

## 2007 Aspen/Pitkin County Airport Survey

Please indicate the primary reason(s) for choosing each airport.

If you have not flown from any of these airports in the last 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.

## 2007 Aspen/Pitkin County Airport Survey

Compared to your other traveling options, please indicate your opinion 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
<b>24. Cleanliness and appearance of facility</b>	67%	79%	72%	70%	80%
<b>25. Parking arrangements serving the airport</b>	52%	75%	60%	58%	71%
<b>23. Competency of security (TSA) staff</b>	47%	69%	55%	51%	73%
<b>26. Car rental arrangements serving the airport</b>	39%	69%	52%	49%	69%
<b>22. Competency of airline counter staff</b>	43%	56%	47%	50%	69%
<b>27. Overall desirability</b>	42%	57%	47%	44%	66%
<b>28. Overall personal satisfaction</b>	40%	51%	43%	41%	64%
<b>21. Frequency of departure times to my destination</b>	28%	39%	32%	33%	45%
<b>20. Reliability of flight departure and arrival times</b>	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)

<b>80+</b>	
<b>70 - 79</b>	
<b>60 - 69</b>	
<b>50 - 59</b>	

**2007 Aspen/Pitkin County Airport Survey**  
**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
<b>30. Convenience from home</b>	96%	86%	91%	96%	60%
<b>34. Ease of drop-off and pick up of family/friends</b>	87%	90%	88%	89%	76%
<b>32. Easy access to flights</b>	70%	72%	69%	73%	69%
<b>31. Small, intimate feel of the facility</b>	68%	69%	67%	72%	64%
<b>33. Sense of small town atmosphere</b>	63%	70%	66%	67%	70%
<b>35. Overall feeling of "welcome"</b>	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)*

<b>80+</b>	
<b>70 - 79</b>	
<b>60 - 69</b>	
<b>50 - 59</b>	

## 2007 Aspen/Pitkin County Airport Survey

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

	Homeowners <i>n=397</i>	Voters <i>n=224</i>	Interviews <i>n=238</i>
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
	1 - 3
	4 - 6
	7 - 9
	10 - 12
	13 - 14

## 2007 Aspen/Pitkin County Airport Survey

Please indicate the 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
<b>48. Baggage handlers</b>	53%	67%	59%	59%	77%
<b>43. Security staff</b>	53%	68%	58%	58%	77%
<b>45. Rental car staff</b>	40%	75%	58%	46%	69%
<b>42. Airline staff</b>	53%	58%	55%	56%	74%
<b>50. Transportation providers</b>	48%	54%	50%	40%	78%
<b>49. Guest services staff</b>	49%	43%	47%	55%	75%
<b>46. Airport administration</b>	45%	38%	43%	51%	74%
<b>47. Gift shop staff</b>	37%	40%	38%	40%	57%
<b>44. Food service staff</b>	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)*

<b>80+</b>	
<b>70 - 79</b>	
<b>60 - 69</b>	
<b>50 - 59</b>	

**2007 Aspen/Pitkin County Airport Survey**  
**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
<b>52. Convenience</b>	<b>89%</b>	<b>95%</b>	<b>91%</b>	<b>94%</b>	<b>87%</b>
<b>53. Parking</b>	<b>62%</b>	<b>81%</b>	<b>69%</b>	<b>68%</b>	<b>70%</b>
<b>55. Rental cars</b>	<b>47%</b>	<b>61%</b>	<b>53%</b>	<b>41%</b>	<b>59%</b>
<b>56. Ground transportation</b>	<b>42%</b>	<b>65%</b>	<b>52%</b>	<b>44%</b>	<b>66%</b>
<b>54. Aircarriers</b>	<b>25%</b>	<b>29%</b>	<b>26%</b>	<b>21%</b>	<b>48%</b>
<b>57. Restaurant</b>	<b>22%</b>	<b>24%</b>	<b>22%</b>	<b>20%</b>	<b>32%</b>

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

<b>80+</b>	
<b>70 - 79</b>	
<b>60 - 69</b>	
<b>50 - 59</b>	

## 2007 Aspen/Pitkin County Airport Survey

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
<b>More airlines</b>	71%	80%	75%	82%	60%
<b>Additional direct destinations</b>	71%	71%	71%	77%	45%
<b>Cost</b>	66%	56%	63%	72%	34%
<b>Flight schedule</b>	45%	55%	49%	50%	43%
<b>Restaurant</b>	21%	28%	24%	20%	28%
<b>Parking</b>	29%	9%	21%	21%	7%
<b>Internet access</b>	16%	23%	20%	21%	27%
<b>Baggage claim</b>	22%	12%	18%	23%	13%
<b>Ticketing</b>	16%	10%	13%	21%	6%
<b>Commuter Service</b>	12%	7%	10%	13%	3%
<b>Ground Transportation</b>	9%	11%	10%	6%	6%
<b>Secured boarding area</b>	5%	7%	6%	4%	8%
<b>Guest Services</b>	6%	3%	5%	8%	5%
<b>Gift shopping/news</b>	3%	6%	4%	6%	13%
<b>Federal security</b>	2%	4%	3%	8%	5%

80+	
70 - 79	
60 - 69	
50 - 59	

## 2007 Aspen/Pitkin County Airport Survey

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	2nd Homeowners	ALL Homeowners	Voters	Interviews
	n=213	n=160	n=397	n=224	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	

## Comparative Spreadsheet:

### How often do you fly? (times/year)

**Pitkin County 2004 Community Survey**

	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters
	n=211	n=190	n=399	n=347
0-1	15%	18%	17%	21%
2-4	39%	37%	38%	45%
5-9	30%	31%	30%	20%
10+	16%	14%	15%	14%

**2007 Aspen/Pitkin County Airport Survey**

	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters
	n=213	n=160	n=397	n=224
	8%	12%	10%	13%
	42%	19%	32%	42%
	27%	32%	29%	25%
	22%	37%	29%	20%

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

	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters
	n=211	n=190	n=399	n=347
Aspen	71%	75%	73%	60%
Grand Junction	7%	2%	5%	6%
Eagle	5%	13%	9%	7%
Denver	27%	18%	23%	39%
Colorado Springs	n/a	n/a	n/a	n/a
Other:	2%	4%	3%	1%

	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters
	n=213	n=160	n=397	n=224
	65%	79%	69%	63%
	3%	2%	3%	2%
	12%	11%	13%	11%
	36%	20%	30%	32%
	0%	0%	0%	0%
	3%	1%	3%	3%

# Comparative Spreadsheet:

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

**Pitkin County 2004 Community Survey**

**2007 Aspen/Pitkin County Airport Survey**

Ratings:	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters
	n=211	n=190	n=399	n=347
Convenience	88%	90%	89%	89%
Parking	64%	72%	67%	56%
Friendly staff	60%	72%	66%	59%
Ground Transportation	44%	55%	49%	49%
Rental Cars	39%	50%	45%	40%
Air carriers	27%	31%	29%	22%
Restaurant	15%	13%	14%	18%

Ratings:	Assessor List (Homeowners)			Voter List
	Full-time	2nd	ALL	Voters
	n=213	n=160	n=397	n=224
Convenience	89%	95%	91%	94%
Parking	62%	81%	69%	68%
Friendly staff	n/a	n/a	n/a	n/a
Ground Transportation	42%	65%	52%	44%
Rental Cars	47%	61%	53%	41%
Air carriers	25%	29%	26%	21%
Restaurant	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+	Yellow
70 - 79	Pink
60 - 69	Cyan
50 - 59	Orange

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

*Numbers reflect frequency percentages*

80+	
70 - 79	
60 - 69	
50 - 59	