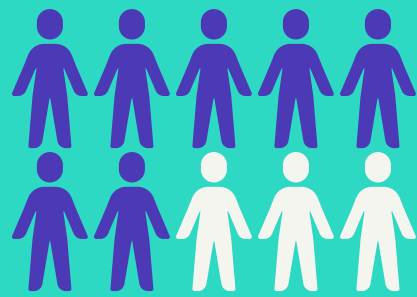


FloodLights Review

A review of key audience data from the FloodLights Exhibition taken from 459 respondents

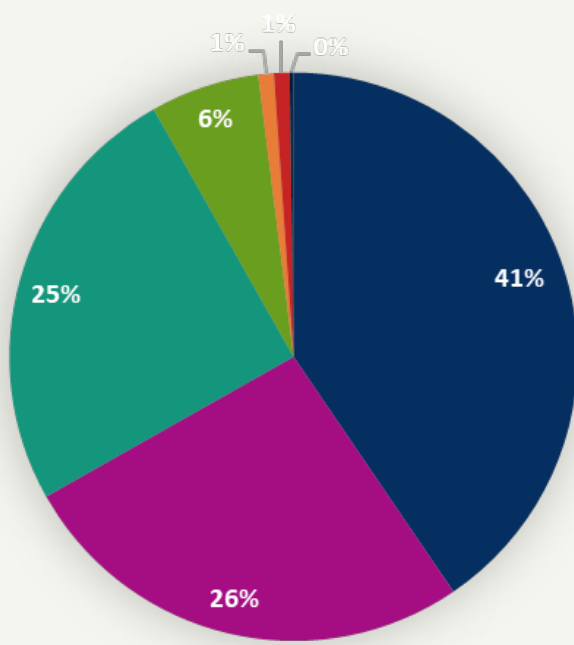
AUDIENCE DEMOGRAPHICS

68% of Audience Identified as Female
 30.3% of Audience Identified as Male
 0.4% of Audience Identified as Non Binary
 1.3% Preferred not to say



Most Predominant Age Range: 50-64

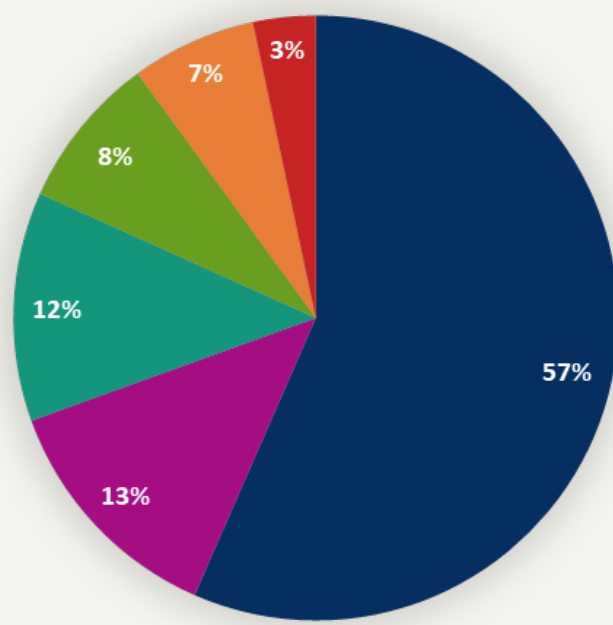
What is your age group?



■ 50 to 64 ■ 35 to 49 ■ 65 to 79 ■ 25 to 34 ■ 18 to 24 ■ Prefer not to say ■ Most predominant

Highest Level of Education attained Predominantly Degree level or Above

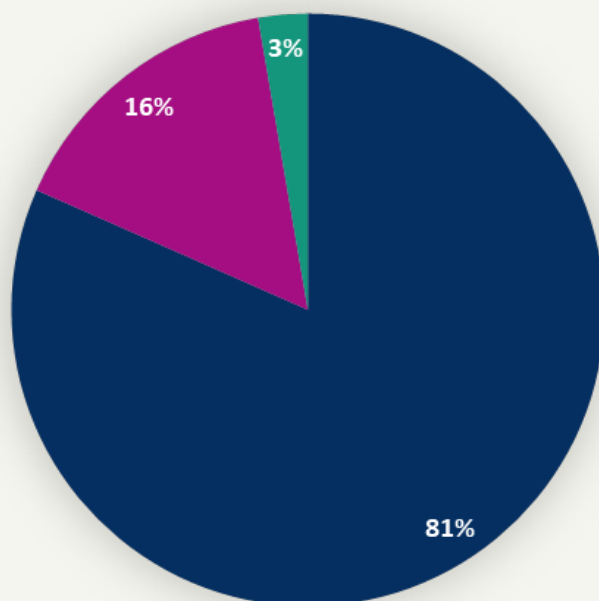
What is the highest level of education you have completed?



■ Degree level or above ■ GCSE or equivalent ■ A level or equivalent
 ■ HND or Foundation degree ■ Other qualification ■ Prefer not to say

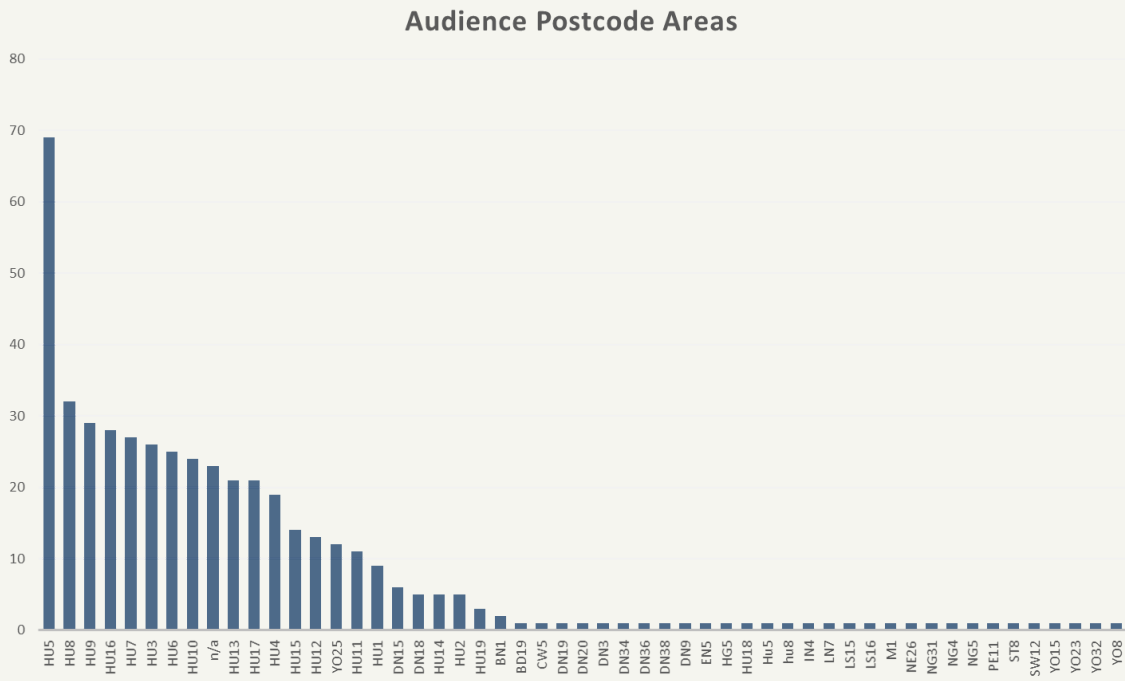
Disability Data

Do you consider yourself to have a disability



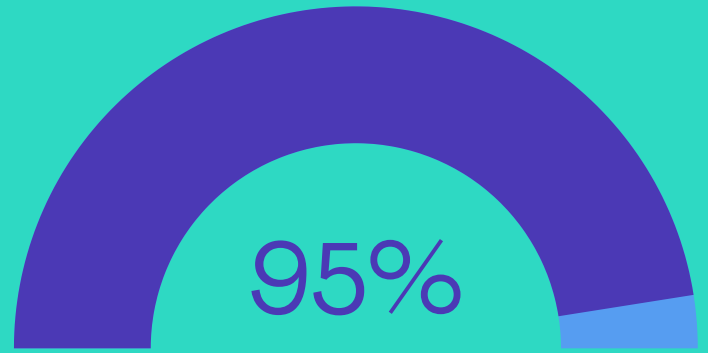
■ No ■ Yes ■ Prefer not to say

Most Frequent Postcode Location: HU5



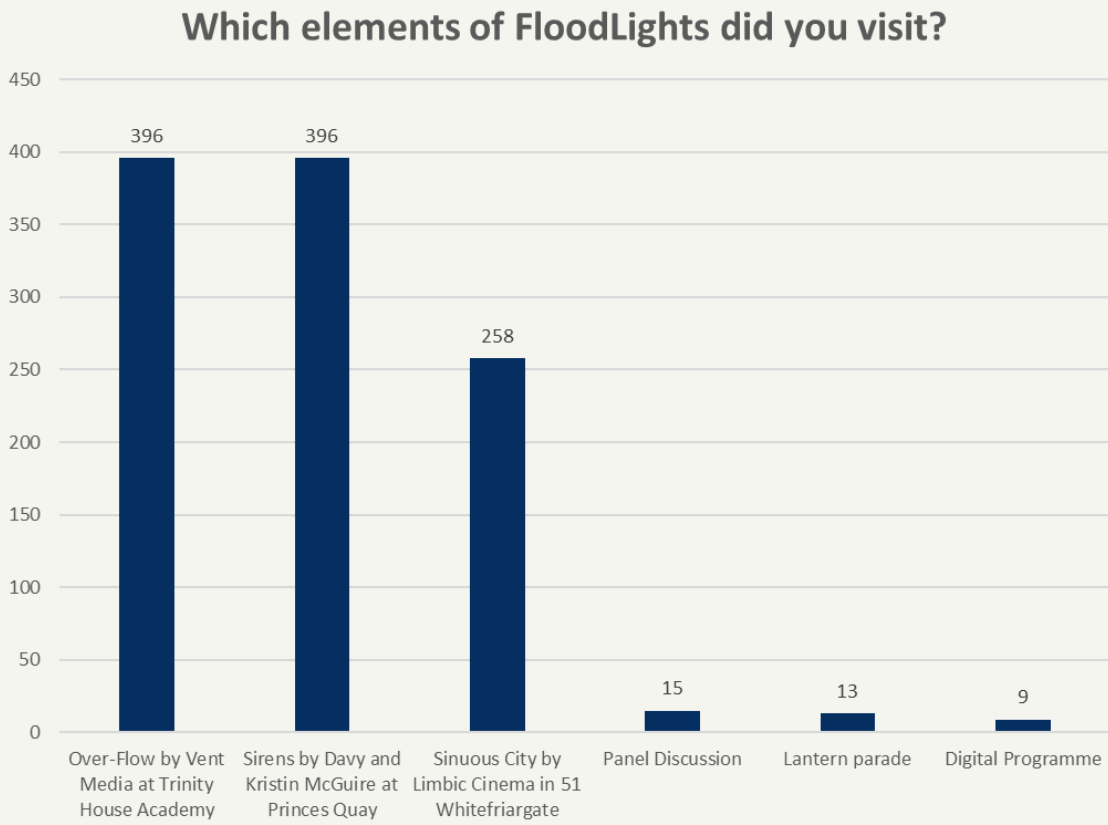
AUDIENCE ART EXPERIENCE

95% of The Audience had been to outdoor arts events in Hull before



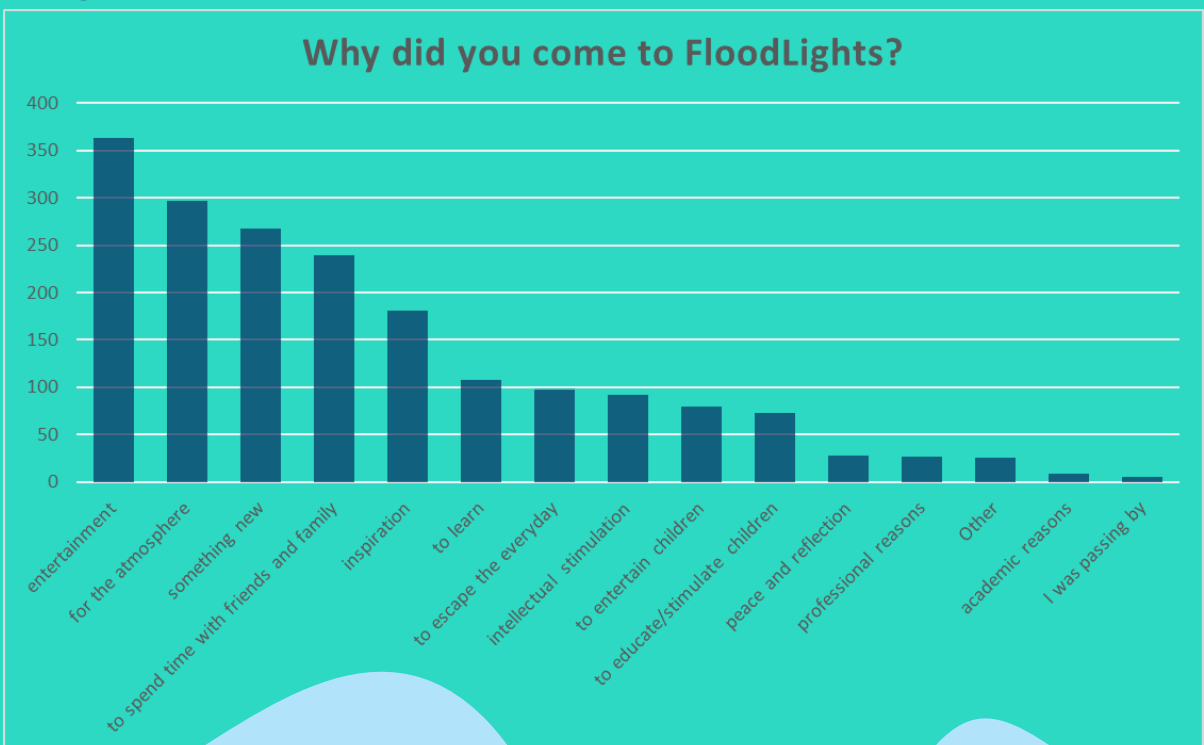
WHICH ELEMENTS DID PEOPLE VISIT?

Most visited were Sirens and Overflow (396 Responses)



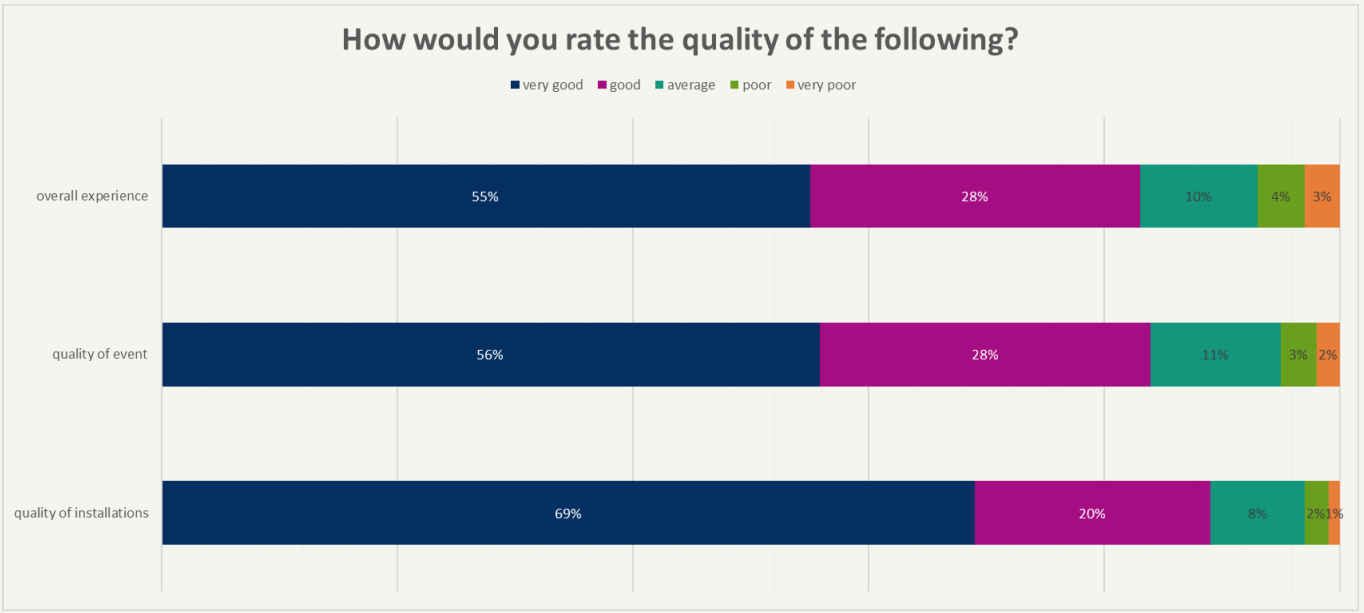
WHY DID PEOPLE COME TO FLOODLIGHTS

Most Respondents (363) came to be entertained



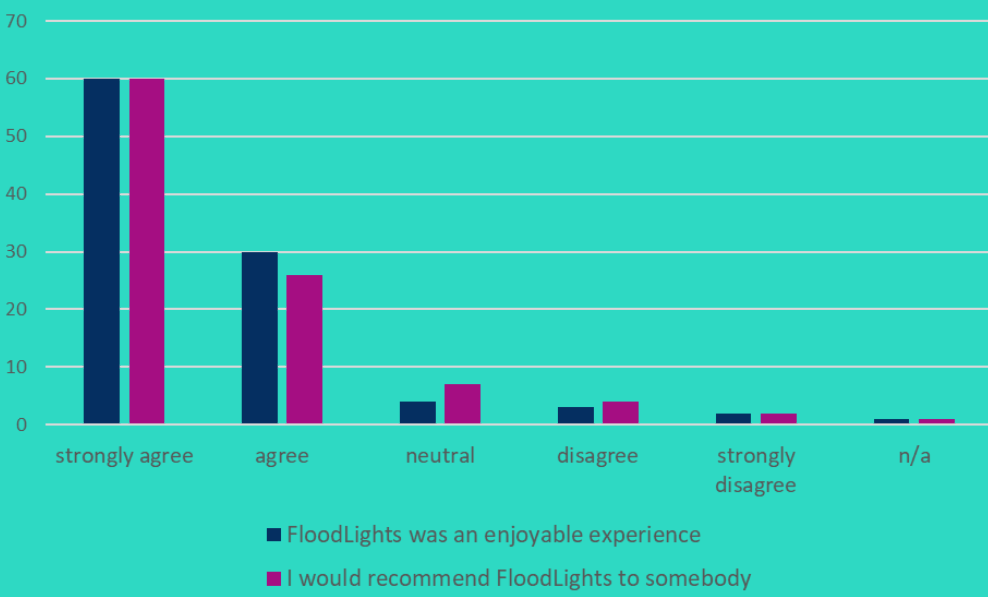
AUDIENCE EXPERIENCE

83% of respondents felt that the quality of Floodlights overall was good or above.



85.2% of respondents would recommend Floodlights to someone else.

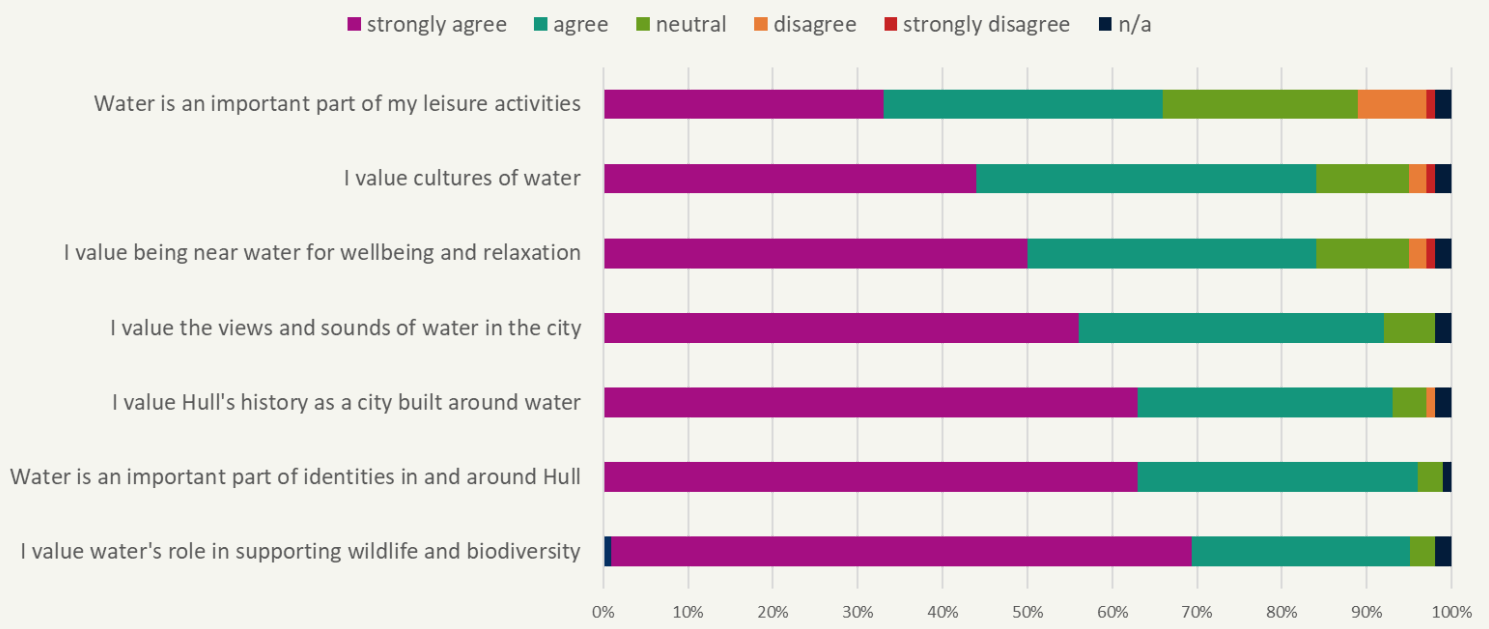
Quality of the overall experience



LIVING WITH WATER: WHAT MATTERS TO PEOPLE

94.8% of respondents value water's role in supporting biodiversity
84.3% of respondents feel that water is an important part of Hull's identity.

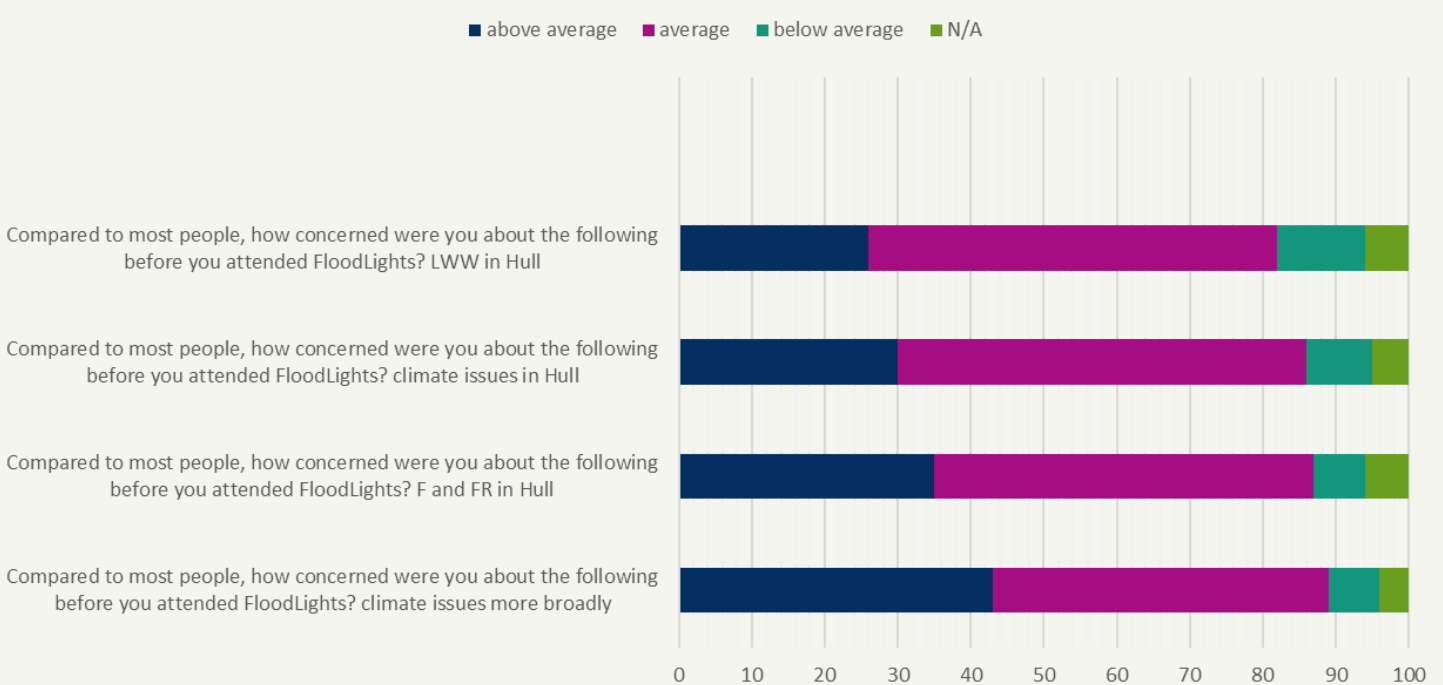
Living with water: what matters to people?



AWARENESS OF WATER AND CLIMATE ISSUES

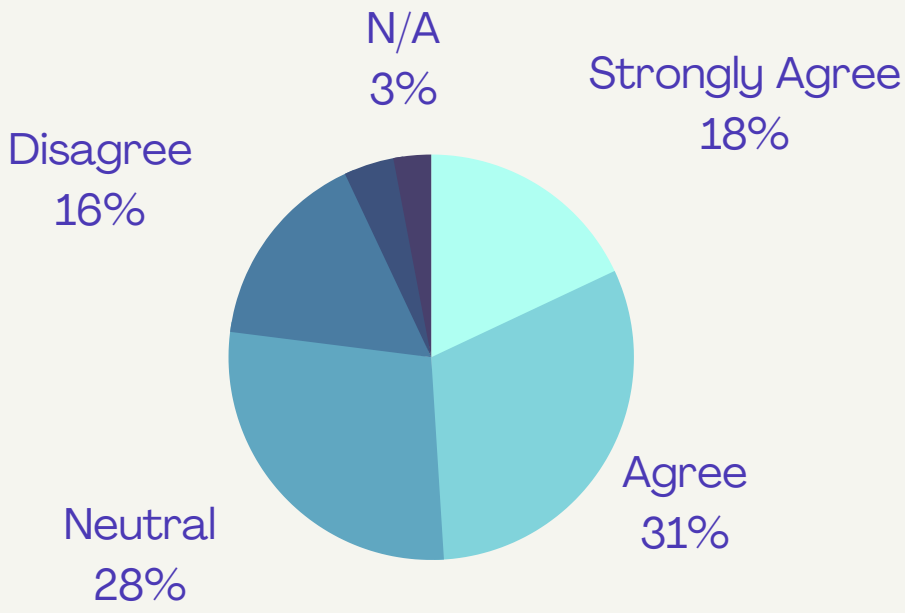
30% of respondents feel they are more concerned than others about Hull's climate issues before attending the event.

Self-scored awareness results



FLOODLIGHTS AND CLIMATE CHANGE

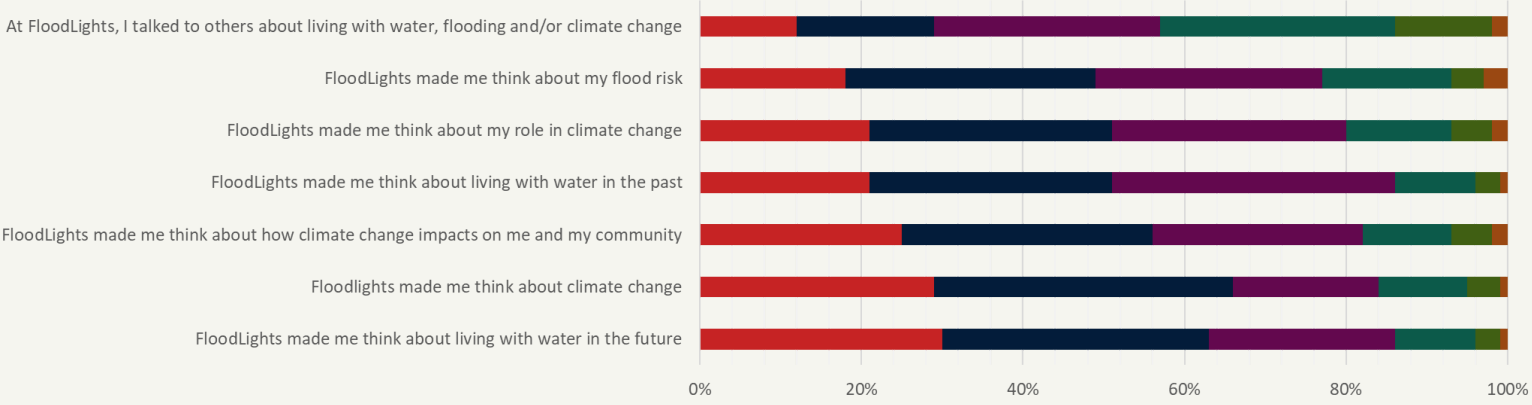
49% of Respondents agreed that FloodLights made them think about flood risk



56% of respondents agreed that Floodlights made them think about how climate change impacts them and their community

FloodLights and Climate Change

Strongly agree Agree Neutral Disagree Strongly disagree N/A

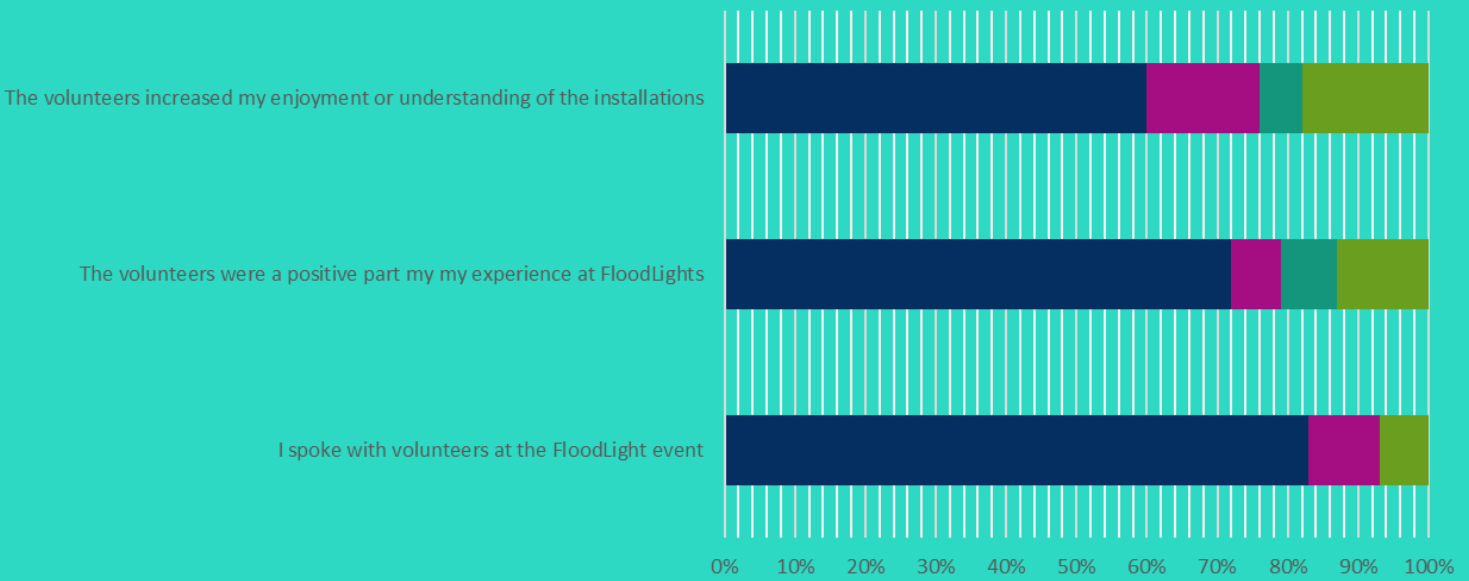


VOLUNTEERS

72% of respondents felt that the volunteers were a positive part of their experience

Volunteers

Yes No Not sure N/A



WHERE DID PEOPLE HEAR ABOUT FLOODLIGHTS?

(54%) respondents heard about FloodLights through Absolutely Cultured online marketing media (Social Media, Email or website)

Where did you find out about FloodLights?

