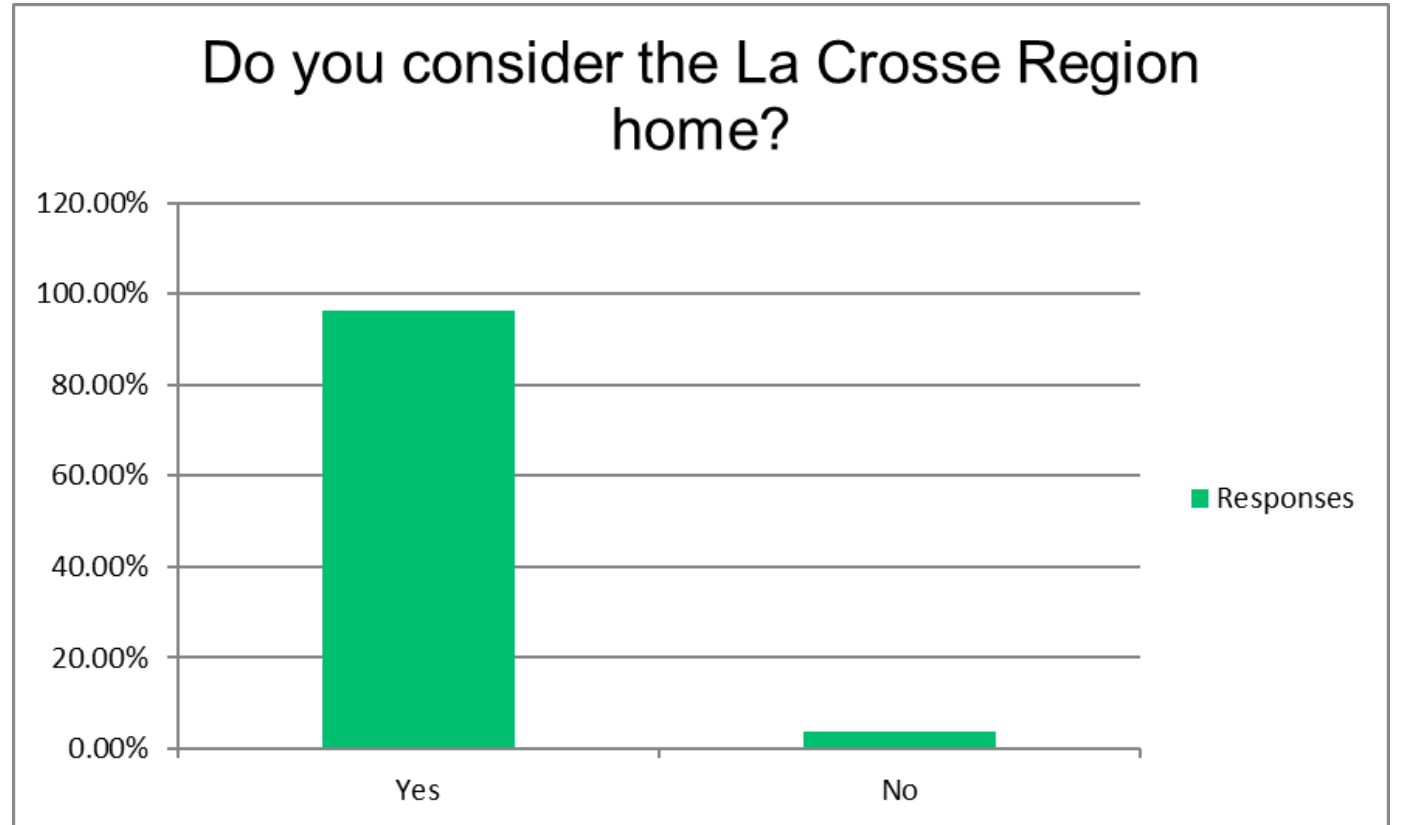


Do you consider the La Crosse Region home?

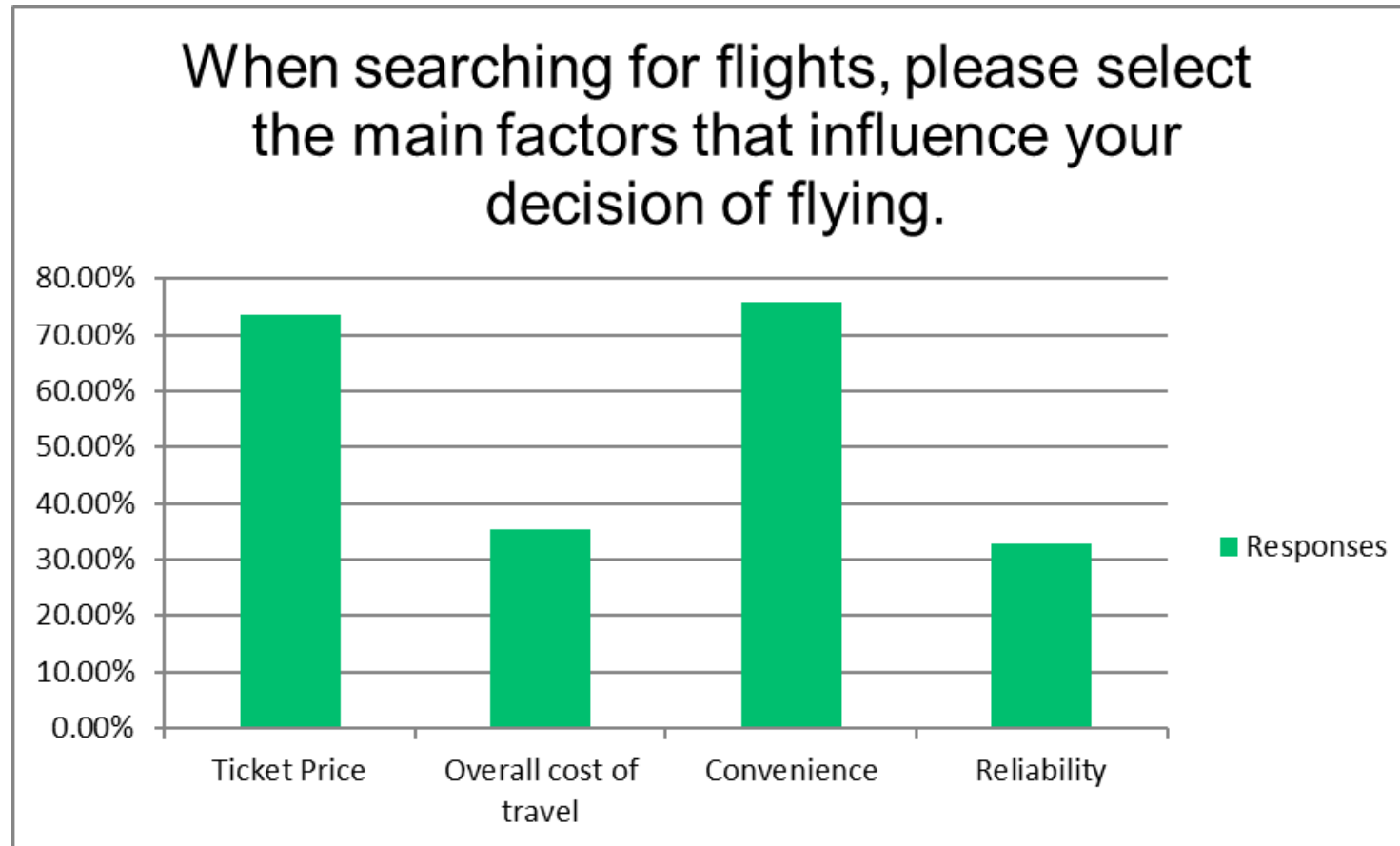
Answer	Choices	Responses
Yes	96.40%	1849
No	3.60%	69

Answered 1918  
Skipped 2



When searching for flights, please select the main factors that influence your decision of flying.

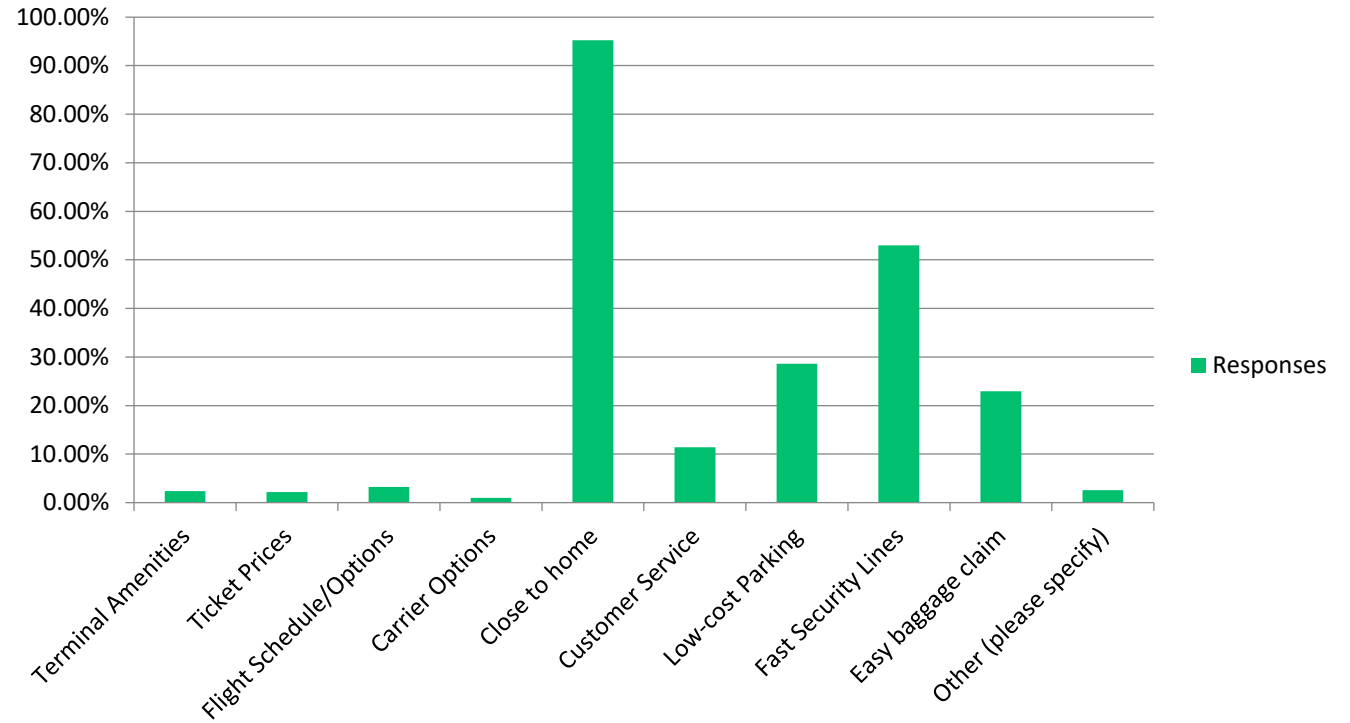
Answer Choices	Responses		
Ticket Price	73.70% 1412		
Overall cost of travel	35.23% 675	Answered	1916
Convenience	75.89% 1454	Skipped	4
Reliability	32.78% 628		



Of the options below, what do you feel are La Crosse Regional Airport's top TWO strengths?

Answer Choices	Responses	
Terminal Amenities	2.35%	45
Ticket Prices	2.19%	42
Flight Schedule/Options	3.24%	62
Carrier Options	0.99%	19
Close to home	95.20%	1824
Customer Service	11.43%	219
Low-cost Parking	28.60%	548
Fast Security Lines	52.97%	1015
Easy baggage claim	22.91%	439
Other (please specify)	2.56%	49
	Answered	1916
	Skipped	4

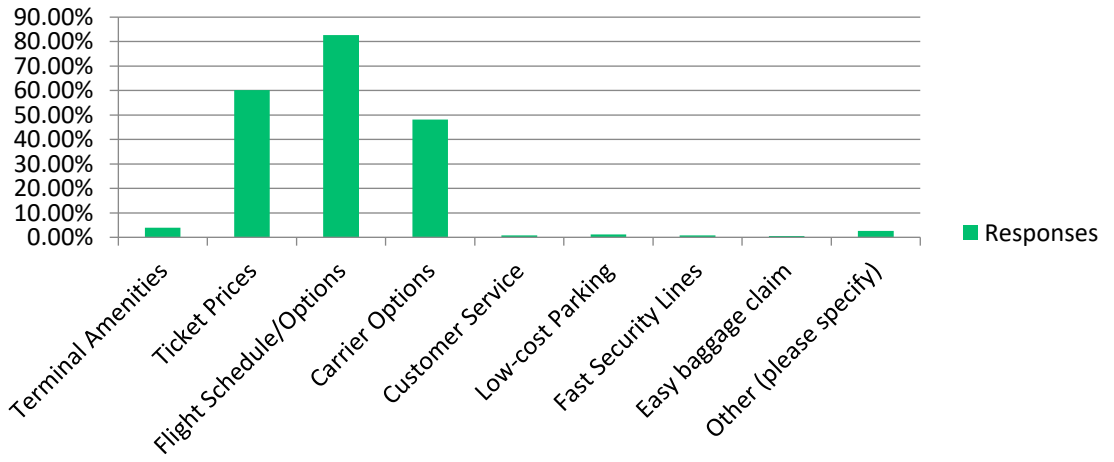
Of the options below, what do you feel are La Crosse Regional Airport's top TWO strengths?



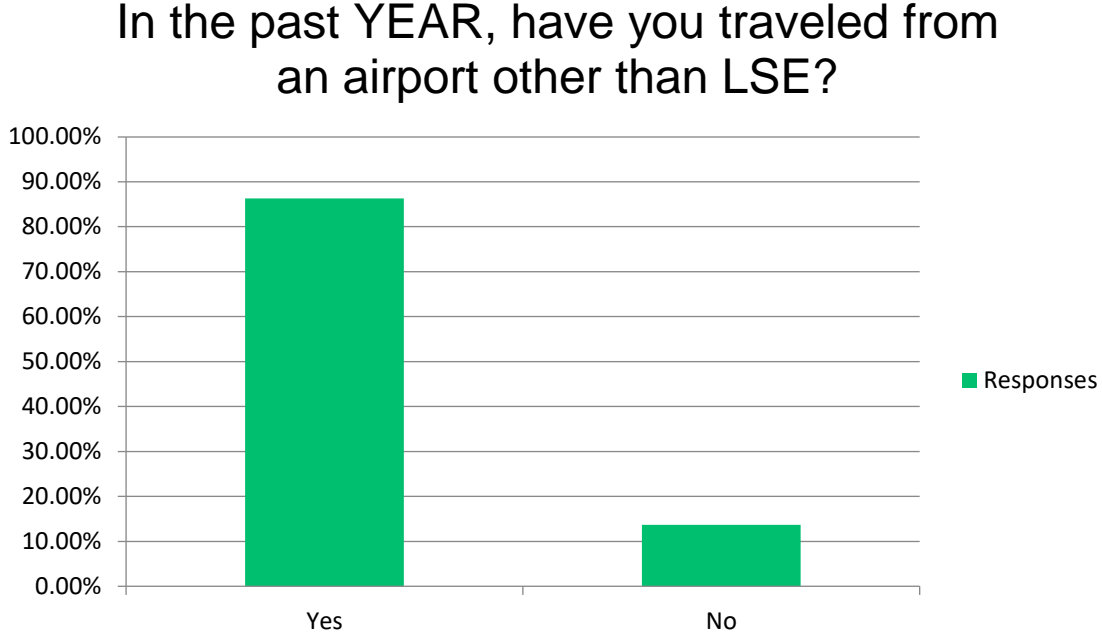
Of the options below, what are La Crosse Regional Airport's top TWO areas for improvement?

Answer Choices	Responses	
Terminal Amenities	3.87%	74
Ticket Prices	60.12%	1150
Flight Schedule/Options	82.70%	1582
Carrier Options	48.14%	921
Customer Service	0.73%	14
Low-cost Parking	1.15%	22
Fast Security Lines	0.78%	15
Easy baggage claim	0.47%	9
Other (please specify)	2.67%	51
	Answered	1913
	Skipped	7

Of the options below, what are La Crosse Regional Airport's top TWO areas for improvement?



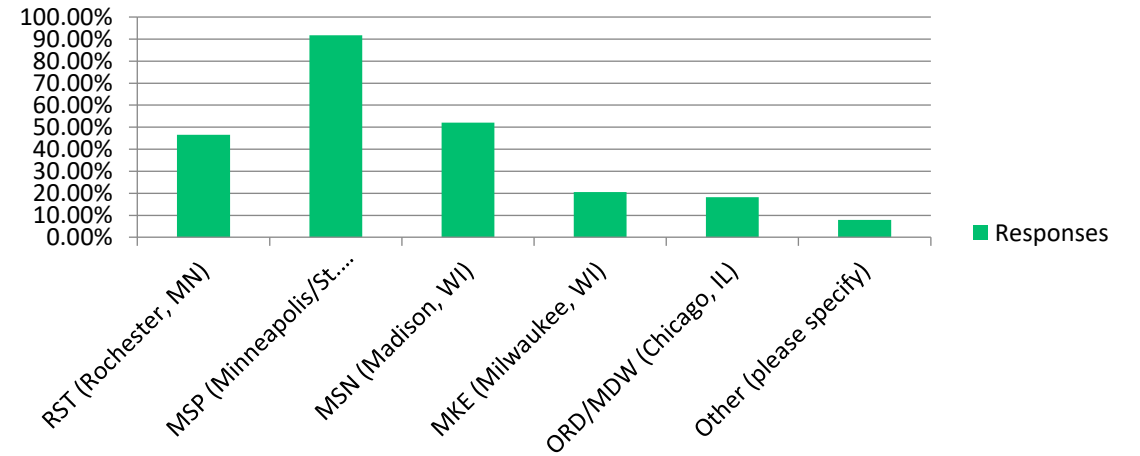
In the past YEAR, have you traveled from an airport other than LSE?		
Answer Choices	Responses	
Yes	86.29%	1649
No	13.71%	262
	Answered	1911
	Skipped	9



If not flying LSE, please indicate other airports you consider when making flight reservations to/from the La Crosse Area.

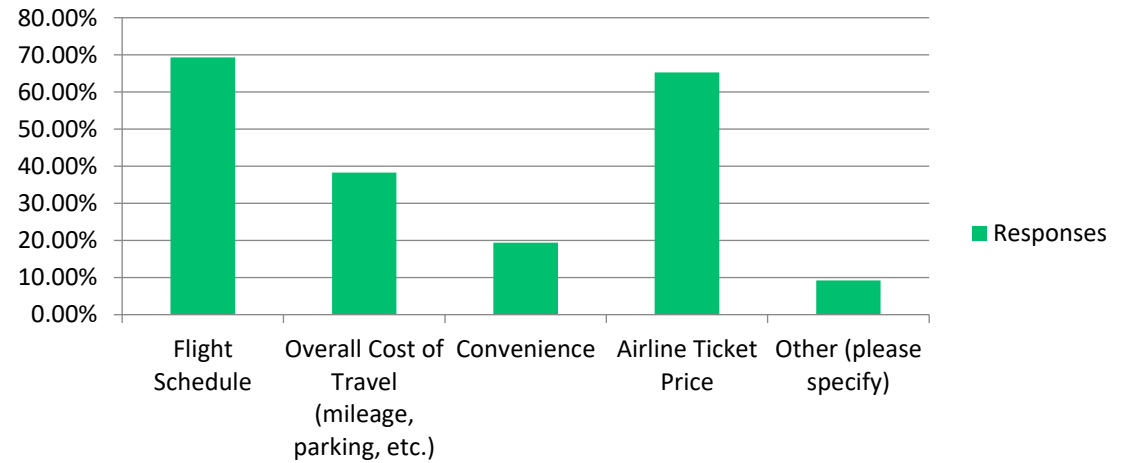
Answer Choices	Responses	
RST (Rochester, MN)	46.59%	889
MSP (Minneapolis/St. Paul, MN)	91.67%	1749
MSN (Madison, WI)	52.04%	993
MKE (Milwaukee, WI)	20.60%	393
ORD/MDW (Chicago, IL)	18.29%	349
Other (please specify)	7.86%	150
	Answered	1908
	Skipped	12

If not flying LSE, please indicate other airports you consider when making flight reservations to/from the La Crosse Area.



When you choose to fly from an airport other than LSE, what factors most influences your decision		
Answer Choices	Responses	
Flight Schedule	69.30%	1325
Overall Cost of Travel (mileage, parking, etc.)	38.28%	732
Convenience	19.35%	370
Airline Ticket Price	65.27%	1248
Other (please specify)	9.21%	176
	Answered	1912
	Skipped	8

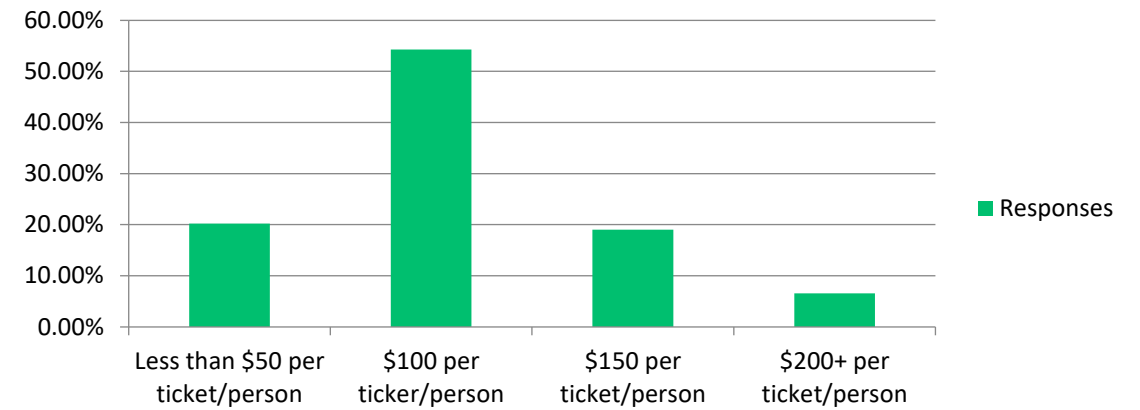
### When you choose to fly from an airport other than LSE, what factors most influences your decision



Assuming overall travel costs influence your choice to fly LSE, at what price points is the "fly from home" convenience worth the cost?

Answer Choices	Responses	
Less than \$50 per ticket/person	20.18%	381
\$100 per ticket/person	54.24%	1024
\$150 per ticket/person	19.01%	359
\$200+ per ticket/person	6.57%	124
	Answered	1888
	Skipped	32

Assuming overall travel costs influence your choice to fly LSE, at what price points is the "fly from home" convenience worth the cost?

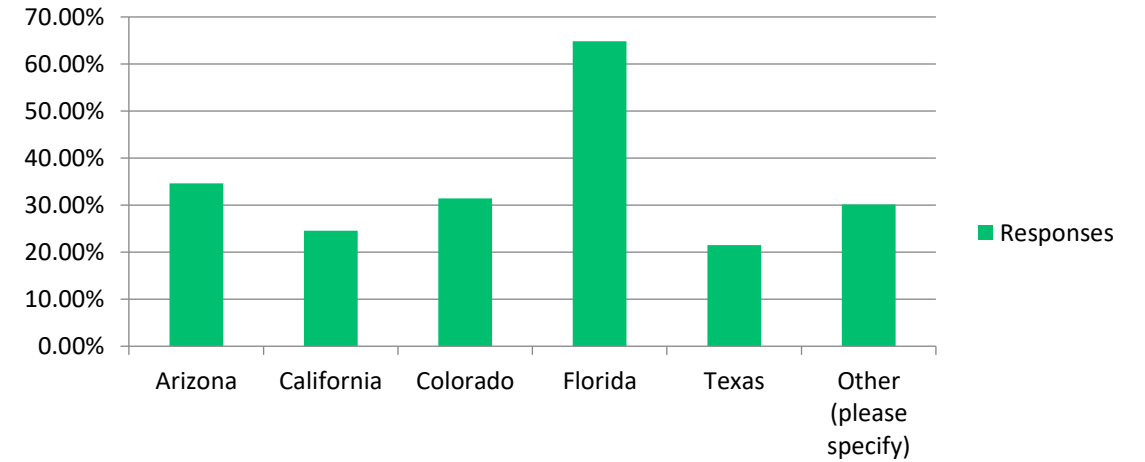




Which of the following regions would be the most attractive as a destination from LSE?

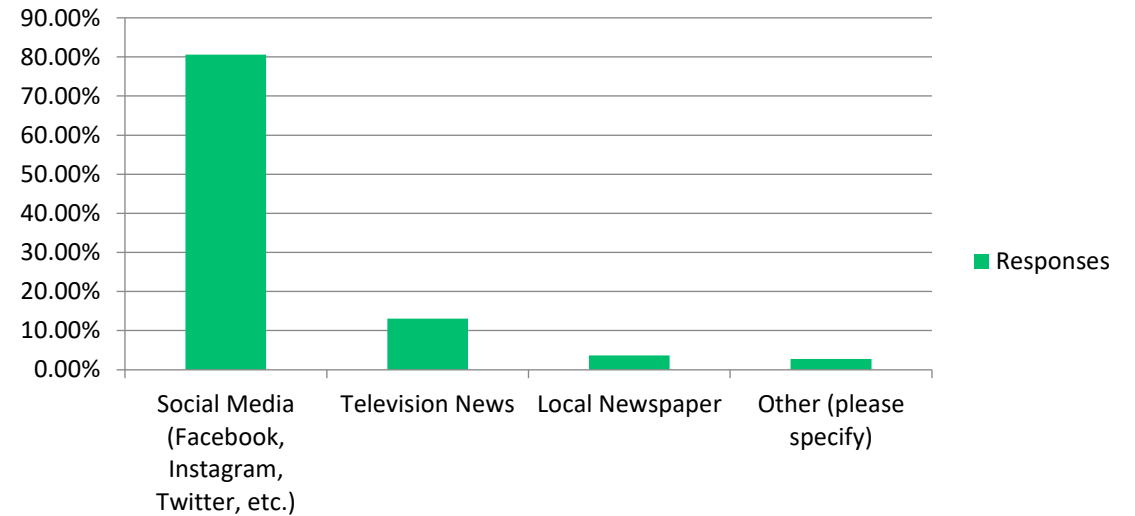
Answer Choices	Responses	
Arizona	34.66%	662
California	24.55%	469
Colorado	31.47%	601
Florida	64.82%	1238
Texas	21.52%	411
Other (please specify)	30.16%	576
	Answered	1910
	Skipped	10

Which of the following regions would be the most attractive as a destination from LSE?



How do you prefer to stay updated with local current events?		
Answer Choices	Responses	
Social Media (Facebook, Instagram, Twitter, etc.)	80.59%	1520
Television News	13.04%	246
Local Newspaper	3.61%	68
Other (please specify)	2.76%	52
	Answered	1886
	Skipped	34

## How do you prefer to stay updated with local current events?



At LSE we believe it's our job to welcome you or send you off with a Low Stress Experience. How well are we meeting your expectations? Please share any additional comments or suggestions here:

Answered	743
Skipped	1177