

HEADLINE INFORMATION FROM THE EVALUATION
OF THE WORCESTERSHIRE OPEN STUDIOS 2017 ARTISTS SURVEY

Survey responses

58 responses from 75 venues participating

Visitor numbers

56 respondents to this question:

Saturday 1,779 visitors in total equivalent to 32 each,

Sunday 1,621 visitors in total, equivalent to 29 each

Monday 1,636 visitors in total, equivalent to 29 each

A total of 5,036 visits over the 3 days was recorded, which is an increase of 1,971 on the 2016 event. This is similar to the 1,793 increase in 2016 from 2015 visit figures.

Approximately what percentage of visitors did the artists already know?

55 respondents: - the average percentage they knew was 25%

Where visitors were from:

The following 'cloud view' shows the Cities, Towns, Countries and Villages that visitors came from; the areas with the most visitors appear in larger text than those with fewer.

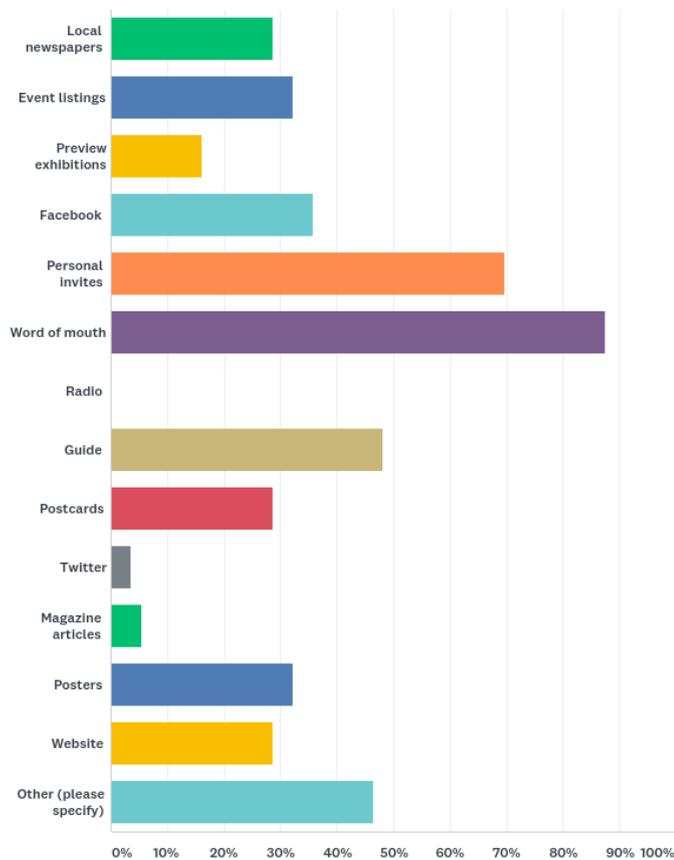
Q5 Name the main villages, towns, counties, countries that your visitors came from



How the artists' visitors knew about Open Studios

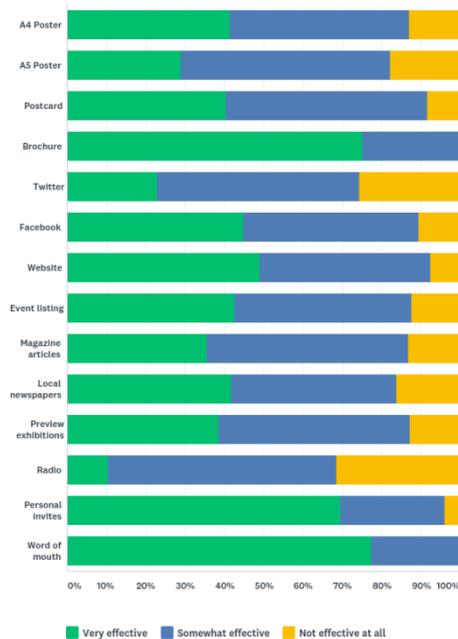
Of the 58 responses, 56 replied

Q7 Please indicate below the main ways your visitors heard about Open Studios



How effective did the artists think each of the different marketing methods were

Q20 Overall, how effective do you think each of the different marketing methods were for promoting Worcestershire Open Studios



Number of sales

- 55 respondents sold a total of 1,585 cards over the 3 days, equating to an average of 29 cards per artist.
- 92 print sales were recorded by the 55 respondents averaging 2 per venue
- 431 original works of art were sold, averaging 8 per venue
- 223 sales of 'other' items were sold, e.g. jewellery, workshops, averaging 4 per venue.

Income from sales

Card sales - the majority of the 49 respondents to this question saying they charged either £2.00 and £2.50 with some answering £1 and some £3.00. There was an estimated total income of **£3566 from cards**.

Print sales - the 41 respondents reported an average price of £33 for prints, therefore creating an estimated total income of **£3036 for prints**.

Original art - 55 respondents charge an average of £141 for original pieces of art work. With 431 sales of original work, the total estimated income is **£60,771 for original art work**

45 artists sold 'other items' for an average of £44 per item resulting in an estimated income of **£10,035 for 'other items'**

Local spending by artists

37 artists reported an average spend of £55 each with local printers for cards giving an average overall spend of **£2035 on printing of cards**.

31 artists spent an average £32 on prints equating to **£992 overall spend on prints**.

An average of £125 was spent by 36 artists on framing locally resulting in an average local **spend on framing of £4,500**.

28 artists spent an average of £7 on 'other' items giving an average **spend of £196 on 'other'**

CONTRIBUTION TO THE LOCAL ECONOMY

Sales of art work	£77,408
Local spend by artists	£ 7,724
Spend by visitors	£945
Total contribution	£86,077

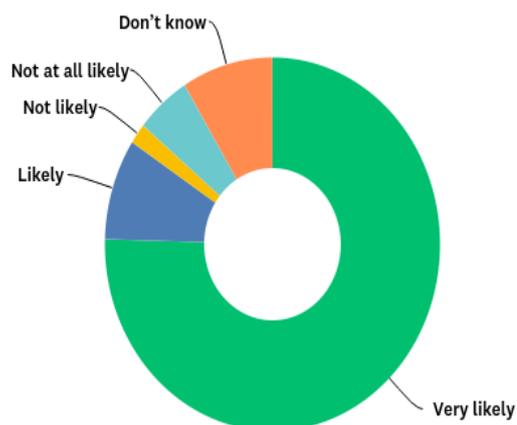
Spend by visitors

From the visitor survey we know that 54% visited cafes; 21% shops; 10% pubs, Income estimated using last year's figure of £5 per person equates to £945:

Place	No	Spend
café/restaurant	103	515
pub	18	90
tourist attraction	7	35
shop	40	200
museum galleries	20	100
other	1	5
Total		945

Number of artists who would take part in 2018

Q25 How likely are you to take part in Worcestershire Open Studios again?



ANSWER CHOICES	RESPONSES	Number
Very likely	75.86%	44
Likely	8.62%	5
Not likely	1.72%	1
Don't know	8.62%	5
Total		58

The range of reasons why artists would take place again are outlined in the following word cloud

Q26 Please outline your reason why

Confidence Exposure Opportunity Excellent Studios
Great Way Sales Hard Work Art Contacts
Enjoyable Wider Audience Visitors
Way to Network Artists Positive Experience Talking
Prepared