



Open Studios Network

Market Research

Cambridge Visitor Survey Report

Completed by Cultural Intelligence Ltd
on behalf of Commissions East

November 2002

eastengland|arts

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1 Introduction and methodology

This is a report on research conducted with visitors to Cambridge 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.

150 studios/outlets participating in Cambridge 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 from Cambridge Open Studios returned 674 completed surveys

2 Findings

2.1 Who responded

674 visitor surveys were correctly completed and returned from Cambridge Open Studios

- A total of 1622 visitors were represented by the respondents i.e. an average of 2.4 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	523	77.6	78.1	78.1
	No	141	20.9	21.0	99.1
	Not sure	6	.9	.9	100.0
	Total	670	99.4	100.0	
Missing	System	4	.6		
Total		674	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	47	7.0	7.0	7.0
	2	58	8.6	8.7	15.7
	3	50	7.4	7.5	23.1
	4	72	10.7	10.7	33.9
	5 or more	443	65.7	66.1	100.0
	Total	670	99.4	100.0	
Missing	System	4	.6		
Total		674	100.0		

How many outings will this mean for you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	126	18.7	19.0	19.0
	2	222	32.9	33.5	52.5
	3	162	24.0	24.4	76.9
	4	74	11.0	11.2	88.1
	5 or more	79	11.7	11.9	100.0
	Total	663	98.4	100.0	
Missing	System	11	1.6		
Total		674	100.0		

- 78% of the respondents had visited Open Studios before this year and 22% were new. The number who had visited before is higher than the regional survey which was 70%
- Nearly 60% of visitors made 2 or 3 outings to visit Open Studios. The number of outings is roughly in line with the regional survey

2.3 Visit specific to Cambridge Open Studios

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jan	1	.1	.1	.1
	Feb	3	.4	.4	.6
	Mar	6	.9	.9	1.5
	Apr	9	1.3	1.3	2.8
	May	13	1.9	1.9	4.8
	Jun	66	9.8	9.9	14.6
	Jul	304	45.1	45.4	60.1
	Aug	23	3.4	3.4	63.5
	Sep	11	1.6	1.6	65.2
	Oct	7	1.0	1.0	66.2
	Nov	4	.6	.6	66.8
	Dec	1	.1	.1	67.0
	No Preference	221	32.8	33.0	100.0
	Total	669	99.3	100.0	
Missing	System	5	.7		
Total		674	100.0		

- Visitors to Cambridge Open Studios have a far greater preference for visiting in July than was apparent with visitors to other schemes

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	406	15.2%	193	26.4%
Seeing an Artist that I (or one of my party) know	268	10.0%	57	7.8%
Meeting the Artist	442	16.5%	98	13.4%
Seeing specific kind of work	353	13.2%	82	11.2%
Finding an Artist from whom to buy work	292	10.9%	81	11.1%
Seeing Art in an informal setting	347	13.0%	80	10.9%
Seeing the work of Artists who work in my neighbourhood	367	13.7%	98	13.4%
Taking the family for a day out	62	2.3%	14	1.9%

	Particularly like		Like Best	
	Count	%	Count	%
The relevance of my studies	55	2.1%	12	1.6%
The relevance to my professional interest	79	3.0%	17	2.3%
Total	2671	100%	732	100%

- 'Seeing art in an artist's workplace' Meeting the Artist' were the most frequently mentioned as 'particularly like'
- 'Seeing the work of artists who work in my neighbourhood' was mentioned noticeably less frequently by respondents from Cambridge than respondents from other schemes. However, 'Finding an Artist from whom to buy work' was mentioned more frequently.
- When asked to say what they liked best, the highest scores were 'seeing art in artist's workplace'

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I live in the area	589	87.4	87.4	87.4
	Staying with Friends	29	4.3	4.3	91.7
	Making a day visit to the area	35	5.2	5.2	96.9
	On a short break (up to 3 days)	4	.6	.6	97.5
	On holiday (more than 3 days)	3	.4	.4	97.9
	On a business/work-related trip	2	.3	.3	98.2
	Other	12	1.8	1.8	100.0
	Total	674	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	483	71.7	72.7	72.7
	No	181	26.9	27.3	100.0
	Total	664	98.5	100.0	
Missing	System	10	1.5		
	Total	674	100.0		

If so, how many?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	.3	.4	.4
	1	58	8.6	12.3	12.8
	2	68	10.1	14.5	27.2
	3	105	15.6	22.3	49.6
	4	83	12.3	17.7	67.2
	5	61	9.1	13.0	80.2
	6	46	6.8	9.8	90.0
	7	15	2.2	3.2	93.2
	8	14	2.1	3.0	96.2
	9	2	.3	.4	96.6
	10	8	1.2	1.7	98.3
	11	1	.1	.2	98.5
	12	4	.6	.9	99.4
	13	1	.1	.2	99.6
	15	1	.1	.2	99.8
	17	1	.1	.2	100.0
	Total	470	69.7	100.0	
Missing	System	204	30.3		
Total		674	100.0		

- 87% of the respondents live in the area. This is slightly above the regional average

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	211	31.3	31.4	31.4
	4-10 miles	211	31.3	31.4	62.8
	11-20 miles	158	23.4	23.5	86.3
	21-50 miles	72	10.7	10.7	97.0
	More than 50 miles	18	2.7	2.7	99.7
	Don't know	2	.3	.3	100.0
	Total	672	99.7	100.0	
Missing	System	2	.3		
Total		674	100.0		

- Respondents from Cambridge Open Studios tended to travel less far to visit studios

2.4 Awareness

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

Bedfordshire Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	504	74.8	87.3	87.3
	Have heard about but never attended	65	9.6	11.3	98.6
	Have visited at least once in previous years	7	1.0	1.2	99.8
	Visited or plan to visit this year	1	.1	.2	100.0
	Total	577	85.6	100.0	
Missing	System	97	14.4		
Total		674	100.0		

Cambridgeshire Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	17	2.5	2.9	2.9
	Have heard about but never attended	28	4.2	4.8	7.7
	Have visited at least once in previous years	146	21.7	24.8	32.5
	Visited or plan to visit this year	397	58.9	67.5	100.0
	Total	588	87.2	100.0	
Missing	System	86	12.8		
Total		674	100.0		

Norfolk Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	415	61.6	70.5	70.5
	Have heard about but never attended	135	20.0	22.9	93.4
	Have visited at least once in previous years	27	4.0	4.6	98.0
	Visited or plan to visit this year	12	1.8	2.0	100.0
	Total	589	87.4	100.0	
Missing	System	85	12.6		
Total		674	100.0		

Colchester & Tendring Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	537	79.7	92.9	92.9
	Have heard about but never attended	33	4.9	5.7	98.6
	Have visited at least once in previous years	5	.7	.9	99.5
	Visited or plan to visit this year	3	.4	.5	100.0
	Total	578	85.8	100.0	
Missing	System	96	14.2		
Total		674	100.0		

Hertfordshire Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	506	75.1	86.2	86.2
	Have heard about but never attended	57	8.5	9.7	95.9
	Have visited at least once in previous years	17	2.5	2.9	98.8
	Visited or plan to visit this year	7	1.0	1.2	100.0
	Total	587	87.1	100.0	
Missing	System	87	12.9		
Total		674	100.0		

Suffolk Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	429	63.6	71.7	71.7
	Have heard about but never attended	132	19.6	22.1	93.8
	Have visited at least once in previous years	29	4.3	4.8	98.7
	Visited or plan to visit this year	8	1.2	1.3	100.0
	Total	598	88.7	100.0	
Missing	System	76	11.3		
Total		674	100.0		

- The degree of awareness of the other schemes is low

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	370	54.9	57.1	57.1
	No	278	41.2	42.9	100.0
	Total	648	96.1	100.0	
Missing	System	26	3.9		
Total		674	100.0		

What was the approximate value of your purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £50	103	15.3	29.9	29.9
	£51-100	88	13.1	25.5	55.4
	£101-300	77	11.4	22.3	77.7
	£301-500	43	6.4	12.5	90.1
	£501-1000	29	4.3	8.4	98.6
	£1001-3000	4	.6	1.2	99.7
	Over £3000	1	.1	.3	100.0
	Total	345	51.2	100.0	
Missing	System	329	48.8		
Total		674	100.0		

- 43% of the respondents bought or hoped to buy/commission artwork from participating artists which is notably lower than the regional survey at 53%. However, a slightly higher than average number of people expected to spend more than £300.

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	20	3.0	3.2	3.2
	Saw an advert	19	2.8	3.1	6.3
	Saw or heard and article in the media	15	2.2	2.4	8.7
	Received something in the post	45	6.7	7.3	16.0
	Word of mouth	210	31.2	33.9	49.9
	Don't know	26	3.9	4.2	54.1
	Picked up a leaflet/guide	284	42.1	45.9	100.0
	Total	619	91.8	100.0	
Missing	System	55	8.2		
Total		674	100.0		

- 46% first heard about Open Studios through 'Picking up a leaflet or guide' which is higher than the regional survey at 39%
- 16% received something in the post compared to 10% in the regional survey
- It is interesting to few respondents mentioned other methods of promotion i.e. saw a poster, saw an advert or saw/heard an article in the media

2.7 About the visiting party

How many people were in your party?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	147	21.8	21.9	21.9
	2	377	55.9	56.2	78.1
	3-4	134	19.9	20.0	98.1
	5-6	11	1.6	1.6	99.7
	More	2	.3	.3	100.0
	Total	671	99.6	100.0	
Missing	System	3	.4		
Total		674	100.0		

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

Age & Gender	Frequency	%
Under 16 Males (M)	59	3.6%
Under 16 Females (F)	53	3.3%
17-24 M	23	1.4%
17-24 F	40	2.5%
25-34 M	57	3.5%
25-34 F	108	6.7%
35-44 M	92	5.7%
35-44 F	218	13.4%
45-54 M	137	8.4%
45-54 F	214	13.2%
55-64 M	101	6.2%
55-64 F	246	15.2%
65+ M	147	9.1%
65+ F	127	7.8%
Total	1622	100%

Number of visitors in age and gender categories

Gender	Frequency	%
Males	616	38.0%
Females	1006	62.0%
Total	1622	100%

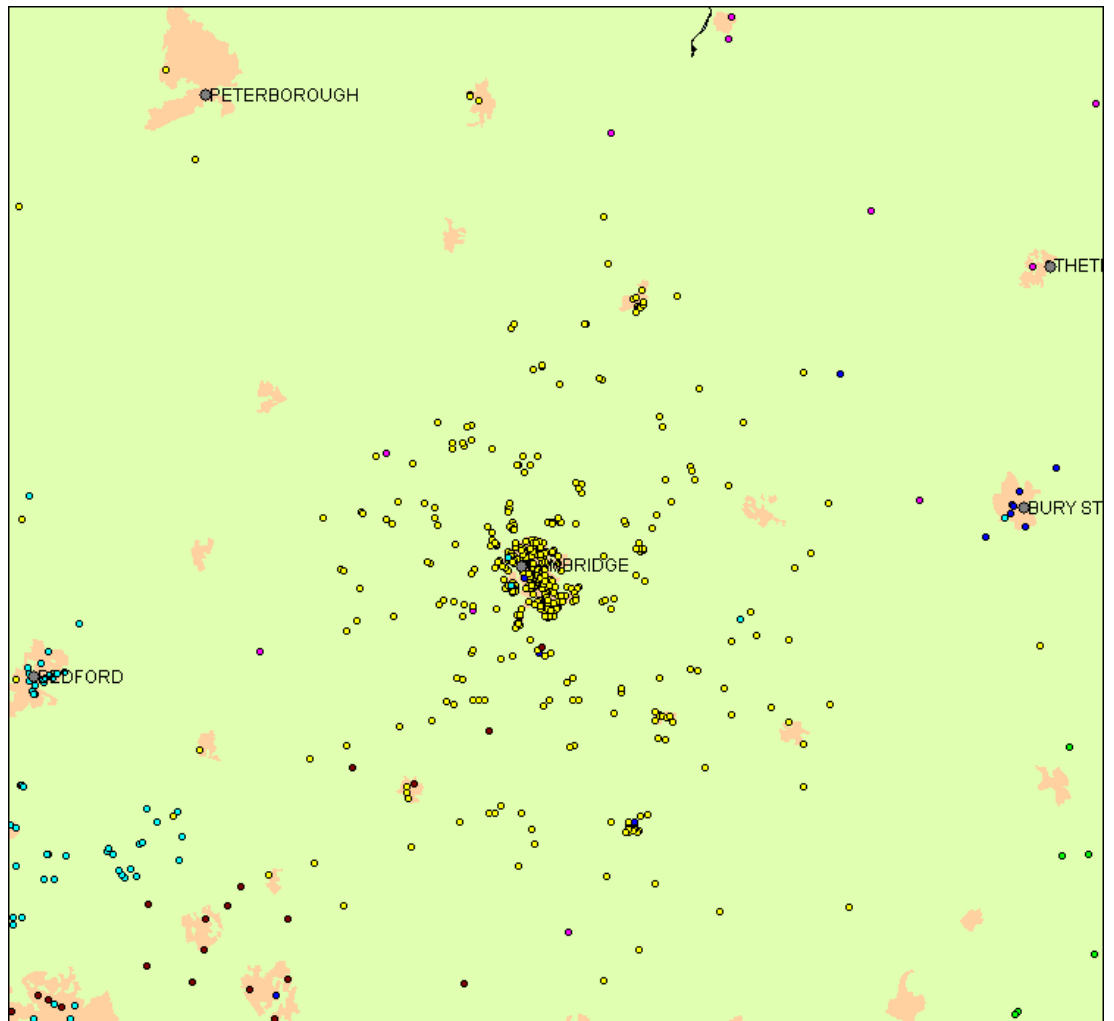
Number of visitors in gender categories

Age	Frequency	%
U16	112	6.9%
17-24	63	3.9%
25-34	165	10.2%
35-44	310	19.1%
45-54	351	21.6%
55-64	347	21.4%
65+	274	16.9%
Total	1622	100.0%

Number of visitors in age categories

- 56% of the respondents visited in a party of two .This figure is 55% in the regional survey
- 62% of the visitors were female compared to 65% in the regional survey

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 proportion of visitors that are visiting for the first time is low at 21% (regional average 30%). This may suggest a need to encourage more new visitors
- The scheme attracts very few tourists or holiday makers
- The age profile of visitors to Cambridge Open Studios is more evenly spread than in other schemes
- Respondents from Cambridge were as likely to use a website to plan their visit as the regional norm.

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