



Open Studios Network

Market Research

Leigh on Sea 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 Leigh on Sea Art Trail. 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 Leigh Art Trail returned 83 completed surveys

2 Findings

2.1 Who responded

83 visitor surveys were correctly completed and returned from Leigh Art Trail

- A total of 241 visitors were represented by the respondents i.e. an average of 2.9 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	58	69.9	69.9	69.9
	No	20	24.1	24.1	94.0
	Not sure	5	6.0	6.0	100.0
	Total	83	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	24	28.9	30.0	30.0
	2	16	19.3	20.0	50.0
	3	13	15.7	16.3	66.3
	4	1	1.2	1.3	67.5
	5 or more	26	31.3	32.5	100.0
	Total	80	96.4	100.0	
Missing	System	3	3.6		
Total		83	100.0		

How many outings will this mean for you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	31.3	31.3	31.3
	2	28	33.7	33.7	65.1
	3	19	22.9	22.9	88.0
	4	2	2.4	2.4	90.4
	5 or more	8	9.6	9.6	100.0
	Total	83	100.0	100.0	

- 70% of the respondents had visited Open Studios before this year and 24% were new which is in line with the regional survey
- A third visited or intended to visit 5 or more studios
- 30% visited or intended to visit only 1 studio which is notably higher than the regional average at 13%
- A third of the respondents made 1 outing and a third made 2 outings to visit Open Studios. The regional survey showed that more respondents made 4 or more outings but that would be expected due to the small, compact size of Leigh Art Trail.

2.3 Visit specific to Leigh Art Trail

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Apr	1	1.2	1.2	1.2
May	3	3.6	3.6	4.8
Jun	29	34.9	34.9	39.8
Jul	11	13.3	13.3	53.0
Aug	1	1.2	1.2	54.2
Sep	1	1.2	1.2	55.4
Oct	1	1.2	1.2	56.6
No Preference	36	43.4	43.4	100.0
Total	83	100.0	100.0	

- 35% of the respondents would prefer to visit the Leigh Art Trail in June, however, 45% 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	Percent	Count	Percent
Seeing art in Artist's workplace	51	15.4%	18	18.2%
Seeing an Artist that I (or one of my party) know	32	9.6%	4	4.0%
Meeting the Artist	49	14.8%	12	12.1%
Seeing specific kind of work	30	9.0%	6	6.1%
Finding an Artist from whom to buy work	36	10.8%	17	17.2%
Seeing Art in an informal setting	54	16.3%	7	7.1%
Seeing the work of Artists who work in my neighbourhood	44	13.3%	21	21.2%
Taking the family for a day out	14	4.2%	4	4.0%
The relevance of my studies	11	3.3%	3	3.0%
The relevance to my professional interest	11	3.3%	7	7.1%
Total	332	100.0%	99	100.0%

- 'Seeing art in an artist's workplace' and 'seeing art in an informal setting' were the most frequently mentioned as 'particularly like'

- But when asked to say what they liked best, the highest score at 21% was 'seeing the work of artists who work in my neighbourhood'

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I live in the area	69	83.1	83.1	83.1
	Staying with Friends	3	3.6	3.6	86.7
	Making a day visit to the area	11	13.3	13.3	100.0
	Total	83	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	38.6	39.0	39.0
	No	50	60.2	61.0	100.0
	Total	82	98.8	100.0	
Missing	System	1	1.2		
Total		83	100.0		

If so, how many?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.4	7.7	7.7
	2	3	3.6	11.5	19.2
	3	2	2.4	7.7	26.9
	4	2	2.4	7.7	34.6
	5	2	2.4	7.7	42.3
	6	2	2.4	7.7	50.0
	7	3	3.6	11.5	61.5
	8	1	1.2	3.8	65.4
	10	4	4.8	15.4	80.8
	15	1	1.2	3.8	84.6
	20	1	1.2	3.8	88.5
	23	2	2.4	7.7	96.2
	25	1	1.2	3.8	100.0
	Total	26	31.3	100.0	
Missing	System	57	68.7		
Total		83	100.0		

- 83% of the respondents live in the area. Nobody said that they were on a short break, holiday or work related trip
- 60% i.e. 50 of the respondents did not visit any other studios on the same day which perhaps suggests that a large proportion have not embraced the 'art trail' concept
- The number of studios visited in the same day by the others ranged from 1 to 25.

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	48	57.8	58.5	58.5
	4-10 miles	19	22.9	23.2	81.7
	11-20 miles	5	6.0	6.1	87.8
	21-50 miles	6	7.2	7.3	95.1
	More than 50 miles	4	4.8	4.9	100.0
	Total	82	98.8	100.0	
Missing	System	1	1.2		
Total		83	100.0		

- Over 80% of the respondents travelled 10 miles or less to the studio furthest from their home

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	58	69.9	96.7	96.7
	Have heard about but never attended	2	2.4	3.3	100.0
	Total	60	72.3	100.0	
Missing	System	23	27.7		
Total		83	100.0		

Cambridgeshire Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	56	67.5	88.9	88.9
	Have heard about but never attended	6	7.2	9.5	98.4
	Have visited at least once in previous years	1	1.2	1.6	100.0
	Total	63	75.9	100.0	
Missing	System	20	24.1		
Total		83	100.0		

Colchester & Tendring Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	56	67.5	88.9	88.9
	Have heard about but never attended	7	8.4	11.1	100.0
	Total	63	75.9	100.0	
Missing	System	20	24.1		
Total		83	100.0		

Hertfordshire Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	60	72.3	93.8	93.8
	Have heard about but never attended	3	3.6	4.7	98.4
	Have visited at least once in previous years	1	1.2	1.6	100.0
	Total	64	77.1	100.0	
Missing	System	19	22.9		
Total		83	100.0		

- The degree of awareness of the other schemes is very low and only 2 people 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	41	49.4	50.6	50.6
	No	40	48.2	49.4	100.0
	Total	81	97.6	100.0	
Missing	System	2	2.4		
Total		83	100.0		

What was the approximate value of your purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £50	6	7.2	16.7	16.7
	£51-100	5	6.0	13.9	30.6
	£101-300	14	16.9	38.9	69.4
	£301-500	8	9.6	22.2	91.7
	£501-1000	3	3.6	8.3	100.0
	Total	36	43.4	100.0	
Missing	System	47	56.6		
Total		83	100.0		

- 50% of the respondents bought or hoped to buy/commission artwork from participating artists
- 14 of the above respondents stated that the approximate value of their purchases was between £101 and £300. At 39%, this is higher than the regional average of 25%

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	7	8.4	9.2	9.2
	Saw an advert	9	10.8	11.8	21.1
	Saw or heard and article in the media	8	9.6	10.5	31.6
	Received something in the post	9	10.8	11.8	43.4
	Word of mouth	20	24.1	26.3	69.7
	Don't know	1	1.2	1.3	71.1
	Picked up a leaflet/guide	22	26.5	28.9	100.0
	Total	76	91.6	100.0	
Missing	System	7	8.4		
Total		83	100.0		

- Like the regional survey, the most frequently mentioned methods of hearing about Open Studios is 'word of mouth' and 'picked up a leaflet/guide'
- However, the percentages referring to other methods of promotion are all higher than the regional survey. For example, 11.8% saw an advert compared to 3.1% in the regional survey. Care should be taken in interpreting this fact, however, as the frequency numbers are relatively low i.e. 11.8% only represents 9 respondents.

2.7 About the visiting party

How many people were in your party?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	20.5	20.5	20.5
	2	45	54.2	54.2	74.7
	3-4	19	22.9	22.9	97.6
	5-6	1	1.2	1.2	98.8
	More	1	1.2	1.2	100.0
	Total	83	100.0	100.0	

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

	Frequency	Percent
Under 16 Male (M)	8	3.3%
U16 Female (F)	12	5.0%
17-24 M	2	0.8%
17-24 F	6	2.5%
25-34 M	9	3.7%
25-34 F	19	7.9%
35-44 M	21	8.7%
35-44 F	76	31.5%
45-54 M	14	5.8%
45-54 F	22	9.1%
55-64 M	8	3.3%
55-64 F	20	8.3%
65+ M	4	1.7%
65+ F	20	8.3%
Total	241	100%

Number of visitors in age and gender categories

	Frequency	Percent
Males	66	27.4%
Females	175	72.6%
Total	241	100.0%

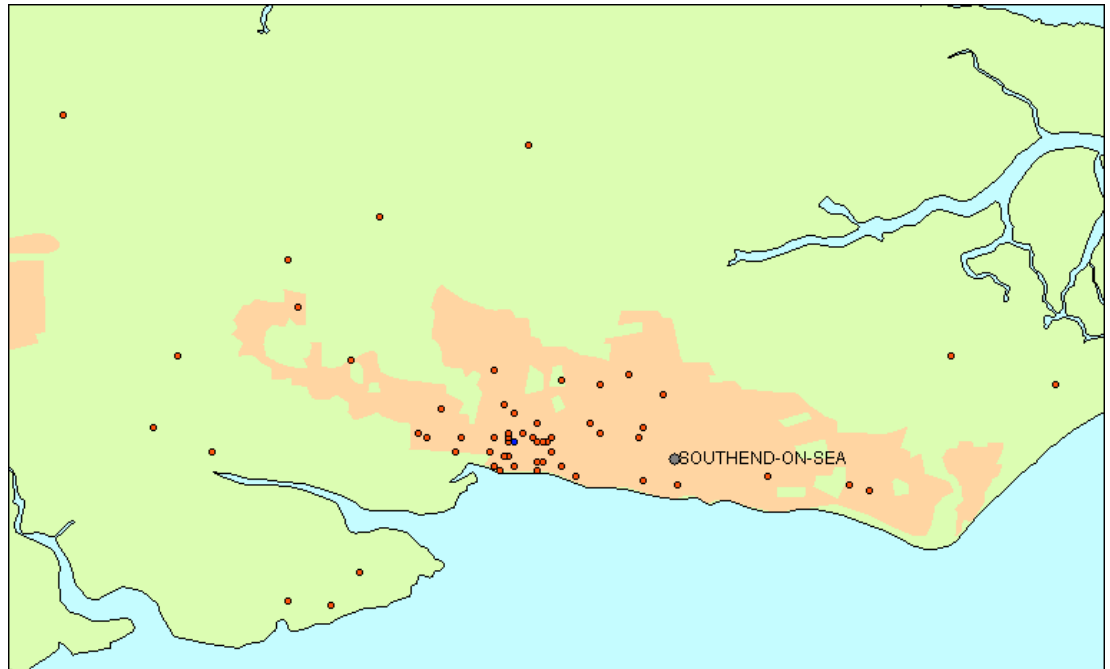
Number of visitors in gender categories

	Frequency	Percent
Under 16	20	8.3%
17-24	8	3.3%
25-34	28	11.6%
35-44	97	40.2%
45-54	36	14.9%
55-64	28	11.6%
65+	24	10.0%
Total	241	100.0%

Number of visitors in age categories

- 54% of the respondents visited in a party of two compared to 55% in the regional survey
- Almost a third of the visitors in the visiting parties were females aged from 35-44 compared to 13.4% in the regional survey. The figure in this age category rises to 40% when males are included
- 73% 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.

4 Points for reflection

- The fact that 60% of the respondents only visited one studio in one day may suggest that they have not embraced the 'art trail' concept. A review of promotional strategy including branding, promotional methods and messages may prompt new ways of communicating the idea of visiting more than one studio/outlet in one day.
- It is notable that none of the respondents were on holiday or a short break
- Females, aged 35 – 44 are 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.