



Cape Town Festival 2016 – Attendance data

Second year Information Systems Class

Reporting graphics by Luke Oliver

Supervision: Prof Elsje Scott

Narrative report: Barbara Schmid

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

<http://www.knowledgeco-op.uct.ac.za/>

Email: know-op@uct.ac.za; phone: +27 – 21 – 650 4415

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1. Introduction

The Cape Town Festival is held annually around 21 March to celebrate Human Rights Day.

This year's Festival, held on 20 and 21 March 2016 in the Company's Gardens, created a unique opportunity to define a project for the Information Systems second year students, who are registered for the Applying Database Principles course.

This project was initiated as a result of a partnership between the organisers of the Cape Town Festival, the UCT Knowledge Co-op and the Department of Information Systems at the University of Cape Town. In 2015 a third year UCT student, Israel Tshabangu, under the supervision of Prof Elsje Scott, captured raw data from paper survey sheets and compiled a report on the event in September 2015. In addition, he created a small web application that could run on a mobile phone to administer the 2016 surveys.

The 2016 second year students used this web-based application on their cell phones to collect data at the festival, instead of filling out paper forms. Through their participation in the Cape Town Festival, students gained first-hand experience of the subtleties and complexities of interacting people (in this case participants at the festival and the visitors) when developing and gathering data for a computer system. Another important benefit was that the students were not only having fun, but they were serving the wider community of Cape Town, while doing so.

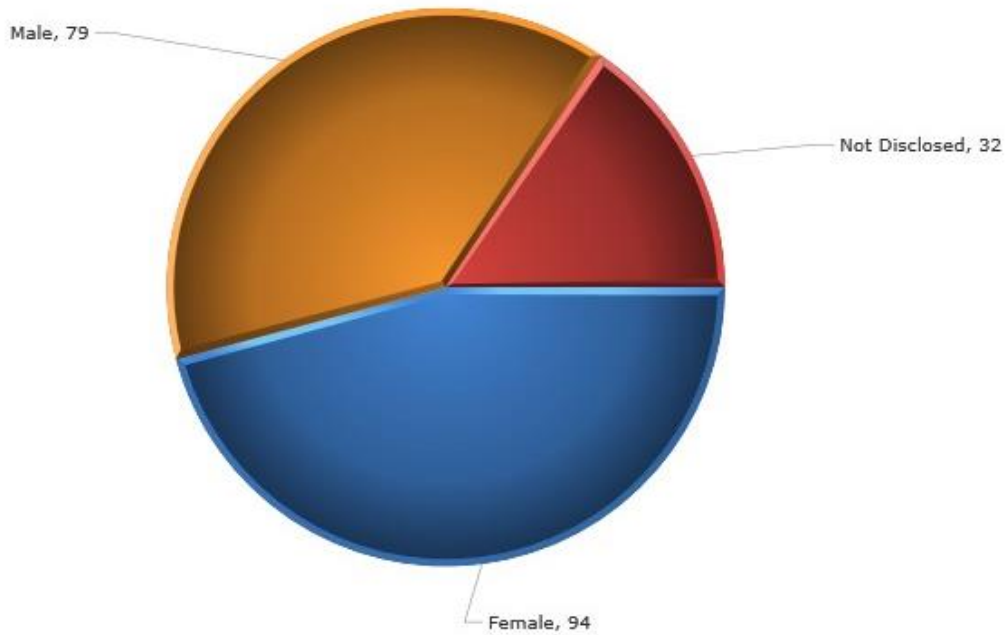
During the festival, four groups of students (38 in total) acted as volunteers to administer the survey and collect the data. They collected just over 200 responses from the visitors who attended the festival. Although this data will be returned to the organisers of the festival, the students had the benefit of using this data in their projects.

This real-life learning experience added much value to the student project as it prepared students better for professional practice once they graduate. It is hoped that this will continue in future years with Prof Scott's successor.

For more efficient data collection, phone data or access to Wifi should be made available to the students in advance of the festival. This year valuable time for data collection was lost by waiting for data.

2. Gender Distribution

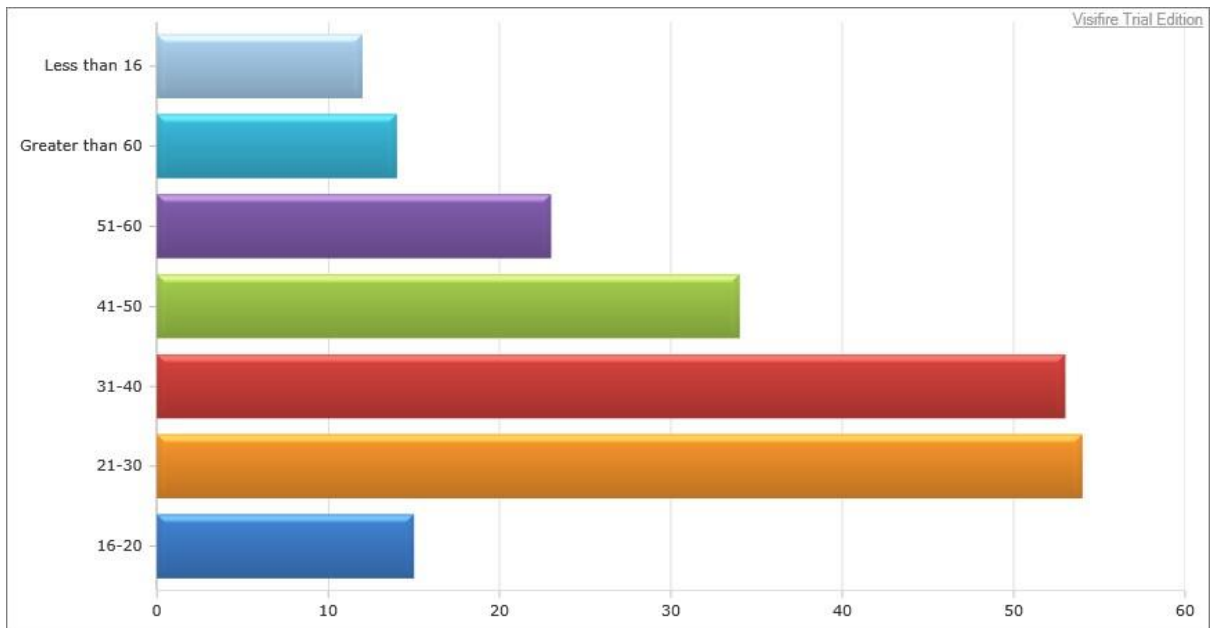
The majority of the people that took the survey were female. Among those surveyed there were 79 Males and 94 Females, while 32 respondents did not specify their gender.



3. Age Distribution

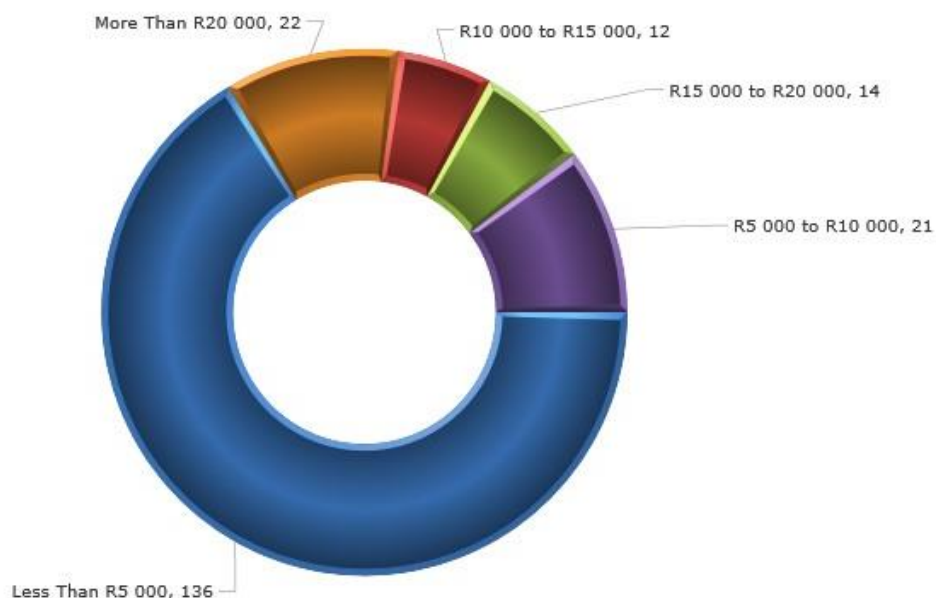
From the surveys taken it is clear that the most common age among them was between 21 to 30 and 31 to 40 years of age, with just over 54 and 53 respondents respectively in each of the two age ranges. Interestingly the older generation was well represented: 71 respondents were in the three older age cohorts (34 over 40; 23 over 50 and 14 over 60) and only 27 in the cohorts younger than 20 years (15 and 12 respondents respectively).

The age distribution is shown in the graph below:



4. Monthly Income

The chart below illustrates the relative proportion of respondents per income bracket.



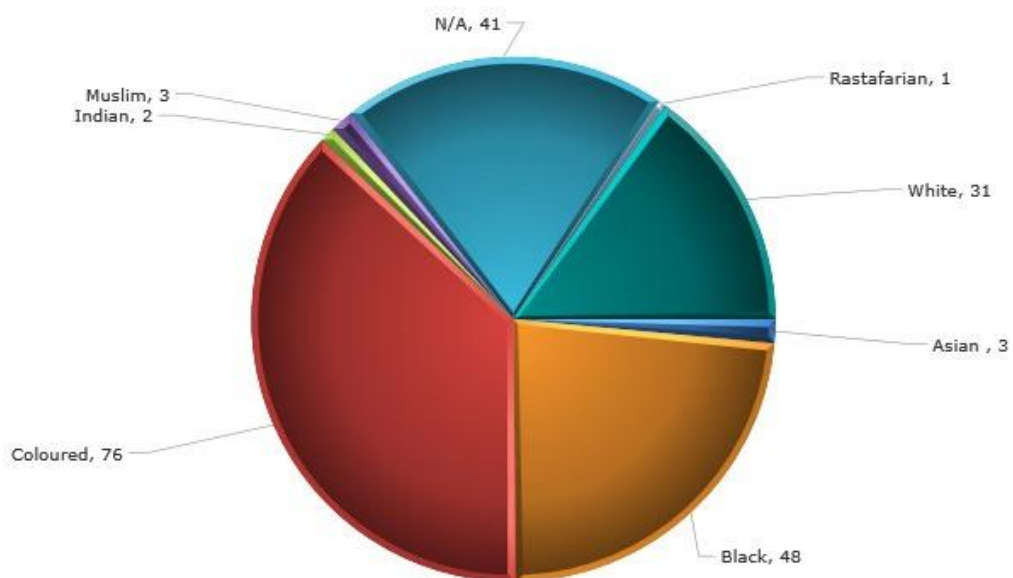
Data on monthly income showed that by far the biggest number of respondents (136) belonging to the lowest income bracket (below R5000). 21 respondents had a monthly income between R5,000 and R10,000; 12 were in the next bracket up to

R15,000; 14 in the following one up to R20,000; and 22 responses indicated an income above R20,000.

5. “Culture”

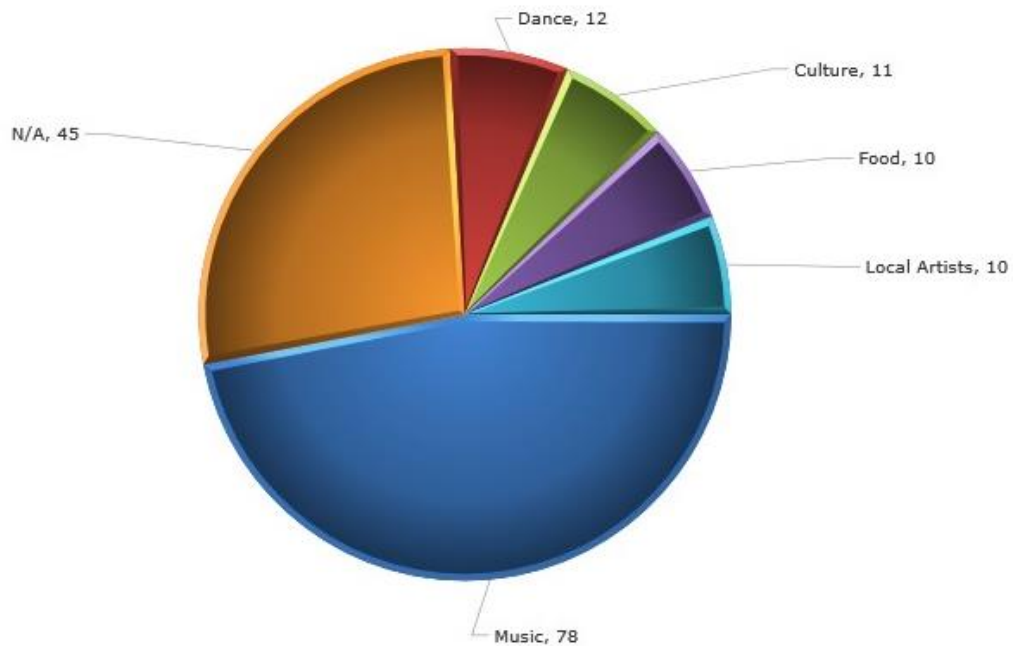
Respondents were also questioned about the culture they identified with. In some cases the responses indicate religious affiliation Muslim n = 3, Rastafarian n = 1), but mostly people referred to their racial group (Coloured n = 76, Black n = 48, White n = 31, Indian/Asian n = 5). These categories do overlap with each other. A significant number of respondents (n = 41) did not select a response.

The chart below shows the relative proportion of the groups attending the Festival.



6. Most frequent suggestions from the surveys

Respondents were asked for their suggestions to make the Cape Town festival even better. The chart below shows responses in the six most popular suggestion categories.



Respondents made the following suggestions for future CT Festival events:

- The most common suggestion (n = 78) was about music; unfortunately responses do not indicate what specifically was to be changed about the music, but clearly music is important to those who attend the Festival.
- The next highest category were respondents who had no suggestions for change (n = 45); presumably they were content with the event.

All other suggestions were much less common; these included:

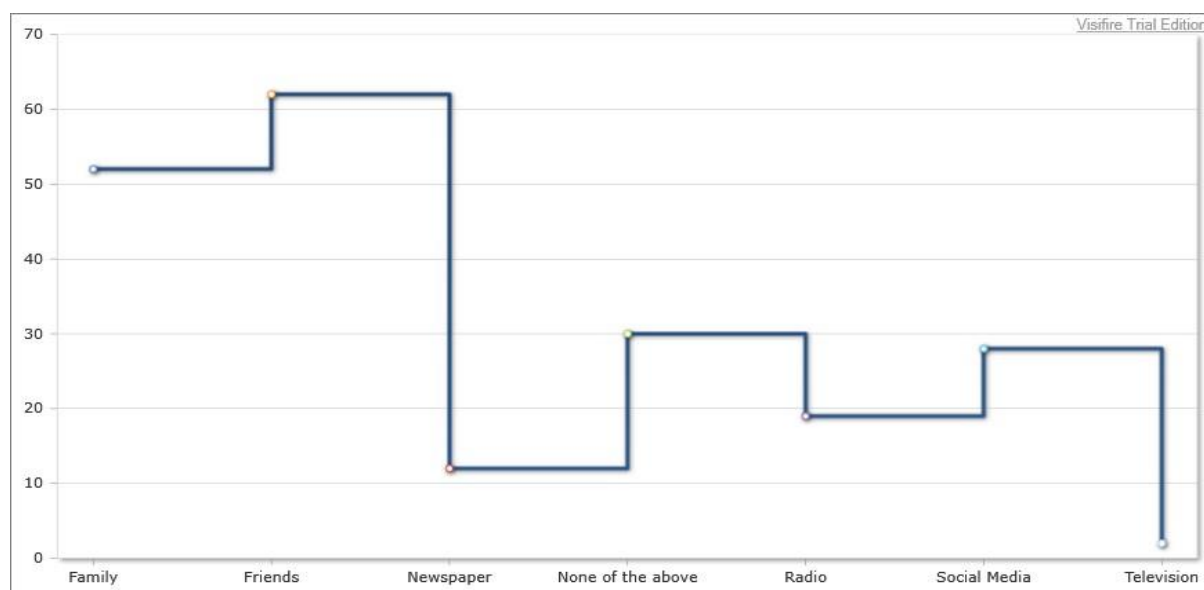
- Dance (12)
- Culture (11)
- Food (10)
- Local Artists (10)
- Performances (9)
- Children (8)
- Seating (3)
- Stalls (3)
- Interaction (3)
- Location (3)
- Relaxation, Graffiti, Marketing, Variety, Busses and Comedy (1 or 2 respondents each)

Again, the rather standardised format of responses made it impossible to know what respondents were actually suggesting.

7. Marketing of the festival

Friends and family were the two most commonly mentioned sources of information bringing people to the Festival (62 and 52 respondents respectively), followed by social media (28 responses). Formal media [print (n = 12), radio (n = 19) and TV n = 2)] did not bring many of the respondents to the Festival. 30 respondents did not relate their attendance to any of these categories; it is not clear how they became aware of the Festival.

The relative categories are shown in the chart below:



8. Other data

Respondents gave details of their residential address, with some mentioning suburbs, general areas, a country or simply Cape Town. Another question referred to the size of the group in which they were attending the Festival, with responses ranging from 2 to 100

These responses were not translated into graphics, but are contained in the full database handed over to CTF.