

OUR CUSTOMERS

We regularly survey our customers via face to face exit questionnaires at the event or on-line from our client database. Below is an average data set which we hope you find useful.

1. AGE

16-25 6 %
26-35 26 %
36 -55 56 %
56 – 65 9 %
66 plus 3 %

2. GENDER

Male 39%
Female 61%

3. Location - Main cities/towns

Aberdeen City 58.1 %
Aberdeenshire 33 % (Notable within this area includes Westhill, Inverurie, Ellon , Fraserburgh, Peterhead, Stonehaven, Banchory and Aboyne)
Perthshire 1.8%
Invernesshire 1.7%
Edinburgh/Lothian 1%
Glasgow/Strathclyde 1.3%
Dundee 3.1%

4. What brought the AAF to your attention (% rounded up)

Newspaper ad/article 12 %	I was passing the venue 13%
Poster/leaflet/banner 8%	Others inc magazines, exhibitor invites 7%
AAF website/ e-newsletter 19%	Radio 3%
Social media Facebook/Instagram/X 23%	Digital platforms 6%
Word of mouth 9%	

5. How would you rate the venue

Excellent 36%
Very Good 38 %
Average 25 %
Disappointing 1%

Comments include : Needs air-con. Lovely atmosphere and venue. Very friendly door staff. Friday too busy to take my dog. More seating please. Appreciated free entry at this difficult time. Why don't you open later on Saturday. Get the Council to do something about the car parking charges. Bit of a queue at the café but didn't last long. Great cocktail. Bring back the creche.

6. How would you rate the quality of art on sale today

Excellent 39%
Very Good 47%
Average 12%
Disappointing 2%

Comments include: Nice choice of Scottish art. Enjoyed meeting gallery owners from out with the area. Not a big selection over 15k but glad I came. Great variety of original paintings and sculpture. Thank you for the free wine tasting. Superb quality. Didn't expect to see contemporary glass which I ended up buying. Friendly exhibitors. My wife and i travelled down from Inverness to see one particular artist and purchased a painting of his.