
QUANTITATIVE SURVEY

PROCEDURE

We made an online survey to reach more people than with the qualitative survey. We spread the survey through e-mailing and social networks. We started by sending it to people we know and asked them to forward the survey to their colleagues, co-workers, friends, family, etc. The goal was to have a diversified random sample which covers all the age ranges, socioeconomic and psychographic profiles.

However, the survey got more answers on the social networks. People have been more reactive and we got more answers from them. As a matter of fact, we got more answers from the 18-25 than from other age groups. Moreover, while looking at the results, we observed that some people did not answer the survey seriously. Some answers were indeed unlikely. All of this biased our results but we interpreted them knowingly. Therefore, we did not base our analysis only on the interpretation of the quantitative results but also on a logical reasoning taking into account the results of the qualitative survey crossed with the ones of the quantitative one to outline trends.

QUESTIONS ASKED IN THE SURVEY

A live version of the survey can be found here : [Online Survey¹](#). Due to the nature of such a survey, we find it better to leave it there and not simply copy/paste the questions asked.

ANSWERS TO THE SURVEY

The actual answers to the survey are in a separate Excel Spreadsheet, which can be downloaded from our [Published Files²](#) section.

EXPECTED TAKEAWAYS FROM THE QUANTITATIVE SURVEY

The aim of such a survey is to highlight tendencies as to be able to have an accurate market segmentation.

Concretely, we raised our first questions in such a way that we could be able to determine socioeconomic profiles of the interviewees. Then we raised another kind of questions in order to determine the wants and needs generally and then more specifically depending on the activity.

¹ <https://docs.google.com/forms/d/1VR9-lo8tZRq5YjYls-vqTIUP2IOI-fj6ZuV9hzEWXPw/viewform>

² <http://palais12.github.io/downloads.html>

The purpose of this method was to ensure our expectations are verified on the field.

RESULTS OF THE SURVEY

The survey put forward four major age groups. The first one is the 16-25 group. We extended the original 18-25 group to 16-25 because we observed that the people underaged have a similar behaviour as the 18-25 group. Then, the 25-35 age group also has a similar behaviour. Finally, there is the 35+ age group.

AGE VS STATUS

While looking at the results of our quantitative survey, it can be observed a clear link between age and status. In the first age range 16 to 25, people are mostly students while in the second one 25 to 35, we find more freelancers. The people between 35 and 45 are mainly employees and those between 45 and 55 mainly executives. At last, people above 55 are either jobless or executives.

Count of Quelle est votre statut social?	Column Labels					
Row Labels	Cadre	Employé	Etudiant	Indépendant	Sans emploi	Grand Total
0-18	14,29%	0,00%	85,71%	0,00%	0,00%	100,00%
18-25	0,75%	3,01%	94,74%	1,50%	0,00%	100,00%
25-35	6,67%	46,67%	20,00%	20,00%	6,67%	100,00%
35-45	11,11%	44,44%	0,00%	44,44%	0,00%	100,00%
45-55	42,86%	21,43%	0,00%	28,57%	7,14%	100,00%
55-∞	31,58%	5,26%	0,00%	31,58%	31,58%	100,00%
Grand Total	8,12%	9,64%	68,53%	9,64%	4,06%	100,00%

AGE VS BUDGET

Some structural differences can be observed between the different age groups. The 16-25 group spends indeed less on average. The majority has a budget between 40€ and 80€ per month for their entertaining life.

Concerning the 25-35 group, their budget is quite higher. The majority spends on average between 80€ and 120€ per month to get entertained.

Finally, all the other groups spend on average between 120€ and 160€.

Count of Quel est le budget moyen alloué à vos sorties? (/mois)	Column Labels						
Row Labels	[0-40]	[120-160]	[160-200]	[200-∞]	[40-80]	[80-120]	Grand Total
0-18	42,86%	0,00%	0,00%	14,29%	42,86%	0,00%	100,00%
18-25	21,05%	9,77%	6,02%	4,51%	37,59%	21,05%	100,00%
25-35	13,33%	13,33%	6,67%	6,67%	6,67%	53,33%	100,00%
35-45	0,00%	33,33%	11,11%	11,11%	22,22%	22,22%	100,00%
45-55	7,14%	7,14%	21,43%	7,14%	21,43%	35,71%	100,00%
55-∞	21,05%	10,53%	10,53%	15,79%	31,58%	10,53%	100,00%
Grand Total	19,29%	10,66%	7,61%	6,60%	32,99%	22,84%	100,00%

AGE VS ACTIVITIES

The 16-35 group entertaining life is mainly composed by parties, concerts and festivals. It confirms the trend observed in the qualitative survey. The cultural activities were also part of their entertaining life but to a lesser extent. However, as explained before, our results were biased. Therefore we could only interpret main trends.

Concerning the older age groups, the lack of participants did not allow us to interpret our results properly. The results varied a lot but as for the 16-35 group, some trends were observed. Their entertaining life was more composed by cultural activities and less by parties.

Count of A quels types d'évènements assistez-vous et à quelle fréquence (/mois)? [Soirée]	Column Labels				
Row Labels	Jamais	Occasionnellement	Régulièrement	Souvent	Grand Total
0-18	14,29%	14,29%	57,14%	14,29%	100,00%
18-25	2,26%	7,52%	32,33%	57,89%	100,00%
25-35	0,00%	20,00%	53,33%	26,67%	100,00%
35-45	0,00%	77,78%	22,22%	0,00%	100,00%
45-55	14,29%	71,43%	14,29%	0,00%	100,00%
55-∞	31,58%	42,11%	21,05%	5,26%	100,00%
Grand Total	6,09%	19,80%	31,98%	42,13%	100,00%

AGE VS FACILITIES

Concerning all the facilities, we did not observe clear distinction between age groups. However, some trends were once again observed. The 16-35 seemed to care less about facilities and details such as the queue management or the quality of hosting for example while the older age groups cared more about it.