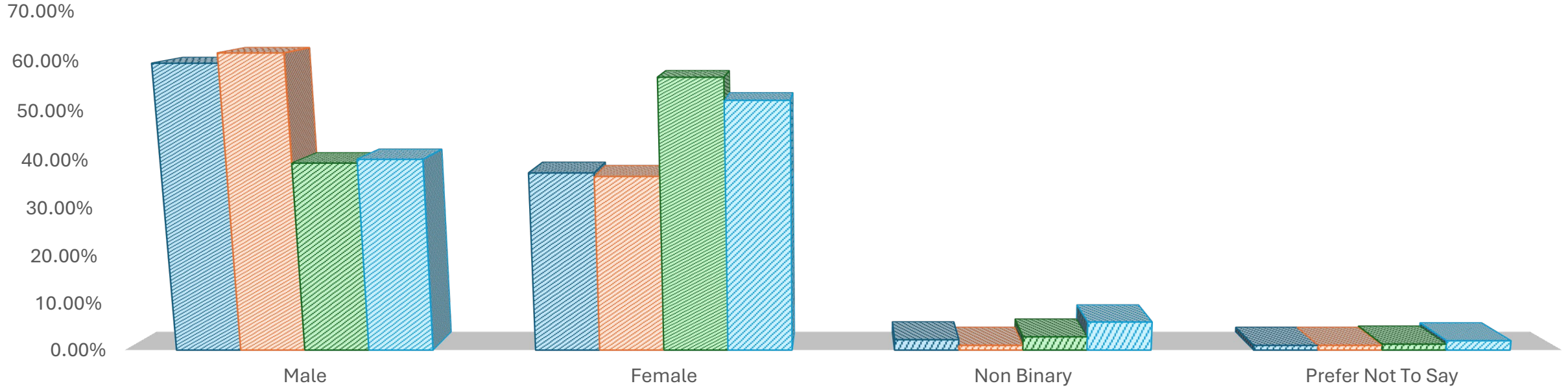




2026 Annual Consumer Survey

Results

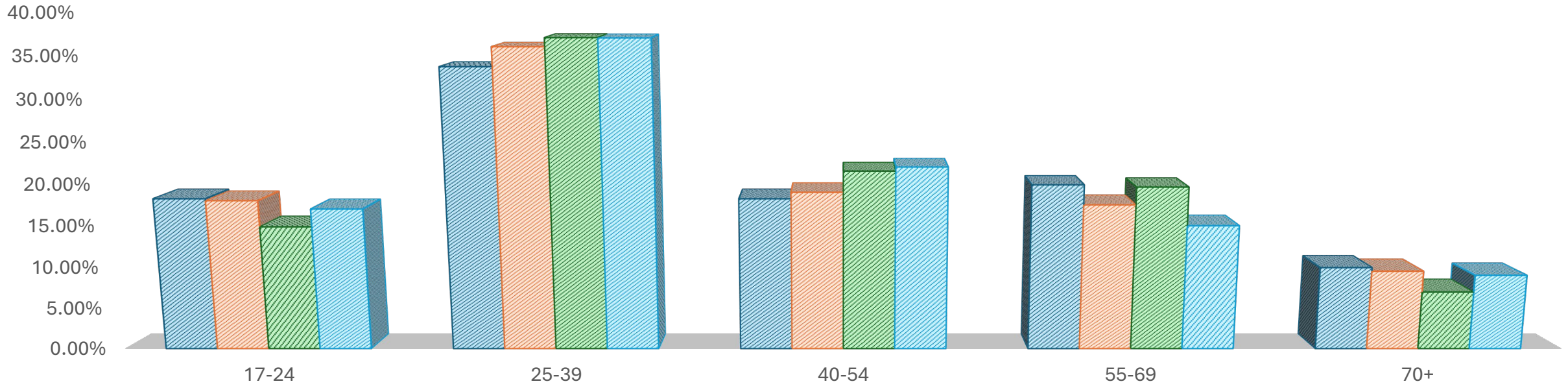
GENDER



	Male	Female	Non Binary	Prefer Not To Say
2023 Response Percent	59.44%	37.22%	2.22%	1.00%
2024 Response Percent	61.50%	36.50%	1.00%	1.00%
2025 Reponse Percent	39.24%	56.65%	2.85%	1.27%
2026 Reponse Percent	40.00%	52.00%	6.00%	2.00%

This data is captured through random persons within the Sydney Road Brunswick precinct, at various times of day, location and days of the week. This year, the Survey attracted over 300 responses, which is consistent with last years numbers. This data assists SRBA (when averaged over years), in designing our marketing and promotional efforts.

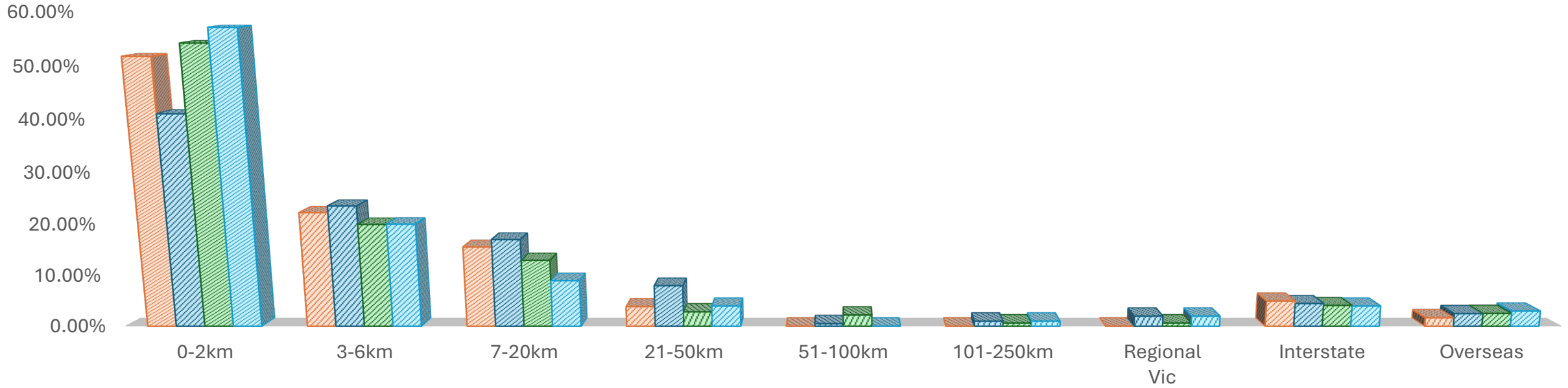
AGE BRACKET



	17-24	25-39	40-54	55-69	70+
2023 Response Percent	18.23%	33.70%	18.23%	19.89%	9.94%
2024 Response Percent	18.00%	36.00%	19.00%	17.50%	9.50%
2025 Reponse Percent	14.87%	37.03%	21.52%	19.62%	6.96%
2026 Reponse Percent	17.00%	37.00%	22.00%	15.00%	9.00%

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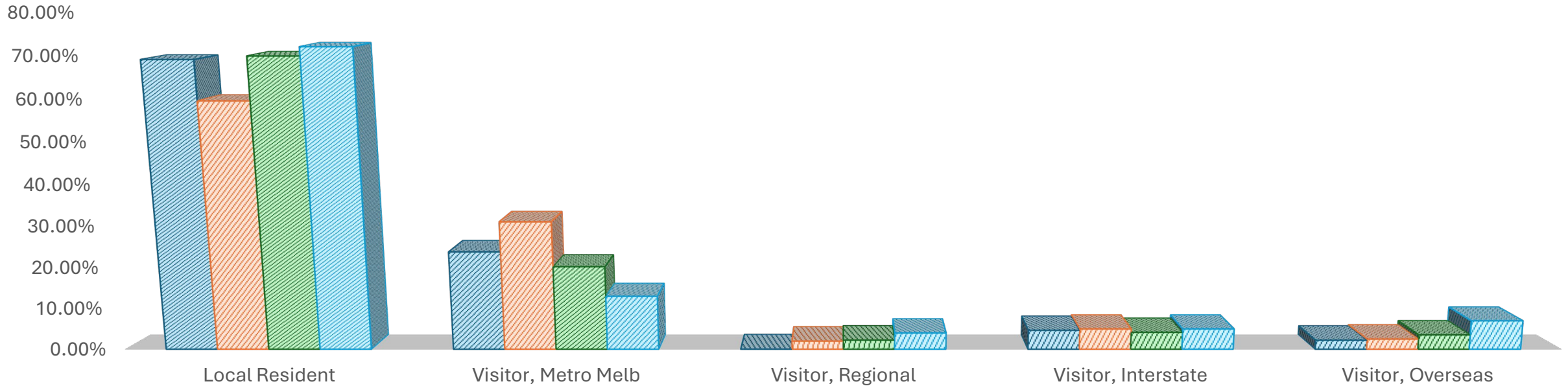
DISTANCE FROM PRECINCT



	0-2km	3-6km	7-20km	21-50km	51-100km	101-250km	Regional Vic	Interstate	Overseas
2023 Response Percent	51.67%	22.22%	15.56%	3.89%	0.00%	0.00%	0.00%	5.00%	1.67%
2024 Response Percent	41.00%	23.50%	17.00%	8.00%	0.50%	1.00%	2.00%	4.50%	2.50%
2025 Reponse Percent	54.11%	19.94%	12.97%	2.85%	2.22%	0.63%	0.63%	4.11%	2.53%
2026 Reponse Percent	57.00%	20.00%	9.00%	4.00%	0.00%	1.00%	2.00%	4.00%	3.00%

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AFFILIATION

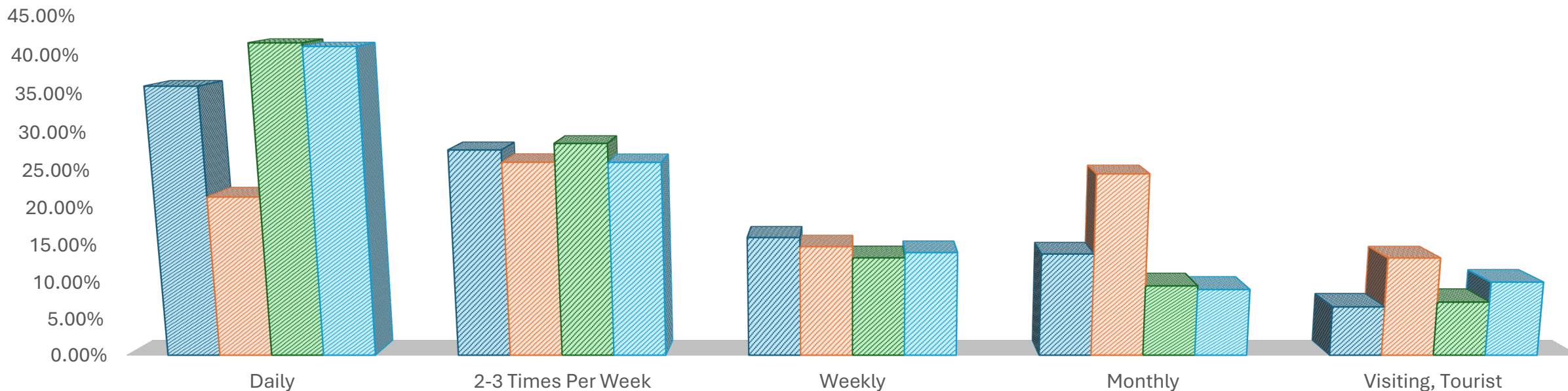


	Local Resident	Visitor, Metro Melb	Visitor, Regional	Visitor, Interstate	Visitor, Overseas
2023 Response Percent	69.06%	23.76%	0.00%	4.67%	2.21%
2024 Response Percent	59.50%	31.00%	2.00%	5.00%	2.50%
2025 Reponse Percent	69.87%	20.19%	2.24%	4.17%	3.53%
2026 Reponse Percent	72.00%	13.00%	4.00%	5.00%	7.00%

Interesting note to businesses: Those who identify as a Local Resident live up to 7km away from the precinct.

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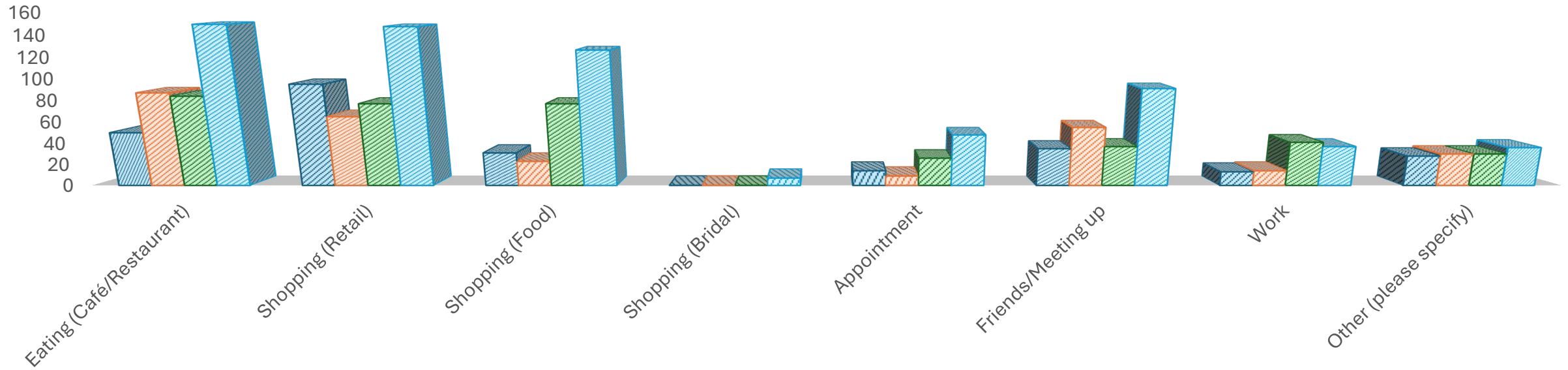
VISITATION FREQUENCY



	Daily	2-3 Times Per Week	Weekly	Monthly	Visiting, Tourist
2023 Response Percent	35.91%	27.62%	16.02%	13.81%	6.63%
2024 Response Percent	21.43%	26.02%	14.80%	24.49%	13.27%
2025 Reponse Percent	41.46%	28.48%	13.29%	9.49%	7.28%
2026 Reponse Percent	41.00%	26.00%	14.00%	9.00%	10.00%

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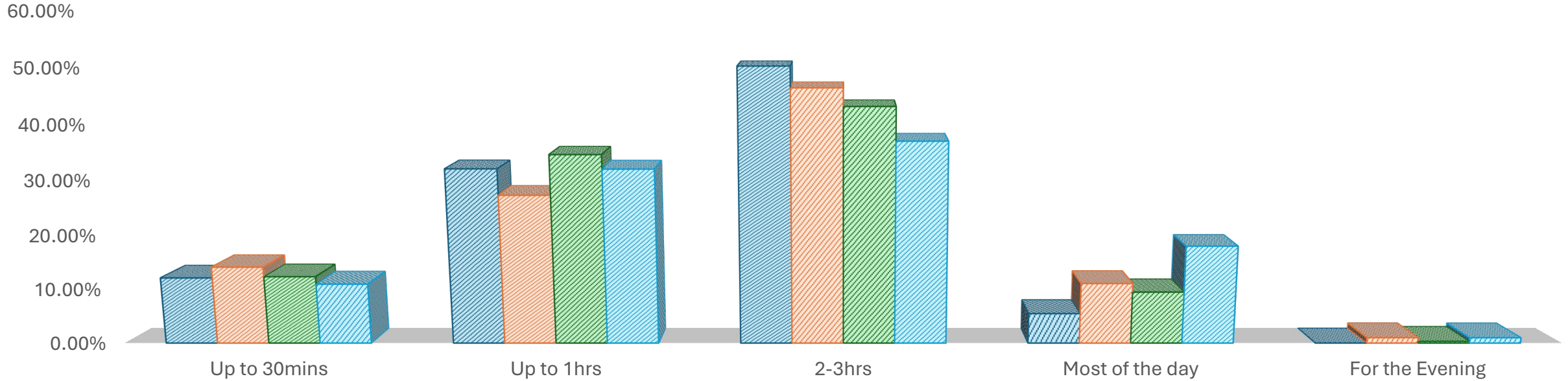
REASON FOR VISIT



	Eating (Café/Restaurant)	Shopping (Retail)	Shopping (Food)	Shopping (Bridal)	Appointment	Friends/Meeting up	Work	Other (please specify)
2023 Responses	50	95	31	0	14	35	13	28
2024 Responses	87	65	23	0	9	55	14	30
2025 Responses	84	77	77	0	26	37	41	30
2026 Responses	149	147	126	7	48	91	37	36

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DURATION OF STAY



	Up to 30mins	Up to 1hrs	2-3hrs	Most of the day	For the Evening
2023 Response Percent	12.15%	32.04%	50.28%	5.52%	0.00%
2024 Response Percent	14.14%	27.27%	46.46%	11.11%	1.01%
2025 Reponse Percent	12.38%	34.60%	43.17%	9.52%	0.32%
2026 Reponse Percent	11.00%	32.00%	37.00%	18.00%	1.00%

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