ACI Air Service Data Seminar

Demographics

January, 2020

WASHINGTON DULLES INTERNATIONAL AIRPORT

When we think of demographics

We might think of…..

G millennials killed the `power lunch`

🔍 millennials killed the **power lunch** - Google Search

🔍 millennials killed the

🔍 millennials killed the **top sheet**

🔍 millennials killed the **mcwrap**

🔍 millennials killed the **diamond industry**

🔍 millennials **kill american cheese**

When we think of demographics

We might think of…..

G millennials killed the **power lunch**

🔍 millennials killed the **power lunch** - Google Search

🔍 millennials killed the

🔍 millennials killed the **top sheet**

🔍 millennials killed the **mcwrap**

🔍 millennials killed the **diamond industry**

🔍 millennials **kill american cheese**

Baby Boomers: Born 1946-1964 (55-73 years old)
Generation X: Born 1965-1980 (39-54 years old)
Millennials: Born 1981-1996 (23-38 years old)
Gen Z: Born 1997-Present (0-22 years old)

Source: Google; The PEW Research Center: Generational Nicknames

Demographics

A tool for good

Your Business Case
- Market growth
- Economic strength
- Industry mix
- Income levels
- Age range
- Education levels
- Ethnic backgrounds
- And others

US Sources
- U.S. Census Bureau
- Bureau of Labor Statistics (BLS)
- Bureau of Economic Analysis
- State & local governments
- Economic development agencies
- Research centers

Canada Sources
- Stats Canada
- Conference Board of Canada

**Airline Planners have the same aviation data you may have
But they aren't subject matter experts on your market**

Terms
Don't write this down

Core-Based Statistical Area
A CBSA is one or more counties with an urbanized cluster of at least 10,000 people. The area as a whole is defined by the interaction between the core and the outlying areas. This interaction, measured by commuting, means that at least 25 percent of people in outlying areas are working in the core. The CBSA is a generic definition of MICROs and MSAs, the difference being core population size.

Micropolitan Statistical Areas
A MICRO is simply a small CBSA, i.e., a county or counties with an urbanized core of 10,000 but fewer than 50,000 in population. Outlying areas included are, again, defined by commuting patterns.

Metropolitan Statistical Areas
An MSA has an urbanized core of minimally 50,000 population and includes outlying areas determined by commuting measures

Combined Statistical Areas
CSAs are two or more adjacent CBSAs in which there is at least a 15 employment interchange (measured by commuting) between cores. If this exchange is 25 percent or higher between a pair of CBSAs, they are combined into a CSA automatically; if the measure is at least 15 percent but below 25, local opinion in both areas is used to decide on combination.

Source: Inc.com: encyclopedia - https://www.inc.com/encyclopedia/metropolitan-statistical-area-msa.html

MSA example

DC aka DMV (District, Maryland, Virginia) aka National Capital Region aka The Swamp
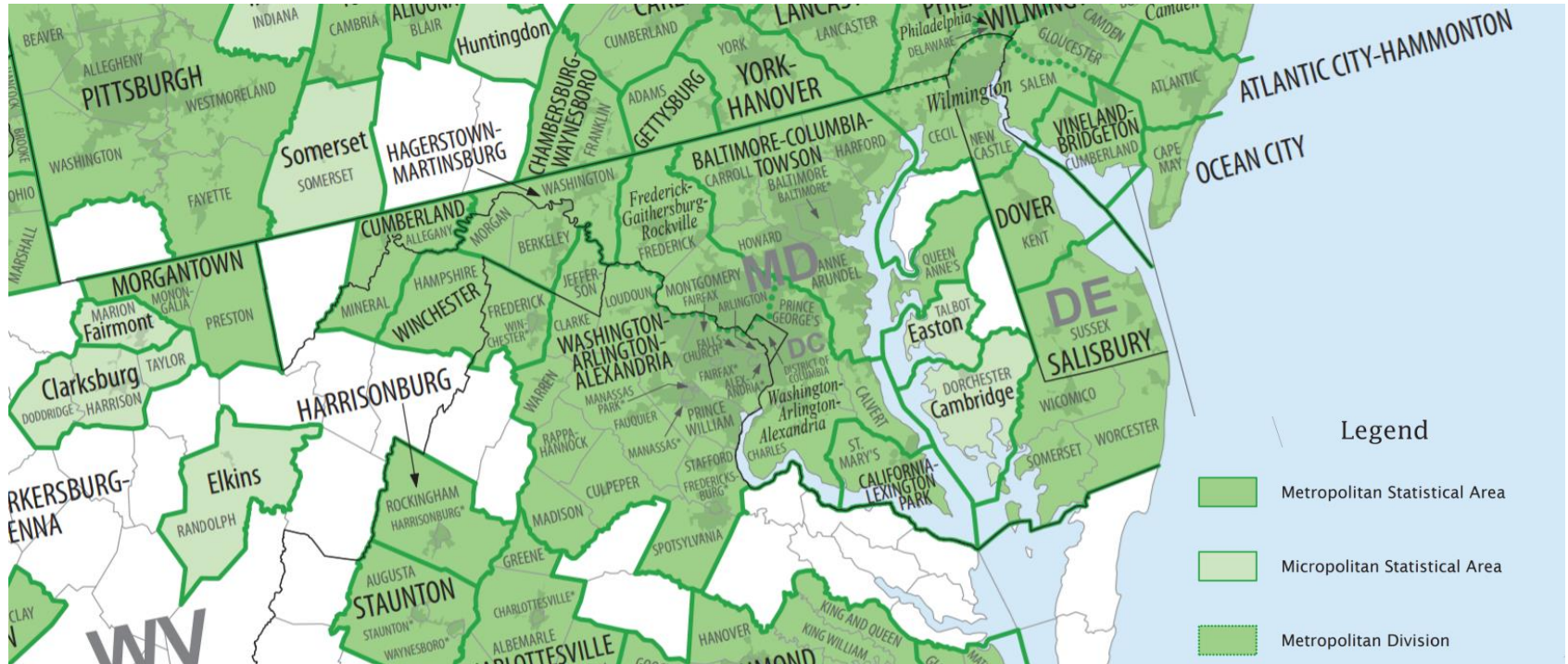
Terms

Cont.

Demographics

Terms
Cont.

Demographics

From the Greek Word, Demogorgon

Terms
Cont.

Demographics

From the Greek Word, Demogorgon

A monster from the upside down that is to be feared.

The Simpsons can teach us about Demographics

Just hear me out

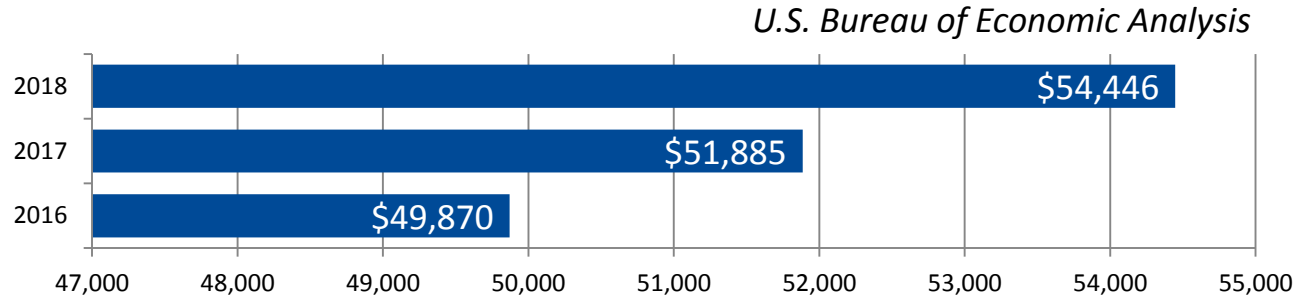|	
Country:	USA
State/Province:	Unknown
County:	Springfield County
Founder:	Jebediah Springfield
Founded:	c. 1649 (as Sprungfield), c. 1796 (as Springfield)
Incorporated:	1796
City motto:	"A noble spirit embiggens the smallest man"
Mayor:	Joe Quimby (D)
Area:	2,088,723 km
Elevation:	1,582 ft (482 m)
Population:	50,720
Area code:	939 and 636

How we can use demographics to support service

So everything comes up Milhouse

The case for Springfield
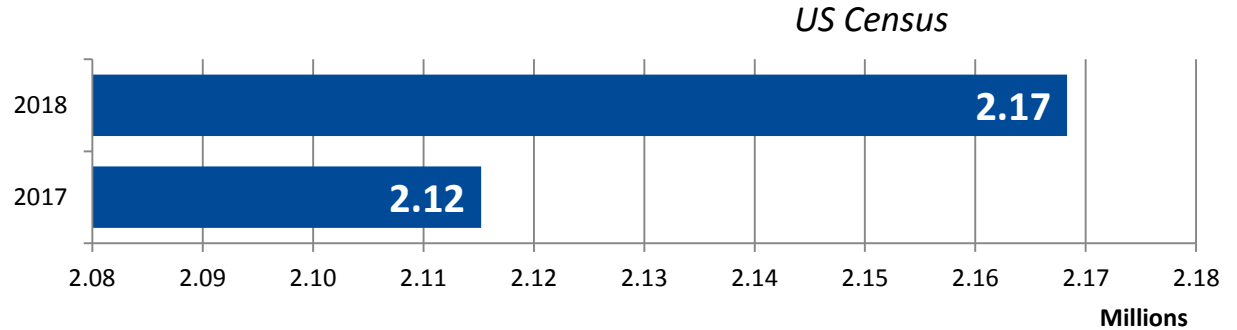
A strong city with

Per capita personal income

U.S. Bureau of Economic Analysis

Year	Income
2018	$54,446
2017	$51,885
2016	$49,870

(Axis: 47,000 · 48,000 · 49,000 · 50,000 · 51,000 · 52,000 · 53,000 · 54,000 · 55,000)

Employment by sector

U.S. Bureau of Labor Statistics

Stacked bar: 3% | 7% | 7% | 20% | 1% | 5% | 16% | 13% | 10% | 4% | 13%

(Axis: 0% · 10% · 20% · 30% · 40% · 50% · 60% · 70% · 80% · 90% · 100%)

- ■ Mining and logging
- ■ Construction
- ■ Manufacturing
- ■ Trade, transportation, and utilities
- ■ Information
- ■ Financial activities
- ■ Professional and business services
- ■ Education and health services
- ■ Leisure and hospitality
- ■ Other services
- ■ Government

The case for Springfield

A strong city with

Population

US Census

Year	Population (Millions)
2018	2.17
2017	2.12

Scale: 2.08, 2.09, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18

Millions

Tourism

Local Tourism Authority

Country	Visitors
UK	100,000
China	75,000
Canada	45,000
Mexico	35,000
France	18,000
Japan	10,000

13
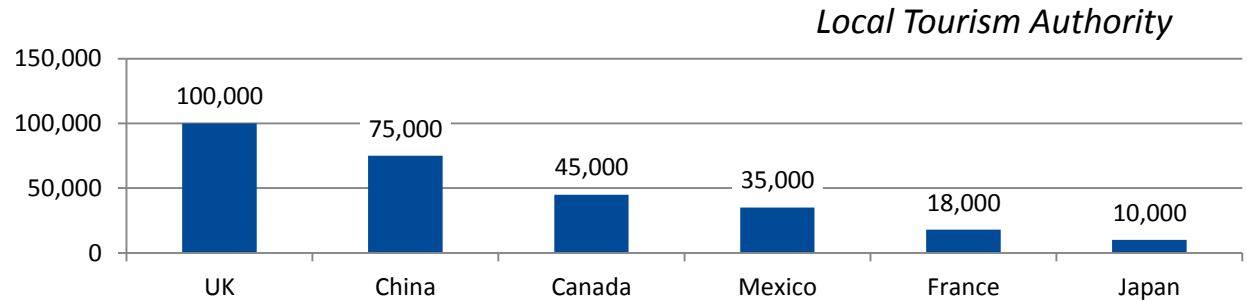
Business Demographics

Facebook has 120 employees in your area. Executives frequently travel between Springfield and the Bay Area	Mr. Plow Snow Services has 60 employees headquartered in your area. A subsidiary of Mr. Sparkle LLC. A Japanese Conglomerate with notable traffic between Springfield and Japan	The Leftortum, a former brick-and-mortar revived as online store has 25 employees headquartered in your area. Recently purchased by Amazon, Inc. with increased travel to Seattle and D.C. expected

Source: Simpsons Wiki, 20th Century Fox which is owned by Disney, and completely made up numbers

Springfield Vs. Shelbyville

Demographics can differentiate you from your competitors

Industry Types
- Growth or mature
- Impact demand

Growth
- Population
- Travel/Trade

Income
- Levels
- Disposable income

Demand Drivers
- New businesses
- Monorail station at the airport
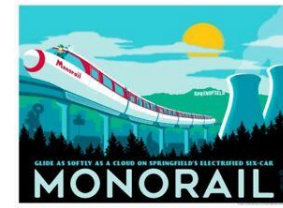
Demographics

Like the Simpsons, It's a way to tell a story
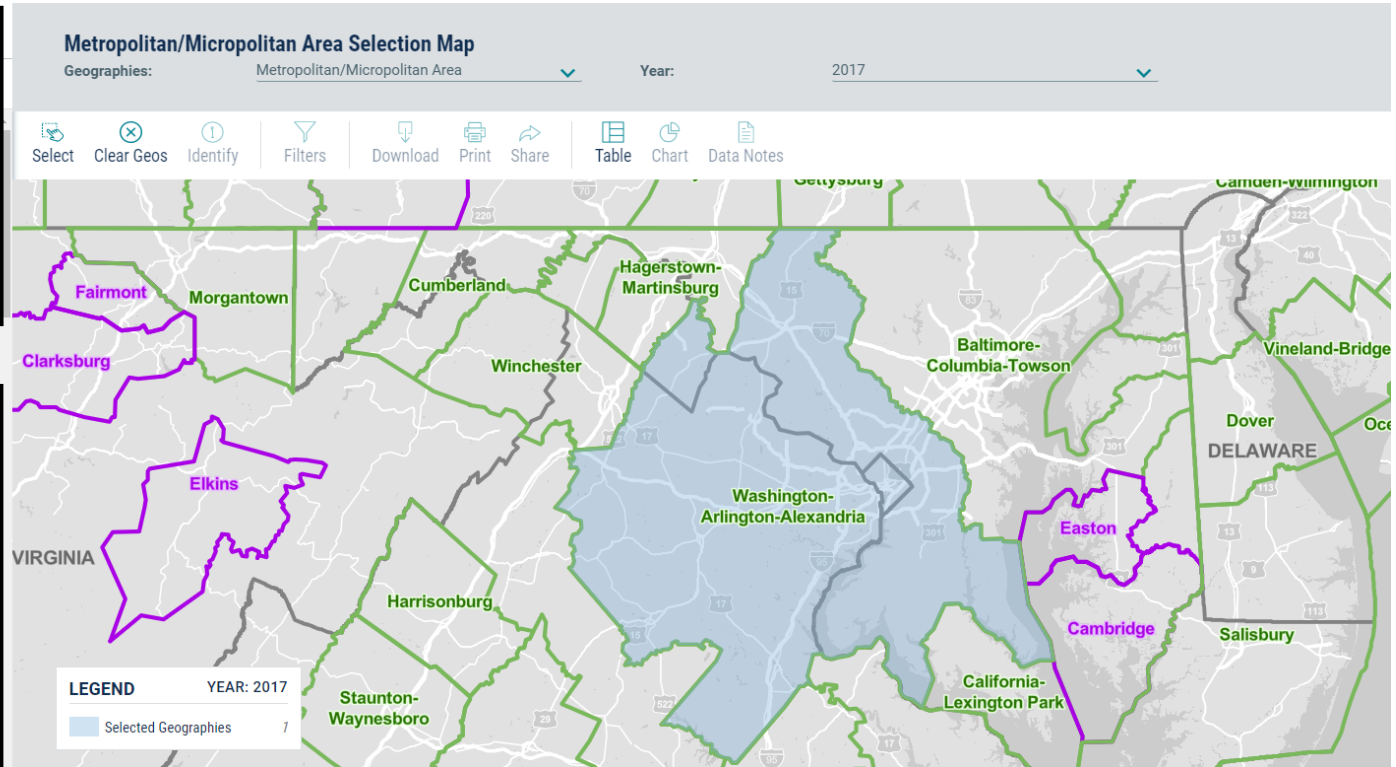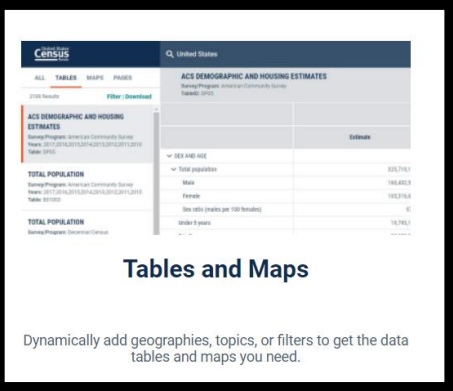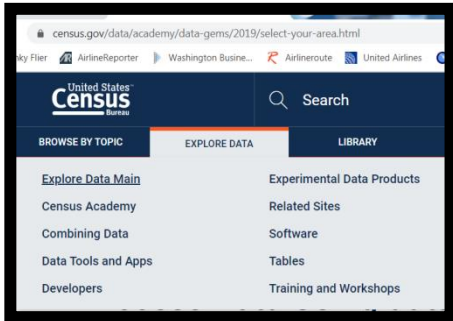
Demographics allow you to better understand your market

Use only relevant data

Not to be used on their own, but rather as part of the greater business case

Leverage any available local partners to pull, understand or supplement the information

Getting started with the Census

Source: US Census

To the Panel

Our Panel

Mark Haneke

Air Service Development Marketing Manager
Sacramento County Airport System

Marie Manning

Director, Marketing & Business Development
St. John's International Airport Authority

Greg Willis

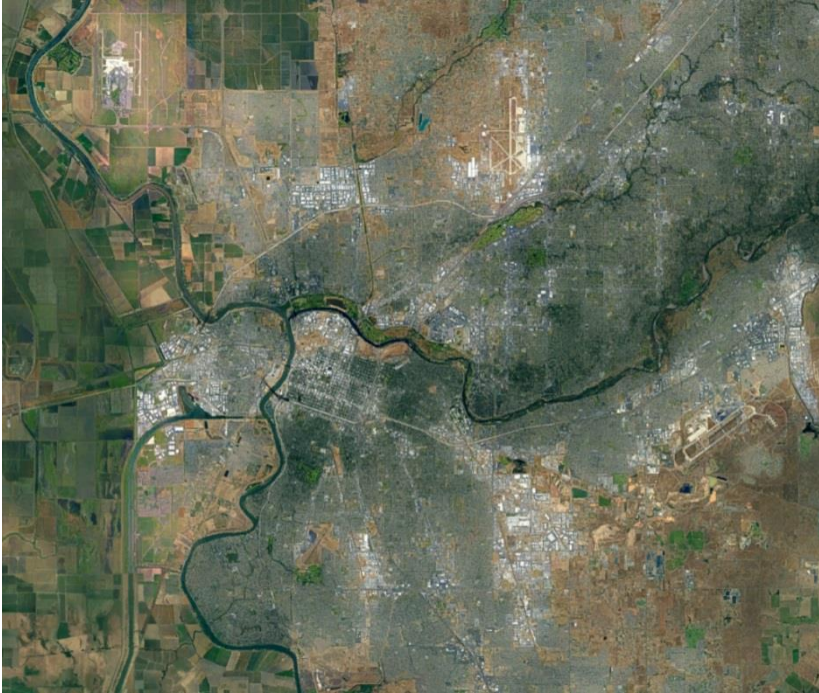Marketing Program Manager
Jacksonville Aviation Authority
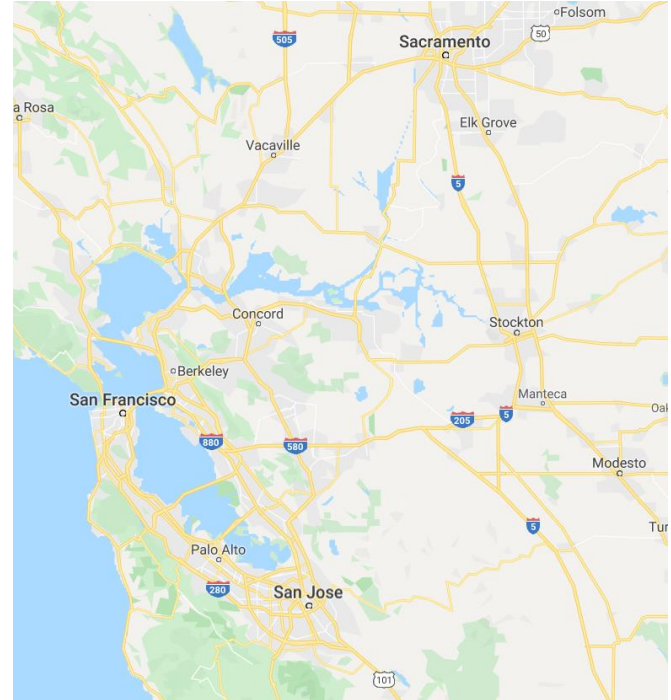
Sacramento International Airport (SMF)

Source: Google Earth

Sacramento

~~City of Trees~~ Americas Farm to Fork Capital

~2.3 M in the MSA | 15 Airline Partners | >12.0 M Passengers | 191 Peak Departures

Source: Google Earth, Diio Mi, Airport

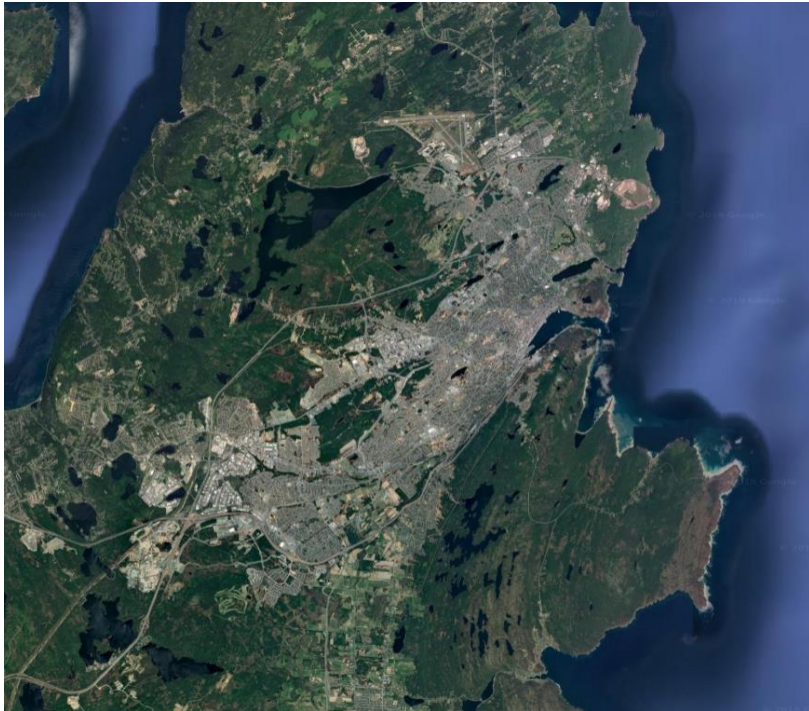# St. John's International Airport (YYT)

Source: Google Earth

St. John's

Capital Of Kindness

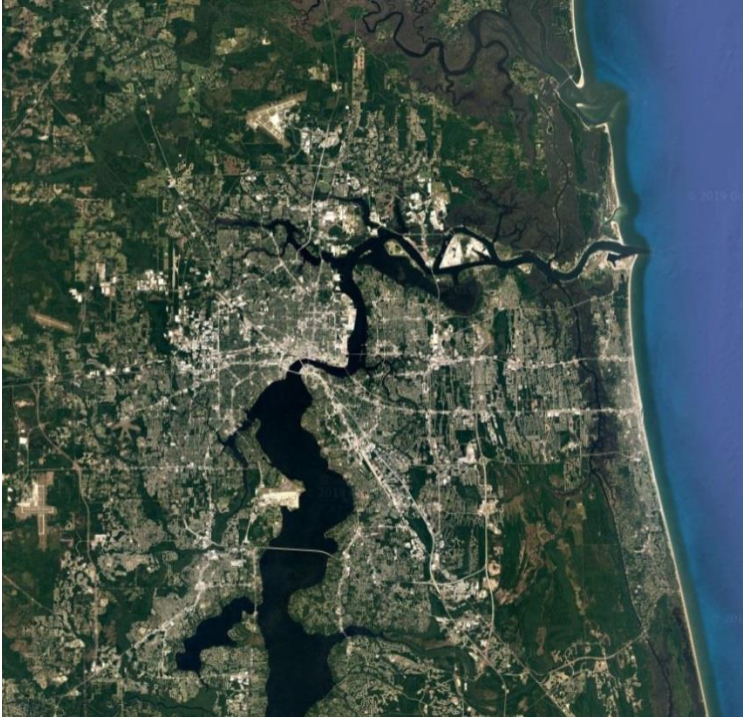~200,000 in the CMA | 6 Airline Partners | 1.5 M Passengers | 42 Peak Departures

Jacksonville International Airport (JAX)

Jacksonville

As seen on the Good Place

~1.6 M in the MSA | 8 Airline Partners | >6.4 M Passengers | 101 Peak Departures

Source: Google Earth, Diio Mi, Airport