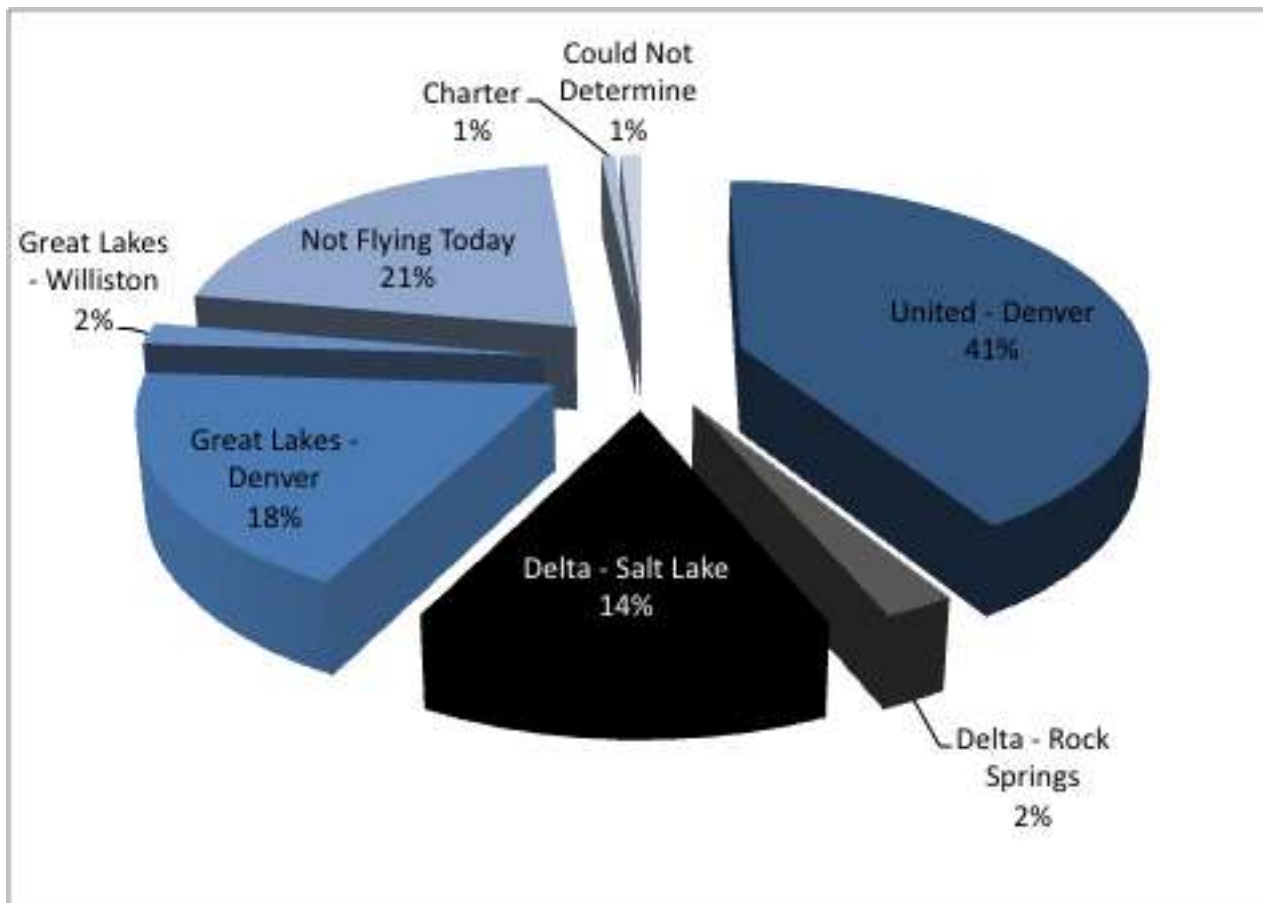


Gillette – Campbell Co. Airport Survey Results

January, 2012

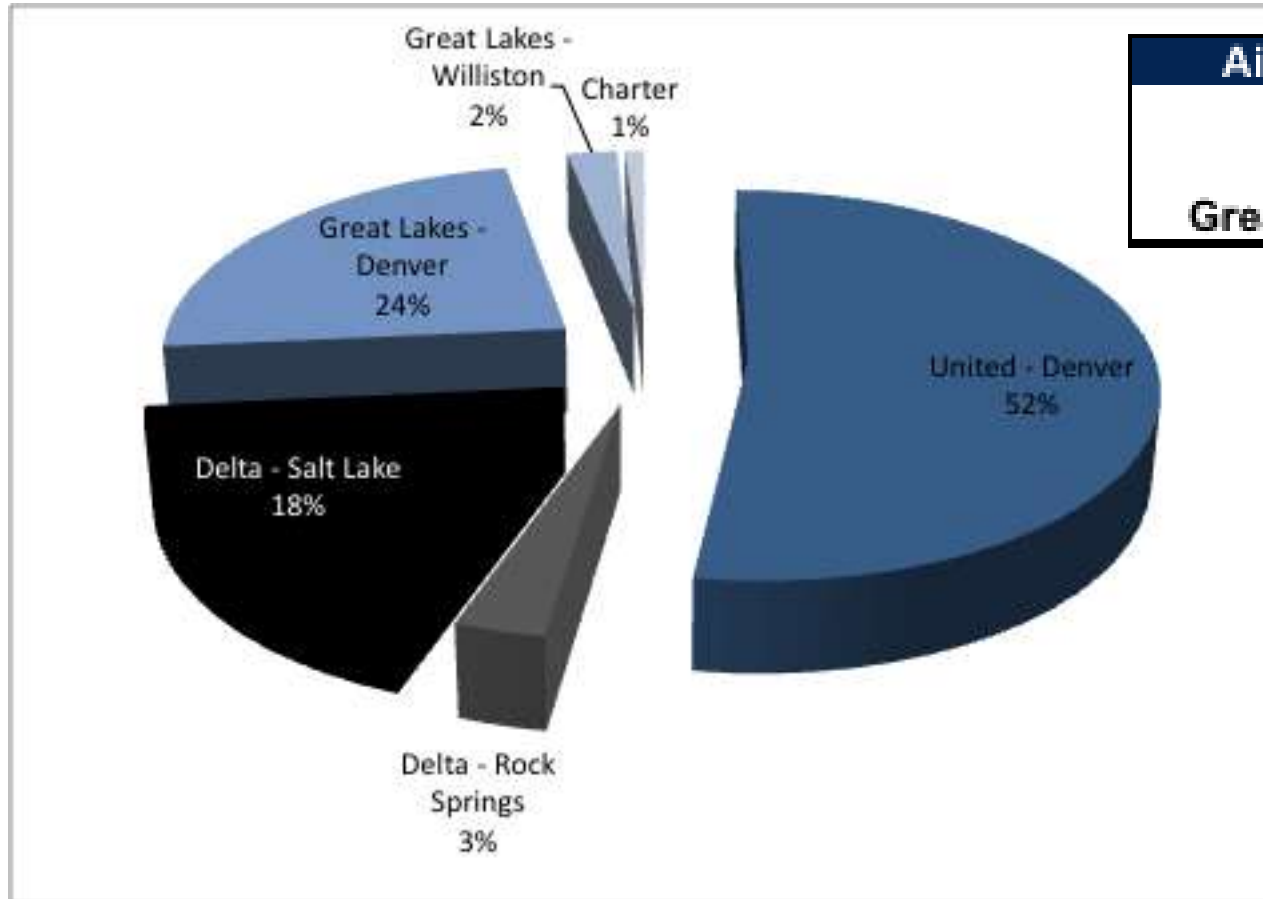
1) On Which Flight Are You Departing?



584 Total Responses

1b) On Which Flight Are You Departing?

Adjusted Percentages: "Not Flying Today", "Could Not Determine" Eliminated from Percentages



Airline	Actual	Survey
Delta	18%	21%
United	31%	52%
Great Lakes	51%	26%

"Actual" reflects US DOT T100 Traffic data by Marketing Airline for the Year ending September, 2011.

584 Total Responses

2) What Is Your Final Destination?

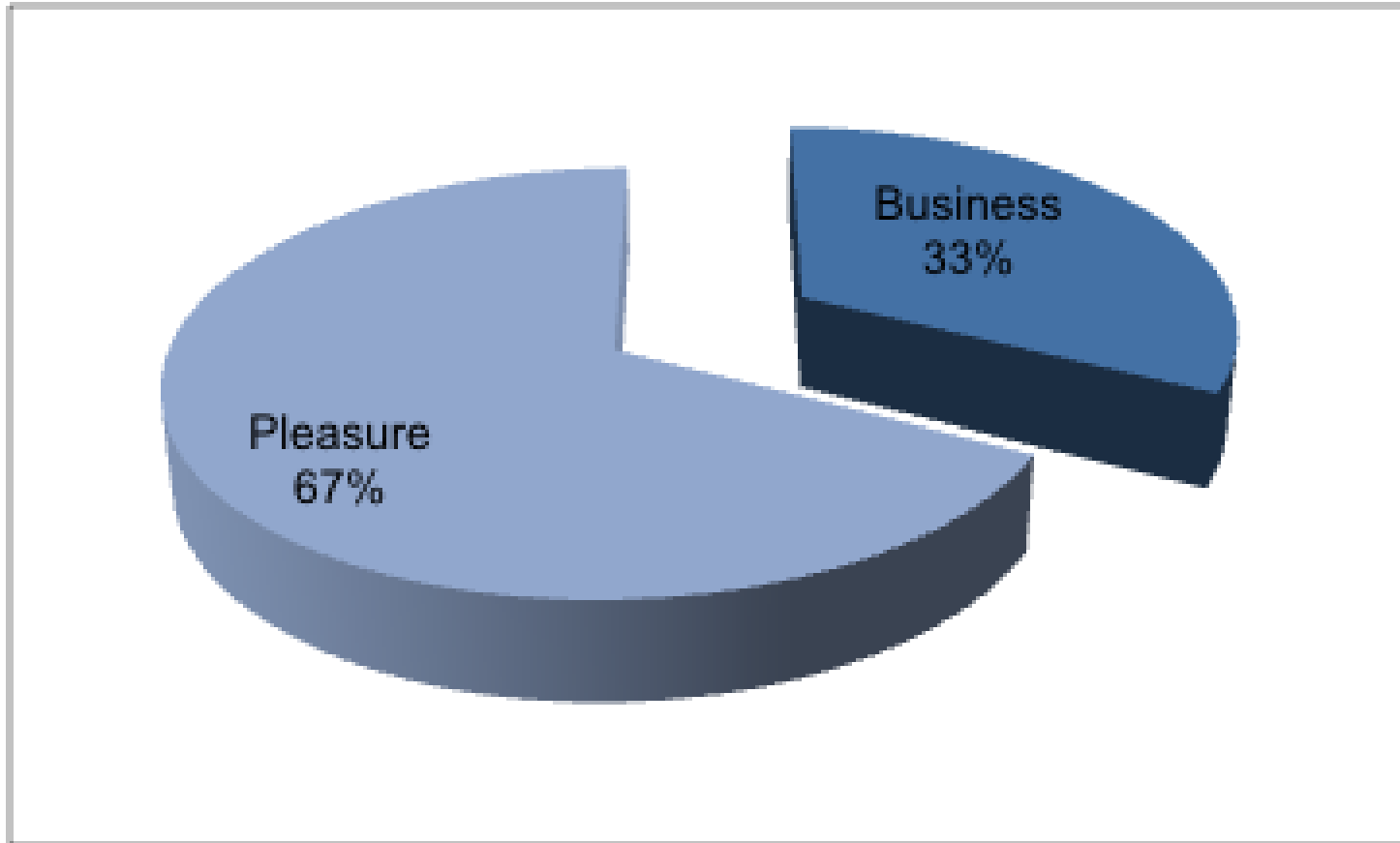
Methodology:

Only identifiable results were tallied.

Results without an identified destination were included in "Not Available."

Rank	Market	Responses	Rank	Market	Responses
	Not Available	65	13	Willison	8
1	Denver	49	14	Kansas City	7
2	Las Vegas	34	15	Los Angeles	6
3	Phoenix	24	16	Washington, D.C.	6
4	Salt Lake City	21	17	Tuscon	5
5	Orlando	16	18	Minneapolis	5
6	Dallas	15	19	Spokane	5
7	St. Louis	13	20	Detroit	5
8	Chicago	13	21	Sacramento	4
9	San Diego	10	22	Pittsburgh	4
10	Houston	10	23	Wendover	4
11	Seattle	9	24	Atlanta	4
12	Portland	9	25	Tulsa	3
	Other	141			
	Total	495			

3) Travelling for Business or Pleasure?

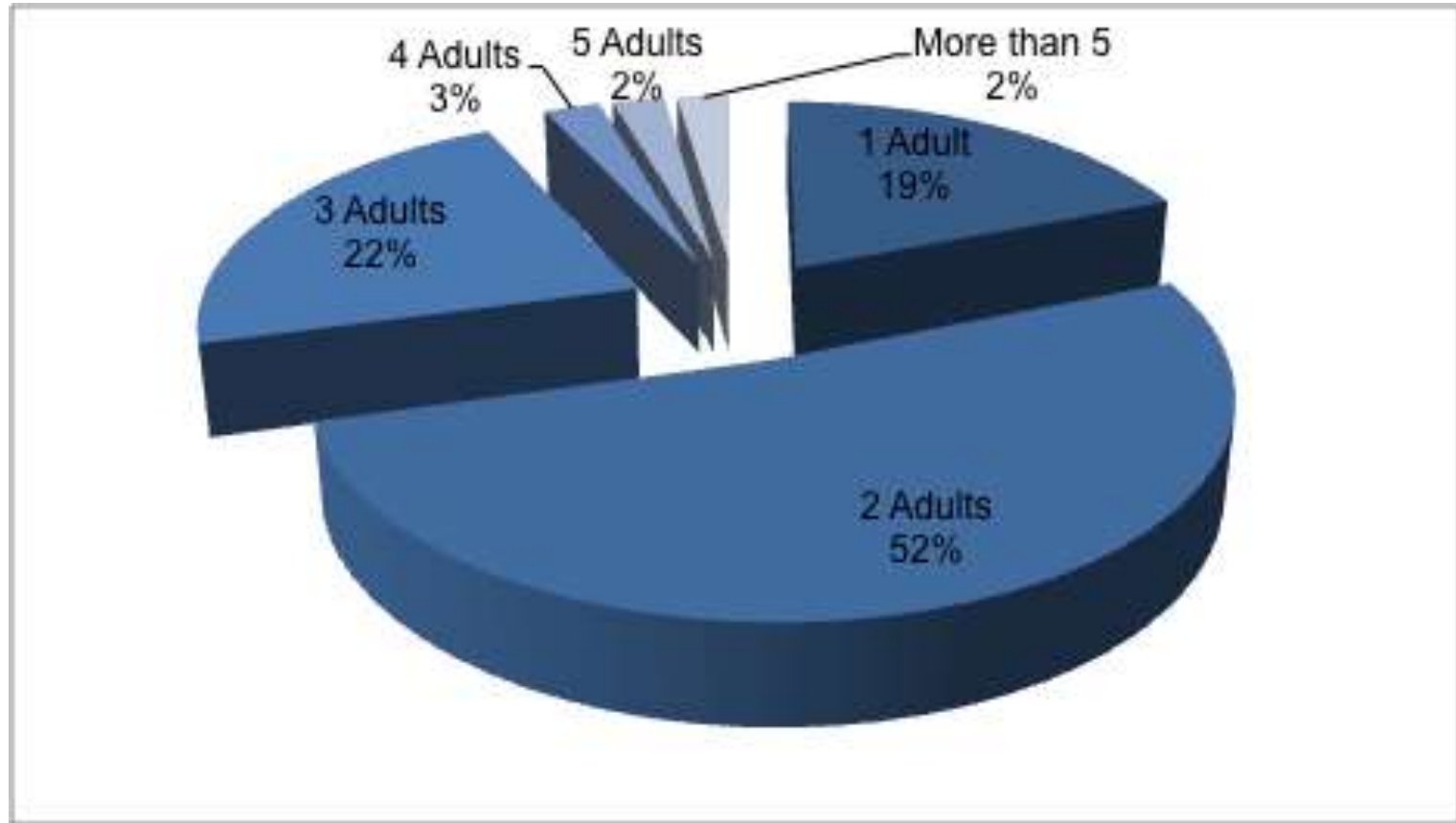


590 Total Responses

4) Number of Adults Travelling?

Methodology:

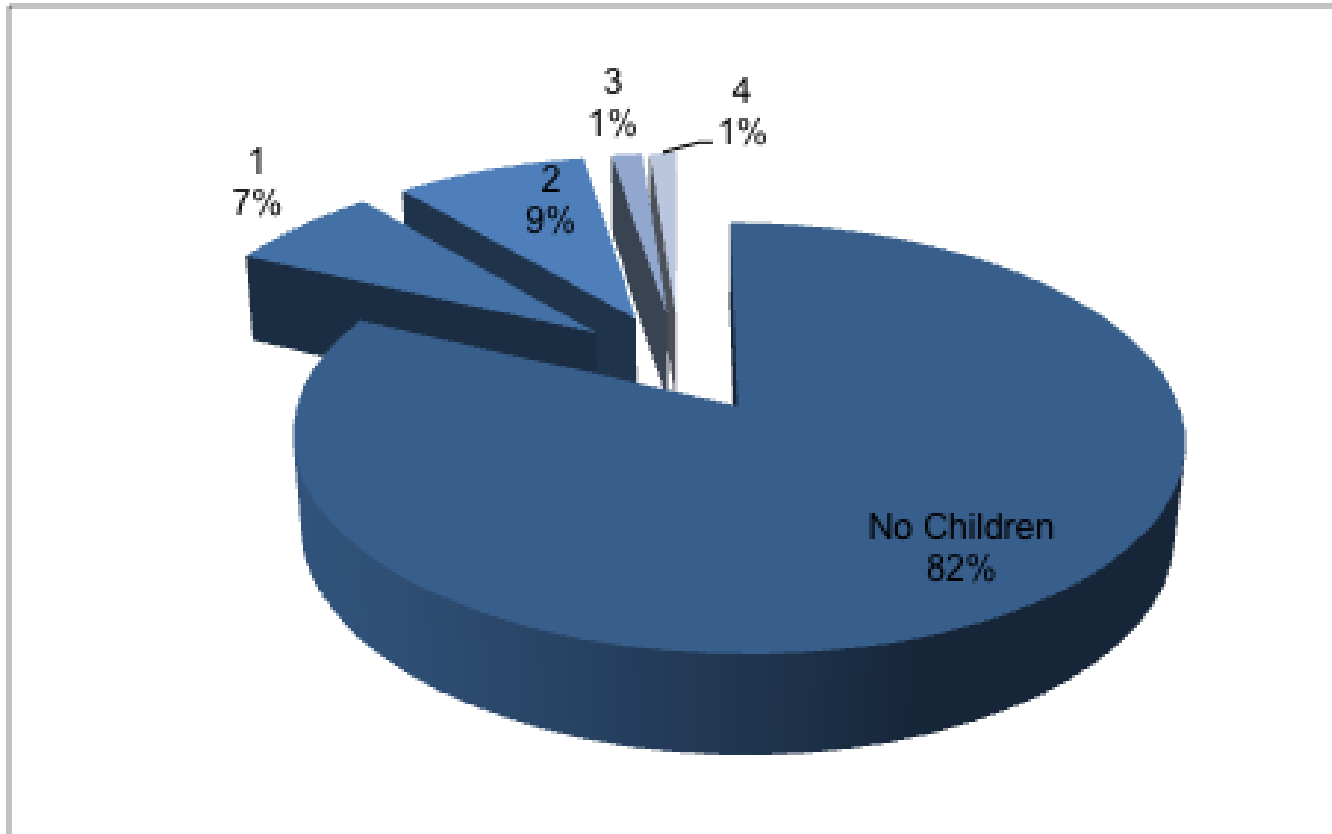
Identifiable results were tallied.



532 Identifiable Responses

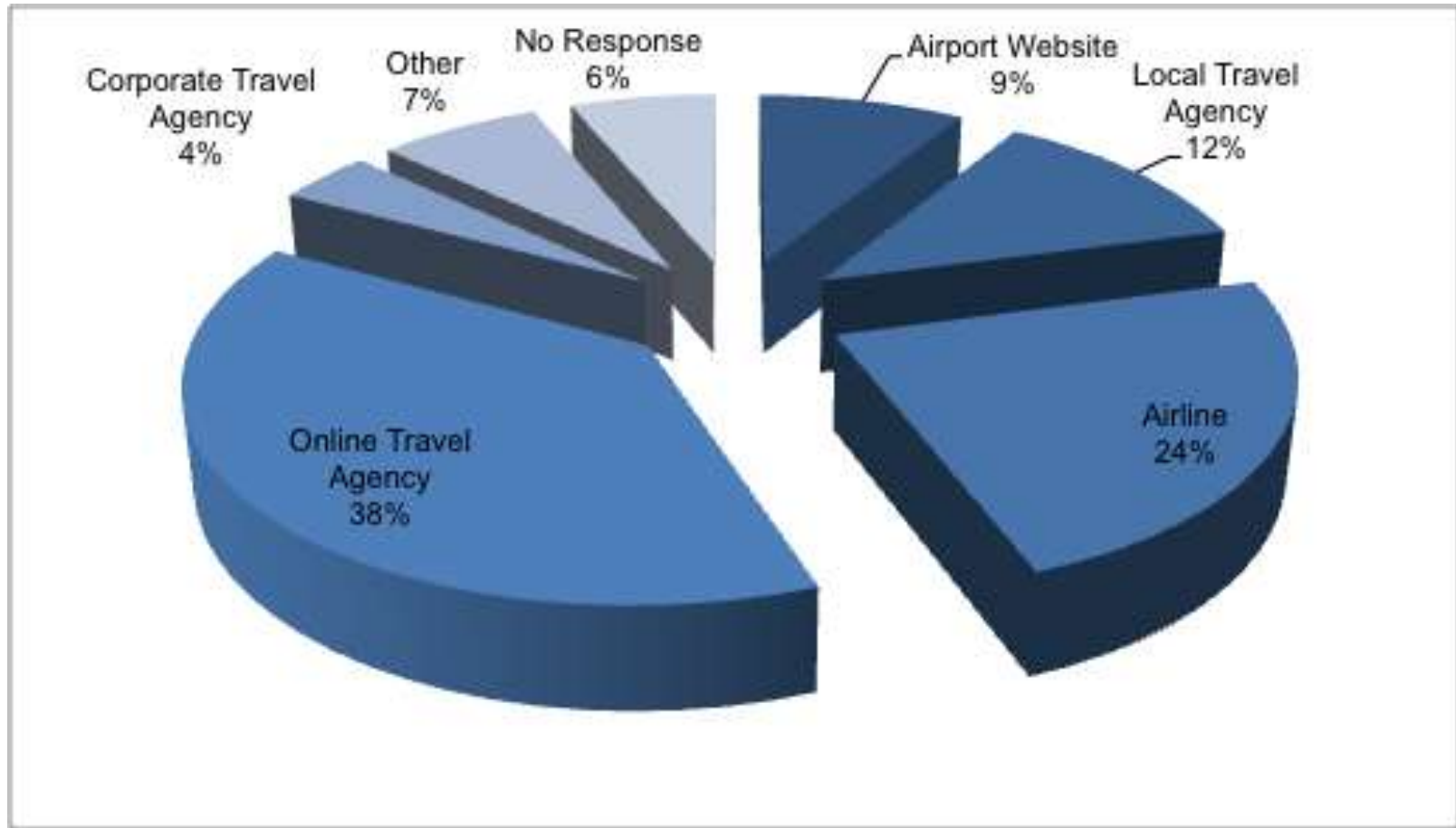
5) Number of Children Travelling?

82% of Respondents did NOT travel with children.
Only identifiable responses were tallied.



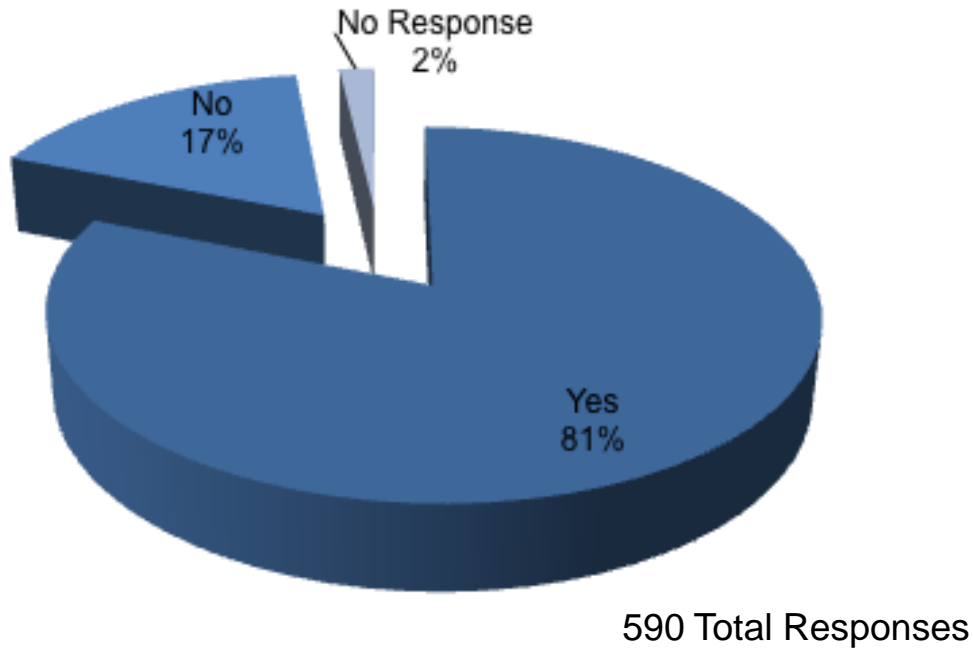
435 Identifiable Responses

6) How Did You Book Your Flight?



590 Total Responses

7) Do You Live in the Gillette Area?

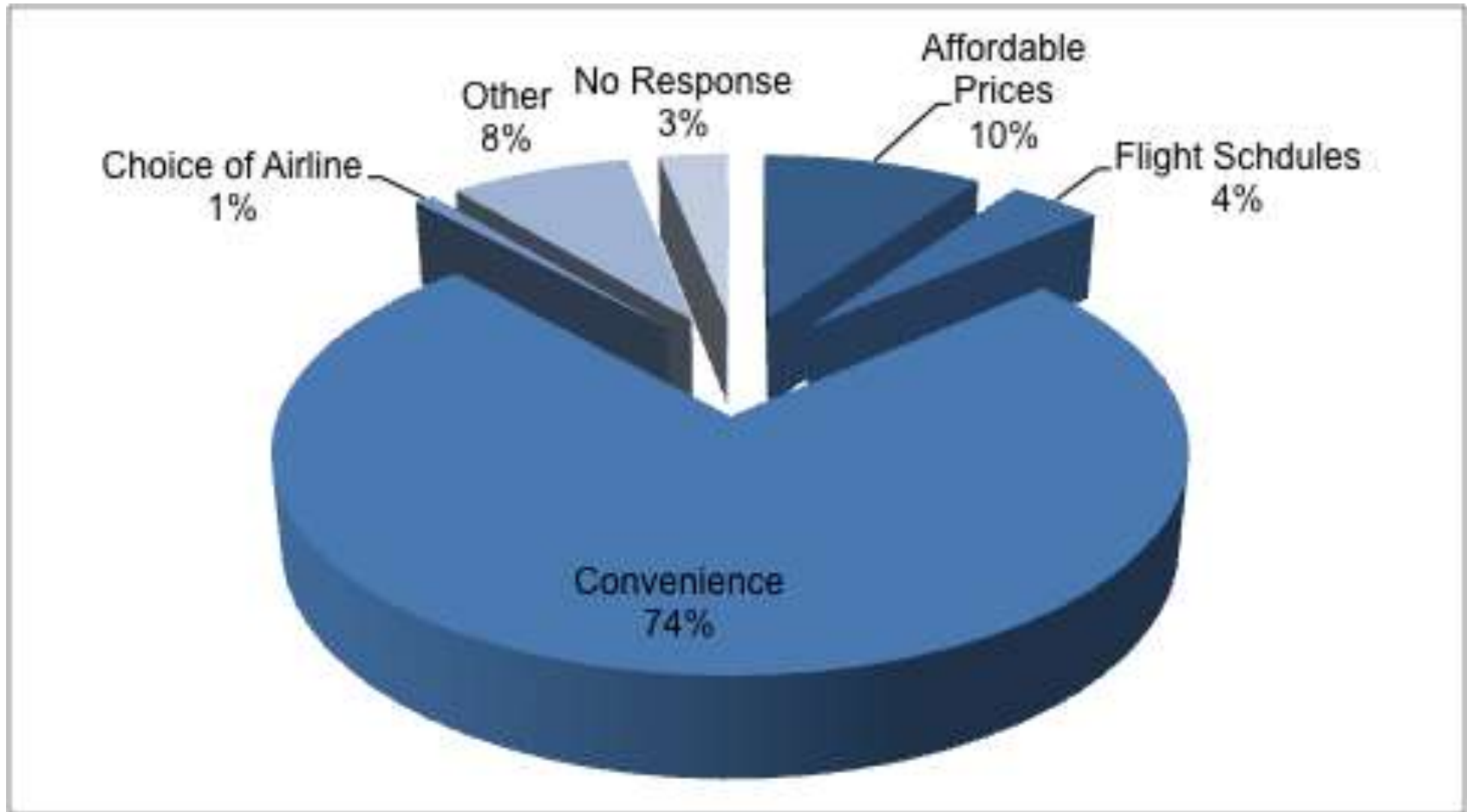


The survey responses seem to have returned a sample that's heavily over-weighted toward Gillette area residents.

U.S. DOT data for the year ending 3Q2011 shows about 57% of passengers originating travel in Gillette, while the survey shows 81% of passengers living in the Gillette area. So the survey may not be reflective of the component of Gillette's passengers who do not live or originate travel from Gillette.

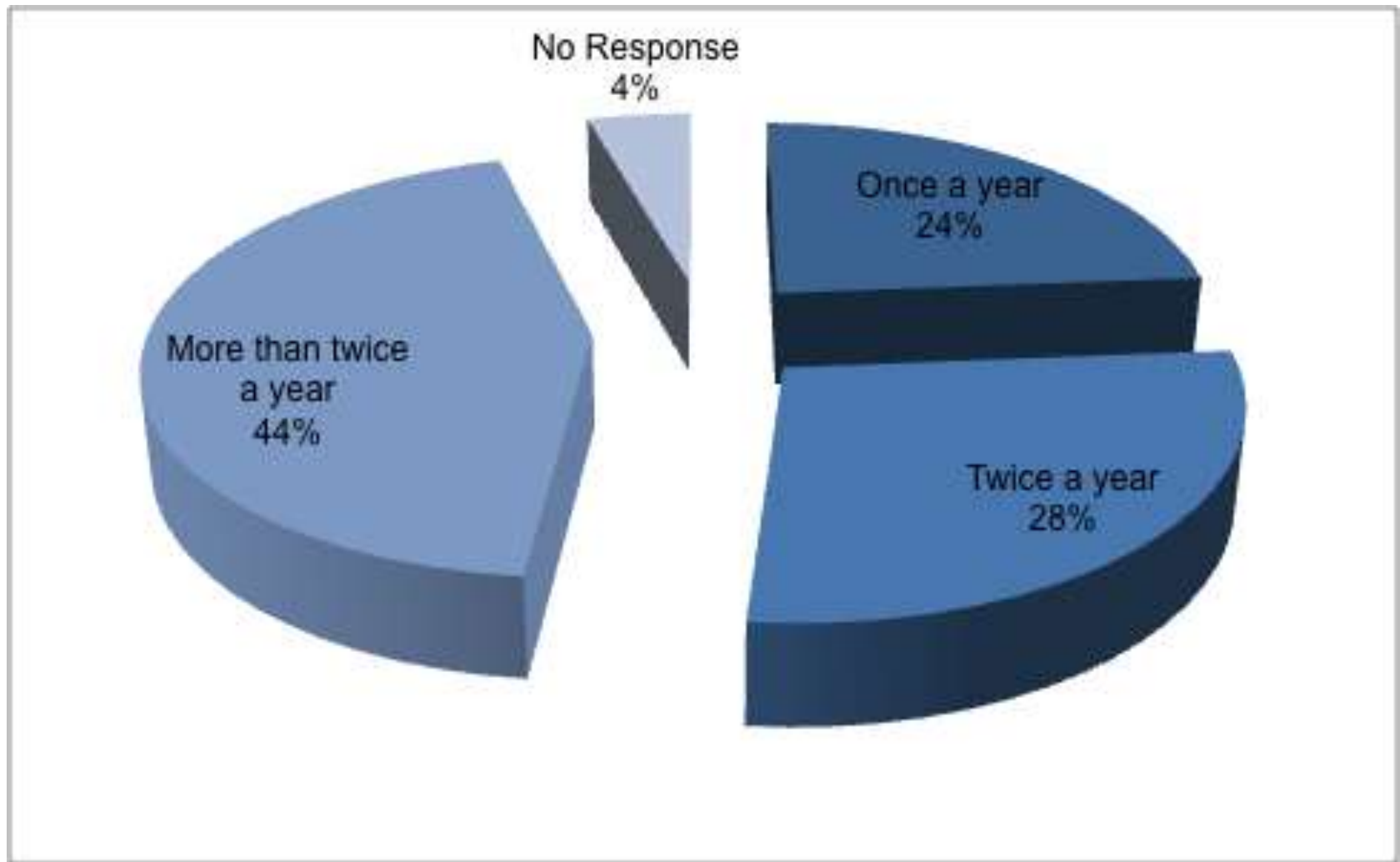
	Survey	Pax YE3Q11
Pax Origin Gillette	81.0%	56.5%
Pax Origin Other	18.9%	43.5%

8) Why Did You Fly To/From Gillette?



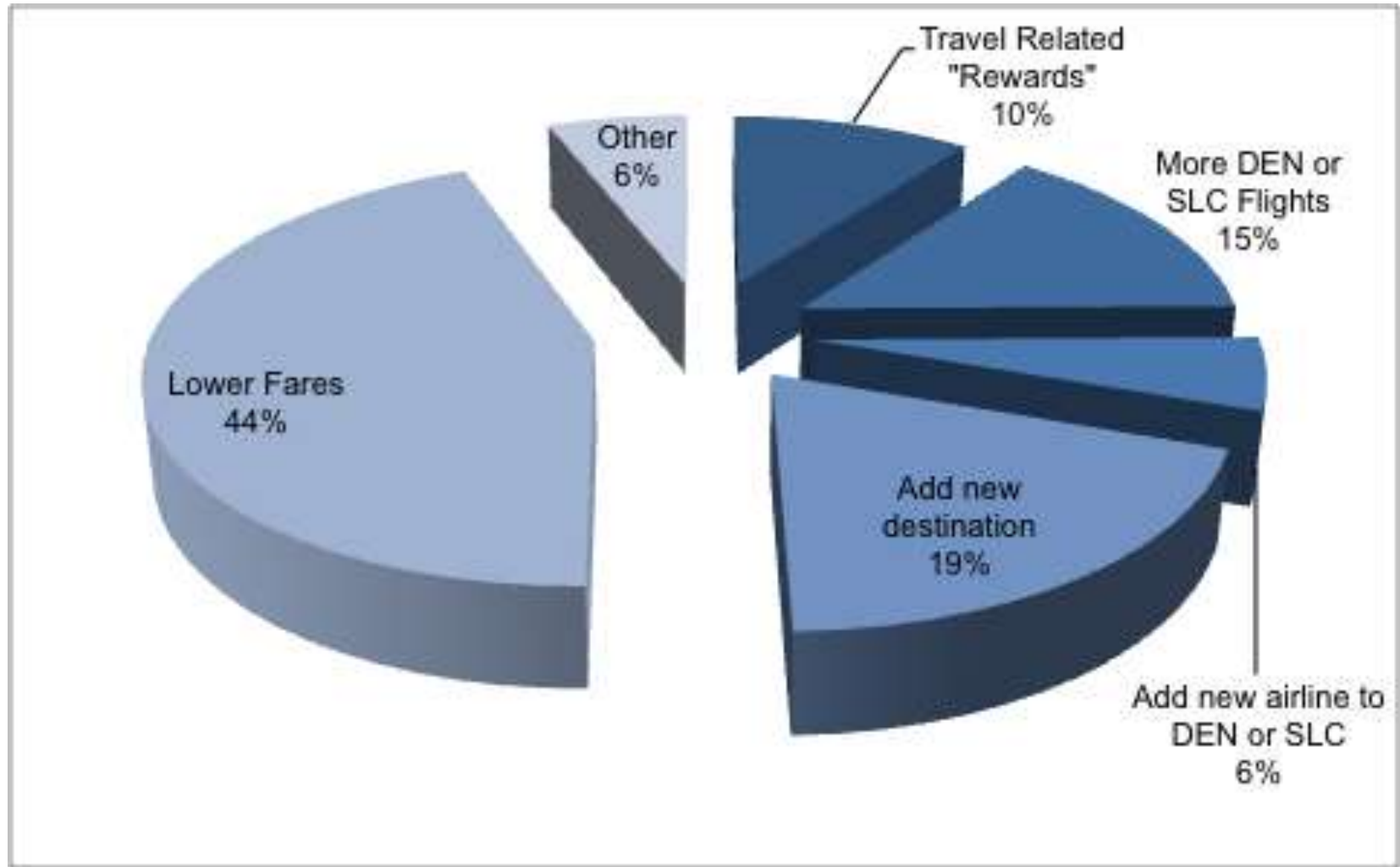
584 Total Responses

9) How Often Do You Fly From Gillette?



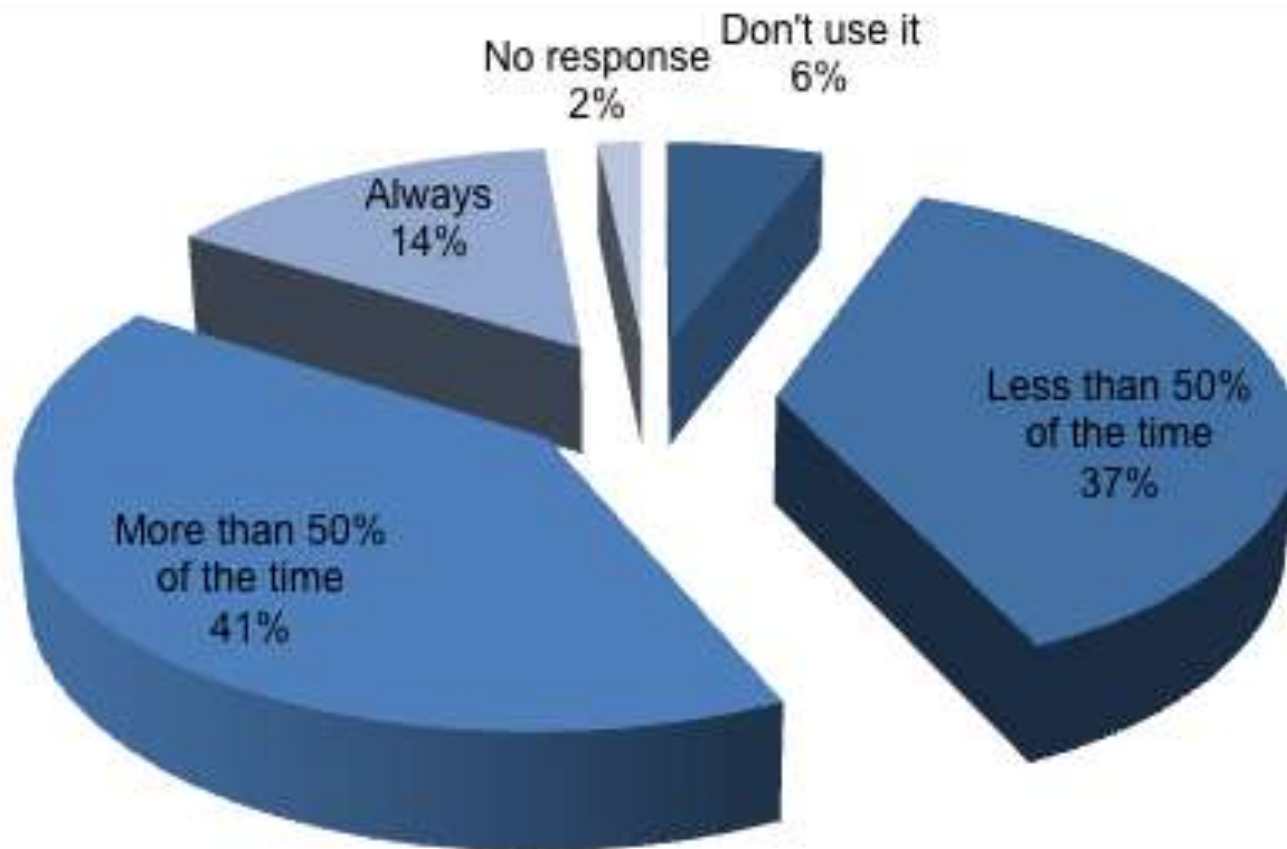
590 Total Responses

10) What Would Help You Fly More From Gillette?



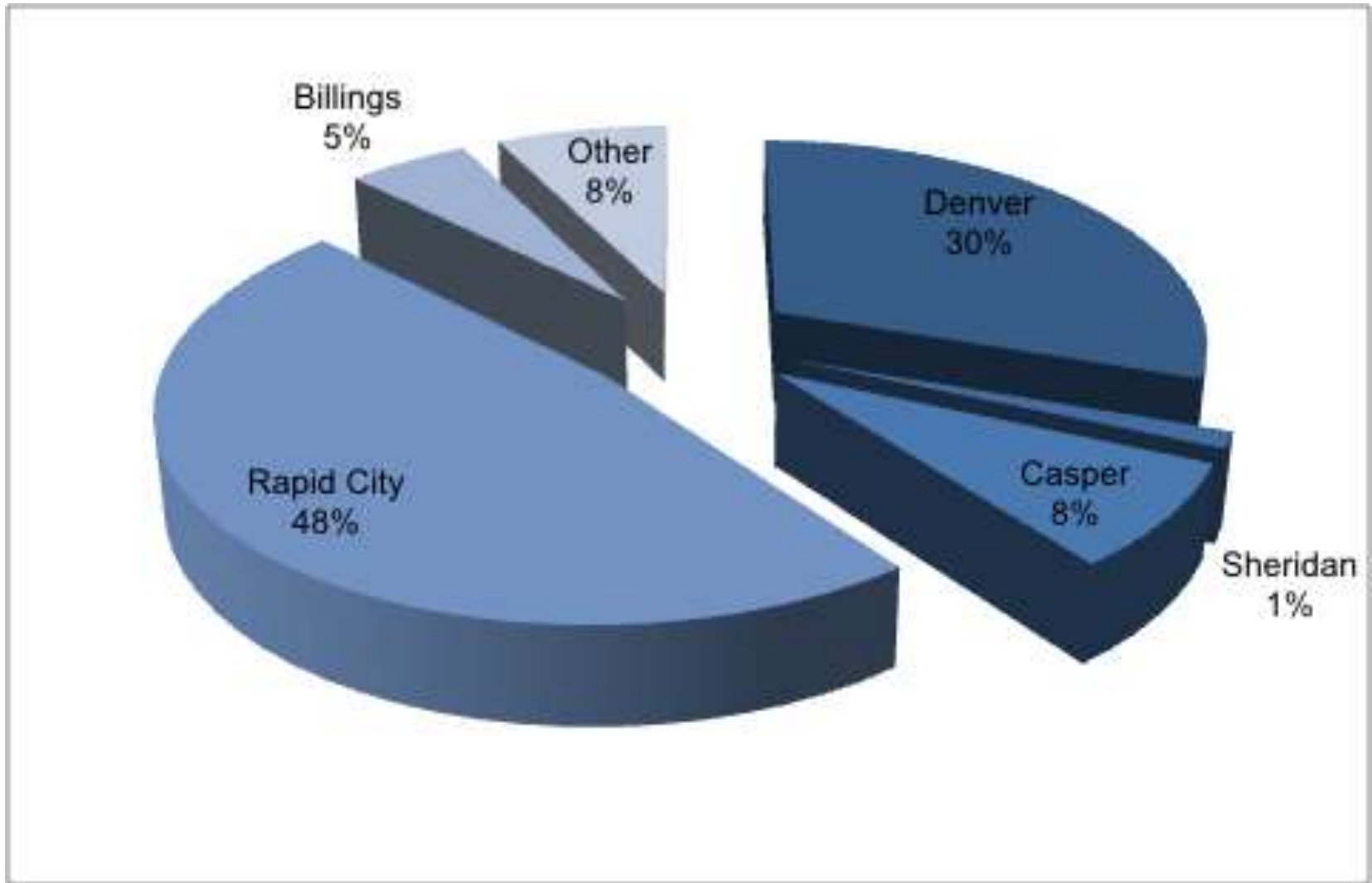
573 Total Responses

11) How Often Do You Use GCC for Air Travel?



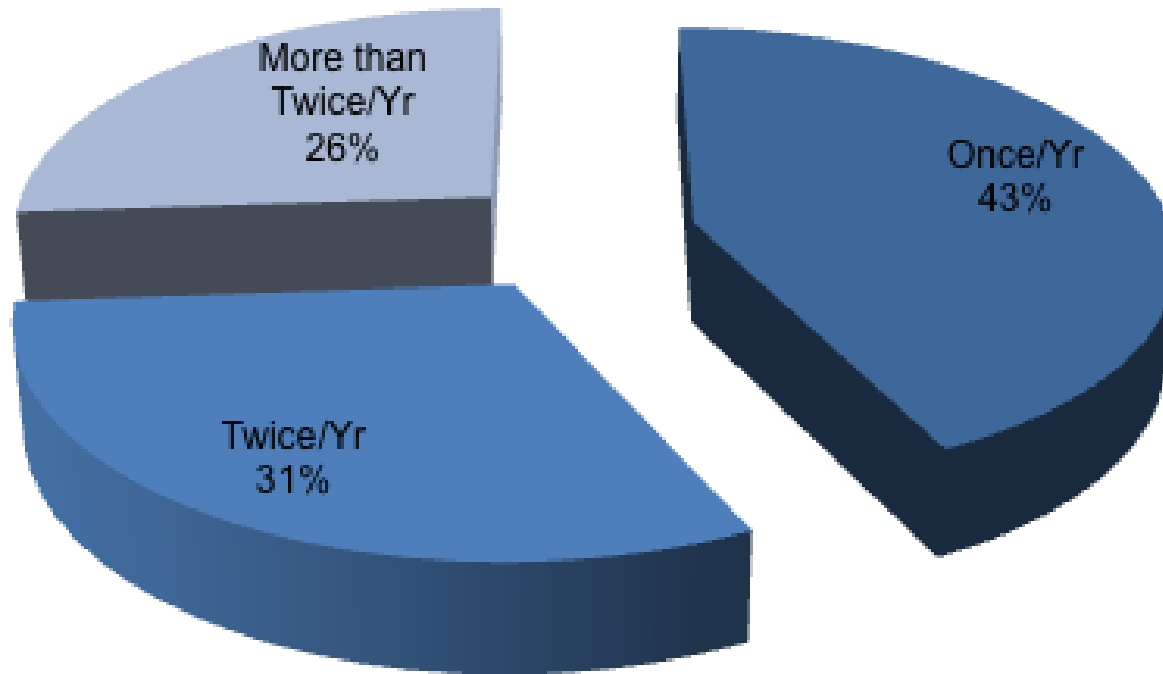
590 Total Responses

12) If You Live in Gillette and Don't Fly From Gillette, Which Airport Do You Use?



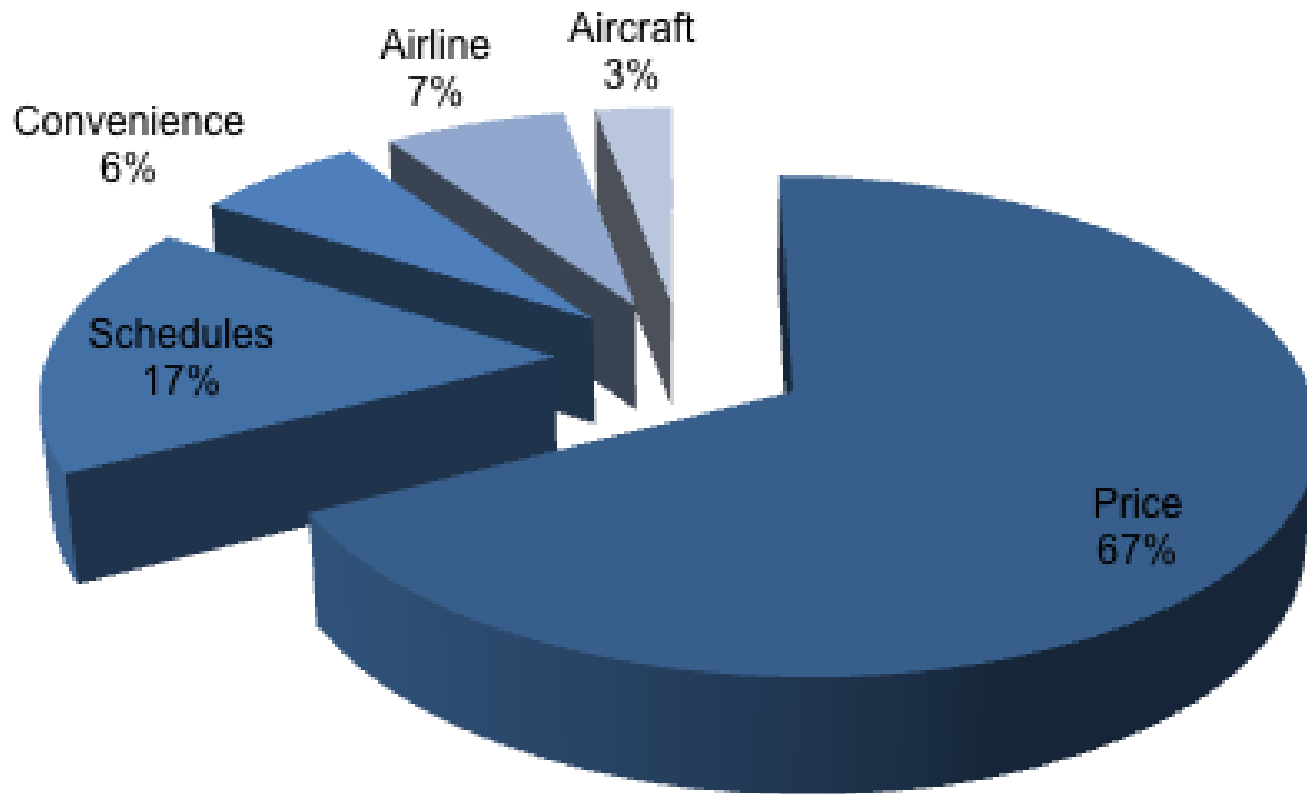
472 Responses. "No Response" Eliminated from Analysis

13) If You Live in Gillette and Don't Fly From Gillette, How Often Do You Drive to Another Airport?



448 Responses. 142 "No Responses" eliminated from Analysis

14) Why Do You Use Other Airports?



493 Responses. 97 "No Responses" eliminated from analysis.

15) Preferred New Destinations?

There were 408 responses to this free-form question. Not all respondents listed three airports. Not all respondents listed specific, identifiable cities. Responses that listed vague destinations such as “Florida,” or “somewhere warm,” were eliminated. Responses that listed a destination which already has non-stop GCC service were eliminated. If the same destination was listed two or three times in any single response, the duplicate responses were eliminated. (e.g. “Vegas, Vegas, Vegas!” would only be counted once as “Las Vegas” as a single response)

15a) Analysis of ALL Destinations

Rank	Airport	Responses	% of Total
1	Las Vegas	130	17.7%
2	Minneapolis	114	15.5%
3	Phoenix	70	9.5%
4	Billings	58	7.9%
5	Chicago	48	6.5%
6	Seattle	31	4.2%
7	Dallas	24	3.3%
8	Los Angeles	23	3.1%
9	Rapid City	14	1.9%
10	Sioux Falls	11	1.5%
	Other	213	28.9%
	Total	736	

There were 736 identifiable responses. Regardless of first, second or third choice, the number of times an airport was mentioned is tallied in the table. These are non-duplicated responses.

584 Total Responses

15b) Analysis of First Preferred Destination

Rank	Airport	Responses	% of Total
1	Las Vegas	85	23.0%
2	Minneapolis	65	17.6%
3	Billings	39	10.6%
4	Phoenix	39	10.6%
5	Chicago	21	5.7%
6	Seattle	12	3.3%
7	Dallas	11	3.0%
8	Rapid City	9	2.4%
9	Sioux Falls	6	1.6%
10	Houston	5	1.4%
	Other	77	
	Total	369	

Only results from the **first** preferred destination are listed to the left. Mentions of these airport as the second or third preferred destination is excluded from analysis.

369 Total Responses

15c) Analysis of Second Preferred Destination

Rank	Airport	Responses	% of Total
1	Las Vegas	35	15.2%
2	Minneapolis	31	13.4%
3	Phoenix	23	10.0%
4	Chicago	19	8.2%
5	Billings	16	6.9%
6	Seattle	10	4.3%
7	Dallas	9	3.9%
8	Los Angeles	9	3.9%
9	Boise	4	1.7%
10	Kansas City	4	1.7%
	Other	71	30.7%
	Total	231	

Only results from the **second** preferred destination are listed to the left. Mentions of these airport as the first or third preferred destination is excluded from analysis.

231 Identifiable Responses

15d) Analysis of Third Preferred Destination

Rank	Airport	Responses	% of Total
1	Minneapolis	18	13.2%
2	Las Vegas	10	7.4%
3	Los Angeles	10	7.4%
4	Seattle	9	6.6%
5	Chicago	8	5.9%
6	Phoenix	8	5.9%
7	Dallas	4	2.9%
8	New York City	4	2.9%
9	Omaha	4	2.9%
10	Billings	3	2.2%
	Other	58	42.6%
	Total	136	

Only results from the **third** preferred destination are listed to the left. Mentions of these airport as the first or second preferred destination is excluded from analysis.

231 Identifiable Responses

16) How Have You Heard of Gillette – Campbell County Airport?

	Number of Response(s)	Response Ratio
1) Billboard	140	25.3%
2) Television A	80	14.4%
3) Promotional	56	10.1%
4) Radio	150	27.1%
5) Facebook	24	4.3%
6) Twitter	0	0.0%
7) Print Advertising	204	36.8%
8) Newsletter	35	6.3%
9) Word of mouth	429	77.5%
Total	553	100%

553 Total Responses

17) What Programs Do You Prefer To Watch?

	Number of Response(s)	Response Ratio
1) Morning National News	225	40.4%
2) Morning Local News	113	20.3%
3) Evening National News	192	34.5%
4) Evening Local News	173	31.1%
5) Sports	206	37.0%
6) Network Primetime	171	30.7%
7) Reality TV	81	14.5%
8) Cable News	142	25.5%
9) Talk Shows	50	8.9%
Total	556	100%

556 Total Responses

18) Which Cable/Broadcast Networks Do You Prefer?

	Number of Response(s)	Response Ratio
1) CBS:	175	31.1%
2) ABC	198	35.2%
3) NBC	195	34.6%
4) FOX	182	32.3%
5) Fox News	162	28.8%
6) CNN	64	11.3%
7) MSNBC	40	7.1%
8) History Channel	154	27.4%
9) USA	79	14.0%
10) TNT	49	8.7%
11) ESPN	120	21.3%
12) A&E	68	12.0%
13) AMC	40	7.1%
14) HGTV	91	16.1%
15) Disney	26	4.6%
16) TBS	44	7.8%
17) Nickelodeon	17	3.0%
18) FX	37	6.5%
19) Discovery	150	26.6%
20) Lifetime	55	9.7%
Total	562	100%

562 Total Responses

19) Which Radio Format Do You Prefer?

	Number of Response(s)	Response Ratio
1) Talk Radio	139	24.0%
2) News	111	19.2%
3) Public Radio	122	21.1%
4) Country	261	45.1%
5) Rock	192	33.2%
6) Christian	97	16.7%
7) Pop	118	20.4%
8) Alternative	55	9.5%
9) I don't usually listen to	45	7.7%
Total	578	100%

578 Total Responses