



Data 31/01/2014

Customer Satisfaction Survey

Musei in Musica

7 December 2013



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Data collection and analysis

This investigation shows results obtained from the analysis of 190 questionnaires given to a sample of the audience at the “*Museums in Music*” events 7 December 2013 (16% of the overall public who went to the concerts object of this investigation: Teatro di Villa Torlonia (show Racconto in Musica “La Storia Avventurosa di Costantino Brumidi” and at Casa dell’Architettura (Spettacoli: *Tammurriata di Scafati, canti e balli della tradizione e Folkmus - Young Musicians and old stories, Folkmusic in museums and more*).

The sample’s size is deemed adequate and representative of the population as it guarantees, with a satisfaction mean value equal to 98%, a $\pm 1,82\%$ margin of error.

The following scale has been used:

- Very satisfied = 3
- Quite satisfied = 2
- Little satisfied = 1
- Not at all satisfied = 0

Summary of results

The overall satisfaction of the visitors surveyed is good, with an average of 2,74 and a percentage of **very / quite satisfied at 99%**.

Above average is the general appreciation of the artist's performance (2,84), but all aspects have an average rating well above the standard of 2,10.

The program of the initiative is among the aspects to be improved even though reached a value over average with 2,57 and only 6 Suggestions.

The profile of the visitors surveyed is made up almost entirely of Roman citizens (84%), employees (28%), retired (19%), and freelance (19%), holding a university degree or higher (62%), mainly belonging to age between 45-64 years (48% of the total sample) and 19-34 years (21% of the total sample).

Among the media prevails the percentage of those who are aware of "Musei in Musica" through the web channel (29%), press (27%) and word of mouth (26%).

Summary chart

Musei in Musica 2013	Media	Valid answers	No answers	Mediana*	Standard edviation**	Very+Quite satisfied
General Organisation	2,63	189	1	3	,549	97%
Welcoming Staff	2,73	188	2	3	,440	99%
Artists' performance	2,84	186	4	3	,401	99%
Audio Quality	2,54	190	0	3	,602	96%
Concert's appreciation	2,68	188	2	3	,502	98%
Musei in Musica 2014 program	2,57	171	19	3	,556	96%
Overall opinion on the initiative	2,74	188	2	3	,443	99%

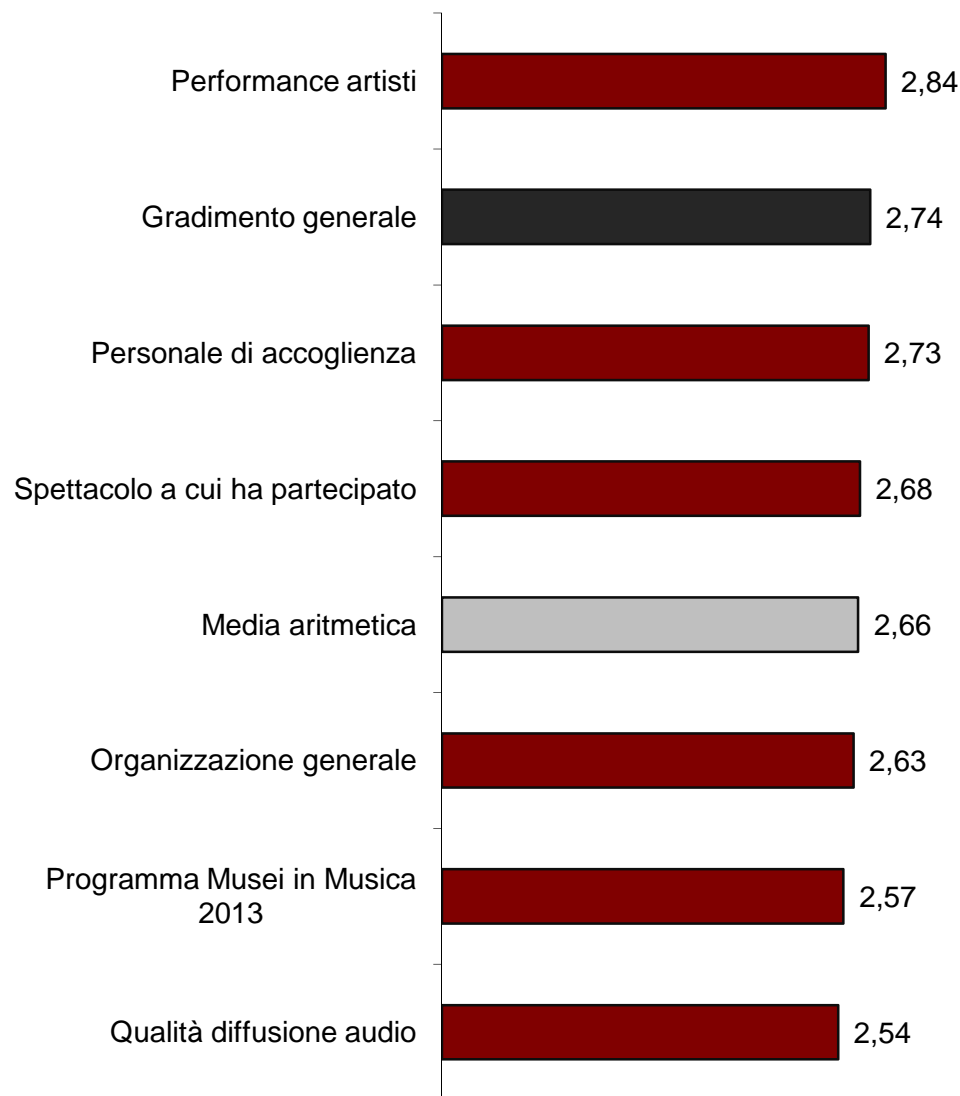
* The median is the term that occupies the central place in a set of data arranged in ascending order.

** The standard deviation is a statistical index that measures the accuracy and the reliability of results, by calculating the dispersion of the average values of the individual aspects surveyed with respect to their arithmetic mean (2,66).

Satisfaction mean values – Pareto chart

This chart clearly shows the mean values of satisfaction in decreasing order.

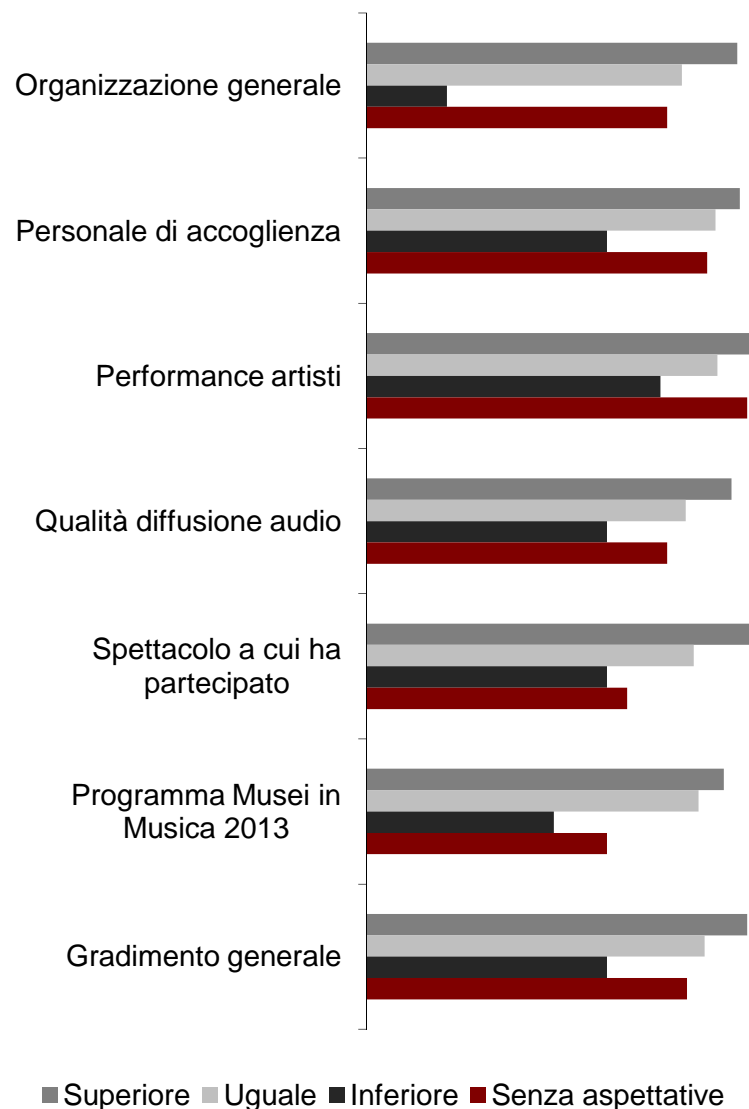
Above the average of the general perception of the show seen is the artists' performance, who reach a high average level of satisfaction, the welcoming personnel and the show seen reach a good level of appreciation.



Univariate analysis

As can be seen from the graph aside the satisfaction is higher especially for those with a judgment beyond his expectations, but also those who have no expectations really appreciates the performance of the artists, the personnel, and the general organization but less the quality of 'audio, the show seen and the program.

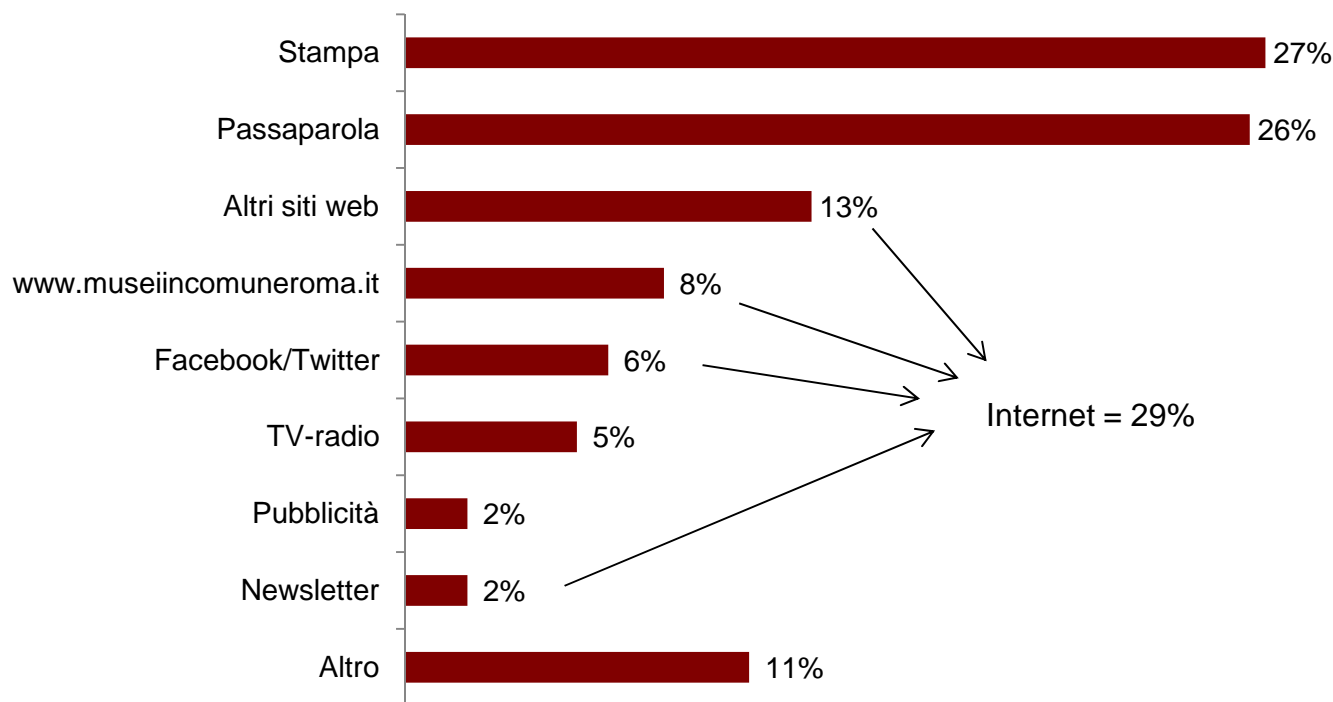
By gender, women appear to be more satisfied on the rating of the show; about ages, they are those who have 40-44 years and 65-74 years to issue an opinion on the overall high satisfaction; graduates and graduates have a higher rating on the Welcoming staff.



How did you hear about the initiative?

The web channel is the most effective means of communication since it reaches 29% (it was 31% in 2012); the press follow (27% in total, it was 17 % in 2012) and word of mouth (from 27% to 26%).

It is significant that to become aware of the initiative through the press are mostly Roman citizens (the press prevails for the age group 55 to 74), while tourist knew about the show mostly through word of mouth (as the age group from 19 to 34 years old).

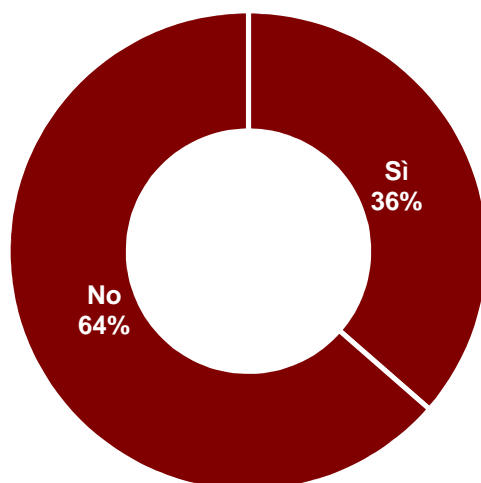


Participation in previous editions

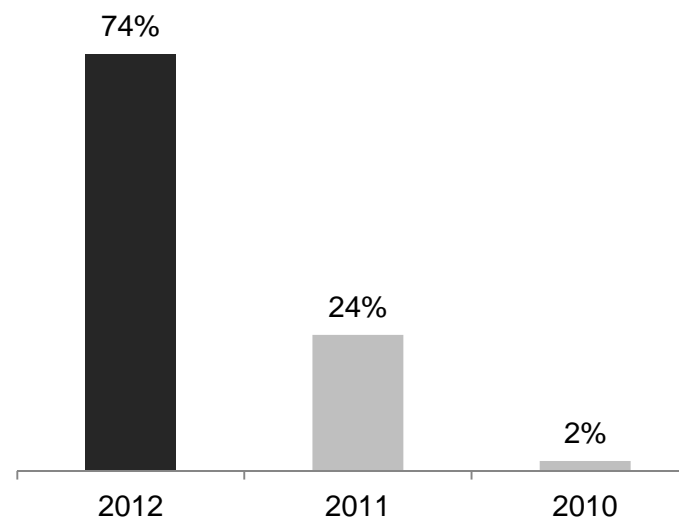
The majority of respondents (64% of the total sample) say they haven't already been participating in the initiative, while 36% have already participated in other editions of Musei in Musica.

This edition was attended by more respondents than last year's (74 % of the total).

Did you participate in previous editions?



Year

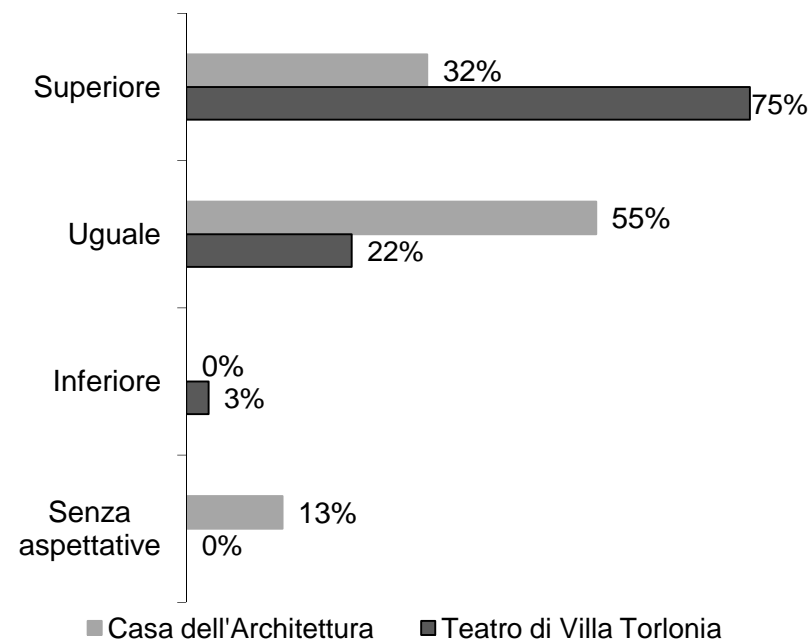
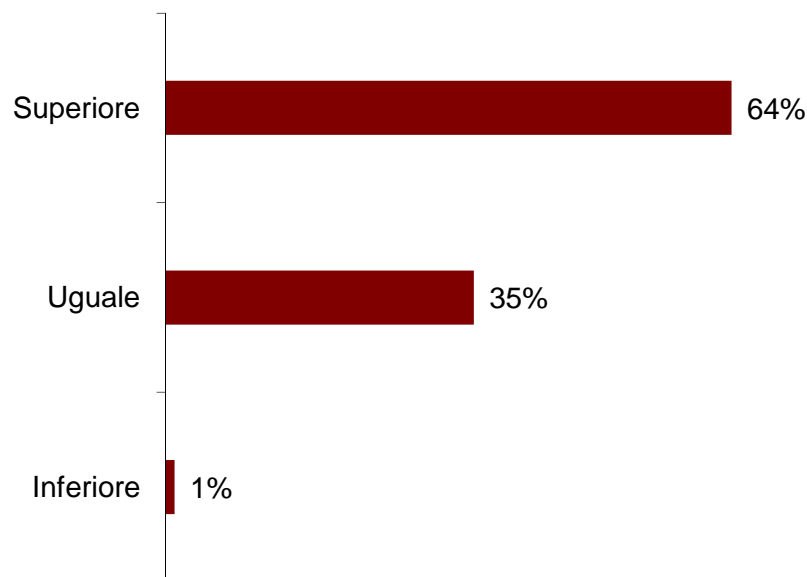


Findings than expected

64% of visitors surveyed said they had an opinion above their expectations, 35% say they have an equal judgment, while only 1% is less. As many as 4% say they have no expectations before the event.

It is significant that the judgment is higher than expected for those who will give a high level of satisfaction with the general approval of the initiative, while the same is mainly for those who are quite satisfied on this year edition.

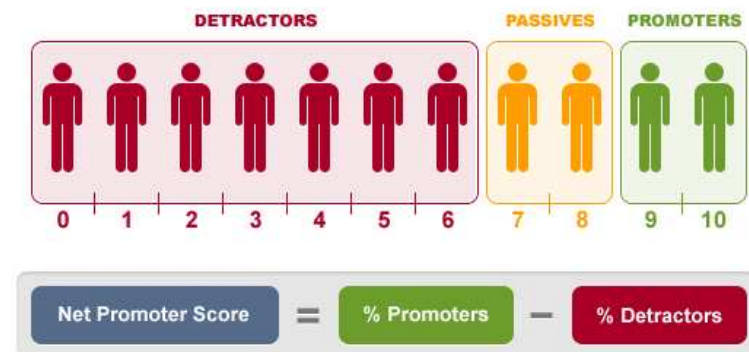
With respect of the Show seen, the satisfaction is higher for the Teatro di Villa Torlonia (that just inaugurated) while for the show at Casa dell'Architettura is equal to the expectations.



Would you reccomand this show to a friend?

The Net Promoter Score indicator contains within it the relationship between loyalty and recommendation.

In this case the percentage of users that will encourage others to participate, as you can see from the diagram below, is 64%.

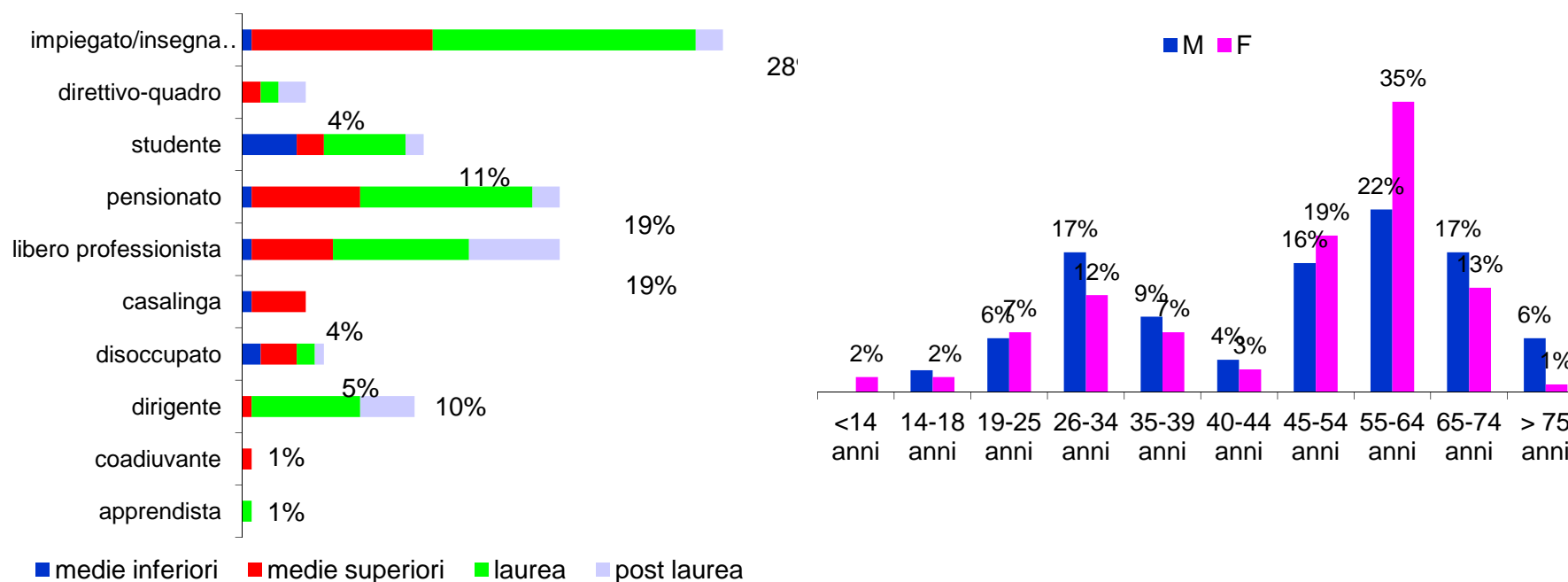


Would you reccomand this show to a friend?

NET PROMOTER SCORE Musei in Musica 2013										
0	1	2	3	4	5	6	7	8	9	10
0	0	1	0	0	1	2	18	40	34	94
0%	0%	1%	0%	0%	1%	1%	9%	21%	18%	49%
DETRACTOR = 3%							PASSIVE = 30%		PROMOTERS= 67%	
67% - 3% = 64%										

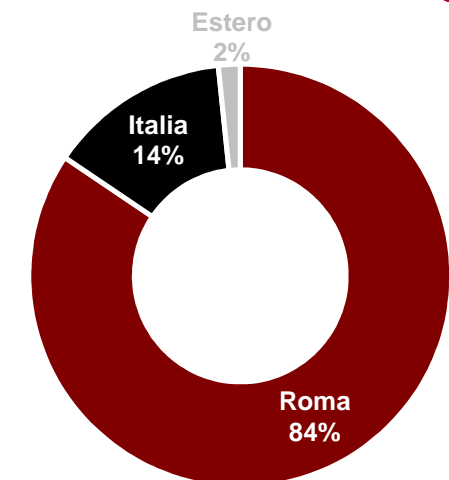
Socio-professional analysis (gender, age, education, profession)

For this survey prevails the female gender (59%; 62% in 2012), especially in the age group between 45 and 64 years. The age groups most represented are those between 45-64 years (48%, 436% in 2012) and 19-34 years old (21%, was 36% in 2012) 62% of the total sample claims to have obtained a university degree or higher (65% in 2012). Comparing the results of the previous year related to professional categories, this year prevail employees with 28% of the total (in 2012 they were 40%), followed by professionals (19%) and retired (increased from 8% to 19%).

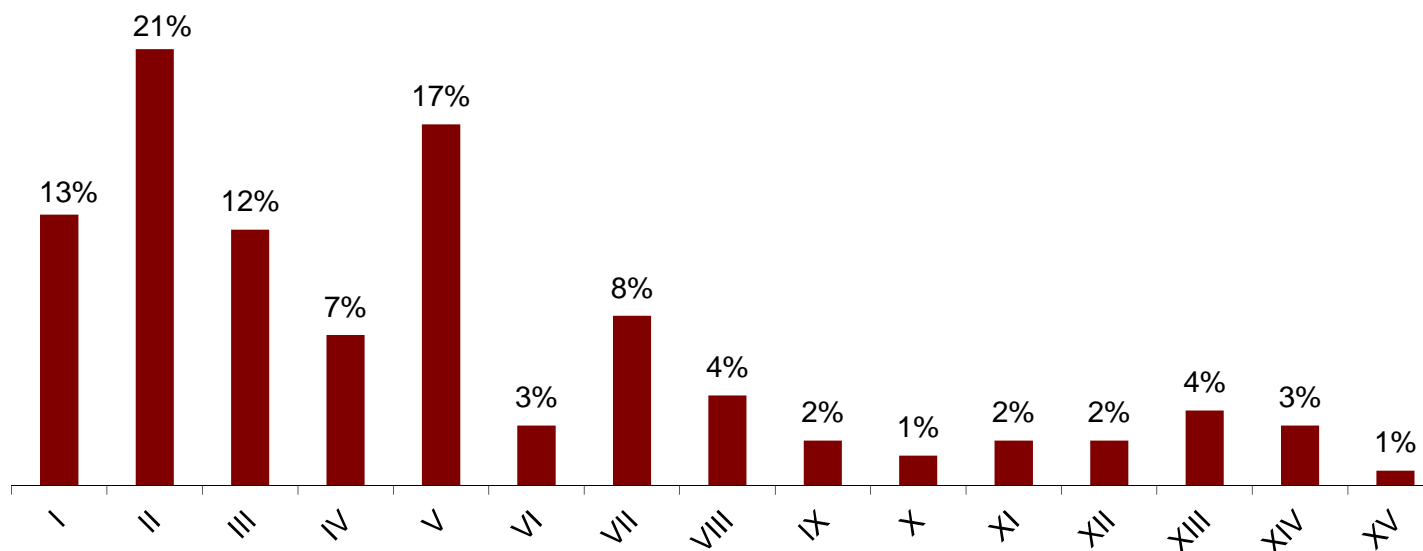


Socio-demographic analysis: gender and origins

A good 84% of the sample is made up of Roman citizens (in 2012 they were 76%), while 14% comes from other Italian cities and 2% from abroad (5% in 2012).



■ = Roma ■ = Italia ■ = Estero



Cluster analysis

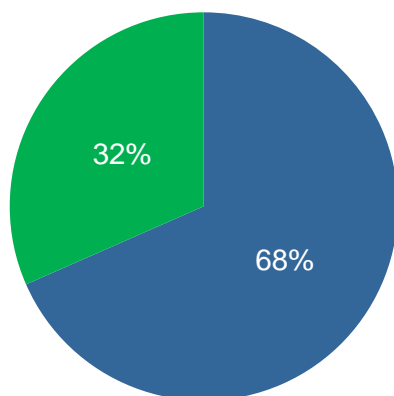
The cluster analysis is used to define groups of users with similar socio-demographic characteristics and satisfying the quantitative variables under investigation.

Two clusters were made, whose sample size is sufficient to ensure a reading of data within the cluster (130 individuals in cluster 1 and 60 in cluster 2).

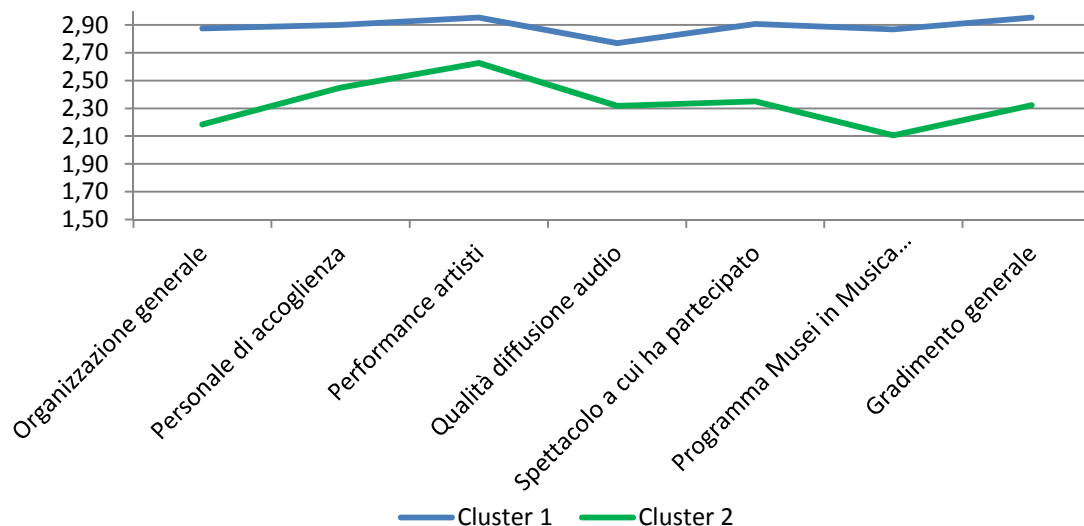
In the description of the cluster must be taken into account that there are some differences on the socio-demographic profile and that in the type 1 Satisfied are at a lower level of satisfaction, while in the 2nd type Delighted are those who have an overall very good feeling of the experience.

Cluster 1 are Satisfied, aged 34 to 54 years, self employed and students with a judgment equal to the expectations

Cluster 2 are Delighted, over 55 years, graduates, employees and retirees with a judgment exceeding expectations



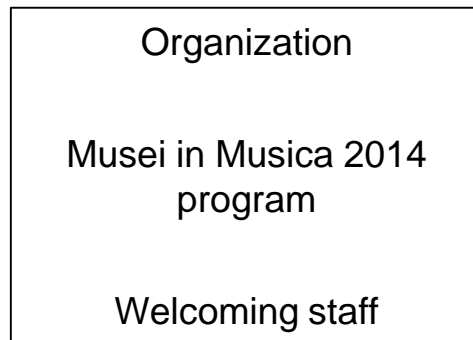
■ Cluster 1 ■ Cluster 2



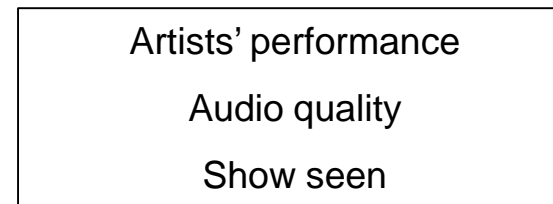
Factorial Analysis

Factor analysis is a statistical technique that allows to obtain a reduction of the complexity of the number of variables that explain a phenomenon, aggregating them in the macro areas.

With a limited number of variables under investigation were identified statistically the 2 following factors:

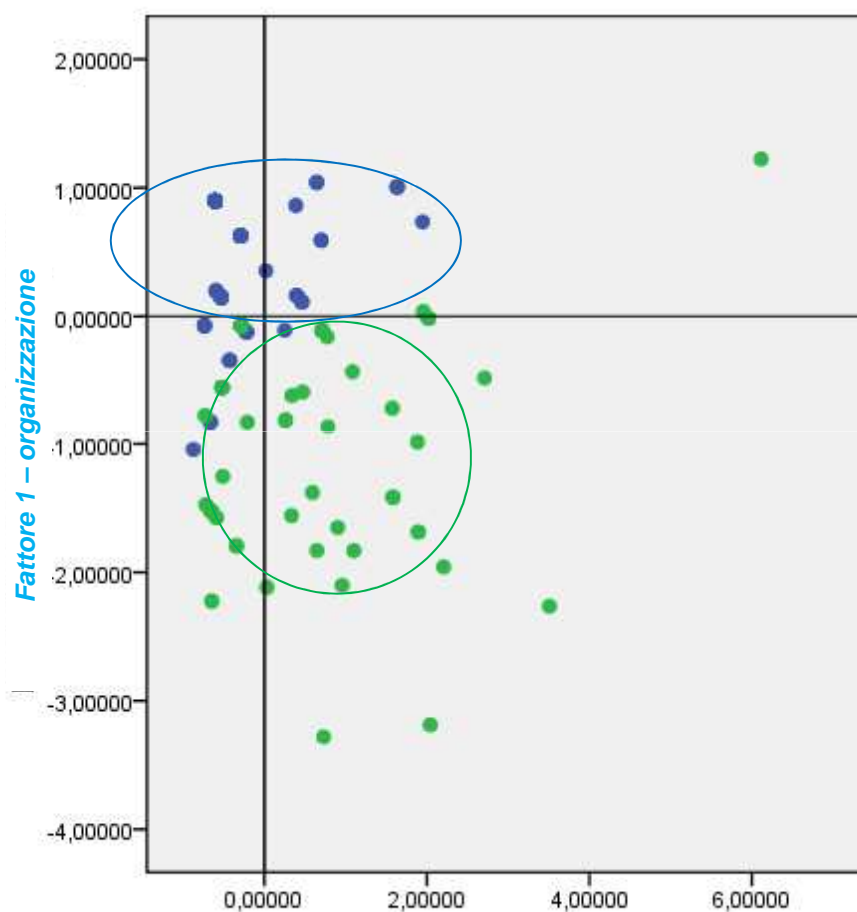


Fattore 1 = Organization



Fattore 2 = Entertainment

Multivariate analysis: Factor and Cluster Analysis



As can be seen from the chart, the average, the Cluster 1, namely that of "Delighted", shows greater satisfaction especially for Factor 1 ("Organization"), which however is less satisfactory for the Cluster 2 of "Satisfaction" who prefers factor "Entertainment".

Numero di cluster del caso

- 1
- 2

Fattore 2 – spettacolo

Correlation 1/2

All coefficients more significant are highlighted with double asterisk.

Correlation 1/2 <i>Rho di Spearman</i>***	General organization	Welcoming staff	Artist's performance	Audio quality	Show seen	Program Musei in Musica 2013	General appreciation
General organization	1,000	,485**	,255**	,127	,294**	,313**	,377**
Welcoming staff	,485**	1,000	,201**	,060	,175*	,294**	,387**
Artist's performance	,255**	,201**	1,000	,148*	,530**	,120	,287**
Audio quality	,127	,060	,148*	1,000	,289**	,312**	,214**
Show seen	,294**	,175*	,530**	,289**	1,000	,301**	,274**
Program Musei in Musica 2013	,313**	,294**	,120	,312**	,301**	1,000	,597**
General appreciation	,377**	,387**	,287**	,214**	,274**	,597**	1,000

*** The correlation analysis is not directly defined in the questionnaire, but indirectly through statistical processing. Is performed in order to acquire more detailed information on the performance of distributions response and determines the impact of individual indicators (the coefficient is between a value of "+1" = greater correlation / positive impact and "-1" = greater correlation / negative incidence), ie the weight of each variable

Correlation 2/2

For a more immediate and direct view of results, the sidebar summary regarding matters under investigation was extrapolated from the table on the previous page highlighting what is more related to overall satisfaction (ie those with double or single asterisk). All aspects under investigation are significant compared to the overall assessment of the event.

At Musei in Musica 2013, aspects that are more related to general opinion are those relating to the program of the initiative, welcoming staff and the overall organization.

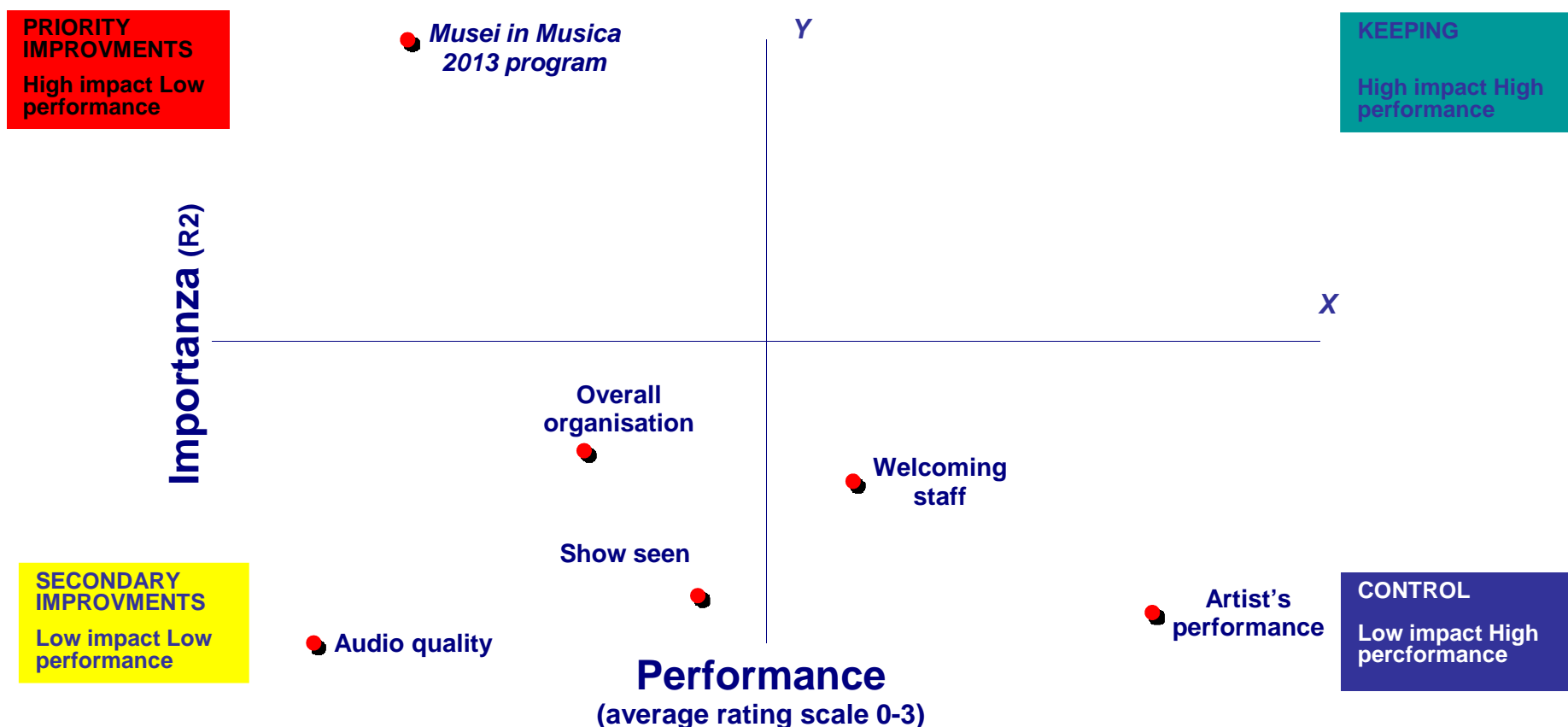
None of the aspects investigated has a negative impact on overall satisfaction.

Correlation Coefficients Spearman Rho overall opinion about the show Musei in Musica 2013	
Program Musei in Musica 2013	,597
Welcoming staff	,387
Overall organisation	,377
Artist's performance	,287
Show seen	,274
Audio quality	,214

Map of priorities (Linear regression)

The program of the event is the aspects considered most important to improve even though above average set at 2,10. There are not important aspects and satisfying (in the left upper quadrant).

Below the axis of abscissas are positioned instead aspects which are of less impact on overall satisfaction, even when they are deemed excellent (lower right quadrant).

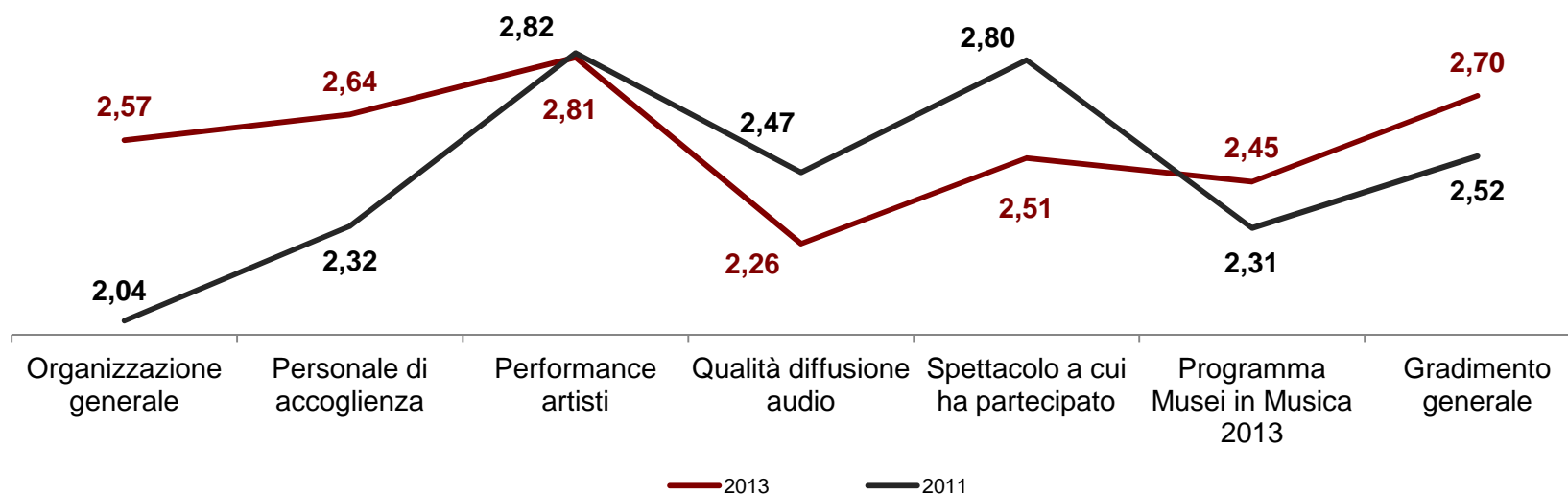


* This analysis defines, indirectly through the linear regression, the importance of the aspects investigated.

Musei in Musica - Casa dell'Architettura

The audience of Folkmus - Young Musicians at the House of Architecture confirm a high appreciation of the show, giving judgments more satisfactory compared to the event of 2011, especially regarding general organization, the personnel, and the program of the initiative and to the general satisfaction.

Compared to the previous edition, the quality of streaming audio and entertainment aspects are showing a slight decrease in satisfaction, while remaining above the standard of 2,10.



Suggestions

PRAISES all is perfect, all is good. **Total 5.**

NO ANSWERS. Total 136.

ORGANIZATION to do it more times a year(6), lasting more days (6), too long to wait outside (5), other (2). **Totale 18.**

ADVERTISING more advertising also in the days before the event. **Totale 13.**

ENTERTEINMENT diversify and improve the program (6), improving the acoustics at the House of Architecture (6) Other (1). **Total 13.**

SEATS to provide more (5), other (2). **Total 7.**

OTHER. Total 6.

Allegato 1 – Questionario

SITO _____ EVENTO a cui ha partecipato _____ ORA _____

Gentile utente, Le chiediamo cortesemente di dedicarci qualche minuto indicando il suo livello di gradimento (da Molto a Per niente soddisfatto) dei seguenti aspetti dell'iniziativa:

	Molto Soddisfatto	Abbastanza Soddisfatto	Poco Soddisfatto	Per niente Soddisfatto
1. Organizzazione generale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Personale di accoglienza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Performance artisti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Qualità della diffusione audio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Spettacolo a cui ha partecipato	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Programma <i>Musei in Musica 2013</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Gradimento generale <i>Musei in Musica 2013</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Rispetto alle aspettative, il suo grado di soddisfazione è: ☐ Superiore ☐ Uguale ☐ Inferiore ☐ Senza aspettative

9. Su una scala da 0 a 10, con che probabilità suggerirebbe questa manifestazione ad un amico/a?

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

10. Come è venuto a conoscenza dell'iniziativa *Musei in Musica*?

- | | | |
|---|--|--|
| <input type="checkbox"/> stampa (quotidiani/riviste) | <input type="checkbox"/> Contact center 060608 | <input type="checkbox"/> scuola/università |
| <input type="checkbox"/> www.museiincomuneroma.it | <input type="checkbox"/> depliant/locandina | <input type="checkbox"/> newsletter |
| <input type="checkbox"/> altri siti internet | <input type="checkbox"/> amici/parenti (passaparola) | <input type="checkbox"/> social network (facebook/twitter) |
| <input type="checkbox"/> passando, per caso | <input type="checkbox"/> pubblicità | <input type="checkbox"/> altro..... |
| <input type="checkbox"/> Punto Informativo Turistico – P.I.T. | <input type="checkbox"/> televisione/radio | |

11. Ha partecipato alle precedenti edizioni di *Musei in Musica*? ☐ Sì (a quella dell'anno____) ☐ No

12. SUGGERIMENTI

DATI PERSONALI :

Età: ☐ <14 ☐ 14 –18 ☐ 19-25 ☐ 26-34 ☐ 35-39 ☐ 40-44 ☐ 45-54 ☐ 55- 64 ☐ 65-74 ☐ 75 e più **Genere:** ☐ M ☐ F

Titolo di studio: ☐ scuola dell'obbligo (elementari/ medie) ☐ studi superiori ☐ laurea ☐ post lauream

Professione: ☐ impiegato/insegnante ☐ dirigente ☐ direttivo-quadro ☐ studente ☐ pensionato ☐ coadiuvante ☐ apprendista

☐ libero professionista/ imprenditore ☐ casalinga ☐ operaio ☐ disoccupato/in cerca di prima occupazione

☐ **Residente a Roma** (MUNICIPIO: _____) ☐ **Altra Provincia Italiana/ Nazionalità estera:** _____