

John Wayne Airport Passenger Survey

2013 Final Report

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Conducted and
Submitted by:

Redhill Group

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THE POWER OF INSIGHT

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EXECUTIVE SUMMARY

The 2013 John Wayne Airport Passenger Survey was conducted in July 2013 by Redhill Group 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 enplaning JWA passengers.

The data was collected to provide information on passengers' 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' studies in order to measure changes over time. For the 2013 survey new questions were added about the Common Use Passenger Process System (CUPPS), airport travel apps, and desired new services or products. Questions pertaining to facility construction and concession preferences that were present in the 2011 were eliminated in light of the November 2011 opening of Terminal C.

A total of 860 complete surveys were collected from both the telephone (400) and intercept surveys (460). The telephone surveys have a statistical margin of error of $\pm 4.9\%$ at a 95% confidence level. The intercept surveys can be considered accurate with a statistical margin of error of $\pm 4.6\%$ at a 95% confidence level.

The telephone survey is comprised entirely of Orange County residents that have flown out of John Wayne Airport in the last year; this group is referred to as "telephone respondents." The on-site, intercept survey is comprised of enplaning passengers who may or may not reside in Orange County; this group is referred to as "intercept survey respondents." In some cases, intercept survey results are presented with a split between visitors and residents; they will be referred as "intercept-visitors" and "intercept-residents."

Key Findings

- Ninety-five percent of telephone survey respondents and 98 percent of intercept respondents give the airport either an "A" or "B" for overall satisfaction. Although the total percentage of "A's" and "B's" is unchanged from 2011 for the telephone survey, there is a shift to a higher proportion of "A's" for the intercept surveys, continuing the upward trend in overall satisfaction over the previous decade.
- Opinions about JWA continue to be highly positive. Survey participants were read four statements about JWA and asked to choose the statement with which they most agreed. Ninety-six percent of telephone survey respondents and 92 percent of intercept respondents agree with one of the two most positive statements. This is essentially unchanged from 2011 when results from the

telephone survey and intercept survey were 95 percent and 93 percent respectively.

- As with results over the last decade, the predominant reason people choose to fly out of JWA is its convenient location, with 92 percent of telephone survey respondents and 84 percent of intercept respondents citing convenient location as their top reason. For telephone survey respondents, flight schedule is the top reason to choose other Southern California airports over JWA.
- Average grades for individual performance factors remain high and are comparable to 2011. Both telephone survey respondents and intercept respondents view JWA as a safe, clean airport with strong customer service. Overall customer service, feeling safe and secure, and all cleanliness performance factors received “A” ratings from both survey groups.
- Sixty-four percent of Orange County adults have flown in the last year, and 80 percent of these residents have flown out of John Wayne Airport at least once (51% of all residents). One-third of this group flew out of JWA once, 39 percent two to three times, and 28 percent four or more times. This is very similar to 2011.
- Pleasure and leisure travelers represent 46 percent of intercept respondents, followed closely by business travelers at 41 percent. Business travel, as a percent of total trip purposes, has declined by five percentage points from 2011. Conversely, at 12 percent, personal travel has rebounded to pre-recession levels.
- When asked about sources of information for JWA, online resources (airline/airport websites and travel websites) continue to be the main source for both telephone and intercept survey respondents. Thirty-five percent of telephone survey respondents and 25 percent of intercept respondents have visited the JWA website. In 2011, both percentages were equal at 26 percent.
- As in 2011, results from the intercept survey show that Irvine continues to be the most common city to live in for telephone survey respondents and intercept survey-residents. It is also the most common city to work in for all intercept survey participants.

INTRODUCTION

John Wayne Airport (JWA) has conducted 10 surveys since 1994 to measure passenger perceptions of the airport and to compile travel and demographic information. The County of Orange has contracted with Redhill Group, Inc. to administer the telephone and intercept surveys on behalf of JWA for the surveys that were conducted in 2005, 2007, 2009, 2011 and 2013.

A telephone survey was conducted with 400 Orange County residents using a random digit dialing sample supplemented with a mobile-phone sample to reach mobile-phone-only households. The telephone survey provides an unbiased sample of adult Orange County residents who have flown out of JWA at least once in the last 12 months.

The intercept survey was conducted with 460 enplaning passengers as they waited in the Thomas F. Riley Terminal to board their flights. The intercept survey provides an unbiased sample of all trips made by JWA passengers, including both residents and visitors.

The 2013 findings are compared with previous years' results when sufficient data are available and relevant. Additional questions have been added to the 2013 surveys to obtain passengers' perceptions on the Common Use Passenger Processing System (CUPPS), to assess their awareness of airport travel apps, to identify other Southern California airports used most often, and to identify other services or products that passengers would like to see offered at the airport.

Results in the charts are consistently color coded throughout the report. When telephone survey results and intercept survey results are discussed for 2013, they are represented in blue and green respectively. When previous years' results are shown, unique colors are used consistently for each year as follows: grey (2013), blue (2011), orange (2009), purple (2007), green (2005) and red (2003).

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

METHODOLOGY

Telephone Survey

The telephone survey provides an unbiased sample of Orange County residents, 18 years of age or older, who have flown out of JWA at least once in the last 12 months. The telephone survey provides a more long-term perspective developed over all JWA travel experiences, although more recent trips may have a greater impact on their assessment of performance. This sample is evenly weighted across JWA resident travelers regardless of their usage level; e.g. someone who flew only once in the last year has the same impact on survey results as someone who flew five or more times. To clarify identification of the group being discussed, the Orange County residents interviewed by telephone will be identified as “phone survey respondents.”

Intercept Survey

The intercept survey provides an unbiased sample of all trips made by JWA passengers, including both residents and visitors, and is different from the telephone survey in three key ways. First, visitors are included in the results, and these JWA users may have different opinions, attitudes and travel patterns than Orange County residents. Second, intercept respondents were asked to provide their opinion about JWA on the day of their flight. Finally, data collected from the intercept respondents reflects frequency of JWA usage. On any given day 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 a year. Thus, the results reflect the opinions and attitudes of frequent JWA passengers more strongly than infrequent travelers.

Sampling Plan

Telephone Survey

A blended random digit dialing/mobile telephone survey was conducted during a three-week period from July 2 to July 24, 2013. A total of 400 surveys were collected. First, random digit dialing telephone numbers were generated for all of Orange County providing a representative list of Orange County households that have landlines. This sample was then supplemented with a mobile telephone sample to ensure representation from mobile-only households, which according to a recent study¹ are 38.2% of US households. Participants were screened by report code to establish

¹ Wireless Substitution: Early Release of Estimates from the National Health Interview Survey, July – December 2012, National Center for Health Statistics, June 2013.

Orange County residence and for use of JWA at least once within the last 12 months. All qualified participants were at least 18 years of age.

Out of 857 contacted households, the telephone survey produced 400 qualified participants (47% of the total). Three percent did not have someone who met the age requirement available to participate in the survey. Thirty-five percent had not flown in the last year, and an additional 12 percent had flown, but not out of JWA. The remaining three percent of contacted households either refused to give their zip code or were not within the study area. This reduced the final sample size to 400 qualified participants.

The sample of 400 households provides a statistical margin of error of $\pm 4.9\%$ at a 95% confidence level.

Intercept Survey

Intercept interviews were conducted at JWA between Thursday, July 18 and Saturday, July 27, 2013. Surveys were conducted from 5:30 AM to 10:00 PM to secure a representative sample of all enplaning passengers. During the 10 day survey period, 460 intercepts were completed providing a margin of error of $\pm 4.3\%$ at a 95% confidence level.

The intercept survey was conducted at the gate for the selected departing flight. At each gate, the interviewer selected respondents at random who were waiting to board the flight. The surveyor read the questions and recorded the respondent's answers into a handheld PDA. The survey data was subsequently uploaded into a central database for analysis.

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

- AM from 6:00 AM to 9:59 AM
- MIDDAY from 10:00 AM to 2:59 PM
- PM from 3:00 PM to 10:00 PM

The 2013 methodology is comparable to the methodology used to complete the surveys in previous years. Prior to 2009, interviewers recorded respondent data using paper surveys which were later data-entered prior to performing the analysis.

Flights were categorized into four groups by destination:

- California: Destinations within the state of California
- West: Destinations other than California and excluding Eastern Time Zone
- East: Destinations within the Eastern Time Zone
- International: Destinations outside the United States such as Mexico or Canada

The sampling plan included a balance of surveys by time of day and destination. Only flights within the period of surveying dates were used in order to obtain a sample that is representative of the flight distribution for the destination categories. The targeted 400 surveys were divided into weekday (300 surveys) and weekend groups (100 surveys) in proportion to departing flight traffic.

Table 1: Intercept Survey Sampling Plan Target: Weekday (N = 300)*

Destinations	AM	MIDDAY	PM	Row %	Total
CA	24	29	41	31%	93
West	60	59	60	60%	180
East	7	2	5	5%	15
International	-	12	-	4%	12
Column %	30%	34%	35%	100%	
Total	91	102	106		300

Table 2: Intercept Survey Sampling Plan Target: Weekend (N = 100)*

Destinations	AM	MIDDAY	PM	Row %	Total
CA	5	10	13	27%	27
West	22	20	22	64%	64
East	3	1	1	5%	5
International	-	4	1	5%	5
Column %	29%	34%	37%	100%	
Total	29	34	37		100

Table 3: Intercept Survey Sampling Completed: Weekday (N = 320)*

Destinations	AM	MIDDAY	PM	Total
CA	25	31	41	97
West	65	59	65	189
East	7	3	8	18
International	-	16	-	16
Total	97	109	114	320

*Note: Individual numbers may not add up to totals due to rounding.

Table 4: Intercept Survey Sampling Completed: Weekend (N = 140)

Destinations	AM	MIDDAY	PM	Total
CA	12	13	20	45
West	22	24	29	75
East	6	3	3	12
International	-	5	3	8
Total	40	45	55	140

Due to the variation in passenger loads and response rates, the collected survey data have been weighted to balance the results by destination and daypart and expanded to represent total JWA passenger volume for a typical month. Between January and June 2013, the typical average monthly volume is 373,638 enplaned passengers.

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 an 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 to get the weight for each daypart-destination category combination. 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 used to remove bias resulting from survey collection factors such as varying participation rates for different times of day.

Table 5: Intercept Survey Weights: Weekday

Destinations	AM	MIDDAY	PM
CA	893.87	879.45	926.57
West	859.49	931.75	866.37
East	957.72	744.89	558.67
International	-	698.34	-

Table 6: Intercept Survey Weights: Weekend

Destinations	AM	MIDDAY	PM
CA	372.45	687.59	603.36
West	914.19	782.14	724.34
East	446.94	297.96	297.96
International	-	715.10	297.96

Grading Scale

Satisfaction features were rated by participants using a report card scale from “A” (Excellent) to “F” (Unsatisfactory). Grades were converted to a four-point scale and averaged to arrive at the final overall score for the attribute. Numeric ranges for each letter grade are detailed in Table 7: Attribute Grading Scale.

Table 7: Attribute Grading Scale

Grade	Range
A	≥ 3.50
B	2.50 to 3.49
C	1.50 to 2.49
D	0.50 to 1.49
F	< 0.5

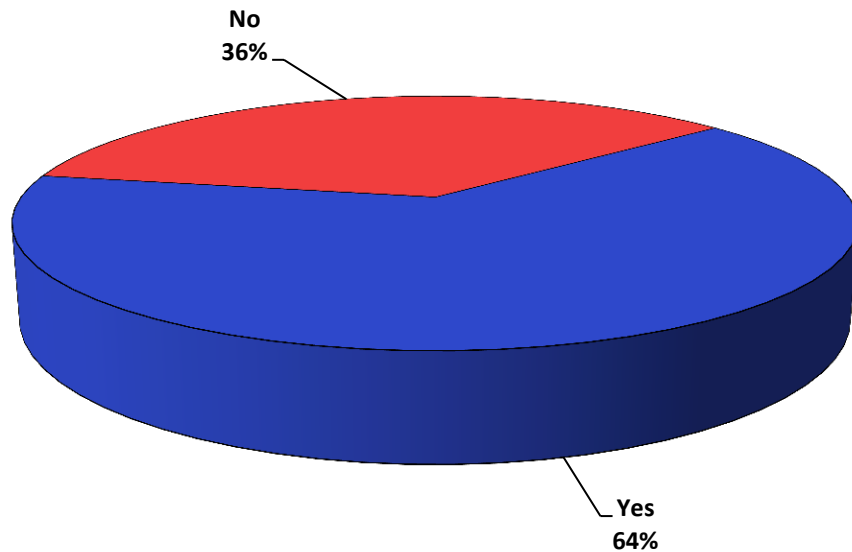
JWA USAGE

Travel Frequency

Telephone Survey

Telephone survey participants were screened to remove people who had not used JWA during the last 12 months. As part of this process, potential respondents were first asked if they had flown in the last year, and then if they had flown, how many times through JWA.

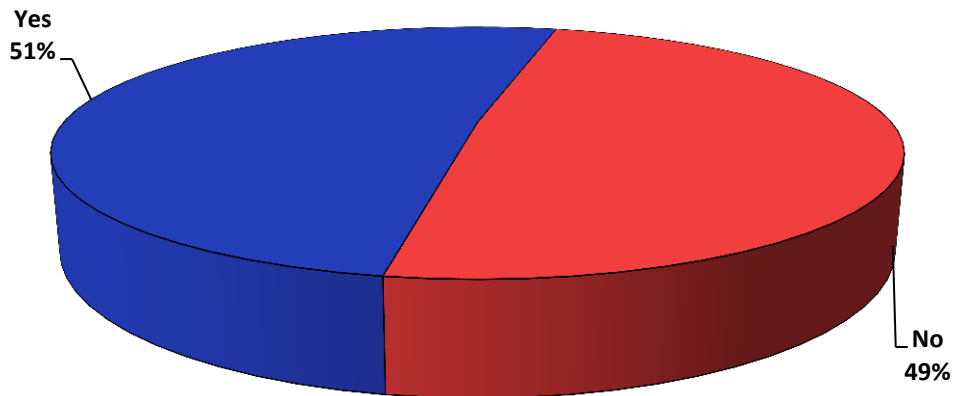
**Figure 1: Traveled by Air in the Last 12 Months
(2013 Telephone Survey n = 828)**



Sixty-four percent of respondents who are at least 18 years old have flown in the last year. Among these adult respondents who have flown in the past year, 80 percent have flown out of John Wayne Airport at least once. These individuals make up the study sample and can be generalized to all JWA travelers that reside in Orange County with a margin of error of $\pm 4.9\%$ at a 95% confidence level.

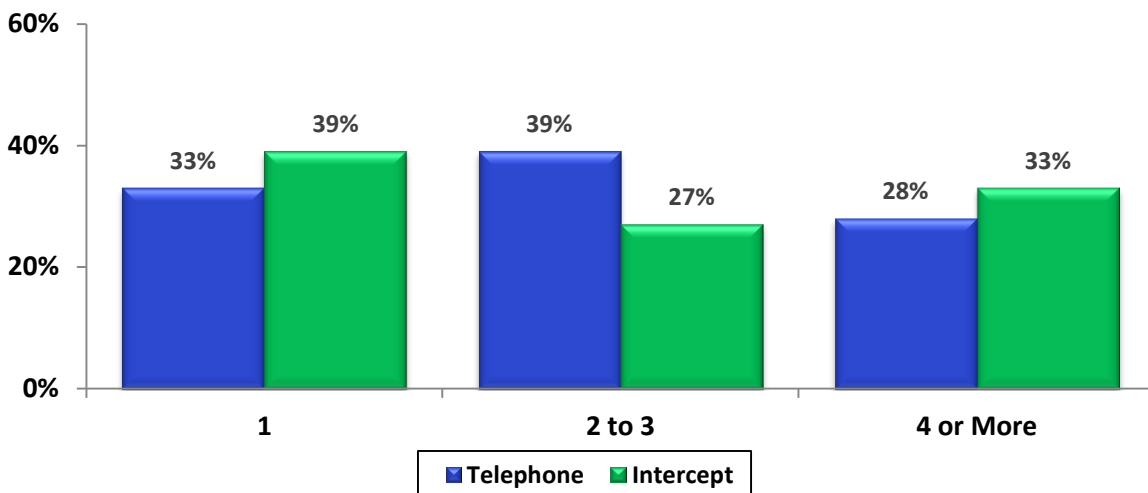
Within the group of Orange County residents that have flown in the last year (64% of all residents), 80 percent have flown out of JWA. These two statistics combine to show that 51 percent of all Orange County residents have flown out of JWA in the last year (64% x 80%). This is lower than the 64 percent reported in 2011 primarily due to a 12 point drop in flying (through any airport) from 76 percent to 64 percent in 2013.

**Figure 2: Used JWA in the Last 12 Months
(2013 Telephone Survey n = 400)**



Thirty-three percent of qualified telephone survey respondents have flown out of JWA only once in the past year, while 39 percent have flown two to three times, and 28 percent flew four times or more. Flight frequency for telephone survey passengers has remained stable since 2011 with all changes being two percent or less, and within the margin of error.

**Figure 3: Times Flown out of JWA in the Last 12 Months
(2013 Telephone Survey n = 400 and Intercept Survey n = 460)**



Intercept Survey

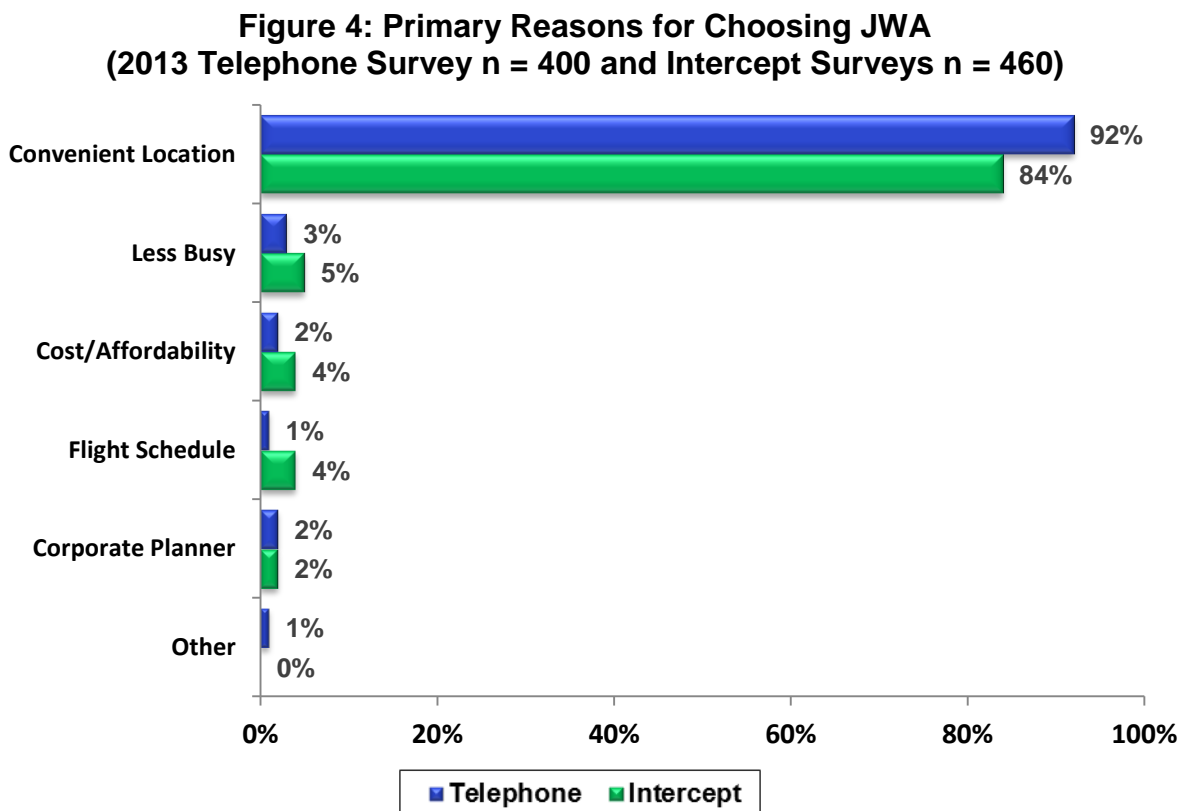
Intercepted passengers were also asked about their use of John Wayne Airport. In comparison to the telephone survey, 39 percent of intercepted passengers used JWA only once over the past year, while another 27 percent flew two to three times and the remaining 33 percent have flown four or more times.

Flight frequency for intercepted passengers has remained stable since 2011 with all changes being within the margin of error.

Reasons for Selecting JWA

Telephone Survey

Ninety-two percent of telephone survey respondents report that they choose to fly out of John Wayne Airport because of its convenient location. This is similar to the 2003 to 2011 survey findings which are all between 92 and 95 percent.



Intercept Survey

Eighty-four percent of intercept respondents indicated convenient location as the primary reason for selecting JWA for their flight; this is essentially unchanged from 83 percent in 2011. Five percent said flying out of JWA is less busy, while four percent each mentioned that JWA is more affordable or has better flight schedules.

Breaking out results for intercept residents and visitors, 97 percent of residents select JWA for its convenient location compared to 77 percent of visitors. The percentage of residents citing convenient location has increased significantly from 89 percent in 2011, while the results for visitors remains essentially unchanged from 2011's 78 percent.

When segmented by trip purpose, both business travelers (89%) and leisure travelers (79%) cite convenient location as the primary reason for selecting JWA for their trip.

Reasons for Selecting Other Airports

Telephone Survey

The top two reasons for selecting airports other than JWA for telephone survey respondents are flight schedules at 37 percent and cost at 27 percent. This is a reversal from 2011 when cost was the top reason at 39 percent. At a somewhat lower level, 15 percent cite a variety of international connections as their primary reason for selecting a different airport.

Intercept Survey

The order for the top three reasons intercept respondents mention for selecting other airports remains unchanged since 2011. They are convenient location (34%), flight schedule/availability (24%) and cost (17%). Since 2011, convenient location has decreased nine percentage points, flight schedule has increased five percentage points, and cost/affordability has remained the same.

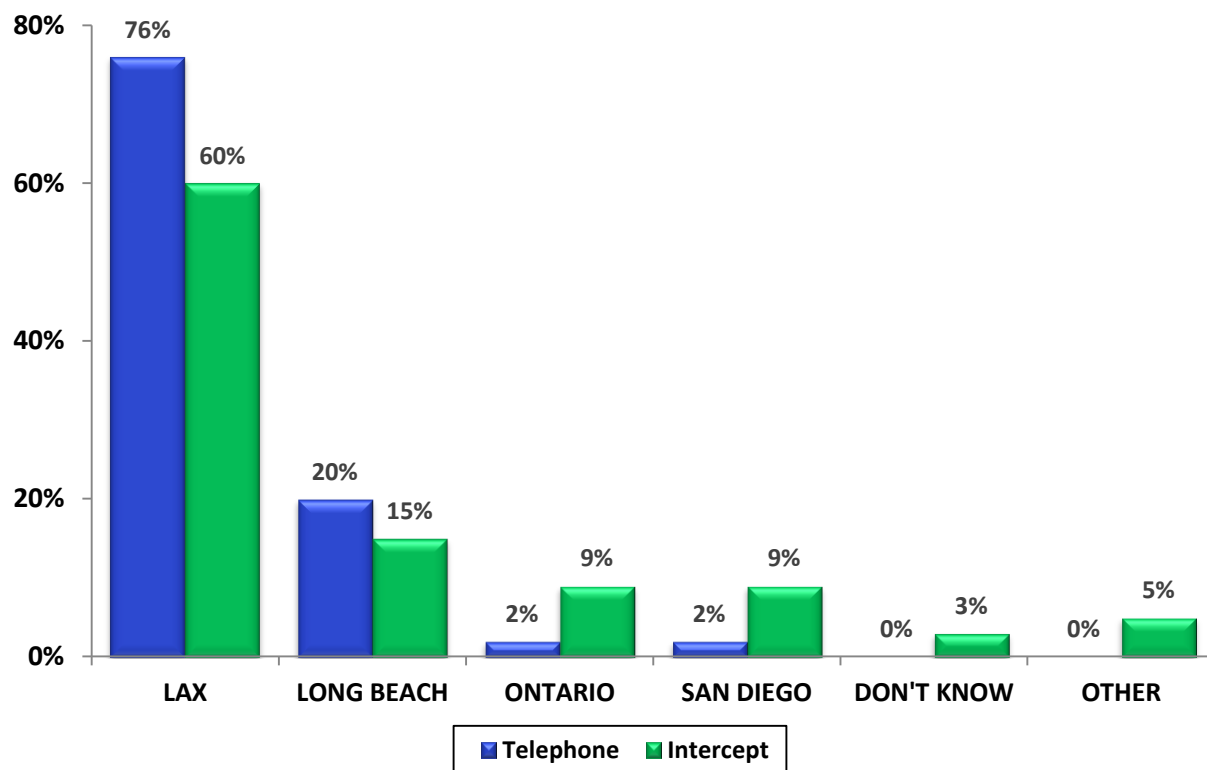
There are, however, significant differences between residents' and visitors' reasons for using other airports. Visitors, at 47 percent, are almost five times as likely as residents (10 percent) to cite convenient location. Conversely, residents are nearly three times as likely to cite the flight schedule at 39 percent, compared to 15 percent for visitors. Residents of Orange County (23%) are also more likely than visitors (13%) to identify cost as their primary reason to choose other Southern California airports over JWA.

Most Frequently Used Alternative Airports

Telephone Survey

The majority of telephone survey respondents (76%) cite LAX as the most often used alternative Southern California airport. This is followed at a much lower level by Long Beach Airport at 20 percent. No other airport was identified by more than two percent of telephone survey respondents.

**Figure 5: Other Airports Used Most Often
(2013 Telephone Survey n = 373 and Intercept Survey n = 382)**



Intercept Survey

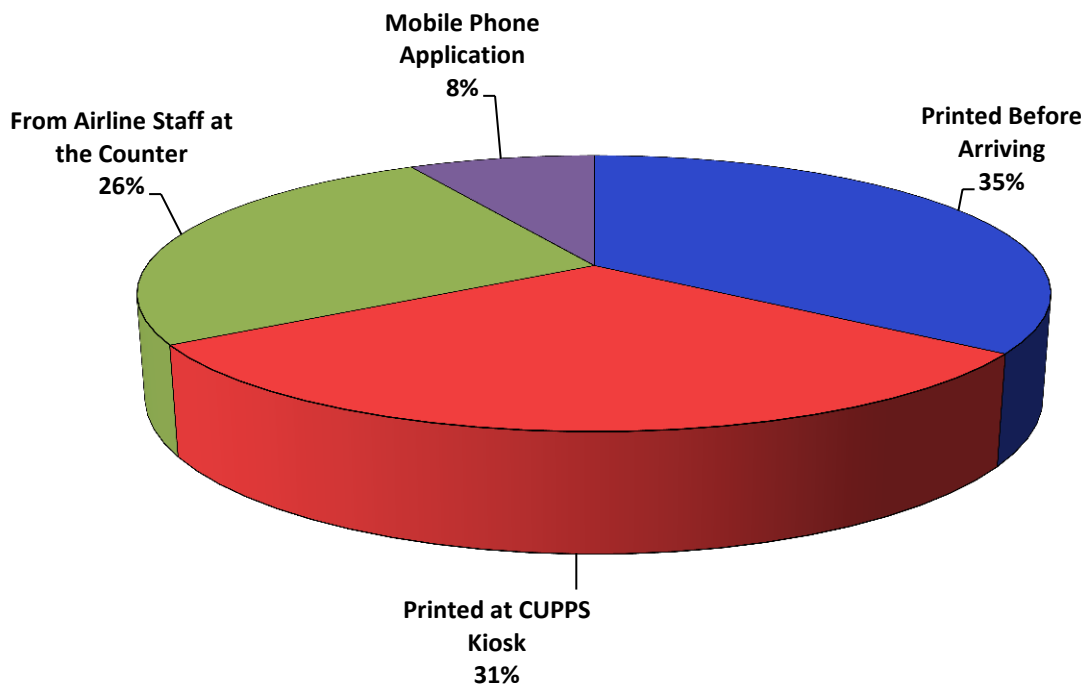
Similar to the telephone survey, the majority of intercept respondents (60%) cite LAX as the other Southern California airport they use most often. This is followed again at a much lower level by Long Beach Airport at 15 percent. The use of other airports, such as Ontario and San Diego are much more apparent in the intercept survey than the telephone survey. While these airports only comprise two percent each in the telephone survey, they are reported by nine percent each in the intercept survey results. In line with the telephone survey, 72 percent of intercept survey residents of Orange

County identify LAX as their alternative airport of choice. This is significantly higher than visitors where only 53 percent select LAX.

Boarding Pass Options

Intercept survey participants were asked to identify how they obtain their boarding pass. In an updated question for the 2013 survey, those who obtained their boarding pass through the CUPPS kiosk were further asked to rate the kiosk for ease of use.

**Figure 6: Obtaining Boarding Pass
(2013 Intercept Survey n = 460)**



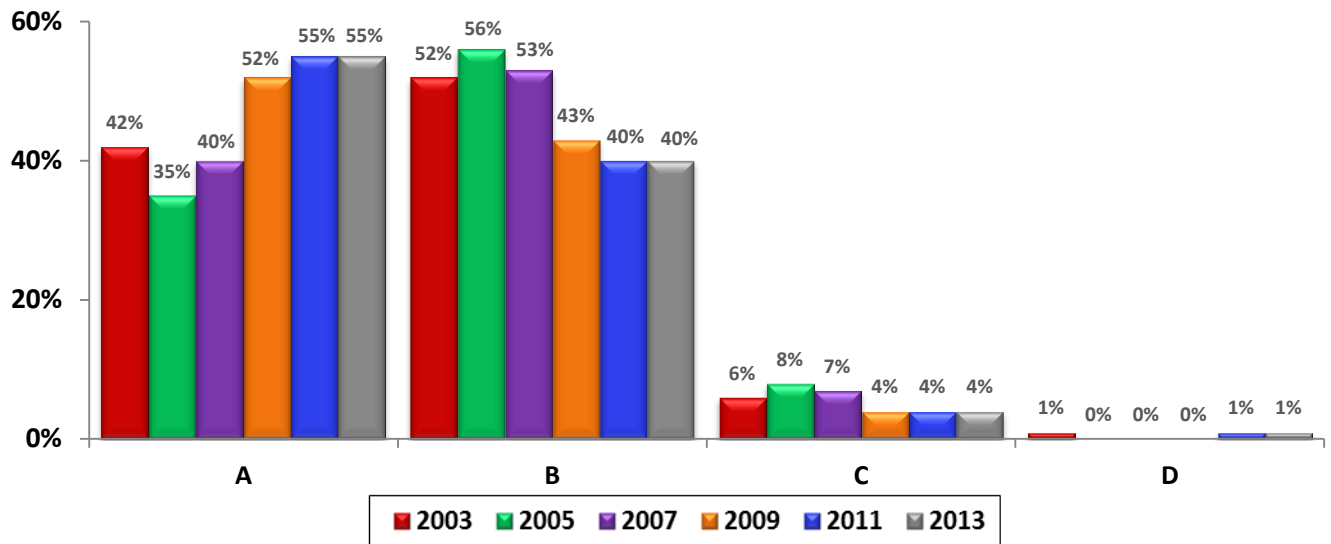
Thirty-five percent of intercept respondents print their boarding pass prior to arriving at the airport, 31 percent print their pass at the CUPPS kiosk, 26 percent receive them at the counter, and eight percent use a mobile telephone application. The CUPPS kiosk received high grades for ease of use with three-quarters (77%) providing a grade of “A” and 14 percent providing a “B” grade. Only nine percent provided grades of “C” or lower and the overall average was an “A.”

SATISFACTION

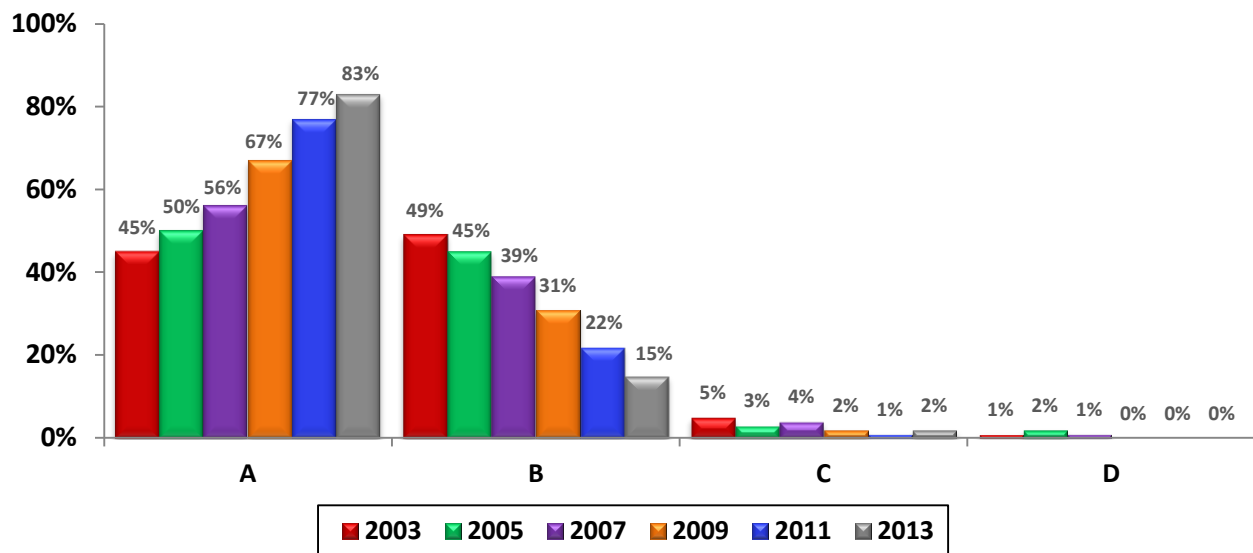
Overall Satisfaction

Survey participants were asked to rate their overall satisfaction with JWA on a report card scale with “A” being “excellent” and “F” being “unsatisfactory.” Ninety-five percent of telephone survey respondents and 98 percent of intercept respondents give the airport either an “A” or “B”.

**Figure 7: Overall Satisfaction - Telephone
(2013 Telephone Survey n = 398)**



**Figure 8: Overall Satisfaction - Intercept
(2013 Intercept Survey n = 460)**

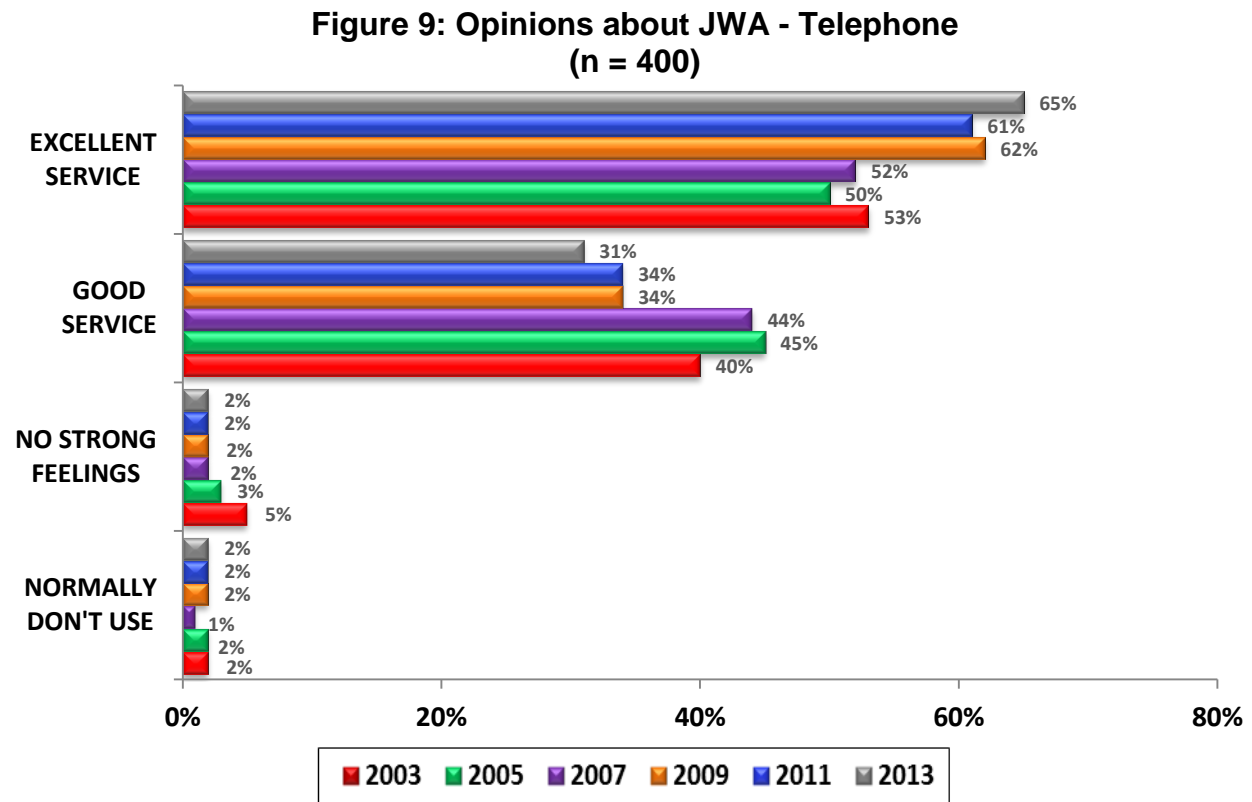


The distribution of overall satisfaction for telephone survey respondents is identical to the 2011 results with 55 percent of the respondents giving an “A” and 40 percent giving a “B” grade. In contrast, since 2011 the percentage of intercept respondents providing a grade of an “A” (83%) has increased by six percent while the percentage of those providing a “B” (15%) has declined by seven percent. This is on top of a significant improvement from 2009 to 2011 when there was a 10 point increase in “A’s” and a nine point decrease in “B’s”. Those traveling for pleasure or other non-business purposes are also more likely (89% and 85% respectively) to provide an “A” grade than business travelers at 76 percent.

Both telephone and intercept survey respondents were asked to explain why they provided the grade that they did. The top reason for telephone survey respondents providing an “A” grade is ease of use (61%). This is followed by convenient location (44%), cleanliness (27%) and customer service (23%). Similarly, the top reason for intercept respondents providing an “A” grade is ease of use (35%), followed by convenient location (23%) and cleanliness (8%).

Opinions about JWA

Survey participants were read four statements about JWA and asked to choose the statement with which they most agreed. Ninety-six percent of telephone survey respondents and 92 percent intercept respondents agree with one of the two most positive statements.



The most commonly selected statement was “John Wayne Airport provides excellent travel services and is an asset to Orange County.” Sixty-five percent of telephone survey respondents selected this option, an increase of four points since 2011. It was also selected by 58 percent of intercept respondents which is a decrease of five points from 2011. In both cases the increase or decrease in the percentage selecting the top statement was offset by an approximately equal change selecting the second highest statement.

**Figure 10: Opinions about JWA - Intercept
(n = 460)**

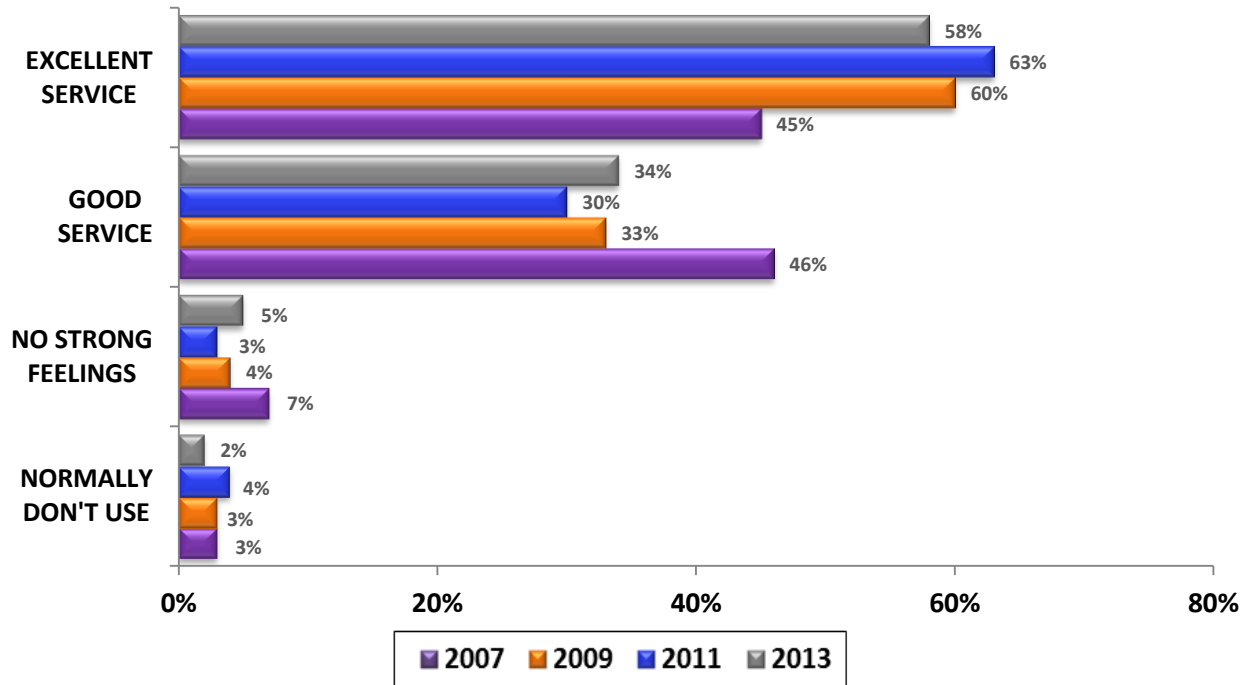
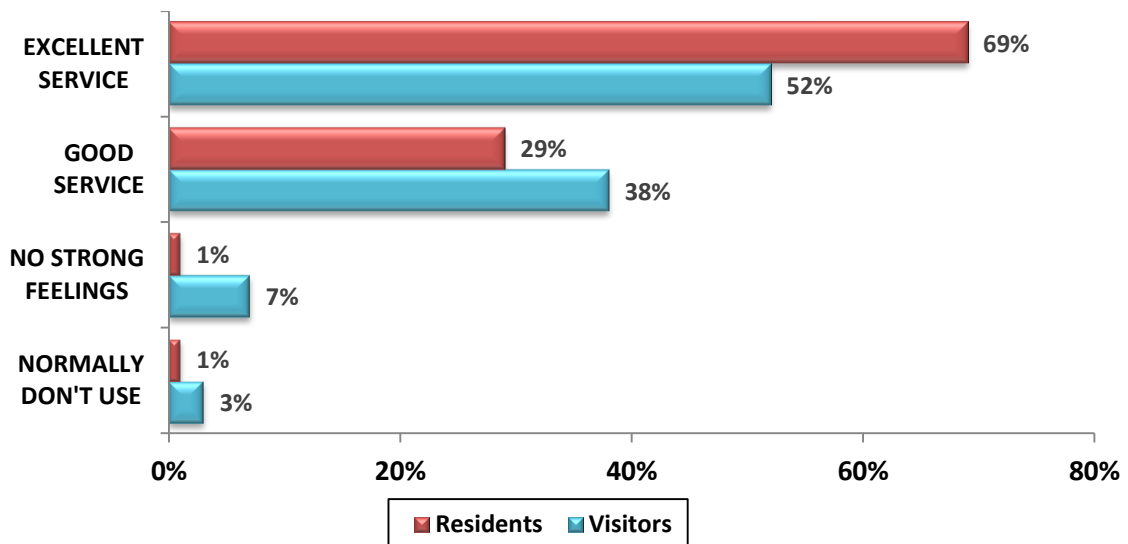


Figure 11 provides a breakdown between residents' and visitors' ratings which shows that residents provide a higher service rating than visitors.

**Figure 11: Opinions about JWA – Residents vs. Visitors
(2013 Intercept Survey – Residents vs. Visitors)**



Satisfaction with JWA Services and Features

Survey participants were asked to rate a series of performance criteria using a report card format with an “A” for “Excellent” and an “F” for “Unsatisfactory.” The following table displays the average grades for each individual performance factor in descending order based on the telephone survey average score. The factors are then grouped with other similar attributes for purposes of discussion. A new category was added to the 2013 intercept surveys to assess users’ opinions of how easy it is to use the CUPPS kiosk.

**Table 8: Grades of JWA Features
(2013 Telephone Survey n = 400 and Intercept Survey n = 460)**

Green = Higher grade than 2011 Red = Lower grade than 2011

Factors	Telephone Survey	Intercept Survey
Automated kiosk ease of use	-	A *
Cleanliness of airport terminals	A	A
Cleanliness of airport restrooms	A	A
Cleanliness of airport parking structures	A	A
Overall customer service at the airport	A	A
Making you feel safe and secure in the terminals	A	A
The variety of air carriers	B	A
Signage of airport terminals and roadways	B	A
The security screening process	B	A
Time it takes to get through security check points	B	A
Courteous & professional treatment by TSA staff	B	A
Courteous & professional treatment by airport police	B	A
Satisfaction with parking	B	B
The quality of food and beverage services at JWA	B	B
Airport art exhibits	B	B
Door-to-door shuttle service from the airport	B *	A *
Taxi service from the airport	B *	A *
Rental car service	B *	A *
Information booth service	B *	A *
Valet parking service	B *	B *

*Fewer than 200 respondents rated this category which increases the margin of error to more than $\pm 6.9\%$ at a 95% confidence level.

Most of the categories remain unchanged from 2011 with every category receiving an average grade of “A” or “B” in both the telephone and intercept surveys. However, two categories did show improvement from 2011 to 2013. These were Overall Customer Service at the Airport which improved from a “B” to an “A” for the telephone survey, and Signage of Airport Terminals and Roadways which improved from a “B” to an “A” for the

intercept survey. Two categories also showed a decline from an “A” to a “B,” Taxi Service from the Airport for the telephone survey, and Valet Parking Service for the intercept survey. The decline in the average score for Taxi Service resulting in the grade change was not statistically significant, but change in the average score for Valet Parking for the intercept survey was a statistically significant decline.

Both telephone and intercept survey respondents view JWA as a safe, clean airport with strong customer service and amenities.

Table 9: Customer Service Grades

Factors	Telephone Survey	Intercept Survey
Overall customer service at the airport	A	A
Courteous & professional treatment by TSA staff	B	A
Courteous & professional treatment by airport police	B	A

Although the letter grades for courteous and professional treatment by TSA staff and airport police remain unchanged since 2011, the grade for overall customer service shifted from a “B” to an “A” for the telephone survey. Just as in 2009 and 2011, the 2013 intercept survey shows higher satisfaction ratings than the telephone survey. This is consistent with the fact that intercept participants generally give higher ratings than telephone participants. This may be due to intercept respondents giving higher ratings based on their experience during a single day on which they are interviewed, while telephone survey respondents base their rating on recall of all trips in the last year in which the least positive experience is more likely to stand out and be recalled.

Table 10: Safety and Security Grades

Factors	Telephone Survey	Intercept Survey
Making you feel safe and secure in the terminals	A	A
The security screening process	B	A
Time it takes to get through security check points	B	A

JWA is regarded as a safe and secure airport by JWA passengers. Overall, intercept respondents feel safe and secure inside the terminal and rate safety an “A.” All safety- and security-related grades remain unchanged from 2011.

Table 11: Amenities, Products and Services Grades

Factors	Telephone Survey	Intercept Survey
Automated kiosk ease of use	-	A
The variety of air carriers	B	A
The quality of food and beverage services at JWA	B	B
Information booth service	B	A
Airport art exhibits	B	B

Among the intercept respondents, 31 percent printed their boarding pass through the CUPPS kiosk at the airport. These respondents provided an average grade of an “A” for the kiosk’s ease of use. The grades for variety of air carriers, food and beverage service, information booth service and airport art exhibits remain unchanged from 2011 (2009 for food and beverage since it was not asked in 2011).

It should be noted that although the grades for food and beverage service were unchanged from 2009, they showed the largest positive shift in average score of all performance factors for both the telephone and intercept surveys, and both of these improvements were statistically significant.

Table 12: Ground Transportation Grades

Factors	Telephone Survey	Intercept Survey
Door-to-door shuttle service from the airport	B	A
Taxi service from the airport	B	A
Rental car service	B	A
Signage of airport terminals and roadways	B	A

Twenty-two percent of telephone survey respondents provided feedback on door-to-door shuttle service. The grades for door-to-door shuttle service remain unchanged from 2011 at a “B” and an “A” for the telephone and intercept surveys respectively.

Thirty-six percent of telephone survey respondents and 25 percent of intercept survey respondents provided a satisfaction rating on taxi service. For the intercept survey the grade remains unchanged from 2011 at “A.” For the telephone survey the grade declined from an “A” to a “B,” however, the change in the average score was not statistically significant.

Twenty-nine percent of telephone survey respondents and 31 percent of intercept survey respondents provided feedback on rental car service. For both groups the satisfaction with rental car service remains unchanged since 2011 at a “B” for telephone respondents and an “A” for intercept survey respondents.

Ninety-eight percent of telephone survey respondents and 94 percent of intercept respondents provided a satisfaction rating for signage of airport terminals and roadways. The grade for telephone survey respondents in this category remains unchanged at a “B,” but intercept respondents increased their satisfaction rating from a “B” to an “A.” The improvement in the average score that raised the grade was also a statistically significant improvement.

Table 13: Facilities Maintenance Grades

Factors	Telephone Survey	Intercept Survey
Cleanliness of airport terminals	A	A
Cleanliness of airport restrooms	A	A
Cleanliness of airport parking structures	A	A

Phone survey respondents and intercept respondents uniformly consider JWA to be clean and well-maintained. The satisfaction grades have remained at an “A” since 2011 for both telephone and intercept survey respondents across all three maintenance categories.

Table 14: Parking Grades

Factors	Telephone Survey	Intercept Survey
Satisfaction with parking	B	B
Valet parking service	B	B

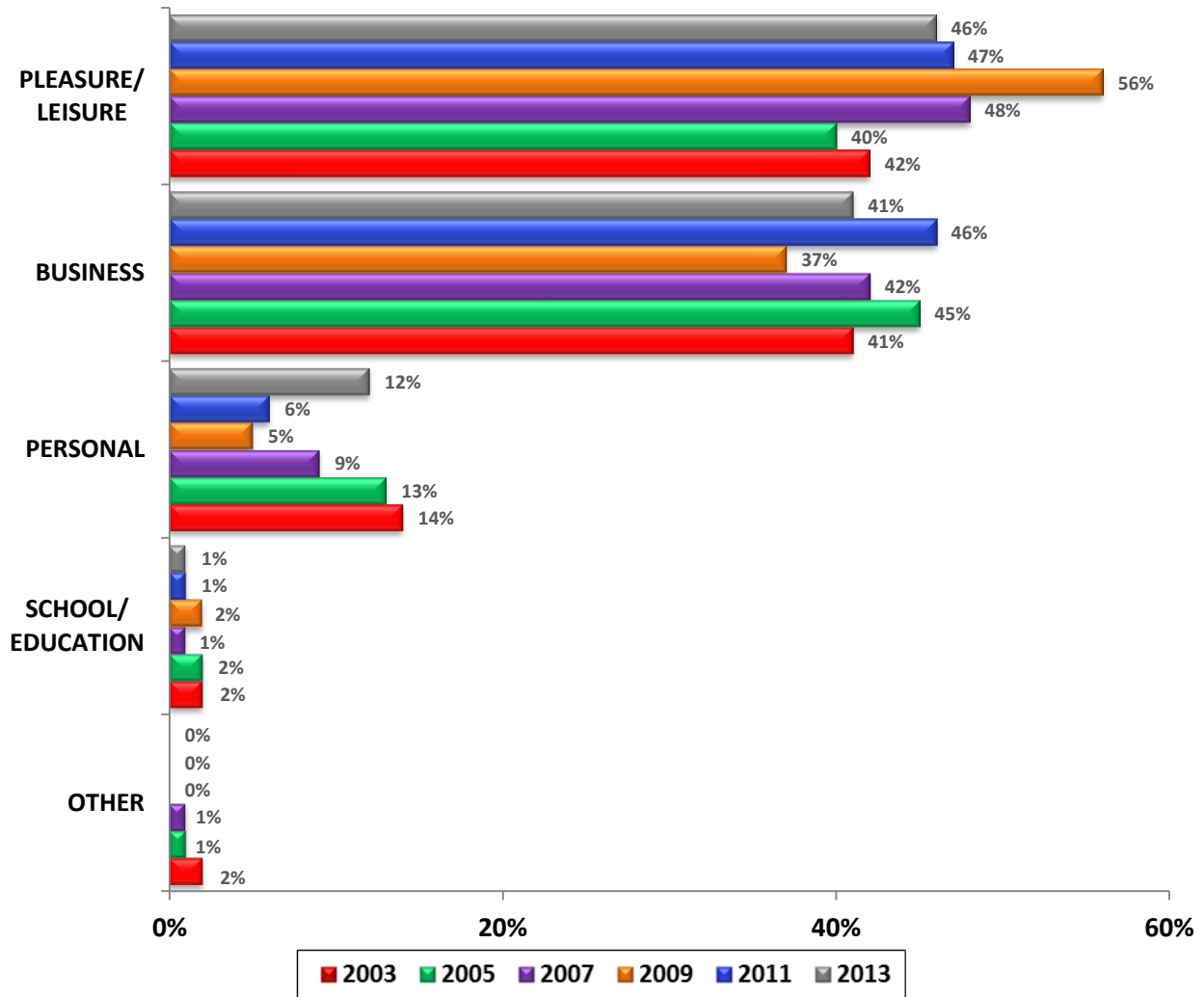
The grade for parking remains a “B” for both telephone and intercept survey respondents. The majority (78%) of telephone survey respondents provided a rating for their satisfaction with parking while under half (45%) of the intercept survey respondents rated this category.

Only 21 percent of telephone survey respondents and nine percent of intercept survey respondents provided ratings for Valet Parking. In spite of the small sample size for the intercept survey, the grade change from an “A” to a “B” was supported by a statistically significant change in the average score. The grade for the telephone survey remained a “B.”

TRIP PURPOSE

Intercept respondents were asked for the main purpose of their trip on the day of the survey. In 2013, the distribution of pleasure/leisure and business trip purposes is 46 percent and 41 percent, respectively. Pleasure/leisure trips are essentially unchanged from 2011. However, business travel has dropped to 41% from 46%, and personal travel has rebounded to pre-recession levels at 12% compared to 6% for 2011, suggesting that discretionary travel expenditures may be on the rebound. Heavy travelers are most likely to indicate that their trip is business-related at 72 percent compared to 28 percent for less frequent travelers.

**Figure 12: Trip Purpose
(2013 Intercept Survey n = 460)**



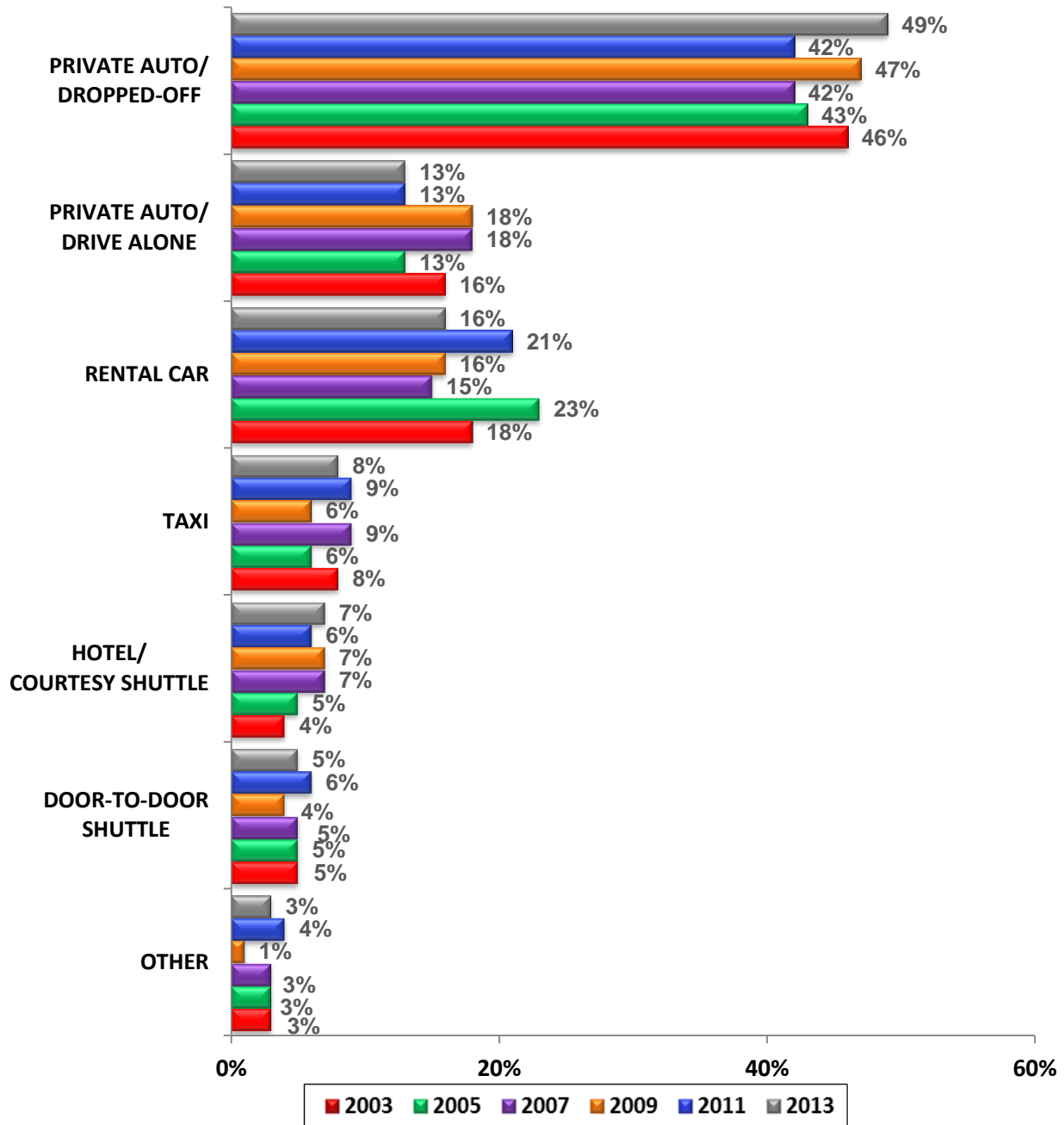
Note: In 2005 and prior, business-related categories included business, business convention, and business/pleasure. Starting in 2007, all business categories were combined into one group. For comparison purposes, previous years' business categories have been combined as well.

ARRIVAL AT AIRPORT

Transportation

Intercept respondents were asked how they arrived at JWA on the day of their flight.

**Figure 13: Transportation to JWA
(2013 Intercept Survey n = 460)**



Note: "Other" includes public transit, limousines, and other airline flights.

Half (49%) of the respondents indicate being dropped-off by someone, an increase of seven percent since 2011. The second most common transportation mode is rental cars at 16 percent. This is a decrease of five percent since 2011. The remaining transportation modes are essentially unchanged from 2011 with no more than a one percent shift, and include those who drive alone (13%), use a taxi (8%), use a hotel/courtesy shuttle (7%) or a door-to-door shuttle (5%).

**Table 15: JWA Parking Options
(2013 Intercept Survey n = 460)**

Parking Options	Percentage
Terminal parking structure	79%
Main Street parking lot	21%
Valet Parking	0%

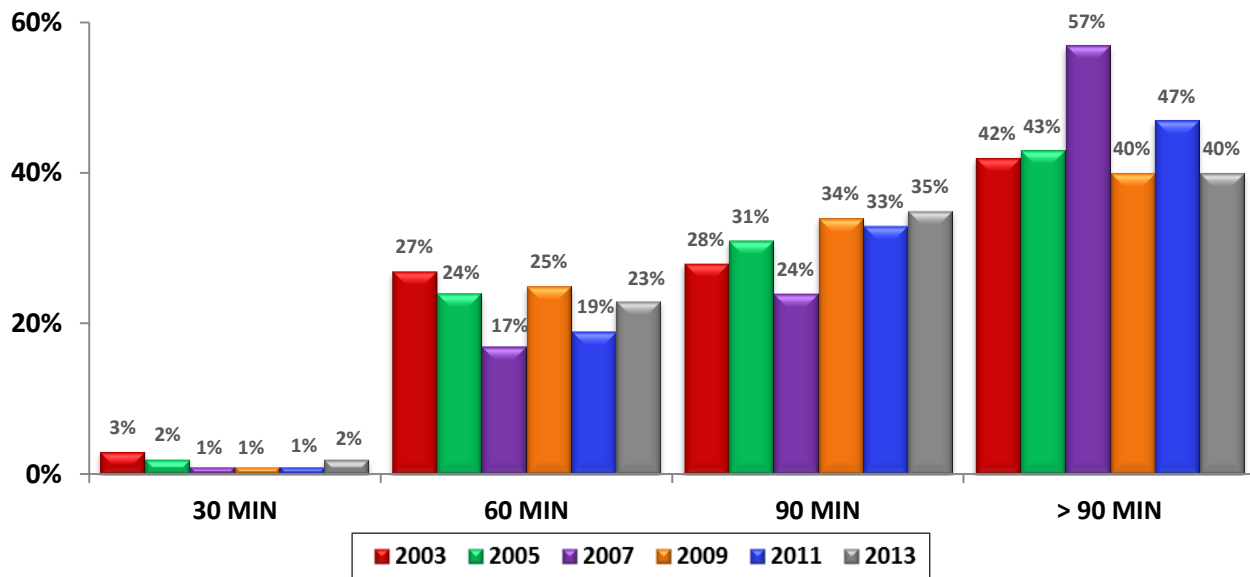
Of the three parking options at the airport, only the terminal parking structure and the Main Street parking lot were reported as being used by the intercept respondents. The use of terminal parking structures has increased significantly from 60 percent in 2011 to 79 percent in 2013. The 19 percent increase is diverted from other parking options such as the Main Street parking lot which has decreased from 30 percent to 21 percent, Parking Lot C which was available in the 2011 survey (4%), and Valet Parking which was used by six percent of the 2011 respondents.

Across all intercept travelers the primary reason for choosing a specific parking facility is convenience at 63 percent. Other factors such as price and location are tied at 16 percent each. However, the rationale for selecting a specific location varies by lot. Convenience is the top reason for the terminal parking structures. Conversely, cost was the top reason for selecting the Main Street parking lot.

Arrival Time

The average arrival time prior to departure has decreased by six minutes from one hour, forty-eight minutes in 2011 to one hour, forty-two minutes in 2013. This is driven by a reduction in travelers arriving 90 or more minutes before departure from 47 percent in 2011 to 40 percent in 2013. The seven percent shift to shorter arrivals was spread across all categories with a two percent increase in 61-90 minutes, four percent for 31-60 minutes and a one percent increase for 30 minutes or less. The 2013 survey shows that within the largest category of 90 or more minutes, 13 percent arrive at least two hours before departure while the remaining 27 percent arrive 90-119 minutes before departure.

**Figure 14: Arrival Time Prior to Scheduled Departure*
(2013 Intercept Survey n = 460)**



The length of arrival time prior to departure time is related to frequency of use of JWA. Half of low frequency JWA travelers arrive at least two hours prior to departure. This compares with 20 percent for the most frequent travelers.

*In the year 2005 and prior, categories included 30, 45, 60, 90 minutes and more than 90 minutes. In 2007, 45 minutes was eliminated as an answer. For comparison purposes, previous years' answers for 45 minutes have been combined with the 60 minute category. In 2011, the category of > 90 minutes was divided into two hours and greater than two hours. For comparison purposes they have been recombined into the > 90 minute category.

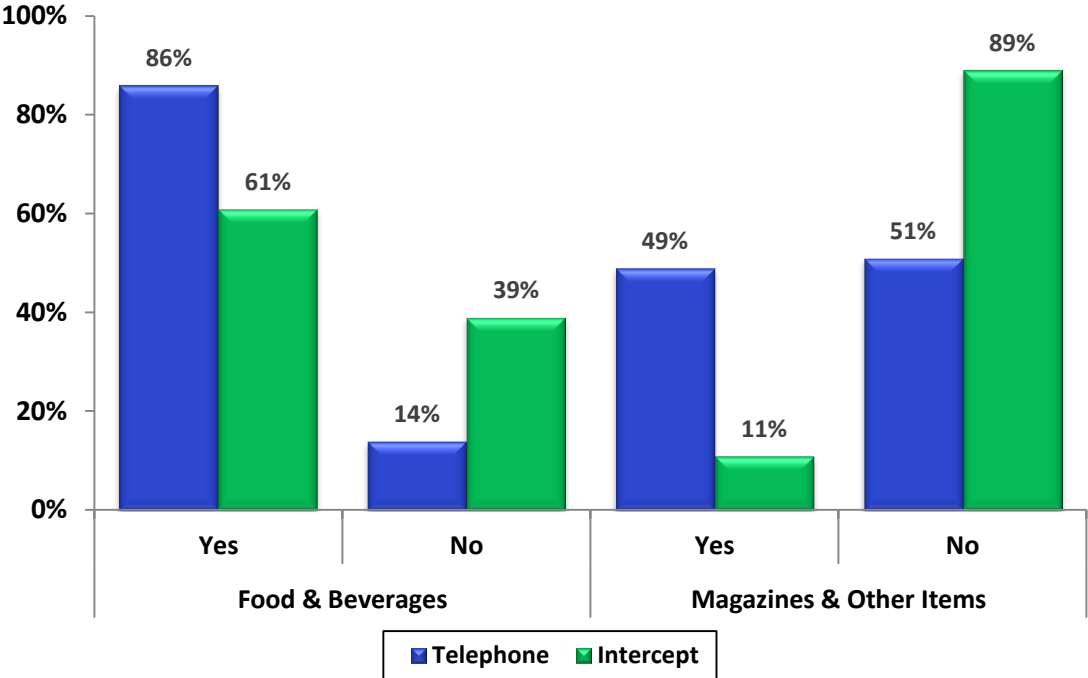
CONCESSIONS AND SPENDING

Purchasing Products

It is important to note that telephone survey responses consider whether items have been purchased during air travel from JWA in the past year, while the intercept survey responses represent a purchase during the day of the interview. Since many of the telephone respondents travelled through JWA on multiple days in the last year, it is more likely for them to have purchased something than intercept survey respondents who were only asked about purchases on the single day they were interviewed.

The vast majority of telephone survey respondents (86%) report purchasing food and beverages at the airport in the last year while 61 percent of intercept respondents report purchasing food and beverages on the day of their trip. For the telephone survey, purchase of magazines and other items is split almost evenly with 49 percent of respondents saying they have purchased these items and 51 percent saying they have not. This is much higher than for the intercept survey where 11 percent purchased magazines and other items on the day of their trip.

**Figure 15: Purchasing Products at JWA*
(2013 Telephone Survey n = 237 and Intercept Survey n = 460)**



*Note: Percentages for telephone surveys excluded respondents who could not recall if they had made purchases.

Expenditures on Purchases

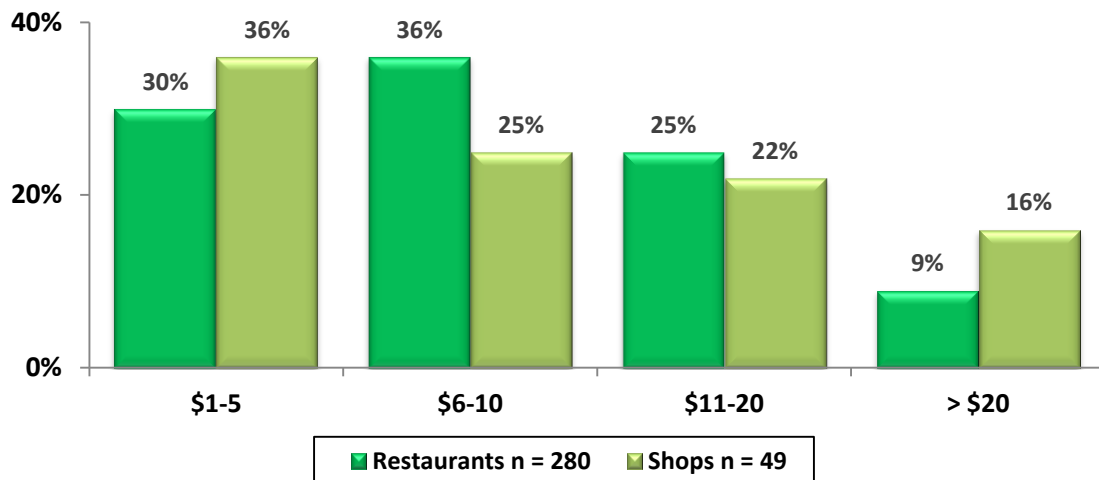
Telephone survey respondents were asked how much they spent on food and beverage and other non-food and beverage items on their most recent trip out of JWA. Forty-one percent of survey respondents spent \$10 or less on restaurants and shops on their most recent trip and 55 percent spent over \$10. The percentage spending \$10 or less has declined 16 points since 2011 while the percentage spending over \$10 has increased 11 points, indicating that there is more money being spent on concessions in 2013.

**Figure 16: Amount Spent on Restaurants and Shops – Telephone
(2013 Telephone Survey n = 354)**



The majority of intercept respondents also spend \$10 or less on restaurants (66%) and shops (61%).

**Figure 17: Amount Spent on Restaurants and Shops – Intercept
(2013 Intercept Survey n = 49)**



Additional Services and Products Wanted

Only 22 percent of the intercept respondents indicated they would like to see additional services or products at the airport. Among these respondents, a small portion want a children’s area (2%) or a shoe shine area (1%), while the vast majority (97%) want other products or services as summarized below. It is important to note that the airport does provide some of these options, but the respondents may not have been aware of their availability or exact location.

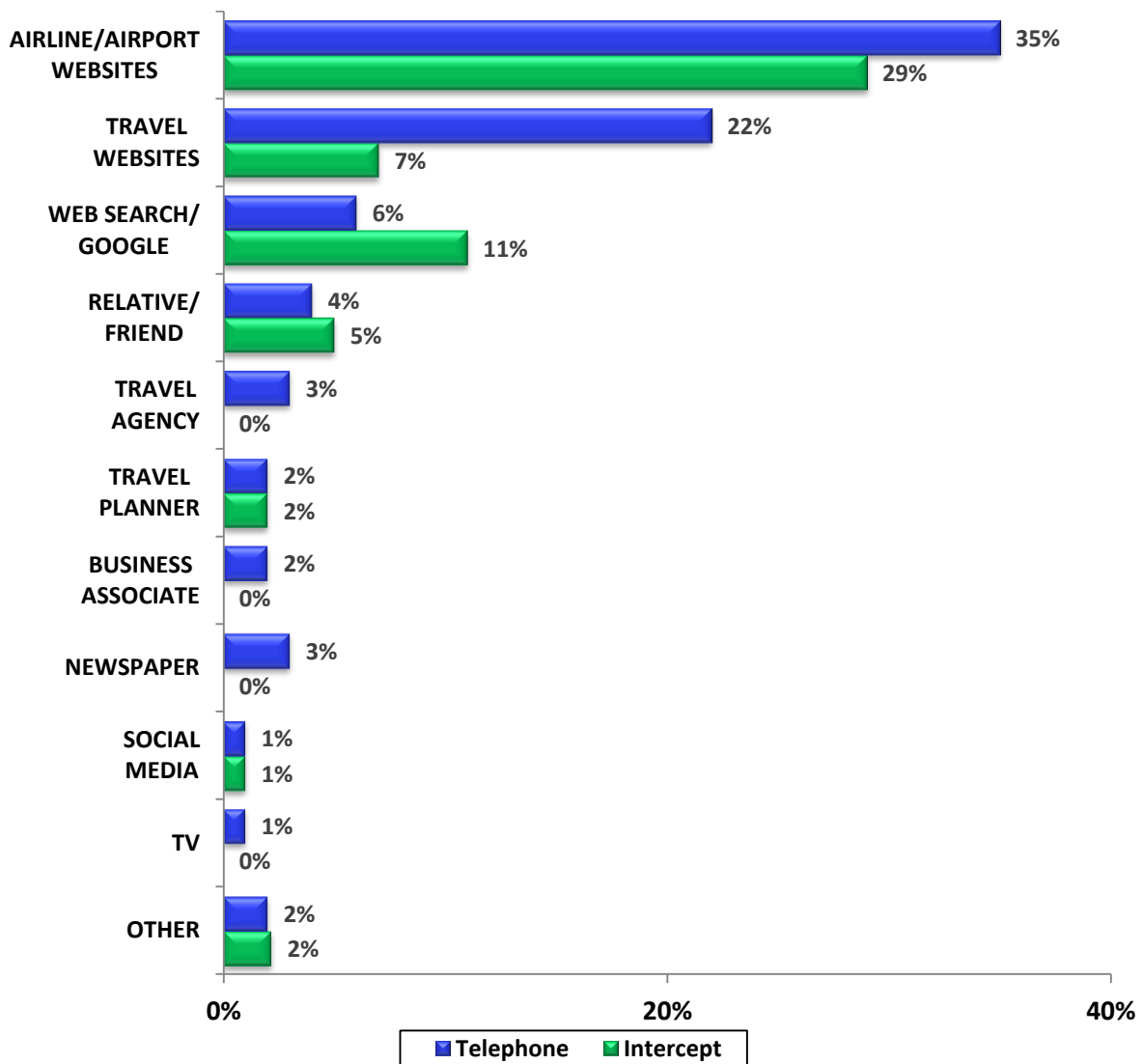
<p>Food & Beverages</p> <ul style="list-style-type: none"> Local popular burger chain Juice or smoothie shops Different coffee options More sit-down restaurants More food options Healthy food options More bars Food options outside security Pizza place Shake Shack Frozen yogurt Vegetarian restaurants 	<p>Amenities</p> <ul style="list-style-type: none"> A club for frequent airport users Bigger table in front of luggage scan Better pick-up waiting area TV monitors Automated toilet seat covers More power outlets More taxi pick-up locations Internal pet release stations Recycling Money changer Pedestrian & bike access to JWA More space in the security checkpoint
<p>Services & Shops</p> <ul style="list-style-type: none"> Souvenirs from local area Duty-free sporting stores Conference room with a printer More bank ATM options More gift stores Business center Movie rental stores Crossword puzzles Massage services Tech stores Clothing stores Disney store Better books, gadgets, boutiques Delta Crown lounge 	<p>Airline Variety</p> <ul style="list-style-type: none"> More international flights Virgin airlines More Delta airlines JetBlue airlines <p>Art</p> <ul style="list-style-type: none"> More John Wayne pictures More conspicuous art <p>Other</p> <ul style="list-style-type: none"> Cheaper parking Later curfew Better TSA service JWA added to popular mobile apps

INFORMATION SOURCES

JWA Information

Just over half of intercept respondents (55%), compared to almost three-quarters (73%) of telephone survey respondents, have looked for information about JWA. Online resources, travel websites, airline/airport websites, and general internet searches continue to be the predominant sources of information about JWA for both telephone survey respondents and intercept survey respondents.

**Figure 18: Sources of Information on JWA
(2013 Telephone Survey n = 400 and Intercept Survey n = 460)**



*As this is a multiple response question, combined percentages may exceed 100 percent.

Internet and JWA Website Users

The internet dominates as the primary source of information about John Wayne Airport. Airline and airport websites are the top source for both telephone and intercept survey respondents. In addition, travel websites are also popular among telephone survey respondents.

Thirty-five percent of telephone survey respondents and 25 percent of intercept respondents have visited the JWA website. Among the intercept respondents, residents are much more likely to visit the JWA website. Thirty-two percent of JWA passengers who are residents of Orange County report that they have visited the website, compared to only 21 percent of visitors.

The percentage of telephone survey respondents who say they found the information they sought on the website is similar to 2011, increasing by four points to 88 percent in 2013. The percentage of intercept respondents who found the information they sought is 90 percent, a two percent decrease from 2011, but still within the margin of error.

An additional question was added in the 2013 intercept survey to evaluate whether respondents use any airport travel apps or would like a custom app specifically for John Wayne Airport. Although only 13 percent of the intercept respondents report using travel apps, 42 percent of these respondents would like a custom app for JWA.

Website users were asked if there was any additional information they would like to see on the site. One-third (34%) of telephone survey respondents and 10 percent of intercept respondents said "Yes." A sample of these responses is listed below. The first six suggestions were voiced by both telephone and intercept survey respondents. The user-friendly website navigation tool, history about JWA and employment opportunities came from the telephone survey, while user-friendly Wi-Fi instruction and a direct lost and found number came from the intercept survey.

- Live updates of flight information (arrivals/departures/delays)
- Additional parking information (options, current availability and pricing)
- Information on shuttle services
- Security procedures and wait times
- Airline and airport promotional offers on flights, products and services
- Maps (parking and terminals)
- User-friendly website navigation tool
- History and information about JWA
- Employment opportunities
- User-friendly instruction about the airport Wi-Fi
- Direct telephone number for lost-and-found

DEMOGRAPHICS

Demographic Profile

Gender, age and household income breakdowns are summarized in the following table.

Table 16: Demographic Profile

	TELEPHONE	INTERCEPT	
	RESIDENTS	RESIDENTS	VISITORS
GENDER			
Male	50%	45%	55%
Female	50%	55%	45%
AGE			
18-24	5%	12%	13%
25-34	12%	18%	24%
35-44	21%	19%	17%
45-54	21%	15%	22%
55-64	19%	24%	14%
65+	21%	12%	8%
DK/Refused	2%	1%	1%
HOUSEHOLD INCOME			
< \$50,000	8%	10%	15%
\$50,000 - \$99,999	20%	14%	29%
\$100,000 - \$149,999	22%	23%	20%
\$150,000 - \$199,999	17%	13%	12%
\$200,000+	16%	23%	11%
DK/Refused	17%	17%	13%

Destination Cities

When asked about the final destination city of their trip, 62 percent of intercept respondents said that the destination of their flight departing from JWA was their final destination, an increase of five percent from the 2011 survey. This indicates that a significant minority of all JWA passengers (38%) are continuing to another destination beyond the terminus of their initial flight.

Home Cities and Communities

Prior to taking the survey, telephone survey participants were screened by home zip code to verify that they lived within Orange County. The collected zip codes were further translated into cities. The five most frequently listed cities are Irvine (10.5%), Huntington Beach (7.5%), Tustin (5.3%), Anaheim (5.0%) and Orange (4.8%). Mission Viejo and Laguna Niguel which were in the 2011 top five, have been replaced by Tustin and Orange in 2013.

Table 17: Telephone Survey Home Cities and Communities

Home City/Community	Count	%	Home City/Community	Count	%
Aliso Viejo	14	3.5%	Laguna Woods	3	0.8%
Anaheim	20	5.0%	Lake Forest	15	3.8%
Brea	4	1.0%	Los Alamitos	4	1.0%
Buena Park	5	1.3%	Midway City	1	0.3%
Corona Del Mar	4	1.0%	Mission Viejo	18	4.5%
Costa Mesa	18	4.5%	Monarch Beach	1	0.3%
Coto De Caza	3	0.8%	Newport Beach/Coast	14	3.5%
Cypress	3	0.8%	Orange	19	4.8%
Dana Point	3	0.8%	Placentia	9	2.3%
Foothill Ranch	1	0.3%	Portola Hills	1	0.3%
Fountain Valley	13	3.3%	Rancho Santa Margarita	6	1.5%
Fullerton	5	1.3%	San Clemente	18	4.5%
Garden Grove	13	3.3%	San Juan Capistrano	9	2.3%
Huntington Beach	30	7.5%	Santa Ana	15	3.8%
Irvine	42	10.5%	Seal Beach	3	0.8%
La Palma	3	0.8%	Stanton	1	0.3%
Ladera Ranch	4	1.0%	Trabuco Canyon	4	1.0%
Laguna Beach	9	2.3%	Tustin	21	5.3%
Laguna Hills	9	2.3%	Westminster	5	1.3%
Laguna Niguel	16	4.0%	Yorba Linda	14	3.5%

The following table shows the home cities or communities of the 2013 intercept survey participants who identified themselves as Orange County residents. The five most frequently listed cities are Irvine (9.6%), Huntington Beach (8.3%), Newport Beach/Coast (5.8%), Orange (5.8%) and Laguna Niguel (5.1%). Santa Ana, Anaheim and San Clemente which were among the top five cities in the 2011 survey, have been replaced by Newport Beach/Coast, Orange and Laguna Niguel.

Table 18: Intercept Survey Home Cities and Communities

Home City/Community	Count	%	Home City/Community	Count	%
Aliso Viejo	7	4.5%	Lake Forest	5	3.2%
Anaheim	7	4.5%	Mission Viejo	8	5.1%
Brea	1	0.6%	Newport Beach/Coast	9	5.8%
Buena Park	1	0.6%	Orange	9	5.8%
Costa Mesa	7	4.5%	Placentia	1	0.6%
Cypress	1	0.6%	Rancho Santa Margarita	5	3.2%
Dana Point	5	3.2%	San Clemente	6	3.8%
Fountain Valley	4	2.6%	San Juan Capistrano	5	3.2%
Fullerton	4	2.6%	Santa Ana	7	4.5%
Garden Grove	5	3.2%	Trabuco Canyon	1	0.6%
Huntington Beach	13	8.3%	Tustin	4	2.6%
Irvine	15	9.6%	Westminster	2	1.3%
Ladera Ranch	1	0.6%	Yorba Linda	7	4.5%
Laguna Hills	3	1.9%	Other (Non O.C.)	5	3.2%
Laguna Niguel	8	5.1%			

The largest proportion of both the telephone and intercept survey respondents mention Irvine as their home city. Huntington Beach and Orange are also listed as the top five home cities in both surveys. Other cities or communities in Orange County that were not observed in the 2011 survey but are listed in the 2013 survey are Coto de Caza, Foothill Ranch, Midway City, Monarch Beach, Portola Hills and Villa Park.

Resident/Visitor Breakdown for Intercept Surveys

The resident/visitor split for the 2013 intercept survey has changed since 2011. The percentage of respondents who identify themselves as a resident of Orange County has decreased from 41 percent in 2011 to 35 percent in 2013. This is the lowest proportion of resident travelers since 2005 when it was 34 percent.

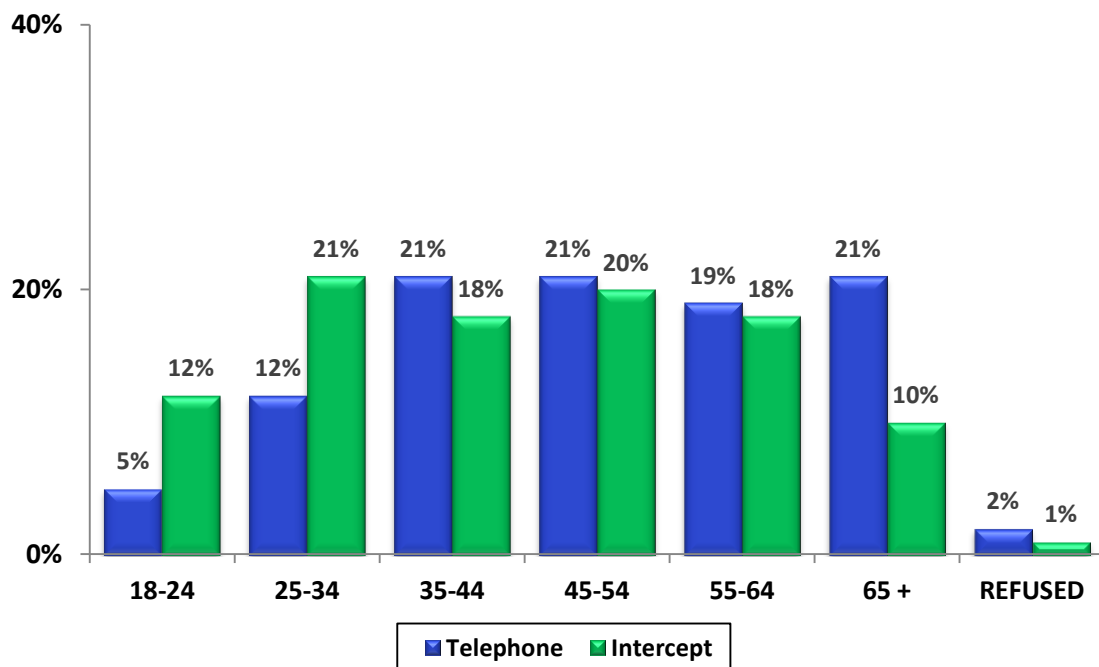
Work Cities and Communities

In line with the higher percentage of visitors in 2013, the proportion of intercept respondents who work in Orange County has decreased from 39 percent in 2011 to 25 percent in 2013. Sixty-two percent of the 2013 intercept respondents who are residents of Orange County also work in Orange County compared to 72 percent in 2011.

Age

The median age category for telephone survey respondents is 45 to 54, while for intercept respondents it is 35 to 44 years old.

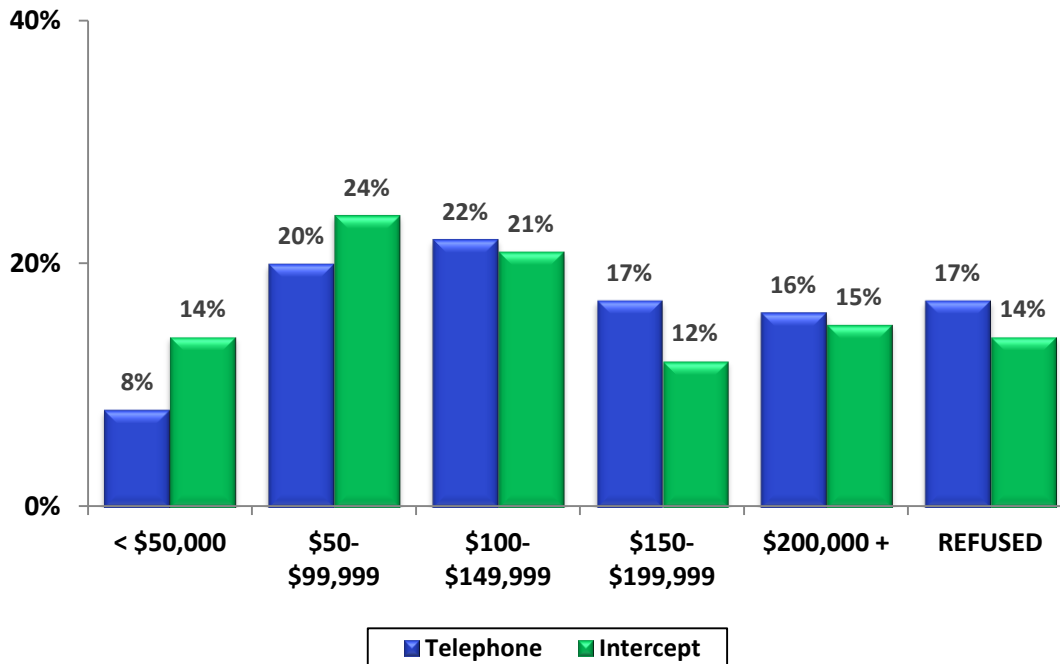
**Figure 19: Age Distribution
(2013 Telephone Survey n = 400 and Intercept Survey n = 460)**



Household Income

The following figure shows the distribution of household income levels for both telephone and intercept survey respondents. The median income category for both telephone and intercept survey respondents is \$100-\$149,000.

**Figure 20: Household Income
(2013 Telephone Survey n = 400 and Intercept Survey n = 460)**



Primary Language Spoken at Home

Both telephone and intercept survey respondents were asked to identify the primary language spoken in their home. The majority of telephone survey respondents (93%) report English as the primary language spoken in their home. The remaining seven percent who report something other than English as the primary language at home includes those who speak Spanish (44%), Vietnamese (12%), Farsi (12%) and Chinese Mandarin/Cantonese (12%).

Similar to the telephone surveys, the majority of intercept respondents (92%) identify English as the primary language spoken at home. The remaining eight percent who do not speak English as their primary language at home consists of those who speak Spanish (48%) and Chinese Mandarin (9%).

APPENDIX

John Wayne Airport Telephone Survey 2013

Total n = 400

1. ARE YOU 18 YEARS OF AGE OR OLDER?
 1. YES97%
 2. NO3%

2. MAY I SPEAK WITH SOMEONE IN YOUR HOUSEHOLD WHO IS 18 OR OLDER?
 1. ADULT AVAILABLE3%
 2. ADULT NOT HOME0%
 3. REFUSED/NO SUCH PERSON97%

3. IN THE LAST 12 MONTHS, HOW MANY TIMES HAVE YOU TRAVELED BY AIR?
 1. ONE15%
 2. TWO15%
 3. THREE9%
 4. FOUR6%
 5. FIVE5%
 6. SIX4%
 7. SEVEN1%
 8. EIGHT1%
 9. NINE0%
 10. 10 – 154%
 11. 16 – 201%
 12. OVER 204%
 13. NONE/DON'T KNOW36%

4. HOW MANY TIMES HAVE YOU FLOWN OUT OF JOHN WAYNE AIRPORT IN THE PAST YEAR (I.E. HOW MANY ROUND TRIPS THROUGH JWA)?
 1. ONE26%
 2. TWO22%
 3. THREE10%
 4. FOUR6%
 5. FIVE3%
 6. SIX4%
 7. SEVEN0%
 8. EIGHT2%
 9. NINE0%
 10. 10 – 153%
 11. 16 – 201%
 12. OVER 202%
 13. NONE/DON'T KNOW20%

5. IS THERE ANYONE ELSE IN YOUR HOUSEHOLD 18 OR OLDER THAT MIGHT HAVE USED JOHN WAYNE AIRPORT IN THE LAST YEAR?
1. YES.....3%
2. NO.....94%
6. MAY I PLEASE SPEAK WITH THAT PERSON?
1. YES.....8%
2. NO.....92%
7. TO VERIFY THAT YOU ARE LOCATED WITHIN OUR STUDY AREA, CAN YOU PLEASE TELL ME YOUR ZIP CODE?
8. CAN YOU PLEASE CONFIRM YOUR ZIP CODE?
9. WHAT IS THE NAME OF YOUR CITY?

Home City/Community	Count	%	Home City/Community	Count	%
Aliso Viejo	14	3.5%	Laguna Woods	3	0.8%
Anaheim	20	5.0%	Lake Forest	15	3.8%
Brea	4	1.0%	Los Alamitos	4	1.0%
Buena Park	5	1.3%	Midway City	1	0.3%
Corona Del Mar	4	1.0%	Mission Viejo	18	4.5%
Costa Mesa	18	4.5%	Monarch Beach	1	0.3%
Coto De Caza	3	0.8%	Newport Beach/Coast	14	3.5%
Cypress	3	0.8%	Orange	19	4.8%
Dana Point	3	0.8%	Placentia	9	2.3%
Foothill Ranch	1	0.3%	Portola Hills	1	0.3%
Fountain Valley	13	3.3%	Rancho Santa Margarita	6	1.5%
Fullerton	5	1.3%	San Clemente	18	4.5%
Garden Grove	13	3.3%	San Juan Capistrano	9	2.3%
Huntington Beach	30	7.5%	Santa Ana	15	3.8%
Irvine	42	10.5%	Seal Beach	3	0.8%
La Palma	3	0.8%	Stanton	1	0.3%
Ladera Ranch	4	1.0%	Trabuco Canyon	4	1.0%
Laguna Beach	9	2.3%	Tustin	21	5.3%
Laguna Hills	9	2.3%	Westminster	5	1.3%
Laguna Niguel	16	4.0%	Yorba Linda	14	3.5%

10. WHAT SOURCES OF INFORMATION DO YOU USE FOR INFORMATION ABOUT JWA?

- 1. EXPEDIA 9%
- 2. ORBITZ..... 5%
- 3. TRAVELOCITY 8%
- 4. KAYAK 5%
- 5. HOTWIRE..... 2%
- 6. OTHER TRAVEL WEBSITE 5%
- 8. AIRLINE/AIRPORT WEBSITE..... 35%
- 9. FACEBOOK 0%
- 10. TWITTER 0%
- 11. YELP 0%
- 12. OTHER SOCIAL MEDIA WEBSITE 1%
- 13. LOCAL NEWSPAPER (PAPER OR ONLINE) 3%
- 14. TRAVEL AGENCY 3%
- 15. RADIO..... 0%
- 16. TV..... 1%
- 17. RELATIVE/FRIEND 4%
- 18. BUSINESS ASSOCIATE 2%
- 19. CORPORATE TRAVEL PLANNER 2%
- 20. OTHER SOURCE 2%
- 21. HAVEN'T LOOKED FOR INFORMATION ON JWA 27%
- 22. WEB/GOOGLE SEARCH 6%

13. PLEASE TELL ME WHICH LOCAL NEWSPAPERS YOU READ.

- 1. ORANGE COUNTY REGISTER 56%
- 2. LOS ANGELES TIMES..... 56%
- 3. DAILY PILOT 0%
- 4. ORANGE COUNTY BUSINESS JOURNAL..... 0%
- 5. OTHER 0%
- 6. NONE..... 11%

14. HAVE YOU EVER VISITED THE WEBSITE FOR JOHN WAYNE AIRPORT?

- 1. YES..... 35%
- 2. NO..... 65%

15. DID YOU FIND THE INFORMATION YOU NEEDED ON THE WEBSITE?

- 1. YES..... 88%
- 2. NO..... 6%
- 3. DON'T RECALL..... 5%

16. WHAT ADDITIONAL INFORMATION WOULD YOU LIKE TO SEE ON THE WEBSITE?

- 1. PARKING..... 21%
- 2. AMENITIES/DINING 10%
- 3. PRICING/DISCOUNTS..... 10%
- 4. TRAFFIC..... 4%
- 5. FLIGHT INFO 23%
- 6. OTHER 33%

17. WHAT IS YOUR PRIMARY REASON FOR CHOOSING JOHN WAYNE AIRPORT?

- 1. CONVENIENT LOCATION/PROXIMITY TO HOME92%
- 2. BETTER FLIGHT SCHEDULE/AVAILABILITY 1%
- 3. LESS BUSY/LESS INTIMIDATING THAN OTHER AIRPORTS 3%
- 4. TRAVEL PLANNED BY CORPORATE PLANNER OR FAMILY MEMBER ...2%
- 5. COST/AFFORDABILITY..... 2%
- 6. OTHER 1%

18. WHEN YOU CHOOSE TO FLY OUT OF AIRPORTS OTHER THAN JOHN WAYNE, WHAT IS YOUR PRIMARY REASON FOR DOING SO?

- 1. COST/AFFORDABILITY.....27%
- 2. CONVENIENT LOCATION..... 8%
- 3. FLIGHT SCHEDULE/AVAILABILITY37%
- 4. VARIETY OF INTERNATIONAL CONNECTIONS.....15%
- 5. CHOICE OF AIRLINES 4%
- 6. MORE RELAXING ENVIRONMENT, LESS BUSY 1%
- 7. TRAVEL PLANNED BY CORPORATE PLANNER OR FAMILY MEMBER ... 1%
- 8. OTHER0%
- 9. NEVER USE OTHER AIRPORTS..... 7%

19. WHICH OTHER AIRPORT DO YOU USE MOST OFTEN?

- 1. LAX76%
- 2. LONG BEACH20%
- 3. ONTARIO 2%
- 4. SAN DIEGO..... 2%
- 5. OTHER0%

SATISFACTION WITH THE FOLLOWING AIRPORT FEATURES

21. VARIETY OF AIR CARRIERS

- 1. A.....39%
- 2. B.....41%
- 3. C13%
- 4. D 3%
- 5. F.....0%
- 6. NA.....4%

22. SATISFACTION WITH PARKING

- 1. A.....41%
- 2. B.....23%
- 3. C10%
- 4. D 3%
- 5. F.....1%
- 6. NA.....22%

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

1. A.....	15%
2. B.....	10%
3. C.....	2%
4. D.....	1%
5. F.....	0%
6. NA.....	73%

24. TAXI SERVICE FROM THE AIRPORT

1. A.....	22%
2. B.....	11%
3. C.....	2%
4. D.....	1%
5. F.....	0%
6. NA.....	64%

25. RENTAL CAR SERVICE

1. A.....	17%
2. B.....	9%
3. C.....	2%
4. D.....	0%
5. F.....	1%
6. NA.....	72%

26. VALET PARKING SERVICE

1. A.....	13%
2. B.....	4%
3. C.....	3%
4. D.....	0%
5. F.....	2%
6. NA.....	79%

27. THE QUALITY OF FOOD AND BEVERAGE SERVICES AT JOHN WAYNE AIRPORT

1. A.....	32%
2. B.....	37%
3. C.....	16%
4. D.....	3%
5. F.....	1%
6. NA.....	11%

28. INFORMATION BOOTH SERVICE

1. A.....	24%
2. B.....	11%
3. C.....	3%
4. D.....	1%
5. F.....	1%
6. NA.....	61%

29. SIGNAGE OF AIRPORT TERMINALS & ROADWAYS

1. A.....	54%
2. B.....	31%
3. C.....	9%
4. D.....	3%
5. F.....	1%
6. NA.....	2%

30. AIRPORT ART EXHIBITS

1. A.....	31%
2. B.....	22%
3. C.....	8%
4. D.....	1%
5. F.....	1%
6. NA.....	38%

31. CLEANLINESS OF AIRPORT TERMINAL

1. A.....	76%
2. B.....	22%
3. C.....	2%
4. D.....	0%
5. F.....	0%
6. NA.....	0%

32. CLEANLINESS OF AIRPORT RESTROOMS

1. A.....	63%
2. B.....	30%
3. C.....	3%
4. D.....	0%
5. F.....	0%
6. NA.....	4%

33. CLEANLINESS OF AIRPORT PARKING STRUCTURES

1. A.....	55%
2. B.....	21%
3. C.....	4%
4. D.....	1%
5. F.....	0%
6. NA.....	20%

34. OVERALL CUSTOMER SERVICE PROVIDED BY EVERYONE WORKING AT THE AIRPORT

1. A.....	59%
2. B.....	32%
3. C.....	6%
4. D.....	1%
5. F.....	1%
6. NA.....	2%

35. MAKING YOU FEEL SAFE AND SECURE IN THE TERMINAL

1. A.....	77%
2. B.....	18%
3. C.....	2%
4. D.....	0%
5. F.....	1%
6. NA.....	3%

36. THE SECURITY SCREENING PROCESS

1. A.....	48%
2. B.....	30%
3. C.....	16%
4. D.....	3%
5. F.....	3%
6. NA.....	1%

37. THE AMOUNT OF TIME IT TAKES TO GET THROUGH SECURITY CHECKPOINTS

1. A.....	36%
2. B.....	41%
3. C.....	15%
4. D.....	5%
5. F.....	2%
6. NA.....	1%

38. BEING TREATED IN A COURTEOUS AND PROFESSIONAL MANNER BY TSA SECURITY SCREENING STAFF

1. A.....	56%
2. B.....	32%
3. C.....	7%
4. D.....	3%
5. F.....	3%
6. NA.....	0%

39. BEING TREATED IN A PROFESSIONAL MANNER BY AIRPORT POLICE

1. A.....	42%
2. B.....	15%
3. C.....	6%
4. D.....	2%
5. F.....	1%
6. NA.....	35%

40. PLEASE RATE YOUR OVERALL SATISFACTION WITH JOHN WAYNE AIRPORT

1. A.....	55%
2. B.....	40%
3. C.....	4%
4. D.....	1%
5. F.....	1%

41. WHY DID YOU GIVE JWA AN OVERALL GRADE OF ___ ?
- 1. LOCATION36%
 - 2. CLEANLINES20%
 - 3. EASE OF USE55%
 - 4. CUSTOMER SERVICE23%
 - 5. AVAILABILITY OF FLIGHTS14%
 - 6. COST8%
 - 7. PARKING.....11%
 - 8. OTHER33%
42. IN TERMS OF YOUR VIEWS ABOUT JOHN WAYNE AIRPORT, WHICH ONE OF THE FOLLOWING STATEMENTS WOULD YOU MOST AGREE WITH?
- 1. JWA PROVIDES EXCELLENT SERVICES & IS AN ASSET TO ORANGE COUNTY65%
 - 2. JWA FACILITIES & SERVICES ARE GOOD AND MEET MY TRAVEL NEEDS31%
 - 3. I DON'T HAVE ANY FEELINGS ABOUT JOHN WAYNE AIRPORT2%
 - 4. I NORMALLY DON'T USE JWA BECAUSE IT DOESN'T FIT MY NEEDS2%
43. WHAT AIRLINE DID YOU USE ON YOUR LAST TRIP TO/FROM JOHN WAYNE AIRPORT?
- 1. AIRTRAN2%
 - 2. ALASKA7%
 - 3. AMERICAN15%
 - 4. DELTA/DELTA CONNECTION8%
 - 5. FRONTIER3%
 - 6. INTERJET1%
 - 7. MESA/US AIRWAYS EXPRESS1%
 - 8. SKYWEST0%
 - 9. SOUTHWEST35%
 - 10. UNITED/CONTINENTAL18%
 - 11. US AIR3%
 - 12. WESTJET1%
 - 13. DON'T RECALL8%
44. HAVE YOU PURCHASED MAGAZINES, GIFTS, OR OTHER ITEMS AT ANY OF THE STORES AT JWA?
- 1. YES48%
 - 2. NO50%
 - 3. DON'T KNOW2%
45. HAVE YOU PURCHASED ANY FOOD OR BEVERAGES AT JOHN WAYNE AIRPORT IN THE LAST YEAR?
- 1. YES86%
 - 2. NO14%
 - 3. DON'T KNOW0%

46. HOW MUCH DID YOU SPEND AT RESTAURANTS AND SHOPS ON YOU LAST TRIP OUT OF JWA?

1. \$0 (NOTHING).....	9%
2. \$1-\$5.....	11%
3. \$6-\$10.....	21%
4. \$11-\$20.....	23%
5. \$21-\$30.....	14%
6. \$31-\$40.....	5%
7. \$41-\$50.....	5%
8. \$51-\$75.....	2%
9. \$76-\$100.....	2%
10. \$101+.....	3%
11. DK/REFUSED.....	4%

47. PLEASE STOP ME WHEN I READ THE CATEGORY THAT INCLUDES YOUR AGE:

1. 18 – 24.....	5%
2. 25 – 34.....	12%
3. 35 – 44.....	21%
4. 45 – 54.....	21%
5. 55 – 64.....	19%
6. 65 & OVER.....	21%
7. REFUSED.....	2%

48. IS ENGLISH THE PRIMARY LANGUAGE SPOKEN IN YOUR HOME?

1. YES.....	93%
2. NO.....	6%
3. REFUSED.....	1%

49. WHAT IS THE PRIMARY LANGUAGE SPOKEN IN YOUR HOME?

1. SPANISH.....	44%
2. CHINESE (MANDARIN).....	8%
3. CHINESE (CANTONESE).....	4%
4. KOREAN.....	4%
5. VIETNAMESE.....	12%
6. OTHER.....	28%

50. TOTAL HOUSEHOLD INCOME IN 2012 BEFORE TAXES:

1. UNDER \$50,000.....	8%
2. \$50,000 - \$99,999.....	20%
3. \$100,000 - \$149,999.....	22%
4. \$150,000 - \$199,999.....	17%
5. \$200,000 OR MORE.....	16%
6. DON'T KNOW/REFUSED.....	17%

51. GENDER (OBSERVED):

1. MALE.....	50%
2. FEMALE.....	50%

John Wayne Airport Intercept Survey 2013

Total n = 460

5. WHAT AIRLINE ARE YOU FLYING ON?

1. AIRTRAN	2%
2. ALASKA	8%
3. AMERICAN	17%
4. DELTA	8%
5. FRONTIER	2%
6. INTERJET	2%
7. MESA (US AIR EXP)	1%
8. SOUTHWEST	33%
9. UNITED/CONTINENTAL	23%
10. US AIR	2%
11. WESTJET	1%

7. WHAT IS THE FIRST CITY YOUR FLIGHT STOPS AT?

1. ATLANTA	3%
2. CABO SAN LUCAS	1%
3. CHICAGO	9%
4. DALLAS/FTW	13%
5. DENVER	9%
6. GUADALAJARA	2%
7. HOUSTON	5%
8. LAS VEGAS	3%
9. MEXICO CITY	1%
10. MINNEAPOLIS – ST. PAUL	1%
11. NEWARK	2%
12. OAKLAND	3%
13. PHOENIX	10%
14. PORTLAND	2%
15. SACRAMENTO	6%
16. SALT LAKE CITY	3%
17. SAN FRAN	16%
18. SAN JOSE	5%
19. SEATTLE	6%
20. VANCOUVER	1%

8. IS THAT YOUR FINAL DESTINATION CITY FOR TODAY'S FLIGHT?

1. YES	62%
2. NO	38%

9. WHAT CITY IS YOUR FINAL DESTINATION FOR THIS TRIP?

1. OTHER	100%
2. REFUSED	0%

11. ARE YOU A RESIDENT OF ORANGE COUNTY OR A VISITOR?

- 1. RESIDENT.....35%
- 2. VISITOR.....65%

13. WHAT IS THE NAME OF YOUR CITY?

Home City/Community	Count	%	Home City/Community	Count	%
Aliso Viejo	7	4.5%	Lake Forest	5	3.2%
Anaheim	7	4.5%	Mission Viejo	8	5.1%
Brea	1	0.6%	Newport Beach/Coast	9	5.8%
Buena Park	1	0.6%	Orange	9	5.8%
Costa Mesa	7	4.5%	Placentia	1	0.6%
Cypress	1	0.6%	Rancho Santa Margarita	5	3.2%
Dana Point	5	3.2%	San Clemente	6	3.8%
Fountain Valley	4	2.6%	San Juan Capistrano	5	3.2%
Fullerton	4	2.6%	Santa Ana	7	4.5%
Garden Grove	5	3.2%	Trabuco Canyon	1	0.6%
Huntington Beach	13	8.3%	Tustin	4	2.6%
Irvine	15	9.6%	Westminster	2	1.3%
Ladera Ranch	1	0.6%	Yorba Linda	7	4.5%
Laguna Hills	3	1.9%	Other (Non O.C.)	5	3.2%
Laguna Niguel	8	5.1%			

18. HOW DID YOU GET TO THE AIRPORT TODAY?

- 1. PRIVATE AUTO, DRIVE ALONE13%
- 2. PRIVATE AUTO, DROP-OFF49%
- 3. TAXI8%
- 4. RENTAL CAR16%
- 5. PUBLIC TRANSIT0%
- 6. HOTEL/MOTEL, COURTESY SHUTTLE7%
- 7. COUCH USA/CHARTER BUS0%
- 8. LIMOUSINE1%
- 9. DOOR-TO-DOOR AIRPORT SHUTTLE5%
- 10. ARRIVED ON ANOTHER FLIGHT1%
- 11. OTHER0%
- 12. REFUSED/DON'T KNOW0%

20. DID YOU PARK YOUR VEHICLE AT THE AIRPORT TODAY?
- 1. YES.....94%
 - 2. NO.....6%
21. WHICH PARKING OPTION DID YOU CHOOSE?
- 1. TERMINAL PARKING STRUCTURE79%
 - 2. MAIN STREET PARKING LOT21%
 - 3. VALET PARKING0%
22. WHY DID YOU CHOOSE THAT PARKING OPTION?
- 1. PRICE16%
 - 2. LOCATION16%
 - 3. CONVENIENCE63%
 - 4. OTHER6%
24. WHAT IS THE PRIMARY PURPOSE OF YOUR TRIP
- 1. BUSINESS OR COMBO BUSINESS/PLEASURE41%
 - 2. PLEASURE/LEISURE46%
 - 3. SCHOOL/EDUCATION1%
 - 4. PERSONAL12%
 - 5. OTHER0%
 - 6. REFUSED.....0%
26. HOW DID YOU GET YOUR BOARDING PASS TODAY?
- 1. PRINTED BEFORE ARRIVING.....35%
 - 2. FROM AIRLINE STAFF AT COUNTER26%
 - 3. PRINTED AT AUTOMATED KIOSK.....31%
 - 4. MOBILE TELEPHONE APPLICATION8%
27. HOW WOULD YOU RATE THE AUTOMATED KIOSK FOR EASE OF USE?
- 1. A.....77%
 - 2. B.....14%
 - 3. C5%
 - 4. D2%
 - 5. F.....2%

28. WHAT SOURCES OF INFORMATION DO YOU RELY UPON FOR INFORMATION ON JWA?

1. EXPEDIA	2%
2. ORBITZ.....	2%
3. TRAVELOCITY.....	1%
4. KAYAK.....	3%
5. HOTWIRE.....	0%
6. OTHER TRAVEL WEBSITE.....	1%
7. AIRLINE/AIRPORT WEBSITES.....	29%
8. FACEBOOK.....	0%
9. TWITTER.....	0%
10. YELP.....	0%
11. OTHER SOCIAL MEDIA.....	1%
12. LOCAL NEWSPAPER (PAPER OR ONLINE).....	0%
13. TRAVEL AGENCY.....	0%
14. RADIO.....	0%
15. TV.....	0%
16. RELATIVE/FRIEND.....	5%
17. BUSINESS ASSOCIATE.....	0%
18. CORPORATE TRAVEL PLANNER.....	2%
19. OTHER.....	13%
20. HAVEN'T LOOKED FOR INFO ON JWA.....	45%

32. PLEASE NAME THE LOCAL NEWSPAPERS YOU READ.

1. OC REGISTER	52%
2. LA TIMES	0%
3. DAILY PILOT	0%
4. OC BUSINESS JOURNAL	48%
5. OTHER	0%
6. NONE.....	0%

34. HAVE YOU VISITED THE WEB SITE FOR JOHN WAYNE AIRPORT?

1. YES.....	25%
2. NO.....	75%

35. DID YOU FIND THE INFORMATION YOU NEEDED ON THE WEB SITE?

1. YES.....	90%
2. NO.....	5%
3. DON'T RECALL.....	6%

36. WHAT ADDITIONAL INFORMATION WOULD YOU LIKE TO SEE ON THE WEBSITE?

1. OTHER	10%
2. NOTHING	90%

38. DO YOU USE ANY AIRPORT TRAVEL APPS SUCH AS IFLY, GATEGURU, OR OTHER SPECIFIC AIRPORT APPS?

1. YES.....	13%
2. NO.....	87%

- 39. WOULD YOU PREFER A CUSTOM APP FOR JOHN WAYNE AIRPORT?
 - 1. YES.....42%
 - 2. NO.....58%

- 40. WHAT IS THE PRIMARY REASON YOU CHOSE JOHN WAYNE AIRPORT FOR TRAVEL TODAY?
 - 1. CONVENIENT, PROXIMITY TO HOME/DESTINATION84%
 - 2. BETTER FLIGHT SCHEDULE/AVAILABILITY4%
 - 3. LESS BUSY/INTIMIDATING THAN OTHER AIRPORTS5%
 - 4. TRIP PLANNED BY CORPORATE PLANNER OR FAMILY MEMBER2%
 - 5. COST/AFFORDABILITY.....4%
 - 6. OTHER0%

- 42. WHEN YOU USE OTHER SO-CAL AIRPORTS, WHAT IS YOUR PRIMARY REASON FOR DOING SO?
 - 1. COST/AFFORDABILITY.....17%
 - 2. CONVENIENT LOCATION.....34%
 - 3. FLIGHT SCHEDULE/AVAILABILITY24%
 - 4. VARIETY OF INTERNATIONAL CONNECTIONS.....5%
 - 5. CHOICE OF AIRLINES2%
 - 6. MORE RELAXING ENVIRONMENT, LESS BUSY1%
 - 7. TRIP PLANNED BY CORPORATE PLANNER OR FAMILY MEMBER1%
 - 8. OTHER0%
 - 9. NEVER USE OTHER AIRPORTS.....16%

- 44. WHAT OTHER AIRPORT DO YOU USE MOST OFTEN?
 - 1. LAX60%
 - 2. LONG BEACH15%
 - 3. ONTARIO9%
 - 4. SAN DIEGO9%
 - 5. DON'T KNOW3%
 - 6. OTHER5%

- 46. HOW LONG BEFORE YOUR SCHEDULED DEPARTURE TIME DID YOU ARRIVE AT THE TERMINAL?
 - 1. 30 MINUTES.....2%
 - 2. 60 MINUTES.....23%
 - 3. 90 MINUTES.....35%
 - 4. 2 HOURS.....27%
 - 5. MORE THAN 2 HOURS13%

47. INCLUDING TODAY, HOW MANY TIMES HAVE YOU FLOWN OUT OF JOHN WAYNE AIRPORT WITHIN THE PAST 12 MONTHS?

1. ONE	39%
2. TWO.....	16%
3. THREE.....	11%
4. FOUR.....	5%
5. FIVE	2%
6. SIX	2%
7. SEVEN.....	1%
8. EIGHT	1%
9. NINE	0%
10. 10-15.....	8%
11. 16-20.....	3%
12. OVER 20.....	11%

SATISFACTION WITH THE FOLLOWING AIRPORT FEATURES

48. THE VARIETY OF AIR CARRIERS

1. A.....	56%
2. B.....	25%
3. C	7%
4. D	1%
5. F.....	0%
6. NA.....	11%

49. SATISFACTION WITH PARKING

1. A.....	28%
2. B.....	9%
3. C	5%
4. D	1%
5. F.....	2%
6. NA.....	55%

50. DOOR-TO-DOOR SHUTTLE SERVICE FROM THE AIRPORT

1. A.....	15%
2. B.....	6%
3. C	1%
4. D	0%
5. F.....	0%
6. NA.....	78%

51. TAXI SERVICE FROM THE AIRPORT

1. A.....	17%
2. B.....	5%
3. C.....	2%
4. D.....	0%
5. F.....	0%
6. NA.....	75%

52. RENTAL CAR SERVICE

1. A.....	22%
2. B.....	7%
3. C.....	2%
4. D.....	0%
5. F.....	0%
6. NA.....	69%

53. VALET PARKING SERVICE

1. A.....	6%
2. B.....	1%
3. C.....	0%
4. D.....	0%
5. F.....	0%
6. NA.....	91%

54. THE QUALITY OF FOOD AND BEVERAGE SERVICES AT JOHN WAYNE AIRPORT

1. A.....	51%
2. B.....	25%
3. C.....	9%
4. D.....	1%
5. F.....	1%
6. NA.....	13%

55. INFORMATION BOOTH SERVICE

1. A.....	21%
2. B.....	5%
3. C.....	1%
4. D.....	1%
5. F.....	0%
6. NA.....	72%

56. SIGNAGE OF AIRPORT TERMINALS & ROADWAYS

1. A.....	69%
2. B.....	21%
3. C.....	4%
4. D.....	0%
5. F.....	0%
6. NA.....	6%

57. AIRPORT ART EXHIBITS

1. A.....	28%
2. B.....	15%
3. C.....	5%
4. D.....	0%
5. F.....	1%
6. NA.....	50%

58. CLEANLINESS OF AIRPORT TERMINALS

1. A.....	87%
2. B.....	11%
3. C.....	1%
4. D.....	0%
5. F.....	0%
6. NA.....	1%

59. CLEANLINESS OF AIRPORT RESTROOMS

1. A.....	70%
2. B.....	12%
3. C.....	4%
4. D.....	0%
5. F.....	0%
6. NA.....	13%

60. CLEANLINESS OF AIRPORT PARKING STRUCTURES

1. A.....	38%
2. B.....	13%
3. C.....	3%
4. D.....	0%
5. F.....	0%
6. NA.....	46%

61. OVERALL CUSTOMER SERVICE PROVIDED BY EVERYONE WORKING AT THE AIRPORT

1. A.....	82%
2. B.....	15%
3. C.....	2%
4. D.....	1%
5. F.....	0%
6. NA.....	0%

62. MAKING YOU FEEL SAFE AND SECURE IN THE TERMINALS

1. A.....	92%
2. B.....	6%
3. C.....	2%
4. D.....	0%
5. F.....	0%
6. NA.....	0%

63. THE SECURITY SCREENING PROCESS

- 1. A.....71%
- 2. B.....19%
- 3. C.....6%
- 4. D.....2%
- 5. F.....1%
- 6. NA.....1%

64. THE AMOUNT OF TIME IT TAKES TO GET THROUGH SECURITY CHECK POINTS

- 1. A.....70%
- 2. B.....20%
- 3. C.....6%
- 4. D.....2%
- 5. F.....1%
- 6. NA.....1%

65. BEING TREATED IN A COURTEOUS AND PROFESSIONAL MANNER BY TSA SECURITY SCREENING STAFF

- 1. A.....83%
- 2. B.....12%
- 3. C.....3%
- 4. D.....0%
- 5. F.....1%
- 6. NA.....1%

66. BEING TREATED IN A COURTEOUS AND PROFESSIONAL MANNER BY AIRPORT POLICE

- 1. A.....39%
- 2. B.....6%
- 3. C.....1%
- 4. D.....0%
- 5. F.....0%
- 6. NA.....54%

67. PLEASE RATE YOUR OVERALL SATISFACTION WITH JOHN WAYNE AIRPORT

- 1. A.....83%
- 2. B.....15%
- 3. C.....2%
- 4. D.....0%
- 5. F.....0%

68. WHY DID YOU GIVE JWA AN OVERALL GRADE OF ___ ?
- 1. EASY 33%
 - 2. CLEAN 7%
 - 3. CONVENIENT LOCATION 20%
 - 4. FREE WI-FI 0%
 - 5. SMALLER THAN OTHER AIRPORTS 7%
 - 6. QUICK 5%
 - 7. GOOD CUSTOMER SERVICE 4%
 - 8. LESS BUSY 3%
 - 9. NICE FACILITIES 4%
 - 10. SAFE/SECURE 1%
 - 11. NO ADDITIONAL COMMENT 5%
 - 12. OTHER 10%
70. WITH WHICH OF THE FOLLOWING STATEMENTS ABOUT JOHN WAYNE AIRPORT DO YOU MOST AGREE?
- 1. JWA PROVIDES EXCELLENT SERVICES & IS AN ASSET TO ORANGE COUNTY 58%
 - 2. JWA FACILITIES & SERVICES ARE GOOD AND MEET MY TRAVEL NEEDS 34%
 - 3. I DON'T HAVE ANY FEELINGS ABOUT JOHN WAYNE AIRPORT 5%
 - 4. I NORMALLY DON'T USE JWA BECAUSE IT DOESN'T FIT MY NEEDS 2%
71. HAVE YOU PURCHASED ANY FOOD OR BEVERAGES WHILE AT THE AIRPORT TODAY?
- 1. YES 61%
 - 2. NO 39%
72. ABOUT HOW MUCH DID YOU SPEND ON FOOD AND BEVERAGES?
- 1. \$0 0%
 - 2. \$1-5 30%
 - 3. \$6-10 36%
 - 4. \$11-20 25%
 - 5. \$21-30 6%
 - 6. \$31-40 1%
 - 7. \$41-50 0%
 - 8. \$51-75 1%
 - 9. \$76-100 0%
 - 10. OVER \$100 0%
 - 11. DON'T KNOW/REFUSED 0%
73. HAVE YOU PURCHASED ANY MAGAZINES, GIFTS, OR OTHER ITEMS AT ANY OF THE STORES AT JOHN WAYNE AIRPORT TODAY?
- 1. YES 11%
 - 2. NO 89%
 - 3. DON'T KNOW 1%

74. FOR NON-FOOD AND BEVERAGE ITEMS, HOW MUCH DID YOU SPEND AT THE AIRPORT TODAY?

- 1. \$0.....0%
- 2. \$1-5.....36%
- 3. \$6-10.....25%
- 4. \$11-20.....22%
- 5. \$21-30.....6%
- 6. \$31-40.....8%
- 7. \$41-50.....2%
- 8. \$51-75.....0%
- 9. \$76-100.....0%
- 10. OVER \$100.....0%
- 11. DON'T KNOW/REFUSED 0%

75. ARE THERE ANY SERVICES OR PRODUCTS THAT YOU WOULD LIKE TO SEE OFFERED AT THE AIRPORT THAT ARE NOT AVAILABLE NOW?

- 1. YES.....22%
- 2. NO.....78%

76. WHAT SERVICES?

- 1. SHOE SHINE.....1%
- 2. CHILDREN'S AREA2%
- 3. OTHER97%

78. DO YOU WORK IN ORANGE COUNTY?

- 1. YES.....25%
- 2. NO.....75%

79. WHAT CITY DO YOU WORK IN?

Work City	Count	%	Work City	Count	%
Aliso Viejo	2	1.8%	Laguna Hills	2	1.8%
Anaheim	11	10.0%	Laguna Niguel	1	0.9%
Brea	1	0.9%	Lake Forest	4	3.6%
Buena Park	1	0.9%	Mission Viejo	2	1.8%
Corona Del Mar	1	0.9%	Newport Beach/Coast	8	7.3%
Costa Mesa	2	1.8%	Orange	5	4.5%
Cypress	1	0.9%	Rancho Santa Margarita	1	0.9%
Dana Point	3	2.7%	San Clemente	5	4.5%
Fountain Valley	2	1.8%	San Juan Capistrano	2	1.8%
Fullerton	2	1.8%	Santa Ana	9	8.2%
Garden Grove	2	1.8%	Seal Beach	2	1.8%
Huntington Beach	4	3.6%	Tustin	3	2.7%
Irvine	29	26.4%	Westminster	1	0.9%
Ladera Ranch	1	0.9%	Yorba Linda	1	0.9%
Laguna Beach	1	0.9%	Other (Non O.C.)	1	0.9%

84. PLEASE STOP ME WHEN I REACH THE CATEGORY THAT INCLUDES YOUR AGE:

- 1. 18 – 24 12%
- 2. 25 – 34 21%
- 3. 35 – 44 18%
- 4. 45 – 54 20%
- 5. 55 – 64 18%
- 6. 65 & OVER 10%
- 7. REFUSED 1%

85. IS ENGLISH THE PRIMARY LANGUAGE SPOKEN IN YOUR HOME?

- 1. YES 92%
- 2. NO 8%

86. WHAT IS THE PRIMARY LANGUAGE SPOKEN IN YOUR HOME?

- 1. SPANISH 48%
- 2. CHINESE (MANDARIN) 9%
- 3. CHINESE (CANTONESE) 0%
- 4. KOREAN 0%
- 5. VIETNAMESE 2%
- 6. OTHER 41%

- 88. TOTAL HOUSEHOLD INCOME IN 2012 BEFORE TAXES:
 - 1. UNDER \$50,000 14%
 - 2. \$50,000 - \$99,999..... 24%
 - 3. \$100,000 - \$149,999..... 21%
 - 4. \$150,000 - \$199,999..... 12%
 - 5. \$200,000 OR MORE..... 15%
 - 6. DON'T KNOW/REFUSED 14%

- 89. GENDER:
 - 1. MALE 51%
 - 2. FEMALE..... 49%

- 94. DAYPART:
 - 1. AM..... 30%
 - 2. MIDDAY..... 34%
 - 3. PM..... 36%

- 95. DESTINATION CODE:
 - 1. CALIFORNIA 30%
 - 2. WEST..... 61%
 - 3. EAST..... 5%
 - 4. INTERNATIONAL..... 4%

- 96. DAY TYPE:
 - 1. WEEKDAY..... 75%
 - 2. WEEKEND..... 25%