

Press release

Esch-Alzette, 26 July 2022

Esch2022 at the halfway point: A satisfaction survey

The first results of an extensive survey conducted by the Esch2022 ASBL and the polling company ILRES indicate a high level of satisfaction among the participants of the events organised in the framework of Esch2022.

During this survey, participants were asked about the event they attended as part of the Esch2022 programme. By the end of June 2022, just over 700 visitors had participated in the survey.

A high level of satisfaction among visitors who participated in an event:

Nearly 80% of visitors say they were satisfied or totally satisfied with the event they attended. More than four out of ten visitors (41%) even claimed to be “totally satisfied” with the event. Around 15% of respondents were neutral (neither satisfied nor not satisfied) on this subject and only 6% were disappointed by their participation in the event. The level of satisfaction of people living abroad (85% satisfied) is higher than that of Luxembourg residents (76% satisfied).

The level of satisfaction is similar for people living in the Esch2022 region (Luxembourg and France) and for those living outside this area.

Nine out of ten respondents would recommend the event they attended to a colleague or friend:

Nine out of ten visitors would recommend the event they attended to friends or colleagues, which confirms the popularity and satisfaction associated with this activity. We can observe that in terms of willingness to recommend, the value is high both for people residing in Luxembourg (89%) and for those residing abroad (92%).

A very large majority of visitors were satisfied with many aspects of the organisation of the event:

The high level of satisfaction is also reflected when participants are asked about various aspects of the organisation of the event they attended:

- 89% said they are satisfied or very satisfied with the quality of the experience they had,
- 88% are satisfied or very satisfied with the welcome they received at this event/activity,
- 87% say they are satisfied or very satisfied with the cultural quality of the event/activity,
- 87% say they are satisfied or very satisfied with the organisation of this event/activity,
- 84% are satisfied or very satisfied with the richness of the content/programme offered,
- 75% said they were satisfied with the signage to access the event/activity. This was the aspect that received the lowest rating, with 21% of respondents saying they were not very or not at all satisfied with it.

Three quarters of the respondents agree with the statement that they attended a unique event:

When asked to comment on a series of statements, 75% of respondents agreed with the statement that they felt they had attended a unique event. This percentage is slightly higher among people who live abroad (78% compared to 73% of people living in Luxembourg).

More than nine out of ten visitors had a good time:

93% agreed with the statement that “they had a good time attending this type of event”. The level of support for this statement is even higher among people living abroad (68% strongly agree and 26% agree) than among Luxembourg residents (54% strongly agree and 39% agree).

72% of respondents agree that they attended an event that has enriched them on a personal level:

When asked to comment on a series of statements, 72% of respondents agreed that they felt they had attended an event that was personally enriching. This percentage is slightly higher among people living abroad (77% compared to 69% of people living in Luxembourg).

Eight out of ten respondents are considering attending other events organised by Esch2022:

80% of visitors who attended an Esch2022 event are considering attending other events organised as part of the European Capital of Culture. This time, more Luxembourg residents are in favour of this option (85% compared to 70% of non-Luxembourg residents).

About this study

In the framework of Esch2022, European Capital of Culture, we have set up a major evaluation programme to measure the impact of this project on the entire Esch2022 region and beyond.

This ongoing study is part of this evaluation work. It is intended to evaluate and measure:

- The level of satisfaction of the visitors who participated in the events organised within the framework of Esch2022,
- The public opinion of the visitors about certain aspects related to the project “Esch2022, Capitale européenne de la culture” in general,
- Various indicators related to the participants' visit in the framework of this cultural programme (type of stay, expenses, etc.).

Most of the respondents are recruited by ILRESs surveyors on the event site itself, the rest come from the Esch2022 ticket office (people who have given their consent to participate in the survey). ILRES then provides these people with a link to an online survey.

The survey started in March 2022 and will end in January 2023. Over 700 respondents had participated by the end of June.

For further information about the results, please contact the person in charge of this study at Esch2022, Jacques Maquet. E-mail

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About Esch2022

Esch2022 is the European Capital of Culture 2022, featuring the town of Esch-Alzette, the ten other Luxembourg municipalities of the Pro-Sud union and the eight French municipalities of the CCPHVA region. The slogan of Esch2022 is "Remix Culture". Production work on the implementation of all of the themes is being carried out in close cooperation with the municipalities, the ministries and other partners. Esch2022 is managed by the association 'Capitale européenne de la culture 2022 asbl'. In 2022, two other cities in Europe will hold this title: Kaunas in Lithuania and Novi Sad in Serbia.