



SURVEY OF VISITORS TO THE DWU CULTURAL DAY 2011



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TOURISM & HOSPITALITY
MANAGEMENT DEPARTMENT
RESEARCH





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MANAGEMENT DEPARTMENT
of DIVINE WORD UNIVERSITY



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CONTENTS

SECTION 1

HIGHLIGHTS OF SURVEY FINDINGS

1.1 Demographics	6
1.2 Promotion	6
1.3 Program	7
1.4 Economic Impact	7
1.5 Implications for Event Management	7

SECTION 2

INTRODUCTION

2.1 Background and Aims	9
2.2 Survey Methodology	9
2.3 Reading the Report	10

SECTION 3

RESPONDENT DEMOGRAPHICS

3.1 Source of Respondents	11
3.2 Primary Reason for Being in Madang	11
3.3 Highest Level of Education Completed	12
3.4 Total Annual Gross Family Income	13
3.5 Occupation of Principal Wage Earner in a Respondent's Household ..	13
3.6 Number of Occupants in a Single Household	14

SECTION 4

PROMOTION OF THE 2011 DWU CULTURAL DAY EVENT

4.1 First Visit to the 2011 DWU Cultural Day Event	15
4.2 Source of Information	15
4.3 Specific Source of Information Media	16
4.4 Time Taken to Plan Visit to the 2011 DWU Cultural Day Event	16
4.5 PGK3.00 Adult Entrance Fee	17
4.6 PGK5.00 Adult Entrance Fee	18
4.7 PGK10.00 Adult Entrance Fee	18
4.8 Reasons for Attending the 2011 DWU Cultural Day	19
4.9 Primary Reason for Attending the 2011 DWU Cultural Day	19

SECTION 5

PROGRAM FOR THE 2011 DWU CULTURAL DAY EVENT

5.1 DWU Cultural Day Program	20
5.2 DWU Cultural Day Facilities and Services	20
5.3 Recommendations for the DWU Cultural Day Event	21

SECTION 6

ECONOMIC IMPACT OF THE 2011 DWU CULTURAL DAY EVENT

6.1 Money Spent at the 2011 DWU Cultural Day Event	22
6.2 Other Expenditures	23

SECTION 7

CONCLUSION AND RECOMMENDATIONS

7.1 Conclusion	24
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APPENDIX 1

SURVEY OF 2011 DWU CULTURAL DAY CELEBRATIONS QUESTIONNAIRE	26
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TABLES & CHARTS

TABLES

1. 2011 DWU Cultural Day Respondents by Area of Residence & Gender	10
2. 2011 DWU Cultural Day Respondents by Source Area	11
3. Respondents' Primary Reason for Being in Madang	11
4. Respondents' Highest Level of Education Completed	12
5. Respondents' Total Annual Gross Family Income by Gender	13
6. Number of Occupants in a Respondent's Household	14
7. Respondents' First Visit to the 2011 DWU Cultural Day Event	15
8. Respondents' Source of Information	15
9. Time Taken by Respondents to Plan Visit to the 2011 DWU Cultural Day Event	16
10. Respondents' Acceptance of PGK3.00 Adult Entrance Fee	17
11. Respondents' Acceptance of PGK5.00 Adult Entrance Fee	18
12. Respondents' Acceptance of PGK10.00 Adult Entrance Fee	18
13. Respondents' Reaction to the 2011 DWU Cultural Day Program	20
14. Respondents' Reaction to the 2011 DWU Cultural Day Facilities & Services	21
15. Money Spent at the 2011 DWU Cultural Day Event by Gender	22
16. Other Expenditures in Madang by Respondents to the 2011 DWU Cultural Day Event based on Gender ...	23

CHARTS

1. Respondents' Primary Reason for Being in Madang	12
2. Respondents' Highest Level of Education Completed	12
3. Respondents' Total Annual Gross Family Income	13
4. Number of Occupants in a Respondent's Household	14
5. Respondents' First Visit to the 2011 DWU Cultural Day Event	15
6. Respondents' Source of Information	16
7. Time Taken by Respondents to Plan Visit to the 2011 DWU Cultural Day Event	17
8. Respondents' Acceptance of PGK3.00 Adult Entrance Fee	17
9. Respondents' Acceptance of PGK5.00 Adult Entrance Fee	18
10. Respondents' Acceptance of PGK10.00 Adult Entrance Fee	19
11. Respondents' Reaction to the 2011 DWU Cultural Day Program	20
12. Respondents' Reaction to the 2011 DWU Cultural Day Facilities & Services	22
13. Respondents' Combined Average Spending on Mentioned Items at the 2011 DWU Cultural Day Event ..	23
14. Other Combined Expenditures in Madang by Respondents to the 2011 DWU Cultural Day Event	24

SECTION 1

HIGHLIGHTS OF SURVEY FINDINGS

1.1 DEMOGRAPHICS

A sample of 40 respondents was included in the compilation and analysis of this report. This was equally divided between female respondents (20, 50%) and male respondents (20, 50%).

Only one foreigner (Australian), down from 5 from 2010 figures, was included in this survey.

The majority comprising 17 out of 31 respondents were local residents of Madang.

The primary reason for being in Madang for most respondents (14 out of 33, 42.4%) was business/work related, down by 3.8% from 2010 figures. 5 out of 33 respondents (15.2%) indicated the 2011 DWU Cultural Day as their main reason for being in Madang. This is up by 3.7% as compared to 2010 figures.

Majority of respondents have attended formal education, the highest number of respondents being undergraduate degree holders (16 out of 36, 44.4%). This is up by 31% from 2010 whereas those respondents who have completed graduate school fell by 18.9% from 2010 figures. They may also be the ones inclined to participate in such surveys compared to those who may be illiterate.

Of the 17 adult female respondents, 29.4% indicated PGK5,000-PGK15,000 as their total gross family income, while 23.5% indicated PGK45,000 plus as their total gross family income. The former is up by 4.4% from 2010 and the latter is up by 6.8% from 2010 figures. Of the 19 adult male respondents, 21.1% indicated under PGK5,000 and another 15.8% indicated PGK5,000-PGK15,000 as their total gross family income. From the combined total, 22.2% indicated PGK5,000-PGK15,000 and another 16.7% indicated PGK45,000 plus as their total gross family income. In 2011 the female respondents indicated better earnings than compared to male respondents in 2010. Based on these respondents, there's been a drop in earnings as compared to 2010 figures. This doesn't correspond to the fact that 44.4% of the respondents held undergraduate degrees.

The occupation of the principal wage earner in the respondents' household varied. It was representative of employment in the public sector, private sector, NGO and voluntary sector.

The number of occupants in a single household ranged from 1 to 20 being the highest indication. The average number of occupants per household turned out to be 9 based on 34 respondents, an average increase by 3 occupants from 2010 figures. The majority (17.6%) have indicated seven occupants in their household, while another 14.7% indicated two occupants in their household. This indicated common household trends in PNG.

1.2 PROMOTION

25 out of 40 respondents were first time visitors to the 2011 DWU Cultural Day event. The annual DWU Cultural Day event continues to attract new visitors.

Based on a total of 40 responses, the highest number of responses (19 out of 40, 47.5%) indicated that they heard about the 2011 DWU Cultural Day event from their friends. The next highest number of responses indicated students (11 out of 40, 27.5%) as the main source of information concerning the DWU Cultural event. This is similar to the case in 2010.

Just under half of the respondents (17 out of 39, 43.6%) indicated that they made plans to visit the 2011 DWU Cultural Day only in the last few days before the event. About 33.3% (13 out of 39) made plans weeks ago and about 23.1% (9 out of 39) made plans months ago to visit the 2011 DWU Cultural Day. The trend from last year is that increasingly more respondents are making plans in the last few days to visit the event. This seems to make sense as majority respondents are Madang residents. The DWU Cultural Day event is increasingly attracting new visitors who are in Madang for work related reasons.

The majority 77.5% of the respondents (31 out of 40) felt that the adult entrance fee of PGK3.00 was reasonable. 17.5% (7 out of 40) thought the adult entrance fee was too low and 5% (2 out of 40) felt that it was too high. Compared to last year when the adult entrance fee was PGK6.00, the responses were similar to this year except that in 2010 27% thought the adult entrance fee was too high and 9% felt that the entrance fee was too low. This year it seems a lot of respondents were in favour of the set price.

The majority respondents (30 out of 40, 75%) indicated they would have paid if the entrance fee was at PGK5.00. This is a PGK2.00 increase or about 67% increase on the current fee, which most respondents were willing to pay.

Over half the respondents indicated they would not pay if the adult entrance fee was PGK10.00, up by 22% from last year's responses. This would be an increase of PGK7.00 or 333% increase based on current adult entrance fee, which majority respondents were less keen on paying.

The respondents mentioned different reasons for coming to the 2011 DWU Cultural Day event including interest in different cultures, to see students perform in their different cultural attires, to support students' activities, as parents, learn about cultures, opportunity to promote products, meet friends, and write about cultures, among other reasons.

1.3 PROGRAM

Majority respondents 47.5% (19 out of 40) were delighted overall with the 2011 DWU Cultural Day program and 40% (16 out of 40) were satisfied, while 10% (4 out of 40) had mixed feelings about the 2011 DWU Cultural Day program, whereas only 2.5% (1 out of 40) expressed disappointment. This has improved in rating compared to 2010 figures.

Majority respondents 55% (22 out of 40) were satisfied overall with the 2011 DWU Cultural Day facilities and services and 30% were delighted, while 7.5% (3 out of 40) had mixed feelings about the 2011 DWU Cultural Day facilities and services, and another 7.5% felt disappointed. Overall, this has improved in rating compared to last year.

Most respondents chose to give reasons for improvement, a few positive reasons were indicated as presence of DWU Rangers on-site, ample space, shade and water was provided, stalls selling food and drinks, friendly people, spectacular cultural performances from different provinces, every show is different, sense of security and safety, among other reasons mentioned. Reasons for improvement were indicated as sell food on stalls rather than on the ground, tickets should have been pre-sold as the queue was too long, too hot and plenty of drunkard people were around, lacking variety in activities, no proper coordination of all the activities, among other reasons mentioned.

There were a number of suggestions to add, change, eliminate or improve for the next DWU Cultural Day event as set a proper stage, pre-sold tickets, tighten security to stop drunkards getting in, signage for identifying all cultural performances and stalls, more shade for visitors, more local food prepared and sold by the different cultural groups, entrance fee should be standard for everyone, alternative accommodation to house parents/supporters coming to dress students, separate arenas for each group to perform, available copies of program, add dance groups from around the country, invite more corporate organisations to participate, a biennial cultural event, among other suggestions mentioned.

1.4 ECONOMIC IMPACT

When asked how much would the respondent estimate to have or will have spent at the 2011 DWU Cultural Day event for the mentioned items, 18 out of 20 female respondents (90%) indicated food and beverage with an average spending of PGK379.00, an increase of PGK234.00 from 2010 figures. Similarly, 16 out of 20 male respondents (80%) indicated food and beverage with an average spending of PGK1,760.00, an increase of PGK970.00 from 2010 figures. The combined average spending on food and beverage by both female and male respondents was PGK2,139.00 (34 out of 40, 85%), an increase of PGK1,204.00 from 2010 figures. This constituted 38% of a list of expenditure items indicated by the respondents under this category, with a total average spending of PGK5,676.00, an increase of PGK3,365.00 from 2010 figures.

When respondents were asked to estimate other expenditures which the respondent has made or will make in the local area (Madang) as a result of their visit to the 2011 DWU Cultural Day event, 8 out of 20 female respondents (40%) indicated transportation, gas and oil with an average spending of PGK299.80 (increase of PGK242.70 from 2010 figures) and another 40% indicated local clothing/shoe shops with an average spending of PGK817.50 (increase of PGK767.50 from 2010 figures). The highest spending by female respondents under this category was on restaurant with an average spending of PGK1,340.00 (increase of PGK1,020.00 from 2010 figures). Similarly, 9 out of 20 male respondents (45%) indicated transportation, gas and oil with an average spending of PGK1,891.40 (increase of PGK214.40 from 2010 figures), which also constituted the highest spending by male respondents under this category. With the combined expenditure, transportation, gas and oil became a common expense item between the female and male respondents (17 out of 40, 42.5%), and constituted the highest expense item with a combined average spending of PGK2,191.20 (up by PGK457.10 from 2010 figures) out of a total average spending of PGK10,386.70 (up by PGK5,962.20 from 2010 figures) under this category.

When the respondents were asked about what percentage of this total was or will be spent in Madang, 10 females and 12 males indicated: percentages varied from 2% being the lowest indication to the highest indication of 100%. Certainly the indicated total average spending this year increased by more than 50% compared to last year's figures.

1.5 IMPLICATIONS FOR EVENT MANAGEMENT

It is obvious that the majority of visitors to the 2011 DWU Cultural Day event based on this survey were local residents of Madang, who most likely heard about this event through word-of-mouth from their friends. It is also obvious from this survey that students have helped to promote this event. It is also possible that the use of other media has helped to pass on the DWU Cultural Day message to the public.

Although the DWU Cultural Day celebrations are meant to familiarize students with the meaning and appreciation of their cultural heritage and significance, people do come with their own reasons for attending the DWU Cultural Day event.

This survey indicated that most respondents were fairly educated. There is potential for all people to learn more from this event and its activities than just to come to see the different cultural performances.

Compared to last year, most respondents were in favour of the current adult entrance fee of PGK3.00, but others indicated

unwillingness to pay if the adult entrance fee was PGK10.00 . The event organisers may have their own reasons for setting entrance fees.

This survey revealed common household trends in PNG of 1 to 20 occupants in a single household, with the average being around 7 occupants in a single household. This raises concerns of surplus funds by members from a single household to spend on recreational activities unless there are more income earners in the household.

The DWU Cultural Day event also contributes to the Madang economy. Based on this survey findings, expenditures related to the 2011 DWU Cultural Day by show goers has increased from 2010 figures by 145.6%. The event does create economic opportunities for Madang communities and student cultural groups' fundraising efforts.

Overall the satisfaction rate of the 2011 DWU Cultural Day program and facilities and services saw an improvement from last year. There were positive comments and also comments for improvement. The DWU Cultural Day event serves as a symbol of promoting unity in diversity and harmony amongst many different cultures and traditions, races and people, and a day of communal fun and enjoyment for all people.

SECTION 2

INTRODUCTION

2.1 BACKGROUND AND AIMS

This is the second survey of visitors to the DWU Cultural Day in 2011 after it was first conducted in August 2010 by the Tourism and Hospitality Management Department of the Divine Word University (DWU). Events such as the annual DWU Cultural Day adds to what the University does to uphold its aim of being an authentic model for national unity. Such events also serve the useful purposes of allowing students to take pride in their cultural heritage, a day of communal celebration and exchange of ideas and information, meeting of students and their benefactors, and fosters other linkages while having some impact on the local economy.

This year the survey again looked at the following four major aspects of the event:

- (a) To obtain information on the promotion aspects of the event looking at the type of media used to communicate event information to the visitors and consequently their decision to attend the event; their judgment on the entrance fee amount charged by the SRC and the reasons why they attended the event.
- (b) To ascertain visitors' opinions and reactions concerning the event program and the services and facilities provided by the event host community.
- (c) To obtain information on the economic impacts of the event concerning the visitors' spending patterns as a result of the DWU Cultural Day.
- (d) To obtain information on the demographics aspect of the event specifically where visitors came from, their primary reason for being in Madang, their education level and income range, the occupation of principal wage earner and number of occupants in a single household.

Thus, the basic market research information gathered through the survey and analyzed in this report will be compared to previous analyses done in 2010, for its use and implementation by various parties who may find use in this report.

2.2 SURVEY METHODOLOGY

The Tourism and Hospitality Management (TH) Department trained six second year TH student volunteers to distribute and collect questionnaires from visitors to the event. The student volunteers were instructed to be stationed at the entry and exit points and within the arena with the questionnaires. Questionnaires were explained and distributed randomly by the student volunteers to the visitors who were keen on participating in the survey. For those who were illiterate or did not want to fill out the questionnaires themselves the student volunteers took the time to explain the questionnaires to willing respondents and filled these out on their behalf based on the visitors' responses. For those who were capable of completing the questionnaires themselves the student volunteers followed up on them to collect the questionnaires after these had been completed within the arena. A sample of the questionnaire is attached as appendix one.

The survey was conducted on the day of the DWU Cultural Day on 27th August 2011. The questionnaires were non-discriminatory and targeted mature visitors who entered the event arena. Full time students and employees of the Madang Campus of Divine Word University were excluded in the survey sample.

A total of 42 questionnaires were printed and distributed, and all 42 questionnaires were returned and were included in the compilation and analysis of this data. For purposes of analysis, these responses were stratified according to gender and province of residence as indicated in Table 1.

Based on the questionnaire, sampled visitors were asked to name their town, province and the zip (postal) code. Just under half (approx. 46.9%) of respondents came from outside of Madang comprising Lae, Port Moresby, Kimbe and Goroka (2 each), and Rabaul, Mt. Hagen, Alotau, Mendi, Popondetta, Kundiawa and Australia (1 each). This is an increase in representation of outsiders by 14.9% from 32% in 2010.

Overseas representation in this survey has fallen from 16.1% in 2010 to 3.1% in 2011, the majority still being male respondents 53.1% (17 out of 32). The one female expatriate stated that she was here for work as a volunteer.

Table 1. 2011 DWU Cultural Day Respondents by Area of Residence and Gender

Area of Residence	Gender		Percentage		Total Percentage
	Female	Male	Female	Male	
Local: (PNG)					
Madang Residents	8	9	25.0	28.1	53.1
Lae Residents	2		6.3		6.3
Port Moresby Residents	1	1	3.1	3.1	6.2
Rabaul Residents	1		3.1		3.1
Mt Hagen Residents	1		3.1		3.1
Alotau Residents	1		3.1		3.1
Kimbe Residents		2		6.3	6.3
Mendi Residents		1		3.1	3.1
Popondetta Residents		1		3.1	3.1
Kundiawa Residents		1		3.1	3.1
Goroka Residents		2		6.3	6.3
Local Total	14	17	43.7	53.1	96.8
Overseas:					
Australia	1		3.1		3.1
Overseas Total	1		3.1		3.1
Grand Total	15	17	46.8	53.1	100.0

2.3 READING THE REPORT

As indicated before, the survey was designed to obtain facts and information based on respondents' opinions and reactions on the following four aspects:

- (a) Promotion of the 2011 DWU Cultural Day event
- (b) Program for the 2011 DWU Cultural Day event
- (c) Economic Impact of the 2011 DWU Cultural Day event
- (d) Respondent Demographics.

Respondent demographics analysis is contained in section 3 of this report, while section 4 deals with respondent opinions and reactions on the promotion of the 2011 DWU Cultural Day event. Section 5 deals with respondent opinions and reactions on the program for the 2011 DWU Cultural Day event, whereas an analysis of the economic impact of the 2011 DWU Cultural Day event is contained in section 6 of this report.

The question or questions asked of the visitors and which relate to the topic under consideration are presented at the beginning of each topic.

In all tables and charts, the results are presented in percentages rounded to the nearest integer or to one decimal place. In the case where a respondent is able to make several responses to a single question and which does not reflect on the actual number of respondents is differentiated by indication of the number of responses and/or is given at the bottom of the table, separated from the main body of the table. If it is based on the actual number of respondents then the actual figure or total is given. All percentages and averages are calculated based on sample size as indicated.

Percentages usually add up to 100. However, due to the rounding of numbers and percentages, the components may not in all instances add up to the totals. In the case of multi-response questions, it is indicated as number of responses if it is not based on the actual number of respondents, otherwise the actual total or figure is given.

In some instances each table is supplemented by one or more graphic illustrations to enable easier understanding and perception by the reader of the main survey findings. This is followed by a brief commentary providing an analysis of the survey findings and results.

SECTION 3

RESPONDENT DEMOGRAPHICS

3.1 SOURCE OF RESPONDENTS

Question: Where do you live?

Table 2. 2011 DWU Cultural Day Respondents by Source Area

Area of Residence	Percentage Distribution (Local/Overseas)	Percentage Distribution (All Respondents)
Local: (PNG)		
Madang Residents	54.8	53.1
Outside Residents	45.2	43.8
Local Total	100.0	96.9
Overseas:		
Australia	100	3.1
Overseas Total	100	3.1
Grand Total	-	100.0

Of the visitors who completed and returned the questionnaires, as many as 96.9% were residents of PNG who were also its citizens, while only one respondent was from overseas. The distribution does not portray the actual proportion of overseas and local visitors to the 2011 DWU Cultural Day event because of two main reasons, namely –

- (i) The survey covered only adults over 14 years of age.
- (ii) Since it is conceivable that the survey was conducted using a method of convenience, it is likely that there is an element of bias as shown by the responses received.

According to this presentation, the ratio of local to overseas respondents is about seven-eighths to one-eighth. The percentage distribution of outside residents to Madang residents has improved from 38% in 2010 to 45.2% in 2011.

However, for purposes of analysis each category of respondents is treated as a separate stratum (or sample) and the responses received from each category can be regarded as a representative sample of that category.

3.2 PRIMARY REASON FOR BEING IN MADANG

Question: What is your primary reason for being in Madang?

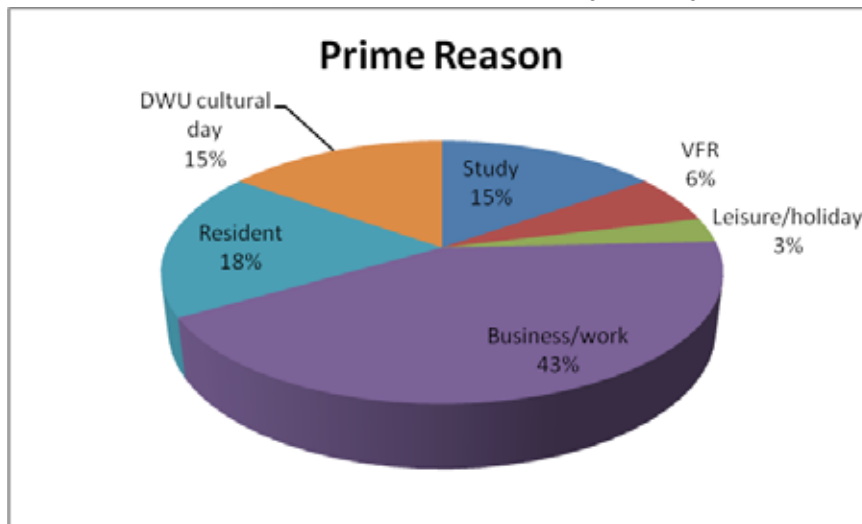
Table 3. Respondents' Primary Reason for Being in Madang

Prime Reason	No. of Respondents	Percentage
Study	5	15.2
VFR	2	6.1
Leisure/holiday	1	3.0
Business/work	14	42.4
Resident	6	18.2
DWU Cultural Day	5	15.2
Total	33	100.0

The primary reason for being in Madang that was most common to the respondents was for business/work (42.4%), down by 3.8% from 2010. 5 out of 33 respondents (15.2%) indicated the 2011 DWU Cultural Day as their main reason for being in Madang. This is up by 3.7% as compared to 2010 figures.

Although there's been a slight increase in interest in the annual DWU Cultural Day event, it is mostly attended by Madang residents and those here on work purposes.

Chart 1. Respondents' Primary Reason for Being in Madang



3.3 HIGHEST LEVEL OF EDUCATION COMPLETED

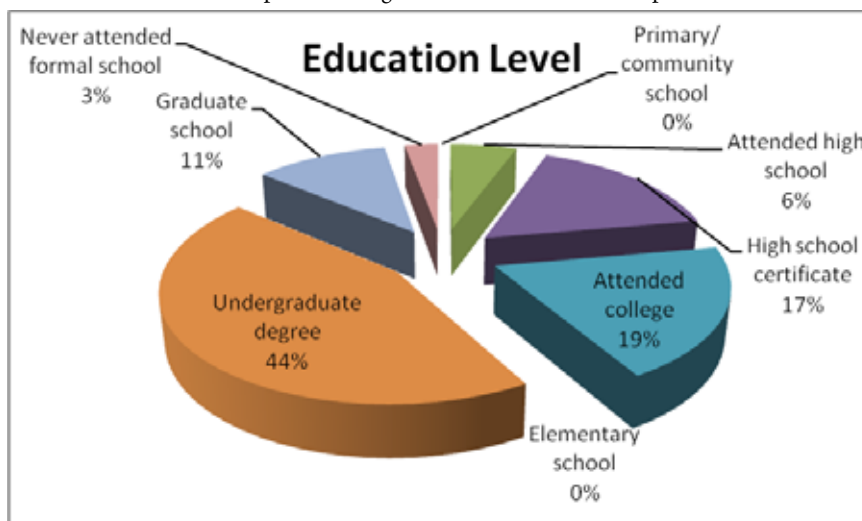
Question: Please indicate to me the highest level of education you have completed? (Circle)

Table 4. Respondents' Highest Level of Education Completed

Level of Education	No. of Respondents	Percentage
Elementary school		0.0
Primary/community school		0.0
Attended high school	2	5.6
High school certificate	6	16.7
Attended college	7	19.4
Undergraduate degree	16	44.4
Graduate school	4	11.1
Never attended formal school	1	2.8
Total	36	100.0

Majority of respondents have attended formal education, the highest number of respondents being undergraduate degree holders (16 out of 36, 44.4%). This is up by 31% from 2010 whereas those respondents who have completed graduate school fell by 18.9% from 2010 figures. Whilst all the respondents except one indicated to have gone through formal education, they may also be the ones inclined to participate in such surveys compared to those who may be illiterate.

Chart 2. Respondents' Highest Level of Education Completed



3.4 TOTAL ANNUAL GROSS FAMILY INCOME

Question: Please indicate to me the range of your total annual gross family income? (Circle)

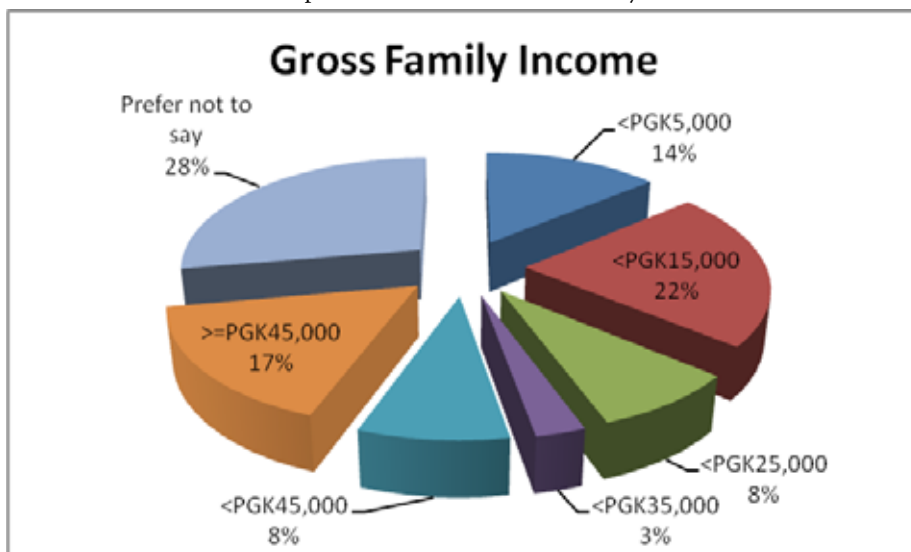
Table 5. Respondents' Total Annual Gross Family Income by Gender

Range of Annual Gross Family Income	No. of Respondents		Percentage		Total Percentage
	Female	Male	Female	Male	
under PGK5,000	1	4	5.9	21.1	13.9
PGK5,000-PGK15,000	5	3	29.4	15.8	22.2
PGK15,000-PGK25,000	1	2	5.9	10.5	8.3
PGK25,000-PGK35,000	1		5.9		2.8
PGK35,000-PGK45,000	2	1	11.8	5.3	8.3
PGK45,000 plus	4	2	23.5	10.5	16.7
Prefer not to say	3	7	17.6	36.8	27.8
Total	17	19	100.0	100.0	100.0

Of the 17 adult female respondents, 29.4% indicated PGK5,000-PGK15,000 as their total gross family income, while 23.5% indicated PGK45,000 plus as their total gross family income. The former is up by 4.4% from 2010 and the latter is up by 6.8% from 2010 figures. Of the 19 adult male respondents, 21.1% indicated under PGK5,000 and another 15.8% indicated PGK5,000-PGK15,000 as their total gross family income. From the combined total, 22.2% indicated PGK5,000-PGK15,000 and another 16.7% indicated PGK45,000 plus as their total gross family income.

In 2011 the female respondents indicated better earnings than compared to male respondents in 2010. Based on these respondents, there's been a drop in earnings as compared to 2010 figures. This doesn't correspond to the fact that 44.4% of the respondents held undergraduate degrees.

Chart 3. Respondents' Total Annual Gross Family Income



3.5 OCCUPATION OF PRINCIPAL WAGE EARNER IN A RESPONDENT'S HOUSEHOLD

Question: What is occupation of the principal wage earner in your household?

There were several responses. The occupation of the principal wage earner in a respondent's household varied. It was representative of employment in the public sector, private sector, NGO and voluntary sector.

3.6 NUMBER OF OCCUPANTS IN A SINGLE HOUSEHOLD

Question: How many people are accommodated in your house?

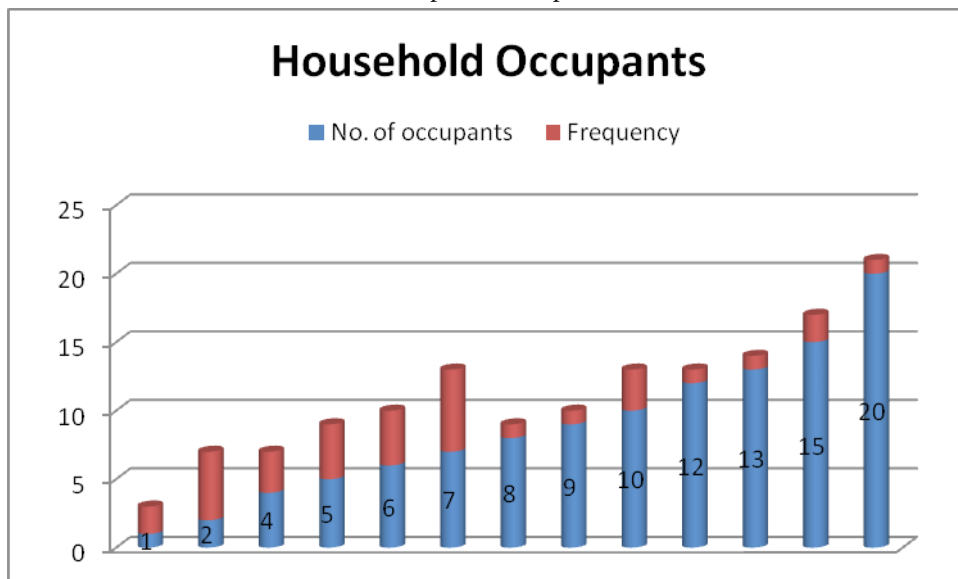
Table 6. Number of Occupants in a Respondent’s Household

No. of Occupants	Frequency of Response	Percentage
1	2	5.9
2	5	14.7
4	3	8.8
5	4	11.8
6	4	11.8
7	6	17.6
8	1	2.9
9	1	2.9
10	3	8.8
12	1	2.9
13	1	2.9
15	2	5.9
20	1	2.9
9	34	100.0
Average	Total	

The number of occupants in a single household ranged from 1 to 20 being the highest indication. The average number of occupants per household turned out to be 9 based on 34 respondents, an average increase by 3 occupants from 2010 figures.

The majority (17.6%) have indicated seven occupants in their household, while another 14.7% indicated two occupants in their household. This indicated common household trends in PNG.

Chart 4. Number of Occupants in a Respondent’s Household



SECTION 4

PROMOTION OF THE 2011 DWU CULTURAL DAY EVENT

4.1 FIRST VISIT TO THE 2011 DWU CULTURAL DAY EVENT

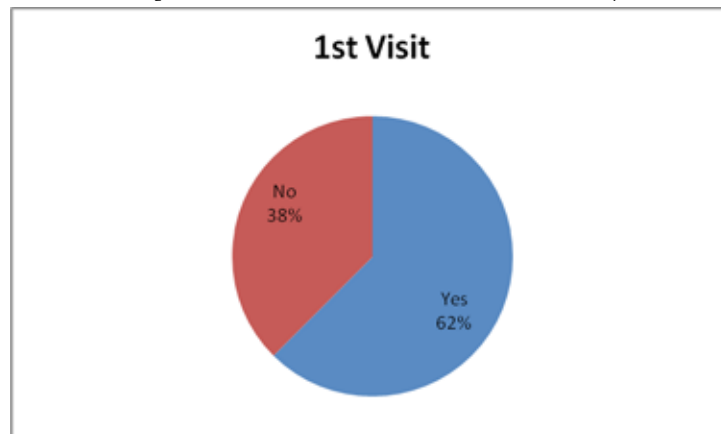
Question: Is this your first visit to the DWU Cultural Day?

Table 7. Respondents' First Visit to the 2011 DWU Cultural Day Event

First Time Visit	No. of Respondents	Percentage
Yes	25	62.5
No	15	37.5
Total	40	100.0

25 out of 40 respondents were first time visitors to the 2011 DWU Cultural Day event. A similar case was noted last year. The annual DWU Cultural Day event continues to attract new visitors.

Chart 5. Respondents' First Visit to the 2011 DWU Cultural Day Event



4.2 SOURCE OF INFORMATION

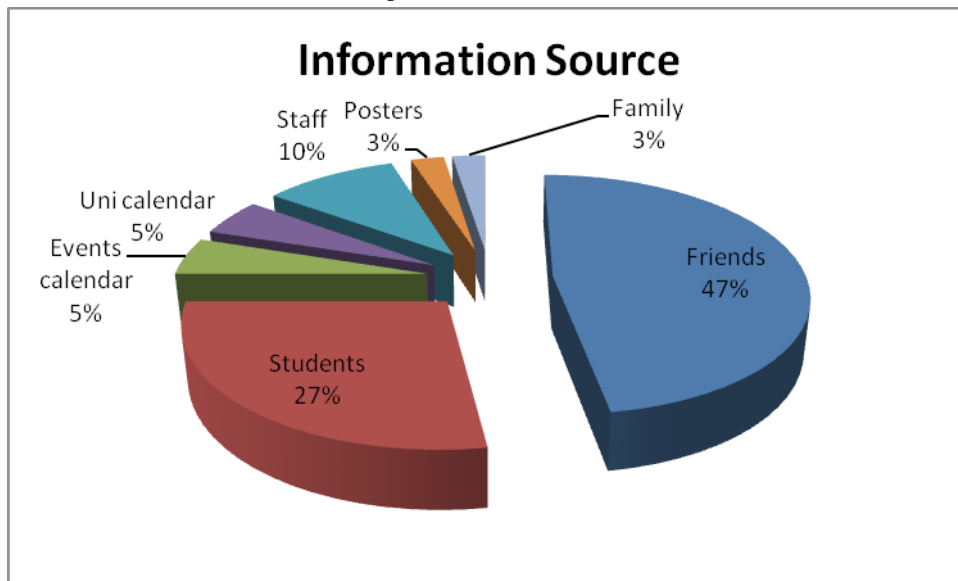
Question: Where did you hear about this year's DWU Cultural Day?

Table 8. Respondents' Source of Information¹

Source of Information	No. of Responses	Percentage
Friends	19	47.5
Students	11	27.5
events calendar	2	5.0
Uni calendar	2	5.0
Staff	4	10.0
Posters	1	2.5
Family	1	2.5
Total Responses	40	100.0
Base: Respondents	42	
¹ Multiple Responses		

Based on a total of 40 responses, the highest number of responses (19 out of 40, 47.5%) indicated that they heard about the 2011 DWU Cultural Day event from their friends. The next highest number of responses indicated students (11 out of 40, 27.5%) as the main source of information concerning the DWU Cultural event. This is similar to the case in 2010.

Chart 6. Respondents' Source of Information



4.3 SPECIFIC SOURCE OF INFORMATION MEDIA

Question: Please mention any specific media where you heard/saw/read about the DWU Cultural Day.

Other specific sources of information media mentioned were the university calendar, newspapers, radio ads and internet social media.

Although recommendations by friends received the highest response, the use of other media has helped to inform the public of the DWU Cultural Day event.

4.4 TIME TAKEN TO PLAN VISIT TO THE 2011 DWU CULTURAL DAY EVENT

Question: How long ago did you make plans to visit the DWU Cultural Day?

Table 9. Time Taken by Respondents to Plan Visit to the 2011 DWU Cultural Day Event

Time Taken	No. of Respondents	Percentage
Months ago	9	23.1
Weeks ago	13	33.3
In the last few days	17	43.6
Total	39	100.0

Just under half of the respondents (17 out of 39, 43.6%) indicated that they made plans to visit the 2011 DWU Cultural Day only in the last few days before the event. About 33.3% (13 out of 39) made plans weeks ago and about 23.1% (9 out of 39) made plans months ago to visit the 2011 DWU Cultural Day.

The trend from last year is that increasingly more respondents are making plans in the last few days to visit the event. This seems to make sense as majority respondents are Madang residents. As noted under respondents' demographics, the DWU Cultural Day event is increasingly attracting new visitors who are in Madang for work related reasons.

Chart 7. Time Taken by Respondents to Plan Visit to the 2011 DWU Cultural Day Event



4.5 PGK3.00 ADULT ENTRANCE FEE

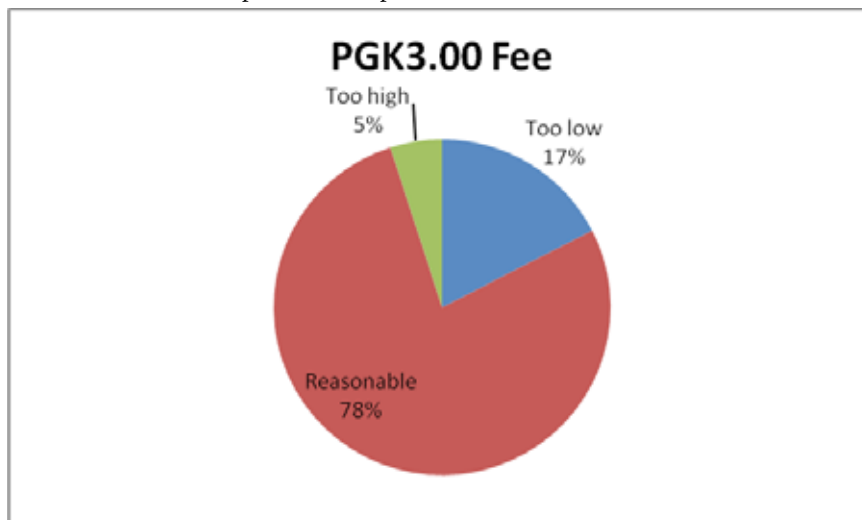
Question: Considering the event, do you feel the K3.00 price of adult admission, is:

Table 10. Respondents' Acceptance of PGK3.00 Adult Entrance Fee

Accept PGK3.00 Fee	No. of Respondents	Percentage
Too low	7	17.5
Reasonable	31	77.5
Too high	2	5.0
Total	40	100.0

The majority 77.5% of the respondents (31 out of 40) felt that the adult entrance fee of PGK3.00 was reasonable. 17.5% (7 out of 40) thought the adult entrance fee was too low and 5% (2 out of 40) felt that it was too high. Compared to last year when the adult entrance fee was PGK6.00, the responses were similar to this year except that in 2010 27% thought the adult entrance fee was too high and 9% felt that the entrance fee was too low. This year it seems a lot of respondents were in favour of the set price.

Chart 8. Respondents' Acceptance of PGK3.00 Adult Entrance Fee



4.6 PGK5.00 ADULT ENTRANCE FEE

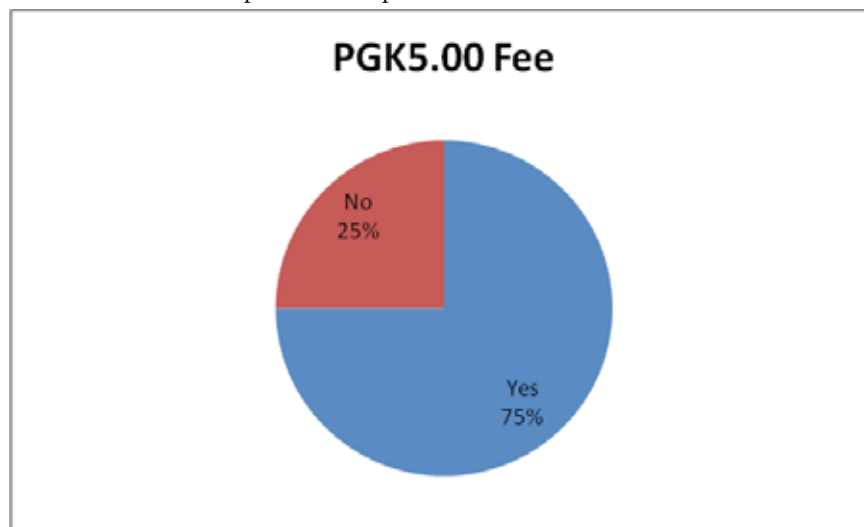
Question: Would you have paid K5.00?

Table 11. Respondents' Acceptance of PGK5.00 Adult Entrance Fee

Accept PGK5.00 Fee	No. of Respondents	Percentage
Yes	30	75.0
No	10	25.0
Total	40	100.0

The majority respondents (30 out of 40, 75%) indicated they would have paid if the entrance fee was at PGK5.00 . This is a PGK2.00 increase or about 67% increase on the current fee, which most respondents were willing to pay.

Chart 9. Respondents' Acceptance of PGK5.00 Adult Entrance Fee



4.7 PGK10.00 ADULT ENTRANCE FEE

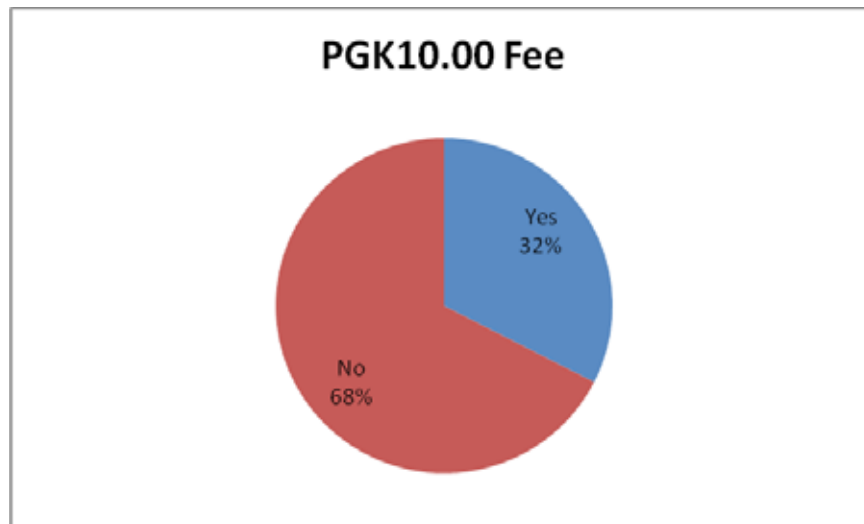
Question: Would you have paid K10.00?

Table 12. Respondents' Acceptance of PGK10.00 Adult Entrance Fee

Accept PGK10.00 Fee	No. of Respondents	Percentage
Yes	13	32.5
No	27	67.5
Total	40	100.0

Over half the respondents indicated they would not pay if the adult entrance fee was PGK10.00, up by 22% from last year's responses. This would be an increase of PGK7.00 or 333% increase based on current adult entrance fee, which majority respondents were less keen on paying.

Chart 10. Respondents' Acceptance of PGK10.00 Adult Entrance Fee



4.8 REASONS FOR ATTENDING THE 2011 DWU CULTURAL DAY

Question: Why did you come to the DWU Cultural Day? (Please list reasons for coming)

The respondents mentioned different reasons for coming to the DWU Cultural Day event including interest in different cultures, to see students perform in their different cultural attires, to support students' activities, as parents, learn about cultures, opportunity to promote products, meet friends, and write about cultures, among other reasons.

4.9 PRIMARY REASON FOR ATTENDING THE 2011 DWU CULTURAL DAY

Question: Which was your primary reason for coming? (Circle one reason given above)

Reasons given happened to be the same as above. It was clear that although the DWU Cultural Day celebrations are meant to familiarize students with the meaning and appreciation of their cultural heritage and significance, people do come with their own reasons for attending the DWU Cultural Day event.

SECTION 5

PROGRAM FOR THE 2011 DWU CULTURAL DAY EVENT

5.1 DWU CULTURAL DAY PROGRAM

Question: Overall, how do you feel about the DWU Cultural Day Program?

Question: Why?

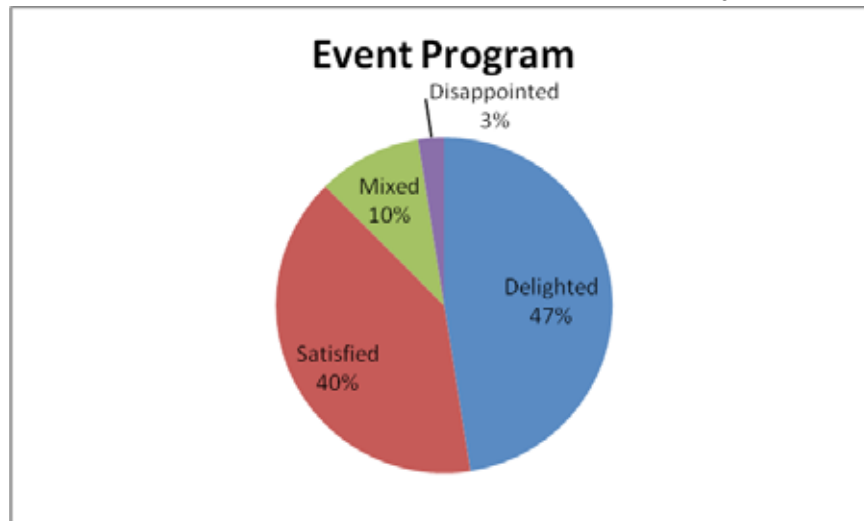
Table 13. Respondents' Reaction to the 2011 DWU Cultural Day Program

Reaction to Program	No. of Respondents	Percentage
Delighted	19	47.5
Satisfied	16	40.0
Mixed	4	10.0
Disappointed	1	2.5
Total	40	100.0

Majority respondents 47.5% (19 out of 40) were delighted overall with the 2011 DWU Cultural Day program and 40% (16 out of 40) were satisfied, while 10% (4 out of 40) had mixed feelings about the 2011 DWU Cultural Day program, whereas only 2.5% (1 out of 40) expressed disappointment. This has improved in rating compared to 2010 figures.

Positive reasons given were same with those reasons indicated in 4.8.

Chart 11. Respondents' Reaction to the 2011 DWU Cultural Day Program



5.2 DWU CULTURAL DAY FACILITIES AND SERVICES

Question: Overall, how do you feel about the DWU Cultural Day facilities and services?

Question: Why?

Table 14. Respondents' Reaction to the 2011 DWU Cultural Day Facilities and Services

Reaction to Facilities and Services	No. of Respondents	Percentage
Delighted	12	30.0
Satisfied	22	55.0
Mixed	3	7.5
Disappointed	3	7.5
Total	40	100.0

Majority respondents 55% (22 out of 40) were satisfied overall with the 2011 DWU Cultural Day facilities and services and 30% were delighted, while 7.5% (3 out of 40) had mixed feelings about the 2011 DWU Cultural Day facilities and services, and another 7.5% felt disappointed. Overall, this has improved in rating compared to last year.

Most respondents chose to give reasons for improvement, a few positive reasons were indicated as presence of DWU Rangers on-site, ample space, shade and water was provided, stalls selling food and drinks, friendly people, spectacular cultural performances from different provinces, every show is different, sense of security and safety, among other reasons mentioned. Reasons for improvement were indicated as sell food on stalls rather than on the ground, tickets should have been pre-sold as the queue was too long, too hot and plenty of drunkard people were around, lacking variety in activities, no proper coordination of all the activities, among other reasons mentioned.

Chart 12. Respondents' Reaction to the 2011 DWU Cultural Day Facilities and Services

5.3 RECOMMENDATIONS FOR THE DWU CULTURAL DAY EVENT

Question: What would you add, change, eliminate or improve for the next DWU Cultural Day?

There were a number of suggestions to add, change, eliminate or improve for the next DWU Cultural Day event as set a proper stage, pre-sold tickets, tighten security to stop drunkards getting in, signage for identifying all cultural performances and stalls, more shade for visitors, more local food prepared and sold by the different cultural groups, entrance fee should be standard for everyone, alternative accommodation to house parents/supporters coming to dress students, separate arenas for each group to perform, available copies of program, add dance groups from around the country, invite more corporate organisations to participate, a biennial cultural event, among other suggestions mentioned.

SECTION 6

ECONOMIC IMPACT OF THE 2011 DWU CULTURAL DAY EVENT

6.1 MONEY SPENT AT THE 2011 DWU CULTURAL DAY EVENT

Question: How much would you estimate you have, or will have spent at the DWU Cultural Day for the following?

Table 15. Money Spent at the 2010 DWU Cultural Day Event by Gender²

Expense Item	Responses		% ³		Average Amount (PGK)		% ⁴		Total Responses	% ⁵	Combined Average Amount (PGK)	% ⁶
	F	M	F	M	F	M	F	M				
Food & beverage	18	16	90.0	80.0	379	1760	29.4	40.1	34	85.0	2139	37.7
Holiday gifts	8	8	40.0	40.0	295	575	22.9	13.1	16	40.0	870	15.3
Other gifts	8	8	40.0	40.0	207	275	16.0	6.3	16	40.0	482	8.5
Personal purchases	12	12	60.0	60.0	410	1775	31.8	40.5	24	60.0	2185	38.5
Total	46	44	-	-	1 291	4385	100.0	100.0	90	-	5676	100.0
Base Respondents	20	20										
² Multiple Responses												
³ Calculated on Base Respondents												
⁴ Calculated on Total Average Amount												
⁵ Calculated on Total Base Respondents												
⁶ Calculated on Total Combined Average Amount												

When asked how much would the respondent estimate to have or will have spent at the 2011 DWU Cultural Day event for the mentioned items, 18 out of 20 female respondents (90%) indicated food and beverage with an average spending of PGK379.00, an increase of PGK234.00 from 2010 figures. Similarly, 16 out of 20 male respondents (80%) indicated food and beverage with an average spending of PGK1,760.00, an increase of PGK970.00 from 2010 figures. The combined average spending on food and beverage by both female and male respondents was PGK2,139.00 (34 out of 40, 85%), an increase of PGK1,204.00 from 2010 figures. This constituted 38% of a list of expenditure items indicated by the respondents under this category, with a total average spending of PGK5,676.00, an increase of PGK3,365.00 from 2010 figures.

Chart 13. Respondents' Combined Average Spending on Mentioned Items at the 2011 DWU Cultural Day Event



6.2 OTHER EXPENDITURES

Question: Estimate other expenditures which you have made or will make in the local area (Madang) as a result of your visit to the DWU Cultural Day?

Question: What percentage of this total was or will be spent in Madang?

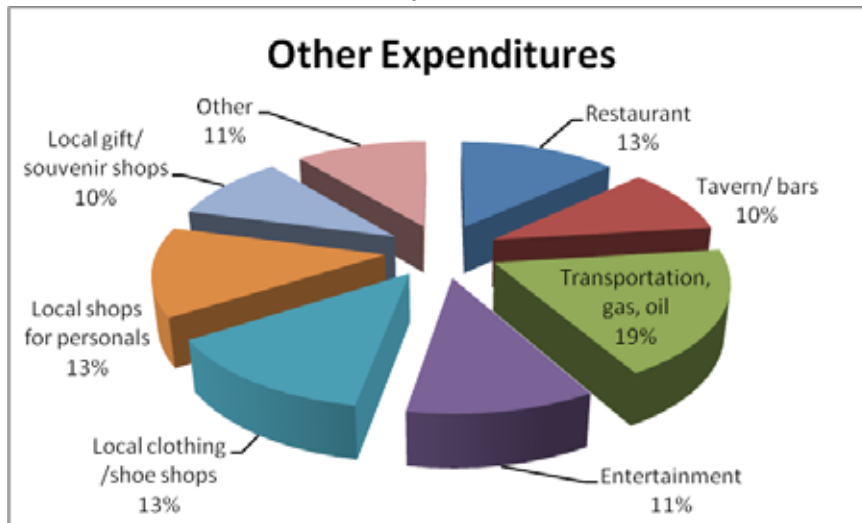
Table 16. Other Expenditures in Madang by Respondents⁷ to the 2011 DWU Cultural Day Event based on Gender

Other Expenditures	Responses		% ⁸		Average Amount (PGK)		% ⁹		Total Responses	% ¹⁰	Combined Average Amount (PGK)	% ¹¹
	F	M	F	M	F	M	F	M				
Restaurant	5	7	25.0	35.0	1340	360	26.1	6.9	12	30.0	1700	16.4
Tavern/ bars	5	4	25.0	20.0	870	450	16.9	8.6	9	22.5	1320	12.7
Transport'n, gas, oil	8	9	40.0	45.0	299.80	1891.40	5.8	36.0	17	42.5	2191.20	21.1
Entertainment	4	6	20.0	30.0	240	137	4.7	2.6	10	25.0	377	3.6
Local clothing/ shoe shops	8	4	40.0	20.0	817.50	250	15.9	4.8	12	30.0	1067.50	10.3
Local shops for personals	6	6	30.0	30.0	531	700	10.3	13.3	12	30.0	1231	11.9
Local gift/ souvenir shops	6	3	30.0	15.0	690	230	13.4	4.4	9	22.5	920	8.9
Other	6	4	30.0	20.0	350	1230	6.8	23.4	10	25.0	1580	15.2
Total	48	43	-	-	5138.30	5248.40	100.0	100.0	91	-	10386.70	100.0
Base: Respondents	20	20							40			
⁷ Multiple Responses												
⁸ Calculated on Base Respondents												
⁹ Calculated on Total Average Amount												
¹⁰ Calculated on Total Base Respondents												
¹¹ Calculated on Total Combined Average Amount												

When respondents were asked to estimate other expenditures which the respondent has made or will make in the local area (Madang) as a result of their visit to the 2011 DWU Cultural Day event, 8 out of 20 female respondents (40%) indicated transportation, gas and oil with an average spending of PGK299.80 (increase of PGK242.70 from 2010 figures) and another 40% indicated local clothing/shoe shops with an average spending of PGK817.50 (increase of PGK767.50 from 2010 figures). The highest spending by female respondents under this category was on restaurant with an average spending of PGK1,340.00 (increase of PGK1,020.00 from 2010 figures). Similarly, 9 out of 20 male respondents (45%) indicated transportation, gas and oil with an average spending of PGK1,891.40 (increase of PGK214.40 from 2010 figures), which also constituted the highest spending by male respondents under this category. With the combined expenditure, transportation, gas and oil became a common expense item between the female and male respondents (17 out of 40, 42.5%), and constituted the highest expense item with a combined average spending of PGK2,191.20 (up by PGK457.10 from 2010 figures) out of a total average spending of PGK10,386.70 (up by PGK5,962.20 from 2010 figures) under this category.

When the respondents were asked about what percentage of this total was or will be spent in Madang, 10 females and 12 males indicated: percentages varied from 2% being the lowest indication to the highest indication of 100%. Certainly the indicated total average spending this year increased by more than 50% compared to last year's figures.

Chart 14. Other Combined Expenditures in Madang by Respondents to the 2011 DWU Cultural Day Event



SECTION 7

CONCLUSION AND RECOMMENDATIONS

7.1 CONCLUSION

Although the DWU Cultural Day celebrations are meant to familiarize students with the meaning and appreciation of their cultural heritage and significance, people do come with their own reasons for attending the DWU Cultural Day event. The event serves as a symbol of promoting unity in diversity and harmony amongst many different cultures and traditions, races and people, a day of communal fun and enjoyment for all people.

The DWU Cultural Day event also contributes to the Madang economy. Based on this survey findings, expenditures related to the 2011 DWU Cultural Day by show goers has increased from 2010 figures by 145.6%. The event does create economic opportunities for Madang communities and student cultural groups' fundraising efforts.

Overall the respondents were satisfied with the 2011 DWU Cultural Day program activities and facilities and services, which the university and its event organisers continue to maintain. There were also suggestions for improvement as stated in this report, which can be looked at based on the aims and objectives of the DWU Cultural Day event and what is feasible. The celebration of the DWU Cultural Day continues to promote the university as an authentic model of national unity and providing holistic education.

APPENDIX 1

2011 DWU CULTURAL DAY CELEBRATIONS

(Please indicate gender of respondent!)

Male Female

We are collecting information to evaluate the Annual DWU Cultural Day program and measure its economic impact. Would you take just a few minutes to answer some questions for us? Thank you.

PROMOTION:

First we would like to know how you heard about the DWU Cultural Day and why you came.

> 1. Is this your first visit to the DWU Cultural Day?

Yes No

> 2a. Where did you hear about this year's DWU Cultural Day?

- | | | |
|---|--|---|
| <input type="checkbox"/> Friends | <input type="checkbox"/> Intranet | <input type="checkbox"/> Staff |
| <input type="checkbox"/> Posters | <input type="checkbox"/> University calendar | <input type="checkbox"/> TV ads |
| <input type="checkbox"/> Flyers/brochures | <input type="checkbox"/> University diary | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Newspaper features | <input type="checkbox"/> Newspaper ads | <input type="checkbox"/> Events calendars |
| <input type="checkbox"/> Students | <input type="checkbox"/> Radio ads | |

> 2b. Please mention any specific media where you heard/saw/read about the DWU Cultural Day.

> 3. How long ago did you make plans to visit the DWU Cultural Day?

months ago? weeks ago? in the last few days?

> 4a. Considering the event, do you feel the K3.00 price of adult admission, is:

too low? reasonable? too high?

> 4b. Would you have paid K5.00?

Yes No

> 4c. Would you have paid K10.00?

Yes No

> 5a. Why did you come to the DWU Cultural Day? (Please list reasons for coming)

> 5b. Which was your primary reason for coming? (Circle one reason given above)

PROGRAM:

Next, we would like to know your reactions about the DWU Cultural Day program, facilities and services.

> 6a. Overall, how do you feel about the DWU Cultural Day Program?

- Delighted Satisfied Mixed Disappointed

> Why?

> 6b. Overall, how do you feel about the DWU Cultural Day facilities and services?

- Delighted Satisfied Mixed Disappointed

> Why?

> 6c. What would you add, change, eliminate or improve for the next DWU Cultural Day?

ECONOMIC IMPACT:

In order to maintain public and private support, we need to know something about your spending patterns as a result of the DWU Cultural Day.

> 7. How much would you estimate you have, or will have spent at the DWU Cultural Day for the following:

- Food & beverages K_____ Other gifts K_____
- Holiday gifts K_____ Personal purchases K_____

> 8. Estimate other expenditures which you have made or will make in the local area (Madang) as a result of your visit to the DWU Cultural Day?

- Restaurant K_____ Local clothing/shoe shops K_____
- Tavern/bars K_____ Local shops for personals K_____
- Transportation, gas, oil K_____ Local gifts or souvenirs shops K_____
- Entertainment K_____ Other K_____

> 9. What percentage of this total was or will be spent in Madang?

_____ Percentage spent in Madang.

DEMOGRAPHICS:

Finally, to help us interpret the results, we need to know a few things about you.

> 10. Where do you live?

Town _____ Province _____ Zip code _____

> 11. What is your primary reason for being in Madang?

> 12. Please indicate to me the highest level of education you have completed? (Circle)

- A. Elementary School
- B. Primary/Community School
- B. Attended High School
- C. National High/ Secondary School Certificate
- D. Attended College
- E. Undergraduate Degree
- F. Graduate School
- G. Never attended formal school

> 13. Please indicate to me the range of your total annual gross family income? (Circle)

- A. Under K5,000
- B. K5,000-K15,000
- C. K15,000-K25,000
- D. K25,000-K35,000
- E. K35,000-K45,000
- F. K45,000 plus
- G. Prefer not to say

> 14. What is occupation of the principal wage earner in your household?

> 15. How many people are accommodated in your house? _____

Source: Adapted from Texas Commission on the Arts Toolkits.

