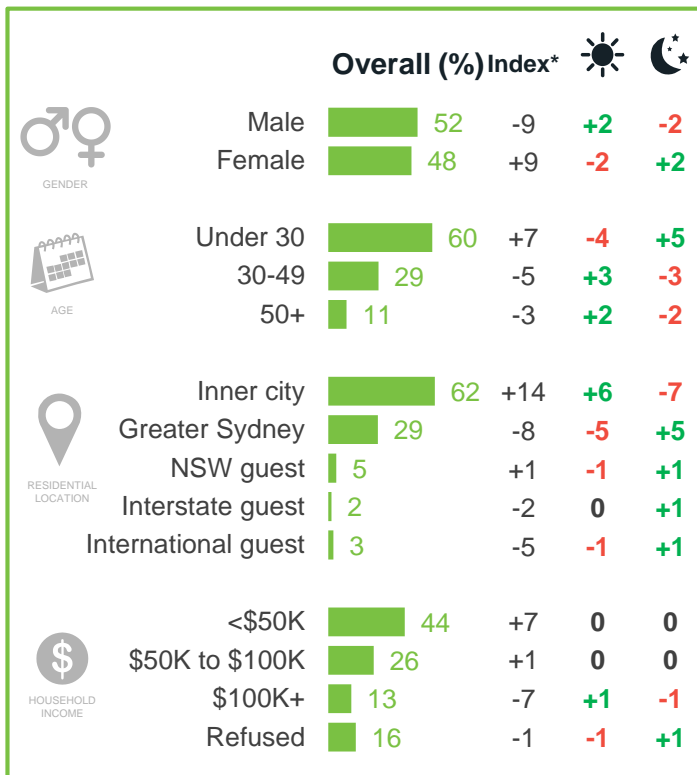


Visitor experience summary

Newtown



Newtown is a social and leisure hub for Sydney locals, with 3 in 5 people in the area indicating they live in the inner city (14p.p. higher than the index) and half saying they were in the area for social/leisure purposes (9p.p. higher than the index). Interestingly, around half of the people in the area were female – the highest proportion in any precinct (9p.p. higher than the index).

Experiences in the area are positive, with two-thirds indicating they were extremely satisfied (7p.p. higher than the index). This was driven by the range of dining options (22p.p. higher than the index), the variety of shops (16p.p. higher than the index) and culture and entertainment in the area (17p.p. higher than the index).

When asked what could be done to improve their visit to Newtown, people in the area were most likely to say that the variety of shops could be improved. However, this was only mentioned by 1 in 4 people, 5p.p. lower than other precincts.

*Index represents the difference compared to all precincts n=3,741
 Base: Newtown, n=533; Day time visitors, n=281; Night time visitors, n=252

KEY TAKEOUTS OF NEWTOWN



3 in 5

Live in the inner city area



1 in 2

People in the area were female



2 in 3

Were extremely satisfied with their visit to the area



Half

Were in the area for social / leisure purposes



Around 4 in 5

Were extremely satisfied with the range of dining options



Around 3 in 5

Were extremely satisfied with culture and entertainment in the area

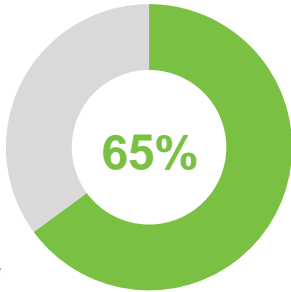
Detailed overview of visit

Newtown



Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



67%



62%

Index*
58%



Top 5 reasons for visiting

	Overall (%)	Index*	☀️	🌙
Social / leisure	53	+9	-15	+16
Passing through	17	+2	+1	-1
Shopping	14	+5	+9	-10
Catch public transport	11	+3	+3	-3
Business	10	-10	+1	-1



Company in the precinct

	Overall (%)	Index*	☀️	🌙
With friends	42	+11	-7	+8
On my own	40	-6	+9	-10
Spouse / partner	11	-3	-2	+2
Other family	5	+1	-1	+1
With work colleagues	4	-2	-1	+1



Top 5 activities

	Overall (%)	Index*	☀️	🌙
Food	59	+6	-5	+5
Coffee / tea	39	-3	+10	-12
Bar / pub	35	+2	-10	+11
Shopping	26	+6	+9	-10
Show friends/ relatives around	16	+4	0	0



Visitation frequency

	Overall (%)	Index*	☀️	🌙
First time	6	-3	-1	+1
More than once a week	52	0	+4	-5
Once a month or more often	29	+5	-3	+3
Less than once a month	12	-1	-1	+1
Can't say	1	-1	+1	-1



Satisfaction with key areas

Proportion who rated 8-10 / 10

	Overall	Index*	☀️	🌙
Range of dining and food options	78%	+22	0	+1
Variety of shops	56%	+16	+6	-6
Area is inviting and safe	60%	-3	+5	-6
Able to find your way around	74%	+2	+2	-2
Culture and entertainment in the area	61%	+17	-5	+6



Spend breakdown

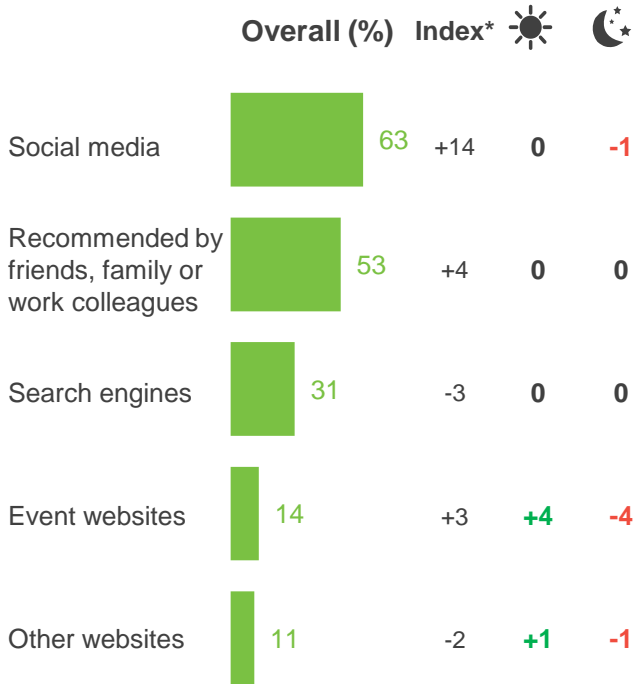
	Overall	Index*	☀️	🌙
Average total spend**	\$51	-\$9	-\$3	+\$4

*Index represents the difference compared to all precincts n=3,741, **Where indicative spend was >\$1,500, figures have been removed from the analysis
Base: Newtown, n=533, Day time visitors, n=281; Night time visitors, n=252

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

Newtown

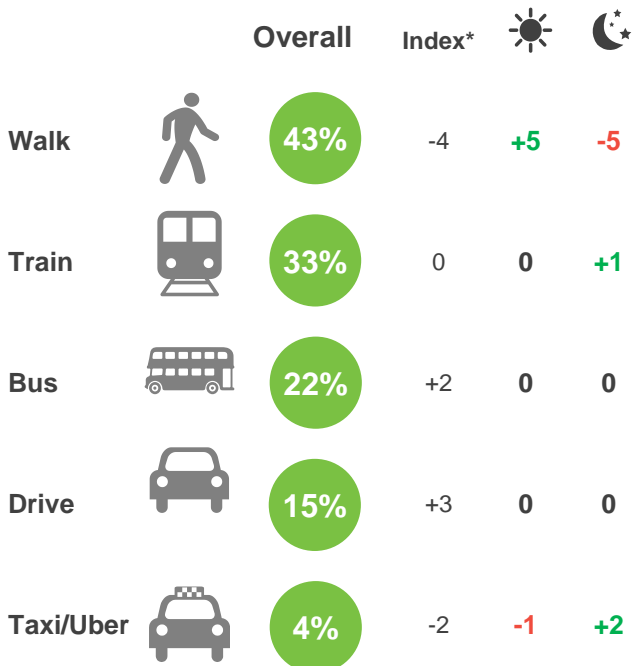
How to find out about things to do



Suggestions to make visit more enjoyable



Travelling to the area



Leaving the area

