

ZIP CODE COUNTING

PROCESS

This method combines a visitor survey at the event with an (online) resident survey after the event.

Visitor survey

The visitor survey establishes the number of people attending the event and where they live, on the basis of the ZIP codes. This makes it possible to determine the percentage of visitors who are also residents of the city or municipality in which the event takes place.

Resident survey

After the event, a second survey asks inhabitants of the city or municipality whether they attended the event. The most (cost-) efficient way to do this is with an online survey that measures the percentage of inhabitants who attended the event.

The resident survey shows how many residents visited the event. The visitor survey, in turn, provides the percentage of event visitors who were also residents of the city or municipality. The combined results provide an overall picture of the number of people who attended the event.

ADVANTAGES

- + **Residents:** this method not only provides the total number of visitors, but also the number of visitors resident in the city or municipality in which the event was held.
- + **Additional data:** for (a reasonable) additional price, additional information can be obtained by adding survey questions, for example questions about visitor spending patterns and residents' attitudes towards the event.
- + **Extrapolation:** extrapolation of results to reflect the total number of visitors at the event is achieved with a simple calculation.

DISADVANTAGES

- **No visitor flows:** this method cannot measure visitor flows, or the number of visitors during the entire event.
- **Labour-intensive:** this method requires the use of interviewers. This can be expensive, especially at multi-day events.

COST (EXCL. VAT)

Cost is determined by two factors:

- **Conducting the visitor survey:** this requires interviewers on the ground, who remain active throughout the event. An interviewer costs on average €12 gross per hour. The number of interviewers needed depends on the expected attendance. If less than 1,000 visitors are expected, one interviewer will suffice. If the number of visitors is between 1,000 and 5,000, it is best to have three interviewers. If more than 5,000 visitors are expected, eight interviewers should ideally be used.
- **Conducting the resident survey:** for large cities, a digital survey of the inhabitants can be done using an online panel. However, an organiser does not always have the contact details of the inhabitants, and the research sample must also represent the entire population. It is therefore recommended to use, if possible, a market research agency with an extensive online panel. A representative survey of 1,000 inhabitants by a market research agency costs, on average, €4,000.

POTENTIAL SUPPLIERS

The Cube Belgium website (cubelgium.be/members) provides an overview of market research agencies.

Sample size to ensure quality results:

Visitor survey: 1% of the number of visitors

- E.g. 100,000 visitors: 1,000 interviews

Resident survey: sample size based on the number of inhabitants per city or municipality

- < 20,000 inhabitants: 200 respondents
- 20,000 to 100,000 inhabitants: 500 respondents
- > 100,000 inhabitants: 1,000 respondents