

Results “Nos Karnaval. Kon bo ta mir’e?” Poll 2025



This report presents the findings of a comprehensive poll conducted during the Tumba Festival at the Festival Center. Our research aimed to capture public sentiment surrounding the festival and related topics. Data collection took place over the four nights of the festival, utilizing both in-person surveys at the Festival Center and online platforms to maximize reach. Festival attendees were directly surveyed on-site, while a supplementary online poll was made available through the organization's dedicated application and shared via the CBS Facebook page.

Introduction

This report presents the findings of a poll conducted during the Tumba Festival at the Festival Center. Our research aimed to capture public sentiment surrounding the festival and related topics. Data collection took place over the four nights of the festival, utilizing both in-person surveys at the Festival Center and online platforms to maximize reach. Festival attendees were directly surveyed on-site, while a supplementary online poll was made available through the organization's dedicated application and shared via the CBS Facebook page. In total, we collected 822 surveys, providing a robust dataset for analysis. The breakdown of these responses is as follows: 731 surveys were completed in person at the Festival Center, 24 responses were gathered through the AMAK application, and 67 surveys were submitted via the online link on the CBS Facebook page. With a total attendance of 7,743 visitors at the Tumba Festival, our survey captured approximately 10.6% of the attendees' perspectives, offering a representative sample of the overall festival experience.

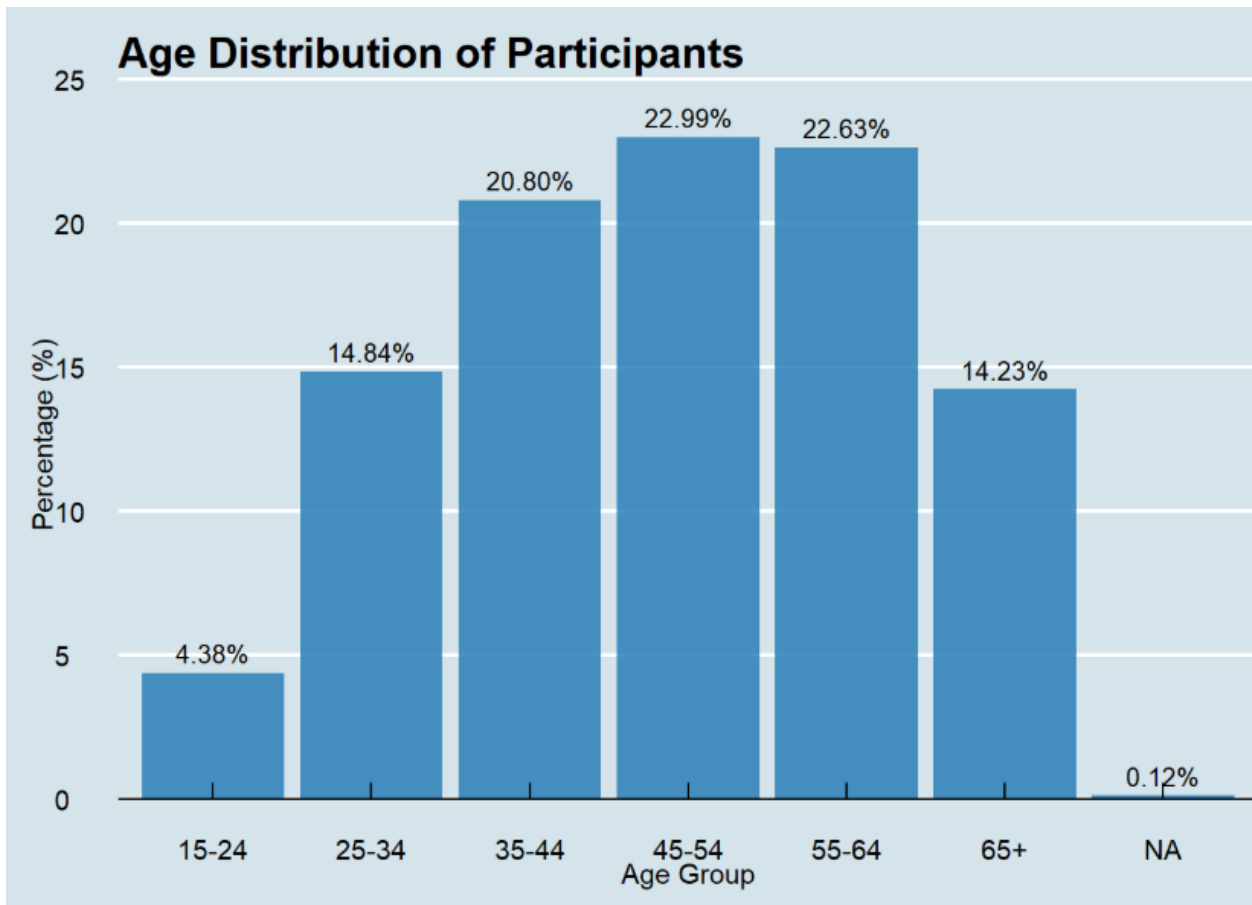
Gender, Age and Geographical distribution

Gender Distribution of Participants

Gender	Count	Percentage (%)
Male	374	45.5
Female	448	54.5
Total	822	100.0

A key demographic insight revealed in our initial analysis is the gender distribution of survey participants. As illustrated in the accompanying table, the majority of respondents were female (54.5%), while male respondents comprised 45.5% of the total. This near-even split in gender representation suggests that our survey effectively reached a diverse cross-section of the festival's attendees, providing a balanced perspective on the topics explored.

The following sections detail the results of this poll, offering insights into the opinions and experiences of those who participated.



Turning now to the age demographics of our participants, the data reveals a broad range of ages represented, spanning from 15 to 93 years old. As shown in the accompanying graph and summary statistics, the average (mean) age of respondents was 48.2 years, with a median age of 49, indicating a relatively balanced distribution around this central point.

Notably, the largest participation came from the 35-44, 45-54 and 55-64 age groups, comprising 66.5% of respondents respectively, suggesting a strong engagement from middle-aged attendees. While representation from younger age groups (15-24 and 25-34) was comparatively lower, with 19.22% of the participants respectively, the data still captures a valuable perspective across a wide age spectrum. A small number of responses (0.12%) fell into the "NA" category for undisclosed age.

Beyond demographic factors like gender and age, understanding the geographic distribution of our respondents provides further context to the survey results. As detailed in the table below, the overwhelming majority of participants (88.4%) reside in Curaçao, which is unsurprising given the festival's location. Respondents from the Netherlands constituted the second largest group (8.3%), followed by Bonaire (2.1%). Smaller representations of various other countries highlight that the festival attracts some international visitors, though the primary audience is clearly local to Curaçao.

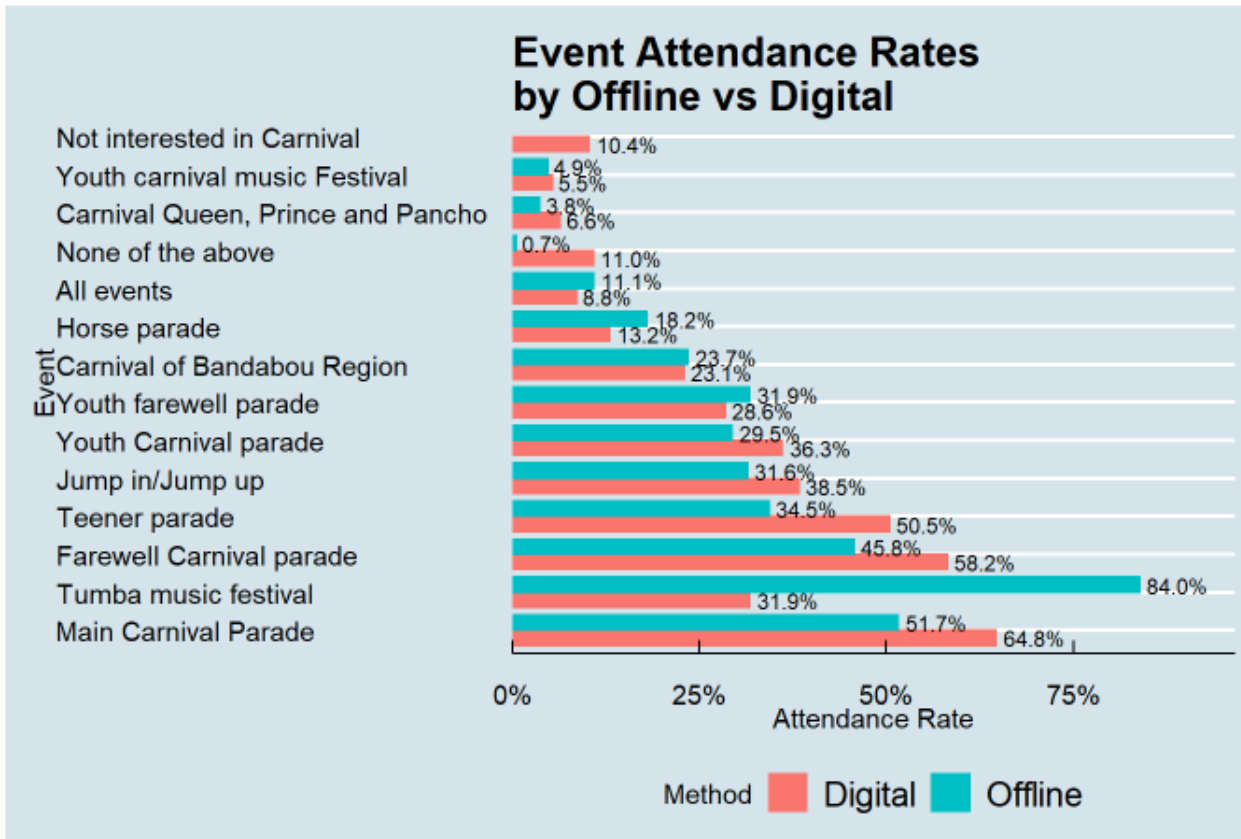
Country of Residence

Country_grouped	n	Percentage
Curaçao	727	88.4
Nederland	68	8.3
Bonaire	17	2.1
Aruba	5	0.6
Other	5	0.6

Events participants will attend during Carnaval season.

Regarding event attendance, the Tumba Festival emerged as the most popular, with a attendance rate of 84.0% amongst the offline (in-person) participants. Given that this poll was conducted at the Tumba Festival, it is expected that a high proportion of respondents would indicate their attendance or planned attendance at this specific event. The Main Carnaval Parade also demonstrated strong interest, with an attendance rate of 64.8% amongst offline-participants and 51.7% amongst digital (online) participants. Following these flagship events, the Farewell Carnaval Parade drew an attendance rate between offline and digital participants of 58.2% and 45.8% respectively. Other events with notable attendance included the Teener Parade at 50.5%, the Jump in/Jump up at 38.5%, the Youth Carnaval Parade at 29.5%, and the Carnaval of Bandabou Region at 28.6%. It's important to note that these figures represent both the offline and digital participation, reflecting the diverse ways individuals engage with Carnaval events.

A small fraction of participants planned to attend all events around 11% between the two participants type, while 10.4% of digital-participants expressed to having no interest in Carnaval. The detailed breakdown of offline and digital attendance for each event provides valuable insights into how individuals choose to experience and participate in the various Carnaval festivities.

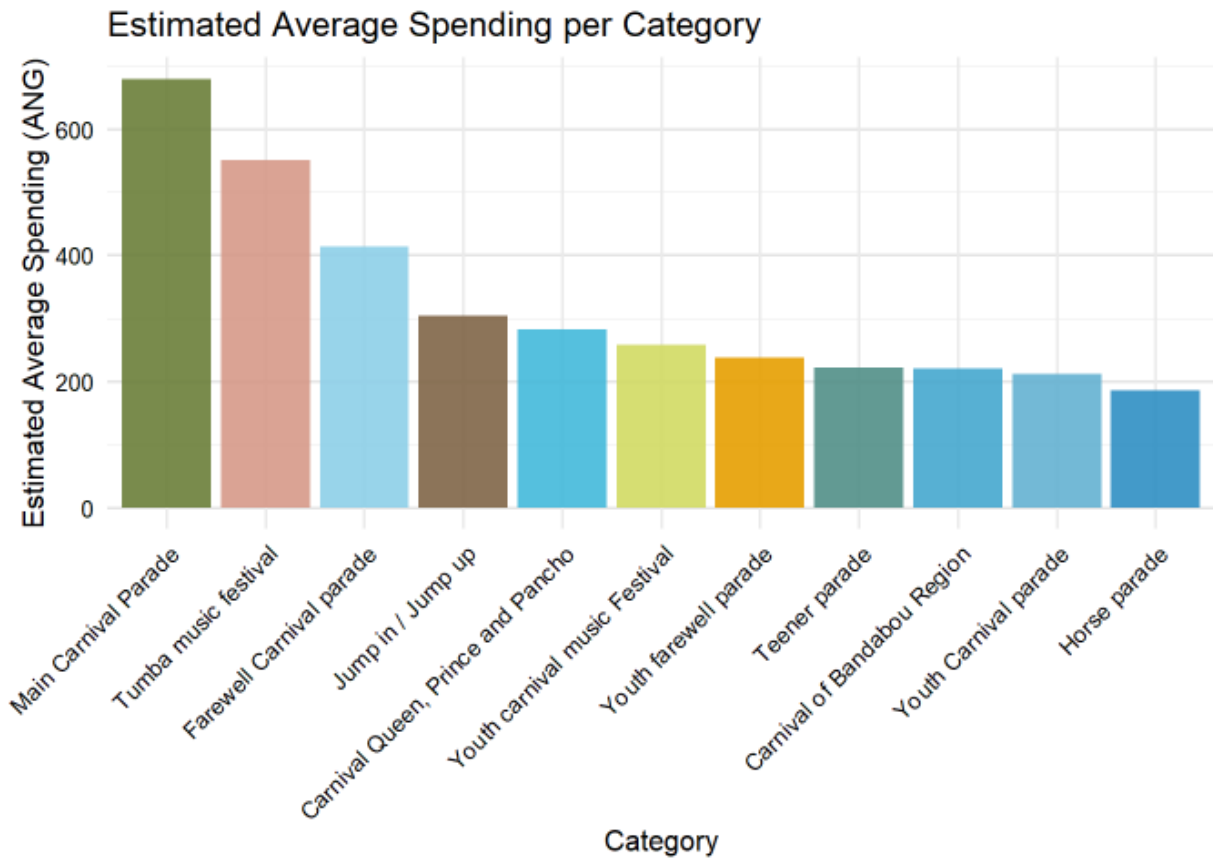


Moving now to explore the economic aspects of Carnival, including spending patterns and payment methods, provides further context to these attendance choices.

Spending on each event

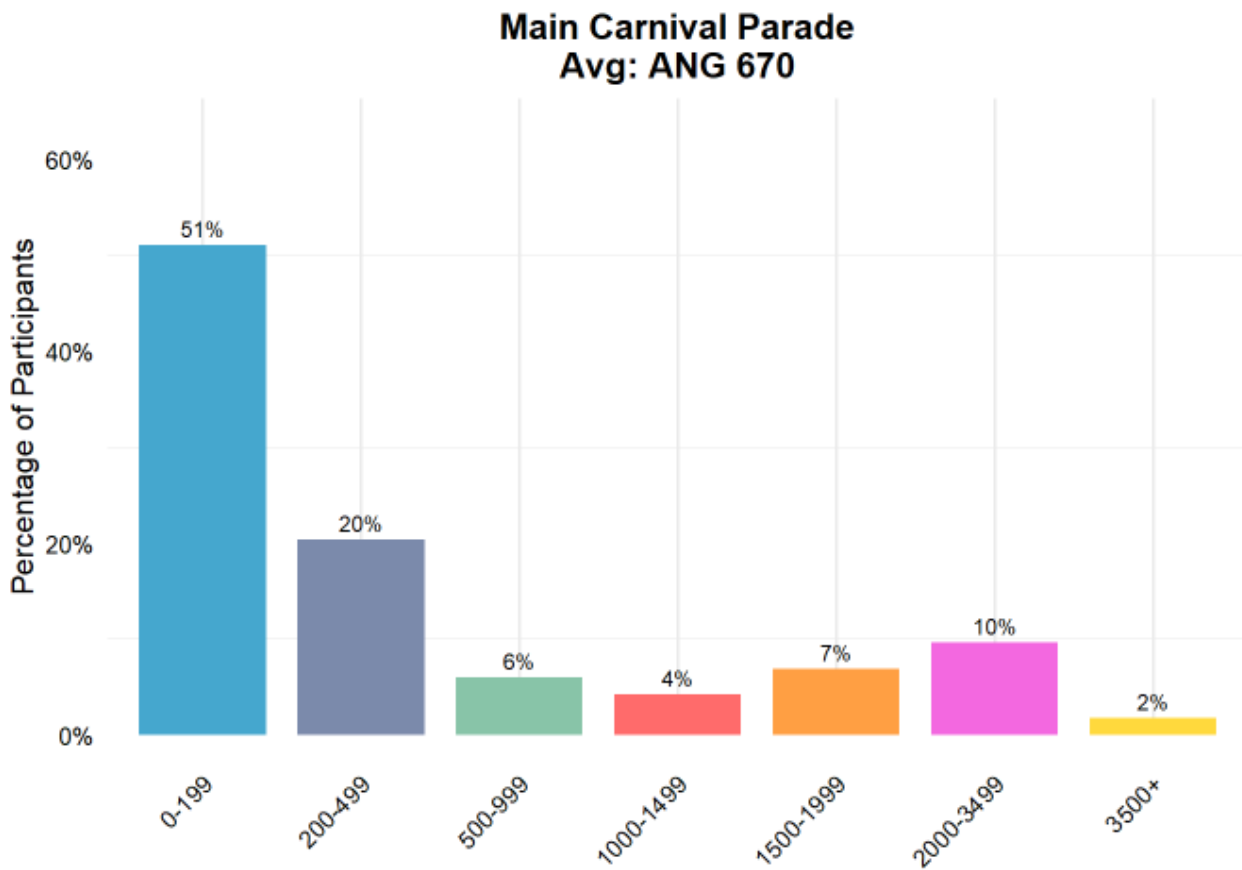
In short, understanding spending patterns provides a comprehensive view of the economic dynamics of Carnival, enabling data-driven decision-making for organizers, vendors, and stakeholders alike. This is the reason why we asked our participants how much they spend on each event they will attend or participate in.





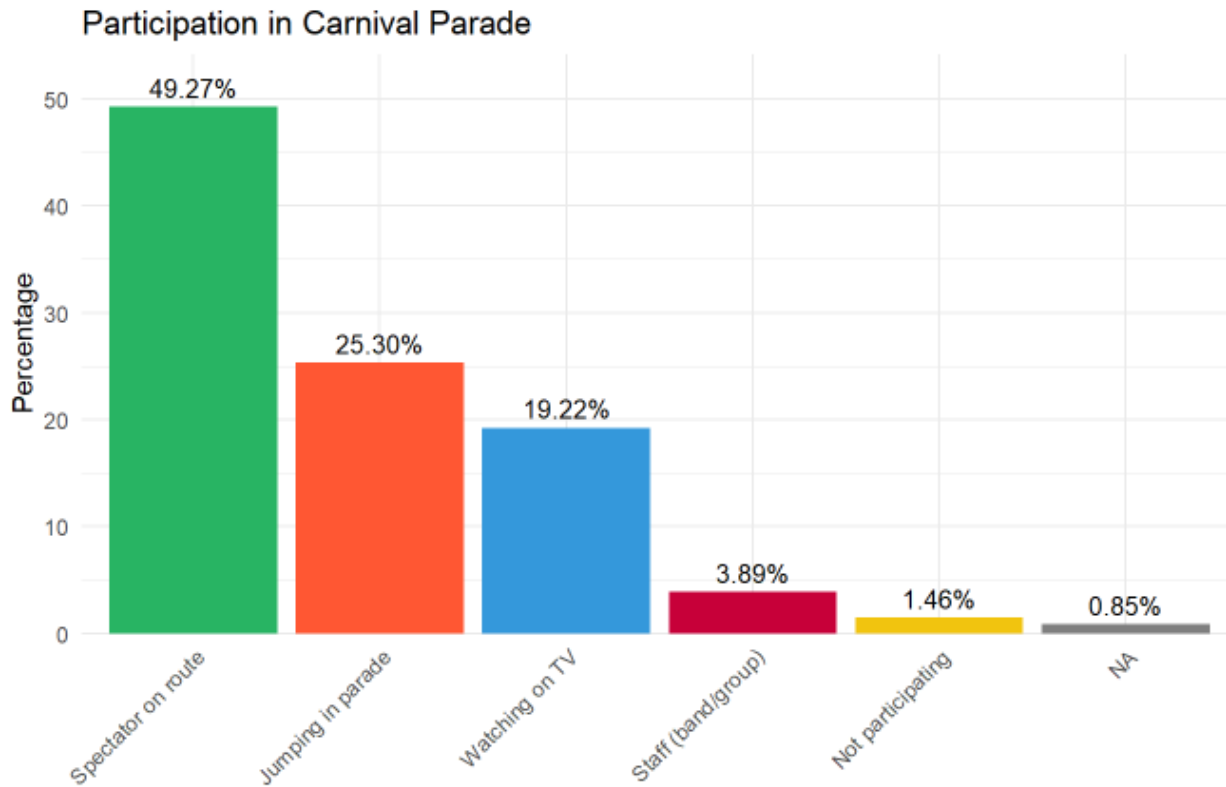
The graph above illustrates the estimated average spending per category for various Carnival events, as indicated by our respondents. Notably, the Main Carnival Parade emerges as the event with the highest reported average spending of ANG 670,-, suggesting its significance as a major economic driver within the Carnival period. The Tumba Festival follows closely behind, indicating a similarly strong economic contribution. The Farewell Carnival Parade also commands a substantial average expenditure, followed by the Jump in/Jump up events.

Other events, such as the Carnival Queen, Prince, and Pancho event, the Youth Carnival Music Festival, the Youth Farewell Parade, the Teener Parade, the Carnival of Bandabou Region, the Youth Carnival Parade, and the Horse Parade, exhibit progressively lower average spending. While these events contribute to the overall economic activity surrounding Carnival, the data highlights the Main Carnival Parade and the Tumba Festival as key drivers of expenditure. This data provides valuable insights into where attendees are allocating their budgets across the range of Carnival festivities.



Taking a closer look at the Main Carnival Parade, the event with the highest reported average spending, reveals a nuanced distribution of expenditures. As illustrated in the accompanying graph, the largest segment of participants (51%) reported spending between ANG 0 and ANG 199 on the parade. A substantial portion (20%) indicated spending between ANG 200 and ANG 499. Notably, smaller percentages of attendees reported higher spending amounts, with 6% spending between ANG 500 and ANG 999, 4% between ANG 1000 and ANG 1499, 7% between ANG 1500 and ANG 1999, and 10% between ANG 2000 and ANG 3499.

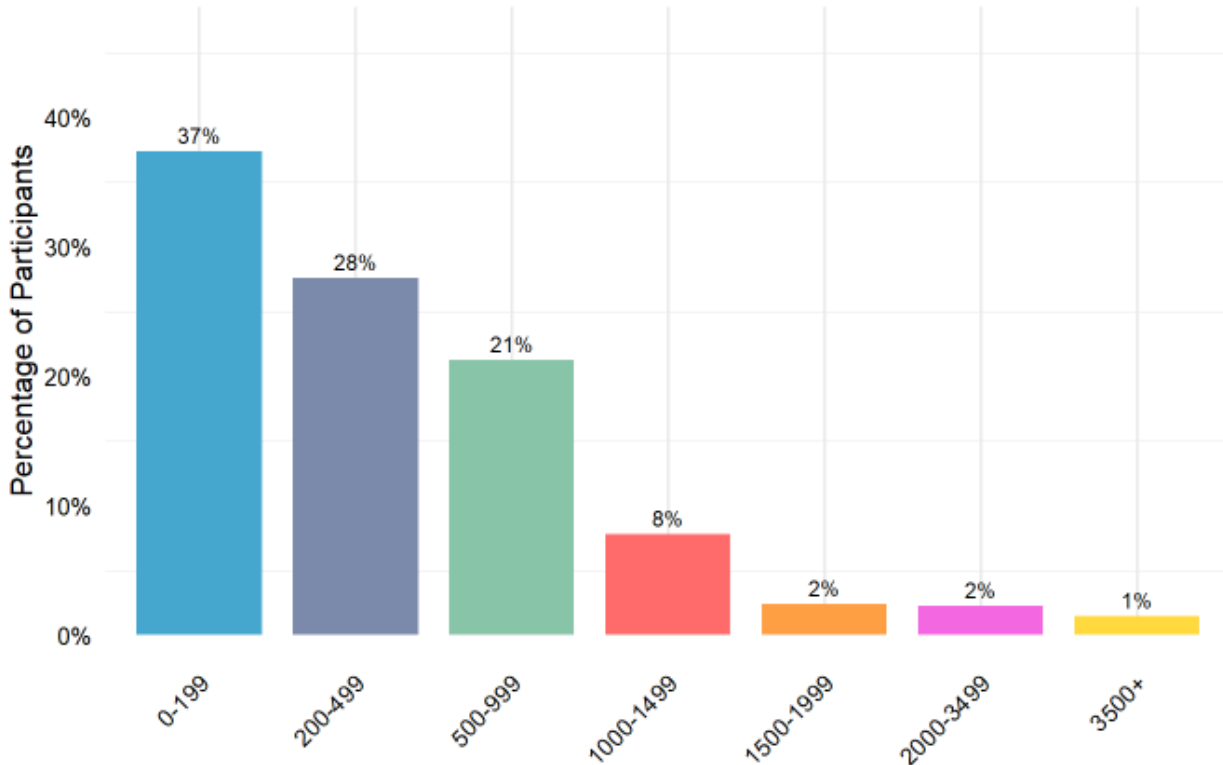
Only 2% of respondents reported spending ANG 3500 or more. The average reported spending for the Main Carnival Parade was ANG 670. This breakdown suggests that while a significant portion of attendees spend modestly on the parade, a smaller segment contributes more substantially, potentially through expenditures on elaborate costumes, premium viewing experiences, or related activities.



Understanding spending patterns in relation to participation requires examining how attendees engage with the Main Carnival Parade. As shown in the accompanying graph, nearly half of our respondents (49.27%) indicated they would be spectators along the route. A significant portion (25.30%) planned to participate by "jumping in" the parade, while 19.22% intended to watch on TV. Smaller percentages indicated they would be staff (band/group) at 3.89%, not participating at 1.46%, and a negligible amount in the "NA" category at 0.85%. This distribution of participation methods is crucial for interpreting spending data, as individuals directly involved in the parade (jumping in or staff) are likely to incur different costs compared to those spectating or watching from home. Further analysis could explore the correlation between these participation categories and the reported spending amounts to gain deeper insights into the economic dynamics of the Main Carnival Parade.



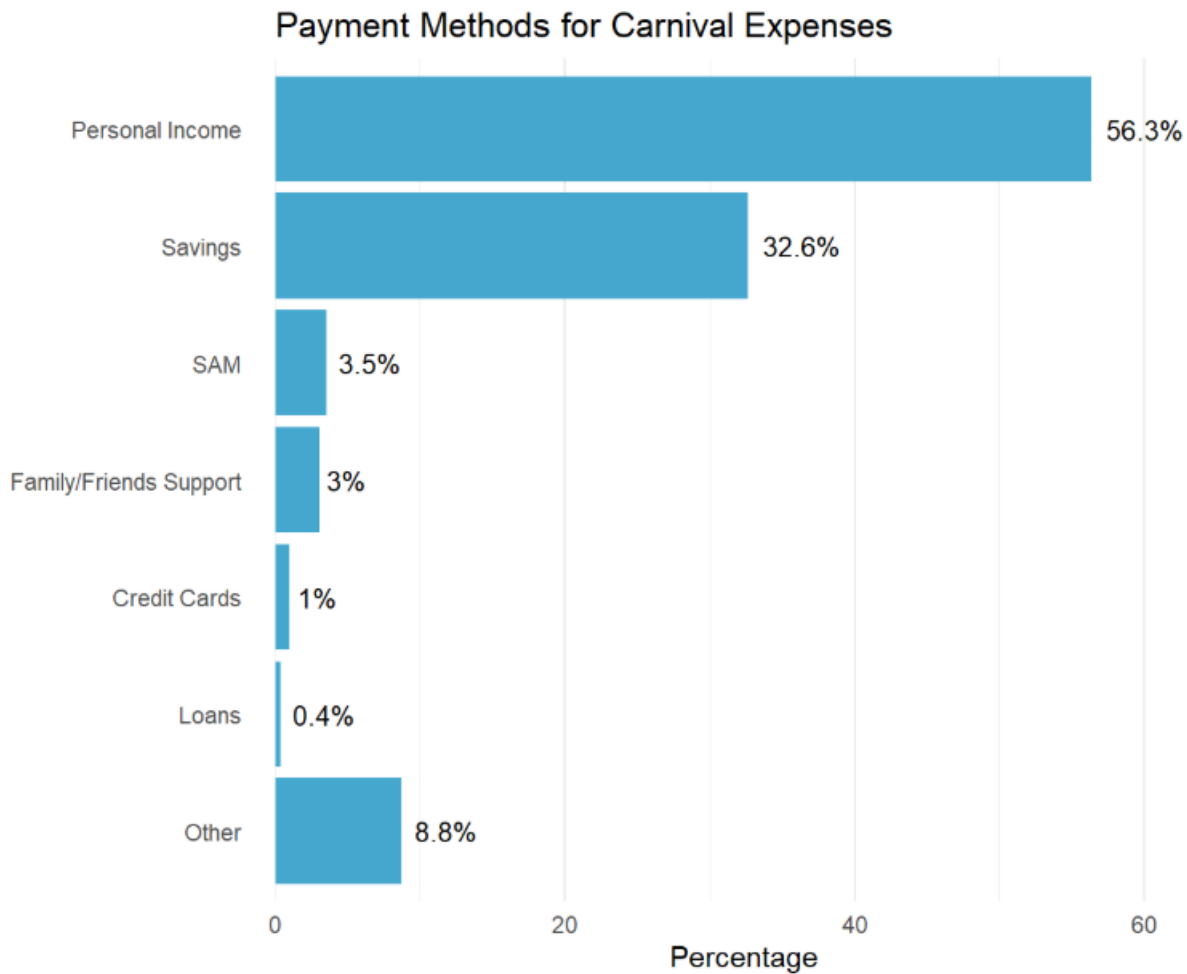
**Tumba music festival
Avg: ANG 544**



Turning our attention to the Tumba Festival, the event with the second-highest average spending, a similar analysis reveals another nuanced distribution of expenditures. As shown in the accompanying graph, the largest segment of participants (37%) reported spending between ANG 0 and ANG 199 on the Tumba Festival. A substantial portion (28%) indicated spending between ANG 200 and ANG 499. Following this trend, 21% of attendees reported spending between ANG 500 and ANG 999, 8% spent between ANG 1000 and ANG 1499, 2% each spent between ANG 1500 and ANG 1999 and ANG 2000 and ANG 3499, and only 1% spent ANG 3500 or more. The average reported spending for the Tumba Festival was ANG 544. This breakdown suggests that while a significant portion of attendees spend modestly on the Tumba Festival, a smaller segment contributes more substantially, potentially through expenditures on premium tickets, VIP experiences, food and beverages, or related merchandise.

Payment method of the different expenses

Understanding how attendees finance their Carnival experiences is crucial for a complete economic picture. It's important to note that this was a multiple-choice question, meaning respondents could select multiple reasons why they enjoy Carnival. Therefore, the following figures represent the number of responses for each category, not the number of individual respondents.



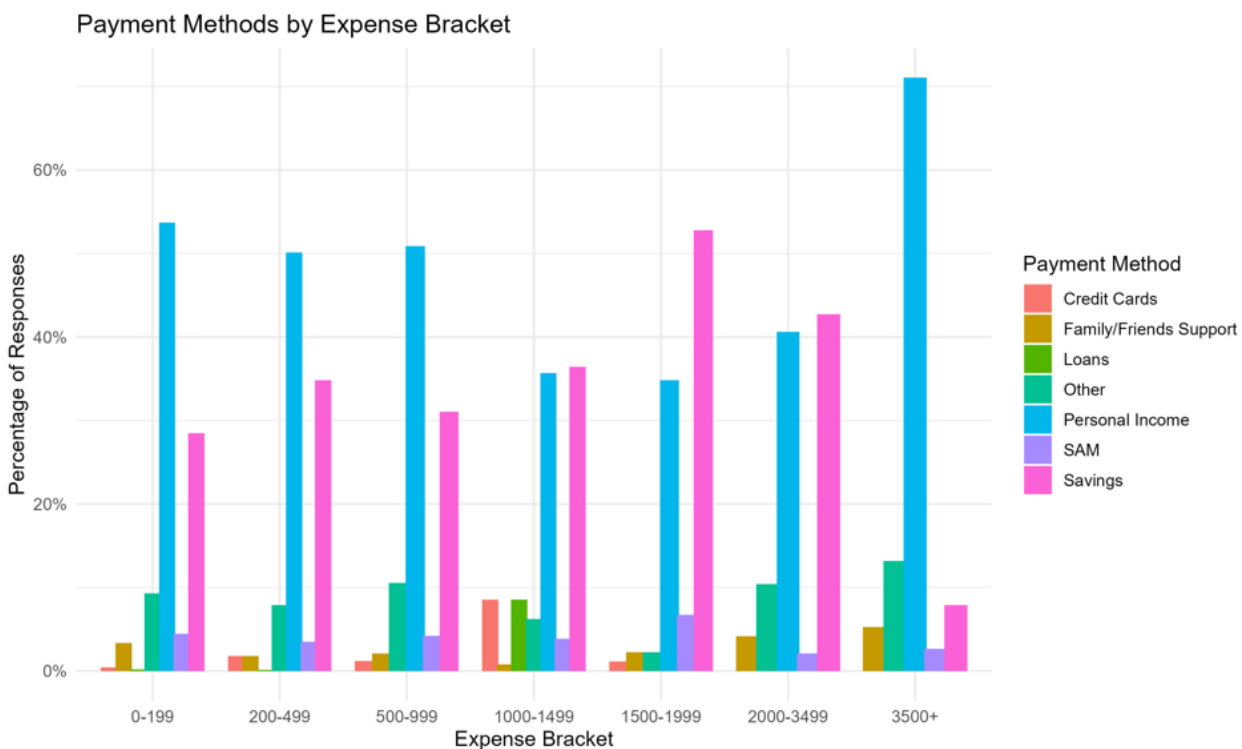
The graph illustrates the various ways individuals finance their Carnival expenses, revealing a clear preference for certain methods over others. The most prevalent method cited is personal income, suggesting that a significant portion of participants (56.3%) rely on their regular earnings to cover costs associated with the festivities. This indicates that Carnival is often budgeted for and incorporated into individuals' financial planning. Following closely behind is savings (32.6%), highlighting the importance of setting aside funds specifically for this event. This suggests a proactive approach to managing expenses and a recognition of the potential costs involved in participating in Carnival. Family and friends support is also a factor, though to a lesser extent. This indicates that some individuals receive financial assistance from their social network to partake in the celebrations. Credit cards and loans

represent a smaller proportion of the reported payment methods. This suggests that while some individuals may utilize these forms of credit, they are not the primary means of financing Carnival expenses.

Interestingly, a category labeled "Other" represents a notable portion of responses. This suggests a diversity of payment methods beyond those explicitly listed, potentially including bartering, in-kind contributions, or other unique financial arrangements.

In summary, the graph demonstrates that personal income and savings are the dominant methods for funding Carnival expenses, with family support and other sources playing a supplementary role. The reliance on credit and loans is comparatively low, suggesting a preference for more direct and planned financial approaches. The "Other" category highlights the potential for diverse and less conventional methods of funding participation in this cultural event.

The data presented in the next graph, "Payment Methods by Expense Bracket", reveals a clear and consistent pattern in how individuals manage their expenses. Across all expense brackets, personal income stands out as the predominant method for covering costs, highlighting its fundamental role in financial stability regardless of the expense level.



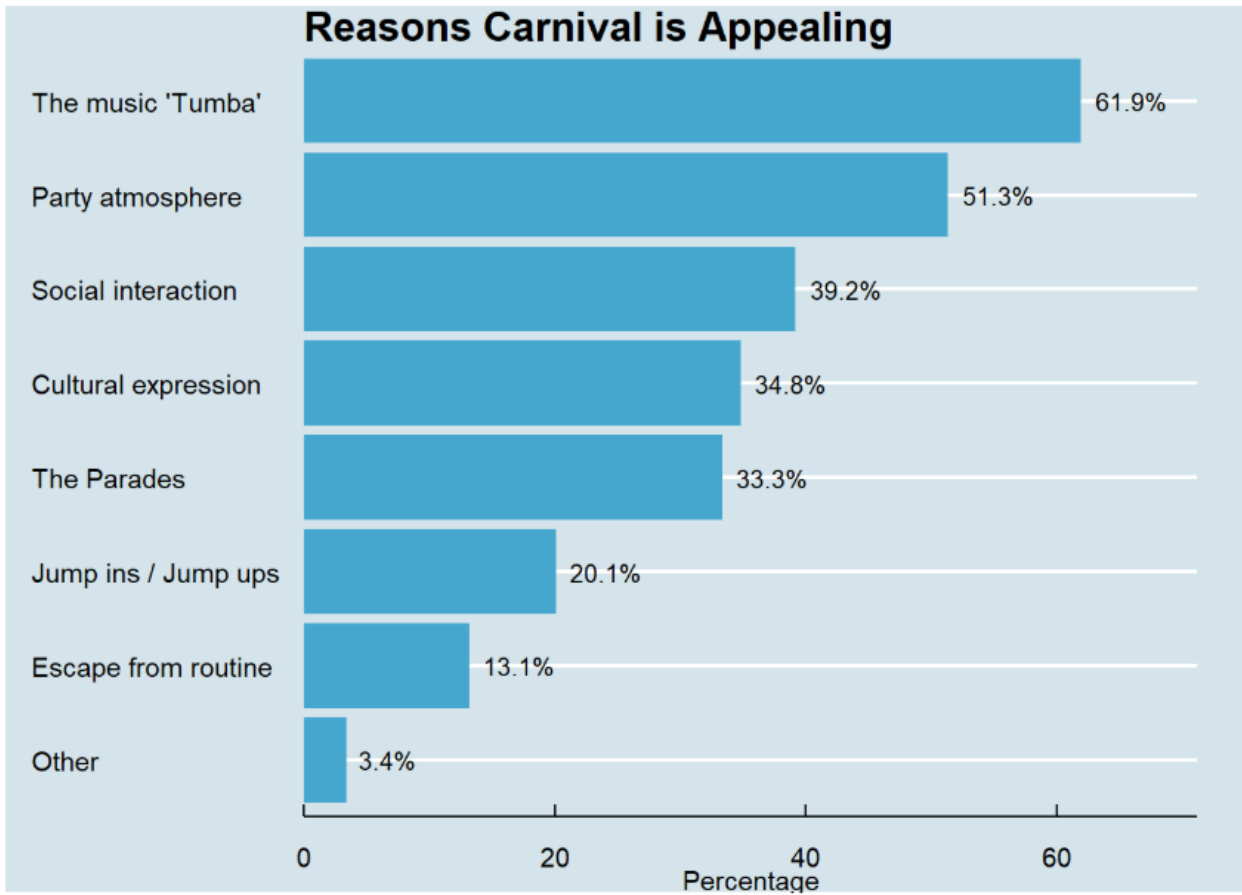
There is a slight increase in the use of savings and a decrease in personal income usage as the expenses get larger. The ANG 3500+ bracket indicate that overall, most respondents use their personal income to finance their expenses.

Another remarkable finding in the data is that 90.1% of respondents who indicated to be spending over ANG 1500 on the Main Carnival parade, indicates that they will be jumping in the Carnival parade.

Reason participants enjoy Carnaval

These results offer valuable insights into the motivations behind Carnaval enjoyment in Curaçao, highlighting a diverse range of factors that contribute to the event's appeal. It's important to note that this was a multiple-choice question, meaning respondents could select multiple reasons why they enjoy Carnaval. Therefore, the following figures represent the number of responses for each category, not the number of individual respondents.

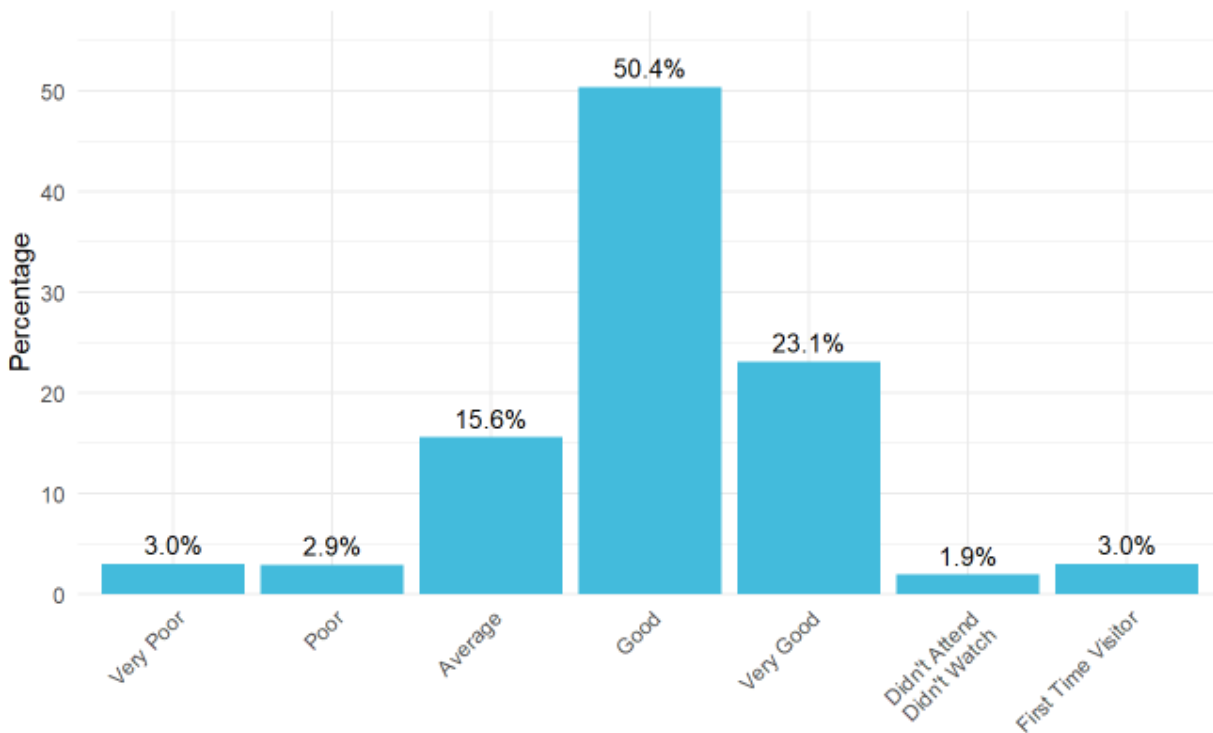
The most frequently cited reason, with 61.9% of the respondents, was the music of "Tumba", emphasizing its central role in the Carnaval experience and its cultural significance to Curaçao. This suggests that the unique musical genre is deeply ingrained in the Carnival experience and holds a central place in its cultural identity. The vibrant "Party atmosphere" was also a major draw, cited in 51.3% of the respondents, underscoring the event's reputation as a lively and celebratory occasion. This highlights the celebratory and lively nature of Carnival, emphasizing its role as a time for joy and festivity. "Social interaction" was another key motivator, with 39.2% of the respondents, highlighting Carnaval's importance as a social gathering and opportunity for community bonding. "Cultural expression", receiving 34.8% of the respondents, reinforces the event's role in showcasing and celebrating Curaçao's unique cultural heritage. "The Parades", a visual spectacle of creativity and tradition, garnered 33.3% of the respondents, demonstrating their significance in attracting and engaging attendees. The energetic "Jump ins/Jump ups," a hallmark of Carnaval celebrations, received 20.1% of the respondents, indicating their appeal among participants seeking active involvement. "Escape from routine", with 13.1% of the respondents, suggests that many people view Carnaval as a welcome break from their daily lives, offering a chance to relax and unwind. Finally, the "Other" category, while receiving only 3.5% of the respondents, suggesting that there may be additional, less commonly cited reasons why people enjoy Carnaval, which could be explored in future research. Overall, these findings reveal a multifaceted appeal of Carnaval, encompassing music, social interaction, cultural expression, and the sheer joy of celebration, with "Tumba" music playing a particularly prominent role.



Rating of the Tumba Festival event

Finally, gauging attendee satisfaction with the Tumba Festival itself provides crucial feedback for organizers and stakeholders. As illustrated in the accompanying graph, a significant majority of respondents (50.4%) rated the event as "Good," while a substantial portion (23.1%) deemed it "Very Good." Ratings of "Average" constituted 15.6% of responses. Less favorable ratings of "Poor" and "Very Poor" were reported by 2.9% and 3.0% of participants, respectively. Notably, a small percentage of respondents (1.9%) indicated they did not attend or watch the event, clarifying the distinction from the 1.1% who specifically "Didn't Attend." An additional 3% of respondents were first-time visitors. These results indicate a generally positive reception of the Tumba Festival, with a clear majority of attendees expressing satisfaction with the event.

Tumba Music Festival Transmission Ratings



Summary

Our comprehensive poll, conducted at the Tumba Festival and online, captured responses from 822 respondents, representing approximately 10.63% of the festival's total attendance. The data reveals a near-even gender split among participants, with females comprising 54.5% and males 45.5%.

A wide range of ages, from 15 to 93, was represented, with a concentration of respondents falling between 35 and 58 years old, and the largest participation coming from the 45-54 and 55-64 age brackets. Geographically, most respondents hailed from Curaçao (88.4%), followed by a smaller representation from the Netherlands (8.3%).

Regarding event attendance, the Tumba Festival emerged as the most popular (84.0%), followed by the Main Carnival Parade and the Farewell Carnival Parade. Other events, including the Teener Parade, Youth Carnival Parade, and Jump in/Jump up, also attracted significant interest. A small fraction of participants planned to attend all events (11%), while a similar proportion expressed no interest in Carnival (10.4%).

Concerning spending, the Main Carnival Parade exhibited the highest average expenditure, followed closely by the Tumba Festival. For the Main Carnival Parade, 51% of respondents spent between ANG 0 and ANG 199, and 20% spent between ANG 200 and ANG 499, with an average spending of ANG 670. For the Tumba Festival, 37% spent between ANG 0 and ANG 199, and 28% spent between ANG 200 and ANG 499, with an average spending of ANG 544. Nearly half of the respondents (49.27%) planned to watch the Main Carnival Parade as spectators, while 25.30% intended to participate by jumping in the parade.

Financially, personal income and savings were the most frequently cited sources for funding Carnival expenses, with 56.33% and 32.60% responses respectively, noting that participants could select multiple payment methods.

Finally, concerning satisfaction with the Tumba Festival, a clear majority of attendees rated the event as "Good" (50.4%) or "Very Good" (23.1%), while a small percentage (1.9%) indicated they did not attend or watch the event, clarifying the distinction from the 1.1% who specifically "Didn't Attend." These findings provide valuable insights into attendee demographics, participation patterns, spending habits, and satisfaction levels, laying a strong foundation for future planning and development of both the Tumba Festival and Carnival events.



Central Bureau of Statistics Curaçao