

HDR Alaska, Inc Anchorage Airport Master Plan Update

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I N T R O D U C T I O N & B A C K G R O U N D

Katherine Wood, HDR, Alaska Inc. (HDR) requested that Craciun Research conduct a market study for its client, Ted Stevens Anchorage International Airport, in January 2013. The study was designed to support HDR with its work, specifically on the public involvement piece of the **Anchorage Airport Master Plan Update**. Craciun Research is happy to assist Ted Stevens International Airport to better understand current attitudes and perceptions by the residents of the Municipality of Anchorage.

Company President/CEO Jean Craciun, is a sociologist with extensive experience in both quantitative and qualitative research. She is supported by a team of professionals with over 30 years experience in market research, marketing and advertising in Alaska.

We are proud to house the only Computer Assisted Telephone Interviewing (CATI) Center and full service Focus Group facilities in Alaska. The firm's sociological focus has led to research contracts to study some of the most important issues facing our state including: city planning, resource development, economic and business development, telecommunication, financial, environment, healthcare, and shareholder relations for Alaska Native corporations.

M E T H O D S

SURVEY INSTRUMENT

The survey instrument was finalized after several drafts, which included reviews and suggested changes by HDR representatives, and final approval, by Jean Craciun, Research Director.

The interviews were conducted during March 7th through March 18th, 2013 by Craciun Research's well-trained, professional interviewers. The telephone survey averaged four minutes in length. The survey instrument was carefully designed to obtain thoughtful answers from respondents while avoiding instrument bias.

THE SAMPLE

A sample frame was established from the areas surveyed below. The random sample of three hundred four respondents (n=304) was drawn from telephone numbers from a Craciun database of Anchorage residents drawn proportional with the limitations associated with the smaller sample. The sample was divided into four sub-groups of Anchorage to allow for specific area analysis.

To better serve the purpose of cross tabulation analysis with some of the questions, the areas were grouped as shown in the table below.

TABLE A: AREAS IN ANCHORAGE

Northwest	64	21.1%
Southwest	76	25.0%
Northeast	88	28.9%
Southeast	76	25.0%
Number	304	100.0%

The probability is 19 out of 20, for the overall sample size, that if researchers had sought to interview every household from the sample frame above by using the same questionnaire, the findings would differ from these overall survey results by no more than 5.7 percentage points in either direction. Thus, the margin of error is +/- 5.7%; for sub-groups the sampling error is larger.

The sampling error is not the only way in which survey findings may vary from the findings that would result from talking to every super-voter in the population studied. Survey research is susceptible to human and mechanical errors such as interviewer recording and data handling errors.

However, the standardized procedures used by Craciun Research eliminate such errors associated with paper and pencil methods; thus keeping the human error potential to a minimum.

DATA ANALYSIS & REPORTING

Members of the Craciun Research team, employing SPSS¹, analyzed the sample. The primary procedures reported are frequencies and cross tabulations.

Notes to Readers

Included in the presentation of each response is a summary or example of any significant findings, followed by relevant tables. All percentages in the narrative are rounded to the nearest whole percentage point.

Often times a few respondents fail to answer a question. Unless the percentage that failed to answer is significant, these people are not included in the totals upon which the percentages are based. Percentages in the tables occasionally do not add to exactly 100% because of rounding.

Cross tabulations describe data that may be related in some way. In many cross tabulations, categories are combined or omitted because the numbers are too small to be statistically significant. This manipulation may change the totals on which percentages are based, but does not affect the relationships between percentages.

Cross tabulations may be used to indicate differences (or lack of differences) between subgroups of people. When a lack of difference is being shown, a footnote is appended to the table indicating that the differences are not “statistically significant”.²

¹ Trademark registered.

² Statistical significance is determined by using a chi-square test with a significance factor of less than .05. The chi square test is used by researchers to determine whether a result may be due to random variation, and is sensitive to sample size, since large random variation may occur in small samples.

A. PUBLIC OPINION REGARDING TED STEVENS INTERNATIONAL AIRPORT

Question: Here are some statements about the Airport. For each tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree or have no opinion.

- One in ten local jobs is related to the Airport in some way.
- The Airport is convenient to me.
- The new terminal is well arranged.
- The parking at the terminal is conveniently located.
- There is enough parking at the terminal.
- The cost of parking is about right.
- By volume, Anchorage International is the fourth largest cargo airport in the world.
- The Airport is working to keep the noise levels from bothering residents.
- I notice noise from airplanes every day; in and out of the Airport.

When looking at the issue of whether or not the airport is doing a good job in terms of the benefits it provides the community, residents of Anchorage gave high ratings to the following three factors: the *Airport is convenient to me* 89% (strongly and somewhat agree); the *parking at the terminal is conveniently located* 83% (strongly and somewhat agree); and the *new terminal is well arranged* 81% (strongly or somewhat agree).

The next level of support to the Airport is found in the all-important factor associated with noise and 67% (strongly and somewhat agree) of the public participating in our survey acknowledged that the *Airport is working to keep the noise levels from bothering residents*. In fact, the highest reported disagreement to our series of questions was with regard to *I notice noise from airplanes every day; in and out of the airport* (47% strongly and somewhat disagree).

With regard to parking 66% of residents reported that *there is enough parking at the terminal*.

More than half (61%) of the residents in our survey believe that *one in ten local jobs is related to the Airport in some way*.

Please find detailed table on the following page.

TABLE A1.1

	Strongly agree	Somewhat agree	Neutral, no opinion	Somewhat disagree	Strongly disagree	Don't know/ No Answer
The Airport is convenient to me.	65.1%	24.3%	2.6%	3.0%	3.3%	1.6%
The new terminal is well arranged.	46.1%	35.2%	9.2%	4.3%	1.6%	3.6%
The parking at the terminal is conveniently located.	45.7%	37.5%	5.6%	5.6%	2.3%	3.3%
By volume, Anchorage International is the fourth largest cargo airport in the world.	30.9%	27.6%	13.2%	4.6%	2.6%	20.7%
The Airport is working to keep the noise levels from bothering residents.	30.6%	36.8%	11.5%	4.6%	3.3%	13.2%
One in ten local jobs is related to the Airport in some way.	29.3%	31.3%	10.5%	7.2%	1.3%	20.4%
There is enough parking at the terminal.	29.3%	36.2%	7.2%	12.8%	8.9%	5.6%
The cost of parking is about right.	25.3%	38.2%	7.2%	9.9%	10.5%	8.9%
I notice noise from airplanes every day; in and out of the Airport.	16.4%	20.4%	9.5%	15.5%	31.6%	6.6%

Question: [ASK IF IS VERY OR SOMEWHAT AWARE OF AIRPORT NOISE EVERY DAY] Does the Airport noise bother you [READ LIST]

Always - every day
Often, but not always
Occasionally
Rarely or never
Don't know/ No answer

TABLE A2.1

Always - every day	1	0.5%
Often, but not always	4	2.1%
Occasionally	22	11.6%
Rarely or never	148	77.9%
Don't know/ No answer	15	7.9%
Number	190	100.0%

Seventy-eight percent (78%) of residents in our survey, when asked about the noise factor, revealed that it was rarely or never a problem.

Question: Many parks and recreation areas in West Anchorage are located on or near Airport property. Here is a list. For each, please tell me if you use these areas by stating yes or no:

- The Coastal Trail around Point Woronzof
- Point Woronzof Overlook
- Point Woronzof Park
- Connor’s Bog Dog Park
- Little Campbell Lake

TABLE A3.1

The Coastal Trail around Point Woronzof	
Yes	59.1%
No	40.3%
Don't know	0.7%
Point Woronzof Overlook	
Yes	56.3%
No	43.0%
Don't know	0.7%
Point Woronzof Park	
Yes	45.5%
No	51.8%
Don't know	2.6%
Little Campbell Lake	
Yes	34.2%
No	63.8%
Don't know	2.0%
Connor’s Bog Dog Park	
Yes	20.5%
No	76.8%
Don't know	2.6%

In descending order we can learn about parks and recreational usage located in close proximity to the Airport.

Question: If the Airport needs to expand, which of the following would you prefer to see happen? [READ LIST]

The Airport could grow at its current location, acquiring land as necessary.

The Airport could accommodate growth by encouraging air traffic to use other airports, such as Fairbanks International.

TABLE A4.1

The Airport could grow at its current location, acquiring land as necessary.	235	80.2%
The Airport could accommodate growth by encouraging air traffic to use other airports, such as Fairbanks International.	58	19.8%
Number	293	100.0%

Clearly the residents of Anchorage desire that the Airport grow at its current location; a full eighty percent (80%) of those in our survey also understand that growth will necessitate acquiring land as necessary.

B. STATE OF THE ECONOMY AS REPORTED BY RESIDENTS

Question: How important to the local economy is the Anchorage International Airport – very important, somewhat important or not at all important?

TABLE B1.1

Very important	246	80.9%
Somewhat important	53	17.4%
Not at all important	4	1.3%
Don't know	1	0.3%
Number	304	100.0%

A full eighty-one percent (80.9%) of our study respondents’ rank the Airport as *very important* to the local economy.

Question: How important is it to the State economy?

TABLE B2.1

Very important	225	74.3%
Somewhat important	71	23.4%
Not at all important	5	1.7%
Don't know	2	0.7%
Number	303	100.0%

Slightly fewer Anchorage residents view the Airport as *very important* to the state economy (74%) but it still garnered an over-all rating of important to the public at 98%.

Question: And when you think of the international traffic that flows through our Anchorage Airport, how important is it to the global economy?

TABLE B3.1

Very important	138	45.4%
Somewhat important	126	41.4%
Not at all important	15	4.9%
Don't know	25	8.2%
Number	304	100.0%

Anchorage residents when thinking of the Airport from a global perspective rank it at 45% very important and 41% somewhat important when commenting on the international traffic flow.

C. DEMOGRAPHICS

Gender		
Male	148	48.7%
Female	156	51.3%
Number	304	100.0%
Age		
18-29	65	21.4%
30-39	53	17.4%
40-49	72	23.7%
50-59	71	23.4%
60 and up	43	14.1%
Number	304	100.0%
Education		
Less than high school	6	2.0%
High school graduate or GED	48	15.8%
Some college or technical school	91	29.9%
Four year degree	85	28.0%
Post graduate degree	65	21.4%
No answer/ Refused	9	3.0%
Number	304	100.0%
Income		
Less than \$20,000	8	2.6%
20-40,000	41	13.5%
41-80,000	87	28.6%
81-120,000	68	22.4%
More than 120,000	48	15.8%
Don't know/Refused	52	17.1%
Number	304	100.0%
Work Location		
Northwest	88	28.9%
Southwest	63	20.7%
Northeast	93	30.6%
Southeast	60	19.7%
Number	304	100.0%