



19/01/2015

Customer Satisfaction Survey

Musei in Musica – FolkMus

FACTORY La Pelanda

6 December 2014



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Data collection and analysis

This investigation shows results obtained from the analysis of 113 questionnaires given to a sample of the audience at the “*Museums in Music*” event at the Factory La Pelanda – Macro Testaccio di *Musei in Musica* on 6 December 2014 (24% of the overall public who went to the concerts object of this investigation: “*FolkMus -*

Young musicians and old stories, folk music in musEUms and more and Acquaragia Drom - Rom Kaffèe. Canti e balli dalle province zingare italiane”.

The sample's size is deemed adequate and representative of the population as it guarantees, with a satisfaction mean value equal to 98%, a $\pm 2,09\%$ margin of error.

The following scale has been used:

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

According to the investigation carried out for the all initiative “*Musei in Musica 2014*”, the public's average level of satisfaction was of 2,20.

Summary of results for FolkMus concerts

The overall satisfaction of the visitors surveyed is good, with an average of 2,66 and a percentage of **very / quite satisfied at 100%**.

All aspects have an average rating well above the standard of 2,20.

Above average for the initiative are the show seen (2,78), the performance of the artists (2,78), the reception staff (2,71), the quality of streaming audio (2,67) and the initiative program (2,67).

The program of the initiative, the show seen and the general organization are among the aspects most related to the general approval of the event. There are not improvements in the priority map (cf. pp. 16-18), even though most of the suggestions issued is about the lack of seating (33 suggestions).

The profile of the visitors surveyed is made up almost entirely of Roman citizens (87%), employees (29%) and students (21%), holding a university degree or higher (54%), mainly belonging to age between 45-64 years (29% of the total sample).

Among the media prevails the percentage of those who are aware of “Musei in musica” through word of mouth (40%), the web channel (30%) and advertising (20%).

Summary table

CSS Musei in Musica - FolkMus 2014	Mean	Median*	Valid answers	Missing answers	Standard deviation**	Delighted	Not satisfied	Very+Quite satisfied
General Organisation	2,43	2	110	3	,582	47%	0%	95%
Welcoming Staff	2,71	3	112	1	,473	72%	0%	99%
Artists' performance	2,78	3	112	1	,459	79%	0%	98%
Audio Quality	2,67	3	112	1	,560	71%	1%	97%
Concert's appreciation	2,78	3	112	1	,418	78%	0%	100%
Musei in Musica 2014 program	2,67	3	105	8	,549	70%	1%	98%
Overall opinion on the initiative	2,66	3	105	8	,477	66%	0%	100%

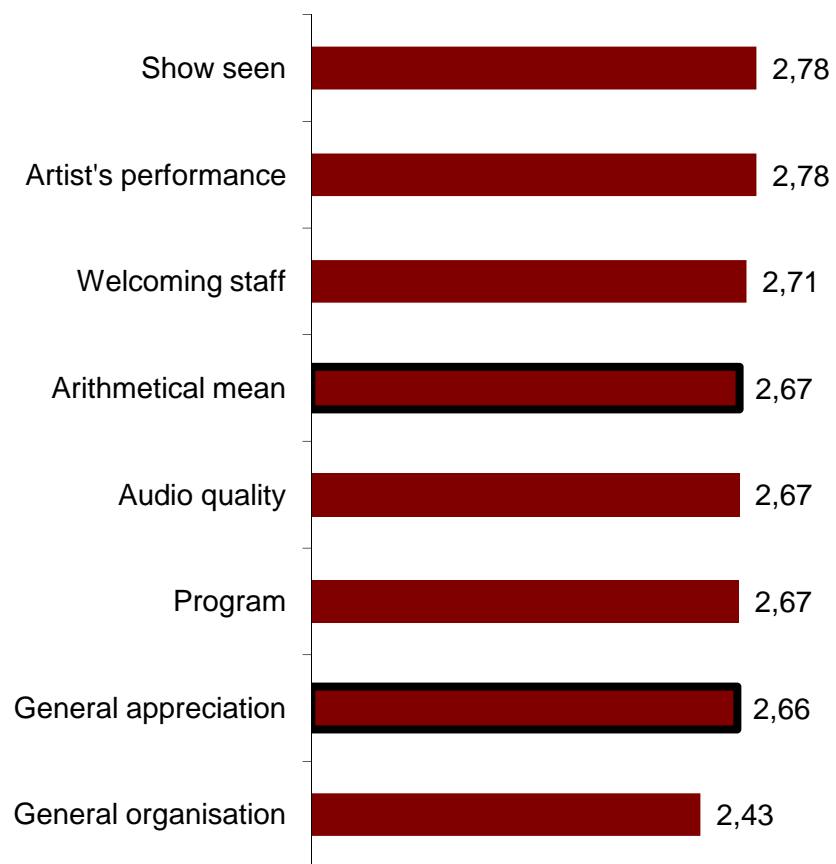
* The median is the term that occupies the central place in a set of data arranged in ascending order.

** 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 (2,67).

Satisfaction mean values – Pareto chart

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

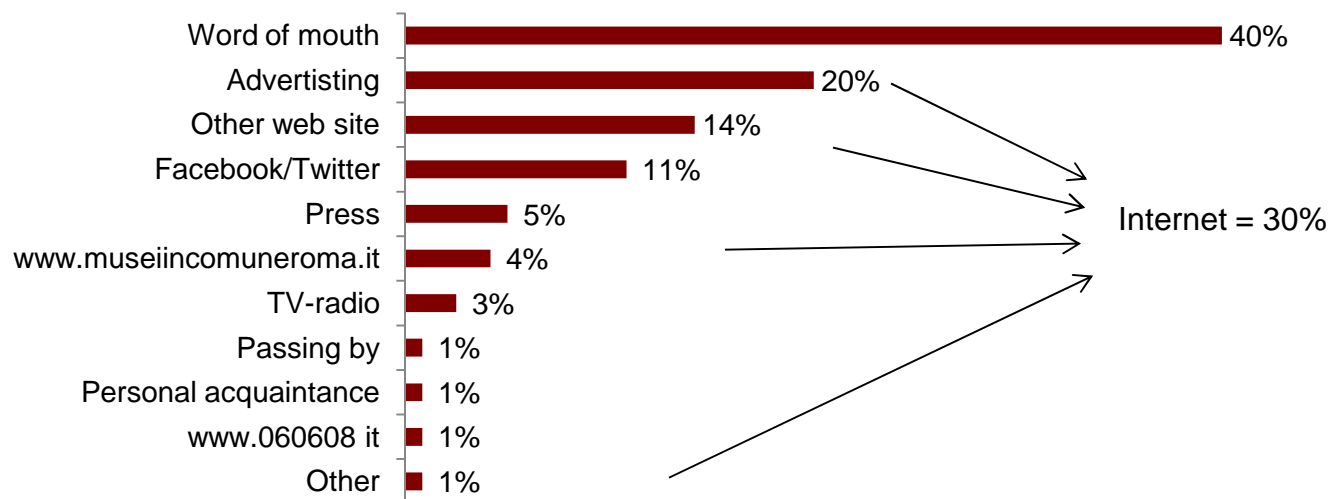
Above the average of the general perception are the show seen and the artists' performance, who reach a high average level of satisfaction, the welcoming personnel, and the quality of streaming audio and initiative program follows.



How did you hear about the initiative

Word of mouth is the most effective mean of communication since it reaches 40% (up from 27% in 2013); follow is the web channel (30% in total, it was 29% in 2013) and advertising (increasing from 2% to 20%).

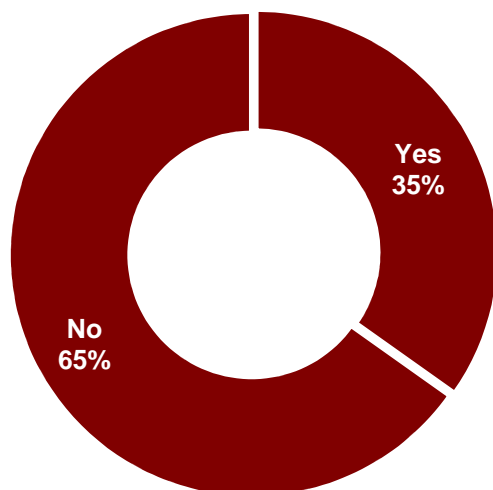
It is significant that to become aware of the initiative through word of mouth are especially those who had not participated in other editions of the event, while most of those who had already participated in previous editions become aware through advertising.



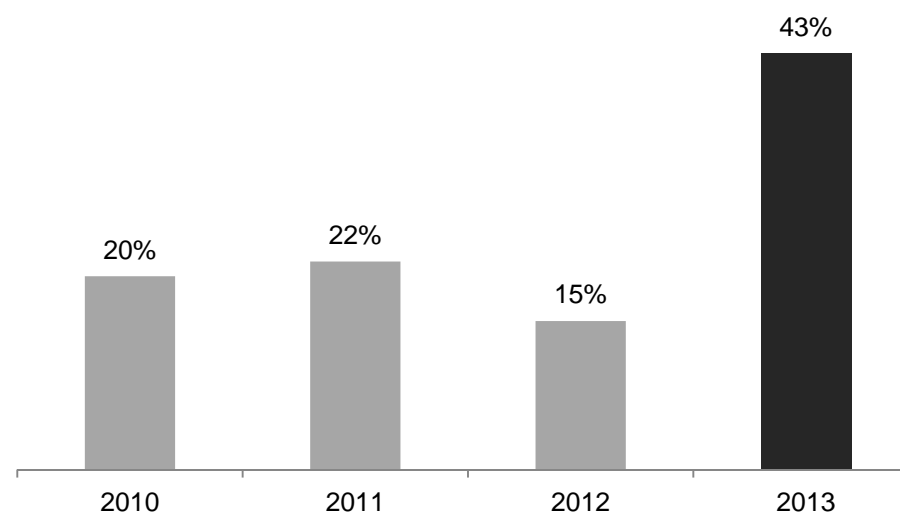
Participation in previous editions

The majority of respondents (65% of the total sample) say they have already been participating in the initiative, while 35% have already participated in other editions of Musei in Musica. This edition was attended by more respondents than last year's (43% of the total).

Did you participate in previous editions?



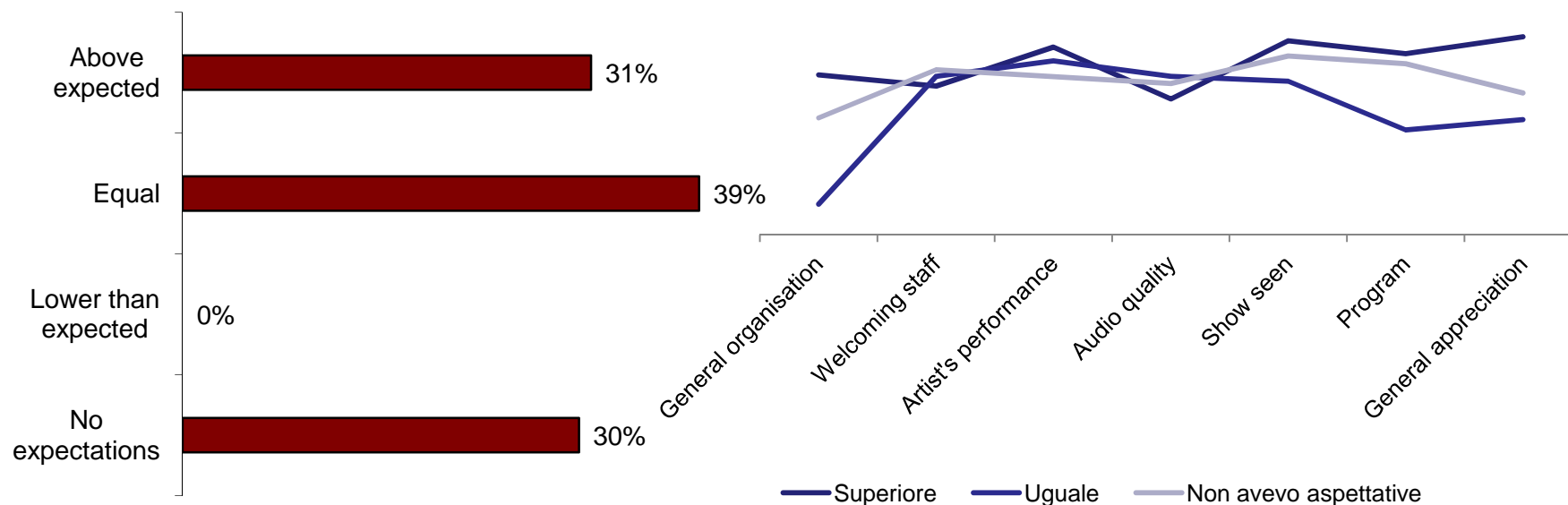
Year....



Findings than expected

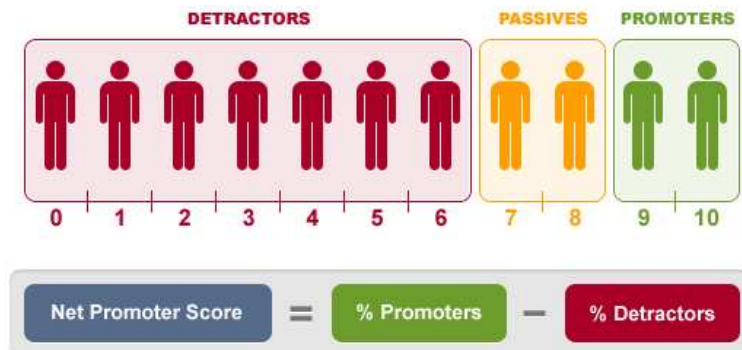
39% of visitors surveyed said they had an opinion equal to their expectations, 31% say they have an equal judgment, while no one is less. As many as 30% say they have no expectations before the event.

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. Even those who had not expectation a priori stated that enjoyed the show.



Would you recommend this event 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 in Folk Music show, as you can see from the diagram below, is 60%.



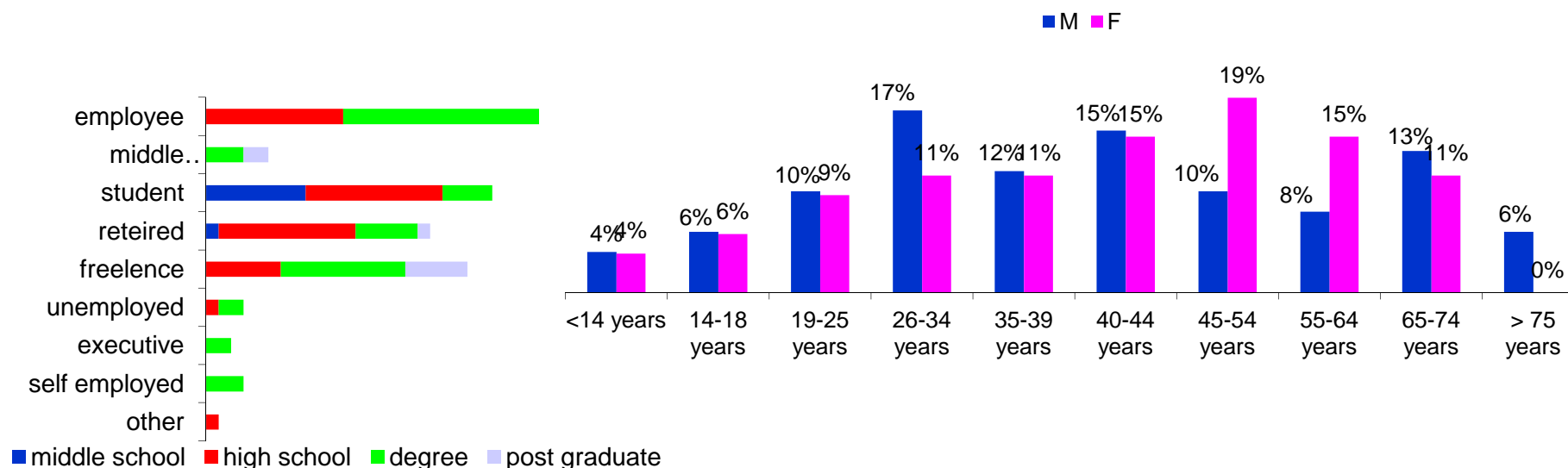
Would you reccomend this event to e friend?

NET PROMOTER SCORE										
Musei in Musica - FolkMus 2014										
0	1	2	3	4	5	6	7	8	9	10
0	0	0	0	0	1	1	9	32	16	54
0%	0%	0%	0%	0%	1%	1%	8%	28%	14%	48%
DETRACTORS = 2%							PASSIVE = 36%		PROMOTERS = 62%	
62% - 2% = 60%										

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

For this survey prevails the female gender (51%; 59% in 2013), especially in the age group between 45 and 64 years. The age groups most represented are those between 45-64 years (29%, 48% in 2013). 54% of the total sample claims to have obtained a university degree or higher (62% in 2013).

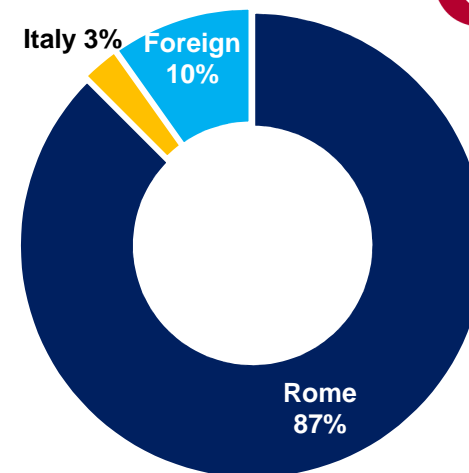
Comparing the results of the previous year related to professional categories, this year prevail employees with 29% of the total (in 2013 they were 28%), followed by students (increased from 11% to 21%) and professionals (stable at 19%).



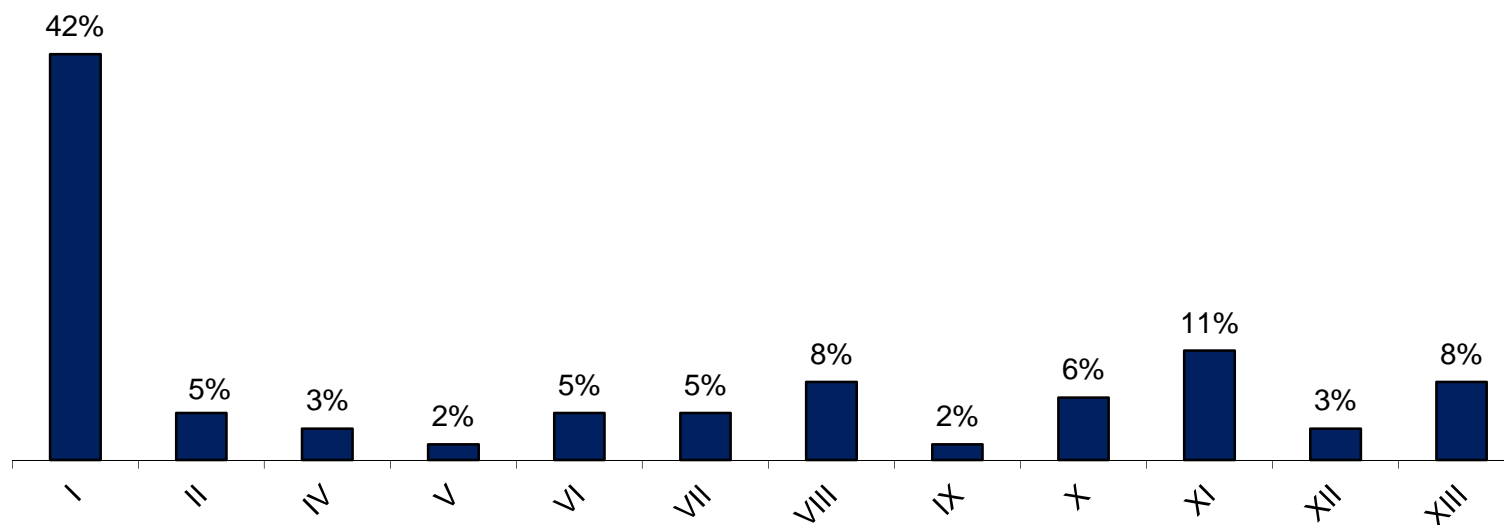
Socio-demographic analysis: gender and origin

A good 87% of the sample is made up of Roman citizens (in 2013 they were 84%), while 10% comes from abroad (2% in 2013) and the remaining 3% from other Italian cities (decreasing from 14% last year).

The residency area of Rome of users surveyed is where is the space hosting the event under investigation.



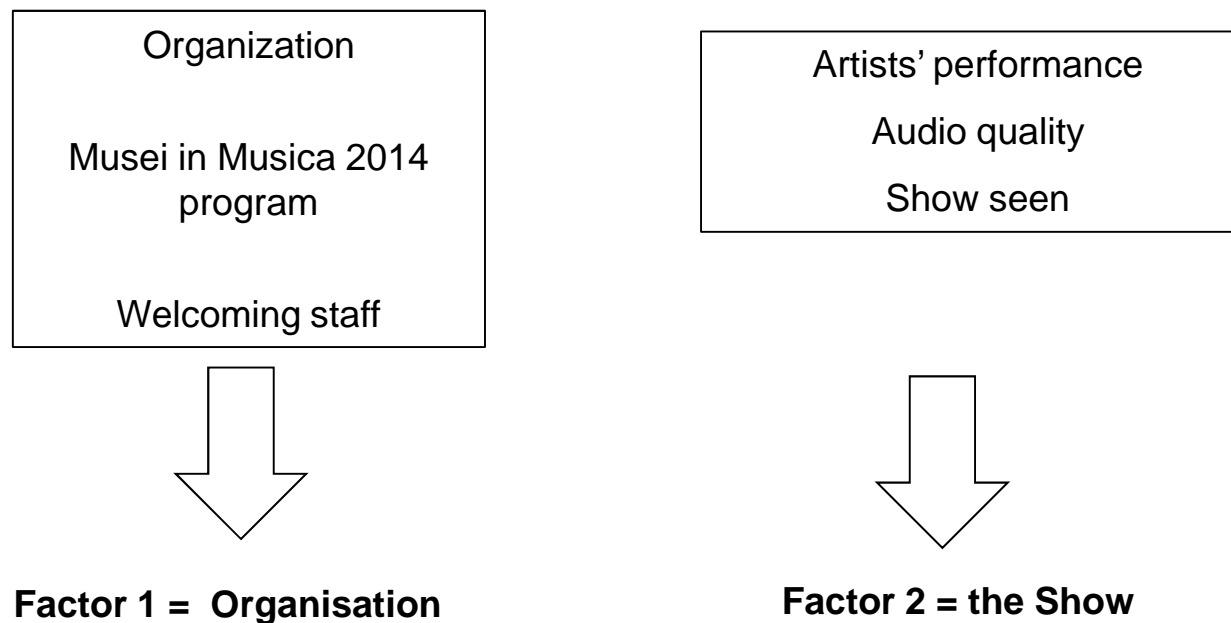
■ = Rome ■ = Italy ■ = Foreign



Factor 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:



Cluster analysis

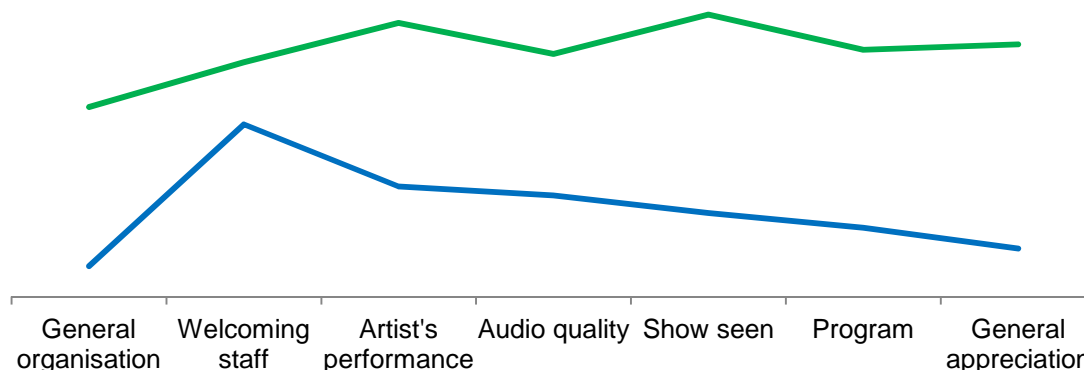
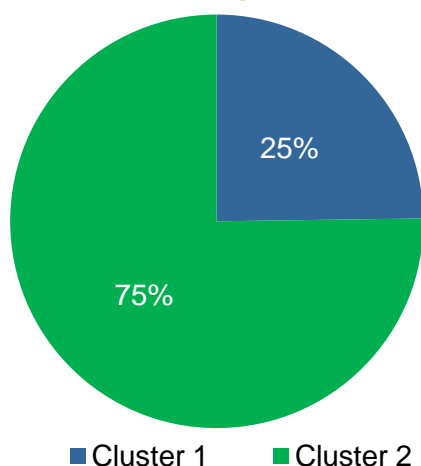
The cluster analysis is used to define groups of users with similar socio-demographic characteristics and satisfying the quantitative variables under investigation.

Two clusters were made, whose sample size is sufficient to ensure a reading of data within the cluster (28 individuals in cluster 1 and 85 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.

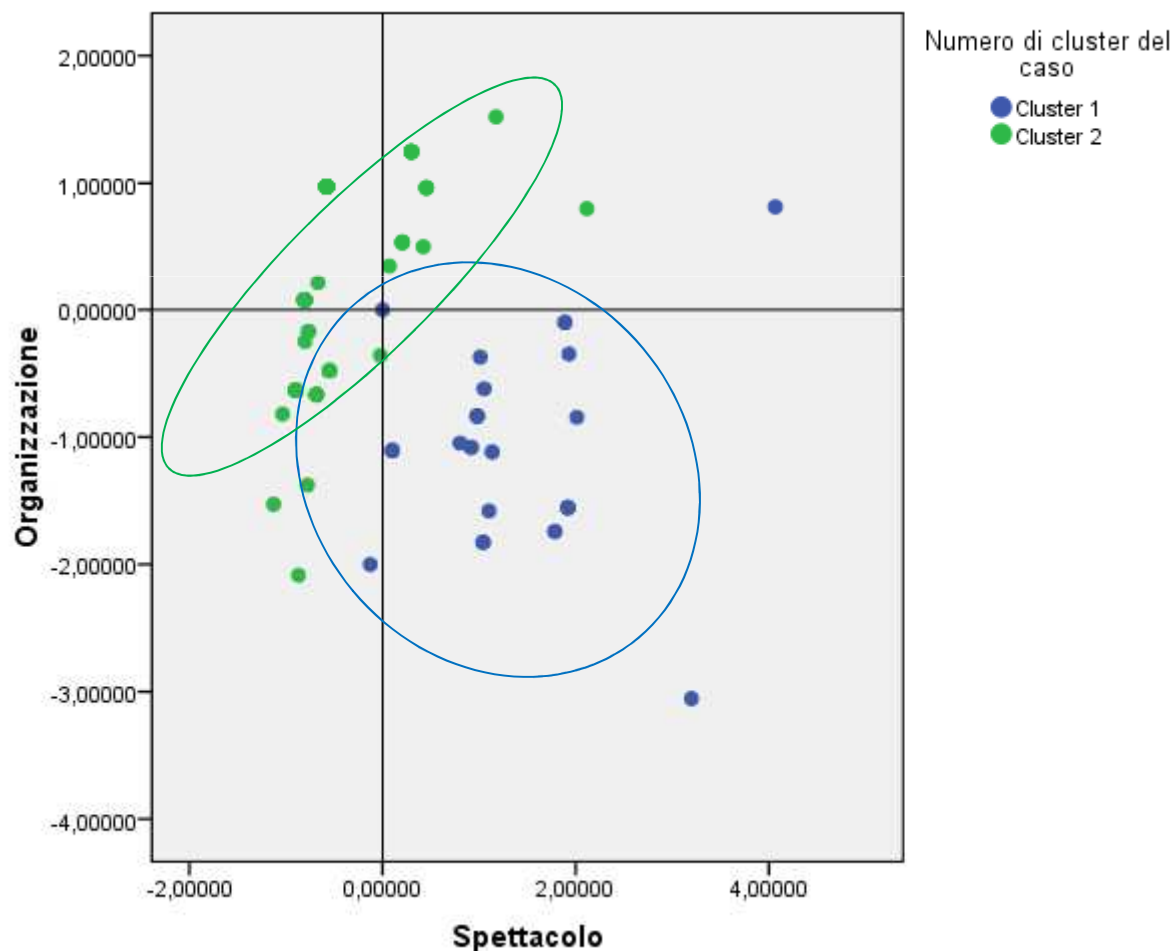
Cluster 1 are Satisfied, especially men, aged 55 to 74 years, graduates, retirees, with a judgment equal to the expectations

Cluster 2 are Delighted, especially women, between 40 and 54 years old, graduates, employees, with a judgment exceeding expectations



Multivariate analysis: Factor and Cluster analysis

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



Correlalation 1/2

All coefficients more significant are highlighted with double asterisk.

<i>Bivariate correlation Spearman Rho*** Folk Music 2014</i>	General organization	Welcoming staff	Artists' performance	Audio quality	Show seen	Musei in Musica 2014 program	Overall satisfaction
General organization	1,000	,251**	,220*	,105	,417**	,446**	,484**
Welcoming staff	,251**	1,000	,186*	,174	,096	,291**	,279**
Artists' performance	,220*	,186*	1,000	,277**	,623**	,219*	,427**
Audio quality	,105	,174	,277**	1,000	,338**	,268**	,357**
Show seen	,417**	,096	,623**	,338**	1,000	,436**	,628**
Musei in Musica 2014 program	,446**	,291**	,219*	,268**	,436**	1,000	,637**
Overall satisfaction	,484**	,279**	,427**	,357**	,628**	,637**	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.

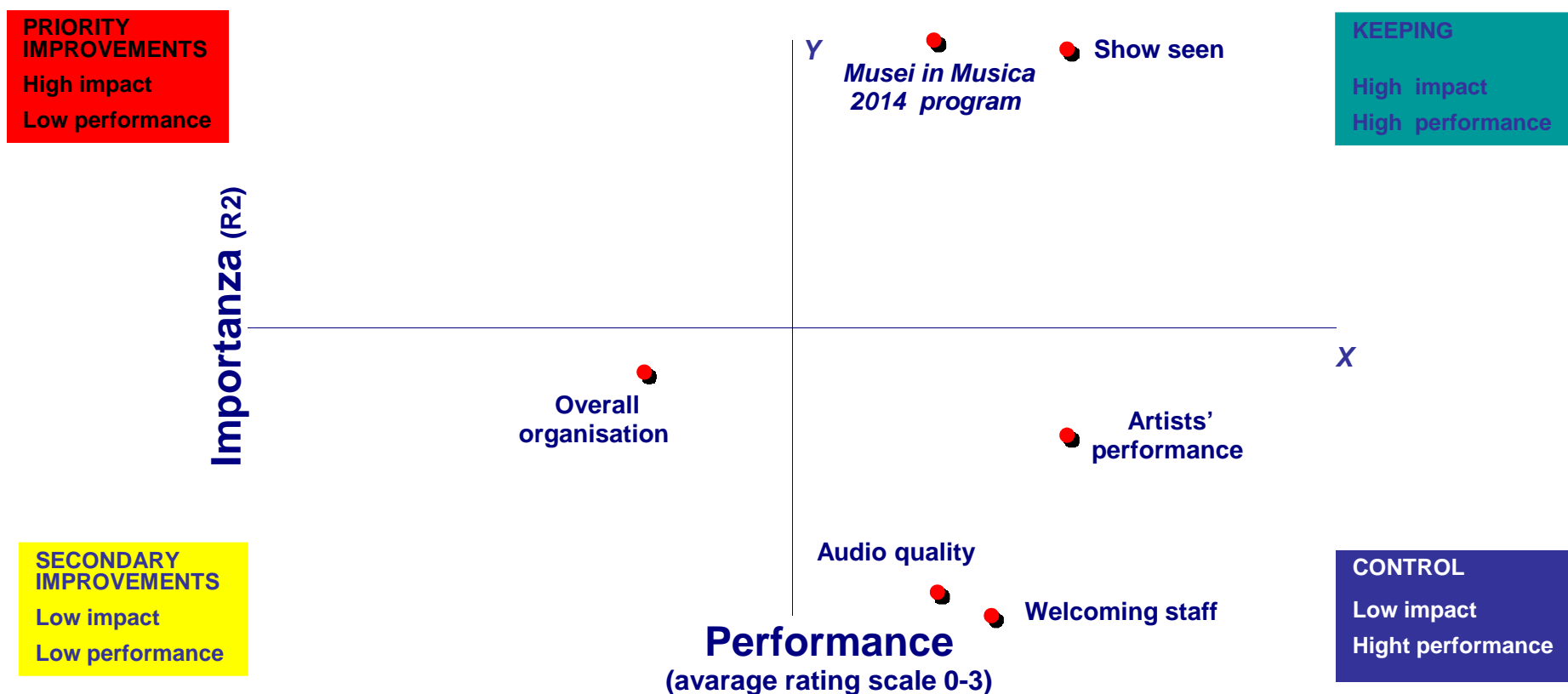
At Musei in Musica- Folkmusic 2014, aspects that are more related to general opinion are those relating to the program of the initiative, saw the show and the overall organization.

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

Correlation Coefficients Spearman Rho overall opinion about the sho Musei in Musica – FolkMus 2014	
Musei in Musica 2014 program	,637
Show seen	,628
Overall organization	,484
Artists' performance	,427
Audio quality	,357
Welcoming staff	,279

Map of priorities (Linear Regression)

The **program of the event** and the **show** seen are the aspects considered most important and satisfying. There are not important aspects to be improved (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.

Suggestions

PRAISES I like the concert **3**

NOTHING to improve **1**

NO ANSWER **64**

MORE SEATS. Total **33**

ORGANIZATION more initiative, exploit the areas. Total **6**

CAFETERIA needed. Total **5**

ADVERTISING to increase. Total **4**

48 TOTAL SUGGESTIONS
Musei in Musica - FolkMus 2014.

Allegato 1 – Questionario Folk Music 2014

Gentile visitatore, Le chiediamo cortesemente di dedicarci qualche minuto per aiutarci a migliorare la qualità dell'iniziativa. Indichi per questi aspetti il suo grado di soddisfazione seguendo la scala:

	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. Gradimento dello spettacolo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Programma <i>Musei in Musica 2014</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Gradimento generale <i>Musei in Musica 2014</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 iniziativa ad un amico?

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

10. Come è venuto a conoscenza di *Musei in Musica*?

- | | | |
|---|--|--|
| <input type="checkbox"/> stampa (quotidiani/riviste) | <input type="checkbox"/> Contact center 060608 | <input type="checkbox"/> newsletter |
| <input type="checkbox"/> www.museiincomuneroma.it | <input type="checkbox"/> www.060608.it | <input type="checkbox"/> social network (facebook/twitter) |
| <input type="checkbox"/> altri siti internet | <input type="checkbox"/> amici/parenti (passaparola) | <input type="checkbox"/> altro..... |
| <input type="checkbox"/> passando, per caso | <input type="checkbox"/> pubblicità | |
| <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:** _____

Musei in Musica – FolkMus – FACTORY presso La Pelanda - 6 dicembre 2014

Gentile visitatore, le chiediamo cortesemente di dedicarci qualche minuto per aiutarci a migliorare la qualità dell'iniziativa.
Dear visitor, please fill in this questionnaire, to help us to improve organisation and quality of this event.

Indichi per questi aspetti il suo grado di soddisfazione

seguendo la scala:

Please rate your degree of satisfaction with each of the items listed below, according to the scale:

	Molto soddisfatto Very satisfied	Abbastanza soddisfatto Quite satisfied	Poco soddisfatto Slightly satisfied	Per niente soddisfatto Not satisfied at all
1. Organizzazione generale/ General organisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Personale di accoglienza/ Welcoming staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Performance artisti/ Artists' performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Qualità della diffusione audio/ Audio quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Gradimento dello spettacolo/ Appreciation of the concert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Programma Musei in Musica 2014/ Program Musei in Musica 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Gradimento generale Musei in Musica 2014/ General appreciation of Musei in Musica 2014	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Rispetto alle aspettative, il suo grado di soddisfazione è: *With respect to your expectations, your satisfaction is:*

- ☐ Superiore/ Higher than expectations ☐ Uguale/ Equal to the expectations
☐ Inferiore/ Lower than expectations ☐ Senza aspettative/ No expectations

9. Su una scala da 0 a 10, con che probabilità suggerirebbe questa iniziativa ad un amico?
How likely is it that you would recommend this show to a friend, according to the scale 0-10?

MIN	0	1	2	3	4	5	6	7	8	9	10	MAX
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Come è venuto a conoscenza di **Musei in Musica**? *How did you find out Musei in Musica the first time?*

- ☐ stampa (quotidiani/riviste)/ press (newspapers/magazines) ☐ amici-parenti/ friends&relatives
☐ www.museiincomuneroma.it ☐ pubblicità/ advertising
☐ www.060608.it ☐ TV/radio
☐ altri siti internet/ other websites ☐ newsletter
☐ passando per caso/ passing by ☐ social network
☐ P.I.T. (Punti Informativi Turistici)/ Tourist Info Point ☐ altro (specificare)/ other (specify) _____
☐ Contact Center 060608

11. Ha partecipato alle precedenti edizioni di **Musei in Musica**? *Have you taken part to the previous editions?*

- ☐ Sì (a quella dell'anno _____) / Yes (year _____) ☐ No

12. **SUGGERIMENTI/SUGGESTIONS**

DATI NECESSARI PER FINI STATISTICHE/ DATA REQUIRED FOR STATISTICAL PURPOSES:

Età/Age: ☐ <14 ☐ 14-18 ☐ 19-25 ☐ 26-34 ☐ 35-39 ☐ 40-44 ☐ 45-54 ☐ 55-64 ☐ 65-74 ☐ >75

Genere/Gender: ☐ M ☐ F

Titolo di studio/Education:

☐ scuola dell'obbligo/ compulsory school ☐ diploma superiore/ high school ☐ laurea/ degree ☐ post laurea/ postgraduate

Professione/Job:

- ☐ studente/student ☐ non occupato /unemployed
☐ impiegato-insegnante/employee-teacher ☐ pensionato/retired ☐ lavoratore in proprio/self-employed
☐ dirigente/manager ☐ libero professionista /freelance ☐ altro/other _____
☐ direttivo-quadro/executive ☐ casalinga/housewife

Provenienza/Provenance:

☐ Roma/Rome (Municipio _____) ☐ Provincia italiana-Nazionalità/Italian province-Nationality (specificare/ specify _____)