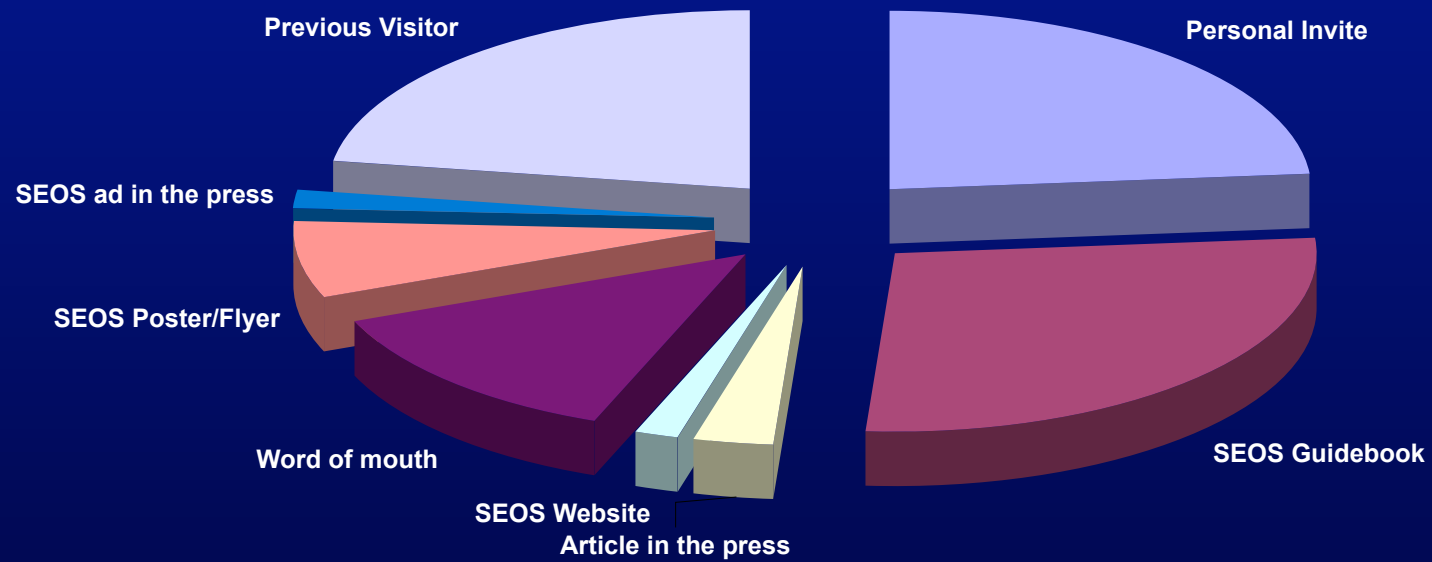
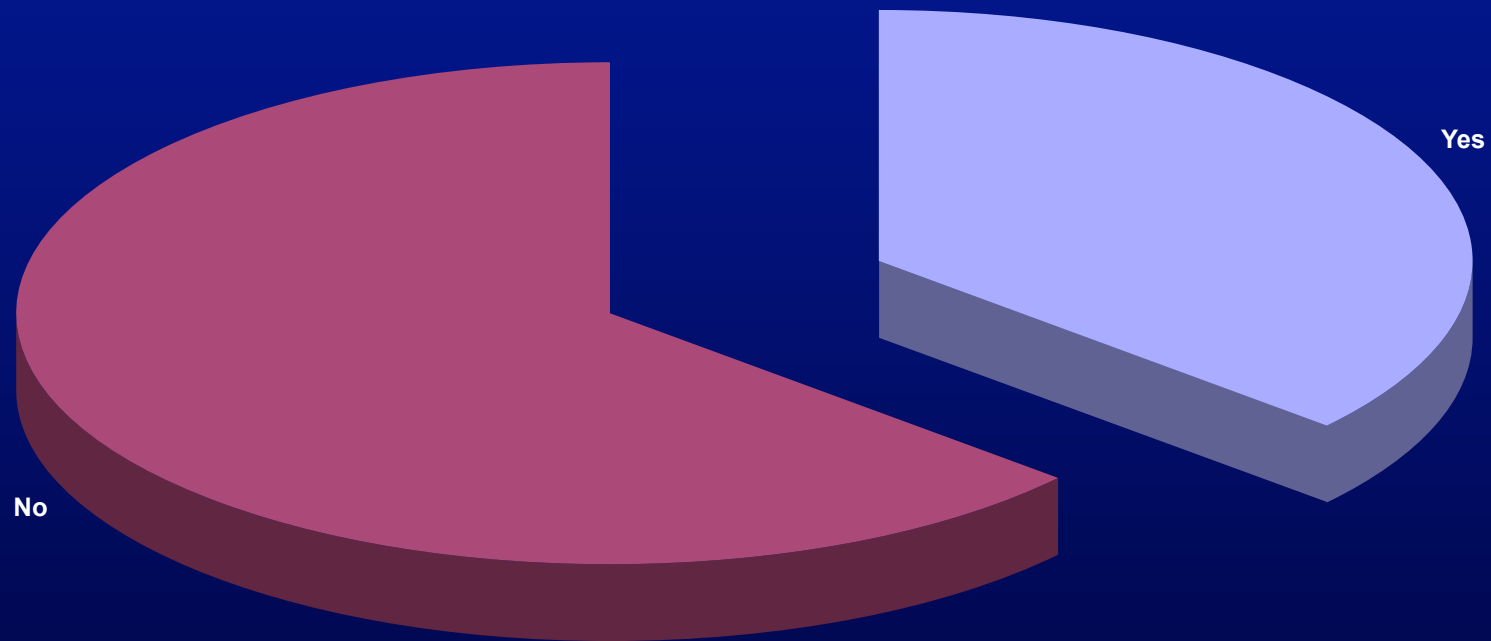


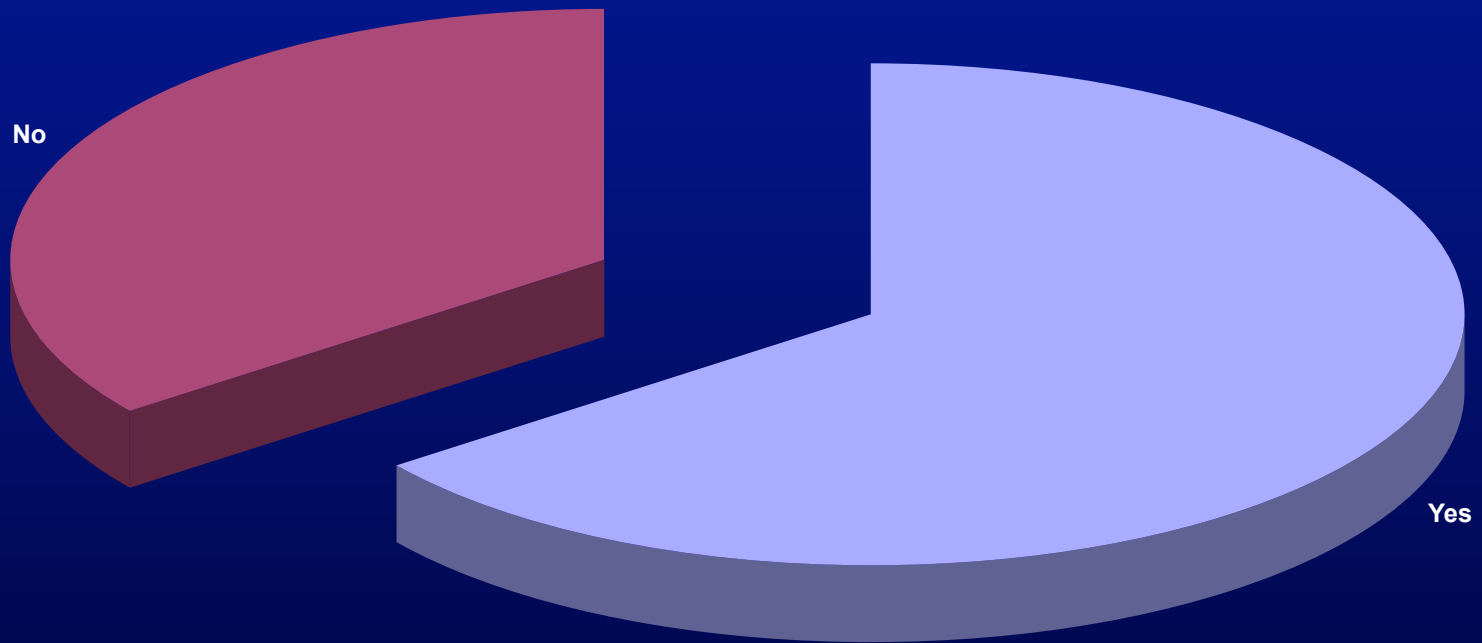
How did you hear about SEOS?



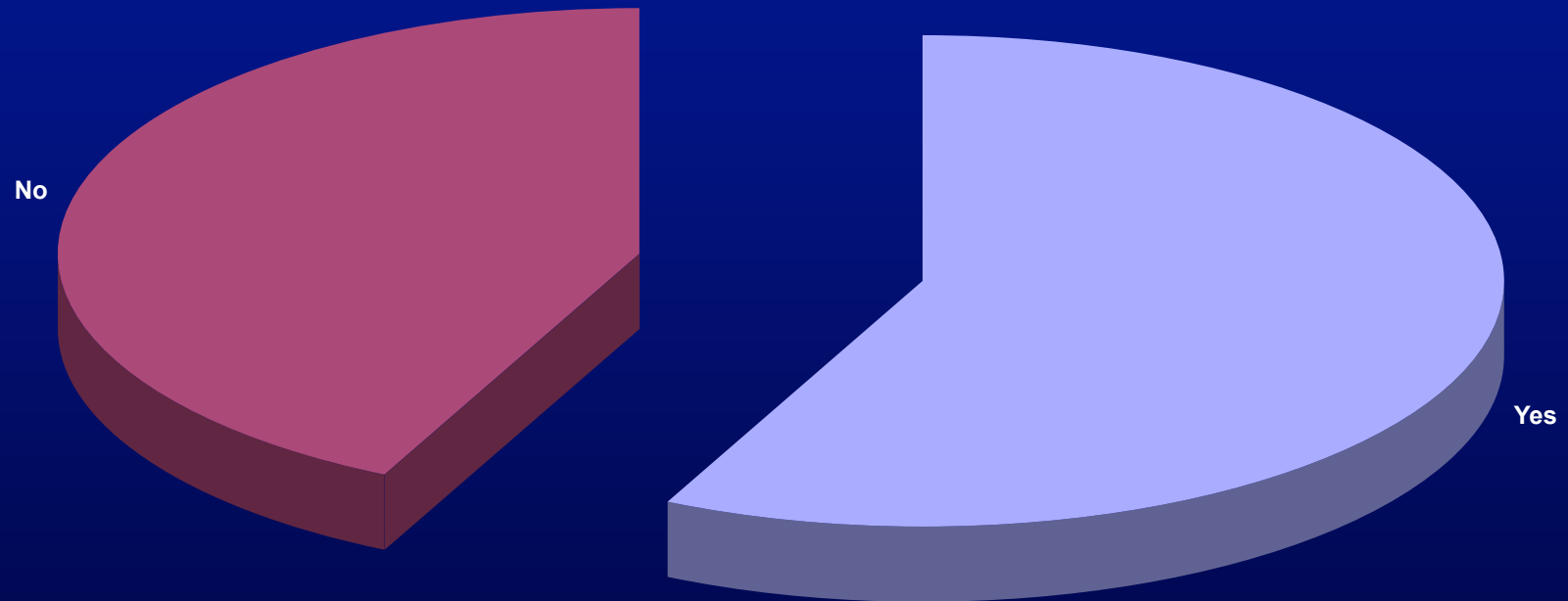
Is this the first time you have visited a SEOS Studio?



Did you visit the studios with friends?



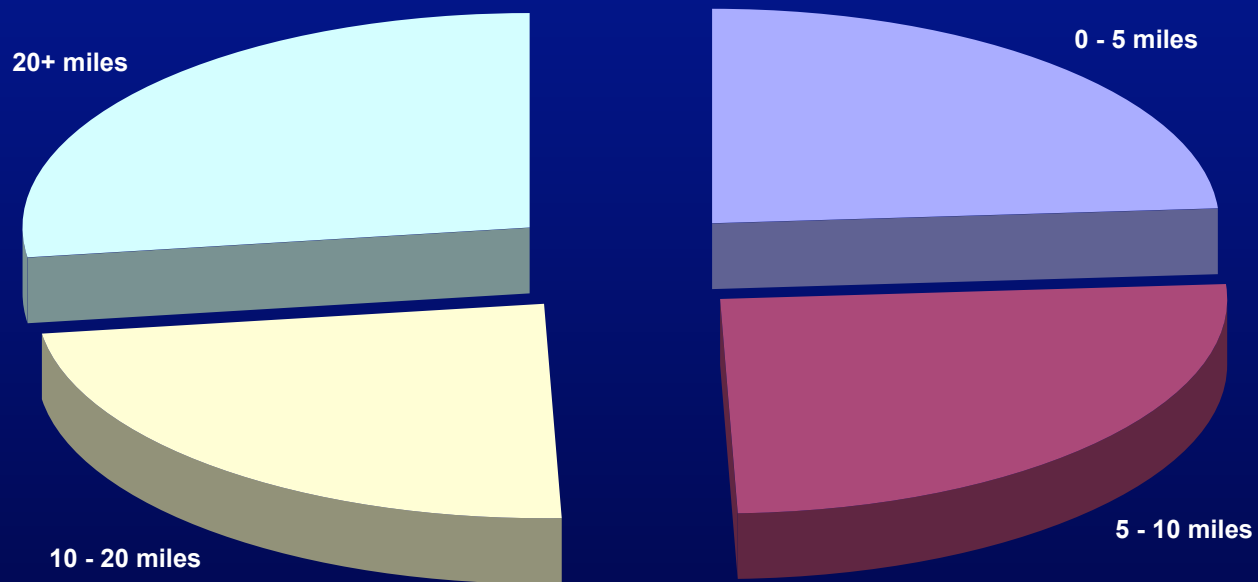
Did you make a purchase?



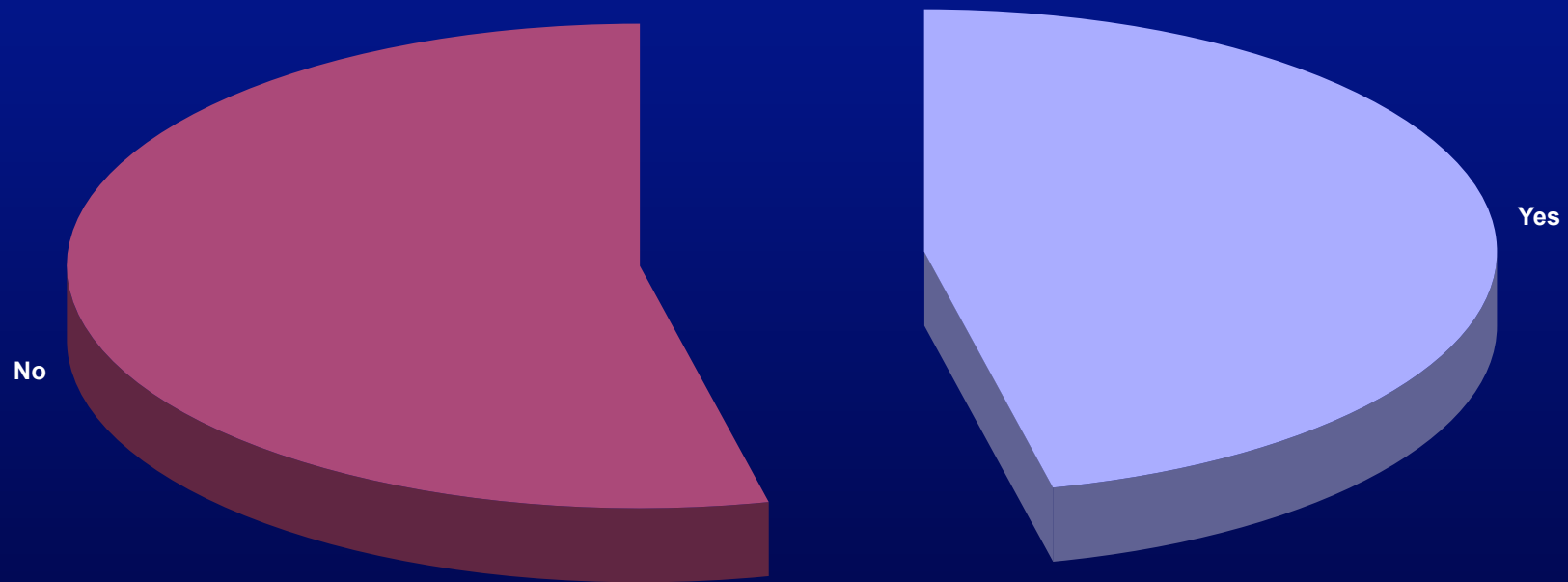
What is your overall rating of the event?



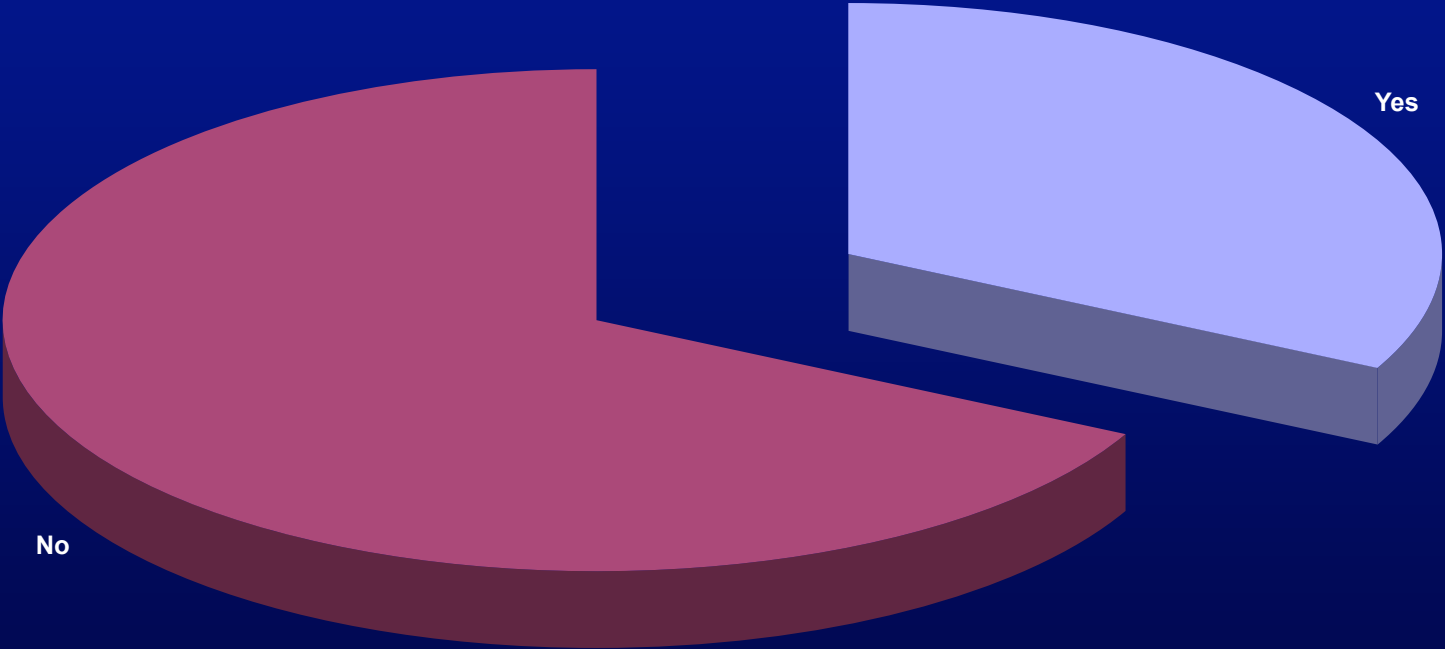
What is the furthest you have travelled to a studio?



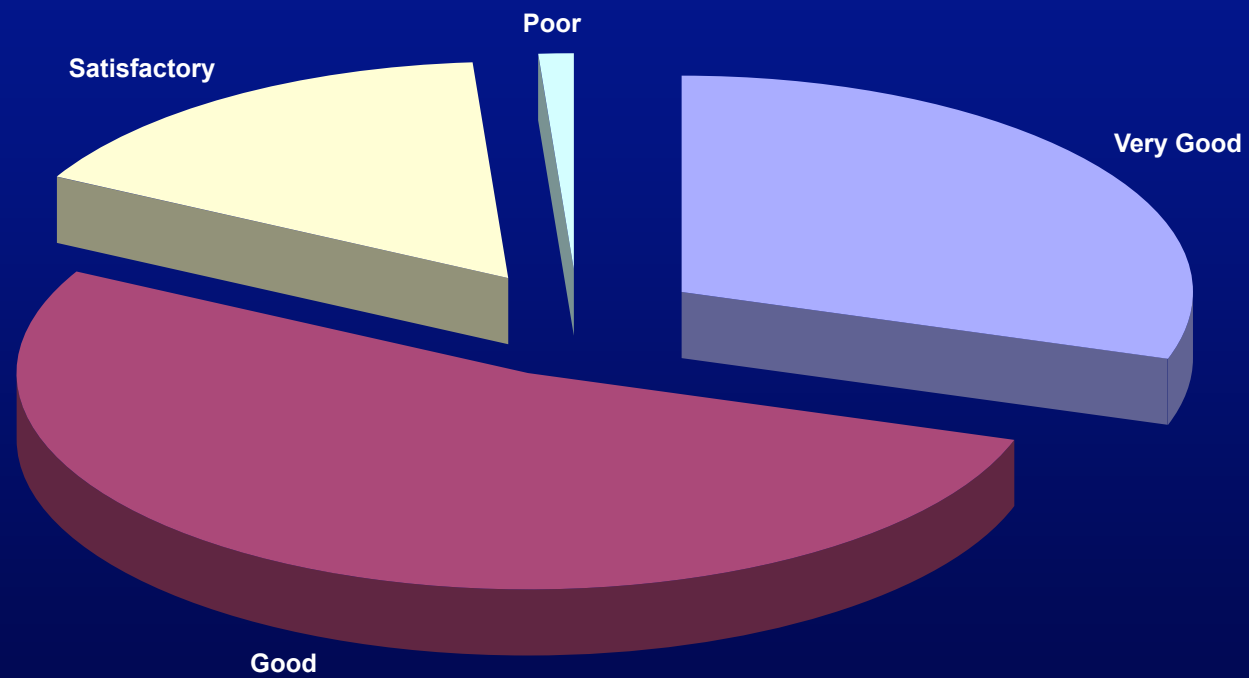
Whilst visiting studios did you used local amenities?



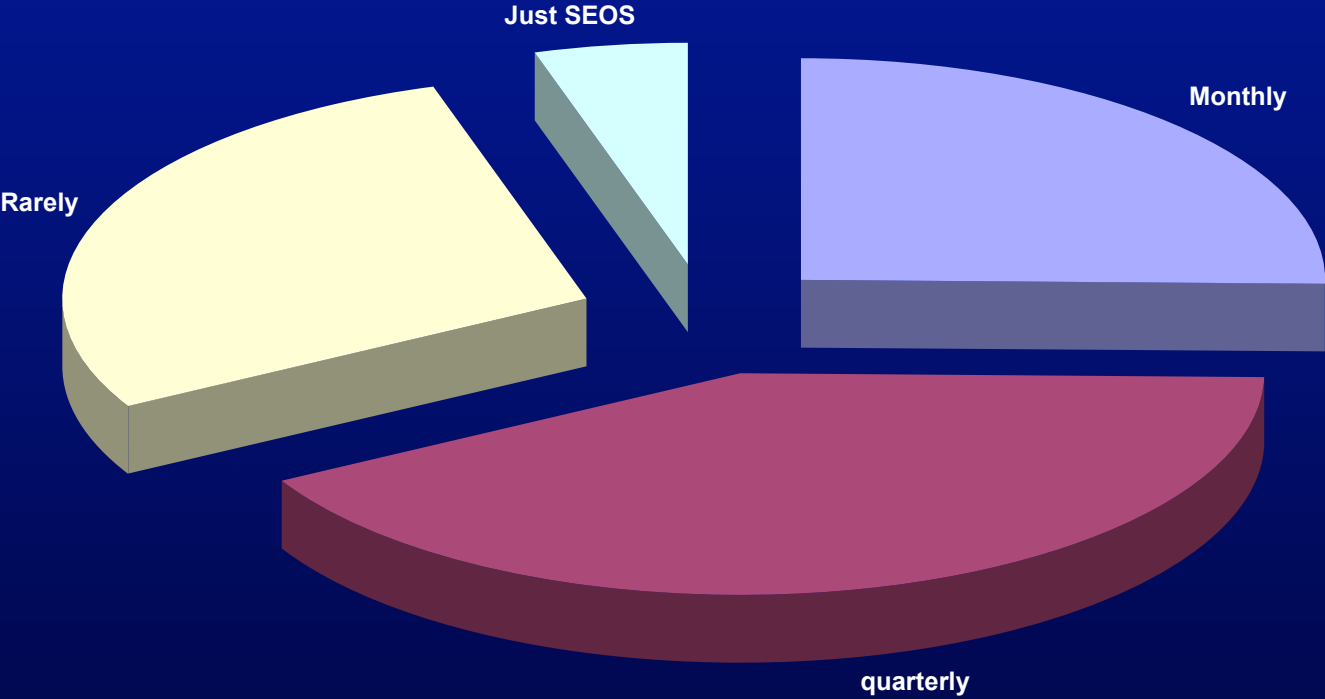
Have you ever visited the SEOS website?



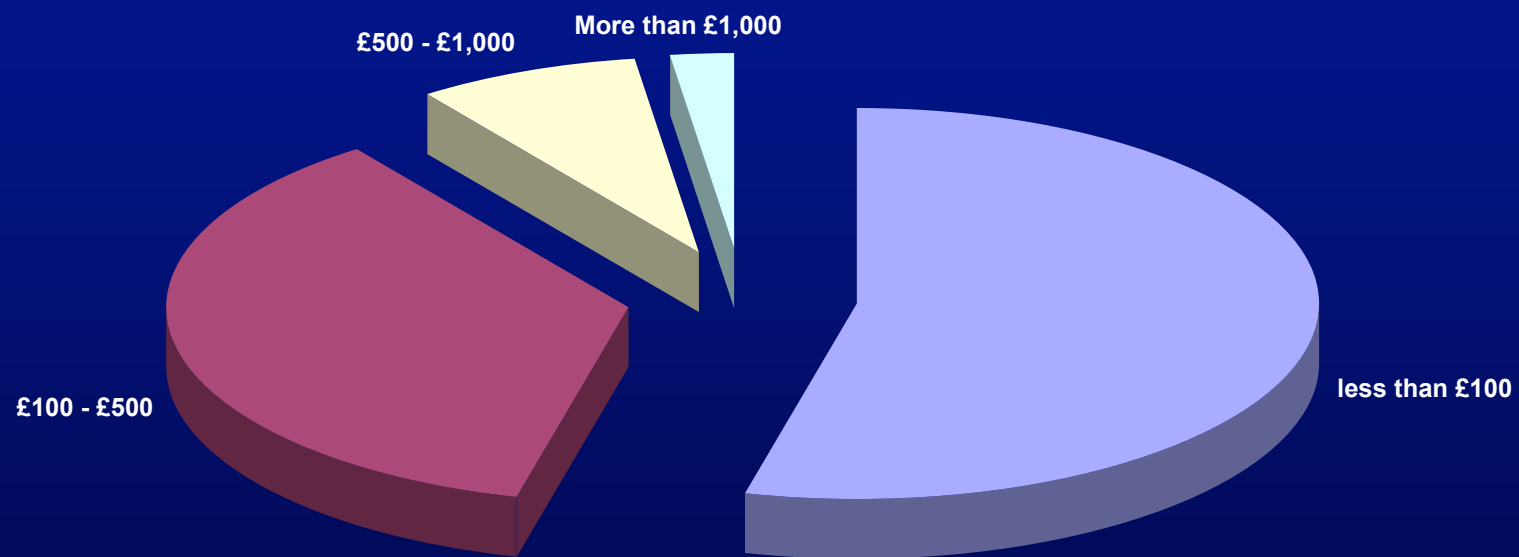
If yes, how would you rate the website?



How frequently do you visit art galleries?



How much do you spend per year on art?



SEOS 2010 Event Evaluation

Visitor Feedback – Numerical Analysis

Number of completed forms: 272

- Responses in **RED**
- % in **PINK** in shaded boxes

Question 1: How did you hear about SEOS?							
Personal Invite	SEOS Guidebook	Article in the press	SEOS Website	Word of mouth	SEOS Poster/Flyer	SEOS ad in the press	Previous Visitor
85	99	11	6	47	25	6	81
31.3	36.4	4.0	2.2	17.3	9.2	2.2	29.8

Question 2: Is this the first time you have visited a SEOS studio?	
Yes	No
99	174
36.4	64.0

Question 3: Did you visit the studios with friends?	
Yes	No
177	96
65.1	35.3

Question 4: Did you make a purchase?	
Yes	No
156	117
57.4	43.0

Question 5: What is your overall rating of the event?			
Very Good	Good	Satisfactory	Poor
247	24	2	0
90.8	8.8	0.7	0.0

Question 7: What is the furthest you have travelled to a studio?			
0 - 5 miles	5 - 10 miles	10 - 20 miles	20+ miles
65	70	64	74
23.9	25.7	23.5	27.2

Question 8: Whilst visiting studios did you use local amenities?	
Yes	No
127	146
46.7	53.7

Question 9: Have you ever visited the SEOS website?	
Yes	No
89	184
32.7	67.6

Question 10: If yes, how would you rate the website?			
Very Good	Good	Satisfactory	Poor
26	46	14	1
9.6	16.9	5.1	0.4

Question 11: How frequently do you visit art galleries?			
Monthly	Quarterly	Rarely	Just SEOS
69	114	77	13
25.4	41.9	28.3	4.8

Question 12: How much do you spend per year on art?			
less than £100	£100 - £500	£500 - £1,000	More than £1,000
147	99	21	6
54.0	36.4	7.7	2.2