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XL Center

MKT 420 – Market Research Analysis of Survey Results

April 30, 2025



I. Executive Summary

This research study examined college students' perceptions and views of the XL Center, focusing on their satisfaction, challenges they faced, and new ideas for improvement. Through the development and distribution of a survey targeted to freshmen, sophomores, juniors, and seniors, we were able to gather insights into the student experience.

Event Awareness

Social media, mostly Instagram and TikTok, was a more convenient way for students learning about upcoming events. Word of mouth was a secondary source, while traditional media wasn't used. This can give the arena a better focus on future marketing efforts on the platforms that were used the most. Investing in social media advertising, influencer partnerships, and regular sales/promotions will increase event awareness with college students.

Event Satisfaction

The overall satisfaction with the XL Center was high. Most students answered as "good" or "excellent", and a good portion would recommend others to attend an event at the arena. The XL Center should continue offering high-quality events and shows while maintaining strong customer service. As they have post-event feedback, it can help the arena continue to improve satisfaction.

Concessions and Pricing

Many students had concerns about high concession prices and limited options. They can try to introduce lower-priced food and beverages, switch up the food choices, and consider mobile ordering to improve convenience.

Transportation

Respondents were highly concerned about parking. Many cited difficulties finding parking, high parking costs, and long wait times before and after events. To improve this, streamlined exit flows, prepaid parking, and even a partnership with ride-share services can be implemented to make parking more efficient and affordable for college students.

Crowd Management

Crowd congestion and poor wayfinding are significant issues as well. Particularly in the concourses, at concession stands, and when finding seats or elevators. The XL Center can improve this by having better signage, traffic flow, and staffing to help alleviate congestion. They can even have a mobile app that can show real-time crowd and updates.

Research Questions Addressed

How do fans typically find out about events?

- Social media is the most common channel, followed by word of mouth.

How satisfied are fans with concessions?

- Concessions were viewed as an area needing improvement, mainly due to high prices and limited menu options.

What frustrations do fans experience before, during, and after an event?

- They mostly experience parking challenges, crowd congestion, slow concessions, and poor wayfinding.

What improvements do fans suggest for restrooms, parking, and accessibility?

- Students recommended expanding restrooms, improving parking logistics and pricing, and adding better signage for accessibility would help.

How does the arena atmosphere affect fans' enjoyment?

- The atmosphere was positive, but improvements in seating comfort, visibility, and restrooms would further create a better and stronger environment.

What differentiates the XL Center from competitors?

- Compared to other venues, the XL Center can differentiate itself through better food and beverage options, parking improvements, and a more student-focused marketing approach.

II. Purpose

The purpose of our survey was to understand what college students think about the XL Center and see what suggestions or improvements they wish to see in the arena. Answering these research questions aimed to help the XL Center find the best strategies to better acclimate to all its fans and audiences it brings into the arena. It aimed to help them understand the main pain points or challenges attendees face when attending an event at the XL Center and find ways to improve their experiences. The XL Center stressed wanting to know how to best reach college students about its events, what makes them attend events, and how to keep them coming back to the arena for more events in the future. Overall, the XL Center wanted to figure out how to get college students to come to events at the arena and continue to attract them event after event.

The research questions we hoped to answer through this research were:

- How do fans typically find out about upcoming events at the arena? (ex: email, social media, website, etc.)
- How satisfied are fans with the arena's concession food, drinks, and prices?
- What are the most common frustrations fans experience before, during, and/or after an event?
- What improvements do fans suggest for restroom facilities, parking, and accessibility?
- How does the arena atmosphere affect fans' enjoyment of the event? (lighting, sound quality, crowd management, fan engagement)
- What differentiates the XL Center from its competitors?

III. Methodology

The data for primary research were collected by using a survey created on Qualtrics. The survey was distributed via email, social media, print (QR codes), as well as text messaging and word of mouth to current college students. The survey consisted of multiple-choice, open-ended questions, rank questions, and Likert-scale questions to ensure comprehensive responses. This survey was designed to gather feedback on the attendee experience and satisfaction during events at the XL Center. This survey was focused on getting feedback from college students. While most respondents are University of Hartford students, it was open to all students at any college or university. The data collection started on April 10, 2025, and concluded on April 25, 2025. To gain a healthy response rate, reminders were sent out when needed and re-posted on social media.

Original sample size statement: For this study, the target population size is estimated to be 6,022 students. The sample will be 116 students. At the 95% confidence level, this study will have a margin of error of +/- 9%.

To attain a 95% confidence level margin of error of $\pm 9\%$, the study's goal sample size was 116 students. The ultimate sample size, however, was 64, which led to a slightly higher margin of error.

Updated Margin of Error: At the 95% confidence level, the real margin of error is around $\pm 11.8\%$ with a final sample size of 68.

Even if this is more than the $\pm 9\%$ margin that was initially anticipated, the statistics nonetheless offer insightful information and input that is trustworthy for the study's path.

Participation Summary:

- Number of responses: 68 students
- Target sample size: 116 students
- Response rate: 58.6%

Attempts to Increase the Response Rate. To boost involvement and attain a good response rate:

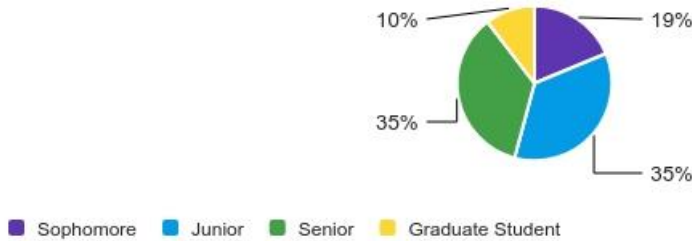
- Several platforms, such as social media and student email lists, were used to advertise the poll.
- During the collection period, reminder messages were sent out consistently

IV. Respondent Profile

No students who are currently freshmen answered the distributed survey, based on the respondent profile from the survey results. This indicates that the results largely represent the opinions of more seasoned college students. Sophomores, who represent the underclassmen category, accounted for 19% of the 68 respondents. Upperclassmen made up the largest portion of the survey sample, with juniors and seniors each accounting for 35% of the replies. Finally, 10% of respondents said they were graduate students, indicating a smaller but still significant number of people pursuing higher degrees. The bulk of respondents, according to the data,

appear to be in their final years of undergraduate study or later, which could have an impact on the kinds of experiences, preferences, and expectations they bring to the survey.

What is your current year in college?



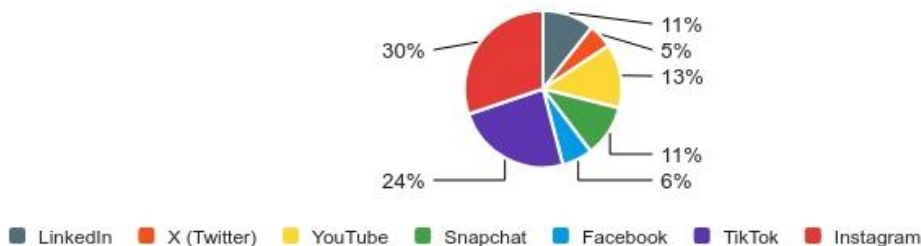
Additionally, the survey showed that the most common distance range, as reported by 35% of respondents, was 5–10 miles from the XL Center. 15% said they reside 21–30 miles away, and another 23% said they live 11–20 miles away. Of the 68 surveyed, 13% claimed to reside fewer than five miles from the XL Center. 8% of respondents said they lived out of state, while 6% said they lived more than 30 miles away. A predominantly local or regional clientele is suggested by the fact that most participants seem to reside within a 20-mile radius of the XL Center.

How far do you live from the XL Center?



According to the poll results, the two social media platforms that respondents use the most are Instagram (30%) and TikTok (24%). It's also important to note that Instagram was selected 100% of the time by survey respondents. In a similar vein, 79% of respondents selected TikTok. Interestingly, 13% of people chose YouTube. Snapchat (6%) and X (previously Twitter) (5%) were less popular, while LinkedIn and Facebook each accounted for 11% of responses. The results indicate a high preference for Instagram and TikTok, even though respondents had the option to choose from a variety of platforms. YouTube is also a useful channel for engagement. These platforms should be given top priority in strategic communication initiatives to optimize reach and effectiveness.

What social media platform(s) do you use most frequently? (Select all that apply)

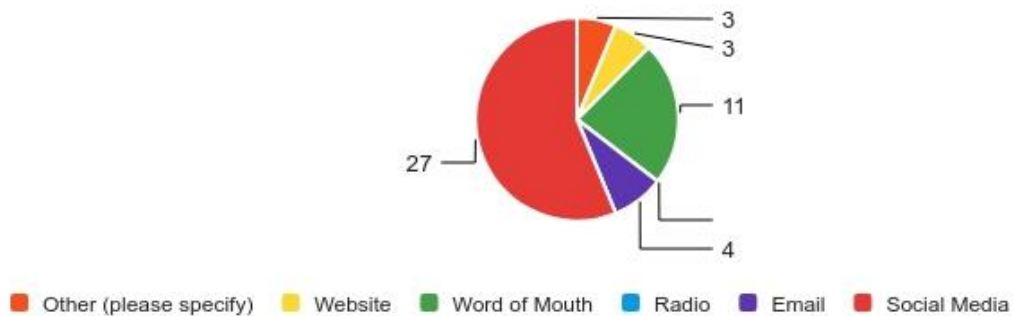


V. Detailed Findings

Question 1: How do you usually hear about events at the XL Center?

The choices for the question were 'social media', 'email', 'radio', 'word of mouth', 'website', and 'other' open response option. Most respondents (56.25%) reported hearing about events through social media, making it the most common channel. Word of mouth was the second most frequent source at 22.92%. Email accounted for 8.33%, and the website and "Other" options each received 6.25%. Among the 'other' responses was through Spotify, from playing a sport at the venue, and directly from an artist's tour announcement. Notably, no respondents reported hearing about events through the radio. These results suggest that social media should continue to be prioritized for event promotion, while traditional media like radio may be less effective for this audience.

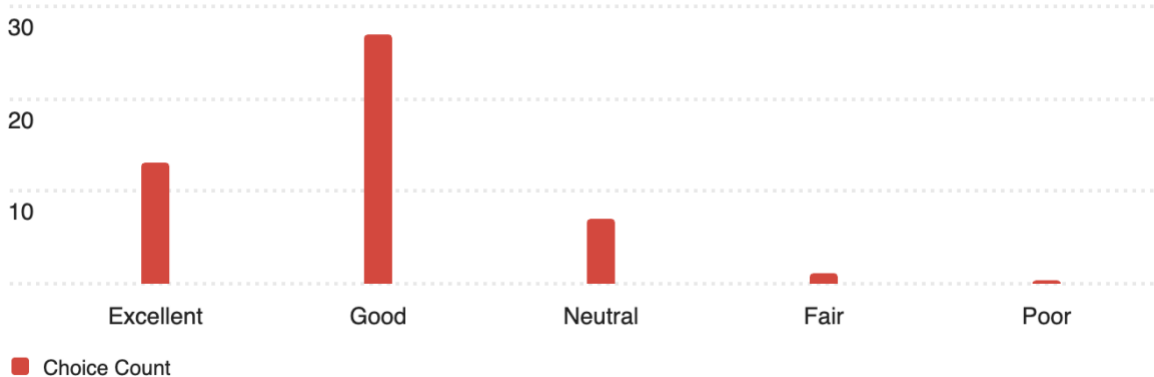
Q1 - How do you usually hear about events at the XL Center? - Selected Choice



Question 2: How would you rate your overall experience at the XL Center?

Rating from excellent to good, to neutral, to fair, to poor. Based on the collected data, overall visitor satisfaction at the XL Center is very positive. Most respondents, 56%, rated their experience as "good," while an additional 27% rated it as "excellent." Together, these figures

Q2 - How would you rate your overall experience at the XL Center?

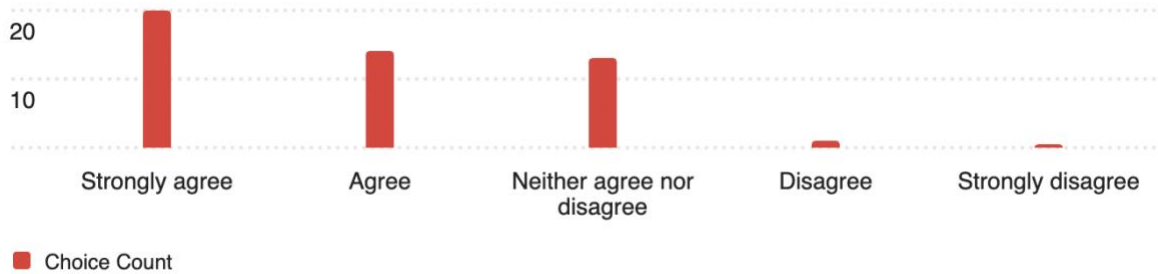


show that 83% of guests had a favorable impression of their time at the venue. Meanwhile, 15% of respondents felt "neutral" about their experience, suggesting some room for improvement but not indicating strong dissatisfaction. Only 2% of visitors rated their experience as "fair," and notably, 0% rated it as "poor," highlighting that serious negative experiences are virtually nonexistent. Overall, the feedback suggests that the XL Center is meeting or exceeding most visitors' expectations.

Question 3: To what extent do you agree with the following statement? "I would recommend attending an event or concert at the XL Center to others."

The choices for the question were 'strongly agree', 'agree', 'neither agree nor disagree', 'disagree', and 'strongly disagree'. The survey results show that most visitors would recommend attending an event or concert at the XL Center. Specifically, 42% of respondents "strongly agree" with the statement, and another 29% "agree," meaning that 71% of participants had a positive recommendation. Meanwhile, 27% of respondents selected "neither agree nor disagree," indicating a more neutral stance. Only 2% "disagree," and importantly, 0% "strongly disagree," suggesting that negative opinions are extremely rare. Overall, the data highlights a strong level of satisfaction and endorsement among guests.

Q3 - To what extent do you agree with the following statement? "I would recommend attending an event or concert at the XL Center to others."



Question 4: What is one thing the XL Center can do to improve your overall event experience?

Visually represents the most frequently mentioned topics, such as "Parking," "Concessions," and "Lines."

Category	Challenges
Parking	- Difficulty finding a spot
	- Confusing garage layouts
	- Long wait times exiting garages (e.g., Hilton)
	- Lack of direction/structure when leaving
Exiting the Venue	- Congestion in concourse and walking areas
	- Poor traffic flow management
	- Narrow exits causing bottlenecks

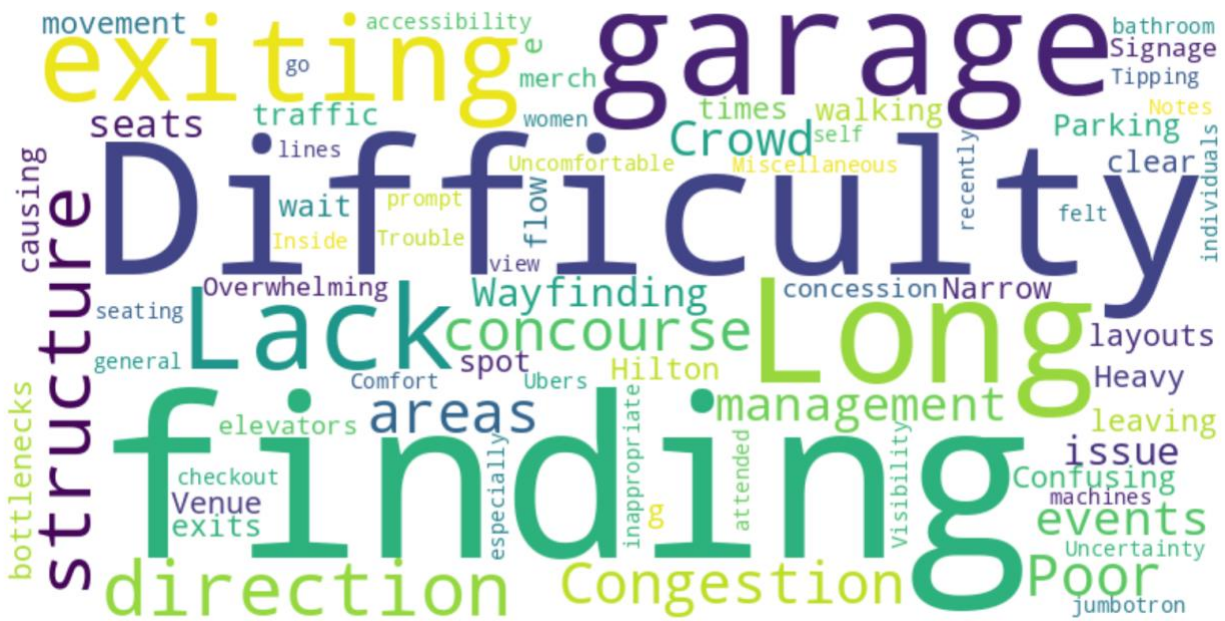
Category	Challenges
Crowd Management	<ul style="list-style-type: none"> - Heavy congestion before and after events - No clear structure for movement in concourse - Overwhelming crowds at merch and concession areas
Wayfinding / Signage	<ul style="list-style-type: none"> - Difficulty finding seats - Lack of directions to elevators (accessibility issue) - Uncertainty on where to go (general wayfinding issues) - Poor view of jumbotron from some seats
Visibility & Comfort Inside	<ul style="list-style-type: none"> - Uncomfortable seating - Long bathroom lines, especially for women - Tipping prompt at self-checkout machines felt inappropriate
Miscellaneous Notes	<ul style="list-style-type: none"> - Trouble finding Ubers after events - Some individuals haven't attended recently



Question 5: What was the biggest challenge you have encountered before, during, or after an event at the XL Center?

<i>Category</i>	<i>Responses</i>
Customer Service	Nicer workers
Concessions/Prices	Make concessions cheaper, Lowering concession prices, Better dining options, Offer more vegetarian/vegan food options, lower prices for food and drink
Parking	Parking, Parking tends to be a nightmare, and the fee to park can be as expensive as some of the events, easier parking, I think parking would be great if improved

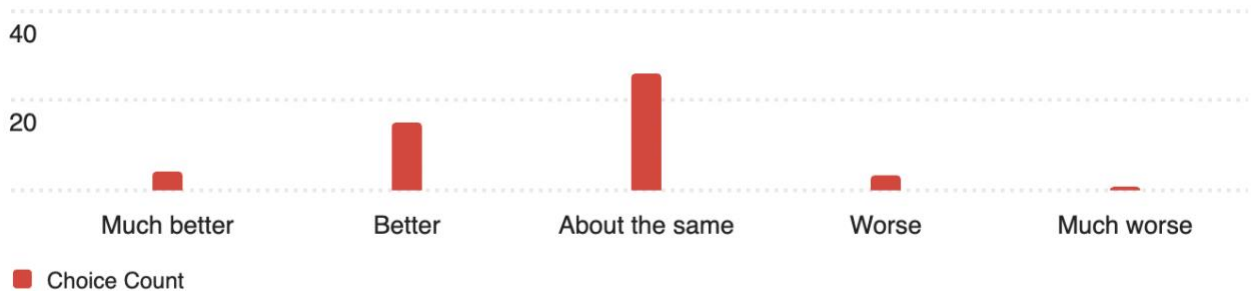
<i>Category</i>	<i>Responses</i>
Marketing/Information	More social media posts about events, Marketing the events, Better advertising of events, Promote itself more, More shows, More big name performers
Venue Experience	Clearer directions when in the arena, Seating comfortably, the spread of food vendors at games, Increase the number of restrooms to relieve concourse congestion, Better flow of people outside the seating area, Having more local food vendors switch in and out each week or every 2 weeks for events
Traffic/Accessibility	Traffic after a big event, accessibility (parking), Overall bigger jumbotron, Display the total price including tax when browsing for tickets
Technology/Connectivity	Turn on the TV during concerts, Offering free, reliable wi-fi for attendees during events, I would love to sign up to get SMS messages that are similar to your emails, I want to be able to sign up to get text messages, I think it would be great if I had the option to order ahead and pay online when getting concession items
Experience Improvements	Cleaner, Better artist performance, Interactive activities in the atrium so fans can gather before an event, Have more of a variety in the lighting colors during game presentations, Free stuff, I always want more free stuff, It's already great, no changes
Seating/Visibility	The security guards, Overall bigger jumbotron and equal on all sides, if I sit at either end of the arena, it's hard to see the jumbotron because the screen is so small on that side
Crowd Management	Lines, crowds and lines at bathrooms and concessions, Better flow of people outside the seating area, We were shoulder to shoulder trying to walk to our seats and missed the opening set
General Feedback	Not sure, Haven't attended enough events to know, I have never been to the XL Center, Nothing! The most recent renovations have elevated the experience, Nothing
Miscellaneous	N/A, Display the total price including tax when browsing for tickets, Promote itself more, I think it would be great if I had the option to order ahead and pay online when getting concession items



Question 6: Compared to other venues you've attended, how does the XL Center rank overall?

The choices for the question were ‘much better’, ‘better’, ‘about the same’, ‘worse’, and ‘much worse’. When comparing the XL Center to other venues, most visitors view it relatively positively or at least equally favorably. According to the survey, 5.71% of respondents rated the XL Center as "much better" and 21.43% as "better," totaling 27.14% who had an above-average view of the venue. The largest group, 37.14%, said it was "about the same" as other venues, suggesting that while the XL Center meets general expectations, there may still be opportunities to further differentiate and enhance the experience. Only 4.29% felt it was "worse," and notably, 0% considered it "much worse," showing that significant dissatisfaction is extremely rare. Overall, the XL Center holds a competitive position compared to other entertainment venues.

Q6 - Compared to other venues you've attended, how does the XL Center rank overall?



Question 7: Rank the following factors on how much they influence your decision to attend an event at the XL Center. 1= Most Important, 5= Least Important.

The data shows that ticket price and performance or team quality are the most influential factors in shaping the XL Center experience. Ticket price was ranked as the top choice by 24.29% of respondents, followed closely by performance or team at 21.43%, highlighting that affordability and event quality are the primary concerns for most visitors. Event type was the next most important, with 17.14% ranking it first. Meanwhile, location and transportation were less critical, with only 2.86% selecting it as their top factor, although 28.57% placed it fourth, suggesting that while it's not the biggest draw, it can still impact the overall experience. The social aspect ranked lowest overall, with just 1.43% rating it first and a significant 45.71% placing it last. These results suggest that attendees prioritize value and entertainment quality over convenience or socializing, offering the XL Center clear guidance on where to focus improvements and promotional efforts.

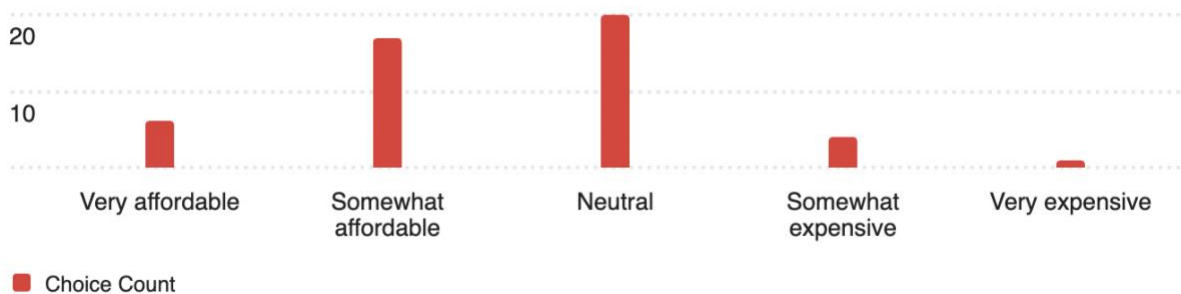
Q7 - Rank the following factors on how much they influence your decision to atte...

Field	Min	Max	Mean	Standard Deviation	Variance	Responses	Sum
Ticket price	1.00	5.00	2.09	1.03	1.06	47	98.00
Event type	1.00	5.00	2.57	1.25	1.56	47	121.00
Location/Transportation	1.00	5.00	3.51	1.09	1.19	47	165.00
Performer/Team	1.00	5.00	2.28	1.16	1.35	47	107.00
Social aspect	1.00	5.00	4.55	0.79	0.63	47	214.00

Question 8: How affordable do you find ticket prices at the XL Center?

The choices for the question were 'very affordable', 'somewhat affordable', 'neutral', 'somewhat expensive', and 'very expensive'. The survey results show that most visitors view ticket prices at the XL Center as reasonable or acceptable. Specifically, 8.57% of respondents found the prices "very affordable," and 24.29% described them as "somewhat affordable," meaning about one-third of guests viewed pricing positively. The largest group, 28.57%, remained neutral, suggesting that while prices are not seen as a major strength, they are also not a major concern. Only a small percentage found prices to be high, with 5.71% labeling them "somewhat expensive" and just 1.43% calling them "very expensive." Overall, the feedback indicates that

Q8 - How affordable do you find ticket prices at the XL Center?



ticket pricing is generally viewed favorably, though there may still be opportunities to enhance the perceived value.

Question 9: What are your biggest challenges regarding transportation issues when attending an event at the XL Center? (Select all that apply)

The options include ‘difficulty finding parking’, ‘lack of affordable transportation’, ‘high parking costs’, ‘safety concerns when travelling to the venue’, ‘limited public transportation’, and ‘other (please specify)’. Transportation issues are a notable challenge for many attendees at the XL Center. The most common problem reported was difficulty finding parking, with 34 respondents selecting this option, suggesting that parking availability is a key concern. High parking costs followed closely, with 25 participants noting this issue, indicating that price plays a significant role in the transportation experience. Limited public transportation was also a challenge for 12 respondents, and 10 mentioned safety concerns when traveling to the venue, suggesting that these factors may affect attendee comfort and convenience. Additionally, 6 respondents cited a lack of affordable transportation, and 11 selected "other" reasons, which may provide further insights into specific challenges not covered by the main categories. The other respondents who did make comments said “unsure”, “none”, “distance from home (about an hour away without traffic)”, and “honestly none”. Overall, parking-related issues appear to be the most pressing concerns, with a combination of availability and cost being the primary challenges faced by visitors.

Q9 - What are your biggest challenges regarding transportation issues when attending an event at the XL Center? (Select all that apply) - Selected Choice



VI. Differences by Segments

Purchase intent question: "Would you recommend attending an event at the XL Center?"

Demographics: "current year in college"

Year	% Strongly Agree	% Agree	% Neither	% Disagree
Sophomore	45%	33%	22%	0%
Junior	41%	29%	29%	0%

Senior	41%	29%	24%	6%
Graduate Student	40%	20%	40%	0%

When splitting responses to the “Would you recommend attending an event at the XL Center?” question by college year, there are differences between groups.

Sophomores were the most likely to “Strongly agree” with 45%, while Graduate students had a higher percentage of “neither agree nor disagree” with 40%, compared to other groups. Juniors and Seniors had almost the same distribution, with over 70% “agreeing or strongly agreeing”.

To statistically test whether these differences are across the population, a Chi-square test would be the most appropriate because both variables are categorical and because these variables cannot create mean scores, differences between percentages are tested.

Based on these differences, the XL Center may want to focus marketing efforts on Graduate students to improve their perception and offer targeted promotions or messaging around events that sound more appealing and are willing to attend.

VII. Recommendations

Given that more than 65% of respondents said they had a "Good" or "Excellent" experience, the XL Center should concentrate on preserving and improving what fans already find enjoyable. The team can reinforce and reproduce excellent experiences across all events by identifying the exact components that make them happen, such as customer service, venue cleanliness, or event quality. Additionally, enhancing employee relationships with more assistance and training may have a significant impact on all satisfaction levels. A knowledgeable, amiable, and well-trained staff frequently makes the difference between mediocre or bad encounters.

Almost one out of five respondents rated their experience as neutral, meaning it was neither very good nor bad. This group offers a great chance for development. The XL Center can identify little problems or unfulfilled expectations and make focused improvements that could improve these visitors' experiences by getting more thorough input from them. Also, roughly 15% of participants said their experience was "Poor" or "Very Poor." The XL Center should pinpoint typical issues like wait times, directions in the venue, interactions with staff, or pricing issues in order to lower discontent. It seems as though the issues that were most stressed by respondents were wait times for concessions, restrooms, as well as getting in and out of the venue. Also, respondents said they had trouble finding their seats.

A lot of students stressed how crucial cost is when choosing whether or not to go to events. Student attendance could be greatly increased and events more accessible for this demographic if student discounts or bundle offers are offered, such as discounted ticket pricing with valid student IDs or group packages for students.

According to the respondents, the XL Center's present menu of food and beverages is either too pricey or unrefined. Adding more reasonably priced options, regional suppliers, or student-

friendly menus could enhance the whole experience and promote more in-person sales at events. Possibly, rethinking some concession prices to make it more affordable and accessible would be ideal, while also making a profit. Including vegetarian or vegan options for people who don't consume meat could potentially be a major source of stress.

Prior to events, several respondents recommended adding more participatory games or activities, especially in the atrium area. These upgrades have the potential to improve the fan experience, generate excitement and buzz, and expand social interaction opportunities. Photo booths, mini-games, and/or local sponsor activations are a few possible ideas to consider.

One of the main issues raised by students was transportation. A lot of people mentioned how difficult it was to get to and from the XL Center. Adding a transportation service, such as shuttle buses from local city centers or college campuses, could greatly increase accessibility and attendance of college students. The XL Center could also collaborate with nearby institutions or public transportation providers, as this option may become more affordable and popular.

Concerns about visibility during events were also brought up. Some respondents complained that the Jumbotron was obscured from some viewpoints. Fans on all sides would be able to see the action clearly if the Jumbotron were upgraded or additional display screens were added, which would improve the whole experience and keep guests interested.

Lastly, in terms of respondents' awareness of the event, Instagram and TikTok were the most widely used platforms. To effectively reach and engage the target audience, the XL Center should prioritize posting engaging content on various platforms. Event highlights, influencer collaborations, giveaways, and behind-the-scenes videos can all help spread the word about upcoming events and generate excitement, especially among younger audiences like students.

VIII. Study Limitations

Although the survey results provide insightful information, their applicability to the general public is limited by a few issues. First, there may have been limitations on response depth. Because the survey had to be brief and easy for busy students to complete, some of the questions would have been somewhat superficial, which would have limited the depth of understanding of more complicated topics like long-term pleasure, event experience pain points, or loyalty drivers.

Furthermore, institutional bias may exist because the survey was mostly disseminated through a particular university. Factors specific to each school, such as the campus culture surrounding event attendance, the venue's geographic closeness, or the availability of transportation, may affect students' experiences, perceptions, and accessibility to the XL Center. The results might therefore not accurately reflect the larger population of college students outside of these institutions.

Additionally, the responses gathered may have been impacted by the survey's release schedule. The poll may have had an impact on students' availability, priorities, and inclination to attend events at the XL Center if it had been administered during times of high academic stress, such as finals, or holidays and breaks. Because it did not fully capture the regular behaviors and

preferences of students throughout the year, this timing aspect might have added bias to the results.

Lastly, because some questions (like the one about social media platforms) allowed for more than one choice, it can be difficult to understand percentages because totals can be higher than 100%, which could make comparisons more difficult. When making inferences from the data, these characteristics should be considered as they restrict the findings' applicability to a larger population.

IX. Appendices

Appendix A

Parking

- Parking tends to be a nightmare, and the fee to park can be as expensive as some of the events.
- I think parking would be great if improved. It is difficult to find and, once found, sometimes expensive.
- Leaving the parking lot.
- Parking/traffic after event.
- Exiting the parking garage.
- Getting out of the parking garage near the XL Center.
- Finding a parking spot.
- Parking.
- Parking.
- Finding street parking on weekends.
- Traffic. It is not filtered safely and I find myself there for 30 minutes to an hour stuck in traffic.
- Exiting the building due to congestion after an event.
- Finding an Uber.
- Accessibility issues related to parking.

Food and Concessions

- Better dining options.
- Make concessions cheaper.
- Lowering concession prices.
- I think it would be great if I had the option to order ahead and pay online when getting concession items.
- Offer more vegetarian/vegan food options.
- Having more local food vendors switch in and out each week or every 2 weeks for events.
- Free stuff, I always want more free stuff.
- The spread of food vendors at games.
- Turn on the TV during concerts.

Crowds and Congestion

- Better flow of people outside the seating area; we were shoulder to shoulder trying to walk to our seats and missed the opening set.

- Crowds and lines at bathrooms and concessions.
- Lines and congestion in the concourse area and getting out of the parking garage.
- Crowds leaving the venue.
- Exiting the building due to narrow walking area.
- No where to go because how packed it is.

Advertising and Communication

- More social media posts about events.
- Promote itself more.
- Better advertising of events.
- I would love to sign up to get SMS messages that are similar to your emails.
- I want to be able to sign up to get text messages.

Seating and Arena Experience

- Seating comfortably.
- Uncomfortable seating.
- Not knowing where to go for my seats.
- Finding my seat.
- Not being able to see the jumbotron well if I am sitting on either side of the arena during a sports event.
- Overall bigger jumbotron and equal on all sides.
- Having more variety in lighting colors during game presentations.
- Clearer directions when in the arena.

Security and Staff

- Nicer workers.
- The security guards.
- Better directions to the elevator if needed for accessibility reasons.
- Crowd management.
- Safety concerns when traveling to the venue.

Event Quality

- More big name performers.
- Have better artist performance.
- More shows.
- Interactive activities in the atrium so fans can gather before an event.

Transportation and Accessibility

- Distance from home (about an hour away without traffic).
- Lack of affordable transportation.
- Limited public transportation.
- Difficulty finding parking.
- High parking costs.

Miscellaneous

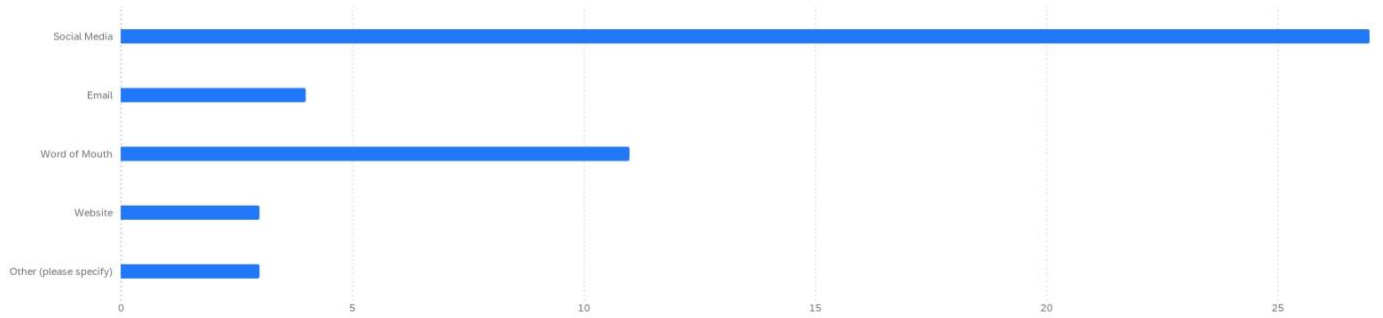
- Nothing!

- It's already great, no changes.
- Haven't attended enough events to know.
- Unsure.
- N/A.
- IDK.

Appendix B

XL Center Survey

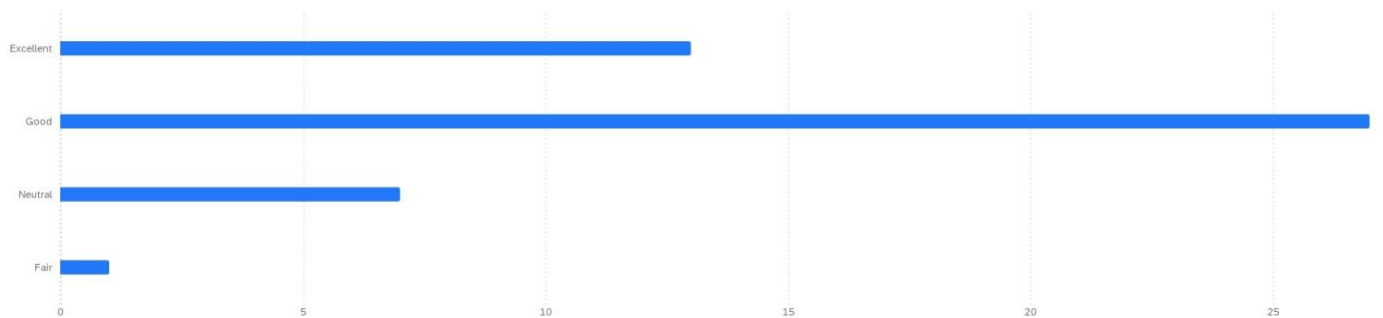
How do you usually hear about events at the XL Center? 48 ①



How do you usually hear about events at the XL Center? 48 ①

Q1 - How do you usually hear about events at the XL Center? - Selected Choice	Count	Count
Social Media	56%	27
Email	8%	4
Word of Mouth	23%	11
Website	6%	3
Other (please specify)	6%	3

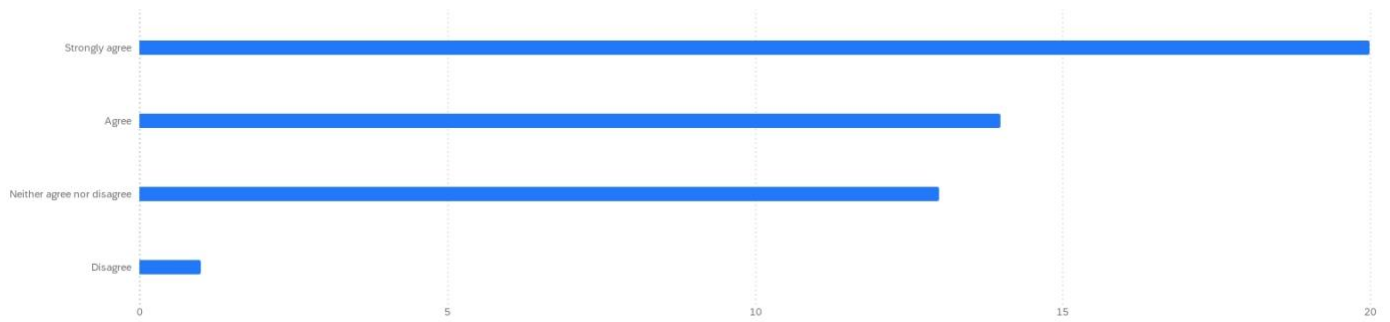
How would you rate your overall experience at the XL Center? 48 ①



How would you rate your overall experience at the XL Center? 48 ⓘ

Q2 - How would you rate your overall experience at the XL Center?		Count	Count
Excellent	27%	13	
Good	56%	27	
Neutral	15%	7	
Fair	2%	1	

To what extent do you agree with the following statement? "I would recommend attending an event or concert at the XL Center to others." 48 ⓘ



To what extent do you agree with the following statement? "I would recommend attending an event or concert at the XL Center to others." 48 ⓘ

Q3 - To what extent do you agree with the following statement? "I would recommend attending an event or concert at the XL Center to others."		Count	Count
Strongly agree	42%	20	
Agree	29%	14	
Neither agree nor disagree	27%	13	
Disagree	2%	1	

What is one thing the XL Center can do to improve your overall event experience? 100 ⓘ

What is one thing the XL Center can do to improve your overall event experi...

Better dining options

Offering free, reliable wi-fi for attendees during events

Seating comfortably

What was the biggest challenge you have encountered before, during, or after an event at the XL Center? 100 ⓘ

What was the biggest challenge you have encountered before, during, or afte...

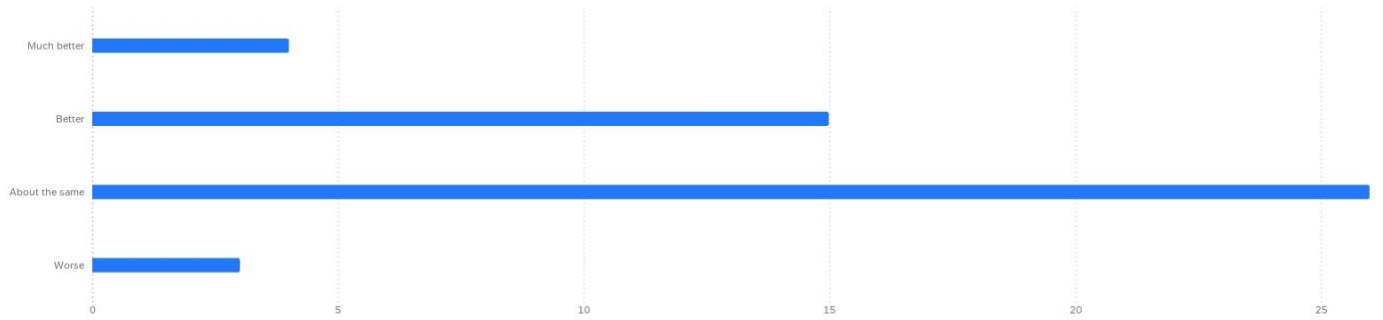
Leaving the parking lot

Uncomfortable seating

Exiting the building due to narrow walking area

Crowds

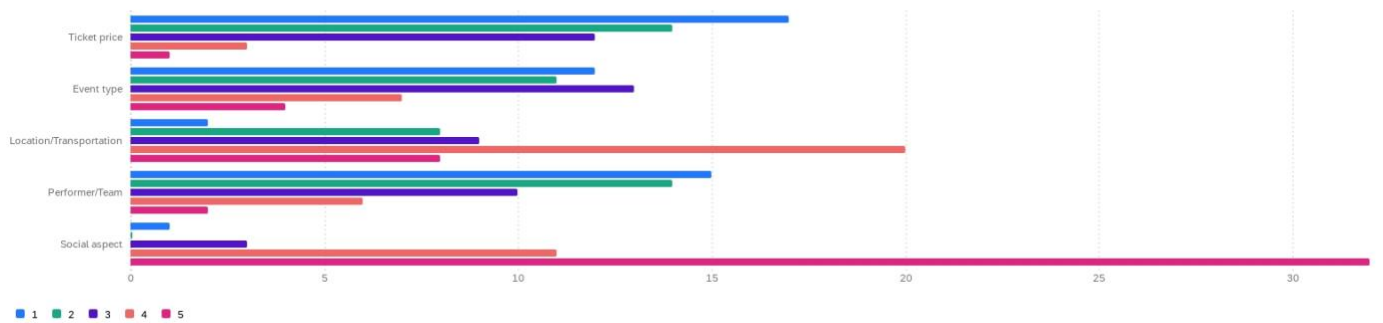
Compared to other venues you've attended, how does the XL Center rank overall? 48 ⓘ



Compared to other venues you've attended, how does the XL Center rank overall? 48 ⓘ

Q6 - Compared to other venues you've attended, how does the XL Center rank overall?	Count	Count
Much better	8%	4
Better	31%	15
About the same	54%	26
Worse	6%	3

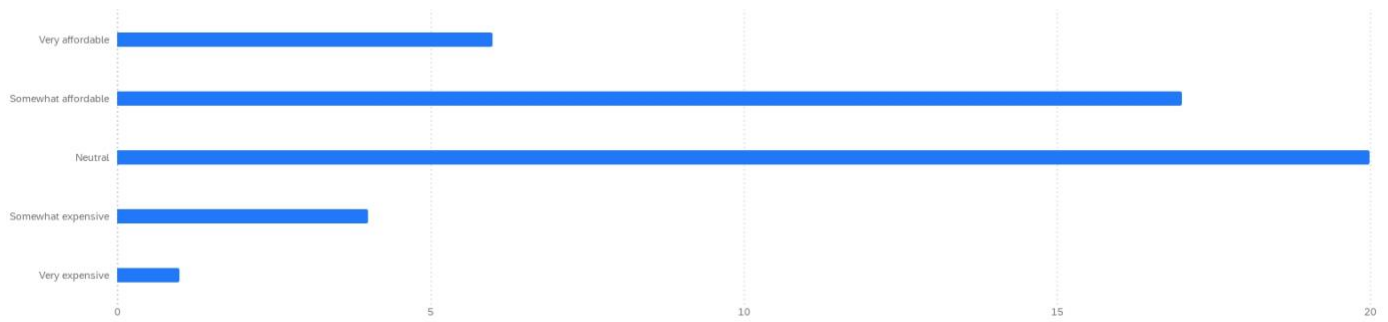
Rank the following factors on how much they influence your decision to attend an event at the XL Center. 1= Most Important, 5= Least Important 47



Rank the following factors on how much they influence your decision to attend an event at the XL Center. 1= Most Important, 5= Least Important 47

Rank the following factors on how much they influence your decision to atte...	1	2	3	4	5
Ticket price	17	14	12	3	1
Event type	12	11	13	7	4
Location/Transportation	2	8	9	20	8
Performer/Team	15	14	10	6	2
Social aspect	1	0	3	11	32

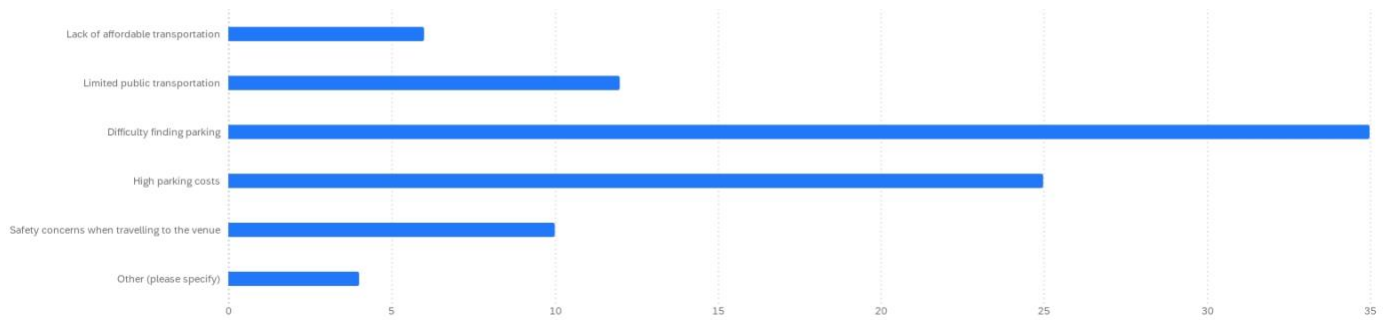
How affordable do you find ticket prices at the XL Center? 48



How affordable do you find ticket prices at the XL Center? 48

Q8 - How affordable do you find ticket prices at the XL Center?	Count	Count
Very affordable	13%	6
Somewhat affordable	35%	17
Neutral	42%	20
Somewhat expensive	8%	4
Very expensive	2%	1

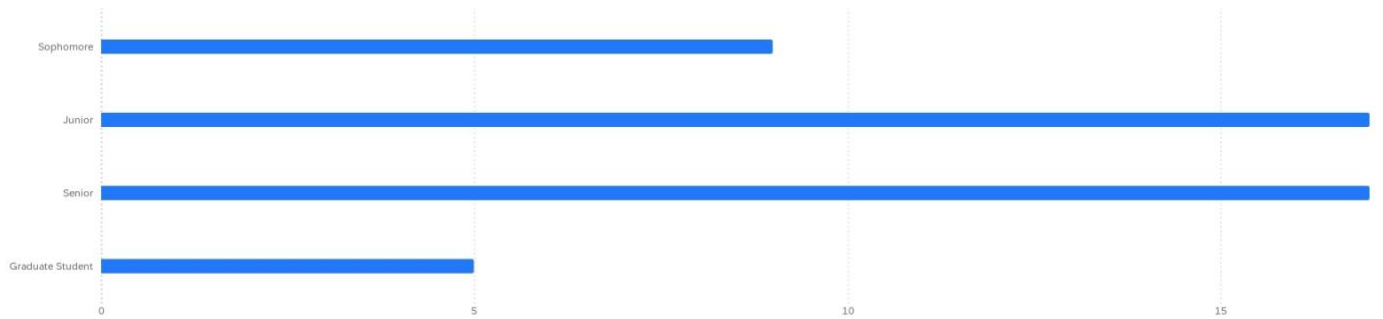
What are your biggest challenges regarding transportation issues when attending an event at the XL Center? (Select all that apply) 48



What are your biggest challenges regarding transportation issues when attending an event at the XL Center? (Select all that apply) 48 ①

Q9 - What are your biggest challenges regarding transportation issues when attending an event at the XL Center? (Select all that apply) - Selected Choice	Count	Count
Lack of affordable transportation	13%	6
Limited public transportation	25%	12
Difficulty finding parking	73%	35
High parking costs	52%	25
Safety concerns when travelling to the venue	21%	10
Other (please specify)	8%	4

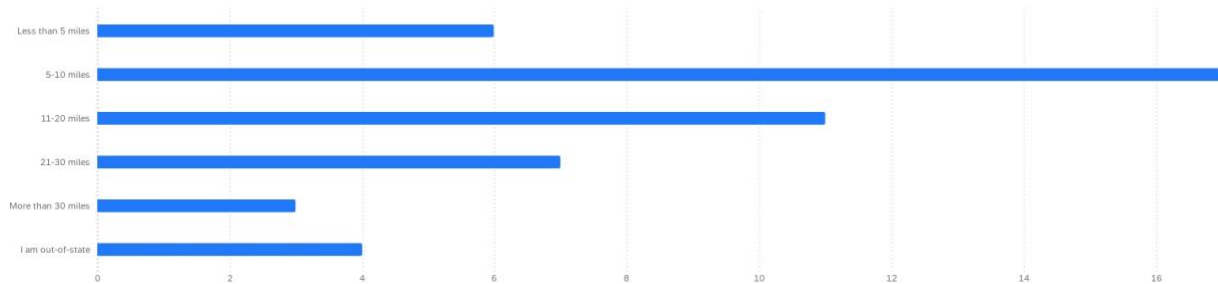
What is your current year in college? 48 ①



What is your current year in college? 48 ①

Q10 - What is your current year in college? - Selected Choice	Count	Count
Sophomore	19%	9
Junior	35%	17
Senior	35%	17
Graduate Student	10%	5

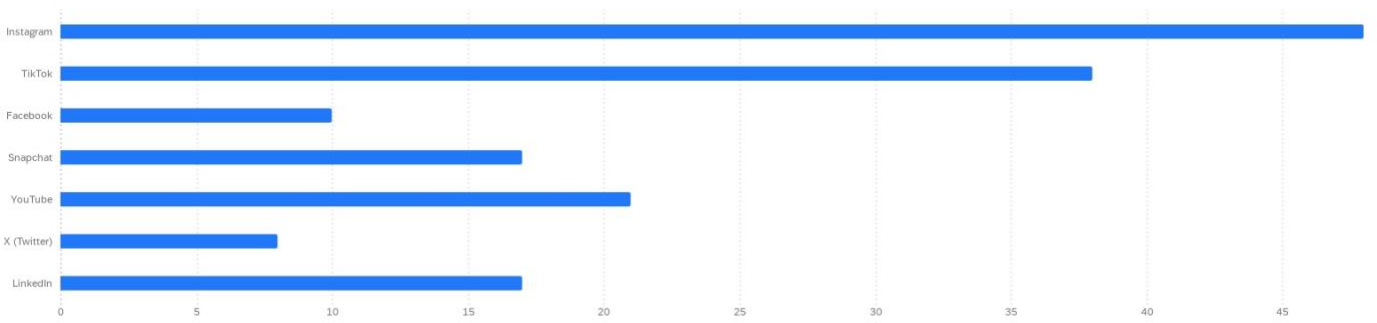
How far do you live from the XL Center? 48 ①



How far do you live from the XL Center? 48 ⓘ

Q11 - How far do you live from the XL Center?	Count	Count
Less than 5 miles	13%	6
5-10 miles	35%	17
11-20 miles	23%	11
21-30 miles	15%	7
More than 30 miles	6%	3
I am out-of-state	8%	4

What social media platform(s) do you use most frequently? (Select all that apply) 48 ⓘ



What social media platform(s) do you use most frequently? (Select all that apply) 48 ⓘ

Q12 - What social media platform(s) do you use most frequently? (Select all that apply) - Selected Choice	Count	Count
Instagram	100%	48
TikTok	79%	38
Facebook	21%	10
Snapchat	35%	17
YouTube	44%	21
X (Twitter)	17%	8
LinkedIn	35%	17