

# TOURISM & TRANSPORT FORUM (TTF) NEW YEAR'S EVE 2023 SURVEY



TTF commissioned a survey from polling company Pure Profile, with a sample size of 2,000 Australians aged 18 - 65+, with responses collected from 5 - 11 December 2023.

## 1. WILL YOU BE AWAY ON NEW YEAR'S EVE THIS YEAR, 31 DECEMBER 2023?

Yes = 25% | No = 75%, including:

- Yes, within my own state - 13%
- Yes, in another state - 8%
- Yes, overseas - 4%
- No - 75%

## 2. ARE YOU KEEN TO VISIT A FREE VANTAGE POINT TO WATCH THE FIREWORKS THIS NEW YEAR'S EVE?

Yes = 37.5% | No = 62.5%

- 61% of Australians under 25 are keen to visit a free vantage point to watch the fireworks, compared with 18% of over 55s.
- 56% of NT residents are keen to visit a free vantage point to watch the fireworks, followed by 40% of SA residents, 39% of NSW residents and 39% of Victorian residents.

## 3. IF YES, WHAT TIME WILL YOU ARRIVE TO SCORE A FREE VANTAGE POINT TO WATCH THE FIREWORKS?

- After 6pm - 49%
- Between 12 - 6pm - 31%
- Between 6am - 12pm - 16%
- Before 6am - 4%

	NSW	VIC	QLD	WA	SA	TAS	NT	ACT
<b>NYE morning (before 12pm)</b>	20%	24%	11%	19%	25%	17%	10%	14%
<b>NYE afternoon (12-6pm)</b>	34%	23%	36%	48%	19%	<1%	30%	43%
<b>NYE night (after 6pm)</b>	46%	53%	53%	33%	56%	83%	60%	43%

\*Due to rounding, the sum of percentages may not equal 100%.