



OAKLAND AIRPORT FOLLOW-UP BRANDING SURVEY
220-6863
DRAFT 4
A/B SPLITS

LANDING PAGE: Thank you for participating in this survey about Oakland International Airport. Please be assured that your participation and responses to this survey will be completely confidential.

A. Have you traveled through Oakland International Airport in the last five years?

- Yes, in the last year ----- 1
Yes, 1-2 years ago ----- 2
Yes, 3-5 years ago ----- 3
No ----- 4
Don't know ----- 5

B. When you fly, do you fly primarily out of Oakland International Airport, an even mix of other airports in the region and Oakland, or primarily out of other airports in the region?

- Primarily Oakland ----- 1
An even mix of Oakland and other airports ----- 2
Primarily other airports ----- 3
Don't know/Rather not say ----- 4

C. What other airports do you fly out of in the region? (ACCEPT MULTIPLE RESPONSES FOR CODES 1-4)

- San Francisco International Airport (SFO)----- 1
San Jose Mineta International Airport (SJC)----- 2
Sacramento International Airport (SMF) ----- 3
Another airport in the region (Specify \_\_\_)------ 4
Only fly out of Oakland International Airport (OAK)----- 5
Don't fly----- 6
Don't know/Rather not say ----- 7

D. Are you ...?

- Male ----- 1
Female----- 2
Non-binary----- 3
Don't know/Rather not say ----- 4

**The next questions are about Oakland International Airport.**

1. (T) In your opinion, how important is it to modernize the terminals at Oakland International Airport?

- Extremely important----- 1
- Very important -----2
- Somewhat important-----3
- Not important-----4
- Don't know -----5

**The Oakland International Airport is considering a series of proposed improvements, including increasing the number of flights to domestic and international destinations from Oakland International Airport.**

2. (T) In your opinion, how important is it to increase the number of domestic and international flights and destinations at Oakland International Airport?

- Extremely important----- 1
- Very important -----2
- Somewhat important-----3
- Not important-----4
- Don't know -----5

3. (T) Next, Oakland International Airport is considering re-branding itself, which could include a name change as part of an effort to attract more flights to more domestic and international destinations. The airport code "OAK" will not change. How comfortable would you be with Oakland International Airport changing its name as part of an effort to attract more flights and destinations:

- Very comfortable ----- 1
- Somewhat comfortable-----2
- Not too comfortable -----3
- Not at all comfortable -----4
- Don't know -----5

**(ASK QX IF CODES 1-4 IN QX)**

4. (T) In a few words of your own, why would you be **COMFORTABLE/UNCOMFORTABLE** with the airport changing its name to attract more domestic and international flights and destinations?

a. Comfortable

---

b. Uncomfortable

---

**(SPLIT SAMPLE A ONLY)**

5. Next, on a scale from 1 to 10, where a 1 is not at all important and a 10 is extremely important, how important is the issue of the airport’s name to you? **(RECORD SCORE, CODE AFTER)**

	<b><u>NOT AT ALL</u></b>										<b><u>EXTREMELY</u></b>	
	<b><u>IMPORTANT</u></b>										<b><u>IMPORTANT</u></b>	
<b><u>MEAN</u></b>	<b><u>1</u></b>	<b><u>2</u></b>	<b><u>3</u></b>	<b><u>4</u></b>	<b><u>5</u></b>	<b><u>6</u></b>	<b><u>7</u></b>	<b><u>8</u></b>	<b><u>9</u></b>	<b><u>10</u></b>	<b><u>(DK)</u></b>	
<b>SCORE:</b> _____	_____	----- 1	----- 2	----- 3	----- 4	----- 5	----- 6	----- 7	----- 8	----- 9	----- 10	----- 11

**(RESUME ASKING ALL RESPONDENTS)**

6. Next, here is a list of different possible benefits of attracting more flights to Oakland International Airport. Please indicate whether you consider each to be an extremely important, very important, somewhat important, or a not too important benefit. **(RANDOMIZE)**

	<b><u>Extremely</u></b>	<b><u>Very</u></b>	<b><u>Somewhat</u></b>	<b><u>Not too</u></b>	<b><u>Don’t</u></b>
	<b><u>Imp.</u></b>	<b><u>Imp.</u></b>	<b><u>Imp.</u></b>	<b><u>Imp.</u></b>	<b><u>Know</u></b>
[ ]a. <b>(T)</b> Creating good-paying airport, airline and contractor jobs for local residents -----	1	-----2	-----3	-----4	-----5
[ ]b. <b>(T)</b> Improving the local economy by attracting more travelers and more spending -----	1	-----2	-----3	-----4	-----5
[ ]c. <b>(T)</b> Raising Oakland’s profile as a major American city -----	1	-----2	-----3	-----4	-----5
[ ]d. <b>(T)</b> Allowing the airport to modernize its terminals, including enhancing shopping and dining options -----	1	-----2	-----3	-----4	-----5
[ ]e. <b>(T)</b> Expanding public transportation to the airport -----	1	-----2	-----3	-----4	-----5
[ ]f. <b>(T)</b> Making improvements to the existing ticketing, check in, security, and baggage claim areas -----	1	-----2	-----3	-----4	-----5
[ ]g. <b>(T)</b> Creating more competition among airports in the Bay Area leading to lower prices for travelers -----	1	-----2	-----3	-----4	-----5
[ ]h. <b>(T)</b> Choosing a new name that more accurately reflects the area Oakland International Airport serves -----	1	-----2	-----3	-----4	-----5
[ ]i. <b>(T)</b> Preventing the loss of more flights to domestic and international destinations -----	1	-----2	-----3	-----4	-----5

**Extremely**    **Very**    **Somewhat**    **Not too**    **Don't**  
Imp.        Imp.        Imp.        Imp.        Know

**(SPLIT SAMPLE A ONLY)**

- [ ]j. (T\*) Allowing East Bay travelers to fly internationally without going to SFO or SJC ----- 1 -----2----- 3 ----- 4 -----5
- [ ]k. (T\*) Allowing East Bay travelers to fly to more destinations domestically without going to SFO or SJC----- 1 -----2----- 3 ----- 4 -----5
- [ ]l. Making improvements that make Oakland International Airport more competitive to grow the economic benefits for the region ----- 1 -----2----- 3 ----- 4 -----5

**(SPLIT SAMPLE B ONLY)**

- [ ]m. (T) Providing Bay Area travelers more options for international destinations----- 1 -----2----- 3 ----- 4 -----5
- [ ]n. (T) Providing Bay Area travelers more options for domestic destinations----- 1 -----2----- 3 ----- 4 -----5
- [ ]o. (T) Providing additional revenue to ensure that the airport continues to be a thriving hub for the region----- 1 -----2----- 3 ----- 4 -----5

**(RESUME ASKING ALL RESPONDENTS)**

7. (T\*) Next, here is a bit more information. Oakland International Airport is limited in its ability to have airlines offer more flights to international and domestic destinations in the Midwest, the South and the East Coast, despite demand from outbound Bay Area-based customers. This is due to a lack of demand from inbound passengers from other parts of the country, because many international and domestic passengers that don't live in the Bay Area are unfamiliar with Oakland International Airport and its location. Oakland International Airport has already lost flights and destinations because of lack of inbound passenger demand.

A new name would allow Oakland International Airport to attract more passengers and add more domestic and international flights and destinations to the airport. Having heard this, how comfortable would you be with Oakland International Airport changing its name as part of an effort to attract more flights and destinations:

Very comfortable ----- 1  
 Somewhat comfortable----- 2  
 Not too comfortable ----- 3  
 Not at all comfortable ----- 4  
 Don't know ----- 5

**(SPLIT SAMPLE B ONLY)**

8. Next, on a scale from 1 to 10, where a 1 is not at all important and a 10 is extremely important, how important is the issue of the airport's name to you? **(RECORD SCORE, CODE AFTER)**

	<u>NOT AT ALL</u> <u>IMPORTANT</u>					<u>EXTREMELY</u> <u>IMPORTANT</u>						
<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>(DK)</u>	
SCORE: _____	_____	----- 1	----- 2	----- 3	----- 4	----- 5	----- 6	----- 7	----- 8	----- 9	----- 10	----- 11

**(RESUME ASKING ALL RESPONDENTS)**

9. Next, how comfortable would you be with Oakland International Airport changing its name to reflect the Airport's service area which is defined as the San Francisco East Bay Region, as part of an effort to attract more flights and destinations?

- Very comfortable ----- 1
- Somewhat comfortable----- 2
- Not too comfortable ----- 3
- Not at all comfortable ----- 4
- Don't know ----- 5

10. Next, please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement.

- Strongly**   **Somewhat**   **Somewhat**   **Strongly**   **Don't**
- Agree**   **Agree**   **Disagree**   **Disagree**   **Know**

**(SPLIT SAMPLE A ONLY)**

[ ]a. The region needs Oakland International Airport to continue to be a strong generator of jobs for Oakland and updating the name will increase the economic benefits for the region. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

**(SPLIT SAMPLE B ONLY)**

[ ]b. The name should remain Oakland International Airport even if this means fewer economic opportunities or job growth for Oakland. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

**(RESUME ASKING ALL RESPONDENTS)**

11. Next, here are some statements describing reasons to change Oakland International Airport’s name to attract more passengers and add more domestic and international flights and destinations to the airport. For each one please indicate if this is a very convincing, somewhat convincing, or not convincing reason to support the change. If you don’t believe it, please select that option. **(RANDOMIZE)**

**VERY CONV. SMWT CONV. NOT CONV. DON'T BEL. (DK/NA)**

[ ]a. **(AWARENESS)** Research indicates that domestic and international travelers from outside the Bay Area are unfamiliar with Oakland and its location, there is insufficient demand for inbound flights, which in turn limits options for Bay Area-based travelers. Updating the name will make Oakland’s location more recognizable and help increase flight options at OAK. ----- 1 ----- 2 -----3 -----4----- 5

[ ]b. **(ONLINE)** Booking travel has moved from travel agencies to online search engines, like Google Flights, Kayak and Expedia. Often these search engines don’t offer Oakland International Airport as an option when travelers search for flights to San Francisco. By updating the name to reflect the Airports service area, the San Francisco East Bay Region, more people will be able to book travel through Oakland when searching for travel to San Francisco and the Bay Area. ----- 1 ----- 2 -----3 -----4----- 5

[ ]c. **(ECONOMIC IMPACT)** Oakland International Airport provides more than 15,000 jobs and has a \$1.6 billion economic impact on the region. If OAK loses more flights it will lose revenue, putting jobs and Oakland’s economy in jeopardy. ----- 1 ----- 2 -----3 -----4----- 5

[ ]d. **(AIRLINES)** Updating the airport’s name will help attract more travelers and increase flight options in Oakland.----- 1 ----- 2 -----3 -----4----- 5

12. Having read these statements, how comfortable would you be with Oakland International Airport changing its name to reflect the Airport’s service area, the San Francisco East Bay Region as part of an effort to attract more flights and destinations?

Very comfortable ----- 1  
 Somewhat comfortable-----2  
 Not too comfortable -----3  
 Not at all comfortable -----4  
 Don’t know -----5

13. (T) And finally, is there anything else you would like to communicate with Oakland International Airport about the changes it is considering in relation to attracting more flights and destinations. **(OPEN END, RECORD VERBATIM RESPONSE)**
-