

# Methodology

The MSR Group conducted a telephone survey with adults (age 18 and older) in Douglas County, Nebraska between March 27 and March 29, 2007. A seven-minute interview was administered with respondents who were self-reported as an adult head of household, and not an employee of the City of Omaha or an advertising, marketing, public relations or market research company.

Sample design for this study was comprised of a random probability sample of 404 households with zip codes within Douglas County, Nebraska. All surveys were conducted by professional research interviewers from the Omaha call center of The MSR Group. To help eliminate any non-response bias, each number from the sample list was contacted a minimum of five times before declaring that the number was unreachable.

With all research projects, the question is how large a difference is there likely to be between the results obtained from the survey sample and what the results would be if the entire population was to be interviewed. This difference is defined as the “sampling error” and can be estimated using accepted standard statistical techniques. This estimate of sampling error assumes through random selection that all members of the survey area have a known, equal chance of being included in the study’s sample.

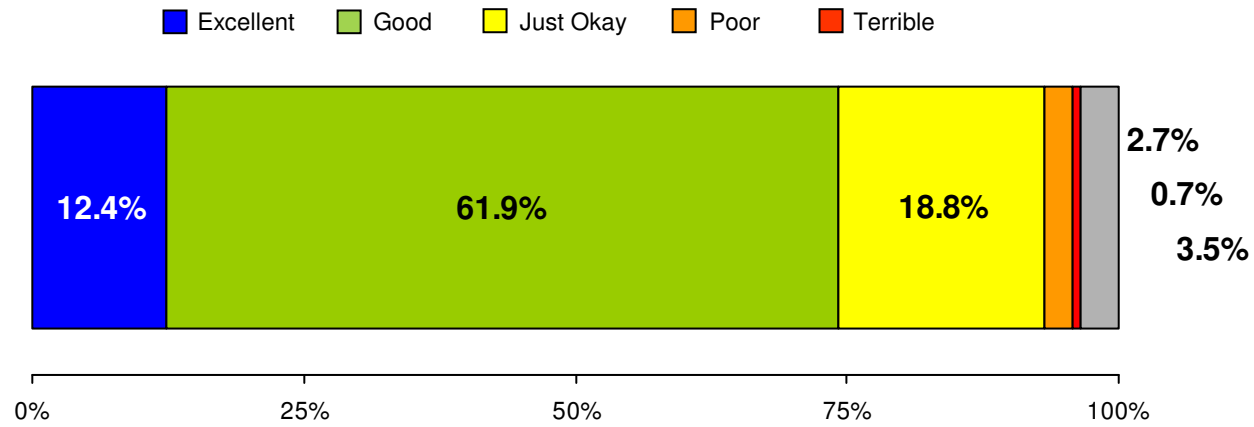
For a sample of 404 respondents, the maximum sampling error is  $\pm 4.9$  percent at the 95 percent confidence level. In other words, if the same survey was conducted 100 times, 95 of those times the results would be no more than 4.9 percentage points higher or lower than the results if we interviewed the entire population.

# Detailed Findings Summary

# Detailed Findings

## Omaha's Economy

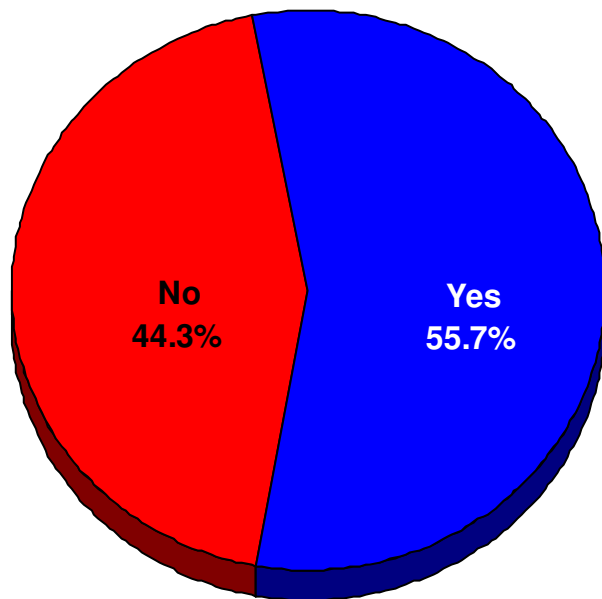
Overall, how would you rate Omaha's economy? (n=404)



Most respondents, about six out of ten, rate Omaha's economy as "Good", while very few rate it as "Poor" or "Terrible."

## Detailed Findings

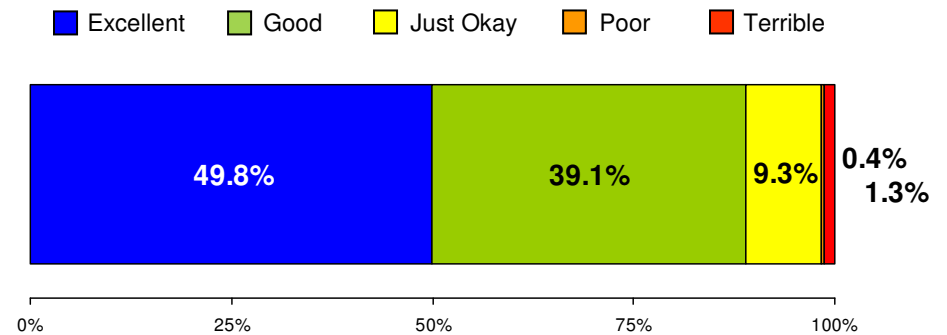
Since Qwest Center Omaha opened in 2003, have you attended a Concert or Family Entertainment Show? (n=404)



More than half of all respondents report having attended a Concert or Family Entertainment Show at Qwest Center Omaha. Of those who have attended a Concert or Family Entertainment Show, about half rate their experience as "Excellent."

## Arena Event Ratings: Concert or Family Entertainment Show

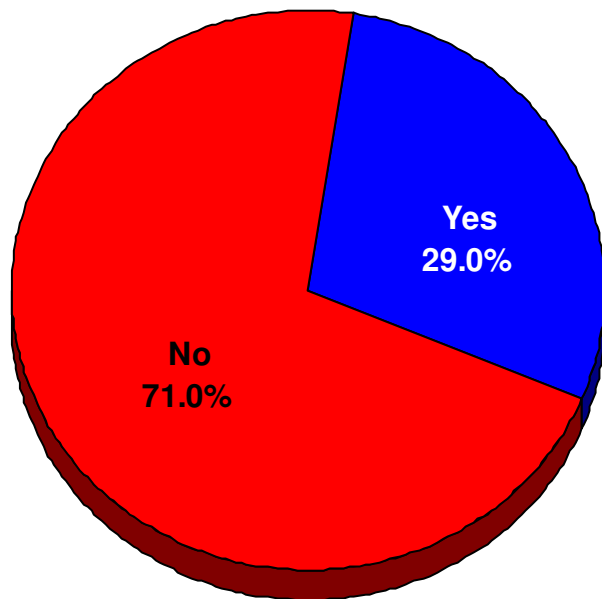
Overall, how would you rate your experience attending a Concert or Family Entertainment Show at Qwest Center Omaha? (n=225)



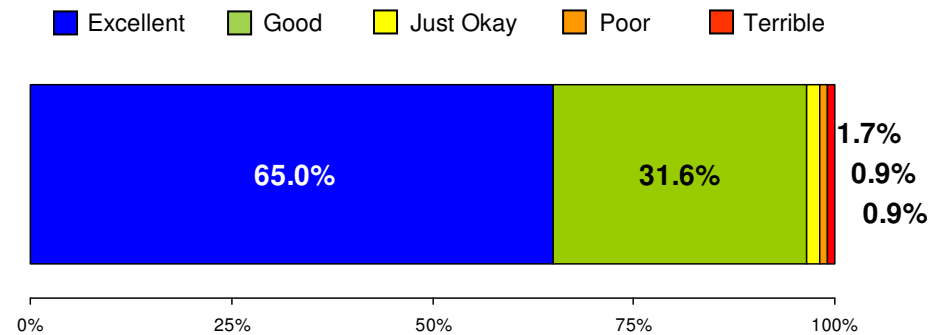
## Detailed Findings

## Arena Event Ratings: Creighton Basketball

Since Qwest Center Omaha opened in 2003, have you attended Creighton Basketball? (n=404)



Overall, how would you rate your experience attending Creighton Basketball at Qwest Center Omaha? (n=117)

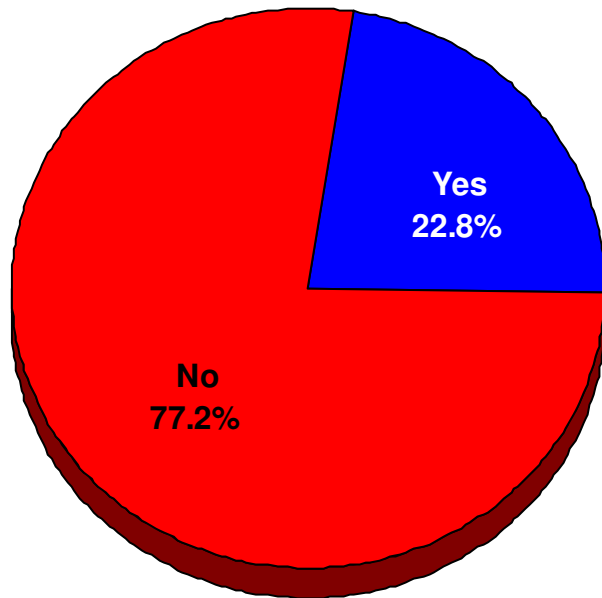


About three out of ten respondents report having attended Creighton Basketball at Qwest Center Omaha. Of those who have attended Creighton Basketball, 65% rate their experience as "Excellent." Creighton Basketball is highest rated among Qwest Center Omaha events tested.

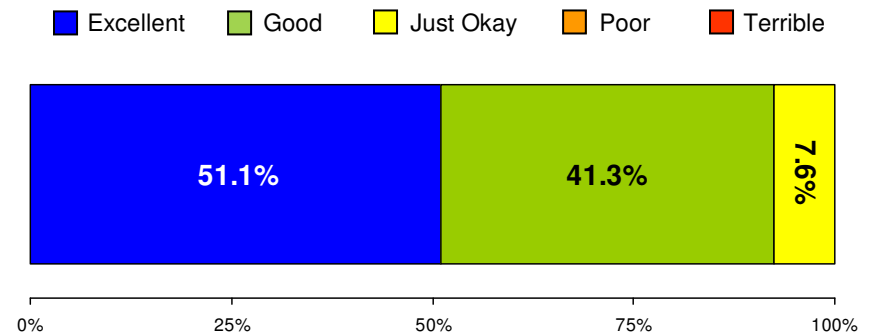
# Detailed Findings

## Arena Event Ratings: UNO Hockey

Since Qwest Center Omaha opened in 2003, have you attended UNO Hockey? (n=404)



Overall, how would you rate your experience attending UNO Hockey at Qwest Center Omaha? (n=92)

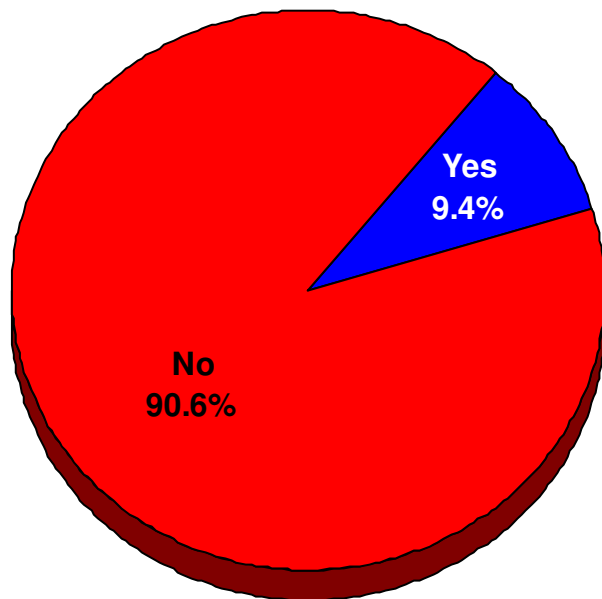


23% of all respondents report having attended UNO Hockey at Qwest Center Omaha. Of those who have attended UNO Hockey, more than half rate their experience as "Excellent."

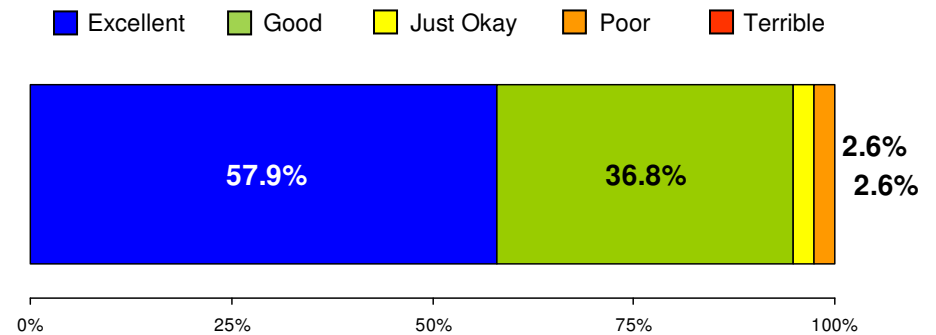
# Detailed Findings

## Arena Event Ratings: Rodeo

Since Qwest Center Omaha opened in 2003, have you attended a Rodeo? (n=404)



Overall, how would you rate your experience attending a Rodeo at Qwest Center Omaha? (n=38)

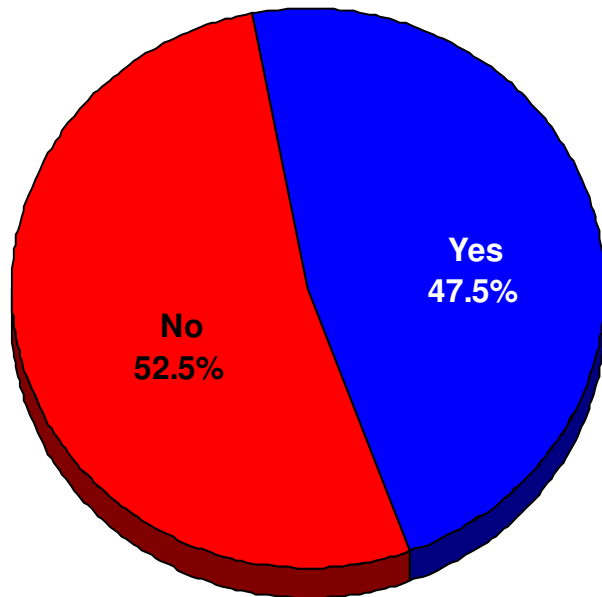


About nine percent of all respondents report having attended a Rodeo at Qwest Center Omaha. Of those who have attended a Rodeo, about six out of ten rate their experience as "Excellent."

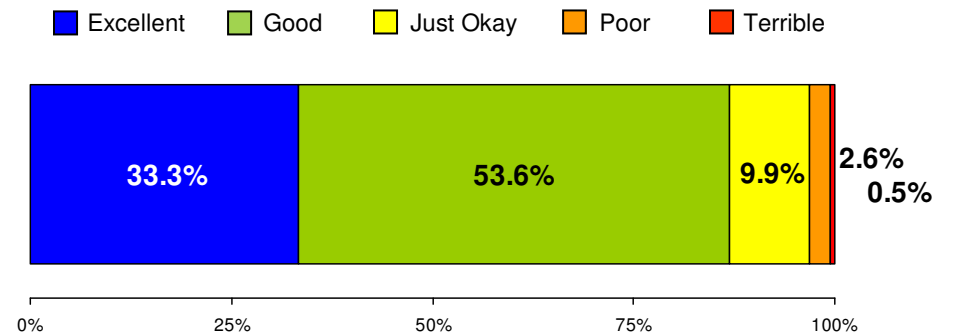
## Detailed Findings

## Convention Center Event Ratings: Home, Sports or Auto Show

Since Qwest Center Omaha opened in 2003, have you attended a Home, Sports or Auto Show?  
(n=404)



Overall, how would you rate your experience attending a Home, Sports or Auto Show at Qwest Center Omaha? (n=192)

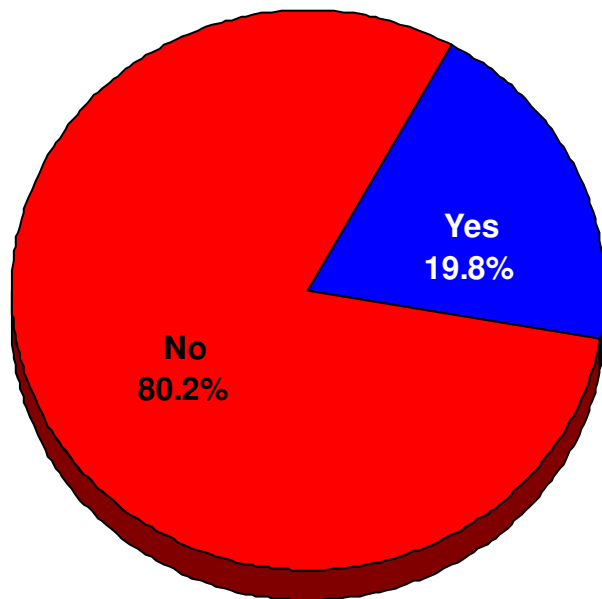


Nearly half of all respondents report having attended a Home, Sports or Auto Show at Qwest Center Omaha. Of those who have attended a Home Sports or Auto Show, about one-third rate their experience as "Excellent." Among Qwest Center Omaha events tested, Home, Sports or Auto Show receives the lowest rating.

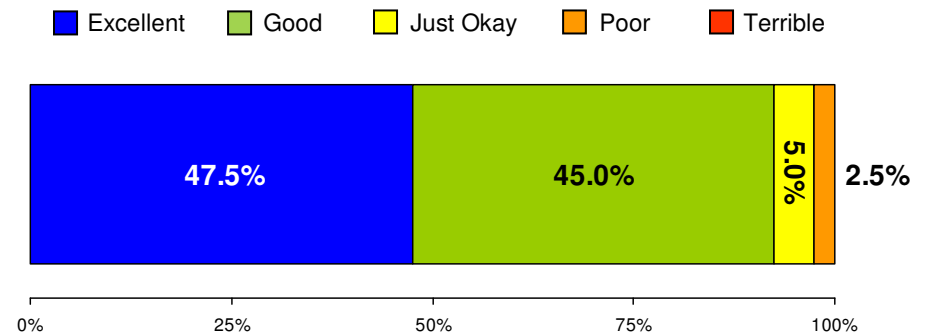
## Detailed Findings

## Convention Center Event Ratings: Corporate or Business Luncheon or Dinner

Since Qwest Center Omaha opened in 2003, have you attended a Corporate or Business Luncheon or Dinner? (n=404)



Overall, how would you rate your experience attending a Corporate or Business Luncheon or Dinner at Qwest Center Omaha? (n=80)

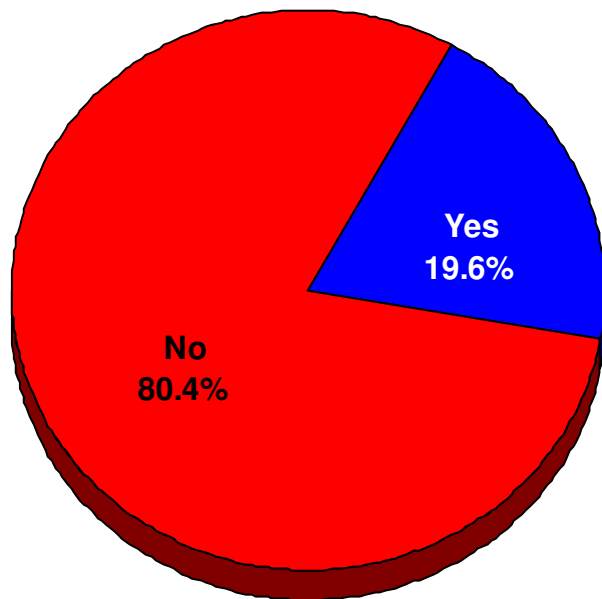


Two out of ten respondents report having attended a Corporate or Business Luncheon or Dinner at Qwest Center Omaha. Of those who have attended a Corporate or Business Luncheon or Dinner, 48% rate their experience as "Excellent."

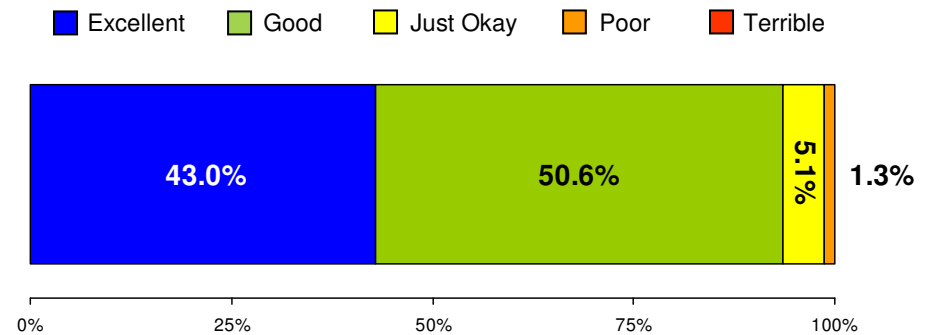
## Detailed Findings

## Convention Center Event Ratings: Local, Regional or National Convention

Since Qwest Center Omaha opened in 2003, have you attended a Local, Regional or National Convention? (n=404)



Overall, how would you rate your experience attending a Local, Regional or National Convention at Qwest Center Omaha? (n=79)

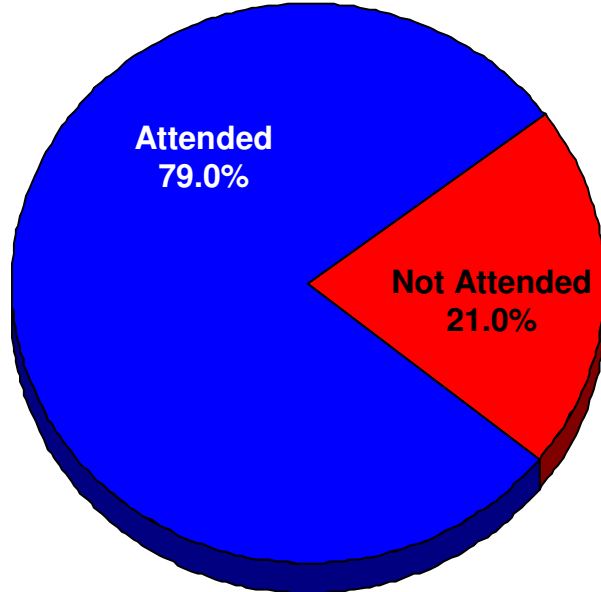


Two out of ten respondents report having attended a Local, Regional or National Convention at Qwest Center Omaha. Of those who have attended a Local, Regional or National Convention, 43% rate their experience as "Excellent."

# Detailed Findings

## Qwest Center Omaha Event Attendance

Since Qwest Center Omaha opened in 2003, have you attended [Insert Events]?  
(n=404)

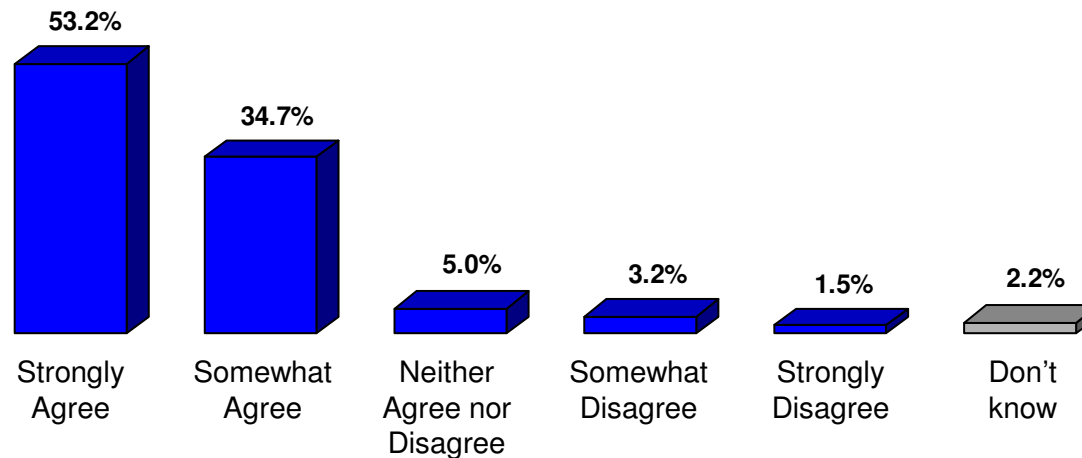


Nearly eight out of ten respondents report having attended an event of some kind at Qwest Center Omaha since it opened in 2003.

# Detailed Findings

## Community Perceptions: Positive Impact on Quality of Life

**How much do you agree or disagree with the following statement: By bringing top concerts entertainers, family shows and college sporting events to our community, Qwest Center Omaha has had a positive impact on the quality of life for people living in the greater Omaha area. (n=404)**

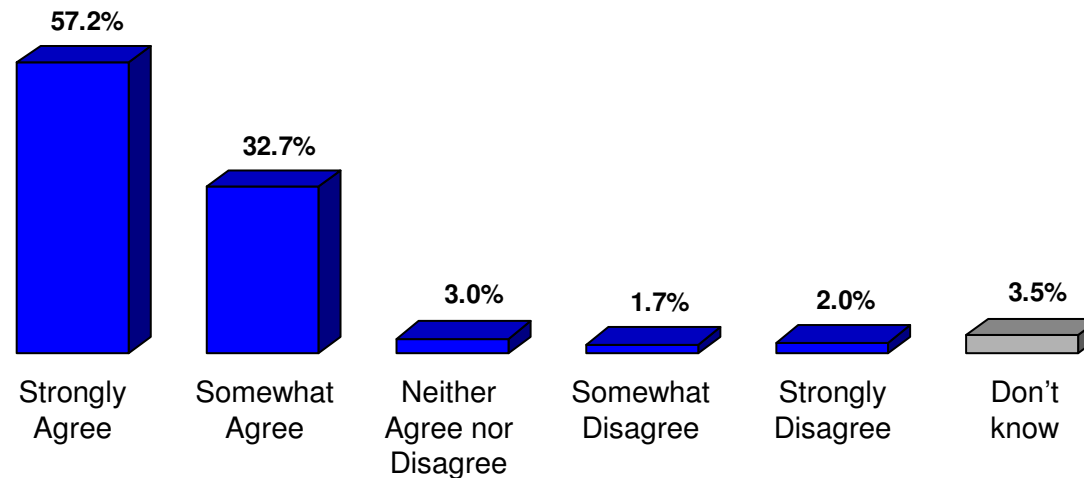


Nearly nine out of ten respondents “Agree” at least “Somewhat” that “Qwest Center Omaha has had a positive impact on the quality of life for people living in the greater Omaha area.”

# Detailed Findings

## Community Perceptions: Positive Impact on Economy

**How much do you agree or disagree with the following statement: By bringing out-of-town convention and concert visitors to Omaha, who stay at local hotels, eat at local restaurants and spend money with other local businesses, Qwest Center Omaha has had a positive impact on the economy of the greater Omaha area. (n=404)**

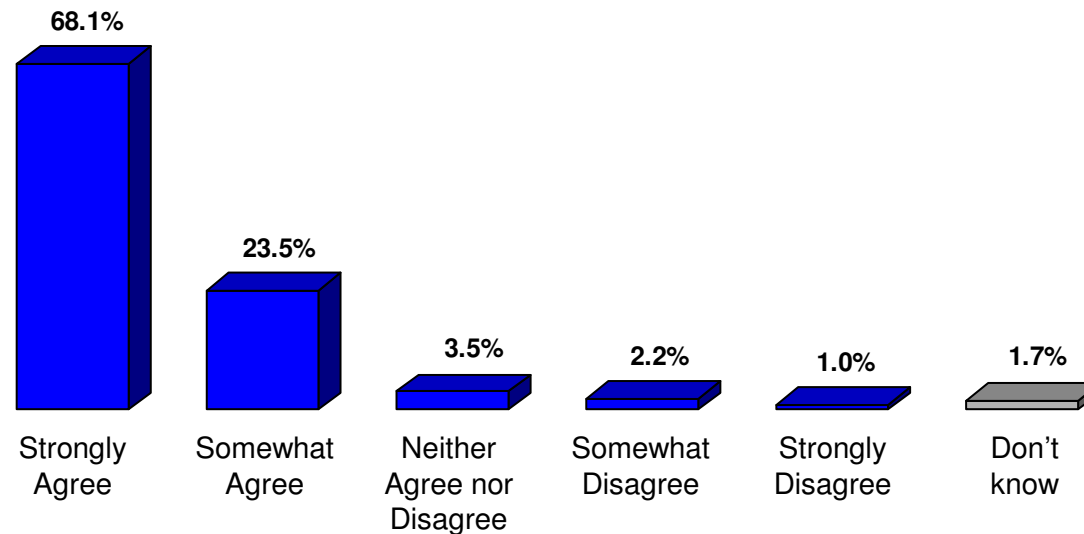


Nine out of ten respondents "Agree" at least "Somewhat" that "Qwest Center Omaha has had a positive impact on the economy of the greater Omaha area."

# Detailed Findings

## Community Perceptions: Improving National Image

**How much do you agree or disagree with the following statement: By bringing national events, such as the NCAA Women's Volleyball Championships and the Pheasants Forever National Convention to Omaha, Qwest Center Omaha is improving Omaha's national image. (n=404)**

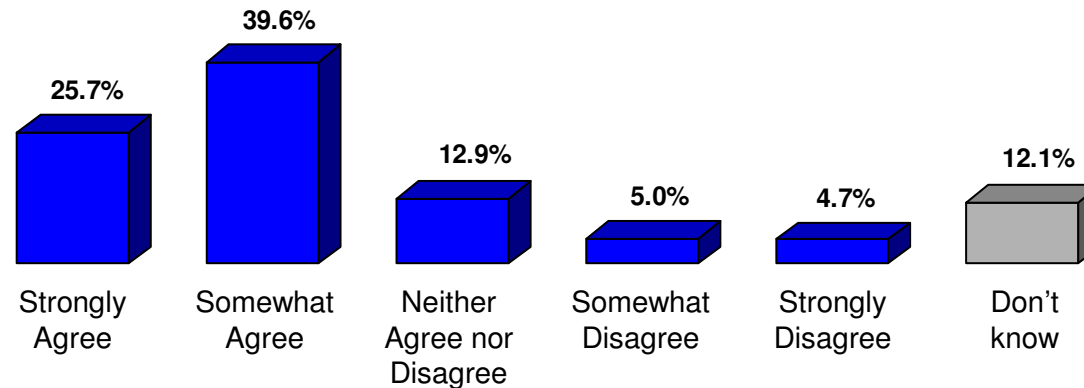


More than nine out of ten respondents "Agree" at least "Somewhat" that "Qwest Center Omaha is improving Omaha's National image", with nearly seven out of ten saying they "Strongly Agree."

# Detailed Findings

## Community Perceptions: MECA

**How much do you agree or disagree with the following statement: MECA, the Metropolitan Entertainment and Convention Authority, which is a non-political and independent board of community leaders, professionally manages Qwest Center Omaha and this has resulted in the facility being profitable every year since it opened. (n=404)**

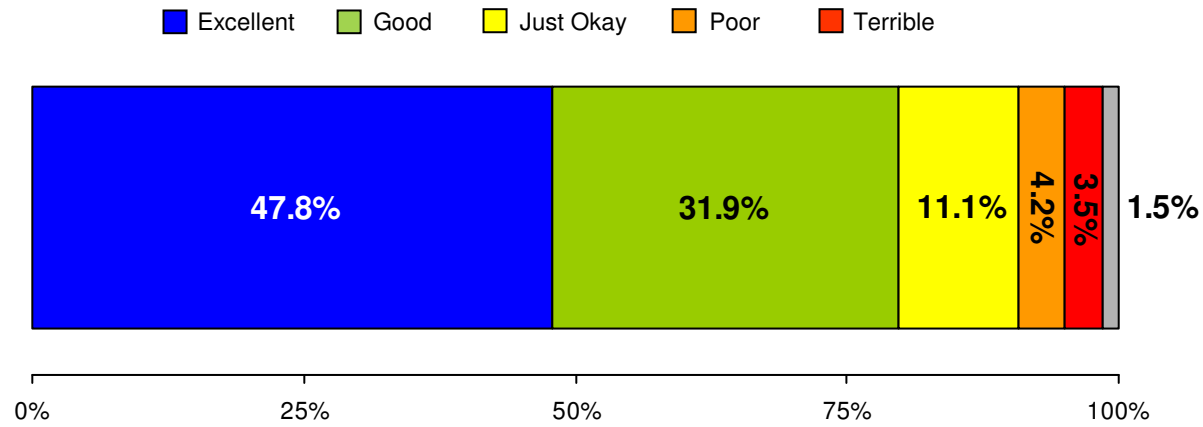


65% of respondents "Agree" at least "Somewhat" that "MECA . . . Professionally manages Qwest Center Omaha and this has resulted in the facility being profitable every year since it opened."

# Detailed Findings

## Overall Rating of Decision to Build Qwest Center Omaha

Overall, how would you rate the decision by voters and city officials to build Qwest Center Omaha?  
(n=404)



About eight out of ten respondents rate the decision to build Qwest Center Omaha as a "Good" or "Excellent" idea.

# Detailed Findings

## Coded Verbatim Responses

### What do you like best about Qwest Center Omaha?

When respondents are asked what they like best about Qwest Center Omaha, the response given most is “Brings/ Attracts quality entertainment to Omaha.”

<b>Response</b>	<b>n</b>	<b>%</b>
Brings/ Attracts quality entertainment to Omaha	117	29.0%
Convenient location/ Easy to get to	57	14.1%
Building’s beauty/ architecture	52	12.9%
Size of building/ Amount of people it can hold	50	12.4%
Concerts	44	10.9%
Helps bring business to Omaha/ Helps Omaha’s economy	34	8.4%
Sporting events	32	7.9%
Variety of events	29	7.2%
Parking	24	5.9%
Has helped to clean up downtown Omaha	13	3.2%
National exposure Omaha receives	10	2.5%
All other responses	26	6.4%
Don’t know/ Refused	80	19.8%

Multiple responses were allowed. Combined mentions may total more than 100%.

# Detailed Findings

## Coded Verbatim Responses

### What do you feel needs to be improved at Qwest Center Omaha?

When respondents are asked what needs improvement at Qwest Center Omaha, the response given most is “Price of parking is too high.”

<b>Response</b>	<b>n</b>	<b>%</b>
Price of parking is too high	97	24.0%
Need to hold more events	28	6.9%
Parking (in general)	27	6.7%
Food (service, variety, quality, wait time)	24	5.9%
Not enough parking	23	5.7%
Price of event tickets is too high	23	5.7%
Does not need to be improved	22	5.4%
Parking is too far away from the building	21	5.2%
Seating/ Areas where you can't see	18	4.5%
Traffic control	16	4.0%
All other responses	53	13.1%
Don't know/ Refused	109	27.0%

Multiple responses were allowed. Combined mentions may total more than 100%.