

## 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 lay out 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