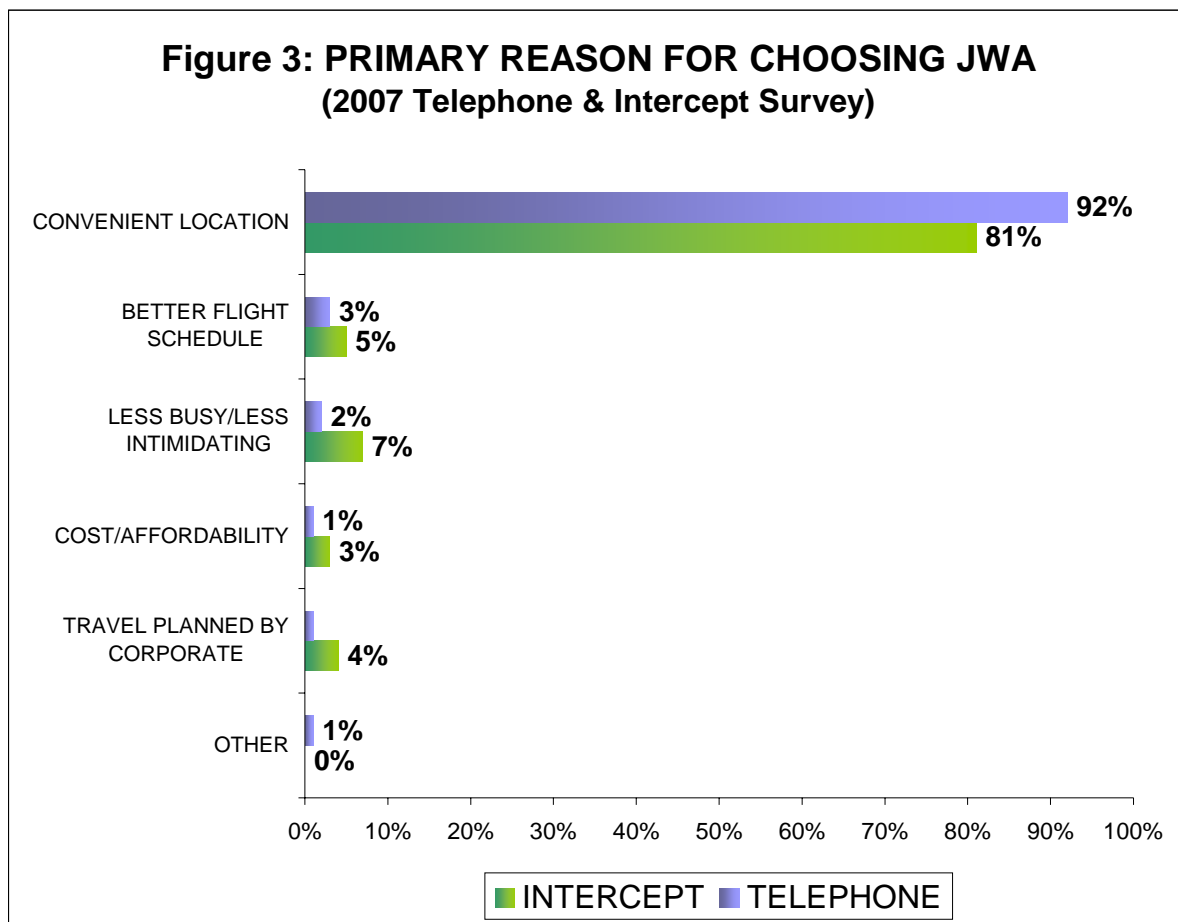
- **Telephone Survey**

When asked about the primary reason for choosing JWA for travel, 92% of 2007 telephone survey respondents cite the convenient location. The 2005 and 2003 telephone surveys had similar findings, where 95% and 93% respectively said that convenient location was their primary reason for traveling through JWA.

- **Intercept Survey**

Eighty-one percent of intercept survey respondents said that convenient location was the top reason they choose to fly through JWA, seven percent said it is because JWA is less busy or intimidating than other Southern California airports, and five percent cited a better flight schedule.

This is similar to intercept findings from 2003 and 2005, in which 84% and 82% respectively said that the convenient location was the reason they chose JWA for Southern California travel.



Reason for Selecting Other Airports

▪ *Telephone Survey*

Thirty-three percent of participants in the telephone survey said that cost and affordability is the main reason for choosing airports other than JWA for travel from Southern California. This is followed by flight schedule and availability, cited by 31% of participants.

This is a shift from 2005 when these two factors were reversed with flight schedule and availability being the most frequently cited reason with 39%, while cost and affordability was unchanged at 33%.

▪ *Intercept Survey*

The intercept survey found that location is the main reason for choosing other Southern California airports over JWA, with 31% of respondents giving this answer. Flight schedule and availability follows at 24%, while cost is the third choice at 20%. This is almost identical to the 2005 results.

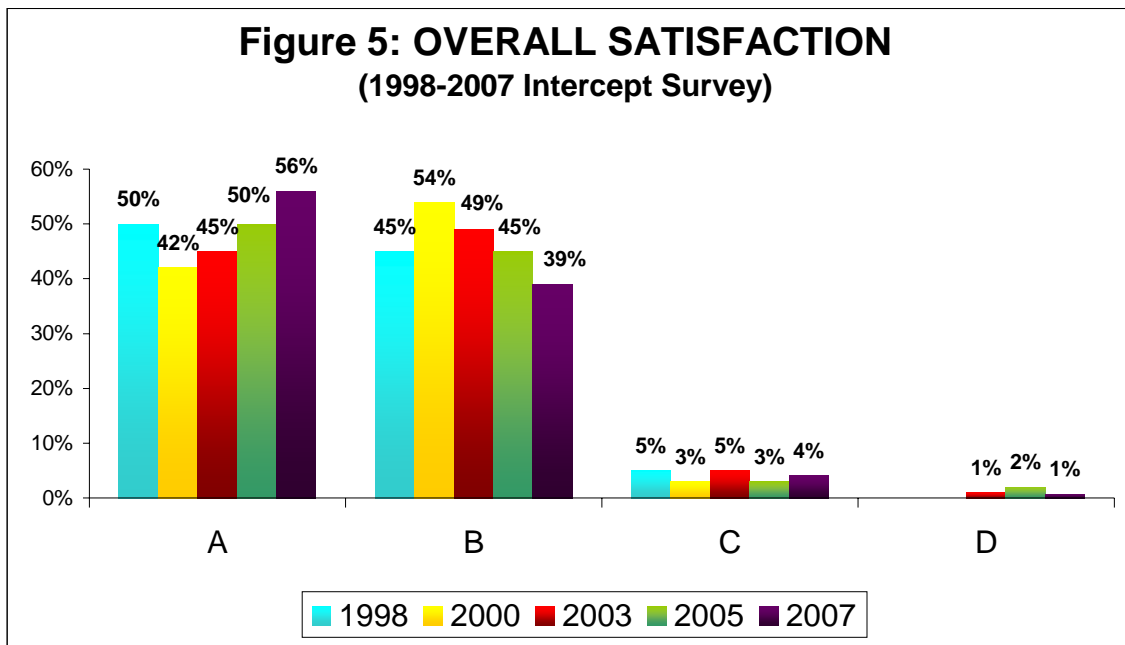
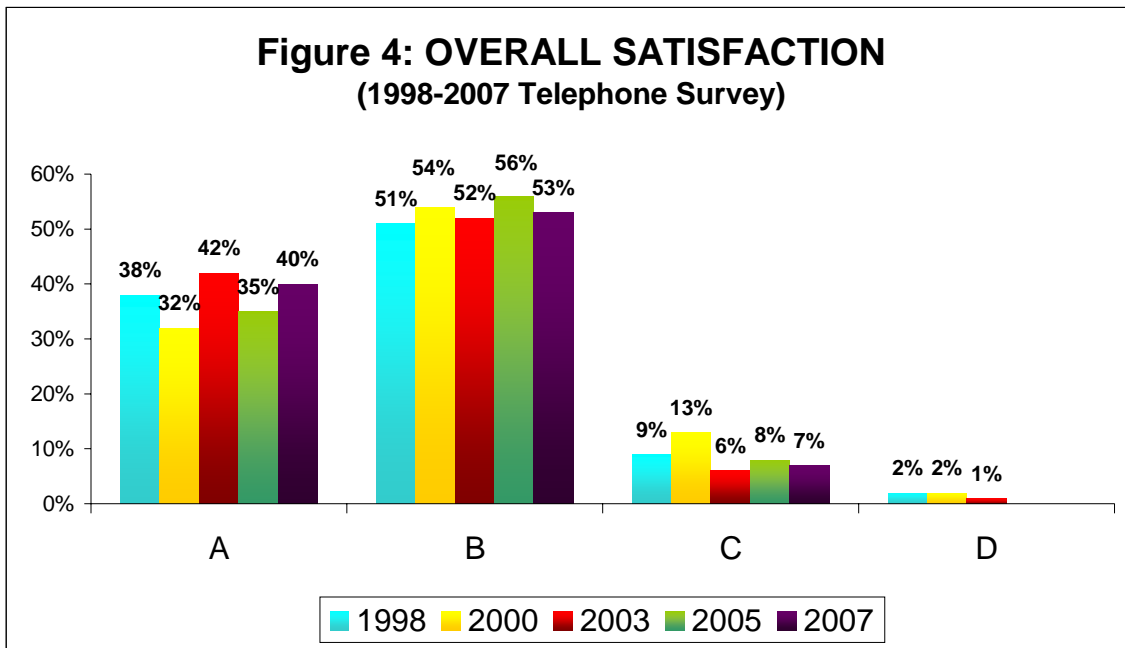
Splitting intercept respondents into their respective visitor and resident categories reveals that residents are almost twice as likely as visitors to consider flight availability and cost at 34% and 25% respectively, compared to only 18% and 17% for visitors. Conversely, visitors are three times more likely to consider the airport's convenient location at 42% compared to 13% for residents.

Furthermore, splitting intercept respondents into those traveling for business versus pleasure reveal that cost is less of a factor in selecting other airports for those traveling on business at 14%, than those traveling for pleasure (25%). However, those traveling on business are more concerned with the convenient location (36%) and flight schedule and availability (29%) compared to those traveling for pleasure (28% and 20% respectively).

SATISFACTION

Overall Satisfaction

Satisfaction was measured like a report card, from A to F, with “A” being “excellent” and “F” being “unsatisfactory.” Ninety-three percent of telephone participants and 95% of intercept respondents gave JWA an overall satisfaction grade of “A” or “B.” The charts below depict the percentage of respondents who chose each grade for overall satisfaction, comparing results from 1998 through 2007.



Although not statistically significant, both the telephone survey and intercept survey responses are directionally more positive in 2007 than 2005.

After rating their overall satisfaction with JWA, respondents were asked why they gave that particular grade. A sample of responses is below.

Telephone Survey

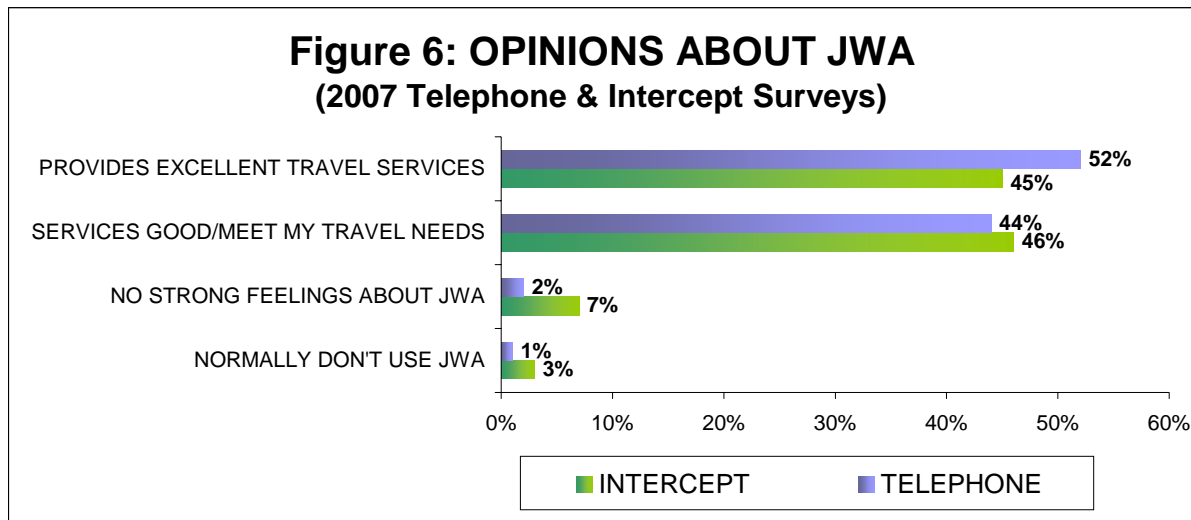
- It's convenient, clean, close to home, has a nice feel, well organized
- Difficult to get into the terminal and the security wait time
- Needs more interesting shops, for a more enjoyable wait
- Recently it's too hard to get into parking. Off-site parking. Morning security
- They keep it up well and clean. Feels new even though it isn't
- They should be international

Intercept Survey

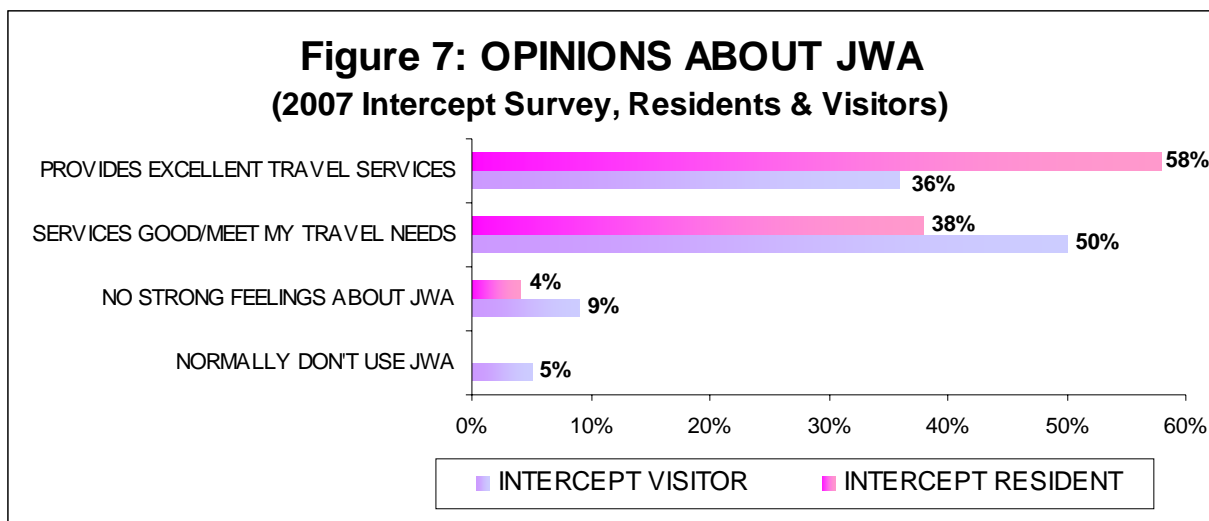
- Easy to get in & out – security line could go faster at prime times
- Everything is usually okay. Remote parking not very convenient
- Helpful people, easy logistically to get in & out, especially for infrequent users
- It's clean and nice/efficient, but parking is a problem. Hard to get in & out
- Layout very good and very clean – people friendly – easy to get to
- No place for plugging in laptops, cell phones
- Room for improvement – more flights, quicker check-in, faster security screening, very friendly airport
- So close, nice, layout of the airport good, only problem is parking
- Would like screening to be faster, everything else was good

Opinions about JWA

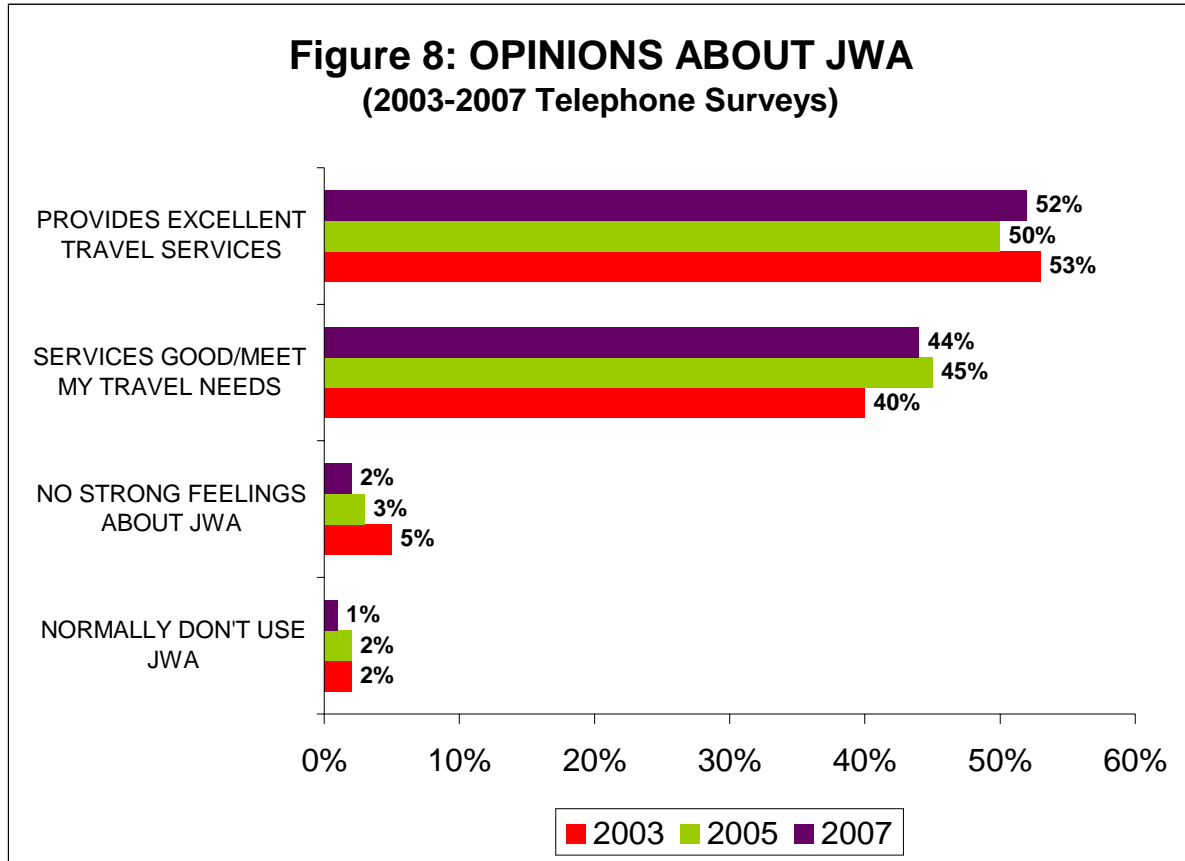
In addition to the satisfaction grade rating, respondents to both the telephone and intercept surveys were read four statements and then asked to choose the one with which they most agreed. Intercept survey participants were split almost evenly with 45% saying that “John Wayne Airport provides excellent travel services and is a great asset to Orange County” and 46% saying “John Wayne Airport facilities and services are good and meet my travel needs.” Telephone survey respondents were slightly more positive with 52% saying that “John Wayne Airport provides excellent travel services and is a great asset to Orange County” and 44% saying “John Wayne Airport facilities and services are good and meet my travel needs.”



When broken down into resident and visitor categories, 58% of resident intercept survey respondents agreed “John Wayne Airport provides excellent travel services and is a great asset to Orange County” while the most cited answer among visitors was “John Wayne Airport facilities and services are good and meet my travel needs” with 50%.



Although the changes are not large enough to be statistically significant, the statements about JWA for 2007 improved directionally with the top two categories increasing from 95% in 2005 to 96% in 2007, and the bottom two categories declining from five percent to three percent.



Satisfaction with JWA Features

Satisfaction for individual performance factors was measured like a report card, from A to F, with “A” being “excellent” and “F” being “unsatisfactory.”

The following table displays the average grade for each individual performance factor from the telephone and intercept surveys in descending order based on the telephone survey grades. The first four factors received a grade of A in both the telephone and intercept survey. This is an improvement over 2005 data in which only two factors (cleanliness of airport terminal and making you feel safe and secure in the terminal) received a grade of A in both the telephone and intercept survey. Grades did not decline in 2007 for any category in either the telephone or intercept surveys.

Table 3: Grades of JWA Features, 2007 Telephone & Intercept Surveys
(green indicates improved grade from 2005)

Factors	Telephone Survey	Intercept Survey
Cleanliness of terminal	A	A
Cleanliness of restrooms	A	A
Cleanliness of parking structures	A	A*
Making you feel safe and secure in the terminal	A	A
Rental car service	B*	A*
Valet parking service	B*	A*
Overall customer service provided by everyone working at the airport	B	A
Being treated in a courteous and professional manner by TSA security screening staff	B	A
Being treated in a courteous and professional manner by airport police	B*	A*
Variety of air carriers	B	B
Door-to-door shuttle	B*	B*
Taxi service from the airport	B*	B*
Curbside check-in service	B	B*
Information booth service	B*	B*
Signage of airport terminal and roadways	B	B
Parking	B	B*
Shops and newsstands	B	B
Food and drink establishments	B	B
Airport art exhibits	B*	B*
Security screening process	B	B
Amount of time it takes to get through security check points	B	B

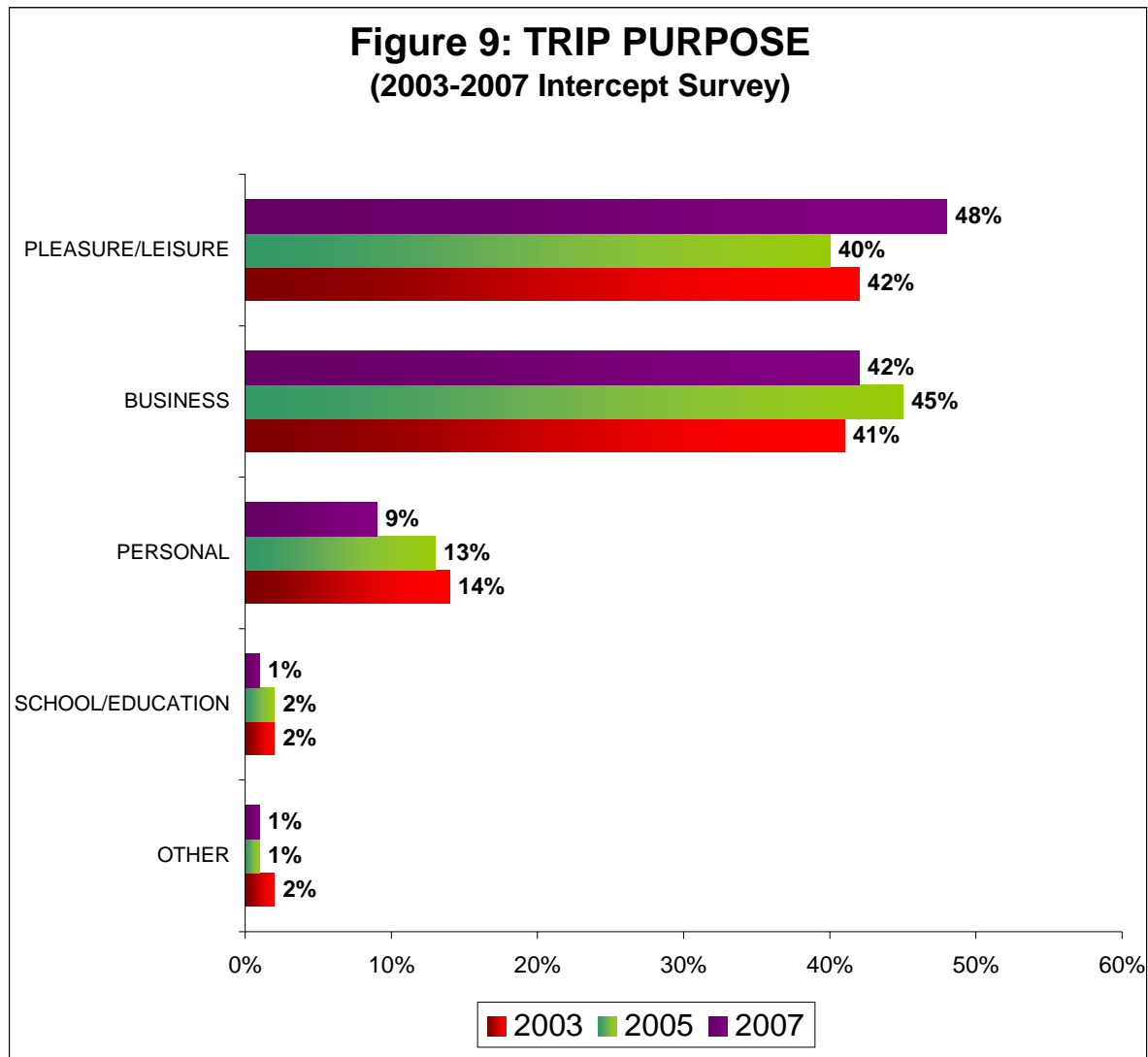
* One third or more of respondents did not use the services referenced in these questions and did not provide a rating. As a result, statistical accuracy is reduced.

Satisfaction with Parking

Respondents of both the telephone and intercept survey who gave a response of C or below for satisfaction with parking were asked to explain why. Although parking received an overall grade of B from both the telephone and intercept respondents, 25% of telephone respondents and 13% of intercept respondents rated parking a C or lower. Responses were coded as not enough parking, expensive, parking is too far, confusing, or other. Forty-five percent of respondents mentioned there was not enough parking, 15% said parking was expensive, 11% said parking was far, 11% said parking was confusing, and 28% made a comment that did not fall into one of these categories.

TRIP PURPOSE

The intercept survey asked participants about the main purpose of their trip. The largest percentage of respondents is traveling for pleasure/leisure at 48% followed closely by business at 42%. This represents a shift from 2005 in which business (including conventions, and combined business and pleasure trips) was the most cited reason at 45% and pleasure/leisure was 40%. Personal trips were the third cited answer in 2007 accounting for nine percent of travel.

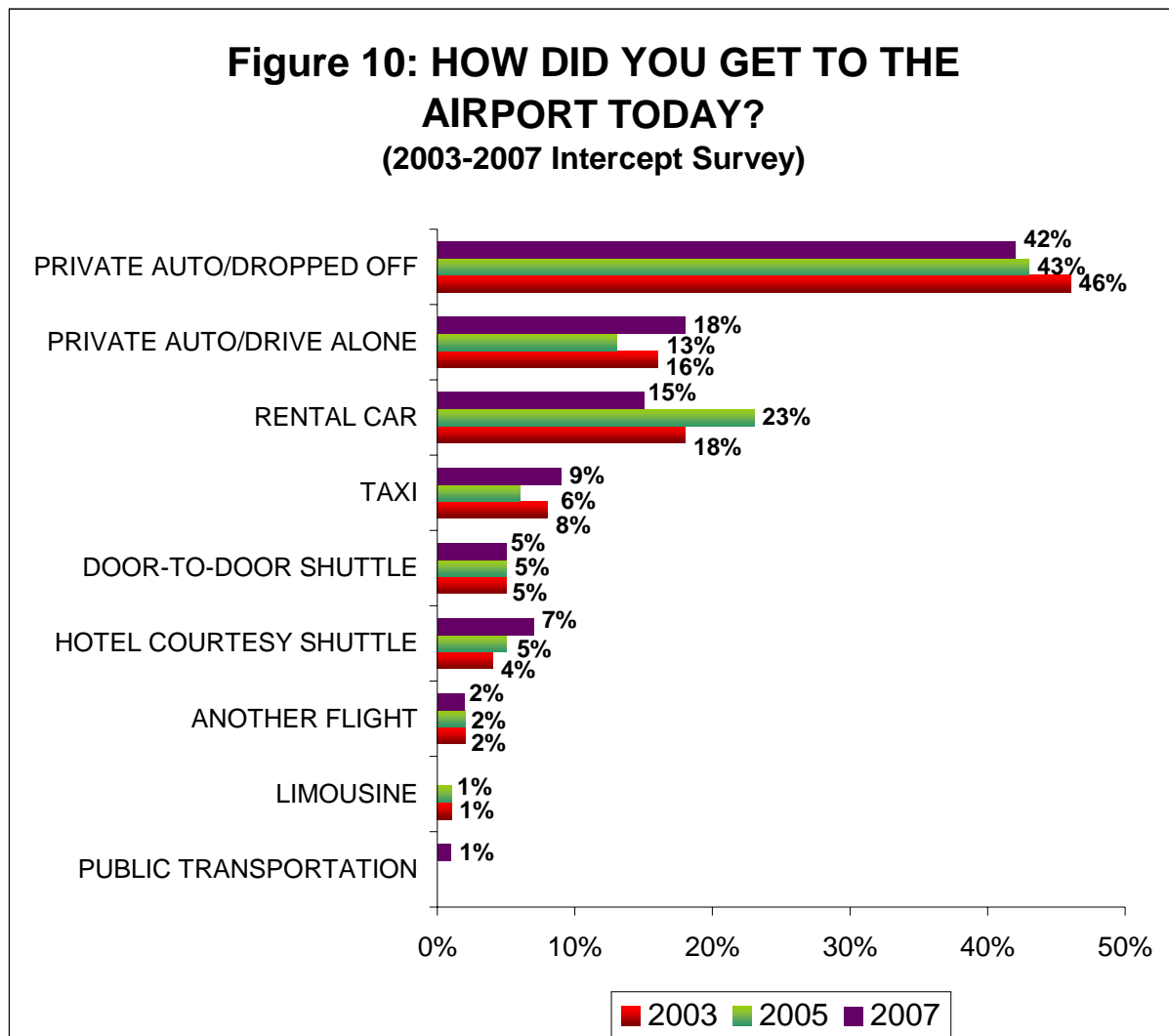


* In the years 2005 and prior, business related categories included business, business convention, and business/pleasure. In 2007 all business categories were combined into one response. For comparison purposes, previous years' business categories have been combined into one.

ARRIVAL AT AIRPORT

Transportation

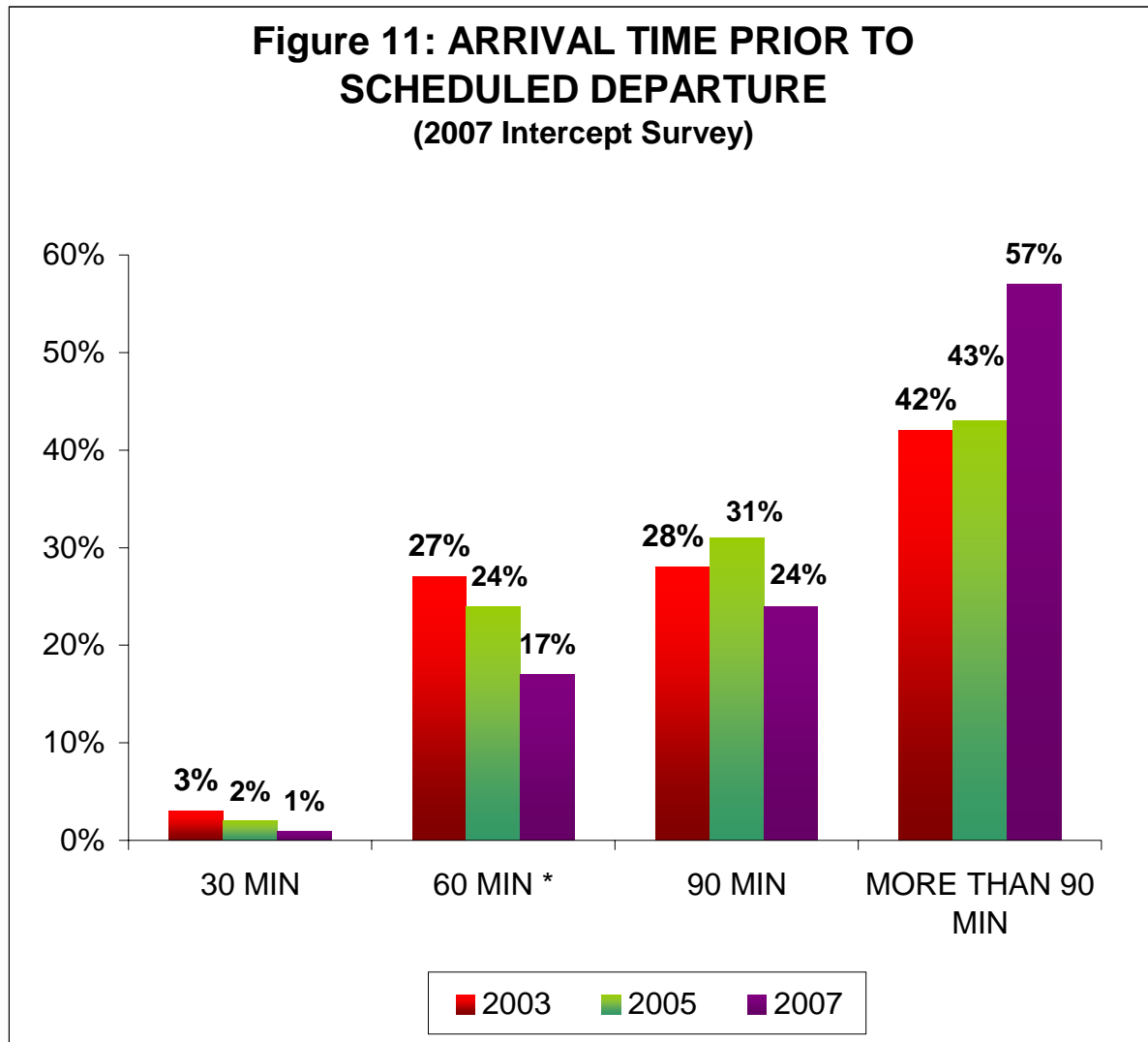
Intercept survey participants were asked about their means of transportation to JWA. Forty-two percent were dropped off by a private auto, such as by a friend or family member. Eighteen percent drove themselves, 15% used a rental car, and nine percent took a taxi. In 2005, 43% were dropped off, 23% used a rental car, and 13% drove themselves. In 2003, 46% were dropped off, 23% used a rental car, and 13% drove themselves.



As anticipated there are significant differences in access mode between residents and visitors. Driving alone was much more prevalent with residents at 39%, than with visitors at five percent. Similarly, being dropped off was more prevalent with residents (49%) than with visitors (38%). Conversely, rental cars were used much less frequently by residents (zero percent) than by visitors (24%).

Arrival Time

The intercept survey found that the majority of passengers (81%) arrived at least 90 minutes prior to their scheduled departure time. This is significantly higher than both 2003 and 2005 when only 70% and 74% of passengers arrived 90 minutes or more before their scheduled departure time.



In 2005, residents timed their arrival a little closer than visitors with only 31% allowing 90 minutes or more, compared to 50% for visitors. However, the gap has lessened in 2007 with 77% of residents and 83% of visitors allowing 90 minutes or more.

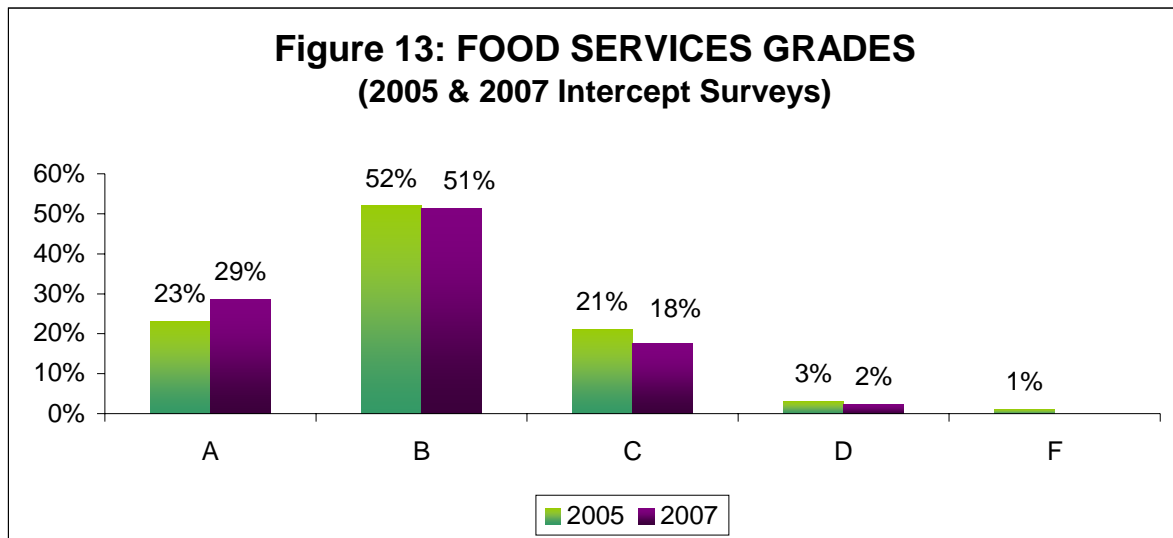
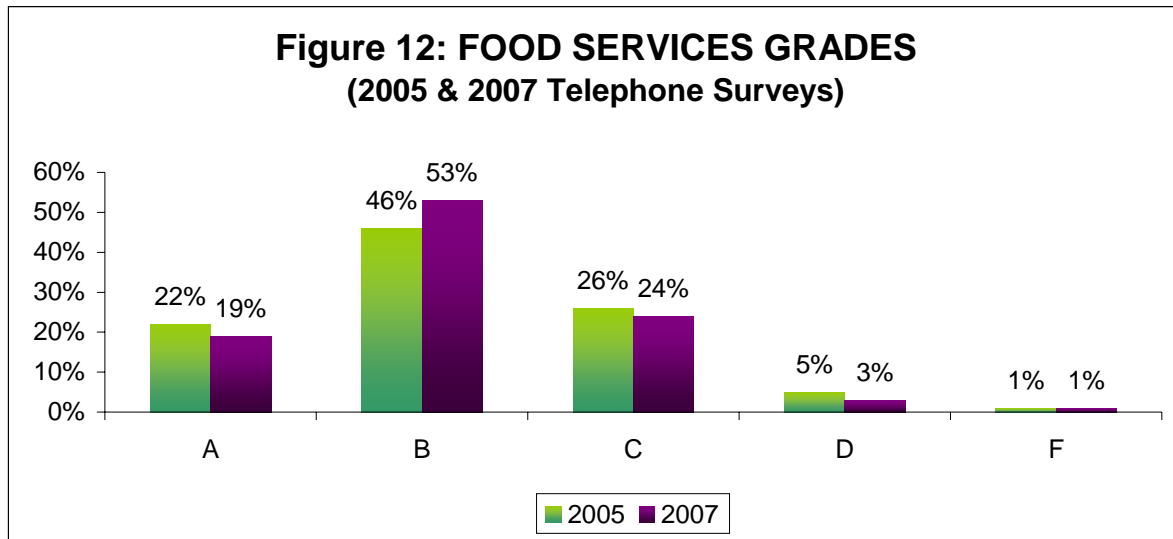
* In the year 2005 and prior, categories included 30 min, 45 min, 60 min, 90 min, and more than 90 min. In 2007, 45 min was eliminated as an answer. For comparison purposes, previous years' answers for 45 min have been combined with 60 min.

CONCESSIONS AND SERVICES

Food

Seventy-five percent of telephone survey respondents and 67% of intercept survey respondents have eaten at the food establishments at JWA. This is a slight increase from 69% (telephone) and a slight decrease from 70% (intercept) in 2005.

Respondents to the telephone and intercept surveys gave the food services at JWA a mean grade of “B.” Below is a more detailed breakdown of the responses as compared to 2005:



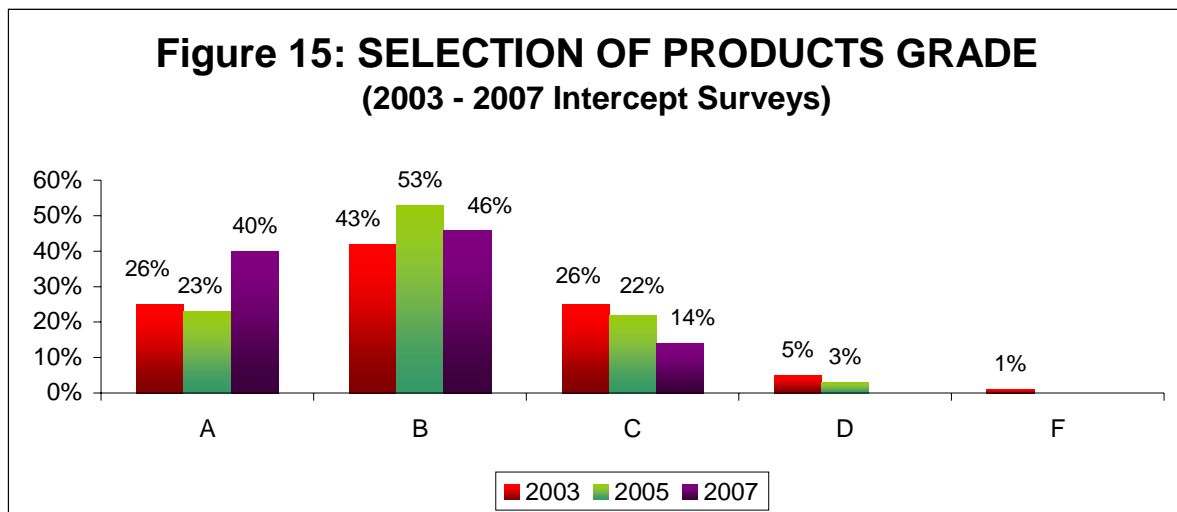
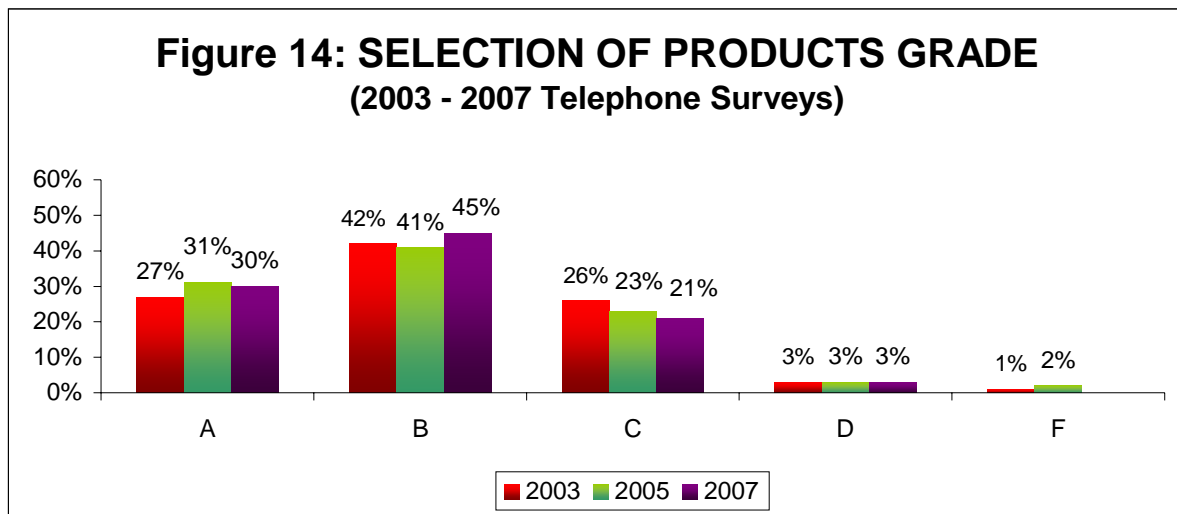
*In 2003, this question was asked in a different format, with answer choices being very satisfied, satisfied, somewhat satisfied and not at all satisfied, rather than letter grades A – F. It is not comparable to data from 2005 and 2007 and has not been included.

Concessions

Fifty-two percent of intercept survey respondents and 59% of telephone survey participants have purchased magazines, gifts or other items from stores at JWA. These figures are almost identical to 2005, in which 53% of intercept and 59% of telephone survey participants had purchased items from the stores at JWA.

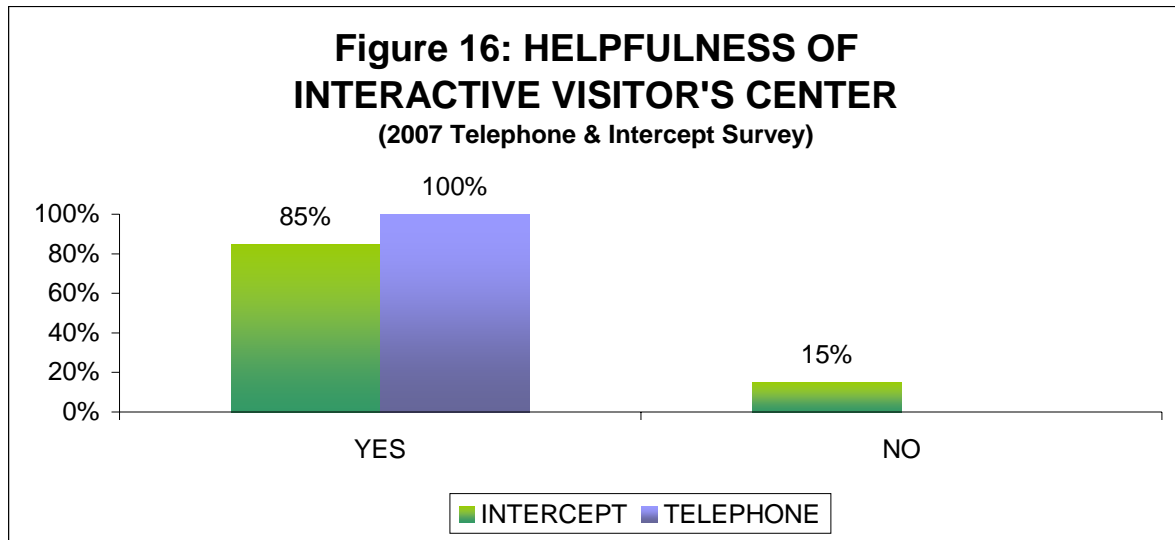
Intercept residents are more likely to shop at JWA at 64% compared to 45% for visitors. This is similar to the results from 2005. The likelihood of shopping also increases with flight frequency with 33% of single flight respondents shopping, 42% for two to three flights per year, and 71% for the four or more flight segment.

Respondents to the telephone and intercept surveys gave the selection of products at JWA a mean grade of "B." Below is a more detailed breakdown of the responses as compared to 2005:



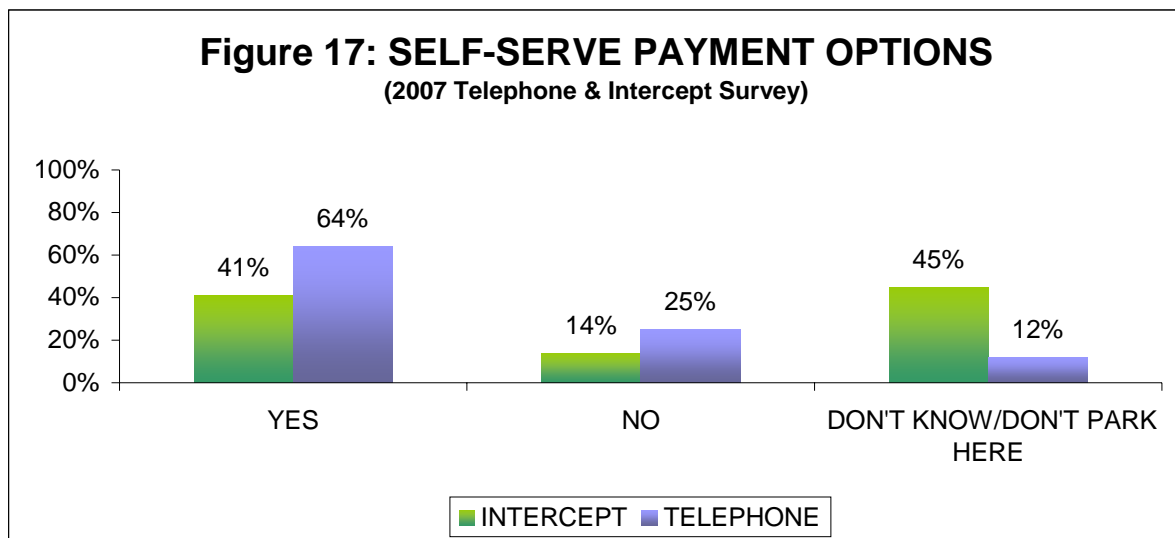
Interactive Visitor’s Center

Very few respondents, of either the telephone or intercept survey, have used the Interactive Visitor’s Center located in the baggage claim area. Only four percent of telephone respondents, and five percent of intercept respondents indicated use. However, of those who have used it, it was found to be helpful. One hundred percent of the telephone respondents who said they have used the Interactive Visitor’s Center, said that it was helpful and 85% of intercept respondents said it was helpful to them.



Future Parking Options

Respondents were asked whether they would like self-serve payment options for parking including debit and credit cards and transponders. Sixty-four percent of telephone respondents and 41% of intercept respondents said they would like self-serve payment options.



INFORMATION SOURCES

JWA Information

The vast majority of telephone survey participants use the Internet as the top source for information on JWA (71%). This is up from 65% in 2005. Eleven percent of telephone survey participants look in local newspapers, while 10% (down from 11% in 2005) get their information from a relative or friend.

Sixty-nine percent (up significantly from 46% in 2005) of intercept respondents said that they use the Internet for information on JWA, followed by 10% who ask a relative or friend when they need information. Eleven percent of intercept respondents have not looked for information on JWA.

Compared to 2005, the percent of people who rely on the Internet for information on JWA has increased for both the telephone and intercept surveys.

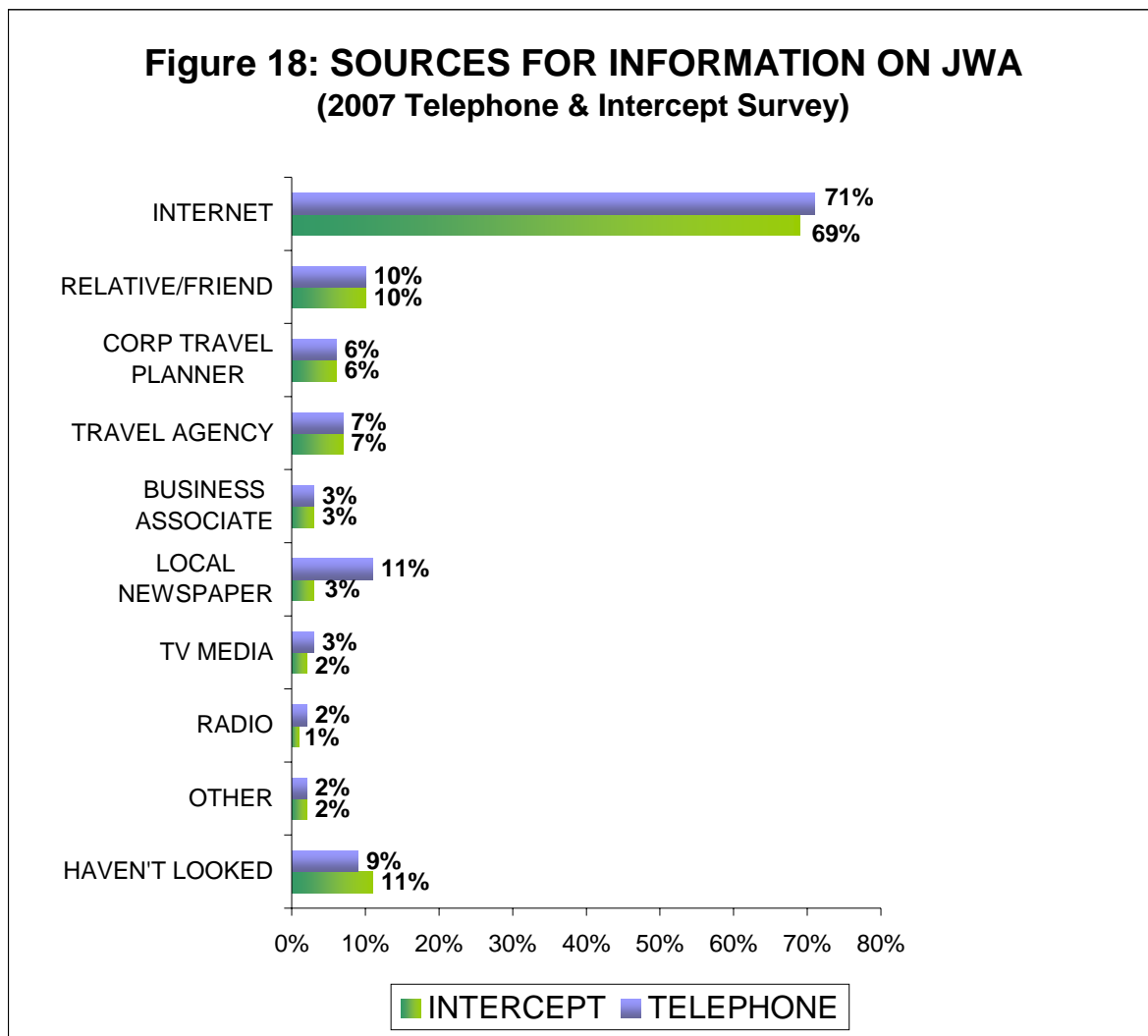
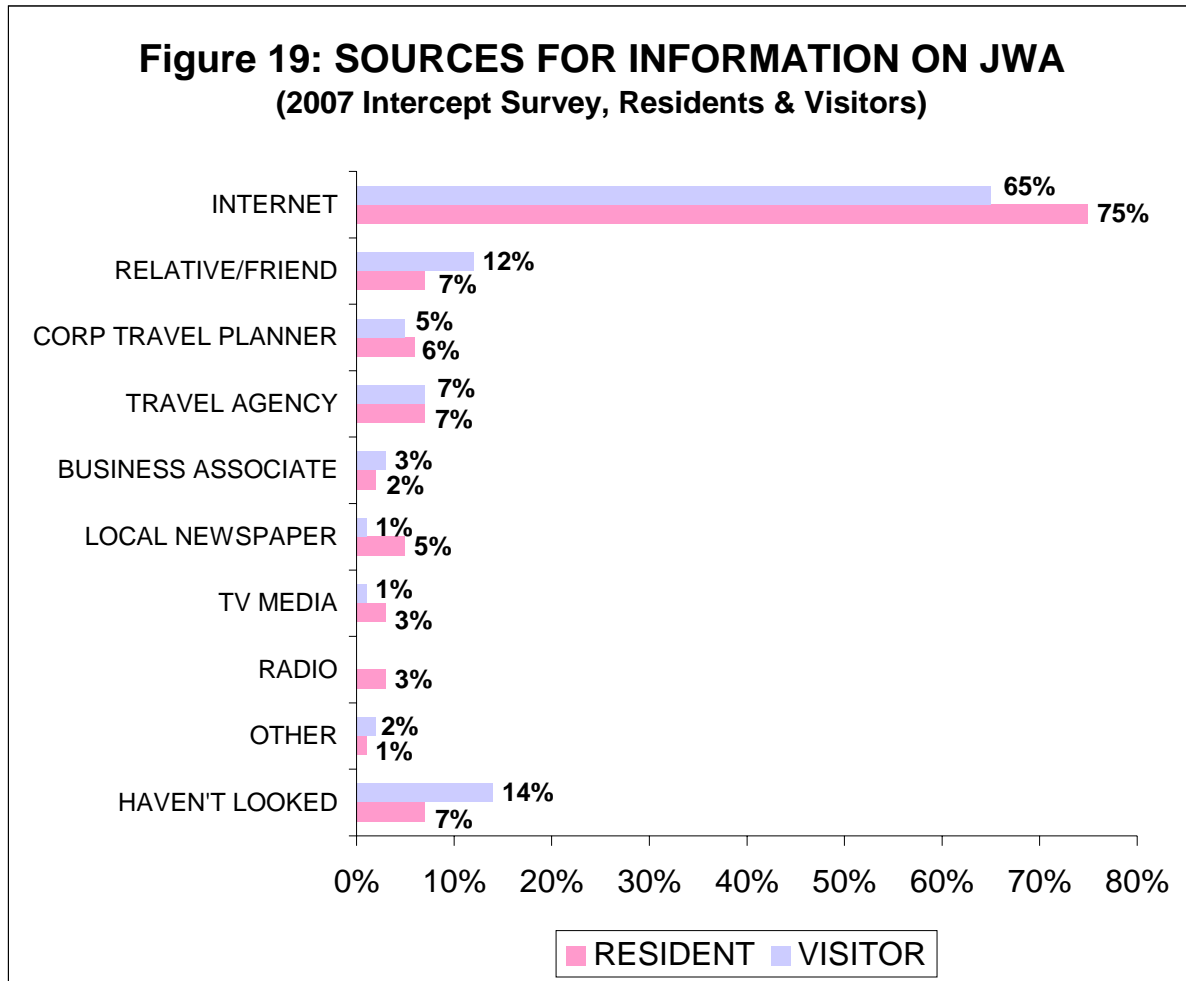


Figure 19 breaks down the intercept survey results into residents and visitors, showing how use of information sources varies between these two groups.



Web Site Visitors

Thirty-one percent of the 2007 telephone survey respondents and 20% of the intercept survey participants have visited the Web site for JWA (www.oair.com). Figures in 2007 are higher than 2005 in which only 23% and 14% respectively had visited the Web site.

When intercept survey participants are broken into residents and visitors, residents are much more likely to visit the JWA Web site than visitors, at 27% and 16% respectively.

Additionally, 92 percent of telephone respondents and 94 percent of intercept respondents who had visited the Web site indicated they found the information they were looking for on the Web site.

Web site users were also asked what additional information they would like to see on the Web site. A sample of responses is listed below.

Telephone Survey

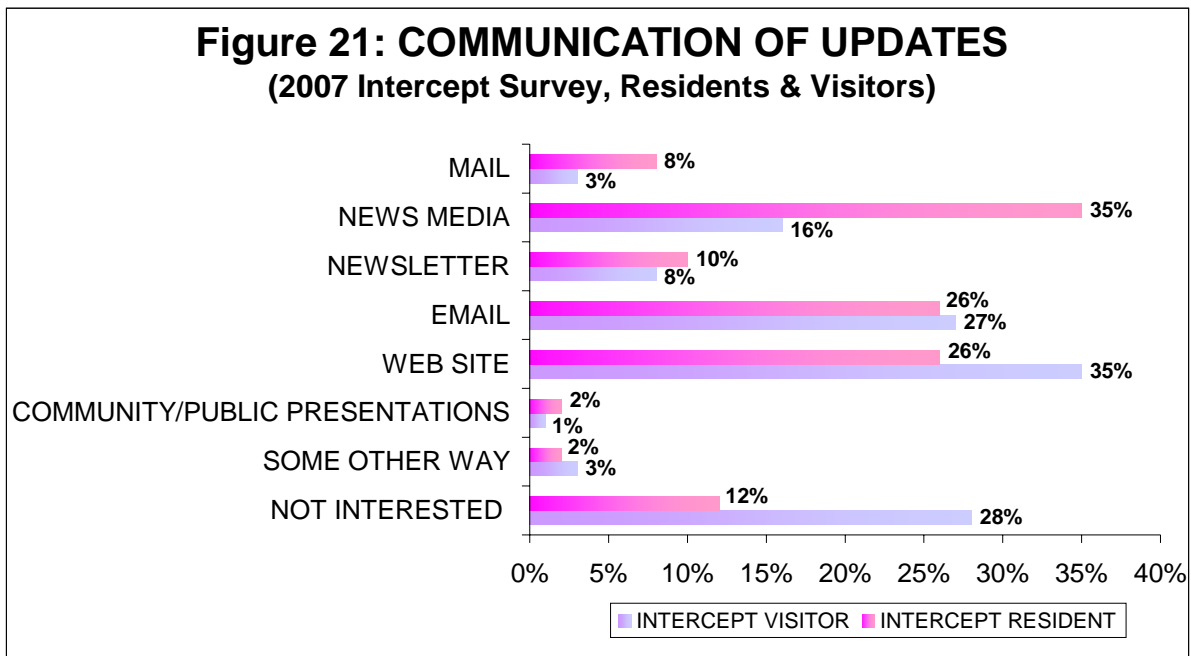
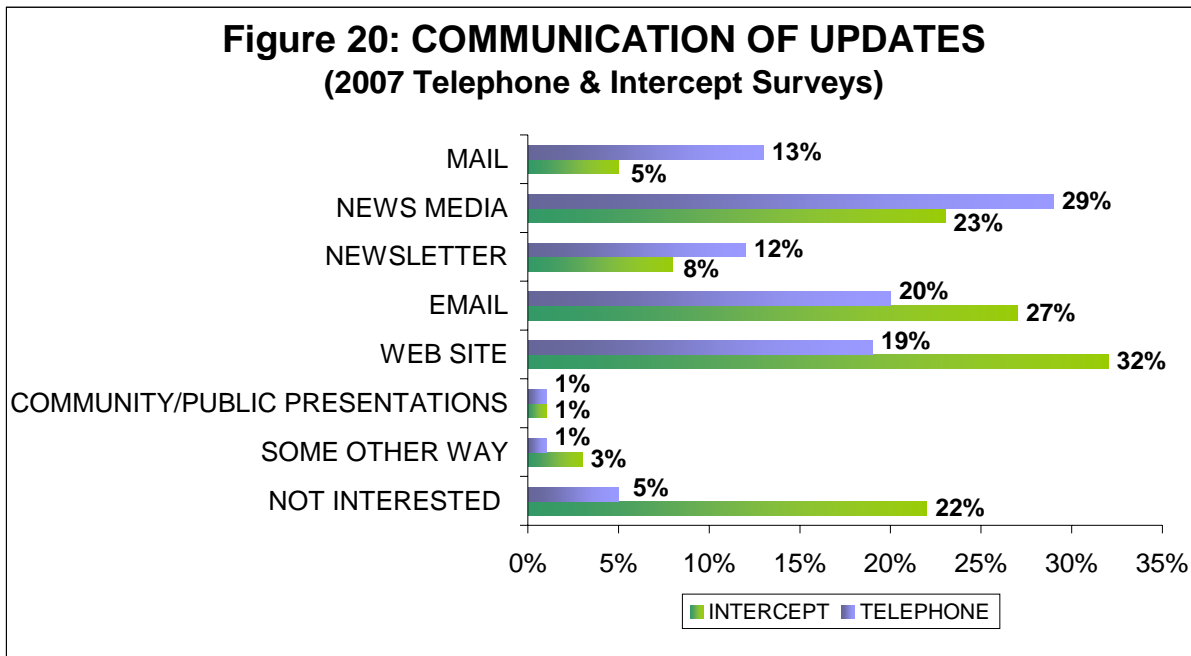
- Flight delay information
- How long is the security line wait?
- Information on parking lot status
- Seating assignment information
- They need to expand on ground transportation as well as explain the parking
- Traffic delays

Intercept Survey

- Hours for private clubs
- Local events, supporting services around the Airport, directions
- More detailed info on current security rules
- Updates on parking availability
- Wait time going through security

Communication of Updates

The surveys asked about the best way to communicate updates about service improvements and construction. Twenty-nine percent of telephone survey respondents indicated that news media is the preferred method of communication, while 32% of intercept participants preferred the Web site. Another 27% of intercept participants preferred e-mail and 23% preferred news media. Twenty percent of intercept respondents were not interested in receiving updates compared with only five percent of telephone respondents who were not interested in updates.



DEMOGRAPHICS

Demographic Profile

The telephone survey was comprised of 50% male and 50% female respondents, while the intercept survey gathered 52% male respondents and 48% female respondents.

Table 4: Demographic Profile

	TELEPHONE	INTERCEPT	
	RESIDENTS	RESIDENTS	VISITORS
GENDER			
MALE	50%	51%	52%
FEMALE	50%	49%	48%
AGE			
18-24	3%	6%	7%
25-34	8%	18%	14%
35-44	22%	22%	26%
45-54	29%	24%	25%
55-64	20%	19%	17%
65+	17%	9%	10%
DK/REFUSED	1%	2%	1%
HOUSEHOLD INCOME			
< \$50,000	9%	10%	14%
\$50,000 - \$99,999	25%	25%	28%
\$100,000 - \$149,999	25%	16%	25%
\$150,000 - \$199,999	14%	16%	8%
\$200,000+	13%	15%	9%
DK/REFUSED	14%	18%	16%

Home Cities and Communities

Telephone survey participants were asked for their home zip code at the start of the survey to be certain that they fell within Orange County. Following is a list of the cities where telephone participants live. The top five cities include Huntington Beach (8.8%), Irvine (8.1%), Anaheim (6.8%), Mission Viejo (6.1%) and Santa Ana (5.9%).

Table 5: Telephone Survey Home Cities and Communities

Home City/Community	Count	%	Home City/Community	Count	%
ALISO VIEJO	7	1.7%	LAKE FOREST	16	3.9%
ANAHEIM	28	6.8%	LOS ALAMITOS	3	0.7%
BREA	8	2.0%	MIDWAY CITY	2	0.5%
BUENA PARK	5	1.2%	MISSION VIEJO	25	6.1%
CORONA DEL MAR	2	0.5%	NEWPORT BEACH	14	3.4%
COSTA MESA	10	2.4%	NEWPORT COAST	2	0.5%
CYPRESS	9	2.2%	ORANGE	16	3.9%
DANA POINT	6	1.5%	PLACENTIA	5	1.2%
FOOTHILL RANCH	2	0.5%	RANCHO SANTA MARGARITA	10	2.4%
FOUNTAIN VALLEY	13	3.2%	SAN CLEMENTE	10	2.4%
FULLERTON	5	1.2%	SAN JUAN CAPISTRANO	4	1.0%
GARDEN GROVE	11	2.7%	SANTA ANA	24	5.9%
HUNTINGTON BEACH	36	8.8%	SEAL BEACH	5	1.2%
IRVINE	33	8.1%	STANTON	1	0.2%
LA HABRA	1	0.2%	TRABUCO CANYON	8	2.0%
LADERA RANCH	10	2.4%	TUSTIN	13	3.2%
LAGUNA BEACH	10	2.4%	VILLA PARK	2	0.5%
LAGUNA HILLS	6	1.5%	WESTMINSTER	7	1.7%
LAGUNA NIGUEL	20	4.9%	YORBA LINDA	12	2.9%
LAGUNA WOODS	8	2.0%			

Sixty-one percent of intercept survey respondents were visitors to Orange County and 39% residents in 2007, while in 2005, 66% were visitors and 34% were residents. The following table shows the cities where intercept survey participants who reported that they are residents live. The most commonly named cities are Costa Mesa (8.0%), Santa Ana and Anaheim (7.0% each), Mission Viejo (6.5%), Irvine (6.0%) and Newport Beach and Huntington Beach (5.5% each).

Table 6: Intercept Survey Resident Home Cities and Communities *

Home City	Count	%	Home City	Count	%
ALISO VIEJO	4	2.0%	LOS ALAMITOS	2	1.0%
ANAHEIM	14	7.0%	MIDWAY CITY	2	1.0%
CAPISTRANO BEACH	2	1.0%	MISSION VIEJO	13	6.5%
CORONA DEL MAR	2	1.0%	NEWPORT BEACH	11	5.5%
COSTA MESA	16	8.0%	NEWPORT COAST	3	1.5%
CYPRESS	2	1.0%	ORANGE	9	4.5%
DANA POINT	3	1.5%	PLACENTIA	2	1.0%
FOUNTAIN VALLEY	2	1.0%	RANCHO SANTA MARGARITA	5	2.5%
FULLERTON	2	1.0%	SAN CLEMENTE	4	2.0%
GARDEN GROVE	8	4.0%	SAN JUAN CAPISTRANO	2	1.0%
HUNTINGTON BEACH	11	5.5%	SANTA ANA	14	7.0%
IRVINE	12	6.0%	STANTON	1	0.5%
LADERA RANCH	3	1.5%	TRABUCO CANYON	4	2.0%
LAGUNA BEACH	5	2.5%	TUSTIN	7	3.5%
LAGUNA HILLS	7	3.5%	VILLA PARK	1	0.5%
LAGUNA NIGUEL	10	5.0%	WESTMINSTER	6	3.0%
LAKE FOREST	4	2.0%	YORBA LINDA	6	3.0%

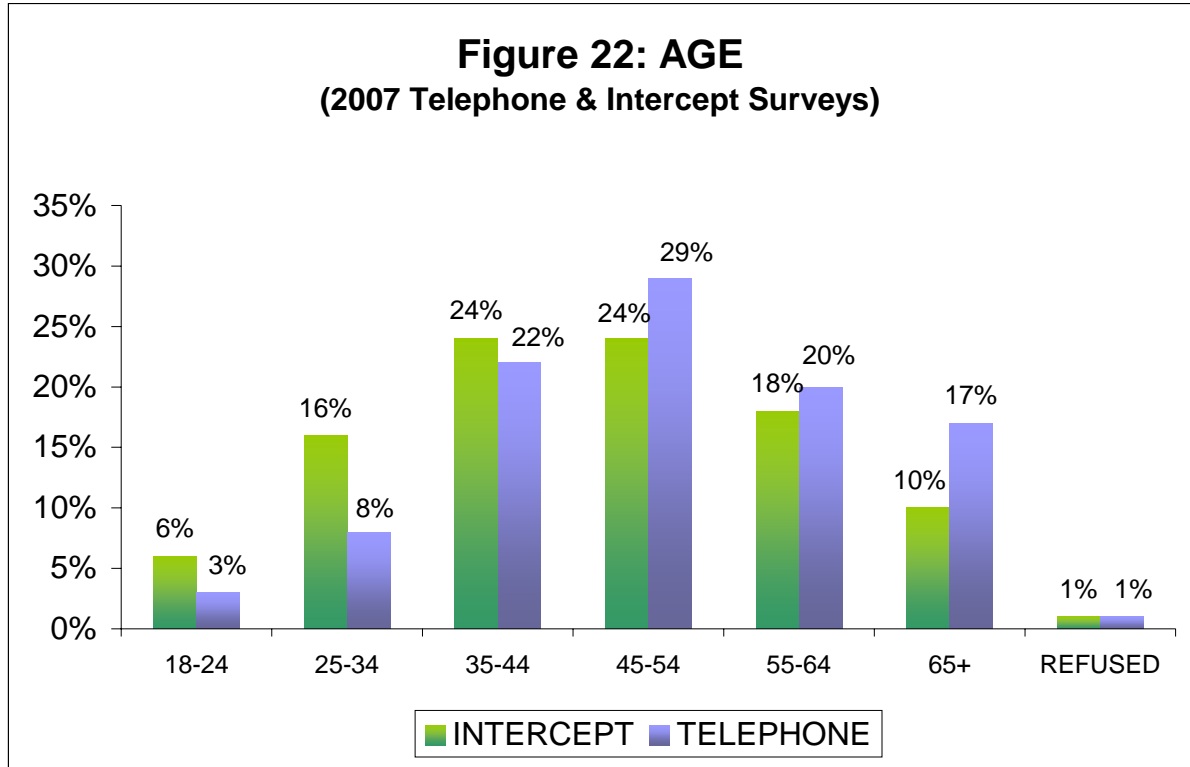
Work Cities and Communities

Thirty-three percent of the 2007 intercept respondents work in Orange County, an increase from 26% in 2005. The top three work cities for 2007 intercept survey respondent residents are Irvine (21.7%), Santa Ana (11.7%) and Costa Mesa (8.3%).

* For this table, residents only.

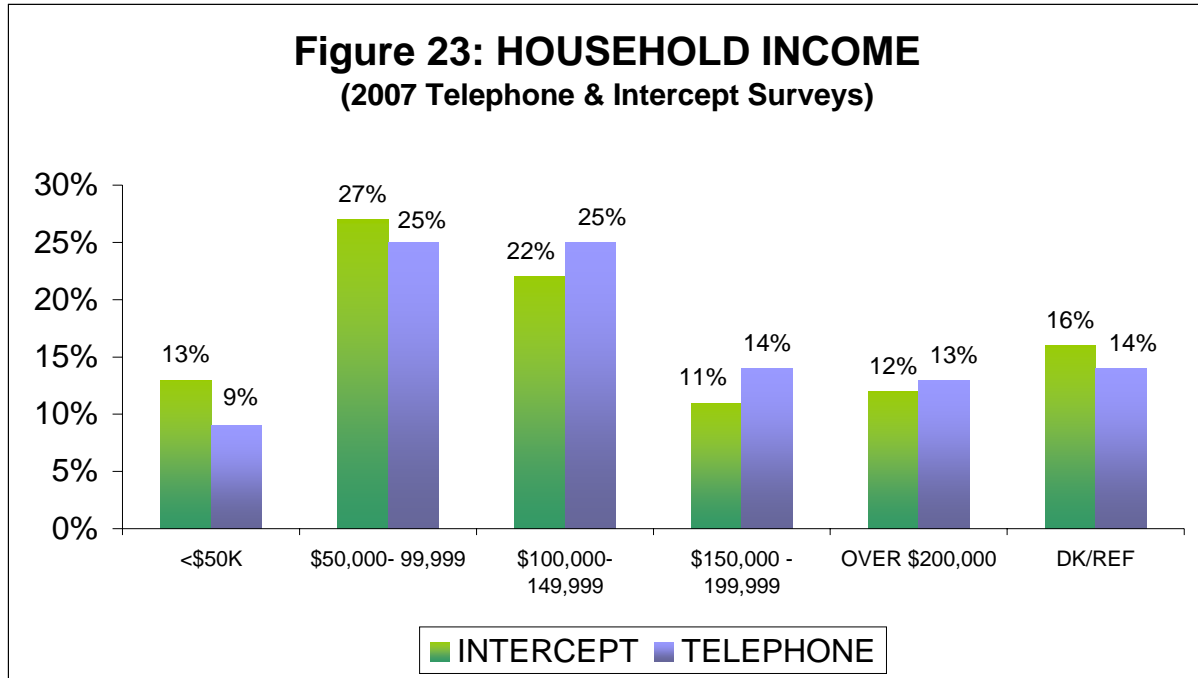
Age

Both telephone and intercept survey participants have a mean age group of 45-54. Below is the distribution of respondent ages for both the intercept and telephone surveys.



Household Income

The mean household income range of the intercept and telephone participants was \$100,000 - \$149,999. Below is the distribution of household income levels for both the intercept and telephone surveys.



APPENDIX

JOHN WAYNE AIRPORT TELEPHONE SURVEY 2007

TOTAL N=409

1. ARE YOU 18 YEARS OF AGE OR OLDER?

- 1. YES92.4%
- 2. NO7.6%

2. MAY I SPEAK WITH SOMEONE IN YOUR HOUSEHOLD WHO IS 18 OR OLDER?

- 1. ADULT AVAILABLE3.4%
- 2. ADULT NOT HOME28.8%
- 3. REFUSED/NO SUCH PERSON67.8%

3. TO VERIFY THAT YOU ARE LOCATED WITHIN OUR STUDY AREA, CAN YOU PLEASE TELL ME YOUR ZIP CODE?

Home City/Community	Count	%	Home City/Community	Count	%
ALISO VIEJO	7	1.7%	LAKE FOREST	16	3.9%
ANAHEIM	28	6.8%	LOS ALAMITOS	3	0.7%
BREA	8	2.0%	MIDWAY CITY	2	0.5%
BUENA PARK	5	1.2%	MISSION VIEJO	25	6.1%
CORONA DEL MAR	2	0.5%	NEWPORT BEACH	14	3.4%
COSTA MESA	10	2.4%	NEWPORT COAST	2	0.5%
CYPRESS	9	2.2%	ORANGE	16	3.9%
DANA POINT	6	1.5%	PLACENTIA	5	1.2%
FOOTHILL RANCH	2	0.5%	RANCHO SANTA MARGARITA	10	2.4%
FOUNTAIN VALLEY	13	3.2%	SAN CLEMENTE	10	2.4%
FULLERTON	5	1.2%	SAN JUAN CAPISTRANO	4	1.0%
GARDEN GROVE	11	2.7%	SANTA ANA	24	5.9%
HUNTINGTON BEACH	36	8.8%	SEAL BEACH	5	1.2%
IRVINE	33	8.1%	STANTON	1	0.2%
LA HABRA	1	0.2%	TRABUCO CANYON	8	2.0%
LADERA RANCH	10	2.4%	TUSTIN	13	3.2%
LAGUNA BEACH	10	2.4%	VILLA PARK	2	0.5%
LAGUNA HILLS	6	1.5%	WESTMINSTER	7	1.7%
LAGUNA NIGUEL	20	4.9%	YORBA LINDA	12	2.9%
LAGUNA WOODS	8	2.0%			

4. CAN I PLEASE GET YOU TO CONFIRM YOUR ZIP CODE ONE LAST TIME?

5. IN THE LAST 12 MONTHS, HOW MANY TIMES HAVE YOU TRAVELED BY AIR?

- 1. 115.4%
- 2. 2-331.5%
- 3. 4+53.1%

6. WERE ALL OF THOSE ROUND-TRIP?
- 1. YES97.8%
 - 2. NO2.2%
7. HOW MANY TIMES DID YOU FLY INTO AND OUT OF SOUTHERN CALIFORNIA?
8. IN THE LAST 12 MONTHS, HOW OFTEN DID YOU USE JOHN WAYNE AIRPORT?
- 1. 128.1%
 - 2. 2-3 34.7%
 - 3. 4 +37.2%
9. WERE ALL OF THOSE ROUND-TRIP?
- 1. YES99.3%
 - 2. NO0.7%
10. HOW MANY TIMES DID YOU FLY INTO AND OUT OF JOHN WAYNE AIRPORT?
11. IS THERE ANYONE ELSE IN YOUR HOUSEHOLD 18 OR OLDER THAT MIGHT HAVE USED JOHN WAYNE AIRPORT IN THE LAST YEAR?
- 1. YES8.3%
 - 2. NO91.7%
12. MAY I PLEASE SPEAK WITH THAT PERSON?
- 1. YES 44.0%
 - 2. NO 56.0%
13. WHICH OF THE FOLLOWING SOURCES DO YOU RELY UPON FOR INFORMATION ON JOHN WAYNE AIRPORT?
- 1. INTERNET70.7%
 - 2. LCL NWSPR 11.0%
 - 3. TRVL AGNCY6.6%
 - 4. RADIO 1.7%
 - 5. TV 2.7%
 - 6. RLTV/FRND9.8%
 - 7. BUS ASSOC2.9%
 - 8. CORP TRVL PLNR5.9%
 - 9. ANYTHING ELSE2.4%
 - 10. HVN'T LOOK FOR INFO.....8.8%
14. PLEASE TELL ME WHICH NEWSPAPERS YOU READ FOR INFORMATION ON JOHN WAYNE AIRPORT?
- 1. OC REGISTER75.6%
 - 2. LA TIMES35.6%
 - 3. DAILY PILOT 6.7%
 - 4. OTHER 0.0%

15. HAVE YOU EVER VISITED THE WEBSITE FOR JOHN WAYNE AIRPORT?
- 1. YES 31.3%
 - 2. NO 68.7%
16. DID YOU FIND THE INFORMATION YOU NEEDED ON THE WEBSITE?
- 1. YES 92.2%
 - 2. NO 7.8%
17. WHAT ADDITIONAL INFORMATION WOULD YOU LIKE TO SEE ON THE WEBSITE?
18. WHICH IS THE BEST WAY FOR JOHN WAYNE AIRPORT TO COMMUNICATE WITH YOU ABOUT CONSTRUCTION AND SERVICE UPDATES?
- 1. NWSLTR 12.2%
 - 2. EMAIL 19.6%
 - 3. WEB SITE 19.1%
 - 4. NEWS MEDIA 29.1%
 - 5. CMNTY/PUB TRNS 1.5%
 - 6. MAIL 13.0%
 - 7. OTHER 1.0%
 - 8. NOT INTRSTD 4.6%
19. WHAT IS YOUR PRIMARY REASON FOR CHOOSING JOHN WAYNE AIRPORT?
- 1. CNVNT LCTN/PRXMTY HOME..... 92.2%
 - 2. BTR FLGHT SCHDL 2.9%
 - 3. LESS BUSY/INTMDTNG 2.4%
 - 4. PLND BY CORP/FMLY 0.7%
 - 5. COST/AFFORDABILITY 1.0%
 - 6. OTHER..... 0.7%
20. WHEN YOU CHOOSE TO FLY OUT OF AIRPORTS OTHER THAN JOHN WAYNE, WHAT IS YOUR PRIMARY REASON FOR DOING SO?
- 1. COST/AFRDBLTY 33.5%
 - 2. CVNT LCTN 7.3%
 - 3. FLGHT SCHDL/AVLBLTY 31.3%
 - 4. VRTY INTRNTL CNCTNS 16.4%
 - 5. CHOICE OF AIRLINES..... 3.4%
 - 6. RLXNG ENVRNMNT 1.7%
 - 7. PLND BY CORP/FMLY 1.7%
 - 8. OTHER..... 0.2%
 - 9. NEVER USE OTHERS 4.4%
21. ENTER 'XX' TO CONTINUE.
22. VARIETY OF AIR CARRIERS.
- 1. A 34.0%
 - 2. B 41.6%
 - 3. C 16.4%
 - 4. D 2.4%
 - 5. F 1.5%
 - 6. NA 4.2%

23.	DOOR-TO-DOOR SHUTTLE SERVICE FROM THE AIRPORT.	
	1. A	17.6%
	2. B	13.7%
	3. C	3.7%
	4. D	1.2%
	5. F	0.7%
	6. NA	63.1%
24.	TAXI SERVICE FROM THE AIRPORT.	
	1. A	19.3%
	2. B	11.7%
	3. C	4.4%
	4. D	1.7%
	5. F	1.0%
	6. NA	61.9%
25.	RENTAL CAR SERVICE.	
	1. A	14.7%
	2. B	11.7%
	3. C	2.7%
	4. D	0.0%
	5. F	0.5%
	6. NA	70.4%
26.	VALET PARKING SERVICE.	
	1. A	8.8%
	2. B	7.3%
	3. C	1.0%
	4. D	0.5%
	5. F	0.5%
	6. NA	81.9%
27.	CURBSIDE CHECK-IN SERVICE.	
	1. A	38.1%
	2. B	26.2%
	3. C	3.9%
	4. D	1.7%
	5. F	0.2%
	6. NA	29.8%
28.	INFORMATION BOOTH SERVICE	
	1. A	16.6%
	2. B	17.6%
	3. C	3.7%
	4. D	1.0%
	5. F	0.5%
	6. NA	60.6%

29. SIGNAGE OF AIRPORT TERMINALS & ROADWAYS.

1. A	51.1%
2. B	33.0%
3. C	9.0%
4. D	3.9%
5. F	0.7%
6. NA	2.2%

30. PARKING.

1. A	29.3%
2. B	33.3%
3. C	15.6%
4. D	5.1%
5. F	3.4%
6. NA	13.2%

31. AIRPORT SHOPS AND NEWSSTANDS.

1. A	25.4%
2. B	41.3%
3. C	15.9%
4. D	2.7%
5. F	0.5%
6. NA	14.2%

32. AIRPORT FOOD & DRINK ESTABLISHMENTS.

1. A	18.3%
2. B	45.7%
3. C	22.5%
4. D	4.6%
5. F	0.7%
6. NA	8.1%

33. AIRPORT ART EXHIBITS.

1. A	22.7%
2. B	22.2%
3. C	10.3%
4. D	1.2%
5. F	1.5%
6. NA	42.1%

34. CLEANLINESS OF AIRPORT TERMINAL.

1. A	63.8%
2. B	29.6%
3. C	5.4%
4. D	0.7%
5. F	0.2%
6. NA	0.2%

35.	CLEANLINESS OF AIRPORT RESTROOMS.	
	1. A	59.2%
	2. B	32.3%
	3. C	4.9%
	4. D	1.0%
	5. F	1.0%
	6. NA	1.7%
36.	CLEANLINESS OF AIRPORT PARKING STRUCTURES.	
	1. A	53.8%
	2. B	28.1%
	3. C	3.7%
	4. D	0.0%
	5. F	0.5%
	6. NA	13.9%
37.	OVERALL CUSTOMER SERVICE PROVIDED BY EVERYONE WORKING AT THE AIRPORT.	
	1. A	47.9%
	2. B	43.3%
	3. C	6.4%
	4. D	1.2%
	5. F	0.5%
	6. NA	0.7%
38.	MAKING YOU FEEL SAFE AND SECURE IN THE TERMINAL.	
	1. A	68.5%
	2. B	25.7%
	3. C	4.6%
	4. D	0.2%
	5. F	0.5%
	6. NA	0.5%
39.	SECURITY SCREENING PROCESS.	
	1. A	46.2%
	2. B	34.0%
	3. C	14.4%
	4. D	2.2%
	5. F	2.7%
	6. NA.....	0.5%
40.	AMOUNT OF TIME IT TAKES TO GET THROUGH SECURITY CHECKPOINTS.	
	1. A	28.1%
	2. B	38.4%
	3. C	22.5%
	4. D	6.8%
	5. F	3.4%
	6. NA	0.7%

41. BEING TREATED IN A COURTEOUS AND PROFESSIONAL MANNER BY TSA SECURITY SCREENING STAFF?
- 1. A 48.7%
 - 2. B 36.9%
 - 3. C 10.5%
 - 4. D 2.4%
 - 5. F 0.5%
 - 6. NA 1.0%
42. BEING TREATED IN A PROFESSIONAL MANNER BY AIRPORT POLICE?
- 1. A 37.4%
 - 2. B 21.5%
 - 3. C 5.4%
 - 4. D 1.5%
 - 5. F 0.7%
 - 6. NA 33.5%
43. USING THE SCHOOL GRADING SYSTEM OF A TO F, PLEASE RATE YOUR OVERALL SATISFACTION WITH JOHN WAYNE AIRPORT.
- 1. A 39.6%
 - 2. B 52.6%
 - 3. C 7.3%
 - 4. D 0.0%
 - 5. F 0.5%
44. WHY DID YOU GIVE JOHN WAYNE AIRPORT AN OVERALL GRADE OF <<ANSWER FROM Q43>>?
45. IN TERMS OF YOUR VIEWS ABOUT JOHN WAYNE AIRPORT, WHICH ONE OF THE FOLLOWING WOULD YOU MOST AGREE WITH?
- 1. JWA GREAT ASSET TO OC 51.8%
 - 2. JWA MEET MY TRAVEL NEEDS 44.5%
 - 3. NO FEELINGS ABOUT JWA 2.4%
 - 4. NORMALLY DON'T USE JWA 1.2%
46. HAVE YOU EATEN AT ANY OF THE RESTAURANTS OR FOOD ESTABLISHMENTS AT JOHN WAYNE?
- 1. YES 74.6%
 - 2. NO 25.4%
 - 3. DON'T KNOW 0.0%
47. ON A SCALE OF A TO F, LIKE A REPORT CARD, HOW WOULD YOU RATE THE FOOD SERVICES AT JOHN WAYNE AIRPORT?
- 1. A 19.3%
 - 2. B 52.8%
 - 3. C 24.3%
 - 4. D 3.0%
 - 5. F 0.7%

48. HAVE YOU BOUGHT MAGAZINES, GIFTS, OR OTHER ITEMS AT ANY OF THE STORES AT JOHN WAYNE AIRPORT?
- 1. YES 58.7%
 - 2. NO 39.9%
 - 3. DON'T KNOW 1.5%
49. HOW WOULD YOU RATE THE SELECTION OF PRODUCTS SOLD AT JOHN WAYNE AIRPORT COMPARED WITH OTHER AIRPORTS?
- 1. A 30.4%
 - 2. B 45.4%
 - 3. C 21.3%
 - 4. D 2.5%
 - 5. F 0.4%
50. HAVE YOU EVER USED THE INTERACTIVE VISITOR'S CENTER IN THE BAGGAGE CLAIM AREA?
- 1. YES 4.4%
 - 2. NO 95.6%
51. DID YOU THINK IT WAS HELPFUL?
- 1. YES 100.0%
 - 2. NO 0.0%
52. WHAT NEEDS TO BE DONE TO IMPROVE IT?
53. WOULD YOU LIKE SELF-SERVE PAYMENT OPTIONS FOR PARKING INCLUDING DEBIT/CREDIT CARDS, & TRANSPONDERS SIMILAR TO GAS STATIONS?
- 1. YES 63.6%
 - 2. NO 24.7%
 - 3. DON'T KNOW/DON'T PARK HERE 11.7%
54. GENDER:
- 1. MALE 52.0%
 - 2. FEMALE 48.0%
55. PLEASE STOP ME WHEN I READ THE CATEGORY THAT INCLUDES YOUR AGE:
- 1. 18 - 24 2.7%
 - 2. 25 - 34 8.1%
 - 3. 35 - 44 22.0%
 - 4. 45 - 54 28.6%
 - 5. 55 - 64 20.3%
 - 6. 65 & OVER 17.4%
 - 7. DON'T KNOW/REFUSED 1.0%

56. PLEASE STOP ME WHEN I GET TO THE RANGE THAT BEST REFLECTS YOUR TOTAL HOUSEHOLD INCOME IN 2006 BEFORE TAXES:
- | | |
|------------------------------|-------|
| 1. < \$50,000 | 9.0% |
| 2. \$50,000-\$99,999 | 24.7% |
| 3. \$100,000-\$149,999 | 24.7% |
| 4. \$150,000-\$199,999 | 14.4% |
| 5. OVER \$200,000 | 12.7% |
| 6. DON'T KNOW/REFUSED | 14.4% |
57. FOR VERIFICATION PURPOSES ONLY, CAN I PLEASE GET THE CORRECT SPELLING OF YOUR FIRST AND LAST NAME?
58. EARLIER YOU INDICATED THAT YOU WOULD RATE THE PARKING AT JOHN WAYNE AIRPORT AS A <<Q30 ANSWER>>, WHY DID YOU GIVE PARKING THAT RATING?

APPENDIX

JOHN WAYNE AIRPORT INTERCEPT SURVEY 2007

TOTAL N=570

1. INTERVIEWER NAME:
2. DAY/DATE:
3. TIME OF INTERVIEW:
4. TIME:
 - 1. AM 52.7%
 - 2. PM 47.3%
5. AIRLINE:
6. FLIGHT NUMBER:
7. DESTINATION CITY:
8. Q1. ARE YOU A RESIDENT OF ORANGE COUNTY OR A VISITOR?
 - 1. RESIDENT 37.7%
 - 2. VISITOR 62.3%
9. Q2. WHAT IS YOUR ZIP CODE?

Home City	Count	%	Home City	Count	%
ALISO VIEJO	4	2.0%	LOS ALAMITOS	2	1.0%
ANAHEIM	14	7.0%	MIDWAY CITY	2	1.0%
CAPISTRANO BEACH	2	1.0%	MISSION VIEJO	13	6.5%
CORONA DEL MAR	2	1.0%	NEWPORT BEACH	11	5.5%
COSTA MESA	16	8.0%	NEWPORT COAST	3	1.5%
CYPRESS	2	1.0%	ORANGE	9	4.5%
DANA POINT	3	1.5%	PLACENTIA	2	1.0%
FOUNTAIN VALLEY	2	1.0%	RANCHO SANTA MARGARITA	5	2.5%
FULLERTON	2	1.0%	SAN CLEMENTE	4	2.0%
GARDEN GROVE	8	4.0%	SAN JUAN CAPISTRANO	2	1.0%
HUNTINGTON BEACH	11	5.5%	SANTA ANA	14	7.0%
IRVINE	12	6.0%	STANTON	1	0.5%
LADERA RANCH	3	1.5%	TRABUCO CANYON	4	2.0%
LAGUNA BEACH	5	2.5%	TUSTIN	7	3.5%
LAGUNA HILLS	7	3.5%	VILLA PARK	1	0.5%
LAGUNA NIGUEL	10	5.0%	WESTMINSTER	6	3.0%
LAKE FOREST	4	2.0%	YORBA LINDA	6	3.0%

10. Q3. HOW DID YOU GET TO THE AIRPORT TODAY?
- 1. DRIVE ALONE 18.1%
 - 2. DROPPED OFF 42.3%
 - 3. TAXI 8.7%
 - 4. RENTAL CAR 15.0%
 - 5. PUBLIC TRANSIT 1.0%
 - 6. HTL/MTL SHTL 6.8%
 - 7. COACH/CHRTR BUS 0.4%
 - 8. LIMOUSINE 0.2%
 - 9. DR-TO-DR ARPRT SHTL 4.8%
 - 10. ANOTHER FLIGHT 2.4%
 - 11. REF/DK 0.0%
 - 12. OTHER 0.2%
11. Q4. WHAT IS THE MAIN PURPOSE OF YOUR TRIP?
- 1. BUSINESS 41.7%
 - 2. PLEASURE/LEISURE 47.9%
 - 3. SCHOOL/EDUCATION 0.6%
 - 4. PERSONAL 9.0%
 - 5. OTHER 0.0%
 - 6. REFUSED 0.8%
12. Q5. WHICH OF THE FOLLOWING SOURCES DO YOU RELY UPON FOR INFORMATION ON JOHN WAYNE AIRPORT?
- 1. INTERNET 69.2%
 - 2. LCL NWSPR 2.6%
 - 3. TRVL AGENCY 7.1%
 - 4. RADIO 1.4%
 - 5. TV 1.6%
 - 6. RLTV/FRND 9.9%
 - 7. BUS. ASCTE 3.1%
 - 8. CORP PLNR 5.6%
 - 9. ANYTHING ELSE 1.8%
 - 10. HVNT LKD FOR INFO 10.8%
13. Q6. PLEASE NAME THE LOCAL NEWSPAPERS YOU READ FOR INFORMATION ON JOHN WAYNE AIRPORT? (this is a multiple response question so percents may not add to 100%)
- 1. LA TIMES 33.3%
 - 2. OC REGISTER..... 73.3%
 - 3. USA TODAY..... 6.6%
 - 4. OTHER 0.0%
14. Q7. HAVE YOU VISITED THE WEB SITE FOR JOHN WAYNE AIRPORT?
- 1. YES 20.0%
 - 2. NO 80.0%
15. Q8. DID YOU FIND THE INFORMATION YOU NEEDED ON THE WEB SITE?
- 1. YES 94.1%
 - 2. NO 1.5%
 - 3. DON'T RECALL 4.4%

- 16. Q9. WHAT ADDITIONAL INFORMATION WOULD YOU LIKE TO SEE ON THE WEB SITE?
- 17. Q10. WHICH IS THE BEST WAY FOR THE AIRPORT TO COMMUNICATE WITH YOU ABOUT CONSTRUCTION AND SERVICES UPDATES?

1. NEWSLETTER	8.5%
2. EMAIL	26.8%
3. WEB SITE	31.7%
4. NEWS MEDIA	23.3%
5. CMNTY/PBLC PRSNTS	1.1%
6. MAIL	4.9%
7. SOME OTHER WAY	2.7%
8. NOT INTRSTD	21.8%

- 18. Q11. WHAT IS THE PRIMARY REASON YOU CHOSE JOHN WAYNE AIRPORT FOR TRAVEL TODAY?

1. CNVNT LCTN	80.8%
2. BTR FLGHT SCHDL	5.3%
3. LESS BUSY	6.8%
4. TRVL PLND BY CORP/FMLY	3.5%
5. COST/AFFORDABILITY	3.3%
6. OTHER	0.4%

- 19. Q12. WHEN YOU CHOOSE OTHER AIRPORTS FOR SOUTHERN CALIFORNIA, WHAT IS YOUR PRIMARY REASON FOR DOING SO?

1. COST/	19.8%
2. CNVNT LCTN	31.1%
3. FLGHT SCHDL/AVLBLTY	24.3%
4. VRTY INTRNTNL CNCTNS	8.2%
5. CHOICE OF AIRLINES	3.6%
6. MORE RLXNG ENVRNMNT	1.7%
7. TRVL PLND BY CORP/FMLY	2.4%
8. OTHER	2.2%
9. NVR USE OTHER ARPRTS	6.7%

- 20. Q13. HOW LONG BEFORE YOUR SCHEDULED DEPARTURE TIME DID YOU ARRIVE AT THE TERMINAL?

1. 30 MINUTES	1.4%
2. 60 MINUTES	17.4%
3. 90 MINUTES	24.2%
4. 2 HOURS	36.2%
5. MORE THAN 2 HOURS	20.8%

- 21. Q14. INCLUDING TODAY, HOW MANY TIMES HAVE YOU USED JOHN WAYNE AIRPORT WITHIN THE PAST 12 MONTHS?

1. ONE	19.9%
2. TWO	29.1%
3. THREE	8.1%
4. FOUR	10.4%
5. FIVE OR MORE	31.5%
6. NO ANSWER	1.0%

22. Q15. VARIETY OF AIR CARRIERS.

1. A	38.6%
2. B	34.0%
3. C	10.6%
4. D	0.3%
5. F	0.0%
6. NA	16.5%

23. Q16. DOOR-TO-DOOR SHUTTLE SERVICE FROM THE AIRPORT.

1. A	22.6%
2. B	9.3%
3. C	2.2%
4. D	1.1%
5. F	0.4%
6. NA	64.5%

24. Q17. TAXI SERVICE FROM THE AIRPORT.

1. A	20.4%
2. B	6.4%
3. C	3.9%
4. D	0.3%
5. F	0.1%
6. NA	68.8%

25. Q18. RENTAL CAR SERVICE.

1. A	21.7%
2. B	8.3%
3. C	2.8%
4. D	0.4%
5. F	0.3%
6. NA	66.5%

26. Q19. VALET PARKING SERVICE.

1. A	8.8%
2. B	2.8%
3. C	0.5%
4. D	0.0%
5. F	0.2%
6. NA	87.8%

27. Q20. CURBSIDE CHECK-IN SERVICE.

1. A	24.6%
2. B	9.9%
3. C	3.2%
4. D	0.4%
5. F	1.1%
6. NA	60.8%

28. Q21. INFORMATION BOOTH SERVICE.

1. A	18.2%
2. B	8.5%
3. C	2.5%
4. D	0.4%
5. F	0.8%
6. NA	69.7%

29. Q22. SIGNAGE OF AIRPORT TERMINAL & ROADWAYS.

1. A	51.3%
2. B	25.6%
3. C	5.3%
4. D	1.6%
5. F	1.0%
6. NA	15.4%

30. Q23. PARKING.

1. A	19.3%
2. B	18.3%
3. C	9.1%
4. D	3.4%
5. F	0.6%
6. NA	49.3%

31. Q24. WHY DID YOU RATE PARKING A ____?

32. Q25. AIRPORT SHOPS AND NEWSSTANDS.

1. A	36.9%
2. B	34.1%
3. C	12.5%
4. D	1.6%
5. F	0.0%
6. NA	14.8%

33. Q26. AIRPORT FOOD & DRINK ESTABLISHMENTS.

1. A	28.9%
2. B	36.4%
3. C	17.0%
4. D	2.4%
5. F	0.4%
6. NA	15.0%

34. Q27. AIRPORT ART EXHIBITS.

1. A	23.8%
2. B	21.9%
3. C	9.2%
4. D	1.2%
5. F	0.6%
6. NA	43.3%

35. Q28. CLEANLINESS OF AIRPORT TERMINAL.
- | | |
|-------------|-------|
| 1. A | 71.0% |
| 2. B | 25.6% |
| 3. C | 2.5% |
| 4. D | 0.3% |
| 5. F | 0.2% |
| 6. NA | 0.4% |
36. Q29. CLEANLINESS OF AIRPORT RESTROOMS.
- | | |
|-------------|-------|
| 1. A | 54.9% |
| 2. B | 28.4% |
| 3. C | 4.7% |
| 4. D | 1.4% |
| 5. F | 0.5% |
| 6. NA | 10.2% |
37. Q30. CLEANLINESS OF AIRPORT PARKING STRUCTURES.
- | | |
|-------------|-------|
| 1. A | 40.6% |
| 2. B | 15.3% |
| 3. C | 2.5% |
| 4. D | 0.6% |
| 5. F | 0.0% |
| 6. NA | 41.0% |
38. Q31. OVERALL CUSTOMER SERVICE PROVIDED BY EVERYONE WORKING AT THE AIRPORT.
- | | |
|-------------|-------|
| 1. A | 64.2% |
| 2. B | 28.0% |
| 3. C | 5.9% |
| 4. D | 1.4% |
| 5. F | 0.2% |
| 6. NA | 0.4% |
39. Q32. MAKING YOU FEEL SAFE AND SECURE IN THE TERMINAL.
- | | |
|-------------|-------|
| 1. A | 74.9% |
| 2. B | 20.0% |
| 3. C | 3.3% |
| 4. D | 0.3% |
| 5. F | 0.3% |
| 6. NA | 1.2% |
40. Q33. SECURITY SCREENING PROCESS.
- | | |
|-------------|-------|
| 1. A | 50.6% |
| 2. B | 30.7% |
| 3. C | 9.9% |
| 4. D | 4.5% |
| 5. F | 2.9% |
| 6. NA | 1.3% |

41. Q34. AMOUNT OF TIME IT TAKES TO GET THROUGH SECURITY CHECK POINTS.
- 1. A 39.9%
 - 2. B 31.6%
 - 3. C 17.8%
 - 4. D 5.2%
 - 5. F 4.1%
 - 6. NA 1.4%
42. Q35. BEING TREATED IN A COURTEOUS AND PROFESSIONAL MANNER BY TSA SECURITY SCREENING STAFF.
- 1. A 67.4%
 - 2. B 20.5%
 - 3. C 5.9%
 - 4. D 1.3%
 - 5. F 1.5%
 - 6. NA 3.3%
43. Q36. BEING TREATED IN A COURTEOUS AND PROFESSIONAL MANNER BY AIRPORT POLICE.
- 1. A 23.2%
 - 2. B 8.6%
 - 3. C 2.2%
 - 4. D 0.8%
 - 5. F 0.3%
 - 6. NA 64.9%
44. Q37. PLEASE RATE YOUR OVERALL SATISFACTION WITH JOHN WAYNE AIRPORT.
- 1. A 56.1%
 - 2. B 38.6%
 - 3. C 4.2%
 - 4. D 0.8%
 - 5. F 0.2%
 - 6. NA 0.2%
45. Q38. WHY DID YOU GIVE JOHN WAYNE AIRPORT ON OVERALL GRADE OF _____?
46. Q39. IN TERMS ABOUT JOHN WAYNE AIRPORT, WHICH ONE OF THE FOLLOWING STATEMENTS WOULD YOU MOST AGREE WITH?
- 1. JWA GREAT ASSET TO OC 44.9%
 - 2. JWA MEET MY TRAVEL NEEDS 45.6%
 - 3. NO FEELINGS ABOUT JWA 6.8%
 - 4. NORMALLY DON'T USE JWA 2.7%
47. Q40. HAVE YOU EVER EATEN AT ANY OF THE RESTAURANTS OR FOOD ESTABLISHMENTS AT JOHN WAYNE?
- 1. YES 67.2%
 - 2. NO 31.4%
 - 3. DON'T KNOW 1.4%

48. Q41. ON A SCALE OF A TO F, HOW SATISFIED WERE YOU WITH THE FOOD SERVICES AT JOHN WAYNE?
- 1. A 29.0%
 - 2. B 50.9%
 - 3. C 17.9%
 - 4. D 2.2%
 - 5. F 0.0%
49. Q42. HAVE YOU EVER BOUGHT MAGAZINES, GIFTS, OR OTHER ITEMS AT ANY OF THE STORES AT JOHN WAYNE AIRPORT?
- 1. YES 52.3%
 - 2. NO 47.3%
 - 3. DON'T KNOW 0.4%
50. Q43. HOW WOULD YOU RATE THE SELECTION OF PRODUCTS SOLD AT JWA COMPARED WITH OTHER AIRPORTS?
- 1. A 39.7%
 - 2. B 46.2%
 - 3. C 14.2%
 - 4. D 0.0%
 - 5. F 0.0%
51. Q44. HAVE YOU EVER USED THE INTERACTIVE VISITORS CENTER IN THE BAGGAGE CLAIM AREA?
- 1. YES 4.7%
 - 2. NO 95.3%
52. Q45. DID YOU THINK IT WAS HELPFUL?
- 1. YES 85.5%
 - 2. NO 14.5%
53. Q46. WHAT NEEDS TO BE DONE TO IMPROVE IT?
54. Q47. WOULD YOU LIKE SELF-SERVE PAYMENT OPTIONS FOR PARKING INCLUDING DEBIT/CREDIT CARDS & TRANSPONDERS SIMILAR TO GAS STATIONS?
- 1. YES 42.4%
 - 2. NO 13.8%
 - 3. DON'T KNOW/DON'T PARK HERE 43.8%
55. Q48. SEX:
- 1. MALE 51.7%
 - 2. FEMALE 48.3%

56. Q49. AND PLEASE STOP ME WHEN I READ THE CATEGORY THAT INCLUDES YOUR AGE:

- 1. 18 - 24 6.4%
- 2. 25 - 34 16.0%
- 3. 35 - 44 24.2%
- 4. 45 - 54 24.4%
- 5. 55 - 64 17.9%
- 6. 65 & OVER 9.8%
- 7. REFUSED 1.4%

57. Q50. PLEASE STOP ME WHEN I READ THE CATEGORY THAT BEST REFLECTS YOUR 2006 TOTAL HOUSEHOLD INCOME BEFORE TAXES.

- 1. <\$50,000 12.6%
- 2. \$50-\$99,999 26.7%
- 3. \$100-\$149,999 21.5%
- 4. \$150-\$199,000 11.2%
- 5. OVER \$200,000 11.7%
- 6. DK/REFUSED 16.2%

58. Q51. DO YOU WORK IN ORANGE COUNTY?

- 1. YES 33.0%
- 2. NO 67.0%

59. Q52. WHAT CITY DO YOU WORK IN?

Work City	Count	%	Work City	Count	%
ALISO VIEJO	5	2.8%	LAGUNA NIGUEL	3	1.7%
ANAHEIM	10	5.6%	LAKE FOREST	5	2.8%
BREA	1	0.6%	LOS ALAMITOS	1	0.6%
BUENA PARK	3	1.7%	MIDWAY CITY	1	0.6%
COSTA MESA	15	8.3%	MISSION VIEJO	8	4.4%
DANA POINT	1	0.6%	NEWPORT BEACH	14	7.8%
FOOTHILL RANCH	3	1.7%	ORANGE	9	5.0%
FOUNTAIN VALLEY	6	3.3%	PLACENTIA	2	1.1%
FULLERTON	2	1.1%	SAN CLEMENTE	2	1.1%
GARDEN GROVE	4	2.2%	SAN JUAN CAPISTRANO	1	0.6%
HUNTINGTON BEACH	8	4.4%	SANTA ANA	21	11.7%
IRVINE	39	21.7%	TRABUCO CANYON	1	0.6%
LA PALMA	1	0.6%	TUSTIN	4	2.2%
LAGUNA BEACH	4	2.2%	WESTMINSTER	2	1.1%
LAGUNA HILLS	3	1.7%	YORBA LINDA	1	0.6%