

Date of interview: _____

Venue: _____

The (FESTIVAL NAME) is currently conducting a survey about leisure activities in (CITY). If you are living in (CITY), please take a moment to fill out this questionnaire. It should take no longer than a few minutes. We do not sell anything to you! Your responses will be kept anonymous.

We appreciate your valuable feedback!

1. Please tell us first how old you are: _____ years -> if younger than 18, please skip interview!

2. How often are you doing the following things in your leisure time?

<i>Please mark a circle for each activity!</i>	Frequently	Occasionally	Rarely	Never
Going to a commercial cinema	O ₄	O ₃	O ₂	O ₁
Going to independent cinemas	O ₄	O ₃	O ₂	O ₁
Going to a concert	O ₄	O ₃	O ₂	O ₁
Going to a music festival	O ₄	O ₃	O ₂	O ₁
Going to a film festival	O ₄	O ₃	O ₂	O ₁
Visiting art exhibitions/art museums	O ₄	O ₃	O ₂	O ₁

3. In (CITY) there is a film festival with the name (FESTIVAL NAME) that shows documentaries about music. The festival takes place every year in October in (VENUE NAME). Do you know this festival? Would you say...

O₃ I have already visited the festival -> **Please go to question 4**

O₂ I have heard about the festival but I have not been there -> **Please go to question 5**

O₁ I don't know it at all -> **Please go to question 7**

If you have already attended this festival:

4. When was the last time you visited the festival?

Please specify the year you were there: _____

O₀ Do not know/can't specify

If you have heard about (FESTIVAL NAME) or if you have already visited it:

5. What prevents you from coming more often? Which of the following reasons apply to you?

<i>Please mark a circle in each line!</i>	Applies fully	Predominantly	Less	Not at all	Don't know
Ticket prices there are too high	O ₄	O ₃	O ₂	O ₁	O ₀
Have too little information	O ₄	O ₃	O ₂	O ₁	O ₀
Poor comfort and service	O ₄	O ₃	O ₂	O ₁	O ₀
Bad word of mouth	O ₄	O ₃	O ₂	O ₁	O ₀
Offer is not interesting for me	O ₄	O ₃	O ₂	O ₁	O ₀
Event is in an unattractive ambience	O ₄	O ₃	O ₂	O ₁	O ₀
No time to attend (family, job etc.)	O ₄	O ₃	O ₂	O ₁	O ₀
I do not have anyone to come with me	O ₄	O ₃	O ₂	O ₁	O ₀
I do not feel comfortable there	O ₄	O ₃	O ₂	O ₁	O ₀



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6. Below you will find a number of characteristics. Please tell us to what extent you think these apply to (FESTIVAL NAME).

<i>Please mark a circle in each line!</i>	Applies fully	Predominantly	Less	Not at all	Don't know
Great quality of movies	O ₄	O ₃	O ₂	O ₁	O ₀
A place to discover big stories	O ₄	O ₃	O ₂	O ₁	O ₀
Important for (CITY)	O ₄	O ₃	O ₂	O ₁	O ₀
Innovative	O ₄	O ₃	O ₂	O ₁	O ₀
Elitist	O ₄	O ₃	O ₂	O ₁	O ₀
Boring	O ₄	O ₃	O ₂	O ₁	O ₀

7. (DESCRIPTION OF THE FESTIVAL, INCLUDING HOW MANY EDITIONS HAS HAD THE EVENT, THE TOPICS OR FOCUS OF THE FESTIVAL, DATE OF THE NEXT EDITION).

How interested are you in visiting (FESTIVAL NAME) this year?

Would you say, you are...

- O₄ Strongly interested
- O₃ Rather interested
- O₂ Less interested, or
- O₁ Not at all interested?

8. And what would be the maximum price you are willing to pay for a movie ticket?

_____ Euro O₉₉ Do not know/can't specify

9. In general, if you would go to a cultural event, like concerts, performances or movies, what is important for you?

<i>Please mark a circle in each line!</i>	Important	Partly important	Unimportant
The event is entertaining.	O ₃	O ₂	O ₁
There is an extraordinary atmosphere.	O ₃	O ₂	O ₁
I can learn something new.	O ₃	O ₂	O ₁
I meet people there who are similar to me.	O ₃	O ₂	O ₁
Prominent people appear there.	O ₃	O ₂	O ₁
The subject particularly appeals to me.	O ₃	O ₂	O ₁
Good service and comfort are provided.	O ₃	O ₂	O ₁

10. Which of the following media do you use to find out about cultural events in the city?

<i>Please put a cross in each line!</i>	Frequently	Occasionally	Rarely/never
Local daily press.	O ₃	O ₂	O ₁
Personal tips from friends/acquaintances.	O ₃	O ₂	O ₁
Local Radio and TV.	O ₃	O ₂	O ₁
Posters/outdoor advertising.	O ₃	O ₂	O ₁
Instagram / Facebook.	O ₃	O ₂	O ₁
Printed information (flyers, brochures etc.).	O ₃	O ₂	O ₁
City magazines, like Timeout etc.	O ₃	O ₂	O ₁
Homepage of the respective organizer.	O ₃	O ₂	O ₁

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Finally, a few questions for the statistics!

A. What is your gender/what do you identify as?

O₁ Female

O₂ Male

O₃ Diverse/other

B. What is your highest level of education?

O₁ Until 10th grade

O₂ Secondary school without A-levels/high school diploma

O₃ Until High School A-Level / IB

O₄ Study (College, University)

O₅ Other

C. What is your professional status?

O₁ Managerial level employee/Senior Civil Servant

O₂ Salaried employee/Civil servant

O₃ Self-employed

O₄ Currently unemployed

O₅ Schoolchild/Student/Trainee

O₆ Pensioner

O₇ Housewife/Househusband

O₈ Other

Thank you very much for your participation! Please give the questionnaire back!



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