



Open Studios Network

Market Research

Bedfordshire Visitor Survey Report

Completed by Cultural Intelligence Ltd
on behalf of Commissions East

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eastengland|arts

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1 Introduction and methodology

This is a report on research conducted with visitors to Bedfordshire Open Studios. This research was undertaken as part of a wider regional research project which is described below.

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

Cultural Intelligence was appointed to conduct market research in order to inform this work. The research project included a survey of visitors to the schemes, a survey of artists participating in the schemes and a workshop with the scheme organisers.

All studios/outlets participating in Bedfordshire Open Studios were invited to distribute the survey forms. An appropriate number of survey forms and instructions for distribution were sent to the scheme organiser for distribution to the participating artists.

Response was maximised through the use of a 'freepost' address and by offering respondents an opportunity to enter a prize draw. This also helped maximise the number of names and addresses that can be added to the mailing list. In total 1,591 surveys were completed and returned exceeding the target response of 1,200. They were entered in to the prize draw and one winner was randomly selected and awarded a voucher for artwork to the value of £300 to be selected from next year's Open Studios.

Respondents who said they picked up their questionnaire Bedfordshire Open Studios returned 118 completed surveys

2 Findings

2.1 Who responded

118 visitor surveys were completed and returned from Bedfordshire Open Studios

- A total of 236 visitors were represented by the respondents i.e. an average of 2 people per visiting party

2.2 Open Studios visits in general

The following tables refer to questions which have been selected from the regional visitor survey subject to relevance and local variation. It is recommended that this report is read in conjunction with the regional survey report.

Reading the tables

- The questions are highlighted above each table.
- In the left hand column, 'valid' refers to valid responses and 'missing/system' refers to the number of people who did not reply to the question.
- Also listed in the left-hand column is the range of responses (values) to the question. Only values which received a positive response are included in the table.
- Frequency means the number of responses to each value.
- The percent column refers to the percentage response to each value as a total of all responses including those who did not reply to the question.
- Valid percent refers to only those responses which referred to a value (i.e. excluding no replies).

Before this year have you attended any Open Studios anywhere?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	44.9	45.7	45.7
	No	57	48.3	49.1	94.8
	Not sure	6	5.1	5.2	100.0
	Total	116	98.3	100.0	
Missing	System	2	1.7		
Total		118	100.0		

Approximately how many individual Open Studio venues do you expect to visit this year in the area where you received this questionnaire?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	39	33.1	33.9	33.9
	2	24	20.3	20.9	54.8
	3	21	17.8	18.3	73.0
	4	9	7.6	7.8	80.9
	5 or more	22	18.6	19.1	100.0
	Total	115	97.5	100.0	
Missing	System	3	2.5		
Total		118	100.0		

How many outings will this mean for you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	30.5	32.4	32.4
	2	43	36.4	38.7	71.2
	3	16	13.6	14.4	85.6
	4	5	4.2	4.5	90.1
	5 or more	11	9.3	9.9	100.0
	Total	111	94.1	100.0	
Missing	System	7	5.9		
Total		118	100.0		

- Only 46% of the respondents had visited Open Studios before this year. The proportion who had visited before is much lower than the regional average which was 70%
- 33% of the respondents visited only one studio. This compares to a regional average of 13%

2.3 Visit specific to Bedfordshire Open Studios

What months of the year would you prefer to visit Open Studios in your area?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Feb	1	.8	.8	.8
Mar	1	.8	.8	1.7
Apr	2	1.7	1.7	3.4
May	6	5.1	5.1	8.5
Jun	4	3.4	3.4	11.9
Jul	9	7.6	7.6	19.5
Aug	5	4.2	4.2	23.7
Sep	18	15.3	15.3	39.0
Oct	2	1.7	1.7	40.7
Nov	1	.8	.8	41.5
Dec	1	.8	.8	42.4
No Preference	68	57.6	57.6	100.0
Total	118	100.0	100.0	

- A significant majority of respondents said they had no preference over which month of the year they would prefer to visit Open Studios.

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What do you particularly like about visiting Open Studios?

Respondents were asked to tick as many 'particularly like' that apply and then one 'like best'

	Particularly like		Like Best	
	Count	%	Count	%
Seeing art in Artist's workplace	64	14.3%	26	18.1%
Seeing an Artist that I (or one of my party) know	46	10.3%	20	13.9%
Meeting the Artist	74	16.5%	19	13.2%
Seeing specific kind of work	47	10.5%	17	11.8%
Finding an Artist from whom to buy work	42	9.4%	13	9.0%
Seeing Art in an informal setting	62	13.8%	9	6.3%
Seeing the work of Artists who work in my neighbourhood	63	14.1%	24	16.7%
Taking the family for a day out	13	2.9%	3	2.1%
The relevance of my studies	20	4.5%	4	2.8%
The relevance to my professional interest	17	3.8%	9	6.3%
Total	448	100%	144	100%

- 'Seeing art in an artist's workplace' and 'Meeting the Artist' were the most frequently mentioned as 'particularly like'

- When asked to say what they liked best, the highest scores were 'Seeing art in artist's workplace'. Seeing the work of Artists who work in my neighbourhood' was also important'

Which best describes your circumstances at the time of your visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I live in the area	96	81.4	81.4	81.4
	Staying with Friends	5	4.2	4.2	85.6
	Making a day visit to the area	12	10.2	10.2	95.8
	On a short break (up to 3 days)	1	.8	.8	96.6
	On holiday (more than 3 days)	2	1.7	1.7	98.3
	On a business/work-related trip	1	.8	.8	99.2
	Other	1	.8	.8	100.0
	Total	118	100.0	100.0	

Did you visit any other Open Studios on the same day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	28.0	28.2	28.2
	No	84	71.2	71.8	100.0
	Total	117	99.2	100.0	
Missing	System	1	.8		
Total		118	100.0		

If so, how many?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	5.1	19.4	19.4
	2	10	8.5	32.3	51.6
	3	6	5.1	19.4	71.0
	4	5	4.2	16.1	87.1
	5	3	2.5	9.7	96.8
	6	1	.8	3.2	100.0
	Total	31	26.3	100.0	
Missing	System	87	73.7		
Total		118	100.0		

- 81% of the respondents live in the area. Bedfordshire had a slightly higher than average proportion of visitors who were on a day trip to the area (10% rather than 7%)

- 71% of the respondents did not visit any other studios on the same day
- For those that did, they tended to visit one or two other studios

Approximately what distance did you travel to get to the studio furthest from your home (or where you were staying)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-3 miles	44	37.3	37.3	37.3
4-10 miles	32	27.1	27.1	64.4
11-20 miles	29	24.6	24.6	89.0
21-50 miles	10	8.5	8.5	97.5
More than 50 miles	3	2.5	2.5	100.0
Total	118	100.0	100.0	

- 65% of the respondents travelled 10 miles or less to the studio furthest from their home, however, 23% travelled between 11 and 20 miles which is higher than the regional survey at 14%

2.4 Awareness

Respondents were asked to what extent they were aware of neighbouring Open Studio schemes in the network

Cambridgeshire Open Studios

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never heard of it	61	51.7	70.1	70.1
Have heard about but never attended	15	12.7	17.2	87.4
Have visited at least once in previous years	7	5.9	8.0	95.4
Visited or plan to visit this year	4	3.4	4.6	100.0
Total	87	73.7	100.0	
Missing System	31	26.3		
Total	118	100.0		

Hertfordshire Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	63	53.4	70.0	70.0
	Have heard about but never attended	16	13.6	17.8	87.8
	Have visited at least once in previous years	7	5.9	7.8	95.6
	Visited or plan to visit this year	4	3.4	4.4	100.0
	Total	90	76.3	100.0	
Missing	System	28	23.7		
Total		118	100.0		

- The degree of awareness of neighbouring schemes is relatively high

2.5 Buying art work

Did you or do you hope to buy or commission artwork from any of the Studios you are visiting this year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	59	50.0	52.2	52.2
	No	54	45.8	47.8	100.0
	Total	113	95.8	100.0	
Missing	System	5	4.2		
Total		118	100.0		

What was the approximate value of your purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £50	27	22.9	50.9	50.9
	£51-100	12	10.2	22.6	73.6
	£101-300	8	6.8	15.1	88.7
	£301-500	3	2.5	5.7	94.3
	£501-1000	3	2.5	5.7	100.0
	Total	53	44.9	100.0	
Missing	System	65	55.1		
Total		118	100.0		

- 50% of the respondents bought or hoped to buy/commission artwork from participating artists which is close to the regional average at 50%

2.6 Promotion

How did you first hear about the Open Studios?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Just passing and saw a poster	13	11.0	11.6	11.6
	Saw an advert	2	1.7	1.8	13.4
	Saw or heard and article in the media	5	4.2	4.5	17.9
	Received something in the post	21	17.8	18.8	36.6
	Word of mouth	43	36.4	38.4	75.0
	Picked up a leaflet/guide	28	23.7	25.0	100.0
	Total	112	94.9	100.0	
Missing	System	6	5.1		
Total		118	100.0		

- 38% first heard about Open Studios through 'word of mouth' which is marginally higher than the regional survey at 35%
- 19% received something in the post compared to 10% in the regional survey

2.7 About the visiting party

How many people were in your party?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	31.4	31.4	31.4
	2	64	54.2	54.2	85.6
	3-4	15	12.7	12.7	98.3
	5-6	2	1.7	1.7	100.0
	Total	118	100.0	100.0	

How many people in your party (including yourself) fell into each of these age groups?

Age & Gender	Frequency	Percentage
Under 16 Male (M)	3	1.3%
Under 16 Female (F)	4	1.7%
17-24 M	3	1.3%
17-24 F	5	2.1%
25-34 M	10	4.2%
25-34 F	20	8.5%
35-44 M	9	3.8%
35-44 F	25	10.6%
45-54 M	13	5.5%
45-54 F	25	10.6%
55-64 M	27	11.4%
55-64 F	62	26.3%
65+ M	10	4.2%
65+ F	20	8.5%
	236	100%

Number of visitors in age and gender categories

Gender	Frequency	%
Males	75	31.8%
Females	161	68.2%
Total	236	100%

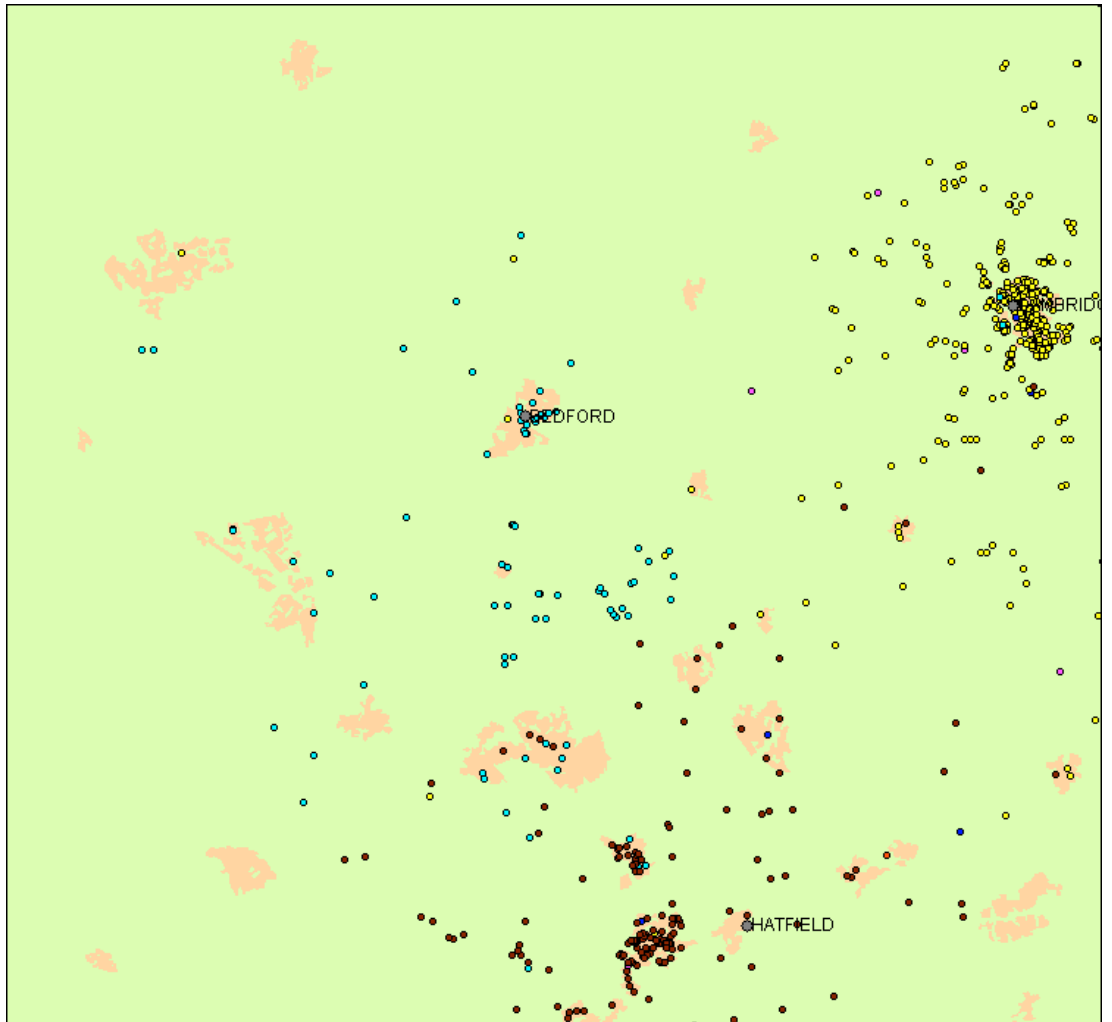
Number of visitors in gender categories

Age	Frequency	%
U16	7	3.0%
17-24	8	3.4%
25-34	30	12.7%
35-44	34	14.4%
45-54	38	16.1%
55-64	89	37.7%
65+	30	12.7%
	236	100.0%

Number of visitors in age categories

- 31% of the respondents visited alone (regional average of 22%)
- The mix of genders reflected the regional norm

3 Where respondents live



The postcodes provided by the respondents in the regional survey have been plotted on a larger map to show where they live.

The map above shows your local area and where your respondents came from. It shows, as does, the regional survey that the respondents live in the locality and do not tend to venture out to other schemes in the region.

Points for reflection

- The low proportion of visitors that visit more than one studio in a day suggests that effort should be directed at encouraging the studio 'trail' concept
- The relatively high awareness of other schemes suggests that collaboration may be an effective strategy.

In order to fully understand and interpret the findings of this local report, it must be read in conjunction with the regional findings.