

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 (FESTIVAL NAME) 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 (FESTIVAL NAME) for the first time, or have you been to this festival also before? (Digital visits during Corona included)

- O₁ I'm here for the **first time** → Please go on to **question 3!**
- O₂ Have visited this festival **also before** → Please go on to **next question (2)!**



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

Please specify _____ time(s)

3. When did you decide to visit this festival?

- O₁ Today/yesterday
- O₂ 2-7 days ago
- O₃ 8-14 days ago
- O₄ More than 14 days ago, but within the last 6 weeks
- O₅ More than 6 weeks ago, but within the last 3 months
- O₆ More than 3 months ago
- O₇ Someone else decided
- O₈ I cannot say

4. Who are you here with today?

- O₁ I am here alone
- O₂ With my partner
- O₃ With colleagues
- O₄ In an organised group
- O₅ With relatives, friends, acquaintances
- O₆ Other

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

- O₁ 1 visit
- O₂ 2-3 visits
- O₃ 4-5 visits
- O₄ 6+ visits
- O₅ do not know yet

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

- O₁ Very satisfied
- O₂ Rather satisfied
- O₃ Partly - partly
- O₄ Rather dissatisfied
- O₅ Very dissatisfied



Co-funded by
the European Union

CC BY-NC-SA



Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

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

Please mark a circle for each activity!

	Frequently	Occasionally	Rare	Never
O7.1 Listening to music	O ₄	O ₃	O ₂	O ₁
O7.2 Going to the cinema	O ₄	O ₃	O ₂	O ₁
O7.3 Going to a concert	O ₄	O ₃	O ₂	O ₁
O7.4 Visiting a film festival	O ₄	O ₃	O ₂	O ₁

8. How important is music in your life?

- O₁ Very important
- O₂ Rather important
- O₃ Partly – Partly
- O₄ Less important
- O₅ 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 ₃	O ₂	O ₁	O ₀
9.2 Pop / Rock	O ₃	O ₂	O ₁	O ₀
9.3 Easy listening	O ₃	O ₂	O ₁	O ₀
9.4 Hip hop	O ₃	O ₂	O ₁	O ₀
9.5 Rock / Metal	O ₃	O ₂	O ₁	O ₀
9.6 Jazz	O ₃	O ₂	O ₁	O ₀
9.7 Electronic / Dance	O ₃	O ₂	O ₁	O ₀
9.8 Noise / Experimental	O ₃	O ₂	O ₁	O ₀
9.9 Indie / Alternative music	O ₃	O ₂	O ₁	O ₀
9.10 Classic	O ₃	O ₂	O ₁	O ₀
9.11 Punk / New wave	O ₃	O ₂	O ₁	O ₀
9.12 World music / Folk	O ₃	O ₂	O ₁	O ₀

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 ₁
10.2 There is an extraordinary atmosphere	O ₁
10.3 I have fun	O ₁
10.4 The music in the movies appeals to me	O ₁
10.5 I have aesthetic enjoyment	O ₁
10.6 The subject of the movie appeals to me	O ₁
10.7 I can do something together with others	O ₁
10.8 I can talk with others about the festival	O ₁

11. Which events of (FESTIVAL NAME) I would have attended by the end of the festival week? And how often?

Please tick! Multiple answers possible!

- | | | | | |
|-------|--------------------|---|-------|---------------------------------|
| O11.1 | Film screenings | → | 11.11 | Please specify how often: _____ |
| O11.2 | Special screenings | → | 11.12 | Please specify how often: _____ |
| O11.3 | Live shows | → | 11.13 | Please specify how often: _____ |
| O11.4 | Panels | → | 11.14 | Please specify how often: _____ |
| O11.5 | DJ sets/parties | | | |



Co-funded by
the European Union

CC BY-NC-SA



Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

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

18. How did you become aware of the (FESTIVAL NAME) this year?

Multiple answers possible!

- O_{18.1} Personal recommendation (friends, acquaintances, colleagues)
- O_{18.2} Festival website
- O_{18.3} Festival newsletter
- O_{18.4} Festival social media channels
- O_{18.5} Newspaper, magazines
- O_{18.6} Online magazine
- O_{18.7} Other, namely: _____

19. What did you not like about the event? Do you have any suggestions for how we could improve next time?

Finally, a few questions for the statistics, please!

A. How old are you?

Please specify: _____ years

B. What is your gender?

- O₁ Female O₂ Male O₃ Diverse/other

C. Where do you live?

- O₁ In (CITY) O₂ Up to 25 KM from (CITY) O₃ Up to 300 KM from (CITY)
O₄ Further than 300 KM from (CITY) O₅ Live abroad

D. Are you a private or a professional visitor?

- O₁ Private visitor (come for personal interest)
O₂ Professional visitor (come mainly for business reasons)

E. What is your highest educational qualification?

- O₁ Primary school
O₃ High school
O₅ University degree

Thank you very much for your participation!

Please now hand in the questionnaire in the box provided.



**Co-funded by
the European Union**

CC BY-NC-SA



Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.