CITY USER PROFILES SNAPSHOT

ACTIVITIES

Our City population is diverse with people visiting the City for a good spread of reasons. Of those people on street, 23% are in the City for work purposes, 33% are shopping, 13% are meeting friends and 6% are studying.

Shopping in the City is a key drawcard for both weekend and weekday visits. Even those visiting the City for work and other main reasons will frequently get sidelined by the shops with one third nominating shopping as their secondary reason to visit.

19,639	118,216
resident population (2011)	number of employees (2011)

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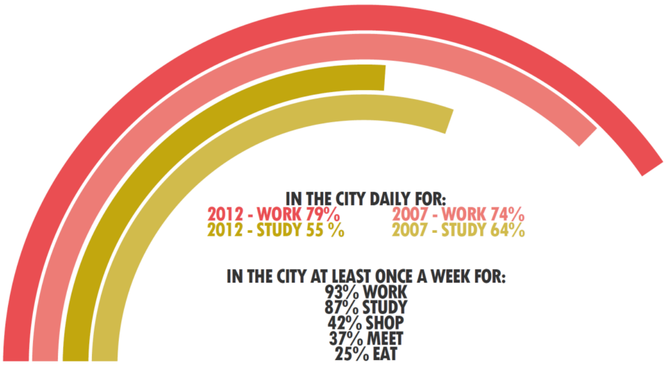
STRATEGY & INNOVATION

SMART INSIGHTS

33% SHOP
23% WORK
13% MEET
06% EAT

MAIN REASON FOR VISITING THE CITY ON THE DAY OF INTERVIEW

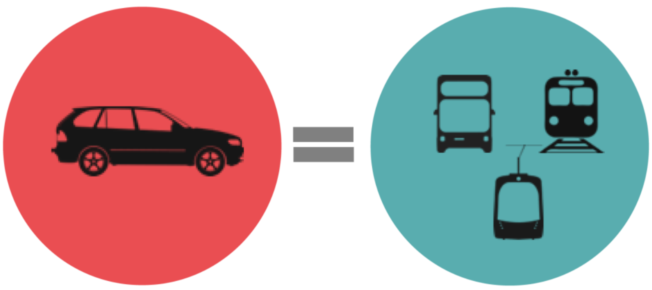
WEEKDAY	VS	WEEKEND
30% SHOP		39% SHOP
29% WORK		20% MEET
11% MEET		10% EAT
08% STUDY		09% WORK
04% EAT		02% SPORT



TRAVELLING BY CAR INTO THE CITY IS AS POPULAR AS TRAVELLING BY PUBLIC TRANSPORT

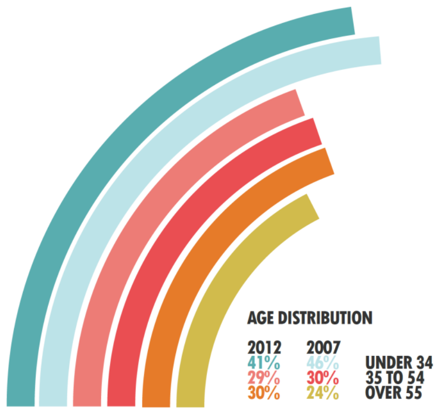
40% vs 40%

21% OF CITY USERS ALSO WALK OR RIDE A BIKE
(SOMETIMES IN CONJUNCTION WITH PRIVATE OR PUBLIC TRANSPORT)

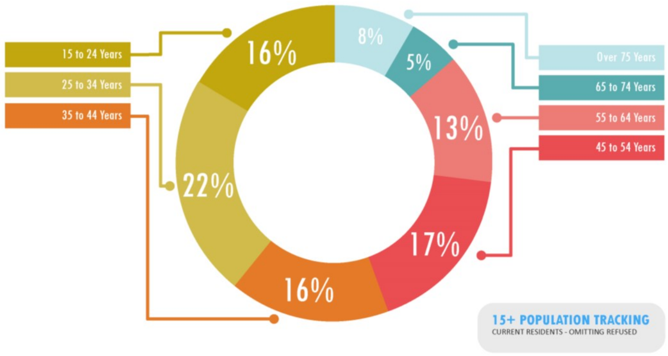


AVERAGE SPEND BY CITY USER

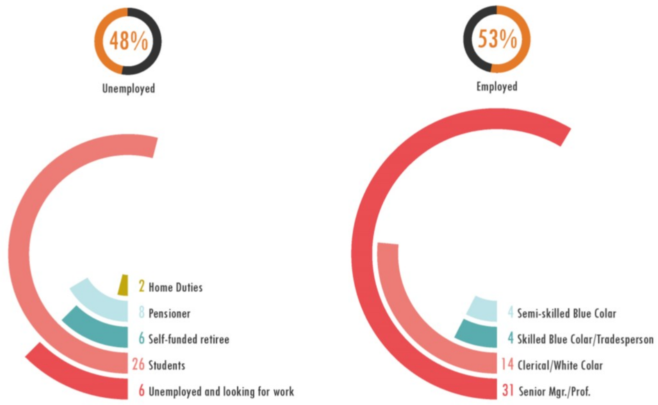
$103	SHOP
$41	WORK
$35	STUDY



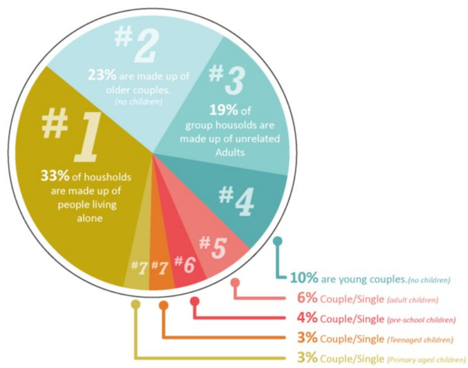
CITY USER PROFILES
RESIDENTS



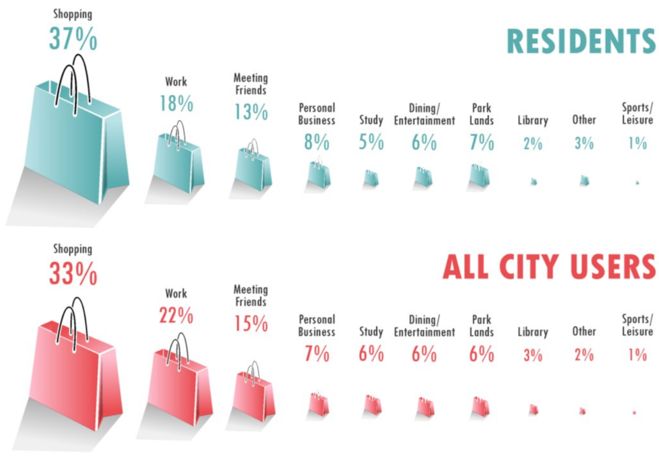
AGE DISTRIBUTION
Our City resident population remains polarised in terms of age with large proportions of both young (under 25's) and older (aged 65+) people.



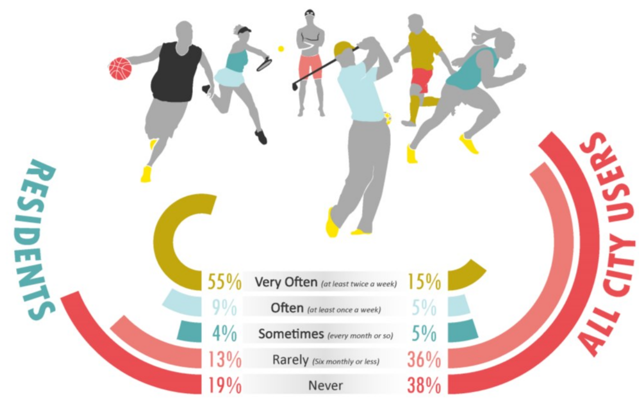
OCCUPATION
Occupations of our residents also demonstrate their diversity with a third being in senior manager or professional roles and a quarter describing themselves as primarily students.



HOUSEHOLD TYPES
Our City' households are mostly comprised of non-families – only 10% of households have dependent children. Lone households, share houses and older couples living without children dominate.



ACTIVITIES
Our City residents are most likely to be out and about in the City to shop.



ACTIVITY LEVEL
They are keen exercisers with over half exercising in the Park Lands at least a couple of times a week and many travelling on-foot for their City visit.

19,639

resident population (2011)

3,428

number of families (2011)

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STRATEGY & INNOVATION

SMART INSIGHTS

CITY USER PROFILES WORKERS

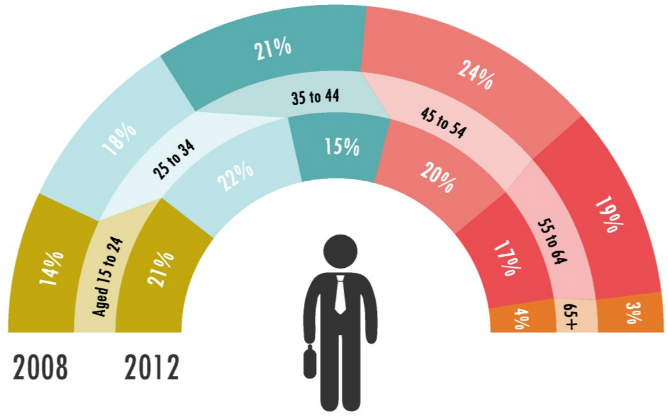
AGE DISTRIBUTION
Almost half of our City workers are aged 15-34 and this proportion is growing suggesting our workforce age in declining.

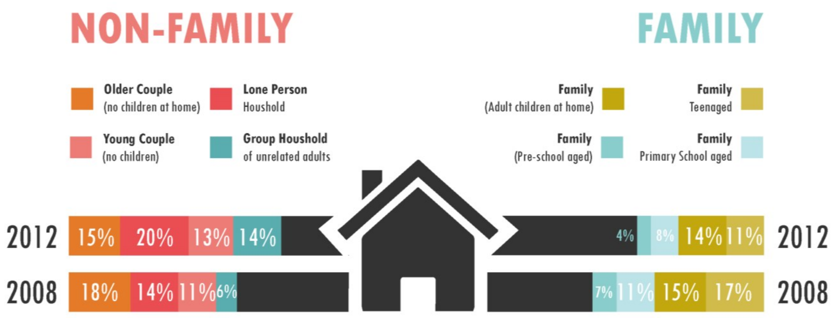
HOUSEHOLD TYPES
A shift towards households without children was evident in City Workers in 2012, particularly in lone person households and households of unrelated adults.

OCCUPATION
Most of our City workers are white collar.

ACTIVITIES
City workers are avid City users with well over three quarters visiting the City most days (96% visit for work purposes at least once a week).

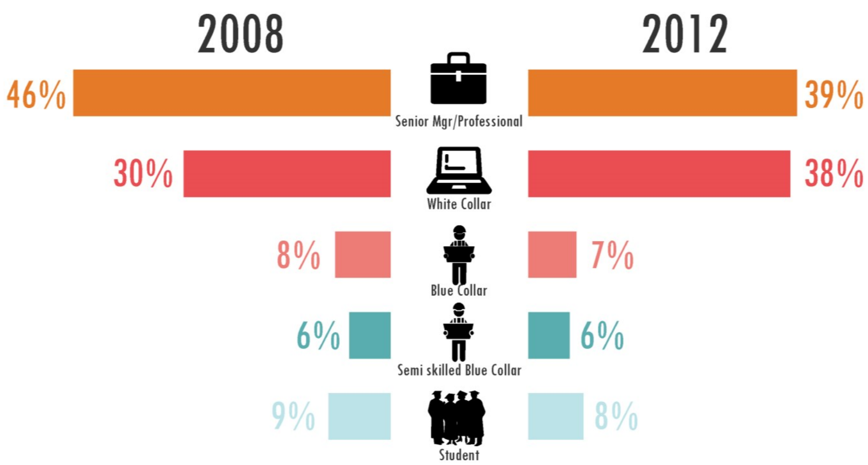
Frequency of the City workers City use for leisure or entertainment is on the increase. This will be an important group to monitor overtime as the Splash Adelaide events target the after work community.





25,326
public admin and safety workers (2011)

118,216
number of employees (2011)



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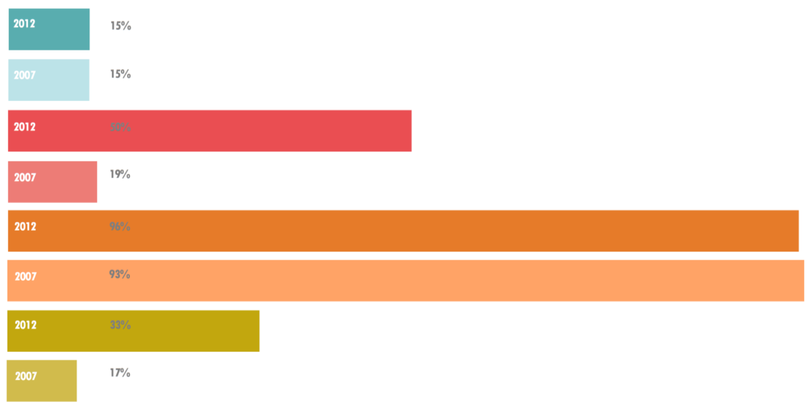
WORKERS ARE IN THE CITY AT LEAST ONCE A WEEK FOR

96% WORK **50% SHOP** **33% LEISURE** **15% STUDY**



STRATEGY & INNOVATION

SMART INSIGHTS

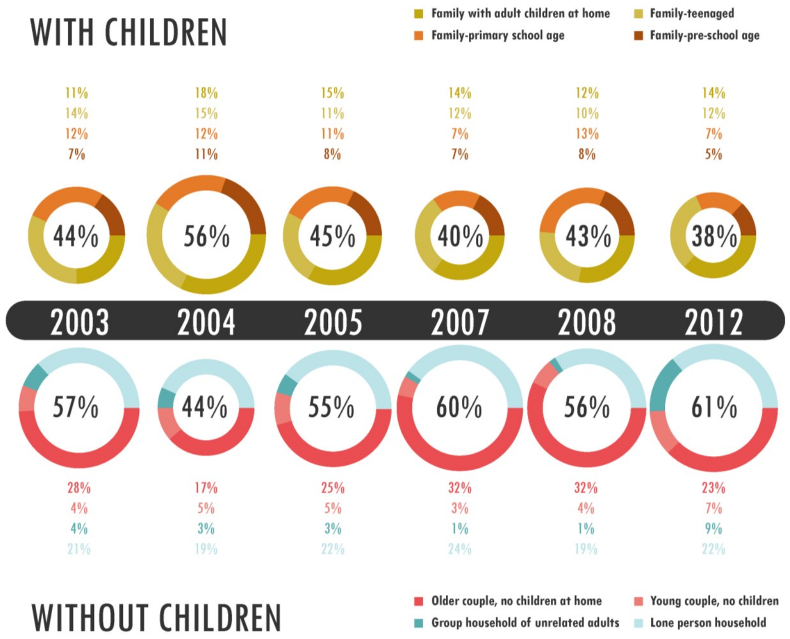
CITY USER PROFILES
VISITORS

AGE DISTRIBUTION
City visitors are slightly more likely to be female and almost half are aged 15-44 years.

HOUSEHOLD TYPES
The City tends to draw people from child-free households – 22% of visitors live in lone households and 22% live as an older couple with no children at home.

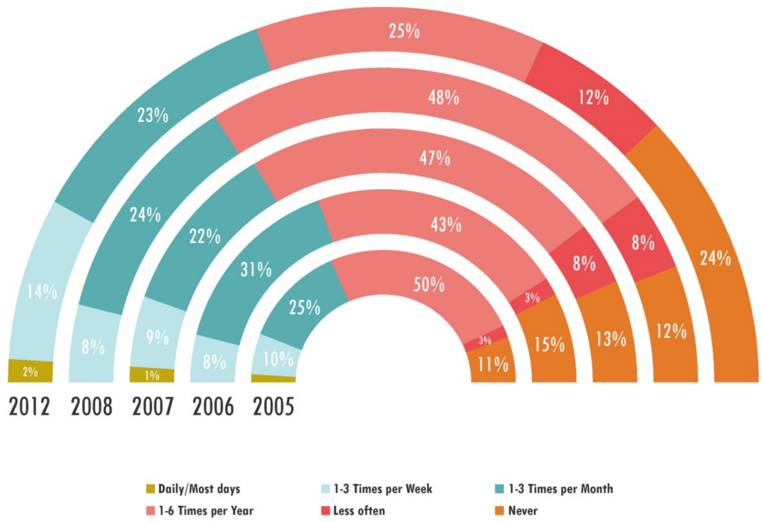
ACTIVITIES
City visitors are keen shoppers with over half visiting the City at least monthly.

Visitation for leisure or entertainment is less frequent than shopping – in fact, there is a growing group of visitors who never visit the City for leisure or entertainment.



PURPOSE FOR USING THE CITY

VISITING THE CITY FOR LEISURE OR ENTERTAINMENT



AGE

23million
estimated visitors to Rundle Mall (2011)

8.5million
estimated visitors to Central Markets (2011)

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STRATEGY & INNOVATION

SMART INSIGHTS

CITY USER PROFILES
STUDENTS

AGE DISTRIBUTION AND OCCUPATION

The characteristics of our City students have shown some changes in 2012 with a larger proportion of our City students being slightly older that the typical 15-24 year old student and being in a professional career – the proportion of 25-34 year age group has increased significantly overtime and a larger proportion indicated that they are in senior management / professional or clerical / white collar occupations.

ACTIVITIES

In 2012, our students are visiting less frequently for study (suggesting they are part-time students) and more frequently for work and for shopping (potentially due to a higher disposable income care of full or part-time jobs).

86,700
estimated number of students (2011)

40,500
estimated number at university

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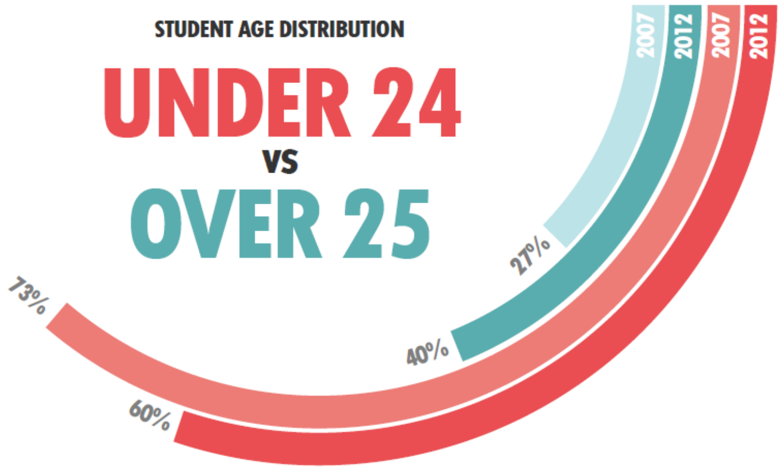
STRATEGY & INNOVATION
SMART INSIGHTS

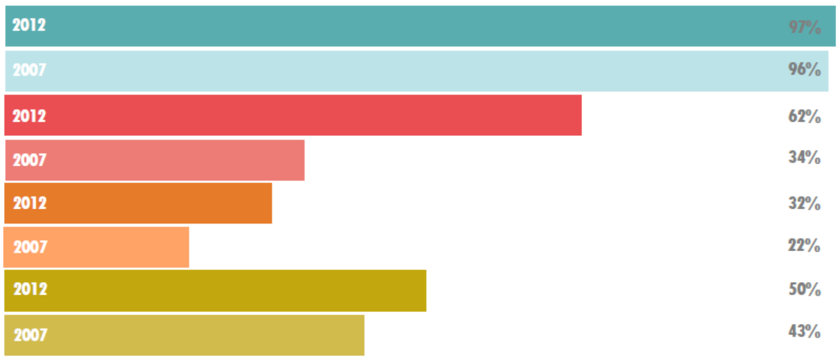
STUDENT AGE DISTRIBUTION

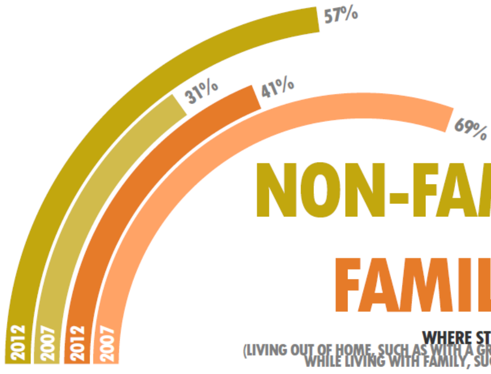
UNDER 24 VS OVER 25



97% STUDY
62% SHOP
32% WORK
50% LEISURE

STUDENTS ARE IN THE CITY AT LEAST ONCE A WEEK FOR





NON-FAMILY HOME VS FAMILY HOME

WHERE STUDENTS ARE LIVING
(LIVING OUT OF HOME, SUCH AS WITH A GROUP OF OTHER NON RELATED ADULTS IS TRENDING UP, WHILE LIVING WITH FAMILY, SUCH AS ADULT CHILDREN IS TRENDING DOWN)

HOW STUDENTS TRAVEL TO THE CITY

23% PRIVATE TRANSPORT

57% PUBLIC TRANSPORT

52% WALKING / CYCLING