

Thursday, 24 May 2018

## Metrotechs and Millennials have taken to Uber Eats, Menulog, Deliveroo and Foodora and more

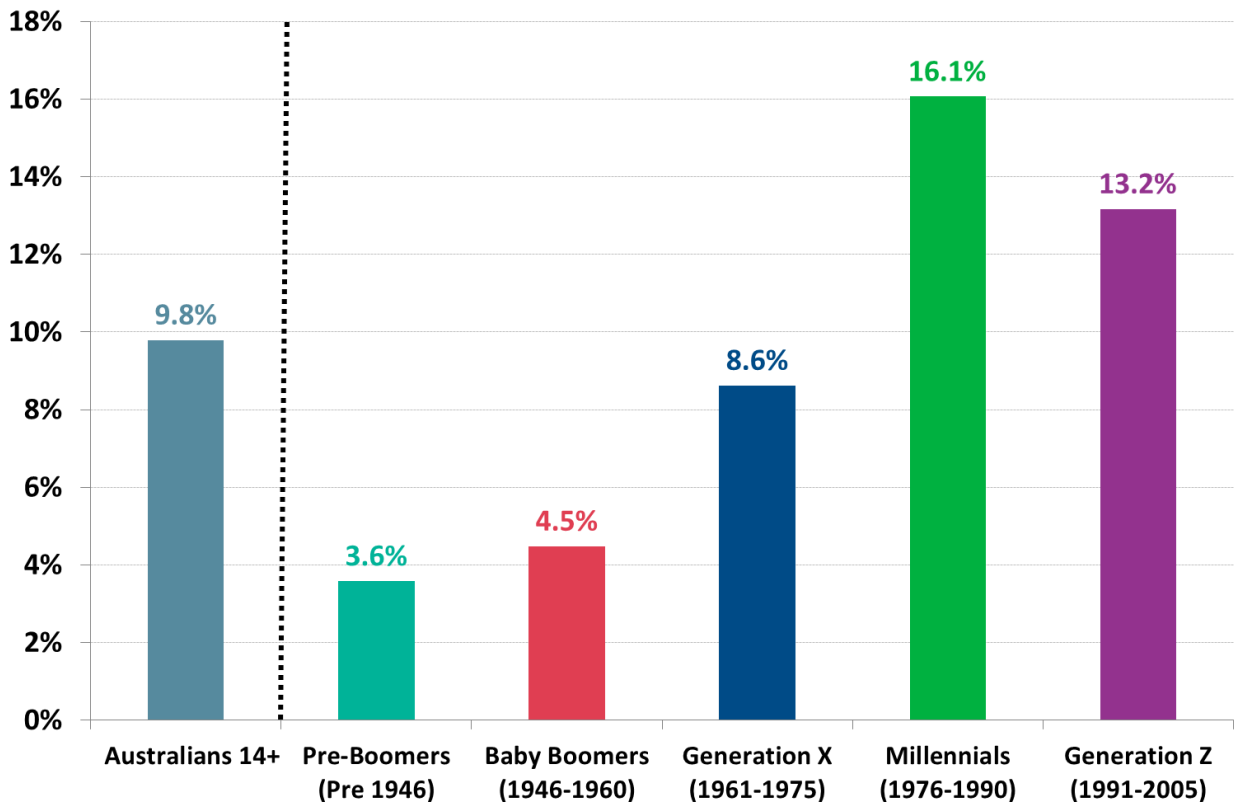
New research from Roy Morgan shows nearly 2 million Australians aged 14+ (9.8%) now use Uber Eats, Menulog/Eatnow.com.au, Deliveroo or one of the many other meal delivery services in an average three months.

The research into Australians and their eating habits focused on the emerging phenomenon of meal delivery services such as long-standing Australian service Menulog which began in 2006 and has since merged with Eatnow.com.au and newer entrants including UberEats, Deliveroo and Foodora which have all appeared in Australia since mid-2015.

Unsurprisingly city-dwellers (12.6%) are far more likely to have had their meals delivered than those in country areas (4.5%). Women are marginally more likely to use meal delivery services (10.2%) than men (9.4%).

Australia's younger generations have taken keenly to meal delivery services with 16.1% of Millennials/ Gen Y (aged 28-42 years old) having used a meal delivery service in an average three months compared to only 4.5% of Baby Boomers and just 3.6% of Pre-Boomers.

### Australians used meal delivery services by Generation – 12 months to March 2018



Source: Roy Morgan Single Source: April 2017 – March 2018, n = 15,067 Australians aged 14+.

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## Metrotechs favour Uber Eats ahead of Menulog, Deliveroo and Foodora

The take up of meal delivery is not just about age, certain communities have really taken to meal delivery – as Roy Morgan’s unique geo-psychographic segmentation Helix Personas shows. 22.5% of those living in a [Metrotech](#) community use meal delivery services – predominantly young, single, well-educated, inner-city professionals.

Although Uber Eats is a newer meal delivery service than other leading brands, launching in Australia just two years ago in April 2016, the service has quickly taken off. Uber Eats is used by 16.4% of Metrotechs putting it ahead of Menulog/Eatnow.com.au on 13.4%, Deliveroo on 7.3% and Foodora on 3.8%.

### Use of meal delivery services within different Helix Personas communities



Source: Roy Morgan Single Source. April 2017 – March 2018, n=15,067 Australians aged 14+.

### Michele Levine, CEO, Roy Morgan, says meal delivery services have emerged in recent years although there are still only a minority of Australians taking advantage of the new services:

*“Almost 2 million Australians now use meal delivery services such as Uber Eats, Menulog, Eatnow.com.au, Deliveroo, Foodora, Lite n’Easy, HelloFresh, Youfoodz, Muscle Meals Direct, Choice Fresh Meats, Weight Watchers, Marley Spoon, Dinner Sorted, My Goodness Organics, Fresh Meals 2 U, Dietlicious, Gourmet Dinner Service, Eat Fit Food, Jenny Craig or Dinner Ladies.*

*“I’m guessing there may be more meal delivery services than you realised – but Roy Morgan is on top of this exciting new market and measuring the success of these new meal delivery services.*

*“Many of the new meal delivery services are a product of the so-called ‘gig economy’ and this is particularly applicable to market leading Uber Eats. Uber Eats launched in Australia in April 2016 and already the leading meal delivery service for the early adopting ‘Metrotechs’.*

*“16.4% of Metrotechs use Uber Eats in an average three months compared to 13.4% using Menulog/Eatnow.com.au (the two companies merged in recent years), 7.3% using Deliveroo and 3.8% using Foodora.*

*“For further information on Roy Morgan’s Helix Personas which comprise seven different psychographic communities that encompass 56 unique Personas visit Roy Morgan’s Helix Personas website – [www.helixpersonas.com](http://www.helixpersonas.com).”*

**For comments and information about Roy Morgan’s latest food and meal delivery service data, please contact:**

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## Related research findings

Browse our Online Store for an extensive range of profiles on meal delivery services such as Uber Eats, Menulog, Deliveroo, Foodora, Eatnow.com.au and the different types of [food](#) Australians enjoys, including the many and varied [cuisines](#) that Australians dip their palates into and more.

Compiled with data from Roy Morgan's Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target

## Roy Morgan Helix Personas – Click through to learn more

[Helix Personas](#) is a unique and powerful consumer segmentation and data integration tool that combines sophisticated psychographic and behavioural data to classify the Australian population into 56 Personas and seven communities. Helix Personas uses a combination of Roy Morgan Single Source data and third party data sources.

This information is used to understand future buying intentions and media consumption patterns. These are easily integrated with third party datasets.

## About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

