

P.O.S. Visitors' Survey 2018

There were **92** entries.

73% of respondents live in Perth and Kinross
23% live elsewhere in Scotland
3% live elsewhere in the UK
1% live overseas

While attending the event:

93% stayed at home
4% stayed with friends
3% stayed in self catering

Those not staying at home spent **1 to 9 days** in their accommodation.

37% said that POS was very important to their decision to visit Perthshire at this time
26% said it was quite important
37 % said it was not important

29% of respondents said it was the first time they had attended POS
71% had been before.

How did they hear about POS?

Participating artist - **41%**
Social media - **21%**
Word of mouth - **18%**
Other **18 %**
Website **2%**

Responses to "other" were brochure and previous knowledge .

Number of studios visited ranged from **1 to 25**, with an average of **6**.

68% of visitors made a purchase from a studio they visited.

32% did not make any purchases.

Visitor comments were all positive with many appreciative remarks about the friendly welcome they received at the studios they visited.

Kate Kirby 25.9.18