



Open Studios Network

Market Research

Suffolk 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 of Suffolk 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 Suffolk 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 Suffolk Open Studios returned 183 completed surveys.

2 Findings

2.1 Who responded

183 visitor surveys were correctly completed and returned from Suffolk Open Studios

- A total of 423 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 be 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	120	65.6	65.6	65.6
No	60	32.8	32.8	98.4
Not sure	3	1.6	1.6	100.0
Total	183	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	10.9	10.9	10.9
2	30	16.4	16.4	27.3
3	20	10.9	10.9	38.3
4	31	16.9	16.9	55.2
5 or more	82	44.8	44.8	100.0
Total	183	100.0	100.0	

How many outings will this mean for you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	42	23.0	23.3	23.3
2	59	32.2	32.8	56.1
3	46	25.1	25.6	81.7
4	12	6.6	6.7	88.3
5 or more	21	11.5	11.7	100.0
Total	180	98.4	100.0	
Missing System	3	1.6		
Total	183	100.0		

- 66% of the respondents had visited Open Studios before this year and 34% were new. The number of new visitors is higher than the regional norm of 30%
- The majority of respondents made 2 or 3 outings. 45% of respondents plan to visit 5 or more studios.

2.3 Visit specific to Suffolk Open Studios

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mar	5	2.7	2.7	2.7
	Apr	3	1.6	1.6	4.4
	May	8	4.4	4.4	8.8
	Jun	68	37.2	37.4	46.2
	Jul	15	8.2	8.2	54.4
	Aug	1	.5	.5	54.9
	Sep	5	2.7	2.7	57.7
	Oct	1	.5	.5	58.2
	No Preference	76	41.5	41.8	100.0
	Total	182	99.5	100.0	
Missing	System	1	.5		
Total		183	100.0		

- The vast majority of respondents would choose to visit in June or had no particular 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	107	13.7%	64	30.9%
Seeing an Artist that I (or one of my party) know	73	9.4%	13	6.3%
Meeting the Artist	108	13.8%	50	24.2%
Seeing specific kind of work	105	13.5%	16	7.7%
Finding an Artist from whom to buy work	74	9.5%	8	3.9%
Seeing Art in an informal setting	121	15.5%	17	8.2%
Seeing the work of Artists who work in my neighbourhood	106	13.6%	24	11.6%
Taking the family for a day out	23	2.9%	1	0.5%
The relevance of my studies	34	4.4%	3	1.4%
The relevance to my professional interest	29	3.7%	11	5.3%
Total	780	100.0%	207	100.0%

- Respondents particularly like ‘Seeing art in the artists workplace’, ‘Meeting the artist’, ‘Seeing art in an informal setting’ and ‘Seeing the work of artists who work in their neighbourhood’.
- When asked to say what they liked best, the highest scores were ‘seeing art in artist’s workplace’ and ‘meeting the artist’

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I live in the area	136	74.3	74.7	74.7
	Staying with Friends	9	4.9	4.9	79.7
	Making a day visit to the area	15	8.2	8.2	87.9
	On a short break (up to 3 days)	8	4.4	4.4	92.3
	On holiday (more than 3 days)	8	4.4	4.4	96.7
	On a business/work-related trip	1	.5	.5	97.3
	Other	5	2.7	2.7	100.0
	Total	182	99.5	100.0	
Missing	System	1	.5		
Total		183	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	112	61.2	63.3	63.3
	No	65	35.5	36.7	100.0
	Total	177	96.7	100.0	
Missing	System	6	3.3		
Total		183	100.0		

If so, how many?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	13.1	22.0	22.0
	2	35	19.1	32.1	54.1
	3	23	12.6	21.1	75.2
	4	14	7.7	12.8	88.1
	5	7	3.8	6.4	94.5
	6	2	1.1	1.8	96.3
	7	1	.5	.9	97.2
	8	1	.5	.9	98.2
	9	1	.5	.9	99.1
	11	1	.5	.9	100.0
	Total	109	59.6	100.0	
Missing	System	74	40.4		
Total		183	100.0		

- 75% of respondents live in the area. This is lower than the regional norm (83%) and suggests that the Suffolk scheme attracts more visitors from outside the area
- Three out of 5 respondents visit more than one studio in a day. This is close to the regional norm
- For those that did, they tended to visit up to three 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	22	12.0	12.0	12.0
	4-10 miles	39	21.3	21.3	33.3
	11-20 miles	64	35.0	35.0	68.3
	21-50 miles	45	24.6	24.6	92.9
	More than 50 miles	12	6.6	6.6	99.5
	Don't know	1	.5	.5	100.0
	Total	183	100.0	100.0	

- In Suffolk, respondents tended to travel further to visit studios. In Suffolk 25% 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	95	51.9	57.9	57.9
	Have heard about but never attended	46	25.1	28.0	86.0
	Have visited at least once in previous years	14	7.7	8.5	94.5
	Visited or plan to visit this year	9	4.9	5.5	100.0
	Total	164	89.6	100.0	
Missing	System	19	10.4		
Total		183	100.0		

Norfolk Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	66	36.1	39.8	39.8
	Have heard about but never attended	56	30.6	33.7	73.5
	Have visited at least once in previous years	23	12.6	13.9	87.3
	Visited or plan to visit this year	21	11.5	12.7	100.0
	Total	166	90.7	100.0	
Missing	System	17	9.3		
Total		183	100.0		

Colchester & Tendring Open Studios

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	118	64.5	74.2	74.2
	Have heard about but never attended	29	15.8	18.2	92.5
	Have visited at least once in previous years	6	3.3	3.8	96.2
	Visited or plan to visit this year	5	2.7	3.1	99.4
	5.00	1	.5	.6	100.0
	Total	159	86.9	100.0	
Missing	System	24	13.1		
Total		183	100.0		

- Awareness of Norfolk Open Studios was relatively high among Suffolk Respondents. This is true to a lesser extent of Cambridge.

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	74	40.4	42.3	42.3
	No	101	55.2	57.7	100.0
	Total	175	95.6	100.0	
Missing	System	8	4.4		
Total		183	100.0		

What was the approximate value of your purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under £50	19	10.4	28.4	28.4
	£51-100	14	7.7	20.9	49.3
	£101-300	21	11.5	31.3	80.6
	£301-500	6	3.3	9.0	89.6
	£501-1000	5	2.7	7.5	97.0
	£1001-3000	1	.5	1.5	98.5
	Over £3000	1	.5	1.5	100.0
	Total	67	36.6	100.0	
Missing	System	116	63.4		
Total		183	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%
- Visitors proposing to buy work from Suffolk Open Studios were likely to spend slightly more than the regional average.

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	8.7	9.5	9.5
	Saw an advert	6	3.3	3.6	13.1
	Saw or heard and article in the media	5	2.7	3.0	16.1
	Received something in the post	12	6.6	7.1	23.2
	Word of mouth	53	29.0	31.5	54.8
	Picked up a leaflet/guide	76	41.5	45.2	100.0
	Total	168	91.8	100.0	
Missing	System	15	8.2		
Total		183	100.0		

- Distribution of guides seems to be well developed in Suffolk where 45% picked up a guide (regional norm 39%). The use of posters was also higher.

2.7 About the visiting party

How many people were in your party?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	34	18.6	18.6	18.6
	2	108	59.0	59.0	77.6
	3-4	35	19.1	19.1	96.7
	5-6	5	2.7	2.7	99.5
	More	1	.5	.5	100.0
Total		183	100.0	100.0	

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

Age Group	Frequency	%
Under 16 Male (M)	11	2.6%
Under 16 Female (F)	19	4.5%
17-24 M	3	0.7%
17-24 F	14	3.3%
25-34 M	10	2.4%
25-34 F	15	3.5%
35-44M	25	5.9%
35-44 F	61	14.4%
45-54 M	32	7.6%
45-54 F	75	17.7%
55-64 M	35	8.3%
55-64 F	58	13.7%
65+ M	22	5.2%
65+ F	43	10.2%
Total	423	100%

Number of visitors in age and gender categories

Gender	Frequency	%
Males	138	32.6%
Females	285	67.4%
Total	423	100%

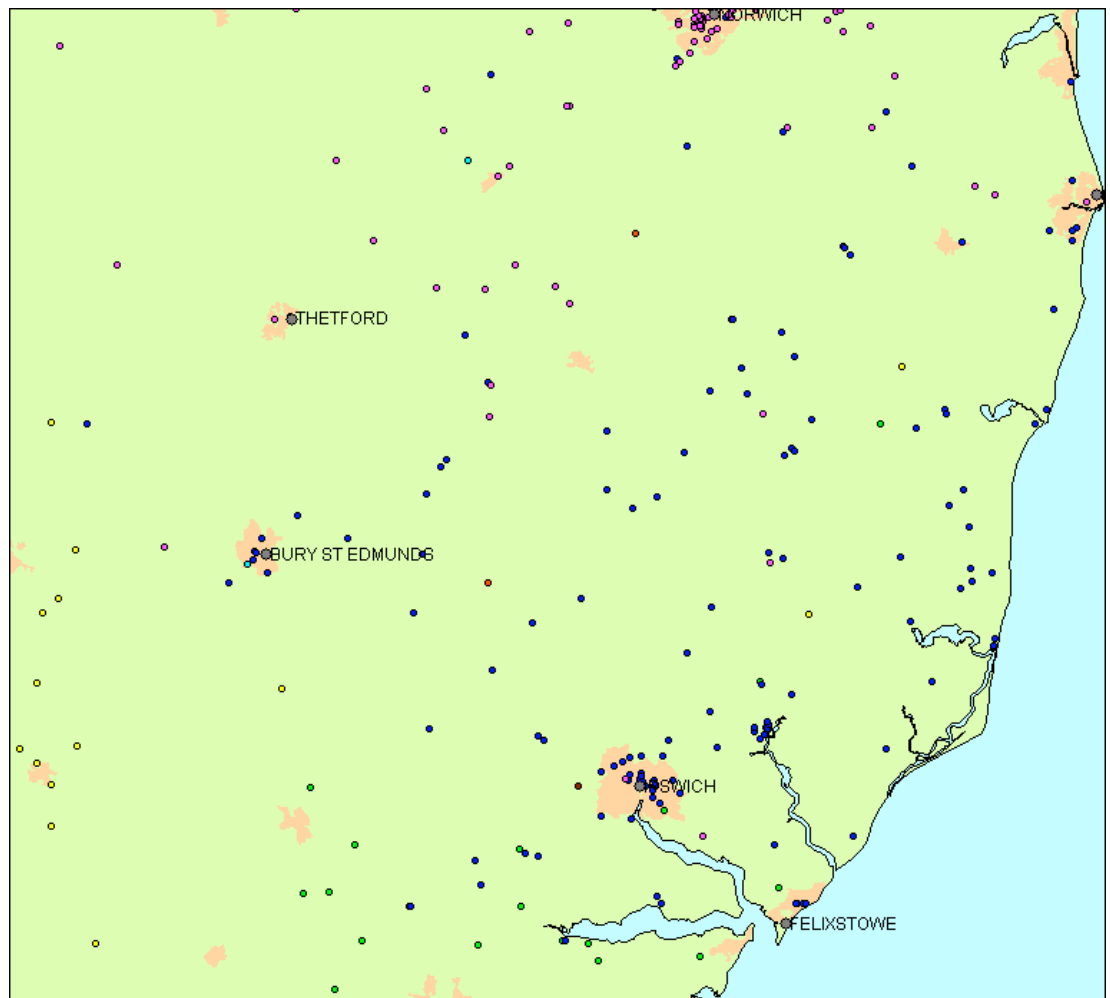
Number of visitors in gender categories

Age	Frequency	%
U16	30	7.1%
17-24	17	4.0%
25-34	25	5.9%
35-44	86	20.3%
45-54	107	25.3%
55-64	93	22.0%
65+	65	15.4%
Total	423	100%

Number of visitors in age categories

- 60% of the respondents visited in a party of two compared to 55% in the regional survey
- Half of the visitors were aged between 45 and 64yrs
- 67% 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.

4 Points for reflection

- The relatively high level of awareness of and visitors to Norfolk Open Studios may suggest scope for collaboration
- Suffolk 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 35 – 64 is a significant target market
- The guides clearly play an important role in Suffolk and seem to be working. This suggests increased print runs rather than changes to the guide would make the greatest difference.

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