Building Occupant Profiling

Gain a better understanding of who is working in your office buildings, and how they are being serviced.

SAMPLE REPORT

propella.ai

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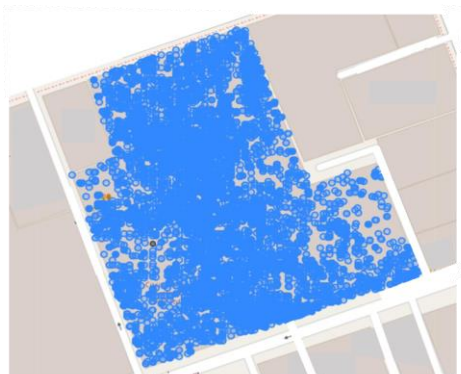
Understanding your customers, being the people working in your building, is fundamental to curating the right building amenity, services and experiences, to improve their lives and drive tenant engagement with their workplace.

Who exactly are you designing for..?

OUR METHODOLOGY

① GEO-FENCE SUBJECT BUILDING

We use leading edge geo-fencing technology to anonymously identify the people who work in and visit your building, and then deliver incredible insights about them.


We source anonymised mobile app event data that has been geo-coded (has location co-ordinates), and then geo-fence the subject building to identify all devices/consumers that have been within the location. Our proprietary algorithm then probabilistically qualifies each mobile event, and removes those that were unlikely to have occurred in the subject area due to horizontal error from GPS signals. We then apply algorithms to separate those visiting the area from those who work (or in some cases live) within the subject location.

② ANALYSE CONSUMER DEMAND

Once we have identified our qualified sample set of consumers for the subject site, we can analyse their aggregated movement patterns. Determining an approximate home location (the mesh block – an ABS statistical area – in which they are most likely to reside), we assign a consumer profile to each device. This allows us to undertake demographic and psycho-graphic profiling of the building occupant population, to infer who these consumers are and what they think, and assess demand for building services and amenity. Refer to Appendix A for further details on consumer profiling.

③ CONDUCT NEEDS ASSESSMENT
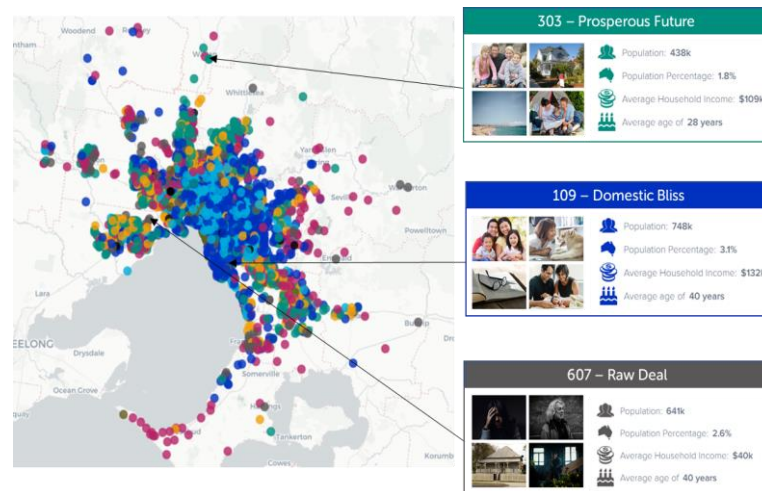
We then assess the consumer profiling insights in the context of the subject building and catchment area services & amenities, to qualitatively determine if the building occupant needs are being met across a number of defined criteria. This defined scorecard gives building owners the ability to identify areas to improve customer experience, and track how consumer needs are being met over time.
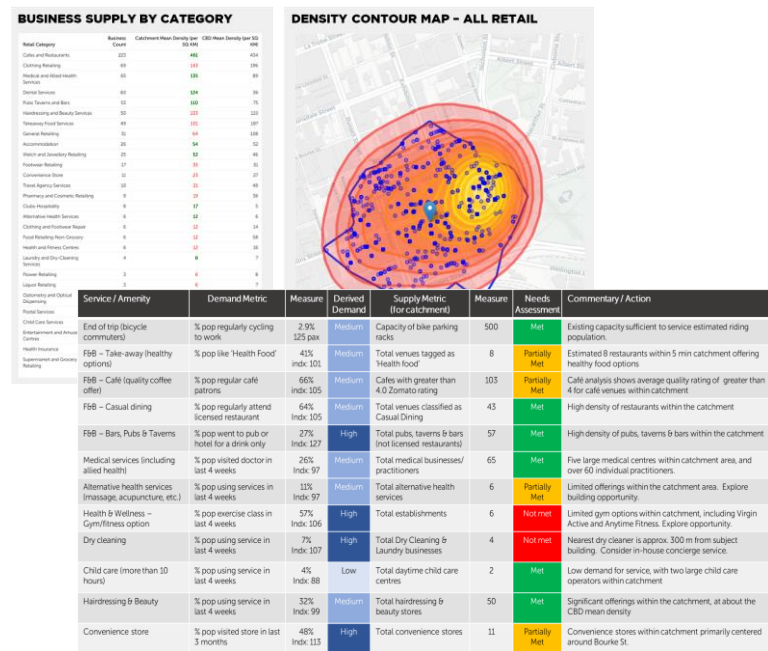
EXECUTIVE SUMMARY

LOCATION & MOVEMENT

Building occupants are predominantly inner-city residents, with resident density centered around the inner eastern suburbs of Richmond and South Yarra.

Analysis of transit paths for the morning commute shows significant traffic across both road and rail transit lines. Train patronage is slightly lower than the CBD worker average, and conversely private car usage is higher.

Occupant density profiling for the building indicates that workers tend to arrive earlier for work than CBD average, and also tend to leave for home at the end of day earlier. In terms of days of week, Thursday and Friday appear to be quieter days in the office.
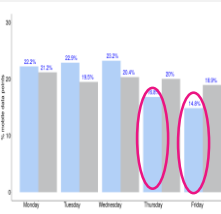

People movement analysis indicates that movement outside the building on weekdays is very localized, whereas lunchtime and after work sees occupants travelling to local venues and shops (in addition to public transport sites at end of day).
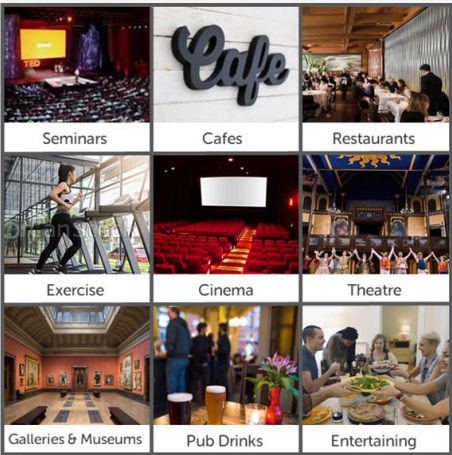

OCCUPANT PROFILE

The estimated demographic make-up of building population indicates income levels slightly higher than the CBD average.

The consumer profile distribution for the building is quite consistent with the CBD average. Individual personas...
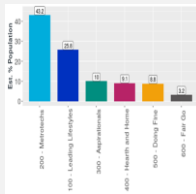
Analysis of the consumer profiles indicate a reasonably young cohort who lead active lifestyles and enjoy socializing and entertainment. Key preferences for the building occupants are:

Seminars — Cafes — Restaurants
Exercise — Cinema — Theatre
Galleries & Museums — Pub Drinks — Entertaining

NEEDS ANALYSIS

Analysis of the building and surrounding catchment indicated a generous supply of retail .

Assessment of demand against estimated supply for services and amenity within the building and/or catchment yielded the following results:

Service / Amenity	Assessment
End of trip (bicycle commuters)	Met
F&B – Take-away (healthy options)	Partially Met
F&B – Café (quality coffee offer)	Partially Met
F&B – Casual dining	Met
F&B – Bars, Pubs & Taverns	Met
Medical services (including allied health)	Met
Alternative health services (massage, acupuncture, etc.)	Partially Met
Health & Wellness – Gym/fitness option	Not met
Dry cleaning	Not met
Child care (more than 10 hours)	Met
Hairdressing & Beauty	Met
Convenience store	Partially Met

LOCATION & MOVEMENT
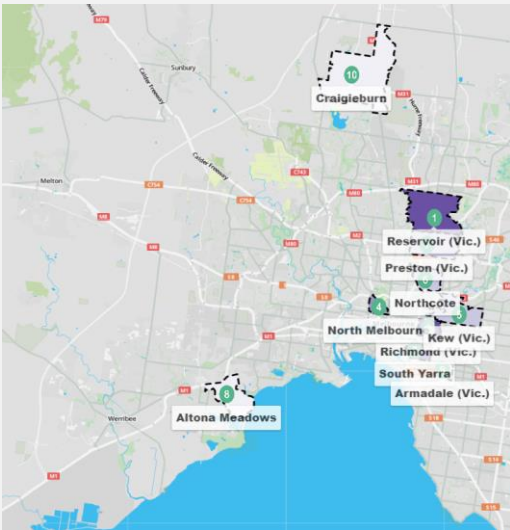
LOCATION & MOVEMENT / HOME LOCATION

We identify an approximate home location (the suburb level is highest level of precision) to infer how building occupants are geographically distributed around the city.
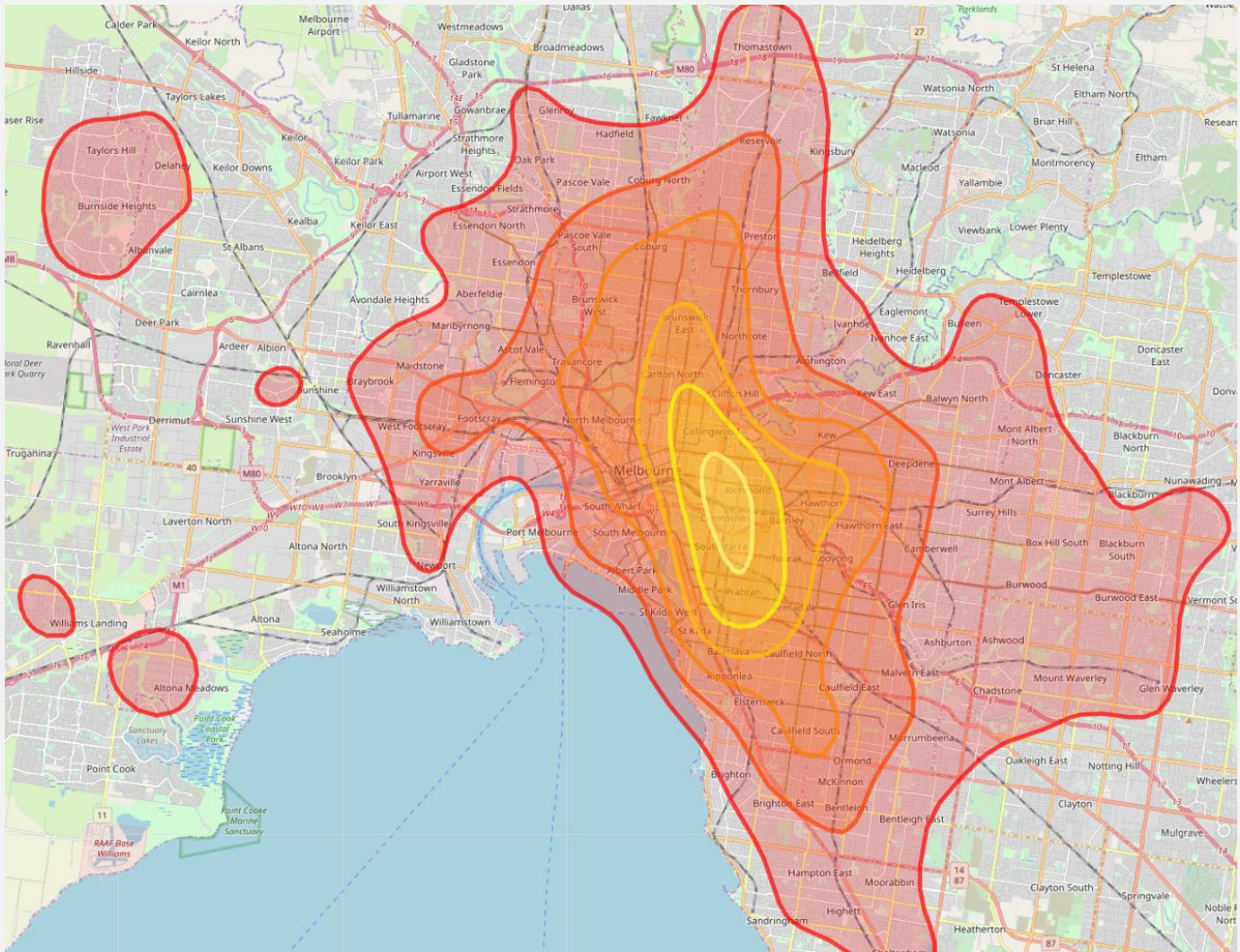
GEO-FENCED BUILDING

1 Main Street, Capital City

TOP 10 SUBURBS

HOME LOCATIONS: DENSITY HEATMAP

Density analysis of home locations in the Heatmap above indicates that the highest proportion of building occupants reside in the inner eastern and south-eastern suburbs, with an overall skew to the eastern side of the city for all building occupants. The Top 10 Suburbs where these building occupants live, also tend to be inner city and with a weighting to the eastern and south eastern part of Melbourne.
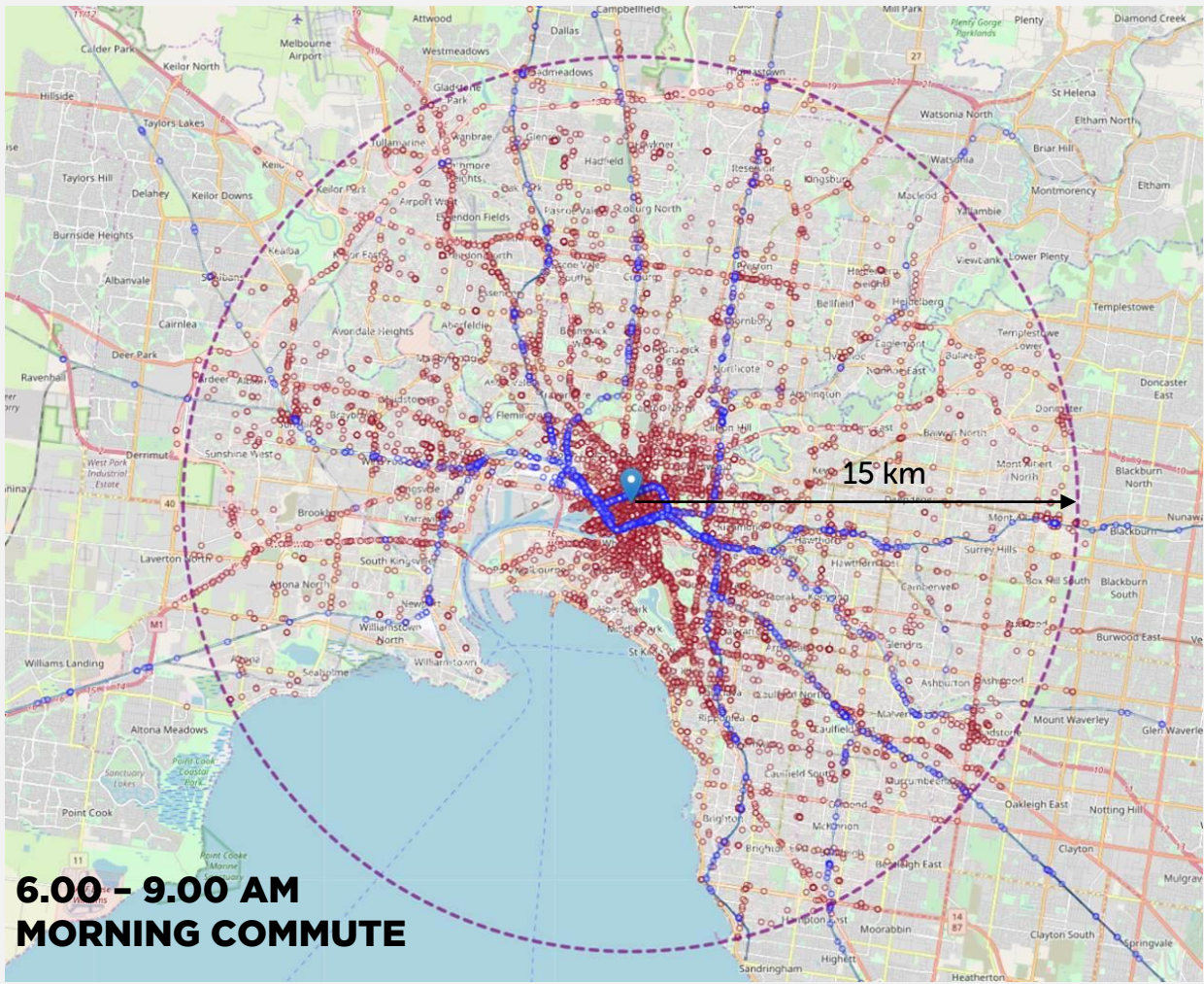
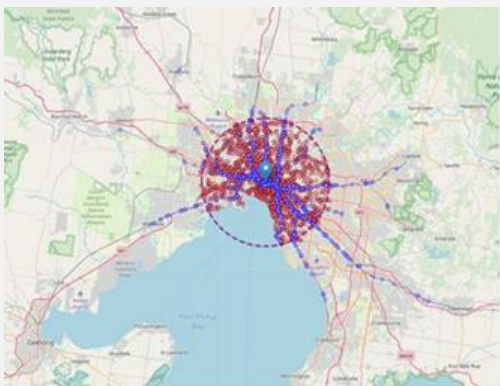# LOCATION & MOVEMENT / TRANSIT PATHS TO BUILDING

We use aggregated mobile data to illustrate what travel paths building occupants take to work for the morning commute period of 6.00 – 9.00 AM.

TRANSIT PATHS TO SUBJECT BUILDING (15km buffer):

15 km

**6.00 – 9.00 AM
MORNING COMMUTE**

INSIGHTS

- The Transit Paths heat map on the left highlights both the main arterials used to travel to work by road, and rail lines taken for train public transport.

- Main road arterials taken in the morning include St. Kilda Road from south east, the West Gate freeway from the west, City Link to the north.

- All train lines show patronage, although lines coming in from the south east and eastern suburbs appear to be slightly more popular.

Key:

⭕ Road/street observations

⭕ Rail line observations

LOCATION & MOVEMENT / TRAVEL TO WORK MODES

We use approximate home location and ABS Census data to estimate the travel to work mode for building occupants.

TRAVEL TO WORK MODES

Travel to work modes use ABS collected data for the areas where building occupants are located (that

		Building Pop %	CBD Average %			Building Pop %	CBD Average %
🚆	Train	44%	48.7%	🚗	Car, as passenger	2%	2.3%
🚌	Bus	2%	2.5%	🛵	Motorbike/Scooter	0.7%	0.6%
⛴	Ferry	0%	0%	🚲	Bicycle	3%	2.9%
🚊	Tram	10%	11.1%	🚶	Walked only	5%	5.1%
🚕	Taxi / Rideshare	0.3%	0.3%	🛹	Other Mode	0.4%	0.4%
🚗	Car, as driver	21%	16.1%	NA	Not stated/applicable	8%	8%

Source: ABS Census Tablebuilder, 2016 (projected to 2019 figures)

TRAVEL MODE VS TRAVEL DISTANCE
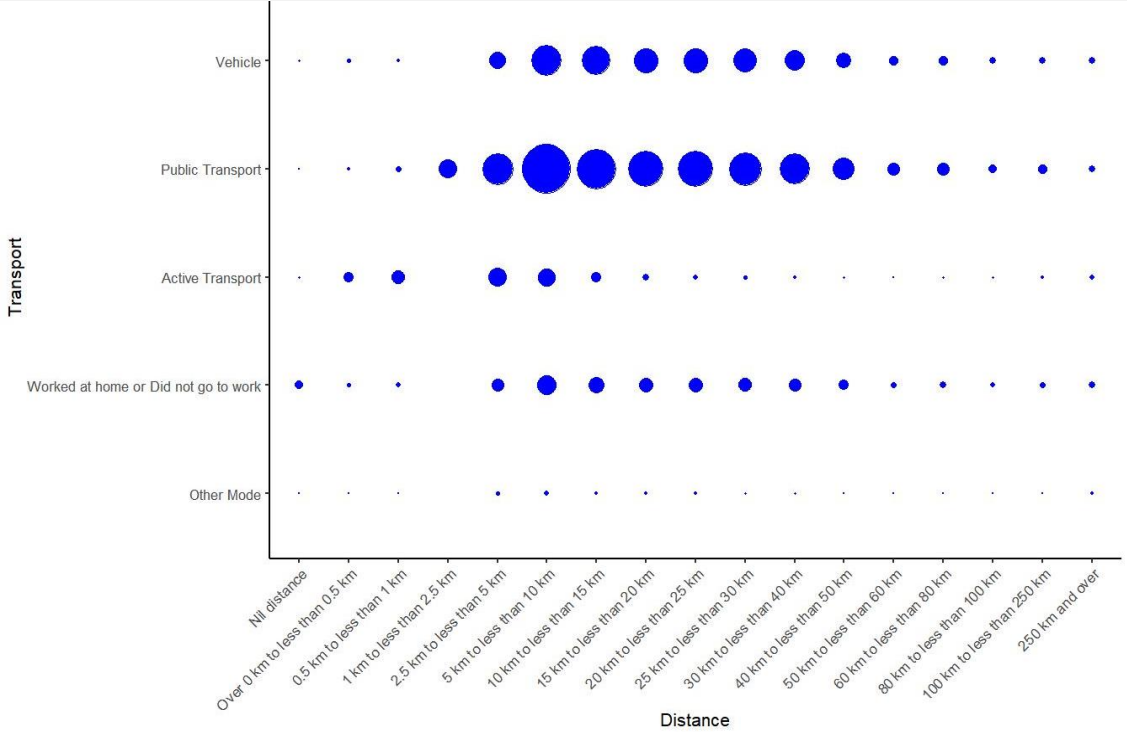
- Public transport (all modes) is the most popular travel mode to work, followed by private vehicle.
- The highest proportion of public transport users travel between 5 – 10 km to work, although many travel up to 40 km.
- Those using vehicles also tend to drive between 5 – 10 km, or further in similar proportions to public transport.

LOCATION & MOVEMENT / OCCUPANT DENSITY PROFILING

Using the people movement data for the geo-fenced building area, we can profile when and proportionally how many building occupants are moving in and out of the building throughout the day, benchmarked against other comparable buildings.

HOUR OF THE DAY (WEEKDAYS)

Analysis of mobile event density for building workers broken down by hour of day indicates that workers in the subject building tend to arrive earlier to work during week days (Mon – Fri) when compared to CBD comparison buildings*. Conversely, we observe that density of occupants in the subject building is consistently lower from 3 PM onwards in contrast to our comparison buildings profile, with a significant drop-off at 6 PM that continues through to late evening. The workers in the subject building tend to arrive early, and leave a little earlier than the comparison buildings.

* Our comparison profile for building occupant density by hour is derived from aggregation of a number of selected commercial office buildings within the CBD.
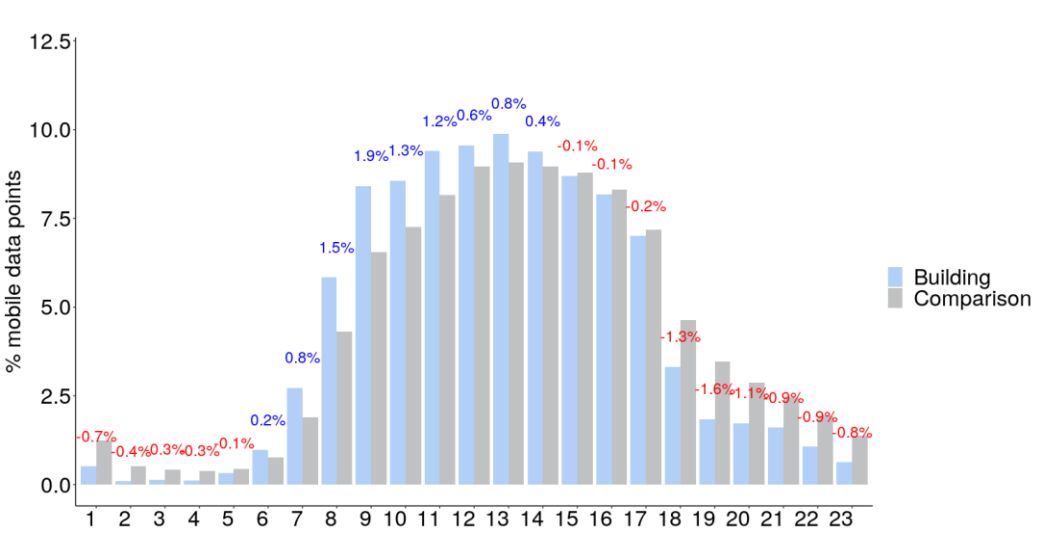
DAY OF THE WEEK

Review of the building occupant density by day of week (as a percentage of all mobile events for all identified workers) indicates that attendance at the subject building is skewed more towards the start of the week. Wednesday is the peak day for observing building occupants, with Thursday and Friday the lowest density levels for the week. Our comparison day of week profile is fairly consistent across the week, indicating the significant gap in the subject building attendance on Fridays compared to the comparison buildings.

* Our comparison profile for building occupant density by day of week uses the same selection of CBD commercial buildings as Hour of Day.

LOCATION & MOVEMENT / PEOPLE MOVEMENT

We place a 10 minute walking catchment area around the subject building using mobile data, and visualise where building occupants travel at key times on <u>weekdays</u> within the catchment area.

EARLY MORNING: 7.00 – 9.00 AM
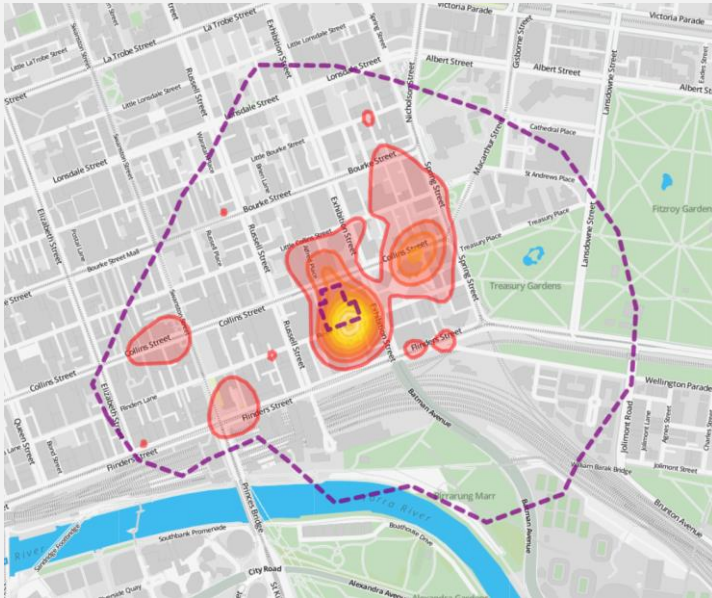
The morning movement (prior to 9 AM) for building occupants shows a highly localised density in and around the subject building. This is likely to be visitation to nearby cafes and other amenities that are in very close proximity. The less dense 'hot spots' are associated with public transport hubs (Flinders St and Parliament stations, and locations to the east and west on Collins St.

LUNCHTIME: 12.00 – 2.00 PM
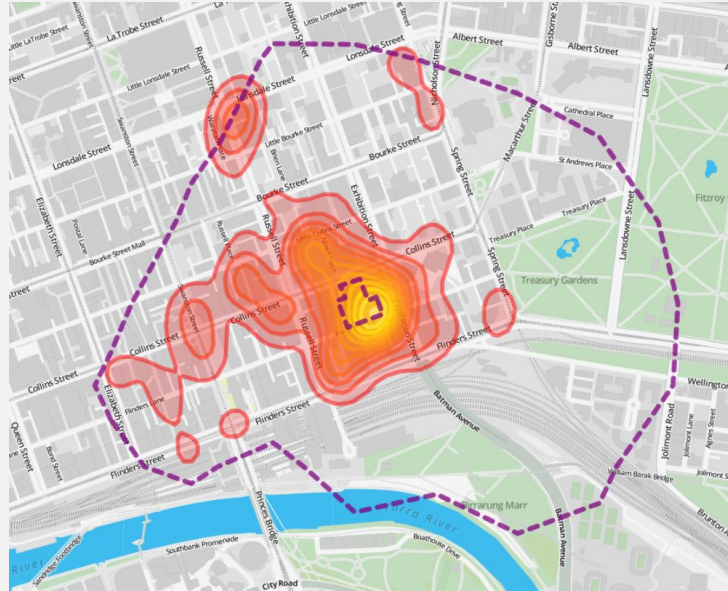
Analysis of movement for building occupants within the 10 minute walking catchment during the lunchtime period shows the density is largely centred near the subject building, indicating that people typically don't travel far during lunchtime. The main hot spot skews to the south towards Flinders Lane and east towards Collins Place, where there is a high concentration of retail offerings. Other smaller hot spots are located along Collins Street and QV (top left) which is a major shopping centre.

EARLY EVENING: 5.00 – 7.00 PM
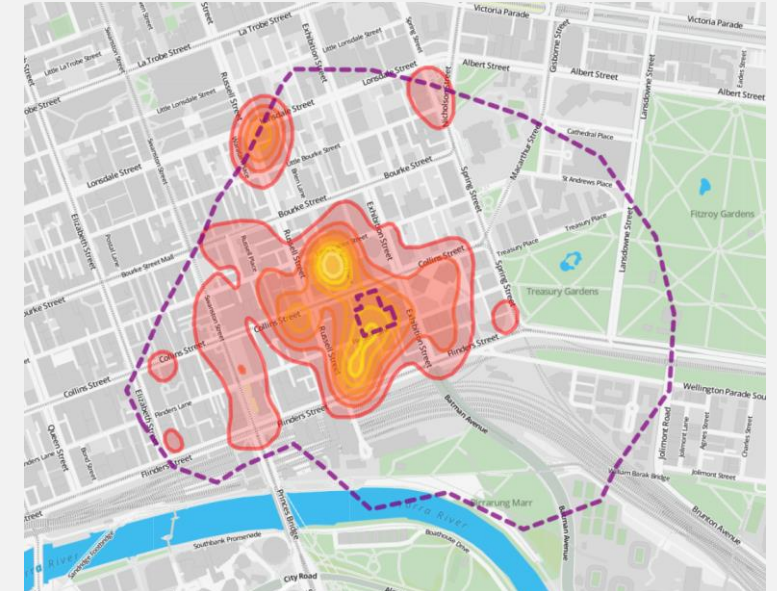
The early evening density profile shows that people appear to be spending more time in the restaurant and bar precinct of Flinders Lane, skewed towards Russell Street (e.g. Garden State, Chin Chin, Duke of Wellington) and also on the north side of Collins St (e.g. Collins Quarter, Stamford Plaza).

OCCUPANT
PROFILING

OCCUPANT PROFILING / DEMOGRAPHICS

We estimate the demographic attributes of the building occupant population using the ABS Census data associated with the approximated home location of the building occupants. The Comparison Area for this analysis is **Melbourne CBD**.

GENDER

	Est. Building	Comparison Area
Female	42.3%	40.3%
Male	57.7%	59.7%

AGE GROUP

	Est. Building	Comparison Area
Persons Aged 18-24	16.2%	24.3%
Persons Aged 25-39	27.2%	30.5%
Persons Aged 40-54	18.5%	21.6%
Persons Aged 55-69	14.7%	13.1%
Persons Aged 70+	3.1%	2.6%

HOUSEHOLD TYPES

	Est. Building	Comparison Area
Traditional Families	93.7%	90.7%
Step Families	3.6%	5.0%
Blended Families	0.6%	2.1%
Two Parent Families	23.8%	31.9%
One Parent Families	5.8%	10.0%
Couples, No Offspring	23.6%	23.0%
Lone Person Household	27.6%	21.1%
Group Households	35.2%	25.6%

MARITAL STATUS

	Est. Building	Comparison Area
Married	36.6%	39.5%
Divorced / Separated	7.4%	8.5%
Never Married	36.4%	29.8%

BIRTHPLACE (TOP 10)

	Est. Building	Comparison Area
Australia	61.7%	60.7%
India	4.1%	4.8%
China	2.8%	2.7%
United Kingdom	2.7%	4.5%
Vietnam	1.5%	1.7%
New Zealand	0.8%	1.7%
Greece	0.6%	0.9%
Malaysia	0.5%	1.2%
Italy	0.5%	1.3%
Hong Kong	0.3%	0.7%

DWELLING TYPES

	Est. Building	Comparison Area
Separate House	30.8%	61.9%
Terrace / Townhouse	19.5%	14.8%
Flat, Unit or Apartment	37.8%	12.6%
Dwelling Tenure:		
Owns Dwelling	27.0%	27.6%
Buying Dwelling	22.7%	32.4%
Renting Dwelling	36.9%	26.9%

COMPARISON AREA

The comparative area for the subject building is the Melbourne CBD. All demographic data refers to the aggregated values for people working within this area.

MEDIANS

	Est. Building	Comparison Area
Personal Income Weekly	$969	$679
Household Income Weekly	$2,062	$1,589
Family Income Weekly	$2,287	$2,435
Rent Weekly	$423	$344
Mortgage Monthly	$2,404	$1,814
Household Size	2.4	3.0
No. Persons Per Bedroom	1.7	1.8
Median Age	27	38

INCOME LEVELS

Weekly income (Annualised income)

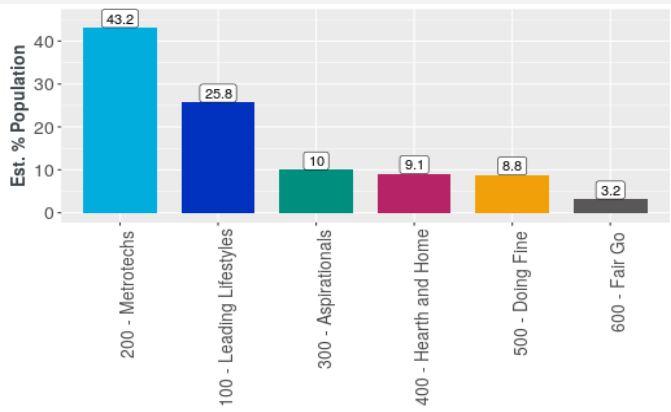|	Est. Building	Comparison Area
$1-$149 ($1-$7,799)	1%	1%
$150-$299 ($7,800-$15,599)	2%	2%
$300-$399 ($15,600-$20,799)	3%	3%
$400-$499 ($20,800-$25,999)	3%	4%
$500-$649 ($26,000-$33,799)	4%	5%
$650-$799 ($33,800-$41,599)	6%	7%
$800-$999 ($41,600-$51,999)	9%	10%
$1,000-$1,249 ($52,000-$64,999)	12%	13%
$1,250-$1,499 ($65,000-$77,999)	10%	11%
$1,500-$1,749 ($78,000-$90,999)	10%	9%
$1,750-$1,999 ($91,000-$103,999)	8%	7%
$2,000-$2,999 ($104,000-$155,999)	16%	13%
$3,000 or more ($156,000 or more)	13%	12%
Not Stated	1%	1%

OCCUPANT PROFILING / PERSONA DISTRIBUTION (COMMUNITY)

Profiling is centered around the assignment of building occupants to consumer profiles (Roy Morgan Helix Personas), and analysis of the distribution of those assigned personas to determine the collective building occupant population's values, beliefs and attitudes. These psychographic aspects are analysed across themes (like food & beverage) relevant for commercial buildings.

PERSONA DISTRIBUTION – SUBJECT BUILDING

Distribution of personas across Helix communities shows a heavy skew towards the Metrotechs community, who tend to be younger, culturally-diverse, tech focused workers. Leading Lifestylers are the highest socio-economic group, and make up about one quarter of the building occupants. The other four communities are far less represented within occupants.

COMPARISON: PERSONA DISTRIBUTION – MELBOURNE CBD

The comparison chart indicates the breakdown of Personas at the community level across the CBD workforce. It can be observed that the subject building has a very similar Persona profile to the CBD comparison chart, with slightly more Metrotechs (3%), and slightly less Leading Lifestylers (2%).
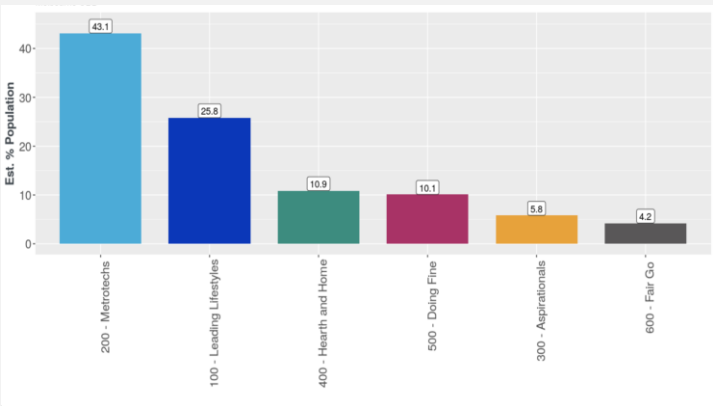
100 Leading Lifestyles

Focused on success and career and family, people in the Leading Lifestyles Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.

200 Metrotechs

Socially aware, successful, career focussed and culturally diverse, Metrotechs are trend and tech focused. They are committed experience seekers, willing to spend big on the best of city life and thrive on being out and about in the world.

300 Aspirationals

Driven by dreams of a big future, Aspirationals are highly ambitious and culturally diverse up-and-comers. Careful spenders, they're working hard today to create a more successful tomorrow.

400 Hearth and Home

Closest to the average Australian, life revolves around the home for these contented Australians who embrace conventional family life. Perennial home improvers, they see their homes as an expression of their status and achievements.

500 Doing Fine

Modest but contented, people in the Doing Fine Community are happily making their way through life and value simple pleasures. Price sensitive and light spenders, they take a pragmatic approach to what they buy.

600 Fair Go

Struggling to make ends meet, looking for a better deal in life, making the best of things or simply pessimistic, cynical and likely to feel they get a raw deal out of life; the Fair Go community are lower income Australians.

OCCUPANT PROFILING / PERSONA DISTRIBUTION (INDIVIDUAL)

Determining the distribution of Helix Personas for the building occupant population allows us to better understand what the dominant consumer profiles within the building are (these have the most influence on values, attitudes and preferences), and allows us to derive a 'composite building profile' using the weightings of each Persona.

PERSONA DISTRIBUTION - INDIVIDUAL
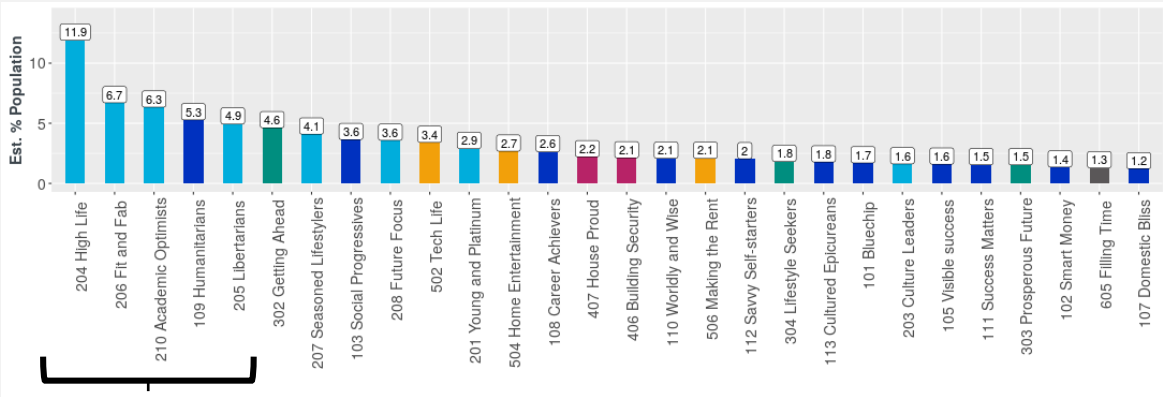
The subject building Persona distribution indicates a strong skew towards Metrotechs (consistent with the Community breakdown), with strong themes of young, culturally diverse, socially aware consumers.

COMPARISON – MELBOURNE CBD
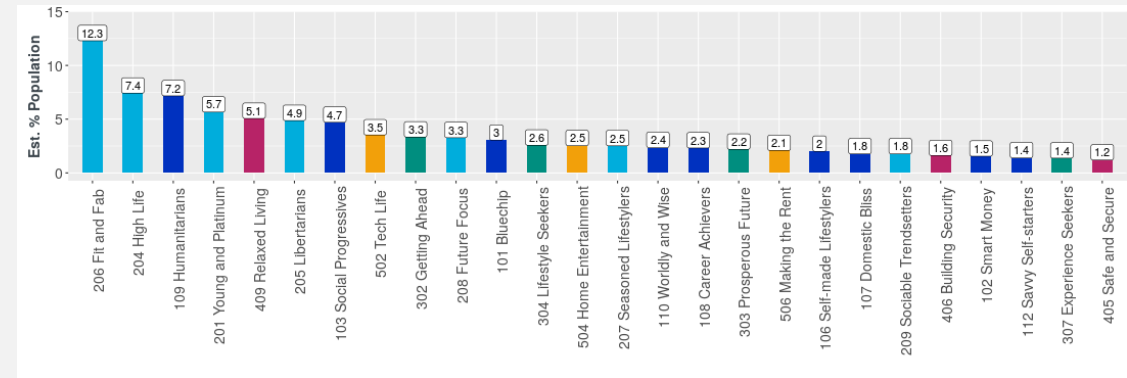
The above Persona distribution was derived from analysis of all workers within the Melbourne CBD area, to provide a comparison of the subject building population to the broader worker area.

DOMINANT PERSONAS

High Life
| Household Income: | $102k |
| Average Age: | 35 yrs |

High Life are highly techy, culture and nightlife loving young singles and couples, many living in shared households in Melbourne and Sydney, along with smaller clusters in Brisbane and Perth.

Fit & Fab
| Household Income: | $88k |
| Average Age: | 31 yrs |

Fad loving and tech-oriented, Fit and Fab are amongst the youngest of the Metrotechs. One in 3 are aged 14-24, and close to half are currently students and either living in shared households in inner city Sydney and Melbourne or with their parents.

Academic Optimists
| Household Income: | $49k |
| Average Age: | 26 yrs |

Academic Optimists are the youngest of the Metrotechs and the most culturally diverse. Highly optimistic, more than half are Asian-born students – mainly from China – living in shared households. You'll find most renting an apartments in Sydney and Melbourne.

Humanitarians
| Household Income: | $125k |
| Average Age: | 37 yrs |

Humanitarians are high income, young and upcoming professionals with a firm left leaning. Highly educated and cultured, they embrace the best of city living but do so with a solid social conscience.

Libertarians
| Household Income: | $102k |
| Average Age: | 37 yrs |

Libertarians are socially aware, progressive and open minded. Most are Australian born, along with a significant proportion of those born in Asia, the UK and New Zealand. A significant proportion work in the public service. They are highly educated and many are young singles, with many living in shared households

OCCUPANT PROFILING / COMPOSITE BUILDING PROFILE SNAPSHOT

We analyse the Persona profile data – the likes, goals, values - for the composite building profile that is developed using the weighted distribution of Helix Personas, then identify the key themes that characterise the cohort of consumers that make up the building occupant population. Here is the snapshot of those themes.

LIKES

Seminars | Cafes | Restaurants
Exercise | Cinema | Theatre
Galleries & Museums | Pub Drinks | Entertaining

VALUES SEGMENTS

Socially Aware

Community minded, socially active, "information vacuum cleaners", seek new opportunities for training, education & knowledge, careful in their consideration, strong sense of social responsibility, propensity to convince others of their opinions, idealistic with belief they can change the world

Radar chart labels:
- Basic Needs (67)
- Socially Aware (138) 156
- Fairer Deal (82)
- Visible Achievement (101)
- Traditional Family Life (68)
- Young Optimism (154)
- Conventional Family Life (81)
- Real Conservatism (61)
- Look At Me (86)
- Something Better (90)

Young Optimism

Optimistic, self-improvement, image-conscious (but not fads and fashion), long-term thinkers, career-focused, travel seeking, energetic, adventurous, work hard/play hard, innovative, young technocrats. They seek to improve their prospects in life to gain a respected place in society.

MAIN GOAL IN LIFE

Family 39%	Security 25%	Prosperity 13%	Excitement 13%	Importance 9%
Family 42%	Security 27%	Prosperity 12%	Excitement 11%	Importance 8%

TECHNOLOGY ADOPTION SEGMENTS

Technology Early Adopters:

Always first to purchase and use new technologies, these people are well educated with high incomes and risk-taking tendencies.

Technology adoption curve labels: Technology Early Adopters, Professional Technology Mainstream, Digital Life, Older Tech Explorers, Technology Traditionalists, Technophobes

	25%	16%	18%	8%	21%	13%
Nationally:	17%	18%	14%	9%	24%	18%
	Early Adopters	Early Majority		Late Majority		Laggards

OCCUPANT PROFILING / FOOD & BEVERAGE

INSIGHTS

- Vegetarian food was a theme, with 15% estimated to be vegetarians (index 113) and vegetarian food indexing the highest of cuisine types;

- There is a skew towards healthier food options like sushi, although about 63% are still estimated to eat pizza

- In terms of fast food restaurants, the franchises with higher price points like Nando's and Grill'd (compared to say KFC and McDonalds) were observed to index higher, although convenience store patronage also featured prominently;

- The building cohort are likely to be drinkers. They index higher on alcoholic beverages, particularly beer. Pubs and restaurants were identified as the drinking venues of interest.

ATTITUDES TO FOOD

	Building Pop %	Index
The food I eat is all, or almost all, vegetarian	15	113
I try to buy organic food whenever I can	31	108
I like to drink wine with my meals	27	107
I avoid dairy foods whenever possible	16	104
I enjoy food from all over the world	79	104
I don't have time to spend cooking	21	103
If I see a new type of food I will try it	59	102
I'm constantly watching my weight	44	102
I prefer to eat healthy snacks	66	101
I like to eat healthily but don't want to compromise on taste	75	101
I seldom have time for breakfast	25	100
I tend to snack throughout the day	43	100

FAST FOOD RESTAURANTS

Top 5 quick service restaurant brands by % and Index

Nando's
% Customer pop: 7.1%
Index: 125

Grill'd
% Customer pop: 6.8%
Index: 118

Other hamburger store
% Customer pop: 6.5%
Index: 117

Convenience Store
% Customer pop: 5.9%
Index: 126

Guzman Y Gomez
% Customer pop: 3.6%
Index: 172

MAJOR PRODUCTS

	Building Pop %	Index
Consumed Bottled Spring Water in last 7 days	14	92
Consumed Cordial in last 7 days	12	91
Drunk Beer in the last 4 weeks	37	113
Drunk RTD - Ready To Drink in last 4 weeks	11	86
Drunk Spirits in last 4 weeks	26	106
Drunk Wine (incl. Sparkling & Fortified) in last 4 weeks	47	106
Consumed any Sparkling Mineral Water in last 7 days	17	103

FOOD TYPES (TOP 8 CUISINES BY INDEX)

Cuisine	Index (% Building Pop.)
Vegetarian Food	110 (36%)
Sushi	107 (53%)
Health Food	101 (41%)
Fried Chicken	101 (39%)
Spring Rolls	101 (30%)
Chicken Burgers/Rolls	100 (30%)
Seafood	100 (51%)
Pizza	99 (63%)

Index / (% Building Pop.)

PLACES ALCOHOL CONSUMED

Places alcohol consumed in the Last 4 weeks

Home 51.2% idx: 102

Event/ Festival 3.9% idx: 112

Pub/ Tavern 22.4% idx: 113

Picnic/ BBQ 5.3% idx: 110

Restaurant /Cafe 21.3% idx: 123

Nightclub 3.0% idx: 100

Friend's Home 27.6% idx: 105

Can't Say Place 4.1% idx: 97

OCCUPANT PROFILING / HEALTH & WELLNESS

INSIGHTS

- On the whole, these building occupants are more active than the reference population of CBD workers. Over 50% participated in an exercise class in last month (index: 106);

- Attitudes to health & wellness were fairly typical of CBD workers, with a slight skew towards low fat diets and natural medicines and health products;

- Regular sports tended to be individual pursuits, with Netball the most popular team sport. Swimming indexed the highest (201) of the popular activities;

- The exercise and activity index indicated that an estimated 50%+ of building occupants are more active than they used to be.

HEALTH & WELLNESS ATTITUDES

A low fat diet is a way of life for me (103)

Health food is not necessary if you eat properly (99)

I try to buy additive free food (100)

I always think of the number of calories in the food I'm eating (100)

I favour natural medicines and health products (103)

I am concerned about my cholesterol level (96)

Health food is not necessary if you eat properly (99)

I would like to be able to lose weight (99)

ACTIVITIES & PRODUCTS

	Building Pop %	Index
Played a sport (last 3 months)	28	108
Exercise class (last 4 weeks) e.g. yoga, pilates	57	106
Personal fitness training (last 4 weeks)	4	108
Went to a beauty salon or spa (last 3 months)	26	103
Doctors visit (last 4 weeks)	26	97
Alternative health services e.g. massage (last 4 weeks)	11	97
Have private health insurance	49	106
Have risk insurance (e.g. disability, trauma, etc.)	14	101

REGULAR SPORTS & ACTIVITIES

Sports and activities participated in regularly (Top 12)

	Building Pop %	Index
Walking for exercise	54	104
Swimming	20	201
Gym/Weight training	17	105
Jogging	14	115
Golf	11	176
Cycling	8	111
Netball	8	154
Yoga	6	112
Boxing	6	167
Motorcycle racing	6	110
Athletics / Track & Field	5	128
Gymnastics	5	136
Pilates	5	111
Hiking/Bushwalking	5	112

EXERCISE & ACTIVITY INDEX

Roy Morgan has defined an index for active lifestyles, based on participation in healthy activities (sport played, formal exercise, times worked in garden, etc.). The index measures change in level of activity from a baseline level measured in 2007. A value of '116 or more' means that the population are 16% or higher more active than they were around the baseline date.

% Building population				
19	33	18	13	17
116 or more	106-115	96-105	86-95	85 or less

OCCUPANT PROFILING / PERSONAL SERVICES & FINANCES

INSIGHTS

- Personal service usage is fairly average for CBD workers. Dry cleaning is over-indexed at 107 (7% tend to use monthly);
- Credit card usage is higher than average, however there is less debt through formal loans of any kind (index: 67);
- Both daytime and night-time child care are not high demand services for building occupants;
- Attitudes to finance imply reasonable confidence in their financial stability and the future of the economy.

SERVICES PAID FOR IN LAST 4 WKS

	Building Pop %	Index
Hairdressing	32	99
Personal grooming services (e.g. manicure, facial, waxing)	9	100
Dry cleaning	7	107
Daytime child care (more than 10 hours per week)	4	88
Ironing	1	73
Night-time child care	0.4	28
Personal grooming advice (e.g. wardrobe consultation)	0.3	27

CURRENTLY PAYING FOR

	Building Pop %	Index
Private education (for children)	8%	75
Residential health club/program	1%	73
Club membership (with active participation)	10%	99
Gym membership	17%	102

PRODUCTS & ACTIVITIES

	Building Pop %	Index
Have a credit card	49%	113
Have a loan (of any kind)	31%	67
Played poker machines/Casino table games in last 12 months	10%	99
Placed a bet in last 12 months	16%	85
Bought a lottery ticket in last 12 months	31%	75
Intends to buy new vehicle within 4 years	15%	101

ATTITUDES TO FINANCE

Credit enables me to buy the things that I want (101)

I feel financially stable at the moment (102)

I like to be well insured (99)

I prefer to invest in something with a safe return (101)

I'm worried about interest rates at the moment (100)

It would be ideal if I could conduct all my banking without ever having to go to a branch (106)

Recently I've cut down my spending (97)

The Australian economy appears to be improving (97)

FINANCIAL PRODUCTS

	Building Pop %	Index
Have a Home Loan	25	91
Have a Personal Loan	6	87
Have a Regular Savings or Transaction Account at Banks	72	103
Have Any Loan	31	91
Have Household Insurance	47	88
Have Vehicle Insurance (excl. CTP)	62	90
Used ATM or EFTPOS Card in last month	11	89

OCCUPANT PROFILING / SHOPPING

INSIGHTS

- Spending on products is focused on clothing. There was an outlier with children's wear for this cohort of building occupants;
- Shopping activities over the past quarter indicate a slight skew towards online and phone shopping. Convenience store usage indexed the highest, which was consistent with fast food preferences;
- Attitudes towards shopping reveal a bias for product purchasing based on labels, and an openness to new product experiences;
- Major brands shopped at are skewed more towards higher end department stores (with David Jones the outlier at index 124). There is less interest in 'big box' retailers like The Good Guys.

PRODUCTS BOUGHT IN LAST 4 WEEKS

Top products categories that were recently purchased:

	Building Pop %	Index
Clothing	57%	101
Women's wear	37%	101
Men's wear	27%	100
Electrical goods	25%	102
Children's wear	24%	254
Footwear	24%	103

ACTIVITIES IN THE LAST 3 MONTHS

	Building Pop %	Index
Went to a supermarket	88	103
Went to a department store	64	102
Went to a clothing store or boutique	61	103
Went to a hardware store	60	94
Bought something on the internet	59	105
Went to a convenience store	48	113
Went to a newsagent	44	96
Went to a discount store	43	96
Went to a home interiors store	28	106
Bought fresh flowers	24	105
Went to a music store	17	99
Bought something over the phone	7	105
Bought something from a catalogue	6	88
Bought goods on lay-by	4	80
Bought goods on interest free terms	3	86
Bought something from a TV offer	1.7	75

SHOPPING ATTITUDES

I am always ready to try new and different products (105)

I enjoy clothes shopping (105)

I enjoy grocery shopping (105)

I will buy a product because of the label (111)

You can tell a type of person by the type of car they drive (107)

I try to buy Australian made products as often as possible (96)

STORES SHOPPED LAST 12 MTHS
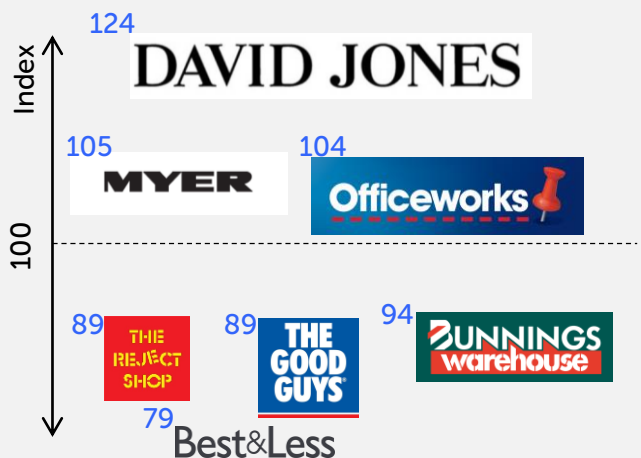
OCCUPANT PROFILING / EVENTS & TRAVEL

INSIGHTS

- The building occupants enjoy entertainment, and outdoor activities like the beach, markets and the zoo. They are less likely to take day trips or weekends away;
- They enjoy travelling, with a higher skew for travelling overseas (for both pleasure and business), and travelling domestically for business;
- They enjoy organising holidays for others, tend to have a strong interest in ecotourism, but also like big city experiences;
- Sports viewing outliers were V8 supercars and World Cup soccer.

ACTIVITIES IN THE LAST 3 MONTHS

	Building Pop %	Index
Went to a cinema	55	104
Went to a market (local/food/farmers)	61	115
Took a day trip in a car	60	94
Went to an art gallery or museum	59	105
Went to the beach	48	113
Had a weekend away	44	96
Went to a short course, seminar, conference	43	96
Went to the live theatre	28	106
Went to a zoo/wildlife park/sanctuary	24	105
Went to a theatre restaurant, pub or cabaret	17	99
Went to professional sports events	7	105
Went to the ballet or opera	6	96

TRAVEL MOVEMENTS (LAST 12 MTHS)

Travelled by air outside Australia	39%	118
Travelled by air outside Australia - business	5%	127
Travelled by air within Australia	60%	94
Travelled by air within Australia – business	12%	120
Travelled for a holiday	73%	104
Intend to travel for a holiday	76%	104

ATTITUDES TO TRAVEL (Index)

For my next holiday, I would like a total ecotourism experience (115)

I like to go away for the weekends (105)

I prefer the bright lights and big cities when I travel (112)

I sometimes organize holidays on behalf of my family and friends (114)

I like to take a holiday where I can experience the local culture (104)

It only feels like a holiday if I leave Australia (108)

TV SPORTS WATCHED (TOP 20)

	Building Pop %	Index
Olympic Games	45	97
AFL – Grand Final	42	89
AFL – Finals	40	89
AFL – Regular Season	39	87
Commonwealth Games	35	90
Cricket – Test match	30	93
Melbourne Cup (Horse racing)	29	90
Big Bash/T20 cricket	26	92
FIFA World Cup Soccer	21	109
AFL – Pre-season	16	88
Formula 1 car racing	16	96
Other tennis	14	104
NRL – Grand Final	14	100
Bathurst 1000	13	82
Caulfield Cup (Horse racing)	11	89
V8 Supercars	11	145
Rugby World Cup	10	110
A-League Soccer	10	101
English Premier League	10	106

OCCUPANT PROFILING / MEDIA CONSUMPTION

INSIGHTS

- Occupants consume a lot of news content via online channels, with online shopping and entertainment also indexing high;

- TV content heavily skewed to streaming channels like Foxtel and Netflix. ABC is the most watched free-to-air channel(s);

- A tendency for heavy internet usage amongst building occupants, with an estimated 37% using the internet more than 24 hrs/week;

- Fashion magazines feature prominently in magazines read.

TV CONTENT SOURCE

		Building Pop %	Index
ABC	ABC & Affiliates	59	113
7	Network 7 & Affiliates	55	90
9	Network 9 & Affiliates	51	88
foxtel	Watched Pay TV/Streaming	49	186
10	Network 10 & Affiliates	41	89
SBS	SBS	41	101

INTERNET USAGE (Index)

- 5% (83)
- 24% (88)
- 37% (113)
- 34% (99)

- Heavy Internet (>24 hours a week)
- Light Internet (Up to 9 hours a week)
- Medium Internet (>9-24 hours a week)
- No Internet in an average week

WEBSITES VISITED REGULARLY

	Building Pop %	Index
Amazon	42	229
ABC	88	203
Kogan.com	18	183
Uber	8	129
BBC homepage	15	125
Top Gear	2	124
Skype	19	124
Rotten Tomatoes	6	123
Airbnb	8	122
ING Direct	8	122
BBC News	8	121
Lonely Planet	3	121
Zomato	12	119
Spotify	12	119
LinkedIn	30	117

TV SHOW TYPES

	Building Pop %	Index
TV News	58	94
TV Reality	38	91
TV Dramas	35	92
TV Current Affairs	33	96
TV Sport	29	91
TV Comedies	29	93
TV Quiz/ Game Show	29	89
TV Documentaries	27	95
TV Home/ Lifestyle/ Travel	27	90
TV Chat	18	85
TV Entertainment	16	91
TV Soaps	13	92
TV Sci-fi	3	90
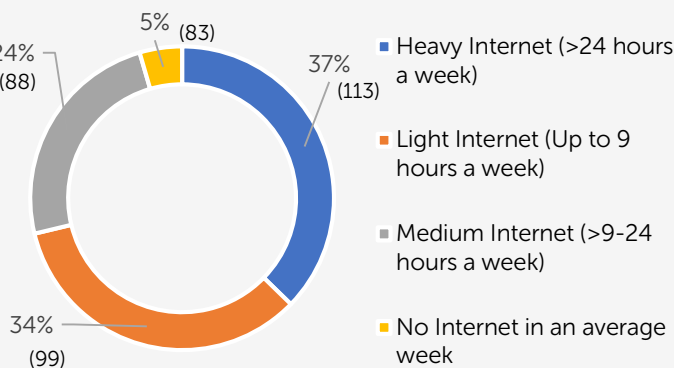
MAGAZINES READ

	Building Pop %	Index
Time	6	229
Vogue Australia	5	212
Jetstar	14	201
Australian Geographic	4	193
Cosmopolitan	3	190
Marie Claire	3	180
Reader's Digest Australia	4	177
Harper's Bazaar	2	176
Donna Hay	3	170
New Idea	5	169
Frankie	3	163
The Monthly	3	155
Elle	2	154
Woman's Day	6	153

OCCUPANT PROFILING / SOCIAL AWARENESS & SUSTAINABILITY

INSIGHTS

- There is a skew towards the environment, with 70% of occupants estimated to feel they are environmentalists;
- A sense of social responsibility can be observed, particularly around indigenous culture, unemployment support, basic human rights (including for terrorists) and charitable donating;
- There tends to be support for homosexuality, and broad support for homosexual couples adopting.
- The occupant cohort are inclined to be socially progressive, with less leaning towards obedience and respect for authority in children.

ENVIRONMENTAL ATTITUDES

	Building Pop %	Index
At heart I'm an environmentalist	70	106
I try to recycle everything I can	91	99
If we don't act now we'll never control our environmental problems	85	102
Threats to the environment are exaggerated	22	92
'Environmentally friendly' products are overpriced	49	88

GOVERNMENT & SOCIAL ATTITUDES

	Building Pop %	Index
Aboriginal culture is an essential component of Australian society	78	102
Corruption is one of the major problems facing this country	50	95
Crime is a growing problem in my community	54	91
Globalisation brings more problems than it solves	46	92
I don't trust the current Australian Government	53	99
I think it is the Government's duty to support those who can't find work	69	104
If I had an accident, the local hospital would provide me with adequate treatment	84	101
Most secondary schools today place too little emphasis on academic achievements	41	95
Terrorists deserve the same rights as other criminals	36	116
The Government is doing a good job running the country	32	102

PERSONAL ATTITUDES

	Building Pop %	Index
I believe a percentage of everyone's income should go to charities	29	106
I prefer to support longer term development aid projects rather than crisis/emergency appeals	57	104
Homosexual couples should be allowed to adopt children	73	104
I'm optimistic about the future	74	101
I think the gap between rich and poor is growing	86	100
Helping others is an important part of who I am	85	100
When I'm at home, I like to shut myself off from the rest of the world	36	96
When dealing with charities I respond more with my heart than my head	42	94
There's too much change going on these days	40	94
Obedience and respect for authority are the most important virtues children should learn	49	91
I believe homosexuality is immoral	16	89

NEEDS ANALYSIS

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NEEDS ANALYSIS / CATCHMENT RETAIL AMENITY

We analyse the retail services within a 5 minute walking catchment area surrounding the subject building, including comparison of business density by category compared to the CBD total area.

BUSINESS SUPPLY BY CATEGORY

Retail Category	Business Count	Catchment Mean Density (per SQ KM)	CBD Mean Density (per SQ KM)
Cafes and Restaurants	264	884	434
Medical and Allied Health Services	178	596	89
Dental Services	175	586	36
General Retailing	76	255	108
Clothing Retailing	75	251	196
Hairdressing and Beauty Services	38	127	110
Accommodation	37	124	52
Takeaway Food Services	36	121	187
Watch and Jewellery Retailing	35	117	46
Travel Agency Services	21	70	49
Footwear Retailing	20	67	51
Optometry and Optical Dispensing	12	40	11
Flower Retailing	10	33	8
Health and Fitness Centres	10	33	16
Clothing and Footwear Repair	9	30	14
Pharmacy and Cosmetic Retailing	9	30	36
Alternative Health Services	6	20	6
Convenience Store	6	20	27
Laundry and Dry-Cleaning Services	6	20	7
Child Care Services	4	13	5
Postal Services	4	13	6
Supermarket and Grocery Retailing	4	13	19

DENSITY CONTOUR MAP – ALL RETAIL

5 min walking catchment area
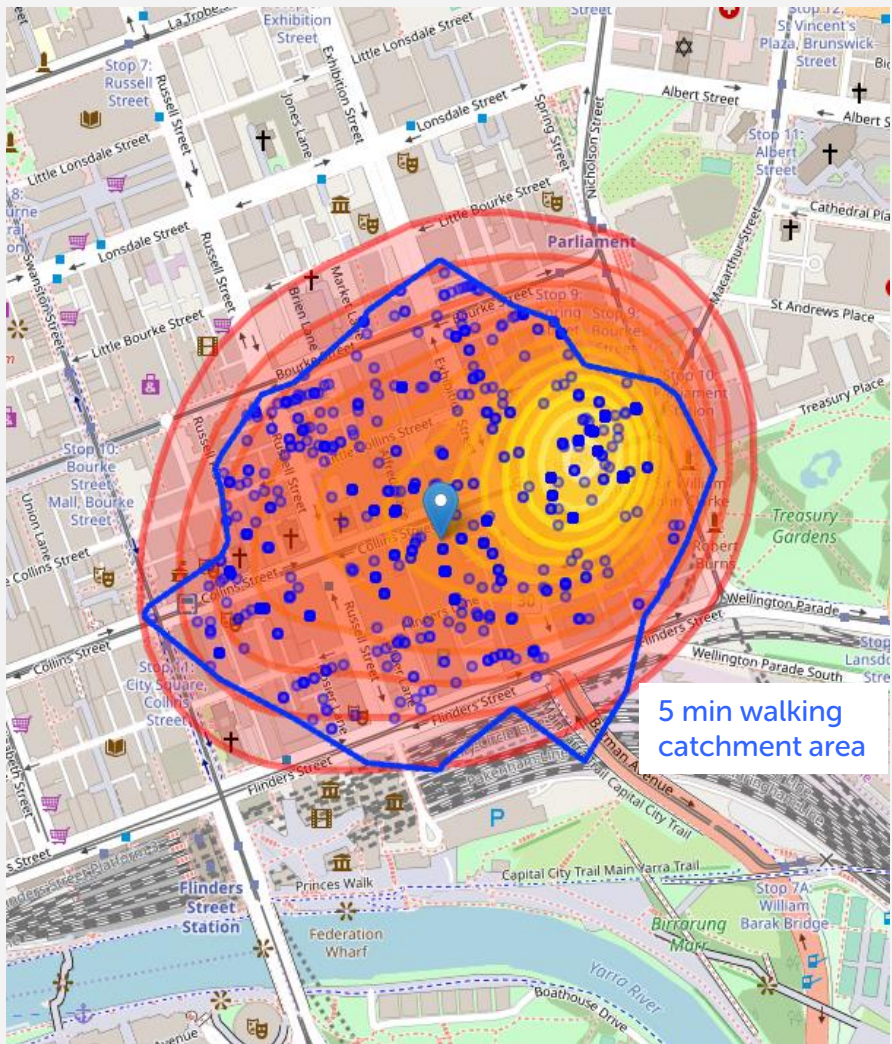
INSIGHTS

Analysis of business supply is broken down into approx. 30 separate retail categories. For each category, a mean density for the catchment is calculated based on the number of businesses per sq km. This can be compared to the mean density for the CBD, to understand what categories are more densely populated in the catchment (highlighted in green text).

The density heat map for all retail categories indicates the greatest concentration of businesses (the 'hot spot') to be centred at the top end of Collins St.

Cafés & Restaurants are the most populous category for the catchment, and has a significantly higher mean density than the CBD.

Medical & Allied Health Services is second – this value is high as it includes a large number of individual medical practitioners, who may be co-located within the one medical practice.

It is similar with dentists, where the high density more reflects individual practitioners.

Pubs, taverns and bars are also in high density in this eastern corner of the CBD, centred across at the top end of Bourke St.

NEEDS ANALYSIS / DENSITY HEATMAPS OF AMENITY BY KEY CATEGORIES

MEDICAL & ALLIED HEALTH

65 businesses

HEALTH & FITNESS CENTRES

6 businesses

PUBS, TAVERNS & BARS

53 businesses

CAFES & RESTAURANTS

223 businesses

CONVENIENCE

11 businesses

HAIRDRESSING & BEAUTY

50 businesses
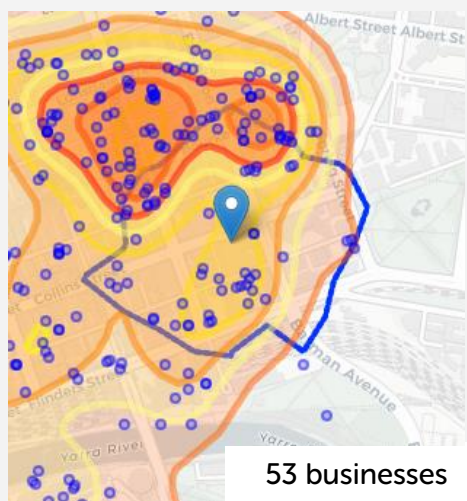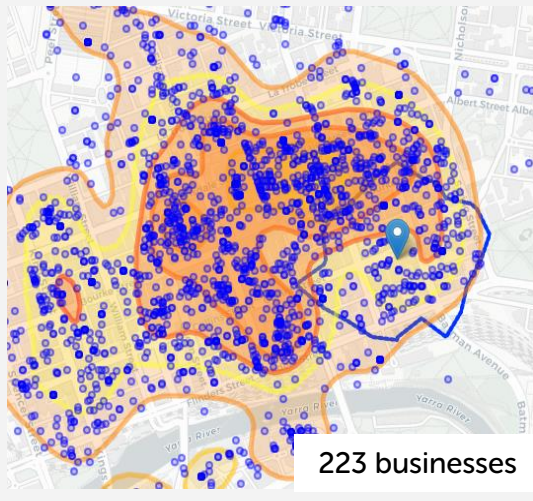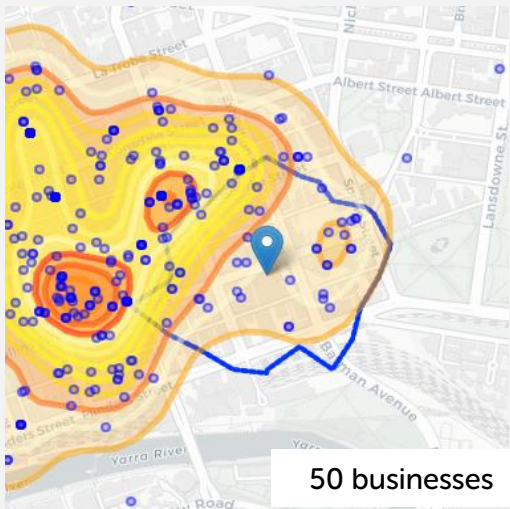
TAKE AWAY SERVICES

49 businesses

CLOTHING RETAILING

69 businesses
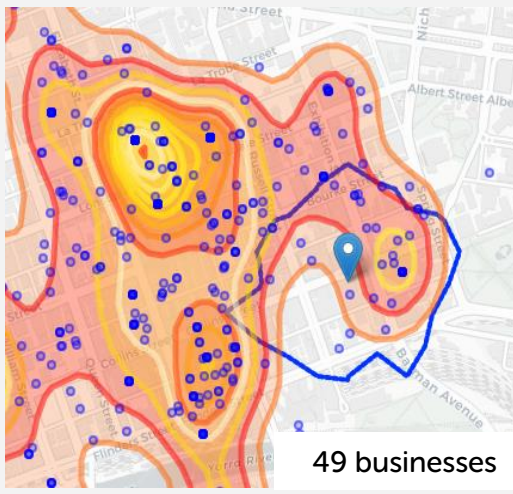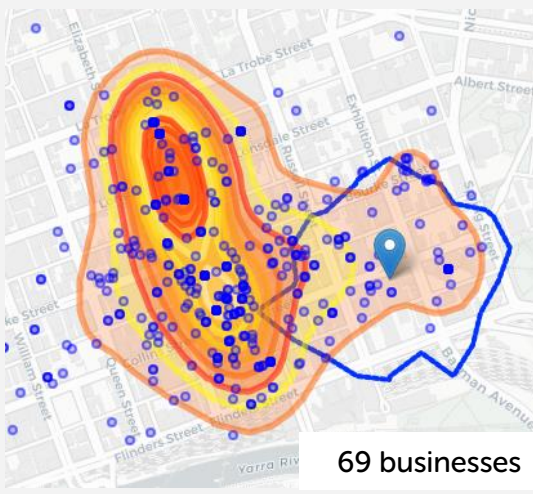
NEEDS ANALYSIS / FOOD & BEVERAGE AMENITY IN CATCHMENT

TOTAL F&B VENUES

The subject building is located at the 'Paris end' of Collins Street, an area that is recognised as an established hospitality precinct.

There are approximately 270 F&B venues within a 5 min walk from the subject building, with the two key hot spots in terms of venue density being Collins Place and the Flinders Lane precinct immediately adjacent to the building.

Restaurants make up over half of the venues within the walking catchment, which range from takeaway/QSRs to casual dining to fine dining venues.

> Total F&B venues within 5 min walk **270**
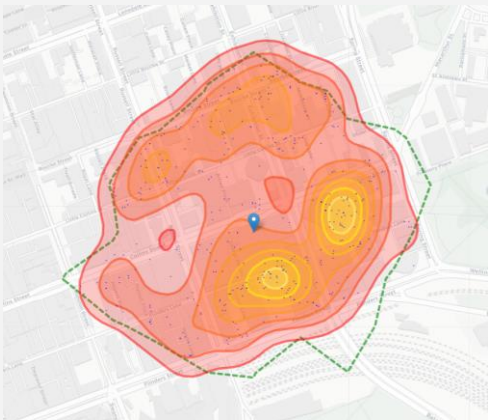
F&B BREAKDOWN

Many venues are classified under multiple categories within our data sources (e.g. a restaurant AND a bar). This breakdown below describes the *primary* classification for the business.

- 21.1 %
- 22.2 %
- 56.7 %
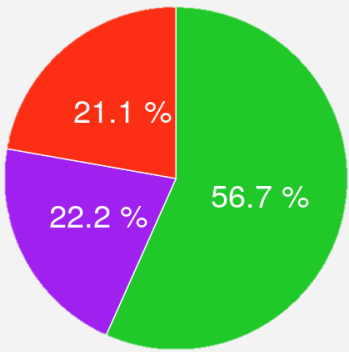
Cafes	60
Restaurants	153
Pubs & Bars	57

INSIGHTS

The mappings of business density for each F&B category indicate:

- Cafes: Centred around top end of Collins St and adjacent block to the south;

- Restaurants: Given the volume of businesses, there is a much more uniform geographical distribution, with one localised hot spot at Collins Place;

- Pubs & Bars: High concentration in the Flinders Lane precinct.

CAFES

RESTAURANTS

PUBS, TAVERNS & BARS

CUISINE TYPES

Top 80% cuisine types

Review of the cuisine types indicates that the 5 min walking catchment surrounding the subject building is not dominated by any one cuisine. The most popular cuisine types for the catchment area are Japanese, French and Italian.

The area does not appear to have a clear skew to any cuisine category, although could be considered European-influenced.

Sandwich and Bakery options are also popular in the area. There are 5 venues that are categorised under 'Healthy Food', and the same number as 'Fast Food'.

TOP RATED VENUES

Of the venues within the catchment, Chin Chin is by far the most popular, based on reviews. It has a solid rating average of 4.4 (out of 5). Garden State Hotel is the most popular pub/bar, with Duke of Wellington also in the top 5 venues. The majority of the top rated venues are well known Melbourne restaurants.

Establishment	Rating	Review index (1:1000) #
Chin Chin	4.4	1000
Garden State Hotel	4.2	624
Supernormal	4.5	470
Desi Dhaba	3.6	425
The Duke Of Wellington	4	411
GAZI Restaurant	4.2	373
Cumulus Inc.	4.4	340
Mamasita	4.2	286
Eau De Vie	4.7	272
Fonda Mexican	4.3	246
Lucy Liu Kitchen and Bar	4.4	240
Kisumé	4.4	226
Cherry	4.3	185
Spice Market	4	177
Bowery to Williamsburg	4.4	173
Il Solito Posto	4.5	172
The Meatball & Wine Bar - Flinders Lane	4.2	158
Tonka	4.1	157
Coda	4.4	156
Collins Quarter	4.2	118

The Review Index is a standardised, comparative metric used to compare popularity based on review counts sourced from Zomato, Yelp and Google Reviews. The data has been normalised and then rescaled from 1 to 1000.

NEEDS ANALYSIS / BUILDING ASSESSMENT

We assess the building and surrounding catchment in the context of the estimated service and amenity needs of the building occupants, matching derived demand with supply.

Service / Amenity	Demand Metric	Measure	Derived Demand	Supply Metric (for catchment)	Measure	Needs Assessment	Commentary / Action
End of trip (bicycle commuters)	% pop regularly cycling to work	2.9% ~125 pax	Medium	Capacity of bike parking racks	500	Met	Existing capacity sufficient to service estimated riding population.
F&B – Take-away (healthy options)	% pop like 'Health Food'	41% indx: 101	Medium	Total venues tagged as 'Health food'	8	Partially Met	Estimated 8 restaurants within 5 min catchment offering healthy food options
F&B – Café (quality coffee offer)	% pop regular café patrons	66% indx: 105	Medium	Cafes with greater than 4.0 Zomato rating	103	Partially Met	Café analysis shows average quality rating of greater than 4 for café venues within catchment
F&B – Casual dining	% pop regularly attend licensed restaurant	64% Indx: 105	Medium	Total venues classified as Casual Dining	43	Met	High density of restaurants within the catchment
F&B – Bars, Pubs & Taverns	% pop went to pub or hotel for a drink only	27% Indx: 127	High	Total pubs, taverns & bars (not licensed restaurants)	57	Met	High density of pubs, taverns & bars within the catchment
Medical services (including allied health)	% pop visited doctor in last 4 weeks	26% Indx: 97	Medium	Total medical businesses/ practitioners	65	Met	Five large medical centres within catchment area, and over 60 individual practitioners.
Alternative health services (massage, acupuncture, etc.)	% pop using services in last 4 weeks	11% Indx: 97	Medium	Total alternative health services	6	Partially Met	Limited offerings within the catchment area. Explore building opportunity.
Health & Wellness – Gym/fitness option	% pop exercise class in last 4 weeks	57% Indx: 106	High	Total establishments	6	Not met	Limited gym options within catchment, including Virgin Active and Anytime Fitness. Explore opportunity.
Dry cleaning	% pop using service in last 4 weeks	7% Indx: 107	High	Total Dry Cleaning & Laundry businesses	4	Not met	Nearest dry cleaner is approx. 300 m from subject building. Consider in-house concierge service.
Child care (more than 10 hours)	% pop using service in last 4 weeks	4% Indx: 88	Low	Total daytime child care centres	2	Met	Low demand for service, with two large child care operators within catchment
Hairdressing & Beauty	% pop using service in last 4 weeks	32% Indx: 99	Medium	Total hairdressing & beauty stores	50	Met	Significant offerings within the catchment, at about the CBD mean density
Convenience store	% pop visited store in last 3 months	48% Indx: 113	High	Total convenience stores	11	Partially Met	Convenience stores within catchment primarily centered around Bourke St.

DISCLAIMER & DATA PRIVACY POLICY

DISCLAIMER

Any Modelling and/or Information provided within this report is formulated using propella.ai's expertise, industry knowledge and both proprietary and publicly available information. While propella.ai uses commercially reasonable efforts to ensure the Information is accurate and current, propella.ai does not warrant the accuracy, currency or completeness of the Information and to the full extent permitted by law excludes all loss or damage howsoever arising (including through negligence) in connection with the Information.

DATA PRIVACY & SECURITY

Propella.ai is cognisant of the seriousness of data privacy, and has a set of internal policies and procedures designed to ensure such privacy is maintained at ALL times. These policies can be summarized in the following manner:

Anonymised Data: All mobile device data purchased by propella.ai has been anonymised from the user perspective. That is, the device associated with the mobile data has been assigned a randomised character string (known as a 'Hash ID'). There is no ability to identify the name or number of the user associated with the Hash ID.

Locational Privacy: We will only report statistics associated with a geo-locational polygon that has the granularity of a mesh block (approx. 22 houses) or greater. For more information on mesh blocks, see Australian Bureau of Statistics Australian Statistical Geographical Standard. We do NOT report any statistics at a street or house/unit number level.

Differential privacy: All algorithms developed by propella.ai are constrained in the creation of aggregated information is such a way that an individual's data used in that aggregation cannot be identified. To achieve this, we have applied the concept of ε-differential privacy - a mathematical definition for the privacy loss associated with any data release drawn from a statistical database. We have set the threshold of ε-differential privacy to ensure that random noise will be added to data at a sample size of 10 individuals or less.

INTERNAL DATA USE POLICY

We have strict data use policies around the handling and dissemination of mobile device data that has not been differentially privatised. This policy clearly forbids any employee from:

a. Running algorithms on a single individual's data (that is, data derived from a single Hash ID)

b. Removing, copying or replicating any of propella.ai's mobile device data

c. Running an algorithm for the purpose of identifying a single Hash ID

d. Revealing or publishing information on the geographic location of any single Hash ID or any set of geographic locations associated with a single Hash ID

e. No employee is allowed to create temporal patterns with any set of data derived from a single Hash ID

DATA SECURITY

All mobile device data supplied to propella.ai is stored in an isolated, secure schema within our geospatial database ('HYDRA'), hosted within our cloud-based Azure service. Access to the schema requires individual user authentication, and access is protected by network firewall rules that administer access rights from specific network points.

We trust that this information provides an understanding of how seriously propella.ai takes the issue of privacy. We intend to protect the integrity of our company and our clients by ensuring that the privacy of all information associated with our analyses is strictly guarded.

APPENDIX A / CONSUMER PROFILING USING HELIX PERSONAS

propella.ai uses Roy Morgan's Helix Persona data product as the basis for consumer profiling of building occupants.

Helix Personas are a psychographic consumer segmentation model that involves approx. 60,000 face-to-face interviews each year with a cross-section of Australians. The model segments all Australians into 54 individual Personas, which are grouped into 6 Helix Communities.

The values, beliefs and attitudes identified within each Helix Persona are the best predictors of consumer behaviour. By associating building occupants with a Helix Persona, we can leverage these predictors to most effectively identify and define services, messages and experiences that resonate.

The example shown to the right is one of a number of views of an individual Helix Persona (105 – Visible Success), indicating some of the demographic and psychographic characteristics of that cohort.

Personas > 100 · Leading Lifestyles > 105: Visible Success

105: Visible Success

People who belong to the Visible Success Persona are focused on achievement and are very family orientated. You'll find many young parents and mid-life families among them.

The majority live in metro areas of Australia, clustered most significantly in Melbourne, Sydney, Brisbane and Perth. Most are Australian born, along with a small proportion from the UK. Almost all of the people who belong to this Persona live in separate houses, although more than a half are still paying a mortgage.

Two incomes drive these high-earning households, where about half have a university degree.

They are big spenders and prefer to stick to their favourite brands. However, they also love to hunt down a bargain and sift through catalogues to save on everyday essentials. Technology is also a priority – you'll find many early adopters among them.

When it comes to mindset, they are less likely to be socially aware than their Community peers and tend to worry about the pace of change and hold conservative views when it comes to social issues. Family and the desire for security are the key life goals for this Persona.

DEMOGRAPHICS

- Population: 697k
- Population Percentage: 2.9%
- Average Household Income: $132k
- Average age of 32 years

Helix Personas are geo-projected down to the mesh block level (the smallest statistical area defined by the ABS). A mesh block typically represents between 25 – 50 households/properties.

This geo-projection recognises the tendency for geographical correlation of demographic and psychographic attributes within neighbourhoods and communities around Australia.

The diagram to the right illustrates how each mesh block is tagged with a Helix Persona, which is associated with a Helix Community.


Using the approximate home location that is identified as part of the mobile device data, the mesh block for the home location is used to map the device/consumer to a Helix Persona for each building occupant.
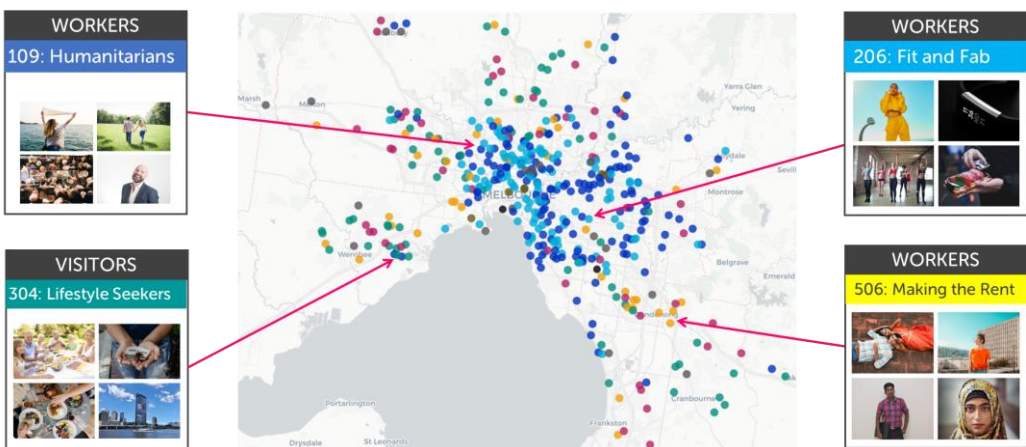
Mapping Helix Personas to device approximate home locations

Once the sample of building occupants has been tagged with Helix Personas, the proportion of Personas at both a Community and Individual level can be visualised and analysed.
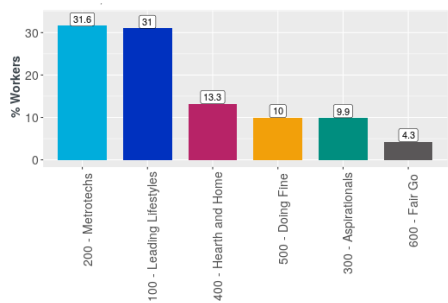
Helix Community distribution
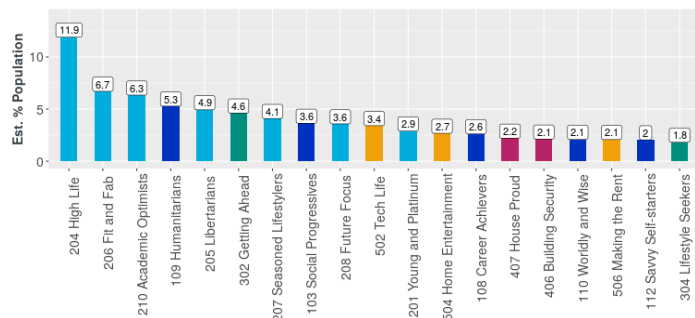
Helix Persona distribution

The Single Source data that sits behind each Persona contains approx. **1,700 data points** that provide the detailed demographic and psychographic attributes to support consumer profiling.

The following hierarchy applies to the source data:

- Themes
  - Categories
    - Items

The core themes for our analysis are:

- Food & Beverage
- Health & Wellness
- Personal Services & Finances
- Shopping
- Events & Travel
- Media Consumption
- Social Awareness & Sustainability
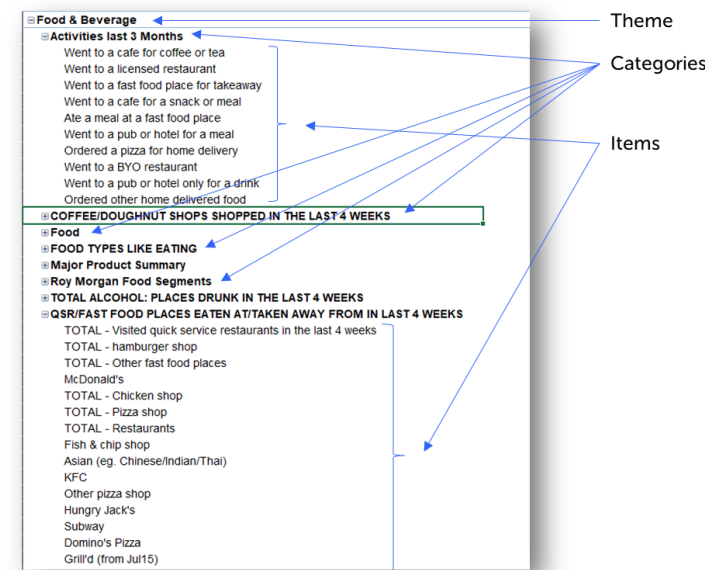
Helix Persona Single Source data structure

The Persona source data has been filtered to only include (survey) data of respondents from the city where the subject building(s) are located, who were currently working (full time or part-time) – we call this the **reference population**.

This provides the most representative view of the general population with which to compare the building population, through a process called **indexing**.

Analysis of the building occupant profile data to identify the relevant insights relies upon understanding (a) the estimated percent of the building population associated with an item (e.g. the percentage of people who only eat vegetarian food), and (b) an index that provides a comparative metric to the reference population and helps identify outliers and skews for the building occupant cohort.

Insight metrics (Est. % building and Index values) for the building occupant population are derived by applying the Helix Persona single source data against the building Persona distribution to calculate a weighted sum of building percentage and index.

Thumbnails sourced from top four personas in the Persona Distribution (the dominant personas)

Main 'Likes' derived by identifying items that both Index strongly and have high estimated percentage of building.

Estimated *number* of the building population identified for the Item/attribute in question

Nearly one quarter (24.3%) of the cohort were identified as falling into the Tech Early Adopters segment. This is about 25% higher than the reference population average.

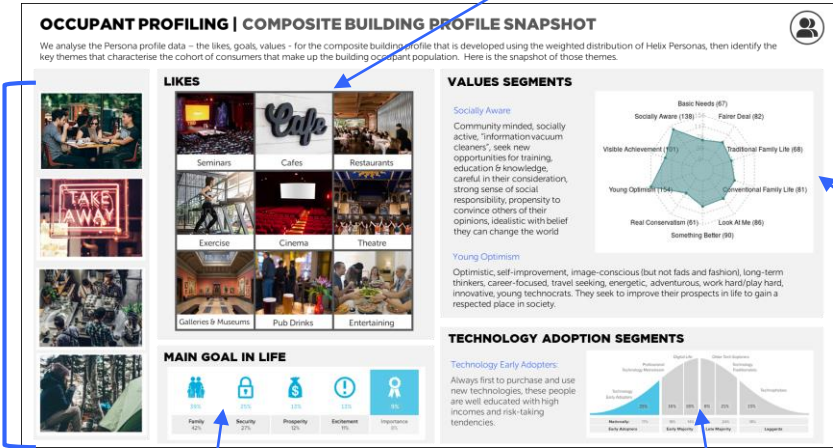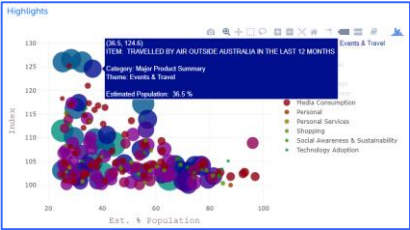| Item	Estimated Population	Percent Population	Index
Technology Early Adopters	1214	24.3	124.7
Technology Traditionalists	967	19.3	84.1
Professional Technology Mainstream	903	18.1	103.3
Digital Life	830	16.6	105.6
Technophobes	656	13.1	84.2
Older Tech Explorers	434	8.7	99.3

Estimated *percentage* of building population identified for that particular Item/attribute

An index providing a comparison to the reference population. 100 means on the average of reference population for that Item. 120 implies 20% more likely on average to be associated with/belong to Item. 85 implies 15% less likely.

OCCUPANT PROFILING | COMPOSITE BUILDING PROFILE SNAPSHOT

We analyse the Persona profile data – the likes, goals, values - for the composite building profile that is developed using the weighted distribution of Helix Personas, then identify the key themes that characterise the cohort of consumers that make up the building occupant population. Here is the snapshot of those themes.

LIKES
Seminars · Cafes · Restaurants · Exercise · Cinema · Theatre · Galleries & Museums · Pub Drinks · Entertaining

MAIN GOAL IN LIFE
Family 42% · Security 27% · Prosperity 12% · Excitement 1% · Importance 8%

VALUES SEGMENTS
Socially Aware
Community minded, socially active, "information vacuum cleaners", seek new opportunities for training, education & knowledge, careful in their consideration, strong sense of social responsibility, propensity to convince others of their opinions, idealistic with belief they can change the world

Young Optimism
Optimistic, self-improvement, image-conscious (but not fads and fashion), long-term thinkers, career-focused, travel seeking, energetic, adventurous, work hard/play hard, innovative, young technocrats. They seek to improve their prospects in life to gain a respected place in society.

TECHNOLOGY ADOPTION SEGMENTS
Technology Early Adopters:
Always first to purchase and use new technologies, these people are well educated with high incomes and risk-taking tendencies.

Values Segments are derived from the Persona distribution indexes.

Main Goals in Life

Item	Estimated Population	Percent Population	Index
A family life	1808	36.2	93.3
A secure life	1226	24.5	91.3
An exciting life	698	14.0	118.1
A prosperous life	693	13.9	106.8
An important life	482	9.6	122.6
Undecided	79	1.6	111.7

Main goal in life metrics are derived from Persona distribution. The highlighted goal reflects the one that indexes the highest.

Roy Morgan Technology Adoption Segments

Item	Estimated Population	Percent Population	Index
Technology Early Adopters	1250	25.0	128.4
Technology Traditionalists	949	19.0	82.8
Professional Technology Mainstream	907	18.1	103.7
Digital Life	821	16.4	104.3
Technophobes	643	12.9	82.6
Older Tech Explorers	436	8.7	99.3

Technology Adoption segment breakdown is derived from Persona distribution. The highlighted segment indicates the one that indexes the highest.

APPENDIX B | CLIENT EXPERIENCE

We have successfully completed Building Occupant Profiling projects including the below examples, assisting our clients with a data driven and evidenced-based approach to placemaking.

101 COLLINS STREET, MELBOURNE

Supporting 101 Collins, AXA and Bates Smart with their ground floor master plan design and proposed uses.

ISPT LONSDALE STREET PRECINCT, MELBOURNE

URBAN WORKSHOP, 50 LONSDALE ST
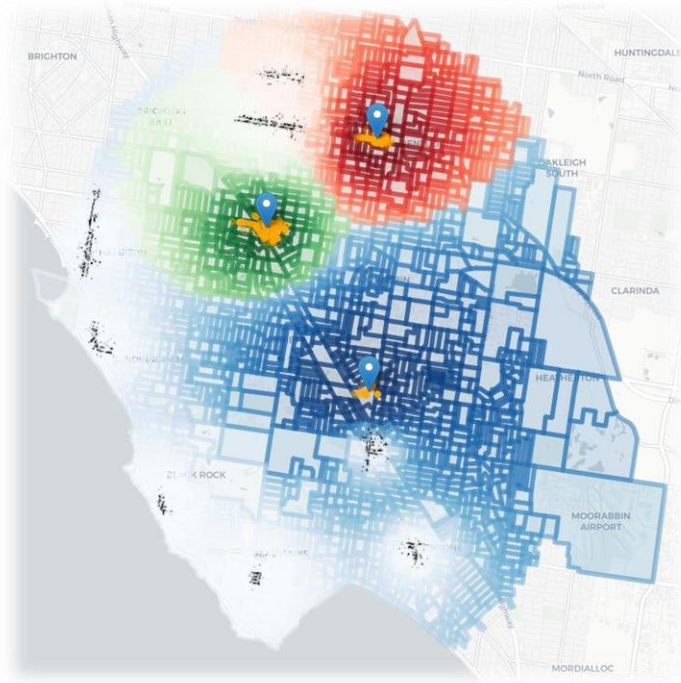
CASSELDEN PLACE, 2 LONSDALE ST

271 SPRING STREET
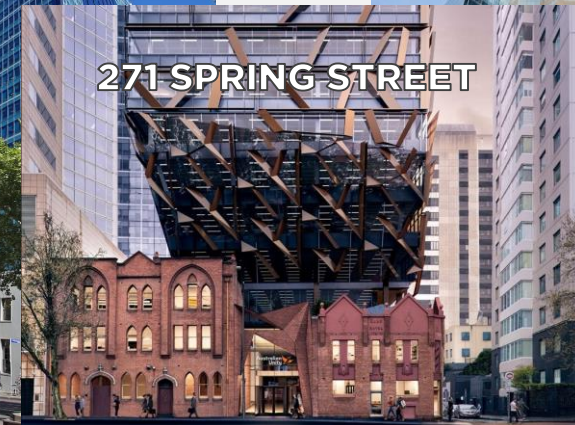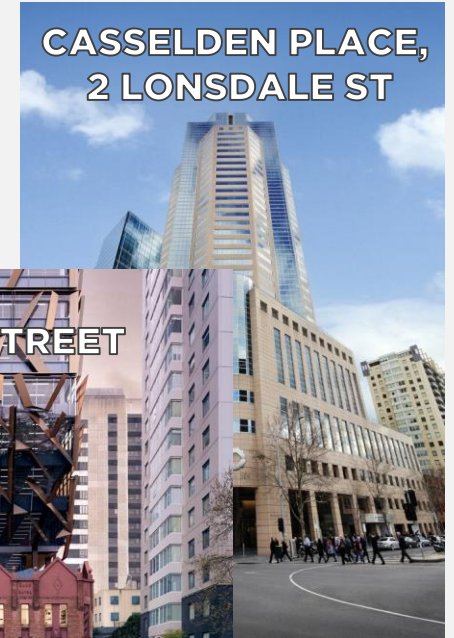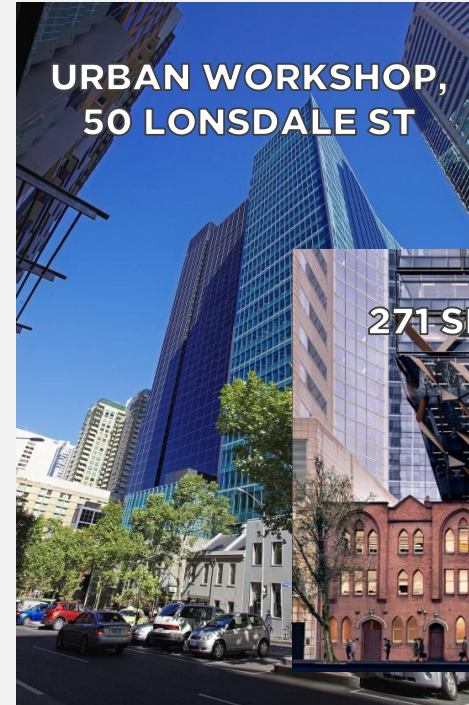
Developing a precinct customer experience strategy with ISPT by analysing three adjacent office buildings

About propella.ai

propella.ai is a 'PropTech' (Property Technology) location intelligence firm that is disrupting the property industry through the use of data science to enable better location-based decisions.

Our clients

Telstra HQ, 242 Exhibition St
> GLORIA retail analysis

Collins Arch, 447 Collins St
> GLORIA retail analysis

101 Collins St
> GLORIA, Building Occupant Analysis

NAB, 405 Bourke St
> GLORIA retail analysis

1000 La Trobe St
> GLORIA retail analysis

Lonsdale St Precinct
> Building Occupant Analysis

NAB, Wynyard Place, Sydney
> GLORIA F&B analysis

Southbank by Beulah
> Mixed Use Development Analysis

Large Residential Development
> Mixed Use Development Analysis

The propella.ai team

GUS MCLENNAN

Co-Founder & Managing Director

Gus has over twenty years of experience working within the IT industry, primarily in strategy, business engagement and project delivery roles. Gus is a self-confessed "data nerd", with an analytical persona.

In Jan 2018, Gus founded propella.ai, after identifying that the property industry was under-served in data-driven, evidence-based insights and advice that better inform development decisions.

JOHN WARD

Co-Founder & Chief Data Scientist

John is a data scientist professional with over 20 years experience in all facets of data analysis, mathematics, statistical analysis, machine learning and artificial intelligence. He has worked across a diverse set of industries using applied mathematics and data science practices to solve commercial problems.

John joined propella.ai in April 2018 as Director and Chief Data Scientist. He is responsible for managing the team of data scientists and analysts, and delivery of analytics for both product development and consulting engagements within the firm.

PETER LALOR

Chairman

Peter is the Chairman of propella.ai. He is also managing director of BlueRock Australia, a professional services firm, and the 100 Burgers hospitality group.

With his background in accounting, finance and hospitality, and track record in building sustainable businesses, Peter's primary focus is now advising entrepreneurs on how to best launch, operate, and grow their businesses.

CAL CAMERON

Sales Director & Property Advisor

Callan is a property professional with 20 years of experience across the commercial, retail, residential and hospitality sectors. Specialising in precinct development and repositioning of existing assets, Callan's passionate about creating vibrant, people-focused places that meet the needs of companies, communities and government as well as the commercial imperatives of developers and landlords.

Callan brings a deep understanding of the property industry and the needs of our clients.

ELLA MORSE

Chief Financial Officer

MATT MOLONY

Data Scientist

JARRAD RINALDO

Data Scientist

EDUARDO RIVAS

Data Analyst

CHRISTINA COOPER

Operations - Finance

AKASH SIVAJI

Database Administrator

JAI DANG

Software Engineer

JASON MISQUITTA

Data Analyst