LOCATION INTELLIGENCE / MELBOURNE, AUSTRALIA

Which location suits a lunch shop?

Visit Bourke Street first. Use Spencer Street as the comparison.

DECISION BRIEF • 19 NOVEMBER 2026

Typical lunchtime at the nearest counter

Weekday medians, same 20 dates • 5-30 October 2026



Bars show median daily passages between noon and 14:00. The respective counters are 111 m, 69 m and 78 m from the addresses, measured in a straight line.

What the local evidence adds

A	**Shop 4, 9 Exhibition Street**	2,865 jobs /	3,189 seats
B	**Part 294-312 Bourke Street**	2,292 jobs /	925 seats
C	**Shop 6, 120 Spencer Street**	2,518 jobs /	1,739 seats

Jobs and seats cover whole census blocks in 2024. Exhibition has the largest job and seat totals. Spencer has the strongest morning count, 3,502 between 08:00 and 09:00.

What the client should do next

Count people at the Bourke and Spencer doors on the same weekdays. Run a permitted paid lunch trial. Advance only when observed contribution per order and repeat order volumes cover the quoted daily fixed costs.

The 2024 addresses identify study anchors. Vacancy, rent, use permissions and kitchen condition remain unverified. Counter passages can include repeat trips. Sales and conversion were not observed.

Sources and interactive evidence

City employment **Recorded seats** **Hourly counters** **Food census**

Open this study and its interactive map