



Open Studios Network

Market Research

Hertfordshire Visitor Survey Report

Completed by Cultural Intelligence Ltd
on behalf of Commissions East

November 2002

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1 Introduction and methodology

This is a report on research conducted with visitors to Hertfordshire 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 Hertfordshire 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 Hertfordshire Open Studios returned 234 completed surveys

2 Findings

2.1 Who responded

234 visitor surveys were correctly completed and returned from Hertfordshire Open Studios

- A total of 528 visitors were represented by the respondents i.e. an average of 2.3 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	147	62.8	62.8	62.8
No	85	36.3	36.3	99.1
Not sure	2	.9	.9	100.0
Total	234	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	44	18.8	18.9	18.9
	2	43	18.4	18.5	37.3
	3	44	18.8	18.9	56.2
	4	25	10.7	10.7	67.0
	5 or more	77	32.9	33.0	100.0
	Total	233	99.6	100.0	
Missing	System	1	.4		
Total		234	100.0		

How many outings will this mean for you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	54	23.1	23.4	23.4
	2	79	33.8	34.2	57.6
	3	73	31.2	31.6	89.2
	4	10	4.3	4.3	93.5
	5 or more	15	6.4	6.5	100.0
	Total	231	98.7	100.0	
Missing	System	3	1.3		
Total		234	100.0		

- 62% of the respondents had visited Open Studios before this year. The proportion who had visited before is lower than the regional survey which was 70%

2.3 Visit specific to Hertfordshire 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	.4	.4	.4
	Mar	2	.9	.9	1.3
	Apr	4	1.7	1.7	3.0
	May	6	2.6	2.6	5.6
	Jun	13	5.6	5.6	11.2
	Jul	6	2.6	2.6	13.7
	Aug	12	5.1	5.2	18.9
	Sep	86	36.8	36.9	55.8
	Oct	5	2.1	2.1	57.9
	Nov	1	.4	.4	58.4
	Dec	3	1.3	1.3	59.7
	No Preference	94	40.2	40.3	100.0
	Total	233	99.6	100.0	
Missing	System	1	.4		
Total		234	100.0		

- 37% of the respondents would prefer to visit Open Studios in September, however, 40% 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	144	15.0%	63	23.5%
Seeing an Artist that I (or one of my party) know	104	10.8%	28	10.4%
Meeting the Artist	148	15.4%	42	15.7%
Seeing specific kind of work	122	12.7%	34	12.7%
Finding an Artist from whom to buy work	101	10.5%	19	7.1%
Seeing Art in an informal setting	135	14.1%	18	6.7%
Seeing the work of Artists who work in my neighbourhood	122	12.7%	39	14.6%
Taking the family for a day out	22	2.3%	5	1.9%
The relevance of my studies	27	2.8%	13	4.9%
The relevance to my professional interest	34	3.5%	7	2.6%
	959	100%	268	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'
- Only 7% 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	201	85.9	86.6	86.6
	Staying with Friends	7	3.0	3.0	89.7
	Making a day visit to the area	20	8.5	8.6	98.3
	On a business/work-related trip	2	.9	.9	99.1
	Other	2	.9	.9	100.0
	Total	232	99.1	100.0	
Missing	System	2	.9		
Total		234	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	41.9	42.2	42.2
	No	134	57.3	57.8	100.0
	Total	232	99.1	100.0	
Missing	System	2	.9		
Total		234	100.0		

If so, how many?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	13.2	32.6	32.6
	2	28	12.0	29.5	62.1
	3	16	6.8	16.8	78.9
	4	9	3.8	9.5	88.4
	5	7	3.0	7.4	95.8
	6	3	1.3	3.2	98.9
	41	1	.4	1.1	100.0
	Total	95	40.6	100.0	
Missing	System	139	59.4		
Total		234	100.0		

- 87% of the respondents live in the area. This is higher than the regional average of 83%
- 58% of the respondents did not visit any other studios on the same day (Regional average 41%)

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	88	37.6	37.9	37.9
4-10 miles	71	30.3	30.6	68.5
11-20 miles	52	22.2	22.4	90.9
21-50 miles	16	6.8	6.9	97.8
More than 50 miles	5	2.1	2.2	100.0
Total	232	99.1	100.0	
Missing System	2	.9		
Total	234	100.0		

- 67% of the respondents travelled 10 miles or less to the studio furthest from their home, however, 22% travelled between 11 and 20 miles which is higher than the regional average 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	138	59.0	70.4	70.4
Have heard about but never attended	45	19.2	23.0	93.4
Have visited at least once in previous years	8	3.4	4.1	97.4
Visited or plan to visit this year	5	2.1	2.6	100.0
Total	196	83.8	100.0	
Missing System	38	16.2		
Total	234	100.0		

Cambridgeshire Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	142	60.7	71.7	71.7
	Have heard about but never attended	37	15.8	18.7	90.4
	Have visited at least once in previous years	16	6.8	8.1	98.5
	Visited or plan to visit this year	3	1.3	1.5	100.0
	Total	198	84.6	100.0	
Missing	System	36	15.4		
Total		234	100.0		

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	112	47.9	49.6	49.6
	No	114	48.7	50.4	100.0
	Total	226	96.6	100.0	
Missing	System	8	3.4		
Total		234	100.0		

What was the approximate value of your purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £50	45	19.2	48.4	48.4
	£51-100	13	5.6	14.0	62.4
	£101-300	27	11.5	29.0	91.4
	£301-500	3	1.3	3.2	94.6
	£501-1000	5	2.1	5.4	100.0
	Total	93	39.7	100.0	
Missing	System	141	60.3		
Total		234	100.0		

- 50% of the respondents bought or hoped to buy/commission artwork from participating artists this matches the regional average.

- 29% of respondents in Hertfordshire who expected to buy work expected to spend £101-300. The regional norm for this value was 25%. However, a lower than average proportion expected to buy work to the value of £301-500

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	25	10.7	11.6	11.6
Saw an advert	4	1.7	1.9	13.4
Saw or heard and article in the media	15	6.4	6.9	20.4
Received something in the post	26	11.1	12.0	32.4
Word of mouth	85	36.3	39.4	71.8
Don't know	3	1.3	1.4	73.1
Picked up a leaflet/guide	58	24.8	26.9	100.0
Total	216	92.3	100.0	
Missing System	18	7.7		
Total	234	100.0		

- 40% first heard about Open Studios through 'word of mouth' which is slightly higher than the regional survey at 35%
- 12% 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	50	21.4	21.4	21.4
2	125	53.4	53.4	74.8
3-4	49	20.9	20.9	95.7
5-6	8	3.4	3.4	99.1
More	2	.9	.9	100.0
Total	234	100.0	100.0	

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

Age & Gender	Frequency	%
Under 16 Males (M)	49	9.3%
Under 16 Females (F)	16	3.0%
17-24 M	3	0.6%
17-24 F	19	3.6%
25-34 M	21	4.0%
25-34 F	38	7.2%
35-44 M	17	3.2%
35-44 F	60	11.4%
45-54 M	33	6.3%
45-54 F	84	15.9%
55-64 M	36	6.8%
55-64 F	80	15.2%
65+M	23	4.4%
65+F	49	9.3%
	528	100%

Number of visitors in age and gender categories

Gender	Frequency	%
Males	182	34.5%
Females	346	65.5%
Total	528	100%

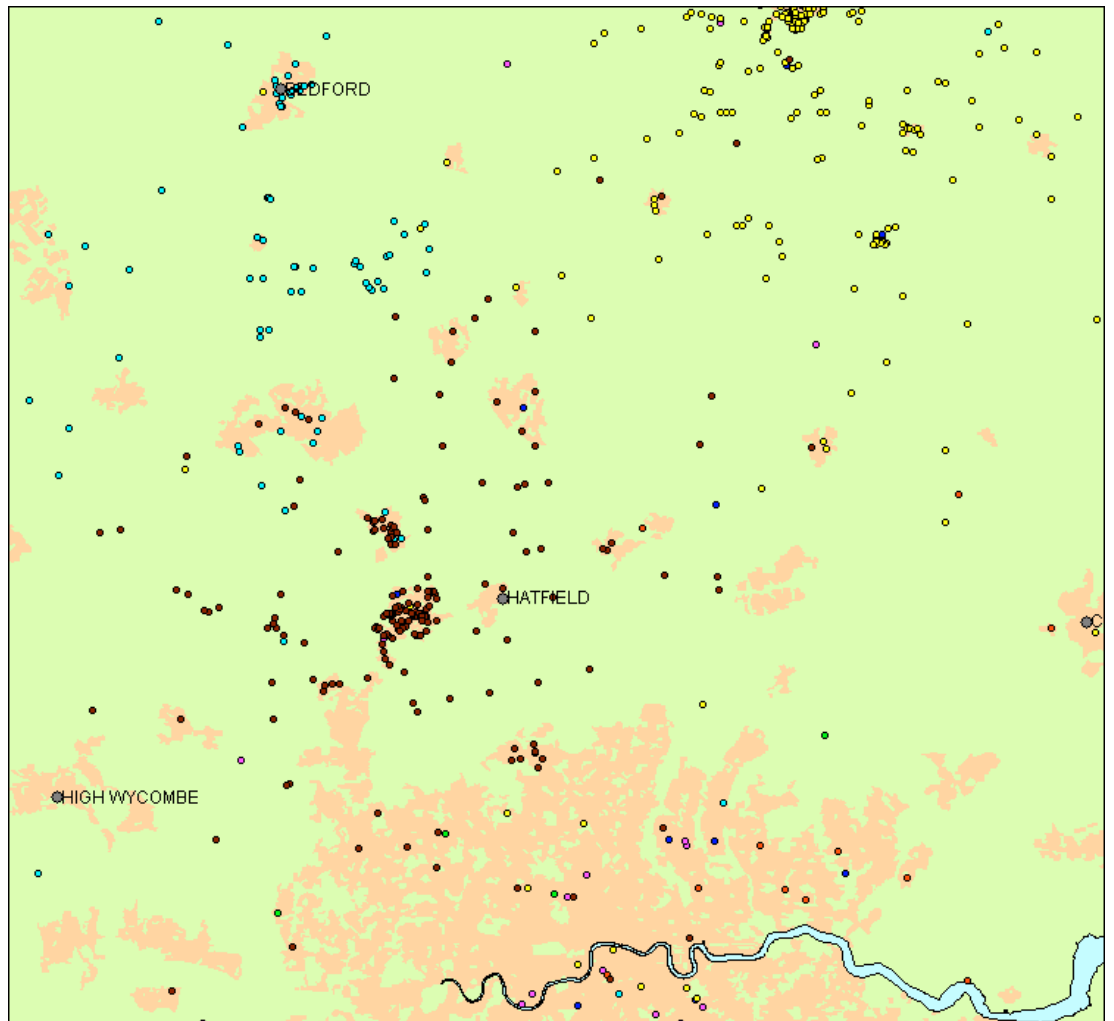
Number of visitors in gender categories

Age	Frequency	%
Under 16	65	12.3%
17-24	22	4.2%
25-34	59	11.2%
35-44	77	14.6%
45-54	117	22.2%
55-64	116	22.0%
65+	72	13.6%
	528	100%

Number of visitors in age categories

- 54% of the respondents visited in a party of two compared to 55% in the regional survey
- The balance of males and females reflects the regional average

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.

Points for reflection

- The fact that 63% of the respondents had visited Open Studios before this year suggests that the scheme is attracting a high proportion of new attenders and that attention should be focused on encouraging them back next year
- The low proportion of visitors who visit more than one studio in the same day suggests that attention should be given to encouraging the 'studio trail' concept.

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