

The St Kilda Esplanade Market

Attendee Research Presentation 2023



FOCUSED EVENT THINKING



Background and Methodology

RESEARCH OBJECTIVES

IER set out to measure and assess the following objectives:

- Visitor origins
- Attendee profile
- Previous visitation
- Media consumption
- Advocacy for the Esplanade Market
- Greatest impact on decision to attend the Esplanade Market
- Crowd estimate

METHODOLOGY

IER adopted a face-to-face survey aimed at addressing the overall objectives of the research.

The survey relied on randomly intercepting attendees at the Esplanade Market for the purpose of conducting an interview. IER conducted these interviews at the Esplanade Market when attendees were arriving and consuming the event across four Sundays:

Sunday 23rd April 2023

Sunday 14th May 2023

Sunday 28 May 2023

Sunday 11th June 2023



Field staff were asked to randomly intercept attendees during their fieldwork commission. This random approach was implemented as a process of approaching every second person.

SAMPLE SIZES

In total, IER collected 298 surveys at the Esplanade Market. To ensure the most accurate data capture, IER executed the survey in tablet format (iPads).














Sunday 28th May was impacted by inclement weather conditions and hence a smaller footprint of stallholders and visitors.

When considering benchmark analysis, it should be noted that in 2021 surveying was conducted in an environment of international travel restrictions into Australia due to COVID-19 as well as significantly reduced interstate travel with the market operating with 40 – 44% less stallholders than the 2020.








Attendee
Research
Insights

Attendee Demographics

AGE GROUP

	2023	2021	2020	2019
18-25	19.9%  	6.5%	14.7%	10.0%
26-35	22.3%  	21.1%	24.1%	19.5%
36-45	17.2%  	15.6%	15.4%	17.4%
46-55	18.9%  	26.5%	19.5%	19.5%
56-65	10.1%  	19.0%	15.9%	21.5%
66+	6.8%  	11.2%	10.4%	12.1%
Prefer not to say	4.7% 			

GENDER

	2023	2021	2020	2019
Female	59.8%  	59.8%	61.8%	61.0%
Male	38.9%  	39.2%	37.5%	39.0%
Prefer not to say	1.4%  	1.0%	0.3%	0.0%
Prefer to self-describe	0.0% 	0.0%	0.5%	0.0%

- The market was attended by a broad range of age groups with those aged 26-35 years the largest (22.3%). There was a significant increase in younger attendees in 2023 over 2021 (most notably those 18-25 years, +13.5%) whilst a decline in older attendees (56-65 -8.9%, 46-55 -7.6%).
- Gender demographics have remained consistent over the years of research with females still the predominant audience (59.8%) in 2023.

Q9. In what year were you born? (n=296)

Q12. Gender? (n=296)

Attendee Demographics

VISITOR ORIGINS

	2023	2021	2020	2019
Melbourne	39.2% ↓	45.0%	37.7%	41.3%
Interstate	26.4% ↑	6.5%	22.8%	25.6%
St Kilda	17.2% ↑	11.7%	9.1%	6.7%
Overseas	12.8% ↑	0.7%	22.5%	19.5%
Victoria	4.4% ↓	36.1%	7.8%	6.9%

Top three countries were New Zealand (23.7%), United Kingdom (18.4%) and Singapore (15.8%)

HOUSEHOLD COMPOSITION

	2023	2021	2020	2019
Couple - with Dependents	29.1% ↓	31.8%	23.8%	33.1%
Couple - without Dependents	28.4% ↓	39.4%	34.2%	38.2%
Single living alone	17.2% ↑	15.2%	18.2%	15.4%
Shared Household	10.1% ↑	6.6%	11.1%	6.9%
Living with Parent(s)	6.1% ↑	2.1%	6.1%	3.3%
Single Parent - with Dependents	3.0% ↑	2.4%	3.5%	1.5%
Other	0.3% ↓	1.0%	1.3%	1.0%
Prefer not to say	5.7% ↑	1.4%	1.8%	0.5%

- Composition of visitor origins to the Esplanade Market shifted back in line to 2020, prior to the effect of COVID travel restrictions during 2021. The majority of visitors remained from Melbourne (39.2%), whilst interstate visitors (26.4%) regained its position as second most attended group of visitors.
- Whilst overseas audience (12.8%) grew from 2021 it remains at half the level of pre COVID years.
- Local St Kilda resident audience (17.2%) was the strongest it has been since reporting.
- Couples – with dependants (29.1%) and Couples – without dependants (28.4%) remain the largest household type attending however both have seen declines over the four years of reporting.
- The shift in age demographics to more younger audience is reflected in household composition changes most notably an increase in those Living with Parents (+4.0%), Shared Household (+3.6%) and Singles Living Alone (+2.0%).

Q10. Where do you live? (n=296)

Q11. Which of the following best describes your household composition? (n=296)

Target Segments

YOUNG SINKS (SINGLE INCOME, NO KIDS) & DINKS (DUAL INCOME, NO KIDS)



COUPLES AND SINGLES NO CHILDREN AGED UNDER 30

2023	2021	2020	2019
38.1% ▲	17.9%	29.3%	22.5%

FAMILIES



COUPLES AND SINGLES WITH CHILDREN LIVING AT HOME

2023	2021	2020	2019
41.1% ▼	44.2%	36.0%	41.5%

EMPTY NESTERS



COUPLES AND SINGLES CHILDREN HAVE LEFT HOME AGED 50+

2023	2021	2020	2019
20.8% ▼	37.9%	34.7%	36.0%

- 'Families' remain the target segment mostly attending the Esplanade Market with a slight decline in 2023 (-3.0%) in 2023. The greater shifts in 2023 however have been with an increase in 'Young SINKS/DINKS' (+20.2%) to become the second most attended target market and a decline in Empty Nesters (-17.1%).

Q9. In what year were you born? (n=296)

Q11. Which of the following best describes your household composition? (n=296)

Previous Attendance

PREVIOUSLY ATTENDED

	2023	2021	2020	2019
Yes	49.2% ↓	77.6%	46.8%	49.5%
No	50.8% ↑	22.4%	53.2%	50.5%

TIME OF LAST VISIT

	2023	2021	2020	2019
Within the last month	23.3% ↑	15.3%	18.9%	22.1%
Within the last 6 months	25.3% ↑	7.7%	18.4%	16.6%
Within the last year	7.5% ↓	9.4%	11.4%	12.1%
Between 1-5 years ago	19.2% ↓	39.1%	25.9%	28.6%
Between 6-10 years ago	8.9% ↑	7.2%	7.6%	11.6%
More than 10 years ago	15.8% ↓	21.3%	17.8%	9.0%

- 2023 saw a return of first time attendees to the Esplanade Market, to pre COVID levels, with just over half (50.8%) of attendees stating they had not previously attended.
- Of those that had previously attended most (25.3%) had attended recently, either 'within the last six months' (25.3%) or 'within the last month' (23.3%) indicating a more regular patronage.

Q1. Have you been to the Esplanade Market before today? (n=297)

Q2. When was your last visit? (n=146)

Previous Attendance

LIFECYCLE SEGMENTS PREVIOUS ATTENDANCE AT ESPLANADE MARKET



**YOUNG
SINKS &
DINKS**

	2023	2021	2020	2019
Previously Attended	30.7%	55.0%	25.0%	28.8%
Between 1-5 years ago	22.2%	50.0%	13.6%	17.6%



FAMILIES

	2023	2021	2020	2019
Previously Attended	60.0%	78.8%	56.5%	54.8%
Between 1-5 years ago	24.6%	41.0%	21.3%	32.4%



**EMPTY
NESTERS**

	2023	2021	2020	2019
Previously Attended	70.8%	92.9%	54.8%	49.6%
Between 1-5 years ago	14.7%	39.2%	33.3%	36.4%

- 'Empty Nesters' (70.8%) and 'Families'(60.0%) were the target segments most likely to have previously attended the Market. 'Young SINKS & DINKS' were less likely (30.7%) to have previously attended hence represented a new audience for the Esplanade Market.

Q1. Have you been to the Esplanade Market before today? (n=297)

Q2. When was your last visit? (n=146)

Attendance Behaviour

MAIN REASON(S) FOR ATTENDANCE

	2023	2021	2020	2019
I was in the area	45.1% ↑	21.2%	28.1%	26.6%
As a social activity	15.5% ↓	25.5%	27.6%	28.1%
To enjoy the atmosphere	14.1% ↓	24.8%	14.4%	7.0%
To look at the vendors and products	9.8% ↑	6.3%	10.1%	6.0%
To support local traders	3.4% ↓	7.9%	2.0%	2.2%
Bringing a visiting friend or family member	3.0% ↓	4.0%	13.4%	24.9%
To purchase produce from a specific vendor	2.4% ↓	3.0%	-	-
To buy Australian Made products	1.0% ↑	0.7%	2.3%	2.5%
Other	5.7% ↓	6.6%	2.0%	2.7%

AVERAGE TIME PLANNED TO STAY

2023	55 minutes
2021	1 hour, 5 mins
2020	1 hour, 23 mins
2019	1 hour, 20 mins

- The main reasons for attending the Market was predominantly because 'I was in the area' (45.1%) this was more than double the previous three years of reporting. This 'coincidental' audience was more than double the previous years of reporting and a reflection on the attraction of St Kilda Esplanade as a destination with the Market being an incidental activity rather than the attraction.
- The average planned dwell time at the Market was 55 minutes, a reduction over the previous three years of reporting however may be due to a smaller market footprint in 2023 and inclement weather on some days.

Q3. What was the main reason for your attendance at the Esplanade Market today? (n=297)

Q8A. How long are you planning to stay at the St. Kilda Esplanade Market today? (n=297)

Attendance Behaviour

LIFECYCLE SEGMENTS ATTENDANCE BEHAVIOUR



Average time	47 minutes
Main reason for attendance	I was in the area



Average time	1 hour, 3 minutes
Main reason for attendance	I was in the area



Average time	59 minutes
Main reason for attendance	I was in the area

- 'Families' average planned dwell time of 1 hour, 3 minutes was the longest of the target segments. followed by 'Empty Nesters' staying 59 minutes.
- The primary driver for attendance of all lifecycle segments was 'I was in the area'

Purchasing Behaviour

PURCHASE BEHAVIOUR

	2023	2021	2020	2019
For yourself / your family	71.7%	64.1%	60.3%	60.0%
As a gift	8.4%	23.9%	30.4%	15.4%
I will not purchase anything at the market today	26.3%	23.6%	31.6%	31.6%

AVERAGE SPEND



ITEMS PURCHASED

	2023	2021	2020	2019
Food / Beverages	47.9%	50.4%	52.6%	32.7%
Jewellery	34.2%	39.5%	43.0%	36.4%
Art (Inc. prints, sculpture, photography, etc)	16.0%	27.6%	21.9%	16.0%
Homewares	14.6%	11.4%	16.3%	26.9%
Beauty / body products	8.7%	17.1%	10.0%	10.9%
Fabric / textiles	8.2%	4.8%	8.1%	4.0%
Bags and Accessories	7.3%	11.8%	14.4%	8.7%
Kids products	5.9%	4.4%	7.0%	8.7%
Pet products	3.2%	7.0%	4.8%	3.6%
Unsure	6.8%	4.8%	6.7%	-
Other	1.8%	3.5%	6.3%	3.6%

- Purchase behaviour was strong with 71.7% of attendees purchasing or intending to purchase something at the Market 'for themselves or family' and 8.4% making a purchase 'as a gift'. Average spend in 2023 was \$52.20, this has been a slowly declining trend over the four years of reporting with 2021 (\$55.90), 2020 (\$58.20) and 2019 (\$57.74). Once again a smaller footprint of stallholders and inclement weather could be a factor in lower spend in 2023.
- The top three items purchased were Food/beverages (47.9%), Jewellery (34.2%) and Art (16.0%). The largest increase in type of item purchased for 2023 was Homewares (+3.2%), followed by Fabric/textiles (+3.4%) whilst spend on Art experience the highest level of decline (-11.6%).

Q4. Have you/will you purchase anything at the Esplanade Market today...? (n=297)

Q4a. How much did you/will you personally spend while at The Esplanade Market today? (n=219)

Q5. Which of the following will you/did you buy at the Esplanade Market today? (n=219)

Purchasing Behaviour

LIFECYCLE SEGMENTS PURCHASING BEHAVIOUR



	2023	2021	2020	2019
Average Spend	\$35.70 ↓	\$43.33	\$38.10	\$41.34
Purchase an item	78% ↓	85%	65%	64%
Item most purchased	Food / Beverages	Food / Beverages	Food/Beverages	Food/Beverages



	2023	2021	2020	2019
Average Spend	\$66.80 ↑	\$60.95	\$71.68	\$64.00
Purchase an item	80% ↓	92%	83%	74%
Item most purchased	Food / Beverages	Food / Beverages	Food/Beverages	Jewellery



	2023	2021	2020	2019
Average Spend	\$65.30 ↑	\$58.83	\$70.90	\$63.69
Purchase an item	60% ↓	79%	80%	66%
Item most purchased	Food / Beverages	Food / Beverages	Jewellery	Jewellery

- 'Young Young SINKS & DINKS' whilst a growing target market has the lowest average spend (\$35.70) despite a solid intent to purchase (78%).
- 'Families' remain the highest spending target segment (\$66.80) albeit a decline from a high of \$71.68 in 2020 and with less intent to purchase (80%) than in 2021.
- 'Empty Nesters' have a relatively high spend (\$65.30) however the lowest level of intent to purchase (60%) which has declined significantly over the three years of reporting

Q4. Have you/will you purchase anything at the Esplanade Market today? (n=395)

Q4a. How much will you personally spend while at The Esplanade Market today? (n=269)

Q5. Which of the following did you buy at the Esplanade Market today? (n=271)

Channels of Awareness

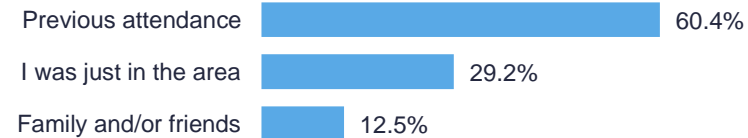
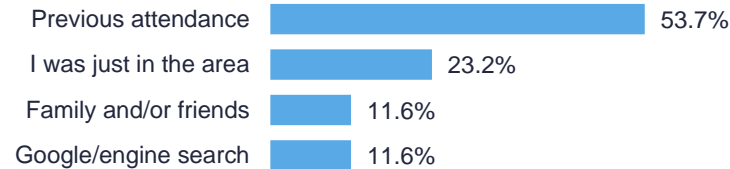
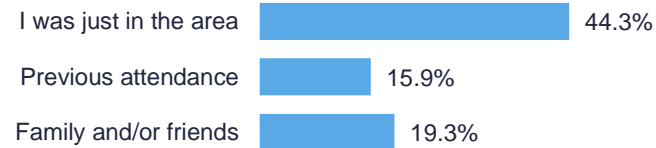
WHERE ATTENDEES RECALL SEEING OR HEARING ABOUT THE ESPLANADE MARKET

	2023	2021	2020	2019
Previous attendance at the Market	38.4% ↓	42.1%	32.2%	40.9%
I was just in the area	34.0% ↑	26.9%	23.5%	17.7%
Family and/or friends	15.2% ↑	13.8%	22.5%	17.0%
Google/search engine	12.1% ↑	5.4%	6.3%	-
The St Kilda Esplanade Market Facebook page	3.7% ↓	4.4%	5.3%	0.7%
Bin wraps	2.0% ↑	0.7%	1.8%	-
Official Visitor Guide	1.7% ↑	1.0%	2.5%	10.5%
The St Kilda Esplanade Market Instagram page	0.7% ↓	1.0%	1.5%	1.0%
The St Kilda Esplanade Market website	0.0% ↓	0.7%	-	-
Work colleagues	0.0% ■	0.0%	0.8%	0.7%
Radio commercial	0.0% ■	0.0%	-	-
Other (please specify)	3.0% ↓	13.1%	5.3%	7.7%

- 'Previous attendance at the Market' remains the strongest channel of awareness for attendees (34.4%), followed by 'I was just in the area' (34.0%).
- These results indicate passive and coincidental visitors not so reliant on paid advertising or promotion to encourage attendance.

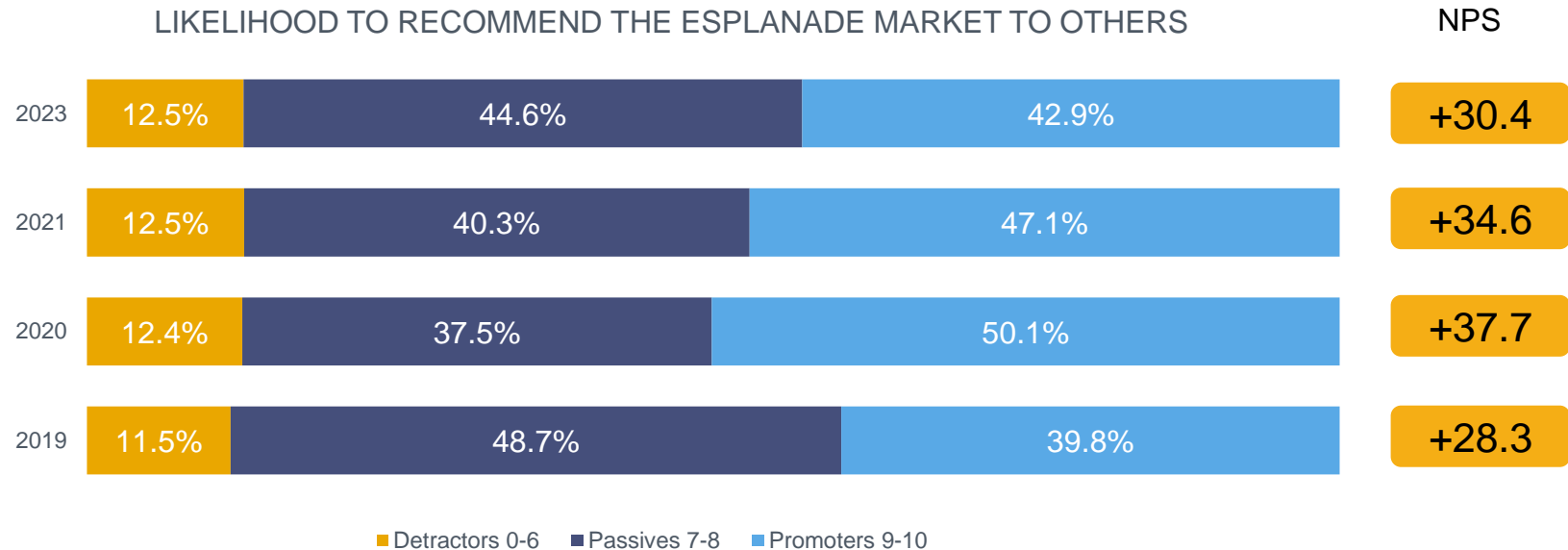
Channels of Awareness

LIFECYCLE SEGMENTS TOP 3 SOURCES RECALLED SEEING OR HEARING ABOUT THE ESPLANADE MARKET



- 'Young SINKS & DINKS' were predominantly driven by the fact they that 'I was just in the area' (44.3%)
- 'Families' and 'Empty Nesters' were more likely to state that 'Previous Attendance' was how they were aware of the Esplanade Market

Advocacy



IER measures advocacy through the use of a methodology termed 'Net Promoter Score' (NPS). The NPS allows for the measurement of an event's performance through the eyes of its attendees. It is based on the view that all attendees can be segmented into one of three categories:

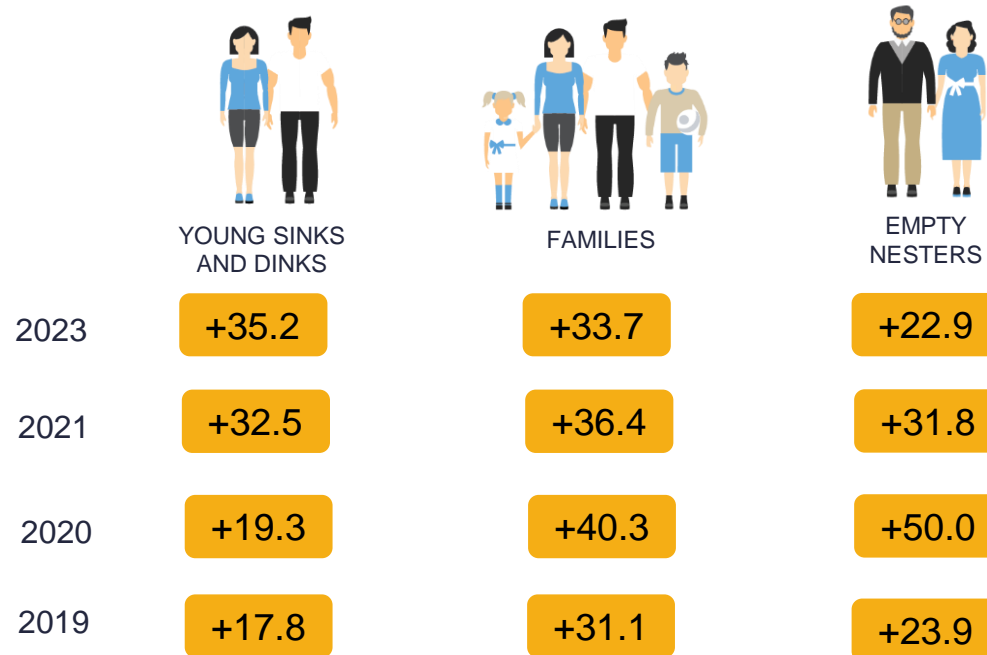
- **Promoters** (rating score 9-10) are classified as loyal enthusiasts who will keep attending and refer others, fueling growth.
 - **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy consumers who can damage the Esplanade Market's brand and hinder growth through negative word-of-mouth.

The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.
The difference between the two is the NPS.

- The NPS in 2023 was +30.4, this has been a trending decline in the previous two reporting periods +34.6 (2021) and +37.7 (2020) although higher than +28.3 recorded in 2019.
- There remains a growing proportion of Passives for the Esplanade Market who are not solid supporters and may be vulnerable to not returning in the future due to alternative offerings.

Advocacy

LIFECYCLE SEGMENTS ADVOCACY



NET PROMOTER SCORE

- Advocacy in 2023 was highest with the growing new audience of 'Young SINKS & DINKS' (NPS, +35.2), the highest since reporting and significantly higher than in 2019 and 2020.
- The 'Empty Nester' segment has recorded results that have varied quite significantly over the years experiencing a considerable decline in 2023 to +22.9 from a high of +50.0 in 2020

Suggested Improvements

SOME EXAMPLES OF COMMENTS RELATING TO MOST COMMON SUGGESTED IMPROVEMENT AREAS

Market Stalls

"I don't like it when I see a gap in the middle of tents."

"Lot of empty stalls."

"Sad it's not bigger."

"Needs more variety. Come every weekend but its the same stands every week. Would like new stands."

"It will be nice to know who is at the market , even name of stall on website."

Music

"Missing a little bit of music."

*"Live music would improve it. Create more atmosphere."
:Subtle music would be nice*

"Subtle music would be nice."

Food and Drink Stalls

"Do not like the food stalls. Wish there were more stalls. Used to be better."

"More food stalls."

Parking

"Parking is expensive, more likely to spend more money if did not have to pay for parking."

Crowd Count

Crowd Count Analysis

METHODOLOGY

IER was engaged by the City of Port Phillip to undertake an attendance estimate at the St. Kilda Esplanade Market. An IER researcher was deployed to undertake crowd estimates on a half hourly basis on Sunday 23rd April, Sunday 14th May, Sunday 28th May and Sunday 11th June 2023 between 10:00am – 4:00pm.

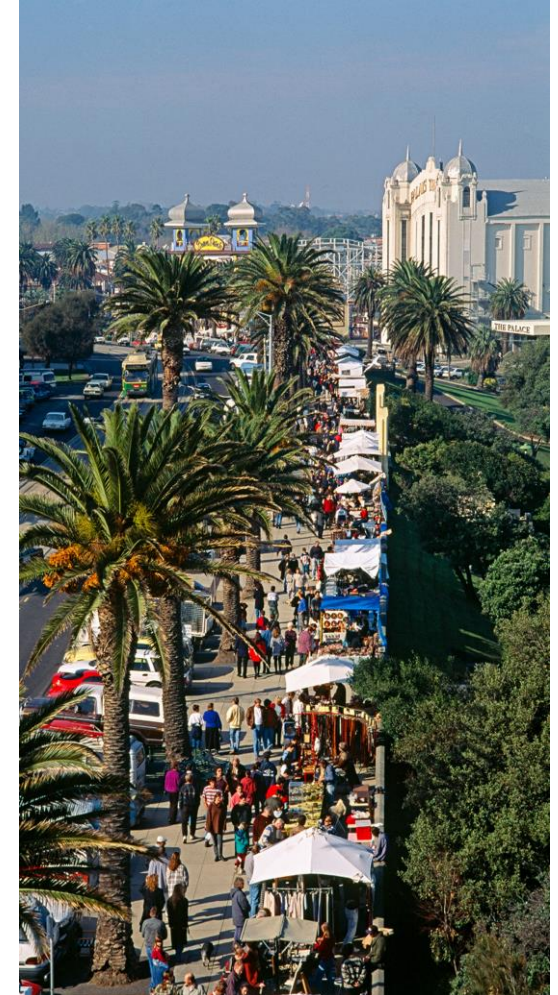
The Market was divided into five key zones and the crowd count was conducted in the zones where stallholders were located on the day. The following table shows which zones were counted on which days.

	Zone 1 Pollington Street – Victoria Street	Zone 2 Victoria Street – Alfred Square	Zone 3 Alfred Square	Zone 4 Alfred Square – Robe Street	Zone 5 Robe Street – Cavell Street
23 rd April	x	✓	✓	✓	x
14 th May	✓	✓	✓	✓	x
28 th May*	x	x	✓	✓	x
11th June	✓	✓	✓	✓	✓

IER adopted this method with crowd counters and a registration sheet to note estimated attendances and photograph each crowd count area. IER undertook the crowd count utilising the following methodology for the attendance estimate:

1. Record the number of people at each of the five areas per half hour from the counts undertaken
2. Photograph each area after each count to support crowd count figures
3. Estimate the average number of people at each location by averaging across each day the crowd count figure
4. Calculate average minutes spent by respondents from the survey
5. Total number of minutes the precinct is in operation divided by the average minutes spent at each location - this gives you the churn rate
6. Multiply the average number of people by the calculated churn rate to provide an estimated number of attendees for each day of the Market

* Due to the smaller footprint of the market on May 28th due to impact of inclement weather this data has not been included in analysis
 Note: Whilst this method has been completed the following data reports on gross attendance as per COPP request in 2021. This has been continued in 2023.



Crowd Count Analysis

CROWD COUNT 2019 – 2023 *Gross attendance*

				Average Per Day	
2023	2,674	3,838	3,324	Total, 9,836	3,279
2021	2,901	3,367	Total, 6,268		3,134
2020	6,905		4,462	Total, 11,367	5,684
2019	5,777	4,141	Total, 9,918		4,959

■ 1st Day ■ 2nd Day ■ 3rd Day

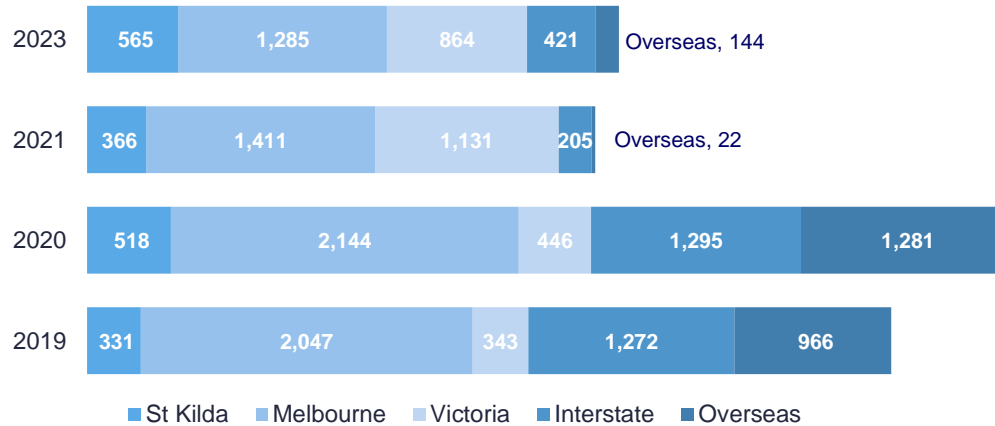
	Day 1	Day 2	Day 3
2023	Apr 23 19.9 °C	May 14 20.7 °C	June 11 17.0 °C
2021	Feb 28 26.7 °C	March 7 28.5 °C	
2020	23 Feb 34.0 °C	March 1 38.0 °C * ceased at 4.30pm due to heat	
2019	24 Feb 32.9 °C	March 10 23.7 °C * ceased at 3.00 pm due to storm	

- Across the three days of crowd counting in 2023 (April 23, May 14 and June 11) it is estimated there was a total gross attendance of 9,836 at The Esplanade Market and an average of 3,279 per day.
- Average per day attendance in 2023 (3,279) saw growth on the COVID impacted year of 2021 however lower than earlier years 2019 & 2020.

Crowd Count Analysis

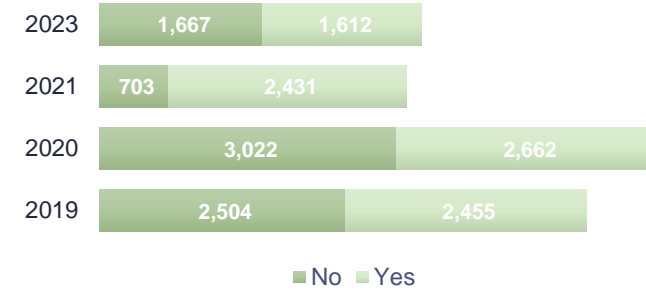
VISITOR ORIGIN

Average Per Day



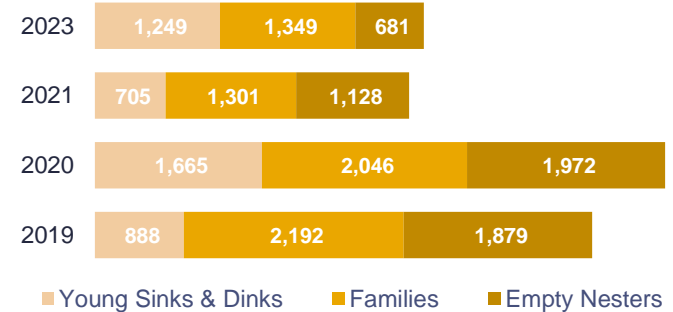
PREVIOUS ATTENDANCE

Average Per Day



TARGET SEGMENTS

Average Per Day



- Utilising the average attendance per day, figures can be extrapolated for visitor origin, previous attendance and target segments across the three days of crowd counting.
- This clearly illustrates that interstate and overseas visitors whilst improving slightly are yet to rebound to the pre COVID years of 2019 and 2020.

Q10. Where do you live? (n=296)

Q2. When was your last visit? (n=146)

Q9. In what year were you born? (n=296)

Q11. Which of the following best describes your household composition? (n=296)

Crowd Count Analysis

DAY 1 – SUNDAY 23rd APRIL 2023

Raw Numbers						
Time	Zone 1: Polkington St – Victoria St	Zone 2: Victoria St – Alfred Square	Zone 3: Alfred Square	Zone 4: Alfred Square – Robe St	Zone 5: Robe St – Cavell St	Total
10.00am - 10.30am		58	144	69		271
10.30am - 11.00am		41	42	43		126
11.00am - 11.30am		42	93	166		300
11.30am - 12:00pm		52	90	87		228
12.00noon -12.30pm		43	119	127		289
12.30pm-1:00pm		51	61	139		251
1.00pm - 1.130pm		37	118	94		248
1.30pm-2.00pm		53	71	107		231
2.00pm - 2.30pm		32	76	111		219
2.30pm - 3.00pm		44	67	78		188
3.00pm - 3.30pm		28	81	74		182
3.30pm - 4.00pm		14	68	62		144
Total	0	492	1,028	1,155	0	2674
Time of operation (mins)	360					
Number of timeslots	12					
Average Attendance per timeslot	223					
Average Time Spent at Market	58.3					
Churn rate	6.18	Est. Attend	1,377			

Temp.

Apr 23
19.9 °C

- On Sunday 23rd April there was a gross attendance of 2,674.
- On average 223 attendees were at the Esplanade Market every 30 minutes. Attendees stayed at the Market for an average time of 58 mins.
- Taking into account the average attendees, minutes spent at the Market (and therefore the churn rate) IER estimates attendees on the day to be 1,377.

Crowd Count Analysis

DAY 2 – SUNDAY 14th May 2023

Raw Numbers						
Time	Zone 1: Polkington St – Victoria St	Zone 2: Victoria St – Alfred Square	Zone 3: Alfred Square	Zone 4: Alfred Square – Robe St	Zone 5: Robe St – Cavell St	Total
10.00am - 10.30am	4	16	57	63		140
10.30am - 11.00am	14	20	85	64		183
11.00am - 11.30am	14	35	68	118		235
11.30am - 12.00noon	27	44	125	129		325
12.00noon - 12.30pm	9	70	152	193		424
12.30noon - 1.00pm	16	63	109	157		345
1.00pm - 1.30pm	14	48	125	124		311
1.30pm - 2.00pm	23	80	109	118		330
2.00pm - 2.30pm	22	55	172	198		447
2.30pm - 3.00pm	36	95	131	177		439
3.00pm - 3.30pm	49	98	125	132		404
3.30pm - 4.00pm	18	44	83	110		255
Total	246	668	1,341	1,583		3838
Time of operation (mins)	360					
Number of timeslots	12					
Average Attendance per timeslot	320					
Average Time Spent at Market	58.1					
Churn rate	6.20	Est. Attend	1,983			

Temp.

May 14
20.7 °C

- On Sunday 14th May there was a gross attendance of 3,838
- On average 320 attendees were at the Esplanade Market, every 30 minutes. Attendees stayed at the Market for an average time of 58 mins.
- Overall taking into consideration the average attendees, minutes spent at the Esplanade Market (and therefore the churn rate), IER estimates attendance on the day to be 1,983

Crowd Count Analysis

DAY 3 – SUNDAY 28th MAY 2023

Raw Numbers						
Time	Zone 1: Polkington St – Victoria St	Zone 2: Victoria St – Alfred Square	Zone 3: Alfred Square	Zone 4: Alfred Square – Robe St	Zone 5: Robe St – Cavell St	Total
10.00am - 10.30am			6	12		18
10.30am - 11.00am			2	12		14
11.00am - 11.30am			5	44		49
11.30am - 12.00noon			16	29		45
12.00noon - 12.30pm			7	23		30
12.30noon - 1.00pm			2	24		26
1.00pm - 1.30pm			22	28		50
1.30pm - 2.00pm			21	24		45
2.00pm - 2.30pm			46	29		75
2.30pm - 3.00pm			9	20		29
3.00pm - 3.30pm			8	18		26
3.30pm - 4.00pm			11	12		23
Total	0	0	155	275	0	430
Time of operation (mins)	360					
Number of timeslots	12					
Average Attendance per timeslot	36					
Average Time Spent at Market	41.5					
Churn rate	8.68	Est. Attend	311			

Temp.

May 28
16.5 °C

NOTE: Day 3 crowd count data excluded from analysis due to small footprint of market as a result of inclement weather. Data provided here for reference.

- On Sunday 28th May there was a gross attendance of 430.
- On average 36 attendees were at the Esplanade Market, every 30 minutes. Attendees stayed at the Market for an average time of 41 mins.
- Overall taking into consideration the average attendees, minutes spent at the Esplanade Market (and therefore the churn rate), IER estimates attendance on the day to be 311

Crowd Count Analysis

DAY 4 – SUNDAY 11th JUNE 2023

Raw Numbers						
Time	Zone 1: Polkington St – Victoria St	Zone 2: Victoria St – Alfred Square	Zone 3: Alfred Square	Zone 4: Alfred Square – Robe St	Zone 5: Robe St – Cavell St	Total
10.00am - 10.30am	32	34	47	60	37	210
10.30am - 11.00am	43	74	79	61	28	285
11.00am - 11.30am	46	47	85	84	59	321
11.30am - 12.00noon	37	51	122	93	48	351
12.00noon - 12.30pm	64	63	111	97	58	393
12.30noon - 1.00pm	82	41	61	106	50	340
1.00pm - 1.30pm	53	55	90	53	38	289
1.30pm - 2.00pm	29	35	55	84	31	234
2.00pm - 2.30pm	43	57	83	74	39	296
2.30pm - 3.00pm	32	50	89	58	24	253
3.00pm - 3.30pm	44	50	39	41	23	197
3.30pm - 4.00pm	11	21	43	72	8	155
Total	516	578	904	883	443	3324
Time of operation (mins)	360					
Number of timeslots	12					
Average Attendance per timeslot	277					
Average Time Spent at Market	56.5					
Churn rate	6.37	Est. Attend	1,764			

Temp.

June 11
17.0 °C

- On Sunday 11th June there was a gross attendance of 3,324
- On average 277 attendees were at the Esplanade Market, every 30 minutes. Attendees stayed at the Market for an average time of 56 mins.
- Overall taking into consideration the average attendees, minutes spent at the Esplanade Market (and therefore the churn rate), IER estimates attendance on the day to be 1,764