



**MEMORANDUM**

TO: INTERESTED PARTIES  
FROM: GLEN BOLGER  
RE: SIOUX FALLS CITYWIDE BASELINE SURVEY - KEY FINDINGS  
DATE: MARCH 2, 2022

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**Methodology**

*Public Opinion Strategies conducted 300 interviews, 32% by landline and 68% by cell phone, among registered voters in Sioux Falls, South Dakota. The survey was completed February 21-24, 2022 and has a margin of error of  $\pm 5.66\%$  in 95 out of 100 cases.*

**Key Findings**

1. ***Voters are concerned the hog processing plant will have a negative impact on quality-of-life issues, particularly odor, housing availability, traffic, and water quality.***

Voters were asked the following question:

*“When considering the impact to the residents of Sioux Falls, do you think the new site would have a positive impact or negative impact on...”*

Here’s how each characteristic stacked up:

<b><i>Ranked by % Negative Impact</i></b>	<b>Positive Impact</b>	<b>Negative Impact</b>
<b>Odors</b>	<b>9%</b>	<b>81%</b>
<b>Housing Availability</b>	<b>23%</b>	<b>67%</b>
<b>Traffic and congestion</b>	<b>15%</b>	<b>59%</b>
<b>Water quality</b>	<b>20%</b>	<b>57%</b>
<b>Property values</b>	<b>30%</b>	<b>56%</b>
<b>Availability of skilled labor</b>	<b>53%</b>	<b>29%</b>
<b>Jobs</b>	<b>80%</b>	<b>15%</b>

2. ***There is consensus that city leaders need to halt the project until a study is done to test the many impacts of a slaughterhouse at the proposed site.***

Respondents were asked if they agreed or disagreed with the following statement:

*“City leaders should halt the project until more study is done on the impact to property values, traffic, and living conditions.”*

Three-quarters of voters (75%) agree, while just 23% disagree that there needs to be a study done on the impact of the hog processing plant project.

3. ***Concern for groundwater contamination is prevalent among the residents of Sioux Falls.***

The following question was asked pertaining to groundwater contamination:

*“How concerned about the potential for groundwater contamination from the proposed site, given the city's past experiences with contamination from slaughterhouse waste in the Big Sioux River?”*

Given the city’s past experiences with contamination from slaughterhouse waste in the Big Sioux River, it is no surprise that 74% of voters say they are concerned about groundwater contamination. Just one-quarter (25%) of voters are not concerned with the potential for groundwater contamination.

4. ***There is strong support for a proposal that would provide a buffer to existing residential neighborhoods by locating the plant outside of city limits.***

Voters were asked about a proposal for a buffer:

*“Would you favor or oppose a proposal to provide a buffer to existing residential neighborhoods by requiring any new industrial meat processing facility to be located outside of city limits?”*

Fully 78% of voters favor this proposal, while just 17% are opposed. Nearly half of all voters (48%) strongly favor a proposal to provide a buffer to existing residential neighborhood.

### **The Bottom Line**

Voters have serious concerns about the proposed hog processing plant, including risks associated with foul odors, groundwater contamination, increased traffic, and affordable housing. Voters believe the project should be halted to allow for greater study, and nearly eight in ten Sioux Falls voters support efforts to require that any new slaughterhouse be located outside of city limits.