

Matera 2019

THE 2019 EXPERIENCE AND THE LEGACY OF THE EUROPEAN CAPITAL OF CULTURE



the opinions of tourists and residents

Face-to-face and online interviews

PRESENTATION OF DATA

CONTENTS

1

Methodology Notes	p. 2
Sample Profile	p. 3
Introductory questions - targeted at residents	p. 5
Matera 2019 Passport and events - targeted at residents and tourists	p. 10
Programme and location satisfaction - targeted at residents and tourists	p. 20
Future expectations - targeted at residents	p. 27
Experience and opinions of the tourists - targeted at tourists	p. 31



METHODOLOGY NOTES

2

Survey carried out by:	Datacontact S.r.l.
Survey commissioned by:	Matera-Basilicata 2019 Foundation
Type of survey:	Quantitative
Objective:	To find out the opinions of citizens and tourists at the end of Matera's year as the European Capital of Culture
Scope of reference:	CAPI survey: Resident citizens and tourists visiting Matera in 2019 during the survey period CAWI survey: Database of citizens and tourists that are Newsletter subscribers/Passport purchasers
Sample:	For tourists approached face to face (1,700) the sample was proportional to the scope of reference (ISTAT 2019 data) by: Gender Age range For tourists approached face to face and for the sample used for the online survey, random sampling was carried out
No. interviewees:	4,609 useful interviews, subdivided into: - 2866 Residents (1700 face-to-face and 1166 online interviews) - 1743 Tourists (845 face-to-face and 898 online)
Survey period:	from 14 December 2019 to 9 January 2020
Methodology used:	Face-to-face interviews around the centre of Matera (City centre, Sassi stone districts, Cava del Sole, La Martella hamlet, Fruit and vegetable market, Saturday market and Infopoint) Online interviews (CAWI)



SAMPLE PROFILE

Sociodemographic variables – TARGET TOURISTS AND RESIDENTS –

3

	<u>TOTAL</u>
	%
Cumulative target	
Residents	62.2
Tourists	37.8
	No.: 4609

	<u>TOTAL</u>
	%
Selection target	
Residents face-to-face (proportional ISTAT)	36.9
Tourists face-to-face	18.3
Residents online	25.3
Tourists online	19.5
	No.: 4609

	<u>TOTAL</u>
	%
Qualification	
No formal education	0.1
Primary school	1.7
Secondary school	8.3
College	47.7
University degree	33.1
Post-graduate	9.2
	No.: 4609

	<u>TOTAL</u>
	%
Sex	
Male	47.2
Female	52.6
No response	0.3
	No.: 4609

	<u>TOTAL</u>
	%
Age	
18-30	17.8
31-45	28.3
46-65	38.6
over 65	15.4
	No.: 4609

	<u>TOTAL</u>
	%
Employment	
Employed	48.3
Student	8.4
Business owner/manager	6.4
Homemaker	3.3
Self-employed	13.8
Retired	14.9
Other	0.5
Unemployed	3.3
No response	1.2
	No.: 4609



SAMPLE PROFILE (continues)

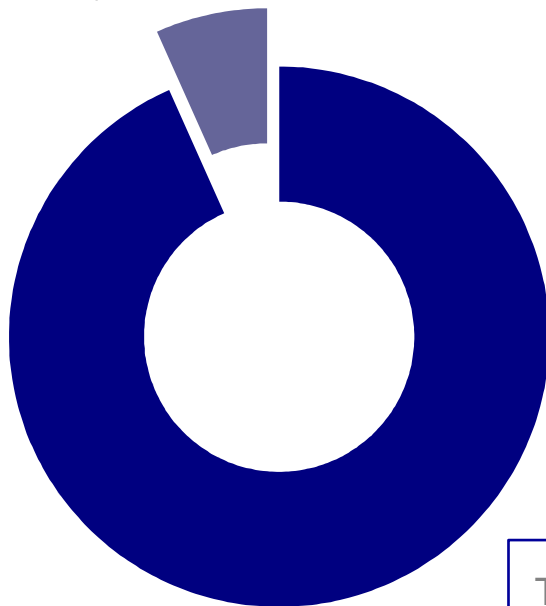
Geographic variables – TARGET TOURISTS AND RESIDENTS –

4

TOURISTS

Most common foreign countries:
UK,
Germany,
Georgia,
Belgium, USA,
Switzerland,
France

Abroad; 6.5



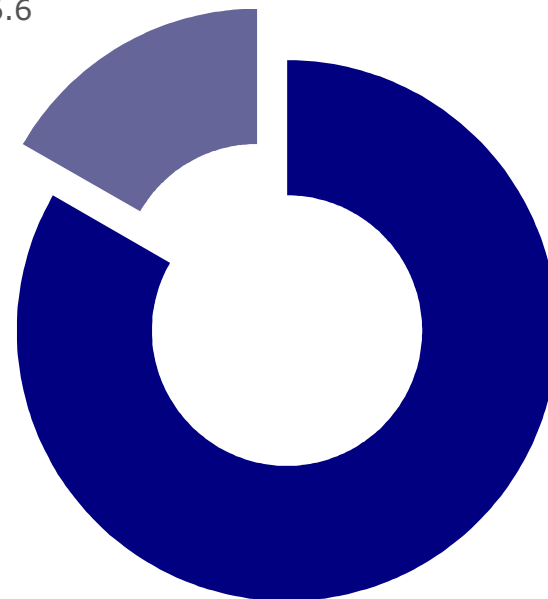
Italy; 93.5

The most common italian province:

Bari, Potenza,
Rome, Naples,
Taranto, Milan,
Lecce, BAT,
Salerno, Brindisi
and Turin

RESIDENTS

Province of Matera;
16.6



City of Matera; 83.4



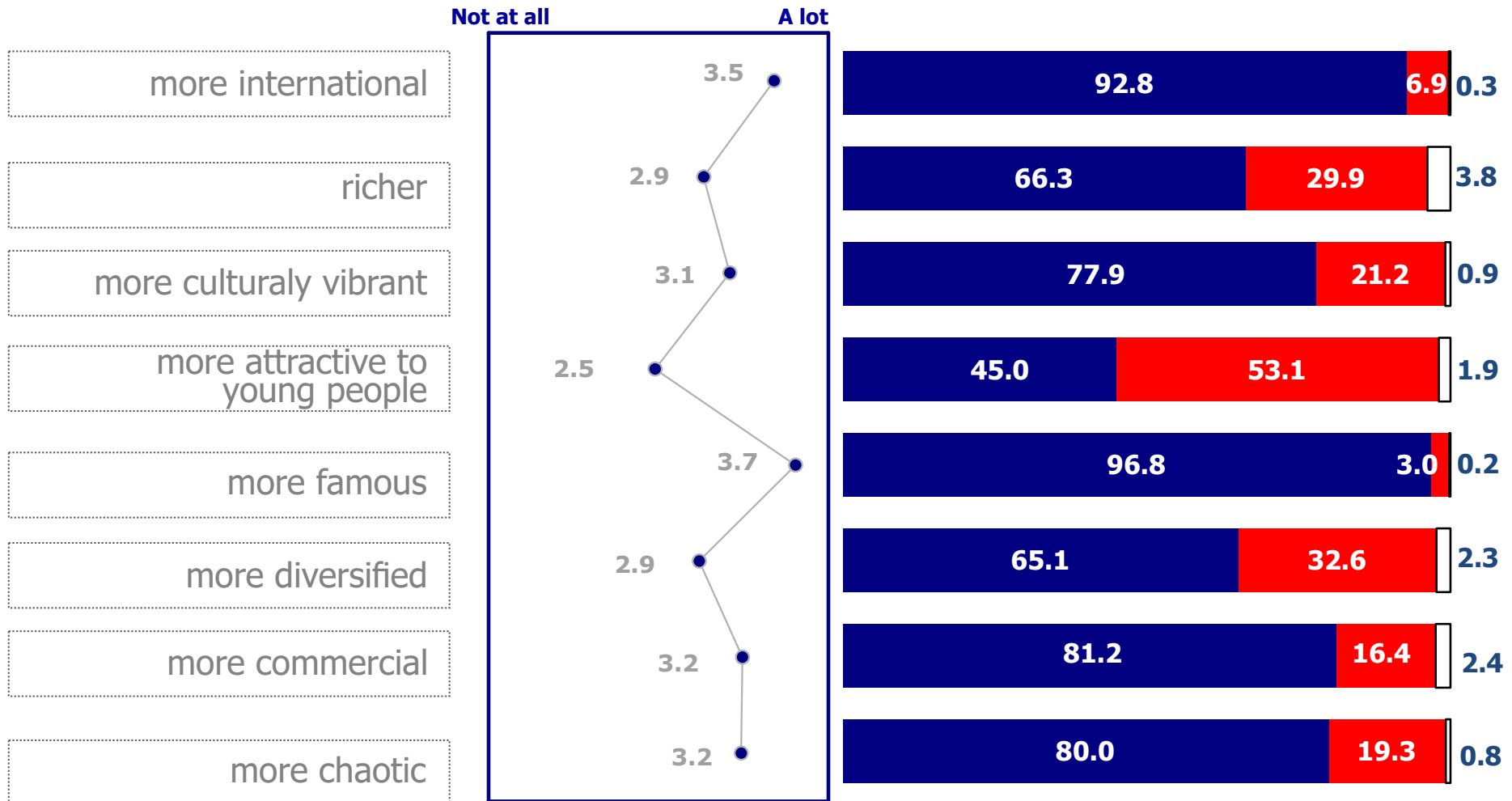
INTRODUCTORY QUESTIONS
TARGETED AT RESIDENTS

**Take a moment to think about Matera before the candidacy for European Capital of Culture.
Compared to then, it is now ... - Answer with a lot, rather, a little, not at all**

6

No. = 2,866

Average rating
(scale 1-4)



Indicate how much you believe the strength of your feelings has grown, for each of the following aspects, following the Matera 2019 experience.

- Answer with **A lot/A fair amount/A little/Not at all** -

7

No. = 2,866

Average rating
(scale 1-4)

Not at all A lot

Pride in the journey that the city has undertaken

3.3



Acceptance/openness towards tourists and citizens from other countries/backgrounds

3.3



Willingness to commit to making the city better and to volunteer

2.9



Willingness/possibility to personally get involved in cultural projects

2.8



Openness towards those who are different or differently abled

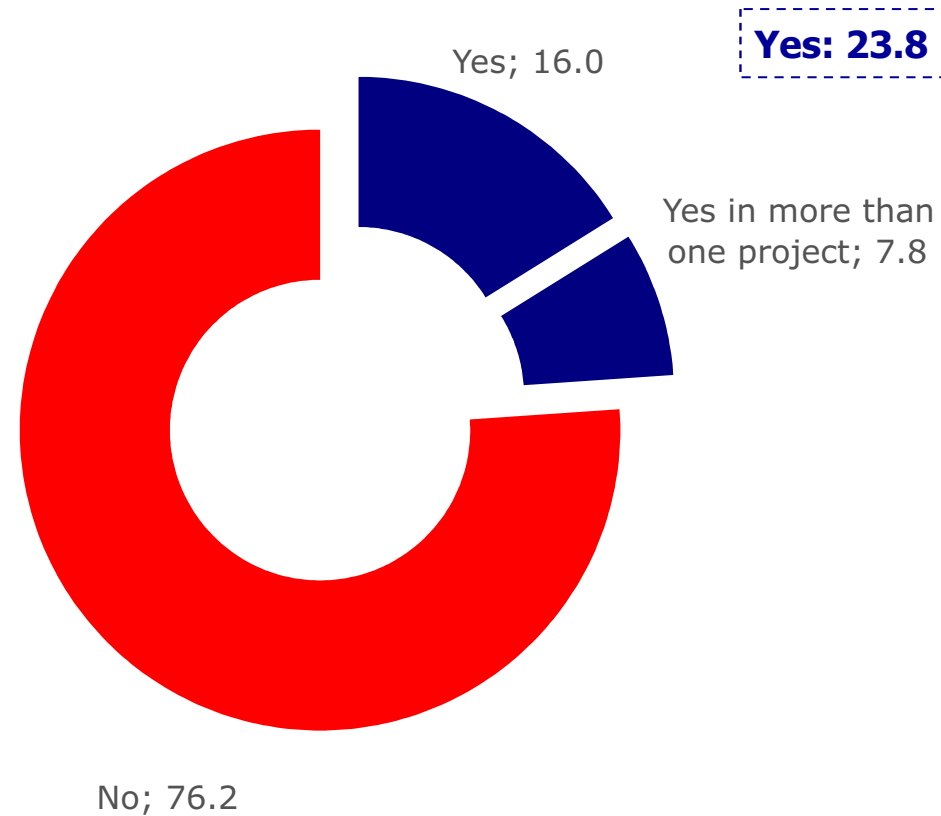
3.3



More specifically, did you actively participate as a PROTAGONIST in one (or more) of the Matera 2019 projects?

8

No. =2,866
Percentages %

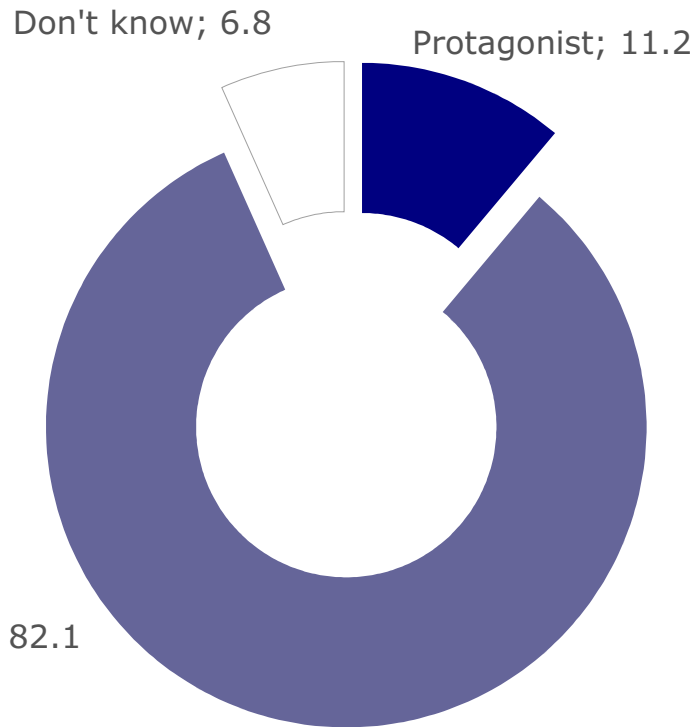


The percentage of PROTAGONISTS is greater in the segment **RESIDENTS** (39.1%), **YUNG PEOPLE 18-30 Years** (33.4%) and in possession of a **PASSPORT** (32.3%)



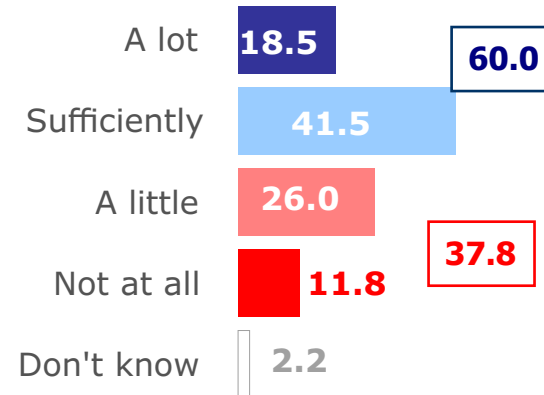
Do you feel/would you call yourself more of a protagonist or spectator of cultural projects?

No. =2,866
Percentages %



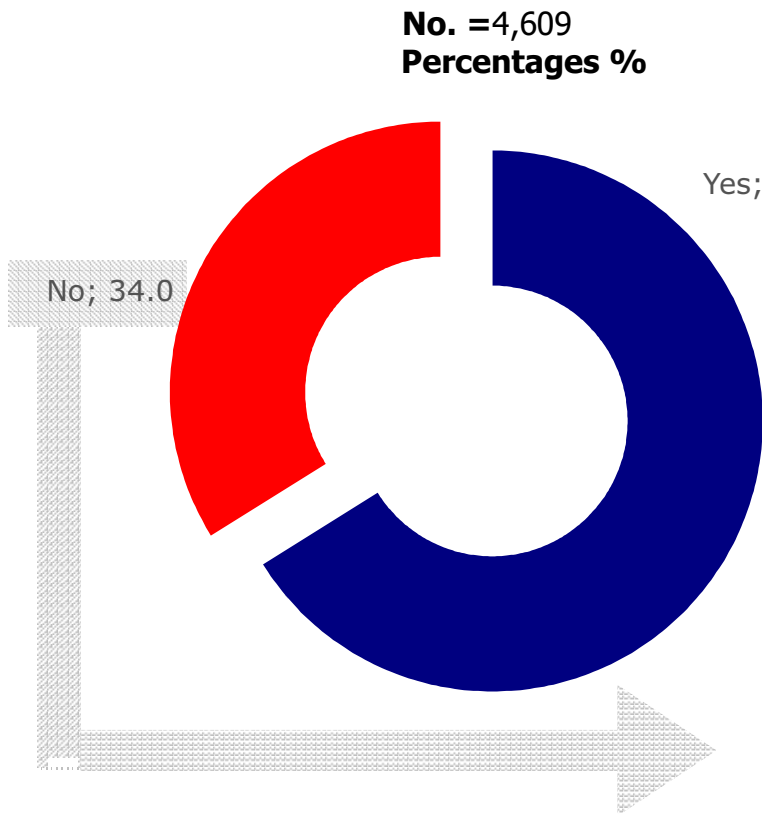
Compared to the past and thinking about the possibility of feeling like a "PROTAGONIST" and not just a "SPECTATOR" of cultural events and projects, **do you think that your willingness to get involved has grown?**

No. =2,866
Percentages %



MATERA 2019 PASSPORT AND EVENTS
TARGET RESIDENTS AND TOURISTS

Have you attended/participated in Matera 2019 shows, events, or exhibitions?



Average no. of events attended: 10.8

No. = 3,044

Event attendance reached 70.8% in the **RESIDENTS** segment and 1'89.6% of these held the **PASSAPORT**

Reasons for NOT attending?

No. = 1,565
Percentages %

- Lack of time **49.1**
- No opportunity/possibility **21.0**
- I didn't feel involved **8.1**
- Impossible to find available seats **5.6**
- No interest in the subject matter **5.0**
- Inconvenient times/locations **4.4**
- Not yet had the opportunity to attend **3.6**
- Other **3.3**

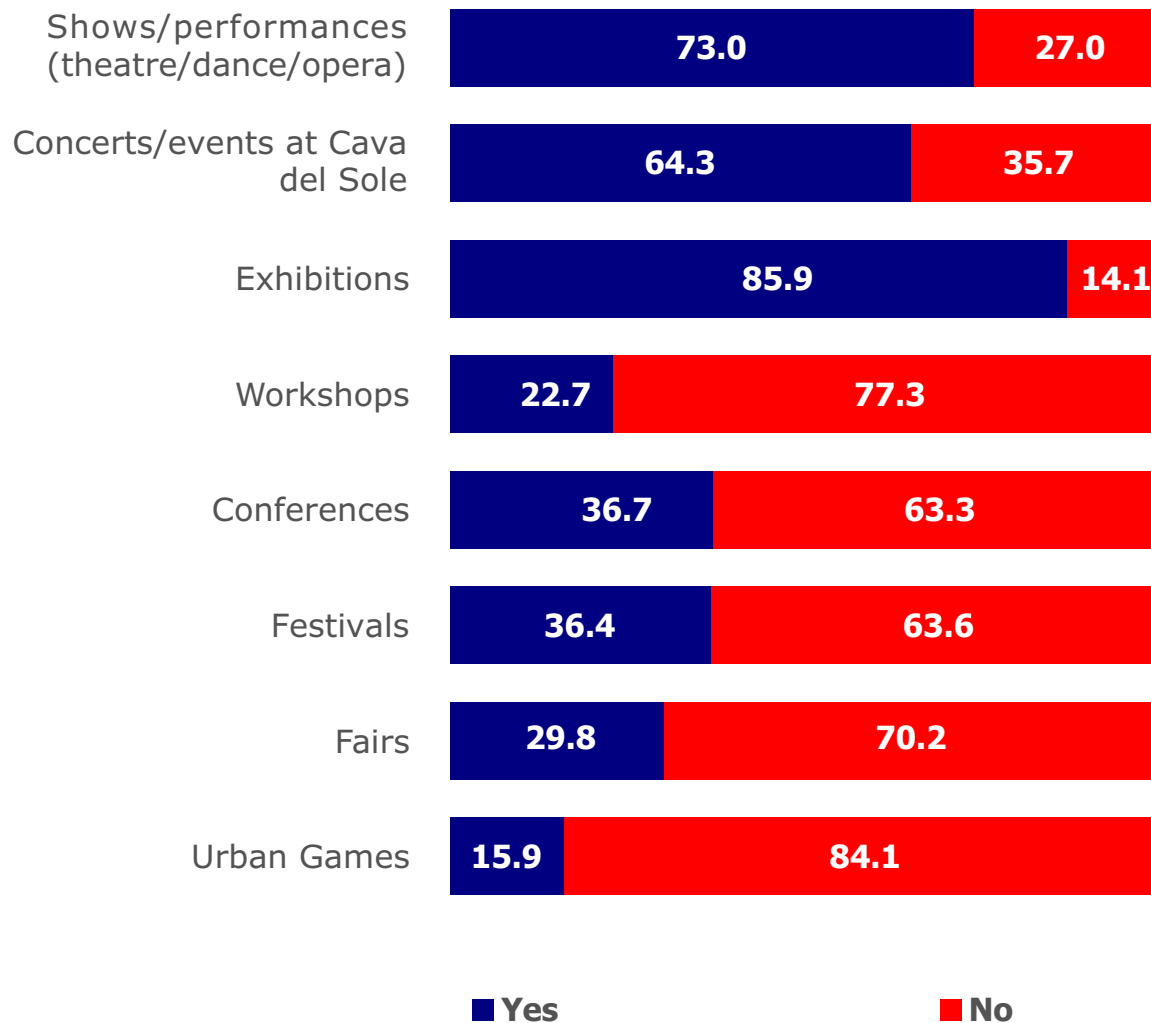
Cumulative Target	
Residents	Tourists
%	%
48.5	49,8
13.5	29.6
13.0	2.3
8.4	2.5
7.3	2.3
5.7	2.9
1.4	6.2
2.3	4.4
No.: 838	No.: 727



(question addressed to those who declared to have attended the events)
Which of these types of events did you attend during Matera 2019?

12

No. =3,044
Percentages %

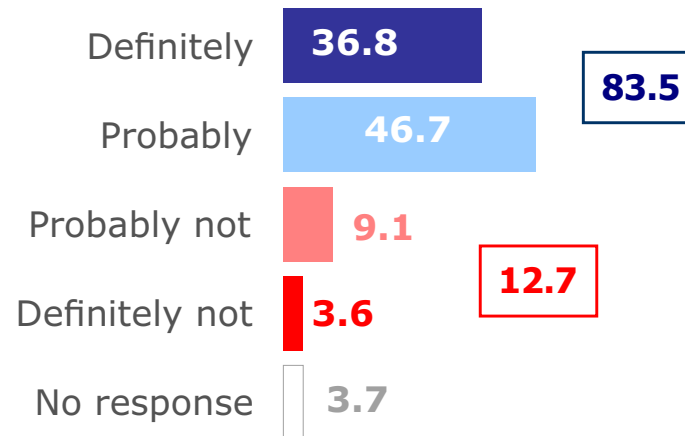


(question addressed to resident citizens)

In your opinion, were the Matera 2019 scheduled events (e.g. theatre/opera/dance) attended by a type of audience that previously did not attend this type of event?

13

No. =2,866
Percentages %



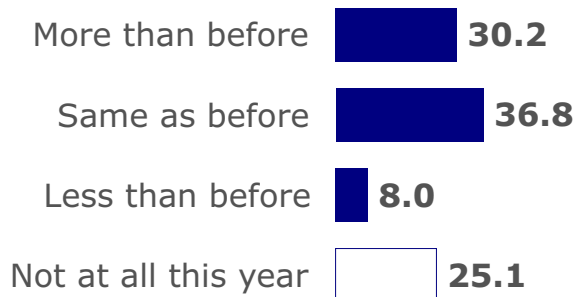
(question addressed to resident citizens)

With reference to your habits, for each of the following types of events, indicate the frequency that you attended this year compared to before 2019. Scale: More than before - Same as before - Less than before - Not at all this year

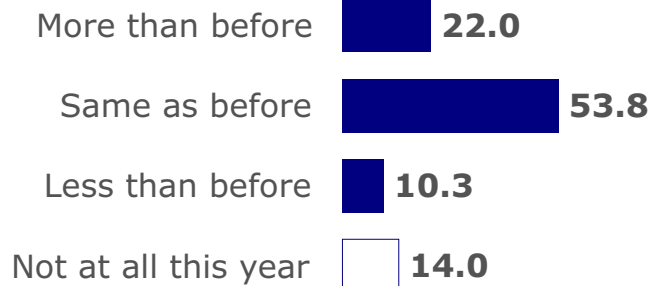
14

No. =2,866
Percentages %

Theatre



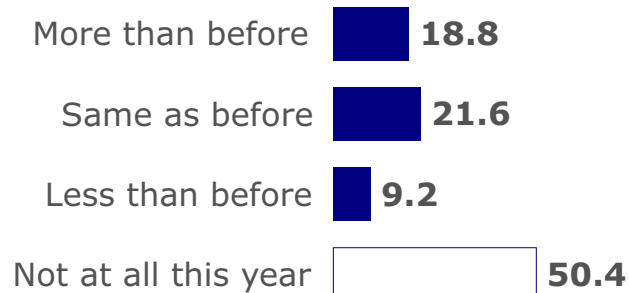
Cinema



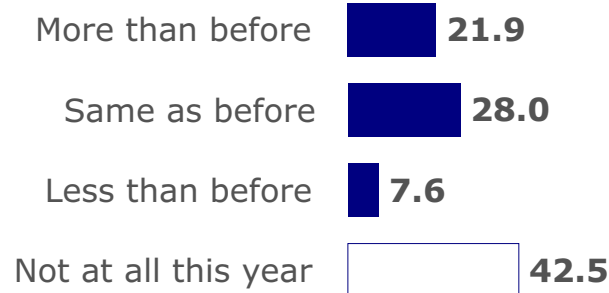
Dance



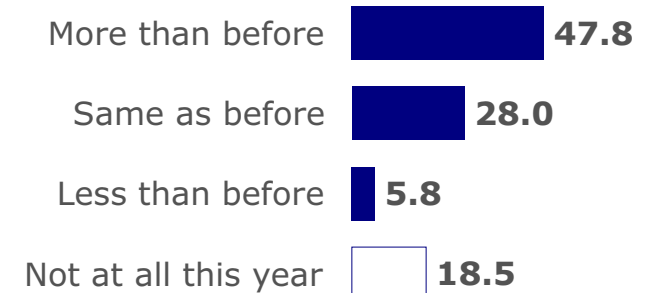
Citizen workshops



Opera



Exhibitions

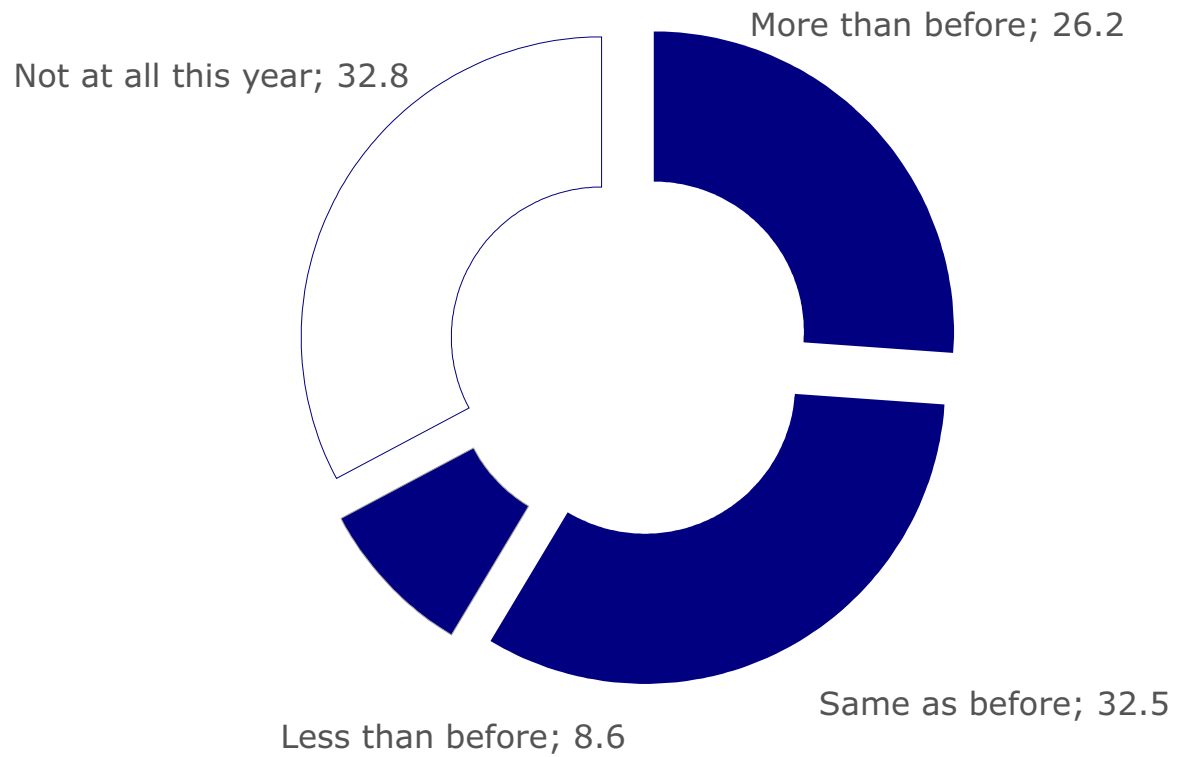


(question addressed to resident citizens)
TOTAL AVERAGE - Frequency of attendance at events in 2019 compared to before.

Scale: More than before - Same as before - Less than before - Not at all this year

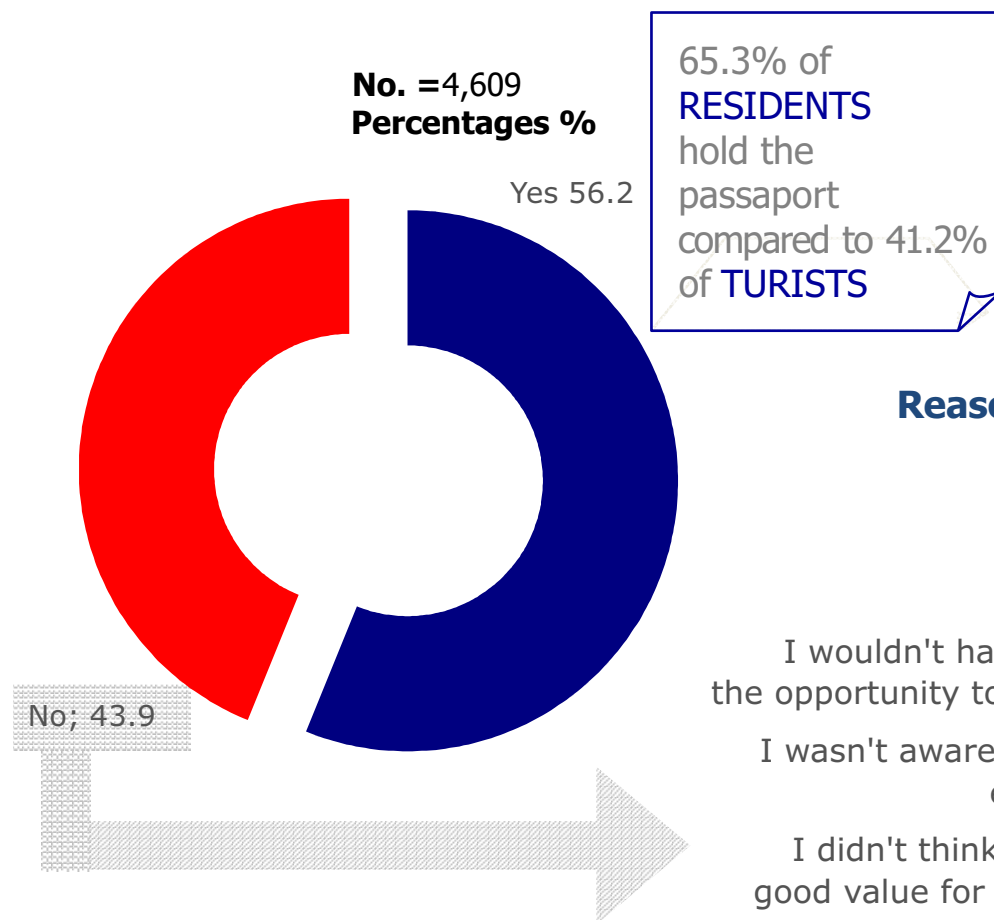
15

No. =2,866
Percentages %



Do you hold a Matera 2019 Passport?

16



Reasons for not purchasing the Passport

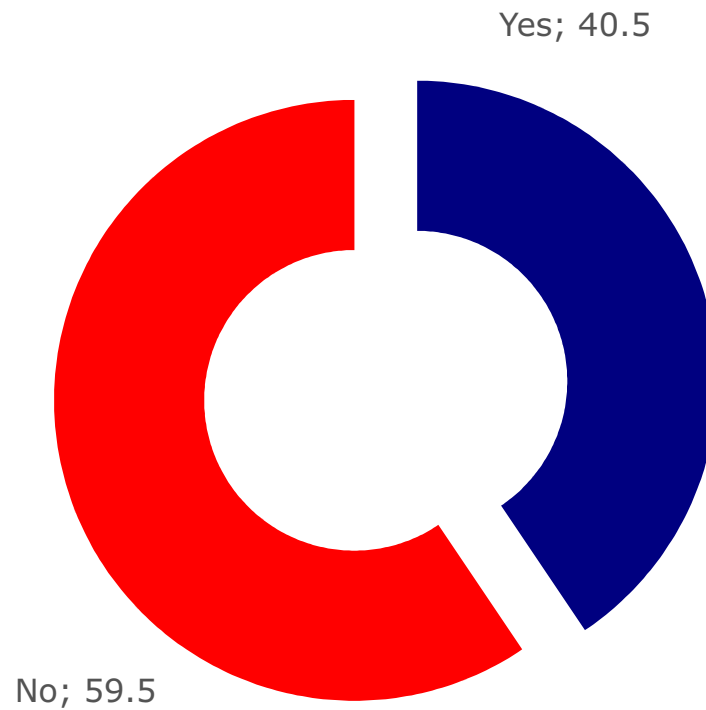
	No. = 2,021 Percentages %	Cumulative target	
		Residents	Tourists
		%	%
I wouldn't have had the opportunity to use it	49.3	61.7	37.3
I wasn't aware that it existed	31.3	12,7	49,5
I didn't think it was good value for money	9.3	13.2	5.5
Didn't include events I was interested in	3.9	6.1	1.7
Other	3.8	3.7	3.8
No response	2.5	2.7	2.3
		No.: 996	No.: 1025



(question addressed to those in possession of the passport)
Have you used the Passport to travel on public transport?

17

No. =2,588
Percentages %



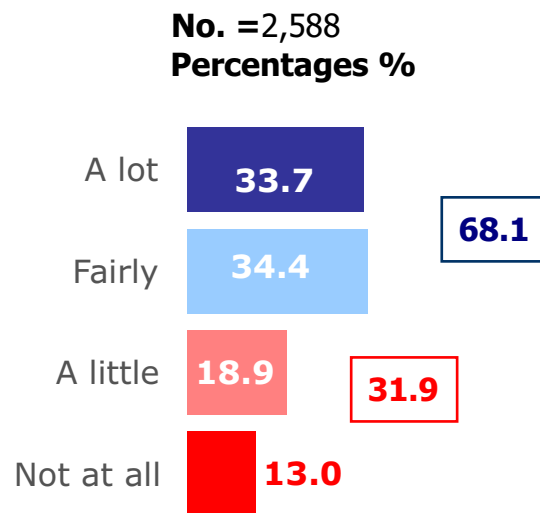
47.6% of **RESIDENTS** used the Passport on public transport (vs 22% of tourists) especially **FEMALES**, **YOUNG PEOPLE** (18-30 years old) and **OVER 65s**



(question addressed to those who declared to hold the passport)

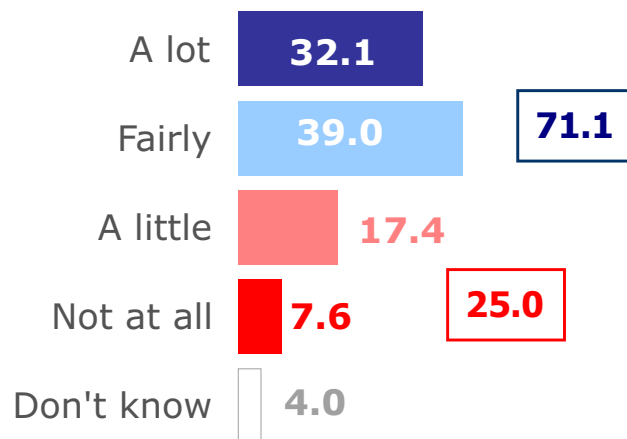
Have you felt more motivated to attend a greater number of events than you would have done if you didn't have the Matera 2019 Passport?

18



(question addressed to those who declared to hold the passport)

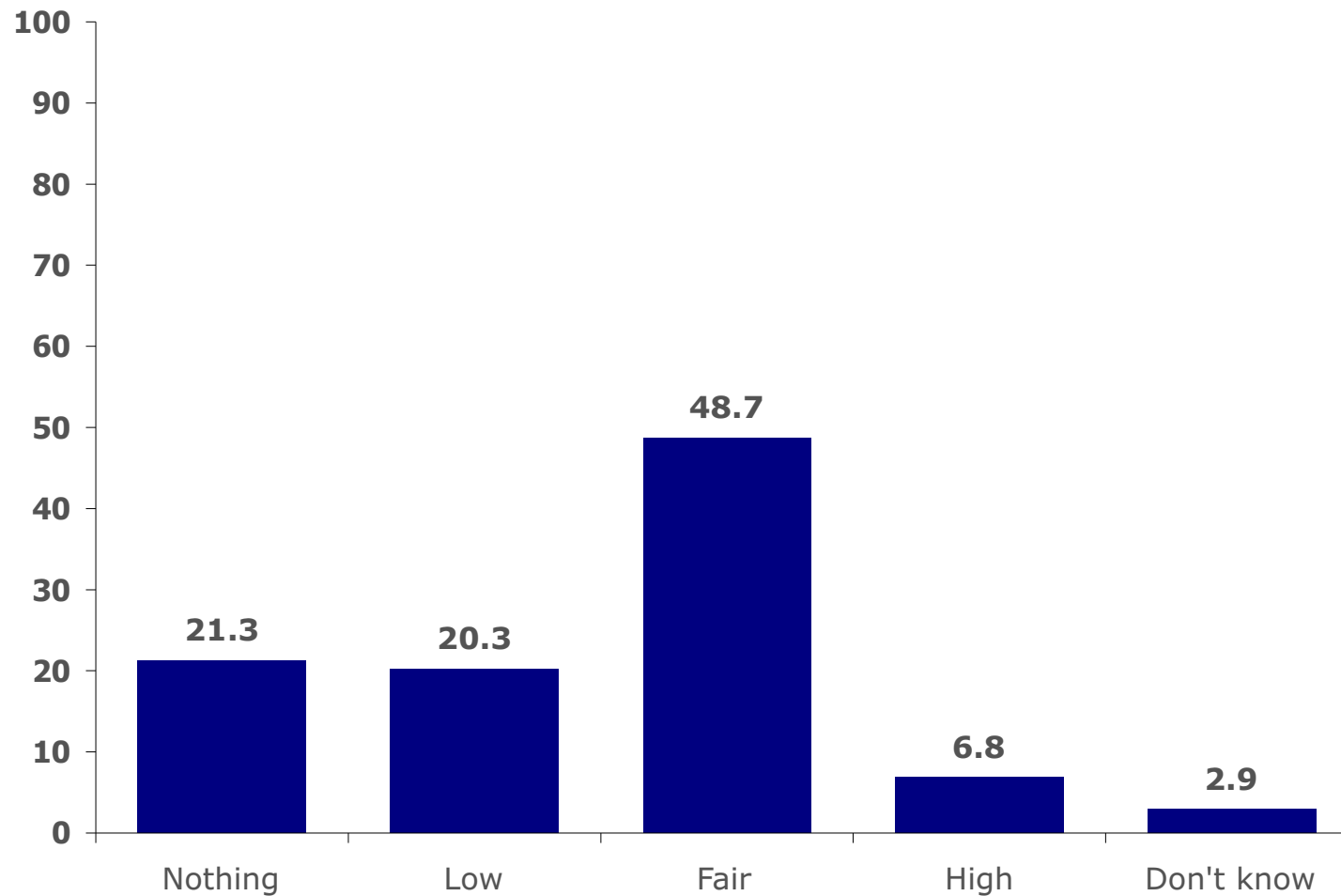
In your opinion, has the availability of the Passport increased the number of spectators to cultural events in general?



(question addressed to those in possession of the passport)
In your opinion, the price of the Passport is ...?

19

No. =2,588
Percentages %



PROGRAMME AND LOCATION SATISFACTION

TARGETED AT: RESIDENTS AND TOURISTS

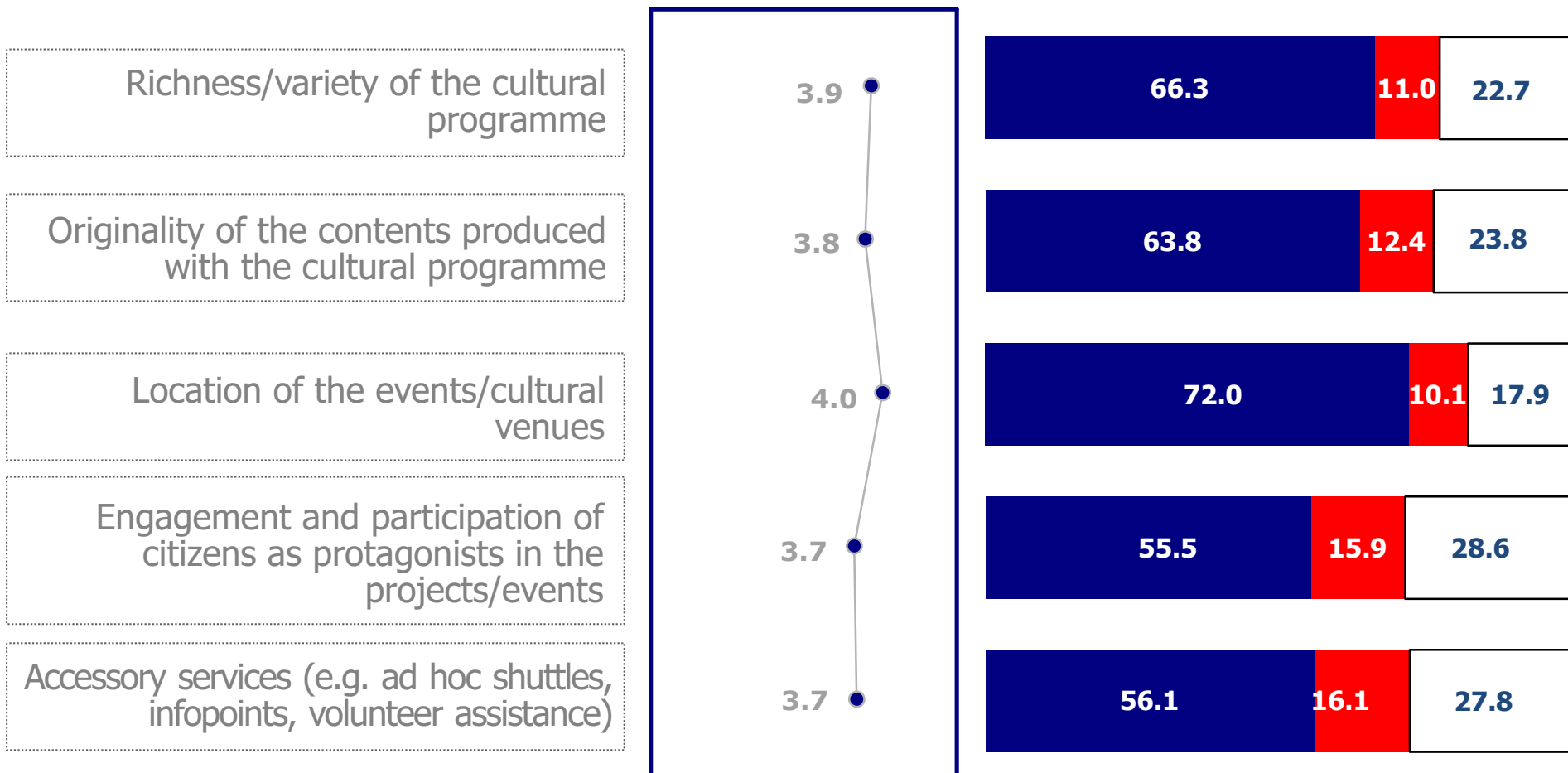
(question addressed to those who declared to have attended the events)
How satisfied are you with the following aspects on a scale of 1 to 5
 (where 1 is not satisfied at all and 5 is very satisfied)?

No. = 3,044

Average rating
 (scale 1-5)

WOMEN, OVER 65s and TOURISTS were on average the most satisfied in regard to all aspects.

Not at all A lot



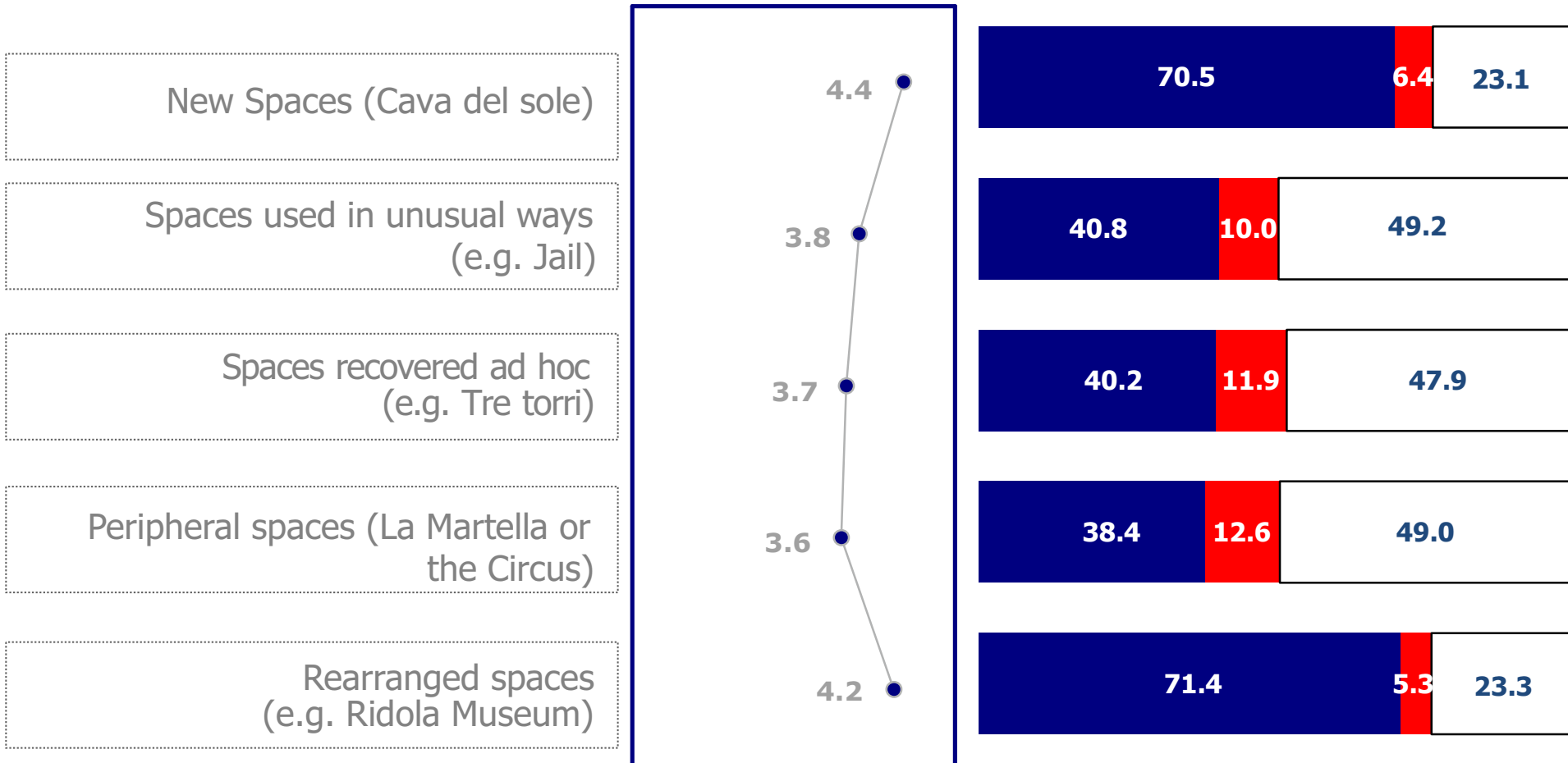
(question addressed to those who declared to have attended the events)
With reference to the locations, how much did you appreciate the following venues
 (where 1 is didn't appreciate at all and 5 is very appreciative)?

No. =3,044

Average rating
 (scale 1-5)



Not at all A lot

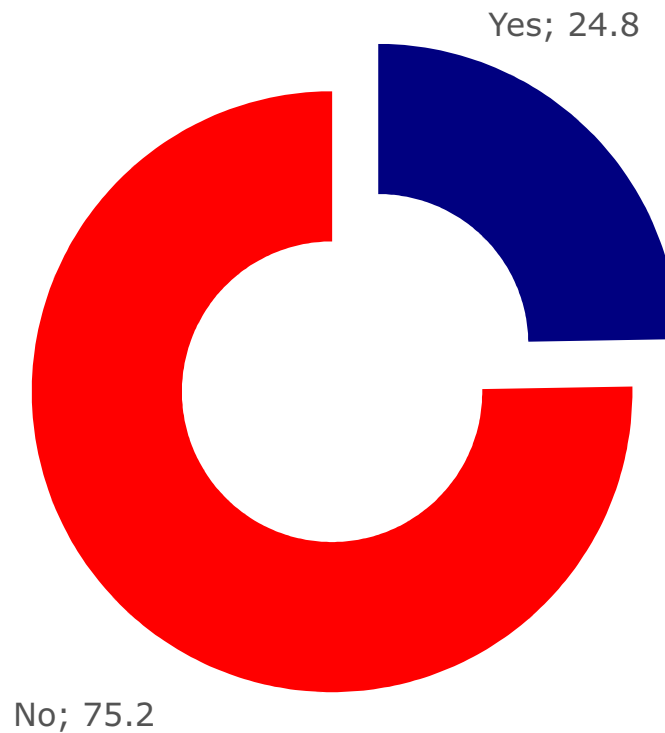


(question addressed to those who declared to have attended the events)

Have you also participated in events in Basilicata, outside the urban perimeter of the city of Matera?

23

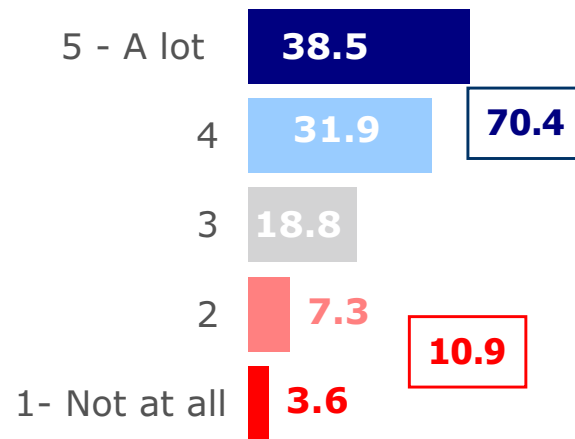
No. = 3.044
Percentages %



On average
YOUNG PEOPLE 18-30
attended more
events outside
Matera (28.2%)
as well as
PASSAPORT
holders
(26.3%).

(question addressed to those who declared to have attended the events)
Overall, how satisfied are you with the Matera 2019 on a scale of 1 to 5
(where 1 is not satisfied at all and 5 is very satisfied)?

No. =3,044
Percentages %



WOMEN, OVER 65s
and **TOURISTS**
were on average
the most satisfied
in regard to
all aspects of
Matera 2019

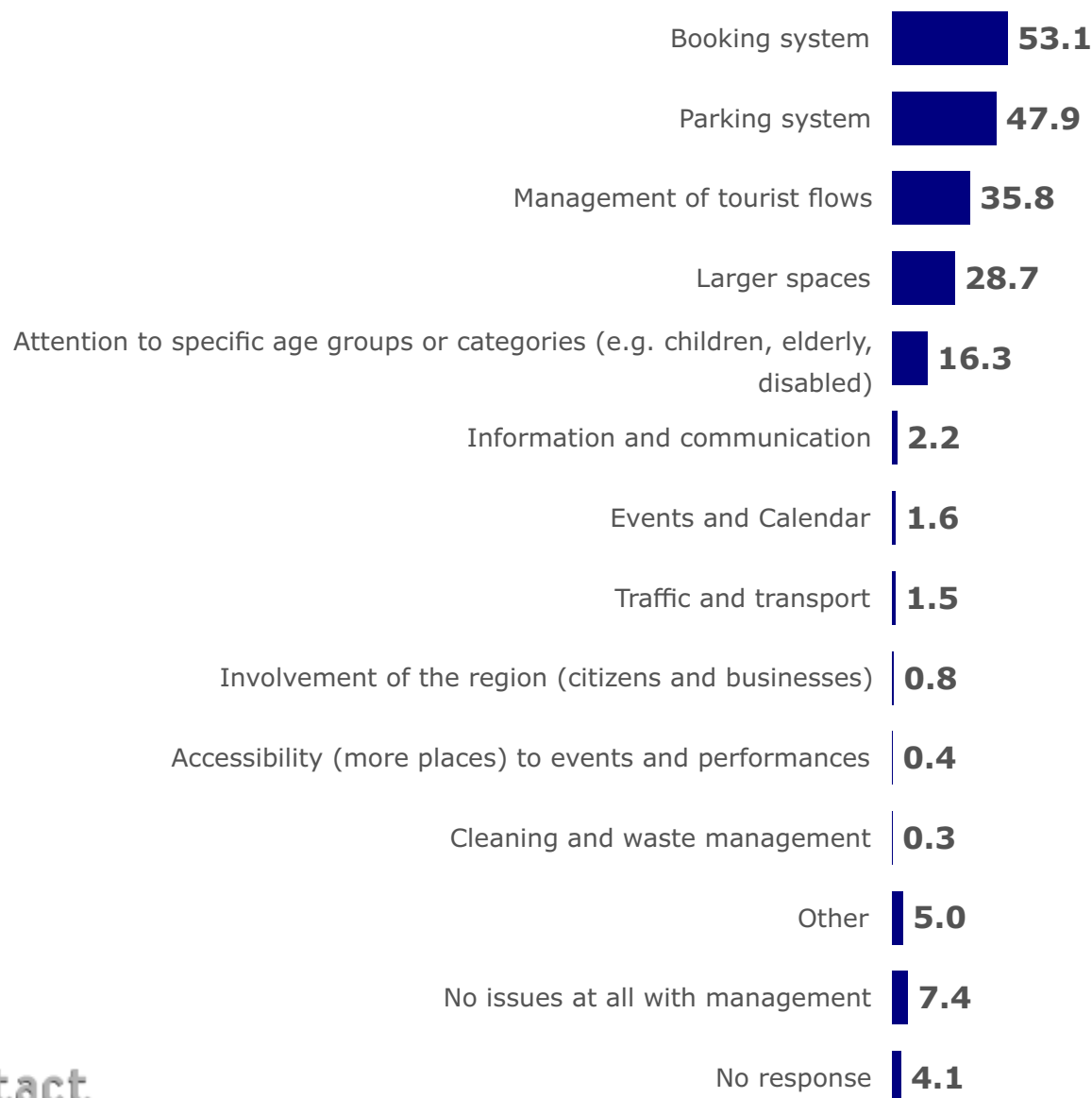


(question addressed to those who declared to have attended the events)

In your opinion, what aspects could have been done better? – multiple answers permitted to a maximum of 3 –

25

No. =3,044
Percentages %



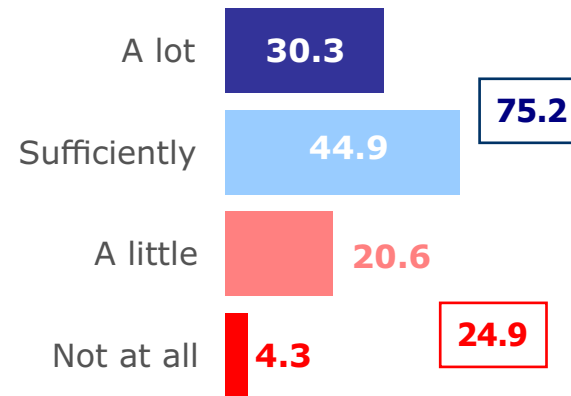
The booking system and the parking system were the aspects that clearly could have been improved for the segment **RESIDENTS**. The **TOURISTS** made up the greatest percentage that considered that everything was managed to the best possible standard.



In your opinion, how much has the city of Matera been able to take advantage of this opportunity to promote and enhance its image and invest in the future?

26

No. =4,609
Percentages %



84.9% of TOURISTS believe that Matera made the most of (a lot + sufficiently) this opportunity.



FUTURE EXPECTATIONS
TARGET RESIDENTS

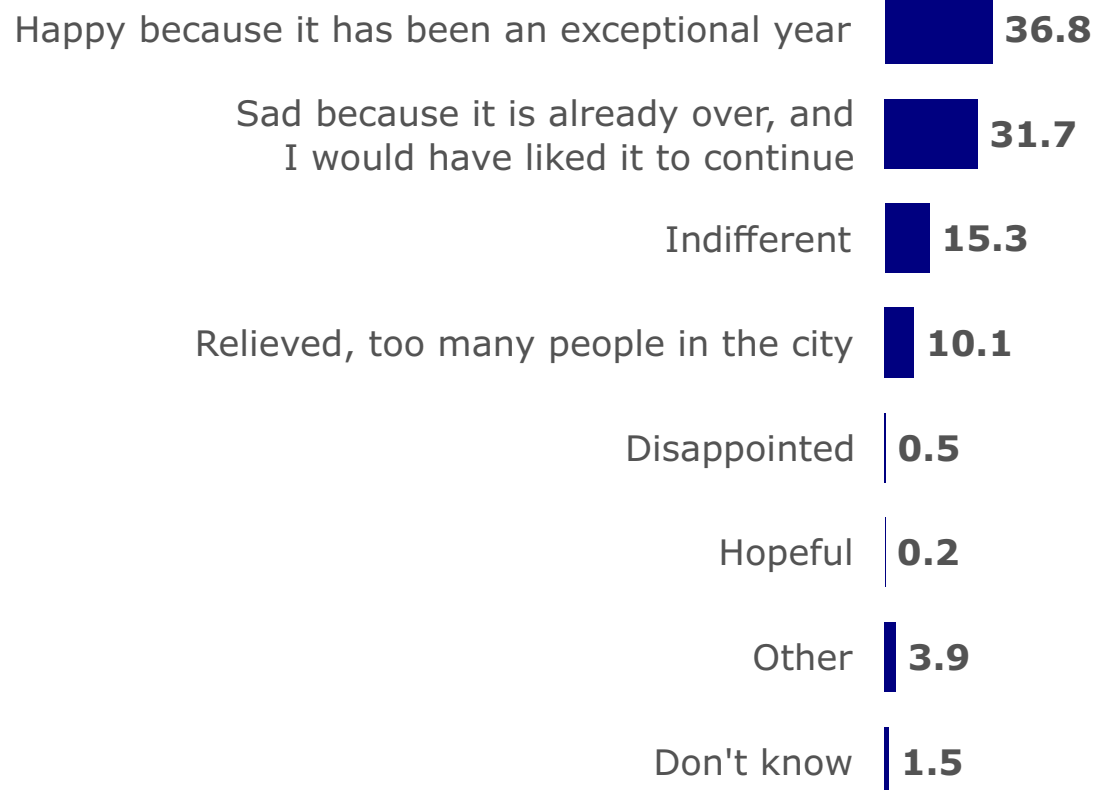


The year of Matera, European Capital of Culture is ending. How does this make you feel?

– select the most relevant –

28

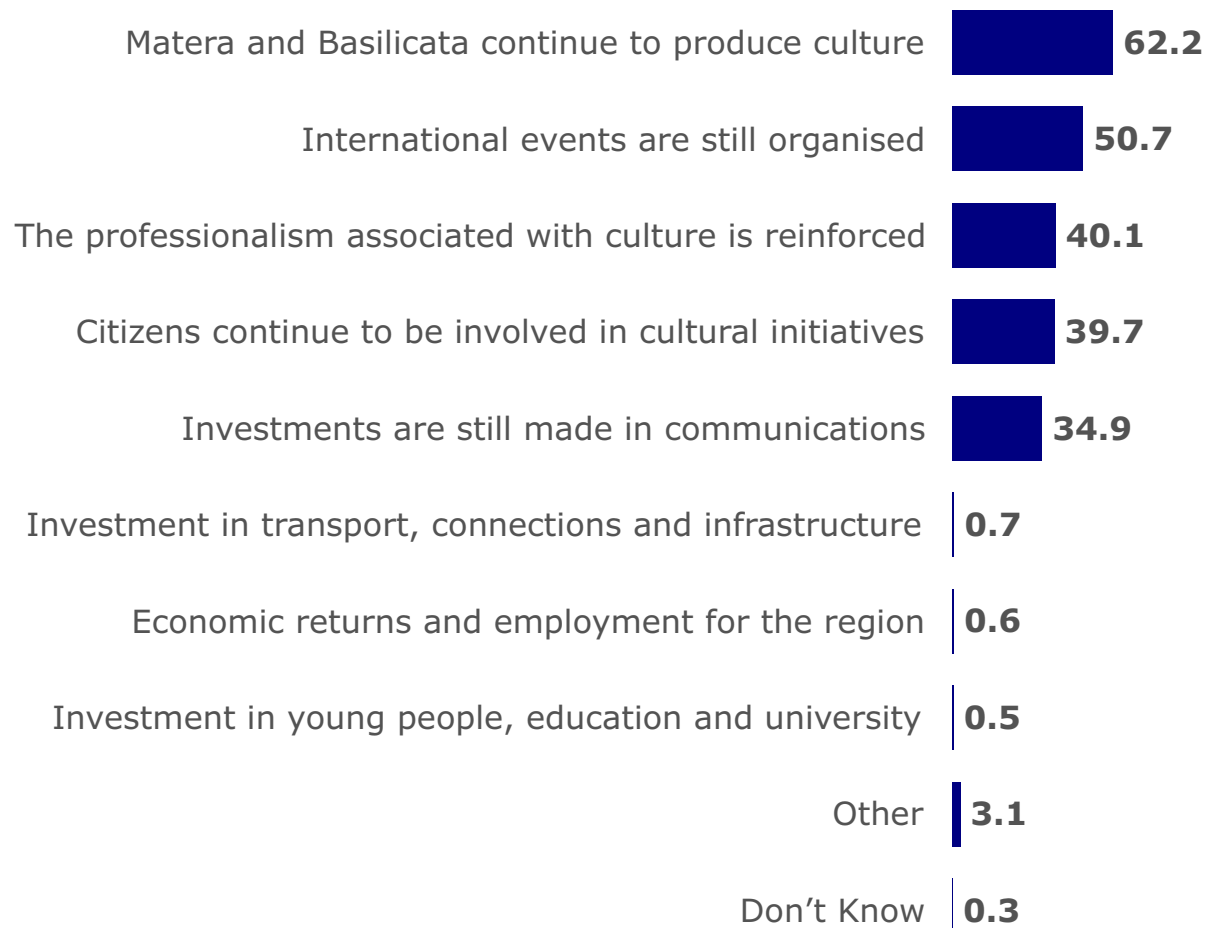
No. = 2,866
Percentages %



What would you like to see continued after 2019? – multiple answers permitted –

29

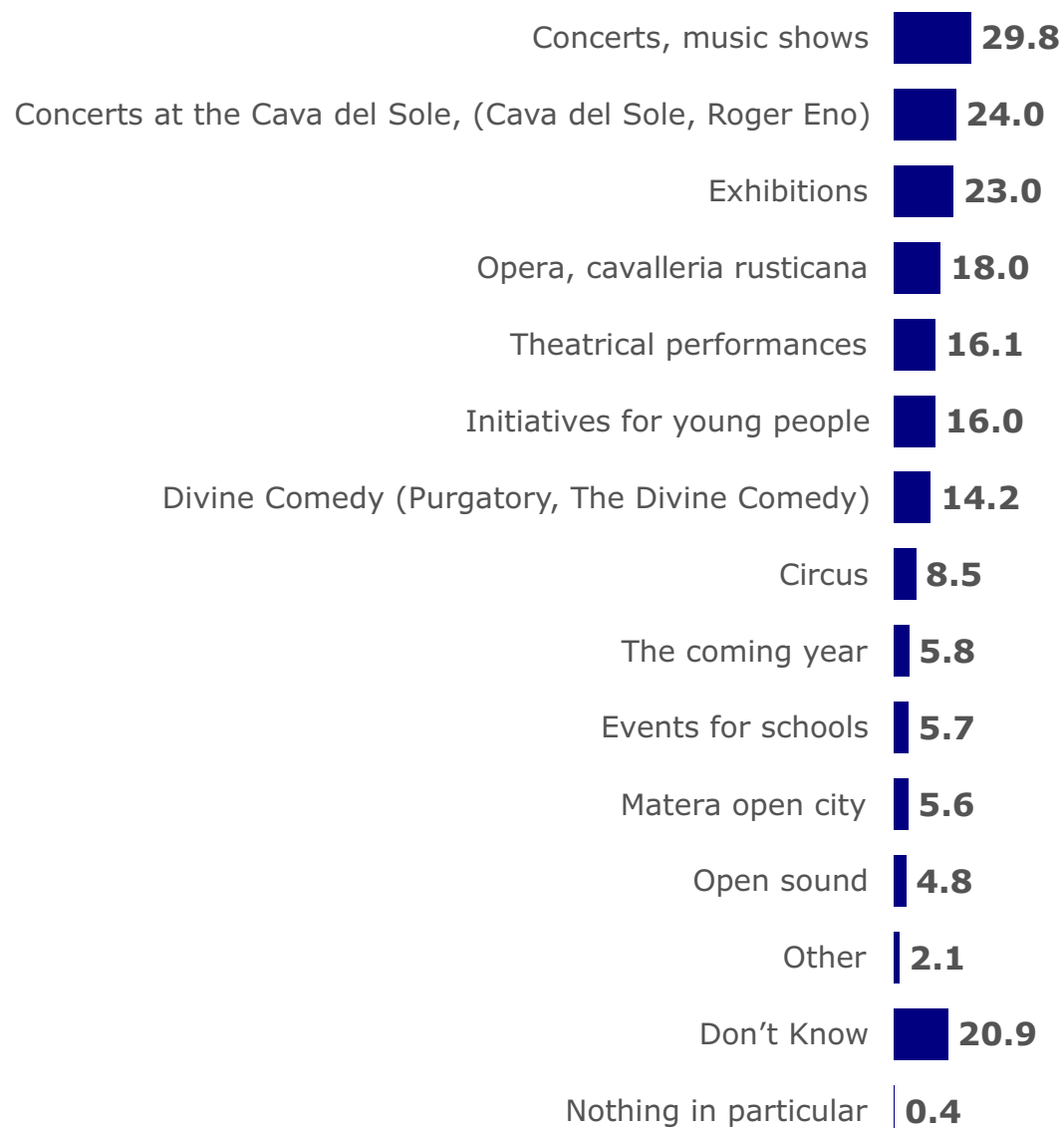
No. =2,866
Percentages %



Which initiative would you like to see again?

30

No. =2,866
Percentages %



EXPERIENCE AND OPINIONS OF THE TOURISTS
TARGET: TOURISTS

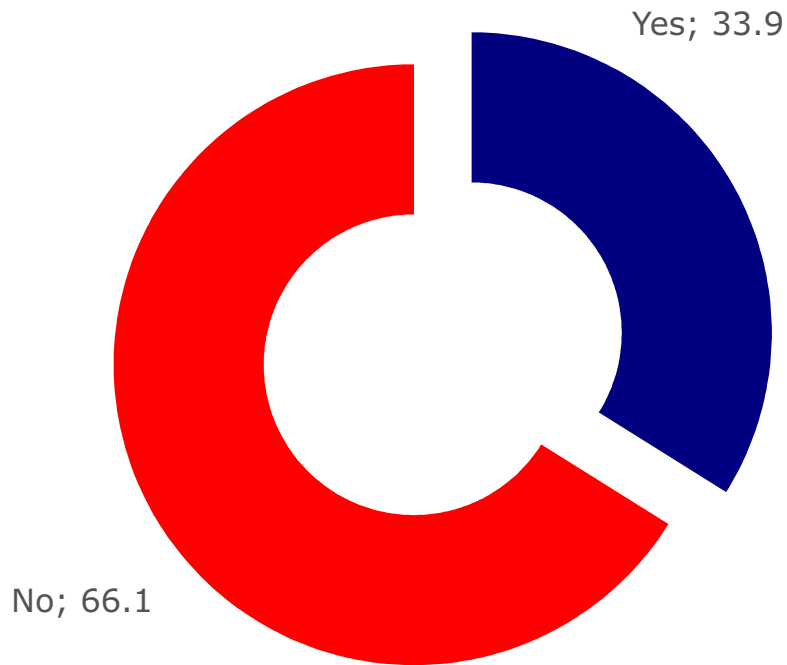


Is this your first visit to Matera?

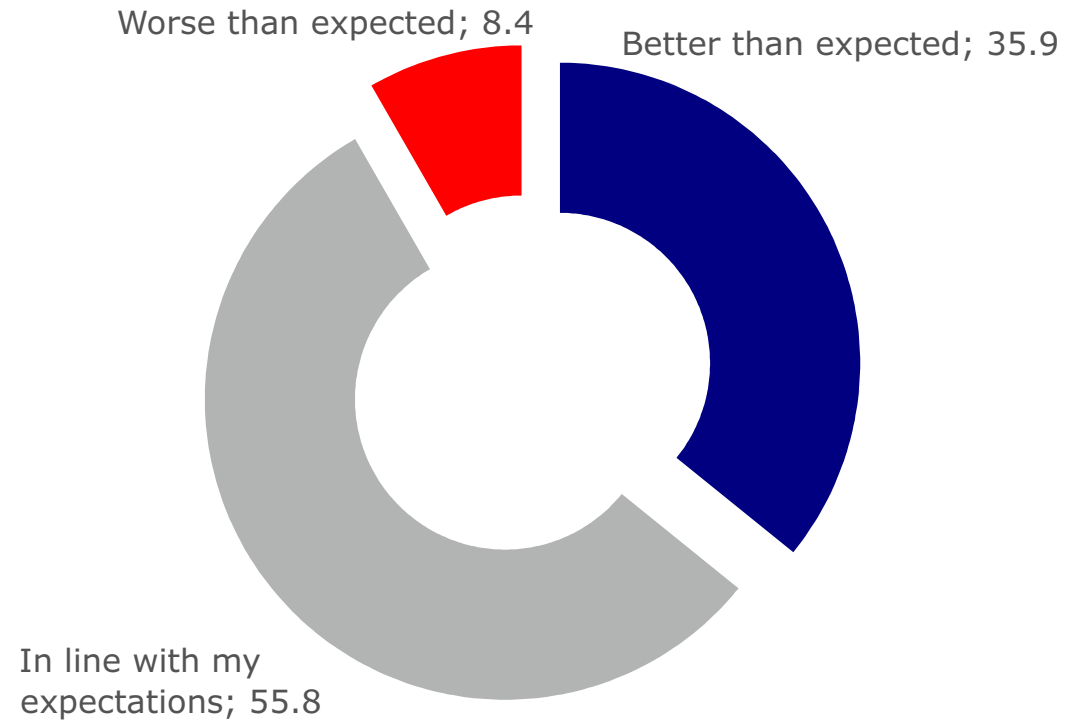
Looking back on your expectations of the Capital of Culture, your visit to the city of Matera has been...

32

No. = 1,743
Percentages %



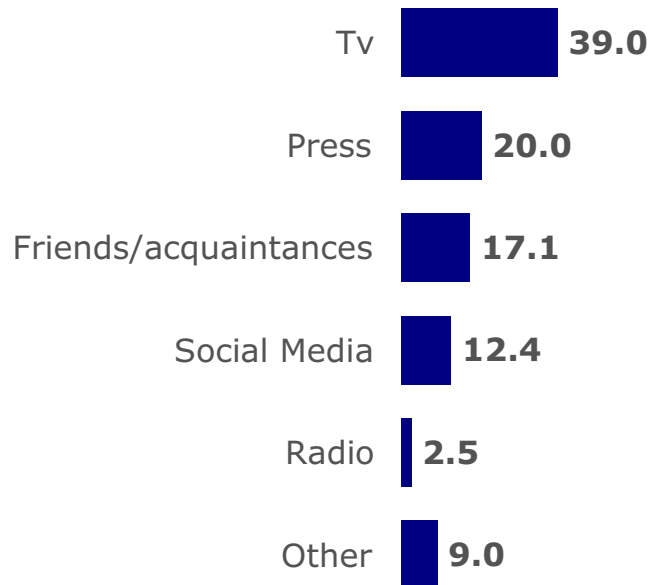
No. = 1,743
Percentages %



How did you find out about Matera European Capital of Culture? Select the most relevant answer

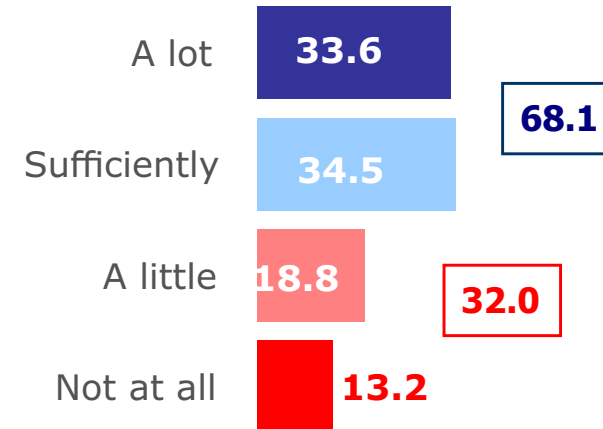
33

No. = 1,743
Percentages %



How much was your choice to visit Matera influenced by the fact that it is a European Capital of Culture?

No. = 1,743
Percentages %



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