

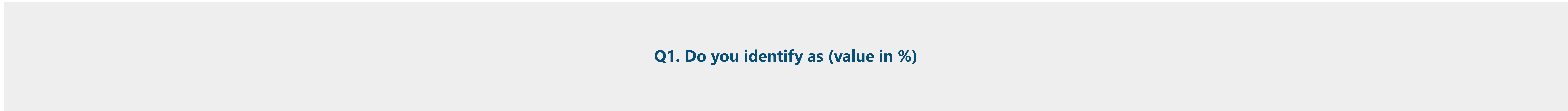
Close Ended Questions

Open Ended Questions

- Demographics
- Profiling
- Decision Making / Behaviour
- Drivers
- Awareness / Usage
- Importance / Performance
- CSAT / NPS
- Pricing
- Future Products / Purchase

Question

Q1. Do you identify as (value in %)



- Column Chart
- Donut Chart



Attribute	Value
Female	50.0
Male	50.0

Base : N = 2

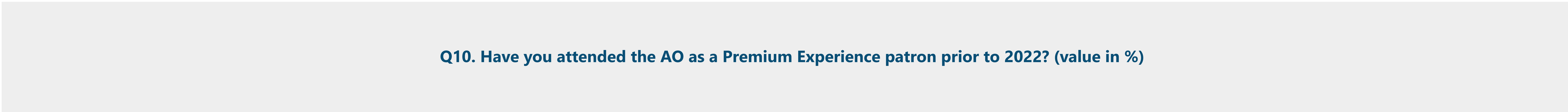
Close Ended Questions

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Question

Q10. Have you attended the AO as a Premium Experience patron prior to 2022? (value in %)



- Column Chart
- Donut Chart



Attribute	Value
No	100.0

Base : N = 1

Age Group

All

Gender

All

Location

All

Current Employment

All

Previously attended AO

All

Previous PX patron

All

Close Ended Questions

Open Ended Questions

Demographics

Profiling

Decision Making / Behaviour

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Question

Q21. When considering the purchase of your Premium Experience, the final decision was: (value in %)

Q21. When considering the purchase of your Premium Experience, the final decision was: (value in %)

Column Chart

Donut Chart

A joint decision between myself and others

50.0

Mostly my decision

50.0

Attribute	Value
A joint decision between myself and others	50.0
Mostly my decision	50.0

Base :

N = 2

Age Group

All

Gender

All

Location

All

Current Employment

All

Previously attended AO

All

Previous PX patron

All

Close Ended Questions

Open Ended Questions

Demographics

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Decision Making / Behaviour

Drivers

Awareness / Usage

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Question

Q25. Which of the following reasons drove your decision making to purchase your Premium Experience? (value in %)

Q25. Which of the following reasons drove your decision making to purchase your Premium Experience? (value in %)

Column Chart

Donut Chart

Opportunity to get on-court

100.0

View of the tennis

100.0

Recommended by others

50.0

The exclusivity

50.0

Unique experience

50.0

Views of Melbourne CBD

50.0

Views of the AO Precinct

50.0

Attribute	Value
Opportunity to get on-court	100.0
Recommended by others	50.0
The exclusivity	50.0
Unique experience	50.0
View of the tennis	100.0
Views of Melbourne CBD	50.0
Views of the AO Precinct	50.0

Base :

N = 2

Close Ended Questions

Open Ended Questions

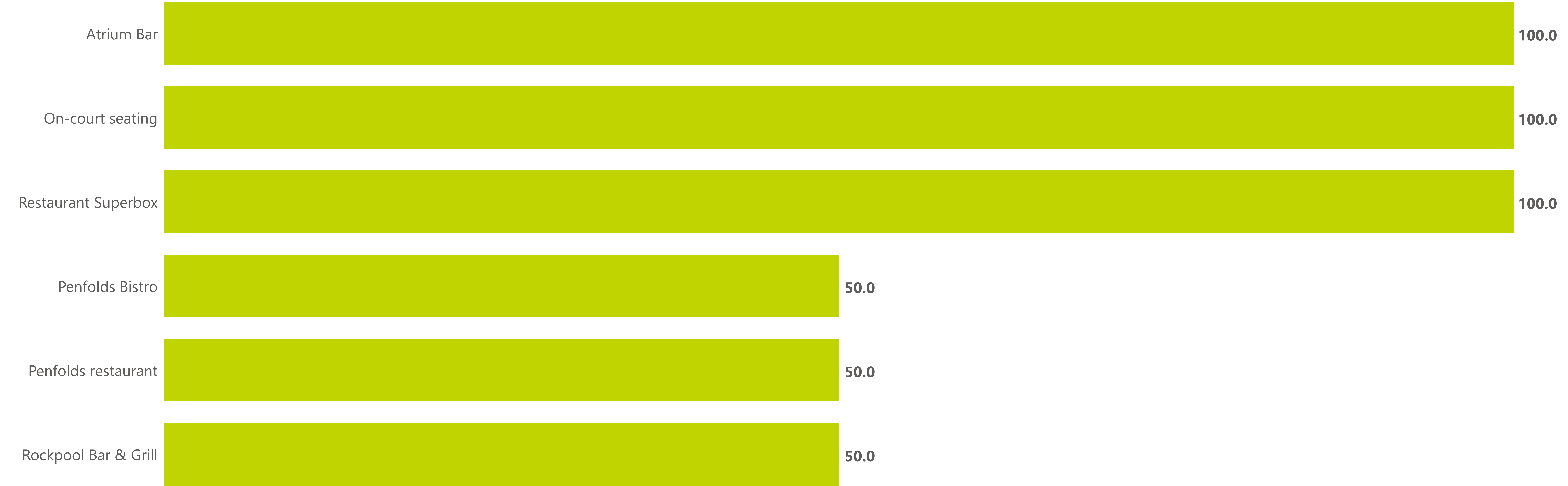
- Demographics
- Profiling
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Question

Q26. Which of the following Premium Experiences/restaurants are you aware of? (value in %)

Q26. Which of the following Premium Experiences/restaurants are you aware of? (value in %)

- Column Chart
- Donut Chart



Attribute	Value
Atrium Bar	100.0
On-court seating	100.0
Penfolds Bistro	50.0
Penfolds restaurant	50.0
Restaurant Superbox	100.0
Rockpool Bar & Grill	50.0

Base : N = 2

Close Ended Questions

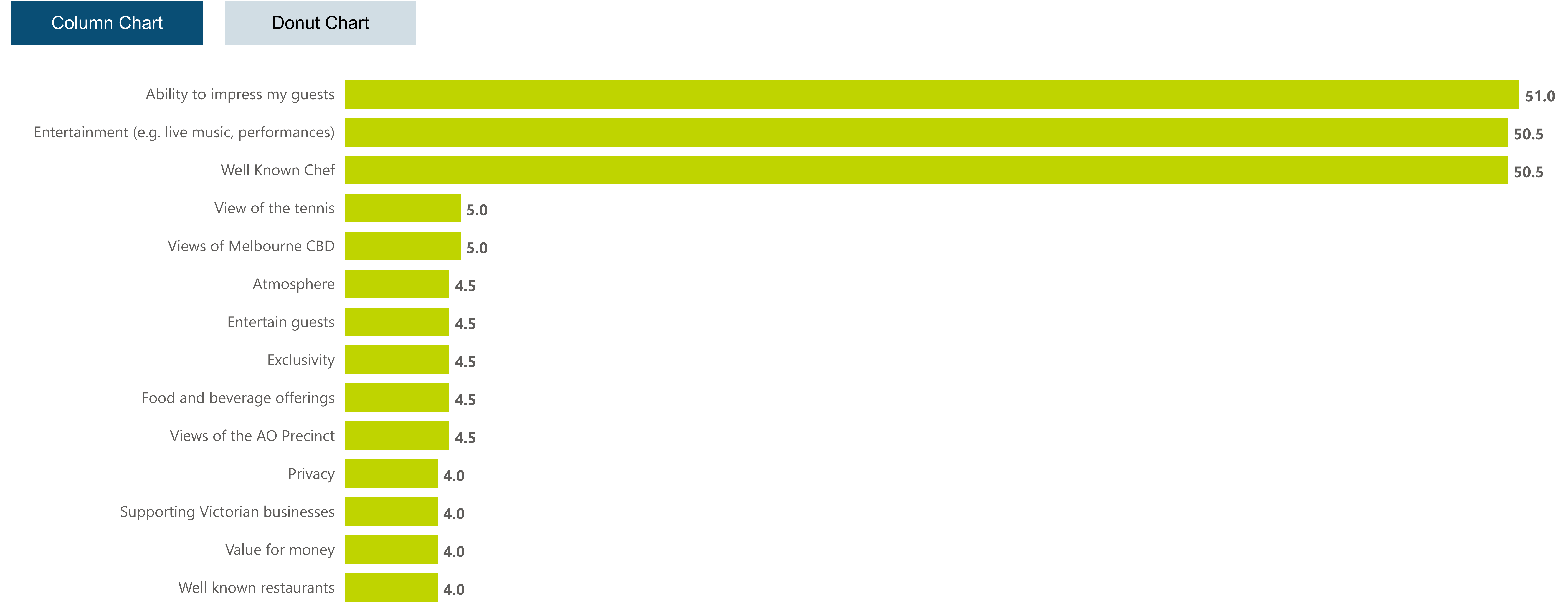
Open Ended Questions

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- Drivers
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Question

Q28. Thinking about the purchase of your Premium Experience, how important were each of the following areas.

Q28. Thinking about the purchase of your Premium Experience, how important were each of the following areas.



Attribute	Value
Ability to impress my guests	51.0
Atmosphere	4.5
Entertain guests	4.5
Entertainment (e.g. live music, performances)	50.5
Exclusivity	4.5
Food and beverage offerings	4.5
Privacy	4.0
Supporting Victorian businesses	4.0
Value for money	4.0
View of the tennis	5.0
Views of Melbourne CBD	5.0
Views of the AO Precinct	4.5
Well Known Chef	50.5

Base : N = 2

Age Group

All

Gender

All

Location

All

Current Employment

All

Previously attended AO

All

Previous PX patron

All

Close Ended Questions

Open Ended Questions

Demographics

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Decision Making / Behaviour

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Question

Q31. Please rate your satisfaction of each of the following in terms of addressing COVID-19 safety?

Column Chart

Donut Chart

COVIDSafe measures overall

8.5

COVIDSafe communication (emails, signage, customer service)

7.5

Attribute	Value
COVIDSafe communication (emails, signage, customer service)	7.5
COVIDSafe measures overall	8.5

Base :

N = 2

Close Ended Questions

Open Ended Questions

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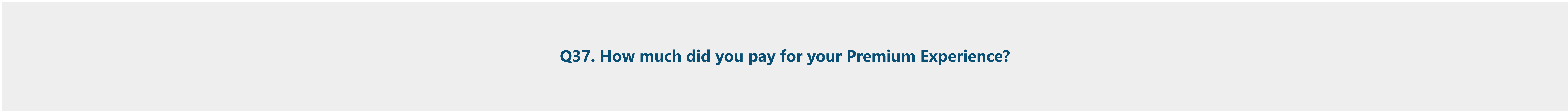
CSAT / NPS

Pricing

Future Products / Purchase

Question

Q37. How much did you pay for your Premium Experience?



Column Chart

Donut Chart

Attribute

Value

Base : N =

Age Group

All

Gender

All

Location

All

Current Employment

All

Previously attended AO

All

Previous PX patron

All

Close Ended Questions

Open Ended Questions

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Profiling

Decision Making / Behaviour

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Awareness / Usage

Importance / Performance

CSAT / NPS

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Question

Q40. Which of the following health & wellbeing products / activities are you aware of? (value in %)

Q40. Which of the following health & wellbeing products / activities are you aware of? (value in %)

Column Chart

Donut Chart

Mindfulness

50.0

None of these

50.0

Attribute	Value
Mindfulness	50.0
None of these	50.0

Base :

N = 2

Close Ended Questions

Open Ended Questions

Age Group

All

Gender

All

Location

All

Current Employment

All

Previously attended AO

All

Previous PX patron

All

Question

Q39. In a few words, what would enhance the value proposition?

Q39. In a few words, what would enhance the value proposition?

record

Verbatim

Base : N =