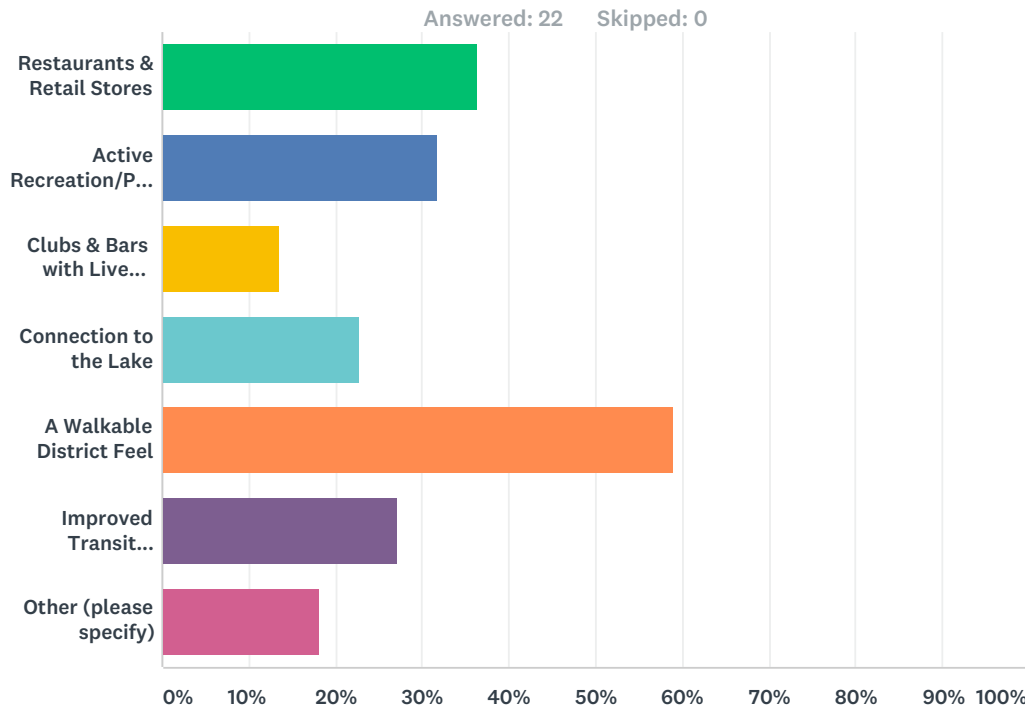
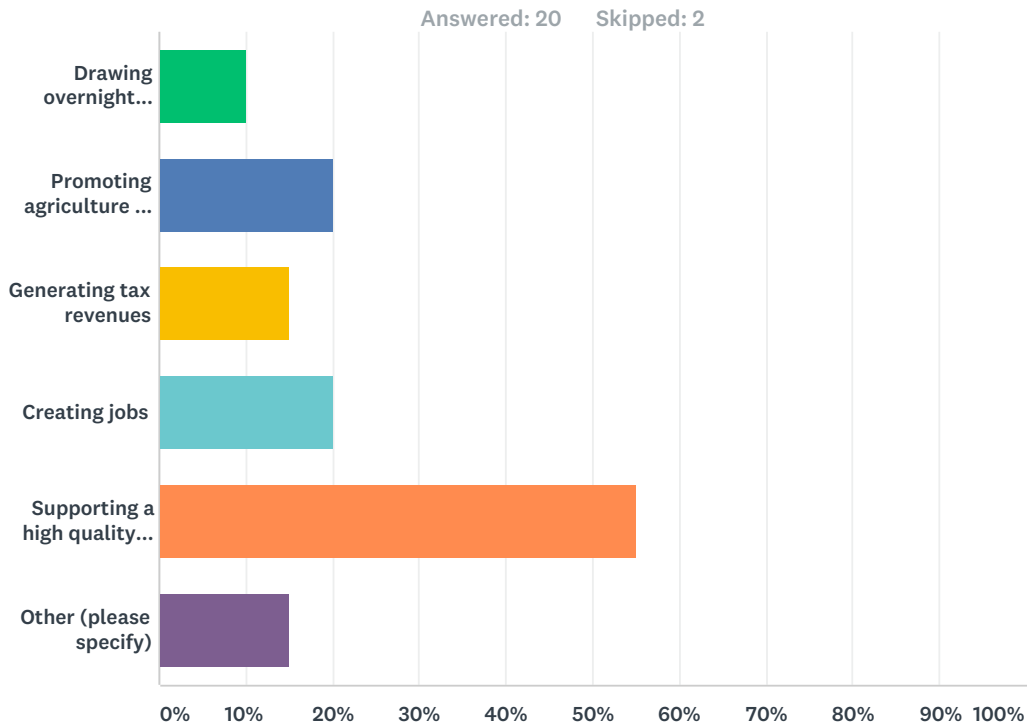


# Q1 I would visit the AEC more frequently if the AEC or the surrounding area had more of the following:



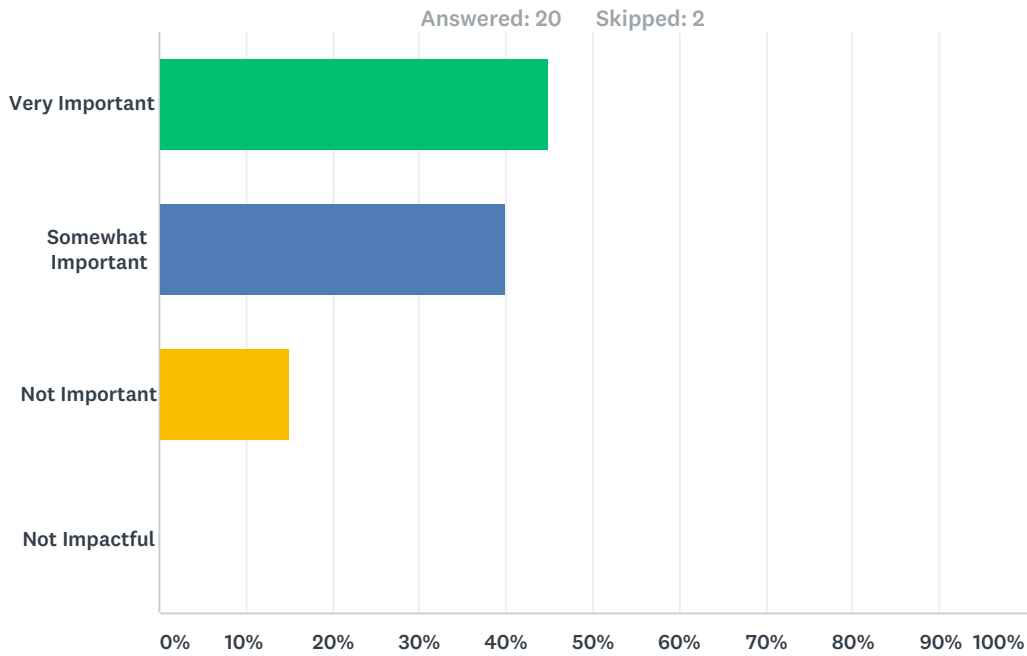
Answer Choices	Responses
Restaurants & Retail Stores	36.36% 8
Active Recreation/Park Facilities	31.82% 7
Clubs & Bars with Live Entertainment	13.64% 3
Connection to the Lake	22.73% 5
A Walkable District Feel	59.09% 13
Improved Transit Accessibility	27.27% 6
Other (please specify)	18.18% 4
<b>Total Respondents: 22</b>	

## Q2 The most important role that the AEC plays in the County is:



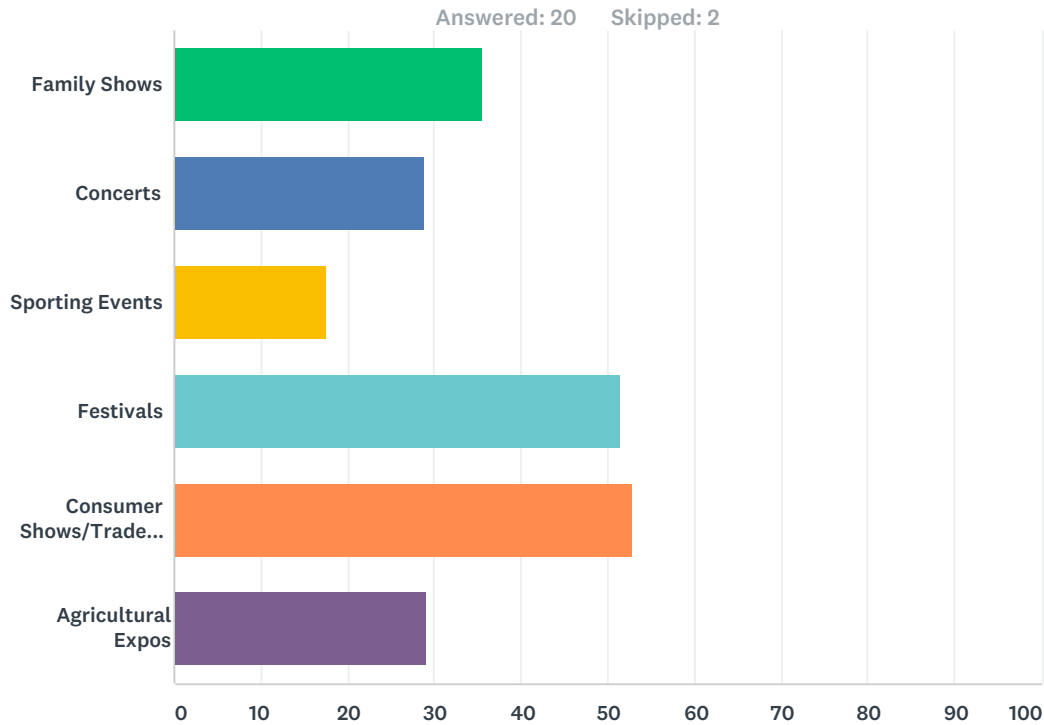
Answer Choices	Responses
Drawing overnight visitors to local hotels	10.00% 2
Promoting agriculture and other local industries	20.00% 4
Generating tax revenues	15.00% 3
Creating jobs	20.00% 4
Supporting a high quality of life through a variety of entertainment and informational offerings	55.00% 11
Other (please specify)	15.00% 3
<b>Total Respondents: 20</b>	

### Q3 How important are events like concerts, festivals, and sports at the AEC to living in Dane County?



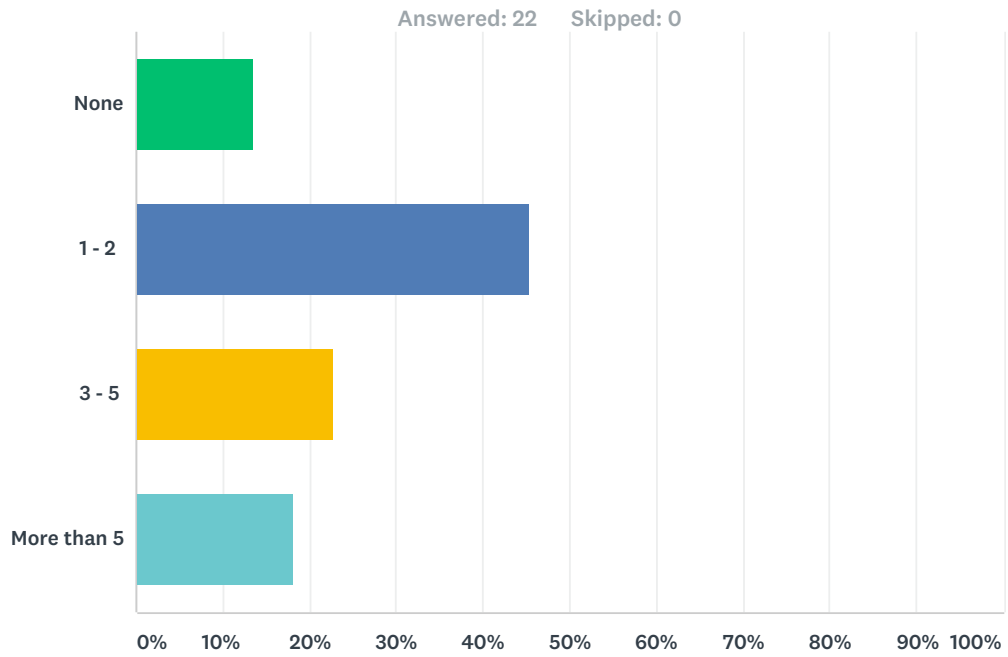
Answer Choices	Responses
Very Important	45.00% 9
Somewhat Important	40.00% 8
Not Important	15.00% 3
Not Impactful	0.00% 0
<b>Total</b>	<b>20</b>

### Q4 Of the events that you attend most frequently at the AEC, what is the percentage of attendance for each type listed below? (total 100%)



Answer Choices	Average Number	Total Number	Responses
Family Shows	36	178	5
Concerts	29	144	5
Sporting Events	18	35	2
Festivals	51	823	16
Consumer Shows/Trade Shows	53	530	10
Agricultural Expos	29	290	10
<b>Total Respondents: 20</b>			

### Q5 How many events do you attend at the AEC per year?



Answer Choices	Responses
None	13.64% 3
1 - 2	45.45% 10
3 - 5	22.73% 5
More than 5	18.18% 4
<b>Total</b>	<b>22</b>