



# Open Studios Network

## Market Research

### Visitor Survey Report

Completed by Cultural Intelligence Ltd  
On behalf of Commissions East

November 2002

eastengland|arts

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# 1 Introduction

The Open Studios Network Group comprises of 7 Open Studio schemes in the East of England. Commissions East is supporting this group in the development of marketing practice and joint marketing initiatives.

Cultural Intelligence was appointed to conduct market research in order to inform this work. To this end, the research brief sought consideration of the following:

**Visitors to Open Studios** – who are they, where do they come from? How often do they visit Open Studios and how many? Why do they visit and how much do they spend on purchases? How do they hear about Open Studios?

**Open Studios artists** – Where and in what type of space do they host their event? What stage are they at in their career? Why do they participate and are their expectations fulfilled? How much do they sell and how do they promote their event?

**Open Studios Scheme organisers** – how do they market their schemes and support their artists? What opportunities are there for collaborative marketing between the schemes?

The brief also required a database of visitors who attended Open Studios for future direct mailing campaigns.

Cultural Intelligence proposed a mix of qualitative and quantitative research methodologies including postal surveys, a workshop and data mapping.

We presented and explained our approach to the Steering Group and provided the scheme organisers with guidelines on how they could best support the research.

Visitor data collection took place during the opening period of each Open Studios scheme. Generally, each scheme ran over one month between May and October 2002.

Artist data collection took place during a 2-week collection period at the end of each scheme. The workshop was conducted with scheme organisers after the last scheme had ended in October.

## 2 Methodology

The main element of the research programme was a survey of visitors.

The first task was to develop a sample plan. This required the co-operation of each Open Studios Scheme in supplying contact information for each participating studio together with a rough estimate (based on last year's attendance) of expected visitor numbers for this year.

Because of the relatively low number of visitors to each studio and the need to reflect visitors to studios that attract less visitors as well as those that attract more, all studios participating in five of the seven Open Studio Schemes were invited to distribute the survey forms. Cambridge and Norfolk Open Studios with 220 and 210 participating artists respectively are far bigger than the others, therefore visitor surveys were distributed to a sample of 150 studios for each of these schemes.

Using the data supplied by the Open Studios Schemes we supplied an appropriate number of survey forms and instructions for distribution in two ways. Most of the groups hosted a 'distribution day' before their Open Studios started. Participating artists were invited to attend the day to collect their promotional packs of leaflets, posters and signage etc. In most instances an allocated number of surveys together with instructions for distribution was prepared for each individual artist, sorted in alphabetical order and sent in bulk to the scheme organiser ready to be handed out on the distribution day. There was the added advantage, that the scheme organisers had an opportunity to explain the purpose and importance of the research directly to the artists. Where schemes did not have a gathering of artists before the event, we mailed surveys and instructions directly to each artist or studio. 15,000 survey forms were distributed in total.

The survey form was branded with the logos of all of the seven Open Studios Schemes and produced as an attractive, self-contained postal response form with Freepost address and self-sealing packaging. A copy of the form is attached with this report.

Respondents were asked to complete only one form on behalf of themselves and the people with whom they made their visits.

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. 1,591 surveys were correctly 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 years Open Studios.

## Interpreting the data

### Reading the tables

- 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 respondents that gave a valid response (i.e. excluding no replies)

### Statistical Reliability

The extent to which the findings can be accurately extrapolated to a wider population depend upon two key factors: effective sampling and the proportion of respondents that respond in a similar way. The many (more than 700) sampling points used across the seven Open Studio schemes strengthened the approach to sampling on this project. Respondents were however, self-selecting rather than random and it is important to remember this when considering the results.

There is a useful statistical rule for assessing the accuracy of findings for randomly sampled surveys. Accuracy depends upon the number of people responding to a question and the proportion that answer in the same way.

For example, using the table below it is possible to see that for a sample of 1000, 25% giving the same response allows us to be 95% confident that the truth lies between plus or minus 2.5% i.e. between 22.5% and 27.5%. This is known as the 95% confidence rule.

Response frequency	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Sample size 100	5.9%	7.8%	9.0%	9.6%	9.8%
250	3.7%	5.0%	5.7%	6.1%	6.2%
500	2.6%	3.5%	4.0%	4.2%	4.4%
1000	1.9%	2.5%	2.8%	3.0%	3.1%
2000	1.3%	1.80%	1.4%	1.4%	1.5%

### 3 Key facts

- 70% of the respondents had visited Open Studios before this year, and 30% were new visitors
- Over 50% visited (or intended to visit) 5 or more Open Studios this year
- Over 60% particularly like meeting the artist and seeing art in artist's work place when visiting Open Studios
- 40% particularly like finding an artist from whom to buy work
- 83% of the respondents live in the area where they visited Open Studios
- Over 50% said that they had bought or hoped to buy or commission artwork at Open Studios
- Of those that had bought or intended buy, 53% bought one piece of artwork and 58% stated that the total value of their purchases was under £100
- 35% of respondents first heard about Open Studios through word of mouth and 39% picked up a leaflet or guide
- Over half of the respondents said that they would be likely to plan their visit on an Open Studios web site if it was available
- 55% visited Open Studios in a party of two. 48% of respondents visited in a family group
- 45% of the visitors in the parties were aged between 45 and 64 and 65% of the visitors were female
- 77% of the respondents were female
- Almost a quarter of the respondents consider themselves to be artists in an amateur sense
- 66% of the respondents stated that they regularly visit art galleries and art exhibitions
- Almost a quarter of the respondents are members of Friends Schemes relating to other arts organisations

## 4 Findings

### 4.1 Who responded

1,591 visitor surveys were correctly completed and returned exceeding the target response rate of 1,200. The respondents represented a total of 3,700 visitors i.e. an average of 2.3 people per visiting party.

Respondents were asked from which Open Studios scheme they had picked up the questionnaire

	Frequency	Percent	Valid Percent
Leigh-on-Sea	83	5.2%	5.2%
Colchester/Tendring	62	3.9%	3.9%
Suffolk	183	11.5%	11.5%
Norfolk	224	14.1%	14.1%
Cambridge	674	42.4%	42.5%
Bedfordshire	118	7.4%	7.4%
Hertfordshire	234	14.7%	14.8%
Don't Know	8	0.5%	0.5%
Total	1586	99.7%	100%
No reply	5	0.3%	
Total	1591	100%	

The Open Studios schemes where the questionnaire was picked up

- 674 respondents picked up their questionnaire from Cambridge Open Studios, representing 42% of the sample

### 4.2 Open Studios visits in general

Respondents were asked if they had attended any Open Studios anywhere before this year

	Frequency	Percent	Valid Percent
Yes	1110	69.8%	70.1%
No	445	28.0%	28.1%
Not sure	29	1.8%	1.8%
Total	1584	99.6%	100%
No reply	7	0.4%	
<b>Total</b>	<b>1591</b>	<b>100%</b>	

Previous attendance at Open Studios

- Over two thirds of the respondents had visited Open Studios before this year

Respondents were asked approximately how many individual Open Studio venues they expected to visit this year in the area where they received their questionnaire

	Frequency	Percent	Valid Percent
1	208	13.1%	13.2%
2	205	12.9%	13.0%
3	190	11.9%	12.1%
4	171	10.7%	10.9%
5 or more	802	50.4%	50.9%
Total	1576	99.1%	100%
No reply	15	0.9%	
Total	1591	100%	

Number of Open Studios visited this year

They were then asked how many outings that meant for them

	Frequency	Percent	Valid Percent
1	334	21.0%	21.4%
2	516	32.4%	33.1%
3	398	25.0%	25.5%
4	132	8.3%	8.5%
5 or more	179	11.3%	11.5%
Total	1559	98.0%	100%
No reply	32	2.0%	
Total	1591	100%	

Number of outings to visit Open Studios

Respondents were asked whether they visited or intended to visit Open Studios in urban or rural areas

	Frequency	Percent	Valid Percent
In urban areas	399	25.1%	25.5%
In rural areas	367	23.1%	23.5%
Both	799	50.2%	51.1%
Total	1565	98.4%	100%
No reply	26	1.6%	
Total	1591	100%	

Visits in rural and urban areas

- Over half of the respondents had visited or intended to visit over 5 Open Studios in the area where they had picked up the questionnaire
- For a third of the respondents this meant two outings
- Fairly even numbers of respondents visited or intended to visit Open Studios in either rural or urban areas and half visited studios in both

areas. Yet the artist survey showed that 65% of Open Studios were in rural areas

They were then asked to what extent they were aware of the seven Open Studios schemes in the eastern region

Absolute Analysis % Respondents	Base	Never heard of it	Have heard about, but never attended	Have visited at least once in previous years	Visited or plan to visit this year	Total	No reply	Total
Base	1591							
Leigh Art Trail		1208	49	33	45	1335	256	1591
		75.9%	3.1%	2.1%	2.8%	83.9%	16.1%	100%
Bedfordshire		1075	163	38	66	1342	249	1591
		67.6%	10.2%	2.4%	4.1%	84.3%	15.7%	100%
Cambridge		525	198	205	423	1351	240	1591
		33.0%	12.4%	12.9%	26.6%	84.9%	15.1%	100%
Norfolk		814	266	110	163	1353	238	1591
		51.2%	16.7%	6.9%	10.2%	85.0%	15.0%	100%
Colchester and Tendring		1136	105	37	48	1326	265	1591
		71.4%	6.6%	2.3%	3.0%	83.3%	16.7%	100%
Hertfordshire		1002	124	75	134	1335	256	1591
		63.0%	7.8%	4.7%	8.4%	83.9%	16.1%	100%
Suffolk		856	254	89	159	1358	333	1591
		53.8%	16.0%	5.6%	10.0%	85.4%	20.9%	100%

Level of awareness of the seven Open Studios schemes

- Clearly the level of awareness is reflected in the number of respondents from each scheme. Cambridge for instance has the highest number of respondents so it will obviously have the highest degree of awareness
- The value of this table will be better represented in the sub-reports for each scheme which indicates the awareness by respondents of other schemes apart from the one in their area.

### 4.3 Time of year and week

Respondents were asked what month(s) of the year they would prefer to visit Open Studios in their area.

	Frequency	Percent	Valid Percent
January	2	0.1%	0.1%
February	9	0.6%	0.6%
March	17	1.1%	1.1%
April	25	1.6%	1.6%
May	94	5.9%	5.9%
June	235	14.8%	14.9%
July	360	22.6%	22.8%
August	54	3.4%	3.4%
September	143	9.0%	9.0%
October	21	1.3%	1.3%
November	6	0.4%	0.4%
December	5	0.3%	0.3%
No Preference	611	38.4%	38.6%
Total	1582	99.4%	100%
No reply	9	0.6%	
Total	1591	100%	

Time of year preferred to visit Open Studios

They were then asked what day of the week and at what time they would prefer to visit an Open Studio. They were able to tick up to three preferences

	Base	Morning 10-12 noon	Afternoon 12-5pm	Evening 5-7pm	
Monday to Friday	1591	93	207	193	
		5.8%	13.0%	12.1%	
Saturday		330	927	156	
		20.70%	58.30%	9.80%	
Sunday		333	957	121	
		20.90%	60.10%	7.60%	
No preference on day or time					401
					25.20%

Preferred day and time of the week to visit

- July was the preferred month for visiting Open Studios (23%), however 38% stated that they had no preference
- The most popular visiting times were Saturday and Sunday afternoons
- 12% would prefer to visit in the evening from Monday to Friday
- A quarter of the respondents stated no preference on day or time

## 4.4 Specific visit

Respondents were asked what they particularly like about visiting Open Studios. They were asked to tick as many 'particularly like' that applied and one 'like best'

	<b>Particularly like</b>	<b>%</b>	<b>Like Best</b>	<b>%</b>
Seeing art in an artists' work place/studio	962	60.5%	432	24.9%
Seeing an artist that I (or one of my party know)	670	42.1%	146	8.4%
Meeting the artist	996	62.6%	287	16.5%
Seeing specific kind of work	797	50.1%	182	10.5%
Finding an artist from whom to buy work	643	40.4%	160	9.2%
Seeing art in an informal setting	874	54.9%	156	9.0%
Seeing the work of artists who work in my neighbourhood	872	54.8%	244	14.1%
Taking the family for a day out	165	10.4%	31	1.8%
The relevance to my studies	189	11.9%	41	2.4%
The relevance to my professional interest	215	13.5%	57	3.3%
Total no. of responses	6383	401.2%	1736	100%
Base	1591			

What respondents like about visiting Open Studios

- Approximately two-thirds of the respondents particularly like meeting the artist and/or seeing art in artists' workplace. A quarter of the respondents like the latter reason best
- Approximately half of the respondents particularly like seeing specific kind of work and/or seeing art in an informal setting and/or seeing the work of artists who work in their neighbourhood
- 40% said that they particularly like finding an artist from whom to buy work and 9% said this is what they like best.

## Other reasons:

132 respondents described other reasons why they like visiting Open Studios. There were several common responses and the key ones are summarised below:

Wider outlook on art as a whole  
 Relevant to my hobby  
 Watching artists at work  
 Talking to artists about techniques  
 Voyeurism  
 Visiting artists who take part in my annual exhibition  
 To see wide variety of works including kind of work we do not often see in galleries or museums  
 To see how my work stands in relation to other artists  
 Their gardens and houses are jolly interesting too  
 The warm welcome, informality and intimacy  
 The possibility of collaborating or commissioning for public art projects  
 Seeing many forms of art work and materials  
 Seeing the preparation that goes into an artwork  
 Seeing the full range of an artists work not just 1 or 2 pieces selected for an exhibition  
 Making a day out of it and seeing new places  
 Finding out information from the artist such as courses they hold or endorse  
 Being inspired to develop my own creativity  
 Being able to take young children to inspire them

Respondents were asked to best describe their circumstances at the time of their visit

	Frequency	Percent	Valid Percent
I live in the area	1317	82.8%	83.1%
Staying with Friends	66	4.1%	4.2%
Making a day visit to the area	121	7.6%	7.6%
On a short break (up to 3 days)	24	1.5%	1.5%
On holiday (more than 3 days)	23	1.4%	1.5%
On a business/work-related trip	7	0.4%	0.4%
Other	26	1.6%	1.6%
<b>Total</b>	<b>1584</b>	<b>99.6%</b>	<b>100%</b>
No reply	7	0.4%	
<b>Total</b>	<b>1591</b>	<b>100%</b>	

## Circumstances of visit

- A big majority of the respondents (83%) live in the area where they visited the Open Studio.

Then they were asked if they visited any other Open Studios on the same day

	Frequency	Percent	Valid Percent
Yes	920	57.8%	58.8%
No	645	40.5%	41.2%
Total	1565	98.4%	100%
No reply	26	1.6%	
Total	1591	100%	

Visits to other Open Studios

No. of other Open Studios visited on the same day	Frequency	Percent	Valid Percent
1	148	16.1%	16.7%
2	179	19.5%	20.2%
3	186	20.2%	21.0%
4	144	15.7%	16.3%
5	94	10.2%	10.6%
6	61	6.6%	6.9%
7	20	2.2%	2.3%
8	17	1.8%	1.9%
9	5	0.5%	0.6%
10	14	1.5%	1.6%
11	2	0.2%	0.2%
12	6	0.7%	0.7%
13	1	0.1%	0.1%
14	1	0.1%	0.1%
15	2	0.2%	0.2%
17	1	0.1%	0.1%
20	1	0.1%	0.1%
23	2	0.2%	0.2%
25	1	0.1%	0.1%
41	1	0.1%	0.1%
Total	886	96.3%	100%
No reply	34	3.7%	
Total	920	100%	

Number of visits to other Open Studios

- 59% of the respondents visited other Open Studios on the same day

- Of those 20% said that they visited 3 other studios
- Those who stated that they visited a considerable number of studios may have meant over more than one day rather than one day!

## 4.5 Travel

Respondents were asked how they travelled to Open Studio(s)

	Frequency	Percent
On foot	419	22.5%
Bicycle	158	8.5%
Train	19	1.0%
Bus	18	1.0%
By car	1239	66.5%
Other	9	0.5%
Total	1862	100%

Method of travel

Then they were asked approximately what distance they travelled to get to the Studio furthest from their home (or from where they were staying)

	Frequency	Percent	Valid Percent
0-3 miles	462	29.0%	29.2%
4-10 miles	447	28.1%	28.2%
11-20 miles	390	24.5%	24.6%
21-50 miles	215	13.5%	13.6%
More than 50 miles	64	4.0%	4.0%
Don't know	6	0.4%	0.4%
Total	1584	99.6%	100%
No reply	7	0.4%	
Total	1591	100%	

Distance travelled

- Two thirds of the respondents travelled by car
- 81% travelled 20 miles and under to the studio furthest from their home or where they were staying

## 4.6 Buying art work

Respondents were asked whether they hoped to buy or commission artwork at any of the Studios they were visiting this year?

	Frequency	Percent	Valid Percent
Yes	804	50.5%	52.8%
No	720	45.3%	47.2%
Total	1524	95.8%	100%
No reply	67	4.2%	
Total	1591	100%	

Did visitors buy/commission artwork?

They were asked how many art works they bought and/or commissioned and what the approximate total value of their purchases was

	Frequency	Percent	Valid Percent
1	387	24.3%	53.3%
2	188	11.8%	25.9%
3	80	5.0%	11.0%
4	24	1.5%	3.3%
5 or more	47	3.0%	6.5%
Total	726	45.6%	100%
No reply	865	54.4%	
Total	1591	100%	

Number of art works bought/commissioned

	Frequency	Percent	Valid Percent
Under £50	252	15.8%	34.3%
£51-100	171	10.7%	23.3%
£101-300	183	11.5%	24.9%
£301-500	70	4.4%	9.5%
£501-1000	49	3.1%	6.7%
£1001-3000	7	0.4%	1.0%
Over £3000	3	0.2%	0.4%
Total	735	46.2%	100%
No reply	856	53.8%	
Total	1591	100%	

Value of purchases

- Over half of the respondents bought one art work
- Over a third of the respondents said that the total value of their purchases was under £50
- Almost a quarter said that the total value was £51-£100 and a quarter said £101-300

## 4.7 Promotion

Respondents were asked how they first heard about the Open Studio

	Frequency	Percent	Valid Percent
Just passing and saw a poster	97	6.1%	6.6%
Saw an advert	46	2.9%	3.1%
Saw or heard and article in the media	61	3.8%	4.2%
Received something in the post	148	9.3%	10.1%
Word of mouth	515	32.4%	35.1%
Don't know	34	2.1%	2.3%
Picked up a leaflet/guide	566	35.6%	38.6%
Total	1467	92.2%	100%
No reply	124	7.8%	
Total	1591	100%	

How first heard about the Open Studio

If they picked up a leaflet or guide, they were asked where they picked it up

	Frequency	Percent
Shop	147	18.2%
Gallery	171	21.2%
Library	170	21.1%
Tourist information	64	7.9%
Other public building	48	6.0%
Other	206	25.6%
Total	806	100%

Where leaflet/guide was picked up from

Other places where leaflets were picked up included:

Hospital Craft market Café Art class/club/course/exhibition
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Village Shop  
 Pub  
 Art house cinema  
 Dentist  
 Doctor  
 Leaflet delivered with organic vegetable delivery  
 Art framers  
 Garden Centre  
 Web site  
 Local Post Office  
 College/school  
 Theatre  
 Train station

Respondents were asked if it was available, would they be likely to use an Open Studio web site to help plan their visit?

	Frequency	Percent	Valid Percent
Very likely	317	19.9%	20.3%
Likely	519	32.6%	33.3%
Unlikely	401	25.2%	25.7%
Very unlikely	321	20.2%	20.6%
Total	1558	97.9%	100%
No reply	33	2.1%	
Total	1591	100%	

Potential web use in planning visits

- Around a third of the respondents first heard about Open Studios through word of mouth and a third heard about them through picking up leaflets/guides
- Where respondents picked up leaflets or guides, roughly equal proportions (approximately 20%) either picked them up from a shop, gallery or library
- Over half of the respondents said that they would be likely to plan their visit on an Open Studios web site if it was available.

## 4.8 About the visiting party

Respondents were asked how many people were in their party

	Frequency	Percent	Valid Percent
1	351	22.1%	22.1%
2	877	55.1%	55.3%
3-4	309	19.4%	19.5%
5-6	40	2.5%	2.5%
More	8	0.5%	0.5%
<b>Total</b>	<b>1585</b>	<b>99.6%</b>	<b>100%</b>
No reply	6	0.4%	
<b>Total</b>	<b>1591</b>	<b>100%</b>	

Number of people in visiting party

Respondents were asked which best described the party they visited the Studio with

	Frequency	Percent	Valid Percent
I was alone	348	21.9%	22.3%
Family Group	753	47.3%	48.1%
Group of friends	376	23.6%	24.0%
Organised Group or Club/Society	3	0.2%	0.2%
Other	84	5.3%	5.4%
<b>Total</b>	<b>1564</b>	<b>98.3%</b>	<b>100%</b>
No reply	27	1.7%	
<b>Total</b>	<b>1591</b>	<b>100%</b>	

Type of party

Other party descriptions included:

Partner/boyfriend/husband/wife Work colleague Foreign diplomatic guest
--

They were then asked how many people were in their party (including themselves), within age and gender categories

	<b>Frequency</b>	<b>Percent</b>
Under 16 Male (M)	146	3.9%
Under 16 Female (F)	137	3.7%
17-24 M	36	1.0%
17-24 F	91	2.5%
25-34 M	135	3.6%
25-34 F	242	6.5%
35-44 M	202	5.5%
35-44 F	496	13.4%
45-54 M	280	7.6%
45-54 F	552	14.9%
55-64 M	268	7.2%
55-64 F	573	15.5%
65+ M	241	6.5%
65+ F	301	8.1%
	3700	100%

Number in age and gender categories

	<b>Frequency</b>	<b>Percent</b>
Under 16	283	7.6%
17-24	127	3.4%
25-34	377	10.2%
35-44	698	18.9%
45-54	832	22.5%
55-64	841	22.7%
65+	542	14.6%
	3700	100%

Total number in age categories

	<b>Frequency</b>	<b>Percent</b>
Males	1308	35.4%
Females	2392	64.6%
	3700	100%

Total number of males and females

- The biggest numbers of visitors were in the female age groups 45-54 and 55-64. Both represented 15% of the total

- 45% of the total number of visitors ranged from 45-64
- Female visitors far outnumbered male visitors. One third was male and two thirds were female.

## 4.9 About the respondent

- Three quarters of the respondents were female

	Frequency	Percent	Valid Percent
Male	366	23.0%	23.3%
Female	1205	75.7%	76.7%
Total	1571	98.7%	100%
No reply	20	1.3%	
Total	1591	100%	

### Gender of respondent

The respondents were asked which of the following statements applied to them:

	Frequency	Percent
Professional Artist	69	4.3%
Semi-professional artist	99	6.2%
Non-professional artist	362	22.8%
I work in the visual arts	138	8.7%
I am a student	158	9.9%
I work full-time	536	33.7%
I work part-time	373	23.4%
I am a carer	53	3.3%
I am a homemaker	285	17.9%
I am unemployed	36	2.3%
I am retired	358	22.5%
I am a keen collector of art works	234	14.7%
I buy at least one piece of artwork per year	561	35.3%
I am very interested in the visual arts	896	56.3%
I have a moderate interest in the visual arts	313	19.7%
I regularly visit art galleries and art exhibitions	1043	65.6%
I do not usually visit art galleries	91	5.7%
Total number of responses	5605	352.3%
Base	1591	100%

### Descriptive statements about the respondent

- Only 10% of the respondents are professional or semi-professional , however, 23% describe themselves as amateur artists
- A third of the respondents work full time
- A quarter of them are retired
- Over half of the respondents stated that they are very interested in visual arts
- Over two thirds regularly visit art galleries and art exhibitions
- Over a third said that they buy at least one piece of artwork a year.

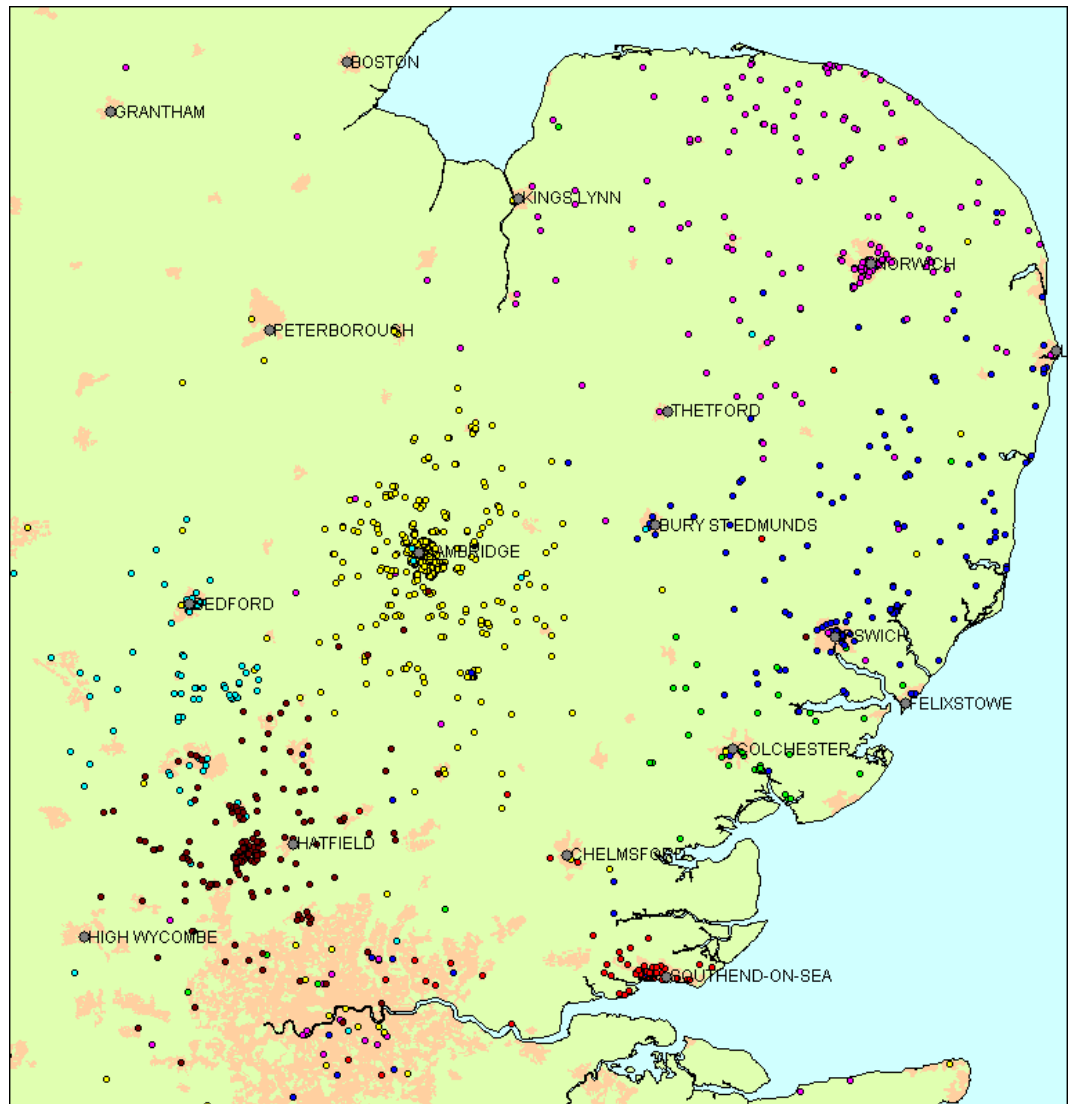
Are you a member of any 'Friends Schemes' (where you pay a subscription) relating to other arts organisations?

	Frequency	Percent	Valid Percent
Yes	362	22.8%	23.7%
No	1166	73.3%	76.3%
Total	1528	96.0%	100%
No reply	63	4.0%	
Total	1591	100%	

Members of Friends Schemes

- Almost a quarter of the respondents are members of Friends Schemes relating to other arts organisations
- See Appendix 1 for a list of commonly mentioned schemes.

## 4.10 Where respondents live



<span style="color: red;">■</span>	Leigh on Sea	(81)
<span style="color: green;">■</span>	Colchester/Tendring	(62)
<span style="color: blue;">■</span>	Suffolk	(181)
<span style="color: magenta;">■</span>	Norfolk	(220)
<span style="color: yellow;">■</span>	Cambridge	(663)
<span style="color: cyan;">■</span>	Bedfordshire	(116)
<span style="color: brown;">■</span>	Hertfordshire	(230)

The postcodes provided by the respondents have been plotted on the map above to show where they live.

Broadly speaking, it shows that the respondents live in the locality and do not tend to venture out to other schemes in the region.

## Appendix 1. Friends Schemes

Abbey Theatre, St Albans  
Adec  
Aldeburgh Productions  
Aldeburgh Cinema  
Arts Theatre, Cambridge  
Arts Picture House, Cambridge  
Botanic Gardens, Cambridge  
British Museum  
Britten Pears School Of Advanced Music Studios  
Broughton House Gallery, Cambridge  
Bury St Edmunds Art Gallery  
Bury St Edmunds Theatre Royal  
Cambridge Open Studios  
Oxford Playhouse  
Cecil Higgins Gallery, Bedford  
Cinema City, Norwich  
Chelsea Craft Fair  
Contemporary Arts Society, Norwich  
Covent Garden Opera House  
Design Museum, London  
English National Opera  
Fine Art Society  
First Site, Colchester  
Fitzwilliam Museum, Cambridge  
Folk Museum, Cambridge  
Fry Art Gallery, Saffron Walden  
Gainsborough House  
Halesworth Gallery  
Hall Galleries, London  
Ipswich Art Society  
Ipswich Cinema  
Ipswich Film Theatre  
Kettles Yard, Cambridge  
Kings Lynn Arts Centre  
Milton Keynes Gallery  
National Gallery  
National Art Collection Fund  
National Theatre  
National Trust  
Norwich Museum  
Norwich Theatre Royal  
Royal Academy  
Victoria & Albert Museum  
Royal Opera House  
Sainsbury Visual Arts Centre  
Sheringham Little Theatre  
Tate Gallery  
The Stables, Wavendon  
Wingfield Arts

## Appendix 2 – Survey Form

### Win artworks of your choice to the value of £300!

#### Region wide survey of visitors to Open Studios

Thank you for participating in this survey. Your responses will help to improve the marketing and organisation of Open Studios in your area. All replies will be treated as CONFIDENTIAL. Please return your completed entry to the artist whose studio you are visiting or return it to the Freepost address within the next week.

All fully completed questionnaires will be entered into a **prize draw**. The winner will be awarded a **voucher for artwork to the value of £300** to be selected from next year's Open Studios.

**(Please complete only one form per visiting party)**

#### ***About your Open Studio visits in general***

1a. Before this year have you attended any Open Studios anywhere?

Yes <sub>1</sub>    No <sub>2</sub>    Not sure <sub>3</sub>

1b. Approximately how many individual Open Studio venues (including galleries, exhibitions etc.) do you expect to visit this year in the area where you received this questionnaire?  
TICK ONE

1 <sub>1</sub>    2 <sub>2</sub>    3 <sub>3</sub>    4 <sub>4</sub>    5 or more <sub>5</sub>

1. How many outings (occasions when you might visit one or more studios) will this mean for you? TICK ONE

1 <sub>1</sub>    2 <sub>2</sub>    3 <sub>3</sub>    4 <sub>4</sub>    5 or more <sub>5</sub>

2. This year, have you visited, or do you intend to visit Open Studios: TICK ONE

In urban areas <sub>1</sub>    In rural areas <sub>2</sub>    Both <sub>3</sub>

3. There are seven Open Studio Schemes in the eastern region. To what extent were you aware of the following schemes? TICK ONE BOX FOR EACH SCHEME

	Never heard of it	Have heard about, but never attended	Have visited at least once in previous years	Visited or plan to visit this year
Leigh Art Trail	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Bedfordshire Open Studios	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Cambridge Open Studios	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Norfolk and Norwich Open Studios	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Colchester and Tendring Open Studios	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Hertfordshire Open Studios	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>
Suffolk Open Studios	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

4. What month(s) of the year would you prefer to visit Open Studios in your area? TICK ONE

<b>Jan</b>	<input type="checkbox"/>	<b>Feb</b>	<input type="checkbox"/>	<b>Mar</b>	<input type="checkbox"/>	<b>Apr</b>	<input type="checkbox"/>
<b>May</b>	<input type="checkbox"/>	<b>June</b>	<input type="checkbox"/>	<b>July</b>	<input type="checkbox"/>	<b>August</b>	<input type="checkbox"/>
<b>September</b>	<input type="checkbox"/>	<b>October</b>	<input type="checkbox"/>	<b>November</b>	<input type="checkbox"/>	<b>December</b>	<input type="checkbox"/>
<b>No preference</b>	<input type="checkbox"/>	(Skip to question 7)					

5. What day of the week and at what time would you prefer to visit an Open Studio? TICK UP TO THREE

	<b>Morning 10-12noon</b>	<b>Afternoon 12-5pm</b>	<b>Evening 5-7pm</b>
<b>Monday to Friday</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Saturday</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sunday</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>No preference on day or time</b>	<input type="checkbox"/>		

2. What day of the week and at what time would you prefer to visit an Open Studio? TICK UP TO THREE

	<b>Morning 10-12noon</b>	<b>Afternoon 12-5pm</b>	<b>Evening 5-7pm</b>
<b>Monday to Friday</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Saturday</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sunday</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>No preference on day or time</b>	<input type="checkbox"/>		

***About your visit to the studio where you picked up this form***

3. From which Open Studios Scheme did you pick up this form?

<b>Leigh on Sea</b>	<input type="checkbox"/>	<b>Colchester/Tendring</b>	<input type="checkbox"/>
<b>Suffolk</b>	<input type="checkbox"/>	<b>Norfolk</b>	<input type="checkbox"/>
<b>Cambridge</b>	<input type="checkbox"/>	<b>Bedfordshire</b>	<input type="checkbox"/>
<b>Hertfordshire</b>	<input type="checkbox"/>	<b>Don't know</b>	<input type="checkbox"/>

4. What do you particularly like about visiting Open Studios? TICK AS MANY 'PARTICULARLY LIKE' THAT APPLY AND THEN TICK ONE 'LIKE BEST'

	<b>Particularly Like</b>	<b>Like Best</b>
<b>Seeing art in artists' work place</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Seeing an artist that I (or one of my party) know</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Meeting the artist</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Seeing specific kind of work</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Finding an artist from whom to buy work</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Seeing art in an informal setting</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Seeing the work of artists who work in my neighbourhood</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Taking the family for a day out</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The relevance to my studies</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The relevance to my professional interest</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other (Please describe)</b>	<input type="checkbox"/>	<input type="checkbox"/>

5. Did you or do you expect to buy or commission artwork at any of the Studios you are visiting this year?

Yes  (Go to next question)

No  (Skip to question 12)

6. How many art works did you buy and/or commission?

1  2  3  4  more than 4

7. What was the approximate total value of your purchases?

**Under £50** <sub>1</sub>  
**£51 - £100** <sub>2</sub>  
**£101 – £300** <sub>3</sub>  
**£301 - £500** <sub>4</sub>  
**£501 -£1000** <sub>5</sub>  
**£1001-£3000** <sub>6</sub>  
**Over £3000** <sub>7</sub>

8. Are you a member of any 'Friends Schemes' (where you pay a subscription) relating to other arts organisations? E.g. art galleries, theatre, cinema etc.

Yes <sub>1</sub>

No <sub>2</sub>

If yes, which Friends Schemes?

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9. Which best describes your circumstances at the time of your visit? TICK ONE

**I live in the area (includes residential students)** <sub>1</sub>  
**Staying with friends** <sub>2</sub>  
**Making a day visit to the area** <sub>3</sub>  
**On a short break (up to 3 days)** <sub>4</sub>  
**On holiday (more than 3 days)** <sub>5</sub>  
**On a business/work-related trip** <sub>6</sub>  
**Other** <sub>7</sub>

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

Yes <sub>1</sub> No <sub>2</sub> If yes, how many?

11. How did you travel to the Open Studio(s)? TICK ALL THAT APPLY

**On foot** <sub>1</sub> **Bicycle** <sub>1</sub>  
**By car** <sub>2</sub> **Bus** <sub>2</sub>  
**Train** <sub>3</sub> **Other** <sub>3</sub>

12. Approximately what distance did you travel to get to the Studio furthest from your home (or from where you were staying)?

- |                           |                                       |
|---------------------------|---------------------------------------|
| <b>0-3 miles</b>          | <input type="checkbox"/> <sub>1</sub> |
| <b>4-10 miles</b>         | <input type="checkbox"/> <sub>2</sub> |
| <b>11-20 miles</b>        | <input type="checkbox"/> <sub>3</sub> |
| <b>21-50 miles</b>        | <input type="checkbox"/> <sub>4</sub> |
| <b>More than 50 miles</b> | <input type="checkbox"/> <sub>5</sub> |
| <b>Don't know</b>         | <input type="checkbox"/> <sub>6</sub> |

13. How did you first hear about the Open Studio? TICK ONE

- |   |  |
|---|--|
| <b>Just passing and saw a poster/notice</b> | <input type="checkbox"/> <sub>1</sub>  |
| <b>Saw an advert</b>                        | <input type="checkbox"/> <sub>2</sub>  |
| <b>Saw or heard an article in the media</b> | <input type="checkbox"/> <sub>3</sub>  |
| <b>Received something in the post</b>       | <input type="checkbox"/> <sub>4</sub>  |
| <b>Word of mouth</b>                        | <input type="checkbox"/> <sub>5</sub>  |
| <b>Don't know</b>                           | <input type="checkbox"/> <sub>6</sub>  |
| <b>Picked up a leaflet/guide</b>            | <input type="checkbox"/> <sub>7</sub>  |
| <b>Where?</b>                               |  |
| <b>Shop</b>                                 | <input type="checkbox"/> <sub>8</sub>  |
| <b>Gallery</b>                              | <input type="checkbox"/> <sub>9</sub>  |
| <b>Library</b>                              | <input type="checkbox"/> <sub>10</sub> |
| <b>Tourist information</b>                  | <input type="checkbox"/> <sub>11</sub> |
| <b>Other public building</b>                | <input type="checkbox"/> <sub>12</sub> |
| <b>Other</b>                                | <input type="checkbox"/> <sub>13</sub> |

Other PLEASE WRITE \_\_\_\_\_

14. If available, would you be likely to use an Open Studio web site to help plan your visit?

- 1 **Very likely** <sub>1</sub>                      2 <sub>2</sub>    **Likely**    3 **Unlikely** <sub>3</sub>    4 **Very Unlikely** <sub>4</sub>

***About you and the people with whom you visited the studio where you received this form***

15. How many people were in your party?

- |             |                                       |
|-------------|---------------------------------------|
| <b>1</b>    | <input type="checkbox"/> <sub>1</sub> |
| <b>2</b>    | <input type="checkbox"/> <sub>2</sub> |
| <b>3-4</b>  | <input type="checkbox"/> <sub>3</sub> |
| <b>5-6</b>  | <input type="checkbox"/> <sub>4</sub> |
| <b>More</b> | <input type="checkbox"/> <sub>5</sub> |

16. Which of the following best describes the party you visited or are visiting the Studio with?  
TICK ONE

- I was alone 1
- Family group 2
- Group of friends 3
- Organised group or Club/Society 4
- Other (Please specify) 5

17. How many people in your party (including yourself) fell into each of these age groups?  
PLEASE WRITE NUMBER

	Male	Female	
Under 16	_____	_____	1
17-24	_____	_____	2
25-34	_____	_____	3
35-44	_____	_____	4
45-54	_____	_____	5
55-64	_____	_____	6
65+	_____	_____	7
Don't Know	_____	_____	8

***And finally, a few questions about you***

18. Are you

- Male 1                      Female 2

19. Which of the following statements apply to you. TICK ALL THAT APPLY

- I am a professional artist 1
- I am a semi-professional artist 2
- I am a non professional artist 3
- I work in visual arts 4
- I am a student 5
- I work full-time 6
- I work part-time 7
- I am a carer 8
- I am a home maker 9
- I am unemployed 10
- I am retired 11
- I am a keen collector of art works 12
- I buy at least one piece of artwork per year 13
- I am very interested in the visual arts 14
- I have a moderate interest in the visual arts 15
- I regularly visit art galleries and art exhibitions 16
- I do not usually visit art galleries 17

20. What is your home postcode? Of if overseas visitor, which country are you from?

---

**If you wish to be entered into the Prize Draw with a chance to win a  
£300 artwork voucher, please provide your name and address below**

Name

Address

Postcode

Telephone

E-mail

Please note that by providing your details you consent to join the Open Studios network mailing list. The draw will take place October 2002 and the winner will be notified by 31<sup>st</sup> October 2002. No cash alternative will be offered. This offer is not open to Open Studios artists or organisers.

THANK YOU VERY MUCH FOR YOUR HELP WITH THIS SURVEY

Please return this completed form to the Freepost address (no stamp required) within the next week or to the artist whose studio you are visiting.

Arts Marketing East  
FREEPOST ANG 20057  
Melton  
Woodbridge  
IP12 1ZT