

Tuesday, 16 June 2020

Movement at Melbourne's Botanic Gardens back to normal levels – led by Metrotechs

A special analysis of movement data at Melbourne's Botanic Gardens shows a steady pick-up in visitation in the number of devices seen at the inner-city park over the last month since reaching a low point in late April.

Roy Morgan has partnered with leading technological innovator UberMedia to aggregate data from tens of thousands of mobile devices to assess the movements of Australians as we emerge from the restrictions imposed in response to the COVID-19 pandemic. The chart below tracks the movement data from a number of key locations around Melbourne and Sydney during 2020.

The number of devices – a good proxy for visitors – seen at the Botanic Gardens hit low-points during the lockdown in early April, around Easter, and also at the end of April as the focus turned towards a gradual lifting of restrictions.

Since late April there has been a steady increase in movement at the Botanic Gardens. The traditional spikes on weekends have returned and pleasant weather on Sunday May 17 and Saturday May 30 led to movement at the Gardens exceeding the averages seen during the summer months this year.

Michele Levine, CEO of Roy Morgan, says Australians are getting out and about far more as the restrictions imposed to deal with the COVID-19 pandemic are gradually eased:

"Roy Morgan's partnership with UberMedia provides aggregated data not just on numbers but also on the types of people frequenting Australia's cities and places of interest including shopping centres, retail outlets, and popular gathering places such as the Botanic Gardens.

"The latest aggregated movement data shows steady increases over the last month as restrictions have gradually been eased and this is particularly evident when considering movement at the Botanic Gardens on weekends.

"Victoria is officially in a State of Emergency related to COVID-19 until midnight Sunday June 21 – but the easing restrictions mean movement spikes on recent weekends have exceeded the weekend averages of earlier in the year. The latest figures show the younger, socially aware, culturally diverse group dubbed [Metrotechs](#) are the quickest to return to their pre-lockdown movement patterns."

Metrotechs have been the quickest to return to the Botanic Gardens

The Botanic Gardens are situated in inner Melbourne and a majority of visitors to the Gardens are drawn from the big spending [100 Leading Lifestyles](#) and [200 Metrotechs](#) Helix Personas communities.

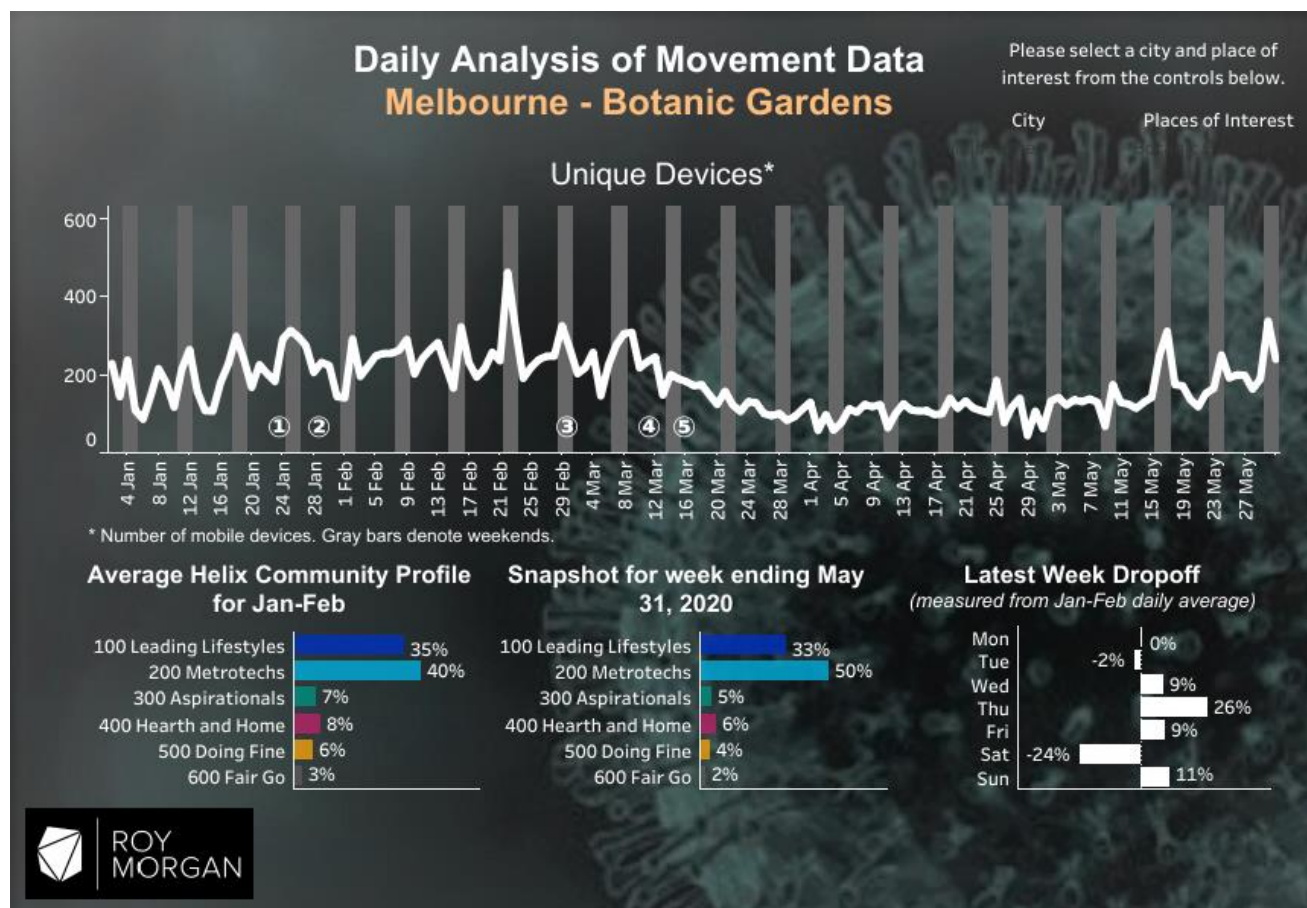
During the summer months early in 2020 three-quarters of the movement data for the Botanic Gardens was drawn from these two communities and this majority has increased to 83% in the most recent week available. This increase has been entirely driven by *Metrotechs* who now comprise 50% of the movement data, up from 40% during summer. Movement data for *Leading Lifestyles* is virtually unchanged at 33%.

- [200 Metrotechs](#): Socially aware, successful, career-focused and culturally diverse, Metrotechs are also 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.

- [100 Leading Lifestyles](#): Focused on success, career and family, people in this Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.

Roy Morgan's Helix Personas (www.helixpersonas.com.au) uses deep psychographic insights, far beyond simple demographics, to segment consumers into targetable groups. The tool incorporates values, beliefs and attitudes which are the best predictors of consumer behaviour, so you can reach your customers most effectively with messages that resonate.

Daily Analysis of Movement Data in 2020



Source: Roy Morgan collaboration with UberMedia who provide anonymous aggregated insights using mobile location data.

MORE INFORMATION

Michele Levine – direct: 03 9224 5215 | mobile: 0411 129 093 | Michele.Levine@roymorgan.com.







About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.

About UberMedia

UberMedia provides the highest quality mobile data solutions to creatively solve businesses persistent challenges. The company's products process billions of social, demographic, and location signals daily across retail, automotive, and entertainment to better understand modern consumers with the most accurate business decision science.

Roy Morgan Helix Personas

 <p>100 Leading Lifestyles</p> <p>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.</p> <p>Explore</p>	 <p>200 Metrotechs</p> <p>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.</p> <p>Explore</p>	 <p>300 Aspirationals</p> <p>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.</p> <p>Explore</p>	 <p>400 Hearth and Home</p> <p>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.</p> <p>Explore</p>	 <p>500 Doing Fine</p> <p>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.</p> <p>Explore</p>	 <p>600 Fair Go</p> <p>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.</p> <p>Explore</p>
---	---	---	---	---	--

Learn more by visiting www.helixpersonas.com.au.