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TOWNSVILLE CITY COUNCIL

COMMUNITY INSIGHTS REPORT

June 2019

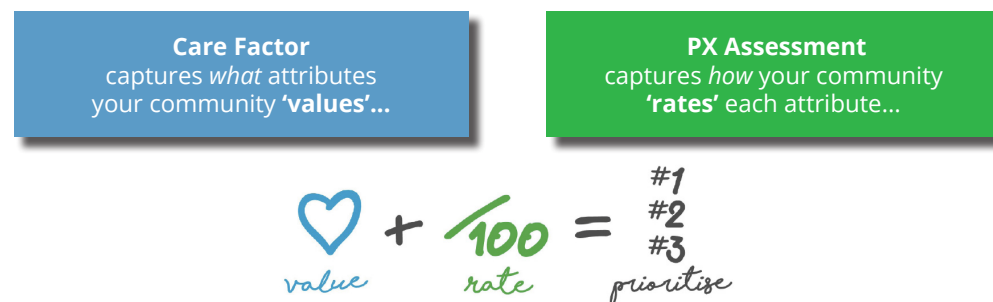# TABLE OF CONTENTS

ABOUT PLACE SCORE AND THIS RESEARCH

Place Score offers two sophisticated data collection tools; Care Factor and Place Experience (PX) Assessments. Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived experience.

Together they help you identify what is important, how a place is performing and what the focus of change should be. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment.

There are many benefits in using Place Score for your project research:

- Community segmentation; geographic and demographic

- Insights that can be used for multiple projects over a number of years: strategic planning and implementation projects

- Quantitative data for evidence based planning to measure the impact of investment over time

- Identification of place attributes that the community all cares about as well as potential conflicts to minimise risk

HOW THE PLACE SCORE SYSTEM WORKS:

Care Factor captures *what* attributes your community **'values'**...	PX Assessment captures *how* your community **'rates'** each attribute...

A place attribute with a high Care Factor but a low PX Score should be prioritised.

WHERE AND WHEN WAS THIS DATA COLLECTED?

Between 29 April and 26 May 2019 Place Score collected Neighbourhood Care Factor surveys and PX Assessments for Townsville City Council. This data is the basis for your Community Insights Report.

NEIGHBOURHOOD CARE FACTOR SURVEY

Which place attributes are most important to you in your ideal neighbourhood?

- 1966 respondents
- Respondents were asked 'What's your big or small idea to make your neighbourhood better for you?'
- 1405 people shared their ideas for change.
- Online and face-to-face data was collected between 29 April and 26 May 2019.

NEIGHBOURHOOD PX ASSESSMENTS

How is each place attribute impacting your personal enjoyment of your neighbourhood?

- 640 respondents
- Respondents were asked 'What's missing in your neighbourhood that would make it better for you?'
- 526 people shared their ideas for change.
- Online and face-to-face data was collected between 29 April and 26 May 2019.

A TOTAL OF **2,606 RESPONSES** WERE COLLECTED DURING THE RESEARCH PERIOD.

ABOUT THE RESPONDENTS

CONFIDENCE LEVEL:

Unless noted otherwise, a **95% confidence level** with a margin of error of ±10 % can be expected for all Care Factor Data and less than ±7.8 pts for PX data.

	Demographic	Low Target	Achieved	Remark
CF	LGA	n = 380 for ±5% at 95% Confidence	n = 1966	**Above target**
	15-24 yrs	19.5% ±5%	9.6%	4.9% below target margin
	25-44 yrs	35.3% ±5%	41.5%	1.2% above target margin
	45-64 yrs	30.2% ±5%	37.1%	1.9% above target margin
	65+ yrs	15.1% ±5%	11.8%	**On target**
	Male	50% ±5%	37.9%	7.1% below target margin
	Female	50% ±5%	61.9%	6.9% above target margin
	Smallest sample (Gulliver)	n = 96 for ±10% at 95% Confidence	n = 120	**Above target**
PX	LGA	n = 280 for ±3.5pts at 95% Confidence	n = 640	**Above target**
	15-24 yrs	19.5% ±5%	8.8%	5.7% below target margin
	25-44 yrs	35.3% ±5%	49%	8.7% above target margin
	45-64 yrs	30.2% ±5%	34.1%	**On target**
	65+ yrs	15.1% ±5%	8.2%	1.9% below target margin
	Male	50% ±5%	35.8%	0.4% below target margin
	Female	50% ±5%	64.1%	**On target**
	Smallest sample (Gulliver)	n = 70 for ±7pts at 95% Confidence	n = 57	**Achieved ± 7.8pts at 95% confidence level**

CARE FACTOR DATA

Data was collected via online and face-to-face surveys during the period 29th of April and 26th May 2019. A total of 1966 people participated.

n=1966

GENDER

37.9%   61.9%   0.2%

AGE[1]

- 15-24 — 9.6%
- 25-44 — 41.5%
- 45-64 — 37.1%
- 65+ — 11.8%
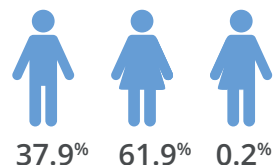
COUNTRY OF BIRTH

Australia	83%
United Kingdom[2]	5.3%
New Zealand	2.7%
South Africa	0.8%
Germany	0.6%

PX DATA
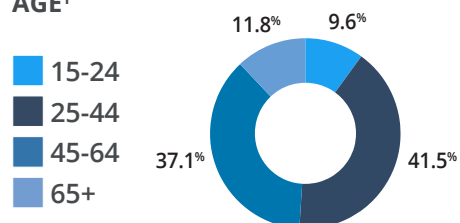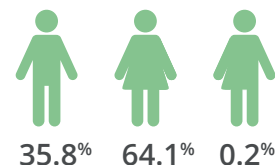
Data was collected via online and face-to-face surveys during the period 29th of April and 26th May 2019. A total of 640 people participated.

n=640

GENDER

35.8%   64.1%   0.2%

AGE[1]

- 15-24 — 8.8%
- 25-44 — 49%
- 45-64 — 34.1%
- 65+ — 8.2%
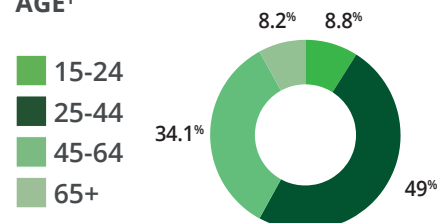
COUNTRY OF BIRTH

Australia	83.9%
United Kingdom[2]	4.8%
New Zealand	2.7%
Canada	0.9%
South Africa	0.9%

2016 CENSUS DATA

This column captures the make-up of our population in accordance with the 2016 census.

N=186,757

GENDER

50%   50%   N/A%

AGE[1]

- 15-24 — 19.5%
- 25-44 — 35.3%
- 45-64 — 30.2%
- 65+ — 15.1%
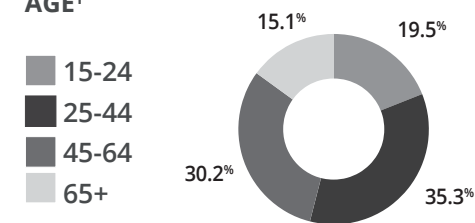
COUNTRY OF BIRTH

Australia	78.6%
England[2]	2.6%
New Zealand	2.3%
Philippines	0.9%
India	0.7%

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Notes: [1]Place Score does not actively collect surveys from people aged under 15. [2]Place Score groups the United Kingdom.

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EXECUTIVE SUMMARY

THIS SECTION PROVIDES AN EXECUTIVE SUMMARY OF
KEY FINDINGS FOR YOUR COUNCIL

LGA STRENGTHS AND PRIORITIES

These tables and graph illustrate your neighbourhood strengths, liveability improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

LIVEABILITY IMPROVEMENT PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently underperforming. Improving these attributes will have the most significant impact on your community.

**SECONDARY PRIORITIES** identify attributes to look-out for, they are negatively affecting liveability and can become more significant issues if more people start caring about them.

CF	NEIGHBOURHOOD STRENGTHS
10ᵃ	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)
8ᵃ	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)
1	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
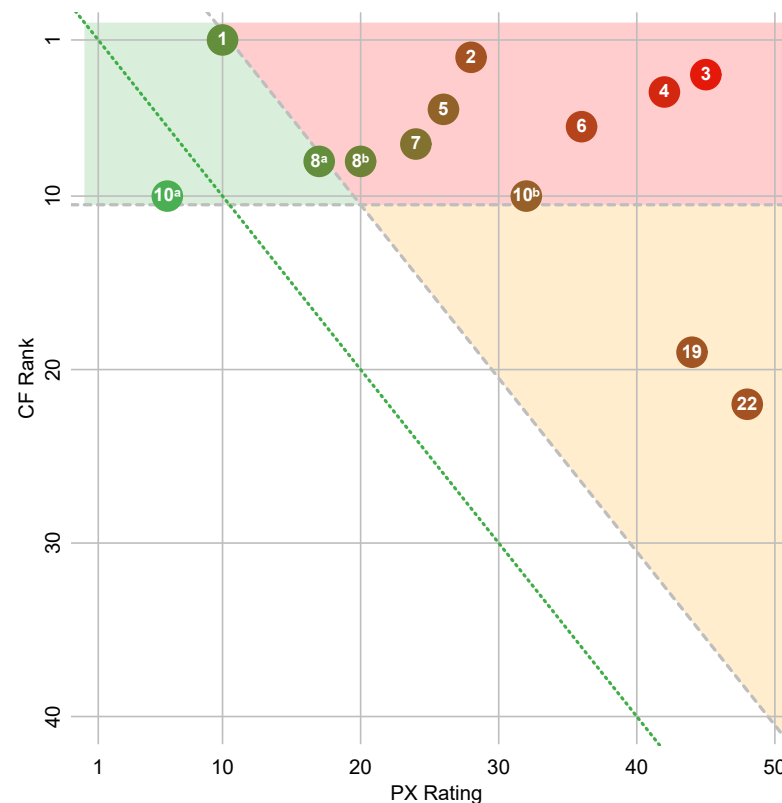
LEGEND

--- *Horizontal: Top 10 CF threshold Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking¹ (PX=CF+10)*

······ *Equal CF rank and PX Score (PX=CF)*

CF	LIVEABILITY IMPROVEMENT PRIORITIES
3	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
4	**Sense of personal safety** (for all ages, genders, day or night)
6	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
2	**General condition of public open space** (street trees, footpaths, parks etc.)
10ᵇ	**Quality of public space** (footpaths, verges, parks etc.)
5	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
7	**Landscaping and natural elements** (street trees, planting, water features etc.)
8ᵇ	**Spaces suitable for specific activities or special interests** (entertainment, exercise, dog park, BBQs etc.)

CF	SECONDARY PRIORITIES
22	**Things to do in the evening** (bars, dining, cinema, live music etc.)
19	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)

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Notes: *CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Neighbourhood Strengths have a high CF and high PX. Liveability Priorities are the poorest performing CF ranked in the overall top 10. Secondary Priorities are the worst performing overall outside of the Top 10 CF. ¹A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.*

LIVEABILITY SUMMARY

NEIGHBOURHOOD PX SCORES AND PRIORITIES

Townsville City Council provided Place Score with 5 neighbourhood areas to collect PX Assessment data for. These neighbourhoods were selected by Council as they are areas of focus for investment.

Included in the table below is average PX Score for the surveyed neighbourhoods, as well as the score for each neighbourhood. As a comparison, the average Australian Neighbourhood PX Score is currently 67.

When the Care Factor and PX Assessment data is aggregated, we are able to identify the community's liveability priorities for each neighbourhood. The lower the PX Score for the neighbourhood, the higher the overall priority for investment to improve liveability.
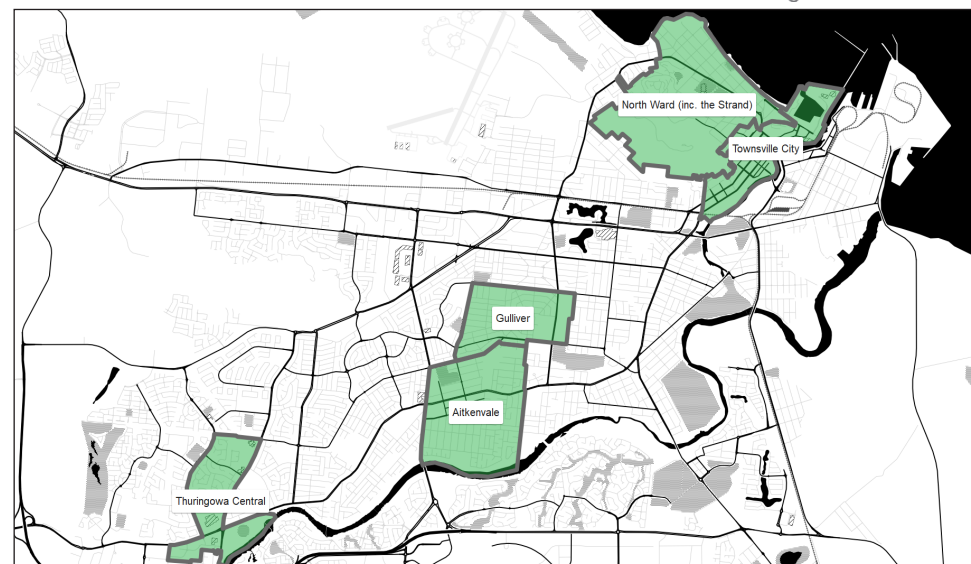
NEIGHBOURHOOD	PX	LIVEABILITY PRIORITY 1	LIVEABILITY PRIORITY 2	LIVEABILITY PRIORITY 3
OVERALL AVERAGE	**63**	**Sense of neighbourhood safety (from crime, traffic, pollution etc.)**	**Sense of personal safety (for all ages, genders, day or night)**	**Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)**
AITKENVALE	**64**	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Sense of personal safety (for all ages, genders, day or night)	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
GULLIVER	**61**	Sense of personal safety (for all ages, genders, day or night)	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
NORTH WARD (INC. THE STRAND)	**67**	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	Sense of personal safety (for all ages, genders, day or night)
THURINGOWA CENTRAL	**60**	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Sense of personal safety (for all ages, genders, day or night)	General condition of public open space (street trees, footpaths, parks etc.)
TOWNSVILLE CITY	**64**	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Sense of personal safety (for all ages, genders, day or night)	General condition of public open space (street trees, footpaths, parks etc.)

Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required. Liveability priorities have a high Care Factor and a low PX Score - People care highly about them, but they are perceived as performing poorly. Grayed cells identify the overall liveability priorities, while green cells identify a neighbourhood's liveability priorities that differ from the overall top three priorities.*

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HOW DO YOU COMPARE?

PXassessment
neighbourhood

THE SURVEYED PRECINCTS AVERAGE IS NOT PERFORMING AS WELL AS THE AUSTRALIAN AVERAGE

Your PX Scores acts as a benchmark to track liveability performance over time and allows for comparison against other locations.

PX Scores:

81	Potts Point
67	National Average
65	Coffs Harbour LGA Average
63	Townsville LGA Average
58	Wentworthville
56	Schofields

YOUR TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Ease of driving and parking	+14.1
Range of housing prices and tenures (low to high $, buy or rent etc.)	+9.5
Local education options (from elementary to adult education)	+3.5
Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)*	+1.7*
Protection of the natural environment*	+0.5*

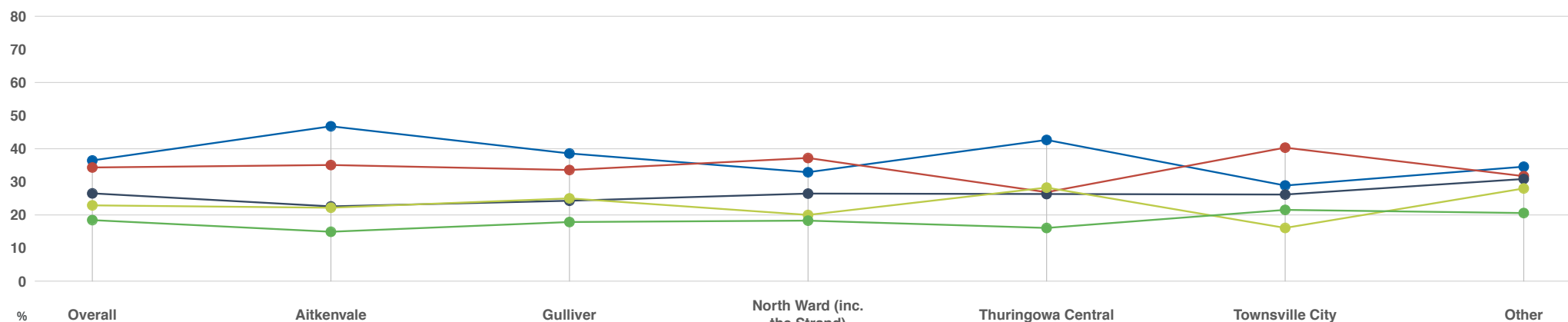| YOUR BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	-16.3
Sense of personal safety (for all ages, genders, day or night)	-16.3
Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	-11.5
Local history, historic buildings or features	-10.7
Cultural and/or artistic community	-9.4

PX Scores of all 50 attributes of Townsville* compared with National Average.
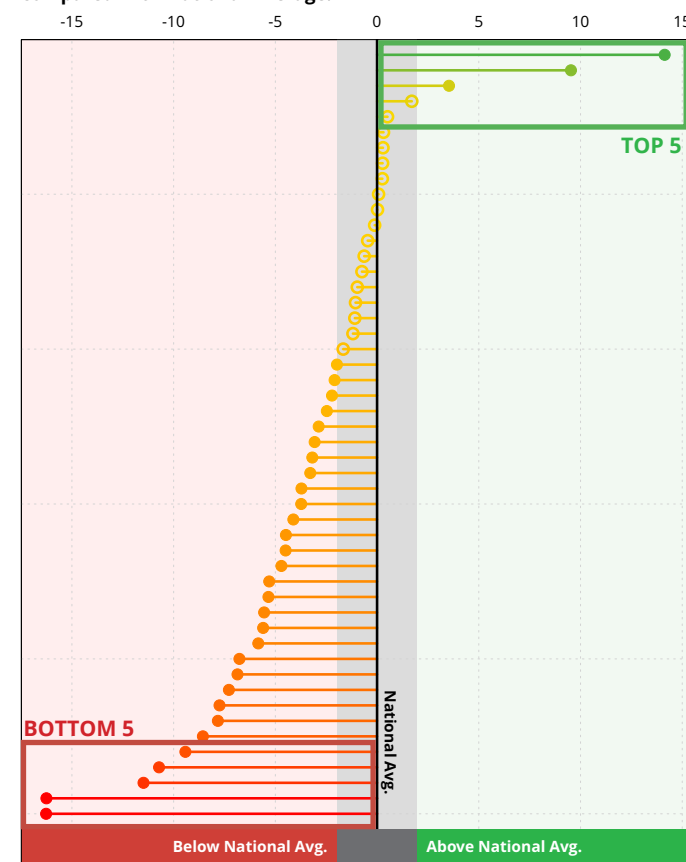
BOTTOM 5

Below National Avg. | Above National Avg.

National Avg.

TOP 5

COMMUNITY IDEAS FOR CHANGE (1/2)

COMMON COMMUNITY IDEAS INCLUDE AN INCREASED SENSE OF SAFETY, IMPROVEMENTS REGARDING ACTIVE TRANSPORT INFRASTRUCTURE AND GREENERY

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 1931 answers were collected. Here is what your community said:

Chart x-axis categories: Overall, Aitkenvale, Gulliver, North Ward (inc. the Strand), Thuringowa Central, Townsville City, Other

SOCIAL CONNECTIONS & SAFETY	MOVEMENT	NATURAL ENVIRONMENT	COMMUNITY BEHAVIOURS	FACILITIES
• Improve sense of safety and/or physical safety (24.9%)	• Improve active transport infrastructure (23.8%)	• More and/or better parks and greenery (16.9%)	• More and/or better care and maintenance (11.2%)	• More and/or better play and sports facilities (11.2%)
• Improve sense of belonging and interactions between residents (13.7%)	• Improve public transport infrastructure (5.6%)	• More and/or better sustainable actions and behaviours (4.9%)	• More and/or better management and resilience regarding economical, environmental and social challenges (9.6%)	• More and/or better community facilities (4.8%)
• More and/or better consideration and inclusion of diversity (0.7%)	• Improve private vehicle infrastructure (5.4%)	• Celebrate and/or protect the topography and landscape (4.5%)	• More and/or better animal and pest control (2.4%)	• More and/or better arts and culture facilities (2.2%)
	• Improve accessibility (2.5%)	• Celebrate and/or protect the fauna and flora (3.2%)	• More and/or better community activities and/or engagement (0.9%)	• More and/or better education and childcare facilities (1.3%)
	• Reduce private vehicle infrastructure (1.7%)	• Improve management of private green spaces (0.4%)		• More and/or better health related facilities (0.2%)
	• Reduce active and/or public transport infrastructure (0.2%)			
704 answers (36.5%) referred to social connections and safety	663 answers (34.3%) referred to movement	512 answers (26.5%) referred to the natural environment	442 answers (22.9%) referred to community behaviours	356 answers (18.4%) referred to facilities

COMMUNITY IDEAS FOR CHANGE (2/2)

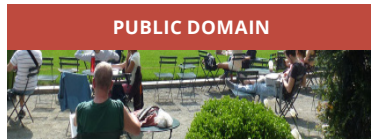## LESS THAN 20% OF IDEAS WERE ABOUT THESE THEMES

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 1931 answers were collected. Here is what your community said:

Chart x-axis labels: Overall | Aitkenvale | Gulliver | North Ward (inc. the Strand) | Thuringowa Central | Townsville City | Other

Chart y-axis (%): 0, 10, 20, 30, 40, 50, 60, 70, 80
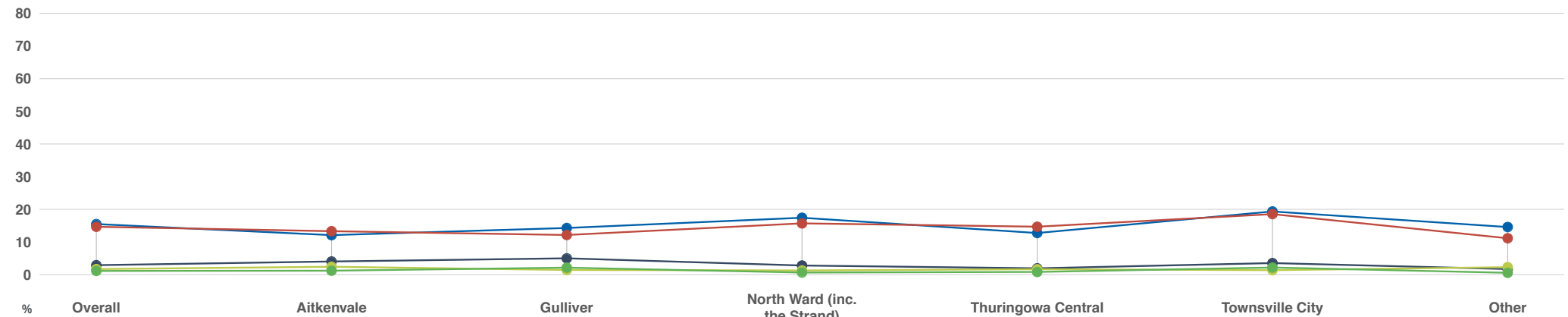
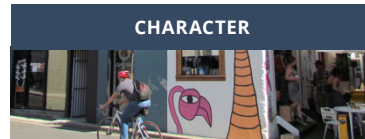| ECONOMY	PUBLIC DOMAIN	CHARACTER	HOUSING	BUILT FORM
• More and/or better retail and leisure options (10.5%) • More and/or better local businesses (3.6%) • Improve employment and/or commercial buildings occupancy (2.4%) • Increase night-time and weekend economy (0.7%) • More and/or better tourism infrastructure and management (0.7%)	• More and/or better open spaces and/or furniture (10%) • Improve comfort (noise, smell, temperature...) (4.3%)	• Celebrate and/or protect the neighbourhood's identity (1.7%) • Improve overall quality of public domain (0.8%) • Celebrate and/or protect heritage (0.6%)	• Improve quality of housing (0.73%) • Maintain range of housing types and sizes (0.52%) • Improve housing affordability (0.47%) • Diversify range of housing types and sizes (0.16%) • Protect property value (0.05%)	• Improve appearance of built form (0.67%) • Limit heights (0.21%) • Limit density (0.1%) • Increase heights (0.1%) • Increase density (0.05%) • Improve transitions and/or relationship between interfaces (0.05%)
299 answers (15.5%) referred to the economy	283 answers (14.7%) referred to the public domain	56 answers (2.9%) referred to character	33 answers (1.71%) referred to housing	22 answers (1.1%) referred to the built form

YOUR LGA DATA AT A GLANCE

carefactor
neighbourhood

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they personally care the most about.
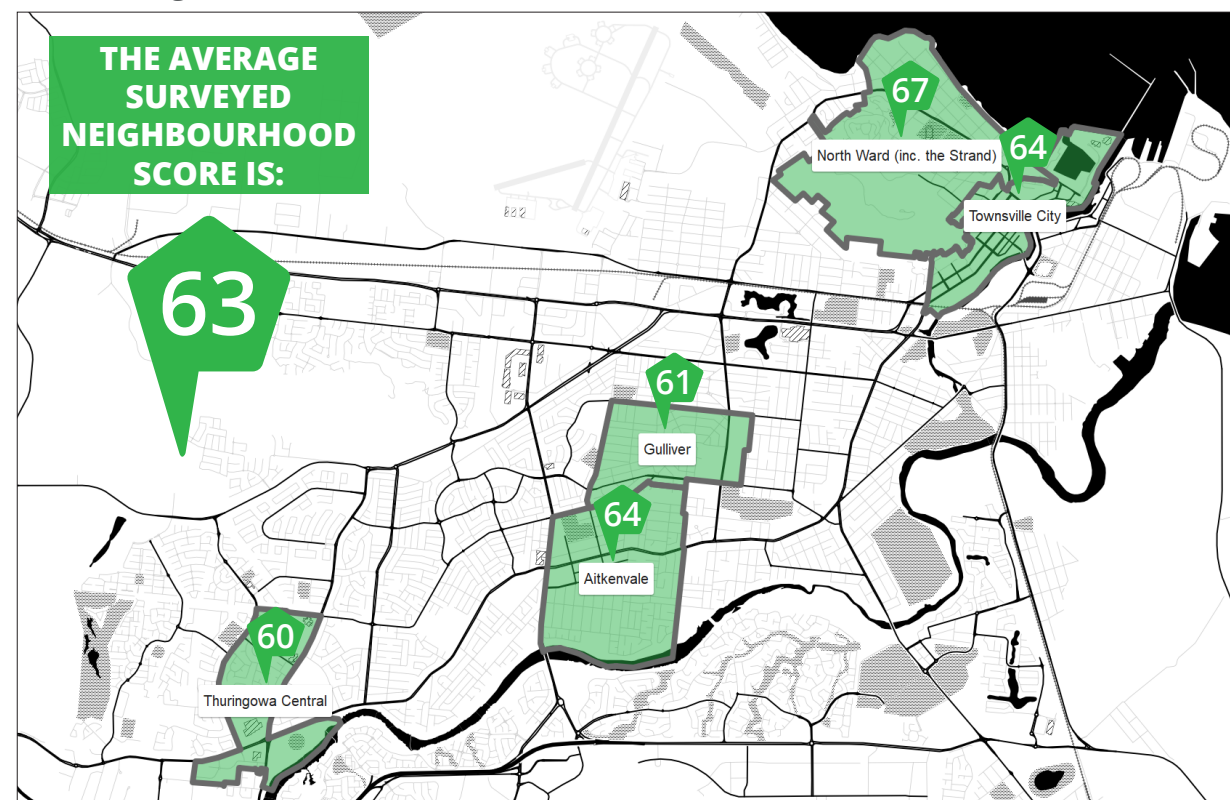
Overall, most people in your LGA selected the following Place Attributes:

RANK	ATTRIBUTE	% nw
#1	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	64%
#2	**General condition of public open space** (street trees, footpaths, parks etc.)	62%
#3	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)	60%
#4	**Sense of personal safety** (for all ages, genders, day or night)	58%
#5	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)	53%

PXassessment
neighbourhood

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Here is how community rated the liveability of their current neighbourhoods:

THE AVERAGE SURVEYED NEIGHBOURHOOD SCORE IS:

63

North Ward (inc. the Strand) — 67
Townsville City — 64
Gulliver — 61
Aitkenvale — 64
Thuringowa Central — 60

Notes: *Full data and breakdowns are available in the next sections. Care Factor percentages are based on the percentage of respondents that selected an attribute (n=1966). PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required. Map tiles by Stamen Design, under CC BY 3.0. Data by OpenStreetMap, under ODbL.*

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NEIGHBOURHOOD CARE FACTOR

YOUR CARE FACTOR DATA ACTS AS A 'PLACE CENSUS', IDENTIFYING WHAT IS MOST IMPORTANT TO THE COMMUNITY IN THEIR IDEAL NEIGHBOURHOOD. THIS DATA IS ALSO AVAILABLE VIA YOUR ONLINE DASHBOARD.

NEIGHBOURHOOD PLACE VALUES

YOUR COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE CLOSE TO NATURE AND LOOKED AFTER

Natural features, views, vegetation, topography, water and wildlife are your community's number one Care Factor. Respondents also value the celebration of natural features through landscaping and well looked after public open space.

ARE SAFE

Your community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS

Both '*Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)*' and '*Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)*' are an important part of your community's ideal neighbourhood.

OFFER GREAT LOCAL AMENITIES AND BUSINESSES

Your community cares about local amenities being easily accessible and also values the presence of grocery stores, pharmacies, banks and other 'everyday' shops in their neighbourhood.

WHO DOES NOT AGREE?:

While there are some minor differences between demographics, most of the Care Factor differences are between different neighbourhoods.

DEMOGRAPHIC DIFFERENCES IN NEIGHBOURHOOD VALUES	
25-44 YEARS OLD	33% of people aged 25-44 care about 'Spaces suitable for play (from toddlers to teens)' compared to only 18% of people aged 45-64.
45-64 YEARS OLD	39% of people aged 45-64 care about 'Overall visual character of the neighbourhood' compared to only 29% of people aged 25-44.
EUROPEAN ANCESTRY	40% of people with European (including United Kingdom) ancestry care about 'Physical comfort (including noise, smells, temperature etc.)' compared to only 32% of people with Australasian ancestry.
AUSTRALIAN BORN	34% of people born in Australia care about 'General condition of housing and other private buildings' compared to only 21% of people born in United Kingdom.
MEN	27% of Men care about 'General condition of private open space (verges, driveways etc.)' compared to only 20% of Women.
WOMEN	61% of Women care about 'Sense of personal safety (for all ages, genders, day or night)' compared to only 54% of Men.

NEIGHBOURHOOD PLACE VALUES

carefactor
neighbourhood

The Care Factor survey asks respondents to select what is most important to them in each of five Place Dimensions.

The Place Dimensions and associated Place Attributes reveal what attracts and attaches people to a neighbourhood, as well as the barriers to entry or connection.

YOUR LGA TOP 10 CARE FACTORS

Your LGA top 10 Care Factors are ranked based on how many people selected each attribute as being important to them in the 'ideal neighbourhood'.

RANK	ATTRIBUTE	% OF PEOPLE		RANK	ATTRIBUTE	% OF PEOPLE	
#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	64%	UNIQUE	#6	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	50%	SENSE OF WELCOME
#2	General condition of public open space (street trees, footpaths, parks etc.)	62%	CARE	#7	Landscaping and natural elements (street trees, planting, water features etc.)	45%	LOOK & FUNCTION
#3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	60%	SENSE OF WELCOME	=#8	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	43%	THINGS TO DO
#4	Sense of personal safety (for all ages, genders, day or night)	58%	SENSE OF WELCOME	=#8	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	43%	THINGS TO DO
#5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	53%	THINGS TO DO	#10	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	42%	SENSE OF WELCOME

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Notes: *Care Factor percentages are based on the percentage of respondents that selected an attribute, the ranking is based on the level of alignment in your community. n=1966*

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NEIGHBOURHOOD PLACE VALUES

YOUR COMMUNITY IS GENERALLY ALIGNED WITHIN YOUR TOP 5 CARE FACTORS

The following tables illustrate the differences in values between demographic groups. The circled numbers refer to the LGA's top 10 Care Factors, while the grid colour identifies each demographic's top three attributes.

DEMOGRAPHIC BREAKDOWN[1]

		#1	#2	#3	#4	#5	#6	#7	#8	#8	#10	Highest rated attributes if not in the overall top ten
ALL	1966											
Male	745	64%	60%	61%	54%	54%	51%	47%	44%	42%	43%	
Female	1217	65%	64%	59%	61%	52%	49%	44%	42%	43%	41%	
Age												
0-24	241	54%	53%	53%	53%	54%	37%	48%	37%	37%	45%	
25-44	792	63%	65%	60%	57%	52%	52%	42%	43%	46%	42%	
45-64	707	68%	61%	62%	61%	52%	52%	48%	42%	41%	42%	
65+	226	68%	66%	61%	60%	55%	46%	42%	52%	42%	38%	
Country of birth (Top 3)												
Australia	1632	63%	62%	60%	59%	52%	50%	45%	43%	43%	43%	
United Kingdom	105	68%	63%	55%	59%	54%	47%	52%	53%	50%	35%	
New Zealand	53	75%	70%	47%	57%	58%	51%	45%	36%	43%	58%	
Ancestry (Top 3)												
Australasian	1013	64%	64%	61%	59%	54%	50%	46%	43%	41%	43%	
European (including United Kingdom)	645	68%	63%	59%	59%	54%	54%	45%	44%	46%	42%	
Mixed	171	62%	56%	61%	58%	44%	40%	43%	48%	39%	41%	

DEMOGRAPHIC BREAKDOWN[1]

		#1	#2	#3	#4	#5	#6	#7	#8	#8	#10	Highest rated attributes if not in the overall top ten
Identity[2]	1966											
Residents	1104	63%	63%	59%	57%	51%	51%	47%	43%	44%	41%	
Visitors	688	66%	62%	61%	60%	53%	47%	44%	44%	42%	42%	
Workers	376	67%	66%	62%	55%	53%	53%	40%	44%	46%	48%	
Students	99	55%	44%	56%	58%	48%	40%	39%	30%	33%	36%	
Neighbourhood Type												
Rural/Suburban (Low density)	199	66%	45%	64%	61%	39%	31%	42%	33%	39%	39%	
Inner-urban (Low-medium density)	1569	65%	64%	61%	59%	54%	51%	45%	44%	44%	41%	
Inner-urban (Medium-high density)	150	61%	68%	51%	54%	57%	55%	43%	48%	35%	47%	
City (High density)	48	52%	71%	35%	48%	50%	60%	44%	46%	31%	50%	Things to do in the evening (bars, dining, cinema, live music etc.) (56%)

LEGEND
- #1 attribute
- #2 attribute
- #3 attribute

NEIGHBOURHOOD PLACE VALUES

carefactor
neighbourhood

DIFFERENCES BETWEEN NEIGHBOURHOODS

The communities in each of your neighbourhoods value different place attributes than the LGA Top 10. This table illustrates which of the LGA Top 10 attributes are less/more valued in each neighbourhood.

	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	General condition of public open space (street trees, footpaths, parks etc.)	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Sense of personal safety (for all ages, genders, day or night)	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	Landscaping and natural elements (street trees, planting, water features etc.)	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	Top 10 attributes for each Neighbourhood that are not in LGA Average Top 10 (We care about this more than everyone else...)
LGA TOP 10 RANK	#1	#2	#3	#4	#5	#6	#7	#8	#8	#10	
Aitkenvale	#1	#1	#3	#3	#3	#6	#17	#10	#13	#8	#6 Locally owned and operated businesses, #9 Sense of belonging in the community
Gulliver	#2	#2	#2	#1	#10	#7	#7	#6	#12	#9	#2 Locally owned and operated businesses, #10 Sense of belonging in the community
North Ward (inc. the Strand)	#1	#1	#5	#6	#3	#3	#7	#10	#9	#12	#7 Quality of public space (footpaths, verges, parks etc.)
Thuringowa Central	#2	#1	#4	#2	#5	#8	#6	#9	#10	#13	#7 Locally owned and operated businesses
Townsville City	#2	#1	#3	#4	#6	#4	#9	#8	#11	#7	#9 Quality of public space (footpaths, verges, parks etc.)

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Notes: *The top row of this table identifies your LGA's top 10 Care Factors. The rows below it illustrate the rank each of the LGA's top 10 CF holds in each neighbourhood. The blue column on the right identifies attributes that are in a neighbourhood's top 10 CF but are not in the LGA's top 10 CF.*

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NEIGHBOURHOOD LIVEABILITY

THE PX SCORE IS A NUMBER BETWEEN ZERO AND 100 THAT MEASURES YOUR COMMUNITY'S LIVED PLACE EXPERIENCE. IT ALLOWS YOU TO IDENTIFY WHAT ATTRIBUTES ARE CONTRIBUTING POSITIVELY AND NEGATIVELY TO HOW LIVEABLE A NEIGHBOURHOOD IS, PROVIDING YOU WITH AN IMPORTANT TOOL FOR PRIORITISING INVESTMENT.

NEIGHBOURHOOD LIVEABILITY

PXassessment
neighbourhood

YOUR COMMUNITY IDENTIFIED THEIR NEIGHBOURHOODS' AS:

HAVING ROOM FOR IMPROVEMENT

With an average PX Score of 63, your community perceives there is room for improvement when it comes to how liveable their neighbourhoods are.

OFFERING GREAT CAR ACCESSIBILITY AND CONNECTIVITY

The best performing feature of every surveyed neighbourhood, with the exception of Townsville City, is the ease of driving and parking. These neighbourhoods are also perceived as offering great connectivity to other neighbourhoods, employment centres and/or shops.

GREAT PLACES TO MEET LIKE-MINDED PEOPLE

'*There are people like me (age, gender, interests, ethnic backgrounds etc.)*' is amongst the strongest feature of the surveyed neighbourhoods.

A LITTLE BLAND WHEN IT COMES TO THE BUILT ENVIRONMENT

Overall, your community perceives '*Unusual or unique buildings and/or public space design*' and '*Local history, historic buildings or features*' as your some of your surveyed neighbourhoods' worst performing attributes.

NOT VIBRANT AT NIGHT-TIME

You community does not perceive the surveyed neighbourhoods as offering great night-time entertainment (bars, dining, cinema or live music etc.).

PXassessment
neighbourhood

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Here is how community rated the liveability of their current neighbourhoods:

THE AVERAGE SURVEYED NEIGHBOURHOOD SCORE IS:

63

North Ward (inc. the Strand) — 67
64 — Townsville City
61 — Gulliver
64 — Aitkenvale
60 — Thuringowa Central
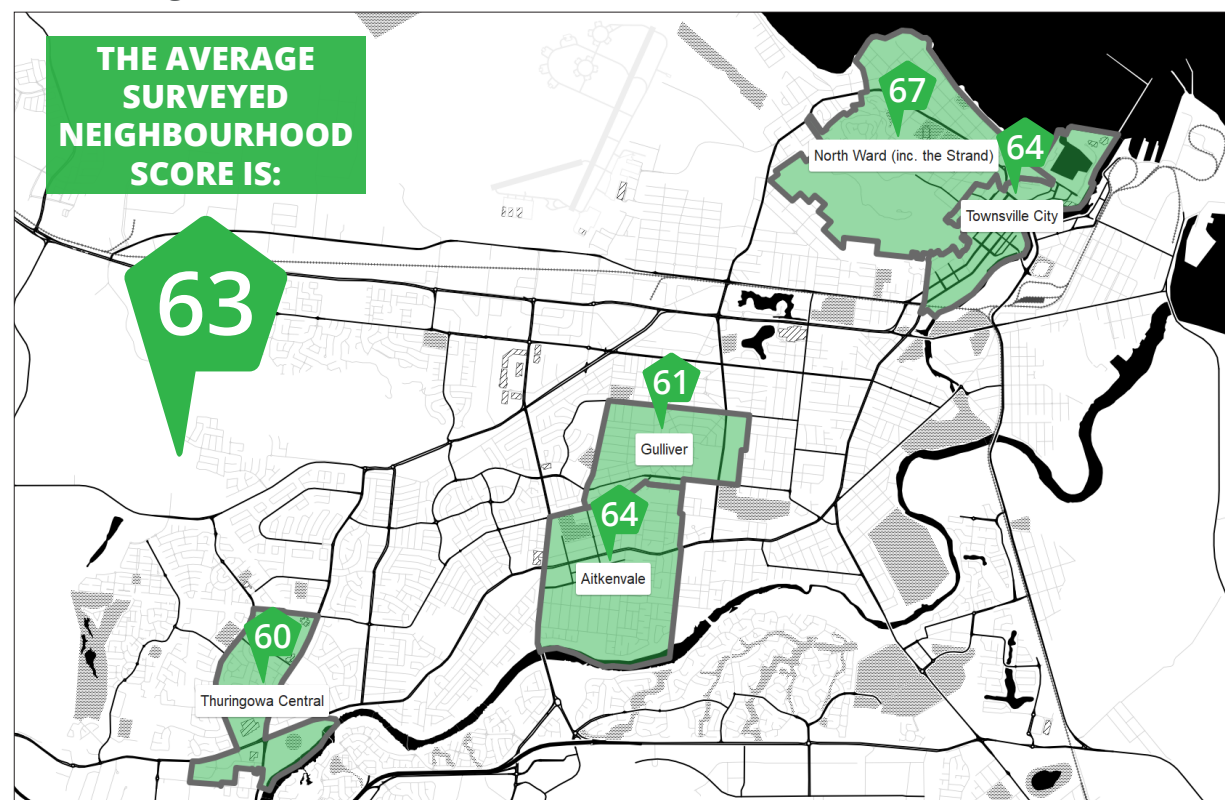
NEIGHBOURHOOD LIVEABILITY

DEMOGRAPHIC DIFFERENCES

This table identifies the PX Scores of your neighbourhoods filtered by different demographics and by association. It allows you to see how different cohorts rate the current state of their neighbourhood.

LEGEND

Under 10 respondents
PX 70+ Performing well
PX 50-69 Room for improvement
PX <50 Urgent care needed

Location	n	Total PX Score	Men	Women	0-24	25-44	45-64	65+	Resident	Visitor	Worker	Student
Surveyed Neighbourhood Average	640	63	63	64	62	64	64	65	65	62	64	66*
Aitkenvale	103	64	61	66	64*	66	63	70	62	69	66	59
Gulliver	57	61	58*	62	49	64*	58*	64	58	75	58	86
North Ward (inc. the Strand)	176	67	65	68	70*	67	66	69*	72	62	60*	78
Thuringowa Central	147	60	58	61	57*	60	60	58*	64	54	60*	55
Townsville City	157	64	65	63	68*	62	67	74	63	63*	65	77

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Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.*
*Less than 30 respondents

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NEIGHBOURHOOD LIVEABILITY (1/2)

PXassessment
neighbourhood

NORTH WARD (INC. THE STRAND) HAS THE HIGHEST LIVEABILITY PX OF 67
THURINGOWA CENTRAL HAS THE LOWEST LIVEABILITY PX OF 60

This page identifies how each place dimension is performing as well as the best and worse performing attributes for each neighbourhood. Each Place Dimension is scored out of 20 with a total PX rated out of 100.

SURVEYED N'HOOD AVERAGE — 63 / 100

Dimension	Score	Max
LOOK & FUNCTION	14	20
SENSE OF WELCOME	13	20
THINGS TO DO	12	20
UNIQUENESS	12	20
CARE	12	20

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

#1 Ease of driving and parking
#2 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
#3 There are people like me (age, gender, interests, ethnic backgrounds etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

#50 Unusual or unique buildings and/or public space design
#49 Local history, historic buildings or features
#48 Things to do in the evening (bars, dining, cinema, live music etc.)

AITKENVALE — 64

Dimension	Score
LOOK & FUNCTION	15
SENSE OF WELCOME	13
THINGS TO DO	12
UNIQUENESS	12
CARE	12

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

#1 Ease of driving and parking
#2 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
#3 Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

#50 Things to do in the evening (bars, dining, cinema, live music etc.)
#49 Local history, historic buildings or features
#48 Evidence of community activity (volunteering, gardening, art, community-organised events etc.)

GULLIVER — 61

Dimension	Score
LOOK & FUNCTION	14
SENSE OF WELCOME	13
THINGS TO DO	11
UNIQUENESS	11
CARE	12

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

#1 Ease of driving and parking
#2 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
#3 Local education options (from elementary to adult education)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

#50 Things to do in the evening (bars, dining, cinema, live music etc.)
#49 Evidence of community activity (volunteering, gardening, art, community-organised events etc.)
#48 Unusual or unique buildings and/or public space design

NORTH WARD (INC. THE STRAND) — 67

Dimension	Score
LOOK & FUNCTION	15
SENSE OF WELCOME	13
THINGS TO DO	13
UNIQUENESS	13
CARE	13

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

#1 Ease of driving and parking
#2 Welcoming to all people
#3 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

#50 Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
#49 Evidence of community activity (volunteering, gardening, art, community-organised events etc.)
#48 Things to do in the evening (bars, dining, cinema, live music etc.)

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Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.*

PXassessment
neighbourhood

SURVEYED N'HOOD AVERAGE — 63 / 100

LOOK & FUNCTION — 14 / 20

SENSE OF WELCOME — 13 / 20

THINGS TO DO — 12 / 20

UNIQUENESS — 12 / 20

CARE — 12 / 20

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

#1 Ease of driving and parking

#2 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)

#3 There are people like me (age, gender, interests, ethnic backgrounds etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

#50 Unusual or unique buildings and/or public space design

#49 Local history, historic buildings or features

#48 Things to do in the evening (bars, dining, cinema, live music etc.)

THURINGOWA CENTRAL — 60

LOOK & FUNCTION — 14

SENSE OF WELCOME — 13

THINGS TO DO — 11

UNIQUENESS — 10

CARE — 12

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

#1 Ease of driving and parking

#2 There are people like me (age, gender, interests, ethnic backgrounds etc.)

#3 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

#50 Local history, historic buildings or features

#49 Unusual or unique buildings and/or public space design

#48 Cultural and/or artistic community

TOWNSVILLE CITY — 64

LOOK & FUNCTION — 14

SENSE OF WELCOME — 13

THINGS TO DO — 13

UNIQUENESS — 12

CARE — 12

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

#1 There are people like me (age, gender, interests, ethnic backgrounds etc.)

#2 Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)

#3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

#50 Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)

#49 Unusual or unique buildings and/or public space design

#48 Sense of neighbourhood safety (from crime, traffic, pollution etc.)

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Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.*

NEIGHBOURHOOD PROFILES

THIS SECTION PROVIDES A SUMMARY OF DATA COLLECTED FOR SELECTED NEIGHBOURHOODS IN YOUR LOCAL GOVERNMENT AREA.
EACH PROFILE INCLUDES:

A - NEIGHBOURHOOD STRENGTHS AND PRIORITIES

B - NEIGHBOURHOOD TOP 10 CARE FACTORS

C - NEIGHBOURHOOD LIVEABILITY

D - NEIGHBOURHOOD COMMUNITY IDEAS FOR CHANGE

NEIGHBOURHOOD PROFILES: INTRODUCTION

NEIGHBOURHOOD PROFILES HAVE BEEN PROVIDED FOR:

Area:
Aitkenvale
Gulliver
North Ward (inc. The Strand)
Thuringowa Central
Townsville City

EACH NEIGHBOURHOOD PROFILE INCLUDES:
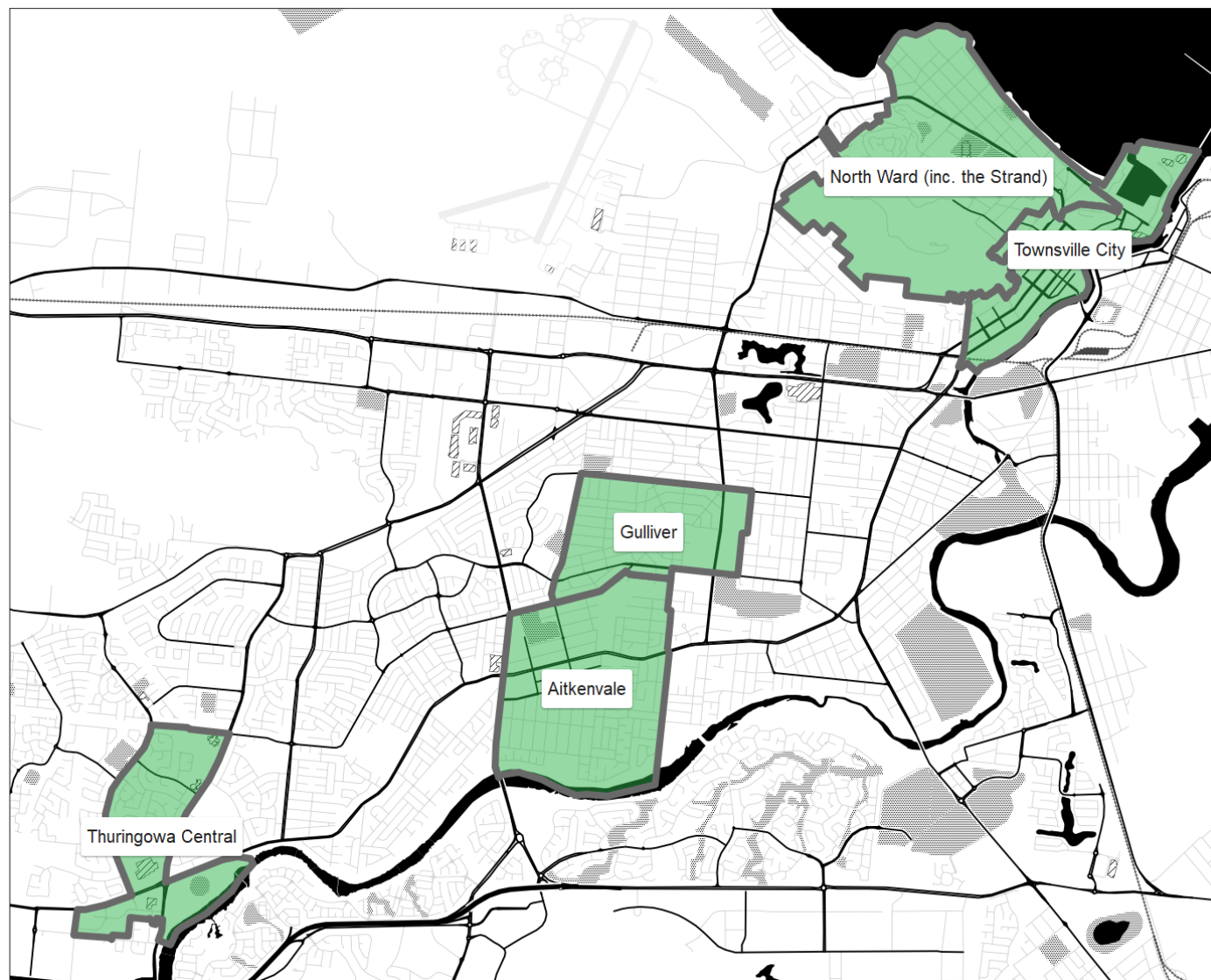
A - Neighbourhood Strengths and Priorities

B - Neighbourhood Top 10 Care Factors

C - Neighbourhood Liveability

D - Neighbourhood Community Ideas for Change

North Ward (inc. the Strand)

Townsville City

Gulliver

Aitkenvale

Thuringowa Central

Notes: *Map tiles by Stamen Design, under CC BY 3.0. Data by OpenStreetMap, under ODbL.*

NEIGHBOURHOOD PROFILE

1. AITKENVALE

1A AITKENVALE STRENGTHS AND PRIORITIES

These tables and graph illustrate your neighbourhood strengths, liveability improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

LIVEABILITY IMPROVEMENT PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently underperforming. Improving these attributes will have the most significant impact on your community.

SECONDARY PRIORITIES identify attributes to look-out for, they are negatively affecting liveability and can become more significant issues if more people start caring about them.

CF	NEIGHBOURHOOD STRENGTHS
8	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)
1ᵃ	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
6ᵃ	**Locally owned and operated businesses**
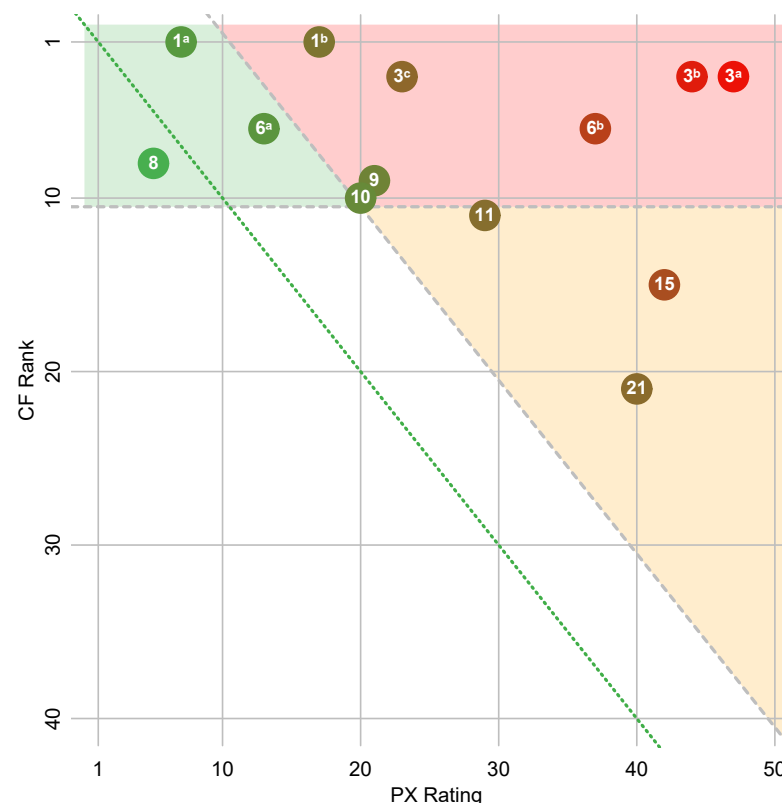
CF	LIVEABILITY IMPROVEMENT PRIORITIES
3ᵃ	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
3ᵇ	**Sense of personal safety** (for all ages, genders, day or night)
6ᵇ	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
3ᶜ	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
1ᵇ	**General condition of public open space** (street trees, footpaths, parks etc.)
9	**Sense of belonging in the community**
10	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)

CF	SECONDARY PRIORITIES
15	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)
21	**Evidence of Council/government management** (signage, street cleaners etc.)
11	**Quality of public space** (footpaths, verges, parks etc.)

LEGEND

– – – *Horizontal: Top 10 CF threshold
Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking¹ (PX=CF+10)*

······· *Equal CF rank and PX Score (PX=CF)*

Notes: *CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Neighbourhood Strengths have a high CF and high PX. Liveability Priorities are the poorest performing CF ranked in the overall top 10. Secondary Priorities are the worst performing overall outside of the Top 10 CF. ¹A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.*

1B AITKENVALE TOP 10 CARE FACTORS

WHAT ASSOCIATES MOST CARE ABOUT

Neighbourhood attributes are ranked based on how many people selected each attribute as being important to them in their 'ideal neighbourhood'.
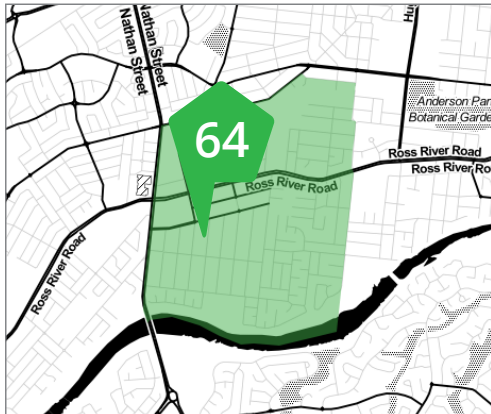
LEGEND
- #1 attribute
- #2 attribute
- #3 attribute
- #1 Different from LGA top 10 CF

RANK	ATTRIBUTE	% OF PEOPLE	
=#1	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	63%	UNIQUE
=#1	**General condition of public open space** (street trees, footpaths, parks etc.)	63%	CARE
=#3	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)	59%	SENSE OF WELCOME
=#3	**Sense of personal safety** (for all ages, genders, day or night)	59%	SENSE OF WELCOME
=#3	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)	59%	THINGS TO DO
=#6	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)	47%	SENSE OF WELCOME
=#6	**Locally owned and operated businesses**	47%	UNIQUE
#8	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)	44%	SENSE OF WELCOME
#9	**Sense of belonging in the community**	43%	UNIQUE
#10	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)	42%	THINGS TO DO

DEMOGRAPHIC BREAKDOWN[1]

		#1	#1	#3	#3	#3	#6	#6	#8	#9	#10	Highest rated attributes if not in the overall top ten
ALL	234											
Male	76	63%	61%	58%	57%	57%	49%	51%	47%	41%	43%	
Female	158	63%	65%	59%	61%	59%	46%	45%	43%	44%	42%	
Age												
0-24	36	50%	58%	50%	56%	64%	28%	36%	53%	36%	28%	
25-44	85	62%	66%	62%	61%	58%	56%	49%	46%	46%	41%	
45-64	88	67%	66%	61%	60%	55%	47%	51%	43%	41%	47%	
65+	25	68%	52%	48%	56%	68%	40%	40%	32%	48%	52%	
Country of birth (Top 3)												
Australia	195	61%	62%	61%	58%	57%	48%	47%	46%	42%	41%	
United Kingdom	15	67%	60%	40%	73%	60%	53%	33%	33%	73%	60%	
New Zealand	8	62%	75%	38%	50%	75%	38%	88%	88%	38%	38%	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.) (75%), General condition of housing and other private buildings (75%)
Ancestry (Top 3)												
Australasian	115	66%	62%	60%	58%	59%	49%	49%	52%	42%	45%	
European (including United Kingdom)	78	63%	64%	53%	65%	59%	50%	44%	42%	47%	40%	
Mixed	24	50%	71%	67%	46%	54%	33%	50%	38%	33%	46%	Physical comfort (including noise, smells, temperature etc.) (67%)

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Notes: Grey highlight = small sample size
'Highest rated attributes if not in the overall top ten' only showed for sample bigger than 6
[1]Demographic breakdown data should be used with caution as smaller samples (<80) do not meet the 95% confidence level.

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1C AITKENVALE LIVEABILITY

ASSOCIATES GAVE THEIR NEIGHBOURHOOD A SCORE OF:

64

PLACE DIMENSIONS

Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

LOOK & FUNCTION
15

SENSE OF WELCOME
13

THINGS TO DO
12

UNIQUENESS
12

CARE
12

WHAT IS IMPACTING OUR LIVED EXPERIENCE TODAY

These tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

RATE	TOP 5 LIVEABILITY CONTRIBUTORS
#1	**Ease of driving and parking**
#2	**Connectivity** (proximity to other neighbourhoods, employment centres, shops etc.)
#3	**Range of housing types and sizes** (houses, terraces, flats; number of bedrooms etc.)
#4	**Welcoming to all people**
#5	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)

RATE	BOTTOM 5 LIVEABILITY CONTRIBUTORS
#50	**Things to do in the evening** (bars, dining, cinema, live music etc.)
#49	**Local history, historic buildings or features**
#48	**Evidence of community activity** (volunteering, gardening, art, community-organised events etc.)
#47	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
#46	**Cultural and/or artistic community**

LIVEABILITY BY DEMOGRAPHIC

This table identifies the Neighbourhood PX Scores as rated by different demographic groups and by association.

Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Visitor	Worker	Student
64	61	66	NA	64*	66	63	70	62	69	66*	59

LEGEND

- Under 10 respondents
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed

Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required. *Less than 30 respondents.*
n=103

1D AITKENVALE IDEAS FOR CHANGE (1/2)

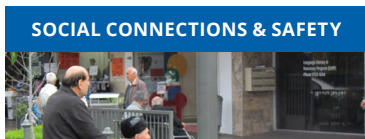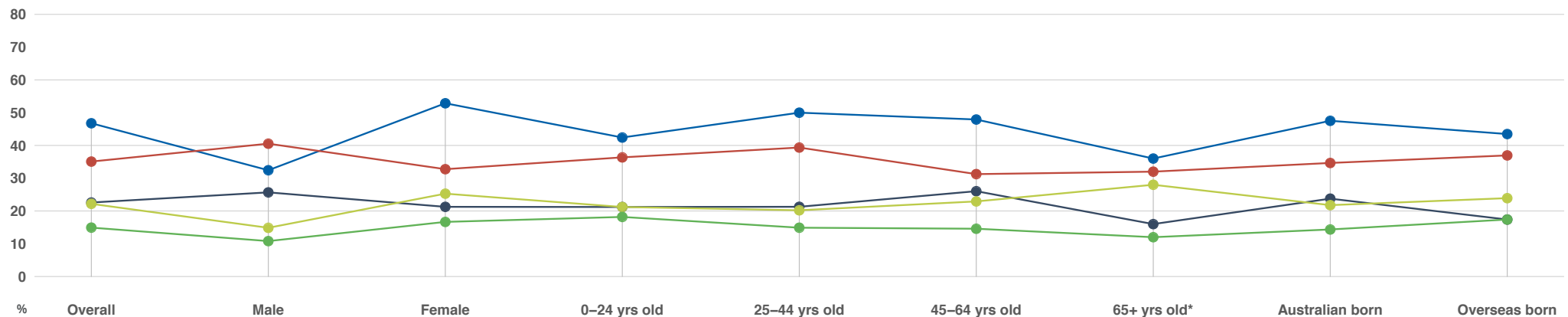## COMMON COMMUNITY IDEAS INCLUDE INCREASED SAFETY, MORE AND/OR BETTER ACTIVE TRANSPORT INFRASTRUCTURE AND AN INCREASED SENSE OF COMMUNITY

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 248 answers were collected in Aitkenvale. Here is what your community said:

Chart axis labels: 80, 70, 60, 50, 40, 30, 20, 10, 0 (%)
Categories: Overall | Male | Female | 0–24 yrs old | 25–44 yrs old | 45–64 yrs old | 65+ yrs old* | Australian born | Overseas born

SOCIAL CONNECTIONS & SAFETY	MOVEMENT	NATURAL ENVIRONMENT	COMMUNITY BEHAVIOURS	FACILITIES
• Improve sense of safety and/or physical safety (34.7%) • Improve sense of belonging and interactions between residents (16.5%) • More and/or better consideration and inclusion of diversity (0.4%)	• Improve active transport infrastructure (26.6%) • Improve private vehicle infrastructure (4.8%) • Improve public transport infrastructure (4.8%) • Improve accessibility (2.42%) • Reduce private vehicle infrastructure (2.4%)	• More and/or better parks and greenery (14.5%) • More and/or better sustainable actions and behaviours (4.4%) • Celebrate and/or protect the topography and landscape (4.4%) • Celebrate and/or protect the fauna and flora (2.4%)	• More and/or better management and resilience regarding economical, environmental and social challenges (12.5%) • More and/or better care and maintenance (8.5%) • More and/or better animal and pest control (1.6%) • More and/or better community activities and/or engagement (0.4%)	• More and/or better play and sports facilities (7.7%) • More and/or better community facilities (5.7%) • More and/or better arts and culture facilities (2.4%) • More and/or better education and childcare facilities (0.8%) • More and/or better health related facilities (0.4%)
116 answers (46.8%) referred to social connections and safety	87 answers (35.1%) referred to movement	56 answers (22.6%) referred to the natural environment	55 answers (22.2%) referred to community behaviours	37 answers (14.9%) referred to facilities

LESS THAN 20% OF IDEAS RELATED TO THESE THEMES

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 248 answers were collected in Aitkenvale. Here is what your community said:
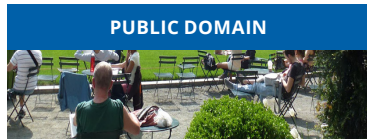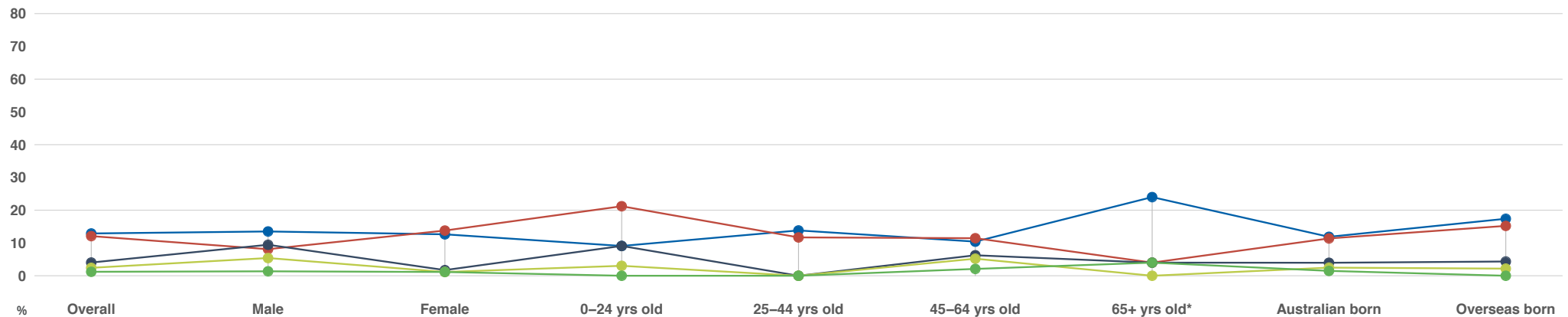
PUBLIC DOMAIN	**ECONOMY**	**CHARACTER**	**HOUSING**	**BUILT FORM**
• More and/or better open spaces and/or furniture (8.9%) • Improve comfort (noise, smell, temperature...) (5.2%)	• More and/or better retail and leisure options (9.7%) • More and/or better local businesses (2%) • Improve employment and/or commercial buildings occupancy (1.6%)	• Celebrate and/or protect the neighbourhood's identity (2.8%) • Improve overall quality of public domain (2%) • Celebrate and/or protect heritage (0.4%)	• Maintain range of housing types and sizes (1.2%) • Improve quality of housing (0.8%) • Improve housing affordability (0.4%)	• Limit heights (1.21%)
32 answers (12.9%) referred to the public domain	30 answers (12.1%) referred to the economy	10 answers (4%) referred to character	6 answers (2.4%) referred to housing	3 answers (1.2%) referred to the built form
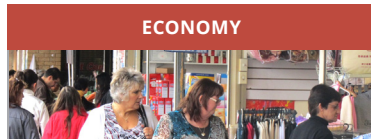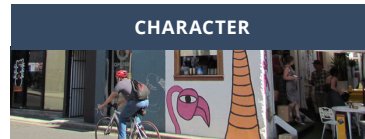
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Notes: *Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Themes are in order from left to right based on recurrence amongst the overall responses. *Small sample (n=<30). Demographics with less than 10 respondents are not displayed. Percentages are rounded to the first digit, which may lead to minor differences when summed.*

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NEIGHBOURHOOD PROFILE

2. GULLIVER

2A GULLIVER STRENGTHS AND PRIORITIES

These tables and graph illustrate your neighbourhood strengths, liveability improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

LIVEABILITY IMPROVEMENT PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently underperforming. Improving these attributes will have the most significant impact on your community.

SECONDARY PRIORITIES identify attributes to look-out for, they are negatively affecting liveability and can become more significant issues if more people start caring about them.

CF	NEIGHBOURHOOD STRENGTHS
9	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)

LEGEND

- - - *Horizontal: Top 10 CF threshold*
Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)

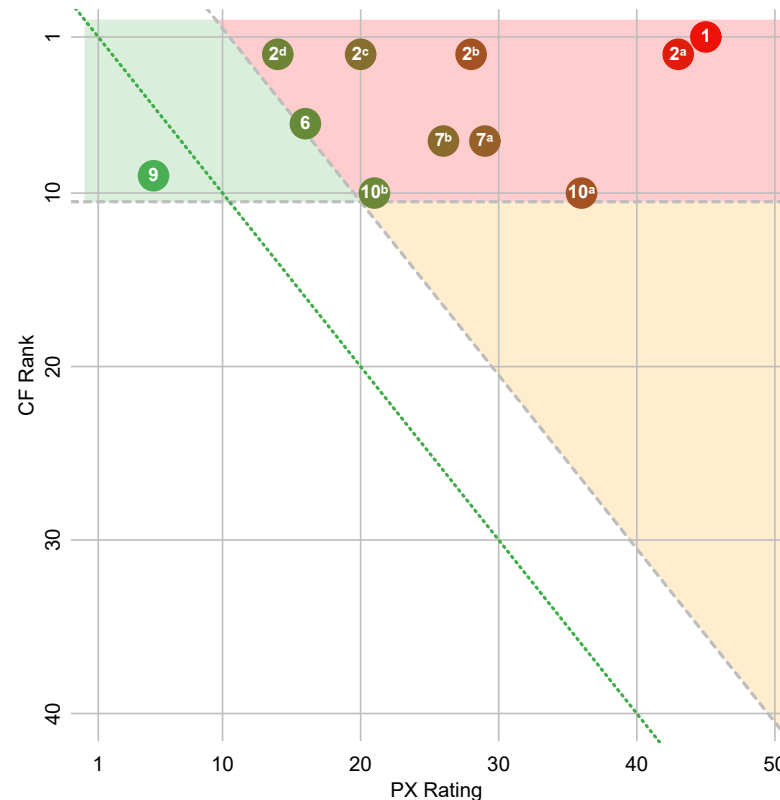........ *Equal CF rank and PX Score (PX=CF)*

CF	LIVEABILITY IMPROVEMENT PRIORITIES
1	**Sense of personal safety** (for all ages, genders, day or night)
2a	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
10a	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
2b	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
7a	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
7b	**Landscaping and natural elements** (street trees, planting, water features etc.)
2c	**General condition of public open space** (street trees, footpaths, parks etc.)
2d	**Locally owned and operated businesses**
10b	**Sense of belonging in the community**
6	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)

Notes: *CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Neighbourhood Strengths have a high CF and high PX. Liveability Priorities are the poorest performing CF ranked in the overall top 10. Secondary Priorities are the worst performing overall outside of the Top 10 CF. [1]A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.*

2B GULLIVER TOP 10 CARE FACTORS

carefactor *neighbourhood*

WHAT ASSOCIATES MOST CARE ABOUT

Neighbourhood attributes are ranked based on how many people selected each attribute as being important to them in their 'ideal neighbourhood'.

LEGEND
- #1 attribute
- #2 attribute
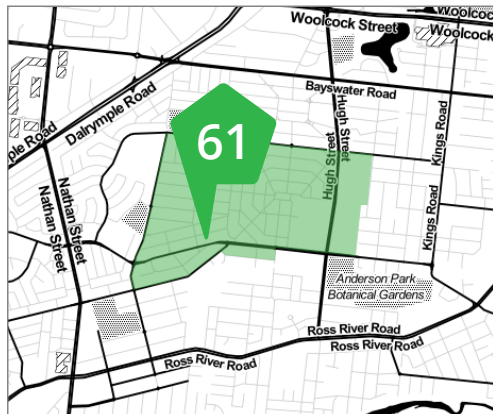- #3 attribute
- Different from LGA top 10 CF

RANK	ATTRIBUTE	% OF PEOPLE	
#1	Sense of personal safety (for all ages, genders, day or night)	59%	SENSE OF WELCOME
=#2	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	52%	UNIQUE
=#2	General condition of public open space (street trees, footpaths, parks etc.)	52%	CARE
=#2	Locally owned and operated businesses	52%	UNIQUE
=#2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	52%	SENSE OF WELCOME
#6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	47%	THINGS TO DO
=#7	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	46%	SENSE OF WELCOME
=#7	Landscaping and natural elements (street trees, planting, water features etc.)	46%	LOOK & FUNCTION
#9	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	45%	SENSE OF WELCOME
#10	Sense of belonging in the community[1]	41%	UNIQUE

DEMOGRAPHIC BREAKDOWN[2]

		#1	=2	=2	=#2	=2	6	=7	=7	9	#10	Highest rated attributes if not in the overall top ten
ALL	120											
Male	47	47%	60%	49%	43%	43%	60%	45%	55%	40%	30%	
Female	72	68%	49%	54%	58%	60%	39%	47%	40%	47%	49%	
Age												
0-24	17	59%	53%	53%	29%	59%	24%	24%	59%	24%	47%	Sustainable behaviours in the community (water management, solar panels, recycling etc.) (65%), Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.) (59%)
25-44	43	58%	49%	47%	63%	40%	60%	53%	42%	42%	37%	
45-64	41	63%	54%	49%	61%	68%	41%	46%	41%	49%	41%	
65+	19	53%	58%	74%	32%	42%	47%	47%	53%	63%	42%	
Country of birth (Top 3)												
Australia	106	60%	54%	54%	55%	52%	47%	47%	46%	47%	42%	
United Kingdom	6	83%	50%	50%	50%	83%	50%	17%	67%	17%	67%	
Canada	2	0%	0%	50%	0%	0%	50%	100%	50%	0%	0%	
Ancestry (Top 3)												
Australasian	67	58%	51%	52%	52%	48%	46%	42%	46%	49%	40%	
European (including United Kingdom)	36	64%	69%	56%	56%	64%	47%	50%	47%	47%	42%	
Aboriginal or Torres Strait Islander	6	50%	33%	33%	33%	50%	50%	83%	33%	33%	67%	

Notes: Grey highlight = small sample size
[1]Lower than 95% confidence level. [2]Demographic breakdown data should be used with caution as smaller samples (<80) do not meet the 95% confidence level. 'Highest rated attributes if not in the overall top ten' only showed for sample bigger than 6

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PXassessment
neighbourhood

ASSOCIATES GAVE THEIR NEIGHBOURHOOD A SCORE OF:

61

PLACE DIMENSIONS
Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

LOOK & FUNCTION
14

SENSE OF WELCOME
13

THINGS TO DO
11

UNIQUENESS
11

CARE
12

WHAT IS IMPACTING OUR LIVED EXPERIENCE TODAY
These tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

RATE	TOP 5 LIVEABILITY CONTRIBUTORS
#1	**Ease of driving and parking**
#2	**Connectivity** (proximity to other neighbourhoods, employment centres, shops etc.)
#3	**Local education options** (from elementary to adult education)
#4	**Welcoming to all people**
#5	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)

RATE	BOTTOM 5 LIVEABILITY CONTRIBUTORS
#50	**Things to do in the evening** (bars, dining, cinema, live music etc.)
#49	**Evidence of community activity** (volunteering, gardening, art, community-organised events etc.)
#48	**Unusual or unique buildings and/or public space design**
#47	**Cultural and/or artistic community**
#46	**Local history, historic buildings or features**

LIVEABILITY BY DEMOGRAPHIC
This table identifies the Neighbourhood PX Scores as rated by different demographic groups and by association.

	Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Visitor	Worker	Student
	61	58*	62	NA	49	64*	58*	64	58	75	58	86

LEGEND
- *Under 10 respondents*
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed

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Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required. *Less than 30 respondents.*
n=57

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2D GULLIVER IDEAS FOR CHANGE (1/2)

COMMON COMMUNITY IDEAS INCLUDE MORE AND/OR BETTER ACTIVE TRANSPORT INFRASTRUCTURE, SAFETY AND GREENERY

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 140 answers were collected in Gulliver. Here is what your community said:

	SOCIAL CONNECTIONS AND SAFETY	**MOVEMENT**	**COMMUNITY BEHAVIOURS**	**NATURAL ENVIRONMENT**	**FACILITIES**
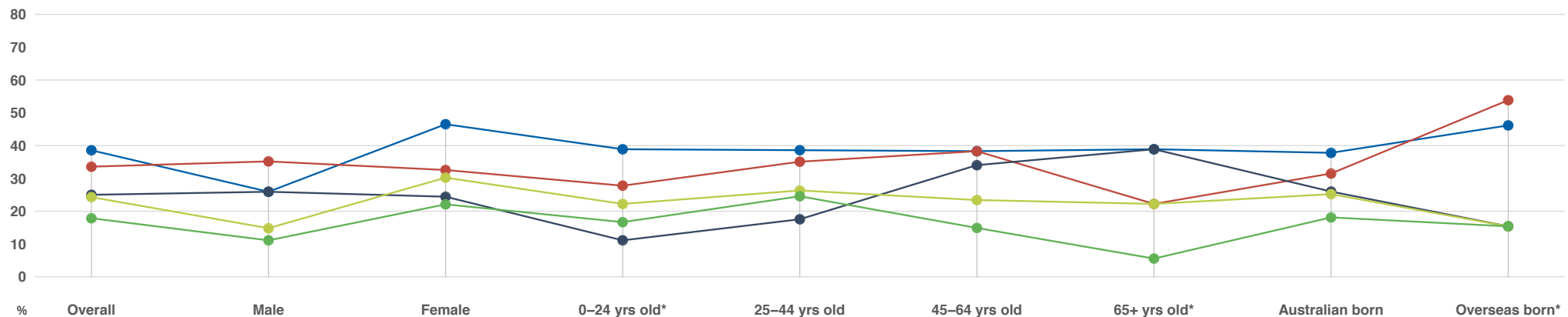
SOCIAL CONNECTIONS AND SAFETY
- Improve sense of safety and/or physical safety (25%)
- Improve sense of belonging and interactions between residents (16.4%)

54 answers (38.6%) referred to social connections and safety

MOVEMENT
- Improve active transport infrastructure (26.4%)
- Improve private vehicle infrastructure (5%)
- Improve public transport infrastructure (2.1%)
- Improve accessibility (1.4%)
- Reduce private vehicle infrastructure (0.7%)

47 answers (33.6%) referred to movement

COMMUNITY BEHAVIOURS
- More and/or better care and maintenance (11.4%)
- More and/or better management and resilience regarding economical, environmental and social challenges (10.7%)
- More and/or better animal and pest control (3.6%)

35 answers (25%) referred to community behaviours

NATURAL ENVIRONMENT
- More and/or better parks and greenery (17.9%)
- Celebrate and/or protect the fauna and flora (6.4%)
- More and/or better sustainable actions and behaviours (2.1%)
- Celebrate and/or protect the topography and landscape (1.4%)

34 answers (24.3%) referred to the natural environment
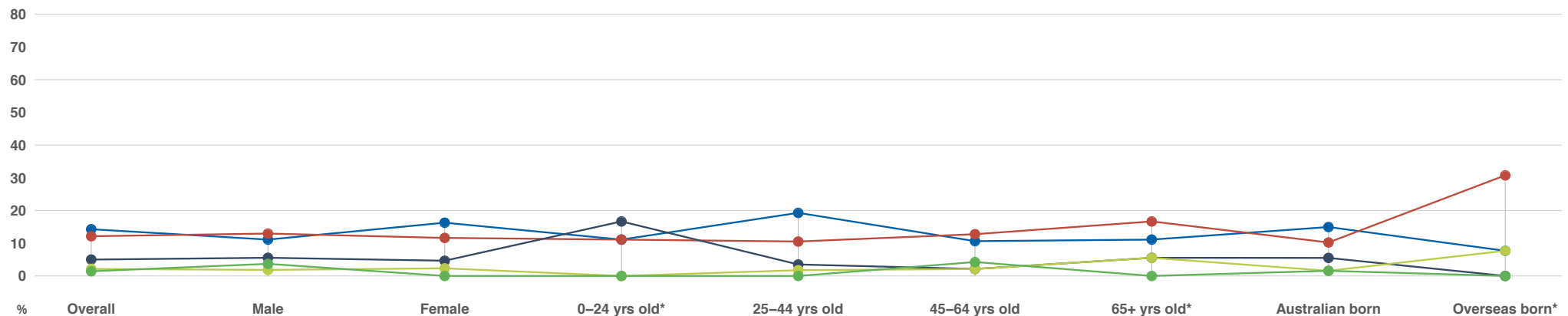
FACILITIES
- More and/or better play and sports facilities (12.1%)
- More and/or better community facilities (3.6%)
- More and/or better arts and culture facilities (1.4%)
- More and/or better education and childcare facilities (0.7%)

25 answers (17.9%) referred to facilities

2D GULLIVER IDEAS FOR CHANGE (2/2)

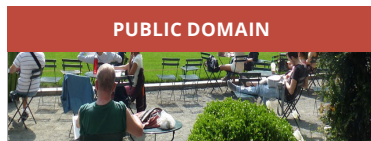## LESS THAN 20% OF IDEAS RELATED TO THESE THEMES

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 140 answers were collected in Gulliver. Here is what your community said:

Chart axis labels: Overall, Male, Female, 0–24 yrs old*, 25–44 yrs old, 45–64 yrs old, 65+ yrs old*, Australian born, Overseas born*

ECONOMY	PUBLIC DOMAIN	CHARACTER	BUILT FORM	HOUSING
• More and/or better retail and leisure options (10%) • More and/or better local businesses (5%) • Improve employment and/or commercial buildings occupancy (1.4%) • Increase night-time and weekend economy (0.7%)	• More and/or better open spaces and/or furniture (10.7%) • Improve comfort (noise, smell, temperature...) (1.4%)	• Celebrate and/or protect the neighbourhood's identity (4.3%) • Improve overall quality of public domain (0.7%)	• Improve appearance of built form (2.1%)	• Improve quality of housing (0.7%) • Improve housing affordability (0.7%)
20 answers (14.3%) referred to the economy	17 answers (12.1%) referred to the public domain	7 answers (5%) referred to character	3 answers (2.1%) referred to the built form	2 answers (1.4%) referred to housing
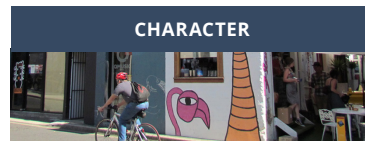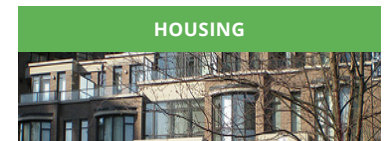
NEIGHBOURHOOD PROFILE

3. NORTH WARD (INC. THE STRAND)

carefactor PXassessment *neighbourhood*

These tables and graph illustrate your neighbourhood strengths, liveability improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

LIVEABILITY IMPROVEMENT PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently underperforming. Improving these attributes will have the most significant impact on your community.

SECONDARY PRIORITIES identify attributes to look-out for, they are negatively affecting liveability and can become more significant issues if more people start caring about them.

CF	NEIGHBOURHOOD STRENGTHS
1a	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
10	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)
9	**Spaces suitable for specific activities or special interests** (entertainment, exercise, dog park, BBQs etc.)
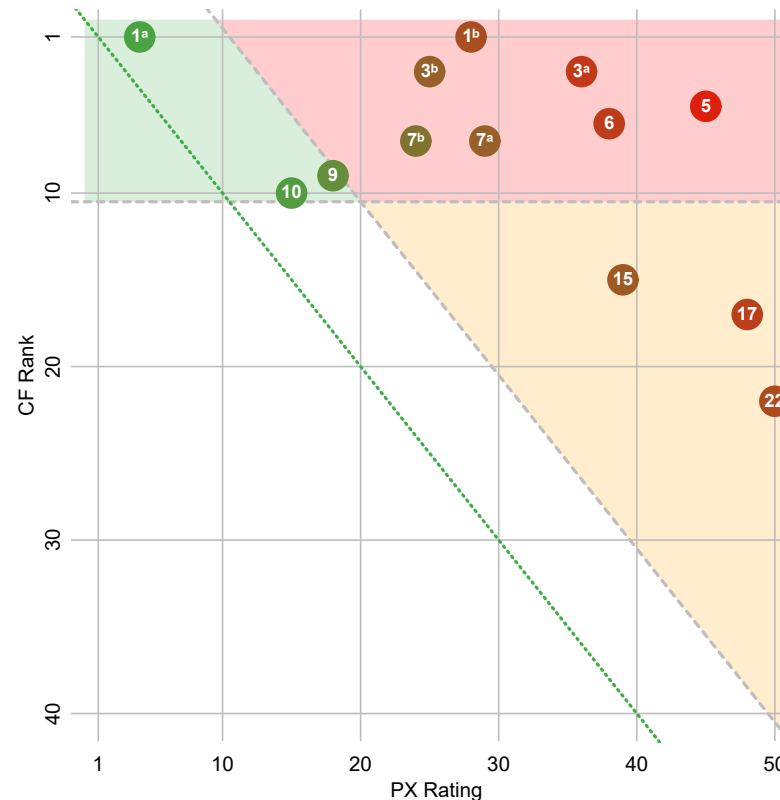
LEGEND

- - - *Horizontal: Top 10 CF threshold*
Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)

······ *Equal CF rank and PX Score (PX=CF)*

CF	LIVEABILITY IMPROVEMENT PRIORITIES
5	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
3a	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
6	**Sense of personal safety** (for all ages, genders, day or night)
1b	**General condition of public open space** (street trees, footpaths, parks etc.)
7a	**Landscaping and natural elements** (street trees, planting, water features etc.)
3b	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
7b	**Quality of public space** (footpaths, verges, parks etc.)

CF	SECONDARY PRIORITIES
17	**Things to do in the evening** (bars, dining, cinema, live music etc.)
22	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)
15	**Sustainable behaviours in the community** (water management, solar panels, recycling etc.)

Graph: X-axis labeled "PX Rating" (1, 10, 20, 30, 40, 50); Y-axis labeled "CF Rank" (1, 10, 20, 30, 40)

Notes: *CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Neighbourhood Strengths have a high CF and high PX. Liveability Priorities are the poorest performing CF ranked in the overall top 10. Secondary Priorities are the worst performing overall outside of the Top 10 CF. [1]A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.*

3B NORTH WARD (INC. THE STRAND) TOP 10 CARE FACTORS

WHAT ASSOCIATES MOST CARE ABOUT

Neighbourhood attributes are ranked based on how many people selected each attribute as being important to them in their 'ideal neighbourhood'.
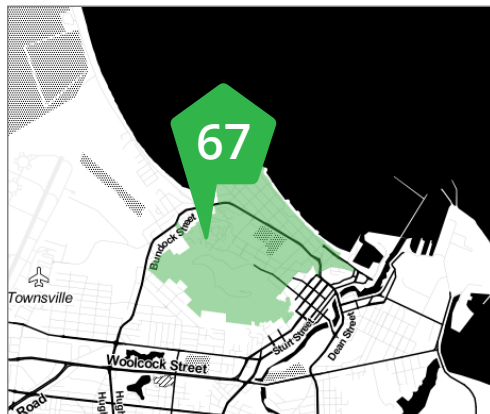
carefactor *neighbourhood*

RANK	ATTRIBUTE	% OF PEOPLE	
=#1	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	66%	UNIQUE
=#1	**General condition of public open space** (street trees, footpaths, parks etc.)	66%	CARE
=#3	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)	58%	SENSE OF WELCOME
=#3	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)	58%	THINGS TO DO
#5	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)	57%	SENSE OF WELCOME
#6	**Sense of personal safety** (for all ages, genders, day or night)	56%	SENSE OF WELCOME
=#7	**Landscaping and natural elements** (street trees, planting, water features etc.)	49%	LOOK & FUNCTION
=#7	**Quality of public space** (footpaths, verges, parks etc.)	49%	LOOK & FUNCTION
#9	**Spaces suitable for specific activities or special interests** (entertainment, exercise, dog park, BBQs etc.)	44%	THINGS TO DO
#10	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)	43%	THINGS TO DO

DEMOGRAPHIC BREAKDOWN[1]

		=#1	=#1	=#3	=#3	#5	#6	=#7	=#7	#9	#10	Highest rated attributes if not in the overall top ten
ALL	436											
Male	174	62%	68%	61%	62%	62%	52%	44%	51%	45%	39%	
Female	262	68%	65%	56%	56%	54%	59%	53%	47%	44%	45%	
Age												
0-24	57	54%	53%	44%	54%	54%	47%	60%	51%	37%	46%	Protection of the natural environment (61%)
25-44	180	67%	68%	59%	58%	55%	51%	43%	49%	44%	44%	
45-64	161	68%	66%	60%	58%	60%	62%	57%	49%	48%	39%	
65+	38	66%	79%	63%	71%	61%	68%	34%	42%	42%	50%	
Country of birth (Top 3)												
Australia	347	63%	67%	57%	58%	58%	57%	51%	48%	45%	44%	
United Kingdom	19	79%	58%	58%	58%	63%	58%	58%	42%	42%	58%	Overall visual character of the neighbourhood (63%)
New Zealand	14	79%	71%	57%	64%	21%	64%	43%	71%	50%	29%	
Ancestry (Top 3)												
Australasian	220	66%	69%	59%	61%	59%	57%	52%	49%	45%	40%	
European (including United Kingdom)	150	68%	67%	64%	59%	58%	59%	47%	52%	43%	49%	
Mixed	37	57%	59%	35%	46%	54%	57%	43%	38%	43%	46%	

Notes: *Grey highlight = small sample size*
'Highest rated attributes if not in the overall top ten' only showed for sample bigger than 6
[1]Demographic breakdown data should be used with caution as smaller samples (<80) do not meet the 95% confidence level.

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3C NORTH WARD (INC. THE STRAND) LIVEABILITY

PXassessment
neighbourhood

ASSOCIATES GAVE THEIR NEIGHBOURHOOD A SCORE OF:

67

PLACE DIMENSIONS
Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

LOOK & FUNCTION
15

SENSE OF WELCOME
13

THINGS TO DO
13

UNIQUENESS
13

CARE
13

WHAT IS IMPACTING OUR LIVED EXPERIENCE TODAY
These tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

RATE	TOP 5 LIVEABILITY CONTRIBUTORS
#1	**Ease of driving and parking**
#2	**Welcoming to all people**
#3	**Connectivity** (proximity to other neighbourhoods, employment centres, shops etc.)
#4	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
#5	**There are people like me** (age, gender, interests, ethnic backgrounds etc.)

RATE	BOTTOM 5 LIVEABILITY CONTRIBUTORS
#50	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)
#49	**Evidence of community activity** (volunteering, gardening, art, community-organised events etc.)
#48	**Things to do in the evening** (bars, dining, cinema, live music etc.)
#47	**Cultural and/or artistic community**
#46	**Unusual or unique buildings and/or public space design**

LIVEABILITY BY DEMOGRAPHIC
This table identifies the Neighbourhood PX Scores as rated by different demographic groups and by association.

Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Visitor	Worker	Student
67	65	68	NA	70	67	66	69	72	62	60*	78

LEGEND
- Under 10 respondents
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed

3D NORTH WARD (INC. THE STRAND) IDEAS FOR CHANGE (1/2)

COMMON COMMUNITY IDEAS INCLUDE MORE AND/OR BETTER ACTIVE TRANSPORT INFRASTRUCTURE, SAFETY AND GREENERY

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 465 answers were collected in North Ward. Here is what your community said:

Chart x-axis labels: Overall, Male, Female, 0–24 yrs old, 25–44 yrs old, 45–64 yrs old, 65+ yrs old, Australian born, Overseas born

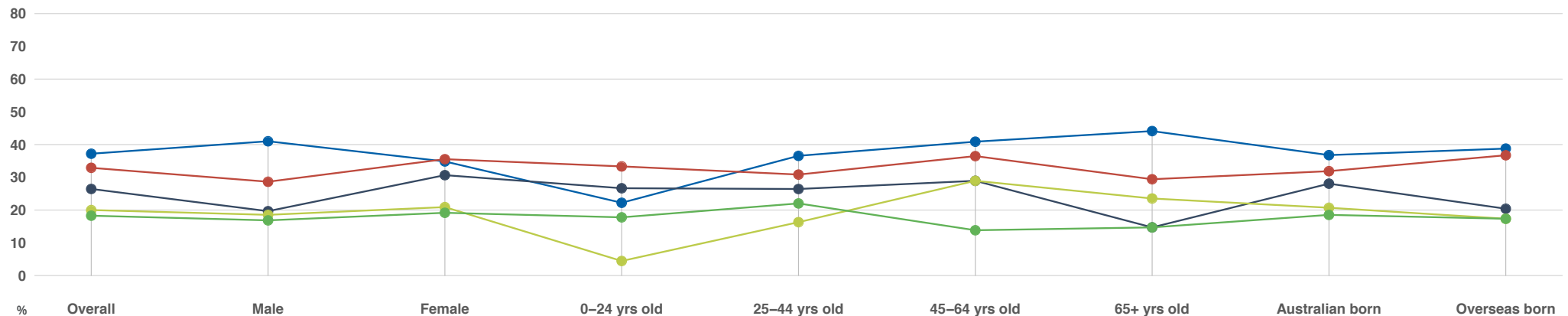| MOVEMENT	SOCIAL CONNECTIONS AND SAFETY	NATURAL ENVIRONMENT	COMMUNITY BEHAVIOURS	FACILITIES

- **MOVEMENT**
  - Improve active transport infrastructure (25.6%)
  - Improve public transport infrastructure (6.5%)
  - Improve private vehicle infrastructure (6.0%)
  - Improve accessibility (2.8%)
  - Reduce private vehicle infrastructure (2.6%)

- **SOCIAL CONNECTIONS AND SAFETY**
  - Improve sense of safety and/or physical safety (22.6%)
  - Improve sense of belonging and interactions between residents (11%)
  - More and/or better consideration and inclusion of diversity (0.9%)

- **NATURAL ENVIRONMENT**
  - More and/or better parks and greenery (16.6%)
  - More and/or better sustainable actions and behaviours (6.5%)
  - Celebrate and/or protect the topography and landscape (3.7%)
  - Celebrate and/or protect the fauna and flora (3.4%)
  - Improve management of private green spaces (0.2%)

- **COMMUNITY BEHAVIOURS**
  - More and/or better care and maintenance (11%)
  - More and/or better management and resilience regarding economical, environmental and social challenges (7.3%)
  - More and/or better animal and pest control (2.6%)
  - More and/or better community activities and/or engagement (0.9%)

- **FACILITIES**
  - More and/or better play and sports facilities (11.8%)
  - More and/or better community facilities (3.8%)
  - More and/or better arts and culture facilities (2.2%)
  - More and/or better health related facilities (0.7%)
  - More and/or better education and childcare facilities (0.7%)

173 answers (37.2%) referred to movement

153 answers (32.9%) referred to social connections and safety

123 answers (26.5%) referred to the natural environment

93 answers (20%) referred to community behaviours

85 answers (18.3%) referred to facilities

3D NORTH WARD (INC. THE STRAND) IDEAS FOR CHANGE (2/2)
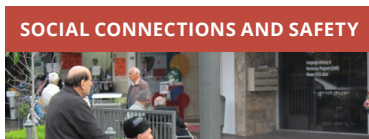
LESS THAN 20% OF IDEAS RELATED TO THESE THEMES

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 465 answers were collected in North Ward. Here is what your community said:

	ECONOMY	PUBLIC DOMAIN	CHARACTER	HOUSING	BUILT FORM
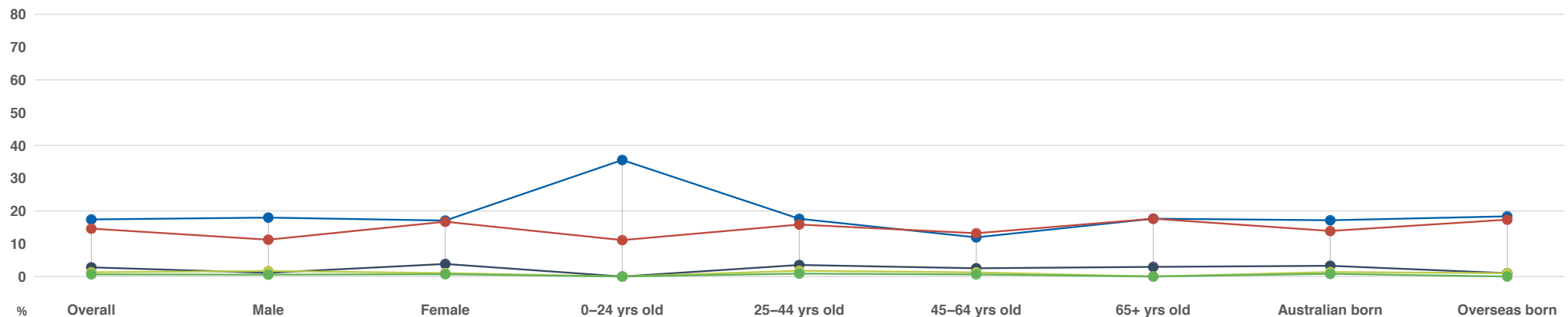
ECONOMY
- More and/or better retail and leisure options (12.3%)
- Improve employment and/or commercial buildings occupancy (2.8%)
- More and/or better local businesses (2.6%)
- More and/or better tourism infrastructure and management (0.9%)
- Increase night-time and weekend economy (0.7%)

81 answers (17.4%) referred to the economy
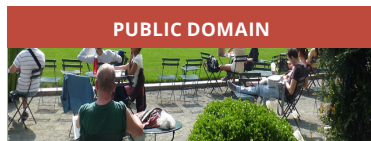
PUBLIC DOMAIN
- More and/or better open spaces and/or furniture (8.2%)
- Improve comfort (noise, smell, temperature...) (8%)

68 answers (14.6%) referred to the public domain
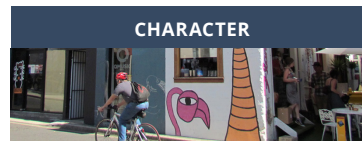
CHARACTER
- Celebrate and/or protect the neighbourhood's identity (1.5%)
- Improve overall quality of public domain (0.7%)
- Celebrate and/or protect heritage (0.7%)

13 answers (2.8%) referred to character

HOUSING
- Maintain range of housing types and sizes (0.7%)
- Improve quality of housing (0.7%)
- Improve housing affordability (0.4%)

6 answers (1.3%) referred to housing

BUILT FORM
- Limit density (0.2%)
- Limit heights (0.2%)
- Improve appearance of built form (0.2%)
- Improve transitions and/or relationship between interfaces (0.2%)

3 answers (0.7%) referred to the built form

Notes: *Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Themes are in order from left to right based on recurrence amongst the overall responses. *Small sample (n=<30). Demographics with less than 10 respondents are not displayed. Percentages are rounded to the first digit, which may lead to minor differences when summed.*

NEIGHBOURHOOD PROFILE

4. THURINGOWA CENTRAL

carefactor
PXassessment
neighbourhood

These tables and graph illustrate your neighbourhood strengths, liveability improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

LIVEABILITY IMPROVEMENT PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently underperforming. Improving these attributes will have the most significant impact on your community.

SECONDARY PRIORITIES identify attributes to look-out for, they are negatively affecting liveability and can become more significant issues if more people start caring about them.

LEGEND

- - - *Horizontal: Top 10 CF threshold*
Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)

······· *Equal CF rank and PX Score (PX=CF)*

CF	LIVEABILITY IMPROVEMENT PRIORITIES
4	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
2a	**Sense of personal safety** (for all ages, genders, day or night)
1	**General condition of public open space** (street trees, footpaths, parks etc.)
8	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
5	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
7	**Locally owned and operated businesses**
10	**Spaces suitable for specific activities or special interests** (entertainment, exercise, dog park, BBQs etc.)
6	**Landscaping and natural elements** (street trees, planting, water features etc.)
2b	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
9	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)

Notes: *CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Neighbourhood Strengths have a high CF and high PX. Liveability Priorities are the poorest performing CF ranked in the overall top 10. Secondary Priorities are the worst performing overall outside of the Top 10 CF. [1]A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.*

carefactor *neighbourhood*

WHAT ASSOCIATES MOST CARE ABOUT

Neighbourhood attributes are ranked based on how many people selected each attribute as being important to them in their 'ideal neighbourhood'.

LEGEND
- #1 attribute
- #2 attribute
- #3 attribute
- #1 Different from LGA top 10 CF

RANK	ATTRIBUTE	% OF PEOPLE	
#1	**General condition of public open space** (street trees, footpaths, parks etc.)	65%	CARE
=#2	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	64%	UNIQUE
=#2	**Sense of personal safety** (for all ages, genders, day or night)	64%	SENSE OF WELCOME
#4	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)	62%	SENSE OF WELCOME
#5	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)	50%	THINGS TO DO
#6	**Landscaping and natural elements** (street trees, planting, water features etc.)	48%	LOOK & FUNCTION
#7	**Locally owned and operated businesses**	46%	UNIQUE
#8	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)	45%	SENSE OF WELCOME
#9	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)	42%	THINGS TO DO
#10	**Spaces suitable for specific activities or special interests** (entertainment, exercise, dog park, BBQs etc.)	41%	THINGS TO DO

DEMOGRAPHIC BREAKDOWN[1]

		#1	=#2	=#2	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten
ALL	364											
Male	112	63%	64%	59%	65%	48%	57%	46%	45%	41%	39%	
Female	251	65%	64%	66%	61%	51%	45%	46%	45%	43%	42%	
Age												
0-24	48	65%	65%	48%	56%	48%	58%	42%	38%	40%	42%	
25-44	141	65%	60%	64%	58%	47%	40%	50%	44%	39%	45%	
45-64	121	63%	69%	71%	66%	51%	51%	45%	50%	40%	38%	
65+	54	69%	63%	61%	67%	56%	54%	43%	41%	57%	35%	
Country of birth (Top 3)												
Australia	305	64%	64%	66%	62%	48%	49%	47%	43%	43%	40%	
United Kingdom	16	75%	75%	56%	62%	50%	50%	69%	62%	56%	44%	
New Zealand	9	78%	56%	44%	56%	78%	78%	22%	44%	22%	56%	Sense of belonging in the community (78%)
Ancestry (Top 3)												
Australasian	192	66%	61%	67%	60%	55%	50%	48%	43%	39%	39%	
European (including United Kingdom)	109	67%	72%	61%	63%	45%	47%	48%	50%	50%	43%	
Mixed	37	57%	68%	70%	54%	35%	43%	46%	38%	49%	41%	

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Notes: *Grey highlight = small sample size*
'Highest rated attributes if not in the overall top ten' only showed for sample bigger than 6
[1]Demographic breakdown data should be used with caution as smaller samples (<80) do not meet the 95% confidence level.

4C THURINGOWA CENTRAL LIVEABILITY

ASSOCIATES GAVE THEIR NEIGHBOURHOOD A SCORE OF:

60

PLACE DIMENSIONS
Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

LOOK & FUNCTION
14

SENSE OF WELCOME
13

THINGS TO DO
11

UNIQUENESS
10

CARE
12

WHAT IS IMPACTING OUR LIVED EXPERIENCE TODAY
These tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

RATE	TOP 5 LIVEABILITY CONTRIBUTORS
#1	**Ease of driving and parking**
#2	**There are people like me** (age, gender, interests, ethnic backgrounds etc.)
#3	**Connectivity** (proximity to other neighbourhoods, employment centres, shops etc.)
#4	**Neighbourhood spirit/resilience** (from external impacts, storms, economic downturns etc.)
#5	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)

RATE	BOTTOM 5 LIVEABILITY CONTRIBUTORS
=#49	**Unusual or unique buildings and/or public space design**
=#49	**Local history, historic buildings or features**
#48	**Cultural and/or artistic community**
#47	**Evidence of community activity** (volunteering, gardening, art, community-organised events etc.)
#46	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)

LIVEABILITY BY DEMOGRAPHIC
This table identifies the Neighbourhood PX Scores as rated by different demographic groups and by association.

Total PX Score	Men	Women	Intersex/ Unspecified	0-24	25-44	45-64	65+	Resident	Visitor	Worker	Student
60	58	61	23	57	60	60	58	64	63	65	77

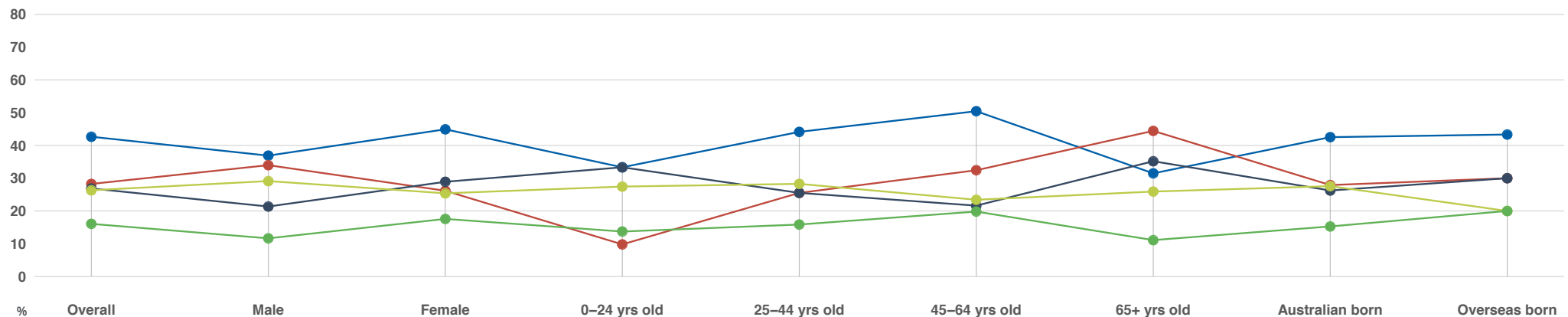### LEGEND
- *Under 10 respondents*
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed

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Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.*
n=147

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4D THURINGOWA CENTRAL IDEAS FOR CHANGE (1/2)

COMMON COMMUNITY IDEAS INCLUDE AN INCREASED SENSE OF SAFETY, MORE AND/OR BETTER ACTIVE TRANSPORT INFRASTRUCTURE AND GREENERY

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 361 answers were collected in Thuringowa Central. Here is what your community said:

Chart x-axis categories: Overall, Male, Female, 0–24 yrs old, 25–44 yrs old, 45–64 yrs old, 65+ yrs old, Australian born, Overseas born. Y-axis %: 0 to 80.

SOCIAL CONNECTIONS AND SAFETY	COMMUNITY BEHAVIOURS	MOVEMENT	NATURAL ENVIRONMENT	FACILITIES
• Improve sense of safety and/or physical safety (30.5%) • Improve sense of belonging and interactions between residents (15.2%)	• More and/or better care and maintenance (16.3%) • More and/or better management and resilience regarding economical, environmental and social challenges (9.4%) • More and/or better animal and pest control (2.5%) • More and/or better community activities and/or engagement (1.7%)	• Improve active transport infrastructure (18.3%) • Improve public transport infrastructure (5.5%) • Improve accessibility (2.2%) • Improve private vehicle infrastructure (2.2%) • Reduce private vehicle infrastructure (0.3%)	• More and/or better parks and greenery (17.5%) • More and/or better sustainable actions and behaviours (5.3%) • Celebrate and/or protect the topography and landscape (4.2%) • Celebrate and/or protect the fauna and flora (1.7%) • Improve management of private green spaces (0.8%)	• More and/or better play and sports facilities (9.7%) • More and/or better community facilities (5.8%) • More and/or better arts and culture facilities (1.4%) • More and/or better health related facilities (0.6%) • More and/or better education and childcare facilities (0.6%)
154 answers (42.7%) referred to social connections and safety	102 answers (28.3%) referred to community behaviours	97 answers (26.9%) referred to movement	95 answers (26.3%) referred to the natural environment	58 answers (16.1%) referred to facilities

4D THURINGOWA CENTRAL IDEAS FOR CHANGE (2/2)

LESS THAN 20% OF IDEAS RELATED TO THESE THEMES

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 361 answers were collected in Thuringowa Central. Here is what your community said:
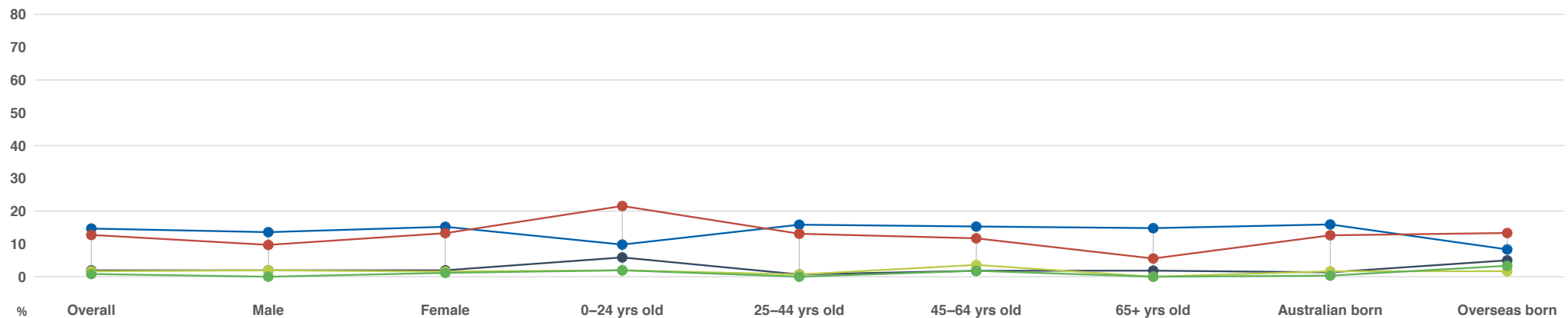
PUBLIC DOMAIN	ECONOMY	CHARACTER	HOUSING	BUILT FORM
• More and/or better open spaces and/or furniture (11.4%) • Improve comfort (noise, smell, temperature...) (2.5%)	• More and/or better retail and leisure options (9.1%) • More and/or better local businesses (2.5%) • Improve employment and/or commercial buildings occupancy (1.4%) • Increase night-time and weekend economy (1.1%) • More and/or better tourism infrastructure and management (0.3%)	• Improve overall quality of public domain (1.1%) • Celebrate and/or protect the neighbourhood's identity (0.8%)	• Maintain range of housing types and sizes (0.6%) • Improve quality of housing (0.6%) • Improve housing affordability (0.6%)	• Improve appearance of built form (0.6%) • Limit density (0.3%)
49 answers (13.6%) referred to the public domain	46 answers (12.7%) referred to the economy	7 answers (1.9%) referred to character	6 answers (1.7%) referred to housing	3 answers (0.8%) referred to the built form
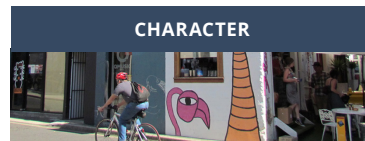
Notes: *Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Themes are in order from left to right based on recurrence amongst the overall responses. *Small sample (n=<30). Demographics with less than 10 respondents are not displayed. Percentages are rounded to the first digit, which may lead to minor differences when summed.*

NEIGHBOURHOOD PROFILE

5. TOWNSVILLE CITY

carefactor
PXassessment
neighbourhood

These tables and graph illustrate your neighbourhood strengths, liveability improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

LIVEABILITY IMPROVEMENT PRIORITIES identify the aspects of your neighbourhood that are important to people but are currently underperforming. Improving these attributes will have the most significant impact on your community.

SECONDARY PRIORITIES identify attributes to look-out for, they are negatively affecting liveability and can become more significant issues if more people start caring about them.

CF	NEIGHBOURHOOD STRENGTHS
7	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)
8	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)
2	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)
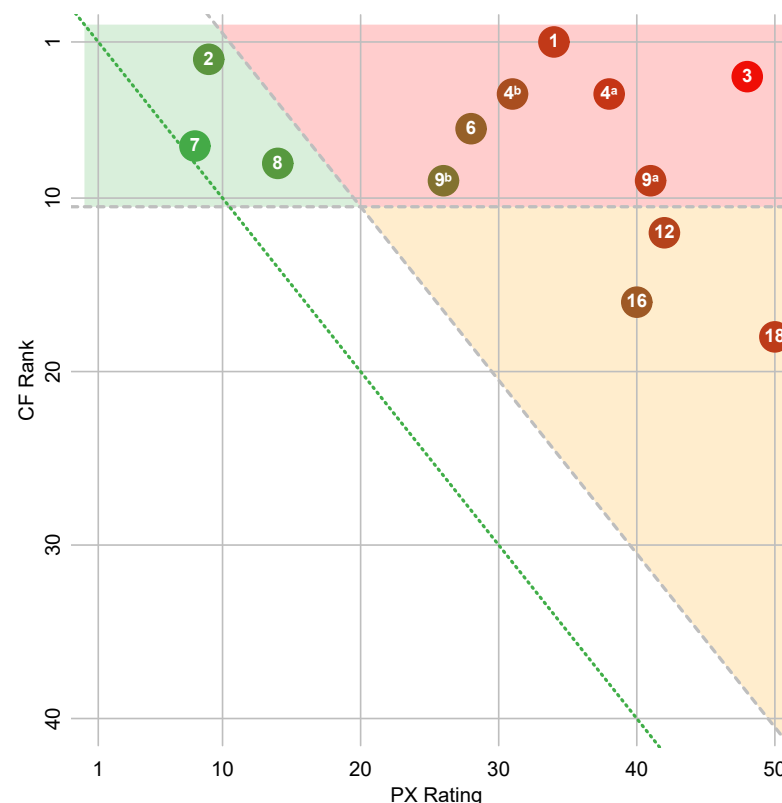
CF	LIVEABILITY IMPROVEMENT PRIORITIES
3	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
4a	**Sense of personal safety** (for all ages, genders, day or night)
1	**General condition of public open space** (street trees, footpaths, parks etc.)
9a	**Quality of public space** (footpaths, verges, parks etc.)
4b	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)
6	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)
9b	**Landscaping and natural elements** (street trees, planting, water features etc.)

CF	SECONDARY PRIORITIES
18	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)
12	**Things to do in the evening** (bars, dining, cinema, live music etc.)
16	**Sustainable behaviours in the community** (water management, solar panels, recycling etc.)

LEGEND

--- *Horizontal: Top 10 CF threshold*
Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)

······· *Equal CF rank and PX Score (PX=CF)*

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Notes: *CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Neighbourhood Strengths have a high CF and high PX. Liveability Priorities are the poorest performing CF ranked in the overall top 10. Secondary Priorities are the worst performing overall outside of the Top 10 CF. [1]A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.*

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5B TOWNSVILLE CITY TOP 10 CARE FACTORS

carefactor *neighbourhood*

WHAT ASSOCIATES MOST CARE ABOUT

Neighbourhood attributes are ranked based on how many people selected each attribute as being important to them in their 'ideal neighbourhood'.

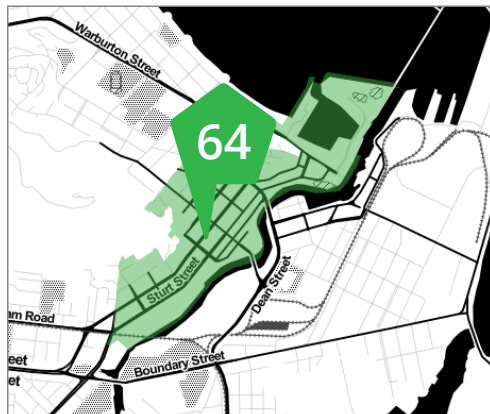| RANK	ATTRIBUTE	% OF PEOPLE	
#1	**General condition of public open space** (street trees, footpaths, parks etc.)	65%	CARE
#2	**Elements of natural environment** (natural features, views, vegetation, topography, water, wildlife etc.)	61%	UNIQUE
#3	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)	56%	SENSE OF WELCOME
=#4	**Access and safety of walking, cycling and/or public transport** (signage, paths, lighting etc.)	53%	SENSE OF WELCOME
=#4	**Sense of personal safety** (for all ages, genders, day or night)	53%	SENSE OF WELCOME
#6	**Walking/jogging/bike paths that connect housing to communal amenity** (shops, parks etc.)	51%	THINGS TO DO
#7	**Local businesses that provide for daily needs** (grocery stores, pharmacy, banks etc.)	48%	SENSE OF WELCOME
#8	**Access to neighbourhood amenities** (cafes, shops, health and wellness services etc.)	45%	THINGS TO DO
=#9	**Landscaping and natural elements** (street trees, planting, water features etc.)	43%	LOOK & FUNCTION
=#9	**Quality of public space** (footpaths, verges, parks etc.)	43%	LOOK & FUNCTION

DEMOGRAPHIC BREAKDOWN[1]

		#1	#2	#3	=#4	#4	#6	#7	#8	=#9	=#9	Highest rated attributes if not in the overall top ten
ALL	320											
Male	132	59%	59%	58%	52%	48%	55%	48%	47%	47%	47%	
Female	188	69%	62%	54%	54%	56%	49%	48%	43%	40%	40%	
Age												
0-24	38	61%	45%	39%	42%	61%	45%	61%	47%	37%	47%	Things to do in the evening (bars, dining, cinema, live music etc.) (63%)
25-44	181	69%	65%	60%	52%	52%	52%	46%	44%	42%	46%	
45-64	86	57%	62%	50%	59%	49%	50%	48%	43%	50%	35%	
65+	15	67%	47%	80%	60%	67%	67%	40%	53%	33%	47%	
Country of birth (Top 3)												
Australia	268	65%	60%	56%	54%	53%	51%	50%	44%	43%	44%	
United Kingdom	15	73%	53%	33%	53%	27%	60%	47%	53%	60%	33%	Protection of the natural environment (60%)
New Zealand	8	88%	75%	62%	50%	50%	38%	50%	38%	38%	38%	Physical comfort (including noise, smells, temperature etc.) (62%)
Ancestry (Top 3)												
Australasian	160	69%	59%	59%	57%	51%	51%	52%	48%	45%	41%	
European (including United Kingdom)	109	63%	61%	50%	52%	55%	58%	46%	40%	45%	46%	
Mixed	23	48%	74%	65%	52%	48%	35%	48%	57%	39%	43%	Protection of the natural environment (57%)

Notes:
Grey highlight = small sample size
'Highest rated attributes if not in the overall top ten' only showed for sample bigger than 6
[1]Demographic breakdown data should be used with caution as smaller samples (<80) do not meet the 95% confidence level.

5C TOWNSVILLE CITY LIVEABILITY

ASSOCIATES GAVE THEIR NEIGHBOURHOOD A SCORE OF:

64

PLACE DIMENSIONS
Your PX Score is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

LOOK & FUNCTION
14

SENSE OF WELCOME
13

THINGS TO DO
13

UNIQUENESS
12

CARE
12

WHAT IS IMPACTING OUR LIVED EXPERIENCE TODAY
These tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

RATE	TOP 5 LIVEABILITY CONTRIBUTORS
#1	**There are people like me** (age, gender, interests, ethnic backgrounds etc.)
#2	**Connectivity** (proximity to other neighbourhoods, employment centres, shops etc.)
#3	**Welcoming to all people**
#4	**Ease of driving and parking**
#5	**Range of housing types and sizes** (houses, terraces, flats; number of bedrooms etc.)

RATE	BOTTOM 5 LIVEABILITY CONTRIBUTORS
#50	**Sustainable urban design** (water sensitive design, transport-oriented design, sustainable building design, density etc.)
#49	**Unusual or unique buildings and/or public space design**
#48	**Sense of neighbourhood safety** (from crime, traffic, pollution etc.)
#47	**Cultural and/or artistic community**
#46	**Evidence of community activity** (volunteering, gardening, art, community-organised events etc.)

LIVEABILITY BY DEMOGRAPHIC
This table identifies the Neighbourhood PX Scores as rated by different demographic groups and by association.

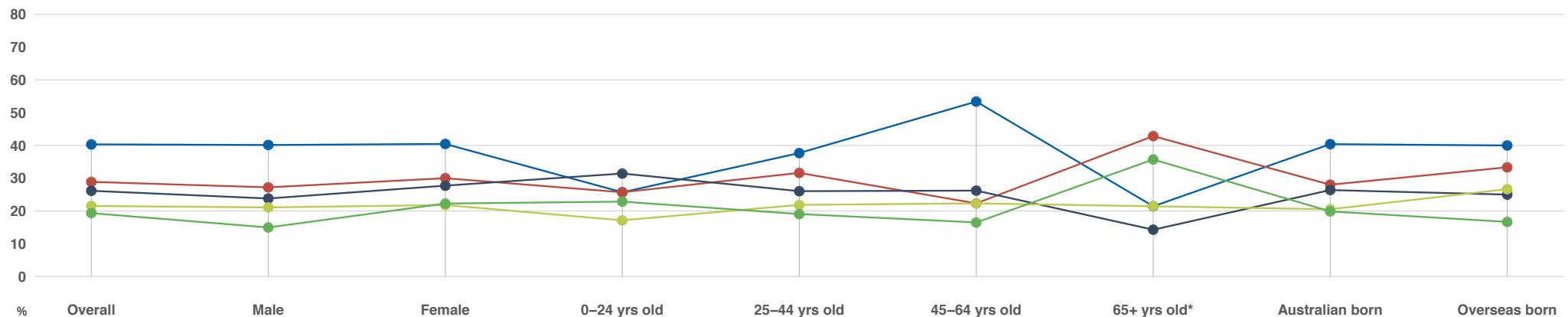| Total PX Score	Men	Women	Intersex/Unspecified	0-24	25-44	45-64	65+	Resident	Visitor	Worker	Student
64	65	63	NA	68	62	67	74	63	63	65	77

LEGEND
- Under 10 respondents
- PX 70+ Performing well
- PX 50-69 Room for improvement
- PX <50 Urgent care needed

Notes: *PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.*
n=157

5D TOWNSVILLE CITY IDEAS FOR CHANGE (1/2)

COMMON COMMUNITY IDEAS INCLUDE MORE AND/OR BETTER ACTIVE TRANSPORT INFRASTRUCTURE, SAFETY AND GREENERY
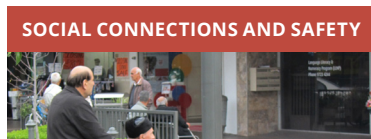
Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 367 answers were collected in Townsville City. Here is what your community said:

Chart x-axis categories: Overall, Male, Female, 0–24 yrs old, 25–44 yrs old, 45–64 yrs old, 65+ yrs old*, Australian born, Overseas born. Y-axis (%): 0 to 80.

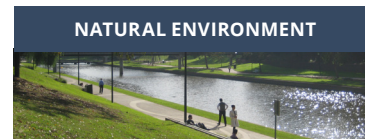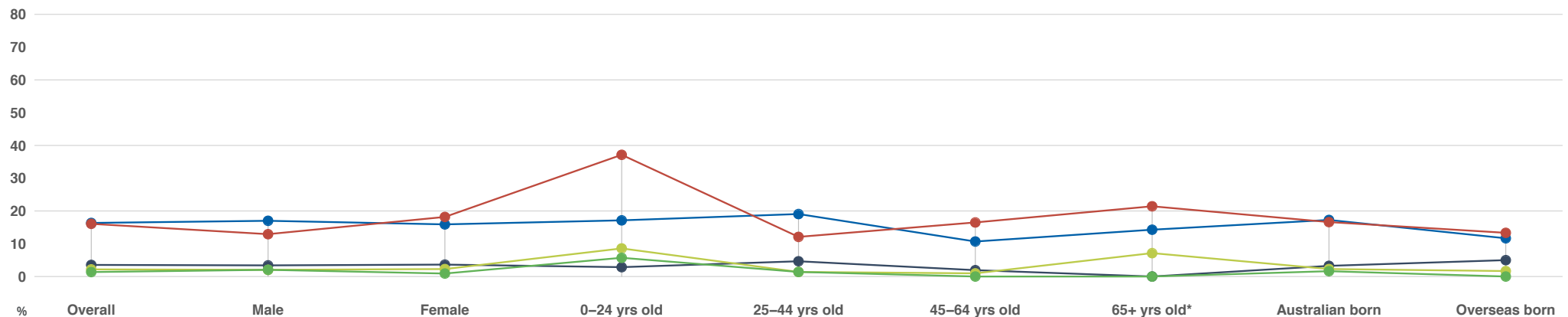| MOVEMENT	SOCIAL CONNECTIONS AND SAFETY	NATURAL ENVIRONMENT	FACILITIES	ECONOMY
• Improve active transport infrastructure (27.5%) • Improve private vehicle infrastructure (6.8%) • Improve public transport infrastructure (6.8%) • Improve accessibility (4.1%) • Reduce private vehicle infrastructure (1.1%) • Reduce active and/or public transport infrastructure (0.5%)	• Improve sense of safety and/or physical safety (17.4%) • Improve sense of belonging and interactions between residents (11.7%) • More and/or better consideration and inclusion of diversity (1.9%)	• More and/or better parks and greenery (17.2%) • Celebrate and/or protect the topography and landscape (4.1%) • Celebrate and/or protect the fauna and flora (4.1%) • More and/or better sustainable actions and behaviours (3.8%) • Improve management of private green spaces (0.5%)	• More and/or better play and sports facilities (14.7%) • More and/or better community facilities (4.1%) • More and/or better arts and culture facilities (3.5%) • More and/or better education and childcare facilities (2.2%)	• More and/or better retail and leisure options (12%) • More and/or better local businesses (4.4%) • Improve employment and/or commercial buildings occupancy (4.1%) • More and/or better tourism infrastructure and management (1.4%) • Increase night-time and weekend economy (0.8%)
148 answers (40.3%) referred to movement	106 answers (28.9%) referred to social connections and safety	96 answers (26.2%) referred to the natural environment	79 answers (21.5%) referred to facilities	71 answers (19.4%) referred to the economy

Notes: *Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Themes are in order from left to right based on recurrence amongst the overall responses. *Small sample (n=<30). Demographics with less than 10 respondents are not displayed. Percentages are rounded to the first digit, which may lead to minor differences when summed.*

LESS THAN 20% OF IDEAS RELATED TO THESE THEMES

Place Score asked survey respondents *'What's your big or small idea to make your neighbourhood better for you?'* and *'What's missing in your neighbourhood that would make it better for you?'* 367 answers were collected in Townsville City. Here is what your community said:


| | Overall | Male | Female | 0–24 yrs old | 25–44 yrs old | 45–64 yrs old | 65+ yrs old* | Australian born | Overseas born |

PUBLIC DOMAIN

- More and/or better open spaces and/or furniture (12%)
- Improve comfort (noise, smell, temperature...) (4.6%)

60 answers (16.3%) referred to the public domain

COMMUNITY BEHAVIOURS

- More and/or better care and maintenance (7.1%)
- More and/or better management and resilience regarding economical, environmental and social challenges (6.8%)
- More and/or better animal and pest control (1.4%)
- More and/or better community activities and/or engagement (0.5%)

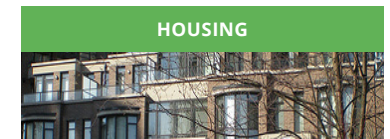59 answers (16.1%) referred to community behaviours
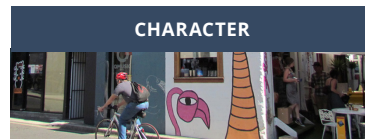
CHARACTER

- Celebrate and/or protect the neighbourhood's identity (1.6%)
- Celebrate and/or protect heritage (1.6%)
- Improve overall quality of public domain (0.5%)

13 answers (3.5%) referred to character

BUILT FORM

- Improve appearance of built form (1.4%)
- Increase heights (0.5%)
- Increase density (0.3%)

8 answers (2.2%) referred to the built form

HOUSING

- Diversify range of housing types and sizes (0.5%)
- Improve quality of housing (0.5%)
- Protect property value (0.3%)

5 answers (1.4%) referred to housing

Notes: *Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Themes are in order from left to right based on recurrence amongst the overall responses. *Small sample (n=<30). Demographics with less than 10 respondents are not displayed. Percentages are rounded to the first digit, which may lead to minor differences when summed.*

THANK YOU

FOR MORE INFORMATION
PLEASE CONTACT PLACE SCORE

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