



Open Studios Network

Market Research

Colchester and Tendring Visitor Survey Report

Completed by Cultural Intelligence Ltd
On behalf of Commissions East

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1 Introduction and methodology

This is a report on research conducted with visitors to Colchester and Tendring 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 Leigh Art Trail 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 Colchester and Tendring Open Studios returned 62 completed surveys

2 Findings

2.1 Who responded

62 visitor surveys were correctly completed and returned from Colchester and Tendring Open Studios

- A total of 127 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	47	75.8	75.8	75.8
No	13	21.0	21.0	96.8
Not sure	2	3.2	3.2	100.0
Total	62	100.0	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	12	19.4	19.7	19.7
	2	17	27.4	27.9	47.5
	3	9	14.5	14.8	62.3
	4	9	14.5	14.8	77.0
	5 or more	14	22.6	23.0	100.0
	Total	61	98.4	100.0	
Missing	System	1	1.6		
Total		62	100.0		

How many outings will this mean for you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	24.2	24.6	24.6
	2	23	37.1	37.7	62.3
	3	11	17.7	18.0	80.3
	4	7	11.3	11.5	91.8
	5 or more	5	8.1	8.2	100.0
	Total	61	98.4	100.0	
Missing	System	1	1.6		
Total		62	100.0		

- 76% of the respondents had visited Open Studios before this year and 21% were new. The number who had visited before is higher than the regional survey which was 70%
- A quarter of the respondents made 1 outing and over a third made 2 outings to visit Open Studios. The number of outings is roughly in line with the regional survey

2.3 Visit specific to Colchester and Tendring

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Feb	3	4.8	4.8	4.8
Mar	1	1.6	1.6	6.5
Apr	1	1.6	1.6	8.1
Jun	3	4.8	4.8	12.9
Jul	2	3.2	3.2	16.1
Aug	7	11.3	11.3	27.4
Sep	20	32.3	32.3	59.7
Oct	2	3.2	3.2	62.9
No Preference	23	37.1	37.1	100.0
Total	62	100.0	100.0	

- 33% of the respondents would prefer to visit Open Studios in September, however, 37% said that they had no preference

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	42	16.5%	15	24.2%
Seeing an Artist that I (or one of my party) know	29	11.4%	9	14.5%
Meeting the Artist	38	14.9%	14	22.6%
Seeing specific kind of work	27	10.6%	4	6.5%
Finding an Artist from whom to buy work	21	8.2%	2	3.2%
Seeing Art in an informal setting	31	12.2%	4	6.5%
Seeing the work of Artists who work in my neighbourhood	41	16.1%	10	16.1%
Taking the family for a day out	8	3.1%	1	1.6%
The relevance of my studies	12	4.7%	2	3.2%
The relevance to my professional interest	6	2.4%	1	1.6%
Total	255	100%	62	100%

- 'Seeing art in an artist's workplace' and 'seeing the work of artists who work in my neighbourhood' 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' and 'meeting the artist'
- Only 8% said that they particularly like 'finding an artist from whom to buy work'

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I live in the area	52	83.9	83.9	83.9
Staying with Friends	2	3.2	3.2	87.1
Making a day visit to the area	6	9.7	9.7	96.8
On holiday (more than 3 days)	1	1.6	1.6	98.4
Other	1	1.6	1.6	100.0
Total	62	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	17	27.4	27.4	27.4
No	45	72.6	72.6	100.0
Total	62	100.0	100.0	

If so, how many?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	14.5	56.3	56.3
2	6	9.7	37.5	93.8
6	1	1.6	6.3	100.0
Total	16	25.8	100.0	
Missing System	46	74.2		
Total	62	100.0		

- 84% of the respondents live in the area. Only one respondent was on holiday
- 73% i.e. 45 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	11	17.7	17.7	17.7
4-10 miles	29	46.8	46.8	64.5
11-20 miles	14	22.6	22.6	87.1
21-50 miles	5	8.1	8.1	95.2
More than 50 miles	3	4.8	4.8	100.0
Total	62	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

Bedfordshire Open Studios

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never heard of it	45	72.6	95.7	95.7
Have heard about but never attended	2	3.2	4.3	100.0
Total	47	75.8	100.0	
Missing System	15	24.2		
Total	62	100.0		

Cambridgeshire Open Studios

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never heard of it	33	53.2	64.7	64.7
Have heard about but never attended	12	19.4	23.5	88.2
Have visited at least once in previous years	5	8.1	9.8	98.0
Visited or plan to visit this year	1	1.6	2.0	100.0
Total	51	82.3	100.0	
Missing System	11	17.7		
Total	62	100.0		

Leigh Art Trail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	40	64.5	85.1	85.1
	Have heard about but never attended	7	11.3	14.9	100.0
	Total	47	75.8	100.0	
Missing	System	15	24.2		
Total		62	100.0		

Hertfordshire Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	45	72.6	93.8	93.8
	Have heard about but never attended	3	4.8	6.3	100.0
	Total	48	77.4	100.0	
Missing	System	14	22.6		
Total		62	100.0		

- The degree of awareness of the other schemes is very low and only one person had visited or planned to visit another scheme.

2.5 Buying artwork

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	25	40.3	41.0	41.0
	No	36	58.1	59.0	100.0
	Total	61	98.4	100.0	
Missing	System	1	1.6		
Total		62	100.0		

What was the approximate value of your purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £50	7	11.3	29.2	29.2
	£51-100	5	8.1	20.8	50.0
	£101-300	8	12.9	33.3	83.3
	£301-500	2	3.2	8.3	91.7
	£501-1000	1	1.6	4.2	95.8
	£1001-3000	1	1.6	4.2	100.0
	Total	24	38.7	100.0	
Missing	System	38	61.3		
Total		62	100.0		

- 40% of the respondents bought or hoped to buy/commission artwork from participating artists which is notably lower than the regional survey at 50%
- 8 of the above respondents stated that the approximate value of their purchases was between £101 and £300. At 33%, this is higher than the regional average of 25%. Care should be taken in interpreting this data as this only represents 8 respondents

2.6 Promotion

How did you first hear about the Open Studios?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Received something in the post	15	24.2	25.9	25.9
	Word of mouth	31	50.0	53.4	79.3
	Picked up a leaflet/guide	12	19.4	20.7	100.0
	Total	58	93.5	100.0	
Missing	System	4	6.5		
Total		62	100.0		

- 53% first heard about Open Studios through 'word of mouth' which is far higher than the regional survey at 35%
- 26% received something in the post compared to 10% in the regional survey
- It is interesting to note that no-one 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	13	21.0	21.0	21.0
2	32	51.6	51.6	72.6
3-4	11	17.7	17.7	90.3
5-6	6	9.7	9.7	100.0
Total	62	100.0	100.0	

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

	Frequency	Percent
U16M	7	5.5%
U16F	10	7.9%
17-24M	0	0.0%
17-24F	1	0.8%
25-34M	11	8.7%
25-34F	10	7.9%
35-44M	9	7.1%
35-44F	19	15.0%
45-54M	6	4.7%
45-54F	18	14.2%
55-64M	12	9.4%
55-64F	20	15.7%
65+M	1	0.8%
65+F	3	2.4%
Total	127	100.0%

Number of visitors in age and gender categories

	Frequency	Percent
Males	46	36.2%
Females	81	63.8%
Total	127	100.0%

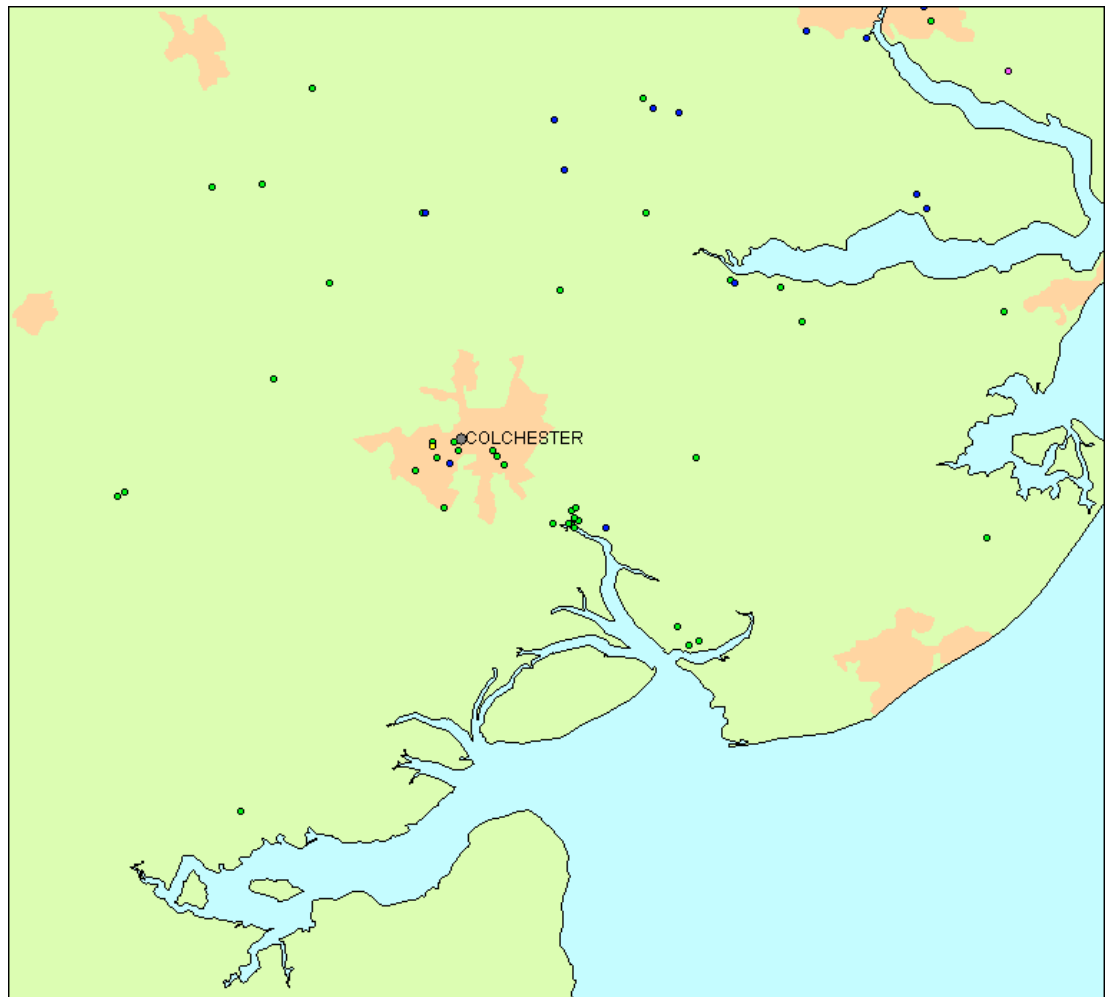
Number of visitors in gender categories

	Frequency	Percent
U16	17	13.4%
17-24	1	0.8%
25-34	21	16.5%
35-44	28	22.0%
45-54	24	18.9%
55-64	32	25.2%
65+	4	3.1%
Total	127	100.0%

Number of visitors in age categories

- 52% of the respondents visited in a party of two compared to 55% in the regional survey
- In the visiting parties, females were almost equally represented in the 35-44, 45-54 and 55-64 age groups at around 15% in each age range. A quarter of the visitors were aged 55-64
- 64% 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. However, the respondents are a little more dispersed than the regional average in that a higher percentage travelled 11-20 miles to reach the studio furthest from their home.

4 Points for reflection

- Due caution should be taken when interpreting this data as the sample was relatively small at 62
- The fact that 76% of the respondents had visited Open Studios before this year and that over half the respondents first heard about Open Studios through word or mouth would suggest that there is great potential to attract new audiences. A review of promotional strategy including branding, promotional methods and messages may prompt new ways of attracting new visitors
- Almost 60% compared to the regional average of 45% did not buy or intend to buy/commission artwork. Ways of communicating that the work is for sale and encouraging visitors to buy could be reviewed
- Females, aged from 35 – 64 is a significant target market

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