

## Tech Memo 1. Data Collection Process

### 1.1. Introduction

The Colorado Department of Transportation (CDOT) Division of Aeronautics teamed with Kimley-Horn, the Economic Development Research Group, Inc (EDR Group), and KRAMER aerotek to develop the Colorado Aviation Economic Impact Study (CEIS). This study quantified the economic contributions of aviation to the state, summarized the benefits that airports provide throughout Colorado, and reported unique stories and anecdotes which provide a qualitative perspective to an otherwise quantitative process.

Colorado's airports play a vital role in the state's transportation system by providing both commercial airline and general aviation service within the state, throughout the U.S., and across the globe. In addition to Colorado's airports providing access and services, they also support jobs which generate payroll, taxation, and spending at every level.

## 1.2. Existing System

There are both publicly owned and privately owned airports in Colorado, with the Federal Aviation Administration's (FAA's) data system indicating nearly 450 facilities in the state. The emphasis of the CEIS, however, is on the public-use airports, which can include both types of ownership. While the Colorado Aviation System Plan (CASP) is focused on the publicly owned, public-use airports, plus Meadow Lake (which is privately owned, public-use but included in the CASP due to its recognition by the FAA as essential to the national air transportation system), the CEIS contains several privately owned, public-use airports to demonstrate the benefits of the public-use airport system. According to the FAA's Form 5010 Airport Master Record, 74 of the state's airports are public-use. These 74 airports are considered the "Colorado System" for purposes of the CEIS. These airports are shown in Figure 1.1.

Of the 74 public-use airports in the study, four were not included in the CEIS. Three airports, Dove Creek (8V6), Easton Valley-View (11V), and Platte Valley Airpark (18V), either declined participation or did not respond to survey requests. Lake Meredith Seaplane Base (SPB) (C01) was not included as it changed from private-use to public-use after site visits and surveys had already been conducted. The four airports that were not included in the study are listed in Error! Reference source not found..

Associated City	Airport Name	FAA ID
Dove Creek	Dove Creek	8V6
Greeley	Easton Valley View	11V
Hudson	Platte Valley	18V
Ordway	Lake Meredith SPB	C01

#### Table 1.1. Colorado Airports Excluded From CEIS

Sources: CDOT Division of Aeronautics, Kimley-Horn 2019



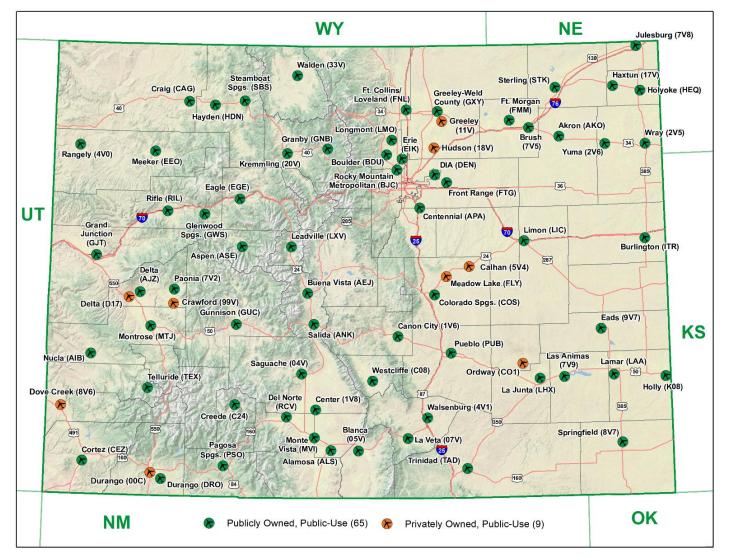


Figure 1.1. Colorado Public-Use Airports

Sources: CDOT Division of Aeronautics, Kimley-Horn, 2019

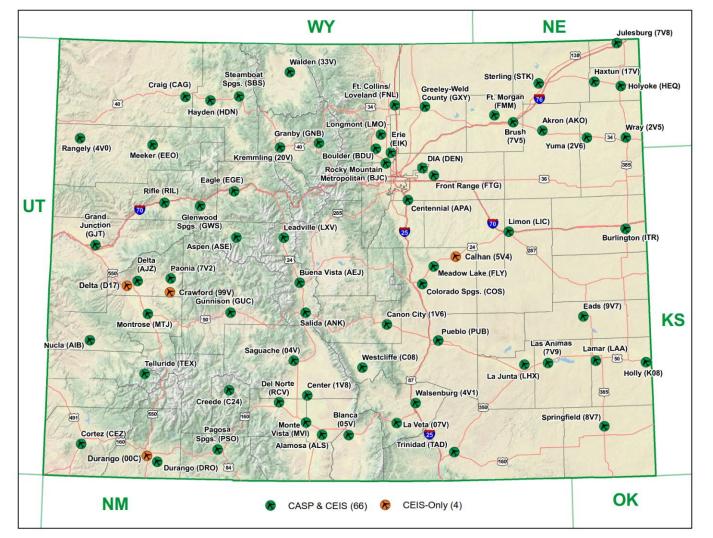


Therefore, the 2019 CEIS documents the results of the 65 publicly owned and five privately owned (including FLY), public-use airports, whereas the CASP system includes 66 airports (65 publicly owned and one privately owned). The four airports included in the CEIS that are not included in the CASP are depicted in orange in **Figure 1.2**. Those airports include:

- Animas Airpark (00C)
- Calhan (5V4)
- Crawford (99V)
- Westwinds (D17)

The 70 airports included in the CEIS are depicted in **Figure 1.2** and are presented alphabetically by associated city in **Table 1.2** starting with the commercial service airports, followed by the general aviation (GA) airports. Fourteen of the 70 CEIS airports support scheduled Part 121, Part 135, or Part 380 commercial airline service. The remaining 56 support primarily GA operations.





#### Figure 1.2. 2019 CEIS Airports

Sources: CDOT Division of Aeronautics, Kimley-Horn 2019



#### Table 1.2. 2019 CEIS Airports<sup>1</sup>

Associated City	Airport Name	FAA ID	NPIAS Status	Ownership	Use		
Commercial Service							
Alamosa	San Luis Valley Regional/Bergman Field	ALS	NPIAS	Public	Public		
Aspen	Aspen-Pitkin County/Sardy Field	ASE	NPIAS	Public	Public		
Colorado Springs	City of Colorado Springs Municipal	cos	NPIAS	Public	Public		
Cortez	Cortez Municipal	CEZ	NPIAS	Public	Public		
Denver	Denver International	DEN	NPIAS	Public	Public		
Durango	Durango-La Plata County	DRO	NPIAS	Public	Public		
Eagle	Eagle County Regional	EGE	NPIAS	Public	Public		
Grand Junction	Grand Junction Regional	GJT	NPIAS	Public	Public		
Gunnison	Gunnison-Crested Butte Regional	GUC	NPIAS	Public	Public		
Hayden	Yampa Valley	HDN	NPIAS	Public	Public		
Fort Collins/Loveland	Northern Colorado Regional	FNL	NPIAS	Public	Public		
Montrose	Montrose Regional	MTJ	NPIAS	Public	Public		
Pueblo	Pueblo Memorial	PUB	NPIAS	Public	Public		
Telluride	Telluride Regional	TEX	NPIAS	Public	Public		
	General Aviation						
Akron	Colorado Plains Regional	AKO	NPIAS	Public	Public		
Blanca	Blanca	05V	Non-NPIAS	Public	Public		
Boulder	Boulder Municipal	BDU	NPIAS	Public	Public		
Brush	Brush Municipal	7V5	Non-NPIAS	Public	Public		
Buena Vista	Central Colorado Regional	AEJ	NPIAS	Public	Public		
Burlington	Kit Carson County	ITR	NPIAS	Public	Public		
Calhan	Calhan	5V4	Non-NPIAS	Private	Public		
Canon City	Fremont County	1V6	NPIAS	Public	Public		
Center	Leach	1V8	Non-NPIAS	Public	Public		
Colorado Springs	Meadow Lake	FLY	NPIAS	Private	Public		
Craig	Craig-Moffat	CAG	NPIAS	Public	Public		
Crawford	Crawford	99V	Non-NPIAS	Private	Public		
Creede	Mineral County Memorial	C24	Non-NPIAS	Public	Public		
Del Norte	Astronaut Kent Rominger	RCV	Non-NPIAS	Public	Public		
Delta	Blake Field	AJZ	NPIAS	Public	Public		
Delta	Westwinds	D17	Non-NPIAS	Private	Public		
Denver	Centennial	APA	NPIAS	Public	Public		

<sup>&</sup>lt;sup>1</sup> The airport names for the following will be modified for the remainder of the CEIS to reflect their more commonly referenced names as follows: San Luis Valley Regional, Aspen-Pitkin County, and Colorado Springs Municipal for commercial service airports; Las Animas-Bent County, Cuchara Valley, and Steamboat Springs for general aviation airports.

# Colorado Aviation Economic Impact Study



Denver	Rocky Mountain Metropolitan	BJC	NPIAS	Public	Public
Denver	Front Range Airport/Colorado Air and Space Port	FTG	NPIAS	Public	Public
Durango	Animas Airpark	00C	Non-NPIAS	Private	Public
Eads	Eads Municipal	9V7	Non-NPIAS	Public	Public
Erie	Erie Municipal	EIK	NPIAS	Public	Public
Fort Morgan	Fort Morgan Municipal	FMM	NPIAS	Public	Public
Glenwood Springs	Glenwood Springs Municipal	GWS	Non-NPIAS	Public	Public
Granby	Granby-Grand County	GNB	NPIAS	Public	Public
Greeley	Greeley-Weld County	GXY	NPIAS	Public	Public
Haxtun	Haxtun Municipal	17V	Non-NPIAS	Public	Public
Holly	Holly	K08	Non-NPIAS	Public	Public
Holyoke	Holyoke	HEQ	NPIAS	Public	Public
Julesburg	Julesburg Municipal	7V8	Non-NPIAS	Public	Public
Kremmling	Mc Elroy Airfield	20V	NPIAS	Public	Public
La Junta	La Junta Municipal	LHX	NPIAS	Public	Public
La Veta	Cuchara Valley at La Veta	07V	Non-NPIAS	Public	Public
Lamar	Lamar Municipal	LAA	NPIAS	Public	Public
Las Animas	City of Las Animas-Bent County	7V9	Non-NPIAS	Public	Public
Leadville	Lake County	LXV	NPIAS	Public	Public
Limon	Limon Municipal	LIC	NPIAS	Public	Public
Longmont	Vance Brand	LMO	NPIAS	Public	Public
Meeker	Meeker/Coulter Field	EEO	NPIAS	Public	Public
Monte Vista	Monte Vista Municipal	MVI	NPIAS	Public	Public
Nucla	Hopkins Field	AIB	NPIAS	Public	Public
Pagosa Springs	Stevens Field	PSO	NPIAS	Public	Public
Paonia	North Fork Valley	7V2	Non-NPIAS	Public	Public
Rangely	Rangely	4V0	NPIAS	Public	Public
Rifle	Rifle Garfield County	RIL	NPIAS	Public	Public
Saguache	Saguache Municipal	04V	Non-NPIAS	Public	Public
Salida	Harriet Alexander Field	ANK	NPIAS	Public	Public
Springfield	Springfield Municipal	8V7	Non-NPIAS	Public	Public
Steamboat Springs	Steamboat Springs/Bob Adams Field	SBS	NPIAS	Public	Public
Sterling	Sterling Municipal	STK	NPIAS	Public	Public
Trinidad	Perry Stokes	TAD	NPIAS	Public	Public
Walden	Walden-Jackson County	33V	Non-NPIAS	Public	Public
Walsenburg	Spanish Peaks Airfield	4V1	NPIAS	Public	Public
Westcliffe	Silver West	C08	Non-NPIAS	Public	Public
Wray	Wray Municipal	2V5	NPIAS	Public	Public
Yuma	Yuma Municipal	2V6	NPIAS	Public	Public

Sources: FAA's NPIAS 2019-2023, Kimley-Horn 2019



## 1.3. Data Collection Methods

To quantify each airport's individual economic impact as well as the total statewide economic impact, each CEIS airport's 2018 direct impacts had to first be determined. An airport's direct impact is generated from data associated with airport administration, on-airport tenants, and capital improvement spending. Additional off-airport impacts were also quantified which included commercial service and general aviation visitor spending. 2018 direct data was gathered through surveys completed by airport managers, on-airport tenants, commercial service passengers, fixed base operators (FBOs), transient GA pilots and passengers, businesses that own or lease aircraft (non-tenants), and businesses that rely on Colorado airports. Both electronic and hard-copy versions of the surveys were distributed to each CEIS airport during the 66 site visits that were conducted from November 2018 through January 2019.<sup>2</sup> Further, a project website was established to disseminate information and updates about the project, as well as to help facilitate survey distribution. All surveys were also provided on the project website. Additionally, quick-response (QR) codes were supplied which led directly to the online version of the forms (in SurveyMonkey) for ease of completion. The following sections describe the purpose, approach, and key data related to each CEIS survey.

## 1.4. Airport Manager Survey

The purpose of the airport manager survey was two-fold. First, to identify information related to airports' employment, payroll, operating expenses, and capital expenses. Second, to obtain contact information from specific users at each airport, including on-airport tenants, to conduct follow-on surveys that assist in generating the full story of economic impact at Colorado airports. A complete airport manager survey at each CEIS airport was imperative as the information from this survey drove the rest of the data collection efforts at each airport.

#### 1.4.1. Approach

Airports were contacted in October and November 2018 by members of the project team to schedule a date and time to conduct an in-person meeting (site visit). The site visits were conducted November 2018 through January 2019. The duration of the meeting depended on the size and complexity of each airport, but typically lasted approximately three hours. Airport managers were provided a partially complete survey, with primary facility-related data input from FAA sources. Before the survey was reviewed and completed with each manager during the site visit, surveys were distributed to the airports electronically to allow the manager time to become familiar with the data being requested. Airport managers were initially asked to provide general airport information (types of activity, based aircraft, aircraft operations, etc.). The second component of the airport manager survey asked for airport managers to provide data related to airport sponsor employment. Third, airports were asked to provide tenant names and contact information, including FBOs, and company names and contacts for aviation and non-aviation businesses that they know are reliant on their airport(s). Fourth, managers were asked to summarize unique, anecdotal stories about the airport. Finally, managers were asked to provide information regarding non-quantifiable benefits that are provided at the airport (e.g., stand-by

<sup>&</sup>lt;sup>2</sup> Four airports were surveyed via telephone.



medical services, air shows, or aerial firefighting). This survey was sent to, and completed by, all 70 airports in hard copy and included data necessary for the CEIS as well as data for CASP analyses.

#### 1.4.1.1. Key Data

The airport manager survey was the foundation of the CASP and CEIS data collection effort. Responses to the surveys specific to the CEIS consisted of airport-specific information including the following:

- General airport information
  - Airport administration contact information
  - $\circ$   $\;$  Types of aviation services
  - Types of airport activity
- Economic impact (calendar year [CY] 2018-specific)
  - $\circ~$  Airport sponsor employment (full-time vs. part-time) by occupational category
  - $\circ$   $% \left( N_{1},N_{1},N_{2},N_{1},N_{2},N$
  - o Expenditures
    - Annual wages and benefits to all employees or average annual salary/wage per employee
    - Airport capital improvements (2015-2018)
    - Operating expenses (2018)
  - Airport visitors
    - Percentage of 2018 transient (non-local) GA traffic
    - Average number of passengers (including pilots) for each 2018 transient GA operation
    - Average length of stay for each 2018 transient GA operation
    - Purpose of each 2018 transient GA operation
- Contact information and employment estimates for each on-airport tenant
- Contact information and employment estimates for each off-airport business that based an aircraft at the airport
- Contact information for each non-local business that relies on the airport
- Contact information for each local business that relies on the airport

## 1.5. Airport Tenant Surveys

Airport tenants (also referred to as on-airport businesses to differentiate from those that only have based aircraft but no employees) typically provide the greatest economic impact at airports. CDOT Division of Aeronautics and the consultant team recognize that some of the data requested is confidential and/or many tenants are not interested in providing certain details to ensure their privacy, however, specific individual business information is necessary to quantify economic impact at each airport. To honor the privacy of individual business owners, certain information is not presented in this report, summary brochure, or individual airport brochure. Rather, an aggregated airport total is presented to summarize the economic impacts of each airport and for the system.

#### 1.5.1. Approach

As previously mentioned, airport tenants were initially identified during the airport manager survey portion of the data collection process. Airport managers provided general information about each tenant to the best of their ability (contact information including email address and full-time versus part-time employment estimates). Once all airport site visits were complete, tenant contact information was compiled by airport into a single tenant database. Once the contact list was compiled, CDOT Division of Aeronautics and Kimley-Horn emailed a tenant survey transmittal letter and survey attachment to each tenant identified at each airport.

Numbers of employment and type of business were the largest factor in quantifying the economic impact of each tenant. While the plan was for every tenant to complete a full tenant survey, there



were many who did not respond after multiple attempts to reach them via email and phone. If tenants were unresponsive, full-time and part-time employment numbers were obtained from airport manager estimates. Over 800 tenants were identified for all airports in the CEIS and only 166 completed a full tenant survey.<sup>3</sup> However, employment estimates and type of business were obtained for all 800 tenants. Since many tenants did not complete surveys, the project team relied on employment estimates and business types provided by the airport manager. Estimates of payroll and business revenues were obtained using IMPLAN. There were subtle differences in IMPLAN between different business sectors and their associated payroll and business revenues. The project team worked closely with CDOT Division of Aeronautics to review all data from IMPLAN. Technical Memorandum #2: Technical Methodology, provides additional information related to IMPLAN and developing direct impacts.

Once the initial tenant data collection process was complete, the consultant team compiled a list of tenants by airport and submitted information via email to each airport manager for confirmation. This included confirmation of each tenant's company name, business type, and full-time and part-time employment. Additionally, the correspondence included a comparison to the tenant data recorded in the 2013 Economic Impact Study for Colorado Airports. The consultant team began modeling the tenant data after it was confirmed by airport managers.

#### 1.5.1.1. Key Data

The responses to the tenant surveys consisted of business-specific information including the following:

- General business/company contact information
- Type of business conducted at the airport (both for aviation and non-aviation related)
- Number of 2018 full-time and part-time employees
- Expenditures
  - Total annual payroll (2018)
  - Real estate taxes (2018)
  - Capital improvements (2014-2018)
  - $\circ~$  Any additional economic benefits/services provided to the local community

## 1.6. Commercial Air Passenger Survey

Commercial service airports act as gateways to the state of Colorado, allowing visitors traveling on airlines from all over the world to experience what the state has to offer. Visitors utilize commercial aviation services to conduct business or enjoy vacation time in Colorado. Surveys of the commercial air passengers were conducted to develop spending profiles for all out of state visitors, which assisted in quantifying the statewide economic impacts of Colorado's 14 commercial service airports.

#### 1.6.1. Approach

Commercial air passenger surveys were deployed in the form of intercept surveys at the nine Primary commercial service airports in Colorado. Staff from the consultant team were stationed near the ticketing counters pre-security and surveyed departing passengers who were visiting from out of state using tablets and hard-copy surveys.<sup>4</sup> The airport managers and the airline station managers facilitated

<sup>&</sup>lt;sup>3</sup> Not including DEN tenants.

<sup>&</sup>lt;sup>4</sup> Surveyors at DEN were granted access post-security with temporary security badges.

**Colorado Aviation Economic Impact Study** 



the survey effort at the three Nonprimary commercial service airports (San Luis Valley Regional [ALS], Cortez Municipal [CEZ], and Telluride Regional [TEX]) because of the limited, single-airline service.<sup>5</sup> The commercial air passenger surveys enabled the consultant team to fully tell the story of how Colorado's airports support the state's premier tourist attractions and numerous businesses that rely on commercial airline service by surveying over 3,100 out of state visitors to Colorado.

#### 1.6.1.1. Key Data

The responses to the commercial air passenger surveys consisted of passenger-specific, out of state visitor expenditures including the following:

- Airport which the survey was received
- Out of state / in-state:
  - City/state of primary residence
  - $\circ~$  Expenditures made in Colorado by type (lodging, entertainment, etc.)
- Size of traveling party
- Length of trip
- Purpose of trip (business, vacation, etc.)
- Travel contingency plans had the airport not been available for use

## 1.7. Fixed Based Operator (FBO) Survey

Within the Colorado airport system there are 40 private fixed base operators that provide on-airport aeronautical services such as fueling, tie-down, aircraft maintenance, and flight instruction services. These businesses are on-airport tenants, but their economic impact is generally greater than that of a typical business tenant. As such, the FBO survey was created to explore the business aspects of this service deeper.

#### 1.7.1. Approach

Each private FBO was visited after the airport manager survey was conducted. During the visit, a member of the consultant team informed the FBO manager of the CEIS and its benefit to the airport and statewide system. The FBO managers were provided a hard-copy survey as well as directed to the project website which included a SurveyMonkey link if the FBO manager/owner preferred to complete a digital copy. Of the 40 identified FBOs, 14 completed a full survey. Employment data were obtained from airport management for all remaining FBOs as this information is essential to the CEIS.

Similar to the tenant surveys, FBO business information was necessary to quantify economic impact at each airport; however, individual FBO business information is not presented in this report, summary brochure, or individual airport brochure. Rather, the FBO(s) are included as an aggregated total that is presented by airport.

#### 1.7.1.1. Key Data

The responses to the FBO surveys consisted of business-specific information including the following:

- General FBO contact information
- 2018 airport operations by type

 $<sup>^5</sup>$  Northern Colorado Regional (FNL) was not included because there was no commercial air service at the time of the survey effort.

Colorado Aviation Economic Impact Study / K S CEIS



- Number of 2018 full-time and part-time employees
- FBO expenditures:
  - 2018 total annual payroll
  - 2018 real estate taxes
  - Capital improvements (2014-2018)
- Contact information for businesses that own or lease aircraft that are based at the airport

#### **1.8. GA Transient Pilots and Passengers Survey**

Like the commercial air passenger survey, the GA transient pilot and passenger survey focused on departing, out of state visitors. The key difference is that this survey was designed to capture responses from pilots and passengers using GA aircraft. It is widely accepted that commercial service airports are used as a gateway for many leisure and business travelers who utilize airlines, but GA airports accommodate many of the same types of travelers that are flying in GA aircraft of all sizes to all of the Colorado airports, including commercial service airports. The GA transient pilots and passenger survey was deployed to accurately quantify the types of spending by people using GA aircraft.

#### 1.8.1. Approach

This survey was conducted by distributing both hard-copy and electronic versions to FBOs and airport management for pilots and passengers to complete, as well as by setting up posters in the general aviation terminal buildings. The posters contained a QR code and a link to the online survey (via SurveyMonkey) for ease of completion. FBOs were requested to encourage participation, especially by out of state visitors prior to departing the airport. The posters and hard-copy surveys were placed in highly-visible, frequently-used areas such as pilot's lounges, front desks, and lobby areas. FBO managers and airport managers maintained the hard-copy surveys and sent batches of complete surveys to the project team at their convenience. Some surveys were completed via SurveyMonkey which made results accessible to the consultant team instantaneously. Over 160 surveys were received throughout the six-month survey period which started in November 2018 and concluded in May 2019. Data on spending from in-state visitors could not be used since the focus of the surveys is on new money being brought into Colorado as a result of visitors using the airports. After filtering through the out-of-state visitors, 59 surveys provided data on over 200 out of state visitors who arrived via GA aircraft.

#### 1.8.1.1. Key Data

The responses to the GA transient pilot and passenger survey consisted of visitor expenditure information including the following:

- Airport in which the survey was received
- Status as an out of state visitor, and if from out of state: •
  - City/state of primary residence
  - Expenditures made in Colorado by type (lodging, entertainment, etc.)
- Size of traveling party
- Length of trip in terms of nights spent in Colorado
- Trip purpose (business, vacation, etc.)
  - If purpose was business related, additional questions were asked about the company's major  $\circ$ product/service, as well as the major product/service of the company being visited
- Travel contingency plans had the airport not been available for use
- Any additional comments / recommendations regarding Colorado airports



## 1.9. Businesses that Own or Lease Aircraft Survey

As mentioned previously, air transportation is vital to many Colorado businesses. Whether air travel is utilized to collaborate with vendors or clients, or shipping products and communications, air transport services are a key part of Colorado's infrastructure. The businesses that own or lease an aircraft survey was deployed to help the consultant team understand the business's experiences and views regarding commercial and GA airports in Colorado. It should be noted that data obtained from this survey was used to quantify a statewide benefit, not the impact of any one airport. These businesses consist of those that may be based at a Colorado airport or frequently utilize a Colorado airport, but are not considered a tenant with employees on the airport where they are based.

#### 1.9.1. Approach

Generating a list of businesses that own or lease aircraft came from more than one source. Initially, these users were identified during the site visit by the airport manager, but additional businesses were identified based on conversations with FBO staff since the FBOs are typically the party to handle GA business aviation activity. In some instances, FBOs were reluctant to provide business names or specific contact information to keep their privacy intact. Many businesses were identified during site visits, however, only a limited number of completed surveys were obtained. Additional information on business use and activity was obtained through the airport managers and discussions with FBOs, although this information is more qualitative in nature. It is important to note that the businesses that own or lease aircraft survey was deployed to help understand the additional statewide economic impact of these users that could frequent multiple airports.

#### 1.9.1.1. Key Data

The responses to the businesses that own or lease aircraft survey consisted of business-specific information including the following:

- General business information
- Information about based aircraft either owned or leased by the business
- Number of 2018 full-time and part-time employees
- Estimated percentage of employees who rely on general aviation to conduct their business in 2018
- Business's estimated split of general aviation and commercial service trips in 2018
- Estimated percentage of general aviation trips taken in/to/from Colorado in 2018 on company owned/leased aircraft
- Company's three most common destinations in company-owned/leased aircraft in 2018
- Company's three most used Colorado airports in company-owned/leased aircraft in 2018
- Client use of company-owned/leased aircraft to visit office locations in 2018 .
- Air cargo information
- Which Colorado airports need improvements
- Influence of business location factors (cost of living, tax incentives, proximity to clients, etc.)
- Final thoughts on the ability of Colorado's airports to support business aviation needs

## 1.10. Businesses that Rely on Colorado Airports Survey

Like the businesses that own or lease aircraft survey, the businesses that rely on Colorado airports survey was deployed to quantify a statewide impact. For example, businesses that are in the Denver Metropolitan area may rely on Centennial Airport (APA), Rocky Mountain Metropolitan Airport (BJC), Front Range Airport/Colorado Air and Space Port (FTG) and Denver International Airport (DEN). The



questions to these surveys were for the purpose of understanding the types of businesses that rely on Colorado airports and the airport-related factors that influence the location of the business.

#### 1.10.1. Approach

The final portion of the airport manager survey was reserved for identifying local and non-local businesses that rely on the airport. Airport managers were asked to provide contact information to include email addresses so that business reliance surveys could be distributed to the identified businesses. Responses varied as rural, GA airport managers were only familiar with one or two businesses that relied on the airport. In contrast, the staff at APA were familiar with hundreds of reliant businesses. For airports in the Denver Metropolitan Area, airports were asked to only list the most significant businesses that rely on the airport.

Once the contact list was formed, the consultant team and CDOT Division of Aeronautics distributed the survey via the Office of Economic Development and International Trade (OEDIT) in the hopes that it would yield greater results than a survey from a consultant or CDOT Division of Aeronautics, whom many of the businesses may not be familiar with. However, a limited survey response was achieved even with this method of distribution. This is similar to other electronic surveys where it is challenging to obtain a high response rate given the abundance of electronic mail. All information obtained through this survey provides more qualitative insight into the importance of airports to business activity in Colorado.

#### 1.10.1.1. Key Data

The responses to the business reliance survey consisted of business-specific information including the following:

- General business information
- Number of 2018 full-time and part-time employees
- Elaboration on how the business is reliant on aviation
- Business use of aviation
- Commercial service use details
- General aviation use details
- Air cargo information
- Which Colorado airports need improvements made to them (facilities, services, commercial flights, freight access, etc.)
- Influence of business location factors (cost of living, tax incentives, proximity to clients, etc.)
- Final thoughts on the ability of Colorado's airports to support business aviation need