ABSTRACT

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Title
Rock’n roll, drama or symphony? Survey of Espoo Cultural Centre’s audiences in April 2007

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Number of pages
46+attachments

Abstract

In April 2007 there was held a survey for audiences in Espoo Cultural Centre. 22 events were chosen based on Cultural Centre’s events usually during one year’s period. The main goal of this study was to get useful information of Centre’s audiences: to know their profile better, to know their interests in cultural eventplannings view and to know how they get information about events in Cultural Centre. That way events can be planned more customer-oriented.

Student held a survey for audiences by carefully planned forms, which were filled by respondents. Random sampling was used as a method. Ambition was to get at least 50 responses from each chosen event.

Research problems were: who are the visitors of Centre’s events, how often are they visiting in Centre’s events, what kind of events do they prefer now/in the future, what kind of impression they have on Cultural Centre in general.

1009 responses were collected from Centre’s audiences. Response rate was high: 79.4%. Research problems were solved by research and Cultural Centre’s personnel in eventplanning got also useful information from responses’ open answers.

Espoo Cultural Centre is well appreciated and popular house. It manages to serve most of the population groups in cultural field. In the future there should be considered to allocate time in more effective information and direct eventplanning for children and youth. By this Espoo Cultural Centre is closer to achieve their purpose in cultural and municipal politics.

Keywords
Survey, cultural centre, cultural house, cultural politics, municipal politics, Espoo