

BOB HOPE AIRPORT – CUSTOMER SATISFACTION ASSESSMENT REPORT

May 2008

Prepared By:



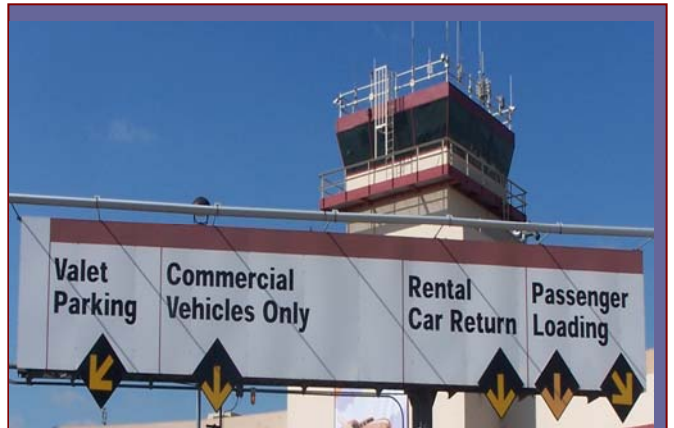
In Association With:



for



Burbank
Glendale
Pasadena Airport Authority



**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT
MAY 2008**

TABLE OF CONTENTS

Executive Summary	1
The Data	1
Summary of Findings	1
Outline of the Report.....	2
Overview of Passenger Survey.....	3
Survey Design	3
Survey Administration.....	3
Confidence Limits for Survey Estimates.....	4
Passenger Characteristics	4
Trip Characteristics.....	7
Airport Experience	9
Level of Satisfaction – Rating Scale	9
1. Getting to and Parking at BUR	9
1.1. Modes of Ground Transportation.....	9
1.2. Parking at BUR	11
1.3. Satisfaction with Getting to and Parking at BUR	12
2. Checking in at BUR	15
2.1. Where Do BUR Passengers Check In?	15
2.2. Satisfaction with Check-in Process	16
3. Security Screening at BUR	18
3.1. Wait Time in Security Line.....	18
3.2. Satisfaction with Security Screening.....	19
4. Airport Facilities	20
4.1. Satisfaction with BUR Facilities.....	21
5. Summary – Airport Experience.....	23
Reliability of Survey Ratings	23
BUR and the Convenience Factor	25
Passenger Comments and Suggestions.....	27
Some Compliments	27
Some Comments and Suggestions.....	28
Some Wishes	29

LIST OF TABLES

Table 1	
Survey Sample and Enplanement Shares, July 2007.....	3
Table 2	
Visiting Passengers – Hotel Patronage.....	8
Table 3	
Satisfaction with Getting to and Parking at BUR.....	13
Table 4	
Satisfaction with Check-in at BUR	16
Table 5	
Satisfaction with Security Screening at BUR.....	19
Table 6	
Satisfaction with BUR Facilities	21
Table 7	
Reliability of Survey Ratings – Confidence Limits	24

LIST OF FIGURES

Summary Figure	
Overall Satisfaction Rating by Category	2
Figure 1	
Demographic and Economic Characteristics – All Passengers	4
Figure 2	
Place of Residence – All Passengers	5
Figure 3	
City of Residence – Los Angeles County Resident Passengers	6
Figure 4	
Visiting Passengers – Trip Purpose	7
Figure 5	
Mode of Ground Transportation by Type of Passenger.....	10
Figure 6	
Mode of Ground Transportation – All Passengers	11
Figure 7	
Parking at BUR - Passengers Who arrived by Private Car.....	11
Figure 8	
Parking Facility Usage – Passengers Who Parked Their Private Cars	12
Figure 9	
Average Satisfaction Rating – Getting to and Parking at BUR.....	14
Figure 10	
Check-in Location by Type of Passenger	15
Figure 11	
Check-in Location – All Passengers.....	16
Figure 12	
Average Satisfaction Rating – Check-in at BUR.....	17
Figure 13	
Wait Time Through Security Screening	18
Figure 14	
Average Satisfaction Rating – Security Screening at BUR.....	20
Figure 15	
Average Satisfaction Rating – Airport Facilities	22
Figure 16	
Overall Satisfaction Rating by Category	23
Figure 17	
Importance of Convenience to Choice of BUR	25
Figure 18	
Rating of Southern California Airports by Convenience.....	26

 **EXECUTIVE SUMMARY**

The Burbank-Glendale-Pasadena Airport Authority (BGPAA, or Authority) contracted with Unison-Maximus, Inc. (Unison) in association with UCG Associates, Inc. (UCG) to provide an accurate and representative profile of the passengers who use Bob Hope Airport (BUR, or the Airport) and its facilities. The profile is to include demographic and economic characteristics, the nature of their trip, place of residence, ground transportation modes, use of Airport facilities, use of local hotels, and the overall impression passengers have of the Airport's facilities and services. This Customer Satisfaction Assessment Report (Report) documents the findings of the study.

The Data

In cooperation with BGPAA, a comprehensive questionnaire was developed to gather the necessary information from resident and visiting passengers regarding specific aspects of their experience at the Airport. A copy of the questionnaire is included as **Appendix A**. The profile of passengers presented in this Report was based on data collected from a three-day survey conducted at the Airport in July 2007. During the three days, over 1,200 completed questionnaires were collected from departing passengers. Appropriate measures were taken to ensure that the sampling process, survey administration, and data analysis produced a reliable and representative picture of the Airport market.

Summary of Findings

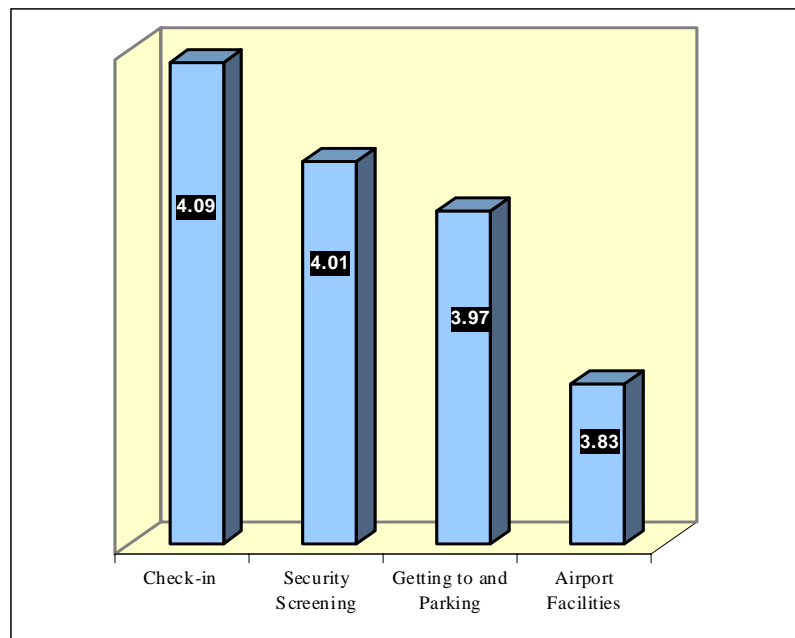
The survey data revealed the following characteristics about BUR passengers:

- ◇ Passengers between the ages of 25 and 54 years constitute 65.4%, and female passengers account for more than one-half (52.4%) of all passengers that use the Airport.
- ◇ BUR passengers are affluent, with most (88.2%) reporting household incomes of \$40,000 and more. Majority of passengers are college-educated (67.3%), including a significant proportion of passengers with post-graduate education (26.9%).
- ◇ Most BUR passengers live in California (68.9%), with Los Angeles County (L.A. County) accounting for 41% of all passengers. The top places of residence outside of California are in Texas, New York, Arizona, and Ohio.
- ◇ Local hotels benefit from the presence of BUR as evidenced by the long list of area hotels patronized by visitors who arrived through the Airport.
- ◇ The choice of BUR for travel is influenced by its convenience, particularly for residents. Overall, 74% of passengers indicated that convenience was “very important” to their decision to fly out of BUR. Additionally, BUR received the highest rating for convenience compared to John Wayne Airport, Long Beach Airport, Los Angeles International Airport, and Ontario International Airport.

BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT

- ◇ Using a five-point rating scale, passengers rated their experience (corresponding to levels of satisfaction) regarding getting to and parking at the Airport, checking in at the Airport, the security screening process, and Airport facilities. A rating of 1 is “unacceptable” and a rating of 5 is “very satisfied”. The **Summary Figure** is the scorecard, which shows the overall satisfaction ratings of passenger experience at BUR in July 2007.
- ◇ Passengers gave their check-in experience at BUR the highest satisfaction rating of 4.09 out of a possible 5. The second highest rated experience was security screening (4.01), followed by getting to and parking at the Airport (3.97). Overall, passengers were least satisfied with Airport facilities, giving their experience a satisfaction rating of 3.83.

SUMMARY FIGURE
OVERALL SATISFACTION RATING BY CATEGORY



Outline of the Report

The rest of the Report is structured as follows:

- Overview of passenger survey
- Passenger characteristics
- Trip characteristics
- Airport experience
- Reliability of survey ratings
- BUR and the convenience factor
- Passenger comments and suggestions

 **OVERVIEW OF PASSENGER SURVEY**

Survey Design

The design of a survey entails various decisions and tasks. Of central importance are the decisions about how to select a sample (*sampling design*), and the method of data collection (*survey instrument*). Sampling design involves making decisions about who to sample (*sample frame*), and how many people to include in the survey (*sample size*).

The sample frame is the set of people that has a chance of being included in the survey. The purpose of the sample frame is to enhance the selection of a sample that is representative of the population being studied. Prior to the commencement of the passenger survey, Unison analyzed BUR airline market shares based on enplanements and flight schedules to determine the best days and times to conduct the survey in order to obtain a sample that reflects the Airport market (the population).

The sample frame used for this study included all departing passengers during select hours on July 22, 23, and 24 2007. **Table 1** shows the composition of the study sample and airline market shares at BUR in July 2007. Clearly, the sample corresponds to the composition of passengers served at the Airport.

The decision on the size of the sample was an integral component of the goal to achieve overall reliability of survey estimates.

Given the comprehensiveness of the coverage of the survey, it was clear that no single criterion, such as a pre-determined “margin of error” would address reliability completely. It was decided that a minimum sample size of 1,000 passengers selected randomly from the sample frame would provide sufficient data on which to develop an accurate profile of BUR passengers. The survey instrument was a self-administered questionnaire.

Survey Administration

Carefully trained and pre-screened (by BGPAA) interviewers, working under the supervision of Unison, were engaged to conduct the survey. On the days of the survey, questionnaires were distributed to departing passengers waiting to board their flights in the gate areas. Survey staff was deployed at the gates according to the peak and low points in passenger traffic volumes. The survey met the minimum sample size target, and the analysis was based on data from over 1,200 completed questionnaires.

TABLE 1
SURVEY SAMPLE AND ENPLANEMENT SHARES
JULY 2007

Airline	July 2007 Survey % of Sample	July 2007 Enplanements % Market Share
Alaska/Horizon	7.6%	9.4%
American	6.8%	7.1%
JetBlue	8.0%	7.6%
Skybus	2.6%	2.7%
SkyWest/Delta Connection	0.9%	1.7%
SkyWest/United Express	3.3%	3.3%
Southwest	62.5%	60.8%
United	3.0%	2.8%
US Airways/America West	5.3%	4.7%
TOTAL	100.0%	100.0%

Confidence Limits for Survey Estimates

Although the decision on sample size was not based solely on a pre-selected error margin, it is important for the reader to assess how much confidence to place in estimates derived from the survey data. A look at the questionnaire shows that passengers were asked to rate approximately 35 aspects of their experience at BUR (questions 17 through 20). Technically, this means that confidence limits need to be specified for each of the average ratings derived from passenger responses. While such an exercise may be of interest from a statistical point of view, it may not serve the desired purpose of facilitating decision-making. It was deemed more expedient to provide confidence limits for the estimates of overall average satisfaction ratings of passenger experience at the Airport. Consequently, the Report includes confidence limits for the average satisfaction ratings for 1) getting to and parking at the Airport, 2) checking in at the Airport, 3) the security screening process, and 4) Airport facilities.

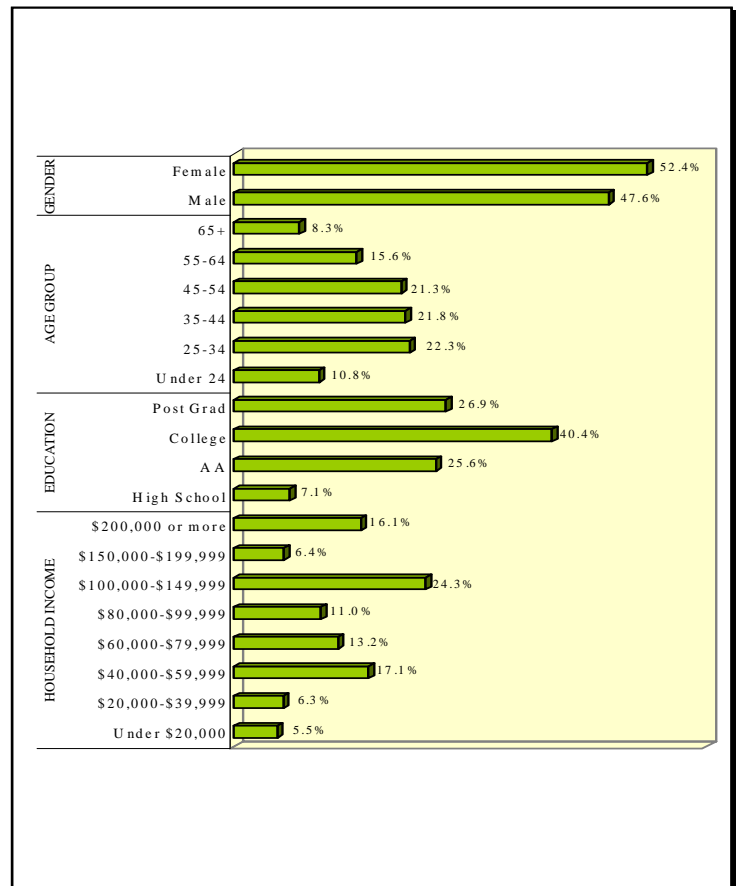
 **PASSENGER CHARACTERISTICS**

Figure 1 summarizes the demographic and economic characteristics of BUR passengers. Highlights include the following:

- ◇ The Airport serves passengers in all age groups. However, travelers between the ages of 25 and 54 years constitute 65.4% of BUR passengers.
- ◇ Female travelers account for 52.4% of BUR passengers.
- ◇ Majority of the Airport’s passengers (67.3%) are college-educated, with 26.9% reporting having had some post-graduate education.
- ◇ Approximately 47% of surveyed passengers reported household incomes of \$100,000 or more.

These characteristics bode well for consumer demand in general, and for air travel demand in particular. For example, income and consumer demand tend to be positively related, which means that the higher the income, the higher the demand for most consumer goods and services, including air travel.

**FIGURE 1
DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS - ALL PASSENGERS**



**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

Figure 2 shows the residency data for all surveyed passengers.

**FIGURE 2
PLACE OF RESIDENCE - ALL PASSENGERS**

- ◇ Almost 41% of passengers reside in Los Angeles County (L.A. County) – including the City of Los Angeles. Another 27.9% of passengers live in other counties in California. Collectively, the numbers show that California is the primary residence of most travelers who fly out of BUR (68.9%).
- ◇ The other top places of residence for passengers who use BUR include Texas, New York, Arizona, and Ohio.
- ◇ Non-US residents accounted for 0.6% of surveyed passengers.
- ◇ Most of the passengers who reside in L.A. County and use BUR are local residents (34.3%). For the purpose of the survey, a local resident is a passenger whose primary residence is in the zip code range of 91000 to 91699.

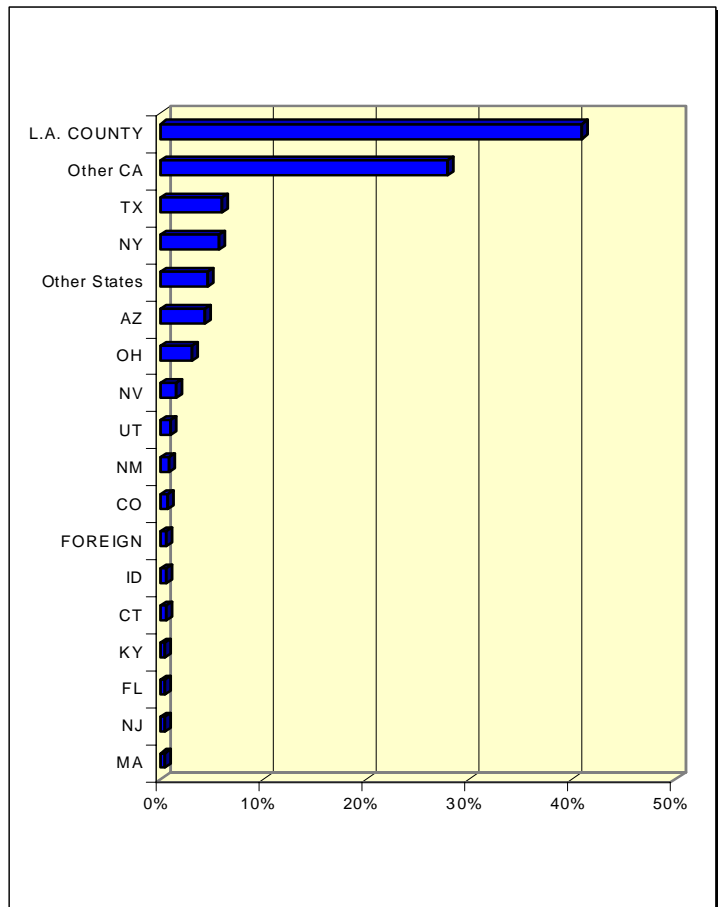
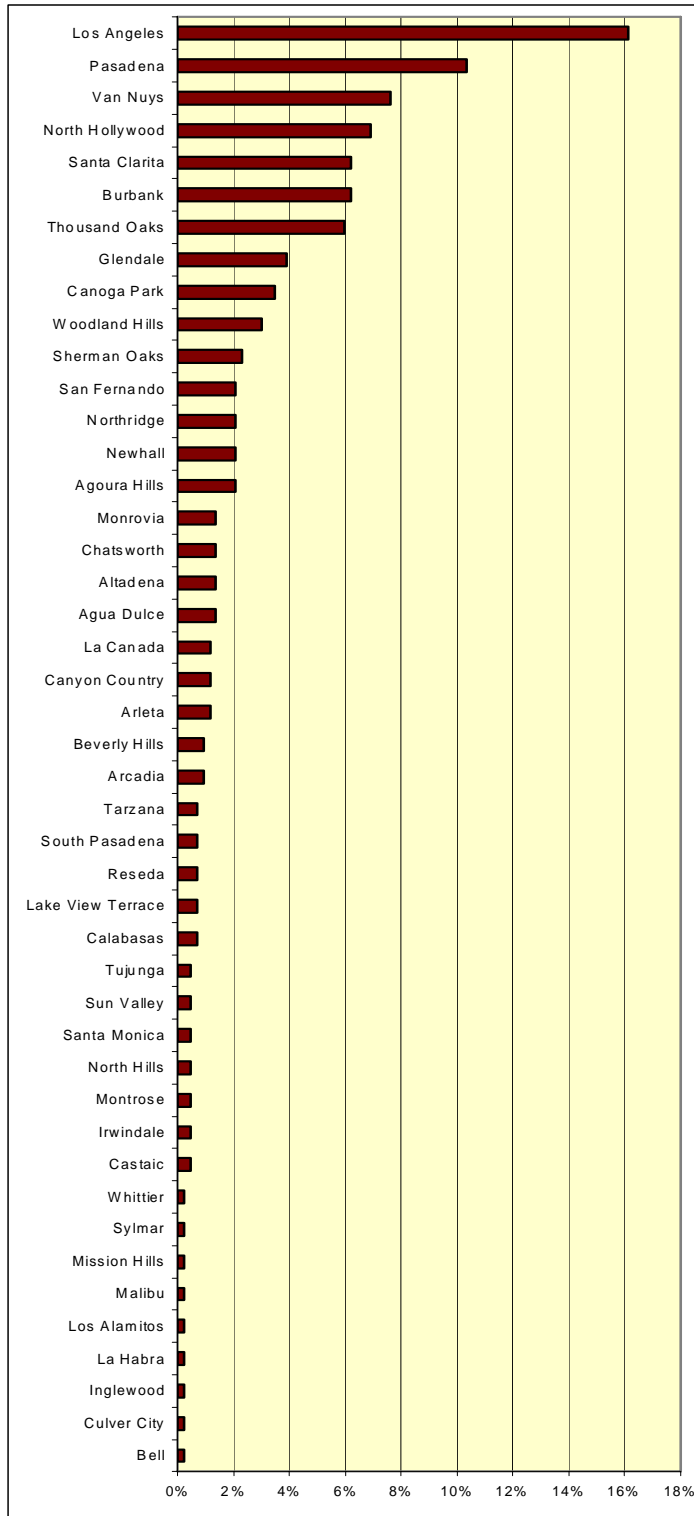


Figure 3 (on page 6) shows a breakdown of the residency data for L.A. County resident passengers. The top ten cities of residence for local BUR passengers are Los Angeles, Pasadena, Van Nuys, North Hollywood, Santa Clarita, Burbank, Thousand Oaks, Glendale, Canoga Park, and Woodland Hills.

**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

**FIGURE 3
CITY OF RESIDENCE - LOS ANGELES COUNTY RESIDENT PASSENGERS**

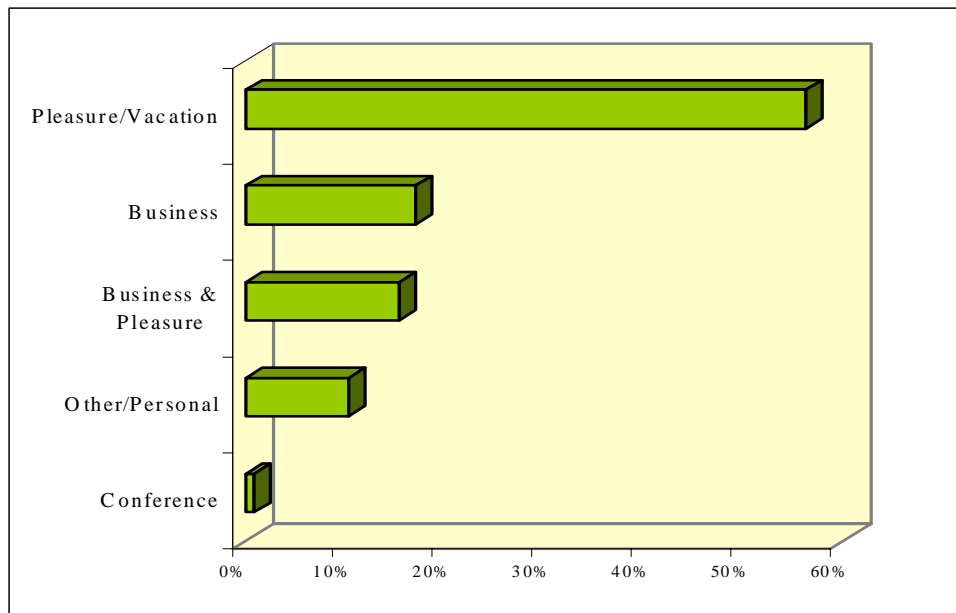


 **TRIP CHARACTERISTICS**

The survey questionnaire was designed to collect information for use in assessing customer satisfaction at BUR and for estimating the economic impact of the Airport in defined impact regions. For the latter purpose, it was important to isolate specific characteristics of visitors and their experience in the L.A. area, including the purpose of their visit, and whether or not they had stayed in a hotel during their visit.

Figure 4 shows that most visitors were leisure travelers, with 56.3% indicating they were visiting the L.A. area for pleasure or vacation, and another 15.4% of visitors were mixing business with pleasure. Among visitors who selected “other/personal” reasons were those attending weddings and funerals, as well as those visiting family.

FIGURE 4
VISITING PASSENGERS - TRIP PURPOSE



The L.A. area offers a wide variety of choices in lodging. The survey data show that visitors who arrived through BUR stayed in various hotels located across the L.A. area during their visit. **Table 2** (on page 8) lists area hotels patronized by visiting passengers.

**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

**TABLE 2
VISITING PASSENGERS - HOTEL PATRONAGE**

Hotel	City
Best Value	Van Nuys
Best Western	Anaheim, Hollywood, Los Angeles, North Hollywood, Santa Monica, Temecula
Beverly Garland	Studio City
Biltmore Hotel	Los Angeles
Century Plaza	Century City
Chateau Marmont	Hollywood
Claremont Hotel	Claremont
Coast Anabelle Hotel	Burbank
Comfort Inn	Los Angeles, Lancaster
Courtyard by Marriott	Burbank, Sherman Oaks, Torrance
Days Inn	Glendale, Lompoc, Perris
Disney Hotel	Anaheim
Doubletree	Orange, Santa Barbara, Santa Monica
Eagle Rock	Glendale
Embassy Suites	Arcadia
Graciela	Burbank
Hampton Inn	Arcadia, Agoura Hills
Hilton	Anaheim, Arcadia, Beverly Hills, Burbank, Calabasas, Glendale, Hollywood, Los Angeles, Long Beach, Pasadena, San Gabriel, Universal City, Woodland Hills
Holiday Inn	Burbank, Long Beach, Santa Monica, Universal, Van Nuys
Hollywood Hotel	Hollywood
Hotel Oceana	Santa Barbara
Hotel Zosa	Palm Springs
Hyatt	Los Angeles, Valencia, Westlake Village
Le Meridien	Los Angeles
La Quinta	La Palma, Ontario, Ventura
Laguna Hills Lodge	Laguna Hills
Marriott	Burbank, Orange, Oxnard, Santa Ynez, Woodland Hills
Motel 6	Bellflower
Omni Hotel	Los Angeles
Quality Inn	Burbank, El Cajon, Pasadena
Radisson	Chatsworth
Ramada Inn	Burbank
Renaissance	Agoura Hills, Hollywood
Ritz	Pasadena
Safari Inn	Burbank
Sheraton	Pomona, Universal City
Vagabond Inn	Glendale, Pasadena
Westin	Costa Mesa, Los Angeles, Pasadena
Westlake Village Inn	Westlake Village
Wilshire Grand	Los Angeles
Wyndham	Los Angeles

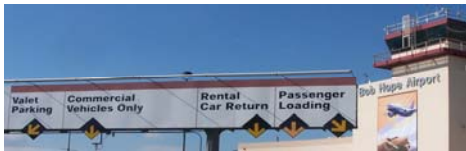
 **AIRPORT EXPERIENCE**

Passengers were asked to indicate how they arrived at the Airport, where they checked in, and how long it took to go through TSA security screening. Additionally, passengers were asked to rate approximately 35 aspects of their experience at the Airport. These aspects were grouped into four categories: 1) getting to and parking at the Airport, 2) airline check-in process, 3) TSA security screening, and 4) Airport facilities. This section of the Report includes a brief explanation of the satisfaction rating scale, and presents the survey findings on the Airport experience of BUR passengers.

Level of Satisfaction - Rating Scale

A five-point rating scale was used to assess the level of satisfaction on itemized aspects of passenger experience at the Airport. A rating of 1 is “unacceptable, and a rating of 5 is “very satisfied”. Passengers were asked to indicate items that did not apply to them by selecting a “not applicable” option. In general, data analyses that involved the calculation of averages excluded non-applicable and blank responses.

Satisfaction Rating Scale				
Unacceptable	Poor	Fair	Satisfied	Very Satisfied
1	2	3	4	5



1. Getting to and Parking at BUR

Ground transportation complements air transportation. It is reasonable to expect that passengers’ experience with their chosen mode of ground transportation contributes to their overall level of satisfaction. Passengers were asked to rate their satisfaction with Airport roadway signs, the drop-off space in front of the terminal, availability and cost of parking, and the clarity of signage in the parking facilities.

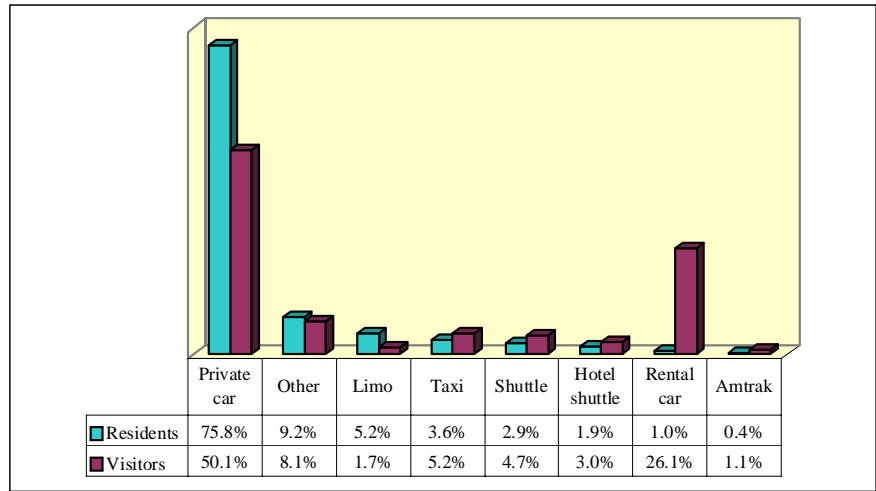
1.1. Mode of Ground Transportation

With respect to mode of ground transportation, the survey results were generally consistent with expected patterns. For example, it is reasonable to expect that resident travelers are more likely to use a private car to get to the Airport. Additionally, it is reasonable to expect that visiting passengers are more likely to arrive at the Airport in a rented car. **Figure 5** (on page 10) presents the findings on choice of ground transportation to the Airport by resident and visiting passengers.

**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

**FIGURE 5
MODE OF GROUND TRANSPORTATION BY TYPE OF PASSENGER**

◇ **Figure 5** shows that 75.8% of residents arrived in a private car. By contrast, 50.1% of visitors arrived at the Airport in a private car



◇ Significantly more visiting passengers arrived at the Airport in rented cars (26.1%) than did resident passengers (1.0%). This is consistent with the expectation that

visitors are more likely to rent cars at an airport. Nationwide, rental car companies based on or near an airport cater primarily to visiting passengers. Additionally, proportionately more visiting passengers arrived at the Airport by taxi and a shared shuttle ride than did resident passengers.

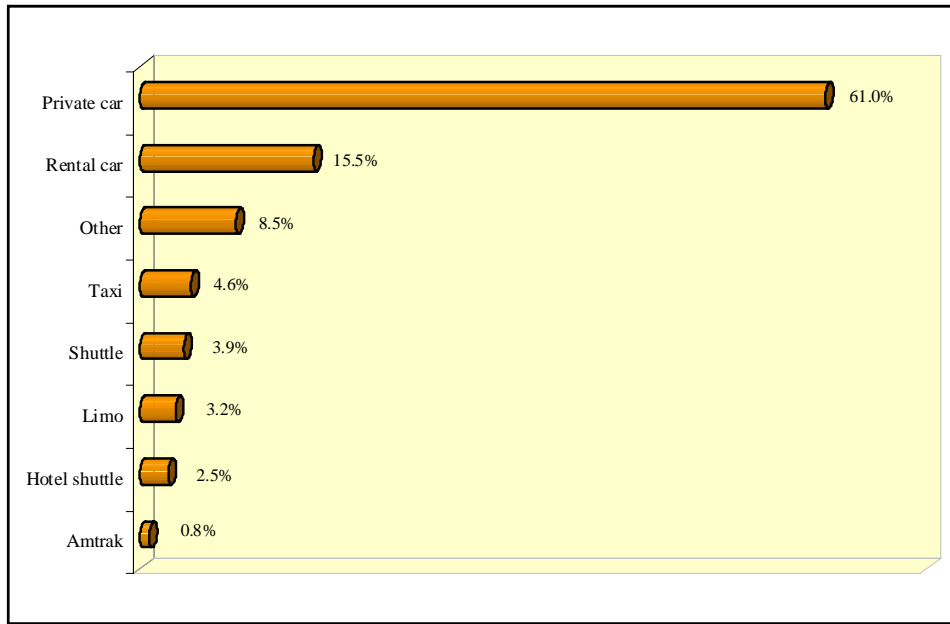
◇ BUR has the distinction of being one of the stations on Amtrak’s *Pacific Surfliner* route. Some passengers find it convenient and relatively economical to use the train service to get to the Airport. Interestingly, proportionately more visiting passengers arrived by Amtrak than did resident passengers.

◇ Other findings of note include the proportion of resident passengers who arrived in a limousine (5.2%) compared to 1.7% of visitors who arrived in a limousine. The use of hotel shuttle service is consistent with expectations. Visitors who stay in area hotels are more likely to arrive in a courtesy shuttle, although, curiously enough, 1.9% of residents indicated arriving at the Airport in a hotel shuttle.

◇ **Figure 6** (on page 11) summarizes the survey findings on mode of ground transportation to the Airport by all passengers. Overall, 61% of passengers arrived at the Airport in a private car, 15.5% in a rented car, and 8.5% of passengers indicated using “other” means of ground transportation.

**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

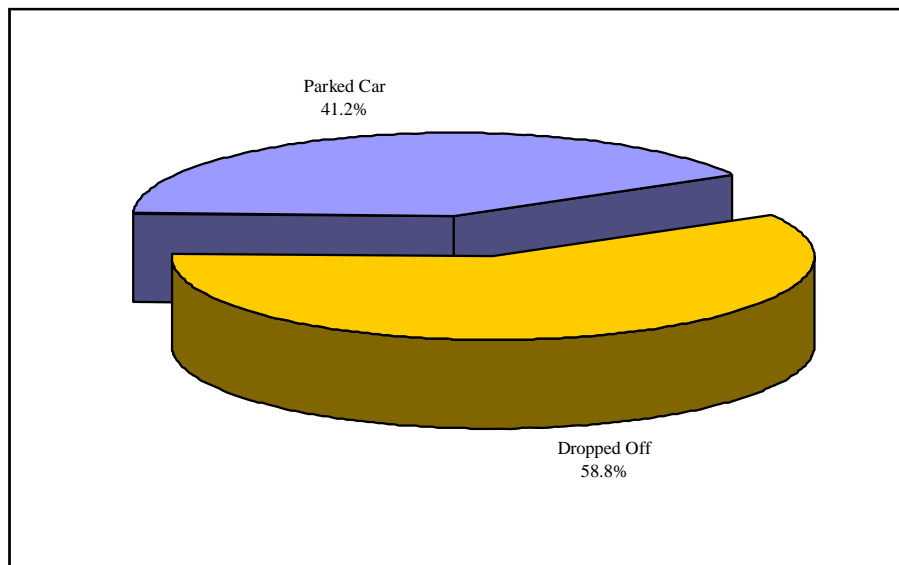
**FIGURE 6
MODE OF GROUND TRANSPORTATION TO BUR - ALL PASSENGERS**



1.2. Parking at BUR

Not all passengers who arrive at BUR by private car park on-airport. Most passengers who arrived by private car were dropped off -- 58.8% according to the survey. The remaining 41.2% of passengers parked their cars (**Figure 7**).

**FIGURE 7
PARKING AT BUR - PASSENGERS WHO ARRIVED BY PRIVATE CAR**

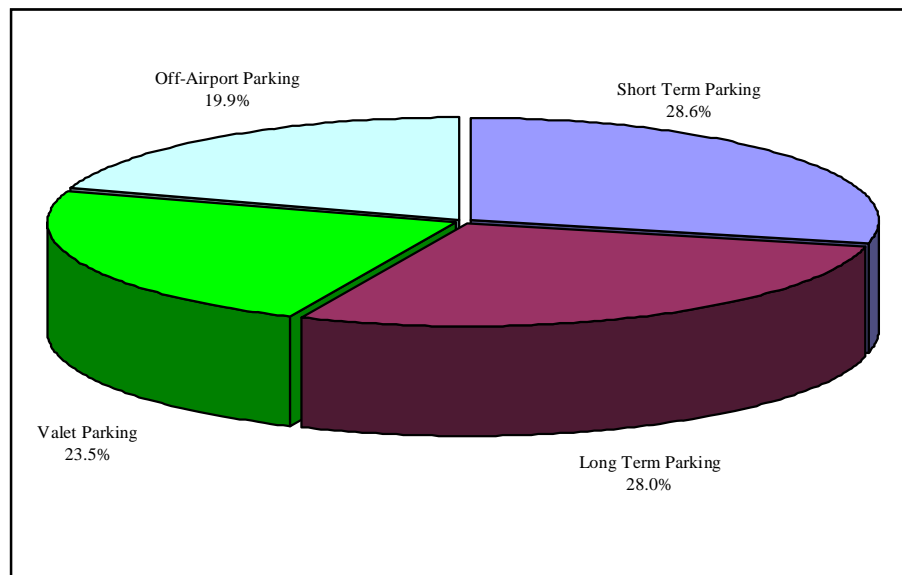


**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

The Airport offers its customers a choice from three on-airport parking facilities: valet parking, short-term parking, and long-term (economy) parking. In addition, Airport users have the choice of parking off-airport. **Figure 8** presents the survey findings on parking facility usage by passengers who parked their cars. Highlights include the following:

- ◇ Consistent with expectations, proportionately fewer parking customers used valet parking, primarily because it is more expensive than parking in long-term facilities for durations of a day or longer.
- ◇ An almost identical percentage of passengers who parked on-airport used either the short-term or long-term parking. This finding might reflect the underlying split between short-term Airport users (such as meeters and greeters and passengers on short trips) and longer-term users.
- ◇ The fact that almost 20% of parking customers use off-airport parking suggests, among other things, that customers view off-airport parking sufficiently convenient for their needs, and as an acceptable alternative to on-airport parking. Further breakdown of the survey data indicates that, among parking customers, resident passengers are more likely to park off-airport.

**FIGURE 8
PARKING FACILITY USAGE - PASSENGERS WHO PARKED THEIR PRIVATE CARS**



1.3. Satisfaction with Getting to and Parking at BUR

Table 3 (on page 13) presents the satisfaction ratings of passengers regarding their experience with getting to and parking at the Airport.

**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

**TABLE 3
SATISFACTION WITH GETTING TO AND PARKING AT BUR**

	Unacceptable	Poor	Fair	Satisfied	Very Satisfied
Airport roadway signs	1.2%	4.8%	20.9%	42.4%	30.7%
Curbside space	3.6%	14.6%	28.7%	33.0%	20.2%
Parking signage	1.5%	5.3%	26.2%	43.7%	23.4%
Parking safety	1.0%	3.0%	24.3%	44.8%	26.9%
Parking availability	2.8%	6.6%	22.2%	40.5%	27.9%
Parking distance	1.4%	3.1%	19.9%	39.3%	36.2%
Parking cost	3.9%	11.3%	29.7%	36.3%	18.8%
Overall	0.5%	2.6%	23.1%	47.0%	26.9%

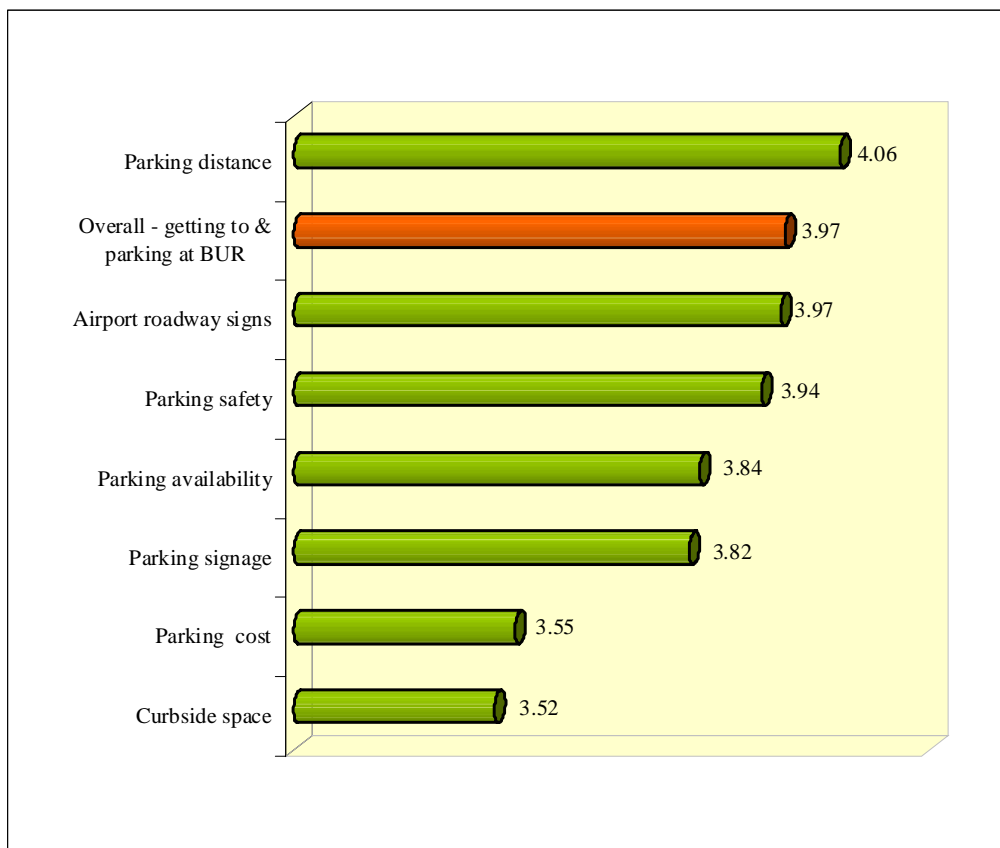
The following highlights the findings.

- ◇ Most passengers were “satisfied” and “very satisfied” with the Airport’s roadway signage – 73.1% of passengers surveyed. A further breakdown of the responses indicated that proportionately more resident passengers reported a high level of satisfaction with Airport roadway signs; 78.4% compared to 68.8% of visiting passengers. This finding is consistent with the fact that residents are more likely to be repeat users of the Airport and, therefore, more familiar with the area.
- ◇ Approximately 21% of passengers gave the roadway signs a “fair” rating, while the remaining 6% of passengers rated the roadway signage as “poor” and “unacceptable”.
- ◇ Passengers were generally satisfied with the distance of Airport parking facilities from the terminal building, availability of parking, signage in the parking facilities and parking safety. For example, 75.5% of parking customers were “satisfied” and “very satisfied” with the parking distance, 71.7% were “satisfied” and “very satisfied” with parking safety, and 68.4% of customers were “satisfied” and “very satisfied” with parking availability.
- ◇ The two aspects of arrival and parking that received relatively low satisfaction ratings were curbside space (the drop-off space in front of the terminal) and the cost of parking at the Airport.
- ◇ Close to 18% of passengers rated the curbside space as “poor” and “unacceptable”, and 28.7% rated the space as “fair”. Overall, 53.2% of passengers were “satisfied” and “very satisfied” with the drop-off space.
- ◇ About 15.2% of passengers who parked on-airport rated the cost of parking as “poor” and “unacceptable”, close to one-third rated parking cost as “fair”, and less than 20% of the passengers indicated that they are “very satisfied” with the cost of parking on-airport.

BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT

- ◇ Overall, 73.9% of BUR passengers were “satisfied” and “very satisfied” with their experience of getting to and parking at the Airport, 23.1% rated their experience as “fair”, while the remaining 3.1% rated their experience as “poor” and “unacceptable”.
- ◇ **Figure 9** summarizes the satisfaction ratings for arrival and parking at BUR in terms of the five-point scale. Distance of the parking facilities from the terminal building received the highest average rating of 4.06 out of a possible 5, Airport roadway signage received an average rating of 3.97, and parking safety received an average rating of 3.94. Parking cost and curbside space were ranked relatively low at 3.55 and 3.52, respectively. Overall, passengers rated their experience with getting to and parking at BUR a 3.97 out of a possible 5.

FIGURE 9
AVERAGE SATISFACTION RATING - GETTING TO AND PARKING AT BUR



In addition to using the rating scale, passengers were asked to suggest improvements that they would like to see at the Airport. **Appendix B** and **Appendix C** present a compilation of their comments and suggestions. Several relate to the problem of congestion in the drop-off area in front of the terminal, and the general perception among parking customers that parking rates at the Airport are high, particularly for valet parking.



2. Checking in at BUR

BUR passengers are primarily customers of commercial airlines that operate at the Airport. The ease or difficulty of going through an airline’s check-in process is important in passengers’ assessment of satisfaction. BUR passengers were asked to rate their airline check-in experience based on the availability of skycaps, clarity of signage in the check-in area, the wait time, courtesy shown by airline staff, and the cleanliness of the check-in area. The survey findings follow.

2.1. Where Do BUR Passengers Check In?

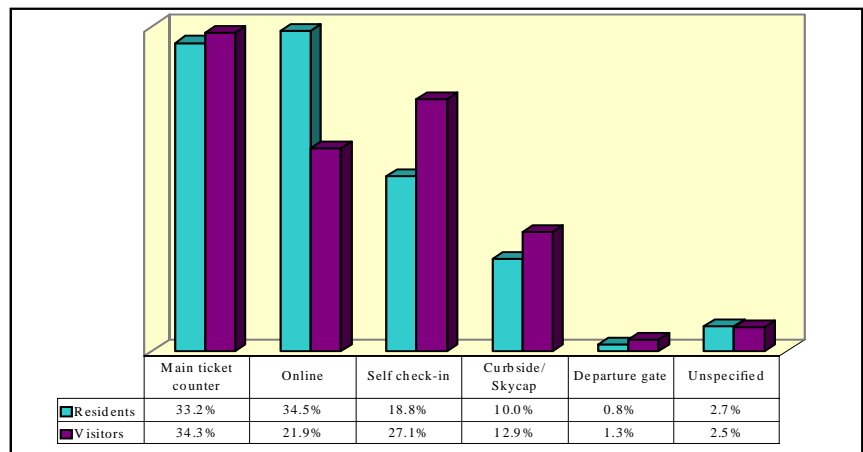
◇ **Figure 10** shows that approximately the same percentage of resident and visiting passengers (one-third) checked in at the main ticket counters of airlines at the Airport.

◇ Resident passengers are more likely to check in online prior to arriving at the Airport; 34.5% compared to 21.9% of visitors.

◇ Visiting passengers are more likely to use the self check-in kiosks at the Airport; 27.1% compared to 18.8% of resident passengers.

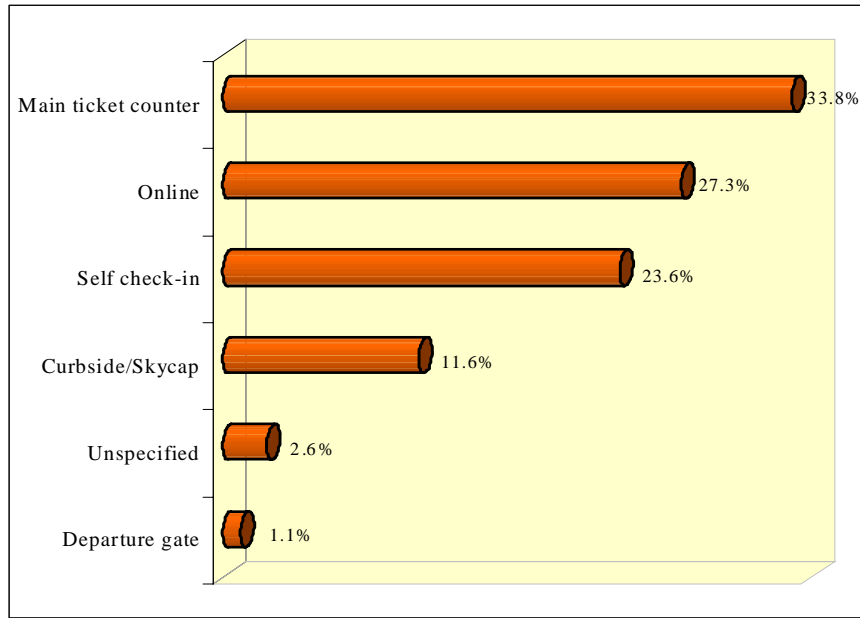
◇ **Figure 11** (on page16) summarizes the survey findings on check-in location utilized by all passengers. Overall, 33.8% of passengers checked in at the main ticket counters of airlines at the Airport; 27.3% checked in online before getting to the Airport; 23.6% used the self check-in kiosks, and 11.6% of passengers checked in at curbside and utilized skycap service.

**FIGURE 10
CHECK-IN LOCATION BY TYPE OF PASSENGER**



**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

**FIGURE 11
CHECK-IN LOCATION - ALL PASSENGERS**



2.2. Satisfaction with Check-in Process

Table 4 presents the satisfaction ratings of passengers regarding their experience with airline check-in at the Airport.

**TABLE 4
SATISFACTION WITH CHECK-IN AT BUR**

	Unacceptable	Poor	Fair	Satisfied	Very Satisfied
Skycap availability	3.3%	4.9%	23.7%	36.2%	31.8%
Check-in signage clarity	1.4%	4.3%	21.4%	43.3%	29.7%
Wait time - airline check-in	1.6%	3.3%	18.4%	39.6%	37.1%
Courtesy of staff	1.2%	2.8%	16.1%	39.7%	40.2%
Check-in orderliness	0.9%	3.3%	18.1%	43.0%	34.6%
Check-in cleanliness	1.0%	2.8%	18.7%	43.9%	33.7%
Overall	0.8%	2.3%	17.5%	45.8%	33.6%

The following highlights the survey findings.

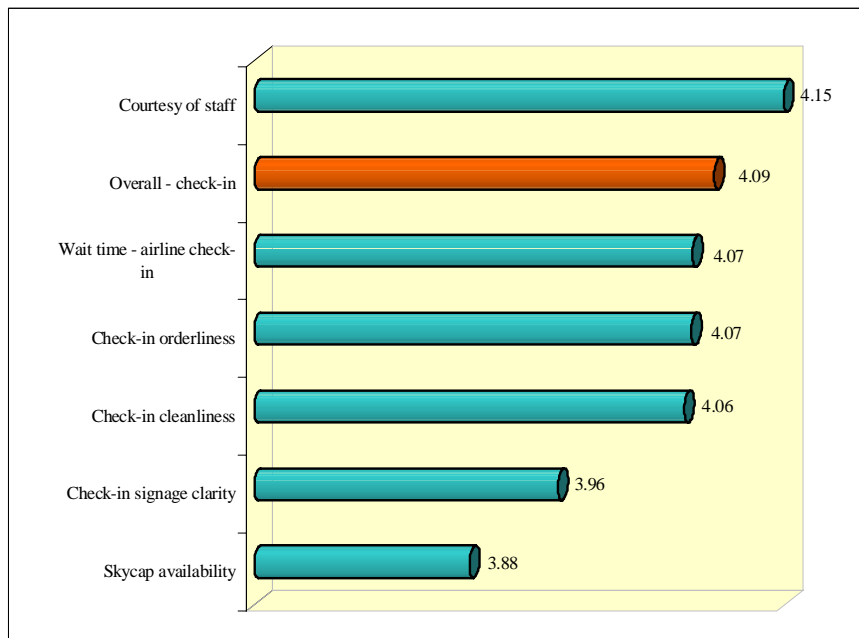
- ◇ Of the passengers who utilized skycap service, 68% indicated that they were “satisfied” and “very satisfied” with the availability of skycaps. Another 23.7%

BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT

rated the availability of skycaps as “fair” and the remaining 8.2% indicated that the availability of skycaps was “poor” and “unacceptable”.

- ◇ Judging by their ratings, passengers were appreciative of the orderliness and cleanliness of the check-in area, with 77.6% indicating that they were “satisfied” and “very satisfied” with the condition of the check-in area.
- ◇ Overall, 79.4% of passengers were “satisfied” and “very satisfied” with their airline check-in experience, 17.5% rated the experience as “fair”, while the remaining 3.1% rated their experience as “poor” and “unacceptable”.
- ◇ **Figure 12** summarizes the satisfaction ratings for airline check-in process in terms of the five-point scale. The courtesy of airline staff received the highest average rating of 4.15 out of a possible 5, and the duration and orderliness of the check-in process each received a rating of 4.07. The availability of skycaps was ranked relatively low at 3.88. Overall, passengers rated their check-in experience at BUR a 4.09 out of a possible 5.

FIGURE 12
AVERAGE SATISFACTION RATING - CHECK-IN AT BUR



In addition to rating their experience, some passengers provided specific comments and suggestions for improvement in the check-in process at the Airport (see **Appendix B** and **Appendix C**).



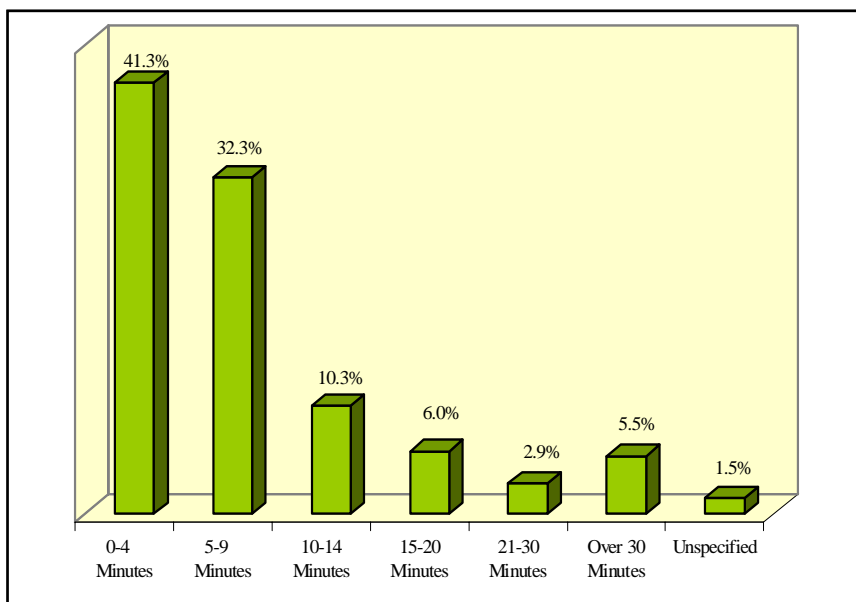
3. Security Screening at BUR

Although air passengers are aware of tighter security at U.S. airports in the aftermath of the tragic events of September 11, 2001, the security screening process creates a feeling of ambivalence among the traveling public. Everyone wants to feel safe while traveling, but not everyone is happy about the perceived inconvenience of the security screening process. In this regard, passengers at BUR are no different from air travelers elsewhere across the United States. BUR passengers were asked to rate their security screening experience with respect to the ease of finding the screening location, wait time in the security line, the professionalism of the staff, and the orderliness and cleanliness of the security screening area. The survey findings follow.

3.1. Wait Time in Security Line

Figure 13 shows that most passengers (73.6%) spent less than ten minutes waiting to clear security screening at the Airport. Nationwide, the TSA is making efforts to improve the efficiency of the screening process and passengers at other airports are reporting wait times similar to the wait times observed at BUR.

**FIGURE 13
WAIT TIME THROUGH SECURITY SCREENING**



**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

3.2. Satisfaction with Security Screening

Table 5 presents the satisfaction ratings of passengers regarding their experience with security screening at BUR.

**TABLE 5
SATISFACTION WITH SECURITY SCREENING AT BUR**

	Unacceptable	Poor	Fair	Satisfied	Very Satisfied
Ease of finding security location	1.5%	2.9%	15.5%	42.0%	38.0%
Waiting in security line	3.8%	5.0%	17.8%	36.6%	36.7%
Professionalism of security staff	1.9%	3.3%	16.7%	40.1%	38.1%
Confidence in security process	3.3%	5.9%	21.3%	36.6%	33.0%
Condition of security area	1.5%	3.2%	22.1%	39.0%	34.3%
Cleanliness of security area	1.1%	3.9%	21.1%	39.7%	34.1%
Overall	1.7%	3.2%	20.8%	40.7%	33.6%

Highlights include the following:

- ◇ The relatively short duration of the screening process must have contributed to the generally positive satisfaction rating for the security screening process at BUR. About 73.3% of passengers indicated that they were “satisfied” and “very satisfied” with the time it took for them to go through security, and 78.2% were “satisfied” and “very satisfied” with the professionalism of the security staff.
- ◇ Overall, 8.8% of passengers rated the duration of the security screening experience as “poor” and “unacceptable”. Resident passengers tended to be more critical of the duration of security screening, with 14.4% giving waiting time a “poor” and “unacceptable” rating.
- ◇ Passengers were generally confident about the security screening process, with 69.6% indicating that they were “satisfied” and “very satisfied” with the process. However, 9.2% of passengers rated their confidence in the process as “poor” and “unacceptable”.
- ◇ Overall, 74.3% of passengers were “satisfied” and “very satisfied” with the security screening process at BUR, with 20.8% rating the process as “fair”, and the remaining 4.7% rated their experience as “poor” and “unacceptable”.
- ◇ **Figure 14** (on page 20) summarizes the satisfaction ratings for security screening in terms of the five-point scale. The ease of finding the security location, professionalism of security staff, and cleanliness of the security area received relatively high ratings. Overall, passengers rated their security screening experience at BUR a 4.01 out of a possible 5.

**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

**FIGURE 14
AVERAGE SATISFACTION RATING - SECURITY SCREENING AT BUR**



Ironically, there was a breach of security at the Airport that necessitated the evacuation of the terminals on one of the survey days. The questionnaires that were collected after passengers were allowed back into the terminals were isolated and examined to see if there were significant differences in the responses from passengers who experienced the evacuation and responses from passengers who had not. As far as could be determined, the evacuation procedure did not have any observable impact on passenger responses. However, some respondents included specific comments and suggestions that could improve passengers' experience should such a security incident occur in the future (see **Appendix B** and **Appendix C**).



4. Airport Facilities

Passengers' dwell times at airports are influenced by various factors including unexpected changes in airline schedules causing delays, lack of familiarity with an airport, and security screening. The longer passengers wait in the gate areas for their flight, the higher the demand for airport facilities such as restrooms, seating, electrical power outlets, food and retail

BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT

concessions, and other services that could minimize the discomfort and inconvenience of the waiting period. Although retail concessions might benefit from longer dwell times (resulting from a likely increase in the propensity of passengers to make a purchase), the flip side is the likely increase in discontent that might result as passengers are forced to wait in line to use the amenities. Some of the comments and suggestions from BUR passengers indicate these dual sides of dwell time (see **Appendix B** and **Appendix C**). Notable findings on passengers’ experience with BUR facilities follow.

4.1. Satisfaction with BUR Facilities

Passengers were asked to rate their experience with various components of Airport facilities including availability and cleanliness of restrooms, adequacy and comfort of seating in the gate area, baggage claim, climate control and cleanliness in terminal areas, and their overall satisfaction with the facilities. The survey findings are summarized in **Tables 6**.

TABLE 6
SATISFACTION WITH BUR FACILITIES

	Unacceptable	Poor	Fair	Satisfied	Very Satisfied
Availability of restrooms	1.0%	3.4%	20.8%	43.6%	31.2%
Cleanliness of restrooms	2.9%	7.6%	27.4%	41.0%	21.1%
Public address system	1.7%	4.9%	28.1%	43.2%	22.1%
Baggage claim	6.3%	11.2%	31.4%	32.2%	18.9%
Adequacy of seats in gate area	1.4%	5.5%	24.7%	42.7%	25.7%
Comfort of seating	1.1%	3.7%	27.2%	45.0%	23.0%
Terminal lighting	0.6%	2.8%	25.4%	46.3%	24.9%
Climate control	1.6%	2.9%	22.5%	45.8%	27.2%
Cleanliness of terminals	0.9%	3.6%	24.3%	45.0%	26.3%
Availability of outlets	5.7%	14.2%	29.1%	29.9%	21.2%
Availability of concessions	3.7%	11.1%	28.8%	36.9%	19.4%
Availability of services	4.8%	8.5%	30.3%	35.6%	20.8%
Overall	1.8%	4.2%	27.3%	42.2%	24.5%

Highlights include the following:

- ◇ Passengers were generally satisfied with the availability of restrooms, with 74.8% indicating that they were “satisfied” and “very satisfied” with restroom availability, and less than 5% of passengers rating this criterion as “poor” or “unacceptable”.
- ◇ However, a lower percentage, 62.1%, indicated that they were “satisfied” and “very satisfied” with the cleanliness of the restrooms. Additionally, a relatively higher percentage, 10.5%, rated their satisfaction with restroom cleanliness as “poor” and “unacceptable”.
- ◇ Cleanliness of terminal areas, climate control, and adequate lighting in the terminals received high satisfaction ratings from passengers. For example, 73% of passengers

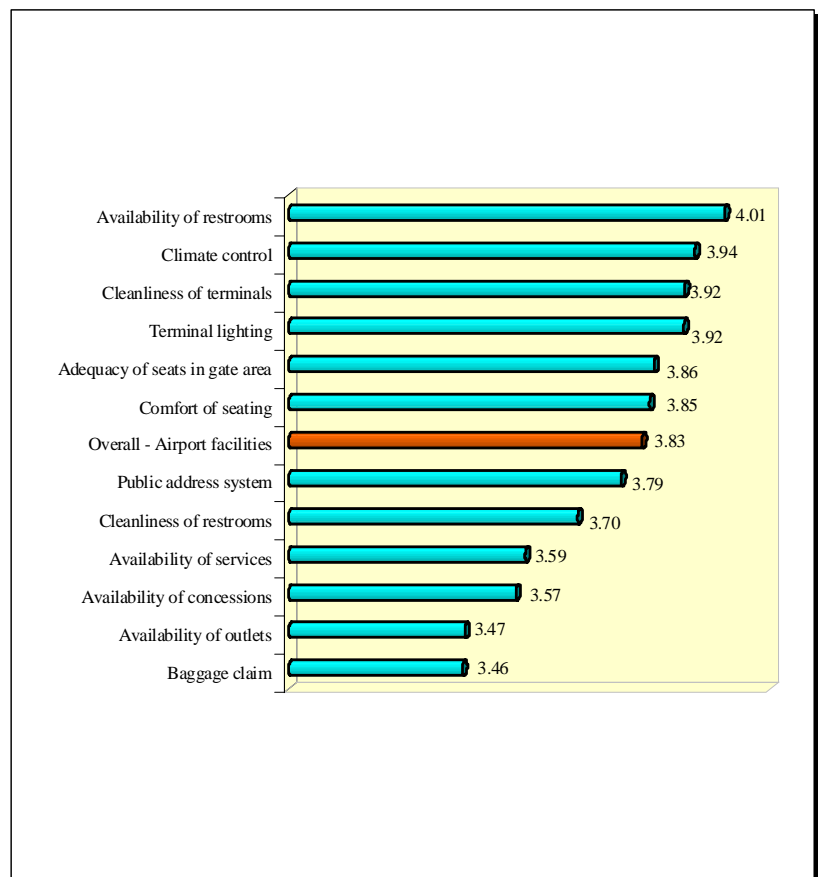
**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

indicated that they were “satisfied” and “very satisfied” with the climate control, and 71.3% gave similar rating to the cleanliness of the terminal areas.

- ◇ Four aspects of passenger experience with BUR facilities received relatively low satisfaction ratings: baggage claim, availability of power outlets, availability of food and retail concessions near gate areas, and availability of services, such as ATM/bank machine and wi-fi Internet access.
- ◇ Close to 20% of passengers rated the availability of power outlets as “poor” and “unacceptable”, 18% of passengers rated the baggage claim as “poor” and “unacceptable”, and close to 15% of passengers rated the availability of food and retail concessions near the gate areas as “poor” and “unacceptable”.
- ◇ Overall, 66.7% of passengers were “satisfied” and “very satisfied” with Airport facilities, 27.3% rated the facilities as “fair”, and the remaining 6% rated BUR facilities as “poor” and “unacceptable”.

Figure 15 summarizes the satisfaction ratings for Airport facilities in terms of the five-point scale. The availability of restrooms received the highest average satisfaction rating of 4.01 out of a possible 5. Climate control, cleanliness, and lighting in the terminal areas received relatively high average satisfaction ratings of between 3.92 and 3.94. Baggage claim received a relatively low rating of 3.46. Overall, passengers rated their experience with BUR facilities a 3.83 out of a possible 5.

**FIGURE 15
AVERAGE SATISFACTION RATING - AIRPORT FACILITIES**



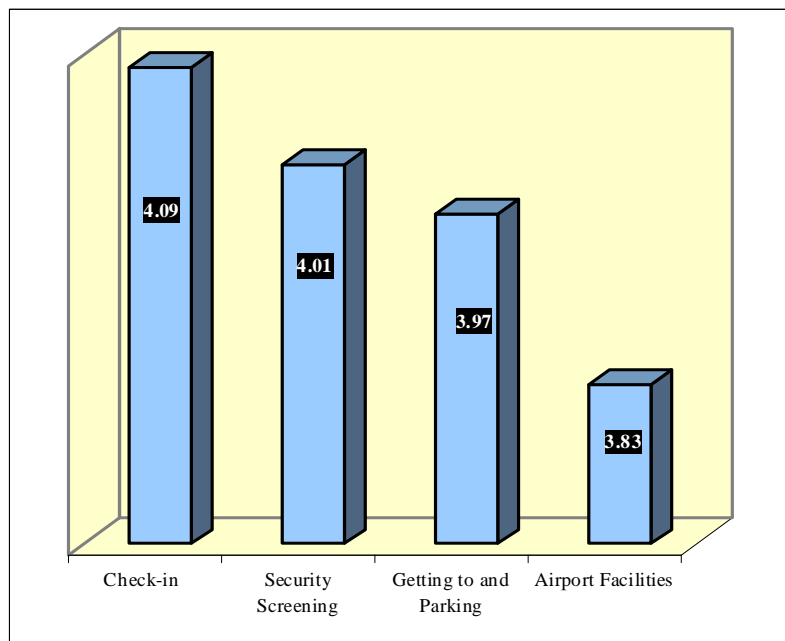
BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT

Among passengers that provided written comments and suggestions, residents tended to be more critical of the appearance and décor of the terminal areas, with several indicating a desire to see an upgrade in the overall design and attractiveness of the interior. It is likely that local residents who use the Airport on a repeat basis are more familiar with the facility and its attributes and deficiencies than a one-time or infrequent visitor.

5. Summary - Airport Experience

Figure 16 summarizes the overall satisfaction ratings for Airport experience by BUR passengers based on the five-point scale. Passengers gave the highest overall satisfaction rating to their check-in experience – a 4.09 out of a possible 5. The second highest rated experience was the security screening (4.01), followed by getting to and parking at the Airport, with a satisfaction rating of 3.97. Passengers gave the overall lowest satisfaction rating to Airport facilities, a 3.83 out of a possible 5.

FIGURE 16
OVERALL SATISFACTION RATING BY CATEGORY



 **RELIABILITY OF SURVEY RATINGS**

As discussed in a preceding section of this Report, the sampling process for this study was guided by the quest for reliability achieved through minimizing sampling and non-sampling errors in every phase of the survey design. Having presented the methodology and findings of the survey, it is important to provide the reader a basis for assessing the reliability of the estimates based on the sample used in this study. A commonly used reliability criterion is the defined *confidence limits or interval for the mean* (a commonly estimated statistic). The

**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

confidence limits represent an upper and a lower bound for the mean, or a range of values for the mean, with a corresponding degree of confidence.

The procedure for calculating confidence limits essentially involves deciding on a confidence level (95% is typical, although it is not unusual to use a 90% confidence level), calculating the standard error of the mean (the standard deviation), and using the value of the standard error to establish the 95% confidence limits for the mean. The foregoing sections of this Report presented estimates of average satisfaction ratings for approximately 35 aspects of customer experience at the Airport. Confidence limits were established for the overall average satisfaction ratings for the four categories of experience: 1) getting to and parking at the Airport, 2) checking in at the Airport, 3) TSA security screening, and 4) facilities at the Airport (see **Figure 16** on page 23). The results are summarized in **Table 7**.

**TABLE 7
RELIABILITY OF SURVEY RATINGS - CONFIDENCE LIMITS**

Summary Category	Sample Size	Mean Score	95% Confidence Limits	
			Upper Limit	Lower Limit
Getting to and Parking	1,091	3.97	4.02	3.92
Check-in	1,114	4.09	4.14	4.04
Security Screening	1,165	4.01	4.06	3.96
Airport Facilities	1,153	3.83	3.88	3.78

Notes:

1. Sample size for each excludes "not applicable" and blank responses. Total sample size is 1,229.
2. Mean score is the average rating from all qualifying responses, and is calculated using the five-point rating scale.

For example, the result shows that for a sample size of 1,091, the upper limit of the overall average satisfaction rating for getting to and parking at the Airport is 4.02, and the lower limit is 3.92. This means that the reader can say with 95% confidence that the average satisfaction rating for the experience of getting to and parking at BUR will lie between 3.93 and 4.02 on a five-point rating scale – if the sampling was repeated an infinite number of times. Stated differently, the confidence limits of the average customer satisfaction rating of getting to and parking at BUR are 3.97 +/- 0.048, which translates into a relatively small error margin of 1.2%. The confidence limits for the overall average satisfaction rating of the Airport’s facilities are 3.83 +/- 0.047, which means that the reader can be 95% confident that the average satisfaction rating for BUR facilities will lie between 3.78 and 3.88 (an error margin of 1.2%) if the sampling was repeated an infinite number of times. These findings are consistent with the desirable statistical characteristics of the underlying sample used in this study, and reflect positively on the systematic planning of the survey design.

📖 BUR AND THE CONVENIENCE FACTOR

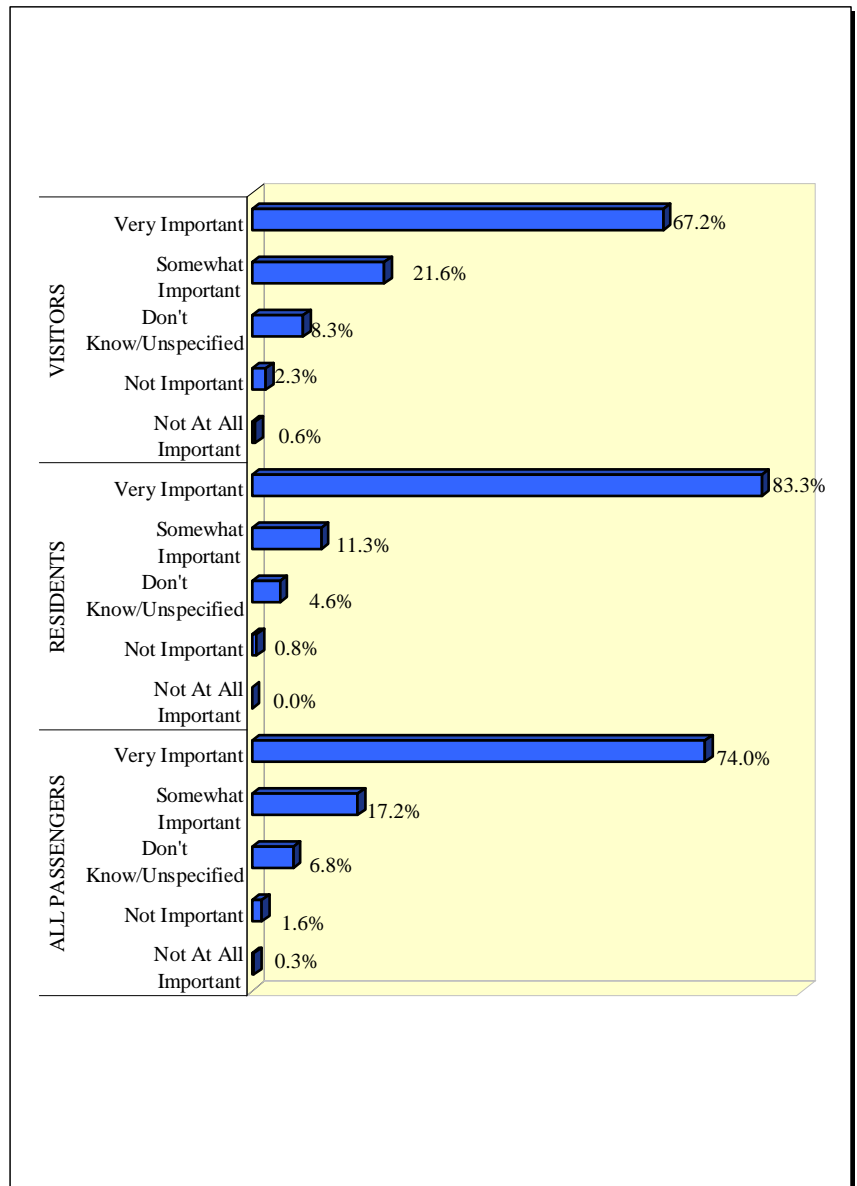
There is a perception among BGPAA staff and Airport users that one of the attractive features of the Airport is its “convenience”, which is expressed in terms of the Airport’s geographic location, its small size, and the relative ease of navigating the facility compared to larger airports such as Los Angeles International Airport.

To test this hypothesis (“hunch”), passengers were asked to rate the importance of convenience to their decision to fly out of BUR on a five-point scale. A rating of 1 is “very important” and a rating of 4 is “not at all important”, and passengers who could not rate the characteristic had an option of selecting a rating of 5, for “don’t know”.

The survey data summarized in **Figure 17** confirm the convenience hunch, particularly among resident passengers. Proportionately more resident passengers (83.3%) indicated that convenience was “very important” in their choice of BUR compared to 67.2% of visiting passengers who indicated that convenience was “very important”.

Overall, 91.2% of passengers indicated that convenience was “very important” and “somewhat important” to their decision to fly out of BUR. Less than 2% of all passengers indicated that convenience was not an important factor in their choice of BUR.

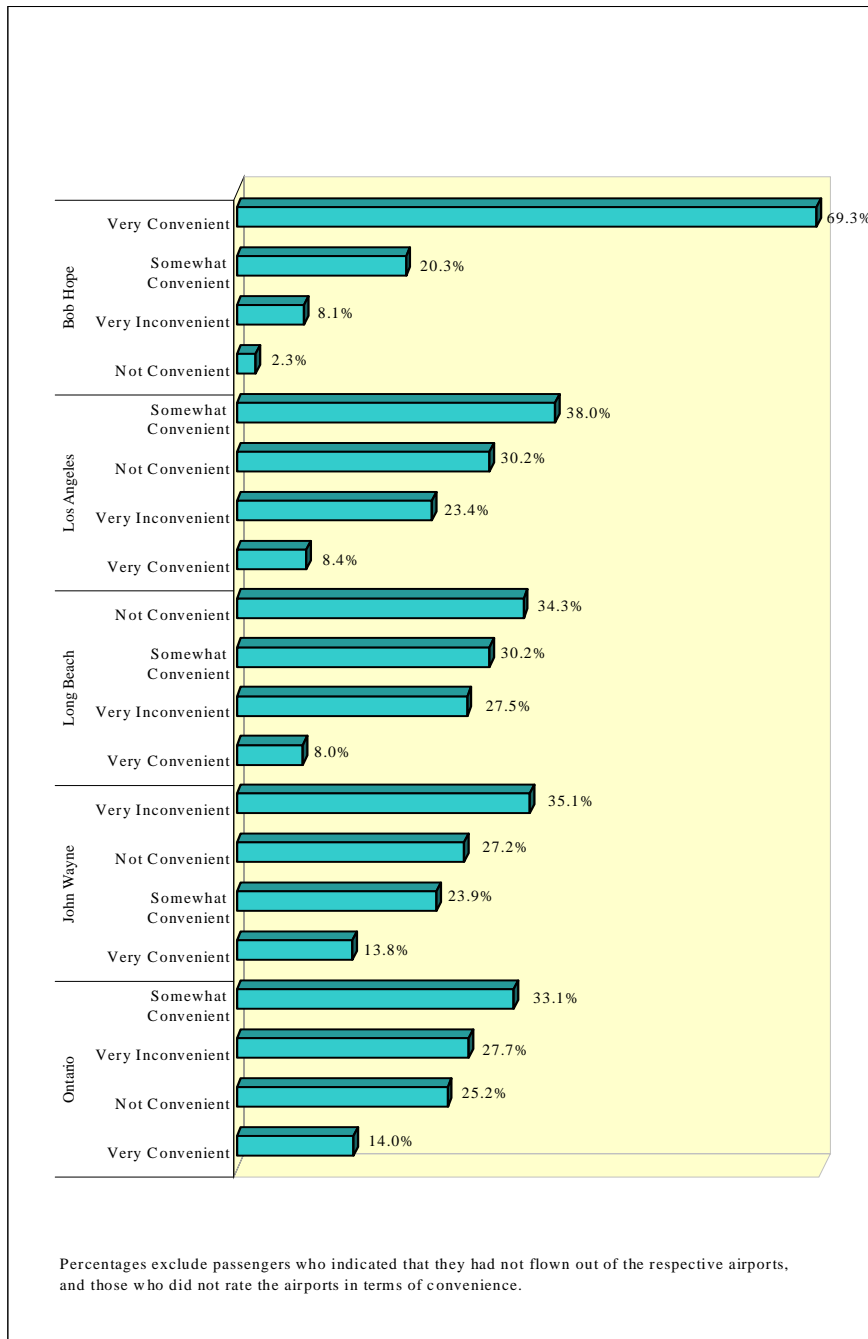
**FIGURE 17
IMPORTANCE OF CONVENIENCE TO CHOICE OF BUR**



**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

When asked to compare BUR with other southern California airports in terms of convenience, passengers gave BUR the highest rating of convenience compared to John Wayne Airport, Long Beach Airport, Los Angeles International Airport, and Ontario International Airport (**Figure 18**).

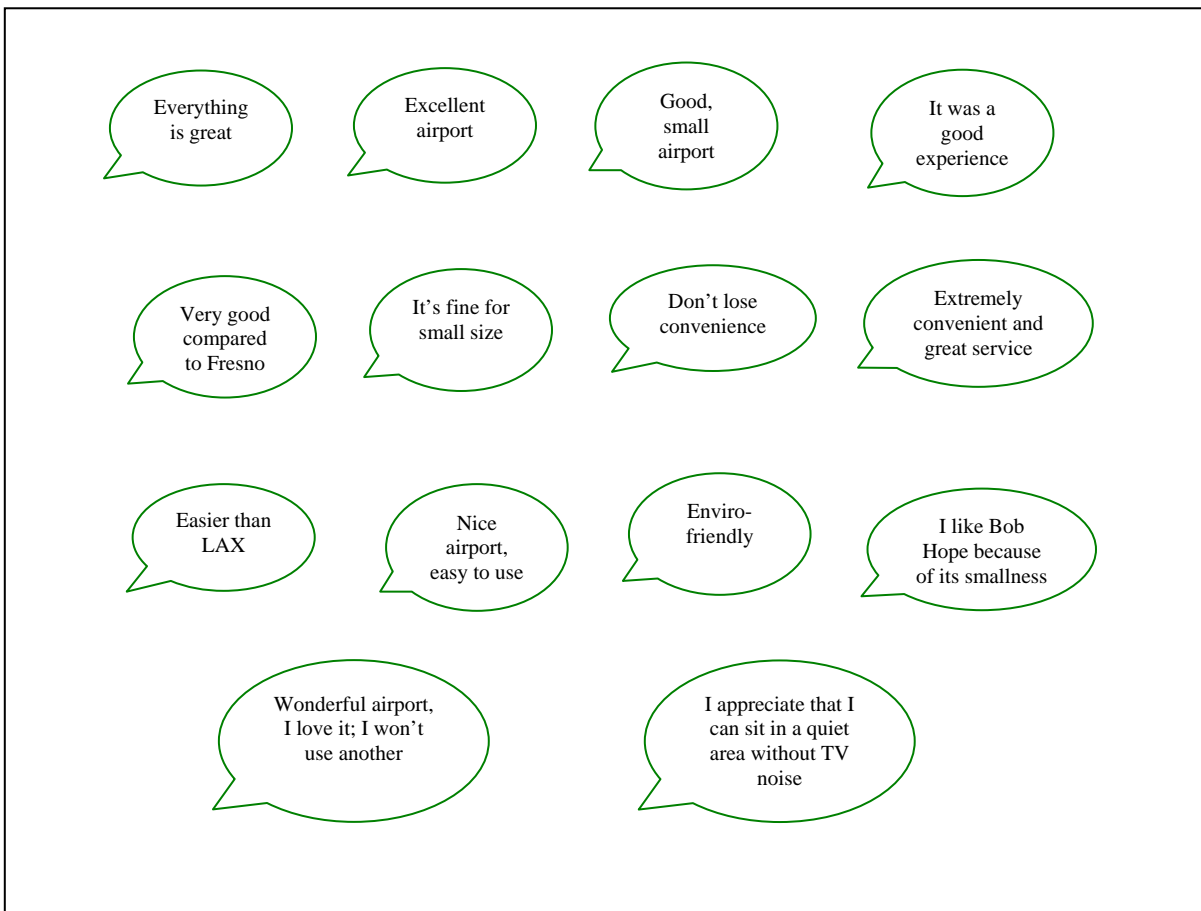
**FIGURE 18
RATING OF SOUTHERN CALIFORNIA AIRPORTS BY CONVENIENCE**



 **PASSENGER COMMENTS AND SUGGESTIONS**

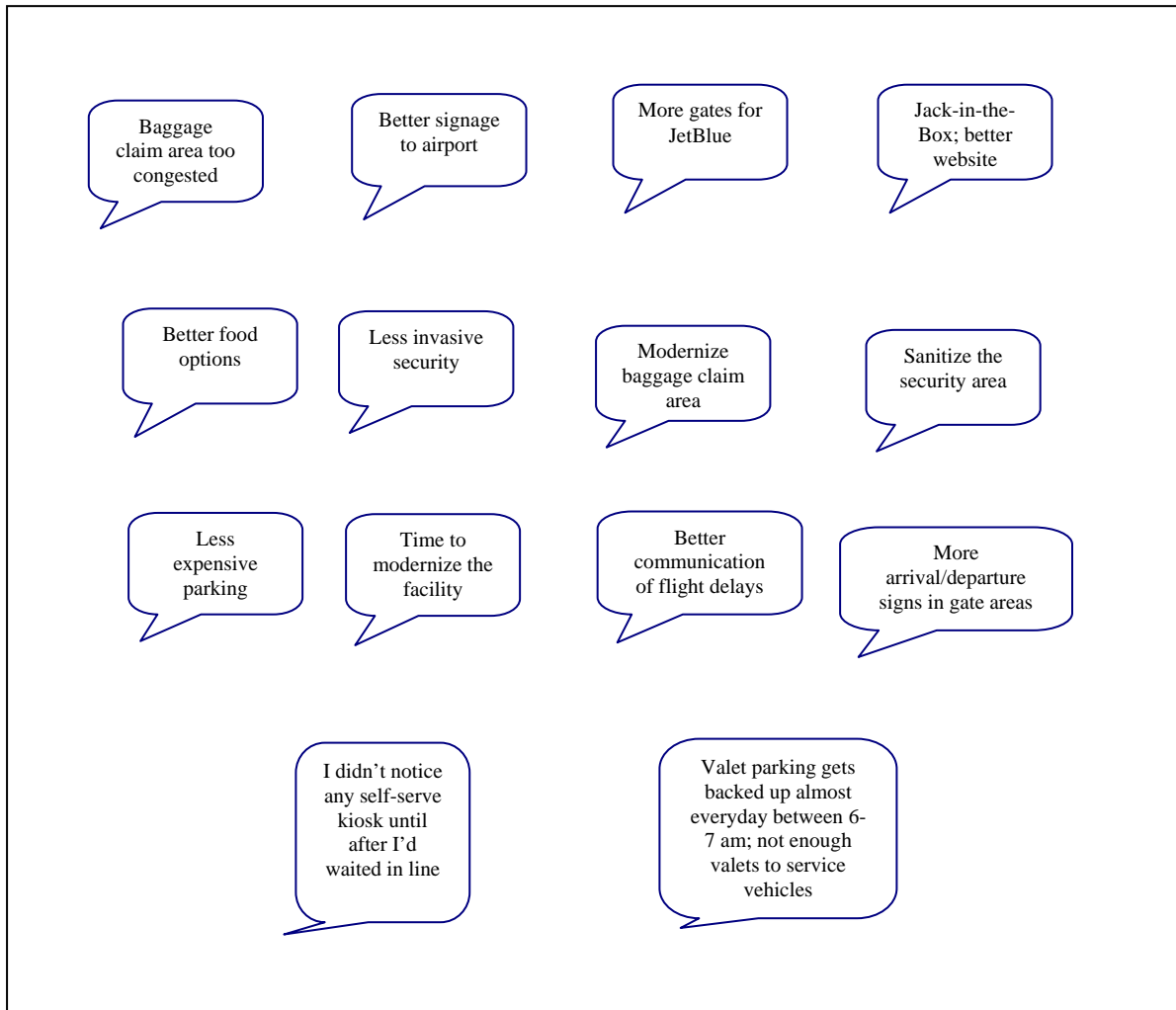
As mentioned in preceding sections of this Report, in addition to rating their experience, some passengers provided written comments about their experience, and suggestions on how to improve customer satisfaction at the Airport. **Appendix B** contains a verbatim/unedited list of over 600 suggestions in response to Question 28 of the survey questionnaire, and **Appendix C** lists almost 300 verbatim/unedited comments in response to Question 29. A selection of the comments and suggestions is presented in an informal format on pages 27 through 29 of the main text of the Report.

Some Compliments



**BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT**

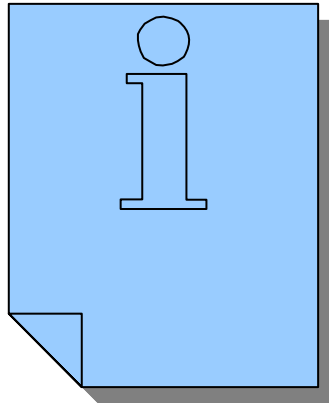
Some Comments and Suggestions



BOB HOPE AIRPORT
CUSTOMER SATISFACTION ASSESSMENT REPORT

Some Wishes





APPENDICES:

A ~ Survey Questionnaire

B ~ Verbatim (Question 28)

C ~ Verbatim (Question 29)

BOB HOPE AIRPORT – AIRLINE PASSENGER SURVEY

As part of an economic impact study, Bob Hope Airport is conducting a survey of the spending habits of air travelers visiting the Burbank-Glendale-Pasadena-San Fernando Valley area. In addition, we want the opinion of resident and visiting air passengers on specific aspects of the Airport’s facilities. We request your assistance in answering the following questions. Your responses will be anonymous and confidential and will be used solely for the purpose of the impact study and the assessment of Airport customer satisfaction. **THANK YOU.**

PLEASE CIRCLE OR FILL IN THE BEST RESPONSE FOR EACH OF THE FOLLOWING QUESTIONS

1. Do you live in zip code 91000 - 91699?

1-Yes (Skip to question #12) 2-No (Go to question 2)

2. What was the primary purpose of your visit to the Burbank-Glendale-Pasadena-San Fernando Valley area (“local area”)?

1 – Business 3 – Business & pleasure
2 – Conference 4 – Pleasure/ vacation
5 – Other _____

3. How long was your visit to the local area? Please specify.

1- # of Hours _____ 2 - # of Days _____
3 - # of Weeks _____

4. Did you stay in a hotel during this visit?

1-No 2-Yes: → Which Hotel (Name and City)?

5. During this visit, how much, in TOTAL, did you spend on the following?

1-Food (EXCLUDING food purchased at the Airport) \$ _____
2-Merchandise (EXCLUDING purchases at the Airport) \$ _____
3-Hotel/Lodging \$ _____
4-Recreation – Area tourist attractions \$ _____
5-Entertainment \$ _____
6-Other \$ _____

6. Did anyone else travel with you on this visit?

1-Yes _____ Go to question # 7
2- No _____ Go to question #8

7. How many people traveled with you on this visit?

Number in Travel Party (including yourself): _____

8. How many people are included in the expenses listed above?

1-Yourself Only 2-Entire Travel Party
3-Other _____ (specify # of people)

9. During this visit, did you take a taxi outside the Airport premises?

1-No
2-Yes: → How much did you spend, in TOTAL, on taxi fare? \$ _____

10. During this visit, did you rent a car outside the Airport premises?

1-No
2-Yes: → How much did you spend on car rental? \$ _____
 → How much did you spend on gasoline? \$ _____

11. During this visit, did you use any other public transportation?

1-No
2-Yes: → How much did you spend on public transportation? \$ _____



BOB HOPE AIRPORT – AIRLINE PASSENGER SURVEY

ABOUT YOUR AIRPORT EXPERIENCE:

12. How did you arrive to the Airport today?

- 1 – Private car (answer 12A) 2 – Rental car
3 – Limo/car service 4 – Courtesy shuttle
5 – Taxi 6 – Shuttle 7 - Amtrak 8 - Other

12A. If private car, which parking lot did you use?

- 1 – None; was dropped off 2 - Valet 3 – Short term
4 – Long term 5 – Off-airport lot

13. Where did you check in today?

- 1 – Main ticket counter 2 – Self check-in kiosk
3 – Online, before arriving at Airport 4 – Curbside, with sky cap
5 - Departure Gate

14. How long did you wait in line to get through security?

- 1 – 0 to 4 minutes 2 – 5 to 9 minutes 3 – 10 to 14 minutes
4 – 15 to 20 minutes 5 – 20 to 30 minutes 6 – Over 30 minutes

15A. How much did you spend on merchandise at the Airport (periodicals, gifts, etc.)?

- 1 – Nothing – didn't buy 2 – Under \$5.00 3 - \$5.00 - \$14.99
4 - \$15.00 - \$24.99 5 - \$25.00 or more

15B. Shops visited at the Airport

16A. How much did you spend on food and beverages at the Airport?

- 1 – Nothing – didn't buy 2 – Under \$5.00
3 - \$5.00 - \$9.99 4 - \$10.00 - \$14.99
5 - \$15.00 or more

16B. Restaurants visited at the Airport



BOB HOPE AIRPORT – AIRLINE PASSENGER SURVEY

Please rate your experience at Bob Hope Airport today using the following scale:

Unacceptable Poor Fair Satisfied Very Satisfied
 1 2 3 4 5

If not applicable, please circle N/A

17. Getting to the Airport Unacceptable → Very Satisfied

17A – Airport roadway signs	N/A	1	2	3	4	5
17B– Drop off space in front of terminal	N/A	1	2	3	4	5
17C – Signs in parking facilities	N/A	1	2	3	4	5
17D – Safety/ security in parking facilities	N/A	1	2	3	4	5
17E – Availability of parking	N/A	1	2	3	4	5
17F – Distance from parking to terminal building	N/A	1	2	3	4	5
17G – Parking cost	N/A	1	2	3	4	5
17H – OVERALL Getting to the Airport	N/A	1	2	3	4	5

18. Checking-in at the Airport Unacceptable → Very Satisfied

18A – Availability of skycaps	N/A	1	2	3	4	5
18B – Clarity of check-in signage/procedure	N/A	1	2	3	4	5
18C – Waiting time for airline check-in	N/A	1	2	3	4	5
18D – Courtesy/helpfulness of airline staff	N/A	1	2	3	4	5
18E – Orderliness of check-in area	N/A	1	2	3	4	5
18F – Cleanliness of check-in area	N/A	1	2	3	4	5
18G – OVERALL Checking-in at Airport	N/A	1	2	3	4	5

19. Security Check Unacceptable → Very Satisfied

19A – Ease finding security check location	N/A	1	2	3	4	5
19B – Wait time in security check line	N/A	1	2	3	4	5
19C – Professionalism of security staff	N/A	1	2	3	4	5
19D – Confidence with security process	N/A	1	2	3	4	5
19E – Condition of security check area	N/A	1	2	3	4	5
19F – Cleanliness of security check area	N/A	1	2	3	4	5
19G – OVERALL Security Check	N/A	1	2	3	4	5

20. Airport Facilities Unacceptable → Very Satisfied

20A – Availability of restrooms	N/A	1	2	3	4	5
20B – Cleanliness of restrooms	N/A	1	2	3	4	5
20C – Public address system	N/A	1	2	3	4	5
20D – Baggage claim	N/A	1	2	3	4	5
20E – Adequate number of seats in gate area	N/A	1	2	3	4	5
20F – Comfort of seating	N/A	1	2	3	4	5
20G – Lighting inside terminal	N/A	1	2	3	4	5
20H – Climate control in seating area	N/A	1	2	3	4	5
20I – Condition/cleanliness of terminals	N/A	1	2	3	4	5
20J – Availability of power outlets	N/A	1	2	3	4	5
20K – Availability of food/ retail near gates	N/A	1	2	3	4	5
20L – Availability of services – ATM/bank, Wireless Access, etc.	N/A	1	2	3	4	5
20M -OVERALL Airport Facilities	N/A	1	2	3	4	5



BOB HOPE AIRPORT – AIRLINE PASSENGER SURVEY

ABOUT YOU

21. Your gender: 1 – Male 2 – Female

22. Your age group:

1 – Under 24 2 – 25 to 34 3 – 35 to 44 4 – 45 to 54
5 – 55 to 64 6 – Over 65

23. Your education level:

1 – High school or less 2 – Some college/ AA
3 – College degree 4 – Post grad degree

24. Your total annual household income:

1 – Under \$20,000 2 – \$20,000 - \$39,999
3 – \$40,000 - \$59,999 4 – \$60,000 - \$79,999
5 – \$80,000 - \$99,999 6 – \$100,000 - \$149,999
7 – \$150,000 - \$199,999 8 – \$200,000 or more

25. Your home zip code _____

26. How important is **CONVENIENCE** to your decision to fly out of Bob Hope Airport today? Circle one.

1-Very important 2- Somewhat important 3 - Not important
4-Not at all important 5-Don't know

27. Using the following scale, please rank these Southern California airports in terms of convenience.

	Very Convenient	Somewhat Convenient	Not Convenient	Very Inconvenient	Have Not Used The Airport
	1	2	3	4	5
Los Angeles	___	Long Beach	___	Burbank	___
John Wayne	___	Ontario	___		

28. What improvement would you most like to see at Bob Hope Airport?

29. Help us serve you better. Please share any other comments about Bob Hope Airport

THANK YOU FOR PARTICIPATING IN THIS SURVEY. HAVE A SAFE FLIGHT.

To be filled out by Survey Taker:

Survey Date: _____ Time: _____ A.M./P.M

Airport Gate: _____ Airline: _____

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
1	A general make over of the interior
2	A little more organized
3	A little warmth. Air conditioner too high
4	A lot more frequent shuttles between parking lots and airports. The wait can be ridiculous
5	Away to make the walk to JetBlue shorter (or faster)
6	Add a cell phone pick up parking lot
7	Add a Starbucks
8	Added terminals
9	Air conditioning, security gates a bit confusing
10	Alaska airlines never seem to be on time
11	Alaska baggage claim needs to be redone-crazy it's not a circle like others, lines get backed up, overall modernization in décor would help too
12	All good
13	All was well
14	Approach to terminal improved to ease departures
15	ATM locations
16	Baggage area could be improved
17	Baggage carousel could list from what flights the baggage is from - sign wasn't working
18	Baggage check better organized
19	Baggage claim
20	Baggage claim
21	Baggage claim
22	Baggage claim
23	Baggage claim
24	Baggage claim
25	Baggage claim
26	Baggage claim
27	Baggage claim
28	Baggage claim
29	Baggage claim - kind of grungy could look better, more pleasant
30	Baggage claim - too long upon arrival
31	Baggage claim and signs and speed
32	Baggage claim area
33	Baggage claim area too congested-not big enough
34	Baggage claim area upgraded and better faster baggage handling
35	Baggage claim at B terminal is very poor (United, Alaska)
36	Baggage claim inside
37	Baggage claim is a joke here
38	Baggage claim less crowded
39	Baggage claim too slow
40	Bar open earlier
41	Bathrooms
42	Better air conditioning it was a little warm
43	Better airport drop off
44	Better bag claim
45	Better baggage area
46	Better baggage claim
47	Better baggage claim area
48	Better baggage claim area. It's always a huge mess
49	Better baggage claim system
50	Better baggage claim, way too long, especially United, more employees doing baggage
51	Better baggage screening process
52	Better choices of food concessions
53	Better communication of flight delays
54	Better customer service especially with Southwest

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
55	Better drop off and pick up area
56	Better drop off area for passengers (and pick ups)
57	Better drop off area/update better baggage terminal
58	Better ease getting to terminals. Drop off area usually back up
59	Better employees, pick up
60	Better food
61	Better food
62	Better food
63	Better food
64	Better food
65	Better food better coffee
66	Better food choices
67	Better food choices and prices
68	Better food choices and update facility
69	Better food facilities/options
70	Better food inside Alaska terminal
71	Better food options
72	Better food options, less a/c
73	Better food service/shops
74	Better food to take on to planes
75	Better food variety
76	Better food! Give us more choices and less expensive. Food choices are bad
77	Better food/restroom. Better shops shorter security lines
78	Better food-more choices
79	Better, healthier food choices
80	Better info about parking process in long term parking
81	Better lighting in gate area
82	Better loading and drop off out front
83	Better marking of security exit area - where you exit security before you exit the building
84	Better parking signs
85	Better parking, better food area, better detail or schedule of flights
86	Better pick up/drop off space terminal
87	Better pick up/drop off system
88	Better placements and signage at baggage claim
89	Better rental car area
90	Better restrooms
91	Better restrooms
92	Better restroom/food near gate
93	Better restaurant - sit down eating
94	Better restaurants and food choices
95	Better security at the exit only section
96	Better security lines
97	Better security, better food choices
98	Better self parking where it's only a short walk to terminal. Employees should only speak English when near travelers.
99	Better signage at baggage claim- to indicate flight
100	Better signage for flights - monitor of Southwest gates
101	Better signage on interstate 5, more lanes opened at security
102	Better signage to airport, exiting airport
103	Better signage to find and exit airport
104	Better signs
105	Better signs for parking
106	Better traffic control at entrance
107	Better traffic flow - especially on Friday nights
108	Better trained security, it is the worst I have ever seen
109	Better way for picking up and dropping off passengers

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
110	Better way to go around airport
111	Better wi-fi access
112	Better, prettier, more modern
113	Better; cleaner accommodations
114	Better staff
115	Bigger and more shops
116	Bigger building. It was very crowded when we came in; hard to get bags and rental car
117	Bigger luggage claim area
118	Boarding ramps
119	Build more sit-down restaurants
120	Cabs very late at night. I think we were ripped off
121	Car rental drop off
122	Carpet in terminals, more food options
123	Carpet is dirty and trashed
124	Cell phone recharge station
125	Change intercom music to something restful
126	Change the amount of liquid allowed
127	Change liquid allowed
128	Cheaper drinks
129	Cheaper food
130	Cheaper food
131	Cheaper food choices, cleaner restrooms, quicker baggage claim
132	Cheaper food. Private screening when someone is picked for screening
133	Clean
134	Clean carpets at security check and more obvious check in line signage
135	Cleaner and bigger restrooms
136	Cleaner bathrooms
137	Cleaner bathrooms
138	Cleaner bathrooms
139	Cleaner bathrooms
140	Cleaner facilities, better food
141	Cleaner restrooms
142	Cleaner restrooms, more skylights
143	Cleaner signs to B terminal. Not feeling rushed through security- time to take off shoes
144	Cleanliness
145	Cleanliness
146	Cleanliness - traffic congestion
147	Cleanliness of bathrooms
148	Climate control
149	Climate control too hot and humid
150	Closer parking
151	Closer to home
152	Coffee bean & tea leaf
153	Complementary breakfast (just kidding)
154	Computer for rental use
155	Connect A and B terminals
156	Cooler
157	Cooler waiting area and better lighting
158	Could be cleaner and more attractive it seems dated - airplanes debark at airport terminal not in lot
159	Covered access from plane to airport
160	Covered sky caps waiting area. Chairs with adjustable arms to raise out of way
161	Curb space drop off
162	Curbside drop off and pick up more room
163	Decrease in wait time at security check point
164	Delta rep. at terminal gate was rude

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
165	Different foods
166	Direct ramps to plane - newer/cleaner seating facility
167	Do not enlarge
168	Don't make it any more crowded
169	Don't know; my first time
170	Doze it and start over
171	Drive up area
172	Drop off - waiting area
173	Drop off and pick up too close & congested; as bad as LA
174	Drop off and pick up was crowded and slow
175	Drop off area bigger
176	Drop off area has too much traffic
177	Drop off lanes keep traffic backed up
178	Drop off space front of terminal baggage claim
179	Drop off zone is too small
180	Easier access to drop off parking
181	Educate security
182	Elevator from parking to main entrance
183	Enclosed baggage claim area
184	Enlarge seating area and check in
185	Entry to loading / drop off
186	Everything
187	Everything is fine
188	Everything is great
189	Everything looks good
190	Everything was nice. I like the music and the fact that the airport isn't huge
191	Excellent
192	Excellent airport
193	Expand pick up and drop off area
194	Expand pick up and drop off area
195	Expansion of baggage claim area
196	Expansion of overall facility as usage grows
197	Explanation of delays
198	Exterior appearance (chain link fences everywhere in front)
199	Faster baggage claim pick up
200	Faster check in
201	Faster security check
202	Faster security check
203	Finish the valet service, improvements have been ongoing
204	Fix the button on toilets. Most important - baggage claim
205	Flat panel screens for arrival and departures. More planes boarding front and back
206	Flat rate taxi ride from hotels
207	Flight departure/arrival TV's right inside front entry area
208	Flight information at baggage claim area
209	Food and fresh eateries
210	Food near gate inside of security
211	Food service after security; cleaner restrooms
212	Free wi-fi , more outlets
213	Free wi-fi , more outlets
214	Free wi-fi internet
215	Free wireless internet
216	Free wireless internet arrival/departure lines
217	Free wireless like it used to be
218	Frequent flyer security check in, quicker valet parking return
219	Frequent flyers lounge and business facilities

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
220	Friendlier attitude at security check
221	Friendly employees
222	Get a Starbucks, peets or coffee bean & tea leaf
223	Get Lot D finished
224	Give airline employees coffee shop discounts
225	Good food
226	Good food inside security
227	Good service already
228	Good small airport
229	Good so far
230	Good the way it is
231	Ha ha ha... breakfast. Current time 5:40
232	Have a little more help available for those not sure or having difficulty
233	Haven't been here long enough to say
234	Haven't found one yet
235	Help with luggage in rental cars
236	Hot food early in the morning outside of TSA
237	I am satisfied - always try to fly out of Burbank
238	I can't find anything
239	I didn't notice the self serve kiosk until after I waited in line
240	I didn't experience rude staff. Just keep up politeness. I notice rude staff at LAX
241	I don't care
242	I like Bob Hope because of smallness
243	I like it; best airport
244	I like the airport however my frail mother did have some trouble walking down the stairs in de-planing so its not completely (or easily) handicapped accessible also free parking should be 20 min to be fair.
245	I like the location and small size. I can not see any necessary changes
246	I think it's fine
247	I think it's homey
248	I was late for my flight w/ Sky Bus and no one would help me even though they were not helping other customers
249	I would like to see Cali lottery machines
250	Ice coffee, tune the TV's to news not stupid soap operas
251	I'd like not to have to walk up the stairs to the air plane
252	If the security checkers could allow you to have your purse when a body pat is necessary
253	Improve access to rental cars
254	Improve baggage area
255	Improve parking (cost & waiting time)
256	Improve restroom facilities
257	Improve the exterior; it's hideous
258	Improve the TV; It's really annoying and distracting when I'm trying to work/read/make calls
259	Improve baggage claim, anyone can take bags
260	Improve drop off area
261	Improve restrooms, counters always have water all over and always a line
262	Increase drop off space
263	Increase size of baggage claim area
264	Increased lighting, ramps that go up to plane instead of stairs
265	Interior upgrade
266	It is fine
267	It is just fine
268	It was a good experience
269	It's all good
270	It's fine - for small size
271	It's fine as is
272	It's fine the way it is
273	It's good

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
274	It's good
275	It's great
276	It's great
277	It's great
278	It's pretty good
279	Jack-in-the-box, better web site
280	JetBlue
281	Jet ways; less congestion in front of airport
282	Jet ways; better signage
283	Just finish the construction
284	Keep it clean
285	Keep small; easy
286	Keep the aisles clear from lineups
287	Kid play area
288	Landscaping and drive way improvements
289	Laptop service
290	Larger airport
291	Larger area to drop off passengers in private vehicles
292	Larger baggage area-small for amount of airlines
293	Larger baggage claim, more room to unload passengers, more food available in gate area
294	Larger bookstore
295	Larger bookstore and more selection of books
296	Larger passenger drop off/pick up
297	Larger passenger drop off and pick up
298	Larger short term parking
299	Larger terminal, more seats
300	Length of runway
301	Less expensive parking
302	Less expensive - reduce prices on food items
303	Less invasive security
304	Less of a fee for baggage carts - used by senior over 80
305	Less traffic congestion in terminal area
306	Less waiting time for security check (in past) - (not today)
307	Little bigger; more help and lighting
308	Little; not bigger
309	Load and unload space please
310	Location; easy to get to and from
311	Longer runways - additional TV news monitors
312	Longer runways, restaurants near gates
313	Lower food prices
314	Lower parking cost
315	Lower parking rates
316	lower parking rates
317	Lower priced food
318	Lower prices
319	Lower prices in gifts/food shops
320	Make it bigger
321	Massages and reclining chairs
322	Maybe baggage claim - security there
323	McDonalds restaurant
324	Mexican restaurants
325	Modern updated
326	Modernize
327	Modernize a little and better security points past check in points
328	Modernize baggage claim area

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
329	Modernize the front of the airport. More restrooms
330	Modernize, walkways to and from gates, indoor baggage claim
331	Modernized décor
332	More access for passenger drop off and pick up
333	More agents to assist with questions
334	More airlines
335	More arrival/departure electronic signs in gate areas
336	More ATM locations
337	More ATM machines
338	More ATMs
339	More ATM ¹ and restaurants
340	More baggage claim area, easier curbside drop off
341	More/better fast food
342	More choices on drinks i.e. Pepsi
343	More coffee options by each gate. A Dunkin Donuts perhaps
344	More comfort and trees
345	More comfortable seats
346	More concessions in terminal area
347	More curbside loading space
348	More direct flights to from new York
349	More drop off room
350	More drop off space
351	More drop off space in front of terminals
352	More eating facilities and vending areas
353	More eating places
354	More efficient drop off pick up area
355	More electric outlets
356	More flight cross country (back east)
357	More flight schedules and time availability
358	More flights
359	More flights
360	More flights
361	More flights
362	More flights
363	More flights
364	More flights
365	More flights and gates
366	More flights available
367	More flights for long haul
368	More flights; international flights; better in airport food and shopping
369	More flights, more efficient valet, international flights
370	More flights. Direct to Albuquerque or to Santa Fe (no plane change)
371	More food and beverage
372	More food and drink choices, more plug ins
373	More food area
374	More food area/seating in baggage area
375	More food beverage places and kids play area
376	More food choices
377	More food choices
378	More food choices beyond security
379	More food choices might be nice
380	More food choices, healthier options
381	More food choices, key for TSA baggage checkers
382	More food choices, more outlets more bathrooms
383	More food establishments

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
384	More food facilities
385	More food options
386	More food options
387	More food options
388	More food options
389	More food options near Gate B
390	More food options, especially fast food. Others are too expensive
391	More food outlets
392	More food places
393	More food selections
394	More food services with increased variety
395	More food shops
396	More food shops
397	More food shops at gates
398	More food variety after security check in
399	More food vendors, fresh food restaurants.
400	More friendly security personnel
401	More gates for JetBlue
402	More gift options at gift stores and food areas
403	More gift shops, McDonalds or other
404	More healthy food options
405	More long distant direct flights
406	More non-stop flights to western cities. Convenient public transportation connection to Pasadena from airport
407	More options for food
408	More organization
409	More organized lanes. Better flow of security
410	More organized security check line separated by airlines
411	More outlets
412	More outlets and wireless access
413	More outlets to plug in
414	More parking
415	More parking
416	More parking, more food options, better baggage claim area
417	More parking, more skycaps,
418	More pick up drop off space
419	More places to eat. ATMs inside waiting area - planes on time
420	More power outlets and more passenger drop off space
421	More power outlets and more seat right after security to sit and put my shoes back on
422	More power outlets and wireless access
423	More power outlets for devices
424	More power outlets in seating area
425	More power outlets in seating area
426	More power outlets in seating area
427	More power outlets, better quality food choices
428	More restrooms
429	More restrooms
430	More restrooms, more outlets, free wi-fi
431	More restrooms. Choices. A coffee bean & tea leaf
432	More restaurant options
433	More restaurants
434	More restaurants
435	More restaurants
436	More restaurants
437	More restaurants in Terminal B
438	More restaurants, free outlets

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
439	More restaurants, including Jamba Juice type places
440	More restroom stalls - usually have to wait in line
441	More restrooms in B terminal
442	More restaurants
443	More restaurants and bars
444	More retail/food inside security
445	More room between United kiosk and walkway toward security
446	More screens to show flight departure
447	More seating at terminals
448	More seating for the busy times
449	More seating in gate area
450	More seating in terminal A
451	More seats
452	More seats/cleaner bathrooms more drop off ease
453	More security
454	More security
455	More security gates
456	More security lanes
457	More security lines
458	More security lines
459	More shopping, more & better restaurants, nice lounge, nap room, nicer bathrooms, TVs in the boarding area
460	More shops
461	More shops and entertainments
462	More shops, food choices once through security
463	More shops/restaurants. Greater variety of entertainments options
464	More shuttle service
465	More shuttles for lot A, bathroom doors that open out to accommodate luggage
466	More signage (bigger) to airport from freeway
467	More signage, more shared monitors - monitors in check in area for those going to gate
468	More signs at check in more things to do at gate
469	More skycaps
470	More skycaps
471	More skycaps
472	More skycaps, more food choices, Starbucks
473	More smiles
474	More space in baggage area
475	More staff for security line
476	More stores
477	More stores inside terminal
478	More televisions
479	More terminals/airlines
480	More unloading space. Luggage last (baggage claim good service) No security of baggage exit!!
481	More variety in foods
482	More variety of rental cars
483	More vegetarian food available at vendors/restaurants
484	More waiting rooms/restaurants/sit down areas
485	More wireless, more outlets, better shade seating outdoors for flight delay waiting
486	More/better food
487	Motorized walkways
488	Move it to San Jose. It would be a great improvement!
489	Move smoking away from doors, cooler temp., free Wi-Fi
490	Moving walkway; more vegetarian food for plane
491	Need more food corners
492	Need new facility
493	Need outlets

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
494	Needs to be updated
495	New carpet
496	New painting of the building
497	New up-to-date stuff
498	Nice airport
499	Nice staff at baggage drop
500	Nicer employees
501	Nicer terminal, no music
502	Nicer terminal/food choices
503	No chair for handicap - no baggage assistant
504	No complaints. Its just really easy to get in and out of
505	No ramp to plane; 2 storey terminal
506	No stairs to board planes
507	No stairs to get on and off airplane
508	No TV at wait area
509	No TVs
510	None - I love it the way it is
511	None; doing great
512	None; it's great
513	None really. Keep as is.
514	None; I like this airport
515	Not having to get security checked twice
516	Not much
517	Nothing
518	Nothing; I like it small
519	Nothing; it was a great experience
520	Nothing; it's great
521	OK as is
522	On site rental car for all companies
523	On-time flights; more eating area; Tully's is way too expensive
524	Organization of traffic
525	Organization of staff. Each one needs to be on same page
526	Organization, courtesy of airport and airline staff
527	Parking
528	Parking cost decreased
529	Parking garage is old and crumbling
530	Parking lot completed this year, increase waiting area seating
531	Parking signage
532	Park-n-Fly service (Van Nuys)
533	Passenger drop off / pick up area could be enlarged. It was congested
534	Pay more attention to the handicapped
535	Personal televisions attached to waiting seats. Credit card options
536	Pick up options upgrade
537	Pictures of Bob Hope
538	Planes take off too close; too loud
539	Play area for kids or TVs with kids' programs
540	Please... increase the landing ramp
541	Pre-board seats in the pre-board area
542	Price of water and food are inflated; cheaper parking
543	Priority check in
544	Priority first class tags for baggage
545	Put in jet ways
546	Quicker check in at ticket counters
547	Quicker security
548	Quicker security

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
549	Quit building, quit adding additional parking
550	Reduction in shop prices and parking prices
551	Reduction in valet charges; better baggage claim facilities
552	Remodel it, it is an antique dump
553	Remodeling, moving sidewalks and power outlets for laptop users
554	Removal of the gate side TV's (or at least silencing of the sound)
555	Restaurant after security check in
556	Restaurant at the gate
557	Restaurant by Gate B
558	Restaurant near Gate Alaska
559	Restaurants - need food
560	Restaurants with broader selection
561	Restrooms
562	Restrooms are old and dirty too small. Baggage claim is filthy; signs don't work
563	Return signs for car return higher or more visible
564	Roadway improvements, more parking & ease of drop off baggage claim
565	Roadway signs coming up Olive before Riverside. Wrong turn and missed flight
566	Sanitizing the security area when you have to remove your shoes; very unhealthy
567	Security after - while waiting to board the flight
568	Security people make you feel like criminal
569	Security procedures
570	Security staff to be friendlier
571	Seems OK to me
572	Seems to me it could be modern looking
573	Serve breakfast later
574	Shorter lines
575	Side spaces
576	Signage off the 110
577	Sit-down restaurant
578	Skybus signage more clear
579	Slows from 134 to get to this airport
580	Small and very convenient. It doesn't take long to get to the gate
581	Smoother off loading of passengers and baggage
582	Some, but not huge terminal expansion
583	Southwest employees at gate were extremely rude to us and other customers I could not believe it.
584	Speed up security
585	Split screens for plane departure terminals
586	Sports bar
587	Starbucks
588	Starbucks Coffee; more flights from Atlanta
589	Stay small
590	Stay the way it is - maybe more flight choices
591	Subway to airport
592	Table for laptops in writing areas
593	Take some of the traffic away from BHA; open Van Nuys
594	Taxi drop off area
595	Tell the TSA to lighten up! Or quit.
596	Terminal enlarged, free wi-fi, public address too loud
597	Terminal farther from runway
598	That they would inform passengers that their flight is delayed sooner so they can figure another alternative quicker.
599	The new fast food place being built right outside of the airport should be reconsidered-no purpose- should be inside airport
600	The whole thing razed
601	There are not enough nonstop flights to Las Vegas from Burbank
602	To be able to purchase fresh brewed iced tea that is not diluted to nothing
603	Too long of a wait

**APPENDIX B
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) SUGGESTIONS FOR IMPROVEMENT FROM PASSENGERS	
604	Traffic drop off area
605	Traffic safety to rental return
606	Traffic sometimes gets a bit congested in front terminal
607	Turn the volume down on intercom
608	Understand announcements
609	Unimproved security; better parking
610	United agents more respectful of their customers
611	Update all of its inside
612	Update décor
613	Update; old looking
614	Update/clean bathrooms
615	Update; Make cleaner
616	Upgrades to accommodate larger volume of passengers.
617	Upgrade drop off area
618	Upgrade for traffic
619	Upgrade interior
620	Upgrade interior and furniture
621	Upgrade the facility
622	Use of more security gates, longer runway, way to decrease congestion on leading airport to rental car area
623	Valet gets backed up almost everyday between 6-7 am - not enough valets to service vehicles
624	Valet parking faster
625	Valet parking service is poor; B terminal needs upgrade.
626	Variety of restaurants, fast food places
627	Very good compared to Fresno
628	Very satisfied
629	Video screens showing gate # with flight #
630	Walkway to door of plane
631	Walkway to plane
632	When security screening- better watch of personal items while being screened
633	Why did the terminal entrance need to evacuated? A better plan is needed for situations like this
634	Wireless internet free
635	Would like check in closer to security; more frequent car rental shuttles
636	Would like a cell phone lot for picking up people

**APPENDIX C
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) COMMENTS FROM PASSENGERS	
1	\$9 bucks a day for lot A is a bit steep for long term
2	1. More organized drop off; 2. Quicker baggage claim and more organized
3	A good place to do business/pleasure flying
4	A lot of traffic to get here
5	A threatening person was allowed to board jet blue. I refuse to take this flight because of the person
6	Add security to baggage pick up area
7	Add the terminals - airport was here long before the complainers
8	Air conditioning
9	Airport apathetic to employee concerns
10	Airport was ok. Car rental area was mall got lost as soon as I exited airport
11	Alison at the southwest e-ticket booth was great
12	All is nice
13	Always pleased with service
14	Anytime I can find a non stop flight I fly Burbank
15	Aside from some minor personal preferences this airport serves my needs 4-6 times a year
16	Baggage claim & airport size otherwise pleased
17	Baggage claim in horrible
18	Better flow of traffic
19	Better food and drink choices near the terminal and a bit quicker service
20	Better food for sale
21	Better food needed
22	Better restaurants. Expanded train service
23	Bigger baggage claim area - more control there
24	Bigger signs; had to circle airport once when returning-very poor signage
25	Bob hope is a good airport, complete the parking lot and increase seating area
26	Budget rental cars counter and shuttle were unacceptably slow
27	Change Burbank designation to BHA to reflect Bob Hope Airport
28	Cheaper beverages
29	Cheaper direct flights to Seattle, wireless connection, outdoor non-smoking area, higher availability of replacement aircraft
30	Clean up bathrooms, skylcaps
31	Cleaner bathrooms
32	Cleaner bathrooms
33	Cleanliness
34	Cleanliness
35	Coffee at Tully's was cold
36	Coffee bean and tea leaf - more selections
37	Coffee shop employees need to speak English and be more polite
38	Convenient airport will need to upgrade somewhat to meet increasing traffic
39	Convenient location for me, friendly staff
40	Courteous coworkers
41	Curbside checking of Southwest Airlines was speedy and helpful
42	Directions for traveling past airport
43	Don't enlarge the airport
44	Don't lose convenience
45	Drab
46	Easier than LAX
47	Easiest airport in town. Would fly out of here over anywhere else
48	Easy; nice people; baggage claim needs help
49	Easy to get into; easy to get out of
50	Employees weren't very patient with me
51	Enjoyed
52	Enviro-friendly
53	Everyone was helpful and happy
54	Everyone was very friendly
55	Everything was satisfactory. My experience here was better than expected
56	Everything went smoothly. Hold up in security. Staff very helpful
57	Excellent
58	Excellent facility on all levels, friendly staff and easy access

**APPENDIX C
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) COMMENTS FROM PASSENGERS	
59	Excellent service
60	Excellent service
61	Extremely convenient and great service, but prices for flights are so much more than flight out of LAX
62	Favorite airport to fly in and out of. Thank you
63	First flights out in evening on weekdays have inadequate TSA resources
64	Fix Fresno. It sucks that's why we drove here to Burbank. Much nicer
65	Food is too expensive
66	Food on both sides
67	Food prices way out of whack with other airports
68	Free snacks... just kidding
69	Free wi- fi internet
70	Friendlier check in staff
71	Friendly people
72	Generally great - very convenient and easy
73	Get your security figured out
74	Give out segway scooters makes walking fun
75	Good
76	Good airport
77	Good airport to use
78	Good airport to use
79	Good and not large
80	Good job. US Airways has friendly staff
81	Good overnight prices
82	Good security, clean and friendly
83	Good way to travel usually use SWA and they are efficient
84	Great airport
85	Great airport
86	Great airport may need better system for drop offs
87	Great airport of the valley population
88	Great airport very convenient
89	Great airport, never go anywhere else
90	Great commuter airport. Always fast and convenient
91	Great ease of getting around; friendly staff
92	Great experience today.
93	Great location but too dated
94	Great overall
95	Great overall airport
96	Great service at security check in
97	Happy to be at this airport
98	Have back up planes when planes are delayed
99	Have visitor passes for family to come all the way to gate area
100	Having to evacuate terminal ruined total Burbank airport experience
101	Hire more American employees
102	I appreciate that I can sit in a quiet area without TV noise since airports are so noisy with announcements
103	I believe you are meeting the needs as to your ability at this time
104	I couldn't remember exactly how to get here but your road signs were excellent and I did not get lost at all
105	I enjoy the convenience
106	I feel at home
107	I fly in and out of here frequently and enjoy this airport
108	I fly out of this airport whenever I can
109	I hate airports
110	I have only good things to say
111	I like the close feeling of this airport. The curbside check is excellent
112	I like the convenience of the airport. I would love to see larger landing ramps sometime its scary to land no room for error
113	I like the name and the voluntary quiet hours
114	I like the size and number of flights versus LAX
115	I like the smallness - easy not a lot of traffic
116	I like this airport

**APPENDIX C
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) COMMENTS FROM PASSENGERS	
117	I like this airport. The staff here knows how to take care of the people and smile as well
118	I like your airport and have been here often. Please extend common courtesy to us with pace makers and bring our purses etc. to us after it has been x-rayed. Other airports do this.
119	I love it. Better healthier food, JetBlue has own terminal , flights to Santa Rosa
120	I love the convenience of this airport! Not huge like LAX
121	I love the smaller feel of this airport - it makes it easier to get in and out. If you get bigger you will not be as efficient
122	I love the smallness, people remember me and it's fast to get in and out of
123	I love this airport. It's nice that its small, not crowded and convenient
124	I love this airport. Stay small!
125	I prefer using BHA because there are never any lines or inconveniences
126	I really like this airport. Would like more extensive restaurant options - more food
127	I was very pleased when JetBlue started flying here
128	I would have purchased something if closer to A8. I had 2 kids w/ me the distance for 2 small ones is difficult
129	I'll fly out of here any day over LAX. Things usually go well here
130	I'm usually willing to pay more to fly from Burbank than LAX due to its convenience
131	Improve interior color scheme
132	Improve valet check in facilities
133	Improvements needed to compete with others So Cal airports
134	In the past we've had lots of departure delays - not sure if it was the location
135	Increase beautified interior
136	Increase the size of the terminal and runways
137	Instruction out of airport with rental car not so clear to find freeway
138	It's small but very convenient
139	It could use some remodeling looks ugly and old
140	It's a great airport; I love it
141	It's a nice smaller very convenient airport
142	It's great
143	It's pretty ok
144	It's really cold in here
145	Keep cost down at valet parking; also more organization retrieving car
146	Keep it limited, improve runways
147	Keep it small
148	Keep it small; we have Van Nuys airport now about opening it to commercial traffic
149	Keep it up
150	Keep it up
151	Keep it up
152	Keep it up
153	Keep prices where they are at. If prices go to LAX rates it will be unacceptable
154	Keep terminal at 74 degrees
155	Keep up the good work
156	Larger car rental space
157	Larger drive thru drop off area
158	Larger drop off / pick up area
159	Less walking from car to gate
160	Lighting in the restroom was poor; no full length mirror; not enough stalls
161	Like the location. Enjoy the ambience. Enjoyed reading historical info and seeing photos
162	Like train service from Oxnard
163	Liked it! Baggage pick up was congested, bag showed up but airline was never shown on baggage airline announcements sign
164	Love it
165	Love this airport; keep it small
166	Loved that you had Sees' candy
167	Main screen about flight status not by airline
168	Many times the signs are not posted as to where you baggage will arrive to
169	Model after Ontario
170	More choices
171	More choices in terms of airlines and destinations
172	More drinking fountains
173	More fast food restaurant could be better

**APPENDIX C
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) COMMENTS FROM PASSENGERS	
174	More flights (direct) from Atlanta, GA
175	More food options
176	More food outlets after security would be nice
177	More gift shops please
178	More healthier choices for food. More shuttles for the elderly/disabled
179	More modern
180	More parking
181	More shade cover from Amtrak to terminal
182	More shuttles for the disabled
183	My parents needed wheelchairs service through sky bus. It was not clear where to go
184	Need a better route to get here.
185	Need a new modern airport
186	Need go down soda and water.
187	Need more baggage claim turn-tables especially in terminal #2; too slow
188	Need more food restaurant choices
189	Need more food/drinks restaurant
190	Need security alert always
191	Nice
192	Nice airport
193	Nice airport; easy to use
194	Nice airport; good for traveling
195	Nice airport to fly in and out of
196	No improvements
197	No music in waiting area
198	Nothing; I hope it stays small
199	Open all checkers and security check ins
200	Other terminal security area was very congested; why?
201	Overall Bob Hope is a very convenient airport
202	Overall I like this airport a lot
203	Overall, visit was good. Very easy to find and get in and out of
204	Overnight parking too expensive I spent \$90 for 2 nights - across the street is only \$25
205	PA. is too loud and too frequent
206	PA system is too loud
207	Please bring a Wells Fargo ATM
208	Please have passengers be quiet. They annoy me. Other than that its all good
209	Post more flight status boards
210	Prefer small airport
211	Really like rental car proximity, have used and will use public transportation
212	Restroom doors don't close very well or at all upgrade them
213	Restrooms are embarrassing
214	Ridiculous confusion and terminal when evacuating
215	Security check in staff shouldn't be smacking gum, very unprofessional
216	Security checks -
217	Security is failing, airline staff is flirting with passengers
218	Security is way too aggressive
219	Security people friendly and courteous with a sense of humor
220	Security was organized and fast even due to security breach earlier
221	Seems swell
222	Should post more screens for all airlines showing arrival and departure info before security gates
223	Signs showing location of kiosks for tickets
224	Sky cap available
225	Small tables for laptops and free wi-fi; drop off area too small; blah color scheme
226	Smaller airports are better. No frills no waits. Nice.
227	Smoking bar area
228	Somewhat confused when entering in that I couldn't go from on airline to another without going outside
229	Sometime security is great but sometimes it is awful very long lines
230	Somewhat boring, I think need some entertainment
231	Southwest employees were very rude

**APPENDIX C
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) COMMENTS FROM PASSENGERS	
232	Staff at baggage drop not friendly
233	Staff is friendly, airport is clearly used a lot, but does not seem maintained too well
234	Stop canceling flights and delays
235	Strongly prefer over LAX
236	Thanks for being here
237	That Southwest flies out of Santa Barbara so we don't have to drive here
238	The airport is fine, security seemed to take a long time, though. Parking is convenient
239	The airport is great, except the overhead music and TV soundtrack are more annoying than entertaining
240	The back of security with bags at exit and no signage telling when bags from airline are unloading
241	The baggage claim needs serious improvements
242	The baggage screening wait is ridiculous. Takes too long; not enough TSA workers
243	The best part of this airport is that its keeps crowds small; easy to get in and out; quick gate and security check. Keep it that way; I hate LAX
244	The convenience and courtesy is great
245	The cost is much out of line
246	The elevator in the short term parking is "iffy/slow"
247	The emergency was well handled in the security area where I was located
248	The flight was cancelled and had to wait for standby (not a good thing)
249	The gate security at JetBlue is awful. They let a very odd behaving man board without declaring his backpack or shoes
250	The rudeness of security during an evacuation
251	The small turn style in baggage claim makes it difficult to get bags. Takes too long - JFK is faster
252	This airport is great. It had easy access
253	This airport reminds me of the old greyhound stations
254	This is a nice airport
255	This is America- employees should not speak a foreign language in front of the public - rude. I feel they could be talking about me.
256	This is my favorite airport to and from. Keep it small but provide better food options
257	Time for a modern facility
258	To walk to gate A8 is too long
259	Today security line was fine but most times it takes 20-30 minutes
260	Today was horrible
261	Too much traffic congestions coming into the airport. Needs better signage to rental car desk and rental car return driveway
262	TSA seems overstaffed and so many of them appear to be goofing off
263	Turn off the annoying TVs at waiting areas
264	Update to the 21st century would be nice
265	Upon landing 4 days ago restroom very dirty; too many people in small area to get luggage
266	US Airways club
267	Usually it's better than today but there was a security breach so it took a long time and my flight is delayed 2 hrs.
268	Vending machines, prices are to high
269	Very clean - prefer other food options
270	Very clean and well-staffed. However it's boring! More shops with better stock please
271	Very clean, exception restrooms; very efficient
272	Very compact
273	Very convenient for me
274	Very convenient - very fast
275	Very convenient for me. Always a pleasant experience
276	Very convenient. I will use it again instead of LAX
277	Very cozy
278	Very easy to get in and out of
279	Very enjoyable and very helpful with our trip
280	Very good
281	Very good
282	Very good airport; I use it all the time
283	Very nice airport
284	Very poor demarcation of security - non secured areas.
285	Very small airport and convenient
286	Was very nice
287	Water should be sold in stores
288	We like Burbank airport
289	We love it! Longer runway would improve landing

**APPENDIX C
BOB HOPE AIRPORT**

VERBATIM (UNEDITED) COMMENTS FROM PASSENGERS	
290	We love the ease of getting in and out of Bob Hope
291	We really appreciate the smaller size and easy access
292	When arriving plane should unload front and back
293	When I arrived getting my bag was very bad; baggage claim could use improvements
294	Why is the exit only staffed by an unimtimidating person? Should be a 3x burly man
295	Wonderful airport; love it! Won't use another.
296	You are doing an excellent job



Offices:

12459 Lewis St., Suite 201
Garden Grove, CA 92840
Tel. (714) 750-1995 / Fax (714) 703-1529

409 West Huron, Suite 400
Chicago, IL 60610
Tel. (312) 988-3360 / Fax (312) 988-3370

13723 Riverport Drive, 4th Floor
Maryland Heights, MO 63043
Tel. (314) 551-5037 / Fax (314) 551-5038



Offices:

6 Giovanni
Aliso Viejo, CA 92856
Tel./ Fax (949) 425-1019

10 S. Riverside Plaza, Suite 1800
Chicago, IL 60610
Tel. (312) 474-7757 / Fax (312) 474-6099

11567 Natural Bridge Road
St. Louis, MO 63044