

# LRU Air Service Market Evaluation City Council 9-28-2020



**RRC**  
ASSOCIATES



# Team Introduction and Focus

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- Airplanners - Kent Myers and Bill Tomcich
  - Air service development
  - Community air alliance building - Public/Private Partnership
  - Funding options
- RRC – David Becher
  - Market research
  - Assessing the potential volume of passenger demand and travel
- DuBois & King – Guy Rouelle
  - Air facilities
  - Capital improvements
  - Cooperative FAA funding

# LRU Air Service Highlights

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1. In 2019, there were ~650 daily Las Cruces-area visitors or residents arriving and departing via the El Paso Airport (ELP) (i.e. 650 daily pax inbound & 650 daily pax outbound)
2. Las Cruces-area visitors or residents represents ~13.6% of the ELP traffic or ~237,000 annual enplanements
3. DFW (183 connecting cities on American Airlines) and PHX (83 connecting cities on AA) are the best fit for LRU nonstop service
4. There is enough passenger demand in Las Cruces area to have 2-4 daily flights on 50 to 76 seat jet aircraft

# Methodology & Data Sources

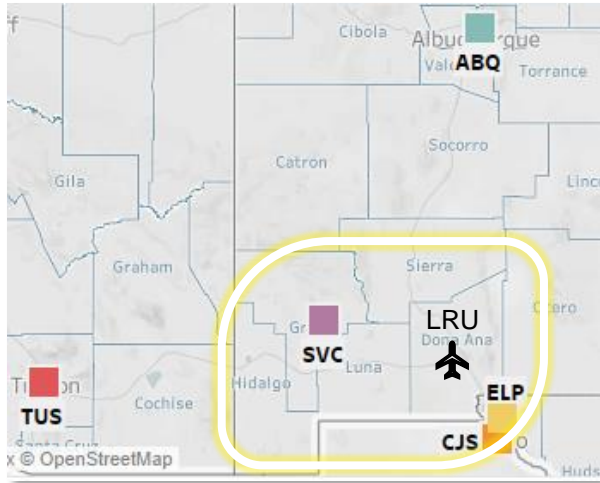
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- **Evaluate and quantify**
  - The potential air passenger traffic to/from the Las Cruces catchment area
- **Evaluation of El Paso Airport (ELP)**
  - Flight volumes and passenger origins
  - Las Cruces market share
- **Regional business mail/online survey**
  - n=410, 15% response rate, February 2020
- **Regional resident telephone survey**
  - n=301, early March 2020
- **Socioeconomic and travel data from government and private sources**
- **COVID-19 challenges and opportunities**

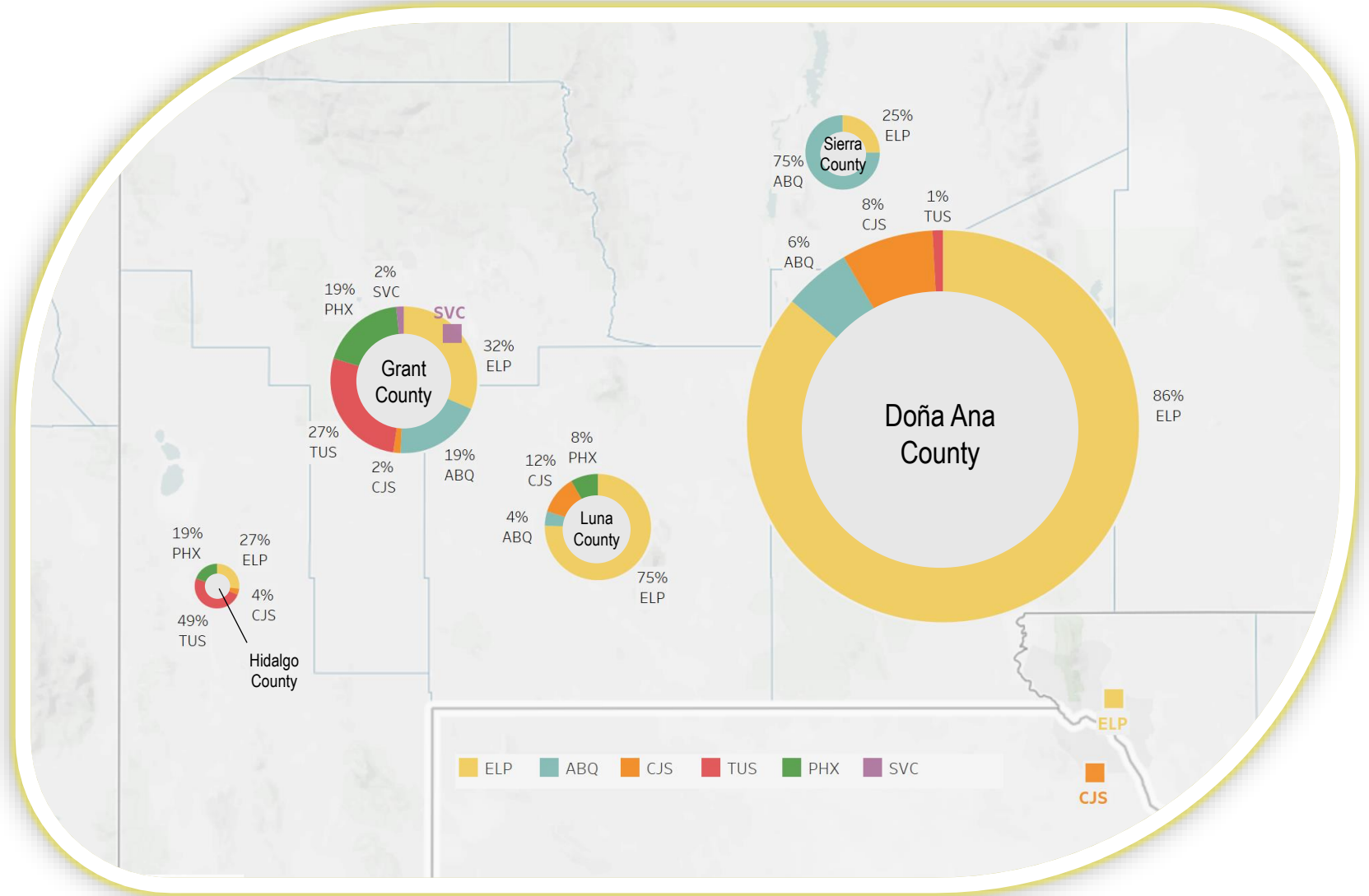


# Local Airport Use in LRU Catchment Area

## 2019 Air Passenger Ticket Itineraries



- The size of the “donut” is proportionate to tickets purchased by county
- Colored segments illustrate the share of tickets within the county departing from each local airport
- *Source: Airlines Reporting Corporation; RRC Assoc.*



# ELP Nonstop Flight Routes 2019

	Orig	Dest	Airport	Departures	Average Departures per Day	Scheduled Departing Passengers	Departing Seats	Load Factor
1	ELP	DFW	Dallas (DFW)	3,002	8.2	308,685	371,013	83.2%
2	ELP	PHX	Phoenix	2,798	7.7	224,619	285,166	78.8%
3	ELP	DAL	Dallas (Love Field)	1,399	3.8	162,033	203,442	79.6%
4	ELP	LAX	Los Angeles	1,646	4.5	128,975	165,214	78.1%
5	ELP	DEN	Denver	1,919	5.3	127,163	152,765	83.2%
6	ELP	HOU	Houston (Hobby)	1,064	2.9	121,243	158,385	76.5%
7	ELP	ATL	Atlanta	871	2.4	117,580	137,524	85.5%
8	ELP	LAS	Las Vegas	893	2.4	104,703	135,105	77.5%
9	ELP	IAH	Houston (George Bush)	1,777	4.9	102,987	123,832	83.2%
10	ELP	AUS	Austin	927	2.5	94,086	133,918	70.3%
			Others	3,209	8.8	251,401	328,338	76.6%
	<b>ELP</b>	<b>TOTAL</b>		<b>19,502</b>	<b>53.4</b>	<b>1,743,472</b>	<b>2,194,700</b>	<b>79.4%</b>

Source: Diio Mi; RRC Associates.

# Source of ELP local passengers



Place of Residence of ELP Local Passengers	Share of ELP local passengers
El Paso County, TX	70.0%
<b>LRU catchment area:</b>	
Doña Ana County, NM	13.9%
Luna County, NM	0.6%
Grant County, NM	0.5%
Sierra County, NM	0.2%
Hidalgo County, NM	0.0%
<b>Subtotal - LRU catchment area</b>	<b>15.3%</b>
Other	14.7%
<b>Grand Total</b>	<b>100.0%</b>

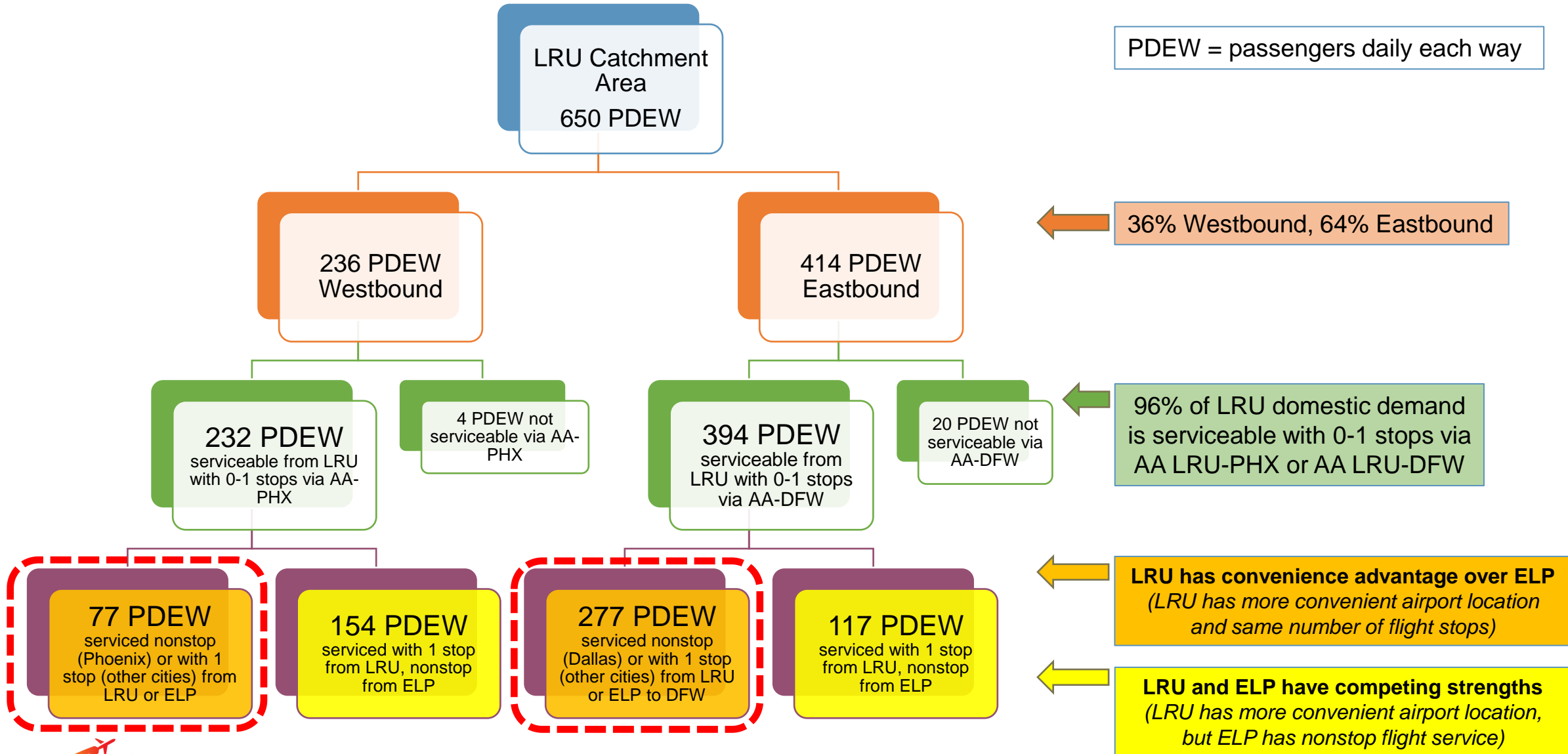
# LRU Catchment Area Flight Demand 2019



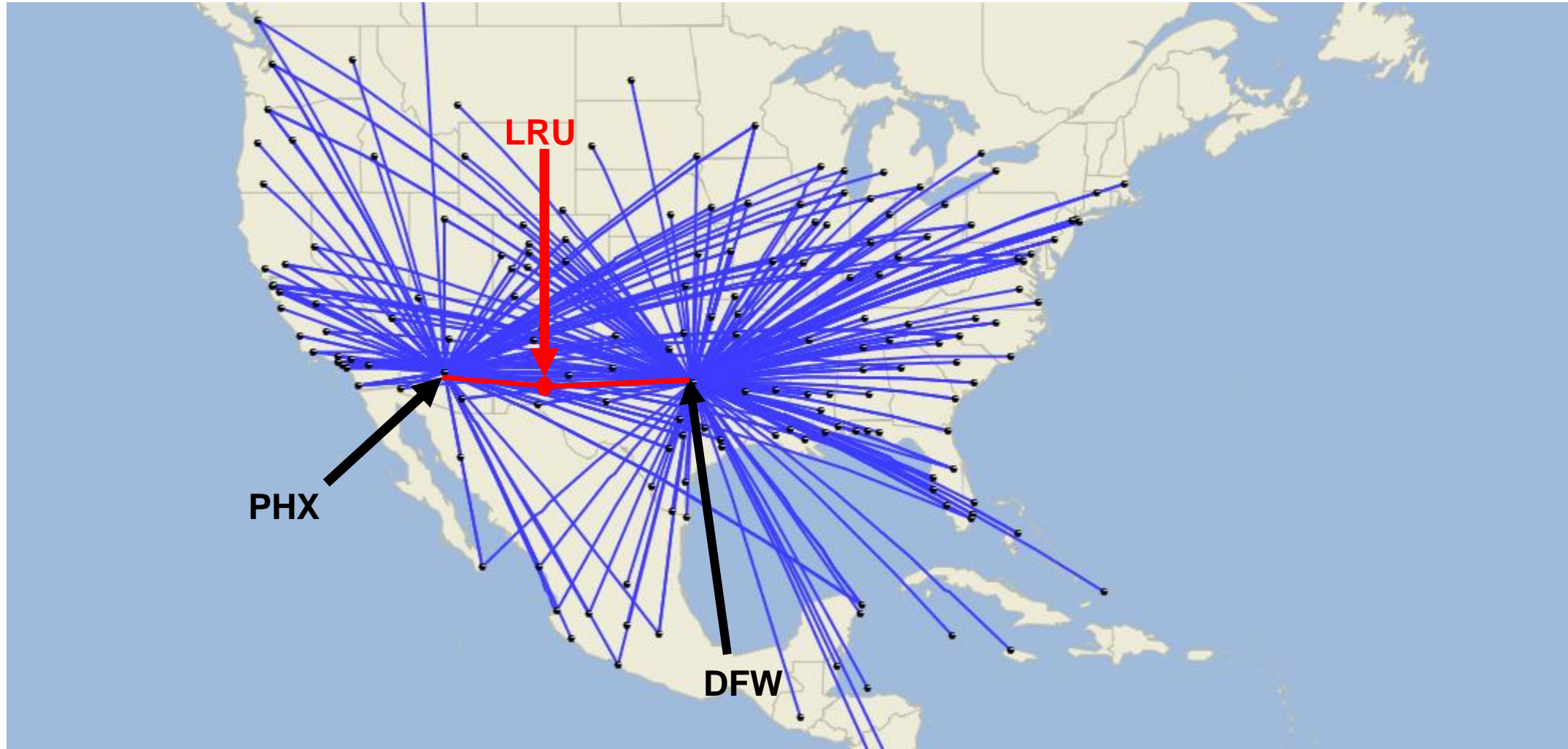
Enplanements Generated by LRU Catchment Area	Total	Residents	Visitors
Total ELP Enplanements 2019	1,739,576	925,319	798,582
% Attributable to LRU catchment area	13.6%	15.3%	12.0%
<b>Enplanements attributable to LRU catchment area: Annual</b>	<b>237,408</b>	<b>141,578</b>	<b>95,830</b>
<b>Enplanements attributable to LRU catchment area: Average per Day</b>	<b>650</b>	<b>388</b>	<b>263</b>

Source: Environics Mobilescapes; RRC Associates.

# LRU Potential Passenger Demand to PHX and DFW via American Airlines (AA)



# AA DFW and PHX Connecting One Stop Cities



# LRU Potential Passenger Demand to PHX and DFW on AA

	LRU Catchment Area PDEW, CY 2019			Supportable Daily LRU Flights	
	Total PDEW	80% LRU capture	60% LRU capture		40% LRU capture
<b>Primary LRU-DFW market</b> (LRU has convenience advantage over ELP)	277	222	166	111	2 - 4
<b>Primary &amp; secondary LRU-DFW market</b> (LRU and ELP have competing advantages)	394	316	237	158	2 - 4
<b>Primary LRU-PHX market</b> (LRU has convenience advantage over ELP)	77	62	46	31	1 - 2
<b>Primary &amp; secondary LRU-PHX market</b> (LRU and ELP have competing advantages)	232	185	139	93	1 - 2

PDEW = passengers daily each way

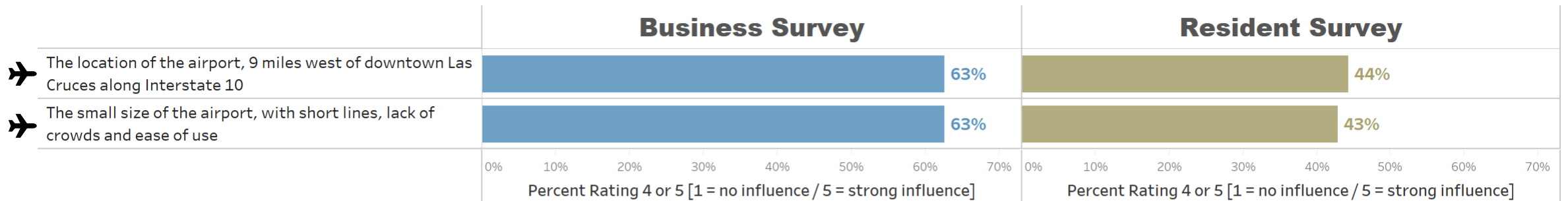


# LRU Air Service Considerations: Pros and Cons

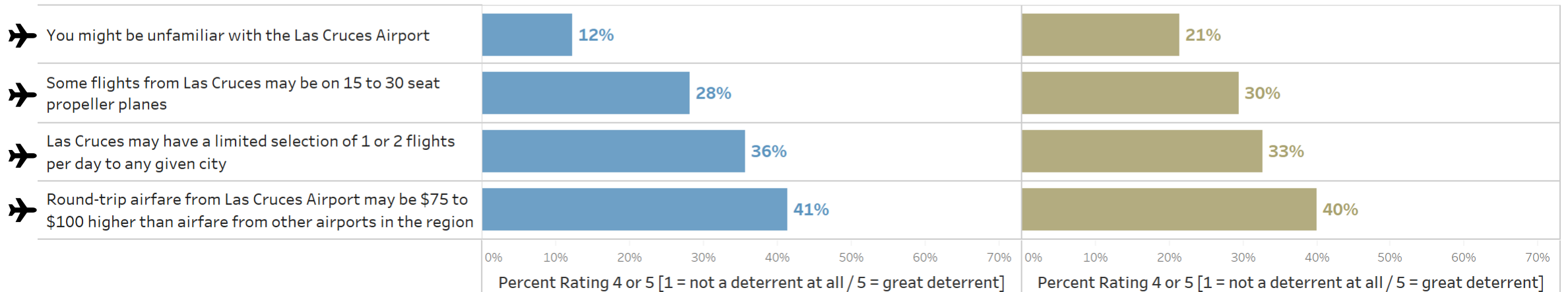
## Overview



If air service were available, to what extent might the following factors influence your decision whether to use the Las Cruces Airport?



To what extent might the following factors deter you from using Las Cruces International Airport?



Source: 2020 LRU catchment area business & resident surveys; RRC Associates.  
Resident survey response universe: respondents with at least one household member who has taken a commercial flight in the past 5 years.

# Anticipated Use of LRU Flight Routes

## Businesses & Residents



### Businesses:

Share of businesses which would use the given flight at least once per year



### Residents:

Share of households that are “very likely” to use the given flight at least once per year

1-2x daily jet service to Phoenix via American Airlines	59%	21%
1-2x daily jet service to Dallas/Fort Worth via American Airlines	56%	28%
1-2x daily jet service to Denver via United Airlines	43%	21%
2-4x daily propeller plane service to Albuquerque	43%	21%
1-2x daily jet service to Houston via United Airlines	34%	22%
1-2x daily propeller plane service to Santa Fe	29%	22%
Not likely to use any of these LRU flights	26%	53%
n=	367	144

Source: 2020 LRU catchment area business & resident surveys; RRC Associates. Resident survey response universe: respondents with at least one household member who has taken a commercial flight in the past 5 years.



# Top Desired Destination from LRU

If you could choose only one of the following airports for airline service to Las Cruces, which would you choose?

	Business Survey	Resident Survey
Dallas (DFW)	30%	21%
Phoenix	26%	19%
Albuquerque	25%	21%
Denver	9%	20%
Houston (IAH)	6%	16%
Santa Fe	5%	4%
n=	362	136

Source: 2020 LRU catchment area business & resident surveys; RRC Associates.  
Resident survey response universe: respondents with at least one household member who has taken a commercial flight in the past 5 years.

# Local Economic Impact of LRU Service

## Businesses & Residents

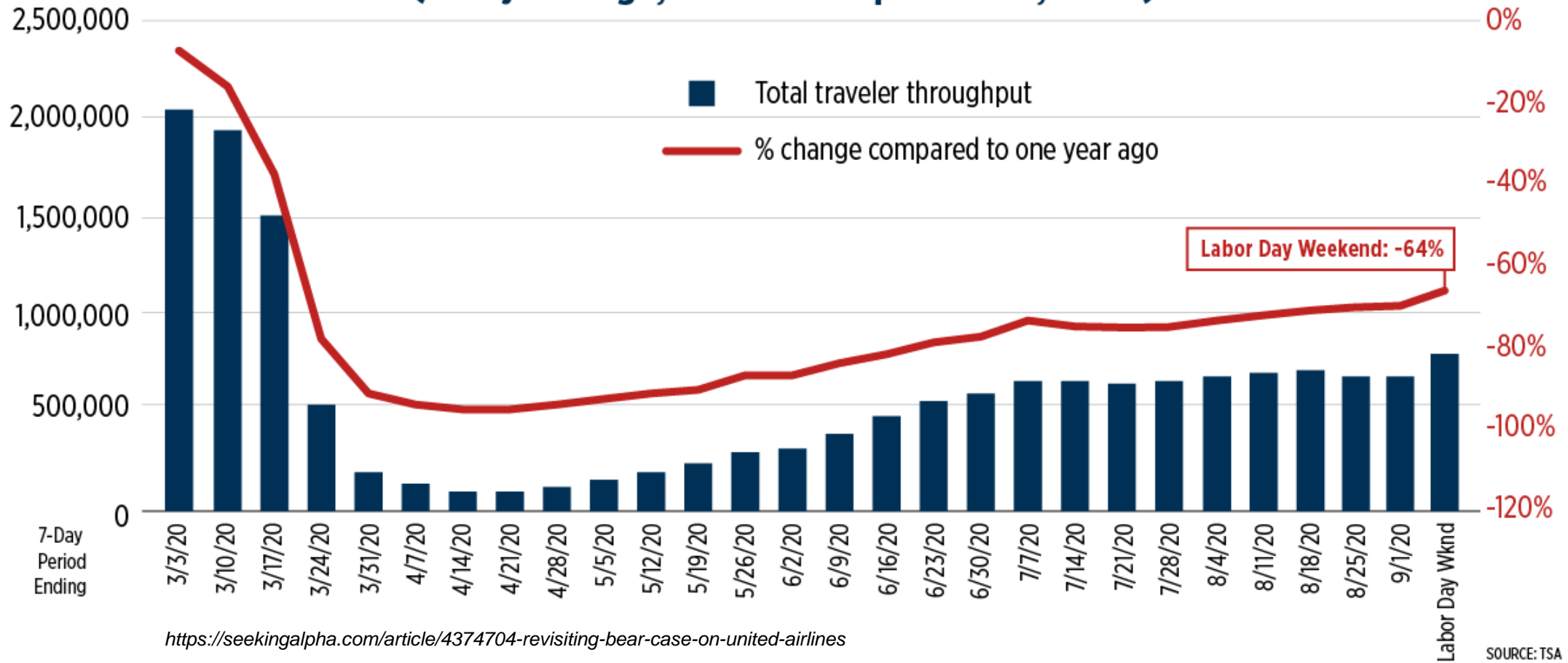
If commercial airline service were restored at Las Cruces, what impact do you believe it would have on the local economy?

	Business Survey	Resident Survey
1 - Very Negative Impact	0%	0%
2 - Somewhat Negative Impact	0%	3%
3 - No Significant Impact	11%	27%
4 - Somewhat Positive Impact	44%	12%
5 - Very Positive Impact	45%	58%
Average	4.3	4.2
n=	351	141

Source: 2020 LRU catchment area business & resident surveys; RRC Associates. Resident survey response universe: respondents with at least one household member who has taken a commercial flight in the past 5 years.

# COVID-19

## Number of People Screened at TSA Checkpoints (7-day average, March 3 - September 7, 2020)



# Conclusions

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- Compelling research for 2-4 daily flights
- Great opportunity for elected officials and business leaders
  - Very unique economic business environment
  - Airlines are competitive and looking for places to deploy aircraft
  - The passenger demand is here
  - The window of opportunity will close in the future and the bar will be raised

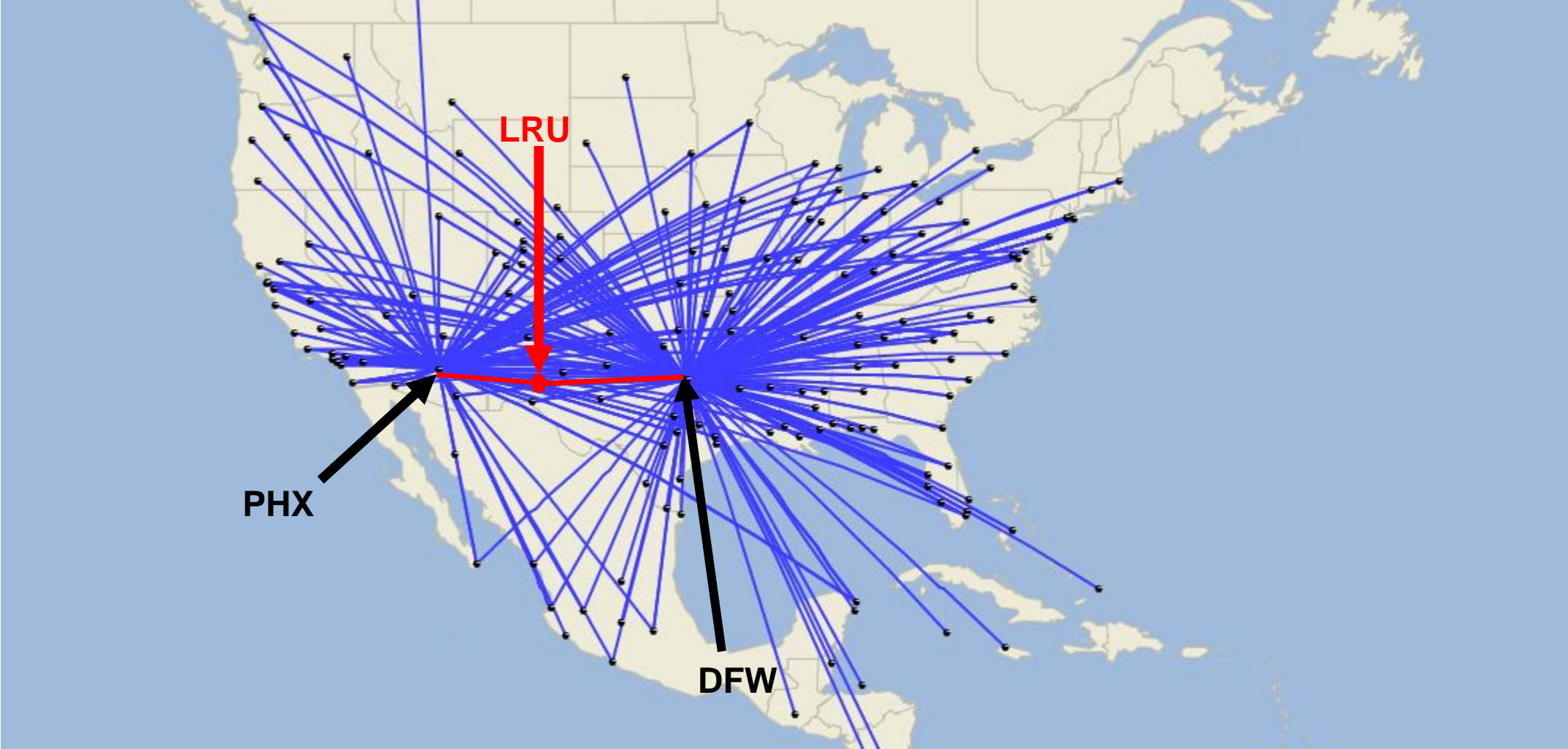
# Next Steps

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- This is your airport, your community but ELP is winning the business by default
- Additional research in determining DFW and/or PHX
- A plan for American Airlines
- Public/private air alliance
- Meet with FAA and NMDOT to review results and implementation of air study
- Amend Airport CIP to implement facility upgrade recommendations
- Update Airport Certification Manual to reflect improvements and classification for air service
- Asking for a direction to move forward with Andy and his team

# From LRU to the World!

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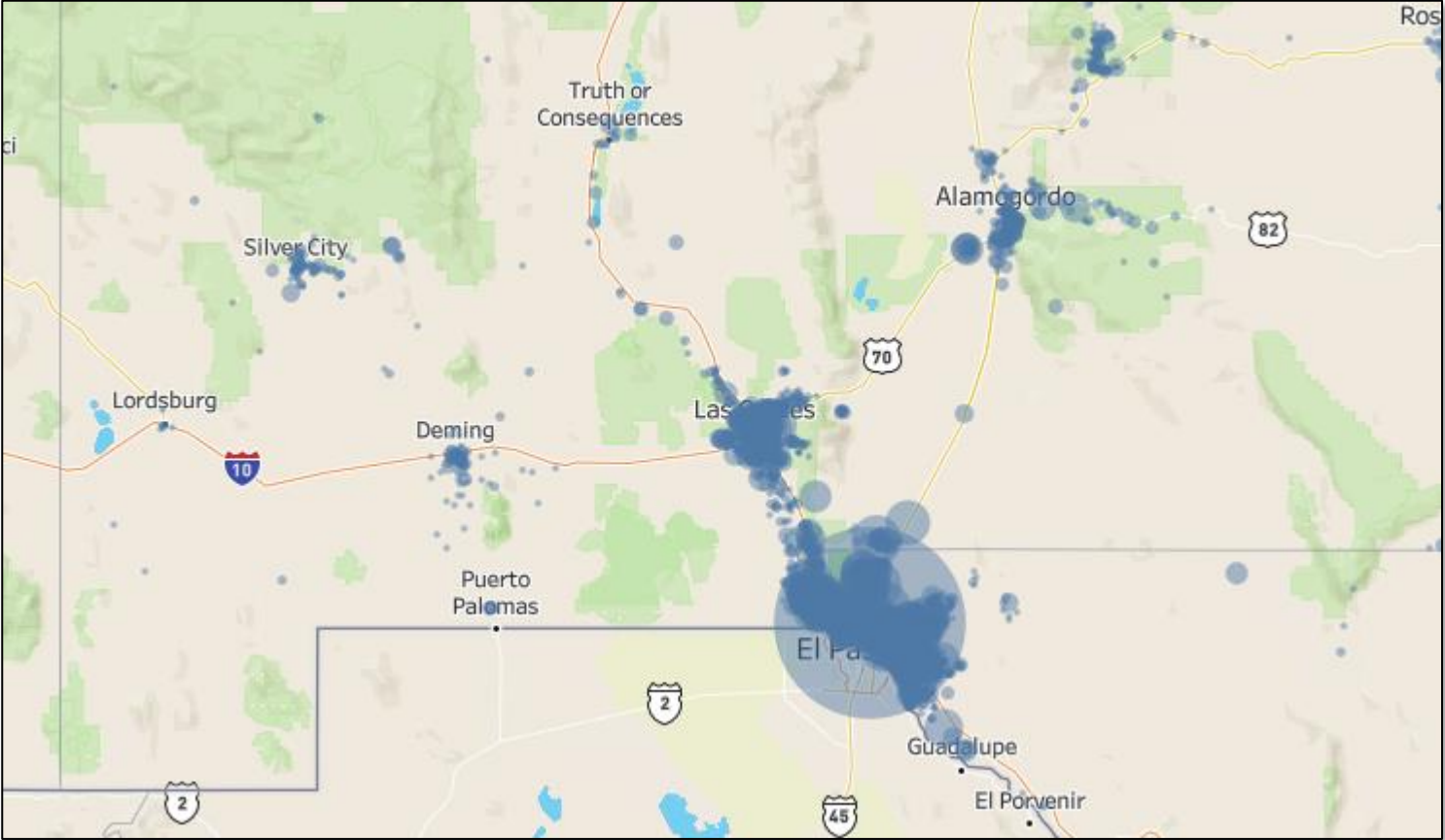
# Additional Supporting Slides

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The following slides contain selected additional supporting data

# ELP Cellphone Geography 2019

## Distribution of ELP Local Traffic



Source: Environics; RRC Associates.  
All data is anonymized / information is not personally identifiable.



# Regional Socioeconomic and Travel Comparisons

Location	Estimated ELP outbound enplanements by place of residence (2019)	Socioeconomic Measures				Inbound Travel Measures						
		Population (2019)	2018 GDP (2012 dollars)	2018 Personal Income (2018 dollars)	Total employment (wage, salary & proprietor jobs)	Hotel rooms (2020)	Direct Travel Spending (2018)	Direct Travel Earnings (2018)	Direct Travel Employment (2018)	Share of overnight visitors who flew as primary mode of travel	% of Overnight trips which are for leisure (inbound)	% of Overnight trips which are for business (inbound)
El Paso County	647,513	839,238	\$28,974,082,000	\$30,145,813,000	446,856	10,433	\$1,874,890,000	\$459,450,000	14,470	27%	61%	39%
<b>LRU catchment area:</b>												
Dona Ana County	128,913	218,195	\$6,757,266,000	\$7,954,729,000	102,594	3,216	\$405,700,000	\$88,700,000	3,967	14%	83%	17%
Luna County	5,757	23,709	\$754,364,000	\$746,219,000	9,566	778	\$69,000,000	\$15,200,000	802			
Grant County	5,079	26,998	\$1,170,854,000	\$1,121,908,000	13,082	564	\$61,900,000	\$11,700,000	662			
Sierra County	1,456	10,791	\$283,461,000	\$427,580,000	5,036	383	\$52,500,000	\$10,800,000	556			
Hidalgo County	372	4,198	\$193,173,000	\$176,194,000	2,228	395	\$36,800,000	\$10,000,000	511			
<b>Subtotal: LRU catchment area</b>	<b>141,578</b>	<b>283,891</b>	<b>\$9,159,118,000</b>	<b>\$10,426,630,000</b>	<b>132,506</b>	<b>5,336</b>	<b>\$625,900,000</b>	<b>\$136,400,000</b>	<b>6,498</b>			
6-county total: LRU catchment area + El Paso Co.	789,091	1,123,129	\$38,133,200,000	\$40,572,443,000	579,362	15,769	\$2,500,790,000	\$595,850,000	20,968	n/a	n/a	n/a
<b>LRU catchment area share of 6-county total</b>	<b>18%</b>	<b>25%</b>	<b>24%</b>	<b>26%</b>	<b>23%</b>	<b>34%</b>	<b>25%</b>	<b>23%</b>	<b>31%</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
Source:	RRC Associates, based on EnviroNics mobility data	US Census	US Bureau of Economic Analysis	US Bureau of Economic Analysis	US Bureau of Economic Analysis	STR; RRC Assoc.	Tourism Economics & Dean Runyan Associates <sup>1</sup>	Tourism Economics & Dean Runyan Associates <sup>1</sup>	Tourism Economics & Dean Runyan Associates <sup>1</sup>	DK Shifflet Associates & Longwoods International <sup>2</sup>	DK Shifflet Associates & Longwoods International <sup>2</sup>	DK Shifflet Associates & Longwoods International <sup>2</sup>

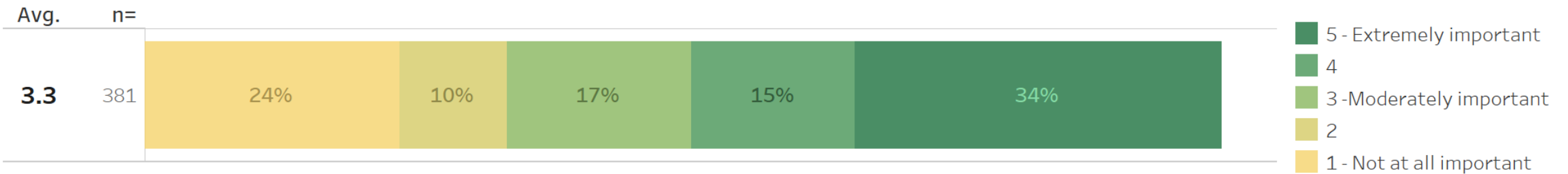
Source footnotes:

- <sup>1</sup>NM data: "The Economic Impact of Tourism in New Mexico," prepared for the New Mexico Tourism Department by Tourism Economics. TX data: Dean Runyan Associates, prepared for Travel Texas.
- <sup>2</sup>NM data: "Southwest New Mexico Tourism Profile," prepared for the New Mexico Tourism Department by Longwoods International. SW NM region includes Catron, Dona Ana, Grant, Hidalgo, Luna, Sierra, and Socorro counties. (Data reflects 2017-19 averages)
- <sup>2</sup>TX data: "2018 Texas Domestic Visitor Profile," prepared for Travel Texas by D.K. Shifflet Associates. El Paso data reflects El Paso MSA (El Paso County + Hudspeth County).

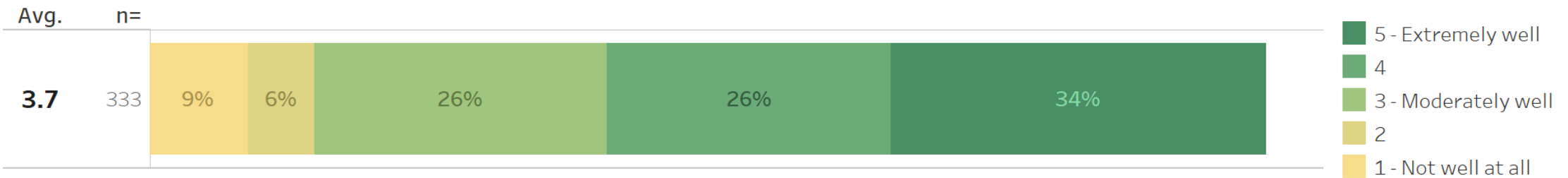
# Businesses: ELP Importance & Rating

## Businesses

Overall, how important is the availability of air service at El Paso International Airport (ELP) to your business/organization?



Overall, how well does ELP serve your organization's air travel needs?

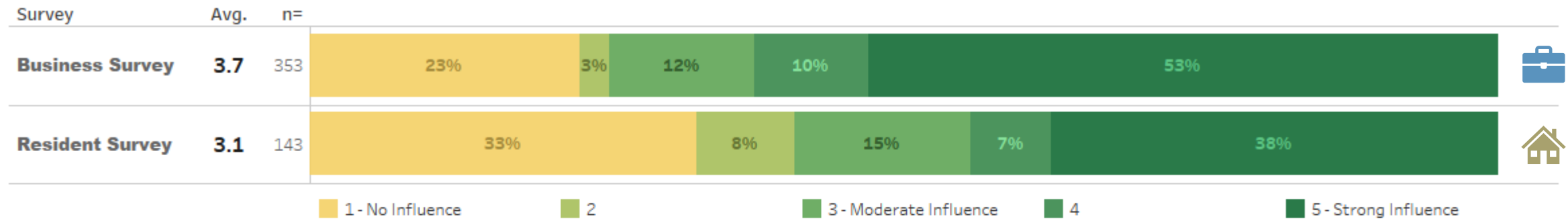


Source: 2020 LRU catchment area business survey; RRC Associates.

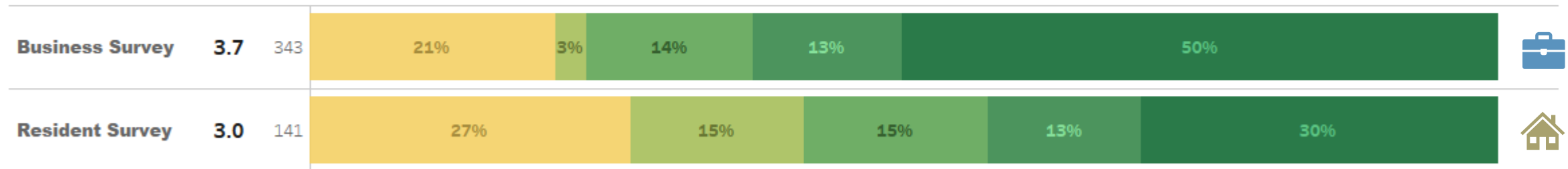
# + LRU Air Service: Influential Factors

If air service were available, to what extent might the following factors influence you / your organization to use Las Cruces International Airport on future trips?

## ✈ The location of the airport, 9 miles west of downtown Las Cruces along Interstate 10



## ✈ The small size of the airport, with short lines, lack of crowds and ease of use



Source: 2020 LRU catchment area business & resident surveys; RRC Associates.  
 Resident survey response universe: respondents with at least one household member who has taken a commercial flight in the past 5 years.

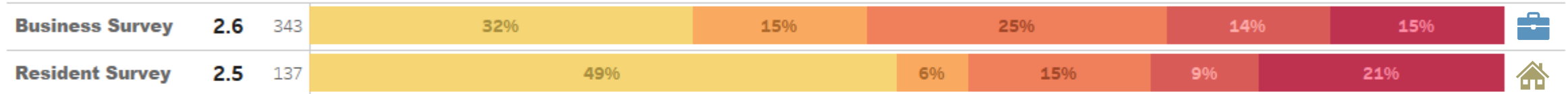
# LRU Air Service: Possible Deterrents

If air service were available, to what extent might the following factors deter you / your organization from using Las Cruces International Airport on future trips?

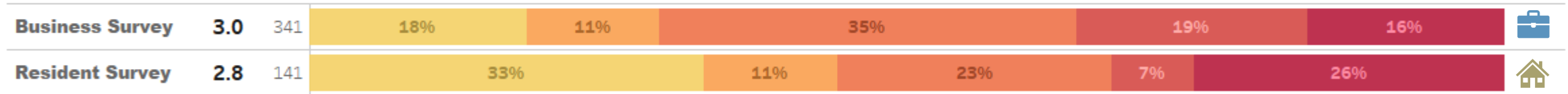
## ✈️ You might be unfamiliar with the Las Cruces Airport



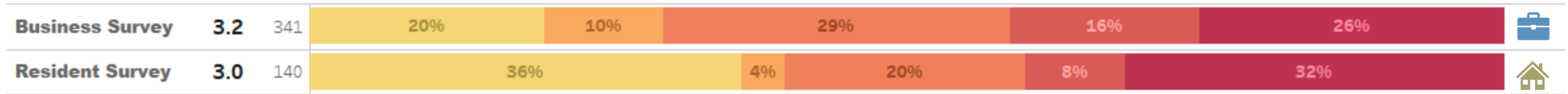
## ✈️ Some flights from Las Cruces may be on 15 to 30 seat propeller planes



## ✈️ Las Cruces may have a limited selection of 1 or 2 flights per day to any given city



## ✈️ Round-trip airfare from Las Cruces Airport may be \$75 to \$100 higher than airfare from other airports in the region



1 - Not a Deterrent at All
  2
  3 - Moderate Deterrent
  4
  5 - Great Deterrent

Source: 2020 LRU catchment area business & resident surveys; RRC Associates.

Resident survey response universe: respondents with at least one household member who has taken a commercial flight in the past 5 years.

# Economic Impact of LRU Service on Your Business

## Businesses

If commercial airline service was initiated in Las Cruces, do you believe that the economic impact on your business would be:

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Very positive	15%	11%	12%	18%	16%	3%	10%	18%	35%
Somewhat positive	25%	15%	29%	32%	36%	8%	25%	36%	37%
No significant impact	53%	61%	53%	48%	44%	71%	62%	40%	26%
Don't know	8%	13%	6%	2%	3%	18%	3%	6%	2%
n=	379	142	99	65	61	93	118	88	65

Source: 2020 LRU catchment area business survey; RRC Associates.

# LRU Air Service Market Evaluation

## 2020 Employer Survey Results



# Research Methods

Number of  
Employers Included:

410

Margin of Error:  
+/- 4.5%

- Survey was mailed to 3,000 employers in the 5-county LRU catchment area in Feb. 2020
  - The list included all employers with 5 or more employees, plus a sample with 1-4 employees
  - Employers could complete the survey on paper or online
  - Cover letter (signed by LRU Airport Director) & online survey were in both English & Spanish
  - All employers were asked to respond, regardless of their use of air service
  - A reminder postcard was mailed to employers in March 2020
  - The Greater Las Cruces Chamber also emailed a survey invitation to its membership
  - Of 3,000 surveys mailed, 288 were returned as undeliverable (2,712 presumed delivered)
- A total of 410 employers responded to the survey
  - Response rate approximately 15.1% (410 responses / 2,712 delivered surveys)
  - The sample includes 139 online surveys and 271 paper surveys
  - The margin of error for “overall” responses is +/- 4.5% (there is a larger margin of error for smaller subsets of the data)
- About the sample:
  - Employers in the sample range in size from 1 employee to 2000 employees
  - Employers span a wide variety of services and industries, both governmental and private
  - Most responding employers (69%) are located in the City of Las Cruces, but the sample spans the 5-county LRU catchment area (Dona Aña, Grant, Sierra, Luna, and Hidalgo counties in NM) as well as El Paso County, TX and other nearby locations

# Key Findings – Overall

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The following key findings reflect the overall sample of 410 employers. See the detailed slides to follow to view results segmented (A) by the number of commercial air tickets a company has purchased for business in the past 12 months and (B) by the annual number of flights a company anticipates using to/from LRU, where commercial air service available.

## Current Use of Air Travel for Business Trips

- 6% of employers surveyed already use LRU for private/charter flights, taking an average of 6.6 person-trips in the past year, and primarily flying to regional destinations like Dallas (flown to by 45% of employers chartering flights from LRU) and Phoenix (30%).
- 17% of employers surveyed currently use ELP for private/charter flights, taking an average of 7.5 person-trips in the past year, also primarily to regional destinations like Dallas (40%), Denver (28%) and Phoenix (28%).
- 61% of employers report purchasing commercial airline tickets to/from local airports for employee business trips in the past year.
  - The average business (including those who purchased 0) purchased 20.3 round-trip commercial tickets in the past year
  - On average, companies report that 86% of their business flights use ELP, 10% use ABQ, <1% CJS, and 3% other airports
  - Top destinations for business flights are Dallas, Phoenix, Las Vegas, Denver, and Los Angeles
- Air travel is important to local employers:
  - One-third (34%) of employers surveyed consider flight service from ELP to be extremely important to their business
  - The average rating is 3.3 (on a scale where 1 = not at all important, 3 = moderately important, 5 = extremely important)
- However, many feel that their needs are already relatively well met by ELP:
  - One-third (34%) say that ELP serves their air travel needs extremely well (5 on a 5-point scale)
  - The average rating of ELP service is 3.7



# Key Findings – Overall

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## LRU Flight Considerations

- The small size and convenient location of LRU are both highly rated as influential factors to using LRU:
  - Both average 3.7 (on a scale where 1 = no influence, 5 = strong influence)
  - For each factor, at least half of employers rate 5 out of 5
- The greatest anticipated deterrent to using LRU is the possibility of higher airfares from LRU vs. ELP (average 3.2 out of 5, where 1 = not a deterrent at all, 5 = great deterrent), followed by limited selection of flights (average 3.0).
  - However, companies indicated they're willing to pay an average of \$60 more roundtrip for a flight from LRU vs. ELP
- Given a range of possible flight routes, three-quarters (74%) of employers surveyed anticipate using LRU at least once per year.
  - More than half of employers anticipate using jet service to Phoenix (59%) and DFW (56%)
  - Adding up anticipated use for each possible flight route, the average business may purchase 29.7 round-trip tickets per year from LRU (note, this sum could be duplicative, as employers were asked to consider use of each flight route in isolation, rather than if all were offered)
- The top desired destinations for flight service to/from LRU are Phoenix (57% of employers selected this as one of their top 2 choices), Dallas (included in the top 2 of 54% of employers), and Albuquerque (top 2 for 40%)
  - More specifically, among the subset of employers which actually purchased airline tickets in the prior 12 months, 63% selected Dallas among their top 2 choices and 57% selected Phoenix, followed distantly by Albuquerque (29%)
- In addition, 48% of employers indicate that the availability of direct service from LRU to their most preferred airport (options given were DFW, PHX, DEN, IAH, ABQ, or SFE) would likely *increase* their company's use of commercial flights for business

## Economic Impact

- Most employers (82%) feel that the initiation of commercial air service from LRU would have a positive impact on the local economy
- Additionally, 40% feel it would have a positive economic impact on their business

# Overview of Responding Employers



# Location(s) of Employer

*(Select all that apply)*

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
City of Las Cruces	69%	61%	67%	75%	81%★	67%	63%	70%	85%★
Other Dona Ana County	18%	20%	13%	16%	22%	16%	18%	13%	18%
Grant County	10%	12%	10%	6%	9%	13%	13%	9%	8%
Sierra County	6%	6%	5%	10%	6%	4%	4%	9%	8%
Luna County	5%	3%	6%	3%	9%	5%	5%	3%	6%
El Paso County, TX	3%	1%	2%	4%	11%★	2%	1%		14%★
Hidalgo County	2%	3%	3%		3%	1%	3%	1%	5%
Other	4%	1%	3%	6%	9%★	1%	3%	1%	11%★
n=	407	154	104	68	64	94	119	88	65

- ★ Throughout the report, **colored stars** are used to flag statistically significant results.
- ★ A starred value means that businesses that fall within the given column (e.g. employers that have purchased 10+ round trip airline tickets in the last 12 months) are significantly more likely to fall into the given the given row (e.g. be located in the City of Las Cruces) than employers in *one or more* other column(s) (e.g. have purchased 0, 1-4, or 5-9 tickets in the last year).
- ★ *Example – interpreting the stars on this figure:*
  - Employers that purchased 10+ round-trip airline tickets in the last 12 months are significantly more likely to...
    - Have a location in the City of Las Cruces than employers in one or more of the other ticket purchase categories.
    - Have a location in El Paso County, TX than employers in one or more of the other ticket purchase categories.
    - Have an “other” location than employers in one or more of the other ticket purchase categories.

# Type of Business / Organization

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Health Care and Social Assistance	14%	12%	15%	19%	16%	17%	15%	13%	14%
Retail Trade	11%	8%	13%	19%	8%	9%	12%	11%	12%
Professional and Technical Services	11%	8%	18%★	3%	17%★	7%	10%	15%	12%
Construction	10%	12%	11%	12%	5%	16%	13%	7%	8%
Other Services	9%	11%	8%	4%	8%	9%	8%	7%	9%
Accommodation and Food Services/Restaurants	7%	10%	6%	6%	5%	7%	6%	7%	11%
Finance and Insurance	7%	5%	8%	6%	8%	2%	9%	7%	6%
Educational Services / Schools / University	6%	5%	5%	1%	11%	4%	4%	5%	11%
Real Estate and Rental and Leasing	3%	5%	2%	6%	2%	4%	4%	2%	5%
Public Administration / Government	3%	3%	5%	4%		1%	3%	5%	3%
Arts, Entertainment, and Recreation	3%	4%	1%		3%	1%	3%	2%	3%
Manufacturing	2%	2%	2%	3%	3%	3%	2%	5%	
Agriculture	2%	2%	1%		6%	4%	1%	2%	2%
Transportation and Warehousing	1%	1%		3%	2%		1%	2%	2%
Utilities	1%	1%		1%	2%	1%	2%		
Mining / oil & gas	0%		1%		2%		1%		2%
Wholesale Trade	0%		1%	1%				2%	
Telecommunications, Publishing, Information	0%		1%				1%		
Other	8%	12%	4%	9%	5%	14%★	6%	8%	2%
n=	404	154	102	67	64	94	117	87	65

- Responding employers are in a diverse array of industry sectors.



# Number of Employees

Including yourself, approximately how many people are employed by your organization in the Las Cruces/Southwest New Mexico area?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
1 employee	8%	14% ★	8%	3%	2%	13%	8%	6%	6%
2-4 employees	20%	26% ★	26% ★	9%	8%	16%	25%	23%	9%
5-9 employees	23%	24%	29% ★	22%	11%	34%	18%	22%	18%
10-24 employees	23%	20%	21%	35%	19%	18%	22%	28%	23%
25-49 employees	13%	14%	9%	19%	16%	14%	18%	10%	12%
50-99 employees	5%	1%	6%	4%	14% ★	2%	3%	8%	11%
100-249 employees	6%	1%	2%	6%	19% ★	2%	6%	3%	12%
250-499 employees	0%				2%		1%		
500-999 employees	1%			1%	3%				3%
1,000+ employees	1%				8%				5%
Average (interpolated)	52.5	14.4	17.4	39.6	196.8 ★	16.9	27.8	22.8	125.2 ★
n=	404	152	104	68	64	92	119	88	65

## Number of employees is correlated to flight use:

- Employers that purchased zero airline tickets in the past year are significantly more likely to be small employers (in terms of number of employees in the region), while employers that purchased 10+ tickets in the past year are more likely to have a greater number of employees in the region
- Among the 65 employers that anticipate taking 20+ trips/year from LRU (if air service were instituted), the average business size is 125.2 employees; among the 92 employers that do not anticipate using LRU, the average business size is 16.9 employees.



**Current Use of Air Travel**

# Current Use of LRU for Private/Charter Travel

Do any of your employees travel for business by private aircraft or charter to/from Las Cruces International Airport?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Yes	6%		4%	6%	18% ★	1%	3%	5%	22% ★
No	94%	100%	96% ★	94%	82%	99% ★	97% ★	95% ★	78%
n=	390	153	99	67	62	92	116	87	63

(If yes) Approximately how many “person-trips” did your employees take on private/charter flights from LRU in the past 12 months?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months			by Anticipated Annual LRU Person-Trips			
		1-4	5-9	10+	None	1 - 9	10 - 19	20+
1	5%					50%		
2	24%		25%	33%			75% ★	8%
3	19%	67%						25%
4-5	14%	33%	25%				25%	17%
6-9	10%		25%	11%		50%		8%
10-19	19%		25%	33%	100%			25%
20 or more	10%			22%				17%
Average	6.6	3.3	6.0	10.1	12.0	3.5	2.5	8.8
n=	21	3	4	9	1	2	4	12

- 6% of responding employers have used LRU for private or charter flights in the past 12 months.
- Employers with the greatest current air travel and greatest likely future LRU travel are more likely to have used LRU private/charter flights.

# LRU Private/Charter Travel Destinations

Cities your employees flew to most frequently by private aircraft or charter to/from LRU (Up to five destinations)

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months			by Anticipated Annual LRU Person-Trips			
		1-4	5-9	10+	None	1 - 9	10 - 19	20+
Dallas, TX	45%	67%	33%	60%			50%	46%
Phoenix, AZ	30%		33%	40%			50%	31%
Albuquerque, NM	20%			30%			25%	23%
Denver, CO	20%			30%		100%		23%
Santa Fe, NM	20%		33%	10%			50%	15%
Houston, TX	15%	33%		20%				23%
Las Vegas, NV	10%		33%	10%			25%	8%
Los Angeles, CA	10%		33%	10%			25%	8%
Roswell, NM	10%		33%		100%			8%
Scottsdale, AZ	10%			20%				15%
n=	20	3	3	10	1	1	4	13

*Note small sample sizes*

- Dallas and Phoenix are the most common destinations for employers' private & charter flights from LRU.



# Current Use of ELP for Private/Charter Travel

Do any of your employees travel for business by private, non-commercial aircraft or charter to/from El Paso International Airport (ELP)?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Yes	17%	4%	18% ★	29% ★	29% ★	5%	17%	16%	33% ★
No	83%	96% ★	82%	71%	71%	95% ★	83%	84%	67%
n=	384	150	98	68	62	91	113	87	60

(If yes) Approximately how many “person-trips” did your employees take on private/charter flights from ELP in the past 12 months?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
1-3	20%	40%	42%	11%		33%	14%	17%	29%
4-5	31%	40%	50%	28%	20%		43%	25%	24%
6-9	16%	20%	8%	33%			29%	33%	
10-19	25%			28%	53%	33%	14%	25%	29%
20 or more	8%				27%	33%			18%
Average	7.5	3.6	3.6	6.6	13.5	11.7	5.7	6.6	9.2
n=	51	5	12	18	15	3	14	12	17

- 17% of responding employers have used ELP for private or charter flights in the past 12 months.
- Employers with the greatest current air travel and greatest likely future LRU travel tend to be the heaviest users of ELP private/charter flights.

# ELP Private/Charter Travel Destinations

Cities your employees flew to most frequently by private aircraft or charter to/from ELP (Up to five destinations)

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Dallas, TX	40%	20%	67%	29%	44%	33%	31%	36%	50%
Denver, CO	28%	20%	11%	18%	50%	33%	31%	18%	38%
Phoenix, AZ	28%		11%	29%	44%		31%	36%	31%
Las Vegas, NV	26%		22%	35%	25%		15%	45%	31%
Washington, D.C.	23%		11%	18%	44%	67%	15%	27%	19%
Houston, TX	21%		33%	35%	6%		23%	18%	25%
Chicago, IL	13%		11%	6%	25%	67%	15%		13%
Los Angeles, CA	11%			12%	19%		8%	18%	13%
California	9%			18%	6%			18%	6%
Orlando, FL	9%		22%	12%			8%	18%	
San Diego, CA	9%		11%	6%	13%	33%		18%	6%
n=	47	5	9	17	16	3	13	11	16

*Note small sample sizes*

- Dallas is the most common destination for employers' private & charter flights from ELP.

# Airline Tickets Purchased

In the past 12 months, approximately how many roundtrip airline tickets did your organization purchase for employee business trips originating at El Paso Airport, Albuquerque Sunport, or other airports in the region?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
0 roundtrip tickets	39%	100%				78% ★	32% ★	28% ★	7%
1-4	27%		100%			15%	41% ★	27%	18%
5-9	17%			100%		2%	19% ★	30% ★	20% ★
10-24	11%				69%	3%	8%	13%	33% ★
25-49	2%				13%		1%	2%	7%
50-99	2%				13%				10%
100-499	0%				2%				2%
1,000 or more	1%				5%	1%			3%
Average (interpolated)	20.3	0.0	2.5	7.0	112.5 ★	19.9	4.0	5.7	80.9 ★
n=	390	154	104	68	64	93	117	88	60

- Altogether, 61% of responding employers had purchased at least one round-trip airline ticket in the past 12 months.
- On average, responding employers had purchased 20.3 roundtrip airline tickets in the prior 12 months (inclusive of employers purchasing no tickets).
- Employers that anticipate using LRU the most (if flights were available) also tend to be the employers that currently fly the most.

# Local Commercial Airport Use

What proportion of your employees' roundtrip flights in the past 12 months originated at the following airports?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months			by Anticipated Annual LRU Person-Trips			
		1-4	5-9	10+	None	1 - 9	10 - 19	20+
0%	6%	9%	3%	5%	5%	8%	3%	7%
1 - 24%	3%	1%	3%	5%		1%	3%	5%
25% - 49%	4%	2%	7%	5%		5%	6%	3%
50% - 74%	4%	7%	1%	3%	5%	6%	2%	5%
75% - 99%	9%	5%	9%	14%		4%	8%	19% ★
100%	74%	76%	76%	68%	90%	76%	77%	61%
Average %	85.9	84.6	87.8	85.4	92.5	84.7	88.3	81.9
n=	235	101	68	63	20	80	62	59

- On average, responding employers made 85.9% of their flights out of the El Paso Airport (ELP).
- 74% of responding employers made all of their flights out of ELP.

# Local Commercial Airport Use

What proportion of your employees' roundtrip flights in the past 12 months originated at the following airports?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months			by Anticipated Annual LRU Person-Trips				
		1-4	5-9	10+	None	1 - 9	10 - 19	20+	
Albuquerque (ABQ)	0%	80%	83%	81%	75%	95%	85%	81%	69%
	1 - 24%	4%	2%	3%	10%			3%	12%
	25% - 49%	3%	1%	3%	6%			5%	5%
	50% - 74%	6%	8%	6%	3%	5%	6%	6%	7%
	75% - 99%	3%	2%	6%	3%		6%	2%	3%
	100%	3%	4%	1%	3%		3%	3%	3%
	Average %	10.2	10.0	10.9	10.2	2.5	10.8	9.8	12.3
	n=	235	101	68	63	20	80	62	59
Other airports	0%	91%	93%	96%	84%	95%	90%	95%	86%
	1 - 24%	4%	2%	3%	10%		5%	2%	8%
	25% - 49%	1%		1%	3%			3%	2%
	50% - 74%	1%	1%		2%		1%		2%
	75% - 99%	0%	1%				1%		
	100%	2%	3%		2%	5%	3%		2%
	Average %	3.3	4.4	0.9	4.2	5.0	4.5	1.3	3.9
	n=	235	101	68	63	20	80	62	59

- 20% of responding employers used ABQ in the prior 12 months. Employers took an average of 10.2% of their trips out of ABQ.
- 9% of responding employers used airports other than ELP/ABQ/CJS, accounting for an average of 3.3% of their trips.

# Local Commercial Airport Use

What proportion of your employees' roundtrip flights in the past 12 months originated at the following airports?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months			by Anticipated Annual LRU Person-Trips				
		1-4	5-9	10+	None	1 - 9	10 - 19	20+	
Ciudad Juarez (CJS)	0%	98%	100%	96%	98%	100%	98%	97%	100%
	1 - 24%	2%		4%	2%		3%	3%	
	Average %	0.2	0.0	0.5	0.2	0.0	0.1	0.5	0.0
	n=	235	101	68	63	20	80	62	59

What proportion of your employees' roundtrip flights in the past 12 months originated at the following airports?

*Average Percent*

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months			by Anticipated Annual LRU Person-Trips			
		1-4	5-9	10+	None	1 - 9	10 - 19	20+
El Paso (ELP)	85.9%	84.6%	87.8%	85.4%	92.5%	84.7%	88.3%	81.9%
Albuquerque (ABQ)	10.2%	10.0%	10.9%	10.2%	2.5%	10.8%	9.8%	12.3%
Other airports	3.3%	4.4%	0.9%	4.2%	5.0%	4.5%	1.3%	3.9%
Ciudad Juarez (CJS)	0.2%	0.0%	0.5%	0.2%	0.0%	0.1%	0.5%	0.0%

- 2% of responding employers used CJS in the prior 12 months, accounting for an average of 0.2% of their trips.

# Commercial Airline Destinations

Cities/airports your employees flew to most frequently in the last 12 months (Up to five destinations)

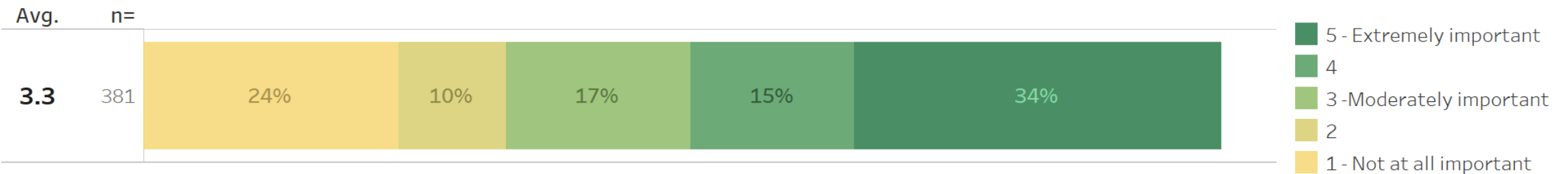
	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months			None	by Anticipated Annual LRU Person-Trips		
		1-4	5-9	10+		1 - 9	10 - 19	20+
Dallas, TX	41%	34%	39%	54% ★	31%	32%	38%	63% ★
Phoenix, AZ	30%	19%	28%	46% ★	6%	22%	31%	48% ★
Las Vegas, NV	25%	21%	27%	30%	19%	25%	29%	25%
Denver, CO	24%	21%	20%	33%	25%	22%	22%	29%
Los Angeles, CA	21%	16%	22%	26%	13%	19%	26%	20%
Houston, TX	16%	10%	19%	23%		8%	19%	27% ★
Chicago, IL	10%	4%	11%	19% ★	25%	7%	7%	14%
Washington, D.C.	10%	4%	11%	19% ★	19%	8%	10%	9%
Orlando, FL	8%	8%	8%	9%	6%	8%	10%	5%
Albuquerque, NM	7%	8%	3%	11%	6%	6%	7%	11%
San Diego, CA	7%	4%	8%	9%	6%	8%	7%	7%
Austin, TX	7%	3%	11%	7%	6%	6%	7%	9%
n=	213	89	64	57	16	72	58	56

- Dallas was the top destination for employee travel in the prior 12 months (41% of employers cite Dallas as one of their top five destinations), followed by Phoenix (30%).
- The employers with the highest volume of current air travel (and highest volume of anticipated LRU usage) are especially likely to fly to Dallas and Phoenix.

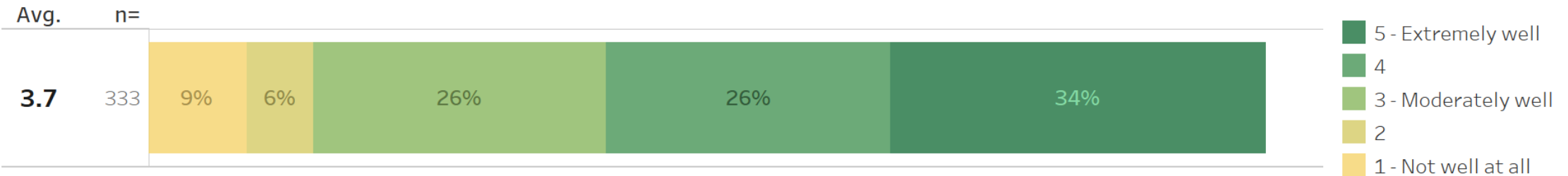
# ELP Importance & Rating

## Overall Responses

Overall, how important is the availability of air service at El Paso International Airport (ELP) to your business/organization?



Overall, how well does ELP serve your organization's air travel needs?



- About half (49%) of responding employers say ELP air service is extremely (34%) or very (14%) important to their business.
- 59% of responding employers says ELP serves their travel needs extremely (34%) or very (26%) well.



# ELP Importance & Rating

## Responses by Category

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips				
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	
Overall, how important is the availability of air service at El Paso International Airport (ELP) to your business/organization?	1 - Not at all important	24%	56% ★	8%	2%	58% ★	18%	7%		
	2	10%	11%	15%	8%	3%	11%	12%	9%	6%
	3 - Moderately important	17%	12%	26% ★	20%	13%	13%	24%	19%	11%
	4	15%	13%	16%	21%	16%	3%	20% ★	20% ★	20% ★
	5 - Extremely important	34%	8%	36% ★	50% ★	68% ★	15%	25%	45% ★	63% ★
	Average	3.3	2.1	3.6 ★	4.1 ★	4.5 ★	2.1	3.2 ★	3.9 ★	4.4 ★
	n=	381	140	101	66	63	88	114	85	65
Overall, how well does ELP serve your organization's air travel needs?	1 - Not well at all	9%	25% ★	2%		3%	25% ★	6%	7%	
	2	6%	4%	9%	8%	3%	5%	6%	4%	9%
	3 - Moderately well	26%	26%	22%	31%	24%	20%	28%	27%	27%
	4	26%	23%	26%	18%	40% ★	20%	24%	32%	27%
	5 - Extremely well	34%	21%	41% ★	43% ★	30%	29%	37%	30%	38%
	Average	3.7	3.1	4.0 ★	4.0	3.9 ★	3.2	3.8 ★	3.7	3.9 ★
	n=	333	95	100	65	63	59	109	82	64

- As stands to reason, the more that employers currently fly (and the more they anticipate using LRU), the more important ELP air service is to their business.
- Satisfaction with ELP service is higher among employers that fly than those which don't fly.

# Visitors to Business

Approximately how many annual airline "person-trips" are attributable to visitors traveling specifically to visit your organization?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
None	45%	75% ★	41% ★	27% ★	8%	83% ★	48% ★	24%	14%
1 - 2 person-trips	9%	7%	20% ★	8%		3%	15% ★	13%	
3 - 4 person-trips	13%	7%	19% ★	17%	13%	6%	15%	20% ★	11%
5 - 9 person-trips	9%	1%	8%	24% ★	15% ★	1%	11% ★	15% ★	11% ★
10 - 49 person-trips	16%	5%	9%	19% ★	47% ★	3%	9%	22% ★	41% ★
50 - 99 person-trips	3%	1%		5%	10% ★			3%	14% ★
100 - 999 person-tri..	2%	2%	2%		3%	2%	1%	3%	3%
1000+ person trips	2%	1%	1%		5%	1%		1%	5%
Average	181.4	16.9	222.5	7.1	667.0	16.1	4.4	268.9	663.0
n=	364	137	93	63	62	88	110	79	63

- 55% of responding employers have visitors who fly specifically to visit them
- While most employers attract less well under 100 flight visitors annually (96%), a small share of employers attract 100+ flight visitors (4%), pulling up the average to approximately 181 flight visitors per business annually.
- Employers which currently fly the most (and have the highest anticipated LRU usage) are also most likely to attract flight visitors.

# Air Travel Policies

Which of the following air travel policies, if any, does your company encourage or enforce for employee travel? (Please check all that apply)

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Use lowest cost airfare	43%	19%	53%	50%	63%★	19%	48%	45%	62%
Use most convenient air travel arrangements (e.g. minimize employee travel time & stress)	38%	7%	47%★	50%★	63%★		37%	50%	69%
Balance considerations of cost and convenience	27%	30%	7%	30%	38%	19%	19%	35%	38%
Use lowest aggregate cost of travel	24%	11%	27%	30%	38%	6%	22%	35%	31%
Use preferred airline(s)	11%	4%	7%	10%	25%	6%	11%	20%	8%
Begin outbound travel from specific airport(s) (e.g. ELP, ABQ, etc.)	10%	4%	20%	15%	6%		19%	15%	
None	24%	56%★	13%	10%		69%	26%		
n=	79	27	15	20	16	16	27	20	13

Note small sample sizes – this question was asked on the online version of the survey only

- 76% of responding employers have employee air travel policies.
- Among all respondents, the two leading policies are to use lowest cost airfare (43%) and use most convenient travel arrangements (38%).



# LRU Flight Service Considerations

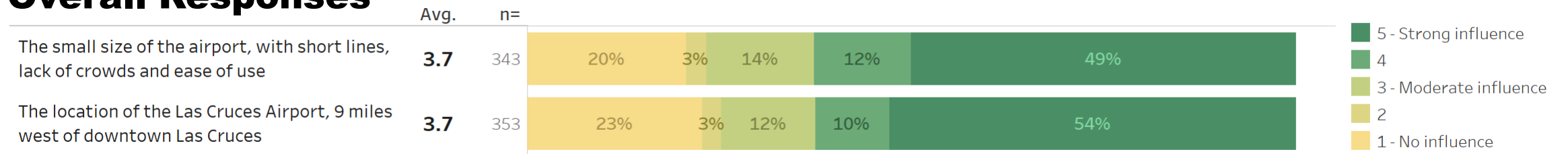




# LRU Air Service: Influential Factors

If air service was available, to what extent might the following factors influence your organization to use Las Cruces International Airport on future business trips?

## Overall Responses



## by Category

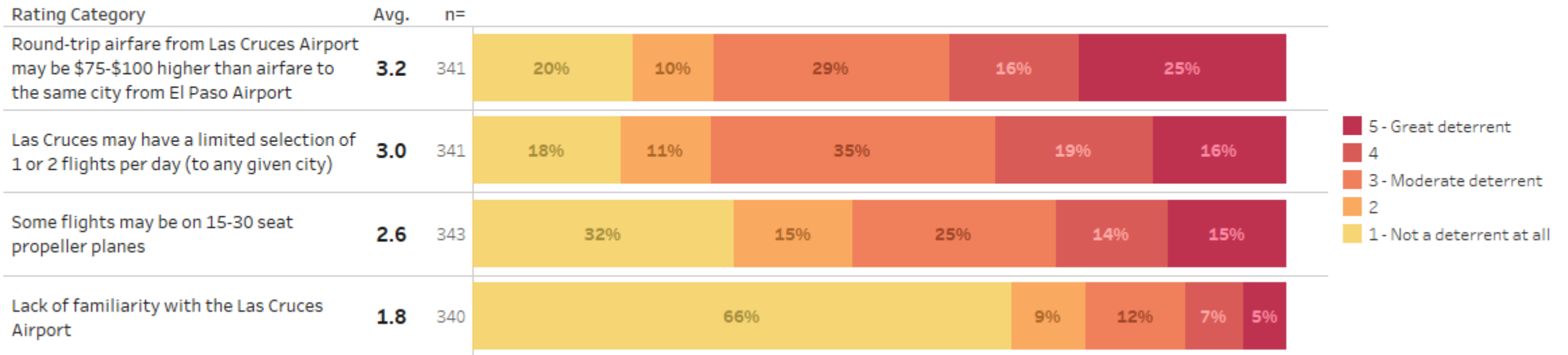
	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips				
		None	1-4	5-9	10+	None	1-9	10-19	20+	
The small size of the airport, with short lines, lack of crowds and ease of use	1 - No influence	21%	42% ★	10%	5%	10%	61% ★	9%	5%	6%
	2	3%	5%	1%		3%	1%	5%	2%	2%
	3 - Moderate influence	14%	15%	13%	15%	14%	18%	16%	15%	5%
	4	13%	11%	16%	15%	7%	7%	17%	11%	10%
	5 - Strong influence	50%	27%	59% ★	66% ★	66% ★	13%	53% ★	67% ★	78% ★
	Average	3.7	2.8	4.1 ★	4.4 ★	4.2 ★	2.1	4.0 ★	4.3 ★	4.5 ★
n=	343	124	91	61	59	76	110	81	63	
The location of the Las Cruces Airport, 9 miles west of downtown Las Cruces	1 - No influence	23%	45% ★	16%	6%	5%	68% ★	12%	6%	2%
	2	3%	6%	1%		2%	4%	4%	2%	
	3 - Moderate influence	12%	15%	14%	6%	10%	13%	15%	14%	6%
	4	10%	7%	8%	19%	10%	5%	9%	13%	8%
	5 - Strong influence	53%	27%	61% ★	69% ★	73% ★	11%	61% ★	65% ★	84% ★
	Average	3.7	2.7	4.0 ★	4.4 ★	4.5 ★	1.9	4.0 ★	4.3 ★	4.7 ★
n=	353	126	93	64	60	80	110	86	62	

- The small size and location of LRU are both influential considerations for using LRU, particularly among heavier air travelers.

# LRU Air Service: Deterrents

## Overall Responses

To what extent might the following factors deter your organization from using Las Cruces International Airport on future business trips?



- The leading deterrent to using LRU is the prospect of higher airfares (top 2 box: 41%), followed by limited selection of flights (top 2 box: 36%).
- Lack of familiarity with the airport is not a concern for most employers.

# LRU Air Service: Deterrents

## by Category

To what extent might the following factors deter your organization from using Las Cruces International Airport on future business trips?

		Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Round-trip airfare from Las Cruces Airport may be \$75-\$100 higher than airfare to the same city from El Paso Airport	1 - Not a deterrent at all	20%	28% ★	11%	16%	16%	42% ★	10%	8%	26% ★
	2	10%	6%	10%	13%	16%	1%	8%	15% ★	18% ★
	3 - Moderate deterrent	29%	28%	34%	22%	33%	16%	35% ★	33%	32%
	4	16%	12%	16%	22%	16%	12%	19%	16%	13%
	5 - Great deterrent	26%	25%	29%	28%	18%	29%	29%	27%	11%
	Average	3.2	3.0	3.4	3.3	3.0	2.8	3.5 ★	3.4 ★	2.7
	n=	341	116	92	64	61	69	112	85	62
Las Cruces may have a limited selection of 1 or 2 flights per day (to any given city)	1 - Not a deterrent at all	18%	29% ★	12%	10%	11%	41% ★	13%	8%	16%
	2	11%	8%	11%	17%	11%	1%	13%	11%	19% ★
	3 - Moderate deterrent	35%	34%	41%	25%	39%	23%	41%	46% ★	27%
	4	19%	14%	20%	24%	25%	14%	17%	19%	27%
	5 - Great deterrent	16%	16%	16%	24%	13%	20%	16%	16%	13%
	Average	3.0	2.8	3.2	3.3	3.2	2.7	3.1	3.2	3.0
	n=	341	116	93	63	61	69	112	83	64

- Employers that anticipate using LRU the most (20+ times/year) are less concerned about higher airfares than employers who would use LRU 1-19 times/year.

# LRU Air Service: Deterrents

## by Category

To what extent might the following factors deter your organization from using Las Cruces International Airport on future business trips?

		Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Some flights may be on 15-30 seat propeller planes	1 - Not a deterrent at all	32%	42% ★	24%	24%	33%	47% ★	25%	29%	34%
	2	15%	8%	17%	22% ★	18%	4%	15%	19% ★	19% ★
	3 - Moderate deterrent	25%	25%	29%	24%	18%	21%	27%	31%	19%
	4	14%	12%	12%	13%	21%	10%	17%	12%	13%
	5 - Great deterrent	15%	14%	17%	17%	10%	17%	16%	10%	15%
	Average	2.6	2.5	2.8	2.8	2.6	2.5	2.8	2.5	2.5
	n=	343	118	92	63	61	70	113	84	62
Lack of familiarity with the Las Cruces Airport	1 - Not a deterrent at all	66%	68%	62%	63%	73%	74%	68%	59%	70%
	2	9%	4%	13%	14%	8%	1%	8%	16% ★	10%
	3 - Moderate deterrent	12%	13%	13%	10%	12%	12%	12%	17%	8%
	4	7%	5%	9%	10%	5%	9%	4%	6%	11%
	5 - Great deterrent	5%	10%	4%	3%	2%	4%	8%	2%	2%
	Average	1.8	1.8	1.8	1.7	1.5	1.7	1.8	1.8	1.7
	n=	340	115	94	63	60	68	113	83	63

- All business groupings have generally similar levels of concern about using small propeller planes (mostly a moderate to low deterrent).
- All business groupings have similar, low levels of concern about lack of familiarity with LRU.



# Anticipated Use of LRU Flight Routes

## Dallas/Fort Worth via American

If commercial air service were instituted to Las Cruces International Airport, how many “person trips” would your company likely take from Las Cruces Airport to each of the following airports per year?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
None	44%	71% ★	37%	24%	18%	100%	50% ★	6%	6%
1-4 trips/year	42%	27%	55% ★	63% ★	37%		50% ★	85% ★	29%
5-9 trips/year	7%	1%	4%	10% ★	20% ★			9%	28% ★
10-24 trips/year	5%	1%	4%	2%	18% ★				28%
25-49 trips/year	1%			2%	3%				5%
100-249 trips/year	0%				2%				2%
250-499 trips/year	0%								2%
1000+ trips/year	0%				2%				2%
Average (interpolated)	6.9	0.9	2.4 ★	3.1 ★	26.2 ★	0.0	1.3 ★	2.8 ★	32.9 ★
n=	367	139	97	62	60	95	119	88	65

- Overall, 56% of responding employers said they would fly LRU-DFW on American, generating an average of 6.9 round-trips each annually.
- Employers that currently fly the most would generate the most average LRU-DFW trips.

# Anticipated Use of LRU Flight Routes

## Denver via United

If commercial air service were instituted to Las Cruces International Airport, how many “person trips” would your company likely take from Las Cruces Airport to each of the following airports per year?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
None	57%	81%★	53%★	40%	28%	100%	71%★	23%	14%
1-4 trips/year	35%	17%	44%★	55%★	40%★		27%	72%★	51%★
5-9 trips/year	5%	1%	2%	5%	20%★		3%	6%	18%★
10-24 trips/year	2%	1%	1%		8%★				12%
100-249 trips/year	1%				2%				3%
1000+ trips/year	0%				2%				2%
Average (interpolated)	5.3	0.8	1.4★	1.7★	23.4★	0.0	0.8★	2.2★	25.4★
n=	367	139	97	62	60	95	119	88	65

- Overall, 43% of responding employers said they would fly LRU-DEN on United, generating an average of 5.3 round-trips each annually.
- Employers that currently fly the most would generate the most average LRU-DEN trips.

# Anticipated Use of LRU Flight Routes

## Houston via United

If commercial air service were instituted to Las Cruces International Airport, how many “person trips” would your company likely take from Las Cruces Airport to each of the following airports per year?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
None	66%	84%★	62%	52%	47%	100%	79%★	40%	26%
1-4 trips/year	28%	15%	35%★	40%★	32%★		20%	59%★	38%★
5-9 trips/year	3%	1%	2%	3%	8%★		1%	1%	15%★
10-24 trips/year	3%		1%	5%	10%★				15%
50-99 trips/year	0%				2%				2%
100-249 trips/year	0%								2%
500-999 trips/year	0%				2%				2%
Average (interpolated)	4.1	0.4	1.2	2.1★	16.8★	0.0	0.6	1.6★	20.0★
n=	367	139	97	62	60	95	119	88	65

- Overall, 34% of responding employers said they would fly LRU-IAH on United, generating an average of 4.1 round-trips each annually.
- Employers that currently fly the most would generate the most average LRU-IAH trips.

# Anticipated Use of LRU Flight Routes

## Phoenix via American

If commercial air service were instituted to Las Cruces International Airport, how many “person trips” would your company likely take from Las Cruces Airport to each of the following airports per year?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
None	41%	64% ★	35%	19%	22%	100%	41% ★	5%	5%
1-4 trips/year	46%	32%	58% ★	68% ★	37%		55%	86% ★	38%
5-9 trips/year	8%	2%	7%	13% ★	20% ★		3%	9%	29% ★
10-24 trips/year	2%	1%			10% ★				12%
25-49 trips/year	2%	1%			7% ★				9%
50-99 trips/year	0%				2%				2%
100-249 trips/year	1%				2%				3%
1000+ trips/year	0%				2%				2%
Average (interpolated)	6.6	1.3	1.9 ★	2.6 ★	27.3 ★	0.0	1.6 ★	2.8 ★	30.4 ★
n=	367	139	97	62	60	95	119	88	65

- Overall, 59% of responding employers said they would fly LRU-PHX on American, generating an average of 6.6 round-trips each annually.
- Employers that currently fly the most would generate the most average LRU-PHX trips.

# Anticipated Use of LRU Flight Routes

## Propeller service to Albuquerque

If commercial air service were instituted to Las Cruces International Airport, how many “person trips” would your company likely take from Las Cruces Airport to each of the following airports per year?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
None	57%	72% ★	56%	37%	47%	100%	66% ★	24%	23%
1-4 trips/year	31%	26%	36%	44%	22%		34%	68% ★	18%
5-9 trips/year	7%	2%	5%	10%	18% ★		1%	8% ★	28% ★
10-24 trips/year	4%		2%	8%	10%				23%
25-49 trips/year	1%		1%	2%	2%				6%
500-999 trips/year	0%				2%				2%
Average (interpolated)	4.4	0.8	2.0 ★	3.7 ★	16.6 ★	0.0	0.9 ★	2.3 ★	20.1 ★
n=	367	139	97	62	60	95	119	88	65

- Overall, 43% of responding employers said they would fly LRU-ABQ on a propeller plane, generating an average of 4.4 round-trips each annually.
- Employers that currently fly the most would generate the most average LRU-ABQ trips.

# Anticipated Use of LRU Flight Routes

## Propeller service to Santa Fe

If commercial air service were instituted to Las Cruces International Airport, how many “person trips” would your company likely take from Las Cruces Airport to each of the following airports per year?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
None	71%	83%★	74%	58%	55%	100%	85%★	48%	35%
1-4 trips/year	21%	17%	21%	32%	23%		15%	50%★	25%
5-9 trips/year	5%	1%	4%	5%	17%★			2%	25%★
10-24 trips/year	2%		1%	5%					11%
25-49 trips/year	1%				3%				3%
250-499 trips/year	0%				2%				2%
Average (interpolated)	2.4	0.5	1.0	2.0★	9.2★	0.0	0.4	1.4★	11.1★
n=	367	139	97	62	60	95	119	88	65

1-2x daily propeller plane service to Santa Fe

- Overall, 29% of responding employers said they would fly LRU-SAF on a propeller plane, generating an average of 2.4 round-trips each annually.
- Employers that currently fly the most would generate the most average LRU-SAF trips.

# Anticipated Use of LRU Flight Routes

## Summary

(Calculated) Share of businesses which would use LRU flight routes at least once per year

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
1-2x daily jet service to Phoenix via American Airlines	59%	36%	65%★	81%★	78%★		59%	95%★	95%★
1-2x daily jet service to Dallas/Fort Worth via American Airlines	56%	29%	63%★	76%★	82%★		50%	94%★	94%★
1-2x daily jet service to Denver via United Airlines	43%	19%	47%★	60%★	72%★		29%	77%★	86%★
2-4x daily propeller plane service to Albuquerque	43%	28%	44%★	63%★	53%★		34%	76%★	77%★
1-2x daily jet service to Houston via United Airlines	34%	16%	38%	48%★	53%★		21%	60%★	74%★
1-2x daily propeller plane service to Santa Fe	29%	17%	26%	42%★	45%★		15%	52%★	65%★
Would not use any of these LRU flights	26%	53%★	14%	3%	7%	100%			
n=	367	139	97	62	60	95	119	88	65

- Overall, 74% of responding employers said they would use LRU for one or more different flight routes, including a 91% of employers who currently fly.
- PHX (59%) and DFW (56%) are most likely to be used overall.
- More specifically, among employers who flew in past 12 months, a majority say they would use flights to PHX (73%), DFW (72%), DEN (58%), and ABQ (52%).

# Anticipated Total Use of LRU Flights

(Calculated) Sum of annual LRU person-trips across all listed flight routes (note: sum could be duplicative)

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
None	26%	53% ★	14%	3%	7%	100%			
1 - 4	8%	9%	10%	5%	3%		24%		
5 - 9	25%	18%	39% ★	31%	13%		76%		
10 - 14	16%	12%	13%	29% ★	18%			67%	
15 - 24	14%	6%	16%	18%	23% ★			33%	32%
25+	12%	2%	6%	15% ★	35% ★				68%
Average	29.7	4.7	9.9	15.2	119.6 ★	0.0	5.6	13.0	140.0 ★
n=	367	139	97	62	60	95	119	88	65

- Overall, 74% of responding employers said they would use LRU for one or more different flight routes, including 91% of employers which currently fly and 47% of those which do not.
- On average, employers say they would fly out of LRU 29.7 times annually. (Note, this sum could be duplicative, as employers were asked to consider use of each flight route in isolation, rather than if all were offered.)
- Employers that currently fly the most would be the heaviest LRU flight users.



# Top Desired Destination from LRU

If you could choose only one of the following airports for airline service to Las Cruces, which would you choose?

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Dallas/Fort Worth (DFW)	30%	21%	37%	28%	41%★	23%	33%	31%	33%
Phoenix	26%	24%	22%	34%	28%	28%	25%	28%	23%
Albuquerque	25%	39%★	19%	17%	10%	33%	23%	20%	17%
Denver	9%	8%	7%	8%	13%	10%	9%	8%	11%
Houston (IAH)	6%	5%	7%	6%	5%	6%	5%	5%	8%
Santa Fe	5%	2%	7%	8%	3%		4%	8%	8%
n=	362	131	95	65	61	82	115	88	64

- The most-desired flight destinations are DFW (30%) and PHX (26%), followed by ABQ (25%).
- Among employers which actually flew in the past year, the preference is even stronger for DFW (35%) and PHX (27%), and weaker for ABQ (16%).

# Top 2 Desired Destinations from LRU

## Top two choices for airline service to Las Cruces

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Phoenix	57%	58%	54%	58%	59%	59%	57%	60%	58%
Dallas/Fort Worth (DFW)	54%	41%	60%★	63%★	66%★	41%	57%	60%	58%
Albuquerque	40%	56%★	33%	29%	23%	56%★	37%	31%	30%
Denver	21%	18%	21%	20%	26%	17%	22%	24%	17%
Houston (IAH)	14%	11%	18%	17%	15%	13%	14%	15%	16%
Santa Fe	12%	12%	13%	11%	11%	11%	9%	9%	20%
n=	364	132	96	65	61	82	117	88	64

- PHX (57%) and DFW (54%) lead as the top two destinations desired from LRU, followed by ABQ (40%).
- Among employers which actually flew in the past year, the preference is stronger for DFW (63%), similar for PHX (57%), and weaker for ABQ (29%).

# Impact of LRU Service on Flight Use

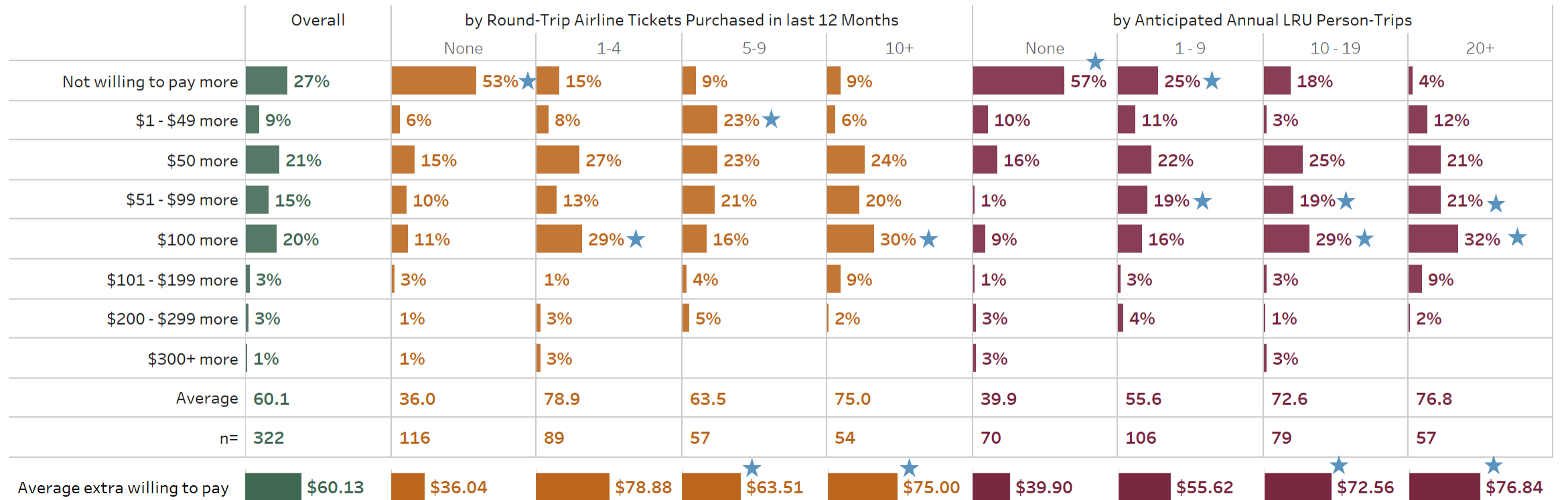
If direct air service between Las Cruces International Airport and your most desired location were made available, would your company's use of commercial flights for business travel most likely...

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Increase significantly from current levels today	20%	9%	21%	27% ★	33% ★	2%	15% ★	25% ★	49% ★
Increase slightly	28%	23%	32%	36%	28%	11%	34% ★	38% ★	29% ★
Remain the same	51%	68% ★	46%	38%	38%	85% ★	50% ★	38%	20%
Decrease	1%				2%	1%			2%
n=	372	137	99	64	61	87	119	88	65

- About half of employers said that their business flight volume would increase significantly (20%) or slightly (28%) if their most preferred LRU route was available.
- Employers that currently fly the most, and employers who would anticipate being LRU's biggest users, are most likely to say their flight volume would increase.

# Willingness to Pay More for LRU Service

For a given business trip, how much more would your company be willing to pay (round-trip, per person) for a flight from LRU, as compared to a flight to the same city from ELP?



- Overall, 73% of employers would be willing to pay more for a flight from LRU (as compared to ELP). On average, employers would be willing to pay \$60 more per round-trip flight (inclusive of those unwilling to pay more).
- Among employers which actually flew in the past 12 months, a higher 88% would be willing to pay more for a flight from LRU. On average, these employers which actually flew would be willing to pay \$73 more per round-trip flight (median \$60), inclusive of those unwilling to pay more.

# Economic Impact of LRU Service

If commercial airline service was initiated in Las Cruces, do you believe that the impact on the Las Cruces area economy would be:

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Very positive	41%	31%	39%	52% ★	51% ★	14%	40% ★	49% ★	75% ★
Somewhat positive	41%	43%	43%	37%	44%	44% ★	49% ★	43% ★	20%
No significant impact	10%	13%	9%	9%	5%	19% ★	7%	7%	5%
Somewhat negative	0%	1%				1%			
Don't know	7%	13% ★	8%	2%		22% ★	4%	1%	
n=	379	142	99	65	61	93	118	88	65

If commercial airline service was initiated in Las Cruces, do you believe that the economic impact on your business would be:

	Overall	by Round-Trip Airline Tickets Purchased in last 12 Months				by Anticipated Annual LRU Person-Trips			
		None	1-4	5-9	10+	None	1 - 9	10 - 19	20+
Very positive	15%	11%	12%	18%	16%	3%	10%	18% ★	35% ★
Somewhat positive	25%	15%	29%	32% ★	36% ★	8%	25% ★	36% ★	37% ★
No significant impact	53%	61%	53%	48%	44%	71% ★	62% ★	40%	26%
Don't know	8%	13% ★	6%	2%	3%	18% ★	3%	6%	2%
n=	379	142	99	65	61	93	118	88	65

- Most respondents believe that LRU flight service would have positive impact on the Las Cruces-area economy (83%).
- 40% say LRU flight service would have a positive impact on their business. (None indicated LRU would have a negative impact.)



# LRU Air Service Market Evaluation 2020 Employer Survey Results



**Thank You**



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# 2020 LRU Air Service Market Evaluation

## Resident Phone Survey Results





# Research Methods

Number of  
Residents Surveyed:

301

Margin of Error:  
+/- 5.6%

- Brief telephone surveys were administered to randomly-selected residents of the 5-county LRU catchment area on March 7 – 17, 2020.
  - Sample universe: 1) aged 18+, and 2) live in Doña Ana, Grant, Hidalgo, Luna, or Sierra County, NM
  - Residents were encouraged to respond regardless of whether they fly or not
  - The survey asked about current flight habits by the resident and other members of the household, including frequency, airline, and airport use, as well as considerations and potential use of hypothetical commercial air service at LRU
- A total of 301 residents were interviewed
  - The margin of error for “overall” responses is +/- 5.6%
  - The margin of error is greater for smaller subsets of respondents
  - To present a more accurate representation of local habits and sentiment, the results presented here have been weighted to match catchment area demographics on the basis of age, household income, and county of residence
- About the sample:
  - Over half of the respondents (54%) indicated that no one in their household had taken a flight within the past 5 years.
  - Over half of the respondents (56%) lived within the City of Las Cruces, while the remaining 44% lived in other parts of the 5-county catchment area.

# Sample Overview

	Overall	by Household Flight Use			
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	
Household's use of commercial air service (consolidated)	No one in household has flown in the past 5 years	54%		100%	
	Person(s) in household have flown in the past 12 months	30%	100%		
	Person(s) in household have flown in the past 5 years, but not the past 12 months	15%		100%	
	n=	301	99	50	152
Place of Residence	Las Cruces	56%	59%	73% ★	50%
	Sierra, Luna, Grant & Hidalgo counties	24%	27%	15%	25%
	Other Dona Ana County	20%	14%	12%	26%
	n=	301	99	50	152

- ★ Throughout the report, **colored stars** are used to flag statistically significant differences between segments.
- ★ A starred value means that residents that fall within the given column (e.g. households containing person(s) who have flown in the past 2-5 years, but not containing persons who have flown the past 12 months) are significantly more likely to fall into the given row (e.g. live in Las Cruces) than residents in one or more other column(s) (e.g. household containing no people who have flown in the past 5 years).

# Key Findings – Overall

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The following summary reflects the overall sample of 301 respondents. See the detailed slides to follow to view results segmented by household flight use (i.e. whether the respondent or anyone in the household has flown in the past 12 months, past 2-5 years, or not in the past 5 years).

## Current Use of Air Travel

- A little half over half of respondents (54%) live in households where no one had taken a commercial flight in at least 5 years
  - This segment is comparatively low income (median annual household income \$25,000)
- Most of the results presented herein pertain to the remaining 46% of respondent households who reported one or more person(s) had flown in the past 5 years:
  - In 30% of all households, one or more person(s) had flown in the past 12 months. This segment is comparatively affluent: median annual HHI \$61K.
  - In an additional 15% of households, no one had flown in the 12 months, but one or more person(s) had flown in the past 2 - 5 years. This segment is moderately affluent: median annual household income = \$44,000.
- Among respondents who had *personally* flown within the past 12 months:
  - Of local airports, ELP had the highest use (73% had used ELP) followed distantly by PHX (15%), ABQ (13%), and others
  - The most-used airlines were Southwest (used by 46%) and American (46%) – the top two airlines at ELP – followed by Delta (22%) and United (16%)
  - 42% had taken one or more flights for business trips (top destination was Dallas); 83% had taken one or more flights for leisure/personal reasons (top destinations were Houston and Phoenix). Overall, about 1/3<sup>rd</sup> of flights taken were for business, and 2/3<sup>rd</sup>s were for leisure/personal reasons.
- Many households who have flown in past five years feel that their air travel needs are met relatively well by local airports (e.g. ELP/ABQ)
  - Over one-third (36%) say that local airports meet their needs extremely well (5 on a 5-point scale); the average rating is 3.7
  - However, among those households who have flown at least once in the past year, a full 20% report their needs are currently met “not well at all” by local airports (rating 1 out of 5)

# Key Findings – Overall

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## LRU Commercial Flight Considerations *(respondent universe: households which have flown in past 5 years)*

- The small size (with lack of crowds and ease of use) and convenient location of LRU are both seen as moderately influential factors to using LRU:
  - Location: average 3.1 on a 5-point scale; 38% said the location would be a strong influence to use LRU (rating 5), while 33% said it would have no influence (rating 1)
  - Size: average 3.0 on a 5-point scale; 30% said the size has a strong influence (rating 5), while 27% said it has no influence (rating 1)
- The greatest anticipated deterrent to using LRU is the possibility of higher airfares to fly from LRU (average 3.0 out of 5, where 1 = not a deterrent at all, 5 = great deterrent), followed by the limited selection of flights (average 2.8).
  - However, 75% are willing to pay some amount more to fly out of LRU as compared to flying to the same destination from ELP or other airports (median amount willing to pay is \$20 more round-trip)
- Given a range of possible LRU flight routes, 47% say their household is ‘very likely’ to use one or more of the routes at least once a year
  - 28% of households are very likely to use service to Dallas/Fort Worth at least once a year
  - 21-22% are very likely to use each of the other possible flight routes (Santa Fe, Houston, Phoenix, Albuquerque, Denver) at least once a year
- When asked to choose just one destination to be served by flight service from LRU, respondents were split almost evenly among 4 of the 6 choices: 21% each chose Albuquerque and Dallas, 20% Denver, and 19% Phoenix

## Economic Impact *(respondent universe: households which have flown in past 5 years)*

- Most respondents (70%) feel that the initiation of commercial air service from LRU would have a very positive (58%) or somewhat positive (12%) impact on the local economy.



















A large commercial airplane is parked on a tarmac at sunset. The sky is a mix of orange and blue. Several ground support vehicles, including a white tug and a smaller utility vehicle, are positioned around the plane. Ground crew members in high-visibility vests are visible. A blue ground service unit is on the right. The tarmac has white and red markings.








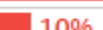




# Current Household Flight Use

# Recent Household Flight Use

How many round-trip flights have you personally taken on commercial airlines in the past 12 months, if any?

	Overall		by Household Flight Use	
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years
None	 75%	 19%	 100%	 100%
1	 7%	 23%		
2	 8%	 25%		
3	 5%	 16%		
4	 1%	 4%		
5	 1%	 5%		
6+	 2%	 7%		
Average	0.7	2.4 ★	0.0	0.0
n=	301	99	50	152

(If two or more people in household) How many other people in your household, if any, have taken a commercial flight in the past 12 months?

None	 81%	 43%	 100%	 100%
1	 13%	 39%		
2	 3%	 10%		
3	 2%	 7%		
4	0%	 1%		
5	0%	 1%		
Average	0.3	0.9 ★	0.0	0.0
n=	229	79	40	110

- 25% of respondents had personally flown in the past 12 months

# Recent Household Flight Use

(Calculated) Number of people in household who have taken a commercial flight in the past 12 months

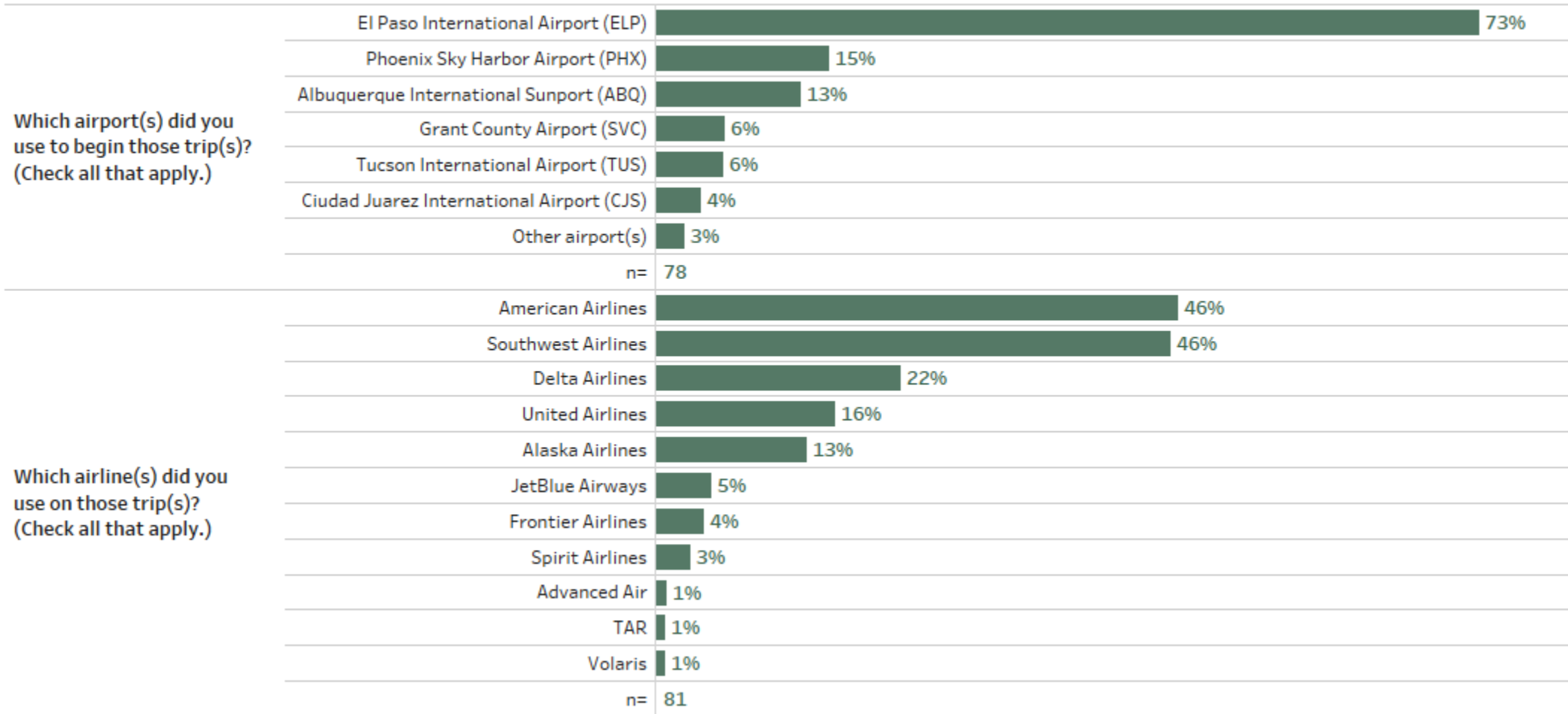
	Overall		by Household Flight Use	
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years
None	70%		100%	100%
1	20%	67%		
2	6%	20%		
3	2%	6%		
4	1%	4%		
5	0%	1%		
6	0%	1%		
Average	0.5	1.5 ★	0.0	0.0
n=	301	99	50	152

- 30% of respondents live in households where one or people have flown in the past 12 months



# Respondent's Recent Flight Use

*(Respondents who have taken 1 or more flights in the past 12 months)*

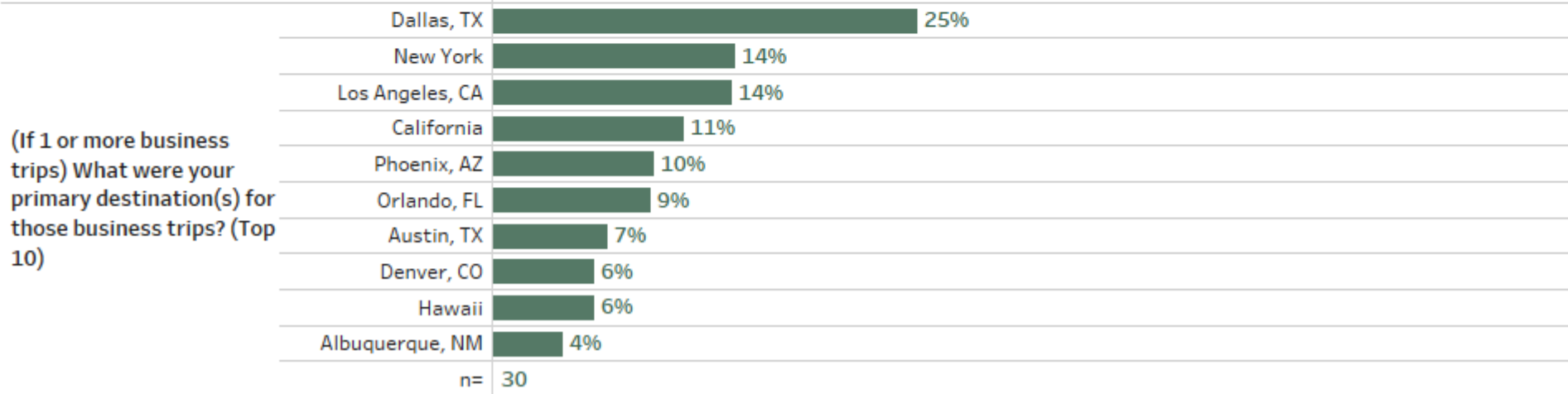
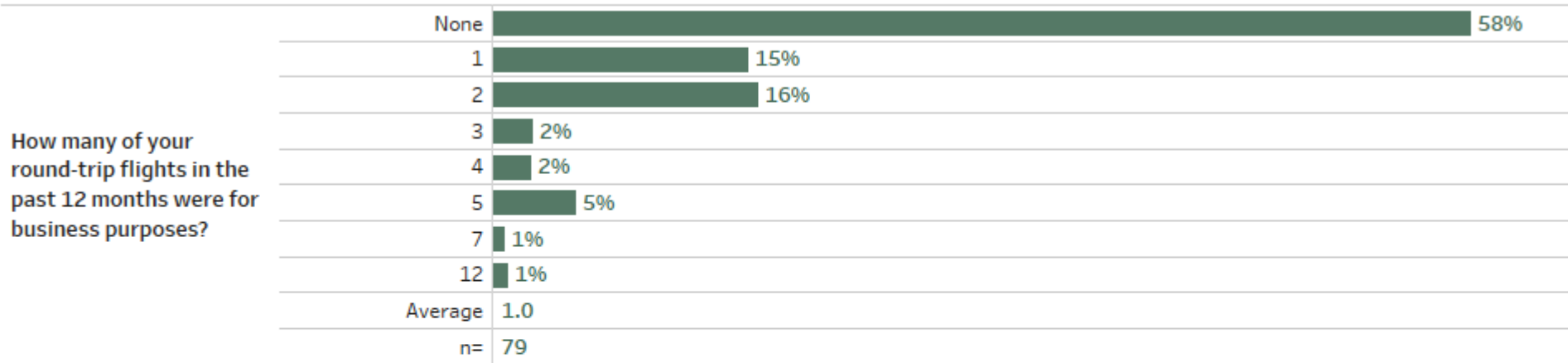


- Among respondents who had flown in the past 12 months, the leading airport used to begin trips was ELP (73%)
- Among respondents who had flown in the past 12 months, the leading airlines used were American and Southwest (46% each). Notably, these are the two leading carriers at ELP (Southwest carried 47% of ELP passengers in 2019; American carried 30%).

# Respondent's Recent Flight Use

*(Respondents who have taken 1 or more flights in the past 12 months)*

## Use of Flights for Business

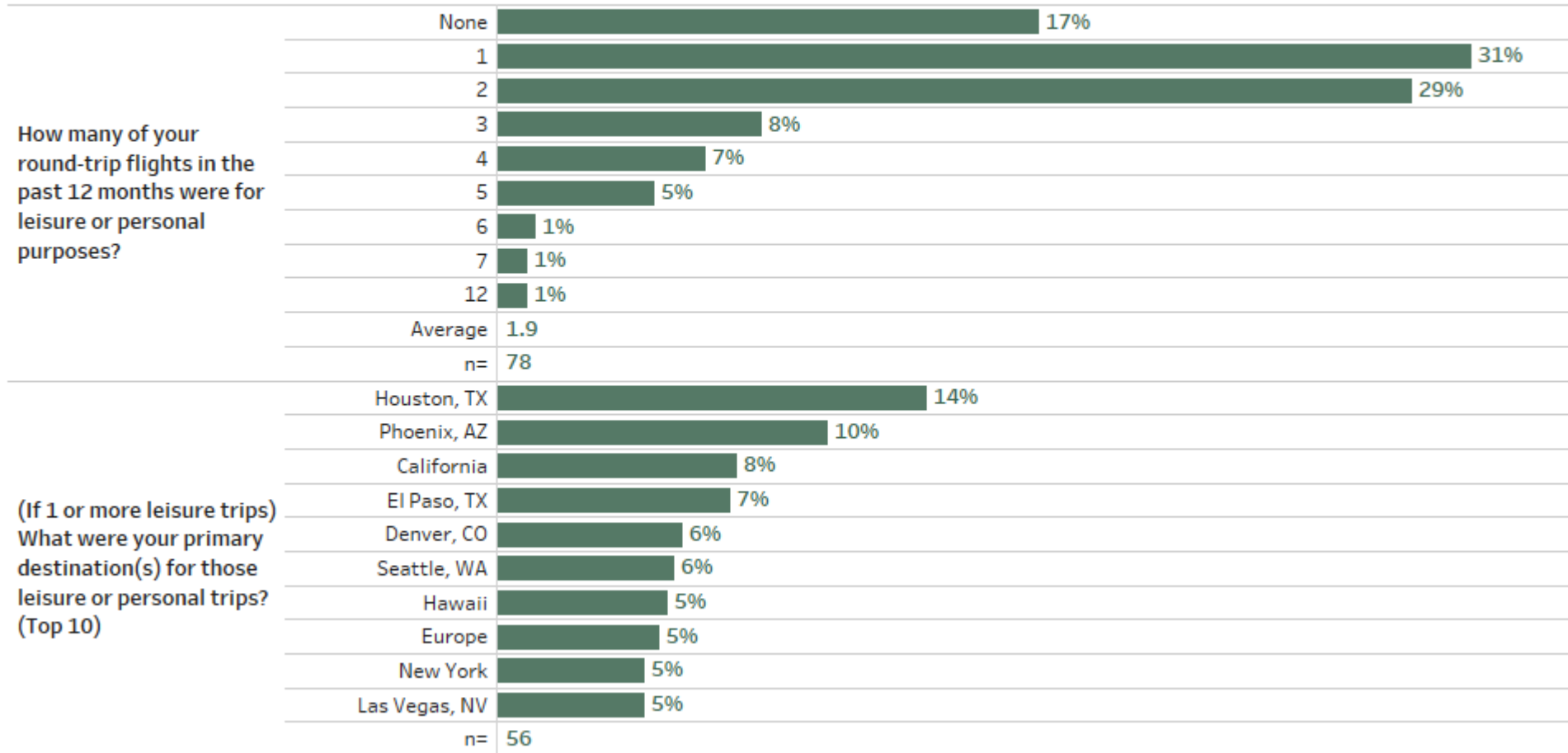


- Among respondents who had flown in the past 12 months: 42% had flown for business, and approximately 1/3<sup>rd</sup> of their total flights were for business.
- The leading business destination was Dallas.

# Respondent's Recent Flight Use

*(Respondents who have taken 1 or more flights in the past 12 months)*

## Use of Flights for Leisure/Personal Reasons



- Among respondents who had flown in the past 12 months: 83% had flown for leisure/personal reasons, and approximately 2/3<sup>rd</sup>s of their total flights were for business.
- The leading leisure/personal destinations were Houston and Phoenix.

# Current Satisfaction with Local Airports

Overall, how well do airports in the region, such as the El Paso and Albuquerque Airports, meet your household’s air travel needs?

	Overall	by Household Flight Use	
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months
1 - Not Well at All	16%	20%	9%
2	3%	3%	3%
3 - Moderately Well	16%	13%	22%
4	29%	28%	32%
5 - Extremely Well	36%	37%	34%
Average	3.7	3.6	3.8
n=	146	97	49

- Among households which had flown in the past 5 years: Most feel that ELP and other airports in the region meet their needs extremely or very well (65% responded “4” or “5”)

# Flight Use by Visiting Friends/Family

	Overall	by Household Flight Use		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	
How many times, if any, did out-of-town family or friends fly to a nearby airport to visit you the past 12 months?	None	63%	62%	65%
	1	12%	13%	10%
	2	9%	10%	6%
	3	7%	4%	12%
	4-5	4%	6%	1%
	6-9	1%	1%	1%
	10 or more	3%	3%	4%
	Average	1.2	1.1	1.5
n=	148	98	50	
(If 1 or more visits) On average, how many visitors traveled by air to visit you on those trips?	1	19%	17%	25%
	2	36%	49% ★	9%
	3	28%	20%	44%
	4-5	8%	8%	8%
	6-9	5%	4%	5%
	10 or more	4%	2%	10%
	Average	3.1	2.6	4.4
n=	57	40	17	
(If 1 or more visits) On those trip(s), did your guests stay overnight in your home, or use other lodging like a motel?	Stayed in my home	54%	56%	48%
	Other lodging	25%	28%	17%
	Both	17%	9%	35% ★
	Neither	4%	6%	
	n=	57	41	16

- Among households who had flown in the past 5 years: 37% had out of town visitors who flew to a nearby airport to visit them in the past year – a significant source of air service demand.
- These inbound visitors had an average of 3.1 people per visit, and stayed in a mix of paid and unpaid lodging.



# Opinions Regarding LRU Flight Service

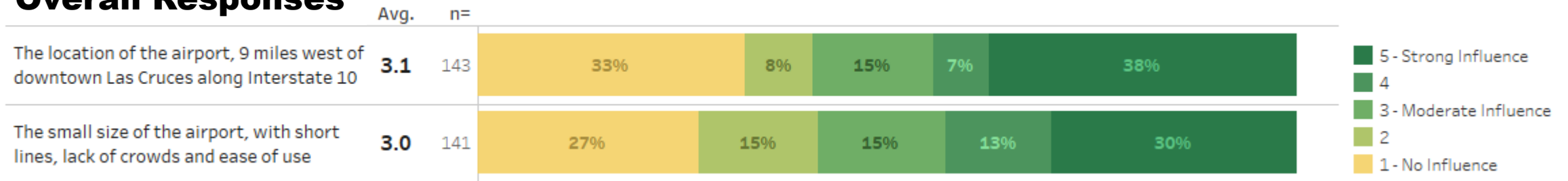




# LRU Air Service: Influential Factors

How much influence would the following factors have on your decision whether to use the Las Cruces Airport if air service were available, on a scale where 1 is no influence and 5 is strong influence?

## Overall Responses



## by Category

	Overall	by Household Flight Use		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	
The location of the airport, 9 miles west of downtown Las Cruces along Interstate 10	1 - No Influence	33%	34%	31%
	2	8%	8%	10%
	3 - Moderate Influence	15%	13%	18%
	4	7%	9%	3%
	5 - Strong Influence	38%	37%	38%
	Average	3.1	3.1	3.1
The small size of the airport, with short lines, lack of crowds and ease of use	n=	143	94	49
	1 - No Influence	27%	28%	24%
	2	15%	16%	12%
	3 - Moderate Influence	15%	14%	19%
	4	13%	13%	12%
	5 - Strong Influence	30%	29%	32%
Average	3.0	3.0	3.2	
n=	141	94	47	

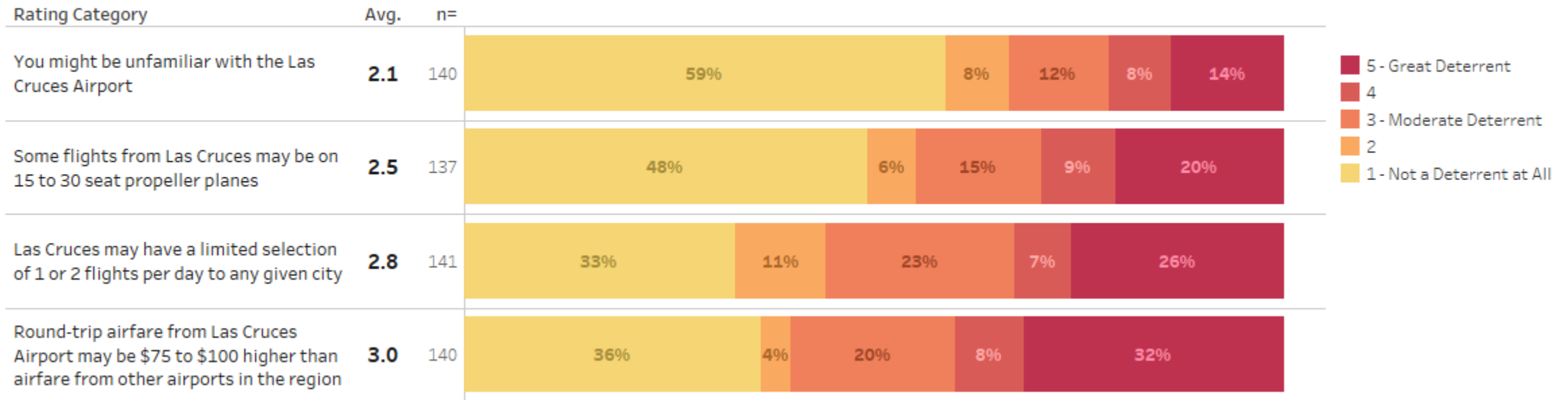
- Among households which had flown in the past 5 years: 43-44% (response of 4 or 5) feel the location of LRU and its small size would have significant influence on their decision whether to use LRU.



# LRU Air Service: Deterrents

## Universe: Households which have flown in past 5 years

To what extent might the following factors deter you from using Las Cruces International Airport?

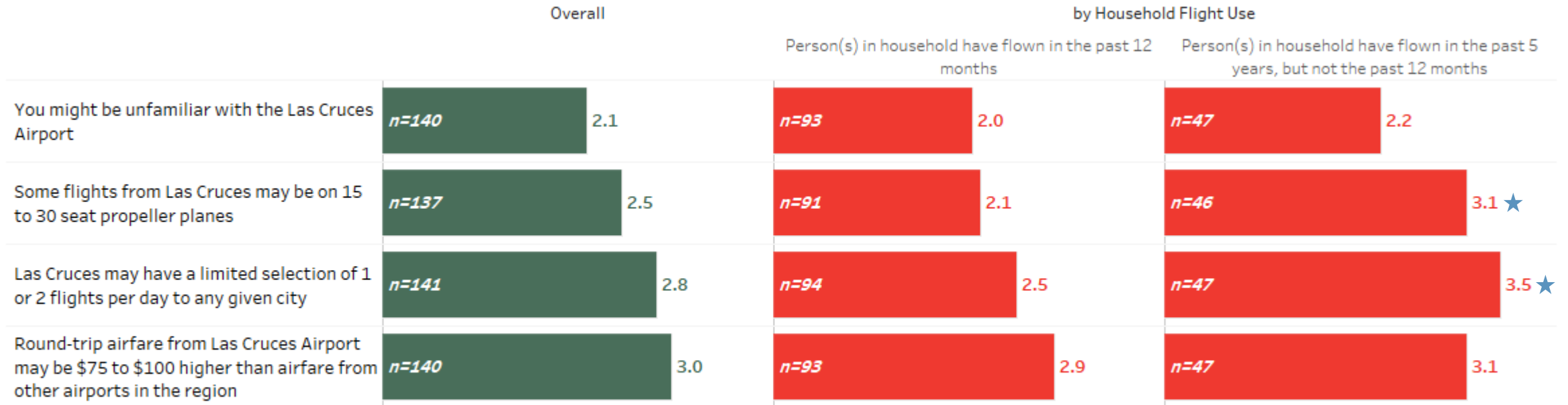


- Among households which had flown in the past 5 years:
  - 21% would be significantly deterred (response of 4 or 5) by unfamiliarity with LRU
  - 30% would be significantly deterred by small propeller planes
  - 33% would be significantly deterred by limited selection of flights
  - 40% would be significantly deterred by \$75-\$100 higher roundtrip airfares

# LRU Air Service: Deterrents

## Average Response by Category

To what extent might the following factors deter you from using Las Cruces International Airport?



- Households which have flown in the past 12 months are less deterred by the listed factors than households who have flown less recently, particularly with regards to small propeller planes and limited selection of flights.

# Anticipated Use of LRU Flight Routes

If service were available, how likely would your household be to use the following possible flights from Las Cruces Airport in any 12-month period?

	Overall	by Household Flight Use		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	
Jet service from Las Cruces Airport to Dallas/Fort Worth (DFW)	1 - Not at All Likely to Use	44%	45%	43%
	2	10%	5%	18% ★
	3	10%	11%	9%
	4	8%	9%	5%
	5 - Very Likely to Use	29%	30%	25%
	Average	2.7	2.8	2.5
	n=	141	93	48
Jet service from Las Cruces Airport to Phoenix	1 - Not at All Likely to Use	50%	50%	49%
	2	11%	12%	8%
	3	9%	7%	13%
	4	9%	8%	11%
	5 - Very Likely to Use	21%	23%	18%
	Average	2.4	2.4	2.4
	n=	143	94	49
Jet service from Las Cruces Airport to Houston (IAH)	1 - Not at All Likely to Use	56%	56%	55%
	2	5%	6%	4%
	3	11%	10%	13%
	4	6%	6%	5%
	5 - Very Likely to Use	22%	22%	23%
	Average	2.3	2.3	2.4
	n=	140	94	46

- Among households which had flown in the past 5 years, 36% express a high likelihood (response 4 or 5) of flying LRU-DFW, 30% express a high likelihood of flying LRU-PHX, and 28% express a high likelihood of flying LRU-IAH.

# Anticipated Use of LRU Flight Routes (cont'd)

If service were available, how likely would your household be to use the following possible flights from Las Cruces Airport in any 12-month period?

	Overall	by Household Flight Use		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	
Propeller plane service from Las Cruces Airport to Santa Fe	1 - Not at All Likely to Use	57%	60%	50%
	2	8%	5%	14%
	3	7%	9%	4%
	4	6%	4%	9%
	5 - Very Likely to Use	23%	23%	23%
	Average	2.3	2.2	2.4
	n=	139	93	46
Propeller plane service from Las Cruces Airport to Albuquerque	1 - Not at All Likely to Use	58%	59%	57%
	2	5%	5%	5%
	3	9%	12% ★	1%
	4	7%	6%	9%
	5 - Very Likely to Use	21%	18%	29%
	Average	2.3	2.2	2.5
	n=	138	93	45
Jet service from Las Cruces Airport to Denver	1 - Not at All Likely to Use	58%	55%	65%
	2	5%	4%	6%
	3	10%	11%	9%
	4	6%	5%	9%
	5 - Very Likely to Use	21%	25%	12%
	Average	2.3	2.4	2.0
	n=	142	95	47

- Among households which had flown in the past 5 years, 29% express a high likelihood (response 4 or 5) of flying LRU-Santa Fe, 28% express a high likelihood of flying LRU-ABQ, and 27% express a high likelihood of flying LRU-DEN.

# Anticipated Use of LRU Flight Routes *SUMMARY*

Average likelihood by category	Overall	by Household Flight Use	
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months
Jet service from Las Cruces Airport to Dallas/Fort Worth (DFW)	n=141 2.7	n=93 2.8	n=48 2.5
Jet service from Las Cruces Airport to Phoenix	n=143 2.4	n=94 2.4	n=49 2.4
Jet service from Las Cruces Airport to Houston (IAH)	n=140 2.3	n=94 2.3	n=46 2.4
Propeller plane service from Las Cruces Airport to Santa Fe	n=139 2.3	n=93 2.2	n=46 2.4
Propeller plane service from Las Cruces Airport to Albuquerque	n=138 2.3	n=93 2.2	n=45 2.5
Jet service from Las Cruces Airport to Denver	n=142 2.3	n=95 2.4	n=47 2.0

## Share “very likely” to use each flight route at least once per year

Would not be ‘very likely’ to use any of these LRU flights	53%	54%	50%
Very likely to use 1-2x daily jet service to Dallas/Fort Worth via American Airlines	28%	29%	25%
Very likely to use 1-2x daily propeller plane service to Santa Fe	22%	22%	22%
Very likely to use 1-2x daily jet service to Houston via United Airlines	22%	22%	22%
Very likely to use 1-2x daily jet service to Phoenix via American Airlines	21%	22%	18%
Very likely to use 2-4x daily propeller plane service to Albuquerque	21%	18%	26%
Very likely to use 1-2x daily jet service to Denver via United Airlines	21%	25%	12%
n=	144	95	49

- 47% say their household is ‘very likely’ to use one or more of the routes at least once a year

- 28% are very likely to use service to Dallas/Fort Worth at least once a year
- 21-22% are very likely to use each of the other tested routes (Santa Fe, Houston, Phoenix, Albuquerque, Denver) at least once a year

# Top Destination & Willingness to Pay

	Overall	by Household Flight Use		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	
If you could choose only one of the following airports for airline service to Las Cruces, which would you choose?	Albuquerque	21%	20%	24%
	Dallas (DFW)	21%	20%	22%
	Denver	20%	21%	18%
	Phoenix	19%	19%	18%
	Houston (IAH)	16%	17%	14%
	Santa Fe	4%	3%	4%
	n=	136	91	45
How much more would you be willing to pay for round-trip airfare from Las Cruces, as compared to round trip airfare from El Paso or other airports in the region to the same city?	Not willing to pay more	25%	22%	31%
	\$20 more	26%	26%	27%
	\$40 more	19%	16%	27%
	\$60 more	12%	16%	6%
	\$80 more	3%	3%	3%
	\$100 more	14%	18% ★	6%
	n=	149	99	50

- When asked to choose just one destination to be served by flight service from LRU, respondents were split almost evenly among 4 of the 6 choices: 21% each chose Albuquerque and Dallas, 20% Denver, and 19% Phoenix
- 75% are willing to pay some amount more to fly out of LRU as compared to flying to the same destination from ELP or other airports (median amount willing to pay is \$20 more round-trip). Households who had flown in the past 12 months say they are willing to pay more than households who had flown in past 2-5 years.



# Perceived Impact on Local Economy

	Overall	by Household Flight Use	
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months
If commercial airline service were restored at Las Cruces, what impact do you believe it would have on the local economy?	1 - Very Negative Impact	0%	1%
	2 - Somewhat Negative Impact	3%	4%
	3 - No Significant Impact	27%	37%
	4 - Somewhat Positive Impact	12%	4%
	5 - Very Positive Impact	58%	58%
	Average	4.2	4.3
n=	141	94	47

- Most respondents (70%) feel that the initiation of commercial air service from LRU would have a very positive (58%) or somewhat positive (12%) impact on the local economy.



# Household Demographics

# Household Size – Adults and Children

	Overall	by Household Flight Use			
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	
How many adults aged 18 or older live at your residence, including yourself?	1	26%	18%	27%	29%
	2	53%	54%	56%	51%
	3	17%	21%	10%	16%
	4	3%	5%	7%	1%
	5	0%			1%
	6	1%			2%
	7	0%	1%		
	Average	2.0	2.2	2.0	2.0
	n=	295	96	50	149
	How many children aged 17 or under live at your residence?	0	61%	58%	70%
1		17%	21%	4%	18%
2		15%	18%	20%	11%
3		6%	3%	4%	8%
4		1%		1%	1%
5		1%		2%	1%
Average		0.7	0.7	0.7	0.8
n=		299	99	50	150

- Responding households had an average of 2.0 adults and 0.7 kids.
- Patterns were similar across flight use segments.

# Household Size – Total Persons

	Overall		by Household Flight Use		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years
Total number of persons in household (calculated)	1	20%	15%	16%	25%
	2	32%	31%	43%	29%
	3	21%	24%	14%	21%
	4	14%	18%	18%	10%
	5	8%	10%	4%	8%
	6	3%	1%	4%	4%
	7	1%	1%		1%
	8	1%			2%
	Average	2.8	2.9	2.6	2.7
	n=	295	96	50	149

- Responding households had an average of 2.8 people, with a largely similar pattern across the three flight use segments (average 2.6 – 2.9 people).

# Household Location: County

	Overall	by Household Flight Use		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years
Dona Ana	76%	73%	85%	75%
Grant	10%	14%	7%	8%
Luna	9%	3%	3%	13% ★
Sierra	4%	7%	3%	2%
Hidalgo	2%	2%	2%	1%
n=	301	99	50	152

Note that the Overall results have been weighted to match county population distribution within the study area

- About three-quarters of responding households lived in Doña Ana County (76%), with the remaining 24% living across other parts of the LRU catchment area.
- Luna County households were comparatively unlikely to have flown in the past 5 years.

# Household Location: City

## Cities with ≥ 3 Respondents

	Overall	by Household Flight Use		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years
Las Cruces	56%	59%	73% ★	50%
Deming	8%	3%	3%	13% ★
Silver City	5%	7%	4%	3%
Santa Teresa	3%	1%	2%	4%
Chaparral	3%	2%	2%	3%
Sunland Park	3%	2%		3%
Anthony	3%	2%	2%	3%
Truth or Consequences	2%	2%	3%	2%
La Mesa	2%	1%	1%	2%
Arenas Valley	1%	2%		2%
Berino	1%			2%
Bayard	1%	1%		1%
Fairacres	1%	2%		1%
Vado	1%			1%
Santa Clara	1%	1%	3%	0%
Lordsburg	1%	2%	1%	0%
Hachita	1%	1%		1%
Playas	1%		2%	0%
Animas	0%	1%		0%
n=	301	99	50	152

- A majority of responding households lived in Las Cruces zip codes (56%), with the remaining 44% widely dispersed.
- Las Cruces households were comparatively likely to have flown in the past 2-5 years, while Deming households were comparatively likely to have not flown in the past 5 years.



# Household Employment & Income

	Overall	by Household Flight Use			
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	
How many adults in your household are currently employed, if any?	0	26%	17%	21%	33%★
	1	30%	29%	39%	29%
	2	36%	47%★	35%	30%
	3	7%	7%	5%	7%
	4	0%			0%
	5	0%			1%
	Average	1.3	1.4	1.2	1.2
	n=	294	98	48	148
Annual household income from all sources	Under \$15,000	19%	3%	18%★	31%★
	\$15,000 to less than \$25,000	16%	15%	5%	20%
	\$25,000 to less than \$50,000	26%	25%	35%	23%
	\$50,000 to less than \$75,000	16%	16%	20%	14%
	\$75,000 to less than \$100,000	9%	17%★	9%	3%
	\$100,000 to less than \$150,000	9%	13%	11%	6%
	\$150,000 or More	5%	11%	2%	3%
	n=	233	84	41	108

Interpolated Median HH Income:

\$61,000

\$44,000

\$25,000

*Note that the Overall results have been weighted to match the income distribution for the LRU 5-county catchment area*

- Most households had one or more workers(74%). Households who had flown in the past 12 months were comparatively likely to have two workers, while households who had not flown in the past 5 years were comparatively likely to have no workers.
- Flight usage tends to increase with household income.

# Respondent Demographics

	Overall	by Household Flight Use			
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	
Respondent Age	18 to 24 years	17%	19%	10%	19%
	25 to 34 years	16%	17%	21%	14%
	35 to 44 years	14%	15%	19%	12%
	45 to 54 years	14%	14%	10%	15%
	55 to 64 years	15%	14%	10%	18%
	65 to 74 years	13%	10%	16%	14%
	75 years or older	10%	10%	14%	8%
	n=	301	99	50	152
Respondent Gender	Female	54%	50%	48%	58%
	Male	46%	50%	52%	42%
	n=	301	99	50	152
Respondent Race/Ethnicity (multiple responses permitted)	White/Caucasian	62%	68%	65%	57%
	Hispanic/Latino	34%	25%	33%	39%
	Black / African American	4%	7%	0%	4%
	American Indian / Native American	2%	1%		4%
	Asian / Pacific Islander	1%		2%	1%
	n=	288	95	47	146

Note that the Overall results have been weighted to match the age distribution for the LRU catchment area

- Age, gender, and race/ethnicity were generally similar across household flight use segments (no statistically significant differences).



**Thank You**



RRC Associates  
4770 Baseline Road, Suite 360  
Boulder, CO 80303  
[RRCAssociates.com](http://RRCAssociates.com)

# Appendices

## LRU Market Evaluation

### Las Cruces / Southwest New Mexico Employer Survey February / March 2020

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1. Survey questionnaire
  - 2a. Statistical crosstabs – banner set #1
  - 2b. Statistical crosstabs – banner set #2
  3. Verbatim comments
- 

*Prepared for City of Las Cruces*



*Prepared by RRC Associates*



## **1. SURVEY QUESTIONNAIRE**

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# Las Cruces/Southwest New Mexico Employer Survey

**February 2020**

**Dear Las Cruces / Southwest New Mexico employer,**

**WHAT'S THIS ABOUT?** The City of Las Cruces is evaluating the feasibility and cost / benefit of attracting commercial air service to Las Cruces International Airport, located 9 miles west of downtown Las Cruces along I-10. The Airport last had scheduled air service in 2005. We need input from regional employers to understand their air travel needs and preferences. The results of the survey will be used to evaluate potential demand for commercial air service to Las Cruces.

**Favor de dar vuelta  
a la página para leer  
la carta en español.**

**HOW YOU CAN HELP:** *Regardless how much your business uses air service*, you can support this effort by taking a few minutes to complete this survey about your organization's air travel patterns and needs. Please forward this survey to the person best able to complete it for your business/organization (i.e. knowledgeable about company travel decisions). This survey is **confidential**, and results will be tabulated and analyzed in group form only by an independent research firm, RRC Associates.

**ONE RESPONSE:** In an attempt to capture as many responses as possible, this survey is being distributed by mail and e-mail. You might receive this survey more than once. Please only complete one survey per business / organization.

**MAIL OR ONLINE:** PLEASE RESPOND **within 10 days**. Either complete the survey on paper and mail it back in the enclosed postage-paid envelope, or take the survey online at:

[www.LCBusinessSurvey.com](http://www.LCBusinessSurvey.com)

***We appreciate your feedback and thank you for your time!***

**Sincerely,**

**Andrew Hume, AICP, C.M.**  
**Airport Administrator/Economic Development**  
**City of Las Cruces**  
**Main: 575-541-2471 | [ahume@las-cruces.org](mailto:ahume@las-cruces.org)**





# Encuesta de Empleadores de Las Cruces/ Región Suroeste de Nuevo México

febrero de 2020

**Querido empleador en la región de Las Cruces,**

**¿DE QUÉ SE TRATA ESTO?** La Ciudad de Las Cruces está evaluando la factibilidad y el costo/beneficio de atraer un servicio aéreo comercial al Aeropuerto Internacional de Las Cruces, ubicado a 9 millas al oeste del centro de Las Cruces por la I-10. El último servicio aéreo programado del Aeropuerto fue en el 2005. Necesitamos la opinión de las empresas para entender sus necesidades y preferencias en materia de viajes aéreos. Los resultados de la encuesta se usarán para evaluar la demanda potencial del servicio aéreo comercial a Las Cruces.

**Please see other  
side to read in  
English.**

**COMO PUEDE AYUDAR:** *Independientemente de cuánto utilice su empresa el servicio aéreo*, puede apoyar esta iniciativa dedicando unos minutos a completar esta encuesta sobre los patrones y necesidades de viaje aéreo de su organización. Por favor, envíe esta encuesta a la persona más idónea para completarla para su negocio/organización (es decir, que conozca de las decisiones de viaje de la empresa). Esta encuesta es **confidencial**, y los resultados serán tabulados y analizados por una empresa de investigación independiente, RRC Associates.

**UNA RESPUESTA:** En un intento por capturar tantas respuestas como sea posible, esta encuesta se distribuye por correo y correo electrónico. Es posible que reciba esta encuesta más de una vez. Por favor, sólo una respuesta por negocio / organización.

**POR CORREO O INTERNET:** RESPONDA POR FAVOR **dentro de un plazo de 10 días**. Puede completar la encuesta en papel y regresarla por correo en el sobre adjunto con nuestra dirección y estampilla paga, o completar la encuesta por internet en la página web abajo:

[www.LCBusinessSurvey.com](http://www.LCBusinessSurvey.com)

**¡Gracias por su tiempo y sus comentarios!**

**Sinceramente,**

**Andrew Hume, AICP, C.M.**

**Administrador del Aeropuerto / Desarrollo Económico**

**Ciudad de Las Cruces**

**tel: 575-541-2471 | [ahume@las-cruces.org](mailto:ahume@las-cruces.org)**

# Las Cruces/Southwest New Mexico Employer Survey

## Instructions and Notes:

1. Please complete the survey within 10 DAYS and return it in the postage-paid envelope provided.
2. Alternatively, you may complete the survey online at [www.LCBusinessSurvey.com](http://www.LCBusinessSurvey.com).  
(please complete only 1 survey per business)
3. All results are confidential and will be reported in group form only.



**City of Las Cruces**  
MOUNTAINS OF OPPORTUNITY

Thank you for your time and participation!

## ABOUT YOUR BUSINESS

### 1. Type of business/organization:

- |  |  |
|--|--|
| 01) <input type="checkbox"/> Agriculture                                 | 11) <input type="checkbox"/> Real Estate and Rental and Leasing          |
| 02) <input type="checkbox"/> Mining / oil & gas                          | 12) <input type="checkbox"/> Professional and Technical Services         |
| 03) <input type="checkbox"/> Utilities                                   | 13) <input type="checkbox"/> Educational Services / Schools / University |
| 04) <input type="checkbox"/> Construction                                | 14) <input type="checkbox"/> Health Care and Social Assistance           |
| 05) <input type="checkbox"/> Manufacturing                               | 15) <input type="checkbox"/> Arts, Entertainment, and Recreation         |
| 06) <input type="checkbox"/> Wholesale Trade                             | 16) <input type="checkbox"/> Accommodation and Food Services/Restaurants |
| 07) <input type="checkbox"/> Retail Trade                                | 17) <input type="checkbox"/> Other Services: _____                       |
| 08) <input type="checkbox"/> Transportation and Warehousing              | 18) <input type="checkbox"/> Public Administration / Government          |
| 09) <input type="checkbox"/> Telecommunications, Publishing, Information | 19) <input type="checkbox"/> Other: _____                                |
| 10) <input type="checkbox"/> Finance and Insurance                       |  |

### 2. Location of business: (Please select all that apply)

- |  |   |                                       |
|--|---|---------------------------------------|
| <input type="checkbox"/> City of Las Cruces    | <input type="checkbox"/> Luna County                | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Other Doña Ana County | <input type="checkbox"/> Sierra County              |                                       |
| <input type="checkbox"/> Grant County          | <input type="checkbox"/> El Paso County, TX         |                                       |
| <input type="checkbox"/> Hidalgo County        | <input type="checkbox"/> Ciudad Juarez area, Mexico |                                       |

### 3. Including yourself, approximately how many people are employed by your organization in the Las Cruces/Southwest New Mexico area?

(If your employment varies seasonally, please respond for your peak season.)

- |   |  |
|---|--|
| <input type="checkbox"/> 1 employee (only you)              | <input type="checkbox"/> 50-99 employees                           |
| <input type="checkbox"/> 2-4 employees (including yourself) | <input type="checkbox"/> 100-249 employees                         |
| <input type="checkbox"/> 5-9 employees                      | <input type="checkbox"/> 250-499 employees                         |
| <input type="checkbox"/> 10-24 employees                    | <input type="checkbox"/> 500-999 employees                         |
| <input type="checkbox"/> 25-49 employees                    | <input type="checkbox"/> 1,000 or more – approximate number: _____ |

## BUSINESS AIR TRAVEL

### 4. Do any of your employees travel for business by private aircraft or charter to/from Las Cruces International Airport? (airport code LRU)

- Yes  No → Skip to Q. 5

a. (IF YES) Approximately how many “person-trips” did your employees take on private/charter flights from LRU in the past 12 months? (Please count 1 “person trip” as 1 roundtrip by 1 person) \_\_\_\_\_ person-trips

b. (IF YES) Please identify the cities your employees flew to most frequently. (Please list up to five destinations.)  
\_\_\_\_\_

### 5. Do any of your employees travel for business by private, non-commercial aircraft or charter to/from El Paso International Airport? (ELP)

- Yes  No → Skip to Q. 6

a. (IF YES) Approximately how many “person-trips” did your employees take on private/charter flights from ELP in the past 12 months? (Please count 1 “person trip” as 1 roundtrip by 1 person) \_\_\_\_\_ person-trips

b. (IF YES) Please identify the cities your employees flew to most frequently. (Please list up to five destinations.)  
\_\_\_\_\_

### 6. In the past 12 months, approximately how many roundtrip airline tickets did your organization purchase for employee business trips beginning at El Paso Airport, Albuquerque Sunport, or other airports in the region? (Please exclude charter and private flights.)

- |   |                                  |  |                                  |
|---|----------------------------------|--|----------------------------------|
| <input type="checkbox"/> 0 roundtrip tickets<br>[Skip to Q.9] | <input type="checkbox"/> 1-4     | <input type="checkbox"/> 25-49                                     | <input type="checkbox"/> 500-999 |
| <input type="checkbox"/> 5-9                                  | <input type="checkbox"/> 50-99   | <input type="checkbox"/> 1,000 or more – approximate number: _____ |                                  |
| <input type="checkbox"/> 10-24                                | <input type="checkbox"/> 100-499 |  |                                  |

7. What proportion of your employees' roundtrip flights in the past 12 months (per Q6) originated at the following airports? (Please provide the approximate share of roundtrips by airport. Please exclude charter and private flights. Total should sum to 100%.)

\_\_\_\_\_ % El Paso (ELP)  
 \_\_\_\_\_ % Albuquerque (ABQ)  
 \_\_\_\_\_ % Ciudad Juarez (CJS)  
 \_\_\_\_\_ % Other airport(s) – please specify airport(s): \_\_\_\_\_  
 100%

8. Please identify the cities/airports your employees flew to most frequently. (Please list up to five destinations.)

\_\_\_\_\_

9. Overall, how important is the availability of air service at El Paso International Airport (ELP) to your business/organization?

Not at All Important	Moderately Important	Extremely Important	Don't Know
1	2	3	4
			5
			x

Any comments on your response? \_\_\_\_\_  
 \_\_\_\_\_

10. Overall, how well does ELP serve your organization's air travel needs?

Not Well at All	Moderately Well	Extremely Well	Don't Know
1	2	3	4
			5
			x

Any comments on your response? \_\_\_\_\_  
 \_\_\_\_\_

11. Your organization may receive out-of-town visitors (such as clients, contractors, headquarters staff, etc.) who travel to the area via commercial air to a nearby airport (e.g. ELP), specifically to visit your organization. Approximately how many annual airline "person-trips" are attributable to visitors traveling specifically to visit your organization? (One "airline "person-trip" is one round trip by one person via commercial air.)

\_\_\_\_\_ Annual airline person-trips by visitors to your company. Enter "0" if none.

## LAS CRUCES INTERNATIONAL AIRPORT CONSIDERATIONS

12. As noted earlier, we are exploring the possibility of re-instituting commercial air service to Las Cruces International Airport, located 9 miles west of downtown Las Cruces along I-10.

- The Airport currently operates as a municipal airport, but it offered commercial flights as recently as 2005.
- Initially, any commercial flights to Las Cruces International Airport would likely be once or twice per day to any city served.
- Flights would likely be on planes with 50-70 seats or less.
- The airport would have standard air traveler services and facilities, e.g. airport terminal services, baggage handling, taxi service, etc.

If air service was available, to what extent might the following factors influence your organization to use Las Cruces International Airport on future business trips?

	No Influence	Moderate Influence	Strong Influence	Don't know		
The location of the Las Cruces Airport, 9 miles west of downtown Las Cruces	1	2	3	4	5	x
The small size of the airport, with short lines, lack of crowds and ease of use	1	2	3	4	5	x

13. To what extent might the following factors deter your organization from using Las Cruces International Airport on future business trips?

	Not a Deterrent At All	Moderate Deterrent	Great Deterrent	Don't Know		
Round-trip airfare from Las Cruces Airport may be \$75 - \$100 higher than airfare to the same city from El Paso Airport	1	2	3	4	5	x
Las Cruces may have a limited selection of 1 or 2 flights per day (to any given city)	1	2	3	4	5	x
Some flights may be on 15-30 seat propeller planes	1	2	3	4	5	x
Lack of familiarity with the Las Cruces Airport	1	2	3	4	5	x

14. Please consider your organization's potential use of commercial flights at Las Cruces Airport (LRU), recognizing the airport's strengths and weaknesses relative to other airports in the region (e.g. El Paso and Albuquerque airports).

If commercial air service were instituted to Las Cruces International Airport, how many "person trips" would your company likely take from Las Cruces Airport to each of the following airports per year?

- One "person trip" is one person taking one round trip via commercial air.
- Please include trips by your employees, as well as trips by out-of-town visitors coming exclusively to visit your business (if known).
- Note: For each flight listed below, please assume that only that single destination would be served from Las Cruces (instead of assuming that all destinations would be served).

Please consider trips ending at or connecting through the airports listed. Check one box for each row.

Flight from Las Cruces Airport	None	1 - 4 trips/yr	5 - 9 trips/yr	10 - 24 trips/yr	25 - 49 trips/yr	50 - 99 trips/yr	100-249 trips/yr	250-499 trips/yr	500-999 trips/yr	1000+ trips/yr
1-2x daily jet service to Dallas/Fort Worth via American Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-2x daily jet service to Denver via United Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-2x daily jet service to Houston via United Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-2x daily jet service to Phoenix via American Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-4x daily propeller plane service to Albuquerque	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-2x daily propeller plane service to Santa Fe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. If you could choose only one of the following airports for airline service to Las Cruces, which would you choose?

- |  |  |
|--|--|
| <input type="checkbox"/> Albuquerque             | <input type="checkbox"/> Houston (IAH) |
| <input type="checkbox"/> Dallas/Fort Worth (DFW) | <input type="checkbox"/> Phoenix       |
| <input type="checkbox"/> Denver                  | <input type="checkbox"/> Santa Fe      |

16. Which airport would be your second choice for airline service to Las Cruces?

- |  |  |
|--|--|
| <input type="checkbox"/> Albuquerque             | <input type="checkbox"/> Houston (IAH) |
| <input type="checkbox"/> Dallas/Fort Worth (DFW) | <input type="checkbox"/> Phoenix       |
| <input type="checkbox"/> Denver                  | <input type="checkbox"/> Santa Fe      |

17. If direct air service between Las Cruces International Airport and your most desired location (Q15 above) were made available, would your company's use of commercial flights for business travel most likely:

- Increase significantly from current levels today
- Increase slightly
- Remain the same
- Decrease → Why? \_\_\_\_\_

18. For a given business trip, how much more (if any) would your company be willing to pay (round trip, per person) for a flight from Las Cruces International Airport, as compared to a flight to the same city from El Paso International Airport?

\_\_\_\_\_ \$ more round-trip to fly from Las Cruces (Enter 0 if none)

19. If commercial airline service was initiated in Las Cruces, do you believe that the impact on the Las Cruces area economy would be:

- |  |  |
|--|--|
| <input type="checkbox"/> Very positive         | <input type="checkbox"/> Somewhat negative |
| <input type="checkbox"/> Somewhat positive     | <input type="checkbox"/> Very negative     |
| <input type="checkbox"/> No significant impact | <input type="checkbox"/> Don't know        |

20. If commercial airline service was initiated in Las Cruces, do you believe that the economic impact on your business would be:

- |  |  |
|--|--|
| <input type="checkbox"/> Very positive         | <input type="checkbox"/> Somewhat negative |
| <input type="checkbox"/> Somewhat positive     | <input type="checkbox"/> Very negative     |
| <input type="checkbox"/> No significant impact | <input type="checkbox"/> Don't know        |

Any comments on your response?

\_\_\_\_\_

21. Do you have any additional comments or suggestions about the possibility of initiating commercial air service to Las Cruces Airport?

\_\_\_\_\_

\_\_\_\_\_

**THANK YOU FOR YOUR PARTICIPATION!**

Name of business/organization (optional & confidential – for response tracking only): \_\_\_\_\_

Email (optional & confidential; for clarifications if needed): \_\_\_\_\_

## **2a. STATISTICAL CROSSTABS – SET #1**

---

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<i>About your business</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
<b>Type of business/ organization</b>	Health Care and Social Assistance	14%	12%	15%	19%	16%	17%	15%	13%	14%	17%	17%	12%	14%
	Retail Trade	11%	8%	13%	19%	8%	9%	12%	11%	12%	9%	10%	15%	9%
	Professional and Technical Services	11%	8%	18%	3%	17%	7%	10%	15%	12%	7%	10%	12%	14%
	Construction	10%	12%	11%	12%	5%	16%	13%	7%	8%	16%	12%	10%	8%
	Other Services	9%	11%	8%	4%	8%	9%	8%	7%	9%	9%	8%	5%	11%
	Other	8%	12%	4%	9%	5%	14%	6%	8%	2%	14%	8%	4%	5%
	Accommodation and Food Services/Restaurants	7%	10%	6%	6%	5%	7%	6%	7%	11%	7%	5%	9%	8%
	Finance and Insurance	7%	5%	8%	6%	8%	2%	9%	7%	6%	2%	5%	11%	5%
	Educational Services / Schools / University	6%	5%	5%	1%	11%	4%	4%	5%	11%	4%	5%	5%	8%
	Real Estate and Rental and Leasing	3%	5%	2%	6%	2%	4%	4%	2%	5%	4%	5%	4%	3%
	Public Administration / Government	3%	3%	5%	4%		1%	3%	5%	3%	1%	4%	4%	4%
	Arts, Entertainment, and Recreation	3%	4%	1%		3%	1%	3%	2%	3%	1%	3%	3%	4%
	Manufacturing	2%	2%	2%	3%	3%	3%	2%	5%		3%	3%	1%	4%
	Agriculture	2%	2%	1%		6%	4%	1%	2%	2%	4%		2%	3%
	Transportation and Warehousing	1%	1%		3%	2%		1%	2%	2%		1%	2%	1%
	Utilities	1%	1%		1%	2%	1%	2%			1%	3%		
	Mining / oil & gas	0%		1%		2%		1%		2%		1%		1%
	Wholesale Trade	0%		1%	1%				2%				2%	
Telecommunications, Publishing, Information	0%		1%				1%					1%		
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	n =	404	154	102	67	64	94	117	87	65	94	77	113	79

11 May 20  
Source: RRC Associates



**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<b>About your business</b>		<b>OVERALL</b>	<b>Round-trip airline tickets purchased in last 12 months</b>				<b>Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)</b>				<b>Number of different LRU flight routes would use</b>			
			<b>None</b>	<b>1-4</b>	<b>5-9</b>	<b>10+</b>	<b>None</b>	<b>1 - 9</b>	<b>10 - 19</b>	<b>20+</b>	<b>None</b>	<b>1 or 2</b>	<b>3 or 4</b>	<b>5 or 6</b>
<b>Location of business</b>	<b>City of Las Cruces</b>	69%	61%	67%	75%	81%	67%	63%	70%	85%	67%	63%	73%	75%
	<b>Other Dona Ana County</b>	18%	20%	13%	16%	22%	16%	18%	13%	18%	16%	18%	15%	18%
	<b>Grant County</b>	10%	12%	10%	6%	9%	13%	13%	9%	8%	13%	13%	11%	6%
	<b>Sierra County</b>	6%	6%	5%	10%	6%	4%	4%	9%	8%	4%	3%	10%	6%
	<b>Luna County</b>	5%	3%	6%	3%	9%	5%	5%	3%	6%	5%	4%	5%	5%
	<b>Other</b>	4%	1%	3%	6%	9%	1%	3%	1%	11%	1%	1%	6%	4%
	<b>El Paso County, TX</b>	3%	1%	2%	4%	11%	2%	1%		14%	2%		4%	8%
	<b>Hidalgo County</b>	2%	3%	3%		3%	1%	3%	1%	5%	1%	3%	4%	3%
<b>TOTAL</b>		117%	108%	109%	121%	152%	110%	110%	107%	154%	110%	104%	127%	124%
	<b>n =</b>	407	154	104	68	64	94	119	88	65	94	78	114	80
<b>Including yourself, approximately how many people are employed by your organization in the Las Cruces/Southwest New Mexico area?</b>	<b>1 employee</b>	8%	14%	8%	3%	2%	13%	8%	6%	6%	13%	4%	9%	6%
	<b>2-4 employees</b>	20%	26%	26%	9%	8%	16%	25%	23%	9%	16%	27%	17%	20%
	<b>5-9 employees</b>	23%	24%	29%	22%	11%	34%	18%	22%	18%	34%	19%	21%	18%
	<b>10-24 employees</b>	23%	20%	21%	35%	19%	18%	22%	28%	23%	18%	23%	22%	29%
	<b>25-49 employees</b>	13%	14%	9%	19%	16%	14%	18%	10%	12%	14%	17%	18%	6%
	<b>50-99 employees</b>	5%	1%	6%	4%	14%	2%	3%	8%	11%	2%	3%	6%	10%
	<b>100-249 employees</b>	6%	1%	2%	6%	19%	2%	6%	3%	12%	2%	6%	6%	8%
	<b>250-499 employees</b>	0%				2%		1%				1%		
	<b>500-999 employees</b>	1%			1%	3%				3%			2%	
	<b>1,000+ employees</b>	1%				8%				5%				4%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<b>Average</b>		52.5	14.4	17.4	39.6	196.8	16.9	27.8	22.8	125.2	16.9	30.3	40.9	80.4
<b>n =</b>		404	152	104	68	64	92	119	88	65	92	78	114	80

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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<i>Private/charter flights from LRU</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
Do any of your employees travel for business by private aircraft or charter to/from Las Cruces International Airport? (airport code LRU)	Yes	6%		4%	6%	18%	1%	3%	5%	22%	1%	3%	5%	17%
	No	94%	100%	96%	94%	82%	99%	97%	95%	78%	99%	97%	95%	83%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	390	153	99	67	62	92	116	87	63	92	77	111	78
(If yes) Approximately how many person-trips did your employees take on private/charter flights from LRU in the past 12 months?	1	5%						50%					17%	
	2	24%			25%	33%			75%	8%			17%	27%
	3	19%		67%						25%				27%
	4-5	14%		33%	25%				25%	17%			17%	18%
	6-9	10%			25%	11%		50%		8%		100%	17%	
	10-19	19%			25%	33%	100%			25%	100%		17%	18%
	20 or more	10%				22%				17%			17%	9%
TOTAL		100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		6.6	.	3.3	6.0	10.1	12.0	3.5	2.5	8.8	12.0	6.0	8.7	5.8
n =		21	0	3	4	9	1	2	4	12	1	1	6	11

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

Private/charter flights from LRU		OVERALL	Round-trip airline tickets purchased in last 12 months			Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use		
			1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	3 or 4	5 or 6
(If yes) Cities your employees flew to most frequently by private aircraft or charter to/from LRU. (Up to five destinations)	Dallas, TX	45%	67%	33%	60%			50%	46%		50%	42%
	Phoenix, AZ	30%		33%	40%			50%	31%		50%	25%
	Albuquerque, NM	20%			30%			25%	23%		33%	17%
	Denver, CO	20%			30%		100%		23%		33%	17%
	Santa Fe, NM	20%		33%	10%			50%	15%		17%	25%
	Houston, TX	15%	33%		20%				23%			25%
	Las Vegas, NV	10%		33%	10%			25%	8%		33%	
	Los Angeles, CA	10%		33%	10%			25%	8%		17%	8%
	Scottsdale, AZ	10%			20%				15%		17%	8%
	Roswell, NM	10%		33%		100%			8%	100%		8%
	Albany, NY	5%			10%			25%				8%
	Austin, TX	5%			10%				8%			8%
	Birmingham, AL	5%			10%				8%			8%
	Carlsbad	5%			10%				8%		17%	
	Lewiston, ID	5%			10%				8%			8%
	Lynchburg, NC	5%			10%				8%			8%
	Memphis, TN	5%			10%				8%			8%
	Nashville, TN	5%			10%				8%		17%	
	Oklahoma City, OK	5%			10%				8%		17%	
	Orlando, FL	5%			10%				8%		17%	
	Pennsylvania	5%	33%						8%			8%
San Antonio, TX	5%			10%				8%			8%	
Savannah, GA	5%			10%				8%			8%	
<b>TOTAL</b>		255%	133%	200%	350%	100%	100%	250%	292%	100%	317%	250%
	n =	20	3	3	10	1	1	4	13	1	6	12

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<i>Private/charter flights from ELP</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
Do any of your employees travel for business by private, non-commercial aircraft or charter to/from El Paso International Airport (ELP)?	Yes	17%	4%	18%	29%	29%	5%	17%	16%	33%	5%	15%	22%	23%
	No	83%	96%	82%	71%	71%	95%	83%	84%	67%	95%	85%	78%	77%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	384	150	98	68	62	91	113	87	60	91	73	112	75
(If yes) Approximately how many person-trips did your employees take on private/charter flights from ELP in the past 12 months?	1-3	20%	40%	42%	11%		33%	14%	17%	29%	33%		29%	20%
	4-5	31%	40%	50%	28%	20%		43%	25%	24%		29%	29%	33%
	6-9	16%	20%	8%	33%			29%	33%			29%	19%	13%
	10-19	25%			28%	53%	33%	14%	25%	29%	33%	29%	19%	27%
	20 or more	8%				27%	33%			18%	33%	14%	5%	7%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.5	3.6	3.6	6.6	13.5	11.7	5.7	6.6	9.2	11.7	9.3	6.2	8.1
n =		51	5	12	18	15	3	14	12	17	3	7	21	15

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<i>Private/charter flights from ELP</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
	Dallas, TX	40%	20%	67%	29%	44%	33%	31%	36%	50%	33%	29%	40%	46%
	Denver, CO	28%	20%	11%	18%	50%	33%	31%	18%	38%	33%	29%	30%	31%
	Phoenix, AZ	28%		11%	29%	44%		31%	36%	31%		29%	40%	23%
	Las Vegas, NV	26%		22%	35%	25%		15%	45%	31%		29%	20%	46%
	Washington, D.C.	23%		11%	18%	44%	67%	15%	27%	19%	67%	29%	15%	23%
	Houston, TX	21%		33%	35%	6%		23%	18%	25%		14%	20%	31%
	Chicago, IL	13%		11%	6%	25%	67%	15%		13%	67%		15%	8%
	Los Angeles, CA	11%			12%	19%		8%	18%	13%		14%	15%	8%
	San Diego, CA	9%		11%	6%	13%	33%		18%	6%	33%		15%	
	California	9%			18%	6%			18%	6%			5%	15%
	Orlando, FL	9%		22%	12%			8%	18%				5%	15%
	Albuquerque, NM	6%		22%		6%		15%		6%		14%	5%	8%
	Atlanta, GA	6%			6%	13%		15%		6%		29%	5%	
	Austin, TX	6%			6%	13%		8%	9%	6%			10%	8%
	San Antonio, TX	6%		11%	12%			8%	9%				5%	8%
	New York, NY	4%	20%		6%				9%	6%				15%
	Portland, OR	4%		11%		6%		8%	9%			14%	5%	
	Seattle, WA	4%				13%			9%	6%			10%	
	Arizona	2%				6%				6%		14%		
	Birmingham, AL	2%				6%				6%				8%
	Boston, MA	2%			6%				9%					8%
	Carlsbad, CA	2%			6%			8%				14%		
	Colorado	2%			6%					6%				8%
	Des Moines, IA	2%		11%						6%			5%	
	Destin, FL	2%			6%				9%					8%
	El Paso, TX	2%			6%			8%				14%		
	Fort Lauderdale, FL	2%				6%			9%				5%	
	Idaho Falls, ID	2%				6%				6%			5%	
	Indianapolis, IN	2%			6%					6%				8%

(If yes) Cities your employees flew to most frequently by private aircraft

(cont.)

**Las Cruces/Southwest New Mexico Employer Survey  
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(cont.)

<i>Private/charter flights from ELP</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
or charter to/from ELP. (Up to five destinations)	Jacksonville, FL	2%			6%			8%				14%		
	Kansas City, MO	2%			6%				9%					8%
	Lewiston, ID	2%				6%				6%				8%
	Lexington, KY	2%			6%				9%					8%
	Long Beach, CA	2%		11%				8%					5%	
	Lynchburg, NC	2%				6%				6%				8%
	Memphis, TN	2%				6%				6%				8%
	Miami, FL	2%		11%				8%					5%	
	Minneapolis, MN	2%			6%			8%					5%	
	Morelia, MX	2%			6%					6%				8%
	Nashville, TN	2%			6%				9%					8%
	New Orleans, LA	2%			6%			8%				14%		
	Oakland, CA	2%			6%				9%				5%	
	Palo Alto, CA	2%	20%						9%				5%	
	Reno, NV	2%			6%						6%			8%
	Roswell, NM	2%			6%		33%				33%			
	Salt Lake City, UT	2%				6%					6%			5%
	San Francisco, CA	2%				6%			9%				5%	
	Savannah, GA	2%				6%					6%			8%
	Silver City, NM	2%	20%						9%				5%	
	Texas	2%				6%					6%		14%	
	Tucson, AZ	2%	20%						9%				5%	
	Waco, TX	2%		11%				8%					5%	
	Washington	2%			6%				9%					8%
Wheeling, WV	2%		11%				8%					5%		
Florida	2%			6%										
Laredo, TX	2%	20%												
Louisville, KY	2%		11%											
<b>TOTAL</b>		336%	140%	311%	353%	394%	267%	300%	409%	350%	267%	314%	330%	400%

(cont.)



**Las Cruces/Southwest New Mexico Employer Survey  
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(cont.)

<i>Private/charter flights from ELP</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
TOTAL	n =	47	5	9	17	16	3	13	11	16	3	7	20	13

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<i>Commercial airline travel</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
In the past 12 months, approximately how many roundtrip airline tickets did your organization purchase for employee business trips originating at El Paso Airport, Albuquerque Sunport, or other airports in the region?	0 roundtrip tickets	39%	100%				78%	32%	28%	7%	78%	36%	21%	19%
	1-4	27%		100%			15%	41%	27%	18%	15%	36%	32%	25%
	5-9	17%			100%		2%	19%	30%	20%	2%	17%	24%	27%
	10-24	11%				69%	3%	8%	13%	33%	3%	9%	18%	17%
	25-49	2%				13%		1%	2%	7%		1%	4%	1%
	50-99	2%				13%				10%			1%	7%
	100-499	0%				2%				2%				1%
	1,000 or more	1%				5%	1%			3%	1%			3%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		20.3	.0	2.5	7.0	112.5	19.9	4.0	5.7	80.9	19.9	4.1	7.8	61.6
<b>n =</b>		390	154	104	68	64	93	117	88	60	93	77	113	75

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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<i>What proportion of your employees' roundtrip flights in the past 12 months originated at the following airports?</i>		OVERALL	Round-trip airline tickets purchased in last 12 months			Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
El Paso (ELP)	0%	6%	9%	3%	5%	5%	8%	3%	7%	5%	8%	6%	5%
	1 - 24%	3%	1%	3%	5%		1%	3%	5%			2%	6%
	25% - 49%	4%	2%	7%	5%		5%	6%	3%		2%	7%	5%
	50% - 74%	4%	7%	1%	3%	5%	6%	2%	5%	5%	4%	4%	5%
	75% - 99%	9%	5%	9%	14%		4%	8%	19%		4%	10%	13%
	100%	74%	76%	76%	68%	90%	76%	77%	61%	90%	82%	71%	67%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		85.9	84.6	87.8	85.4	92.5	84.7	88.3	81.9	92.5	88.1	84.9	82.7
<b>n =</b>		235	101	68	63	20	80	62	59	20	49	89	63
Albuquerque (ABQ)	0%	80%	83%	81%	75%	95%	85%	81%	69%	95%	86%	79%	75%
	1 - 24%	4%	2%	3%	10%			3%	12%		2%	6%	5%
	25% - 49%	3%	1%	3%	6%			5%	5%			3%	5%
	50% - 74%	6%	8%	6%	3%	5%	6%	6%	7%	5%	4%	7%	8%
	75% - 99%	3%	2%	6%	3%		6%	2%	3%		4%	4%	3%
	100%	3%	4%	1%	3%		3%	3%	3%		4%	1%	5%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		10.2	10.0	10.9	10.2	2.5	10.8	9.8	12.3	2.5	9.4	9.6	14.0
<b>n =</b>		235	101	68	63	20	80	62	59	20	49	89	63

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

What proportion of your employees' roundtrip flights in the past 12 months originated at the following airports?		OVERALL	Round-trip airline tickets purchased in last 12 months			Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
Ciudad Juarez (CJS)	0%	98%	100%	96%	98%	100%	98%	97%	100%	100%	98%	98%	98%
	1 - 24%	2%		4%	2%		3%	3%			2%	2%	2%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		.2	.0	.5	.2	.0	.1	.5	.0	.0	.0	.3	.2
<b>n =</b>		235	101	68	63	20	80	62	59	20	49	89	63
Other airports	0%	91%	93%	96%	84%	95%	90%	95%	86%	95%	94%	88%	92%
	1 - 24%	4%	2%	3%	10%		5%	2%	8%		4%	4%	6%
	25% - 49%	1%		1%	3%			3%	2%			2%	2%
	50% - 74%	1%	1%		2%		1%		2%			2%	
	75% - 99%	0%	1%				1%					1%	
	100%	2%	3%		2%	5%	3%		2%	5%	2%	2%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.3	4.4	.9	4.2	5.0	4.5	1.3	3.9	5.0	2.4	5.2	1.3
<b>n =</b>		235	101	68	63	20	80	62	59	20	49	89	63

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<i>Cities your employees flew to most frequently via commercial air</i>	OVERALL	Round-trip airline tickets purchased in last 12 months			Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
		1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
Dallas, TX	41%	34%	39%	54%	31%	32%	38%	63%	31%	24%	49%	49%
Phoenix, AZ	30%	19%	28%	46%	6%	22%	31%	48%	6%	17%	36%	41%
Las Vegas, NV	25%	21%	27%	30%	19%	25%	29%	25%	19%	28%	27%	24%
Denver, CO	24%	21%	20%	33%	25%	22%	22%	29%	25%	28%	19%	29%
Los Angeles, CA	21%	16%	22%	26%	13%	19%	26%	20%	13%	20%	20%	25%
Houston, TX	16%	10%	19%	23%		8%	19%	27%		9%	17%	24%
Chicago, IL	10%	4%	11%	19%	25%	7%	7%	14%	25%	2%	11%	12%
Washington, D.C.	10%	4%	11%	19%	19%	8%	10%	9%	19%	11%	6%	12%
Orlando, FL	8%	8%	8%	9%	6%	8%	10%	5%	6%	11%	7%	7%
Albuquerque, NM	7%	8%	3%	11%	6%	6%	7%	11%	6%	2%	9%	10%
San Diego, CA	7%	4%	8%	9%	6%	8%	7%	7%	6%	7%	10%	5%
Austin, TX	7%	3%	11%	7%	6%	6%	7%	9%	6%	2%	10%	7%
San Antonio, TX	5%	4%	9%	2%	6%	4%	5%	4%	6%	4%	5%	3%
Atlanta, GA	4%	3%	5%	5%	6%	6%	5%	2%	6%	7%	5%	2%
New York, NY	4%	3%	6%	2%	6%		9%	4%	6%		4%	7%
Seattle, WA	4%	1%	3%	9%		3%	5%	4%			5%	5%
Nashville, TN	3%	3%	2%	4%	6%	3%	3%	2%	6%	4%	2%	2%
Minneapolis, MN	2%	1%	5%	2%		3%	2%	4%		2%	2%	3%
Portland, OR	2%	3%		4%		4%	3%			2%	5%	
Salt Lake City, UT	2%	3%	3%			6%	2%			2%	5%	
San Francisco, CA	2%		2%	7%		3%	2%	4%		2%	2%	3%
El Paso, TX	2%	4%			13%		2%	4%	13%			5%
Kansas City, MO	2%	1%	3%	2%	6%	1%	2%	2%	6%	2%		3%
New Orleans, LA	2%	1%	3%	2%		3%	2%	2%		2%	2%	2%
Reno, NV	2%	1%	5%		6%	1%	2%	2%	6%		2%	2%
California	2%	2%	2%	2%	6%		2%	2%	6%		1%	2%
Cleveland, OH	1%	1%	2%	2%		3%	2%			2%	1%	2%
Las Vegas, NM	1%	1%	2%	2%			2%	4%			2%	2%
Miami, FL	1%	2%	2%			3%	2%				2%	2%

(cont.)

**Las Cruces/Southwest New Mexico Employer Survey  
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(cont.)

Cities your employees flew to most frequently via commercial air	OVERALL	Round-trip airline tickets purchased in last 12 months			Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
		1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
Please identify the cities/airports your employees flew to most frequently in the last 12 months. (Please list up to five destinations.)	Milwaukee, WI	1%	1%	3%		1%	2%	2%			4%	
	Tampa, FL	1%		3%	2%		1%	2%	2%		2%	2%
	Detroit, MI	1%	1%	3%		6%		2%		6%	1%	
	Washington	1%	1%	2%	2%			2%	2%		2%	2%
	Boston, MA	1%	1%	2%			3%				4%	
	St. Louis, MO	1%	1%	2%			3%				2%	1%
	Arizona	1%	1%	2%				2%				1%
	Florida	1%		2%	2%				2%			1%
	Louisville, KY	1%		2%	2%				2%			1%
	Alberta, CAN	0%	1%					2%				2%
	Birmingham, AL	0%			2%				2%			2%
	Boise, ID	0%		2%					2%			2%
	Bullhead City, AZ	0%	1%				1%				2%	
	Burbank, CA	0%		2%					2%			2%
	Carlsbad, CA	0%		2%			1%				2%	
	Charleston, SC	0%			2%			2%				1%
	Chihuahua, MX	0%		2%				2%				1%
	Columbus, OH	0%	1%					2%				2%
	Dayton, OH	0%		2%				2%				2%
	Dubuque, IA	0%	1%					2%				1%
	Fort Lauderdale, FL	0%		2%			1%					1%
	Fort Worth, TX	0%	1%			6%				6%		
	Georgia	0%	1%					2%				1%
	Guadalajara, MX	0%		2%				2%				1%
	Indianapolis, IN	0%	1%				1%					1%
Jacksonville, FL	0%		2%			1%				2%		
Juneau, AK	0%			2%			2%				2%	
Lexington, KY	0%	1%					2%				1%	
Longview, TX	0%		2%					2%			1%	

(cont.)

**Las Cruces/Southwest New Mexico Employer Survey  
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(cont.)

Cities your employees flew to most frequently via commercial air	OVERALL	Round-trip airline tickets purchased in last 12 months			Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
		1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
Lubbock, TX	0%	1%				1%					1%	
Michigan	0%	1%						2%				2%
Monterrey, MX	0%		2%				2%				1%	
Oakland, CA	0%		2%				2%				1%	
Oklahoma	0%		2%			1%				2%		
Oklahoma City, OK	0%	1%					2%				1%	
Ontario, CAN	0%			2%	6%				6%			
Palm Springs, CA	0%		2%			1%				2%		
Pennsylvania	0%	1%						2%				2%
Philadelphia, PA	0%			2%		1%				2%		
Pittsburgh, PA	0%	1%				1%					1%	
Puebla, MX	0%		2%				2%				1%	
Puerto Vallarta, MX	0%		2%				2%				1%	
Raleigh, NC	0%	1%				1%				2%		
Richard, VA	0%			2%				2%			1%	
Roswell, NM	0%			2%				2%				2%
Salina, KS	0%		2%			1%					1%	
San Jose, CA	0%		2%					2%				2%
Santa Fe, NM	0%		2%				2%					2%
Sioux Falls, SD	0%		2%				2%				1%	
South Carolina	0%	1%						2%				2%
South Dakota	0%		2%				2%					2%
Texas	0%		2%			1%				2%		
Wichita, KS	0%		2%			1%					1%	
Tucson, AZ	0%							2%				2%
Cozumel, MX	0%			2%								
Minnesota	0%	1%										
Nevada	0%	1%										
<b>TOTAL</b>	<b>282%</b>	<b>218%</b>	<b>311%</b>	<b>349%</b>	<b>238%</b>	<b>242%</b>	<b>303%</b>	<b>330%</b>	<b>238%</b>	<b>217%</b>	<b>306%</b>	<b>317%</b>

(cont.)



**Las Cruces/Southwest New Mexico Employer Survey  
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(cont.)

<i>Cities your employees flew to most frequently via commercial air</i>	OVERALL	Round-trip airline tickets purchased in last 12 months			Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use				
		1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6	
<b>TOTAL</b>	n =	213	89	64	57	16	72	58	56	16	46	81	59

11 May 20  
Source: RRC Associates

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<i>Cities your employees flew to most frequently via commercial air</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
<b>Overall, how important is the availability of air service at El Paso International Airport (ELP) to your business/ organization?</b>	1 - Not at all important	24%	56%	8%	2%	58%	18%	7%		58%	20%	7%	5%	
	2	10%	11%	15%	8%	3%	11%	12%	9%	6%	11%	9%	13%	6%
	3 - Moderately important	17%	12%	26%	20%	13%	13%	24%	19%	11%	13%	27%	17%	14%
	4	15%	13%	16%	21%	16%	3%	20%	20%	20%	3%	16%	22%	22%
	5 - Extremely important	34%	8%	36%	50%	68%	15%	25%	45%	63%	15%	28%	41%	53%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<b>Average</b>		3.3	2.1	3.6	4.1	4.5	2.1	3.2	3.9	4.4	2.1	3.2	3.8	4.1
<b>n =</b>		381	140	101	66	63	88	114	85	65	88	75	110	79
<b>Overall, how well does ELP serve your organization's air travel needs?</b>	1 - Not well at all	9%	25%	2%		3%	25%	6%	7%		25%	7%	4%	4%
	2	6%	4%	9%	8%	3%	5%	6%	4%	9%	5%	3%	9%	5%
	3 - Moderately well	26%	26%	22%	31%	24%	20%	28%	27%	27%	20%	29%	25%	29%
	4	26%	23%	26%	18%	40%	20%	24%	32%	27%	20%	29%	21%	34%
	5 - Extremely well	34%	21%	41%	43%	30%	29%	37%	30%	38%	29%	33%	41%	29%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<b>Average</b>		3.7	3.1	4.0	4.0	3.9	3.2	3.8	3.7	3.9	3.2	3.8	3.9	3.8
<b>n =</b>		333	95	100	65	63	59	109	82	64	59	70	108	77

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<i>Cities your employees flew to most frequently via commercial air</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
Approximately how many annual airline "person-trips" are attributable to visitors traveling specifically to visit your organization?	None	45%	75%	41%	27%	8%	83%	48%	24%	14%	83%	54%	25%	21%
	1 - 2 person-trips	9%	7%	20%	8%		3%	15%	13%		3%	10%	10%	12%
	3 - 4 person-trips	13%	7%	19%	17%	13%	6%	15%	20%	11%	6%	14%	21%	9%
	5 - 9 person-trips	9%	1%	8%	24%	15%	1%	11%	15%	11%	1%	9%	17%	9%
	10 - 49 person-trips	16%	5%	9%	19%	47%	3%	9%	22%	41%	3%	10%	18%	36%
	50 - 99 person-trips	3%	1%		5%	10%			3%	14%			5%	8%
	100 - 999 person-trips	2%	2%	2%		3%	2%	1%	3%	3%	2%	3%	3%	
	1000+ person trips	2%	1%	1%		5%	1%		1%	5%	1%		1%	4%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		181.4	16.9	222.5	7.1	667.0	16.1	4.4	268.9	663.0	16.1	10.4	204.6	545.0
<b>Median</b>		2.0	.0	1.0	4.0	10.0	.0	1.0	3.0	10.0	.0	.0	4.0	5.0
<b>n =</b>		364	137	93	63	62	88	110	79	63	88	70	107	75
(Online survey only) Which of the following air travel policies, if any, does your company encourage or enforce for employee travel?	Use lowest cost airfare	43%	19%	53%	50%	63%	19%	48%	45%	62%	19%	50%	52%	47%
	Use most convenient air travel arrangements (e.g. minimize employee travel time & stress)	38%	7%	47%	50%	63%		37%	50%	69%		50%	44%	53%
	Balance considerations of cost and convenience	27%	30%	7%	30%	38%	19%	19%	35%	38%	19%	28%	28%	29%
	Use lowest aggregate cost of travel	24%	11%	27%	30%	38%	6%	22%	35%	31%	6%	22%	36%	24%
	None	24%	56%	13%	10%		69%	26%			69%	22%	12%	
	Use preferred airline(s)	11%	4%	7%	10%	25%	6%	11%	20%	8%	6%	17%	16%	6%
	Begin outbound travel from specific airport(s) (e.g. ELP, ABQ, etc.)	10%	4%	20%	15%	6%		19%	15%			11%	20%	6%
<b>TOTAL</b>		177%	130%	173%	195%	231%	119%	181%	200%	208%	119%	200%	208%	165%
<b>n =</b>		79	27	15	20	16	16	27	20	13	16	18	25	17

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Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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<i>If air service was available, to what extent might the following factors influence your organization to use LRU on future business trips?</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
<b>The location of the Las Cruces Airport, 9 miles west of downtown Las Cruces</b>	1 - No influence	23%	45%	16%	6%	5%	68%	12%	6%	2%	68%	10%	8%	4%
	2	3%	6%	1%		2%	4%	4%	2%		4%	3%	4%	
	3 - Moderate influence	12%	15%	14%	6%	10%	13%	15%	14%	6%	13%	20%	12%	6%
	4	10%	7%	8%	19%	10%	5%	9%	13%	8%	5%	12%	8%	12%
	5 - Strong influence	53%	27%	61%	69%	73%	11%	61%	65%	84%	11%	55%	69%	78%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.7	2.7	4.0	4.4	4.5	1.9	4.0	4.3	4.7	1.9	4.0	4.3	4.6
<b>n =</b>		353	126	93	64	60	80	110	86	62	80	69	112	77
<b>The small size of the airport, with short lines, lack of crowds and ease of use</b>	1 - No influence	21%	42%	10%	5%	10%	61%	9%	5%	6%	61%	12%	5%	7%
	2	3%	5%	1%		3%	1%	5%	2%	2%	1%	3%	4%	3%
	3 - Moderate influence	14%	15%	13%	15%	14%	18%	16%	15%	5%	18%	17%	15%	5%
	4	13%	11%	16%	15%	7%	7%	17%	11%	10%	7%	19%	14%	8%
	5 - Strong influence	50%	27%	59%	66%	66%	13%	53%	67%	78%	13%	49%	63%	77%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.7	2.8	4.1	4.4	4.2	2.1	4.0	4.3	4.5	2.1	3.9	4.3	4.5
<b>n =</b>		343	124	91	61	59	76	110	81	63	76	69	110	75

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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To what extent might the following factors deter your organization from using LRU on future business trips?		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
Round-trip airfare from Las Cruces Airport may be \$75-\$100 higher than airfare to the same city from El Paso Airport	1 - Not a deterrent at all	20%	28%	11%	16%	16%	42%	10%	8%	26%	42%	10%	12%	18%
	2	10%	6%	10%	13%	16%	1%	8%	15%	18%	1%	7%	13%	17%
	3 - Moderate deterrent	29%	28%	34%	22%	33%	16%	35%	33%	32%	16%	28%	38%	33%
	4	16%	12%	16%	22%	16%	12%	19%	16%	13%	12%	25%	13%	14%
	5 - Great deterrent	26%	25%	29%	28%	18%	29%	29%	27%	11%	29%	30%	25%	17%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.2	3.0	3.4	3.3	3.0	2.8	3.5	3.4	2.7	2.8	3.6	3.3	2.9
<b>n =</b>		341	116	92	64	61	69	112	85	62	69	71	112	76
Las Cruces may have a limited selection of 1 or 2 flights per day (to any given city)	1 - Not a deterrent at all	18%	29%	12%	10%	11%	41%	13%	8%	16%	41%	14%	9%	16%
	2	11%	8%	11%	17%	11%	1%	13%	11%	19%	1%	11%	15%	14%
	3 - Moderate deterrent	35%	34%	41%	25%	39%	23%	41%	46%	27%	23%	38%	42%	36%
	4	19%	14%	20%	24%	25%	14%	17%	19%	27%	14%	18%	19%	23%
	5 - Great deterrent	16%	16%	16%	24%	13%	20%	16%	16%	13%	20%	19%	15%	10%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.0	2.8	3.2	3.3	3.2	2.7	3.1	3.2	3.0	2.7	3.2	3.2	3.0
<b>n =</b>		341	116	93	63	61	69	112	83	64	69	72	110	77

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<i>To what extent might the following factors deter your organization from using LRU on future business trips?</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
<b>Some flights may be on 15-30 seat propeller planes</b>	<b>1 - Not a deterrent at all</b>	32%	42%	24%	24%	33%	47%	25%	29%	34%	47%	25%	29%	31%
	<b>2</b>	15%	8%	17%	22%	18%	4%	15%	19%	19%	4%	10%	19%	23%
	<b>3 - Moderate deterrent</b>	25%	25%	29%	24%	18%	21%	27%	31%	19%	21%	28%	27%	25%
	<b>4</b>	14%	12%	12%	13%	21%	10%	17%	12%	13%	10%	17%	16%	9%
	<b>5 - Great deterrent</b>	15%	14%	17%	17%	10%	17%	16%	10%	15%	17%	21%	10%	12%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.6	2.5	2.8	2.8	2.6	2.5	2.8	2.5	2.5	2.5	3.0	2.6	2.5
<b>n =</b>		343	118	92	63	61	70	113	84	62	70	72	112	75
<b>Lack of familiarity with the Las Cruces Airport</b>	<b>1 - Not a deterrent at all</b>	66%	68%	62%	63%	73%	74%	68%	59%	70%	74%	65%	66%	65%
	<b>2</b>	9%	4%	13%	14%	8%	1%	8%	16%	10%	1%	10%	12%	10%
	<b>3 - Moderate deterrent</b>	12%	13%	13%	10%	12%	12%	12%	17%	8%	12%	15%	10%	14%
	<b>4</b>	7%	5%	9%	10%	5%	9%	4%	6%	11%	9%	3%	6%	9%
	<b>5 - Great deterrent</b>	5%	10%	4%	3%	2%	4%	8%	2%	2%	4%	7%	5%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		1.8	1.8	1.8	1.7	1.5	1.7	1.8	1.8	1.7	1.7	1.8	1.7	1.7
<b>n =</b>		340	115	94	63	60	68	113	83	63	68	72	110	77

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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<i>If commercial air service was available, how many "person-trips" would your company likely take from LRU to each of the following airports per year?</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
<b>1-2x daily jet service to Dallas/Fort Worth via American Airlines</b>	None	44%	71%	37%	24%	18%	100%	50%	6%	6%	100%	65%	15%	
	1-4 trips/year	42%	27%	55%	63%	37%		50%	85%	29%		35%	64%	68%
	5-9 trips/year	7%	1%	4%	10%	20%			9%	28%			11%	18%
	10-24 trips/year	5%	1%	4%	2%	18%				28%			9%	10%
	25-49 trips/year	1%			2%	3%				5%			2%	1%
	100-249 trips/year	0%				2%				2%				1%
	250-499 trips/year	0%								2%				1%
	1000+ trips/year	0%				2%				2%				1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		6.9	.9	2.4	3.1	26.2	.0	1.3	2.8	32.9	.0	.9	4.5	24.4
<b>n =</b>		367	139	97	62	60	95	119	88	65	95	78	114	80
<b>1-2x daily jet service to Denver via United Airlines</b>	None	57%	81%	53%	40%	28%	100%	71%	23%	14%	100%	76%	42%	8%
	1-4 trips/year	35%	17%	44%	55%	40%		27%	72%	51%		18%	49%	73%
	5-9 trips/year	5%	1%	2%	5%	20%		3%	6%	18%		6%	6%	10%
	10-24 trips/year	2%	1%	1%		8%				12%			3%	6%
	100-249 trips/year	1%				2%				3%				3%
	1000+ trips/year	0%				2%				2%				1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		5.3	.8	1.4	1.7	23.4	.0	.8	2.2	25.4	.0	.9	2.1	20.4
<b>n =</b>		367	139	97	62	60	95	119	88	65	95	78	114	80

11 May 20  
Source: RRC Associates



**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

<i>If commercial air service was available, how many "person-trips" would your company likely take from LRU to each of the following airports per year?</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
1-2x daily jet service to Houston via United Airlines	None	66%	84%	62%	52%	47%	100%	79%	40%	26%	100%	91%	55%	15%
	1-4 trips/year	28%	15%	35%	40%	32%		20%	59%	38%		8%	38%	65%
	5-9 trips/year	3%	1%	2%	3%	8%		1%	1%	15%		1%	4%	9%
	10-24 trips/year	3%		1%	5%	10%				15%			4%	8%
	50-99 trips/year	0%				2%				2%				1%
	100-249 trips/year	0%								2%				1%
	500-999 trips/year	0%				2%				2%				1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		4.1	.4	1.2	2.1	16.8	.0	.6	1.6	20.0	.0	.3	1.8	16.0
<b>n =</b>		367	139	97	62	60	95	119	88	65	95	78	114	80
1-2x daily jet service to Phoenix via American Airlines	None	41%	64%	35%	19%	22%	100%	41%	5%	5%	100%	53%	12%	1%
	1-4 trips/year	46%	32%	58%	68%	37%		55%	86%	38%		41%	72%	66%
	5-9 trips/year	8%	2%	7%	13%	20%		3%	9%	29%		5%	11%	19%
	10-24 trips/year	2%	1%			10%				12%			4%	5%
	25-49 trips/year	2%	1%			7%				9%		1%	1%	5%
	50-99 trips/year	0%				2%				2%			1%	
	100-249 trips/year	1%				2%				3%				3%
1000+ trips/year	0%				2%				2%				1%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		6.6	1.3	1.9	2.6	27.3	.0	1.6	2.8	30.4	.0	1.9	4.1	22.5
<b>n =</b>		367	139	97	62	60	95	119	88	65	95	78	114	80

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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<i>If commercial air service was available, how many "person-trips" would your company likely take from LRU to each of the following airports per year?</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
2-4x daily propeller plane service to Albuquerque	None	57%	72%	56%	37%	47%	100%	66%	24%	23%	100%	71%	50%	3%
	1-4 trips/year	31%	26%	36%	44%	22%		34%	68%	18%		26%	40%	57%
	5-9 trips/year	7%	2%	5%	10%	18%		1%	8%	28%		3%	7%	20%
	10-24 trips/year	4%		2%	8%	10%				23%		1%	3%	14%
	25-49 trips/year	1%		1%	2%	2%				6%				5%
	500-999 trips/year	0%				2%				2%				1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		4.4	.8	2.0	3.7	16.6	.0	.9	2.3	20.1	.0	1.0	1.9	16.4
<b>n =</b>		367	139	97	62	60	95	119	88	65	95	78	114	80
1-2x daily propeller plane service to Santa Fe	None	71%	83%	74%	58%	55%	100%	85%	48%	35%	100%	87%	76%	14%
	1-4 trips/year	21%	17%	21%	32%	23%		15%	50%	25%		12%	21%	56%
	5-9 trips/year	5%	1%	4%	5%	17%			2%	25%		1%	2%	19%
	10-24 trips/year	2%		1%	5%					11%			1%	8%
	25-49 trips/year	1%				3%				3%				3%
	250-499 trips/year	0%				2%				2%				1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.4	.5	1.0	2.0	9.2	.0	.4	1.4	11.1	.0	.4	.8	9.6
<b>n =</b>		367	139	97	62	60	95	119	88	65	95	78	114	80

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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<i>If commercial air service was available, how many "person-trips" would your company likely take from LRU to each of the following airports per year?</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
<b>(Calculated) Share of businesses which would use LRU flight routes at least once per year</b>	1-2x daily jet service to Phoenix via American Airlines	59%	36%	65%	81%	78%		59%	95%	95%		47%	88%	99%
	1-2x daily jet service to Dallas/Fort Worth via American Airlines	56%	29%	63%	76%	82%		50%	94%	94%		35%	85%	100%
	1-2x daily jet service to Denver via United Airlines	43%	19%	47%	60%	72%		29%	77%	86%		24%	58%	93%
	2-4x daily propeller plane service to Albuquerque	43%	28%	44%	63%	53%		34%	76%	77%		29%	50%	98%
	1-2x daily jet service to Houston via United Airlines	34%	16%	38%	48%	53%		21%	60%	74%		9%	45%	85%
	1-2x daily propeller plane service to Santa Fe	29%	17%	26%	42%	45%		15%	52%	65%		13%	24%	86%
	Would not use any of these LRU flights	26%	53%	14%	3%	7%	100%				100%			
<b>TOTAL</b>		290%	199%	298%	373%	390%	100%	209%	456%	491%	100%	158%	349%	560%
	n =	367	139	97	62	60	95	119	88	65	95	78	114	80
<b>(Calculated) Sum of annual LRU person-trips across all listed flight routes (note: sum could be duplicative)</b>	None	26%	53%	14%	3%	7%	100%				100%			
	1 - 4	8%	9%	10%	5%	3%		24%				36%		
	5 - 9	25%	18%	39%	31%	13%		76%				60%	39%	
	10 - 14	16%	12%	13%	29%	18%			67%			1%	39%	18%
	15 - 24	14%	6%	16%	18%	23%			33%	32%		1%	11%	45%
	25+	12%	2%	6%	15%	35%				68%		1%	11%	38%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		29.7	4.7	9.9	15.2	119.6	.0	5.6	13.0	140.0	.0	5.3	15.2	109.4
<b>n =</b>		367	139	97	62	60	95	119	88	65	95	78	114	80

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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<i>LRU considerations</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
<b>If you could choose only one of the following airports for airline service to Las Cruces, which would you choose?</b>	Dallas/Fort Worth (DFW)	30%	21%	37%	28%	41%	23%	33%	31%	33%	23%	27%	41%	25%
	Phoenix	26%	24%	22%	34%	28%	28%	25%	28%	23%	28%	29%	22%	28%
	Albuquerque	25%	39%	19%	17%	10%	33%	23%	20%	17%	33%	20%	19%	25%
	Denver	9%	8%	7%	8%	13%	10%	9%	8%	11%	10%	11%	10%	6%
	Houston (IAH)	6%	5%	7%	6%	5%	6%	5%	5%	8%	6%	7%	4%	6%
	Santa Fe	5%	2%	7%	8%	3%		4%	8%	8%		7%	4%	9%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	362	131	95	65	61	82	115	88	64	82	75	113	79
<b>Top two choices for airline service to Las Cruces</b>	Phoenix	57%	58%	54%	58%	59%	59%	57%	60%	58%	59%	54%	60%	61%
	Dallas/Fort Worth (DFW)	54%	41%	60%	63%	66%	41%	57%	60%	58%	41%	51%	69%	49%
	Albuquerque	40%	56%	33%	29%	23%	56%	37%	31%	30%	56%	37%	28%	37%
	Denver	21%	18%	21%	20%	26%	17%	22%	24%	17%	17%	28%	19%	19%
	Houston (IAH)	14%	11%	18%	17%	15%	13%	14%	15%	16%	13%	16%	13%	15%
	Santa Fe	12%	12%	13%	11%	11%	11%	9%	9%	20%	11%	12%	8%	18%
<b>TOTAL</b>		198%	195%	199%	198%	200%	198%	197%	199%	198%	198%	197%	197%	199%
	n =	364	132	96	65	61	82	117	88	64	82	76	114	79

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Source: RRC Associates

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<i>LRU considerations</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
If direct air service between Las Cruces International Airport and your most desired location were made available, would your company's use of commercial flights for business travel most likely...	Increase significantly from current levels today	20%	9%	21%	27%	33%	2%	15%	25%	49%	2%	19%	18%	46%
	Increase slightly	28%	23%	32%	36%	28%	11%	34%	38%	29%	11%	29%	41%	29%
	Remain the same	51%	68%	46%	38%	38%	85%	50%	38%	20%	85%	51%	41%	24%
	Decrease (if so, why?)	1%				2%	1%			2%	1%			1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	372	137	99	64	61	87	119	88	65	87	78	114	80
For a given business trip, how much more would your company be willing to pay (round-trip, per person) for a flight from LRU, as compared to a flight to the same city from ELP?	Not willing to pay more	27%	53%	15%	9%	9%	57%	25%	18%	4%	57%	33%	14%	10%
	\$1 - \$49 more	9%	6%	8%	23%	6%	10%	11%	3%	12%	10%	9%	8%	10%
	\$50 more	21%	15%	27%	23%	24%	16%	22%	25%	21%	16%	27%	17%	27%
	\$51 - \$99 more	15%	10%	13%	21%	20%	1%	19%	19%	21%	1%	6%	34%	11%
	\$100 more	20%	11%	29%	16%	30%	9%	16%	29%	32%	9%	15%	23%	33%
	\$101 - \$199 more	3%	3%	1%	4%	9%	1%	3%	3%	9%	1%	5%	3%	5%
	\$200 - \$299 more	3%	1%	3%	5%	2%	3%	4%	1%	2%	3%	5%	2%	1%
	\$300+ more	1%	1%	3%			3%		3%		3%			3%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		60.1	36.0	78.9	63.5	75.0	39.9	55.6	72.6	76.8	39.9	51.7	66.7	78.4
<b>Median</b>		50.0	.0	70.0	50.0	75.0	.0	50.0	75.0	80.0	.0	50.0	75.0	75.0
<b>n =</b>		322	116	89	57	54	70	106	79	57	70	66	103	73

11 May 20  
Source: RRC Associates

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<i>LRU considerations</i>		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
If commercial airline service was initiated in Las Cruces, do you believe that the impact on the Las Cruces area economy would be:	Very positive	41%	31%	39%	52%	51%	14%	40%	49%	75%	14%	44%	39%	76%
	Somewhat positive	41%	43%	43%	37%	44%	44%	49%	43%	20%	44%	44%	53%	19%
	No significant impact	10%	13%	9%	9%	5%	19%	7%	7%	5%	19%	8%	7%	4%
	Somewhat negative	0%	1%				1%				1%			
	Don't know	7%	13%	8%	2%		22%	4%	1%		22%	4%	2%	1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	379	142	99	65	61	93	118	88	65	93	77	114	80
If commercial airline service was initiated in Las Cruces, do you believe that the economic impact on your business would be:	Very positive	15%	11%	12%	18%	16%	3%	10%	18%	35%	3%	13%	12%	34%
	Somewhat positive	25%	15%	29%	32%	36%	8%	25%	36%	37%	8%	29%	29%	38%
	No significant impact	53%	61%	53%	48%	44%	71%	62%	40%	26%	71%	56%	54%	25%
	Don't know	8%	13%	6%	2%	3%	18%	3%	6%	2%	18%	3%	4%	4%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	379	142	99	65	61	93	118	88	65	93	77	114	80

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Source: RRC Associates



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		OVERALL	Round-trip airline tickets purchased in last 12 months				Anticipated annual LRU person-trips (summed across all flight routes; sum is likely duplicative)				Number of different LRU flight routes would use			
			None	1-4	5-9	10+	None	1 - 9	10 - 19	20+	None	1 or 2	3 or 4	5 or 6
(Online survey only) How did you become aware of this survey? (Please check all that apply)	I received the survey in the mail	66%	82%	67%	70%	47%	80%	77%	73%	41%	80%	78%	62%	57%
	I received an email about the survey from the Greater Las Cruces Chamber of Commerce	33%	15%	33%	33%	47%	20%	23%	33%	50%	20%	17%	43%	37%
	Other	4%	6%			9%	5%			9%	5%	4%		7%
<b>TOTAL</b>		102%	103%	100%	103%	103%	105%	100%	106%	100%	105%	100%	104%	100%
	n =	123	33	24	30	34	20	35	33	32	20	23	47	30

11 May 20  
Source: RRC Associates

**2b. STATISTICAL CROSSTABS – SET #2**

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		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
<b>About your business</b>																					
<b>Type of business/ organization</b>	Health Care and Social Assistance	14%	17%	7%	13%	13%	19%	11%	17%	14%	17%	16%	13%	20%	11%	12%	14%	15%	13%	15%	15%
	Professional and Technical Services	11%	15%	3%	6%	8%	3%	9%	12%	16%	10%	5%	10%	18%	10%	14%	15%	18%	12%	10%	9%
	Retail Trade	11%	13%	8%	8%	11%	11%	11%	12%	12%	17%	16%	15%	7%	12%	12%	13%	10%	13%	13%	9%
	Construction	10%	10%	12%	11%	12%	19%	14%	12%	5%	10%	16%	14%	6%	11%	8%	8%	8%	10%	10%	8%
	Other Services	9%	8%	8%	12%	13%		8%	9%	9%	10%	5%	7%	7%	8%	8%	8%	11%	7%	9%	8%
	Accommodation and Food Services/Restaurants	7%	6%	7%	11%	6%		6%	9%	9%	7%	5%	5%	4%	11%	8%	8%	6%	7%	8%	9%
	Finance and Insurance	7%	7%	3%	8%	4%	19%	8%	3%	5%	3%	11%	9%	5%	6%	8%	7%	9%	8%	7%	3%
	Other	8%	7%	8%	10%	9%	8%	9%	5%	7%	3%	5%	5%	8%	10%	4%	4%	4%	6%	5%	6%
	Educational Services / Schools / University	6%	5%	10%	4%	4%	3%	5%	3%	9%		5%	8%	7%	5%	6%	7%	4%	6%	6%	11%
	Real Estate and Rental and Leasing	3%	4%	2%	4%	6%		5%	3%	3%	7%		3%	2%	4%	4%	3%	3%	4%	4%	3%
	Public Administration / Government	3%	2%	3%	7%	4%	6%	5%	3%	2%	3%	11%	2%	4%	2%	3%	4%	5%	3%	4%	7%
	Arts, Entertainment, and Recreation	3%	2%	7%	3%	2%	6%	3%	3%	2%	3%		5%	4%	1%	3%	2%	3%	3%	4%	6%
	Manufacturing	2%	2%	5%	1%	1%	6%	3%	2%	2%		5%	1%	2%	4%	2%	2%	1%	2%	3%	3%
	Agriculture	2%	1%	8%	1%	3%		2%	3%	2%	7%			2%	3%	2%	2%	1%	2%	2%	3%
	Transportation and Warehousing	1%	1%	2%	1%	1%				2%			1%		3%	1%	1%	2%	1%	1%	2%
	Utilities	1%		5%	1%	1%				2%				2%	1%	0%	1%				
	Mining / oil & gas	0%		2%	1%			2%	2%					2%		1%	1%	1%		1%	1%
	Wholesale Trade	0%	1%							2%			2%			1%	1%		1%		
Telecommunications, Publishing, Information	0%			1%			2%							1%	0%		1%	0%			
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	n =	404	241	60	103	90	36	65	58	129	29	19	87	85	111	201	157	124	215	156	105

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Source: RRC Associates

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About your business		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
Location of business	City of Las Cruces	69%	100%	22%	23%	63%	68%	66%	64%	79%	55%	40%	79%	71%	73%	73%	75%	77%	76%	71%	68%
	Other Dona Ana County	18%		100%	12%	18%	13%	15%	16%	20%	7%	20%	18%	16%	21%	15%	13%	13%	16%	20%	20%
	Grant County	10%			40%	16%	26%	6%	7%	6%	24%	20%	9%	9%	6%	9%	11%	8%	9%	9%	10%
	Sierra County	6%			25%	3%	8%	11%	10%	5%	7%	10%	8%	7%	4%	8%	8%	6%	7%	5%	8%
	Luna County	5%			19%	1%	11%	8%	5%	4%	3%	10%	8%	5%	3%	6%	5%	3%	4%	6%	4%
	El Paso County, TX	3%			13%		3%	3%	2%	7%			3%	6%	4%	4%	5%	6%	5%	6%	5%
	Other	4%			14%	1%	5%	6%	3%	4%		5%	5%	7%	2%	4%	4%	3%	3%	6%	7%
	Hidalgo County	2%			9%	1%	3%	2%	2%	2%	3%	5%	1%	1%	2%	3%	3%	3%	1%	4%	4%
TOTAL		117%	100%	122%	155%	103%	137%	117%	109%	126%	100%	110%	132%	122%	115%	122%	123%	119%	121%	127%	125%
	n =	407	242	60	105	90	38	65	58	130	29	20	87	85	112	204	159	126	216	158	106
Including yourself, approximately how many people are employed by your organization in the Las Cruces/Southwest New Mexico area?	1 employee	8%	8%	5%	11%	16%	5%	5%	12%	5%	24%		7%	8%	5%	7%	7%	6%	8%	6%	8%
	2-4 employees	20%	20%	25%	15%	28%	21%	18%	19%	15%	14%	25%	20%	21%	16%	19%	19%	21%	20%	21%	21%
	5-9 employees	23%	20%	24%	28%	32%	26%	25%	9%	22%	38%	40%	20%	16%	21%	20%	19%	21%	17%	19%	16%
	10-24 employees	23%	24%	19%	22%	14%	32%	23%	22%	25%	14%	15%	22%	24%	24%	25%	23%	25%	25%	25%	28%
	25-49 employees	13%	16%	12%	9%	8%	8%	12%	24%	14%	10%	10%	12%	16%	17%	13%	14%	8%	15%	12%	7%
	50-99 employees	5%	5%	7%	5%		3%	9%	5%	8%		5%	8%	2%	9%	7%	8%	8%	7%	7%	9%
	100-249 employees	6%	6%	3%	6%	2%	3%	6%	5%	9%		5%	10%	7%	4%	6%	8%	8%	6%	8%	8%
	250-499 employees	0%	0%						2%					1%		0%		1%			
	500-999 employees	1%	0%		2%			2%	2%	1%			1%	1%	1%	1%	1%		1%	1%	1%
	1,000+ employees	1%		5%	3%		3%			2%				2%	2%	1%	2%	2%	1%	2%	3%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		52.5	31.2	97.4	75.9	12.5	56.9	40.1	46.5	74.6	9.5	22.4	43.3	71.8	63.2	56.8	60.1	54.0	53.3	59.7	74.7
n =		404	240	59	105	88	38	65	58	129	29	20	86	85	112	204	159	126	216	158	106

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe	
<b>Private/charter flights from LRU</b>																						
Do any of your employees travel for business by private aircraft or charter to/from Las Cruces International Airport? (airport code LRU)	Yes	6%	5%	14%	4%	2%		5%	5%	13%		6%	8%	8%	7%	10%	10%	10%	9%	11%	15%	
	No	94%	95%	86%	96%	98%	100%	95%	95%	87%	100%	94%	92%	92%	93%	90%	90%	90%	91%	89%	85%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
n =		390	234	59	97	88	36	62	58	126	27	18	85	83	110	198	156	123	211	156	103	
(If yes) Approximately how many person-trips did your employees take on private/charter flights from LRU in the past 12 months?	1	5%		17%		50%							14%		6%	7%		6%				
	2	24%	27%	17%	25%	50%		50%	33%	14%			14%	40%	14%	19%	29%	10%	24%	27%	23%	
	3	19%	18%	17%	25%					29%				29%	20%	14%	19%	14%	30%	18%	20%	23%
	4-5	14%	18%	17%						21%		100%		14%		14%	19%	14%	20%	18%	20%	15%
	6-9	10%	18%							33%	7%					29%	13%	14%	10%	6%		
	10-19	19%		33%	50%					29%				14%	20%	29%	13%	14%	20%	18%	20%	23%
	20 or more	10%	18%						50%	33%				14%	20%		13%	7%	10%	12%	13%	15%
<b>TOTAL</b>		100%	100%	100%	100%	100%		100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<b>Average</b>		6.6	7.0	5.3	7.5	1.5	.	11.0	10.7	5.9	.	4.0	6.3	9.2	6.1	6.6	5.4	6.6	6.8	7.3	7.9	
n =		21	11	6	4	2	0	2	3	14	0	1	7	5	7	16	14	10	17	15	13	

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Source: RRC Associates

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	OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization				How well does ELP serve your organization's air travel needs?				Businesses which would use LRU flight routes at least 1x/year							
		City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	3 - Moderately important	4	5 - Extremely important	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe		
<b>Private/charter flights from LRU</b>																				
<b>(If yes) Cities your employees flew to most frequently by private aircraft or charter to/from LRU. (Up to five destinations)</b>	Dallas, TX	45%	56%	43%	25%		50%	100%	40%	100%	29%	33%	67%	50%	43%	45%	44%	44%	36%	
	Phoenix, AZ	30%	22%	14%	75%				40%		14%	33%	50%	25%	21%	27%	33%	38%	43%	
	Santa Fe, NM	20%	33%	14%			50%		20%		43%	17%		19%	29%	18%	22%	25%	29%	
	Denver, CO	20%	11%	29%	25%	100%			20%		29%		33%	25%	29%	27%	22%	13%	14%	
	Albuquerque, NM	20%	22%		50%		50%		20%		14%	33%	17%	13%	14%	18%	22%	25%	29%	
	Houston, TX	15%		29%	25%				20%	100%	14%		17%	19%	21%	27%	17%	19%	14%	
	Los Angeles, CA	10%	22%				50%		7%		14%		17%	13%	7%	9%	11%	13%	14%	
	Scottsdale, AZ	10%	22%				50%	50%			14%	17%		13%	7%	9%	11%	13%	14%	
	Las Vegas, NV	10%	22%					50%	7%			17%	17%	13%				11%	13%	14%
	Roswell, NM	10%	11%	14%					13%		14%		17%	6%	7%	9%	6%	6%	7%	
	Birmingham, AL	5%		14%					7%			17%		6%	7%	9%	6%	6%	7%	
	Lewiston, ID	5%		14%					7%			17%		6%	7%	9%	6%	6%	7%	
	Lynchburg, NC	5%		14%					7%			17%		6%	7%	9%	6%	6%	7%	
	Memphis, TN	5%		14%					7%			17%		6%	7%	9%	6%	6%	7%	
	Pennsylvania	5%	11%						7%			17%		6%	7%	9%	6%	6%	7%	
	San Antonio, TX	5%	11%				50%				14%			6%	7%	9%	6%	6%	7%	
	Savannah, GA	5%		14%					7%			17%		6%	7%	9%	6%	6%	7%	
	Albany, NY	5%		14%				50%				17%		6%	7%		6%	6%	7%	
	Austin, TX	5%			25%				7%				17%	6%	7%	9%	6%	6%		
	Nashville, TN	5%	11%						7%				17%	6%	7%	9%	6%			
Oklahoma City, OK	5%	11%						7%				17%	6%	7%	9%	6%				
Orlando, FL	5%	11%						7%				17%	6%	7%	9%	6%				
Carlsbad	5%			25%				7%			17%					6%	6%	7%		
<b>TOTAL</b>		255%	278%	229%	250%	100%	300%	250%	260%	200%	200%	283%	300%	269%	264%	291%	272%	269%	279%	
n =	20	9	7	4	1	2	2	15	1	7	6	6	16	14	11	18	16	14		

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe	
<b>Private/charter flights from ELP</b>																						
Do any of your employees travel for business by private, non-commercial aircraft or charter to/from El Paso International Airport (ELP)?	Yes	17%	18%	10%	18%	2%	8%	21%	17%	28%	7%	32%	16%	23%	21%	20%	22%	22%	20%	24%	26%	
	No	83%	82%	90%	82%	98%	92%	79%	83%	72%	93%	68%	84%	77%	79%	80%	78%	78%	80%	76%	74%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
n =		384	228	58	98	86	36	63	58	121	27	19	83	82	107	194	152	120	208	152	101	
(If yes) Approximately how many person-trips did your employees take on private/charter flights from ELP in the past 12 months?	1-3	20%	21%		20%				30%	22%	17%			17%		27%	28%	25%	21%	22%	24%	24%
	4-5	31%	33%		67%	20%	100%	50%	40%	33%	24%		50%	33%	27%	28%	36%	39%	29%	23%	24%	
	6-9	16%	9%			33%		50%	10%	33%	10%		17%	33%	7%	11%	16%	11%	9%	18%	27%	24%
	10-19	25%	27%		33%	20%			10%	11%	38%		17%	25%	27%	28%	25%	29%	22%	24%	20%	19%
	20 or more	8%	9%			7%			10%		10%			8%	13%	6%	6%	4%	9%	6%	10%	10%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		7.5	7.9	6.7	6.9	4.0	5.5	6.2	5.2	9.0		5.5	9.0	7.6	7.2	7.4	7.3	7.6	7.1	7.9	7.6	
n =		51	33	3	15	1	2	10	9	29	0	6	12	15	18	32	28	23	34	30	21	

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		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year							
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe		
<b>Private/charter flights from ELP</b>																							
Private/charter flights from ELP	Dallas, TX	40%	41%	25%	43%	100%	33%	29%	50%	41%			50%	45%	31%	50%	52%	42%	38%	35%	41%	35%	
	Las Vegas, NV	26%	34%		14%					50%	30%			17%	36%	31%	17%	34%	38%	38%	35%	31%	30%
	Phoenix, AZ	28%	24%		43%					50%	33%			17%	27%	31%	33%	28%	27%	24%	39%	34%	30%
	Denver, CO	28%	34%	25%	14%		33%	29%	13%	33%			33%	36%	25%	25%	28%	42%	24%	32%	28%	15%	
	Houston, TX	21%	21%	25%	21%		33%	43%	13%	19%			67%	9%	19%	17%	28%	27%	38%	19%	21%	15%	
	Washington, D.C.	23%	28%	25%	14%			29%	25%	26%				36%	25%	25%	21%	23%	24%	19%	17%	25%	
	Chicago, IL	13%	17%	25%			33%	14%		15%			33%		6%	25%	10%	15%	10%	10%	7%		
	Los Angeles, CA	11%	14%		7%					13%	11%			27%		8%	10%	12%	10%	13%	14%	15%	
	California	9%	7%		14%			14%		11%				18%	13%		10%	12%	14%	10%	7%	10%	
	Orlando, FL	9%	14%			100%				11%				18%	13%		10%	8%	14%	10%	7%	10%	
	San Diego, CA	9%	10%		7%					13%	11%			9%	13%	8%	7%	8%	5%	10%	7%	10%	
	Austin, TX	6%	3%		14%			14%		7%			17%	9%	6%		7%	8%	10%	10%	7%	10%	
	Albuquerque, NM	6%			21%		33%	14%		4%			33%	9%			7%	12%	10%	3%	7%	5%	
	San Antonio, TX	6%	7%		7%			14%	13%	4%					6%	17%	3%	8%	5%	6%	7%	5%	
	Atlanta, GA	6%	7%		7%					13%	7%			9%	13%		7%	4%	5%	6%	7%		
	New York, NY	4%	7%							7%					6%	8%	7%	8%	10%	6%	7%	10%	
	Seattle, WA	4%	7%							13%	4%			9%		8%	3%	8%	5%	6%	3%		

(cont.)



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(cont.)

	OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
		City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe	
<b>Private/charter flights from ELP</b>																					
(If yes) Cities your employees flew to most frequently by private aircraft or charter to/from ELP. (Up to five destinations)	Portland, OR	4%	3%	7%			14%		4%			17%		6%			8%	5%	3%	3%	5%
	Birmingham, AL	2%		25%					4%					6%	3%	4%	5%	3%	3%	3%	5%
	Boston, MA	2%	3%						4%					6%	3%	4%	5%	3%	3%	3%	5%
	Colorado	2%		7%					4%					6%	3%	4%	5%	3%	3%	3%	5%
	Destin, FL	2%	3%						4%					6%	3%	4%	5%	3%	3%	3%	5%
	Kansas City, MO	2%	3%						4%				9%		3%	4%	5%	3%	3%	3%	5%
	Lewiston, ID	2%		25%					4%					6%	3%	4%	5%	3%	3%	3%	5%
	Lexington, KY	2%	3%						4%					6%	3%	4%	5%	3%	3%	3%	5%
	Lynchburg, NC	2%		25%					4%					6%	3%	4%	5%	3%	3%	3%	5%
	Memphis, TN	2%		25%					4%					6%	3%	4%	5%	3%	3%	3%	5%
	Morelia, MX	2%	3%						4%					8%	3%	4%	5%	3%	3%	3%	5%
	Nashville, TN	2%	3%						4%					6%	3%	4%	5%	3%	3%	3%	5%
	Reno, NV	2%		7%					4%					6%	3%	4%	5%	3%	3%	3%	5%
	Savannah, GA	2%		25%					4%					6%	3%	4%	5%	3%	3%	3%	5%
	Washington	2%	3%						4%					6%	3%	4%	5%	3%	3%	3%	5%
	Indianapolis, IN	2%	3%					14%						9%	3%	4%	5%	3%	3%	3%	5%
	Des Moines, IA	2%	3%						13%					6%	3%	4%	5%	3%	3%	3%	5%
	Fort Lauderdale, FL	2%	3%						4%					6%		4%		3%	3%	3%	5%
	Oakland, CA	2%		7%					4%				9%		3%			3%	3%	3%	5%
	Silver City, NM	2%		7%			33%				100%				3%			3%	3%	3%	5%
	Idaho Falls, ID	2%		7%					4%					6%				3%	3%	3%	5%
	Long Beach, CA	2%	3%						4%					6%	3%		5%	3%	3%	3%	5%
	Miami, FL	2%	3%					13%						8%				3%	3%	3%	5%
	Minneapolis, MN	2%	3%				33%					17%			3%	4%	5%				5%
	Palo Alto, CA	2%		7%				14%						9%	3%					3%	5%
	Salt Lake City, UT	2%		7%					4%					6%				3%	3%	3%	5%
	San Francisco, CA	2%	3%						13%					9%		4%		3%	3%	3%	5%
	Tucson, AZ	2%		7%				14%						9%	3%					3%	5%
	Waco, TX	2%	3%						4%					6%	3%		5%	3%	3%	3%	5%
	Wheeling, WV	2%	3%						4%					6%	3%		5%	3%	3%	3%	5%
	Arizona	2%	3%					14%						6%						3%	5%
	Carlsbad, CA	2%	3%						13%					9%				3%	3%	3%	5%
	El Paso, TX	2%	3%						4%					8%				3%	3%	3%	5%
Jacksonville, FL	2%	3%						13%					9%				3%	3%	3%	5%	
New Orleans, LA	2%	3%						13%					9%				3%	3%	3%	5%	
Texas	2%	3%					14%						6%						3%	5%	
Florida	2%		7%					14%					9%							5%	
Laredo, TX	2%	3%						13%					6%							5%	

(cont.)

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(cont.)

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		City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
<b>Private/charter flights from ELP</b>																				
Louisville, KY	2%	3%			100%							9%								
Roswell, NM	2%		25%						4%				8%							
<b>TOTAL</b>	<b>336%</b>	<b>362%</b>	<b>275%</b>	<b>300%</b>	<b>300%</b>	<b>233%</b>	<b>300%</b>	<b>350%</b>	<b>363%</b>	<b>100%</b>	<b>300%</b>	<b>400%</b>	<b>381%</b>	<b>275%</b>	<b>355%</b>	<b>381%</b>	<b>381%</b>	<b>371%</b>	<b>359%</b>	<b>350%</b>
n =	47	29	4	14	1	3	7	8	27	1	6	11	16	12	29	26	21	31	29	20

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Source: RRC Associates

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	OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
		City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe	
<b>Commercial airline travel</b>																					
In the past 12 months, approximately how many roundtrip airline tickets did your organization purchase for employee business trips originating at El Paso Airport, Albuquerque Sunport, or other airports in the region?	0 roundtrip tickets	39%	37%	53%	38%	90%	42%	27%	31%	9%	86%	20%	30%	26%	19%	21%	18%	18%	24%	25%	24%
	1-4	27%	28%	23%	26%	9%	39%	41%	28%	29%	7%	45%	27%	31%	38%	31%	30%	31%	30%	28%	25%
	5-9	17%	19%	12%	16%	1%	13%	20%	24%	27%		25%	24%	14%	26%	24%	24%	25%	24%	25%	25%
	10-24	11%	12%	5%	13%		3%	13%	12%	23%	4%	10%	15%	20%	11%	17%	18%	18%	16%	14%	19%
	25-49	2%	2%	4%	2%				3%	5%				4%	5%	4%	4%	2%	3%	1%	2%
	50-99	2%	1%	2%	4%				2%	5%	4%		2%	2%	2%	3%	4%	3%	2%	3%	4%
	100-499	0%	0%							1%				1%		1%	1%	1%	0%	1%	
	1,000 or more	1%	0%	2%	1%		3%			2%			1%	2%		1%	1%	2%	1%	1%	2%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	
<b>Average</b>	<b>20.3</b>	<b>14.5</b>	<b>35.7</b>	<b>25.2</b>	<b>.3</b>	<b>48.4</b>	<b>4.6</b>	<b>7.0</b>	<b>42.9</b>	<b>3.5</b>	<b>4.6</b>	<b>28.0</b>	<b>52.9</b>	<b>7.8</b>	<b>28.1</b>	<b>34.8</b>	<b>40.4</b>	<b>26.0</b>	<b>32.7</b>	<b>43.6</b>	
n =	390	233	57	100	87	38	64	58	123	28	20	82	85	108	198	153	121	210	153	102	

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El Paso (ELP)	0%	6%	1%	19%	56%	23%	2%	3%	2%	50%	19%	7%	2%	2%	5%	6%	4%	5%	7%	5%	
	1 - 24%	3%	1%	8%		9%		10%			6%		8%		4%	4%	4%	3%	3%	6%	
	25% - 49%	4%	1%	15%		9%	7%	8%	2%		19%	5%	3%	2%	6%	7%	4%	5%	4%	5%	
	50% - 74%	4%	3%	10%			7%	3%	5%			7%		7%	5%	5%	4%	4%	4%	4%	
	75% - 99%	9%	9%	12%	8%		4%	10%	13%		13%	9%	8%	10%	11%	11%	12%	9%	9%	13%	
	100%	74%	86%	88%	40%	44%	59%	80%	68%	78%	50%	44%	72%	79%	79%	69%	68%	72%	75%	72%	68%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<b>Average</b>		85.9	95.0	98.4	59.0	44.4	62.4	89.7	81.6	93.2	50.0	59.2	85.6	88.5	91.9	84.3	82.8	86.7	86.6	83.9	83.0
<b>n =</b>		235	148	25	62	9	22	46	40	115	4	16	57	62	91	159	127	101	162	116	80
Albuquerque (ABQ)	0%	80%	89%	100%	53%	78%	73%	85%	73%	83%	75%	69%	79%	81%	84%	77%	75%	79%	81%	79%	74%
	1 - 24%	4%	5%	5%			2%		8%		6%	2%	5%	5%	5%	6%	6%	4%	3%	6%	
	25% - 49%	3%	2%	6%				8%	3%			5%	3%	2%	4%	5%	2%	3%	4%	6%	
	50% - 74%	6%	3%	16%		14%	7%	8%	4%		6%	5%	5%	8%	8%	8%	6%	7%	6%	6%	
	75% - 99%	3%	1%	11%		5%	7%	10%			19%	4%	5%		4%	4%	4%	2%	3%	5%	
	100%	3%	1%	8%	22%	9%		3%	2%	25%		5%	2%	1%	3%	3%	3%	2%	3%	3%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<b>Average</b>		10.2	4.1	.0	28.8	22.2	21.4	8.6	16.8	5.7	25.0	18.4	12.7	9.8	6.2	11.2	12.6	10.5	9.5	11.3	12.5
<b>n =</b>		235	148	25	62	9	22	46	40	115	4	16	57	62	91	159	127	101	162	116	80

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Ciudad Juarez (CJS)	0%	98%	99%	96%	98%	100%	100%	98%	98%	98%	100%	100%	96%	98%	99%	97%	99%	99%	98%	98%	98%
	1 - 24%	2%	1%	4%	2%			2%	3%	2%			4%	2%	1%	3%	1%	1%	2%	2%	3%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		.2	.1	.8	.2	.0	.0	.2	.3	.2	.0	.0	.2	.2	.2	.3	.1	.2	.1	.2	.4
<b>n =</b>		235	148	25	62	9	22	46	40	115	4	16	57	62	91	159	127	101	162	116	80
Other airports	0%	91%	99%	96%	73%	67%	77%	93%	88%	97%	75%	69%	93%	90%	97%	90%	89%	94%	93%	90%	88%
	1 - 24%	4%	1%	4%	11%		5%	4%	13%	2%		13%	5%	6%	1%	5%	6%	3%	3%	6%	9%
	25% - 49%	1%			5%		5%			2%				3%	1%	2%	2%	1%	2%	2%	3%
	50% - 74%	1%			3%		5%	2%				6%	2%			1%	2%	2%	1%		
	75% - 99%	0%			2%		5%					6%				1%	1%			1%	
	100%	2%			6%	33%	5%				25%	6%			1%	1%	1%		2%	2%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.3	.1	.4	12.0	33.3	11.8	1.5	1.4	.7	25.0	15.6	1.4	1.5	1.6	3.5	3.5	1.5	3.1	3.6	3.0
<b>n =</b>		235	148	25	62	9	22	46	40	115	4	16	57	62	91	159	127	101	162	116	80

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Cities your employees flew to most frequently via commercial air		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
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Dallas, TX		41%	40%	50%	42%	38%	38%	35%	34%	47%	25%	27%	43%	39%	46%	51%	47%	43%	45%	44%	48%
Phoenix, AZ		30%	30%	23%	32%	13%	14%	21%	32%	38%	25%	13%	33%	31%	31%	35%	32%	30%	41%	42%	37%
Las Vegas, NV		25%	26%	23%	23%		14%	23%	32%	28%	25%	20%	27%	27%	23%	25%	27%	24%	28%	29%	23%
Denver, CO		24%	24%	27%	22%	38%	19%	23%	21%	25%	25%	20%	27%	19%	26%	22%	34%	22%	24%	22%	19%
Los Angeles, CA		21%	23%	23%	15%		10%	12%	24%	27%		27%	22%	22%	19%	21%	19%	22%	23%	24%	26%
Houston, TX		16%	16%	23%	15%	13%	10%	16%	8%	22%	25%	27%	6%	19%	20%	19%	20%	31%	18%	17%	16%
Chicago, IL		10%	11%	14%	7%		14%	5%	5%	15%		20%	8%	8%	12%	11%	10%	13%	11%	8%	8%
Washington, D.C.		10%	11%	9%	10%	13%		9%	8%	14%	25%		8%	10%	12%	10%	13%	10%	7%	7%	11%
Orlando, FL		8%	10%	9%	3%	13%	5%	7%	11%	8%	25%		10%	12%	5%	7%	9%	12%	9%	5%	5%
Albuquerque, NM		7%	2%		22%	25%	29%	5%	5%	3%	25%	27%	8%	7%	2%	9%	9%	5%	7%	11%	12%
San Diego, CA		7%	8%	9%	5%		5%	7%	11%	7%			10%	5%	9%	7%	6%	5%	9%	8%	8%
Austin, TX		7%	7%		8%		5%	9%	8%	6%		7%	8%	10%	4%	7%	8%	11%	9%	5%	7%
San Antonio, TX		5%	5%		8%		5%	5%	8%	5%			2%	8%	6%	3%	6%	3%	5%	4%	3%
New York, NY		4%	5%	5%	2%			5%	5%	4%			4%	5%	4%	5%	5%	5%	5%	6%	5%
Atlanta, GA		4%	4%	5%	5%			2%	11%	4%			2%	10%	2%	4%	3%	4%	4%	4%	1%

(cont.)

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Seattle, WA	4%	2%	14%	5%			13%	3%		7%	2%	8%	1%	3%	5%	3%	5%	5%	4%	
Nashville, TN	3%	5%				5%	2%	3%	3%		7%		2%	5%	3%	3%	2%	3%	3%	
Minneapolis, MN	2%	2%	5%	3%		10%	5%	3%			13%	2%	3%		2%	3%	4%	3%	3%	
San Francisco, CA	2%	3%		2%				5%	3%			2%	7%		3%	3%	2%	3%	3%	
El Paso, TX	2%	2%		3%		5%	2%		3%			6%		2%	2%	2%	3%	2%	3%	
Portland, OR	2%	2%		3%			7%		2%		7%	6%		1%	3%	4%	3%	2%	1%	
Salt Lake City, UT	2%	2%		5%		5%	5%	3%	1%		7%	4%		2%	3%	3%	2%	3%	1%	
Kansas City, MO	2%	2%		3%			2%	3%	2%			2%	2%	2%	2%	3%	2%	1%	2%	3%
New Orleans, LA	2%	2%		2%			2%	5%	1%		7%	2%		2%	2%	2%	2%	2%	2%	1%
Reno, NV	2%	1%	5%	3%			2%	3%	2%		7%		3%	1%	1%	2%	3%	2%	2%	1%
California	2%	2%		3%			2%	3%	2%			2%	3%	1%	1%	2%	1%	1%	3%	
Las Vegas, NM	1%	2%						5%	1%			4%	2%		2%	2%	1%	2%	2%	3%
Tampa, FL	1%	1%		3%		5%			2%					4%	2%	3%	1%	2%	2%	1%
Miami, FL	1%	2%	5%					5%	1%				5%		1%	1%	1%	2%	3%	3%
Cleveland, OH	1%	2%		2%			2%	3%	1%				2%	2%	1%	2%	1%	2%	2%	1%
Milwaukee, WI	1%	2%		2%					3%				2%	2%	2%	2%	1%	2%	2%	
Washington	1%	2%		2%			2%		2%				3%	1%	1%	1%	1%	2%	3%	
Detroit, MI	1%	1%	9%				5%		1%		7%			2%	1%		1%		1%	
St. Louis, MO	1%	2%				5%			1%				2%	1%	1%		1%	1%		
Arizona	1%	2%					2%		1%			2%		1%	1%	1%		1%	1%	
Louisville, KY	1%	2%							2%					2%	1%	1%	1%	1%		
Boston, MA	1%			3%					2%			2%		1%	1%	2%				
Florida	1%			3%			2%		1%			2%		1%	1%	1%		1%		
Alberta, CAN	0%	1%						3%					2%		1%	1%	1%	1%	1%	1%
Birmingham, AL	0%	1%							1%			2%			1%	1%	1%	1%	1%	1%
Boise, ID	0%	1%					2%					2%			1%	1%	1%	1%	1%	1%
Burbank, CA	0%	1%						3%				2%			1%	1%	1%	1%	1%	1%
Dayton, OH	0%	1%							1%				1%	1%	1%	1%	1%	1%	1%	1%
Michigan	0%	1%						3%				2%			1%	1%	1%	1%	1%	1%
Pennsylvania	0%	1%							1%				2%		1%	1%	1%	1%	1%	1%
San Jose, CA	0%			2%					1%				2%		1%	1%	1%	1%	1%	1%
South Carolina	0%	1%						3%					2%		1%	1%	1%	1%	1%	1%
Tucson, AZ	0%	1%							1%					1%	1%	1%	1%	1%	1%	1%
Columbus, OH	0%	1%					2%					2%			1%		1%	1%	1%	1%
Juneau, AK	0%		5%					3%				2%		1%	1%		1%	1%	1%	1%
Roswell, NM	0%			2%				3%					2%		1%	1%	1%		1%	1%
Santa Fe, NM	0%	1%						2%					2%		1%	1%		1%	1%	1%
South Dakota	0%	1%						2%			7%				1%		1%	1%	1%	1%

(cont.)

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Charleston, SC	0%	1%						1%					1%	1%	1%		1%	1%		
Dubuque, IA	0%	1%						1%					1%	1%	1%		1%	1%		
Lexington, KY	0%			2%			2%					2%		1%	1%	1%	1%			
Longview, TX	0%	1%						1%					1%	1%	1%	1%	1%			
Oakland, CA	0%			2%				1%			2%			1%			1%	1%	1%	
Puerto Vallarta, MX	0%	1%					2%				2%			1%	1%	1%	1%			
Richard, VA	0%	1%						1%					1%	1%	1%	1%	1%			
Sioux Falls, SD	0%			2%				1%					1%	1%	1%		1%	1%		
Chihuahua, MX	0%		5%					1%					1%	1%		1%			1%	
Fort Lauderdale, FL	0%			2%			5%						1%	1%	1%		1%			
Georgia	0%		5%					3%					1%	1%			1%	1%		
Guadalajara, MX	0%		5%					1%					1%	1%		1%			1%	
Indianapolis, IN	0%	1%						1%					1%	1%	1%		1%			
Lubbock, TX	0%			2%			5%				7%			1%	1%				1%	
Monterrey, MX	0%		5%					1%					1%	1%		1%			1%	
Oklahoma City, OK	0%			2%			5%				7%			1%			1%	1%		
Pittsburgh, PA	0%	1%						1%				2%		1%		1%	1%			
Puebla, MX	0%		5%					1%					1%	1%	1%	1%			1%	
Bullhead City, AZ	0%			2%			2%				7%				1%	1%				
Carlsbad, CA	0%	1%						3%				2%					1%	1%		
Jacksonville, FL	0%	1%						3%				2%					1%	1%		
Oklahoma	0%	1%						1%				2%		1%			1%			
Philadelphia, PA	0%	1%						3%				2%		1%		1%				
Salina, KS	0%	1%										2%		1%	1%		1%			
Texas	0%	1%						3%				2%					1%	1%		
Wichita, KS	0%	1%										2%		1%	1%		1%			
Palm Springs, CA	0%	1%						1%				2%		1%						
Raleigh, NC	0%			2%			5%			25%				1%						
Cozumel, MX	0%	1%						1%		25%										
Fort Worth, TX	0%			2%			2%					2%								
Minnesota	0%			2%				1%					1%							
Nevada	0%			2%				1%					1%							
Ontario, CAN	0%	1%						1%				2%								
<b>TOTAL</b>	282%	279%	282%	288%	150%	219%	247%	303%	313%	250%	273%	278%	300%	280%	301%	315%	304%	305%	295%	295%
n =	213	131	22	60	8	21	43	38	101	4	15	51	59	81	150	119	93	148	108	73

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Cities your employees flew to most frequently via commercial air		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
Overall, how important is the availability of air service at El Paso International Airport (ELP) to your business/organization?	1 - Not at all important	24%	23%	30%	21%	100%					83%		12%	6%	7%	6%	4%	6%	10%	9%	9%
	2	10%	9%	8%	15%		100%				7%	55%	7%	14%	4%	11%	9%	8%	9%	10%	8%
	3 -Moderately important	17%	17%	15%	19%			100%			3%	35%	41%	11%	11%	17%	14%	20%	18%	18%	15%
	4	15%	15%	13%	17%				100%		3%		12%	35%	14%	20%	22%	17%	20%	22%	23%
	5 - Extremely important	34%	36%	34%	28%					100%	3%	10%	28%	34%	64%	47%	50%	49%	43%	41%	46%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.3	3.3	3.1	3.2	1.0	2.0	3.0	4.0	5.0	1.4	2.7	3.4	3.8	4.3	3.9	4.0	4.0	3.8	3.8	3.9
<b>n =</b>		381	233	53	95	90	38	65	58	130	29	20	85	85	112	198	156	122	211	154	103
Overall, how well does ELP serve your organization's air travel needs?	1 - Not well at all	9%	8%	4%	13%	51%	6%	2%	2%	1%	100%					4%	3%	2%	4%	5%	5%
	2	6%	3%	7%	12%		31%	11%		2%		100%				7%	6%	7%	6%	7%	4%
	3 - Moderately well	26%	29%	22%	23%	21%	17%	55%	18%	19%			100%			27%	28%	25%	30%	26%	26%
	4	26%	24%	22%	31%	11%	34%	14%	53%	23%				100%		28%	27%	31%	26%	28%	35%
	5 - Extremely well	34%	36%	46%	21%	17%	11%	19%	28%	56%					100%	35%	35%	34%	34%	32%	30%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.7	3.8	4.0	3.4	2.4	3.1	3.4	4.1	4.3	1.0	2.0	3.0	4.0	5.0	3.8	3.9	3.9	3.8	3.8	3.8
<b>n =</b>		333	203	46	84	47	35	64	57	128	29	20	87	85	112	196	153	121	203	148	97

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Cities your employees flew to most frequently via commercial air		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
Approximately how many annual airline "person-trips" are attributable to visitors traveling specifically to visit your organization?	None	45%	49%	45%	37%	85%	57%	38%	38%	18%	84%	50%	36%	35%	30%	24%	23%	23%	29%	31%	27%
	1 - 2 person-trips	9%	10%	8%	9%	7%	8%	13%	11%	8%	4%	5%	8%	9%	16%	11%	9%	13%	10%	10%	9%
	3 - 4 person-trips	13%	10%	12%	20%	1%	11%	21%	15%	18%		20%	12%	20%	15%	16%	16%	15%	13%	14%	18%
	5 - 9 person-trips	9%	9%	16%	8%	4%	8%	6%	8%	17%	8%	5%	12%	10%	12%	14%	15%	11%	14%	11%	9%
	10 - 49 person-trips	16%	16%	14%	19%	2%	16%	17%	19%	25%		20%	21%	16%	21%	25%	27%	27%	24%	23%	27%
	50 - 99 person-trips	3%	4%		3%			2%	4%	8%	4%		5%	5%	3%	6%	5%	8%	5%	6%	5%
	100 - 999 person-trips	2%	2%	4%	1%			3%	4%	3%			4%	1%	2%	2%	2%	1%	1%	1%	1%
1000+ person trips	2%	1%	2%	3%				2%	3%			2%	3%	1%	2%	3%	3%	1%	3%	3%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		181.4	105.2	38.0	447.5	.6	3.8	10.9	41.8	520.4	2.6	4.3	481.3	37.4	202.8	329.9	417.4	349.8	308.3	430.3	427.3
<b>Median</b>		2.0	1.0	2.0	3.0	.0	.0	2.0	3.0	5.0	.0	1.0	3.0	3.0	3.0	4.0	5.0	4.0	4.0	3.0	3.0
<b>n =</b>		364	222	51	91	82	37	63	53	119	25	20	84	79	104	191	150	119	201	144	96
(Online survey only) Which of the following air travel policies, if any, does your company encourage or enforce for employee travel?	Use lowest cost airfare	43%	42%	40%	50%	13%	63%	33%	50%	54%	40%	25%	44%	55%	52%	49%	48%	50%	55%	50%	48%
	Use most convenient air travel arrangements (e.g. minimize employee travel time & stress)	38%	42%		50%	7%	25%	22%	50%	57%	20%	50%	31%	35%	61%	44%	48%	50%	55%	50%	48%
	Balance considerations of cost and convenience	27%	26%	30%	25%	7%	25%	22%	33%	36%		50%	25%	35%	26%	24%	38%	32%	32%	26%	22%
	Use lowest aggregate cost of travel	24%	17%	10%	56%		25%	22%	39%	29%	20%	25%	25%	25%	26%	29%	35%	21%	32%	24%	26%
	None	24%	26%	20%	19%	80%	25%	22%	11%		60%	25%	19%	10%	9%	11%	10%	7%	5%	6%	4%
	Use preferred airline(s)	11%	15%	10%				11%		29%			13%	10%	22%	16%	13%	14%	16%	9%	4%
	Begin outbound travel from specific airport(s) (e.g. ELP, ABQ, etc.)	10%	11%	10%	6%	7%	13%	11%	6%	14%			6%	5%	26%	11%	8%	14%	18%	15%	9%
<b>TOTAL</b>		177%	179%	120%	206%	113%	175%	144%	189%	218%	140%	175%	163%	175%	222%	184%	198%	189%	211%	179%	161%
<b>n =</b>		79	53	10	16	15	8	9	18	28	5	4	16	20	23	45	40	28	44	34	23

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If air service was available, to what extent might the following factors influence your organization to use LRU on future business trips?		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
The location of the Las Cruces Airport, 9 miles west of downtown Las Cruces	1 - No influence	23%	24%	24%	18%	66%	22%	14%	9%	6%	60%	6%	12%	12%	14%	8%	3%	5%	7%	7%	8%
	2	3%	2%	7%	2%	4%	3%	3%	2%	1%	4%			5%	2%	2%	1%	2%	2%	2%	
	3 - Moderate influence	12%	12%	16%	12%	10%	22%	10%	14%	11%	16%	24%	8%	10%	16%	10%	10%	11%	12%	11%	9%
	4	10%	9%	9%	11%	1%	28%	14%	12%	7%	8%	6%	10%	16%	9%	10%	11%	9%	10%	11%	13%
	5 - Strong influence	53%	53%	44%	57%	18%	25%	59%	63%	75%	12%	65%	70%	57%	59%	70%	75%	74%	70%	69%	71%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.7	3.7	3.4	3.8	2.0	3.3	4.0	4.2	4.5	2.1	4.2	4.3	4.0	4.0	4.3	4.5	4.5	4.3	4.3	4.4
<b>n =</b>		353	216	45	92	77	32	58	57	121	25	17	77	81	108	195	153	122	208	152	102
The small size of the airport, with short lines, lack of crowds and ease of use	1 - No influence	21%	20%	21%	21%	65%	14%	12%	9%	5%	55%		13%	11%	13%	6%	5%	4%	7%	7%	6%
	2	3%	2%	4%	3%	3%	3%		6%	2%	9%			2%	3%	3%	3%	3%	2%	2%	
	3 - Moderate influence	14%	13%	21%	12%	6%	17%	14%	20%	15%	5%	5%	15%	15%	18%	12%	13%	14%	12%	9%	7%
	4	13%	14%	6%	13%	4%	37%	25%	6%	9%	18%	21%	11%	14%	14%	12%	10%	8%	13%	16%	14%
	5 - Strong influence	50%	50%	47%	51%	23%	29%	49%	59%	69%	14%	74%	60%	56%	53%	67%	70%	71%	65%	66%	70%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.7	3.7	3.5	3.7	2.2	3.6	4.0	4.0	4.4	2.3	4.7	4.0	4.0	3.9	4.3	4.4	4.4	4.3	4.3	4.4
<b>n =</b>		343	210	47	86	71	35	57	54	117	22	19	75	79	103	191	151	118	206	147	98

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Source: RRC Associates

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To what extent might the following factors deter your organization from using LRU on future business trips?	OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
		City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe	
Round-trip airfare from Las Cruces Airport may be \$75-\$100 higher than airfare to the same city from El Paso Airport	1 - Not a deterrent at all	20%	23%	13%	15%	52%	12%	10%	11%	13%	44%	18%	16%	15%	9%	14%	14%	18%	15%	15%	16%
	2	10%	12%	9%	6%	3%	12%	19%	11%	9%	6%	24%	19%	5%	9%	14%	16%	12%	14%	13%	16%
	3 - Moderate deterrent	29%	29%	22%	33%	22%	27%	32%	30%	32%	19%	29%	34%	34%	26%	35%	30%	36%	34%	35%	35%
	4	16%	14%	20%	18%	3%	15%	15%	23%	20%	6%	12%	13%	22%	20%	16%	18%	13%	14%	15%	13%
	5 - Great deterrent	26%	22%	37%	28%	20%	33%	24%	26%	26%	25%	18%	18%	24%	36%	21%	22%	22%	23%	21%	21%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Average</b>	<b>3.2</b>	<b>3.0</b>	<b>3.6</b>	<b>3.4</b>	<b>2.4</b>	<b>3.5</b>	<b>3.2</b>	<b>3.4</b>	<b>3.4</b>	<b>2.6</b>	<b>2.9</b>	<b>3.0</b>	<b>3.4</b>	<b>3.6</b>	<b>3.2</b>	<b>3.2</b>	<b>3.1</b>	<b>3.2</b>	<b>3.1</b>	<b>3.1</b>	
<b>n =</b>	<b>341</b>	<b>210</b>	<b>46</b>	<b>85</b>	<b>60</b>	<b>33</b>	<b>59</b>	<b>57</b>	<b>123</b>	<b>16</b>	<b>17</b>	<b>79</b>	<b>82</b>	<b>109</b>	<b>197</b>	<b>153</b>	<b>120</b>	<b>207</b>	<b>149</b>	<b>102</b>	
Las Cruces may have a limited selection of 1 or 2 flights per day (to any given city)	1 - Not a deterrent at all	18%	21%	11%	16%	49%	12%	12%	9%	12%	41%	11%	22%	9%	9%	11%	11%	13%	13%	14%	15%
	2	11%	10%	15%	12%	7%	6%	27%	16%	6%	6%	21%	20%	6%	10%	14%	12%	18%	14%	14%	14%
	3 - Moderate deterrent	35%	37%	28%	33%	25%	36%	32%	39%	39%	29%	42%	35%	37%	36%	39%	42%	37%	40%	36%	38%
	4	19%	18%	15%	26%	14%	27%	15%	21%	23%	24%	26%	16%	30%	18%	22%	21%	20%	18%	23%	21%
	5 - Great deterrent	16%	14%	32%	13%	5%	18%	15%	16%	20%			6%	19%	27%	13%	13%	12%	15%	14%	13%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Average</b>	<b>3.0</b>	<b>3.0</b>	<b>3.4</b>	<b>3.1</b>	<b>2.2</b>	<b>3.3</b>	<b>3.0</b>	<b>3.2</b>	<b>3.3</b>	<b>2.4</b>	<b>2.8</b>	<b>2.7</b>	<b>3.4</b>	<b>3.4</b>	<b>3.1</b>	<b>3.1</b>	<b>3.0</b>	<b>3.1</b>	<b>3.1</b>	<b>3.0</b>	
<b>n =</b>	<b>341</b>	<b>209</b>	<b>47</b>	<b>85</b>	<b>59</b>	<b>33</b>	<b>60</b>	<b>57</b>	<b>122</b>	<b>17</b>	<b>19</b>	<b>79</b>	<b>81</b>	<b>108</b>	<b>195</b>	<b>153</b>	<b>118</b>	<b>207</b>	<b>152</b>	<b>102</b>	

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		Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
		OVERALL	City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
<b>To what extent might the following factors deter your organization from using LRU on future business trips?</b>	1 - Not a deterrent at all	32%	35%	27%	28%	62%	21%	24%	16%	32%	47%	41%	35%	20%	23%	29%	31%	29%	29%	29%	31%
	2	15%	12%	20%	18%	13%	18%	15%	18%	12%	6%	24%	22%	14%	11%	19%	20%	18%	18%	19%	22%
	3 - Moderate deterrent	25%	25%	16%	31%	12%	27%	26%	39%	25%	24%	18%	24%	35%	24%	26%	26%	24%	27%	29%	26%
	4	14%	12%	13%	17%	5%	9%	18%	16%	17%	6%	18%	11%	17%	18%	14%	13%	18%	14%	9%	10%
	5 - Great deterrent	15%	16%	24%	6%	8%	24%	18%	12%	13%	18%		7%	15%	24%	12%	11%	13%	13%	15%	12%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.6	2.6	2.9	2.6	1.9	3.0	2.9	2.9	2.7	2.4	2.1	2.3	2.9	3.1	2.6	2.5	2.7	2.6	2.6	2.5
<b>n =</b>		343	211	45	87	60	33	62	57	121	17	17	82	81	108	195	152	119	207	150	101
<b>Lack of familiarity with the Las Cruces Airport</b>	1 - Not a deterrent at all	66%	67%	67%	65%	81%	55%	65%	65%	62%	63%	68%	73%	65%	56%	65%	66%	65%	67%	64%	68%
	2	9%	10%	9%	8%	2%	15%	5%	11%	13%		11%	11%	8%	12%	12%	13%	10%	11%	10%	10%
	3 - Moderate deterrent	12%	13%	11%	12%	8%	21%	15%	15%	10%	25%	11%	10%	16%	12%	13%	13%	13%	12%	15%	12%
	4	7%	7%	7%	8%	2%	6%	10%	5%	10%	6%	11%	4%	9%	9%	7%	6%	8%	7%	7%	8%
	5 - Great deterrent	5%	4%	7%	7%	7%	3%	6%	4%	5%	6%		3%	3%	10%	3%	3%	4%	4%	5%	3%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		1.8	1.7	1.8	1.8	1.5	1.9	1.9	1.7	1.8	1.9	1.6	1.5	1.8	2.0	1.7	1.7	1.8	1.7	1.8	1.7
<b>n =</b>		340	209	46	85	59	33	62	55	122	16	19	80	79	108	195	152	119	206	151	102

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey**  
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If commercial air service was available, how many "person-trips" would your company likely take from LRU to each of the following airports per year?		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
1-2x daily jet service to Dallas/Fort Worth via American Airlines	None	44%	44%	53%	41%	86%	42%	46%	29%	23%	70%	32%	35%	33%	36%		14%	6%	20%	25%	19%
	1-4 trips/year	42%	43%	39%	42%	14%	44%	48%	63%	47%	30%	37%	48%	52%	47%	75%	59%	67%	57%	54%	56%
	5-9 trips/year	7%	8%	4%	8%		11%	5%	5%	13%		21%	11%	6%	8%	13%	13%	12%	12%	13%	17%
	10-24 trips/year	5%	4%	2%	9%		3%	2%	4%	12%		11%	2%	7%	8%	9%	10%	11%	8%	7%	5%
	25-49 trips/year	1%	1%							2%			1%		2%	1%	2%	2%	1%		1%
	100-249 trips/year	0%		2%						1%				1%		0%	1%	1%	0%	1%	1%
	250-499 trips/year	0%	0%							1%			1%			0%	1%	1%	0%	1%	1%
	1000+ trips/year	0%			1%					1%			1%			0%	1%	1%	0%	1%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		6.9	4.5	5.2	13.8	.4	2.4	1.8	2.5	17.8	.7	4.2	19.8	5.1	3.7	12.4	14.6	17.3	11.3	13.2	18.3
<b>n =</b>		367	224	49	93	78	36	61	56	121	27	19	81	81	106	204	159	126	216	158	106
1-2x daily jet service to Denver via United Airlines	None	57%	55%	67%	54%	91%	61%	64%	38%	36%	81%	53%	47%	48%	49%	33%		25%	36%	40%	36%
	1-4 trips/year	35%	35%	24%	40%	9%	33%	33%	54%	46%	15%	37%	44%	41%	41%	54%	81%	60%	52%	49%	52%
	5-9 trips/year	5%	6%	6%	3%		6%	3%	7%	10%	4%	11%	5%	6%	7%	8%	13%	10%	7%	6%	7%
	10-24 trips/year	2%	3%		2%				2%	6%			1%	4%	4%	4%	5%	3%	4%	3%	3%
	100-249 trips/year	1%	0%	2%						2%			1%	1%		1%	1%	2%	1%	1%	2%
	1000+ trips/year	0%			1%					1%			1%			0%	1%	1%	0%	1%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		5.3	2.6	4.6	12.3	.2	1.2	1.0	2.1	14.0	.6	1.7	16.2	4.2	2.1	9.2	12.2	13.4	8.7	10.7	15.0
<b>n =</b>		367	224	49	93	78	36	61	56	121	27	19	81	81	106	204	159	126	216	158	106

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey**  
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If commercial air service was available, how many "person-trips" would your company likely take from LRU to each of the following airports per year?		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
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1-2x daily jet service to Houston via United Airlines	None	66%	63%	78%	66%	91%	72%	61%	63%	50%	89%	53%	63%	53%	61%	42%	41%		49%	51%	43%
	1-4 trips/year	28%	31%	16%	26%	9%	25%	38%	34%	32%	11%	32%	30%	38%	30%	47%	46%	80%	40%	38%	45%
	5-9 trips/year	3%	3%	2%	5%		3%	2%	4%	7%		11%	5%	4%	3%	5%	5%	10%	5%	6%	5%
	10-24 trips/year	3%	3%	2%	2%					8%		5%		4%	6%	5%	6%	8%	5%	3%	4%
	50-99 trips/year	0%		2%						1%				1%		0%	1%	1%	0%	1%	1%
	100-249 trips/year	0%	0%							1%			1%			0%	1%	1%	0%	1%	1%
	500-999 trips/year	0%			1%					1%			1%			0%	1%	1%	0%	1%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		4.1	2.3	2.4	9.4	.2	.8	1.1	1.1	10.9	.3	2.4	12.5	2.8	1.9	7.2	8.8	11.9	6.7	8.3	11.5
<b>n =</b>		367	224	49	93	78	36	61	56	121	27	19	81	81	106	204	159	126	216	158	106
1-2x daily jet service to Phoenix via American Airlines	None	41%	38%	49%	45%	73%	47%	38%	23%	26%	67%	37%	26%	35%	35%	16%	13%	13%		16%	14%
	1-4 trips/year	46%	49%	45%	39%	24%	42%	54%	64%	49%	33%	47%	54%	48%	51%	63%	62%	63%	77%	63%	64%
	5-9 trips/year	8%	9%	4%	10%	3%	11%	7%	9%	13%		16%	15%	9%	8%	13%	15%	16%	14%	13%	12%
	10-24 trips/year	2%	2%		4%				2%	6%				5%	4%	4%	4%	3%	4%	4%	2%
	25-49 trips/year	2%	3%					2%	2%	3%			2%	1%	2%	2%	4%	3%	3%	2%	4%
	50-99 trips/year	0%			1%					1%				1%					0%	1%	1%
	100-249 trips/year	1%	0%	2%						2%			1%	1%		1%	1%	2%	1%	1%	2%
	1000+ trips/year	0%			1%					1%			1%			0%	1%	1%	0%	1%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		6.6	3.9	5.0	13.9	.8	1.8	2.4	3.2	16.1	.8	2.3	17.8	6.2	3.2	10.7	13.2	15.1	11.2	12.8	17.6
<b>n =</b>		367	224	49	93	78	36	61	56	121	27	19	81	81	106	204	159	126	216	158	106

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Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
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If commercial air service was available, how many "person-trips" would your company likely take from LRU to each of the following airports per year?		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
2-4x daily propeller plane service to Albuquerque	None	57%	60%	53%	52%	82%	56%	56%	39%	48%	70%	42%	52%	48%	55%	42%	40%	38%	39%		9%
	1-4 trips/year	31%	28%	43%	30%	17%	39%	31%	38%	34%	26%	47%	30%	38%	29%	39%	38%	39%	42%	71%	58%
	5-9 trips/year	7%	6%	4%	11%	1%	3%	7%	14%	10%	4%	5%	10%	7%	9%	11%	11%	12%	11%	16%	17%
	10-24 trips/year	4%	5%		4%		3%	7%	7%	5%		5%	5%	5%	6%	6%	8%	7%	6%	9%	11%
	25-49 trips/year	1%	1%		2%				2%	2%			2%	1%	1%	2%	3%	3%	2%	3%	3%
	500-999 trips/year	0%			1%					1%			1%			0%	1%	1%	0%	1%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		4.4	2.3	1.4	11.1	.5	1.6	2.4	3.8	9.5	.9	2.4	12.4	2.8	2.7	7.2	8.6	10.1	7.0	10.2	12.7
<b>n =</b>		367	224	49	93	78	36	61	56	121	27	19	81	81	106	204	159	126	216	158	106
1-2x daily propeller plane service to Santa Fe	None	71%	74%	67%	66%	88%	78%	75%	57%	61%	81%	79%	69%	58%	73%	58%	57%	52%	58%	39%	
	1-4 trips/year	21%	19%	27%	25%	12%	22%	20%	27%	26%	19%	21%	19%	31%	19%	30%	28%	33%	30%	44%	74%
	5-9 trips/year	5%	5%	4%	5%			3%	9%	9%			5%	9%	7%	7%	9%	8%	8%	11%	17%
	10-24 trips/year	2%	2%	2%	1%			2%	5%	2%			6%		2%	3%	3%	4%	3%	4%	7%
	25-49 trips/year	1%			2%			2%	1%	1%				2%		1%	1%	2%	0%	1%	2%
	250-499 trips/year	0%			1%					1%			1%			0%	1%	1%	0%	1%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.4	1.2	1.3	6.0	.3	.6	1.0	2.9	5.1	.5	.5	6.5	2.3	1.3	4.0	4.7	5.6	3.8	5.4	8.4
<b>n =</b>		367	224	49	93	78	36	61	56	121	27	19	81	81	106	204	159	126	216	158	106

11 May 20  
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**Las Cruces/Southwest New Mexico Employer Survey  
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<i>If commercial air service was available, how many "person-trips" would your company likely take from LRU to each of the following airports per year?</i>	OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
		City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe	
<b>(Calculated) Share of businesses which would use LRU flight routes at least once per year</b>	1-2x daily jet service to Phoenix via American Airlines	59%	63%	51%	55%	27%	53%	62%	77%	74%	33%	63%	74%	65%	65%	84%	87%	87%	100%	84%	86%
	1-2x daily jet service to Dallas/Fort Worth via American Airlines	56%	56%	47%	59%	14%	58%	54%	71%	77%	30%	68%	65%	67%	64%	100%	86%	94%	80%	75%	81%
	1-2x daily jet service to Denver via United Airlines	43%	45%	33%	46%	9%	39%	36%	63%	64%	19%	47%	53%	52%	51%	67%	100%	75%	64%	60%	64%
	2-4x daily propeller plane service to Albuquerque	43%	40%	47%	48%	18%	44%	44%	61%	52%	30%	58%	48%	52%	45%	58%	60%	62%	61%	100%	91%
	1-2x daily jet service to Houston via United Airlines	34%	37%	22%	34%	9%	28%	39%	38%	50%	11%	47%	37%	47%	39%	58%	59%	100%	51%	49%	57%
	1-2x daily propeller plane service to Santa Fe	29%	26%	33%	34%	12%	22%	25%	43%	39%	19%	21%	31%	42%	27%	42%	43%	48%	42%	61%	100%
	Would not use any of these LRU flights	26%	26%	29%	23%	65%	28%	18%	5%	11%	56%	16%	15%	15%	16%						
<b>TOTAL</b>		290%	293%	261%	300%	154%	272%	279%	357%	367%	196%	321%	323%	340%	308%	410%	435%	465%	398%	429%	478%
	n =	367	224	49	93	78	36	61	56	121	27	19	81	81	106	204	159	126	216	158	106
<b>(Calculated) Sum of annual LRU person-trips across all listed flight routes (note: sum could be duplicative)</b>	None	26%	26%	29%	23%	65%	28%	18%	5%	11%	56%	16%	15%	15%	16%						
	1 - 4	8%	8%	8%	6%	9%	8%	11%	4%	7%	4%		10%	10%	8%	4%	1%		5%	4%	1%
	5 - 9	25%	22%	33%	27%	18%	31%	33%	38%	17%	19%	37%	27%	22%	30%	25%	21%	20%	27%	22%	16%
	10 - 14	16%	17%	18%	14%	5%	14%	21%	21%	19%	19%	16%	19%	16%	18%	27%	25%	23%	25%	25%	20%
	15 - 24	14%	16%	4%	13%	3%	14%	11%	16%	21%	4%	16%	15%	22%	13%	24%	28%	31%	22%	27%	37%
	25+	12%	11%	8%	17%		6%	5%	16%	25%		16%	15%	15%	15%	20%	25%	26%	20%	22%	26%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		29.7	16.7	19.8	66.6	2.4	8.4	9.7	15.7	73.4	3.9	13.5	85.2	23.4	14.9	50.8	62.2	73.5	48.7	60.6	83.5
	n =	367	224	49	93	78	36	61	56	121	27	19	81	81	106	204	159	126	216	158	106

11 May 20  
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**Las Cruces/Southwest New Mexico Employer Survey  
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LRU considerations		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
If you could choose only one of the following airports for airline service to Las Cruces, which would you choose?	Dallas/Fort Worth (DFW)	30%	30%	25%	32%	19%	32%	37%	26%	33%	29%	45%	29%	33%	31%	40%	33%	36%	31%	24%	25%
	Phoenix	26%	32%	22%	15%	27%	26%	21%	28%	27%	4%	10%	33%	28%	24%	23%	25%	23%	32%	26%	19%
	Albuquerque	25%	25%	25%	24%	32%	26%	31%	28%	14%	42%	15%	20%	23%	22%	17%	16%	19%	19%	31%	31%
	Denver	9%	7%	12%	13%	12%	9%	2%	14%	10%	17%	10%	10%	8%	9%	9%	15%	6%	8%	6%	5%
	Santa Fe	5%	3%	8%	8%	4%	6%	5%		7%	4%	5%	6%	5%	5%	5%	6%	6%	6%	9%	16%
	Houston (IAH)	6%	4%	8%	8%	5%		5%	4%	9%	4%	15%	2%	4%	8%	6%	6%	10%	4%	4%	4%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	362	220	51	91	74	34	62	57	124	24	20	83	79	108	201	159	124	212	156	105
Top two choices for airline service to Las Cruces	Phoenix	57%	65%	51%	42%	56%	62%	57%	54%	56%	40%	55%	64%	57%	56%	57%	59%	60%	68%	57%	50%
	Dallas/Fort Worth (DFW)	54%	56%	51%	52%	36%	56%	62%	51%	64%	48%	55%	60%	56%	61%	70%	59%	60%	58%	47%	46%
	Albuquerque	40%	38%	39%	45%	52%	47%	41%	40%	27%	48%	40%	33%	34%	38%	26%	23%	27%	31%	46%	46%
	Denver	21%	17%	25%	26%	24%	24%	11%	21%	23%	32%	20%	18%	22%	20%	20%	32%	18%	18%	18%	17%
	Houston (IAH)	14%	13%	16%	16%	12%	6%	10%	19%	19%	12%	25%	8%	18%	15%	15%	14%	25%	11%	12%	11%
	Santa Fe	12%	10%	18%	15%	15%	6%	14%	12%	11%	8%	5%	14%	13%	10%	9%	11%	9%	11%	17%	29%
TOTAL		198%	198%	200%	197%	195%	200%	195%	198%	200%	188%	200%	198%	199%	199%	198%	199%	198%	198%	198%	198%
	n =	364	221	51	92	75	34	63	57	124	25	20	83	79	109	202	159	125	214	157	105

11 May 20  
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**Las Cruces/Southwest New Mexico Employer Survey  
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LRU considerations	OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
		City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 -Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe	
If direct air service between Las Cruces International Airport and your most desired location were made available, would your company's use of commercial flights for business travel most likely...	Increase significantly from current levels today	20%	19%	21%	22%	8%	5%	21%	32%	29%	7%	20%	23%	26%	25%	27%	31%	32%	28%	34%	42%
	Increase slightly	28%	29%	25%	29%	15%	46%	31%	30%	28%	22%	55%	38%	26%	24%	36%	34%	33%	35%	35%	32%
	Remain the same	51%	51%	54%	48%	77%	49%	48%	39%	42%	70%	25%	39%	49%	50%	37%	35%	34%	37%	30%	25%
	Decrease (if so, why?)	1%	0%		1%					2%					2%	0%		1%	0%	1%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	372	226	52	94	79	37	62	57	125	27	20	82	82	110	204	159	126	216	158	106
For a given business trip, how much more would your company be willing to pay (round-trip, per person) for a flight from LRU, as compared to a flight to the same city from ELP?	Not willing to pay more	27%	26%	33%	26%	66%	33%	24%	16%	11%	67%	16%	18%	19%	20%	12%	12%	9%	16%	16%	14%
	\$1 - \$49 more	9%	8%	15%	9%	7%	12%	2%	8%	14%		5%	8%	6%	16%	8%	8%	10%	7%	10%	10%
	\$50 more	21%	20%	25%	22%	10%	27%	20%	28%	22%	10%	32%	20%	22%	24%	23%	25%	25%	22%	22%	23%
	\$51 - \$99 more	15%	17%	6%	15%	8%	3%	11%	20%	23%	14%	11%	14%	20%	16%	21%	18%	21%	21%	18%	19%
	\$100 more	20%	22%	19%	17%	8%	21%	28%	20%	22%	5%	32%	28%	26%	15%	28%	27%	27%	26%	26%	27%
	\$101 - \$199 more	3%	3%		6%	2%	3%	4%	4%	4%	5%	5%	4%	6%	2%	4%	4%	5%	4%	4%	4%
	\$200 - \$299 more	3%	3%	2%	4%			7%	2%	3%			8%		3%	2%	3%	1%	3%	2%	1%
\$300+ more	1%	2%		1%			4%	2%	1%				1%	3%	1%	1%	2%	1%	1%	2%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		60.1	63.6	43.5	61.5	22.8	44.1	88.9	65.3	68.6	26.8	63.9	73.8	65.1	66.8	72.6	72.7	74.0	70.3	68.0	71.2
<b>Median</b>		50.0	50.0	50.0	50.0	.0	50.0	75.0	50.0	70.0	.0	50.0	75.0	60.0	50.0	75.0	72.5	75.0	75.0	60.0	66.0
<b>n =</b>		322	196	48	78	61	33	54	50	113	21	19	76	69	97	182	146	112	197	141	94

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

LRU considerations		OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year					
			City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe
If commercial airline service was initiated in Las Cruces, do you believe that the impact on the Las Cruces area economy would be:	Very positive	41%	40%	40%	46%	29%	22%	34%	45%	60%	25%	40%	48%	41%	47%	55%	57%	57%	54%	56%	64%
	Somewhat positive	41%	43%	40%	38%	37%	62%	52%	47%	31%	50%	50%	41%	45%	36%	38%	36%	37%	38%	36%	31%
	No significant impact	10%	12%	12%	3%	18%	14%	11%	2%	5%	7%	5%	11%	8%	10%	5%	6%	6%	6%	6%	4%
	Somewhat negative	0%		2%		1%															
	Don't know	7%	5%	6%	12%	15%	3%	3%	7%	4%	18%	5%		6%	6%	1%	1%	1%	2%	3%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	379	229	52	97	82	37	64	58	124	28	20	83	83	110	203	159	126	216	158	106
If commercial airline service was initiated in Las Cruces, do you believe that the economic impact on your business would be:	Very positive	15%	16%	12%	15%	9%		11%	19%	26%	7%		24%	11%	20%	21%	23%	21%	22%	24%	28%
	Somewhat positive	25%	25%	38%	16%	9%	19%	30%	28%	34%	7%	55%	28%	24%	25%	32%	34%	36%	31%	34%	38%
	No significant impact	53%	53%	44%	56%	67%	78%	54%	47%	37%	57%	40%	46%	58%	50%	44%	39%	40%	42%	39%	29%
	Don't know	8%	6%	6%	12%	16%	3%	5%	7%	4%	29%	5%	1%	7%	5%	3%	4%	4%	5%	3%	5%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	379	229	52	97	82	37	63	58	125	28	20	82	84	110	204	158	126	215	158	106

11 May 20  
Source: RRC Associates

**Las Cruces/Southwest New Mexico Employer Survey  
February / March 2020**

	OVERALL	Location of business			Importance of availability of air service at ELP to your business/organization					How well does ELP serve your organization's air travel needs?					Businesses which would use LRU flight routes at least 1x/year						
		City of Las Cruces	Other Dona Ana County	Outside Dona Ana County	1 - Not at all important	2	3 - Moderately important	4	5 - Extremely important	1 - Not well at all	2	3 - Moderately well	4	5 - Extremely well	1-2x daily jet service to Dallas/Fort Worth via American Airlines	1-2x daily jet service to Denver via United Airlines	1-2x daily jet service to Houston via United Airlines	1-2x daily jet service to Phoenix via American Airlines	2-4x daily propeller plane service to Albuquerque	1-2x daily propeller plane service to Santa Fe	
(Online survey only) How did you become aware of this survey? (Please check all that apply)	I received the survey in the mail	66%	65%	77%	63%	93%	54%	65%	68%	58%	80%	80%	62%	60%	59%	61%	62%	59%	61%	61%	63%
	I received an email about the survey from the Greater Las Cruces Chamber of Commerce	33%	34%	23%	33%	7%	38%	29%	29%	44%	20%	20%	38%	31%	43%	39%	38%	39%	39%	36%	33%
	Other	4%	5%		4%	7%	8%	6%	4%	2%				9%	3%	3%	3%	4%	3%	5%	5%
<b>TOTAL</b>		102%	104%	100%	100%	107%	100%	100%	100%	104%	100%	100%	100%	100%	105%	103%	103%	102%	103%	102%	100%
	n =	123	83	13	27	15	13	17	28	48	5	5	29	35	37	76	69	49	79	61	40

11 May 20  
Source: RRC Associates

### **3. VERBATIM COMMENTS**

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# Las Cruces / Southwest New Mexico Employer Survey

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**Location of business: other**

<b>Location of Business (other)</b>
Albuquerque, NM
Albuquerque, NM
Albuquerque, Potosi, Farmington, Grants, Gallup
All New Mexico
chavez
Eddy County
Eddy County; Torrence County
Otero County
Santa Fe, NM
Socorro County
Socorro county

**Type of business/organization: other services; other**

<b>Type of Business/Organization (other services)</b>
Agriculture/construction
Agriculture/Real Estate
Barber
Beauty salon
Campground business
Carpet installation
Church
Church
Church
Church
Clinical Therapy
Commercial space tourism
Computer IT
computer repair
Employment / Staffing
Free Bible studies by mail
Funeral
Funeral Home
Ground Ambulance
Heavy
Home Daycare Childcare
Income Tax Service
Laundry/car wash
Liquid disposal

<b>Type of Business/Organization (other services)</b>
non profit
Nonprofit
Non-Profit Organization
pest control
Pest Control
Plumbing and Drain Cleaning Service
Senior services- meals, transportation, home care, adult day care
Structural Engineering
Technology (health industry)
U-Haul
Water Association

<b>Type of Business/Organization (other)</b>
Agriculture and Retail Trade
Auto Dealer
Automotive
AUTOMOTIVE REPAIR
Church
Church
Church
Church
Cold Storage
Community Organizing
Construction/real estate
Economic Development
Educational services / Schools / University and Other Services (private practice- counseling services)
Equipment Rental
Health technology
Historical Museum and Retail Trade
Legal Services
Manufacturing/retail trade
Mechanical Contracting
Motel
Not for profit
Non Profit Organization
nonprofit
Nonprofit
Non-profit
Printing of business forms
Printing on paper and garments

<b>Type of Business/Organization (other)</b>
Public library
Residential reentry
Retail Trade & Professional and Technical Services
Tile, granite, quartz, cabinets

**If your employees flew out of other regional airport(s) when traveling from the Las Cruces area (aside from ELP, ABQ and CJS), please specify which airports were used:**

<b>Airports Used Aside ELP, ABQ, CJS</b>
DAL
el paso
ELP
ELP
Grant Co. Airport
Grant County
Grant County Airport
Grant County Airport
Grant County Airport to Albq.
Las Cruces
N/A
n/a
n/a
N/A
N/A
NA
NM
None
none
none
Roswell
Santa Fe
Santa Fe
silver city
Silver City Airport
Silver City Grant County Airport
SVC
Tucson
Tucson
Tucson, Arizona
Tucson, AZ

<b>Airports Used Aside ELP, ABQ, CJS</b>
Tucson, AZ
Various

**Overall, how important is the availability of air service at El Paso International Airport (ELP) to your business/organization? Any comments on your response?**

<b>Importance</b>	<b>Importance of Air Service Availability at ELP 5=Very important; 1=Not at all important</b>
5	ELP is the closest airport for commercial flight. We are a hotel business right off of I-10 so we get lots of business from travelers going to and from El Paso airport.
5	For commercial flights, our only option
5	I have families in NJ, FL, Puerto Rico, GA, that would come often here to visit if there would be direct flights more often, instead of 1 or 2 stops- messing up their flights and day
5	In coming groups and government travelers.
5	It would be better if we could travel from Las Cruces, NM instead
5	It would be nice to have flights to Phoenix, Los Angeles, and San Diego. Any other direction does not make sense from a time standpoint. It is only 45 minutes to the airport. If the city wanted to be innovative, have flights to chihuahua. No flights from El Paso to chihuahua. It would be huge.
5	It would be wonderful if Las Cruces had air service
5	It's too far to travel by car to NYC or Atlanta, etc.; weekend meetings
5	Many customers travel to this area by air
5	Most of my business is out of the local region, so air travel is critical for me and ELP is the closest commercial airport.
5	Not only do we utilize a significant amount of air travel for our employees, we also utilize it for potential candidates for employment as well as student candidates.
5	The next closest airport is 3 hours away.
5	We are a travel agency, 95% of our travelers fly out of El Paso
4	ABQ is the predominant airport used
4	Air travel from Sierra County NM is either El Paso or Albq international airports
4	Albuquerque is more convenient with it being on the south side of the city.
4	Bring more people directly into the City of Las Cruces. They would visit more businesses here than in El Paso.
4	Don't really travel that much
4	It is a bit inconvenient
4	Most of business travel is to Albuquerque by car but when a business trip is required, air service through El Paso is important.
4	Only way to get out of LC at low cost
4	This would be a great deal more convenient
4	we are a hotel, guests fly in.
4	You can keep current airport as municipal, but you need to build an international airport on the south side of I-10 on the west Mesa. Make it a regional to service NW El Paso also.

<b>Importance</b>	<b>Importance of Air Service Availability at ELP 5=Very important; 1=Not at all important</b>
3	Frequent trips to ABQ and Santa Fe
1	Have no employees to travel
1	Las Cruces Airport is much better cost for us
1	No business travel required
	We do get clients coming in from out of town for court hearings and appointments with our office, but our office does not depend on any of the airports to conduct business.
1	We don't do business travel. As individuals, it is much more important.
	Rather do business with NM

**Overall, how well does ELP serve your organization's air travel needs? Any comments on your response?**

<b>Rating</b>	<b>ELP Serving Travel Needs 5=Extremely well; 1=Not well at all</b>
5	Easy in, easy out
5	It would be nice to have the option to fly from a closer airport
5	Other than distance from Las Cruces
5	The only bad part about El Paso is flying to Phoenix. It is almost better to drive time wise from las Cruces. But a 45 minute flight to Phoenix from las Cruces would be very advantageous.
5	Wish airport was closer
4	Direct flight to Mpls would be nice
4	Logistically closer airport would be preferable for our guests.
4	Only option
4	Services have improved to DEN over the past 12 months.
4	The only major inconvenience is the travel between ELP and LC, this requires us to also incur car service charges as well.
4	Travel time to El Paso is a pain.
3	Direct flights can be arranged once or twice a month. There are many business people that will choose Las Cruces Airport to arrive from other states. And will increase businesses to compete with ELP
3	Distance
3	It is difficult to travel there sometimes so we sometimes fly out of Las Cruces (private) instead
3	it was so much nicer when we could fly to Santa Fe on public airline .
3	Not many direct flights!
3	Road construction, traffic issues in El Paso
3	They are very expensive to fly out of so we usually fly out of Albuquerque
3	We would fly out of Las Cruces 100% of the time if it were available
3	Would prefer a local option to reduce costs as well as reduce driving to Santa Fe.
2	El Paso needs more flights to Denver, Chicago, Las Vegas, and Phoenix.
2	No service to Lubbock, Grant Co., better for Albuquerque

Rating	ELP Serving Travel Needs 5=Extremely well; 1=Not well at all
2	The distance from Hidalgo to El Paso is not accommodating to Hidalgo County
2	Too far away from Deming
2	We would like quick flights to Roswell
1	Because we don't travel for business
1	Our Office members do not travel (by air) for agency business.
1	Tickets are always quite a bit more expensive than Albuquerque
1	Too far away
1	We don't use for business purposes
1	We have no travel needs
	Don't travel for business
	I am sure ELP would do well but not applicable to my business
	N/A
	N/A
	Not needed, no employees- non profit
	We don't fly in and out for this business but El Paso is closer to us
	We don't travel

**Which of the following air travel policies, if any, does your company encourage or enforce for employee travel? Begin outbound travel from specific airport(s) - which airport(s)? (Online survey only)**

Outbound Travel from Specific Airport
El Paso
ELP
ELP
ELP
elp
Elp

**Which of the following air travel policies, if any, does your company encourage or enforce for employee travel? Use preferred airline(s) - which airline(s)? (Online survey only)**

Employee Preferred Airline(s)
American Airlines
American, Southwest
American, United
Southwest
southwest

<b>Employee Preferred Airline(s)</b>
Southwest
Southwest Airlines
SWA, United, AA

**Which of the following air travel policies, if any, does your company encourage or enforce for employee travel? Other: (Online survey only)**

<b>Air Travel Policies (other)</b>
<i>No comments received</i>

**If direct air service between Las Cruces International Airport and your most desired location were made available, and your company's use of commercial flights for business travel would most likely decrease ... Why?**

<b>Why Travel Decrease</b>
I prefer for my employees to fly southwest airlines

**If commercial airline service was initiated in Las Cruces, do you believe that the economic impact on your business would be ... Any comments on your response?**

<b>Economic Impact</b>	<b>Commercial Airline Service Initiated in Las Cruces</b>
Very positive	It is very needed an airport international in Las Cruces, for daily flights and hotel services
Very positive	It would be great to have the accessibility from Las Cruces to Albuquerque daily
Very positive	More tourism
Very positive	Only if rental cars were readily available since is terrible in Las Cruces!!
Very positive	We are a hotel in Las Cruces, we've had guests say that it would have been easier to fly in closer. As far as my employees go, more would use to Phoenix and Denver
Very positive	We currently have many guests who stay in El Paso for easy access to the airport following conclusion of business
Very positive	We need more choices, especially given the growth in this region.
Somewhat positive	Economic impact could be greater if shuttle service is also provided to Truth or Consequences, NM
Somewhat positive	If the runway is extended visiting football teams would fly in and out of LRU and this would allow them to stay at a local hotel. If commercial flights were added other visiting teams would fly in and out of LRU as well.
Somewhat positive	May not have a large amount of general use
Somewhat positive	Might get plumbing and drain cleaning business at airport- very minimal now
Somewhat positive	My on-person company is too small to have a big impact but it would really help my company
Somewhat positive	Our business will see small direct impact, but indirect impact should be positive



<b>Economic Impact</b>	<b>Commercial Airline Service Initiated in Las Cruces</b>
Somewhat positive	Silver City benefits from travel from L.C.
No significant impact	Don't do Albuquerque. Everyone says they want Albuquerque but it's only 3 hours away. By the time you get there an hour early both places it only saves you two hours per trip and you don't have a car. Be innovative. Think outside the box. We need to find a direct flight that El Paso doesn't have. Las Cruces does not have enough travelers to support the flights. Do Lubbock direct or Tucson direct. Don't just duplicate El Paso. Go international. Chihuahua, Puerto Vallarta, Guadalajara, really do some work.
No significant impact	Flights to/from Santa Fe would be HUGE for us!
No significant impact	In our business, we do not fly- customers are local-
No significant impact	Las Cruces and points 1/2 way north to Albuquerque east to state line and all points west would be affected the new international mentioned in #9
No significant impact	Las Cruces has need to become more business friendly. If we had better industry for our young adults maybe they would stay here
No significant impact	Most of my business is out of the area.
No significant impact	Our type of business does not have anything to do with flights
No significant impact	People don't travel to purchase plumbing or electrical supplies
No significant impact	See under additional comments
No significant impact	We are located the same distance from Las Cruces as we are from the El Paso Airport.
No significant impact	We don't travel for business and wouldn't need anything
Don't know	Frequent flyers from Hurley to ABQ
	Our company doesn't fly but personally I'd love it, if LC Airport has reasonable rates to fly out of. I do to NJ and NC and Colorado for family visits

**Do you have any additional comments or suggestions about the possibility of initiating commercial air service to Las Cruces Airport?**

<b>Additional Comments or Suggestions</b>
A local airline couple open the possibility of business expansion. Client may find it appealing to fly local
Adding to El Centro, CA would also be beneficial to my business owners as they can come out here more often.
Air Service from Las Cruces to has been tried three times in the past 40 years. 1) Airways of New Mexico in the 1980's, which, failed after FAA seed money was used up. Not enough of consumer demand. 2) Mesa Airways in the 1990's 1980's which, failed after FAA seed money was used up. Not enough of consumer demand after Mesa raised their fares in order to make up for Federal subsidies going away after allowed time. 3) Westward Airlines in the early 2000's failed after FAA seed money was used up. This was an in-state commuter airlines that's prices also got too high. There are three New Mexico cities that currently have a national airline servicing. Hobbs, Roswell and Santa Fe. Hobbs United service to Houston International and now expanded to Denver is subsidized by NM DOT funds and Lee County tax payers at times because it is critical to their oil industry and it workforce that comes and goes on shift schedules. The nearest major airports Midland and Lubbock are long distances away. People still travel from Hobbs to Midland and Lubbock to fly because of cost of flights and schedules. Roswell is isolated and with not major airport near by. They also subsidies their America air service to Dallas and Phoenix. Their oil industry is also

<b>Additional Comments or Suggestions</b>
dependent on the air service. In the past American Airlines flying out of Santa Fe has been heavily subsidized by Taos Ski Valley. Our company handles the marketing and advertising for Fly Hobbs and we have worked with the consultants that advise Hobbs, Santa Fe and Roswell air services. It is clear from our 4 years of work on Fly Hobbs and with the consultants that Las Cruces air services is not feasible unless government subsidies the air service. El Paso is close enough to provide all the major air services our community needs. Based on the three commuter airline in 40 year all failing after federal government air services dried up it is hard to see commercial air services coming to Las Cruces without heavy government subsidies. Fed monies are short term. You will not get NM DOT money because Las Cruces does not generate major oil tax revenues like Lea County does. So, this means the City of Las Cruces taxpayers would have to subsidize the air service. Give all our cities growing needs I don't see this happening.
Air service should have an overall positive impact. However, as noted above, it may be more attributable indirectly than directly
Albuquerque and Santa Fe do not have nonstop service from El Paso anymore. Even when Southwest did fly nonstop to Albuquerque, I would fly Mesa out of Las Cruces just to save the extra 3-4 hours El Paso added to the trip.
Although our business does not travel, feel the airport would be really good for other Silver City businesses
As a business, this would only help to go to Santa Fe if needed, but as individuals being able to go to Denver would be a big help for overall travel.
Compares travel by motorhome/or RV vehicles
Competitive pricing
Consider Las Vegas, NV too!
El Paso is really only 45 minutes away; Las Cruces airport is 30 minutes away
Few flights with better service, not more flights with so-so service
Flight schedules are important to me when booking a flight. 2 flight schedules per day may not accommodate my schedule to arrive same day, causing me to fly out a day early, stay at a hotel and incur more cost. If that were the case, I'd fly out of ELP due to more flight schedules to choose from that will get me there the same day.
I do have family members here in L.C. that would fly out of L.C. airport versus traveling to El Paso
I feel that it does not really make sense to have commercial air service in Las Cruces, given the close proximity of the El Paso Airport. The El Paso Airport is realistically the same distance from us as most people would expect in any major city.
I hope it happens
I hope we can do it
I personally would like air travel from here but as far as my business it means nothing
I think it would be good for a lot of businesses
I think it's a great idea to help the community grow. With Spaceport and Virgin Galactic here I think direct flights to Las Cruces would be a great idea.
I think it's a great idea. I just don't fly that often
I think there are more significant issues in the city that should be addressed first- we can't afford it!
I would like to use LC Airport more for personal use than business. DFW would be a big deal.
I would love commercial air service in Las Cruces. I would like Southwest Airlines to be an option. Rowell would be a nice option
I would use it personally if available
If flight were available from Las Cruces, I would fly more often

<b>Additional Comments or Suggestions</b>
If this is going to be government subsidized (NO), if this is going to cause a tax increase of any sort (NO)
If your intention is to stimulate flights in and out of LC, then provide reasonable priced flights to Carlsbad / Artesa and Midland Odesa. That's where the business is.
I'm all for it!
include direct flights to Las Vegas and perhaps you need some California destination(s)
It is very inconvenient to have to drive to El Paso every time you fly anywhere!
It would be nice to offer these rt flights also to Las Vegas, LAX, and Seattle
Just do it!!
Las Vegas and California service would help a lot.
My business does not require any long distant flight- I travel to Truth or Consequences 2 times per week
Need it to come to Silver City
Needed!!
No employees- would never use this airport service
No use for business purposes, but I know several people (myself included) who would be interested for personal use
None
Our interests in travelers to L.C. is primarily tourists and weekend travel from L.C.
Personally, however, I would use it often
Retired people in Las Cruces are the primary users of air flight in the county. When, if, Dona Ana gets more industry and commercial business then it may be viable
Shorter distance for us to go the air port.
Significant upgrades would need to be done for the project. More information as to how this would be financed. Would this be done through tax increase or Federal/State funding?
Smart idea!
This is a very positive projection. Not only Las Cruces Airport will be departing from local people or surrounding cities, but it open door from other states (family or business) arrives here directly on a daily basis!
We are a growing city and need an airport!!
we are beginning to recruit out of town businesses to the TIDD, I believe this would be a great tool for us.
We are the largest cpa firm in town. We would be happy to have conversations about this. Really sit and talk to actual business owners and travelers. Not just the people who show up at city council. Those of us that travel and work can't get to the meetings. My two cents. <i>[Name and phone number provided]</i>
We don't go anywhere!
We have discussed at length the positive impact to our business flights from and to Las Cruces would have easily \$300,000/year in additional revenue
We have Grant County Airport here
We have services to Albq and Phoenix from our Grant County Airport.
We mostly fly Southwest Airlines
We mostly fly with Southwest Airlines; any chance we could bring them to town?

**How did you become aware of this survey? Other: (online survey only)**

<b>Source of Awareness of Survey</b>
acquaintance
email
email from employee
postcard

# Appendices

## LRU Market Evaluation

### Las Cruces / Southwest New Mexico Resident Survey March 2020

- 
1. Survey questionnaire
  2. Statistical crosstabs
  3. Verbatim comments
- 

*Prepared for City of Las Cruces*



*Prepared by RRC Associates*



## **1. SURVEY QUESTIONNAIRE**

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## Southwest New Mexico Resident Telephone Survey

My name is \_\_\_\_\_ with \_\_\_\_\_. We are conducting a survey about air travel among residents of southwest New Mexico and would like to include your opinions. This is not a sales call and your phone number was selected at random. *(Interviewer note: If respondent says they don't fly, please tell them that's OK, we are interested in your opinions whether you fly or not)*

1. First, are you aged 18 or older?
  - a. Yes (continue)
  - b. No (Thank you, may I please speak with a person aged 18 or older in your household?)

2. May I ask what your home zip code is? \_\_\_\_\_

CONTINUE IF LIVE IN FOLLOWING ZIPS (i.e. Dona Ana, Grant, Hidalgo, Luna, and Sierra counties, NM): 87654, 87901, 87930, 87931, 87933, 87935, 87936, 87937, 87939, 87940, 87941, 87942, 87943, 88001, 88002, 88003, 88004, 88005, 88006, 88007, 88008, 88009, 88011, 88012, 88013, 88020, 88021, 88022, 88023, 88024, 88025, 88026, 88027, 88028, 88029, 88030, 88031, 88032, 88033, 88034, 88036, 88038, 88040, 88041, 88042, 88043, 88044, 88045, 88046, 88047, 88048, 88049, 88051, 88052, 88053, 88054, 88055, 88056, 88058, 88061, 88062, 88063, 88065, 88072, 88081

THANK AND TERMINATE IF DO NOT LIVE IN ABOVE ZIPS.

3. How many adults aged 18 or older live at your residence, including yourself? \_\_\_\_\_
4. How many children aged 17 or under live at your residence? \_\_\_\_\_
5. How many round-trip flights have you personally taken on commercial airlines in the past 12 months, if any? Please count each round-trip as 1 trip. \_\_\_\_\_ (If none, enter 0 and skip to Q6 or Q7 as applicable)

- a. Which airport(s) did you use to begin those trip(s)? (Check all that apply.) *(Interviewer note: Please include airports used to begin a round trip. For example, if respondent flew from El Paso to Dallas, and then back to El Paso, count only El Paso, not Dallas. State and airport codes are shown in parentheses below for reference.)*

- El Paso International Airport (TX - ELP)
- Ciudad Juarez International Airport (Mexico - CJS)
- Albuquerque Airport (NM - ABQ)
- Tucson Airport (AZ - TUS)
- Phoenix Airport (AZ - PHX)
- Silver City/Hurley/Grant County Airport (NM - SVC)
- Other airport(s): \_\_\_\_\_

- b. Which airline(s) did you use on those trip(s)? (Check all that apply.)

- Advanced Air
- Aeromexico
- Alaska Airlines
- Allegiant Air
- American Airlines
- Boutique Air
- Delta Airlines
- Frontier Airlines
- Interjet
- JetBlue Airways
- Southwest Airlines
- Spirit Airlines
- Sun Country Airlines
- TAR
- VivaAerobus
- Volaris
- United Airlines
- Other: \_\_\_\_\_
- Don't recall



c. How many of your round-trip flights in the past 12 months were for business? \_\_\_\_\_ (Enter 0 if none)

c1. (If one or more) What were your primary destination(s) for those business trips? (List up to 5 destinations, e.g. city & state or airport/airport code)

Business trip/destination 1: \_\_\_\_\_

Business trip/destination 2: \_\_\_\_\_

Business trip/destination 3: \_\_\_\_\_

Business trip/destination 4: \_\_\_\_\_

Business trip/destination 5: \_\_\_\_\_

d. How many of your round-trip flights in the past 12 months were for leisure or personal reasons? \_\_\_\_\_ (Enter 0 if none)

d1. (If one or more) What were your primary destination(s) for those vacation or personal trips? (List up to 5 destinations, e.g. city & state or airport/airport code)

Leisure/personal trip/destination 1: \_\_\_\_\_

Leisure/personal trip/destination 2: \_\_\_\_\_

Leisure/personal trip/destination 3: \_\_\_\_\_

Leisure/personal trip/destination 4: \_\_\_\_\_

Leisure/personal trip/destination 5: \_\_\_\_\_

6. (If two or more people in household) How many other people in your household, if any, have taken a commercial flight in the past 12 months? \_\_\_\_\_

7. (If no one in household has taken a commercial flight in past 12 months, per Q5 & Q6) Have you, or anyone in your household, taken a trip by commercial airline in the past 5 years?

Yes  No → **Skip to Q. 17**

8. (If at least one person in household has taken a commercial airline trip in past 5 years) Overall, how well do airports in the region, such as the El Paso and Albuquerque Airports, meet your household's air travel needs? Please use a 1 to 5 scale where 1 means "not well at all" and 5 means "extremely well."

Not Well		Moderately		Extremely	Don't
At All		Well		Well	know
1	2	3	4	5	x

9. On a different subject, how many times, if any, did out-of-town family or friends fly to a nearby airport to visit you the past 12 months? You can say zero if none. \_\_\_\_\_

a. (IF ONE TIME) How many guests traveled by air to visit you on that trip? \_\_\_\_\_

(IF TWO OR MORE TIMES) On average, how many visitors traveled by air to visit you on those trips? \_\_\_\_\_

b. On those trip(s), did your guests stay overnight in your home, or use other lodging like a motel?

Stayed in my home

Other lodging

Both

Neither – e.g. didn't stay overnight in the area

10. On a different subject, the City of Las Cruces is exploring the feasibility, costs and benefits of attracting commercial air service to Las Cruces International Airport. The airport is located 9 miles west of downtown Las Cruces along Interstate 10, and last offered commercial airline service in 2005.

I will now read some considerations which may influence your decision whether to use the Las Cruces Airport if air service were available. Please rate each item using a 1 to 5 scale, where 1 means the item would have no influence, and 5 means the item would have a strong influence. First .... (ROTATE ITEMS)

	No Influence	Moderate Influence	Strong Influence	DK		
How much influence would the <u>location</u> of the Las Cruces Airport have on your decision whether to use the Airport, on a scale where 1 is no influence and 5 is strong influence?	1	2	3	4	5	x
How much influence would the small size of the airport, with short lines, lack of crowds and ease of use, have on your decision whether to use the airport, on a 1 to 5 scale?	1	2	3	4	5	x

11. 12. Now I will read some considerations which might deter you from using from the Las Cruces Airport. Please rate each item on 1 to 5 scale where 1 means not a deterrent at all and 5 means great deterrent. First ... (ROTATE ITEMS)

	Not a Deterrent At All	Moderate Deterrent	Great Deterrent	DK		
Round-trip airfare from Las Cruces Airport may be \$75 to \$100 higher than airfare from other airports in the region. To what extent might that deter you from using Las Cruces Airport, on a scale where 1 is not a deterrent at all and 5 is great deterrent?	1	2	3	4	5	x
Las Cruces may have a limited selection of 1 or 2 flights per day to any given city. To what extent might that deter you from using the Las Cruces Airport, on a 1 to 5 scale?	1	2	3	4	5	x
Some flights from Las Cruces may be on 15 to 30 seat propeller planes. To what extent might that deter you from using the Las Cruces Airport, on a 1 to 5 scale?	1	2	3	4	5	x
You might be unfamiliar with the Las Cruces Airport. To what extent might that deter you from using the Airport, on a 1 to 5 scale?	1	2	3	4	5	x

12. On a related subject, I would now like to ask how likely your household would be to use certain possible flights from Las Cruces Airport in any 12-month period, keeping in mind the strengths and weaknesses of the Airport. First ... (ROTATE ITEMS) (Interviewer note: For each flight listed, respondents should assume that only that single destination would be served from Las Cruces, instead of assuming that all destinations would be served).

	Not at all likely to use	Very likely to use	DK			
How likely would your household be to use jet service from Las Cruces Airport to Dallas/Fort Worth in any 12-month period, on a scale where 1 is "not at all likely" and 5 is "very likely"? (Interviewer note: DFW-Dallas Ft Worth, not DAL-Love Field. Southwest Airlines flies to DAL, not DFW.)	1	2	3	4	5	x
How likely would your household be to use jet service from Las Cruces Airport to Denver in any 12-month period, on a scale where 1 is "not at all likely" and 5 is "very likely"?	1	2	3	4	5	x
How likely would your household be to use jet service from Las Cruces Airport to Houston in any 12-month period, on a scale where 1 is "not at all likely" and 5 is "very likely"? (Interviewer note: IAH-George Bush, not HOU-Hobby. Southwest flies to HOU, not IAH.)	1	2	3	4	5	x
How likely would your household be to use jet service from Las Cruces Airport to Phoenix in any 12-month period, on a scale where 1 is "not at all likely" and 5 is "very likely"?	1	2	3	4	5	x
How likely would your household be to use propeller plane service from Las Cruces Airport to Albuquerque in any 12-month period, on a scale where 1 is "not at all likely" and 5 is "very likely"?	1	2	3	4	5	x
How likely would your household be to use propeller plane service from Las Cruces Airport to Santa Fe in any 12-month period, on a scale where 1 is "not at all likely" and 5 is "very likely"?	1	2	3	4	5	x

13. On a related subject, if you could choose only one of the following airports for airline service to Las Cruces, which would you choose? (ROTATE ITEMS)
- Dallas (Interviewer note: DFW-Dallas Ft Worth, not DAL-Love Field)
  - Denver
  - Houston (Interviewer note: IAH-George Bush, not HOU-Hobby)
  - Phoenix
  - Albuquerque
  - Santa Fe

14. Now, suppose direct flights were available from Las Cruces Airport. Please honestly consider how much more you would be willing to pay for round-trip airfare from Las Cruces, as compared to round trip airfare from El Paso or other airports in the region to the same city. Would you be willing to pay ... **(Stop when person says no)**
- a. \$20 more for round-trip airfare from Las Cruces, as compared to round-trip airfare from El Paso or other airports in the region? Y/N
  - b. \$40 more? Y/N
  - c. \$60 more? Y/N
  - d. \$80 more? Y/N
  - e. \$100 more? Y/N
15. Do you believe that restoring commercial airline service at Las Cruces would have a positive impact on the local economy, a negative impact, or would it have no significant impact? **(IF POSITIVE OR NEGATIVE)** Would you say very (positive/negative) or somewhat (positive/negative)?
- a. 5 –Very positive impact
  - b. 4 – Somewhat positive impact
  - c. 3 – No significant impact
  - d. 2 – Somewhat negative impact
  - e. 1 – Very negative impact
  - f. Don't know
16. Do you have any final comments or suggestions about the possibility of initiating commercial flights to Las Cruces Airport?
- 

**Our last questions are about you and your household. All of your responses to this survey are completely confidential and will be reported in group form only.**

17. Please stop me when I reach the category that includes your age.
- a. 18 to 24 years
  - b. 25 to 34 years
  - c. 35 to 44 years
  - d. 45 to 54 years
  - e. 55 to 64 years
  - f. 65 to 74 years
  - g. 75 years or older
  - h. Don't know / not sure
  - i. Refused
18. Please stop me when I reach the category that includes your household's total annual income from all sources.
- a. Under \$15,000
  - b. \$15,000 to less than \$25,000
  - c. \$25,000 to less than \$50,000
  - d. \$50,000 to less than \$75,000
  - e. \$75,000 to less than \$100,000
  - f. \$100,000 to less than \$150,000
  - g. \$150,000 or more
  - h. Don't know/ not sure
  - i. Refused
19. How many adults in your household are currently employed, if any? \_\_\_\_\_

20. So we can ensure that all groups are represented, would you please tell me what racial or ethnic group or groups you consider yourself to be a member of? (Check all that apply)
- a. White / Caucasian
  - b. Hispanic / Latino / Latinx
  - c. Black / African American
  - d. Asian American / Asian / Pacific Islander / Oriental
  - e. American Indian / Native American
  - f. Other: \_\_\_\_\_
  - g. Don't know / not sure
  - h. Refused
21. Respondent gender (DON'T ASK)
- a. Male
  - b. Female
22. Language that survey was conducted in (DON'T ASK)
- a. English
  - b. Spanish

**Thank you very much for your time and input! Goodbye.**

## **2. STATISTICAL CROSSTABS**

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**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		OVERALL	Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>Household's use of commercial air service (consolidated)</b>	<b>Person(s) in household have flown in the past 12 months</b>	30%	100%			32%	21%	35%	5%	32%	33%	34%	59%	33%	29%	27%
	<b>Person(s) in household have flown in the past 5 years, but not the past 12 months</b>	15%		100%		20%	9%	10%	15%	5%	22%	21%	15%	16%	11%	20%
	<b>No one in household has flown in the past 5 years</b>	54%			100%	48%	70%	56%	80%	63%	45%	45%	26%	51%	61%	53%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	<b>n =</b>	301	99	50	152	157	51	93	21	38	59	50	65	102	87	112
<b>Place of Residence</b>	<b>Las Cruces</b>	56%	59%	73%	50%	100%			49%	56%	52%	52%	70%	60%	50%	55%
	<b>Other Dona Ana County</b>	20%	14%	12%	26%		100%		23%	15%	23%	18%	14%	18%	25%	18%
	<b>Sierra, Luna, Grant &amp; Hidalgo counties</b>	24%	27%	15%	25%			100%	28%	29%	24%	30%	15%	22%	25%	27%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	<b>n =</b>	301	99	50	152	157	51	93	21	38	59	50	65	102	87	112

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		OVERALL	Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>How many adults aged 18 or older live at your residence, including yourself?</b>	1	26%	18%	27%	29%	28%	14%	30%	48%	21%	15%	25%	16%	21%	18%	45%
	2	53%	54%	56%	51%	53%	62%	46%	45%	66%	54%	58%	53%	53%	63%	40%
	3	17%	21%	10%	16%	14%	21%	20%	7%	12%	24%	12%	29%	18%	17%	15%
	4	3%	5%	7%	1%	3%	2%	4%		2%	5%	2%	2%	5%	2%	
	5	0%			1%	1%						2%			1%	
	6	1%			2%	2%								2%		
	7	0%	1%				2%				2%			1%		
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.0	2.2	2.0	2.0	2.0	2.2	2.0	1.6	1.9	2.3	2.0	2.2	2.2	2.1	1.7
<b>n =</b>		295	96	50	149	153	51	91	21	37	58	50	63	101	84	110
<b>How many children aged 17 or under live at your residence?</b>	0	61%	58%	70%	60%	56%	59%	74%	64%	53%	51%	68%	54%	49%	61%	86%
	1	17%	21%	4%	18%	17%	24%	12%	12%	20%	20%	15%	18%	20%	22%	5%
	2	15%	18%	20%	11%	19%	7%	10%	15%	21%	19%	6%	20%	22%	10%	5%
	3	6%	3%	4%	8%	7%	6%	2%	5%	6%	6%	10%	8%	8%	6%	1%
	4	1%		1%	1%	0%	3%		4%			1%				3%
	5	1%		2%	1%	1%		3%			4%			2%	1%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		.7	.7	.7	.8	.8	.7	.5	.7	.8	.9	.6	.8	1.0	.6	.3
<b>n =</b>		299	99	50	150	156	51	92	21	37	59	50	65	101	86	112

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

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			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
Total number of persons in household (calculated)	1	20%	15%	16%	25%	21%	10%	27%	32%	16%	11%	23%	13%	13%	17%	40%
	2	32%	31%	43%	29%	29%	34%	38%	34%	33%	24%	37%	33%	27%	34%	40%
	3	21%	24%	14%	21%	19%	34%	14%	16%	24%	28%	17%	21%	24%	24%	10%
	4	14%	18%	18%	10%	16%	10%	11%	8%	19%	18%	7%	15%	19%	14%	2%
	5	8%	10%	4%	8%	11%	4%	5%	11%	2%	12%	12%	13%	8%	7%	8%
	6	3%	1%	4%	4%	2%	6%	3%		6%	2%	4%	5%	4%	3%	1%
	7	1%	1%		1%	1%	2%	2%			6%			2%		
	8	1%			2%	2%								2%		
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.8	2.9	2.6	2.7	2.8	2.9	2.5	2.3	2.7	3.2	2.6	3.0	3.1	2.7	2.0
<b>n =</b>		295	96	50	149	153	51	91	21	37	58	50	63	101	84	110

11 May 20  
Source: RRC Associates



**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group			
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+	
<b>How many round-trip flights have you personally taken on commercial airlines in the past 12 months, if any?</b>	<b>0</b>	75%	19%	100%	100%	75%	82%	70%	97%	74%	72%	68%	56%	74%	77%	76%
	<b>1</b>	7%	23%			5%	7%	13%		2%	13%	11%	5%	5%	9%	8%
	<b>2</b>	8%	25%			7%	5%	11%	3%	20%	12%	8%	5%	11%	3%	7%
	<b>3</b>	5%	16%			5%	4%	5%		2%	1%	11%	13%	4%	6%	5%
	<b>4</b>	1%	4%			1%	2%	2%			1%		4%	1%	2%	1%
	<b>5</b>	1%	5%			3%				2%			6%	2%	1%	1%
	<b>6</b>	0%	1%			0%							1%		1%	
	<b>7</b>	0%	1%			0%						2%				1%
	<b>9</b>	0%	1%			1%							2%	1%		
	<b>10</b>	1%	3%			1%							4%	1%	2%	
	<b>12</b>	0%	1%			0%							1%			1%
	<b>24</b>	0%	1%			0%							1%	0%		
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		.7	2.4	.0	.0	.9	.4	.6	.1	.6	.5	.7	2.1	.8	.6	.6
<b>n =</b>		301	99	50	152	157	51	93	21	38	59	50	65	102	87	112

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
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			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>(If two or more people in household) How many other people in your household, if any, have taken a commercial flight in the past 12 months?</b>	0	81%	43%	100%	100%	79%	88%	80%	93%	80%	85%	92%	53%	80%	82%	85%
	1	13%	39%			13%	10%	13%	3%	17%	5%	8%	33%	13%	11%	14%
	2	3%	10%			4%		5%		3%	3%		9%	4%	3%	1%
	3	2%	7%			3%		2%	4%		4%		3%	2%	4%	
	4	0%	1%			1%							1%	1%		
	5	0%	1%				2%				2%			1%		
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		.3	.9	.0	.0	.3	.2	.3	.2	.2	.3	.1	.7	.3	.3	.2
<b>n =</b>		229	79	40	110	115	44	70	15	29	50	37	53	91	70	68
<b>(Calculated) Number of people in household who have taken a commercial flight in the past 12 months</b>	0	70%		100%	100%	68%	79%	65%	95%	68%	67%	66%	41%	67%	71%	73%
	1	20%	67%			22%	13%	23%	2%	22%	22%	30%	32%	22%	18%	21%
	2	6%	20%			6%	6%	7%		7%	4%	4%	19%	6%	6%	5%
	3	2%	6%			3%		2%		2%	3%		5%	2%	3%	1%
	4	1%	4%			2%		2%	3%		2%		3%	1%	2%	
	5	0%	1%			0%							1%	0%		
	6	0%	1%				2%				2%			1%		
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		.5	1.5	.0	.0	.5	.4	.5	.1	.4	.6	.4	1.0	.5	.5	.3
<b>n =</b>		301	99	50	152	157	51	93	21	38	59	50	65	102	87	112

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		OVERALL	Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b><i>If personally taken 1 or more airline trips in past 12 months</i></b>														
<b>Which airport(s) did you use to begin those trip(s)? (Check all that apply)</b>	El Paso International Airport (ELP)	73%	73%	72%	83%	69%		31%	81%	68%	90%	63%	72%	94%
	Phoenix Sky Harbor Airport (PHX)	15%	15%	17%	10%	14%		47%	13%	35%		27%	10%	
	Albuquerque International Sunport (ABQ)	13%	13%	15%	20%	4%		22%	11%	26%		17%	14%	4%
	Grant County Airport (SVC)	6%	6%	10%						25%	6%	6%	11%	
	Tucson International Airport (TUS)	6%	6%	3%		16%		21%			10%	4%	12%	1%
	Ciudad Juarez International Airport (CJS)	4%	4%	2%	8%	7%	100%		5%		3%	4%	3%	5%
	Other airport(s)	3%	3%	4%					7%		3%	2%	5%	
<b>TOTAL</b>		120%	120%	123%	120%	112%	100%	121%	118%	154%	112%	123%	128%	104%
	n =	78	78	45	10	23	1	7	15	14	29	26	24	28
<b>Which airline(s) did you use on those trip(s)? (Check all that apply)</b>	American Airlines	46%	46%	49%	62%	33%		38%	19%	57%	61%	35%	58%	58%
	Southwest Airlines	46%	46%	46%	64%	35%		53%	14%	51%	63%	42%	60%	35%
	Delta Airlines	22%	22%	25%	17%	18%		32%	28%	39%	12%	27%	20%	11%
	United Airlines	16%	16%	26%		5%		9%	23%	17%	22%	18%	17%	10%
	Alaska Airlines	13%	13%	19%		10%	100%	32%	22%		9%	21%	7%	3%
	JetBlue Airways	5%	5%	5%		7%			10%	18%		10%		
	Frontier Airlines	4%	4%	6%	8%				5%		10%	2%	7%	5%
	Spirit Airlines	3%	3%	3%	10%				7%	10%		6%		
	TAR	1%	1%	2%							3%		3%	
	Volaris	1%	1%	2%							3%		3%	
	Advanced Air	1%	1%	2%										5%
<b>TOTAL</b>		158%	158%	183%	161%	109%	100%	163%	129%	191%	182%	162%	176%	128%
	n =	81	81	45	10	26	1	7	15	14	31	30	23	28

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Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources					Respondent age group			
			Person(s) in household have flown in the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b><i>If personally taken 1 or more airline trips in past 12 months</i></b>		<b>OVERALL</b>												
<b>How many of your round-trip flights in the past 12 months were for business?</b>	0	58%	58%	52%	52%	70%		100%	71%	69%	25%	67%	30%	73%
	1	15%	15%	18%	15%	10%			7%	14%	31%	6%	33%	12%
	2	16%	16%	10%	33%	17%	100%		17%	17%	18%	15%	20%	12%
	3	2%	2%	5%							3%	3%	3%	
	4	2%	2%	2%		3%			5%		4%	3%	4%	
	5	5%	5%	9%							15%	4%	11%	
	7	1%	1%	1%							2%			3%
	12	1%	1%	2%							3%	2%		
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		1.0	1.0	1.4	.8	.6	2.0	.0	.6	.5	2.1	1.0	1.5	.6
<b>n =</b>		79	79	43	9	27	1	6	15	13	31	28	23	28
<b>How many of your round-trip flights in the past 12 months were for leisure or personal reasons?</b>	0	17%	17%	18%	10%	19%	100%	12%	19%	24%	6%	13%	37%	1%
	1	31%	31%	20%	43%	43%			48%	35%	22%	26%	34%	38%
	2	29%	29%	25%	47%	27%		68%	33%	22%	26%	37%	11%	35%
	3	8%	8%	10%		9%		8%		12%	11%	6%	11%	10%
	4	7%	7%	11%		2%					16%	11%		5%
	5	5%	5%	9%				12%			11%	3%	8%	7%
	6	1%	1%	2%							4%	3%		
	7	1%	1%	2%						7%				4%
12	1%	1%	2%							3%	2%			
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		1.9	1.9	2.4	1.4	1.3	.0	2.2	1.1	1.6	2.9	2.2	1.3	2.2
<b>n =</b>		78	78	42	9	27	1	6	15	13	30	28	23	27

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources			Respondent age group			
			Person(s) in household have flown in the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>(If took business airline trips in past 12 months)</b>	<b>Business trip destinations</b>	<b>OVERALL</b>										
<b>(If 1 or more business trips)</b> <b>What were your primary destination(s) for those business trips? (List up to 5 destinations)</b>	Dallas, TX	25%	25%	27%	27%	16%	36%	46%	24%	43%	23%	
	New York	14%	14%	11%	21%	21%	26%		17%	11%	17%	12%
	Los Angeles, CA	14%	14%	15%	22%		38%		8%	12%	16%	12%
	California	11%	11%	3%	31%	23%			18%		16%	16%
	Phoenix, AZ	10%	10%	14%				29%	9%	12%	11%	
	Orlando, FL	9%	9%	14%			38%		7%		9%	28%
	Austin, TX	7%	7%	10%					11%	23%		
	Denver, CO	6%	6%	9%					9%		11%	
	Hawaii	6%	6%	9%					9%		11%	
	Ohio	4%	4%	5%				29%		12%		
	Honolulu, HI	3%	3%	5%					5%	12%		
	Albuquerque, NM	4%	4%	6%						14%		
	Florida	4%	4%		22%						8%	
	Flint, MI	3%	3%	5%					5%			19%
	Ghana	3%	3%			21%		25%			6%	
	Houston, TX	3%	3%	4%					4%	9%		
	China	3%	3%	4%					4%		5%	
	San Diego, CA	3%	3%	4%					4%		5%	
	Washington, DC	3%	3%	4%					4%		5%	
	Canada	3%	3%			20%					5%	
Alabama	2%	2%	3%					3%			12%	
Atlanta, GA	2%	2%	3%					3%			12%	
Ft Lauderdale, FL	2%	2%	3%					3%			12%	
San Antonio, TX	2%	2%	3%					3%			12%	
<b>TOTAL</b>		146%	146%	163%	122%	100%	138%	129%	152%	147%	148%	136%

(cont.)

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

(cont.)

		Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources			Respondent age group			
			Person(s) in household have flown in the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>(If took business airline trips in past 12 months)</b>	<b>Business trip destinations</b>	OVERALL										
TOTAL	n =	30	30	20	4	6	3	4	20	8	15	7

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Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources				Respondent age group		
			Person(s) in household have flown in the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64
<b>(If took leisure airline trips in past 12 months)</b>	<b>Leisure trip destinations</b>	OVERALL										
	Houston, TX	14%	14%	22%	4%		30%		18%	18%	5%	12%
	Phoenix, AZ	10%	10%	9%	16%	10%	35%	15%	8%	11%	24%	
	California	8%	8%	12%	4%		51%			9%	9%	4%
	El Paso, TX	7%	7%		25%				8%	15%		
	Denver, CO	6%	6%	11%					16%	4%	14%	4%
	Seattle, WA	6%	6%	10%			24%			12%		
	Hawaii	5%	5%	6%	16%		10%		8%	5%	14%	
	Europe	5%	5%	4%	21%				8%		24%	
	New York	5%	5%	5%	7%		9%		7%	4%	12%	
	Las Vegas, NV	5%	5%	2%	16%	4%	14%	10%		5%	6%	4%
	Portland, OR	4%	4%	8%			8%		4%			15%
	Dallas, TX	4%	4%	2%	18%				7%	6%		4%

(cont.)

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

(cont.)

<i>(If took leisure airline trips in past 12 months)</i> <b>Leisure trip destinations</b>	OVERALL	Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources				Respondent age group		
		Person(s) in household have flown in the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
Alaska	3%	3%			11%		14%			7%		
New Orleans, LA	3%	3%	6%					9%	5%	4%		5%
Reno, NV	3%	3%	6%						8%		14%	
France	3%	3%	3%		5%		7%			3%		5%
Colorado	2%	2%	4%					15%		5%		
New Jersey	2%	2%	4%					15%		5%		
Alabama	2%	2%			7%			14%				7%
Los Angeles, CA	2%	2%	4%						5%	4%		
South Carolina	2%	2%	4%						5%		9%	
Colombia	2%	2%			6%			12%			8%	
Iowa	2%	2%		12%			8%					6%
Texas	2%	2%	3%					12%			8%	
Japan	2%	2%	3%						4%			6%
Africa	2%	2%			5%			10%			7%	
New Haven, CT	2%	2%			6%					4%		
Italy	1%	1%	2%						3%		6%	
Orlando, FL	1%	1%	2%						3%		6%	
Australia	1%	1%	2%				5%					4%
Uzbekistan	1%	1%	2%				5%					4%
Kansas	1%	1%			4%	14%					6%	
Ohio	1%	1%	2%						3%			4%
San Diego, CA	1%	1%	2%						3%			4%
Atlanta, GA	1%	1%	2%						3%			3%
Cleveland, OH	1%	1%	2%						3%			3%
Ft Lauderdale, FL	1%	1%	2%						3%			3%

(cont.)

**LRU Air Service Demand Research**  
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**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

(cont.)

		Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources				Respondent age group			
			Person(s) in household have flown in the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<i>(If took leisure airline trips in past 12 months)</i> <b>Leisure trip destinations</b>		<b>OVERALL</b>											
	Minneapolis, MN	1%	1%	2%					3%			3%	
	The Netherlands	1%	1%	2%					3%			3%	
	Washington, DC	1%	1%			3%		6%				3%	
	Florida	1%	1%	2%				6%				3%	
	Minnesota	1%	1%	2%				6%				3%	
	Long Beach, CA	1%	1%	2%								4%	
	Spain	1%	1%	1%					2%			2%	
	East Coast	1%	1%			3%						3%	
	Missouri	0%	0%			1%			1%			1%	
<b>TOTAL</b>		132%	132%	155%	100%	104%	114%	130%	121%	141%	120%	173%	121%
	n =	56	56	32	6	18	3	10	10	24	19	12	25

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Source: RRC Associates



**LRU Air Service Demand Research**  
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**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources					Respondent age group				
			Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>(If took leisure airline trips in past 12 months)</b> <b>Leisure trip destinations</b>		<b>OVERALL</b>													
<b>(If no one in household has flown in past 12 months)</b> <b>Have you, or anyone in your household, taken a trip by commercial airline in the past 5 years?</b>	<b>Yes</b>	22%	100%		30%	12%	15%	16%	7%	32%	31%	37%	24%	15%	28%
	<b>No</b>	78%		100%	70%	88%	85%	84%	93%	68%	69%	63%	76%	85%	72%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>n =</b>		202	50	152	100	39	63	19	29	40	35	26	64	58	80

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		Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group			
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+	
<b><i>If at least 1 person in household has taken an airline trip in past 5 years</i></b>		<b>OVERALL</b>													
<b>Overall, how well do airports in the region, such as the El Paso and Albuquerque Airports, meet your household's air travel needs?</b>	<b>1 - Not Well at All</b>	16%	20%	9%	14%	13%	24%	59%	33%	20%	17%	6%	25%	5%	9%
	<b>2</b>	3%	3%	3%	2%	6%	2%				4%	1%	2%	5%	2%
	<b>3 - Moderately Well</b>	16%	13%	22%	19%	12%	10%		11%	16%	21%	12%	14%	21%	14%
	<b>4</b>	29%	28%	32%	32%	34%	19%	27%	33%	24%	28%	31%	32%	25%	29%
	<b>5 - Extremely Well</b>	36%	37%	34%	33%	35%	45%	14%	23%	40%	31%	51%	27%	44%	46%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.7	3.6	3.8	3.7	3.7	3.6	2.4	3.1	3.7	3.5	4.2	3.4	4.0	4.0
<b>n =</b>		146	97	49	86	18	42	5	11	34	25	49	56	38	52

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Source: RRC Associates

**LRU Air Service Demand Research**  
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		Household's use of commercial air service (consolidated)	Place of Residence			Annual household income from all sources					Respondent age group				
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b><i>If at least 1 person in household has taken an airline trip in past 5 years</i></b>		<b>OVERALL</b>													
<b>How many times, if any, did out-of-town family or friends fly to a nearby airport to visit you the past 12 months?</b>	None	63%	62%	65%	63%	72%	61%	51%	48%	79%	67%	54%	63%	57%	71%
	1	12%	13%	10%	14%	6%	12%		16%	8%	9%	14%	12%	12%	14%
	2	9%	10%	6%	9%	11%	8%		26%	11%	4%	10%	7%	14%	7%
	3	7%	4%	12%	7%		9%	35%		3%	8%	7%	8%	6%	5%
	4-5	4%	6%	1%	4%	6%	4%		10%		6%	9%	6%	6%	
	6-9	1%	1%	1%	1%	5%					4%		3%	2%	
	10 or more	3%	3%	4%	3%		6%	14%			6%	2%	5%	2%	1%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		1.2	1.1	1.5	1.2	.8	1.4	2.6	1.1	.4	1.6	1.4	1.4	1.2	.9
<b>n =</b>		148	98	50	87	18	43	5	11	33	25	50	56	38	54
<b>(If 1 or more visits) On average, how many visitors traveled by air to visit you on those trips?</b>	1	19%	17%	25%	21%	17%	15%			41%	29%	24%	3%	29%	50%
	2	36%	49%	9%	28%	22%	63%	29%	70%	30%	48%	23%	47%	33%	11%
	3	28%	20%	44%	30%	61%	9%	71%	30%	20%	11%	23%	40%	14%	16%
	4-5	8%	8%	8%	10%		6%			9%		11%	4%	5%	24%
	6-9	5%	4%	5%	4%		7%				12%	8%	3%	10%	
	10 or more	4%	2%	10%	7%							12%	3%	10%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.1	2.6	4.4	3.5	2.4	2.4	2.7	2.3	2.1	2.3	4.4	2.8	4.3	2.3
<b>n =</b>		57	40	17	33	5	19	2	5	9	10	24	23	17	17
<b>(If 1 or more visits) On those trip(s), did your guests stay overnight in your home, or use other lodging like a motel?</b>	Stayed in my home	54%	56%	48%	44%	49%	83%	29%	38%	81%	44%	51%	56%	50%	53%
	Other lodging	25%	28%	17%	31%	51%			42%	11%	56%	19%	23%	30%	23%
	Both	17%	9%	35%	24%		5%	71%		8%		26%	16%	20%	16%
	Neither (e.g. didn't stay overnight in the area)	4%	6%		2%		12%		20%			4%	6%		8%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>n =</b>		57	41	16	34	4	19	2	5	10	10	24	23	16	18

**LRU Air Service Demand Research  
Southwest New Mexico Resident Telephone Survey - March 2020**

**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

<i>To what extent might the following considerations about LRU influence your decision whether to use the Las Cruces airport if air service were available?</i>		OVERALL	Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>The location of the airport, 9 miles west of downtown Las Cruces along Interstate 10</b>	<b>1 - No Influence</b>	33%	34%	31%	33%	37%	30%	45%	37%	25%	30%	35%	30%	27%	43%
	<b>2</b>	8%	8%	10%	6%	9%	15%		20%	7%	6%	0%	10%	10%	4%
	<b>3 - Moderate Influence</b>	15%	13%	18%	17%	7%	13%	14%	17%	15%	14%	15%	15%	21%	7%
	<b>4</b>	7%	9%	3%	7%	7%	6%			6%	13%	9%	8%	4%	8%
	<b>5 - Strong Influence</b>	38%	37%	38%	37%	41%	36%	41%	25%	47%	37%	41%	37%	39%	37%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.1	3.1	3.1	3.1	3.1	3.0	2.9	2.6	3.4	3.2	3.2	3.1	3.2	2.9
<b>n =</b>		143	94	49	86	17	40	5	10	33	25	50	55	36	52
<b>The small size of the airport, with short lines, lack of crowds and ease of use</b>	<b>1 - No Influence</b>	27%	28%	24%	24%	38%	29%	59%	20%	39%	20%	23%	22%	26%	40%
	<b>2</b>	15%	16%	12%	17%	6%	13%		39%	15%	6%	8%	21%	10%	6%
	<b>3 - Moderate Influence</b>	15%	14%	19%	16%	13%	15%		16%	23%	17%	12%	15%	20%	11%
	<b>4</b>	13%	13%	12%	14%	21%	4%			6%	19%	23%	13%	10%	16%
	<b>5 - Strong Influence</b>	30%	29%	32%	28%	23%	39%	41%	25%	18%	40%	35%	29%	34%	27%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.0	3.0	3.2	3.1	2.9	3.1	2.6	2.7	2.5	3.5	3.4	3.1	3.2	2.8
<b>n =</b>		141	94	47	84	17	40	5	10	34	25	49	54	36	51

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

To what extent might the following considerations deter you from using the Las Cruces airport?		OVERALL	Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
Round-trip airfare from Las Cruces Airport may be \$75 to \$100 higher than airfare from other airports in the region	1 - Not a Deterrent at All	36%	39%	31%	35%	17%	51%	59%	48%	36%	35%	26%	40%	28%	36%
	2	4%	2%	8%	3%	12%			7%		11%	1%	6%		2%
	3 - Moderate Deterrent	20%	21%	19%	23%	20%	13%		30%	23%	14%	24%	14%	27%	26%
	4	8%	10%	5%	9%	15%	2%			18%	7%	7%	8%	11%	6%
	5 - Great Deterrent	32%	29%	38%	30%	37%	34%	41%	15%	23%	34%	42%	31%	34%	31%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		3.0	2.9	3.1	3.0	3.4	2.7	2.6	2.3	2.9	2.9	3.4	2.8	3.2	2.9
<b>n =</b>		140	93	47	84	17	39	5	11	34	24	48	55	36	49
Las Cruces may have a limited selection of 1 or 2 flights per day to any given city	1 - Not a Deterrent at All	33%	39%	22%	25%	25%	61%	24%	48%	40%	25%	22%	33%	28%	38%
	2	11%	15%	4%	10%	27%	5%		26%	13%	8%	9%	16%	7%	5%
	3 - Moderate Deterrent	23%	22%	26%	24%	25%	20%		18%	18%	34%	29%	14%	35%	30%
	4	7%	9%	2%	10%		1%			12%	21%	2%	9%	6%	4%
	5 - Great Deterrent	26%	16%	46%	31%	24%	13%	76%	8%	18%	11%	38%	29%	23%	23%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.8	2.5	3.5	3.1	2.7	2.0	4.0	2.0	2.5	2.9	3.2	2.8	2.9	2.7
<b>n =</b>		141	94	47	85	17	39	5	11	34	25	48	55	36	50

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		OVERALL	Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>To what extent might the following considerations deter you from using the Las Cruces airport?</b>	<b>1 - Not a Deterrent at All</b>	49%	58%	32%	52%	29%	54%	24%	74%	53%	41%	48%	49%	50%	47%
	<b>2</b>	6%	6%	6%	7%		6%		6%		25%	3%	7%	5%	4%
	<b>3 - Moderate Deterrent</b>	15%	15%	16%	12%	21%	21%		20%	19%	11%	16%	13%	14%	20%
	<b>4</b>	9%	8%	10%	6%	26%	8%			14%	16%	11%	10%	8%	8%
	<b>5 - Great Deterrent</b>	21%	13%	36%	23%	24%	12%	76%		14%	6%	22%	20%	22%	20%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.5	2.1	3.1	2.4	3.2	2.2	4.0	1.5	2.4	2.2	2.5	2.4	2.5	2.5
<b>n =</b>		137	91	46	82	17	38	5	11	33	23	48	54	35	48
<b>You might be unfamiliar with the Las Cruces Airport</b>	<b>1 - Not a Deterrent at All</b>	59%	63%	51%	56%	57%	69%	59%	56%	56%	64%	59%	56%	62%	62%
	<b>2</b>	8%	8%	6%	9%		8%		17%	9%		13%	12%	3%	4%
	<b>3 - Moderate Deterrent</b>	12%	6%	25%	11%	17%	12%	27%		15%	6%	11%	8%	18%	14%
	<b>4</b>	8%	9%	4%	9%	13%			7%	13%	6%	7%	8%	10%	5%
	<b>5 - Great Deterrent</b>	14%	14%	13%	15%	13%	11%	14%	21%	7%	25%	10%	16%	7%	15%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.1	2.0	2.2	2.2	2.3	1.8	2.1	2.2	2.1	2.3	2.0	2.2	2.0	2.1
<b>n =</b>		140	93	47	83	17	40	5	11	33	25	48	55	35	50

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research  
Southwest New Mexico Resident Telephone Survey - March 2020**

Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence

How likely would your household be to use the following possible flights from LRU in any 12-month period?		OVERALL	Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
Jet service from Las Cruces Airport to Dallas/Fort Worth (DFW)	1 - Not at All Likely to Use	44%	45%	43%	42%	37%	54%	73%	48%	50%	23%	41%	42%	39%	54%
	2	10%	5%	18%	11%	6%	7%	27%		6%	12%	4%	11%	14%	2%
	3	10%	11%	9%	10%	15%	9%		11%		6%	16%	6%	15%	15%
	4	8%	9%	5%	7%	19%	4%			6%	28%	7%	7%	6%	10%
	5 - Very Likely to Use	29%	30%	25%	31%	23%	26%		41%	38%	31%	32%	34%	27%	19%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.7	2.8	2.5	2.7	2.8	2.4	1.3	2.9	2.8	3.3	2.8	2.8	2.7	2.4
<b>n =</b>		141	93	48	84	16	41	5	11	34	24	50	54	36	51
Jet service from Las Cruces Airport to Denver	1 - Not at All Likely to Use	58%	55%	65%	58%	45%	67%	86%	65%	66%	29%	52%	62%	50%	57%
	2	5%	4%	6%	3%	11%	4%		7%	5%	4%	2%	3%	7%	5%
	3	10%	11%	9%	10%	9%	12%	14%	4%	5%	12%	17%	2%	17%	21%
	4	6%	5%	9%	6%	12%	3%			3%	20%	8%	6%	7%	7%
	5 - Very Likely to Use	21%	25%	12%	23%	23%	14%		23%	21%	35%	22%	26%	19%	10%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.3	2.4	2.0	2.3	2.6	1.9	1.3	2.1	2.1	3.3	2.5	2.3	2.4	2.1
<b>n =</b>		142	95	47	86	16	40	5	10	34	25	50	55	36	51

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research  
Southwest New Mexico Resident Telephone Survey - March 2020**

Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence

How likely would your household be to use the following possible flights from LRU in any 12-month period?		OVERALL	Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
Jet service from Las Cruces Airport to Houston (IAH)	1 - Not at All Likely to Use	56%	56%	55%	55%	35%	71%	86%	81%	58%	25%	45%	56%	59%	52%
	2	5%	6%	4%	5%	11%	2%			3%	8%	8%	4%	3%	9%
	3	11%	10%	13%	13%	21%	1%			2%	18%	21%	11%	11%	12%
	4	6%	6%	5%	5%	9%	5%			7%	19%	3%	6%	2%	8%
	5 - Very Likely to Use	22%	22%	23%	23%	23%	20%	14%	19%	30%	30%	23%	23%	25%	18%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.3	2.3	2.4	2.4	2.7	2.0	1.6	1.8	2.5	3.2	2.5	2.4	2.3	2.3
<b>n =</b>		140	94	46	83	16	41	5	10	33	25	50	54	36	50
Jet service from Las Cruces Airport to Phoenix	1 - Not at All Likely to Use	50%	50%	49%	44%	48%	68%	86%	65%	53%	29%	41%	51%	45%	52%
	2	11%	12%	8%	13%	19%				14%	22%	6%	14%	8%	8%
	3	9%	7%	13%	8%		18%	14%	4%		16%	10%	6%	10%	15%
	4	9%	8%	11%	10%	16%				17%	8%	11%	6%	6%	17%
	5 - Very Likely to Use	21%	23%	18%	25%	16%	14%		30%	16%	25%	32%	23%	31%	8%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Average</b>		2.4	2.4	2.4	2.6	2.3	1.9	1.3	2.3	2.3	2.8	2.9	2.4	2.7	2.2
<b>n =</b>		143	94	49	86	16	41	5	11	34	24	50	54	36	53

11 May 20  
Source: RRC Associates



**LRU Air Service Demand Research  
Southwest New Mexico Resident Telephone Survey - March 2020**

Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence

How likely would your household be to use the following possible flights from LRU in any 12-month period?		OVERALL	Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group			
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+	
Propeller plane service from Las Cruces Airport to Albuquerque	1 - Not at All Likely to Use	58%	59%	57%	60%	38%	65%	81%	73%	49%	64%	57%	62%	49%	59%	
	2	5%	5%	5%	5%	13%	1%		7%	2%	12%	3%	3%	3%	12%	
	3	9%	12%	1%	10%	7%	5%			12%		14%	10%	7%	6%	
	4	7%	6%	9%	4%	22%	8%				14%		4%	6%	13%	3%
	5 - Very Likely to Use	21%	18%	29%	22%	21%	21%	19%	20%	23%	24%	22%	19%	29%	19%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<b>Average</b>		2.3	2.2	2.5	2.2	2.8	2.2	1.8	1.9	2.6	2.1	2.3	2.2	2.7	2.1	
<b>n =</b>		138	93	45	83	16	39	4	10	34	25	48	54	36	48	
Propeller plane service from Las Cruces Airport to Santa Fe	1 - Not at All Likely to Use	57%	60%	50%	56%	44%	66%	65%	82%	60%	54%	48%	59%	40%	70%	
	2	8%	5%	14%	11%	7%				10%	14%	5%	8%	6%	9%	
	3	7%	9%	4%	8%	7%	5%			7%	10%	10%	9%	7%	2%	
	4	6%	4%	9%	5%	15%	4%		7%		7%	9%	1%	19%	2%	
	5 - Very Likely to Use	23%	23%	23%	21%	27%	25%	35%	11%	24%	14%	28%	22%	28%	17%	
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<b>Average</b>		2.3	2.2	2.4	2.2	2.7	2.2	2.4	1.7	2.2	2.1	2.6	2.2	2.9	1.9	
<b>n =</b>		139	93	46	83	16	40	5	10	34	25	49	55	36	48	

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

How likely would your household be to use the following possible flights from LRU in any 12-month period?		OVERALL	Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group			
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+	
Share of residents who would be 'very likely' to LRU flight routes at least once per year	Would not be 'very likely' to use any of these LRU flights	53%	54%	50%	49%	61%	60%	51%	43%	52%	46%	49%	51%	46%	64%	
	Very likely to use 1-2x daily jet service to Dallas/Fort Worth via American Airlines	28%	29%	25%	30%	22%	26%		41%	38%	27%	32%	33%	27%	18%	
	Very likely to use 1-2x daily jet service to Houston via United Airlines	22%	22%	22%	22%	22%	22%	20%	14%	18%	30%	30%	23%	23%	25%	17%
	Very likely to use 1-2x daily propeller plane service to Santa Fe	22%	22%	22%	20%	26%	25%	35%	11%	24%	14%	27%	22%	28%	15%	
	Very likely to use 1-2x daily jet service to Phoenix via American Airlines	21%	22%	18%	25%	15%	14%		30%	16%	24%	32%	22%	31%	8%	
	Very likely to use 1-2x daily jet service to Denver via United Airlines	21%	25%	12%	23%	22%	14%		22%	21%	35%	22%	26%	19%	10%	
	Very likely to use 2-4x daily propeller plane service to Albuquerque	21%	18%	26%	21%	20%	20%	14%	19%	23%	24%	21%	18%	29%	18%	
<b>TOTAL</b>		187%	193%	175%	190%	188%	178%	114%	184%	202%	200%	207%	195%	204%	150%	
	n =	144	95	49	86	17	41	5	11	34	25	50	55	36	53	

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		Household's use of commercial air service (consolidated)		Place of Residence			Annual household income from all sources					Respondent age group			
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+	
	OVERALL														
If you could choose only one of the following airports for airline service to Las Cruces, which would you choose?	Albuquerque	21%	20%	24%	24%	26%	11%			30%	26%	21%	23%	23%	15%
	Dallas (DFW)	21%	20%	22%	22%	19%	16%	27%	13%	9%	38%	22%	12%	29%	33%
	Denver	20%	21%	18%	17%	12%	32%	24%	31%	27%	20%	10%	29%	4%	15%
	Phoenix	19%	19%	18%	18%	11%	25%	14%	25%	13%	4%	31%	13%	25%	26%
	Houston (IAH)	16%	17%	14%	16%	32%	9%	35%	8%	18%	12%	14%	18%	18%	9%
	Santa Fe	4%	3%	4%	3%		8%		23%	4%		2%	5%	2%	2%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	136	91	45	81	16	39	5	10	32	22	48	55	36	45
How much more would you be willing to pay for round-trip airfare from Las Cruces, as compared to round trip airfare from El Paso or other airports in the region to the same city?	Not willing to pay more	25%	22%	31%	21%	29%	33%	41%	34%	20%	20%	17%	24%	21%	33%
	\$20 more	26%	26%	27%	35%		16%	35%	26%	33%	35%	23%	32%	19%	20%
	\$40 more	19%	16%	27%	18%	30%	18%		14%	12%	30%	31%	11%	29%	28%
	\$60 more	12%	16%	6%	13%	6%	14%		11%	24%	4%	11%	15%	13%	6%
	\$80 more	3%	3%	3%	4%		3%	10%				7%	1%	4%	6%
	\$100 more	14%	18%	6%	9%	35%	16%	14%	16%	11%	10%	12%	17%	14%	7%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	149	99	50	88	18	43	5	11	34	25	50	56	38	55
If commercial airline service were restored at Las Cruces, what impact do you believe it would have on the local economy?	1 - Very Negative Impact	0%		1%	1%						2%				1%
	2 - Somewhat Negative Impact	3%	4%		2%		5%		7%		6%	2%	4%	2%	
	3 - No Significant Impact	27%	22%	37%	29%	31%	19%	27%	24%	25%	42%	27%	27%	24%	29%
	4 - Somewhat Positive Impact	12%	16%	4%	14%	12%	7%	14%	17%	10%	17%	11%	10%	9%	21%
	5 - Very Positive Impact	58%	58%	58%	54%	58%	70%	59%	51%	65%	33%	60%	59%	65%	49%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		4.2	4.3	4.2	4.2	4.3	4.4	4.3	4.1	4.4	3.7	4.3	4.2	4.4	4.2
n =		141	94	47	84	16	41	5	10	34	25	48	54	36	51

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

		OVERALL	Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
<b>Demographics</b>																
<b>Respondent age group</b>	18 to 24 years	17%	19%	10%	19%	17%	22%	15%	3%	35%	15%	17%	11%	37%		
	25 to 34 years	16%	17%	21%	14%	17%	12%	17%	11%	14%	29%	14%	14%	34%		
	35 to 44 years	14%	15%	19%	12%	17%	9%	10%	28%	16%	14%	10%	14%	29%		
	45 to 54 years	14%	14%	10%	15%	9%	19%	21%	11%	9%	14%	14%	18%		48%	
	55 to 64 years	15%	14%	10%	18%	17%	18%	10%	30%	10%	10%	11%	14%		52%	
	65 to 74 years	13%	10%	16%	14%	12%	13%	16%	11%	14%	10%	22%	14%			57%
	75 years or older	10%	10%	14%	8%	11%	8%	10%	7%	2%	9%	13%	16%			43%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	301	99	50	152	157	51	93	21	38	59	50	65	102	87	112
<b>Respondent gender</b>	Male	46%	50%	52%	42%	44%	58%	42%	39%	37%	38%	63%	49%	44%	46%	52%
	Female	54%	50%	48%	58%	56%	42%	58%	61%	63%	62%	37%	51%	56%	54%	48%
<b>TOTAL</b>		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	301	99	50	152	157	51	93	21	38	59	50	65	102	87	112
<b>What racial or ethnic group or groups do you consider yourself to be a member of? (Check all that apply)</b>	White/Caucasian	62%	68%	65%	57%	63%	58%	63%	50%	63%	55%	69%	66%	51%	63%	84%
	Hispanic/Latino	34%	25%	33%	39%	35%	42%	24%	30%	40%	44%	28%	29%	46%	29%	14%
	Black / African American	4%	7%	0%	4%	3%		11%	9%		3%	4%	3%	8%	2%	1%
	American Indian / Native American	2%	1%		4%	3%	1%	4%	11%		2%		2%		8%	
	Asian / Pacific Islander	1%		2%	1%	1%		0%		3%	1%		1%	1%		2%
<b>TOTAL</b>		103%	101%	100%	106%	105%	101%	102%	100%	106%	105%	102%	101%	105%	102%	101%
	n =	288	95	47	146	149	49	90	20	38	57	49	64	99	84	105

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

Demographics		OVERALL	Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
Annual household income from all sources	Under \$15,000	19%	3%	18%	31%	17%	24%	22%	100%					17%	28%	15%
	\$15,000 to less than \$25,000	16%	15%	5%	20%	16%	13%	19%		100%				21%	11%	11%
	\$25,000 to less than \$50,000	26%	25%	35%	23%	24%	32%	26%			100%			31%	22%	20%
	\$50,000 to less than \$75,000	16%	16%	20%	14%	15%	15%	19%				100%		13%	13%	24%
	\$75,000 to less than \$100,000	9%	17%	9%	3%	10%	9%	7%					38%	7%	5%	17%
	\$100,000 to less than \$150,000	9%	13%	11%	6%	13%	3%	5%					38%	7%	13%	9%
	\$150,000 or More	5%	11%	2%	3%	6%	5%	3%					23%	5%	8%	4%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	233	84	41	108	123	36	74	21	38	59	50	65	83	64	86
How many adults in your household are currently employed, if any?	0	26%	17%	21%	33%	22%	28%	36%	43%	18%	16%	18%	21%	8%	30%	58%
	1	30%	29%	39%	29%	32%	25%	31%	31%	27%	34%	33%	19%	33%	31%	25%
	2	36%	47%	35%	30%	38%	39%	28%	21%	51%	46%	47%	38%	50%	31%	13%
	3	7%	7%	5%	7%	8%	8%	4%	5%	2%	4%		22%	9%	6%	3%
	4	0%			0%			1%		2%				0%		
	5	0%			1%	1%						2%			1%	
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		1.3	1.4	1.2	1.2	1.3	1.3	1.0	.9	1.4	1.4	1.4	1.6	1.6	1.2	.6
n =		294	98	48	148	156	50	88	19	38	59	50	65	100	84	110

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

Demographics		OVERALL	Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
County of Residence	Dona Ana	76%	73%	85%	75%	100%	100%		72%	71%	76%	70%	85%	78%	75%	73%
	Grant	10%	14%	7%	8%			41%	7%	20%	11%	8%	6%	7%	10%	15%
	Luna	9%	3%	3%	13%			36%	18%	9%	8%	15%	1%	9%	8%	8%
	Sierra	4%	7%	3%	2%			16%			3%	5%	6%	3%	7%	2%
	Hidalgo	2%	2%	2%	1%			6%	3%	1%	2%	1%	2%	2%	1%	1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	301	99	50	152	157	51	93	21	38	59	50	65	102	87	112

11 May 20  
Source: RRC Associates

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

City of residence		OVERALL	Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group		
			Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
	Las Cruces	56.0%	58.8%	73.1%	49.6%	100.0%			48.9%	55.6%	52.0%	52.5%	70.4%	60.2%	49.8%	55.4%
	Deming	8.4%	2.6%	2.8%	13.3%			35.1%	18.3%	8.8%	7.5%	13.9%	1.0%	8.9%	8.4%	7.5%
	Silver City	4.6%	7.1%	4.2%	3.3%			19.2%	3.8%	13.9%	2.2%	4.1%	2.7%	2.9%	3.6%	9.4%
	Sunland Park	2.6%	2.5%		3.3%		12.8%		5.0%	1.3%	8.3%			3.5%	2.6%	0.7%
	Anthony	2.5%	2.2%	1.9%	2.9%		12.6%				3.9%		5.9%	2.7%	1.9%	3.1%
	Chaparral	2.6%	2.1%	2.2%	3.0%		13.1%			5.8%	2.4%	1.8%		1.5%	3.5%	3.8%
	Santa Teresa	2.6%	1.2%	2.3%	3.5%		13.2%		4.0%			3.0%	1.0%	2.5%	1.1%	5.0%
	Truth or Consequences	2.2%	1.9%	3.0%	2.2%			9.3%			3.3%	3.6%	3.1%	0.4%	5.9%	1.3%
	La Mesa	1.8%	1.2%	1.0%	2.3%		8.8%			5.8%	3.8%	2.4%		3.1%		1.3%

(cont.)

**LRU Air Service Demand Research**  
**Southwest New Mexico Resident Telephone Survey - March 2020**  
**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

(cont.)

City of residence	OVERALL	Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
Arenas Valley	1.4%	1.6%		1.6%			5.8%		1.6%	2.9%			1.2%	1.5%	1.6%
Bayard	1.1%	1.1%		1.4%			4.5%			1.7%		2.8%	1.2%	1.7%	
Berino	1.2%			2.1%		5.8%							1.8%	1.1%	
Fairacres	0.9%	1.6%		0.7%		4.3%				1.9%		2.7%		2.9%	
Vado	0.8%			1.5%		4.0%		5.3%						2.7%	
Chamberino	0.8%			1.4%		3.8%		5.0%						2.6%	
Santa Clara	0.8%	0.6%	2.7%	0.4%			3.3%	2.8%			1.6%			0.7%	2.6%
Lordsburg	0.7%	1.6%	0.6%	0.2%			2.9%	2.8%	0.3%	0.4%		0.9%	0.9%	0.3%	0.8%
Mesilla Park	0.7%		4.5%			3.4%					5.7%		1.5%		
Hanover	0.7%	1.6%		0.4%			3.0%		4.0%				1.0%	0.8%	
Hachita	0.6%	0.8%		0.7%			2.7%			3.2%			0.5%	0.9%	0.6%
Mesilla	0.6%	1.1%		0.5%		3.1%			2.4%			1.8%		2.1%	
Garfield	0.6%			1.1%		3.0%		4.0%							2.7%
Hillsboro	0.7%	2.4%					3.0%						1.5%		
Organ	0.6%	0.9%		0.5%		2.9%				1.4%	2.3%			1.0%	1.2%
Playas	0.5%		1.8%	0.5%			2.2%			2.0%	1.2%		1.0%	0.2%	
Hatch	0.5%			1.0%		2.6%						2.9%	1.1%		
Caballo	0.5%	1.6%					2.0%				1.6%	1.6%	0.6%		0.8%
Mesquite	0.4%			0.7%		1.8%				1.8%				1.2%	
Radium Springs	0.3%			0.5%		1.4%					2.4%		0.6%		
Animas	0.3%	0.7%		0.1%			1.2%		0.5%			1.2%	0.4%	0.2%	0.2%
Salem	0.3%	1.1%				1.7%								1.2%	
White Sands Missile Range	0.3%			0.6%		1.6%								1.1%	
Hurley	0.3%	0.8%					1.1%			1.3%			0.5%		
Spaceport City	0.3%	1.0%					1.3%						0.6%		

(cont.)

**LRU Air Service Demand Research**  
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**Results weighted to match Southwest New Mexico demographics on the basis of age, household income, and county of residence**

(cont.)

City of residence	OVERALL	Household's use of commercial air service (consolidated)			Place of Residence			Annual household income from all sources					Respondent age group		
		Person(s) in household have flown in the past 12 months	Person(s) in household have flown in the past 5 years, but not the past 12 months	No one in household has flown in the past 5 years	Las Cruces	Other Dona Ana County	Sierra, Luna, Grant & Hidalgo counties	Under \$15K	\$15 - 24.9K	\$25 - \$49.9K	\$50 - \$74.9K	\$75K+	18 - 44	45 - 64	65+
Elephant Butte	0.2%	0.6%					0.8%					1.0%		0.6%	
Gila	0.2%	0.6%					0.8%				1.5%			0.6%	
Tyrone	0.2%			0.3%			0.8%					1.0%			0.8%
Columbus	0.2%	0.5%					0.7%				1.3%				0.7%
Mimbres	0.1%			0.2%			0.4%				0.8%				0.4%
Rodeo	0.0%			0.1%			0.1%				0.3%				0.1%
<b>TOTAL</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>n =</b>	301	99	50	152	157	51	93	21	38	59	50	65	102	87	112

11 May 20  
Source: RRC Associates



### **3. VERBATIM COMMENTS**

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# Las Cruces / Southwest New Mexico Resident Survey

## Verbatim Comments | Table of Contents

(If personally taken 1 or more airline trips in past 12 months) Which airport(s) did you use to begin those trip(s)? Other: ..... 1

(If personally taken 1 or more airline trips in past 12 months) Which airline(s) did you use on those trip(s)? Other: ..... 1

(If one or more people in household has taken an airline trip in the past 5 years) Do you have any final comments or suggestions about the possibility of initiating commercial flights to Las Cruces Airport? ..... 1

What racial or ethnic group or groups do you consider yourself to be a member of? Other: ..... 2

**(If personally taken 1 or more airline trips in past 12 months) Which airport(s) did you use to begin those trip(s)? Other:**

<b>Airport Origin (other)</b>
HOUSTON HOBBY/ PITTSBURGH, PA
SAN DIEGO

**(If personally taken 1 or more airline trips in past 12 months) Which airline(s) did you use on those trip(s)? Other:**

<b>Airline Used (other)</b>
<i>No comments received</i>

**(If one or more people in household has taken an airline trip in the past 5 years) Do you have any final comments or suggestions about the possibility of initiating commercial flights to Las Cruces Airport?**

<b>Comments or Suggestions about Possibility of Initiating Flights to Las Cruces Airport</b>
AS LONG AS THEY DON'T TAKE IT OUT OF THE TAX.
CONVENIENCE AND PARKING COST.
EL PASO AIRPORT IS ALREADY CLOSE ENOUGH.
GOOD IDEA TO HAVE THE AIRPORT.
HOPE THEY BUILD IT, AND IT WILL MAKE A BIG DIFFERENCE.
HURRY UP AND START DOING IT.
I GUESS IT MIGHT HAPPEN SOMETIME.
I LIKE THE IDEA.
I THINK OTHER PEOPLE MIGHT FIND IT USEFUL.
I WONDER ABOUT THE CONNECTIONS.
I WOULD LIKE TO SEE IT HAVE FLIGHTS IN AND OUT OF HERE VERY MUCH.
IF THEY WOULD BE AN INTERNATIONAL AIRPORT.
I'M WILLING AND EXCITED TO USE THE AIRPORT.
IMPROVE THE RUNWAY.
IT WILL BE A BIG BENEFIT TO THE COMMUNITY.
IT WILL HELP NEW MEXICO.
IT WOULD BE GREAT TO REINSTATE IT.
IT WOULD BE WONDERFUL FOR ALL OF US LIVING IN LAS CRUCES TO FLY OUT.
IT'S A GOOD IDEA.
IT'S A GOOD IDEA.
IT'S SMALL.
MORE AFFORDABLE AIRFARE WOULD BE NICE.
MORE PRODUCTIVITY IF RATES WERE SAME AS OTHER REGION.

<b>Comments or Suggestions about Possibility of Initiating Flights to Las Cruces Airport</b>
NO, IT WOULD JUST BE A GOOD OPPORTUNITY.
NO, NOT AT THIS TIME.
NOPE, NONE AT ALL.
NOT AT THIS TIME.
OTHER LARGER CITY SHOULD BE CONSIDERED FOR DESTINATIONS.
SHOULD HAVE GOTTEN AN AIRPORT SOONER.
THAT WOULD BE GREAT, AND I HOPE IT HAPPENS.
THAT WOULD BE GREAT.
THEY NEED A FLIGHT TO LAS VEGAS, SO THAT CAN BE MORE IMPORTANT.
THEY SHOULD BRING IN BIGGER PLANES.
VERY, VERY GOOD. I WOULD LOVE THAT.
WOULD BE GOOD TO SEE A BIG CARRIER.
WOULD LIKE TO KNOW MORE ABOUT THE PROPELLER PLANES.
WOULD LIKE TO SEE MORE FLIGHT OPTIONS.
WOULD THERE BE ANY SMALLER FLIGHT TO NEW MEXICO?

**What racial or ethnic group or groups do you consider yourself to be a member of?**

**Other:**

<b>Race or Ethnicity (other)</b>
<i>No comments received</i>