

Filled by staff: Date of interview: \_\_\_\_\_ Time: \_\_\_\_\_ Day of the week: \_\_\_\_\_

Dear visitor, we are currently conducting a survey among our visitors. We would like to know, how you like the **SEEYOUSOUND Festival (SYS)** and what we can do better.



This questionnaire takes less than 10 minutes. All of your answers will be processed anonymously. We appreciate your help very much!

**1. Have you visited this SEEYOUSOUND Festival (SYS) for the first time or have you been to this festival also before? (Digital visits during Corona included)**

- O<sub>1</sub> I'm here for the **first time** → Please go on to **question 3!**
- O<sub>2</sub> Have visited this festival **also before** → Please go on to **next question 2!**



**2. How many times did you visit the SYS Festival in the past five years, including this festival? Only one visit per festival! (Digital visits during Corona included)**

Please specify \_\_\_\_\_ time(s)

**3. When did you decide to visit this festival?**

- O<sub>1</sub> Today/yesterday
- O<sub>2</sub> 2-7 days ago
- O<sub>3</sub> 8-14 days ago
- O<sub>4</sub> More than 14 days ago, but within the last 6 weeks
- O<sub>5</sub> More than 6 weeks, but within the last 3 months
- O<sub>6</sub> More than 3 months ago
- O<sub>7</sub> Someone else decided
- O<sub>8</sub> I cannot say

**4. Who are you here with today?**

- O<sub>1</sub> I am here alone
- O<sub>2</sub> With my partner
- O<sub>3</sub> With colleagues
- O<sub>4</sub> In an organised group
- O<sub>5</sub> With relatives, friends, acquaintances
- O<sub>6</sub> Other

**5. How many visits will you probably have made to this festival by the end of the SYS Festival week?**

- O<sub>1</sub> 1 visit
- O<sub>2</sub> 2-3 visits
- O<sub>3</sub> 4-5 visits
- O<sub>4</sub> 6+ visits
- O<sub>5</sub> do not know yet

**6. How satisfied are you overall in terms of your visit today?**

- O<sub>1</sub> very satisfied
- O<sub>2</sub> rather satisfied
- O<sub>3</sub> partly - partly
- O<sub>4</sub> rather dissatisfied
- O<sub>5</sub> very dissatisfied

**7. In general, how often do you do the following things?**

Please mark a circle for each activity!

Frequently      Occasionally      Rare      Never

O <sub>7.1</sub> Listening to music	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>
O <sub>7.2</sub> Going to the cinema	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>
O <sub>7.3</sub> Going to a concert	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>
O <sub>7.4</sub> Visiting a film festival	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>

**8. What would you say, how important is music in your life?**

- O<sub>1</sub> Very important
- O<sub>2</sub> Rather important
- O<sub>3</sub> Partly – Partly
- O<sub>4</sub> Less important
- O<sub>5</sub> Completely unimportant -> **Go to question 10. please!**

**9. How much do you like the following music genres?**

*Please make a cross in each line!*

	Like very much	Like partly	Do not like	Do not know
9.1 Soul/Rn'B/Blues	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.2 Pop/Rock	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.3 Easy listening	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.4 Hip hop	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.5 Rock/metall	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.6 Jazz	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.7 Electronic/dance	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.8 Noise/experimental	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.9 Indie/alternative music	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.10 Classic	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.11 Punk/new wave	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
9.12 World music/folk	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>

**10. Which of the following things are important to you concerning this festival? That...**

*Please mark! More than one answer possible!*

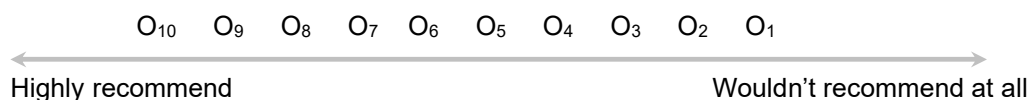
10.1 I can learn something new/educate myself	O <sub>1</sub>
10.2 there is an extraordinary atmosphere	O <sub>1</sub>
10.3 I have fun	O <sub>1</sub>
10.4 the music in the movies appeals to me	O <sub>1</sub>
10.5 I have aesthetic enjoyment	O <sub>1</sub>
10.6 the subject of the movie appeals to me	O <sub>1</sub>
10.7 I can do something together with others	O <sub>1</sub>
10.8 I can talk with others about the festival	O <sub>1</sub>

**11. What will you have attended at SYS Festival by the end of the festival week? And how often?**

*Please tick! Multiple answers possible!*

- O<sub>11.1</sub> Film screenings → 11.11 Please specify how often: \_\_\_\_\_
- O<sub>11.2</sub> Special screenings → 11.12 Please specify how often: \_\_\_\_\_
- O<sub>11.3</sub> Live shows → 11.13 Please specify how often: \_\_\_\_\_
- O<sub>11.4</sub> Panels → 11.14 Please specify how often: \_\_\_\_\_
- O<sub>11.5</sub> DJ sets/parties

**12. On a scale of 10 (highly recommend) to 1 (wouldn't recommend at all), how likely are you to recommend visiting the SYS Festival to others? Please tick accordingly.**



**13. Please tell us to what extent the following characteristics apply to this festival:**

<i>Please mark a circle in each line!</i>	Applies fully	Predominantly	Less	Not at all	Don't know
13.1 Exciting	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
13.2 Flagship for the city of Turino	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
13.3 Essential for me	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
13.4 Important for the cultural life in Turino	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
13.5 Innovative	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>

**14. We would like to see you here more often. What of the following obstacles apply to you?**

<i>Please mark a circle in each line!</i>	Applies fully	Predominantly	Less	Not at all	Don't know
14.1 Have too little information	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
14.2 Ticket prices are too high	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
14.3 Poor service in the venue	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
14.4 I'm worried I'll catch corona	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
14.5 Don't like the selection of movies	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
14.6 Don't like the music in the movies	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
14.7 Unattractive ambience	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
14.8 Know the festival already	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
14.9 Ticket purchase is complicated	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>
13.10 It's not for people like me	O <sub>4</sub>	O <sub>3</sub>	O <sub>2</sub>	O <sub>1</sub>	O <sub>0</sub>

**15. Do you know the actual SYS Catalogue?**

- O<sub>1</sub> Do not know it
- O<sub>2</sub> Know about it, but do not use it
- O<sub>3</sub> Use it →

*If you don't use, please go to question 16!*

**15.a Which version do you use?**

- O<sub>1</sub> Printed version
- O<sub>2</sub> Digital version
- O<sub>3</sub> Both

**15.b For what purposes do you use the actual catalogue?**  
*Multiple answers possible!*

- O<sub>15.b.1</sub> To check the program
- O<sub>15.b.2</sub> To get more information about **SYS** films and events
- O<sub>15.b.3</sub> As a collector's item
- O<sub>15.b.4</sub> Other (please specify) \_\_\_\_\_

**16. How likely is it, that you will also visit the next SYS Festival in 2024? Would you say...**

- O<sub>1</sub> very likely
- O<sub>2</sub> rather likely
- O<sub>3</sub> rather unlikely
- O<sub>4</sub> very unlikely

**17. Could you please specify the major reason for this answer?**

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**18. How did you become aware of the SYS Festival this year?**

*Multiple answers possible!*

- O<sub>18.1</sub> Personal recommendation (friends, acquaintances, colleagues)
- O<sub>18.2</sub> SYS Website
- O<sub>18.3</sub> SYS festival newsletter
- O<sub>18.4</sub> SYS Social media channels
- O<sub>18.5</sub> Newspaper, magazines
- O<sub>18.6</sub> Online magazine
- O<sub>18.7</sub> Other, namely: \_\_\_\_\_

**19. What did you not like here? And do you have any suggestions for us, we could do better next time?**

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**Finally, a few questions for the statistics, please!**

**A. How old are you?**

*Please specify: \_\_\_\_\_ years*

**B. What is your gender?**

- O<sub>1</sub> Female                      O<sub>2</sub> Male                      O<sub>3</sub> Diverse/other

**C. Where do you live?**

- O<sub>1</sub> In Torino    O<sub>2</sub> Up to 25 KM from Torino                      O<sub>3</sub> Up to 300 KM from Torino  
O<sub>4</sub> Further than 300 KM from Torino                      O<sub>5</sub> Live abroad

**D. Are you a private or a professional visitor?**

- O<sub>1</sub> Private visitor (comes for personal interest)  
O<sub>2</sub> Professional visitor (comes mainly for business reasons)

**E. What is your highest educational qualification?**

- O<sub>1</sub> Primary school  
O<sub>3</sub> High school  
O<sub>5</sub> University degree

**Thank you very much for your participation!**

***Please now hand in the questionnaire in the box provided.***