Combined A2SF Analysis

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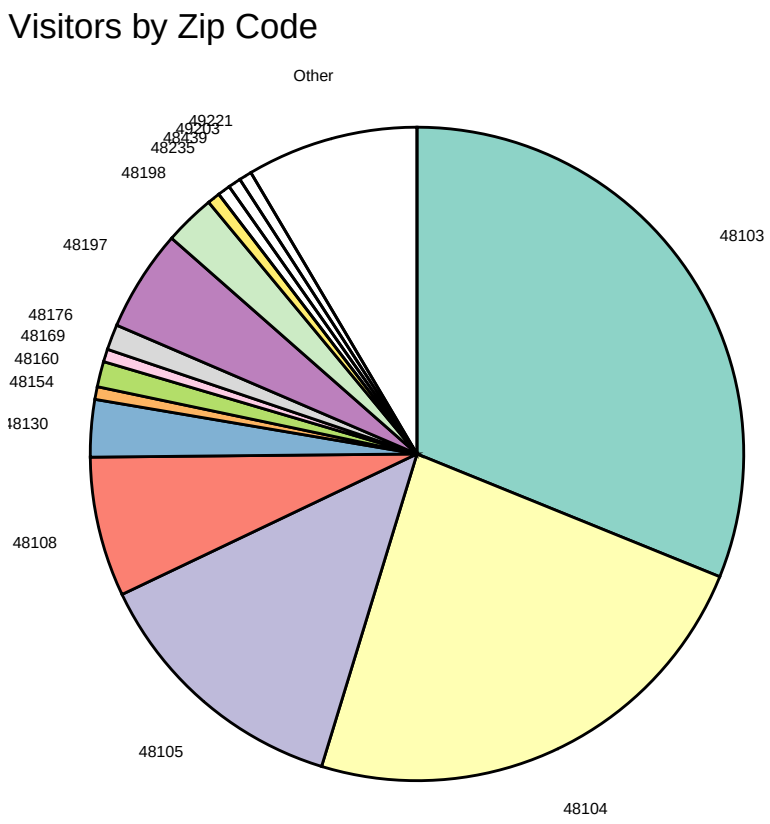
Combining Survey Results

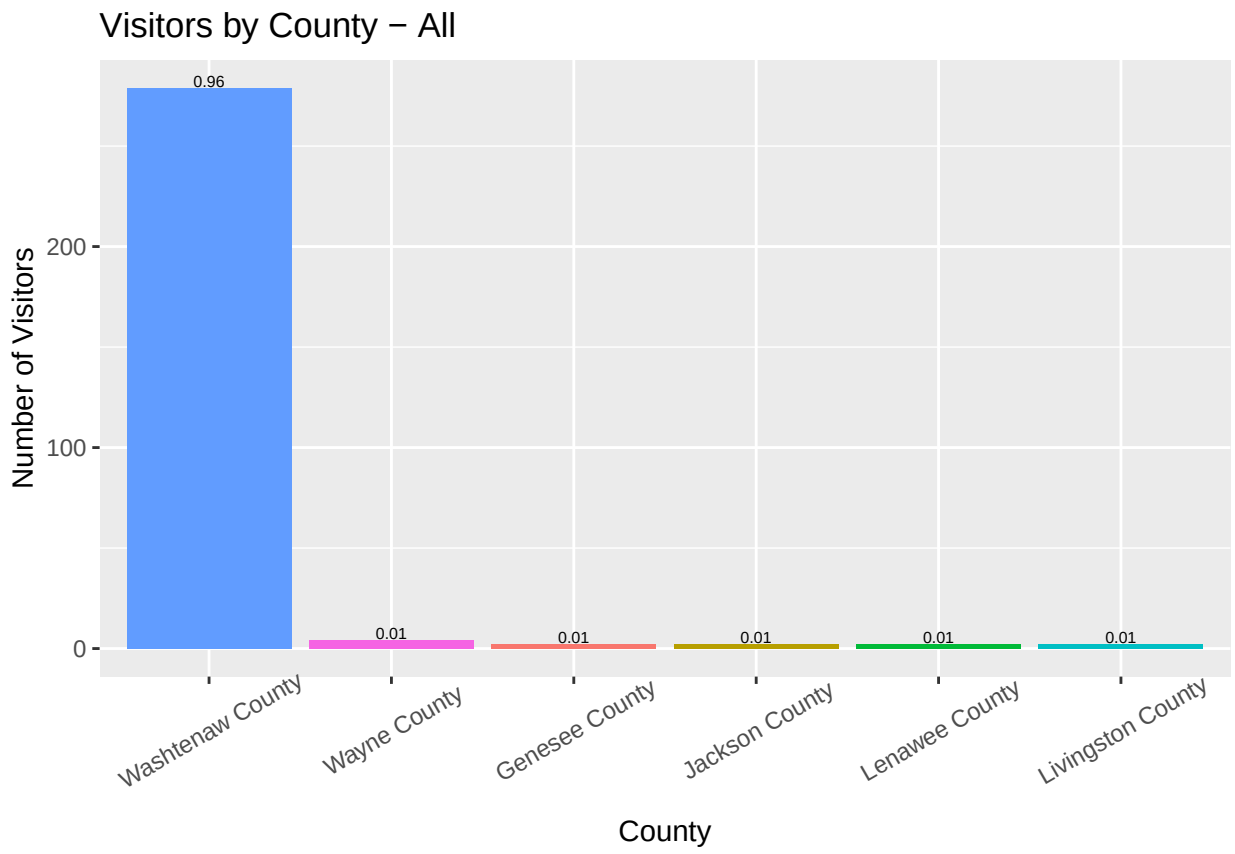
Combine surveys into one data frame, with labels to group surveys by collection time frame.

Where are visitors from?

Pie chart of all zip codes represented by respondents.

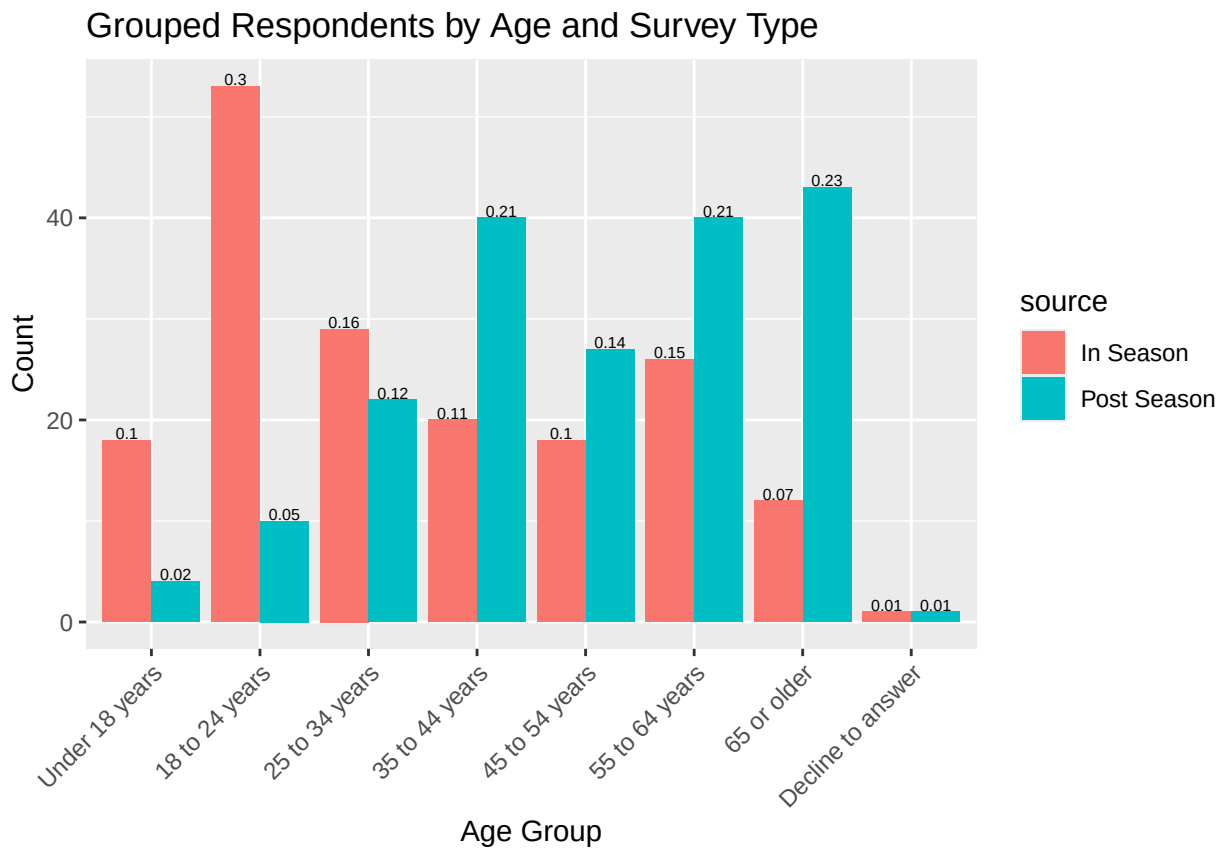


All visitors, by county of origin. NOTE: numbers above bars represent the proportion of visitors from represented counties.



What ages are visitors? *Bar graph of visitors by the survey source.*

Rationale: Differently-aged visitor groups may vary across collection method. Both surveys were administered online, but patrons were reached out in-person for in-season responses or online via email and social media for post-season responses. This can lead to variability that needs to be assessed.



Is there a statistical difference between age-group demographics for in-season vs post-season respondents?

Using the eye test, older age groups *seem* to answer more in the post-season, while younger groups were over-sampled in the in-season group. We need to verify this statistically using a chi-square test to demonstrate the response behaviors may vary between response groups. The Pearson's Chi-squared test indicates that there is a difference in respondents by age group between the two survey sources.

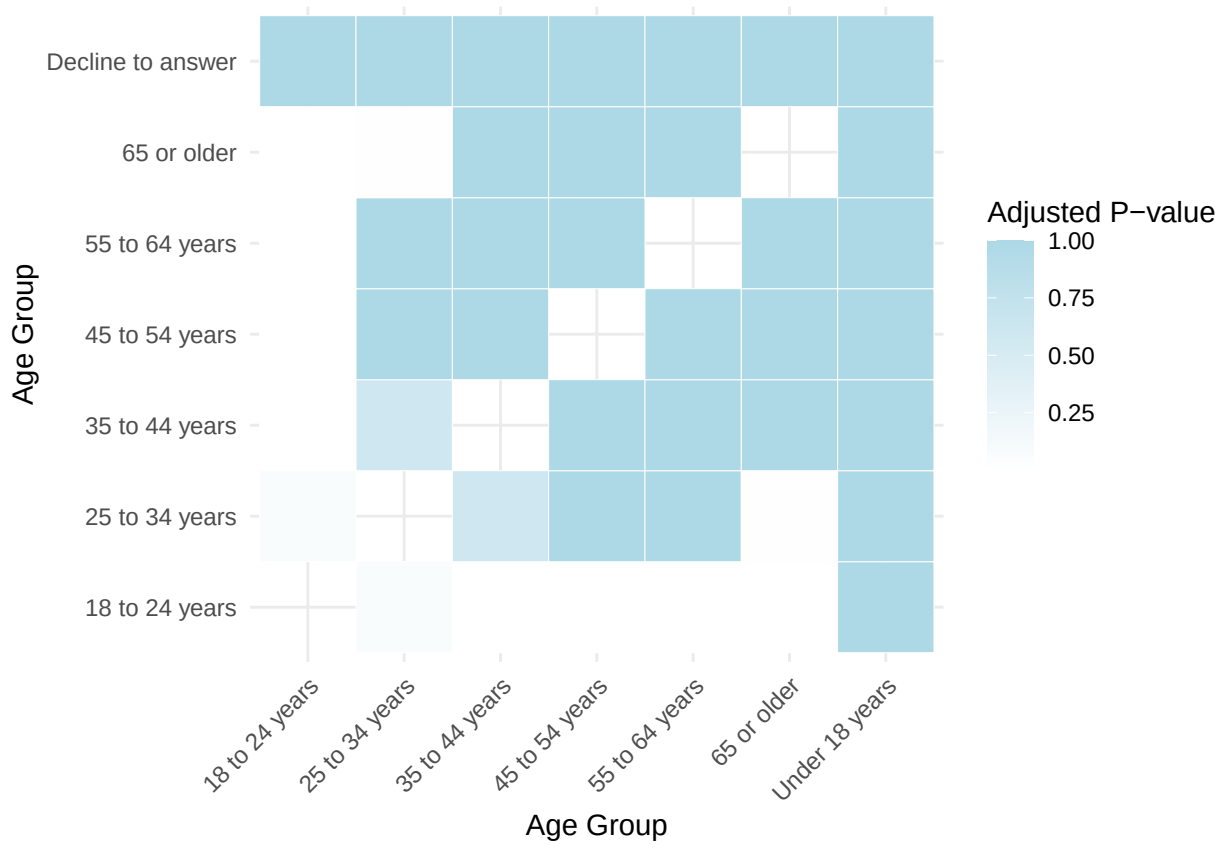
```
##
##  Pearson's Chi-squared test
##
## data:  contingency_table
## X-squared = 67.905, df = 7, p-value = 3.913e-12
```

Perform pairwise chi-squared tests and adjust the p-values using Bonferroni correction.

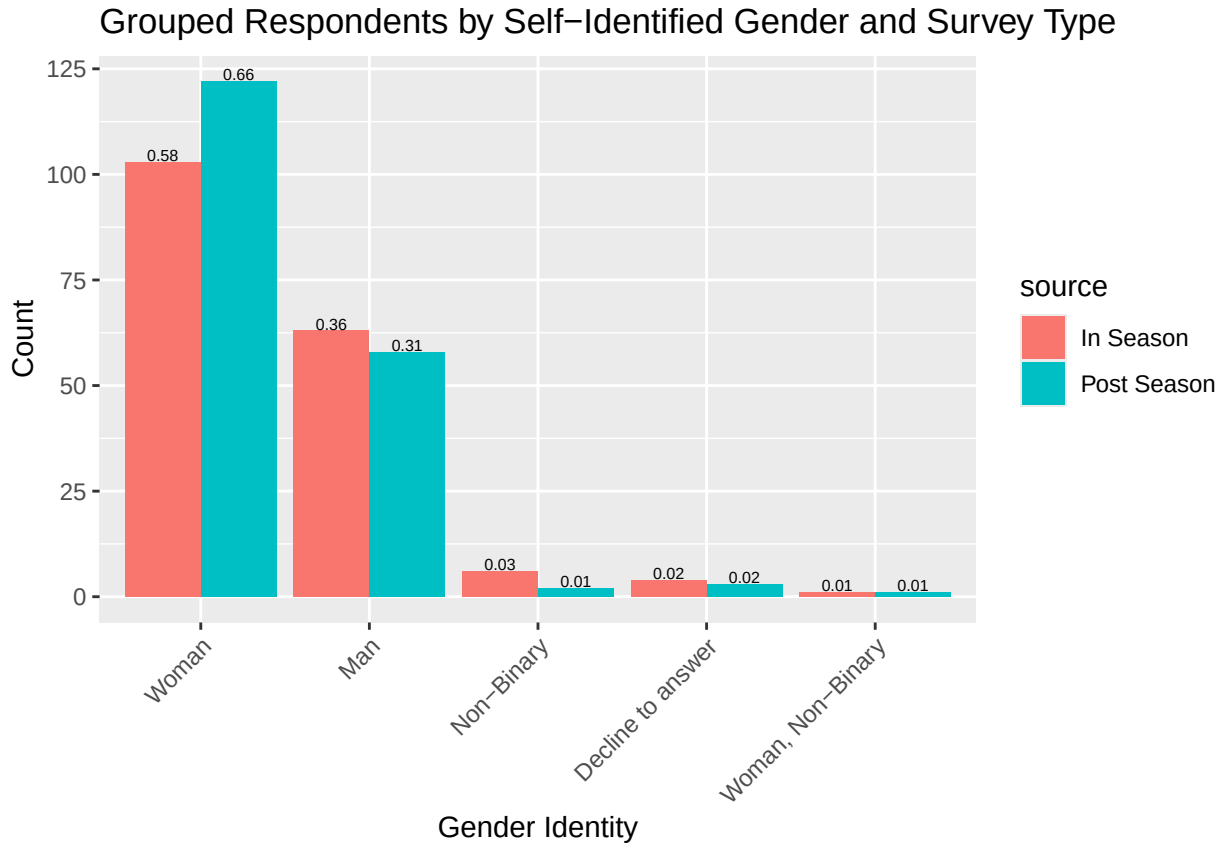
Without adjustments, performing multiple pairwise tests increases the likelihood of finding at least one significant result purely by chance.

The Bonferroni correction adjusts the significance level for each individual test by dividing the desired overall significance level (e.g., 0.05) by the number of comparisons. This reduces the likelihood of Type I errors but may be conservative and reduce power.

If the overall chi-squared test (or another omnibus test) is significant, it indicates that not all groups are equal, prompting the need to find out where those differences lie.



Visitor gender demographics *Bar graph of number of visitors by their self-identified gender.*



Other self-described gender identities.

Survey	Other Identity	Count
In Season	Gender fluid	1

Visitor Race/Ethnicity demographics *All distinct race/ethnicity identities*

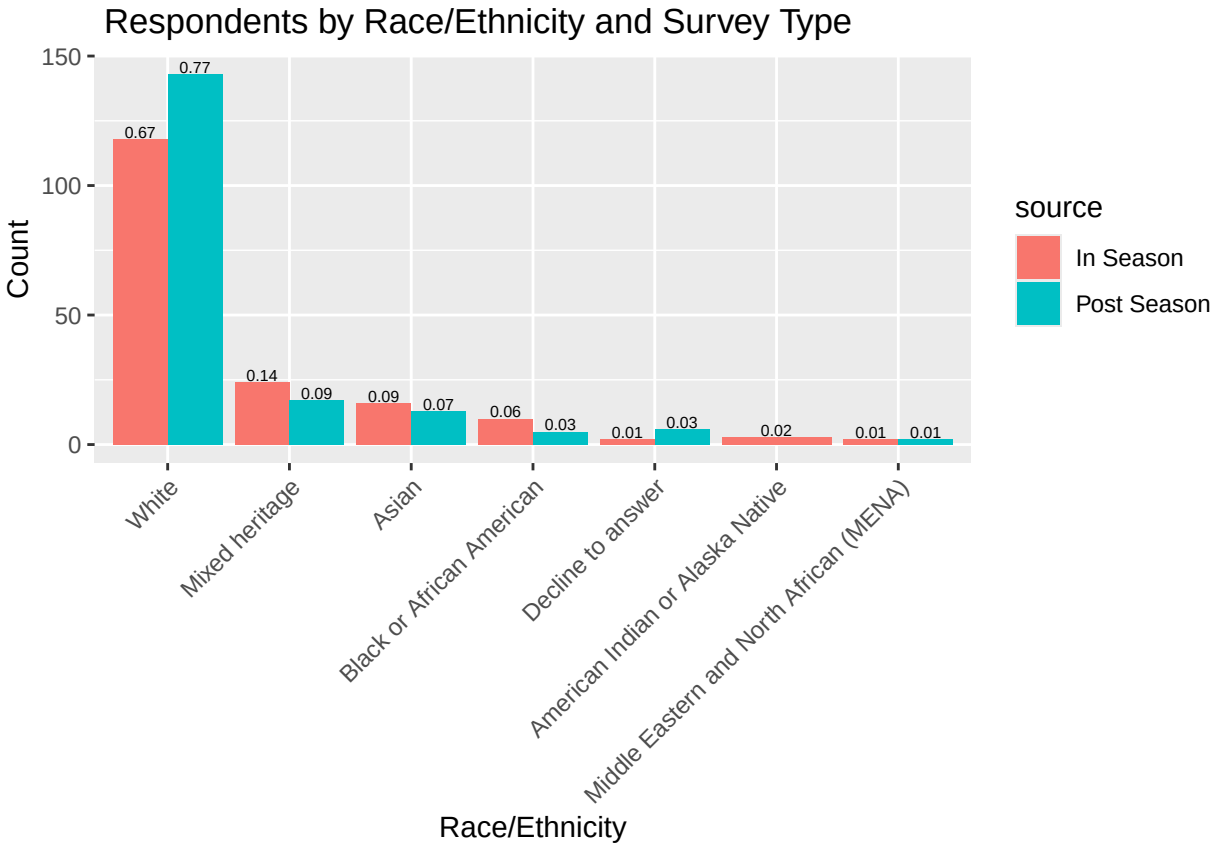
Race/Ethnicity
American Indian or Alaska Native
American Indian or Alaska Native, Hispanic, Latino or Spanish origin, White
American Indian or Alaska Native, White
Asian
Asian, Hispanic, Latino or Spanish origin
Asian, White
Asian, White, Mixed heritage
Black or African American
Black or African American, Asian
Black or African American, Hispanic, Latino or Spanish origin
Black or African American, White
Black or African American, White, Mixed heritage
Decline to answer
Hispanic, Latino or Spanish origin
Hispanic, Latino or Spanish origin, White
Middle Eastern and North African (MENA)

Race/Ethnicity
Middle Eastern and North African (MENA), Mixed heritage
Mixed heritage
White
White, Middle Eastern and North African (MENA)
White, Mixed heritage

Ethnicity question.

Ethnicity	Count	Percent (%)
Hispanic, Latino or Spanish origin	23	6.32
NOT Hispanic, Latino or Spanish origin	341	93.68

Bar graph of race/ethnicity identities, by survey, with mixed heritages collapsed into a single general category. Does not include Hispanic, Latino, or Spanish origin, as this is used to assess "ethnicity" separately, per US Census standards.



Race	Frequency	Percent (%)
White	261	72.30
Mixed heritage	41	11.36
Asian	29	8.03
Black or African American	15	4.16
Decline to answer	8	2.22

Race	Frequency	Percent (%)
Middle Eastern and North African (MENA)	4	1.11
American Indian or Alaska Native	3	0.83

Is race/ethnicity breakdown different by source?

The results suggest that although race/ethnicity comparisons with county demographics seem to be significantly different, the results are actually very similar between the two survey collection types and may suggest that the audience that A2SF reaches is represented appropriately.

```
##
##  Pearson's Chi-squared test
##
## data:  contingency_table
## X-squared = 23.058, df = 20, p-value = 0.286
```

Other race/ethnicity identities, as self-described by respondents.

Survey	Other Identities	Count
In Season	Carribbean	1
In Season	Jewish	2
Post Season	Filipino	1
Post Season	Italian-American	1
Post Season	Race is a construct.	1

All favorite offering counts by respondents.

Offering	Frequency	Percent (%)
Music at Top of the Park	122	30.58
Food Selections	79	19.80
The Grove Beverage Garden	54	13.53
Movies by Moonlight	47	11.78
Special Outdoor Attractions	45	11.28
Teen and Adult Activities	14	3.51
KidZone	11	2.76
Retreat Classes on Power Center lawn	8	2.01
I was invited to an event in the party tent	6	1.50
CHELAS	1	0.25
Can Chelas be allowed to sell orchatas?	1	0.25
Great overall vibe	1	0.25
Gregory Alan Isakov!!!! and Mon Rovia!	1	0.25
Juggling	1	0.25
Reflex	1	0.25
Spoken word night	1	0.25
This survey	1	0.25
Ticketed offerings have fallen off significantly in volume and alignment with my intetrests.	1	0.25
Tuesday's Tastings	1	0.25
loved the silent films	1	0.25

Offering	Frequency	Percent (%)
meet up with friends, people I have not seen for a long while; listen to god entertainment, dance outdoors	1	0.25
trivia!	1	0.25