2008 Art Fairs Intercept Survey Report

Prepared by POWER marketing
Survey Objectives

- Obtain demographic data on event attendees.
- Assess the economic impact of attendees.
- Discover how attendees plan their visit to the event.
- Gather data of specific interest to partner organizations.
Survey Sponsors

- The Four Art Fairs.
- Ann Arbor Area Convention & Visitors Bureau.
- Ann Arbor Downtown Development Authority.
- Ann Arbor Transportation Authority.
- The Arts Alliance.
- Main Street Area Association.
Survey Methodology

• Survey conducted during the 2008 Art Fairs—July 16-19.
• 834 completed surveys.
• Surveys spread across all fairs and hours of operation.
• Average survey length of 8-10 minutes.
The Art Fairs

- An estimated 500,000 people attend.
- Four day event.
- Covers 30 blocks of downtown Ann Arbor.
- 1,200 artists.
- Four independent fairs running at the same time.
- A longstanding tradition in Ann Arbor.
Survey Incentive

- A free Art Fair t-shirt.
- Very well received and appreciated by respondents.
Staff Placement

- Strategic locations at each Fair.

2008 ANN ARBOR ART FAIRS
Wednesday-Friday 10 a.m. - 9 p.m.
Saturday 10 a.m. - 6 p.m.

Ann Arbor Street Art Fair
artfair.org
State Street Area Art Fair
a2statestreetartfair.com
Ann Arbor Summer Art Fair
theguild.org
Ann Arbor's South University Art Fair
a2southu.com
Main Street Area Association
mainstreetannarbor.org
Ann Arbor Transportation Authority
theride.org
A Quick Snapshot

- 66.5% female, 33.5% male.
- 41% age 50 or older, 34% ages 30-49, and 25% ages 18-29.
- 52.7% were married.
- Mean household income of $90,000.
- 43% college graduates.
- 83% were Caucasian, 6% were African-American, 3% were Asian, and 2% were Hispanic.
- 52% were from Michigan, but outside of Ann Arbor. Residents of Ann Arbor totaled 31%. The remaining 17% were from outside of Michigan.
Naming The Event/Awareness

- 68% of respondents call the event “The Ann Arbor Art Fair.”
- 58% have attended in the past.
- 27% hear about the event from friends or relatives. 21% were already aware of the event.
The Opportunity

• Several market opportunities and demographics to attract:
  • More male visitors.
  • A greater variety of ethnicities.
  • Younger (under 50) attendees.
  • Visitors from outside Michigan.
51% of attendees had 2 people in their party.
14% had one or more children in their party.
• 74% of respondents attend the event for the artists/art. The second most popular reason for attending the event was shopping.
Method Of Arrival To Ann Arbor

- 91.3%
- 3.4%
- 2.4% TheRide
- 1.5%
• 23% parked in a structure. 21% parked at a shuttle lot. 20% parked on the street.
Number of Visits

- 57.6% have visited more than 5 times.
- 17.6% were visiting for the first time.
How They Plan Their Visit

• 73% of visitors just browse through the fairs until they are finished.
• 9% limit themselves by time.
• 8% pick out specific areas to visit.
• 7% use a map or brochure to plan their visit.
Amount Spent

- Art $292 (Means)
- Dining $50
- Shopping $97
- Lodging $279

- 35% planned on spending less on artwork in 2008. 73% buy from more than one artist.
Shopping

- 33% planned on shopping at a particular store.
- Top stores choices included:
  - Urban Outfitters
  - Bivouac
  - Borders
  - Middle Earth
  - Orchid Lane
- 49% prefer sidewalk shopping.
Eating

- 87% planned to eat at the event.
- 71% planned to eat at a restaurant.
- Top restaurant choices included:
  - Bar Louie
  - Cottage Inn
  - Gratzi
  - Ashley’s
  - Zingerman’s
  - Cosi
  - Seva
Economic Impact

Estimated spending during the event.

- **Hotels**: $5 million.*
- **Dining**: $25.2 million.*
- **Shopping**: $48.7 million.*

*Assumes 500,000 attendees. Margin of error ±3.46%. Based on self-reported estimates.
Attendance Patterns

- 54% of visitors were day trippers. 27% planned on spending 2 days.
15% planned an overnight stay. Of those, 68% planned on staying one night.
Returning To The Event/Improvements

- 77% will return again next year.

- Improvements they’d like to see:
  - Open the event on Sunday/Stay open later Saturday.
  - 36% would like the fairs to be open on Sunday.
  - More restrooms.
  - More affordable art.
  - Free water.
  - More music/entertainment.
Demographics-Gender and Residency

- 66.5% female
- 33.5% male
- 69% did not live in Ann Arbor.
- 31% were residents of Ann Arbor.
Demographics-Age

- 35.6% of the population is aged 50-64
- 20.2% is aged 40-49
- 16.4% is aged 18-24
- 13.5% is aged 30-39
- 8.50% is aged 25-29
- 5.50% is aged 25-29
- 5.50% is aged 65 and over

TOTAL
Demographics - Annual Income

- $50,000-$74,999: 14.7%
- Less than $25,000: 14.6%
- $100,000-$149,999: 13.6%
- $25,000-$49,999: 13.50%
- $75,000-$99,999: 12.70%
- $200,000 or higher: 9.40%
- $150,000-$199,999: 7.00%
Demographics - Education

- College graduate: 43.1%
- Post graduate: 34.2%
- High school graduate: 22.0%
- Some high school or less: 0.2%

TOTAL
Demographics-Ethnicity

- Caucasian: 82.9%
- Black or African American: 3.2%
- Asian: 6.4%
- Hispanic/Latino: 0.4%
- American Indian and Alaskan Native: 0.4%
- Native Hawaiian and other Pacific Islander: 3.4%
- Other: 0.2%

TOTAL
Demographics-Residency

- 52.0% Michigan not Ann Arbor
- 31.1% Ann Arbor (48103-48109)
- 16.9% Other
Popular Michigan Zip Codes

- Ypsilanti
- Saline
- Milan
- Dexter
- Belleville

- Franklin
- Northville
- Pinckney
- Whitmore Lake
- West Bloomfield
- Novi
Popular Zip Codes Outside of Michigan

- Ohio
  - Toledo
  - Willoughby
  - Columbus
  - Holland
  - Maumee
  - Sylvania
  - Cleveland
  - Morrow
  - Findlay

- Illinois
  - Buffalo Grove

- Indiana
  - Angola
  - Fremont
Shuttle Bus Rating

- On a scale of 1-10, 10 being excellent.

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<td>Shuttle bus parking facilities</td>
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<td>Pick up and drop off locations</td>
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<td>Pick up and drop off locations</td>
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Overnight Stay Location

- 47% stayed in a hotel/motel. 43% stayed with family or friends.
37% choose their accommodation online. 23% had stayed there in the past. 11% stayed with family or friends.