



RE: PAH Community Air Service Survey – Preliminary Top-line Results

About the Survey

- Seven-minute online survey launched Tuesday, May 31st
- 4,265 completed surveys (as of Sunday, 6/5)
- Source of respondents:
 - Facebook links – 82%
 - Links sent by PAH to partner organizations – 9%
 - WPSD news story – 6%
 - PAH homepage – 3%
- Survey topics:
 - Airline travel behaviors
 - Factors affecting how respondents choose airline travel
 - Factors that influence decision to drive to BNA vs fly from PAH
 - Respondent preferences for future routes/service from PAH

Top-line results

- 97% of respondents intend to travel by air in the next 12-months for leisure/personal travel; 81% for business
- 2/3 of respondents belong to a frequent flyer program with at least one airline
- Just over half of respondents (53.1%) indicate that they “very often” drive to BNA to travel by airline
- Nearly two-thirds (64.0%) of frequent travelers (those planning to take 6+ airline trips next year) report very often driving to BNA for airline travel
- Reasons travelers who drive to BNA do so over flight from PAH:
 - Less expensive airfare (65%)
 - To get a non-stop fly to my destination (63%)
 - Better flight schedules at BNA (55%)
- Only about 1/3 of respondents surveyed agree that PAH flights are reasonably priced compared to other airports
- 44% agree that flights from PAH are “convenient for where I need to travel”
- Only 38% agree that flying from PAH is a better value than driving to another airport
- Just under half (46%) agree that PAH airline service is reliable