**Visitor experience summary**

**Redfern**

<table>
<thead>
<tr>
<th>Overall (%)</th>
<th>Male</th>
<th>Female</th>
<th>Under 30</th>
<th>30-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Index</strong></td>
<td>66</td>
<td>34</td>
<td>53</td>
<td>35</td>
<td>12</td>
</tr>
</tbody>
</table>

Redfern acts as a transportation hub for inner city residents, with visitors more likely to be to be passing through or catching public transport as their main purpose.

Accordingly, around two-thirds of people in the area were on their own and were less likely to engage in activities compared with other precincts. Visitors to Redfern were also skewed towards males, particularly in the evening where 7 in 10 people in the area were male.

Satisfaction outcomes in Redfern were somewhat lower – with 55% indicating they were highly satisfied (10p.p. lower than the index). Contributing aspects include lower satisfaction with: finding the area inviting and safe (17p.p. lower than the index), the range of dining and food options (16p.p. lower than the index), and the variety of shops available (13p.p. lower than the index).

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**KEY TAKEOUTS OF REDFERN**

- **Males**
  - Were more likely to visit the area

- **2 in 3**
  - Find out about things to do via social media

- **Lower spend**
  - Average spend of $38 was $11 lower than the index

- **2 in 3**
  - Visitors were in the area on their own

- **2 in 5**
  - Felt the area was safe and inviting, 17p.p. lower than the index

- **1 in 3**
  - Would like a wider range and availability of shops

*Index represents the difference compared to all four precincts n=2,119
Base: Redfern, n=536, Day time visitors, n=280; Night time visitors, n=256*
Detailed overview of visit
Redfern

Satisfaction with visit
Proportion who rated their visit as 8-10 / 10

- Overall: 55%
- Index*: 65%

Top 5 reasons for visiting

- Overall (%):
  - Passing through: 32
  - Social / leisure: 32
  - Catch public transport: 19
  - Business: 11
  - Shopping: 11

- Index*:
  - Passing through: +9
  - Social / leisure: -6
  - Catch public transport: +12
  - Business: 0
  - Shopping: -9

Company in the precinct

- Overall (%):
  - On my own: 65
  - With friends: 21
  - Spouse / partner: 10
  - Other family: 2
  - With work colleagues: 1

- Index*:
  - On my own: +8
  - With friends: -2
  - Spouse / partner: -3
  - Other family: -2
  - With work colleagues: -1

Visitation frequency

- Overall (%):
  - First time: 6
  - More than once a week: 71
  - Once a month or more often: 14
  - Less than once a month: 9
  - Can’t say: 0

- Index*:
  - First time: +0
  - More than once a week: +3
  - Once a month or more often: -4
  - Less than once a month: +1
  - Can’t say: 0

Top 5 activities

- Overall (%):
  - Food: 40
  - Coffee / tea: 33
  - Bar / pub: 24
  - Shopping: 20
  - Show friends / relatives around: 9

- Index*:
  - Food: -14
  - Coffee / tea: +12
  - Bar / pub: -2
  - Shopping: -15
  - Show friends / relatives around: -4

Satisfaction with key areas

Proportion who rated 8-10 / 10

- Overall:
  - Range of dining and food options: 39%
  - Variety of shops: 25%
  - Area is inviting and safe: 44%
  - Able to find your way around: 73%
  - Culture and entertainment in the area: 26%

- Index*:
  - Range of dining and food options: -16
  - Variety of shops: -13
  - Area is inviting and safe: -17
  - Able to find your way around: -2
  - Culture and entertainment in the area: -8

Spend breakdown

- Average total spend**: $38
- Overall: $38
- Index*: -$11
- Spend breakdown:**

- Culture and entertainment in the area: 26%
- Range of dining and food options: 39%
- Variety of shops: 25%
- Area is inviting and safe: 44%
- Able to find your way around: 73%

*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: Redfern, n=536, Day time visitors, n=280; Night time visitors, n=256
# Finding things to do, travelling, and opportunities to optimise visitor experience

## Redfern

### How to find out about things to do

<table>
<thead>
<tr>
<th>Method</th>
<th>Overall (%)</th>
<th>Index*</th>
<th>Summer</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>67</td>
<td>+10</td>
<td>-3</td>
<td>+4</td>
</tr>
<tr>
<td>Recommended by friends, family or work colleagues</td>
<td>53</td>
<td>+9</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Search engines</td>
<td>53</td>
<td>+5</td>
<td>+4</td>
<td>-4</td>
</tr>
<tr>
<td>Event websites</td>
<td>15</td>
<td>+2</td>
<td>-2</td>
<td>+2</td>
</tr>
<tr>
<td>Other websites</td>
<td>13</td>
<td>-2</td>
<td>+2</td>
<td>-2</td>
</tr>
</tbody>
</table>

*Index represents the difference compared to all four precincts n=2,119

### Suggestions to make visit more enjoyable

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Overall (%)</th>
<th>Index*</th>
<th>Summer</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wider range and availability of shops</td>
<td>32</td>
<td>+4</td>
<td>-3</td>
<td>+4</td>
</tr>
<tr>
<td>More food options</td>
<td>21</td>
<td>+3</td>
<td>-3</td>
<td>+3</td>
</tr>
<tr>
<td>Improved entertainment &amp; cultural offerings</td>
<td>19</td>
<td>0</td>
<td>-2</td>
<td>+2</td>
</tr>
<tr>
<td>Improved security / safety</td>
<td>17</td>
<td>+8</td>
<td>+1</td>
<td>-1</td>
</tr>
<tr>
<td>More bars / beverage options</td>
<td>11</td>
<td>0</td>
<td>-4</td>
<td>+5</td>
</tr>
</tbody>
</table>

### Travelling to the area

<table>
<thead>
<tr>
<th>Mode</th>
<th>Overall</th>
<th>Index*</th>
<th>Summer</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>57%</td>
<td>-4</td>
<td>+5</td>
<td>-5</td>
</tr>
<tr>
<td>Train</td>
<td>46%</td>
<td>+25</td>
<td>-2</td>
<td>+2</td>
</tr>
<tr>
<td>Bus</td>
<td>10%</td>
<td>-6</td>
<td>+1</td>
<td>-1</td>
</tr>
<tr>
<td>Drive</td>
<td>6%</td>
<td>-7</td>
<td>+1</td>
<td>-1</td>
</tr>
<tr>
<td>Taxi/Uber</td>
<td>2%</td>
<td>-1</td>
<td>-1</td>
<td>+1</td>
</tr>
</tbody>
</table>

### Leaving the area

<table>
<thead>
<tr>
<th>Mode</th>
<th>Overall</th>
<th>Index*</th>
<th>Summer</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>55%</td>
<td>-3</td>
<td>+2</td>
<td>-2</td>
</tr>
<tr>
<td>Train</td>
<td>36%</td>
<td>+18</td>
<td>+2</td>
<td>-2</td>
</tr>
<tr>
<td>Bus</td>
<td>15%</td>
<td>-2</td>
<td>-1</td>
<td>+1</td>
</tr>
<tr>
<td>Drive</td>
<td>8%</td>
<td>-5</td>
<td>+2</td>
<td>-3</td>
</tr>
<tr>
<td>Taxi/Uber</td>
<td>4%</td>
<td>-2</td>
<td>-2</td>
<td>+2</td>
</tr>
</tbody>
</table>