Twin Cities Pride
Festival & Parade Attendee Profile

Evaluation completed by Kristen Cici
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Executive Summary

In 2010, Twin Cities Pride, a local nonprofit organization, received funding from the Center for Urban and Regional Affairs (CURA) to profile visitors to the Twin Cities Pride Celebration. Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at the Celebration. A visitor questionnaire was developed and administered to visitors throughout the event.

The minimum sample size was calculated, and found to be 383. The paid surveyors procured 562 completed surveys. Achieving the sample size was important, as it allows staff to make generalizations about the attendees as a whole with a margin of error of 5%.

Most often survey respondents were female, lesbian, Caucasian, and reported an average age of 30. Over one-third, 37.5%, of attendees had an income level over $40,000 and 52.5% report having an Associate’s Degree or higher. Although the festival drew attendees from as far away as New Zealand, the vast majority of attendees were from Minnesota (87.9%), with most being from the Twin Cities (17.9% from St. Paul and 48.1% from Minneapolis).

Most respondents planned to attend the Celebration both Saturday and Sunday (62.8%), and most often heard about the Celebration through word of mouth (70.6%). More than half, 56.6%, attended the Celebration to show support for the GLBT community. Respondents enjoyed the Rainbow Stage the most, among the attributes provided. The majority of respondents (87%) indicated they are more likely to use a business and its products if it sponsors the Twin Cities Pride Celebration. With regards to possible Celebration changes, respondents indicated they are willing to pay an average of $5.01 to attend the Celebration, and would still attend if the Celebration was moved to a different location.
Introduction
Twin Cities Pride is a 501(c)(3) nonprofit Minnesota corporation, with a mission to “commemorate and celebrate our diverse heritage, inspire the achievement of equality and challenge discrimination.” To achieve this, we provide events that are open and inviting to everyone in the community by providing a safe environment in which individuals feel free to celebrate their relationships.

Attendance at the Pride Celebration has doubled in the last ten years, with over 400,000 guests attending the various events in 2010. As one of the largest GLBT Pride Celebrations in the United States, and the largest in the upper Midwest, our Celebration is comprised of several annual events, the largest two being the Pride Festival and the Ashley Rukes GLBT Pride Parade. Each year, Twin Cities Pride also produces three other events and promotes numerous community-produced events.

The Pride Festival has been held most often in picturesque Loring Park in Minneapolis. Beginning in 1972 with a short march and small picnic in the park, the event has grown to become the premier social and celebratory event of the year in the local Gay-Lesbian-Bisexual-Transgender community.

Wide-ranging attractions attest to the diversity of the festival. There are four stages of live entertainment, a beer garden, a coffee house, Commitment Ceremony Pavilion, GLBT History Pavilion, a Children’s & Family Area, Teen Scene, 400+ vendors and exhibitors from nearly every industry, three food courts and a fabulous fireworks display.

As the organization works to plan for the future, Twin Cities Pride staff realized it needed data on event attendees. In 2010, Twin Cities Pride, a local nonprofit organization, received funding from the Center for Urban and Regional Affairs (CURA) to profile visitors to the Twin Cities Pride Celebration. Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at the Celebration. A visitor survey was developed and administered to visitors.

Methods
The minimum sample size was calculated, and found to be 383 (Appendix A). The visitor survey was administered on-site at the Celebration, on June 26th and 27th of 2010. The questionnaire
(Appendix B) was developed using past TC Pride surveys, and with the assistance of TC Pride and the Tourism Center at the University of Minnesota. Volunteers were originally planned to conduct the survey, but TC Pride decided to hire paid surveyors for the event\(^1\). Throughout the event, a total of 673 individuals were asked to complete the survey, of which 562 respondents completed it (83.5% completion rate). Most often, individuals declined participation because they were not interested. Completed surveys were entered into excel.

**Findings**

**Respondent Demographics**

Most respondents were between 18 – 30 years of age (59%), with respondents between 31 – 45 and 45-60 being almost evenly split (18% and 15%). The overwhelming majority of respondents were White/Caucasian (70%), followed by African American/Black (12.2%). Less than 5% of respondents were Asian/Pacific Islander, Hispanic/Latino, or Native American/Alaskan Native. Over half of respondents were female (60.8%), with a third of respondents male (34.6%) and only 3% of respondents MTF and FTM. Respondent identified sexual preferences was diverse: 28.3% of

**Figure 1. Distribution of respondent income (n=477).**

\(^1\) Unfortunately, the surveyor training was cancelled due to lack of volunteers and as such, paid surveyors were hired the week of the event. The paid surveyors did not receive training due to the short time frame, but did receive the Surveyor Protocol (Appendix D) upon checking in for their shift. This resulted in some completion issues with some respondents only completing one side of the survey, missing dates/times for surveys, and missing non-response bias forms. Additionally, this may have resulted in data collect biases in terms of participant selection.
respondents indicating they were Lesbians, 25.6% Gay male, 21.1% Heterosexual, 15.9% Bisexual, and 3.9% Queer. When respondents were asked about the highest level of education completed, most frequently they selected High School/GED (41.5%), followed by Bachelor's Degree (25.7%) and Associate's Degree (16.4%). Less frequently, respondents indicated completing a graduate education (Master’s Degree or JD, 7.9%; Doctorate, 2.5%)(Table 1). Household income for respondents was somewhat evenly distributed, with a little over half of respondents reporting a household income over $30,000 and 28.1% reporting an income over $50,000 (See Figure 1).

**Table 1. Respondent Demographics**

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 18</td>
<td>35</td>
<td>7</td>
</tr>
<tr>
<td>18-30</td>
<td>295</td>
<td>59</td>
</tr>
<tr>
<td>31-45</td>
<td>90</td>
<td>18</td>
</tr>
<tr>
<td>46-60</td>
<td>75</td>
<td>15</td>
</tr>
<tr>
<td>61 and older</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>499</td>
<td>100</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>373</td>
<td>70</td>
</tr>
<tr>
<td>African American/Black</td>
<td>65</td>
<td>12.2</td>
</tr>
<tr>
<td>Other</td>
<td>43</td>
<td>8</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>20</td>
<td>3.8</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>17</td>
<td>3.2</td>
</tr>
<tr>
<td>Native American/Alaskan Native</td>
<td>15</td>
<td>2.8</td>
</tr>
<tr>
<td>TOTAL</td>
<td>533</td>
<td>100</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>327</td>
<td>60.8</td>
</tr>
<tr>
<td>Male</td>
<td>186</td>
<td>34.6</td>
</tr>
<tr>
<td>FTM</td>
<td>10</td>
<td>1.8</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>1.7</td>
</tr>
<tr>
<td>MTF</td>
<td>6</td>
<td>1.1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>538</td>
<td>100</td>
</tr>
<tr>
<td><strong>Sexuality</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lesbian</td>
<td>153</td>
<td>28.3</td>
</tr>
<tr>
<td>Gay male</td>
<td>138</td>
<td>25.6</td>
</tr>
<tr>
<td>Heterosexual</td>
<td>114</td>
<td>21.1</td>
</tr>
<tr>
<td>Bisexual</td>
<td>86</td>
<td>15.9</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
<td>5.2</td>
</tr>
<tr>
<td>Queer</td>
<td>21</td>
<td>3.9</td>
</tr>
<tr>
<td>TOTAL</td>
<td>540</td>
<td>100</td>
</tr>
</tbody>
</table>
### Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000</td>
<td>120</td>
<td>25.2</td>
</tr>
<tr>
<td>$10,000-$20,000</td>
<td>68</td>
<td>14.3</td>
</tr>
<tr>
<td>$20,000-$30,000</td>
<td>46</td>
<td>9.6</td>
</tr>
<tr>
<td>$30,000-$40,000</td>
<td>64</td>
<td>13.4</td>
</tr>
<tr>
<td>$40,000-$50,000</td>
<td>45</td>
<td>9.4</td>
</tr>
<tr>
<td>$50,000-$75,000</td>
<td>56</td>
<td>11.7</td>
</tr>
<tr>
<td>$75,000-$100,000</td>
<td>39</td>
<td>8.2</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>39</td>
<td>8.2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>477</td>
<td>100</td>
</tr>
</tbody>
</table>

### Highest Level of Education Completed

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School/GED</td>
<td>215</td>
<td>41.5</td>
</tr>
<tr>
<td>Associate’s Degree</td>
<td>85</td>
<td>16.4</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>133</td>
<td>25.7</td>
</tr>
<tr>
<td>Master’s Degree or JD</td>
<td>41</td>
<td>7.9</td>
</tr>
<tr>
<td>Doctorate</td>
<td>13</td>
<td>2.5</td>
</tr>
<tr>
<td>Other</td>
<td>31</td>
<td>6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>518</td>
<td>100</td>
</tr>
</tbody>
</table>

### Origin (n=497)

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota</td>
<td>437</td>
<td>87.9</td>
</tr>
<tr>
<td>Twin Cities</td>
<td>328</td>
<td>66</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>239</td>
<td>48.1</td>
</tr>
<tr>
<td>St. Paul</td>
<td>89</td>
<td>17.9</td>
</tr>
</tbody>
</table>

### Twin Cities Pride Celebration Experience

Most frequently, respondents indicated hearing about the Twin Cities Pride Celebration through word of mouth (71.1%) (See Figure 2), with over one-third of respondents were first time Celebration attendees (See Figure 3). The majority (62.8%) of respondents indicated that they attended (or planned to attend) the Celebration both Saturday and Sunday. Of those just attending one day, 27.5% of respondents indicated they only planned to attend the Celebration on Saturday, with only 9.7% of respondents attending Sunday only. The average number of hours spent at the TC pride Celebration was 5.9. Three to five hours (44.5%) was the most common amount of time indicated, followed by 6-10 hours (33.3%), 10.8% spent over 10 hours, and 11.4% spent less than 3 hours².

---
² Responses that indicated an amount of time greater than the length of the festival were removed from the calculation.
Respondents were asked to rank the top 3 reasons that they chose to attend the TC Pride Celebration. Most commonly the top reason to attend was to show support for the GLBT community (56.6%), followed by the sense of community (36.3%), and people watching (35.1%). The least commonly cited reasons for attending were for information/education (17.8%) and festival entertainment (Village People) (18.3%).

Although festival entertainment was not often the top reason that people attended the Twin Cities Pride Celebration, it was clear that entertainment was one of the most enjoyed aspects of the
Celebration. Two of the three most enjoyed areas at the Celebration were the Loring Stage (27.4%) and the Rainbow Stage (31.1%), with the Beer Garden coming in third (21%). The R Zone, School Zone, and Quorum Village were the least often selected areas that respondents enjoyed most.

Over half of respondents (56.4%) indicated they had spent money at local bars/restaurants, with an average of $25.85 spent. One fourth (23.3%) of respondents indicated that they spent an average of $48.72 on food/beverages at the Celebration. Respondent comments provided insight into the costs reported, with several respondents mentioning that food/beverage prices at the Celebration were costly.

Table 2. Average amount spent per person during their time at the Celebration

<table>
<thead>
<tr>
<th>Potential Expenditures</th>
<th>Average Spent ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel (n = 34)</td>
<td>185.47</td>
</tr>
<tr>
<td>Other (n = 33)</td>
<td>56.14</td>
</tr>
<tr>
<td>Food/beverages at Pride (n = 131)</td>
<td>48.72</td>
</tr>
<tr>
<td>Tickets/entertainment (n = 52)</td>
<td>34.25</td>
</tr>
<tr>
<td>Items from vendors (n = 118)</td>
<td>27.35</td>
</tr>
<tr>
<td>Food/beverages at local bars/restaurants (n = 317)</td>
<td>25.85</td>
</tr>
<tr>
<td>Donation to Pride (n = 67)</td>
<td>20.28</td>
</tr>
<tr>
<td>Parking (n = 123)</td>
<td>11.85</td>
</tr>
</tbody>
</table>

Twin Cities Pride Future & Planning

Respondents indicated overwhelmingly (87%) that they are more likely to use a company and their products because they sponsored the Festival and Parade.

When respondents were asked about how much they were willing to pay to attend the Twin Cities Pride Celebration, respondents were split. One third indicated that they were not willing to pay (35.3%), while 40.7% indicated they were willing to pay $5. Amounts respondents were willing to pay ranged from $0 to $50. Those that were willing to pay to attend the Festival and Parade were split. One third indicated that they were not willing to pay (35.3%), while 40.7% indicated they were willing to pay $5. Amounts respondents were willing to pay ranged from $0 to $50.

Figure 4. Respondent’s level of agreement with whether they are more likely to use a company and their products because they sponsored the Twin Cities Pride Festival and Parade.
attend the Celebration were willing to pay an average of $7.75. Concerns about costs were brought up in respondent comments (19 out of 101 comments, 18.8%), with several requesting that the festival remain free – or that a trade off occur (i.e. lower food/beverage costs and have ticket price).

If the Twin Cities Pride Celebration was moved, most respondents indicated that they would still attend regardless of location. However, it was clear that if the Celebration needs to be moved, another location in Minneapolis is highly preferred, followed by St. Paul. Another location (other than Minneapolis/St. Paul) was not as preferred, although, most still indicated they would attend (See Figure 5).

Figure 5. Respondent’s intention to attend Celebration if moved (n = 531).
Appendix A: TC Pride Sample Size Calculation

Twin Cities Pride
Sample Size Information & Calculation

With a population of approximately 300,000 a sample size of 383 is recommended. The sample size of 383 was calculated using an alpha level\(^3\) of .05 (z score of 1.96) and a margin of error of 5%. Since the actual variance of the population was not known, an estimate of variance was used. The estimate of variance used was .5 (.25), which should help to account for the maximum variance that may be seen in the population. As the data will be categorical\(^4\) (not continuous\(^5\)) a larger sample size was required.

\[
n = \frac{(t)^2 \times (p)(q)}{(d)^2}
\]

\(n = \) sample size
\(t = z\) score\(^6\) for alpha level
\(p\times q = \) estimate of variance
\(d = \) acceptable margin of error

\[
384 = \frac{(1.96)^2 \times (.5)(.5)}{(.05)^2}
\]

The above calculation suggests that 384 should be the recommended sample size; however, Cochran's correction formula\(^7\) should be used.

Cochran's Correction Formula

\[
n = \frac{n}{(1 + \frac{n}{Population})}
\]

\[
383 = \frac{384}{(1 + \frac{384}{300,000})}
\]

This calculation was double checked using SurveySystem's online sample size calculator\(^8\), which suggested a sample size of 383.

\(^3\) The alpha level is the probability of making a Type I error (rejecting the null hypothesis when the null hypothesis is true). An alpha level of .05 is commonly recommended for research and evaluation.

\(^4\) Categorical data consists of only small number of values, each corresponding to a specific category value or label (i.e. asking “yes” or “no”, using likert scales).

\(^5\) Continuous data consists of a large number of values, with no particular category label attached to any particular data value (i.e. age in years).

\(^6\) Score with a +/- sign to indicate distance from the mean in standard deviations. An alpha level of .10 = 1.65, an alpha level of .05 = 1.96, and an alpha level of .01 = 2.58.


\(^8\) http://www.surveysystem.com/sscalc.htm
2010 Twin Cities Pride Festival & Parade Attendee Survey

Thank you for taking our 2010 attendee survey! The information you provide will be retained by Twin Cities Pride and will not be distributed to other organizations. Identifying information will not be disclosed in the published results of the survey.

1. How did you hear about the Twin Cities Pride Celebration? (Please check all that apply.)
   - 96.3 NOW
   - Air America AM 950
   - Channel 45
   - City Pages
   - Downtown Journal
   - Lavender magazine
   - Mall of American Kiosk Ad
   - Minnesota Daily
   - MN Women’s Press
   - MPR
   - My SCENE City Magazine
   - myTalk 107.1
   - Northtown Mall Kiosk Ad
   - Official Pride Guide TM
   - Star Tribune
   - TC Pride Facebook Fan Page
   - tcpride.org
   - The Current
   - TranStop (bus shelter ads)
   - Vita.mn
   - Word of mouth

2. Is this your first TC Pride Celebration?  
   - Yes
   - No
   If no, how many have you attended?  
   __________

3. Which days did you attend/do you plan to attend the TC Pride Celebration?  
   - Saturday
   - Sunday

4. How long do you intend to be at the TC Pride Celebration? ____ hours

5. Please rank the top 3 reasons you chose to attend the TC Pride Celebration (in order of importance).
   - Festival entertainment (Village People)
   - People watching
   - Festival entertainment (Other)
   - Show support for GLBT community
   - Information/Education
   - Sense of community
   - Meeting new people

6. How much did you spend on the following during your time at the Celebration?
   - Food/Beverages at Pride $__________
   - Items from vendors $__________
Food/Beverages at local bars/restaurants $______________  Parking $______________

Donation to Pride $______________  Tickets/Entertainment $______________

Hotel $______________  Other $______________

7. Please rank the top 3 areas you enjoyed most at the TC Pride Celebration (in order of importance).
   ______ Beer Garden
   ______ R Zone
   ______ Children & Family Area
   ______ Rainbow Stage
   ______ Commitment Ceremony Grounds
   ______ School Zone
   ______ Doggy Day
   ______ Sports Area
   ______ Living Well Park
   ______ Stonewall Stage
   ______ Loring Stage
   ______ Teen Scene
   ______ P2P Stage
   ______ Quorum Village

8. Please state your level of agreement with the following statement: I am more likely to use a company and their products because they sponsored the Twin Cities Pride Festival and Parade.
   [ ] Strongly disagree  [ ] Disagree  [ ] Agree  [ ] Strongly agree

**Future Twin Cities Pride Festival & Parade Planning**

Pride is rapidly reaching the capacity of Loring Park and is exploring options to manage this growth.

9. Please indicate whether you would still attend the TC Pride Celebration if it was moved to:
   A different location in Minneapolis [ ] Yes  [ ] No
   St. Paul [ ] Yes  [ ] No
   Other location [ ] Yes  [ ] No

10. If there was an admission fee for the TC Pride Celebration, how much would you be willing to pay?
    [ ] $0  [ ] $5  [ ] $10  [ ] $15  [ ] Other:________________________

**Demographics**

11. What year were you born? ________________

12. What is your zip code? ________________

13. How would you describe your ethnic background?
    [ ] White/Caucasian  [ ] African American/Black  [ ] Asian/Pacific Islander
    [ ] Hispanic/Latino  [ ] Native American/Alaskan Native  [ ] Other: ________________

14. What is the highest level of education you have completed?
    [ ] High School/GED  [ ] Associate’s Degree  [ ] Bachelor’s Degree
13. Master's Degree or J.D. □ Doctorate (Ph.D., M.D., Ed.D., etc) □ Other:______________________

15. What is your annual household income (before taxes)?
☐ Less than $10,000  ☐ $10,001-$20,000  ☐ $20,001-$30,000  ☐ $30,001-$40,000  
☐ $40,001-$50,000  ☐ $50,001-$75,000  ☐ $75,001-$100,000  ☐ $100,001 or more

16. How would you describe your gender?
☐ Female  ☐ FTM  ☐ Male  ☐ MTF  ☐ Other

17. How would you describe your sexual identity?
☐ Bisexual  ☐ Gay male  ☐ Heterosexual  ☐ Lesbian  ☐ Queer  ☐ Other

18. Comments/Suggestions?
_________________________________________________________________________________________________________________
__________________________________________________________________________________________________________
_________________________________________________________________________________________________________________

Thank you! If you have questions about this project please contact Dot Belstler at (612) 305-6990.
$10 ($5 for a beer, $5 for a bracelet?) lame

{heart symbol}

{heart symbol} pride!

Keep it coming {smiley face symbol}

my favorite time of year, it's wonderful!

{smiley face symbol} {heart symbol}

612-702-0971 Ryan

a shuttle bus from Loring Park to the starting point of the parade

Add food as the reason for attending.

Awesome pride celebration

Awesome pride.

Better than Milwaukee because of its sense of family and community

Better directions, when it comes to pride

Booze everywhere!

charge door price and lower food/beverage costs.

Disappointed that we had to include the homophobic pastor but I am glad we respected another group’s right to freedom of speech.

Do not let anti-gay booths (it kinda counters the point of pride, who ever approved that should feel shame for promoting shame)

Don't charge so much for food/beer.

Enjoying the great weekend!
Festival is well organized and well attended!

Food is so expensive!

Food/Drink tickets are expensive!!!

Food/drinks should be a lot cheaper. Music stages too loud. I love the variety of booths - Thank you!

Free water

Get radical! De-corpratize! Racial Justice - transinclusion

Get rid of the hater protesters!

Good job to everyone that helps with the festival. Thank you!

Grandma loves it. Nobody’s mean, I love it. Thanks for the education! Great fun! Thank you!

Great job

Great Job! {smiley face symbol}

great parade! Great time and great weather maybe more maps Great time!

Happy pride

Happy Pride {smiley face symbol}

Have a carnival/mardiaera fire party in the evening as a family event.

Have a Great Pride! Have a nice day!

Have fun!

I {heart symbol} Minneapolis!

I {heart symbol} ppl for who they are and love pride

I {heart symbol} pride {smiley face symbol}

I {heart symbol} pride!!!

I am glad I was able to celebrate being a lesbian with not only my friends but everyone else here. I feel comfortable in my own skin here. Thank you for everything!

I came here from Sioux City, Iowa. I came here to be myself and have a good time.
I do not want to pay to get in. Yay PRIDE! I love it!

I love my homos! {smiley face symbol}

I love Pride

I love pride it’s the place to be!

I love pride! Thank you! I’ll try to donate next year.

I think its important to stay free

I’d come where ever Pride is, but Minneapolis is the obvious place for me.

If the festival charged admission, I know of many families who wouldn’t be able to attend. (mine included)

I like that the festival is at Loring Park, Don’t Move it!!

Im’ Drunk

In town for unitarian universalist general assembly and heard about this, 23 years ago I lived in mpls.

It was fun.

It was really awesome! {smiley face symbol}

Keep doing a great job!

Keep it free; get rid of the "import" venders, and encourage more GLBT artisans and crafts people; get better entertainment @ the free stages.

Keep it up, Love the support.

Keep up the good work ..Bear

Layout of booths was well organized. I think you should seek to expand into the Walker Arts & St. Marks Cathedral area

Less boxes more fill in the blanks

Less for food pwz?

Let there be music in the Vendor Booths

Live and let live!
Love all the great work and wonderful people!

Love it!

Love Love Love

Love pride forever.

Love pride, keep it going

Loved it!

Maybe more parking?

More affordable food!

More art

More intentional networking activities such as scavenger hunt. More vegetarian food options for this liberal community would be wise.

Nice to have no fee due to the food is a lot of money.

No 18+ nights No anti gay!!! No mas. Gracias.

Non-accessible booths are NOT OK!

Parking should be FREE!

Pay for entertainment at main venue is not a good thing Please do not let Anti, religious, homophobic people into the park! I will not be so kind next year!

Please donate the fee to school and college GSA's and make the fee a freewill donation!

Please keep it free if possible!

Pride {heart symbol} Pride is great! Pride Rocks!!! Pride should remain a free event.

See blanks for further opening of questions

Should have free H2O tents! {smiley face symbol} Stop charging money for everything

Support the GBLT

Sweet - my first time - love it!!

TaVanni Singleton - Interesting in planning crew. (651) 717-5234. tavanni.singleton@gmail.com
Thank You!

Thank you.

Thanks - always fun {smiley face symbol}

Thanks for having activities/information for people of color. Out of all the years I've gone to Pride, this is the first time I've felt welcomed and comfortable as a person of color.

Thanks for putting on a fun festival & welcoming the Unitarian Universalist convention!

Thanx for the fun!

The food is so expensive that our group had to leave to get food. More reasonable prices on food and drink please.

This place is Beasty! This year's event seems a little bit more "together" than the past few. I don't know why it's better organized but it feels good!

Use cheaper ATM's

Very nicely planned event

We are an interesting mix of people!! And we are strong in both our diversity and our solidarity!!

Where "other" location would determine if we could go or not.

Yay Pride!

Yay! Pride. Please add booths as a reason to attend check mark spot!!
Appendix D: Surveyor Protocol

Twin Cities Price
Survey Protocol
For Twin Cities Pride Festival Attendees

Survey Purpose

The purpose of the survey is to provide information for Twin Cities Pride about the Twin Cities Pride Festival attendees. Questions are designed to provide us with information that answers the following research questions. Although you may not be asking the specific research questions listed below, you should be familiar with them as the survey is designed to enable us to answer them.

- Who are Twin Cities Pride Festival attendees?
- How do attendees hear about the Festival?
- Why do people attend the Twin Cities Pride Festival?
- What do attendees do while at the Festival?
- How much money do they spend while at the Festival?

Surveying Attendees

Getting Started

To check in for your volunteer shift, please go to the Twin Cities Pride Festival Volunteer Booth, which is attached to the Operations Center located in the middle of Loring Park in Minneapolis, MN. Please arrive 5-10 minutes early for your shift. When you check in for your shift, you will receive a clipboard, pens, blank surveys, and a t-shirt identifying you as a volunteer.

Survey Introduction

This is a general guide for introducing the survey. If someone refuses to participate in the survey, please complete the non response form. It is very important the form is completed for every refusal.

Part 1: Introduce Yourself and the Project

- Introduce yourself, explaining you are a surveyor for Twin Cities Pride, and request 5 minutes of their time to take a quick survey for Twin Cities Pride.
• Explain the survey will be used to help plan for future Twin Cities Pride Festivals, as well as to create a profile of attendees.

• Tell them that the survey is confidential and their name is not requested anywhere on the survey.

Part 2: Survey

• Provide the attendees with a copy of the survey on the clipboard and a pen. Give the attendee space, their responses may be sensitive and if you are standing closely to them, they may not feel comfortable answering the survey questions.

• Complete a separate survey form for each person you survey.

• Please use the Non-Response Form included with this protocol to record when an attendee refuses to participate in the survey. Please fill in the time, gender, group size, and reason they declined to participate.

• Put completed surveys into the completed survey envelope. Return all materials to the Twin Cities Pride Booth at the end of your shift.

• If you run out of blank surveys (or refusal forms) before your shift is completed, please return to the volunteer booth and request additional blank surveys.

General Survey Tips

These are general guidelines to help you establish a climate of trust and openness to facilitate your procurement of surveys as well as ensure the accuracy of the data.

• Engage the respondent. Establish rapport with him or her. Of course, be courteous, thanking him or her for taking time for participating and encouraging them to be comfortable. The validity of the project is critical in establishing rapport. So, be sure to explain the reasons for the survey and how their responses will be included.

• Be enthusiastic. It is usually contagious and will help you establish rapport.

• Convince the respondent that his/her answers are important. The best incentive to the respondent is often just being heard.

• Create a sense of privacy for the respondent. Consider the nature of the questions. Be sensitive to potential sources of embarrassment for the respondent.

Turning In Your Materials
All completed surveys should be put into the completed survey envelope. Blank surveys should be left on your clipboard. Please return your materials (both blank and completed surveys, pens, clipboards, etc) to the Twin Cities Pride booth at the end of your shift. Please make sure to turn in your non-response form at the end of your shift. You may keep your volunteer t-shirt.

**Thank you for volunteering!**
## NON RESPONSE FORM

Date: ______________________________

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<th>Time</th>
<th>Gender</th>
<th>Group Size</th>
<th>Reason ( 1=not interested; 2=hurry; 3= not at festival; 4=already completed; 5=other?)</th>
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