

Polling - Formula E

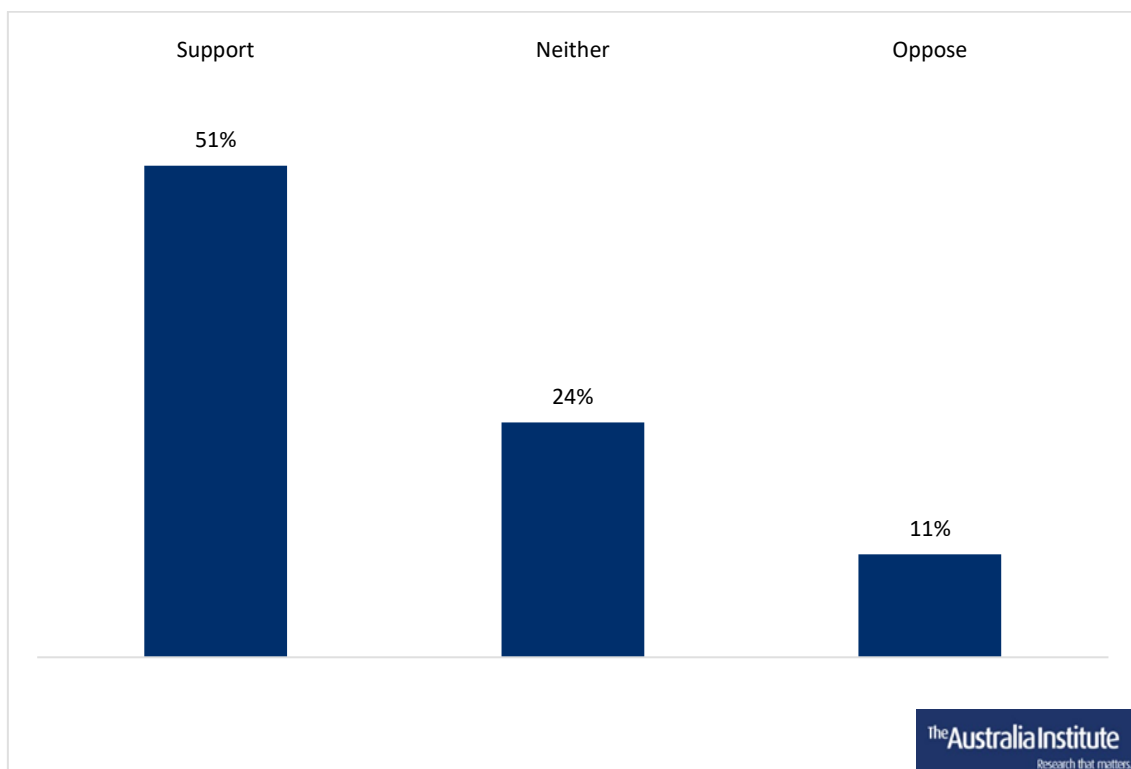
April 2019

Key Results

The Australia Institute surveyed a state representative sample of 606 South Australians about the Formula E electric-powered racing series and plans to host it in Adelaide.

First, respondents were told Formula E is an all-electric motor car race. They were then asked whether they would support or oppose Adelaide being the host city for Formula E.

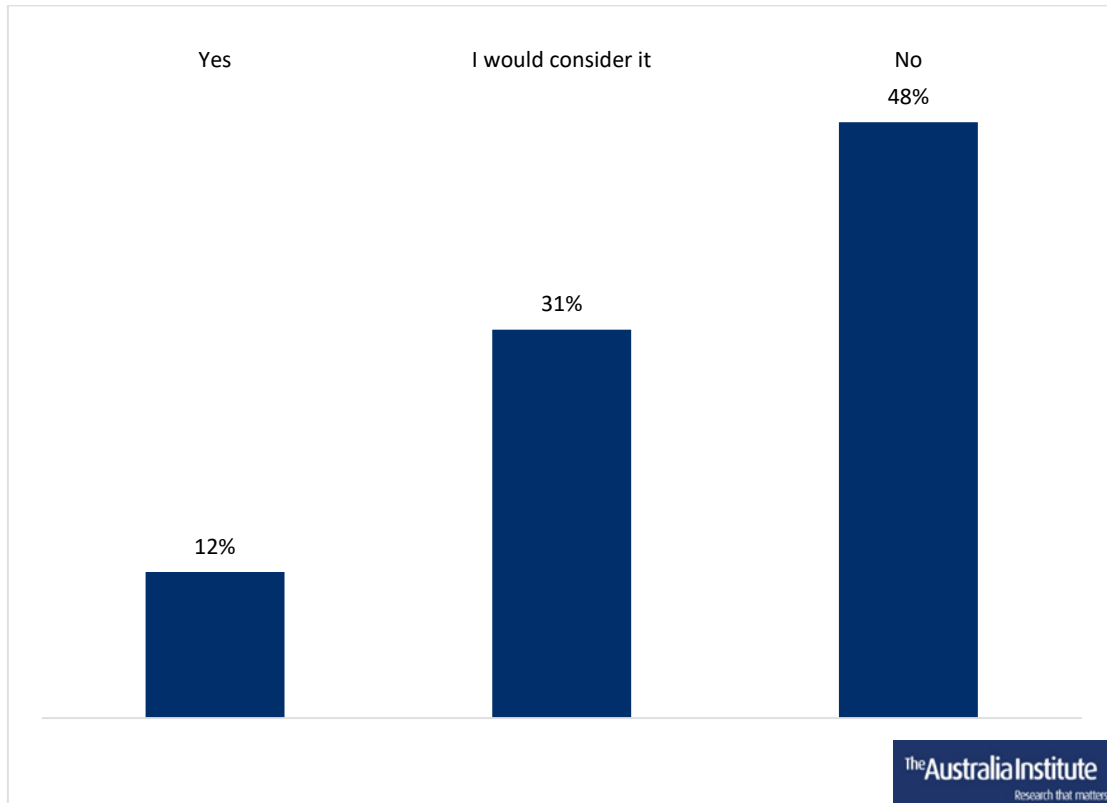
Figure 1: Would you support or oppose Adelaide being the host city for Formula E?



- **Half (51%) of respondents would support Adelaide being the host city.**
 - Only one in ten (11%) would oppose Adelaide hosting.
 - One in four (24%) would neither support nor oppose Adelaide hosting.
- Support was higher than opposition among every age group

Respondents were asked next if they would go to see Formula E if Adelaide was the host city.

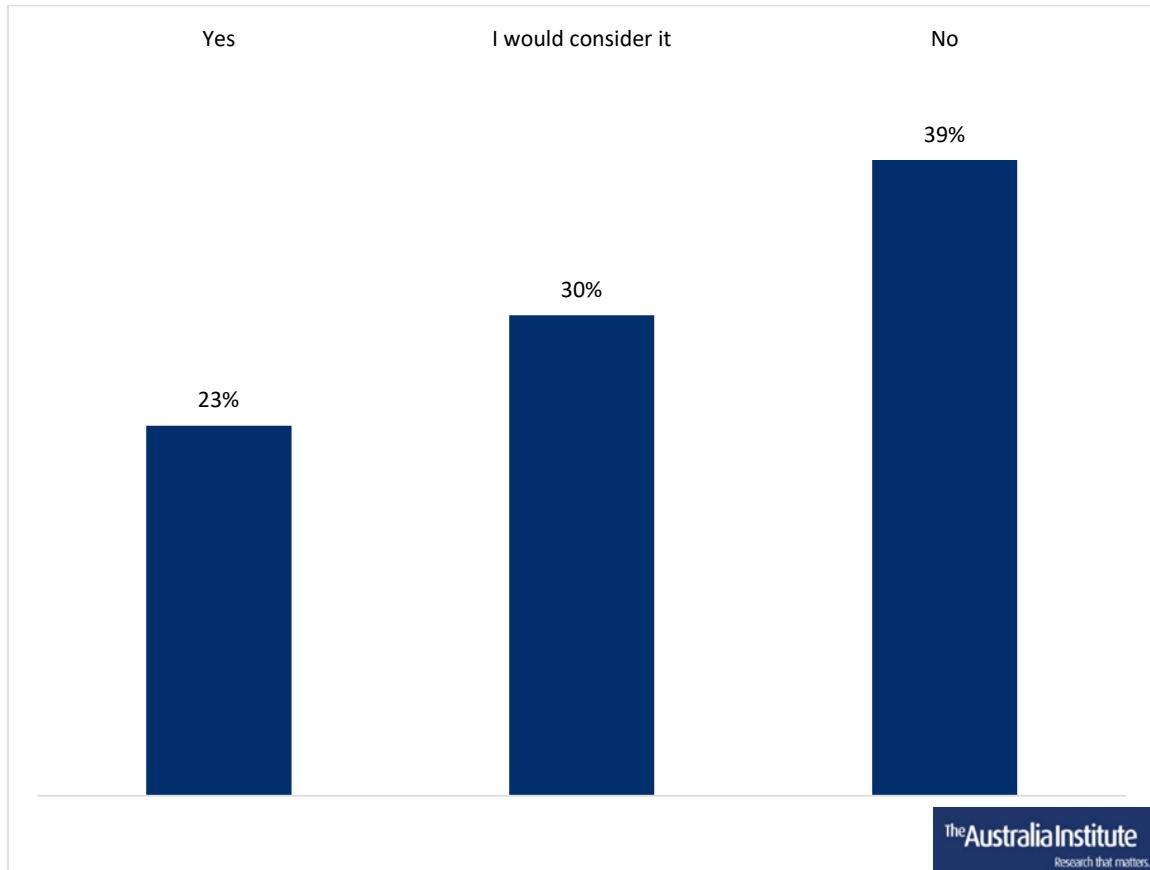
Figure 2: Would you go see Formula E if Adelaide was the host city?



- **One in ten (12%) respondents would go see Formula E if Adelaide was the host city.**
 - One in three (31%) respondents would consider going to see it.
 - Half of respondents (48%) would not go and see it.
- Respondents aged 18-24 (30%) were most likely to go and see it in Adelaide, and those aged over 65 were least likely (3%).
 - A further 39% of those aged 18–24 would consider going to see the Formula E.
 - A further 32% of those aged over 65 would consider going to see the Formula E.

Respondents were asked next whether they would watch Formula E on TV if Adelaide was the host city.

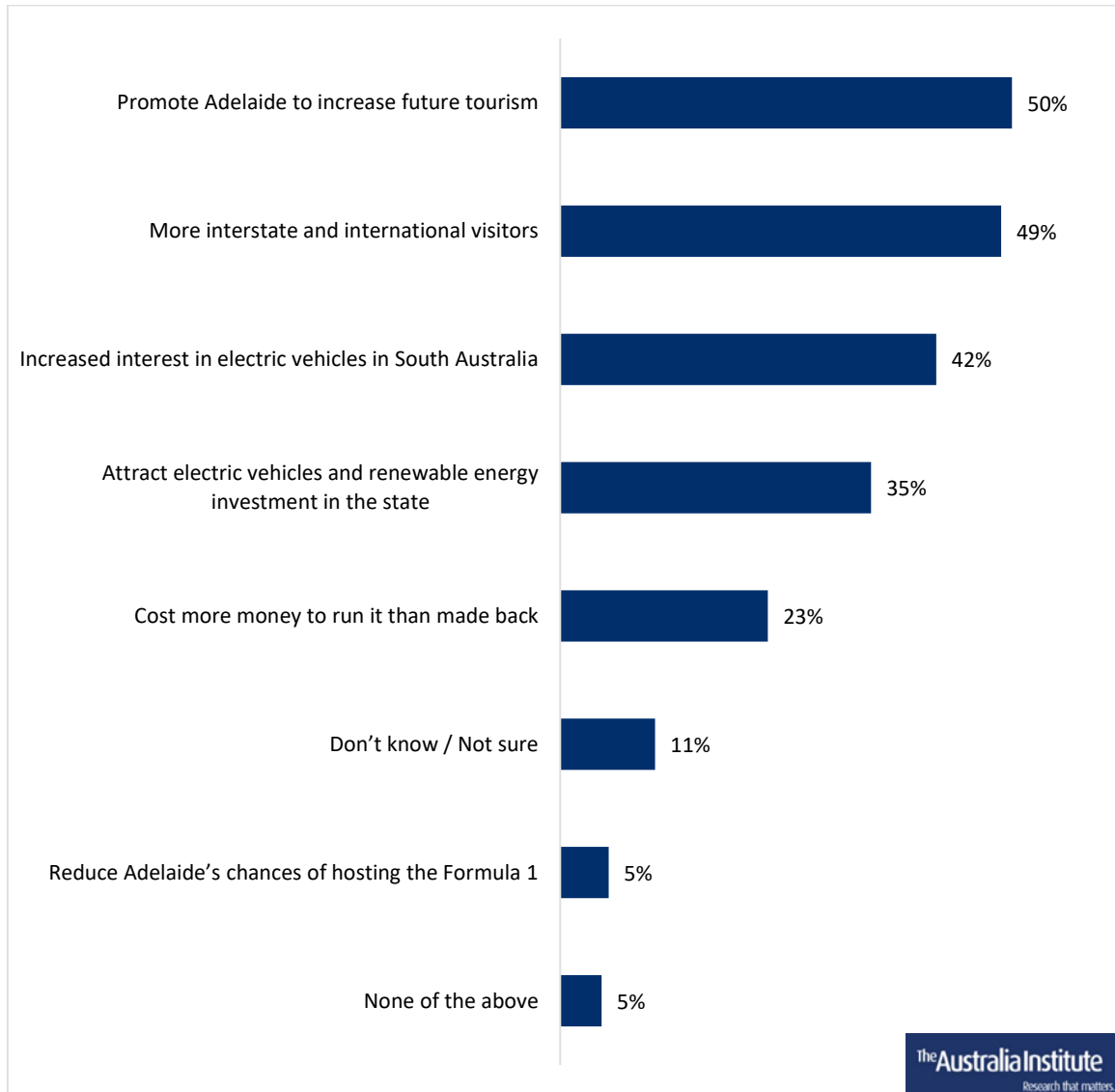
Figure 3: Would you watch Formula E on TV if Adelaide was the host city?



- Half of respondents (53%) would watch, or would consider watching, the Formula E on TV if Adelaide hosted.
- Two in five (39%) would not watch on TV.

Respondents were then asked, if Adelaide was the host city for Formula E, which of six impacts did they think it would have.

Figure 4: What would the impacts of an Adelaide Formula E be?



- Half of respondents thought that Adelaide hosting the Formula E would promote Adelaide to increase future tourism (50%) and attract more interstate and international visitors (49%).
- Two in five (42%) respondents think that it would increase interest in electric vehicles in South Australia.
- One in three (35%) of respondents think that it would attract electric vehicles and renewable energy investment in South Australia.
- The option picked by the least amount of respondents was that Adelaide hosting the Formula E would reduce the city's chances of hosting the Formula 1 (5%).

Method

The Australia Institute conducted a survey of 606 South Australians between 11 April 2019 and 18 April 2019, online through Dynata (formerly Research Now), post-weighted to reflect social demographics by age and gender in South Australia.

Detailed results

Formula E is an all-electric motor car race. Would you support or oppose Adelaide being the host city for Formula E?

	Total	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years or older
Support	51%	39%	56%	62%	44%	56%	48%
Neither	24%	23%	20%	17%	25%	28%	27%
Oppose	11%	13%	4%	7%	15%	9%	13%
Don't know / Not sure	14%	25%	21%	14%	16%	7%	13%

Would you go see Formula E if Adelaide was the host city?

	Total	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years or older
Yes	12%	30%	16%	21%	8%	14%	3%
I would consider it	31%	39%	31%	34%	29%	27%	32%
No	48%	25%	30%	36%	52%	53%	56%
Don't know / Not sure	10%	6%	23%	9%	11%	6%	9%

Would you go watch Formula E on TV if Adelaide was the host city?

	Total	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years or older
Yes	23%	16%	20%	24%	16%	28%	25%
I would consider it	30%	45%	28%	31%	32%	26%	29%
No	39%	35%	30%	36%	44%	41%	41%
Don't know / Not sure	8%	3%	23%	9%	8%	5%	5%

If Adelaide was the host city for Formula E, which of the following impacts do you think it would have?

	Total	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years or older
Promote Adelaide to increase future tourism	50%	42%	51%	48%	51%	56%	48%
More interstate and international visitors	49%	42%	45%	48%	49%	51%	51%
Increased interest in electric vehicles in South Australia	42%	29%	32%	34%	32%	49%	51%
Attract electric vehicles and renewable energy investment in the state	35%	33%	26%	32%	26%	37%	42%
Cost more money to run it than made back	23%	16%	11%	18%	20%	23%	32%
Reduce Adelaide's chances of hosting the Formula 1	5%	13%	3%	5%	5%	5%	5%
None of the above	5%	3%	9%	2%	8%	4%	3%
Don't know / Not sure	11%	22%	19%	18%	9%	8%	5%
<i>Amount Selected</i>	2.20	2.00	1.97	2.05	2.00	2.33	2.37