

# Toorak Village

Economic Snapshot: January – March 2024 (Q1 2024)

## How are we spending our money?

Toorak Village differs from many of Stonnington’s other shopping precincts, with the busiest time of day occurring between 9am and 12pm. The majority of spending is on grocery stores, supermarkets, and professional services, which could be attributed to the higher proportion of residents spending in the area and limited night-time experiences and offerings. While total spend is down from last quarter, Toorak Village shows steady year-on-year growth for most spend categories.

### Total local spend

**\$79M**

↓ down 13.54% from Q4

### Night-time spend

**\$12M**

↓ down 7.78% from Q4

(Makes up 15.08% of total local spend)

### \$ breakdown of total local spend:

#### Visitors (non-Stonnington residents)

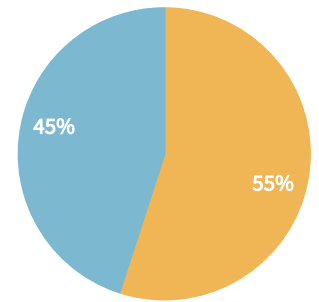
**\$36.33M**

#### Other Stonnington residents

**\$20.42M**

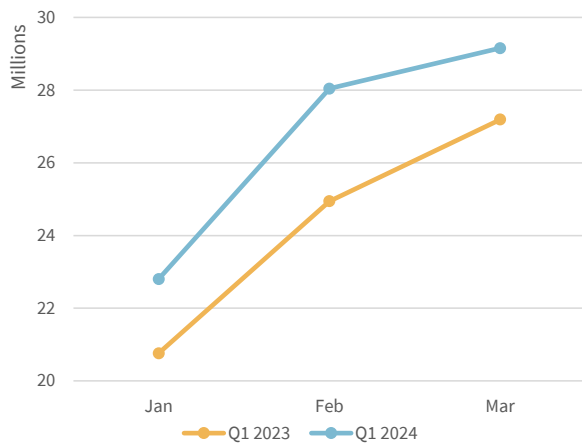
#### Toorak residents

**\$23.19M**

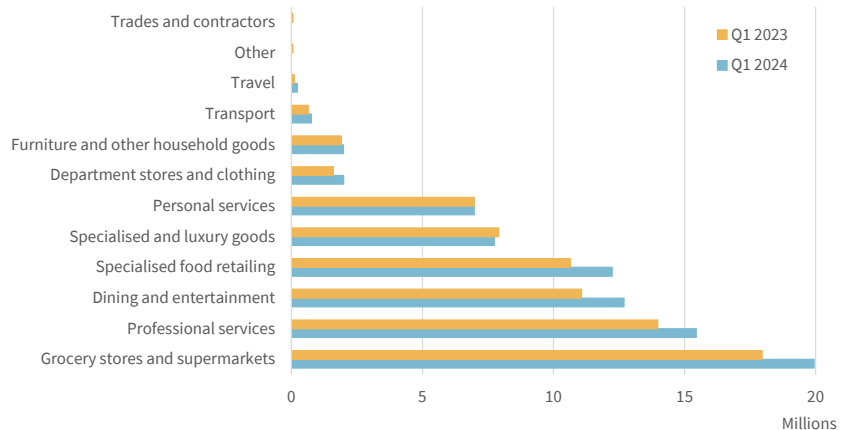


Visitors Residents

### Q1 2023 to Q1 2024 monthly spend



### Q1 2023 to Q1 2024 category spend



### Vacancies

**6.78%**

↓ down 0.98% from Aug 2023

### Business activity

**9**

new businesses opened since Aug 2023

### Rush hour

**9AM**

busiest time of the day

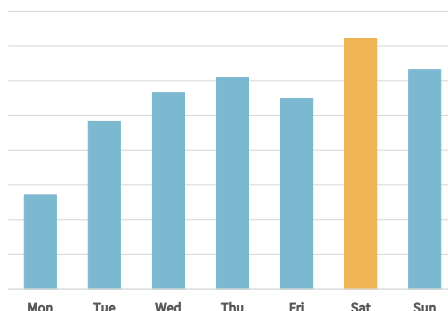
**5.08%**

↓ down in average weekday foot traffic from Q4

**3.75%**

↓ down in average weekend foot traffic from Q4

### Which day of the week is busiest?



### What day are people spending the most?

