



**Asset Research**  
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Information for Success

# **Report on the City of Fremantle School Holiday Fun Survey October 2009**

**(October 2009)**

**Prepared by**

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**Report on the City of Fremantle**  
**School Holiday Fun Survey – October 2009**

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## **1.0 METHODOLOGY**

Over three days during the second week of the October School Holidays; the 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> of October, a range of school holiday activities were held in King's Square by the City of Fremantle. In order to develop a better understanding of the types of people attending the School Holiday Fun activities as well as to assist with planning for future events an intercept survey was conducted in King's Square for the duration of the activities.

Potential respondents were selected on a random basis from people with children attending the events.

A total of 204 respondents participated in the survey. The responses have provided a sampling error within +/- 5% at the 95% confidence level for all overall results.

The results quoted in this report are considered to be satisfactory in terms of survey and reporting accuracy and reliability to meet required standards.

The resultant data was collated using Asset's statistical analysis software and used to form the basis of this report.

## **2.0 EXECUTIVE SUMMARY**

Over three days during the second week of the October School Holidays; the 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> of October, a range of school holiday activities were held in King's Square by the City of Fremantle. In order to develop a better understanding of the types of people attending the School Holiday Fun activities as well as to assist with planning for future events an intercept survey was conducted in King's Square for the duration of the activities.

A total of 204 respondents participated in the survey. The responses have provided a sampling error within +/- 5% at the 95% confidence level for all overall results.

- **Reasons for Visiting Fremantle**

The majority of respondents came to Fremantle specifically for the Fremantle School Holiday Fun activities (71.2%). 7.8% came for a general outing, 6.3% came for shopping, 5.4% came for sightseeing and 3.9% advised that they came to go to restaurants/cafes. 5.4% provided other reasons for coming to Fremantle.

60% of respondents were unlikely to have come to Fremantle if the School Holiday Fun activities were not on. 32.7% advised that they would not have come with 27.3% indicating that it is unlikely that they would have. 22.4% of respondents definitely would have come to Fremantle anyway with a further 17.6% indicating that they were likely to have come.

- **Method of Transport**

The majority of respondents used cars to get to Fremantle (68.3%). This was followed by the bus (15.6%) and the train (9.8%). A larger proportion of respondents living in Fremantle walked (3.9%) or cycled (2.4%) to the activities.

- **Nationality of Visitors**

95.6% of respondents in this survey period lived in the Perth metropolitan area compared to 4.4% who were visiting from intrastate, interstate or overseas.

- **Locality of Metropolitan Area Visitors**

The largest proportion of visitors came from the suburbs directly surrounding those within the bounds of the City of Fremantle (23.6%) followed by those to the south of the Fremantle environment (19.9%). Fremantle visitors represented 16.2% of those attending the activities, with a further 12.9% from the northern suburbs, 12.3% from the eastern suburbs and 10.7% from the western suburbs. As indicated in graph 4, 4.4% of visitors came from intrastate, interstate or overseas.

- **Frequency of Visits to Fremantle**

The largest proportion of visitors to the School Holiday Fun activities came to Fremantle twice a week or more (17.2%), followed by monthly (15.2%) and weekly (14.7%). While 11.8% of visitors usually came to Fremantle fortnightly, the remaining 41.1% came to Fremantle every two months or less. This indicates that the School Holiday Fun activities are an attractant to people who do not visit Fremantle with a great deal of frequency.

- **Number of Event Attendees**

A count of School Holiday Fun activity attendees was made by the City of Fremantle. This indicated that 2,100 people visited the activities over the course of their three days. The completed surveys represented 347 adults and 556 children, for a total of 903 attendees, or 43% of those attending the School Holiday Fun activities.

The largest proportion of adults came by themselves (50.2%). Groups consisting of 2 adults represented 37.1% of respondents with those having 3 adults representing 7.3%. 5.5% of respondents came in groups with 4 or more adults.

- **Number of Times Respondent has Attended the Event**

23.4% of attendees had visited the School Holiday Fun activities previously. 76.6% advised that they had not.

- **School Holiday Fun Activity Awareness**

Respondents were made aware of the School Holiday Fun activities by a variety of means. 22.1% of respondents advised that they became aware by word of mouth from family and friends. 18.2% of respondents advised that chance played a major part of their awareness, only noticing the event when walking or driving by. 14.8% of respondents noted that they became aware through their local newspaper, with a further 14.8% noting the newspaper as a source, although this may incorporate both local and State based newspapers. 12.8% became aware through the Parent's Paper and 8.5% through the Sunday Times.

- **Satisfaction with Shopping Experience**

The majority of respondents (93.9%) who had attended the School Holiday Fun activities were 'at least' satisfied. 43.1% of these respondents were very satisfied with the experience with a further 50.8% being satisfied.

2.0% of respondents were 'at most' dissatisfied with the experience with 1.5% being dissatisfied and a further 0.5% being very dissatisfied. 4.1% of respondents advised that they could not say how satisfied they were.

- **Event - Positive Characteristics**

Respondents were asked what they liked about the School Holiday Fun activities. The key responses were:

➤ Free	(30.1%)
➤ Variety/range of activities	(25.1%)
➤ Fun	(10.4%)
➤ Activities	(7.1%)
➤ Atmosphere	(7.1%)
➤ Specific activities	(3.8%)
➤ Face painting	(2.7%)

- **Event - Areas for Improvement**

Respondents were asked what they thought would improve the School Holiday Fun activities. The key responses were:

➤ Nothing requires improvement	(29.8%)
➤ More face painters	(15.1%)
➤ More activities	(9.3%)
➤ Reduce queues	(6.8%)
➤ Refreshments needed	(5.4%)
➤ More activities for older children	(5.4%)
➤ More games/rides	(4.4%)
➤ More staff	(3.4%)
➤ More stalls/variety	(2.4%)

- **Activities While in Fremantle**

70.7% of all survey respondents planned to undertake additional activities involving spending money in Fremantle in addition to attending the School Holiday Fun activities.

The largest proportion of respondents would also have lunch while in Fremantle (30.7%). This was followed by 24.8% who planned to do shopping. 17.1% of respondents intended to do nothing else other than attend the School Holiday Fun activities and a further 4.4% planned to undertake sightseeing.

- **Dollar Spend**

180 respondents indicated that they intended to spend money during their visit to Fremantle (25 did not intend to spend anything). The total accumulated spend across all respondents to the survey was \$11,910. Based on an average across all adults tallied in the survey figures (347) it is estimated that **the dollar spend would be \$34.32 per adult.**

This is a broad figure (\$34.32 per adult) and needs to be applied to total crowd figures conservatively. Given that adults represented 38.4% of the sample surveyed it is safe to assume that this can be applied to the total number of visitors to the activities to determine the number of adults attending. **Based on total crowd figures of 2,100 over the three days it is estimated that 806 adults visited the activities with an overall spend of \$27,662 in Fremantle.**

Survey statistics showed that 60% of respondents were unlikely to have come to Fremantle if the School Holiday Fun activities were not on. **Based on this it is conservatively estimated that the School Holiday Fun activities brought in \$15,971 dollars which would otherwise not have been spent in Fremantle.**

- **Promotional/Advertising Material Awareness**

37.2% of respondents had seen promotional /advertising material relating to shopping in Fremantle in recent times. 62.8% of respondents could not recall seeing any promotional /advertising material relating to in Fremantle in recent times.

- **Event Hosting Awareness**

38.5% of respondents believed they were aware of who the hosts of the event were. 61.5% advised that they did not know who the hosts were.

- **Demographics**

- 86.7% of all respondents were female compared to 13.3% who were male. It was expected that there would be an extreme imbalance in genders attending the event which was realized in the survey results.
- Age ranges for all respondents were clustered in the 25 to 44 age range, as would be expected from an event to which mothers would bring children during school holidays. 52.0% of respondents were in the 25 – 34 age group, 8.9% were between 35 – 44, 5.7% between 45 – 54 and 65 and over. 0.5% of respondents were between 18 – 34.
- 34.7% of respondents were not employed – 32.1% of these classified themselves as full-time mothers. 33.4% of all respondents were employed full-time, 17.1% were part-time employees and 0.5% employed on a casual basis. 2.6% of respondents were students, and 10% were retired. 1.6% of respondents were self-employed.
- Of the overall respondents who were surveyed and were employed, 33.0% were employed in a professional capacity, 19.6% were technicians or associated professionals and 17.5%

were employed in a clerical, sales or service capacity. 15.5% were tradespeople, and a further 13.4% advised that they were blue collar workers.

### **3.0 RESULTS OF THE SURVEY**

This section summarises the results of the survey. The results are presented in broad category headings representing the general topic areas included in the questionnaire.

Demographic results are included in Appendix 2, and are only mentioned in the body of the report if they demonstrate significant differences.

#### **3.1 Reasons for Visiting Fremantle**

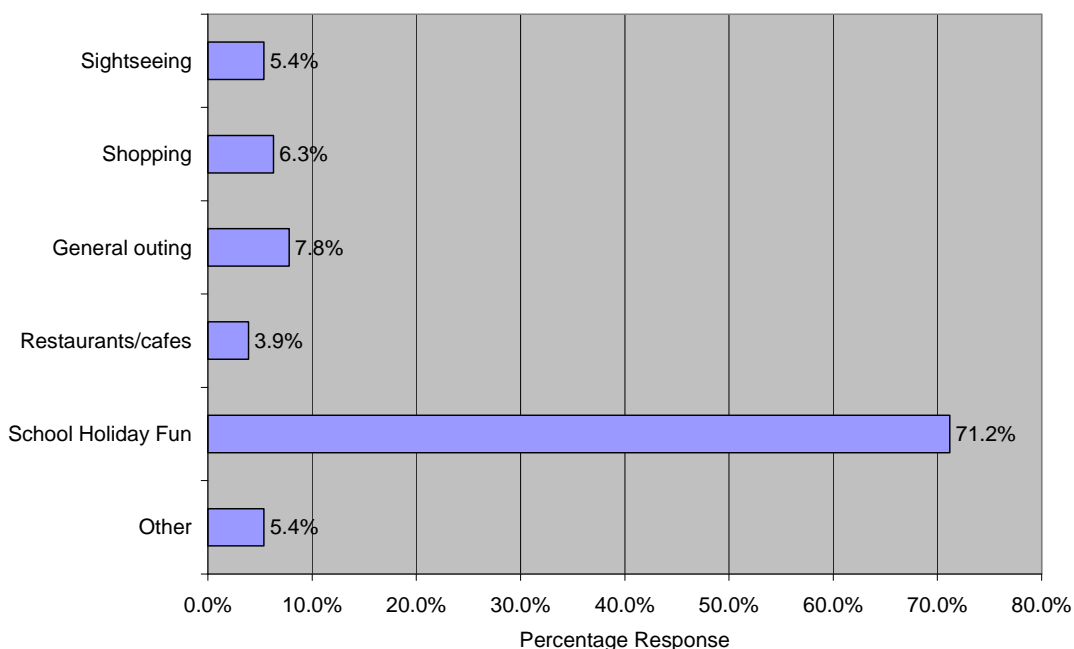
**3.1.1.** All survey respondents were asked:

**“Why did you come to Fremantle today?”**

Respondents were asked to select their key reason for coming to Fremantle on the day they were surveyed.

Graph 1 shows that the majority of respondents came to Fremantle specifically for the Fremantle School Holiday Fun activities (71.2%). 7.8% came for a general outing, 6.3% came for shopping, 5.4% came for sightseeing and 3.9% advised that they came to go to restaurants/cafes. 5.4% provided other reasons for coming to Fremantle.

**Graph 1 Reason for Coming to Fremantle**



3.1.2. All survey respondents were asked:

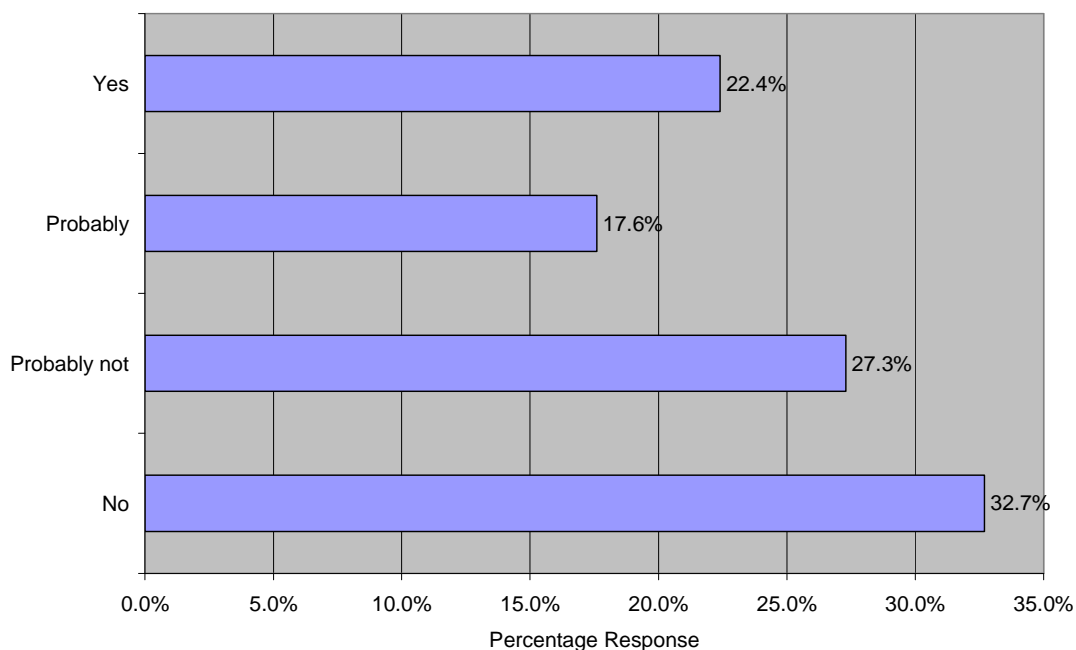
**“Would you have come to Fremantle today if the School Holiday Fun activities were not on?”**

Graph 2 shows that 60% of respondents were unlikely to have come to Fremantle if the School Holiday Fun activities were not on. 32.7% advised that they would not have come with 27.3% indicating that it is unlikely that they would have.

22.4% of respondents definitely would have come to Fremantle anyway with a further 17.6% indicating that they were likely to have come.

This result is a positive indicator that the Fremantle School Holiday Fun activities attracted a large number of family groups (60% of activity attendees) to the City that would otherwise not have come.

**Graph 2 Would they Have Come to Fremantle Anyway**



### 3.2     Transport Method

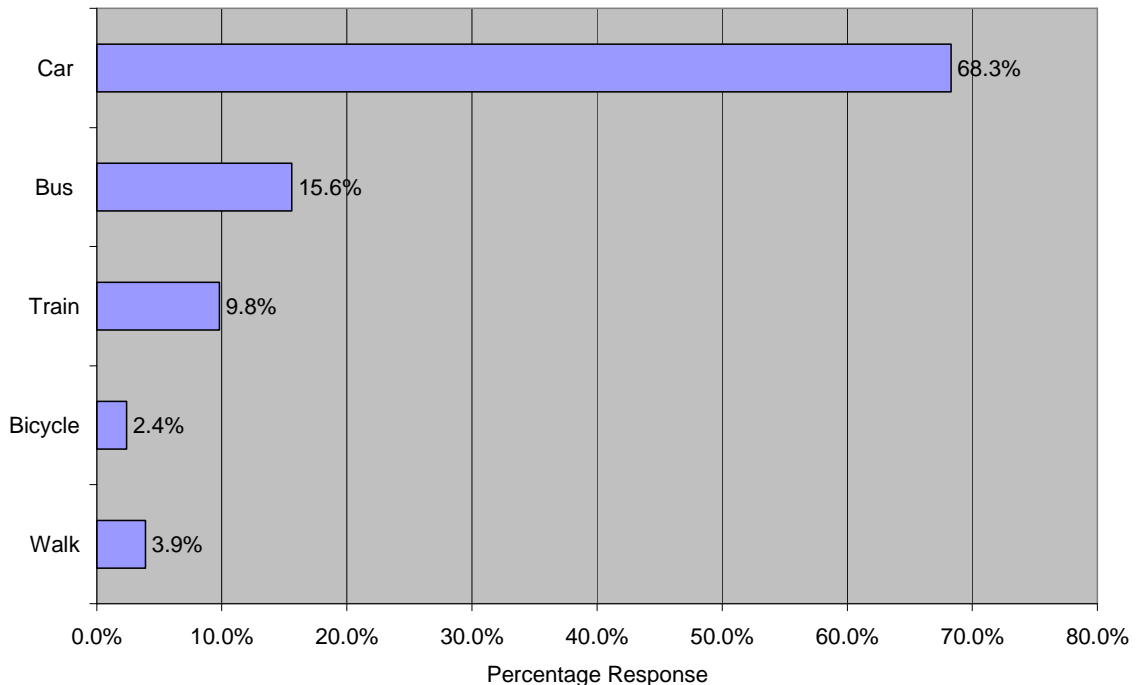
All survey respondents were asked:

**“How did you get to Fremantle today?”**

Graph 3 shows that the car is the primary mode of transport for survey respondents. The majority of respondents used cars to get to Fremantle (68.3%). This was followed by the bus (15.6%) and the train (9.8%).

A larger proportion of respondents living in Fremantle walked (3.9%) or cycled (2.4%) to the activities.

**Graph 3**     **Method of Transport**



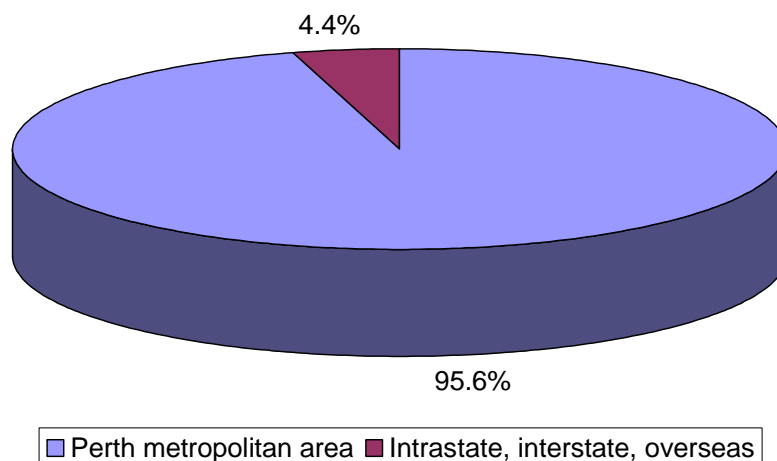
### **3.3 Origin of Fremantle Visitors**

**3.3.1** All survey respondents were asked:

**“Do you usually live in the Perth metropolitan area?”**

Graph 4 shows that 95.6% of respondents in this survey period lived in the Perth metropolitan area compared to 4.4% who were visiting from intrastate, interstate or overseas.

**Graph 4 Origin of Visitors**



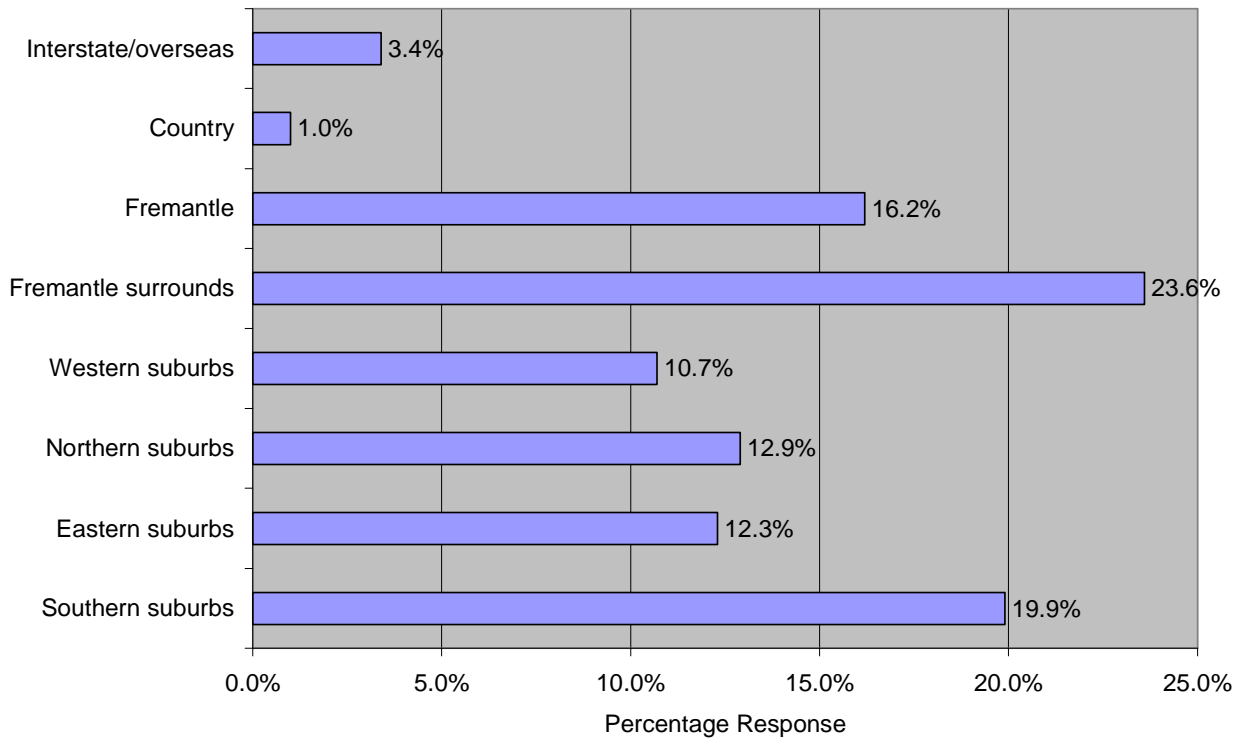
**3.3.2** All survey respondents who did live in the Perth metropolitan area (359) were asked:

**“What suburb do you live in?”**

Graph 5, presented overleaf, shows that survey respondents from the Perth metropolitan area were broadly spread across the metropolitan area.

The largest proportion of visitors came from the suburbs directly surrounding those within the bounds of the City of Fremantle (23.6%) followed by those to the south of the Fremantle environment (19.9%). Fremantle visitors represented 16.2% of those attending the activities, with a further 12.9% from the northern suburbs, 12.3% from the eastern suburbs and 10.7% from the western suburbs. As indicated in graph 4, 4.4% of visitors came from intrastate, interstate or overseas.

**Graph 5**    **Locality of Visitors**



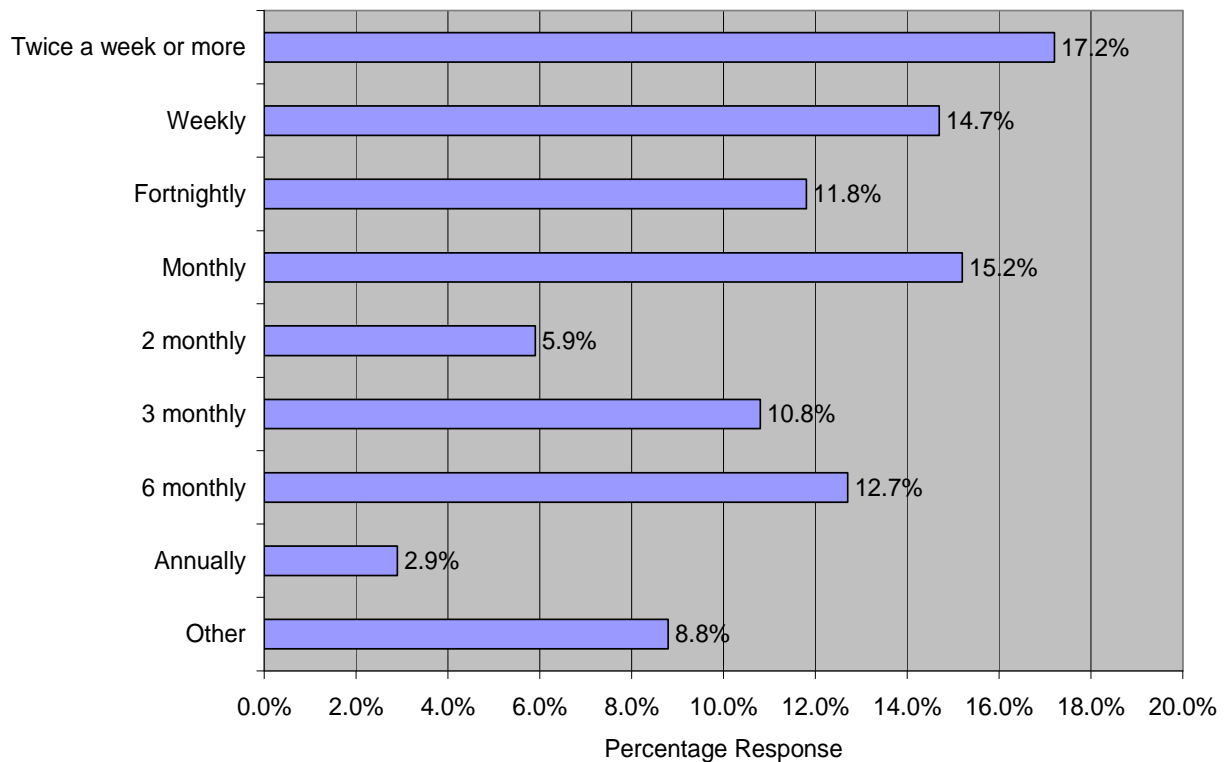
### **3.4 Frequency of Visits to Fremantle**

All survey respondents were asked:

**“How often do you come to Fremantle?”**

Graph 6 shows that the largest proportion of visitors to the School Holiday Fun activities came to Fremantle twice a week or more (17.2%), followed by monthly (15.2%) and weekly (14.7%). While 11.8% of visitors usually came to Fremantle fortnightly, the remaining 41.1% came to Fremantle every two months or less. This indicates that the School Holiday Fun activities are an attractant to people who do not visit Fremantle with a great deal of frequency.

**Graph 6 Frequency of Visits to Fremantle**



### **3.5 Number of Event Attendees**

All survey respondents were asked:

**“How many people are you here with today?”**

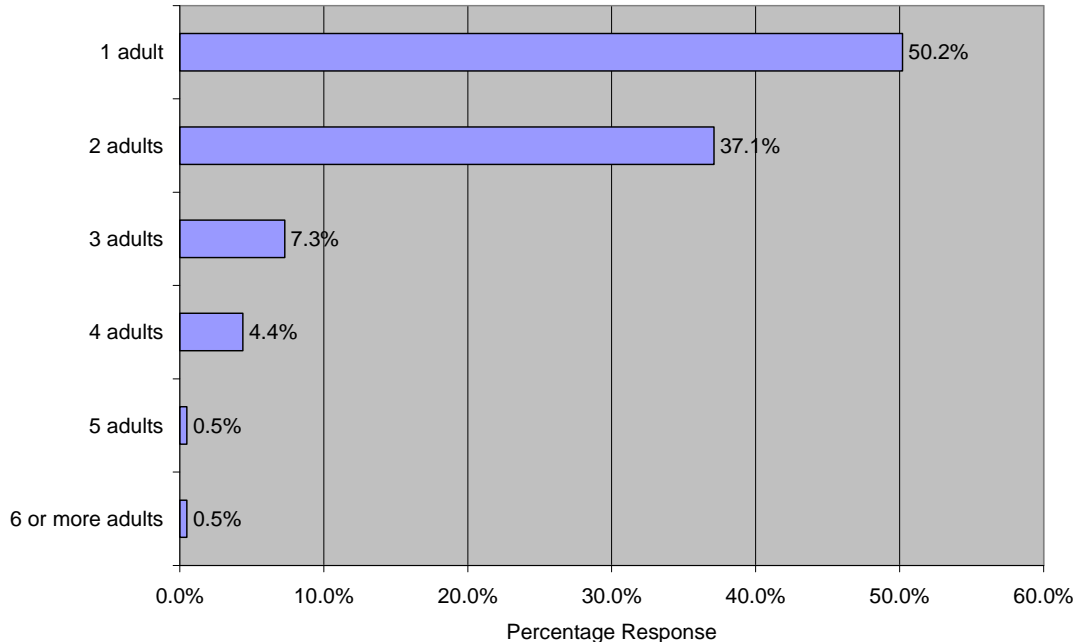
Respondents noted the number of adults and children in their group, allowing a calculation to be made of the number of people represented by the survey results.

A count of School Holiday Fun activity attendees was made by the City of Fremantle. This indicated that 2,100 people visited the activities over the course of their three days.

The completed surveys represented 347 adults and 556 children, for a total of 903 attendees, or 43% of those attending the School Holiday Fun activities.

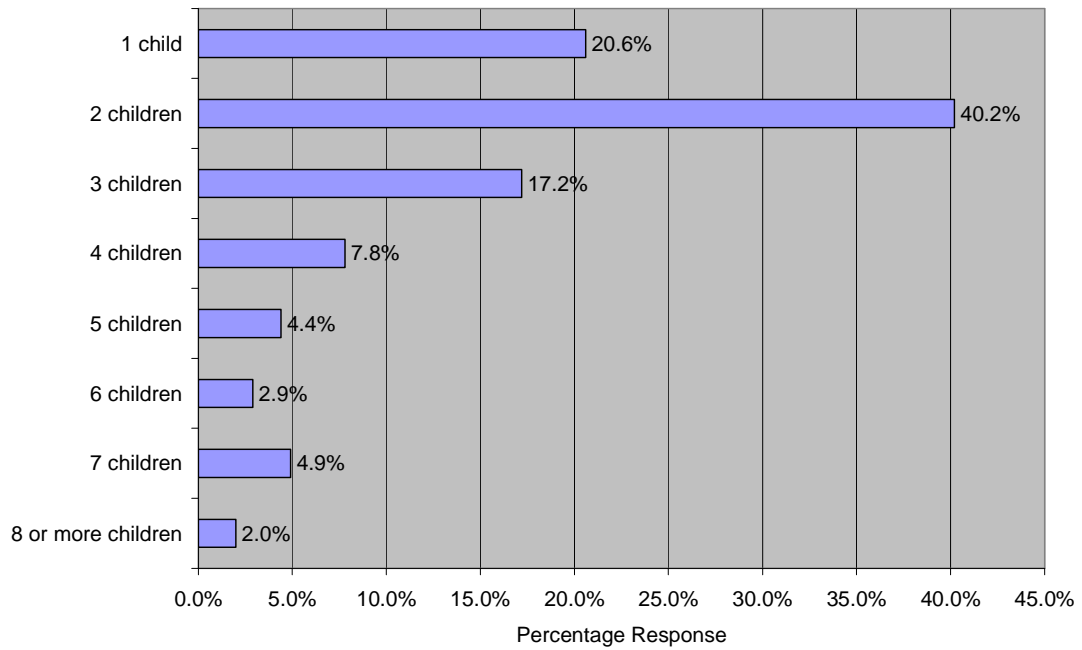
Graph 7 shows that the largest proportion of adults came by themselves (50.2%). Groups consisting of 2 adults represented 37.1% of respondents with those having 3 adults representing 7.3%. 5.5% of respondents came in groups with 4 or more adults.

**Graph 7 Number of Adults Visiting the Activities**



Graph 8, presented overleaf, shows that the largest proportion of children came in groups of 2 (40.2%). Groups consisting of 1 child represented 20.6% of respondents with those having 3 children representing 17.2%. 7.7% of respondents came in groups with 4 children. 14.2% of respondents came in groups with 5 or more children.

**Graph 8** Number of Children Visiting the Activities



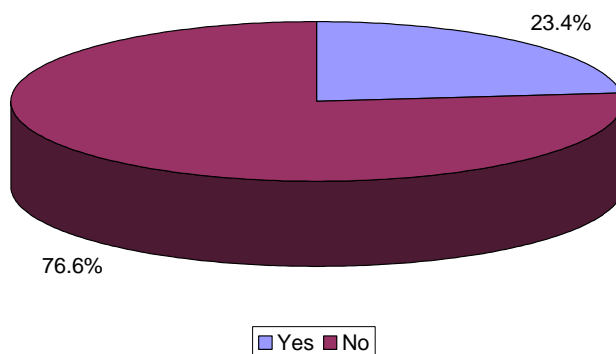
### **3.6 Number of Times Attending**

All survey respondents were asked:

**“Have you attended the School Holiday Fun activities prior to this year’s event?”**

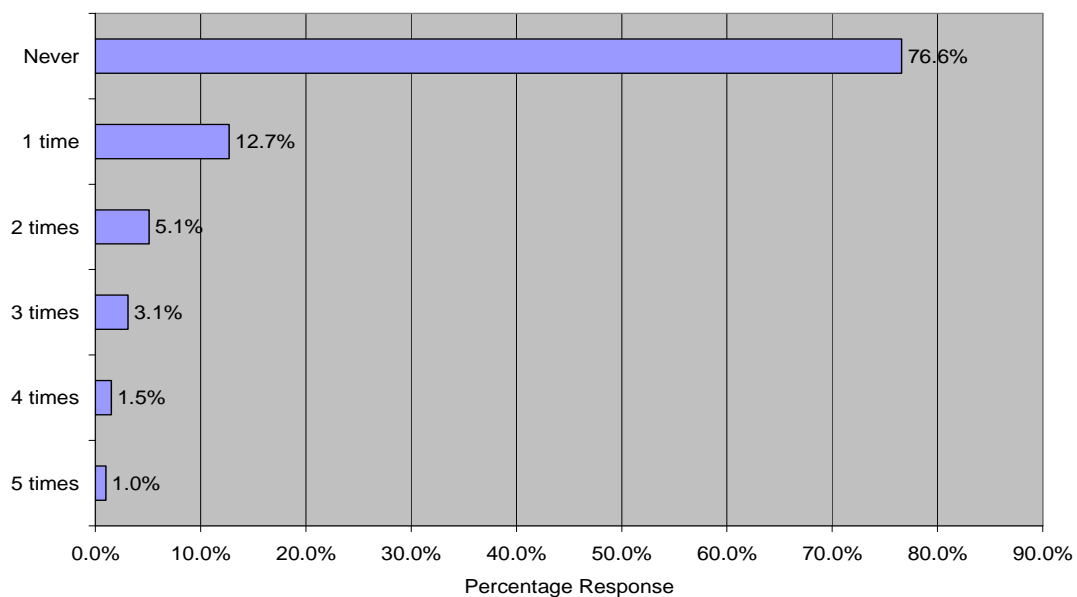
Graph 9 shows that the only 23.4% of attendees had visited the School Holiday Fun activities previously. 76.6% advised that they had not.

**Graph 9 Prior Year’s Attendance of Activities**



Graph 10 shows that 12.7% of all respondents had visited the School Holiday Fun activities once before this year’s event. 5.1% had visited over twice before, with a further 3.1% having visited on three previous occasions. 2.5% had visited on four or more occasions.

**Graph 10 Number of Times Visiting the Activities**



### **3.7 School Holiday Fun Activity Awareness**

All survey respondents were asked:

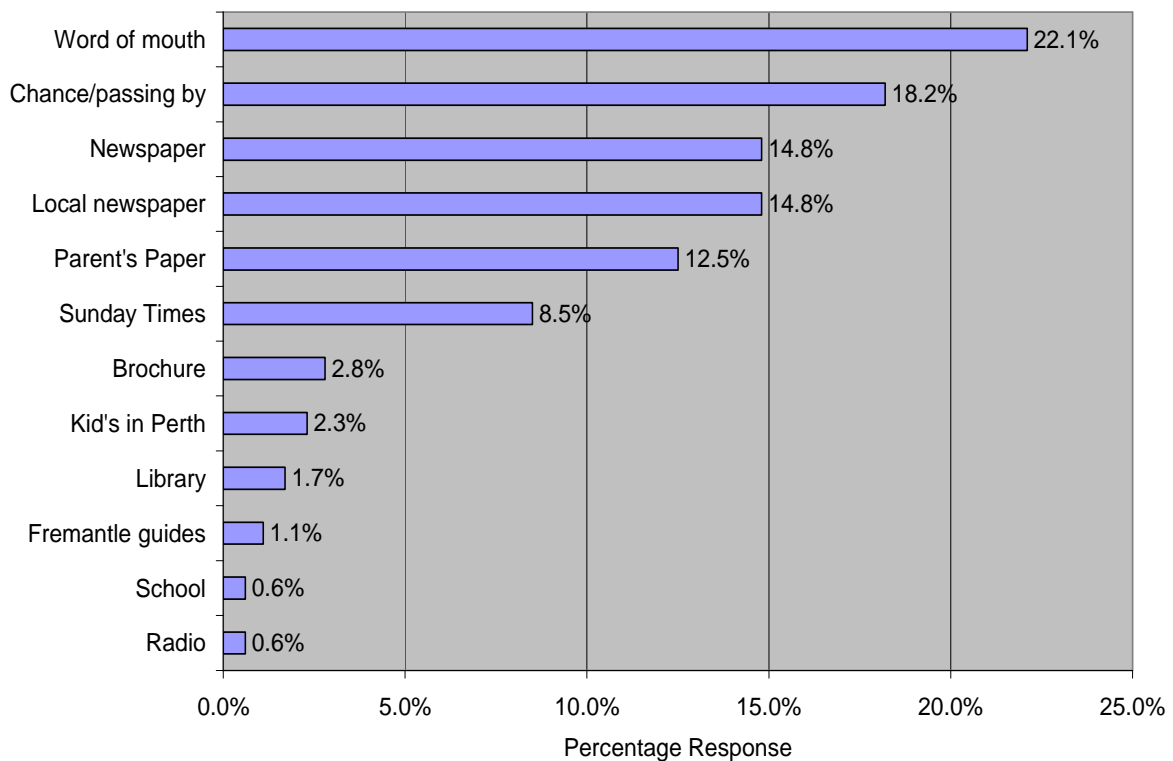
#### **“How did you find out about the School Holiday Fun activities?”**

This question was asked through the use of an open-ended format eliciting a ‘top of mind’ response. Respondents were not prompted with a list of response options, indicating that the most important responses are listed rather than a complete list.

Graph 11 shows that respondents were made aware of the School Holiday Fun activities by a variety of means. 22.1% of respondents advised that they became aware by word of mouth from family and friends. 18.2% of respondents advised that chance played a major part of their awareness, only noticing the event when walking or driving by. 14.8% of respondents noted that they became aware through their local newspaper, with a further 14.8% noting the newspaper as a source, although this may incorporate both local and State based newspapers. 12.8% became aware through the Parent’s Paper and 8.5% through the Sunday Times.

All other respondents provided means of awareness each scoring less than 3% of all respondents.

**Graph 11 Method of School Holiday Fun Activity Awareness**



### **3.8 Satisfaction With Event Experience**

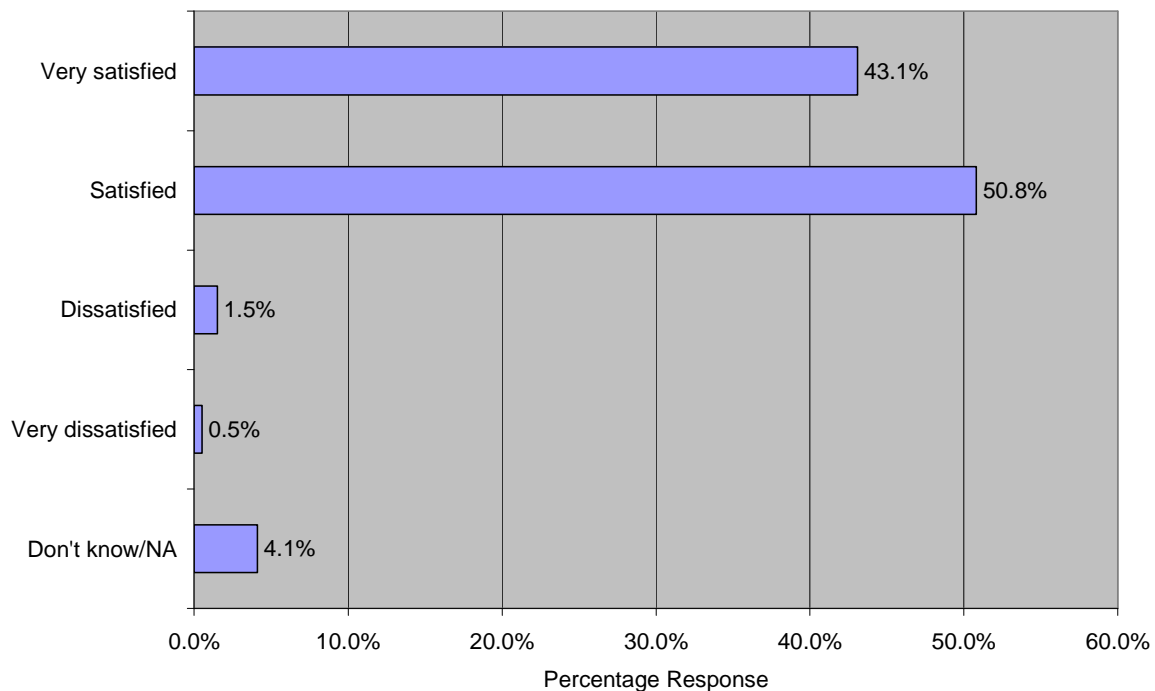
All survey respondents were asked:

**“How satisfied are you with the experience you had at the Fremantle School Holiday Fun activities?”**

Graph 12 shows that the majority of respondents (93.9%) who had attended the School Holiday Fun activities were ‘at least’ satisfied. 43.1% of these respondents were very satisfied with the experience with a further 50.8% being satisfied.

2.0% of respondents were ‘at most’ dissatisfied with the experience with 1.5% being dissatisfied and a further 0.5% being very dissatisfied. 4.1% of respondents advised that they could not say how satisfied they were.

**Graph 12 Visitor Satisfaction Levels**



Respondents who indicated that they were dissatisfied were asked to indicate why they felt this way. The key responses were:

- Queues too long (2 responses)
- More activities needed (1 response)
- More face painters needed (1 response)

## **3.9 Fremantle School Holiday Fun Perceptions**

**3.9.1** All survey respondents were asked:

**“What do you like about the Fremantle School Holiday Fun activities?”**

This question was asked through the use of an open-ended format eliciting a ‘top of mind’ response. Respondents were not prompted with a list of response options, indicating that the most important responses are listed rather than a complete list. Respondents were able to provide multiple responses if they had more than one comment so results may tally to greater than 100%.

The largest proportion of respondents enjoyed that the activities were free (30.1%). Others appreciated the variety/range of activities (25.1%). Also appreciated was the fun (10.4%) and many liked that there were activities for the kids (7.1%). 7.1% of respondents liked the atmosphere and a further 3.8% liked individual and specific activities.

The key responses were:

➤ Free	(30.1%)
➤ Variety/range of activities	(25.1%)
➤ Fun	(10.4%)
➤ Activities	(7.1%)
➤ Atmosphere	(7.1%)
➤ Specific activities	(3.8%)
➤ Face painting	(2.7%)
➤ Sense of community	(2.2%)
➤ Well organised	(2.2%)
➤ Something to do	(2.2%)
➤ Friendly	(1.6%)
➤ Location	(1.6%)
➤ Music	(1.1%)
➤ Accessible	(1.1%)
➤ Everything	(1.1%)
➤ Educational	(0.5%)

### 3.9.2 All survey respondents were asked:

#### **“What do you think would improve the Fremantle School Holiday Fun activities?”**

This question was asked through the use of an open-ended format eliciting a ‘top of mind’ response. Respondents were not prompted with a list of response options, indicating that the most important responses are listed rather than a complete list.

The largest proportion of respondents thought that nothing requires improvement (29.8%), followed by a more face painters (15.1%). Many felt that more activities would improve the event (14.5%). A reduction in queue length/duration (6.8%), the provision of refreshments (5.4%) and more activities for older children (5.4%) were things that people felt would improve the event.

More games/rides was also a key issue (4.4%) as was more staff (3.4%) and more/a greater variety of stalls (2.4%). All other improvement suggestions each accounted for 2% or less of survey responses.

The key responses were:

- |                                      |         |
|--------------------------------------|---------|
| ➤ Nothing requires improvement       | (29.8%) |
| ➤ More face painters                 | (15.1%) |
| ➤ More activities                    | (9.3%)  |
| ➤ Reduce queues                      | (6.8%)  |
| ➤ Refreshments needed                | (5.4%)  |
| ➤ More activities for older children | (5.4%)  |
| ➤ More games/rides                   | (4.4%)  |
| ➤ More staff                         | (3.4%)  |
| ➤ More stalls/variety                | (2.4%)  |
| ➤ More balloons                      | (2.0%)  |
| ➤ More advertising of event          | (2.0%)  |
| ➤ Change venue to Esplanade          | (2.0%)  |
| ➤ Include dancing                    | (1.5%)  |
| ➤ Free parking                       | (1.5%)  |
| ➤ Music too loud                     | (1.5%)  |
| ➤ More boy’s activities              | (1.5%)  |
| ➤ More/cleaner toilets               | (1.5%)  |
| ➤ Better educational content         | (1.0%)  |
| ➤ Other                              | (9.0%)  |

### **3.10 Activities While in Fremantle**

All survey respondents were asked:

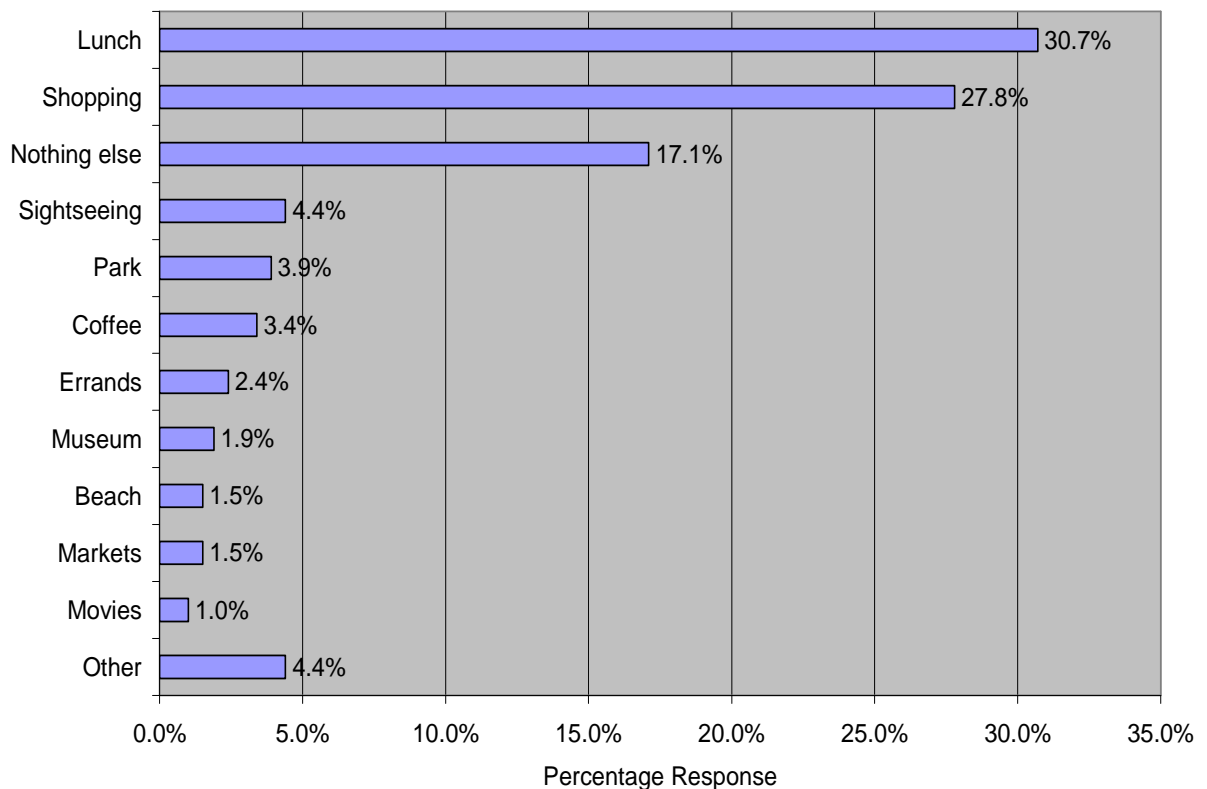
**“Other than attending the Fremantle School Holiday Fun activities, what else do you intend to do while in Fremantle today?”**

Respondents were asked this question in an open-ended format. This was designed to ensure that all activities they planned to undertake were determined, not only their primary reason for coming to Fremantle.

70.7% of all survey respondents planned to undertake additional activities involving spending money in Fremantle in addition to attending the School Holiday Fun activities.

Graph 13 shows that the largest proportion of respondents would also have lunch while in Fremantle (30.7%). This was followed by 24.8% who planned to do shopping. 17.1% of respondents intended to do nothing else other than attend the School Holiday Fun activities and a further 4.4% planned to undertake sightseeing.

**Graph 13 Other Activities to be Undertaken in Fremantle**



### **3.11 Dollar Spend**

All survey respondents were asked:

**“How much do you estimate you will spend during your visit to Fremantle today?”**

While respondents were asked to say in which areas they would spend their money in Fremantle, the majority of respondents were not prepared to break these figures up. Most indicated that they had an amount they were likely to spend and would not provide specific amounts for food, coffee, shopping, etc. Due to this, even the small number of respondents who did provide specific dollar spends for separate activities have had their figures accumulated to provide an overall spend figure.

180 respondents indicated that they intended to spend money during their visit to Fremantle (25 did not intend to spend anything). The total accumulated spend across all respondents to the survey was \$11,910. Based on the figure of 180 who indicated that they would spend money, the average advised spend per person was \$66.17.

In order to calculate the spend across all visitors to the School Holiday Fun activities it is necessary to consider alternate figures. Based on an average across all survey respondents it is estimated that **the dollar spend would be \$34.32 per adult.**

This is a broad figure (\$34.32 per adult) and needs to be applied to total crowd figures conservatively. This needs to factor in that the figure would not apply to children and may need to be reduced to allow for couple's spending.

Given that adults represented 38.4% of the sample surveyed it is safe to assume that this can be applied to the total number of visitors to the activities to determine the number of adults attending. **Based on total crowd figures of 2,100 over the three days it is estimated that 806 adults visited the activities with an overall spend of \$27,662 in Fremantle.**

Graph 2 showed that 60% of respondents were unlikely to have come to Fremantle if the School Holiday Fun activities were not on. Based on this it is conservatively estimated that the School Holiday Fun activities brought in \$15,971 dollars which would otherwise not have been spent in Fremantle.

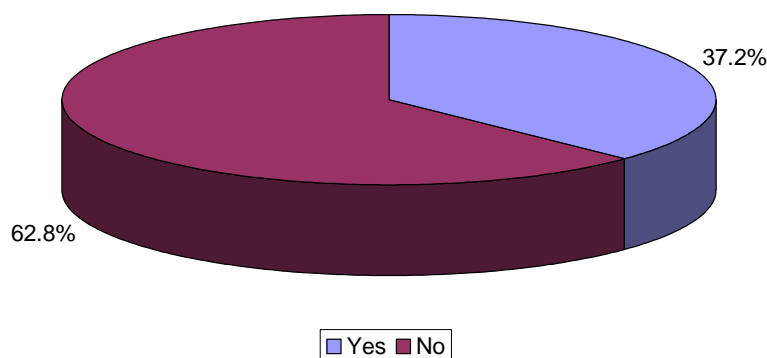
### **3.12 Promotional/Advertising Material Awareness**

All survey respondents were asked:

**“Have you seen any promotional/advertising material relating to Fremantle in any media recently?”**

Graph 15 shows that 37.2% of respondents had seen promotional /advertising material relating to shopping in Fremantle in recent times. 62.8% of respondents could not recall seeing any promotional /advertising material relating to in Fremantle in recent times.

**Graph 15 Awareness of advertising/promotional material**

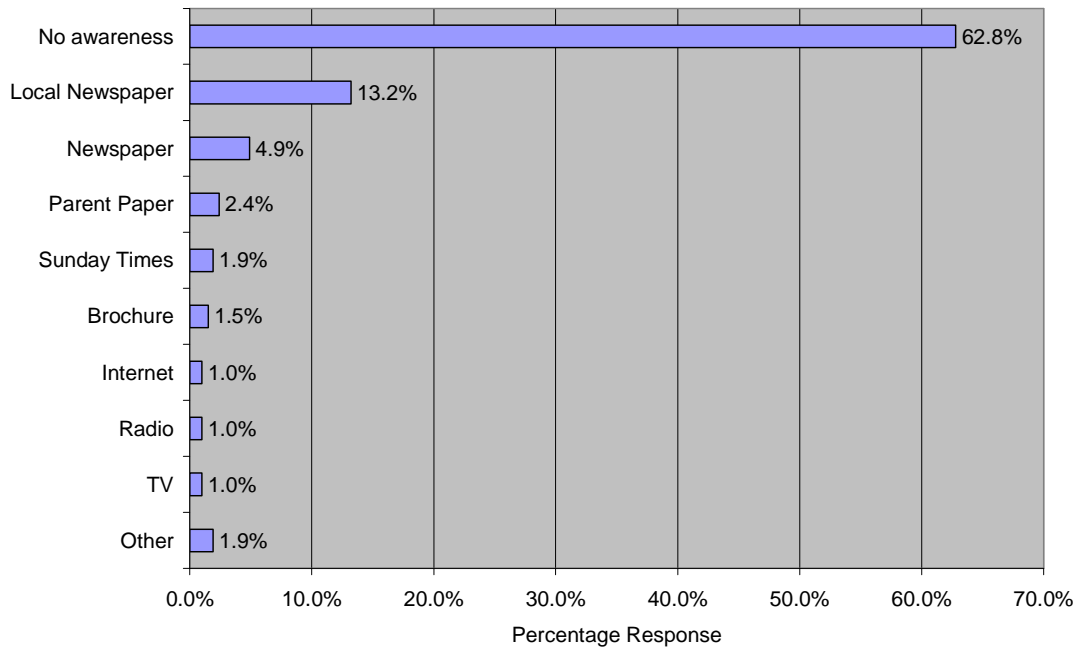


Those who did recall seeing some form of promotional/advertising material were asked to describe where they had seen it. Graph 16, presented overleaf, shows where the respondents had seen such advertising. In many cases the advertising related to the School Holiday Fun activities they were in Fremantle to attend.

The key sources of awareness were the local newspaper (13.2%), general newspaper (4.9%), Parent Paper (2.4%) and the Sunday Times (1.9%).

*(Graph 16 shown overleaf)*

**Graph 16 Awareness of advertising/promotional material**



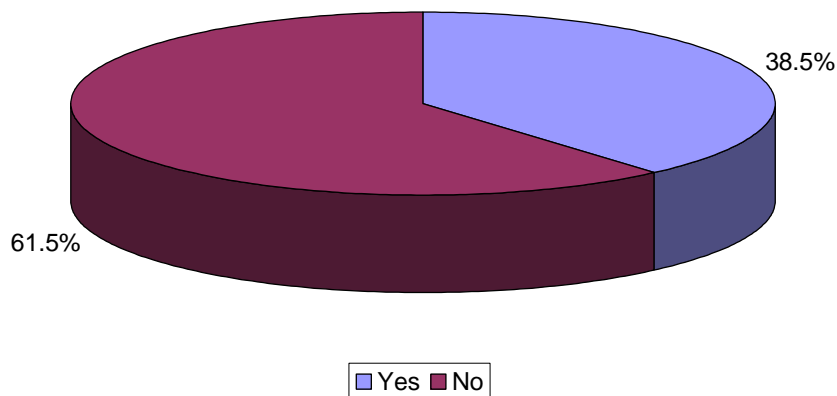
### **3.13 Fremantle School Holiday Fun Activities Hosting**

All survey respondents were asked:

**“Do you know who hosts the Fremantle School Holiday Fun activities?”**

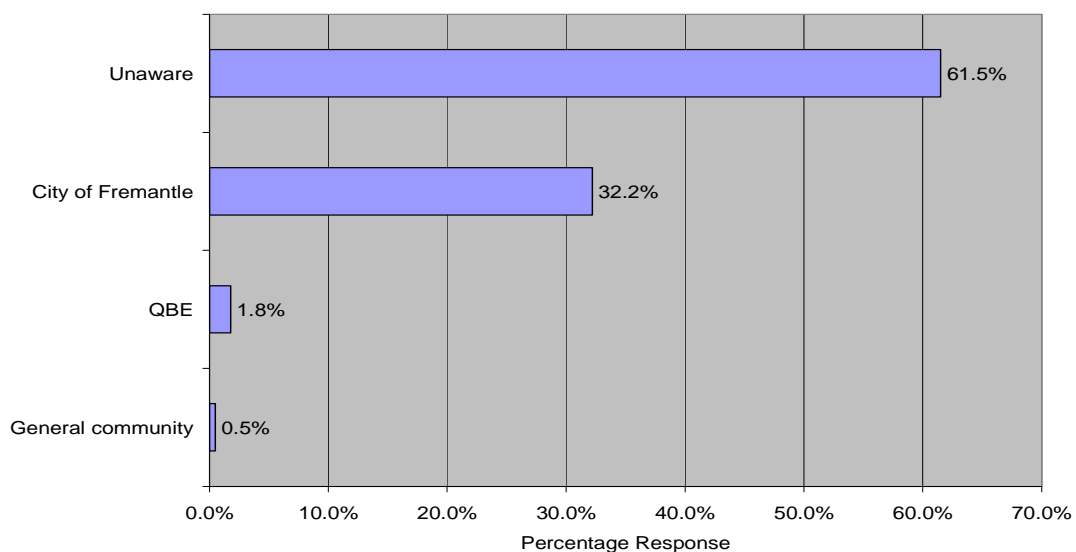
Graph 17 shows that 38.5% of respondents believed they were aware of who the hosts of the event were. 61.5% advised that they did not know who the hosts were.

**Graph 17 Awareness of event hosts**



32.2% of respondents were correct in their belief of who sponsored the event. 1.8% of respondents listed QBE as the sponsor and 0.5% (or one respondent) believed it to be the general community

**Graph 18 Unprompted awareness of advertising/promotional material**

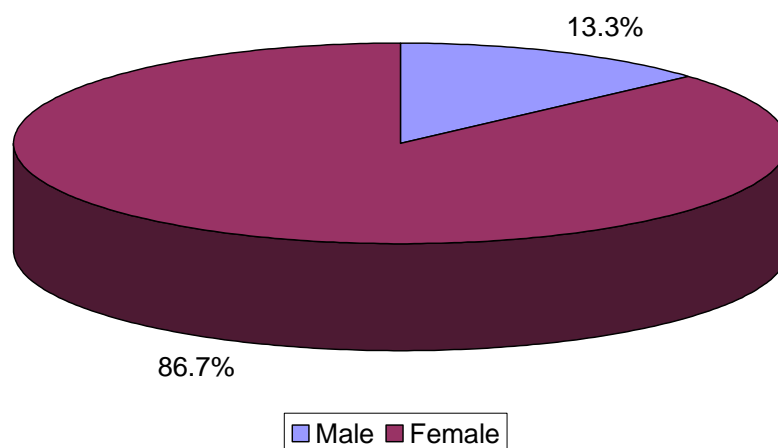


### 3.14 Demographics

**3.14.1** The interviewers were asked to note the gender of respondents.

Graph 19 shows that 86.7% of all respondents were female compared to 13.3% who were male. It was expected that there would be an extreme imbalance in genders attending the event which was realized in the survey results.

Graph 19   Gender

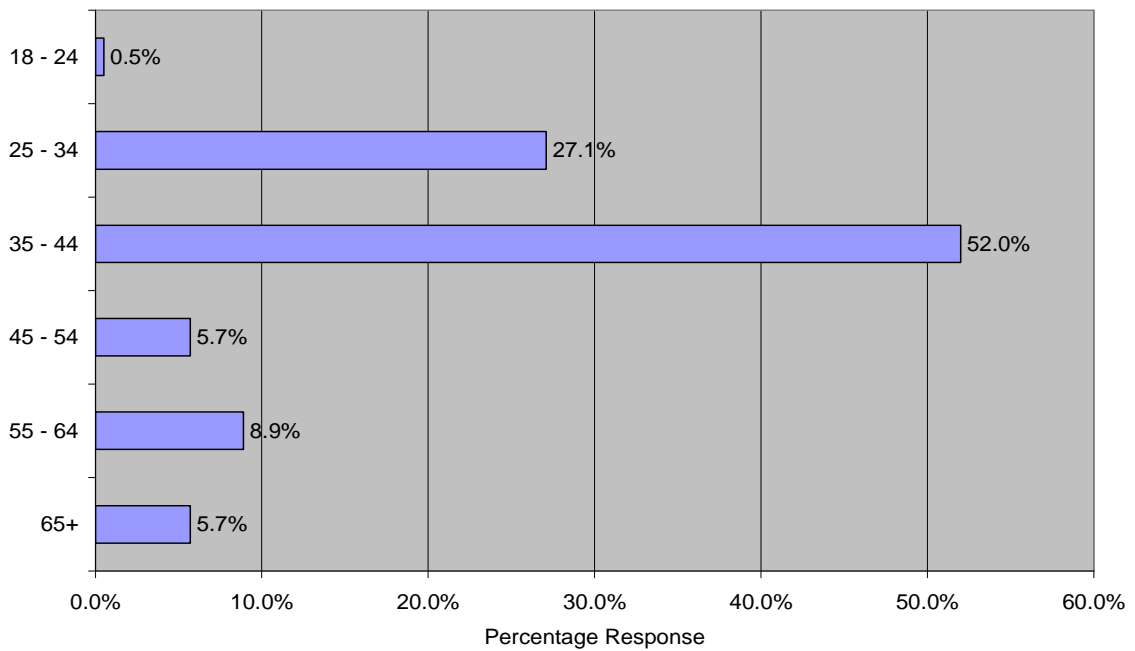


**3.14.2** All survey respondents were asked:

**“Which of the following age groups best represents your age?”**

Graph 20 shows age ranges for all respondents were clustered in the 25 to 44 age range, as would be expected from an event to which mothers would bring children during school holidays. 52.0% of respondents were in the 25 – 34 age group, 8.9% were between 55 – 64, 5.7% between 45 – 54 and 65 and over. 0.5% of respondents were between 18 – 34.

**Graph 20**    **Age Group**

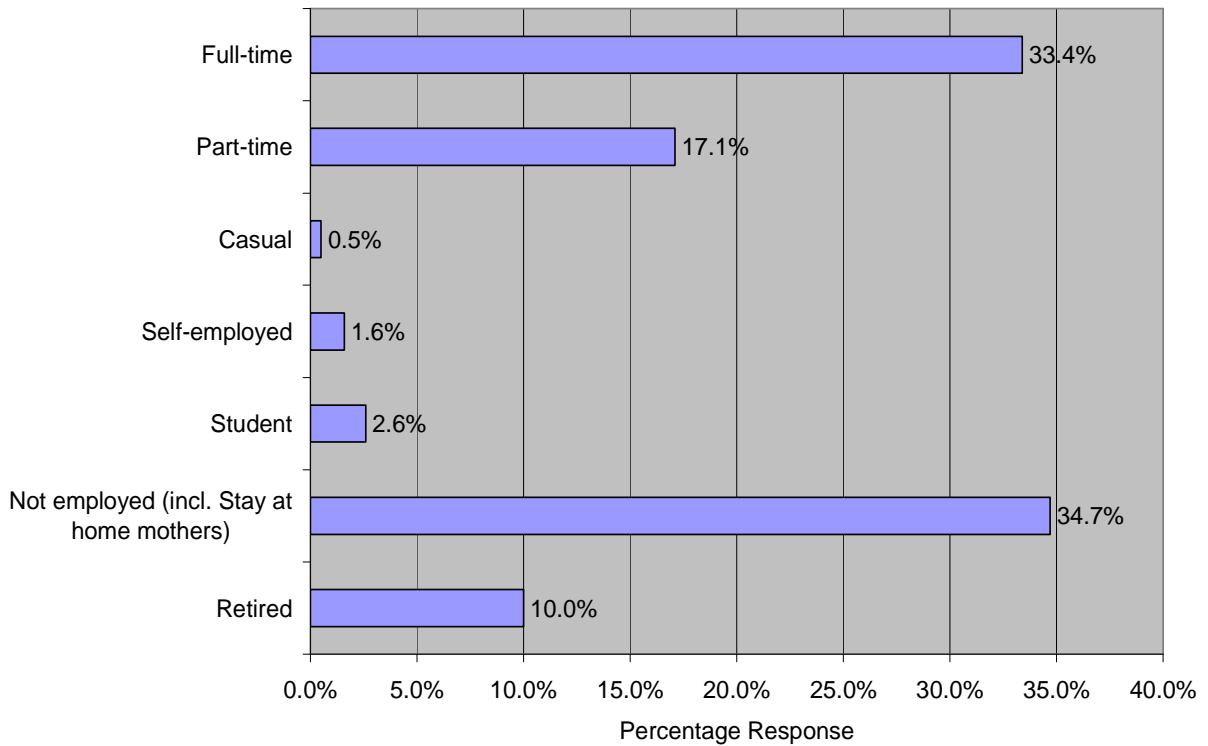


**3.14.3** All survey respondents were asked:

**“Which of the following best describes your current employment status?”**

Graph 21 shows that 34.7% of respondents were not employed – 32.1% of these classified themselves as full-time mothers. 33.4% of all respondents were employed full-time, 17.1% were part-time employees and 0.5% employed on a casual basis. 2.6% of respondents were students, and 10% were retired. 1.6% of respondents were self-employed.

**Graph 21**    **Employment Status**

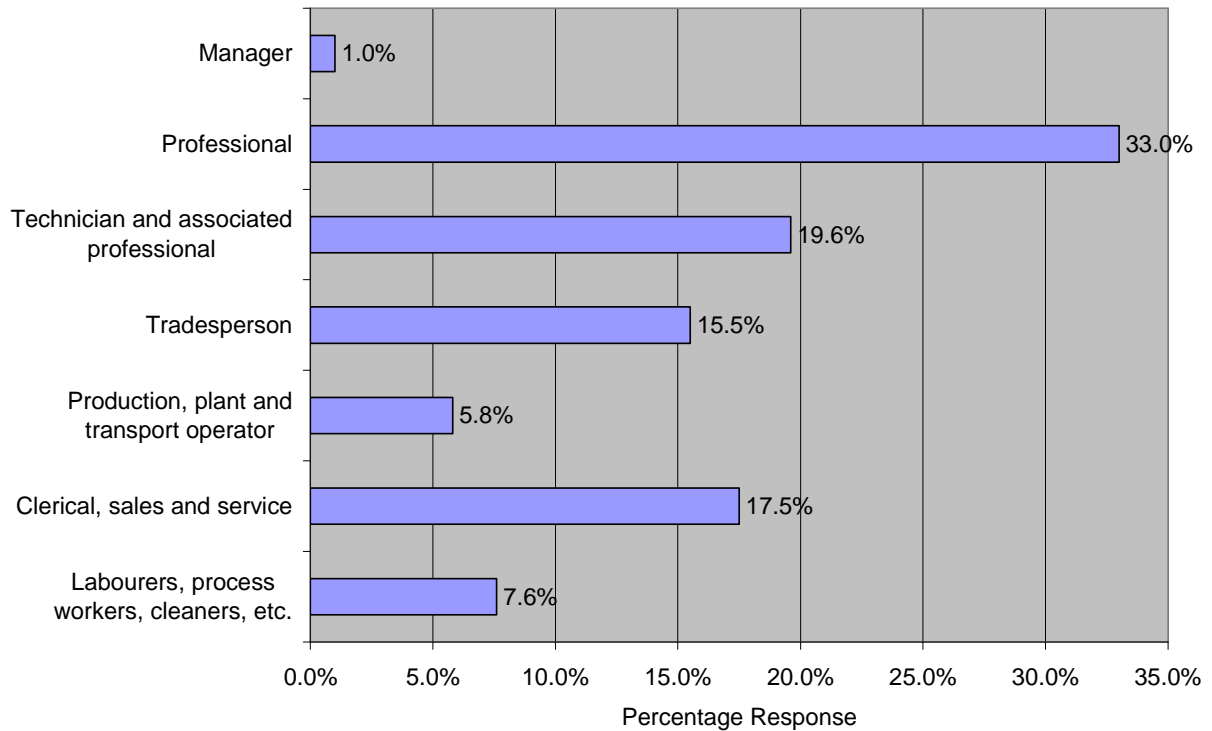


**3.14.4** All survey respondents were asked:

**“Which of the following best represents the type of work you do?”**

Graph 22 shows that, of the overall respondents who were surveyed and were employed, 33.0% were employed in a professional capacity, 19.6% were technicians or associated professionals and 17.5% were employed in a clerical, sales or service capacity. 15.5% were tradespeople, and a further 13.4% advised that they were blue collar workers.

**Graph 22**    **Type of Work**



# **Appendix 1**

## **Questionnaires**

## **Appendix 2**

# **Statistical Results**