Survey Details - By The Numbers

• 850 unique survey responses
• Data collected over the course of 14 calendar days
• Survey available via the City of Austin CITY STAGE website
• Respondents include: musicians, festival attendees, music patrons, venue managers, downtown business owners, downtown residents, festival volunteers
Respondents classified by SXSW attendance

- Officially Registered SXSW attendee: 16%
- Unregistered but attended events during SXSW: 49%
- Did not attend events during SXSW: 9%
- Registered attendee who also attended unofficial events: 26%

Survey Respondents: 850
STREET CLOSURES:

- 43% believe current downtown street closures are sufficient
- 18% respondents said downtown needs LESS street closures
- 32% respondents said downtown needs MORE street closures
- 7% no opinion

Survey Respondents: 850
STREET PERFORMANCE:

Impact on Downtown Crowds:

- Positive: 52%
- Negative: 27%
- No Opinion: 21%

Survey Respondents: 850
Should Festival events be limited to one area in Downtown Austin?

- **NO**: 53%
- **YES**: 38%
- **No opinion**: 9%

Survey Respondents: 850
PROGRAMMING BY LOCATION

- Current programming is sufficient: 29%
- NO benefit to program specific locations: 37%
- See benefit in location specific programming: 25%
- No opinion: 9%

Survey Respondents: 850
City Special Event Permit Issuance

Current number of Special Event Permits

- 46%: too many
- 26%: sufficient
- 19%: too few
- 9%: no opinion

Survey Respondents: 850
Do you feel City Resources are distributed evenly during SXSW?:

- Yes: 60%
- No: 40%

Survey Respondents: 850
Should Special Events be allowed in Parking Lots?

- Yes: 54%
- No: 36%
- No Opinion: 10%

Survey Respondents: 850
Access to events (tickets, RSVP's, Wristbands, etc.):

- Red: Should be provided based on venue capacity
- Blue: Should NOT be limited based on capacity
- Pink: Should be issued at the discretion of event producers
- Purple: No opinion

Survey Respondents: 850
RSVP Servicing Sites:

Impact on Festival Experience:

- Positive: 25%
- Negative: 50%
- no opinion: 25%

Survey Respondents: 850
Loading and Unloading Zones

Current Loading and Unloading Zones Downtown During SXSW are:

- Indifferent/No Opinion: 25%
- Adequate, but could be dispersed differently: 14%
- Adequate: 13%
- Not Adequate: 48%

Survey Respondents: 850
Should businesses coming in from out of town be required to utilize a local event planner to help produce events?

- Yes: 53%
- No: 23%
- out of town event planners should limit their production to those within their organization: 19%
- No Opinion: 5%
Should the City of Austin work with the Texas Alcoholic Beverage Commission (TABC) to limit the amounts and hours that alcohol is served at events during SXSW?

Survey Respondents: 850
Current sound limitations for outdoor events and venues in Austin:

- Should be greater: 50%
- Should be lesser: 24%
- Are sufficient: 26%

Survey Respondents: 850
What was the primary reason for attending SXSW?

- Events/Industry Discovery: 44%
- Free food/alcohol/swag: 45%
- Other: 7%
- Registered Participant of the festival: 4%

Survey Respondents: 850
Security and Personnel at events during SXSW

- 56% said it was sufficient
- 23% had no opinion or were unsure
- 21% thought it was inadequate

Survey Respondents: 850