



Dorset Art Weeks 2006

Report

Produced August 2006



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1: Report Summary

1.1 Executive Summary

➤ Previous Experience of Dorset Art Weeks

- The majority of respondents had visited Dorset Art Weeks previously (83%); 60% of respondents had visited Dorset Art Weeks 2002, 78% in 2004.
- 4% of respondents had visited every Dorset Art Weeks during the 1992-2004 period. A quarter of respondents had visited two previous Dorset Art Weeks.
- The majority of respondents regularly visit art galleries (87%), with just under half also having visited art weeks in other areas (49%). Less than 2% of respondents were on their first visit to an art exhibition of any sort.
- A larger proportion of respondents from outside of the Dorset area have visited art weeks in other areas (66%) than Dorset residents (35%). Marginally more respondents who reside in Dorset regularly visit art galleries (90%) than non-Dorset residents (81%).

➤ Motivations for Visiting Dorset Art Weeks 2006

- The primary motive for visiting Dorset Art Weeks was to view the art on exhibition (93%), followed by meeting the artists (62%) and to buy artwork (45%). Less than 6% of respondents were visiting as part of a weekend break.
- The 2006 results are consistent with Dorset Art Weeks 2004 results, with the maximum variance being a 4% decrease in respondents who cited a nice day out as a motive for visiting.
- For the majority of respondents Dorset Art Weeks was the primary motive for visiting the area (58%). This is consistent with Dorset Art Weeks 2004 where 58.8% cited Dorset Art Weeks as a primary motive for visiting the area.
- Marginally more non-Dorset residents cited Dorset Art Weeks as their primary motive for visiting the area (56%) than Dorset residents (54%).
- The majority of respondents (55%) reported that their sole reason for visiting was to visit Dorset Art Weeks, with a further 23% citing it as their main reason for visiting. 7% of respondents felt that they might not visit the area if Dorset Art Weeks was not here.

➤ Experience of Dorset Art Weeks 2006

- The most frequent information source used by respondents was previous Dorset Art Week's (36%). Other common information sources included a Posted Brochure (22%), friends and family (21%) and the Local Press (20%).
- The majority of respondents considered the design and layout of the brochure as excellent (58%). The ease of use of the brochure, the information in the brochure, the ease of obtaining a brochure and the road signs were considered as either excellent or good by the majority of respondents. All aspects obtained average scores between 4.1 and 4.5
- Respondents generally spent either 2 days (23%) or 3 days (24%) visiting Dorset Arts Weeks. 16% only intended to visit on one day and 1% intended to visit on all 16 days.
- Respondents most frequently visited 3 exhibitions on average per day (22%). The majority of respondents visited less than 6 exhibitions, on average, per day, less than 1% reported to be visiting up to 24 exhibitions per day.

➤ **Future Intentions**

- The majority of respondents (64%) would be interested in visiting studios outside of Dorset Art Weeks. 29% of respondents would be interested in commissioning a piece of artwork and a further 24% feel that they will now visit art exhibitions more often.
- Less than 1% of respondents felt that they had been put off future arts events by their experience.
- The vast majority of respondents felt that they were very likely to visit Dorset Art Weeks 2008 (83%) and would recommend Dorset Art Weeks to others (79%).
- The majority of respondents reported that it was very likely that they would take an unrelated day trip or holiday in Dorset (56%) and would visit Dorset Art Weeks annually if the option was available (51%).
- All future activities averaged over 4 on a scale where 1= definitely not and 5 = very likely
- The majority of respondents intend to keep their Dorset Arts Weeks guide for future reference (88%).
- Marginally more respondents intend to keep their Guide for future reference from 2006 (88%) than from 2004 (87%). Differences between Dorset and non-Dorset residents are less than 1% (0.2%).

➤ **Expenditure**

- On average respondents spent the most on accommodation (£55) and the least on incurred costs (£4). The total average expenditure was £141.
- Respondents from outside the Dorset area generally spent more on all aspects of their trip, on average spending £176 in comparison to Dorset residents who spent on average £74.
- 32% of respondents had purchased 1 artwork whilst at Dorset Arts Week 2006, with a further 23% purchasing 2 pieces of artwork. On average respondents bought 2.1 pieces of artwork.
- 16% of respondents purchased 6 postcards during Dorset Art Weeks, with a further 14% purchasing 10 postcards and 10% purchasing 2 postcards. The maximum number reported of postcards purchased was 33. The average number of postcards purchased was 7.7.
- The maximum spend on artworks was £2600, the minimum was £1. The average spend on artworks at Dorset Art Weeks 2006 was £217.56.

➤ **Visitor Information**

- The vast majority of respondents were using their home as their base for Dorset Art Weeks 2006 (82%). The most common accommodation type was the home of a friend or relative (6%).
- Generally respondents used their own motorised transport as their main method of transport to the exhibitions (90%). The second most frequent method of transport was walking (5%).
- 44% of respondents were visiting as part of a day trip from home; a further 34% were visiting as a morning/ afternoon outing. Less than 1% of the sample were visiting as part of either a local business trip or as part of a school trip.
- The most frequent length of stay for respondents who were either on a short break or main holiday was 3 nights (33%) followed by 2 nights (19%).
- The majority of the sample (83%) was not aware of Family Friendly Dorset Scheme.
- The majority of respondents would not visit based on their knowledge of the Family Friendly Dorset Scheme (83%).

1.2: Statistical Summary

Statistical Summary	
3.1. Previous Experience of Dorset Art Weeks	
Visits to previous Dorset Art Weeks	
1992	5.1%
1994	6.7%
1996	10.8%
1998	18.4%
2000	36.4%
2002	59.7%
2004	78.3%
I have not visited Dorset Art Weeks before.	16.6%
Previous experience of art exhibitions.	
I regularly visit art galleries	86.7%
I have visited art weeks in other areas	48.5%
This is my first visit to an art exhibition of any sort	1.7%
3.2. Motivations for Visiting Dorset Art Weeks 2006	
Main motivations for visiting Dorset Art Weeks 2006	
To view the art on exhibition	92.8%
To meet the artists	62.3%
To buy artwork	45.1%
Interested as an amateur artist	40.0%
To gather ideas / tips	39.1%
A nice day out	38.4%
Interested as a professional artist	12.6%
Other	6.0%
Weekend break	5.8%
School trip	0.0%
Was Dorset Art Weeks your primary motive for visiting the area?	
Yes	58.1%
No	41.9%
The role of Dorset Art Weeks in respondents' decision to visit.	
My main reason for visiting was to visit Dorset Art Weeks	55.1%
I intended to visit Dorset Art Weeks during my stay, but it was not a significant factor	22.5%
I may not have visited the area if the Dorset Art Weeks was not here	9.2%
I had never heard of Dorset Art Weeks before my visit	7.1%
I knew of Dorset Art Weeks, but it played no role in my decision	3.6%
Other	2.6%

3.3. Experience of Dorset Art Weeks 2006.	
Information Sources	
Previous DAW's	35.9%
Posted Brochure	22.1%
Friends / Family	21.4%
Local Press	19.6%
Participating Venue	15.6%
Arts Centre or other Arts organisation	15.4%
Picked up brochure	14.9%
Reply Leaflet from DAW promotional material	14.7%
Local Library	12.8%
Poster	6.5%
Other	6.1%
DAW Website	4.4%
Local TIC	4.4%
Work Colleague	2.1%
Please rate the following aspects of Dorset Art Weeks 2006: Average rating (where 1 = Very poor and 5 = excellent)	
Design and Layout of the brochure	4.5
Ease of use of the brochure	4.3
Information in the brochure	4.3
Ease of obtaining a brochure	4.2
Road signs and banners	4.1
DAW Website	3.7
Number of Days Visiting Dorset Art Weeks.	
1 day	15.5%
2 days	22.5%
3 days	23.7%
4 days	15.2%
5 days	7.0%
6 days	6.0%
7 days	4.1%
8 days	1.4%
9 days	1.4%
10 days+	3.1%
Average number of days	3.54
Average number of exhibitions visited per day.	
1 exhibition	5.4%
2 exhibitions	13.0%
3 exhibitions	22.3%
4 exhibitions	17.9%
5 exhibitions	13.0%
6 exhibitions	12.4%
7 exhibitions	2.1%
8 exhibitions	4.4%
9 exhibitions	1.6%
10 exhibitions	3.4%
11 exhibitions	0.3%
12 exhibitions or more	4.4%
Average number of exhibitions per day	4.28*

3.4. Future Intentions	
In light of your visit to Dorset Art weeks 2006.	
I would be interested in visiting studios outside of DAW	63.7%
I would be interested in commissioning a piece of artwork	29.2%
I will now visit art exhibitions more often	23.5%
I will not be attending Dorset Art Weeks in the future	2.0%
I have been put off future arts events by my experience	0.6%
On the scale below how likely is it that you would: Average Rating (where 1=Very likely & 5=Definitely not)	
Visit DAW 2008	4.7
Recommend DAW to others	4.7
Visit DAW annually if the option was available	4.2
Take a future unrelated day trip or holiday in Dorset	4.2
Will you keep your Dorset Art Weeks guide for future reference?	
Yes	88.2%
No	11.8%
3.5. Expenditure	
Average Expenditure	
Accommodation	£55
Food and Drink	£26
Durable Goods	£18
Fares and Petrol within Dorset	£17
Entertainment and Leisure	£15
Convenience Goods	£7
Incurred costs	£4
Total Average Expenditure	£141
Number of Artworks Bought	
1	40.8%
2	28.8%
3	11.5%
4	8.9%
5	3.1%
6	3.1%
7	0.5%
8	0.5%
9	0.0%
10	1.6%
More than 10	1.0%
Did Not Buy Artworks	19.7%
Number of Postcards Bought	
1	4.0%
2	10.4%
3	8.4%
4	9.1%
5	8.8%
6	16.2%
7	1.7%
8	3.0%
9	0.7%
10	13.8%
More than 10	15.5%
Did Not Buy Postcards	8.4%
How much have you spent on artworks at DAW 2006	
Under £10	19.0%
£10-£25	12.1%
£25-£50	9.9%
£50-£100	12.1%
£100-£250	19.4%
£250-£500	16.4%
£500-£1000	7.8%
£1000-£2000	2.6%
Over £2000	0.9%

3.6.Visitor Information	
Where was your main base for visiting Dorset Art Weeks 2006?	
Home	82.2%
Home of friend or relative	5.6%
Guest house	3.0%
Other	2.6%
Camping / caravan site	1.9%
Self catering cottage / flat / house	1.9%
Hotel	1.6%
Holiday Park	1.2%
What was your main method of transport to the exhibitions?	
Own motorised transport	89.6%
Public transport	2.4%
Coach	0.2%
Taxi	0.0%
Walking	5.4%
Bicycle	1.2%
Other	1.2%
Was your visit to Dorset Art Week's part of....	
Day trip from home	43.9%
Morning / afternoon outing	34.2%
Short break	7.5%
Other	5.0%
Main holiday	4.5%
Visit to friends and family	4.2%
Local business trip	0.5%
School trip	0.2%
Were you aware of the Family Friendly Dorset Scheme?	
Yes	17.4%
Would you visit based on the Family Friendly Dorset Scheme?	
Yes	17.1%

2: Background and Methodology

2.1: Background Information

Dorset Art Weeks is the biggest rural open exhibition event in the UK, and aims to promote the work of all artists and makers living and/or working in the county of Dorset.

Since its inauguration in 1992, the festival has grown from 45 venues with 174 exhibiting artists, to 364 venues with over 600 named artists. Previous analysis has suggested that Dorset Art Weeks is a successful and sustainable event, with an extremely strong visitor core, of whom around a third come from outside of the County, and almost all have a high propensity for return visits. The initial study was undertaken in 2004, this study builds on that.

On the recommendation of the Dorset Arts Advisory Group, Dorset's Local and County Authorities have recognised the need for a comprehensive study to assess the impact of the annual Dorset Art Weeks on the County's economy. This is an area that has received little previous evaluation, despite its obvious potential for attracting extra revenue to the County.

2.2: The Market Research Group

The Market Research Group provides market research and intelligence services to organisations in the service sector and local government.

The Market Research Group, based within Bournemouth University, can offer a wealth of experience and expertise in the field of leisure, tourism, heritage, best value and economic impact research at a national, regional and local level.

Using external market research professionals to complete all or part of the consultation and research process can bring together greater legitimacy and independence to the results, expertise and research experience, less disruption to other in house services, and greater resources.

2.3: Target Population and Sampling Methodology

The broad aim of the research is to provide an interim report giving background, full research will be undertaken in 2008.

The target population of this self completion questionnaire was all visitors to Dorset Arts Weeks 2006

2.4: Sample Data

Self-Completion Questionnaire:

- Total self completion sample size of 444.
- Though statistical validity cannot be calculated for data collected via self-completion, for a survey of this type the achieved response rate is excellent and the data is considered robust.

3: Survey Results

3.1. Previous Experience

3.1.1 Visits to previous Dorset Art Weeks.

There is a consistent increase in the proportion of respondents who have visited during the 1992-2004 period. The lowest proportion having visited in 1992 (5%) and the largest having visited in 2004 (78%). The majority of respondents had visited Dorset Art Weeks in 2004 (78%) and 2002 (60%). 17% had not visited a DAW previously. (Table 1, Figure 1).

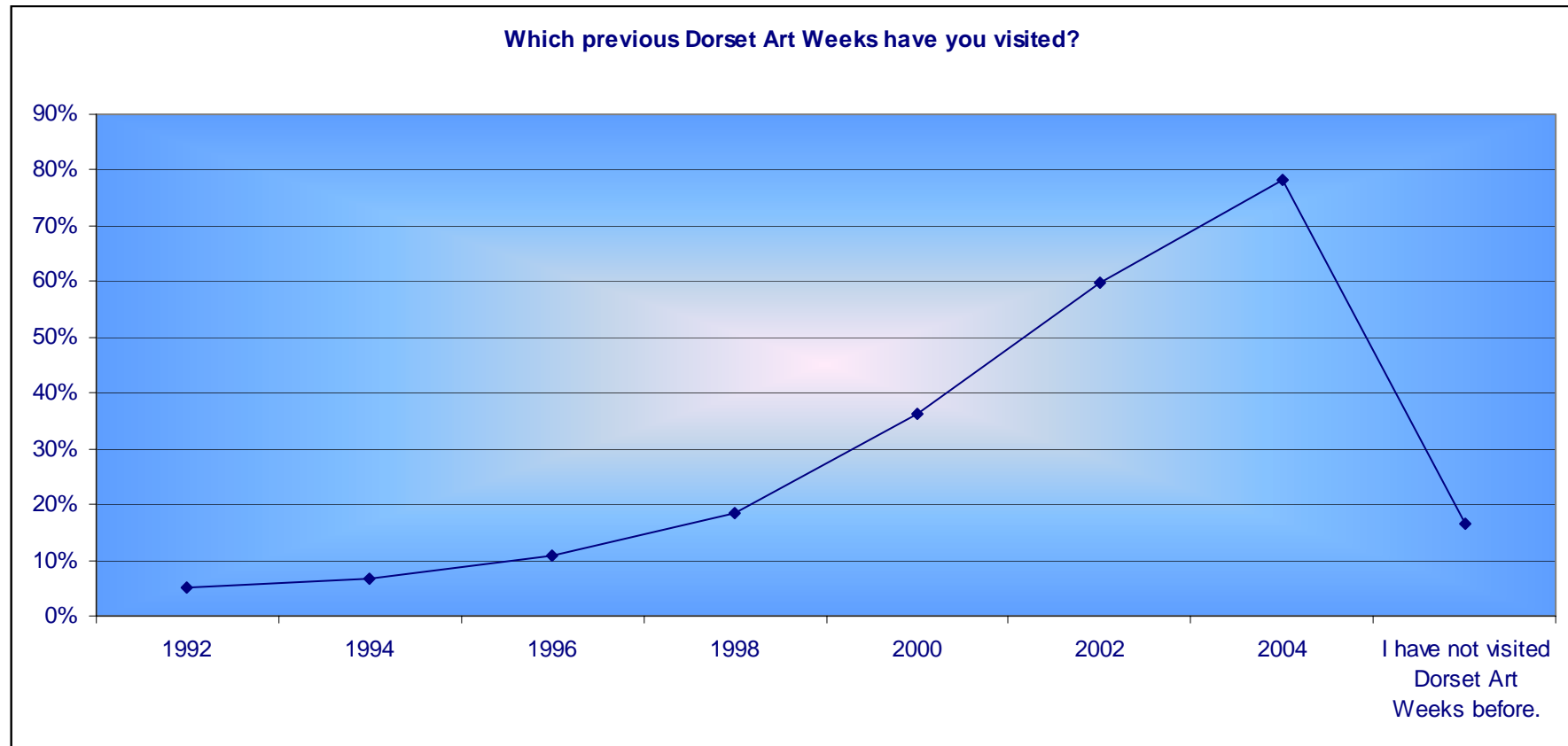
7% of respondents had visited all previous Dorset Art Weeks since 1992. (Table 2, Figure 2). A higher proportion of respondents who were residents of Dorset had visited previous Dorset Art Weeks than non-Dorset residents (Table 3, Figure 3), similarly a higher proportion of non-Dorset residents had not previously visited Dorset Art Weeks (30%) than Dorset residents (10%).

96% of respondents who had visited in 1996 consider themselves very likely to return to DAW in future. Respondents who had not previously visited DAW in any year showed the highest proportion of individuals who definitely do not intend to return to Dorset Art Weeks in 2008 (5%).

Table 1: Visits to previous Dorset Art Weeks.

Base: All (444)	f	Valid %
1992	22	5.1
1994	29	6.7
1996	47	10.8
1998	80	18.4
2000	158	36.4
2002	259	59.7
2004	340	78.3
I have not visited Dorset Art Weeks before.	72	16.6
Total (Valid: Multi Code)	434	N/A
(0) Missing Values	10	N/A
Total (Base)	444	N/A

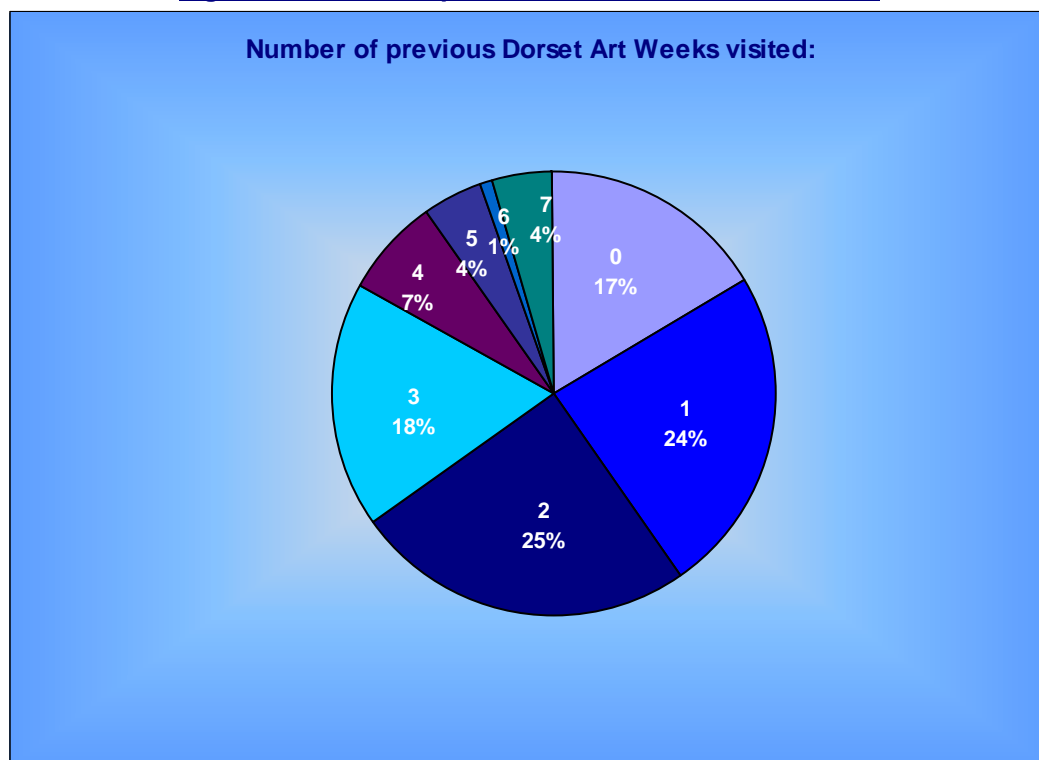
Figure 1: Visits to previous Dorset Art Weeks.



Number of previous visits: 17% of respondents had not previously visited Dorset Art Weeks before. A quarter of respondents had visited two previous Dorset Art Weeks, with marginally less having only visited in one previous year (24%). (Table 2, Figure 2).

Table 2: Number of previous Dorset Art Weeks visited:		
Base: All (444)	<i>f</i>	Valid %
0	72	16.6
1	103	23.7
2	107	24.7
3	78	18.0
4	32	7.4
5	19	4.4
6	4	0.9
7	19	4.4
Total (Valid: Single Code)	434	100.0
(0) Missing Values	10	N/A
Total (Base)	444	N/A

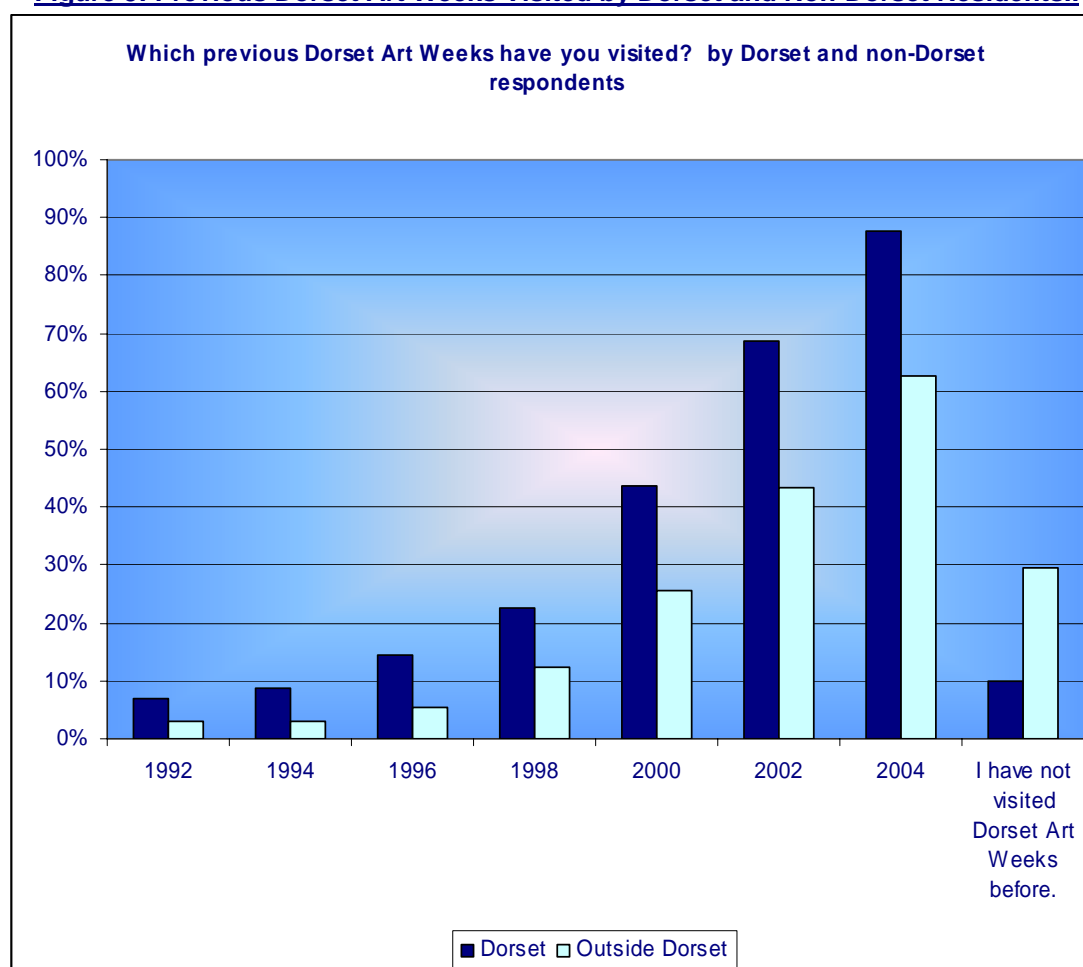
Figure 2: Number of previous Dorset Art Weeks visited.



Previous visits by Dorset/Non-Dorset split: More Dorset resident respondents had visited in previous years than non-Dorset resident respondents. However, both groups demonstrate a consistent increase in the proportion of respondents who had visited previously over the 1992-2004 period. (Table 3, Figure 3).

Table 3: Which previous Dorset Art Weeks have you visited? By Dorset/Non-Dorset split				
	Dorset		Outside Dorset	
Base: All (390)	f	Valid %	f	Valid %
1992	18	6.9	4	3.1
1994	23	8.8	4	3.1
1996	38	14.6	7	5.4
1998	59	22.6	16	12.4
2000	114	43.7	33	25.6
2002	179	68.6	56	43.4
2004	229	87.7	81	62.8
I have not visited Dorset Art Weeks before.	26	10.0	38	29.5
Total (Valid: Multi Code)	261	N/A	129	N/A
(0) Missing Values	129	N/A	261	N/A
Total (Base)	390	N/A	390	N/A

Figure 3: Previous Dorset Art Weeks Visited by Dorset and Non-Dorset Residents..



3.1.2. Previous experience of art exhibitions.

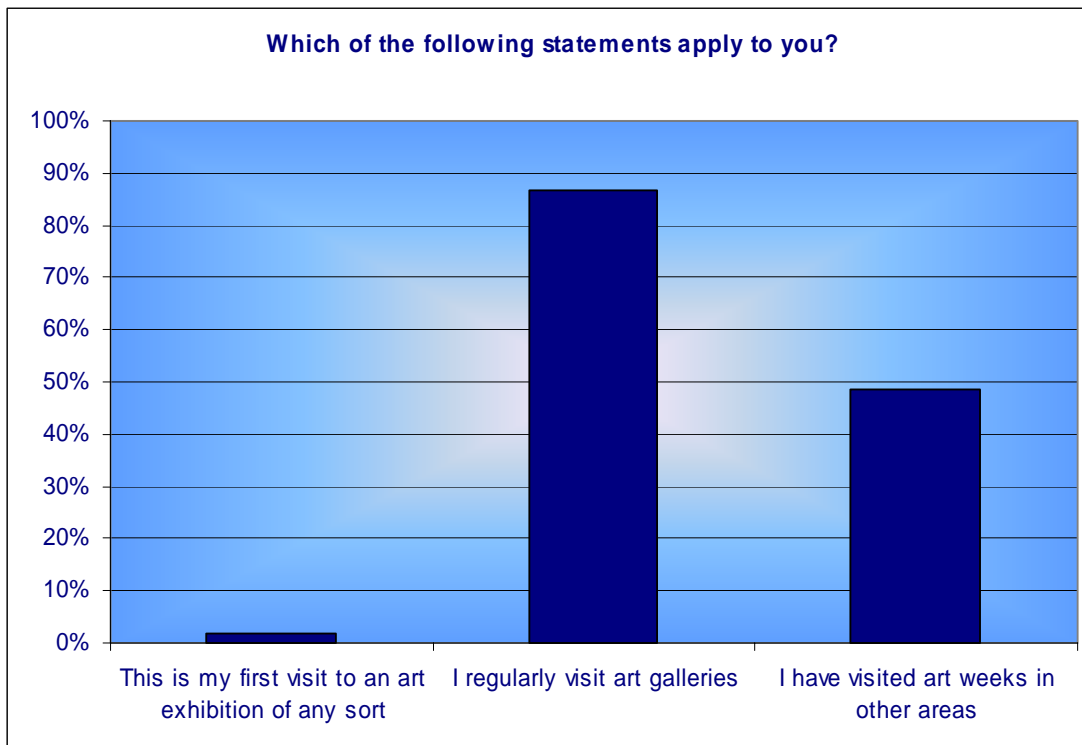
The majority of respondents regularly visit art galleries (87%), with just under half also having visited art weeks in other areas (49%). Less than 2% of respondents were on their first visit to an art exhibition of any sort. (Table 4, Figure 4). A larger proportion of respondents from outside of the Dorset area had visited art weeks in other areas (66%) than Dorset residents (35%). Marginally more respondents who reside in Dorset regularly visit art galleries (90%) than non-Dorset residents (81%) (Table 6, Figure 6).

A large proportion of respondents who had either regularly visited art galleries (94%) or had attended art weeks in other areas (93%) cited viewing the art on exhibition as a motive for visiting. 57% of respondents who were on their first visit to an art exhibition of any sort cited viewing the art on exhibition as their main motive for visiting Dorset Art Weeks 2006.

Conversely, a larger proportion of respondents who were on their first visit to an art exhibition cited a nice day out as their motive for visited Dorset Art Weeks (43%) than respondents who had regularly visited art galleries (37%) or had visited art weeks in other areas (38%), (Table 5, Figure 5).

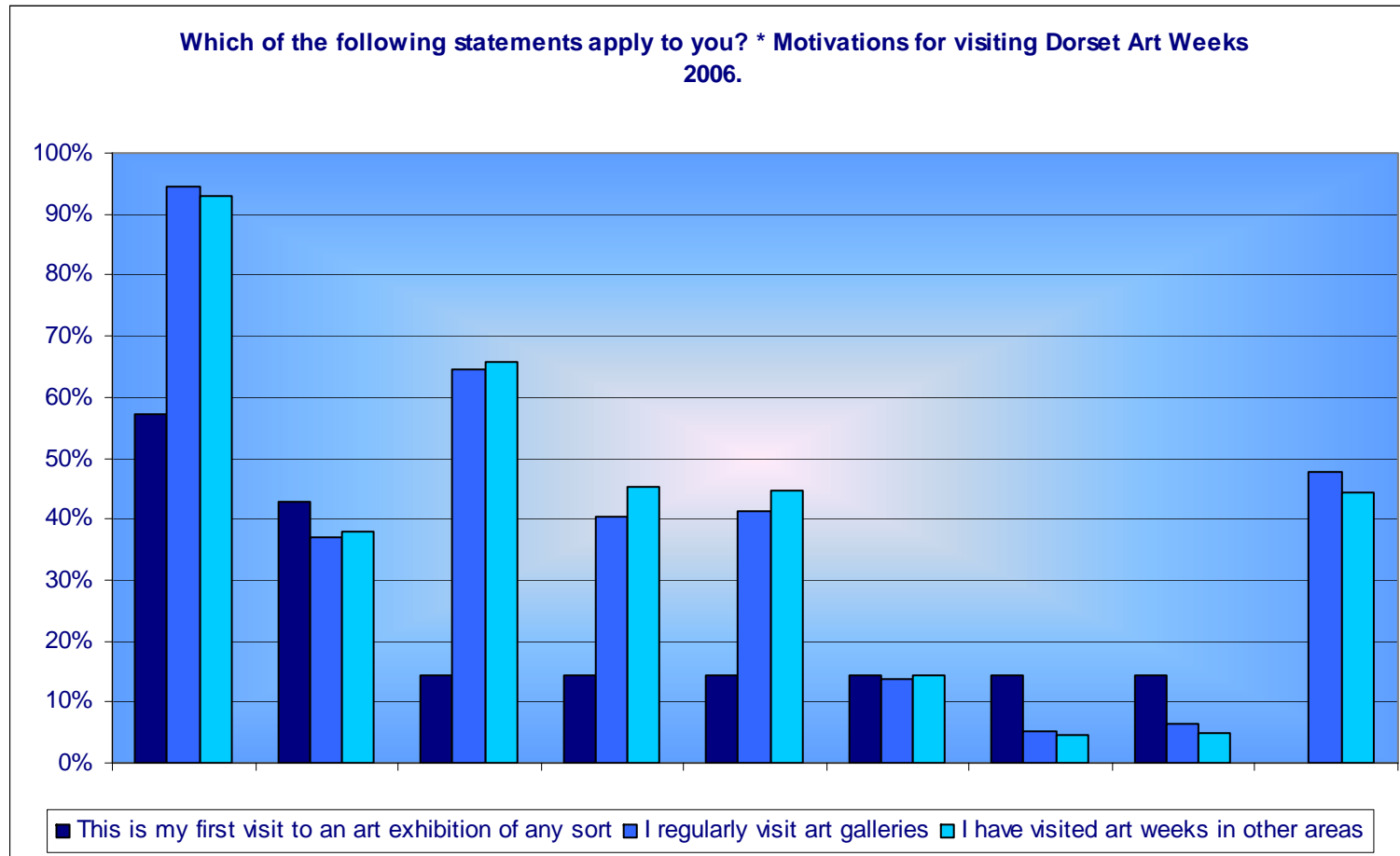
Table 4: Which of the following statements apply to you?		
Base: All (444)	f	Valid %
This is my first visit to an art exhibition of any sort	7	1.7
I regularly visit art galleries	365	86.7
I have visited art weeks in other areas	204	48.5
Total (Valid: Multi Code)	421	N/A
(0) Missing Values	23	N/A
Total (Base)	444	N/A

Figure 4: Which of the following statements apply to you?



Previous experience of Art Exhibitions by Motivations for visiting: The majority of respondents that regularly visit art galleries cited 'to view the art on exhibition' (94%) and 'to meet the artists' (65%) as their primary motives for visiting. Respondents who had visited art weeks before in other areas also cited; 'to view the art on exhibition' (93%) and 'to meet the artists' (66%) as their primary motives for visiting. A relatively small proportion of respondents were on their first visit to an art exhibition of any sort, it is therefore misleading to compare the motives for these respondents to those who had visited art exhibitions or art weeks before. (Table 5, Figure 5).

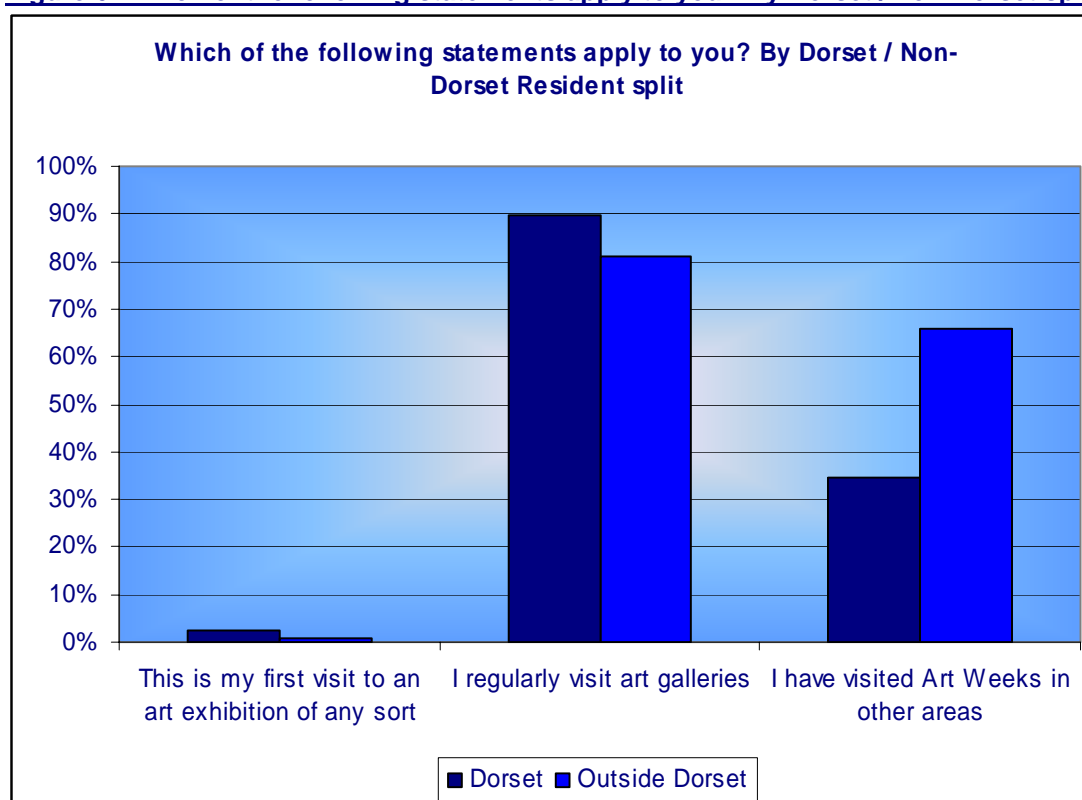
Table 5: Which of the following statements apply to you?* Motivations for visiting Dorset Art Weeks 2006.						
	This is my first visit to an art exhibition of any sort		I regularly visit art galleries		I have visited art weeks in other areas	
Base: All (444)	f	Valid %	f	Valid %	f	Valid %
To view the art on exhibition	4	57.1	338.0	94.4	187.0	93.0
To meet the artists	1	14.3	231.0	64.5	132.0	65.7
Together ideas / tips	1	14.3	144.0	40.2	91.0	45.3
To buy artwork	0	0.0	171.0	47.8	89.0	44.3
Interested as an amateur artist	1	14.3	148.0	41.3	90.0	44.8
Interested as a professional artist	1	14.3	49.0	13.7	29.0	14.4
A nice day out	3	42.9	132.0	36.9	76.0	37.8
Weekend break	1	14.3	19.0	5.3	9.0	4.5
Other	1	14.3	23.0	6.4	10.0	5.0
Total (Valid: Multi Code)	7	N/A	358	N/A	201	N/A
(0) Missing Values	437	N/A	86	N/A	243	N/A
Total (Base)	444	N/A	444	N/A	444	N/A

Figure 5: Which of the following statements apply to you?* Motivations for visiting Dorset Art Weeks 2006.

Previous experience of art exhibitions by residential split: 66% of respondents from outside Dorset have visited Art Weeks in other areas, 35% of respondents from the Dorset area had also visited Art Weeks in other areas. 90% of Dorset resident respondents regularly visit art galleries, a slightly smaller proportion of respondents from outside Dorset regularly visit art galleries. (Table 6, Figure 6).

Table 6: Which of the following statements apply to you? By Dorset / Non-Dorset Resident split				
	Dorset		Outside Dorset	
Base: All (380)	f	Valid %	f	Valid %
This is my first visit to an art exhibition of any sort	6	2.4	1	0.8
I regularly visit art galleries	228	89.8	102	81.0
I have visited Art Weeks in other areas	88	34.6	83	65.9
Total (Valid: Multi Code)	254	N/A	126	N/A
(0) Missing Values	126	N/A	254	N/A
Total (Base)	380	N/A	380	N/A

Figure 6: Which of the following statements apply to you? By Dorset / non-Dorset split.



3.2 Motives for Visiting Dorset Art Weeks 2006

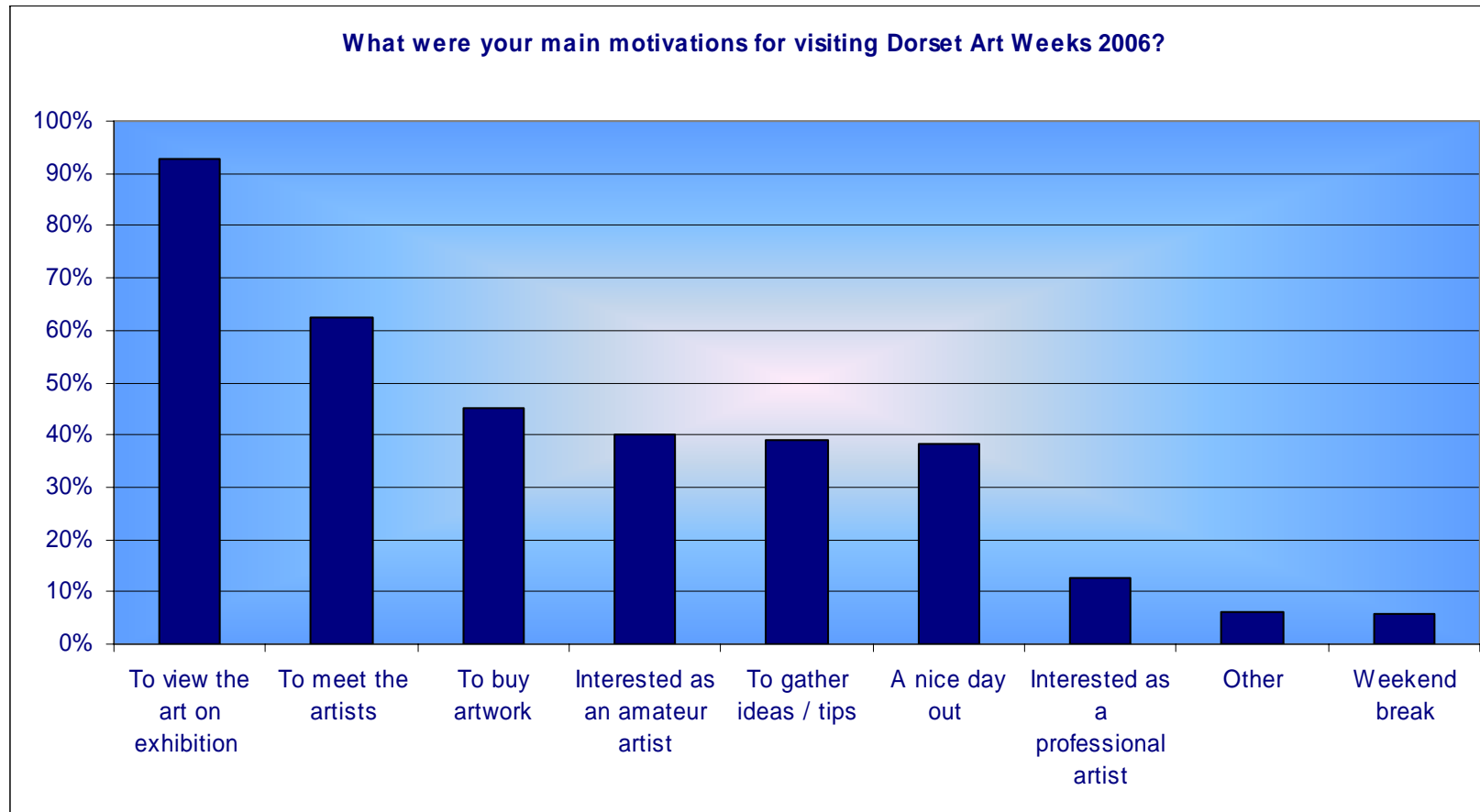
3.2.1 Main motivations for visiting Dorset Art Weeks 2006

The primary motive for visiting Dorset Art Weeks was to view the art on exhibition (93%), followed by meeting the artists (62%) and to buy artwork (45%). Less than 6% of respondents were visiting as part of a weekend break. (Table 7, Figure 7). The majority of respondents regardless of their motives for visiting cited their primary motive for visiting the area was specifically for Dorset Art Weeks. These results are consistent with Dorset Art Weeks 2004, with the maximum variance being a 4% decrease in respondents who cited a nice day out as a motive for visiting.

89% of respondents interested as amateur artists consider it very likely that they will visit DAW 2008. 60% of respondents who were interested as amateur artists consider it very likely that they would visit DAW annually if it were an option. Conversely, only 37% of respondents who were interested as professional artists consider it very likely that they would visit on an annual basis. Respondents whose motive was to buy artwork showed the highest intention to commission art works (37%).

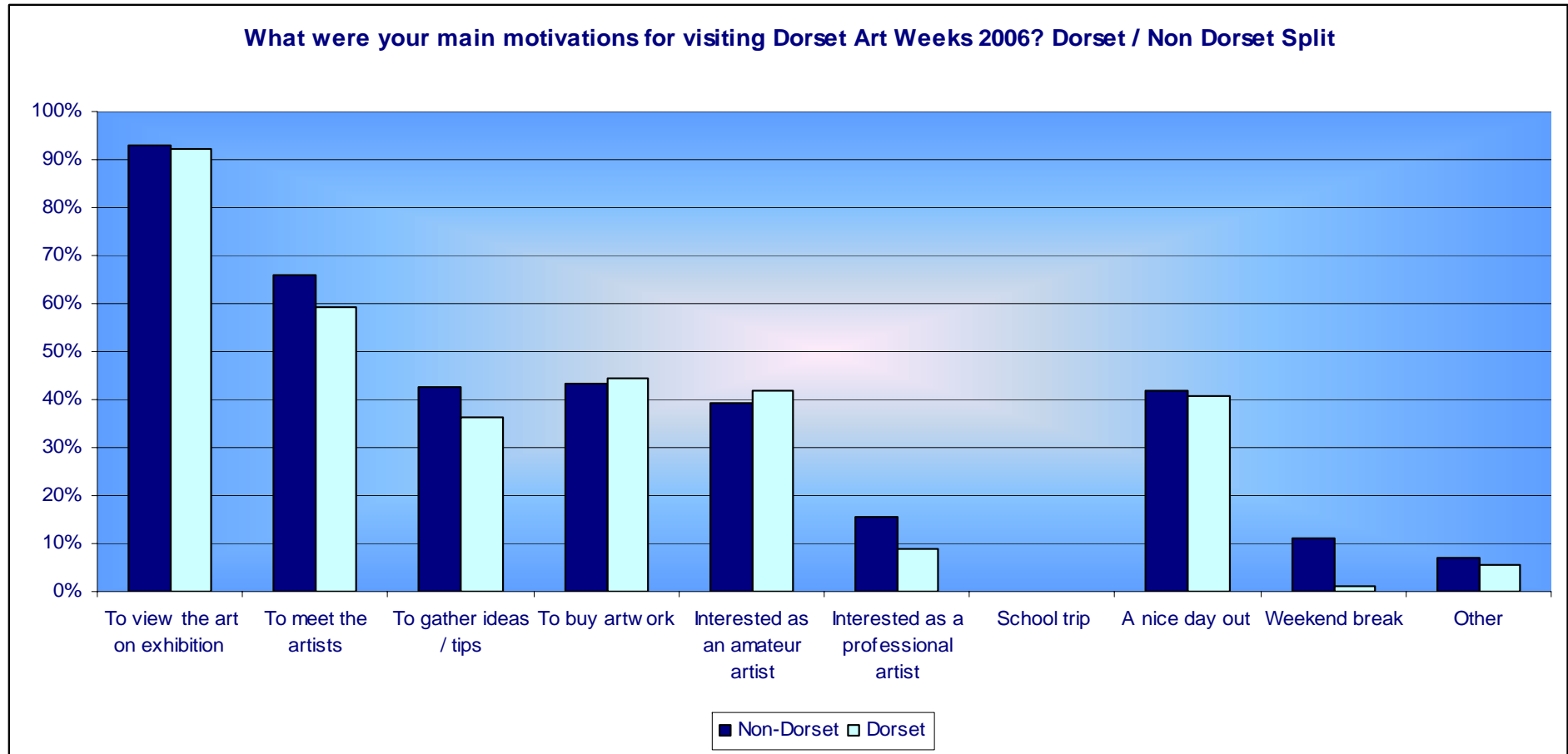
A larger proportion of respondents who reside outside of Dorset cited meeting the artists (66%), to gather tips and ideas (43%), interested as a professional artist (16%) and a weekend break (11%) as motives for their visit to Dorset Art Weeks than Dorset residents, (Table 8, Figure 8).

Table 7: What were your main motivations for visiting Dorset Art Weeks 2006?		
Base: All (444)	f	Valid %
To view the art on exhibition	399	92.8
To meet the artists	268	62.3
To buy artwork	194	45.1
Interested as an amateur artist	172	40.0
To gather ideas / tips	168	39.1
A nice day out	165	38.4
Interested as a professional artist	54	12.6
Other	26	6.0
Weekend break	25	5.8
School trip	0	0.0
Total (Valid: Multi Code)	430	N/A
(0) Missing Values	14	N/A
Total (Base)	444	N/A

Figure 7: What were your main motivations for visiting Dorset Art Weeks 2006?

Main motivations for visiting Dorset Art Weeks 2006 by residential split: Marginally more non-Dorset residents cited meeting the artists as a main motivation for visiting Dorset Art Weeks 2006 than non-Dorset residents (92%). No respondents were on a school trip; this may not however be reflective of the population as a whole but the by-product of the methodology. (Table 8, Figure 8).

Table 8: What were your main motivations for visiting Dorset Art Weeks 2006? Dorset / Non Dorset Split				
	Non Dorset		Dorset	
Base: All (338)	f	Valid %	f	Valid %
To view the art on exhibition	118	92.9	241	92.3
To meet the artists	84	66.1	155	59.4
To gather ideas / tips	54	42.5	95	36.4
To buy artwork	55	43.3	116	44.4
Interested as an amateur artist	50	39.4	109	41.8
Interested as a professional artist	20	15.7	23	8.8
School trip	0	0.0	0	0.0
A nice day out	53	41.7	106	40.6
Weekend break	14	11.0	3	1.1
Other	9	7.1	15	5.7
Total (Valid: Multi Code)	127	N/A	261	N/A
(0) Missing Values	261	N/A	127	N/A
Total (Base)	388	N/A	388	N/A

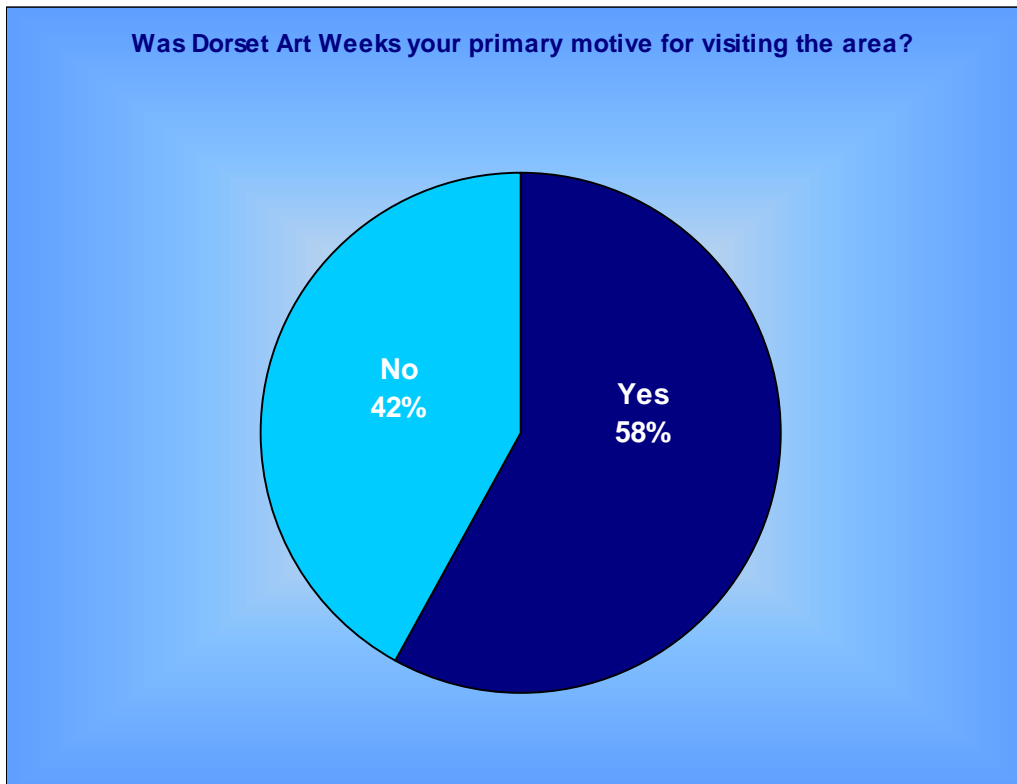
Figure 8: What were your main motivations for visiting Dorset Art Weeks 2006? Dorset / Non Dorset Split.

3.2.2 Was Dorset Art Weeks your primary motive for visiting the area?

For the majority of respondents Dorset Art Weeks was the primary motive for visiting the area (58%). (Table 9, Figure 9). This is consistent with Dorset Art Weeks 2004 where 58.8% cited Dorset Art Weeks as a primary motive for visiting the area. Marginally more non-Dorset residents cited Dorset Art Weeks as their primary motive for visiting the area (56%) than Dorset residents (54%).

Table 9: Was Dorset Art Weeks your primary motive for visiting the area?		
Base: All (444)	f	Valid %
Yes	118	58.1
No	85	41.9
Total (Valid: Single Code)	203	100.0
(0) Missing Values	241	N/A
Total (Base)	444	N/A

Figure 9: Was Dorset Art Weeks your primary motive for visiting the area?



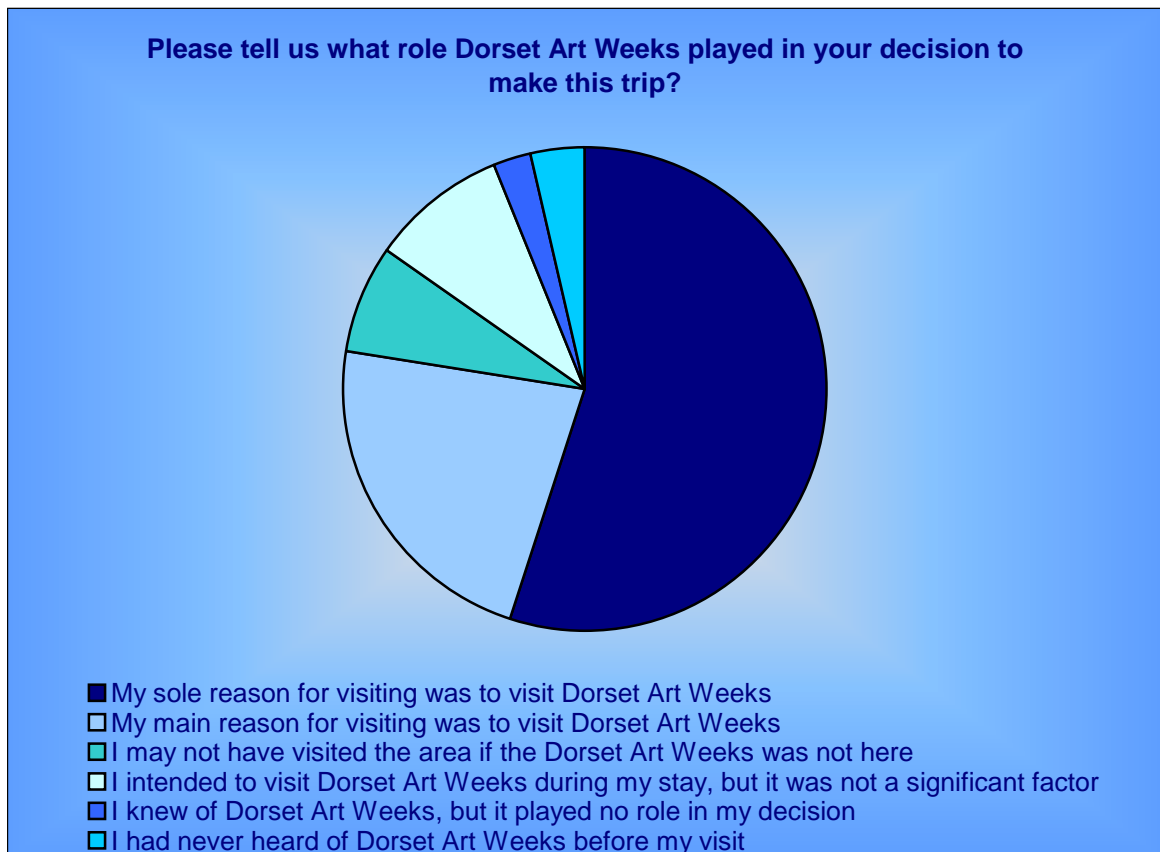
3.2.3. The role of Dorset Art Weeks in respondents' decision to visit.

The majority of respondents (55%) reported that their sole reason for visiting was to visit Dorset Art Weeks, with a further 23% citing it as their main reason for visiting. 7% of respondents felt that they might not visit the area if Dorset Art Weeks was not here. (Table 10, Figure 10)

69% of Dorset resident respondents cited Dorset Art Weeks as their sole reason for visiting the area. 38% of non-Dorset resident respondents cited Dorset Art Weeks as their sole motive, with a further 32% citing it as their main reason. Suggesting that non-Dorset residents may need additional personal motives in order to warrant the travelling from outside the Dorset area. (Table 11, Figure 11).

Table 10: Please tell us what role Dorset Art Weeks played in your decision to make this trip?		
Base: All (444)	f	Valid %
	108	55.1
My main reason for visiting was to visit Dorset Art Weeks	44	22.5
I intended to visit Dorset Art Weeks during my stay, but it was not a significant factor	18	9.2
I may not have visited the area if the Dorset Art Weeks was not here	14	7.1
I had never heard of Dorset Art Weeks before my visit	7	3.6
I knew of Dorset Art Weeks, but it played no role in my decision	5	2.6
Total (Valid: Single Code)	196	100.0
(0) Missing Values	248	N/A
Total (Base)	444	N/A

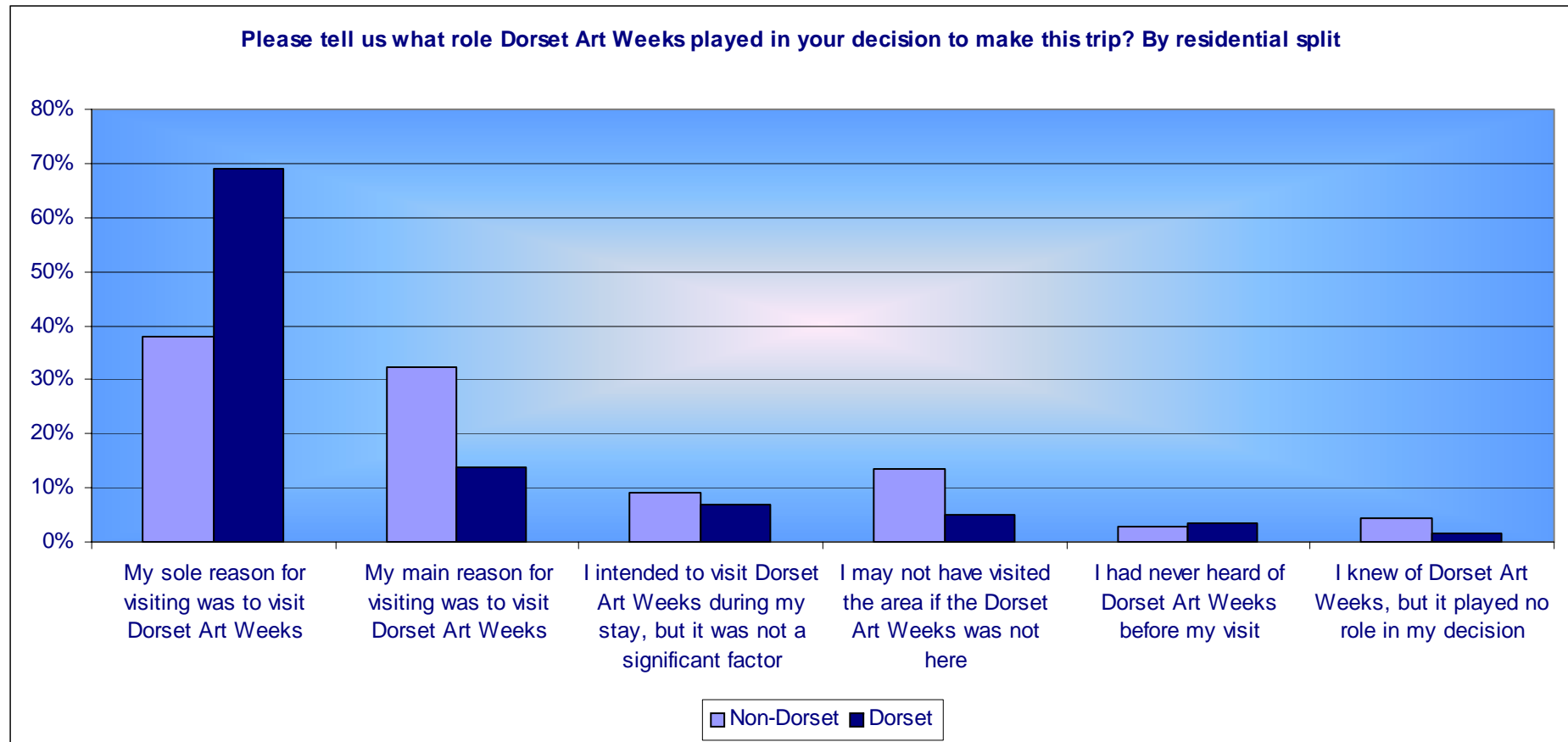
Figure 10: Please tell us what role Dorset Art Weeks played in your decision to make this trip?



The role of Dorset Art Weeks in respondents' decision to visit by residential split: The majority of respondents who reside within the Dorset area cited Dorset Art Weeks as their sole reason for making their trip, a further 14% cited it as their main reason. 3% of Dorset residents had not heard of Dorset Art Weeks previously. 38% of respondents not resident in Dorset cited Dorset Art Weeks as their sole reason for visiting and a further 32% cited it as their main reason for visiting. 14% of respondents not resident in Dorset stated that they might not have visited the area if Dorset Art Weeks was not here. (Table 11, Figure 11).

Table 11: The role of Dorset Art Weeks in respondents' decision to visit by residential split				
	Non-Dorset		Dorset	
Base: All (169)	f	Valid %	f	Valid %
My sole reason for visiting was to visit Dorset Art Weeks	42	37.8	40	69.0
My main reason for visiting was to visit Dorset Art Weeks	36	32.4	8	13.8
I intended to visit Dorset Art Weeks during my stay, but it was not a significant factor	10	9.0	4	6.9
I may not have visited the area if the Dorset Art Weeks was not here	15	13.5	3	5.2
I had never heard of Dorset Art Weeks before my visit	3	2.7	2	3.4
I knew of Dorset Art Weeks, but it played no role in my decision	5	4.5	1	1.7
Total (Valid: Single Code)	111	100.0	58	100.0
(0) Missing Values	58	N/A	111	N/A
Total (Base)	169	N/A	169	N/A

Figure 11: Please tell us what role Dorset Art Weeks played in your decision to make this trip? By residential split.



3.3. Experience of Dorset Art Weeks 2006.

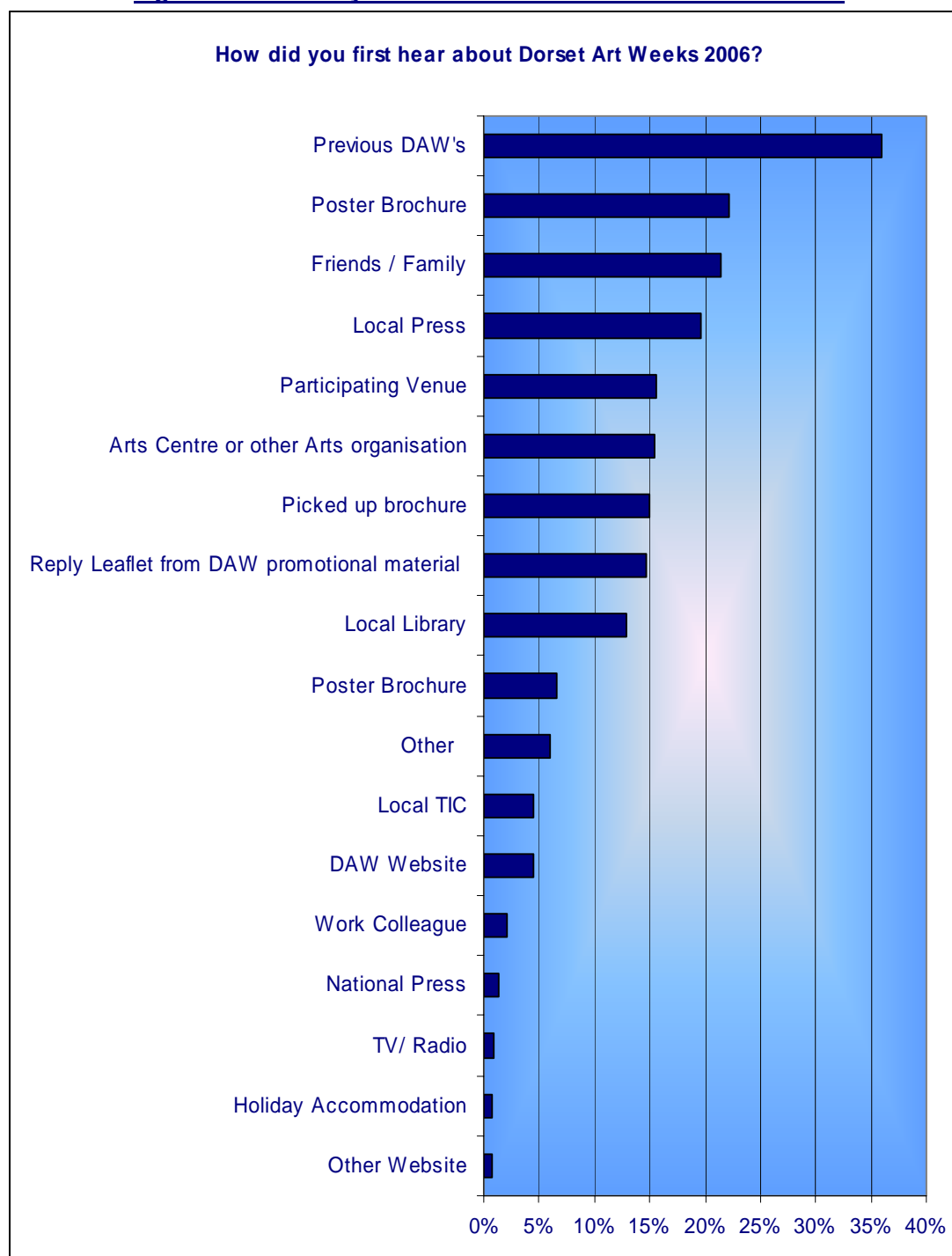
3.3.1 Information Sources

The most frequent information source used by respondents was previous Dorset Art Week's (36%). Other common information sources included a Posted Brochure (22%), friends and family (21%) and the Local Press (20%), (*Table 12, Figure 12*). 16% of 2006 respondents had first heard of Dorset Art Weeks via a reply leaflet, considerably less 2004 respondents had first heard about Dorset Art Weeks via this method (4%). A larger proportion of 2004 respondents had first heard about Dorset Art Weeks via a brochure (31%) than 2006 respondents (22%), (*Table 13, Figure 13*).

A larger number of respondents who reside in Dorset had first heard about Dorset Art Weeks 2006 via previous DAW's (42%), the local press (26%) and a brochure (19%) than non-Dorset residents. Non-Dorset residents showed a higher level of usage of both the DAW website (9%) and reply leaflet (17%) than Dorset residents (*Table 14, Figure 14*).

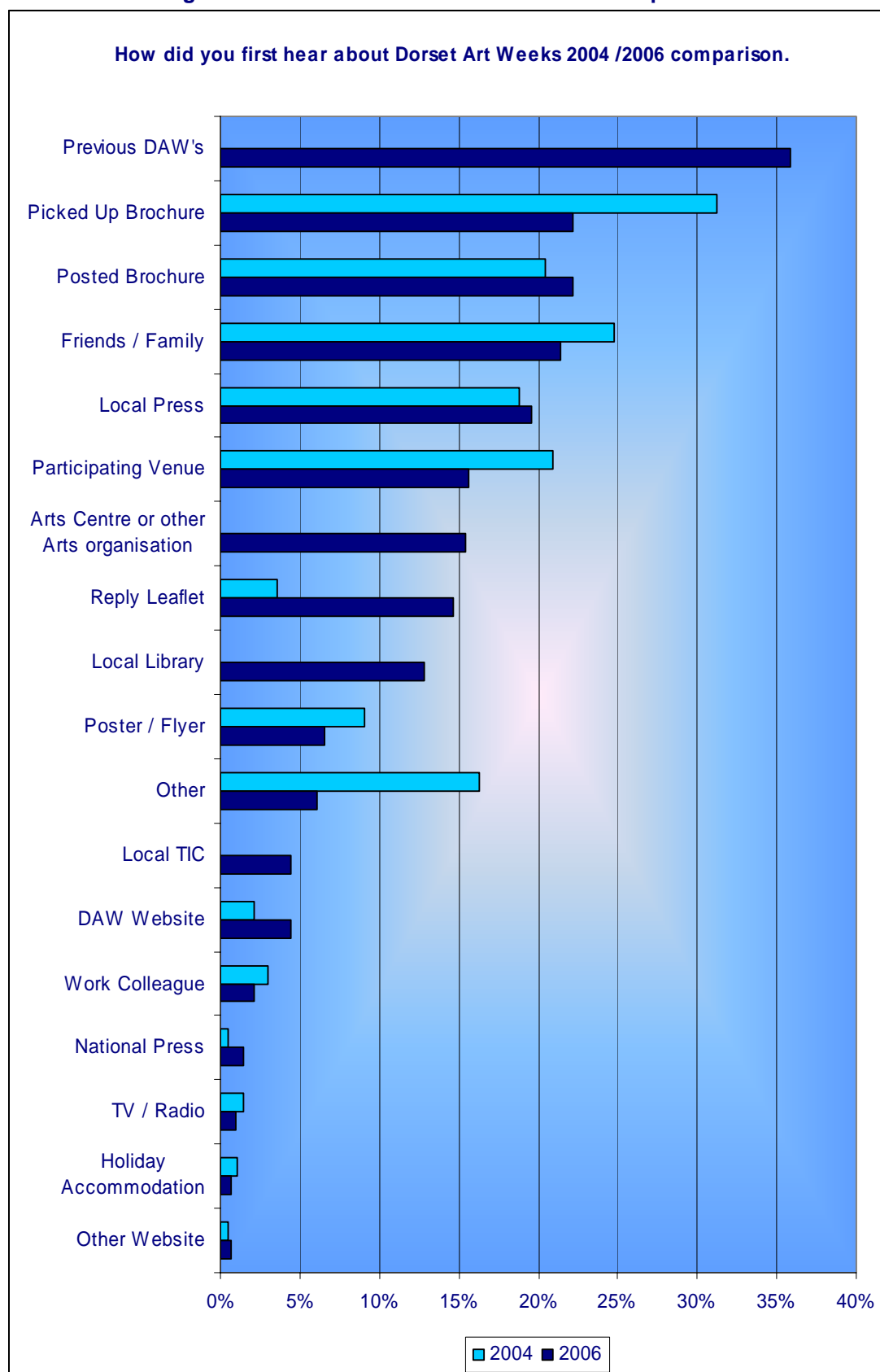
Half of respondents suffering from a disability had first heard about Dorset Art Weeks 2006 through a previous DAW in comparison to 36% of non-disabled respondents. Similarly 43% of disabled respondents had heard of DAW 2006 through a posted brochure and only 21% of non-disabled respondents.

Table 12: How did you first hear about Dorset Art Weeks 2006?		
Base: All (444)	f	Valid %
Previous DAW's	154	35.9%
Posted Brochure	95	22.1%
Friends / Family	92	21.4%
Local Press	84	19.6%
Participating Venue	67	15.6%
Arts Centre or other Arts organisation	66	15.4%
Picked up brochure	64	14.9%
Reply Leaflet from DAW promotional material	63	14.7%
Local Library	55	12.8%
Poster	28	6.5%
Other	26	6.1%
DAW Website	19	4.4%
Local TIC	19	4.4%
Work Colleague	9	2.1%
National Press	6	1.4%
TV/ Radio	4	0.9%
Other Website	3	0.7%
Holiday Accommodation	3	0.7%
Total (Valid: Multi Code)	429	N/A
(0) Missing Values	15	N/A
Total (Base)	444	N/A

Figure 12: How did you first hear about Dorset Art Weeks 2006?

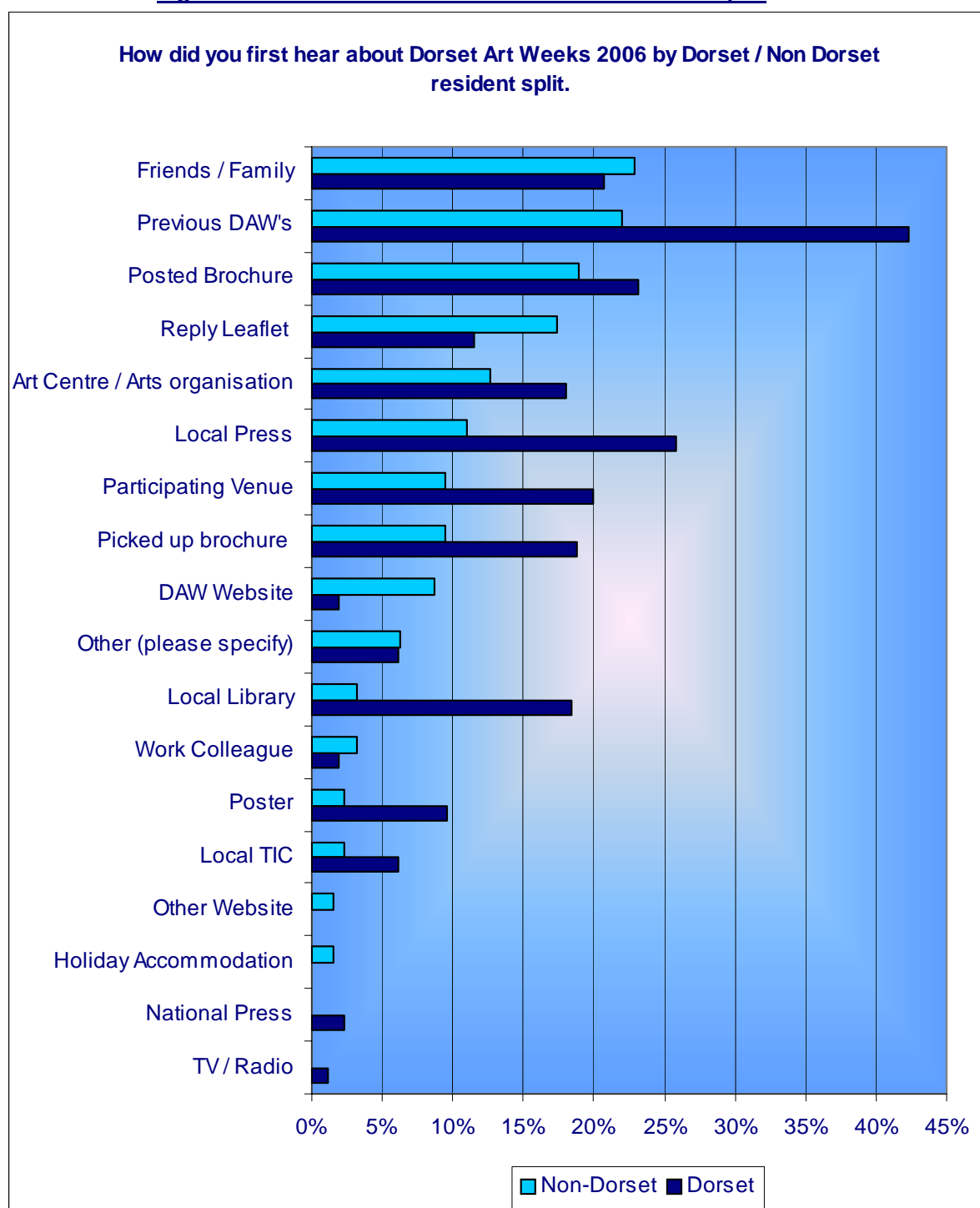
Information Sources: 2004/2006 comparisons: The most frequently used information sources in 2004 were the brochure (31%), friends and family (25%) and a participating venue (21%). The most frequently used information sources in 2006 were previous Dorset Art Weeks (36%), The brochure (22%) and the posted brochure (22%). Less than 1% of 2004 respondents had first heard of Dorset Art Weeks via the National Press and another website, similarly, less than 1% of 2006 respondents had first heard about Dorset Art Weeks via the TV/Radio, their holiday accommodation and another website. (Table 13, Figure 13).

Table 13: Information Sources: 2004/2006 comparisons				
	2004		2006	
	<i>f</i>	Valid %	<i>f</i>	Valid %
Previous DAW's	n/a	n/a	154	35.9
Picked Up Brochure	261	31.3	95	22.1
Posted Brochure	171	20.5	95	22.1
Friends / Family	207	24.8	92	21.4
Local Press	157	18.8	84	19.6
Participating Venue	175	21.0	67	15.6
Arts Centre or other Arts organisation	n/a	n/a	66	15.4
Reply Leaflet	30	3.6	63	14.7
Local Library	n/a	n/a	55	12.8
Poster	76	9.1	28	6.5
Other	136	16.3	26	6.1
Local TIC	n/a	n/a	19	4.4
DAW Website	18	2.2	19	4.4
Work Colleague	25	3.0	9	2.1
National Press	4	0.5	6	1.4
TV / Radio	12	1.4	4	0.9
Holiday Accommodation	9	1.1	3	0.7
Other Website	4	0.5	3	0.7
Total (Valid: Multi Code)	835	N/A	429	N/A
(0) Missing Values	14	N/A	15	N/A
Total (Base)	849	N/A	444	N/A

Figure 13: Information Sources: 2004/2006 comparisons

Information Sources: Dorset / Non-Dorset split: 42% of Dorset resident respondents had first heard of Dorset Art Weeks 2006 via previous Dorset Art Weeks, just over a quarter via local press (26%) and a further 23% via a posted brochure. Non-Dorset residents had primarily heard about Dorset Art Weeks 2006 via friends and family (23%), previous Dorset Art Weeks (22%) and a posted brochure (19%). (Table 14, Figure 14).

Table 14: Information Sources: by Dorset / Non-Dorset resident split.				
	Non-Dorset		Dorset	
	<i>f</i>	Valid %	<i>f</i>	Valid %
Friends / Family	29	22.8	54	20.8
Previous DAW's	28	22.0	110	42.3
Posted Brochure	24	18.9	60	23.1
Reply Leaflet from DAW promotional material	22	17.3	30	11.5
Art Centre or other Arts organisation	16	12.6	47	18.1
Local Press	14	11.0	67	25.8
Participating Venue	12	9.4	52	20.0
Picked up brochure (please specify where)	12	9.4	49	18.8
DAW Website	11	8.7	5	1.9
Other (please specify)	8	6.3	16	6.2
Local Library	4	3.1	48	18.5
Work Colleague	4	3.1	5	1.9
Poster	3	2.4	25	9.6
Local TIC	3	2.4	16	6.2
Other Website	2	1.6	0	0.0
Holiday Accommodation	2	1.6	0	0.0
National Press	0	0.0	6	2.3
TV / Radio	0	0.0	3	1.2
Total (Valid: Multi Code)	127	N/A	260	N/A
(0) Missing Values	260	N/A	127	N/A
Total (Base)	387	N/A	387	N/A

Figure 14: Information Sources: Dorset / Non Dorset split.

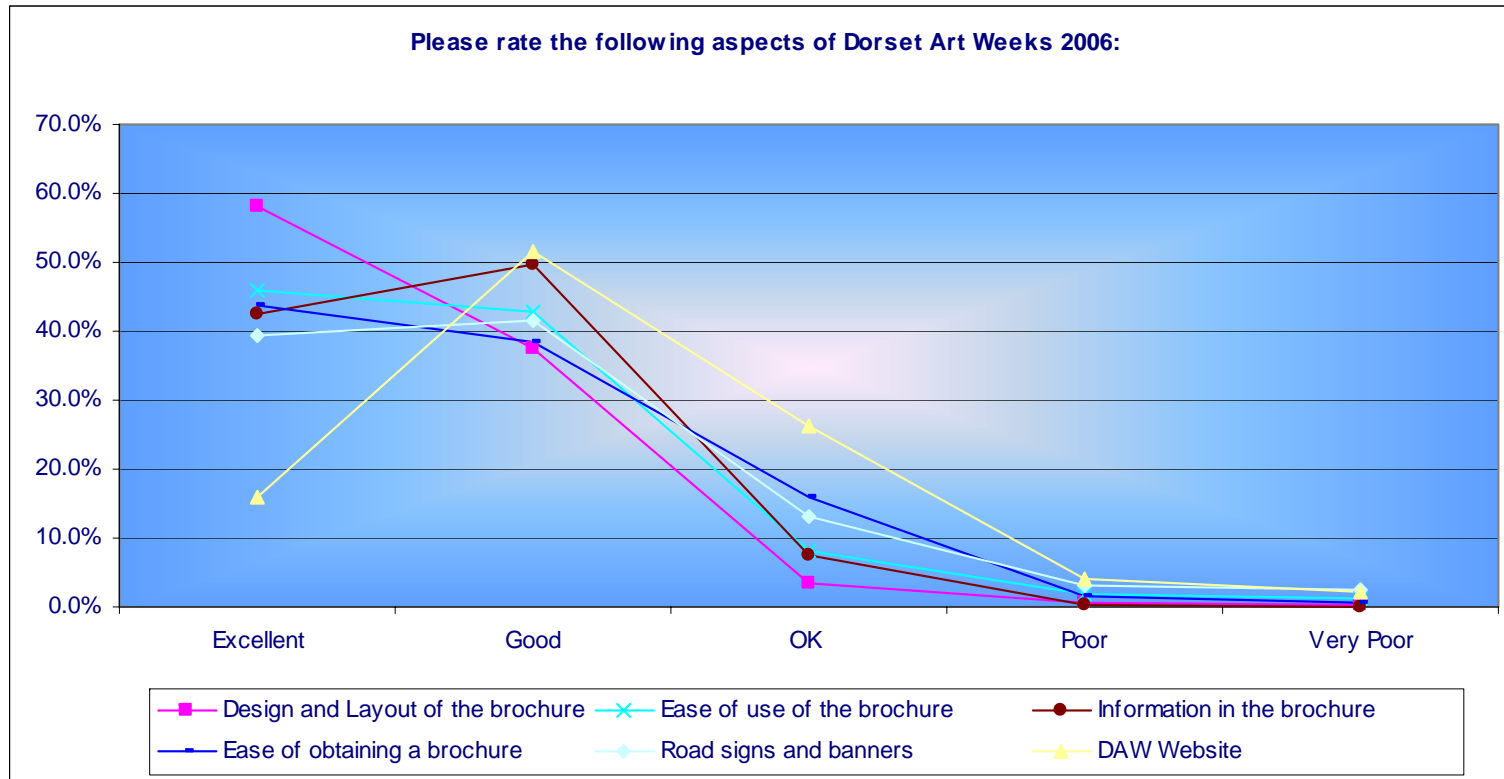
3.3.2 Please rate the following aspects of Dorset Art Weeks 2006

The majority of respondents considered the design and layout of the brochure as excellent (58%), The ease of use of the brochure, the information in the brochure, the ease of obtaining a brochure and the road signs were considered as either excellent or good by the majority of respondents. (Table 15, Figure 15), all obtained average scores between 4.1 and 4.5 (where 1 = Very poor and 5 = excellent). 68% of respondents did not use the DAW website.

There is very little variance in the ratings Dorset Art Weeks between 2004 respondents and 2006 respondents. (Table 16, Figure 16). There are some small variances in the ratings Dorset Art Weeks received from Dorset and Non-Dorset residents, with Dorset residents on average rating all aspects marginally higher than non-Dorset residents, with the exception of the ease of use of the brochure. (Table 17, Figure 17).

Table 15: Please rate the following aspects of Dorset Art Weeks 2006 (where 1= very poor and 5=excellent).												
	Design and Layout of the brochure		Ease of use of the brochure		Information in the brochure		Ease of obtaining a brochure		Road signs and banners		DAW Website	
Base: All (444)	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %
Excellent	252	57.9	198.0	45.8	183.0	42.5	184.0	43.2	164.0	38.7	15.0	5.1
Good	162	37.2	185.0	42.8	213.0	49.4	162.0	38.0	173.0	40.8	49.0	16.8
OK	15	3.4	35.0	8.1	32.0	7.4	67.0	15.7	55.0	13.0	25.0	8.6
Poor	3	0.7	8.0	1.9	2.0	0.5	7.0	1.6	13.0	3.1	4.0	1.4
Very Poor	1	0.2	5.0	1.2	0.0	0.0	2.0	0.5	10.0	2.4	2.0	0.7
Did not use	2	0.5	1.0	0.2	1.0	0.2	4.0	0.9	9.0	2.1	197.0	67.5
Total (Valid: Single Code)	435	100.0	432	100.0	431	100.0	426	100.0	424	100.0	292	100.0
(0) Missing Values	9	N/A	12	N/A	13	N/A	18	N/A	20	N/A	152	N/A
Total (Base)	444	N/A	444	N/A	444	N/A	444	N/A	444	N/A	444	N/A
Average	N/A	4.5	N/A	4.3	N/A	4.3	N/A	4.2	N/A	4.1	N/A	3.7

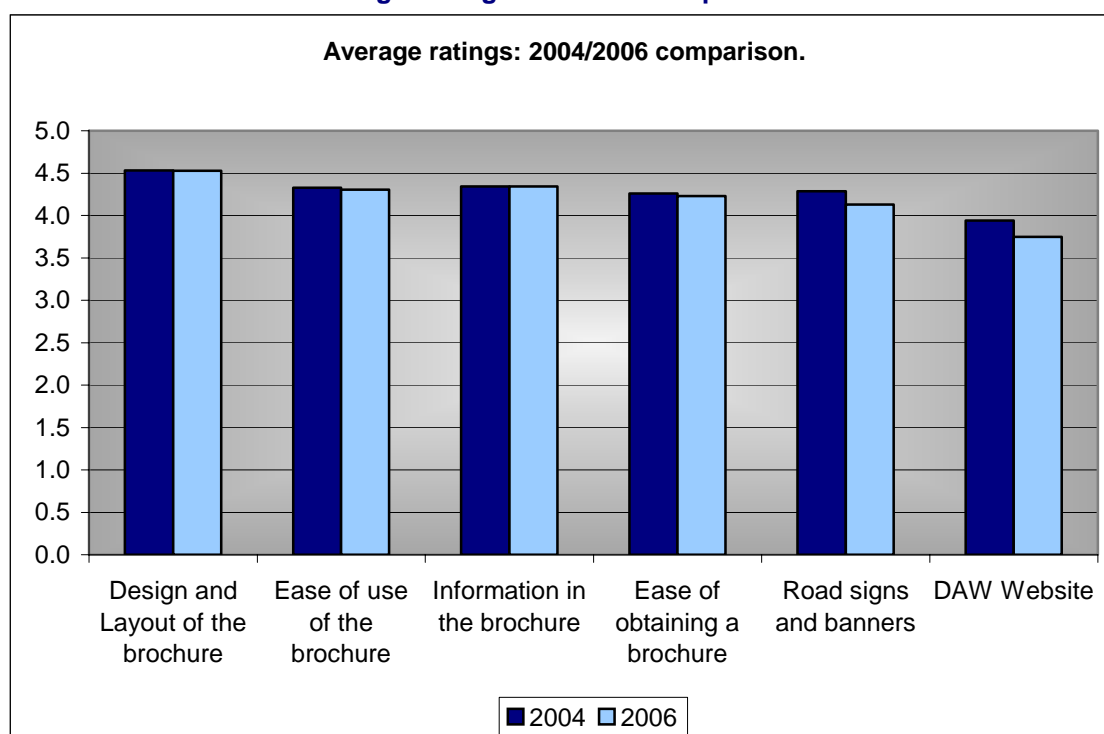
Figure 15: Please rate the following aspects of Dorset Art Weeks 2006.



Average Rating: 2004/2006 comparison: There is very little variance in the ratings of Dorset Art Weeks between 2004 respondents and 2006 respondents. The greatest observable differences were in the ease of obtaining brochures, the road signs and banners and the Dorset Art Week website, which have all shown a slight decrease in their average ratings (Table 16, Figure 16).

Table 16: Average ratings 2004/2006 comparison (where 1 = Very poor and 5 = excellent)		
	2004	2006
Design and Layout of the brochure	4.5	4.5
Ease of use of the brochure	4.3	4.3
Information in the brochure	4.3	4.3
Ease of obtaining a brochure	4.3	4.2
Road signs and banners	4.3	4.1
DAW Website	3.9	3.7

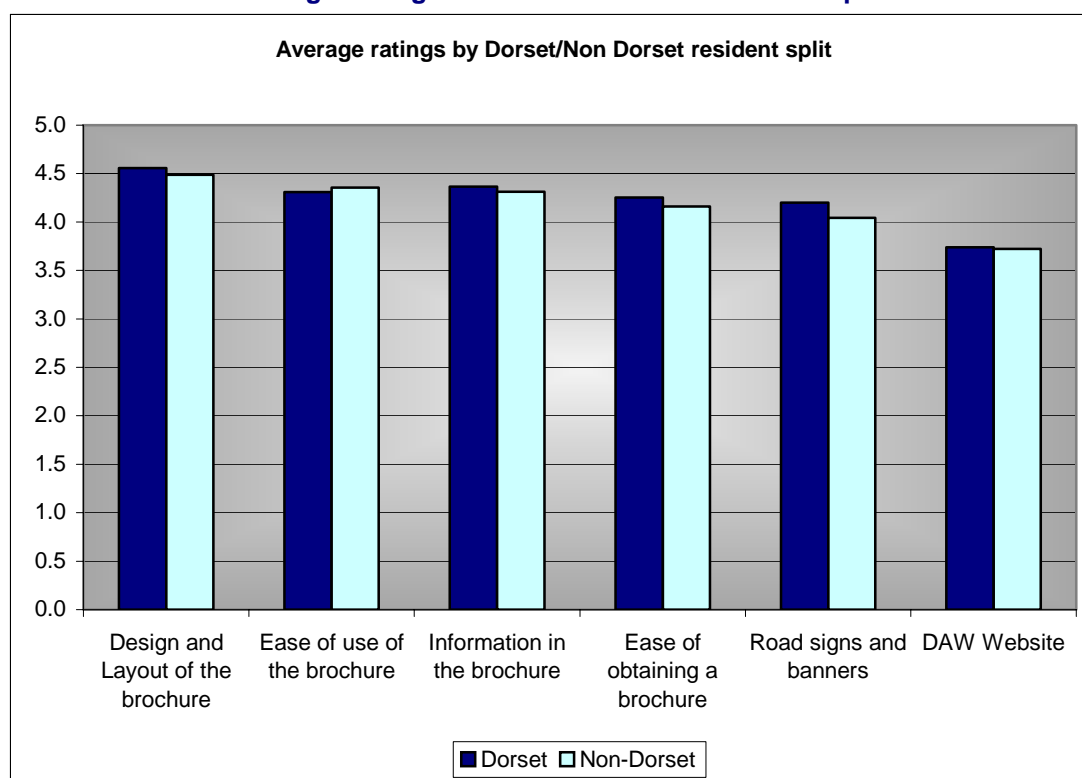
**Figure 16: Please rate the following aspects of Dorset Art Weeks 2006:
Average Rating: 2004/2006 comparisons**



Average Rating: Dorset/Non-Dorset residential split: There are some small variances in the ratings Dorset Art Weeks received from Dorset and Non-Dorset residents. The road signs and banners received a higher average rating from Dorset residents (4.2) than non-Dorset residents (4.0), a higher proportion of Dorset respondents considered them excellent (44%) than non-Dorset respondents (34%) this could be due to a higher level of familiarity with the area. Non-Dorset respondents also demonstrated a higher level of Internet use, 74% of Dorset resident respondents had not used the Dorset Art Weeks website which is significantly more than non-residents (59%)

Table 17: Average ratings by Dorset/Non Dorset resident split (where 1 = Very poor and 5 = excellent)		
	Dorset	Non-Dorset
Design and Layout of the brochure	4.6	4.5
Ease of use of the brochure	4.3	4.4
Information in the brochure	4.4	4.3
Ease of obtaining a brochure	4.3	4.2
Road signs and banners	4.2	4.0
DAW Website	3.7	3.7

**Figure 17: Please rate the following aspects of Dorset Art Weeks 2006:
Average Rating: Dorset/Non-Dorset residential split**

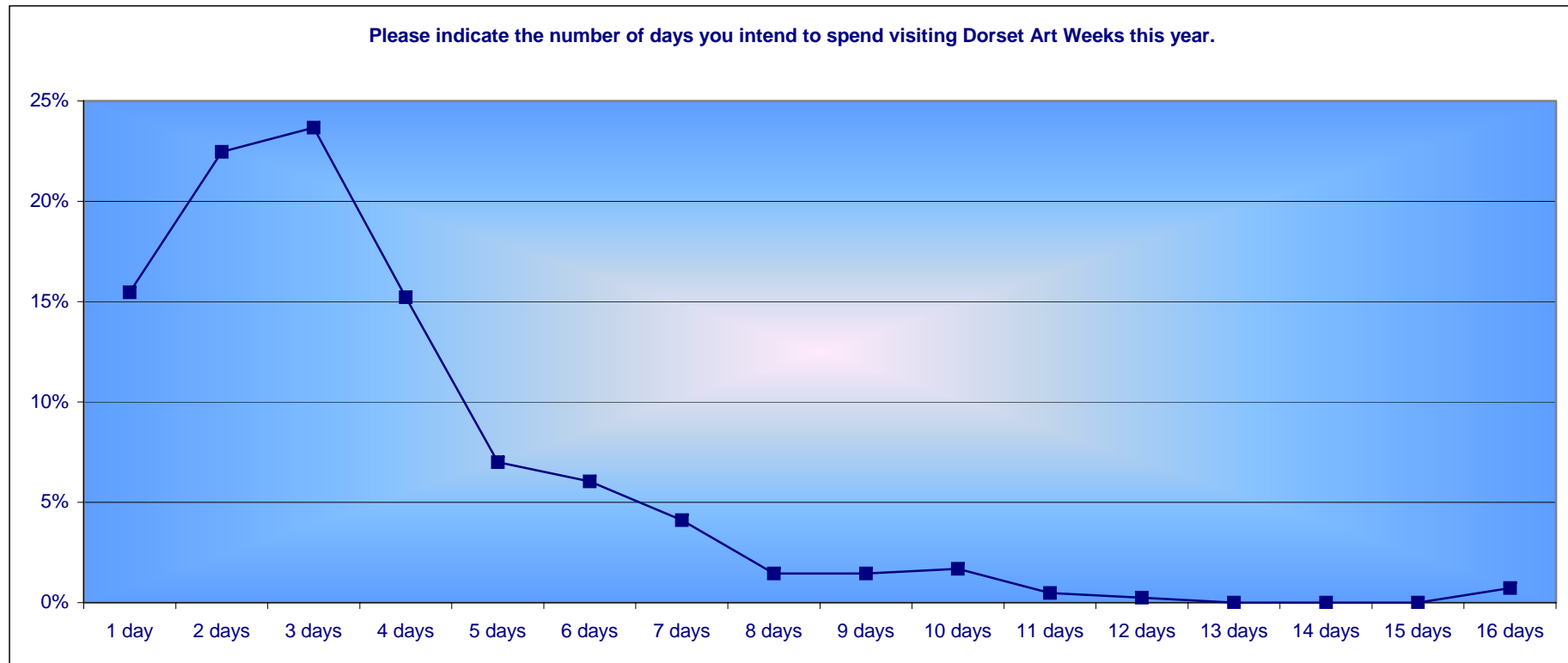


3.3.3. Number of Days Visiting Dorset Art Weeks.

Respondents generally spent either 2 days (23%) or 3 days (24%) visiting Dorset Arts Weeks. 16% only intended to visit on one day and 1% intended to visit on all 16 days. (Table 18, Figure 18). On average respondents spent 3.54 days visiting Dorset Art Weeks this year. Dorset residents spent, on average more days visiting Dorset Art Weeks (4.04 days) than non-Dorset residents (2.74 days).

Table 18: Number of days visiting Dorset Art Weeks.		
Base: All (444)	f	Valid %
1 day	64	15.5
2 days	93	22.5
3 days	98	23.7
4 days	63	15.2
5 days	29	7.0
6 days	25	6.0
7 days	17	4.1
8 days	6	1.4
9 days	6	1.4
10 days	7	1.7
11 days	2	0.5
12 days	1	0.2
13 days	0	0.0
14 days	0	0.0
15 days	0	0.0
16 days	3	0.7
Total (Valid: Single Code)	414	100.0
(0) Missing Values	30	N/A
Total (Base)	444	N/A

Figure 18: Number of days visiting Dorset Art Weeks.



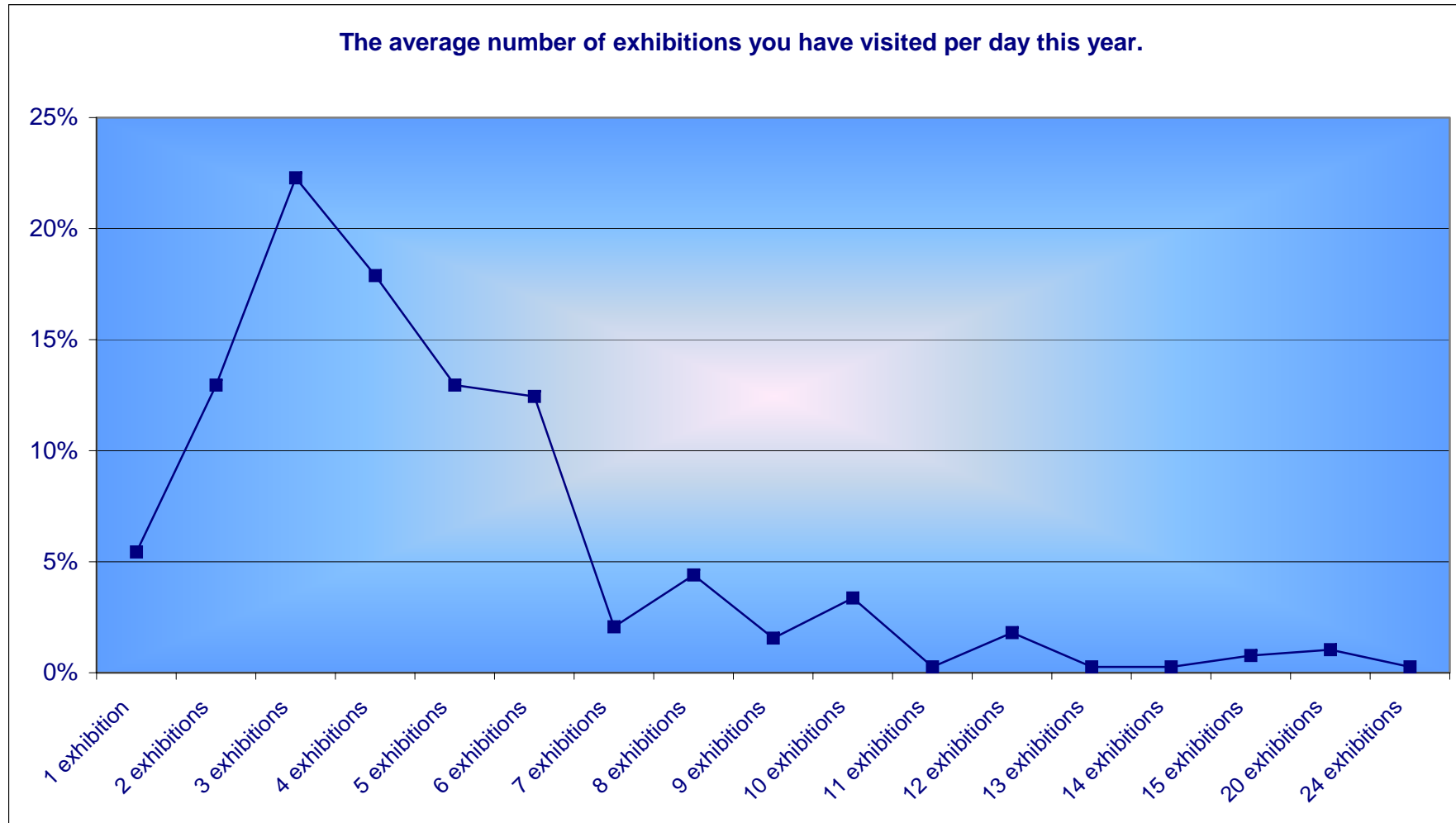
3.3.4 Average number of exhibitions visited per day.

Respondents most frequently visited 3 exhibitions per day (22%). The majority of respondents visited less than 6 exhibitions, on average less than 1% reported to be visiting up to 24 exhibitions per day. (Table 19, Figure 19). On average Dorset respondents visited marginally more exhibitions per day (4.71) than non-Dorset residents (4.09).

The mean number of exhibitions visited per day was 4.77, however, as responses above 11 exhibitions per day lie outside of the area that can reasonably be considered as part of the population the assumption must be made that these outliers are due to respondents noting the total of number of exhibitions they had visited during their entire visit to Dorset Art Weeks, therefore a more reflective average of 4.28 exhibitions per day must be considered as a more valid average over the sample as a whole.

Table 19: The average number of exhibitions you have visited per day this year.		
Base: All (444)	f	Valid %
1 exhibition	21	5.4
2 exhibitions	50	13.0
3 exhibitions	86	22.3
4 exhibitions	69	17.9
5 exhibitions	50	13.0
6 exhibitions	48	12.4
7 exhibitions	8	2.1
8 exhibitions	17	4.4
9 exhibitions	6	1.6
10 exhibitions	13	3.4
11 exhibitions	1	0.3
12 exhibitions	7	1.8
13 exhibitions	1	0.3
14 exhibitions	1	0.3
15 exhibitions	3	0.8
20 exhibitions	4	1.0
24 exhibitions	1	0.3
Total (Valid: Single Code)	386	100.0
(0) Missing Values	58	N/A
Total (Base)	444	N/A

Figure 19: The average number of exhibitions visited this year.



3.4. Future Intentions

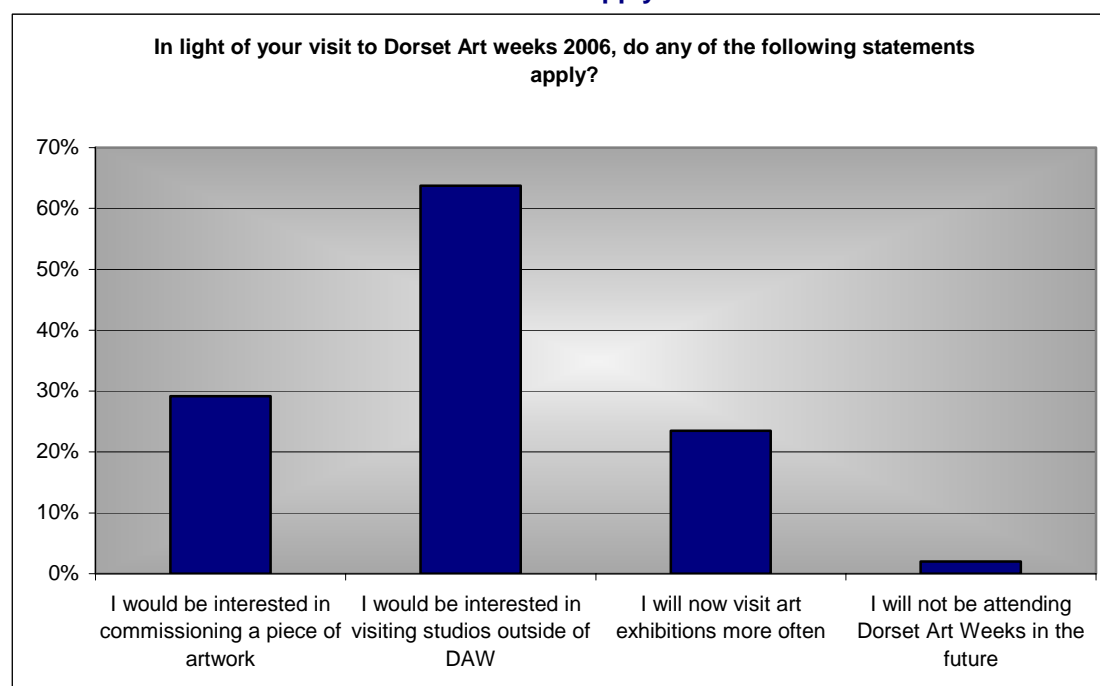
3.4.1 In light of your visit to Dorset Art weeks 2006.

64% of respondents reported an interest in visiting studios outside of Dorset Art Weeks, 29% of respondents reported an interest in commissioning a piece of artwork and a further 24% feel that they will now visit art exhibitions more often. Less than 1% of respondents felt that they had been put off future arts events by their experience.

A higher proportion of 2004 respondents felt that they would be interested in visiting studios outside of Dorset Art Weeks (80%), will visit art exhibitions more often (38%) and would be interested in commissioning a piece of art work (36%) than 2006 respondents (*Table 21, Figure 21*). A similar trend was seen in Non-Dorset / Dorset residents, where a larger proportion of respondents who are non-Dorset residents stated that they would be interested in visiting studios outside of Dorset Art Weeks (80%) and will now visit art galleries more often (54%). (*Table 22, Figure 22*).

Table 20: In light of your visit to Dorset Art weeks 2006, do any of the following statements apply?		
Base: All (444)	f	Valid %
I would be interested in visiting studios outside of DAW	225	63.7
I would be interested in commissioning a piece of artwork	103	29.2
I will now visit art exhibitions more often	83	23.5
I will not be attending Dorset Art Weeks in the future	7	2.0
Total (Valid: Multi Code)	353	N/A
(0) Missing Values	91	N/A
Total (Base)	444	N/A

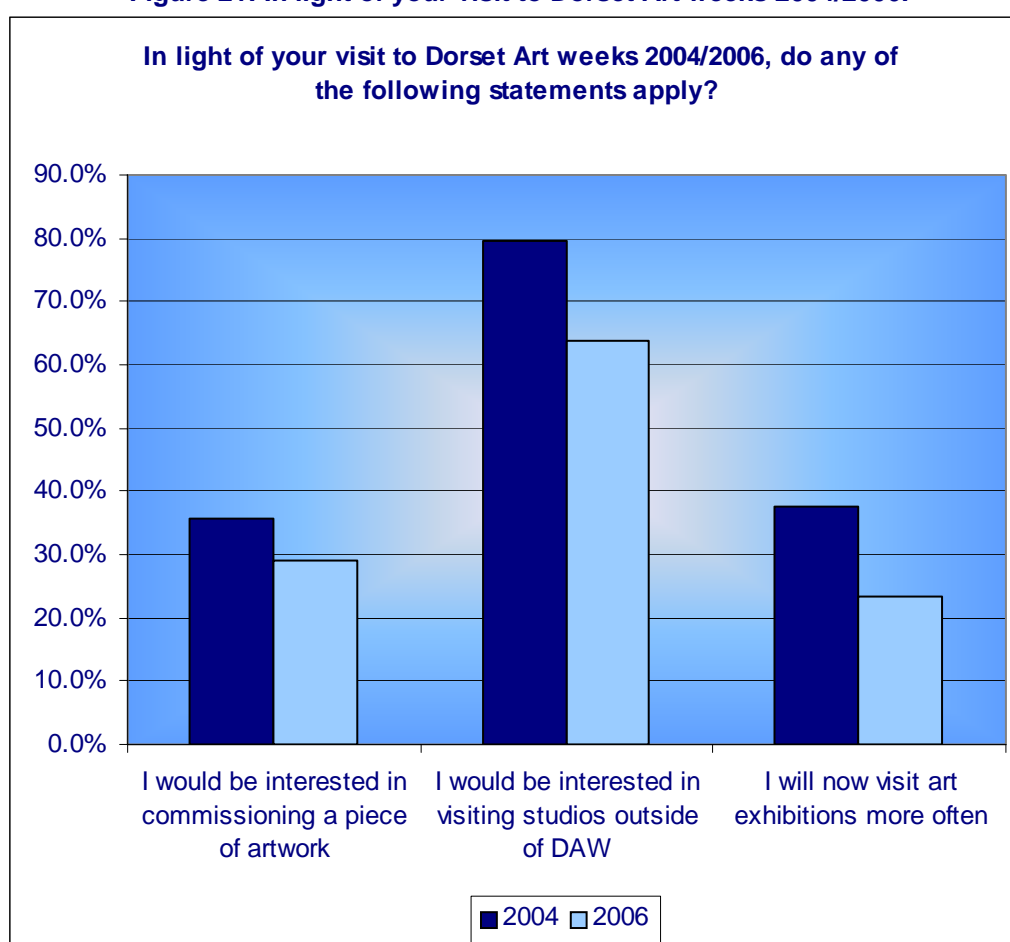
Figure 20: In light of your visit to Dorset Art weeks 2006, do any of the following statements apply?



In light of your visit to Dorset Art weeks 2004/2006: 2004 respondents generally felt more positively towards the implications of their experience of Dorset Art Weeks. 36% of 2004 respondents indicated that they would be interested in commissioning a piece of artwork; marginally less 2006 respondents indicated that this would be the case (30%). This is a consistent trend over all comparable options, the most pronounced of which is the proportion of respondents who would be interested in visiting art studios outside of Dorset Art Weeks. (Table 21, Figure 21).

Table 21: In light of your visit to Dorset Art weeks 2004/2006:				
	2004		2006	
	f	Valid %	f	Valid %
I would be interested in commissioning a piece of artwork	236	35.8	103	29.2
I would be interested in visiting studios outside of DAW	525	79.7	225	63.7
I will now visit art exhibitions more often	248	37.6	83	23.5
Total (Valid: Multi Code)	659	N/A	353	N/A
(0) Missing Values	190	N/A	91	N/A
Total (Base)	849	N/A	444	N/A

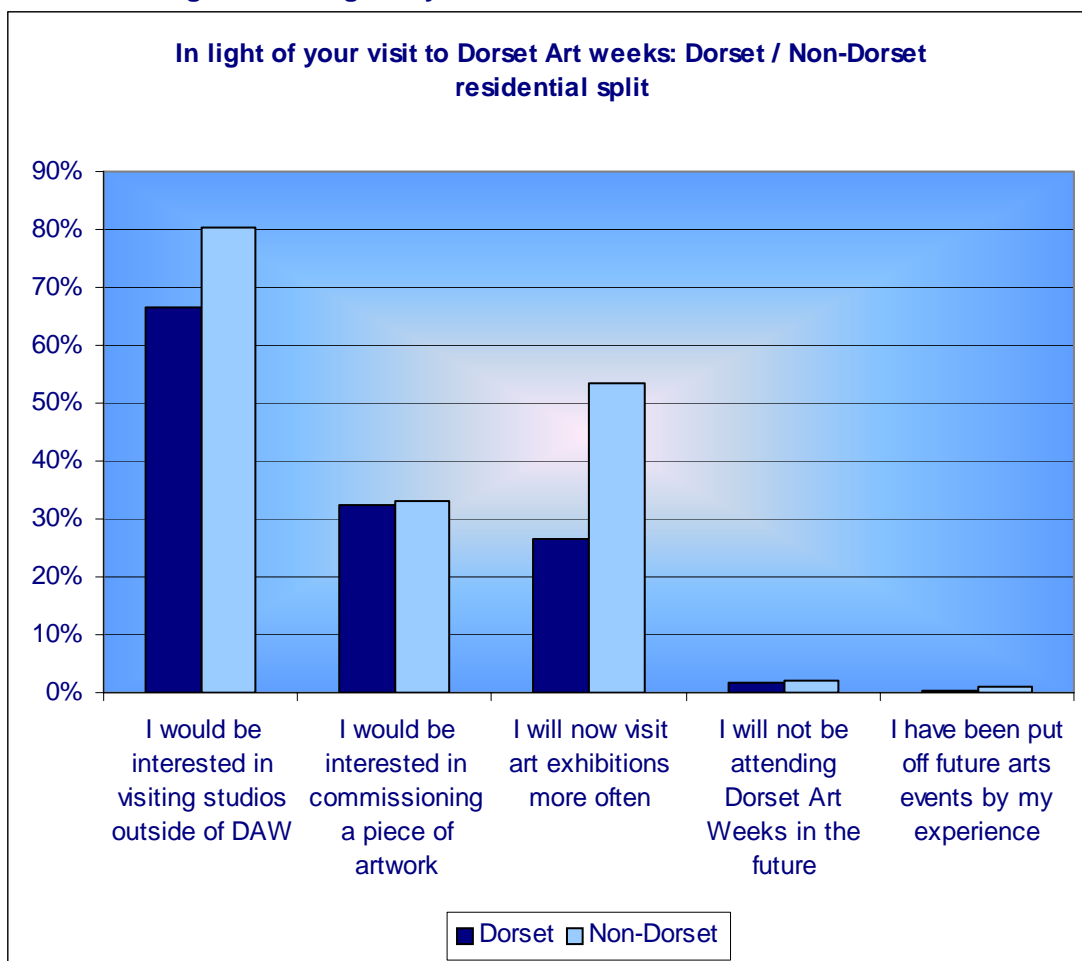
Figure 21: In light of your visit to Dorset Art weeks 2004/2006.



In light of your visit to Dorset Art weeks: Dorset / Non-Dorset residential split: Non-Dorset residents generally demonstrated more positive effects of their visit to Dorset Art weeks than Dorset residents, the majority of non-Dorset respondents stated that they would be interested in visiting studios outside of Dorset Art Weeks (80%) and will now visit art galleries more often (54%). There was less than 1% variance in the proportion of respondents who would be interested in commissioning a piece of artwork, will not be attending Dorset Art Weeks in the future and have been put off future art events by their experience. (Table 22, Figure 22).

Table 22: In light of your visit to Dorset Art weeks Dorset/Non-Dorset:				
	Dorset		Non-Dorset	
	f	Valid %	f	Valid %
I would be interested in visiting studios outside of DAW	144	66.7	78	80.4
I would be interested in commissioning a piece of artwork	70	32.4	32	33.0
I will now visit art exhibitions more often	57	26.4	52	53.6
I will not be attending Dorset Art Weeks in the future	4	1.9	2	2.1
I have been put off future arts events by my experience	1	0.5	1	1.0
Total (Valid: Multi Code)	216	N/A	97	N/A
(0) Missing Values	97	N/A	216	N/A
Total (Base)	313	N/A	313	N/A

Figure 22: In light of your visit to Dorset Art weeks 2004/2006.



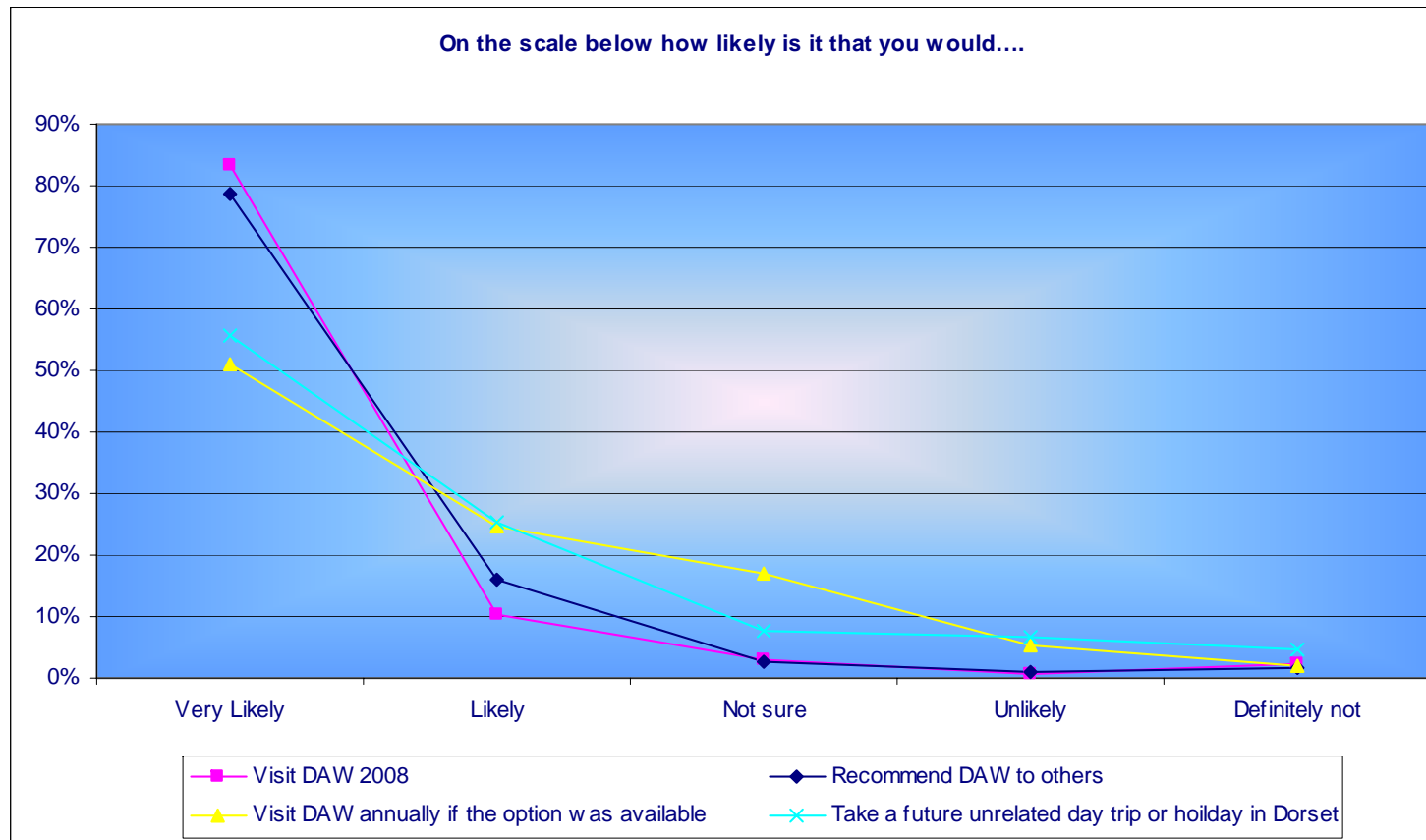
3.4.2 On the scale below how likely is it that you would:

The vast majority of respondents reported that they were very likely to visit Dorset Art Weeks 2008 (83%) and would recommend Dorset Art Weeks to others (79%). The majority of respondents reported that it was very likely that they would take an unrelated day trip or holiday in Dorset (56%) and would visit Dorset Art Weeks annually if the option was available (51%). On average respondents considered visiting Dorset Art Weeks annually as their least likely activity although all future activities averaged over 4 on a scale where 1= definitely not and 5 = very likely. Therefore on this scale, on average, respondents are between likely and very likely to perform all future activities relating to Dorset Art Weeks. (Table 23, Figure 23)

There are only marginal differences between the responses of 2004 respondents compared to 2006 respondents or respondents resident in Dorset compared to respondents not resident in Dorset. The most pronounced difference between 2004 respondents and 2006 respondents was that 59% of respondents in 2004 consider that it is very likely that they would return annually, whereas 51% of 2006 respondents considered this to be the case. (Table 24, Figure 24). Similarly a larger proportion of respondents who reside in Dorset considered it very likely that they would recommend Dorset Art Weeks to others (84%) than non-Dorset residents (79%), (Table 25, Figure 25).

Table 23: On the scale below how likely is it that you would.... (where 1= definitely not and 5=very likely)								
	Visit DAW 2008		Recommend DAW to others		Visit DAW annually if the option was available		Take a future unrelated day trip or holiday in Dorset	
Base: All (444)	f	Valid %	f	Valid %	f	Valid %	f	Valid %
Very Likely	358	83.4	329.0	78.7	205.0	50.9	141.0	55.7
Likely	45	10.5	67.0	16.0	100.0	24.8	64.0	25.3
Not sure	13	3.0	11.0	2.6	68.0	16.9	19.0	7.5
Unlikely	3	0.7	4.0	1.0	22.0	5.5	17.0	6.7
Definitely not	10	2.3	7.0	1.7	8.0	2.0	12.0	4.7
Total (Valid: Single Code)	429	100.0	418	100.0	403	100.0	253	100.0
(0) Missing Values	15	N/A	26	N/A	41	N/A	191	N/A
Total (Base)	444	N/A	444	N/A	444	N/A	444	N/A
Average		4.72		4.69		4.17		4.21

Figure 23: On the scale below how likely is it that you would....

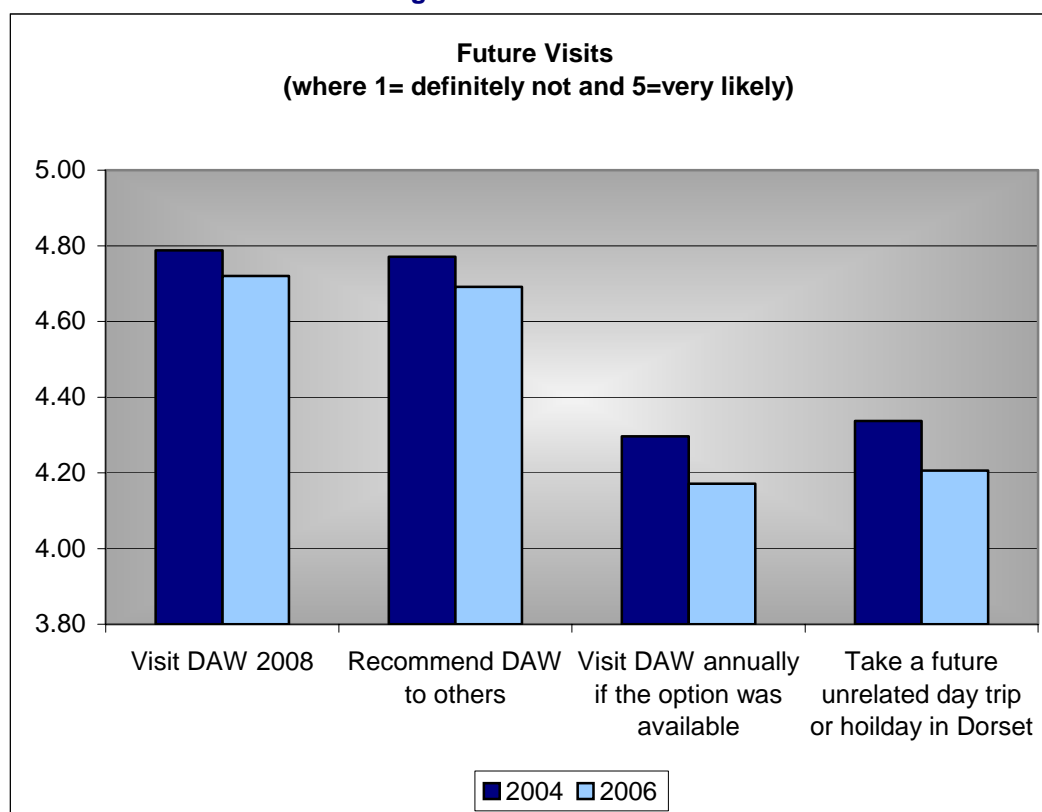


Future Visits.

A marginally higher proportion of 2004 respondents felt that they were both likely to visit the next Dorset Art Weeks (85%) and recommend Dorset Art Weeks to others (80%) than 2006 respondents. There is a slight increase in respondents who indicate that they will definitely not visit the next Dorset Art Weeks in 2006 (2%) from 2004 (<1%). This is also the case for respondents who consider that they will definitely not recommend Dorset Art Weeks to others in 2006 (2%) from 2004 (<1%). The most pronounced variance between the 2004 and 2006 results for this question is the proportion of respondents who would visit Dorset Art Weeks annually if it were an option, 59% of respondents in 2004 consider that it is very likely that they would return annually, whereas 51% of 2006 respondents considered this to be the case. (Table 24, Figure 24).

Table 24: Future Visits. (Where 1= definitely not and 5=very likely)		
	2004	2006
Visit DAW 2008	4.8	4.7
Recommend DAW to others	4.8	4.7
Visit DAW annually if the option was available	4.3	4.2
Take a future unrelated day trip or holiday in Dorset	4.3	4.2

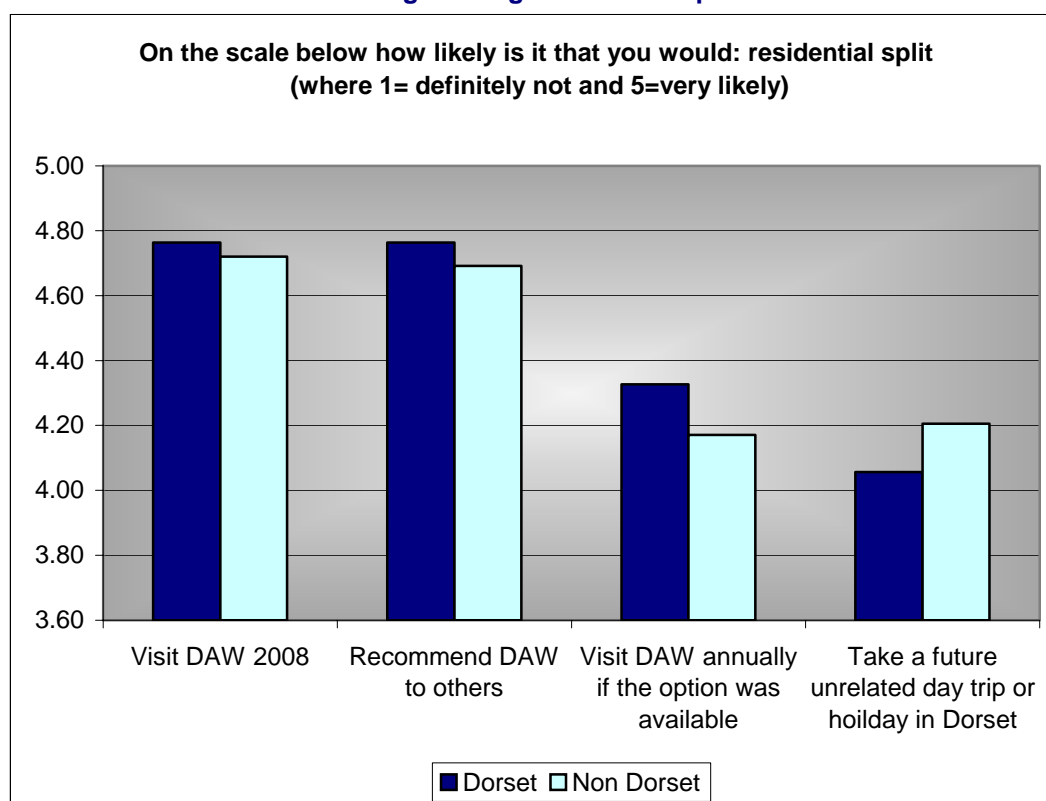
Figure 24: Future Visits



On the scale below how likely is it that you would: Average Rating: residential split: A larger proportion of respondents who reside in Dorset considered it very likely that they would recommend Dorset Art Weeks to others (84%) than non-Dorset residents (79%). This was also the case for visiting Dorset Art Weeks annually if the option was available, which 58% of Dorset resident respondents considered very likely in comparison to 51% of non-Dorset resident respondents. (Table 25, Figure 25).

Table 25: On the scale below how likely is it that you would.... Average ratings residential split (Where 1= definitely not and 5=very likely)		
	Dorset	Non-Dorset
Visit DAW 2008	4.8	4.7
Recommend DAW to others	4.8	4.7
Visit DAW annually if the option was available	4.3	4.2
Take a future unrelated day trip or holiday in Dorset	4.1	4.2

**Figure 25: On the scale below how likely is it that you would:
Average Rating: residential split.**



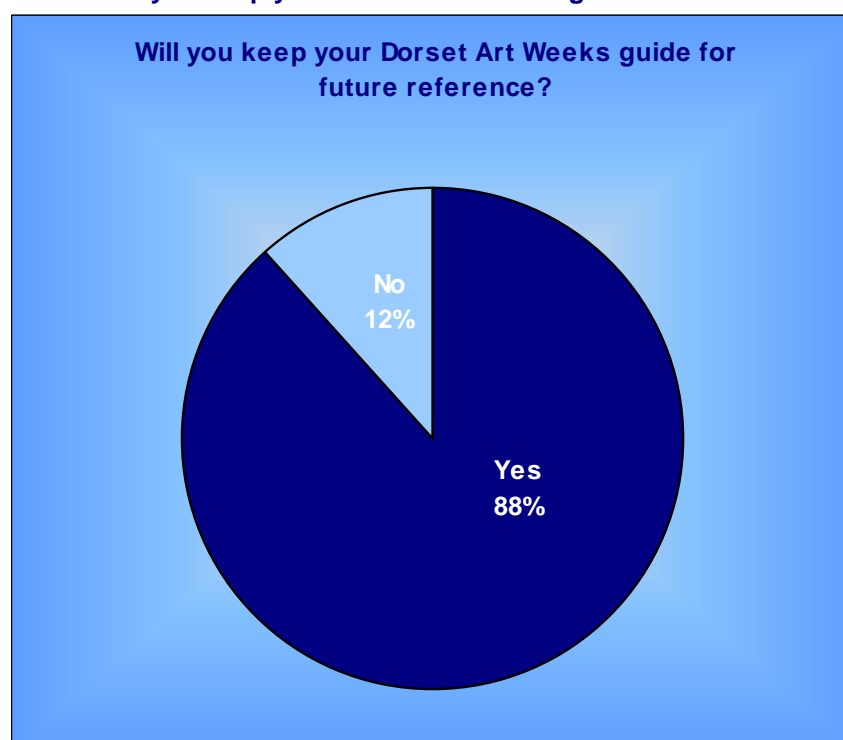
3.4.3 Will you keep your Dorset Art Weeks guide for future reference?

The majority of respondents intend to keep their Dorset Art Weeks guide for future reference (88%). (Table 26, Figure 26). Marginally more respondents intend to keep their Guide for future reference from 2006 (88%) than from 2004 (87%). Differences between Dorset and non-Dorset residents are less than 1% (0.2%).

Respondents who do not intend to keep their guide for future reference are, on average, less likely to return to Dorset Art Weeks 2008 (4.02) than respondents who do intend to keep their guide for future reference (4.81), where 1 = definitely not and 5= very likely. Although no respondents who do not intend to keep their guide for future reference feel that they have either been put off future art events by their experience at Dorset Art Weeks 2006 or that they will not be attending Dorset Art Weeks in the future.

Table 26: Will you keep your Dorset Art Weeks guide for future reference?		
Base: All (444)	f	Valid %
Yes	382	88.2
No	51	11.8
Total (Valid: Single Code)	433	100.0
(0) Missing Values	11	N/A
Total (Base)	444	N/A

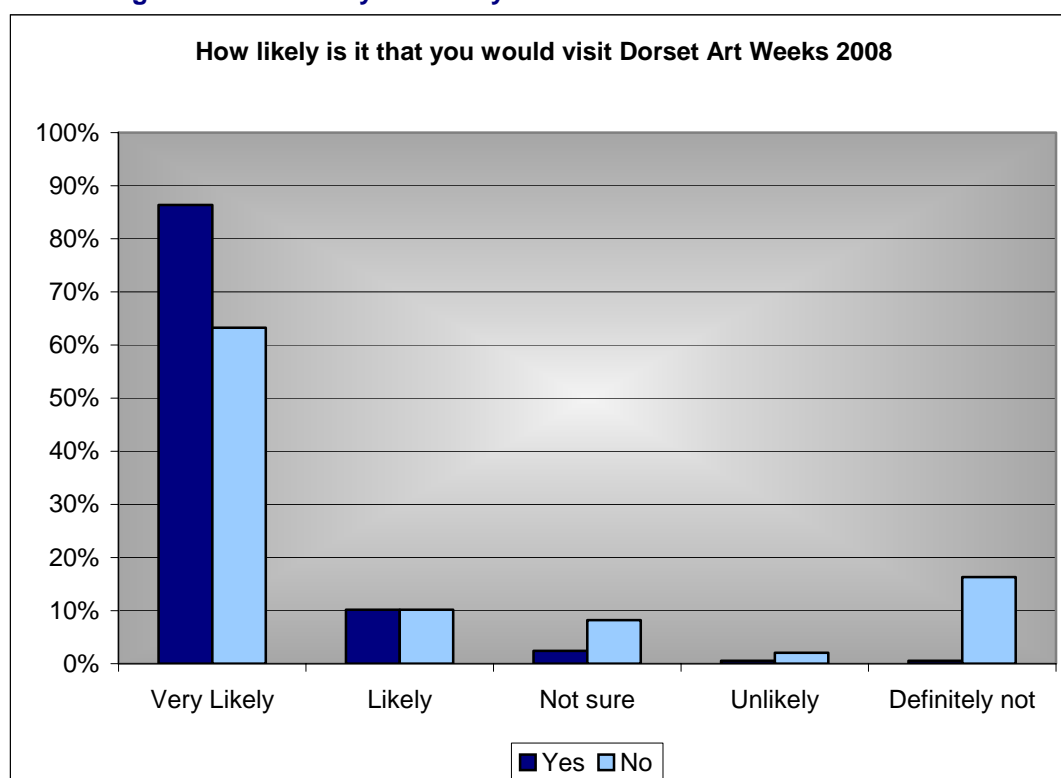
Figure 26: Will you keep your Dorset Art Weeks guide for future reference?



How likely is it that you would visit Dorset Art Weeks 2008: 16% of respondents who would not keep their guide for future reference reported that they would definitely not visit Dorset Art Weeks 2008. Consistent with this considerably less respondents who would not keep their guide for future reference (63%) consider it very likely that they will visit Dorset Art Weeks than respondents who will keep their guide for future reference (86%) (Table 27, Figure 27).

Table 27: How likely is it that you would visit Dorset Art Weeks 2008 (where 1= definitely not and 5=very likely)				
Visit Dorset Art Weeks 2008	Keep your guide for future reference.			
	Yes		No	
Base: All (444)	f	Valid %	f	Valid %
Very Likely	323	86.4	31	63.3
Likely	38	10.2	5	10.2
Not sure	9	2.4	4	8.2
Unlikely	2	0.5	1	2.0
Definitely not	2	0.5	8	16.3
Total (Valid: Single Code)	374	100.0	49	100.0%
(0) Missing Values	49	N/A	374	N/A
Total (Base)	423	N/A	423	N/A
Average		4.81		4.02

Figure 27: How likely is it that you would visit Dorset Art Weeks 2008



3.5. Expenditure

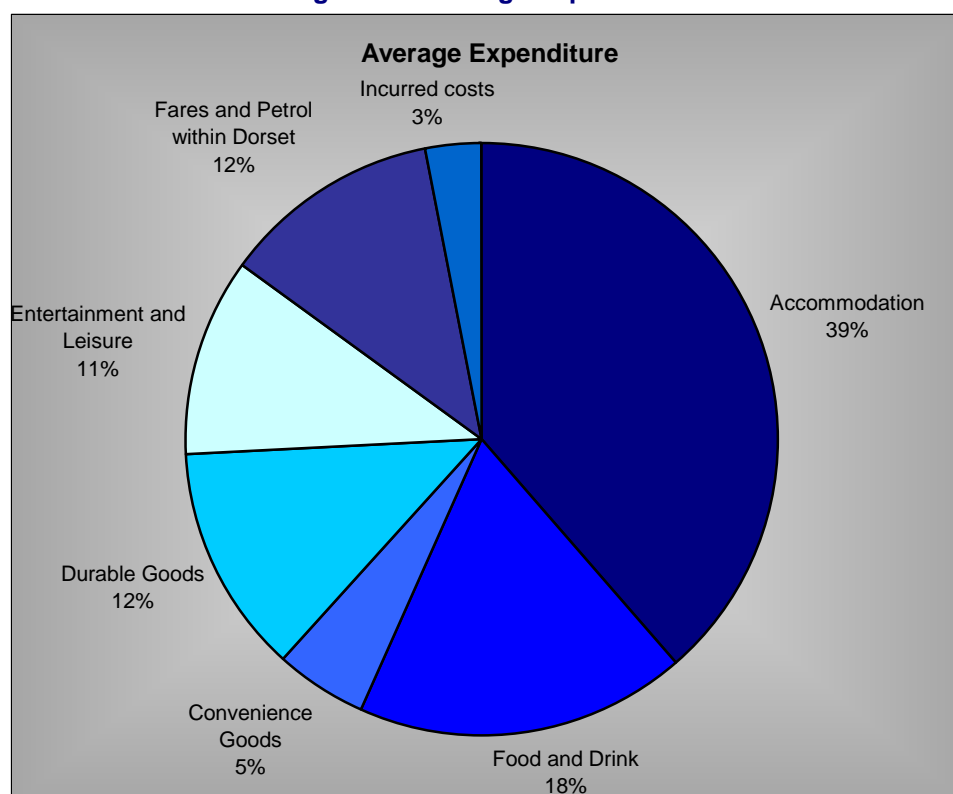
All averages have been calculated excluding zero values and are therefore reflective of respondents who have spent money or purchased goods rather than the whole population. They are reflective of the total spent for the whole group that the individual respondent interviewed represents.

3.5.1. Average Expenditure:

On average respondents spent the most on accommodation (£55) and the least on incurred costs (£4). The total average expenditure was £141 per group. (Table 28, Figure 28). Respondents from outside the Dorset area generally spent more on all aspects of their trip, on average spending £176 in comparison to Dorset residents who spent on average £74. (Table 29, Figure 29).

Table 28: Average Expenditure	
Base: All (444)	£
Accommodation	£55
Food and Drink	£26
Durable Goods	£18
Fares and Petrol within Dorset	£17
Entertainment and Leisure	£15
Convenience Goods	£7
Incurring costs	£4
Total Average Expenditure	£141

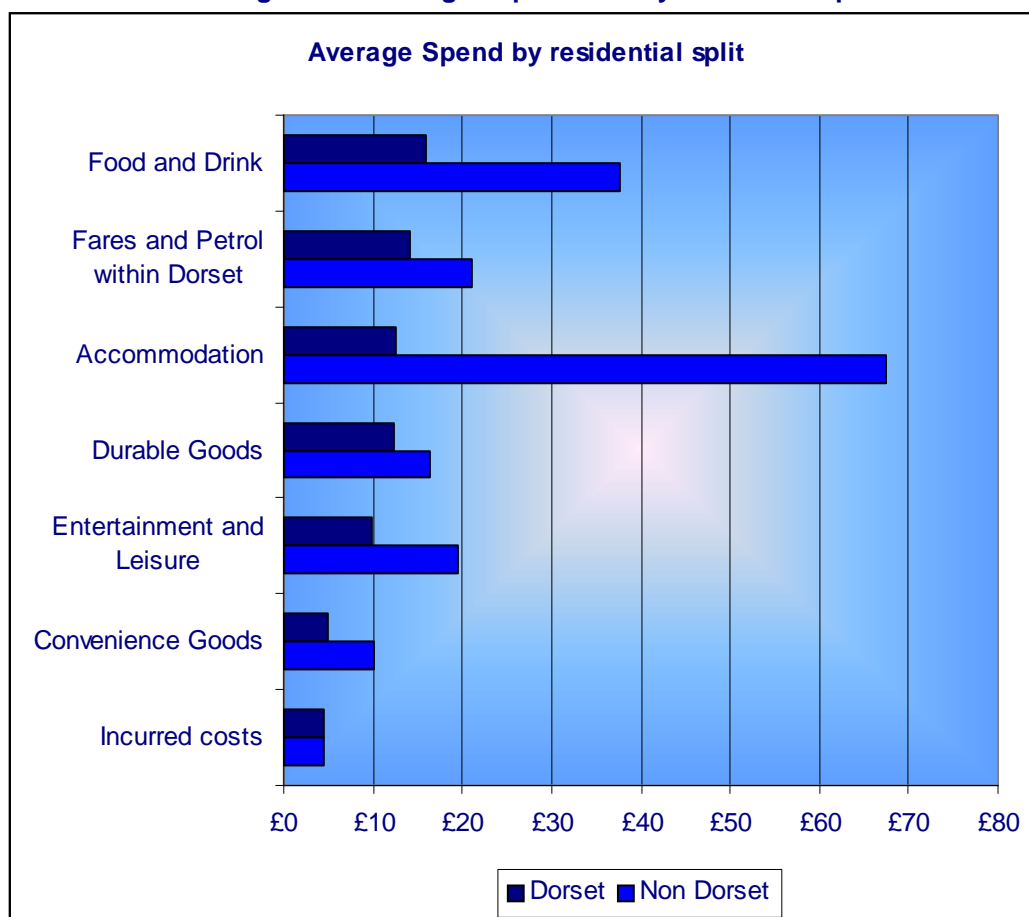
Figure 28: Average Expenditure



Average Expenditure by residential split: Respondents who were Non-Dorset residents spent, on average, considerably more than Dorset residents. A large proportion of the average £176 expenditure for non-Dorset residents is comprised of £68 on accommodation and £38 on food and drink. Respondents who reside in the Dorset area spent less on average, £74, spending considerably less on accommodation (£12) and food and drink (£16). (Table 29: Figure 29).

Table 29: Average Expenditure by residential split		
Base: All (444)	Dorset	Non Dorset
Food and Drink	£16	£38
Fares and Petrol within Dorset	£14	£21
Accommodation	£12	£68
Durable Goods	£12	£16
Entertainment and Leisure	£10	£19
Convenience Goods	£5	£10
Incurred costs	£4	£5
Total Average Expenditure	£74	£176

Figure 29: Average Expenditure by residential split

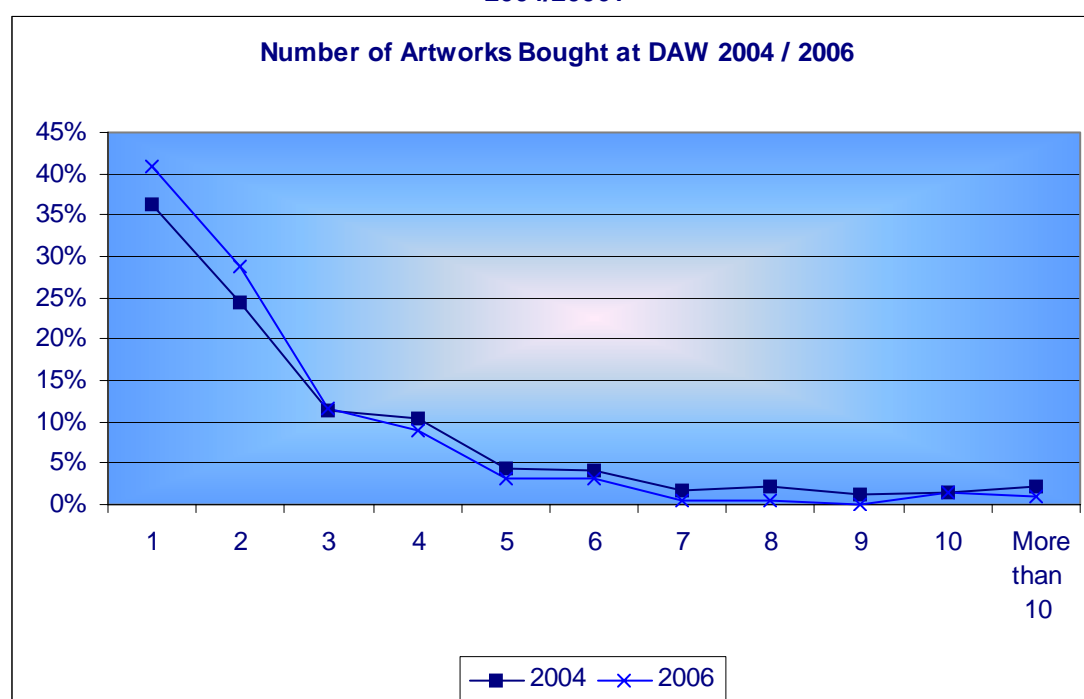


3.5.2 How many individual artworks have you brought at Dorset Art Weeks 2006?

32% of respondents had purchased 1 artwork whilst at Dorset Arts Week 2006, with a further 23% purchasing 2 pieces of artwork. On average respondents bought 2.1 pieces of artwork. A larger proportion of respondents in 2004 indicated that they did not buy artwork during their visit than 2006 respondents, although it is worth noting that there is an increase in missing values therefore respondents may not have filled in the question feeling it non-applicable if they had not purchased any artwork. (Table 30, Figure 30). On average Dorset respondents purchased a slightly greater number of artworks, (2.7) than non-Dorset respondents (2.5) (Table 31, Figure 31)

Table 30: Number of Artworks Bought at DAW 2004 / 2006				
	2004		2006	
	f	Valid %	f	Valid %
1	148	36.2	78	40.8
2	100	24.4	55	28.8
3	47	11.5	22	11.5
4	43	10.5	17	8.9
5	18	4.4	6	3.1
6	17	4.2	6	3.1
7	7	1.7	1	0.5
8	9	2.2	1	0.5
9	5	1.2	0	0.0
10	6	1.5	3	1.6
More than 10	9	2.2	2	1.0
Total (Single Code)	409	54.5	191	80.3
Did Not Buy Artworks	341	45.5	47	19.7
Total (Valid))	750	100.0	238	100.0
Missing Values	99	N/A	206	N/A
Total (Base)	849	N/A	444	N/A
Average	N/A		2.1 Artworks	

Figure 30: How many individual artworks have you brought at Dorset Art Weeks 2004/2006?



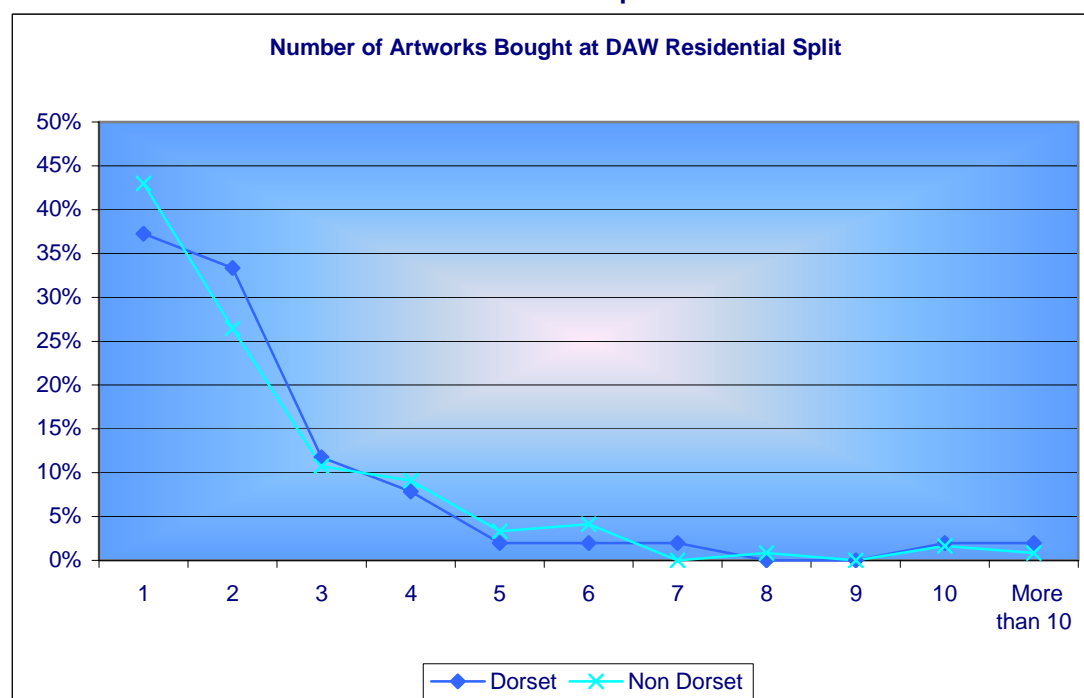
Number of Artworks Bought at DAW 2006 by residential split

61% of non-Dorset respondents did not buy artworks in comparison to 55% of Dorset respondents. A larger proportion of Dorset respondents purchased one piece of art work (43%) than non-Dorset residents who demonstrated a higher proportion of respondents, who had purchase two pieces of artwork. On average Dorset respondents purchased a slightly greater number of artworks, (2.7) than non-Dorset respondents (2.5). (Table 31, Figure 31).

Figure 31: How many individual artworks have you brought at Dorset Art Weeks

Table 31: Number of Artworks Bought at DAW 2006 by residential split				
	Dorset		Non Dorset	
	f	Valid %	f	Valid %
1	52	43.0	19	37.3
2	32	26.4	17	33.3
3	13	10.7	6	11.8
4	11	9.1	4	7.8
5	4	3.3	1	2.0
6	5	4.1	1	2.0
7	0	0.0	1	2.0
8	1	0.8	0	0.0
9	0	0.0	0	0.0
10	2	1.7	1	2.0
More than 10	1	0.8	1	2.0
Total (Single Code)	121	45.5	51	38.6
Did Not Buy Artworks	145	54.5	81	61.4
Total (Valid))	266	100.0	132	100.0
(0) Missing Values	132	N/A	266	N/A
Total (Base)	398	N/A	398	N/A
Average	2.7 artworks		2.5 artworks	

Residential Split

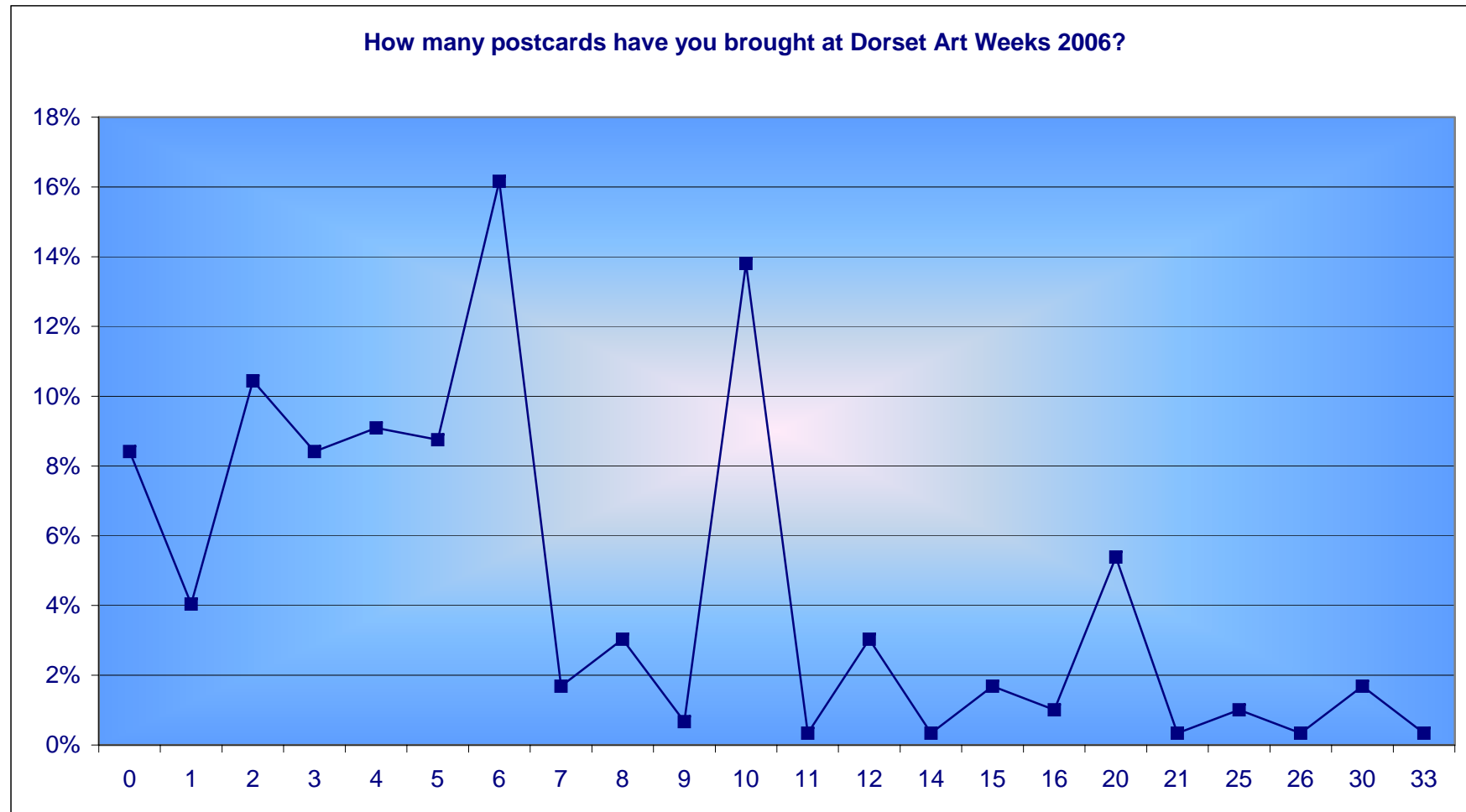


3.5.3 How many post cards have you brought at Dorset Art Weeks 2006?

16% of respondents purchased 6 postcards during Dorset Art Weeks, with a further 14% purchasing 10 postcards and 10% purchasing 2 postcards. The maximum number of postcards purchased was 33. The average number of postcards purchased was 7.7. (Table 32, Figure 32). On average Dorset resident respondents purchased more postcards (8.0) than non-Dorset resident respondents (7.2). (Table 33, Figure 33).

Table 32: How many post cards have you brought at Dorset Art Weeks 2006?		
Base: All (444)	f	Valid %
0	25	8.4
1	12	4.0
2	31	10.4
3	25	8.4
4	27	9.1
5	26	8.8
6	48	16.2
7	5	1.7
8	9	3.0
9	2	0.7
10	41	13.8
11	1	0.3
12	9	3.0
14	1	0.3
15	5	1.7
16	3	1.0
20	16	5.4
21	1	0.3
25	3	1.0
26	1	0.3
30	5	1.7
33	1	0.3
Total (Valid: Single Code)	297	100.0
(0) Missing Values	147	N/A
Total (Base)	444	N/A
Average	7.7 Postcards	

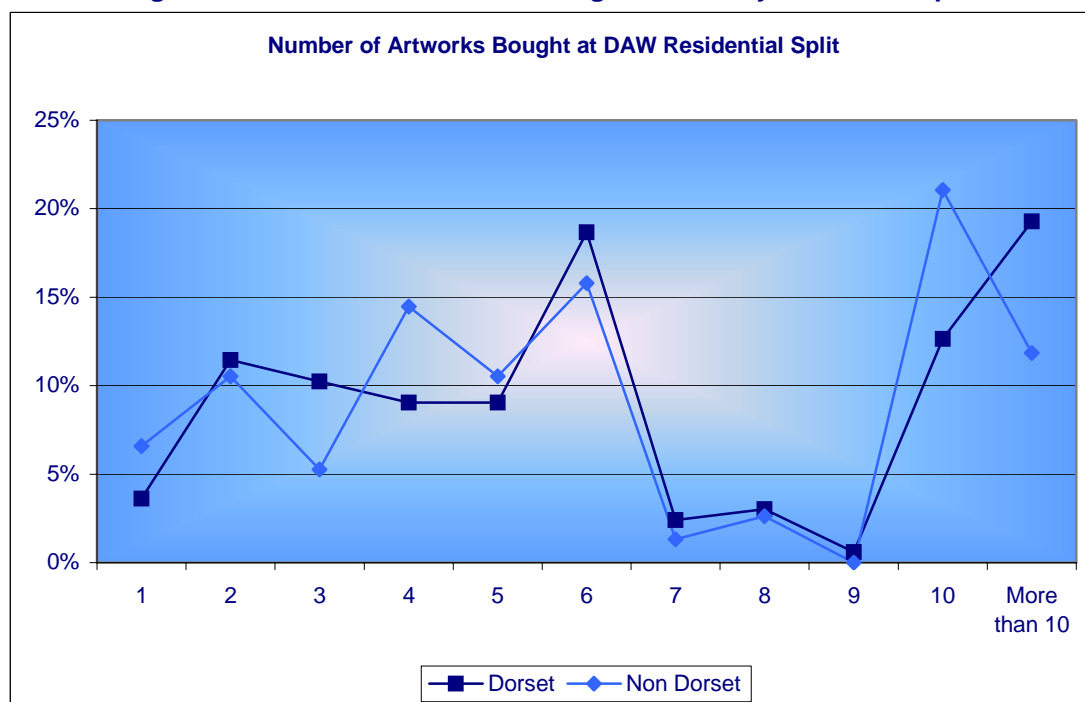
Figure 32: How many post cards have you brought at Dorset Art Weeks 2006?



Number of Postcards Bought at DAW by residential split.

On average Dorset resident respondents purchased more postcards (8.0) than non-Dorset resident respondents (7.2). 19% of Dorset resident respondents purchased over 10 postcards at Dorset Art Week, 21% of non-Dorset respondents purchased 10 postcards at Dorset Art Weeks. (Table 33, Figure 33).

Table 33: Number of Postcards Bought at DAW by residential split.				
	Dorset		Non Dorset	
	f	Valid %	f	Valid %
1	6	3.6	5	6.6
2	19	11.4	8	10.5
3	17	10.2	4	5.3
4	15	9.0	11	14.5
5	15	9.0	8	10.5
6	31	18.7	12	15.8
7	4	2.4	1	1.3
8	5	3.0	2	2.6
9	1	0.6	0	0.0
10	21	12.7	16	21.1
More than 10	32	19.3	9	11.8
Total (Single Code)	166	92.2	76	90.5
Did Not Buy Artworks	14	7.8	8	9.5
Total (Valid))	180	100.0	84	100.0
(0) Missing Values	218	N/A	314	N/A
Total (Base)	398	N/A	398	N/A
Average	8 Postcards		7.2 Postcards	

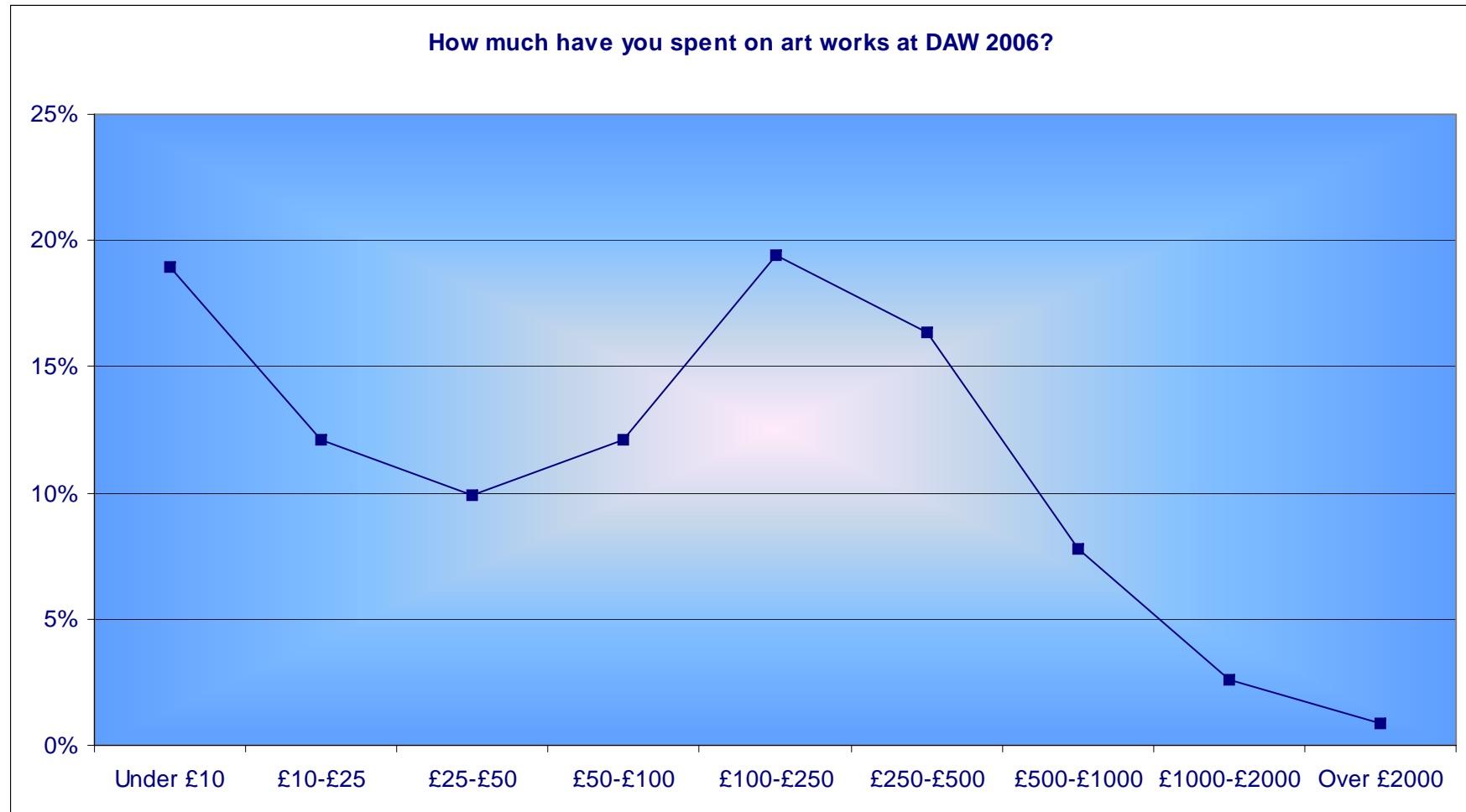
Figure 33: Number of Postcards Bought at DAW by residential split.

3.5.4 How much have you spent on artworks at DAW 2006?

The maximum spend on artworks was £2600 per group, the minimum was £1 per group. The average* spend per group on artworks at Dorset Art Weeks 2006 was £217.56. The largest proportion of the sample spent under £10 (19%) or between £100-£250 (19%). Less than 1% of the sample spent over £2000 on artworks at Dorset Art Weeks 2006. (Table 34, Figure 34).

Table 34: How much have you spent on artworks at DAW 2006?		
Base: All (444)	f	Valid %
Under £10	44	19.0
£10-£25	28	12.1
£25-£50	23	9.9
£50-£100	28	12.1
£100-£250	45	19.4
£250-£500	38	16.4
£500-£1000	18	7.8
£1000-£2000	6	2.6
Over £2000	2	0.9
Total (Valid: Single Code)	232	100.0%
(0) Missing Values	212	N/A
Total (Base)	444	N/A
Average Spend	£217.56*	

Figure 34: How much have you spent on art works at DAW 2006?



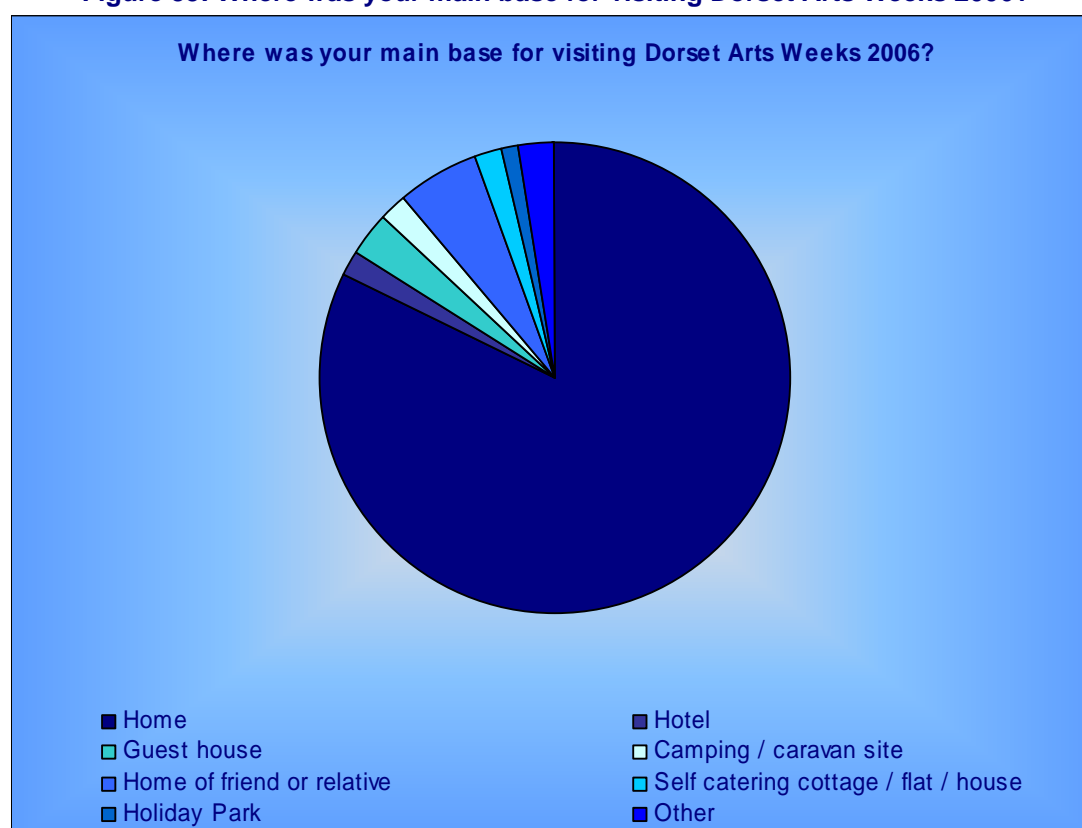
3.6. Visitor Information

3.6.1 Where was your main base for visiting Dorset Arts Weeks 2006?

The vast majority of respondents were using their home as their base for Dorset Art Weeks 2006 (82%). The most common accommodation type was the home of a friend or relative (6%). (Table 35, Figure 35). 97% of respondents who reside in Dorset utilised their home as their base. The majority of non-Dorset respondents also used their home as their base (58%). (Table 36, Figure 36).

Table 35: Where was your main base for visiting Dorset Arts Weeks 2006?		
Base: All (444)	f	Valid %
Home	352	82.2
Home of friend or relative	24	5.6
Guest house	13	3.0
Other	11	2.6
Camping / caravan site	8	1.9
Self catering cottage / flat / house	8	1.9
Hotel	7	1.6
Holiday Park	5	1.2
Total (Valid: Single Code)	428	100.0
(0) Missing Values	16	N/A
Total (Base)	444	N/A

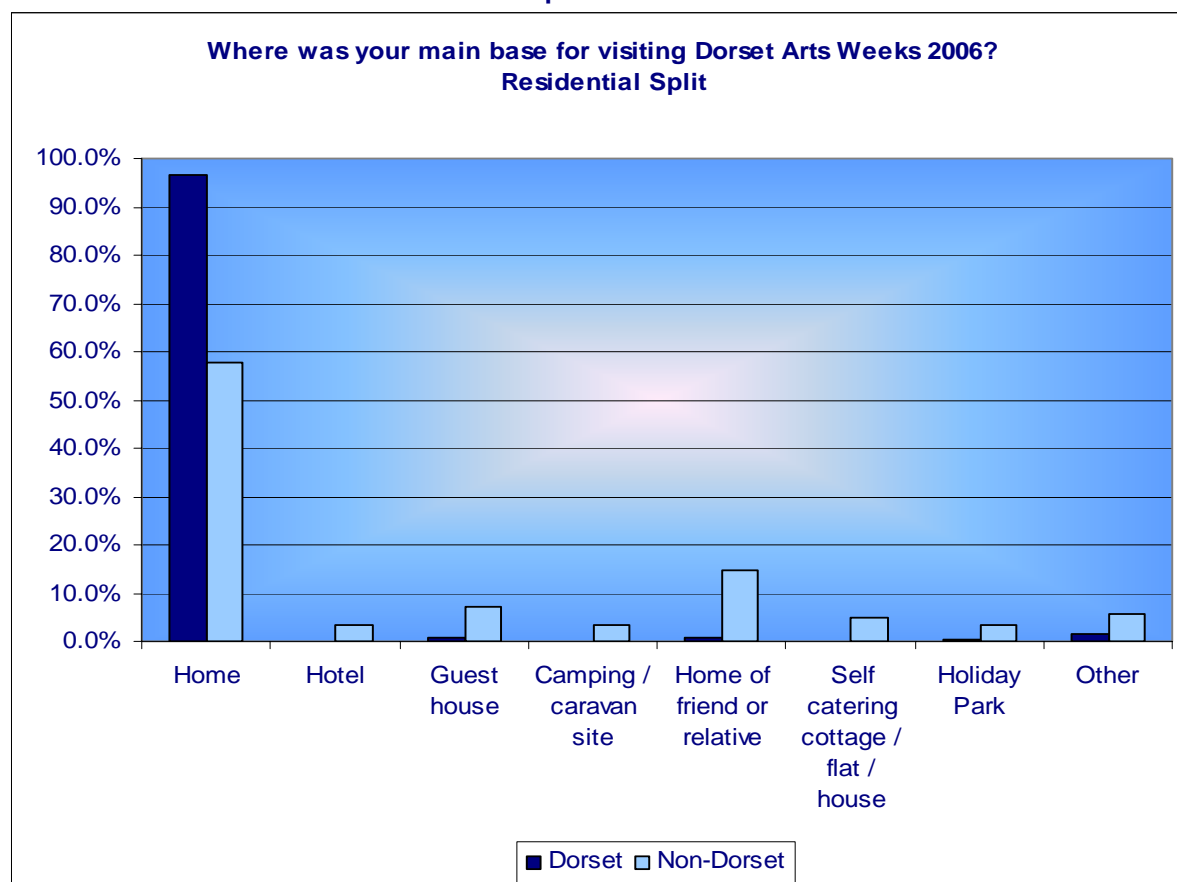
Figure 35: Where was your main base for visiting Dorset Arts Weeks 2006?



Where was your main base for visiting Dorset Arts Weeks 2006? Residential Split: 97% of respondents who reside in Dorset utilised their home as their base. The majority of non-Dorset respondents also used their home as their base (58%). A higher proportion of non-Dorset respondents stayed at the home of friends and relatives (15%) than Dorset respondents (1%). This is consistent over all accommodation type with the exception of home. (Table 36, Figure 36).

Table 36: Where was your main base for visiting Dorset Arts Weeks 2006? Residential Split				
	Dorset		Non-Dorset	
Base: All (387)	f	Valid %	f	Valid %
Home	255	96.6	71	57.7
Hotel	0	0.0	4	3.3
Guest house	2	0.8	9	7.3
Camping / caravan site	0	0.0	4	3.3
Home of friend or relative	2	0.8	18	14.6
Self catering cottage / flat / house	0	0.0	6	4.9
Holiday Park	1	0.4	4	3.3
Other	4	1.5	7	5.7
Total (Valid: Single Code)	264	100	123	100
(0) Missing Values	123	N/A	264	N/A
Total (Base)	387	N/A	387	N/A

Figure 36: Where was your main base for visiting Dorset Arts Weeks 2006? Residential Split

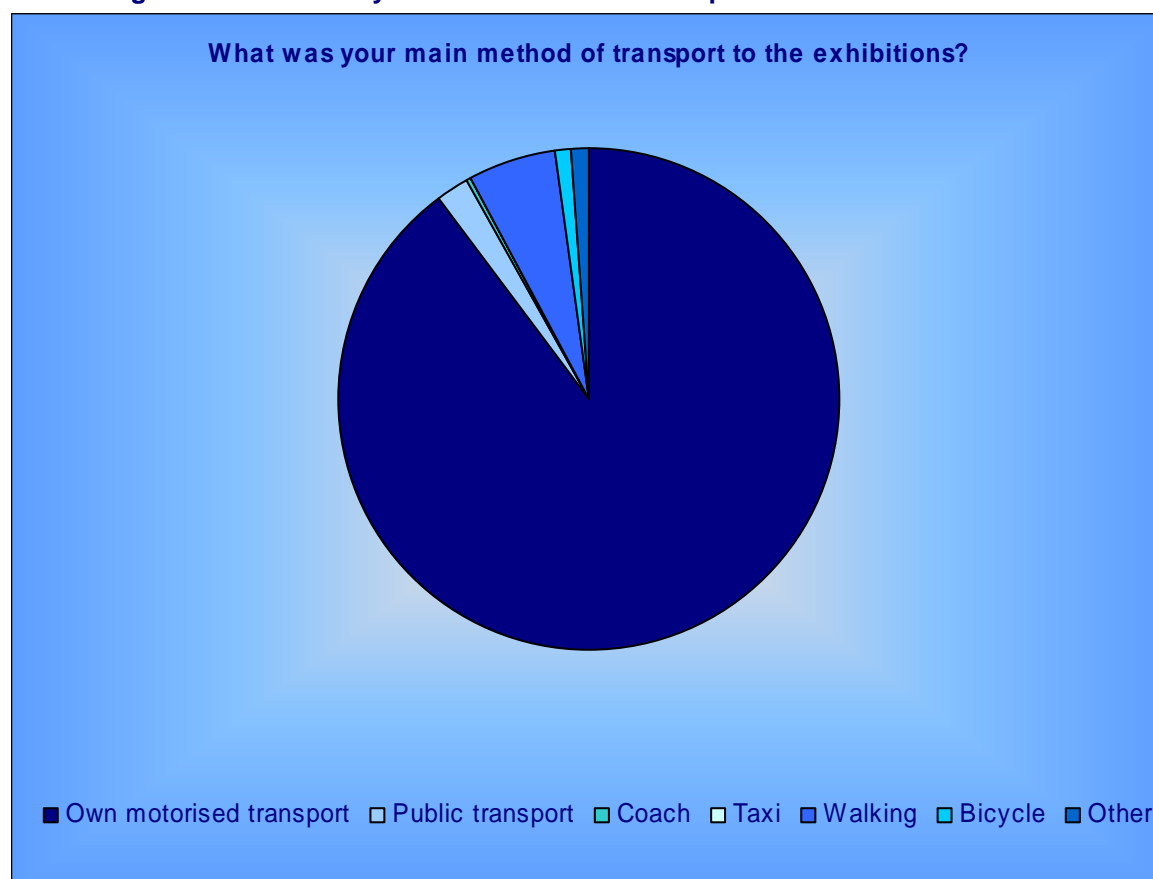


3.6.2 What was your main method of transport to the exhibitions?

The majority of respondents used their own motorised transport as their main method of transport to the exhibitions (90%). The second most frequent method of transport was walking (5%). There was less than 1% variance in the main method of transport to the exhibitions between 2004 respondents and 2006 respondents. (Table 37, Figure 37). Marginally more non-Dorset resident respondents utilised their own motorised transport as their main method of transport to the exhibitions (92%) than Dorset resident respondents (88%). Dorset resident respondents demonstrate a higher inclination to walk to exhibitions (7%). (Table 38, Figure 38)

Table 37: What was your main method of transport to the exhibitions?		
Base: All (444)	f	Valid %
Own motorised transport	381	89.6
Public transport	10	2.4
Coach	1	0.2
Taxi	0	0.0
Walking	23	5.4
Bicycle	5	1.2
Other	5	1.2
Total (Valid: Single Code)	425	100.0
(0) Missing Values	19	N/A
Total (Base)	444	N/A

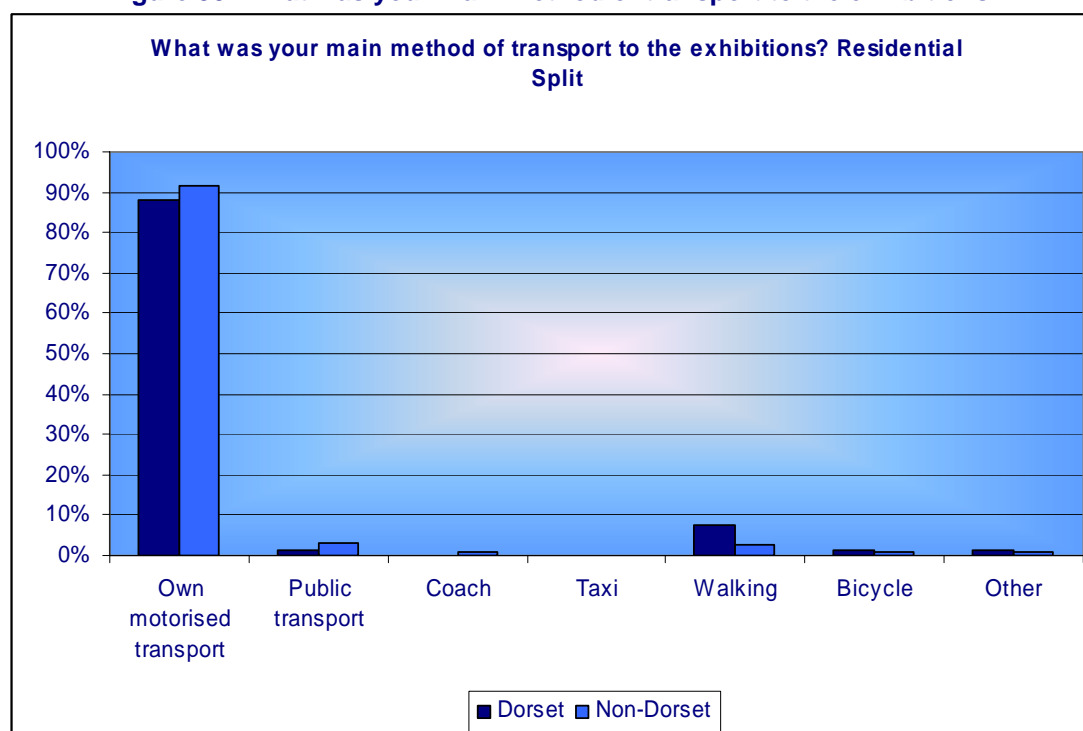
Figure 37: What was your main method of transport to the exhibitions?



What was your main method of transport to the exhibitions? Residential Split: 92% of non-Dorset resident respondents used their own motorised transport as their main method of transport to the exhibitions. 88% of respondents who reside in Dorset also utilised their own motorised transport, however, a higher proportion walked to exhibitions (7%) than non-Dorset resident respondents (3%).

Table 38: What was your main method of transport to the exhibitions? Residential Split				
	Dorset		Non-Dorset	
Base: All (444)	<i>f</i>	Valid %	<i>f</i>	Valid %
Own motorised transport	229	88.1	112	91.8
Public transport	4	1.5	4	3.3
Coach	0	0.0	1	0.8
Taxi	0	0.0	0	0.0
Walking	19	7.3	3	2.5
Bicycle	4	1.5	1	0.8
Other	4	1.5	1	0.8
Total (Valid: Single Code)	260	100.0	122	100.0
(0) Missing Values	122	N/A	260	N/A
Total (Base)	382	N/A	382	N/A

Figure 38: What was your main method of transport to the exhibitions?

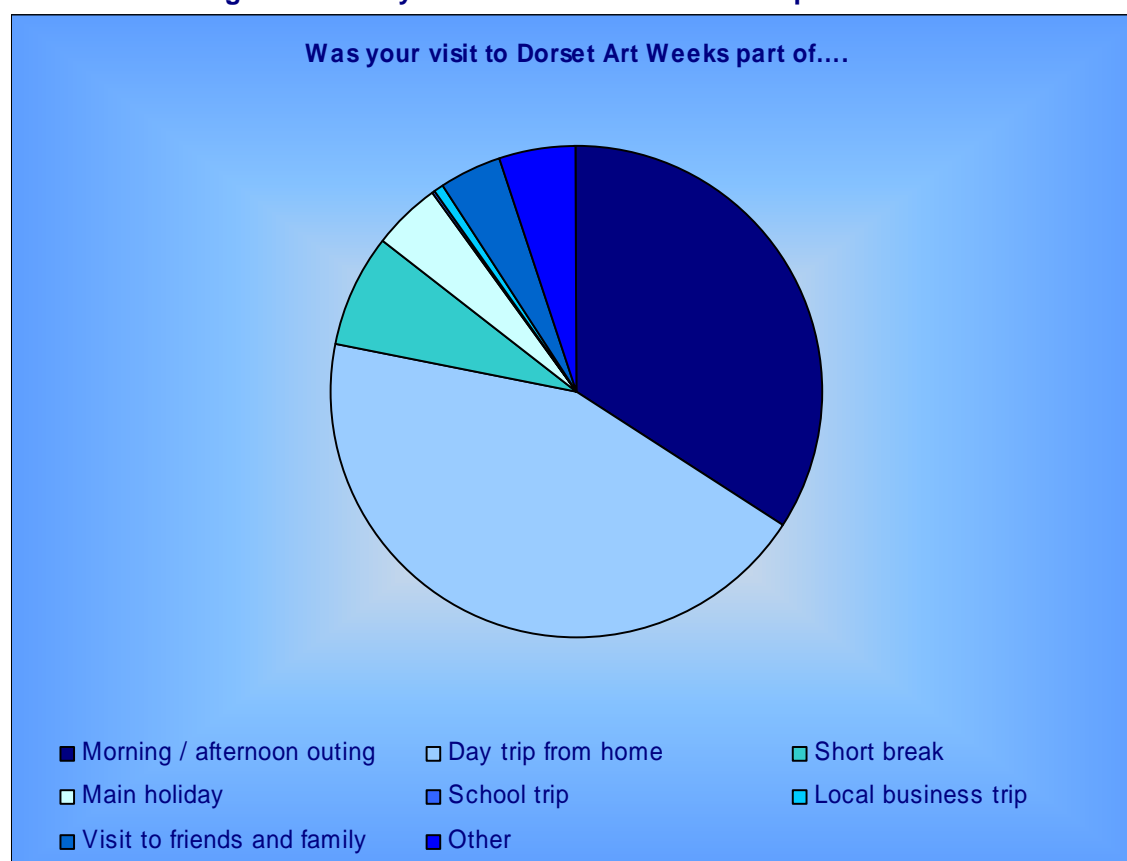


3.6.3 Was your visit to Dorset Art Week's part of....

44% of respondents were visiting as part of a day trip from home; a further 34% were visiting as a morning/ afternoon outing. Less than 1% of the sample were visiting as part of either a local business trip or as part of a school trip. (Table 39, Figure 39). Generally Dorset resident respondents tended to be on either a day trip from home or a morning/afternoon outing, although a morning/afternoon outing was also a frequent response for non-Dorset resident respondents, a higher proportion indicated being on a short break or a main holiday than Dorset resident respondents (Table 40, Figure 40).

Table 39: Was your visit to Dorset Art Week's part of....		
Base: All (444)	f	Valid %
Day trip from home	176	43.9
Morning / afternoon outing	137	34.2
Short break	30	7.5
Other	20	5.0
Main holiday	18	4.5
Visit to friends and family	17	4.2
Local business trip	2	0.5
School trip	1	0.2
Total (Valid: Single Code)	401	100.0
(0) Missing Values	43	N/A
Total (Base)	444	N/A

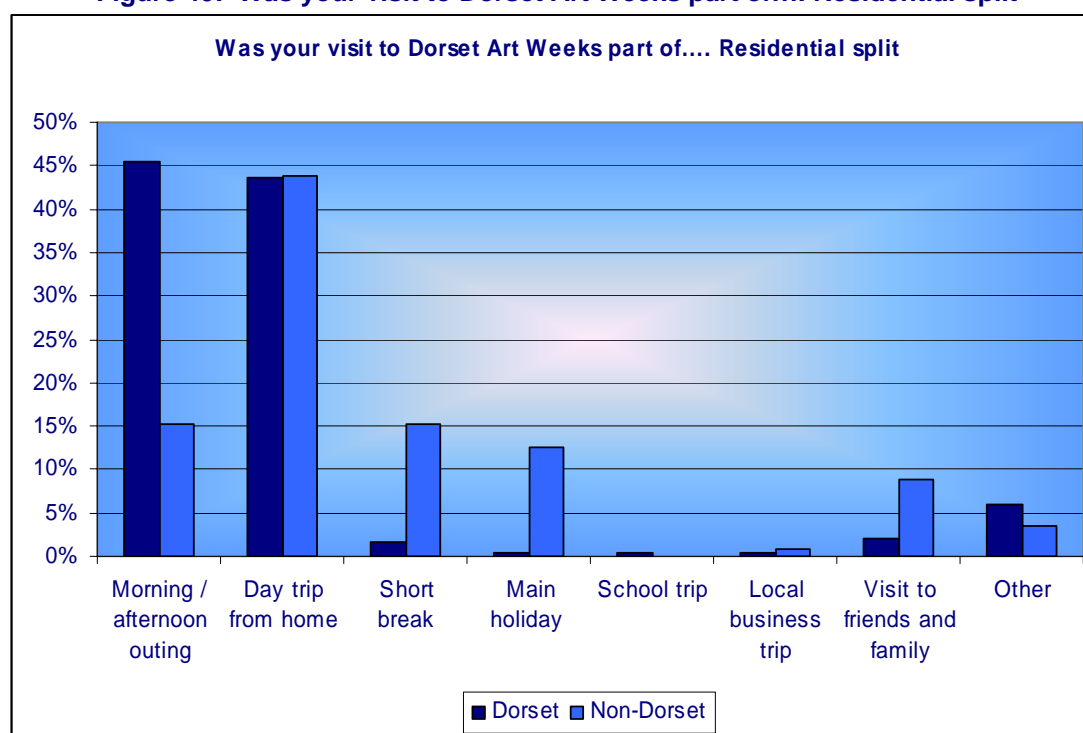
Figure 39: Was your visit to Dorset Art Week's part of....



Was your visit to Dorset Art Weeks part of.... Residential split: Dorset resident respondents were generally either on a morning / afternoon outing (46%) or a day trip from home (44%). Non-Dorset respondents were either on a day trip from home (44%), a short break (15%) or a morning / afternoon outing (15%). Non-Dorset residents demonstrate the highest instances of respondents on their main holiday (13%) (*Table 40, Figure 40*).

Table 40: Was your visit to Dorset Art Weeks part of.... Residential split				
	Dorset		Non-Dorset	
Base: All (360)	<i>f</i>	Valid %	<i>f</i>	Valid %
Morning / afternoon outing	113	45.6	17	15.2
Day trip from home	108	43.5	49	43.8
Short break	4	1.6	17	15.2
Main holiday	1	0.4	14	12.5
School trip	1	0.4	0	0.0
Local business trip	1	0.4	1	0.9
Visit to friends and family	5	2.0	10	8.9
Other	15	6.0	4	3.6
Total (Valid: Single Code)	248	100.0	112	100.0
(0) Missing Values	112	N/A	248	N/A
Total (Base)	360	N/A	360	N/A

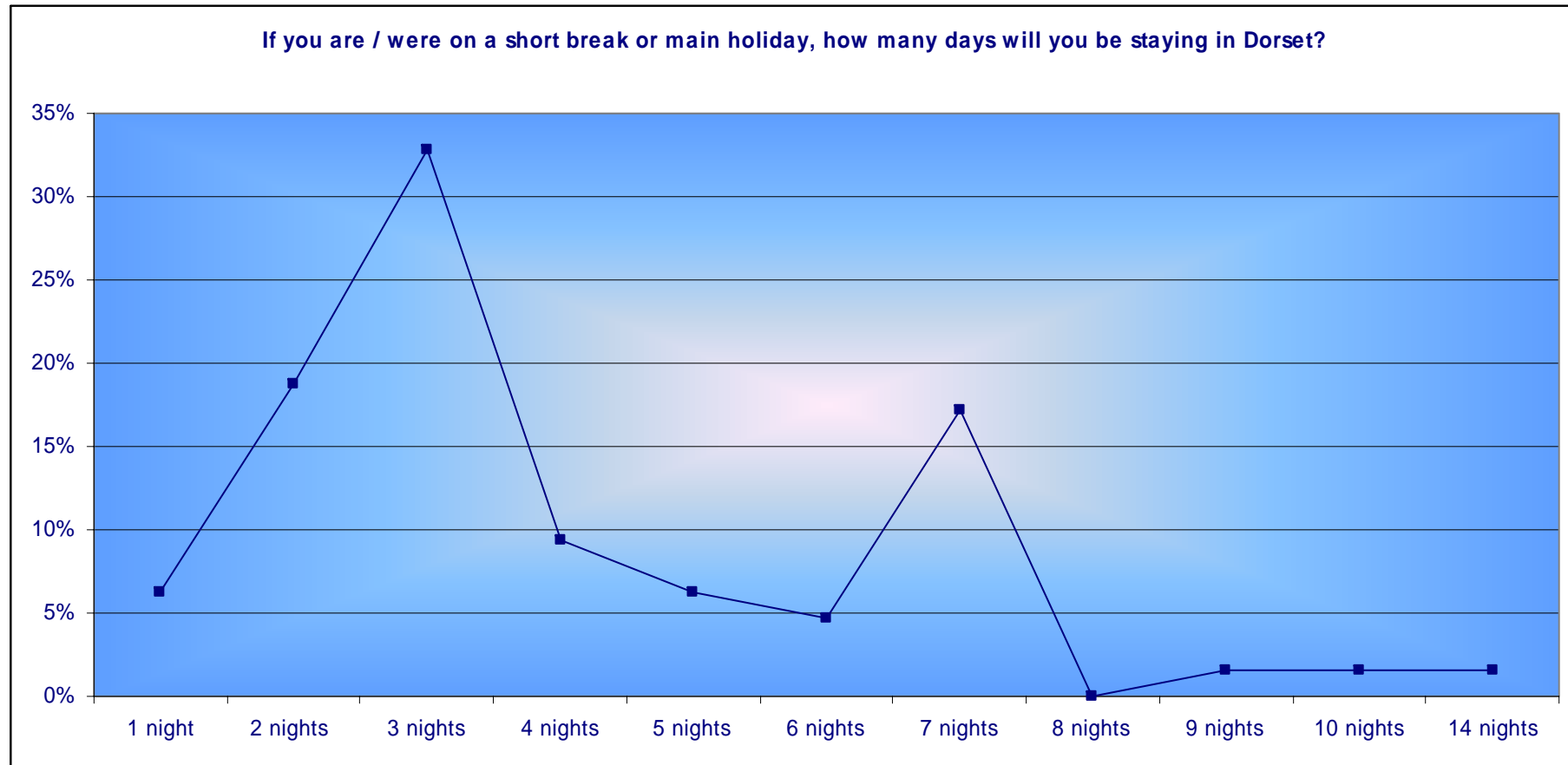
Figure 40: Was your visit to Dorset Art Weeks part of.... Residential split



3.6.4 If you are / were on a short break or main holiday, how many days will you be staying in Dorset?

The most frequent length of stay for respondents who were either on a short break or main holiday was 3 nights (33%) followed by 2 nights (19%). 17% of respondents were staying in Dorset for 7 nights. (Table 41, Figure 41).

Table 41: If you are / were on a short break or main holiday, how many days will you be staying in Dorset?		
Base: Short Break or Main Holiday	f	Valid %
1 night	4	6.3
2 nights	12	18.8
3 nights	21	32.8
4 nights	6	9.4
5 nights	4	6.3
6 nights	3	4.7
7 nights	11	17.2
8 nights	0	0.0
9 nights	1	1.6
10 nights	1	1.6
14 nights	1	1.6
Total (Valid: Single Code)	64	100.0
(0) Missing Values	380	N/A
Total (Base)	444	N/A

Figure 41: If you are / were on a short break or main holiday, how many days will you be staying in Dorset?

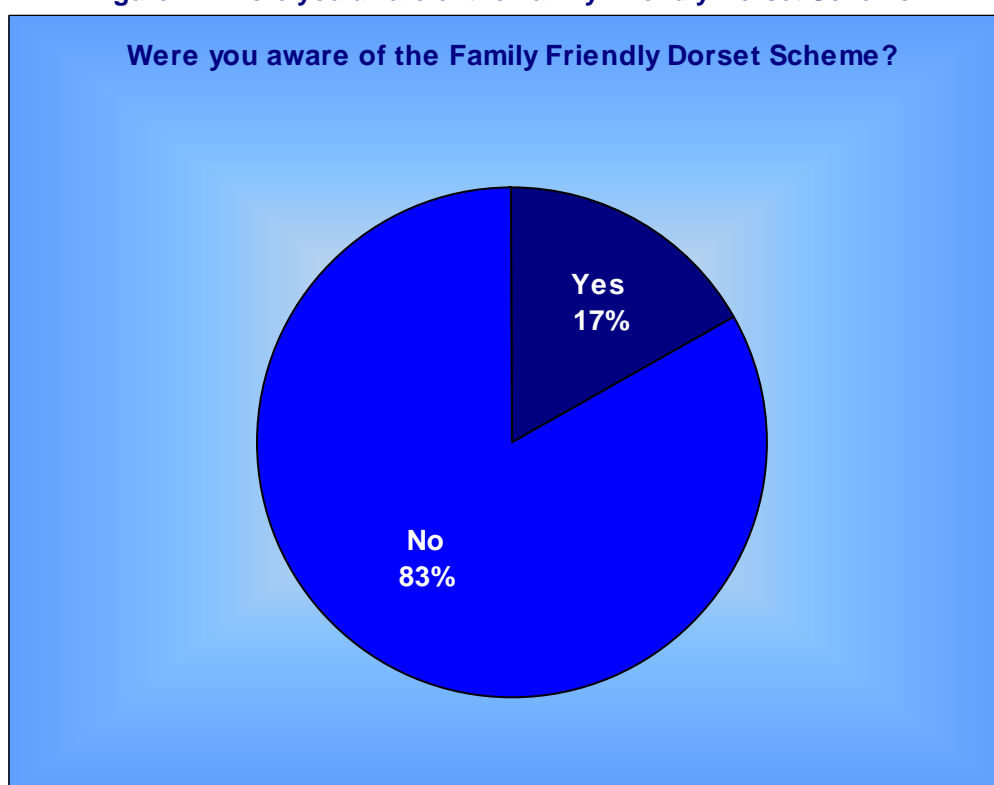
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3.6.5 Were you aware of the Family Friendly Dorset Scheme?

The majority of the sample (83%) was not aware of Family Friendly Dorset Scheme. Awareness of the scheme was reasonably low throughout the sample; further investigation will be performed in 2008.

Table 42: Were you aware of the Family Friendly Dorset Scheme?		
Base: All (444)	f	Valid %
Yes	59	17.4
No	280	82.6
Total (Valid: Single Code)	339	100
(0) Missing Values	105	N/A
Total (Base)	444	N/A

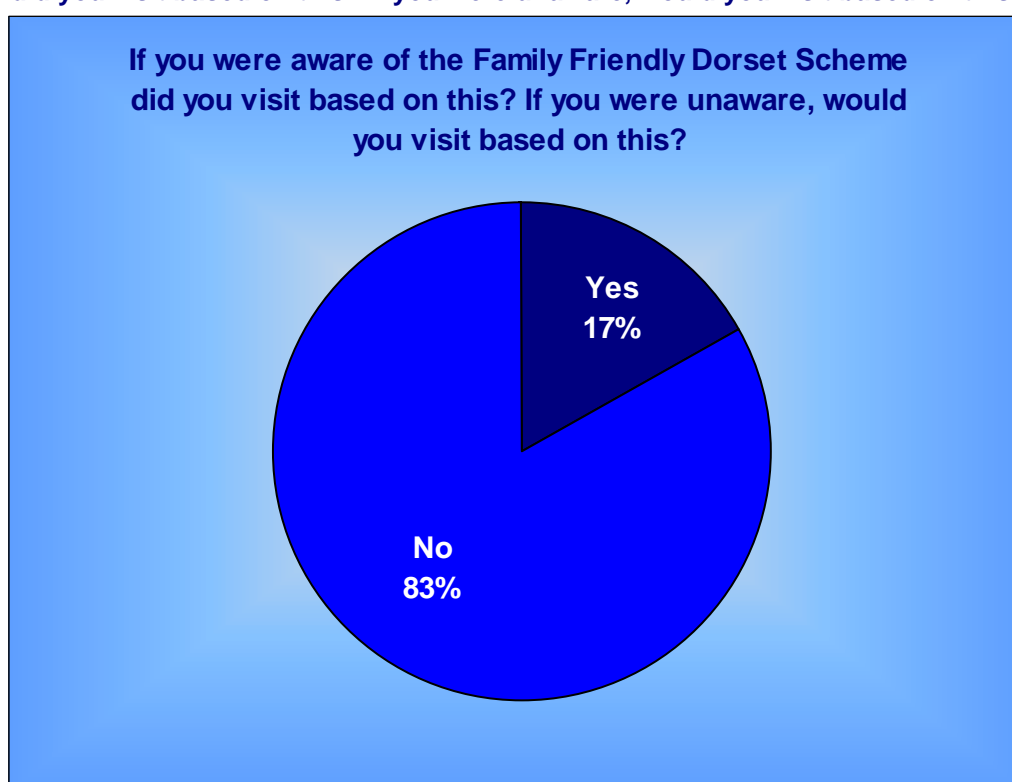
Figure 42: Were you aware of the Family Friendly Dorset Scheme?



3.6.6 If you were aware of the Family Friendly Dorset Scheme did you visit based on this? If you were unaware, would you visit based on this? : The majority of respondents would not visit based on their knowledge of the Family Friendly Dorset Scheme (83%). The majority of respondents were not aware of what the Dorset Family Friendly Scheme entailed and as no further information was given these results may not be truly reflective of opinions of the scheme. (Table 43, Figure 43). However, the majority of respondents who were aware of the scheme would not visit based on this alone (86%). (Table 44, Figure 44).

Table 43: If you were aware of the Family Friendly Dorset Scheme did you visit based on this? If you were unaware, would you visit based on this?		
Base: All (444)	f	Valid %
Yes	21	17.1
No	102	82.9
Total (Valid: Single Code)	123	100.0
(0) Missing Values	321	N/A
Total (Base)	444	N/A

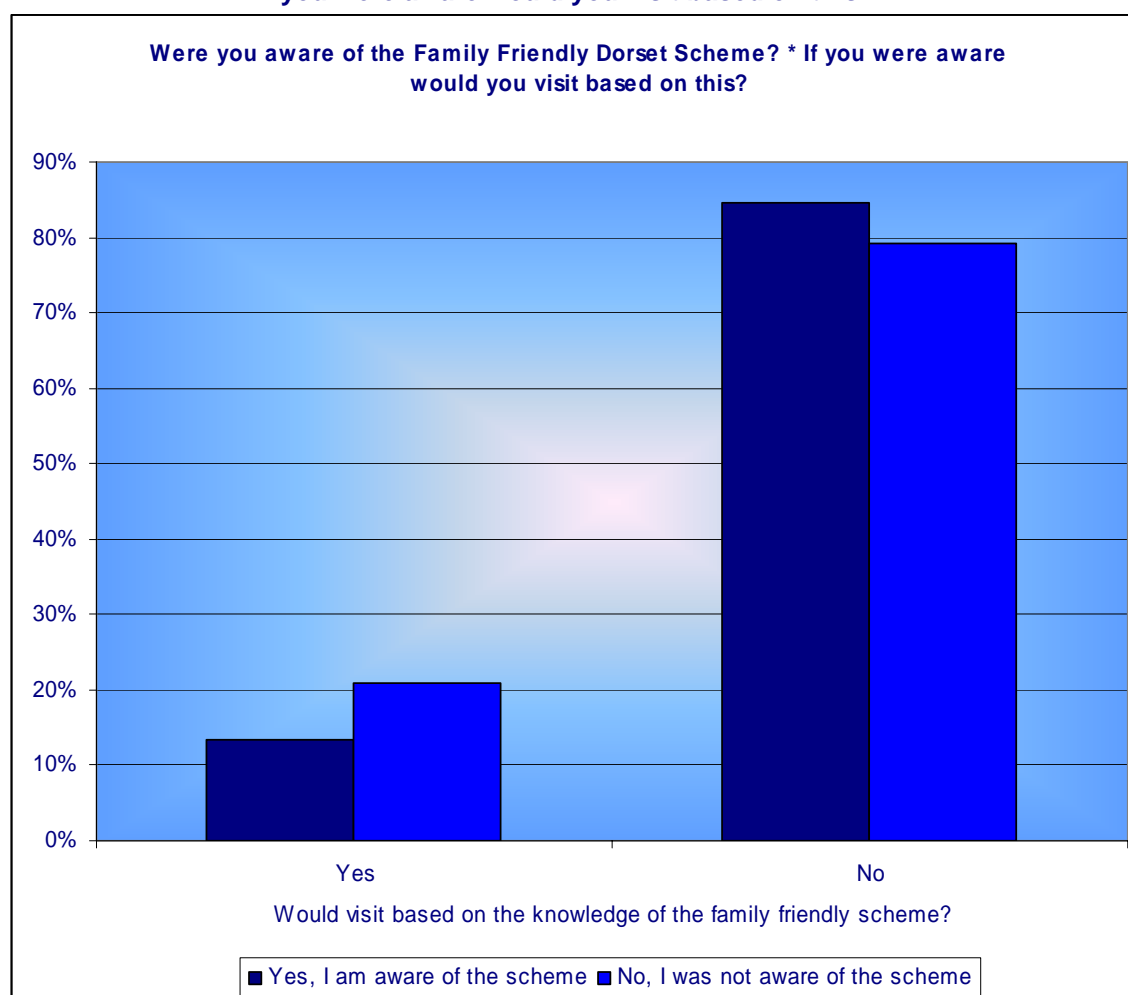
Figure 43: If you were aware of the Family Friendly Dorset Scheme did you visit based on this? If you were unaware, would you visit based on this?



Were you aware of the Family Friendly Dorset Scheme? * If you were aware would you visit based on this: The majority of respondents who are aware of the scheme would not visit based on this alone (86%). A higher proportion of individuals who are unaware of the scheme would be willing to visit based on it (21%). (Table 44, Figure 44).

Table 44: Were you aware of the Family Friendly Dorset Scheme? * If you were aware would you visit based on this?				
	Yes, I am aware of the scheme		No, I was not aware of the scheme	
Base: All (444)	f	Valid %	f	Valid %
Yes	7	13.7	14	20.9
No	44	86.3	53	79.1
Total (Valid: Single Code)	51	100	67	100
(0) Missing Values	142	N/A	126	N/A
Total (Base)	193	N/A	193	N/A

**Figure 44: Were you aware of the Family Friendly Dorset Scheme?
* If you were aware would you visit based on this?**



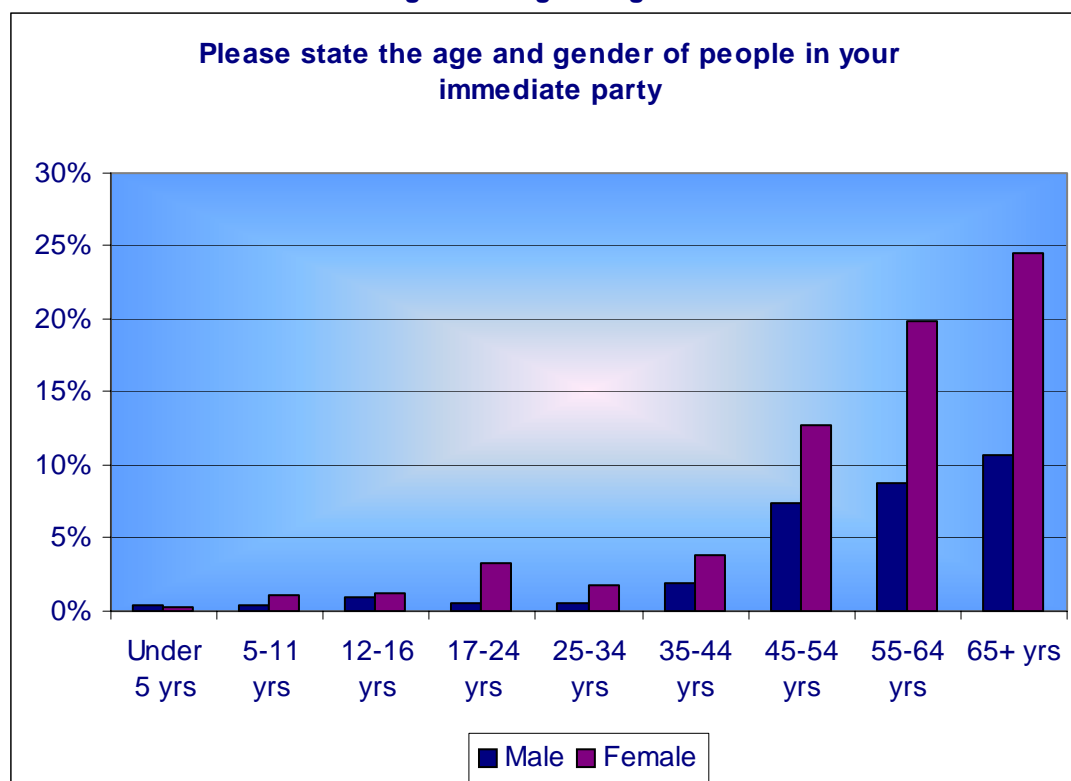
3.7. Demographics

3.7.1 Age and gender.

There were considerably more female respondents (68%) than male respondents (32%). A quarter of the sample were female aged over 65 years or above. (Table 45, Figure 45).

Table 45: Age and gender				
	Male		Female	
Base: All (444)	f	Valid %	f	Valid %
Under 5 yrs	4	0.4	2.0	0.2
5-11 yrs	4	0.4	10.0	1.1
12-16 yrs	9	1.0	11.0	1.2
17-24 yrs	5	0.5	30.0	3.2
25-34 yrs	5	0.5	16.0	1.7
35-44 yrs	18	1.9	36.0	3.9
45-54 yrs	69	7.4	118.0	12.7
55-64 yrs	81	8.7	184.0	19.8
65+ yrs	99	10.7	227.0	24.5
Total (Valid: Multi Code)	928	31.7	928	68.3
(0) Missing Values	0	N/A	0	N/A
Total (Base)	928	N/A	928	N/A

Figure 45: Age and gender

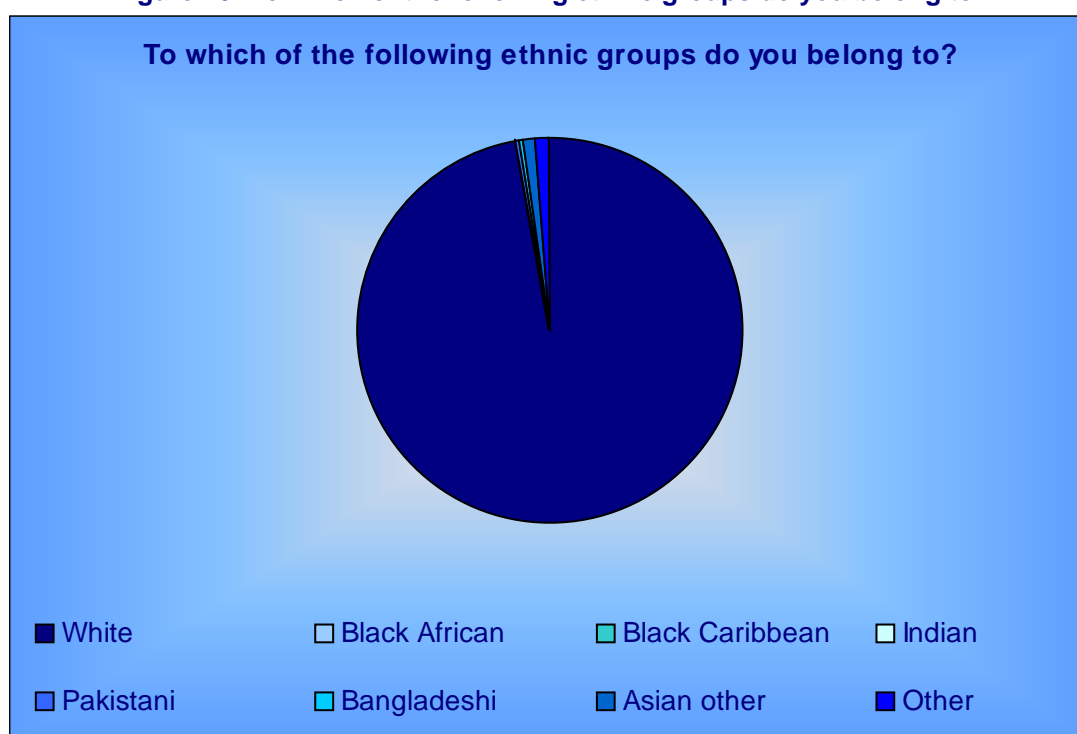


3.7.2 To which of the following ethnic groups do you belong to?

The vast majority of the sample (97%) was of white origin, with the second most common response being Asian other, which represents just 1% of the sample. (Table 46, Figure 46)

Table 46: To which of the following ethnic groups do you belong to?		
Base: All (444)	<i>f</i>	Valid %
White	403	97.1
Black African	1	0.2
Black Caribbean	0	0.0
Indian	0	0.0
Pakistani	1	0.2
Bangladeshi	1	0.2
Asian other	4	1.0
Other	5	1.2
Total (Valid: Single Code)	415	100.0%
(0) Missing Values	29	N/A
Total (Base)	444	N/A

Figure 46: To which of the following ethnic groups do you belong to?

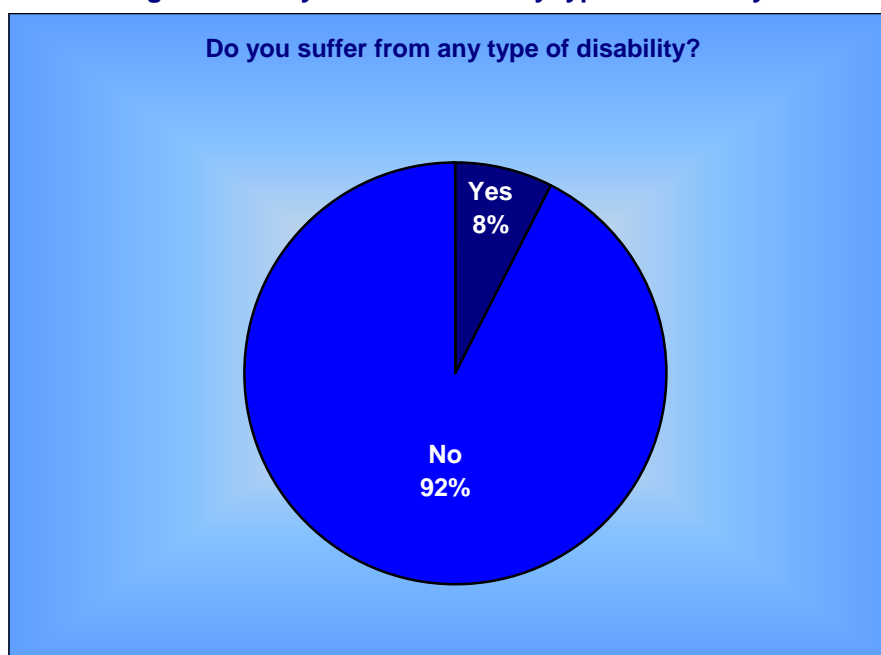


3.7.3. Do you suffer from any type of disability?

The majority of respondents (93%) did not suffer from any disability. (Table 47, Figure 47).

Table 47: Do you suffer from any type of disability?		
Base: All (444)	<i>f</i>	Valid %
Yes	31	7.5
No	380	92.5
Total (Valid: Single Code)	411	100.0
(0) Missing Values	33	N/A
Total (Base)	444	N/A

Figure 47: Do you suffer from any type of disability?

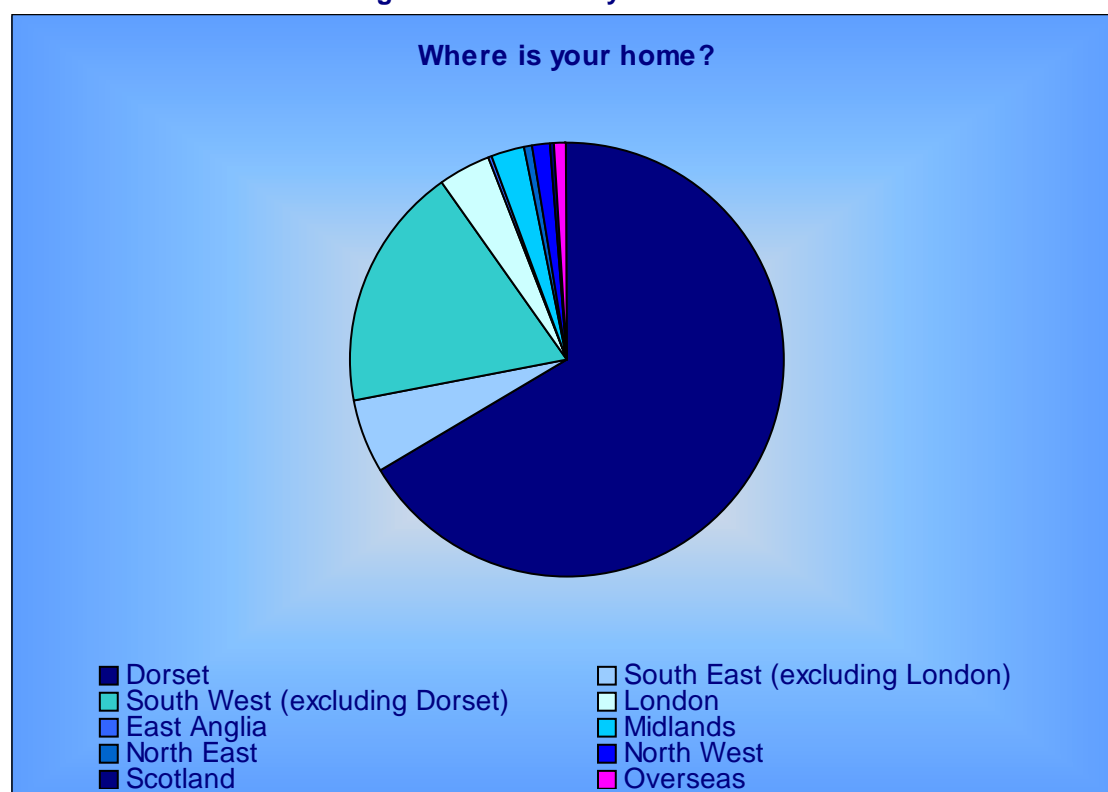


3.7.4 Where is your home?

The majority of respondents (66%) originate from Dorset and a further 18% originate from the South East. (Table 48, Figure 48).

Table 48: Where is your home?		
Base: All (444)	<i>f</i>	Valid %
Dorset	264	66.3
South West (excluding Dorset)	73	18.3
South East (excluding London)	22	5.5
London	16	4.0
Midlands	10	2.5
North West	6	1.5
Overseas	3	0.8
North East	2	0.5
East Anglia	1	0.3
Scotland	1	0.3
Total (Valid: Single Code)	398	100.0
(0) Missing Values	46	N/A
Total (Base)	444	N/A

Figure 48: Where is your home?



4: The Economic Impact

The following section is designed to give a general outline of the factors arising from Dorset Art Weeks, which can be used to assess the impact of the event on the economy of Dorset.

4.1: Visitor Numbers

Venue feedback on visitor numbers to Dorset Art Weeks 2006 suggests that 225 venues recorded having 68,566 visits. This equates to some 305 visits per venue. When multiplied by the total number of venues it suggests a total of 113,058 visits.

Visitor data from Dorset Art Weeks 2006 suggest that visitors attended just over fifteen venues during the course of the event. However, it is considered that this result was skewed by a small number of visitors attending a very high number of venues. When this extreme was trimmed the level returned to 2004 levels; a fraction over 12 venues per visitor.

A division by this factor indicates that the number of individual visits to Dorset Art Weeks 2006 can be estimated at 9,267. This represents a slight fall from the 2004 figure of 10,398.

In addition, visitor feedback (from 2004) suggests that 12% of visitors returned two or three times to their chosen venues. Therefore a further calculation is required to take these repeat visits into consideration. With each visitor counted only once at each venue, the research would suggest that Dorset Art Weeks core visitor base in 2006 was **7,970** visitors. This represents a slight fall from the 2004 figure of 8,942.

Note: Anecdotal evidence suggests that this figure under reflects the total visitor numbers. Venues are not required to accurately record visitors and some visitors may have been missed by this process and larger venues may not have recorded visitor numbers at all which the average visitor numbers to an event does not take into consideration.

4.2: Total Revenue - Direct Spend

The table below indicates the total revenue generated in Dorset by visitors to Dorset Art Weeks 2006. The data provided is based on a calculation of average daily spend, by the number of days on which each visitor or group actually visited Dorset Art Weeks venues.

Item	Staying Visitor Revenue (£)	Day Visitor Revenue (£)	Total Visitor Revenue (£)
Accommodation	111,729	n/a	111,729
Food and Drink	92,378	126,756	219,134
Convenience Goods	20,510	25,595	46,105
Durable Goods	28,294	18,497	46,791
Entertainment & Leisure	29,153	9,172	38,325
Fares and Petrol	59,940	152,372	212,312
Incurred Costs	15,304	19,779	35,083
Art Works	135,706	327,611	463,317
Total	493,014	679,782	1,172,796

Staying Visitors to Dorset Art Weeks spent **£493,014** with Day Visitors spending **£679,782** giving a total spend of **£1,172,796**.

However, this calculation does not take into account any additional spend by visitors staying in Dorset specifically in order to visit Dorset Art Weeks. 22% of staying visitors on a planned trip to Dorset Art Weeks spent days in the County on which they did not attend the event, but that can still be attributed to their trip to Dorset Art Weeks 2006.

In total, these visitors stayed in the County for an additional 870 days, and spent a further £94,732.

Overall, direct visitor spend from Dorset Art Weeks 2006 can be estimated at **approximately £1.3 million**.

4.3: Total Revenue - Indirect Spend

In addition to direct spend, local businesses benefit from Dorset Art Weeks' visitor expenditure on both secondary and tertiary levels, as the additional income (of both artists and service providers) is filtered down the supply chain as increased business turnover.

The magnitude of these effects can be estimated by applying Type II recreational output multipliers to the existing levels of turnover generated by Dorset Art Weeks.

Type II multipliers are mathematical tools calculated from ONS aggregate level macroeconomic data that can be employed to estimate secondary impacts of an activity or concern.

It is therefore estimated that Dorset Art Weeks 2006 can potentially generate some additional **£750,000** in indirect expenditure for Dorset's economy, and **£340,000** in induced expenditure within the County.

4.4: Total Revenue

Therefore the total value to the economy of Dorset Art Weeks is likely to be in the region of **£2.39 million**.

4.5: Supporting Employment

Through the revenue generated and induced by Dorset Art Weeks 2006, the event also has the potential to support employment within the County.

By again applying Type II recreational output multipliers to the existing levels of turnover generated by Dorset Art Weeks, it is estimated that the £1.3 million of direct spend generated by Dorset Art Weeks supports around **35** Full Time Equivalent jobs.

It should be noted that the above analysis is necessarily based on extrapolation and estimates. The results should therefore be regarded as indicative only, and a margin of error anticipated.

2006 Questionnaire

Dorset Art Weeks 2006

Dorset Art Weeks (DAW) would be grateful if you would spend a few minutes filling in this survey form about your experiences of DAW 2006. The questionnaire is completely anonymous and will help us assess the effect of DAW across the County. If you have any questions regarding this research please contact John Brackstone (01202) 963871 or jbrackst@bournemouth.ac.uk

Q1 How did you first hear about Dorset Art Weeks 2006? (tick all that apply)

National Press.....	<input type="checkbox"/>
Local Press	<input type="checkbox"/>
DAW Website.....	<input type="checkbox"/>
TV / Radio	<input type="checkbox"/>
Participating Venue	<input type="checkbox"/>
Other Website	<input type="checkbox"/>
Reply Leaflet from DAW promotional material ...	<input type="checkbox"/>
Posted Brochure	<input type="checkbox"/>
Poster	<input type="checkbox"/>
Holiday Accommodation	<input type="checkbox"/>
Previous DAW's	<input type="checkbox"/>
Local TIC.....	<input type="checkbox"/>
Art Centre or other Arts organisation.....	<input type="checkbox"/>
Local Library	<input type="checkbox"/>
Friends / Family	<input type="checkbox"/>
Picked up brochure (please specify where)	<input type="checkbox"/>
Work Colleague	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>
Location acquired brochure	<input type="checkbox"/>
Specified 'other' source	<input type="checkbox"/>

Q2 Which previous Dorset Art Weeks have you visited (Tick all that apply)

1992.....	<input type="checkbox"/>	2000.....	<input type="checkbox"/>
1994.....	<input type="checkbox"/>	2002.....	<input type="checkbox"/>
1996.....	<input type="checkbox"/>	2004.....	<input type="checkbox"/>
1998.....	<input type="checkbox"/>	I have not visited DAW before	<input type="checkbox"/>

Q3 Which of the following statements apply to you? (Tick all that apply)

This is my first visit to an art exhibition of any sort.....	<input type="checkbox"/>
I regularly visit art galleries.....	<input type="checkbox"/>
I have visited Art Weeks in other areas.....	<input type="checkbox"/>

Q4 What were your main motivations for visiting Dorset Art Weeks 2006? (tick all that apply)

To view the art on exhibition	<input type="checkbox"/>
To meet the artists	<input type="checkbox"/>
To gather ideas / tips	<input type="checkbox"/>
To buy artwork	<input type="checkbox"/>
Interested as an amateur artist	<input type="checkbox"/>
Interested as a professional artist	<input type="checkbox"/>
School trip	<input type="checkbox"/>
A nice day out	<input type="checkbox"/>
Weekend break.....	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>
Other	<input type="checkbox"/>

Q5 Please rate the following aspects of Dorset Art Weeks 2006. (tick one box in each row)

	Excellent	Good	OK	Poor	Very Poor	Did not use
Design and layout of the brochure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of use of the brochure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information in the brochure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of obtaining a brochure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road signs and banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DAW Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any comments on or suggestions for improvements to the DAW website

Q6 Will you keep your Dorset Art Weeks guide for future reference? (Tick one only)

Yes..... ☐

No ☐

Q7 On the scale below, how likely is it that you would. . . (Tick one box in each row)

	Very likely	Likely	Not sure	Unlikely	Definitely not
Visit DAW 2008	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommend DAW to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit DAW annually if the option was available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take a future (unrelated) day trip or holiday in Dorset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8 Where was your main base for visiting Dorset Art Weeks 2006? (Tick one only)

Home ☐

Hotel ☐

Guest house..... ☐

Camping / caravan site ☐

Home of friend or relative..... ☐

Self catering cottage / flat / house..... ☐

Holiday Park..... ☐

Other (please specify) ☐

Other _____

Q10 Was your visit to Dorset Art Weeks 2006 part of a . . . (tick one only)

Morning / afternoon outing ☐

Day trip from home..... ☐

Short break (3 nights or less) ☐

Main holiday (4 nights or more)..... ☐

School trip ☐

Local business trip ☐

Visit to friends and family ☐

Other (please specify) ☐

Other _____

Q9 What was your main method of transport to the exhibitions? (tick one only)

Own motorised transport (car, motorbike etc).... ☐

Public transport..... ☐

Coach (organised trip)..... ☐

Taxi..... ☐

Walking..... ☐

Bicycle..... ☐

Other (please specify) ☐

Other method of transport _____

Q11 If you are/ were on a short break or main holiday, how many days will you be staying in Dorset? (write in)

Q12 Was Dorset Art Weeks your primary motive for visiting the area? (tick one only)

Yes..... ☐

No ☐

Q13 Please indicate the number of days you intend to spend visiting Dorset Art Weeks this year by ticking in the appropriate box.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Number of days spent visiting DAW 2006 exhibitions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 Please estimate the average number of exhibitions you have visited per day this year and write it in the box.

Q15 To help DAW calculate its impact on the local & tourist economies, please could you tell us, approximately how much you and your immediate group would spend on a typical day visiting Dorset Art Weeks 2006.(Write in)

Accommodation £.....	<input type="text"/>
Food and drink £.....	<input type="text"/>
Convenience Goods (eg ice cream, postcards) £.....	<input type="text"/>
Durable Goods (eg books, household items) £.....	<input type="text"/>
Entertainment and leisure (eg entry fees, evenings out) £.....	<input type="text"/>
Fares and Petrol within Dorset £.....	<input type="text"/>
Incurred costs (eg parking) £.....	<input type="text"/>

Q16 How many individual artworks and/or postcards have you bought at Dorset Art Weeks 2006?(write in)

Artworks.....	<input type="text"/>
Postcards.....	<input type="text"/>

Q17 If you are prepared to say, it would help us to know roughly how much you have spent on artworks at DAW 2006 (write in)

£

Q19 To which of the following ethnic groups do you belong? (Tick one only)

White	<input type="checkbox"/>	Pakistani.....	<input type="checkbox"/>
Black African.....	<input type="checkbox"/>	Bangladeshi.....	<input type="checkbox"/>
Black Caribbean	<input type="checkbox"/>	Asian Other.....	<input type="checkbox"/>
Indian.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

Q20 Do you suffer from any type of disability?

Yes (Go to Q21)..... ☐

No (Go to Q22) ☐

Q18 Please state the age(s) and gender of people in your immediate party (write the number of people in each category)

	Male	Female
Under 5 yrs	<input type="text"/>	<input type="text"/>
5-11 yrs	<input type="text"/>	<input type="text"/>
12-16 yrs	<input type="text"/>	<input type="text"/>
17-24 yrs	<input type="text"/>	<input type="text"/>
25-34 yrs	<input type="text"/>	<input type="text"/>
35-44 yrs	<input type="text"/>	<input type="text"/>
45-54 yrs	<input type="text"/>	<input type="text"/>
55-64 yrs	<input type="text"/>	<input type="text"/>
65+ yrs	<input type="text"/>	<input type="text"/>

Q21 If yes, what could be done to make a visit to Dorset Art Weeks a better experience for you?

Q22 Where is your home?

Dorset ☐
 South East (excluding London) ☐
 South West (excluding Dorset) ☐
 London ☐
 East Anglia ☐
 Midlands ☐
 Wales ☐
 North East ☐
 North West ☐
 Scotland ☐
 Northern Ireland ☐
 Overseas ☐
 What is your home
 County or Country if
 overseas?

Q23 Please tell us what role Dorset Art Weeks played in your decision to make this trip (tick most appropriate only)

My sole reason for visiting was to visit Dorset Art Weeks ☐
 My main reason for visiting was to visit Dorset Art Weeks ☐
 I may not have visited the area if the Dorset Art Weeks was not here ☐
 I intended to visit Dorset Art Weeks during my stay, but it was not a significant factor ☐
 I knew of Dorset Art Weeks, but it played no role in my decision ☐
 I had never heard of Dorset Art Weeks before my visit ☐

Q24 In light of your visit to Dorset Art Weeks 2006, do any of the following statements apply? (tick all that apply)

I would be interested in commissioning a piece of artwork ☐
 I would be interested in visiting studios outside of DAW ☐
 I will now visit art exhibitions more often ☐
 I will not be attending Dorset Art Weeks in the future ☐
 I have been put off future arts events by my experience ☐

Q25 Were you aware of the Family Friendly Dorset Scheme?

yes ☐
 No ☐

Q26 If you were aware of the Family Friendly Dorset Scheme did you visit based on this? If you were unaware, would you visit based on this?

Yes ☐
 No ☐

Q27 What, in your opinion, were the most enjoyable aspects of Dorset Art Weeks 2006?

Q28 Please use this space to let us know what we can do to improve any aspect of Dorset Art Weeks.

Thank you for your help.