

John Wayne Airport Passenger Survey

2015 Final Report

October 20, 2015

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Executive Summary

John Wayne Airport (JWA) commissioned the 2015 Passenger Survey to measure satisfaction and awareness among JWA passengers. The study was conducted in July and consisted of a telephone/online survey with Orange County residents and an intercept survey with enplaning JWA passengers.

The 2015 Passenger Survey was designed to produce statistically valid information on passengers' frequency of use, demographic data, and satisfaction with JWA facilities, services, and amenities. The surveys were developed to be consistent with previous years' studies to measure changes over time. To reflect changing market conditions several new questions were added and obsolete questions were deleted. New questions were asked about Uber/Lyft/Wingz, the Apple Pay mobile app as a parking payment option, and new JWA services/products. Questions about the use of airport travel apps and passenger's spending on airport concession were deleted from the 2015 survey.

A total of 893 complete surveys were collected from the telephone/online (400) and intercept surveys (493). The telephone/online surveys can be considered accurate at $\pm 4.9\%$ at a 95% confidence level and the intercept surveys have a statistical margin of error of $\pm 4.4\%$ at a 95% confidence level.

The telephone/online survey consists entirely of Orange County residents who have flown out of JWA in the last year. The intercept survey consists of both Orange County residents and visitors who were interviewed prior to boarding a flight. The telephone/online survey will be referred to as the telephone survey. To avoid confusion between the telephone survey and the intercept survey respondents, Orange County residents from the telephone surveys will be referred to as "phone survey respondents" while the intercept counterpart will be called "intercept respondents." When intercept survey results are presented with a split between visitors and residents, they will be referred to as "intercept-visitors" and "resident-visitors."

In the discussion of the results, individual percentages throughout the report may not add up to 100 due to rounding.

Key Findings

- Ninety-six percent of the phone respondents and 99 percent of the intercept respondents provide JWA with a grade “A” or “B” for overall satisfaction.
- The top three reasons for the phone respondents to provide an overall grade of “A” are ease of use (46%), convenient location (31%), and cleanliness (28%). Among the intercept respondents, the top three reasons are ease of use (44%), convenient location (21%), and quick service (7%).
- The average grades for JWA individual performance factors remain high and are comparable to those of 2013. Both the phone 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 continue to receive “A” ratings from both survey groups.
- The one performance factor that showed a significant decline was satisfaction with the variety of air carriers which switched from an “A” to a “B.” Three ground transportation services (shuttles, taxis and rental cars) also switched from an “A” to a “B,” but the change in average scores were not statistically significant due to the small number of respondents rating these services.
- Opinions about JWA continue to be highly positive. Among the four statements presented to respondents about JWA, 95 percent of both the phone and intercept respondents agreed with one of the two most positive statements. This figure is essentially unchanged from the 2013 results with a difference of one percentage point or less.
- Similar to the results over the last decade, the predominant reason for people to fly out of JWA is its convenient location with 93 percent of phone respondents and 82 percent of intercept respondents citing this category. Among those who choose other Southern California airports over JWA, the phone respondents cited flight schedule most often (37%), while the intercept respondents reported cost/affordability (24%) as the number one reason.
- Since 2013, the use of mobile phone apps to obtain a boarding pass has increased significantly from eight to 27 percent. Conversely, printing at an automated kiosk has decreased from 31 to 20 percent, and at the airline counter from 26 to 21 percent.

- Over two-thirds (68%) of Orange County adults have flown in the last year with 80 percent of this group indicating that they have flown out of JWA at least once in the past year (54% of all residents). Among JWA flyers, one-third (33%) flew out of JWA once, 36 percent two to three times, and 31 percent four or more times. This distribution is similar to 2013.
- The proportion of pleasure/leisure travel at 55 percent has returned to levels not seen since 2009. Conversely, business travel continues to decline from 46 percent in 2011 to 41 percent in 2013, and now 39 percent in 2015.
- The use of ride-hailing services, Uber/Lyft/Wingz now accounts for seven percent of all arrivals to the airport. Rather than lowering the percentage of taxi arrivals the increased use of these ride-hailing companies appears to have most heavily impacted being dropped off (down 4%), driving alone, and door-to-door shuttle services (each down 2%).
- Online resources such as airline/airport websites and travel websites continue to be the most predominant channels of information for both the telephone and intercept respondents. Use of these online sources has more than doubled for telephone survey respondents and is up over 50 percent for intercept survey respondents. Print and broadcast media now play only a nominal role.
- Half (53%) of telephone survey respondents were aware of non-stop service to Mexico and Canada. An additional 10 percent knew only about Mexico, and two percent only about Canada. About one-third (36%) were not aware of this international service at all.
- The home city distribution shows that Irvine continues to be the most common city to live in for both the phone (11%) and intercept respondents (15%).

Introduction

John Wayne Airport (JWA) has conducted eleven surveys since 1994 in order to measure passengers' perceptions of the airport including satisfaction, frequency of use, and to compile travel and demographic information. Since 2005 the County of Orange has contracted with Redhill Group to conduct the biennial survey on its behalf.

A telephone survey was conducted with 400 Orange County residents using random-digit dialing, a cell phone sample, and an online sample to reach Orange County residents. The combined survey methods provide an unbiased sample of Orange County residents who are 18 years or older and have flown out of John Wayne Airport in the past 12 months.

The intercept survey was conducted with 493 enplaning passengers in the boarding areas as they waited to board their flights. The intercept survey provides an unbiased sample of all trips made by JWA passengers and includes Orange County residents and visitors.

The 2015 findings are compared with previous year's results when sufficient data are available and relevant. To reflect changing market conditions several new questions were added while others were deleted. In 2015 new questions were added to surveys to determine passengers' perceptions on the use of Uber/Lyft/Wingz as an access mode to the airport, interest in a club lounge, and interest in the use of Apple Pay™ to pay for parking. Questions pertaining to passengers' spending on foods and other items, as well as their interest in a JWA customized mobile app were deleted.

Methodology

Telephone/Online Survey

The telephone/online surveys provide an unbiased sample of residents in Orange County who are 18 years of age or older and have flown out of JWA at least once in the last 12 months. It provides a long-term perspective developed over all JWA travel experiences although more recent trips may have a greater impact on their assessment of performance. The sample is evenly balanced across JWA resident travelers regardless of their frequency of flying. For example, a person who flew only once in the last year has the same impact on survey results as someone who flew five or more times. To reflect respondents' growing use of technology, in 2015 an online sample was included in the mix. The telephone/online survey will be referred to as the phone survey and to simplify identification of the group being discussed, the Orange County residents who participated in the telephone/online surveys will be called "phone 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 in three key ways. First, visitors are included in the results whose opinions, attitudes, and travel patterns may be different than those of Orange County residents. Second, respondents of the intercept survey were asked to provide their opinions about JWA on the day of their flight at the airport and therefore the responses are more likely to reflect their experience on the day they were interviewed. Finally, the information collected from this respondent group reflects the frequency of JWA usage.

On any given day – everything else being equal – passengers who use JWA five times per year are five times as likely to be encountered and participate in the survey compared to travelers who only use JWA once a year. Therefore, the intercept survey results are more likely to heavily represent opinions and attitudes of frequent JWA passengers than infrequent travelers. This is offset to some extent, however, as visitors are generally less likely than residents to use JWA frequently.

Sampling Plan

Telephone/Online Survey

Surveying was conducted between July 16th and August 5th, 2015 using random-digit dialing, a mobile phone sample and an online panel. Three-quarters (300) of the surveys were completed by telephone and 100 were completed online. Random digit dialing telephone numbers were generated for potential respondents within Orange County who have landlines in their household. This sample group was supplemented with a mobile telephone sample to avoid under-representation of the mobile-only households, which according to a recent Centers for Disease Control and Prevention study shows that almost half of US households (45.4%) are cell-phone survey only households. According to the same study the younger the household, the more likely they are to be a cellphone-only household and “more than two-thirds of adults age 25–29 (69.2%) and age 30-34 (67.4%) live in households with only wireless telephones.”¹ The online survey reaches more technology oriented respondents who may not otherwise participate. Potential respondents were screened to establish they were an Orange County resident, had used JWA, at least once, within the last 12 months and were at least 18 years of age.

Out of 845 contacted households, the telephone surveys produced 400 qualified participants (47% of the total). One percent did not have someone who met the age requirement to participate in the survey. Thirty-one percent had not flown in the last year, and an additional 13 percent had flown in the last year, but not out of JWA. The remaining seven percent of contacted households either refused to give their zip code or were not within the study area.

The household sample of 400 yields a statistical accuracy of ± 4.9 percent at a 95 percent confidence level.

Intercept Survey

The intercept survey was conducted at JWA between July 22nd and July 30th, 2015. Interviews were conducted between 5:30 a.m. and 9:00 p.m. to secure a representative sample of all enplaning passengers based on the dayparts and destinations in accordance with the sampling plan. During the survey period, 493 intercept surveys were completed which provides results with a statistical accuracy of ± 4.4 percent at a 95 percent confidence level.

Interviews were conducted in the boarding area for the selected departing flight. Interviewers approached respondents randomly and after confirming participation, interviewers read the

¹Wireless Substitution: Early Release National Institute of Health, July-December 2014, <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201506.pdf>

questions and recorded the answers on an i-PAD™. Data was immediately uploaded to a secure server for subsequent data cleaning analysis.

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

- AM – 6:00 a.m. to 9:59 a.m.
- MIDDAY – 10:00 a.m. to 2:59 p.m.
- PM – 3:00 p.m. to 10:00 p.m.

The destination cities were grouped into the following regions using the first scheduled stop for the flight:

- 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 specifically Mexico or Canada

The 2015 methodology for the intercept survey is consistent with those in the previous years although the media for the survey instrument has changed from a paper survey (prior to 2009), to a handheld PDA (2009 to 2013), and to a tablet computer (2015). Data in all years were collected using a personal interview approach.

The intercept sampling plan consists of a balanced distribution of surveys by time-of-day and destination. Only flights scheduled within the period of surveying dates were used to develop the sample distribution for the destination categories. The targeted 400 surveys were divided into weekday (300) and weekend targets (100) which match the distribution of weekday and weekend departures.

Table 1: Weekday Intercept Survey Target Sampling Plan (n = 300)²

Destination	AM	Midday	PM	Row %	Grand Total
CA	24	21	45	30%	90
West	62	70	53	62%	186
East	7	2	5	5%	14
International	7	2	-	3%	9
Column %	33%	32%	34%	100%	-
Total	100	96	103	-	300

^{2 & 3} individuals numbers may not add up to totals due to rounding

Table 2: Weekend Intercept Survey Target Sampling Plan (n = 100)³

Destination	AM	Midday	PM	Row %	Grand Total
CA	5	9	14	27%	27
West	22	24	20	65%	65
East	3	1	1	5%	5
International	3	1	-	4%	4
Column %	32%	34%	35%	100%	-
Total	32	34	35	-	100

Table 3: Weekday Intercept Survey Completed (n = 348)

Destination	AM	Midday	PM	Grand Total
CA	34	27	50	111
West	66	75	60	201
East	10	4	7	21
International	8	7	-	15
Grand Total	118	113	117	348

Table 4: Weekend Intercept Survey Completed (n = 145)

Destination	AM	Midday	PM	Grand Total
CA	5	14	25	44
West	26	33	23	82
East	7	2	3	12
International	4	3	-	7
Grand Total	42	52	51	145

Due to the variation in passenger loads and response rates, the collected survey data have been weighted to balance the results by destination and time of the day. The survey data are also expanded to more accurately represent total JWA passenger volume for a typical month using monthly enplaned passenger counts for the first six months of 2015. Between January and June of 2015, the average monthly enplaned passenger count was 399,312.

Table 5: 2015 JWA Enplaned Passengers Statistics

Month	Enplaned Passengers
Jan	368,215
Feb	352,893
Mar	415,872
April	413,992
May	418,197
June	426,701
Average	399,312

Weight scales are calculated in a two-step process. First, the total number of boarding passengers (399,312) is multiplied by the percent distribution of flights for each daypart-destination combination category. This provides an estimate of passengers boarding for each daypart-destination combination. In the second step, the number of enplaning passengers is divided by the actual number of completed surveys to produce the weight value for a particular daypart-destination combination.

Multiplying the number of collected surveys with the corresponding weight value produces results that are in proportion to the monthly enplaning passengers in each daypart-destination category. Weighting is used to minimize bias resulting from survey collection factors such as varying participation rates for different times of day.

Table 6: Weekday Intercept Survey Weights

Destination	AM	Midday	PM
CA	693.30	785.74	895.74
West	935.74	936.60	887.88
East	707.16	589.30	673.49
International	883.95	336.74	

Table 7: Weekend Intercept Survey Weights

Destination	AM	Midday	PM
CA	942.88	606.14	565.73
West	834.09	714.31	860.89
East	404.09	471.44	314.29
International	707.16	314.29	

Grading Scale

Satisfaction features were measured by participants using a report card scale from “A” (Excellent) to “F” (Unsatisfactory). Grades were converted into a five-point scale and averaged to obtain the final overall score for each performance attribute. Numeric ranges for each letter grade are shown in Table 8: Attribute Grading Scale.

Table 8: 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

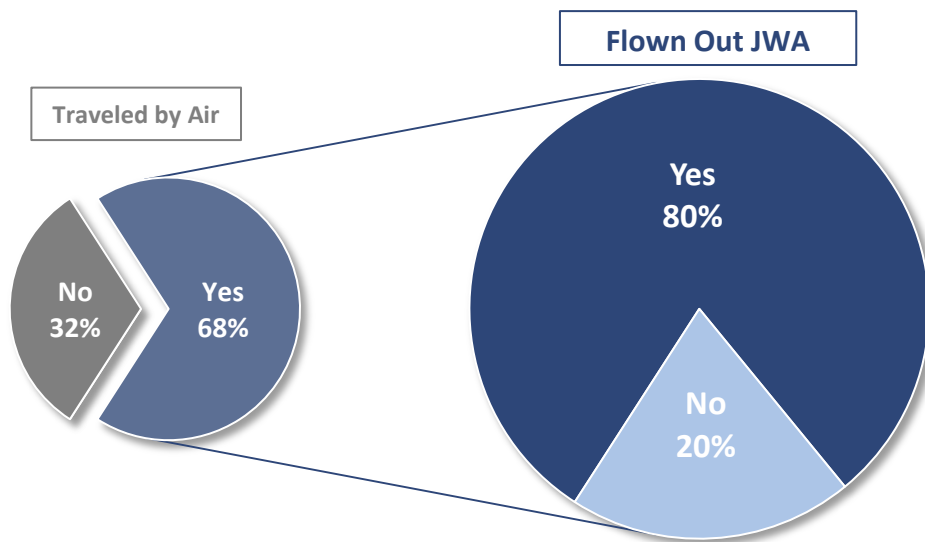
JWA Usage

Travel Frequency

Telephone/Online Survey Q6

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

Figure 1: Telephone – Used JWA in the Last 12 Months (n = 400)

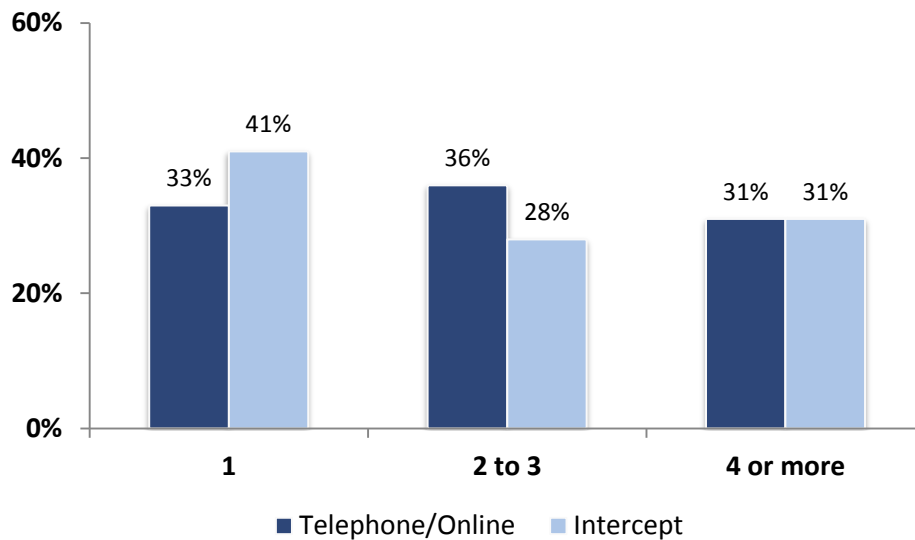


Over two-thirds (68%) of the phone respondents who are at least 18 years old have flown by air in the last 12 months. Among these adult respondents who have flown in the past year, 80 percent indicated that they have flown out of JWA at least once. The two figures are used to calculate the percentage of all Orange County residents (54%) that have flown out of JWA in the last year (68% x 80%).

The percentage of residents (54%) that reported flying out of JWA in the past year is directionally higher than in the 2013 survey (51%), however, the result lies within the margin of error for the survey. Individuals who flew out of JWA make up the phone study group and can be generalized to all JWA travelers that reside in Orange County with a margin of error of ± 4.9 percent at a 95 percent confidence level.

One-third (33%) of qualified phone survey respondents flew out of JWA once in the past year while 36 percent flew two to three times, and 31 percent flew four times or more. The flight frequency of phone respondents has remained essentially unchanged since 2013 with all differences being three percent or less which is within the margin of error.

**Figure 2: Times Flown Out of JWA in the Last 12 Months
(Telephone n = 400 Intercept n = 493)**



Intercept Survey

Intercept passengers were also asked about their use of JWA in the past 12 months. Intercept respondents who travel once account for 41 percent while those who travel two to three times a year account for 28 percent and 31 percent fly out of JWA four or more times per year.

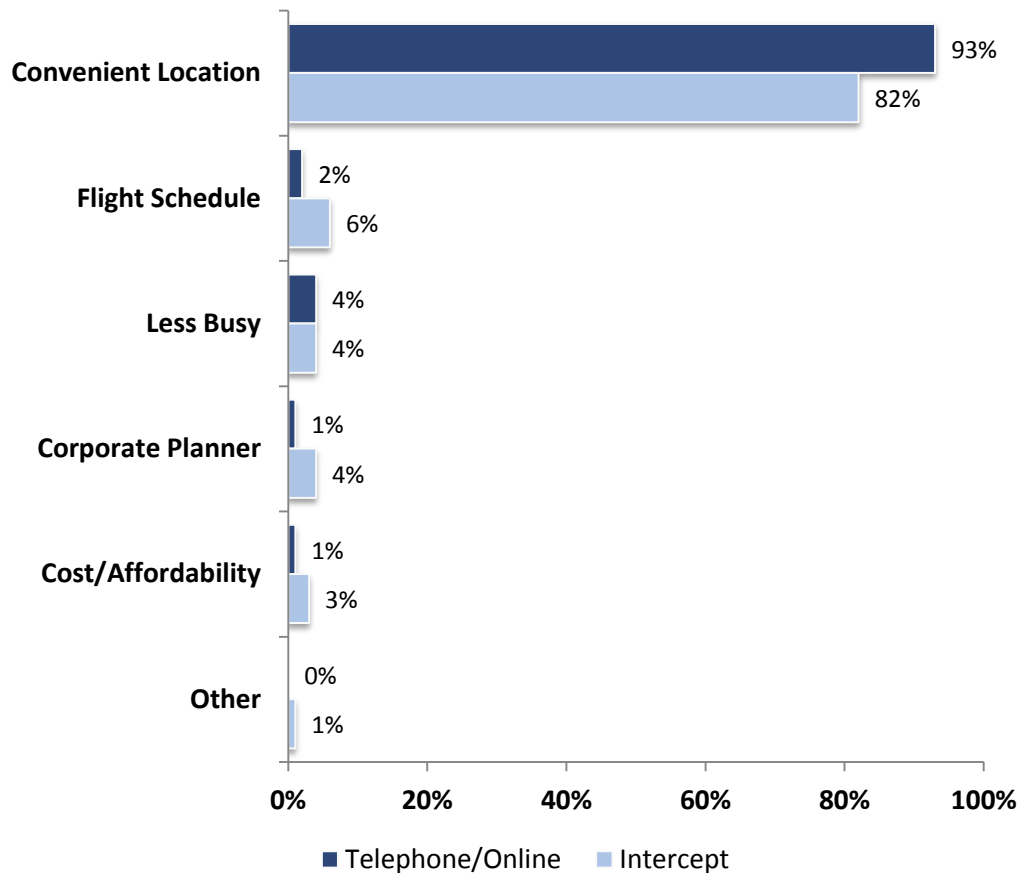
Flight frequency for intercept passengers is statistically unchanged from 2013 with variations being within two percentage points. It appears to be counter-intuitive to observe a higher proportion of intercept respondents who travel once a year compared to the phone respondents since the intercept survey should be more likely to capture local residents who are frequent flyers than the phone survey. The underlying factor for this difference is the inclusion of visitors in the intercept survey among which 54 percent reported that they have used JWA only once in the past year. In comparison, among the residents, only 15 percent indicated that they have used JWA once which is approximately half of what is observed for phone respondents in the same category.

Reasons for Selecting JWA

Telephone/Online Survey Q17

A vast majority (93%) of phone survey respondents choose John Wayne Airport primarily because of its convenient location, essentially unchanged from the findings observed from 2011 to 2013, where convenience ranges between 92 and 95 percent.

Figure 3: Primary Reasons for Choosing JWA
(Telephone n = 400 Intercept n = 493)



Among the telephone survey Orange County residents, the percentage of travelers who cite convenient location by geographic region of residence is similar to the 2013 results with ninety-seven percent of South County residents, 92 percent of Central County residents and 87 percent of North County residents giving convenience as the primary reason for selecting JWA.

Intercept Survey

Among the intercept respondents, 82 percent indicated convenient location as the primary reason for selecting JWA for their flight, essentially unchanged from 84 percent in 2013. This

then drops dramatically to six percent that identify flight schedules as the primary reason, and four percent each that cite JWA being less busy, or that a corporate planner handled it.

Breaking out results between intercept residents and visitors, 92 percent of residents select JWA for its convenient location, a drop from 97 percent in 2013. In contrast, the 77 percent of visitors who selected this reason remains at the same level as 2013. When segmenting travelers by trip purpose, business travelers (87%) cite convenience as the primary reason for selecting JWA for their trip compared to 80 percent for pleasure travelers.

Reasons for Selecting Other Airports

Telephone/Online Survey

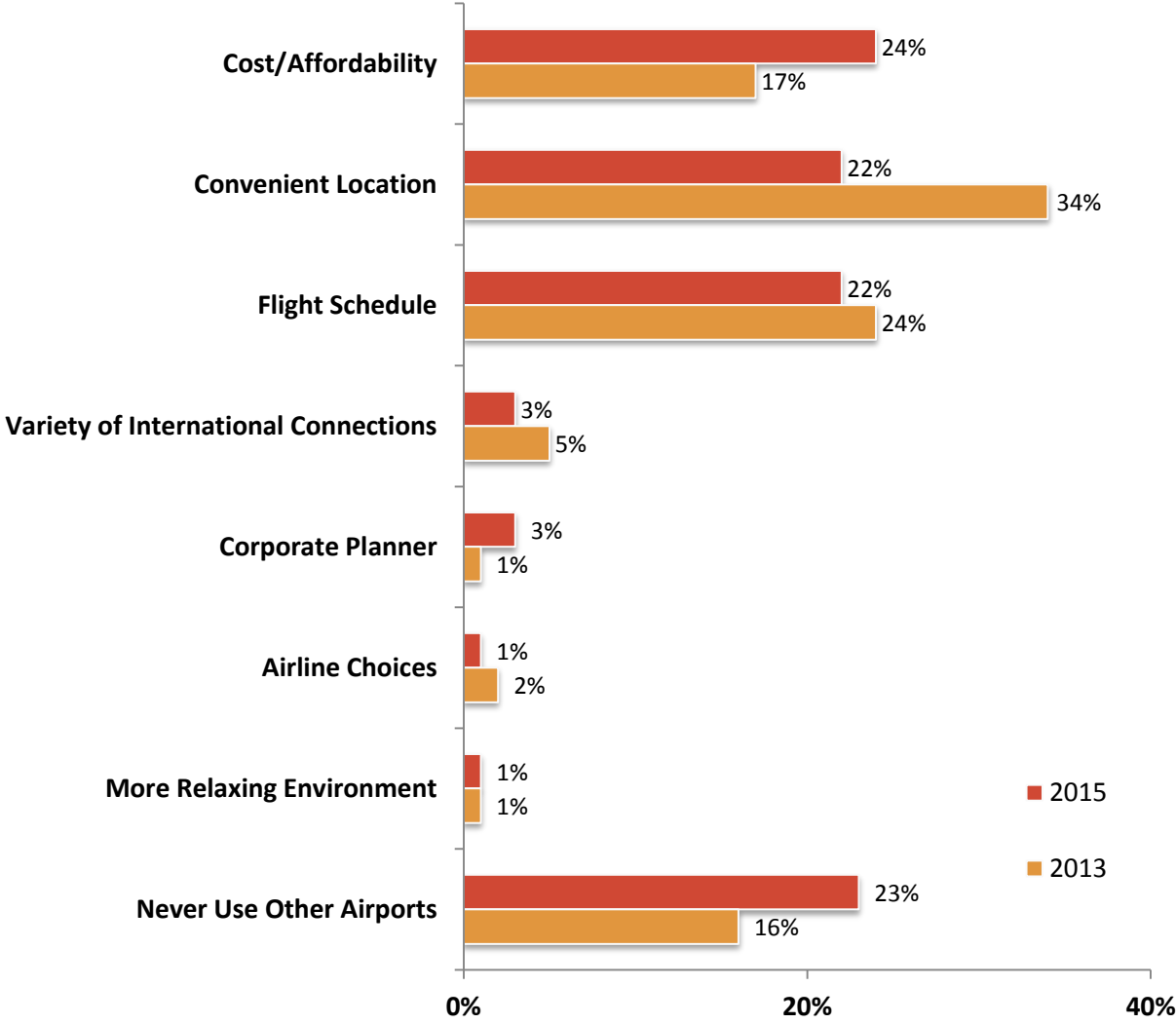
The top two reasons for phone respondents to select other Southern California airports are flight schedule (37%) and cost/affordability (33%). Cost/affordability as a factor for selecting other airports has increased from 27 percent in 2013 to 33 percent in 2015. At a lower level, 16 percent of phone respondents say the variety of international connections is their primary reason for selecting an alternative airport.

Intercept Survey

The top three reasons intercept respondents cite for using other Southern California airports are the same as in 2013 but the order has shifted. Cost/affordability has jumped to the top reason at 24 percent up from 17 percent in 2013. Leisure travelers are slightly more likely (26%) to cite cost than business travelers (21%). The shift suggests that while the economy has recovered travelers are increasingly price sensitive. Convenient location (22%) as a selection factor dropped 12 points from 2013 while the importance of flight schedule (22%) was almost unchanged with only a two-point drop.

There are significant differences between intercept residents and visitors in their decision to choose other Southern California airports. Intercept residents are more likely to cite cost while visitors cite convenience. Visitors, at 31 percent, are approximately seven times as likely as residents (4%) to cite convenient location. Conversely, intercept residents, at 38 percent, are nearly three times as likely to cite flight schedules compared to visitors at 14 percent. Intercept residents are also more likely to select cost/affordability (34%) as their primary reason compared to visitors (18%).

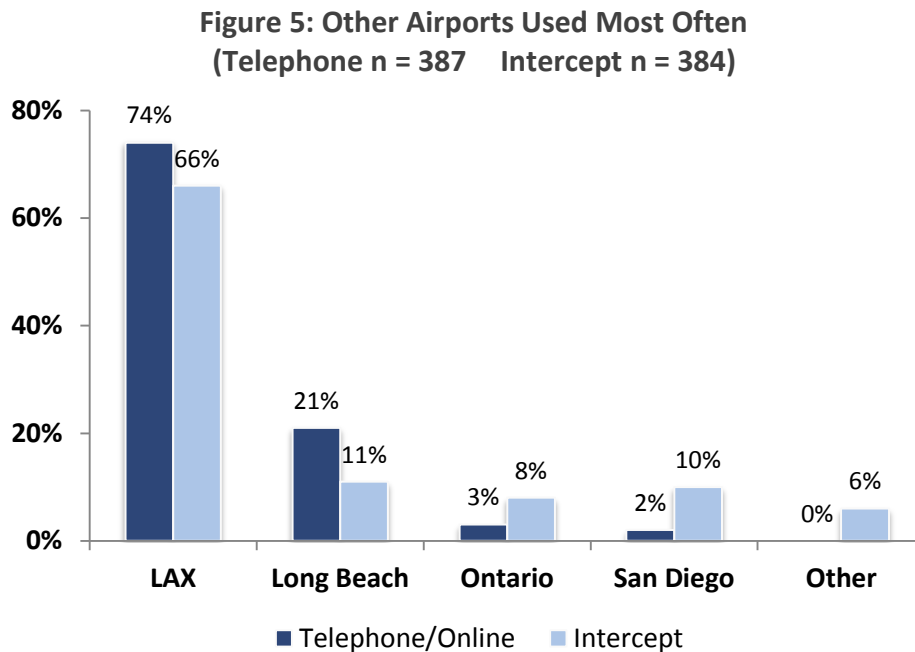
**Figure 4: Reasons for Choosing Other Airports
(Intercept n = 493)**



Other Airports Used Most Often

Telephone/Online Survey

Almost three-quarters of phone respondents (74%) cite LAX as the most often used alternative to JWA followed by Long Beach Airport at 21 percent. No other airport was identified by more than three percent among the phone respondents.



Intercept Survey

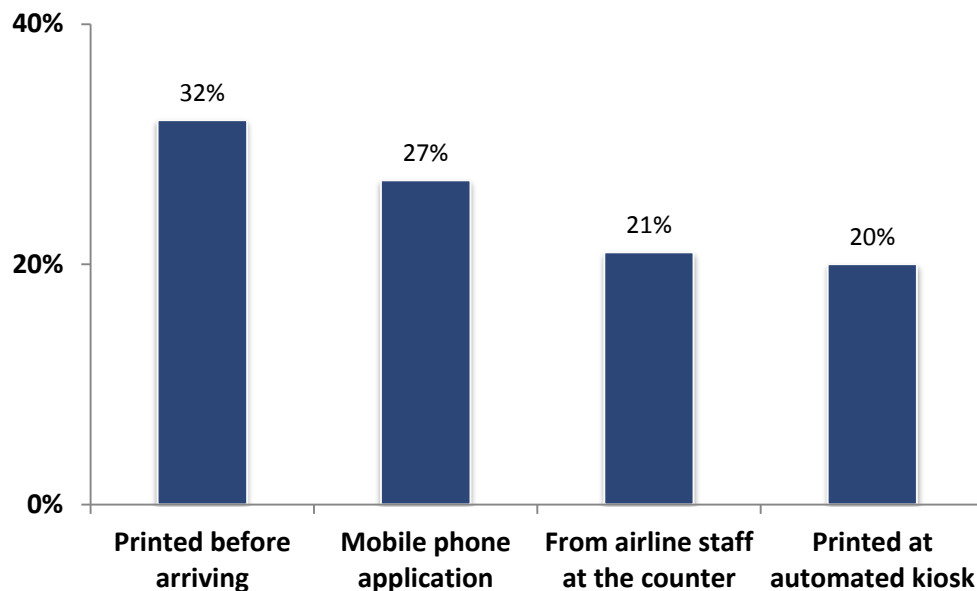
The majority of intercept respondents (66%) cite LAX as an alternative Southern California airport. Long Beach Airport accounts for 11 percent and Ontario and San Diego airports are used by eight and ten percent of intercept respondents respectively.

Among intercept respondents, who are residents of Orange County, the use of LAX as an alternative to JWA is slightly higher than the phone respondents at 79 percent compared to 74 percent. In contrast, over half (58%) of visitors select LAX as an alternative airport. The use of Ontario and San Diego airports among intercept residents is not significantly different from residents of the phone survey.

Boarding Pass Options

Intercept respondents were asked how they obtained their boarding pass for the flight they were taking on the day they were surveyed. More than half of passengers (59%) have access to their boarding pass prior to arriving at the airport.

Figure 6: Obtaining Boarding Pass – Intercept (n = 493)



Nearly one-third (32%) of the intercept respondents printed their boarding passes prior to arriving at the airport and more than a quarter of passengers (27%) used a mobile phone app compared to just eight percent who used this option in 2013. A recent study by The Pew Research Center⁴ found that U.S. adults' smart phone ownership has increased from 35 percent in 2011 to 64 percent in 2015. With the increased availability and familiarity with smartphone functions it follows that more people use them as a travel tool.

With more travelers using mobile phone applications the use of automated kiosks for printing boarding passes dropped to 20 percent from 31 percent in 2013. Obtaining a boarding pass from airline staff has also declined slightly to 21 percent from 26 percent in 2013.

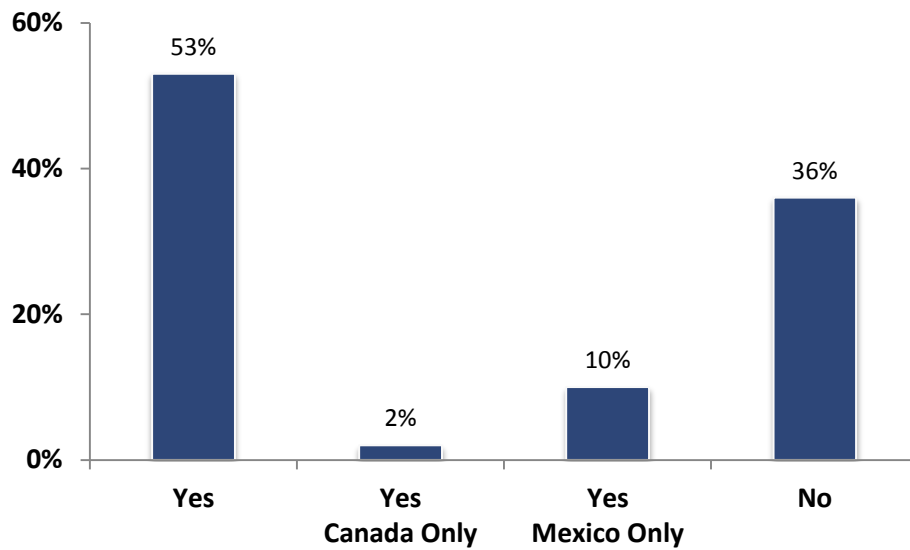
Almost all intercept respondents (95%) say the automated kiosks are easy to use, with 80 percent awarding an "A" grade and 15 percent a "B" grade. Only five percent provided a grade of "C" or lower.

⁴ U.S. Smartphone use in 2015, Pew Foundation , <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

Awareness of Non-Stop Service to Mexico and Canada

Telephone survey, respondents were asked whether they were aware that non-stop service to Mexico and Canada was available from JWA. Slightly more than one-half (53%) of the telephone respondents were aware of JWA international flights to both Mexico and Canada prior to taking the survey. Ten percent were only aware of JWA international flights to Mexico and two percent thought that service was only available to Canada. Slightly more than one-third of the phone respondents (36%) were not aware of the international services at all.

Figure 7: Awareness of JWA Non-Stop Service – Telephone (n = 400)



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-six percent of phone and 99 percent of intercept respondents give JWA either an “A” or “B” for overall performance.

Figure 8: Overall Satisfaction – Telephone (n = 400)⁵

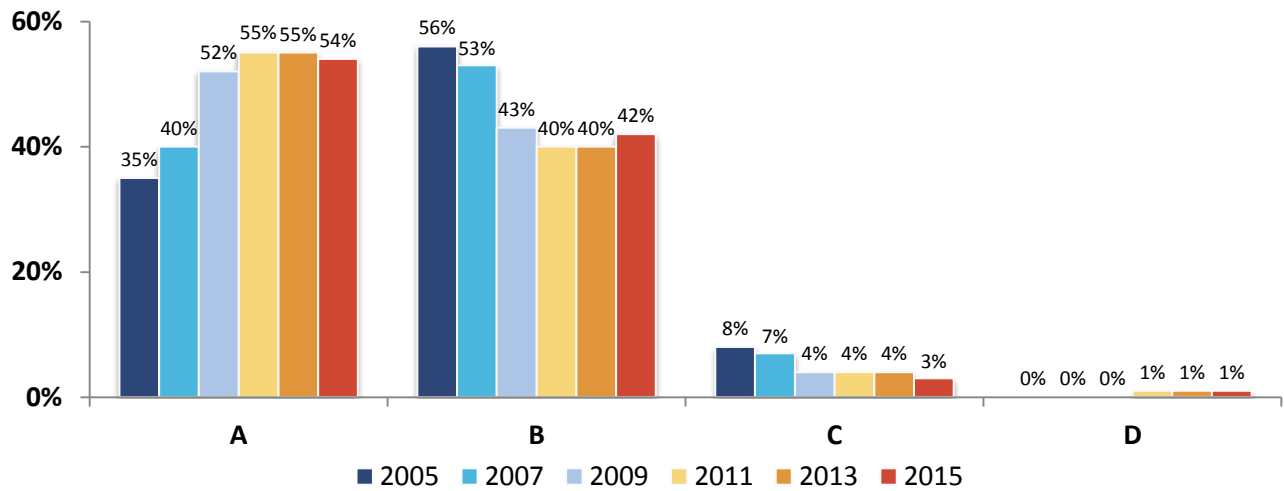
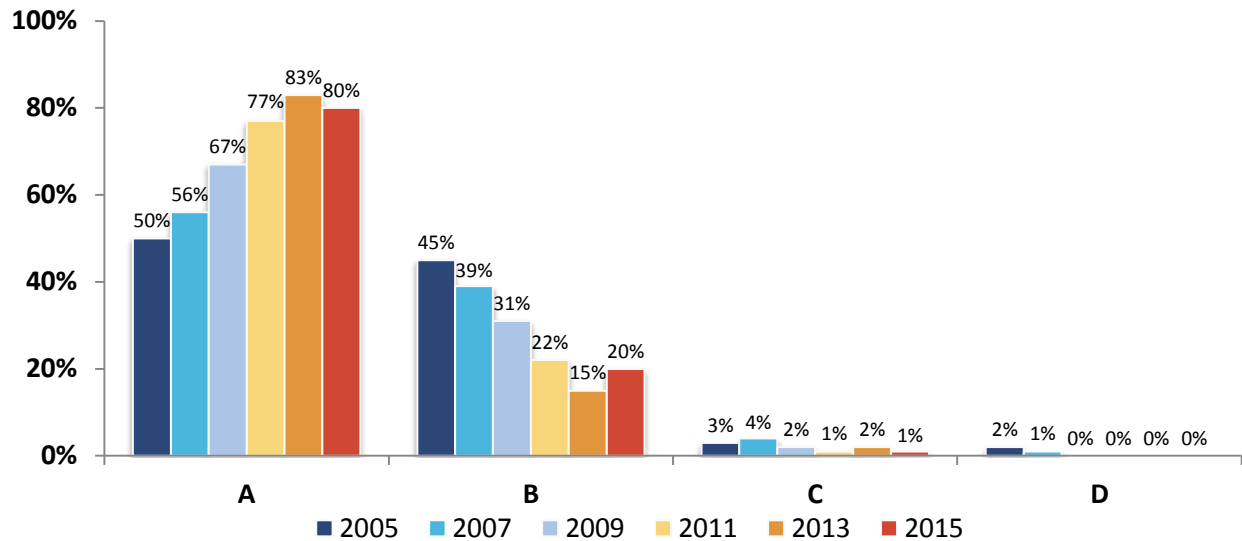


Figure 9: Overall Satisfaction – Intercept (n = 493)⁶



^{5 & 6} Percentages do not add up to 100% due to rounding

The distribution of overall satisfaction among telephone survey respondents is essentially unchanged from 2013. For intercept respondents, however, the percentage providing a grade of “A” (80%) has decreased by three points while the percentage that award a grade of “B” (20%) has increased by five points from 2013. Intercept visitors are more likely to provide an “A” (83%) than intercept residents (74%). Intercept residents, traveling for pleasure, (82%) or other non-business-related trips (93%) are more likely to provide an “A” than business travelers (75%).

Phone and intercept respondents were also asked why they provided the grade they did. Among the phone respondents who provided an “A,” ease of use was cited by almost half (46%), followed by JWA’s convenient location (31%), and cleanliness (28%). Similarly, the top reason intercept respondents provided an “A” was ease of use (44%), followed by convenient location (21%), and quick service (7%).

Opinions about JWA

Survey participants were read four different statements about JWA and asked to choose the statement with which they most agreed. Ninety five percent of both the phone and intercept respondents agreed with one of the two positive statements. The most commonly selected statement was “John Wayne Airport provides excellent travel services and is an asset to Orange County” at 66 percent for phone respondents and 57 percent among intercept respondents, which is virtually unchanged from 2013.

Figure 10: Opinions about JWA – Telephone (n = 400)

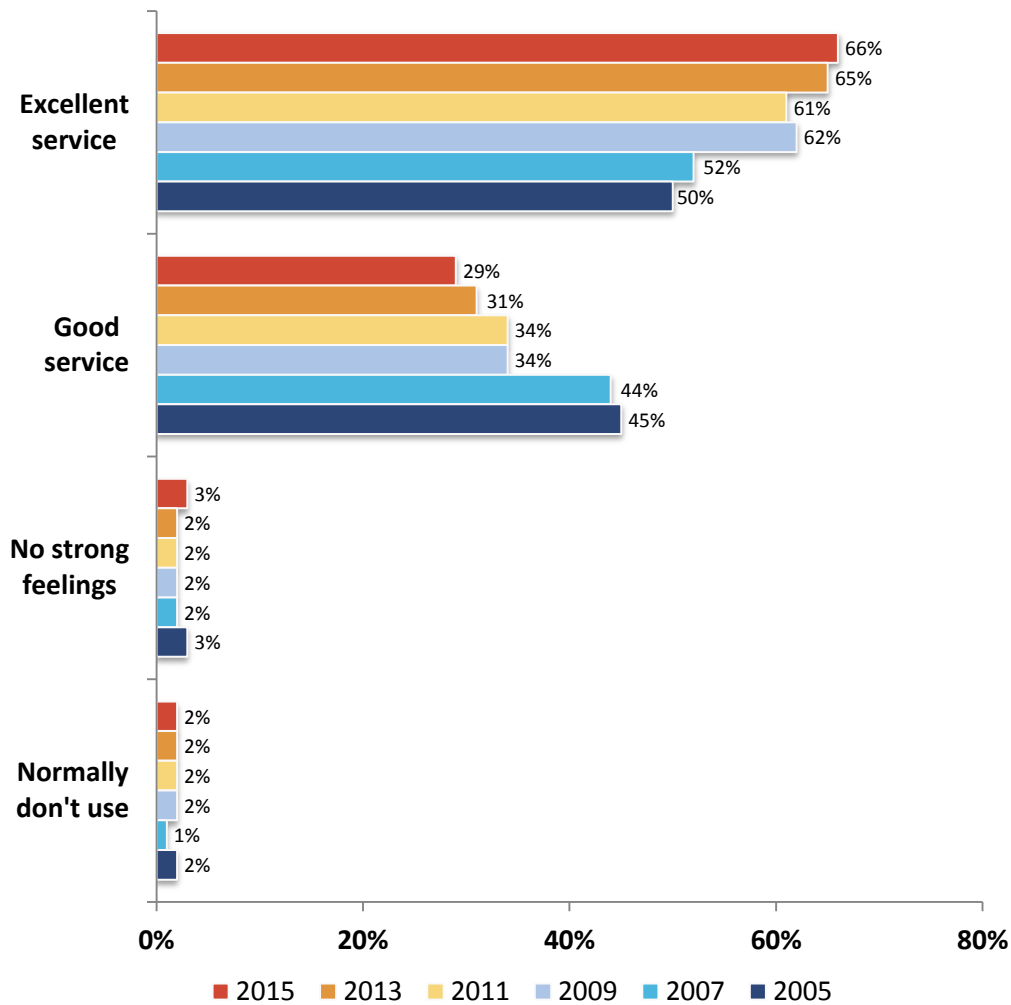


Figure 11: Opinions about JWA – Intercept (n = 493)

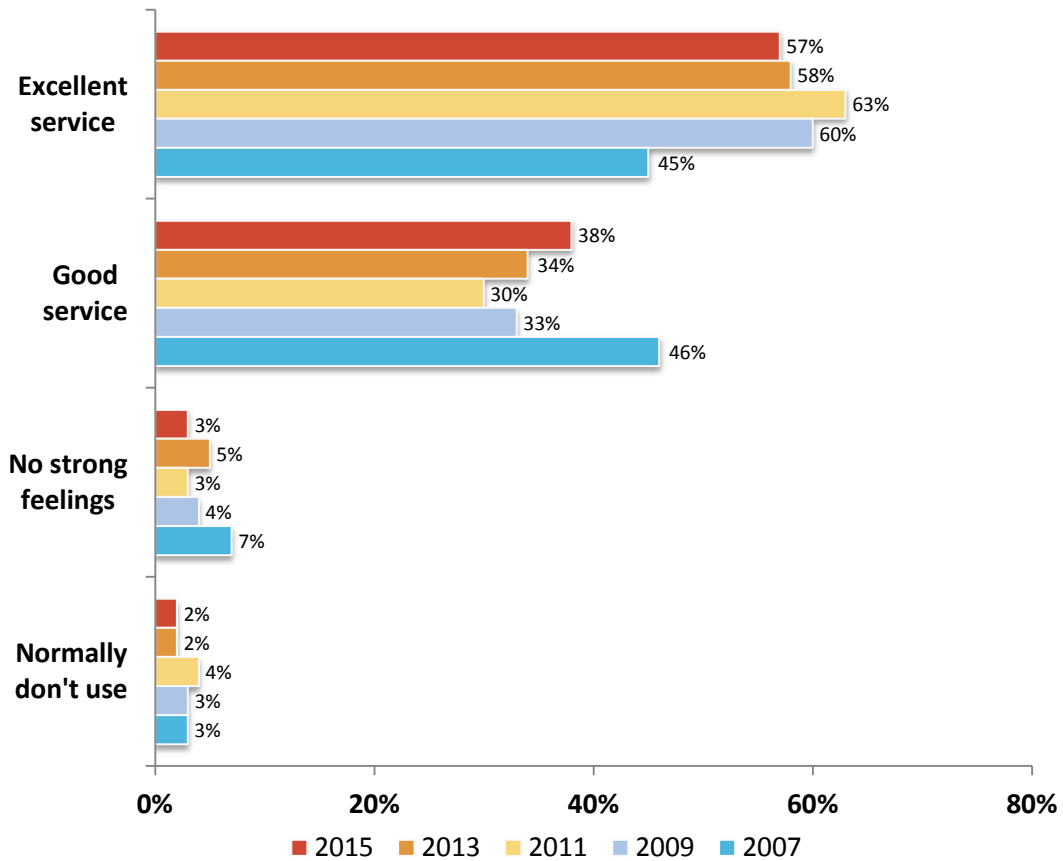
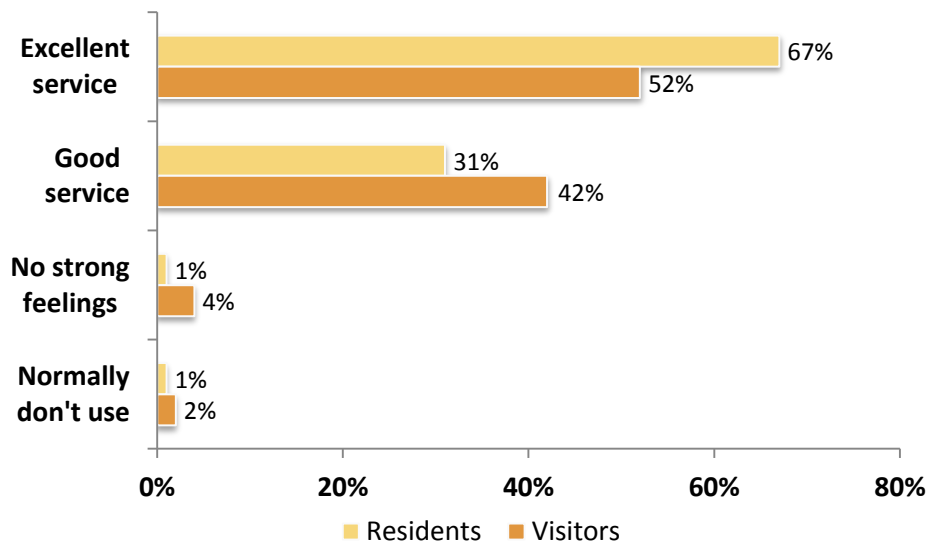


Figure 12 highlights the difference in perceptions between JWA intercept respondents who are residents and those who are visitors. Two-thirds of intercept residents (67%) provided a higher excellent service rating compared to just over half of intercept visitors (52%).

Figure 12: Opinions about JWA – 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.” Table 9 shows the average grades for each attribute in descending order, based on mean score ratings for the telephone survey. For purposes of discussion the attributes are then grouped with other similar attributes.

Table 9: Grades of JWA Features
(Telephone n = 400 Intercept n = 493)

 = Higher grade than 2013  = Lower grade than 2013

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

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

Overall, both telephone and intercept survey respondents feel safe and secure in JWA terminals and award high marks for cleanliness of the terminals and overall customer service.

Two new categories were added to the 2015 survey to assess users’ opinions of Uber/Lyft/Wingz’s services of getting passengers to the airport, and to measure satisfaction with the quality of news, gift, and other retail services at JWA.

The grades from phone respondents are all unchanged from 2013.

However, for the intercept surveys, three ground transportation factors (shuttle, taxi, and rental car services) dropped from an “A” to a “B,” as did the variety of air carriers. The only performance factor showing improvement is Valet Parking Service which increased from a “B” to an “A.” Note that some of the changes may not be statistically significant due to small sample sizes.

Table 10: 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

JWA’s customer service ratings in all categories are unchanged from 2013 and are also comparable to the results in 2011. Overall customer service at the airport received a grade of “A” from both telephone and intercept respondents. Differences in ratings between telephone and intercept respondents when ranking courteous and professional treatment from TSA and airport staff is higher among intercept respondents which may reflect the intercept respondents’ recent experience versus a recalled experience by the telephone respondents.

Table 11: 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
The amount of time to get through security check points	B	A

JWA is perceived as a safe and secure airport by the airport passengers. Overall, intercept respondents feel safe and secure inside the terminals. They were also satisfied with both the amount of time required to get through security check points and the security screening process at the airport giving all three performance factors a grade of “A.” All safety and security grades remain the same as in 2013.

Table 12: Amenities, Products, and Services Grades

 = Higher grade than 2013  = Lower grade than 2013

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

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

The rating for the variety of air carriers has seen a significant decline in the intercept survey resulting in a change from a grade of “A” in 2013 to a grade of “B” this year. Three airlines (AirTran, Interjet, and Mesa) who were providing service when the survey was conducted in 2013 are no longer servicing JWA. The positive rating among intercept respondents declined to 76 percent from 81 percent in 2013.

Among the intercept respondents, 20 percent printed their boarding passes using an automated kiosk and these respondents provided an average grade of “A.” The sample size has significantly decreased because of the increased use of mobile phone apps to obtain a boarding pass, and therefore the slight up-tick in the kiosk rating is not statistically insignificant. The average grades for food and beverage service, airport art exhibits, and information booth services are all unchanged from 2013. The quality of news, gift, and other retail service, a new category for 2015, received a grade of “B” from both the telephone and intercept survey respondents.

Table 13: Ground Transportation Grades

 = Higher grade than 2013  = Lower grade than 2013

Factors	Telephone Survey	Intercept Survey
Signage of airport terminals and roadways	B	A
Uber/Lyft/Wingz service getting you to the airport	B*	A*
Door-to-door shuttle service from the airport	B*	B*
Taxi service from the airport	B*	B*
Rental car service	B*	B*

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

Four factors relative to ground transportation at JWA were measured. Door-to-door shuttle service, taxi service and rental car service all showed a decline in satisfaction among intercept respondents when compared to the 2013 results. Although the change in overall scores was not large enough to be statistically different given the smaller number of respondents that rated these performance factors, they were enough to change the grades from “A” to “B.”

Signage for the airport terminals and roadways received a grade of “B” for the telephone survey and a grade of “A” for the intercept survey matching 2013. The new question regarding the use of Uber/Lyft/Wingz also received grades of “B” and “A” for the telephone and intercept surveys respectively.


Table 14: 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*

*Fewer than 200 respondents were able to rate this category which increases the margin of error to more than ± 6.9% at a 95% confidence level.

Both phone and intercept respondents consider JWA to be clean and well-maintained with all categories receiving a grade of “A.” The number of intercept respondents who were able to provide their opinion on the cleanliness of airport parking structures is lower than 2013 so the change in rating is not statistically insignificant.

Table 15: Parking Grades

 = Higher grade than 2013  = Lower grade than 2013

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

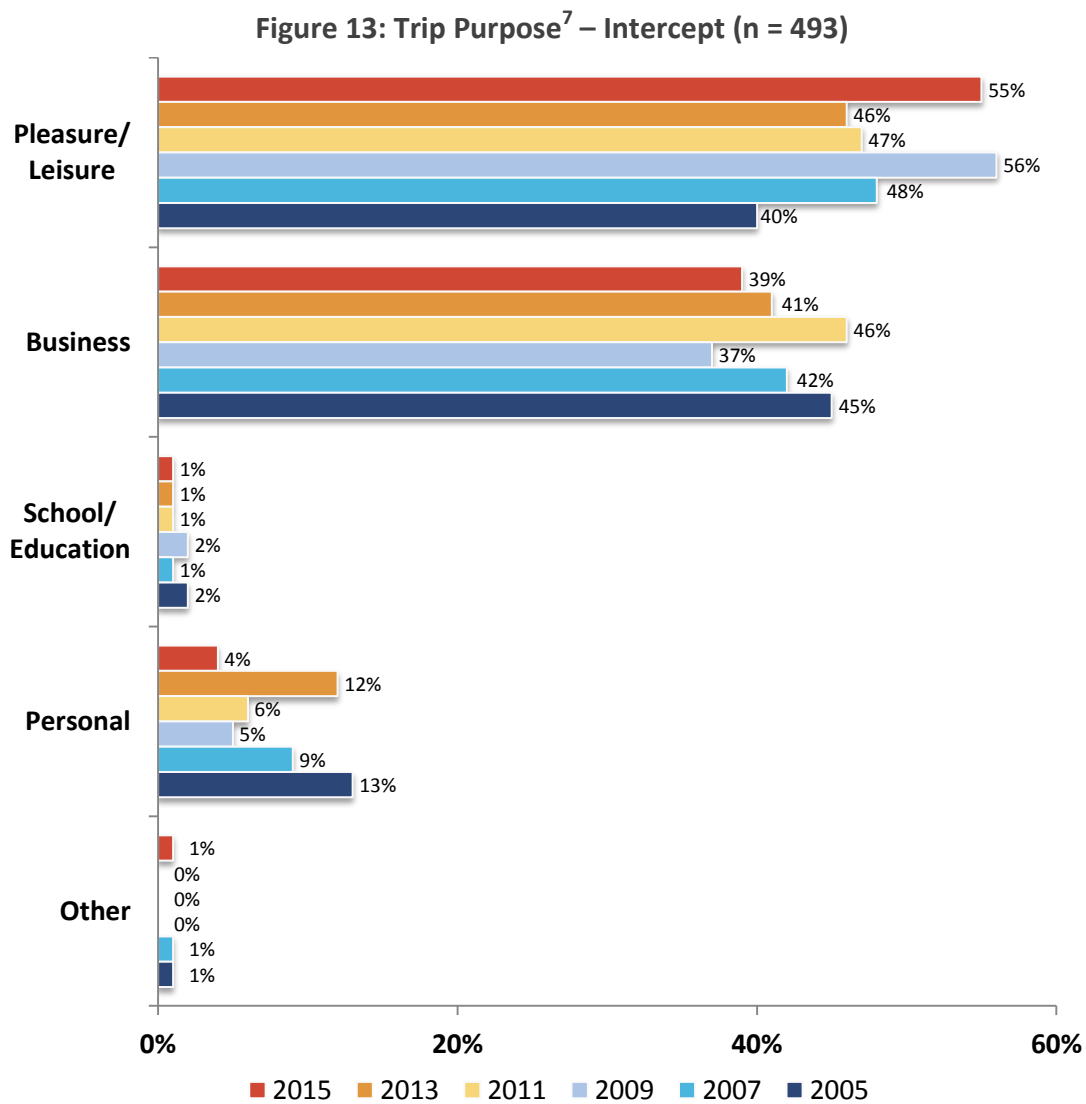
*Fewer than 200 respondents were able to rate this category which increases the margin of error to more than ± 6.9% at a 95% confidence level.

The average score for parking for both telephone and intercept surveys is unchanged from 2013’s grade of “B.” However, valet parking service maintained its “B” grade with phone respondents and received an “A” with intercept respondents. Although the grade shifted from a

“B” to an “A,” the change in the average score given the small sample size was not large enough to be statistically significant.

Trip Purpose

The proportion of pleasure/leisure travel at 55 percent has returned to levels not seen since 2009. Conversely, business travel continues to decline from 46 percent in 2011 to 41 percent in 2013, and now 39 percent in 2015.



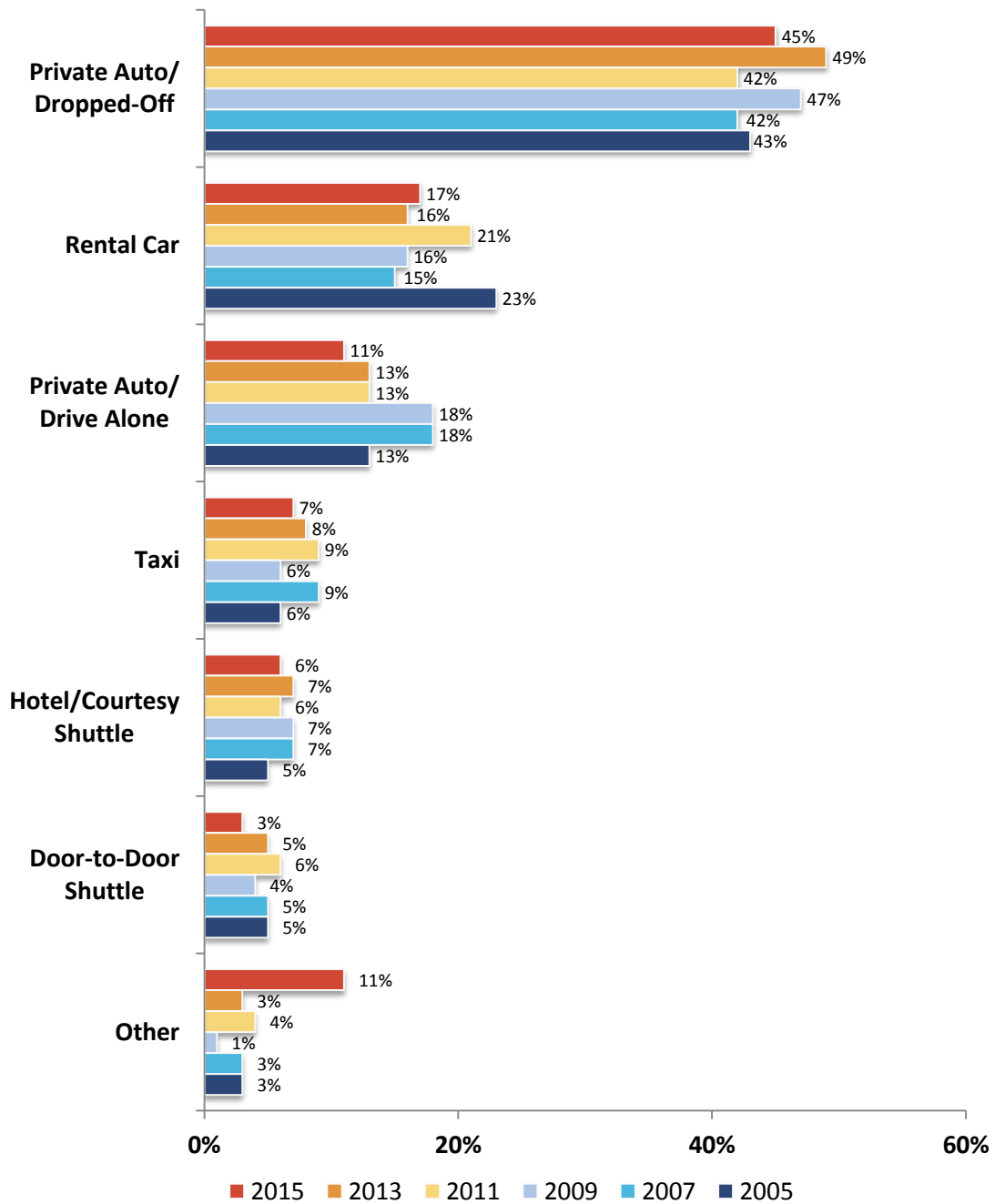
⁷ In 2005 and prior, business-related categories included business, business convention, and business/pleasure. Starting in 2007, all business categories were combined into one group. For comparison purposes, previous years' business categories have been combined as well.

Arrival at Airport

Transportation

Intercept respondents were asked to select the transportation mode that they used to arrive at JWA on the day of their flight. The results are presented in Figure 14.

Figure 14: Transportation to JWA – Intercept (n = 493)



Getting dropped-off by someone (45%) continues to be the most common transportation mode to arrive at the airport among the intercept respondents, although it is lower than in 2013 (49%). The use of rental cars remains virtually unchanged from 2013 with 17 percent of intercept respondents indicating that they arrived this way. Only visitors (25%) to Orange County reported using a rental car to access the airport. All but one of the transportation modes are similar to the distribution in 2013 with no more than two point decreases.

The use of Uber/Lyft/Wingz which was grouped into the Other category (for the purpose of consistency on the chart) now accounts for seven percent among the intercept respondents. So far this mode has not substantially lowered the use of taxi service, since the proportion of taxi users remains unchanged from 2013. Instead, the rise in the use of Uber/Lyft/Wingz appears to have most heavily impacted being dropped off (down 4%), driving alone, and door-to-door shuttle services (each down 2%). The remaining proportions of the Other category (4%) consist of the use of public transit, limousines, charter buses, and respondents who arrived from other airline flights.

Parking

There has been a shift in the selection of parking locations since 2013. The proportion selecting the terminal parking structure has decreased to 67 percent from 79 percent in 2013. This figure has been offset by an increase in the use of the Main Street parking lot (29% up 8%) and valet parking services (4% up from 0%).

Table 16: JWA Parking Options – Intercept (n = 47)

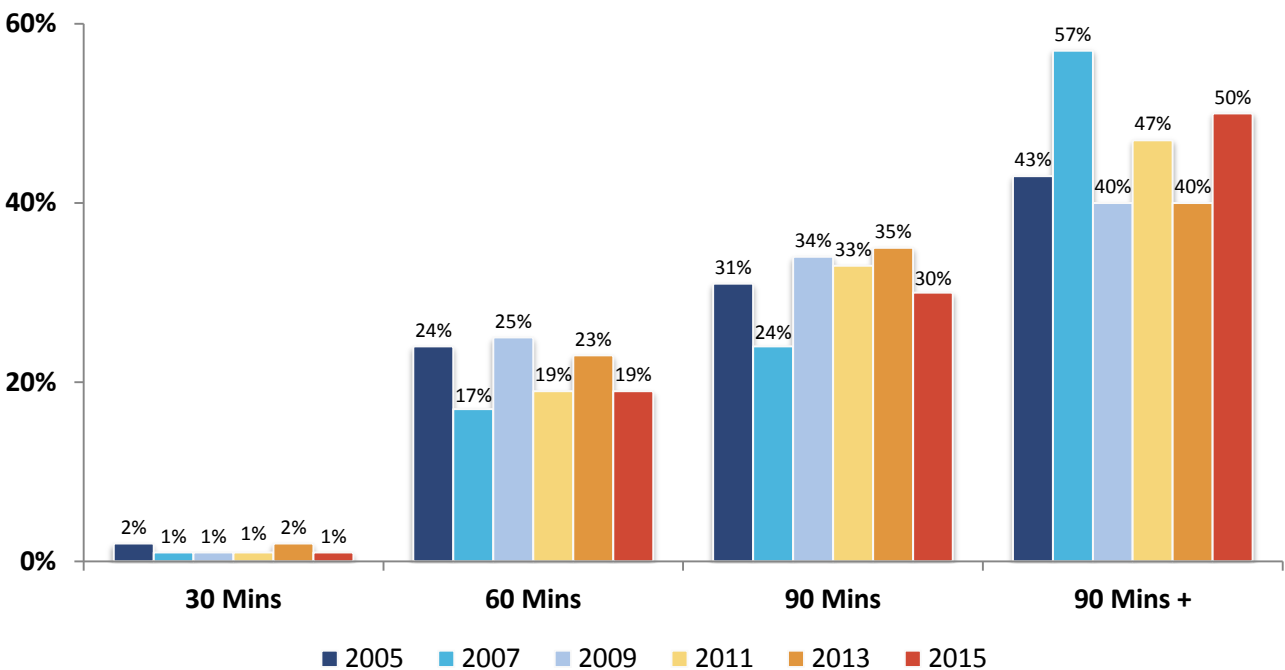
Parking Options	Percentage
Terminal Parking Structure	67%
Main Street Parking Lot	29%
Valet Parking	4%

Across all intercept respondents, the primary reason for choosing a specific parking facility is convenience at 52 percent. One-quarter (24%) of respondents are motivated by price, which has increased from 16 percent in 2013. While 69 percent of respondents who parked their car at the terminal parking structure are motivated by convenience, 83 percent who selected Main Street parking are largely driven by the price of parking. Half (50%) of the intercept respondents who parked their car at JWA indicated that they would use Apple Pay™ if this mobile app was available to pay for parking.

Arrival Time

On average, the arrival time at the terminal prior to flight departure is one hour and forty-five minutes which is similar to the 2013 average of one hour and forty-two minutes. The slight increase in average time is mainly driven by the 50 percent of intercept respondents who reported arrival time as 90 minutes or more, compared to 40 percent in 2013. This is offset by declines in the proportion of travelers arriving 61-90 minutes in advance which declined by five points to 30 percent, and those arriving 31-60 minutes in advance which declined by four points to 19 percent in 2015.

Figure 15: Arrival Time Prior to Scheduled Departure⁸ – Intercept (n = 460)



The average arrival time appears to be related to frequency of use of JWA. Infrequent travelers tend to arrive at the terminal earlier than frequent JWA users. For instance, respondents who travel through JWA one time per year reported arriving an average of one hour and fifty-two minutes in advance. In contrast, those who travel heavily (5+ times per year) have a lower average of one hour and twenty-eight minutes.

⁸ In 2005, arrival time categories consisted of 30, 45, 60, 90, and 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. Again, for comparison purpose they have been re-combined into 90+ minutes category.

Views on Products and Services

Close to one-third (31%) of intercept respondents would like to see additional services or products at the airport. Among the pre-coded responses for additional services, no one selected the shoe shine or the children’s area although in 2013 they were selected by one and two percent respectively. Current intercept respondents (100%) would like to see Other products or services which are summarized in Figures 16 and 17.

Figure 16: Desired Products and Services – Intercept (n = 152)

Food & Beverages	Amenities
More food options (11)	More electrical outlets (18)
Bar area (3)	Better Wi-Fi (14)
In-n-Out Burger (3)	Drinking water fountain (4)
More healthier food options (3)	Delta Sky club lounge (3)
High quality restaurants (2)	Smoking section (3)
Better quality of food	More power outlets by the gate seating areas (2)
Bigger food court	American Airline lounge
Cocktail lounge	Bigger airport
Different coffee shops not Starbucks	Delta Crown room
Food options for special dietary needs	Gate 21 is a very far walk and no restrooms there
Jamba Juice	Larger area to put shoes on after security check
Local food selections	Larger signs at security checkpoints
More coffee selections than Starbucks	More fun things to do while waiting
More restaurant options outside of security	More restaurant directional signs
More restaurants	More restrooms in Terminal C
More sandwich or vegetarian restaurants	More restrooms
More Starbucks	Moving sidewalks
Organic food option	Paper towels in the bathrooms
Pre-order food service	Storage for items not allowed on the plane
Restaurant with mediocre price range	Table seating areas for computer work
	United Airline lounge

Intercept respondents were asked to specify the location for their suggested new services or products. Out of 152 respondents, 12 percent wanted the new services/products to be located at Terminal C while only four percent suggested Terminal A (2%) and Terminal B (2%) as the ideal location. The remaining respondents (77%) either could not identify a potential location for the services/products or simply wanted them anywhere at the airport.

Figure 17: Desired Products and Services Cont. – Intercept (n = 152)

Airline Variety	Services & Shops
More international flights (5)	Duty-free shops (3)
Jet Blue (4)	More shops (3)
More flights and air carriers (4)	More book stores with a better selection (2)
Virgin America (3)	Better signage
More direct flights (2)	Carts to put luggage on
More flight frequency	CLEAR card access for security similar to SFO
More flights to Hawaii	Faster security check-in
American Continental	Foot rub place
Direct flight to Baltimore	Free coffee
Direct flight to East Coast	Free massage and free drinks
	Fresh popcorn stand
	John Wayne voice announcement
	Kid's books and magazines
	Local souvenir shops
	Manicure
	More boutique shopping
	More newspaper choices
	Nail salon
	Netflix
Transportation & Parking	
Affordable public transit	
Better parking facilities and short term parking	
Better pick up place such as a terminal island	
Cheaper valet parking	
Curbside check in	
Curbside for United Airlines	
Less expensive parking	
Make sure Uber and Lyft can pick up and drop off	
More parking structures	
Public transit	
Public transit that drops people off at the airport	
Shuttle to/from rental car	
Train to Los Angeles	

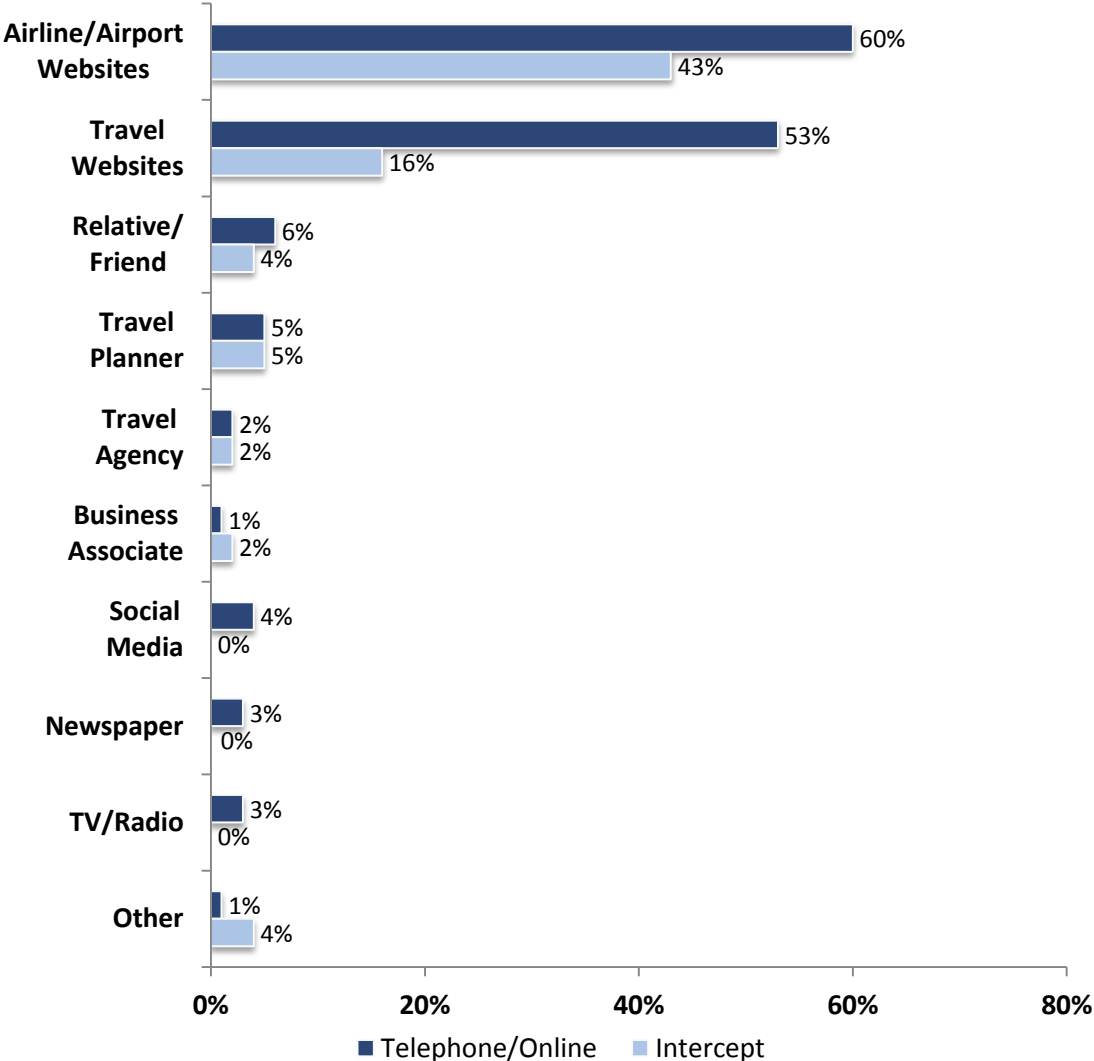
On the 2015 survey, intercept respondents were also presented with a hypothetical situation in which JWA offered a lounge similar to airline club lounges with amenities such as beverages, light snacks, and computer workstations for a nominal fee. Slightly less than half (45%) indicated that they would use the lounge if it was implemented. The proportion of respondents who would not use the lounge is under 50 percent across different trip purposes, frequency of use, and for both residents and visitors of Orange County.

Information Sources

JWA Information

In general, phone survey respondents are more likely to look for information about JWA (84%) than intercept respondents (67%). Online resources such as airline/airport websites and travel websites continue to be the most predominant sources of information for both the telephone and intercept respondents. Use of these online sources has more than doubled for telephone survey respondents and is up over 50 percent for intercept survey respondents. Print and broadcast media now only play a nominal role.

Figure 18: JWA Information Sources⁹
 (Telephone n = 400 Intercept n = 493)



⁹ 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 the phone (60%) and intercept respondents (43%). In addition, travel websites such as Expedia or Travelocity are also popular among the phone respondents (53%).

Despite the inexorable growth of online sources to obtain information about JWA, the JWA website has not seen a similar increase since the 2013 survey. While the proportion of phone respondents (35%) who report visiting the JWA website remains unchanged from 2013, the proportion of intercept respondents using the website has declined from 25 to 19 percent. Splitting the intercept respondents into residents and visitors shows that the decline in use of the JWA website among intercept respondents is primarily due to a drop from 21 to 13 percent among intercept visitors while intercept residents is essentially unchanged going from 32 to 31 percent.

The percentage of phone respondents who said they found the information on the website to be useful is similar to 2013, with a slight decrease from 88 percent to 84 percent. Similarly, the percentage of intercept respondents finding the website information useful is essentially unchanged from 2013's 90 percent to 89 percent this year.

Respondents who visited the JWA website were asked whether they would like to see any additional information on the website. One-quarter (25%) of phone respondents and 15 percent of intercept respondents implied that they would like to see new information. A sample of the responses is listed below. A substantial number of suggestions provided by the phone and intercept respondents overlap, such as restaurant information, parking availability, and TSA rules or check-in times.

Telephone/Online Survey

- Wait times
- List of operators
- Improve the search for flight
- Off-site parking information
- Parking availability
- More Info about flights and times
- Flight ticket price
- Service availability and times
- Restaurant information
- Closest parking structure to the terminal
- Better navigation and user friendly
- Maps showing access the parking lot
- Maps of restaurants and lounges
- Info on traffic delays & check-in times
- Airplane schedules and TSA rules
- Traffic updates
- Weather, transit/Uber info, and hotels
- Pictures of all airplanes

Intercept Survey

- Restaurant information
- Accessible website (handicap)
- Water fountain locations
- TSA rules (i.e. shoes on or off)
- Notice when lot is full
- Site improvement (not working)
- Off-site parking information
- Direct visitors
- Info on parking cost and USO
- Way to purchase tickets
- Links to public transit
- Estimated wait times for TSA
- Past curfew flights
- Mobile version
- Parking availability & traffic conditions
- More links

Demographics

Demographic Profile

The distribution of gender, age, and household income for both the telephone and intercept respondents are summarized in Table 17: Demographic Profile.

Table 17: Demographic Profile

Category	Telephone	Intercept	
	Residents	Residents	Visitors
Gender			
Male	51%	46%	45%
Female	49%	54%	55%
Age			
18-24	6%	12%	16%
25-34	14%	19%	18%
35-44	20%	17%	16%
45-54	24%	17%	20%
55-64	17%	21%	18%
65+	20%	15%	12%
Household Income			
< \$50,000	10%	15%	16%
\$50,000 - \$99,999	23%	20%	25%
\$100,000 - \$149,999	22%	18%	19%
\$150,000 - \$199,999	13%	15%	11%
\$200,000+	18%	17%	15%
DK/Refused	15%	15%	13%

Destination Cities

When asked about the final destination city of their trip, 73 percent of intercept respondents indicated that the first destination for their flight departing from JWA was also their final destination. The proportion of non-stop flights continues to show growth from 57 percent in 2011 and 62 percent in 2013. This indicates that in 2015 just over one-quarter (27%) of all JWA passengers are continuing to another destination beyond the terminus of their initial flight.

Home Cities and Communities

Prior to taking the survey, telephone/online survey participants were screened by home zip code to verify that they live within Orange County. The collected zip codes were further translated into the participant's home city/community. The five most frequently listed cities are Irvine (11.3%), Huntington Beach (9.5%), Anaheim (7.0%), Santa Ana (5.5%), and both Mission Viejo (5.3%) and Orange (5.3%). Tustin which was among the top five in 2013 has been replaced by Santa Ana and Mission Viejo.

Table 18: Home Cities and Communities – Telephone (n = 400)

Home City/ Community	Count	%	Home City/ Community	Count	%
Aliso Viejo	17	4.3%	Laguna Niguel	14	3.5%
Anaheim	28	7.0%	Laguna Woods	5	1.3%
Brea	5	1.3%	Lake Forest	12	3.0%
Buena Park	2	0.5%	Midway City	1	0.3%
Corona Del Mar	6	1.5%	Mission Viejo	21	5.3%
Costa Mesa	18	4.5%	Newport Beach/Coast	15	3.8%
Coto de Caza	2	0.5%	Orange	21	5.3%
Cypress	5	1.3%	Placentia	5	1.3%
Dana Point	4	1.0%	Rancho Santa Margarita	8	2.0%
Foothill Ranch	1	0.3%	San Clemente	12	3.0%
Fountain Valley	6	1.5%	San Juan Capistrano	5	1.3%
Fullerton	6	1.5%	Santa Ana	22	5.5%
Garden Grove	15	3.8%	Seal Beach	1	0.3%
Huntington Beach	38	9.5%	Stanton	2	0.5%
Irvine	45	11.3%	Trabuco Canyon	4	1.0%
La Habra	2	0.5%	Tustin	16	4.0%
Ladera Ranch	3	0.8%	Westminster	7	1.8%
Laguna Beach	6	1.5%	Yorba Linda	10	2.5%
Laguna Hills	9	2.3%	Other/Unincorporated	1	0.3%

Irvine continues to be the most commonly reported home city among participants in the 2015 telephone survey at 11.3 percent, compared to 10.5 percent in 2013. Other home cities that are at least four percent are Costa Mesa (4.5%), Aliso Viejo (4.3%), and Tustin (4.0%).

On the intercept survey, the five most frequently listed cities are Irvine (15.3%), Newport Beach (7.4%), Costa Mesa (6.7%), Huntington Beach (6.7%), and both Fullerton (5.5%) and Mission Viejo (5.5%). Orange and Laguna Niguel which were among the top five home cities in the 2013

survey have been replaced by Costa Mesa, Fullerton, and Mission Viejo. Other home cities with at least four percent are Laguna Niguel (4.9%), Orange (4.9%), and Santa Ana (4.3%).

Table 19: Home Cities and Communities – Intercept (n = 163)

Home City/ Community	Count	%	Home City/ Community	Count	%
Aliso Viejo	1	0.6%	Laguna Niguel	8	4.9%
Anaheim	6	3.7%	Laguna Woods	3	1.8%
Brea	1	0.6%	Lake Forest	2	1.2%
Buena Park	3	1.8%	Mission Viejo	9	5.5%
Corona Del Mar	1	0.6%	Newport Beach	12	7.4%
Costa Mesa	11	6.7%	Orange	8	4.9%
Cypress	1	0.6%	Placentia	3	1.8%
Dana Point	5	3.1%	Rancho Santa Margarita	5	3.1%
Fullerton	9	5.5%	San Clemente	2	1.2%
Garden Grove	6	3.7%	San Juan Capistrano	2	1.2%
Huntington Beach	11	6.7%	Santa Ana	7	4.3%
Irvine	25	15.3%	Trabuco Canyon	1	0.6%
La Habra	1	0.6%	Tustin	4	2.5%
Ladera Ranch	1	0.6%	Villa Park	1	0.6%
Laguna Beach	2	1.2%	Westminster	4	2.5%
Laguna Hills	2	1.2%	Yorba Linda	6	3.7%

Similar to the 2013 findings, the largest proportion of home city for both the telephone and intercept surveys is Irvine. Huntington Beach and Mission Viejo are also listed among the top five home cities in both surveys.

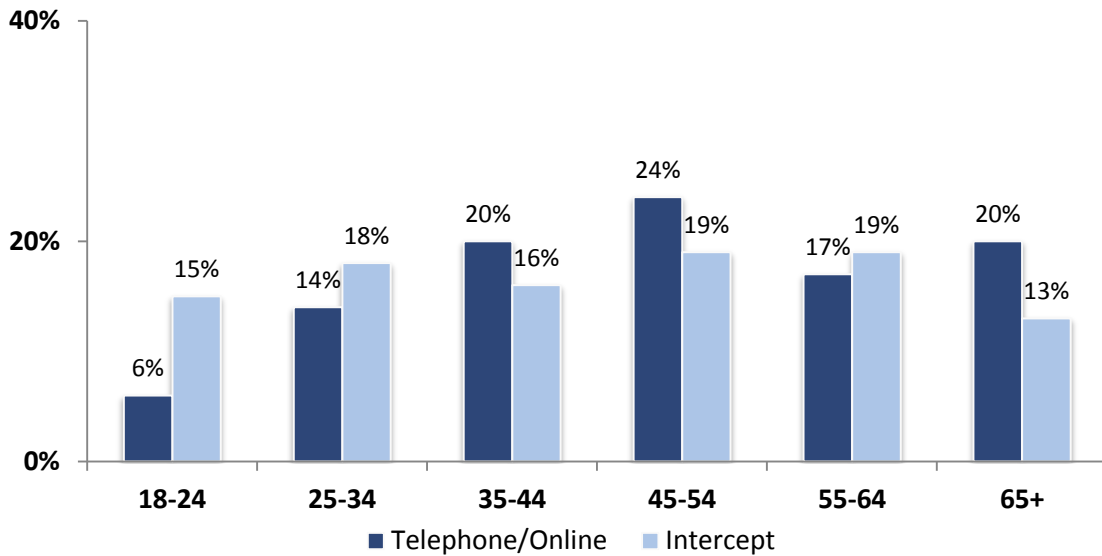
Resident-Visitor Distribution

In the intercept survey results, the split between residents and visitors remains unchanged from the 2013 survey. The percentage of respondents who identify themselves as a resident of Orange County is 34 percent this year compared to 2013 survey at 35 percent.

Age Distribution

The median age category for both the telephone and intercept surveys is within the range of 45-54 years old. Compared to the 2013 age distribution, the median age range for the telephone survey is unchanged. However, the median age range for the intercept survey has moved up from 35-44 to 45-54 years old.

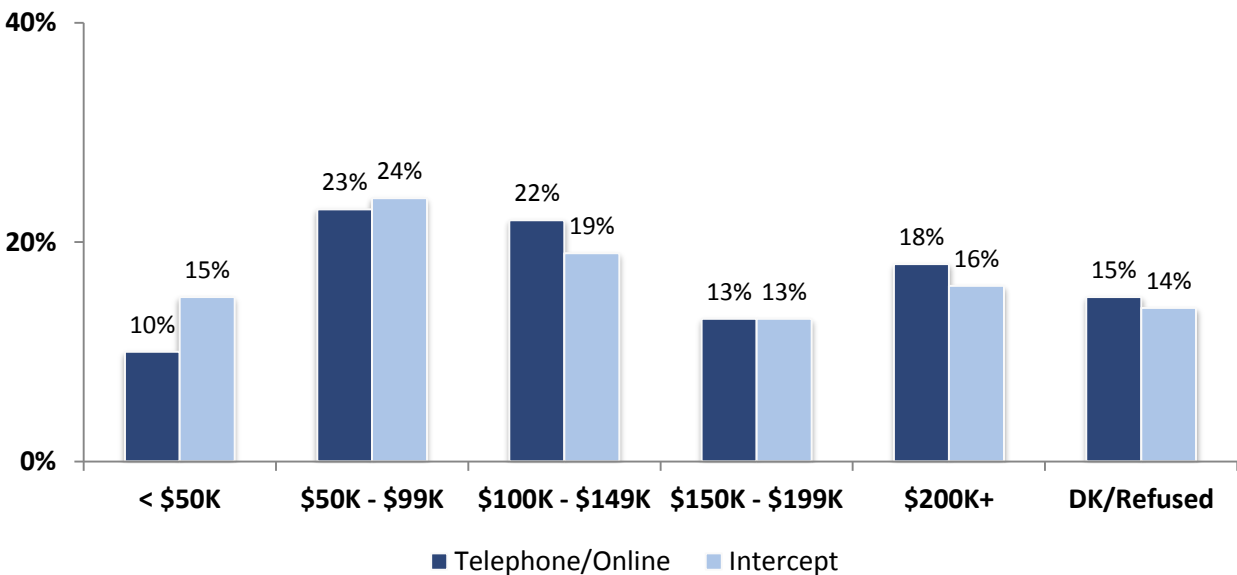
Figure 19: Age Distribution
 (Telephone n = 400 Intercept n = 489)



Household Income

Similar to 2013, the median income range for both the telephone and intercept surveys remains unchanged at \$100,000 to \$149,999.

Figure 20: Household Income
 (Telephone n = 400 Intercept n = 493)



Primary Language Spoken at Home

Both the phone and intercept respondents were asked to identify the primary language spoken in their home. A vast majority (95%) of phone respondents reported English as their primary language spoken at home. At a relatively small sample size, the remaining five percent who do not speak English at home indicated that they speak Spanish (47%), Vietnamese (21%), and Chinese-Cantonese (5%).

Similar to the phone respondents, the majority (93%) of intercept respondents reported English as their primary language. Also with small sample size, the seven percent who do not speak English at home indicated they speak Spanish (29%), Vietnamese (15%), or Chinese-Mandarin (13%).

The following table summarizes all responses with respect to the non-English language spoken at home. Comparing the distribution between the telephone and intercept surveys is not recommended due to the small sample size.

**Table 20: Primary Language Other than English
(Telephone n = 19 Intercept n = 36)**

Primary Language	Telephone	Intercept
Spanish	47%	29%
Chinese (Mandarin)	-	13%
Chinese (Cantonese)	5%	6%
Korean	-	6%
Vietnamese	21%	15%
German	5%	-
Punjabi	5%	-
Japanese	5%	-
Hindi	5%	-
Tagalog	-	9%
Farsi	-	6%
Tongan	-	3%
Arabic	-	3%
French	-	3%
Portuguese	-	2%
Bulgarian	-	2%
Dutch	-	3%
Unspecified	5%	-

APPENDIX

Telephone/Online Survey – Unweighted Frequency (Total n = 400)

1. ARE YOU 18 YEARS OF AGE OR OLDER ?
 1. YES..... 97%
 2. NO..... 3%

2. MAY I SPEAK WITH SOMEONE IN YOUR HOUSEHOLD WHO IS 18 OR OLDER ?
 1. ADULT AVAILABLE..... 0%
 2. ADULT NOT HOME..... 0%
 3. REFUSED/NO SUCH PERSON..... 100%

4. IS THERE ANYONE ELSE IN YOUR HOUSEHOLD 18 OR OLDER THAT HAS TRAVELLED BY AIR IN THE LAST YEAR ?
 1. YES..... 7%
 2. NO..... 93%

5. MAY I PLEASE SPEAK WITH THAT PERSON ?
 1. YES..... 0%
 2. NO..... 100%

6. HOW MANY TIMES HAVE YOU FLOWN OUT OF JOHN WAYNE AIRPORT IN THE PAST YEAR (I.E. HOW MANY ROUND TRIPS THROUGH JWA) ?
 1. ONE..... 33%
 2. TWO..... 23%
 3. THREE..... 13%
 4. FOUR..... 9%
 5. FIVE..... 6%
 6. SIX..... 5%
 7. SEVEN..... 1%
 8. EIGHT..... 2%
 9. NINE..... 1%
 10. 10 - 15..... 5%
 11. 16 - 20..... 1%
 12. OVER 20..... 3%
 13. NONE/DON'T KNOW..... 0%

6/103. HOW MANY TIMES HAVE YOU FLOWN OUT OF JWA WITHIN THE PAST 12 MONTHS ?

- 1. 1-2 TIMES/YR..... 56%
- 2. 3-4 TIMES/YR..... 22%
- 3. 5-9 TIMES/YR..... 14%
- 4. 10+ TIMES/YR..... 9%

7. IS THERE ANYONE ELSE IN YOUR HOUSEHOLD 18 OR OLDER THAT MIGHT HAVE USED JOHN WAYNE AIRPORT IN THE LAST YEAR ?

- 1. YES..... 0%
- 2. NO..... 100%

9. 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	17	4.3%	Laguna Niguel	14	3.5%
Anaheim	28	7.0%	Laguna Woods	5	1.3%
Brea	5	1.3%	Lake Forest	12	3.0%
Buena Park	2	0.5%	Midway City	1	0.3%
Corona Del Mar	6	1.5%	Mission Viejo	21	5.3%
Costa Mesa	18	4.5%	Newport Beach/Coast	15	3.8%
Coto de Caza	2	0.5%	Orange	21	5.3%
Cypress	5	1.3%	Placentia	5	1.3%
Dana Point	4	1.0%	Rancho Santa Margarita	8	2.0%
Foothill Ranch	1	0.3%	San Clemente	12	3.0%
Fountain Valley	6	1.5%	San Juan Capistrano	5	1.3%
Fullerton	6	1.5%	Santa Ana	22	5.5%
Garden Grove	15	3.8%	Seal Beach	1	0.3%
Huntington Beach	38	9.5%	Stanton	2	0.5%
Irvine	45	11.3%	Trabuco Canyon	4	1.0%
La Habra	2	0.5%	Tustin	16	4.0%
Ladera Ranch	3	0.8%	Westminster	7	1.8%
Laguna Beach	6	1.5%	Yorba Linda	10	2.5%
Laguna Hills	9	2.3%	Other/Unincorporated	1	0.3%

9/105. AREA OF ORANGE COUNTY IN WHICH PASSENGERS LIVE

- 1. CENTRAL..... 49%
- 2. NORTH..... 21%
- 3. SOUTH..... 31%
- 4. OTHER..... 0%

12. WHAT INFORMATION SOURCES DO YOU USE FOR INFORMATION ON JWA ?
(MULTIPLE RESPONSE)

- 1. EXPEDIA..... 17%
- 2. ORBITZ..... 9%
- 3. TRAVELOCITY..... 11%
- 4. KAYAK..... 8%
- 5. HOTWIRE..... 4%
- 6. OTHER TRAVEL WEBSITE..... 4%
- 7. AIRLINE/AIRPORT WEBSITES..... 60%
- 8. FACEBOOK..... 1%
- 9. TWITTER..... 1%
- 10. YELP..... 2%
- 11. OTHER SOCIAL MEDIA WEBSITE..... 0%
- 12. LOCAL NEWSPAPER (PAPER OR ONLINE)..... 3%
- 13. TRAVEL AGENCY..... 2%
- 14. RADIO..... 1%
- 15. TV..... 2%
- 16. RELATIVE/FRIEND..... 6%
- 17. BUSINESS ASSOCIATE..... 1%
- 18. CORPORATE TRAVEL PLANNER..... 5%
- 19. OTHER SOURCE..... 1%
- 20. HAVEN'T LOOKED FOR INFORMATION ON JOHN WAYNE AIRPORT... 16%

13. PLEASE TELL ME WHICH LOCAL NEWSPAPERS YOU READ. (MULTIPLE RESPONSE)

- 1. ORANGE COUNTY REGISTER - PAPER..... 50%
- 2. ORANGE COUNTY REGISTER - ONLINE..... 8%
- 3. LOS ANGELES TIMES - PAPER..... 67%
- 4. LOS ANGELES TIMES - ONLINE..... 17%
- 5. DAILY PILOT..... 25%
- 6. ORANGE COUNTY BUSINESS JOURNAL..... 8%
- 7. OTHER..... 8%
- 8. NONE..... 0%

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..... 84%
 - 2. NO..... 7%
 - 3. DON'T RECALL..... 9%
16. WHAT ADDITIONAL INFORMATION WOULD YOU LIKE TO SEE ON THE WEBSITE ?
- 1. NONE..... 75%
 - 2. OTHER..... 25%
- 16/85. WHAT ADDITIONAL INFORMATION WOULD YOU LIKE TO SEE ON THE WEBSITE ?
- 1. PARKING..... 29%
 - 2. AMENITIES/DINING..... 11%
 - 3. PRICING/DISCOUNTS..... 9%
 - 4. TRAFFIC..... 6%
 - 5. FLIGHT INFO..... 20%
 - 6. OTHER..... 26%
17. WHAT IS YOUR PRIMARY REASON FOR CHOOSING JOHN WAYNE AIRPORT ?
- 1. CONVENIENT LOCATION/PROXIMITY TO HOME..... 93%
 - 2. BETTER FLIGHT SCHEDULE/AVAILABILITY..... 2%
 - 3. LESS BUSY/LESS INTIMIDATING THAN OTHER AIRPORTS..... 4%
 - 4. TRAVEL PLANNED BY CORPORATE PLANNER OR FAMILY MEMBER.... 1%
 - 5. COST/AFFORDABILITY..... 1%
 - 6. OTHER..... 0%
18. WHEN YOU CHOOSE TO FLY OUT OF AIRPORTS OTHER THAN JOHN WAYNE, WHAT IS YOUR PRIMARY REASON FOR DOING SO ?
- 1. COST/AFFORDABILITY..... 33%
 - 2. CONVENIENT LOCATION..... 7%
 - 3. FLIGHT SCHEDULE/AVAILABILITY..... 37%
 - 4. VARIETY OF INTERNATIONAL CONNECTIONS..... 16%
 - 5. CHOICE OF AIRLINES..... 2%
 - 6. MORE RELAXING ENVIRONMENT, LESS BUSY..... 1%
 - 7. TRAVEL PLANNED BY CORPORATE PLANNER OR FAMILY MEMBER.... 2%
 - 8. OTHER..... 0%
 - 9. NEVER USE OTHER AIRPORTS..... 3%
19. WHICH OTHER AIRPORT DO YOU USE MOST OFTEN ?
- 1. LAX..... 74%
 - 2. LONG BEACH..... 21%
 - 3. ONTARIO..... 3%
 - 4. SAN DIEGO..... 2%
 - 5. OTHER..... 0%

20. PRIOR TO THIS SURVEY, WERE YOU AWARE THAT JOHN WAYNE AIRPORT PROVIDES NON-STOP SERVICE TO MEXICO & CANADA ?

- 1. YES..... 53%
- 2. YES - CANADA, BUT NOT MEXICO..... 2%
- 3. YES - MEXICO, BUT NOT CANADA..... 10%
- 4. NO..... 36%

21. USING THE SCHOOL GRADING SYSTEM OF "A" TO "F," HOW WOULD YOU GRADE JOHN WAYNE AIRPORT ON:

22. VARIETY OF AIR CARRIERS.

- 1. A..... 34%
- 2. B..... 40%
- 3. C..... 18%
- 4. D..... 3%
- 5. F..... 1%
- 6. NA..... 5%

23. SATISFACTION WITH PARKING

- 1. A..... 36%
- 2. B..... 27%
- 3. C..... 12%
- 4. D..... 3%
- 5. F..... 1%
- 6. NA..... 20%

24. DOOR-TO-DOOR SHUTTLE SERVICE FROM THE AIRPORT. (E.G. SUPER-SHUTTLE OR PRIME-TIME, NOT HOTEL SHUTTLES)

- 1. A..... 16%
- 2. B..... 11%
- 3. C..... 5%
- 4. D..... 1%
- 5. F..... 0%
- 6. NA..... 67%

25. SERVICES PROVIDED BY UBER, LYFT, OR WINGZ.

- 1. A..... 14%
- 2. B..... 5%
- 3. C..... 3%
- 4. D..... 1%
- 5. F..... 0%
- 6. NA..... 79%

26. TAXI SERVICE FROM THE AIRPORT.

1. A.....	18%
2. B.....	14%
3. C.....	6%
4. D.....	1%
5. F.....	1%
6. NA.....	59%

27. RENTAL CAR SERVICE.

1. A.....	15%
2. B.....	13%
3. C.....	4%
4. D.....	1%
5. F.....	0%
6. NA.....	67%

28. VALET PARKING SERVICE.

1. A.....	12%
2. B.....	6%
3. C.....	4%
4. D.....	2%
5. F.....	1%
6. NA.....	76%

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

1. A.....	37%
2. B.....	40%
3. C.....	13%
4. D.....	2%
5. F.....	1%
6. NA.....	8%

30. THE QUALITY OF NEWS, GIFT, & OTHER RETAIL SERVICES AT JOHN WAYNE AIRPORT.

1. A.....	31%
2. B.....	37%
3. C.....	14%
4. D.....	1%
5. F.....	0%
6. NA.....	18%

31. INFORMATION BOOTH SERVICE

1. A.....	21%
2. B.....	16%
3. C.....	4%
4. D.....	0%
5. F.....	0%
6. NA.....	58%

32. SIGNAGE OF AIRPORT TERMINALS & ROADWAYS.

1. A.....	56%
2. B.....	32%
3. C.....	9%
4. D.....	2%
5. F.....	0%
6. NA.....	2%

33. AIRPORT ART EXHIBITS.

1. A.....	28%
2. B.....	23%
3. C.....	9%
4. D.....	1%
5. F.....	0%
6. NA.....	38%

34. CLEANLINESS OF AIRPORT TERMINAL.

1. A.....	73%
2. B.....	25%
3. C.....	3%
4. D.....	0%
5. F.....	0%
6. NA.....	0%

35. CLEANLINESS OF AIRPORT RESTROOMS.

1. A.....	60%
2. B.....	34%
3. C.....	3%
4. D.....	1%
5. F.....	0%
6. NA.....	3%

36. CLEANLINESS OF AIRPORT PARKING STRUCTURES.

1. A.....	52%
2. B.....	24%
3. C.....	6%
4. D.....	0%
5. F.....	1%
6. NA.....	18%

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

1. A.....	57%
2. B.....	37%
3. C.....	6%
4. D.....	0%
5. F.....	0%
6. NA.....	1%

38. MAKING YOU FEEL SAFE & SECURE IN THE TERMINAL.

1. A.....	72%
2. B.....	23%
3. C.....	3%
4. D.....	0%
5. F.....	0%
6. NA.....	2%

39. THE SECURITY SCREENING PROCESS.

1. A.....	48%
2. B.....	36%
3. C.....	11%
4. D.....	2%
5. F.....	2%
6. NA.....	2%

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

1. A.....	46%
2. B.....	39%
3. C.....	11%
4. D.....	2%
5. F.....	2%
6. NA.....	1%

41. BEING TREATED IN A COURTEOUS & PROFESSIONAL MANNER BY TSA SECURITY SCREENING STAFF.

- 1. A..... 53%
- 2. B..... 34%
- 3. C..... 10%
- 4. D..... 2%
- 5. F..... 2%
- 6. NA..... 1%

42. BEING TREATED IN A PROFESSIONAL MANNER BY AIRPORT POLICE

- 1. A..... 37%
- 2. B..... 16%
- 3. C..... 7%
- 4. D..... 2%
- 5. F..... 1%
- 6. NA..... 38%

43. PLEASE RATE YOUR OVERALL SATISFACTION WITH JOHN WAYNE AIRPORT.

- 1. A..... 54%
- 2. B..... 42%
- 3. C..... 3%
- 4. D..... 1%
- 5. F..... 0%

44/84. WHY DID YOU GIVE JWA AN OVERALL GRADE OF ___ ? (MULTIPLE RESPONSE)

- 1. EASY..... 30%
- 2. CONVENIENT LOCATION..... 23%
- 3. CLEAN..... 19%
- 4. GOOD SERVICE..... 12%
- 5. FLIGHT SCHEDULE..... 18%
- 6. COST..... 7%
- 7. PARKING..... 7%
- 8. OTHER..... 24%

45. WHICH OF THE FOLLOWING STATEMENTS ABOUT JOHN WAYNE AIRPORT DO YOU MOST AGREE ?

- 1. JWA PROVIDES EXCELLENT SERVICE/ASSET..... 66%
- 2. JWA FACILITIES & SERVICES ARE GOOD & MEET MY NEEDS..... 29%
- 3. I DON'T HAVE ANY FEELINGS ABOUT JWA..... 3%
- 4. I NORMALLY DON'T USE BECAUSE IT DOESN'T FIT MY NEEDS..... 2%

46/106. WHAT AIRLINE DID YOU USE ON YOUR LAST TRIP TO/FROM JOHN WAYNE AIRPORT ?

- 1. ALASKA..... 8%
- 2. AMERICAN..... 24%
- 3. DELTA (ALLIANCE & CONNECTION)..... 11%
- 4. FRONTIER..... 2%
- 5. SOUTHWEST..... 37%
- 6. UNITED/CONTINENTAL..... 13%
- 7. US AIR..... 2%
- 8. WESTJET..... 0%
- 9. DON'T RECALL..... 4%

47. IF YOU PARKED AT JWA & THEY OFFERED THE OPTION OF PAYING WITH AN APP SUCH AS "APPLE-PAY," WOULD YOU USE IT ?

- 1. YES - WOULD USE IT..... 37%
- 2. NO - WOULD NOT USE IT..... 44%
- 3. DON'T KNOW..... 10%
- 4. DON'T PARK AT THE AIRPORT..... 8%

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

- 1. 18 - 24..... 6%
- 2. 25 - 34..... 14%
- 3. 35 - 44..... 20%
- 4. 45 - 54..... 24%
- 5. 55 - 64..... 17%
- 6. 65 & OVER..... 20%
- 7. REFUSED..... 0%

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

- 1. YES..... 95%
- 2. NO..... 5%
- 3. REFUSED..... 0%

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

- 1. SPANISH..... 47%
- 2. CHINESE (MANDARIN)..... 0%
- 3. CHINESE (CANTONESE)..... 5%
- 4. KOREAN..... 0%
- 5. VIETNAMESE..... 21%
- 6. OTHER..... 26%

51. PLEASE STOP ME WHEN I READ THE CATEGORY THAT BEST REFLECTS YOUR
2014 TOTAL HOUSEHOLD INCOME BEFORE TAXES.

1. UNDER \$50,000.....	10%
2. \$50,000 - \$99,999.....	23%
3. \$100,000 - \$149,999.....	22%
4. \$150,000 - \$199,999.....	13%
5. \$200,000 OR MORE.....	18%
6. DON'T KNOW/REFUSED.....	15%

52. GENDER

1. MALE.....	51%
2. FEMALE.....	49%

Intercept Survey – Weighted Frequency (Total n = 493)

5. WHAT AIRLINE ARE YOU FLYING ON ?

1. ALASKA.....	19%
2. AMERICAN.....	10%
3. DELTA (ALLIANCE & CONNECTION).....	5%
4. FRONTIER.....	2%
5. SOUTHWEST.....	43%
6. UNITED/CONTINENTAL.....	17%
7. US AIRWAYS.....	3%
8. WESTJET.....	1%

7. DESTINATION CITY

1. ATLANTA.....	1%
2. AUSTIN.....	1%
3. CABO SAN LUCAS.....	1%
4. CHICAGO.....	6%
5. DALLAS/FT WORTH.....	8%
6. DENVER.....	10%
7. HOUSTON.....	4%
8. KANSAS CITY.....	0%
9. LAS VEGAS.....	4%
10. MEXICO CITY.....	1%
11. MINNEAPOLIS/ST PAUL.....	2%
12. NEWARK.....	4%
13. OAKLAND.....	7%
14. PHOENIX.....	5%
15. PORTLAND.....	7%
16. PUERTO VALLARTA.....	1%
17. SACRAMENTO.....	7%
18. SALT LAKE CITY.....	3%
19. SAN FRANCISCO.....	11%
20. SAN JOSE.....	4%
21. SEATTLE.....	12%
22. ST. LOUIS.....	0%
23. VANCOUVER.....	1%

8. IS THAT YOUR FINAL DESTINATION CITY FOR TODAYS FLIGHT ?

1. YES.....	73%
2. NO.....	27%

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..... 34%
- 2. VISITOR..... 66%

12/105. AREA OF ORANGE COUNTY IN WHICH PASSENGERS LIVE (RESIDENTS ONLY)

- 1. CENTRAL..... 48%
- 2. NORTH..... 22%
- 3. SOUTH..... 27%
- 4. OTHER..... 2%

13. WHAT IS THE NAME OF YOUR CITY ?

Home City/ Community	Count	%	Home City/ Community	Count	%
Aliso Viejo	1	0.6%	Laguna Niguel	8	4.9%
Anaheim	6	3.7%	Laguna Woods	3	1.8%
Brea	1	0.6%	Lake Forest	2	1.2%
Buena Park	3	1.8%	Mission Viejo	9	5.5%
Corona Del Mar	1	0.6%	Newport Beach	12	7.4%
Costa Mesa	11	6.7%	Orange	8	4.9%
Cypress	1	0.6%	Placentia	3	1.8%
Dana Point	5	3.1%	Rancho Santa Margarita	5	3.1%
Fullerton	9	5.5%	San Clemente	2	1.2%
Garden Grove	6	3.7%	San Juan Capistrano	2	1.2%
Huntington Beach	11	6.7%	Santa Ana	7	4.3%
Irvine	25	15.3%	Trabuco Canyon	1	0.6%
La Habra	1	0.6%	Tustin	4	2.5%
Ladera Ranch	1	0.6%	Villa Park	1	0.6%
Laguna Beach	2	1.2%	Westminster	4	2.5%
Laguna Hills	2	1.2%	Yorba Linda	6	3.7%

18. HOW DID YOU GET TO THE AIRPORT TODAY ?

1. DROVE ALONE.....	11%
2. DROPPED OFF.....	45%
3. TAXI.....	7%
4. UBER/LYFT/WINGZ.....	7%
5. RENTAL CAR.....	17%
6. PUBLIC TRANSIT.....	0%
7. HOTEL SHUTTLE.....	6%
8. CHARTER BUS.....	0%
9. LIMOUSINE.....	1%
10. DTD SHUTTLE.....	3%
11. ANOTHER FLIGHT.....	3%
12. OTHER.....	1%
13. REFUSED/DK.....	0%

20. HOW WOULD YOU RATE UBER/LYFT/WINGZ SERVICE GETTING YOU TO THE AIRPORT TODAY ?

1. A.....	85%
2. B.....	10%
3. C.....	5%
4. D.....	0%
5. F.....	0%

21. DID YOU PARK YOUR VEHICLE AT THE AIRPORT TODAY ?

1. YES.....	90%
2. NO.....	10%

22. WHICH PARKING OPTION DID YOU CHOOSE ?

1. TERMINAL PARKING STRUCTURE.....	67%
2. MAIN STREET PARKING LOT.....	29%
3. VALET PARKING.....	4%

23. WHY DID YOU CHOOSE THAT PARKING OPTION ?

1. PRICE.....	24%
2. LOCATION.....	17%
3. CONVENIENCE.....	52%
4. CAR WASH.....	0%
5. OTHER.....	6%

25. IF YOU PARKED AT JWA AND THEY OFFERED THE OPTION OF PAYING WITH AN APP SUCH AS "APPLE PAY," WOULD YOU USE IT ?

- 1. WOULD USE IT..... 38%
- 2. WOULD NOT USE..... 34%
- 3. DON'T KNOW..... 4%
- 4. DON'T PARK AT THE AIRPORT..... 24%

26. WHAT IS THE PRIMARY PURPOSE OF YOUR TRIP TODAY ?

- 1. BUSINESS (& LEISURE)..... 39%
- 2. PLEASURE/LEISURE..... 55%
- 3. SCHOOL/EDUCATION..... 1%
- 4. MILITARY..... 0%
- 5. PERSONAL..... 4%
- 6. OTHER..... 1%
- 7. REFUSED..... 0%

28. HOW DID YOU GET YOUR BOARDING PASS TODAY ?

- 1. PRINTED BEFORE ARRIVING..... 32%
- 2. FROM AIRLINE STAFF AT COUNTER..... 21%
- 3. PRINTED AT AUTOMATED KIOSK..... 20%
- 4. MOBILE PHONE APP..... 27%

29. HOW WOULD YOU RATE THE AUTOMATED KIOSK FOR EASE OF USE ?

- 1. A..... 80%
- 2. B..... 15%
- 3. C..... 3%
- 4. D..... 0%
- 5. F..... 2%

30. WHAT SOURCES OF INFORMATION DO YOU RELY UPON FOR INFORMATION ON JOHN WAYNE AIRPORT ? (MULTIPLE RESPONSE)

- 1. EXPEDIA..... 6%
- 2. ORBITZ..... 2%
- 3. TRAVELOCITY..... 1%
- 4. KAYAK..... 2%
- 5. HOTWIRE..... 1%
- 6. OTHER TRAVEL WEBSITE..... 4%
- 7. AIRLINE/AIRPORT WEBSITES..... 43%
- 8. FACEBOOK..... 0%
- 9. TWITTER..... 0%
- 10. YELP..... 0%
- 11. OTHER SOCIAL MEDIA..... 0%
- 12. LOCAL NEWSPAPER..... 0%
- 13. TRAVEL AGENCY..... 2%
- 14. RADIO..... 0%
- 15. TV..... 0%
- 16. RELATIVE/FRIEND..... 4%
- 17. BUSINESS ASSOCIATE..... 2%
- 18. CORP TRAVEL PLANNER..... 5%
- 19. OTHER..... 4%
- 20. HAVEN'T LOOKED FOR INFO ON JWA..... 33%

31. PLEASE NAME THE LOCAL NEWSPAPERS YOU READ. (MULTIPLE RESPONSE)

- 1. OC REG. - PAPER..... 0%
- 2. OC REG. - ONLINE..... 0%
- 3. LA TIMES - PAPER..... 0%
- 4. LA TIMES - ONLINE..... 0%
- 5. DAILY PILOT..... 0%
- 6. OC BUSINESS JOURNAL..... 0%
- 7. OTHER..... 0%
- 8. NONE..... 0%

32. HAVE YOU VISITED THE WEBSITE FOR JOHN WAYNE AIRPORT ?

- 1. YES..... 19%
- 2. NO..... 81%

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

- 1. YES..... 89%
- 2. NO..... 6%
- 3. DON'T RECALL..... 5%

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

- 1. OTHER..... 15%
- 2. NOTHING..... 85%

36. WHAT IS THE PRIMARY REASON YOU CHOSE JOHN WAYNE AIRPORT FOR TRAVEL TODAY ?

- 1. LOCATION/PROXIMITY..... 82%
- 2. FLIGHT SCHEDULE/AVAILABILITY..... 6%
- 3. LESS BUSY/INTIMIDATING..... 4%
- 4. TRIP PLANNED BY OTHERS..... 4%
- 5. COST/AFFORDABLE..... 3%
- 6. OTHER..... 1%

38. WHEN YOU USE OTHER SOUTHERN CALIFORNIA AIRPORTS, WHAT IS YOUR PRIMARY REASON FOR DOING SO ?

- 1. COST/AFFORDABLE..... 24%
- 2. CONVENIENT LOCATION..... 22%
- 3. FLIGHT SCHEDULE..... 22%
- 4. VARIETY OF INT. CONNECTIONS..... 3%
- 5. AIRLINE CHOICES..... 1%
- 6. MORE RELAXING ENV..... 1%
- 7. PLANNED BY OTHERS..... 3%
- 8. OTHER..... 0%
- 9. NEVER USE OTHER AIRPORTS..... 23%

40. WHAT OTHER AIRPORT DO YOU USE MOST OFTEN ?

- 1. LAX..... 64%
- 2. LONG BEACH..... 10%
- 3. ONTARIO..... 7%
- 4. SAN DIEGO..... 9%
- 5. DON'T KNOW..... 4%
- 6. OTHER..... 5%

42. HOW LONG BEFORE YOUR SCHEDULED DEPARTURE TIME DID YOU ARRIVE AT THE TERMINAL ?

- 1. 30 MINUTES..... 1%
- 2. 60 MINUTES..... 19%
- 3. 90 MINUTES..... 30%
- 4. 2 HOURS..... 29%
- 5. MORE THAN 2 HOURS..... 21%

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

- 1. ONE..... 41%
- 2. TWO..... 17%
- 3. THREE..... 11%
- 4. FOUR..... 6%
- 5. FIVE..... 4%
- 6. SIX..... 4%
- 7. SEVEN..... 1%
- 8. EIGHT..... 3%
- 9. NINE..... 1%
- 10. 10-15..... 5%
- 11. 16-20..... 2%
- 12. OVER 20..... 4%

43/103. HOW MANY TIMES HAVE YOU FLOWN OUT OF JWA WITHIN THE PAST 12 MONTHS ?

- 1. 1-2 TIMES/YR..... 58%
- 2. 3-4 TIMES/YR..... 17%
- 3. 5-9 TIMES/YR..... 14%
- 4. 10+ TIMES/YR..... 11%

44. USING REPORT CARD GRADES OF A THROUGH F, HOW WOULD YOU RATE THE FOLLOWING CHARACTERISTICS OF JOHN WAYNE AIRPORT ?

45. THE VARIETY OF AIR CARRIERS

- 1. A..... 49%
- 2. B..... 27%
- 3. C..... 8%
- 4. D..... 0%
- 5. F..... 0%
- 6. NA..... 16%

46. PARKING.

- 1. A..... 21%
- 2. B..... 8%
- 3. C..... 3%
- 4. D..... 1%
- 5. F..... 0%
- 6. NA..... 66%

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

1. A.....	12%
2. B.....	4%
3. C.....	2%
4. D.....	0%
5. F.....	0%
6. NA.....	82%

48. TAXI SERVICE FROM THE AIRPORT.

1. A.....	14%
2. B.....	5%
3. C.....	2%
4. D.....	1%
5. F.....	1%
6. NA.....	77%

49. RENTAL CAR SERVICE.

1. A.....	17%
2. B.....	7%
3. C.....	3%
4. D.....	1%
5. F.....	1%
6. NA.....	71%

50. VALET PARKING SERVICE.

1. A.....	4%
2. B.....	2%
3. C.....	0%
4. D.....	0%
5. F.....	0%
6. NA.....	94%

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

1. A.....	42%
2. B.....	30%
3. C.....	12%
4. D.....	1%
5. F.....	0%
6. NA.....	14%

52. THE QUALITY OF NEWS, GIFT, AND OTHER RETAIL SERVICES AT JOHN WAYNE AIRPORT.

1. A.....	36%
2. B.....	25%
3. C.....	8%
4. D.....	1%
5. F.....	0%
6. NA.....	29%

53. INFORMATION BOOTH SERVICE.

1. A.....	13%
2. B.....	5%
3. C.....	1%
4. D.....	0%
5. F.....	0%
6. NA.....	80%

54. SIGNAGE OF AIRPORT TERMINALS & ROADWAYS.

1. A.....	74%
2. B.....	20%
3. C.....	2%
4. D.....	1%
5. F.....	0%
6. NA.....	3%

55. AIRPORT ART EXHIBITS.

1. A.....	24%
2. B.....	10%
3. C.....	5%
4. D.....	1%
5. F.....	0%
6. NA.....	60%

56. CLEANLINESS OF AIRPORT TERMINALS.

1. A.....	86%
2. B.....	13%
3. C.....	0%
4. D.....	0%
5. F.....	0%
6. NA.....	1%

57. CLEANLINESS OF AIRPORT RESTROOMS.

1. A.....	73%
2. B.....	17%
3. C.....	2%
4. D.....	1%
5. F.....	0%
6. NA.....	8%

58. CLEANLINESS OF AIRPORT PARKING STRUCTURES.

1. A.....	29%
2. B.....	8%
3. C.....	2%
4. D.....	0%
5. F.....	0%
6. NA.....	61%

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

1. A.....	81%
2. B.....	15%
3. C.....	2%
4. D.....	0%
5. F.....	0%
6. NA.....	1%

60. MAKING YOU FEEL SAFE AND SECURE IN THE TERMINALS.

1. A.....	90%
2. B.....	8%
3. C.....	1%
4. D.....	0%
5. F.....	0%
6. NA.....	1%

61. THE SECURITY SCREENING PROCESS.

1. A.....	78%
2. B.....	13%
3. C.....	5%
4. D.....	1%
5. F.....	1%
6. NA.....	2%

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

- 1. A..... 80%
- 2. B..... 14%
- 3. C..... 2%
- 4. D..... 1%
- 5. F..... 0%
- 6. NA..... 2%

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

- 1. A..... 82%
- 2. B..... 12%
- 3. C..... 3%
- 4. D..... 1%
- 5. F..... 0%
- 6. NA..... 2%

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

- 1. A..... 49%
- 2. B..... 5%
- 3. C..... 1%
- 4. D..... 0%
- 5. F..... 0%
- 6. NA..... 46%

65. PLEASE RATE YOUR OVERALL SATISFACTION WITH JOHN WAYNE AIRPORT.

- 1. A..... 80%
- 2. B..... 20%
- 3. C..... 1%
- 4. D..... 0%
- 5. F..... 0%

66. WHY DID YOU GIVE JOHN WAYNE AIRPORT AN OVERALL GRADE OF ___?

- 1. EASY..... 41%
- 2. CLEAN..... 4%
- 3. CONVENIENT LOCATION..... 20%
- 4. FREE WI-FI..... 1%
- 5. SMALLER AIRPORT..... 7%
- 6. QUICK..... 6%
- 7. GOOD SERVICE..... 5%
- 8. LESS BUSY..... 4%
- 9. NICE FACILITIES..... 3%
- 10. SAFE/SECURE..... 0%
- 11. NO COMMENT..... 1%
- 12. OTHER..... 7%

68. WHICH OF THE FOLLOWING STATEMENTS ABOUT JOHN WAYNE AIRPORT DO YOU MOST AGREE ?
- 1. JWA PROVIDES EXCELLENT SERVICE/ASSET..... 57%
 - 2. JWA FACILITIES & SERVICES ARE GOOD & MEET MY NEEDS..... 38%
 - 3. I DON'T HAVE ANY FEELINGS ABOUT JWA..... 3%
 - 4. I NORMALLY DON'T USE BECAUSE IT DOESN'T FIT MY NEEDS.... 2%
69. ARE THERE ANY SERVICES OR PRODUCTS THAT YOU WOULD LIKE TO SEE OFFERED AT THE AIRPORT THAT ARE NOT AVAILABLE NOW ?
- 1. YES..... 31%
 - 2. NO..... 69%
70. WHAT SERVICES OR PRODUCTS ? (MULTIPLE RESPONSE)
- 1. SHOE SHINE..... 0%
 - 2. CHILDREN'S AREA..... 0%
 - 3. OTHER..... 100%
72. WHERE WOULD YOU LIKE THE ADDITIONAL SERVICES OR PRODUCTS TO BE LOCATED ?
- 1. TERMINAL A..... 2%
 - 2. TERMINAL B..... 2%
 - 3. TERMINAL C..... 12%
 - 4. BAGGAGE CLAIM..... 0%
 - 5. DON'T KNOW/ANYWHERE..... 77%
 - 6. OTHER..... 8%
74. IF JWA OFFERED A LOUNGE SIMILAR TO AIRLINE CLUB LOUNGES, WOULD YOU USE IT ?
- 1. YES..... 43%
 - 2. NO..... 55%
 - 3. DON'T KNOW..... 2%
75. PLEASE STOP ME WHEN I REACH THE CATEGORY THAT INCLUDES YOUR AGE:
- 1. 18 - 24..... 15%
 - 2. 25 - 34..... 18%
 - 3. 35 - 44..... 16%
 - 4. 45 - 54..... 19%
 - 5. 55 - 64..... 19%
 - 6. 65 & OVER..... 13%
 - 7. REFUSED..... 1%
76. IS ENGLISH THE PRIMARY LANGUAGE SPOKEN IN YOUR HOME ?
- 1. YES..... 93%
 - 2. NO..... 7%

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

1. SPANISH.....	29%
2. CHINESE (MANDARIN).....	13%
3. CHINESE (CANTONESE).....	6%
4. KOREAN.....	6%
5. VIETNAMESE.....	15%
6. OTHER.....	31%

79. PLEASE STOP ME WHEN I READ THE CATEGORY THAT BEST REFLECTS YOUR 2014 TOTAL HOUSEHOLD INCOME BEFORE TAXES.

1. UNDER \$50,000.....	15%
2. \$50 - \$99,999.....	24%
3. \$100 - \$149,999.....	19%
4. \$150 - \$199,000.....	13%
5. OVER \$200,000.....	16%
6. DON'T KNOW/REFUSED.....	14%

80. GENDER

1. MALE.....	45%
2. FEMALE.....	55%

85. DAYPART

1. AM.....	33%
2. MIDDAY.....	33%
3. PM.....	34%

86. DESTINATION CODE

1. CALIFORNIA.....	29%
2. WEST.....	63%
3. EAST.....	5%
4. INTERNATIONAL.....	3%

87. DAY TYPE

1. WEEKDAY.....	75%
2. WEEKEND.....	25%