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SAN DIEGO
INTERNATIONAL
AIRPORT

Passenger Satisfaction Survey

2007 Annual Results

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**Travel, Leisure and
Entertainment Practice**

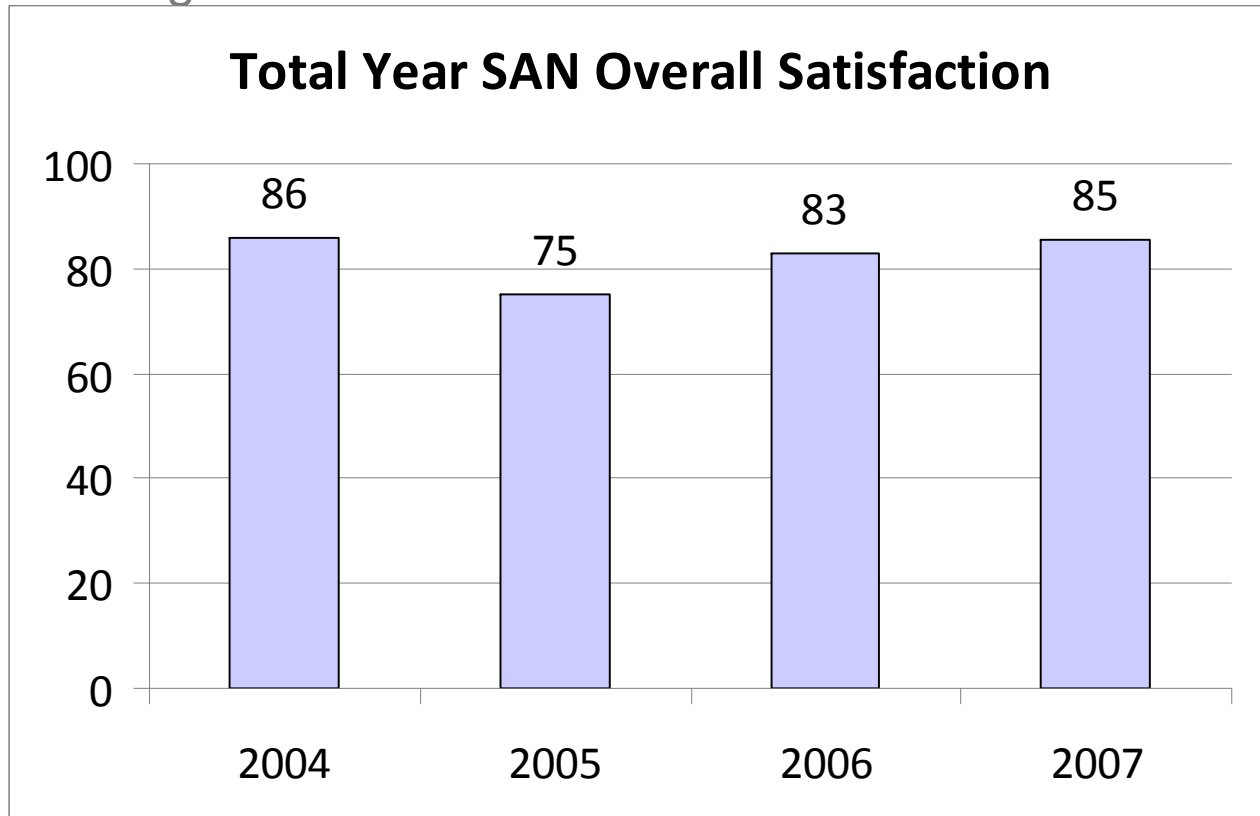
Methodology

- ➔ A total of 800 SAN passengers were interviewed in 2007 providing a 95% confidence level with an error margin of $\pm 3.5\%$. Two hundred interviews were conducted every quarter.
- ➔ Each interview was conducted “face-to-face” with a specific interviewer conducting every survey
- ➔ Only departing passengers were surveyed
- ➔ All days of the week were covered as well as all the active dayparts of SAN
- ➔ A five-point scale was used where **1 is Very Dissatisfied and 5 is Very Satisfied**
- ➔ Data was analyzed to indicate what impact broad areas have, (e.g., “Getting to the Terminal”) as well as how “details” (e.g., “Traffic on Airport Roadways”) impacted these broad areas

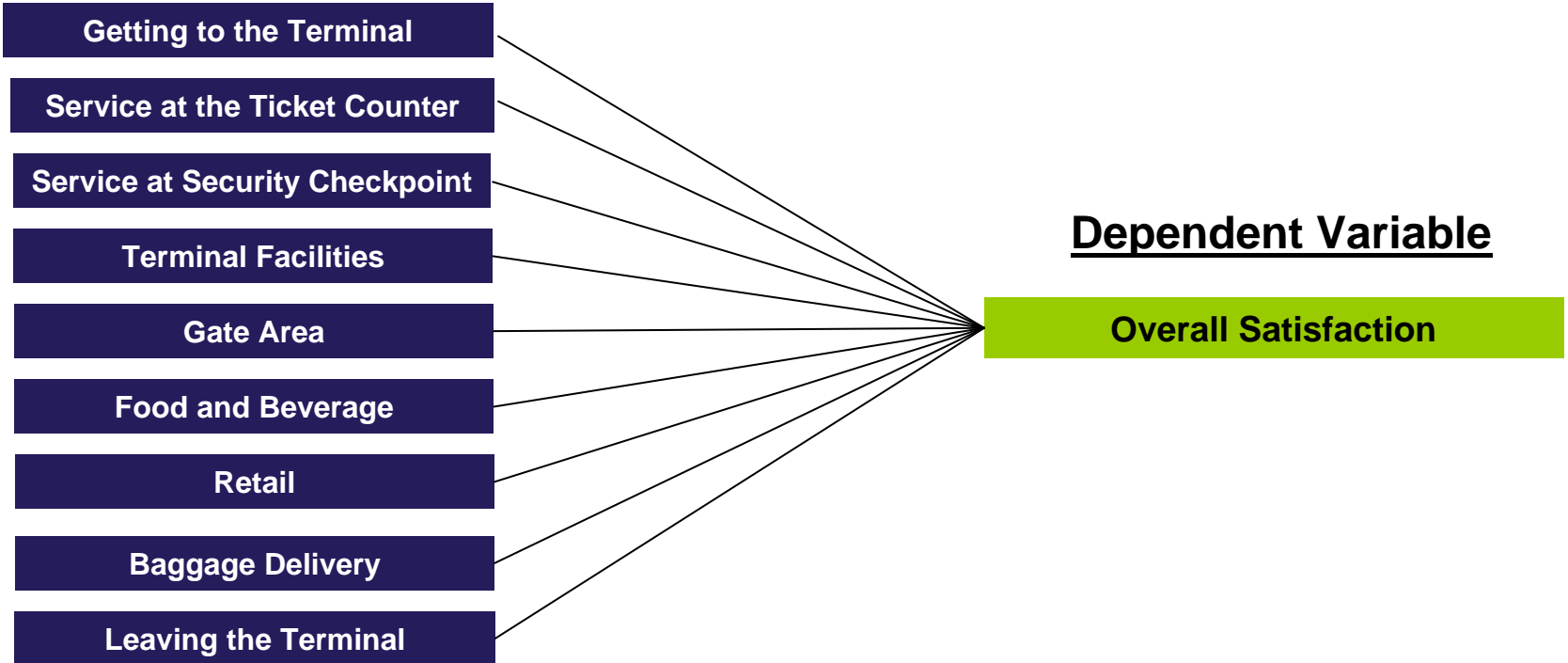


Executive Summary

- Overall, 85% of Respondents in 2007 Rate Overall Satisfaction Highly at SAN. This is very high compared to most US airports which average around 65%.



Independent Variables



Terminal One Lags Other Terminals In “Overall Satisfaction”

SAN Total 2007

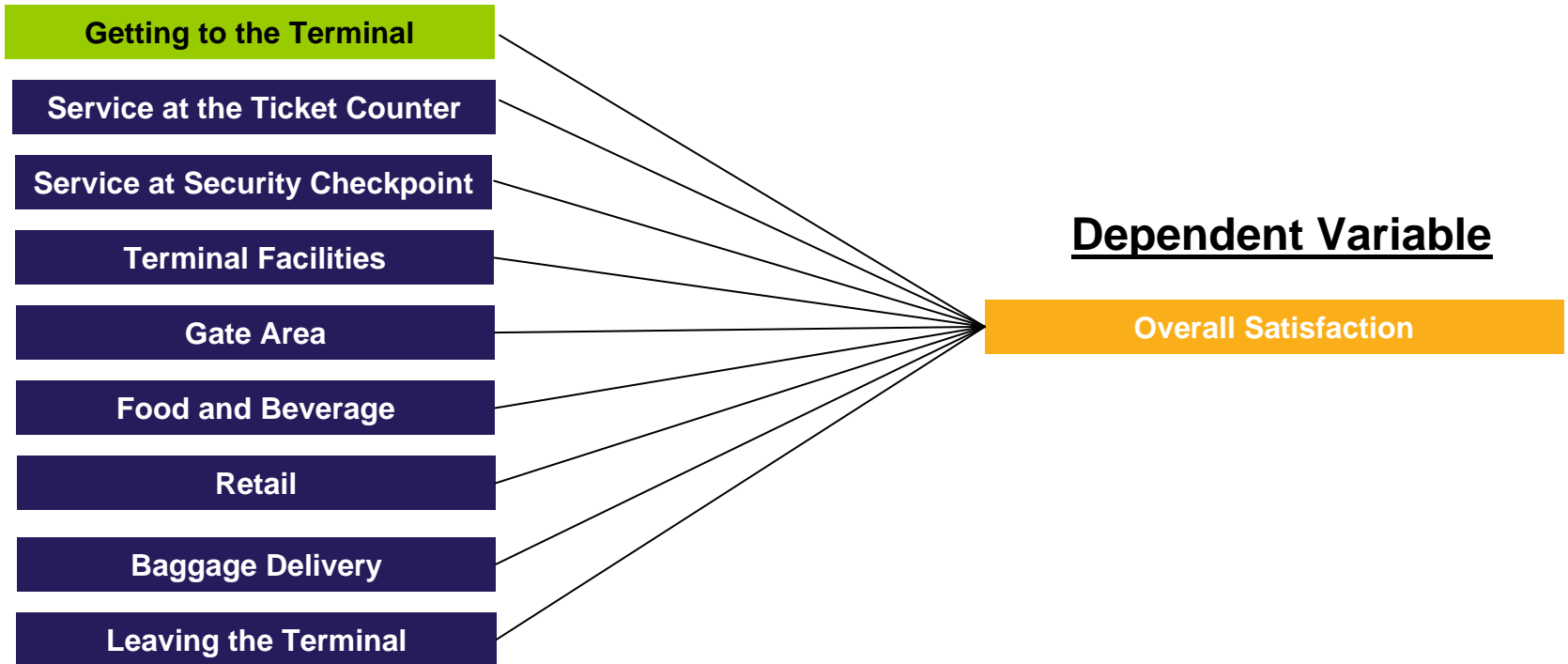
	SAN 2007	Terminal 1	Terminal 2	Commuter Terminal
Service at the Ticket Counter Overall	85%	81%	90%	87%
Gate Area Overall	85%	79%	92%	87%
Terminal Facilities Overall	83%	80%	85%	91%
Service at the Security Checkpoint Overall	82%	79%	85%	88%
Getting to the Terminal Overall	77%	74%	81%	83%
Baggage Delivery Overall	76%	73%	80%	78%
Leaving the Terminal Overall	70%	67%	73%	74%
Retail Services Overall	69%	66%	73%	61%
Food and Beverage Overall	62%	57%	69%	63%
Overall Satisfaction with SAN	85%	81%	91%	86%

Throughout this report SAN data are weighted composites based on terminal traffic. Individual terminal data are unweighted.

Percent responding Top Two Box, i.e., rating the airport a “4” or “5” on a five-point scale. Scale runs from 1 = “Very Dissatisfied” to 5 = “Very Satisfied”.



Independent Variables



Satisfaction with “Getting to the Terminal” Rated Lowest at Terminal 1

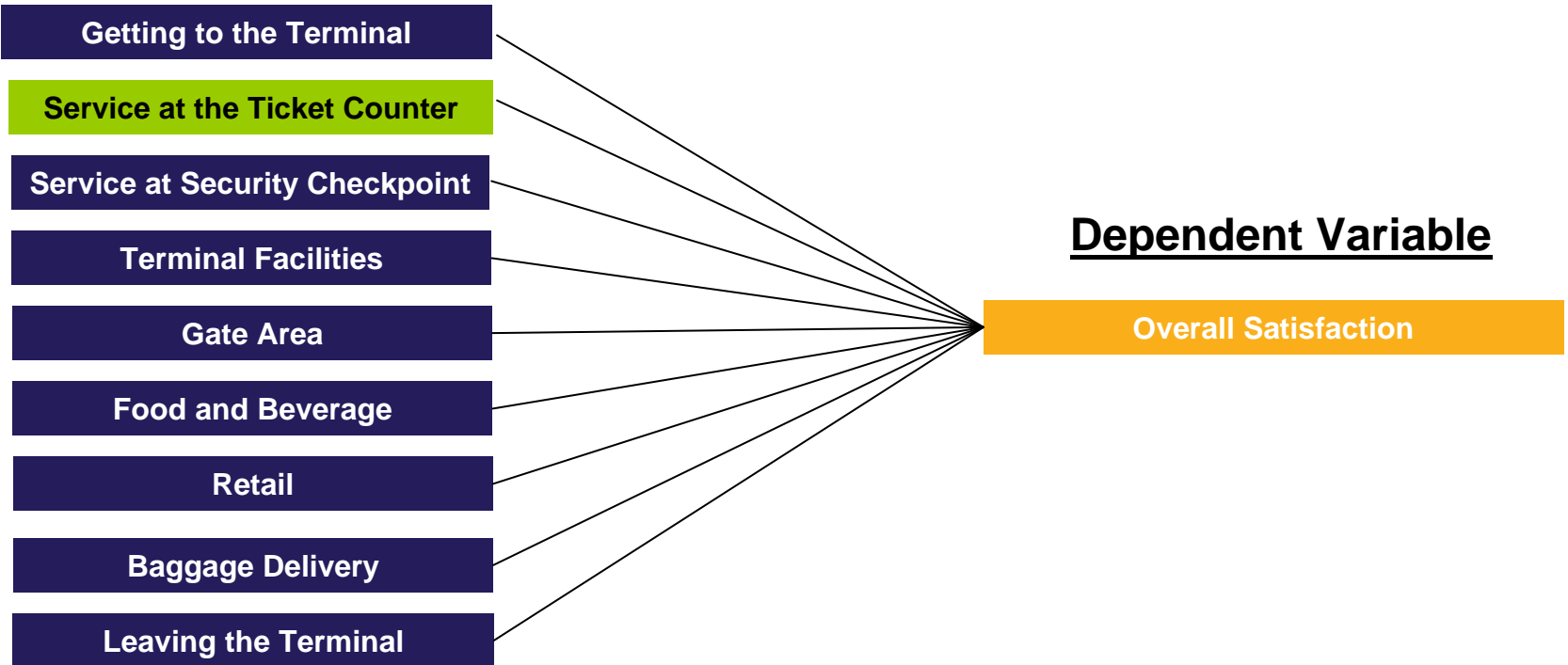
SAN Total 2007

	SAN	Terminal 1	Terminal 2	Commuter Terminal
Airport Traffic Officer Courtesy	92%	91%	94%	90%
Signs and Directions to Parking	83%	80%	87%	88%
Ease of Drop Off	82%	79%	84%	85%
Road Signage In/Out of Airport	81%	79%	82%	87%
Traffic on the Way to the Airport	66%	61%	71%	74%
Traffic Flow on Airport Roadways	64%	60%	69%	73%
Availability of Parking at the Airport	39%	33%	46%	38%
Getting to the Terminal Overall	77%	74%	81%	83%

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Percent responding Top Two Box, i.e., rating the airport a “4” or “5” on a five-point scale. Scale runs from 1 = “Very Dissatisfied” to 5 = “Very Satisfied”.

Independent Variables



Satisfaction with “Service at the Ticket Counter” Scores Lowest In Terminal 1

SAN Total 2007

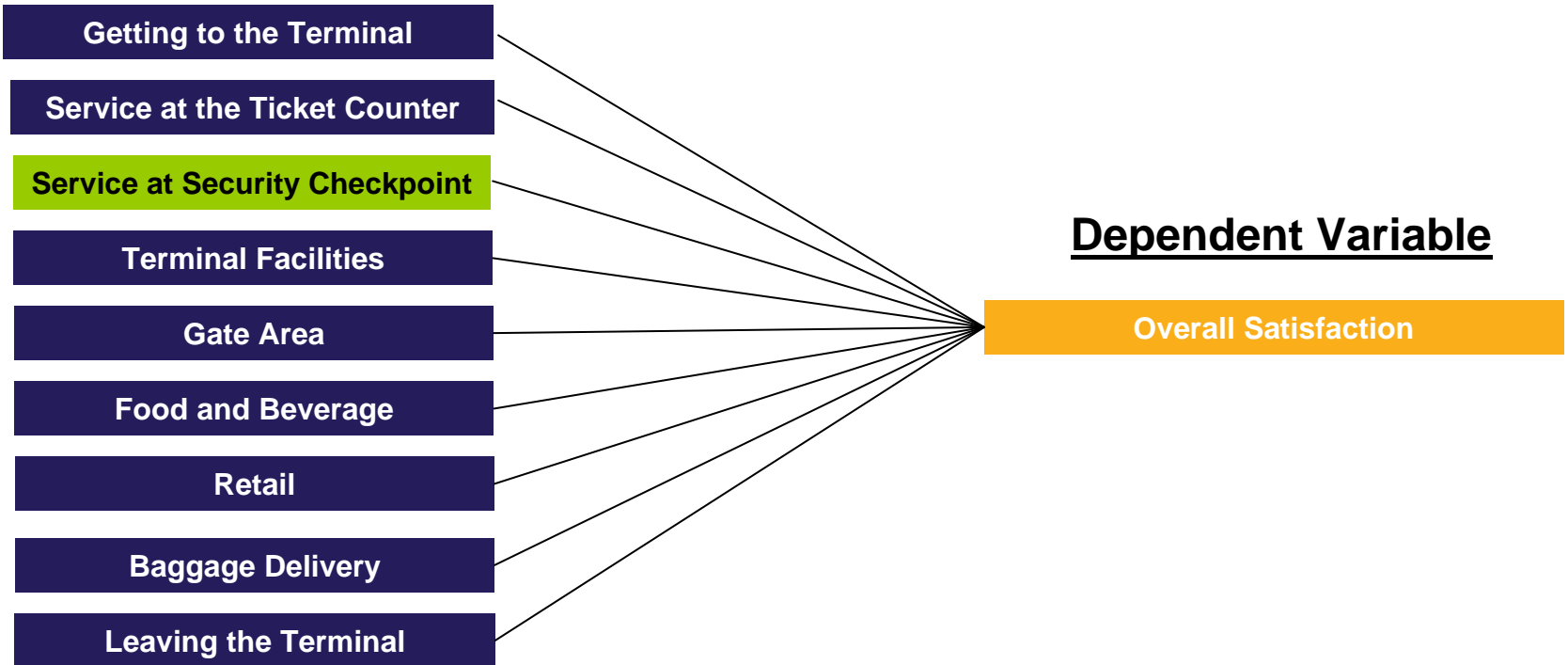
	SAN 2007	Terminal 1	Terminal 2	Commuter Terminal
Ease of Finding Check In Area	89%	89%	88%	95%
Courtesy/Helpfulness of Check in Staff	87%	85%	91%	86%
Time Required for Check In	81%	76%	87%	80%
Ease of Movement in Ticket Lobby	81%	76%	86%	84%
Cleanliness/Condition of Check In Area	73%	68%	79%	83%
Service at the Ticket Counter Overall	85%	81%	90%	87%

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Independent Variables



Terminal 1 Scores Lowest in “Security Check”

SAN Total 2007

	SAN	Terminal 1	Terminal 2	Commuter Terminal
Ease of Finding Security Check	96%	97%	94%	99%
Professionalism of Staff	86%	85%	87%	90%
Time Required	79%	74%	85%	92%
Process Makes Me Feel Safe	75%	74%	76%	77%
Cleanliness/Condition of Area	74%	71%	78%	82%
Comfort/Design of Area	69%	65%	74%	77%
Service at the Security Checkpoint Overall	82%	79%	85%	88%

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Percent responding Top Two Box, i.e., rating the airport a “4” or “5” on a five-point scale. Scale runs from 1 = “Very Dissatisfied” to 5 = “Very Satisfied”.



Perceived Security Wait Times at SAN Increase by One and a Half Minutes Versus A Year Ago

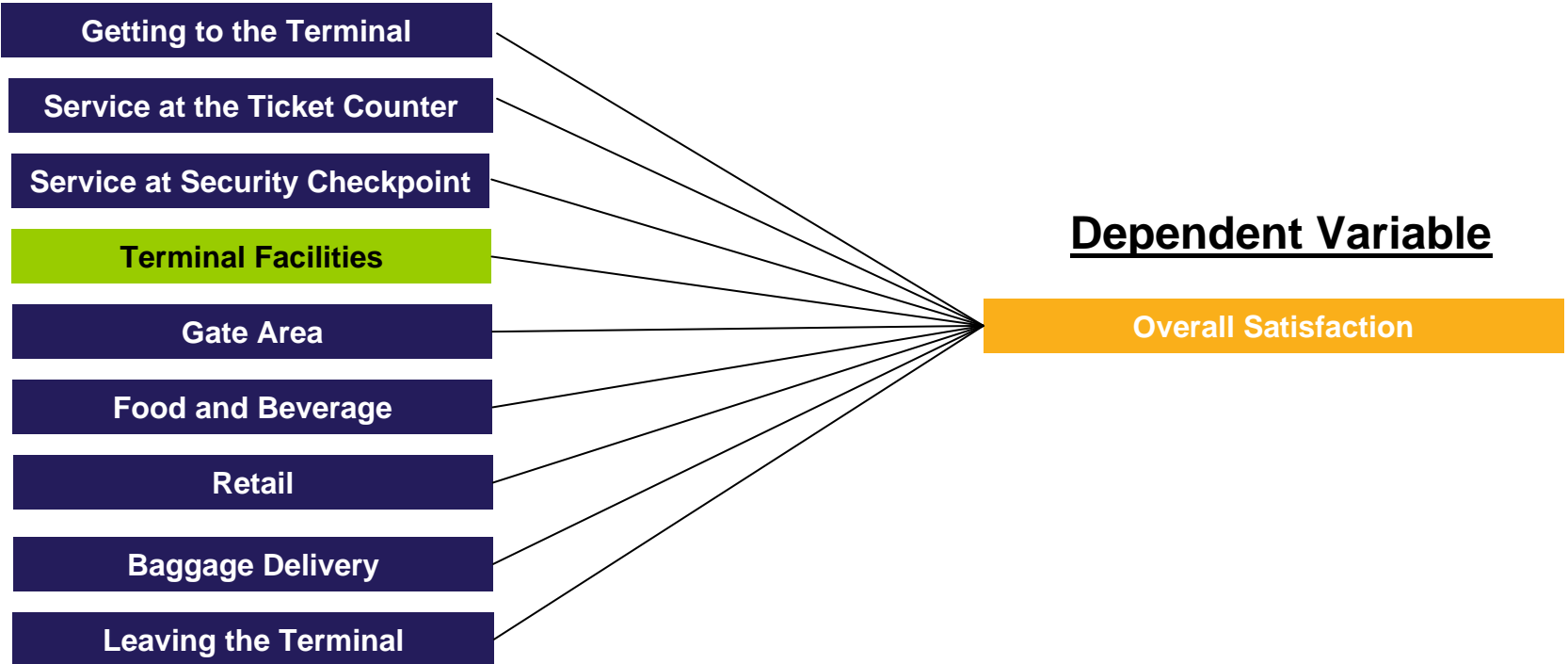
Minutes Waiting – 2006 Versus 2007 – SAN Total

	SAN 2006	SAN 2007
Less than 5 minutes	34%	24%
Five to 10 minutes	48%	50%
Eleven to 15 minutes	14%	16%
Sixteen to 20 minutes	3%	7%
Twenty one to 25 minutes	1%	1%
More than 25 minutes	*	2%
Mean Minutes	7.1	8.6

* <0.5%

Boxed numbers represent significant statistical differences from 2006 data at a 95% confidence interval. Green boxes indicate % is significantly higher and red boxes indicate % is significantly lower.

Independent Variables



Satisfaction with “Restrooms” in Terminal 1 Still Lag Behind Terminal 2 and the Commuter Terminal

SAN Total 2007

	SAN	Terminal 1	Terminal 2	Commuter Terminal
Courtesy/Helpfulness of Travelers Aid Staff	99%	98%	100%	97%
Personal Safety in Terminal	91%	90%	92%	93%
Distance from Check In to Gate	82%	83%	79%	100%
Availability of Flight Information Displays	79%	89%	65%	89%
Cleanliness/Condition of Terminal Building	76%	68%	85%	82%
Effectiveness of Signs in Terminal	75%	75%	75%	88%
Restroom Cleanliness/Condition	73%	63%	84%	81%
Terminal Facilities Overall	83%	80%	85%	91%

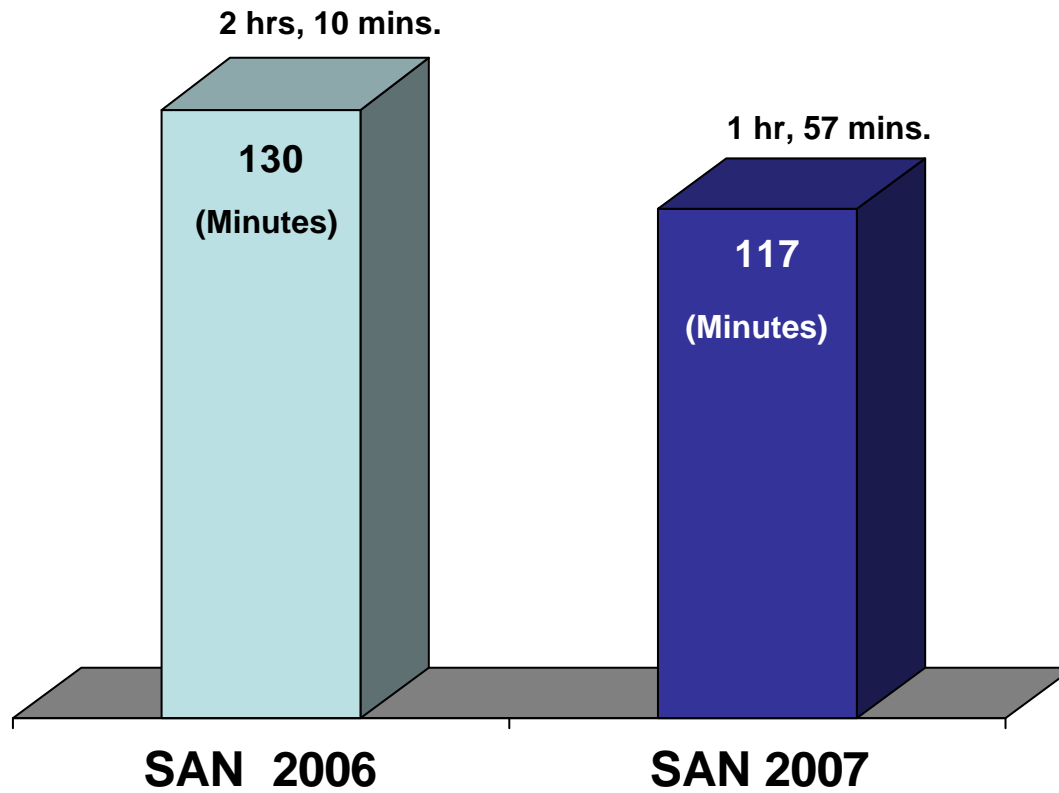
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Dwell Times at SAN Decrease by Thirteen Minutes in 2007

Minutes Arriving Before Scheduled Departure – 2006 Versus 2007 – SAN Total

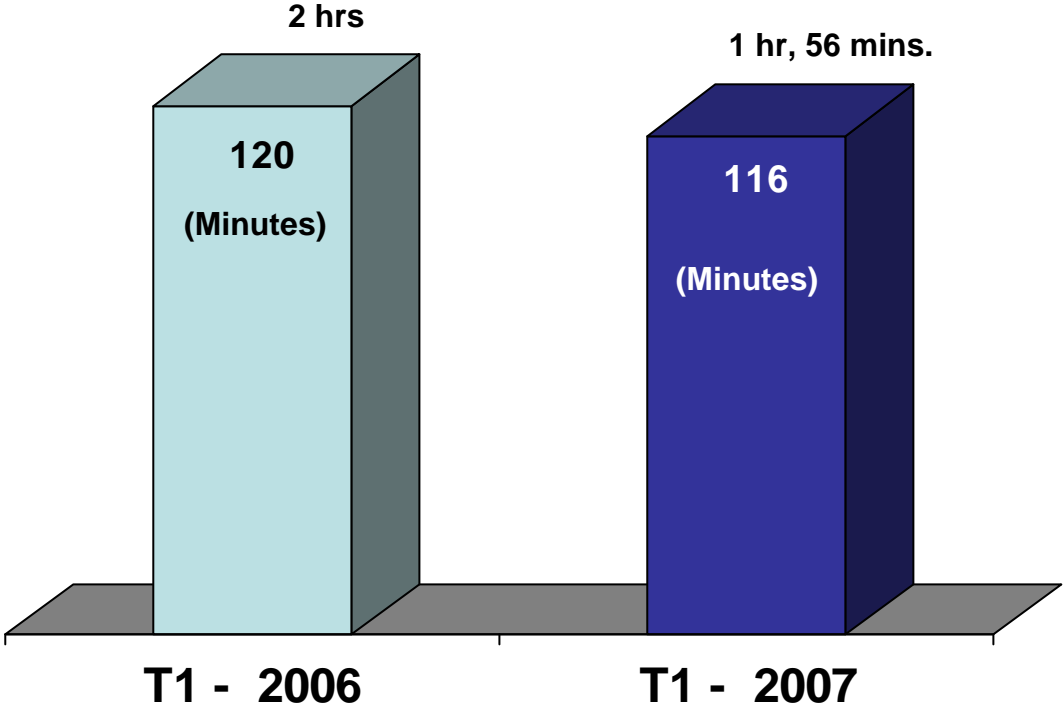
Average Dwell Times



Dwell Times – Terminal 1

Minutes Arriving Before Scheduled Departure – 2006 Versus 2007 – T1

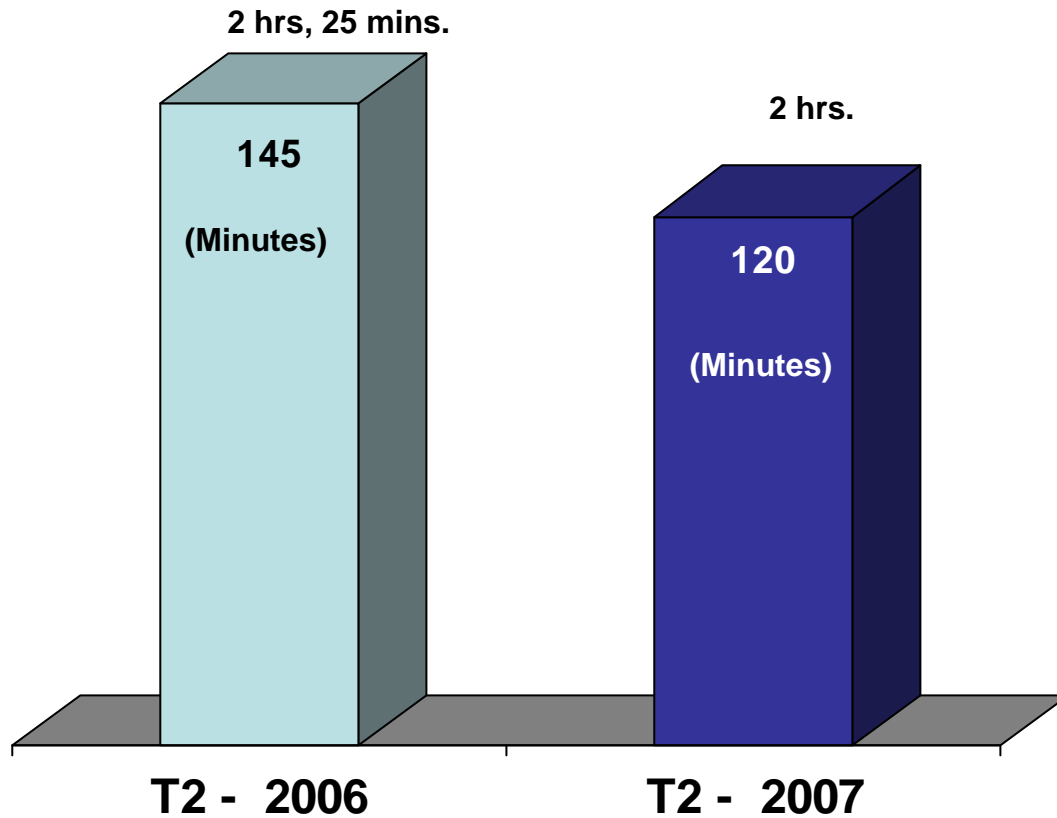
Average Dwell Times



Dwell Times - Terminal 2

Minutes Arriving Before Scheduled Departure – 2006 Versus 2007 – T2

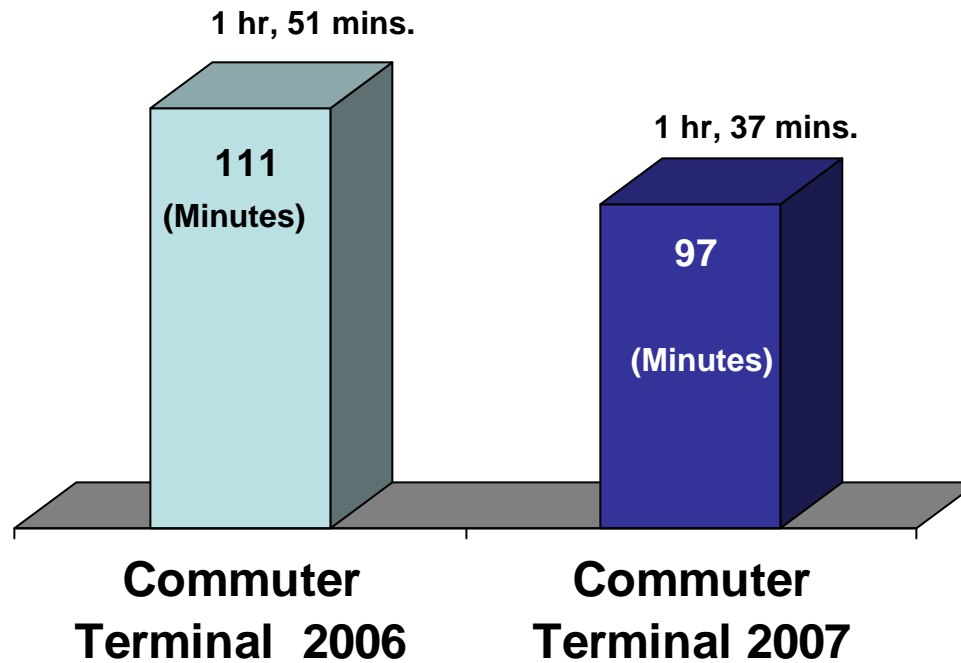
Average Dwell Times



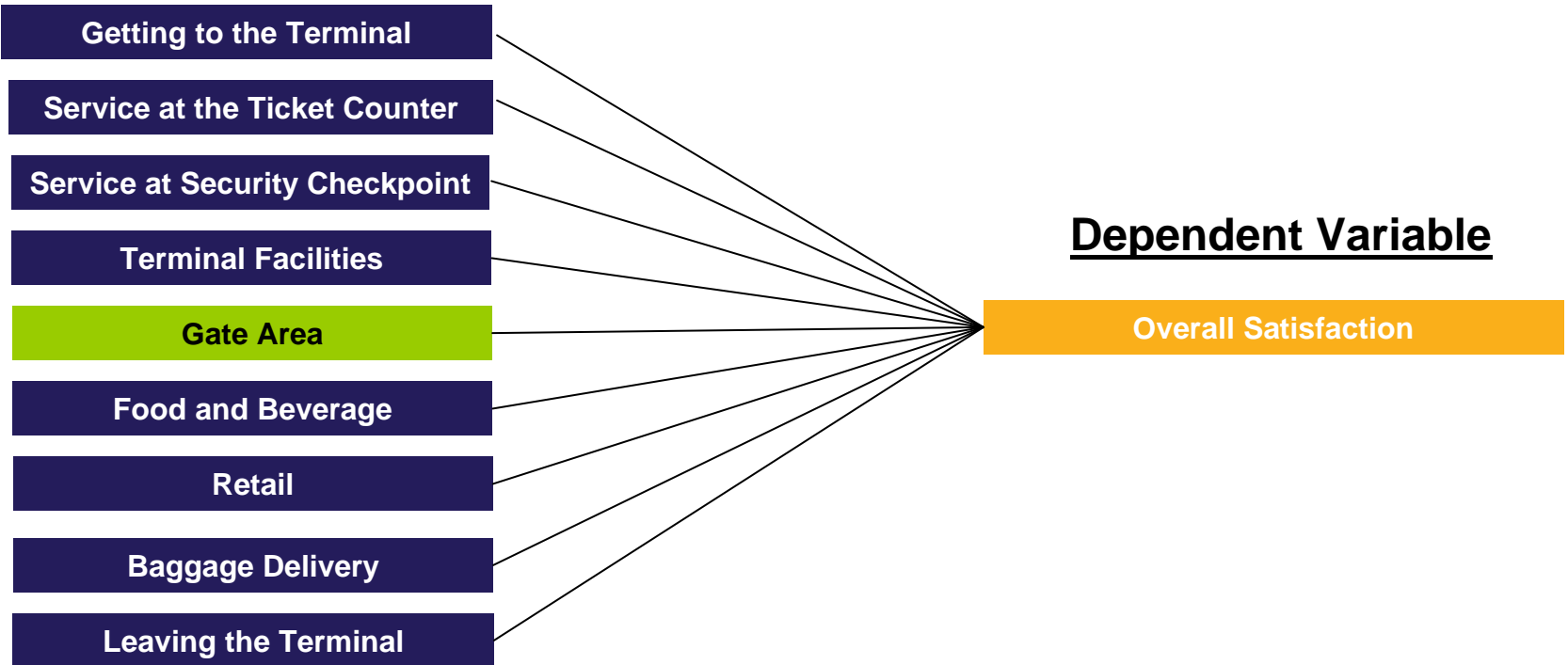
Dwell Times - Commuter Terminal

Minutes Arriving Before Scheduled Departure – 2006 Versus 2007 – Commuter Terminal

Average Dwell Times



Independent Variables



Terminal 1 Scores Lowest for “Gate Area Overall”

SAN Total 2007

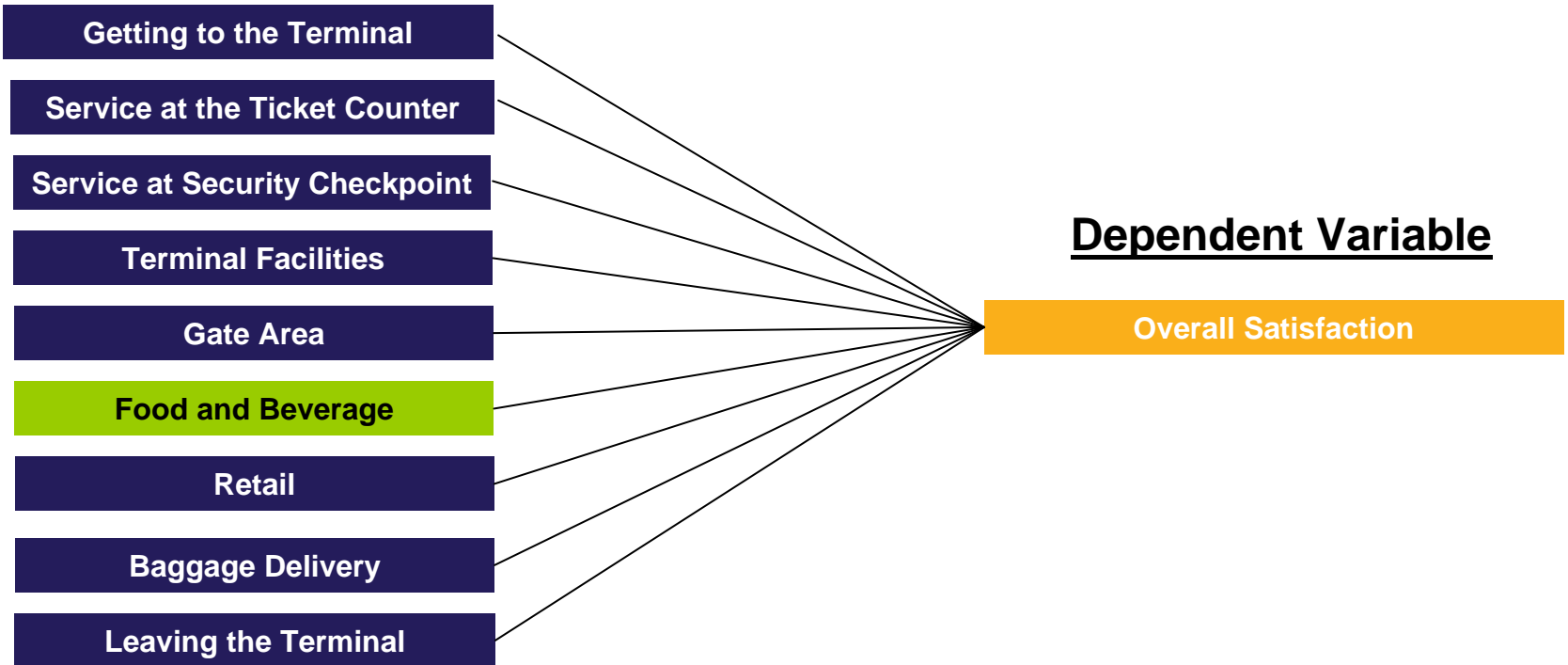
	SAN	Terminal 1	Terminal 2	Commuter Terminal
Courtesy of Airline Staff	93%	92%	94%	93%
Ease of Reaching Gates	88%	82%	96%	98%
Level of Comfort	81%	75%	88%	84%
Condition/Cleanliness of Gate Area	79%	70%	90%	88%
Concessions Near Gate	66%	63%	70%	61%
Gate Area Overall	85%	79%	92%	87%

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Percent responding Top Two Box, i.e., rating the airport a “4” or “5” on a five-point scale. Scale runs from 1 = “Very Dissatisfied” to 5 = “Very Satisfied”.



Independent Variables



Satisfaction with “Food and Beverage” Services Score Lowest in Terminal 1

SAN Total 2007

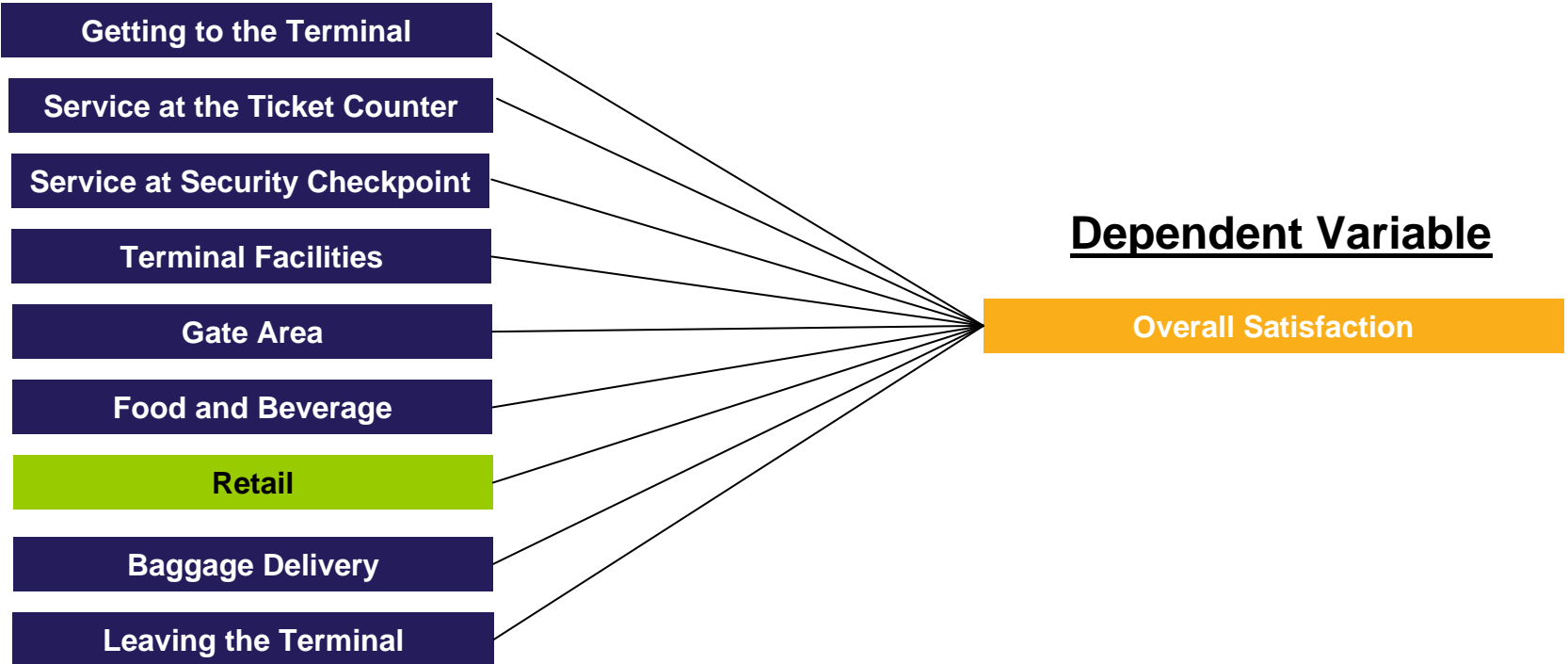
	SAN 2007	Terminal 1	Terminal 2	Commuter Terminal
Courtesy of Staff	83%	80%	87%	83%
Speed of Service	68%	67%	69%	75%
Availability BEFORE Security Check	66%	67%	65%	n/m
Cleanliness/Condition of Areas	65%	61%	70%	70%
Availability AFTER Security Check	63%	56%	73%	65%
Quality of Offerings	59%	52%	67%	60%
Variety of Offerings	50%	44%	58%	40%
Prices	22%	21%	24%	23%
Food and Beverage Overall	62%	57%	69%	63%

Throughout this report SAN data are weighted composites based on terminal traffic. Individual terminal data are unweighted.

Percent responding Top Two Box, i.e., rating the airport a “4” or “5” on a five-point scale. Scale runs from 1 = “Very Dissatisfied” to 5 = “Very Satisfied”.



Independent Variables



Terminal 2 Performs Best With Regards to “Retail Services”

SAN Total 2007

	SAN 2007	Terminal 1	Terminal 2	Commuter Terminal
Courtesy of Retail Staff	83%	81%	87%	82%
Cleanliness/Condition of Stores	78%	74%	84%	72%
Speed of Service	76%	74%	80%	76%
Availability BEFORE Security Check	72%	71%	71%	n/m
Availability AFTER Security Check	68%	60%	80%	59%
Quality of Merchandise	67%	64%	72%	56%
Variety of Stores Available	57%	54%	62%	41%
Price of Merchandise	36%	33%	39%	40%
Retail Services Overall	69%	66%	73%	61%

Throughout this report SAN data are weighted composites based on terminal traffic. Individual terminal data are unweighted.

Percent responding Top Two Box, i.e., rating the airport a “4” or “5” on a five-point scale. Scale runs from 1 = “Very Dissatisfied” to 5 = “Very Satisfied”.



SAN Baggage Survey

2007



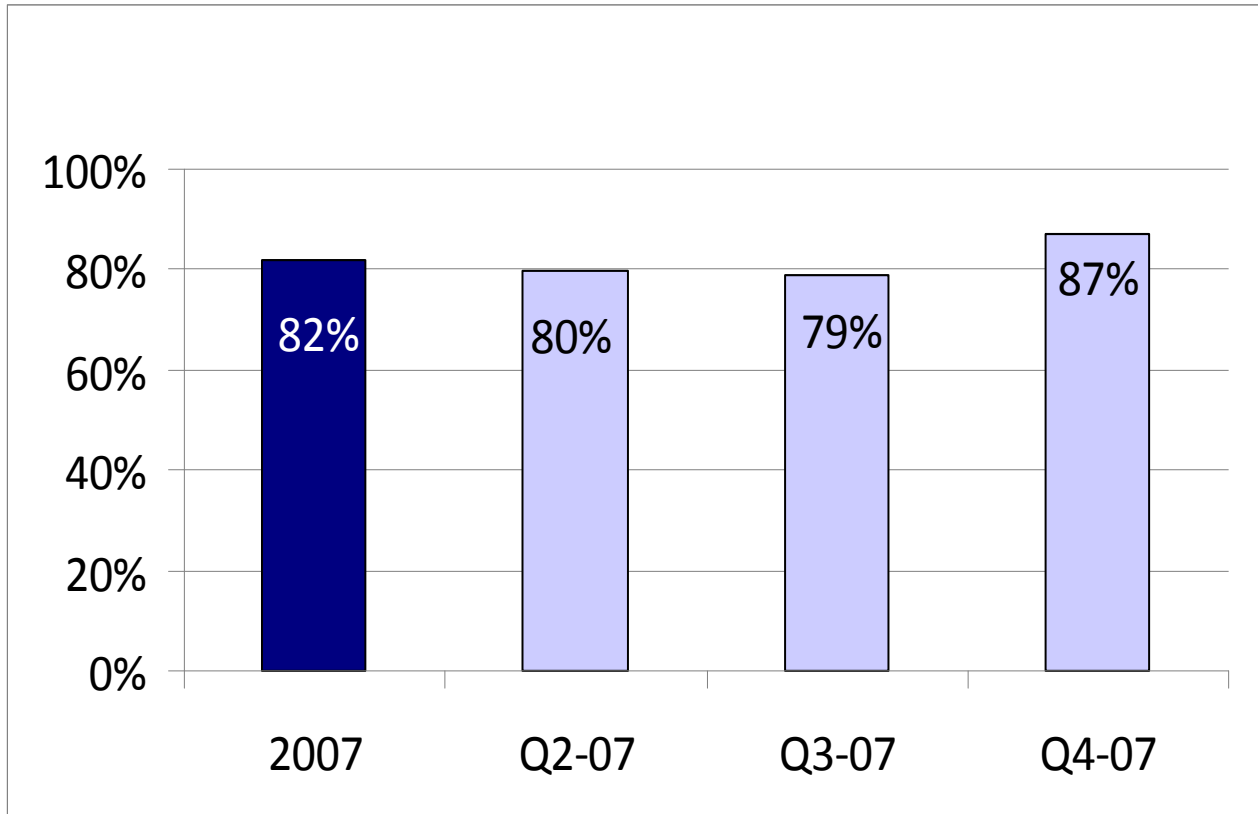
Methodology

- ➔ A total of 600 SAN passengers were interviewed in 2007 (200 passengers were interviewed each quarter starting in the second quarter). This yields a maximum error margin of +/- 4% for the year.
- ➔ Each interview was conducted “face-to-face” with a specific interviewer conducting every survey
- ➔ Arriving passengers were interviewed in the area of the baggage carousel
- ➔ All days of the week were covered as well as all the active dayparts of SAN
- ➔ A five-point scale was used where 1 is Very Dissatisfied and 5 is Very Satisfied



“Baggage Delivery Overall” Satisfaction Rating

Top Two Box Percentages – Total Year, Q2-07, Q3-07, Q4-07 Baggage Survey – SAN Total

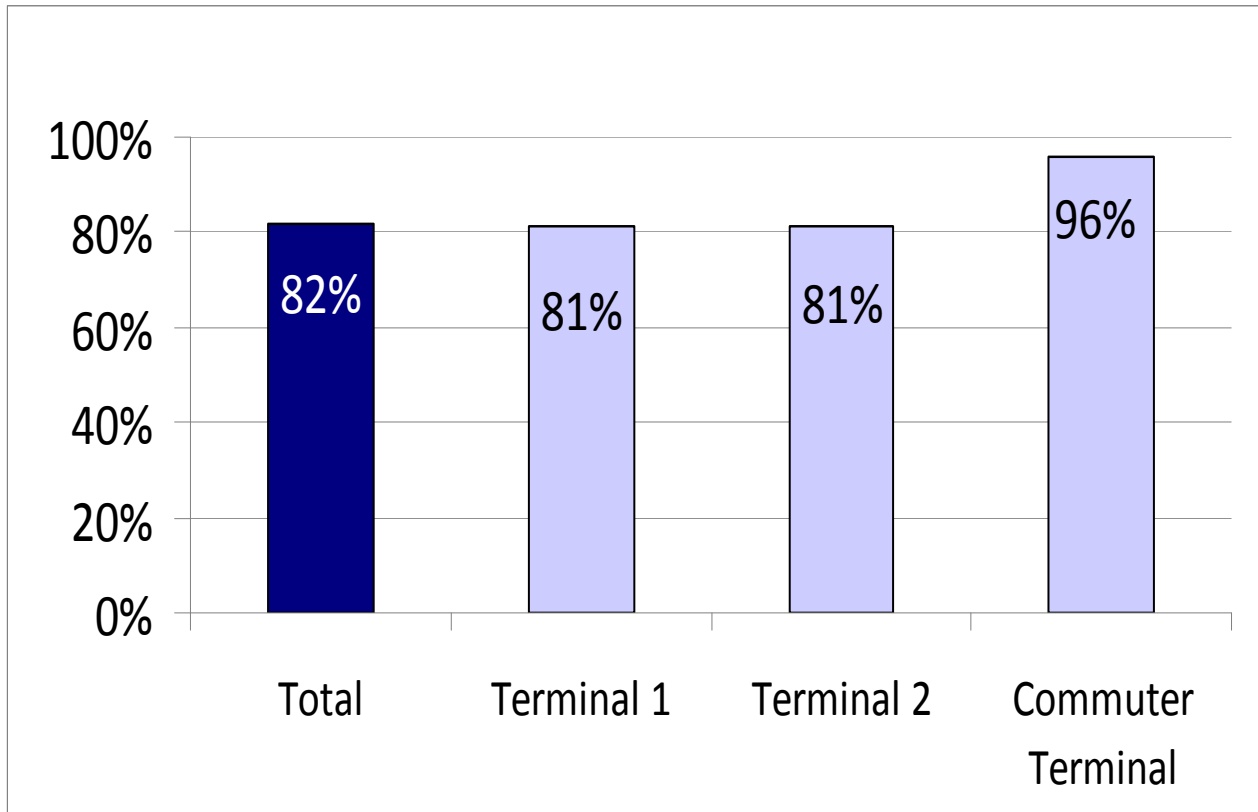


Percent responding Top Two Box, i.e., rating the airport a “4” or “5” on a five-point scale.



“Baggage Delivery Overall” Satisfaction Rating by Terminal

Top Two Box Percentages – Total Year Baggage Survey – SAN Total



Percent responding Top Two Box, i.e., rating the airport a “4” or “5” on a five-point scale.



Thank You!

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