AUDIENCE SURVEY RESULTS: 2022 Festival

[total number of on-site, random surveys taken among attending public: 437]

[this sample is a verified snapshot, extrapolated to the overall festival stats: total attendance, 150,000]

THE FESTIVAL EXPERIENCE

- 37% were attending TMY for the first time
- 16% have attended TMY for more than ten years
- 60% said *food* is their favorite part of the event
- 40% said *cultural diversity* is what attracts them most to the event
- 34% said they’d like more activities for children
- 13% said they’d like more shaded seating
- 37% said they’d welcome sales of alcohol at TMY
- 95% said the location of the event works great
- 96% said the layout of the event feels right
- 80% said TMY is different from other area festivals because of its commitment to *culture and community*

GEOGRAPHY, AGE, and RACE/ETHNICITY

---65% of the audience lives in Tucson
---21% comes from surrounding Pima County
---4% traveled from Phoenix
---8% were visiting from other states

---17% are age 20-29
---21% are age 30-39
---26% are age 40-49
---14% are age 50-59
---22% are age 60 and above

---39% identified as Latinx, Latino/a, Hispanic
---27% identified White
---14% identified Asian
---10% identified Native American
---8% identified African American