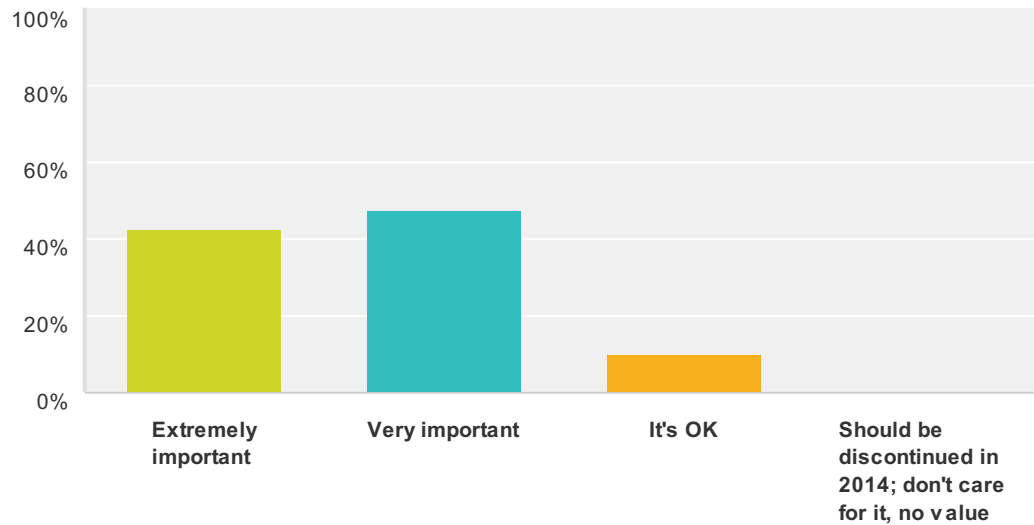


Second Saturday Satisfaction Survey

Q1 How important is the continuation of Watsonville Muni's Second Saturday event to you?

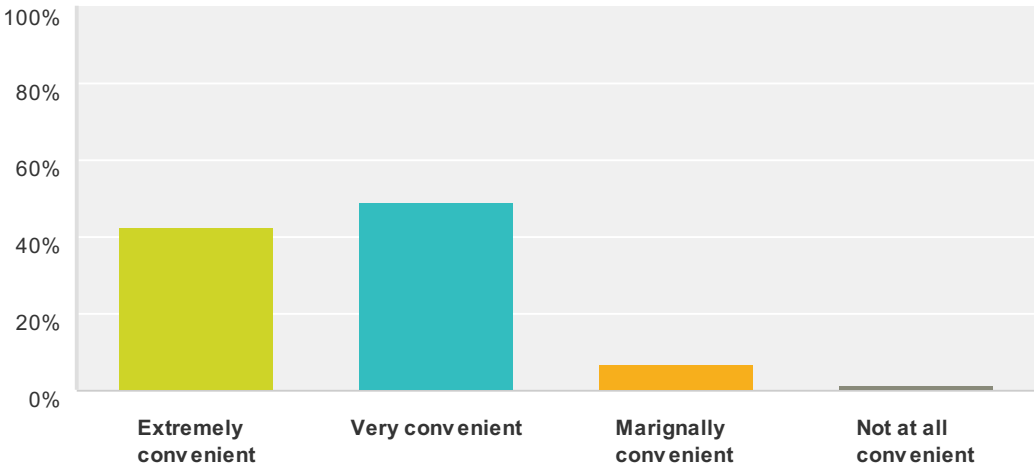
Answered: 59 Skipped: 0



Answer Choices	Responses	
Extremely important	42.37%	25
Very important	47.46%	28
It's OK	10.17%	6
Should be discontinued in 2014; don't care for it, no value	0%	0
Total		59

Q2 How convenient is the combination of a fuel sale, aircraft display sign-off and Props Restaurant discounts?

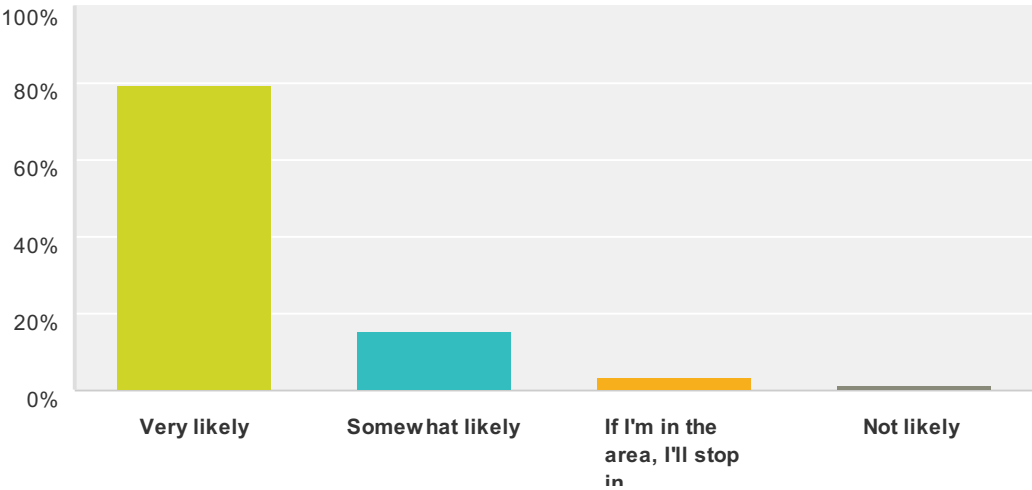
Answered: 59 Skipped: 0



Answer Choices	Responses	
Extremely convenient	42.37%	25
Very convenient	49.15%	29
Marginally convenient	6.78%	4
Not at all convenient	1.69%	1
Total		59

Q3 Given Second Saturday's low fuel prices how likely are you to make every effort to take advantage of the opportunity to purchase fuel?

Answered: 59 Skipped: 0

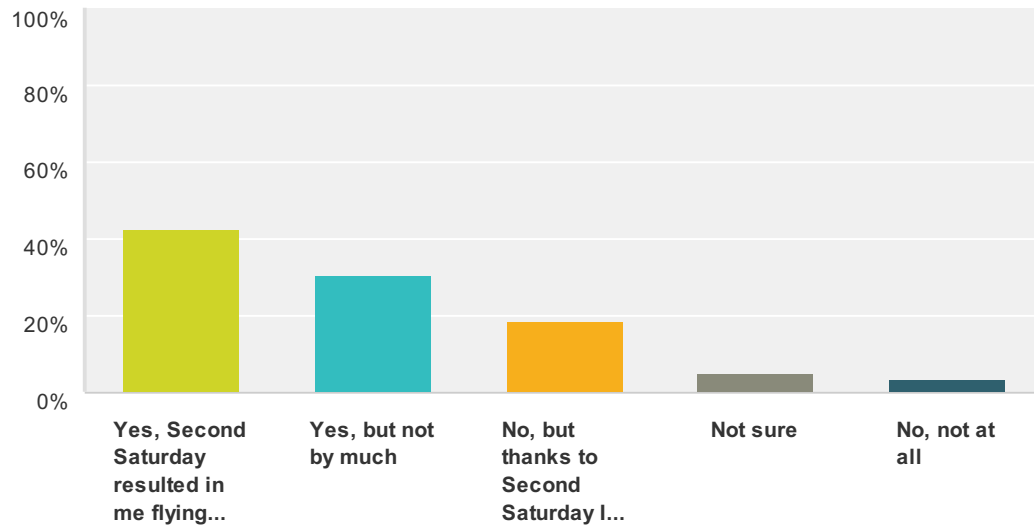


Answer Choices	Responses	
Very likely	79.66%	47
Somewhat likely	15.25%	9
If I'm in the area, I'll stop in	3.39%	2
Not likely	1.69%	1
Total		59

Second Saturday Satisfaction Survey

Q4 Has the Second Saturday fuel sale contributed to increasing the number of hours you flew in 2013?

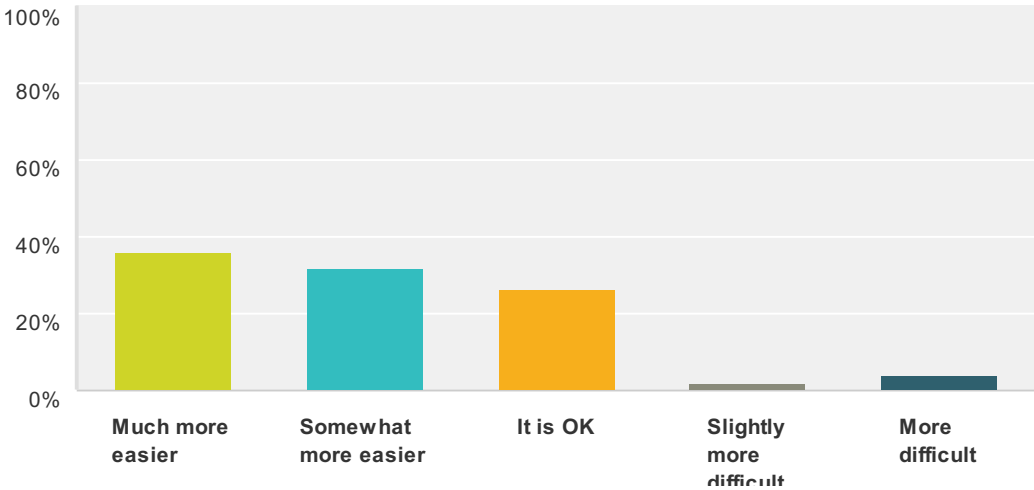
Answered: 59 Skipped: 0



Answer Choices	Responses	
Yes, Second Saturday resulted in me flying more	42.37%	25
Yes, but not by much	30.51%	18
No, but thanks to Second Saturday I've paid less to fly the same hours	18.64%	11
Not sure	5.08%	3
No, not at all	3.39%	2
Total		59

Q5 Compared to other Aircraft display opportunities, is Watsonville's Second Saturday set-up easier, difficult, or about the same?

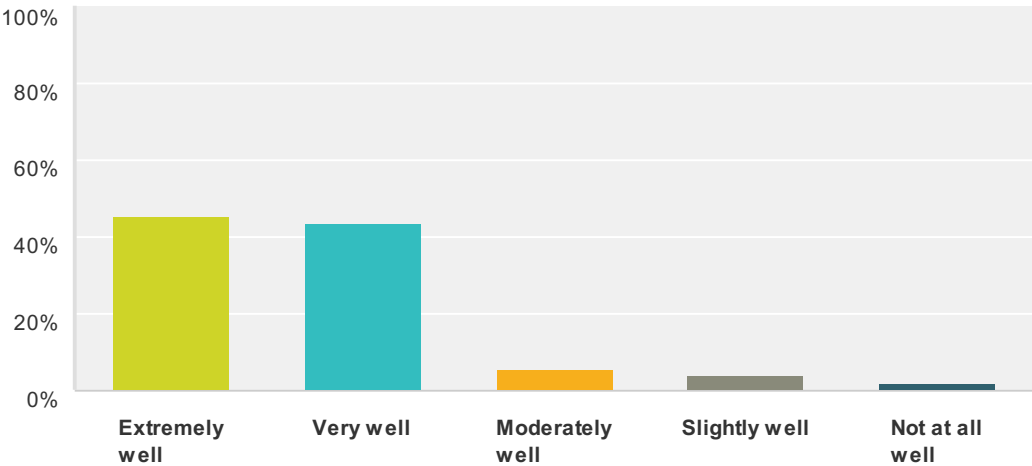
Answered: 53 Skipped: 6



Answer Choices	Responses	
Much more easier	35.85%	19
Somewhat more easier	32.08%	17
It is OK	26.42%	14
Slightly more difficult	1.89%	1
More difficult	3.77%	2
Total		53

Q6 How well do the counter staff and/or line staff representatives at WVI answer your Second Saturday questions?

Answered: 53 Skipped: 6

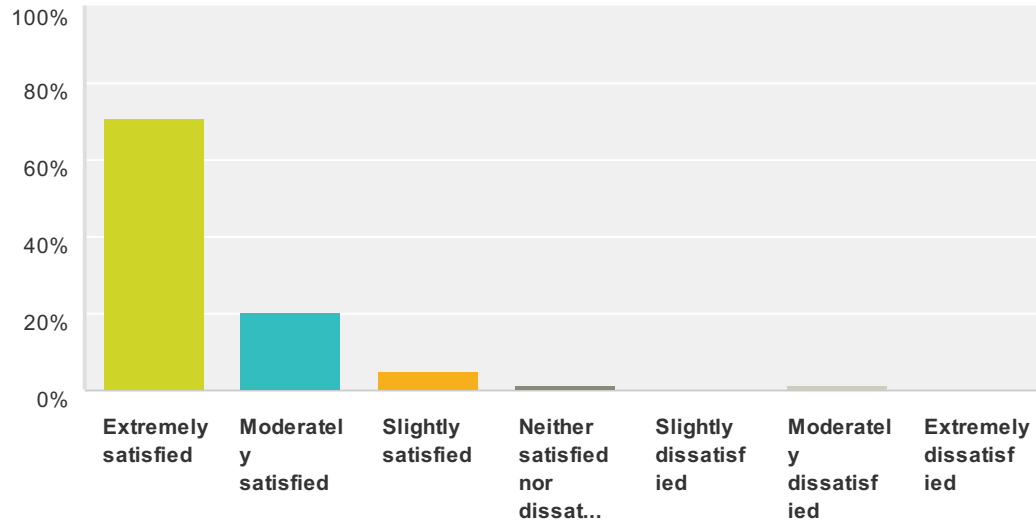


Answer Choices	Responses	
Extremely well	45.28%	24
Very well	43.40%	23
Moderately well	5.66%	3
Slightly well	3.77%	2
Not at all well	1.89%	1
Total		53

Second Saturday Satisfaction Survey

Q7 Overall, are you satisfied with the Second Saturday event at Watsonville Muni, neither satisfied nor dissatisfied with it, or dissatisfied with it?

Answered: 59 Skipped: 0

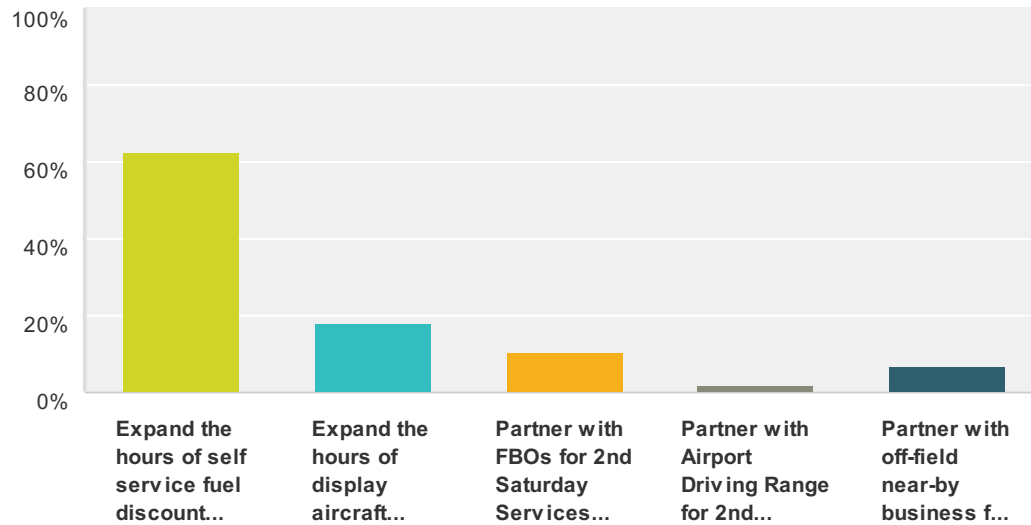


Answer Choices	Responses	
Extremely satisfied	71.19%	42
Moderately satisfied	20.34%	12
Slightly satisfied	5.08%	3
Neither satisfied nor dissatisfied	1.69%	1
Slightly dissatisfied	0%	0
Moderately dissatisfied	1.69%	1
Extremely dissatisfied	0%	0
Total		59

Second Saturday Satisfaction Survey

Q8 A number of Second Saturday improvements have been suggested during 2013. Which of the following would you prefer implemented in 2014?

Answered: 56 Skipped: 3



Answer Choices	Responses	
Expand the hours of self service fuel discount (currently 0800-1600)	62.50%	35
Expand the hours of display aircraft sign-off (currently 0800-1200)	17.86%	10
Partner with FBOs for 2nd Saturday Services discounts	10.71%	6
Partner with Airport Driving Range for 2nd Saturday discounts	1.79%	1
Partner with off-field near-by business for 2nd Saturday discounts	7.14%	4
Total		56