

# CHANGING TRAFFIC BEHAVIOURS

## 2023 vs 2022

**Kepler Analytics**

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# CBD LOCATIONS SHOWING BIG INCREASES IN INSIDE TRAFFIC

January 1<sup>st</sup> to March 26<sup>th</sup> 2023, vs same days 2022  
 Like for Like basket of stores across Australian CBD's

Outside Year Comparison

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
9	-9.49%	-6.52%	-5.90%	-6.06%	-13.76%	-15.03%		-9.25%
10	2.90%	-0.52%	2.91%	-0.25%	1.35%	-4.33%	-9.95%	-0.88%
11	3.32%	10.59%	6.53%	9.70%	4.34%	-0.91%	-7.93%	3.25%
12	8.82%	13.45%	19.35%	16.18%	9.81%	-0.52%	-2.41%	8.95%
13	9.70%	9.17%	17.59%	18.50%	8.97%	1.87%	0.87%	9.30%
14	6.26%	9.00%	5.00%	10.26%	8.58%	3.17%	-3.66%	5.18%
15	2.50%	16.40%	9.44%	13.43%	8.02%	-3.33%	-2.37%	5.56%
16	10.91%	20.00%	13.18%	16.51%	10.09%	2.59%	1.58%	10.54%
17	11.37%	24.05%	18.14%	12.88%	9.48%	-7.44%		12.09%
18				21.03%	8.57%			12.64%
19				52.47%	2.88%			14.58%
20				47.39%	-10.13%			-0.60%
Total	6.11%	11.61%	10.77%	12.81%	6.03%	-1.16%	-3.12%	6.21%

Inside Year Comparison

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
9	23.01%	46.87%	38.20%	23.93%	17.05%	19.81%		27.03%
10	35.58%	29.57%	31.69%	31.76%	26.54%	25.42%	16.24%	28.19%
11	40.51%	35.18%	37.59%	39.75%	35.07%	35.80%	21.40%	34.63%
12	47.14%	45.27%	44.55%	47.94%	37.08%	27.60%	28.92%	39.04%
13	47.56%	47.91%	45.16%	42.79%	37.73%	29.27%	20.94%	37.86%
14	41.71%	40.65%	40.69%	41.57%	37.71%	33.57%	31.85%	37.63%
15	39.95%	48.83%	35.16%	44.69%	35.12%	27.07%	30.09%	36.25%
16	44.67%	51.68%	39.15%	49.40%	38.44%	30.61%	32.69%	40.07%
17	49.46%	68.47%	51.56%	54.06%	42.38%	23.16%		47.72%
18				44.86%	47.08%			46.77%
19				75.03%	20.50%			37.98%
20				93.14%	17.21%			35.66%
Total	42.31%	45.06%	40.19%	44.37%	34.69%	29.10%	26.41%	36.98%

Midweek traffic showing big gains



CBD shopping is back! With a strong skew towards Monday to Thursday shoppers

Roster alignment to Traffic patterns is critical with such huge swings

# METRO SHOPPING CENTRE PATTERNS VASTLY DIFFERENT

January 1<sup>st</sup> to March 26<sup>th</sup> 2023, vs same days 2022  
 Like for Like basket of centres across Australian and New Zealand

## Outside Year Comparison

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
9	-11.07%	-9.45%	-11.20%	-13.69%	-15.62%	-10.51%		-12.06%
10	-10.49%	-7.31%	-7.18%	-8.90%	-9.96%	-6.29%	-15.92%	-9.35%
11	-9.98%	-7.93%	-6.50%	-6.98%	-8.40%	-4.96%	-11.71%	-8.13%
12	-8.55%	-5.27%	-6.30%	-2.76%	-7.23%	-5.35%	-8.41%	-6.38%
13	-7.42%	-5.26%	-3.47%	-4.22%	-6.56%	-5.25%	-7.89%	-5.86%
14	-9.78%	-6.46%	-6.66%	-5.53%	-7.39%	-5.98%	-8.45%	-7.27%
15	-8.86%	-6.60%	-6.92%	-7.50%	-6.58%	-5.67%	-9.98%	-7.52%
16	-7.21%	-5.48%	-7.19%	-6.43%	-8.57%	-7.61%	-11.57%	-7.75%
17	-9.70%	-5.79%	-6.65%	-12.39%	-4.38%	-3.61%		-8.69%
18				-10.38%	-6.30%			-9.65%
19				-14.42%	-4.13%			-12.56%
20				-13.88%	-5.35%			-12.20%
Total	-9.53%	-6.98%	-7.14%	-8.34%	-8.32%	-6.40%	-10.24%	-8.16%

## Inside Year Comparison

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
9	4.94%	4.73%	3.26%	-1.03%	0.41%	5.07%		2.72%
10	4.60%	5.28%	5.08%	1.73%	1.50%	6.46%	-3.52%	3.04%
11	1.80%	4.54%	2.92%	5.12%	3.71%	4.97%	-1.01%	3.01%
12	2.32%	4.73%	4.62%	5.91%	4.06%	4.14%	1.37%	3.71%
13	4.45%	5.51%	5.69%	5.39%	2.98%	2.59%	1.42%	3.69%
14	3.31%	6.25%	3.14%	3.57%	3.75%	2.05%	-0.01%	2.79%
15	4.03%	3.20%	5.07%	3.16%	4.19%	-0.06%	0.66%	2.49%
16	6.54%	4.17%	5.92%	1.88%	5.49%	2.64%	-3.29%	3.19%
17	-0.30%	1.34%	6.20%	-0.33%	4.32%	-3.46%		0.34%
18				1.41%	0.25%			0.98%
19				-0.36%	-5.46%			-1.62%
20				-3.51%	0.78%			-2.84%
Total	3.00%	4.00%	3.91%	2.40%	2.69%	2.78%	-0.36%	2.50%



Traffic declines are more uniform  
 Though Sunday and Monday show  
 the biggest declines.



Traffic moves away from Sunday to favour early  
 week shopping. Higher concentrations around midday.

Lunch time cover staff become critical to capture changed traffic flow

# Thank You

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