

A DEMOGRAPHIC PROFILE OF RUGBY LEAGUE WORLD CUP ATTENDEES, BRISBANE 2008.

Ms Frances Cassidy
The University of Southern Queensland
P.O. Box 4196
Springfield Qld 4300
Australia
Email: cassidy@usq.edu.au

Abstract of paper presented at 9th ANZALS Conferences: Exploring new ideas and new directions (The Australia and New Zealand Association of Leisure Studies) 2nd - 4th February 2010 Brisbane, Australia

ABSTRACT

The research reported in this paper sought to identify the demographic profile of those attending the Rugby League World Cup held in Brisbane in October, 2008. In order to conduct this research a questionnaire was designed and tested prior to it being administered. A total of 180 completed questionnaires were collated and the information was entered into the Statistical Package for Social Sciences (SPSS) for analysis. This package was chosen because it is a versatile computer package which will perform the statistical procedures required to analyse the relevant data. Findings indicated that there were 36.9% female and 62% male respondents. There was little variation of respondent numbers in the age groups represented with the percentages ranging from 17.9% to 21.2% in all groups. By far the greatest number of respondents were Australian (69.8%) followed by the United Kingdom (24%) and then New Zealand (5.6%). Whilst Australian respondents were in the majority it was also noted that Queensland attendees (82.4%) outnumbered New South Wales (11.1%) and all other Australian States and Territories. When respondents were asked to indicate their income bracket 26% noted that they would prefer not to answer this question while 25.4% indicated they earned over \$100,000 per year. A further 24.8% indicated they earned between \$40,000 and \$79,999.

The limited published evidence available (Gibson 2002) suggests that this study could become a valuable source of insight into further development of the understanding of sport event tourists. In today's business environment, leisure and tourism service providers must become increasingly agile in terms of working with, and for, its customers. That is, they need to better focus on the needs and wants of their consumer and design products and services that will satisfy their needs (Godbey 2006; Cassidy & Pegg 2008). More research therefore needs to be conducted into this area which will allow a typology to be developed for the sport event tourist.