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Introduction:

Hello, may I speak with _____? Hi, my name is _____ and I'm calling on behalf of BW Research, a public opinion research firm. We're conducting a survey concerning issues in your community and we would like to get your opinions. This should just take a few minutes of your time.

(If needed): This is a study about issues of importance in your community and developing planning priorities for the region – the results of the study will be used to help inform local and regional planners - it is a survey only and we are not selling anything.

(If needed): This survey should take approximately 10 minutes of your time.

(IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY: I'm sorry, but for statistical purposes this survey must only be completed by this particular individual.)

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!")

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**PLEASE NOTE TRADITIONAL ROUNDING RULES APPLIED
NOT ALL PERCENTAGES WILL EQUAL EXACTLY 100%**

SECTION 1 – Priorities and Comparisons for Regional Airports

1. To begin, I'd like to ask about a number of issues facing residents of the Bay Area. For each issue, please tell me if it is extremely important, very important, somewhat important, or not at all important to you personally.

[IF NEEDED REMIND RESPONDENT OF IMPORTANCE SCALE]

RANDOMIZE		Extremely <u>Important</u>	Very <u>Important</u>	Somewhat <u>Important</u>	Not at all <u>Important</u>	[Don't Read] <u>No Opinion</u>
A.	Preserving open space and natural habitats.....	34%	43%	18%	4%	1%
B.	Improving the Bay Area's commercial passenger airports to provide more flights with fewer delays	9%	24%	46%	20%	2%
C.	Limiting the noise and traffic congestion associated with airports in the region	9%	22%	44%	23%	2%
D.	Limiting greenhouse gas emissions that contribute to global warming	39%	38%	14%	8%	1%
E.	Protecting San Francisco Bay	38%	46%	13%	2%	1%
F.	Improving the region's air quality	35%	45%	17%	3%	0%
G.	Preventing local tax increases	20%	28%	35%	14%	3%
H.	Providing high speed rail that connects the Bay Area to Central Valley and Los Angeles.....	18%	30%	31%	19%	1%
I.	Improving water quality	35%	40%	17%	7%	1%

SECTION 2 – Airport Usage Profile

Next, I would like to ask you about your use of commercial passenger airports in the Bay Area. (IF NEEDED, The Bay Area includes the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma)

2. In the last 12 months, how many commercial passenger airline trips have you taken that began in the Bay Area? Please count each round-trip flight as one trip (IF NEEDED: This is regardless of the number of segments to the flight). [DO NOT READ RESPONSES]

17%	1 trip
27%	2 to 3 trips
12%	4 to 5 trips
9%	6 to 10 trips
3%	11 to 15 trips
2%	16 to 30 trips
1%	31 or more trips
29%	None, haven't taken commercial flight (SKIP TO Q8)
0%	DK/NA (SKIP TO Q8)

Questions 3 through 8 Only Asked of Those who Have Taken a Commercial Flight in the Last 12 Months (n=1,409)

3. Were the commercial passenger flights you took in the last 12 months primarily for business or for leisure, or was it an even balance between the two?

n=1,409

15%	Primarily business
64%	Primarily leisure
21%	Even balance between business and leisure air traveling
1%	(Don't Read) DK/NA

4. When you take a commercial passenger flight, which airport do you fly out of the most?

n=1,409

31%	Oakland International Airport [OAK]
20%	San Jose International Airport [SJC, Mineta San Jose Airport]
46%	San Francisco International Airport [SFO]
1%	Sacramento Airport
1%	Other (please specify _____)
2%	(Don't Read) DK/NA

5. Which airports, other than [TAKE RESPONSE FROM Q4], have you used in the past 12 months? [ALLOW MULTIPLE RESPONSES]

n=1,409

21%	Oakland International Airport [OAK]
12%	San Jose International Airport [SJC, Mineta San Jose Airport]
31%	San Francisco International Airport [SFO]
1%	Sacramento Airport
1%	Santa Rosa Airport
3%	Other (please specify _____)
40%	(Don't Read) None, no others
0%	(Don't Read) DK/NA

6. In the last 12 months, have you flown into any of the following Los Angeles area airports where Southern California was the destination of your trip? This would not include a "layover" or connection:

Los Angeles International/LAX;
Orange County/John Wayne;
Ontario;
Burbank; or
Long Beach?

n=1,409

19%	Yes, 1 time
13%	Yes, 2 to 3 times
3%	Yes, 4 to 5 times
2%	Yes, 6 to 10 times
1%	Yes, 11 to 15 times
1%	Yes, 16 to 30 times
62%	None, haven't flown into the Los Angeles area airports listed
0%	(Don't Read) DK/NA

7. Next I would like to know how satisfied or dissatisfied you are with the following characteristics of the Bay Area airport that you use the most. [READ SCALE AS NEEDED]

n=1,409

RANDOMIZE		Very Satisfied	Somewhat Satisfied	Neither Sat. or Diss.	Somewhat Dissat.	Very Dissatisfied	(DON'T READ) DK/NA
A.	Closeness to home.....	58%	26%	9%	5%	2%	1%
B.	Availability of parking.....	32%	24%	15%	7%	4%	17%
C.	Amount of congestion on roads getting to and from the Airport.	21%	34%	15%	16%	10%	4%
D.	Ability to use public transportation to get to the Airport.....	28%	21%	12%	11%	14%	15%
E.	Availability of flights to where you want to go.....	53%	33%	5%	6%	2%	1%
F.	Availability of low cost flights.....	21%	41%	10%	16%	10%	2%
G.	On-time performance of airline flights.....	39%	40%	7%	9%	4%	1%

SECTION 3 – Perception of Airports and Airport Solution

Questions 8 and 9 Asked of All Respondents (n=2,000)

Now I would like to get your opinion on what should be the regional priority for airports in the Bay Area.

8. I will read you the opinion of two residents who live in the Bay Area. These Bay Area residents disagree about the future of airports in the region. As I read their opinions, please tell me which one is closer to your own opinion.

RANDOMIZE ORDER

The first resident believes that we should expand airports to allow more flights which will keep air travel convenient and affordable and help our regional economy.

The second resident believes that we should **not** expand airports to allow more flights because it will increase noise, congestion and pollution and ultimately hurt our quality of life.

Whose opinion is closer to your own? [REREAD DESCRIPTIONS OF EACH PERSON IF RESPONDENT HESITATES OR IS NOT CLEAR ON THEIR CHOICES]

- 45% First resident [For airport expansion]
- 46% Second resident [Against airport expansion]
- 4% (DON'T READ) Neither
- 4% (DON'T READ) Combination
- 2% (DON'T READ) DK/NA

Given the current economy, overall demand for commercial passenger flights has stopped growing for now, but in the next 10 to 20 years, it is expected that the current airports in the Bay Area will not be able to handle the demand for air travel to and from the Bay Area.

9. Now I would like to ask you about different programs, strategies or facilities that are being considered to deal with the need for increased capacity for commercial passenger airline flights in the Bay Area.

Here's the (first/next) one: _____. (READ ITEM AND ASK:) Would you support or oppose this plan, or are you not sure at this point?

RANDOMIZE

	<u>Support</u>	<u>Not Sure</u>	<u>Oppose</u>	<u>(DON'T READ) Refused</u>
A. Expanding runways at San Francisco and Oakland airports to accommodate more flights-----	41%	43%	16%	1%
[IF Q9A=1 THEN ASK Q10 / IF Q9A=3 THEN ASK Q11 OTHERWISE GO TO NEXT ITEM]				
B. Adding airline service at existing, smaller regional airports in the Bay Area that do not currently have commercial passenger air service -----	33%	46%	20%	1%
[IF Q9B=1 THEN ASK Q12 / IF Q9B=3 THEN ASK Q13 OTHERWISE GO TO NEXT ITEM]				
C. Limiting flights to cities in California and having passengers use a high speed rail system to get to destinations in Central and Southern California -----	56%	26%	17%	1%
[IF Q9C=1 THEN ASK Q14 / IF Q9C=3 THEN ASK Q15 OTHERWISE GO TO NEXT ITEM]				
D. Limiting the number of flights during certain hours of the day and requiring airlines to use larger aircraft at the commercial passenger airports -----	26%	55%	18%	1%
[IF Q9D=1 THEN ASK Q16 / IF Q9D=3 THEN ASK Q17 OTHERWISE GO TO NEXT ITEM]				

Expanding runways at San Francisco and Oakland airports to accommodate more flights

Q10 Only Asked of those who Supported Expanding Runways in Q9a (n=819)

10. Would you still support expanding runways if you knew it would require filling in parts of the Bay?

- 54% Yes, I would still support expanding runways
- 23% Not Sure
- 23% No, I would not still support expanding runways if it required filling in parts of the Bay
- 1% (Don't Read) DK/NA

Q11 Only Asked of those who Opposed Expanding Runways in Q9a (n=314)

11. What is your biggest concern about expanding runways at San Francisco and Oakland airports to accommodate more flights? [DO NOT READ RESPONSES, NOTE FIRST TWO RESPONSES – THIS IS AN OPEN ENDED QUESTION]

- 24% Pollution generated from airport
- 19% Filling in parts of the Bay
- 18% Increase in congestion, traffic, more people
- 15% Do not need to expand runway
- 12% Noise from more aircraft operations
- 12% Effects on marine life in the Bay
- 11% Financial concern, cost of expansion too high, impact on taxpayers
- 10% Effects on water quality in the Bay
- 3% Need to expand alternative forms of public transit
- 2% Safety concern
- 2% I don't use those airports/ would rather see it at other airports
- 1% Would take away land for housing
- 2% Other (please specify_____)
- 4% DK/NA

Adding airline service at existing, smaller regional airports in the Bay Area that do not currently have commercial passenger air service

Q12 Only Asked of those who Supported Adding Service at Regional Airports at Q9b (n=654)

12. Would you still support adding airline service if you knew the service would be added to airports such as Santa Rosa, Napa, Concord, Livermore, Travis Air Force Base in Fairfield or Moffett Federal Airfield in Mountain View?

- 83% Yes, I would still support adding airline service
- 10% Not Sure
- 5% No, I would not still support adding airline service knowing the airports that could have commercial service added
- 2% (Don't Read) DK/NA

Q13 Only Asked of those who Opposed Adding Service at Regional Airports at Q9b (n=405)

13. What is your biggest concern about adding airline service at existing, smaller regional airports in the Bay Area that do not currently have commercial passenger air service? [DO NOT READ RESPONSES, NOTE FIRST TWO RESPONSES – THIS IS AN OPEN ENDED QUESTION]

- 38% Increase in congestion, traffic, more people in vicinity
- 20% Noise from more aircraft operations
- 17% Pollution generated from airport
- 16% Not necessary/ not needed
- 7% Smaller airports' infrastructure unable to handle additional services
- 7% Financial concern/ would cost too much
- 5% New airports would be too close to home
- 4% Safety concerns, smaller airports not as safe
- 3% Not enough land/ would have to eliminate homes
- 2% Flight delays/ fewer flights
- 1% Would rather put money toward other priorities/ invest in high speed rail
- 1% New airports would not be close enough
- 1% Expand the main airports
- 1% Would eliminate open space/ views of skyline
- 1% Would be inconvenient
- 2% Other (please specify _____)
- 6% DK/NA

Limiting flights to cities in California and having passengers use a high speed rail system to get to destinations in Central and Southern California

Q14 Only Asked of those who Supported Limiting Flights and Using High Speed Rail at Q9c (n=1,115)

14. Would you still support limiting flights to cities in California and have passengers use High Speed Rail, if you knew that High Speed Rail would cost about the same as air travel but would take 2 and a half hours to get to Southern California?

- 79% Yes, I would still support limiting flights in California and having passengers use High Speed Rail
- 12% Not Sure
- 8% No, I would not still support limiting flights in California and having passenger use High Speed rail if it took 2 and half hours to get to Southern California and cost the same as air travel
- 1% (Don't Read) DK/NA

Q15 Only Asked of those who Opposed Limiting Flights and Using High Speed Rail at Q9c (n=338)

15. What is your biggest concern about limiting flights to cities in California and having passengers use a high speed rail system to get to destinations in Central and Southern California? [DO NOT READ RESPONSES, NOTE FIRST TWO RESPONSES – THIS IS AN OPEN ENDED QUESTION]

- 37% Cost to taxpayers/state too high
- 15% It would take too long to get to other destinations
- 12% Do not want transportation choices regulated nor mandated
- 11% Do not need High Speed Rail
- 8% More convenient to fly/rail inconvenient
- 7% Decreased number of available flights
- 7% Do not like High Speed Rail
- 3% Don't think High Speed Rail will actually happen/ be built
- 2% Increase in congestion, traffic, more people
- 1% Pollution generated from High Speed Rail
- 1% Should have both flights and High Speed Rail
- 1% Should fix freeways first
- 1% Safety concern
- 3% Other (please specify_____)
- 5% DK/NA

Limiting the number of flights during certain hours of the day and requiring airlines to use larger aircraft at the commercial passenger airports

Q16 Only Asked of those who Supported Limiting Flights and Requiring Airlines to Use Larger Aircraft at Q9d (n=513)

16. Would you still support limiting flights at certain hours of the day if you knew it would be harder to find flights at the times you wanted and increased the cost of flying?

- 41% Yes, I would still support limiting flights at certain hours of the day
- 20% Not Sure
- 38% No, I would not still support limiting flights at certain hours of the day if it limited my ability to find the flights I needed and increased the cost of flying
- 2% (Don't Read) DK/NA

Q17 Only Asked of those who Opposed Limiting Flights and Requiring Airlines to Use Larger Aircraft at Q9d (n=369)

17. What is your biggest concern about limiting the number of flights during certain hours of the day and requiring airlines to use larger aircraft at the commercial passenger airports? [DO NOT READ RESPONSES, NOTE FIRST TWO RESPONSES – THIS IS AN OPEN ENDED QUESTION]

- 37% Decreased number of flights available
- 13% Don't like pollution/noise from bigger planes
- 11% Do not agree with government regulation of airlines
- 10% Increased cost of flying
- 9% Larger aircrafts not safe
- 8% Do not need larger aircraft
- 7% Increase in congestion, traffic, people
- 2% Do not like larger aircrafts
- 1% Airlines are already struggling/ this would reduce profitability
- 1% More fuel would be needed for larger aircraft
- 1% Airlines may stop offering service in Bay Area if larger aircraft required
- 1% Don't think it will work
- 2% Other (please specify_____)
- 10% DK/NA

Q18 Percentages Based on all 2,000 Respondents

18. Which of the strategies (FROM Q10, Q12, Q14, Q16 – SEE PROGRAMMING BELOW) should be the highest priority?

INSERT Q9A IF Q10=1, Q9B IF Q12=1, Q9C IF Q14=1, Q9D IF Q16=1. IF ONLY ONE SUPPORTED FROM Q10, Q12, Q14, OR Q16, DO NOT ASK AND INSTEAD AUTO CODE.

IF NO SUPPORT IN Q10, Q12, Q14, OR Q16 (NONE EQUAL 1), THEN PIPE IN Q9A IF Q9A=1, Q9B IF Q9B=1, Q9C IF Q9C=1, Q9D IF Q9D=1. IF ONLY ONE SUPPORTED FROM Q9A-D, DO NOT ASK AND INSTEAD AUTO CODE.

- 16% Expanding runways at San Francisco and Oakland airports to accommodate more flights (Q9a)
- 17% Adding airline service at existing, smaller regional airports that do not currently have commercial service (Q9b)
- 42% Limiting flights to cities in California and having passengers use a high speed rail system (Q9c)
- 7% Limiting the number of flights during certain hours of the day and requiring airline to use larger aircraft (Q9d)
- 3% (Don't Read) DK/NA
- 15% None, did not support any of the strategies in Q9a-d

SECTION 4 – Demographics

Now I have just a few final questions for statistical purposes only.

A. Do you regularly commute to work or school?

- 64% Yes (GO TO QB)
- 35% No (SKIP TO QC)
- 1% (Don't Read) DK/NA (SKIP TO QC)

Demographic B Only Asked of those who Regularly Commute (n=1,287)

B. How do you normally get to work or school? (IF HESITATE, READ – MULTIPLE RESPONSES OK):

- 71% Drive alone
- 16% Carpool/vanpool
- 13% BART
- 12% Bus
- 7% Bike
- 6% Walk
- 3% Cal Train
- 2% Train/ Light rail (VTA, MUNI, ACE)
- 1% Motorcycle
- 1% Ferry
- 1% Shuttle (employer, BART station)
- 1% Other (Specify____)
- 0% (Don't Read) DK/NA

C. How many children under the age of 18 live in your household?

- 15% One
- 14% Two
- 5% Three or more
- 66% None
- 1% (Don't Read) Refused

D. What ethnic group do you consider yourself a part of or feel closest to?

- 9% Latino(a) or Hispanic
- 14% Asian
- 5% African American or Black
- 1% Pacific Islander
- 63% White
- 4% Other (Specify____)
- 5% (Don't Read) Refused

E. Do you currently rent or own your home?

31%	Rent
65%	Own
4%	(Don't Read) DK/NA

F. Lastly, I am going to read some income categories. Please stop me when I reach the category that best describes your total household income before taxes.

9%	Under \$25,000
14%	\$25,000 to \$49,999
15%	\$50,000 to \$74,999
14%	\$75,000 to \$99,999
16%	\$100,000 to \$149,999
17%	\$150,000 or more
16%	(Don't Read) DK/NA

**Those are all of the questions I have for you.
Thank you very much for participating!**

G. Gender (Recorded from voice, not asked):

45%	Male
55%	Female

H. Interview Language:

98%	English
1%	Spanish
2%	Cantonese

INFORMATION FROM VOTER SAMPLE (NOT ASKED)

I. Age

17%	18 to 29 years old
17%	30 to 39 years old
19%	40 to 49 years old
28%	50 to 64 years old
18%	65 years or older
1%	Not coded

J. Individual Party Type

53%	Democrat
19%	Republican
4%	Other
24%	DTS

K. Household Party Type

29%	Democrat (1)
15%	Democrat (2+)
7%	Republican (1)
7%	Republican (2+)
16%	Other (1)
5%	Other (2+)
20%	Mixed

L. Voter Propensity

34%	High
21%	Medium
45%	Low

M. Likely Vote by Mail (Absentee)

55%	Yes
45%	No

N. County

22%	Alameda
14%	Contra Costa
4%	Marin
2%	Napa
13%	San Francisco
11%	San Mateo
22%	Santa Clara
5%	Solano
7%	Sonoma

O. Survey Type

90%	Phone
11%	Web