



REPORT  
v1

P1641 ArtsFest 2012  
Survey of Attendees

For Birmingham City Council



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## section 1

## background and introduction

### 1.1 the event

ArtsFest was held between Friday 7<sup>th</sup> and Sunday 9<sup>th</sup> September 2012 in Birmingham City Centre. The event attracted 210,000 people across the 3 days and is the UK's biggest free arts festival.

### 1.2 research requirements

Vector Research has been commissioned to undertake the survey and the objectives of the study have remained consistent from previous years, i.e.

- Profile attendees - cultural background and geo-demographic inc. travel
- Measure satisfaction with the event
- Satisfaction with marketing of the event
- Set bench mark for future in line with existing surveys conducted by Birmingham City Council Corporate communications
- Measure any economic impact
- Analysis
- Produce a final report on findings and any recommendations
- Comparison with previous year's findings

### 1.3 survey approach

Vector conducted 199 face-to-face interviews over the two main days (Saturday and Sunday) of the event. Interviews were evenly spread across the central areas where ArtsFest visitors would congregate or pass through i.e.:

- Victoria Square
- Chamberlain Square (outside BM&G)
- Bridge near Yardbird
- Centenary Square near Baskerville House
- Centenary Square near main stage

This yielded information on around 587 individuals attending the event - representing 0.30 per cent of all attendees (based on the attendance figure of 210,000). Nonetheless this provides profile data which is accurate to within +/- 4.1 at the 95% confidence level.

## section 2

## findings

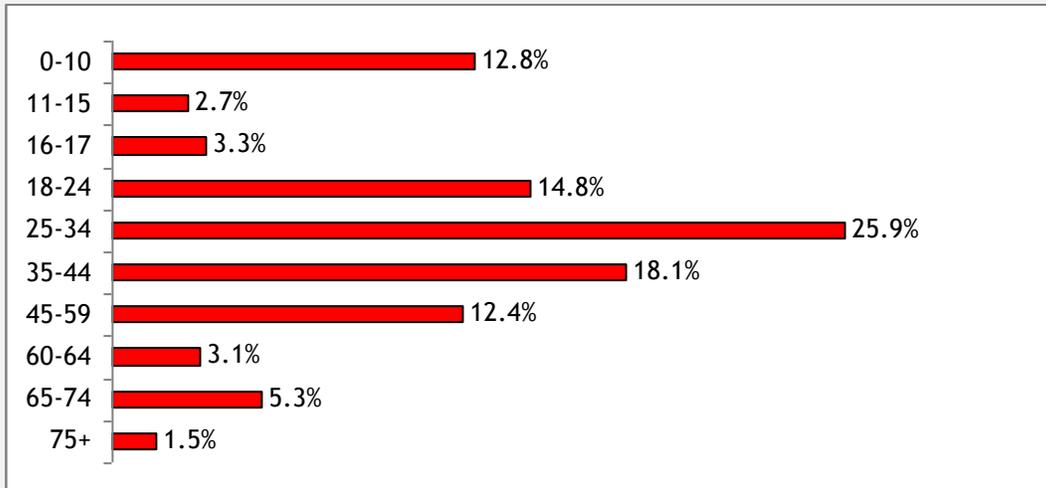
## 2.1 profile

## 2.1.1 age and ethnic profile

Figure 1 shows that over a quarter (25.9%) of attendees were aged between 25-34 years, this is almost double the proportion compared to 2011 (13.1%). The proportion of attendees aged 60-75+ in 2012 is 10.0 per cent compared to 14.3 per cent in 2011.

figure 1

age profile of attendees



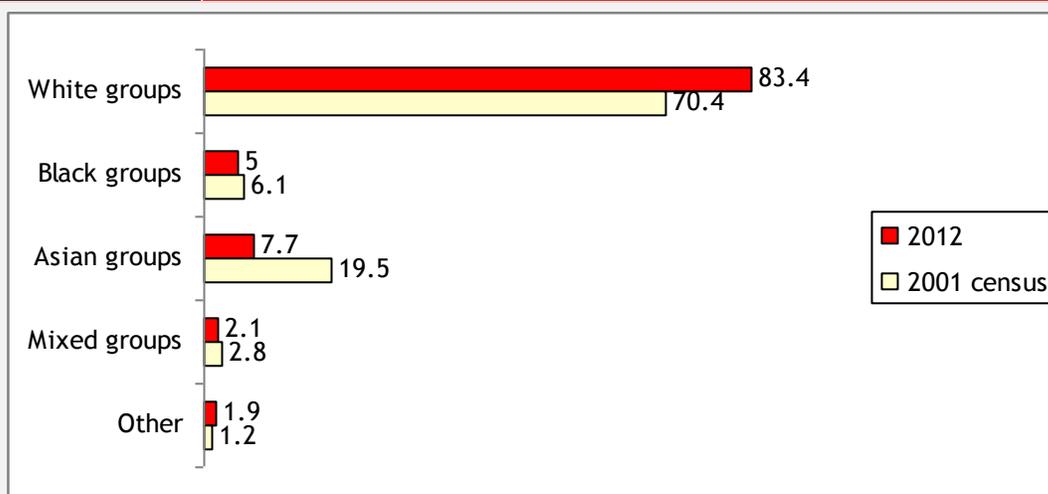
Percentages of respondents=452

The majority (83.4%) of attendees were from White ethnic groups. This is an over-representation compared to the city population of 70.4 per cent based on the 2001 census. Furthermore this is slightly higher compared to 2011 - when 81.0 per cent of attendees to the event were from White ethnic groups.

Conversely, Asian groups in particular remain under-represented compared with the city population - 7.7 per cent of attendees were from Asian groups. Indeed this representation was slightly less than 2011 - when 8.6 per cent of attendees to the event were from Asian groups.

Table 1 overleaf gives a full breakdown of the ethnic groups for all attendees in 2012.

**figure 2** ethnic profile of attendees



Percentages of respondents= 481

**table 1** full breakdown of ethnic profile of attendees

	2012
White British	69.9
White Other	5.8
Indian	4.2
White & Asian	3.5
White Irish	2.5
Pakistani	2.3
Other mixed	2.1
White/Black Caribbean	1.7
Caribbean	1.7
African	1.7
Other black	1.7
Chinese	1.0
Bangladeshi	0.8
Other	0.8
Asian Other	0.4

Percentages of respondent=481

**2.1.2 gender**

Essentially there was an even spread of females (50.2%) and male attendees (49.8%). This reflects a slightly higher proportion of male attendees (47.1%) compared to the 2011 survey.

**2.1.3 catchment area**

Respondents were asked to provide details of their postcode. In total, 176 respondents provided this information with the geographical makeup of the attendance shown in table 2.

Over six in ten (65.3%) were from within the City of Birmingham. There was also a relatively high representation from people (11.1%) outside the West Midlands including Derby, Croydon and Blackburn.

<b>table 2</b>	<b>location of residence</b>
Birmingham	65.3
Other WM Met. Area comprising:	22.1
Coventry	2.8
Dudley	3.4
Sandwell	5.7
Solihull	5.1
Walsall	1.1
Wolverhampton	2.3
Redditch & Bromsgrove	1.7
Other WM	0.6
Outside WM	11.1
Overseas	1.1
Total	100.0

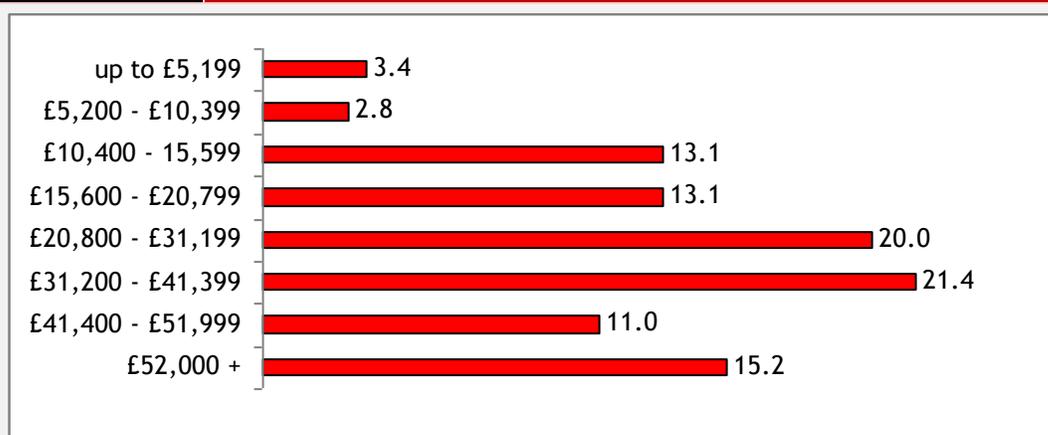
Percentages, Base = 176

### 2.1.4 household income

Figure 3 shows a broad spread of household incomes, with 19.3 per cent under £15,600 and 26.2 per cent over £41,400.

**figure 3**

### household income



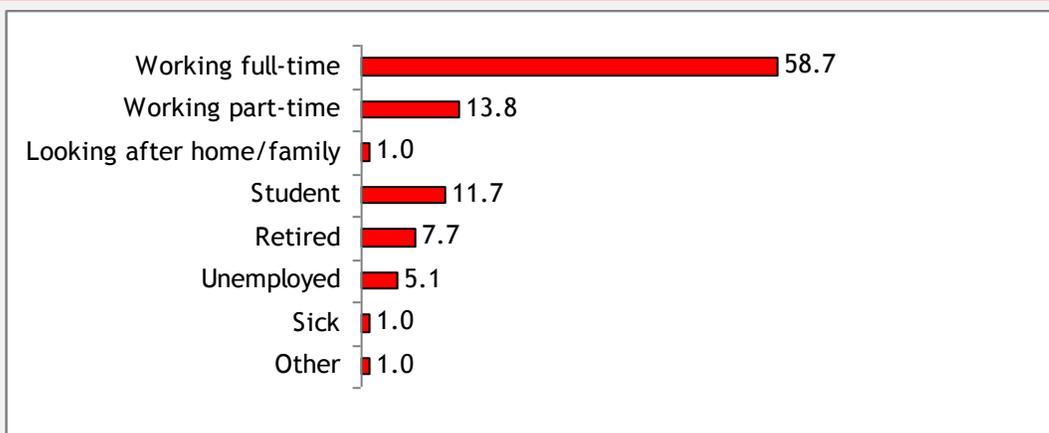
Percentages, Base = 145

### 2.1.5 employment status

Respondents were also asked to indicate their employment status. Over seven in ten (72.5%) were working either full or part time. This figure is considerably higher than previous years. The remainder were mainly split between full-time education, retired or unemployed.

figure 4

## employment status



Percentages, Base = 196

## 2.2 event attendance

### 2.2.1 main reason for visiting Birmingham

Table 3 shows the main reason respondents gave for their visit to Birmingham on the day they took part in the survey. Nearly six in ten (56.8%) were in the city primarily as a result of ArtsFest. This is considerably lower than the 2011 when 74.0 per cent of visitors were in the city primarily as a result of ArtsFest.

The aggregate total of visitors to ArtsFest shown in Section 1.1 c. 119,280 visitors generated by ArtsFest.

It should be noted that 55.3 per cent of respondents said that they would not have visited Birmingham City Centre on that day of ArtsFest was not being held. *This is the critical proportion in terms of identifying economic impact, for whilst people may visit the city mainly for ArtsFest - they may still have visited in its absence.*

table 3

## main reason for visit to Birmingham today

Visit ArtsFest	56.8
Other	14.1
Work/business in city centre	10.6
Meet up with friends/family	9.0
Shopping	3.0
Birmingham Museum & Art Gallery	2.0
Holiday	1.5
Study	1.0
Visit bars/restaurants/cafes	1.0
Visit other city	1.0

attractions e.g.  
Cadbury World

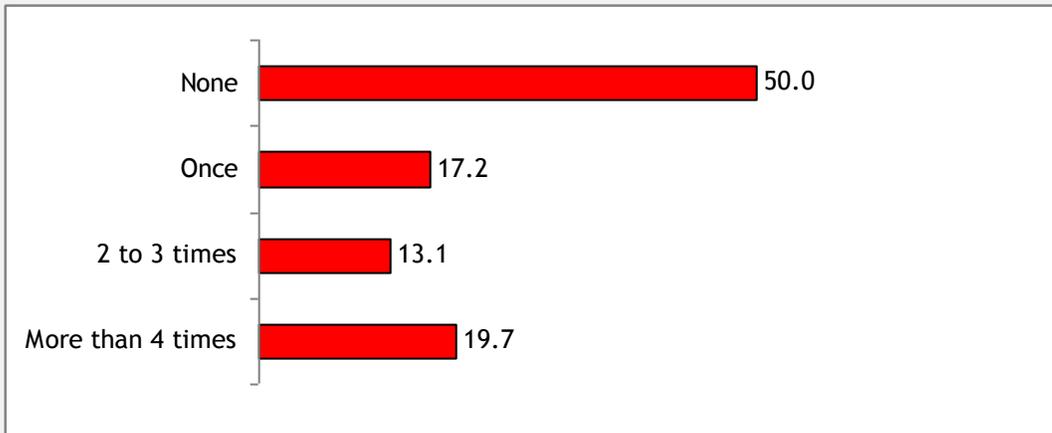
Percentages, Base = 199

### 2.2.2 repeat visitors

Attendees were asked if they had visited ArtsFest before, and if so how many times. A half of respondents (50.0%) had not visited the festival before although a fifth (19.7%) had attended the festival more than 4 times before.

figure 5

previous attendance



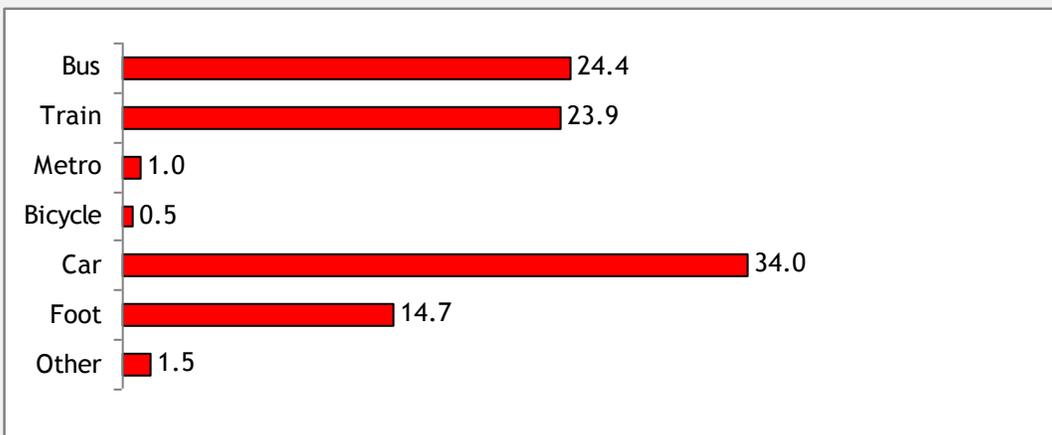
Percentages, Base = 198

### 2.2.3 mode of transport

Respondents were asked to indicate their main mode of transport to the event, as shown in figure 6. Nearly a half (48.3%) of respondents travelled to ArtsFest by public transport - with 24.4 per cent by bus and 23.9 per cent by train. With 14.7 per cent arriving by foot, 64.5 per cent travelled by sustainable means. Conversely, over a third (34.0%) travelled by car.

figure 6

main mode of travel to event



Percentages, Base = 197

<b>2.2.4 attendance at other events /attractions</b>	<p>Respondents were asked which other events or attractions they had attended in the last 12 months.</p> <p>Over six in ten respondents (62.0%) had visited a cinema, just under a half (48.7%) had visited museums and nearly four in ten (39.0%) had watched a play or drama in the last 12 months.</p>
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<b>table 4</b>	<b>other events/attractions visited in last 12 months</b>
	62.0
Cinema	
Museums	48.7
	39.0
Plays / Drama	
Pop / Rock	36.4
Comedy	26.2
Classical Music	23.5
Jazz	19.3
Dance / Ballet	14.4
Historic Houses	13.9
World Music	10.2
Opera	6.4
Literature Events	5.9
Other	2.1
<i>Percentages, Base = 187 (Percentages do not total 100 as respondents could tick more than one option)</i>	

<b>2.2.5 participation in Art activities</b>	<p>Over three quarters (76.8%) of respondents were actively involved in arts activities as follows:</p> <ul style="list-style-type: none"> <li>• Playing a musical instrument (32.4%)</li> <li>• Formal dancing (17.6%)</li> <li>• Singing (16.9%)</li> <li>• Painting/drawing (9.9%)</li> </ul> <p>Nearly three in ten (28.9%) of respondents stated that that they did <u>not</u> participate in any form of Arts activity.</p>
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<b>table 5</b>	<b>respondent participation in various activities</b>
Playing a musical instrument	32.4
NONE	28.9
Formal dancing	17.6
Singing	16.9
Rehearsing/performing a play	12
Photography	11.3
Painting, drawing	9.9
Stage production	6.3
Textile crafts	4.2
Other	4.2

Film / Digital	2.8
Percentages, Base = 142 (Percentages do not total 100 as respondents could tick more than one option)	

## 2.3 information sources

### 2.3.1 information sources

Table 6 shows how respondents first found out about ArtsFest. Nearly three (32.0 %) in ten found out about the event through word of mouth and over a fifth through passing by.

The 15.4 per cent who stated 'other' stated that they had been in previous years to the event so were aware that it was coming up in September.

Street posters accounted for nearly 10 per cent (9.2%) - an increase on 2011 (3.2%).

**table 6** first source of information about ArtsFest

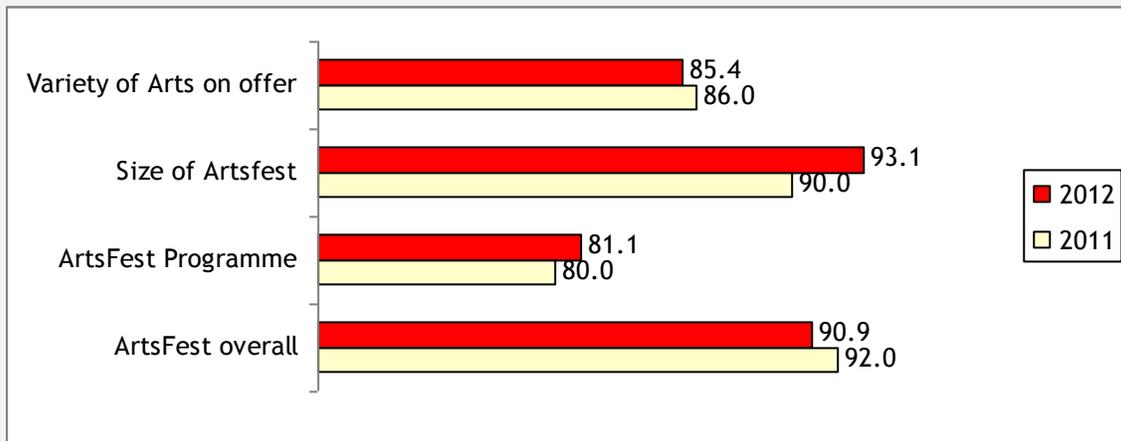
Word of mouth	32.0
Passing by	21.5
Other	15.4
Street Poster	9.2
Website	6.7
Through work	4.1
Received an email	3.6
Radio	1.5
Birmingham Forward magazine	1.0
Local newspaper	1.0
Poster on notice board	1.0
ArtsFest Programme	1.0
Twitter	1.0
Regional TV News	0.5
Facebook	0.5

Percentages, Base = 195

In fact nearly 42 per cent (41.6%) has actually visited the ArtsFest website, of whom over nine in ten (92.5%) stated they found the site very useful or fairly useful.

Although, nearly one in ten (7.6%) thought the website was not very useful and

	<p>suggested improvements in the programme layout, making the programme more accessible (too large to download) and including a more detailed map of the area.</p> <p>The 2 respondents who had heard about ArtsFest via local newspapers had both done so via the Birmingham Mail.</p> <p>When asked if they thought an Iphone App was a good idea for future events, nearly eight in ten (79.6%) thought it was a good idea and only a fifth (20.4%) did not think it was a good idea for future events. However only 6.1 per cent would be interested in receiving updates by text for future ArtsFest events.</p> <p>Respondents were also asked (unprompted) who they thought organized ArtsFest. Over eight in ten (81.7%) identified Birmingham City Council as the organizer.</p>
<p><b>2.3.3 individual events</b></p>	<p>Respondents were asked if they were attending ArtsFest to see a specific event. 23 respondents stated that they were, with the following mentioned:</p> <ul style="list-style-type: none"> <li>•Kerrang stage (3 mentions)</li> <li>•Dancing (2 mentions)</li> </ul> <p>Single mentions for Classic Extravaganza, Fian, Gary O’Dea’s Cosmic Souls, Ignotus theatre, Capoeira, Al Rudge (magician), Snooty Bobs, and Young Runaways (violin players)</p>
<p><b>2.4 reactions to the event</b></p>	
<p><b>2.4.1 satisfaction</b></p>	<p>Respondents were asked to rate different aspects of ArtsFest. The findings are shown in figure 7. This shows a very positive response, with only 2 respondents rating one or more of the four aspects as poor.</p> <p>The ArtsFest programme and the variety of arts on offer achieved the lowest proportions of very good/good ratings (81.1% and 85.4% respectively). The very good/good rating fell slightly for variety of arts on offer in 2012.</p> <p>Figure 7 shows that overall satisfaction decreased from 92.0 per cent in 2011 to 90.9 per cent in 2012, although such a fluctuation could be due to chance given the sample sizes.</p>
<p><b>Figure 7</b></p>	<p><b>Very good/good rating of ArtsFest 2011 and 2012</b></p>



Percentages, 2011 Bases=29-50 and 2012 bases=190-197

Table 7 below gives a full breakdown of ratings for 2012.

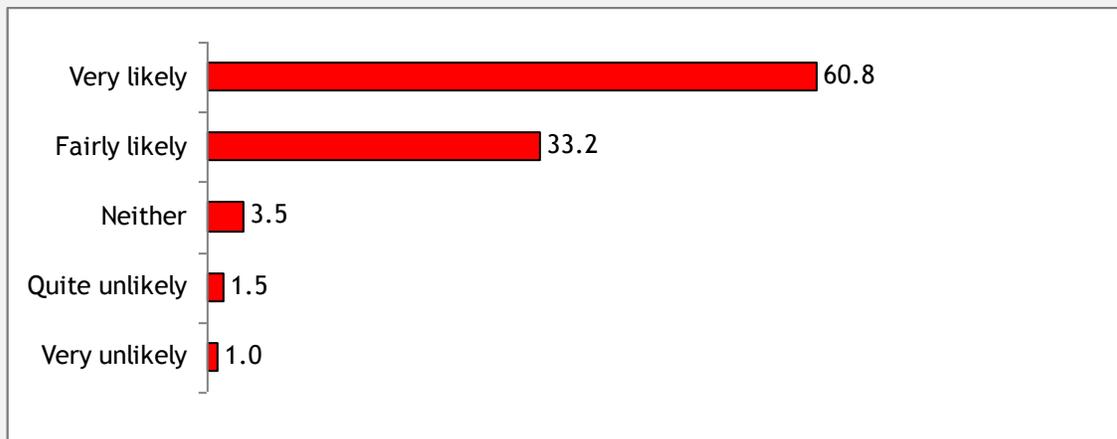
table 7	rating of ArtsFest 2012					
	Very good	Good	Neither	Poor	Very poor	N/A
Variety of Arts	55.7	29.7	12.5	1	-	1
Size of ArtsFest	57.7	35.4	6.9	-	-	-
ArtsFest Programme	47.4	33.7	17.9	1.1	-	-
ArtsFest overall	51.3	39.6	8.1	1	-	-

Percentages, Bases = 90-109

### 2.4.2 likelihood of visiting again

Figure 8 shows that over nine in ten respondents (94.0%) would either be very likely/fairly likely to visit ArtsFest again if it was held in the future, with six in ten respondents stating they were very likely to visit again.

figure 8 likelihood of visiting again



Percentages, Base = 199

Respondents were asked of the events they have visited at ArtsFest so far, have they seen any arts activities they had not seen before. Nearly three in ten (28.1%) had seen new activities this year. The following were mentioned:

- Bangra (4 mentions)
- Folk music (2 mentions)
- Chinese drawings (2 mentions)
- Climbing (2 mentions)
- Colouring in Event (2 mentions)
- Zumba (2 mentions)
- Single mentions of: various bands/musicians, Capirara, paintings and urban tricks

Nearly eight in ten (78.4%) would be very likely/fairly likely to see something that had seen in this event again.

### 2.4.3 improvements

Over four in ten respondents (41.1%) said they would make changes to ArtsFest.

The following improvements were suggested:

- Better advertising and promotion (16 mentions)
- Making programme easier to read (7 mentions)
- Less gaps between acts (6 mentions)
- More attractions for children/younger people (5 mentions)
- More variety/diversity of acts i.e. rock/folk/ethnic music, comedy, film etc (5 mentions)
- Better sign posting (4 mentions)
- Better music (4 mentions)
- More toilets (3 mentions)
- More free attractions, seating for elderly/disabled, extend to other parts of Birmingham e.g. JQ, better sound, bigger stage, better names (2 mentions each)
- Single mentions of: better communication, free drinks available, go karts, incorporate film festival, make provisions for wet weather, need Kerrang stage/names of stages/acts displayed, bad layout, not enough food stalls, slicker organization on stage, and better web-site design

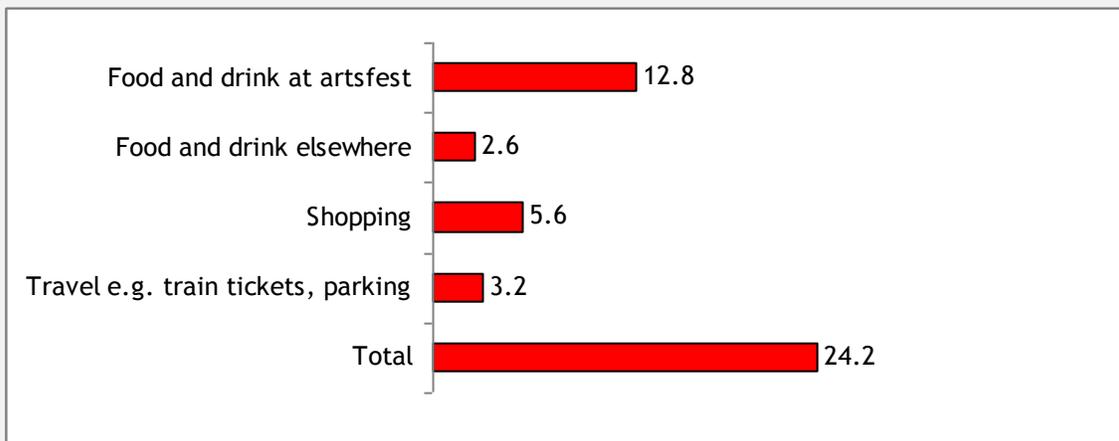
section 3

expenditure analysis

3.1 approximate overall expenditure

Respondents were asked to estimate their (or if they were accompanied, their group's) expenditure that day in Birmingham for a number of items. The approximate mean expenditure for each item is given in figure 10.

figure 10 mean group spend (£)



Percentages, Base =199

This converts to a mean figure per head of £8.07 (based upon on a mean group size of 3.0) - excluding any spend on accommodation. Thus total spend for visitors to ArtsFest accounts to 210,000 x £8.07 or £1.69 million. Only one respondent had stayed overnight in Birmingham so was therefore excluded from this analysis.

This compares to a total spend for visitors to ArtsFest of 200,000 x £15.16 or **£3.32 million** in 2011.

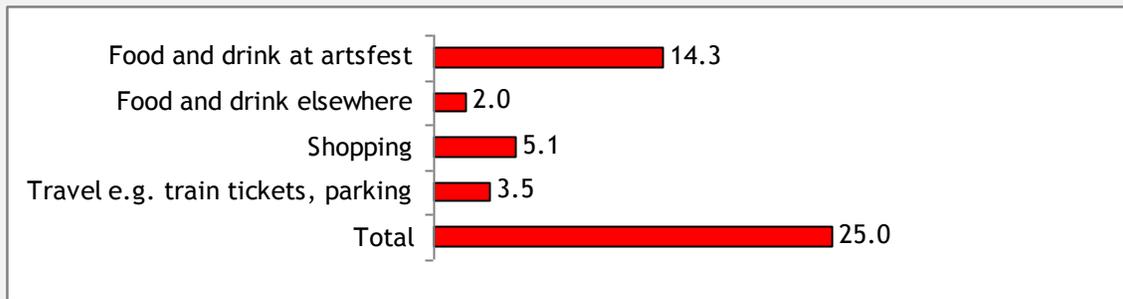
### 3.2 visitor spend generated by ArtsFest

As discussed in Section 2.2, 56.8 per cent of visitors surveyed were in the city centre primarily as a result of ArtsFest. These individuals account for the approximate expenditure DIRECTLY GENERATED by the ArtsFest. Figure 11 overleaf shows that the mean group spend of this group is £24.99. This converts to a mean figure per head (based upon a mean group size of 3.0) of £8.33 - excluding any spend on accommodation.

Based upon a total visitor figure of 210,000 x 56.8% (i.e. 119,280) the total generated expenditure from ArtsFest amounts to £993,600 in 2012.

This compares to a total visitor figure of (200,000 x 74.2% (i.e.158, 400) and an associated expenditure of **£1,417,700** in 2011.

**figure 11** mean spend (£) by ArtsFest visitors



Mean spend, Base = 113