

Active Adelaide

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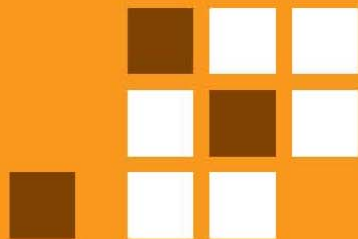
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Overview	1
Conclusions	2
Survey Findings	3
Events	4
Attendance of Adelaide events.....	4
Average spend on entry tickets.....	5
Average spend on food, beverages, merchandise and other expenses	7
Leisure activities	9
Frequency of activities	10
Appendices	13
Methodology	
Respondent profile	

Where is the wisdom
we have lost in knowledge?

Where is the knowledge
we have lost in information?

TS Elliot

Overview

South Australia lives up to its reputation as the Festival State, holding local, national and international festivals and events in the heart of Adelaide throughout the sunny season. The question arises as to whether locals support these events put on by their State and to what extent such festivals generate the flow of money through the South Australian economy.

A short survey of metropolitan Adelaide residents was taken to measure how many attend and which segments of the Adelaide market are more akin to certain festivals. Average expenditure on festival tickets as well as associated items such as food and merchandise was also measured.

This provoked a curiosity as to the ways in which Adelaidians typically spend their precious leisure time. The report shows how frequently the residents of Adelaide do certain leisure activities and who enjoys specific recreations across gender, age, household and income segments.

Conclusions

South Australians are active, coffee-drinking green thumbs who prefer spending time in their gardens to going to the pub. There is a high tendency for 'healthy pursuits' such as gardening and exercising. The survey's results were especially heartening given the growing concerns of obesity in Australia. It appears that South Australians are heeding the call when it comes to the importance of leading an active lifestyle.

Of the 300 respondents, 90 percent said they either ride a bike, go for a walk or do some other form of exercise at least once a week. In addition to this, 57 percent said they enjoyed getting out in the garden. The survey showed South Australians were not only active, but social as well. With 56 percent heading to a café at least once a week, Adelaide's latte lifestyle appears alive and well..

The survey recorded responses from participants over the age of 18 in the Adelaide metropolitan area during the past quarter, asking them to indicate how often they partake in leisure activities such as going to live events and exercising to playing video games and watching DVDs.

It appears that watching DVDs is becoming far more popular than going to the cinema, with 49 percent of respondents opting to stay at home to watch a movie at least once a week, compared to 8% taking a trip to the flicks. This may have something to do with the significant price difference, or it could be that people prefer the convenience of watching movies in their own home.

The survey also found that South Australians were shunning live entertainment such as bands or trips to the theatre. Only 3 percent of respondents indicated they would go and see live music on a weekly basis, with 63 percent only doing so on a yearly basis or less. The results for live theatre were even more surprising, with 70% seeing a show no more than once a year.

The survey painted a picture of South Australians who loved being on the go and enjoyed the lifestyle Adelaide had to offer.

Survey Findings

Events

Attendance of Adelaide events

When asked which events they recently attended, almost one third of Adelaidians [32%] said the **Adelaide Fringe Festival**.

Consequently this festival was the big winner among all events. The Fringe festival attracted mainly families [41%]; those aged between 40 and 49 [45%]; and those earning over \$80,000 per year [55%].

Furthermore, 19% of the respondents attended the **Adelaide Festival of Arts**, attracting mainly young people [31%] and those in the highest income bracket [33%]; 12% attended the **V8 Clipsal 500**; and 11% the **Harvey Norman SAFM Skyshow**, attracting mainly those aged 18 to 24 [28%].

A total of 9% of the respondents went to **WOMAdelaide** [32% of 18 to 24 year olds attended]; and 6% to **The Parade Food, Wine and Music Festival**, more so those aged 50 to 59 [13%]. A further 5% attended the **Caravan, Camping and Off-road show**.

Just under half of all Adelaidians [46%] said that they had attended none of the 14 events recently held in Adelaide.

Average spend on entry tickets

On average, each Adelaide resident indicated that they spent \$70 on entry tickets to recent local events.

Males [\$95] spend on average almost twice the amount of money than do females [\$46], expectedly owing to the question specifics – ‘...this doesn’t include spending of others on your behalf, but does include your spending for others’.

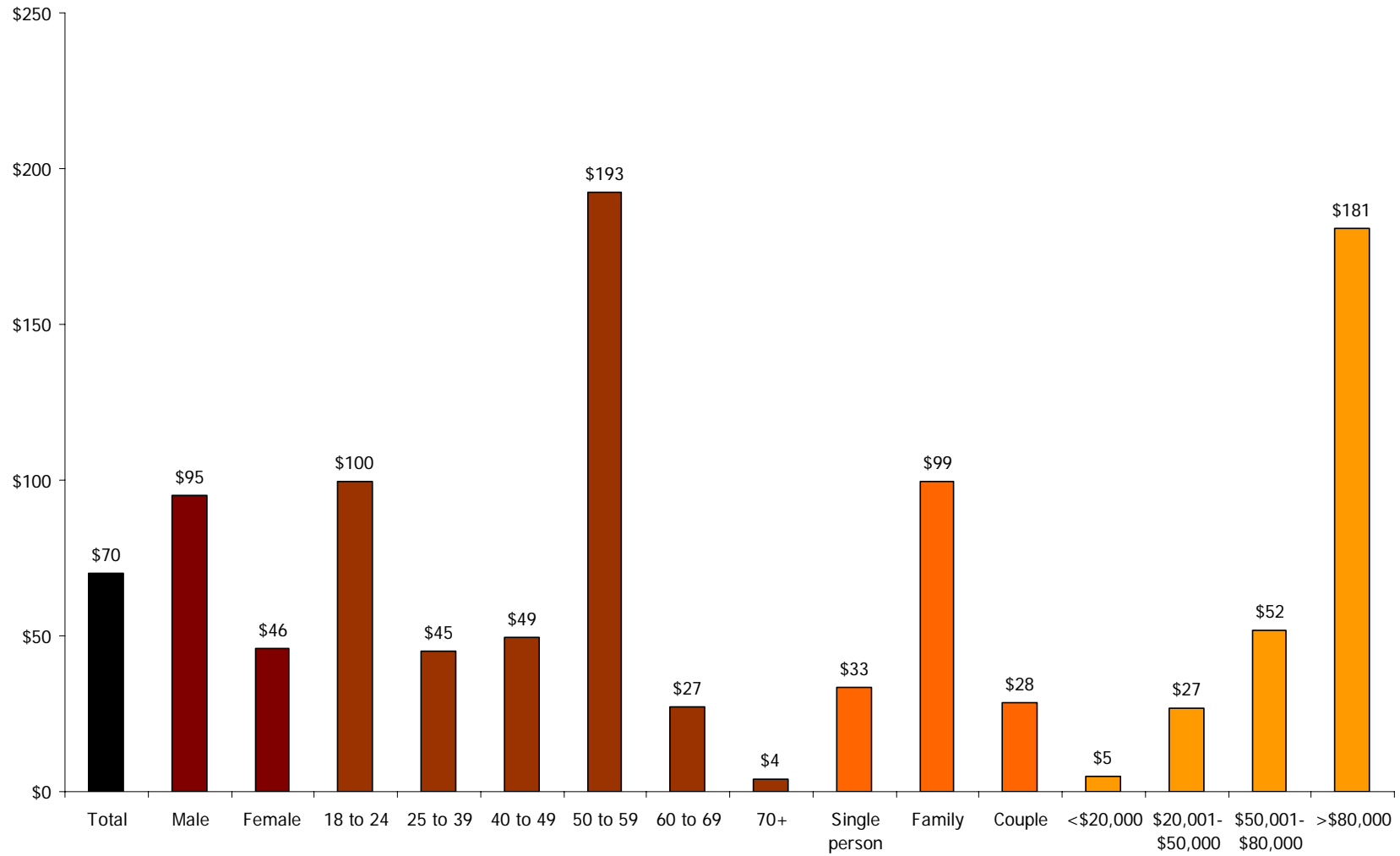
People in the age group of 50 to 59 generated the highest average spend on recent Adelaide events among all other demographic segments at \$193 per person. Those aged 18 to 24 average \$100 spend each on entry tickets.

Most likely due to larger numbers, families [\$99] spent significantly more than singles [\$33] or couples [28%].

Also to be expected, those in the highest household income bracket – of more than \$80,000 per annum – spent more at recent Adelaide festivals [\$181].

Refer to the subsequent chart for further detail.

AVERAGE SPEND ON ENTRY TICKETS



Average spend on food, beverages, merchandise and other expenses

For the total sample, the average spend on food, beverages, merchandise and other expenses associated with attending recent Adelaide events was \$52 per person. Similar trends exist across demographic groups as in the previous question. It is important to stress that as for the attendance figures, spending is self-reported and may differ from actual in some instances.

Average spend varies among age segments. Those aged 50 to 59 spent on average more than other age groups [\$87], closely followed by 25 to 39 year olds [\$72].

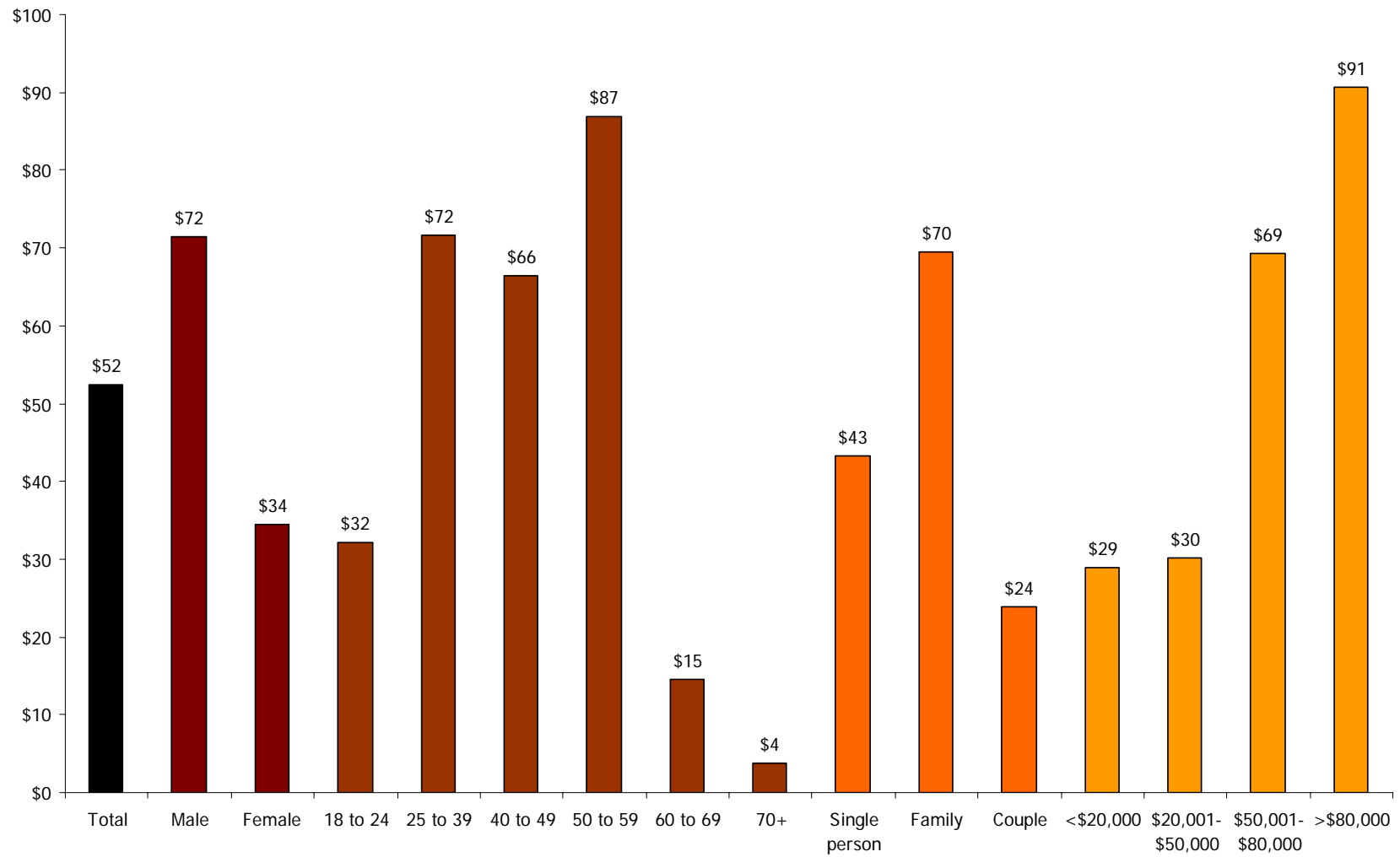
As expected, males [\$72] spend on average twice the amount of money than do females [\$34], owing to question specifics – ‘...how much would you estimate that you personally spent...’.

Unsurprisingly, those with more than \$80,000 household income hold the highest average spend on event associated expenses [\$91].

Similar to event tickets, families [\$70] spent more than others on food, beverages, merchandise and other expenses. It is interesting to note that single persons [\$43] spent significantly more than couples [\$24].

Refer to the subsequent chart for further detail.

AVERAGE SPEND ON FOOD, BEVERAGES, MERCHANDISING AND OTHER EXPENSES



Leisure activities

Overall, the people of Adelaide are very physically active. The most popular activities involve riding a bike, going for a walk, gardening, going to sporting events and other exercise.

They also enjoy leaving the house to visit cafés, restaurants and pubs. Survey results reflect a “coffee society”, in congruence with the rise of franchised cafes in metropolitan Adelaide. Refreshingly, young people seem to be more active than most.

Further detail lies in the subsequent table and explanatory text.

Frequency of activities

	Daily	Weekly+	Monthly+	Six monthly+	Yearly+	Less often
RIDE A BIKE, GO FOR A WALK OR OTHER EXERCISE	34%	56%	2%	2%	0%	7%
GARDENING	12%	45%	15%	3%	3%	22%
GO TO A CAFÉ FOR A COFFEE OR TEA	6%	50%	28%	6%	3%	7%
GO TO A RESTAURANT OR CAFÉ FOR A MEAL	0%	36%	46%	10%	2%	6%
SEE A MOVIE ON DVD OR VIDEO AT HOME	1%	48%	27%	8%	2%	14%
GO TO A PUB OR HOTEL FOR AN ALCOHOLIC DRINK	0%	26%	24%	11%	5%	34%
GO TO A SPORTING EVENT	0%	21%	19%	13%	10%	34%
SEE A MOVIE AT A CINEMA	0%	8%	46%	20%	7%	20%
GO TO SEE LIVE MUSIC	0%	3%	13%	22%	19%	44%
VISIT A WINERY	0%	0%	6%	18%	26%	51%
PLAY A VIDEO GAME	5%	9%	10%	3%	4%	69%
GO TO THE THEATRE	0%	0%	12%	17%	15%	55%

The most popular leisure activity is to **ride a bike, go for a walk or do other exercise**. Over one third of the total sample [34%] said they do so daily and over a half [56%] weekly+. All of those aged under 24 years [100%] exercise daily [23%] or weekly+ [77%]. Under half of those aged 50 to 69 [43%] exercise daily.

Gardening is also a favorite leisure activity. Over half of the total sample [57%] are in the garden daily [12%] or weekly+ [45%]. Gardening is especially for the 50 to 69 age bracket [71% weekly+]. Couples garden more regularly than others [51% weekly+, 17% daily]. Those in the highest household income bracket garden less frequently [38% weekly+].

Going to a café for a coffee or tea is a very popular occasion for Adelaide residents, where 6% do so daily and half [50%] do so weekly. This is more popular among young people aged 18 to 24 [79% weekly+]. Furthermore, 61% of those aged 50 to 59 frequent cafés weekly or more.

Going to a restaurant or café for a meal is also a popular activity. One third [36%] of all respondents said they do this weekly+ and 46% go monthly+. This is a favorite activity among those in the 18 to 24 age bracket, where 97% go weekly+ [47%] or monthly+ [50%], more frequently than other age groups. Over half of the 60 to 69 year olds also like to go to a restaurant or café more often than weekly [54%]. Those in the highest income bracket go out for meals more frequently [49% weekly+].

Many metropolitan residents **see a movie on DVD or video at home** either weekly+ [49%] or monthly+ [27%]. This is more popular among young people, where 85% watch a movie weekly, if not more frequently. Families are more likely to do so [56% weekly+].

One quarter of the total sample [26%] **go to a pub or hotel for an alcoholic drink** weekly+, and another quarter [24%] go out for a drink monthly+. This activity is also a favorite among the 18 to 24 age group [54%]. Males go to pubs and hotels more frequently than females. As do those earning over \$80,000 per annum, where 43% go weekly+.

One quarter of Adelaidians [24%] **go to a sporting event** more often than weekly. Young people tend to go to a sporting event more often, where 17% go daily. One third of Adelaide families [33%] attend sporting events weekly or more often.

It seems that the majority of Adelaide residents **see a movie at the cinema** monthly+ [54%] or six monthly+ [20%]. This activity is also more common among young people, where 23% go to the cinema weekly+ and two thirds [66%] go monthly+. Those in the lowest household income bracket go less frequently, where only 25% go monthly+.

A total of 15% **go to see live music** monthly or more in their leisure time. This is more common among younger people [29% monthly+].

One quarter of respondents [26%] **visit a winery** yearly+ and half visit less often than annually [51%]. This is more common among those earning over \$80,000 [13% monthly+].

A rather less popular leisure activity is **playing a video game**. Over two thirds [69%] of the total sample do so less often than once a year. However, a majority of young people aged 18 to 24 [65%] play video games daily [17%], weekly+ [25%], or monthly+ [23%]. Furthermore, 82% of females play less often than annually, if at all.

The least common activity among residents of Adelaide is to **go to the theatre**. Over half of the respondents [56%] go less often than once a year. People aged between 50 and 59 frequent the theatre more often than most [42% six monthly+]. One quarter of single people [24%] go monthly+.

Appendices

Methodology

A total of 300 telephone interviews with metropolitan Adelaide adults were conducted in the Square Holes facility on Regent Street North in Adelaide in March 2006. The area surveyed was selected as postcodes within the Adelaide Statistical Division of the Australian Bureau of Statistics. Household contact details were randomly generated using an electronic whitepages product.

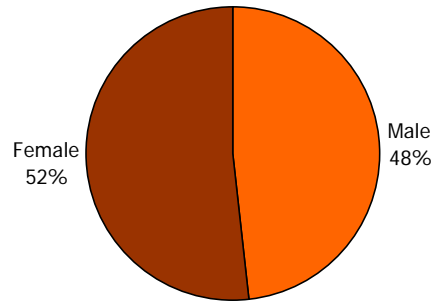
The questionnaire was based on attendance and expenditure at local events and frequency of leisure activities.

All interviewers were IQCA trained and experienced. Staff were fully briefed prior to commencing and a supervisor managed the team at all times.

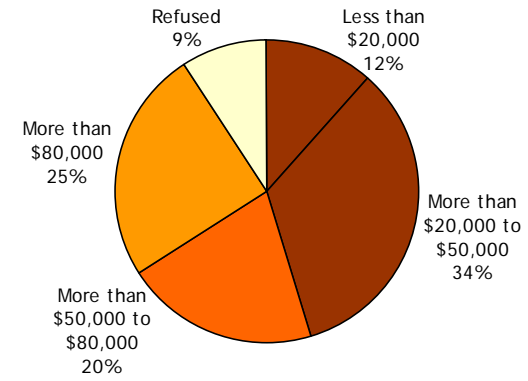
Respondents were selected at random within the households contacted. The resulting sample was then statistically weighted to the exact age and gender profile of metropolitan Adelaide according to Census figures collected by the Australian Bureau of Statistics. Cross-tabulations were produced using the statistical package SPSS.

Respondent profile

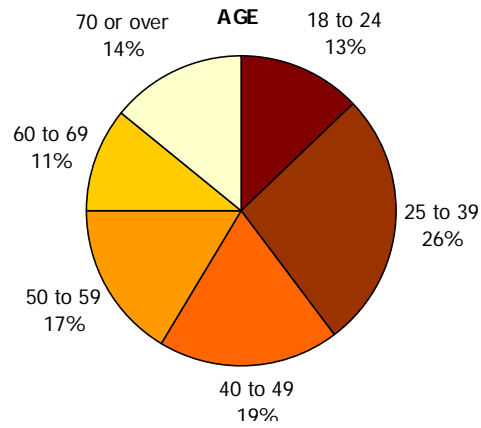
GENDER



HOUSEHOLD INCOME



AGE



HOUSEHOLD DESCRIPTION

