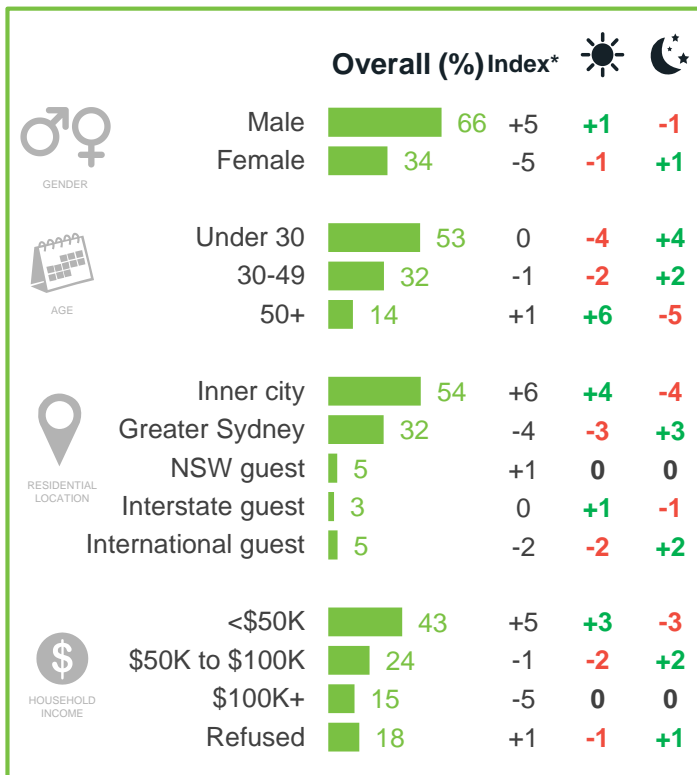


# Visitor experience summary

## Oxford St



Oxford street has a relatively young profile, with half of the people in the area under the age of 30. Along with this, two-thirds were male, 5p.p. higher than the index.

At night time, social and leisure activities are common in Oxford St – with 56% of people indicating this was the main reason for visiting after 6pm and almost half visiting a Bar / pub during that time.

Satisfaction was somewhat lower in Oxford St than other areas, with around 4 in 10 indicating they were highly satisfied with their visit, 15p.p. lower than the index. There were several factors driving lower overall satisfaction, with the precinct receiving relatively lower ratings for the range of dining and food options, the variety of shops and a feeling that the area is inviting and safe. When asked to identify things that could have improved their visit a broader range of shops, dining options, and cultural offerings were most commonly identified.

\*Index represents the difference compared to all precincts n=3,741  
Base: Oxford St, n=529, Day time visitors, n=261; Night time visitors, n=268

### KEY TAKEOUTS OF OXFORD ST



**2 in 3**

Visitors are male



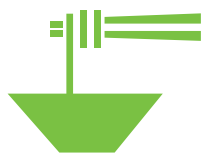
**More than half**

Of night time visitors go for social/ leisure purposes



**2 in 5**

Were extremely satisfied with their visit to the area



**2 in 5**

Had food, 11p.p. lower than the index



**2 in 5**

Were satisfied with the variety of food and dining options, 13p.p. lower than the index



**Half**

Felt the area was safe and inviting, 11p.p. lower than the index

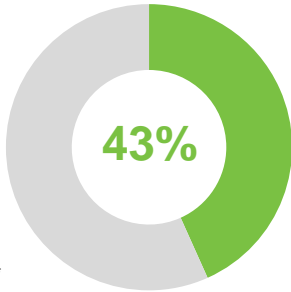
# Detailed overview of visit

## Oxford St



### Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



42%



44%

Index\*  
58%



### Top 5 reasons for visiting

	Overall (%)	Index*	☀️	🌙
Social / leisure	42	-2	-15	+14
Passing through	20	+6	0	0
Business	14	-6	+5	-5
Catch public transport	12	+3	0	0
Shopping	6	-3	+4	-4



### Company in the precinct

	Overall (%)	Index*	☀️	🌙
On my own	54	+8	+8	-7
With friends	30	-1	-6	+6
Spouse / partner	13	-1	-4	+4
Other family	3	-2	+1	-1
With work colleagues	2	-4	0	0



### Top 5 activities

	Overall (%)	Index*	☀️	🌙
Food	42	-11	-3	+3
Coffee / tea	36	-6	+7	-7
Bar / pub	35	+2	-14	+13
Shopping	15	-6	+5	-5
Show friends/ relatives around	10	-2	-2	+2



### Visitation frequency

	Overall (%)	Index*	☀️	🌙
First time	10	0	-3	+3
More than once a week	50	-2	+1	-1
Once a month or more often	27	+3	+1	-1
Less than once a month	13	-1	0	0
Can't say	1	0	+1	-1



### Satisfaction with key areas

Proportion who rated 8-10 / 10

	Overall	Index*	☀️	🌙
Range of dining and food options	42%	-13	-2	+2
Variety of shops	33%	-8	0	0
Area is inviting and safe	52%	-11	0	0
Able to find your way around	68%	-4	-3	+2
Culture and entertainment in the area	42%	-3	-6	+6



### Spend breakdown

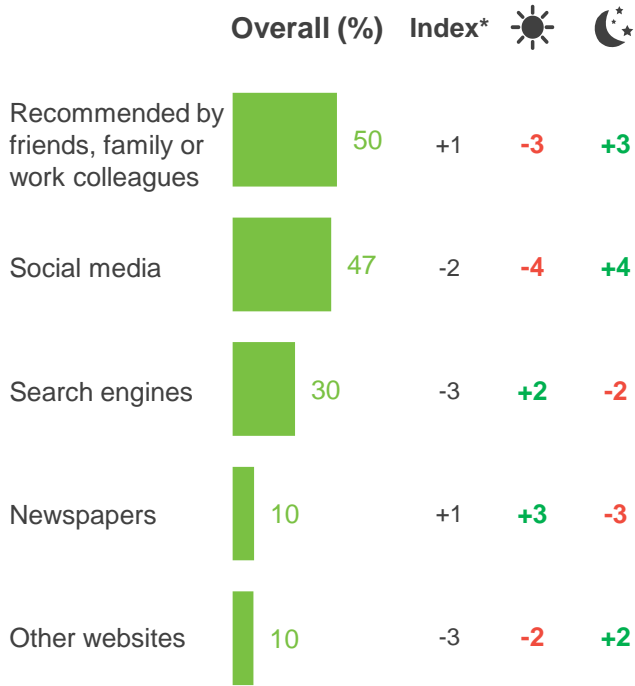
	Overall	Index*	☀️	🌙
Average total spend**	\$51	-\$9	-\$6	+\$7

\*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: Oxford St, n=529, Day time visitors, n=261; Night time visitors, n=268

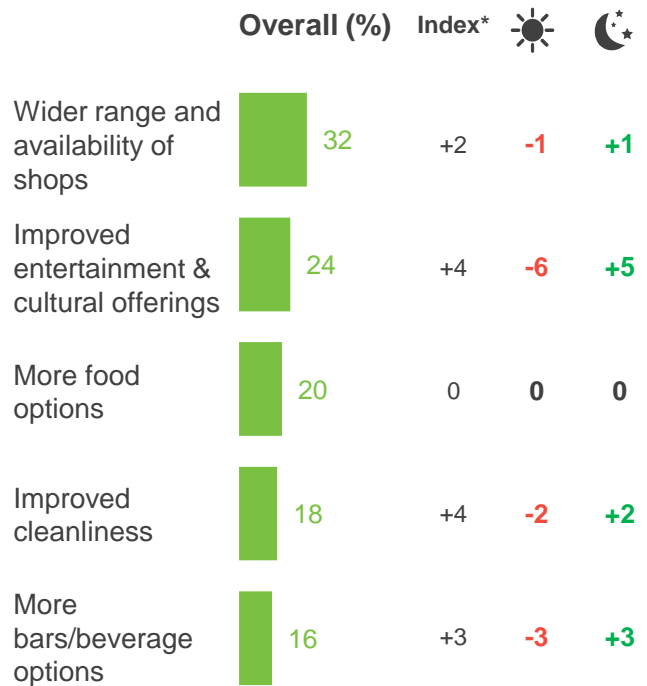
# Finding things to do, travelling, and opportunities to optimise visitor experience

## Oxford St

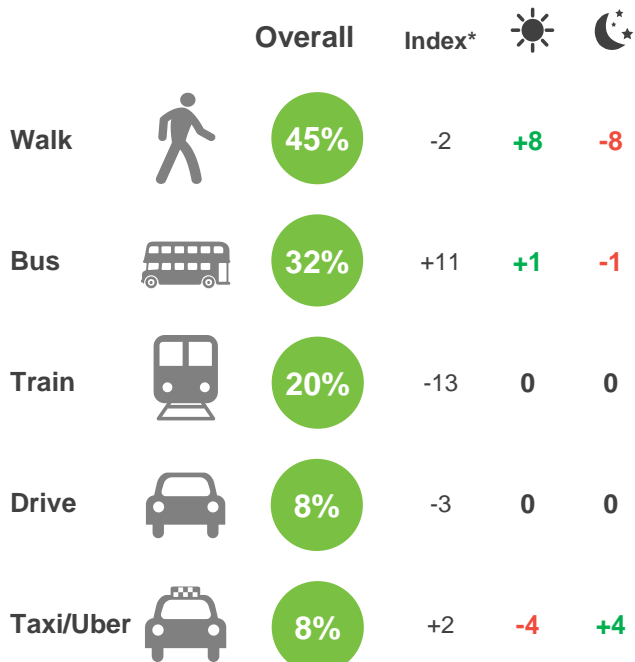
### How to find out about things to do



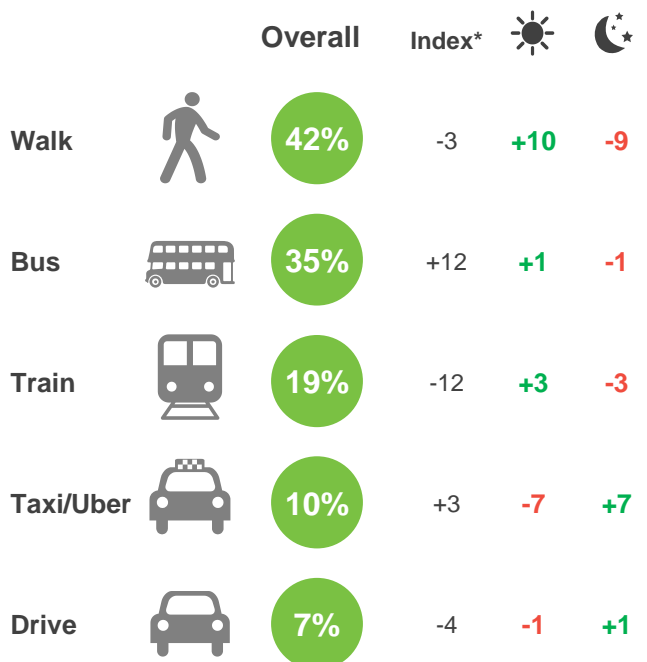
### Suggestions to make visit more enjoyable



### Travelling to the area



### Leaving the area



\*Index represents the difference compared to all precincts n=3,741  
 Base: Oxford St, n=529, Day time visitors, n=261; Night time visitors, n=268