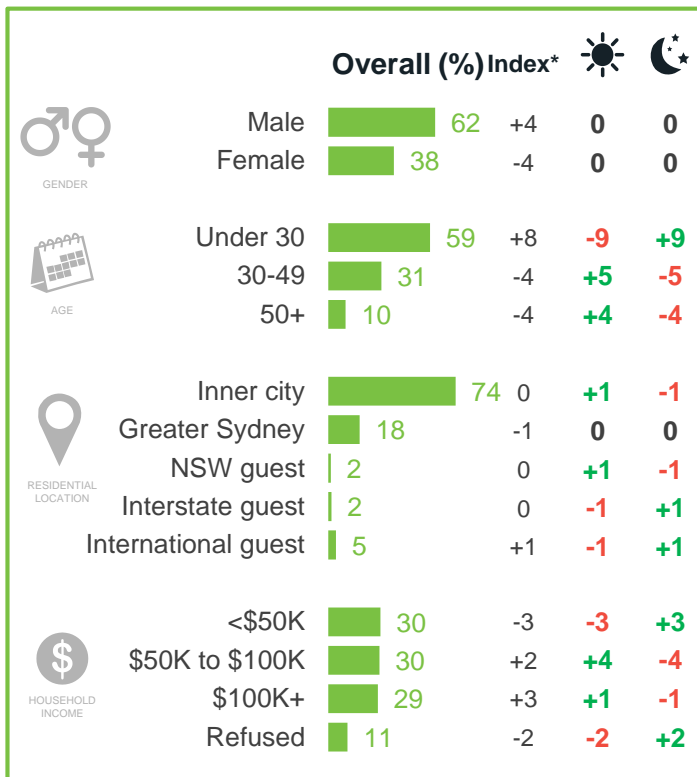


Visitor experience summary

Green Square



Green Square attracts a relatively younger visitor profile of local Sydneysiders, with 3 in 5 people in the area under the age of 30 and skewed slightly towards males. Visitors tend to frequent the area regularly – with 7 in 10 visiting multiple times a week, and the majority either walking or driving to the area.

Retail is a key drawcard for Green Square, with around 2 in 5 people visiting for this purpose (18p.p. higher than the index). Interestingly, 1 in 2 visitors also had a coffee or tea whilst there.

Satisfaction in Green Square and the surrounding area was generally positive, particularly in relation to safety with 3 in 4 agreeing the area is safe and inviting (14p.p. higher than the index). There are some potential opportunities for improvement in Green Square, with a number of visitors indicating the area may benefit from offering better dining, shopping, and entertainment options.

*Index represents the difference compared to all precincts n=2,119
 Base: Green Square, n=522, Day time visitors, n=259; Night time visitors, n=263

KEY TAKEOUTS OF GREEN SQUARE



3 in 5

Were under 30 years of age



1 in 2

Had coffee or tea



Around 2 in 5

Were in the area to shop



1 in 6

Were with a spouse or partner



1 in 5

Drove to/from the area



1 in 3

Were extremely satisfied with the range of dining options, 20p.p. lower than the index

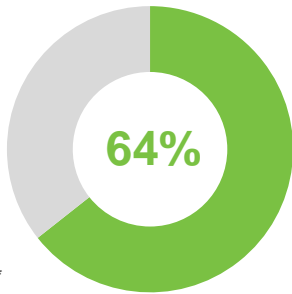
Detailed overview of visit

Green Square



Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



62%



67%

Index*
65%



Top 5 reasons for visiting

	Overall (%)	Index*	Sun	Moon
Shopping	38	+18	-4	+4
Social / leisure	28	-10	0	0
Passing through	12	-11	0	0
Business	9	-2	+3	-3
Sightseeing	3	0	-1	+1



Company in the precinct

	Overall (%)	Index*	Sun	Moon
On my own	51	-7	+3	-3
With friends	23	-1	-7	+6
Spouse / partner	17	+5	-1	+1
Other family	5	+1	0	0
With children (<14yrs)	3	0	+2	-2



Top 5 activities

	Overall (%)	Index*	Sun	Moon
Food	53	0	+1	-1
Coffee / tea	50	+6	+11	-11
Shopping	46	+12	-2	+2
Show friends/ relatives around	18	+5	-3	+3
Bar / pub	16	-10	-3	+3



Visitation frequency

	Overall (%)	Index*	Sun	Moon
First time	5	-1	0	0
More than once a week	71	+4	-3	+3
Once a month or more often	18	0	0	0
Less than once a month	6	-3	+3	-3
Can't say	0	0	0	0



Satisfaction with key areas

Proportion who rated 8-10 / 10

	Overall	Index*	Sun	Moon
Range of dining and food options	35%	-20	-2	+2
Variety of shops	30%	-8	-4	+4
Area is inviting and safe	75%	+14	0	0
Able to find your way around	71%	-4	-3	+3
Culture and entertainment in the area	20%	-14	-2	+2



Spend breakdown

	Overall	Index*	Sun	Moon
Average total spend**	\$50	+\$1	-\$6	+\$6

*Index represents the difference compared to all precincts n=2,119, **Where indicative spend was >\$1,500, figures have been removed from the analysis
Base: Green Square, n=522, Day time visitors, n=259; Night time visitors, n=263

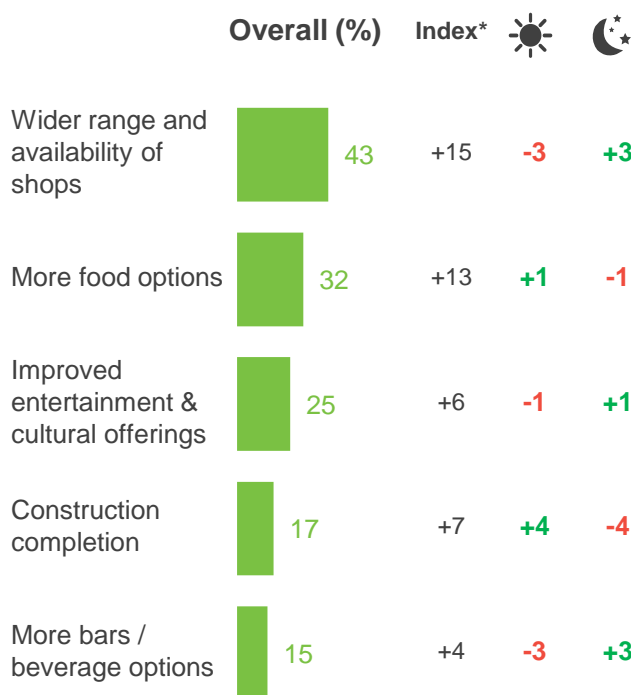
Finding things to do, travelling, and opportunities to optimise visitor experience

Green Square

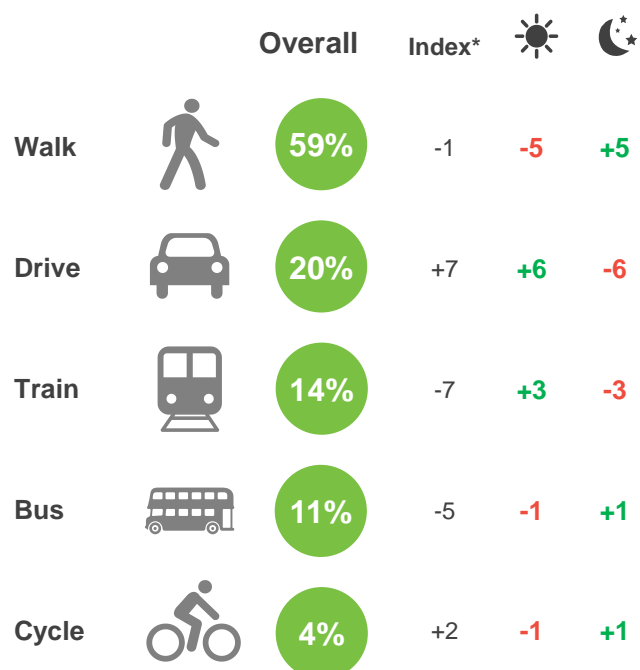
How to find out about things to do



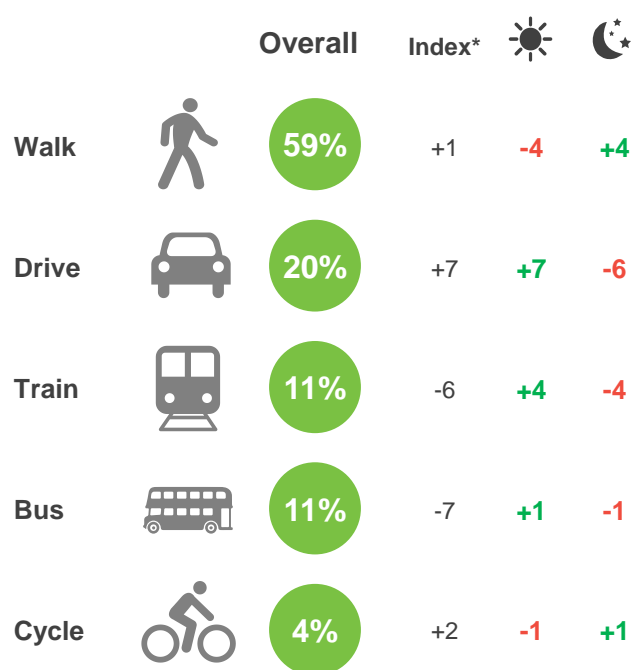
Suggestions to make visit more enjoyable



Travelling to the area



Leaving the area



*Index represents the difference compared to all precincts n=2,119
 Base: Green Square, n=522, Day time visitors, n=259; Night time visitors, n=263