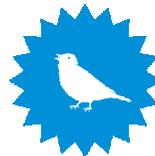


Besucher Befragung KulturArena 2014



GOLDENE ZWANZIGER
STUDENTISCHE AGENTUR FÜR KOMMUNIKATION

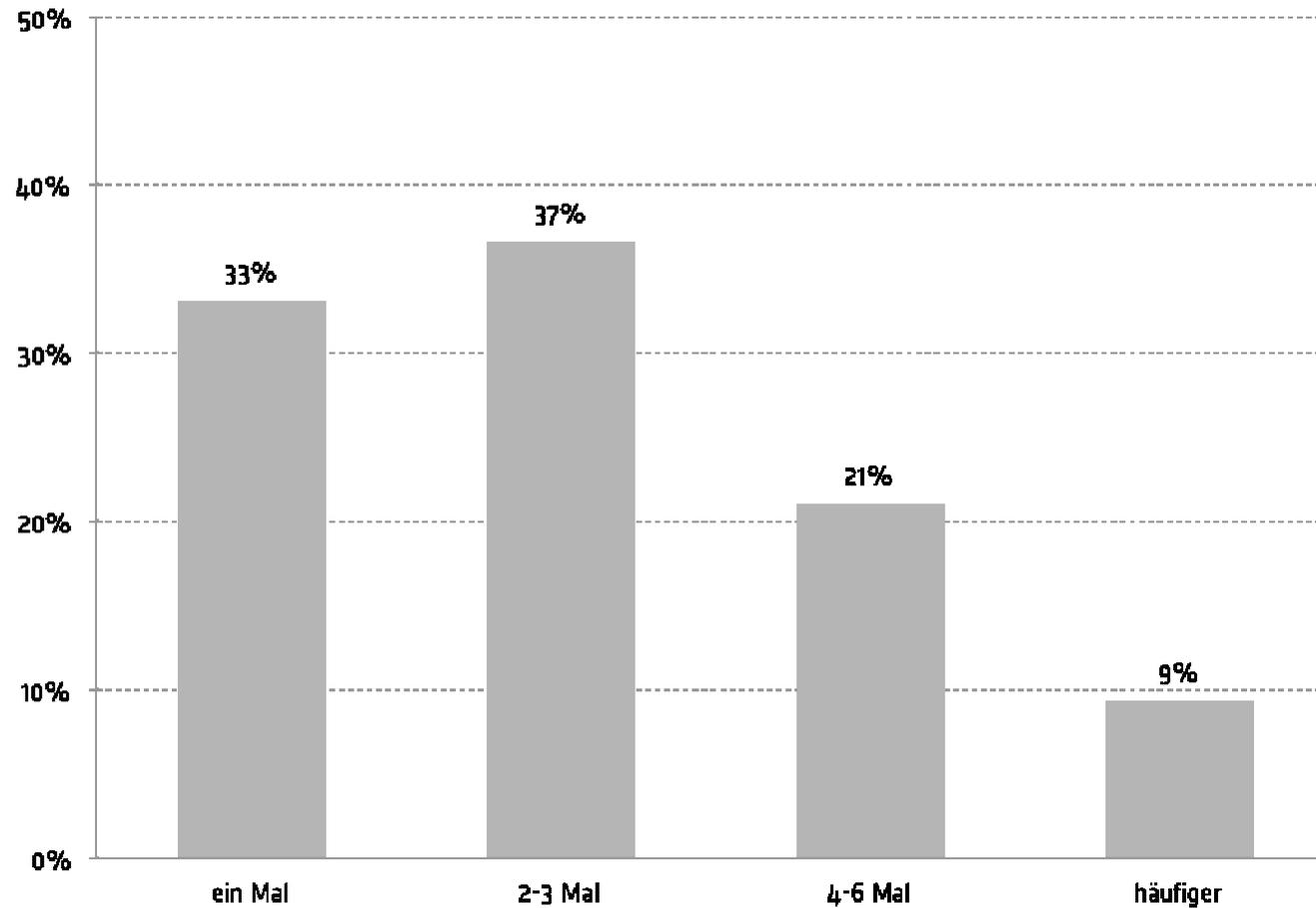
ERHEBUNG UND STICHPROBE

- _ Grundgesamtheit: Besucher der Kulturarena 2014
- _ 13 Interviewer
- _ 24 Veranstaltungen im Zeitraum 16.07. – 24.08.2014

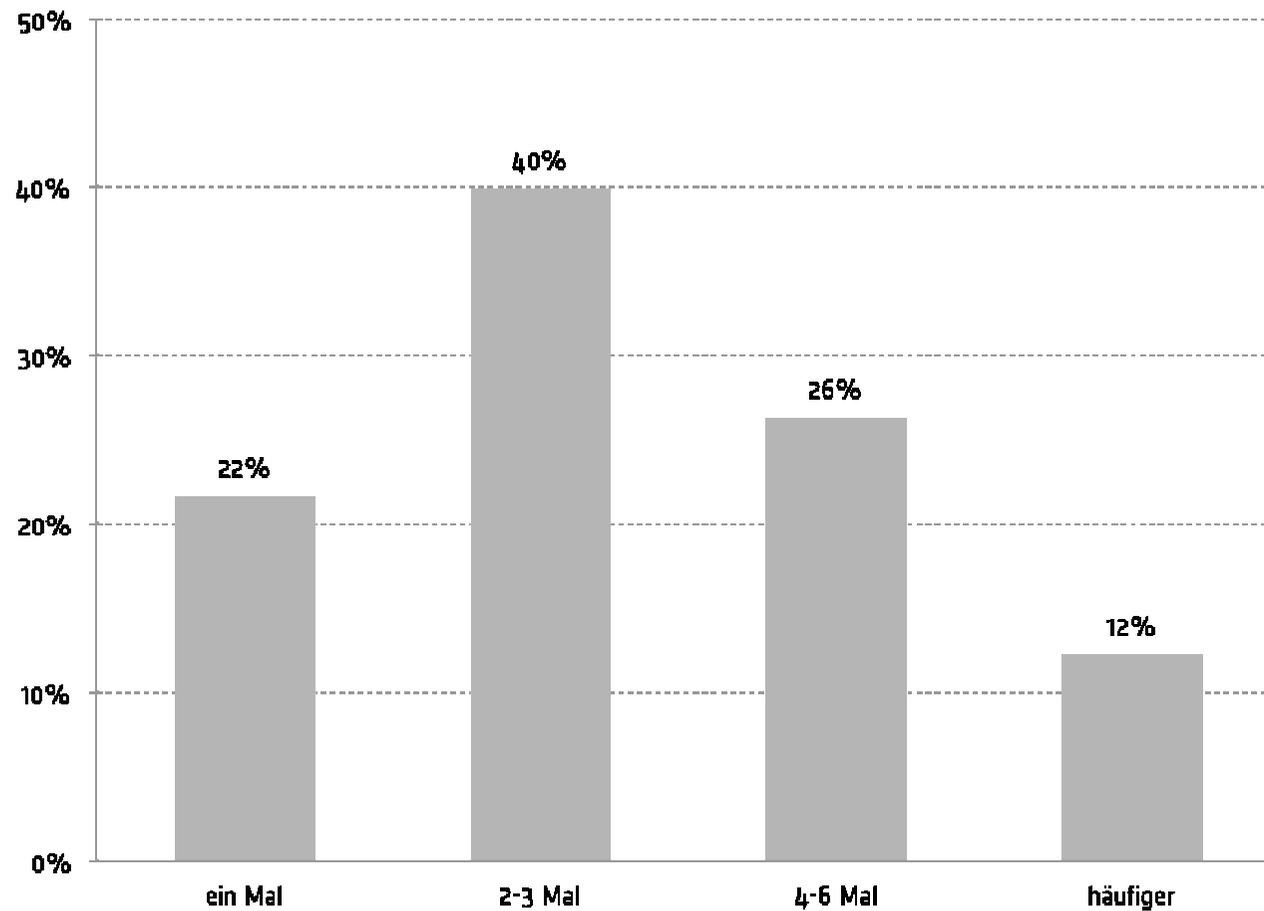
- _ Stichprobe: 908 Befragte (ϕ 38 // $n \geq 23$)
- _ männlich 41% // weiblich 59%



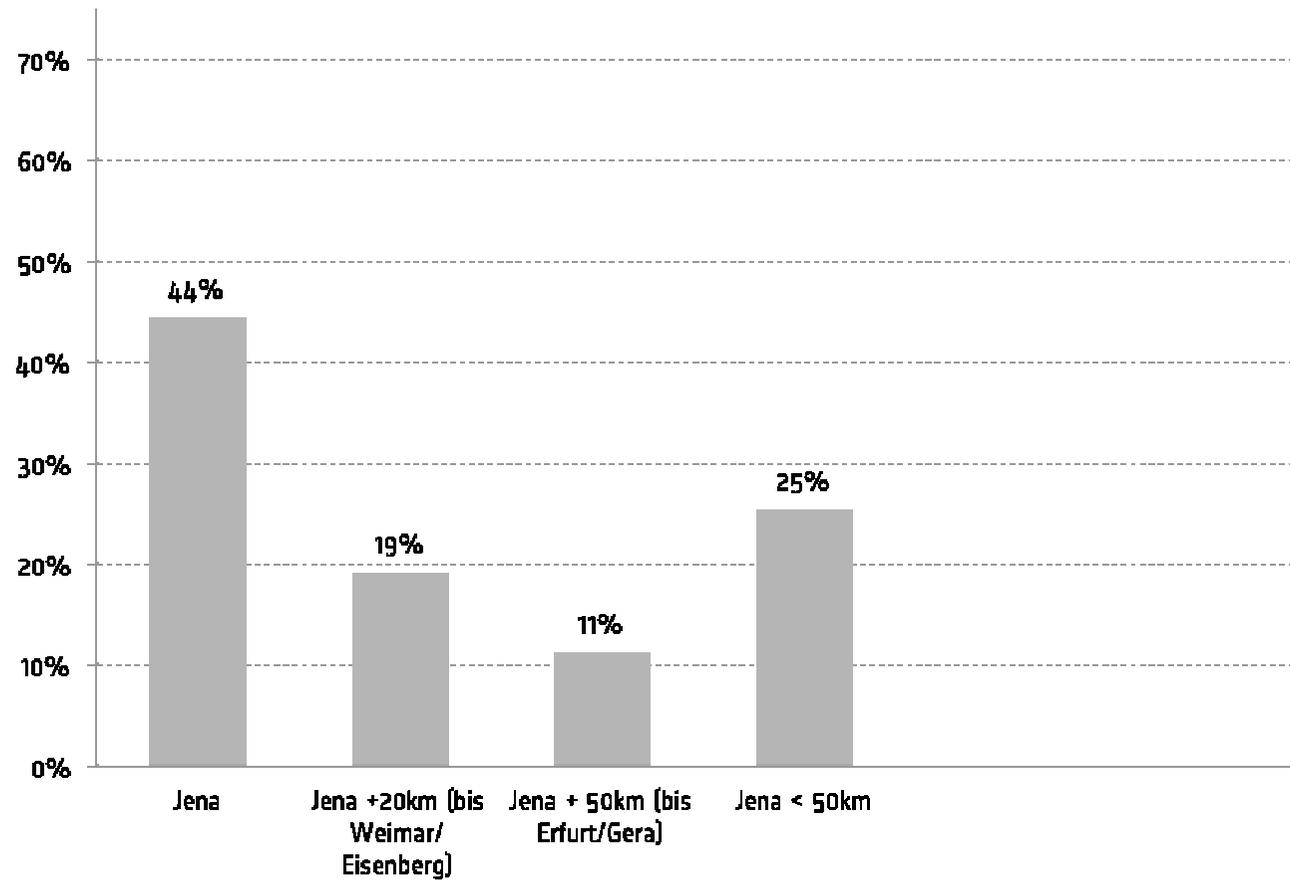
VORAUSSICHTLICHE BESUCHE



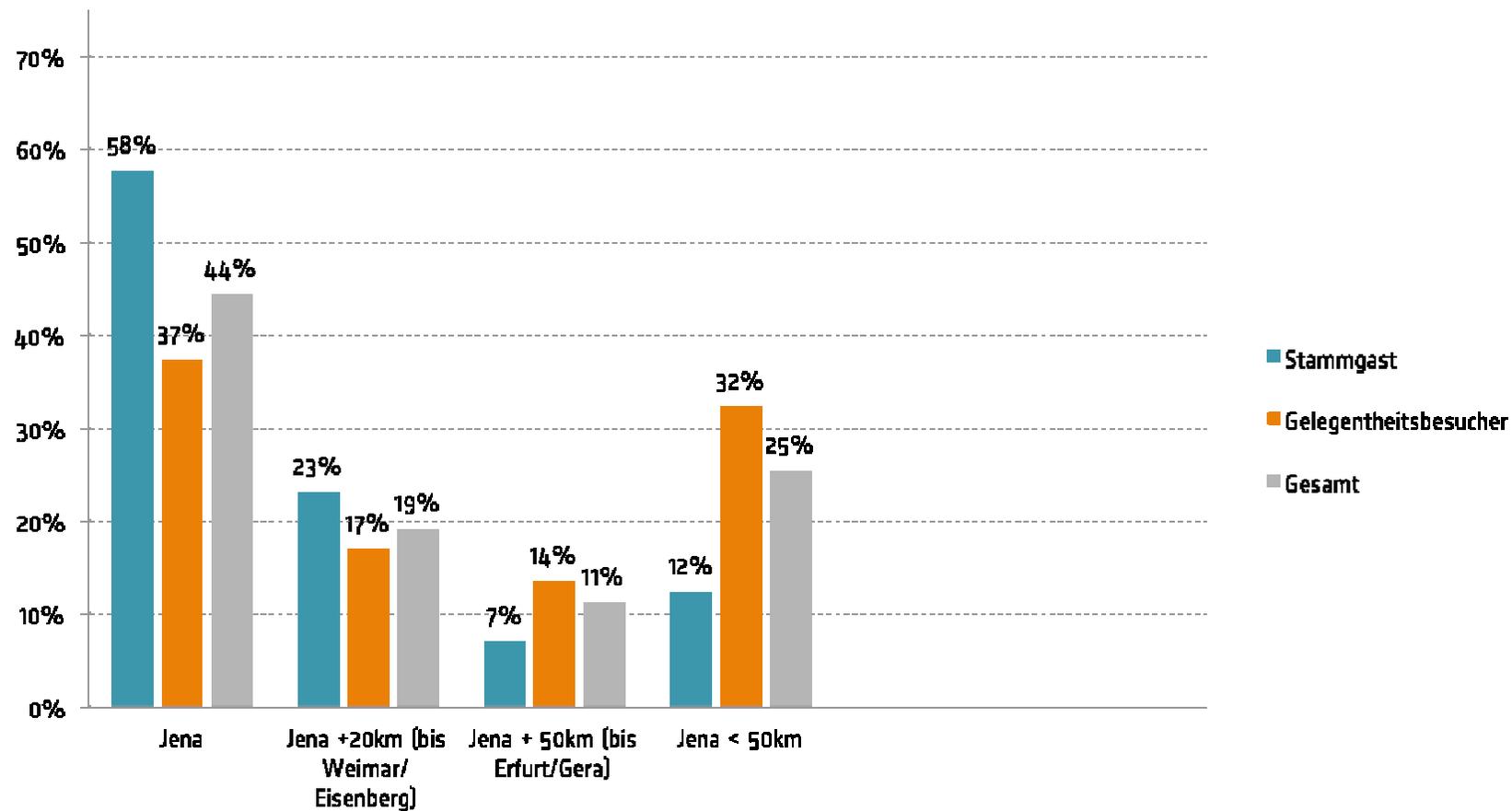
BESUCHE RETROSPEKTIV



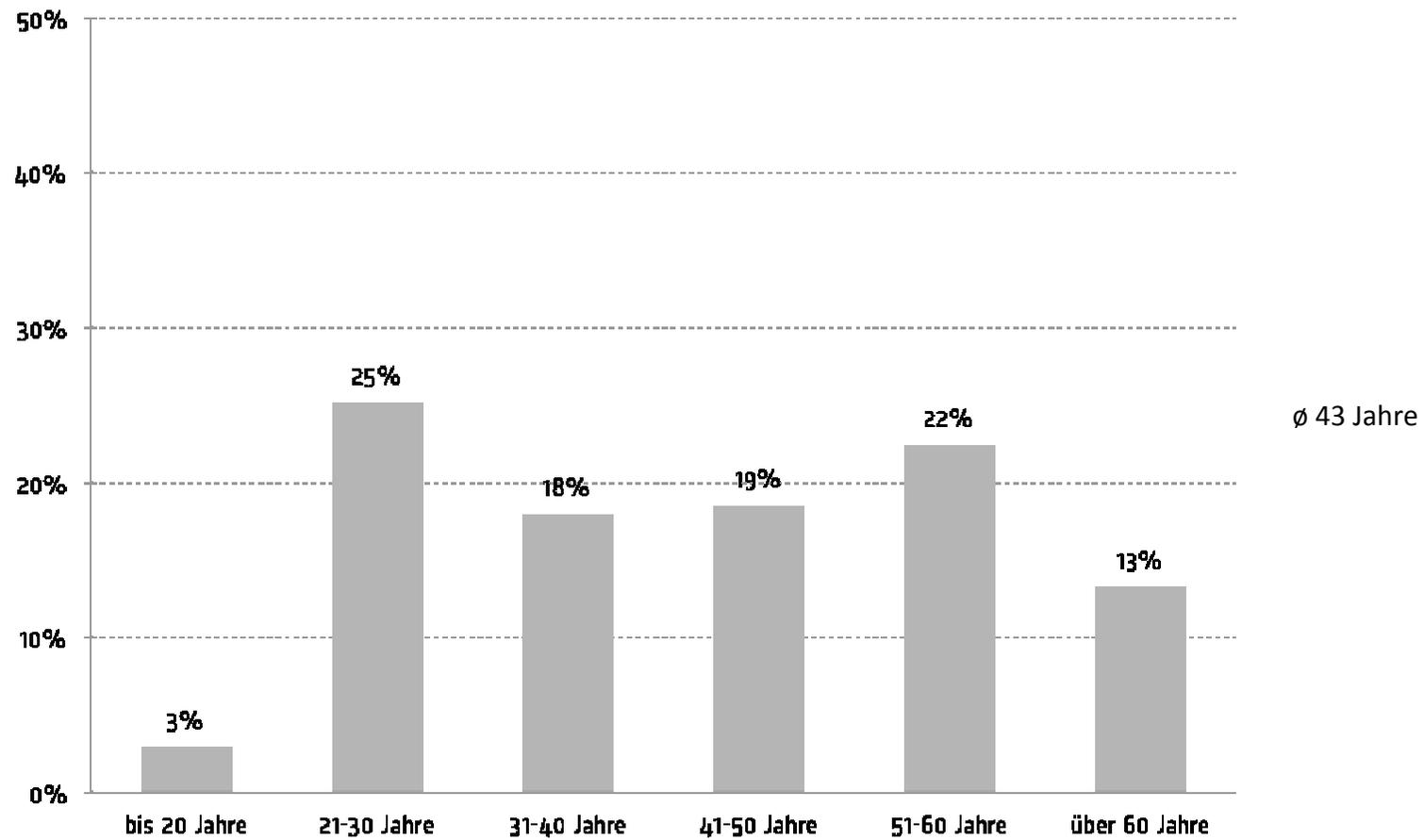
HERKUNFT



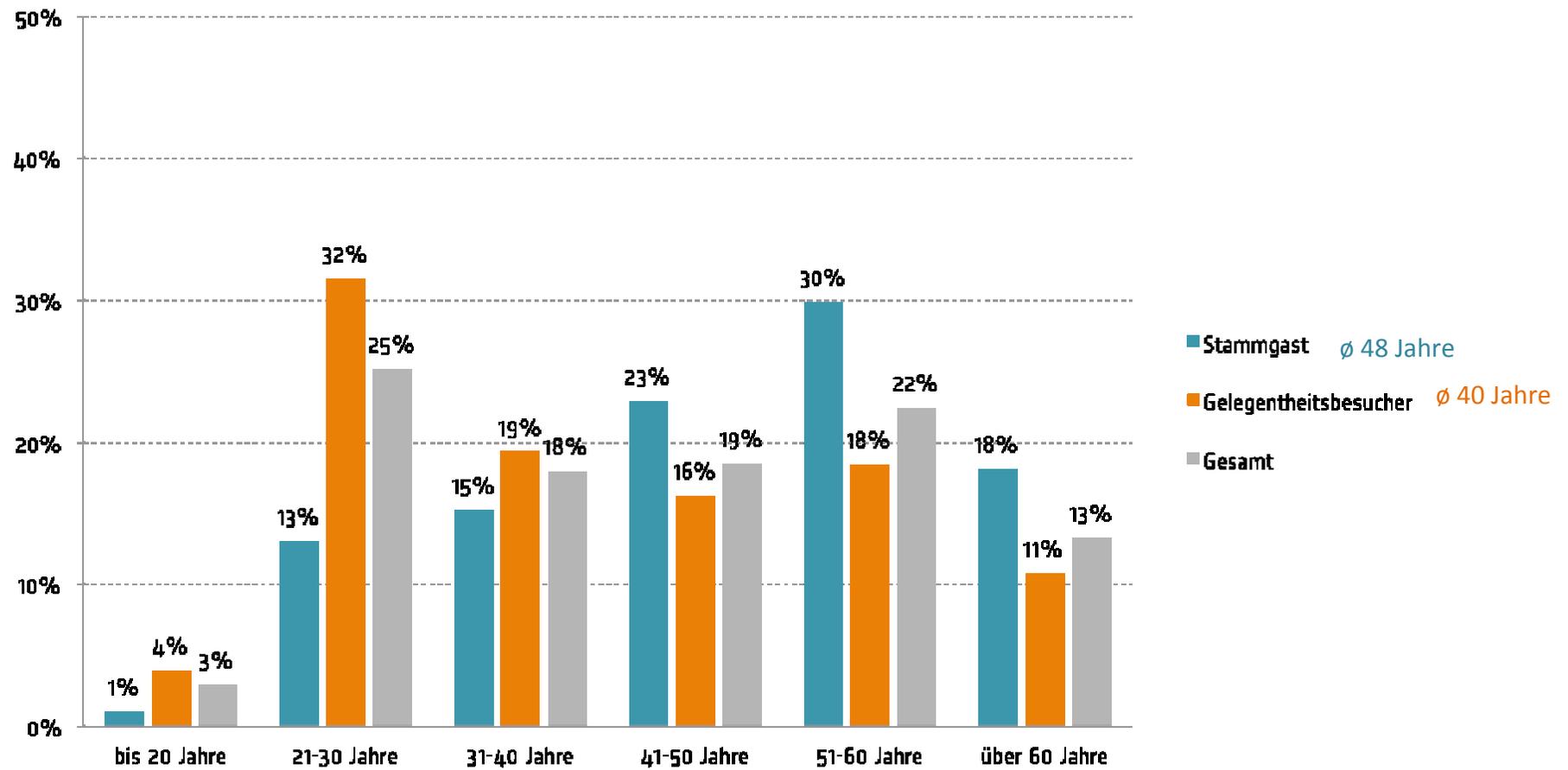
HERKUNFT



ALTER



ALTER



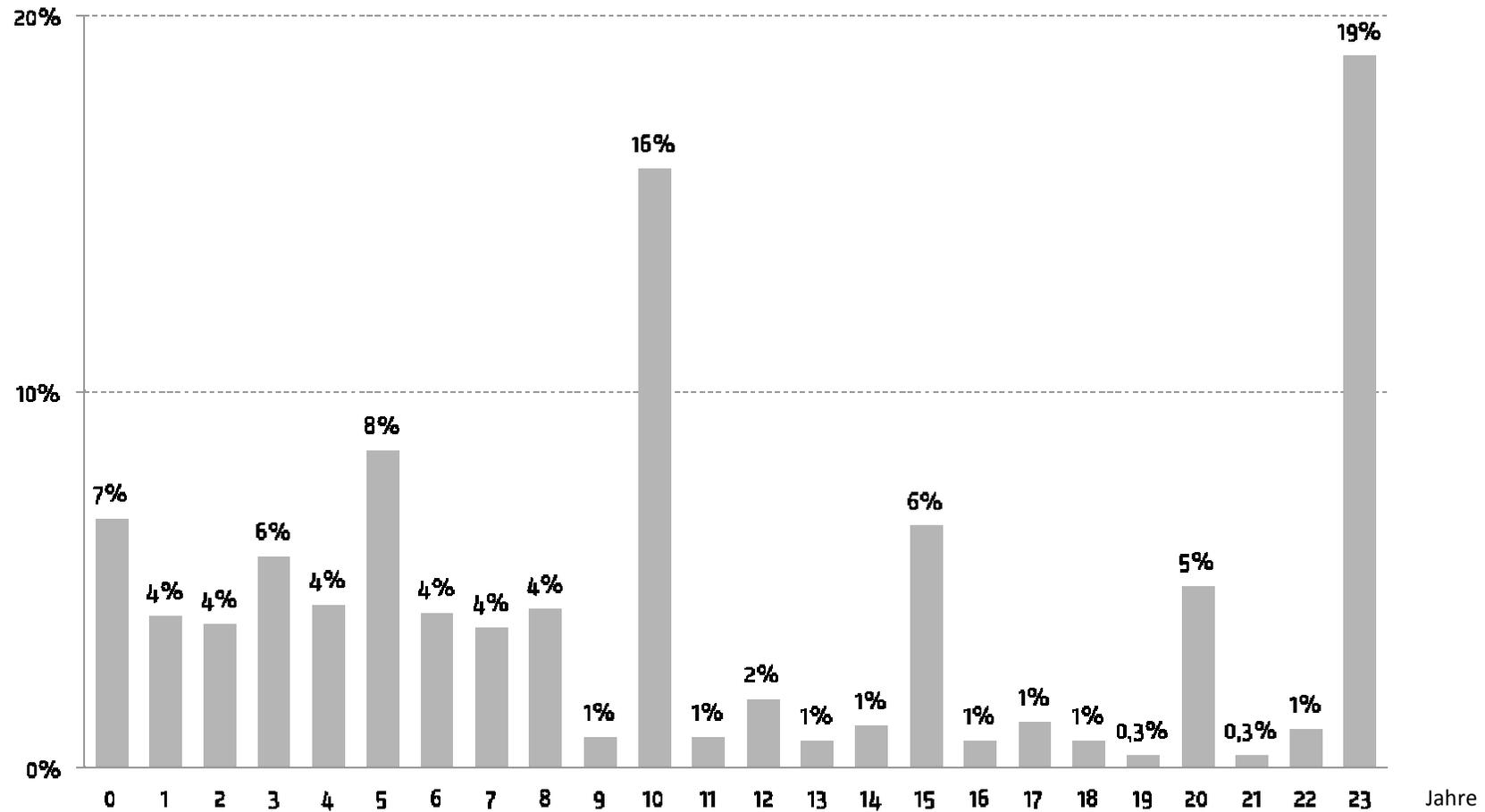
ERSTBESUCH

2014: 20%

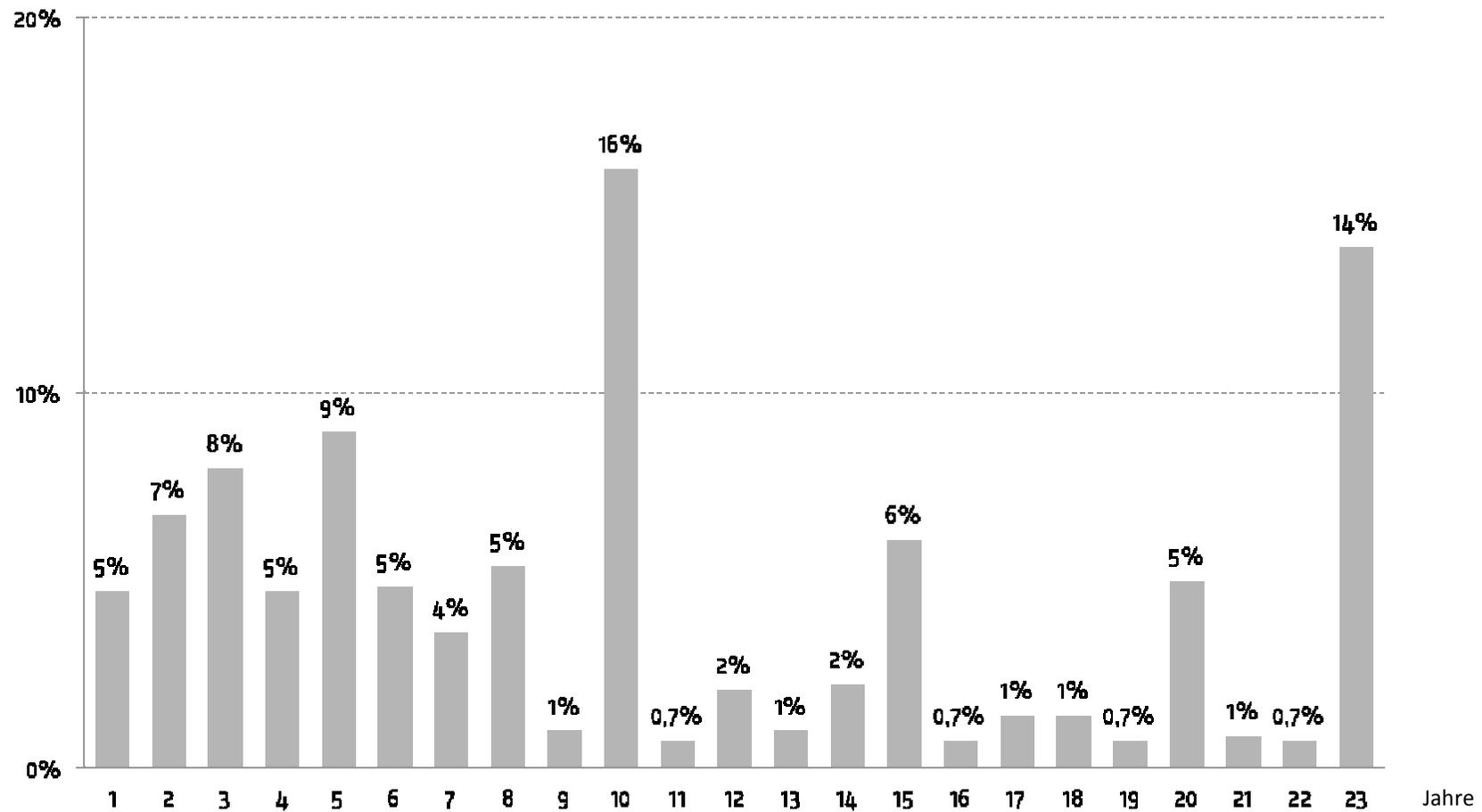
2010: 21%



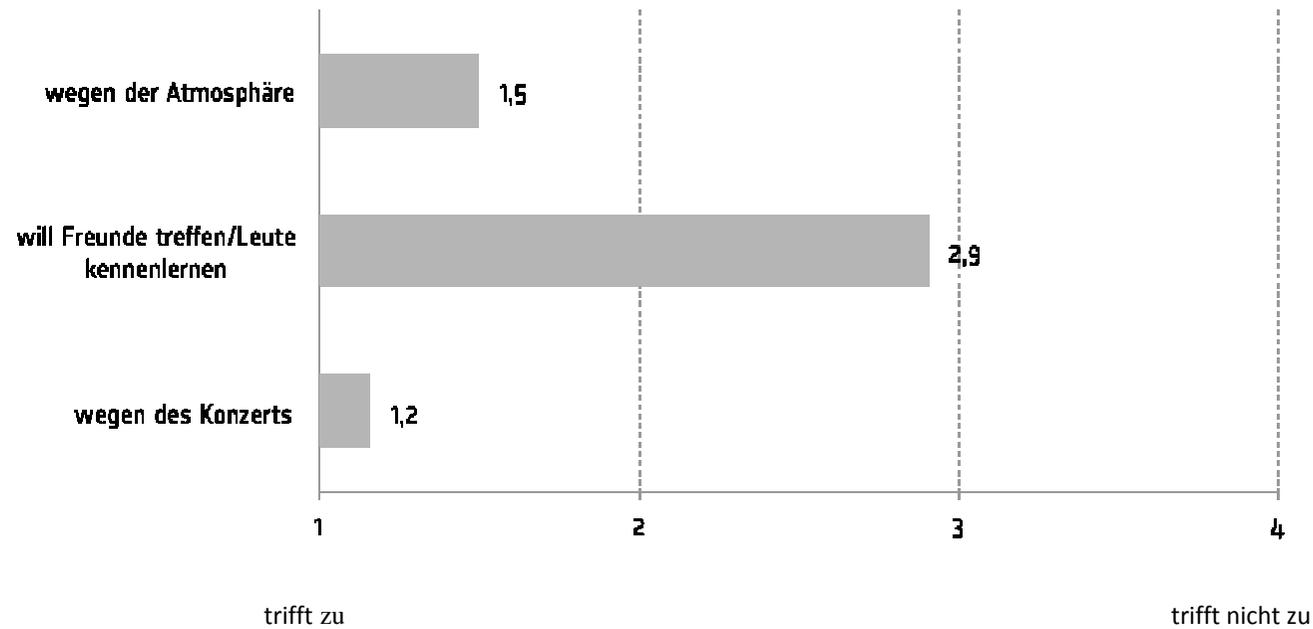
KENNEN DER KULTURARENA



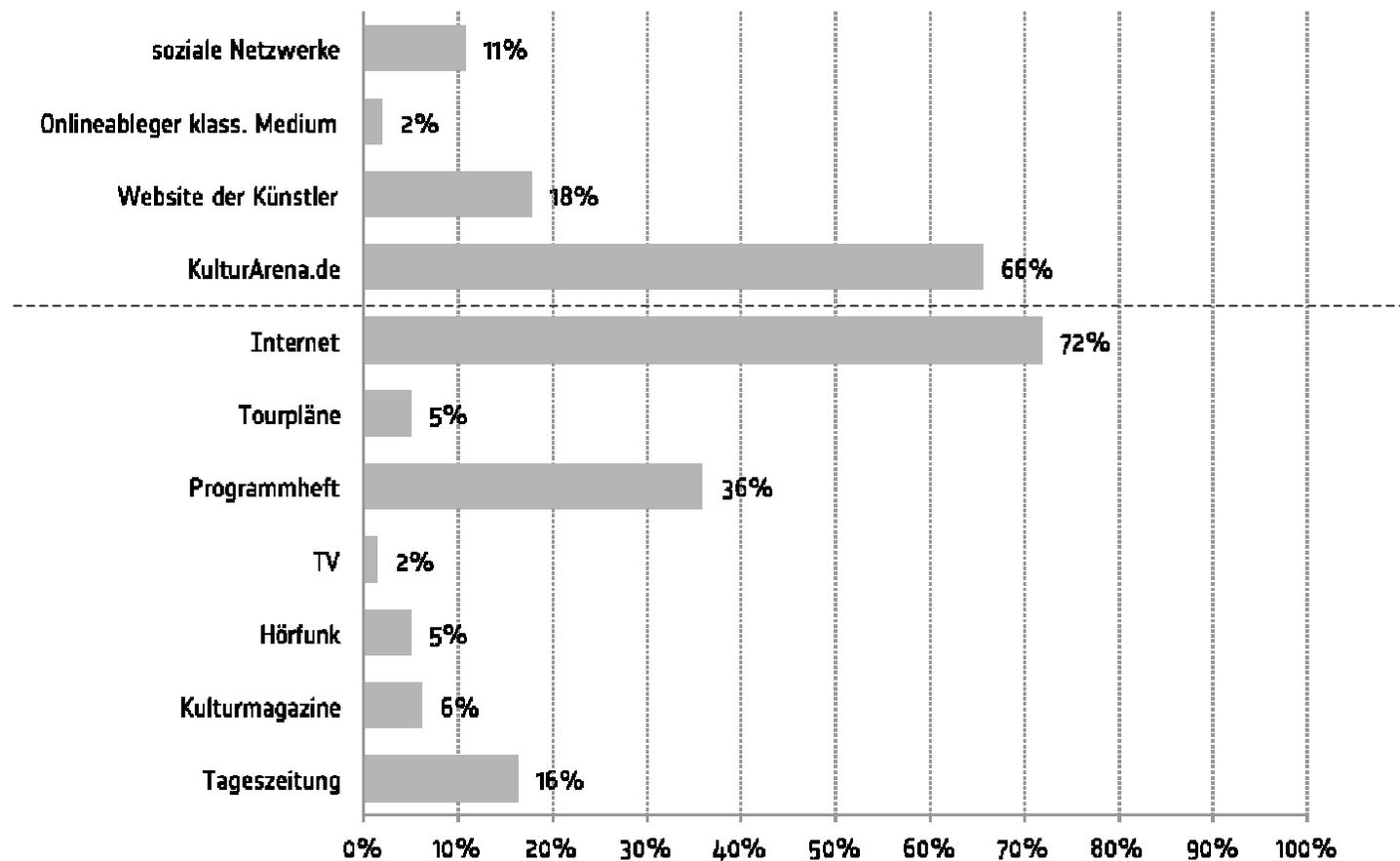
ERSTBESUCH



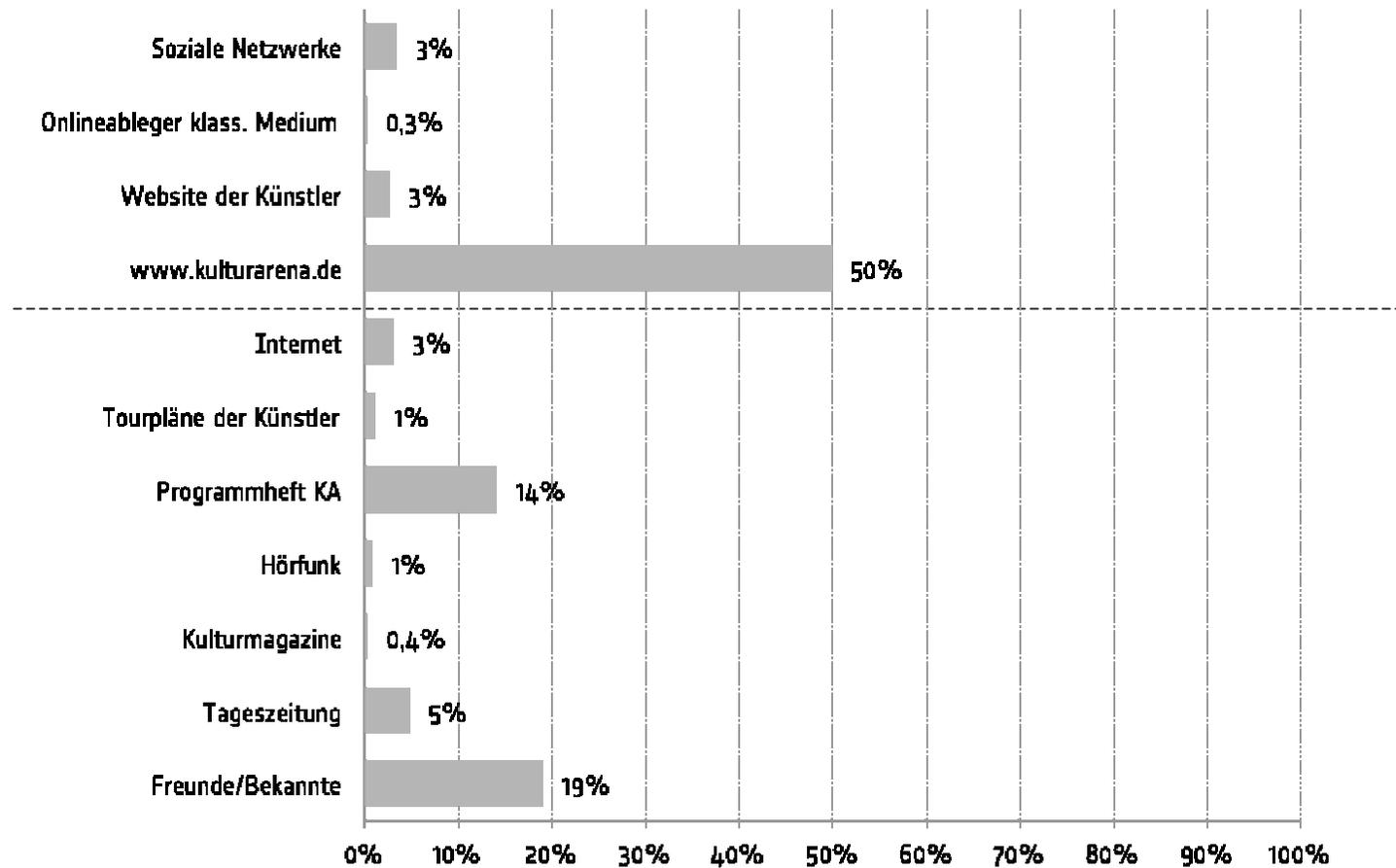
GRÜNDE DES BESUCHS



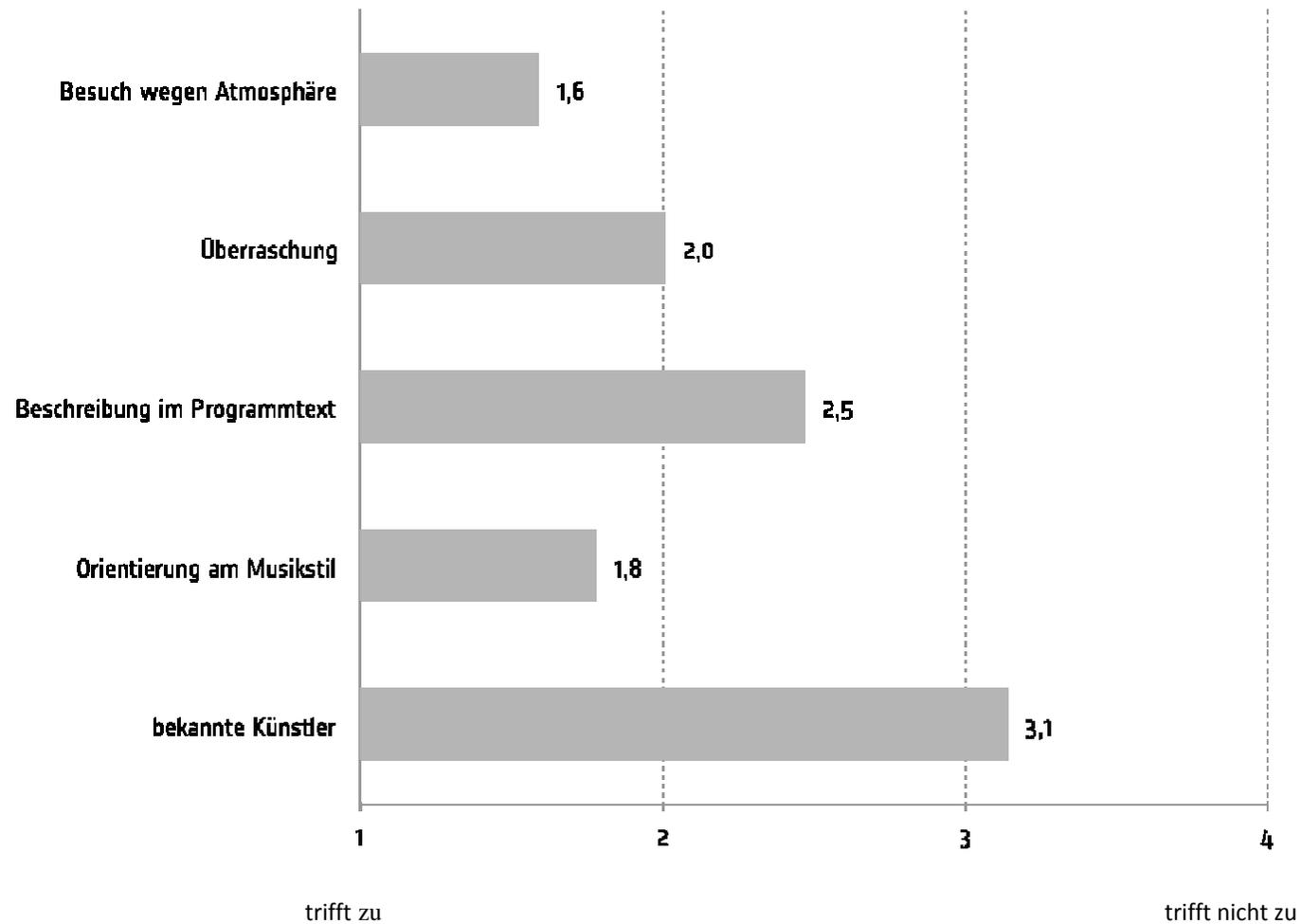
INFORMATIONSQLUELLEN



HAUPT-INFORMATIONSQLUELLE

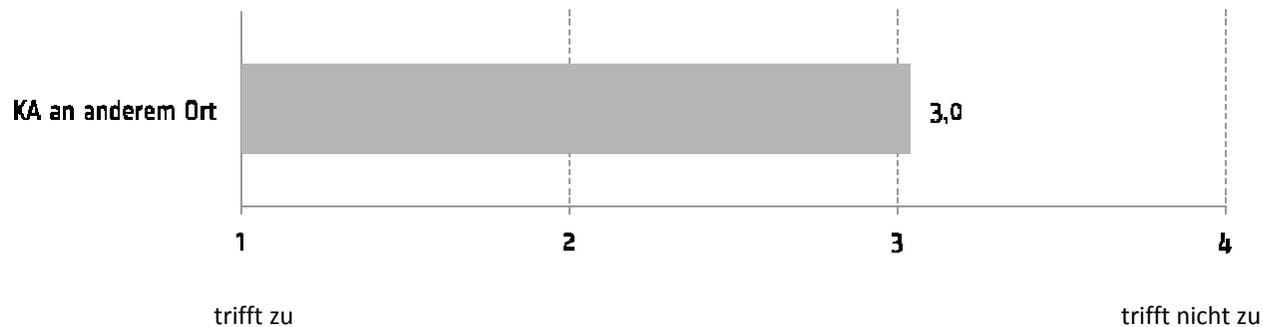


KRITERIEN DER KONZERTWAHL

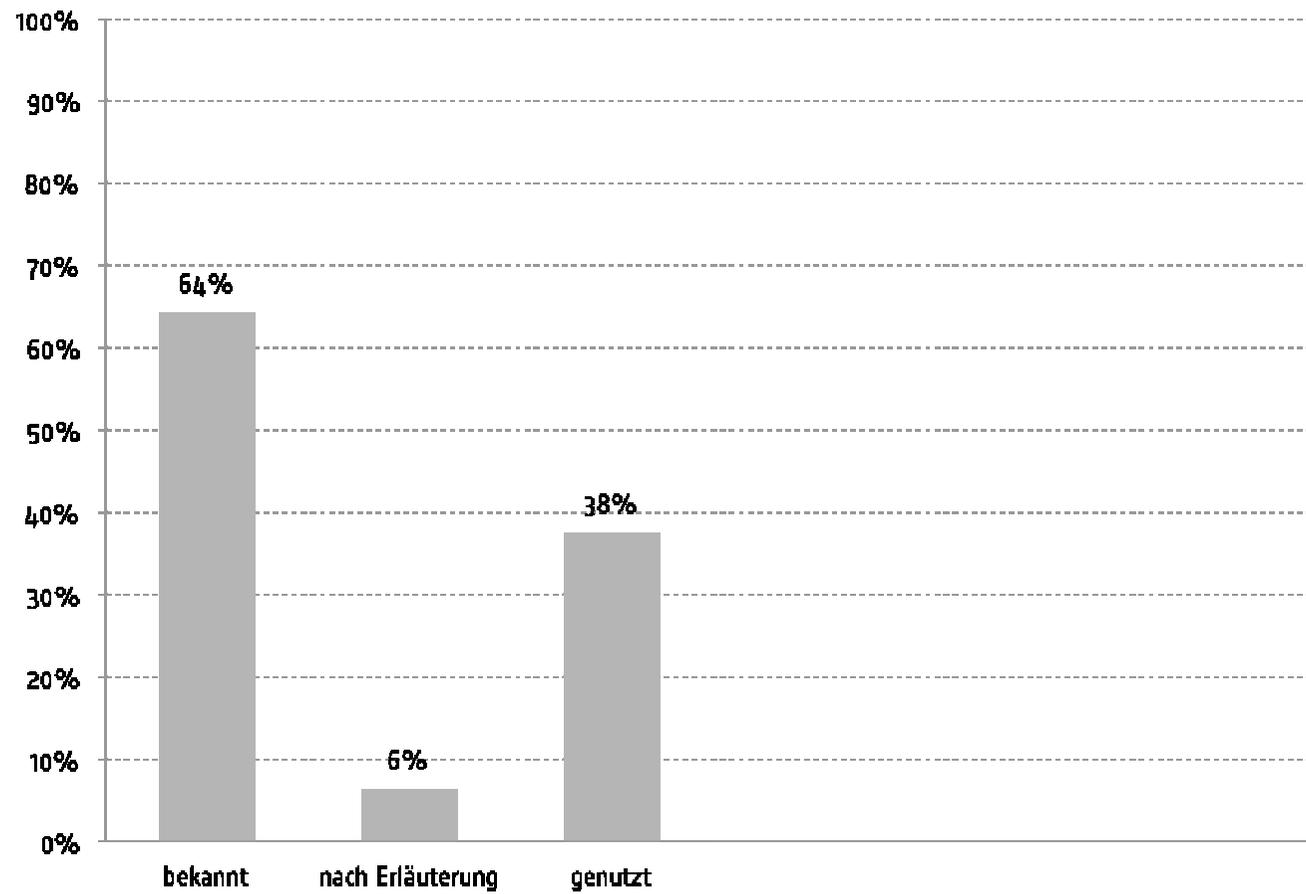


KULTURARENA AN ANDEREM ORT

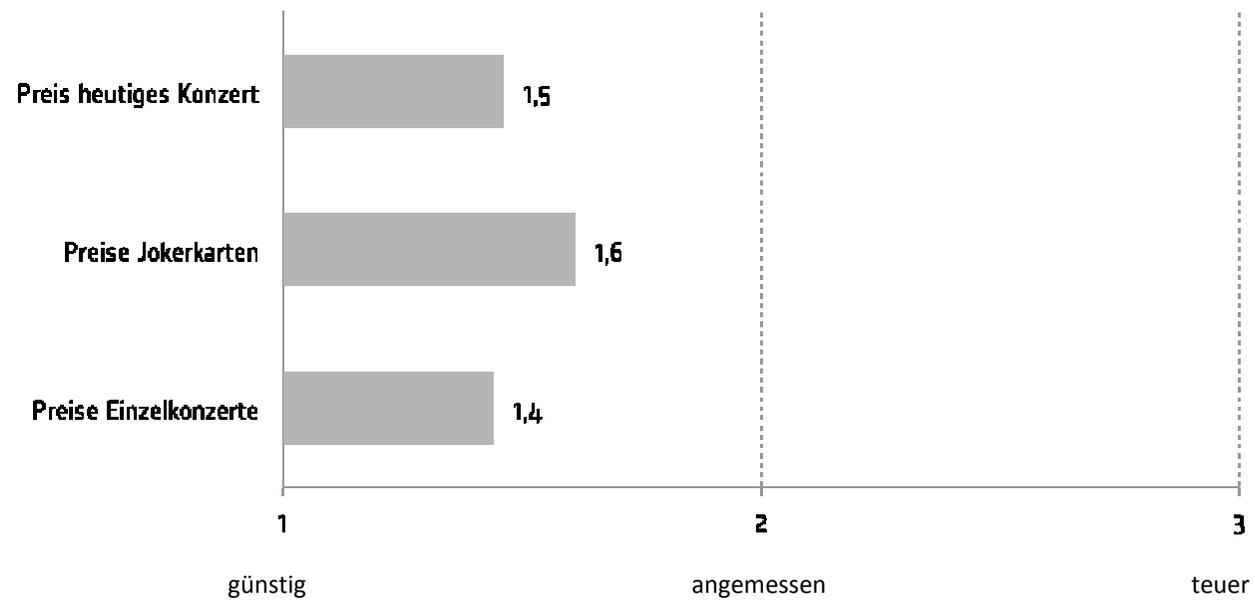
(Ich kann mir die Kulturarena an einem anderen Ort als vor dem Jenaer Theaterhaus vorstellen.)



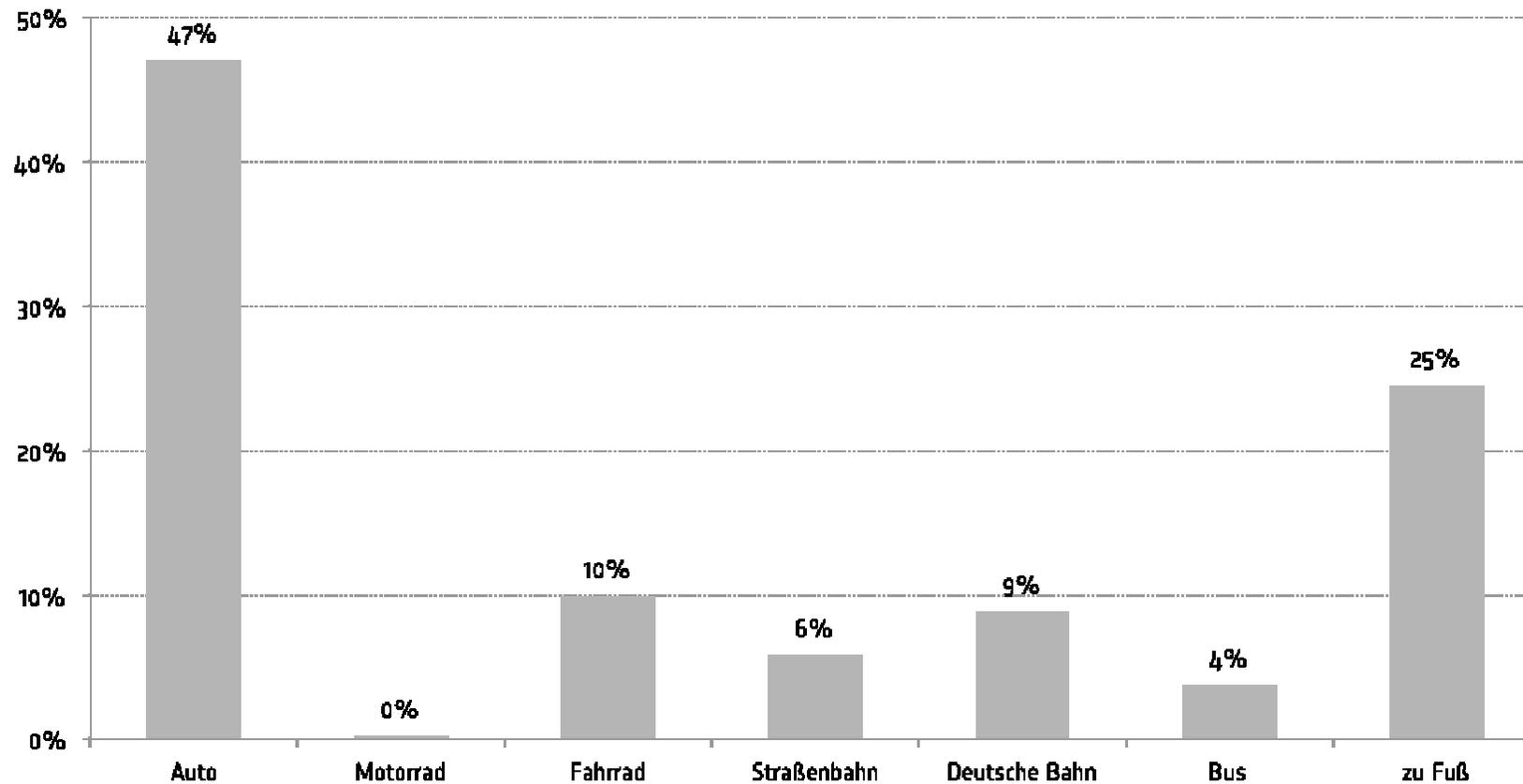
JOKERKARTEN



PREISEMPFINDEN



GENUTZTE VERKEHRSMITTEL



ZUFRIEDENHEIT

