

## Study of the public at FiraTàrrrega 2012

Executive summary of the study by the company Ceres in September 2012

In September 2012, coinciding with FiraTàrrrega and commissioned by the board of the Fira, the sociological and market studies agency Ceres carried out a survey among the public at the event form use in a typological and quantitative study of the users of the event. The study was a follow-on from the work of prospecting and analysis by the University of Lleida between 2000 and 2004.

### Quantification of the public

According to the data gathered in the study, the number of visitors to the 32<sup>nd</sup> edition of FiraTàrrrega was estimated at 146,948, a figure that refers to the accumulated total of people over the four days of the event. The distribution by day would be: 19,849 on Thursday, 31,992 on Friday, 52,050 on Saturday and 43,057 on Sunday.

### Profile of the public

The profile of the average visitor to FiraTàrrrega is an age between 20 and 39, from Catalonia, travelling by private vehicle, with university or secondary studies, Internet user, who spends an average of 2.4 days in Tàrrrega and who has been to the Fira on more than one occasion.

Beyond this *photo fit* of the typical user, based on the study, we know that 72% of the users are in the 20 to 39 age group, 25% are over 40, 53% of the users are from the Barcelona area and 43% from Lleida (including Tàrrrega, with 19%). We also know that a quarter of the people stay for the four days of the Fira and that 20% of the spectators were there for the first time.

Among other aspects, we can deduce from these data that the Fira has a high index of loyalty among its public (80%), and that they have a very high level (59% with university level studies). At the same time, we see that there is a long way to go to catch new public from outside Catalonia.

### Behaviour

There are also some significant data regarding the habits of the spectators at the Fira, such as the fact that 62% of the spectators only see free performances in the street, that 24% see between 1 and 2 paying shows and that 11% see more than two paying performances. On average, the spectators at the Fira see 6 free shows in the street and pay for 1 from the official programme.

On the other hand, 39% of the public obtain information about the programme of FiraTàrrrega through the Fira's own web, 16% through the social networks, 9% through the mobile app and 32% through the printed programme. That means that 65% of the public plan their choice of shows before (22%) or during (43%) the Fira and that 32% improvise as they go along (those who plan less are the younger age group, those between 15 and 29). In this section, a significant data is that the participants from Tàrrrega are the ones who do most planning before the Fira (41%).

### Rating

In general terms, the users are quite or very satisfied with the Fira. 16% rate it as excellent, and 58% as very good. On a scale from 0 to 10, the average rating among the users is 7.29. In is notable that nobody rated the Fira at less that 5.

The highest rated aspects of the Fira are the organisation (7.62 on average), the general image (7.50), the programme (7.38) and the information channels (7.01). The lowest rated are the price of tickets and the systems of discounts (5.51) and the camping area (6.24).

Regarding the services, the most highly rated are security (7.40), the accesses (7.37), commerce (7.33) and the signposting (7.09). The lowest ratings are for the public transport (5.58) and the prices of the bars and restaurants (5.98).

All together, 73% of the users consider that the Fira has fulfilled or exceeded their expectations. 87% of the public state that they intend to return to the next edition of the Fira, and the same percentage consider that FiraTàrrrega is a theatrical reference for the country. Finally, 91% of users state that they would recommend the Fira to friends or relatives.