



## Cape Town Festival 2015 – Attendance data



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The **UCT Knowledge Co-op** facilitated this collaborative project  
with Cape Town Festival.

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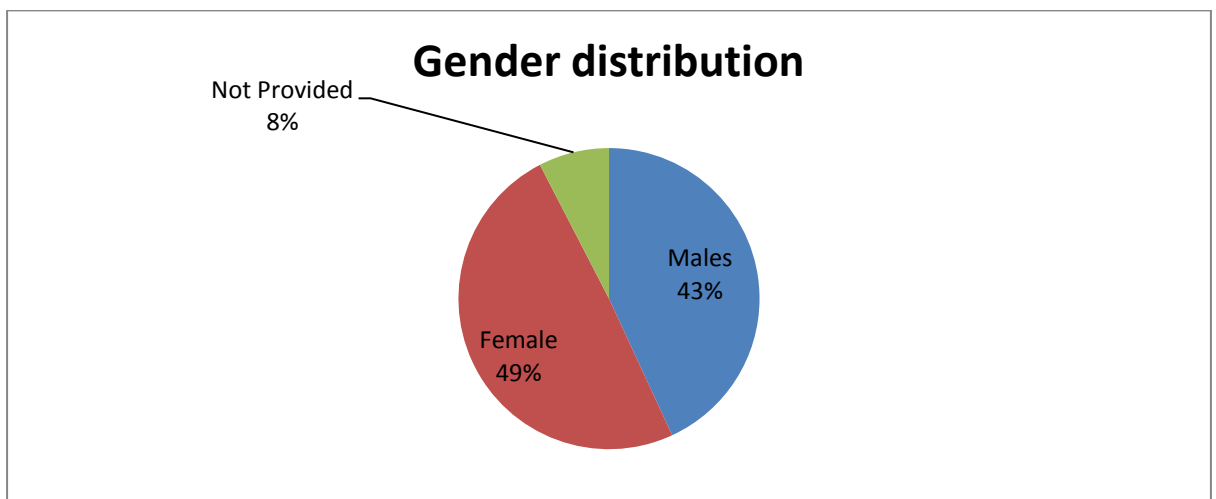
# Cape Town Festival Attendance: Summary Report

The 2015 Cape Town Festival was held on 21 March 2015 in the Company's Gardens. 290 of those attending were surveyed for demographic data and suggestions for improving the event. The raw data were submitted to the Information Systems department at the University of Cape Town for analysis. **Israel Tshabangu**, under supervision of **A/Prof Elsje Scott**, captured the data and compiled this report in September 2015. The complete dataset is attached.

## 1. Gender Distribution

The majority of the people that took the survey were female.

Among those surveyed there were 125 Males and 143 Females, while 22 respondents did not specify their gender.



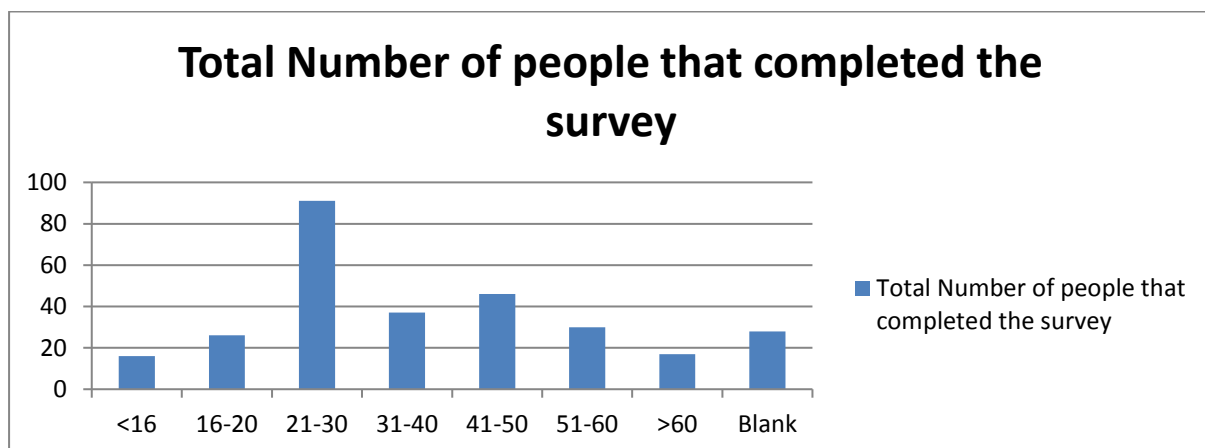
## 2. Age Distribution

From the surveys taken we see that the age group that filled in the most surveys was those between 21 and 30 years of age. A total of 28 respondents did not specify their age.

The exact numbers are shown below:

Age Group	Number of people in the age group
<16	16
21-30	91
31-40	37
41-50	46
51-60	30
>60	17
Blank	28

These results are illustrated in the chart below:



### 3. Monthly Income

The Monthly incomes showed a wide variation. However unlike other fields this had a lot of blank responses, as shown in the table below:

Unemployed/ Pensioners	<5,000	5,000-10,000	10,000- 15,000	15,000- 20,000	>20,000	Blank
34	66	55	19	12	30	75

### 4. Most Frequent Suggestions from the surveys

With the suggestions I only picked the ones that recurred the most. The most recurring suggestion was to increase children's activities.

Other recurring suggestions included the ones below:

- More cultures represented
- More Children Activities
- A wider variety of food or more food stalls
- More upcoming artists
- Old school Music
- More Dancers
- More stalls
- More local talent
- More youngsters

## 5. Complaints and Suggestions

From all the surveys there were 2 complaints and these were written either at the bottom of the survey form or at the back of the survey for and these are listed below:

1. The MC is racist and put a major dampness on the day
2. The lack of vendors was disappointing. The worst festival ever and please don't blame eskom for the lack of good performance and the food of the festival

There was also one suggestion that was written at the back of the form and this was for the organisers to put more shade if the festival is going to be on a sunny day

## 6. Marketing of the festival

With marketing most people said that they heard of the festival from more than one sources and some indicated that it was just by coincidence that they were passing by in the area. The numbers are shown in the graph below:

