

Tuesday, 26 May 2020

## More people are visiting shopping centres as restriction ease

**A special analysis of movement data at shopping centres across Sydney and Melbourne shows the number of devices picking up gradually over the last few weeks as restrictions have eased.**

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 interactive chart below tracks the movement data from a number of shopping centres in Melbourne and Sydney during 2020.

The number of devices at these centres bottomed over the Easter long weekend in early April; there have been increases every week since that low point. The traditional weekend movement spikes have also reappeared in May as people return in greater numbers to shopping centres.

However, despite the movement data trending upwards, it remains below average levels earlier this year, before the COVID-19 pandemic.

**Michele Levine, CEO of Roy Morgan, says Australia's successful handling of the COVID-19 pandemic has allowed an earlier than expected emergence from the restrictions introduced in late March, but there are distinct differences in the rate at which different groups return:**

*"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 such as shopping centres.*

*"The latest aggregated data on movement shows an increase over the last few weeks as restrictions on movement have gradually been relaxed. (Restaurants and food outlets have been allowed to seat up to 10 customers since Friday May 15 and from next week this limit will be expanded to up to 50 customers as NSW continues to open up.)*

*"The latest figures show the younger, socially aware, culturally diverse group dubbed [Metrotechs](#) make up an increased share of people at shopping centres.*

*"With bricks-and mortar-retailers facing the double challenge of managing social distancing logistics and luring back customers who have become accustomed to shopping online, understanding the evolving behavioural patterns of different demographic and psychographic segments of Australia's population will be key to reaping the benefits of a newly re-opened post-pandemic world."*

### Returning shoppers are drawn from two lucrative Helix Communities

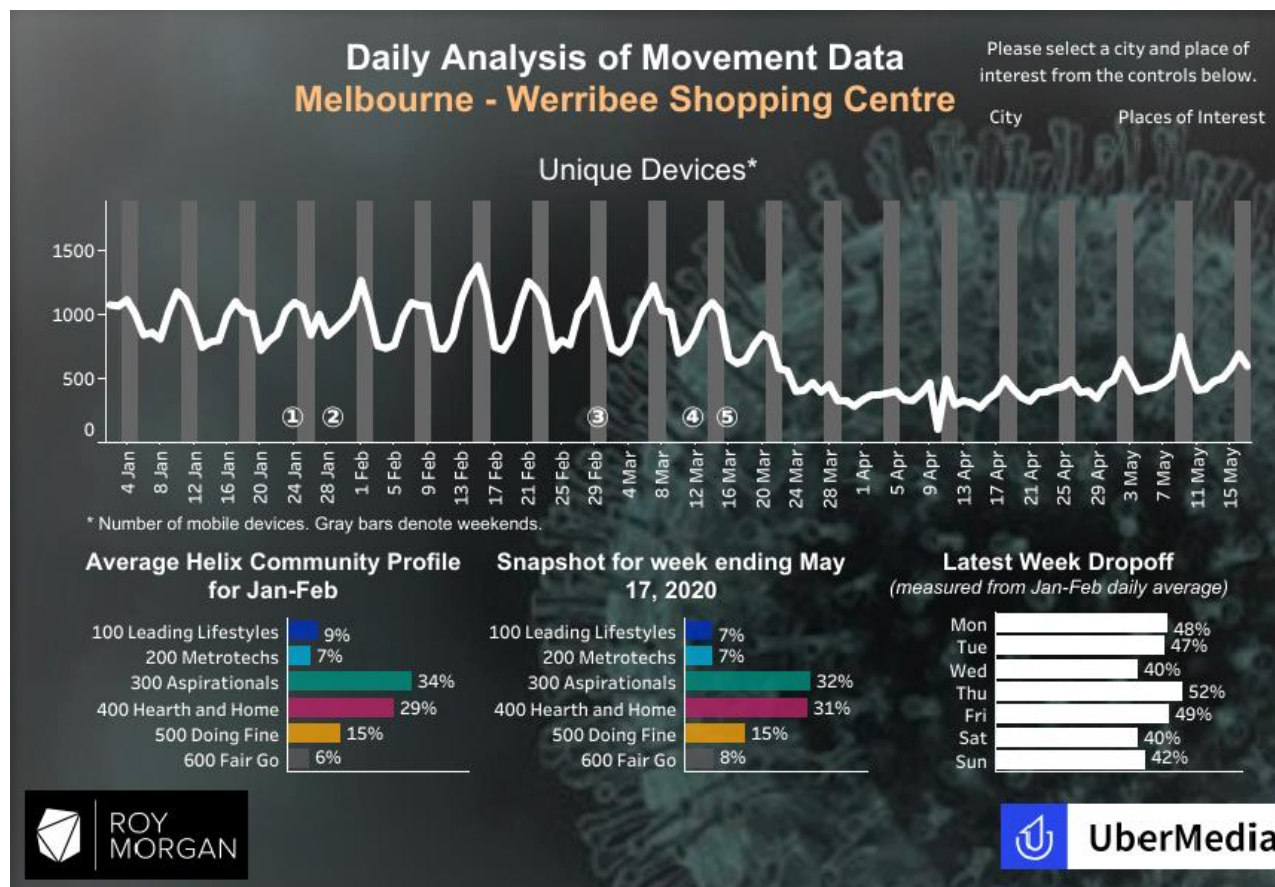
A number of shopping centres in Melbourne and Sydney are attracting a highly desirable customer base, with the majority of those visiting belonging to the lucrative [100 Leading Lifestyles](#) and [200 Metrotechs](#) Helix Personas communities.

- [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.
- [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.

Roy Morgan's Helix Personas ([www.helixpersonas.com.au](http://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.

FOR IMMEDIATE RELEASE

## Daily Analysis of Movement Data in 2020



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

### MORE INFORMATION

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### 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.



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## Roy Morgan Helix Personas

 <p><b>100</b> <b>Leading Lifestyles</b></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><b>200</b> <b>Metrotechs</b></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><b>300</b> <b>Aspirationals</b></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><b>400</b> <b>Hearth and Home</b></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><b>500</b> <b>Doing Fine</b></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><b>600</b> <b>Fair Go</b></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>
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Learn more by visiting [www.helixpersonas.com.au](http://www.helixpersonas.com.au).