

Influence of festivals on place identity: A case study about Sneek and Sneekweek

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Summary

This research investigates the influence of festivals on place identity. The festival Sneekweek in Sneek is the case study for this research. Festivals are used for placemaking, with a goal of enhancing the sense of place of inhabitants (Brownnett & Evans, 2020). The sense of place among the inhabitants is a defining factor of the place identity (Adams, 2013). This research attempts to fill the research gap regarding the impact of festivals on the sense of place among inhabitants (Lau & Li, 2015).

Quantitative research has been conducted by surveying inhabitants of Sneek, followed by a statistical analysis. The findings suggest that the festival is a prominent aspect of the place identity of Sneek. However, it does not enhance inhabitants with Sneek, which means that Sneekweek does not make the inhabitants feel involved with Sneek. A limitation of this study is the probability sample. Future research should focus on the motivations behind the role of Sneekweek in place identity and the lack of involvement of the inhabitants.

Concepts: Place identity, sense of place, heritage, landscape, feeling of belonging, placemaking, temporary placemaking, place branding.

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1. Introduction

1.1 Background

Sneekweek is a yearly weeklong festival that revolves around sailing competitions. The festival originates from Sneker Hardzeildag, which was organized yearly from 1814 to 1934 after the Sneeker Jacob Sjoukjes Visser came home safe from a sailing trip that took off in France. Nowadays, other activities are organized next to the daily sailing matches, such as fleet reviews, theatre, concerts, and fairs (fig. 1). Moreover, often historical buildings or ships are opened to the public, and there is music in the city centre during the day. Currently, Sneekweek is the largest inshore sailing event in Europe (Sneekweek, 2022). The town Sneek, where Sneekweek is held, is with 33.590 inhabitants the third biggest town in the province Fryslân (fig. 2 and 3) (CBS, 2021). Annually more than 100.000 people visit Sneekweek (Sneekweek Gids, 2015), which is more than three times the population of Sneek. A visit from Queen Beatrix in 2010 proves that Sneekweek is not only a big but also a culturally significant event (NU.nl, 2010). Sneekweek also proves its cultural significance in the 2016 movie ‘SneekWeek’ which is set in Sneekweek and has contributed to national awareness. Lastly, visitors of all ages go to Sneekweek (Gemeente Súdwest-Fryslân, 2022), it is popular among youth for parties in the inner-city which has running for years without serious incidents (van der Veer, 2022)



Figure 1: Map of Sneek's centre during Sneekweek (Sneek.nl, 2020).



Figures 2 and 3: Location of Sneek on a national and regional scale (Google maps, 2022).

Next to Sneek lies the Sneekermeer (fig. 4), a body of water mostly known for the water sports that are practiced on it. Facilities such as a speedboat track, marinas, and a starting tower for sailing competitions are available (Sneek, n.d). Sneek is connected to the Sneekermeer with water and has water canals flowing through the town (fig. 4).

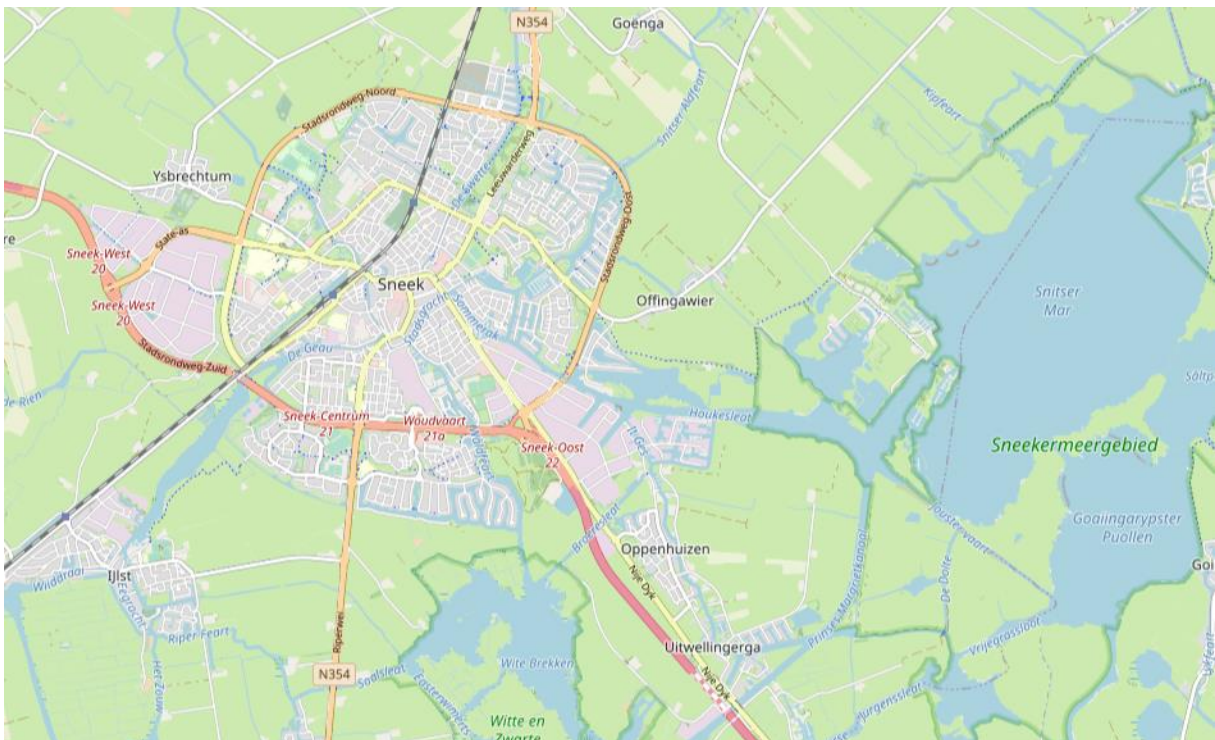


Figure 4: Sneek and Sneekermeer at a local scale (ArcGIS Online, 2023).

Sneekweek is a festival that is held in a specific fixed place. Site-specific performances derive their form, content, and identity from the places they are being held (Rogers, 2012). Thus, it is not possible to move these festivals to another place, as the locations play a role in the identity of the event. According to Rogers (2012), a festival can ensure how places and spaces are experienced. Sneekweek is rooted to Sneek primarily due to the presence of water and the history of the festival. The original sailing trip of Sneeker Jacob Sjoukjes Visser, from which Sneekweek originates, went through this

area, and to celebrate the success this was done every year since then. To resemble the sailing trip, the location is essential, which makes Sneekweek anchored to Sneek.

1.2 Research problem

Studies on festivals have thus far been primarily focused on the influence of local economics and economic benefits (Lau & Li, 2015). According to Lau and Li (2015), there is a research gap on the relationship between festivals and their contribution to the sense of place. Furthermore, there is a research gap in the literature as regards to the opinions of inhabitants of communities where site-specific festivals are held (Kwiatkowski et al., 2019). Does it improve their sense of place? Do they think these events shape the identity of their hometown? Are they satisfied with the image created by the events? This study can be utilized as an argument for maintaining subsidies for Sneekweek. Other municipalities can use this study to start or improve their own local festivals, by understanding what important factors play in place identity and sense of place.

In order to outline the influence on place identity, the main research question of this study goes as follows: *To what extent do inhabitants experience the influence of festivals on place identity: a case study about Sneekweek?*

To answer the main research question, this study revolves around the following sub-questions:

1. According to inhabitants, what are the prominent characteristics of the identity of Sneek and Sneekweek?
2. To what extent does Sneekweek shape or contribute to the identity of the place?
3. To what extent are the inhabitants satisfied with the image created by the festival?

2. Theoretical framework

2.1 Place identity and sense of place

Place identity is an important concept in this study. Place is a prominent factor in the lives of people, as people perceive it as a social environment, where interactions take place, local culture is present and personal meanings are attached, as it is a part of their everyday life (Ilovan & Markuszweska, 2022). Place identity consists of social factors, however, physical environments are also linked to it (Weszkalnys, 2003). Place identity is not an individual person's feeling about one place, but a social construct (Weszkalnys, 2003). This means that one person cannot define a place's identity, place identity is always based on social constructs, which consist of more than one feeling about a place. Nevertheless, an individual's identity can be linked to a place when a person has a feeling of belonging to that particular place (Qazimi, 2014). In this way individuals can create a bond surrounding places that are important to them, this refers to place attachment (Qazimi, 2014). According to Diener & Hagen (2023) place attachment is an intrinsic human trait, so without knowing it, a bond is formed to a place. Place attachment and the reasons for the feeling of belonging can be a part of the place identity if it is experienced by a social construct. Cultural and physical landscapes are important factors in place identity. The distinction between these two has been important to create several views (Antrop & Van Eetvelde, 2017). Cultural landscapes are landscapes where humankind and nature come together in such a way that humans have had an intentional impact by changing or creating the landscape (UNESCO, n.d.). Cultural landscapes can be a part of or stand for human values (Lavrenova, 2019). However, cultural and physical landscapes cannot exist without one another: together they form the landscape (Antrop & Van Eetvelde, 2017). Moreover, heritage plays a role in place identity as heritage makes a place unique, therefore, distinguishes it from other places. Heritage is a good from the past that is still used and valued in the present and will be preserved for the future (The Heritage Council, n.d.). The Heritage Council (n.d.) distinguishes three forms of heritage, the tangible, such as historical sites or buildings, the natural, such as waterways and landscapes, and the intangible, such as traditions, sports, and music. In the case of Sneek, for example, the old building Sneker Waterpoort (fig. 9) is tangible heritage, the Sneekermeer is natural heritage, and the tradition of Sneekweek and its water sports is intangible heritage. Heritage is used to create and manage collective identities, in a way that it helps shape a sense of belonging. Heritage represents a place (Ashworth, et al., 2007). Therefore landscapes, heritage, feeling of belonging, and place attachment in a social construct are important elements of place identity. But how can the identity of a place be defined? For that, the social construct of individual experiences is needed. An individual can value a place through emotions and memories (Adams, 2013), this can create their sense of place. *"Sense of place is the lens through which people experience and make meaning of their experiences in and with place"* (Adams, 2013, p47). In this study place identity is a collective of senses of places.

Festivals can contribute to the sense of place as religion and heritage, history, and social bonding are important elements of a local festival (Lau & Li, 2015). A festival can be used to highlight and pass on information about history and heritage, factors that make a place unique (Lau & Li, 2015). Locals meeting each other at the festival and sharing the same story creates a social bond. A social bond with fellow inhabitants can enhance their sense of place. Subsequently, this can contribute to a stronger and more positive place identity.

2.2 Placemaking

Festivals contribute to placemaking and enhance the local community (Brownnett & Evans, 2020). Placemaking is the aim to, together with the locals, create places that contribute to the happiness and health of the community (Project for Public Spaces, 2007). According to Courage et al. (2020), the community plays an essential role in placemaking. Placemaking can result in a more positive sense of place, thus, a more positive place identity for the inhabitants. Brownnett & Evans (2020) argue that using festivals for placemaking supports community acceptance and well-being. It also confirms, renews, and values the love of place (Courage et al., 2020). Brito & Richards (2017) support this, as they argue that events play an important role in placemaking since it brings people together and can start a discussion on how to maximize shared values. Kaefer (2021a) makes a similar statement, saying that community festivals contribute to an individual's sense of belonging, which in turn supports placemaking. However, there is also another side to this. When a festival becomes a significant part of a place's identity, what remains of the place's identity when the festival is over? In some cases, it can be argued that temporary placemaking takes place (Wynn, 2015). Temporary placemaking implies that placemaking only arises during certain periods, in this case, during festivals. Festivals can contribute to overtourism and replace shared public spaces (Kaefer, 2021b). In such a case, tourists come for a short period to a city just to visit and consume a festival. Besides economic benefits, these tourists do not contribute to the city and its sense of place. Or even worse, this can cause pressure on public transport, heritage site, or the inner-city as many tourists visit within a short time (Kaefer, 2021b). Placemaking is meant for the community, not for tourists (Project for Public Spaces, 2007).

2.3 Place branding and heritage

Site-specific festivals also play a part in place branding as the branding for the festival is automatically also place branding. Heritage often also plays a role in place branding. The aim of place branding is to promote the place to different audiences and thus outplay its competitors (Zenker and Braun, 2010). Factors that distinguish the place from other places such as site-specific festivals and heritage are popular ways to brand places. Nonetheless, this has the risk that the place branding results in a large flow of tourists who do not enhance the place's identity or the communities' sense of belonging. In order to enhance the sense of place, place branding should not have the goal to attract a large amount of tourists or to make benefits. Kaefer (2021c) defines place branding differently, with a focus on the social aspect: "*Place branding expresses the meaning of the place to its residents and the world: explains its character and purpose*" (p234). Place branding can be used as a means to understand and analyse a place and thereafter understand the needs of a place (Kaefer, 2021c).

2.4 Conceptual model

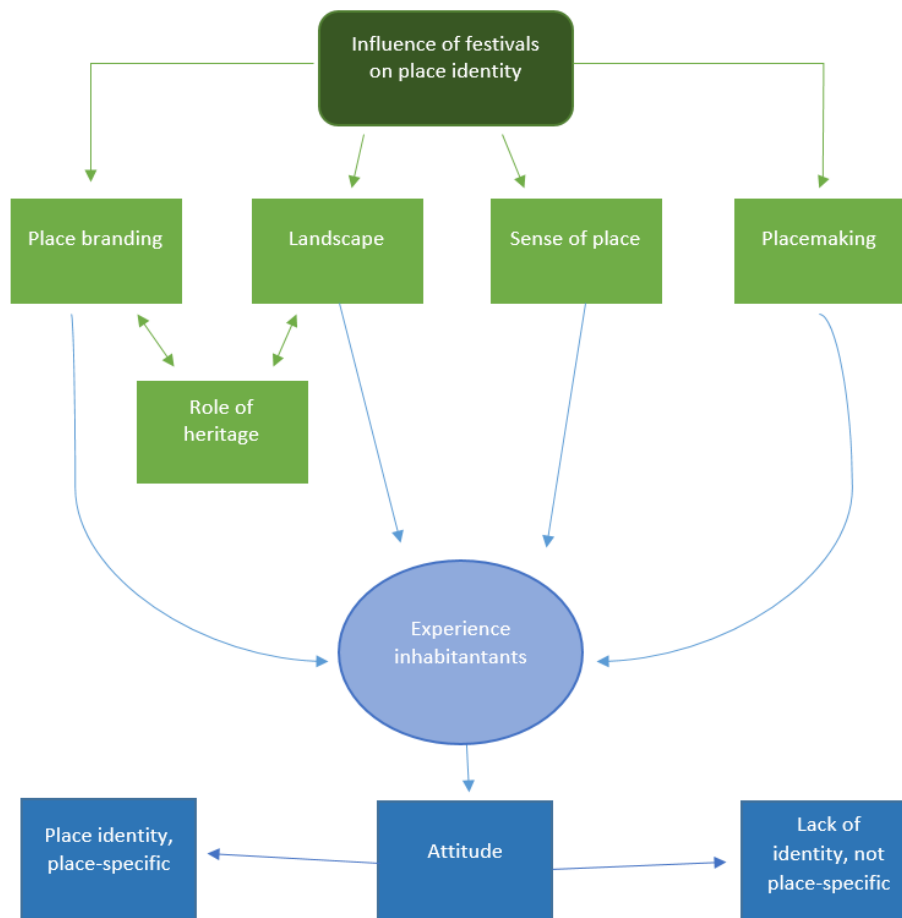


Figure 5: Conceptual model

The conceptual model (fig. 5) shows that organizing a festival has an influence on the identity of a place. Place identity is connected to place branding and heritage, landscape, sense of place, and placemaking. All these factors are experienced by inhabitants, during but also before and after the festival. These experiences result in a certain attitude toward the place. The question is if the inhabitants experience the festival as a contributor to place identity.

2.5 Hypotheses

The expectation of the research is that overall the inhabitants consider that the festival Sneekweek plays a significant role in shaping the place identity and that these festivals enhance the sense of place. The attitude of the inhabitants is likely positive and filled with pride. For most inhabitants, it is impossible to imagine that Sneekweek could be closed down.

To each sub-question, a hypothesis is linked in order to make it easier to test.

Hypothesis 1: It is expected that for Sneek, physical characteristics such as water will be mentioned. It is also expected that positive words with feeling of belonging will be mentioned and that Sneekweek and sailing will be named often. For Sneekweek positive and words of pride that describe the festival and cultural elements such as the sailing are expected to be said.

Hypothesis 2: It is expected that according to the inhabitants, Sneekweek is an important factor in shaping the identity of places and it also contributes to the identity of place, by enhancing it. The

statistical hypothesis is: 'In the population, the influence of Sneekweek and Sneeks identity are independent of one another'.

Hypothesis 3: It is expected that the inhabitants are satisfied with the image of Sneek and Sneekweek that is created by Sneekweek. The statistical hypothesis is: 'In the population, the inhabitants' satisfaction of Sneekweeks image and Sneeks identity are independent of one another'.

3. Methodology

In order to answer the main research question, quantitative research has been conducted. Primary data has been collected, followed by an in-depth analysis that provided answers to the sub-questions.

3.1 Quantitative data collection and analysis

For the study, a quantitative research method is chosen over a qualitative research method. The reason why a quantitative research method is preferred is that this study has a goal to find out if a certain phenomenon takes place, namely if a festival influences place identity. For this research goal, quantitative research is the best option. Surveys have been used to collect primary data. Google forms has been used to formalize the survey. The survey can be found in Appendix A. A survey was preferred above other quantitative data collection methods because surveys are the ideal method for obtaining much data quickly that can be easily transformed into statistics for analysis (Chipeta, n.d). Google forms was chosen because google forms is a trustable means to use as it always saves the data and is secured by the researchers' email address. The survey is composed of four introductory questions that consider age, gender, and place of residence, seven open or multiple-choice questions, and eight questions that can be answered on a scale of 1 to 5. The answers to the open questions result in nominal data, and the scale questions result in ordinal data. All questions have a spatial component as all are about Sneek or Sneekweek. The variables 'number of years of residence' and 'number of visits to Sneekweek' can be used as independent variables. The dependent variable is the influence of Sneek and inhabitants' satisfaction. The first sub-question can be answered by the open questions and the second and third sub-question can be answered with the scale questions. The questions relate to the concepts of place identity and sense of place.

3.2 Research population and sampling strategy

The research population consists of inhabitants of where Sneekweek is being held. In other words, inhabitants of Sneek. This research used Facebook to gather respondents for the survey. The survey has been shared in several on Facebook with Sneek as the subject. This is a form of accessibility sampling. Accessibility sampling is a form of sampling where only the accessible members of the population are selected (Burt et al., 2009). In this case, only the inhabitants of Sneek who are active on Facebook. As the survey collects data that does not already exist, it is hard to use probability samples since the researcher is dependent on people's willingness to fill it in. The use of nonprobability samples may result in higher respondent rates, however, these samples are more likely to contain a sampling bias (Burt et al., 2009).

3.3 Data analysis schemes

After the data collection process, the data is exported to excel and SPSS (fig. 6). In excel an analysis of the most named characteristics is conducted to answer hypothesis 1. After this, the data is exported to SPSS to conduct statistical analysis. As the data is mostly ordinal, regression analysis is not possible. The Goodness of Fit and the Chi-Square test, however, are possible with this kind of data. The Goodness of Fit test is used to see if the results of the eight statements are significant. This way, it can be analysed if there is a relationship between organizing Sneekweek and inhabitants' sense of place (hypothesis 2) and if there is a relationship between satisfaction with Sneekweeks' image and inhabitants' sense of place (hypothesis 3). Using the Chi-square test, it can be analysed if independent variables 'number of years of residence' and 'number of visits to Sneekweek' play a significant role. The significance level used in this research is 0.05.

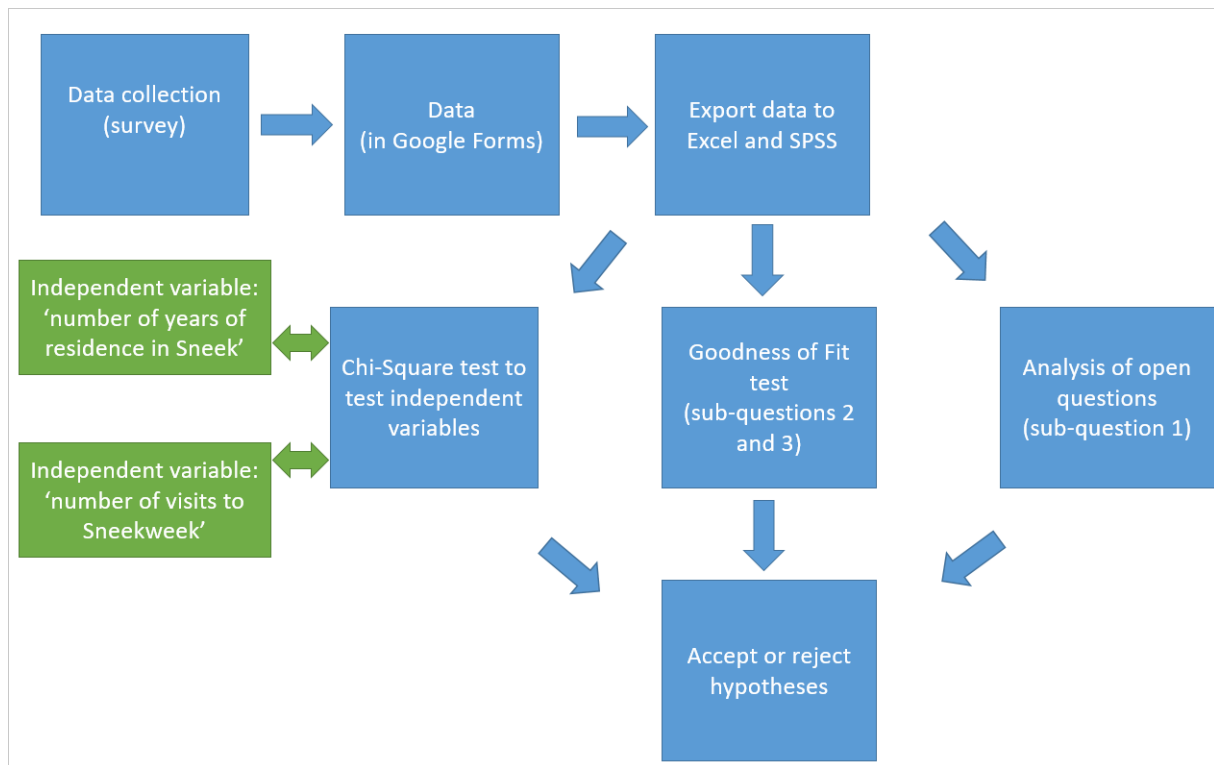


Figure 6: Methodology scheme

3.4 Ethical considerations

The researcher has been transparent throughout the research, meaning that only sound scientific methods are used (NGWI, 2018). Also, by describing the methods in detail, it is clear which data came from where and the research can be redone at any moment. The data obtained from the survey is and will only be used for this thesis. The data is handled with honesty and preciseness as the researcher will make sure the data is secured and handled with it carefully. The identities of the respondents will also be kept confidential as their names and specific addresses are not asked. The data is only accessible to the researcher and is secured by an email address and password. The laptop that contains the data is secured by a pin code. The researcher did not make up or change data or sources. The data will be deleted once the Bachelor Thesis has been completed. This research is guided by scientific methods and literature, and everything is handled objectively, to do justice to the principle of independence (NGWI, 2018). The researcher did not influence the participants' answers in any way. To follow the principle of responsibility (NGWI, 2018), it is guaranteed that the participants know their rights. These rights are stated in the introduction of the survey. They have the right to withdraw from the research at any time, without the need to give a reason. Furthermore, participants have the right to not answer a question or to add or remove anything from their answers. The participants have the opportunity to ask questions or make any remarks to the researcher.

4. Results

4.1 Representation of the sample

The sample consists of 75 responses. The majority of the sample consists of women (fig. 7), this can be explained by the fact that the survey has been spread on Facebook. Women are more likely to fill in surveys on Facebook (Brickman Bhuta, 2012). However, more women in the sample can lead to bias. Gender differences can have an impact on statistical outcomes and subsequent implications (Lewis & Willingham, 1995). The age of the respondents is more evenly spread (fig. 8): the four age groups from 25 to 64 are of similar size. Ages under 25 and above 64 are less represented.

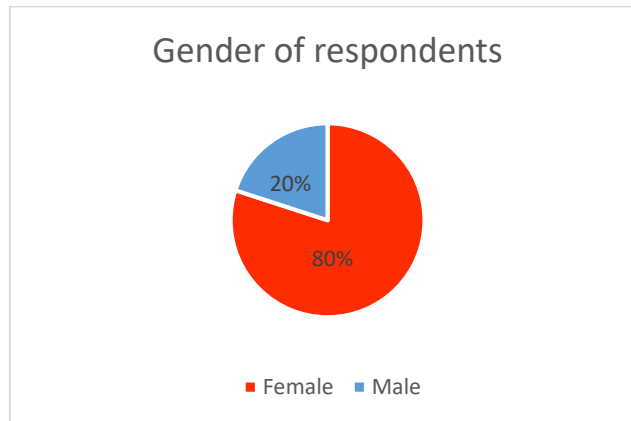


Figure 7: Gender of respondents

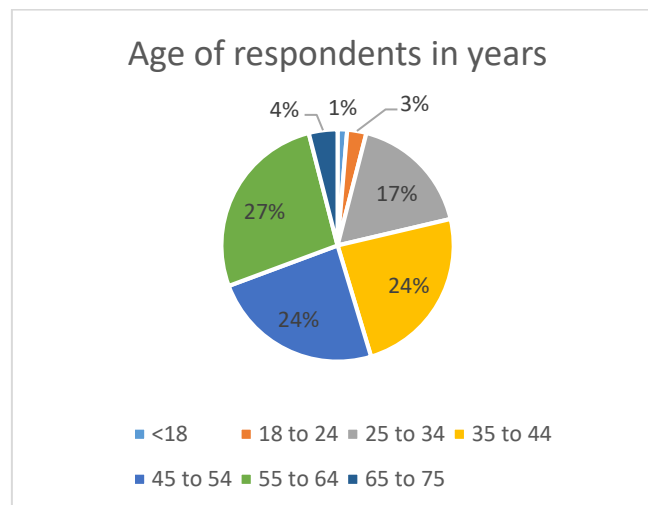


Figure 8: Age of respondents in years

Looking at the age composition of the population of Sneek, some age groups are over- or underrepresented in the sample.

Table 1: Percentages in age categories of the sample and the population (Openinfo, 2022)

Age categories	Sample	Population
0-15 years	0%	15,62%
15-25 years	4%	11,61%
25-45 years	41,33%	22,72%
45-54 years	50,67%	27,76%
65+	4%	22,29%

The ages 0-15 years are not represented in the sample: this can be explained by two reasons. Firstly, some inhabitants may be too young to understand and fill in the survey. Secondly, this age group was harder to access due to the sampling strategy. People under 18 hardly use Facebook anymore (Dixon, 2022). People in this age category are also less likely to be part of a Facebook group. Furthermore, the age groups from 25-54 are overrepresented in the sample, as these are the ages that are more accessible through Facebook (Dixon, 2022). The uneven spread of the sample across age groups can also create bias. The underrepresentation of the 65+ category, for example, could have been a group with long-time residents of Sneek or with a lot of volunteers as retired people might have more time for this.

4.2 Assigned identity of Sneek and Sneekweek

In the survey, it was asked to give three important characteristics of Sneek. Table 2 shows the most frequent characteristics given. Physical characteristics like the Waterpoort (fig. 9), a water gate that stands as a symbol for Sneek, and the inner-city and its historical buildings (fig. 10) are named frequently. Recalling physical characteristics means that there is a strong sense of place (McCunn & Gifford, 2018). The sense of place, the feeling that people have experiencing this place, can be described as a sociable and village-like feeling. Furthermore, a characteristic that belongs to the town and is a part of its identity is the water and water sports that are exercised in and on it. The water shapes the physical environment of the town and its surroundings. Water sports play a role in the cultural environment as there is a big history with it and it is still culturally relevant with important events like Sneekweek built around it. The amount of good facilities like schools, shops, and recreational spaces in the city is also named frequently.

Table 2: Most named characteristics of Sneek (*Original Dutch answers can be found in Appendix B)

Characteristic	Amount of times named
Waterpoort (Water gate)	42
Water/Water sports	28
Inner-city	23
Sociability	19
Sneekweek	19
Good facilities	12
Village-like feel	11



Figure 9: Waterpoort (VisitFriesland)



Figure 10: Inner-city of Sneek (Gemeente Súdwest-Fryslân, 2017)

Three important characteristics of Sneekweek were also asked (table 3). The sense of place and the feeling that fits with this festival is important. The sense of place can be described as atmospheric, sociable, party, and hustle and bustle. Factors that play a big role in the identity of the festivals like

sailing and water sports, live music, and the events in the inner-city are also named often. The social factor of running into (old) friends is also of relevance.

Table 3: Most named characteristics of Sneekweek (*Original Dutch answers can be found in Appendix B)

Characteristic	Amount of times named
Ambiance / Sociability	47
Sailing / Water sports	25
(Live) music	24
Party	20
Hustle and bustle	13
Events inner-city	11
Meeting (old) friends	9

The biggest difference between the characteristics of Sneek and Sneekweek is that next to the sense of place, physical characteristics are important in the identity of Sneek, while for Sneekweeks' identity, the sense of place is more important. Cultural relevant factors like water sports, sailing, and music are important in both identities.

4.3 Influence of Sneekweek on the identity of Sneek

The survey also consisted of eight statements, all named in tables 4 and 5, where the respondents could answer on a scale of 1 to 5, 1 being completely disagree and 5 being completely agree. All statements have been proven significant, which means that with all statements it could not be found that all five categories are equally attractive. The SPSS syntax and output can be found in Appendix C.

Table 4: Significance of the statements

Statement	p-value	Degrees of freedom	Chi-Square
I am proud of Sneek	0,000	3	$x^2(3)$, p=0,000
I am proud of Sneekweek	0,000	4	$x^2(4)$, p=0,000
I feel involved with Sneek	0,000	4	$x^2(4)$, p=0,000
I feel involved with Sneekweek	0,015	4	$x^2(4)$, p=0,015
I feel more involved with Sneek because of Sneekweek	0,050	4	$x^2(4)$, p=0,050
Sneekweek reflects the identity of Sneek	0,003	4	$x^2(4)$, p=0,003
Sneekweek has a positive influence on Sneek	0,000	4	$x^2(4)$, p=0,000

All, except one, statements have been more agreed with than disagreed with. The results show that inhabitants are proud of Sneek and Sneekweek and also feel involved with both of them (fig. 11 and 12; Appendix D).

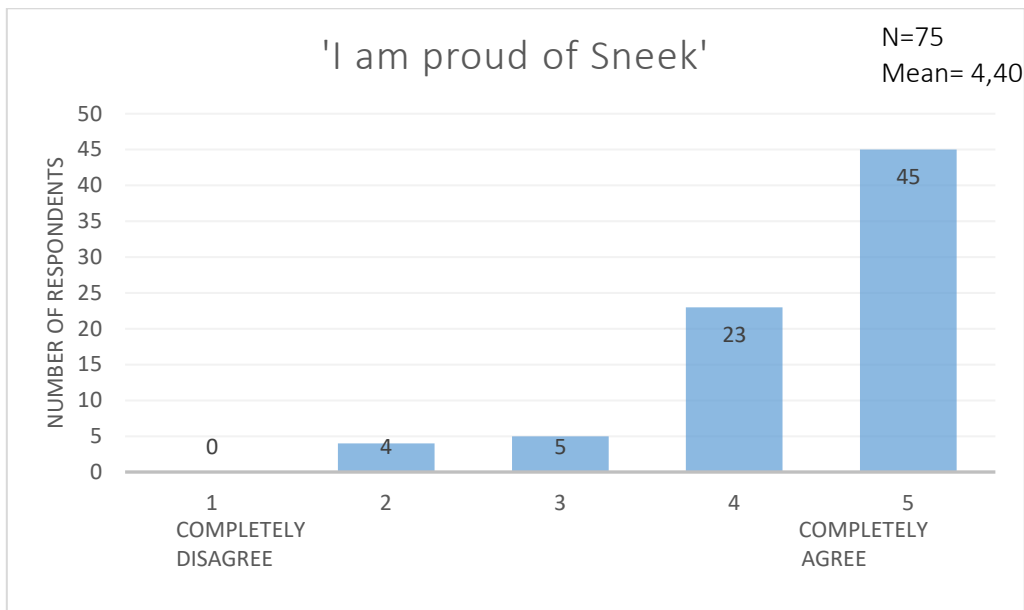


Figure 11: Bar chart of the statement 'I am proud of Sneek'

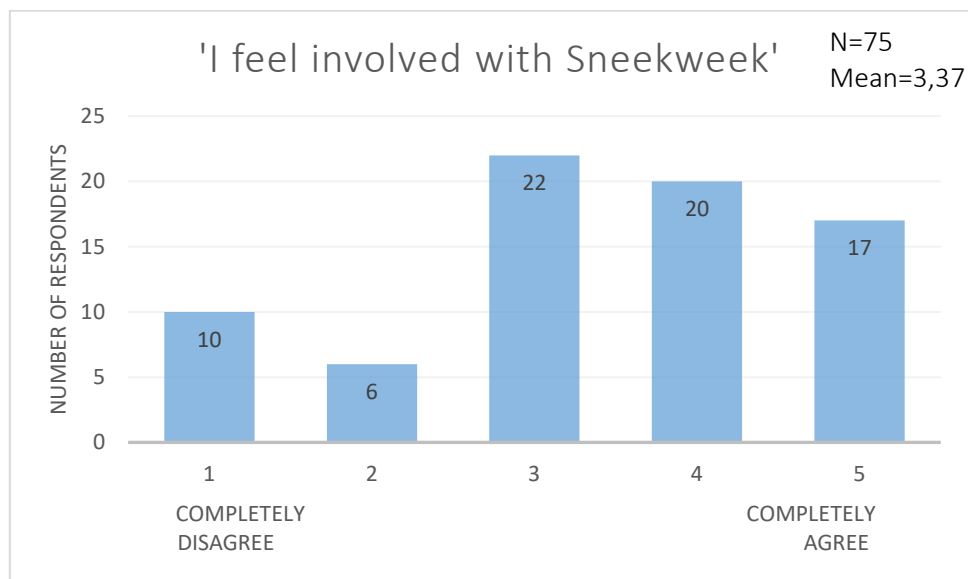


Figure 12: Bar chart of the statement 'I feel involved with Sneekweek'

The statement 'I feel more involved with Sneek because of Sneekweek' is the only statement that has been more disagreed on than agreed (fig. 13). Sneekweek does not enhance the inhabitants with Sneek. This case fits with Kaerfer's (2021b) theory where a festival does not enhance the place identity. The question remains, why does Sneekweek not enhance the inhabitants with Sneek if the inhabitants are that positive about Sneekweek and do think it has a positive influence on Sneek? It can be due to the scale and professionalism of the event, which is not necessarily an invitation to collaborate with, for the inhabitants. A barbecue with the neighbourhood, for example, can be more community driven and easier to step into as a member of the neighbourhood.

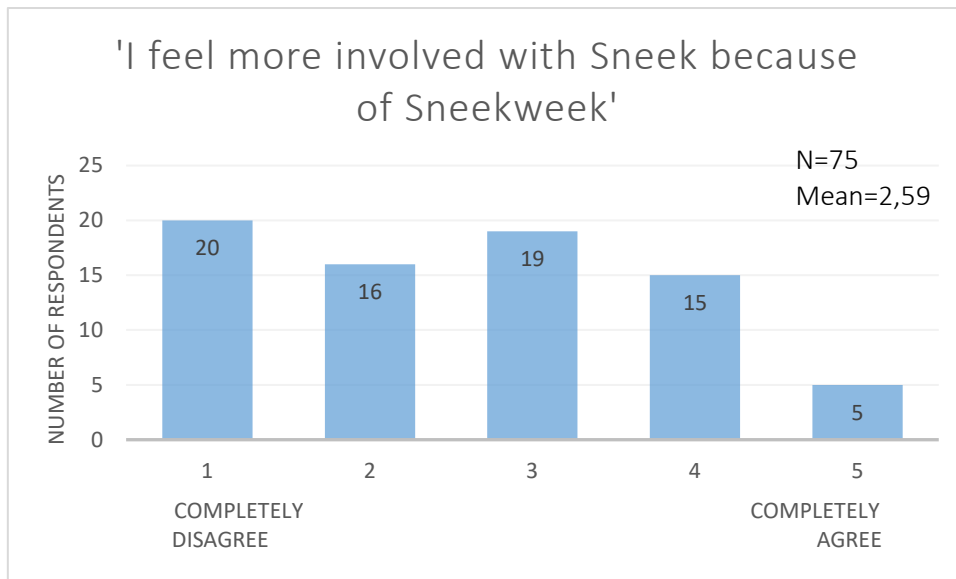


Figure 13: Bar chart of the statement 'I feel more involved with Sneek because of Sneekweek'

The answers to the statement 'Sneekweek reflects the identity of Sneek' is overall neutral, so inhabitants do not necessarily think that Sneekweek reflects the identity of Sneek (fig. 14). This can also be seen in tables 2 and 3 where different characteristics are named by Sneek and Sneekweek.

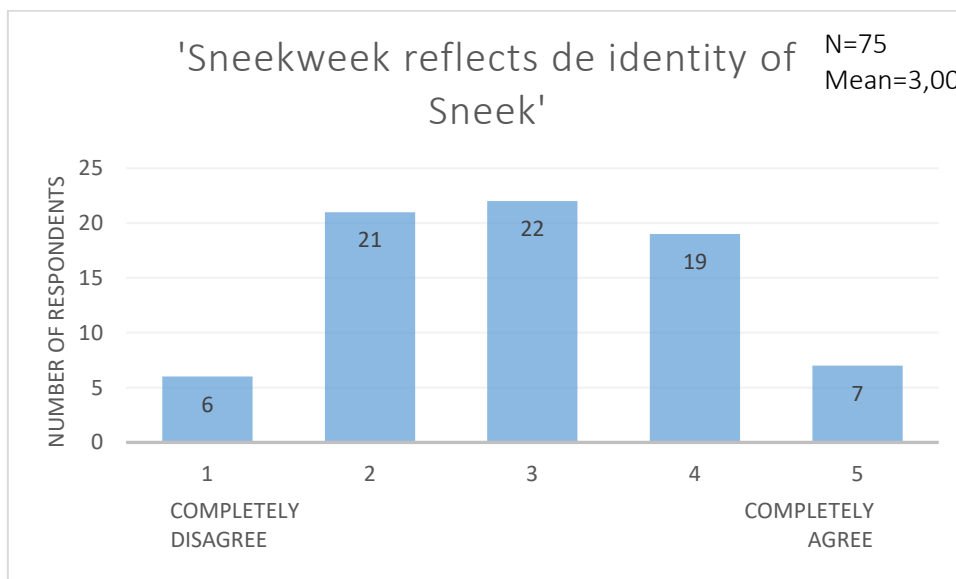


Figure 14: Bar chart of the statement 'Sneekweek reflects the identity of Sneek'

The inhabitants believe that Sneekweek has a positive influence on Sneek (fig. 15). For individuals, it is a part of their sense of place. Inhabitants are proud of the history and value social bonding (Li & Lau, 2015), in this case study inhabitants are proud of Sneek and Sneekweek and social bonding is one of the most named characteristics of Sneekweek.

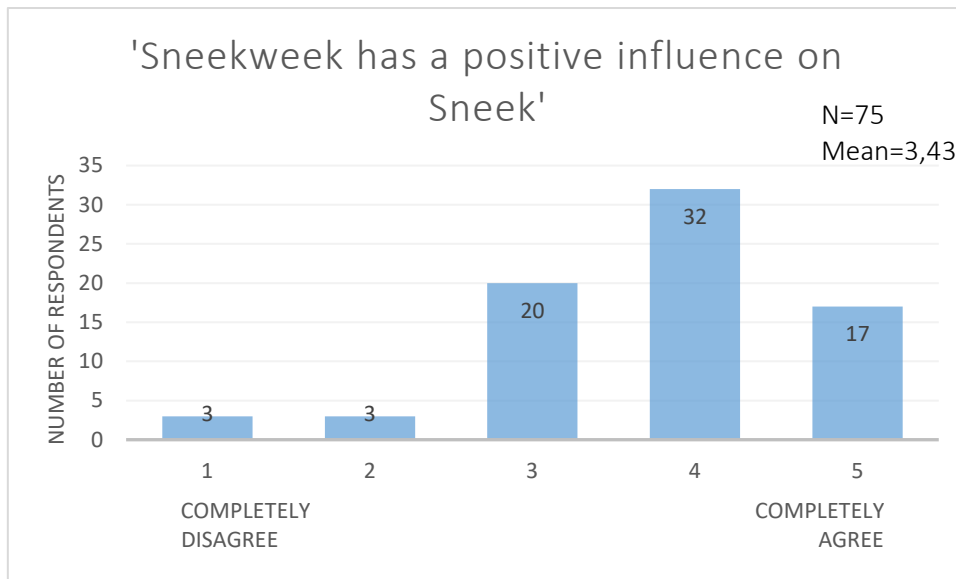


Figure 15: Bar chart of the statement 'Sneekweek has a positive influence on Sneek'

The Chi-Square test with the number of years of residence as an independent variable is insignificant for all statements. This can be explained by Warnick (2016), saying that the connection with the neighbourhood, the people who live there, satisfaction with the community, and love for the city are more determining factors than the years of residence. The Chi-Square test with the number of visits to Sneekweek as an independent variable is also insignificant for all statements, except for one statement: 'Sneekweek reflects the identity of Sneek'. This means that there is no relationship between the independent variables and the outcome of the statements, except for one statement. There is a relationship between the number of visits to Sneekweek and how you (dis)agree to the statement 'Sneekweek reflects the identity of Sneek'. The Chi-Square test can be found in Appendix C.

4.4 Satisfaction of the inhabitants on the influence of Sneekweek on Sneeks' identity

The statement about satisfaction with the image of Sneek created by Sneekweek is significant (table 5), which means that some categories are more attractive than other categories. In figure 16 it can be seen that the categories 'neutral' (3) and 'agree' (4) are the most chosen ones. It can be concluded that on average the inhabitants are satisfied with the image of Sneek created by Sneekweek. The image of the inhabitants is festive and sociable, with lots of booze and music (table 3), which is fairly positive. In the media, Sneekweek is often described as an event with great parties for youth and culture celebrating with sailing. Furthermore, it is named in the media that there are never big scandals. Sneekweek is branded as the biggest sailing- and music event of Fryslân: a weeklong party and sailing fun, accessible for all ages (VisitFriesland, n.d.)

Table 5: Significance of the statement

Statement	p-value	Degree of freedom	Chi Square
I am satisfied with the image of Sneek created by Sneekweek	0,000	4	$\chi^2(4)$, p=0,000

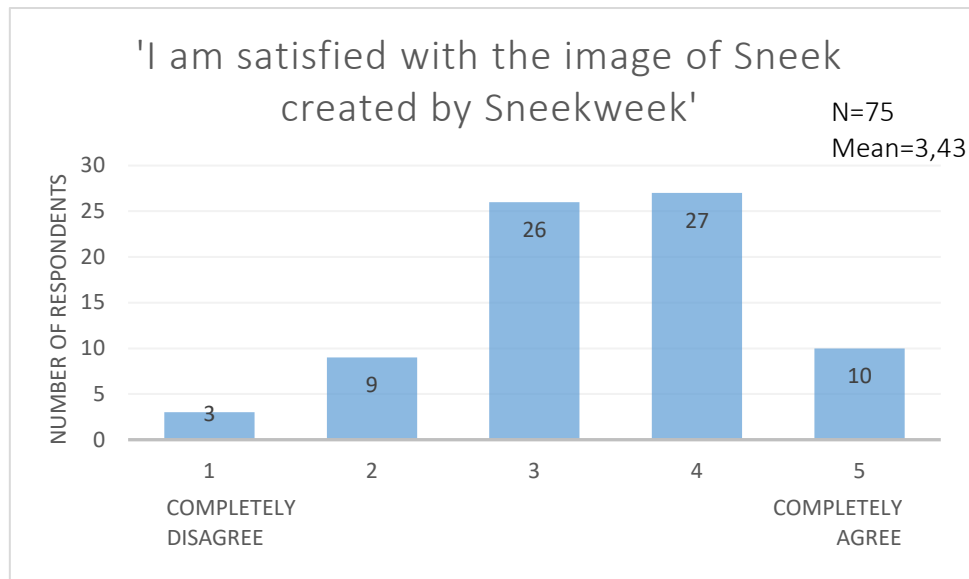


Figure 16: Bar chart of the statement 'I am satisfied with the image of Sneek created by Sneekweek'

For this statement the Chi-Square test has also been conducted with independent variables 'number of years lived in Sneek' and 'number of visits to Sneekweek'. For both variables the test was insignificant (Appendix C), which means that how many years the respondent lives in Sneek or how many times the respondent has visited Sneekweek are not relevant factors in their answers.

5. Conclusion and discussion

5.1 Conclusion

According to inhabitants, what are the prominent characteristics of the identity of Sneek and Sneekweek?

Physical characteristics like the Waterpoort, the inner-city, and the water are important elements to the inhabitants of Sneek. Social characteristics like 'sociable' and 'village-like feeling' are also important characteristics of Sneek. Sneekweek is seen as an important characteristic of Sneek. Of Sneekweek itself are the water sports, the events in the inner-city, and live music important elements. These are also the pillars on which Sneekweek stands as they are all parts of the festival. Furthermore, social factors like 'sociable', 'party', and running into old friends are important characteristics of Sneekweek. It shows that all characteristics are mostly positive and that Sneek and Sneekweek share some of their most important characteristics. This can imply that Sneekweek fits well within Sneeks' place identity.

The majority of the inhabitants think that Sneekweek has a positive influence on Sneek. On the question if they think that Sneekweek reflects the identity of Sneek, most of the answers are neutral. This means that their sense of place of Sneek and their sense of place of Sneekweek are not necessarily comparable, but they are also not opposites. Sneekweek does not make the inhabitants more involved with Sneek. An important aspect of placemaking is enhancing the inhabitant's sense of place with their place of residence. According to the literature (Lau & Li, 2015; Brownnett & Evans, 2020; Courage et al., 2020), events are an important way to achieve this enhancement. Sneekweek, however, does not seem to reach this goal. Therefore, Sneekweek shapes the identity of place by being a part of Sneek that is inconceivable to think away but fails with enhancing the inhabitants' sense of place with Sneek. The inhabitants are fairly proud and positive about Sneekweek. As such, they are satisfied with the way Sneekweek creates an image of Sneek. The pride of Sneekweek to the outside world can contribute to the sense of place.

In conclusion, Sneekweek is a prominent aspect of Sneeks' identity. Inhabitants are proud of the event and are convinced that it has a positive influence on Sneek itself. Whereas events often make inhabitants more involved, this is not the case with Sneekweek.

5.2 Reflection

Even with the results published, there are still questions unanswered. Adding qualitative research to this research can find the motivations behind the answers of the inhabitants. Further research can investigate why Sneekweek fails in making inhabitants more involved with Sneek. It would also be interesting to investigate the sense of place of visitors of Sneekweek and compare this with the inhabitants. Visitors of Sneekweek can describe the image of Sneekweek and inhabitants can answer that, this can create more of a discussion about the image of Sneekweek. A point of reflection within the research method is that the statement 'I feel more involved with Sneek because of Sneekweek' could have been replaced or accompanied by a statement like 'I feel more attached to Sneek because of Sneekweek'. In this way could be answered if Sneekweek enhances Sneeks' identity, without actively involving inhabitants with the festival.

With regard to the sample, improvements can be made. The sample could have been more representative. People who fill in Facebook surveys tend to be higher educated, young and middle-aged, and active users (Brickman Bhuta, 2012). This can mean that the sample does not only miss

certain age groups but also practical educated and non-Facebook users. As a result, this study might be biased.

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7. Appendix

7.1 Appendix A: Questionnaire

Beste, welkom bij deze vragenlijst over de identiteit van Sneek. Mijn naam is Lisa Bos en momenteel schrijf ik mijn scriptie bij de Universiteit van Groningen voor de studie Human Geography and Planning. Ik doe onderzoek naar de mening van de inwoners over de identiteit van Sneek. Deze vragenlijst is dan ook alleen bedoeld voor inwoners van Sneek. Ik wil u alvast bedanken voor het invullen van deze enquête. Het invullen van deze vragenlijst zal ongeveer vijf minuten duren.

Uw identiteit is geanonimiseerd en er wordt niet naar uw naam of adres gevraagd. U heeft het recht om elk moment het onderzoek te verlaten of uw antwoorden aan te passen.

1. Uw leeftijd:

- <18 jaar
- 18 jaar tot en met 24 jaar
- 25 jaar tot en met 34 jaar
- 35 jaar tot en met 44 jaar
- 45 jaar tot en met 54 jaar
- 55 tot en met 64 jaar
- 65 tot en met 75 jaar
- >75 jaar

2. Uw geslacht:

- Man
- Vrouw
- Zeg ik liever niet

3. Wat is uw postcode? (alleen de 4 cijfers)

.....

4. Hoe lang woont u al in Sneek?

.....

5. Wat vindt u de drie belangrijke kenmerken van Sneek?

.....
.....
.....

6. Sneek betekent voor mij.....

7. Hoe vaak bezoekt u het centrum van Sneek?

- Meerdere keren per week
- Elke week
- Elke maand

- Paar keer per jaar
- Een keer per jaar
- Nooit

8. Hoe vaak heeft u Sneekweek bezocht?

- Nooit
- 1 keer
- 2-10 keer
- 11-20 keer
- 21-30 keer
- 31-40 keer
- 41-50 keer
- 51-60 keer
- 61-70 keer
- 71-85 keer

9. Wat is de voornaamste reden van uw bezoek aan Sneekweek?

- Zeilen
- Evenementen binnenstad
- Sfeer
- Gewoonte
- Anders,
namelijk.....
- Ik heb Sneekweek nog nooit bezocht

10. Wat vindt u de drie belangrijkste kenmerken van Sneekweek?

.....

11. Denkt u dat Sneekweek de identiteit van Sneek beïnvloed?

- Ja
- Nee

12. Ik ben trots op Sneek. Selecteer het cijfer dat het meest overeenkomt met uw mening.

Helemaal mee oneens Helemaal mee eens

1 2 3 4 5

13. Ik ben trots op Sneekweek. Selecteer het cijfer dat het meest overeenkomt met uw mening.

Helemaal mee oneens Helemaal mee eens

1 2 3 4 5

14. Ik voel me betrokken bij Sneek. Selecteer het cijfer dat het meest overeenkomt met uw mening.

Helemaal mee oneens Helemaal mee eens
1 2 3 4 5

15. Ik voel me betrokken bij Sneekweek. Selecteer het cijfer dat het meest overeenkomt met uw mening.

Helemaal mee oneens Helemaal mee eens
1 2 3 4 5

16. Ik voel me meer betrokken bij Sneek door Sneekweek. Selecteer het cijfer dat het meest overeenkomt met uw mening.

Helemaal mee oneens Helemaal mee eens
1 2 3 4 5

17. Sneekweek heeft een positieve invloed op de identiteit van Sneek. Selecteer het cijfer dat het meest overeenkomt met uw mening.

Helemaal mee oneens Helemaal mee eens
1 2 3 4 5

18. Ik ben tevreden met het beeld van Sneek dat gecreëerd wordt door Sneekweek. Selecteer het cijfer dat het meest overeenkomt met uw mening.

Helemaal mee oneens Helemaal mee eens
1 2 3 4 5

Wat u verder nog kwijt wilt; vragen, opmerkingen of aanvullingen: (niet verplicht)

.....
.....
.....
.....

Dankuwel voor het invullen van deze vragenlijst!

7.2 Appendix B: Original Dutch answers characteristics

Table 6: Original Dutch answers characteristics Sneek

Characteristic	Amount of times named
Waterpoort	42
Water / Watersport	28
Binnenstad	23
Gezellig	19
Sneekweek	19
Goede voorzieningen	12
Dorps gevoel	11

Table 7: Original Dutch answers characteristics Sneekweek

Characteristic	Amount of times named
Sfeer/Gezelligheid	47
Zeilen/watersport	25
(Live)muziek	24
Feest	20
Drukke	13
Evenementen binnenstad	11
(Oude) bekenden tegenkomen	9

7.3 Appendix C: SPSS Output and Syntax

C1: Output Goodness of Fit Test

Trots_op_Sneek

	Observed N	Expected N	Residual
Oneens	4	18,8	-14,7
Neutraal	5	18,8	-13,7
Eens	23	18,8	4,3
Helemaal mee eens	43	18,8	24,3
Total	75		

Test Statistics

Trots_op_Sn eek	
Chi-Square	54,013 ^a
df	3
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 18,8.

Trots_op_SW

	Observed N	Expected N	Residual
Helemaal mee oneens	2	15,0	-13,0
Oneens	8	15,0	-7,0
Neutraal	11	15,0	-4,0
Eens	25	15,0	10,0
Helemaal mee eens	29	15,0	14,0
Total	75		

Test Statistics

Trots_op_SW	
Chi-Square	35,333 ^a
df	4
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

Betrokken_bij_Sneek

	Observed N	Expected N	Residual
Helemaal mee oneens	4	15,0	-11,0
Oneens	2	15,0	-13,0
Neutraal	14	15,0	-1,0
Eens	26	15,0	11,0
Helemaal mee eens	29	15,0	14,0
Total	75		

Test Statistics

Betrokken_bij _Sneek	
Chi-Square	40,533 ^a
df	4
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

Betrokken_bij_SW

	Observed N	Expected N	Residual
Helemaal mee oneens	10	15,0	-5,0
Oneens	6	15,0	-9,0
Neutraal	22	15,0	7,0
Eens	20	15,0	5,0
Helemaal mee eens	17	15,0	2,0
Total	75		

Test Statistics

Betrokken_bij_SW	
Chi-Square	12,267 ^a
df	4
Asymp. Sig.	,015

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

Meer_betrokken_Sneek_door_SW

	Observed N	Expected N	Residual
Helemaal mee oneens	20	15,0	5,0
Oneens	16	15,0	1,0
Neutraal	19	15,0	4,0
Eens	15	15,0	,0
Helemaal mee eens	5	15,0	-10,0
Total	75		

Test Statistics

Meer_betrokken_Sneek_door_SW	
Chi-Square	9,467 ^a
df	4
Asymp. Sig.	,050

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

Sneekweek_weerspiegelt_identiteit

	Observed N	Expected N	Residual
Helemaal mee oneens	6	15,0	-9,0
Oneens	21	15,0	6,0
Neutraal	22	15,0	7,0
Eens	19	15,0	4,0
Helemaal mee eens	7	15,0	-8,0
Total	75		

Test Statistics

	Sneekweek_ weerspiegelt _identiteit
Chi-Square	16,400 ^a
df	4
Asymp. Sig.	,003

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

Tevreden_beeld_Sneek_door_SW

	Observed N	Expected N	Residual
Helemaal mee oneens	3	15,0	-12,0
Oneens	9	15,0	-6,0
Neutraal	26	15,0	11,0
Eens	27	15,0	12,0
Helemaal mee eens	10	15,0	-5,0
Total	75		

Test Statistics

Tevreden_be
eld_Sneek_d
oor_SW

Chi-Square	31,333 ^a
df	4
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

SW_positieveinvloed_Sneek

	Observed N	Expected N	Residual
Helemaal mee oneens	3	15,0	-12,0
Oneens	3	15,0	-12,0
Neutraal	20	15,0	5,0
Eens	32	15,0	17,0
Helemaal mee eens	17	15,0	2,0
Total	75		

Test Statistics

SW_positievei
nvloed_Snee
k

Chi-Square	40,400 ^a
df	4
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

C2: Syntax Goodness of Fit

```
DATASET ACTIVATE DataSet1.  
FREQUENCIES VARIABLES=Trots_op_Sneek Trots_op_SW Betrokken_bij_Sneek Betrokken_bij_SW  
  Meer_betrokken_Sneek_door_SW Sneekweek_weerspiegelt_identiteit SW_positieveinvloed_Sneek  
  Tevreden_beeld_Sneek_door_SW  
/STATISTICS=MEAN MODE  
/HISTOGRAM NORMAL  
/ORDER=ANALYSIS.  
  
NPAR TESTS  
/CHISQUARE=Trots_op_Sneek  
/EXPECTED=EQUAL  
/MISSING ANALYSIS.  
  
NPAR TESTS  
/CHISQUARE=Trots_op_SW  
/EXPECTED=EQUAL  
/MISSING ANALYSIS.  
  
NPAR TESTS  
/CHISQUARE=Betrokken_bij_Sneek  
/EXPECTED=EQUAL  
/MISSING ANALYSIS.  
  
NPAR TESTS  
/CHISQUARE=Betrokken_bij_SW  
/EXPECTED=EQUAL  
/MISSING ANALYSIS.  
  
NPAR TESTS  
/CHISQUARE=Meer_betrokken_Sneek_door_SW  
/EXPECTED=EQUAL  
/MISSING ANALYSIS.
```

NPAR TESTS
 /CHISQUARE=Sneekweek_weerspiegelt_identiteit
 /EXPECTED=EQUAL
 /MISSING ANALYSIS.

NPAR TESTS
 /CHISQUARE=SW_positieveinvloed_Sneek
 /EXPECTED=EQUAL
 /MISSING ANALYSIS.

NPAR TESTS
 /CHISQUARE=Tevreden_beeld_Sneek_door_SW
 /EXPECTED=EQUAL
 /MISSING ANALYSIS.

C3: Output Chi-Square, years of residence

Trots_op_Sneek * Aantal_jaren_woonachtig_categories

Crosstab

Count

		Aantal_jaren_woonachtig_categories							Total
		1	2	3	4	5	6	7	
Trots_op_Sneek	Oneens	1	1	0	1	0	1	0	4
	Neutraal	2	0	1	2	0	0	0	5
	Eens	6	4	4	5	0	2	2	23
	Helemaal mee eens	7	2	9	7	12	1	5	43
Total		16	7	14	15	12	4	7	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22,408 ^a	18	,214
Likelihood Ratio	27,078	18	,078
Linear-by-Linear Association	2,642	1	,104
N of Valid Cases	75		

a. 24 cells (85,7%) have expected count less than 5. The minimum expected count is ,21.

Trots_op_SW * Aantal_jaren_woonachtig_categories

Crosstab

Count		Aantal_jaren_woonachtig_categories							Total
		1	2	3	4	5	6	7	
Trots_op_SW	Helemaal mee oneens	0	1	0	1	0	0	0	2
	Oneens	2	1	1	2	0	2	0	8
	Neutraal	4	1	0	2	3	1	0	11
	Eens	5	3	7	6	2	0	2	25
	Helemaal mee eens	5	1	6	4	7	1	5	29
Total		16	7	14	15	12	4	7	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28,735 ^a	24	,230
Likelihood Ratio	31,278	24	,146
Linear-by-Linear Association	1,841	1	,175
N of Valid Cases	75		

a. 30 cells (85,7%) have expected count less than 5. The minimum expected count is ,11.

Betrokken_bij_Sneek * Aantal_jaren_woonachtig_categories

Crosstab

Count		Aantal_jaren_woonachtig_categories							Total
		1	2	3	4	5	6	7	
Betrokken_bij_Sneek	Helemaal mee oneens	2	1	0	1	0	0	0	4
	Oneens	1	0	0	1	0	0	0	2
	Neutraal	4	3	2	3	1	0	1	14
	Eens	5	2	7	5	3	3	1	26
	Helemaal mee eens	4	1	5	5	8	1	5	29
Total		16	7	14	15	12	4	7	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22,347 ^a	24	,559
Likelihood Ratio	23,922	24	,466
Linear-by-Linear Association	8,667	1	,003
N of Valid Cases	75		

a. 30 cells (85,7%) have expected count less than 5. The minimum expected count is ,11.

Betrokken_bij_SW * Aantal_jaren_woonachtig_categories

Crosstab

Count		Aantal_jaren_woonachtig_categories							Total
		1	2	3	4	5	6	7	
Betrokken_bij_SW	Helemaal mee oneens	4	2	1	3	0	0	0	10
	Oneens	0	0	1	1	0	3	1	6
	Neutraal	5	3	3	6	3	0	2	22
	Eens	6	1	5	2	3	1	2	20
	Helemaal mee eens	1	1	4	3	6	0	2	17
Total		16	7	14	15	12	4	7	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	44,960 ^a	24	,006
Likelihood Ratio	37,712	24	,037
Linear-by-Linear Association	2,218	1	,136
N of Valid Cases	75		

a. 35 cells (100,0%) have expected count less than 5. The minimum expected count is ,32.

Meer_betrokken_Sneek_door_SW * Aantal_jaren_woonachtig_categories

Crosstab

Count		Aantal_jaren_woonachtig_categories							Total
		1	2	3	4	5	6	7	
Meer_betrokken_Sneek_door_SW	Helemaal mee oneens	5	3	2	6	1	2	1	20
	Oneens	2	1	2	4	3	1	3	16
	Neutraal	5	1	4	2	6	0	1	19
	Eens	3	2	5	3	0	1	1	15
	Helemaal mee eens	1	0	1	0	2	0	1	5
Total		16	7	14	15	12	4	7	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22,661 ^a	24	,540
Likelihood Ratio	26,608	24	,323
Linear-by-Linear Association	,001	1	,979
N of Valid Cases	75		

a. 35 cells (100,0%) have expected count less than 5. The minimum expected count is ,27.

Sneekweek_weerspiegelt_identiteit * Aantal_jaren_woonachtig_categories

Crosstab

Count

		Aantal_jaren_woonachtig_categories							Total
		1	2	3	4	5	6	7	
Sneekweek_weerspiegel_t_identiteit	Helemaal mee oneens	3	1	2	0	0	0	0	6
	Oneens	1	1	5	8	4	2	0	21
	Neutraal	6	4	3	3	1	1	4	22
	Eens	5	1	3	3	4	1	2	19
	Helemaal mee eens	1	0	1	1	3	0	1	7
Total		16	7	14	15	12	4	7	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28,558 ^a	24	,237
Likelihood Ratio	33,233	24	,099
Linear-by-Linear Association	1,777	1	,182
N of Valid Cases	75		

a. 35 cells (100,0%) have expected count less than 5. The minimum expected count is ,32.

SW_positieveinvloed_Sneek * Aantal_jaren_woonachtig_categories

Crosstab

Count

		Aantal_jaren_woonachtig_categories							Total
		1	2	3	4	5	6	7	
SW_positieveinvloed_Sneek	Helemaal mee oneens	2	0	0	1	0	0	0	3
	Oneens	1	0	0	1	0	1	0	3
	Neutraal	6	3	2	4	3	1	1	20
	Eens	5	3	11	6	4	2	1	32
	Helemaal mee eens	2	1	1	3	5	0	5	17
Total		16	7	14	15	12	4	7	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33,016 ^a	24	,104
Likelihood Ratio	31,079	24	,152
Linear-by-Linear Association	6,528	1	,011
N of Valid Cases	75		

a. 31 cells (88,6%) have expected count less than 5. The minimum expected count is ,16.

Tevreden_beeld_Sneek_door_SW * Aantal_jaren_woonachtig_categories

Crosstab

Count

		Aantal_jaren_woonachtig_categories							Total
		1	2	3	4	5	6	7	
Tevreden_beeld_Sneek_door_SW	Helemaal mee oneens	2	0	0	1	0	0	0	3
	Oneens	3	1	1	2	1	1	0	9
	Neutraal	5	1	4	7	5	2	2	26
	Eens	4	5	8	4	2	1	3	27
	Helemaal mee eens	2	0	1	1	4	0	2	10
Total		16	7	14	15	12	4	7	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23,320 ^a	24	,501
Likelihood Ratio	24,712	24	,422
Linear-by-Linear Association	2,374	1	,123
N of Valid Cases	75		

a. 30 cells (85,7%) have expected count less than 5. The minimum expected count is ,16.

C4: Syntax Chi-Square, years of residence

```

FREQUENCIES VARIABLES=Aantal_jaren_woonachtig_categories
  /STATISTICS=MEAN MODE
  /HISTOGRAM
  /ORDER=ANALYSIS.

CROSSTABS
  /TABLES=Trots_op_Sneek Trots_op_SW Betrokken_bij_Sneek Betrokken_bij_SW
  Meer_betrokken_Sneek_door_SW Sneekweek_weerspiegelt_identiteit SW_positiveinvloed_Sneek
  Tevreden_beeld_Sneek_door_SW BY Aantal_jaren_woonachtig_categories
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT
  /COUNT ROUND CELL.
  
```

C5: Output Chi-Square, visits to Sneekweek

Trots_op_Sneek * Aantal_bezoeken_SW

Crosstab

Count		Aantal_bezoeken_SW									Total
		Nooit	1 keer	2-10 keer	11-20 keer	21-30 keer	31-40 keer	41-50 keer	51-60 keer	61-70 keer	
Trots_op_Sneek	Oneens	0	0	1	1	0	0	2	0	0	4
	Neutraal	1	1	0	2	1	0	0	0	0	5
	Eens	1	4	5	5	4	3	0	1	0	23
	Helemaal mee eens	0	0	8	8	6	8	6	4	3	43
Total		2	5	14	16	11	11	8	5	3	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33,016 ^a	24	,104
Likelihood Ratio	36,798	24	,046
Linear-by-Linear Association	5,218	1	,022
N of Valid Cases	75		

a. 32 cells (88,9%) have expected count less than 5. The minimum expected count is ,11.

Trots_op_SW * Aantal_bezoeken_SW

Crosstab

Count		Aantal_bezoeken_SW									Total
		Nooit	1 keer	2-10 keer	11-20 keer	21-30 keer	31-40 keer	41-50 keer	51-60 keer	61-70 keer	
Trots_op_SW	Helemaal mee oneens	1	0	1	0	0	0	0	0	0	2
	Oneens	1	0	1	2	1	1	2	0	0	8
	Neutraal	0	3	3	1	2	0	2	0	0	11
	Eens	0	2	5	8	4	4	1	1	0	25
	Helemaal mee eens	0	0	4	5	4	6	3	4	3	29
Total		2	5	14	16	11	11	8	5	3	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	51,118 ^a	32	,017
Likelihood Ratio	42,273	32	,106
Linear-by-Linear Association	9,910	1	,002
N of Valid Cases	75		

a. 42 cells (93,3%) have expected count less than 5. The minimum expected count is ,05.

Betrokken_bij_Sneek * Aantal_bezoeken_SW

Crosstab

Count

		Aantal_bezoeken_SW									Total
		Nooit	1 keer	2-10 keer	11-20 keer	21-30 keer	31-40 keer	41-50 keer	51-60 keer	61-70 keer	
Betrokken_bij_Sneek	Helemaal mee oneens	0	1	1	1	0	0	1	0	0	4
	Oneens	0	0	0	2	0	0	0	0	0	2
	Neutraal	2	3	3	2	3	1	0	0	0	14
	Eens	0	1	6	7	5	4	2	0	1	26
	Helemaal mee eens	0	0	4	4	3	6	5	5	2	29
Total		2	5	14	16	11	11	8	5	3	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43,558 ^a	32	,084
Likelihood Ratio	44,223	32	,074
Linear-by-Linear Association	13,436	1	,000
N of Valid Cases	75		

a. 42 cells (93,3%) have expected count less than 5. The minimum expected count is ,05.

Betrokken_bij_SW * Aantal_bezoeken_SW

Crosstab

Count

		Aantal_bezoeken_SW									Total
		Nooit	1 keer	2-10 keer	11-20 keer	21-30 keer	31-40 keer	41-50 keer	51-60 keer	61-70 keer	
Betrokken_bij_SW	Helemaal mee oneens	2	2	2	2	1	0	1	0	0	10
	Oneens	0	0	1	2	0	2	1	0	0	6
	Neutraal	0	2	6	3	5	2	2	0	2	22
	Eens	0	1	4	6	3	2	1	2	1	20
	Helemaal mee eens	0	0	1	3	2	5	3	3	0	17
Total		2	5	14	16	11	11	8	5	3	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40,368 ^a	32	,147
Likelihood Ratio	40,241	32	,150
Linear-by-Linear Association	9,753	1	,002
N of Valid Cases	75		

a. 45 cells (100,0%) have expected count less than 5. The minimum expected count is ,16.

Meer_betrokken_Sneek_door_SW * Aantal_bezoeken_SW

Crosstab

Count		Aantal_bezoeken_SW									Total
		Nooit	1 keer	2-10 keer	11-20 keer	21-30 keer	31-40 keer	41-50 keer	51-60 keer	61-70 keer	
Meer_betrokken_Sneek_door_SW	Helemaal mee oneens	2	2	4	4	4	1	2	0	1	20
	Oneens	0	0	3	4	2	4	1	1	1	16
	Neutraal	0	2	4	2	4	3	2	2	0	19
	Eens	0	1	2	6	0	2	2	1	1	15
	Helemaal mee eens	0	0	1	0	1	1	1	1	0	5
Total		2	5	14	16	11	11	8	5	3	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23,862 ^a	32	,849
Likelihood Ratio	29,714	32	,583
Linear-by-Linear Association	2,504	1	,114
N of Valid Cases	75		

a. 45 cells (100,0%) have expected count less than 5. The minimum expected count is ,13.

Sneekweek_weerspiegelt_identiteit * Aantal_bezoeken_SW

Crosstab

Count		Aantal_bezoeken_SW									Total
		Nooit	1 keer	2-10 keer	11-20 keer	21-30 keer	31-40 keer	41-50 keer	51-60 keer	61-70 keer	
Sneekweek_weerspiegelt_identiteit	Helemaal mee oneens	2	0	2	1	0	0	1	0	0	6
	Oneens	0	0	3	3	7	4	3	1	0	21
	Neutraal	0	5	4	7	1	1	1	1	2	22
	Eens	0	0	4	5	2	3	2	2	1	19
	Helemaal mee eens	0	0	1	0	1	3	1	1	0	7
Total		2	5	14	16	11	11	8	5	3	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	59,490 ^a	32	,002
Likelihood Ratio	49,706	32	,024
Linear-by-Linear Association	3,289	1	,070
N of Valid Cases	75		

a. 45 cells (100,0%) have expected count less than 5. The minimum expected count is ,16.

SW_positiveinvloed_Sneek * Aantal_bezoeken_SW

Crosstab

Count		Aantal_bezoeken_SW									Total
		Nooit	1 keer	2-10 keer	11-20 keer	21-30 keer	31-40 keer	41-50 keer	51-60 keer	61-70 keer	
SW_positiveinvloed_Sneek	Helemaal mee oneens	0	0	2	0	0	0	1	0	0	3
	Oneens	0	0	1	1	0	1	0	0	0	3
	Neutraal	2	4	5	3	3	3	0	0	0	20
	Eens	0	1	4	11	7	3	3	2	1	32
	Helemaal mee eens	0	0	2	1	1	4	4	3	2	17
Total		2	5	14	16	11	11	8	5	3	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	44,855 ^a	32	,065
Likelihood Ratio	47,392	32	,039
Linear-by-Linear Association	13,533	1	,000
N of Valid Cases	75		

a. 43 cells (95,6%) have expected count less than 5. The minimum expected count is ,08.

Tevreden_beeld_Sneek_door_SW * Aantal_bezoeken_SW

Crosstab

Count		Aantal_bezoeken_SW									Total
		Nooit	1 keer	2-10 keer	11-20 keer	21-30 keer	31-40 keer	41-50 keer	51-60 keer	61-70 keer	
Tevreden_beeld_Sneek_door_SW	Helemaal mee oneens	0	0	2	0	0	0	1	0	0	3
	Oneens	1	1	4	1	1	1	0	0	0	9
	Neutraal	1	3	3	4	5	4	4	1	1	26
	Eens	0	1	3	11	4	2	2	2	2	27
	Helemaal mee eens	0	0	2	0	1	4	1	2	0	10
Total		2	5	14	16	11	11	8	5	3	75

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38,479 ^a	32	,200
Likelihood Ratio	39,659	32	,166
Linear-by-Linear Association	5,787	1	,016
N of Valid Cases	75		

a. 42 cells (93,3%) have expected count less than 5. The minimum expected count is ,08.

C6: Syntax Chi-Square, visits to Sneekweek

```

DATASET ACTIVATE DataSet1.
CROSSTABS
  /TABLES=Trots_op_Sneek Trots_op_SW Betrokken_bij_Sneek Betrokken_bij_SW
  Meer_betrokken_Sneek_door_SW Sneekweek_weerspiegelt_identiteit SW_positiveinvloed_Sneek
  Tevreden_beeld_Sneek_door_SW BY Aantal_bezoeken_SW
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT
  /COUNT ROUND CELL.
    
```

7.4 Appendix D: Bar charts

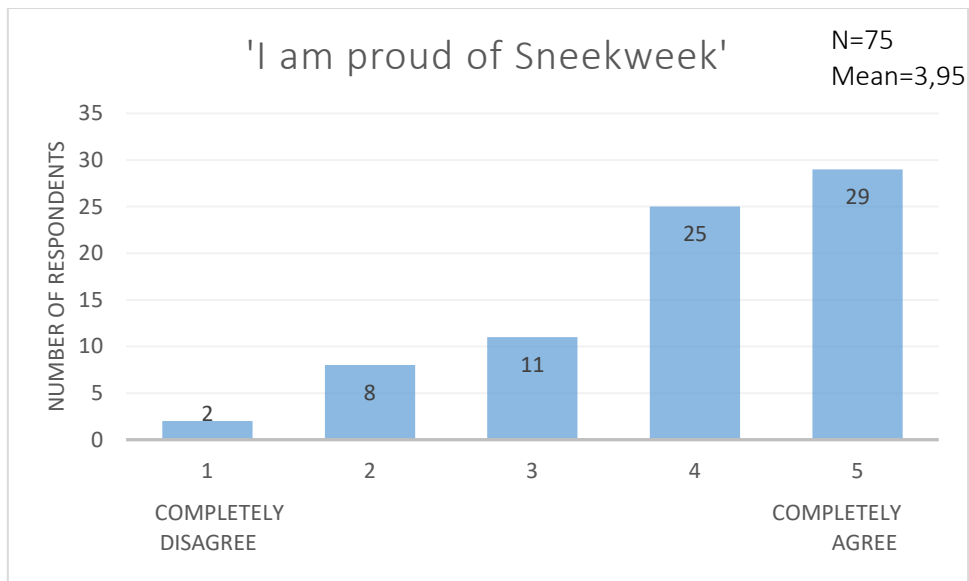


Figure 17: Bar chart of the statement 'I am proud of Sneekweek'

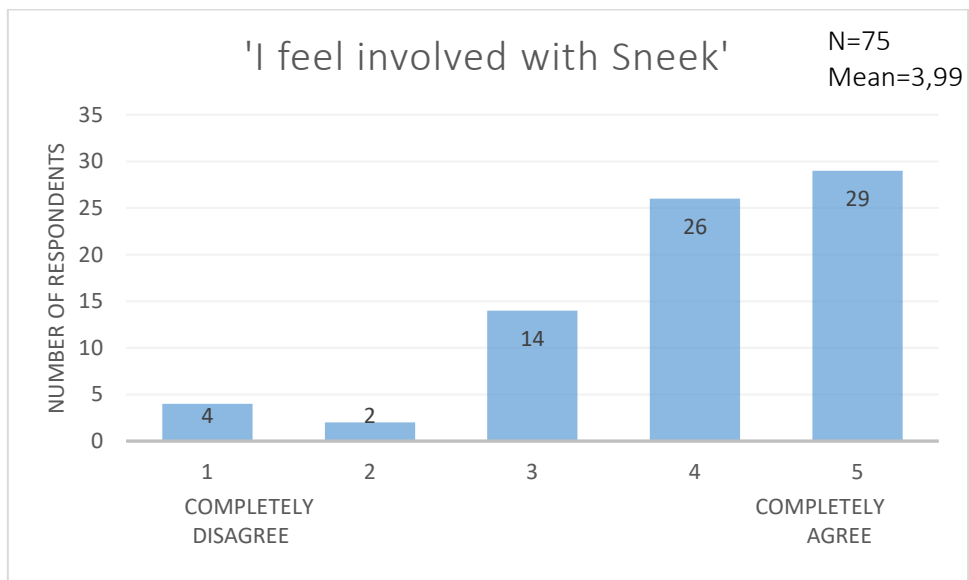


Figure 18: Bar chart of the statement 'I feel involved with Sneek.'