

Night-time economy Survey

SUMMARY REPORT
31 May 2023



Background

This report presents the findings of night-time economy survey. Fieldwork was conducted between 19 April to 1 May 2023, collecting **n=1,864 completes** (n=1,171 (63%) via the YourSay Panel, n=693 (37%) via open links promoted on social media channels).

The purpose of this survey was to understand the community's needs and wants for Canberra's night-time scene – not just in the city centre, but across the whole of the ACT.

The survey was primarily targeted to and completed by ACT residents, however a small number of completes were received by those living outside of the ACT (mainly Queanbeyan and Jerrabomberra residents).

Methodology notes:

- All Panel members were invited to take part in the survey.
- The survey was also distributed through the ACT Government's social media channels, including targeted posts to younger demographics to ensure better representation of this key audience.
- Data has been weighted by age, gender and region based on ABS Census figures.
- Significance testing has been conducted on selected slides where appropriate; results that are significantly higher than the total result have been shaded in blue in tables, whereas results that are significantly lower have been shaded in red in tables.



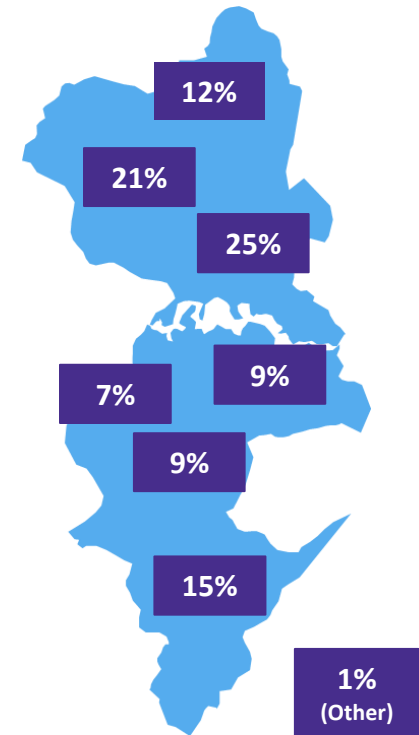
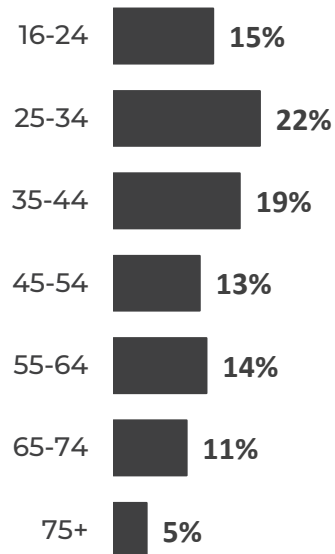
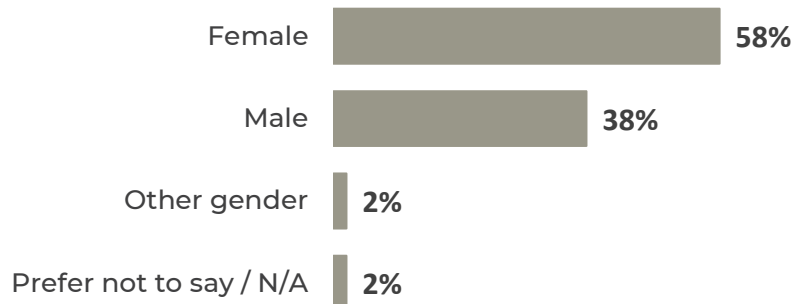
How many?

1,864

When?

**19-Apr to 1-May
2023**

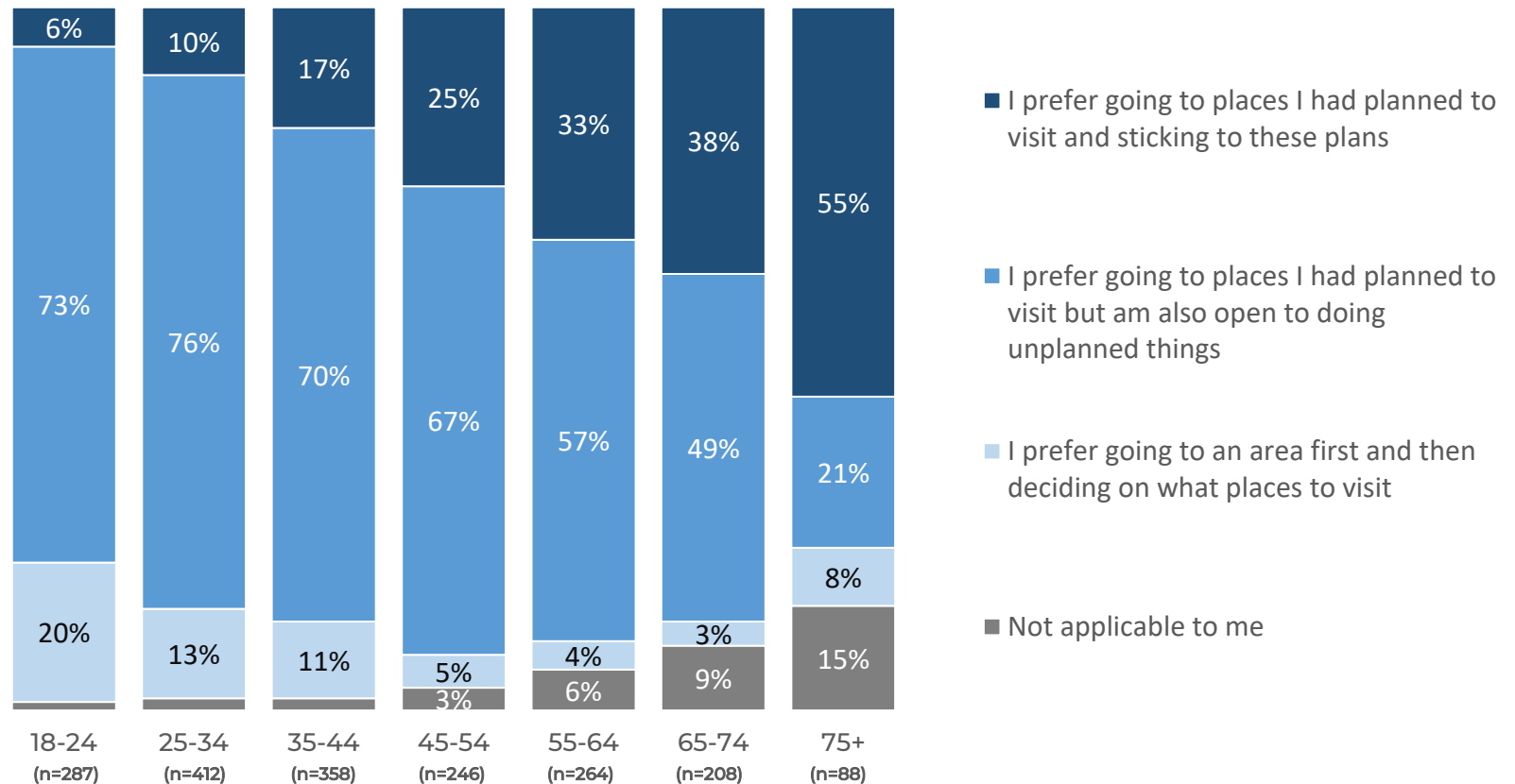
Sample profile (unweighted, n=1,864)



Results

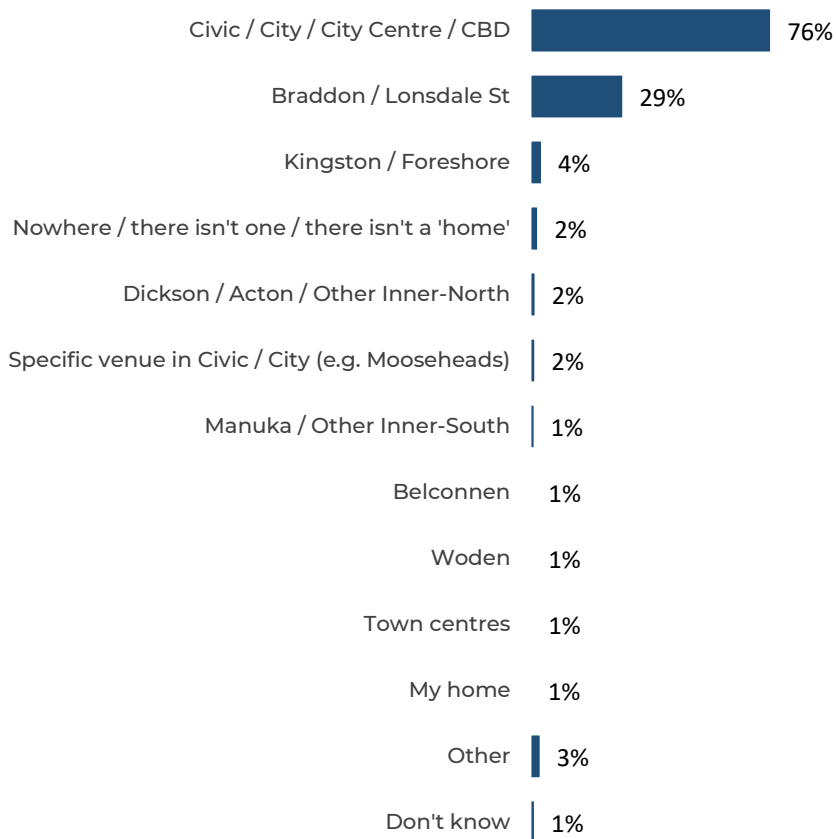
Behaviours – by age

Q. When it comes to having a night out, which of the following best describes you?

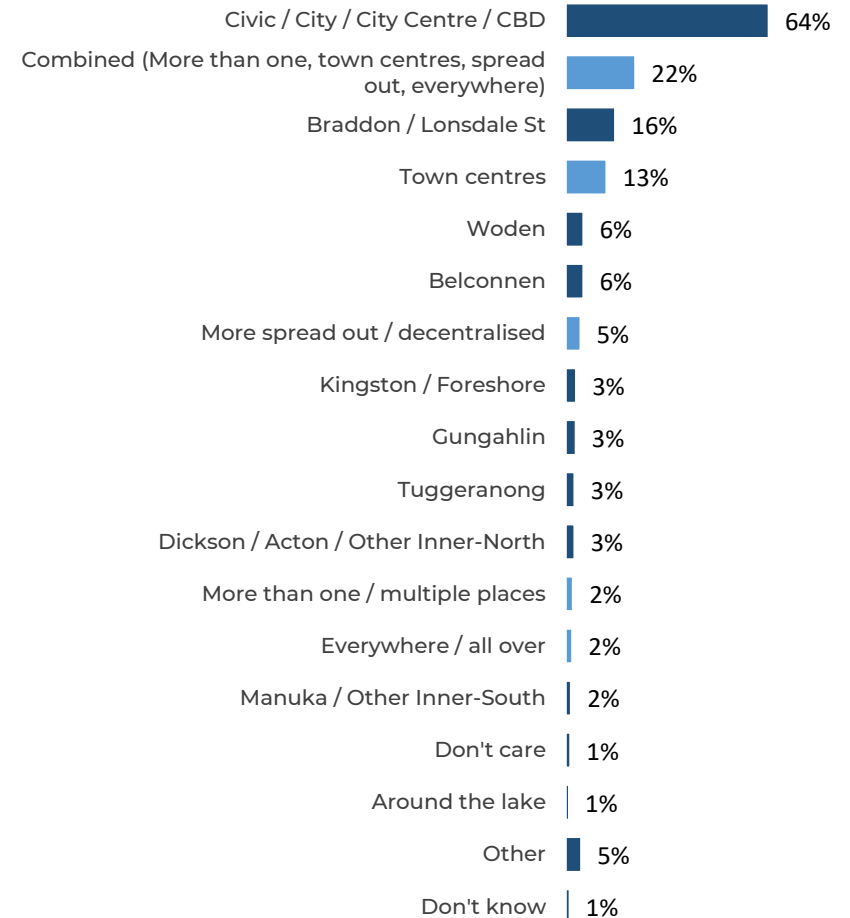


'Home' of Canberra nightlife

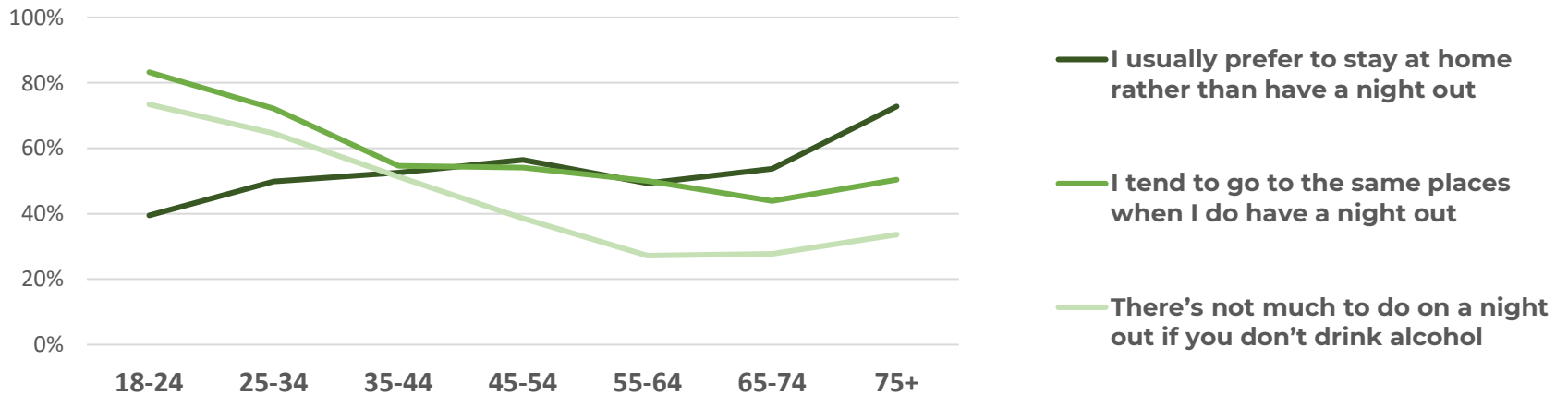
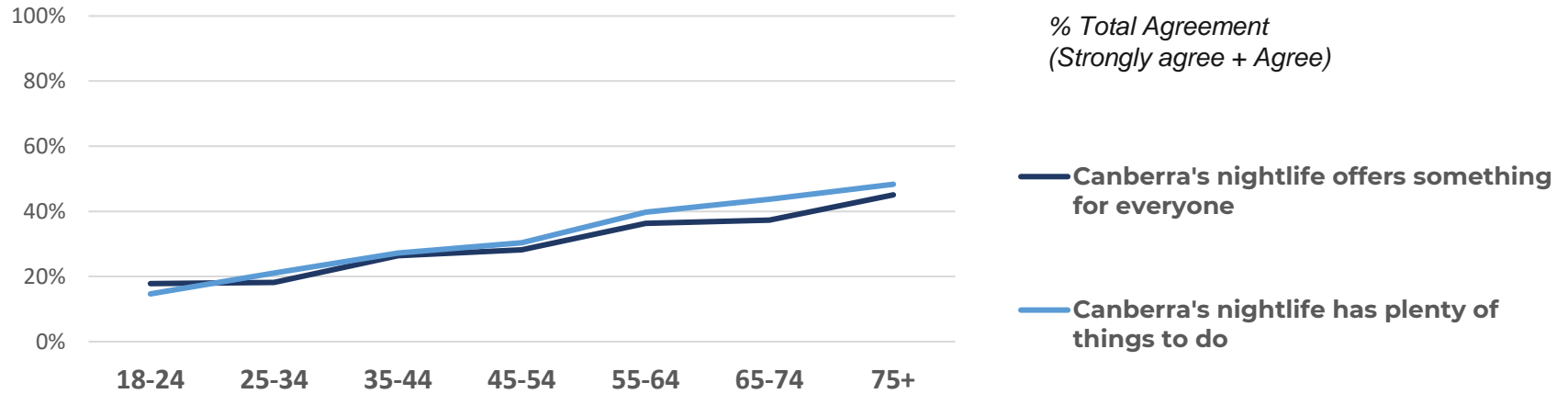
Q. Where do you think is the 'home' of nightlife in Canberra?
(Open-ended, n=1,837)



Q. Where do you think **should** be the 'home' of nightlife in Canberra?
(Open-ended, n=1,821)

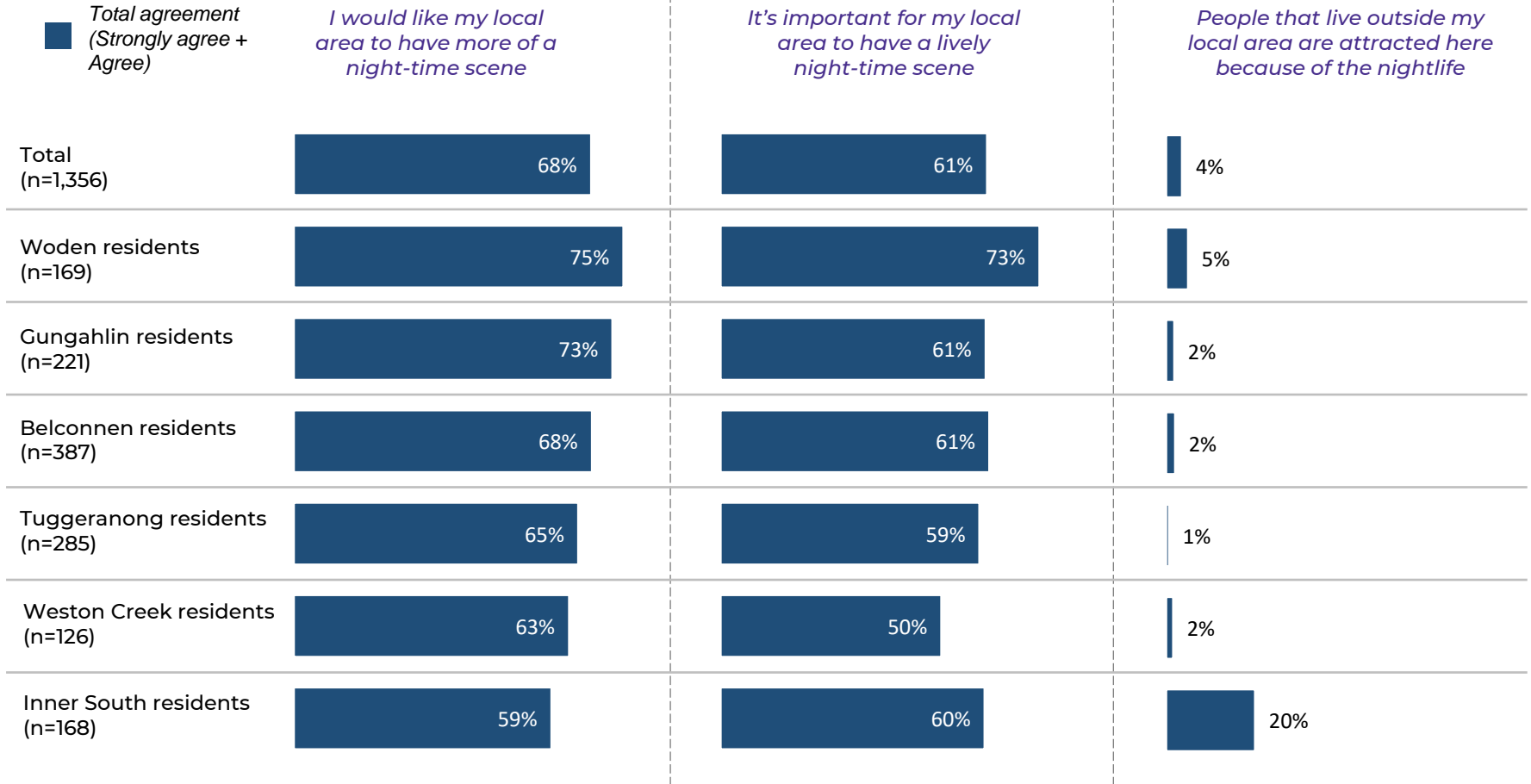


Attitudinal statements – by age





Attitudes to nightlife in local areas



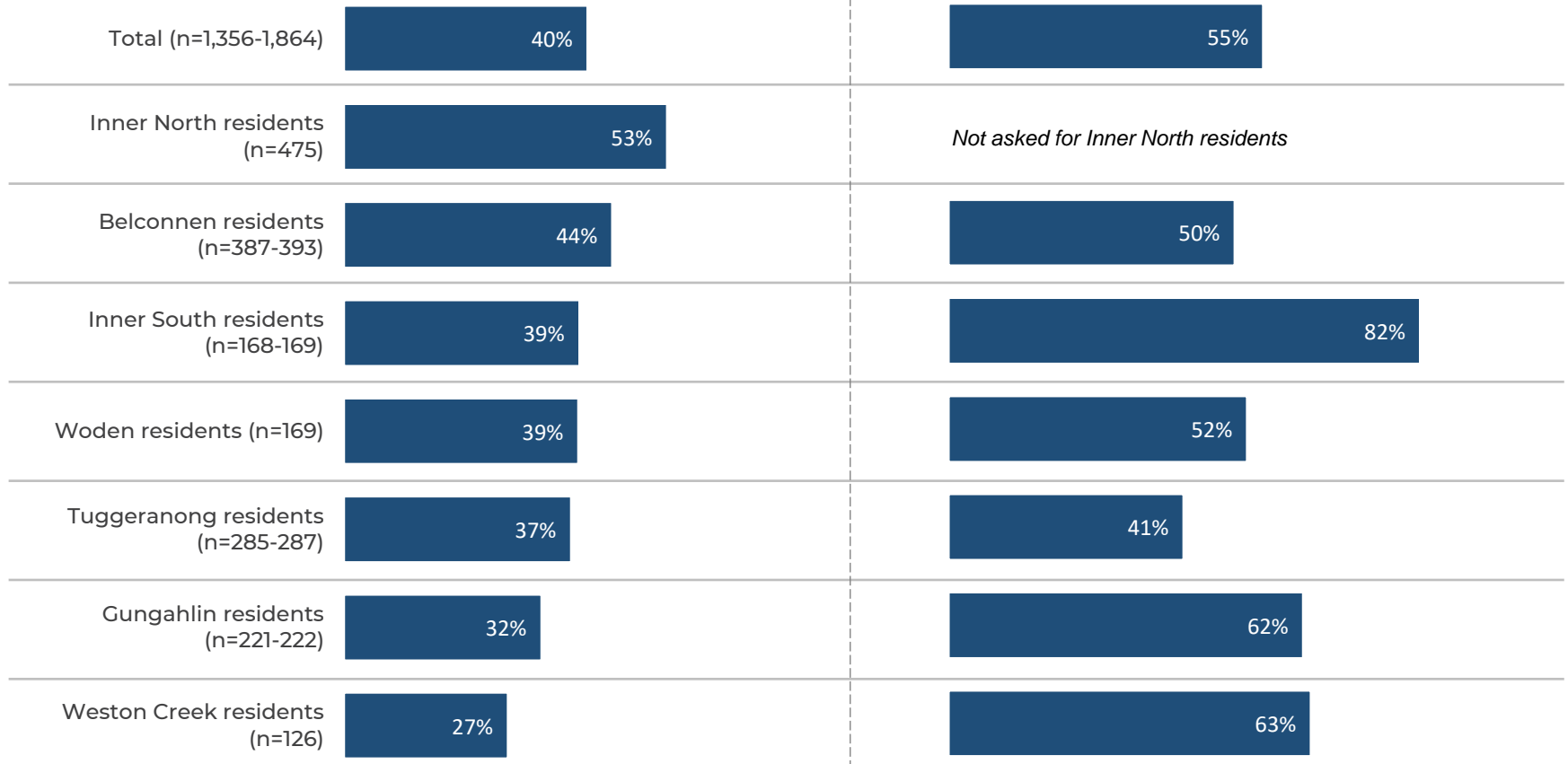
Safety



*I feel safe in the **City Centre** at night*



*I feel safe in **my local area** at night*



■ Total agreement (Strongly agree + Agree)

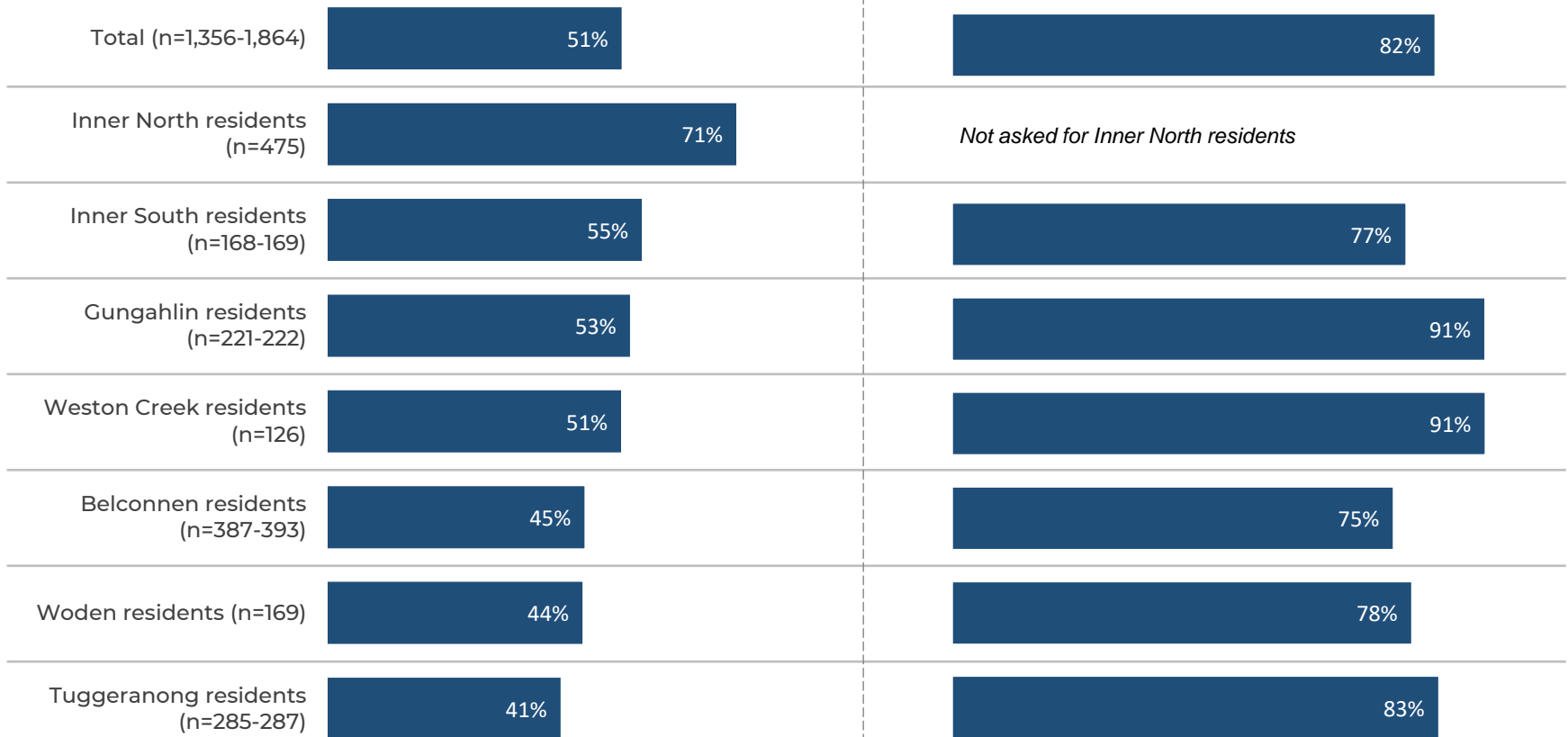
Things to do



There's not much to do in the **City Centre** at night besides eating and drinking



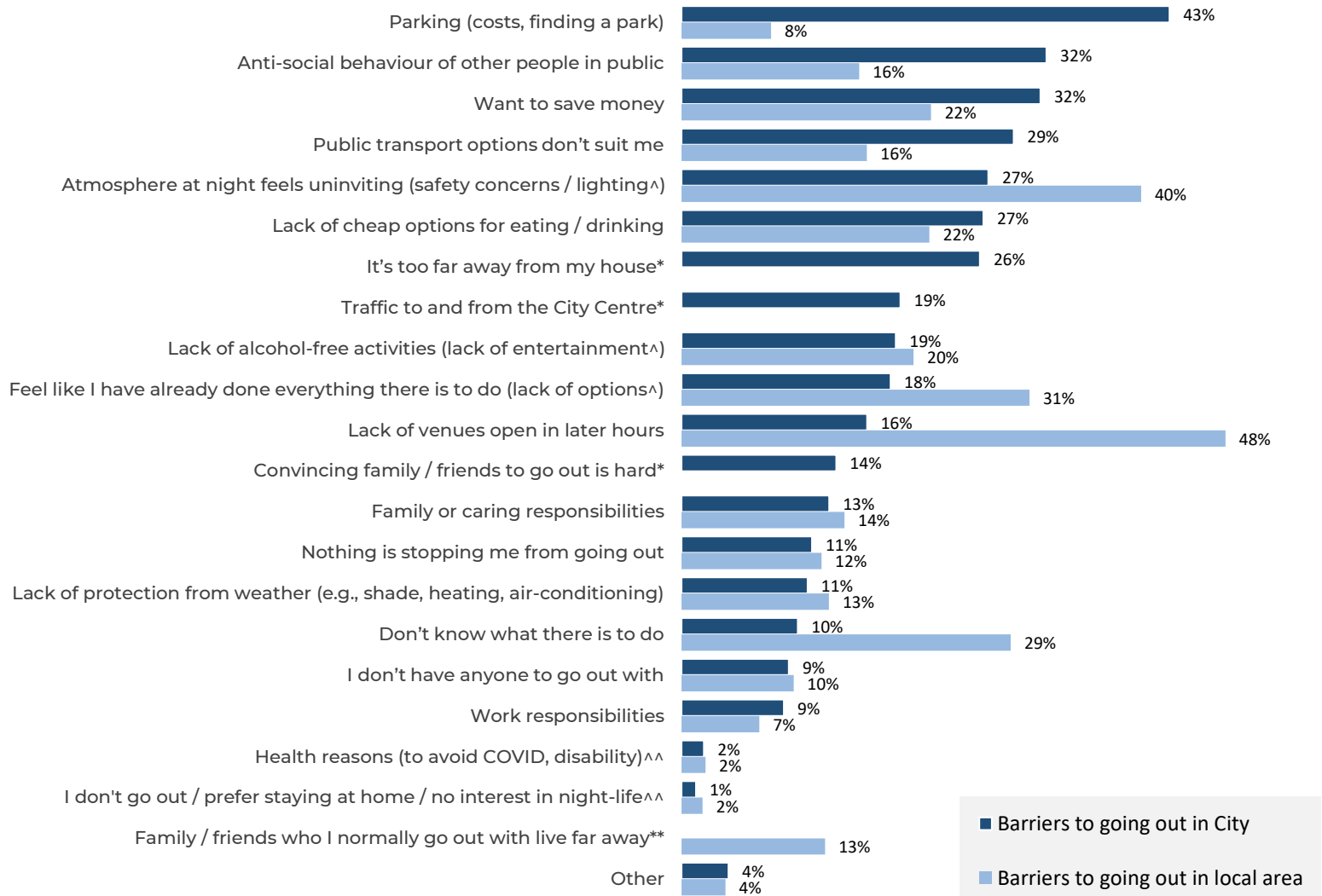
There's not much to do in **my local area** at night besides eating and drinking



■ Total agreement (Strongly agree + Agree)



Barriers to going out at night (Open-ended)



Notes:

* This code was not included in the local area barriers question wording

** This code was not included in the city barriers question wording

[^] Verbatim collected in 'Other (please specify)' responses has been back-coded into these codes

^{^^} This code was added in after back-coding 'Other (please specify)' responses

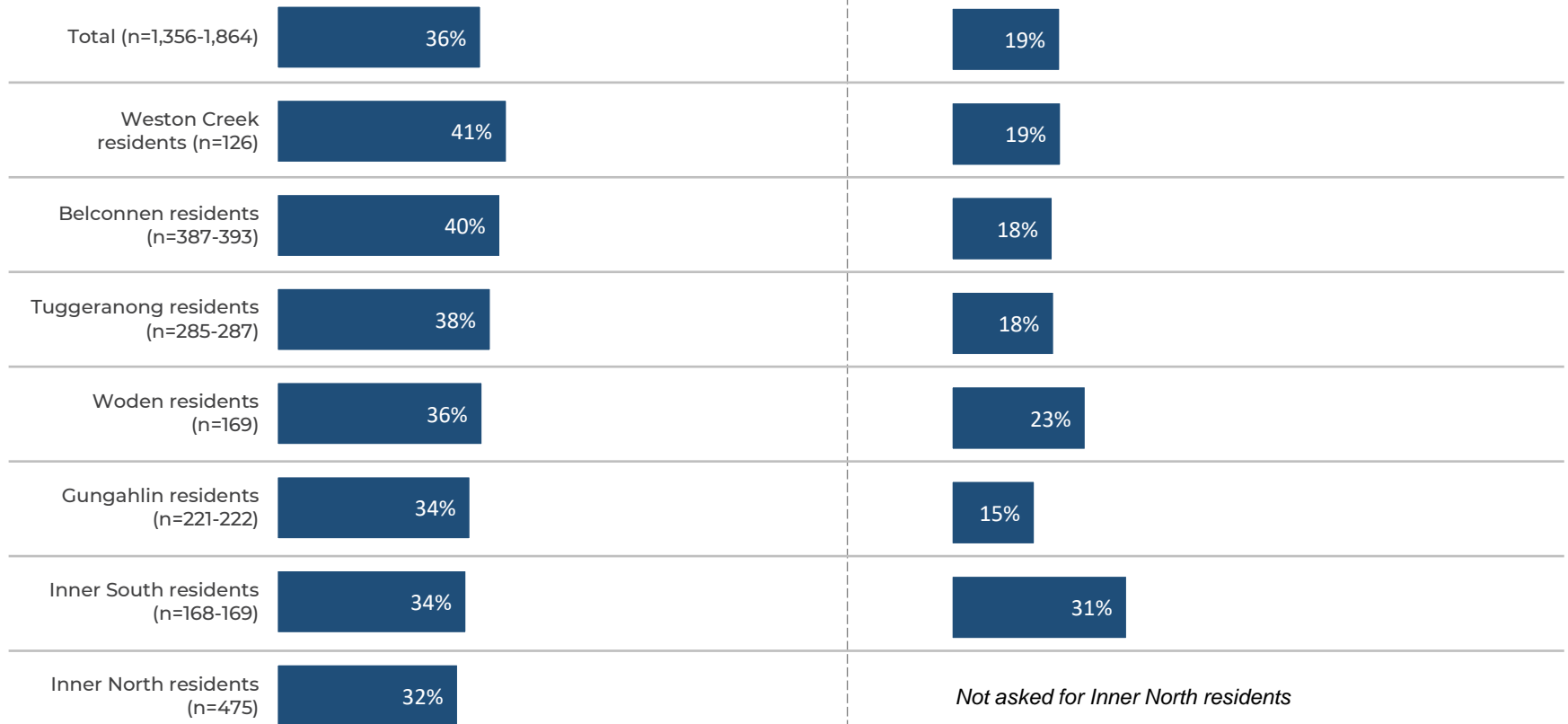
Currently meets my needs



The nightlife options in the **City Centre** currently meet my needs



The nightlife options in **my local area** currently meet my needs



■ Total agreement (Strongly agree + Agree)

Ideas for Canberra nightlife

Popular events mentioned included: Vivid, Adelaide Fringe Festival, White Night Melbourne, Dark Mofo

Christmas markets (as experienced in Europe)

Night (food) markets

Late night shopping and eating options

Street performers

*QEI. Please describe a night-time experience or activity that you had outside of Canberra which you would like to see in Canberra?
(Open-ended)*

Mardi Gras

Walking around between activities, taking in the atmosphere

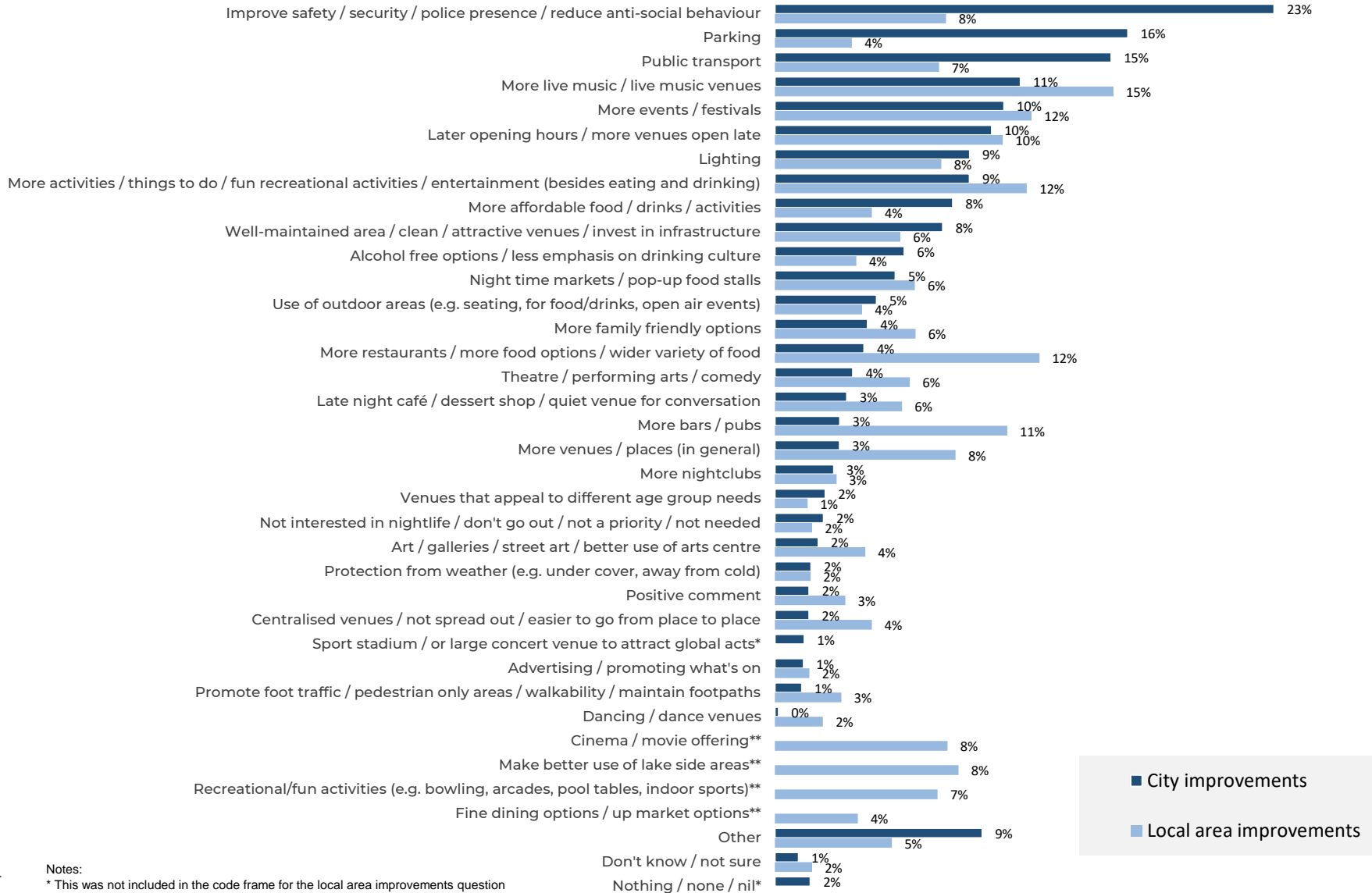
Live music venues / concerts with bigger acts

Rooftop bars

Outdoor activities (e.g. eating, cinema/theatre)



Improvements to nightlife (Open-ended)



Notes:
 * This was not included in the code frame for the local area improvements question
 ** This was not included in the code frame for the city improvements question



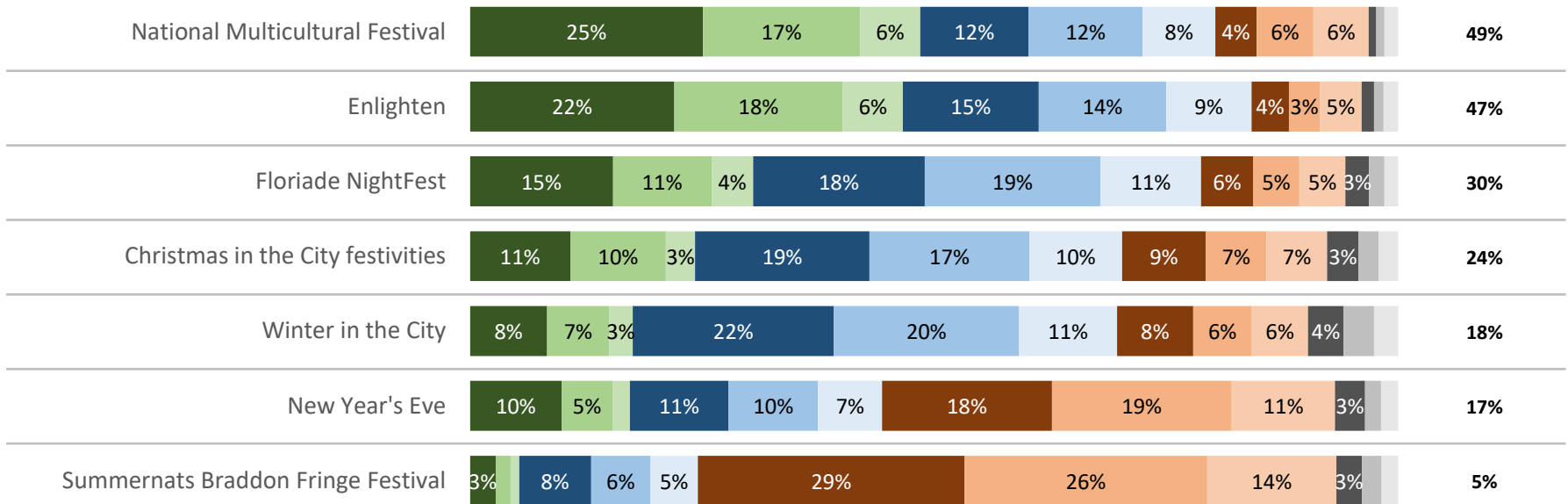
Impact of events on City visitation

QD6. Do you spend more, less, or about the same amount of time in the **City Centre** at night-time when these events are on?

Note – the graph below has split results to this question based on how regularly they visit the City Centre:

- **Regular visitors** include those who visit the City Centre at night at least once a month or more often
- **Occasional visitors** include those who visit the City Centre at night once every 3 or 6 months
- **Infrequent visitors** include those who visit the City Centre once a year or less often

Total % who would spend 'more time' in the City



- Regular visitor & would spend more time
- Occasional visitor & would spend more time
- Infrequent visitor & would spend more time
- Regular visitor & would spend same amount of time
- Occasional visitor & would spend same amount of time
- Infrequent visitor & would spend same amount of time
- Regular visitor & would spend less time
- Occasional visitor & would spend less time
- Infrequent visitor & would spend less time
- Regular visitor & not sure about time spent
- Occasional visitor & not sure about time spent
- Infrequent visitor & not sure about time spent



ACT
Government

YOUR SAY
PANEL