



Fete de Marquette 2022 Survey Findings

All surveys conducted in person at the 2022 Fete de
Marquette festival

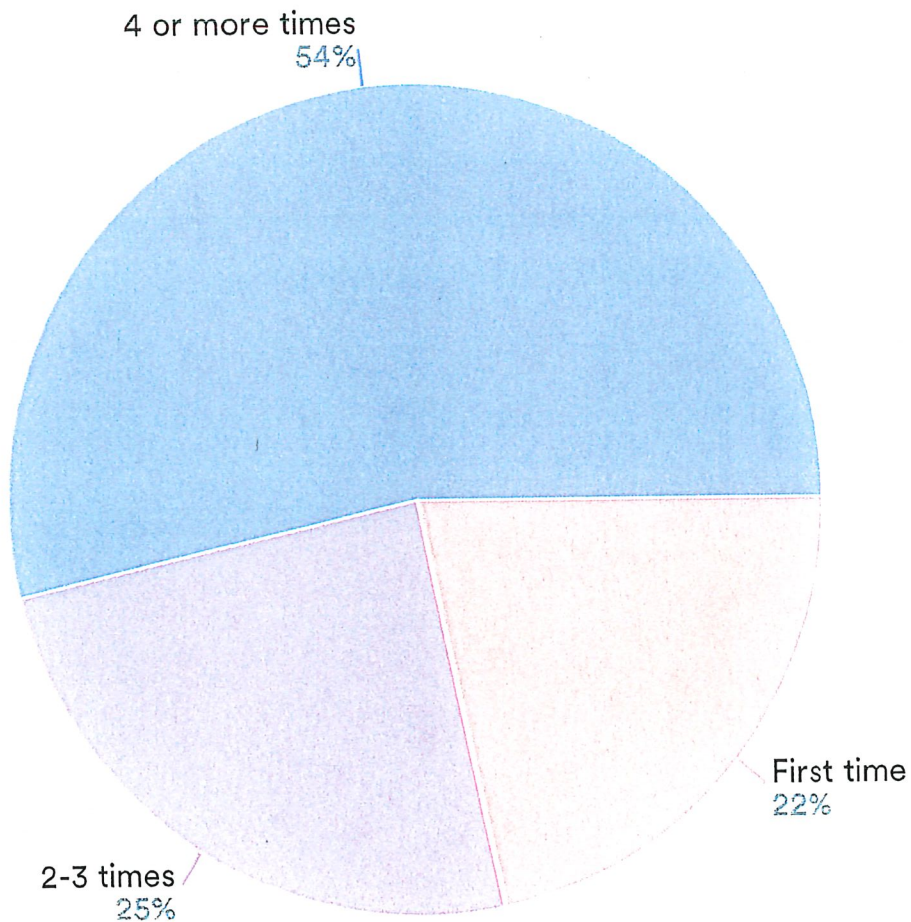
400 individuals surveyed

So what did we learn?

When people have attended a Fete in the past, they often decide to come again.

77% of survey-takers have attended a past Fete! With 54% of those coming to the event 4 or more times.

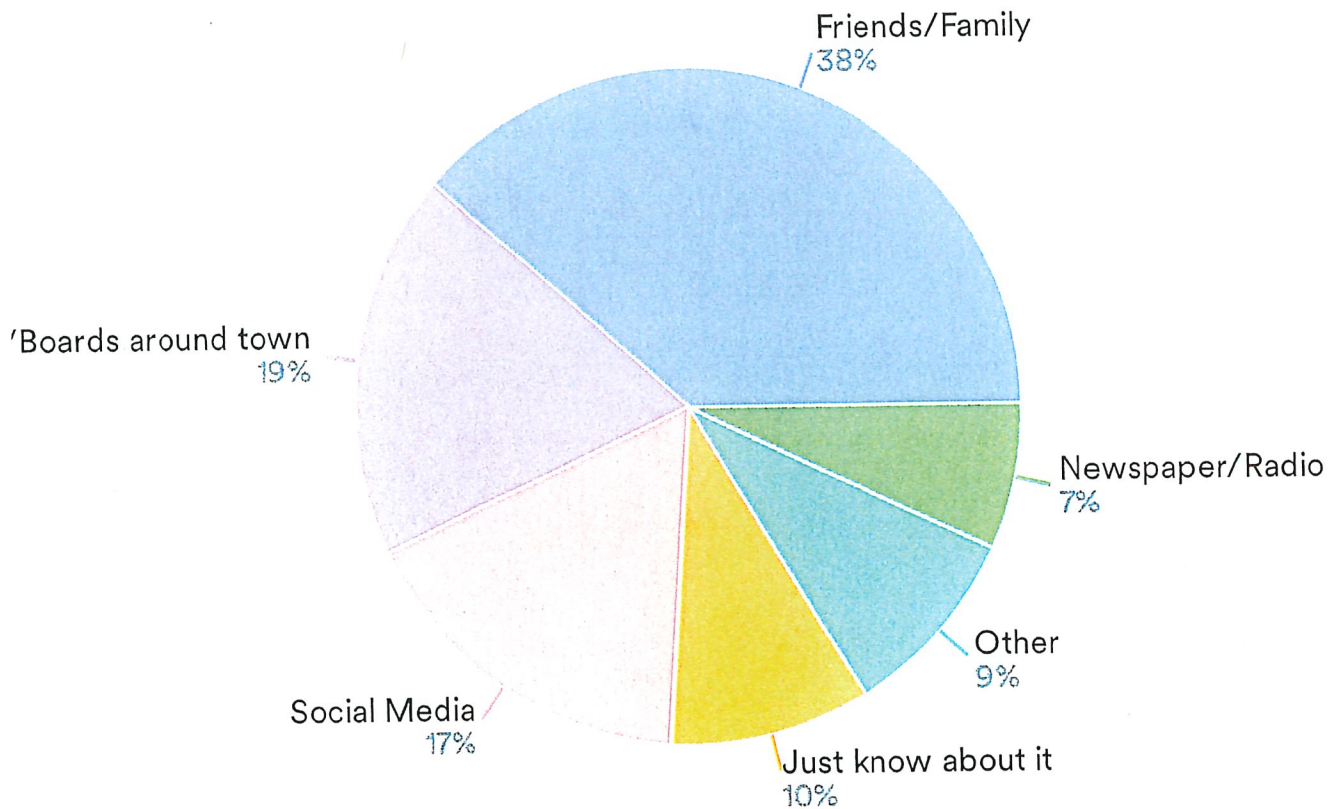
How many times have you been to La Fete de Marquette?



And they often tell their friends about it.

40% of survey-takers said they heard about the event from friends/family. And 56% of first-time attendees learned about the event through friends/family.

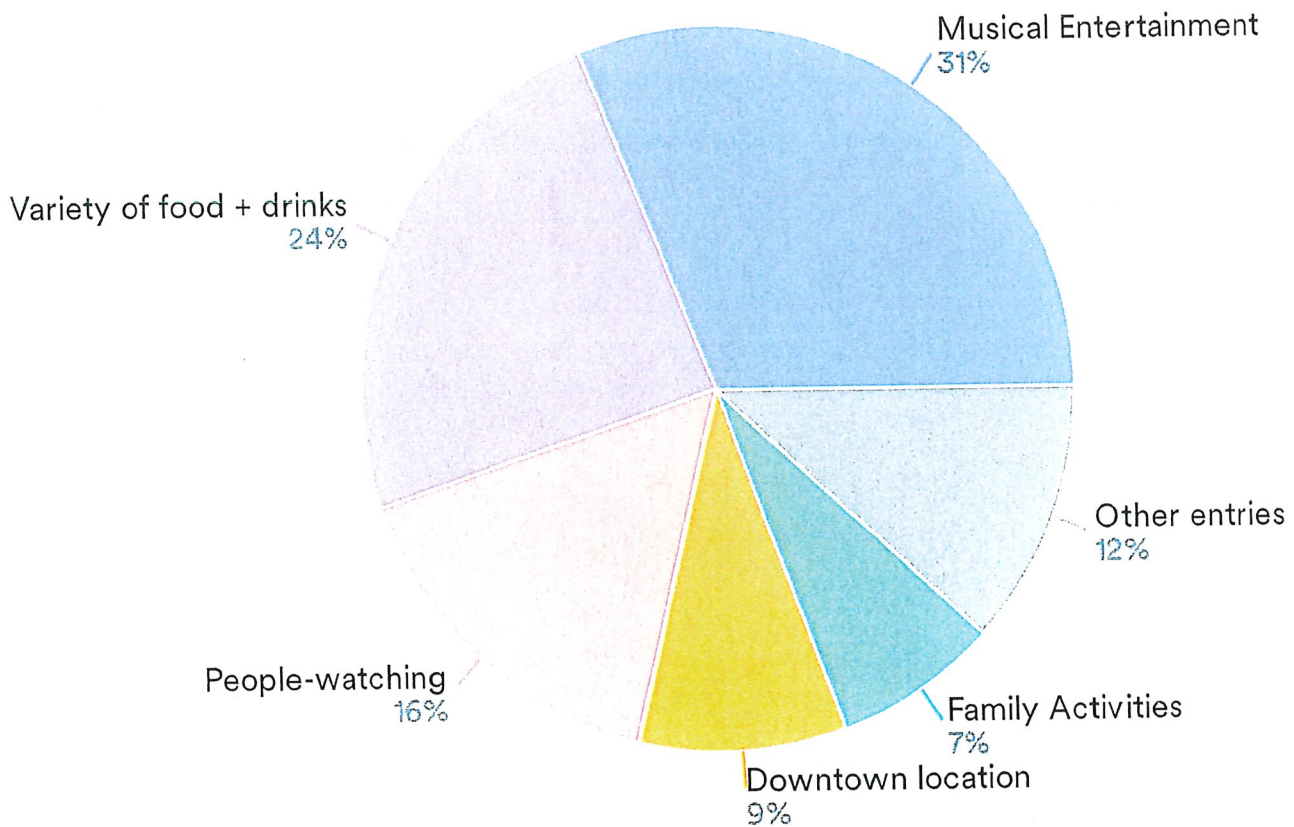
How did you hear about the Fete?



People come to the Fete de Marquette for more than a free concert.

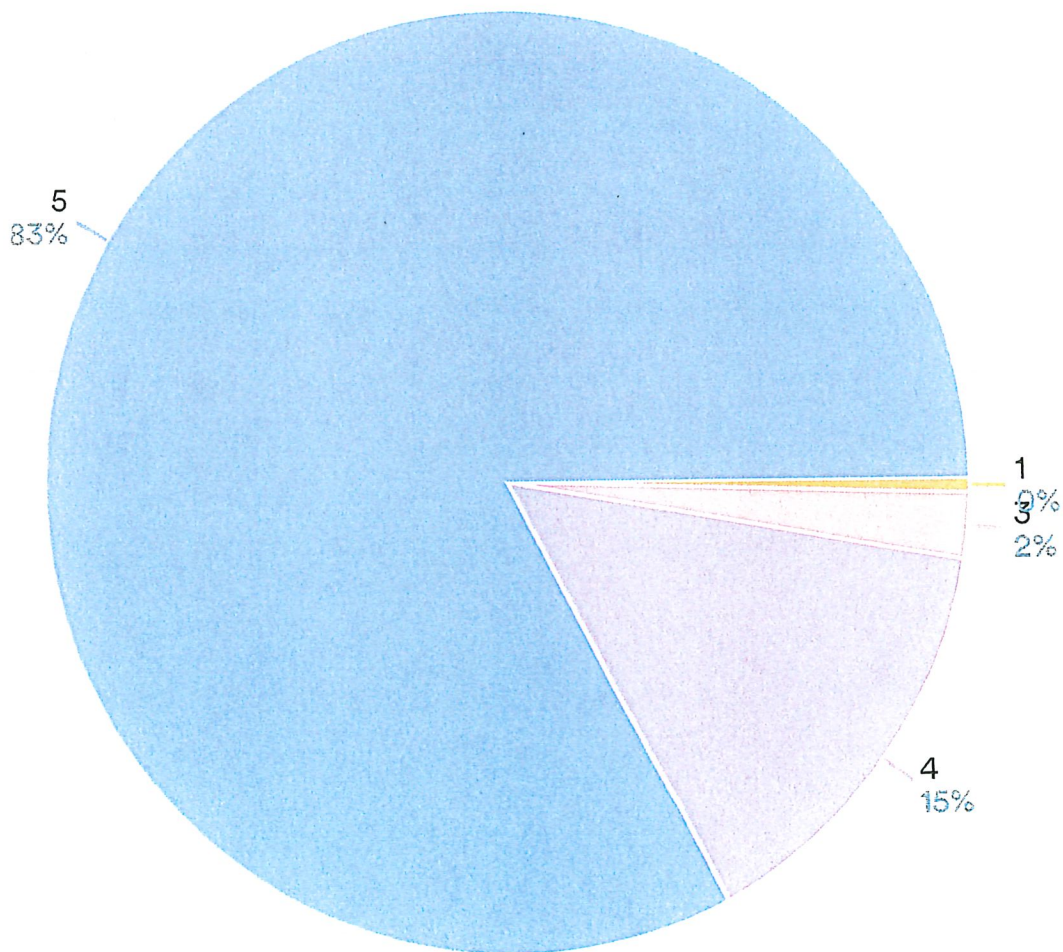
They come for the food + marketplace vendors and to spend time with their families and communities.

Of the following, what is your primary reason for attending La Fete de Marquette? Feel free to say more than one reason.



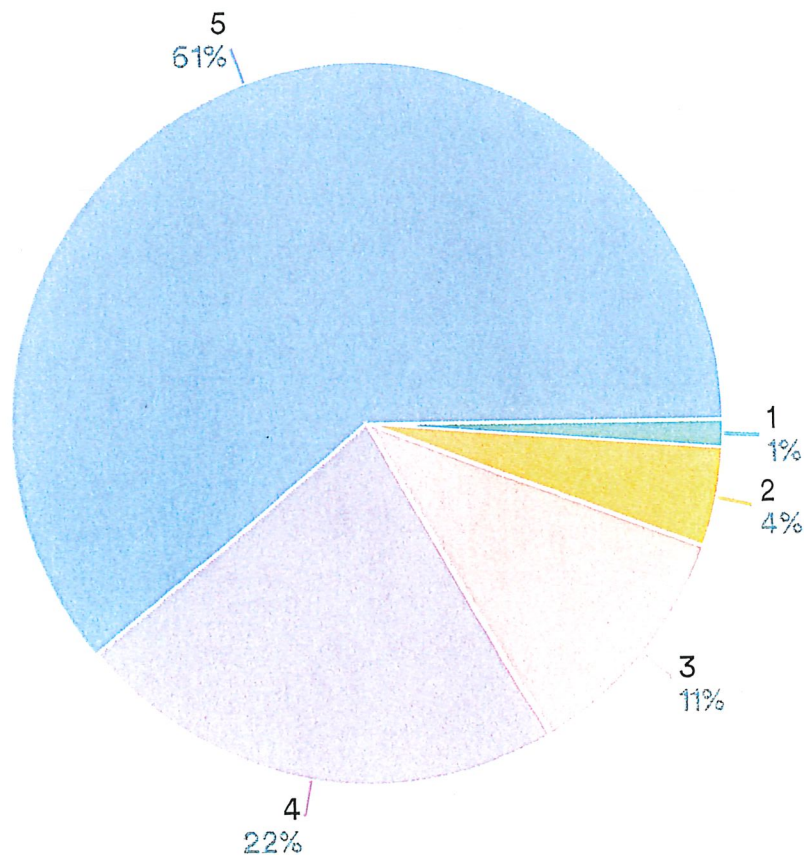
Over 95% of survey-takers **strongly agree** or **agree** that events like Fete de Marquette help build a greater sense of community pride.

"Events like Fete de Marquette are more than an opportunity to listen to music, they also help build a greater sense of community pride"



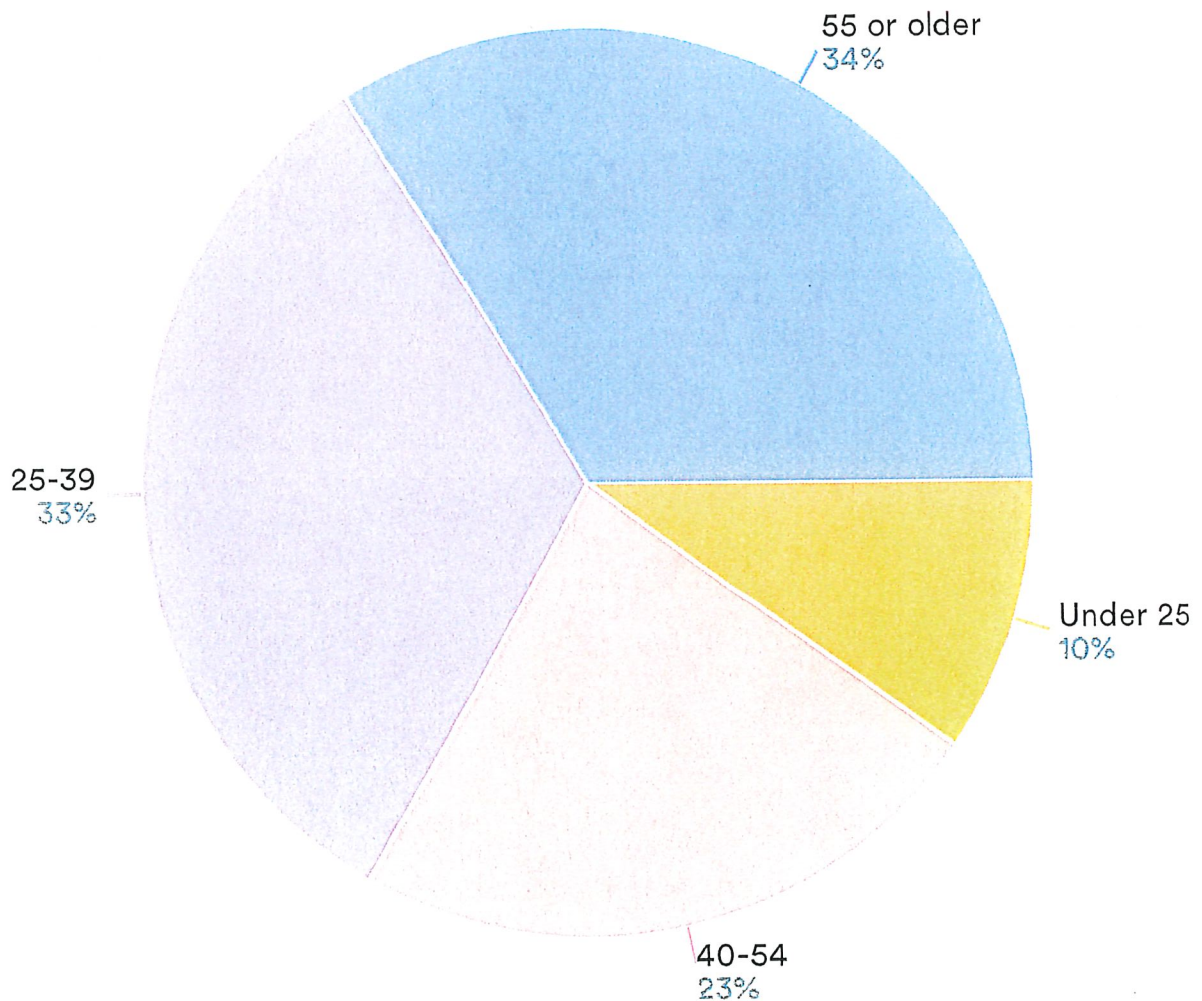
Over 80% of survey-takers **strongly agree** or **agree** that events like Fete de Marquette are as important to building community as great schools, great transportation, and other community services.

"I believe that events like La Fete de Marquette are as important to building community as great schools, great transportation, and other community services."



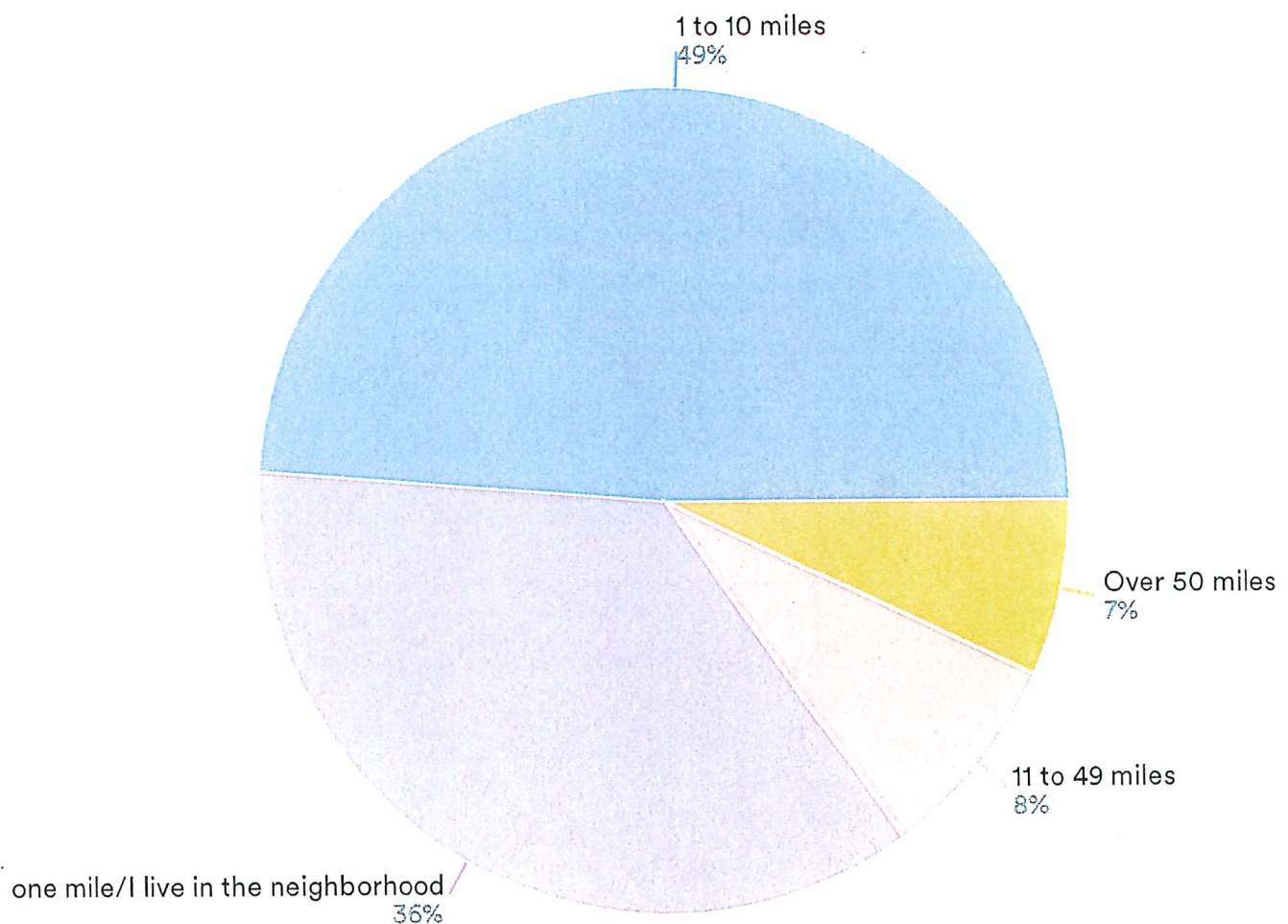
Fete is multi-generational, with many people bringing their family to the festivities.

How old are you?



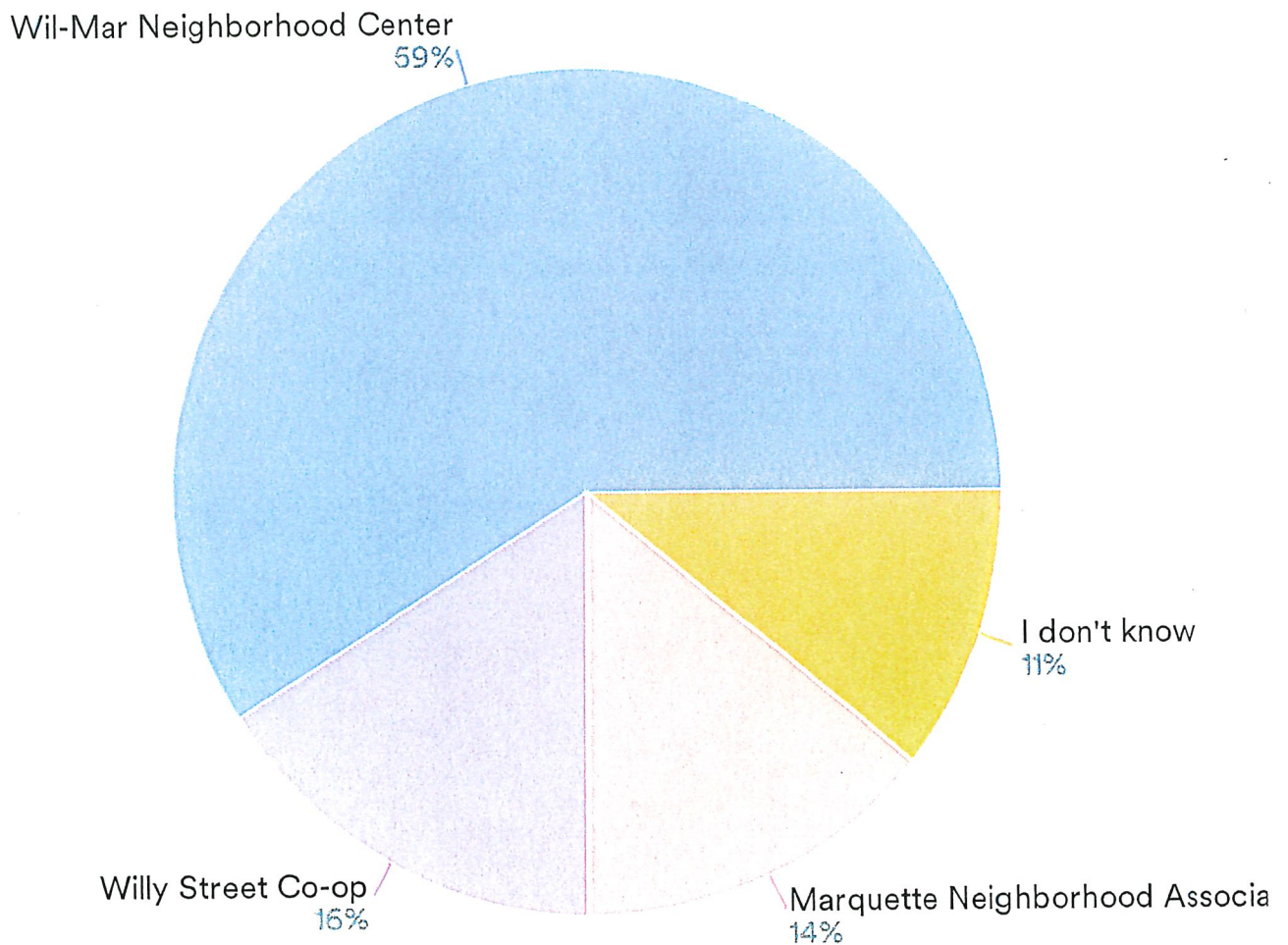
Fete draws people from around the city, while also still connecting with our direct neighbors. 36% reported that they live in the neighborhood, with 50% of survey-takers traveling 1-10 miles to attend the event.

How far did you travel to attend La Fete de Marquette?



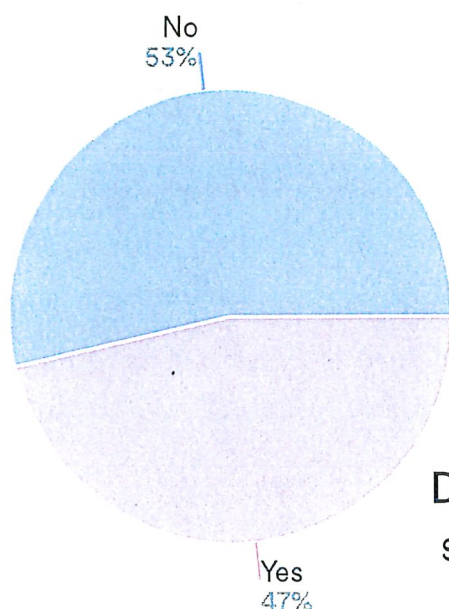
Survey-takers did often associate the Wil-Mar Neighborhood Center with the event. For 60% of respondents, Wil-Mar was marked as one of the hosts of Fete.

To the best of your knowledge, who hosts La Fete de Marquette?

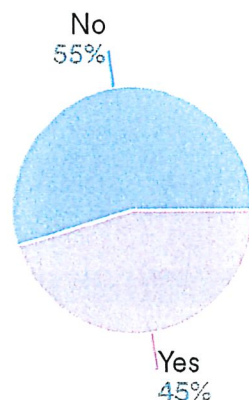


Around half of survey-takers, however, had not used the center or known about our services.

Have you ever used the center, or attended an event at the center?



Did you know we offer the following services: sliding scale room rentals, fitness and dance classes, community meals, a food pantry, and year-round youth programming?



People generally love the event! Some standout comments:

"We ran into many people we know from the neighborhood. Love the commitment to local beer. Saw music that we wouldn't necessarily be exposed to outside of the festival."

"Loved it! This was my first year at the Fete and my first year in Madison. It was truly great with awesome community and neighborhood vibe."

"I've been attending this event for years- a staple of Madison!"

"The music, including the new stage. The new stage seemed to help spread people out a little better at the peak evening hours. The beer tents were really well staffed and thus the lines moved super days even at the busiest times."

"The festivals are one of the reasons I chose to live here!"

"We love getting together with friends and family at the Fete! Along with the great music, food and beverages it's always a great time which we sorely missed during the pandemic. I personally loved the French wine."

"Everything was awesome- first time coming and loved it. Definitely will be back/ loved the variety of local vendors, the gift card spin wheel was amazing."