



Commuter Insights Report 2025

## How digital convenience and rewards are driving commuter habits

### A deep dive into the motivations of Australia's paid parking consumers

Travel patterns to and from Australia's urban areas have remained strong in recent years. 28% of Australians still drive into selected urban areas at least once a month, showcasing that the convenience of driving makes it the most popular mode of transport for commuters.

Two factors continue to drive commuters' decision making when it comes to choosing a car park: convenience and value.

Drawing from independent research of over 1,000 households, Wilson Parking identifies the latest commuter trends.

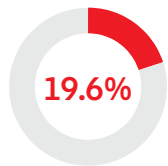


# Understanding the evolving needs of urban drivers

Driving to the city for work remains one of the leading reasons people travel to urban areas. In addition to work, other motivators such as shopping, entertainment and socialising are also influencing drivers' decisions.

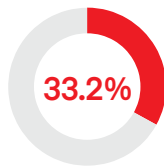
Research highlights three key tech-savvy demographics driving commuter behaviour: Gen Z, Millennials, and Gen X. These groups are the most digitally connected segments, each with distinct preferences and habits that shape their daily commute.

## Here's a snapshot of modern driver demographics



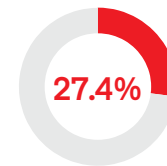
### Generation Z Aged 15 to 29

- 19.6% of the urban driver market.
- Predicted to form the majority of paid parking customers in 2035, representing an estimated 36.2% of the market share.<sup>1</sup>



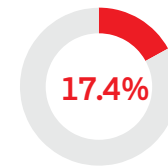
### Millennials Aged 30 to 44

- The largest pool of urban drivers at 33.2%.
- The second highest spending demographic.
- Market share is likely to decline slightly to 31.6%<sup>1</sup> in the next 10 years.<sup>1</sup>



### Generation X Aged 45 to 59

- 27.4%<sup>1</sup> of the urban driver market.
- The highest spenders on paid parking—specifically those aged 45 to 49.
- Projected to grow from 24.3% to 27.6% in the next 10 years.<sup>1</sup>



### Baby Boomers Aged 60 to 78

- According to our research, 17.4% of the urban driver market.
- Pays more per visit for parking, but travels less frequently than other groups.
- Predicted to comprise only 5.9% of the customer spread by 2035.<sup>1</sup>

**Generation Alpha**, aged 0 to 18, will emerge as a customer base by 2035 and is predicted to hold 9.8% of the urban driver market share.<sup>1</sup>

Source: 1. ANZ Institutional Data and Analytics








# Why drivers visit urban areas

Commuters represent a significant portion of urban drivers, with 53% of workers in-office 5 days a week and another 34% working hybrid schedules that require regular office visits.




However, this is not the sole motivator for travellers – other reasons people drive to urban centres also shape paid parking patterns.

## Five leading reasons drivers visit urban areas

|                              |  Working in the area |  Shopping |  Entertainment |  Visiting family and friends |  Events |
|------------------------------|---|--|--|---|--|
| One or more weekdays         | 68%   | 22%  | 9%   | 17%   | 6%   |
| Mix of weekdays and weekends | 29%   | 32%  | 34%  | 34%   | 31%  |
| Mainly weekends              | 3%  | 46%  | 58%  | 50%   | 63%  |

# Shifts in industry trends

Evolving trends in urban commutes are being shaped by return-to-office patterns, public transport developments, and changing government policies.

| Market Trends   | New South Wales  | Victoria   | Queensland   |
|---|--|--|--|
| Return to office   | <b>77% return to office</b><br>up 4% in Q4 2024 vs Q4 2023             | <b>61% return to office</b><br>up 4% in Q4 2024 vs Q4 2023             | <b>88% return to office</b><br>up 11% in Q4 2024 vs Q4 2023                        |
| Public transport   | <b>4.9% increase</b><br>in CBD train journeys<br>in Q4 2024 vs Q4 2023 | <b>5.8% increase</b><br>in CBD metro journeys<br>in Q4 2024 vs Q4 2023 | <b>24.5% increase</b><br>in South-East QLD train journeys<br>in Q4 2024 vs Q4 2023 |
| Government policy  | <b>Toll changes</b><br>for Western, East & North Sydney                | <b>73% proposed increase</b><br>congestion levy tax                    | <b>50c transport fare</b><br>permanent since August 2024                           |



# Jugglers

The continued rise of a demographic within the commuter market

With the ongoing shift towards flexible working, the 'juggler' demographic continues to grow. Jugglers use their commute to complete other daily tasks, taking advantage of an adaptable schedule to get the most from their trip.

## Understanding 'jugglers'

Research shows that jugglers have diverse travel patterns.



### 42% of commuters make stops

on the way to or from work – whether for errands, appointments, or other daily tasks. A substantial increase of 34% from our previous survey. This growth reflects how commuters are increasingly maximising the efficiency of their travel time.



### 21% travel with children

some or all the way, coordinating school drop-offs, daycare runs, and after-school activities with their work commute.



### 15% pick up other passengers

or drop them off at some point during their journey, carpooling with family members, colleagues, or neighbours.

## Their parking needs remain the same

Despite complex travel patterns, jugglers' paid parking requirements haven't changed. They want:

- Affordable parking options that won't strain their budget across multiple stops.
- Fast, reliable and convenient access that supports their tight, multi-stop schedules.
- The freedom to come and go as they need without restrictive time limits.



## The top three reasons commuters use paid parking



### To be close to their destination

Drivers often prefer parking close to their destination because it saves time, feels safer, and adds the convenience of quick access to where they need to be.



### To save time

Commuters often choose paid parking because it allows them to save time by avoiding the hassle of searching for street parking and get on with their day.



### To reduce stress

Many commuters opt for paid parking to reduce stress by prepaying, which helps them avoid the hassle of finding a spot and makes the whole experience smoother and more predictable.

# Aligning with market demands to facilitate growth



Based on a survey of over 1,000 households, 60% of respondents reported having the flexibility to travel to and from urban areas at times of their choosing.

This reflects more flexible work arrangements, where individuals may adjust their start and end times to accommodate activities such as school drop-offs or pickups.

As a result, commuting patterns have become more varied, prompting many to look for parking options that align with their schedules.

The most valued features among these commuters are:



**Seamless entry  
and exit options  
to car parks**



**Pre-pay for  
parking online**



**Online or In App  
map search for the  
closest car park**



# What drives customers to pay for parking



## 1. Innovative technology

Innovative technology not only simplifies the parking experience but also introduces significant benefits that can deliver loyal and engaged customers and optimise income for parking providers.

This level of convenience can be particularly attractive to urban drivers, who may face time constraints or stress when looking for parking.

Technologies that enable pre-payment and a simplified entry and exit approach help reduce parking issues and ensure a smooth, hassle-free experience, making paid parking a more appealing and accessible solution for a wide range of customers.



## 2. Safety

For survey respondents across all metropolitan areas, safety plays a huge role in whether a customer decides to use a car park. That includes:

- Quality lighting in car parks plays a key role in safety by illuminating potential hazards, improving visibility for both drivers and pedestrians, and reducing the risk of incidents.
- Clear signage in car parks enhances safety by guiding drivers and pedestrians effectively, reducing confusion, and helping everyone to navigate the area with confidence.
- Clean car parks to minimise hazards such as debris, spills, or obstacles, creating a safer environment for both drivers and pedestrians.



## 3. Rewards and discounts

Access to rewards and discounts is the second-most desired feature in digital parking solutions according to commuters.

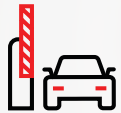
Leading parking providers are tapping into this demand by offering loyalty rewards, fuel discounts, and exclusive perks. These incentives enhance the customer experience by maintaining a trusted and reputable brand.

# Harnessing digital solutions to meet commuter demand

With the number of drivers expected to grow by 14.6% by 2035,<sup>1</sup> demand for efficient, user-friendly parking solutions is increasing.

Research shows that many commuters are already familiar with digital parking tools, with 95% of drivers aware of them and 42% having used mobile platforms to manage their parking.

As commuter expectations shift toward convenience and reliability, digital solutions play an essential role in streamlining access, reducing wait times, and supporting the long-term efficiency of urban mobility networks.



Number of drivers  
expected to grow  
by 2035

**14.6%**



Drivers aware  
of digital  
parking tools

**95%**



Drivers that have used  
mobile platforms to  
manage parking

**42%**



# Flexible parking solutions, anytime, anywhere

Digital platforms are making it easier for commuters to access parking that suits their needs — whether for a few hours or the whole day.

Features like flexible parking options, exclusive bundles, and loyalty benefits are increasingly common, supporting more efficient and adaptable travel in busy urban environments.

## Convenience that fits the commuter lifestyle

Seamless technology transforms parking by removing common hassles and helping commuters save time. Features like real-time availability, reliable cashless payment, and guided navigation help save time and reduce stress — supporting a smoother, more predictable daily commute.

### What commuters value in a digital solution:

- Instant access through email or social login — one account for all their parking needs.
- Live map search with real-time availability, pricing, and car park details.
- Reliable payment options including stored cards and Apple Pay for lightning-fast transactions.
- Turn-by-turn directions to help them get to their spot without the detours.
- 24/7 in-app support for immediate assistance when they need it most.



## A better car park experience

Contact our team to learn more  
[wilsonparking.com.au/business](https://wilsonparking.com.au/business)

