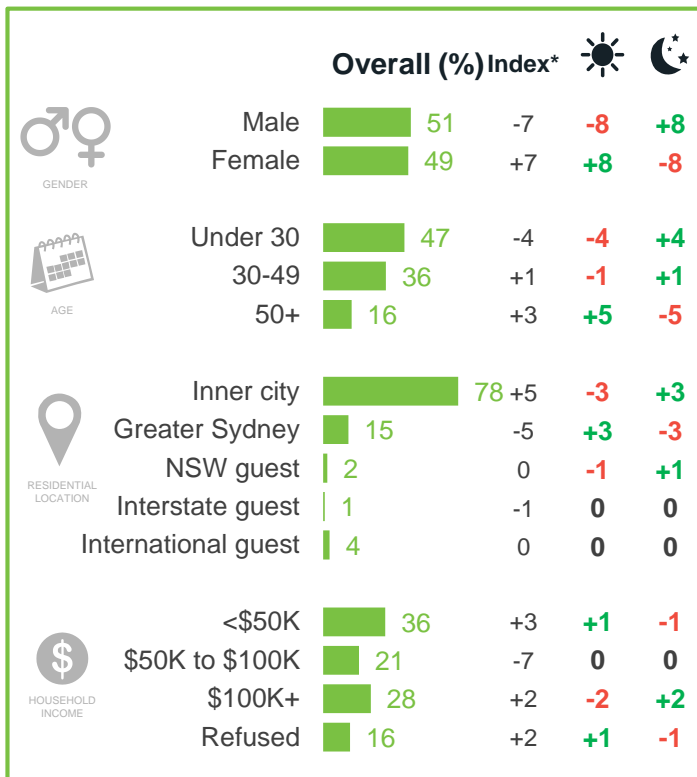


Visitor experience summary

Glebe



Glebe is a social and leisure destination for local Sydneysiders - with this being the most commonly cited purpose amongst 2 in 5 visitors to the area.

The majority of visitors to the area are on their own or with friends. There is also a slightly higher proportion of visitors to Glebe (compared to the average) who are with their family - with 1 in 5 accompanied by either a partner, young child or other family members.

Satisfaction outcomes for Glebe were positive - with 3 in 4 extremely satisfied with their visit (10p.p. higher than the index). These strong outcomes were driven by positive social, leisure and dining experiences, including: the range of dining and food options (16p.p. higher than the index), variety of shops (13p.p. higher), and culture and entertainment (9p.p. higher). Wayfinding in Glebe was also highly rated with 4 in 5 highly satisfied with the ability to find their way around the area.

*Index represents the difference compared to all four precincts n=2,119
Base: Glebe, n=528, Day time visitors, n=268; Night time visitors, n=260

KEY TAKEOUTS OF GLEBE



3 in 4

Were inner city residents



With family

1 in 5 were accompanied by a partner/spouse, child or other family member



3 in 10

Were passing through the area



3 in 4

Were extremely satisfied with their visit to the area



7 in 10

Were extremely satisfied with the range of dining options



1 in 2

Were extremely satisfied with the variety of shops

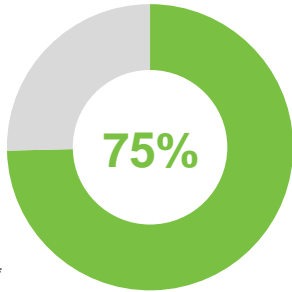
Detailed overview of visit

Glebe



Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



76%



73%

Index*
65%



Top 5 reasons for visiting

| | Overall (%) | Index* | ☀️ | 🌙 |
|------------------------|-------------|--------|----|----|
| Social / leisure | 41 | +4 | -2 | +3 |
| Passing through | 30 | +7 | 0 | 0 |
| Shopping | 18 | -2 | +5 | -5 |
| Business | 9 | -2 | +2 | -3 |
| Catch public transport | 7 | -1 | +3 | -3 |



Company in the precinct

| | Overall (%) | Index* | ☀️ | 🌙 |
|------------------------|-------------|--------|----|----|
| On my own | 57 | -1 | +1 | -1 |
| With friends | 21 | -2 | -5 | +5 |
| Spouse / partner | 13 | +1 | -2 | +2 |
| Other family | 5 | +1 | +2 | -2 |
| With children (<14yrs) | 4 | +2 | +2 | -2 |



Top 5 activities

| | Overall (%) | Index* | ☀️ | 🌙 |
|----------------------|-------------|--------|-----|-----|
| Food | 57 | +3 | -1 | +1 |
| Coffee / tea | 45 | 0 | +14 | -15 |
| Shopping | 38 | +4 | +8 | -8 |
| Bar / pub | 19 | -7 | -5 | +5 |
| Cultural attractions | 13 | +3 | +4 | -4 |



Visitation frequency

| | Overall (%) | Index* | ☀️ | 🌙 |
|----------------------------|-------------|--------|----|----|
| First time | 7 | +1 | +3 | -3 |
| More than once a week | 66 | -1 | +1 | -1 |
| Once a month or more often | 17 | -1 | -2 | +2 |
| Less than once a month | 9 | +1 | -2 | +2 |
| Can't say | 0 | 0 | 0 | 0 |



Satisfaction with key areas

Proportion who rated 8-10 / 10

| | Overall | Index* | ☀️ | 🌙 |
|---------------------------------------|---------|--------|----|----|
| Range of dining and food options | 71% | +16 | -3 | +3 |
| Variety of shops | 51% | +13 | +1 | -1 |
| Area is inviting and safe | 63% | +2 | -2 | +2 |
| Able to find your way around | 82% | +6 | +1 | -1 |
| Culture and entertainment in the area | 43% | +9 | -6 | +6 |



Spend breakdown

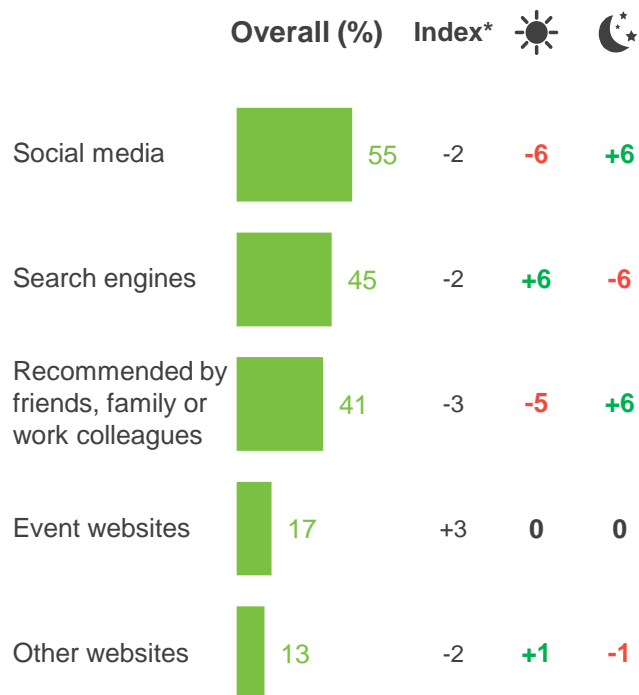
| | Overall | Index* | ☀️ | 🌙 |
|-----------------------|---------|--------|------|------|
| Average total spend** | \$48 | -\$1 | -\$0 | +\$0 |

*Index represents the difference compared to all four precincts n=2,119, **Where indicative spend was >\$1,500, figures have been removed from the analysis
Base: Glebe, n=528, Day time visitors, n=268; Night time visitors, n=260

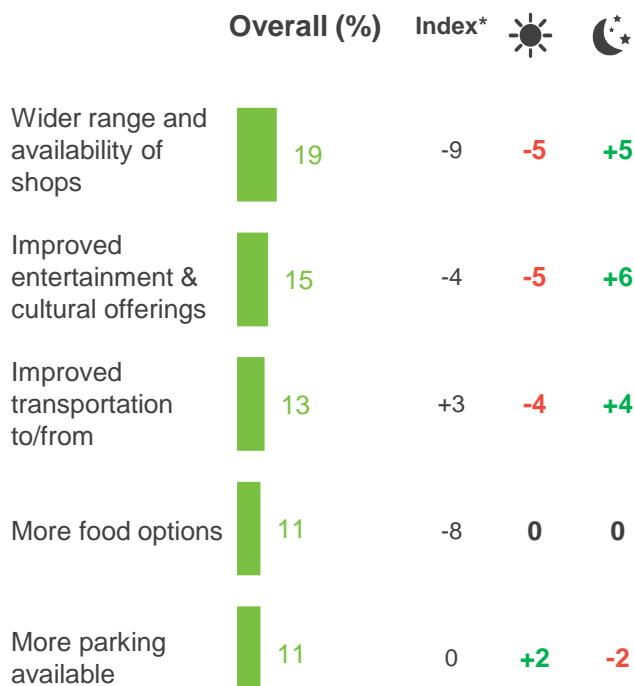
Finding things to do, travelling, and opportunities to optimise visitor experience

Glebe

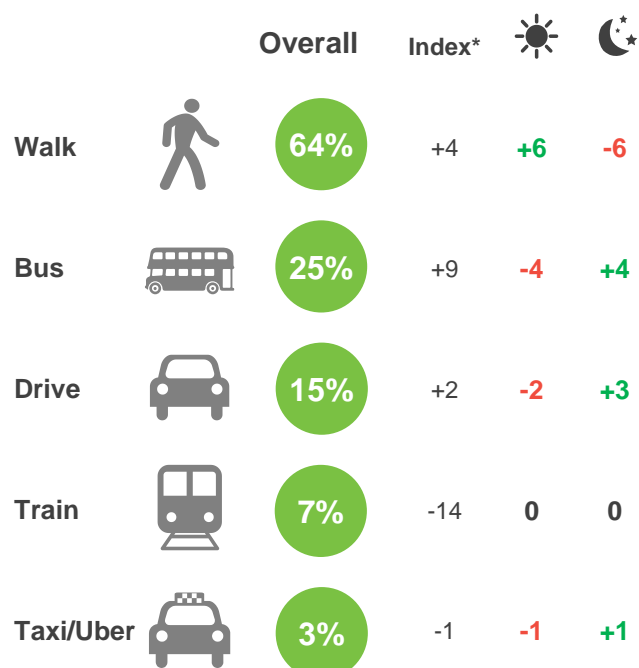
How to find out about things to do



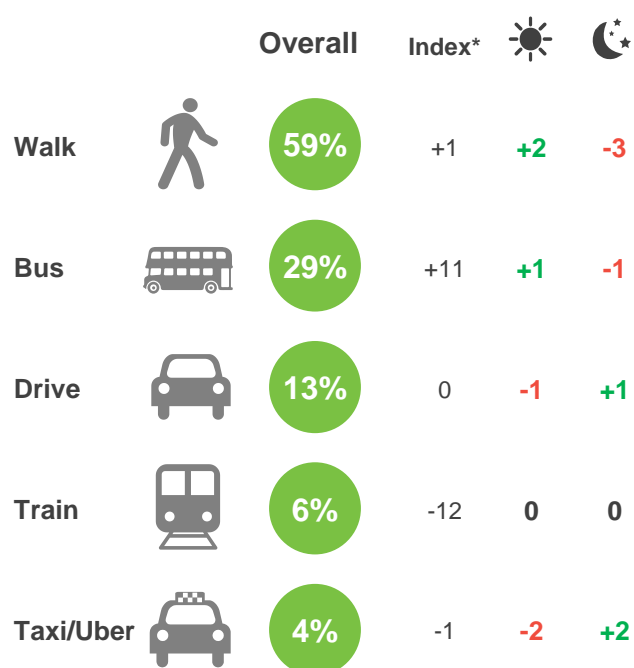
Suggestions to make visit more enjoyable



Travelling to the area



Leaving the area



*Index represents the difference compared to all four precincts n=2,119
Base: Glebe, n=528, Day time visitors, n=268; Night time visitors, n=260