

Fan Survey Report
VenuWorks of Cedar Rapids
May 29, 2020

Survey Objectives



Understand the likelihood of the LOCAL entertainment fan returning to our venues and when we can expect that to occur



Dive into the desired safety procedures fans would like to see upon returning to our venues



Identify areas of concern for fans when returning to events



Gain an understanding of fans comfort level with a few basic possible protocols

Methodology

SURVEY



A fourteen question, electronic survey.

TIMING



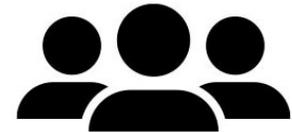
Data was collected May 19 through May 28, 2020

DATA COLLECTION



Distributed to the venue database via eblast and posted on Facebook.

RESPONDENTS

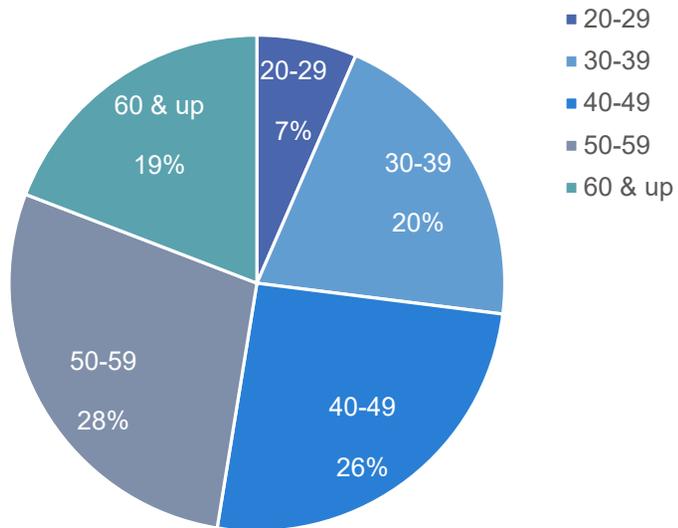


704 people completed the survey.

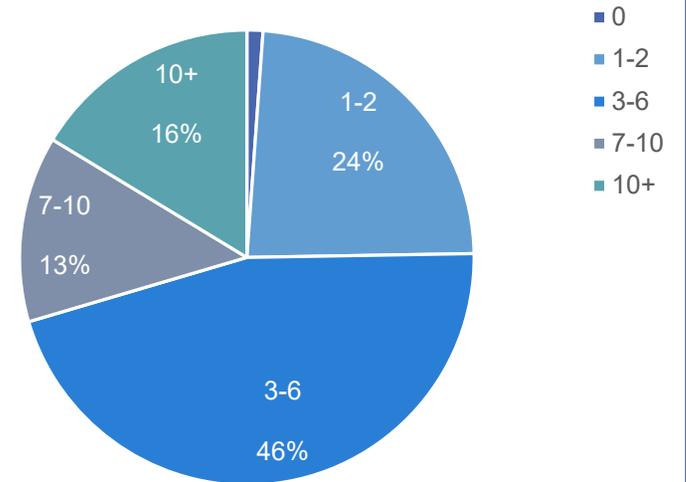


SURVEY HIGHLIGHTS

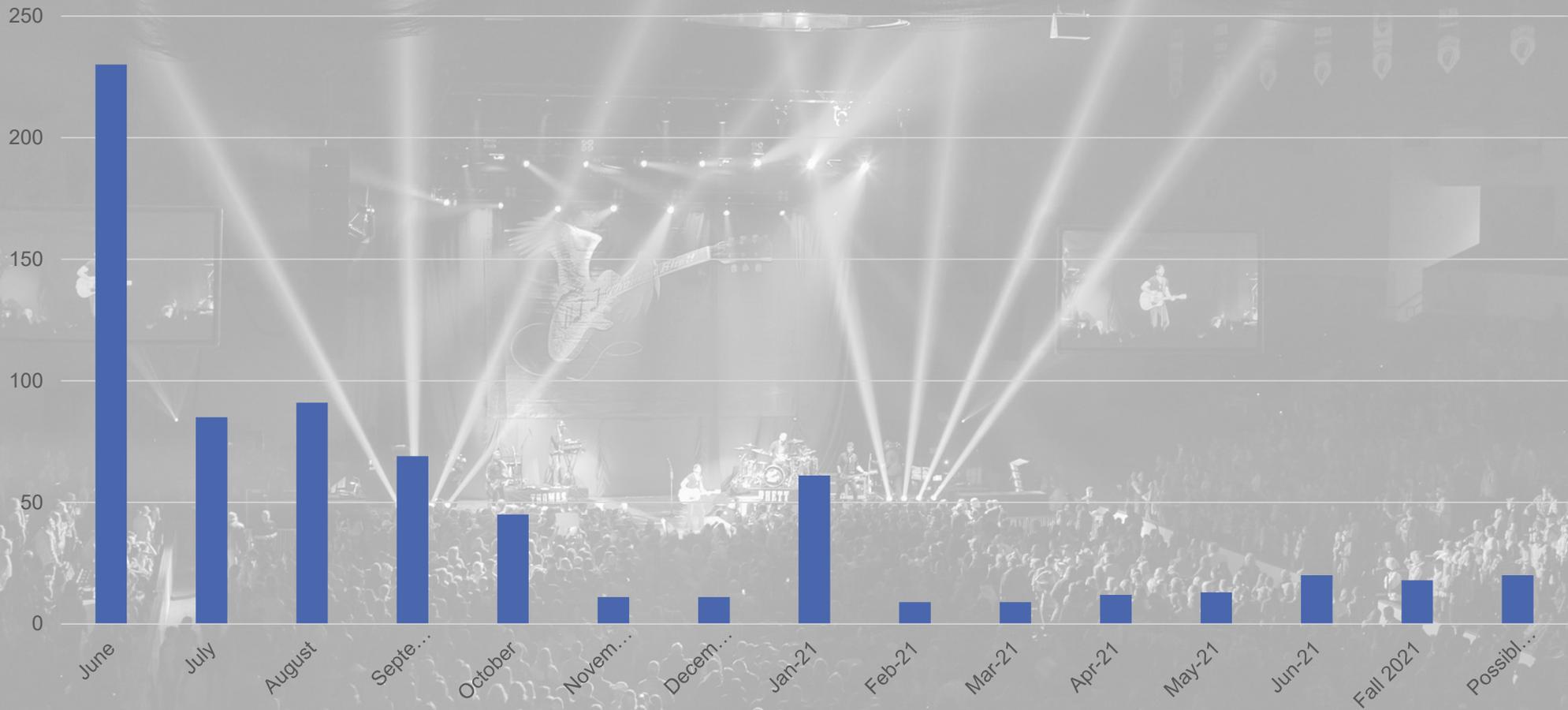
Age



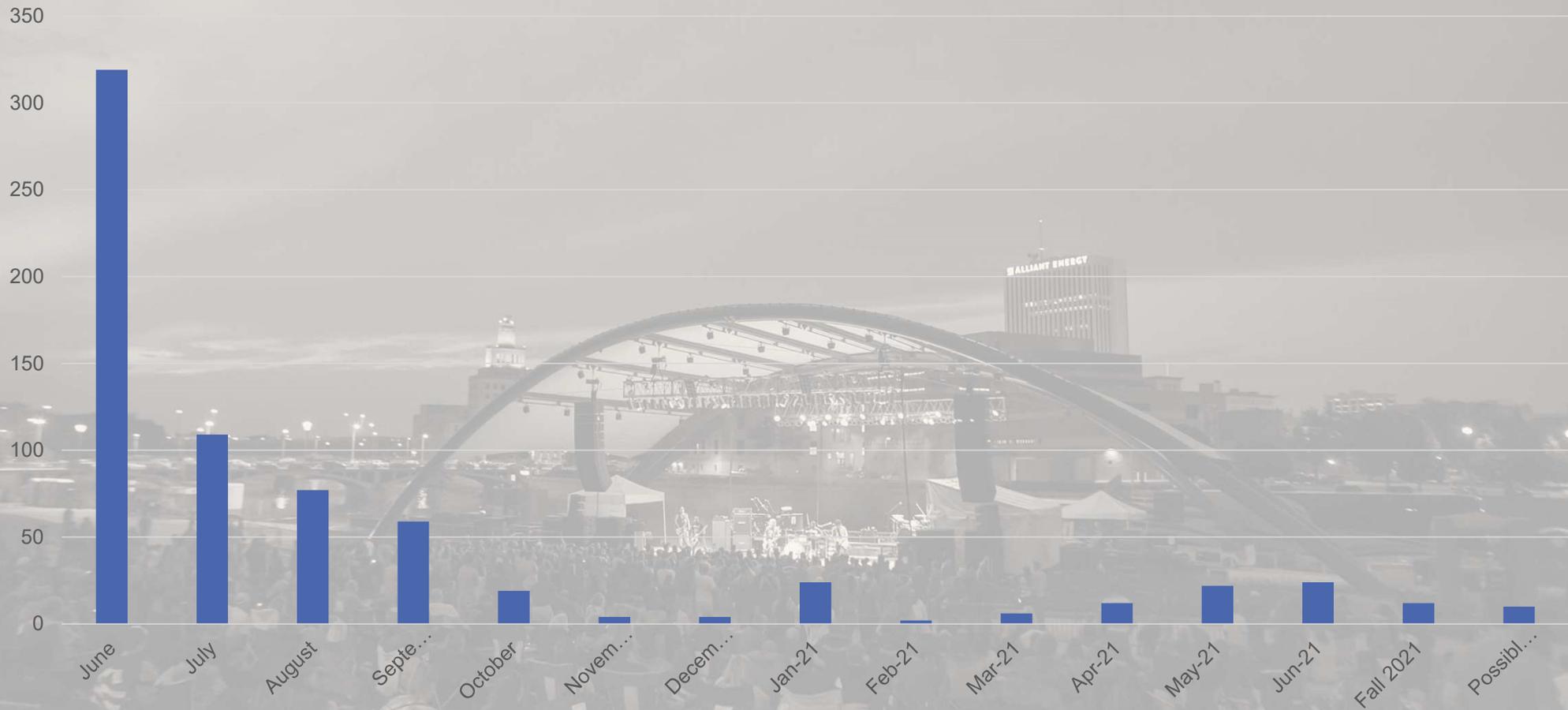
Prior to COVID-19, how many events did you attend annually?



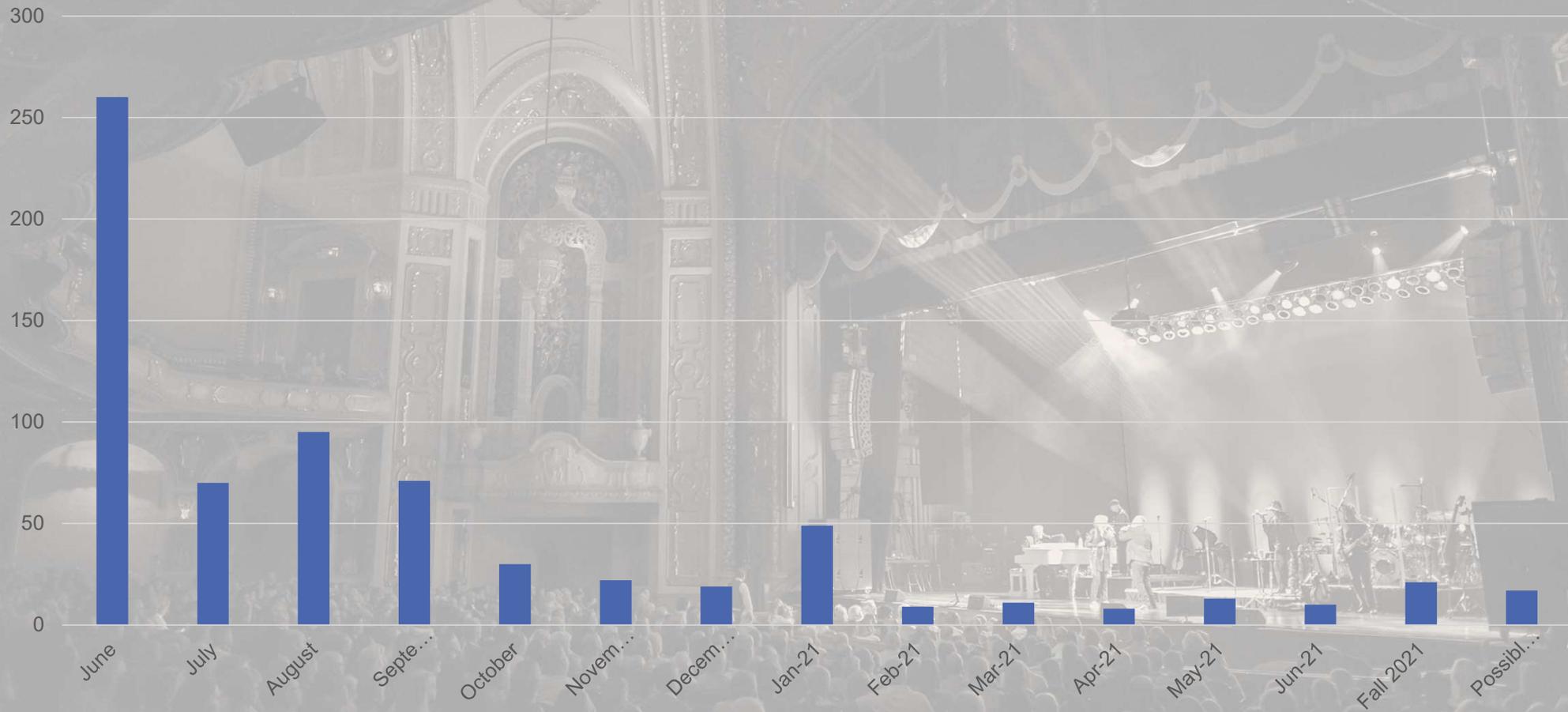
When cleared by local government, how long until you will attend an event at the following: *Indoor concert arena – 5,000-15,000 capacity*



When cleared by local government, how long until you will attend an event at the following: *Outdoor concert venue/amphitheater – 5,000-10,000 capacity*



When cleared by local government, how long until you will attend an event at the following: *Theatre/Performing Arts Venue – 1,000-3,000 capacity*



When cleared by local government, how long until you will attend an event at the following: *Small Conference Meeting – 1,500 sq. ft. area, 50 attendees*



How do you think your attendance at large events will be impacted by your experience with COVID-19?

64%

WILL ATTEND THE SAME NUMBER OF EVENTS OR MORE EVENTS

Fans are concerned about the following:

73% Cleanliness of venue overall

59% Cleanliness of restrooms

58% Health safety for you and your family

55% Cost of attending an event

51% Cleanliness of food service areas

13% Conducting box office transactions

Desired safety precautions:

Available sanitizers **70%**

Employees wearing masks **47%**

Social distancing space markers **42%**

Employee temperature screenings **41%**

Patrons required to wear a mask **39%**

Patron temperature screenings **35%**

Signage detailing venue cleaning and sanitization schedule **31%**

None of the above; I am comfortable returning to previous practices **23%**

YES!

61%

Will you attend an event if you are required to wear a mask?

83%

Will you attend an event if you are required to pass a temperature screening?

51%

Will you feel comfortable sitting next to another party at an event?

82%

Will you feel comfortable using a venue restroom?

81%

Will you feel comfortable purchasing snacks and/or beverages at an event?

Additional Questions and Comments

- See data source – FanSurveyResults_Cedar Rapids.xls
-

