



# John Wayne Airport Passenger Survey

2017 Final Report

# Contents



2 Executive Summary

5 Methodology

6 Passenger Survey Results

44 Residential Survey Results

63 Demographic Profiles

68 Appendix

## Executive Summary



John Wayne Airport has been conducting biannual surveys since 1994 in order to measure passengers' perceptions of the airport including satisfaction, frequency of use, and to compile travel and demographic information. This is the first year Phoenix Marketing International has been contracted to conduct the survey on the airport's behalf.

A residential survey was conducted among 404 Orange County residents between October 17 and November 3, 2017, herein referred to as the "Residential Survey." Residents were reached using a combination of random-digit dialing and an online sample to ensure an unbiased sample of residents who are 18 years or older and have flown out of John Wayne Airport in the past 12 months. An airport intercept survey was conducted between October 24 and October 31, 2017 among 410 departing passengers in the gate hold area while they waited to board their flights, herein referred to as the "Passenger Survey." The passenger survey provides a real time, unbiased sample of all trips made by JWA passengers, including both Orange County residents as well as visitors to the area.

Overall, 95% of passengers surveyed are satisfied (giving a Top 2 Box score – a rating of 4 or 5 on a 5-point scale) with their experience at John Wayne Airport. Two-thirds (65%) of passengers rate JWA as a 5 out of 5 ("Very Satisfied"), and three out of ten (29%) rate JWA as a 4. Two percent of passengers are very dissatisfied overall.

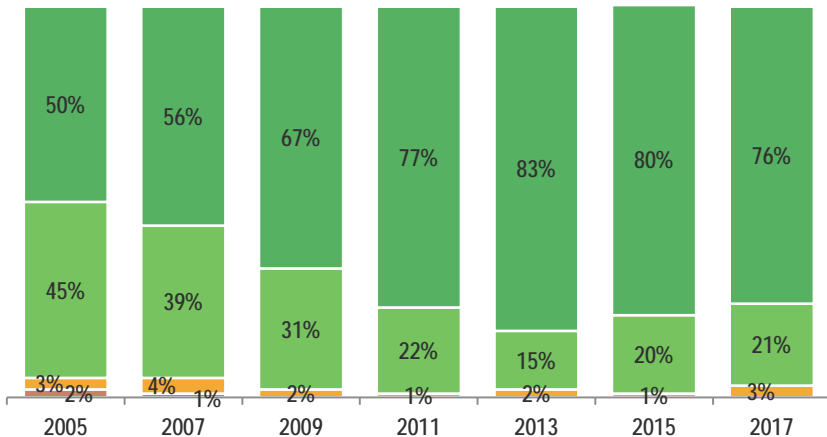
Among the residential study, 91% of residents who flew out of John Wayne Airport within the past 12 months are satisfied (Top 2 Box) with their overall experience at the airport. About half (48%) of Orange County residents rate John Wayne Airport as a 5 out of 5 ("Very Satisfied"). Forty-three percent give it a rating of 4, 7% give it a rating of 3, 1% give it a rating of 2, and 1% give it a rating of 1 ("Very Dissatisfied").

# Executive Summary

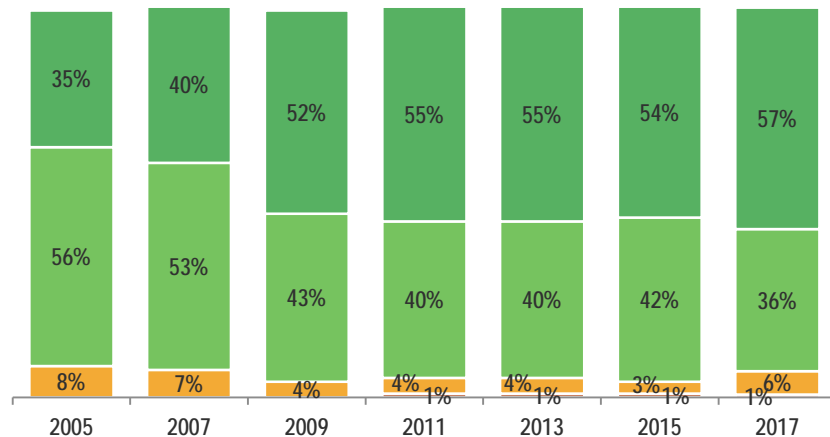


Overall satisfaction with John Wayne Airport remained consistent with previous years. Among airport-intercepted passengers, three quarters (76%) of passengers give JWA a grade of "A." Another 21% give the airport a grade of "B." Among the residential respondents, about six in ten (57%) give JWA a grade of "A." One third (36%) give the airport a grade of "B."

### Trending Overall Satisfaction – Passenger Survey



### Trending Overall Satisfaction – Residential Survey



# Executive Summary



Regression analysis was employed to determine key drivers of satisfaction. This ties together the impact of individual service areas of the airport on overall satisfaction. Thus, improving the areas that have the highest impact on satisfaction has the best return on investment.

## Top 3 Drivers of Overall Satisfaction – Passenger Survey

Being treated in a courteous and professional manner by TSA security screening staff #1

Automated kiosk for ease of use #2

The security screening process #3



**Overall Airport Satisfaction**

## Top 3 Drivers of Overall Satisfaction – Residential Survey

#1 Overall customer service provided by everyone working at the airport

#2 Making you feel safe and secure in the terminals

#3 Cleanliness of airport restrooms

# Methodology



## RESIDENTIAL SURVEY

n = 404 Orange County residents

Surveying was conducted between October 17 and November 3, 2017

Random-digit dialing and an online survey was used to reach potential respondents within the Orange County area

176 respondents were recruited through random-digit dialing (59 were landlines, 117 were cell phone numbers), and 228 respondents were recruited through the online survey

Respondents were screened to be Orange County residents who flew out of John Wayne Airport at least once in the last 12 months, and 18 years of age or older

The total residential sample of n = 404 yields a statistical accuracy of +/- 4.9 percent at the 95% confidence level



## PASSENGER SURVEY

n = 410 departing passengers

Interviews were conducted daily between October 24 and October 31, 2017, beginning at 5:45am and ending at 9:15pm to ensure a representative sample of departing passengers

Passengers were selected by trained interviewers using random selection procedures in the gate areas

Interviewers asked initial screening questions and if respondents felt comfortable, the surveys were self-administered on electronic tablets (iPads) with the interviewer available to assist

167 respondents are Orange County residents, and 243 are visitors to the area

The total passenger sample of n = 410 yields a statistical accuracy of +/- 4.8 percent at the 95% confidence level

No weighting has been applied to the data

## ANALYSIS

The residential and passenger survey questionnaires were kept mostly consistent with previous years.

A "likelihood to recommend" question was added to both the passenger and residential surveys, as well as questions about food & beverage and retail purchases at the airport. In the passenger survey, questions were also added about visits to the USO lounge, Wi-Fi usage and satisfaction, and desires for additional food venues, coffee brands, retail offerings, and rental car experience improvements.

The question that was added in 2015 about using Apple Pay for parking was removed this year.

A major change to both surveys is the switch from an A through F school grading scale to a 5-point Likert scale where 5 = Very Satisfied and 1 = Very Dissatisfied.

This year's findings are compared to the previous 2015 findings when data is available and sample sizes are sufficient. Significant differences at the 95% confidence level are indicated by green highlighting of significantly higher values and red highlighting of significantly lower values.

Note: The 2015 wave was conducted between July 16 and August 5, 2015. Since air travel is seasonal, caution should be used when making comparisons.

Significance testing was also conducted between male and female respondents, and among the passenger data, OC residents vs. visitors and business vs. leisure travelers (leisure includes all non-business travelers). Significant differences are noted where relevant.

Throughout the report, individual percentages may not add to 100% due to rounding.



## Passenger Survey Results

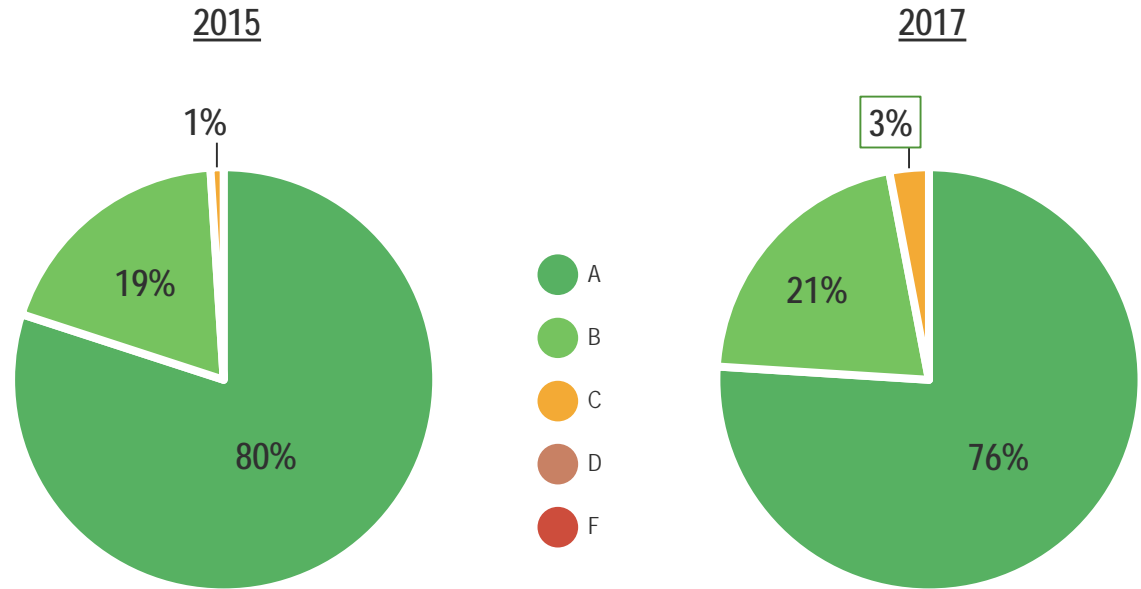


Three quarters of passengers gave JWA a grade of A, which is not a statistically significant difference from 2015 (76% this year, 80% in 2015). Likewise for grades of B, the change was not significant (21% this year, 19% in 2015). There was a significant increase in passengers giving a grade of C, from 1% to 3%. No passengers gave the airport a grade of D or F this year nor in 2015.

Base size: 2017 n=410 (2015 n=493)  
Q40. Using the school grading system of A to F, please rate your overall satisfaction with John Wayne Airport.



## John Wayne Airport Report Card Rating Among All Passengers



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting



Overall Airport Satisfaction was asked both on an A-F grade scale as well as a 5-point scale.

Significantly more passengers gave a grade of A than gave a rating of 5 out of 5. Significantly more gave a score of 4 out of 5 compared to a grade of B, and significantly more gave a rating of 1 out of 5 (no one gave a grade of D or F).

This difference in evaluation may be due to the cultural stigma of grade inflation. A grade of "A" indicates a score in the 90% to 100% range, whereas a score of 5 out of 5 is a perfect score.

More passengers who are Orange County residents than visitors gave JWA a grade of A (82% vs 71%), and more visitors than residents gave a grade of B (25% vs 16%). However, there is no difference in ratings between residents and visitors on a 5-point scale.

More business travelers than leisure travelers gave JWA a grade of A (86% vs 73%), and more leisure than business travelers gave a grade of B (24% vs 10%). However, there is no difference in ratings between business and leisure travelers on a 5-point scale.

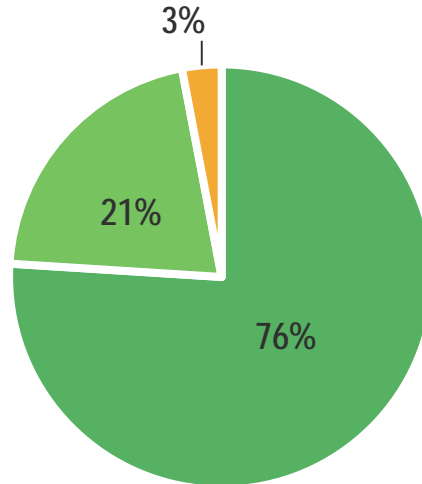
Base size: n=410

Q28b. Please rate your Overall Satisfaction with John Wayne Airport. Please use a 1 to 5 scale where 1 is Very Dissatisfied and 5 is Very Satisfied.

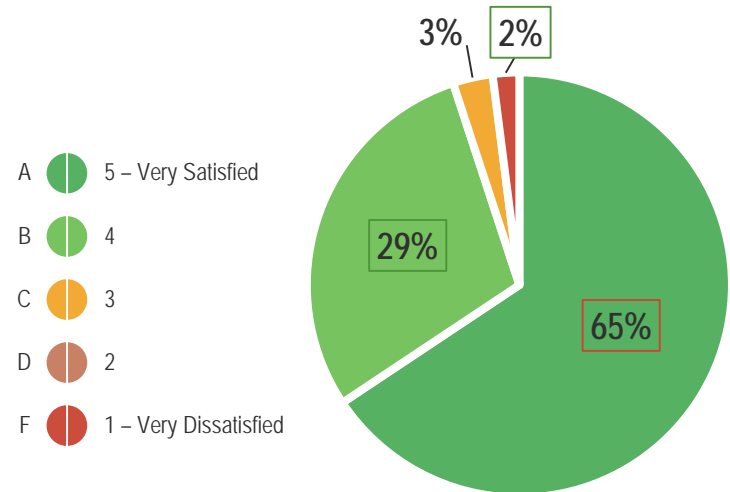


## Overall Satisfaction with Airport Among All Passengers

A-F Grade Scale  
2017



5-Point Scale  
2017



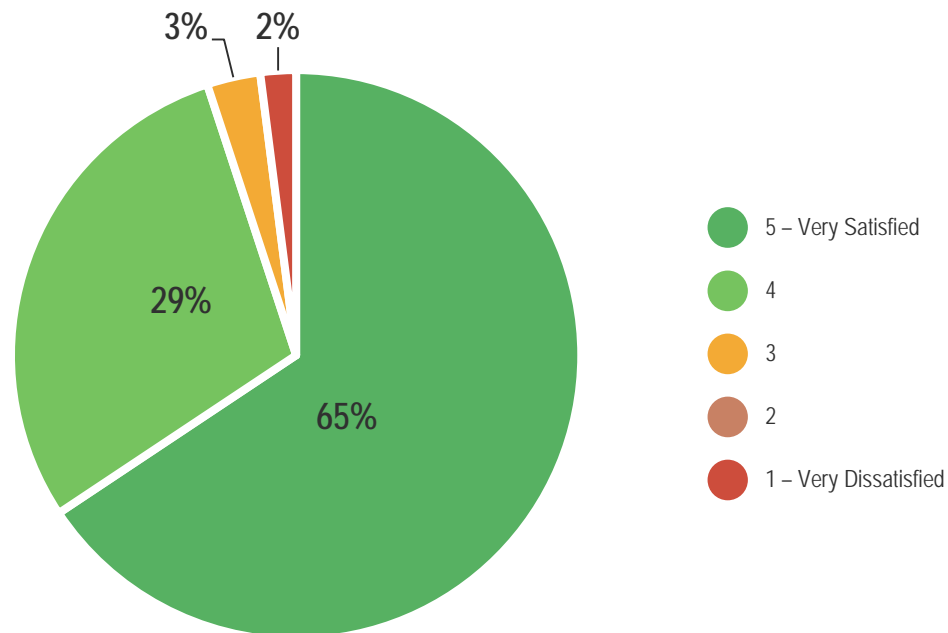
- A ● 5 – Very Satisfied
- B ● 4
- C ● 3
- D ● 2
- F ● 1 – Very Dissatisfied

Overall Satisfaction scores asked on an A-F grade scale are compared to scores on a 5-point scale at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

Overall, 95% of passengers surveyed are satisfied (Top 2 Box) with their experience at John Wayne Airport. Two-thirds (65%) of passengers rate JWA as a 5 out of 5. Three out of ten (29%) rate JWA as a 4. Two percent of passengers are very dissatisfied overall.



## Overall Satisfaction with Airport Among All Passengers



Base size: 2017 n=410 (2015 n=493)

Q28b. Please rate your Overall Satisfaction with John Wayne Airport. Please use a 1 to 5 scale where 1 is Very Dissatisfied and 5 is Very Satisfied.

This question was first asked this year. No comparison can be made to previous years.

Passengers who said they were satisfied with their experience at John Wayne Airport (rating a 4 or 5 on a 5-point scale) were asked to give their reasons for that score. This question was changed this year to allow multiple selections, so direct comparisons cannot be made to 2015. Instead, rank orders are compared.

"Convenient location" went from second place to first place, and "Easy" dropped from first to third place. "Good customer service" made a significant leap from sixth place to second place, and "Smaller than other airports" dropped from fourth to eighth place.

"Less busy", "Clean", "Quick", and "Nice facilities" remain in the middle, and "Safe/secure" and "Free Wi-Fi" remain in the bottom.

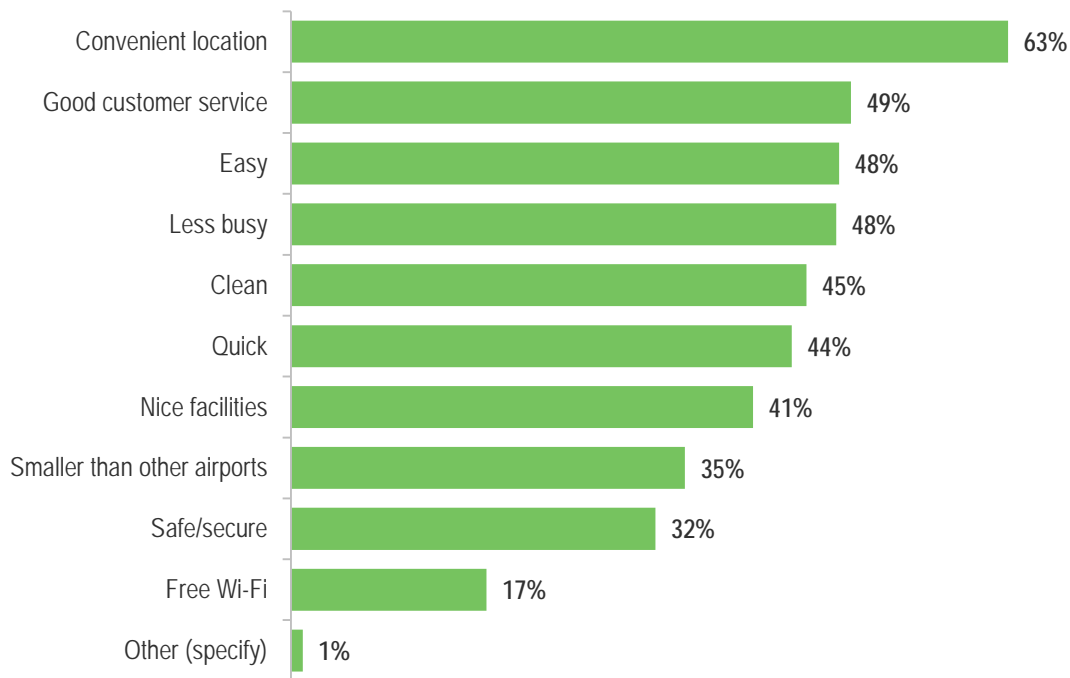
Base size: n=385

Q29. Why did you give JWA an overall rating of [response from Q28b]? Select all that apply.



## Reasons for High Satisfaction Rating

Among Passengers Giving a Positive Rating (4 or 5)



Changed to multiple-select. Direct comparisons cannot be made.

Passengers who said they were dissatisfied with their experience at John Wayne Airport (rating a 1 or 2 on a 5-point scale) were asked to give their reasons for that score. This question was changed this year to allow multiple selections, so direct comparisons cannot be made to 2015.

The base size for this question is extremely low (n=11), and caution should be used when drawing conclusions from these results. Frequencies are shown instead of percentages due to the small sample size.

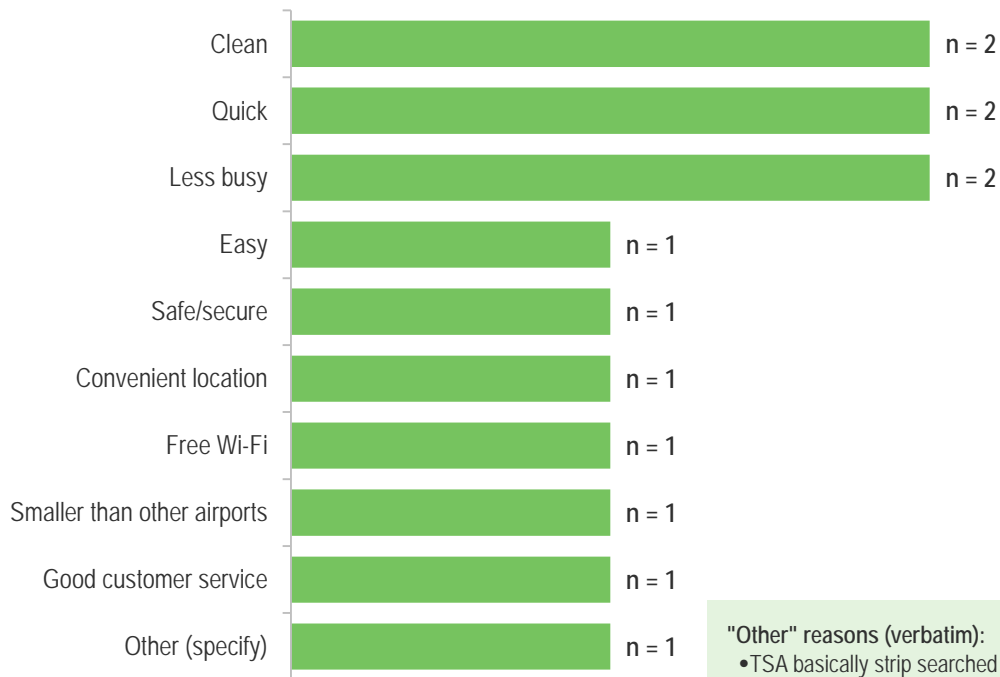
Base size: n=11

Q29. Why did you give JWA an overall rating of [response from Q28b]? Select all that apply.



## Reasons for Low Satisfaction Rating

Among Passengers Giving a Negative Rating (1 or 2)



Changed to multiple-select. Direct comparisons cannot be made.

Passengers are most satisfied with the information booth service and the airport making them feel safe and secure in the terminals. Passengers are least satisfied with the quality of food and beverage services, taxi service from the airport, and parking.

Passengers who are Orange County residents are more satisfied than visitors with the cleanliness of airport bathrooms (94% vs 87%), and with being treated in a courteous and professional manner by the TSA security screening staff (98% vs 92%).

Business travelers are more satisfied than leisure travelers with the variety of air carriers (96% vs 89%).

\* Note that for "Valet parking service", base sizes are low (2015 n=47, 2017 n=29). Caution should be used in drawing conclusions.

*Base sizes vary*

Q28. Based on your experience with the Airport today, please rate the following items. For items you have not/will not experience on this trip, please base your response on your last experience at John Wayne Airport. Please use a 1 to 5 scale where 1 is Very Dissatisfied and 5 is Very Satisfied.



## Satisfaction with Airport Services Among All Passengers

Ranked Highest to Lowest

|   | 2015<br>(A + B) | 2017<br>(5 + 4) |
|---|-----------------|-----------------|
| Information booth service   | 89%             | 96%             |
| Making you feel safe and secure in the terminals  | 99%             | 96%             |
| Cleanliness of airport terminals  | 100%            | 95%             |
| Overall customer service provided by everyone working at the airport                                | 97%             | 95%             |
| Being treated in a courteous and professional manner by TSA security screening staff                | 96%             | 95%             |
| Signage of airport terminals and roadways   | 96%             | 94%             |
| The security screening process  | 93%             | 94%             |
| Being treated in a courteous and professional manner by airport police                              | 98%             | 94%             |
| Cleanliness of airport parking structures   | 95%             | 93%             |
| The amount of time it takes to get through security check points                                    | 96%             | 93%             |
| The variety of air carriers   | 89%             | 90%             |
| Cleanliness of airport restrooms  | 97%             | 90%             |
| Door to door shuttle service from the airport (e.g. Super-Shuttle or Prime-Time, Not hotel shuttle) | 87%             | 88%             |
| Rental car service  | 85%             | 86%             |
| The quality of news, gift, and other retail services of JWA   | 86%             | 86%             |
| Airport art exhibits  | 85%             | 84%             |
| Valet parking service   | 100% *          | 79% *           |
| The quality of food and beverage services at John Wayne Airport                                     | 84%             | 77%             |
| Taxi service from the airport   | 83%             | 75%             |
| Parking   | 85%             | 74%             |

Question changed to 5-point scale; A-F grade scale was used in 2015.. Use caution when making direct comparisons. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

The majority of passengers have positive attitudes about John Wayne Airport. About half feel that the airport's facilities and services are good and meet their travel needs, which is an increase from 38% on 2015. In 2015, the top answer was the strong "JWA provides excellent travel service and is an asset to Orange County", which is now in second place (down from 57% to 43%). Ten percent of passengers don't have any strong feelings about JWA, which is significantly more than in 2015 (10% up from 4%).

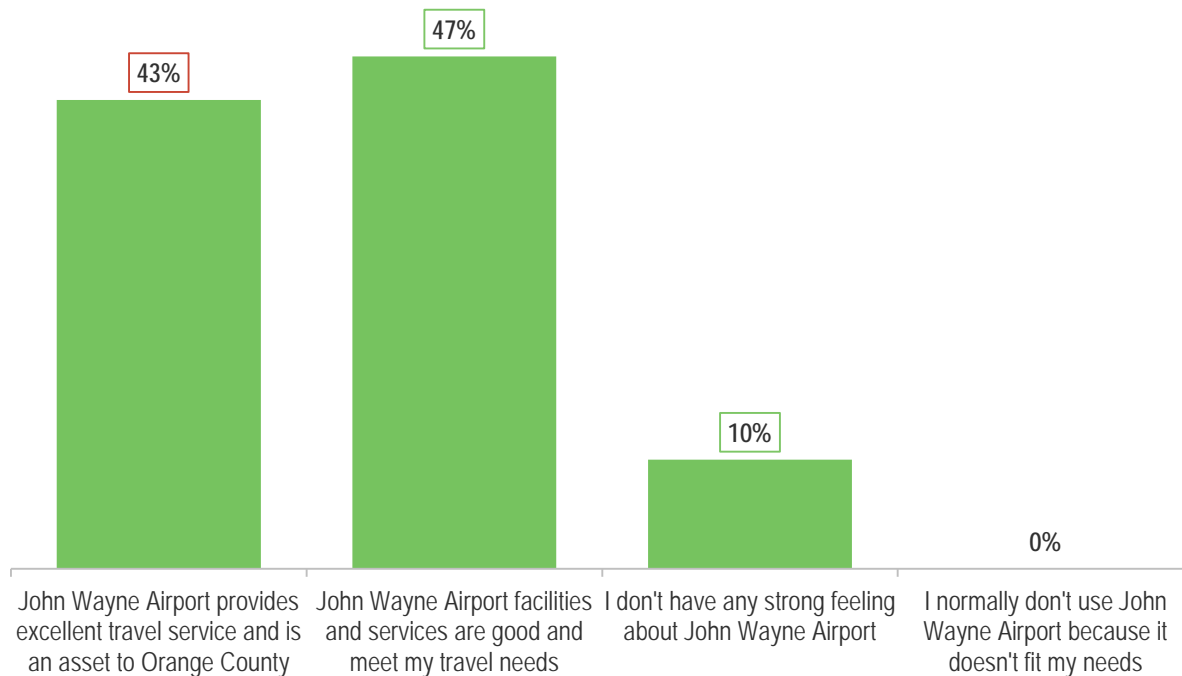
More business travelers than leisure travelers feel JWA provides excellent service (52% vs 41%), while more leisure travelers than business travelers feel JWA facilities and services are just good (49% vs 37%).

Base size: 2017 n=410 (2015 n=493)  
Q30. In terms of your views about John Wayne Airport, which one of the following statements would you most agree with?



## Attitudes about John Wayne Airport

Among All Passengers



This year's data is compared to data collected in 2015 at the 95% confidence level.  
Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

Among passengers, John Wayne Airport has a Net Promoter Score of 77, which is considered excellent. This is a new question, so no comparisons can be made to 2015.

More passengers who are Orange County residents than visitors are promoters of John Wayne Airport (87% vs 77%). More visitors than residents are passive (18% vs 10%).

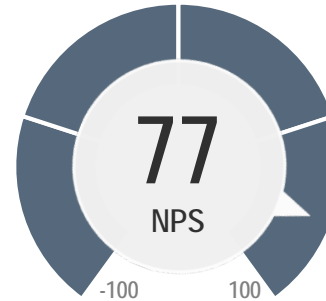
- According to the Net Promoter framework, customers can be categorized into one of three groups: Promoters, Passives, and Detractors.
- Promoters are viewed as valuable assets that drive profitable growth because of their repeat/increased usage, longevity and referrals.
- Detractors are seen as liabilities that destroy profitable growth because of their complaints, reduced usage/defection and negative word-of-mouth.
- Net Promoter Score is obtained by asking one single question (i.e., likelihood to recommend) and subtracting the percent of Detractors from the percent of Promoters.
- Proponents of the Net Promoter approach claim that an organization's relative Net Promoter Score (its score relative to competitors) correlates with revenue growth relative to competitors.

Base size: n=410

Q41. Based on your overall experience at the airport, how likely would you be to recommend John Wayne Airport to others?



## Net Promoter Score Among All Passengers



Promoters (9-10 Rating) – Detractors (0-6 Rating) = Net Promoter Score (NPS)



*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld*

This question was first asked this year. No comparison can be made to previous years.

The most-used source of information about John Wayne Airport is still airline/airport websites, though this has dropped significantly since 2015 (down to 29% from 44%). There were increases in the use of online travel sites, including Expedia, Kayak, Orbitz, Travelocity, and Hotwire. There was also an increase in seeking information from a friend/relative or business associate. There were significantly less passengers this year compared to 2015 that stated they have not looked for information on JWA (23% down from 32%).

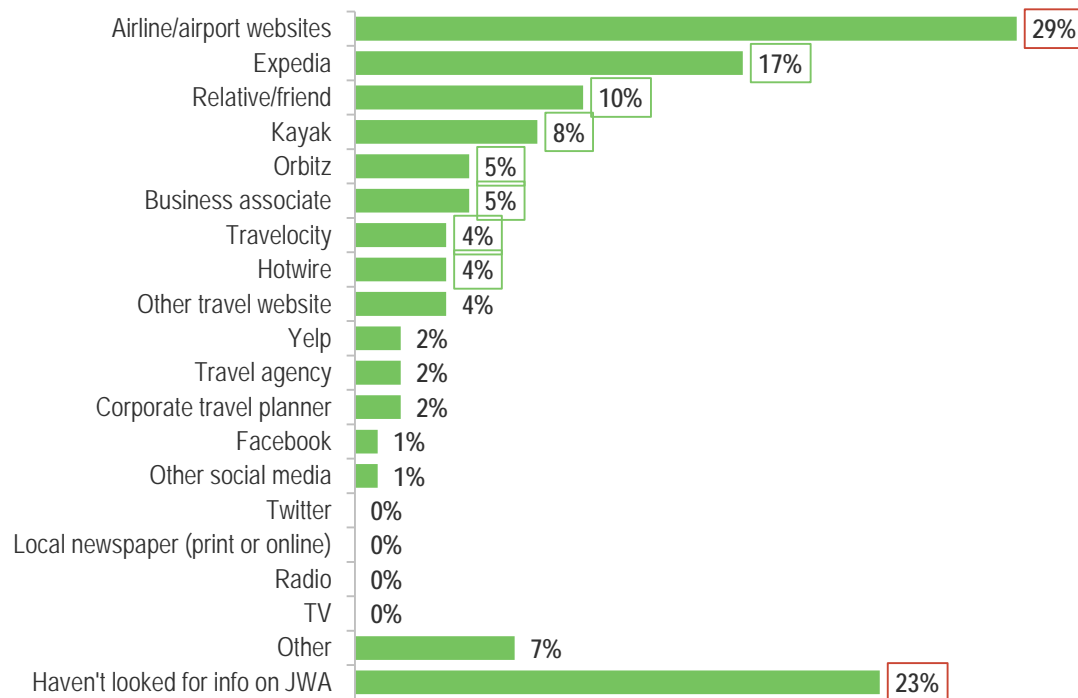
Base size: 2017 n=410 (2015 n=493)

Q18. What sources of information do you rely upon for information on John Wayne Airport? Select all that apply.



## Sources of Information about John Wayne Airport

Among All Passengers



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting



About one in ten passengers surveyed said they visited the John Wayne Airport website for their current trip, which is significantly less than in 2015 (down to 9% from 20%).

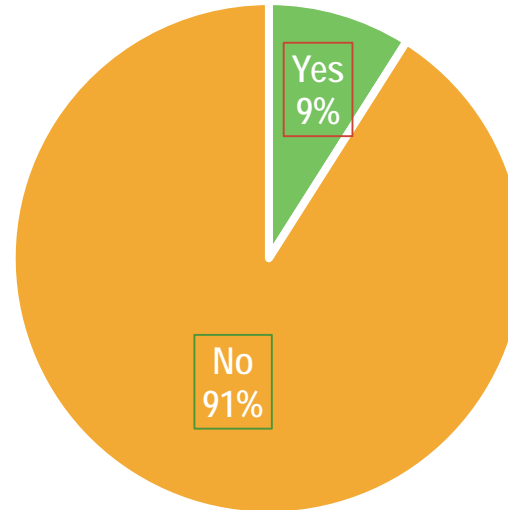
Note that the wording of this question was changed this year compared to 2015. Previously the question asked "Have you visited the website for John Wayne Airport?" The question now asks if passengers visited the website specifically for their current trip, which may contribute to the drop in those who report visiting the JWA website.

Base size: 2017 n=410 (2015 n=493)

Q20. Did you visit the website for John Wayne Airport for this trip?



## Website Visits Before Current Trip Among All Passengers



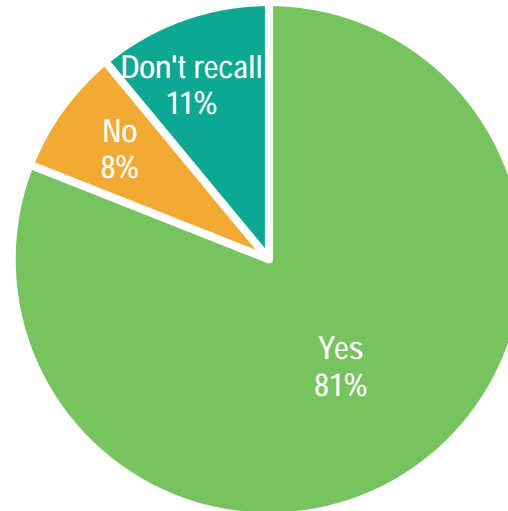
This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

Eight in ten passengers who visited the JWA website report being able to find the information they needed. Eight percent did not, and 11% could not recall. There are no significant changes in these results since 2015.



## Found Needed Information on Website

Among Passengers Who Visited JWA Website Before Current Trip



Base size: 2017 n=37 (2015 n=98)

Q21. Did you find the information you needed on the website?

This year's data is compared to data collected in 2015. There are no significant differences at the 95% confidence level.

Passengers who visited the JWA website were asked what additional information they would like to see on the site. Responses include flight routes, list of food options, rental car information, weather conditions at their destination, plane information, and more photos.

Note that for this year, the base size is low (less than n=50), so caution should be used when drawing conclusions from these results.

Base size: n=37

Q22. What additional information would you like to see on the website?



## Additional Information Wanted on Website

Among Passengers Who Visited JWA Website Before Current Trip

### Verbatim Responses:

- Dial number for United counter
- Flight routes
- List of available food for sale other than on the map
- More pictures
- More rental car info
- Plane information, which type of plane you will be flying in
- Weather conditions in the place you are going to

Open End responses from this year are not compared to responses from 2015.

Passengers were asked to give their primary reason for choosing JWA for their flight. The top reason is location/proximity to home or destination, cited by 63% of passengers. This is a decrease from 82% in 2015. There were significant increases in those who chose JWA because the trip was planned by someone else, because the airport is less busy/intimidating than others, and because of cost/affordability.

More passengers who are Orange County residents than visitors chose JWA because of its convenient location/proximity to home (75% vs 54%). More visitors than residents chose JWA because of cost/affordability (9% vs 4%).

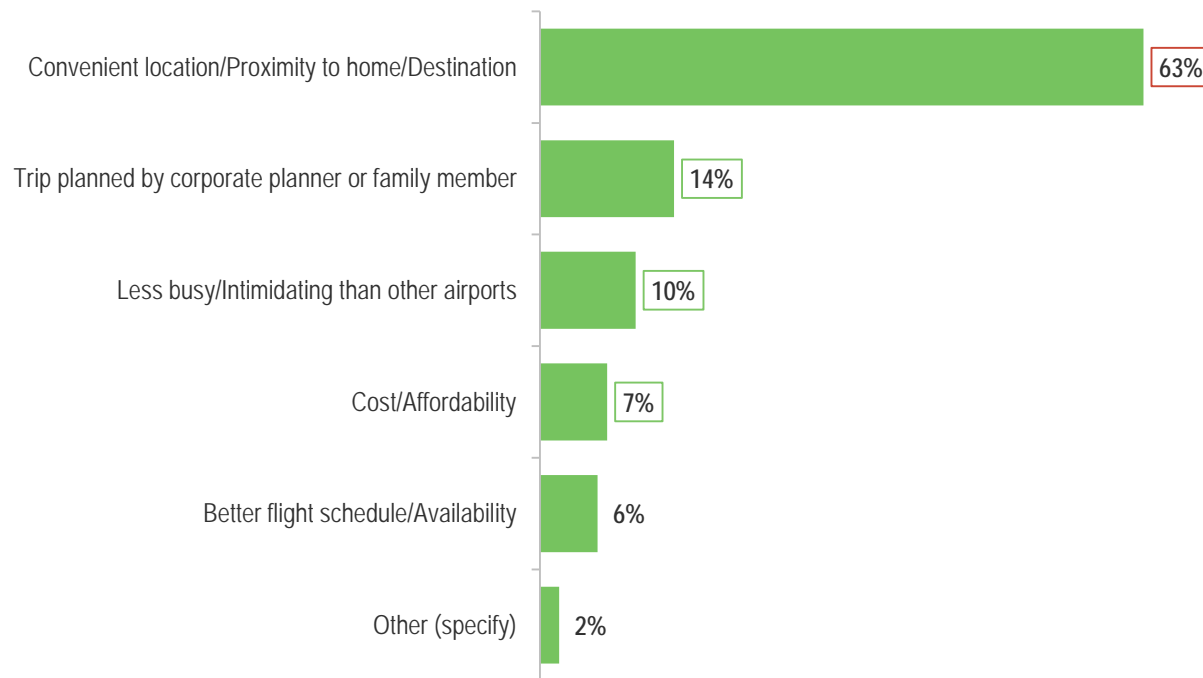
Base size: 2017 n=410 (2015 n=493)

Q23. What is the primary reason you chose John Wayne Airport for travel today?



## Reason for Choosing John Wayne Airport

Among All Passengers



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting

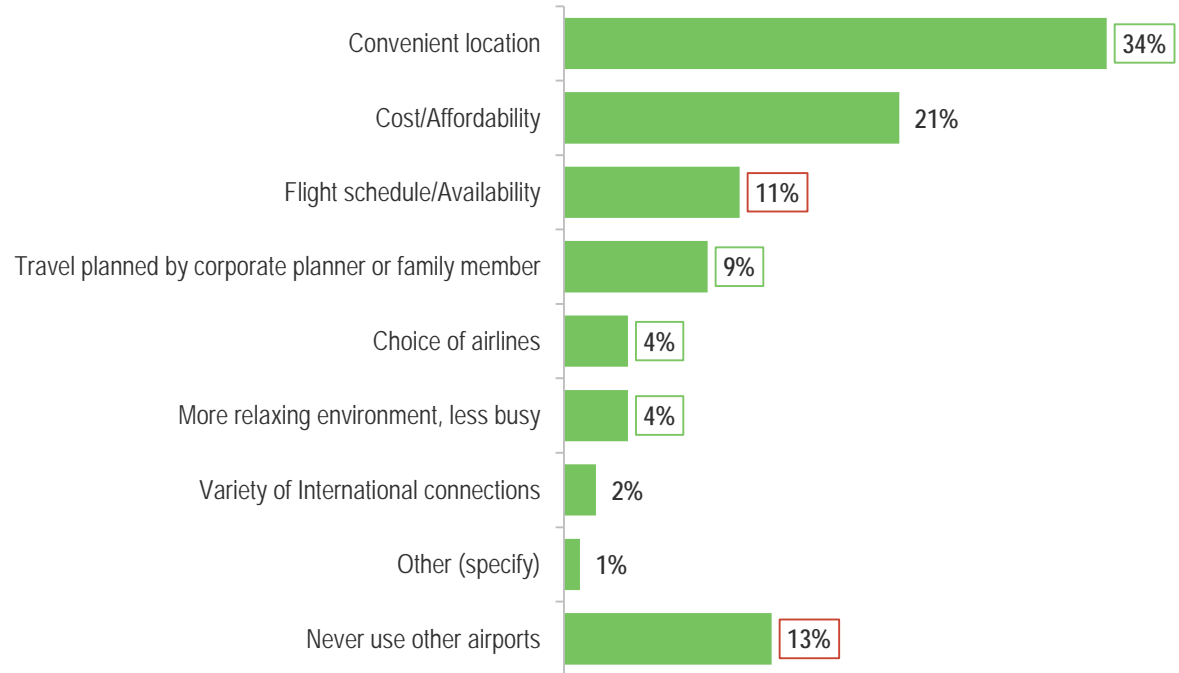
The top reason passengers give for choosing airports other than JWA is because of location, cited by one third of passengers. This is an increase from 22% in 2015. There was also an increase in travel planned by someone else, choice of airlines, and more relaxing environment/less busy. There was a decrease in flight schedule/availability being the reason. There was a significant decrease in the number of passengers who said they never use other airports (13%, down from 22%).

Base size: 2017 n=410 (2015 n=493)

Q24. When you choose to use airports other than John Wayne Airport for Southern California travel, what is your primary reason for doing so?



## Reasons for Choosing Other Airports Among All Passengers



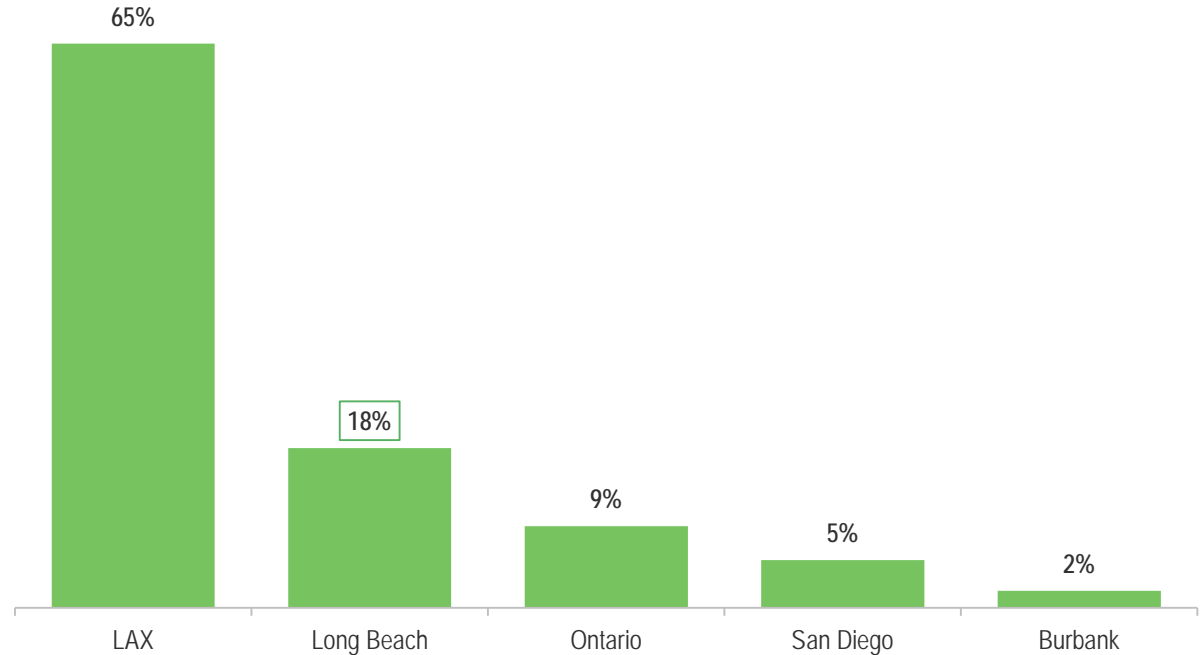
This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting

Among those who use airports other than JWA, LAX is by far the most-used at about two thirds. There was a significant increase in the use of Long Beach (18% up from 10%). Two percent said they used Burbank most often (this was not a selection option in 2015).



## Other Airport Used Most Often

Among Passengers that Use Other Airports



Base size: 2017 n=355 (2015 n=384)  
Q25. What other airport do you use most often?

This year's data is compared to data collected in 2015 at the 95% confidence level.  
Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

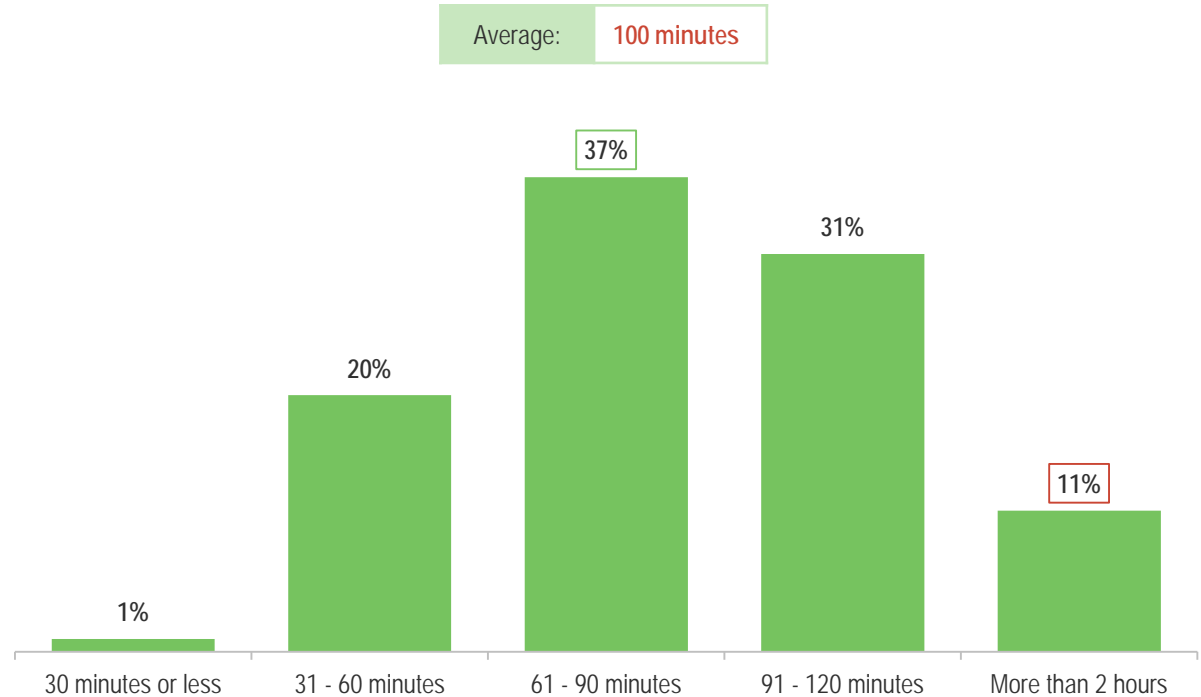
Passengers arrived an average of one hour and 40 minutes before the scheduled departure of their flight. There was an increase in passengers arriving between 61 and 90 minutes before their flight, and a decrease in passengers arriving more than 2 hours before their flight compared to 2015.

More passengers who are Orange County residents than visitors arrive between 61 to 90 minutes before their scheduled departure (49% vs 28%), while more visitors arrive 91 to 120 minutes or 2+ hours before their flight (36% vs 25% and 15% vs 6%, respectively).

Base size: 2017 n=410 (2015 n=493)  
Q26. How many MINUTES before the scheduled departure of your flight did you arrive at our airport?



## Arrival Time Before Flight Departure Among All Passengers



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting

Passengers were asked to select the method of transportation they used to arrive at JWA on the day of their flight. The majority of passengers were dropped off in a private vehicle. There was a significant increase in the use of ridesharing services like Uber/Lyft/Wingz compared to 2015 (from 7% to 22%), and there was a drop in the use of taxis (from 7% to 2%). Use of public transit also increased (from 0% to 2%). There was no significant change in the use of rental cars or driving private vehicles. More leisure travelers than business travelers are dropped off at the airport (43% vs 26%), while more business travelers than leisure travelers drive to the airport (16% vs 7%).

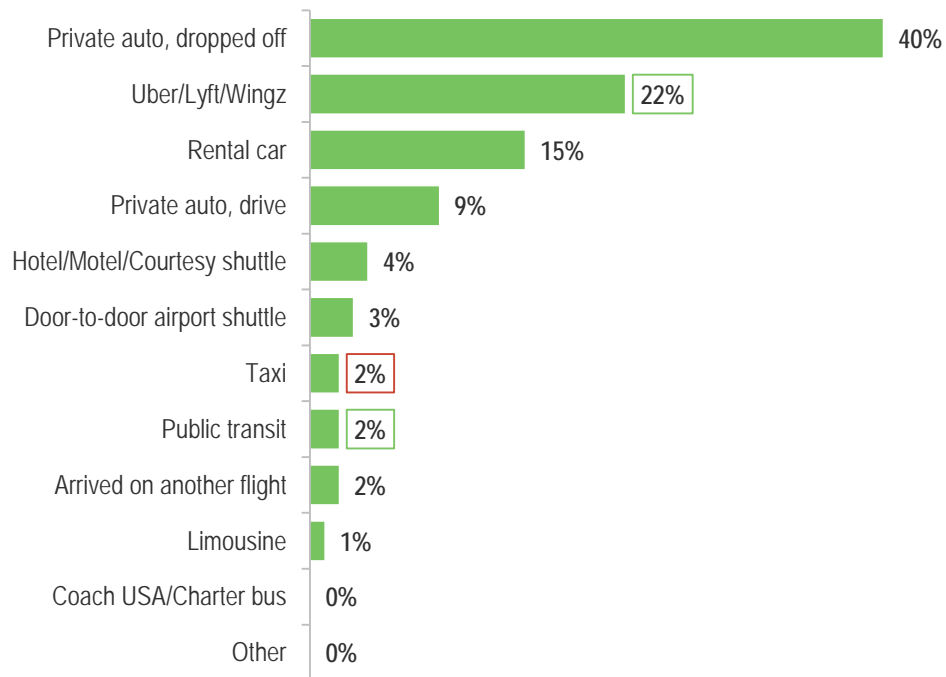
Base size: 2017 n=410 (2015 n=493)

Q9. How did you get to the airport today?



## Transportation to the Airport

Among All Passengers



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting



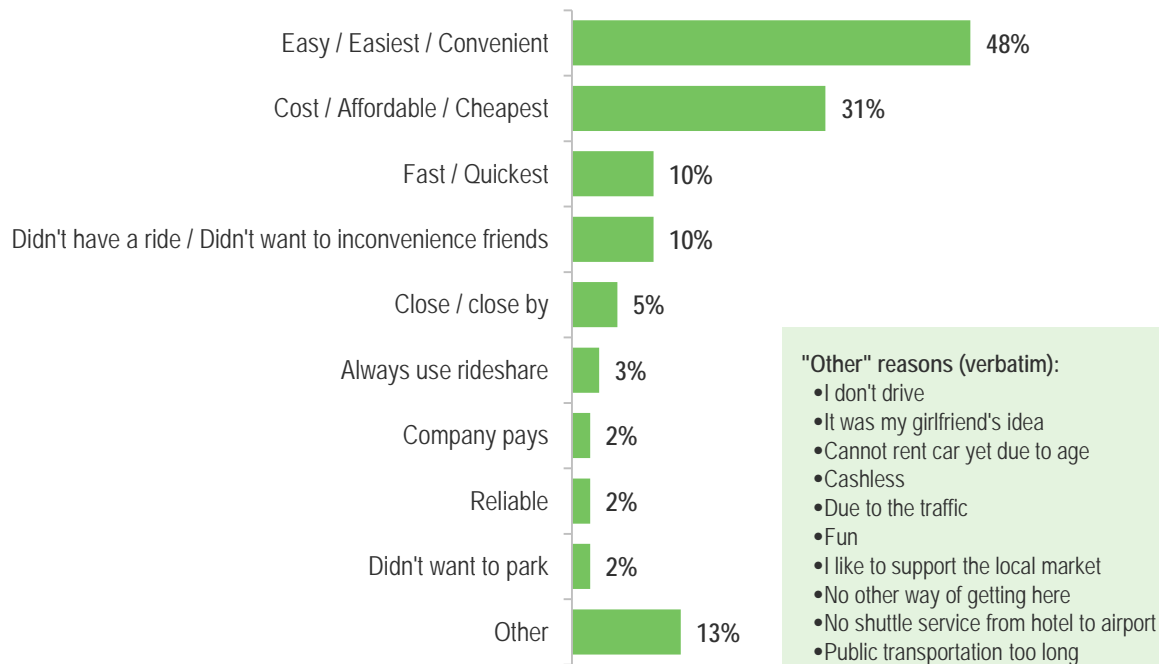
Passengers who arrived via Uber/Lyft/Wingz were asked to give their reasons for selecting a rideshare service (they were allowed to select multiple reasons). The top reason, given by nearly half of rideshare users, was the ease/convenience. The second most given reason, cited by about one third, was the cost/affordability of the service. Other reasons include speed and not having a ride/not wanting to inconvenience friends/family to drive.

Base size: n=91

Q10. Why did you choose to use Uber/Lyft/Wingz to get to the airport today?



## Reason for Choosing Rideshare Among Passengers Arriving via Uber/Lyft/Wingz



This question was first asked this year. No comparison can be made to previous years.

Nine in ten rideshare users were satisfied with the service getting them to the airport.

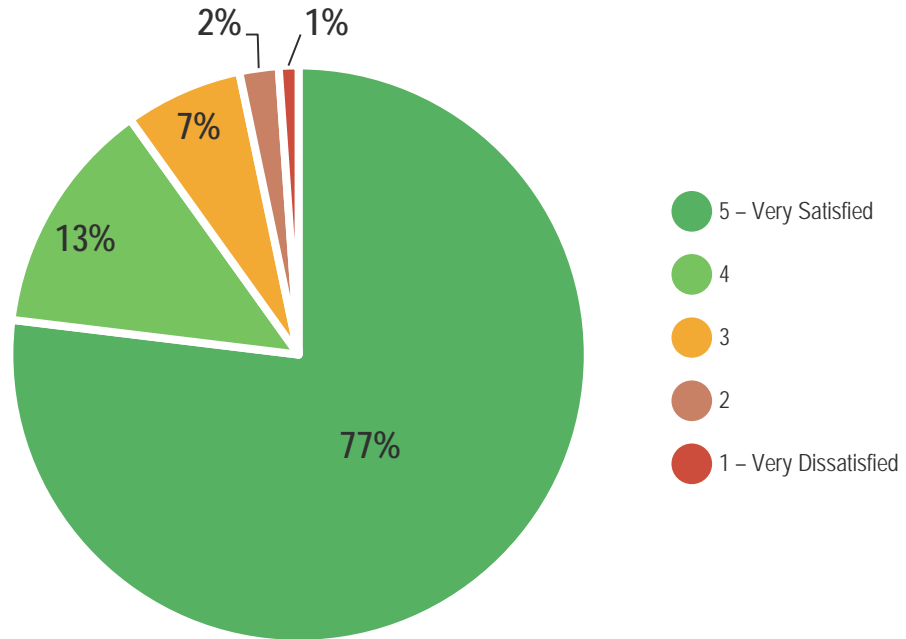
There was no change in passenger satisfaction this year compared to 2015 (though note that there was a low base size for 2015).

Base size: 2017 n=91 (2015 n=33)

Q10a. Using a scale of 1 to 5 where 1 is Very Dissatisfied and 5 is Very Satisfied how would you rate their service getting you to the airport today?



## Satisfaction with Rideshare Service Among Passengers Arriving via Uber/Lyft/Wingz



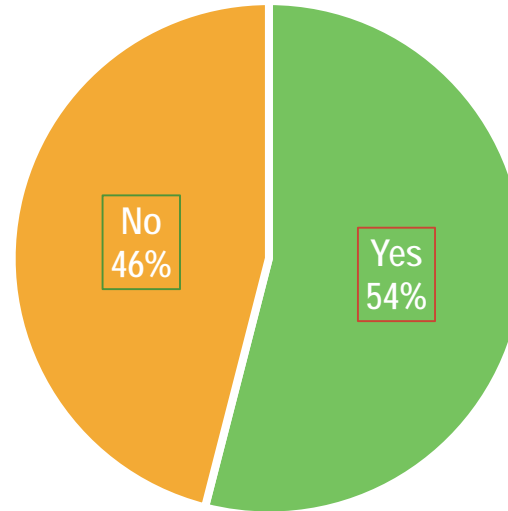
This year's data is compared to data collected in 2015.  
There are no significant differences at the 95% confidence level.

Just over half of passengers who drive a private vehicle to the airport reported parking at the airport. This is significantly less than in 2015, when 90% reported parking at the airport.



## Parking at Airport

Among Passengers Arriving via Private Auto, Drive



Base size: 2017 n=37 (2015 n=52)

Q11. Did you park your vehicle at the airport today?

This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

The base size for this question is extremely low (n=20), and caution should be used when drawing conclusions from these results. Frequencies are shown instead of percentages due to the small sample size.

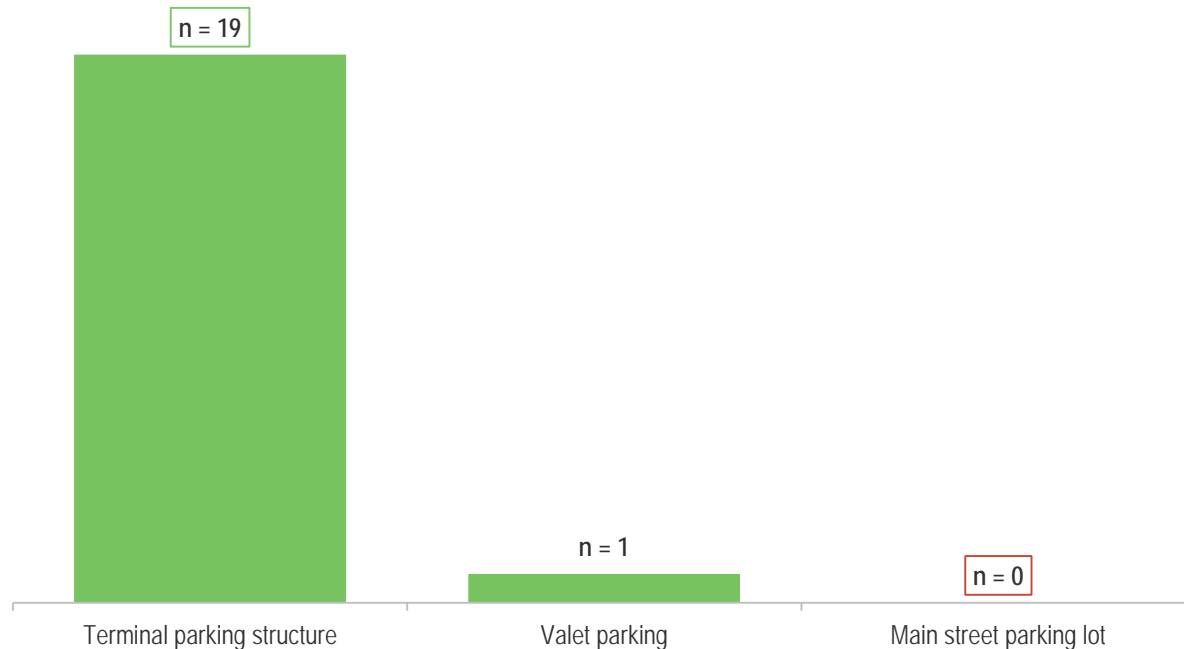
The vast majority of passengers that parked their car at the airport parked in the terminal parking structure, which is a significant increase compared to the 68% who parked in the terminal parking structure in 2015.

Base size: 2017 n=20 (2015 n=47)  
Q12. Which parking option did you choose?



## Parking Option Chosen

Among Passengers Arriving by Car & Parked at Airport



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting

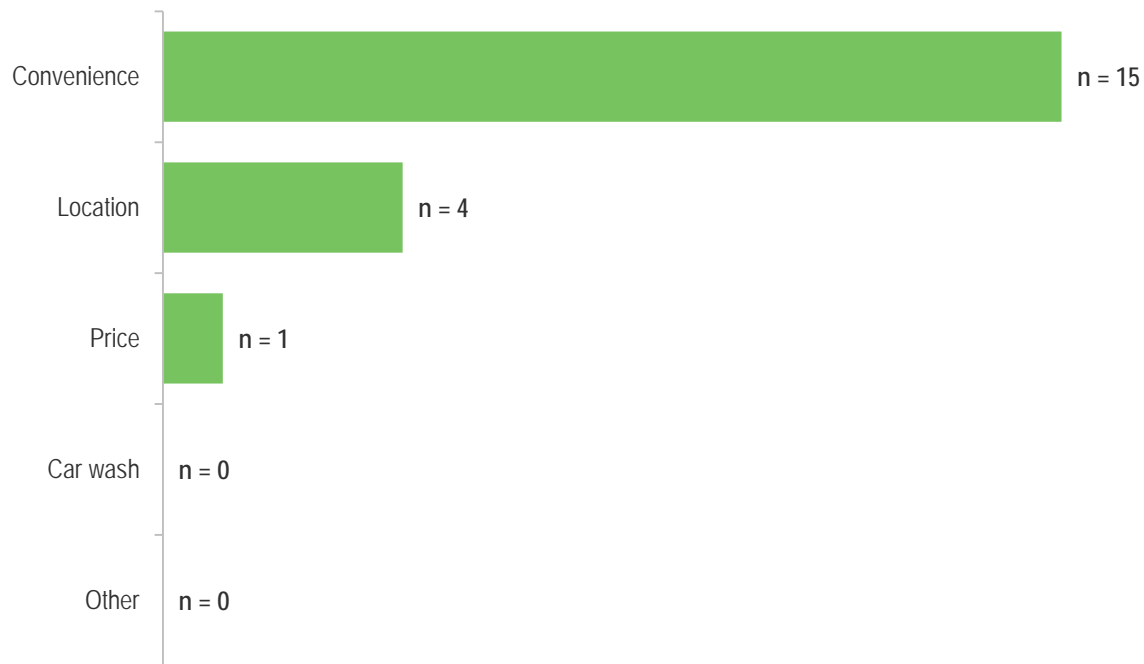
The base size for this question is extremely low (n=20), and caution should be used when drawing conclusions from these results. Frequencies are shown instead of percentages due to the small sample size.

Fifteen of the 20 passengers who parked their car at the airport chose their parking option because of convenience. Four chose it because of location, and one because of price. There is no statistically significant difference between this year and 2015.

Base size: 2017 n=20 (2015 n=47)  
Q13. Why did you choose that parking option?



## Reason for Choosing Parking Option Among Passengers Arriving by Car & Parked at Airport



This year's data is compared to data collected in 2015.  
There are no significant differences at the 95% confidence level.

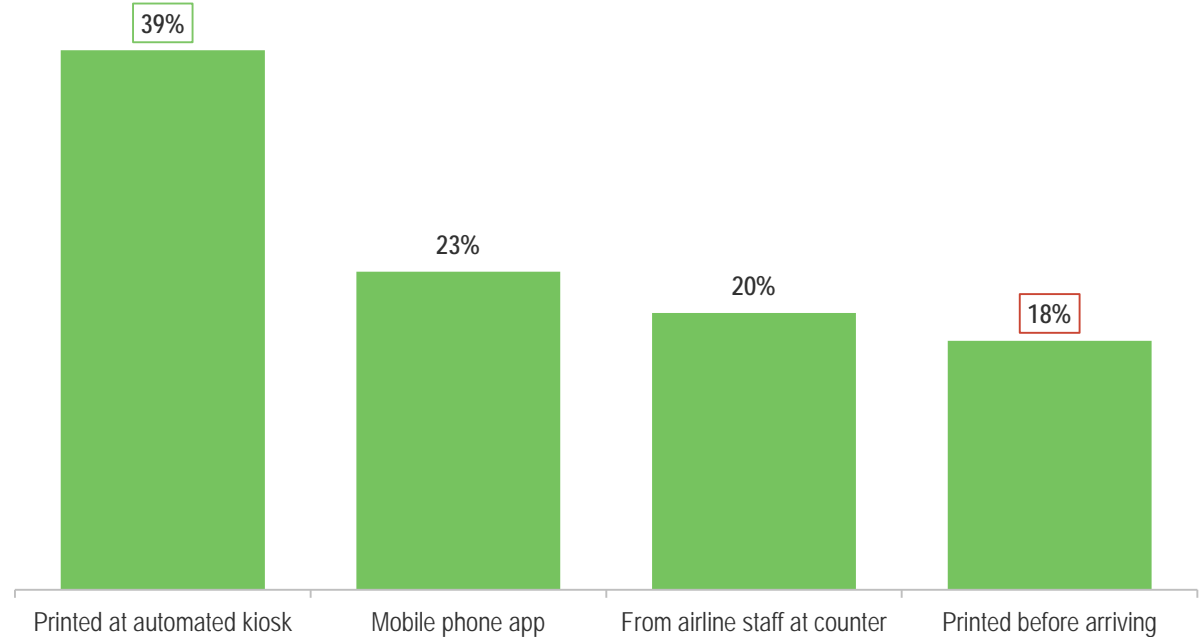
The majority of passengers obtained their boarding passes from an automated kiosk. This is a significant increase, nearly double the amount in 2015 (from 20% to 39%). There was a significant decrease in passengers printing their pass before they arrived at the airport (from 32% to 18%). There was no change in the percentage of passengers who got their boarding pass through a mobile phone app or from the airline staff at the ticket counter.

Base size: 2017 n=410 (2015 n=493)

Q16. How did you get your boarding pass today?



## Check-In Method Among All Passengers



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

Over nine in ten passengers who checked in at an automated kiosk were satisfied with the ease of use of the kiosk.

There was no change in passenger satisfaction this year compared to 2015.

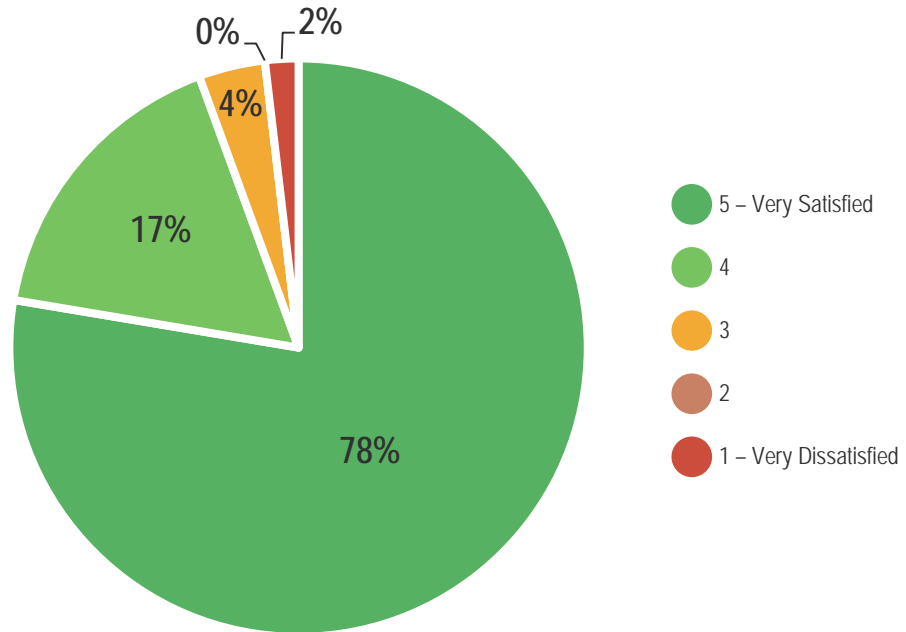
Base size: 2017 n=161 (2015 n=101)

Q17. Using our 5-point scale where 1 is Very Dissatisfied and 5 is Very Satisfied how would you rate the automated kiosk for ease of use?



## Satisfaction with Automated Kiosk

Among Passengers Who Checked in at Automated Kiosk



This year's data is compared to data collected in 2015.  
There are no significant differences at the 95% confidence level.

Half of passengers surveyed report making a food or beverage purchase while at the airport.

Thirteen percent of passengers surveyed report making a purchase of magazines, gifts, or other items while at the airport.

This is a new question, so no comparisons can be made to 2015.

More visitors than passengers who are Orange County residents made a food or beverage purchase at the airport (58% vs 43%).

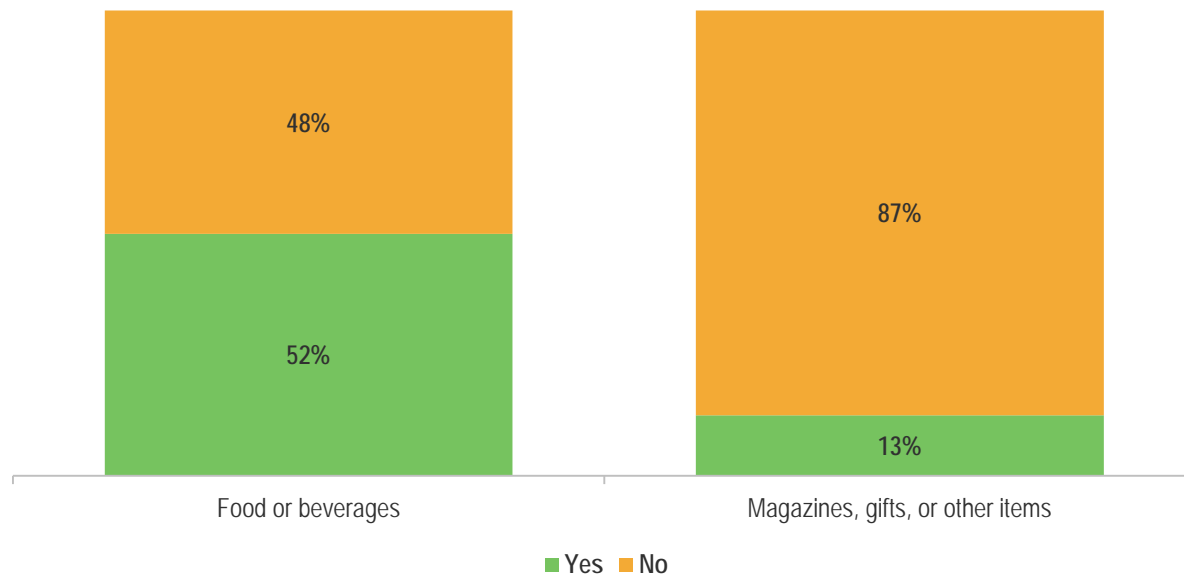
Base size: n=410

Q31. Have you purchased any food or beverages while at the airport today?

Q32. Have you purchased any magazines, gifts, or other items at any of the stores at John Wayne Airport today?



## Purchases Among All Passengers



This question was first asked this year. No comparison can be made to previous years.

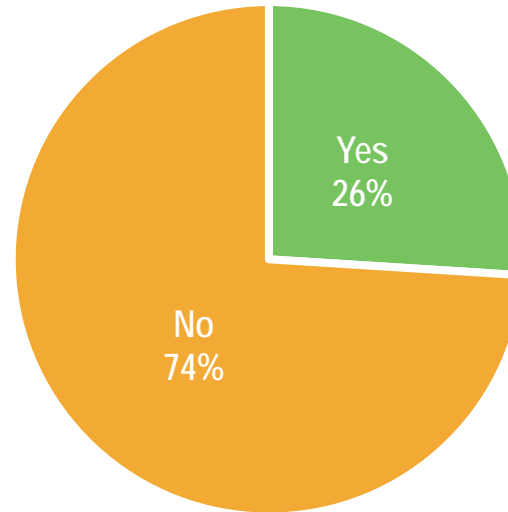


Passengers were asked if they had used or tried to use the Wi-Fi while at the airport. One quarter (26%) of passengers said they had used or tried to use the Wi-Fi service.

This is a new question, so no comparisons can be made to 2015.



## Use of Wi-Fi Among All Passengers



Base size: n=410

Q37. Have you used (or tried to use) the Wi-Fi at John Wayne Airport today?

This question was first asked this year. No comparison can be made to previous years.

Passengers who had used or tried to use the Wi-Fi were asked how satisfied they were with the service. About two-thirds were satisfied (giving a rating of 4 or 5 on a 5-point scale). Just under two in ten were dissatisfied (giving a rating of 1 or 2) with the Wi-Fi service.

This is a new question, so no comparisons can be made to 2015.

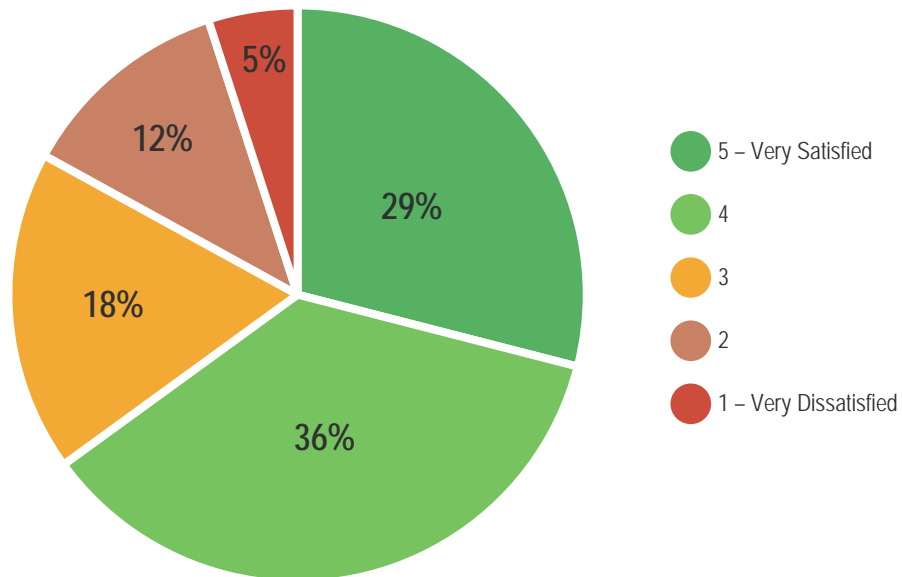
Base size: n=107

Q38 How satisfied are you with the Wi-Fi service? Please use a 1 to 5 scale where 1 is Very Dissatisfied and 5 is Very Satisfied.



## Satisfaction with Wi-Fi

Among Passengers Who Used/Tried to Use Wi-Fi



This question was first asked this year. No comparison can be made to previous years.

Passengers who gave a positive (Top 2 Box - rating 4 or 5 on a 5-point scale) score were asked what they liked about the Wi-Fi (they were allowed to select multiple responses). Over half liked the speed of the Wi-Fi, and just under half liked being able to find the free Wi-Fi network.

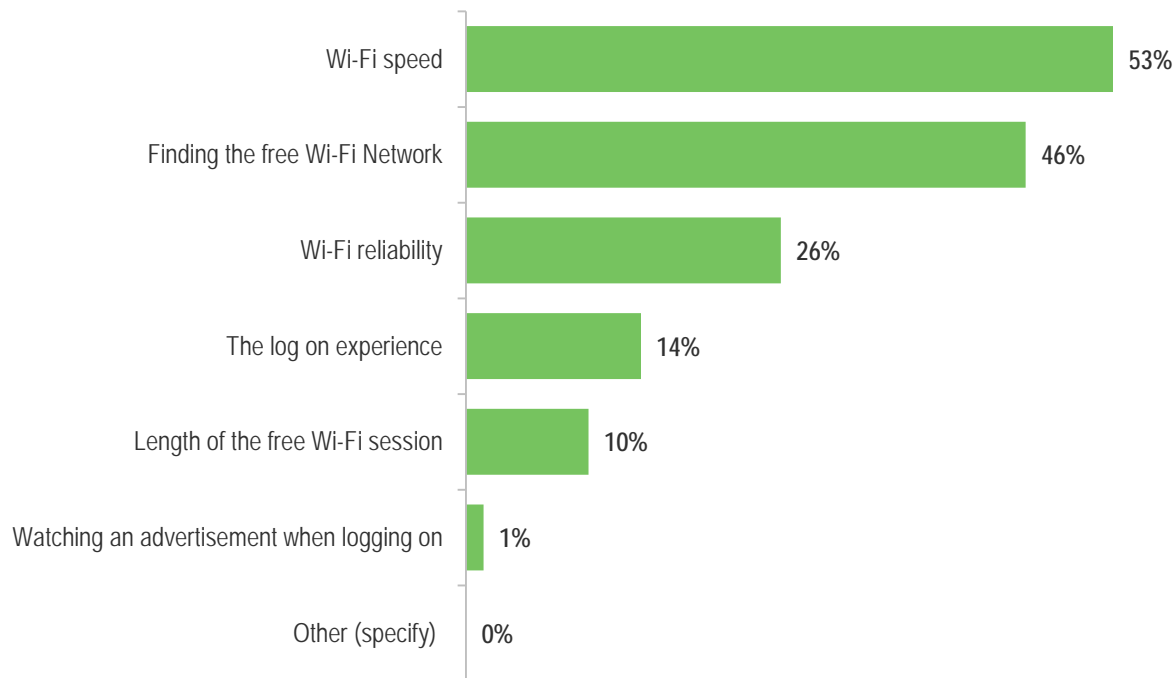
This is a new question, so no comparisons can be made to 2015.

Base size: n=70

Q39a. What did you like about your Wi-Fi experience? Select all that apply.



## Reasons for Satisfaction with Wi-Fi Among Passengers Giving a Positive Rating (4 or 5)



This question was first asked this year. No comparison can be made to previous years.

The base size for this question is extremely low (n=18), and caution should be used when drawing conclusions from these results. Frequencies are shown instead of percentages due to the small sample size.

The top reasons for dissatisfaction with the Wi-Fi is the speed and reliability, followed by the log on experience, finding the network, and the length of the session.

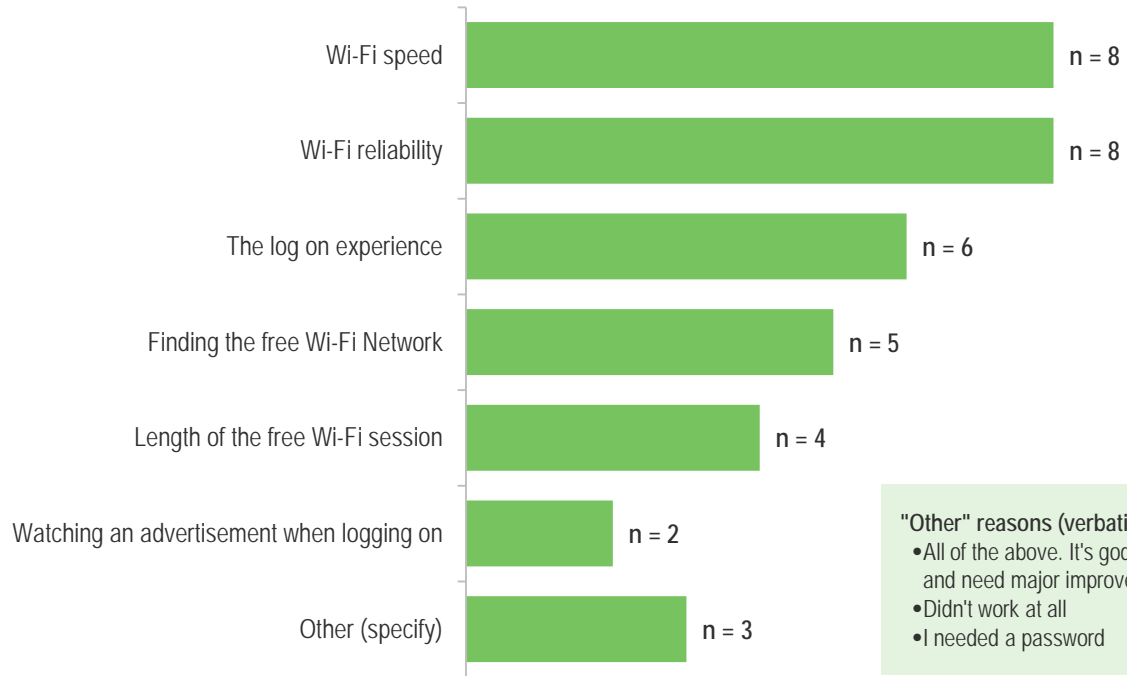
This is a new question, so no comparisons can be made to 2015.

Base size: n=18

Q39b. What did you dislike about your Wi-Fi experience? Select all that apply.



## Reasons for Dissatisfaction with Wi-Fi Among Passengers Giving a Negative Rating (1 or 2)

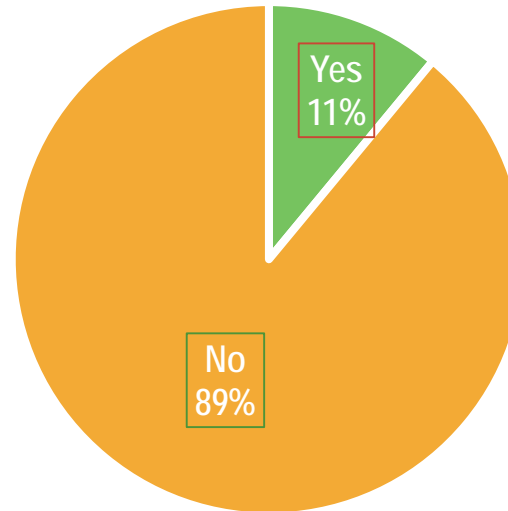


This question was first asked this year. No comparison can be made to previous years.

Passengers were asked if there were any services or products that they would like to see offered at the airport that are not currently available. Only about one in ten passengers said there are services/products they would like to see offered, which is a significant decrease compared to 31% in 2015.



## Desire for Additional Services or Products Among All Passengers



Base size: 2017 n=410 (2015 n=493)

Q33. Are there any services or products that you would like to see offered at the airport that are not available now?

This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

Among passengers who would like to see additional services offered at the airport, the most mentioned item is charging stations/power outlets for electronic devices, followed by more/better/healthier food options.

Base size: n=46

Q34. What additional services would you like to see?

Q35. Should it be before or after the security checkpoint?



## Additional Services

Among Passengers Who Would Like to See Additional Services

### Verbatim Responses

#### After security:

- Actual decent restaurants and food options... It's not great here
- Amex lounge
- Better food choices
- Better healthier food
- Cafe Rio
- Chargers
- Charging stations
- Charging stations
- Charging stations, more outlets, comfortable chic seating area
- Cheaper food
- Complimentary pop juice or water
- Delay compensation
- Different food, better Wi-Fi
- Electrical outlets for charging
- Food
- Food on shorter flights
- Frozen Yogurt Boba drinks
- Healthier food options
- Ice cream shop
- Massage chairs
- More chain food, like a panda express
- More charging stations
- More charging stations
- More charging stations
- More direct flights
- More food
- More food options
- More travel stuff
- More TVs
- Movie theater
- Real bookstore
- Retail and gift shops like Fireworks
- Some live music show if possible
- TV
- TV
- USB ports
- Vegan food options
- Workout facility

#### Before security:

- Sequential modifications through text about things such as delays and weather updates from the location you are flying to

#### Before security/After security:

- Better food options

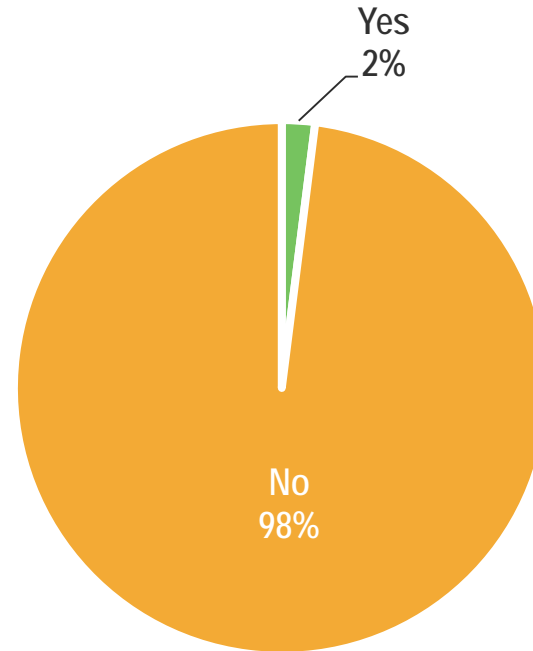
#### Don't know location/Anywhere:

- Free flights
- Manicure and mailbox
- McDonalds
- More to do
- Text notifications when your flight is delayed

Only 2% of passengers surveyed reported visiting or planning to visit the USO lounge while they were at the airport.



## USO Lounge Visit Among All Passengers



Base size: n=410

Q15. Did you or will you visit the USO lounge at the airport today?

This question was first asked this year. No comparison can be made to previous years.

Passengers were asked if they would use a lounge similar to airline club lounges with amenities like beverages, light snacks and computer workstations for a nominal fee if it was available at the airport. Three in ten said yes, four in ten said no, and another three in ten said they didn't know. This is a significant change from 2015, when 44% said yes, 54% said no, and 2% said they did not know.

Note that the wording of this question was changed slightly this year. The lounge was specified as post-security, and the fee was suggested as \$10.

More passengers who are Orange County residents than visitors said they would not use a lounge (50% vs 35%).

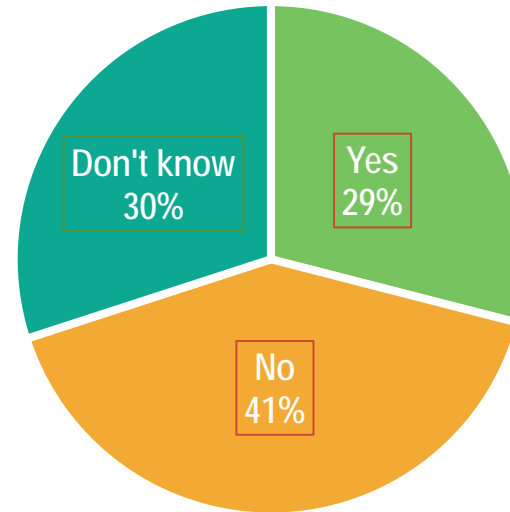
More business travelers than leisure travelers said they would use a lounge (41% vs 25%).

Base size: 2017 n=410 (2015 n=493)

Q36. If John Wayne Airport offered a post-security lounge similar to airline club lounges with amenities like beverages, light snacks and computer workstations for a nominal fee (e.g., \$10), would you use it?



## Interest in Lounge Among All Passengers



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting



Passengers were asked what types of food venues they would like to see added to John Wayne Airport (they were allowed to select multiple responses). The top desired venue is ice cream, followed by Mexican, Thai, Chinese, and Italian.

Four out of ten passengers did not want any of the food venues listed.

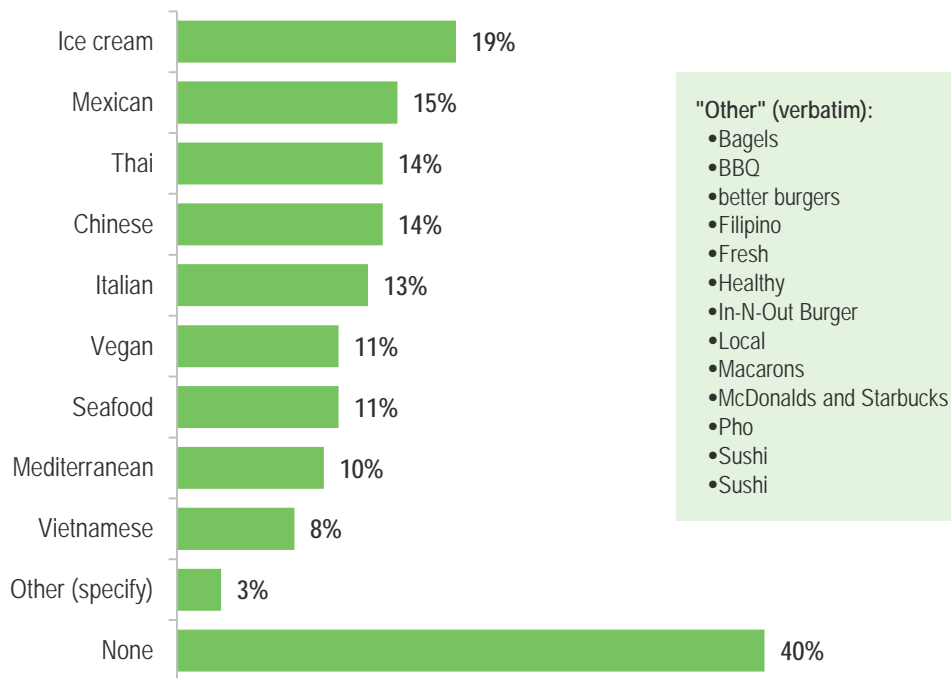
This is a new question, so no comparisons can be made to 2015.

Base size: n=410

Q42. What type of food venues would you like to see added to JWA? Select all that apply.



## Food Venue Additions Desired Among All Passengers



This question was first asked this year. No comparison can be made to previous years.

Passengers were asked what brands of coffee they would like to see added to John Wayne Airport (they were allowed to select multiple responses). Over one third want to see Starbucks. Seventeen percent want Peet's, and 12% want Seattle's Best.

Nearly half (46%) did not want any of the listed coffee brands.

This is a new question, so no comparisons can be made to 2015.

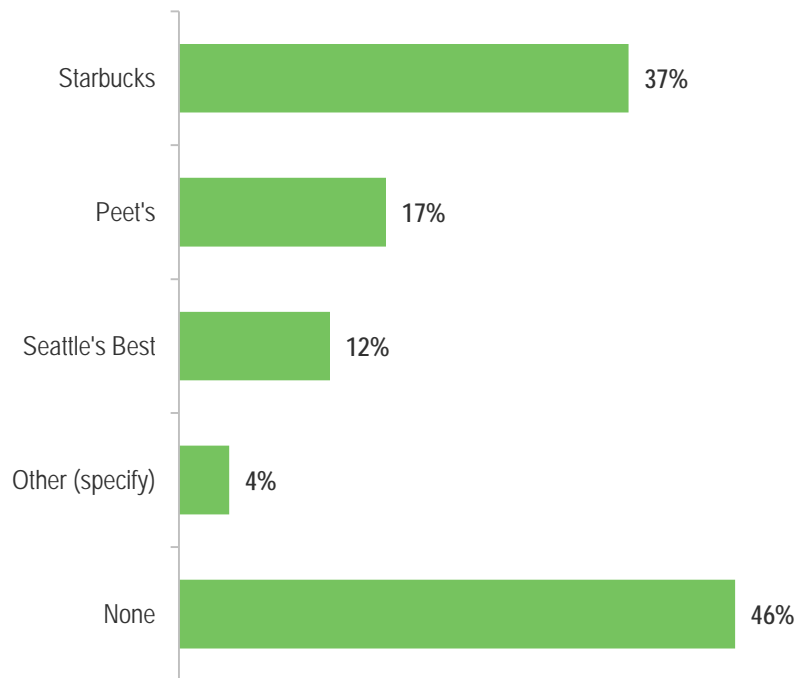
Base size: n=410

Q43. What brands of coffee would you like to see offered at the airport? Select all that apply.



## Coffee Brand Additions Desired

Among All Passengers



### "Other" (verbatim):

- Bindle
- Blue bottle
- Bulletproof
- Coffee Bean (x4)
- Coffee Shop
- Dunkin' Donuts (x2)
- Dutch Brothers
- Klatch
- McDonalds
- Panera
- Phils (x2)
- Whidbey coffee

This question was first asked this year. No comparison can be made to previous years.

Passengers were asked what types of retail options they would like to see added to John Wayne Airport (they were allowed to select multiple responses). Thirteen percent said sports theme, 11% said theme park, 10% said travel products/luggage, 8% said cosmetics, 7% said designer, and 3% said office supplies.

Over six in ten passengers did not want any of the listed retail options.

This is a new question, so no comparisons can be made to 2015.

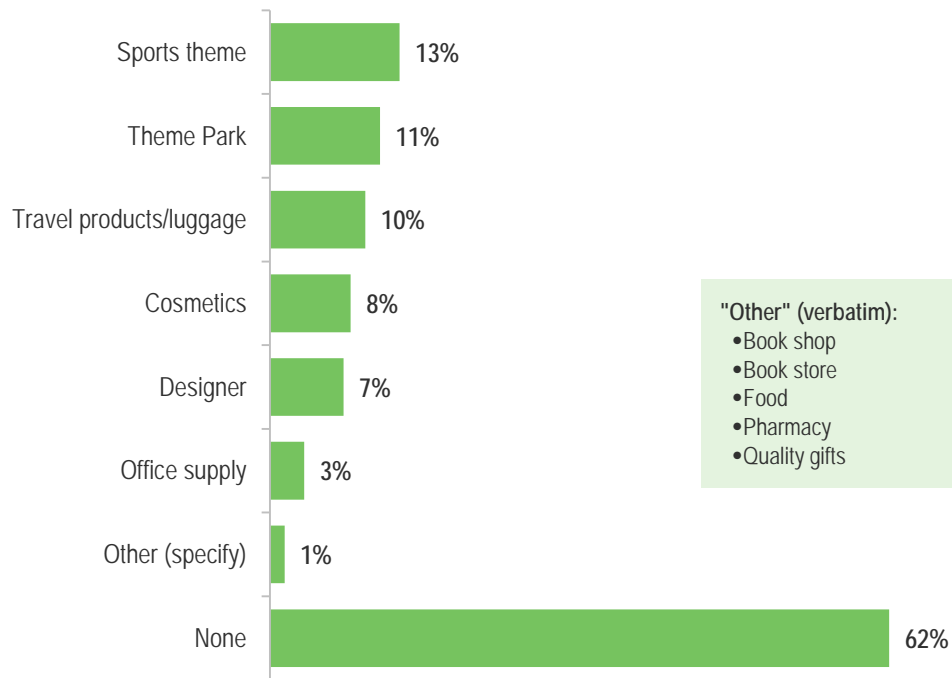
Base size: n=410

Q44. What types of retail would you like to see added to JWA? Select all that apply.



## Retail Additions Desired

Among All Passengers



This question was first asked this year. No comparison can be made to previous years.

Passengers were asked how the rental car experience could be improved (they were allowed to select multiple responses). Six percent said location of rental cars, 4% said signage to rental car location, and 1% said variety of companies/offering.

Eighty-five percent said the rental car experience is fine, and there is nothing that needs to be done to improve.

This is a new question, so no comparisons can be made to 2015.

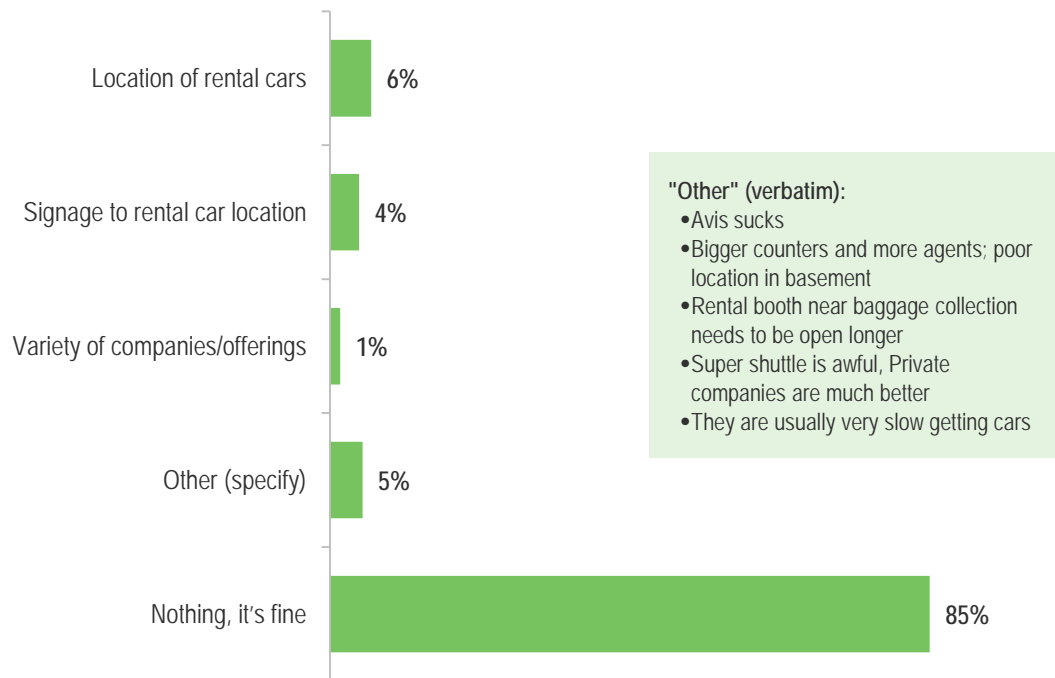
Base size: n=410

Q45. How can we improve your rental car experience? Select all that apply.



## Rental Car Experience Improvements

Among All Passengers



This question was first asked this year. No comparison can be made to previous years.



## Residential Survey Results



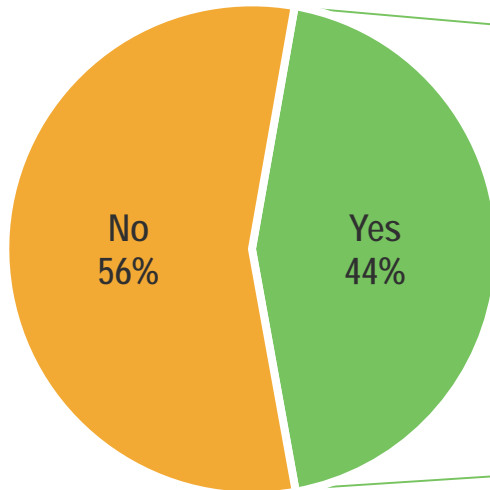
Out of 658 households (phone numbers) contacted, 292 (44%) had flown by air in the past 12 months. Of those, 176 (60%) had flown out of John Wayne Airport in the past 12 months. This yields an incidence rate of 27% residents having flown through JWA in the past 12 months among all contacted households in Orange County.



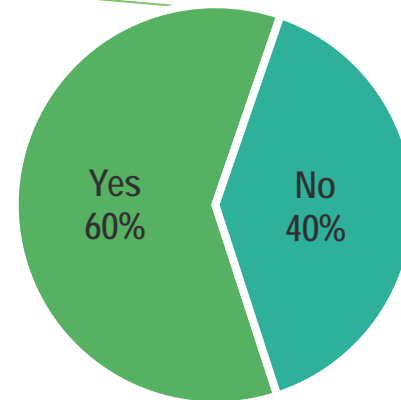
## Travel Frequency

Among All Residents

Traveled by Air  
Past 12 Months



Flew out of JWA  
Past 12 Months



Q3. In the last 12 months, how many times have you traveled by air? A round trip counts as one trip, not two.

Q6. How many times have you flown out of John Wayne Airport in the past year (i.e., How many round trips through JWA?)

In light of the switch to a 5-point scale, the Overall Airport Satisfaction question was also asked in the A-F school grading format for comparisons.

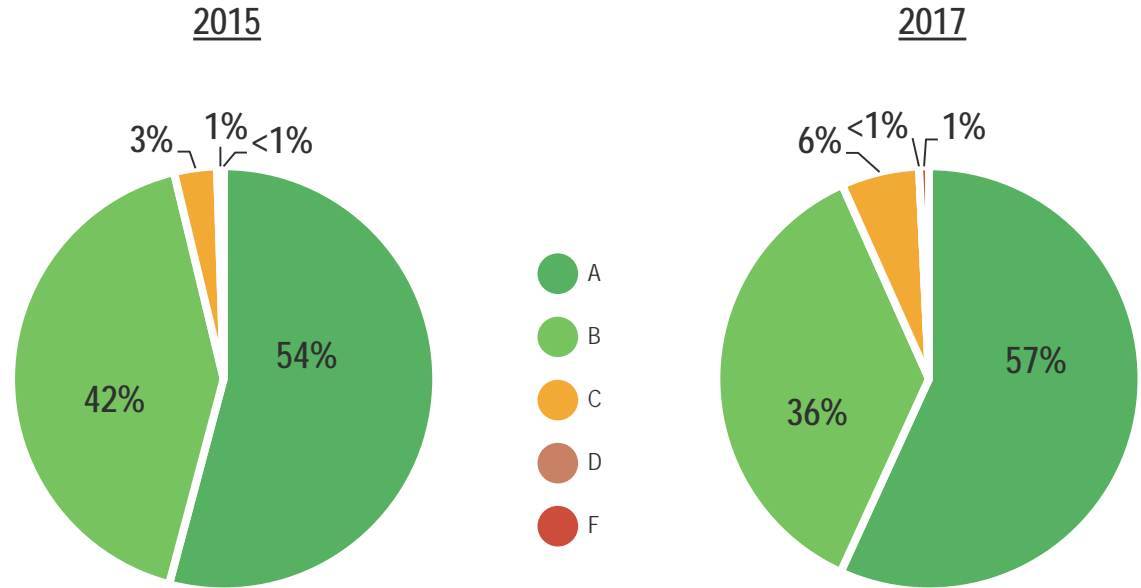
There was no significant change in the ratings given by residents in 2015 compared to this year. Fifty-seven percent gave the airport a grade of A this year, compared to 54% in 2015. Thirty-six gave a grade of B, compared to 42% in 2015. Six percent gave a grade of C, compared to 3% in 2015. Less than 1% gave a grade of D, compared to 1% in 2015, and 1% gave a grade of F, compared to less than 1% in 2015.

Base size: 2017 n=404 (2015 n=400)

Q27. Using the school grading system of A to F, please rate your overall satisfaction with John Wayne Airport.



## John Wayne Airport Report Card Rating Among All Residents



This year's data is compared to data collected in 2015.  
There are no significant differences at the 95% confidence level.

Overall Airport Satisfaction was asked both on an A-F grade scale as well as on a 5-point scale.

Significantly more residents gave a grade of A than gave a rating of 5 out of 5, while significantly more gave a score of 4 out of 5 compared to a grade of B.

This difference in evaluation may be due to the cultural stigma of grade inflation. A grade of A may be awarded for good or even just acceptable work, whereas a score of 5 out of 5 is only given for exceptional performance.

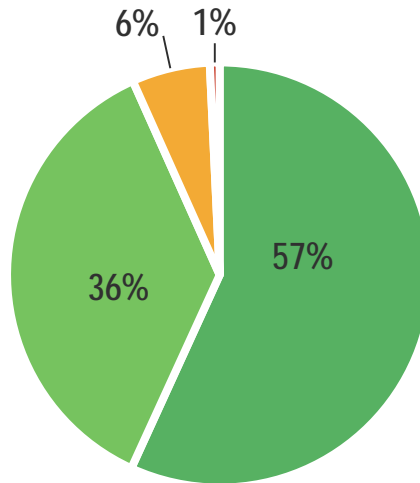
Base size: n=404

Q21. Now we would like to know how satisfied you are with specific features of John Wayne Airport. Please rate the following items on a 5-point scale where 1 is Very Dissatisfied and 5 is Very Satisfied.

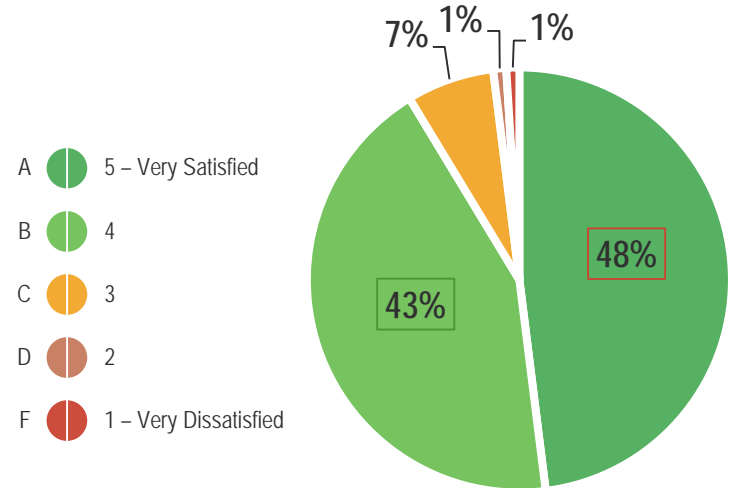


## Overall Satisfaction with Airport Among All Residents

A-F Grade Scale  
2017



5-Point Scale  
2017



- A ● 5 – Very Satisfied
- B ● 4
- C ● 3
- D ● 2
- F ● 1 – Very Dissatisfied

Overall Satisfaction scores asked on an A-F grade scale are compared to scores on a 5-point scale at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting



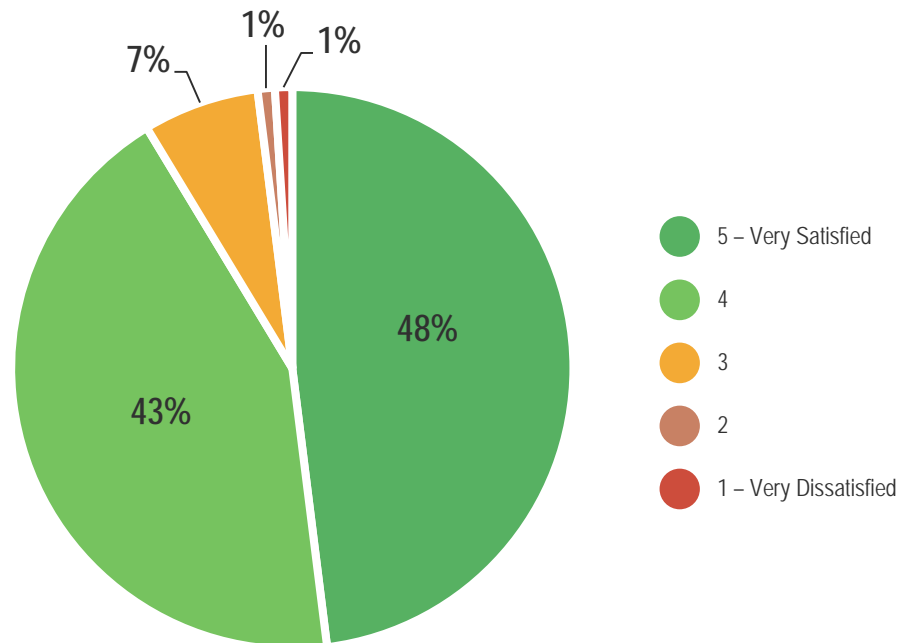
Overall, 91% of residents are satisfied with John Wayne Airport (giving a Top 2 Box score – a rating of 4 or 5 on a 5-point scale). About half (48%) of Orange County residents rate JWA as a 5 out of 5. Forty-three percent give it a rating of 4, 7% give it a rating of 3, 1% give it a rating of 2, and 1% give it a rating of 1.

Base size: 2017 n=404 (2015 n=400)

Q21. Now we would like to know how satisfied you are with specific features of John Wayne Airport. Please rate the following items on a 5-point scale where 1 is Very Dissatisfied and 5 is Very Satisfied.



## Overall Satisfaction with Airport Among All Residents



This question was first asked this year. No comparison can be made to previous years.



Residents are most satisfied with the cleanliness of airport terminals and the airport's ability to make them feel safe and secure in the terminals. Residents are least satisfied with the quality of food and beverage services, the quality of news, gift, and other retail services, and the airport art exhibits.

More female residents than male residents are satisfied with the valet parking services (82% vs 67%).

*Base sizes vary*

Q21. Now we would like to know how satisfied you are with specific features of John Wayne Airport. Please rate the following items on a 5-point scale where 1 is Very Dissatisfied and 5 is Very Satisfied.



## Satisfaction with Airport Services Among All Residents

*Ranked Highest to Lowest*

|   | 2015<br>(A + B) | 2017<br>(5 + 4) |
|---|-----------------|-----------------|
| Cleanliness of airport terminals  | 97%             | 93%             |
| Making you feel safe and secure in the terminals  | 96%             | 90%             |
| Overall customer service provided by everyone working at the airport                            | 94%             | 88%             |
| Cleanliness of airport restrooms  | 96%             | 87%             |
| Cleanliness of airport parking structures   | 92%             | 87%             |
| Signage of airport terminals and roadways   | 89%             | 85%             |
| Being treated in a courteous and professional manner by airport police                          | 86%             | 82%             |
| Services provided by Uber, Lyft, or Wingz   | 85%             | 81%             |
| Information booth service   | 89%             | 79%             |
| The amount of time it takes to get through security checkpoints                                 | 86%             | 79%             |
| Being treated in a courteous and professional manner by TSA security screening staff            | 87%             | 79%             |
| The security screening process  | 85%             | 77%             |
| Satisfaction with parking   | 79%             | 73%             |
| Door to door shuttle service from airport (e.g. Super-Shuttle or Prime-Time, Not hotel shuttle) | 81%             | 73%             |
| Taxi service from the airport   | 80%             | 73%             |
| Valet parking service   | 77%             | 73%             |
| The variety of air carriers   | 77%             | 71%             |
| Rental car service  | 83%             | 71%             |
| The quality of food and beverage services at John Wayne Airport                                 | 83%             | 68%             |
| The quality of news, gift, and other retail services of JWA                                     | 82%             | 68%             |
| Airport art exhibits  | 83%             | 68%             |

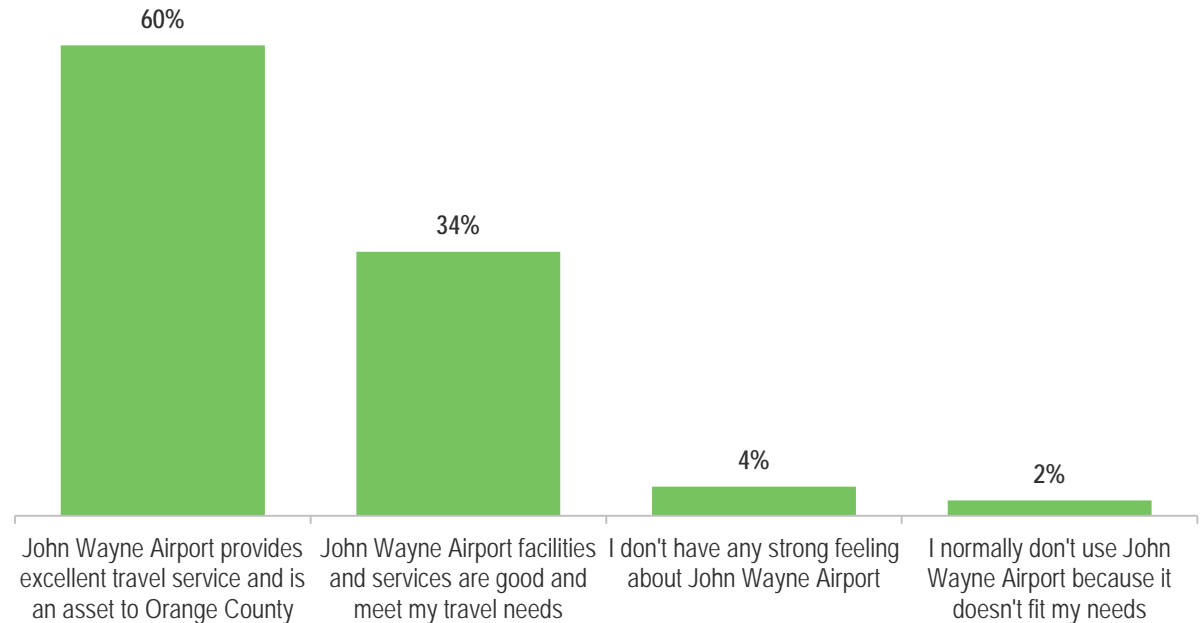
Question changed to 5-point scale; A-F grade scale was used in 2015.. Use caution when making direct comparisons.  
Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

The majority of residents have positive attitudes about John Wayne Airport. Six in ten feel that JWA provides "excellent travel service and is an asset to Orange County", and another third feel that JWA "facilities and services are good and meet my travel needs." There is no significant change between the responses of residents in 2015 compared to this year.

Base size: 2017 n=404 (2015 n=400)  
Q23. In terms of your views about John Wayne Airport, which one of the following statements would you most agree with?



## Attitudes about John Wayne Airport Among All Residents



This year's data is compared to data collected in 2015.  
There are no significant differences at the 95% confidence level.

Among residents, John Wayne Airport has a Net Promoter Score of 63, which is considered excellent. This is a new question, so no comparisons can be made to 2015.

More female residents than male residents are promoters of John Wayne Airport (78% vs 64%), while more males than females are neutral (26% vs 15%).

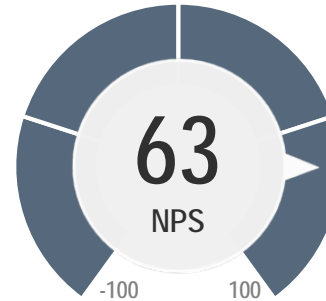
- According to the Net Promoter framework, customers can be categorized into one of three groups: Promoters, Passives, and Detractors.
- Promoters are viewed as valuable assets that drive profitable growth because of their repeat/increased usage, longevity and referrals.
- Detractors are seen as liabilities that destroy profitable growth because of their complaints, reduced usage/defection and negative word-of-mouth.
- Net Promoter Score is obtained by asking one single question (i.e., likelihood to recommend) and subtracting the percent of Detractors from the percent of Promoters.
- Proponents of the Net Promoter approach claim that an organization's relative Net Promoter Score (its score relative to competitors) correlates with revenue growth relative to competitors.

Base size: n=404

Q28. Based on your overall experience at the airport, how likely would you be to recommend John Wayne Airport to others?



## Net Promoter Score Among All Residents



Promoters (9-10 Rating) – Detractors (0-6 Rating) = Net Promoter Score (NPS)



*Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld*

This question was first asked this year. No comparison can be made to previous years.

The most-used source of information about John Wayne Airport is still airline/airport websites, though this has dropped significantly since 2015 (down to 41% from 60%). There were increases in the use of online travel sites, including Expedia, Travelocity, Kayak, Hotwire, and other travel websites. There were also increases in the use of relatives/friends, business associates, Facebook, Twitter, Yelp, other social media, local newspapers, and Travel agencies as sources of information.

Among "other" sources stated, 24 said Google/internet searches (6% of total).

There were significantly more residents this year compared to 2015 that stated they have not looked for information on JWA (up to 22% from 16%).

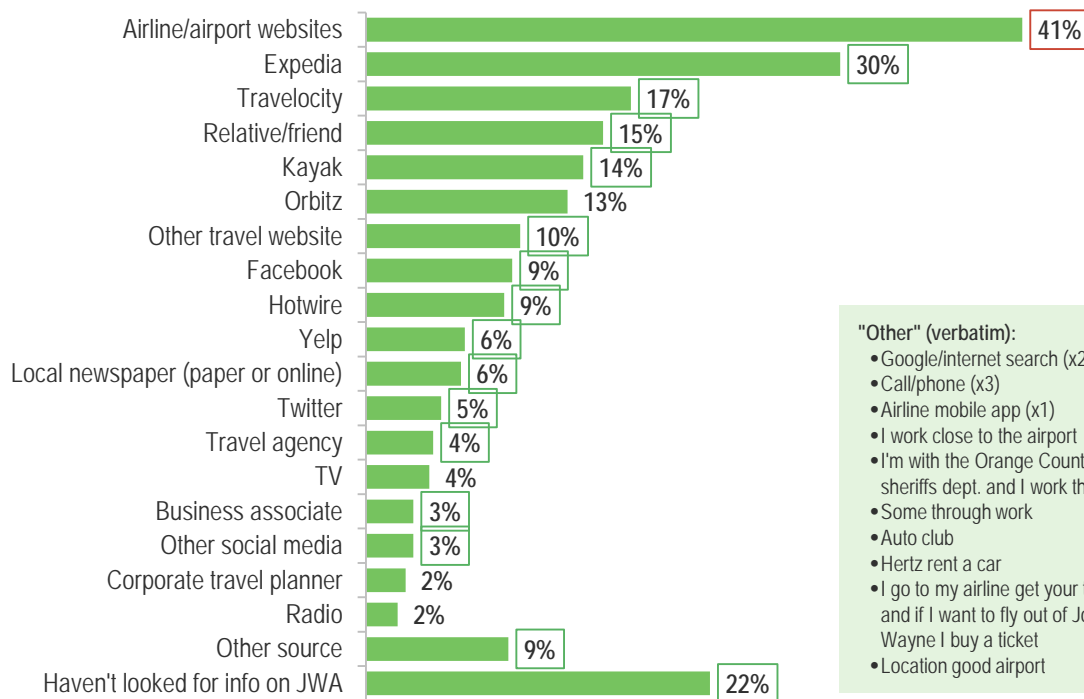
Base size: 2017 n=404 (2015 n=400)

Q12. What sources of information do you use for information about John Wayne Airport?  
Select all that apply.



## Sources of Information about John Wayne Airport

Among All Residents



### "Other" (verbatim):

- Google/internet search (x24)
- Call/phone (x3)
- Airline mobile app (x1)
- I work close to the airport
- I'm with the Orange County sheriffs dept. and I work there
- Some through work
- Auto club
- Hertz rent a car
- I go to my airline get your tickets and if I want to fly out of John Wayne I buy a ticket
- Location good airport

This year's data is compared to data collected in 2015 at the 95% confidence level.  
Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting

The most commonly read local newspaper is the Orange County Register, with one third reading it in print, and three in ten reading it online. About a quarter read the LA Times online, and 16% read the LA Times in print. Thirty percent of residents do not read any local newspaper.

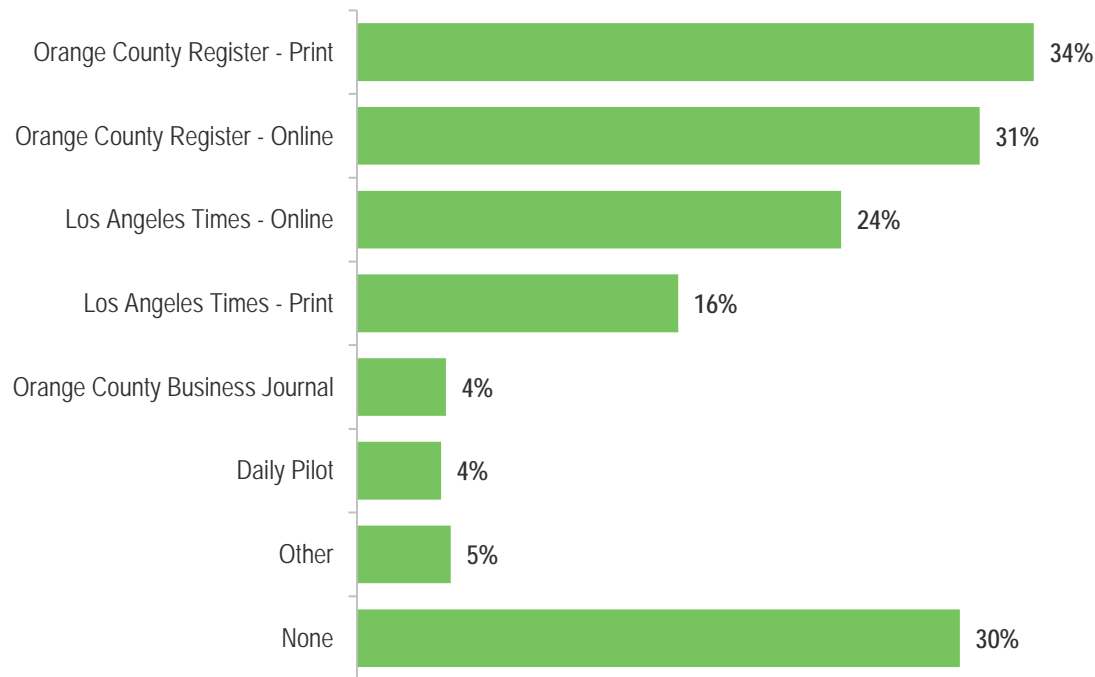
Base size: n=404

Q13. Please tell me which local newspapers you read. Select all that apply.



## Newspaper for Information about JWA

Among All Residents

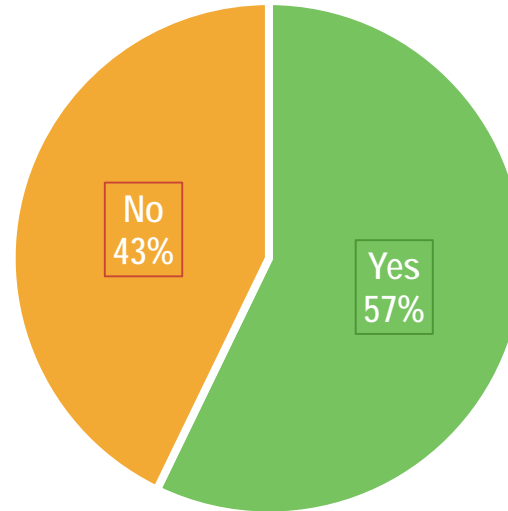


This year, this question was asked of all residents rather than just those that use newspapers for information about JWA. Base sizes in 2015 were too low for statistical analysis (n=12) so no comparisons are made.

Over half of Orange County residents have visited the John Wayne Airport website. This is significantly more than in 2015, when only about a third (35%) reported having visited the website.



## JWA Website Visits Among All Residents



Base size: 2017 n=404 (2015 n=400)

Q14. Have you ever visited the website for John Wayne Airport?

This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

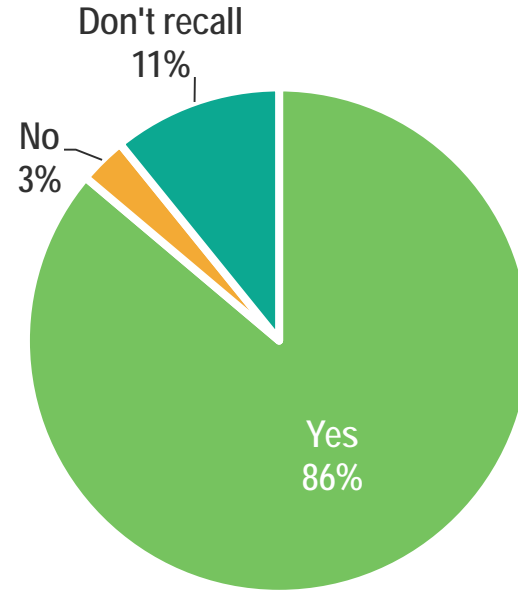


Eighty-six percent of residents who visited the JWA website report being able to find the information they needed. Three percent did not, and 11% could not recall. There are no significant changes in these results since 2015.



## Found Needed Information on Website

Among Residents Who Have Visited JWA Website



Base size: 2017 n=231 (2015 n=140)

Q15. Did you find the information you needed on the website?

This year's data is compared to data collected in 2015. There are no significant differences at the 95% confidence level.

Residents who visited the JWA website were asked what additional information they would like to see on the site.

Responses included business hours, flight tracking, flight fares, traffic and parking information, security wait times, and construction updates.

Base size: n=44

Q16. What additional information would you like to see on the website?



## Additional Information Wanted on Website Among Residents Who Have Visited JWA Website

### Verbatim Responses:

- A map of where the Uber pick ups are
- Arrivals and departure information
- Banner when they update things, like security lines
- Business hours
- Construction update, parking changes
- Current traffic patterns
- Customs wait times, car traffic. Cheap flights.
- Delay information on flights
- Do they have a cell phone lot, what airlines come in, what is the earliest flight out, what is the latest flight in, what time do you open what time do you close
- flight tracking
- Flights and fares
- Fly times and so on
- Growth of airlines
- How to get cheaper flights
- I think I was looking for cities with direct flight into John Wayne, does JFK in new York have a direct flight into John Wayne, and if so, what airline is it, I would love a list, that would be awesome
- I wish that I can purchase tickets directly on the website
- I wish to see comparisons to other airport companies.
- Information about delays, gate locations etc.
- Information on transportation
- It would be nice to know what parking structure were full and what ones had openings
- Like how much the most expensive ticket they have
- Local area items
- More deals
- More help with flight descriptions, hotels, car rentals
- More information about transportation and parking
- News, sports & technology
- Open close times, parking details and what flights might be coming in
- Parking depending on which airline your going out of
- Places to dine, attractions, car rentals, parks.
- Plans for expansion, and plans for improvement, and things for access to more airlines
- Proper delay and arrival times plus weekly deals since I travel a lot
- Rates
- Security wait times
- Some more flight times, as mine wasn't on there, but was scheduled.
- Specific directions, I got lost trying to get in to it
- The menus were incomplete for what I wanted to find like parking and shuttles it wasn't user friendly
- Things to do around the area.
- Time
- Traffic going in and in the area and also something about how busy it is, wait times to get boarding passes, etc. I wish all airports had that.
- Traffic in area
- Up to the minute parking availability and traffic information
- Updates on the construction
- Wait times
- What their goals, What their hours are. Traffic patterns, name and numbers of the stores at the airport

Open End responses from this year are not compared to responses from 2015.

Residents were asked to give their primary reason for choosing John Wayne Airport. The top reason is location/proximity to their home or destination, though this decreased significantly since 2015 (down to 84% from 93%).

There were significant increases in those who chose JWA because of better flight schedule/availability (up to 5% from 2%) and cost/affordability (3%).

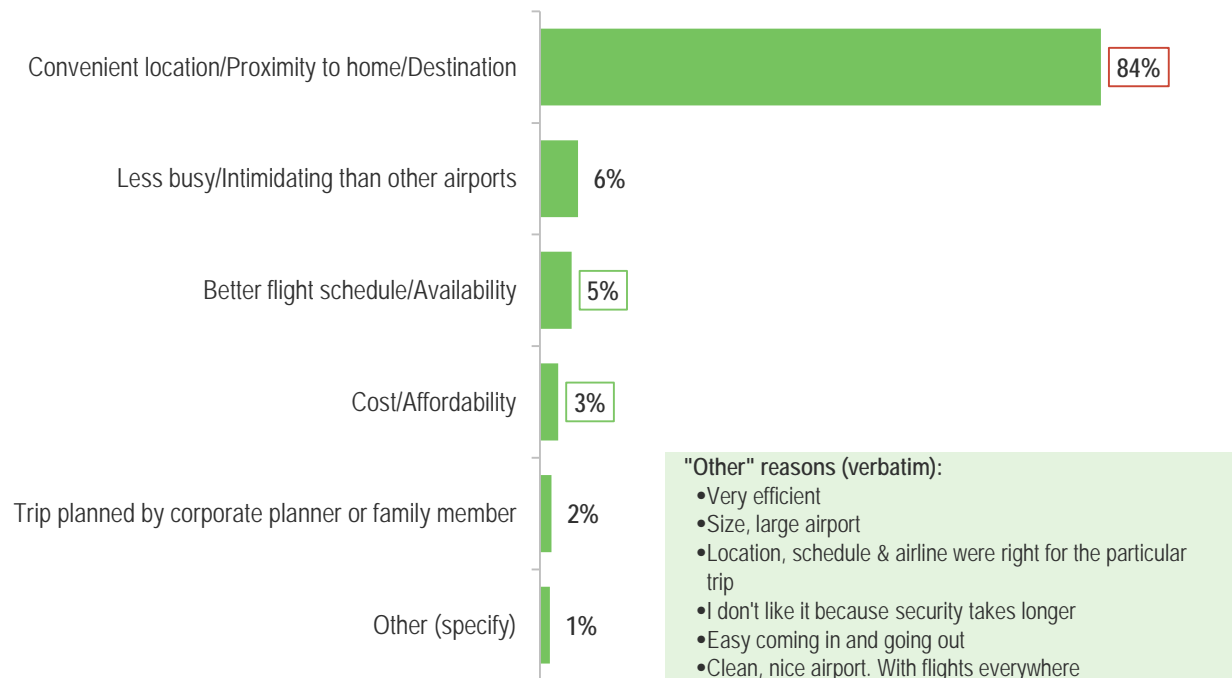
Base size: 2017 n=404 (2015 n=400)

Q17. What is your primary reason for choosing John Wayne Airport?



## Reason for Choosing John Wayne Airport

Among All Residents



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting

The top reason residents give for choosing airports other than JWA is because of cost/affordability, cited by over one third of residents. There was a significant decrease in flight schedule/availability (down to 26% from 37%) and variety of international connections (down to 8% from 16%) being given as the reason, and an increase in convenient location (up to 16% from 7%) and other reasons. Among "other" reasons given, 14 said lack of direct flights (4% of total).

Two percent said they never use other airports, which is not significantly different than in 2015 (3%).

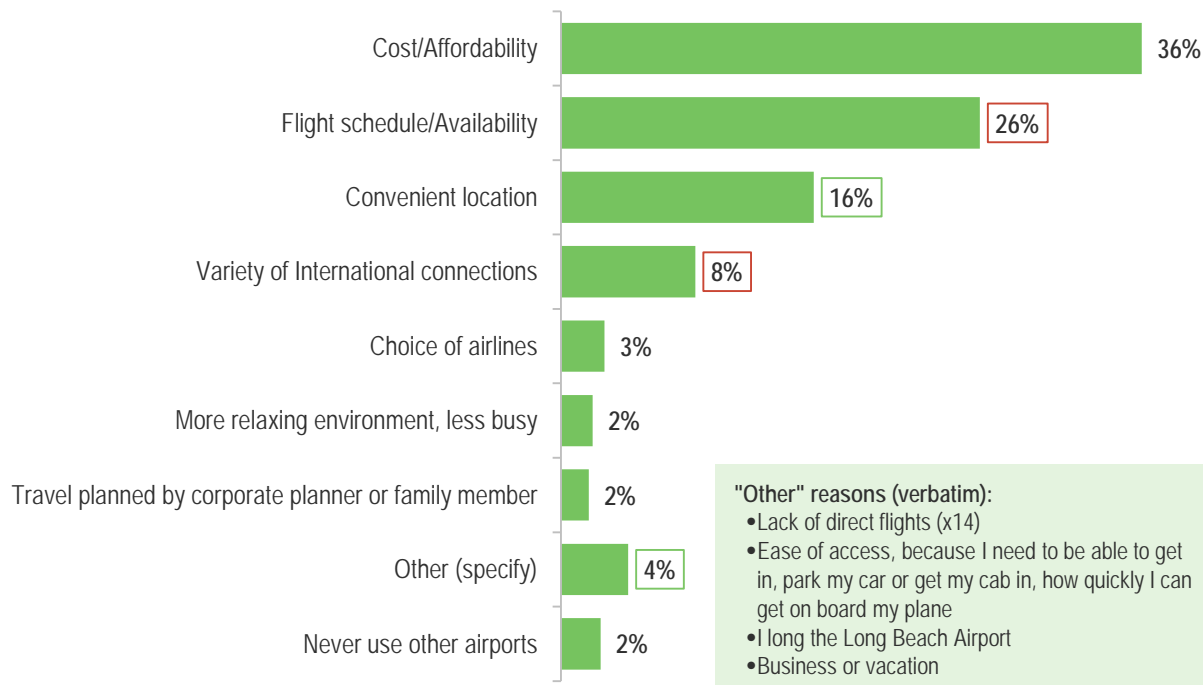
Base size: 2017 n=404 (2015 n=400)

Q18. When you choose to fly out of airports other than John Wayne, what is your primary reason for doing so?



## Reasons for Choosing Other Airports

Among All Residents

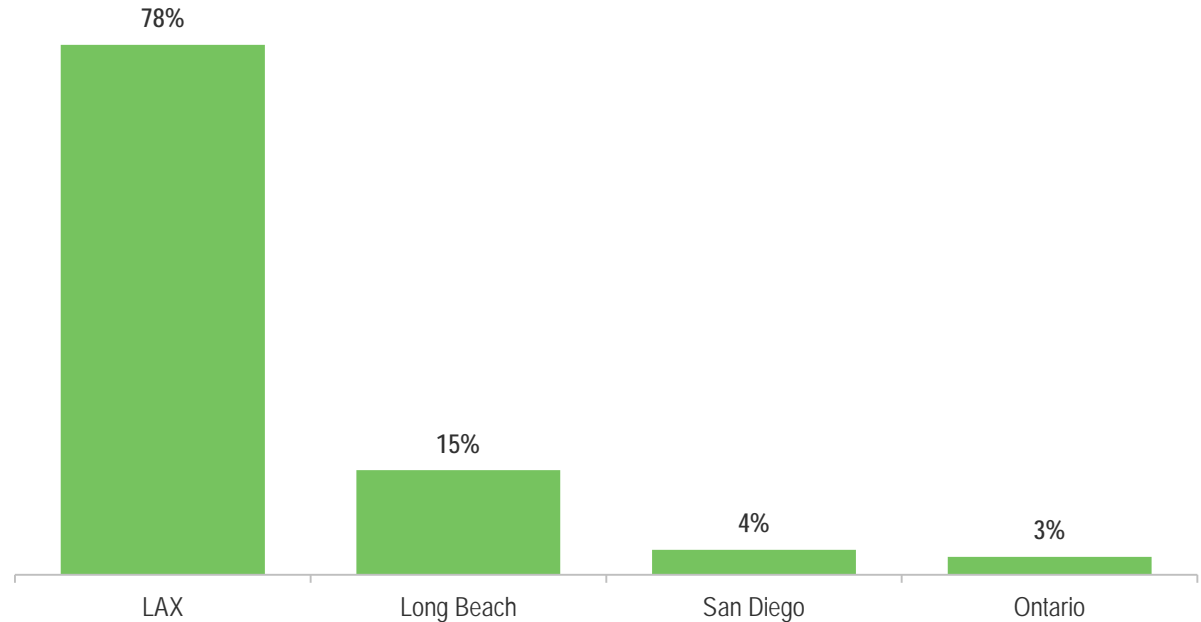


This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by green (significantly higher) or red (significantly lower) highlighting

Among those who use airports other than JWA, LAX is by far the most-used at about three quarters of OC residents using the airport.



## Other Airport Used Most Often Among Residents that Use Other Airports



Base size: 2017 n=382 (2015 n=387)  
Q19. What other airport do you use most often?

This year's data is compared to data collected in 2015 at the 95% confidence level.  
Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

Eight in ten Orange County residents surveyed report having made a food or beverage purchase at the airport.

Nearly half of residents report having made a purchase of magazines, gifts, or other items at the airport.

This is a new question, so no comparisons can be made to 2015.

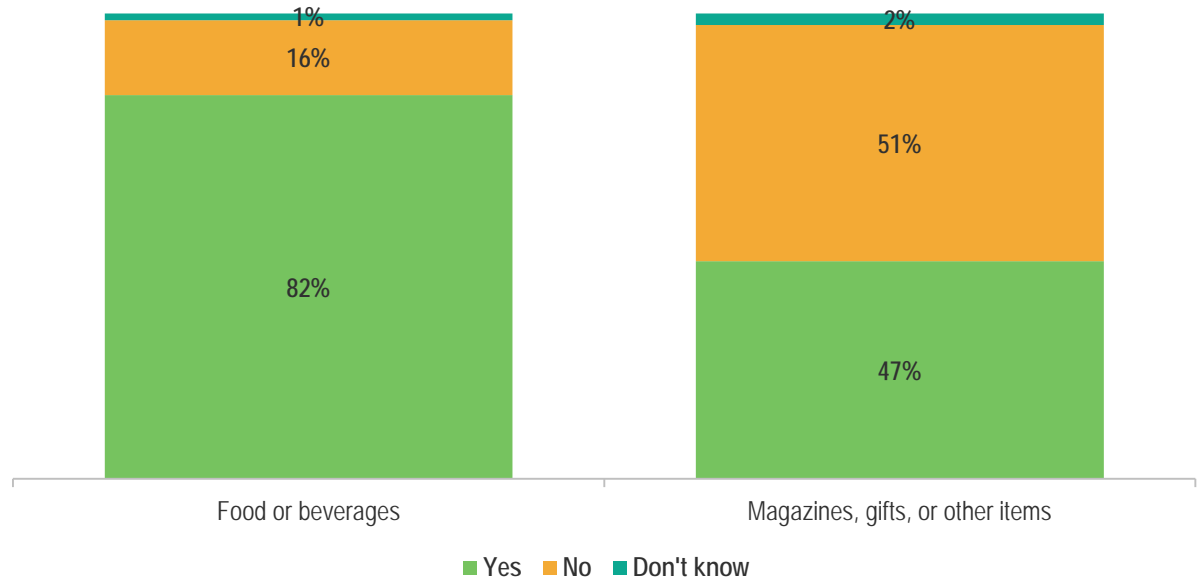
Base size: n=404

Q25. Have you purchased magazines, gifts, or other items at any of the stores at John Wayne Airport?

Q26. Have you purchased any food or beverages at John Wayne Airport in the last year?



## Purchases Among All Residents



This question was first asked this year. No comparison can be made to previous years.

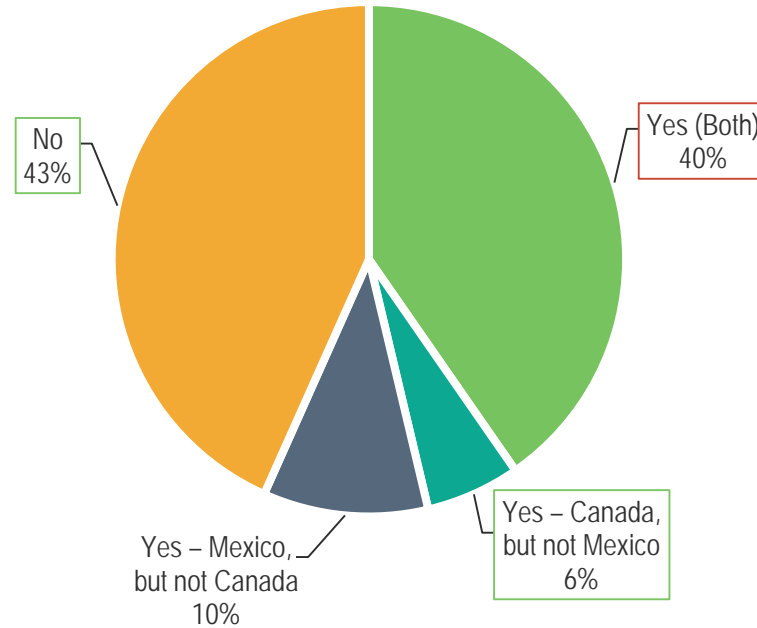
A total of fifty-seven percent of residents were aware that John Wayne Airport provides non-stop international service (to either Canada, Mexico, or both). This is a significant decrease since 2015, when 65% were aware. There was a decrease in those that were aware of both services, an increase in those who knew about Canada but not Mexico, and no change in those who knew about Mexico but not Canada.

Base size: 2017 n=355 (2015 n=384)

Q20. Prior to this survey, were you aware that JWA provides non-stop service to Mexico and Canada?



## Awareness of Mexico & Canada Service Among All Residents



This year's data is compared to data collected in 2015 at the 95% confidence level. Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting



## Demographic Profiles





# Demographics – Passenger Survey

|             | 2015 | 2017 |
|-------------|------|------|
| Sample Size | 493  | 410  |

## Q50: Gender

|        |     |     |
|--------|-----|-----|
| Male   | 44% | 51% |
| Female | 56% | 49% |

## Q46: Age

| Average (Mean) | 2015 | 2017 |
|----------------|------|------|
| 18 – 24        | 14%  | 10%  |
| 25 – 34        | 18%  | 28%  |
| 35 – 44        | 17%  | 23%  |
| 45 – 54        | 19%  | 17%  |
| 55 – 64        | 19%  | 13%  |
| 65 and older   | 13%  | 10%  |
| Refused        | 1%   | 0%   |

## Q49: Household Income

| Average (Mean)    | 2015 | 2017 |
|-------------------|------|------|
| Under \$50,000    | 15%  | 20%  |
| \$50 - \$99,999   | 24%  | 38%  |
| \$100 - \$149,999 | 19%  | 22%  |
| \$150 - \$199,000 | 13%  | 13%  |
| Over \$200,000    | 16%  | 6%   |

## Q6: Resident of Orange County

|          |     |     |
|----------|-----|-----|
| Resident | 33% | 41% |
| Visitor  | 67% | 59% |

|             | 2015 | 2017 |
|-------------|------|------|
| Sample Size | 493  | 410  |

## Q14: Primary Purpose of Trip

|                  |     |     |
|------------------|-----|-----|
| Business         | 38% | 22% |
| Pleasure/Leisure | 56% | 52% |
| School/Education | 1%  | 1%  |
| Military         | 0%  | 0%  |
| Personal         | 4%  | 21% |
| Other            | 1%  | 3%  |

## Q27: Flown out of JWA Past 12 Months (incl. today)

| Average (Mean) | 2015 | 2017 |
|----------------|------|------|
| 1              | 41%  | 44%  |
| 2              | 17%  | 24%  |
| 3              | 11%  | 10%  |
| 4              | 6%   | 6%   |
| 5              | 4%   | 4%   |
| 6              | 4%   | 3%   |
| 7              | 1%   | 2%   |
| 8              | 3%   | 2%   |
| 9              | 1%   | 0%   |
| 10 - 15        | 5%   | 2%   |
| 16 - 20        | 2%   | 0%   |
| Over 20        | 4%   | 1%   |

|             | 2015 | 2017 |
|-------------|------|------|
| Sample Size | 493  | 410  |

## Q14: Primary Purpose of Trip

|                  |     |     |
|------------------|-----|-----|
| Business         | 38% | 22% |
| Pleasure/Leisure | 56% | 52% |
| School/Education | 1%  | 1%  |
| Military         | 0%  | 0%  |
| Personal         | 4%  | 21% |
| Other            | 1%  | 3%  |

## Q47: Primarily English Household?

|     |     |     |
|-----|-----|-----|
| Yes | 93% | 91% |
| No  | 7%  | 9%  |

## Q48: Primary Language Spoken in Home

| Sample Size         | 2015 | 2017 |
|---------------------|------|------|
| Spanish             | 31%  | 43%  |
| Chinese (Mandarin)  | 14%  | 16%  |
| Chinese (Cantonese) | 6%   | 8%   |
| Korean              | 6%   | 5%   |
| Vietnamese          | 14%  | 8%   |
| Other (specify)     | 31%  | 19%  |

Filipino  
French  
Kannada  
Marathi  
Portuguese  
Swedish  
Tamil

This year's data is compared to data collected in 2015 at the 95% confidence level.  
Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

## Demographics – Passenger Survey

|   | 2015 | 2017 |
|---|------|------|
| <b>Q8: Home City (among OC residents)</b> |      |      |
| <i>Sample Size</i>                        | 163  | 167  |
| Aliso Viejo                               | 1%   | 2%   |
| Anaheim                                   | 4%   | 9%   |
| Brea                                      | 1%   | 2%   |
| Buena Park                                | 2%   | 4%   |
| Corona Del Mar                            | 1%   | 0%   |
| Costa Mesa                                | 7%   | 7%   |
| Cypress                                   | 1%   | 3%   |
| Dana Point                                | 3%   | 1%   |
| Foothill Ranch                            | 0%   | 1%   |
| Fountain Valley                           | 0%   | 4%   |
| Fullerton                                 | 6%   | 6%   |
| Garden Grove                              | 4%   | 8%   |
| Huntington Beach                          | 7%   | 4%   |
| Irvine                                    | 15%  | 7%   |
| Ladera Ranch                              | 1%   | 0%   |
| Laguna Beach                              | 1%   | 1%   |
| Laguna Hills                              | 1%   | 2%   |
| Laguna Niguel                             | 5%   | 4%   |
| Laguna Woods                              | 2%   | 0%   |

|  | 2015 | 2017 |
|--|------|------|
| <b>Q8: Home City (among OC residents) <i>continued</i></b> |      |      |
| <i>Sample Size</i>   | 163  | 167  |
| La Habra   | 1%   | 2%   |
| Lake Forest  | 1%   | 3%   |
| La Palma   | 0%   | 2%   |
| Los Alamitos   | 0%   | 1%   |
| Mission Viejo  | 6%   | 2%   |
| Newport Beach  | 7%   | 1%   |
| Orange   | 5%   | 4%   |
| Placentia  | 2%   | 0%   |
| Rancho Santa Margarita                                     | 3%   | 1%   |
| San Clemente   | 1%   | 2%   |
| San Juan Capistrano  | 1%   | 0%   |
| Santa Ana  | 4%   | 5%   |
| Seal Beach   | 0%   | 2%   |
| Trabuco Canyon   | 1%   | 0%   |
| Tustin   | 2%   | 4%   |
| Villa Park   | 1%   | 0%   |
| Westminster  | 2%   | 3%   |
| Yorba Linda  | 4%   | 1%   |
| Other  | 0%   | 2%   |

# Demographics – Residential Survey

|             | 2015 | 2017 |
|-------------|------|------|
| Sample Size | 400  | 404  |

## Q33: Gender

|        |     |     |
|--------|-----|-----|
| Male   | 51% | 51% |
| Female | 49% | 49% |

## Q29: Age

| Average (Mean) | 2015 | 2017 |
|----------------|------|------|
| Average (Mean) | 49   | 44   |
| 18 – 24        | 6%   | 10%  |
| 25 – 34        | 14%  | 22%  |
| 35 – 44        | 20%  | 18%  |
| 45 – 54        | 24%  | 22%  |
| 55 – 64        | 17%  | 12%  |
| 65 and older   | 20%  | 11%  |
| Refused        | 0%   | 5%   |

## Q32: Household Income

| Average (Mean)     | 2015     | 2017     |
|--------------------|----------|----------|
| Average (Mean)     | \$128.8k | \$114.8k |
| Under \$50,000     | 10%      | 15%      |
| \$50 - \$99,999    | 23%      | 31%      |
| \$100 - \$149,999  | 22%      | 15%      |
| \$150 - \$199,000  | 13%      | 13%      |
| Over \$200,000     | 18%      | 15%      |
| Don't know/refused | 15%      | 11%      |

|             | 2015 | 2017 |
|-------------|------|------|
| Sample Size | 400  | 404  |

## Q6: Flown out of JWA Past 12 Months (incl. today)

| Average (Mean) | 2015 | 2017 |
|----------------|------|------|
| Average (Mean) | 3.8  | 2.7  |
| 1              | 33%  | 45%  |
| 2              | 23%  | 25%  |
| 3              | 13%  | 12%  |
| 4              | 9%   | 7%   |
| 5              | 6%   | 3%   |
| 6              | 5%   | 2%   |
| 7              | 1%   | 1%   |
| 8              | 2%   | 1%   |
| 9              | 1%   | 1%   |
| 10 - 15        | 5%   | 2%   |
| 16 – 20        | 1%   | 0%   |
| Over 20        | 3%   | 1%   |

|             | 2015 | 2017 |
|-------------|------|------|
| Sample Size | 400  | 404  |

## Q30: Primarily English Household?

|     |     |     |
|-----|-----|-----|
| Yes | 95% | 93% |
| No  | 5%  | 7%  |

## Q31: Primary Language Spoken in Home

| Sample Size         | 2015 | 2017 |
|---------------------|------|------|
| Sample Size         | 19   | 29   |
| Spanish             | 47%  | 31%  |
| Chinese (Mandarin)  | 0%   | 14%  |
| Chinese (Cantonese) | 5%   | 0%   |
| Korean              | 0%   | 3%   |
| Vietnamese          | 21%  | 24%  |
| Other (specify)     | 26%  | 28%  |

Hebrew  
Ibo  
Pilipino  
Rdu  
Romanian  
Russian  
Tamil  
Native  
American  
languages

This year's data is compared to data collected in 2015 at the 95% confidence level.  
Significant differences are indicated by **green** (significantly higher) or **red** (significantly lower) highlighting

## Demographics – Residential Survey

|                       | 2015 | 2017 |
|-----------------------|------|------|
| <b>Q11. Home City</b> |      |      |
| Aliso Viejo           | 4%   | 2%   |
| Anaheim               | 7%   | 9%   |
| Brea                  | 1%   | 2%   |
| Buena Park            | 1%   | 1%   |
| Corona Del Mar        | 2%   | 0%   |
| Costa Mesa            | 5%   | 4%   |
| Coto de Caza          | 1%   | 0%   |
| Cypress               | 1%   | 0%   |
| Dana Point            | 1%   | 1%   |
| Foothill Ranch        | 0%   | 0%   |
| Fountain Valley       | 2%   | 2%   |
| Fullerton             | 2%   | 4%   |
| Garden Grove          | 4%   | 4%   |
| Huntington Beach      | 10%  | 8%   |
| Irvine                | 11%  | 11%  |
| La Habra              | 1%   | 1%   |
| La Palma              | 0%   | 0%   |
| Ladera Ranch          | 1%   | 1%   |
| Laguna Beach          | 2%   | 0%   |
| Laguna Hills          | 2%   | 1%   |
| Laguna Niguel         | 4%   | 3%   |

|  | 2015 | 2017 |
|--|------|------|
| <b>Q11: Home City <i>continued</i></b> |      |      |
| Laguna Woods                           | 1%   | 1%   |
| Lake Forest                            | 3%   | 3%   |
| Los Alamitos                           | 0%   | 1%   |
| Midway City                            | 0%   | 0%   |
| Mission Viejo                          | 5%   | 5%   |
| Newport Beach                          | 4%   | 4%   |
| Orange                                 | 5%   | 5%   |
| Placentia                              | 1%   | 1%   |
| Portola Hills                          | 0%   | 0%   |
| Rancho Santa Margarita                 | 2%   | 2%   |
| San Clemente                           | 3%   | 2%   |
| San Juan Capistrano                    | 1%   | 2%   |
| Santa Ana                              | 6%   | 5%   |
| Seal Beach                             | 0%   | 1%   |
| Stanton                                | 1%   | 0%   |
| Trabuco Canyon                         | 1%   | 0%   |
| Tustin                                 | 4%   | 4%   |
| Westminster                            | 2%   | 1%   |
| Yorba Linda                            | 3%   | 2%   |
| Other (specify)                        | 0%   | 0%   |
| Unincorporated OC                      | 0%   | 1%   |



## Appendix: Residential Survey Verbatim Responses



## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 5 out of 5 rating:

- Beautiful newer terminals and everyone was very nice and helpful
- Because I have always had an easy time with everything at JWA no one has made anything hard on me. Everything was simple and fast at JWA
- Because I have been to a lot of airports and it is the least busy but they keep it really clean and everybody is nice. They do not have a help desk per say but if you ask anybody they are willing to help
- Because I like it better than all the other airports I've been in. it's clean, it's fast, efficient.
- Because it is close to home, it's clean, and they have a very organized loop. It is not as crazy or as time consuming as many other airports. It's the least stressful.
- Because it is close to me and it is convenient a lot more than driving to LAX.
- Because it is convenient and easy to get in and out of. The traffic isn't terrible.
- Because it is easy in and out. It is clean and safe.
- Because it's very fast, saves a lot of time. Also the check in is fast and quick.
- Because JWA does an outstanding job in providing quality services to its customers. I LOVE JWA.
- Because of its convenience, cleanliness and friendliness of the staff
- Because they meet my needs. They're a fine airport, they are close, they meet my needs.
- Because we're real satisfied with their service and all. The ease with which you drop off and going through to get to your terminal. Also, I'm usually in a wheelchair, and they're real courteous
- Clean and convenient
- Clean, convenient, and friendly
- Clean, convenient, helpful staff.
- Clean, easy to go through, fast
- Clean, nice
- Clean, nice people, very easy to get around and the security line moves pretty good
- Clean, super easy, not a lot of people using it
- Close, easy airport.
- Convenient
- Convenient and high quality travel experience
- Convenient close and fast
- Convenient location and small airport
- Convenient to home, affordable, easy to navigate and get through security quickly
- Convenient, easy parking easy to go in and out
- Convenient, efficient, and easy access.
- Convenient, low cost, food service
- Convenient, never have issues, offers direct flights to where I travel, 15 min from home
- Convenient, quick, small airport, not very busy, clean
- Convenient, safe, clean, and short lines for security
- Easy and small enough to get in and out of quickly.
- Easy than LAX smaller not as much traffic easy to get in and out of the airport. American Airlines is trying to add more flights
- Easy to get in and out of.
- Easy, convenient, not as hassle like other airport
- Everything runs smoothly and it is a convenient place
- Everything usually goes well when I go there fast service
- Everything was great
- Fast friendly service
- Fast service, meaning, easy in and out. But I would like to add that we would use JWA much more if they had more direct flights to the east coast, NY and DC., and think others would use it more too.
- Great airport

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 5 out of 5 rating (continued):

- Great airport and location is wonderful
- Great airport.
- Great job
- Great location, excellent service.
- Great location. Nice and small but not too small to not be a good experience. Cleanliness is great
- Great service and convenience. Just wish pricing was more competitive with LAX. Also wish traffic wasn't so congested.
- I always know that I will be getting a consistently excellent experience
- I didn't have any problems & things went smoothly for me.
- I don't know it's gotten better. I feel like they fixed it up in the past few years it's gotten prettier.
- I enjoy JWA. Everything moves very quickly. The airport is clean and maintained well. I love flying out of there.
- I find over other airports this one out does the rest.
- I find that this airport is less stressful than LAX. Staff is so friendly and helpful. I love living close by although sometimes flights seem more expensive.
- I have always been treated courteously and they provide a nice, low stress atmosphere and travel experience.
- I have always had a good experience flying from John Wayne airport. I get through security quickly and appreciate not having a long walk to and from the terminal.
- I have been flying out of JWA for 30+ years and it is a premium airport in my eyes. Always striving to be better, very clean and people are very friendly and courteous.
- I have flown without identification and have treated me courteously, normal protocol. I don't like only options are Starbucks and McDonalds.
- I have had nothing but a pleasant, non-rushed experience and calming experience with JWA.
- I have not had any real problems and JWA has been convenient. I am not thrilled with the costs or the additional costs per bags but that is the rate. It just means I won't fly as much as I drive
- I have used them many years and I'm very happy with them. It's been very convenient very nice. No other suggestions
- I just think it is one of the best airports in country. Because it is small, it is convenient and easy to get around.
- I like that is close, convenient, leave on time
- I like the airport. It seems they go out of their way to make it a pleasant experience.
- I like the convenience of the airport. Fast service
- I liked John Wayne because it's a smaller airport so it's easy to get in and out of.
- I lived here for 21 years and they care about the consumer.
- I love everything about John Wayne. It is close to my home and easy to use. I would use it all the time if the prices were the same as LAX and if there were more non stop and international flights.
- I love everything about JWA. I always try to fly out of there first.
- I love it, it's my favorite airport
- I love John Wayne Airport and have always had great experiences when I fly out and into there. Everyone has always been very courteous and helpful
- I love that it is a small airport and only 15-20 minutes away from my home. It is rarely busy/trafficky when I fly and it is rarely ever loud or overcrowded inside.

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 5 out of 5 rating (continued):

- I love this airport and highly recommend it. it's close to where I live and easy to get through! I love it and always tell friends and family to fly to/from it !!!
- I prefer JWA over Long Beach because it's cleaner and feels safe and there are hardly any delays.
- I prefer that airport because it is close by and I have not had issues.
- I really don't have comparison but it happens to be handy and I use my son to get me to the airport I don't travel much
- I spend a lot of time in airports across the country and I like it, it's easy to get in and out of and do things I need
- I think it is the ease of parking and the accessibility of the terminal from the parking. it's very well organized, neat and tidy. Very easy to get in and out off. Very convenient
- I think they do everything very professionally and conveniently. Very Pleasant.
- I was satisfied with everything. Such as what I said before in the other question. The security is good and the safety and the TSA police. It is clean and the staff is courteous.

- I will give JWA a 5 because I felt safe, it was convenient and affordable. Also, the staff was helpful and approachable.
- I wish I can fly all the time from JWA because is so close to home and is very convenient for me and the airport is so nice and clean. People are actually smiling instead of seeing them stressed
- I'm comparing it to other airports. Hard to beat.
- I'm very satisfied with location, traffic flow is great. Passenger pickup and drop off is excellent and customer service is pretty good overall
- Including Jet Blue Airlines would be nice, for the most part, I can get in and out and it's a little bit more intimate then most airports
- It always meets my expectations. It is convenient. It is close to home to get to the airport.
- It easy to get there, it's easy to board, deboard and get through the lines, it doesn't take very long, the lines aren't long it's very clean it's very close to my house
- It is a very clean, safe and local airport for me.
- It is always a very clean place, things move quickly and a great place to travel from. The only thing I don't like is the customer service from the ticket

- booths from the airlines themselves
- It is always very easy to get through bagging, security and the gates. It is also not really busy a lot and the staff is very helpful.
- It is an easy airport to get in and out of, the staff is courteous compared to other local airports.
- It is close clean, and fast, good airlines.
- It is convenient and good service
- It is convenient quick, and courteous employers
- It is convenient, clean and provides great service.
- It is convenient, flies to where I want and fares decently priced
- It is easy you get in and out of out, very convenient, and good security, easy to navigate into
- It is efficient, flights run on time, would like to see more direct flights across the country
- It is my favorite airport. Very few others come even close to being as comfortable, clean and convenient. I go out of my way to use JWA.
- It is very clean. accessibility to freeway and home. I wish they would have more direct flights from John Wayne airport to Hawaii
- It is very efficient with no hassles. They always have a smile and security is great.



## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 5 out of 5 rating (continued):

- It is very well kept and managed
- It is well sized very quick to get in and out of, very clean
- It meets my expectations, it's close and convenient location, easy to get in and out of not much traffic
- It's a good airport all around. It's very convenient. there is not that much traffic.
- It's a good convenient airport for my needs
- It's a great airport. It's easy to get in and out of; it's clean; it's close to my home, it's easy to pickup people and drop off people.
- It's a great local airport
- It's a lot better than LAX, it's clean, efficient, well organized it's very convenient to me. Easy to get in and out of.
- It's a nice airport, it is clean and it close by for convenience.
- It's a quick and easy airport to get through and it's very close to where I live so overall it's just very convenient and easy
- It's a quick, convenient, and courteous place to fly out of.
- It's a very beautiful place. I don't know any other airport as good as that one. it's a good quality airport.
- It's a very easy, located airport for me and not very crowded compared to LAX
- It's a very good airport compared to airports of the same size they handle traffic well, the signage is good, the bags is handled well they have a good selection of flight parking is reasonable
- It's always been an easy airport to work with. It's centrally located and run very well.
- It's an easy in and out airport and everyone has been very nice to me.
- It's better than LAX. I hate LAX. It compares better than the other airports because the other airports are horrible.
- It's clean, easy to navigate, great parking, and everyone I've encountered has been professional and courteous.
- Its close location, airline club, easy to get in and out of, generally a nice place , it's clean, compared to other airports it's a nice airport, they take care of it
- It's close to home clean easy to get in and out and people are courteous
- It's close to home, affordable, well kept, easy to maneuver, and well staffed
- It's close, clean and everyone working there is the nicest I've ever experienced in an airport.
- It's close, it's easy, it's clean, it's WAY less stress.
- It's convenient to home
- It's convenient, parking is easy and getting in and out is quick
- It's conveniently located and provides great services.
- It's convenient. compared to other airports, it's cleaner, with easy access
- It's easier and quicker than LAX
- It's just so very convenient
- It's met all of our needs in a good way. We get straight thru to the east coast we always have good service in all ways.
- It's my favorite airport to depart from. Everything is always fast, easy and clean about John Wayne Airport.
- Its proximity to our house.
- It's smooth, everything goes smoothly and it's clean

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 5 out of 5 rating (continued):

- It's the best airport in the country. It is very easy to get to and fast convenient
- It's very convenient for me, closest to my house, easy to get to terminal, I don't have to walk so much like other airports, not crowded, looks always clean.
- It's very efficient, saves time, clean, baggage claim is very quick
- It's very efficient, there's no waiting, good parking... It's essentially fast from parking to gates, about 10 minutes. it's very efficient.
- It's very nice airport not too busy, fast close to my city
- It's very professional and convenient airport. They are professional for style and cleanliness. It is convenient because it's not too large to get in and out of.
- It's well maintained very good airport manager he stays on top of everything that goes on there. Other than parking being their biggest issues there, they do a pretty good job of keeping things up
- I've been going there my whole life I travel out of there and do business with retail businesses there
- never had a bad experience
- I've been to lots of airports and it's a unique airport, it's in my top 5 airports, It feels smaller than what it is, it's not overwhelming, I feel comfortable, never had to rush, it's very consistent
- I've been using JWA for a very long time and it is just perfect!
- I've never had any problems when flying in/out of John Wayne. From parking to checking bags, to TSA to boarding, all experiences have been pleasant.
- John Wayne Airport is a very convenient and easy airport to travel from. From the moment you exit the freeway every sign is clearly marked for each terminal. Arrivals are also very well marked
- John Wayne Airport is an international airport in Orange County, California, United States, with it's mailing address in the city of Santa Ana, hence the IATA airport code
- Just because it's one of the best. It's clean, no complaints other than the cops can be difficult in any airport
- JWA is my favorite local airport because it's never super crowded and close by
- Location, amenities, convenience
- My overall experience was very good.
- Never had a problem. I find it very convenient (location compared to where I live). Everyone is polite, very respectful. No long lines to wait through
- Never had an issue there. Everything is clean. people are nice, helpful.
- Nice airport without the crowds
- Nice place
- No problems getting in and out
- Not as much traffic or hassle getting to as LAX
- Overall satisfies
- Quick, efficient, convenient, friendly
- Security is good, parking is good distance is good that's it
- Security is very easy to get through in a timely way, it is overall very smooth in terms of operations, proximity wise it is perfect.
- Small, easy, accessible, convenient
- The airport was clean with not too big of a crowd, the security line moved quickly, and the food choices were good

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 5 out of 5 rating (continued):

- The baggage claim takes too long, and the Uber takes too long, Sometime the TSA pre check is sometimes not open at all the terminals. The curfew flying in is very tight
- The customer service has always been great, very clean and quick to get through security.
- The customer service, safety, and cleanliness at JWA is unparalleled
- The ease of getting there getting out and not going through a crowd like at LAX.
- The location of JWA is amazing in regards from my office (less than 1 mile away), and only 8 miles from my home. Over the years I would have to fly out of LAX against my wishes
- The overall airport it's quick, smaller it's local close by and I feel safe there.
- The security line is never very long. I am TSA pre and I love it. Even the non TSA pre lines are not bad, though!
- The times I've been going to John Wayne it's been remodeled over the past 15 years I've never had trouble with baggage or freeways it's convenient and it's safe and clean
- They are providing a great service every time I fly with them
- They are quicker we get out bags checked there. We have people that we know and we get through right away.
- They are the best airport in Southern California. I can to anywhere, NY, Boston
- They are very good, fast, flights are on time and clean
- They don't have my destinations, I'd love to have more international flights, I just love the airport, it's very clean, convenient, easy access
- They have consistent wait times and flight availability is good. Also they just updated everything there which is good.
- This is my favorite airport... you just need more Hawaii flights
- This is what you deserve
- Very clean airport security is good with all the crazy things going on in this world I'm happy they take every precaution to keep us safe
- Very clean and friendly airport and staff. Not as busy or as crowded as others.
- Very clean and good service
- Very convenient, clean, friendly staff, and overall easy to enter and leave
- Very convenient, security is very quick, atmosphere beneficial to airport service
- Very convenient, clean, has not experienced any issues
- Very easy airport to fly with
- Very few food and beverage choices but it's very easy to get in and out of
- Very good airport. Not too crowded, convenient to home, friendly employees.
- Very good company
- We are very happy JWA overall. We like the location number 1 because it is close by and it is quick because it is small. and it's nice and clean
- You can get in and out of the airport, not a lot people. Parking is really easy to find spots. Not crowded

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 4 out of 5 rating:

- airport is pretty good - efficiency getting in and out, location is convenient, reasonable variety of accessibility to different cities
- all the process was fast in getting in and out, the food was OK. traffic is better than the LAX
- anybody can do better, 4 is pretty high rating.
- because 1. when waiting for luggage, no place for refreshments, and long walk to restrooms. 2. parking cost. expensive
- because a 1 2 or 3 didn't apply
- Because I feel like the only thing that could make it better would be more direct flights to other places.
- Because I like it very much, I would fly all the time. They need more airline slots.
- because I mean it's not perfect and it's mostly convenient and has some of the features that meet my needs, but is it ideal, no
- because I'm mostly satisfied with everything that's applicable to me
- Because it is almost perfect but I think that some little things could be improved upon
- Because it is an excellent service
- Because it is close to work and office and clean.
- Because it is convenient for me and does its job well enough
- Because it is pretty good and it is near my location. It does not take a long time through security check. Overall the parking and flight is good
- Because it's easy to get in and out of. it's quick security, close parking, convenient to my house.
- Because JWA is pretty good however sometimes I stumble across something disgusting or just plain bad.
- Because most of the numbers I rated are 4. I like JWA. security screening goes pretty quickly. Only thing I don't like is that the way you come in the terminal, and you might have to walk a far walk
- Because of the rental car situation is the most horrible experience I had. The parking is underground and it is really horrible there
- Because that is the average of the criteria I gave you. I would say I said four more often. It would be nice if there were more international flights other than Mexico and Canada.
- Because that's the average of all the answers I gave. I wouldn't give any airport a 5 because air travel is stressful. I think they do the best they can
- Because that's the way I feel. If they read your responses, that would help. taking her ratings in consideration.
- Because there are higher prices, if they were the same prices as LAX I would give them a 5.
- Because there are some errors that could be improved for that airport, but the rest is still great!
- Because there is always room for improvement. it's is easy to get in and out of and it is the closest airport to my home
- because typically it serves its purpose as an airport and it's clean
- can get through fast is clean and looks great
- Cause I like the convenience to use. It is everything LA is not. There is not a lot of backups and delayed flights. It is easy to drive up to. there are a lot of ways in and out.
- Cause I think it's a good airport. it's close to me. it's convenient and clean and I have never had an issue.
- clean nice little airport
- Clean, easy access. Would rate 5 if there were more/better eating options.

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 4 out of 5 rating (continued):

- close and convenient, less busy
- Close to home and easy to use. Get in get out. Very fast
- convenience, it's closer to where I live, it's the same distance as LAX but it's less crowded and easier to get to the flights. Getting to the airport is so much easier, there are no traffic jams
- Convenient as one expects from an airport.
- convenient, ease of access I'll do anything to avoid LAX, it has the flights I need, it's smaller so the staff have more time for you and are friendlier it's faster for the same reason
- easy to navigate. easy access from both the I-5 and the 405. Unless you are flying out on Monday morning or arriving on Friday afternoon...it's always an easy airport to get around.
- Extremely clean, easy to navigate. Need more plugins for electronics and more different places to eat/drink
- Fast screening compared to LAX
- Generally easy to navigate through.
- Generally that don't give you a large airport hustle and bustle. Everyone is so accommodating.

Everyone is courteous. You get a very different demeanor than LAX.

- good
- Good
- good airport can be improvement, availability of flights, more time, more flights, more places
- Good airport for travel. but lines through screening check points can be long.
- Good overall experience
- great
- Has so many great qualities & I have never had any issues flying out of JWA. love that it's only a few minutes away from me.
- how I feel
- I compared to long beach I would give them a 5 so I would drop JWA to a 4. Long beach is smaller an more intimate the TSA is more quicker.
- I don't really don't fly out of there often, the last time I had a bad experience with the screening personnel. It is too far from home
- I feel safe and secure traveling through John Wayne Airport
- I felt like the environment is better than other major airport like LAX! It is less busy and services are

faster. It is also closer to my house, convenient location.

- I gave it a 4 because no one is perfect. I once had a security person chase me because of my purse.
- I gave it a four because I really love their prices
- I gave JWA an overall rating of 4 because it provides great cleanliness and offers many affordable flights.
- I haven't had any bad experience every time I'm there I had a positive experience. The bathrooms are clean no stuff all around and they were courteous.
- I like all the aspects of the airport specially it's very close to my house... I wish more carriers and more trips will be available from JW
- I like it but wish it wasn't expensive pretty efficient with baggage. We are a family of 6 so it would be too expensive.
- I like that it's a smaller airport, and the staff is typically friendly and helpful, but as with any airport, everything is overpriced and not really worth purchasing.
- I like the service very complete security and cleaning is ok

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 4 out of 5 rating (continued):

- I love JWA - for me it's convenient - it's smaller so not as hectic and as overwhelming as some airports can be - it's new and clean and overall the staff everywhere is friendly and helpful
- I personally don't find the airport to be a very fun place, so I wouldn't rate any airport to be a 5, but I have never had a bad experience with JWA, so that is why I rate it a 4.
- I think it is a very nice airport and close to my home, but it doesn't have enough national flights
- I think it's a great airport but nobody's perfect. I'm thinking I don't know. I've been in airports that are much more confusing and intimidating so I think they are doing their job.
- I think it's a very easy airport. Easy to get in and out of. It is what I used most often my whole life.
- I think it's really clean and stuff it is a bit smaller, I only use Delta and I don't fly that often it's closer to me and I don't see any major problems
- I think that JWA is strong in delivering excellent satisfaction to its loyal customers, but it lacks some certain aspects and charm such as some of its services like the valet and Uber service
- I think that traffic compared to LAX is lot less people to get security. More expensive to fly out of John Wayne Airport
- I think there's some room for improvement, but overall, it's my favorite airport in the area
- I think they need to clean the parking lot including structures of grease. Better signs in the parking lot. The second parking lot is terrible. No proper signs to enter and exit airport.
- I think very impress
- I wish there were more nonstop flights to MCI and MCO and more Southwest flights.
- I'm a senior and I think that they take a little bit more interest in seniors. They check to see if we need help. Seem to be aware of the customer.
- I'm satisfied but it's not the best airport I've been in
- It actually was a very quick process and everyone was very kind. I am disabled and needed special help.
- It always could be better or room for improvement. More food and shopping and more direct flights.
- It could improve in certain areas such as cleaning, etc. Good airport overall.
- It is a great airport just feel it needs better dining places and maybe a new airline or 2
- It is a great airport that is convenient for me, and has kind employees
- It is a great and easy airport to travel through
- It is a pretty good place, as I get in and on my flight on time, and sometimes early, but the staff and cleanliness need some working on.
- It is a very legitimate alternative to larger airports like LAX. It's mostly clean and very efficient. Staff were courteous and not overdoing it. Could have better food while waiting
- It is convenient, not overly large such as LAX, generally clean. It could improve. I have had encounters with extremely rude and fairly ignorant TSA agents, and other airport employees.
- It is flexible, the signs are there but you have to them read fast. During traffic hours it is difficult getting in and out. It was more fun before 9/11 there was restaurants where you could sit down
- It is great
- It is great terminal, and it is more expensive to fly, the same destinations are cheaper to fly out of LAX
- It is okay airport. It is pretty good airport and I don't have any complaints

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 4 out of 5 rating (continued):

- It is much better than LAX but not as good as Long Beach. The one improvement they need is to get the sheriff deputies to stop "water cooling" with each other and keep cars moving
- It is not too large very easy to get in and out of
- It is really nice but could be better in certain spots, mostly parking. More spaces and better signage saying where spaces are available
- It is satisfactory above average. It is a clean and nice airport.
- It is very easy to get in and out of the airport itself. There are quite flight options since I travel.
- it is very good
- It is very reliable, it is just a very good airport. It's well laid out very efficient.
- It isn't perfect
- It meets my needs
- It might need some improvements, it is easy and nice. Heard that traffic is bad on high volume days and security is long. Frustrated because of a flight delay
- It needs direct flights to Hawaii, Jet Blue would be good to add, more cost competitive fares
- It was better than other airports I have been to
- It's a convenient airport
- It's a good airport
- It's a good airport
- It's a good airport with good services
- It's a great airport but I prefer a different one with more services
- It's a great airport, their signs are a little confusing to get in and out. they don't have some deals on flights like Long Beach. That's it
- It's a great little airport
- It's a long wait sometimes
- It's a place I like to go because it's convenient and a nice place in general
- It's a really nice airport. Easy to get through quickly, it's fast I've never had major delays or issues with arriving. And it's clean.
- It's always improving and is always efficient. the staff is kind.
- It's clean nice spacious not too crowded.
- It's close and nice
- It's close, the staff is friendly, TSA is courteous and professional and that's about it
- It's convenient and easy to get through.
- It's convenient and has relatively short lines.
- It's convenient to fly out of Orange County. But there some that are not direct flights from there. So I have to go to LAX
- It's easy to get in and out of, it's clean but sometimes the flight and carriers are limited and or more expensive than others but I prefer JWA than LAX it's easier to deal with.
- It's fine, just the furniture looks a little worn, and the carpet looks a little worn, but not bad.
- It's great I just wish it was a little bigger and open past 11 pm.
- It's handy and it's not awful like other airports, better than other airports, not a 5 because of traffic and long waiting lines, it's nearby and it's a predictable time to get there
- It's nice airport new and clean space and easy to find terminals
- It's not perfect. TSA doesn't know how to deal with people, but that's not the airports fault, that is TSA
- It's not the cleanest place. They get over booked but I don't know who blame
- I've never had a serious problem with service and I'm very comfortable there.

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 4 out of 5 rating (continued):

- It's rarely super busy, easy access to the arrivals for when picking up someone, smooth flow most of the time
- John Wayne Airport has all the necessary things that I believe an airport needs. It is clean and close to where I live at UCI.
- JWA is a cheap alternative for some flight destinations, but traffic can be inconvenient at times. I would like to see an improvement in TSA staff as well.
- Location, ease and options
- It is convenient well staffed and maintained which more direct flights available
- Mainly because I think they are doing a great job. They are local and I can get to and from. I just think security and the way they go through security lines they do their best to open more lines
- Mainly if they had more selection of flights I'd give it a five, I know that's the airlines, but that's part of the John Wayne experience
- Many aspects were really positive, but there were a few problems within the airport.
- Nice Airport just not perfect!
- No major issues and I like to move quickly thru without any problems and do not pay much attention when doing so.
- Nobody's perfect, they're not a five and they're better than a three, there's only a few perfect people in the world that's you and me, every one else gets a four
- Not as big and international as LAX
- Not enough cities it travels to
- Not everything is perfect, certain areas could use little improvement.
- Not too many destinations
- Nothing is perfect but JWA does a pretty good job in all the areas in which I was questioned.
- On account of convenience and the courteous of the people and it's easy to get out of there and get where I want to go.
- Overall quality and service
- Overall, it is very convenient, you get in and out easily. Wish better choices for restaurants and eating selections. bathrooms clean. Usually places to sit.
- Parking not sufficient - not enough parking, security lines are long on peak hours, baggage is very slow all the time.
- Some of the personnel are not all that friendly.
- Sometimes a lot of traffic, a line at counter or security
- Specifically you don't like the way he is treated personally because he is a minority
- Staff very helpful.
- The airport functions well for what it is. I consider it a smaller regional airport, I do not expect it to have much more than the minimum amenities.
- The airport has been improving but the environment is rather bleak. I'd like to see more shops and restaurants to sit at while waiting. Friendliness could improve from early morning staff
- The airport is getting too big. I liked it better when it was smaller.
- The airport is very clean and well kept. Most of the TSA staff is polite but I have had a couple of bad experiences. The security checkpoint line can be long at times.
- The only thing I can say lots of prices are higher than LAX and Long Beach. It doesn't have carrier Jet Blue



## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 4 out of 5 rating (continued):

- The flights here are usually more expensive, but I like the convenience of the location and small size of the airport which makes it easy to navigate.
- The staff isn't that helpful, but since the airport navigation is very easy, help isn't really needed. The services other than travel (shops) aren't that great, but decent.
- The traffic into the entrance of the airport in the morning like at 6 am is hectic.
- The valet parking is too expensive and sometimes, getting your car can take quite a while, the lack of restaurants the destinations, they don't have as many flights as LAX
- The way in and out of the airport, is not well laid out, the traffic control around the airport not well laid out, normally the tickets are more expensive
- There aren't enough lounges, the parking is expensive, the lack of late night flights, I've typically taken red eyes out of Long Beach so they would be very helpful
- There is always room for improvement, nothing more to say
- There is room for improvement. The terminal needs improvement. It needs furniture and it seems like it is from 50- 60 years ago and nobody touched it. It seems like you are going to an old airport
- There's a toilet that's been broken for eight months, they got to enough places in Mexico, they share the TSA preline with other people and the non TSA goes faster than the TSA
- There's always room for improvement, more direct flights and more airlines flying out, more user service of internet service, better seating, sometimes the you have to stand
- They do very well, but not always very well.
- Things can always improve and I found it confusing to know where to go for the first screening after baggage drop-off
- TSA some are kind but some are not. I wish I didn't have to leave my bag when I'm stopped because I have a knee replacements. I just want to say the sky caps are great.
- Usually more expensive to fly out of
- Very clean, very convenient to my home, I would give it a 5, but have had experience with airline personalities not good. airline stewardess flirted with young men and didn't pay attention
- Very close to home
- Very good airport, better parking although outside gets lots of traffic now.
- Very good, but slight improvements can be made.
- We rated it a four because the parking is too expensive to be a five and the other reason is we haven't gone to the restaurants so we don't know how good they are they charge more taxes to fly out of
- When you compare it to other airports it's better but not perfect by my standards, it's easy to use not as bad as LAX as far as road traffic, the restaurants are pretty good
- Would be 5, but I am dinging you for that strange confusing road arrangement coming in from Campus trying to get to departures and being able to pick the correct lane
- You know probably I'm mostly comparing it to LAX, I think a lot of things in smaller airports are more convenient than trying to deal with LAX

## Verbatim Responses: Reason for Airport Overall Satisfaction Score (Residential Survey)

### 3 out of 5 rating :

- About average compared to other airports I've used. Nothing stands out, but it is a serviceable airport that is close to my home.
- Because it should make some few improvements to services
- Because it sounded like the average of most of questions. I'm satisfied with it but not tremendously pleased.
- Because it's an average airport.
- Because I've been in a lot of airports and JWA needs to catch up. To run more smoothly like other airports I've been to.
- Because there always seems to be construction going on. I understand making improvements, obviously, however, the construction seems as though it has been going on for a LONG time now
- Delays getting thru security the valet always busy, not enough non-stop flights.
- Flights have a higher cost going out of JWA
- I am not a fan of traveling or airports, but JWA is pretty decent I suppose
- I don't know there's some good days and bad days,

the big this is the flight selection layovers that cost twice as much and the time it takes to get places

- I feel they need further more improvements + efficiency on every aspect.
- I really love how close it is to my home and the convenience of it, but it definitely needs more airlines (mainly Hawaiian Airlines)
- It could be more organized and employees can be more helpful.
- It could use some improvements
- It is average. Extra cost of flights and limited schedules limit the usefulness of airport.
- It was a pretty standard experience. Nothing out of the ordinary.
- It was great until I had an awful experience with United Airlines employees at JWA.
- It was ok, there was nothing really special about it
- It's hard to go through security, especially in the mornings and they staff accordingly, when they have flights leaving at the same time at each gate
- It's too expensive it's cheaper fly out of LAX.
- No problems, but nothing above and beyond that made it enjoyable.

- Pick up and drop off is a hassle.
- The only reason our family flies out of JWA is when we have to due to time constraints on getting to LAX or the ticket availability, otherwise, we avoid it.
- The security process takes to long
- Too many delay

### 2 out of 5 rating :

- It not that bad because I like their services and don't have answer
- Nothing
- Try doing percent of one to five and 2 was where it was at for me.

### 1 out of 5 rating :

- es muy bueno
- I don't like it. It is too expensive and it is too hard to get in and out of.
- Take too much time

Thank you!

Phoenix Marketing International  
Travel Research Group

Scott Ludwigsen

*Executive Vice President*

[scott.ludwigsen@phoenixmi.com](mailto:scott.ludwigsen@phoenixmi.com)

732-563-8503

953 Route 202

Branchburg, NJ 08876

[www.phoenixmi.com](http://www.phoenixmi.com)

  
**PHOENIX**  
MARKETING INTERNATIONAL