



# STOCKTON PRIDE FESTIVAL 2017

## Evaluation / Feedback Survey

On August 26, 2017, the San Joaquin Pride Center (SJPC) held their 6<sup>th</sup> annual Stockton Pride Festival at Weber’s Point in Stockton, California. The family friendly festival comprised of an array of vendor and non-profit booths, food trucks, and entertainment including local music and drag shows.

During the festival, San Joaquin Community Data Co-Op and SJPC surveyed attendees to gather their insights on the festival, the Pride Center, and questions on what they believe can increase support and acceptance of the LGBT+ community.

There were a total of ninety-nine (99) festival-goers that completed the survey. Table 1 details the demographics of the respondents which include ethnicity, gender identity, and how they identify.

When asked how they heard about the Pride Festival, nearly thirty percent (28.2%) stated “word of mouth,” a quarter (25.6%) noted “I have attended before,” 16.2% heard through Facebook, and 19.7% noted “other” (Table 2). Forty percent (40.0%) of the participants said they had been to the Stockton Pride Festival before while 60.0% noted they had not (Figure 1).

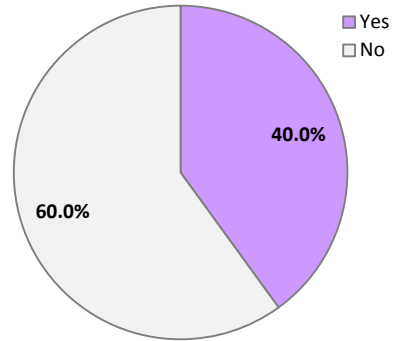
**Table 1. Participant Demographics**

DEMOGRAPHICS	Count	N	%
<b>Ethnicity</b>			
American Indian or Alaska Native	3	98	3.1%
Asian	3	98	3.1%
Black or African American	12	98	12.2%
Hispanic or Latinx	31	98	31.6%
Pacific Islander or Native Hawaiian	0	98	0.0%
White	34	98	34.7%
More than one	12	98	12.2%
Other	3	98	3.1%
<b>Gender Identity</b>			
Female	65	99	65.7%
Transgender Female	1	99	1.0%
Male	29	99	29.3%
Transgender Male	1	99	1.0%
Gender Non-Conforming	1	99	1.0%
Other	2	99	2.0%
<b>How Do You Identify?</b>			
Lesbian/Gay	38	98	38.8%
Pansexual	0	98	0.0%
Straight	39	98	39.8%
Queer	2	98	2.0%
Bisexual	4	98	4.1%
Questioning	1	98	1.0%
Asexual	0	98	0.0%
Other	14	98	14.3%

**Table 2. Please tell us how you heard about the Stockton Pride Festival (Mark all that apply)**

	Count	N	%
Word of mouth	33	117	28.2%
I have attended before	30	117	25.6%
Facebook	19	117	16.2%
SJ Pride Center Website	5	117	4.3%
Radio	3	117	2.6%
Instagram	2	117	1.7%
Newspaper	2	117	1.7%
Other	23	117	19.7%

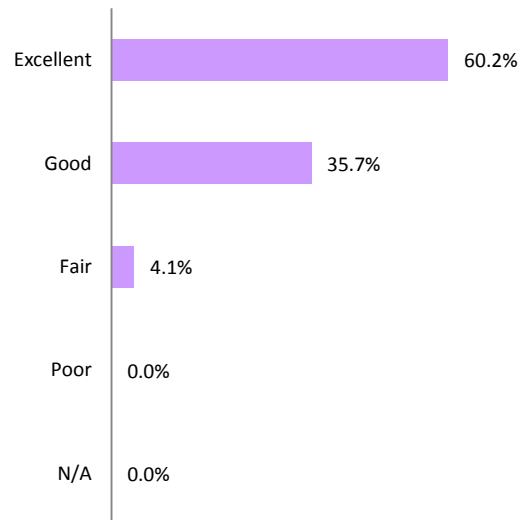
**Figure 1. Have you been to the Stockton Pride Festival before? (N=90)**



Survey participants were asked to rate different aspects of the festival such as the location of the event, the entertainment, food vendors, and entrance fee. Table 3 details that the majority of participants believed that (when applicable) the different aspects of the festival were either “excellent” or “good.”

Participants were also asked to rate the festival overall in which 60.2% stated “excellent,” 35.7% noted “good,” and 4.1% rated the festival “fair” (Figure 2).

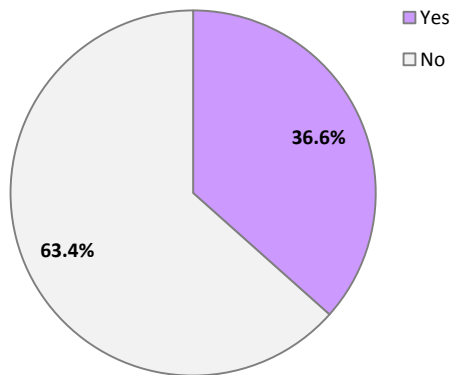
**Figure 2. How would you rate the Festival overall? (N=98)**



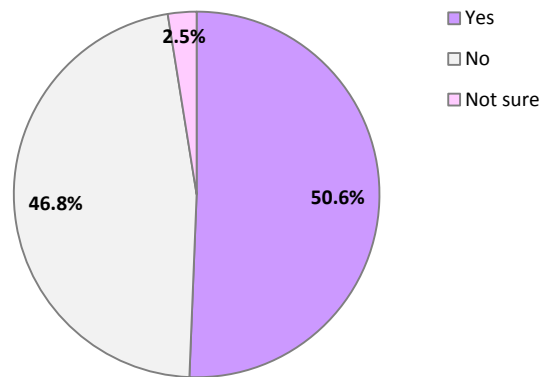
**Table 3. Festival Ratings**

	N	Excellent	Good	Fair	Poor	N/A
Location of Event	96	77.1%	18.8%	2.1%	1.0%	1.0%
Family Friendly Atmosphere	97	82.5%	15.5%	2.1%	0.0%	0.0%
Entertainment	95	51.6%	25.3%	13.7%	3.2%	6.3%
Drag Show	86	47.7%	8.1%	4.7%	1.2%	38.4%
Food Vendors	94	44.7%	31.9%	16.0%	3.2%	4.3%
Beer Garden	91	37.4%	22.0%	5.5%	2.2%	33.0%
Retail and Non-Profit Vendors	97	68.0%	24.7%	5.2%	2.1%	0.0%
Entrance Fee	96	70.8%	9.4%	5.2%	2.1%	12.5%

**Figure 3. Have you visited the SJPC in Stockton?  
(N=82)**



**Figure 4. Are you aware of the services that the SJPC offers?  
(N=79)**



Respondents were asked if they had ever visited the SJPC at North Sutter Street in Stockton. Over six in ten (63.4%) noted they had not, while 36.6% noted they had. They were also asked if they were aware of the services SJPC offers in which half (50.6%) said “yes,” 46.8% said “no” and 2.5% were “not sure.”

Survey respondents were then asked a series of open-ended questions regarding increasing support and acceptance for the LGBT+ community. The following details the responses of these questions:

*What stands out as key needs or services for the LGBT+ community in San Joaquin County?*

- Services/Resources (9)
  - Health care/medical care
  - Mental health services
  - More recovery, Alcoholics Anonymous, etc.
  - Spiritual services needed
  - Promotion of services
  - More resources
- Youth/Youth services (9)
  - Empowering youth
  - More teen outreach
  - Support for youth LGBT+ (homeless, runaway, “throwaway” youth)
- Acceptance (5)
  - Promoting acceptance
  - Acceptance by other people in the city
  - People should understand and accept
- Events (3)
  - More events outside Stockton
  - More pride themed or pride friendly events
- Community (2)
  - Entertainment-Hispanic community
- Outreach/Awareness (2)
  - More awareness in schools
  - More publicity. No one knows that Stockton has an LGBT community
- Other (13)
  - Education. Safety.
  - Everybody treated the same
  - Everything
  - I’m not sure

- Meet others like me and being more open
- Money for programs
- More love
- Name/gender change, in school issues/bullying
- Representation
- The party
- Tolerance

- We need a youth ministry
- “Youth [have] a place to gain [confidence] and learn about being an active member of society.”

*What stands out as key needs or services for parents/guardians of LGBT+ youth in San Joaquin County?*

- Acceptance (4)
  - Be more [accepting] of their child and friends
  - Inform parents to accept their children for who they are
  - “IDK (I don’t know) my mom doesn’t accept me.”
- Education (3)
  - More education for parents
- Support (3)
  - Support groups (creative healing, talk) for parents of newly out youth
  - “I’m [here] to support my daughter.”
- Other (11)
  - Counseling and intervention; crisis hotline
  - Information on anti-bullying strategies, partnerships with schools
  - Mentoring
  - Not sure
  - More information on Facebook page on youth services/activities
  - Providing as many services as necessary

*What do schools need to do to increase their support of LGBT+ students?*

- Education (7)
  - Adult education
  - Education about LGBT+
  - Help educate parents and school staff
  - LGBTQ class
  - Education on how educators and administrators can create safe classroom zones
- GSA – Gay-Straight Alliance (6)
  - More GSA clubs
  - “My school doesn’t have GSA or gender neutral bathroom.”
- All/Everything (4)
- Anti-Bullying/Protection (3)
  - Try to prevent bullying, supportive environments
  - Making it safe for kids
- Teachers/Staff (3)
  - More committed teachers to the cause
  - Have more support staff and full-time liaison
  - Counseling - not all schools have full-time counselors
- Awareness (3)
  - Awareness training
  - Price Center awareness/ on-site pride group/center
- Pride events (2)
  - More on-campus pride events!

- Acceptance (2)
  - Be more [accepting] at events
  - “More acceptance!!”
- More friendly/Safe spaces (2)
- Other (12)
  - Teach love
  - History
  - “Let girls play all sports and guys can do what the girls do.”
  - Mentors for support
  - Bring speakers from Pride Center to students
  - Bathrooms
  - Funding
  - Offer LGBTQ specific programs
  - Increase knowledge and support for our youth
  - Unsure
- Visibility (2)
  - “Greater visibility that the community is strong.”
- Other (13)
  - Elect tolerate politicians
  - Keep coming up together and growing the culture and the community
  - Have more safe places for LGBTQ
  - Helping people
  - More classes or community involvement
  - A lot
  - Positive talks about all people being equal
  - Promotion of LGBT+ youth and publicize the need for programs
  - LGBTQ+ sponsorship programs to give our community more exposure
  - Talk and listen and come out! Just like Harvey Milk said.
  - I wish I knew
  - Not sure

*How can San Joaquin County increase acceptance of the LGBT+ community?*

- Events (8)
  - More events like this
- Acceptance and Support (6)
  - Be more [accepting] and open minded
  - Local government acceptance
  - More visible support
- Education (3)
  - Teach the country about our community
- Keep it up!/Great work! (3)
- Awareness (2)
- Expanding awareness
- Provide more information and awareness of gay/LGBT services
- Outreach (2)
  - Greater outreach and dialogue
  - More outreach with K-12 education

*Any other comments or feedback (i.e., ways to improve the Festival or suggestions for future festivals)?*

- Great! – Amazing! – Love (13)
  - “Excellent event overall. I live in Oakland and I prefer this Pride to SF Pride!”
  - Fantastic
  - “I love Pride.”
  - “I love all these people and all they stand for.”
- Entertainment/Music (6)
  - Enlist a comedian as part of your entertainment
  - I suggest two more music stages

- More bands
- More head liners
- Would be more family friendly if vendor music was edited (radio version)
- Different time of day/year (3)
  - “Do it later on in the day when it is cooler or offer more misters and shade.”
  - Have it during June
  - “Maybe have it later. This time of year it is still hot. If it went to 9 it would be awesome.”
- Food/Beverages (3)
  - More water stations
  - “Invite In-and-Out burger & Jamba Juice to bring their trucks and then donate a percentage back to the Pride Center.”
  - “Lots of people asked to buy soda.”
- Other (14)
  - “Do it more often!!”
  - Friendly atmosphere
  - “I like all the booths”
  - I wish it was still at Oak Grove
  - “Keep being gay & gr8 (great).”
  - “Love that we are bringing this to 209. More people should be educated on this.”
  - More tents
  - “Next time let people [know] there will be a fee or donation at gate. Thank you.”
  - “Restrooms were inadequate. Need more for a crowd this size.”
  - Vendor parking
  - This should happen every year
  - “Publicize before event to draw out larger crowd. Less political. Work together w/government. Highlight positives.”