



## *2016 Attendee Survey: Executive Summary*

*Produced for:*

**City of Cottonwood ~ Parks and Recreation**



*by the:*

Arizona Hospitality Research & Resource Center  
The W.A. Franke College of Business  
Northern Arizona University



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## **Introduction:**

The Arizona Hospitality Research & Resource Center, a unit of The W.A. Franke College of Business at Northern Arizona University was contacted by the City of Cottonwood, Parks & Recreation Department to design and analyze a survey of visitors to the 2016 Tilted Earth Wine & Music Festival held at Riverfront Park. Staff from the AHRCC coordinated with the Parks & Recreation division to develop a survey instrument to measure attendee satisfaction with the event, as well as collect demographic information and gauge interest in ideas to potentially expand the event in future years. The festival was held on June 16 – 18, 2016 where 295 surveys were obtained from both locals and non-locals. A copy of the survey form is included in Appendix B for reference.

This executive summary highlights findings from the survey. A complete list of tables and frequency distributions, in the order that they appear on the survey questionnaire, are also included in Appendix A.

## **Festival Attendee Characteristics:**

- Most of the visitors to the festival (93%) were from Arizona. Out-of-state visitors included eleven visitor parties from California, and one each from Illinois, Iowa, New Jersey, Texas, Utah and Wisconsin. Three parties were international visitors, one each from Italy, Mexico and Vietnam.
- Most Arizona residents were from within Yavapai County (53%) including 23 percent from Cottonwood proper. A third (32%) came from Maricopa County, especially Phoenix and Tempe, though 13 Maricopa County cities were listed in the sample. Neighboring Coconino County provided 8 percent of attendees with the remaining from the more distant communities of Kingman and Tucson. Overall, 30 Arizona cities/towns were represented in the survey results.
- Average party size was 3.7 persons; almost a quarter of festival-goers (23%) included children under 18 years of age.

## **Demographics:**

- The majority (62%) of survey respondents were women; males were two-fifths (39%) of the sample. This does not, however, mean that women comprised the majority of all visitors, this simply is a reflection that women were more likely to respond to the survey.
- The overall average age of visitors was 42.1 years, a prime demographic for Arizona tourism.
- When looking at age ranges, a third of the survey sample (33%) represented those 35 years or less. A quarter (26%) were 36 to 45 years of age followed by a second quarter (25%) in the 46 to 55 age bracket. Those typically in or nearing retirement (age 56 to 65 years) were just 14 percent of the sample. The over 65 age cohort was a mere 2 percent.
- The average household income of festival-goers before taxes in 2015 was \$90,023, while the median income (which is less affected by extreme values) was \$87,500. Two in five festival-goers (40%) had annual household incomes in excess of \$100,000, including 16 percent with household incomes in excess of \$150,000. Roughly one in five (22%) had annual household incomes below \$50,000.

## **Festival Experience:**

- The largest number of festival-goers learned about the event from family and friends (40%) and through the grape vine (21%). Almost one in five (18%) had attended Tilted in the past. These were followed by social media (11%) and online-website (9%); fewer attendees learned about Tilted via a poster/flyer (7%), newspaper/magazine (6%), or the radio (5%). Television was not a source of information for anyone in the survey.
- Attendees were asked about their level of satisfaction with the festival experience on each of ten specific categories. Using a five point scale where 1 is totally dissatisfied and 5 is totally satisfied, an average (mean) score was calculated for each category. A higher score therefore corresponds to higher satisfaction.
  - The highest satisfaction rating was for the ease of purchasing tickets with a very high mean score of 4.7 out of 5.
  - The next highest satisfaction level was for the festival atmosphere, wine garden experience and the quality of the musical performers/bands, all with mean scores of 4.6 out of 5.
  - Visitors were also satisfied with the organization/layout of the festival, the quality of the food vendors and art/artists, all with mean scores of 4.5 out of 5.
  - Activities for youth also rated well at 4.4 out of 5.
  - Parking and related logistics including shuttle service followed with a mean score of 4.3 out of 5.
  - The lowest score recorded by attendees was for ticket pricing, at 4.0 out of 5.
- A following question asked attendees to rate the overall festival, this time using a ten point scale where one is low and ten is high. The Tilted Earth Festival was an outstanding success, recording an extremely high mean score of 8.7 out of a possible 10. Obviously the festival met the expectations of the guests.
- Almost all visitors (98%) indicated that they would recommend the Tilted Earth Festival to family and friends.
- Festival-goers were asked what they liked best about the Tilted Earth Festival. Numerous responses mentioned specifically the atmosphere/vibe, music, and of course the wine. Still others liked everything. Verbatim responses can be found in the tables section.
- Festival-goers were also asked what the Tilted Earth Festival could do to improve their experiences. Top mentions were weather related (more shade, water etc.), and concerns over the pricing of the event. Expanding various festival features was also offered among suggestions.
- Asked to indicate the top three, among eight attributes of the festival, that were most influential in their decision to come, attendees were clear. The top three attributes were: music/stage entertainment (74%), the wine garden & tasting (68%) and breweries (47%). The remaining five categories were of much less influence as follows: on-site camping (18%), art-handmade sales (17%), wine dinner (17%), kids zone/gaming (15%) and BMX event (8%).

### **Future Event Planning:**

- Festival organizers, with an interest in planning for the future, asked current attendees about what type of musical venues/performances they would appreciate most. Over half in the survey expressed an interest in local/Arizona musicians (55%) followed by musical legends (38%) and new emerging groups (33%). When offered to name “other” performers, 8 percent provided a specific musician or band, the list of which is included in the table section.
- Interest in future educational oriented workshops was also queried among current attendees. Using a four point scale, over half in the sample responded positively as being either very interested (26%) or interested (32%) in such offerings. Another quarter were slightly interested (23%) and only 19 percent were not interested.
- As a final question for potential new offerings at next year’s festival, an additional list of six features was offered to respondents. River activities (43%) topped the list closely followed by distilleries (42%). Fewer though still significant responses were received for yoga (29%), film (24%), a three-day festival (20%) and disc golf (19%).

### **Overnight Stays:**

- Two out of five (41%) of all survey respondents indicated that they were staying overnight away from home in Northern Arizona on this trip either before, during or after the Tilted Earth Festival. This does not necessarily imply that all these festival-goers were staying because of the festival, but rather the festival was a part of their trip experience while in the region.
- Among those who identified as staying overnight in Northern Arizona, the average length of their stay was 1.8 nights or a median (midpoint) of 2 nights.
- New to the 2016 Tilted Earth Festival was an on-site camping option. Both tent and RV sites were made available as well as a vendor supplied glamping package option. Almost one in three (30%) who stayed overnight away from home during the event did camp during the festival.

**APPENDIX A:**  
**DATA TABLES 2016**  
**TILTED EARTH WINE & MUSIC FESTIVAL**

**Tilted Earth Festival 2016**

**How did you hear about the festival?**

	Count	Percent %
Friend or Family Members told me	102	40.2%
Through the grape vine!	53	20.9%
Attend previously	45	17.7%
Social-Media (Facebook-Twitter)	28	11.0%
Online-Website	24	9.4%
Poster-flyers	18	7.1%
Newspaper or magazine	14	5.5%
Radio	13	5.1%
Television	0	.0%

Does not add to 100% because of multiple responses

**Tilted Earth Festival 2016**

**Tell us how satisfied you are with your festival experience in each of the following areas:**

	Totally Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Totally Satisfied	Mean (#)
Ease of purchasing tickets	.8%	1.7%	2.9%	12.9%	81.7%	4.7
Ticket pricing	3.2%	11.3%	12.6%	32.4%	40.5%	4.0
Parking, logistics, shuttle	1.8%	7.0%	8.9%	23.2%	59.0%	4.3
Organization and layout of festival	.8%	2.0%	10.6%	20.3%	66.3%	4.5
Festival atmosphere	.7%	.7%	8.1%	16.8%	73.7%	4.6
Experience at wine garden	1.3%	.0%	8.7%	17.9%	72.1%	4.6
Quality of food vendors	1.1%	1.1%	12.3%	20.8%	64.7%	4.5
Musical performers and bands	.8%	.8%	9.3%	20.2%	69.0%	4.6
Arts and artists	.7%	1.9%	12.7%	20.5%	64.2%	4.5
Youth activities	1.6%	1.6%	15.2%	16.2%	65.4%	4.4

1 = Totally Dissatisfied

5 = Totally Satisfied

**Tilted Earth Festival 2016**

**Overall, how well did the Tilted Earth Festival meet your expectations?**

	1 - 3	4	5	6	7	8	9	10	Mean (#)
Overall, how well did the Tilted Earth Festival meet your expectations?	.0%	1.0%	3.5%	2.8%	9.7%	19.8%	24.3%	38.9%	8.7

1 = Lowest 10 = Highest

**Tilted Earth Festival 2016**  
**Would you recommend Tilted**  
**to your friends and family?**

	Count	Percent %
Yes	265	97.8%
No	6	2.2%
Total	271	100.0%

**Tilted Earth Festival 2016**  
**What were the Top Three festival features influencing your**  
**decision to come to the 2016 Tilted Festival?**

	Count	Percent %
Music Stage Entertainment	216	74.0%
Wine Garden & Tasting Venue	197	67.5%
Breweries	137	46.9%
On-site camping	51	17.5%
Art-Handmade Sales	50	17.1%
Wine Dinner (Thursday event)	49	16.8%
Kids Zone – Gaming area	43	14.7%
Extreme sports-BMX	24	8.2%

Does not add to 100% because of multiple responses

**Tilted Earth Festival 2016**  
**What musical venue or stage performance would**  
**you most like to see at a future festival?**

	Count	Percent %
Local – AZ Musicians	155	55.2%
Musical Legends	107	38.1%
New Emerging Groups on Tour	93	33.1%
Other	21	7.5%

Does not add to 100% because of multiple responses

**Tilted Earth Festival 2016**

**How interested would you be in workshops  
offered onsite at a designated education tent?**

	Count	Percent %
Not Interested	54	19.1%
Slightly Interested	65	23.0%
Interested	90	31.8%
Very Interested	74	26.1%
Total	283	100.0%

Average level of interest mean = 2.65

**Tilted Earth Festival 2016**

**Would you be interested in any of the following  
if we offered these next year?**

	Count	Percent %
River Activities	117	42.7%
Distilleries	115	42.0%
Yoga	78	28.5%
Film	66	24.1%
Adding Sunday events – 3-day festival	54	19.7%
Disc Golf	53	19.3%

Does not add to 100% because of multiple responses

**Tilted Earth Festival 2016**

**Are you staying overnight away from home  
in Northern Arizona before, during and or  
after the Tilted festival?**

	Count	Percent %
Yes	99	41.4%
No	140	58.6%
Total	239	100.0%

**Tilted Earth Festival 2016**

**If yes, how many nights in Northern AZ?**

	Count	Percent %
1	35	37.6%
2	43	46.2%
3	13	14.0%
4	1	1.1%
7	1	1.1%
Total	93	100.0%

Number of nights stayed:

mean = 1.8, median = 2

**Tilted Earth Festival 2016**

**Are you camping on-site at the festival?**

	Count	Percent %
Yes	38	30.4%
No	87	69.6%
Total	125	100.0%

**Tilted Earth Festival 2016**

**How many people are in your group today, including yourself?**

	Count	Percent %
1	17	6.9%
2	89	36.0%
3	37	15.0%
4	37	15.0%
5	17	6.9%
6	26	10.5%
7	4	1.6%
8	5	2.0%
9	3	1.2%
10	6	2.4%
11	1	.4%
12	4	1.6%
14	1	.4%
Total	247	100.0%

Average party size (mean) = 3.7 persons

Median party size (midpoint) = 3.0 persons

**Tilted Earth Festival 2016**

**Does your group include children-youth under 18 years of age?**

	Count	Percent %
Yes	49	23.1%
No	163	76.9%
Total	212	100.0%

**Tilted Earth Festival 2016**

**What is your gender?**

	Count	Percent %
Female	152	61.5%
Male	95	38.5%
Total	247	100.0%

**Tilted Earth Festival 2016**

**What is your age? (recoded to ranges)**

	Count	Percent %
20 and under	9	4.8%
21 - 25 years	10	5.3%
26 - 30 years	18	9.6%
31 - 35 years	25	13.4%
36 - 40 years	19	10.2%
41 - 45 years	29	15.5%
46 - 50 years	27	14.4%
51 - 55 years	20	10.7%
56 - 60 years	12	6.4%
61 - 65 years	14	7.5%
66 - 70 years	3	1.6%
76 years and older	1	.5%
Total	187	100.0%

Average age = 42.1 years

Median age = 42.0 years

**Tilted Earth Festival 2016**

**International Attendees - country of origin**

	Count	Percent %
Italy	1	33.3%
Mexico	1	33.3%
Vietnam	1	33.3%
Total	3	100.0%

**Tilted Earth Festival 2016**

**Domestic Attendees – state of origin**

	Count	Percent %
Arizona	223	92.9%
California	11	4.6%
Utah	1	.4%
Texas	1	.4%
Illinois	1	.4%
Wisconsin	1	.4%
Iowa	1	.4%
New Jersey	1	.4%
Total	240	100.0%

**Tilted Earth Festival 2016**  
**Arizona Attendees – city/town of origin**

	Count	Percent %
Cottonwood	49	22.6%
Phoenix	29	13.4%
Tempe	15	6.9%
Kingman	12	5.5%
Jerome	11	5.1%
Chino Valley	11	5.1%
Tuba City	11	5.1%
Skull Valley	10	4.6%
Prescott Valley	7	3.2%
Prescott	7	3.2%
Flagstaff	7	3.2%
Scottsdale	6	2.8%
Sedona	4	1.8%
Mesa	4	1.8%
Cornville	4	1.8%
Groom Creek	3	1.4%
Gilbert	3	1.4%
Clarkdale	3	1.4%
Camp Verde	3	1.4%
Glendale	2	.9%
Rimrock	2	.9%
Cave Creek	2	.9%
Tucson	2	.9%
Chandler	2	.9%
Buckeye	2	.9%
Anthem - Desert Hills	2	.9%
Sun Lakes	1	.5%
Queen Creek	1	.5%
Peoria	1	.5%
Kirkland	1	.5%
Total	217	100.0%

**Tilted Earth Festival 2016**  
**What category best describes your**  
**combined household income in 2015, before taxes?**

	Count	Percent %
Under \$25,000	17	7.3%
\$25,000 - \$49,999	33	14.2%
\$50,000 - \$74,999	39	16.8%
\$75,000 - \$99,999	27	11.6%
\$100,000 - \$124,999	34	14.7%
\$125,000 - \$149,999	21	9.1%
Over \$150,000	37	15.9%
Declined to answer.	24	10.3%
Total	232	100.0%

Average household income from mid-points = \$90,023

**Suggest other music venues/stage performances for future festivals**

	Frequency	Valid Percent (%)	Cumulative Percent (%)
5 FINGER DEATH PUNCH	1	5.3	5.3
BLUES	1	5.3	10.5
BLUES TRAVELER	1	5.3	15.8
BRUCE COCKBURN	1	5.3	21.1
COMBINATION	1	5.3	26.3
COUNTRY	1	5.3	31.6
DAVE MATTHEWS	1	5.3	36.8
HALESTORM	1	5.3	42.1
JUGGLERS	1	5.3	47.4
JUGGLERS!!!	1	5.3	52.6
NOLAN MC	1	5.3	57.9
PICK N HOLLER!	1	5.3	63.2
RICK SPRINGFIELD	1	5.3	68.4
ROCCO DELUCA, BEN HARPER, KEB MO	1	5.3	73.7
ROCCO DELUCCA	1	5.3	78.9
SISTER SPARROW	1	5.3	84.2
THE CARS	1	5.3	89.5
WINE	1	5.3	94.7
X-AMBASSADORS	1	5.3	100
Total	19	100	

**What did you like best about the 2016 Tilted Earth Festival?**

	Frequency	Valid Percent (%)	Cumulative Percent (%)
ALL GREAT!	1	0.5	0.5
ALL OF IT	1	0.5	0.9
ATMOSPHERE	6	2.8	3.8
AZ STRONGHOLD & BREWERIES	1	0.5	4.3
BEER	2	0.9	5.2
BONDS + ATMOSPHERE	1	0.5	5.7
BURNING TREE CELLARS	1	0.5	6.2
BURNING TREE CELLARS WINE!	1	0.5	6.6
CAMPING	2	0.9	7.6
CAMPING & MUSIC	1	0.5	8.1
CAMPING & WIND	1	0.5	8.5
CAMPING, ON SIGHT, LOTS TO DO	1	0.5	9
COMMUNITY	1	0.5	9.5
COMMUNITY ATMOSPHERE	1	0.5	10
COOLER WEATHER AT NIGHT	1	0.5	10.4
COTTONWOOD	1	0.5	10.9
CROWD & LOCATION & VOLUNTEERS	1	0.5	11.4
CUTE GUYS @ SURVEY TABLE!! GIVE THEM A RAISE	1	0.5	11.8
DON'T KNOW YET	1	0.5	12.3
DRY RIVER YAUGHT CLUB	1	0.5	12.8
EASE OF GETTING OUT OF THE HOUSE FOR A FEW HOURS TO			
ENJOY AZ IN THE SUMMER	1	0.5	13.3
ENTERTAINERS	1	0.5	13.7
EVERYTHING	9	4.3	18
EVERYTHING SURVEY PEOPLE	1	0.5	18.5
FOOD	2	0.9	19.4
FOOD TRUCKS-MUSIC	1	0.5	19.9
FREE WATER BOTTLE	2	0.9	20.9
FRIENDLINESS	1	0.5	21.3
FRIENDLINESS & ORGANIZERS	1	0.5	21.8
FRIENDS	1	0.5	22.3
FUN	1	0.5	22.7
FUN ATMOSPHERE & MUSIC	1	0.5	23.2
GREAT ARTISTS!	1	0.5	23.7
GREAT LOCATION, GREAT WINERIES.	1	0.5	24.2
GREAT MUSIC!	1	0.5	24.6
GREAT VENUE-BETTER FOOD CHOICES	1	0.5	25.1
HANGING W/MY HOMIES	1	0.5	25.6
HEAT	1	0.5	26.1

**What did you like best about the 2016 Tilted Earth Festival?**

	Frequency	Valid Percent (%)	Cumulative Percent (%)
HEAT!	1	0.5	26.5
HIPPIE GRILLED CHEESE PLACE	1	0.5	27
I BROUGHT MY NIECE!	1	0.5	27.5
I SET IT UP	1	0.5	28
IT WAS GREAT	1	0.5	28.4
IT'S FUN!	1	0.5	28.9
JAMIE N COMMONS LOVE	1	0.5	29.4
JUST GOT HERE	2	0.9	30.3
KIDS ACTIVITIES & LIVE MUSIC	1	0.5	30.8
LAID BACK ATMOSPHERE, WINE, FOOD, ENTERTAINMENT, NOT CROWDED	1	0.5	31.3
LINE-UP	1	0.5	31.8
LIVE MUSIC	1	0.5	32.2
LOCATION & WINE	1	0.5	32.7
LOCATION, AND FOOD OPTIONS	1	0.5	33.2
LOCATION, MUSIC	1	0.5	33.6
LOCATION, MUSIC, DINNER	1	0.5	34.1
LOTS OF SHADE IN THE PARK	1	0.5	34.6
MUSIC	20	9.5	44.1
MUSIC & BBQ!	1	0.5	44.5
MUSIC & KIDS AREA	1	0.5	45
MUSIC & WINE AREAS	1	0.5	45.5
MUSIC DRINK	1	0.5	46
MUSIC ENTERTAINMENT	1	0.5	46.4
MUSIC, RV PARKING	1	0.5	46.9
MUSIC, WINE	2	0.9	47.9
MUSIC!	2	0.9	48.8
MUSIC/CAMPING	1	0.5	49.3
MUSIC/WINE	1	0.5	49.8
MY FRIEND	1	0.5	50.2
MY PEOPLE!!	1	0.5	50.7
NEW SET-UP	1	0.5	51.2
NOT SURE	1	0.5	51.7
NOT SURE YET	1	0.5	52.1
ON SITE CAMPING	2	0.9	53.1
OPEN AIR	1	0.5	53.6
ORGANIZED!	1	0.5	54
PEOPLE	1	0.5	54.5
PICK AND HOLLER	1	0.5	55
PLASTIC CUP, MUSIC	1	0.5	55.5

**What did you like best about the 2016 Tilted Earth Festival?**

	Frequency	Valid Percent (%)	Cumulative Percent (%)
RICKSHAW & MUSIC	1	0.5	55.9
RV PARKING	1	0.5	56.4
SEATING BANDS	1	0.5	56.9
SISTER SPARROW	1	0.5	57.3
SISTER SPARROW & THE DIRTY BIRDS	1	0.5	57.8
STAFF WAS HELPFUL	1	0.5	58.3
STAFF/VOLUNTEERS	1	0.5	58.8
STARTS IN EVENING	1	0.5	59.2
SURVEY TABLE	2	0.9	60.2
SURVEY TABLE!	1	0.5	60.7
TAJ MAHAL	2	0.9	61.6
TAXI SERVICE GUY	1	0.5	62.1
THAT IT EXISTS!	1	0.5	62.6
THAT YOU'RE DOING IT FOR THE COMMUNITY	1	0.5	63
THE ARTISTS & MUSICIANS WERE EXCELLENT. THE EASE OF GETTING INTO VENUE. CLEANLINESS OF GROUNDS + THE SETUP.	1	0.5	63.5
THE ATMOSPHERE	1	0.5	64
THE ATMOSPHERE AND PEOPLE	1	0.5	64.5
THE COMPANY, GREAT PEOPLE!	1	0.5	64.9
THE ENVIRONMENT	1	0.5	65.4
THE GREAT ARIZONA WINES!	1	0.5	65.9
THE GREAT VENUE AND EASE!	1	0.5	66.4
THE KID ZONE	1	0.5	66.8
THE LAYOUT	1	0.5	67.3
THE MUSIC	1	0.5	67.8
THE MUSIC + VIBE	1	0.5	68.2
THE MUSIC AND THE CUSTOMER SERVICE!	1	0.5	68.7
THE MUSIC, WINE, FOOD, + FUN	1	0.5	69.2
THE MUSIC!	1	0.5	69.7
THE PEOPLE	1	0.5	70.1
THE SETUP, RICKSHAWS, CAMPING	1	0.5	70.6
THE TOTAL ATMOSPHERE	1	0.5	71.1
THE VARIETY ENTERTAINMENT THAT WAS ADDED-JUGGLERS WERE AWESOME.	1	0.5	71.6
THE VIBE	1	0.5	72
THE WINE	1	0.5	72.5
THE WINE SAMPLES	1	0.5	73
THE WINE!	1	0.5	73.5
THE WINE/PEOPLE	1	0.5	73.9

**What did you like best about the 2016 Tilted Earth Festival?**

	Frequency	Valid Percent (%)	Cumulative Percent (%)
THE WONDERFUL ATMOSPHERE!	1	0.5	74.4
THURSDAY DINNER	1	0.5	74.9
VARIOUS TASTING	1	0.5	75.4
VENDORS	1	0.5	75.8
VENUE	1	0.5	76.3
VENUE, MUSIC, & WINE (HOW CAN YOU LOOSE!)	1	0.5	76.8
VERY GENUINE ATMOSPHERE, STAFF & FOOD/DRINKS	1	0.5	77.3
VERY LAID BACK, GOOD TIME, THX!	1	0.5	77.7
VIBE	1	0.5	78.2
VINE TASTING, MUSIC	1	0.5	78.7
VOLUNTEER	1	0.5	79.1
WATER	1	0.5	79.6
WATER STATION	1	0.5	80.1
WEATHER	2	0.9	81
WINE	20	9.5	90.5
WINE & FOOD	1	0.5	91
WINE & FOOD!	1	0.5	91.5
WINE + MUSIC	1	0.5	91.9
WINE AND ENTERTAINMENT	1	0.5	92.4
WINE DINNER THUS FAR	1	0.5	92.9
WINE GARDEN	2	0.9	93.8
WINE OPTIONS	1	0.5	94.3
WINE TASTING	1	0.5	94.8
WINE TASTING, MUSIC	1	0.5	95.3
WINE-AZ STRONGHOLD	1	0.5	95.7
WINE, FOOD, MUSIC	1	0.5	96.2
WINE, MUSIC, FUN TIME	1	0.5	96.7
WINE, THURSDAY DINNER	1	0.5	97.2
WINE!	2	0.9	98.1
WINE! MUSIC!	1	0.5	98.6
WINE!! WINE DINNER!	1	0.5	99.1
WINE/FOOD	1	0.5	99.5
YET TO COME	1	0.5	100
Total	211	100	

<b>What could Tilted do to improve your experience?</b>			
	Frequency	Valid Percent (%)	Cumulative Percent (%)
2015 LAYOUT	1	0.6	0.6
3 DAY EVENT-SUNDAY	1	0.6	1.3
3 DAYS	1	0.6	1.9
A LITTLE CHEAPER!	1	0.6	2.6
A LITTLE MORE ORGANIZATION	1	0.6	3.2
ADD MORE INFO ON BROCHURES FOR SEATING/BRING YOUR OWN	1	0.6	3.9
ADD MORE SURVEY TABLES	1	0.6	4.5
ADVANCED TICKET DISCOUNT	1	0.6	5.2
AIR CONDITIONING	3	1.9	7.1
BEER	2	1.3	8.4
BETTER ENTRANCE EXPERIENCE	1	0.6	9
BETTER FOOD AT VIP	1	0.6	9.7
BETTER TICKET DESCRIPTIONS PARKING 1 OR 2 DAY?	1	0.6	10.3
BETTER WEATHER	1	0.6	11
BIG FANS	1	0.6	11.6
BRING BACK SAFFRON JAK!	1	0.6	12.3
CAMPING W/SHADE!	1	0.6	12.9
CHEAPER PRICES, MUSICIANS I KNEW	1	0.6	13.5
CHEAPER TICKETS	2	1.3	14.8
CHEAPER, EASIER VOLUNTEER	1	0.6	15.5
COLDER WEATHER	2	1.3	16.8
COOL IT OFF	1	0.6	17.4
COOLER WEATHER	1	0.6	18.1
CUT THE GRASS...	1	0.6	18.7
DIFFERENT TIME	1	0.6	19.4
DISCOUNT SHOULD BE FOR ALL VERDE VALLEY (CLARKDALE) NOT JUST COTTONWOOD. WE ALL MAKE PURCHASES IN COTTONWOOD & PAY TAXES	1	0.6	20
DON'T KNOW	1	0.6	20.6
DON'T MAKE BIG NAMES SO LATE	1	0.6	21.3
DROP PRICES	2	1.3	22.6
FREE BEER	1	0.6	23.2
FREE KID ZONE	1	0.6	23.9
FREE PARKING	1	0.6	24.5
FREE PARKING, MORE SEATING PLACE	1	0.6	25.2
FREE/CHEAPER PARKING/LOCAL DISCOUNT	1	0.6	25.8
GENERATOR EXHAUST	1	0.6	26.5
GETTING WORD OUT!	1	0.6	27.1
GLASS WINE GLASSES	1	0.6	27.7
GOLF CART TRANSPORTATION FROM PARKING LOTS	1	0.6	28.4

<b>What could Tilted do to improve your experience?</b>			
	<b>Frequency</b>	<b>Valid Percent (%)</b>	<b>Cumulative Percent (%)</b>
GOOD	1	0.6	29
GREATER ADVERTISING	1	0.6	29.7
HAPPY WITH EVERYTHING	1	0.6	30.3
HAVE A DESIGNATED DRIVER OR NON-DRINKER ADMISSION	1	0.6	31
HAVE NOTHING	1	0.6	31.6
HAVE SURVEY START LATER	1	0.6	32.3
HEAT!	1	0.6	32.9
INCLUDE "LOCAL" ZIP CODE 85325	1	0.6	33.5
IT WAS ALL GOOD!	1	0.6	34.2
IT'S ALL GOOD!	2	1.3	35.5
KEEP DOING IT	1	0.6	36.1
KEEP ON KEEPING ON	1	0.6	36.8
LESS DELAY BETWEEN SHOWS	1	0.6	37.4
LOCAL FOOD VENDERS!	1	0.6	38.1
LOCATION OF SHUTTLE STOPS BETTER DOCUMENTED	1	0.6	38.7
LOWER PRICES	1	0.6	39.4
LOWER THE TICKET PRICE	1	0.6	40
LOWER TICKET PRICES-TO GET MORE PEOPLE HERE.	1	0.6	40.6
MORE	1	0.6	41.3
MORE BREWERIES	1	0.6	41.9
MORE BUSINESSES	1	0.6	42.6
MORE CHILL MUSIC	1	0.6	43.2
MORE COMPS (POSSIBLY) FOR TICKET PRICE	1	0.6	43.9
MORE COWBELL	1	0.6	44.5
MORE DRINK TICKETS W/GA	1	0.6	45.2
MORE DRINK TIXS	1	0.6	45.8
MORE FOOD	1	0.6	46.5
MORE FOOD & BEER	1	0.6	47.1
MORE FOOD OPTIONS	2	1.3	48.4
MORE FOOD TRUCKS	3	1.9	50.3
MORE HEALTHY FOOD CHOICES. THANK YOU!	1	0.6	51
MORE INSTRUCTIONS	1	0.6	51.6
MORE KID STRICT	1	0.6	52.3
MORE MUSIC	1	0.6	52.9
MORE PARKING SHUTTLES	1	0.6	53.5
MORE SEATING-SPRAY FOR BUGS	1	0.6	54.2
MORE SHADE	1	0.6	54.8
MORE SHADED CAMPING	1	0.6	55.5
MORE SHUTTLES	1	0.6	56.1
MORE SIGNAGE FOR LINE-UPS	1	0.6	56.8

<b>What could Tilted do to improve your experience?</b>			
	Frequency	Valid Percent (%)	Cumulative Percent (%)
MORE SURVEY TABLES	1	0.6	57.4
MORE VARIETY OF FOOD	1	0.6	58.1
MORE VENDORS	1	0.6	58.7
MORE WINE	2	1.3	60
MORE WINE/BEER	1	0.6	60.6
NA IT'S AWESOME	1	0.6	61.3
NEED MORE SPECIFIC INFORMATION ON TICKETING	1	0.6	61.9
NOT AS HOT	1	0.6	62.6
NOT SO HOT TIME PERIOD	1	0.6	63.2
NOT SO HOT!	1	0.6	63.9
NOT SURE	1	0.6	64.5
NOT TONIGHT BUT THINGS WERE WONDERFUL	1	0.6	65.2
NOTHING	22	14.2	79.4
NOTHING!	1	0.6	80
NOTHING. I LOVED IT.	1	0.6	80.6
ONLINE TICKET SALES CONTINUE THROUGH THE START OF THE EVENT	1	0.6	81.3
PARKING, HOTTER WOMEN, FANCIER, DANCING	1	0.6	81.9
PERFECT	1	0.6	82.6
PLEASE LET ME PRINT MY OWN TICKET!	1	0.6	83.2
PUT RESTROOMS IN THE CAMPING AREA,RV IN PARK LOT	1	0.6	83.9
R.V./POP UP HOOKUPS	1	0.6	84.5
RV PARKING ON SATURDAY	1	0.6	85.2
SEAN WILLIAMS	2	1.3	86.5
SHADE	1	0.6	87.1
SHADE/HEAT	1	0.6	87.7
SHUTTLE EXPLANATIONS	1	0.6	88.4
SHUTTLE FROM WHITE HORSE	1	0.6	89
SO FAR SO GOOD	1	0.6	89.7
SUPER	1	0.6	90.3
THE WEATHER... LOL	1	0.6	91
THE WEBSITE WAS A LITTLE CONFUSING	1	0.6	91.6
THE WEBSITE WAS UNCLEAR	1	0.6	92.3
THIS IS AZ BEST KEPT SECRET-YOU MIGHT WANT TO ADVERTISE MORE	1	0.6	92.9
TICKET PRICE	1	0.6	93.5
TICKET PURCHASE NEEDS TO EXPLAIN IF CAMPING PARKING INCLUDED OR NOT. SAME W/KID ZONE.	1	0.6	94.2
TRADITION	1	0.6	94.8
VIP SHOULD INCLUDE ALL TASTING	1	0.6	95.5
VIP TIX DIDN'T INCLUDE 5 TASTINGS FROM OTHER WINERIES???	1	0.6	96.1

<b>What could Tilted do to improve your experience?</b>			
	Frequency	Valid Percent (%)	Cumulative Percent (%)
WATER	2	1.3	97.4
WATER PLAY FOR KIDS	3	1.9	99.4
ZERO	1	0.6	100
Total	155	100	

<b>Provide any additional comments</b>			
	Frequency	Valid Percent (%)	Cumulative Percent (%)
3. SHOULD BE LEAST AND MOST	1	3.4	3.4
AWESOME	1	3.4	6.9
CUTE GUYS AT SURVEY TABLE SEAN, DILLON, CALEB	1	3.4	10.3
GOOD JOB!	1	3.4	13.8
GREAT EVENT	1	3.4	17.2
GREAT TIMES	1	3.4	20.7
HAPPY FACE EMOJI	1	3.4	24.1
I WAS AT WOODSTOCK	1	3.4	27.6
I'M A VOLUNTEER W/STAFF. MORE THAN HAPPY TO VOLUNTEER FOR 2017 AGAIN! :)	1	3.4	31
LET IT GROW!!	1	3.4	34.5
LOCAL ARTIST, MUSIC, + FOOD!	1	3.4	37.9
LOVE THIS FESTIVAL!	1	3.4	41.4
LOVE TILTED EARTH	1	3.4	44.8
QUESTIONS 14 & 15 NOT APPROPRIATE	1	3.4	48.3
SEAN WILLIAMS NEEDS A RAISE	1	3.4	51.7
SEAN, DILLON, CALEB	1	3.4	55.2
THANK YOU!	4	13.8	69
THANKS FOR HAVING US!	1	3.4	72.4
THANKS FOR THE FESTIVAL	1	3.4	75.9
THANKS!	2	6.9	82.8
THIS IS MY FIRST TIME ATTENDING, I HAD FUN.	1	3.4	86.2
WAY COOL!	1	3.4	89.7
WE LOVE IT!!	1	3.4	93.1
WONDERFUL!	1	3.4	96.6
WORK ON WEBSITE CLARITY	1	3.4	100
Total	29	100	

**APPENDIX B:**  
**Survey Form**  
**TILTED EARTH WINE & MUSIC FESTIVAL**

**Tilted Earth Festival 2016 - Riverfront Park Cottonwood**

Please give us a few minutes and tell us about your experience at the festival today!

**1. How did you hear about the festival? (mark all that apply)**

- Newspaper or magazine     Posters/flyers     Friend or Family Member told me  
 Television     Social Media (Facebook/Twitter)     Attended previously  
 Radio     Online/website     Through the grape vine!

**2. Now, tell us how satisfied you are with your festival experience in each of the following areas:**

	Not applicable	TOTALLY Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	TOTALLY Satisfied
Ease of purchasing tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ticket pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking logistics, shuttle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organization/layout of festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience at wine garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of food vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical performers/bands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art and artists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**3. Overall, how well did the Tilted Earth Festival meet your expectations?**

Choose a rating from one to ten where "1" is the LOWEST and "10" is the HIGHEST

- Low** 1   2   3   4   5   6   7   8   9   10 **High**

**4. Would you recommend Tilted to your friends and family?  No  Yes**

**5. What were the Top Three festival features influencing your decision to come to the 2016 Tilted Festival?**

- Wine Dinner (Thursday event)     Breweries     On-site Camping     Kids Zone/Gaming Area  
 Wine Garden & Tasting Venue     Music/Stage Entertainment     Art/Handmade Sales     Extreme Sports/BMX

**6. What musical venue/stage performance would you most like to see at future festivals? (mark all that apply)**

- Local/AZ Musicians     New Emerging Groups on Tour     Musical Legends     Other:

**7. How interested would you be in workshops offered onsite at a designated education tent ?**

For example: winemaking, home brewing, sustainable farming, kitchen farming, viticulture.

- Very Interested     Interested     Slightly Interested     Not Interested

**8. Would you be interested in any of the following, if we offered these next year? (mark all that apply)**

- Film     Distilleries     River Activities     Disc Golf     Yoga     Adding Sunday events/3-day festival

**9. What did you like BEST about the 2016 Tilted Earth Festival?**

**10. What could Tilted do to IMPROVE your experience? Do you have any ideas that you think should be added in the future?**

**7562034478**

11. Are you staying overnight away from home in Northern Arizona before, during and/or after the *Tilted* festival?

No  Yes ..... If Yes, how many nights in Northern AZ?

Are you camping on-site at the festival?  No  Yes

12. How many people are in your group today, including yourself?

Does your group include children/youth (under age 18)?  No  Yes

13. Are you:  Female  Male In what year were you born?

14. What is your five-digit U.S. zip code OR country of origin?

U.S. Residents:  
Zip code

International Visitors:  
Country of Origin

15. What category best describes your combined household income in 2015, before taxes.

Under \$25,000 per year  \$50,000 - \$74,999  \$100,000 - \$124,999  Over \$150,000  
 \$25,000 - \$49,999  \$75,000 - \$99,999  \$125,000 - \$149,999  Decline to answer

Provide any additional comments below:

**RAFFLE ENTRY INFO**

Please fill in your name, the best number to reach you, and your email address.

You'll be entered into our drawing! If you're a winner, we'll contact you.

Also, look for future e-mails on the *2017 Tilted Earth Festival* and other fun local events.

First name:  Phone #:

Last name:  E-mail:

Festival Staff Initials:

8162034475

**APPENDIX C:**  
**Comparison of 2015 and 2016**  
**TILTED EARTH WINE & MUSIC FESTIVAL**

**Tilted Earth Festival**  
**How did you hear about the Festival?**  
**Comparison between 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
Friend or Family Members told me	28.3%	40.2%
Through the grape vine!	16.5%	20.9%
Attend previously	12.6%	17.7%
Poster-flyers	26.0%	7.1%
Social-Media (Facebook-Twitter)	12.6%	11.0%
Online-Website	14.2%	9.4%
Newspaper or magazine	5.5%	5.5%
Radio	4.7%	5.1%
Television	.0%	.0%

**Tilted Earth Festival 2015**

**Tell us how satisfied you are with your festival experience in each of the following areas:**

	Totally Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Totally Satisfied	Mean
Ease of purchasing tickets	.0%	.8%	.8%	7.3%	91.1%	4.9
Parking, logistics, shuttle	6.7%	7.5%	5.0%	23.3%	57.5%	4.2
Organization and layout of festival	.8%	.8%	3.2%	19.8%	75.4%	4.7
Festival atmosphere	.0%	.0%	.0%	7.1%	92.9%	4.9
Experience at wine garden	.0%	.0%	2.4%	12.8%	84.8%	4.8
Quality of food vendors	1.1%	.0%	3.2%	18.9%	76.8%	4.7
Musical performers and bands	.0%	.8%	2.4%	16.0%	80.8%	4.8
Youth activities	.0%	.0%	1.8%	5.5%	92.7%	4.9

1 = Totally Dissatisfied

5 = Totally Satisfied

**Tilted Earth Festival 2016**

**Tell us how satisfied you are with your festival experience in each of the following areas:**

	Totally Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Totally Satisfied	Mean
Ease of purchasing tickets	.8%	1.7%	2.9%	12.9%	81.7%	4.7
Parking, logistics, shuttle	1.8%	7.0%	8.9%	23.2%	59.0%	4.3
Organization and layout of festival	.8%	2.0%	10.6%	20.3%	66.3%	4.5
Festival atmosphere	.7%	.7%	8.1%	16.8%	73.7%	4.6
Experience at wine garden	1.3%	.0%	8.7%	17.9%	72.1%	4.6
Quality of food vendors	1.1%	1.1%	12.3%	20.8%	64.7%	4.5
Musical performers and bands	.8%	.8%	9.3%	20.2%	69.0%	4.6
Youth activities	1.6%	1.6%	15.2%	16.2%	65.4%	4.4

1 = Totally Dissatisfied

5 = Totally Satisfied

**Tilted Earth Festival**  
**How satisfied are you with your festival experience?**  
**Comparison between 2015 and 2016 data**

	Survey year	
	2015	2016
	Mean	Mean
Ease of purchasing tickets	4.9	4.7
Parking, logistics, shuttle	4.2	4.3
Organization and layout of festival	4.7	4.5
Festival atmosphere	4.9	4.6
Experience at wine garden	4.8	4.6
Quality of food vendors	4.7	4.5
Musical performers and bands	4.8	4.6
Youth activities	4.9	4.4

**Tilted Earth Festival**  
**Overall, how well did the Tilted Earth Festival meet your expectations?**  
**Comparison between 2015 and 2016 data**

Survey year	Overall, how well did the Tilted Earth Festival meet your expectations?							
	1-3	4	5	6	7	8	9	10
	%	%	%	%	%	%	%	%
2015	.0%	.0%	0.8%	0.8%	7.1%	24.4%	25.2%	41.7%
2016	.0%	1.0%	3.5%	2.8%	9.7%	19.8%	24.3%	38.9%

**Tilted Earth Festival**  
**Overall how well did the Tilted earth**  
**Festival meet your expectations?**  
**Comparison of 2015 and 2016 data**

	Overall, how well did the Tilted earth Festival meet your expectations?
	Mean
2015	9.0
2016	8.7

**Tilted Earth Festival**  
**Would you recommend Tilted to your friends and family?**  
**Comparison of 2015 and 2016 data**

Would you recommend Tilted to your friends and family?	Survey year	
	2015	2016
	%	%
Yes	97.5%	97.8%
No	2.5%	2.2%
Total	100.0%	100.0%

**Tilted Earth Festival**  
**Are you staying overnight away from home in Northern Arizona before, during and or after the Tilted festival?**  
**Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
Yes	61.8%	41.4%
No	38.2%	58.6%
Total	100.0%	100.0%

**Tilted Earth Festival**  
**If yes how many nights in Northern AZ?**  
**Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
1	44.9%	37.6%
2	46.9%	46.2%
3	4.1%	14.0%
4	2.0%	1.1%
7	.0%	1.1%
10	2.0%	.0%
Total	100.0%	100.0%

**Tilted Earth Festival**  
**If yes how many nights in Northern AZ?**  
**Comparison of 2015 and 2016 data**

	Survey year			
	2015		2016	
	Mean	Median	Mean	Median
If yes, how many nights?	1.8	2.0	1.8	2.0

**Tilted Earth Festival**  
**How many people are in your group today,**  
**including yourself?**  
**Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
1	6.3%	6.9%
2	50.8%	36.0%
3	13.3%	15.0%
4	15.6%	15.0%
5	5.5%	6.9%
6	2.3%	10.5%
7	.8%	1.6%
8	.0%	2.0%
9	1.6%	1.2%
10	3.1%	2.4%
11	.0%	.4%
12	.0%	1.6%
14	.0%	.4%
20	.8%	.0%
Total	100.0%	100.0%

**Tilted Earth Festival**  
**Average number of people per group**  
**Comparison of 2015 and 2016 data**

	Survey year			
	2015		2016	
	Mean	Median	Mean	Median
How many people are in your group today, including yourself?	3.2	2.0	3.7	3.0

**Tilted Earth Festival**

**Does your group include children-youth under 18 years of age?**

**Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
Yes	10.2%	23.1%
No	89.8%	76.9%
Total	100.0%	100.0%

**Tilted Earth Festival**

**What is your gender?**

**Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
Female	64.8%	61.5%
Male	35.2%	38.5%
Total	100.0%	100.0%

**Tilted Earth Festival**

**What is your age? (recoded to ranges)**

**Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
20 and under	1.7%	4.8%
21 - 25 years	5.2%	5.3%
26 - 30 years	5.2%	9.6%
31 - 35 years	12.2%	13.4%
36 - 40 years	11.3%	10.2%
41 - 45 years	13.0%	15.5%
46 - 50 years	11.3%	14.4%
51 - 55 years	13.9%	10.7%
56 - 60 years	10.4%	6.4%
61 - 65 years	6.1%	7.5%
66 - 70 years	7.8%	1.6%
71+ years	1.7%	.5%
Total	100.0%	100.0%

**Tilted Earth Festival  
Average age of festival attendees  
Comparison of 2015 and 2016 data**

	Survey year			
	2015		2016	
	Mean	Median	Mean	Median
Age	46.1 years	46.0 years	42.1 years	42.0 years

**Tilted Earth Festival  
Origins of domestic visitors  
Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
Arizona	96.0%	92.9%
California	1.6%	4.6%
Utah	.8%	.4%
Washington	.8%	.0%
Nevada	.8%	.0%
Texas	.0%	.4%
Illinois	.0%	.4%
Wisconsin	.0%	.4%
Iowa	.0%	.4%
New Jersey	.0%	.4%
Total	100.0%	100.0%

**Tilted Earth Festival  
Origins of Arizona visitors  
Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
COTTONWOOD	26.7%	22.6%
PHOENIX	16.4%	13.4%
FLAGSTAFF	7.8%	3.2%
SEDONA	4.3%	1.8%
SCOTTSDALE	3.4%	2.8%
CORNVILLE	1.7%	1.8%
MESA	.9%	1.8%
GROOM CREEK	1.7%	1.4%
GILBERT	2.6%	1.4%
SUN CITY	7.8%	0.0%
CLARKDALE	1.7%	1.4%
CHANDLER	5.2%	0.9%
CAMP VERDE	1.7%	1.4%
GLENDALE	1.7%	0.9%
TEMPE	1.7%	6.9%
PRESCOTT	4.3%	3.2%
TUCSON	.9%	0.9%
RIMROCK	.0%	0.9%
CAVE CREEK	.0%	0.9%

**Tilted Earth Festival  
Origins of Arizona visitors  
Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
BUCKEYE	.9%	0.9%
SUN LAKES	.9%	0.5%
PEORIA	.9%	0.5%
ANTHEM - DESERT HILLS	.0%	0.9%
SURPRISE	1.7%	0.0%
QUEEN CREEK	.0%	0.5%
PRESCOTT VALLEY	.9%	3.2%
PAYSON	1.7%	0.0%
KIRKLAND	.0%	0.5%
KINGMAN	.0%	5.5%
JEROME	.0%	5.1%
CHINO VALLEY	.0%	5.1%
WICKENBURG	.9%	0.0%
WADDELL	.9%	0.0%
TUBA CITY	.0%	5.1%
SKULL VALLEY	.0%	4.6%
BAGDAD	.9%	0.0%
Total	100.0%	100.0%

**Tilted Earth Festival  
International visitors-country of origin  
Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
ITALY	.0%	33.3%
MEXICO	.0%	33.3%
NETHERLANDS	100.0%	.0%
VIETNAM	.0%	33.3%
Total	100.0%	100.0%

**Tilted Earth Festival  
What category best describes your combined household  
income before taxes?  
Comparison of 2015 and 2016 data**

	Survey year	
	2015	2016
	%	%
Under \$25,000	10.4%	7.3%
\$25,000 - \$49,999	13.6%	14.2%
\$50,000 - \$74,999	20.0%	16.8%
\$75,000 - \$99,999	11.2%	11.6%
\$100,000 - \$124,999	9.6%	14.7%
\$125,000 - \$149,999	8.0%	9.1%
Over \$150,000	17.6%	15.9%
Declined to answer.	9.6%	10.3%
Total	100.0%	100.0%

Average 2015 HHI from mid-points \$86,504

Average 2016 HHI from mid-points \$90,023