

## Satisfaction survey about the events organised for Esch2022, European Capital of Culture

Press note:

Esch2022 – Perception on a region in transition.

Survey requested by: Esch2022 ASBL

Survey conducted by: ILRES

Project manager: Jacques Maquet – Esch2022 ASBL



EUROPEAN CAPITAL  
OF CULTURE

# First results of the survey

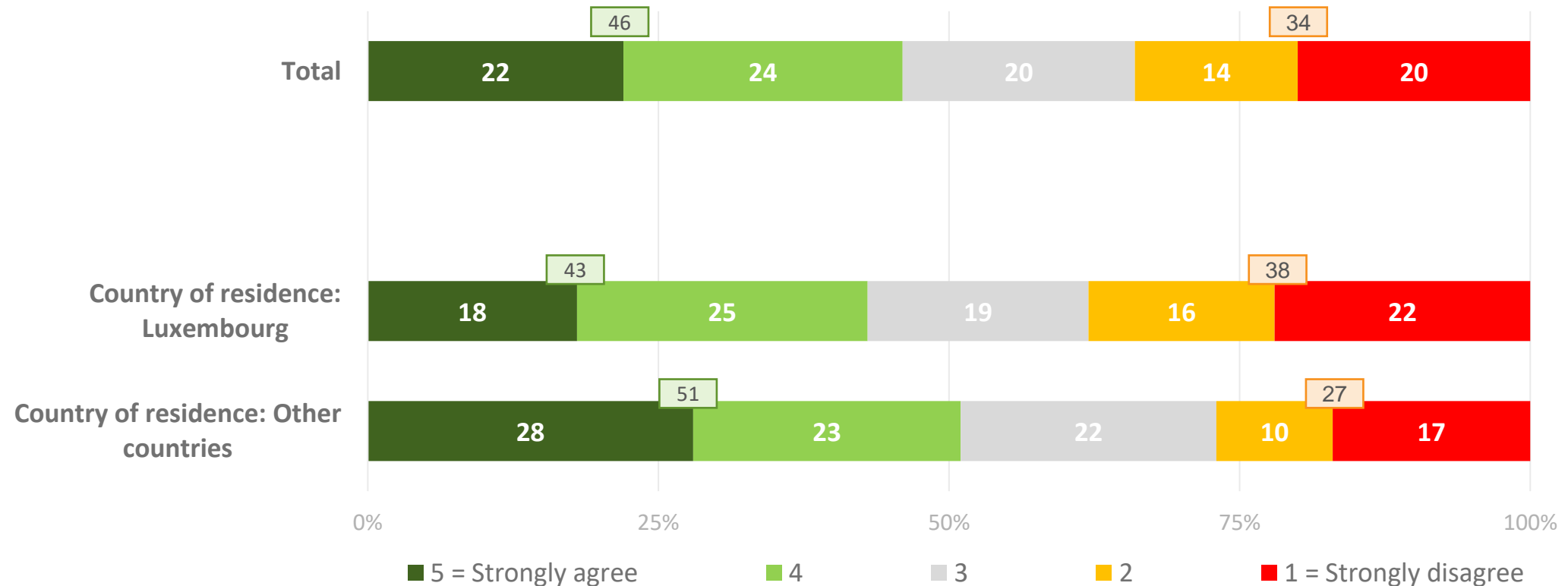
## The topics covered in these slides are about:

- The influence of the status of European Capital of Culture on participation in events,
- The South of Luxembourg, an interesting territory in the eyes of visitors,
- Luxembourg residents are more likely to come and participate in a cultural activity in the region,
- Esch2022 will make Esch-sur-Alzette better known abroad,
- Esch2022 European Capital of Culture, a source of pride for Luxembourg,
- A high level of visitor satisfaction.

## A significant number of visitors were encouraged to participate in this event/activity because of the European Capital of Culture status.

On a scale of 1 to 5, where 5 means "Strongly agree" and 1 means "Strongly disagree", to what extent do you agree with the following statements? (%)

I was encouraged to participate in this event/activity because it is a European Capital of Culture in Esch2022 region.



*Base:*

Total: N = 1054

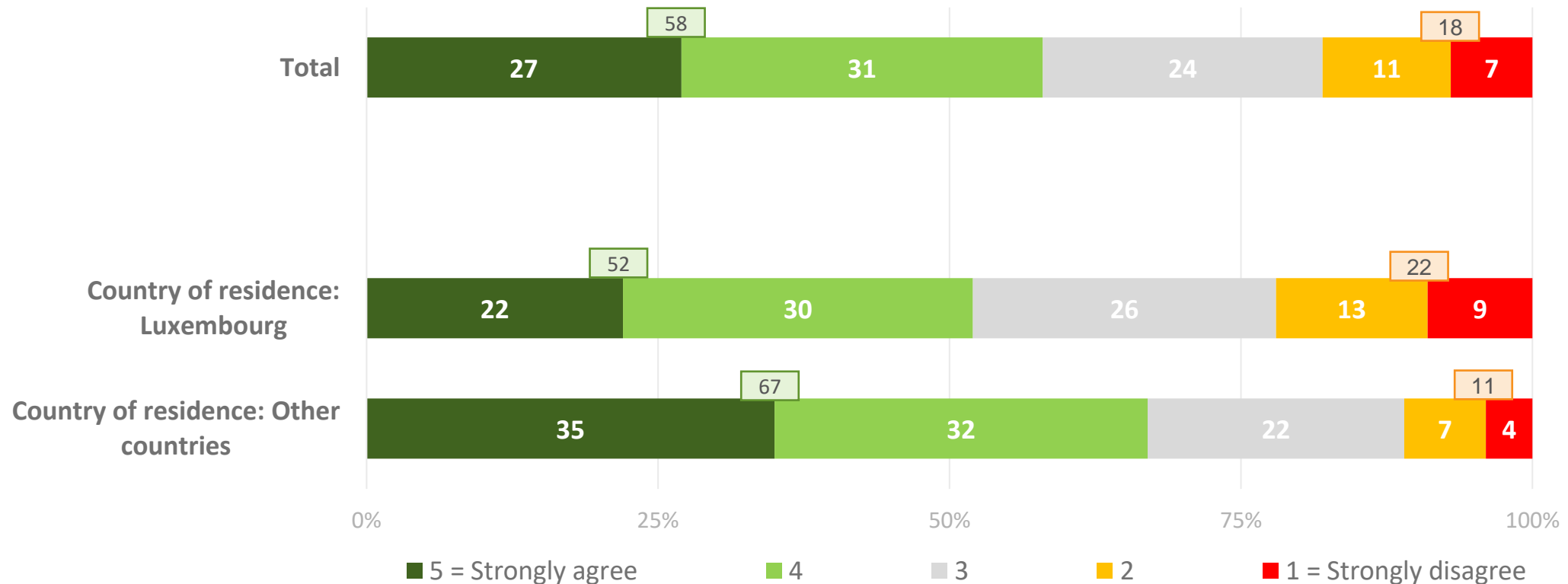
Luxembourg: N = 667

Other countries: N = 387

# A majority of the participants in the Esch2022 events feel that the South of Luxembourg is more interesting than they thought.

On a scale of 1 to 5, where 5 means "Strongly agree" and 1 means "Strongly disagree", to what extent do you agree with the following statements? (%)

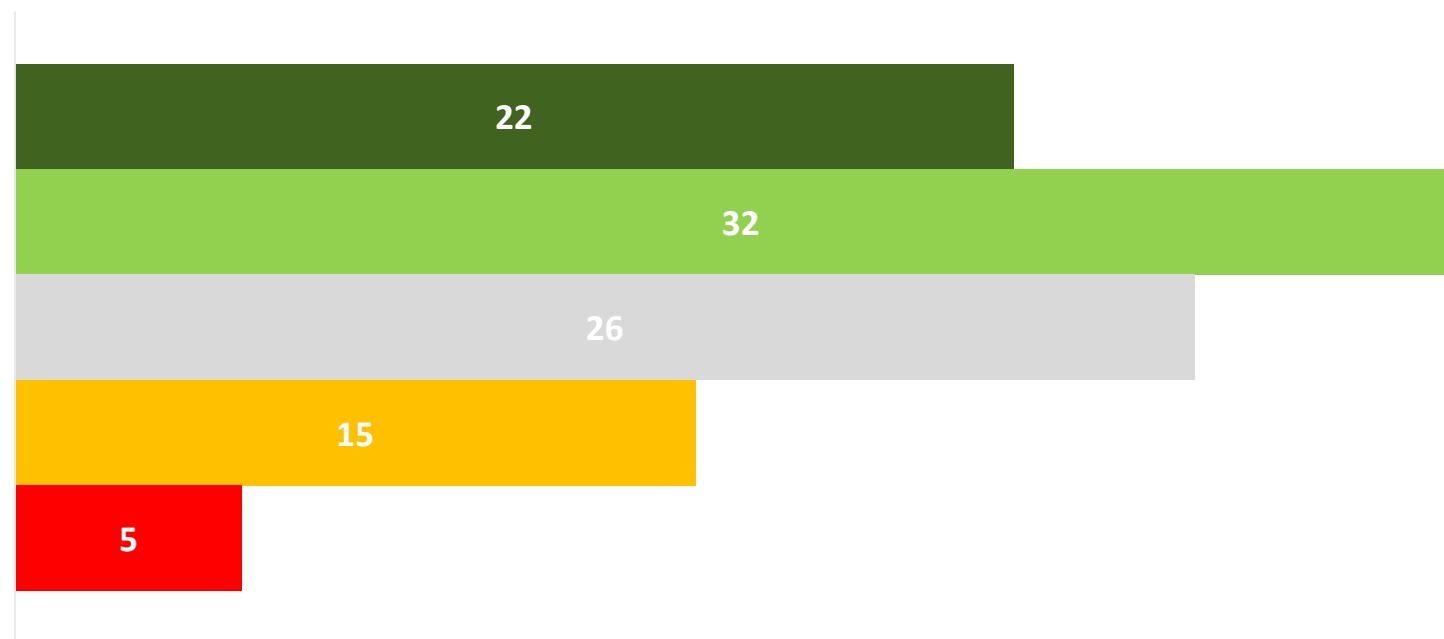
I now have the feeling that the South of Luxembourg is more interesting than I thought.



## A majority of Luxembourg residents living outside the territory of Esch2022 will be more inclined to participate in cultural activities in the region in the future.

On a scale of 1 to 5, where 5 means "Strongly agree" and 1 means "Strongly disagree", to what extent do you agree with the following statements? (%)

**I will be more inclined to come and participate in cultural activities in the region after my participation in this event/activity.**



■ 5 = Strongly agree ■ 4 ■ 3 ■ 2 ■ 1 = Strongly disagree

*Base:*

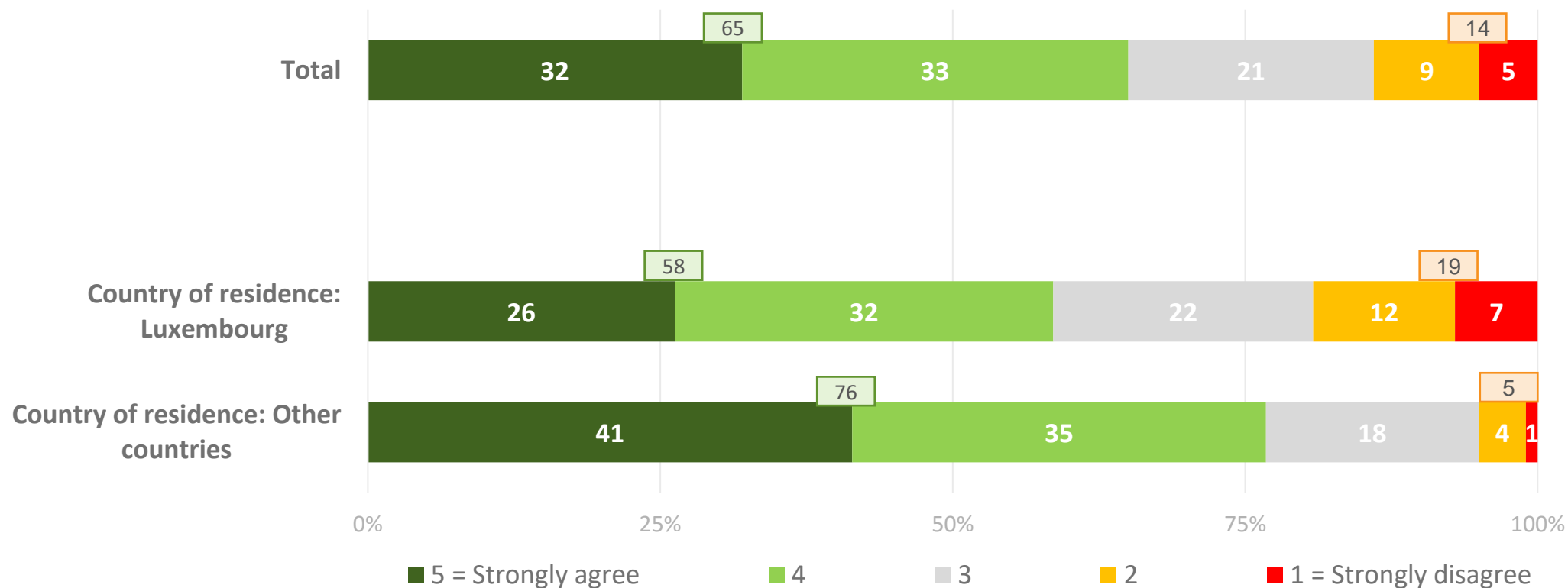
*Total: N = 357*

*Luxembourg residents living outside the territory of Esch2022*

## Esch2022 will help raise the profile of the city of Esch-Alzette outside of Luxembourg.

On a scale of 1 to 5, where 5 means "Strongly agree" and 1 means "Strongly disagree", to what extent do you agree with the following statements? (%)

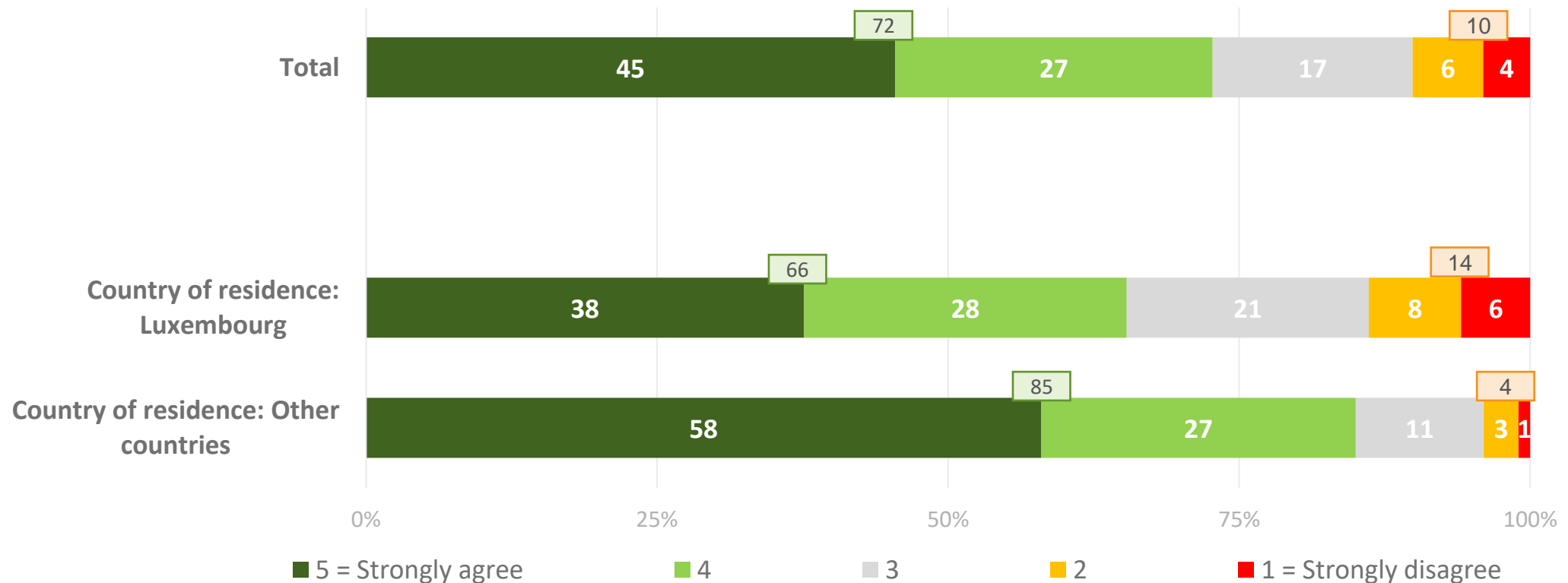
**Esch2022 will make Esch-sur-Alzette better known abroad.**



# More than 7 out of 10 visitors think that Luxembourg can be proud of the fact that Esch-sur-Alzette has been named European Capital of Culture in 2022.

On a scale of 1 to 5, where 5 means "Strongly agree" and 1 means "Strongly disagree", to what extent do you agree with the following statements? (%)

To have Esch-sur-Alzette as European Capital of Culture in 2022 is a point of pride for Luxembourg.

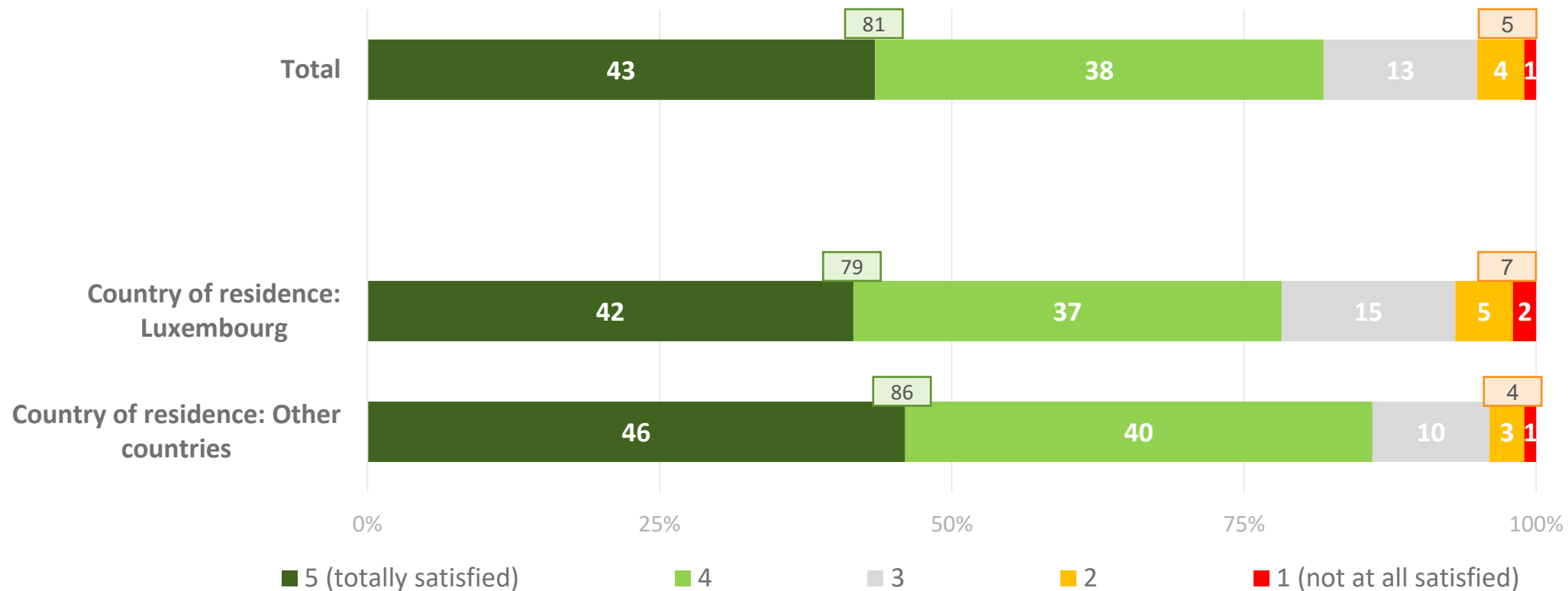


*Base:*  
 Total: N = 1054  
 Luxembourg: N = 667  
 Other countries: N = 387

## A high level of satisfaction among visitors who participated in an Esch2022 event.

On a scale of 1 to 5, what is your overall level of satisfaction with the event you attended?

5 = Totally satisfied / 1 = Not at all satisfied



*Base:*

Total: N = 1054

Luxembourg: N = 667

Other countries: N = 387