



# Open Studios Network

## Market Research

### Norfolk Visitor Survey Report

Completed by Cultural Intelligence Ltd  
on behalf of Commissions East

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eastengland|arts

## CONTENTS

1	Introduction and methodology .....	3
2	Findings.....	4
2.1	Who responded .....	4
2.2	Open Studios visits in general .....	4
2.3	Visit specific to Norfolk Open Studios.....	6
2.4	Awareness .....	8
2.5	Buying artwork.....	9
2.6	Promotion .....	10
2.7	About the visiting party .....	11
3	Where respondents live .....	13
4	Points for reflection .....	14

## 1 Introduction and methodology

This is a report on research conducted with visitors to Norfolk 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 Norfolk Open Studio 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 at Norfolk Open Studios returned 224 completed surveys

## 2 Findings

### 2.1 Who responded

224 visitor surveys were correctly completed and returned for Norfolk Open Studios

- A total of 494 visitors were represented by the respondents i.e. an average of 2.2 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	153	68.3	68.3	68.3
No	66	29.5	29.5	97.8
Not sure	5	2.2	2.2	100.0
Total	224	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	20	8.9	9.0	9.0
2	14	6.3	6.3	15.3
3	31	13.8	14.0	29.3
4	24	10.7	10.8	40.1
5 or more	133	59.4	59.9	100.0
Total	222	99.1	100.0	
Missing System	2	.9		
Total	224	100.0		

**How many outings will this mean for you?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	31	13.8	14.2	14.2
2	59	26.3	26.9	41.1
3	69	30.8	31.5	72.6
4	22	9.8	10.0	82.6
5 or more	38	17.0	17.4	100.0
Total	219	97.8	100.0	
Missing System	5	2.2		
Total	224	100.0		

- 68% of the respondents had visited Open Studios before this year and 32% were new. The number who had visited before is lower than the regional survey which was 70%
- A half of the respondents made 2 or 3 outings

## 2.3 Visit specific to Norfolk 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	.4	.4	.4
Feb	1	.4	.4	.9
Mar	2	.9	.9	1.8
Apr	5	2.2	2.2	4.0
May	57	25.4	25.6	29.6
Jun	51	22.8	22.9	52.5
Jul	12	5.4	5.4	57.8
Aug	5	2.2	2.2	60.1
Sep	1	.4	.4	60.5
Oct	3	1.3	1.3	61.9
No Preference	85	37.9	38.1	100.0
Total	223	99.6	100.0	
Missing System	1	.4		
Total	224	100.0		

- Half of all respondents expressed a preference for visiting Open Studios in May and June whilst 38% 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	140	15.6%	51	23.7%
Seeing an Artist that I (or one of my party) know	113	12.6%	14	6.5%
Meeting the Artist	131	14.6%	51	23.7%
Seeing specific kind of work	107	11.9%	21	9.8%
Finding an Artist from whom to buy work	75	8.4%	20	9.3%
Seeing Art in an informal setting	119	13.3%	20	9.3%
Seeing the work of Artists who work in my neighbourhood	125	14.0%	26	12.1%
Taking the family for a day out	22	2.5%	3	1.4%
The relevance of my studies	29	3.2%	4	1.9%
The relevance to my professional interest	35	3.9%	5	2.3%
	896	100%	215	100%

- 'Seeing art in an artist's workplace' and 'Seeing the work of artists who work in my neighbourhood' 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' 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	166	74.1	74.8	74.8
	Staying with Friends	8	3.6	3.6	78.4
	Making a day visit to the area	22	9.8	9.9	88.3
	On a short break (up to 3 days)	11	4.9	5.0	93.2
	On holiday (more than 3 days)	9	4.0	4.1	97.3
	On a business/work-related trip	1	.4	.5	97.7
	Other	5	2.2	2.3	100.0
	Total	222	99.1	100.0	
Missing	System	2	.9		
Total		224	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	140	62.5	63.6	63.6
	No	80	35.7	36.4	100.0
	Total	220	98.2	100.0	
Missing	System	4	1.8		
Total		224	100.0		

**If so, how many?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	8.0	13.1	13.1
	2	29	12.9	21.2	34.3
	3	31	13.8	22.6	56.9
	4	30	13.4	21.9	78.8
	5	14	6.3	10.2	89.1
	6	6	2.7	4.4	93.4
	7	1	.4	.7	94.2
	8	1	.4	.7	94.9
	9	2	.9	1.5	96.4
	10	2	.9	1.5	97.8
	12	2	.9	1.5	99.3
	14	1	.4	.7	100.0
	Total	137	61.2	100.0	
Missing	System	87	38.8		
Total		224	100.0		

- 75% of the respondents live in the area. This is slightly lower than the regional average and suggests that Norfolk Open Studios makes an above average contribution to attracting visitors to the area.

**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	35	15.6	15.6	15.6
	4-10 miles	44	19.6	19.6	35.3
	11-20 miles	66	29.5	29.5	64.7
	21-50 miles	60	26.8	26.8	91.5
	More than 50 miles	18	8.0	8.0	99.6
	Don't know	1	.4	.4	100.0
Total		224	100.0	100.0	

- In Norfolk, respondents tended to travel further to visit studios. In Norfolk 27% of respondents travelled to studios between 21 and 50 miles from their home whereas the regional norm was 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	115	51.3	60.5	60.5
	Have heard about but never attended	52	23.2	27.4	87.9
	Have visited at least once in previous years	14	6.3	7.4	95.3
	Visited or plan to visit this year	9	4.0	4.7	100.0
	Total	190	84.8	100.0	
Missing	System	34	15.2		
Total		224	100.0		

**Suffolk Open Studios**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	98	43.8	51.3	51.3
	Have heard about but never attended	54	24.1	28.3	79.6
	Have visited at least once in previous years	21	9.4	11.0	90.6
	Visited or plan to visit this year	18	8.0	9.4	100.0
	Total	191	85.3	100.0	
Missing	System	33	14.7		
Total		224	100.0		

- The degree of awareness of the other schemes is low but above average for Suffolk

## 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	120	53.6	56.9	56.9
	No	91	40.6	43.1	100.0
	Total	211	94.2	100.0	
Missing	System	13	5.8		
Total		224	100.0		

**What was the approximate value of your purchases?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £50	42	18.8	36.8	36.8
	£51-100	34	15.2	29.8	66.7
	£101-300	28	12.5	24.6	91.2
	£301-500	5	2.2	4.4	95.6
	£501-1000	3	1.3	2.6	98.2
	£1001-3000	1	.4	.9	99.1
	Over £3000	1	.4	.9	100.0
	Total	114	50.9	100.0	
Missing	System	110	49.1		
Total		224	100.0		

- Well over half the respondents bought or hoped to buy/commission artwork from participating artists which is slightly higher than the regional survey at 50%
- Compared to the regional average, less of the work sold through Norfolk Open Studios was priced above £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	16	7.1	7.7	7.7
	Saw an advert	6	2.7	2.9	10.6
	Saw or heard and article in the media	11	4.9	5.3	15.9
	Received something in the post	20	8.9	9.6	25.5
	Word of mouth	68	30.4	32.7	58.2
	Don't know	3	1.3	1.4	59.6
	Picked up a leaflet/guide	84	37.5	40.4	100.0
	Total	208	92.9	100.0	
Missing	System	16	7.1		
Total		224	100.0		

- Responses to 'How heard' in Norfolk are close to the Regional average

## 2.7 About the visiting party

### How many people were in your party?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	52	23.2	23.2	23.2
2	121	54.0	54.0	77.2
3-4	43	19.2	19.2	96.4
5-6	6	2.7	2.7	99.1
More	2	.9	.9	100.0
Total	224	100.0	100.0	

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

Age & Gender	Frequency	%
Under 16 Male (M)	9	1.8%
Under 16 Female (F)	20	4.0%
17-24 M	2	0.4%
17-24 F	5	1.0%
25-34 M	17	3.4%
25-34 F	30	6.1%
35-44 M	27	5.5%
35-44 F	34	6.9%
45-54 M	44	8.9%
45-54 F	108	21.9%
55-64 M	47	9.5%
55-64 F	82	16.6%
65+ M	31	6.3%
65+ F	38	7.7%
Total	494	100.0%

Number of visitors in age and gender categories

Gender	Frequency	%
Males	177	35.8%
Females	317	64.2%
Total	494	100.0%

Number of visitors in gender categories

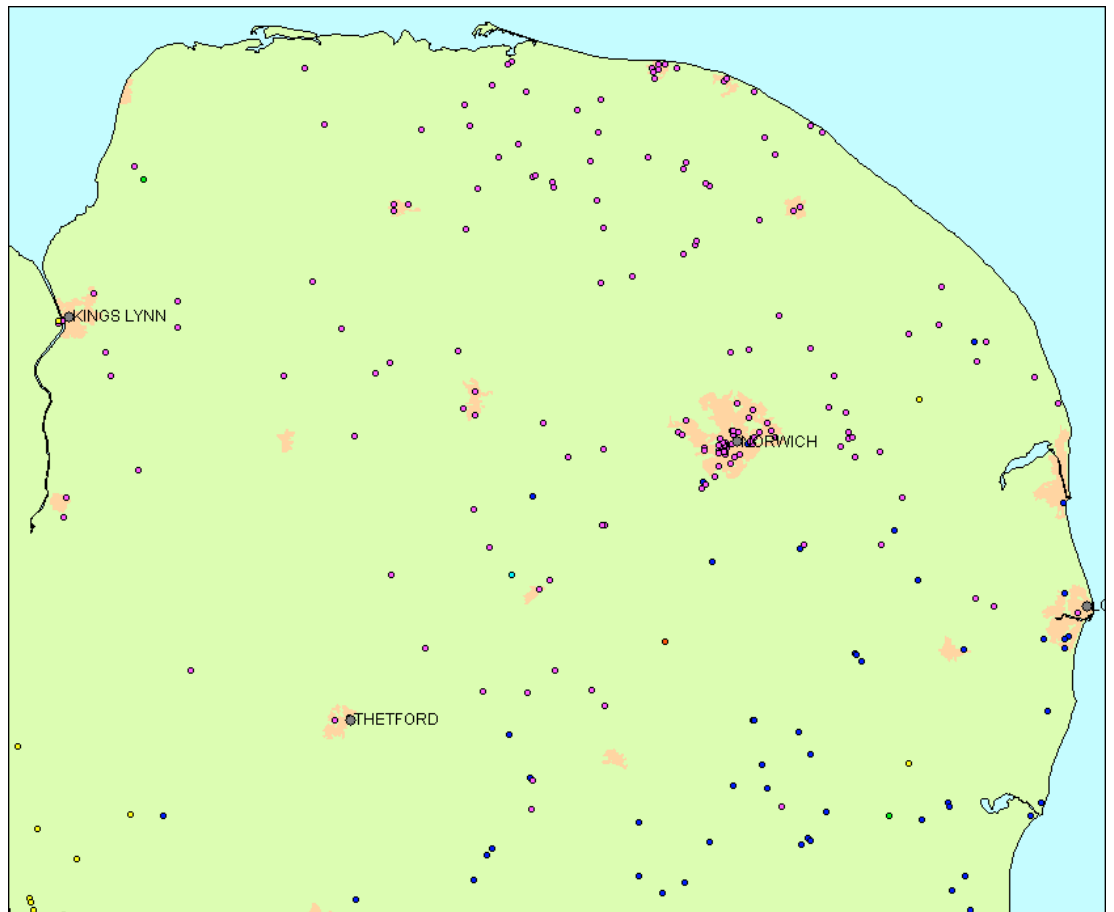
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<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
Under 16	29	5.9%
17-24	7	1.4%
25-34	47	9.5%
35-44	61	12.3%
45-54	152	30.8%
55-64	129	26.1%
65+	69	14.0%
	494	100.0%

Number of visitors in age categories

- The size of parties are very close to the regional average
- The proportion of visitors that are female and aged 45-54 is high for all Open Studio scheme but Norfolk seems to excel in this respect. However, the proportion of males and females matches 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.

## 4 Points for reflection

- Norfolk is relatively successful at encouraging first time visitors. It may be worth considering ways in which they can be encouraged to return
- Females, aged from 45 – 64 is a significant target market
- Norfolk is obviously successful at encouraging the ‘touring’ concept as 60% of respondents expected to visit 5 or more studios (regional norm 51%) and they are prepared to travel further.

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