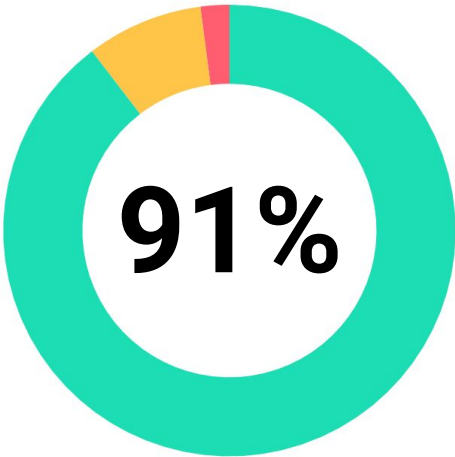




Attendee Satisfaction  
(for 13 games)



● Happy ● Indifferent ● Sad

143

Total Complaints

18%

of Respondents are  
STM's

2,968

Total Ticket Leads

96%

Provided an Email

8,673

Total Surveys  
Completed

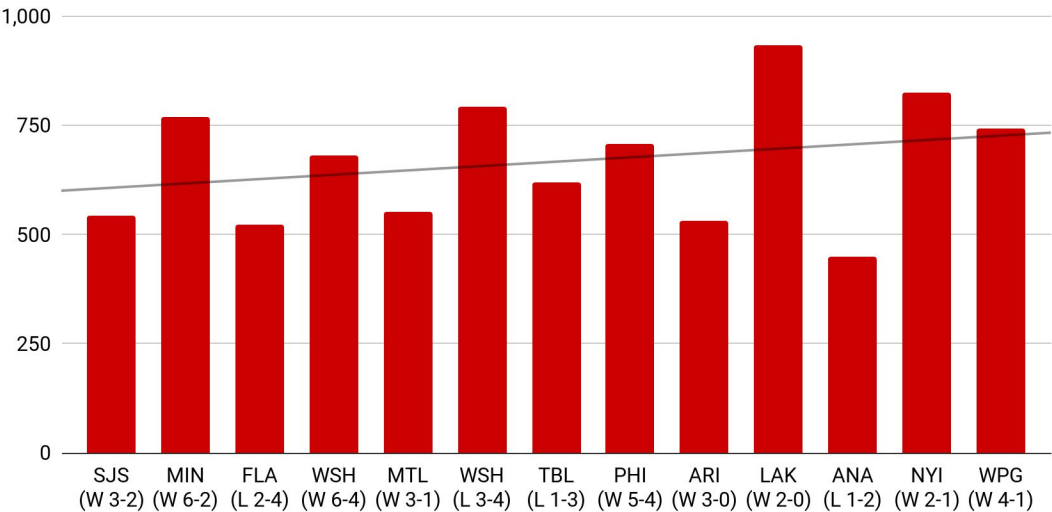
2,433

Total Game  
Attendee  
Surveys

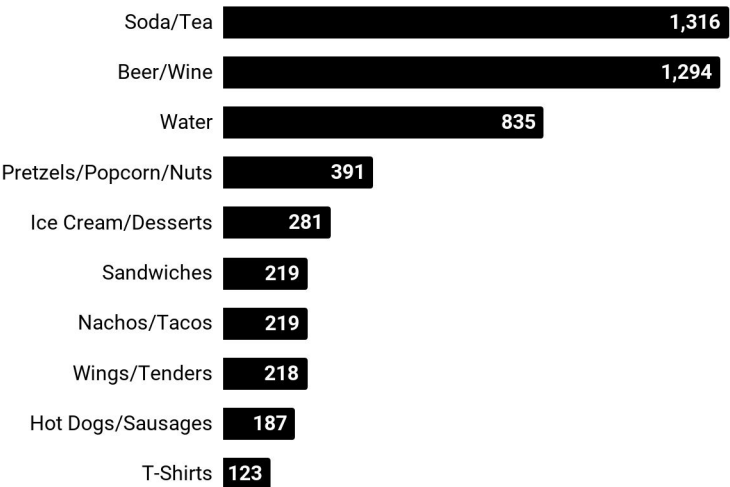
4,650

Unique Fan  
Respondents

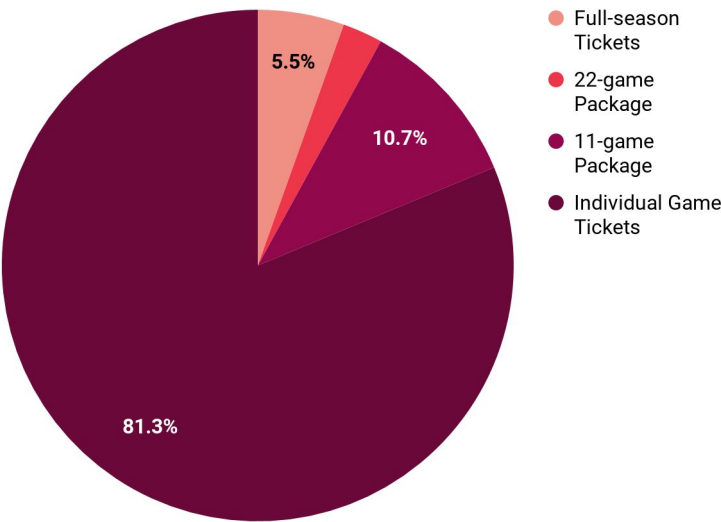
Total Surveys by Game



Top Concessions

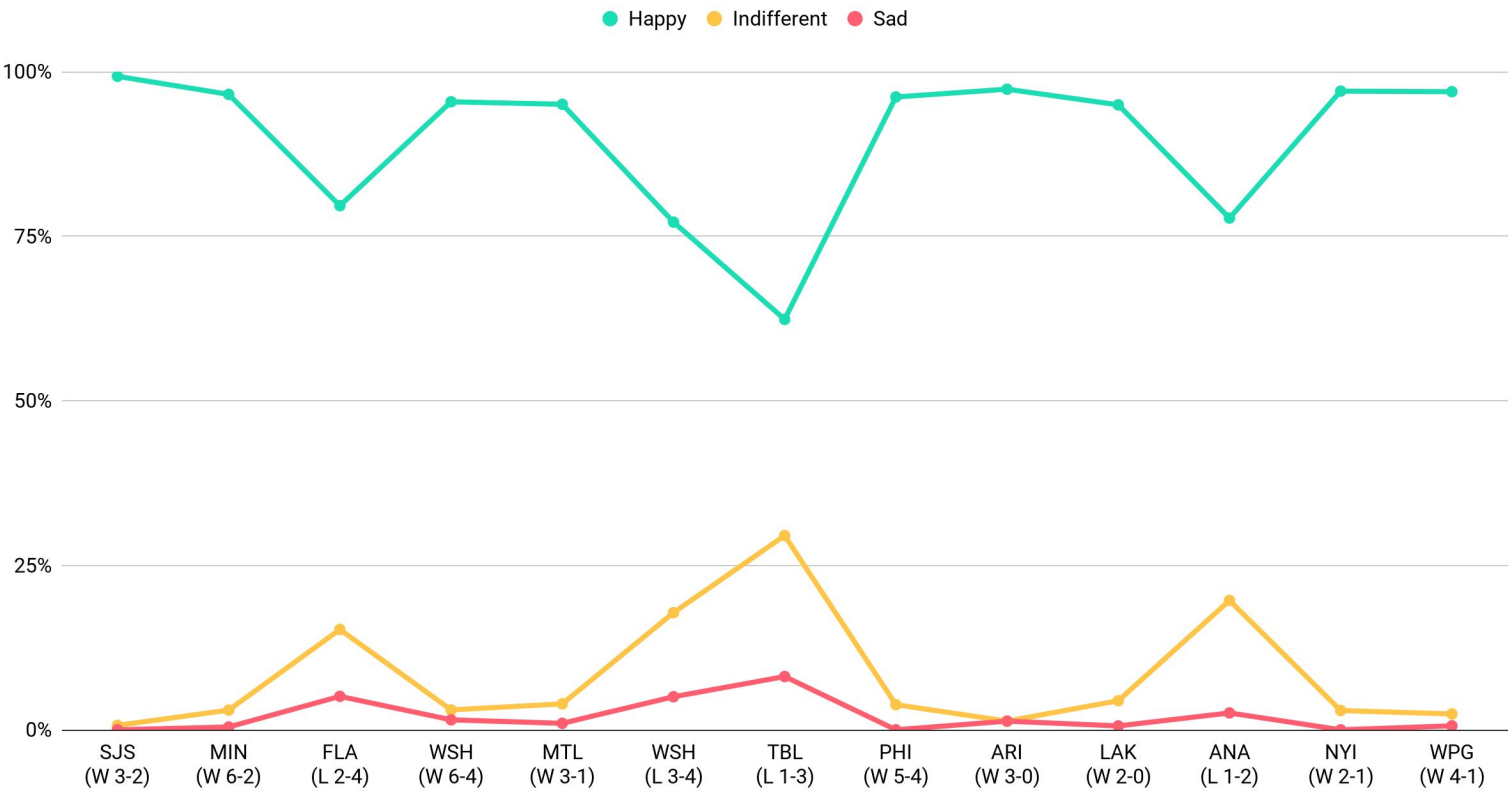


Ticket Leads by Type





Satisfaction by Game



Wins

699

Average # of Surveys

Losses

597

Wins

96%

Average Satisfaction

Losses

74%

Wins

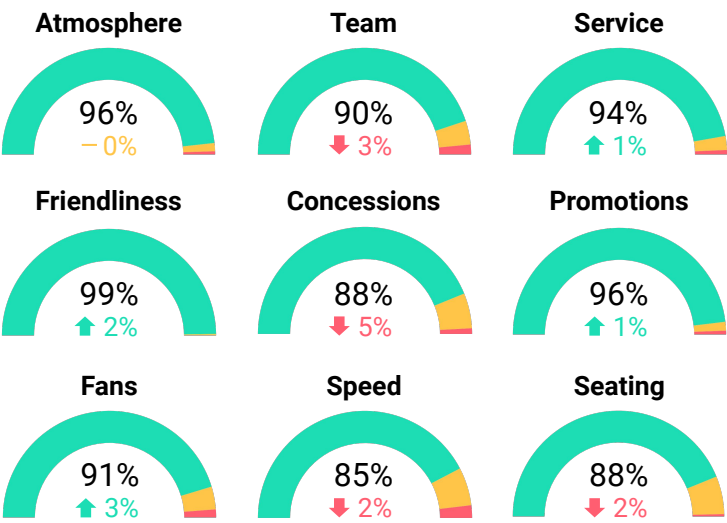
190

Average # of Attendee Surveys

Losses

181

Aspect Satisfaction  
(Compared to First 12 Games)

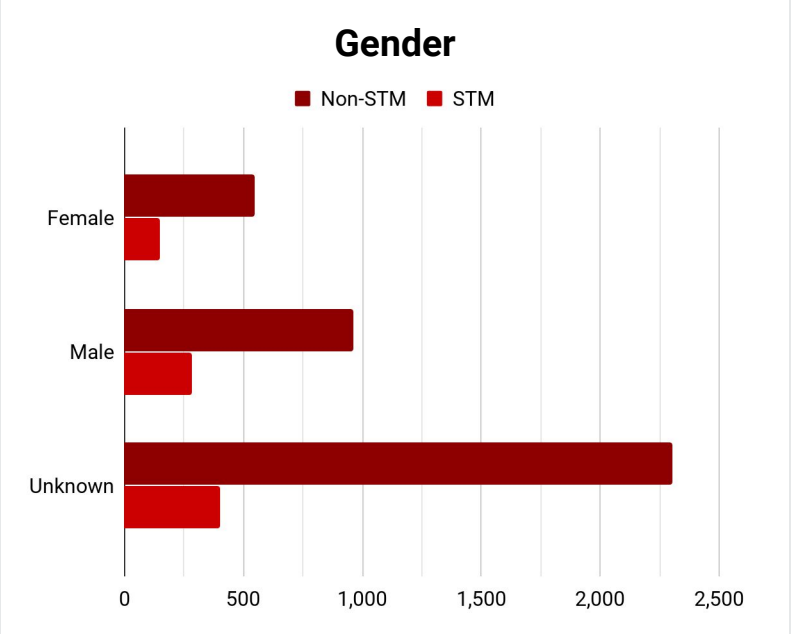
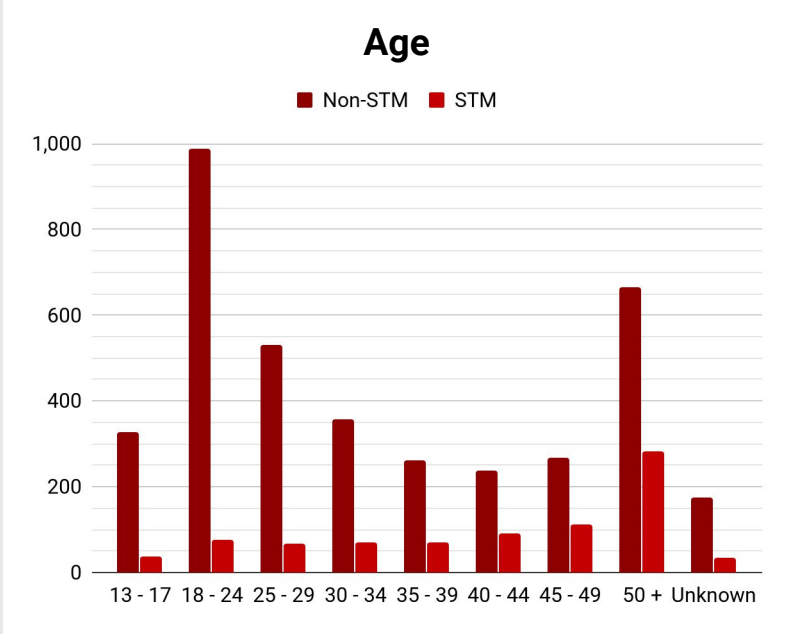
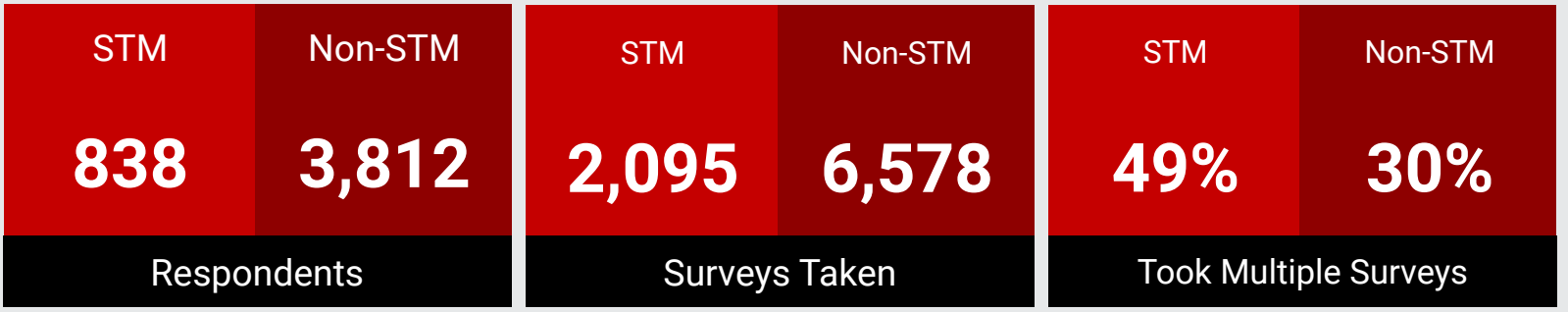
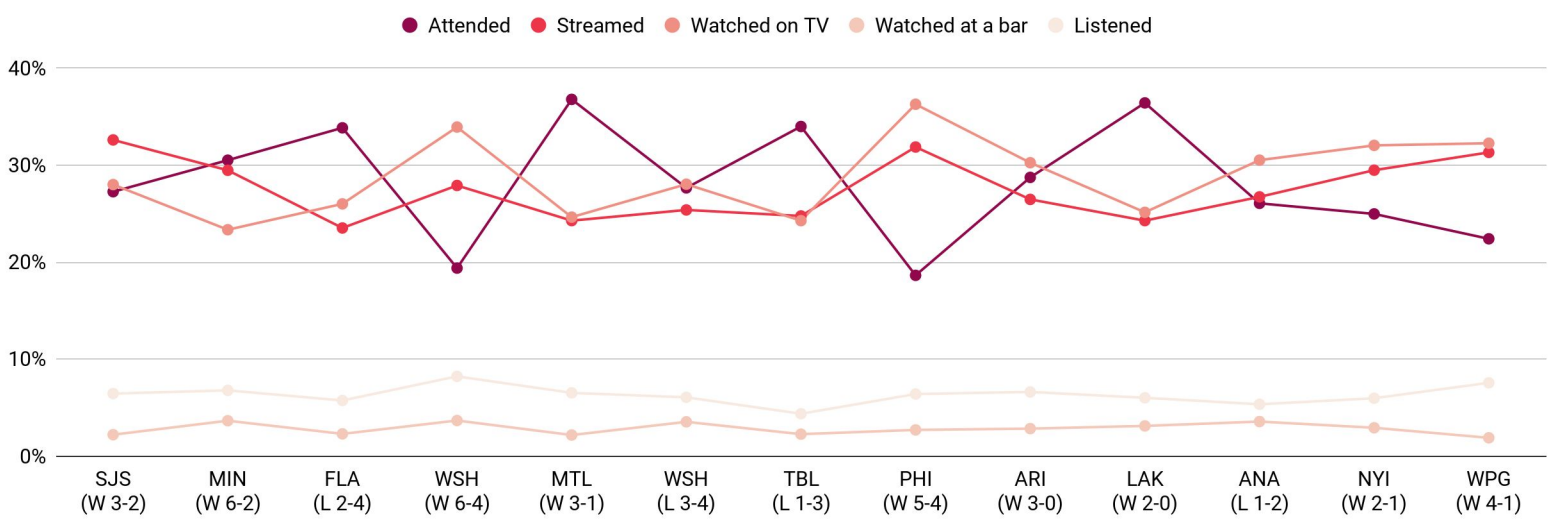
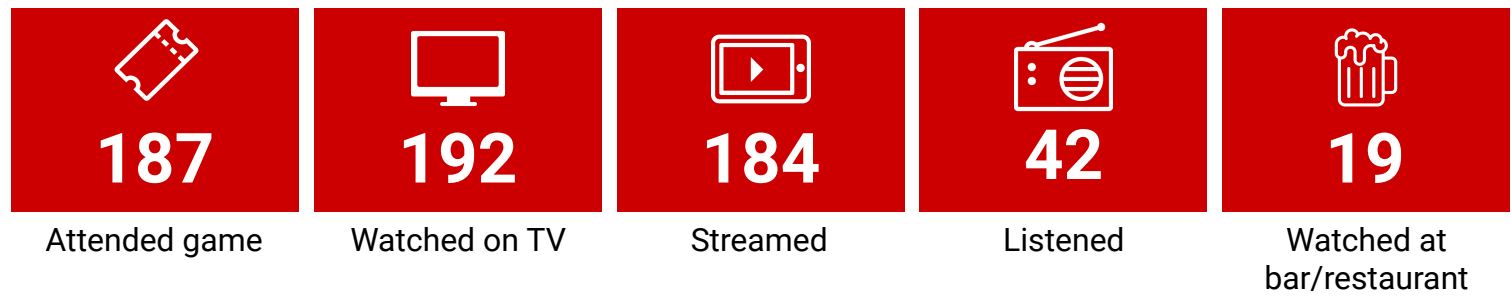


Top Mentions

Aspect	Mentions	Mentions / Game
Atmosphere	1,042	80
Team	900	69
Service	664	51
Friendliness	432	33
Concessions	349	27
Promotions	262	20
Fans	246	19
Speed	235	18
Seating	138	11



Average Number of Surveys Per Game by Watch Type





Top States

State	Surveys Taken	Attendees
North Carolina	6,857	2,230
South Carolina	292	31
Virginia	189	40
Georgia	90	1
Florida	83	16
New York	69	4
Ontario, CA	59	6
Illinois	58	0
Ohio	51	0
Maryland	42	3

Top Cities

City	Surveys Taken	Attendees
Raleigh	862	662
Cary	211	190
Apex	158	141
Durham	130	103
Charlotte	128	26
Greensboro	94	49
Clayton	83	68
Wake Forest	78	46
Holly Springs	67	51
Wilmington	65	23

Surveys From

Attendees From

19

3

Countries

Surveys From

Attendees From

46

19

States

Surveys From

Attendees From

83

60

Counties in NC

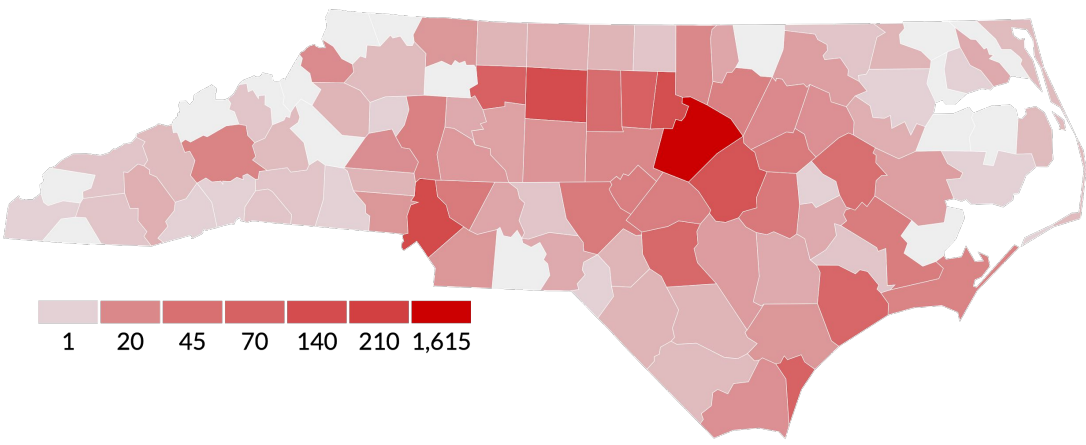
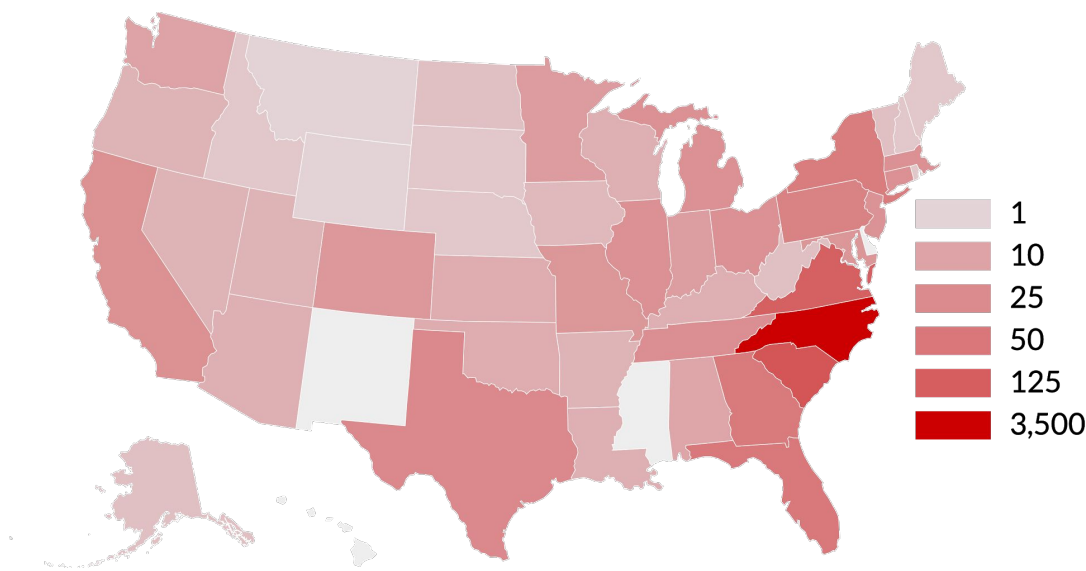
Surveys From

Attendees From

274

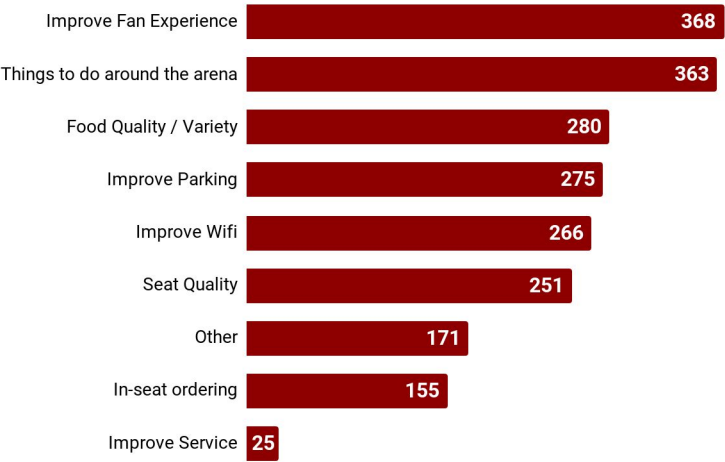
151

Cities in NC





What Fans Would Invest In



Parking / Transportation Choice

Choice	Mentions	Percent
PNC Arena (Paid)	1,068	49.2%
Free Off-site	300	13.8%
PNC Arena (Pre-paid)	289	13.3%
Parking Pass	270	12.4%
Rideshare	111	5.1%
Other	103	4.7%
Paid Off-site	78	3.6%
Caniac Coach	21	1.0%
NC State Bus	10	0.5%
GoRaleigh Bus	6	0.3%

532

Have Tried Storm Brew

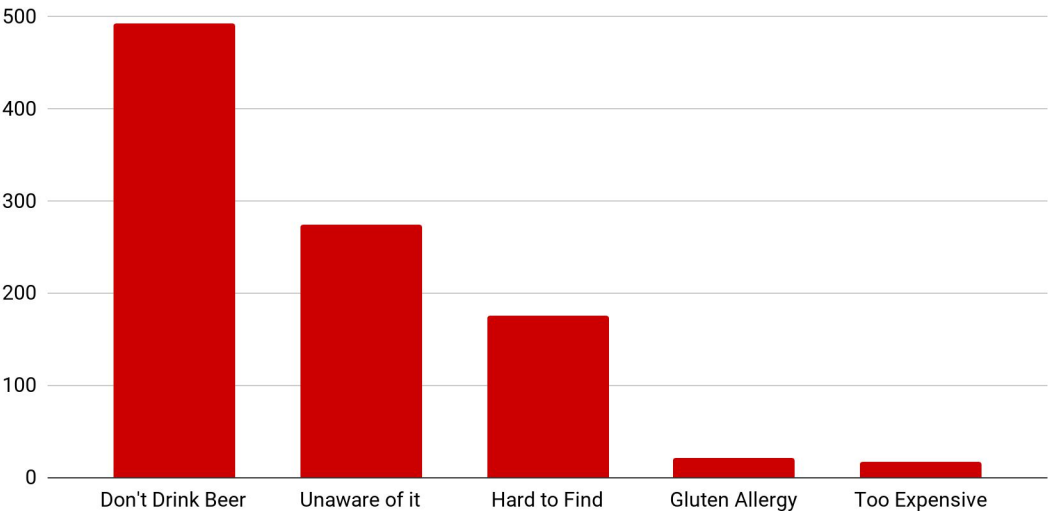
953

Haven't Tried Storm Brew

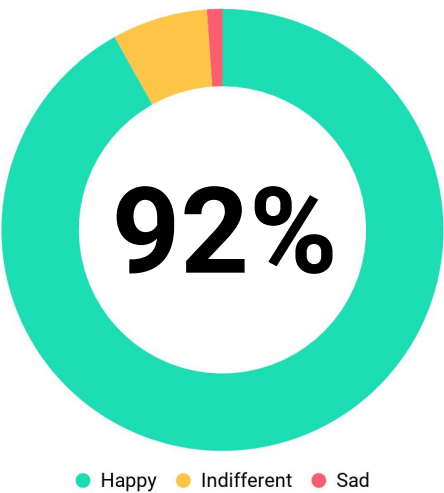
85%

Bought Storm Brew at PNC Arena

Why Fan's Haven't Tried Storm Brew



Streaming Satisfaction



Primary Info Source

