

Prahran

Economic Snapshot: April - June 2024 (Q2 2024)

How are we spending our money?

Total local spend is up slightly this quarter as compared to the slower Jan-Mar quarter, but spend across most categories is steady or lower than for the same quarter last year. The busiest time on the Street was 2pm, and the busy hours continue for the rest of the afternoon into early evening. Foot traffic is down slightly as compared to the previous quarter, but remains strong on Saturdays.

Total local spend

\$161M

↑ up 3.40% from Q1

Night-time spend

\$48M

↑ up 0.16% from Q1

(Makes up 30.01% of total local spend)

\$ breakdown of total local spend:

Visitors (non-Stonnington residents)

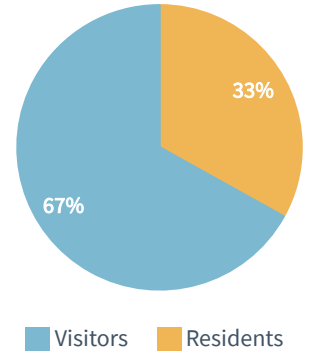
\$108.59M

Other Stonnington residents

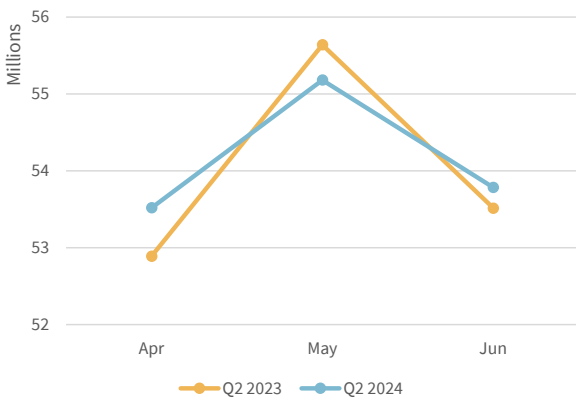
\$36.67M

Prahran residents

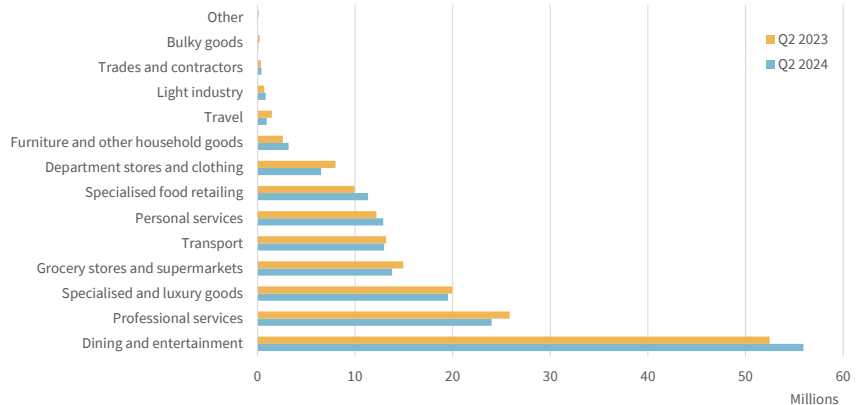
\$17.00M



Q2 2023 to Q2 2024 monthly spend



Q2 2023 to Q2 2024 category spend



Vacancies

11.07%

↓ down 2.01%
from Aug 2023

Online spend

\$65M

spent by Prahran residents online, of which 20% spent on professional services

'Escaped' spend

\$54M

spent by Prahran residents outside Stonnington, of which 33% spent on dining and entertainment

Rush hour

2PM

busiest time of the day

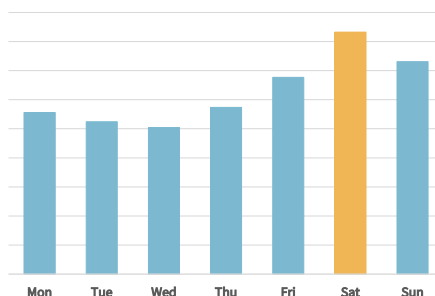
5.79%

↓ down in average weekday
foot traffic from Q1

4.87%

↓ down in average weekend
foot traffic from Q1

Which day of the week is busiest?



What day are people spending the most?

