

Movement Index

Uber

Uber's first Movement Index shows how Australians changed how they moved, and ate, before, during and after COVID restrictions



Uber Australia has today launched its first **Movement Index**, showcasing the changes in travel behaviour and food patterns across Australian regional and capital cities in 2020 in the wake of COVID-19.

The Index, which shows patterns of demand in July 2020 compared to both April 2020 and July 2019, shows a stark difference in how capital cities are emerging from COVID restrictions.

Changes in how our cities move and a need for food and grocery delivery have been hallmarks of the COVID-19 pandemic. The first Uber Movement Index complements other travel and consumer behaviour data points to paint a holistic picture of how our cities moved and continue to evolve during this highly unusual year.

“With significant changes already being made to public transport, roads and infrastructure to help us adapt to this new way of living, the Uber Movement Index will be released regularly with the aim of helping our governments and policy leaders make better informed decisions about the future of our cities,” said Uber Australia and New Zealand’s Amanda Gilmore.

Key findings, analysis and commentary from Uber spokespeople along with a full Movement Index Report including charts are below for both Uber and Uber Eats. All data cited must be attributed to Uber Australia.

Uber

Key Findings and Commentary

July 2020 Uber Movement Index - [Rides](#)

- Uber data indicates Australian transport habits are almost back to pre-COVID patterns, with the pattern of demand on Friday and Saturday nights mirroring this time last year. The exception to this was Victoria.
- Victoria was the exception to the national rule - *even before* new stage 4 restrictions were implemented on 2 August. July 2020 data shows compared to the rest of the country, Victorians (Melbourne, Ballarat and Geelong) were staying at home during social hours, being more likely to rely on the Uber app for their commute instead.
- During the height of restrictions across Australia in April, riders who couldn't work from home used Uber as a safe commute option during lockdowns.
- The afternoon commute peak shifted earlier in all capital cities in April 2020, indicating the impact of more flexible work policies. Sydney-siders were the last to leave around 5pm.
- July 2020 data shows early indications of intrastate domestic travel, with shifts in year-on-year Uber request patterns in smaller cities. Travel patterns in Byron Bay in the NSW north coast, saw the biggest year on year change.

Amanda Gilmore, Uber Australia and New Zealand provided commentary on the use of Uber by commuters during the height of COVID-19 restrictions and as they eased outside Victoria:

“Ever since Uber launched in Australia, our periods of highest demand have been Friday and Saturday night. But during the height of nation-wide restrictions, Friday and Saturday night trips saw some of the biggest drops, while the morning and afternoon commute was the most resilient ‘use case’. This was mirrored in anecdotal feedback from driver-partners who told us more essential workers, such as those in healthcare and education, were using the platform to get to and from work.

“In April, in the midst of nation-wide restrictions, the afternoon commuter peak shifted earlier across all capital cities. Perhaps further indication of the increase in essential workers, such as healthcare workers with fixed shifts and teachers, using the platform during this time. Either way, the data clearly shows our regular patterns of living were upended.

“That said, when we next release this Index, we don't expect the shift to an earlier afternoon peak to continue. In July, for many capital cities the afternoon peak was already showing

signs of shifting back to the norm. In both Perth and Sydney the afternoon commute peak is already back to after 6pm.

“The biggest change between April and July has been the return of weekend social occasions. People are back out visiting restaurants and pubs with strikingly similar patterns as they did this time last year.

“Interestingly though, when you look across the country, you see little differences in our national socialising habits. Tasmanians really prefer to stay home on Friday and head out on Saturday. And while Sydneysiders and Brisbanites embrace the Sunday lunch, Darwinians and Canberrans much prefer to spend Sunday at home.

“Perhaps most frustratingly for Melbournians, is the fact that while most of Australia was rebounding from restrictions and heading out socially again, Melbourne had remained cautious, even before the latest round of increased restrictions.

“It will certainly be interesting to compare these first and second wave changes in the next Uber Movement Index. We certainly do hope the whole of Australia's riding patterns are back to normal, especially for Victorians,” she said.

Uber **Eats**

Key Findings and Commentary

July 2020 Uber Movement Index - **Eats**

- With working from home, and after-work activities becoming essentially non-existent, Australians moved towards an earlier dinner time of 6pm.
- Melbourne has seen a 17% increase in evening orders from June to July, consistent with people staying at home.
- Pick-up orders have increased rapidly since January with increases observed across all metropolitan cities.
- July had the highest volume in lunchtime orders in Adelaide, Brisbane, Melbourne, and Sydney compared to any other month in 2020.

*Uber Eats 0% marketplace fee on pick-up orders was in effect across Australia from 17 March to 31 July, and will remain in place in Victoria until the end of October. In other states the rate is now 13% for all pick-up orders.

Matt Denman, Uber Eats Australia and New Zealand, provided commentary behind the use of Uber Eats across the country during and after the height of COVID restrictions:

“When we think back on 2020, the impacts of social distancing restrictions on our restaurants and cafes will be one of the lasting memories. What we can see through Uber Eats data is how people responded, supporting their local favourites in new ways, including embracing pick-up as an option.

“Back in March we introduced a pick-up order option with a 0% commission fee to support restaurants suffering from COVID-19 restrictions*. We hoped that consumers would hear about this way to support their local favourites, and the data shows us they did.

“There was a huge trend towards people opting to pick-up, with a month on month rise between April and July. Melbournians had the biggest spike in picking up their orders in June, whereas other capital cities had the biggest spike in pick-up during March and April. And while Friday has long been a popular day for ordering in, we also saw the rise of ‘Takeaway Tuesday’, particularly for pick-up orders’.

“Meals, grocery and convenience items were also a staple of the pandemic, supporting those who could not or should not venture out to gather ingredients, or giving families who were juggling home-schooling and working from home a well earned break at meal times.”

About the Uber Movement Index



About the Uber Movement Index

Since launching in Australia in 2012, Uber has played a significant role in helping Australians get from A to B at the push of a button. We are now operating in 37 Australian cities and towns and 3.8 million Australians regularly choose to share rides with more than 74,000 driver partners.

The first Uber Movement Index complements other travel and consumer behaviour data points to paint a holistic picture of how our cities moved and continue to evolve during the 2020 COVID-19 pandemic.

This is the first time Uber has released data of this kind. With significant changes already being made to public transport, roads and infrastructure to help us adapt to this new way of living, the Uber Movement Index will be released regularly in the coming months with the aim of helping governments, councils and city stakeholders make informed decisions about the future of how our cities will operate.

Data use and interpretation

The Index shows patterns of demand in July 2020 compared to both April 2020 and July 2019.

Shaded areas and lines on the charts represent demand shifts over time. The charts do not represent the volume or number of rides taken, it shows the percentage of weekly rides at that time stamp.

Uber Movement Index

July 2020 Report Data

Key takeaways

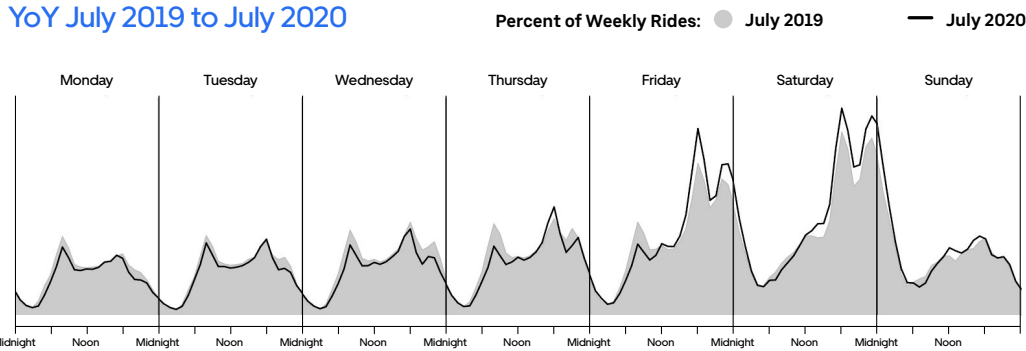
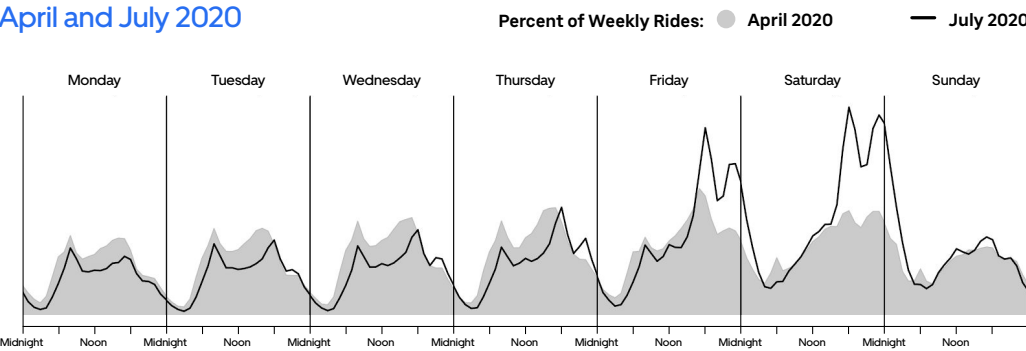
- Uber data indicates Australian transport habits almost back to pre-COVID patterns, with the exception of Victoria
- Changes in afternoon commute times in Ubers show a shift in the traditional 9-5 working day in some cities
- Travel patterns in local NSW tourist destination, Byron Bay, has changed the most compared to other regional cities, with Tuesday, Wednesday, Friday and Saturday patterns shifting YoY



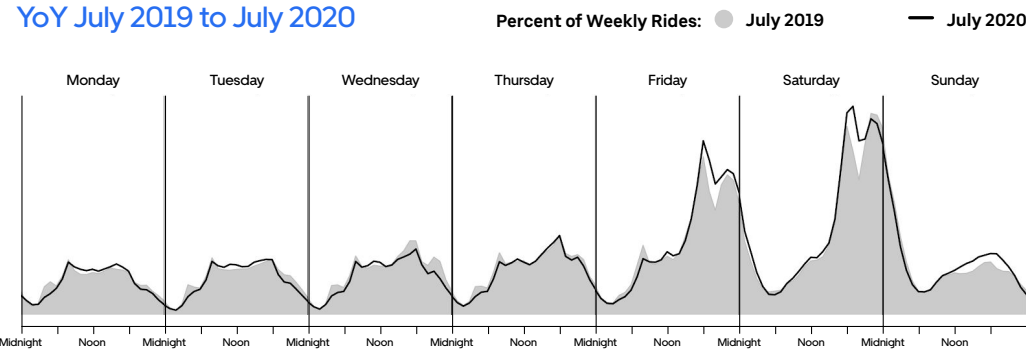
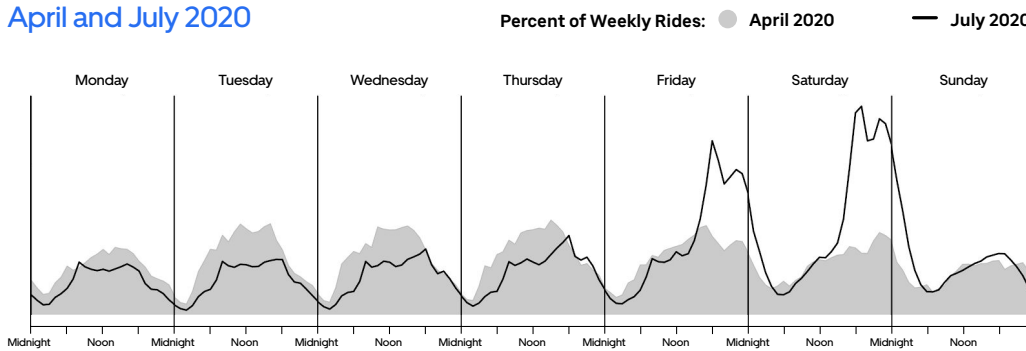
Rides

Change in peak ride times in capital cities across Australia

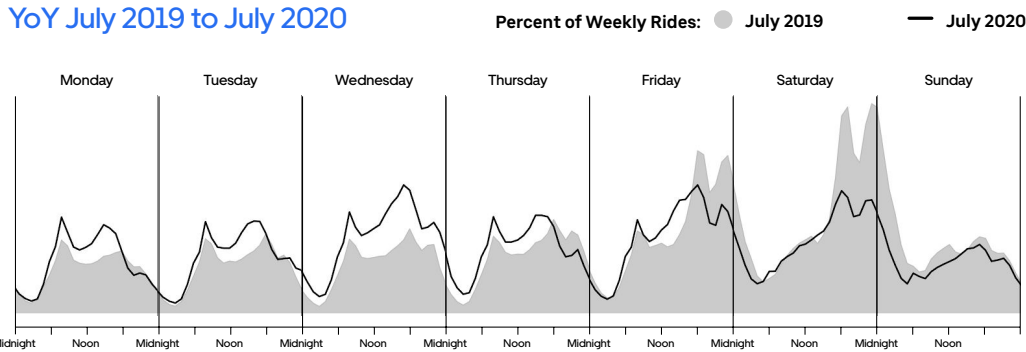
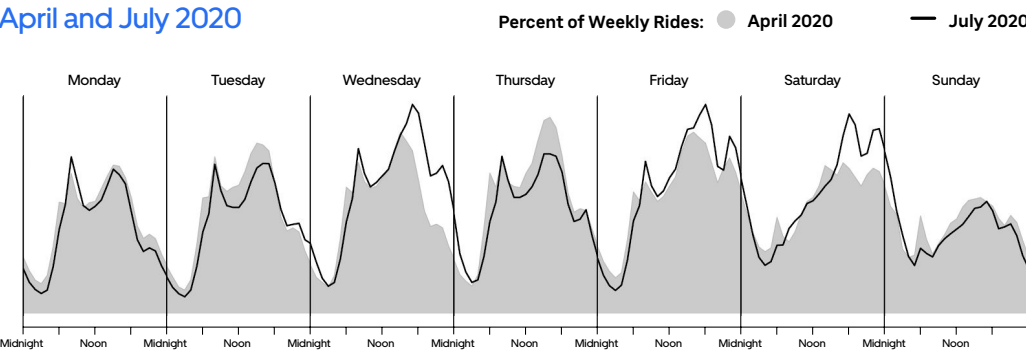
Sydney



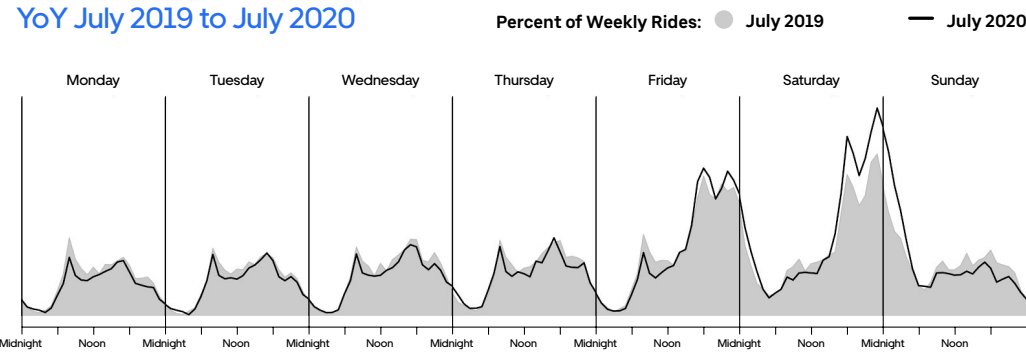
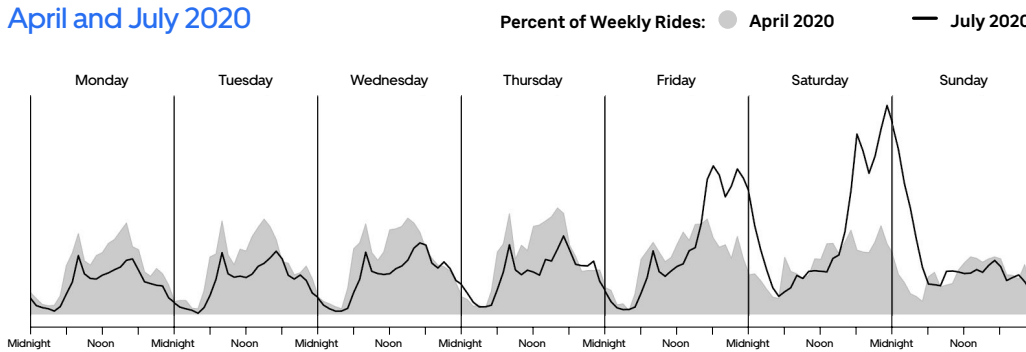
Perth



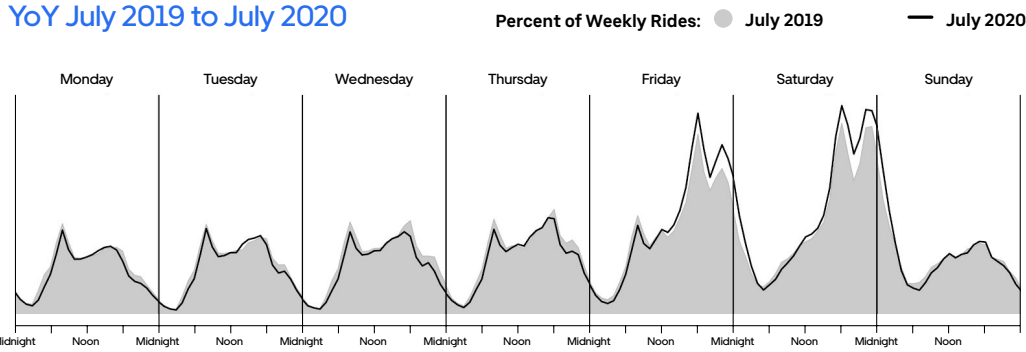
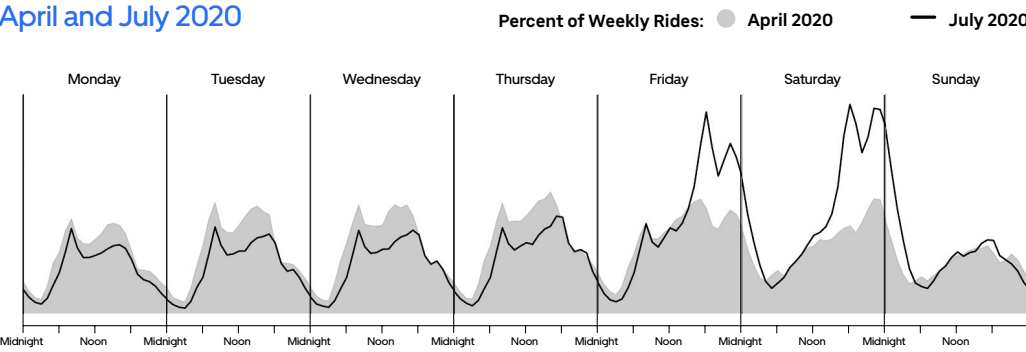
Melbourne



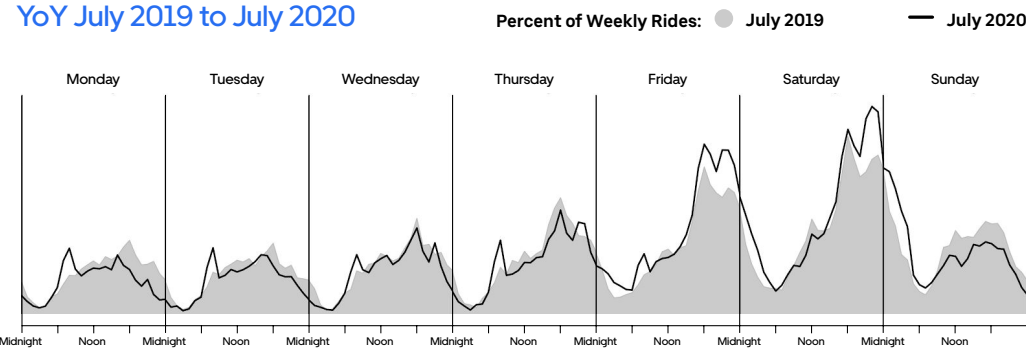
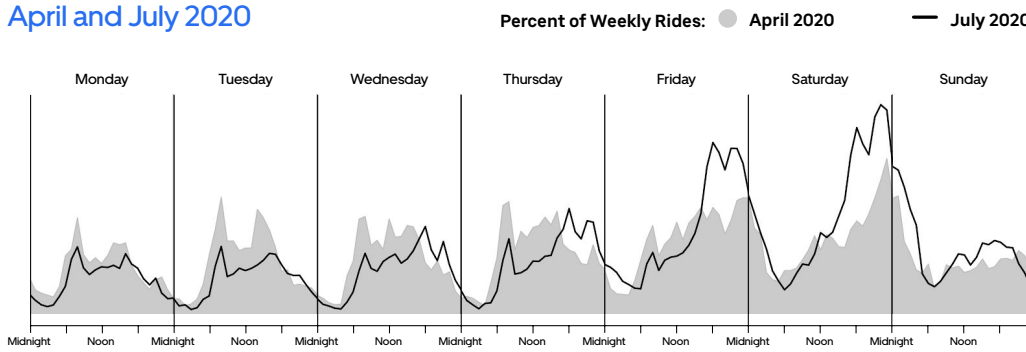
Hobart



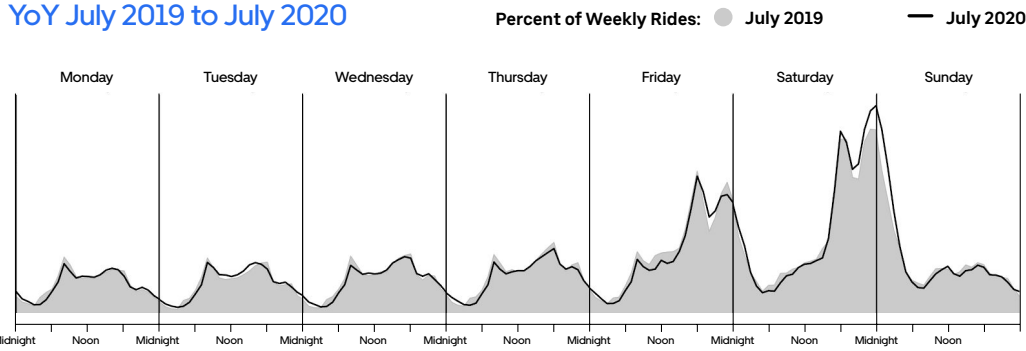
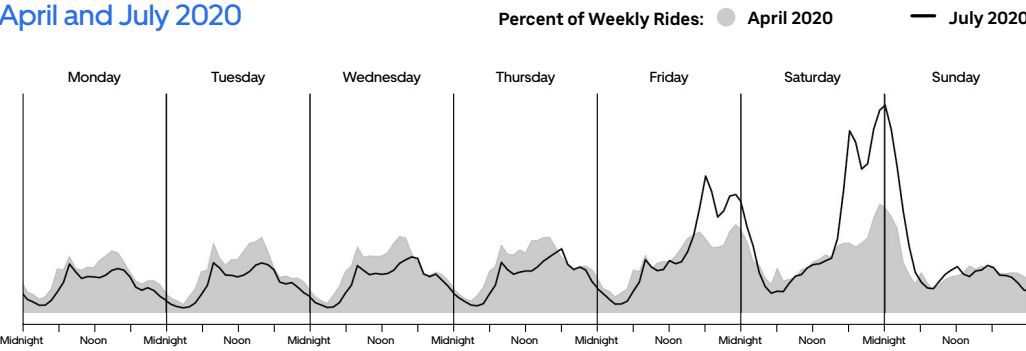
Brisbane



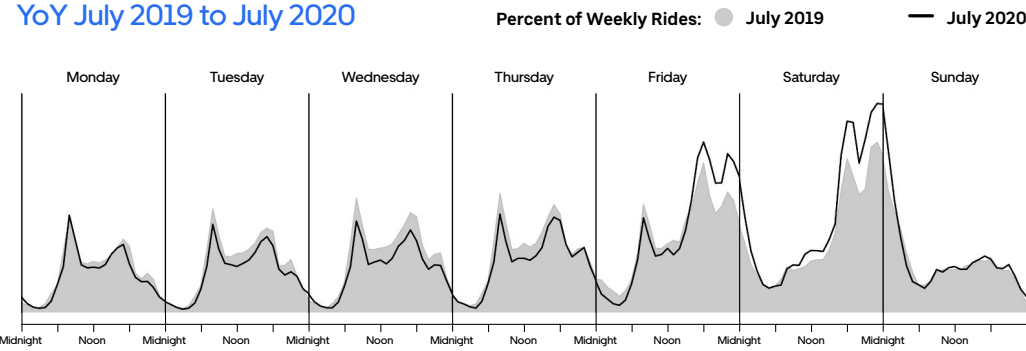
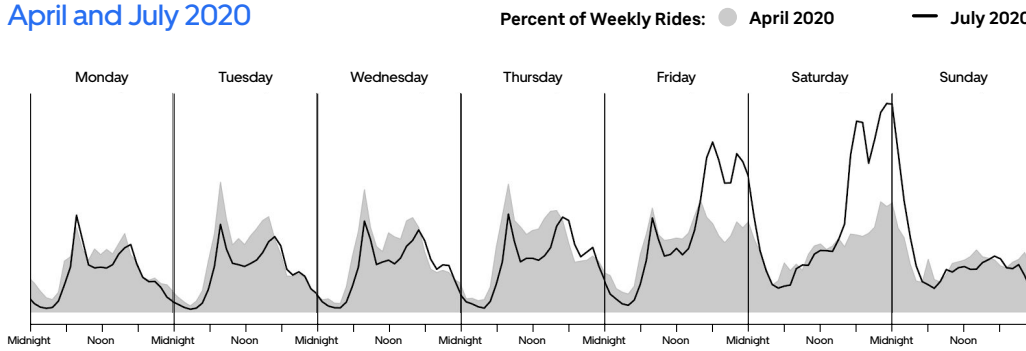
Darwin



Adelaide



Canberra

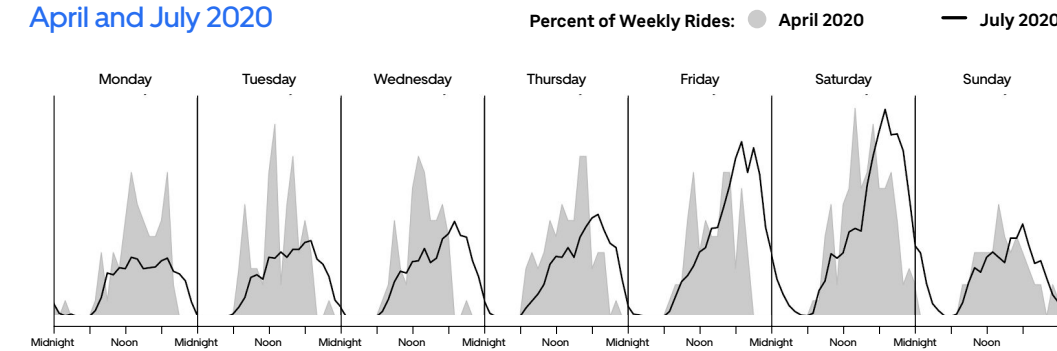


Rides

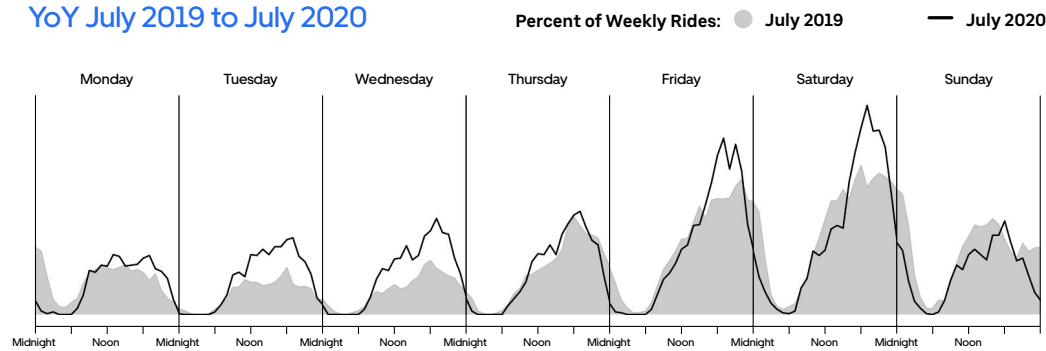
Change in peak ride times in regional cities across Australia

Byron Bay

April and July 2020

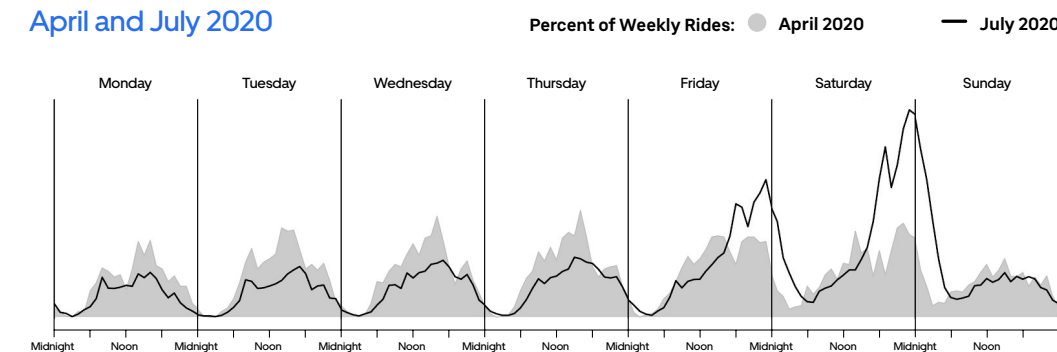


YoY July 2019 to July 2020

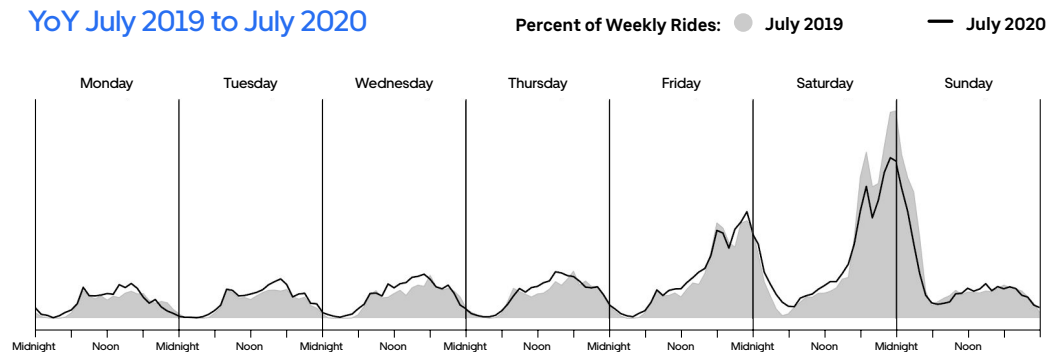


Ballarat

April and July 2020

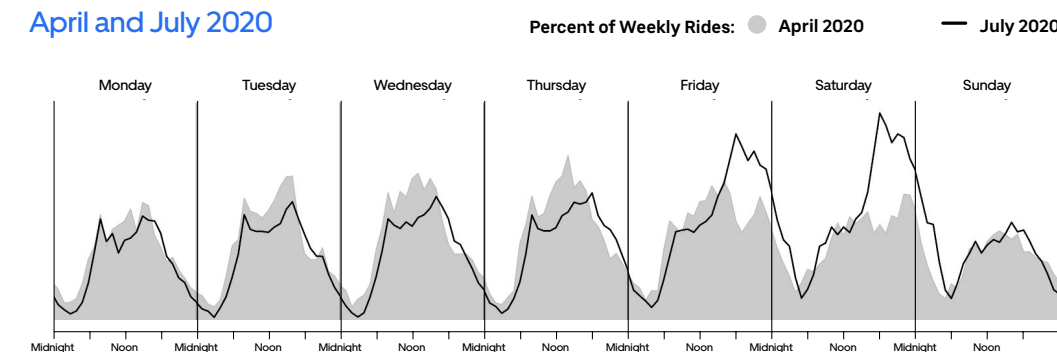


YoY July 2019 to July 2020

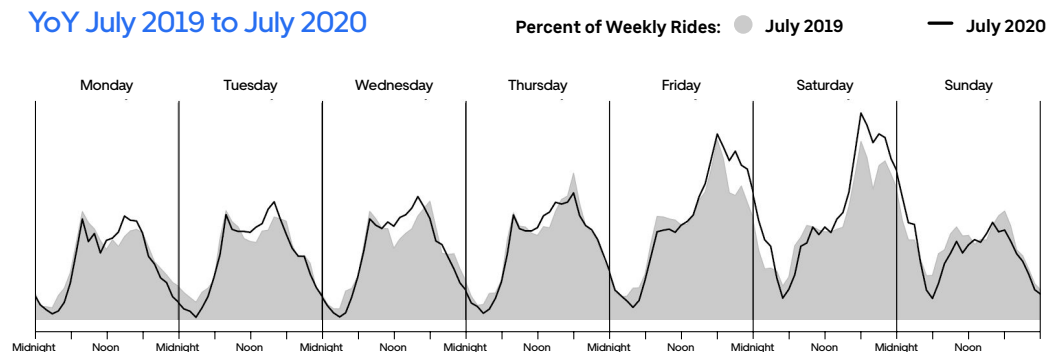


Cairns

April and July 2020

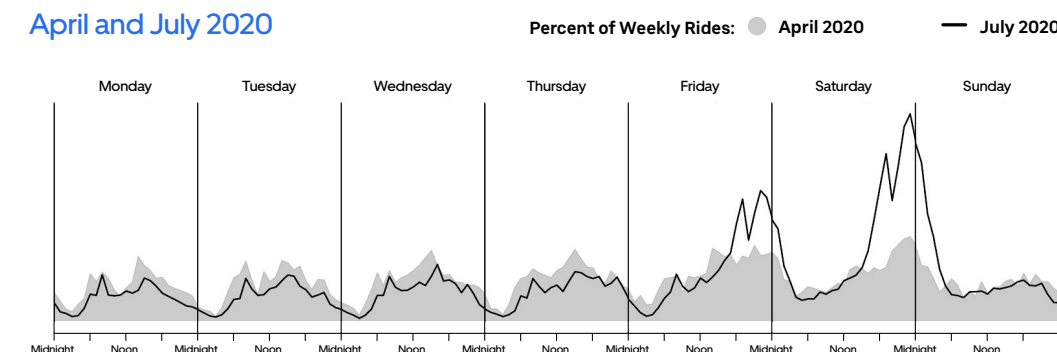


YoY July 2019 to July 2020

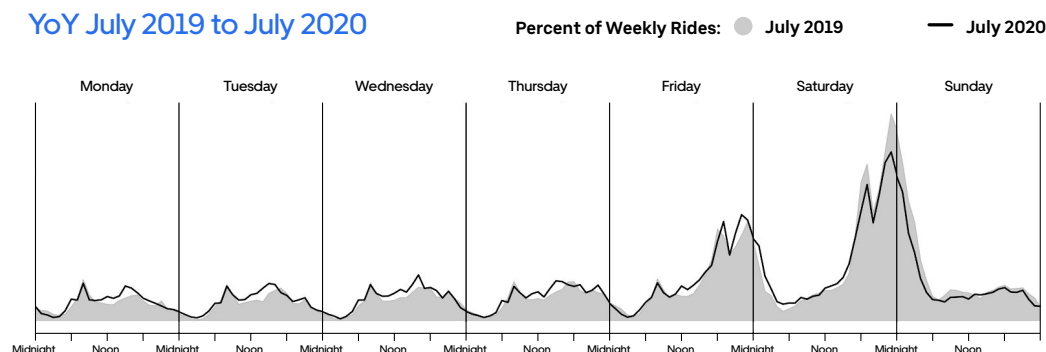


Geelong

April and July 2020

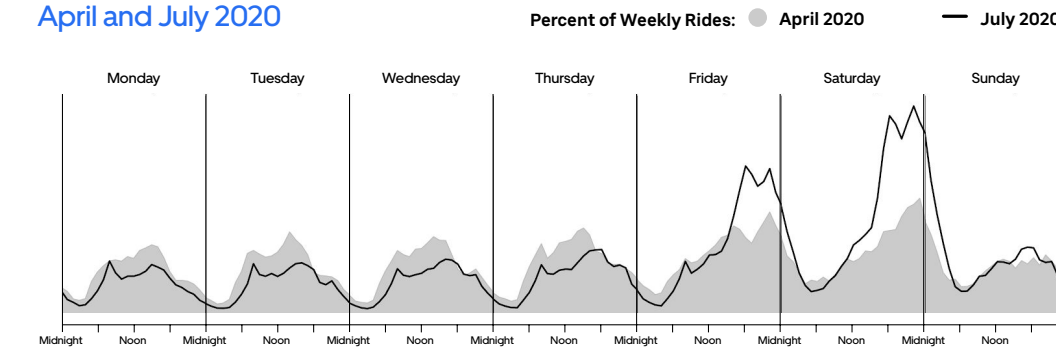


YoY July 2019 to July 2020

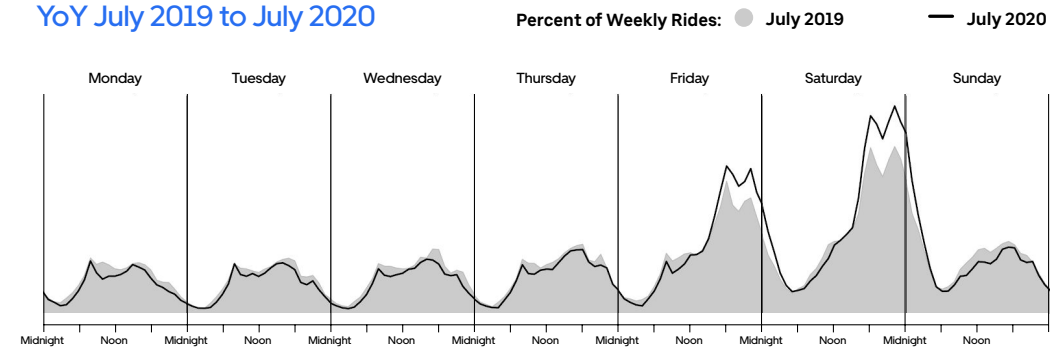


Gold Coast

April and July 2020

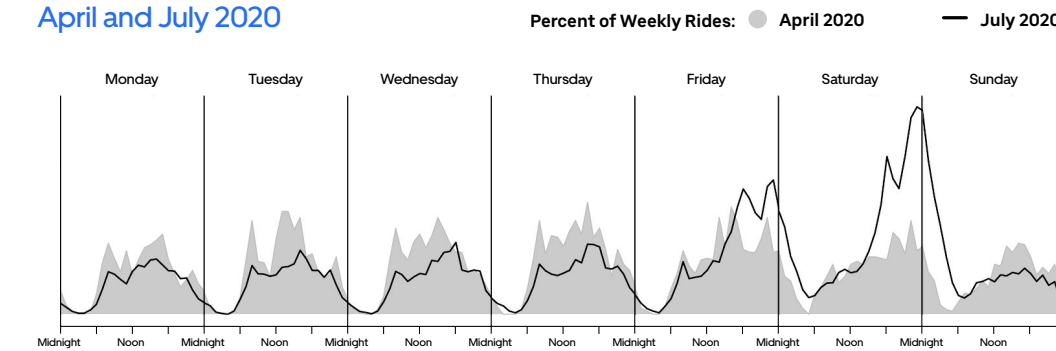


YoY July 2019 to July 2020

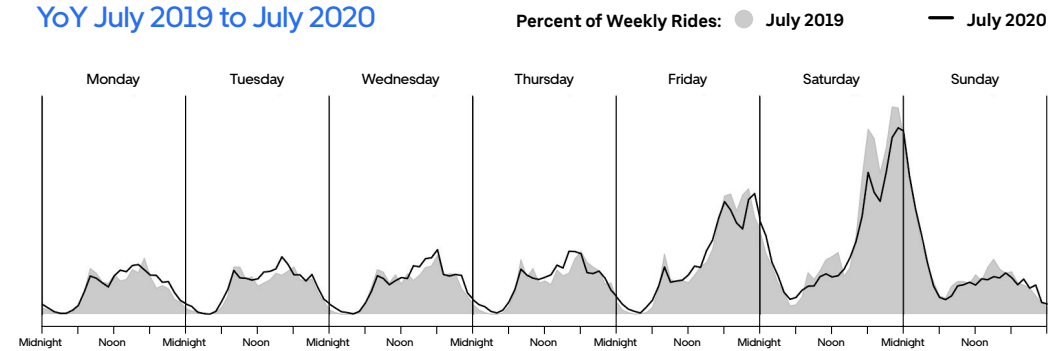


Launceston

April and July 2020

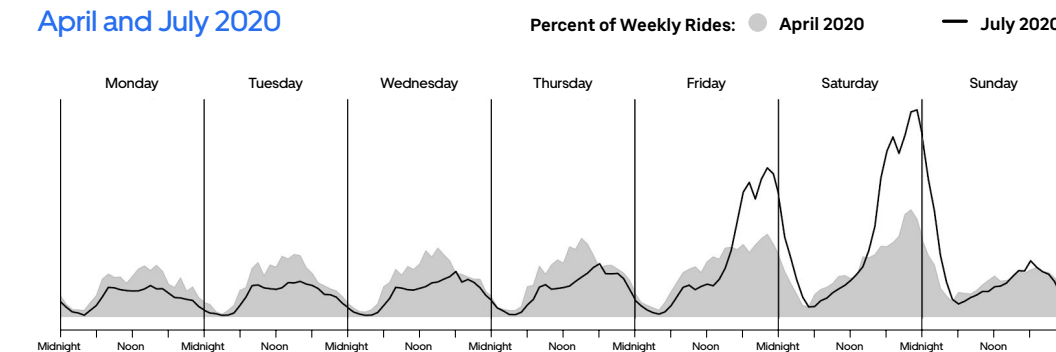


YoY July 2019 to July 2020

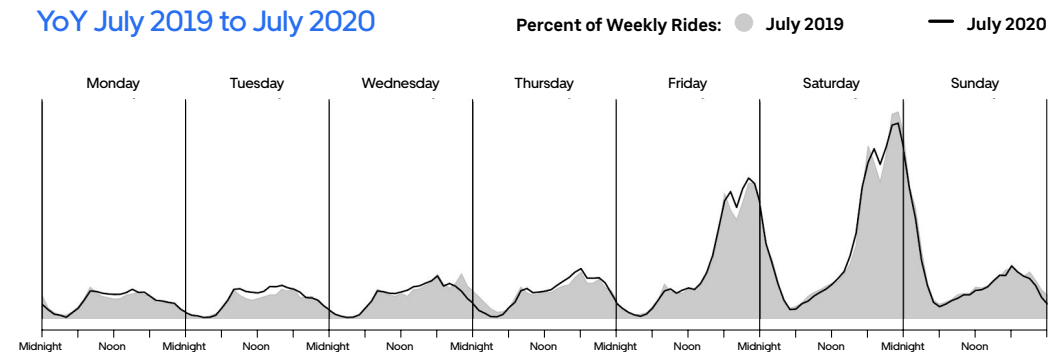


Newcastle

April and July 2020

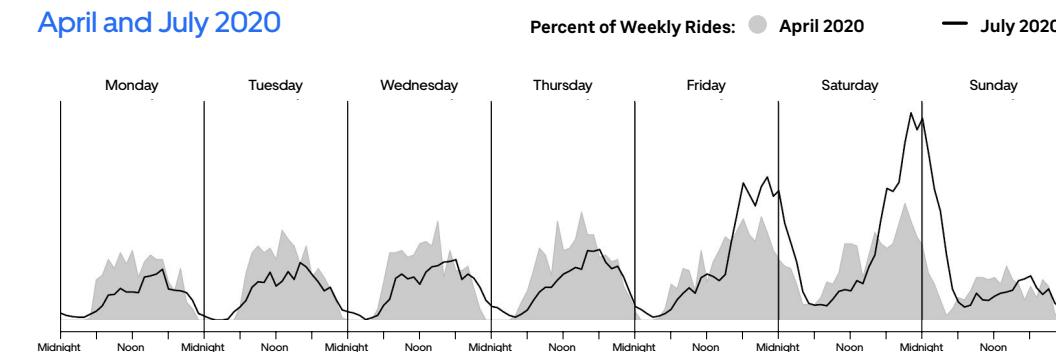


YoY July 2019 to July 2020

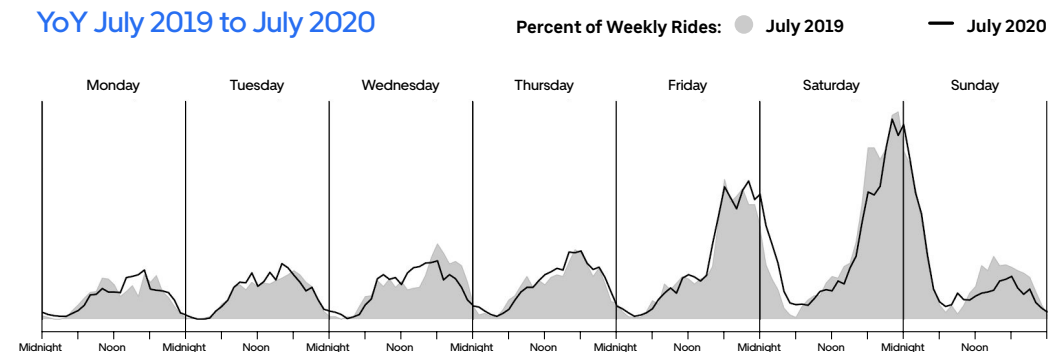


Rockhampton

April and July 2020

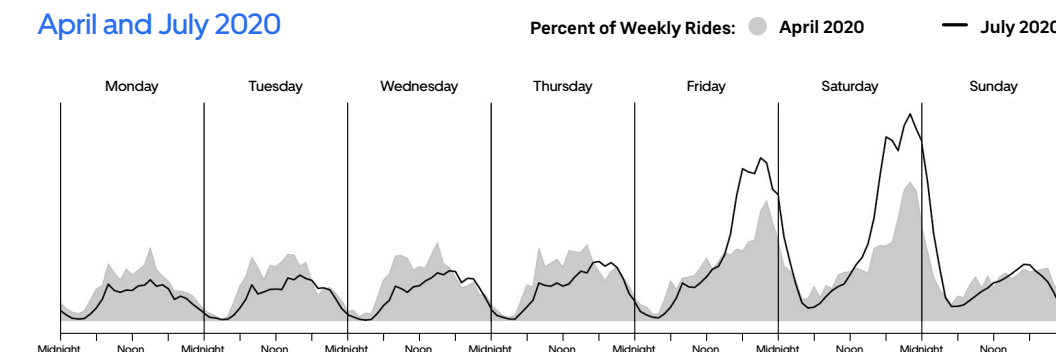


YoY July 2019 to July 2020

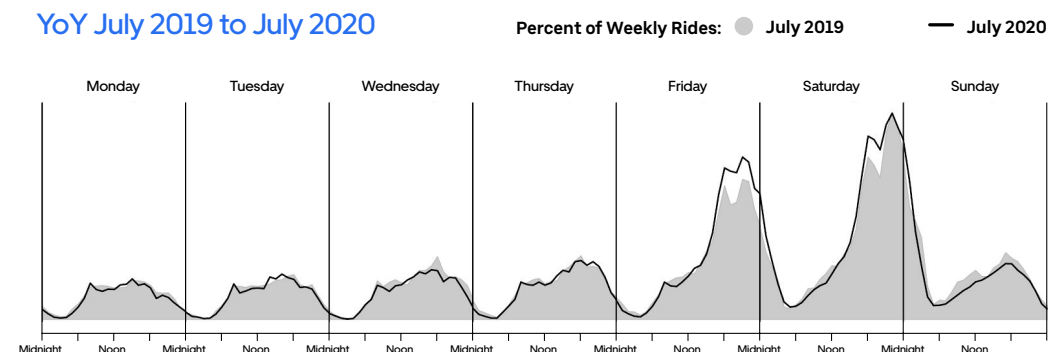


Sunshine Coast

April and July 2020



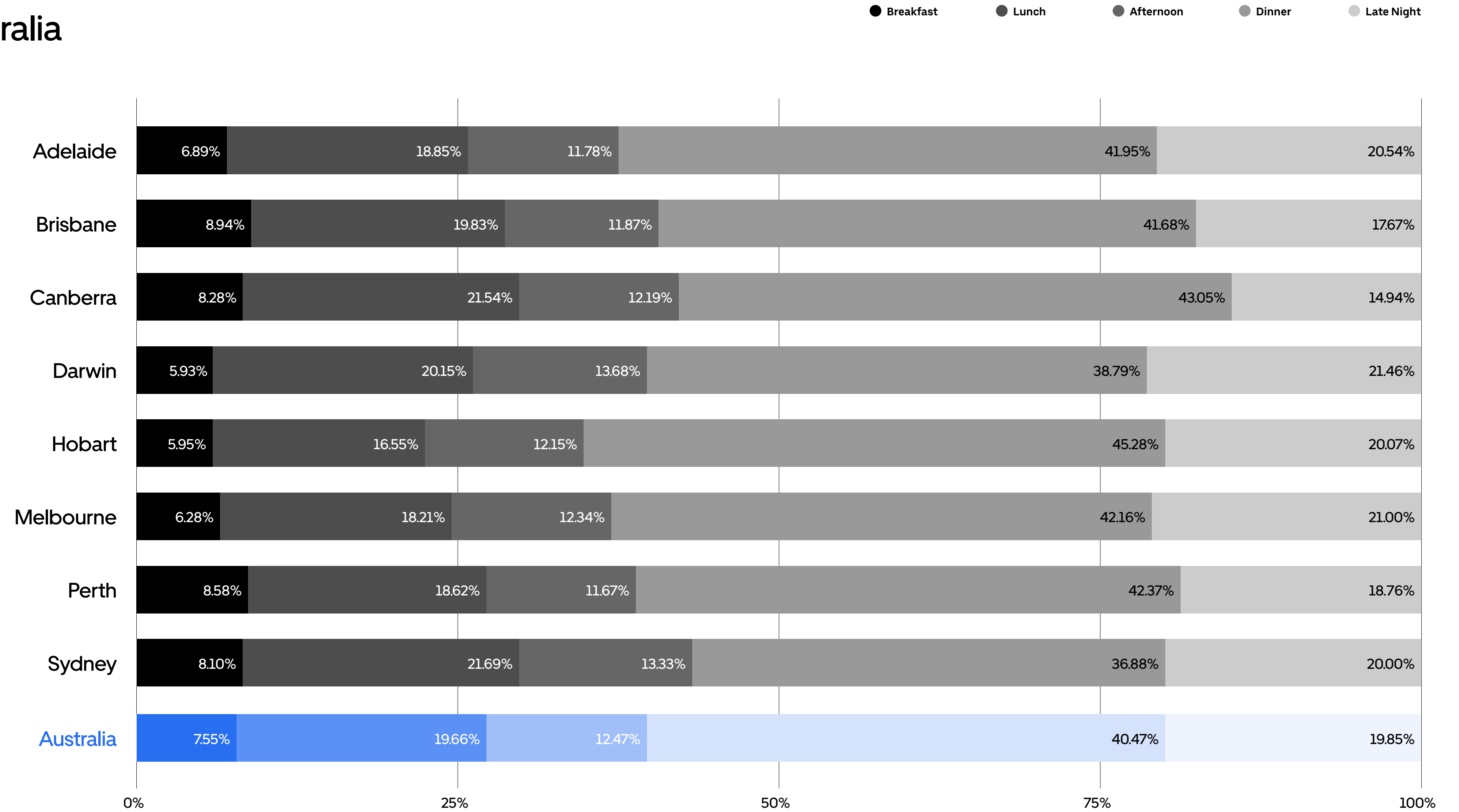
YoY July 2019 to July 2020



Eats

Most popular ordering times in capital cities across Australia

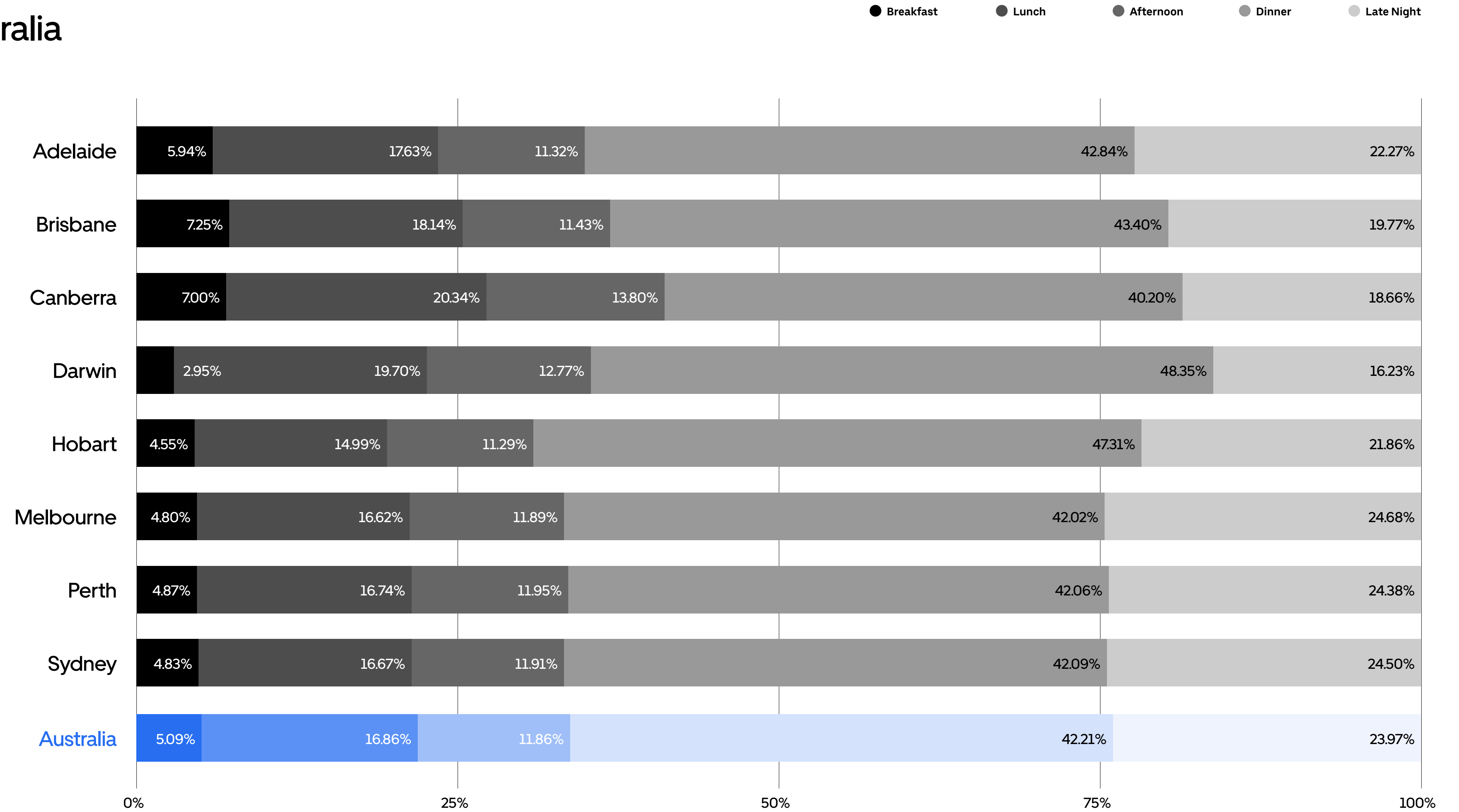
(April to July 2020)



Eats

Most popular ordering times in capital cities across Australia

(April to July 2019)

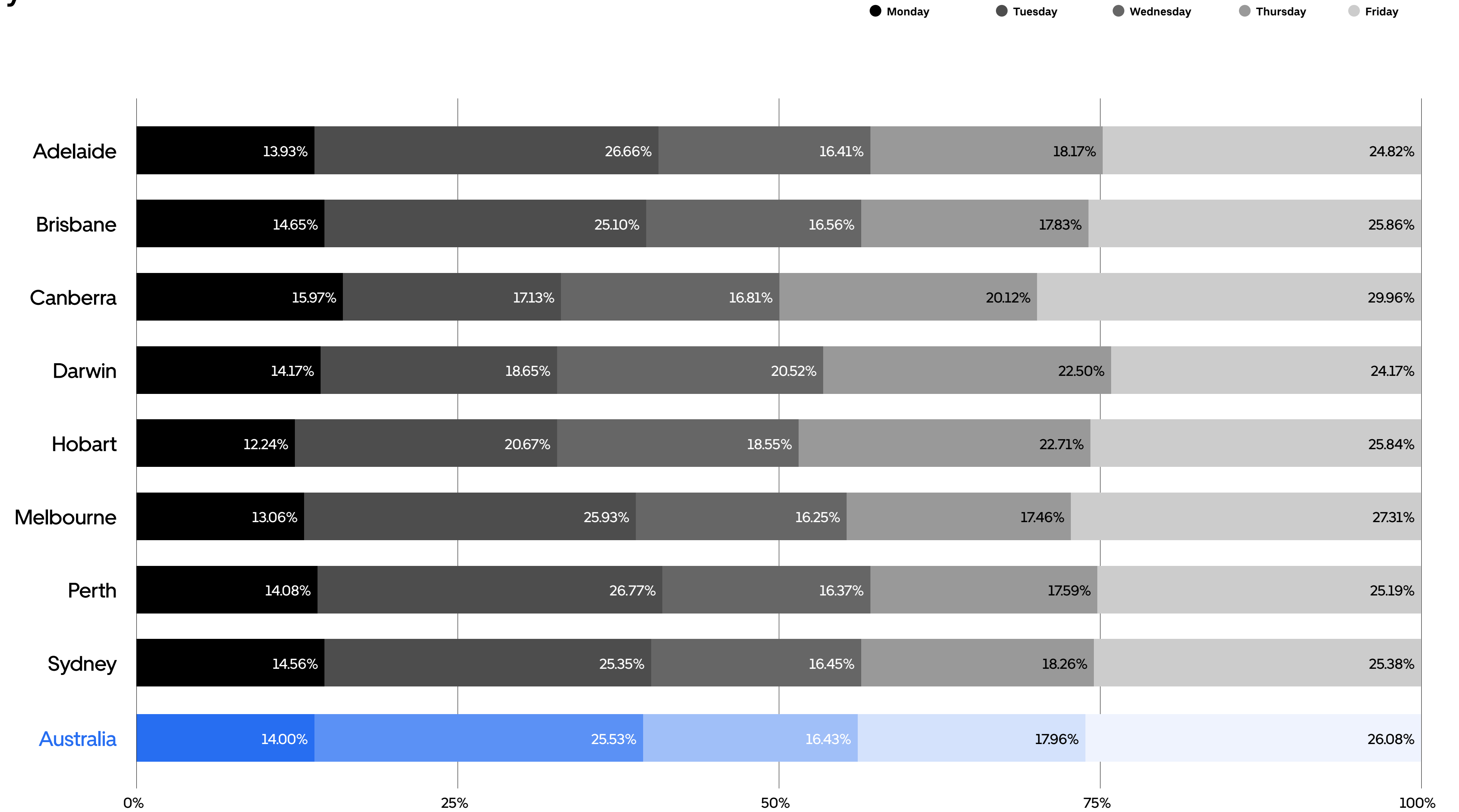


*Note: In April - July 2019, pickup options were only available in Sydney

Eats

Most popular pick-up days

(April to July 2020)



Thank you.

Uber