

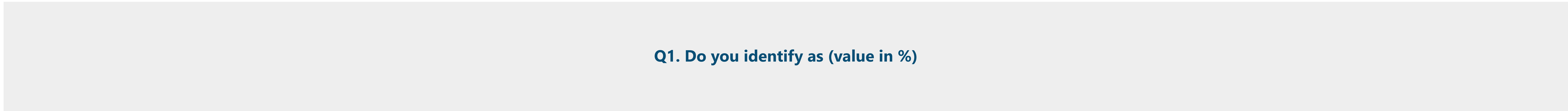


Close Ended Questions Open Ended Questions

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

Question

Q1. Do you identify as (value in %) ▼

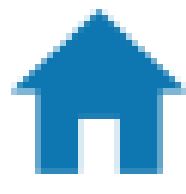


- Column Chart
- Donut Chart



Attribute	Value
Female	50.0
Male	50.0

Base : N = 2

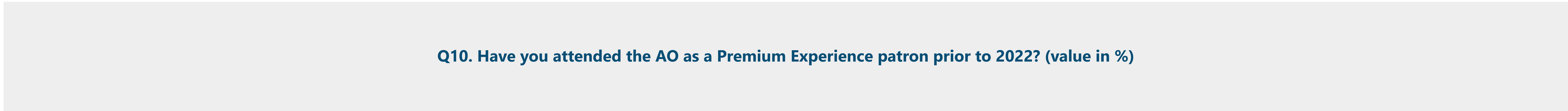


Close Ended Questions Open Ended Questions

- Demographics
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- Awareness / Usage
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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



Close Ended Questions Open Ended Questions

Age Group

All

Gender

All

Location

All

Current Employment

All

Previously attended AO

All

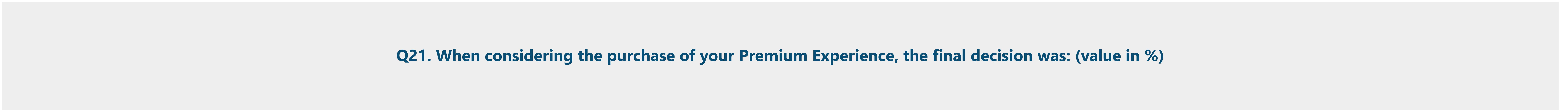
Previous PX patron

All

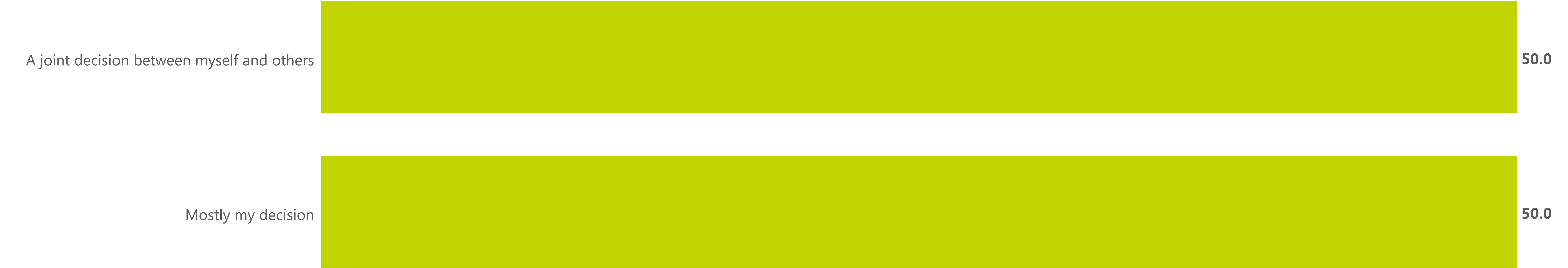
- Demographics
- Profiling
- Decision Making / Behaviour
- Drivers
- Awareness / Usage
- Importance / Performance
- CSAT / NPS
- Pricing
- Future Products / Purchase

Question

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



- Column Chart
- Donut Chart



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

Base : N = 2



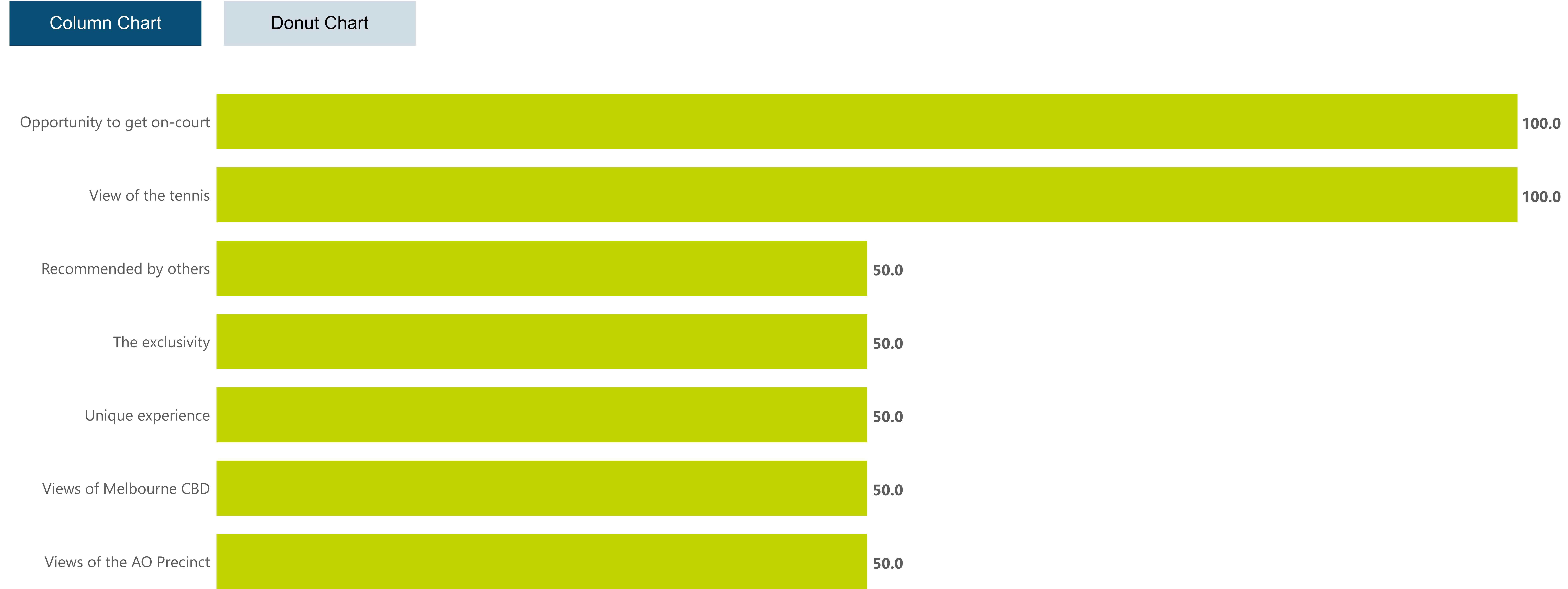
Close Ended Questions Open Ended Questions

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

Question

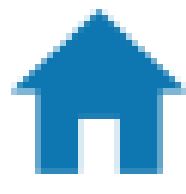
Q25. Which of the following reasons drove your decision making to purchase your Premium Experience? (value in %)

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



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

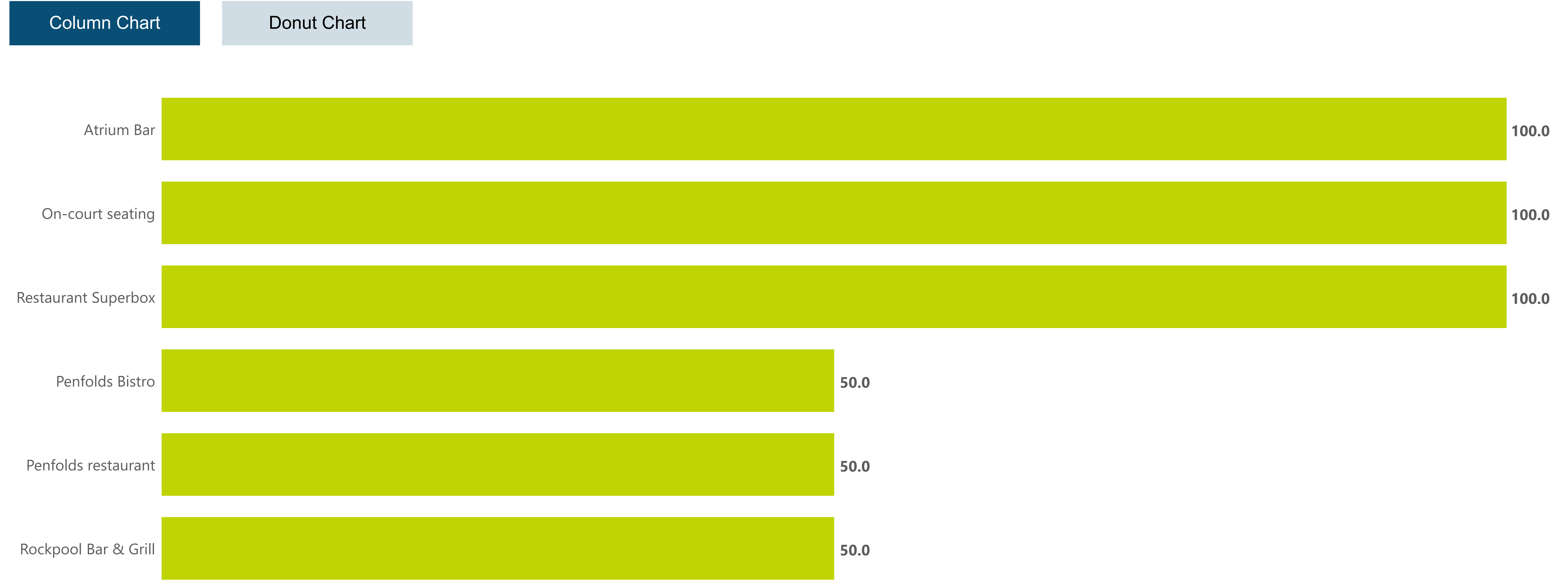
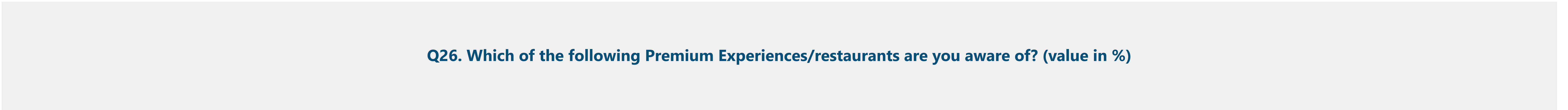
Base : N = 2



Close Ended Questions Open Ended Questions

Demographics	Profiling	Decision Making / Behaviour	Drivers	Awareness / Usage	Importance / Performance	CSAT / NPS	Pricing	Future Products / Purchase
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Question
Q26. Which of the following Premium Experiences/restaurants are you aware of? (value in %)



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



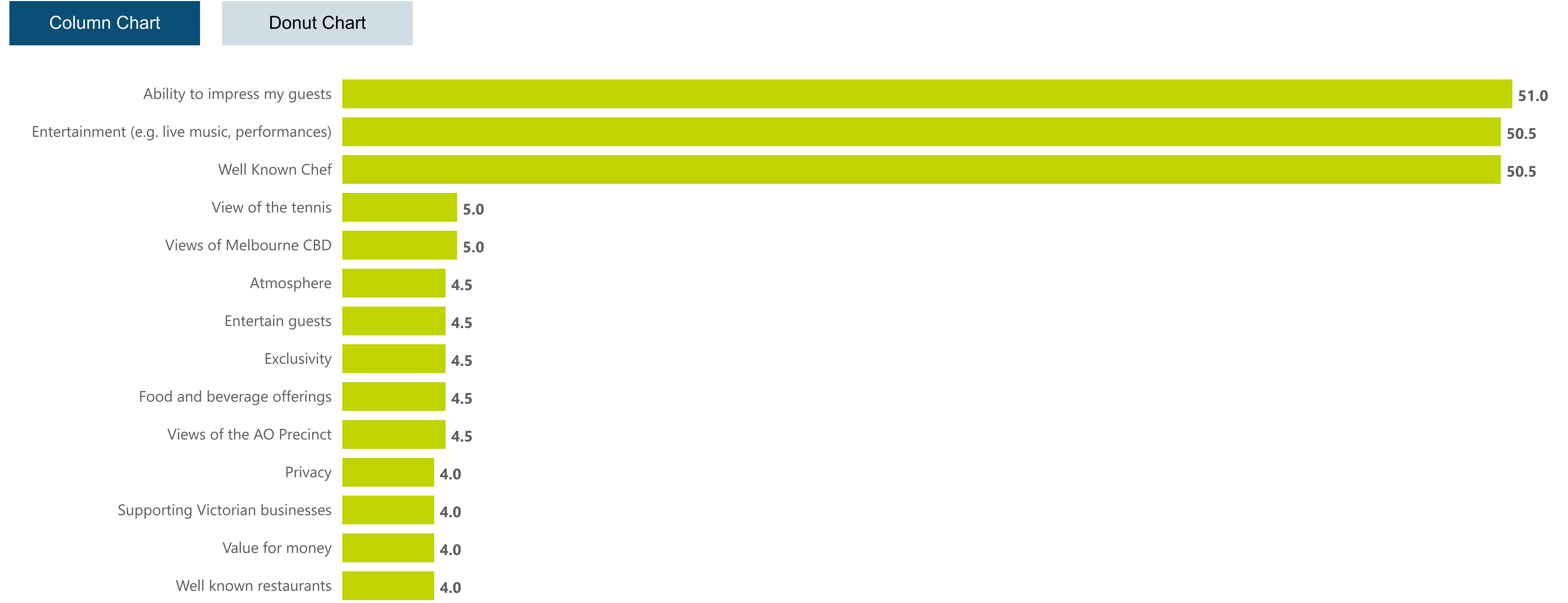
Close Ended Questions Open Ended Questions

- Demographics
- Profiling
- Decision Making / Behaviour
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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



Close Ended Questions Open Ended Questions

Age Group

All

Gender

All

Location

All

Current Employment

All

Previously attended AO

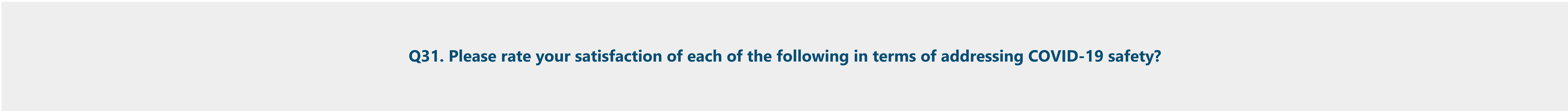
All

Previous PX patron

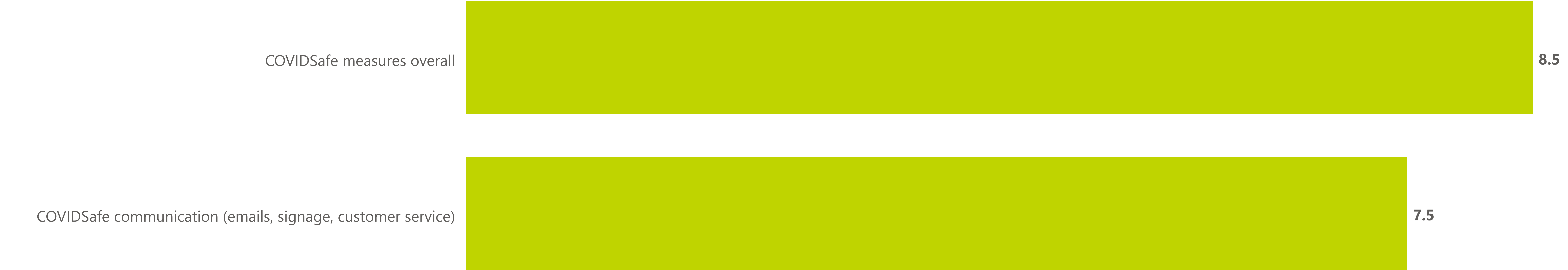
All

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



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

Base : N = 2



Close Ended Questions Open Ended Questions

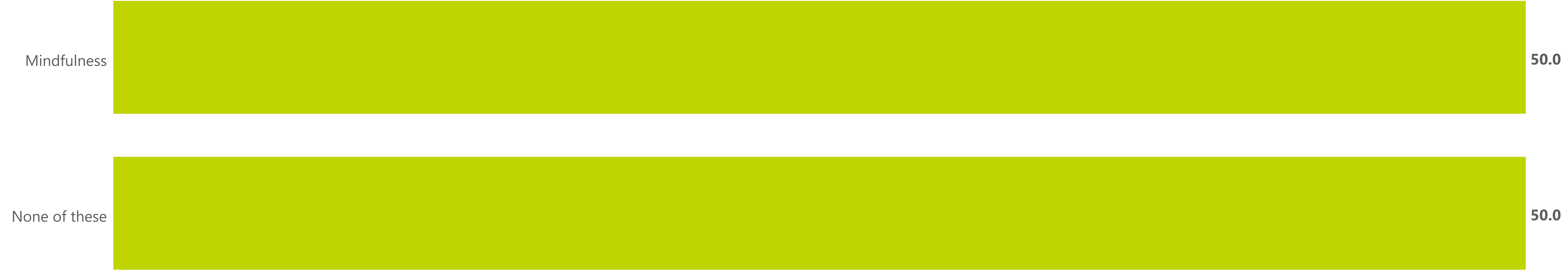
- Demographics
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Question

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



- Column Chart
- Donut Chart



Attribute	Value
Mindfulness	50.0
None of these	50.0

Base : N = 2