

# Trikone Kulture Kulcha 2008 Survey

Krishna Savani  
Abhishek Sheetal

# Goals of the Survey

- Identify the demographic composition of major TriKone events
- Test whether TriKone brand name is “cool”
- Find out whether people know about TriKone magazine
- Explore whether people know the TriKone Board
- Identify what events and activities would get more community participation
- Find out what other ethnic groups people would like to be included in TriKone events

# Conclusion of the Survey

- Trikone is pretty cool!
- Need to attract more women
- More people might subscribe to magazine
- Board needs to interact more with people
- Under 30 party, hiking, activism, and seminars likely to be successes
- Collaborate more with Middle Eastern organizations, include more East Asians and Latinos

# Detailed Report

# KK Demographic Statistics 1

- Total surveys filled out 152
- Desis = 30%, non-desis = 50%, unreported = 20%
- Queer = 74%, Straight = 16%, unreported = 10%

**Conclusion:** KK did a pretty good job of attracting non-desis but failed to attract as many desis

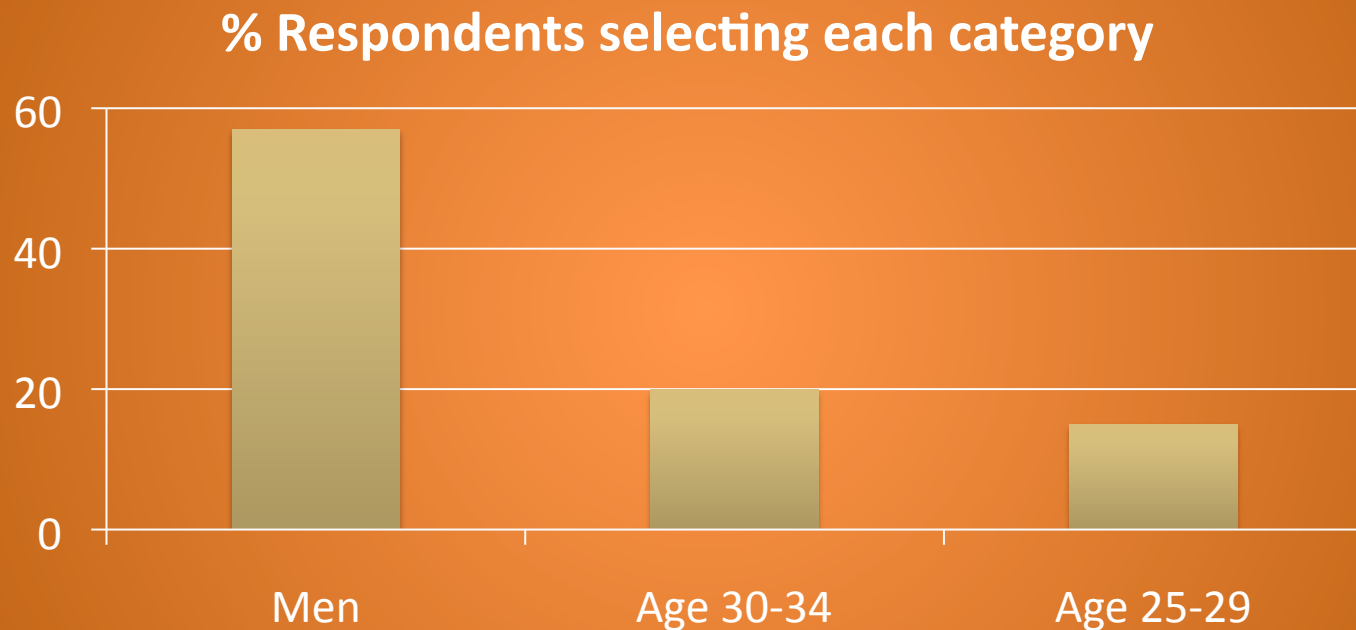
# KK Demographic Statistics 2

- Modal age group 30-34
- Female = 11%, Male = 23%, unreported = 66%
- Inferred Female = 29%, Male = 48%
- Only 8 desi women filled demographic info

## **Conclusion:**

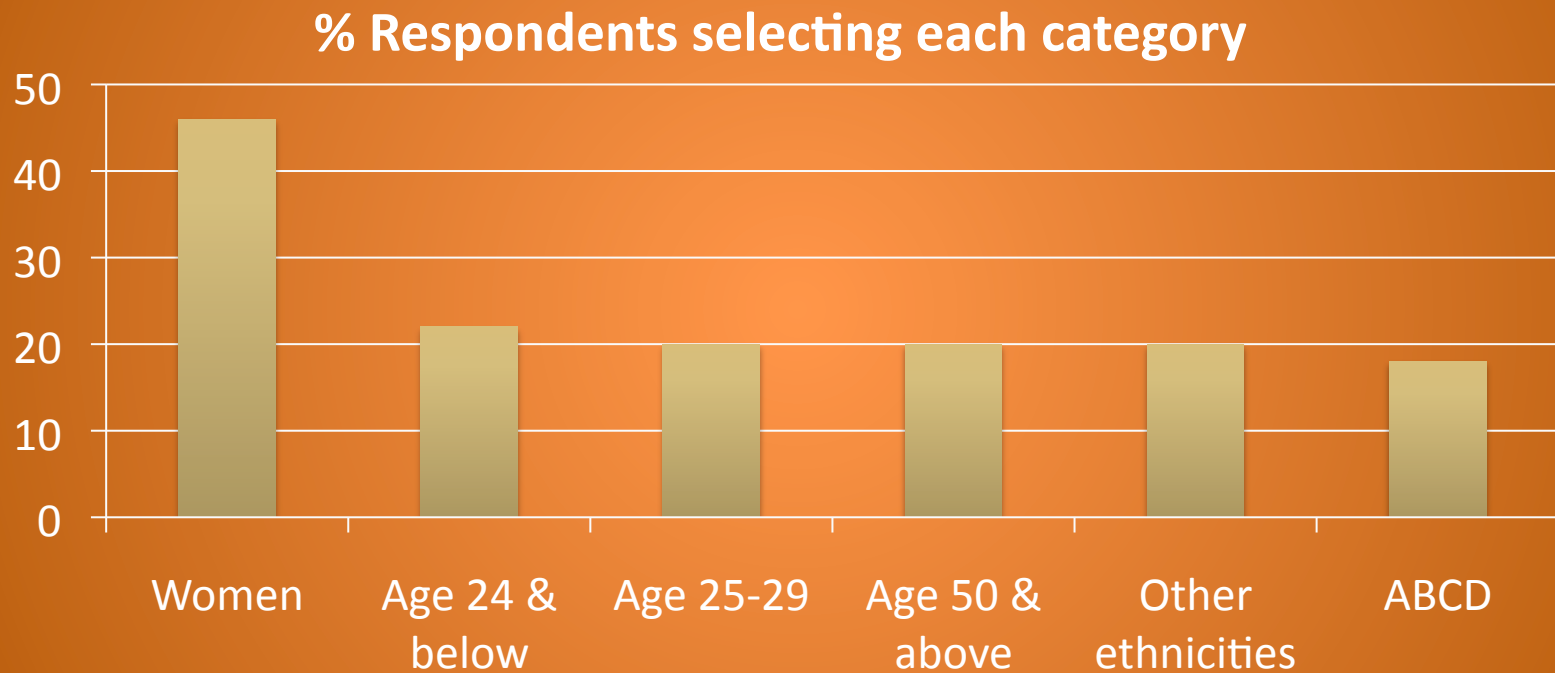
- Do not ask open ended “gender identity”
- Trikone needs to attract more women
- Need more data from desi women

# Who do you think is over-represented?



**Conclusion:** People think that men, especially between 25-34, are over-represented

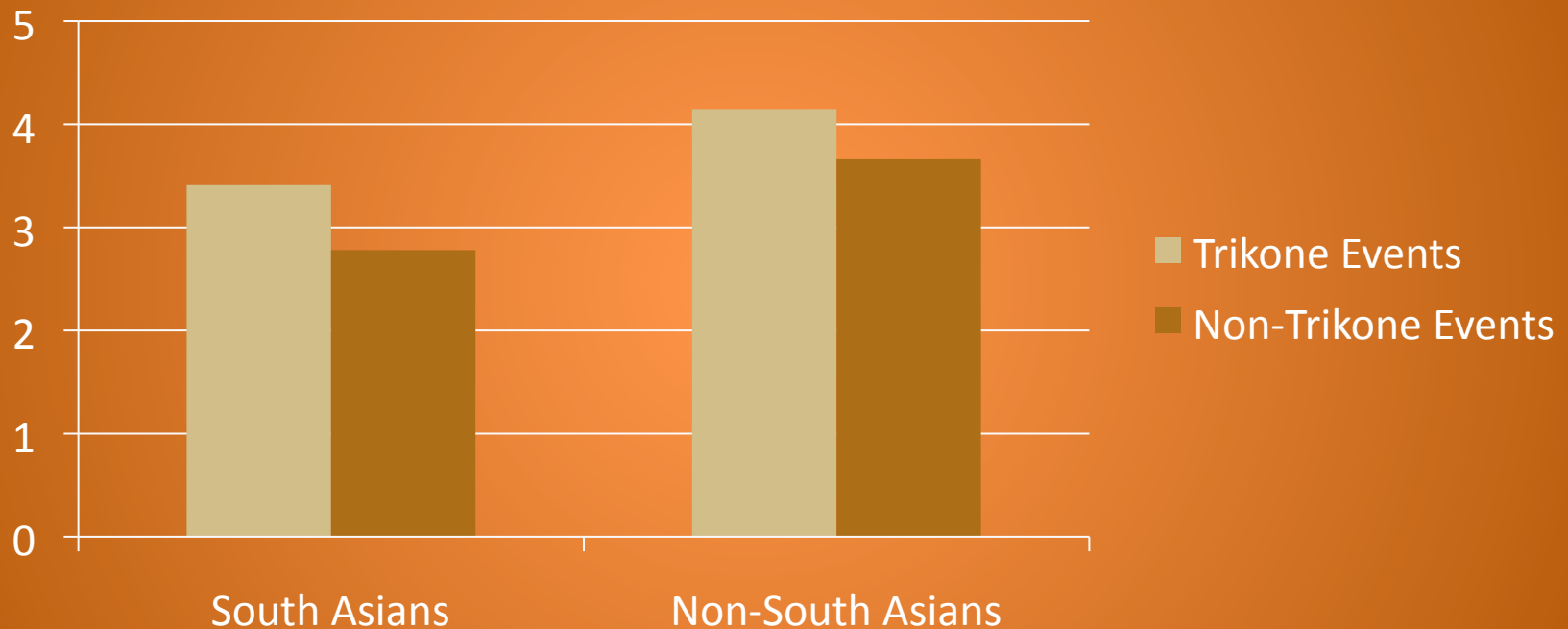
# Who do you think is under-represented



**Conclusion:** Need to attract more women, along with age groups below 30 and above 50

# Coolness Factor

How cool are Trikone vs. non-Trikone events? Scale 0 to 5



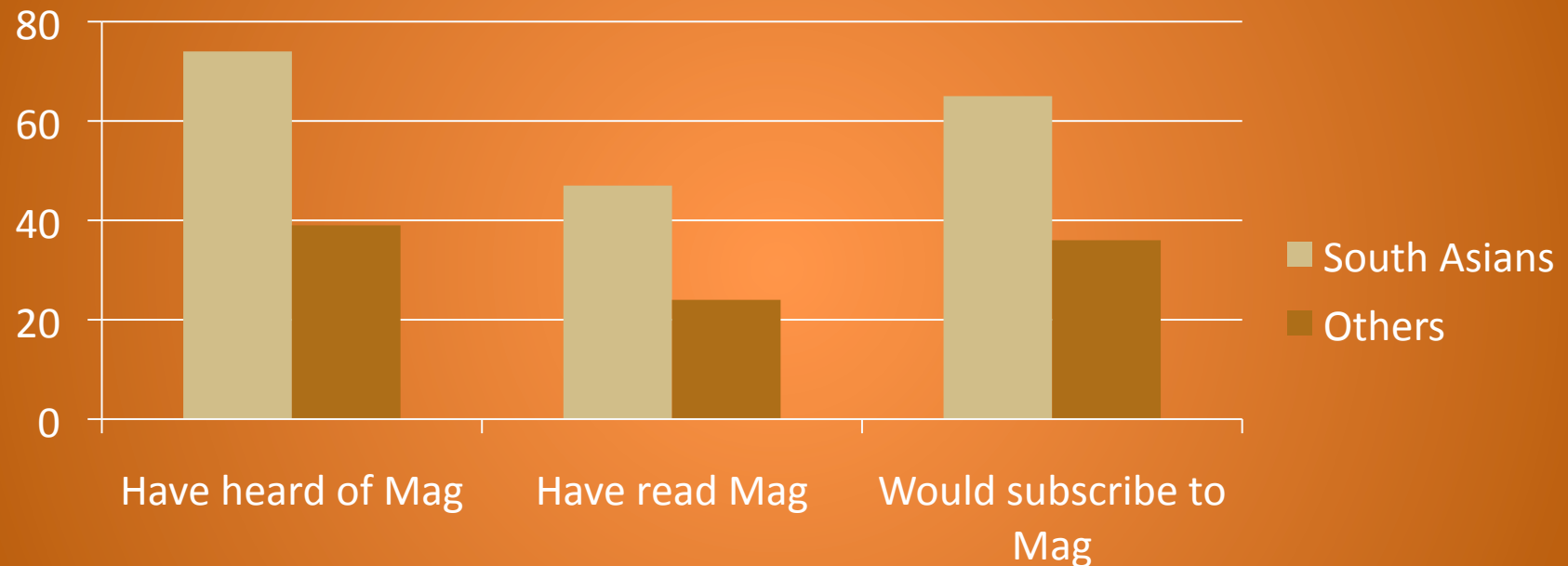
Trikone > Non-Trikone,  $p < 0.05$

Non-South Asians > South Asians,  $p < 0.005$

**Conclusion** : Gay events in general appeal less to desis vs. non-desis

# Magazine

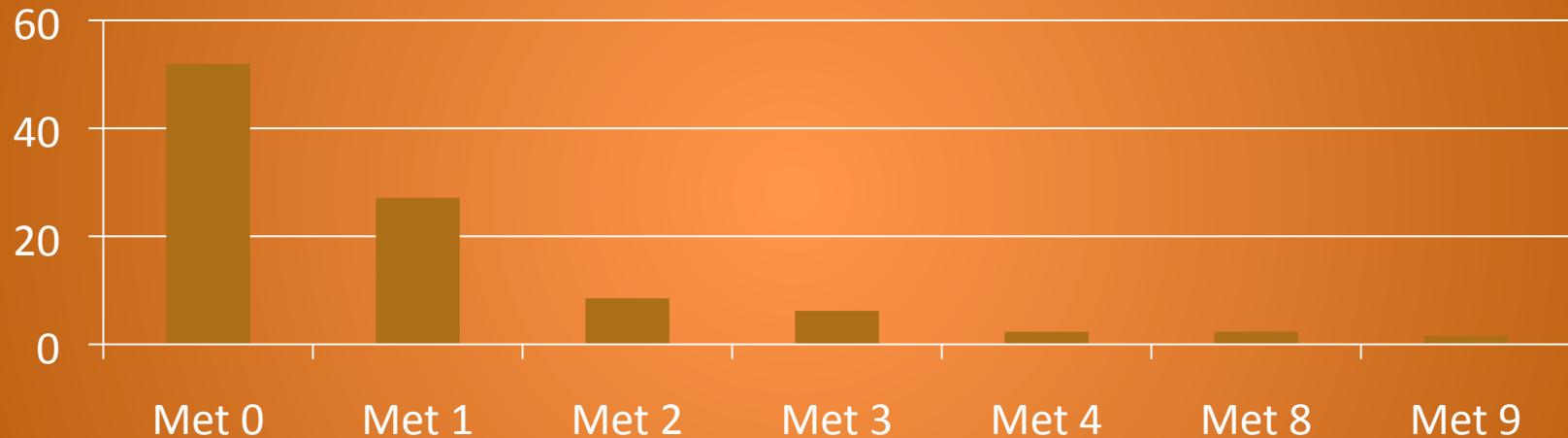
% Responding "Yes" to each question



**Conclusion:** Many people, both South Asians and others, are likely to subscribe to the magazine

# Presence of Board Members

How many board members have you met in 2008?  
% Respondents selecting each response



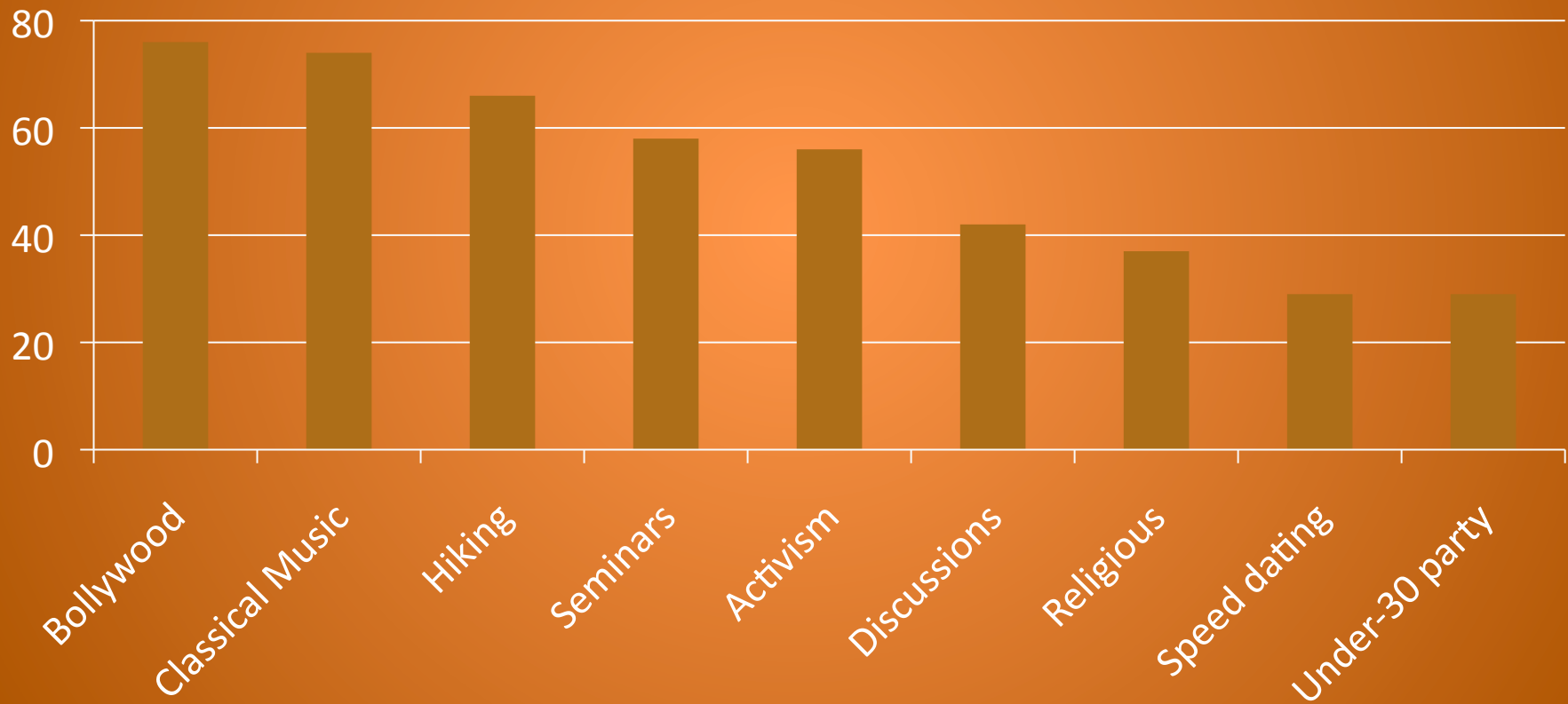
**Conclusion:** The board needs to identify themselves when interacting with people

# Cultural Events

- Number of cultural events South Asians say they will attend = 2.5
- Number of cultural events non-South Asians say they will attend = 2.2
- **Conclusion:** Trikone is likely to be successful with more than one Kulture Kulcha-like event every year.

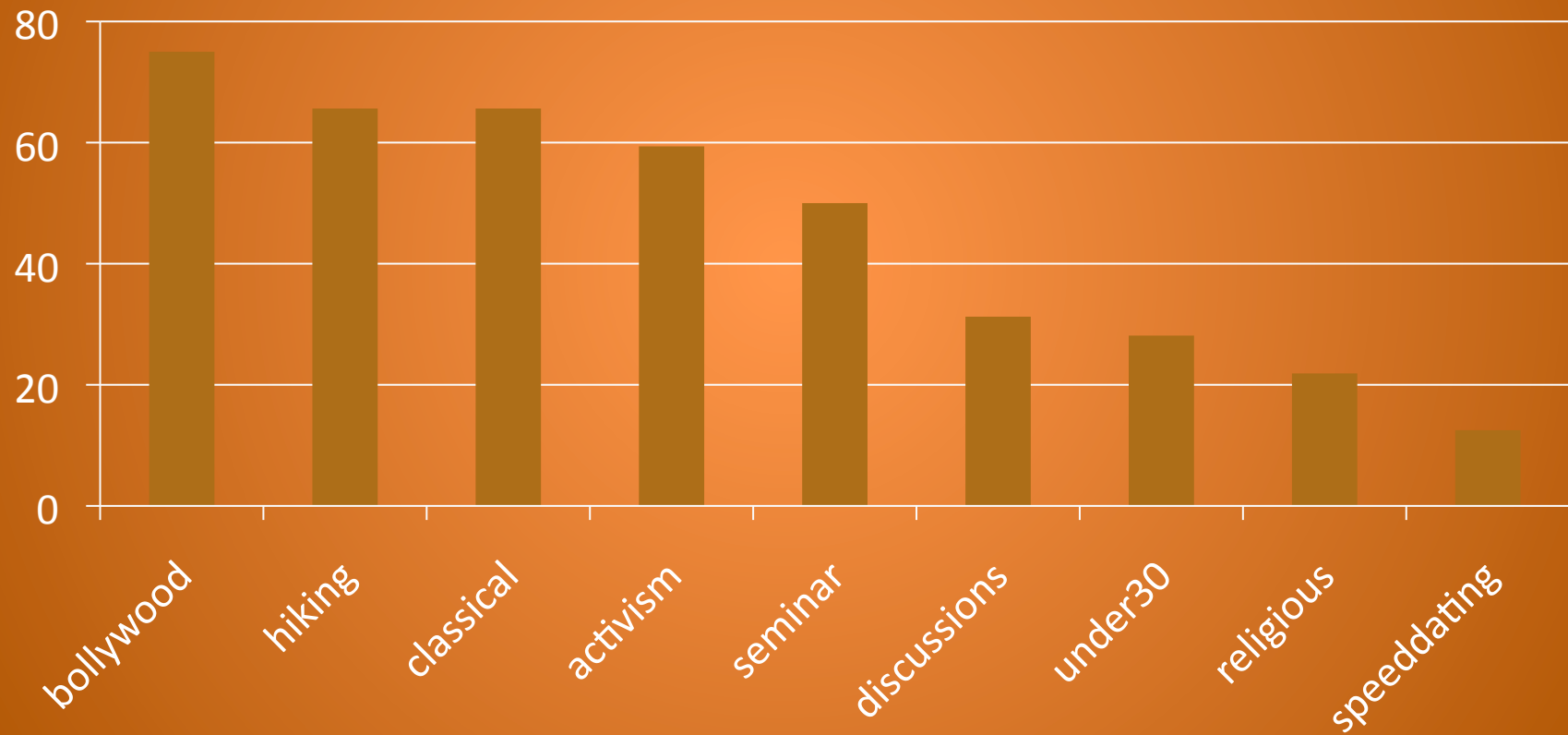
# Activities that all people want

% Respondents selecting each category



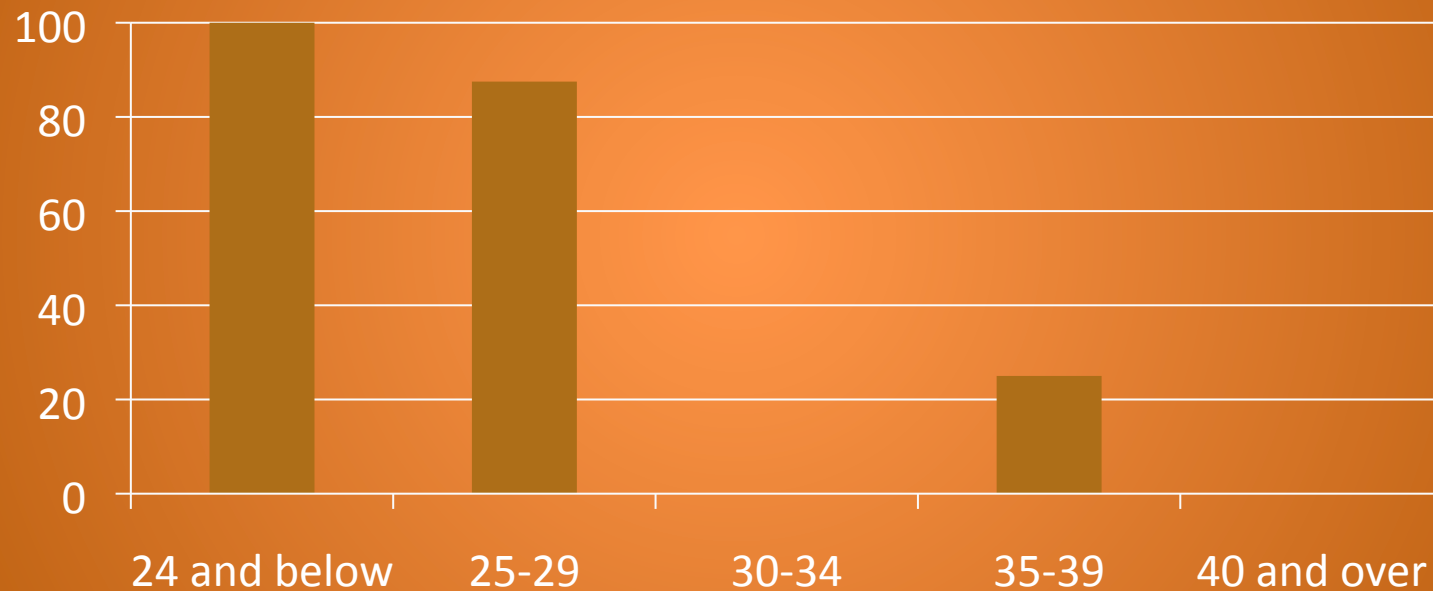
# What women want

% Women selecting each category (N = 8)



# Under 30 party : Who Wants It

% South Asians by age group wanting under-30 party



# Activities Conclusion 1

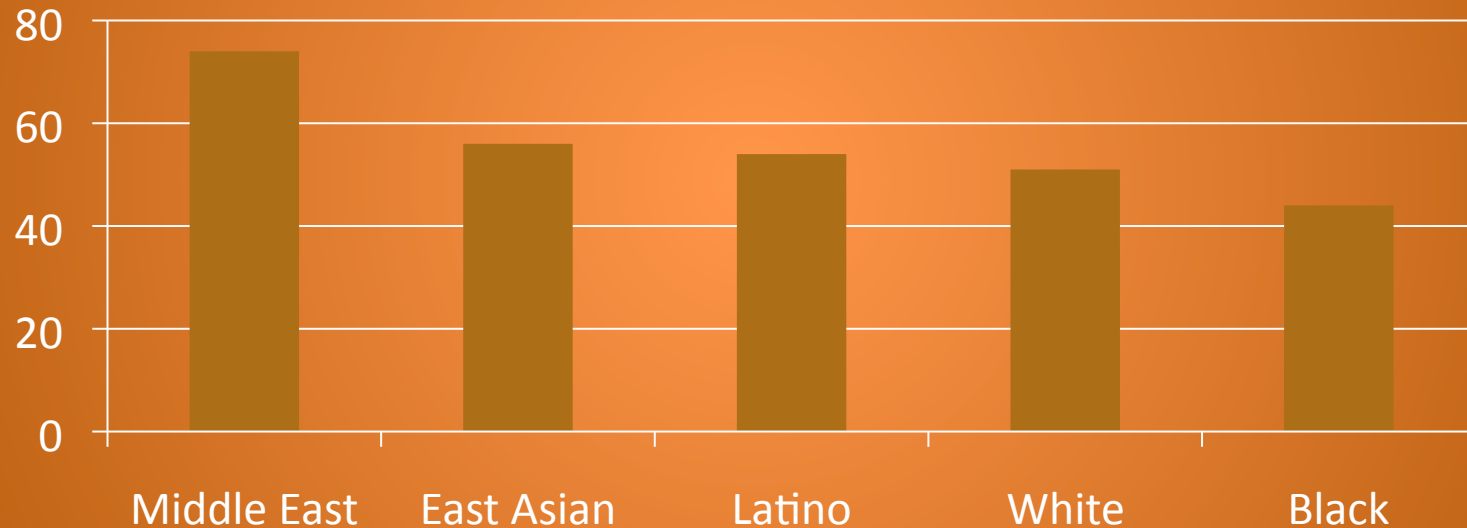
- Hiking will be a hit, Trikone should organize it!
- Political activism and seminars/workshops more popular than group discussions – will also attract more women
- Events with religious themes likely to flop
- Speed dating likely to be a complete flop
- Under 30 party will be a super-hit in that age group (provided 30+ do now show up 😊)

## Activities Conclusion 2

- Classical events positively correlate with age ( $p < 0.001$ ), i.e., as people get older they want more classical events.
- None of the current activities (apart from under 30 party) is negatively correlated with age, so need to find activities that particularly attract younger generation.

# Attraction Factor

Which other communities would you most like to be included in TriKone events?  
% South Asians selecting each category

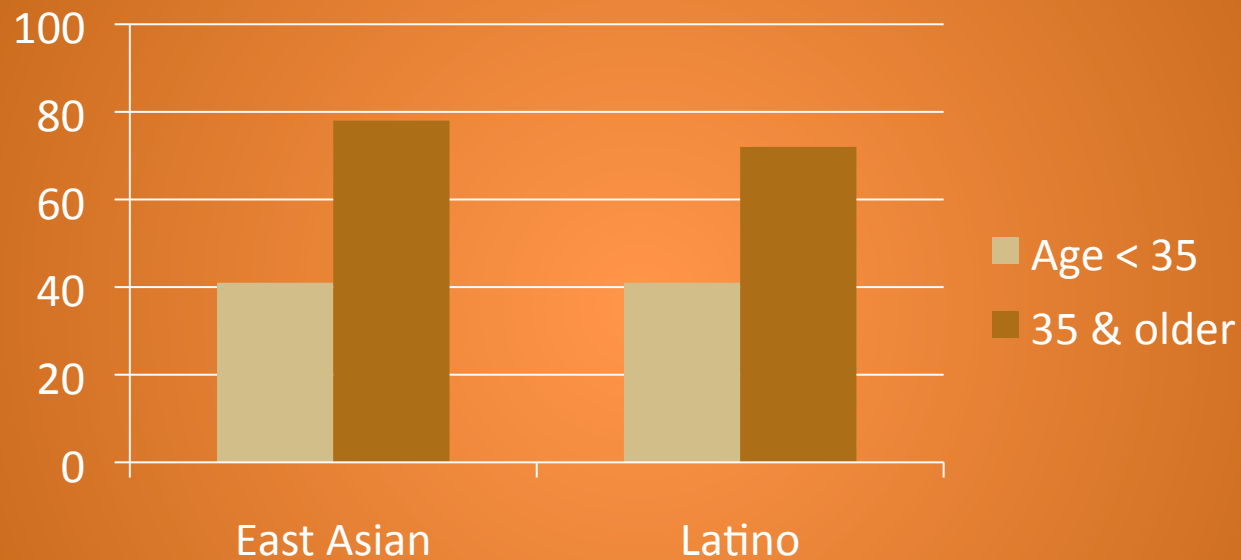


Middle > East Asians,  $p < 0.05$

**Conclusion:** Desis love Middle Easterners

# Attraction factor with age

% South Asians selecting each category



**Conclusion:** Older desis twice as likely to be attracted to East Asians and Latinos than younger desis.

# Conclusion of the Survey

- Trikone is pretty cool!
- Need to attract more women
- More people might subscribe to magazine
- Board needs to interact more with people
- Under 30 party, hiking, activism, and seminars likely to be successes
- Collaborate more with Middle Eastern organizations, include more East Asians and Latinos

# Thanks to ...

- The Trikone Board
- Kulture Kulcha planning committee
- Those who helped with *designing* survey
- Those who helped with *administering* survey
- Those who helped *enter the data*

For more information, contact:

- Krishna Savani at [savanik @ gmail . com](mailto:savanik@gmail.com)  
(Ph.D. Candidate at Stanford Psychology)