

Annexe 4 : Marketing survey

- How old are you?

- Do you have a Smartphone?

- If yes, what brand?

- Do you use any applications with your Smartphone?

- If yes, what kind?
 - Social media : Facebook, Twitter, LinkdIn...
 - To communicate: Whatsapp, Viber, Skype...
 - To see and share pictures : Snappachat, Instagram...
 - Games : CandyCrush
 - To meet and date : Tinder...
 - Financial app
 - To scan documents : Prizmo
 - Others ...

- How many Apps do you have?
 - Less than 5
 - Between 5 and 10
 - Between 10 and 15
 - Between 15 and 20
 - More than 20

- In what objective do you use these Apps?
 - Entertainment
 - Utility
 - Both
- How do you discover new Apps ?
 - Specialized newspapers or stores
 - Talking to friends
 - Surfing on the App Store
- How are you aware of the events taking place near you or in your area ?
 - Friends or family members
 - Advertising/ newspapers/radio
 - Social network, Facebook
 - Others: ...
- What kind of event do you like the most?
 - Music festival or event
 - Cultural events
 - Sports events
 - Touristic events, adventure
 - After-work
 - Meeting to watch sport events together
 - Others: which ones? ...
- Do you download any Apps if they aren't free ?

Yes No
- If yes, how much are you still able to pay for it?

- Max 1 dollar
 - Between 2 and 3 dollars
 - Maximum 5 dollars
 - Maximum 10 dollars
 - More than 10 dollars
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- Do the fact to be alone avoiding you not to go to an event?

Yes No

- Do you find interesting the possibility to meet people that you don't now but they go to the same event as you in order to go together and not to go alone?

Yes No

- Give a score from 1 to 10 (1 is bad and 10 is perfect) this concept:

➔ Free app that you can select:

- ✓ A specific area and see all the events taking place there
- ✓ Narrow the choice in a specific period
- ✓ Narrow it into sub-categories
- ✓ Receive the possibility to say we attend to the event and stay in touch with other people also attending the same event

Note : ...

