

Goodwin Simon Strategic Research

BOB HOPE AIRPORT COMMUNITY OPINION SURVEY

Conducted for

The Airport Land Use Working Group

**Comprised of Staff of the Bob Hope Airport and
the City of Burbank**



Methodology

- Telephone survey conducted between February 11 and 19, 2012 with randomly selected registered voters.
- 598 interviews with voters in Burbank
- 204 interviews with voters in Glendale
- 199 interviews with voters in Pasadena
- 110 interviews with voters in Los Angeles within 1.5 miles of the Airport.
- Interviews conducted in English, Spanish, and Armenian.
- Questionnaire prepared by Goodwin Simon Strategic Research and reviewed and approved by the Airport Land Use Working Group.
- Questions based in part on focus groups and one-on-one interview findings.



Methodology

This presentation shows results for Burbank voters. Also available are results for:

- The entire study area,
- For Glendale only,
- For Pasadena only, and
- For voters in Los Angeles and Burbank living within 1.5 miles of the Bob Hope Airport.

Results for Glendale and Pasadena voters will be presented separately to those cities. Results are similar across all three cities.



Overview of Findings



Key Findings

1. Burbank voters express very positive feelings about the quality of life in their city; having the Bob Hope Airport in Burbank contributes to their sense of pride and satisfaction with the city.
2. Most voters in Burbank express very positive feelings about the Bob Hope Airport.
3. Most voters in Burbank and across the study area are very familiar with the airport.
4. Airport noise and traffic not seen as major concerns by most voters in Burbank.
5. Relatively few voters are aware of any need to replace the existing terminal.



More Findings

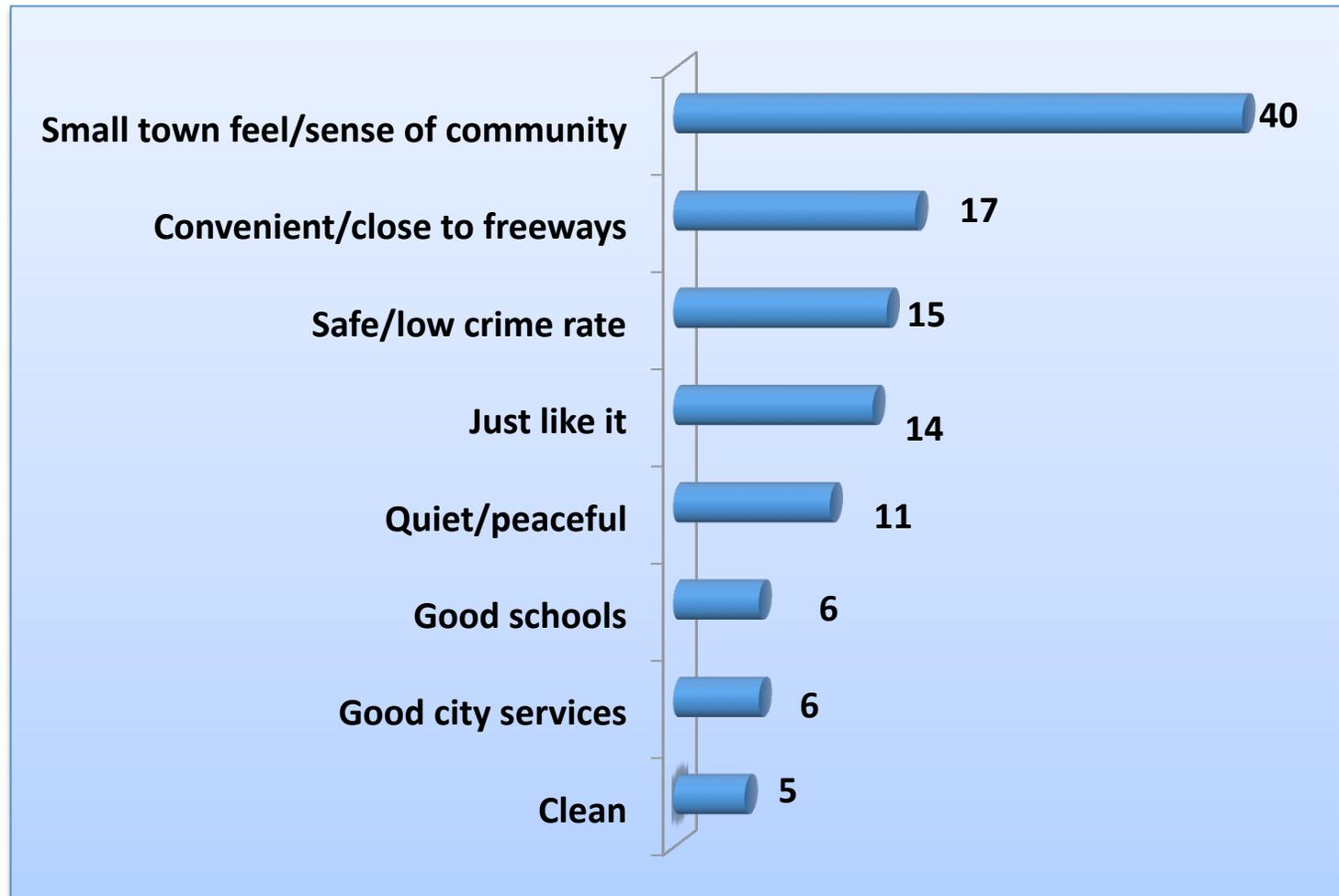
6. Absent awareness of safety issues potentially affecting the current terminal, support divides fairly evenly on the option of a new terminal.
7. When voters learn more about the need for a replacement terminal, support grows significantly.
8. Voters express concern about whether a new terminal will retain the ease and convenience of the current terminal, whether it will lead to more flights, and who will pay for a replacement terminal.

Attitudes About Life In Burbank





What Do You Like Best About Life in Burbank?





What Do You Like Best About Life in Burbank?

Small town feel

Everything you want in a big town, but in a small town
Small town atmosphere
Family friendly
Small community feel and very family oriented

Convenient/Close to freeways

Close to everything but secluded
It's the center of many areas
Convenience of being in a small town but close to L.A.

Safe/Low crime rate

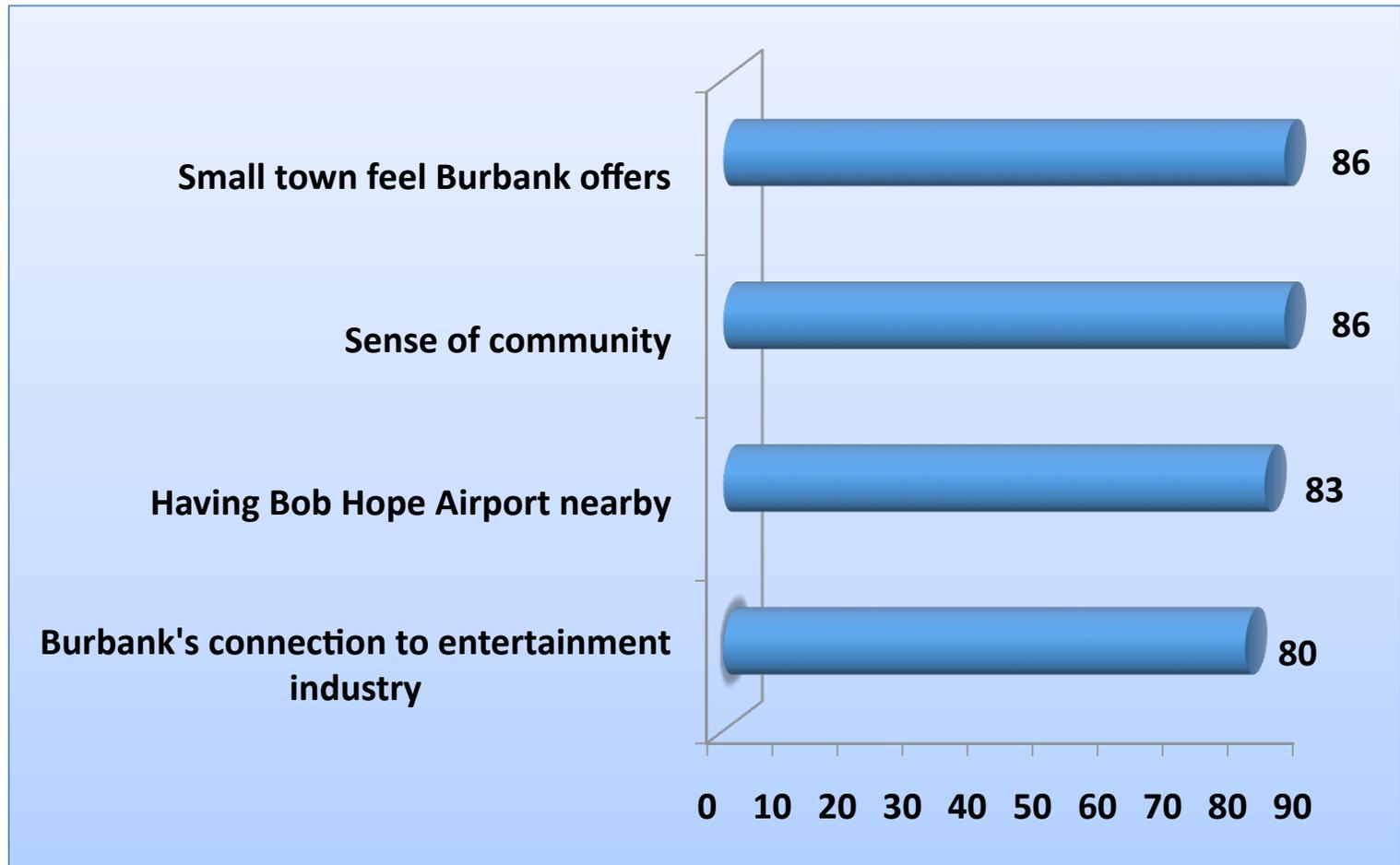
It's a safe city and everyone knows everyone
Safe and clean
Police response rate is good

Just like it

I love everything about Burbank
Beautiful city with friendly people
Great place to be



Do You Like Each Aspect of Life in Burbank?

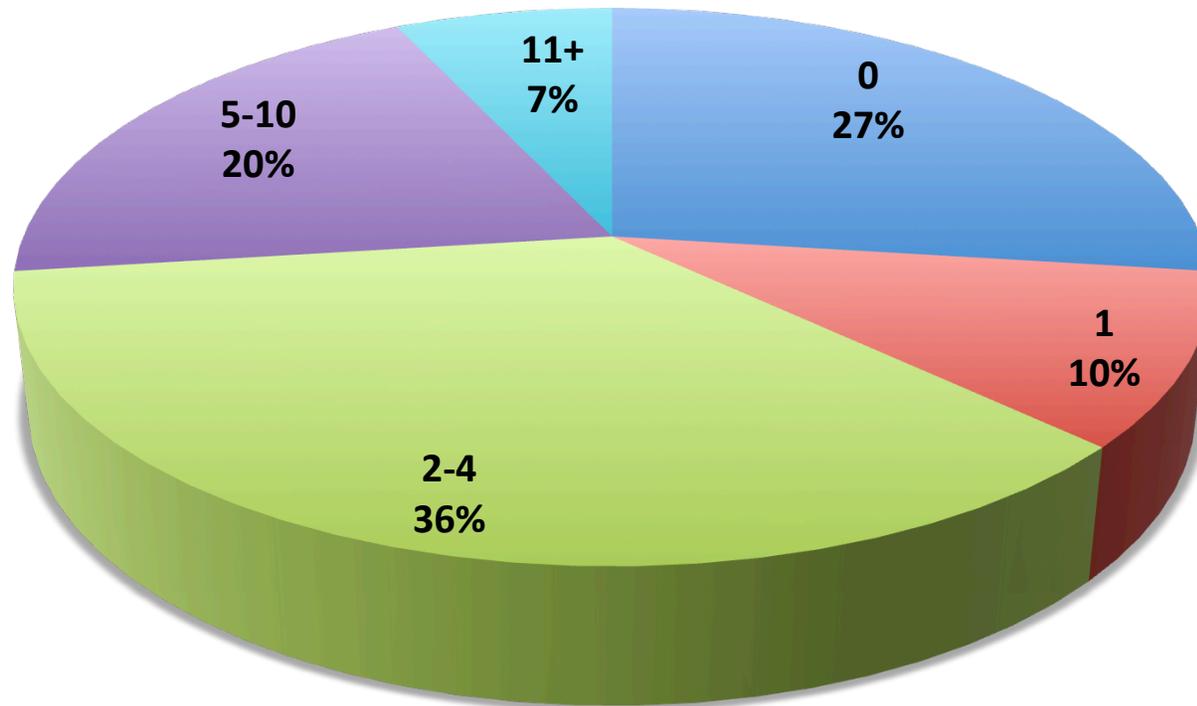




Familiarity with the Bob Hope Airport



Visits to the Bob Hope Airport in 2011

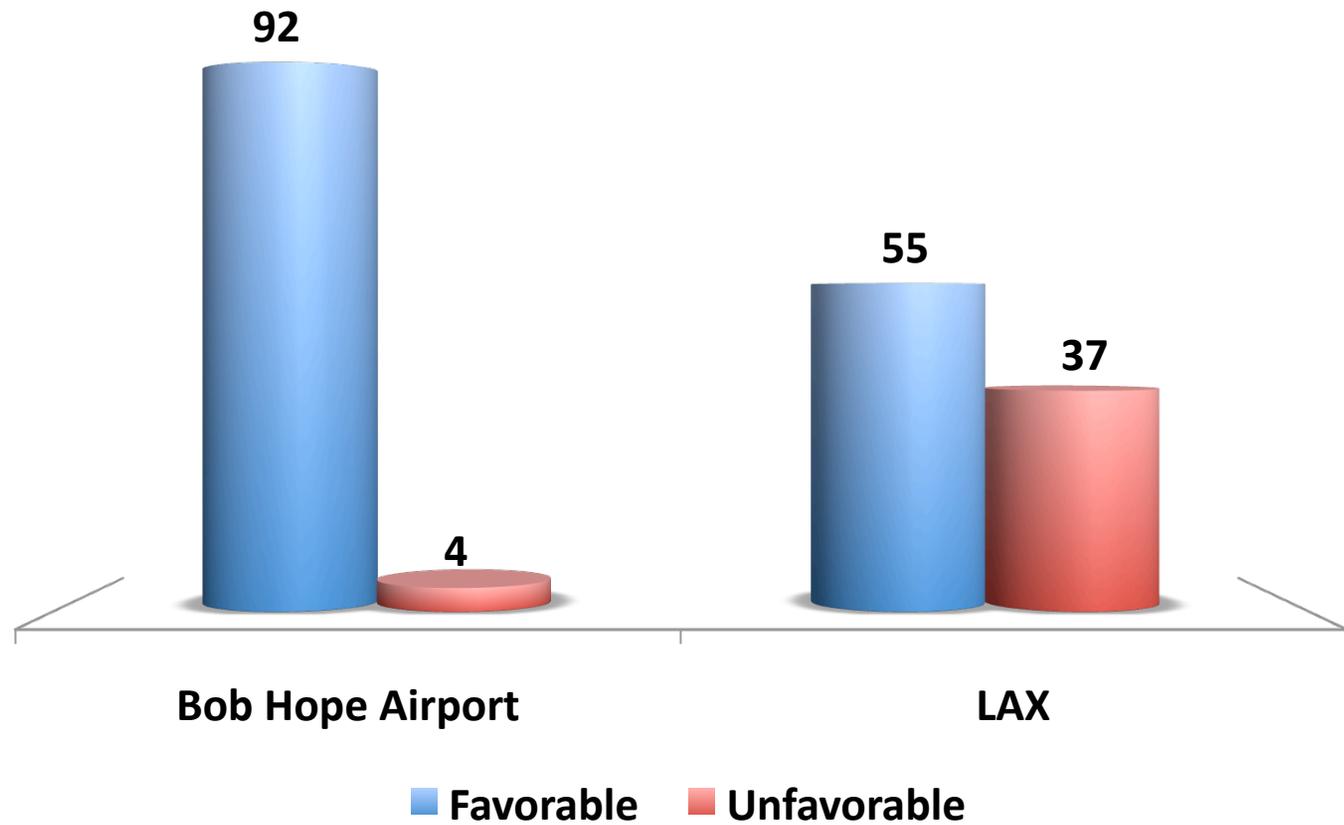




Attitudes About the Bob Hope Airport

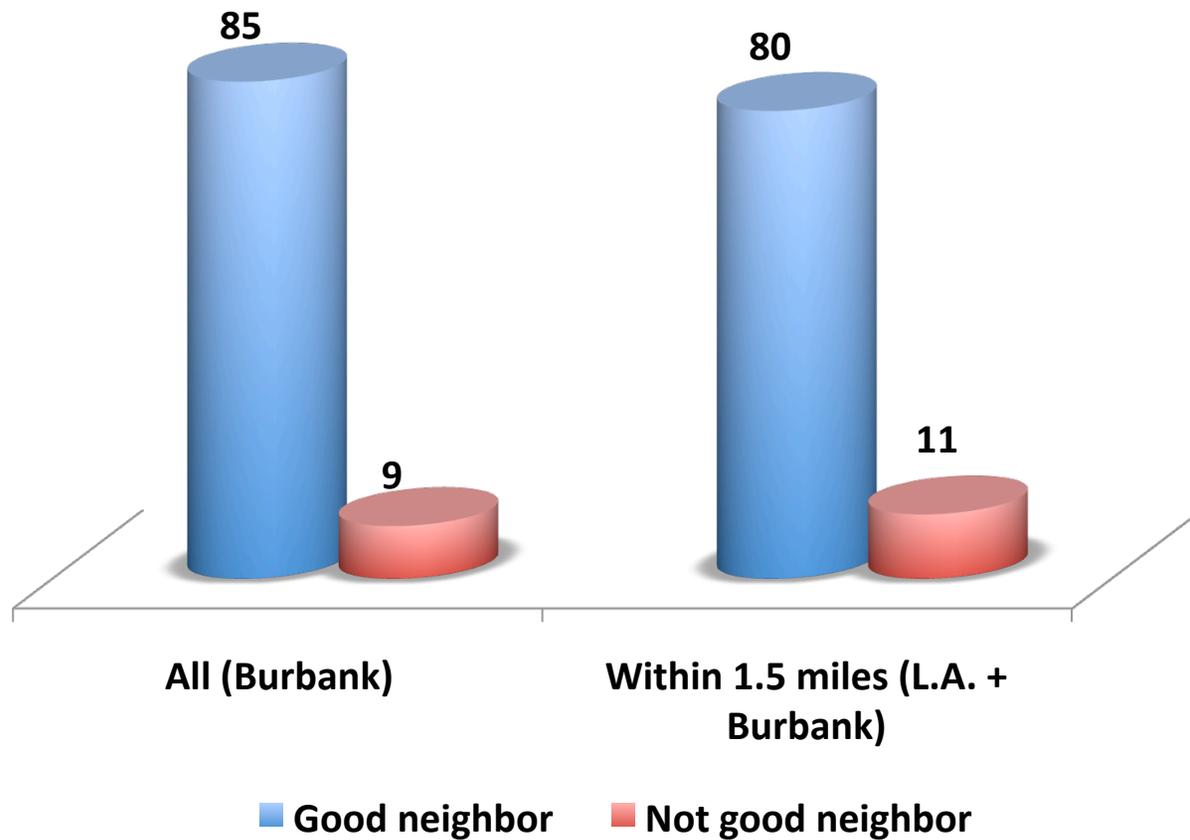


Favorable/Unfavorable Views About Local Airports





Is the Bob Hope Airport a Good Neighbor to the Community Around it?

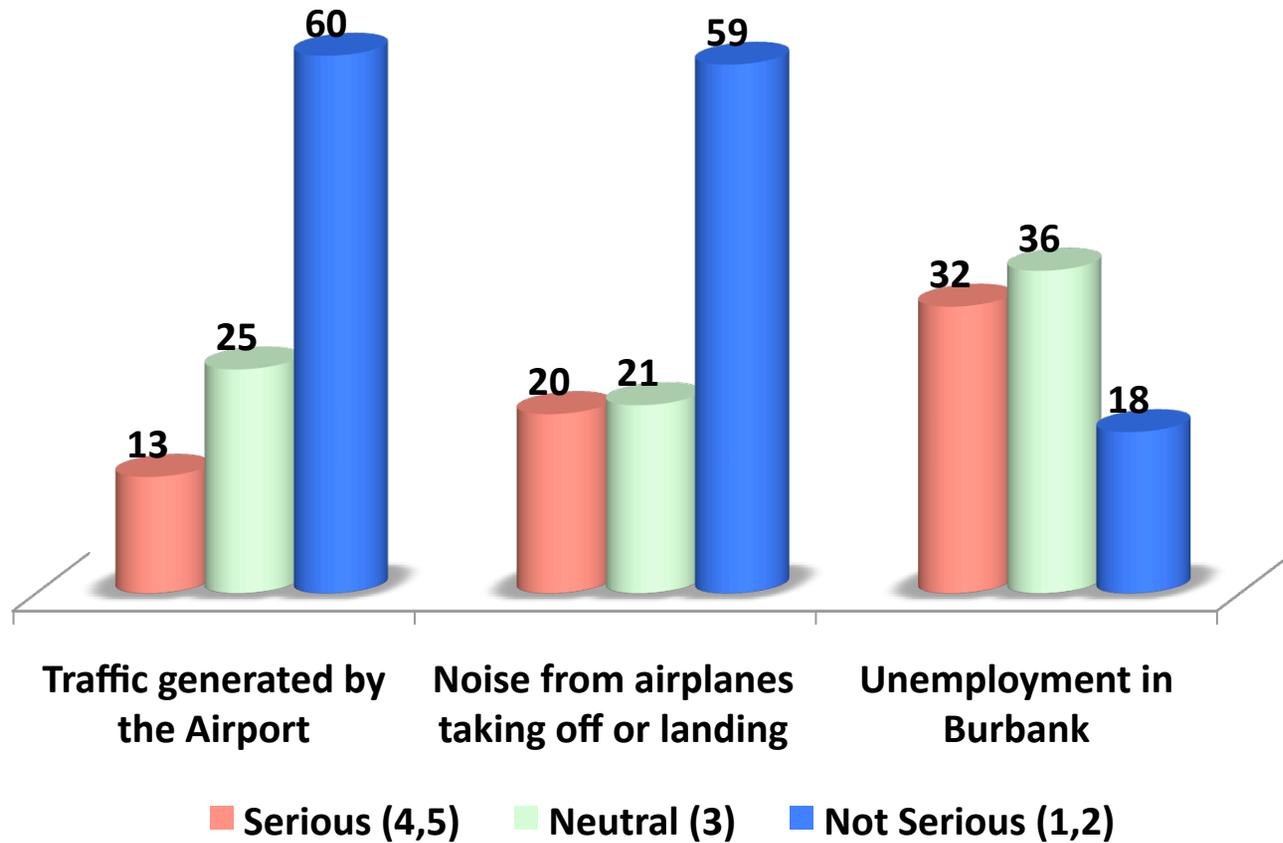




Noise and Traffic



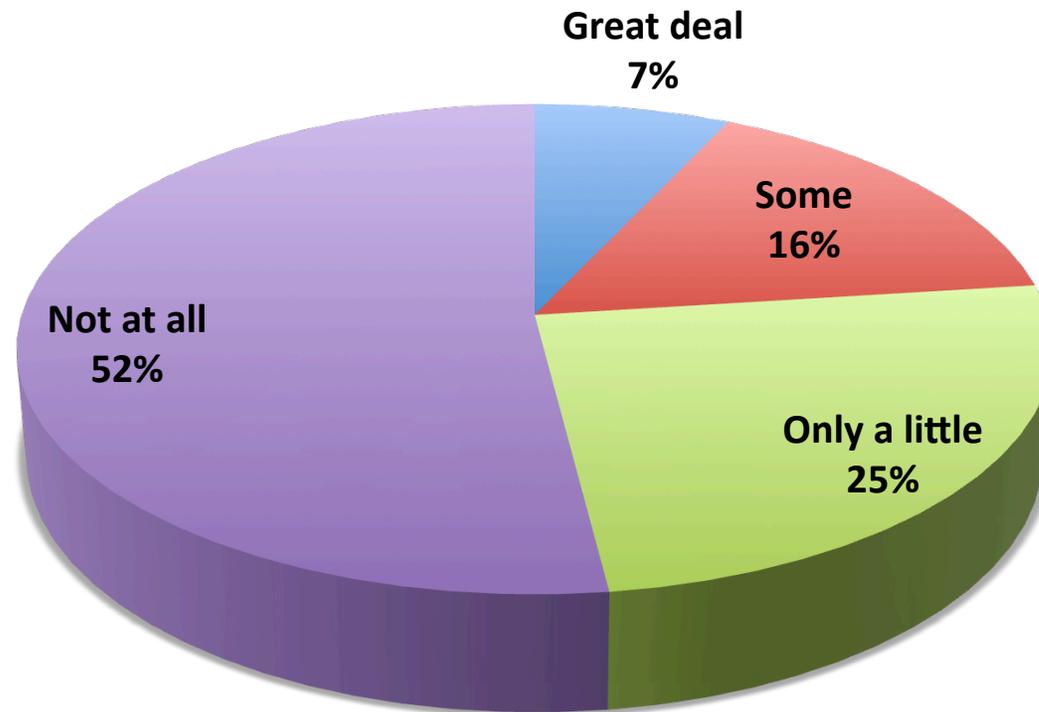
How Serious is Each Problem in Burbank?



1-5 Scale Where 5= Very Serious And 1 = Not Serious At All

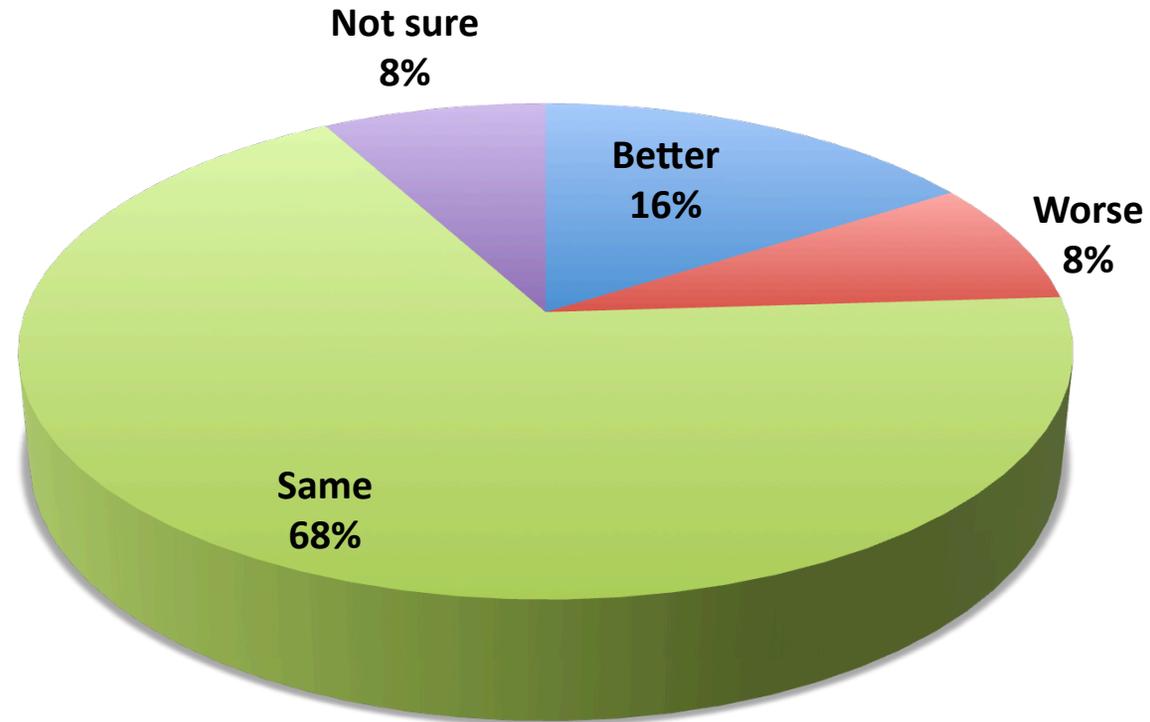


How Much Does Noise from Airport Affect You Personally?



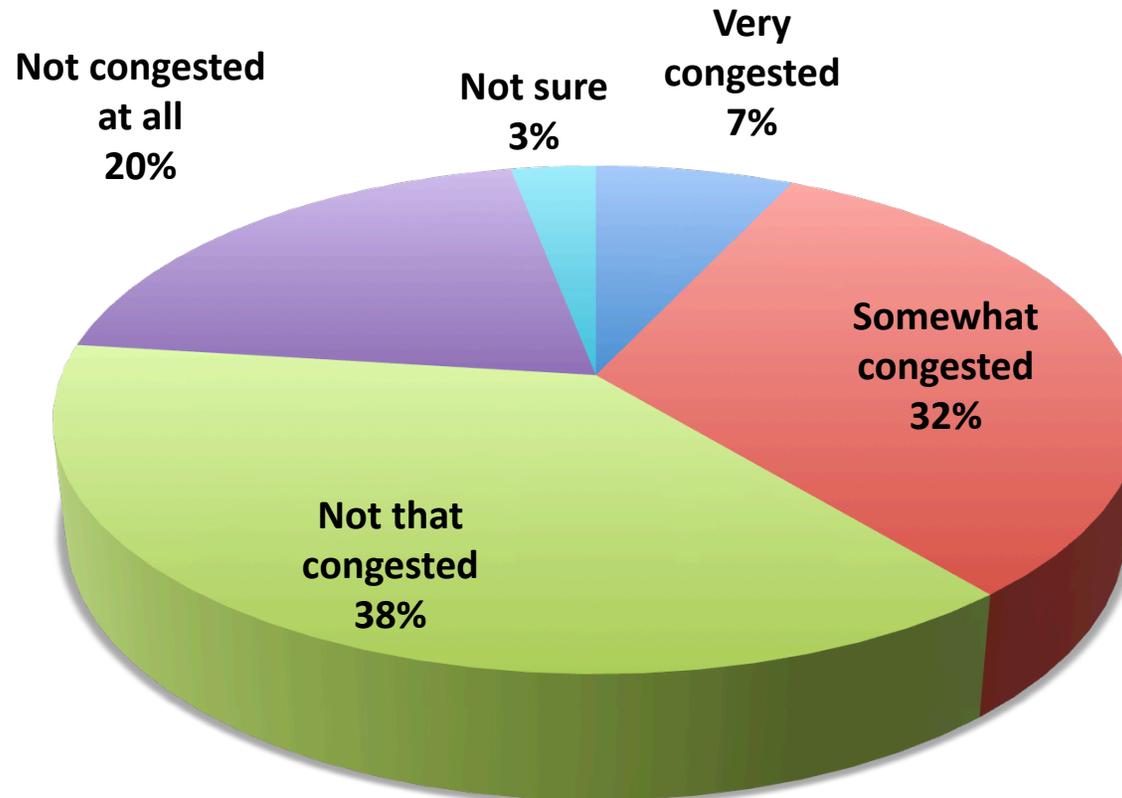


Has Nighttime Noise from Airport Gotten Better or Worse?





How Congested is Traffic Near Entrance to the Airport?

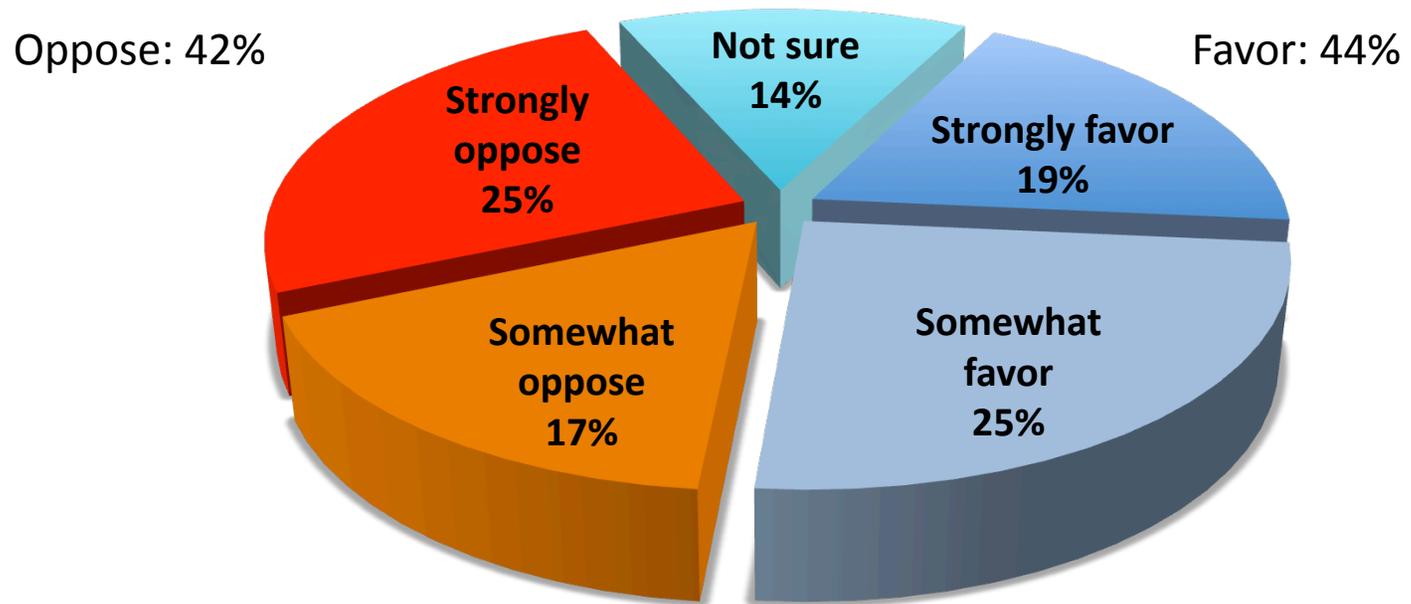




Attitudes About a Replacement Terminal



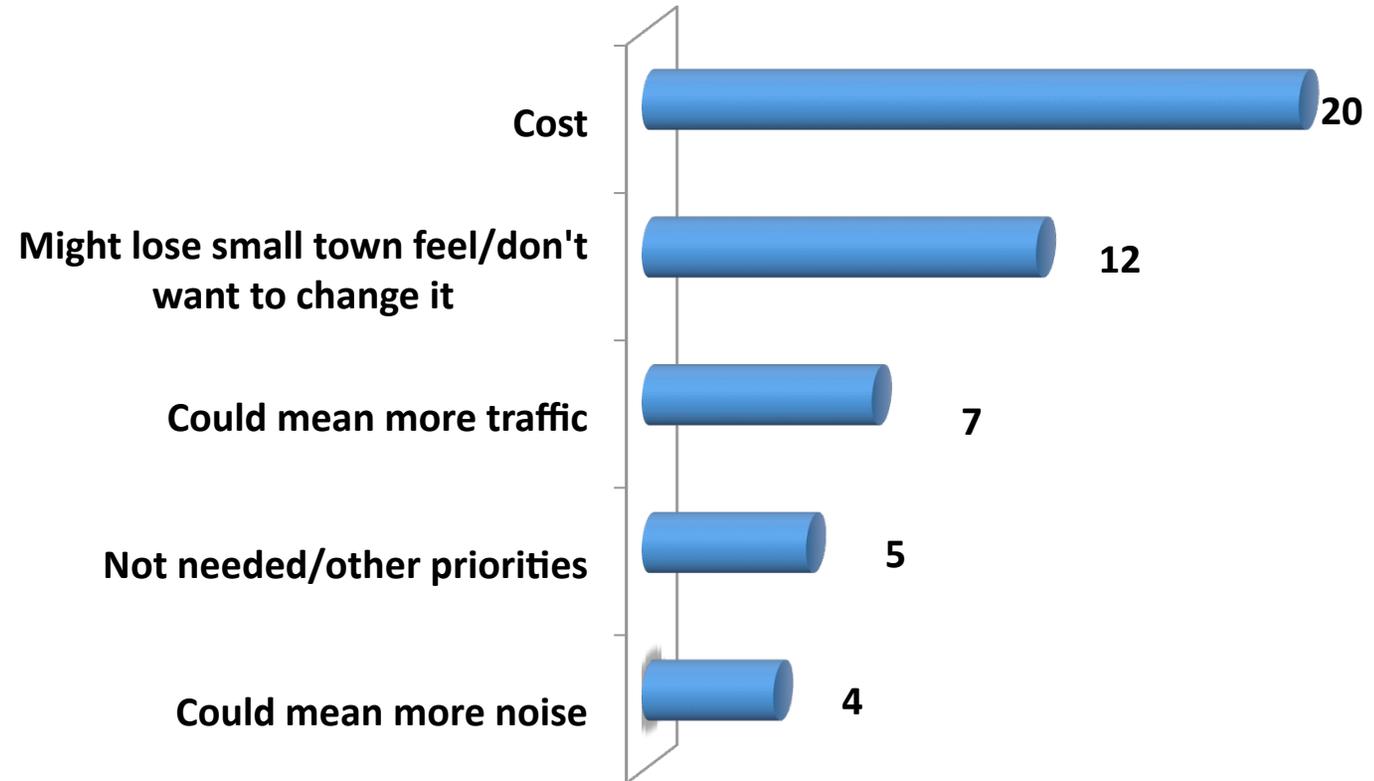
Replace Current Terminal?



One option being discussed would replace the current passenger terminal with a new terminal. This new terminal would have the same number of passenger gates as the current terminal and would be in a different location on the airport property.



What Would Concern You If the Airport Replaced the Current Terminal?





What Would Concern You If the Airport Replaced the Current Terminal?

Cost

Where would the money come from?
Will it affect taxes?
The use of taxpayer money

Don't change it

I don't want anything to change
Why move it?
The current one is very convenient – why change it?

Traffic/Noise

It might create noise and traffic
Traffic congestion, more noise

Not needed

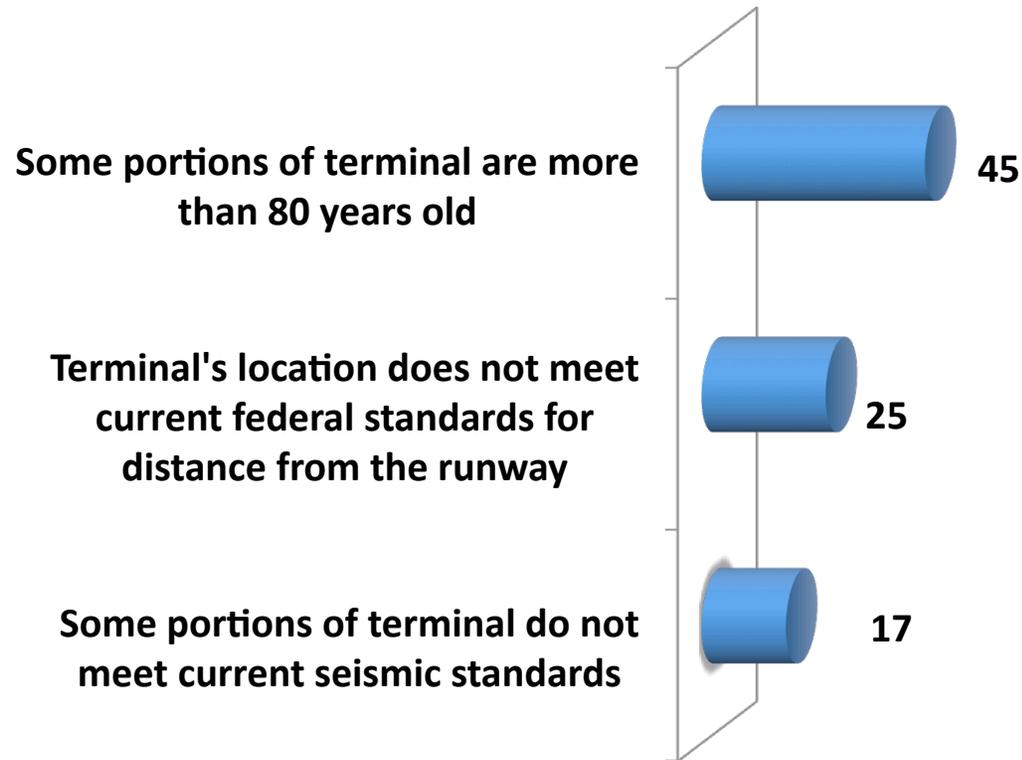
No need to change
It is very unnecessary
Why waste time and money?



Knowledge About Conditions at Airport

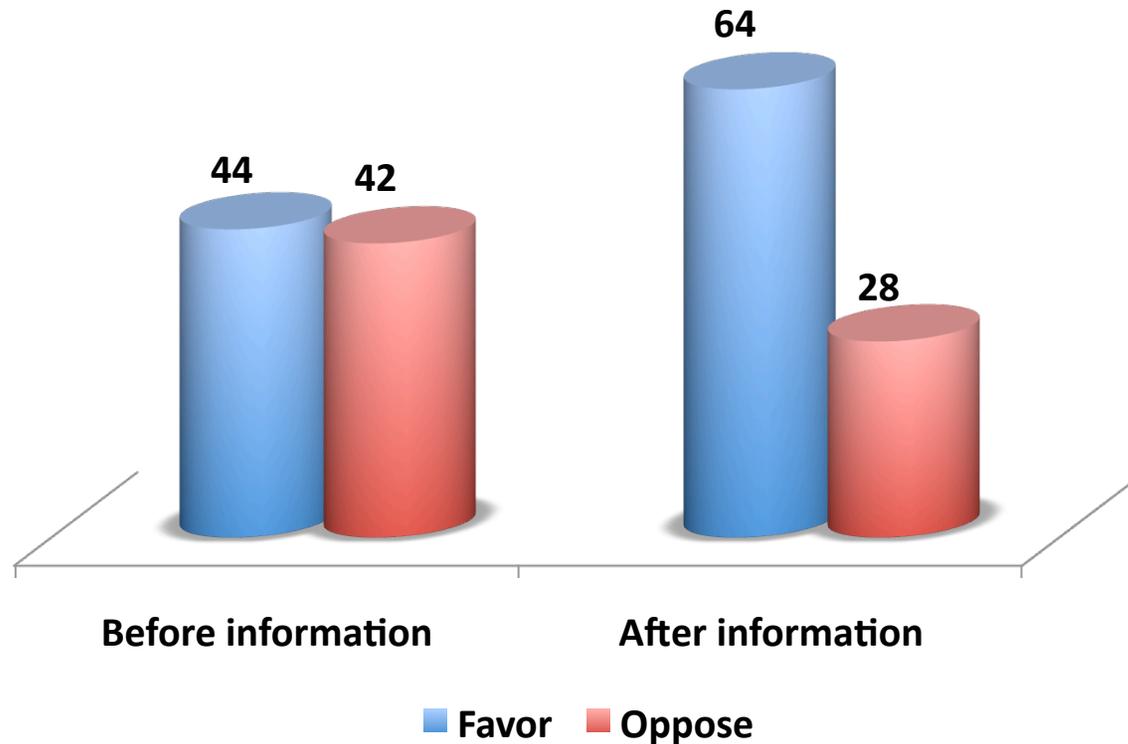


Knowledge of Conditions: % Knowing That...





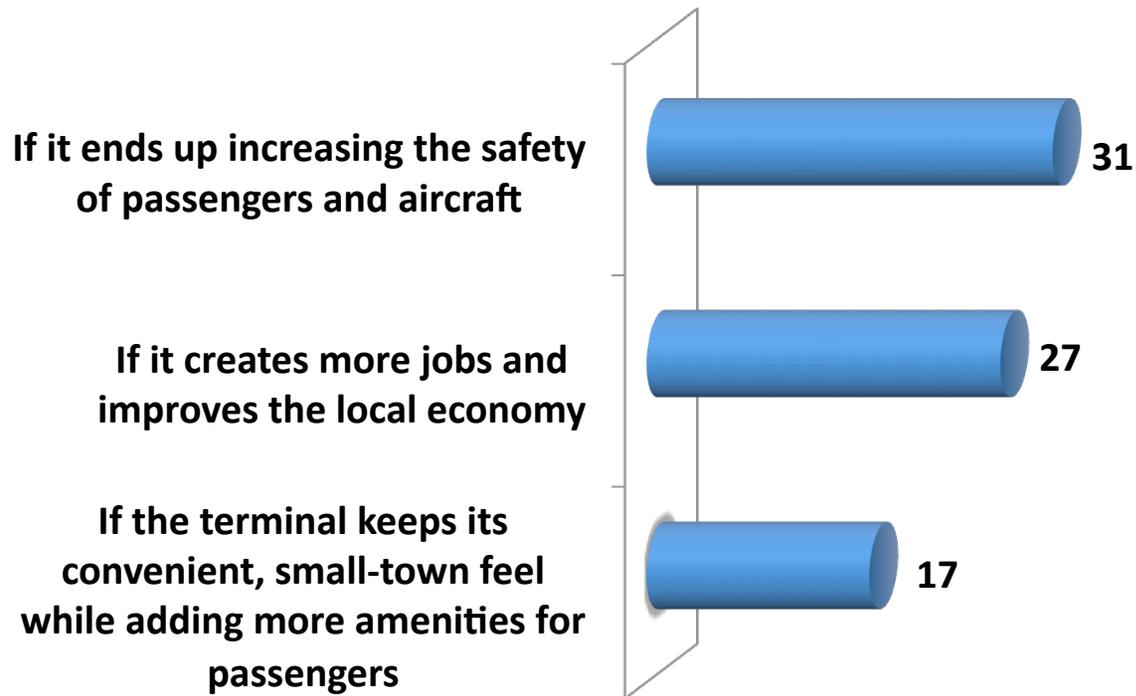
Change in Support for Replacement Terminal After Learning More About It



Assume a new passenger terminal was built further from the runway, met current earthquake standards, and had the same number of passenger gates as the current terminal. If this was the case, would you favor or oppose building a replacement terminal in a new location at the airport?

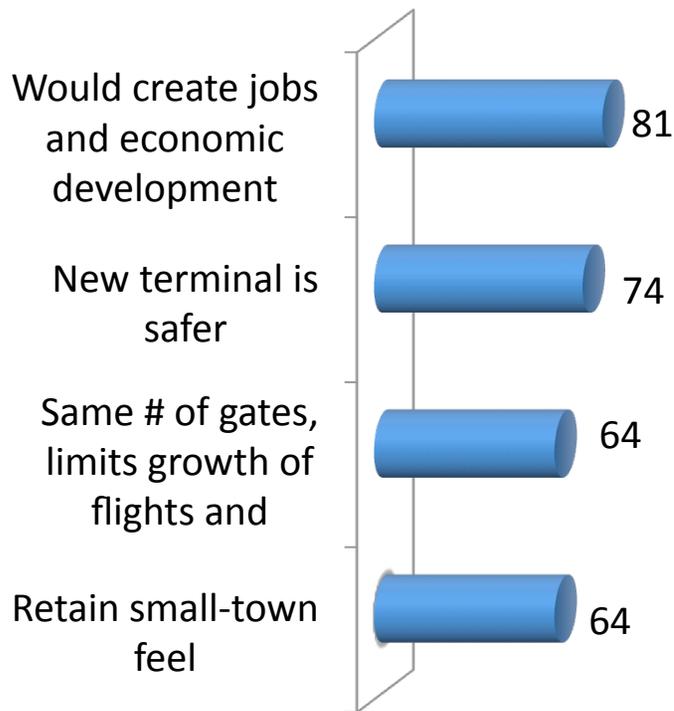


Which Would Be Most Important To You In Deciding How You Feel About Building A Replacement Terminal?



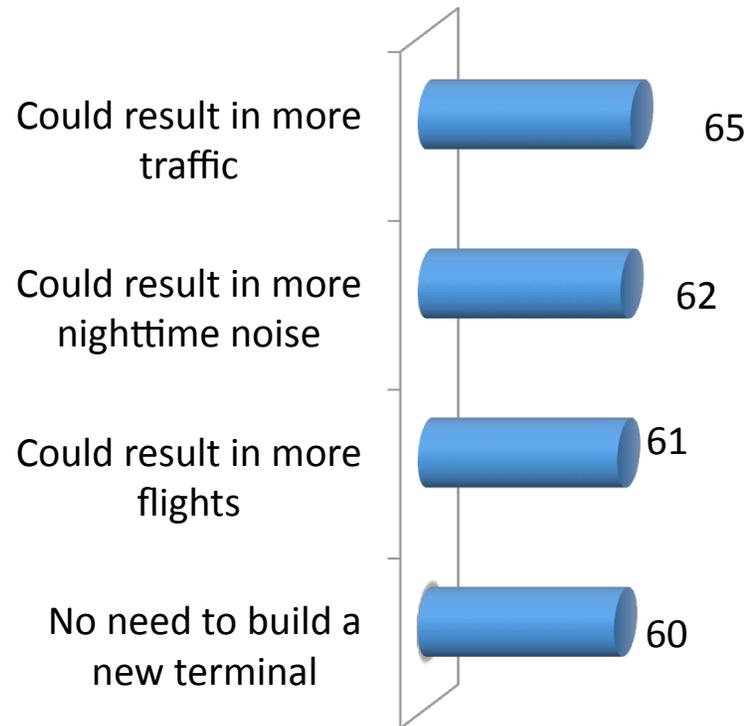


How Important Would Possible Statements Be to You In Deciding How You Feel About Replacement Terminal?



■ Important

Positive statements

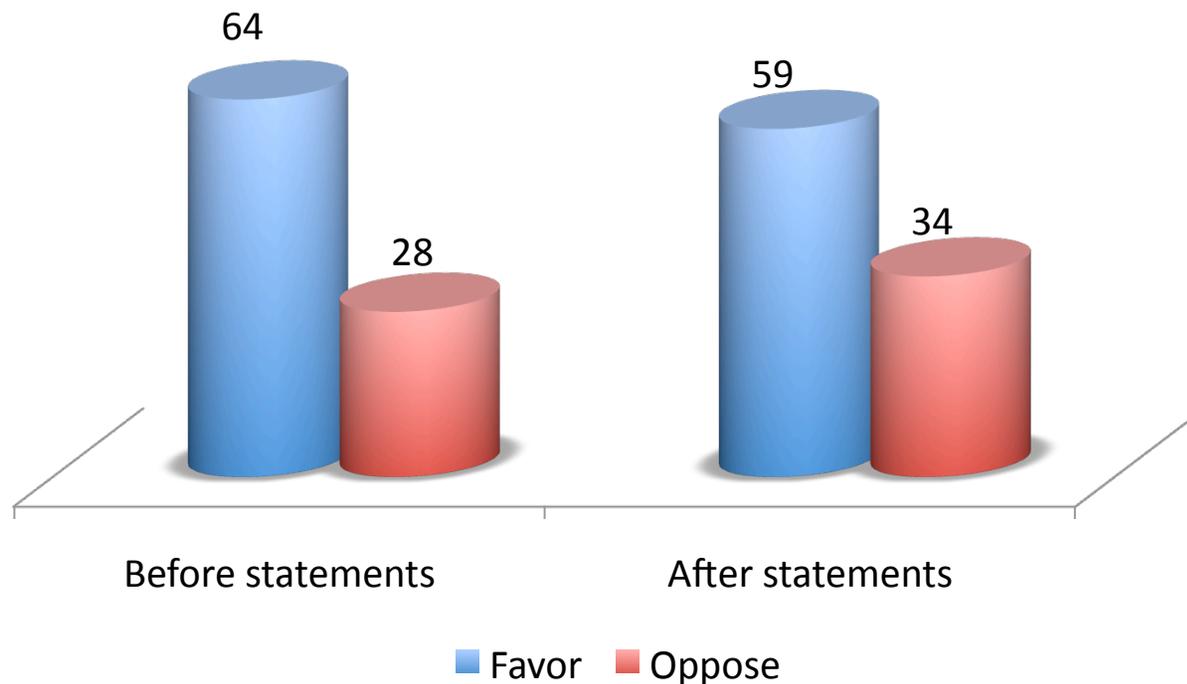


■ Important

Negative Statements



Change in Support for Replacement Terminal After Hearing Positive and Negative Statements



Having heard more, let me ask you again about this option of building a replacement terminal in a new location at the airport, and with the same number of gates as the present terminal. Does this sound like something you would be inclined to favor to to oppose?

The next step in the process:

Results of the telephone survey and an opportunity for the community to provide input and opinions will be available beginning April 16, 2012 at:

bobhopeairportsurvey.com