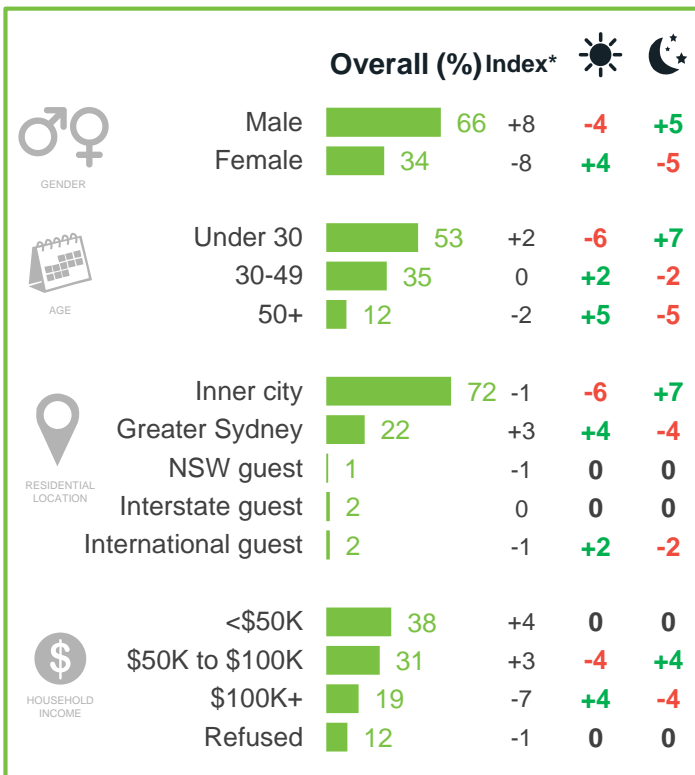


# Visitor experience summary

## Redfern



Redfern acts as a transportation hub for inner city residents, with visitors more likely 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).

\*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

### 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

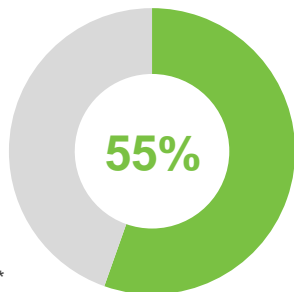
# Detailed overview of visit

## Redfern



### Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



55%



56%

Index\*  
65%



### Top 5 reasons for visiting

	Overall (%)	Index*		
Passing through	32	+9	+3	-3
Social / leisure	32	-6	-5	+5
Catch public transport	19	+12	-5	+5
Business	11	0	+5	-6
Shopping	11	-9	+5	-5



### Company in the precinct

	Overall (%)	Index*		
On my own	65	+8	+3	-3
With friends	21	-2	-4	+4
Spouse / partner	10	-3	-2	+2
Other family	2	-2	+2	-2
With work colleagues	1	-1	+1	-1



### Top 5 activities

	Overall (%)	Index*		
Food	40	-14	+4	-5
Coffee / tea	33	-11	+12	-13
Bar / pub	24	-2	-5	+6
Shopping	20	-15	+11	-12
Show friends/ relatives around	9	-4	-1	+1



### Visitation frequency

	Overall (%)	Index*		
First time	6	0	+1	-1
More than once a week	71	+3	-2	+2
Once a month or more often	14	-4	-1	+1
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	39%	-16	0	-1
Variety of shops	25%	-13	+1	-2
Area is inviting and safe	44%	-17	-1	+1
Able to find your way around	73%	-2	-1	+1
Culture and entertainment in the area	26%	-8	0	0



### Spend breakdown

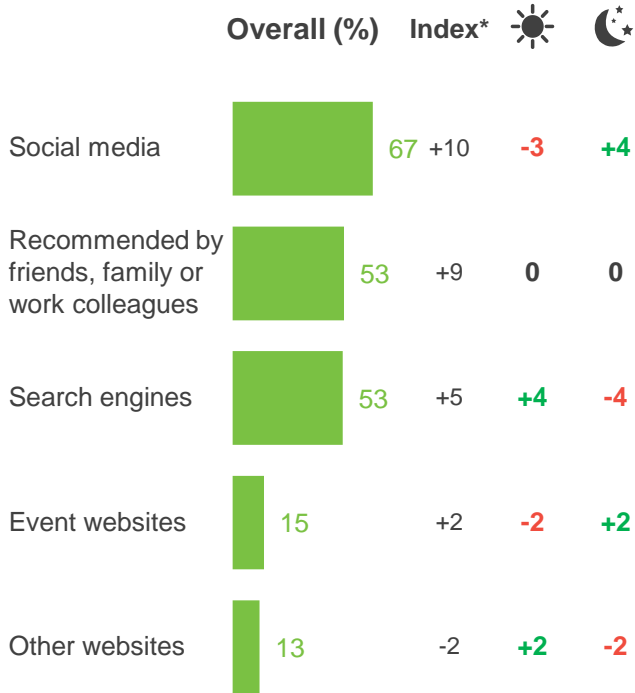
	Overall	Index*		
Average total spend**	\$38	-\$11	+\$6	-\$7

\*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

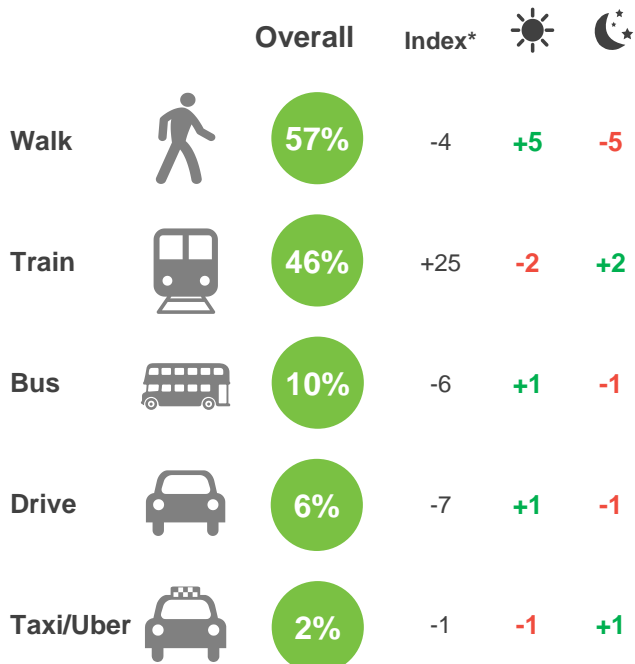
## How to find out about things to do



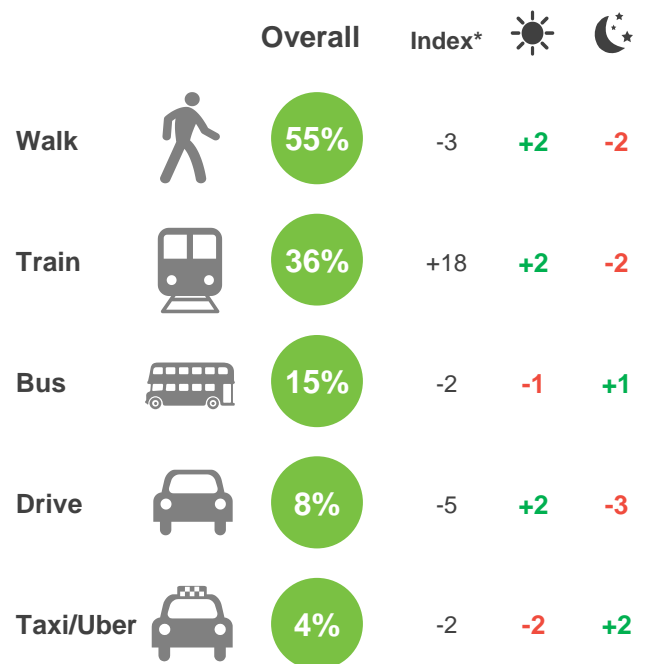
## Suggestions to make visit more enjoyable



## Travelling to the area



## Leaving the area



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