

# Audiences for Light Art

A few thoughts...

 the audience agency

Understand who your audiences are.  
Discover who they could be.

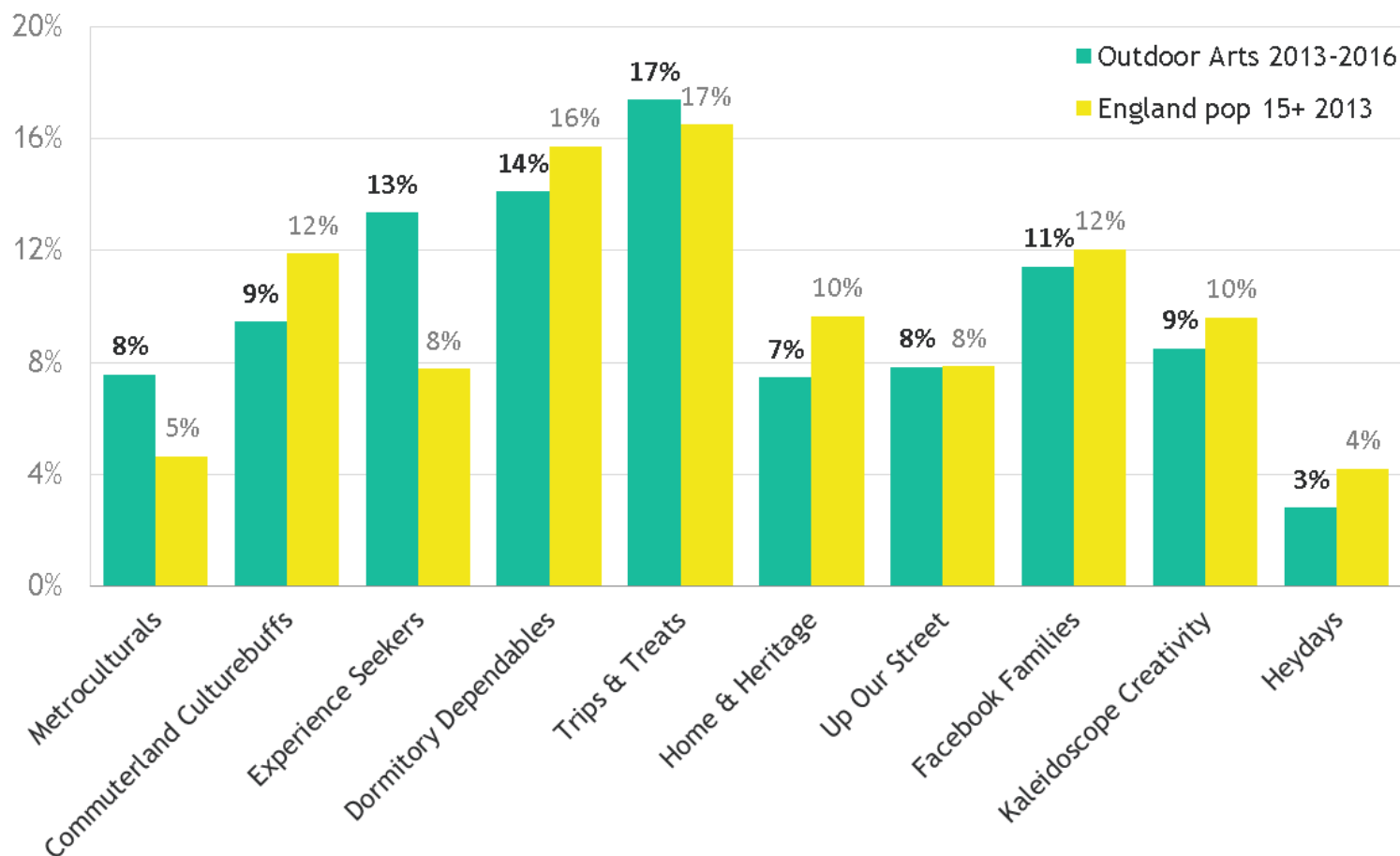
*What draws  
moths to  
a light?*

# Outdoor Arts Research

- 3 Years, 40+ organisations
- 30,000 surveys
- in partnership with ISAN
- Standardised questions
  - 10 on demographics
  - others modular
- + Short form
- (mostly) assisted completion



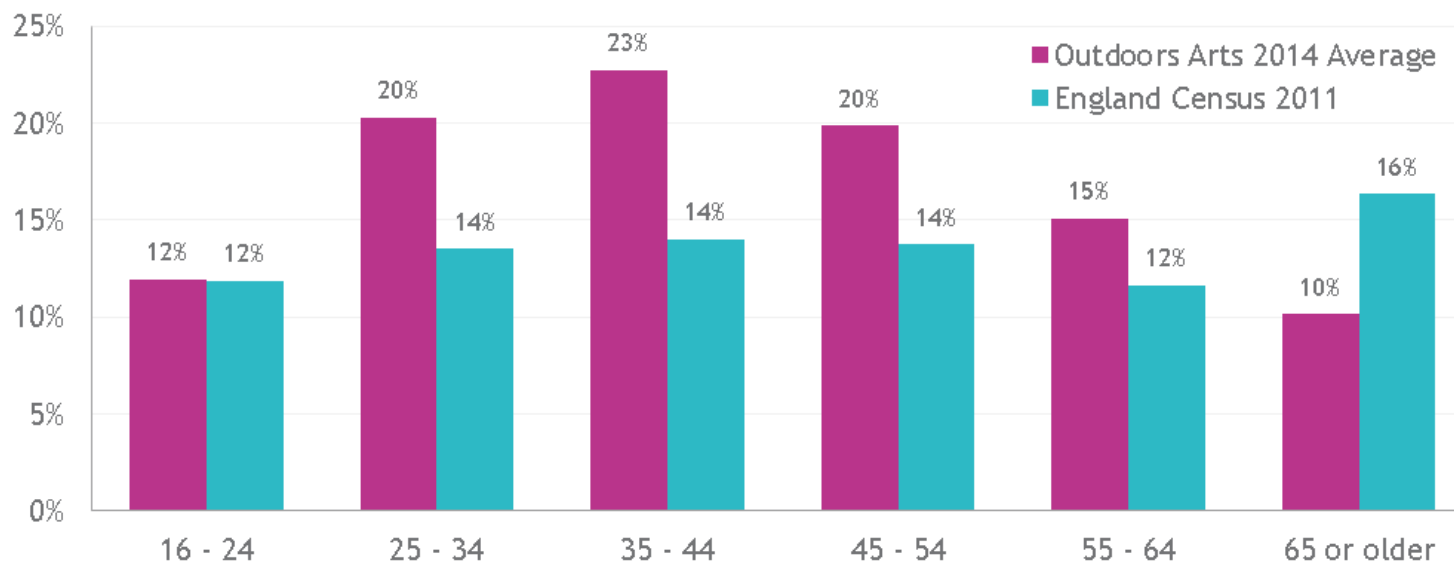
# Profile of Outdoor Arts Attenders



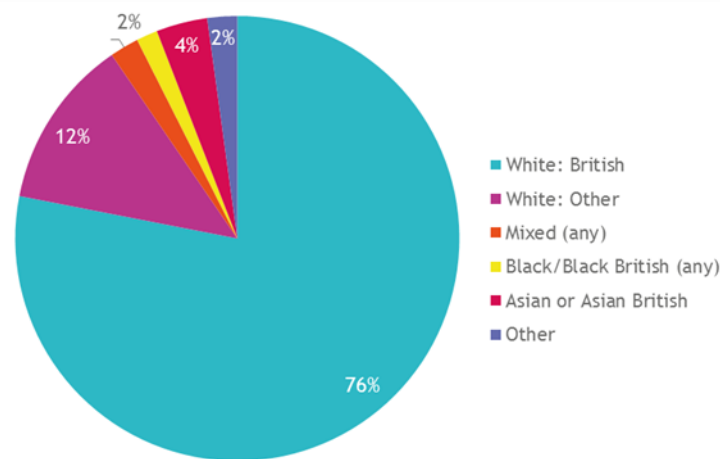
10% hadn't been to any other art that year



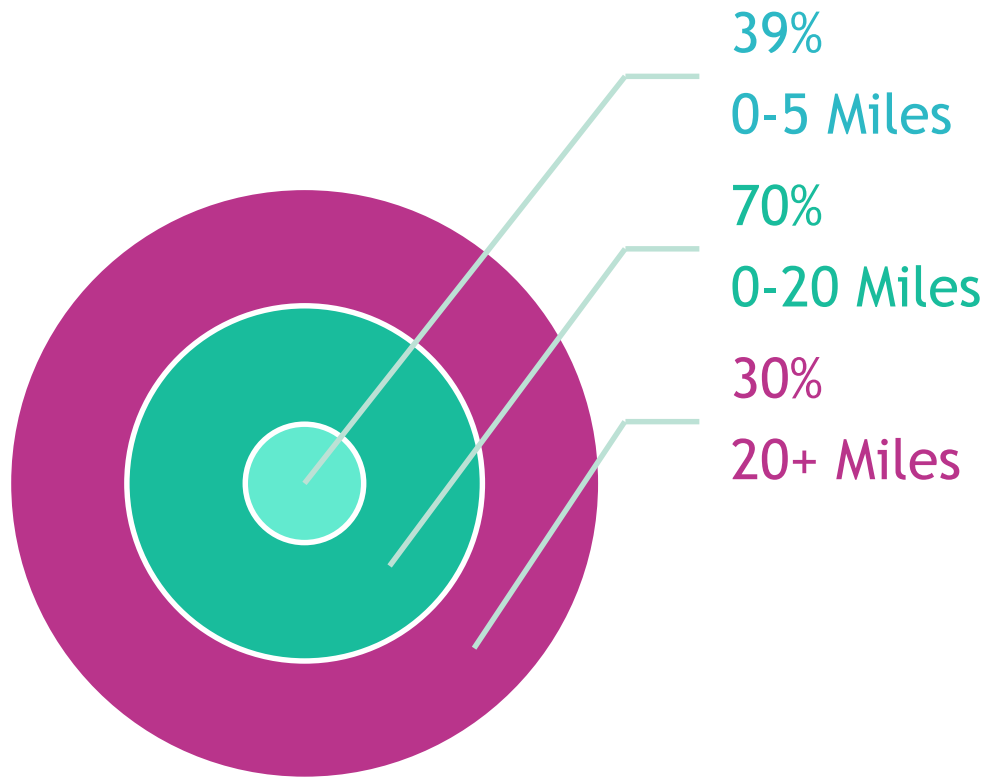
# Profile of Outdoor Arts Attenders



Why does it reach  
such a **broad**  
**audience?**



## Distance Travelled by Outdoor Arts Attenders

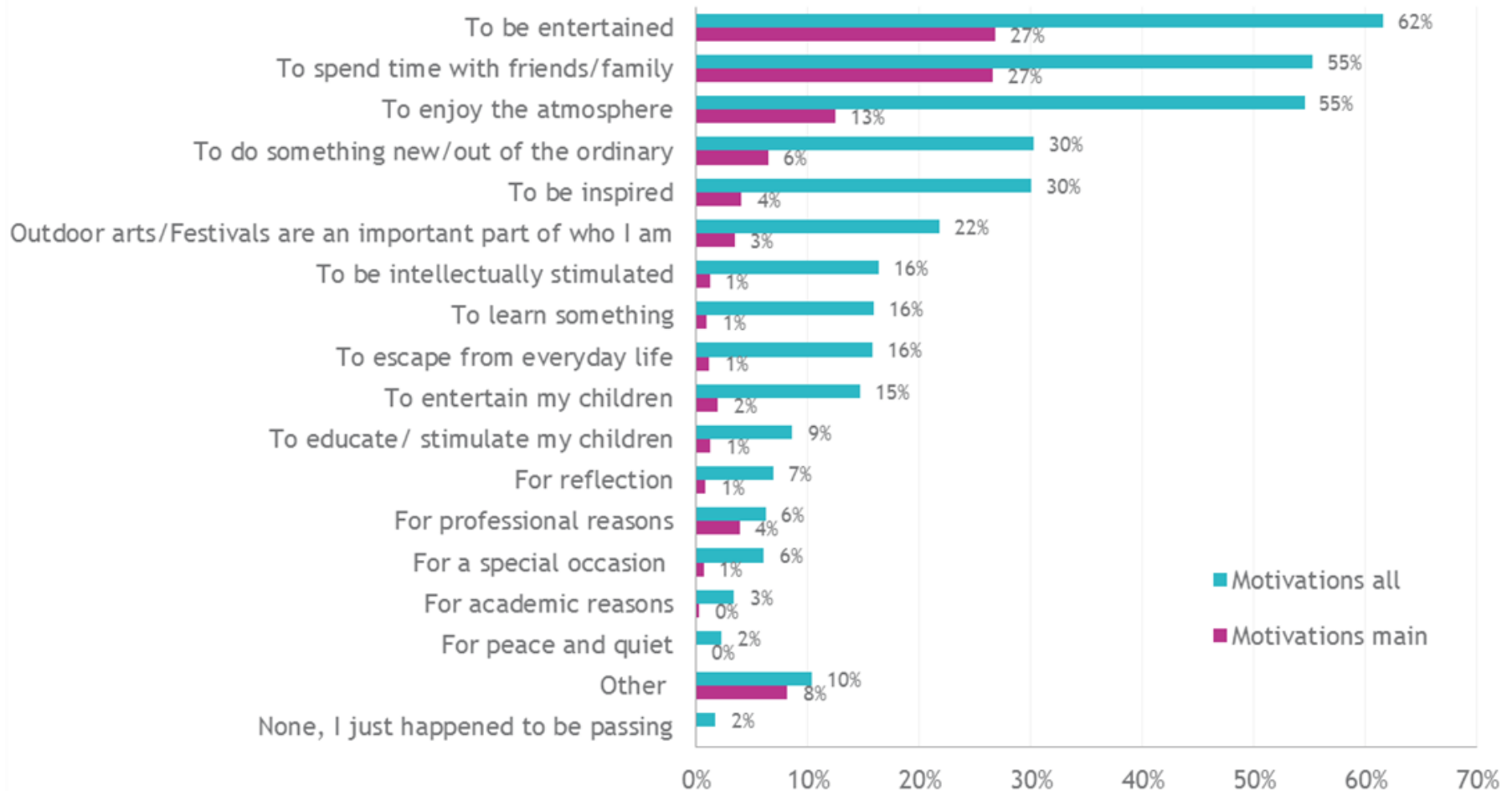


But **80%** of those visiting from 'out of the area' said the art was the main reason for visiting.

Is it about **place-making** more than specifically cultural tourism?



# Motivations for Attendance



So what is outdoor art doing/**not** doing?



# What Do Audiences Think?



## What Do Audiences Think?

“Outdoor arts consistently rates highly for quality of experience. **A staggering 97% of people rated the quality of experience as ‘good’ or ‘very good’.** This goes some way in positively answering the question whether outdoor arts audiences are actually experiencing good art.”

- Jonathan Goodacre



# What Do Audiences Think?



*The blue and the dim  
and the dark cloths*

*Of night and light  
and the half-light...*

*W B Yeats*