

Shakespeare Audience Survey 2014

		SPEND						RATING						
		Total \$ Spend per person	Performances	Dining out	Shopping - Faire	Shopping - Main St	Accom	Transport	Faire	Stooged	GACCI	Meal	Bell Workshop	Overall
Postcode 2422	Avg	99.26	59.36	25.50	53.92	26.75	0	29.60	4.5	4.4	4.0	3.4	5.0	4.4
All other postcodes	Avg	243.08	65.37	42.53	50.85	41.34	132.36	53.95	4.2	4.7	4.5	4.1	4.8	4.4
	Total Average	214.32	64.33	40.85	51.40	40.13	132.36	51.47	4.3	4.7	4.3	3.9	4.9	4.4
Postcode 2422	n=	19	14	6	12	4	0	5	15	19	12	16	3	19
All other postcodes	n=	76	67	55	55	44	36	44	58	69	16	52	5	76
		95	81	61	67	48	36	49	73	88	28	68	8	95

20%
80%

MAIN POINTS:

- 1) Faire:** total rating 4.3 (up from last year 4.0). Locals rated the Faire higher (4.5) than visitors (4.2) which is a turnaround from last year when locals rated it lower (3.8) than visitors (4.2).
- 2) Performances:** total ratings for both ensembles improved this year with Stooged at 4.7 (up from last year Tantrum 4.0); GACCI at 4.3 up from last year 4.0. Locals rated the Stooged performances and GACCI performances lower than visitors. (Stooged 4.0 vs 4.5; GACCI 4.0 vs 4.5)
- 3) Meals:** total rating 3.9 (down from last year 4.3). Locals rated the Meal lower (3.4) than visitors (4.1) which is a turnaround from last year when locals rated it higher (4.5) than visitors (4.3).
- 4) Overall rating:** total overall rating 4.4 (up from 4.2 last year). This year locals & visitors gave the same rating overall (4.4 & 4.4). Last year, locals gave a lower overall rating for the Festival (3.9) compared to visitors (4.4).
- 5) Average spend:** Visitors spent more while locals spent less: total spend per person by visitors is \$243 (up from \$180 last year), while total spend per person by local was \$99 (down from \$111 last year)
- 6) The Visitor Economy:** Visitors spent \$243 per person in Gloucester including accommodation (up from \$180pp last year). When shopping in town businesses and Faire they spent an overall average of \$123 per person (up from \$103 last year). Visitors stated the following average spend per person:

Performances & sightseeing	65
Dining out	43
Shopping at the Faire/Markets	51
Shopping in the main street	41
Accommodation	132
Petrol	54

