

Tuesday, 9 June 2021

Movement in the Melbourne CBD plunges to below 20% of pre-COVID averages as the city experiences a fourth lockdown

A special analysis of movement data in Australia's Capital City CBDs since the COVID-19 pandemic began shows a plunge in movement in the Melbourne CBD in late May after the city entered a fourth lockdown on Friday May 28.

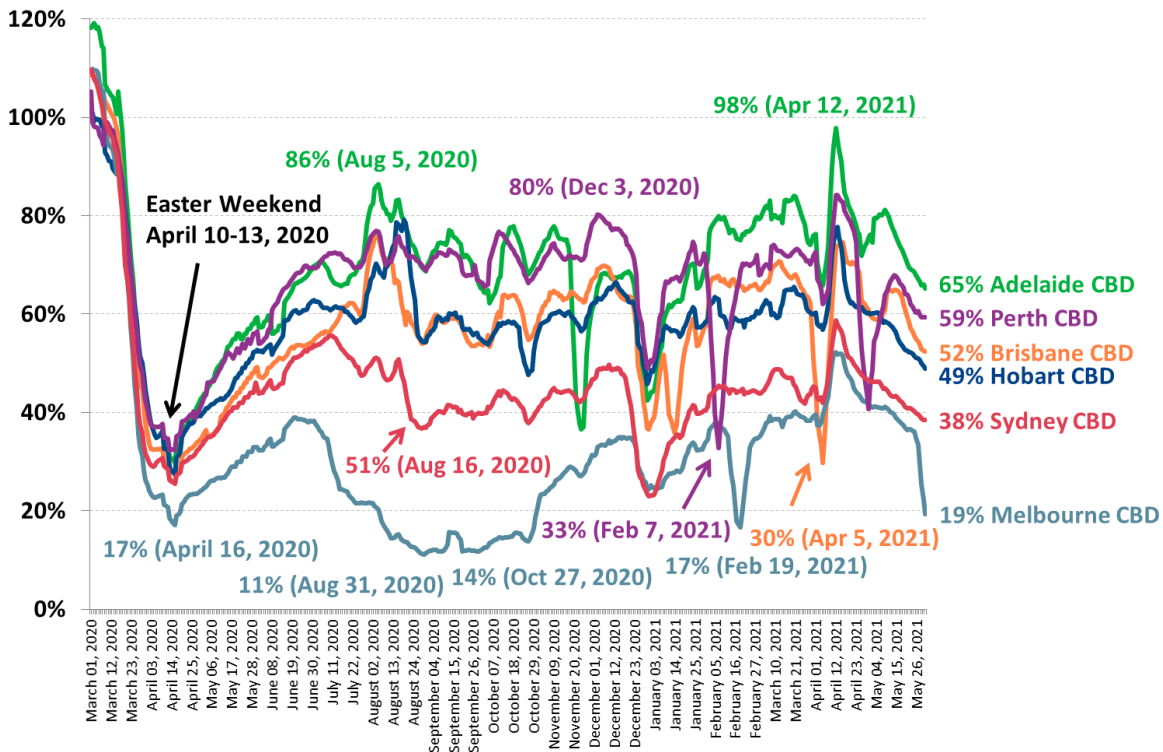
The average 7-day movement level in the Melbourne CBD was at only 19% of pre-COVID-19 averages at the end of May, around half the movement level in the Sydney CBD (38%). This is the first time average 7-day movement levels in the Melbourne CBD have plunged below 20% since the short five-day 'circuit-breaker' lockdown in Victoria from February 13-17, 2021.

Movement levels have declined in other Capital City CBDs during May despite no significant outbreaks or lockdowns in other cities since a three-day lockdown in Greater Perth in late April.

Looking around Australia the Adelaide CBD is again the stand-out with movement levels sitting at 65% of pre-COVID averages in late May ahead of the Perth CBD (59%). Movement levels in the Brisbane CBD (52%) and Hobart CBD (49%) are at around half of their pre-COVID-19 averages.

The latest vaccination figures from the [Health Department show over 5 million vaccination doses](#) have so far been administered to Australians covering around a fifth of the population. If herd immunity requires 80% of Australia's 20 million adults to be vaccinated, we are still many months away from administering the 32 million vaccination doses required to reach this mark.

Australian Capital City CBDs average 7-day movement levels March 1, 2020 – May 31, 2021: % Movement is compared to the 7-day average in Jan-Feb 2020



Source: Roy Morgan collaboration with UberMedia who provide anonymous aggregated insights using mobile location data. **Note:** Movement data for the Capital City CBDs excludes the residents of the respective CBDs.

FOR IMMEDIATE RELEASE

Until a sizeable majority of Australians are vaccinated against COVID-19 there will remain the ongoing threat of lockdowns and border closures being enforced to get on top of any viral outbreaks – as we have seen over the last two weeks in Victoria.

Roy Morgan has partnered with leading technology innovator UberMedia to aggregate data from tens of thousands of mobile devices to assess the movements of Australians as we deal with the restrictions imposed in response to the COVID-19 pandemic.

The interactive dashboard available on the website tracks the movement data for those visiting the Capital City CBDs during 2020 and 2021, excluding the CBD residents of each city. Movement data from several key locations around Australia is also available to view by using the interactive dashboard.

Michele Levine, CEO of Roy Morgan, says the current lockdown in Victoria has again sent Melburnians into ‘work from home’ mode and cleared out the city with average movement in the Melbourne CBD plunging below 20% of pre-COVID levels:

“Melburnians are currently enduring their fourth lockdown in the last 15 months with the city’s five million residents given only five reasons to leave the house since the lockdown began in late May.

“The latest lockdown has sent average movement levels in the Melbourne CBD plunging to below 20% of their pre-COVID levels for the first time since the city’s short lockdown in mid-February.

“The difference this time around is that the \$89 billion JobKeeper wage subsidy ended more than two months ago and the financial support available to businesses and employees isn’t at the same level as previously. This reality is amplifying the impact of this lockdown on businesses that have been forced to close and their employees who have been prevented from working through no fault of their own.

“Melbourne’s fourth lockdown has highlighted several continuing weaknesses in Australia’s management of COVID-19 such as the hotel quarantine facilities, the rollout of the vaccination to vulnerable Australians – including in aged care, and the reliability of contact tracing in containing an outbreak of the virus.

“Until a large majority of Australians, generally speculated at 70-80% of the population, are vaccinated against COVID-19 there is an ever-present risk of more snap lockdowns and border closures wreaking havoc on the best laid plans of businesses and consumers alike.

“The best result from the latest outbreak of COVID-19 in Melbourne will be if vaccinations are accelerated, hotel quarantine facilities are improved and Australians are provided with a clear road-map for what benchmarks need to be met to ensure lockdowns become unnecessary, domestic borders can remain open and the international border can be re-opened.”

View the latest Roy Morgan UberMedia movement data for Australian Capital City CBDs including the [Melbourne CBD, Sydney CBD, Perth CBD, Adelaide CBD and Hobart CBD here.](#)

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.

FOR IMMEDIATE RELEASE

Roy Morgan Helix Personas



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.

Explore



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.

Explore



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.

Explore



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.

Explore



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.

Explore



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.

Explore

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