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TOURISM CENTER

Park Point Art Fair: 2015 Attendee Profile

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Park Point Art Fair: 2015 Attendee Profile

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Park Point Art Fair

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EXECUTIVE SUMMARY

At the invitation of the Park Point Art Fair, the University of Minnesota Tourism Center (UMTC) profiled its 2015 attendees. The purpose of the profile was to better understand attendee characteristics, to assist marketing decisions, and to enhance the event itself. As such, several attendee characteristics were of interest, including demographics, information sources attendees used to learn of the Art Fair, most enjoyable attributes of the Art Fair, main reason to attend the Art Fair, expenditures related to the Art Fair, and modes of transportation.

METHODS

An on-site questionnaire was administered to Art Fair attendees between Saturday, June 27 and Sunday, June 28, 2015. A convenience sampling approach was implemented, with a sampling plan that ensures coverage across activities and grounds during the Fair. A total of 905 parties were contacted and 439 questionnaires were completed, resulting in a 48 percent compliance rate. Completed questionnaires were entered, cleaned, and checked using SPSS (version 23.0), a statistical analysis software.

RESULTS

Demographics

Most often, respondents were female (75.1 percent), non-Hispanic (98.3 percent), and white (83.8 percent). The average age of 2015 Park Point Art Fair attendees was 49 years old, and the most frequently cited income category was \$50,000-\$99,999. Eighty-eight percent of respondents lived in Minnesota and 68 percent in the Duluth, MN-Superior, WI area.

Information sources

The most frequently identified information source about the Art Fair was word of mouth (51.3 percent), followed by newspaper (27.6 percent), Park Point Art Fair website (12.9 percent), and poster/flyer (10.2 percent). First-time attendees relied on word of mouth as an information source significantly more than repeat attendees, while repeat attendees used newspaper as an information source significantly more than first time attendees.

Art Fair experience

A majority of respondents were repeat attendees (61.2 percent). On average, repeat attendees had previously attended the Art Fair close to eight times, most often as recently as 2014 (66.7 percent). For 24 percent of respondents, the Art Fair was the primary reason for coming to Duluth. About 68 percent of respondents were not aware that the Art Fair was run by a non-profit organization. Attendees arrived at the Art Fair mainly by vehicle (92.5 percent) and spent an average of two hours at the event.

Attendees came to the Art Fair for a variety of reasons. The most frequently cited were “attended previously” (16.8 percent), “buying art” (16.8 percent), and “beautiful setting” (13.5 percent). First-time attendees were more likely to identify “beautiful setting” and “recommended by family/friend” as the primary reasons to attend the Art Fair. Repeat attendees were more likely to identify “quality of art” and “attended previously” as the primary reasons.

Attendees most frequently identified talking to artists (46.6 percent), art/looking at art (17.8 percent), and people watching (9.4 percent) as the most enjoyable attributes of the Art Fair. Respondents on Saturday enjoyed a variety of attributes, while those on Sunday were more likely to

enjoy talking to artists the most. First-time attendees were more likely to enjoy people watching the most, while repeat attendees enjoyed talking to artists.

More than 97 percent of respondents were either “very satisfied” or “satisfied” with their Art Fair experience.

Art purchasing behavior

The most frequently identified factors that influence decisions on purchasing art were quality of art (59.1 percent), diversity of art (39.5 percent) and price (39.3 percent). Quality of art and diversity of art had greater influences on repeat attendees than on first-time attendees.

The most frequently purchased type of art was jewelry (25.2 percent), followed by ceramics (20.8 percent) and painting (16.4 percent). Fewer than ten percent of respondents purchased mixed media art (8.5 percent), printmaking art (8.3 percent), or art made of fiber (6.9 percent).

Fair expenditures

Close to half of respondents purchased art (47.3 percent; $M=\$97.6$, $Mdn=\$60.0$), and 38 percent spent money on food and beverages ($M=\$18.1$, $Mdn=\$11.0$).

DISCUSSION

An onsite questionnaire of 2015 Park Point Art Fair attendees revealed the Art Fair mainly attracts a wealthier and older crowd, compared to the demographics of the city of Duluth. Meanwhile, those between 18 and 30 are the third largest age group and were more likely to be first-time attendees. Targeting the 18-30 age group may be a key way for the Art Fair to attract new attendees and develop a base of future repeat attendees who will then be more likely to have a higher income that may be spent on buying art.

The Art Fair has some tourism appeal, as about one third of attendees came from outside the Duluth area. To strengthen its tourism appeal, organizers may consider working with Visit Duluth (the area’s destination marketing organization) to have the event featured on the Visit Duluth website during the week leading up to the event and on the actual weekend.

The importance of word of mouth, particularly for first-time and younger attendees, indicates that Art Fair organizers should plan and execute marketing efforts early. Doing so is necessary to allow ample time for information to “sink in” and be disseminated through social groups and personal networks.

Buying art is one of the two most frequently identified reasons to attend, while talking to artists is the most enjoyable attribute. These findings indicate that positive social interaction is important for attendees to have a good experience. Organizers also need to maintain the quality of the art to continue attracting repeat attendees.

To encourage attendees to purchase art, it is suggested organizers choose artists with high quality work and continue offering diverse art. It is equally important to consider vendor pricing. A mismatch between attendees’ spending desire and the price of the art work may create dissatisfaction among attendees and even reduce the likelihood of repeat visits in the future.

In summary, the 2015 Park Point Art Fair attendee survey suggests that attendees enjoyed their Art Fair experience. The high percentage of repeat attendees, the high level of satisfaction, and the identification of enjoyable attributes at the Art Fair were all encouraging. Findings from this survey should help enhance Art Fair attendees’ experience in the future.

INTRODUCTION

Festivals and events have a direct impact on residents' sense of community, pride for local culture, and enjoyment of local entertainment (Hall, 1992; Nicholson & Pearce, 2001). Festivals and events are also venues to showcase local arts and crafts. In Minnesota, 13 percent of festivals and events categorized themselves as an art fair, and 36 percent identified promoting arts and crafts as a purpose (Qian & Simmons, 2014).

One such event is the Park Point Art Fair. Located at Park Point in Duluth since 1970, the Fair aims to provide attendees with a high quality, fun, and family-friendly art event. To assist marketing decisions, enhance the event, and maximize benefits to the community, the Park Point Art Fair decided to assess and evaluate the event and its market by conducting a visitor profile survey.

In fall 2014, the University of Minnesota Tourism Center was contracted to profile attendees of the 2015 Park Point Art Fair. Of key interest were attendee demographics, information sources for the Fair, Fair experience, expenditures, and art purchasing behavior.

METHODOLOGY

STUDY SETTING

The 2015 Park Point Art Fair was held Saturday, June 27 through Sunday, June 28 on the Park Point in Duluth, Minnesota. Activities offered at the Fair included musical performance, storytelling, artist demonstration, and art make and take. According to the Fair organizer, the event attracts approximately 10,000 attendees.

QUESTIONNAIRE

An onsite questionnaire was developed based on discussion with the Fair organizer and previous attendee profile projects the Tourism Center conducted for other festivals and events (e.g., the Irish Fair of Minnesota attendee profile, Qian, 2014). Questionnaire sections included event participation, information sources, enjoyable attributes of the Fair, main reasons to attend the Fair, art purchasing behavior, expenditures, group composition, mode of transportation, satisfaction with the Fair, and basic demographic information (Appendix A).

DATA COLLECTION

A sampling plan was created with both spatial and time consideration to: (1) ensure coverage of various activities and areas throughout the Fair, and (2) reach the range of Fair attendees. A convenience sampling approach was implemented, as data collection volunteers asked passing attendees to complete the questionnaire. University of Minnesota Tourism Center staff trained and coordinated volunteers who administered the questionnaire.

Based on estimated attendance from previous years, 383 completed questionnaires were set as the sampling target (95 percent confidence interval; ± 5 percent sampling error rate).

RESPONSE RATE

During two days of data collection, volunteers contacted 905 parties and obtained 439 questionnaires, resulting in a 48% compliance rate (Table 1). Six questionnaires were unusable (three completed by attendees younger than 18 years old, another three completed by volunteers), thus 433 questionnaires were used for analysis. Close to 60 percent of respondents (59.4 percent) were contacted on Saturday and 40.5 percent on Sunday (Figure 1). Among those who refused to complete the questionnaire, lack of interest was the most frequently specified reason (60 percent), followed by “already completed” (19 percent).

ANALYSIS

Completed questionnaires were entered, cleaned, and checked in SPSS (version 23.0), a statistical data analysis software. Analysis provided frequencies to describe the sample of Fair attendees and to provide information on variables of interests. Means, medians, and standard deviations were also provided where applicable.

TABLE 1: Response rate to questionnaire among 2015 Park Point Art Fair attendees.

	Frequency (n)		
	Saturday	Sunday	Overall
People contacted	538	367	905
Declined to participate	276	196	472
Gender:			
Female	168	84	252
Male	107	112	219
Reason given:			
Lack of interest	175	107	282
In a hurry	35	21	56
Already completed	34	55	89
Too hot	9	0	9
Other	8	9	17
Survey is too long	8	1	9
English is second language	4	1	5
Just arrived	4	4	8
Compliance rate	49%	47%	48%

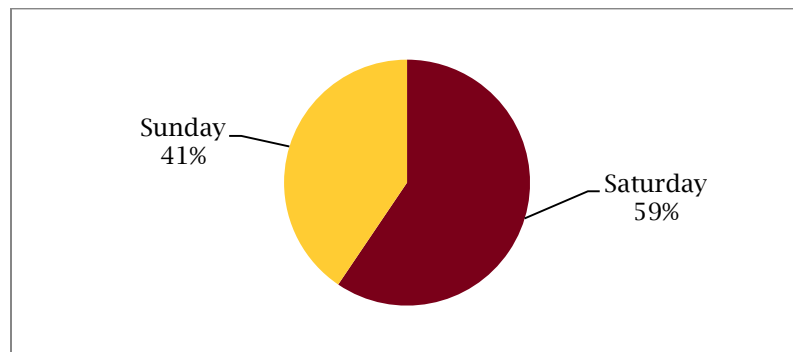


Fig. 1: Day of week respondents completed 2015 Park Point Art Fair attendee survey (n=439).

RESULTS

RESPONDENTS

Demographics

Approximately 75 percent of respondents were female, and their average age was 49 years old ($M=49$, $Mdn=52$, $SD=16.15$; Table 2). Close to a quarter of respondents (23 percent) were in the 51-60 age range, followed by 21 percent in the 61-70 age range and 18 percent in the 18-30 age range (Figure 2). The majority of respondents were white (83.8 percent) and from non-Hispanic/Latino backgrounds (98.3 percent). The most frequently reported annual pre-tax household income was between \$50,000 and \$99,999 (29.1 percent; Figure 3). Household income differed significantly between different age groups ($\chi^2=98.21$, $p<0.0005$; Table 3). Those in the 18-30 age group were more likely to have household income less than \$50,000, while those older than 50 were more likely to have a household income between \$50,000 and \$99,999. Respondents in the 31-50 age group were the most likely to have a household income more than \$100,000.

TABLE 2: Demographic characteristics of 2015 Park Point Art Fair attendees.

	Frequency	Percent (%)
Gender		
Female	299	75.1
Male	99	24.9
Total	398	100.0
Ethnicity		
Non-Hispanic/Latino	353	98.3
Hispanic/Latino	6	1.7
Total	359	100.0
Race		
White	363	83.8
American Indian or Alaska Native	9	2.1
Asian	6	1.4
Other	5	1.1
Black or African American	4	0.9
Native Hawaiian or Other Pacific Islander	1	0.2
Total ¹	---	---

¹Not applicable due to possible selection of multiple racial categories.

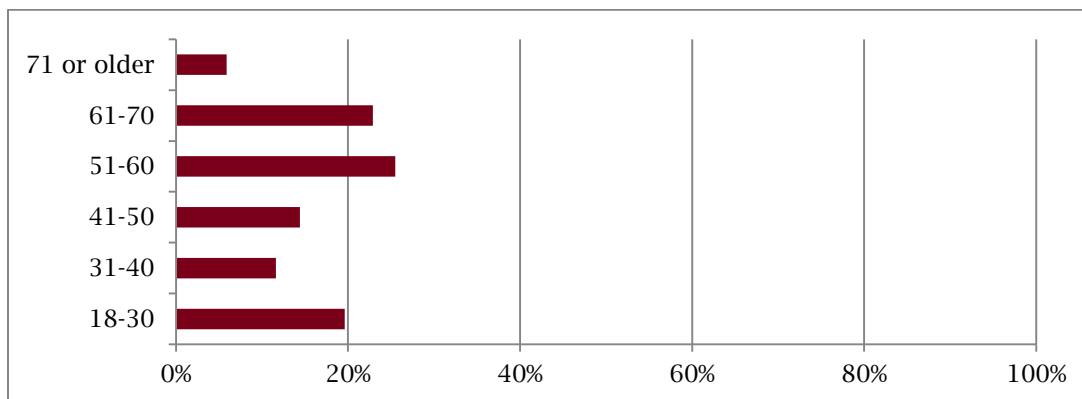


Fig. 2: Percentage of 2015 Park Point Art Fair attendees in various age brackets (n=388).

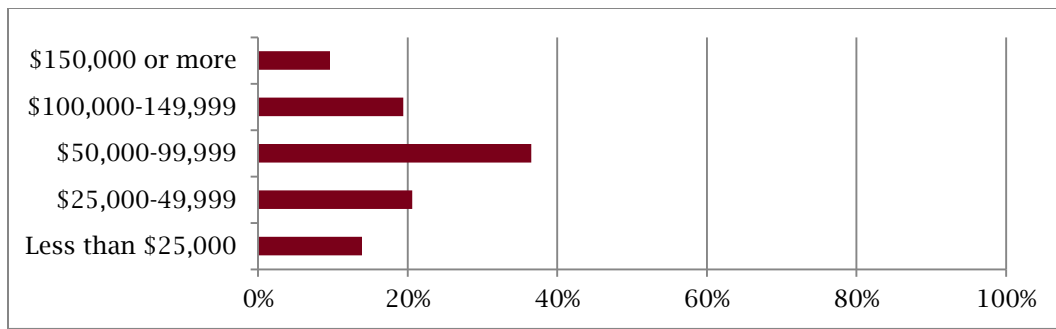


Fig. 3: Percentage of 2015 Park Point Art Fair attendees in pre-tax income groups (n=345).

TABLE 3: Household income of 2015 Park Point Art Fair attendees by age groups (n=329).

Household income	Percentage (%) in age group			Statistics		
	18-30 (n=70)	31-50 (n=94)	50+ (n=164)	χ^2	Sig.	
Less than \$50,000	84.3%	24.5%	20.1%	98.210	0.000	*
\$50,000-\$99,999	8.6%	36.2%	47.6%			
\$100,000+	7.1%	39.4%	32.3%			

* $p < 0.0005$.

Primary residence

Most respondents came from within Minnesota (88 percent), with another seven percent from Wisconsin (Table 4; Figure 4). About two-thirds of respondents (68 percent) resided in the Duluth area and 20 percent in the Minneapolis-St. Paul-Bloomington area.

Table 4: Primary place of residence of 2015 Park Point Art Fair attendees (n=407)

Top 3 states		Top 4 Core Based Statistical Areas (CBSA)	
State	Percent (%)	CBSA	Percent (%)
Minnesota	88.03	Duluth, MN-WI	67.83
Wisconsin	7.23	Minneapolis-St. Paul-Bloomington, MN-WI	19.70
Texas	0.75	Brainerd, MN	1.00
		Mankato-North Mankato, MN	0.75

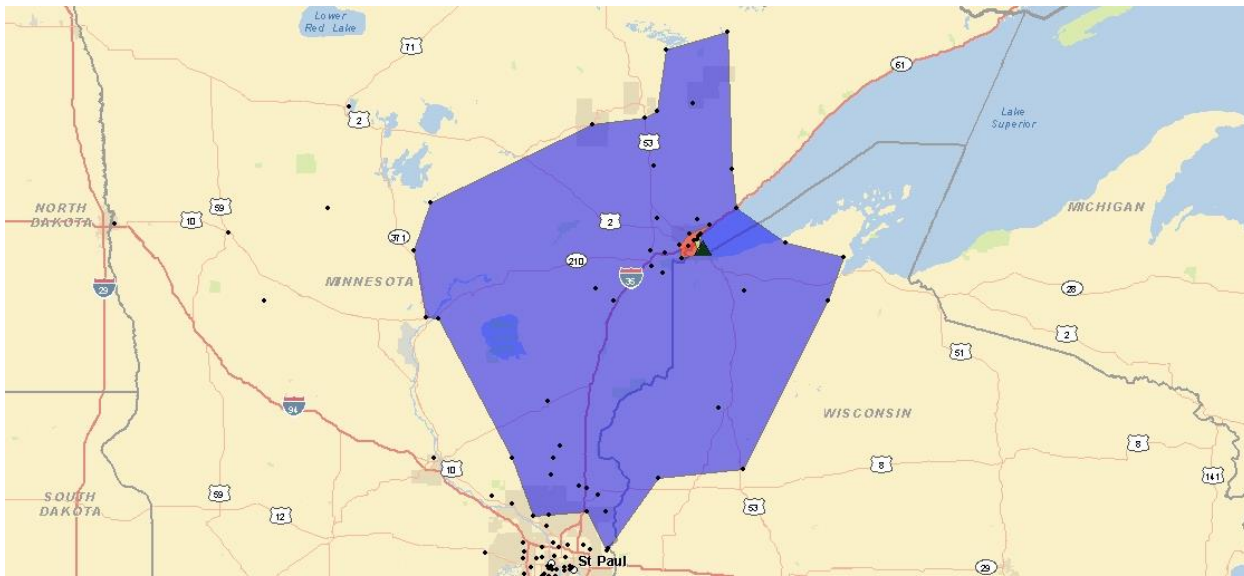


Fig. 4: Regional map illustrating 2015 Park Point Art Fair attendees’ primary residences (n=407).

REPEAT AND FIRST-TIME ATTENDEES

Most respondents (61.2 percent) were repeat visitors. On average, repeat attendees had visited Park Point Art Fair close to eight times ($M=7.7$, $Mdn=5$, $SD=7.1$) in the past, most often as recently as 2014 (66.7 percent).

Those older than 50 were significantly more likely to have visited Park Point Art Fair before than the two younger age groups ($\chi^2=35.24$, $p<0.0005$; Table 5). Those in the 18-30 age group were the least likely to have visited the Art Fair before.

TABLE 5: Repeat and first-time attendees to 2015 Park Point Art Fair by age groups (n=385).

	18-30 (n=76)	31-50 (n=101)	50+ (n=208)	χ^2	Sig.
Have been to Park Point Art Fair before	34.2%	57.4%	72.6%	35.24	0.000 *

* $p<0.0005$.

INFORMATION SOURCES

Respondents were most likely to hear about the 2015 Park Point Art Fair through word of mouth (51.3 percent; Figure 5). The second most frequently reported information source was newspaper (27.6 percent), followed by the Park Point Art Fair website (12.9 percent), poster/flyer (10.2 percent), and Facebook (8.1 percent). About five percent of respondents heard about the Art Fair via radio (5.8 percent), other information sources (5.3 percent), and television (4.4 percent). Close to four percent of respondent heard about the Art Fair because they are local residents, and another 3.2 percent learned about the Art Fair on the Internet.

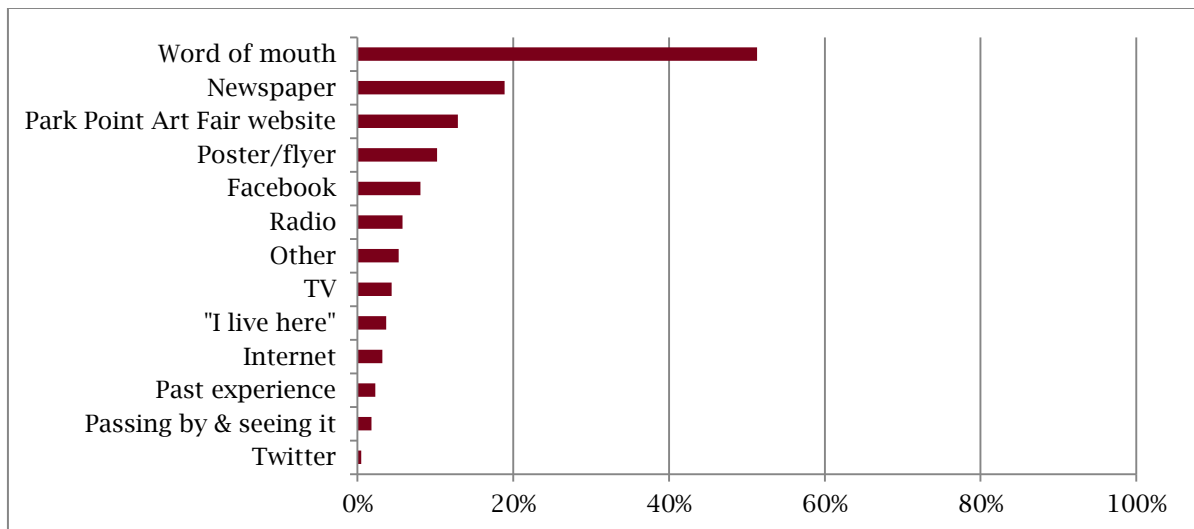


Fig. 5: Percentage of 2015 Park Point Art Fair attendees using various information sources (n=433).

Both first-time (60.2 percent) and repeat (46.6 percent) attendees relied most on word of mouth as an information source (Table 6). The next two most frequently used information sources by first-time attendees were poster/flyer (12.7 percent) and the Park Point Art Fair website (12.7 percent). For repeat attendees, the next two most frequently used information sources were newspaper (25.2 percent) and park Point Art Fair website (14.9 percent).

First-time and repeat attendees differed in using word of mouth and newspaper as information sources (Table 6). First-time attendees relied on word of mouth as an information source significantly more than repeat attendees ($\chi^2=7.61$, $p<0.01$), while repeat attendees used newspapers as an information source significantly more than first time attendees ($\chi^2=15.87$, $p<0.0005$).

TABLE 6: Comparison of information sources used by repeat and first-time attendees to 2015 Park Point Art Fair (n=428).

Information source	Percentage (%) using source		Statistics		
	1 st time attendee (n=262)	Repeat attendee (n=166)	χ^2	Sig.	
Word of Mouth	60.2%	46.6%	7.61	0.007	*
Poster/flyer	12.7%	8.8%	1.65	0.253	
Park Point Art Fair website	10.2%	14.9%	1.93	0.187	
Newspaper	9.6%	25.2%	15.87	0.000	**
Facebook ¹	6.6%	9.2%	--	--	
Internet ¹	6.0%	1.1%	--	--	
Other ¹	4.8%	5.0%	--	--	
Radio ¹	4.2%	6.5%	--	--	
Passing by & seeing it ¹	2.4%	1.5%	--	--	
TV ¹	1.8%	5.7%	--	--	
"I live here" ¹	1.2%	5.3%	--	--	
Twitter ¹	0.6%	0.4%	--	--	
Past experience ¹	0.6%	3.4%	--	--	

¹Response too low for statistical comparison.

* $p<0.01$, ** $p<0.0005$.

Word of mouth was the most frequently used information source across all age groups (Table 7). The second most frequently used information source was poster/flyer for those under 40, Facebook for those between 41 and 50, and newspaper for those over 50.

Age differentiated the use of word of mouth as an information source ($\chi^2=10.81$, $p<0.05$). Those under 40 years old relied on word of mouth significantly more than those over 60.

TABLE 7: Comparison of information sources used across age brackets (n=388).

Information source	Percentage (%) using source					Statistics	
	18-30 (n=76)	31-40 (n=45)	41-50 (n=56)	51-60 (n=99)	61+ (n=112)	χ^2	Sig.
Word of mouth	61.8	62.2	44.6	54.5	42.0	10.815	0.029 *
Poster/flyer ¹	17.1	11.1	12.5	10.1	5.40	--	--
Facebook ¹	7.9	6.7	21.4	6.1	2.7	--	--
Park Point Art Fair website ¹	6.6	4.4	14.3	14.1	17.0	--	--
Radio ¹	5.3	8.9	5.4	8.1	3.6	--	--
Newspaper ¹	5.3	8.9	12.5	23.2	33.0	--	--
Passing by & seeing it ¹	5.3	0	3.6	0	0	--	--
Other ¹	5.3	4.4	8.9	7.1	4.5	--	--
Internet ¹	3.9	6.7	0	2.0	3.6	--	--
TV ¹	2.6	0	1.8	7.1	5.4	--	--
Twitter ¹	1.3	0	0	1.0	0	--	--
Past experience ¹	0	0	3.6	3.0	3.6	--	--
"I live here" ¹	0	0	7.1	6.1	4.5	--	--

¹Response too low for statistical comparison.
* $p<0.05$.

PARK POINT ART FAIR EXPERIENCE

Time and duration of visit

The majority of respondents reported attending Park Point Art Fair on Saturday (65.6 percent; Figure 6). About 43 percent attended the Art Fair on Sunday.

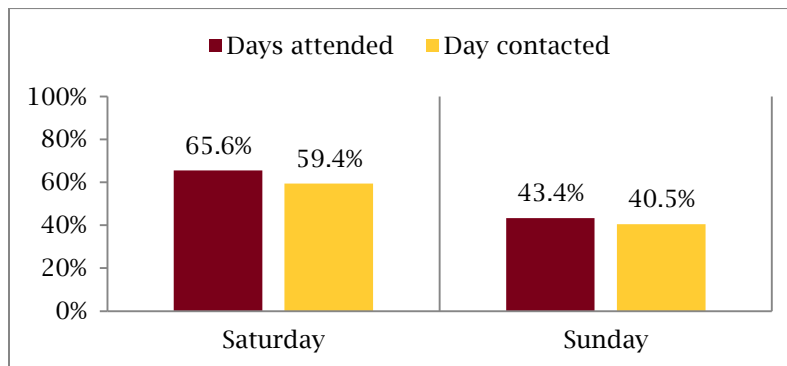


Fig. 6: Attendance and contact day of attendees to 2015 Park Point Art Fair (n=433).

On average, respondents spent more than two hours ($M=2.34$, $Mdn=2$, $SD=1.77$) at the Art Fair, with a range of one to 20 hours. About 46 percent of respondents stayed 1.5 to 2 hours at the Art Fair (Figure 7). Another 22.8 percent stayed at the Art Fair for no longer than an hour, and 20.4 percent spent 2.5 to 3 hours at the Art Fair.

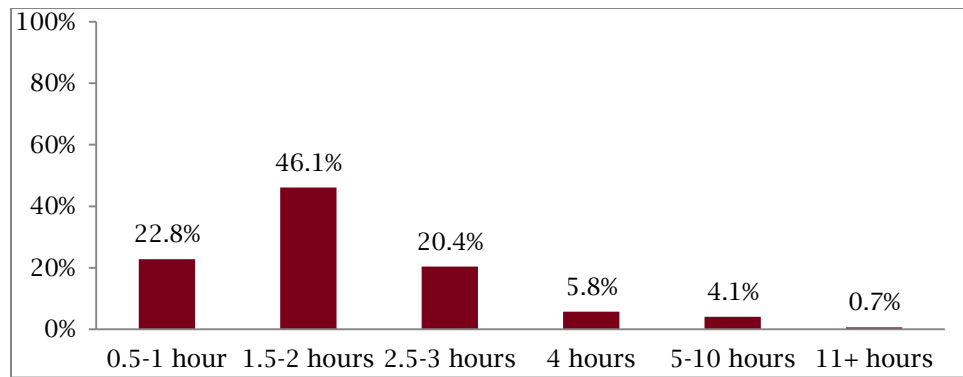


Fig. 7: Length of stay at 2015 Park Point Art Fair (n=412).

Park Point Art Fair as the primary reason for visiting Duluth

For 24 percent of respondents, the Art Fair was the primary reason for coming to Duluth (Figure 8). First-time and repeat attendees did not differ in whether the Art Fair was the primary reason for coming to Duluth (Table 8).

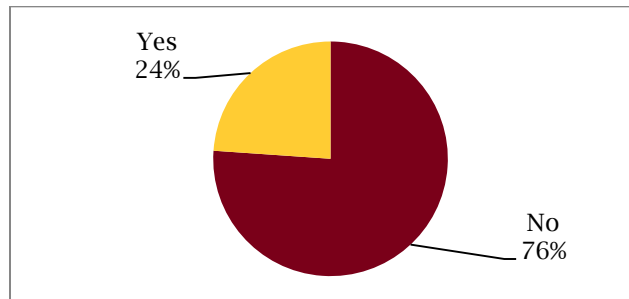


Fig. 8: Park Point Art Fair as the primary reason for visiting Duluth (n=406).

Table 8: Comparison of Park Point Art Fair as primary reason for coming to Duluth among repeat and first-time attendees (n=96).

	1 st time attendee (n=33)	Repeat attendee (n=63)	χ^2	Sig.
Park Point Art Fair as the primary reason for coming to Duluth	20.5%	26.0%	1.633	0.123

Purpose of attending

The most frequently reported reasons to attend the Art Fair were “attended previously” (16.8 percent) and “buying art” (16.8 percent; Figure 9). Three other frequently selected reasons included “beautiful setting” (13.5 percent), “recommended by family/friend” (12.6 percent), and “quality of art” (10.8 percent). At least five percent of respondents identified “I am/know an artist” (9.9 percent), “affordable/no entry fee” (8.7 percent), and “close to where I live” (5.1 percent) as the primary reason. Two percent of respondents came to the Art Fair to mainly look at/browse art, and one percent for live music.

The main reason to attend the Fair did not differ by day (Table 9) but differed between repeat and first-time attendees ($\chi^2=82.02, p<0.0005$; Table 10). First time attendees were more likely to identify “beautiful setting” and “recommended by family/friend” as the primary reasons to attend the Art Fair. Repeat attendees were more likely to identify “quality of art” and “attended previously” as the primary reasons.

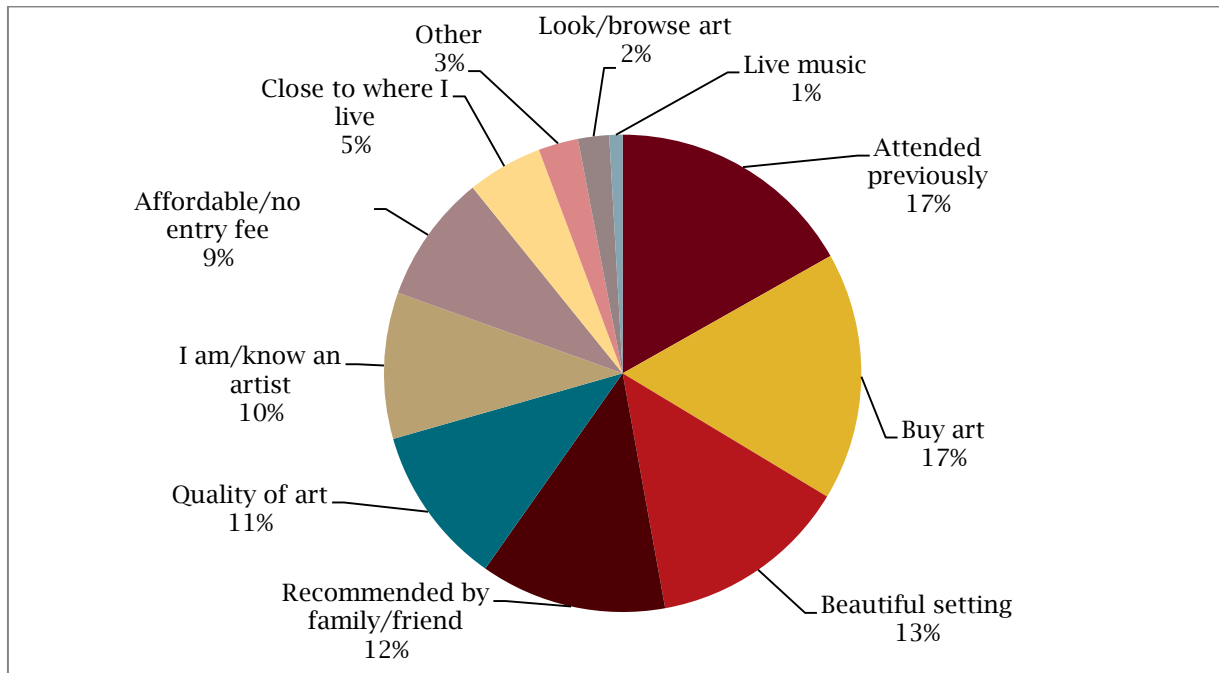


Fig. 9: Main reason to attend 2015 Park Point Art Fair (n=333).

TABLE 9: Comparison of main reason to attend 2015 Park Point Art Fair by day (n=329).

Reason	Percentage (%) selecting the reason		Statistics	
	Saturday (n=211)	Sunday (n=118)	χ^2	Sig.
Buy art	19.0%	13.6%	6.572	0.583
Attended previously	17.5%	16.1%		
Beautiful setting	13.7%	11.9%		
Recommended by family/friend	11.8%	14.4%		
Quality of art	11.8%	9.3%		
I am/know an artist	9.5%	11.0%		
Affordable/no entry fee	6.6%	11.9%		
Other reasons ¹	6.2%	5.1%		
Close to where I live	3.8%	6.8%		
Live music	1.4%	0%		

¹All the other reasons were grouped together to have high enough responses for statistical comparison.

TABLE 10: Comparison of main reason to attend 2015 Park Point Art Fair between first time and repeat attendees (n=330).

Reason	Percentage (%) selecting the reason		Statistics		
	First time attendee (n=128)	Repeat attendee (n202)	χ^2	Sig.	
Recommended by family/friend	26.6%	4.0%	82.019	0.000	*
Beautiful setting	19.5%	9.9%			
Buy art	15.6%	17.3%			
I am/know an artist	12.5%	8.4%			
Other reasons ¹	8.6%	4.0%			
Affordable/no entry fee	7.0%	9.9%			
Quality of art	5.5%	13.9%			
Close to where I live	4.7%	5.4%			
Live music	0.8%	1.0%			
Attended previously	0%	27.2%			

¹All the other reasons were grouped together to have high enough responses for statistical comparison.
 * $p < 0.0005$.

Most enjoyable attributes

Respondents most frequently identified “talk to artists” as the most enjoyable attribute of the Art Fair (46.6 percent; Figure 10). Other most enjoyed attributes included art/looking at art (17.8 percent), people watching (9.4 percent), art making activities (seven percent), and live music (5.7 percent). No other attribute was identified by more than five percent of respondents.

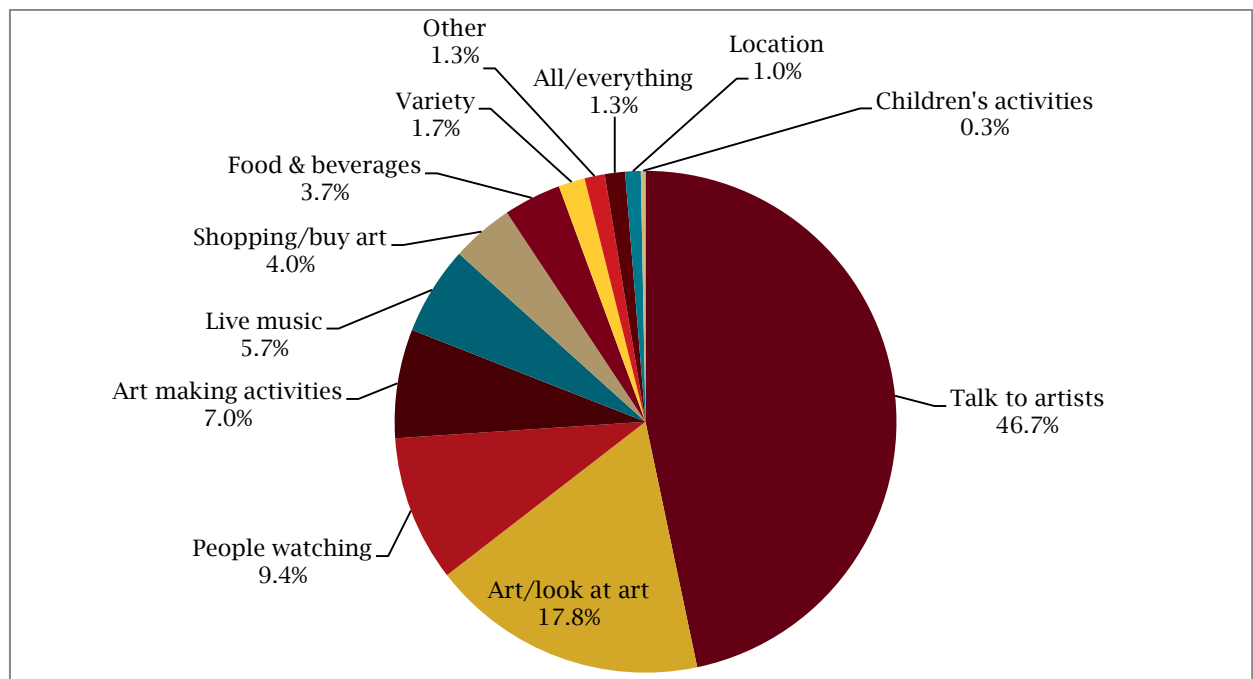


Fig. 10: Most enjoyable attributes of 2015 Park Point Art Fair (n=298).

The most enjoyable attribute of the Art Fair differed significantly by day ($\chi^2=7.84$, $p<0.05$; Table 11). Respondents on Saturday enjoyed a variety of attributes, while those on Sunday were more likely to enjoy talking to artists the most. The most enjoyable attribute also differed significantly between first-time and repeat attendees ($\chi^2=8.54$, $p<0.05$; Table 12). First-time attendees were more likely to enjoy people watching the most, while repeat attendees enjoyed talking to artists more than first-time attendees.

TABLE 11: Comparison of the most enjoyable attributes of 2015 Park Point Art Fair by day (n=298).

Attribute	Percentage (%) selecting the attribute		Statistics	
	Saturday (n=183)	Sunday (n=115)	χ^2	Sig.
Talk to artists	42.1%	53.9%	7.837	0.050 *
All other attributes ¹	31.7%	17.4%		
Art/look at art	16.9%	19.1%		
People watching	9.3%	9.6%		

¹All the other enjoyable attributes were grouped together to have high enough responses for statistical comparison.
* $p<0.05$.

TABLE 12: Comparison of the most enjoyable attributes of 2015 Park Point Art Fair between first-time and repeat attendees (n=297).

Attribute	Percentage (%) selecting the attribute		Statistics	
	First-time attendees (n=121)	Repeat attendees (n=176)	χ^2	Sig.
Talk to artists	40.5%	51.1%	8.538	0.036 *
All other attributes ¹	28.1%	25.0%		
Art/look at art	16.5%	18.2%		
People watching	14.9%	5.7%		

¹All the other enjoyable attributes were grouped together to have high enough responses for statistical comparison.
* $p<0.05$.

Art purchasing behavior

The majority of respondents (59.1 percent) identified “quality of art” as a factor that influences their decision to purchase art at the Fair (Figure 11). Close to 40 percent of respondents also identified “diversity of art” (39.5 percent) and “price” (39.3 percent) as deciding factors. Twenty-one percent identified “looking for art” as an influence and only 14.5 percent identified “rapport with artists” as an influence on art purchasing decisions.

First-time and repeat attendees differed in factors that influence decision to purchase art at the Fair (Table 13). Specifically, “quality of art” ($\chi^2=11.30$, $p<0.005$) and “diversity of art” ($\chi^2=8.69$, $p<0.005$) had greater influences on repeat attendees than on first-time attendees when making decisions to purchase art.

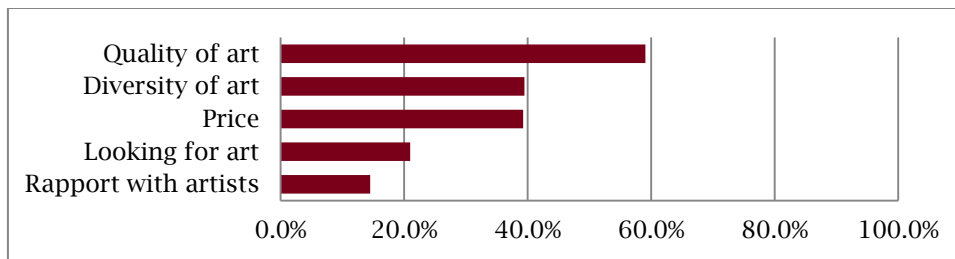


Fig. 11: Factors that influence attendees' decision to purchase art at 2015 Park Point Art Fair (n=433).

TABLE 13: Comparison of factors that influence attendees' decision to purchase art at 2015 Park Point Art Fair between first-time and repeat attendees (n=410).

Factor	Percentage (%) selecting the factor		Statistics		
	First-time attendee (n=160)	Repeat attendee (n=250)	χ^2	Sig.	
Quality of art	51.9%	68.4%	11.302	0.001	*
Price	36.9%	43.6%	1.824	0.106	
Diversity of art	32.5%	47.2%	8.686	0.002	*
Rapport with artists	11.3%	17.6%	3.065	0.052	
Looking for art	22.5%	21.2%	0.097	0.806	

* $p < 0.005$.

The most frequently purchased art was jewelry (25.2 percent; Figure 12), followed by ceramics (20.8 percent) and painting (16.4 percent). More than 10 percent of respondents purchased photography (14.1 percent), sculpture (13.4 percent), glass (12.9 percent), and wood (12.2 percent). Fewer than ten percent of respondents purchased mixed media art (8.5 percent), printmaking art (8.3 percent), or art made of fiber (6.9 percent).

Among those who reported purchasing at least one type of art, first-time and repeat attendees did not differ in the likelihood of purchasing any type of art (Table 14).

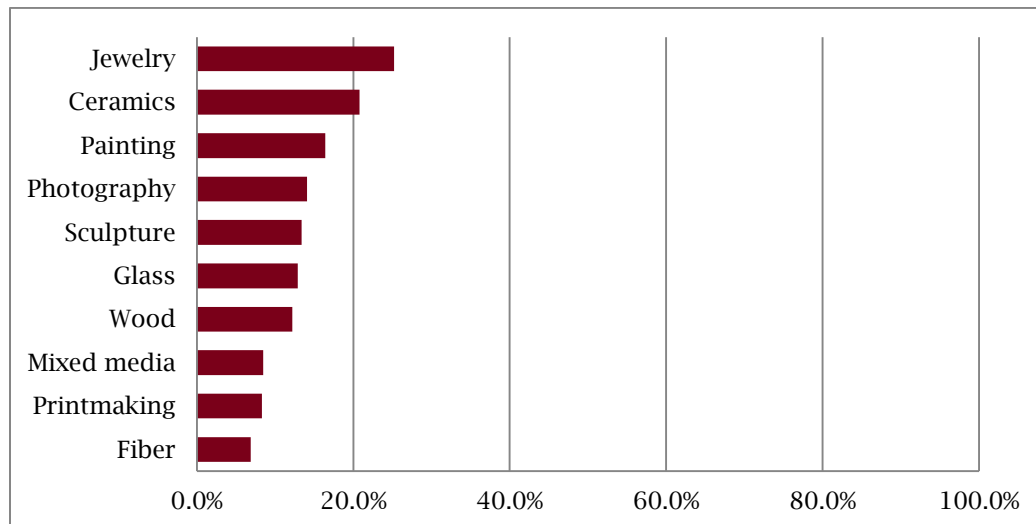


Fig. 12: Type of art attendees purchased at 2015 Park Point Art Fair (n=433).

TABLE 14: Comparison of likelihood in purchasing types of art at 2015 Park Point Art Fair between first-time and repeat attendees (n=281).

Factor	Percentage (%) selecting the factor		Statistics	
	First-time attendee (n=160)	Repeat attendee (n=250)	χ^2	Sig.
Painting	26.1%	24.3%	0.101	0.770
Ceramics	29.3%	32.8%	0.342	0.587
Fiber ¹	9.9%	11.1%	--	--
Photography ¹	20.7%	21.7%	--	--
Jewelry	31.5%	41.8%	2.762	0.117
Printmaking ¹	14.1%	12.2%	--	--
Glass ¹	17.4%	21.2%	--	--
Wood ¹	19.6%	17.5%	--	--
Sculpture ¹	20.7%	20.6%	--	--
Mixed media ¹	12.0%	13.8%	--	--

¹Response too low for statistical comparison.

Satisfaction with Park Point Art Fair

The majority of respondents were satisfied with their Park Point Art Fair experience: more than two-thirds (68.7 percent) were “very satisfied” with the Art Fair, and close to 30 percent (28.7 percent) were “satisfied” (Figure 13). Only 0.2 percent of respondents were “dissatisfied” with the Art Fair and 0.7 percent “very dissatisfied.”

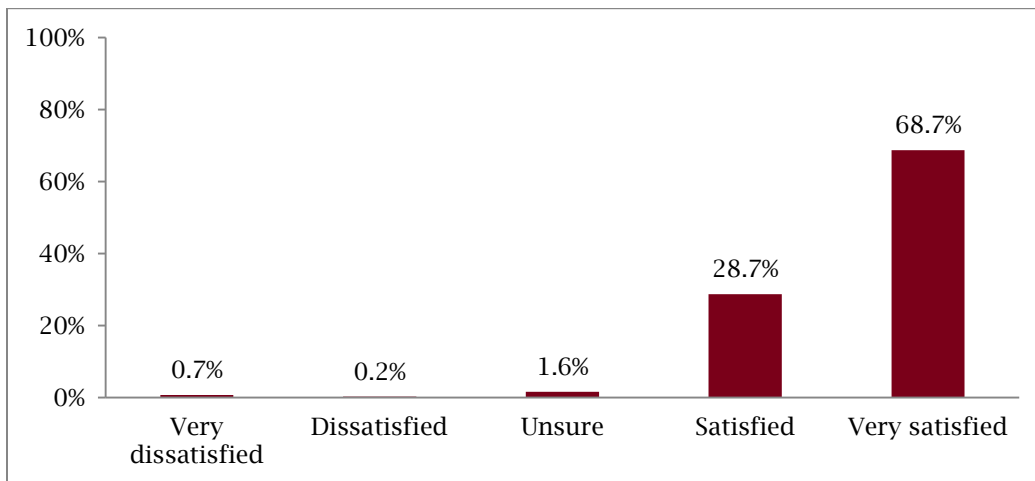


Fig. 13: Satisfaction reported by attendees to 2015 Park Point Art Fair (n=425).

Transportation

The most frequently used mode of transportation to get to the 2015 Park Point Art Fair was automobiles, as 92.5 percent of respondents arrived at the Art Fair by a car, van, or truck (Figure 14). Two percent of respondents got to the Fair by bicycle, and another two percent on foot. The other

two modes of transportation assessed—motorcycle and public transportation—was each used by less than one percent of respondents.

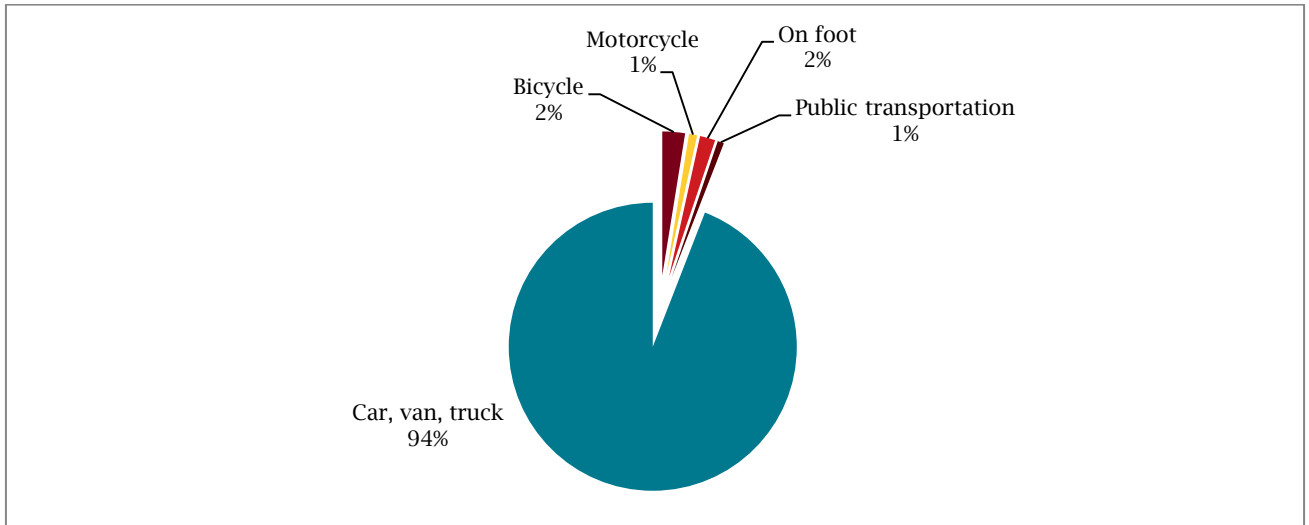


Fig. 14: Modes of transportation used by attendees to 2015 Park Point Art Fair (n=424).

GROUP COMPOSITION

Less than 20 percent of respondents had members younger than 18 years old in their groups (Figure 15). Specifically, 10.6 percent had at least one child under the age of 12, and six percent had at least one child between the ages of 13 and 17. Forty-three percent of respondent had at least one adult aged 41-59 years in their groups, and 29.5 percent had at least one person over the age of 60 in the group.

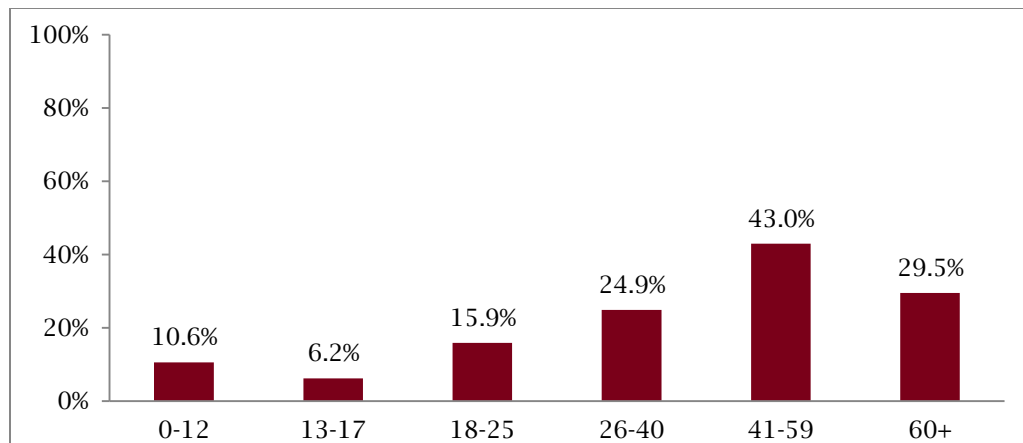


Fig. 15: Percentage of groups attending 2015 Park Point Art Fair containing selected age groups (n=433).

AWARENESS OF THE ART FAIR'S NON-PROFIT STATUS

Less than 40 percent of respondents knew the Art Fair is run by a non-profit organization (Figure 16). Significantly more repeat attendees had this knowledge than first-time attendees did ($\chi^2=44.46$, $p<0.0005$; Table 15).

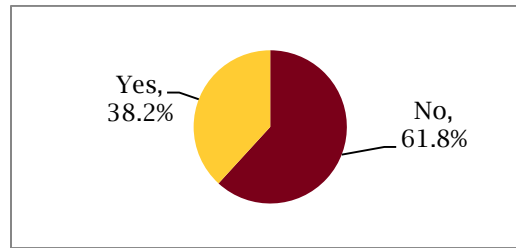


Fig. 16: Awareness of the Art Fair's non-profit status (n=419).

TABLE 15: Awareness of the Art Fair's non-profit status among first-time and repeat attendees (n=416).

	1 st time attendee (n=161)	Repeat attendee (n=255)	χ^2	Sig.	
Knew Park Point Art Fair is run by a non-profit organization	18.0%	50.6%	44.460	0.000	*

* $p<0.0005$.

EXPENDITURES

Respondents spent money on a variety of categories while attending the 2015 Park Point Art Fair (Table 16; Figure 17). Close to half (47.3 percent) of respondents purchased art, and 38 percent spent money on food and beverages. Few respondents paid for off-site food and beverage (six percent), other expenditures (3.5 percent), or lodging (2.8 percent).

TABLE 16: Attendee expenditures at 2015 Park Point Art Fair (n=433).

Spending categories	Spent at least \$1.00		Descriptive statistics of respondents spending at least \$1.00		
	Yes	No	Mean (\$)	Median (\$)	S.D.
Art	47.3%	52.7%	97.6	60.0	118.5
Food & beverage	38.1%	61.9%	18.1	11.0	39.5
Other	4.2%	95.8%	18.8	3.0	29.7
Off-site food & beverage	3.5%	96.5%	60.8	50.0	53.6
Lodging	2.8%	97.2%	295.8	280.0	144.1

Although only 2.8 percent of respondents spent money on lodging, the few who did spent a median of \$280 in total ($M=295.8$, $Mdn=280$, $SD=144.1$). Beyond lodging, the highest median expenditure was \$60 on buying art ($M=97.6$, $Mdn=60$, $SD=118.5$). Respondents also spent a median of \$50 on off-site food and beverages, a median of \$11 on food and beverage at the Art Fair, and a median of \$3 on other expenditures.

Among respondents who spent at least one dollar buying art, more than 20 percent spent between \$40 - \$60 U.S. dollars, followed by 18.5 percent spending \$21 - \$40, and 17.1 percent spending \$81

- \$100 (Figure 16). Fourteen percent spent \$1 - \$20 on buying art, and another 14 percent spent between \$100 and \$200. About 9 percent of respondent spent more than \$200 buying art.

Among respondents who spent at least one dollar on food and beverages at the Art Fair, close to a third of respondents (32.1 percent) spent \$6 - \$10, followed by 28.5 percent spending \$16 - \$20.

Among respondents who spent at least one dollar on off-site food and beverages, about 27 percent of respondents spent \$31 - \$50, and another 27 percent spent \$51 - \$100 on this category. Twenty percent spent \$1 - \$10.

Among respondents who spent at least one dollar on lodging, a third spent \$100 - \$200. A quarter of respondents spent \$201 - \$300, and another quarter spent more than \$400.

Among respondents who spent at least one dollar on “other” expenditures, more than half (55.6 percent) spent no more than five dollars. About 22 percent spent \$6 - \$20, and another 22.2 percent spent more than \$20.

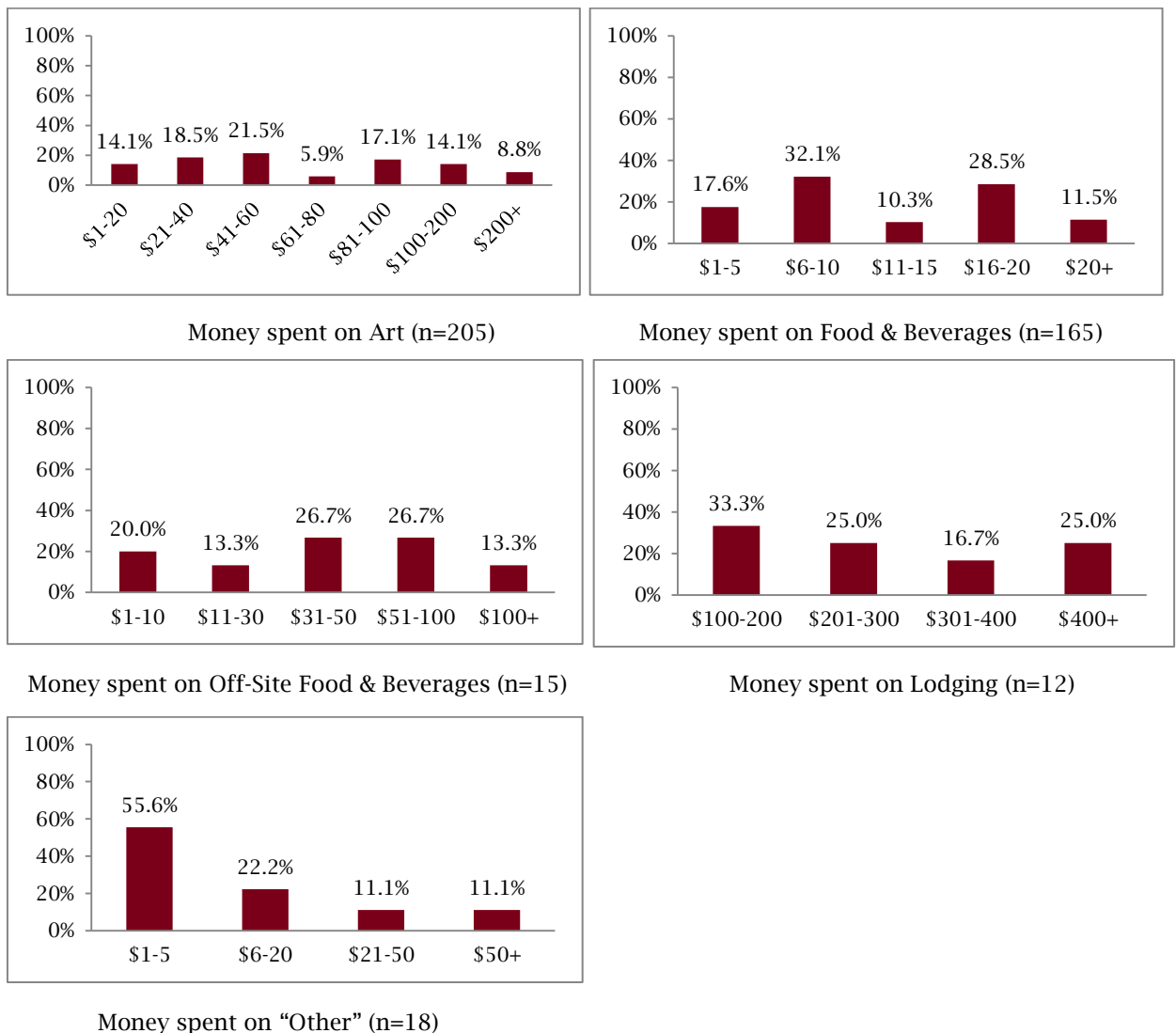


Fig. 17: Spending on various categories among attendees of 2015 Park Point Art Fair.

The likelihood of buying art differed among age groups ($\chi^2=6.719$, $p<0.05$; Table 17). Those in the 18-30 age group were significantly less likely to spend money buying art than those in the 31-50 age group or those older than 50.

TABLE 17: Likelihood of purchasing art by age groups (n=388).

	18-30 (n=76)	31-50 (n=101)	Older than 50 (n=211)	χ^2	Sig.
Spent at least \$1 on purchasing art	35.5%	53.5%	51.2%	6.719	0.035 *

* $p<0.05$.

Awareness of the Art Fair's non-profit status did not make a difference in the likelihood of purchasing art (Table 18). In other words, attendees who knew the Art Fair is run by a non-profit organization were similarly likely to buy art as those who did not know.

TABLE 18: Likelihood of purchasing art by awareness of the Art Fair's non-profit status (n=419).

	Knew the Art Fair was run by a non-profit (n=160)	Did not know the Art Fair was run by a non- profit (n=259)	χ^2	Sig.
Spent at least \$1 on purchasing art	52.5%	45.2%	2.127	0.159

DISCUSSION

An onsite questionnaire of 2015 Park Point Art Fair attendees revealed the Art Fair is an event that mainly attracts a crowd with higher household income, as close to 65 percent of respondents had a household income of \$50,000 or more, while the median household income in the U.S. is lower than \$52,000 (DeNavas-Walt, Proctor, & U.S. Census Bureau, 2014). The Art Fair also attracts those older than 50. At the same time, those between 18 and 30 are the third largest age group, indicating the Art Fair has certain appeal to this age group. Furthermore, there were more first-time attendees in the 18-30 age group than in the older age groups. Therefore, targeting the 18-30 age group may be a key way for the Art Fair to attract new attendees and to continue to grow. Those in the 18-30 age group are much less likely to buy art, which may be partially explained by their lower household income compared with the older age groups. However, Art Fair organizers are encouraged to target this age group, in order to develop a base of future repeat attendees who will then be more likely to have a higher income and purchase art.

The Art Fair has some tourism appeal, as about one-third of attendees came from outside the Duluth area. As the time frame for tourist decision-making continues to shrink, it is important to provide information before and during the event. The Art Fair is included in the event calendar on the Visit Duluth website (the area's destination marketing organization). To further strengthen the Art Fair's tourism appeal, the Art Fair may consider working with Visit Duluth to feature the event on the Visit Duluth website during the week leading up to the event and on the actual weekend.

Buying art is one of the two most frequently identified reasons to attend, while talking to artists is the most enjoyable attribute. These results indicate that a positive social interaction is important for attendees to have a good experience, although rapport with artists was not a particularly important factor when attendees made art purchasing decisions. Therefore, it is still important to educate artists about creating a good social experience for attendees, which in turn, contributes to enjoyment of the Fair.

A beautiful setting is the third most important reason to attend the Art Fair, but location is only identified by one percent of respondents as the most enjoyable attribute. This means that having a favorable location helps the Art Fair attract attendees, but once attendees are onsite, it is the essence of the Art Fair (i.e., artists and art works) that creates enjoyment.

More first-time than repeat attendees identified recommendations from family/friends as the reason to attend the Art Fair. Art fair organizers may consider capitalizing on the positive reputation it has developed over the years and mobilize repeat attendees as "ambassadors" to spread the word about the Art Fair. While first-time and repeat attendees were equally likely to attend the Art Fair to purchase art, quality of art is more likely to be a reason for repeat attendees than first-time attendees. Given that the majority of attendees are repeat visitors, the organizers should maintain the quality of the art to continue to grow the Art Fair. Organizers are also encouraged to market the opportunity of people watching to attract new attendees, since they are more likely to enjoy people watching than repeat attendees.

Given the high percentage of respondents who identified "quality of art" as a factor that influences their art purchasing decision, it is important for Fair organizers to choose artists with high quality work. "Diversity of art" is another factor that influences art purchasing decisions. Indeed, no one type of art dominated attendees' purchasing behavior, implying attendees were looking for and willing to purchase different types of art. Currently, the Art Fair offers 10 types of art and is encouraged to keep this diverse offering, in order to continue enticing attendees to purchase art.

Price is equally important when attendees made art purchasing decisions. More than half of attendees spent no more than \$60 on buying art, indicating they were indeed as price conscious as they claimed to be. Although there were 22 percent of attendees spending more than \$100 on art, it is important for Art Fair organizers to consider vendor pricing. A mismatch between attendees' spending desire and the price of the artwork may create dissatisfaction among attendees and reduce the likelihood of repeat visits in the future.

There is a variety of information sources from which people could hear about the 2015 Park Point Art Fair. Although the festival and event sector frequently utilizes various Internet-based tools to disseminate information (Qian & Simmons, 2014), word of mouth still serves as the key information source for the Art Fair, trumping both traditional and new media platforms. Given the importance of word of mouth, particularly for first-time and younger attendees, Art Fair organizers should plan and execute marketing efforts early. Doing so will allow ample time for information to "sink in" and be disseminated through social groups and personal networks.

The use of newspapers as an information source among repeat and older attendees indicates it is still worthwhile for Art Fair organizers to use newspapers as a marketing tool, given that repeat and older attendees take up a sizable portion of attendance volume. Art Fair organizers are encouraged to market in newspapers that have readership bases similar to the Art Fair's attendee profile.

The comparatively low frequency of using social media does not necessarily demonstrate its unimportance. Rather, it is possible that attendees use social media mainly for sharing and commenting on their Art Fair experience *after* attending the Art Fair, rather than for gathering information about the Art Fair *before* attending. Future research may ask respondents what communication outlets (social media included) they plan to use to share their Art Fair experience.

Regarding modes of transportation, the automobile was the mode of choice for more than 90 percent of respondents. Given the limited number of parking spaces available close to the Art Fair venue and limited public transportation availability, it may be worthwhile for organizers to explore the feasibility of a shuttle service. Organizers can also encourage and reward carpooling (e.g., by providing vouchers to purchase food) to reduce the pressure on parking capacity.

In summary, the 2015 Park Point Art Fair attendee survey suggests that attendees enjoyed their Art Fair experience. The high percentage of repeat attendees, the high level of satisfaction, and the identification of enjoyable attributes at the Art Fair were all encouraging. Findings from this survey should help maintain the Art Fair's popularity and enhance attendees' experience in the future.

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APPENDIX A

2015 Park Point Art Fair Survey

Have you been to Park Point Art Fair before (check one)? ___Yes ___No
If yes, how many years have you attended Park Point Art Fair? ___ # of years
What was the last year you attended Park Point Art Fair? _____

Was the Art Fair your primary reason for coming to Duluth? ___Yes ___No

About how long do you intend to be at Park Point Art Fair? ____ Hours

Which day(s) did you attend or plan to attend Park Point Art Fair? (check all that apply)

____ Sat (06/27) ____ Sun (06/28)

Where did you hear about Park Point Art Fair? (check all that apply)

___Word of Mouth ___Park Point Art Fair website ___Poster/Flyer ___Facebook ___Twitter ___TV
___Radio ___Newspaper (which ones: _____) ___Other (please specify: _____)

What do you enjoy most about Park Point Art Fair (check ONLY 1)?

___Talking to artists ___Art making activities ___People watching ___Live music
___Food & Beverages ___Children's Activities ___Other (please specify: _____)

Please choose your main reason for attending Park Point Art Fair (check ONLY 1):

___I am/know an artist with a booth at the Fair ___Recommended by Family/Friend ___Buy art
___Affordable/No entry fee ___Attended previously ___Quality of art
___Food & beverage ___Live music ___Close to where I live
___Beautiful setting ___Other (please specify: _____)

What factors influence your decision on purchasing art at Park Point Art Fair? (check all that apply)

___Quality of art ___Diversity of art ___Price ___Rapport with artists ___Looking for art

What type(s) of art did you purchase at Park Point Art Fair? (check all that apply)

___Painting ___Ceramics ___Fiber ___Photography ___Jewelry ___Printmaking
___Glass ___Wood ___Sculpture ___Mixed media

How much did YOU spend during your time at Park Point Art Fair?

\$____ Art \$_____ Food & beverage \$____Off-site food/beverage \$____ Lodging \$____Other

How many, including yourself, in your group are (specify number in each age category):

___0-12 Years ___13-17 Years ___18-25 Years ___26-40 Years ___41-59 Years ___60+ Years

How did you get to Park Point Art Fair (Check ONLY 1)?

___Car, van, truck ___Bicycle ___Motorcycle ___On Foot ___Public transportation (bus)

Overall, how satisfied are you with the Park Point Art Fair of Minnesota? (Check ONLY 1)

___Very satisfied ___Satisfied ___Unsure ___Dissatisfied ___Very dissatisfied

Did you know the Art Fair is run by a non-profit organization? ___Yes ___No

Finally, a few questions about you.

What is your zip code? _____ In what year were you born? 19____ What is your gender? ___Female ___Male

What is your annual household income (before taxes)?

___Less Than \$25,000 ___\$25,000-49,999 ___\$50,000-\$99,999 ___\$100,000-149,999 ___\$150,000 or more

What is your ethnic origin (check one)? ___Hispanic/Latino ___Non-Hispanic/Non-Latino

What is your race? (check all that apply)

___American Indian or Alaska Native ___Asian ___Black or African-American ___White
___Native Hawaiian or Other Pacific Islander ___Other (Explain: _____)

Thank you for your participation!!

Date

Time