

Councillor Freeman - QoN - Declining Foot Traffic

Tuesday, 13 October 2026
Council

Council Member
Councillor Eleanor Freeman

Public

Contact Officer:
Rebecca Hayes, Acting Chief
Operating Officer

QUESTION ON NOTICE

Councillor Eleanor Freeman will ask the following Question on Notice:

'In response to recent media reports about declining foot traffic in the City of Adelaide since 2023, can the Administration confirm the corresponding metrics and trends for:

- Spending and nominal expenditure
- State Gross Regional Product (GRP)
- Number of registered businesses
- Activity levels and activity score
- Aggregated parking utilisation (on-street and off-street)
- Public transport validations
- Foot traffic broken down by key precinct and/or Main Street.'

REPLY

1. Metrics for the most current period have been provided where data sources are available.

2. **Spending and nominal expenditure**

Spending and nominal expenditure: Year-on-year, like-for-like comparison (adjusted for calendar effects)

	Jun-Aug 2026	Jun-Aug 2025	Jun-Aug 2024	%change 2025 to 2026	%change 2024 to 2025
City-wide spend	\$1,067,881,141	\$1,025,177,179	\$1,008,381,119	4.2%	1.7%

Source: Spendmapp

3. **State Gross Regional Product**

Year (ending June 30)	City of Adelaide GRP (\$ million)	City GRP - %change from previous year	State GRP (\$ million)	State GRP %change from previous year
2025	\$ 28,230	0.04%	\$ 150,500	0.56%
2024	\$ 28,217	2.20%	\$ 149,655	0.78%
2023	\$ 27,609	6.00%	\$ 148,499	3.78%

Source: economy.id

4. Number of registered businesses

Year	Total registered businesses	Change from previous year
2025	12,975	+257
2024	12,718	+155
2023	12,563	+317

Source: economy.id

5. Activity levels and activity score

The scores are generated by AEDA's activity level barometer which considers overall city performance accounting for different measures such as spending, public transport validations, off and on-street parking and foot traffic.

Year	Activity score (out of 100)
Jul-26	86
Jul-25	86
Jul-24	84

Source: AEDA Activity Level Barometer

6. Aggregated parking utilisation (on-street and off-street)

	2026	2025	2024	%change 2025 to 2026	%change 2024 to 2025
May	389,358	400,496	388,648	-3%	3%
June	367,380	356,191	344,155	3%	3%
July	409,831	405,779	380,249	1%	7%

Source: City of Adelaide

7. Public transport validations

	2026	2025	2024	%change 2025 to 2026	%change 2024 to 2025
May	1,493,687	1,481,823	1,498,670	1%	-1%
June	1,292,568	1,242,383	1,171,784	4%	6%
July	1,351,217	1,346,658	1,302,087	0%	3%

Source: Department for Infrastructure and Transport

8. Foot traffic broken down by key precinct and/or Main Street (three month average)

	Jul-Sep 2026	Jul-Sep 2025	Jul-Sep 2024	%change 2025 to 2026	%change 2024 to 2025
City-wide	9,538,242	10,090,418	11,401,774	-5.5%	-11.5%
East End	1,168,740	1,154,338	1,167,886	1.2%	-1.2%
Hindley Precinct	1,660,819	1,789,003	1,716,126	-7.2%	4.2%
Hutt Street	232,022	207,190	199,494	12.0%	3.9%
Market Precinct	795,645	633,345	633,484	25.6%	0%
O'Connell St	255,415	214,146	216,787	19.3%	-1.2%
Vic Square	389,837	442,542	495,685	-11.9%	-10.7%

Source: Kepler Analytics

- 8.1. Note: Two critical Rundle Mall foot traffic sensors are offline and undergoing maintenance. This has a material effect on Rundle Mall's foot traffic figures which is therefore not reliable at this point and has been excluded from the table. As these sensors contribute to the city-wide aggregate number, this also impacts the overall city-wide figures and partly accounts for the overall drop in the most recent period.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 9.5 hours.
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