The Carpe Diem Project

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exclamation:

1. To seize the day.
Hello
What 'Carpe Diem' Means to Us

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As humans become more and more connected through technology, real-world, offline experiences with others become an increasingly important aspect of our lives. At Eventbrite, we’re passionate about connecting the world through those live experiences and we’ve made it our mission to bring people together for events of every shape and size.

Those who often attend events are a uniquely active type. They tend to be the doers and connectors in their communities. They readily try new things and seek adventure. They relish in experiencing and living engaged and active lives in their cities and wherever the world takes them. Essentially, event-goers embody what it means to 'Carpe Diem'. They seize the day, every day.

This realization spawned the Carpe Diem Project, Eventbrite’s data-driven exploration into the seize-the-day lifestyle. We enlisted our data team to find the answers to these big questions: What is the state of the 'Carpe Diem' mindset? How does event-going contribute to a 'Carpe Diem' lifestyle? Where do 'Carpe Diem' people reside in the country?

We hope you enjoy exploring the findings — we certainly enjoyed our quest to know, understand, and appreciate the 'Carpe Diem' lifestyle, places and trends.

Julia Hartz
Co-Founder + President
Eventbrite
Overview

What We Did

One
We surveyed more than 2,000 Eventbrite event-goers to gauge their attitudes — the objective being to understand the ‘Carpe Diem’ mindset. We also leveraged the survey to explore what’s missing for people, and what they’re still craving to experience in life.

Two
Next, we looked at America’s largest cities and dug into Eventbrite’s platform data to identify which ones have the highest populations of people living ‘Carpe Diem’ lifestyles.
Event-Going is a Major Element of the 'Carpe Diem' life.

Forty-seven percent of survey respondents who reported living life to the fullest most days of the week go out a whopping two to three times a week for events, classes, dinners and other social gatherings.

Mars and Venus Approach Adventure (and Fear) Differently.

Men (85%) were more likely than women (80%) to view themselves as more adventurous than the average person, but women (67%) were more likely to say they let fear stop them from trying new things than men (58%).

The Older We Get, the Bolder We Get.

Three out of four respondents over the age of 60 said that they live life to the fullest most days, compared with just over half of respondents across all age groups.

The Cities with the Most Zest for Life Might Surprise You.

Some might expect big cities to top the list because of their cultural offerings, but America’s largest cities, like New York (#20) and Los Angeles (#25) fell low on the list.
The ‘Carpe Diem’ lifestyle involves taking advantage of life’s opportunities as they come, trying new things, and living life to the fullest. We took a temperature check on how our event-going survey respondents think and act with respect to these topics. Here’s what they said.
They Seize Life’s Opportunities. Generally, respondents were bullish in estimating their Carpe Diem-esque proclivities, but this is likely because people generally have different ideas on what it means to make the most of life. When asked across age ranges and genders how much they agreed with the statement “I seize as many of life’s opportunities as I can,” 95 percent of respondents somewhat or strongly agreed.

They Thirst For Adventure and New Experiences. In general, our event-going respondents perceived themselves as adventure-seekers, with 81 percent describing themselves as at least somewhat more adventurous than the average person and 35 percent strongly agreed that they best the everyday Joe or Jill in adventurousness. Similarly, 96 percent of respondents agreed that they like to expose themselves to new experiences, like new foods, hobbies, or travel destinations. It seems that a willingness to try novel experiences is a prerequisite for seizing the day.

Seizing the Day Means Getting Out & About. We asked people who said they live life to the fullest most days of the week how often they attend events and outside-of-work activities, to understand how event-going maps to the lifestyle. Sixty-six percent of survey respondents who reported living life to the fullest four or more days of the week get out and about at least once a week for events, classes, dinners, and celebrations, and another 47 percent of them said they go out a whopping two to three times in an average week!

"Carpe Diem involves an element of adventurousness, though what makes for adventure is definitely in the eye of the day-seizer."
Men and Women Define ‘Carpe Diem’ Living Differently.

Event-going men and women equally see themselves as living full lives and seizing the day. But the way they responded revealed some interesting gender differences in how they think about adventure and fear — phenomena that play a major role in whether or not a person lives a ‘Carpe Diem’ life.

For example, men (85%) were more likely than women (80%) to view themselves as more adventurous than the average person. However, when the definition of adventure was focused around how willing respondents were to expose themselves to new things, the script flipped: women (67%) were more likely to strongly agree that they expose themselves to new experiences than men (58%). It seems that women are willing to jump into novel experiences with both feet, but may not view that willingness as fitting into their mental definition of “adventure.”

While women were willing to try new things, they select their new experiences carefully, and are more likely than men to pass on a new experience due to fear. Women were much more likely to say fear stops them from doing new things, while men boldly declared that they don’t let fear interfere.

"Women were much more likely to say fear stops them from doing new things, while men boldly declared that they don’t let fear interfere."
"Fear doesn't stop me from trying new things."
The Older We Get, the Bolder We Get.

According to our data, the stereotype of white-haired grannies rocking in a chair is definitely out of date: older event-going respondents reported more satisfaction with the fullness of their lives, more interest in trying new experiences, and less willingness to let fear get in the way.

A whopping 72 percent of respondents over the age of 60 said that they live life to the fullest at least four days a week, compared with 55 percent of respondents across all age groups. Respondents over 60 were also significantly more likely to report that they like to expose themselves to new experiences, foods and travel destinations than respondents under 50 years of age.

On the flip side, people over 30 years old were significantly more likely to report that they refuse to let fear stop them from trying new things than people under 30. Twenty-eight percent of respondents under 30 reported back that they do let fear stop them from trying new things at a level significantly higher than respondents aged 30-39 (23%), 40-49 (19%), 50-59 (22%) and over 60 (18%).

"Older event-going respondents reported more satisfaction with the fullness of their lives, more interest in trying new experiences, and less willingness to let fear get in the way."
The Older We Get, the Bolder We Get.

In an average week, how many days do you live your life to the fullest?

- **60+ Year olds**
  - Everyday: 6%
  - Most days: 56%
  - A few days: 42%

- **20-29 Year olds**
  - Everyday: 6%
  - Most days: 25%
  - A few days: 27%
After exploring the ‘Carpe Diem’ attitude, we wanted to understand the places, specifically the cities, where residents most embody the ‘Carpe Diem’ spirit.

We analyzed Eventbrite’s data and ranked America’s largest 50 cities based on the prevalence of ‘Carpe Diem’ residents, defined by the number of events people attend per capita (across all genres, including parties, classes, seminars, music festivals, marathons, etc.); the amount of money people spend on events per capita; and the level of physical activity of the city’s residents (because no one ever seized the day from the couch!). Additionally, Eventbrite took a temperature check of the different types of events happening in each city, to give a sense of each city’s unique vibe.

The List

America’s Most ‘Carpe Diem’ Cities
From parties to conventions to fun runs, the people of Atlanta are a seize-the-day, fun-loving bunch. This city’s residents boast the highest event-going levels in the country, relative to the city’s total population.

Atlanta, GA
Population: 443,775

#2
Washington, DC
Population: 632,323

People on The Hill are anything but over it. This go-getting crowd knows they’ve got to get out in the world to make a difference. And in our nation’s capital, that’s exactly what they’re doing.

#3
San Francisco, CA
Population: 825,863

True to form, San Franciscans love to work hard, and work out hard. A large percentage of the city’s ticketed events on Eventbrite are tech-related and endurance events, such as marathons and fun runs.

#4
Austin, TX
Population: 842,592

Though the city’s informal slogan is “Keep Austin Weird,” it could just as easily be “Keep Austin Wired,” 70,000+ techies, artists, and film buffs descended on the city for the 2014 SXSW festival, and Eventbrite ticketed nearly 1,000 of the parties.
#5
Seattle, WA
Population: 634,535
The Seattle International Film Festival showcases over 400 films, has over 150,000 annual attendees and runs 25 days long.

#6
Portland, OR
Population: 603,106
Portlanders love their food trucks and Fidos: it’s one of the rare cities in which it’s legal to take your dog into a bar.

#7
Minneapolis, MN
Population: 392,880
For 44 years, the Minneapolis area has been home to the largest Renaissance Festival in America – with over 300,000 attendees annually!

#8
Boston, MA
Population: 636,479
Bostonians are more than wicked sports fans and scholars. Turns out they also make the grade for participating in a ton of extracurricular activities.

#9
Las Vegas, NV
Population: 596,424
While Vegas has a reputation for being the place you go to lose money gambling, over one fourth of the ticketed events on Eventbrite in Las Vegas are free to attendees.

#10
Denver, CO
Population: 634,265
Denver’s reputation for a thriving nightlife and health-seeking populace has earned the city Forbes’ #1 City for Singles destination at least three times.
How We Did It

The Survey. The survey was conducted online by Eventbrite among 2,366 registered Eventbrite users ages 18 and over within the United States between January 22 and January 29, 2014. Eventbrite sent out individual e-mail invitations to the entire panel containing a link to the survey. No weighting was applied to these results.

The Cities Index. Eventbrite analyzed hundreds of thousands of Eventbrite events as well as third party data to rank America’s largest 50 cities based on the prevalence of ‘Carpe Diem’ residents, defined by the number of events people are attending per capita (across all genres including parties, classes, seminars, music festivals, marathons, etc.), the amount of money people are spending on events per capita, and the level of physical activity of the city’s residents.

The inputs to the cities index were obtained from the following data sources:

- Number of event registrations per US city: Eventbrite; February 28, 2013 to March 1, 2014.