

# FBO-Related Measurements for Felts Field - Base Results

(February 3, 2009; v1.10; Strategic Research Associates; **On-line version**)

Checked: _____	Date: __/__/__ _____
Validated: _____	Date: __/__/__ _____
Input: _____	Date: __/__/__ _____

- ( ) Completed
- ( ) Incomplete

**Note:** Because of rounding, percentages may not add up to 100%  
**Sample size is n=66 except where noted**

## Introduction

### [AFTER PRELIMINARY INTRODUCTION]

Thank you for participating in this survey, sponsored by the Spokane Airport Board. The survey is intended to measure perceptions among Felts Field tenants and users about the quality of services provided by the airport's current Fixed Based Operator (FBO). The purpose of the survey is to help Spokane Airports identify strengths and weaknesses in its operation at Felts Field. Your answers to these questions will help guide future improvements.

## Importance of FBO Services

Q1. First, please think for a second about FBO services currently available at Felts Field. On a five-point scale, with "5" as "extremely important" and "1" as "not at all important," how would you rate the importance of each of these FBO services? *(Please select one answer for each question.)* **[RANDOMIZE QUESTION ORDER; REVERSE SCALE]**

		<u>Importance</u>					
		<u>Extremely</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>Not at all</u>	<u>Don't know</u>
a.	Aircraft repair and maintenance	56%	26%	5%	8%	5%	2%
b.	Avionics sales and service	46%	30%	15%	6%	2%	2%
c.	Flight training	49%	24%	15%	8%	3%	2%
d.	Aircraft charters and rentals	32%	27%	14%	18%	6%	3%
e.	Pilot supplies	30%	29%	26%	14%	0%	2%
f.	Availability of aircraft parts	41%	24%	21%	11%	2%	2%
g.	Accessory sales	17%	24%	29%	20%	8%	3%

Q2. What FBO service(s) not currently offered at Felts Field would you like to see added to the airport's service mix? *(Please answer in your own words below.)*

(27%) Competitive fuel prices	(11%) Flight training	(6%) Aircraft rentals
(15%) Affordable repair / maintenance	(8%) More fuel vendors	(6%) More fuel brands / choices
(12%) More parts available	(8%) Longer operating hours	(6%) Full service FBO
(12%) Services are adequate	(6%) Lounge / Flight planning	

## General Impression of the Existing FBO

Q3. Please think about your impression of the overall performance of the FBO at Felts Field. For each of the following, has FBO service "exceeded," "met," "almost met," or "missed" your own requirements about service level *(Please select one answer for each question.)* **[RANDOMIZE QUESTION ORDER; REVERSE SCALE]**

		<u>Your requirements have been . . .</u>				
		<u>Exceeded</u>	<u>Met</u>	<u>Nearly met</u>	<u>Missed</u>	<u>Don't know / Not applicable</u>
a.	Overall hours of operation	0%	35%	27%	27%	11%
b.	Range of services offered	0%	15%	36%	38%	11%
c.	Overall customer service provided	0%	17%	26%	49%	9%

Q4. How do you rate the overall level of service that the FBO operator at Felts Field currently provides? *(Please select one answer.)* **[REVERSE SCALE]**

24%	Terrible
36%	Poor
23%	Just okay
12%	Good
0%	Excellent
5%	Don't know

Q5. Thinking for a second about the current FBO at Felts Field **and** your experiences with other FBO's. What changes, if any, would you most like to see made regarding Fixed Based Operation at Felts Field? *(Please answer in your own words below.)*

(36%) Competitive fuel prices	(15%) Improved maintenance	(6%) Pilot lounge
(23%) Better customer service	(12%) More flight training	(6%) More aircraft rentals
(17%) Modernize facilities	(12%) New operator	(6%) More FBO competition
(17%) More parts / service	(8%) No changes needed	

**Aircraft Fueling Services**

Q6. Please think about the quality of aircraft fueling services provided by the FBO at Felts Field. For each of the following, has FBO services "exceeded," "met," "almost met," or "missed" your own service level requirements? *(Please select one answer for each question.)* **[RANDOMIZE QUESTION ORDER; REVERSE SCALE]**

		<b><i>Your requirements have been . . .</i></b>				
		<b>Exceeded</b>	<b>Met</b>	<b>Nearly met</b>	<b>Missed</b>	<b>Don't know / Not applicable</b>
a.	Fuel that is competitively priced	0%	5%	8%	82%	6%
b.	Into-plane service	0%	24%	24%	20%	30%
c.	Selection and variety of single and multi-grade fuels	0%	61%	12%	15%	12%
d.	Selection and variety of aviation lubricants	2%	35%	20%	21%	23%

Q7. Think about the availability of ground support equipment for "normal" customer needs, like tow bars, starting assistance, battery charging, tire inflation, aircraft cleaning, waste disposal, and passenger steps. For ground support equipment like these, have your own requirements been "exceeded," "met," "nearly met," or "missed"? *(Please select one answer.)*

**[REVERSE SCALE]**

- 14% Missed
- 20% Nearly met
- 26% Met → **[Skip to Q9]**
- 3% Exceeded → **[Skip to Q9]**
- 38% Don't know / Not applicable → **[Skip to Q9]**

Q8. What types of ground support equipment would you like to see more be more available at Felts Field? (n=22, **respondent counts listed below**) *(Please answer in your own words below.)*

- (11) Full service
- (2) Aircraft cleaning
- (2) Better equipped fueling
- (2) Courtesy rental car

Q9. Do you use the card lock fuel system? *(Please select one answer.)*

- 41% Yes
- 52% No → **[Skip to Q12]**
- 8% Don't know → **[Skip to Q12]**

Q10. How satisfied are you with the card lock fuel system? (n=27) *(Please select one answer.)* **[REVERSE SCALE]**

- 7% Not at all
- 7% Not very
- 26% Moderately
- 52% Very → **[Skip to Q12]**
- 7% Don't know → **[Skip to Q12]**

Q11. Why are you only **<INSERT ANSWER TO Q10>** satisfied with the card lock fuel system? (n=11, **respondent counts listed below**) *(Please answer in your own words below.)*

- (6) Too expensive
- (1) Not convenient
- (1) Inconvenient parking
- (1) Poor location
- (1) Lighting is poor
- (1) Machines don't often work
- (1) Have to swipe card multiple times

## General Aviation and Aircraft Services

Q12. Do you think line service employees are properly trained for each of the following tasks? *(Please select one answer for each question.)* **[RANDOMIZE QUESTION ORDER]**

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
a. Ramping assistance	24%	14%	62%
b. Itinerant aircraft parking	23%	9%	68%
c. Aircraft tiedown and storage	27%	12%	61%

Q13. For each of the following, have Felts Field services "exceeded," "met," "almost met," or "missed" your own requirements? *(Please select one answer for each question.)* **[RANDOMIZE QUESTION ORDER; REVERSE SCALE]**

	<u>Your requirements have been . . .</u>				
	<u>Exceeded</u>	<u>Met</u>	<u>Nearly met</u>	<u>Missed</u>	<u>Don't know / Not applicable</u>
a. Hangar facilities for aircraft storage	2%	26%	21%	27%	24%
b. Pricing of existing hangars	0%	14%	20%	26%	41%
c. Hangars for aircraft repair	2%	29%	18%	18%	33%
d. Your comfort in using office facilities, like waiting rooms, classrooms, and lounges	0%	26%	24%	26%	24%
e. Upkeep of restroom facilities	9%	50%	14%	14%	14%
f. Temperature control at office facilities	0%	49%	11%	6%	35%
g. Cleanliness of office facilities	3%	39%	18%	20%	20%
h. Paved parking with tie-downs for aircraft parking	3%	52%	12%	8%	26%
i. Off-street vehicle parking for employee and customer demand	5%	61%	15%	6%	14%

Q14. What Felts Field service(s) or product(s) do you think should be given highest priority for improvement? *(Please answer in your own words below.)*

(36%) Competitive fuel prices	(12%) Customer service	(9%) Aircraft repair / maintenance
(12%) Parts / Repair services	(11%) Flight training	(8%) Attractive facilities
(12%) Competitive full service FBO	(9%) Competitive service pricing	(8%) Transient aircraft services

## Misc. Final Classifications

Q15. Finally, a few last questions for classification . . .

Which of the following classifications best describes you? *(Please select one answer.)*

64%	A tenant at Felts Field → <b>[Skip to Q17]</b>
6%	A subtenant at Felts Field → <b>[Skip to Q17]</b>
3%	A commercial operator at Felts Field
17%	A pilot based at Felts Field
5%	A pilot based at another airport
5%	Other
2%	Do not wish to disclose → <b>[Skip to Q17]</b>

Q16. So that we can better classify your responses, what is your aircraft tail number? **[This information will not be used to identify you personally]** *(Please select one answer.)*

- 1 My tail number is: \_\_\_\_\_
- 2 Do not wish to disclose

Q17. For how many years have you been using Felts Field? *(Please select one answer.)*

3%	1 year or less
5%	2 to 4 years
23%	5 to 9 years
68%	10 years or more
2%	Do not wish to disclose

Q18. What is your gender? *(Please select one answer.)*

96%	Male
3%	Female
1%	Do not wish to disclose