

CITY OF SIOUX FALLS

# events campus

Public Opinion Survey – Full Results // 08.20.2019

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# comprehensive survey results

## INTRODUCTION

Lawrence & Schiller partnered with the City of Sioux Falls in June 2019 to gather public opinion regarding current and future uses of the Events Campus facilities. With a goal of gathering 400 total completed responses, the survey was scheduled to run June 6 – June 11, 2019. As of June 11, the survey had generated more than 600 (n=640) responses to be analyzed and shared with the Panel at its scheduled meeting on June 26. This report is available on the City of Sioux Falls website: <https://www.siouxfalls.org/mayor/events-center-study-group/survey-results>. Due to the high level of public interest and response rates, the survey remained open to collect responses through June 18.

The following document provides raw data tables which include a side-by-side comparison of the sample used in the June 26 report, as well as the response data that was collected after the June 11 cutoff for analysis and reporting. Each crosstabulation provides the frequency distribution of responses for the total sample results (shown in the first column), results used in the June 26 report (second column), and the results that were collected in the days following the June 11 cutoff (third column).

### Statistical overview of study sample:

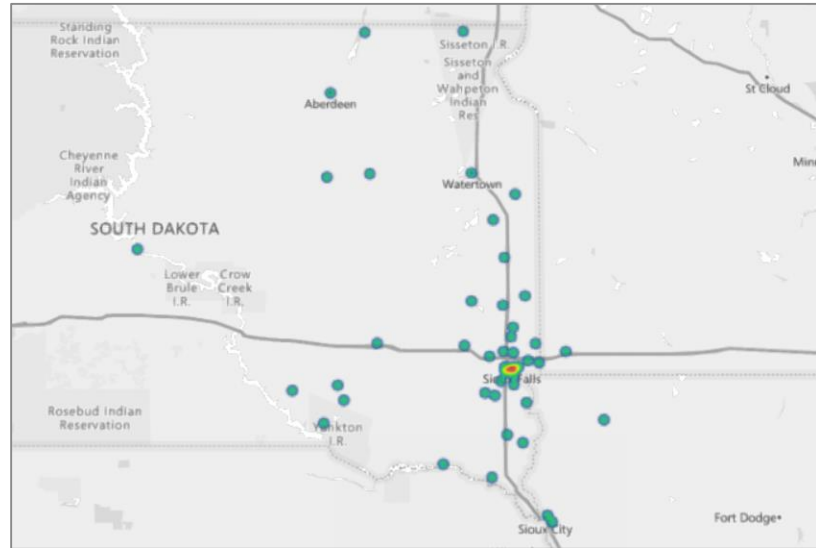
- **Total sample (n=1,271)**
  - June 6 – 18, 2019 (full duration of survey fieldwork)
  - Confidence interval:  $\pm 2.75\%$ , at 95% confidence level
- **June Report to Panel (n=640)**
  - June 6 – 11, 2019
  - Confidence interval:  $\pm 3.87\%$ , at 95% confidence level
- **Remaining sample (n=631)**
  - June 11 – 18, 2019
  - Confidence interval:  $\pm 3.90\%$ , at 95% confidence level

### Additional notes:

- **Varying sample size, by question.** Certain survey questions were displayed based on condition of prior question responses. For example, respondents who have not attended a recent event at the Sioux Falls Stadium were not asked detailed perception questions about the stadium. Therefore, in instances where the sample size provided for the question does not total 1,271, table frequencies have been calculated based on the valid sample size of respondents who were presented with the question.
- **Multiple response questions.** The survey included several questions in which respondents were able to record more than one response, e.g., "select all that apply." These questions are denoted throughout this document as "Multiple Response." Such tables contain two statistics per variable. The first, % Valid Cases, shows the frequency (percentage) of the given response based on the total number of respondents who answered the question, and percentages will typically sum to greater than 100%. The second statistic, % Total Mentions, shows the response as a percentage of all responses provided across the valid sample.

		Sample Wave		
		Total	June Report	Remaining Sample
<b>Q1. Are you under 18 years old?</b>				
Sample Size		1,271	640	631
	No Count Column %	1,271 100%	640 100%	631 100%

Q2. Please enter your 5-digit zip code.			
Zip code	Count	Zip code	Count
57106	280	57017	1
57103	198	57469	1
57108	182	30052	1
57105	180	57048	1
57104	133	57069	1
57110	103	57328	1
57107	74	57078	1
57005	15	57436	1
57032	12	57101	1
57064	9	57710	1
57006	8	51106	1
57033	8	57224	1
57003	5	51201	1
57020	4	57234	1
57022	4	57023	1
57055	4	57313	1
57109	3	57028	1
57042	3	57356	1
57013	3	57030	1
57226	2	57401	1
57001	2	52003	1
57201	2	57446	1
57004	2	47906	1
56156	2	57501	1
57068	2	57039	1
57015	1	90218	1
57369	1	51104	1
57301	1	57206	1
		<b>Grand Total</b>	<b>1271</b>



	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q3. How long have you lived in Sioux Falls?</b>			
Sample Size	1,271	640	631
<b>Less than 1 year</b>			
Count	22	7	15
Column %	2%	1%	2%
<b>1-5 years</b>			
Count	158	56	102
Column %	12%	9%	16%
<b>6-10 years</b>			
Count	162	77	85
Column %	13%	12%	13%
<b>11-15 years</b>			
Count	148	80	68
Column %	12%	13%	11%
<b>16-20 years</b>			
Count	153	75	78
Column %	12%	12%	12%
<b>21 years or longer</b>			
Count	560	298	262
Column %	44%	47%	42%
<b>I am not a Sioux Falls resident</b>			
Count	68	47	21
Column %	5%	7%	3%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q4. Have you ever visited or attended an event at the Events Center Campus?</b>			
Sample Size	1,271	640	631
<b>Yes</b>			
Count	1,214	629	585
Column %	96%	98%	93%
<b>No</b>			
Count	57	11	46
Column %	4%	2%	7%

		Sample Wave		
		Total	June Report	Remaining Sample
<b>Q5. How many events have you attended at the Events Center Campus in the last two years?</b>				
Sample Size		1,214	629	585
<b>None</b>				
Count		28	9	19
Column %		2%	1%	3%
<b>1-3</b>				
Count		272	121	151
Column %		22%	19%	26%
<b>4-6</b>				
Count		344	165	179
Column %		28%	26%	31%
<b>7-9</b>				
Count		175	93	82
Column %		14%	15%	14%
<b>10 or more</b>				
Count		395	241	154
Column %		33%	38%	26%

		Sample Wave		
		Total	June Report	Remaining Sample
<b>Q6. Multiple Response - Which of the following facilities have you visited in the last two years (select all that apply)?</b>				
Sample Size		1,186	620	566
Valid Cases		1,186	620	566
Total Mentions		3,723	2,014	1,709
<b>Sioux Falls Baseball Stadium (Canaries Stadium)</b>				
% Valid Cases		50%	56%	44%
% Total Mentions		16%	17%	15%
<b>Howard Wood Field</b>				
% Valid Cases		30%	30%	30%
% Total Mentions		10%	9%	10%
<b>Convention Center</b>				
% Valid Cases		78%	78%	78%
% Total Mentions		25%	24%	26%
<b>Arena</b>				
% Valid Cases		61%	64%	58%
% Total Mentions		20%	20%	19%
<b>Denny Sanford PREMIER Center</b>				
% Valid Cases		95%	96%	93%
% Total Mentions		30%	30%	31%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q7. Amount of available parking: How would you describe each of the following aspects of parking at the Event Center Campus?</b>			
Sample Size	1,186	620	566
<b>No Experience</b>			
Count	1	0	1
Column %	0%	0%	0%
<b>Poor</b>			
Count	213	135	78
Column %	18%	22%	14%
<b>Fair</b>			
Count	434	232	202
Column %	37%	37%	36%
<b>Good</b>			
Count	439	214	225
Column %	37%	35%	40%
<b>Excellent</b>			
Count	99	39	60
Column %	8%	6%	11%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q7. Amount of premium parking: How would you describe each of the following aspects of parking at the Event Center Campus?</b>			
Sample Size	1,186	620	566
<b>No Experience</b>			
Count	387	186	201
Column %	33%	30%	36%
<b>Poor</b>			
Count	227	140	87
Column %	19%	23%	15%
<b>Fair</b>			
Count	289	149	140
Column %	24%	24%	25%
<b>Good</b>			
Count	227	117	110
Column %	19%	19%	19%
<b>Excellent</b>			
Count	56	28	28
Column %	5%	5%	5%



	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q7. Proximity of premium parking to entrances: How would you describe each of the following aspects of parking at the Event Center Campus?</b>			
Sample Size	1,186	620	566
<b>No Experience</b>			
Count	341	161	180
Column %	29%	26%	32%
<b>Poor</b>			
Count	118	70	48
Column %	10%	11%	8%
<b>Fair</b>			
Count	267	144	123
Column %	23%	23%	22%
<b>Good</b>			
Count	332	171	161
Column %	28%	28%	28%
<b>Excellent</b>			
Count	128	74	54
Column %	11%	12%	10%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q7. Available drop off and pick up locations: How would you describe each of the following aspects of parking at the Event Center Campus?</b>			
Sample Size	1,186	620	566
<b>No Experience</b>			
Count	196	100	96
Column %	17%	16%	17%
<b>Poor</b>			
Count	155	109	46
Column %	13%	18%	8%
<b>Fair</b>			
Count	342	186	156
Column %	29%	30%	28%
<b>Good</b>			
Count	390	181	209
Column %	33%	29%	37%
<b>Excellent</b>			
Count	103	44	59
Column %	9%	7%	10%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q8. Ability to walk to and access the Event Center Campus: How would you describe each of the following regarding access to the Event Center Campus?</b>			
Sample Size	1,186	620	566
<b>No Experience</b>			
Count	56	27	29
Column %	5%	4%	5%
<b>Poor</b>			
Count	188	98	90
Column %	16%	16%	16%
<b>Fair</b>			
Count	297	168	129
Column %	25%	27%	23%
<b>Good</b>			
Count	498	258	240
Column %	42%	42%	42%
<b>Excellent</b>			
Count	147	69	78
Column %	12%	11%	14%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q8. Transportation to and out of the Event Center Campus: How would you describe each of the following regarding access to the Event Center Campus?</b>			
Sample Size	1,186	620	566
<b>No Experience</b>			
Count	227	102	125
Column %	19%	16%	22%
<b>Poor</b>			
Count	193	122	71
Column %	16%	20%	13%
<b>Fair</b>			
Count	369	202	167
Column %	31%	33%	30%
<b>Good</b>			
Count	336	164	172
Column %	28%	26%	30%
<b>Excellent</b>			
Count	61	30	31
Column %	5%	5%	5%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q8. Availability of transportation to/from Event Center Campus from Downtown Sioux Falls: How would you describe each of the following regarding access to the Event Center Campus?</b>			
Sample Size	1,186	620	566
<b>No Experience</b>			
Count	548	268	280
Column %	46%	43%	49%
<b>Poor</b>			
Count	233	145	88
Column %	20%	23%	16%
<b>Fair</b>			
Count	196	103	93
Column %	17%	17%	16%
<b>Good</b>			
Count	157	76	81
Column %	13%	12%	14%
<b>Excellent</b>			
Count	52	28	24
Column %	4%	5%	4%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q9. Multiple Response - When attending events at the campus, do you typically:</b>			
Sample Size	1,186	620	566
Valid Cases	1,186	620	566
Total Mentions	1,856	970	886
<b>Park onsite</b>			
% Valid Cases	86%	85%	86%
% Total Mentions	55%	55%	55%
<b>Park on a side street and walk to the campus</b>			
% Valid Cases	39%	38%	39%
% Total Mentions	25%	24%	25%
<b>Use ride share, taxi or chauffeur services</b>			
% Valid Cases	15%	15%	15%
% Total Mentions	10%	10%	10%
<b>Get dropped off by friends or family</b>			
% Valid Cases	14%	14%	13%
% Total Mentions	9%	9%	8%
<b>Use public transportation</b>			
% Valid Cases	1%	1%	1%
% Total Mentions	1%	1%	1%
<b>Walk or ride a bicycle</b>			
% Valid Cases	2%	3%	2%
% Total Mentions	1%	2%	1%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q10. Have parking concerns ever prevented you from attending events at the campus?</b>			
Sample Size	1,214	629	585
<b>No</b>			
Count	920	462	458
Column %	76%	73%	78%
<b>Yes</b>			
Count	294	167	127
Column %	24%	27%	22%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q11. Would you be open to using a fast transportation option that takes you from downtown parking ramps to the Events Center Campus? Transportation would drop you off at the front door and would be operated by the city.</b>			
Sample Size	1,214	629	585
<b>Maybe I would consider using</b>			
Count	377	187	190
Column %	31%	30%	32%
<b>No, I would not consider using</b>			
Count	342	191	151
Column %	28%	30%	26%
<b>Yes, I would consider using</b>			
Count	495	251	244
Column %	41%	40%	42%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q12. Have you attended a baseball game at the Sioux Falls Stadium (Canaries Stadium) in the last two years?</b>			
Sample Size	1,271	640	631
<b>No</b>			
Count	605	264	341
Column %	48%	41%	54%
<b>Yes</b>			
Count	666	376	290
Column %	52%	59%	46%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q13. Have you attended other baseball games outside of Sioux Falls Stadium in the last two years? Please consider any type of baseball games, in Sioux Falls or otherwise.</b>			
Sample Size	1,271	640	631
<b>No</b>			
Count	622	288	334
Column %	49%	45%	53%
<b>Yes</b>			
Count	649	352	297
Column %	51%	55%	47%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q14. Multiple Response - What types of baseball games do you enjoy attending most?</b>			
Sample Size	1,271	640	631
Valid Cases	1,271	640	631
Total Mentions	2,485	1,326	1,159
<b>Major League Baseball</b>			
% Valid Cases	64%	66%	61%
% Total Mentions	33%	32%	33%
<b>MLB minor league affiliates</b>			
% Valid Cases	22%	24%	19%
% Total Mentions	11%	11%	11%
<b>Canaries</b>			
% Valid Cases	34%	38%	30%
% Total Mentions	17%	18%	16%
<b>College</b>			
% Valid Cases	21%	24%	18%
% Total Mentions	11%	11%	10%
<b>Amateur</b>			
% Valid Cases	12%	14%	11%
% Total Mentions	6%	7%	6%
<b>Youth</b>			
% Valid Cases	24%	25%	23%
% Total Mentions	12%	12%	13%
<b>None</b>			
% Valid Cases	19%	17%	21%
% Total Mentions	10%	8%	11%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q15. Multiple Response - What part of a baseball game experience do you enjoy most?</b>			
Sample Size	1,271	640	631
Valid Cases	1,271	640	631
Total Mentions	3,954	2,087	1,867
<b>Competitiveness of the teams</b>			
% Valid Cases	37%	40%	34%
% Total Mentions	12%	12%	11%
<b>Food and beverage</b>			
% Valid Cases	39%	42%	37%
% Total Mentions	13%	13%	12%
<b>Stadium activities for kids</b>			
% Valid Cases	14%	16%	12%
% Total Mentions	5%	5%	4%
<b>Restaurants, retail, and amenities surrounding the stadium</b>			
% Valid Cases	19%	21%	16%
% Total Mentions	6%	7%	6%
<b>Spending time with family/friends</b>			
% Valid Cases	66%	67%	64%
% Total Mentions	21%	21%	22%
<b>Pre-game, post-game, and between innings entertainment</b>			
% Valid Cases	22%	24%	19%
% Total Mentions	7%	7%	6%
<b>Spending time outside</b>			
% Valid Cases	56%	55%	57%
% Total Mentions	18%	17%	19%
<b>Enjoy the sport/game itself</b>			
% Valid Cases	53%	55%	51%
% Total Mentions	17%	17%	17%
<b>Other</b>			
% Valid Cases	6%	5%	6%
% Total Mentions	2%	2%	2%

		Sample Wave		
		Total	June Report	Remaining Sample
<b>Q16. How many events have you attended at the Sioux Falls Baseball Stadium (Canaries Stadium) in the last two years?</b>				
Sample Size		1,271	640	631
<b>None</b>				
Count		576	252	324
Column %		45%	39%	51%
<b>1-3</b>				
Count		480	260	220
Column %		38%	41%	35%
<b>4-6</b>				
Count		134	72	62
Column %		11%	11%	10%
<b>7-9</b>				
Count		25	18	7
Column %		2%	3%	1%
<b>10 or more</b>				
Count		56	38	18
Column %		4%	6%	3%

		Sample Wave		
		Total	June Report	Remaining Sample
<b>Q17. Parking: How would you rate your experience at the Stadium in each of the following areas?</b>				
Sample Size		695	388	307
<b>No Experience</b>				
Count		1	1	0
Column %		0%	0%	0%
<b>Poor</b>				
Count		39	26	13
Column %		6%	7%	4%
<b>Fair</b>				
Count		136	83	53
Column %		20%	21%	17%
<b>Good</b>				
Count		353	187	166
Column %		51%	48%	54%
<b>Excellent</b>				
Count		166	91	75
Column %		24%	23%	24%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q17. Access to Stadium: How would you rate your experience at the Stadium in each of the following areas?</b>			
Sample Size	<b>695</b>	<b>388</b>	<b>307</b>
<b>Excellent</b>			
Count	184	93	91
Column %	26%	24%	30%
<b>Fair</b>			
Count	104	62	42
Column %	15%	16%	14%
<b>Good</b>			
Count	399	226	173
Column %	57%	58%	56%
<b>Poor</b>			
Count	8	7	1
Column %	1%	2%	0%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q17. Cleanliness: How would you rate your experience at the Stadium in each of the following areas?</b>			
Sample Size	<b>695</b>	<b>388</b>	<b>307</b>
<b>No Experience</b>			
Count	2	1	1
Column %	0%	0%	0%
<b>Poor</b>			
Count	29	20	9
Column %	4%	5%	3%
<b>Fair</b>			
Count	137	79	58
Column %	20%	20%	19%
<b>Good</b>			
Count	382	211	171
Column %	55%	54%	56%
<b>Excellent</b>			
Count	145	77	68
Column %	21%	20%	22%



	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q17. Modern facilities and comfortable experience: How would you rate your experience at the Stadium in each of the following areas?</b>			
Sample Size	695	388	307
<b>No Experience</b>			
Count	2	1	1
Column %	0%	0%	0%
<b>Poor</b>			
Count	110	64	46
Column %	16%	16%	15%
<b>Fair</b>			
Count	187	111	76
Column %	27%	29%	25%
<b>Good</b>			
Count	311	167	144
Column %	45%	43%	47%
<b>Excellent</b>			
Count	85	45	40
Column %	12%	12%	13%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q17. Overall visitor experience : How would you rate your experience at the Stadium in each of the following areas?</b>			
Sample Size	695	388	307
<b>No Experience</b>			
Count	1	0	1
Column %	0%	0%	0%
<b>Poor</b>			
Count	29	20	9
Column %	4%	5%	3%
<b>Fair</b>			
Count	164	98	66
Column %	24%	25%	21%
<b>Good</b>			
Count	387	212	175
Column %	56%	55%	57%
<b>Excellent</b>			
Count	114	58	56
Column %	16%	15%	18%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q18. What is your opinion of the current state of the facility?</b>			
Sample Size	<b>695</b>	<b>388</b>	<b>307</b>
<b>Facility could benefit from more significant updates</b> Count Column %	190 27%	121 31%	69 22%
<b>Facility is okay but could be modernized</b> Count Column %	282 41%	147 38%	135 44%
<b>Facility needs to be fully updated/rebuilt</b> Count Column %	105 15%	62 16%	43 14%
<b>Perfect condition in no need of updates</b> Count Column %	81 12%	43 11%	38 12%
<b>Not sure/Don't recall</b> Count Column %	37 5%	15 4%	22 7%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q19. How important is it that Sioux Falls invest in a professional baseball venue?</b>			
Sample Size	<b>1,271</b>	<b>640</b>	<b>631</b>
<b>Not important at all</b> Count Column %	206 16%	92 14%	114 18%
<b>Not very important</b> Count Column %	176 14%	91 14%	85 13%
<b>Neutral</b> Count Column %	345 27%	166 26%	179 28%
<b>Somewhat important</b> Count Column %	359 28%	186 29%	173 27%
<b>Very important</b> Count Column %	185 15%	105 16%	80 13%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q20. If the City was to invest in a Baseball Stadium, we should...</b>			
Sample Size	1,271	640	631
<b>Demolish it and not build a new stadium</b>			
Count	142	78	64
Column %	11%	12%	10%
<b>Demolish the existing facility and build a new one somewhere else</b>			
Count	424	235	189
Column %	33%	37%	30%
<b>Demolish the existing facility and rebuild on the same site</b>			
Count	71	34	37
Column %	6%	5%	6%
<b>Renovate the existing facility</b>			
Count	387	203	184
Column %	30%	32%	29%
<b>I'm not sure</b>			
Count	247	90	157
Column %	19%	14%	25%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q21. How many events have you attended at the Sioux Falls Arena in the last two years?</b>			
Sample Size	1,271	640	631
<b>None</b>			
Count	383	165	218
Column %	30%	26%	35%
<b>1-3</b>			
Count	654	348	306
Column %	51%	54%	48%
<b>4-6</b>			
Count	170	89	81
Column %	13%	14%	13%
<b>7-9</b>			
Count	22	10	12
Column %	2%	2%	2%
<b>10 or more</b>			
Count	42	28	14
Column %	3%	4%	2%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q22. Parking: How would you rate your experience at the Arena in each of the following areas?</b>			
Sample Size	888	475	413
<b>No Experience</b>			
Count	3	3	0
Column %	0%	1%	0%
<b>Poor</b>			
Count	97	68	29
Column %	11%	14%	7%
<b>Fair</b>			
Count	305	169	136
Column %	34%	36%	33%
<b>Good</b>			
Count	383	187	196
Column %	43%	39%	47%
<b>Excellent</b>			
Count	100	48	52
Column %	11%	10%	13%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q22. Access to Arena: How would you rate your experience at the Arena in each of the following areas?</b>			
Sample Size	888	475	413
<b>No Experience</b>			
Count	1	1	0
Column %	0%	0%	0%
<b>Poor</b>			
Count	51	39	12
Column %	6%	8%	3%
<b>Fair</b>			
Count	260	138	122
Column %	29%	29%	30%
<b>Good</b>			
Count	462	247	215
Column %	52%	52%	52%
<b>Excellent</b>			
Count	114	50	64
Column %	13%	11%	15%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q22. Cleanliness: How would you rate your experience at the Arena in each of the following areas?</b>			
Sample Size	888	475	413
<b>No Experience</b>			
Count	2	1	1
Column %	0%	0%	0%
<b>Poor</b>			
Count	58	37	21
Column %	7%	8%	5%
<b>Fair</b>			
Count	263	154	109
Column %	30%	32%	26%
<b>Good</b>			
Count	440	231	209
Column %	50%	49%	51%
<b>Excellent</b>			
Count	125	52	73
Column %	14%	11%	18%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q22. Modern facilities and comfortable experience: How would you rate your experience at the Arena in each of the following areas?</b>			
Sample Size	888	475	413
<b>No Experience</b>			
Count	2	1	1
Column %	0%	0%	0%
<b>Poor</b>			
Count	210	137	73
Column %	24%	29%	18%
<b>Fair</b>			
Count	328	180	148
Column %	37%	38%	36%
<b>Good</b>			
Count	283	131	152
Column %	32%	28%	37%
<b>Excellent</b>			
Count	65	26	39
Column %	7%	5%	9%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q22. Overall visitor experience: How would you rate your experience at the Arena in each of the following areas?</b>			
Sample Size	<b>888</b>	<b>475</b>	<b>413</b>
<b>No Experience</b>			
Count	2	1	1
Column %	0%	0%	0%
<b>Poor</b>			
Count	53	35	18
Column %	6%	7%	4%
<b>Fair</b>			
Count	300	185	115
Column %	34%	39%	28%
<b>Good</b>			
Count	440	219	221
Column %	50%	46%	54%
<b>Excellent</b>			
Count	93	35	58
Column %	10%	7%	14%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q23. What is your opinion on the current state of the facility?</b>			
Sample Size	<b>888</b>	<b>475</b>	<b>413</b>
<b>Facility could benefit from more significant updates</b>			
Count	244	136	108
Column %	27%	29%	26%
<b>Facility is okay but could be modernized</b>			
Count	338	164	174
Column %	38%	35%	42%
<b>Facility needs to be fully updated or rebuilt</b>			
Count	207	138	69
Column %	23%	29%	17%
<b>Perfect condition in need of no updates</b>			
Count	63	25	38
Column %	7%	5%	9%
<b>Not sure/Don't recall</b>			
Count	36	12	24
Column %	4%	3%	6%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q24. How important is it that Sioux Falls have an Arena facility?</b>			
Sample Size	1,271	640	631
<b>Not important at all</b>			
Count	114	69	45
Column %	9%	11%	7%
<b>Not very important</b>			
Count	167	84	83
Column %	13%	13%	13%
<b>Neutral</b>			
Count	394	210	184
Column %	31%	33%	29%
<b>Somewhat important</b>			
Count	382	178	204
Column %	30%	28%	32%
<b>Very important</b>			
Count	214	99	115
Column %	17%	15%	18%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q25. How important is it that Sioux Falls have a Convention Center?</b>			
Sample Size	1,271	640	631
<b>Not important at all</b>			
Count	11	9	2
Column %	1%	1%	0%
<b>Not very important</b>			
Count	27	14	13
Column %	2%	2%	2%
<b>Neutral</b>			
Count	99	48	51
Column %	8%	8%	8%
<b>Important</b>			
Count	473	229	244
Column %	37%	36%	39%
<b>Very important</b>			
Count	661	340	321
Column %	52%	53%	51%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q26. What is your opinion on expanding the current Sioux Falls Convention Center facilities? (Note: this is specifically for the Convention Center only, not the Arena)</b>			
Sample Size	1,271	640	631
<b>Not important at all</b> Count Column %	55 4%	33 5%	22 3%
<b>Not very important</b> Count Column %	148 12%	72 11%	76 12%
<b>Neutral</b> Count Column %	454 36%	199 31%	255 40%
<b>Important</b> Count Column %	413 32%	213 33%	200 32%
<b>Very important</b> Count Column %	201 16%	123 19%	78 12%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q27. Do you think the Arena should be:</b>			
Sample Size	1,271	640	631
<b>Demolished and replaced with more Convention space</b> Count Column %	307 24%	180 28%	127 20%
<b>Demolished and replaced with parking</b> Count Column %	210 17%	105 16%	105 17%
<b>Maintained as is</b> Count Column %	223 18%	107 17%	116 18%
<b>Re-purposed as an extension of the Convention Center</b> Count Column %	521 41%	244 38%	277 44%
<b>Sealed off and abandoned</b> Count Column %	10 1%	4 1%	6 1%



	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q28. Quality of events, activities, and entertainment: How would you rate each of the following at the Events Center Campus?</b>			
Sample Size	1,271	640	631
<b>No Experience</b>			
Count	48	13	35
Column %	4%	2%	6%
<b>Poor</b>			
Count	18	13	5
Column %	1%	2%	1%
<b>Fair</b>			
Count	116	52	64
Column %	9%	8%	10%
<b>Good</b>			
Count	584	308	276
Column %	46%	48%	44%
<b>Excellent</b>			
Count	505	254	251
Column %	40%	40%	40%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q28. Access/Transportation options to/from campus: How would you rate each of the following at the Events Center Campus?</b>			
Sample Size	1,271	640	631
<b>No Experience</b>			
Count	187	69	118
Column %	15%	11%	19%
<b>Poor</b>			
Count	129	86	43
Column %	10%	13%	7%
<b>Fair</b>			
Count	370	194	176
Column %	29%	30%	28%
<b>Good</b>			
Count	483	246	237
Column %	38%	38%	38%
<b>Excellent</b>			
Count	102	45	57
Column %	8%	7%	9%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q28. Parking: How would you rate each of the following at the Events Center Campus?</b>			
Sample Size	1,271	640	631
<b>No Experience</b>			
Count	42	14	28
Column %	3%	2%	4%
<b>Poor</b>			
Count	215	139	76
Column %	17%	22%	12%
<b>Fair</b>			
Count	445	217	228
Column %	35%	34%	36%
<b>Good</b>			
Count	452	213	239
Column %	36%	33%	38%
<b>Excellent</b>			
Count	117	57	60
Column %	9%	9%	10%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q28. Diversity of facilities, spaces, and settings for the activities and events: How would you rate each of the following at the Events Center Campus?</b>			
Sample Size	1,271	640	631
<b>No Experience</b>			
Count	55	17	38
Column %	4%	3%	6%
<b>Poor</b>			
Count	29	20	9
Column %	2%	3%	1%
<b>Fair</b>			
Count	233	118	115
Column %	18%	18%	18%
<b>Good</b>			
Count	722	376	346
Column %	57%	59%	55%
<b>Excellent</b>			
Count	232	109	123
Column %	18%	17%	19%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q28. Affordability of attending activities and events: How would you rate each of the following at the Events Center Campus?</b>			
Sample Size	1,271	640	631
<b>No Experience</b>			
Count	41	11	30
Column %	3%	2%	5%
<b>Poor</b>			
Count	129	80	49
Column %	10%	13%	8%
<b>Fair</b>			
Count	396	213	183
Column %	31%	33%	29%
<b>Good</b>			
Count	589	279	310
Column %	46%	44%	49%
<b>Excellent</b>			
Count	116	57	59
Column %	9%	9%	9%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q28. Variety of events, performances, meetings, and activities hosted on site: How would you rate each of the following at the Events Center Campus?</b>			
Sample Size	1,271	640	631
<b>No Experience</b>			
Count	54	14	40
Column %	4%	2%	6%
<b>Poor</b>			
Count	44	24	20
Column %	3%	4%	3%
<b>Fair</b>			
Count	226	113	113
Column %	18%	18%	18%
<b>Good</b>			
Count	657	334	323
Column %	52%	52%	51%
<b>Excellent</b>			
Count	290	155	135
Column %	23%	24%	21%

	Total (n=1,271)		June Report (n=640)		Remaining Sample (n=631)	
<b>Q29. What do you enjoy most about the Events Center Campus? Please, be specific with any details, aspects, or features that you enjoy. (open-end; multiple responses allowed)</b>						
Concerts/Shows/Productions/Conventions	321	25.3%	167	26.1%	154	24.4%
Events (in general/not specified)	271	21.3%	117	18.3%	154	24.4%
Variety/Mix/Diversity	218	17.2%	114	17.8%	104	16.5%
Venue/Great area/Big/Open/Clean/Maintained	177	13.9%	99	15.5%	78	12.4%
Proximity/Close/Ease of access/Location	166	13.1%	79	12.3%	87	13.8%
Denny Sanford PREMIER Center	136	10.7%	64	10.0%	72	11.4%
Nothing/Don't know/N/A	134	10.6%	49	7.7%	85	13.5%
Stampede/Hockey games	99	7.8%	57	8.9%	42	6.7%
Canaries/Baseball games	82	6.5%	51	8.0%	31	4.9%
Entertainment/Activities/Something to do	80	6.3%	44	6.9%	36	5.7%
Negative	67	5.3%	37	5.8%	30	4.8%
Summit League/Basketball games	63	5.0%	39	6.1%	24	3.8%
Storm/Football games	50	3.9%	36	5.6%	14	2.2%
Convention Center	41	3.2%	18	2.8%	23	3.7%
Food/Beverage/Dining/Restaurants/Concessions	31	2.4%	16	2.5%	15	2.4%
Other	20	1.6%	0	0.0%	20	3.2%
Bathrooms	17	1.3%	8	1.3%	9	1.4%
Family Friendly	13	1.0%	0	0.0%	13	2.1%
Average/Decent/Okay	6	0.5%	3	0.5%	3	0.5%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q3Q. Multiple Response - In your opinion, what would be the best way to further improve the experience at the Events Center Campus?</b>			
Sample Size	1,271	640	631
Valid Cases	1,271	640	631
Total Mentions	3,664	1,917	1,747
<b>Add dining options/restaurants</b>			
% Valid Cases	60%	62%	57%
% Total Mentions	21%	21%	21%
<b>Expand parking</b>			
% Valid Cases	55%	58%	51%
% Total Mentions	19%	19%	18%
<b>Add more destinations, retail, shopping, and things to do on/near the campus</b>			
% Valid Cases	39%	41%	36%
% Total Mentions	13%	14%	13%
<b>Increase transportation options to/from the campus</b>			
% Valid Cases	37%	38%	36%
% Total Mentions	13%	13%	13%
<b>Bring better quality events, activities, and performers to the campus</b>			
% Valid Cases	32%	35%	30%
% Total Mentions	11%	12%	11%
<b>Bring more events, activities, and performers to the campus</b>			
% Valid Cases	51%	52%	51%
% Total Mentions	18%	17%	18%
<b>Other</b>			
% Valid Cases	14%	14%	15%
% Total Mentions	5%	5%	5%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q31. Would you come early to the Events Center Campus before an event if there was more to do at/near the facilities?</b>			
Sample Size	1,271	640	631
<b>Yes</b> Count Column %	785 62%	405 63%	380 60%
<b>No</b> Count Column %	120 9%	60 9%	60 10%
<b>Maybe</b> Count Column %	366 29%	175 27%	191 30%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q32. Would you come early to the Events Center Campus before an event if there were restaurants and places to relax at/near the facilities?</b>			
Sample Size	1,271	640	631
<b>Yes</b> Count Column %	879 69%	447 70%	432 68%
<b>No</b> Count Column %	107 8%	55 9%	52 8%
<b>Maybe</b> Count Column %	285 22%	138 22%	147 23%

	Total (n=1,271)		June Report (n=640)		Remaining Sample (n=631)	
<b>Q33. How could the Events Center Campus attract more visitors to Sioux Falls? (open-end; multiple responses allowed)</b>						
Better/Variety/Different/More quality events	299	23.5%	141	22.0%	158	25.1%
More/Better dining/Bar/Nightlife options	292	23.0%	161	25.2%	131	20.8%
N/A. Not sure/I don't know	175	13.8%	76	11.9%	99	15.7%
Fix Parking/Parking Ramp	154	12.1%	94	14.7%	60	9.5%
More quantity of events/More to do	147	11.6%	102	15.9%	45	7.1%
An overall experience/Things to do before/after	113	8.9%	61	9.5%	52	8.3%
Affordability	111	8.7%	47	7.3%	64	10.2%
More hotels	79	6.2%	51	8.0%	28	4.4%
Shopping/Retail	74	5.8%	40	6.3%	34	5.4%
Communication of events/Scheduling/Advertising	66	5.2%	36	5.6%	30	4.8%
Transportation to downtown/Hotel	53	4.2%	27	4.2%	26	4.1%
Expand/Increase venue size	52	4.1%	32	5.0%	20	3.2%
Other	38	3.0%	0	0.0%	38	6.0%
High quality/More sporting events	36	2.8%	25	3.9%	11	1.7%
Move location	32	2.5%	17	2.7%	15	2.4%
Modernize/Renovations	27	2.1%	14	2.2%	13	2.1%
Family friendly activities	26	2.0%	9	1.4%	17	2.7%
Great job already/Nothing to change	20	1.6%	7	1.1%	13	2.1%

	Sample Wave		
	Total	June Report	Remaining Sample
<b>Q34. Please select your gender.</b>			
Sample Size	1,271	640	631
<b>Female</b> Count Column %	602 47%	277 43%	325 52%
<b>Male</b> Count Column %	669 53%	363 57%	306 48%

		Sample Wave		
		Total	June Report	Remaining Sample
<b>Q35. In which age bracket do you fall?</b>				
Sample Size		1,271	640	631
<b>18-24</b>				
Count		32	18	14
Column %		3%	3%	2%
<b>25-34</b>				
Count		277	123	154
Column %		22%	19%	24%
<b>35-44</b>				
Count		396	231	165
Column %		31%	36%	26%
<b>45-54</b>				
Count		237	128	109
Column %		19%	20%	17%
<b>55-64</b>				
Count		196	95	101
Column %		15%	15%	16%
<b>65-74</b>				
Count		113	36	77
Column %		9%	6%	12%
<b>75 and older</b>				
Count		12	5	7
Column %		1%	1%	1%
<b>Prefer not to answer</b>				
Count		8	4	4
Column %		1%	1%	1%

		Sample Wave		
		Total	June Report	Remaining Sample
<b>Q36. Do you have kids under 18 in your home?</b>				
Sample Size		1,271	640	631
<b>No</b>				
Count		738	356	382
Column %		58%	56%	61%
<b>Yes</b>				
Count		533	284	249
Column %		42%	44%	39%

		Sample Wave		
		Total	June Report	Remaining Sample
<b>Q37. Are you registered to vote in Sioux Falls?</b>				
Sample Size		1,271	640	631
<b>No</b>				
Count		151	92	59
Column %		12%	14%	9%
<b>Yes</b>				
Count		1,120	548	572
Column %		88%	86%	91%