

P.O.S. Visitors' Survey 2019

There were 159 entries

65% of respondents live in Perth and Kinross

27% live elsewhere in Scotland

6% live elsewhere in the UK

2% live overseas

While attending the event:

83% stayed at home

7% stayed with friends

6% stayed in a guest house or B&B

3% stayed in self catering

1% camped or stayed in a caravan

Those not staying at home spent **1 to 14 days** in their accommodation.

54 %said that POS was very important to their decision to visit Perthshire at this time

40%said it was quite important

6%said it was not important

36 %of respondents said it was the first time they had attended POS

64% had been before.

How did they hear about POS?

Brochure - **36%**

Participating artist -**20 %**

Word of mouth -**17 %**

Social media -**16%**

Other -**7%**

Website - **4%**

Number of studios visited ranged from**1 to 50** with an average of **4** (not including the 50 as that would have skewed the result unrealistically)

How important was the media index on the website when deciding which studios to visit:

12 % Very important

29% Quite important

34% Not important

25% Not applicable

80% of visitors made a purchase from a studio they visited.
20% did not make any purchases.

Visitor comments were mostly positive with many people commenting on the friendly welcome they received at the studios they visited, the level of talent on display and the well organised nature of the event.
The few negative comments were about signage, disability access and the fact that many venues are group exhibitions rather than artists' workspaces.