



Open Studios Network

Market Research

Artist Survey Report

Completed by Cultural Intelligence Ltd
On behalf of Commissions East

November 2002

eastengland|arts

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1 Introduction

The Open Studios Network Group comprises of 7 Open Studio schemes in the East of England. Commissions East is supporting this group in the development of marketing practice and joint marketing initiatives.

Cultural Intelligence was appointed to conduct market research in order to inform this work. To this end, the research brief sought consideration of the following:

Visitors to Open Studios – who are they, where do they come from? How often do they visit Open Studios and how many? Why do they visit and how much do they spend on purchases? How do they hear about Open Studios?

Open Studios artists – Where and in what type of space do they host their event? What stage are they at in their career? Why do they participate and are their expectations fulfilled? How much do they sell and how do they promote their event?

Open Studios Scheme organisers – how do they market their schemes and support their artists? What opportunities are there for collaborative marketing between the schemes?

The brief also required a database of visitors who attended Open Studios for future direct mailing campaigns.

Cultural Intelligence proposed a mix of qualitative and quantitative research methodologies including postal surveys, a workshop and data mapping.

We presented and explained our approach to the Steering Group and provided the scheme organisers with guidelines on how they could best support the research.

Visitor data collection took place during the opening period of each Open Studios scheme. Generally, each scheme ran over one month between May and October 2002.

Artist data collection took place during a 2-week collection period at the end of each scheme. The workshop was conducted with scheme organisers after the last scheme had ended in October.

2 Methodology

The purpose of this section of the report is to present the findings of a survey of artists who participated in the 2002 Open Studios Network.

A postal response form was developed in consultation with the Steering Group to provide a comprehensive view of the impact of Open Studios on participating studios. The aim of this element of the research was to provide a fuller understanding of the value and importance of sales made through Open Studio schemes and to provide useful data to inform the marketing aspects of the main brief. A copy of the questionnaire is attached in APPENDIX 1.

Each of the seven participating Open Studio schemes supplied a database of their participating artists totalling 725. Questionnaires were mailed to every artist at the end of their scheme.

Respondents were invited to complete the questionnaire and return it to a Freepost address. 374 questionnaires were correctly completed and returned. They were entered into a prize draw and one winner was randomly selected and awarded £100 to spend on art materials.

Interpreting the data

Reading the tables

- Absolute means the number of responses to each value
- Analysis percent refers to the percentage response to each value as a total of all responses to include those who did not reply to the question
- Base refers to the total number of surveys in the analysis
- No reply refers to the number of respondents who did not answer the question

Statistical Reliability

The extent to which the findings can be accurately extrapolated to a wider population depend upon two key factors: effective sampling and the proportion of respondents that respond in a similar way. The approach to sampling on this project was strengthened by the high response rate (more than 50%). Respondents were however, self-selecting rather than random and it is important to remember this when considering the results.

There is a useful statistical rule for assessing the accuracy of findings for randomly sampled surveys. Accuracy depends upon the number of people responding to a question and the proportion that answer in the same way. For example, using the table below it is possible to see that for a sample of 1000, 25% giving the same response allows us to be 95% confident that the truth lies between plus or minus 2.5% i.e. between 22.5% and 27.5%. This is known as the 95% confidence rule.

Response frequency	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Sample size					
100	5.9%	7.8%	9.0%	9.6%	9.8%
250	3.7%	5.0%	5.7%	6.1%	6.2%
500	2.6%	3.5%	4.0%	4.2%	4.4%
1000	1.9%	2.5%	2.8%	3.0%	3.1%
2000	1.3%	1.80%	1.4%	1.4%	1.5%

3 Key Facts

- As a percentage of the total number of artists participating in each Open Studios scheme, 5 out of the seven schemes achieved over a 50% response rate
- 37% of the respondents host their event in a village
- 70% of the respondents hosted their event on their home premises
- 21% of respondents estimated that between 101 and 200 visitors attended their studio but nearly 30% had less than 40 visitors
- The total estimated number of visits to the Open Studios network is 91,387
- Based on the number of studios that respondents said they visit in the visitor survey, the number of visits represents an estimated 31,689 visitors to the network
- The total estimated value of artworks sold or commissioned is £593,66
- 8.6% of the respondents reported no sales
- 34% of the respondents estimate that they earn less than £1000 a year from sales of their artwork
- The total annual income from the sales of artwork of all participating artists in the network is estimated at £2,489,685
- Participating artists, therefore, derived an estimated 28% of their annual income from sales of their artwork at Open Studios 2002
- The total estimated number of pieces of artwork sold by all participating artists is 7,695
- 11% of the respondents reported that Open Studios is the only sales channel through which they sell their artwork
- 93% of the respondents agreed that they participated to show work to new audiences. 85% agreed that they participate in Open Studios to make sales and make direct contact with potential customers
- 56% of the respondents are professional artists or makers and of these, three quarters of them are in their mid or mid-late career

4 The findings

4.1 Who responded

374 questionnaires were correctly completed and returned (52% response rate) from the Open Studios schemes as detailed below:

Absolute Analysis % Respondents	
Base	374 100.0%
Missing	
No reply	- -
Which Open Studios Scheme was the artist p...	
Norfolk	108 28.9%
Suffolk	59 15.8%
Leigh Art Trail	13 3.5%
Cambridge	114 30.5%
Herts	51 13.6%
Beds	22 5.9%
Colchester/Tendring	7 1.9%

The number of artists who responded from each Scheme

The response from artists as a percentage of the total number of artists participating in each Open Studios scheme is detailed below:

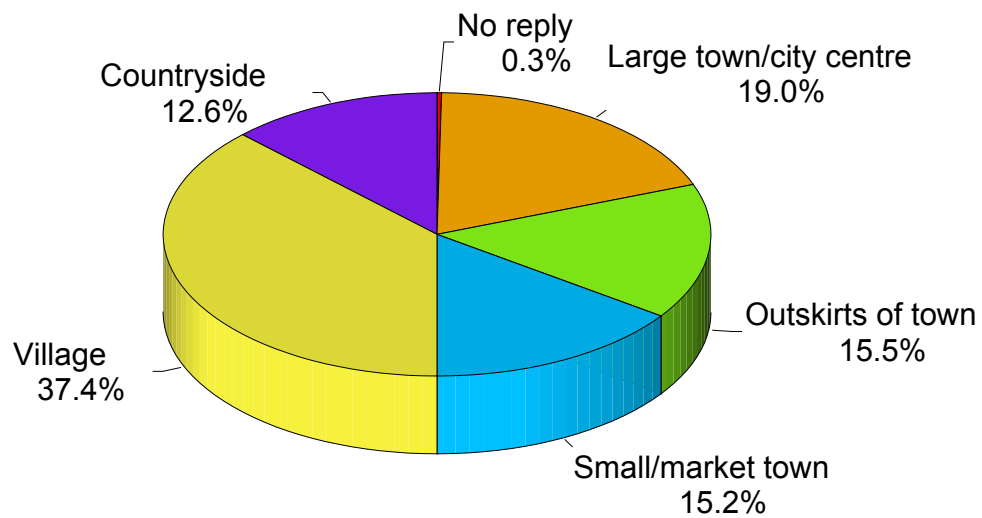
Open Studios Scheme	No. of artists	% response rate
Norfolk Open Studios:	210	51%
Suffolk Open Studios	107	55%
Cambridge Open Studios	220	52%
Leigh Art Trail	32	41%
Hertfordshire Open Studios	87	59%
Bedfordshire Open Studios	32	69%
Colchester/Tendring Open Studios	37	19%
TOTAL:	725 artist surveys	Overall response rate 52%

Percentage response rate from each Scheme

The number of respondents who had participated in Open Studios before this year was 267 (71.4%) and the number who participated for the first time was 107 (28.6%).

4.2 Location and space type of artist's event

Location of artists' event



Absolute Analysis % Respondents	
	Base 374 100.0%
	No reply - -
In what type of space did you host your ev...	
On my home premises	261 69.8%
In my own studio (away from home)	38 10.2%
In a shared studio (away from home)	30 8.0%
In my own studio in a building where other artists have studios	16 4.3%
In an art gallery	5 1.3%
In a retail outlet eg. cafe etc.	7 1.9%
In public gardens	- -
Other	17 4.5%

The type of space in which artists hosted their event

- Over a third of the respondents hosted their event in villages
- 70% of the respondents hosted their event on their home premises

4.3 Number of visitors

Absolute Analysis % Respondents		
	Base	374 100.0%
Missing		
	No reply	4 1.1%
How many visitors would you estimate atten...		
	1-10	21 5.6%
	11-20	35 9.4%
	21-40	52 13.9%
	41-60	46 12.3%
	61-100	58 15.5%
	101-200	80 21.4%
	201-300	36 9.6%
	301-400	18 4.8%
	401-500	10 2.7%
	Over 500	14 3.7%

Estimated number of visitors

- 21% of respondents estimated that between 101 and 200 visitors attended their studio
- 30% estimated that under 20 visitors attended their studio
- When this data is cross analysed with the location of the artist's event, the difference between the number of visitors to large town events compared to those in the countryside is quite marked. Only 7% of respondents in large towns reported less than 40 visitors compared to 62% in the countryside

- The total estimated number of visits reported by the respondents is 46,650. When this figure is grossed up to reflect the total number of participating artists (725), the total estimated number of visits to the Open Studios Network is 91,387.¹
- Note that these figures represent the number of visits rather than visitors as several visitors will have visited more than 1 studio
- The estimated number of visits to each Open Studios scheme is shown in the table below:

Open Studios Scheme	Estimated no. of visits	Grossed estimated total no. of visits
Norfolk Open Studios:	9,508	18,483
Suffolk Open Studios	3,002	5,539
Cambridge Open Studios	22,356	43,907
Leigh Art Trail	4,611	11,343
Hertfordshire Open Studios	4,655	7,941
Bedfordshire Open Studios	2,188	3,181
Colchester/Tendring Open Studios	328	1,734
TOTAL:	46,648	92,128

Estimated number of visits broken down by each scheme

- Where the response rate from artists within a scheme was low, the degree of accuracy in reaching an estimated number of visits is less
- Proportionate double counting has been allowed for in the above figures

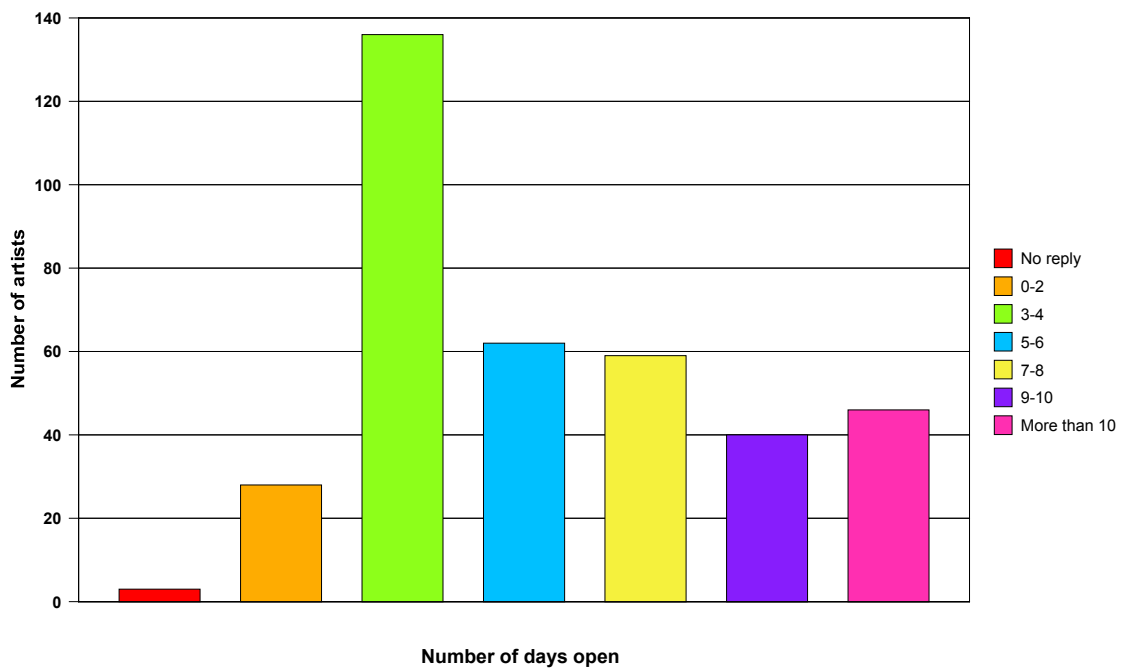
4.4 Time commitment

Artists were asked how many days they were open during their Open Studios scheme and what period of their opening days they were present.

¹ The following calculations have been used to arrive at this estimate:

For each visitor number category, the median has been selected from the range and multiplied by the number of artists who selected that category. For example, in the table above 5 has been taken as the median in the 1-10 visitor number range and multiplied by 21. $5 \times 21 = 105$. The number of visitors reported for each category has then been totalled: 48,630. In the 'over 500' visitor range, 550 has been used as a conservative average figure.

To allow for double counting of visitors who attended studios where artists share we cross analysed those artists who reported that they share a studio with the number of visitors they reported. The total number of visitors reported from this category of artists was 3,300. We have made an assumption that an average of 2.5 artists share a studio and hence divided the number of visitors by 2.5 to arrive at a more realistic figure of 1,320 visitors. The balance of 1,980 visitors, therefore was deducted from 48,630 to reach an estimated number of 46,650.



Number of artists that were open for a number of days during their scheme (to the nearest day)

Absolute Analysis % Respondents	
Base	374 100.0%
Missing	
No reply	5 1.3%
For what period were you present during yo...	
All the time	320 85.6%
75% of the time	24 6.4%
50% of the time	12 3.2%
25% of the time	6 1.6%
Less than 25% of the time	7 1.9%

Period artists were present during their opening days

- 136 artists (36%) reported that they were open between 3 and 4 days during their scheme

- All of the schemes were open in total for 8 days except Suffolk which was open for 10 days and Norfolk which was open from May 11th to June 4th.
- When Norfolk is taken out of the analysis, the percentage of artists who were open between 3-4 days increases to 47%. Almost half of the participating artists (except Norfolk), therefore, are open for almost half of the total days of their scheme.
- Analysis of the Norfolk scheme only shows that 33 artists (31%) opened for 10 days or more
- Over 85% of the respondents reported that they were present during the whole period of their opening days

4.5 Artist sales

Respondents were asked to give the total estimated value of their sales and commissions from Open Studios, their total estimated annual income from sales of their artwork and the number of pieces of artwork they sold or had commissioned during their event.

Absolute Analysis % Respondents	
Base	374 100.0%
Missing	
No reply	13 3.5%
What was the total value of your sales/com...	
0	32 8.6%
Less than £50	21 5.6%
£51-£100	21 5.6%
£101-£300	70 18.7%
£301-£500	59 15.8%
£501-£1000	66 17.6%
£1001-£2000	57 15.2%
£2001-£3000	17 4.5%
£3001-£4000	6 1.6%
Over £4000	12 3.2%

Total value of sales and commissions from artists' Open Studios

- The total estimated value of art work sold and commissioned by respondents is £292,200
- When this figure is grossed up to reflect all of the artists participating in the network, the total estimated value is £593,166²
- 13 respondents (3.5%) did not answer this question.

² This figure has been calculated as follows:

The median figure for each price range has been taken and multiplied by the number of artists who have reported sales in that category e.g. in the £51 - £100 price range, 75 is the median and is multiplied by 21 which = £1,575. The figures for each price range are then totalled.

In the 'less than £50' range a figure of £25 has been used and in the 'over £4000' range, a conservative figure of £4,500 has been used

8.6% of artists reported no sales and therefore in grossing up, 8.6% has been deducted from the total number of artists to equal 668 artists

Absolute Analysis % Respondents	
Base	374 100.0%
Missing	
No reply	29 7.8%
What is your total estimated annual income...	
0-£1000	127 34.0%
£1001-£2000	73 19.5%
£2001-£3000	44 11.8%
£3001-£5000	48 12.8%
£5001-£7000	10 2.7%
£7001-£9000	10 2.7%
£9001-£11,000	7 1.9%
£11,001-£15,000	7 1.9%
£15,001-£20,000	8 2.1%
£21,000-£25,000	7 1.9%
Over £25,000	4 1.1%

Respondents estimated total income from sales of their artwork

- A third of the respondents estimated that they earn less than a thousand pounds a year from sales of their artwork
- Only 5% estimated that they earn over £15,000 a year
- The total annual estimated income from sale of artwork of respondents is £1,185,000 ³
- The grossed up figure to reflect all participating artists in the network is £2,489,685

³ Once again, the median for each income bracket has been taken to reach this total and in the 'over £25,000' income bracket, £27,000 is the figure used

- Participating artists, therefore, derived an estimated 28% of their annual income from sales of their artwork at Open Studios 2002.

Price range	Number of pieces sold	Percentage
None	23	.6
Under £100	2,745	72.3
£101-£250	637	16.8
£251-£500	330	.9
£501-£1000	43	1.1
£1001-£2000	15	.3
£2001-£3000	1	.03
Over £3,000	3	.08
TOTAL:	3,774 (Total 3,797 – 23 artists who reported 'none')	99.91%
Base: 355 No replies: 19		

Estimated number of pieces of artwork sold within different price ranges

- An estimated total of 3,774 pieces of artwork were sold by the respondents
- Grossed up to reflect the total number of artists participating, the total estimated number of artwork sold is 7,695
- 23 respondents reported that they didn't sell anything
- Almost three quarters of the artwork sold was in the 'under £100' price range

4.6 Sales channels

Respondents were asked through which other sales channels apart from Open Studios they have sold their art works in the last 12 months

Absolute Analysis % Respondents	
Base	374 100.0%
Missing	
No reply	14 3.7%
Through which other channels apart from Op...	
Exhibitions	226 60.4%
Art galleries (print bin and permanent stock)	157 42.0%
Website	26 7.0%
Private commissions	176 47.1%
Shops, cafes etc.	47 12.6%
From my studio	163 43.6%
None	43 11.5%
Other	39 10.4%

Sales channels

- Almost two thirds of the respondents reported that they sell their work through exhibitions
- Almost half of the respondents reported that they sell their work through private commissions and/or art galleries and/or their studio
- 11% of the respondents reported that they don't sell their work through any other channels apart from Open Studios.

4.7 Motivation and fulfilment

Respondents were asked why they participate in Open Studios by stating to what extent they agreed with a range of statements

Absolute Analysis % Respondents	Base	Missing	Grid Table				
		No reply	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Base	3740	261 7.0%	148 4.0%	215 5.7%	571 15.3%	1445 38.6%	1100 29.4%
To have fun	374	30 8.0%	27 7.2%	42 11.2%	118 31.6%	127 34.0%	30 8.0%
To share my interest with friends and neighbours	374	26 7.0%	10 2.7%	33 8.8%	76 20.3%	177 47.3%	52 13.9%
To make sales	374	14 3.7%	9 2.4%	6 1.6%	28 7.5%	168 44.9%	149 39.8%
To expand my business	374	33 8.8%	15 4.0%	20 5.3%	51 13.6%	133 35.6%	122 32.6%
To show my work to new audiences	374	16 4.3%	5 1.3%	- -	5 1.3%	140 37.4%	208 55.6%
To motivate me to produce new work	374	26 7.0%	21 5.6%	29 7.8%	73 19.5%	122 32.6%	103 27.5%
To test response to new work	374	25 6.7%	13 3.5%	20 5.3%	58 15.5%	157 42.0%	101 27.0%
To make direct contact with potential customers	374	26 7.0%	9 2.4%	2 0.5%	24 6.4%	163 43.6%	150 40.1%
To make commission free sales	374	28 7.5%	17 4.5%	27 7.2%	62 16.6%	143 38.2%	97 25.9%
As an accessible way to start exhibiting my work	374	37 9.9%	22 5.9%	36 9.6%	76 20.3%	115 30.7%	88 23.5%

Reasons for participating in Open Studios

- 93% agreed that they participated to show work to new audiences
- Around 85% agreed that they participated to make sales and make direct contact with potential customers
- 18% did not agree that they participated to have fun

From the above statements, where respondents either 'strongly agreed or agreed', they were asked to indicate to what extent these aspirations were fulfilled.

Absolute Analysis % Respondents	Base	Missing	Grid Table				
		No reply	Unfulfilled 1	2	3	4	Fulfilled 5
Base	3740	865 23.1%	209 5.6%	305 8.2%	708 18.9%	880 23.5%	773 20.7%
To have fun	374	136 36.4%	12 3.2%	20 5.3%	75 20.1%	77 20.6%	54 14.4%
To share my interest with friends and neighbours	374	102 27.3%	7 1.9%	31 8.3%	68 18.2%	94 25.1%	72 19.3%
To make sales	374	41 11.0%	42 11.2%	42 11.2%	81 21.7%	97 25.9%	71 19.0%
To expand my business	374	96 25.7%	34 9.1%	39 10.4%	87 23.3%	72 19.3%	46 12.3%
To show my work to new audiences	374	29 7.8%	14 3.7%	33 8.8%	73 19.5%	121 32.4%	104 27.8%
To motivate me to produce new work	374	104 27.8%	13 3.5%	18 4.8%	59 15.8%	88 23.5%	92 24.6%
To test response to new work	374	79 21.1%	18 4.8%	22 5.9%	76 20.3%	91 24.3%	88 23.5%
To make direct contact with potential customers	374	60 16.0%	14 3.7%	43 11.5%	68 18.2%	100 26.7%	89 23.8%
To make commission free sales	374	91 24.3%	37 9.9%	33 8.8%	64 17.1%	74 19.8%	75 20.1%
As an accessible way to start exhibiting my work	374	127 34.0%	18 4.8%	24 6.4%	57 15.2%	66 17.6%	82 21.9%

Extent to which aspirations were fulfilled

- On average, almost a quarter of the respondents did not reply to the statements
- For 57% of the respondents who replied to this question, expectations in general were met
- 45% of the respondents whose motivation was to make sales scored 4 and 5, however, 22% scored only 1 and 2
- 60% of the respondents whose motivation was to show work to new audiences scored 4 and 5.

4.8 Event publicity

Respondents were asked how they publicised their own event

Had work in East Open Kings Lynn Babylon Gallery, Ely and Haddenham Gallery
 As an experiment this year I did no other publicity except entry in guide.
 My conclusion was that I needed to do more as sales were down this year
 Arranged a friend to serve excellent cream teas as added incentive - but sold cheaply - a great success - people came back
 Advertised at other events

4.9 Career status

Respondents were asked whether they were professional artists or makers. If they reported that 'artist' or 'maker' is their main occupation, they were asked what stage they were at in their career

Absolute Analysis % Respondents	
Base	374 100.0%
Missing	
No reply	9 2.4%
Do you consider yourself to be: TICK ONE	
Professional artist or maker	209 55.9%
Semi-professional artist or maker	126 33.7%
Hobby artist or maker	30 8.0%

Absolute Analysis % Respondents	
Base	374 100.0%
Missing	
No reply	64 17.1%
If 'artist' or 'maker' is your main occupa...	
Student	11 2.9%
Recently graduated (within last 3 years)	28 7.5%
Mid career	145 38.8%
Mid-late career	126 33.7%

Career status

- 56% of the respondents said that they were a professional artist or maker
- Of those, three quarters are in their mid or mid-late career

4.10 Prize draw

Respondents were offered the opportunity to enter a prize draw to win £100 worth of art materials. 88% of them provided their contact details.

Appendix 1. Artist Survey

OPEN STUDIOS REGIONAL ARTISTS SURVEY 2002

WIN £100 worth of art materials!

The Open Studios Network Group is undertaking the first ever regionwide survey of Open Studios artists in the East of England. Open Studios has grown enormously in recent years and this survey, funded by Commissions East and East England Arts, aims to understand the economic and development impact of Open Studios on participating artists.

As a participant in Cambridge Open Studios, would you please spare just a couple of minutes of your time to complete this survey. Your feedback is very important and will be treated with ANONOMITY. All fully completed surveys will be entered into a prize draw and the winner will receive £100 worth of art materials.

We abide by the Market Research Society's code of conduct and your response will be treated in strict CONFIDENCE. Please return your survey in the FREEPOST envelope provided by Friday 16th August 2002.

Which Open Studios Scheme was the artist participating in?

- Norfolk..... 1
 Suffolk..... 2
 Leigh Art Trail..... 3
 Cambridge..... 4
 Herts..... 5
 Beds..... 6
 Colchester/Tendring..... 7

Q1 Have you participated in Open Studios before this year?

- Yes..... 1
 No..... 2

Q2 Where was the location of your event?
TICK ONE

- Large town/city centre..... 1
 Outskirts of town..... 2
 Small/market town..... 3
 Village..... 4
 Countryside..... 5

Q3 In what type of space did you host your event?
TICK ONE

- On my home premises..... 1
 In my own studio (away from home)..... 2
 In a shared studio (away from home)..... 3
 In my own studio in a building where other artists have studios..... 4
 In an art gallery..... 5
 In a retail outlet eg. cafe etc..... 6
 In public gardens..... 7
 Other..... 8

Q4	How many visitors would you estimate attended your studio during the scheme? TICK ONE	1-10 <input type="checkbox"/> 01 11-20 <input type="checkbox"/> 02 21-40 <input type="checkbox"/> 03 41-60 <input type="checkbox"/> 04 61-100 <input type="checkbox"/> 05 101-200 <input type="checkbox"/> 06 201-300 <input type="checkbox"/> 07 301-400 <input type="checkbox"/> 08 401-500 <input type="checkbox"/> 09 Over 500 <input type="checkbox"/> 10
Q5	How many days were you open (to the nearest day?) TICK ONE	0-2 <input type="checkbox"/> 1 3-4 <input type="checkbox"/> 2 5-6 <input type="checkbox"/> 3 7-8 <input type="checkbox"/> 4 9-10 <input type="checkbox"/> 5 More than 10 <input type="checkbox"/> 6
Q6	For what period were you present during your opening days? TICK ONE THAT MOST APPLIES	All the time <input type="checkbox"/> 1 75% of the time <input type="checkbox"/> 2 50% of the time <input type="checkbox"/> 3 25% of the time <input type="checkbox"/> 4 Less than 25% of the time <input type="checkbox"/> 5
Q7	What was the total value of your sales/commissions from Open Studios? TICK ONE	0 <input type="checkbox"/> 01 Less than £50 <input type="checkbox"/> 02 £51-£100 <input type="checkbox"/> 03 £101-£300 <input type="checkbox"/> 04 £301-£500 <input type="checkbox"/> 05 £501-£1000 <input type="checkbox"/> 06 £1001-£2000 <input type="checkbox"/> 07 £2001-£3000 <input type="checkbox"/> 08 £3001-£4000 <input type="checkbox"/> 09 Over £4000 <input type="checkbox"/> 10
Q8	Approximately how many pieces of artwork did you sell or have commissioned in the following price ranges?	None... _____ 1 Under £100 _____ 1 £101-£250 _____ 1 £251-£500 _____ 1 £501-£1000 _____ 1 £1001-£2000 _____ 1 £2001-£3000 _____ 1 Over £3000 _____ 1

Q9 What is your total estimated annual income from sales of artwork?
TICK ONE

0-£1000..... 01
 £1001-£2000..... 02
 £2001-£3000..... 03
 £3001-£5000..... 04
 £5001-£7000..... 05
 £7001-£9000..... 06
 £9001-£11,000..... 07
 £11,001-£15,000..... 08
 £15,001-£20,000..... 09
 £21,000-£25,000..... 10
 Over £25,000..... 11

Q10 Through which other channels apart from Open Studios have you sold work in the last 12 months?
TICK ALL THAT APPLY

Exhibitions..... 1
 Art galleries (print bin and permanent stock) ... 2
 Website..... 3
 Private commissions 4
 Shops, cafes etc..... 5
 From my studio..... 6
 None..... 7
 Other..... 8

Q11 Why do you participate in Open Studios? Tick to what extent you agree with the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
To have fun	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To share my interest with friends and neighbours	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To make sales	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To expand my business	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To show my work to new audiences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To motivate me to produce new work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To test response to new work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To make direct contact with potential customers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To make commission free sales	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
As an accessible way to start exhibiting my work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q12 From the statements above, where you either 'strongly agree' or 'agree', indicate to what extent these aspirations were fulfilled. 1 is least fulfilled and 5 is most fulfilled.

	Unfulfilled 1	2	3	4	Fulfilled 5
To have fun	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To share my interest with friends and neighbours	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To make sales	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To expand my business	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To show my work to new audiences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To motivate me to produce new work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To test response to new work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To make direct contact with potential customers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
To make commission free sales	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
As an accessible way to start exhibiting my work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q13 What did you do as an individual participant to publicise your own event?
TICK ALL THAT APPLY

- Showed work in taster exhibition..... 1
- Put up posters in the vicinity 2
- Distributed leaflets and/or guides in the vicinity 3
- Sent to my mailing list 4
- Advertised in publication(s) 5
- Organised a private viewing..... 6
- Distributed press releases..... 7
- Other 8

Other description:

Q14 Do you consider yourself to be:
TICK ONE

- Professional artist or maker 1
- Semi-professional artist or maker 2
- Hobby artist or maker..... 3

Q15 If 'artist' or 'maker' is your main occupation, at what stage are you in your career?
TICK ONE

- Student..... 1
- Recently graduated (within last 3 years) 2
- Mid career 3
- Mid-late career 4

Q16 If you wish to enter the prize draw to win £100 worth of art materials, please provide your details below:

Name.....	<input type="text"/>	1
Tel no	<input type="text"/>	1
Email	<input type="text"/>	1

The draw will take place in November 2002 and the winner will be notified by November 30th 2002 and will receive a cheque for £100 to spend on art materials of his/her choice

Thank you very much for your help with this survey - please return by 16th August 02