

2007 Aspen/Pitkin County Airport Survey: Summary Report, August 2007

Purpose and Methodology

Purpose

The Pitkin County Board of County Commissioners requested a survey be conducted to gather information regarding facilities and services at the Aspen/Pitkin County Airport.

The purpose of the survey(s):

- to gather information from users, residents and other community members
- to ascertain their thoughts about the airport, their use of the facility and their travel needs and expectations
- to determine what can be done to improve the passenger experience and increase passenger traffic
- to develop the basis for a community outreach effort

Methodology

In 2007, Pitkin County contracted with Venturoni Surveys & Research, Inc. (VSR) to perform the survey analysis.

Four groups were identified that would be key for obtaining input:

1. Local Pitkin County residents
2. Pitkin County 2nd homeowners
3. Visitors using the Aspen/Pitkin County Airport
4. Residents living downvalley from the Eagle County portion of Basalt to Glenwood Springs

Groups 1 & 2:

The Pitkin County voter registration list was used to sample local residents. The 2nd homeowners were obtained using the County Assessor list. All homeowners were part of the sample and a question in the survey was used to have survey respondents designate themselves as local or 2nd homeowner. Survey results from the County Assessor list sample were then cross-tabbed to present separate results for the two groups.

A mail/internet survey was designed for use by these two sample frames (Voter and Assessor). Random sampling techniques were employed to select the samples. Letters were sent to potential respondents directing them to go to the internet to fill out the survey. All respondents were assigned identification numbers (IDN) to assure that no duplicate responses were counted. After two weeks, if the potential respondent had not filled out the internet survey, they were sent a reminder letter, paper copy of the survey and postage paid return envelope.

The chart on the right details the size of the original sample frames, the number of surveys that were mailed, the number of surveys delivered (surveys not delivered were returned by the post office as “undeliverable”), the number of surveys completed and the number of surveys returned, % response, and resulting margin of error for each sample frame.

2007 Aspen/ Pitkin Airport Survey

Samples:	Sample Frame	Mailed	Delivered	Returned	%	*Standard Error
County Assessor (Homeowners)	14,832	1495	1442	397	27.5%	4.86%
Voter Registration	13,547	1501	1188	224	18.9%	6.51%

Total		2996	2630	621		
-------	--	------	------	-----	--	--

* 95% Confidence Level

The internet/mail surveys were conducted in April and May 2007.

Groups 3 & 4:

Airport interviews were conducted from March 21st through April 7th, 2007. The interviewers were Pitkin County staff. The airport interview survey instrument was very similar to the paper/internet survey instrument used to collect information for groups 1 & 2.

Data collected from the interview surveys indicated that the respondents were:

- 72%: Visitor to the Aspen area
- 14%: Full-time resident of Pitkin County
- 11%: Second homeowners in Pitkin County
- 2%: Pitkin County Business Owners
- 6%: Other

(Please note numbers do not add up to 100%. Respondents could choose more than one option.)

A telephone survey of residents living from the Eagle County portion of Basalt to Glenwood Springs, along HWY 82, was conducted in April 2007. The purpose of the survey was to determine how many of these residents use the Aspen/Pitkin County Airport, why they use or do not use it, which airports they do use and how frequently, their plans for flying in the next 12 months, and some demographic information. Respondents to the telephone survey were also given the opportunity to participate in the mail/internet surveys which were concurrently being conducted for Pitkin County residents and homeowners.

The chart on the right details the sample information for each of Group 3 & 4 sample frames. The sample frame for the telephone survey was the population of the catchment area (Eagle County portion of Basalt to Glenwood Springs). The total Aspen/Pitkin County passenger enplanements for 2006 (204,678) was used for the interviews.

2007 Aspen/ Pitkin Airport Survey

Samples:	Sample Frame	Returned	*Standard Error
Telephone Survey	31,053	380	5.00%
Interviews	204,678	238	6.33%

Total		618	
-------	--	-----	--

* 95% Confidence Level

A total of 238 interviews and 380 telephone responses were tallied for this portion of the survey results.

Total Survey Results:

A total of 1,239 survey responses were used to produce the 2007 Aspen/Pitkin County Airport survey results.

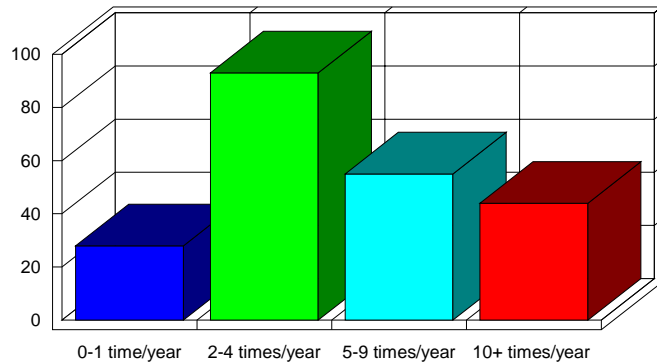
2007 Aspen/ Pitkin Airport Survey

Samples:	Surveys:
County Assessor (Homeowners)	397
Voter Registration	224
Telephone Survey	380
Airport Interviews	238
Total	1,239

Highlights of Survey Results

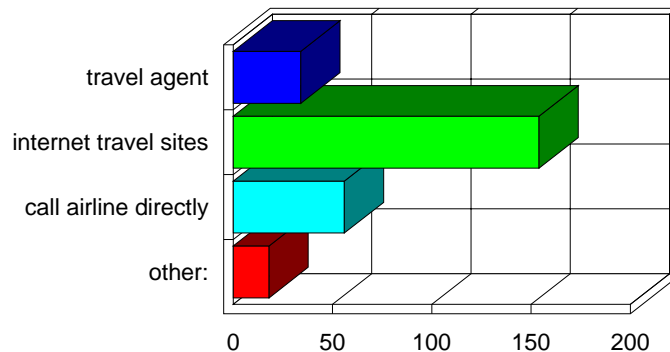
How often do you fly?

The chart below displays the answer from the Voter/Local sample to the question "How often do you fly?" The most frequent response, 42%, answered 2-4 times/year, 13% answered 0-1 times/year, 25% 5-9 times/year and 20% fly 10+ times /year.

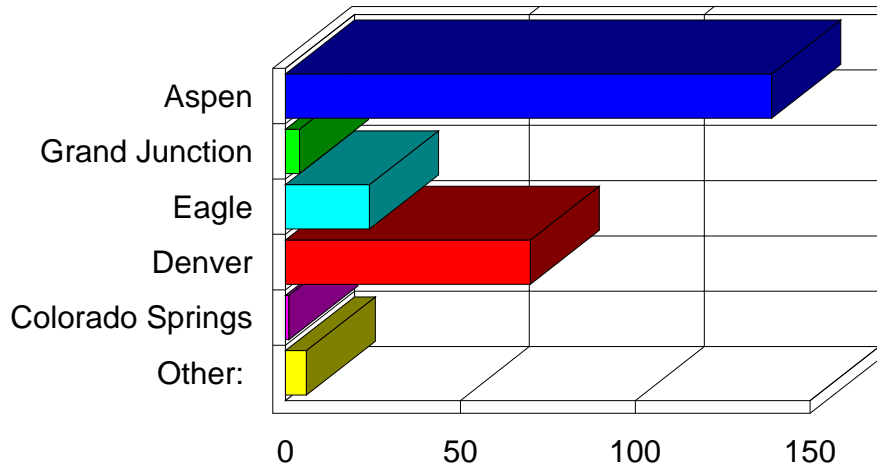


How do you usually book your flights?

70% of the Voter/Local sample indicated that "internet travel sites" are used most frequently to book their flights. 25% "call the airline directly" while 15% use a "travel agent". 8% provided a write-in response to the question under "other".



What airport do you use most often to fly in and out of this area?



63% of the Voter/Local sample said they fly most often from the Aspen airport. Denver was second with 32% of the response and Eagle third with 11% response. There was very little response for either Grand Junction or Colorado Springs. Please note: numbers add up to greater than 100% because respondents could indicate more than one choice.

In the last 12 months how many times have you flown from?

The chart below shows the answer to this question for each of the sample frames. The Assessor List heading is divided into Full-time homeowners, 2nd Homeowners and ALL Homeowners together. The Voter List and the results of the Airport Interviews (mostly visitors) are also displayed. Numbers are the average of all responses to the question.

	Assessor List			Voter List	Airport
	Full-time Homeowners	2nd Homeowners	ALL Homeowners	Voters	Interviews
	n=213	n=160	n=397	n=224	n=238
Aspen/Pitkin County Airport	5.18	3.72	4.39	3.83	2.61
Eagle/Vail Airport	1.01	0.69	1.03	0.74	0.35
Grand Junction Airport	0.31	0.14	0.26	0.20	0.03
Denver International Airport	1.98	2.06	2.06	2.03	1.45
Colorado Springs Airport	0.06	0.00	0.03	0.02	0.01

Please indicate your primary reason(s) for choosing each airport. (If you have not flown from any of the airports in the past 12 months please skip that section.)

Assessor List			Voter List	Airport
Full-time Homeowners	2nd Homeowners	ALL Homeowners	Voters	Interviews
n=213	n=160	n=397	n=224	n=238

13. Aspen/Pitkin County Airport

Fare (\$)	7%	5%	6%	9%	6%
Schedule	14%	15%	14%	16%	10%
Destination	10%	36%	21%	13%	56%
Airline Preference	7%	4%	5%	9%	4%
Convenience	88%	74%	82%	83%	39%
Size of aircraft	1%	0%	1%	0%	1%
Did not use airport	23%	18%	23%	22%	18%

14. Eagle/Vail Airport

Fare (\$)	33%	34%	36%	44%	30%
Schedule	26%	34%	31%	33%	32%
Destination	27%	13%	23%	24%	16%
Airline Preference	11%	17%	13%	10%	11%
Convenience	42%	36%	40%	44%	30%
Size of aircraft	20%	19%	21%	5%	3%
Did not use airport	62%	71%	66%	65%	84%

15. Grand Junction Airport

Fare (\$)	48%	10%	43%	56%	42%
Schedule	35%	40%	35%	13%	0%
Destination	29%	30%	24%	23%	33%
Airline Preference	16%	10%	12%	3%	0%
Convenience	26%	20%	24%	21%	25%
Size of aircraft	0%	10%	2%	3%	0%
Did not use airport	85%	94%	88%	83%	95%

16. Denver International Airport

Fare (\$)	74%	49%	66%	76%	33%
Schedule	32%	51%	38%	30%	27%
Destination	25%	20%	23%	27%	33%
Airline Preference	16%	5%	13%	13%	9%
Convenience	13%	20%	15%	11%	17%
Size of aircraft	7%	8%	7%	6%	1%
Did not use airport	29%	53%	40%	33%	58%

17. Colorado Springs Airport

Fare (\$)	80%	0%	67%	67%	25%
Schedule	0%	0%	0%	17%	0%
Destination	40%	100%	50%	17%	38%
Airline Preference	0%	0%	0%	0%	13%
Convenience	0%	0%	0%	33%	25%
Size of aircraft	0%	0%	0%	0%	0%
Did not use airport	98%	99%	98%	97%	97%

Please Note: "Did not use airport" indicates that respondents have not flown from that airport in the past 12 months.

The primary reason for choosing the Aspen/Pitkin County Airport is convenience. This was true for all of the sample groups except the Airport Interviews who are coming to Aspen as a destination.

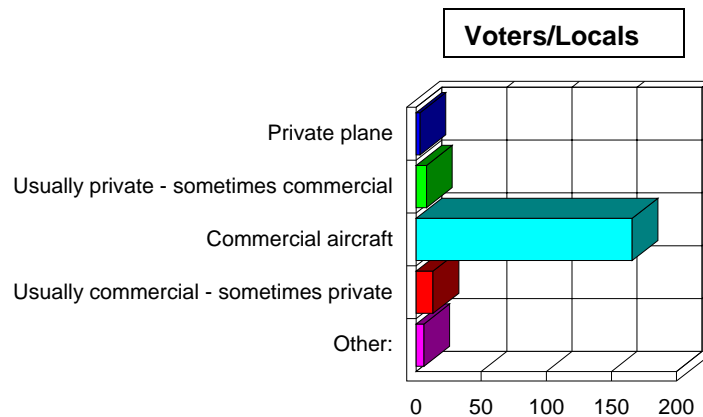
The Eagle/Vail Airport is showing some appeal for convenience, fares and schedule but the largest numbers are in the missing cases category which indicates that the survey respondents have not flown from the airport in the past year.

Denver International Airport is primarily chosen because of fares. Schedules and destination were also indicated as secondary reasons. Most local respondents have used DIA in the last year, that percentage was less for 2nd homeowners and visitors to the Aspen area (Interviews).

Both the Grand Junction Airport and the Colorado Springs Airport showed little use by survey respondents.

If you do use the Aspen airport, do you fly:

87% of the Voter sample indicated that they fly "Commercial aircraft". Only 2% said "Private plane", 4% "Usually private – sometimes commercial" and 7% "Usually commercial – sometimes private". The numbers for private plane were somewhat higher for the 2nd homeowners where 11% fly "private plane" and 10% said "usually commercial – sometimes private".



Compared to your other traveling options, please indicate your opinion of the Aspen/Pitkin County Airport.

	Assessor List			Voter List	Airport
	Full-time Homeowners n=213	2nd Homeowners n=160	ALL Homeowners n=397	Voters n=224	Interviews n=238
24. Cleanliness and appearance of facility	67%	79%	72%	70%	80%
25. Parking arrangements serving the airport	52%	75%	60%	58%	71%
23. Competency of security (TSA) staff	47%	69%	55%	51%	73%
26. Car rental arrangements serving the airport	39%	69%	52%	49%	69%
22. Competency of airline counter staff	43%	56%	47%	50%	69%
27. Overall desirability	42%	57%	47%	44%	66%
28. Overall personal satisfaction	40%	51%	43%	41%	64%
21. Frequency of departure times to my destination	28%	39%	32%	33%	45%
20. Reliability of flight departure and arrival times	12%	21%	16%	13%	33%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Poor to Excellent)

80+	Yellow
70 - 79	Pink
60 - 69	Light Blue
50 - 59	Light Orange

Visitors (Interviews) to the Aspen/Pitkin County Airport tended to have the highest opinions of the airport, 2nd Homeowners opinions were higher than local homeowners and local residents (Voters).

“Cleanliness and appearance of the facility” received the highest ratings, followed by parking arrangements and competency of security staff.

Lowest ratings were for “Reliability of flight departure and arrival times” and “Frequency of departure times to my destination”.

What do you enjoy most about flying from the Aspen/Pitkin County airport?

	Assessor List			Voter List	Airport
	Full-time Homeowners	2nd Homeowners	ALL Homeowners	Voters	Interviews
	n=213	n=160	n=397	n=224	n=238
30. Convenience from home	96%	86%	91%	96%	60%
34. Ease of drop-off and pick up of family/friends	87%	90%	88%	89%	76%
32. Easy access to flights	70%	72%	69%	73%	69%
31. Small, intimate feel of the facility	68%	69%	67%	72%	64%
33. Sense of small town atmosphere	63%	70%	66%	67%	70%
35. Overall feeling of "welcome"	58%	70%	63%	56%	72%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Enjoy Least to Enjoy Most)

80+	Yellow
70 - 79	Pink
60 - 69	Cyan
50 - 59	Orange

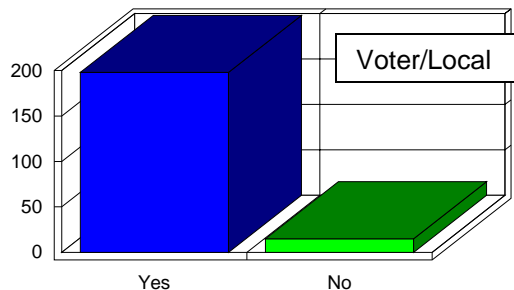
There are a lot of things people enjoy about the Aspen/Pitkin County Airport. “Convenience from home” is #1 and “Ease of drop-off and pick-up of family/friends” is #2 from this list, both receiving ratings in the 80’s and 90’s from locals and 2nd homeowners.

All of these items received relatively high ratings and should be considered strong points for a future marketing campaign.

Have you been delayed flying into or out of Aspen?

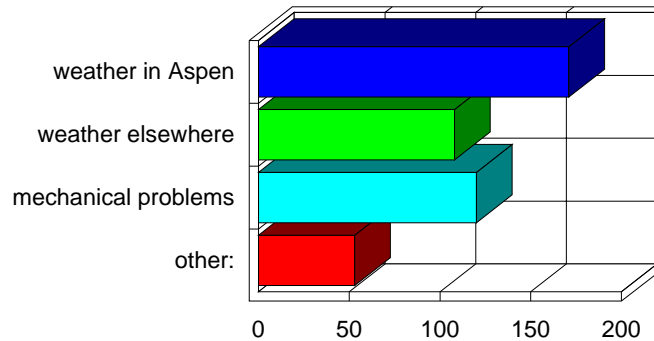
93% of the Voter respondents indicated they have been delayed. Results from the other respondent groups were consistent, with 91% of the 2nd homeowners and 95% of local homeowners reporting being delayed.

76% of the visitors (Interviews) also reported delays.



If yes, what caused your delay?

The most frequent cause of delay is the “weather in Aspen” reported by 85% of the Voters. This was followed by “mechanical problems” (59%), “weather elsewhere” (53%) and “other” (26%). Respondents could check all that apply. The number of multiple responses to this question indicates that travelers have experienced multiple causes for delays.



What services are most important during flight delays? (Please prioritize with 1 being the most important)

	Homeowners <i>n</i> =397	Voters <i>n</i> =224	Interviews <i>n</i> =238
flight information	1	1	1
clear announcements over the public address system	2	2	2
airline officials	3	3	3
terminal staff	4	4	4
café	5	7	6
Guest Services	6	6	5
easy to follow directions	7	5	7
baggage handling assistance	8	8	8
rental car	9	10	10
access to telephones	10	9	9
limo	11	11	13
shopping	12	12	11
massage	13	13	12
Other:	14	14	14

Color Code	Priority
Yellow	1 - 3
Pink	4 - 6
Cyan	7 - 9
Orange	10 - 12
White	13 - 14

There was great consistency from the various sample groups on this question. The top three priorities were the same for all groups, including visitors. “Flight information”, “clear announcement over the public address system” and “airline officials, in that order, are seen as the top priorities during delays.

Please indicate the type of experience you have had with any of the Aspen/Pitkin County Airport staff listed below.

	Assessor List			Voter List	Airport
	Full-time Homeowners	2nd Homeowners	ALL Homeowners	Voters	Interviews
	n=213	n=160	n=397	n=224	n=238
48. Baggage handlers	53%	67%	59%	59%	77%
43. Security staff	53%	68%	58%	58%	77%
45. Rental car staff	40%	75%	58%	46%	69%
42. Airline staff	53%	58%	55%	56%	74%
50. Transportation providers	48%	54%	50%	40%	78%
49. Guest services staff	49%	43%	47%	55%	75%
46. Airport administration	45%	38%	43%	51%	74%
47. Gift shop staff	37%	40%	38%	40%	57%
44. Food service staff	34%	42%	37%	42%	50%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Poor to Excellent)

Staff at the airport were rated by function. Again, the pattern of higher ratings from visitors and 2nd homeowners compared to locals (Voters and Homeowners) is evidenced in the ratings. “Baggage handlers” and “Security staff” rated highest while “Food service staff” and “Gift shop staff” received the lowest ratings.

Please rate the following features of the Aspen/Pitkin County Airport

	Assessor List			Voter List	Airport
	Full-time Homeowners	2nd Homeowners	ALL Homeowners	Voters	Interviews
	n=213	n=160	n=397	n=224	n=238
52. Convenience	89%	95%	91%	94%	87%
53. Parking	62%	81%	69%	68%	70%
55. Rental cars	47%	61%	53%	41%	59%
56. Ground transportation	42%	65%	52%	44%	66%
54. Aircarriers	25%	29%	26%	21%	48%
57. Restaurant	22%	24%	22%	20%	32%

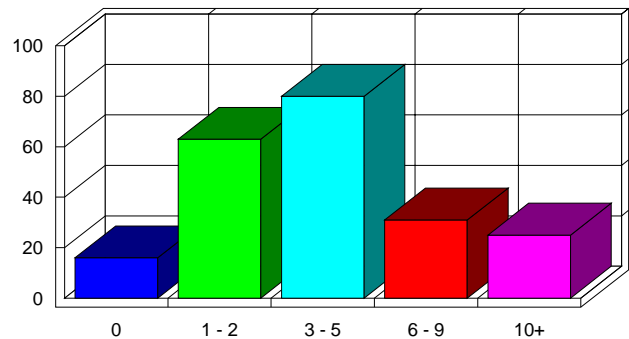
Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Very Poor to Very Good)

What areas would you most like to see improved at the airport? (Please check all that apply.)

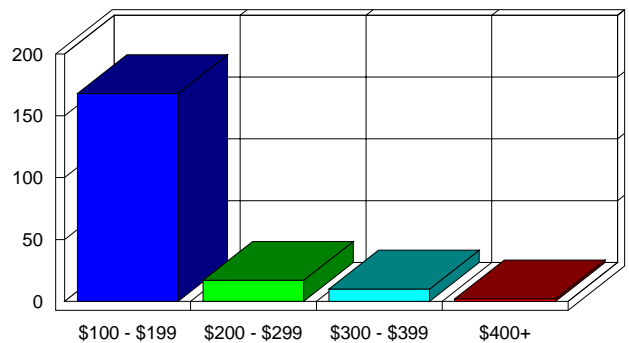
	Assessor List			Voter List	Airport
	Full-time Homeowners	2nd Homeowners	ALL Homeowners	Voters	Interviews
	n=213	n=160	n=397	n=224	n=239
More airlines	71%	80%	75%	82%	60%
Additional direct destinations	71%	71%	71%	77%	45%
Cost	66%	56%	63%	72%	34%
Flight schedule	45%	55%	49%	50%	43%
Restaurant	21%	28%	24%	20%	28%
Parking	29%	9%	21%	21%	7%
Internet access	16%	23%	20%	21%	27%
Baggage claim	22%	12%	18%	23%	13%
Ticketing	16%	10%	13%	21%	6%
Commuter Service	12%	7%	10%	13%	3%
Ground Transportation	9%	11%	10%	6%	6%
Secured boarding area	5%	7%	6%	4%	8%
Guest Services	6%	3%	5%	8%	5%
Gift shopping/news	3%	6%	4%	6%	13%
Federal security	2%	4%	3%	8%	5%

These two questions regarding ratings of airport features and improvements were asked in the Pitkin County 2004 Community Survey. See pages 21 and 22 for the comparative results.

How many times per year would you use the Aspen/Pitkin County Airport for travel to Denver, as a destination, if the price was right?



At what price point for a round-trip ticket?



These two questions explore the demand and price point for travel to Denver. The most frequent number of times Voters would use this service is 3-5, indicated by 37% of respondents. Another 29% indicated 1-2 times. The price point is \$100 - \$199, with 86% of the Voter respondents agreeing.

A community goal is to reduce or mitigate greenhouse gas emissions at the Airport. Would you be willing to do any of the following to reduce or offset the contribution of air travel to greenhouse gas emissions? (Please check all that apply)

	Assessor List			Voter List	Airport
	Full-time Homeowners n=213	2nd Homeowners n=160	ALL Homeowners n=397	Voters n=224	Interviews n=239
I would be more willing to fly commercial rather than private aircraft to reduce emissions	45%	46%	46%	40%	59%
I would be willing to travel at less convenient times in order to use aircraft that have lower emissions	43%	31%	38%	44%	40%
I would be willing to pay a fee that would be used to purchase energy from alternative sources like wind power to offset air travel emissions	36%	40%	38%	42%	29%
I would be willing to use mass transit or other ground transportation to offset the effect of air travel	31%	28%	30%	39%	48%
I would not be willing to make any changes or pay any fees to offset greenhouse gases because I don't think that is an appropriate role for the Airport	25%	27%	27%	25%	13%
I would not be willing to make any changes or pay any fees to offset greenhouse gas emissions because I do not believe global warming is a significant problem	10%	15%	12%	5%	15%
Other:	12%	8%	10%	13%	6%

60+	
50 - 59	
40 - 49	
30 - 39	

This question explores some options to offset the contribution of air travel to greenhouse gas emissions. The first four options are all about doing something. These options received fairly consistent support (mostly in the 30-50% range) from the various sample groups. The 5th and 6th options both indicated an unwillingness to support these ideas and garnered numbers in the 10% to 27% range. Although none of the options received overwhelming endorsements, there is general willingness to do something. Support is strongest from the Voters and visitors (Interviews).

Write-in Comments:

- #10: If you do not use the Aspen/Pitkin County Airport, why not?
- #40: What are your suggestions for customer comfort and assistance during delays?
- #62: Comments about the Aspen/Pitkin County Airport?
- Other:

Key Points:

- Visitors tend to rate the Aspen/Pitkin County Airport higher than local residents and Pitkin County 2nd homeowners
 - 2nd homeowners rate the airport higher than local homeowners and local residents
- Convenience is the primary reason that local residents and Pitkin County 2nd homeowners use the Aspen/Pitkin County Airport
- “Cleanliness and appearance of facility” and “parking arrangements serving the airport” get high ratings
- The lowest ratings went to “Frequency of departure times to my destination” and “Reliability of flight departure and arrival times”
- There are many things people enjoy about flying from the Aspen/Pitkin County Airport: (In order)
 - **Convenience from home**
 - **Ease of drop-off and pick up of family/friends**
 - **Easy access to flights**
 - **Small, intimate feel of the facility**
 - **Sense of small town atmosphere**
 - **Overall feeling of "welcome"**
- Over 90% of Homeowners and Voters reported being “delayed flying into or out of Aspen”.
- Services that are most important during flight delays were consistently prioritized for Homeowners, Voters and the Airport Interviews:
 1. Flight information
 2. Clear announcements over the public address system
 3. Airline officials
- Staff ratings were highest for “Baggage handlers” and “Security staff”
- Lowest staff ratings went to “Food service staff” and “Gift shop staff”
- Visitors (Airport Interviews) to the area rated staff consistently higher than local respondents
- The areas noted as most in need of improvement:
 1. **More airlines**
 2. **Additional direct destinations**
 3. **Cost**
 4. **Flight schedule**

2007 Aspen/Pitkin County Airport Telephone Survey April 2007

A telephone survey of residents living from the Eagle County portion of Basalt to Glenwood Springs, along HWY 82, was conducted in April 2007. The purpose of the survey was to determine how many of these residents use the Aspen/Pitkin County Airport, why they use or do not use it, which airports they do use and how frequently, their plans for flying in the next 12 months, and some demographic information. Respondents to the telephone survey were also given the opportunity to participate in the mail/internet surveys which were concurrently being conducted for Pitkin County residents and homeowners.

ZIP CODES of Respondents:

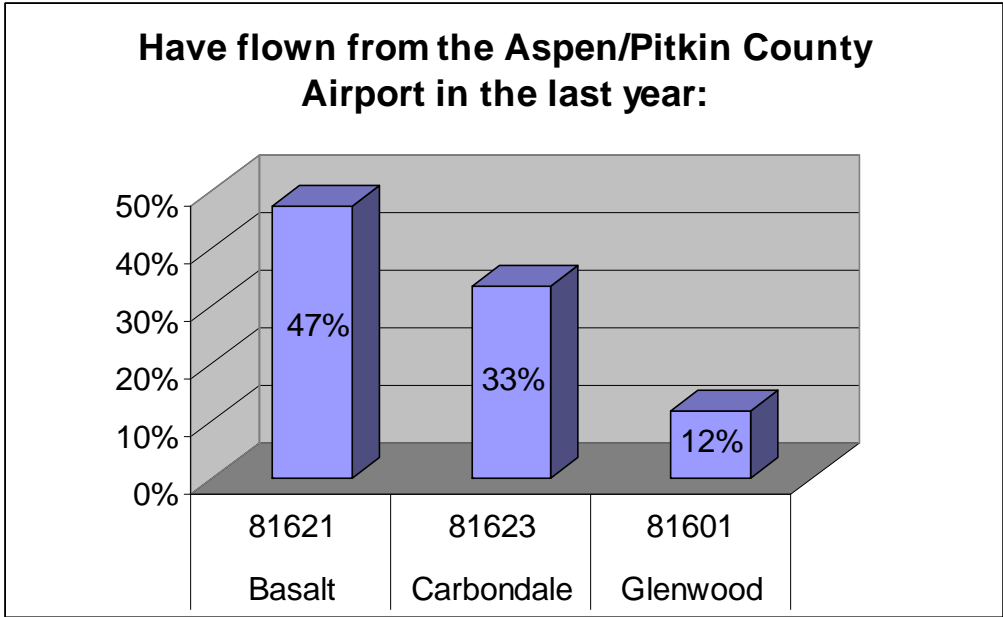
	Frequency	Percent
1 *zip 81601 Glenwood	77	20.30%
2 *zip 81621 Basalt	55	14.50%
3 *zip 81623 Carbondale	248	65.30%
 Total Qualified	 380	 100.00%

1. Have you taken a commercial airline flight out of an airport in Colorado in the last year?

	Frequency	Percent
1 Yes	287	75.50%
2 No	93	24.50%
 Total Qualified	 380	 100.00%

2. Which Colorado airports have you flown out of in the last year?

	Frequency	Percent
1 Aspen	118	41.10%
2 Grand Junction	54	18.80%
3 Eagle	104	36.20%
4 Denver (DIA)	221	77.00%
5 Colorado Springs	1	0.30%
6 None of the above	6	2.10%
 Total Qualified	 287	 100.00%



3. How many times have you flown out of each of these airports in the last year?

	Frequency	# Times (Mean)
a. Aspen	281	1.69
b. Grand Junction	281	0.49
c. Eagle	281	1.01
d. Denver (DIA)	281	2.22
e. Colorado Springs	281	0.00
Total Qualified	281	

4. When you flew from a Colorado airport why didn't you fly out of the Aspen airport?

- 1 TRIED AND DIDN'T DROP ME OFF
- 2 COMBINATION OF PRICE AND SCHEDULE.
- 3 CAN'T DEPEND ON THE WEATHER
- 4 FEWER OPTIONS FOR FLIGHTS AND LESS RELIABILITY OF FLIGHTS. IT IS MORE EXPENSIVE.
- 5 THE PRICE AT ASPEN AIRPORT WAS TOO HIGH.
- 6 REALLY BIG VACATION AND LEFT FROM DENVER
- 7 COST
- 8 COST
- 9 WEATHER PROBLEMS ALL THE TIME
- 10 CANCELLATIONS, EXPENSIVE, HAVE A HOUSE IN DENVER
- 11 PRICE
- 12 FAMILY IN DENVER
- 13 COST TOO MUCH
- 14 COST
- 15 COST MORE
- 16 LOCATION
- 17 EXPENSIVE, SCHEDULES DIDN'T MATCH
- 18 LOCATION, CAR LEFT FOR FREE
- 19 THE FLIGHTS ARE SO MUCH MORE EXPENSIVE.
- 20 COST
- 21 LIVE 40 MILES FROM ASPEN
- 22 COST
- 23 A LOT MORE EXPENSIVE
- 24 CHEAPER OUT OF DENVER
- 25 SCHEDULES, PRICE
- 26 OUT OF MY WAY
- 27 PEOPLE ARE TOO SNOTTY AND THE FLIGHT SCHEDULES. THE WEATHER AND FLIGHTS ARE CANCELED EASILY
- 28 TOO EXPENSIVE
- 29 TOO EXPENSIVE
- 30 TOO EXPENSIVE, THE DRIVE IS EASIER, THE WEATHER CONDITIONS.
- 31 TOO EXPENSIVE
- 32 TOO EXPENSIVE
- 33 TOO EXPENSIVE - FAMILY OF 4
- 34 COST
- 35 LAST TIME COULDN'T FLY OUT & HAD TO DRIVE
- 36 UNRELIABLE DUE TO WEATHER
- 37 EXPENSIVE
- 38 COST
- 39 TOO EXPENSIVE
- 40 PRICE
- 41 TOO EXPENSIVE
- 42 I DID NOT LIKE THE QUICK DROP THAT THEY HAVE TO MAKE OVER THE MOUNTAINS TO GET TO THE AIRPORT.
- 43 COST
- 44 MORE EXPENSIVE
- 45 BECAUSE OF THE PRICE
- 46 BECAUSE OF CONNECTIONS
- 47 GOING TO BE IN DENVER ANYWAY. TAKES LONGER TO GET TO ASPEN THAN EAGLE AND THEY HAVE STARTED PUTTING IN MORE DIRECT FLIGHTS. ASPEN DOESN'T HAVE THAT MANY DIRECT FLIGHTS.
- 48 BECAUSE I HAVE BEEN STALLED IN DENVER SO MANY TIMES BECAUSE OF WEATHER AND BETTER FARES OUT OF EAGLE.
- 49 THERE WAS NOT A WAY TO GO AND IS MORE EXPENSIVE
- 50 THEIR RECORD OF FLIGHTS NOT LEAVING OR CANCELING IS TOO HIGH
- 51 HOME IN DENVER TOO. MORE EXPENSIVE TO FLY OUT OF ASPEN.
- 52 BECAUSE IT COSTS MORE
- 53 BECAUSE IT WAS TOO EXPENSIVE AND MY FLIGHT WAS NOT AVAILABLE
- 54 EASE OF GETTING TO THE AIRPORT
- 55 BECAUSE OF THE COST AND TIME
- 56 BECAUSE IT WAS FAR MORE EXPENSIVE
- 57 MORE EXPENSIVE
- 58 IT'S TOO SCREWED UP
- 59 IT'S SO MUCH CHEAPER TO FLY FROM DIA
- 60 NOT AFFORDABLE
- 61 CLOSER TO EAGLE
- 62 RATES WERE TOO HIGH AT ASPEN.
- 63 IT'S THREE TIMES MORE IN PRICE.
- 64 THE FLIGHTS ARE TOO EXPENSIVE.
- 65 TOO EXPENSIVE.
- 66 TOO EXPENSIVE
- 67 BECAUSE ROUND TRIP TICKETS ARE TWICE AS EXPENSIVE
- 68 BECAUSE OF THE WEATHER CONDITIONS AND THE EXPENSE
- 69 WE DIDN'T CHECK IT. WE JUST WANTED TO FLY OUT OF DENVER
- 70 IT'S TOO EXPENSIVE
- 71 IT'S TOO EXPENSIVE AND THEY CANCEL TOO MANY FLIGHTS
- 72 TOO EXPENSIVE---IT'S MUCH CHEAPER IN DENVER

5. Do you plan to take a commercial airline flight out of Colorado in the next 12 months?

	Frequency	Percent
1 Yes	285	75.00%
2 No	86	22.60%
3 DK/Refused	9	2.40%
Total Qualified	380	100.00%

6. Will you consider taking the flight from the Aspen airport in the next 12 months?

	Frequency	Percent
1 Yes	160	56.10%
2 No,	113	39.60%
3 DK/Refused	12	4.20%
Total Qualified	285	100.00%

7. Why won't you consider taking a flight from the Aspen airport in the next 12 months?

- 1 PRICES
- 2 DIDN'T LAND ME BECAUSE OF WEATHER
- 3 IT WAS THE PRICE.
- 4 CAN'T RELY ON THE WEATHER
- 5 MORE EXPENSIVE, LESS RELIABLE ESPECIALLY COMING HOME
- 6 THERE CLOSED THE DAY YOU WANT TO LEAVE
- 7 WHEN I WILL BE LEAVING, BECAUSE THE ASPEN AIRPORT IS CLOSED.
- 8 THE PRICES ARE TOO HIGH.
- 9 COST
- 10 WEATHER, LACK OF SERVICE
- 11 TOO EXPENSIVE
- 12 EXPENSIVE, CONVENIENCE
- 13 PRICE
- 14 COST TOO MUCH
- 15 GET BETTER PRICES USING EAGLE
- 16 COST
- 17 JUST LIKE EAGLE
- 18 PRICE
- 19 LOCATION
- 20 EAGLE IS CLOSER AND MORE CONVENIENT
- 21 COST
- 22 COST
- 23 CLOSED
- 24 PRICE
- 25 PRICE
- 26 LIKE EAGLE BETTER
- 27 THERE IS NO PLACE TO LEAVE MY CAR AT ASPEN AIRPORT FOR A WEEK
- 28 COSTS TOO MUCH
- 29 DOESN'T GO TO MEXICO
- 30 COST MUCH HIGHER THAN EAGLE
- 31 COST & CONVENIENCE
- 32 TOO EXPENSIVE, TOO DANGEROUS, BAD EXPERIENCES
- 33 WEATHER UNRELIABILITY
- 34 PRICES
- 35 200 TO 400 DOLLARS MORE
- 36 TOO EXPENSIVE
- 37 I DID NOT LIKE THE QUICK DROP THAT THEY MAKE OVER THE MOUNTAINS
- 38 COST AND CONNECTIONS
- 39 PAIN IN THE NECK
- 40 BECAUSE THEY'RE GOING TO BE CLOSED DUE TO REPAVING THE RUNWAY
- 41 BAD CANCELLATION RECORD
- 42 HOME IN DENVER AND PAY SURCHARGE IN ASPEN. IF IN WINTER, NOT SURE THAT I CAN COUNT ON IT
- 43 EAGLE IS JUST A WHOLE LOT EASIER
- 44 BECAUSE OF THE COST AND TIME
- 45 THE FLIGHT BOARD WASN'T UPDATED WHEN I WAS THERE PICKING UP A FRIEND. IT MADE MY SITUATION VERY FRUSTRATING. IT'S ONLY UPDATED ONCE A WEEK.
- 46 TOO EXPENSIVE
- 47 THEY CAN'T GO OUT ALL THE TIME
- 48 UNLESS IT'S COMPARABLE TO DRIVING AND STAYING IN A HOTEL AND PAYING FOR PARKING, IT'S NOT WORTH IT.
- 49 I'LL ALWAYS LOOK, BUT IT'S NEVER BEEN COST EFFECTIVE.
- 50 THE TICKETS ARE TOO EXPENSIVE
- 51 IT'S A LOT EASIER TO GO TO DENVER WITH MY VEHICLE
- 52 BECAUSE THERE IS NO CONSISTENCY IN ASPEN.
- 53 EXPENSIVE AND BAD CONDITIONS
- 54 EAGLE IS CLOSER AND MORE CONVENIENT
- 55 IT'S TOO EXPENSIVE AND ALREADY HAVE TICKETS TO DIA
- 56 IT'S TOO EXPENSIVE
EAGLE AIRPORT IS MORE DEPENDABLE - THEY HAVE LESS FLIGHTS CANCELED BECAUSE OF WEATHER AND
- 57 THE COST IS NOT AFFORDABLE IN ASPEN
- 58 IT'S TOO EXPENSIVE FOR THE FLIGHT
- 59 VAIL HAS FREE PARKING AND IT'S THE SAME DISTANCE AS ASPEN
- 60 NOT UNLESS THEY LOWER THEIR FARES AND OFFER FREE PARKING
- 61 INCONSISTENCY OF THE FLIGHTS
- 62 BECAUSE SOUTHWEST IS EASIER TO GO TO DIA
- 63 TOO EXPENSIVE, TOO MANY CONNECTIONS
- 64 IT'S TOO EXPENSIVE
- 65 THE WEATHER AND THE COST
- 66 TOO EXPENSIVE
- 67 GOING OUT OF DENVER
- 68 COST
- 69 IT MAKES IT MORE EXPENSIVE
- 70 EXPENSE
- 71 IT IS CLOSED FOR THE NEXT TWO MONTHS AND IT IS ALSO EXTREMELY EXPENSIVE
- 72 IT'S CHEAPER FROM DENVER

8. We are contacting individuals who have used the Aspen airport in the last 12 months to participate in a mail or Internet survey that will require about 10 minutes of your time.

Would you be willing to do either?

	Frequency	Percent
1 Will do a mail survey	28	23.70%
2 Will do an Internet survey	57	48.30%
3 No	33	28.00%
Total Qualified	118	100.00%

Note: Questions 9 & 10 collected mailing and e-mail addresses.

11. What is your age?

	Frequency	Percent
under 20	4	1.05%
20 - 24	13	3.42%
25 - 34	38	10.00%
35 - 44	68	17.89%
45 - 54	98	25.79%
55 - 64	92	24.21%
65 - 74	29	7.63%
75+	23	6.05%
DK/Refused	15	3.95%
Total Qualified	380	100.00%

12. Can you please tell me when I read the town or area you live in:

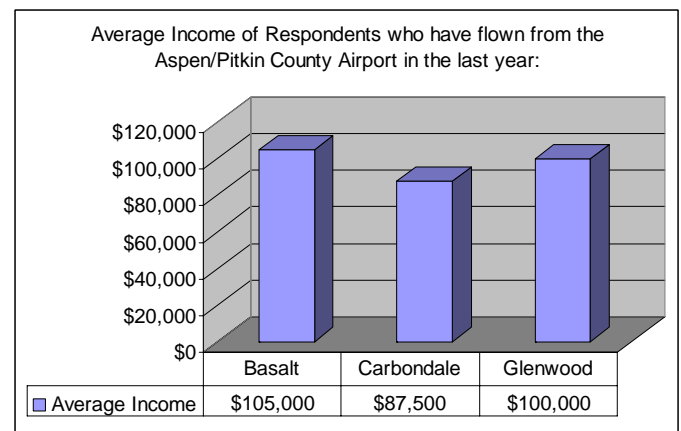
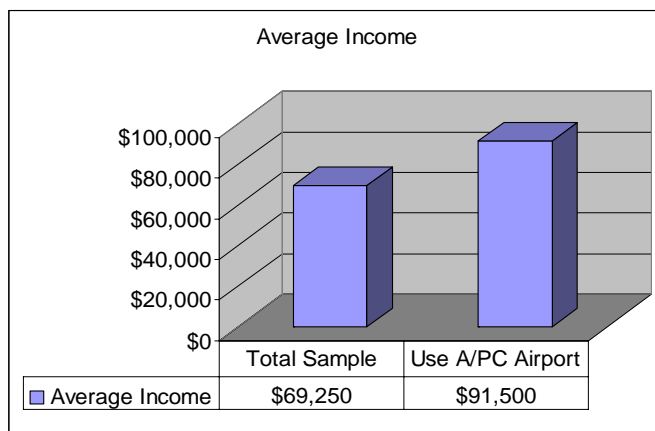
	Frequency	Percent
1 Aspen Glen West Bank	22	5.80%
2 Basalt	52	13.70%
3 Blue Lake	24	6.30%
4 Carbondale	155	40.80%
5 El Jebel	26	6.80%
6 Emma	1	0.30%
7 Missouri Heights	22	5.80%
8 River Valley Ranch	1	0.30%
9 Unincorporated Eagle County	3	0.80%
10 Unincorporated Garfield County	24	6.30%
11 Other, *Specify*	48	12.60%
12 DK/Refused	2	0.50%
Total Qualified	380	100.00%

13. Can you please tell me which of the following best describes your family household status:

	Frequency	Percent
1 Couple, children no longer at home	88	23.20%
2 Couple with children	125	32.90%
3 Couple no children	48	12.60%
4 Single, children no longer home	40	10.50%
5 Single, with children	29	7.60%
6 Single, no children	45	11.80%
7 DK/Refused	5	1.30%
Total Qualified	380	100.00%

14. Which of the following ranges includes your annual household income?

	Frequency	Percent
1 Less than \$35,000	29	7.60%
2 \$35,000 to less than \$50,000	46	12.10%
3 \$50,000 to less than \$75,000	70	18.40%
4 \$75,000 to less than \$100,00	61	16.10%
5 \$100,000 to less than \$150,000	47	12.40%
6 \$150,000 to less than \$200,000	20	5.30%
7 \$200,000 or more	31	8.20%
8 DK/Refused	76	20.00%
Total Qualified	380	100.00%



Key Points:

- The further downvalley someone lives the less likely they are to use the Aspen/Pitkin County Airport
- Downvalley residents who do use the Aspen/Pitkin County Airport tend to be from higher income households
- The most frequent reasons cited for why people do not use the airport were “too expensive” , “schedule”, and “reliability”

Comparisons to Pitkin County 2004 Community Survey

The Pitkin County 2004 Community Survey contained a section of questions regarding the Aspen/Pitkin County Airport. By keeping some of the questions the same we were able compare results over the three year period from 2004 to 2007.

Comparative Spreadsheet:

How often do you fly? (times/year)

	Pitkin County 2004 Community Survey				2007 Aspen/Pitkin County Airport Survey			
	Assessor List (Homeowners)			Voter List	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters	Full-time	2nd	ALL	Voters
	n=211	n=190	n=399	n=347	n=213	n=160	n=397	n=224
0-1	15%	18%	17%	21%	8%	12%	10%	13%
2-4	39%	37%	38%	45%	42%	19%	32%	42%
5-9	30%	31%	30%	20%	27%	32%	29%	25%
10+	16%	14%	15%	14%	22%	37%	29%	20%

Which airport do you use most often to fly in and out of this area?

	Pitkin County 2004 Community Survey				2007 Aspen/Pitkin County Airport Survey			
	Assessor List (Homeowners)			Voter List	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters	Full-time	2nd	ALL	Voters
	n=211	n=190	n=399	n=347	n=213	n=160	n=397	n=224
Aspen	71%	75%	73%	60%	65%	79%	69%	63%
Grand Junction	7%	2%	5%	6%	3%	2%	3%	2%
Eagle	5%	13%	9%	7%	12%	11%	13%	11%
Denver	27%	18%	23%	39%	36%	20%	30%	32%
Colorado Springs	n/a	n/a	n/a	n/a	0%	0%	0%	0%
Other:	2%	4%	3%	1%	3%	1%	3%	3%

Comparative Spreadsheet:

Please rate the following features of the Aspen/Pitkin County Airport:

Ratings:	Pitkin County 2004 Community Survey				2007 Aspen/Pitkin County Airport Survey			
	Assessor List (Homeowners)			Voter List	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters	Full-time	2nd	ALL	Voters
	n=211	n=190	n=399	n=347	n=213	n=160	n=397	n=224
Convenience	88%	90%	89%	89%	89%	95%	91%	94%
Parking	64%	72%	67%	56%	62%	81%	69%	68%
Friendly staff	60%	72%	66%	59%	n/a	n/a	n/a	n/a
Ground Transportation	44%	55%	49%	49%	42%	65%	52%	44%
Rental Cars	39%	50%	45%	40%	47%	61%	53%	41%
Aircarriers	27%	31%	29%	22%	25%	29%	26%	21%
Restaurant	15%	13%	14%	18%	22%	24%	22%	20%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Very Poor to Very Good)

80+	
70 - 79	
60 - 69	
50 - 59	

Comparative Spreadsheet:

What areas would you most like to see improved at the airport? (Please check all that apply.)

	Pitkin County 2004 Community Survey				2007 Aspen/Pitkin County Airport Survey			
	Assessor List (Homeowners)			Voter List	Assessor List (Homeowners)			Voter List
	Full-time <small>n=211</small>	2nd <small>n=190</small>	ALL <small>n=399</small>	Voters <small>n=347</small>	Full-time <small>n=213</small>	2nd <small>n=160</small>	ALL <small>n=397</small>	Voters <small>n=224</small>
More airlines	71%	75%	73%	68%	71%	80%	75%	82%
Additional direct destinations	68%	66%	67%	70%	71%	71%	71%	77%
Cost	75%	49%	63%	79%	66%	56%	63%	72%
Flight schedule	40%	46%	42%	34%	45%	55%	49%	50%
Restaurant	15%	15%	15%	18%	21%	28%	24%	20%
Parking	21%	8%	15%	22%	29%	9%	21%	21%
Internet access	6%	5%	5%	6%	16%	23%	20%	21%
Baggage claim	7%	8%	7%	5%	22%	12%	18%	23%
Ticketing	13%	14%	14%	9%	16%	10%	13%	21%
Commuter Service	9%	7%	8%	13%	12%	7%	10%	13%
Ground Transportation	6%	5%	6%	8%	9%	11%	10%	6%
Secured boarding area	2%	5%	3%	3%	5%	7%	6%	4%
Guest Services	2%	2%	2%	8%	6%	3%	5%	8%
Gift shopping/news	0%	1%	1%	2%	3%	6%	4%	6%
Federal security	3%	4%	3%	5%	2%	4%	3%	8%

Numbers reflect frequency percentages

80+	
70 - 79	
60 - 69	
50 - 59	

Key Points:

- The 10+ times flying per year was higher in 2007 than 2004 for all samples
- Although the Aspen/Pitkin County Airport still shows the highest % use for flying in and out of the area, the Eagle airport is making some gains, especially with the Pitkin County Full-time homeowners.
- Airport ratings tended to rise from 2004 – 2007, especially with 2nd homeowners
- “Convenience” and “parking” were consistently rated #1 and #2 respectively in both 2004 and 2007
- “Internet access” showed the greatest change with more people indicating it should be improved
- **“More airlines”, “Additional direct destinations” and “Cost” were the top three areas “most in need of improvement” in both 2004 and 2007.**