**Flood: Abundance (Part 2) Initial Audience Survey Analysis**

This analysis is based on 128 survey responses received by the 24th April 2017. Surveys were distributed via box office data capture through ticket sales for the event. As such it may not capture the views of anybody who received a complimentary ticket for the performances.

98% of respondents had watched Part 1 online. No respondents had seen Part 1 in the airstream caravan and 2% of respondents had not seen Part 1 in either form. As such either this indicates that the airstream caravan tour did not convert into ticket sales for Part 2, or that the small number of conversions are not captured in the survey respondents.

Equally divided, 23% of respondents each reported that seeing Part 1 had influenced their decision either ‘0 - Not at all’ or ’10 - Completely’. Another 36% of respondents rated the extent to which Part 1 influenced their decisions over half at 6, 7, 8 or 9. Thus it can be concluded that over half of the audience members were positively influenced to purchase a ticket by watching Part 1, whilst nearly a quarter would have purchased a ticket regardless.

35% of respondents stated their main influence for attending Part 2 was ‘Because it’s part of Hull UK City of Culture 2017’ indicating the strong influence the yearlong programme over cultural participation. A higher percentage, 43% considered their main influence to be ‘It’s a unique experience not to be missed’. This combined with the fact that high percentages of respondents agreed or strongly agreed with a later statement that ‘Flood (Part 2) challenged my understanding of theatre’ and that ‘It was different from things I’ve experienced before’ indicates that many attendees have an interest in outdoor theatre but limited experience of it.

Across all of the quality metrics statements, respondents rated them with an average greater than 8.5/10. This indicates that the majority of respondents felt it was a high quality experience based on the Arts Council’s indicators for audiences.

Responses to the question: “In what way(s), if any, have your thoughts or feelings about your life / future changed, as a result of attending FLOOD: ABUNDANCE (PART 2)?” varied. Roughly half of respondents answered the question though 21/65 responses stated a variation of no/none/N/A. Other responses included comments relating to the art form, performance and issues raised within the production. A small number referenced the respondent’s feelings about Hull. The variety of responses can be read in the accompanying spreadsheet.

Responses to the question: “In what way(s), if any, have your thoughts or feelings about other people changed, as a result of attending FLOOD: ABUNDANCE (PART 2)?” varied. Roughly half of respondents answered the question though 24/65 responses stated a variation of no/not/not at all. Most other responses focused on the theme of immigration, though some discussed other people at the performance. The variety of responses can be read in the accompanying spreadsheet.

Roughly half of respondents responded to the ‘Any further comments’ question. The variety of responses can be read in the accompanying spreadsheet.

Three quarters of respondents are Hull residents and the remaining quarter were visitors. 100% of the Hull residents are intending to attend or take part in further City of Culture events. However, based on reported motivations for attending Part 2, this intention probably pre-dates their attendance at this performance.

33% of visitors came just for Flood Part 2, whilst 20% came because Hull is City of Culture and another 20% came to take in some arts / culture / heritage generally. 13% work in Hull but live elsewhere. All respondents had been to Hull before coming to Part 2, with most coming more than 6 times per year already. Less than 5% of all respondents were overnight visitors, and those who were stayed with friends, family or in a caravan they rent on a long term basis.

Audience postcodes break down as follows:

|  |  |
| --- | --- |
| HU1 | 2% |
| HU2 | 0% |
| HU3 | 3% |
| HU4 | 6% |
| HU5 | 29% |
| HU6 | 2% |
| HU7 | 4% |
| HU8 | 5% |
| HU9 | 7% |
| Other HU | 30% |
| Other | 12% |

30% of reported attendees were aged 35-54 and 45% were aged 55-75.