



PILOT SURVEY REPORT

MARCH 20, 2011 to MARCH 17, 2012

Executive Summary

A survey was conducted from March 20, 2011 to March 17, 2012 of the pilots and their guests landing at the Cedar Key Airport. Pilots could respond to multiple choice questions and provide additional feedback on paper cards available at the airport, or online through the Friends of the Cedar Key Airport ("FCKA") website at www.CedarKeyAirport.org. 231 responses were received. It is presumed that these responses represent 10% of the total number of pilots landing at Cedar Key Airport. Information from pilots based in Cedar Key was also included. In summary, here are the results.

- An estimated 2,230 aircraft landed at the Cedar Key Airport during the survey year.
- 63% of the respondents came from within the State of Florida. The top 5 origination points are:
 - Pinellas County
 - Marion County
 - Hillsborough County
 - Polk County
 - Alachua County
- 91% of the respondents came to the Cedar Key Airport for "pleasure" purposes.
- 73% of the respondents had been to the Cedar Key Airport before.
- For 27% of the respondents, this was their first visit to Cedar Key.
- 95% of the respondents said they would come back to Cedar Key again.
- An estimated total of \$647,500 was spent by the pilots and their guests during their visit to Cedar Key during the survey year.
- The top comments from the respondents included:
 - More aircraft parking tie-down areas
 - A public use rest room or port-a-potty
 - Better signage and sign repairs

Introduction to the survey

- This survey of pilots utilizing the Cedar Key Airport was commissioned by the Friends of the Cedar Key Airport (“FCKA”), an unincorporated association of pilots, aviation enthusiasts, local citizens and nearby property owners and business owners to the Cedar Key Airport. More information about FCKA can be found on their website at www.CedarKeyAirport.org.
- The main contact person for FCKA is Walter Kraujalis, email info@cedarkeyairport.org, phone 727-233-3429.
- FCKA engaged, for gratis, for the survey to be conducted under the auspices of AeronomX LLC, an aviation consulting firm owned by Walter Kraujalis. Their website is www.AeronomX.com.
- This report is written and compiled by Walter Kraujalis, President of AeronomX LLC, and Marina Kraujalis, Director of Business Development for AeronomX LLC.
- Background information:
 - This survey was conducted for one year from March 20, 2011 to March 17, 2012.
 - The geographical area covered was only of pilots landing at the Cedar Key Airport.
 - The survey was conducted generally following the ESOMAR Code of Conduct.
 - The population was primarily transient pilots landing at the Cedar Key Airport. There are an estimated 5 aircraft based at the Cedar Key Airport, and information about these home-base pilots was added to the survey. This home-based pilot information was gathered either by interview, general knowledge of their aircraft use and frequency, or by observation by the researchers.
 - There were no pilots specifically excluded from the survey. Any pilot landing at the Cedar Key Airport had access to completing a survey card or survey online.
 - The sample was selected by visiting pilots becoming aware of the survey and voluntarily completing the survey and returning their responses.
 - The primary method that pilots became aware of the survey was by two signs, approximated 24” x 18”, located at the east and west boundaries of the main aircraft parking area at the Cedar Key Airport, that asked visiting pilots to complete the survey. Pilots may also have been approached by members of FCKA to ask them to complete a survey. Also, from time to time but not on a consistent basis, the driver of the local taxi service in Cedar Key would ask pilots to complete a survey.
 - Pilots that completed the paper copy survey were able to submit their responses by either placing the card into a box at either of the two signs near the aircraft parking area, to mail the response to FCKA, or hand the card to a FCKA member or local taxi driver. Pilots could also complete the same survey questions online and their responses were recorded in a data base.

Information about each of the questions asked.

- Depending upon whether they saw the signs about the survey or were asked by someone to complete a survey, every pilot that landed at the Cedar Key Airport had an opportunity to complete a survey by answering the questions on the paper card version and leave it at the airport sign or mail it back, or go online to complete a survey.
- Though every pilot that landed at the Cedar Key Airport had the opportunity to complete a survey, it was observed on numerous occasions that not every pilot did so.
 - First of all, there are many aircraft that land or make an approach to the airport and do not exit their aircraft but rather take off again and leave the area. These aircraft include pilots that are training from the numerous flight schools located throughout the State of Florida, as well as US military helicopters. When queried by radio on one instance, the helicopter pilot identified themselves as the US Navy Reserve based in Jacksonville, Florida. It is also presumed that other military helicopters may be coming from some of the other various Air Force and Navy bases located in North Florida.

- Second, on numerous days one can hear aircraft activity at the airport, but later there is no survey received.
- A total of 231 survey responses were received.
- From these observations by AeronomX LLC, and interviews with local pilots and citizens, it is estimated that approximately only 10% of the pilots landing at the Cedar Key Airport completed a survey during the survey period.
- The questions asked in the survey, together with the tally of responses, are presented in the next section of this report.
- A copy of the paper version of the survey is included in the appendix to this report.
- Respondents were asked to choose from a list of possible answers for each question. The last portion of the survey allowed the respondent an opportunity to add comments as well as provide their email if they wished to be informed of activities of FCKA and the Cedar Key Airport.

Conclusions and Recommendations

- The Cedar Key Airport is a recognized destination in the State of Florida for pilots and their guests to enjoy the recreational, dining, and lodging amenities of Cedar Key and surrounding area.
- With targeted marketing for those counties identified in this report as the origination of visiting pilots, and as more pilots become aware of the amenities of Cedar Key, Levy County, and the Cedar Key Airport, more travelers and their tourist dollars will come to Cedar Key.
- Improvements made to the Cedar Key Airport that make it more inviting and easier to operate into and out of the area, will attract more pilots who will select the Cedar Key Airport as a destination.
- The tourist dollars brought by visiting pilots and their guests will be spent in the local economy only as long as the Cedar Key Airport remains open. Several pilots in the survey stated that they come to Cedar Key only because of the airport.
- Though this survey primarily identified the tourist dollars brought into the local community, it must also be stated that the Cedar Key Airport provides additional essential community services, such as:
 - A public use landing area for helicopter emergency medical services (“HEMS”) for residents and visitors that may need an airlift to immediate advanced medical care in Gainesville.
 - A public use landing area for essential services during an emergency such as a hurricane, or other Gulf or local disaster.
- Efforts should be made to make improvements to the Cedar Key Airport to include:
 - More aircraft parking tie-down locations.
 - A public use restroom or port-a-potty.
 - Better signage and sign repairs.



KCDK Survey Results

by Friends of the Cedar Key Airport

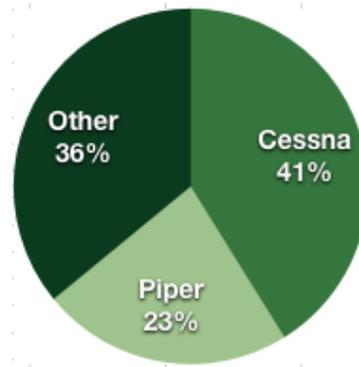
from 03/20/2011 to 03/17/2012

Number of Responses 231 *Survey assumed to be 10% of Total = 2,230 Visitors*

Online 77
 Card at AP or mail 153

Question 3 - "Make / Model Aircraft"

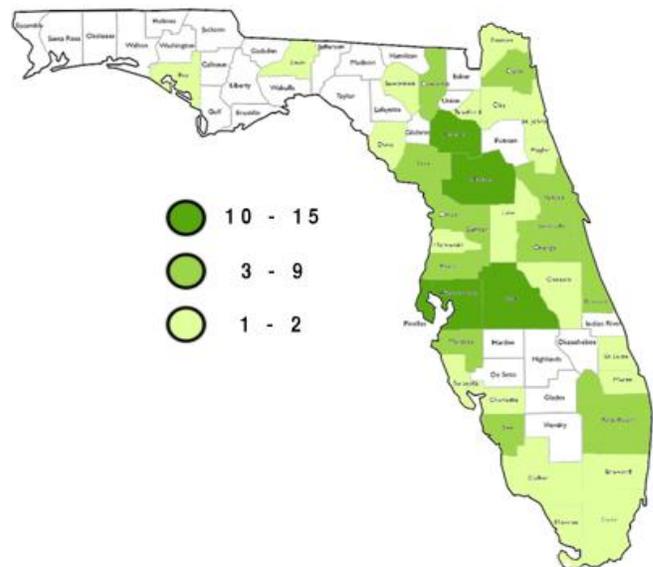
Cessna 95
 Piper 53
 Other 83



Question 4 - "Your Home Zip Code"

Florida Based 146
 Counties Rep. 38

Pinellas	13	St. Johns	2
Marion	11	Monroe	2
Hillsborough	11	Broward	2
Polk	11	Miami-Dade	2
Alachua	10	Sarasota	2
Orange	8	Hernando	2
Pasco	8	Charlotte	2
Volusia	7	Suwannee	1
Duval	7	Bradford	1
Brevard	4	Nassau	1
Lee	4	Flagler	1
Columbia	4	Leon	1
Seminole	4	Bay	1
Sumter	4	Dixie	1
Levy	3	Collier	1
Manatee	3	Lake	1
Citrus	3	Osceola	1
Palm Beach	3	St. Lucie	1
Clay	2	Martin	1



Out of State 65
States Rep. 24

GA	10	NY	2
AL	9	CO	2
TN	7	NH	1
NC	4	PA	1
MO	4	OH	1
VA	3	WI	1
MS	3	MN	1
TX	3	IL	1
NJ	2	KS	1
KY	2	WA	1
CA	2	MI	1
OK	2	WV	1



International 16
Countries Rep. 7

Germany	8
Switzerland	2
UK	2
Italy	1
France	1
Netherlands	1
Spain	1

Question 5 - "What is your purpose for landing at KCDK?"

Business	8
Pleasure	211
Flight TX	13
Local	11

Comments on Reason for Visiting

To Eat	10
Specifically mentioned were Pickled Pelican and Tony's	
Stay the Night	4
Visit Family	2
Stop and Go	2

Other mentions: lunch on the beach, fishing, aerial photography, seafood festival

Question 6 - “Approximately how much money did you and those traveling with you spend in the local area during this visit?”

<u>Spent</u>	<u>Number</u>	<u>Median Spent</u>	<u>Survey assumed 10% of Total</u>
None	15	\$0	15/.10 = \$ 0
to \$250	132	\$125	132/.10 = \$165,000
to \$500	39	\$250	39/.10 = \$ 97,500
to \$1,000	25	\$500	25/.10 = \$125,000
to \$1,500	3	\$750	3/.10 = \$ 22,500
to \$2,500	5	\$1,250	5/.10 = \$ 62,500
over \$2,500	7	\$2,500	7/.10 = \$ 175,000
			<u>\$647,500 TOTAL/YR</u>

Comments on Money Spent in Cedar Key

Lunch	14
Shopped	4
Hotel	4
GCart Rent	2
Boat Tours	2

Question 7 - “In the past year, how many times have you landed at the Cedar Key airport before this visit?”

First time	62
1 to 5 times	121
6 to 10 times	17
over 10 times	25

Question 8 - “In the coming year, how many times do you think you will come back to the Cedar Key airport?”

Probably Not	10
1 to 5 times	162
6 to 10 times	27
over 10 times	21

Question 9 - "Do you have any comments or suggestions about the Cedar Key airport?"

A/P Services

More Parking / Tie Downs	21
Restrooms	10
Signs Repair / Better Signage	10
Mark Additional Parking	6
Lights Repaired / Brighter	8
Windsock Repair / Lighting	7
Runway Repair	6
People / Cars on Runway	5
Want 'Sterile' A/P	3
Regain Use of Taxiway	5
Pilot's Rest / Picnic Tables / FBO	4
AWOS	3
Fuel	2
Donation Box	2

Other A/P Service Mentions - beacon, VASI, restaurant on field, telephone

Transportation

Liked Judy	9
Disliked Judy / Too Expensive	4
Alternate Transportation	7
Bikes	3
Golf Carts	1

Begged Never to Close KCDK	12
Could Only Visit CK via the airport	8
Keep the Same / Don't Change	4
More Fly-Ins	2

Comments of Note

- Thanked for the new ropes
- \$1,000 a year in donations in the box at their A/P, suggest we do the same
- KCDK is on a lot of UK pilot's to-fly-to list!
- May not return if more tie downs are not available
- Put more info about field on pilot websites like Airnav.com and AOPA.org
- Used to eat in town before taxi became too expensive
- Taxi did not have the surveys, almost didn't see them
- Raise the windsocks to more accurately gauge winds about tree line
- Have clams available to buy at the airport on weekends

The Friends of the Cedar Key Airport and Levy County, Florida ask all pilots to complete this survey every time they land. It can be dropped here at the sign, mailed in, or completed online at CedarKeyAirport.org. Thank you!

See safety tips on other side of card

- 1) Date you landed _____
- 2) Your tail number _____
- 3) Make/model aircraft _____
- 4) Your home zip code _____
- 5) What is your purpose for landing at CDK?
 - Business Pleasure
 - Flight training
 - Local property owner/renter.
 - Other _____
- 6) Approximately how much money did you and those traveling with you spend in the local area during this visit?
 - \$0 to \$250 to \$500
 - to \$1,000 to \$1,500
 - to \$2,500 More than \$2,500
- 7) In the past year, how many times have you landed at the Cedar Key airport before this visit?
 - First time here 1 to 5 times
 - 6 to 10 times More than 10 times

- 8) In the coming year, how many times do you think you will come back to the Cedar Key airport?
 - Probably not 1 to 5 times
 - 6 to 10 times More than 10 times
- 9) Do you have any comments or suggestions about the Cedar Key airport?

Thank you for completing this survey! If you would like to join the Friends of the Cedar Key Airport, please write your name and email below. Anyone from anywhere can join and there is no cost of membership. We will keep you informed of future events and safety information about Cedar Key and you would be helping us with your voice.

Name: _____

Email: _____

CedarKeyAirport.org Keep CDK open & safe

SAFETY TIPS FOR CEDAR KEY AIRPORT

- Please follow AIM procedures and announce intentions on 122.9
- Taxi on the runway. The parallel pavement is a road, not a taxiway.
- Watch out for pedestrians, bicyclists, golf carts, and cars in the ramp area and even on the runway
- Go-around if you're HIGH & FAST on approach. The consequences of landing long or hot are blown tires or having the marsh stop you.
- If the paved parking area is full, straight across by the windsock has room for 2 or 3 aircraft, then mid-field north side in the open area. Watch out for SOFT SAND! If you don't see grass, it's probably soft sand. Avoid the east end of the field it is all soft sand.
- Runway lighting is minimal. Use caution for night operations. If in doubt, consider spending the night and depart the next day.
- Night time takeoffs on Runway 23 to the southwest over the Gulf on dark moonless nights or overcast conditions, IS A BLACK HOLE. Use extreme caution. Don't try to climb out visually, use your instruments. Read the bronze memorial plaque in the parking area.
- We have lots of birds in the area including large ospreys, eagles, herons, egrets, buzzards, and pelicans. Be careful.
- Theft is rare but can happen anywhere. Don't leave things in the open unlocked. Remember, there is no fence.—anyone can walk right up.
- Sorry: no fuel, no bathroom, no phone, no mechanic.

See our website www.CedarKeyAirport.org for more tips.

Please place 1st Class postage here

Friends of the Cedar Key Airport
PO Box 250
Cedar Key, FL 32625