



SAN DIEGO
INTERNATIONAL
AIRPORT

2008 Annual SAN Passenger Satisfaction Survey Results

Prepared by:
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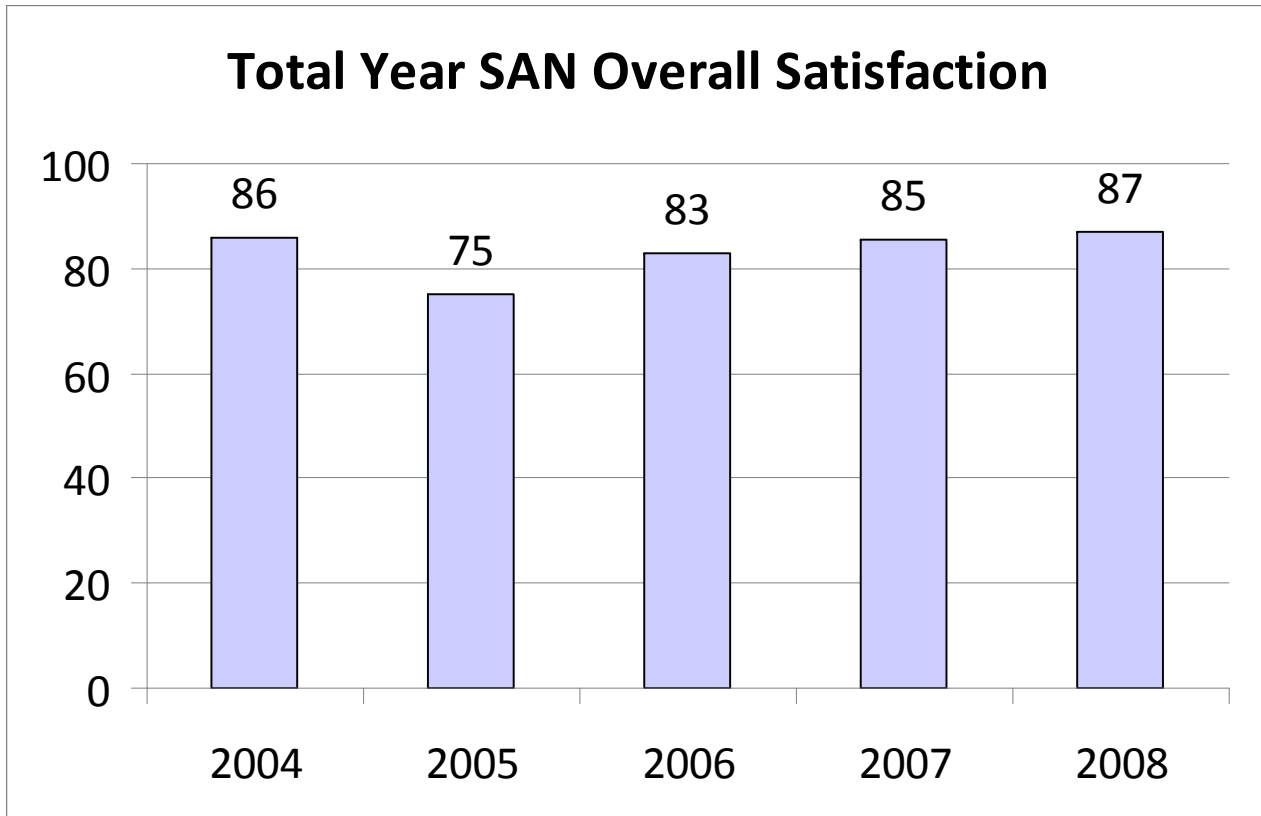
Colm Marmion
Customer Relations Coordinator



Methodology

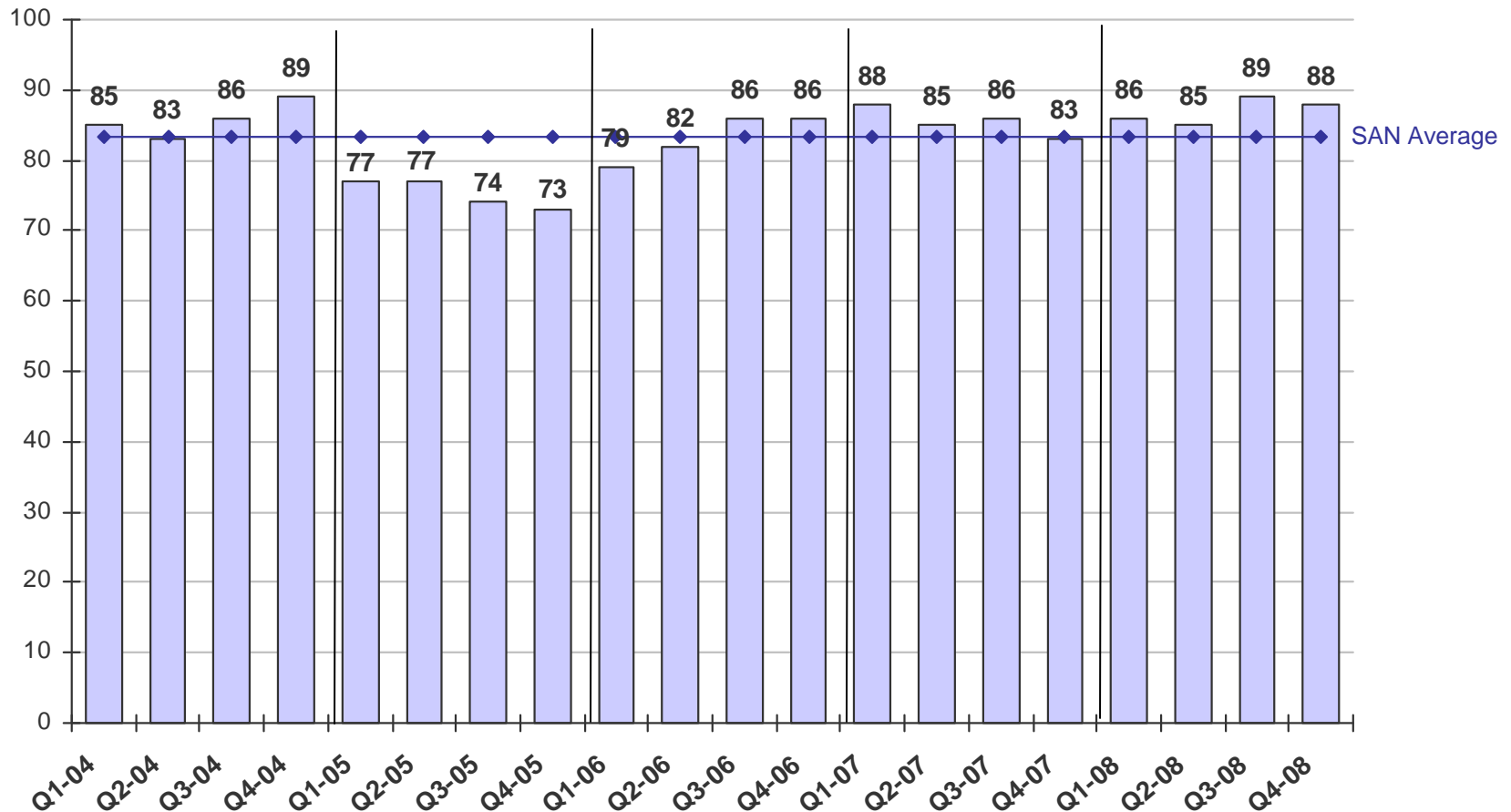
- ➔ A total of 800 SAN passengers were interviewed in 2008 providing a 95% confidence level with an error margin of $\pm 3.5\%$. Two hundred interviews were conducted every quarter.
- ➔ Each interview was conducted “face-to-face” with a specific interviewer conducting every survey.
- ➔ Only departing 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



Executive Summary

- ➔ Overall Satisfaction at SAN was above the five year SAN average (of 83.4%*) during all four quarters in 2008.



* The SAN average from 2004 – 2007 had been 82.4%

Overall Scores “Check-In Experience”, “Terminal Facilities” and “Leaving the Terminal” Increase Significantly

2004-2008 Total Year

	2004	2005	2006	2007	2008
Check-In Experience Overall	95%	82%	89%	85%	89%
Terminal Facilities Overall	82%	71%	78%	83%	87%
Service at the Security Checkpoint Overall	84%	79%	84%	82%	85%
Gate Area Overall	84%	83%	87%	85%	84%
Getting to the Terminal Overall	89%	77%	78%	77%	81%
Baggage Delivery Overall	67%	60%	72%	76%	80%
Leaving the Terminal Overall	82%	67%	70%	70%	75%
Retail Services Overall	60%	50%	66%	69%	69%
Food and Beverage Overall	57%	53%	61%	62%	67%
Overall Satisfaction with SAN	86%	75%	83%	85%	87%



Boxed numbers represent significant statistical differences from 2007 data at a 95% confidence interval. Green boxes indicate % is significantly higher and red boxes indicate % is significantly lower.

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”.

Perceived Security Wait Times by Terminal

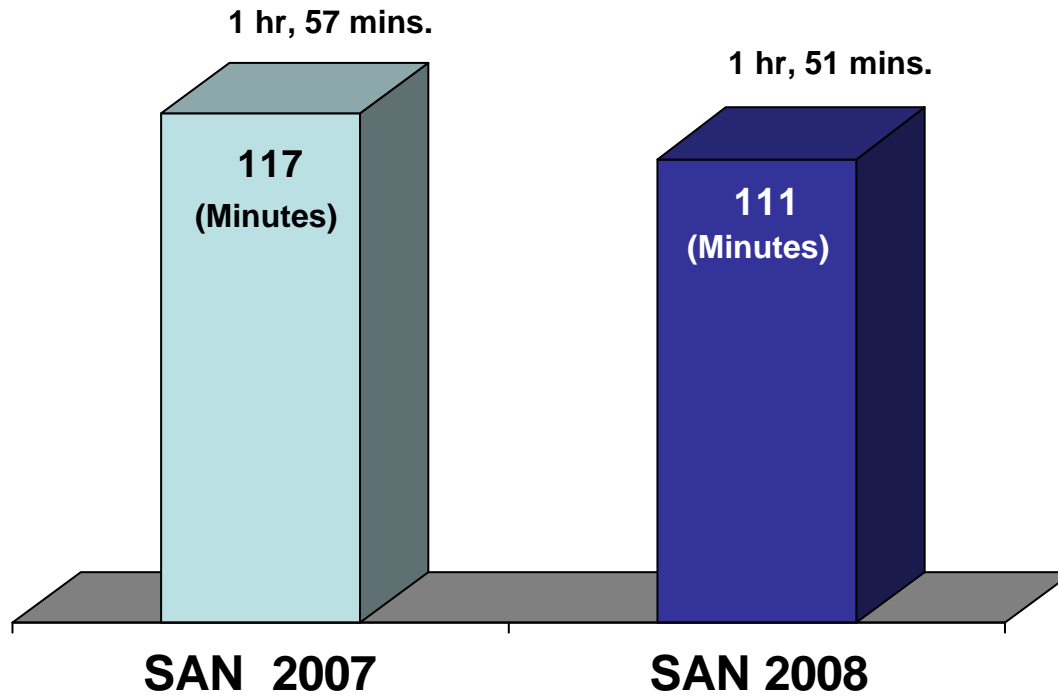
Minutes Waiting - 2008

	SAN	Terminal 1	Terminal 2	Commuter Terminal
Less than 5 minutes	27%	24%	29%	50%
Five to 10 minutes	45%	45%	45%	46%
Eleven to 15 minutes	17%	20%	15%	3%
Sixteen to 20 minutes	7%	7%	7%	1%
Twenty one to 25 minutes	3%	3%	3%	0%
More than 25 minutes	1%	1%	1%	0%
Mean Minutes	8.7	9.1	8.6	5.1

Dwell Times at SAN Decrease by Six Minutes in 2008

Minutes Arriving Before Scheduled Departure – 2007 Versus 2008 – SAN Total

Average Dwell Times



Demographics

	SAN	Terminal 1	Terminal 2	Commuter Terminal
Male	50%	48%	52%	52%
Female	50%	52%	48%	48%
Ethnic Group				
White, non-Hispanic	66%	63%	69%	64%
Hispanic	18	19	17	19
Asian-American	8	10	6	10
African-American	8	8	8	5
Other	*	*	*	2
Mean Age	39	39	39	38
Mean HH Income (M)	\$84.0	\$81.8	\$86.2	\$89.2
Median HH Income (M)	\$75.0	\$75.0	\$75.0	\$75.0

* <0.5%

Primary Purpose for Trip

What is the primary purpose of your trip today?

	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Leisure/Vacation/Visiting	52%	52%	57%	55%	53%
Business	48%	48%	43%	45%	47%

Did You Attend a Convention While In San Diego?

	SAN	Terminal 1	Terminal 2	Commuter Terminal
Q4-08 Yes	16%	15%	17%	26%
Q3-08 Yes	19%	12%	30%	10%
Q2-08 Yes	34%	42%	26%	25%
Q1-08 Yes	20%	14%	28%	23%
Q4-07 Yes	30%	37%	23%	23%

Base: Total answering visited San Diego

Did You Take a Cruise Ship as Part of This Trip to San Diego?

Quarter 4 2007 through Quarter 4 2008

	SAN
Q4-08 Yes	2%
Q3-08 Yes	0%
Q2-08 Yes	11%
Q1-08 Yes	17%
Q4-07 Yes	11%

Base: Total answering visited San Diego

Number of Roundtrips Through SAN

Annual Round trips – 2008 SAN Total

	SAN	Terminal 1	Terminal 2	Commuter Terminal
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
One	54	55	51	44
Two or Three	21	19	25	22
Four or Five	8	9	8	7
Six to Ten	8	8	9	15
Eleven or More	9	9	7	12
Mean Trips per Year	3.7	3.9	3.5	5.0

Checked Bags

SAN

Did you check any bags today? Yes... 68%

How many?

(None) (32%)

One 31%

Two 20%

Three 12%

Four 3%

Five or more 2%

Mean with zero 1.3 bags

Mean without zero 1.9 bags

SAN Baggage Survey

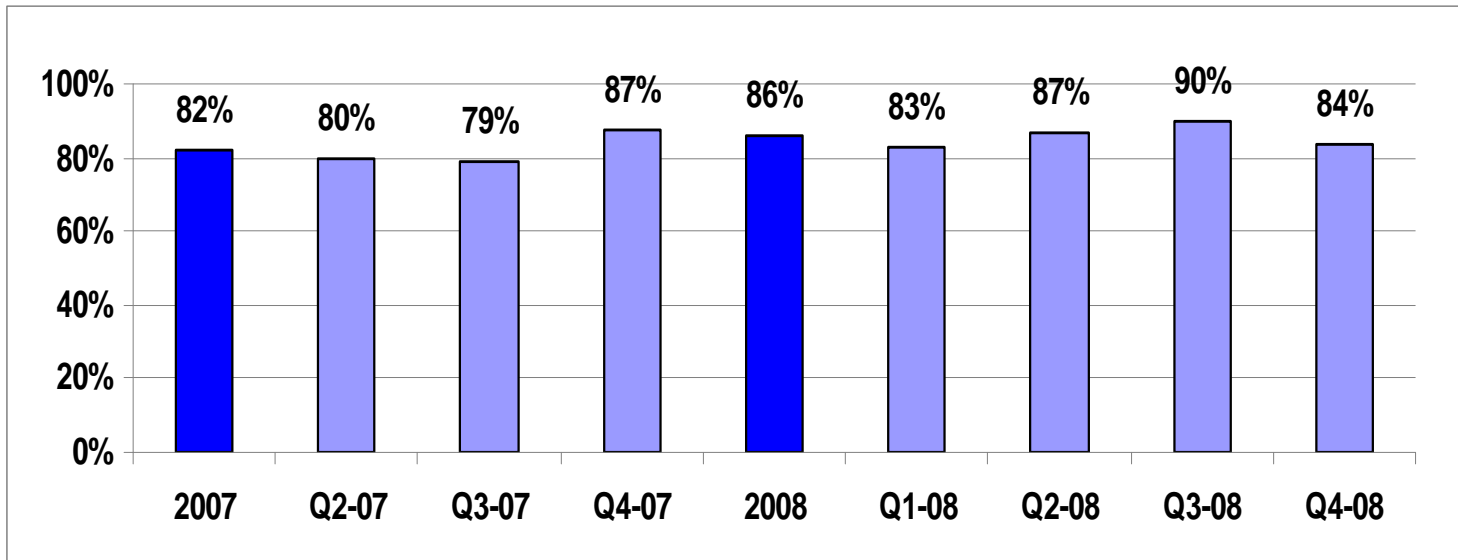
2008

Methodology

- ✈ A total of 600 SAN passengers were interviewed in 2007 (200 passengers were interviewed each quarter starting in the second quarter). A total of 800 SAN passengers were interviewed in 2008. This yields a maximum error margin of +/- 3.5% 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

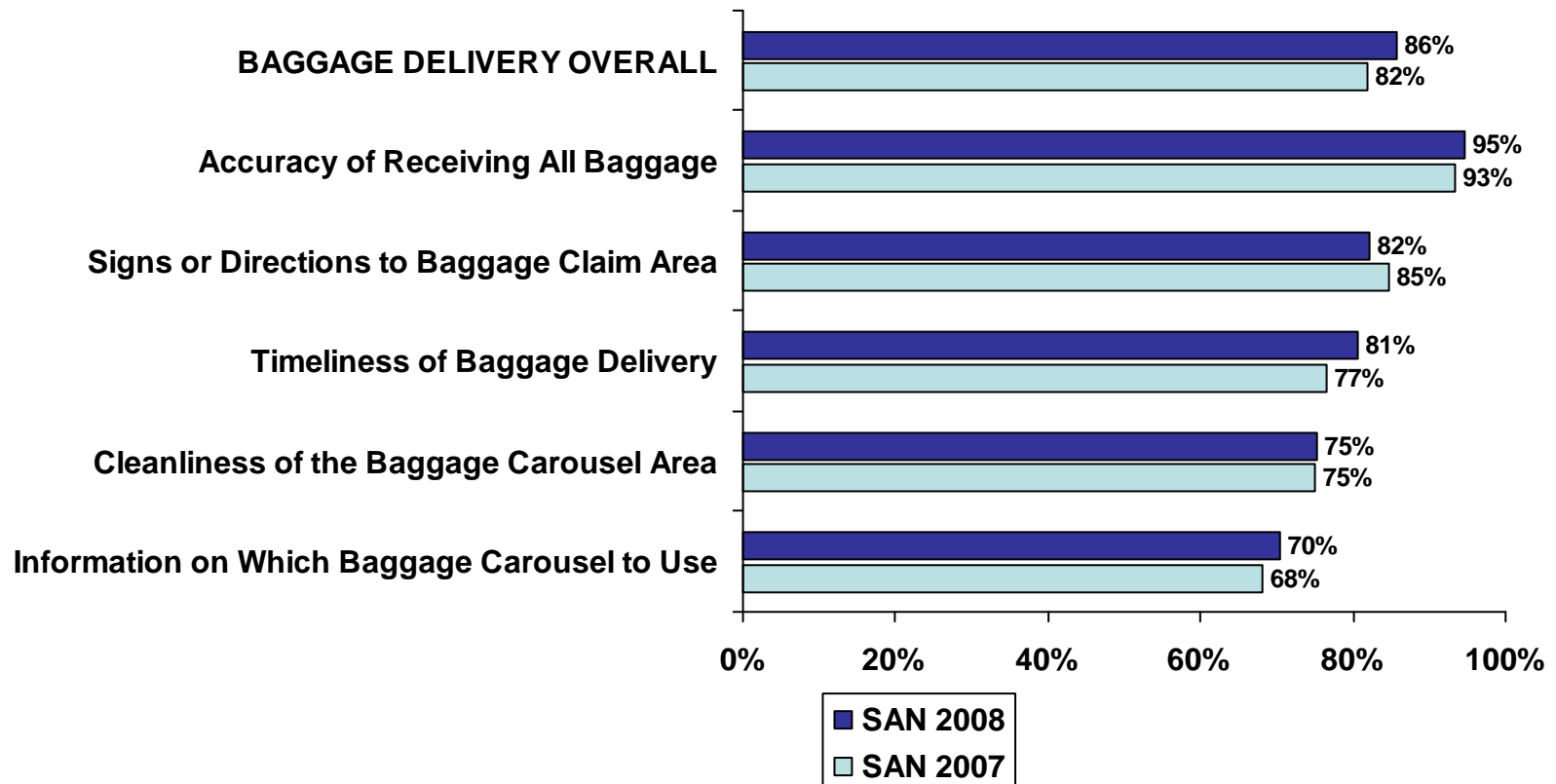
Top Two Box Percentages Baggage Survey – SAN Total



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

Satisfaction with “Baggage Delivery” Scores are Similar to 2007

Top Two Box Percentages – 2007 Versus 2008 Baggage Survey – SAN Total



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

SAN Baggage Survey-Annual 2008

	SAN	Terminal 1	Terminal 2	Commuter Terminal
Number of Bags Checked by Travel Party				
One	46%	47%	47%	47%
Two	28%	27%	28%	29%
Three	14%	15%	12%	13%
Four	6%	5%	6%	6%
Five or more	6%	6%	7%	5%
Mean # of Bags	2.0	2.0	2.0	1.9
Average Number of People in Travel Party	1.9	1.9	1.9	1.7



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Questions?

