



# Long Beach Airport

## Customer Experience Survey

September 17, 2020

# Round 2 Survey Process

- **Survey Design:** The Office of Civic Innovation in collaboration with Long Beach Airport staff designed the surveys over several iterations.
- **Voucher Design:** 500 Vouchers were negotiated, designed and printed by the Long Beach Airport team.
- **Customer Experience Survey Trainings:** A one-hour training for survey conductors was designed and delivered by the Office of Civic Innovation for Long Beach Airport staff and volunteers. This training will be used moving forward for each round of surveys and as additional survey conductors are brought into the process.
- **Survey Distribution:** Over a period of **twenty-three days** from **December 19, 2019 – February 28, 2020**, a group of **sixteen volunteers** conducted **507 surveys**.

# Survey Results

## Key Stats – Round 2

**507** 

Responses

**55** 

Frequent airport  
users\*

**452** 

Non-frequent  
airport users\*\*

**100%** 

Completion rate

**5:34** 

Average time to  
complete

\* Frequent Airport Users are defined as customers who use Long Beach Airport more than six (6) times per year.

\*\* Non-Frequent Airport Users are defined as customers who use Long Beach Airport six (6) or less times per year.

# Survey Results

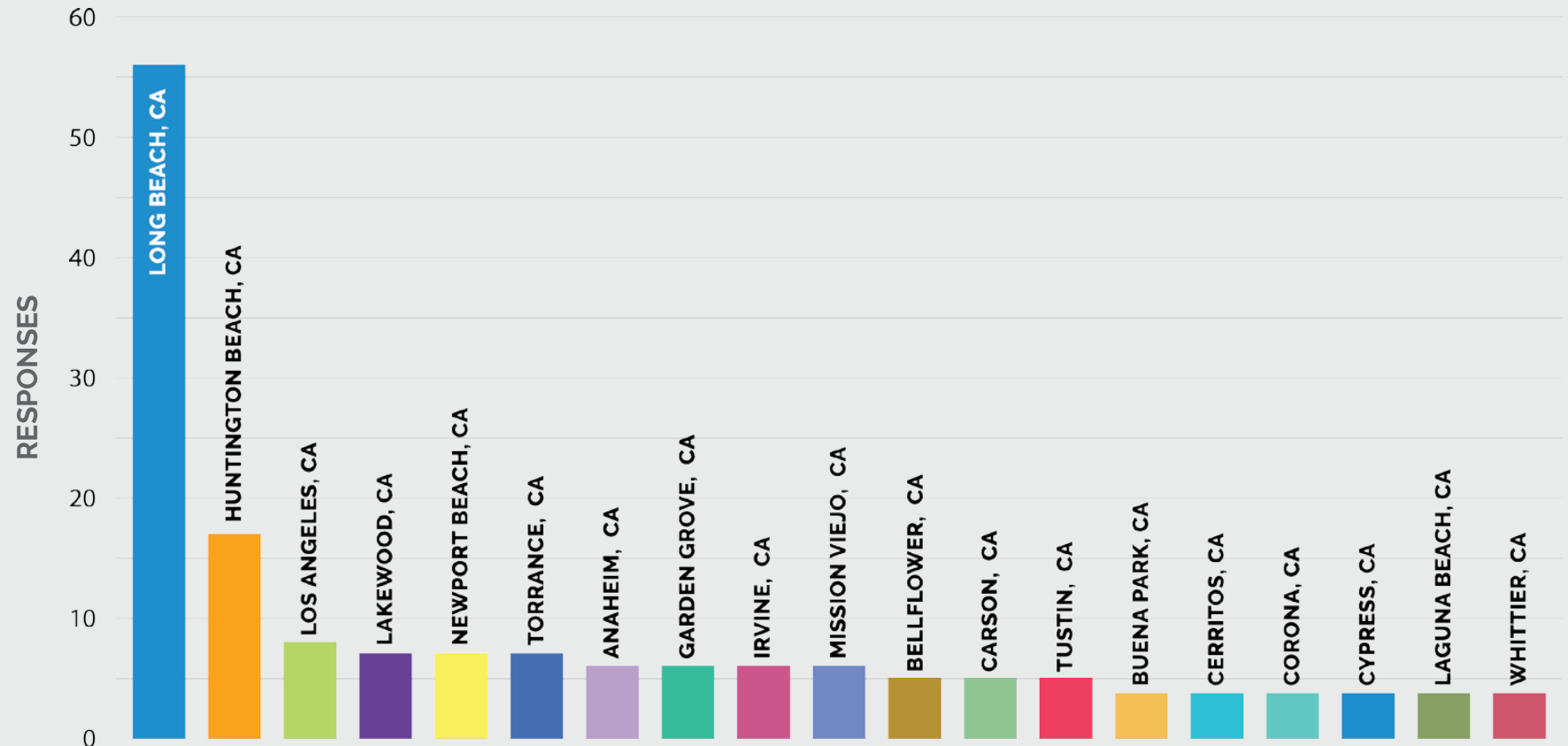
## Zip Code

What is your  
home zip code?

506 out of 507 answered

### Top 4

Long Beach, CA  
Huntington Beach, CA  
Los Angeles, CA  
Lakewood, CA



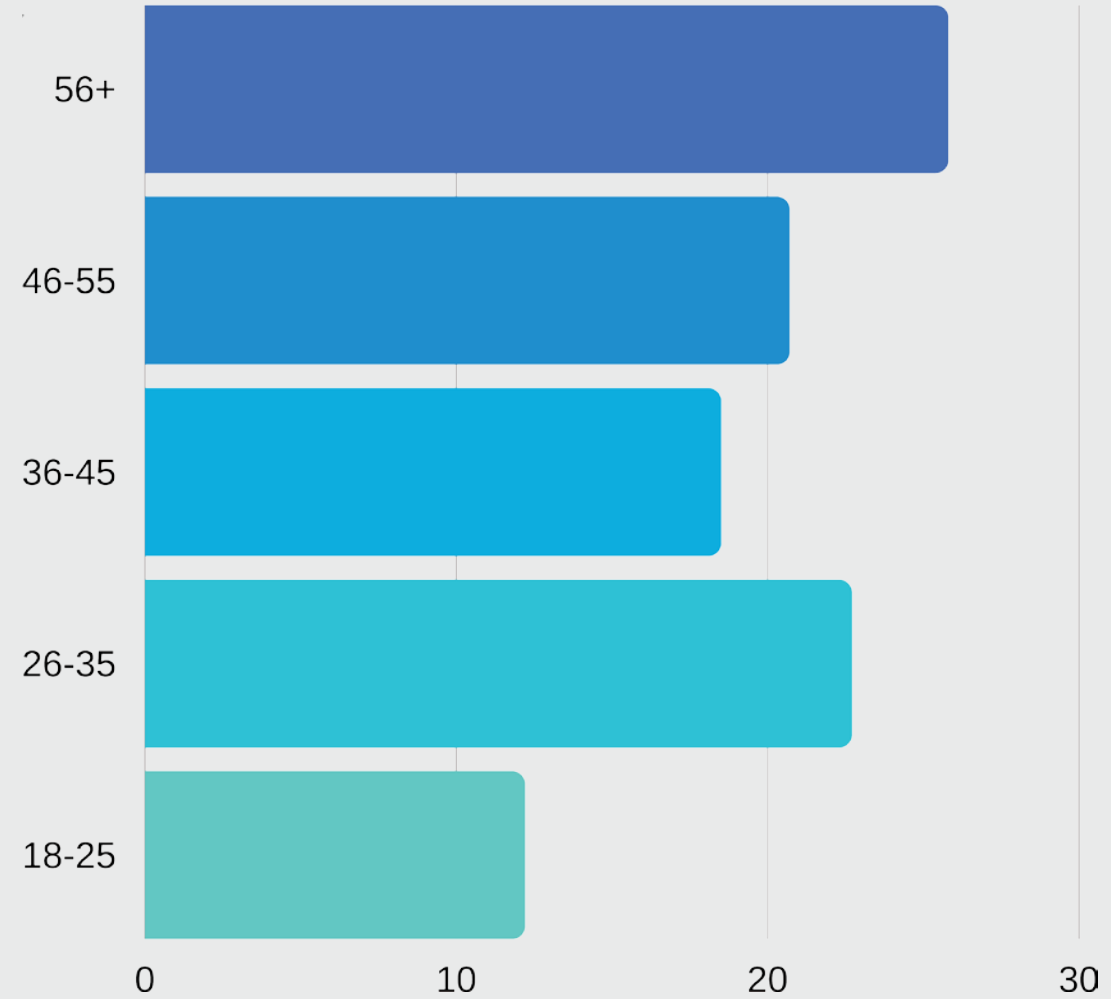
\* 48% of passengers surveyed originated from Southern CA

# Survey Results

## Age range

What is your age range?

507 out of 507 answered

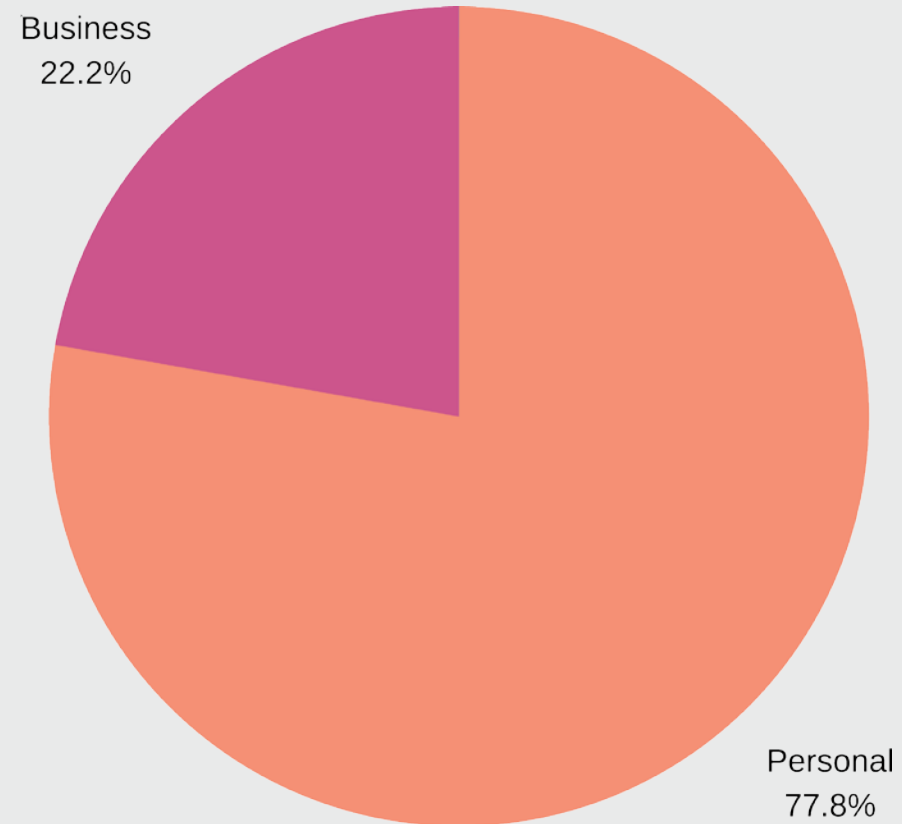


# Survey Results

## Purpose of travel

For what purpose do you most often travel in/out of Long Beach Airport?

507 out of 507 answered

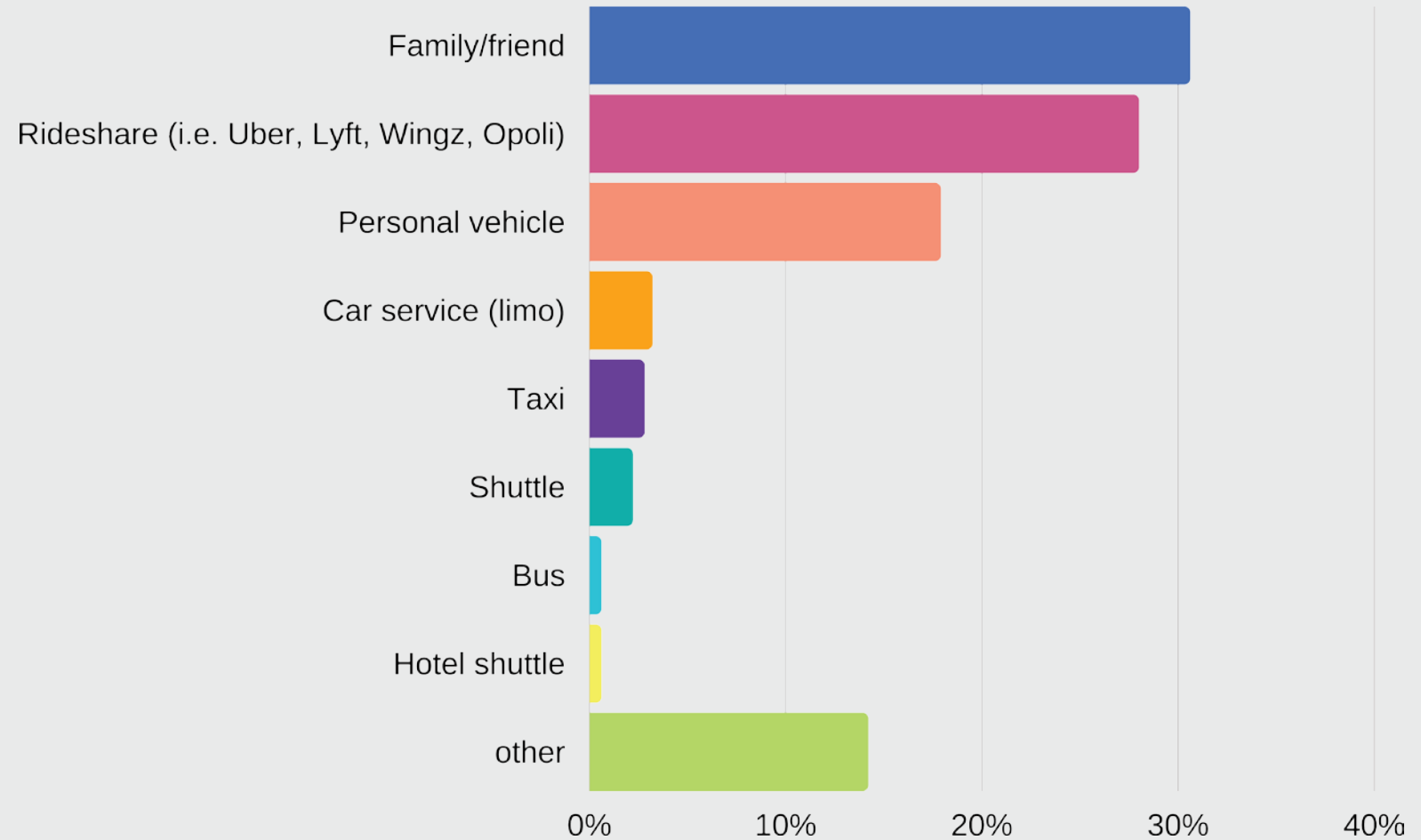


# Survey Results

## Method of transportation

What method of transportation did/will you use today to get to/from the Airport?

507 out of 507 answered



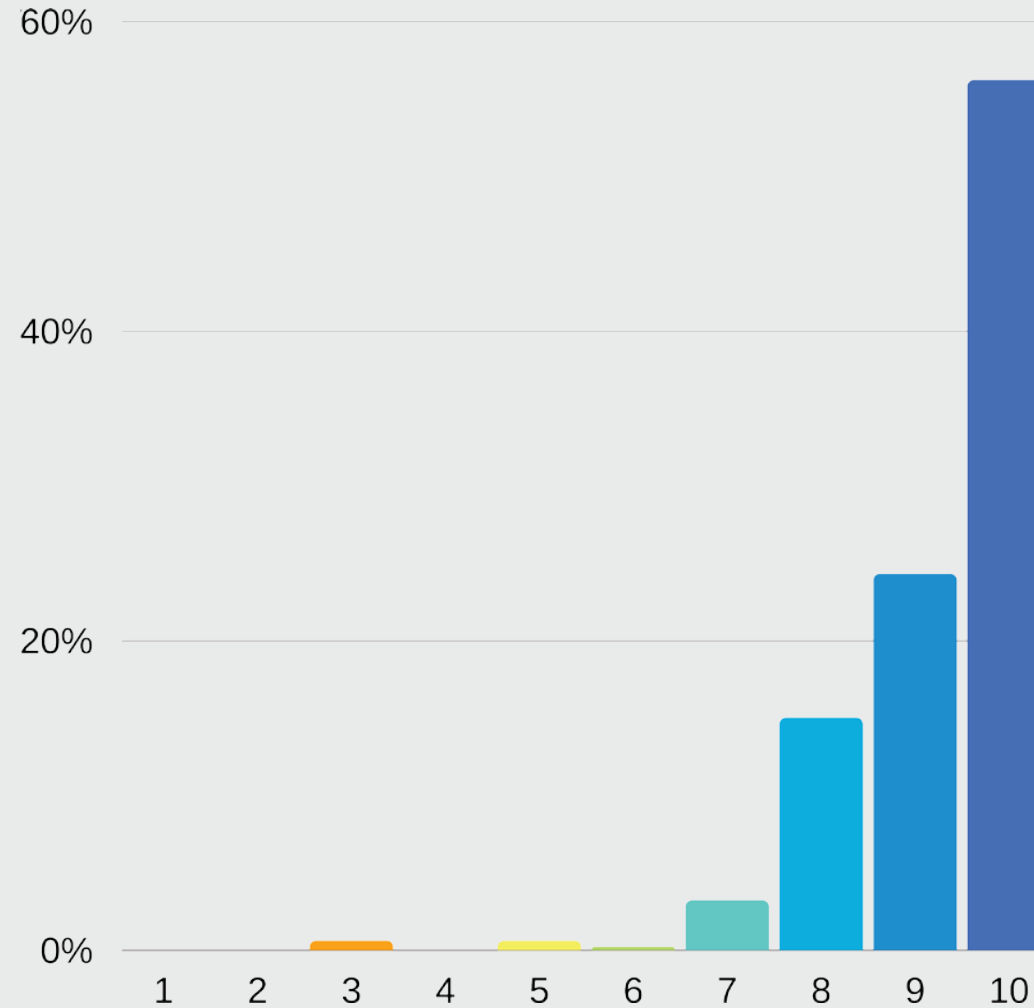
# Survey Results

## Cleanliness of airport

How would you rate the cleanliness of the Airport today (10 being the best)?

507 out of 507 answered

### 9.3 Average rating





# Survey Results

## Concessions

Did you purchase food?

507 out of 507 answered



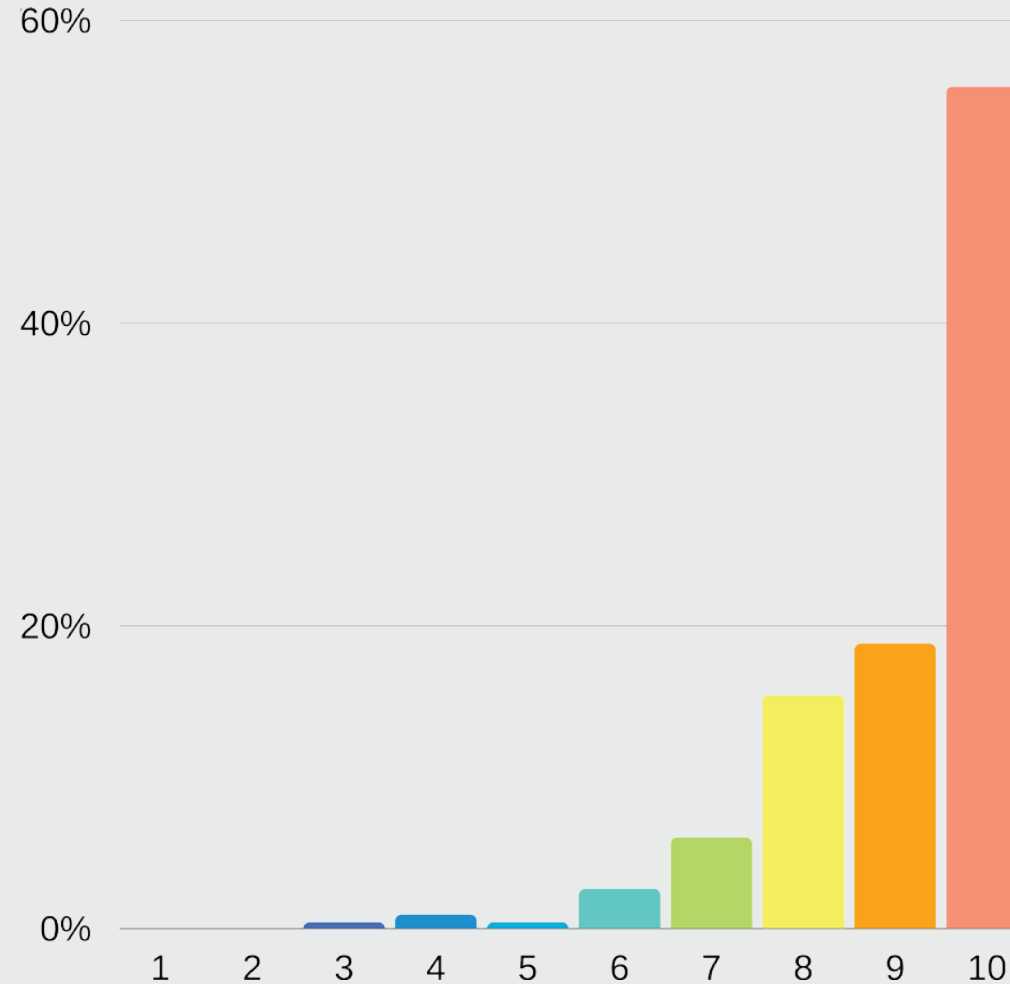
# Survey Results

## Concessions

How would you rate the food and beverage concessions customer service today (10 being the best)?

234 out of 507 answered

### 9.1 Average rating



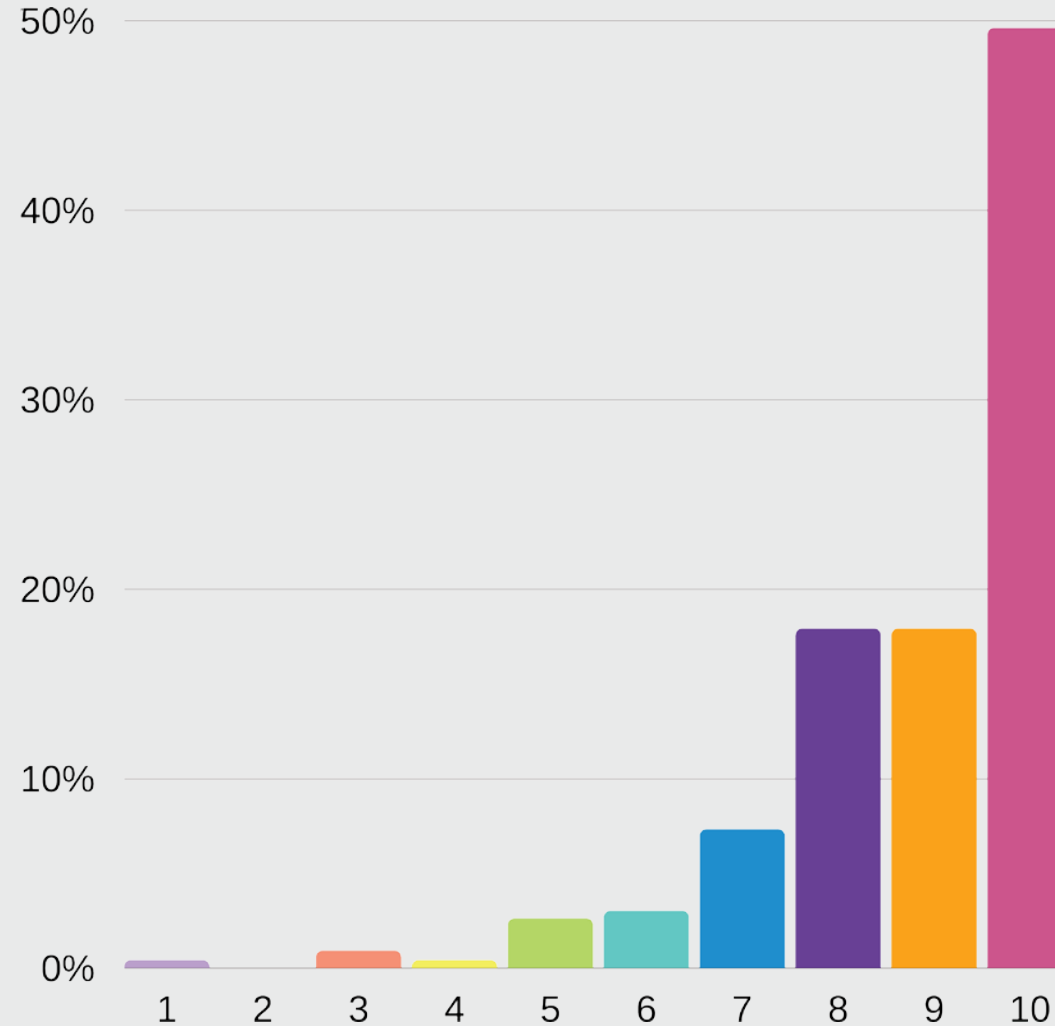
# Survey Results

## Concessions

How would you rate the food and beverage today (10 being the best)?

234 out of 507 answered

**8.9 Average rating**



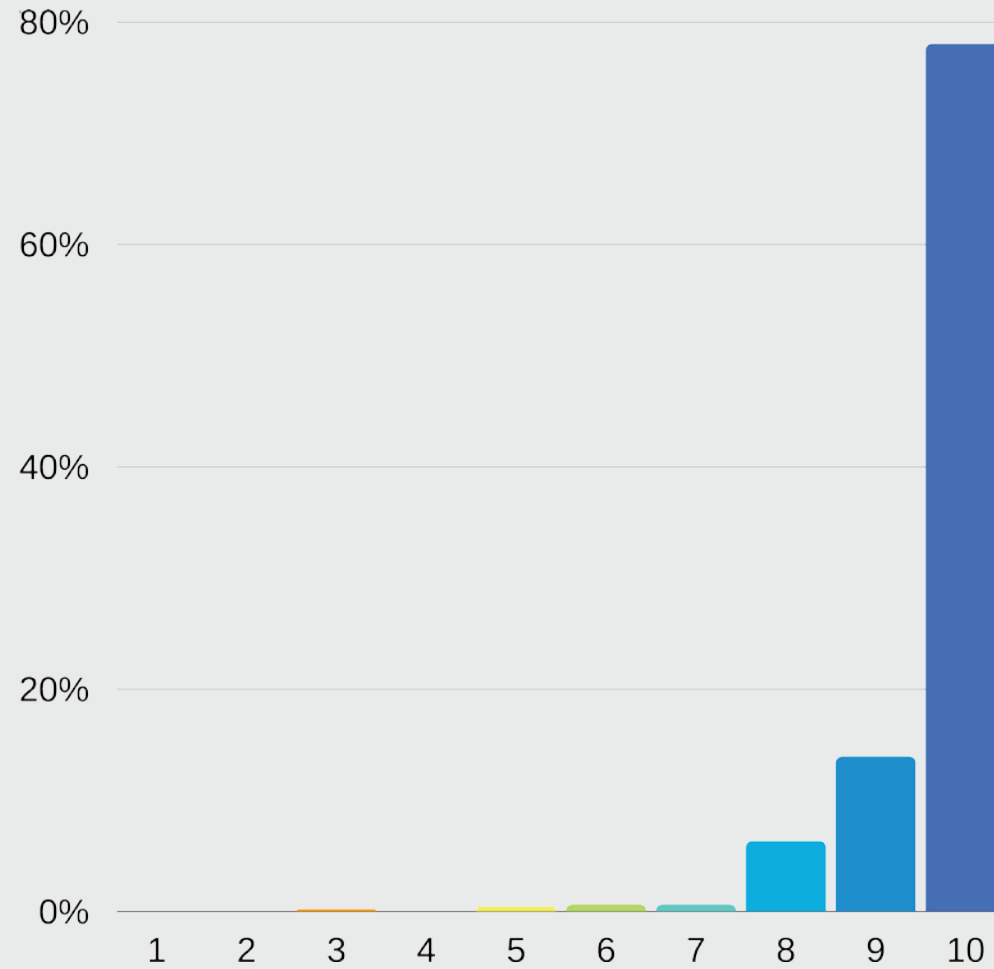
# Survey Results

## Recommend

How likely to recommend  
Long Beach Airport ?

505 out of 507 answered

**9.7 Average rating**



## Recommend

505 out of 507 answered



# Survey Results

## Recommend

What is your **favorite** part of the Long Beach Airport?

507 out of 507 answered

A word cloud showing the most common responses to the survey question. The words are arranged in a diagonal cluster, with 'Convenience' being the largest and most central word. Other prominent words include 'Quick & easy', 'Ease of use', 'Ambience', 'Small', 'Outdoor', 'Easiness', 'No wait', 'Food options', and 'Open space'.

Ambience  
Small  
Quick & easy  
Convenience  
Ease of use  
Outdoor  
Easiness  
No wait  
Food options  
Open space

# Survey Results

## Recommend

What is your **least favorite** part of the Long Beach Airport?

507 out of 507 answered



# Survey Results

## Customer Experience Survey

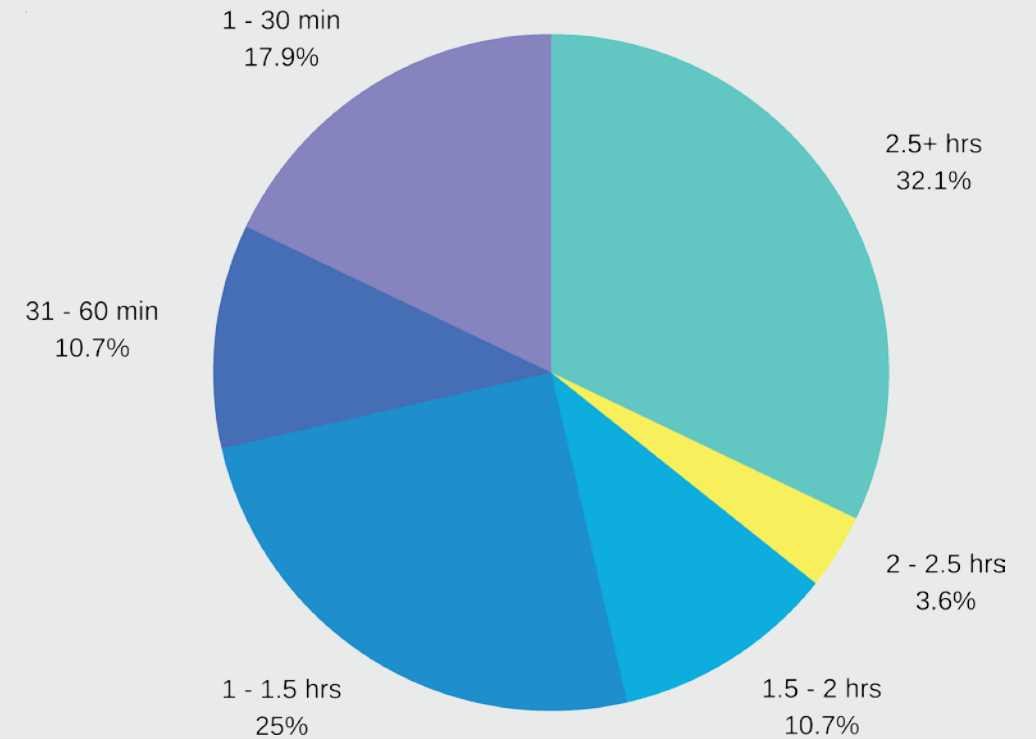
Is your flight on time?

451 out of 507 answered



If not, how long is it delayed?

28 out of 507 answered



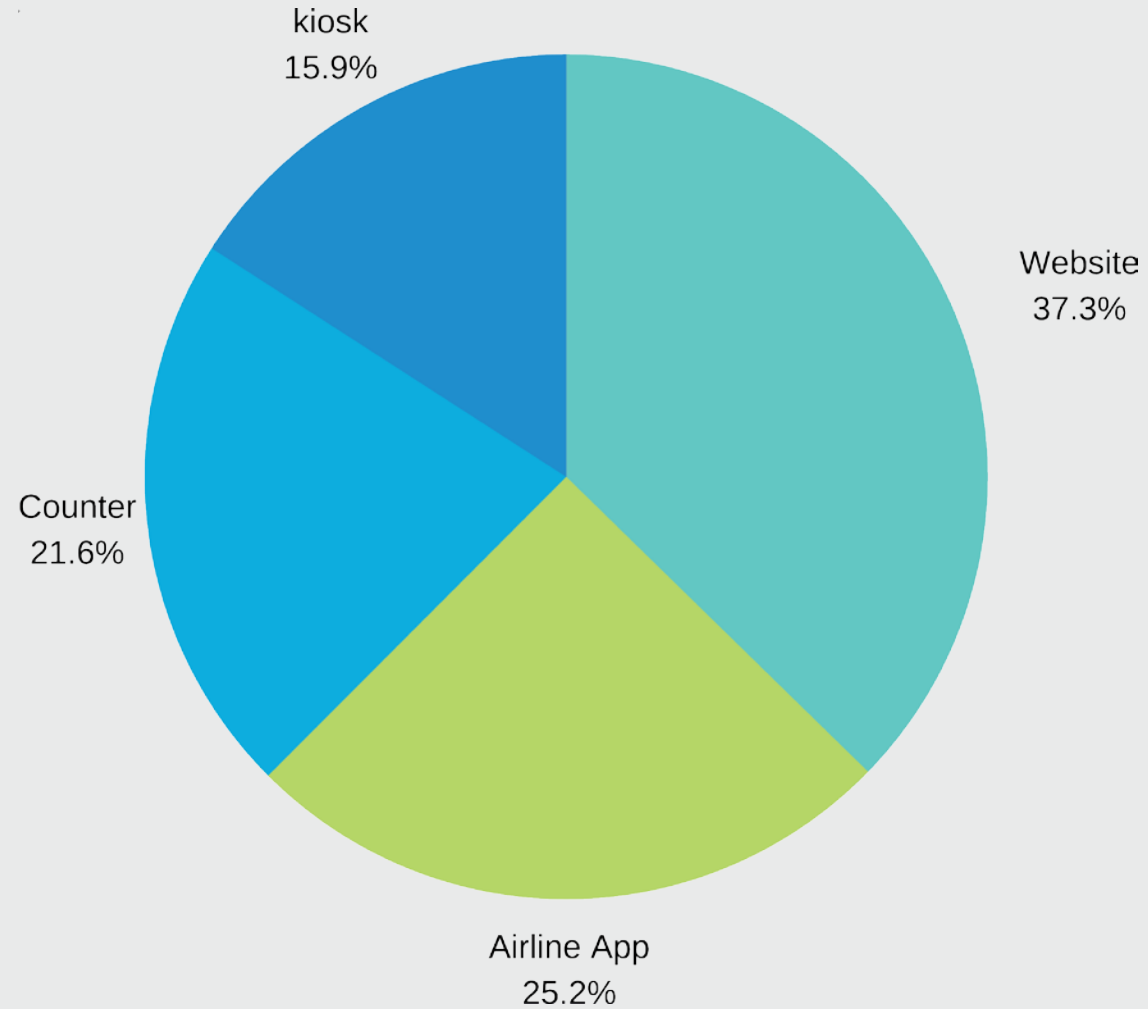


# Survey Results

## Customer Experience Survey

How did you check-in for your flight?

453 out of 507 answered

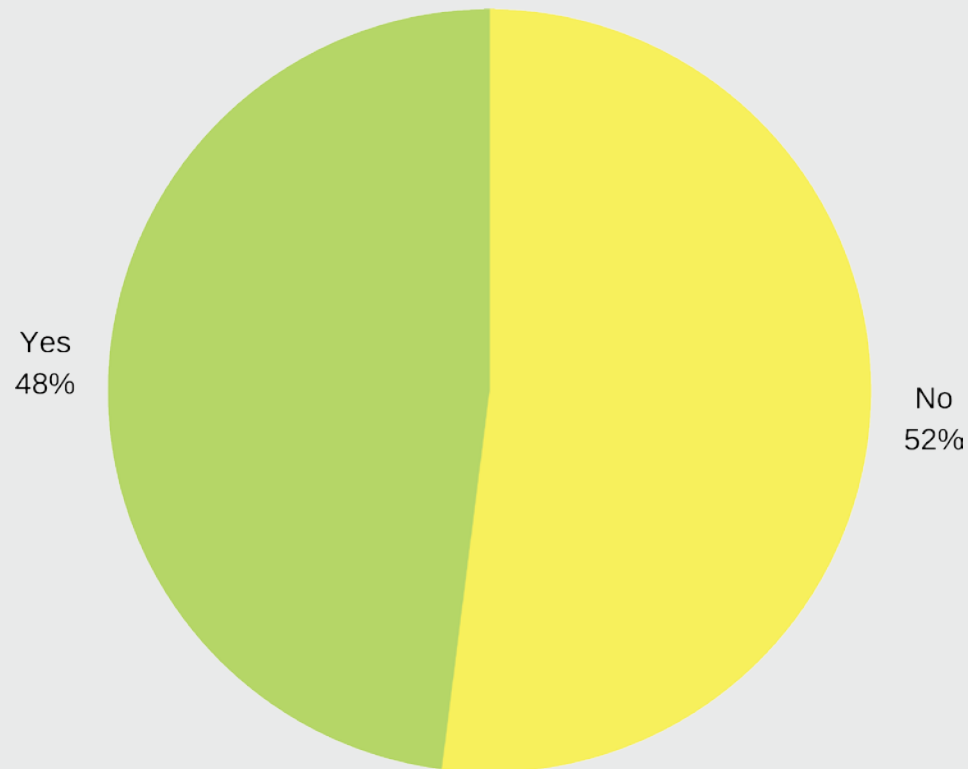


# Survey Results

## Customer Experience Survey

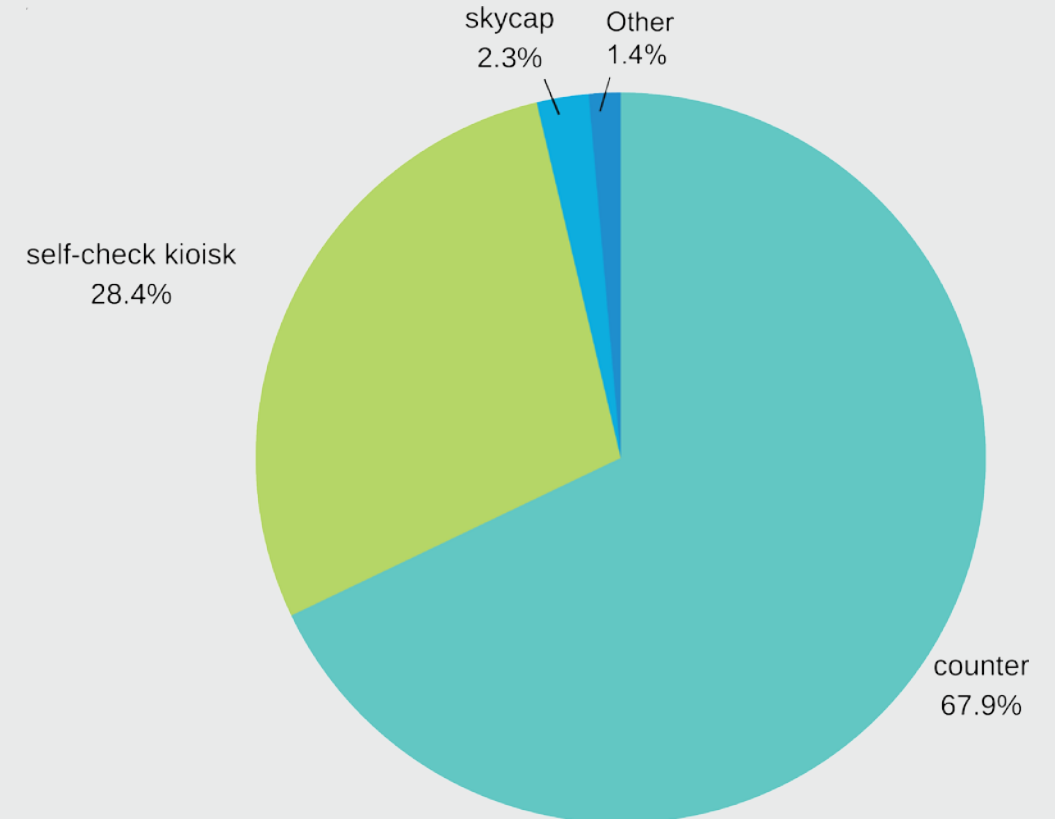
### Did you check baggage?

454 out of 507 answered



### If yes, how did you check your bag(s) in?

218 out of 507 answered

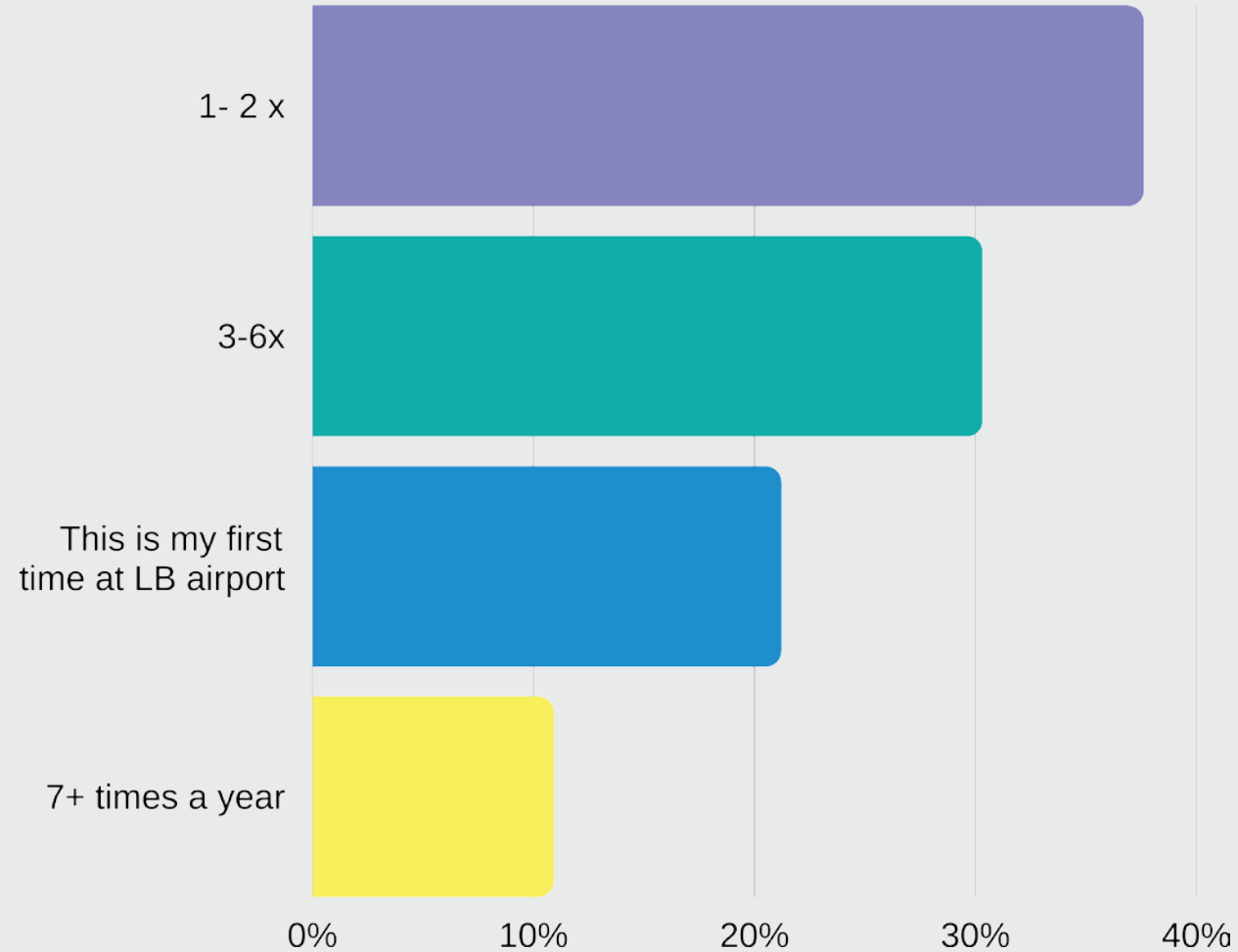


# Survey Results

## Customer Experience Survey

How often do you fly in /  
out of Long Beach  
Airport?

505 out of 507 answered



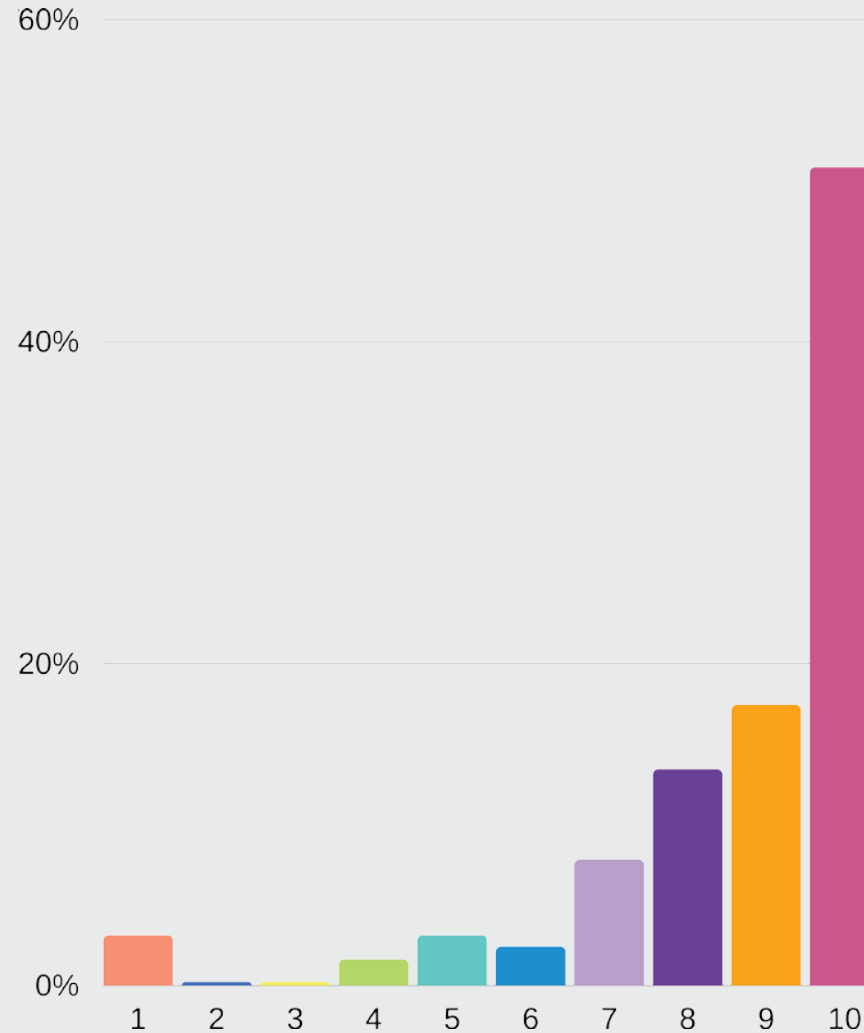
# Survey Results

## Customer Experience Survey

How would you rate  
roadway signage directing  
you to the Airport?

449 out of 507 answered

**8.7 Average rating**



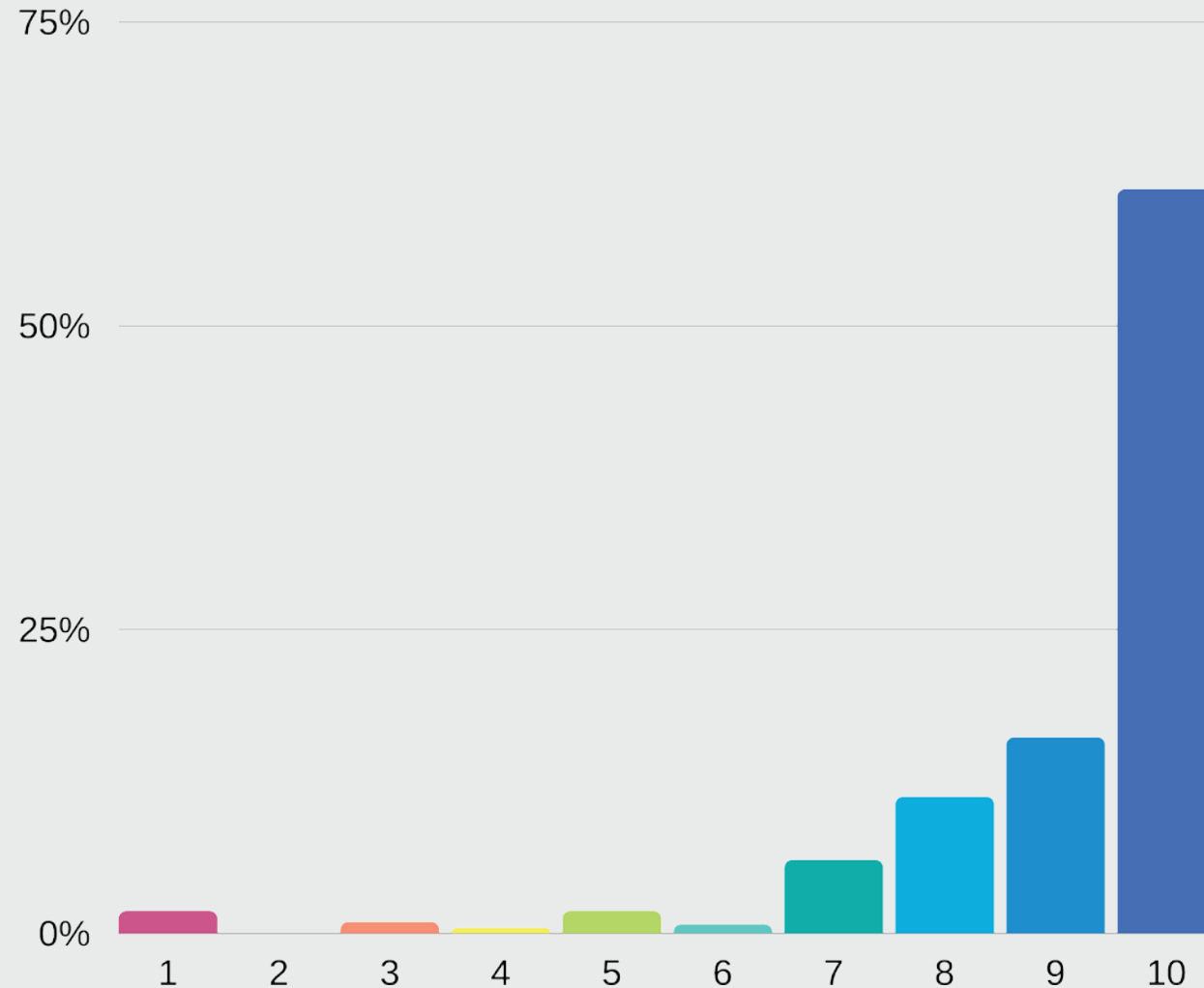
# Survey Results

## Customer Experience Survey

How would you rate pedestrian signage once you've already arrived?

448 out of 507 answered

### 9.1 Average rating

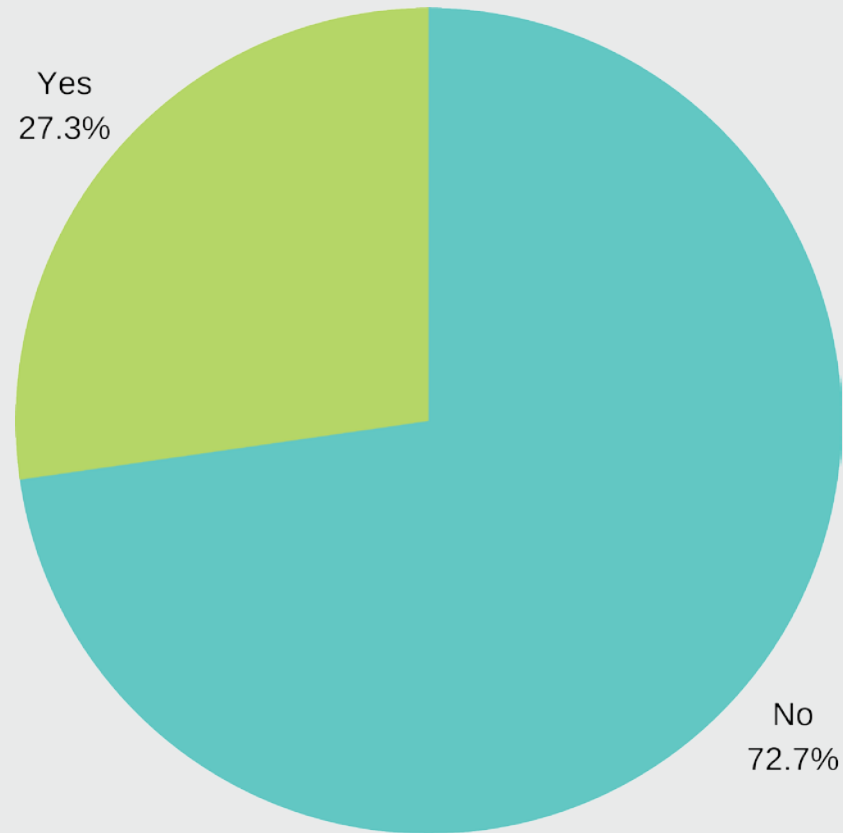


# Survey Results

## Customer Experience Survey

Are you aware of upcoming improvements?

55 out of 507 answered



# Next Step and Questions

## Customer Experience Survey

- Create COVID-19 passenger survey
- Develop QR Code (signage around Airport) and bit.ly link (video screens)
- Next survey planned this fall

Questions?