ABOUT PLACE SCORE

PLACESCORE™ is a groundbreaking Place Experience (PX) diagnostic, engagement, benchmarking and tracking solution.

The PX tool captures your community's assessment of neighbourhoods as they stand. The Care Factor tool lets your community identify what is most important to them. Attributes with a high Care Factor and a low PX Score can be given priority, while high Care Factors and high PX Scores are the basis for celebration. Conducting a PX assessment before and after change is a great way to obtain definitive data regarding the impact of improvements.
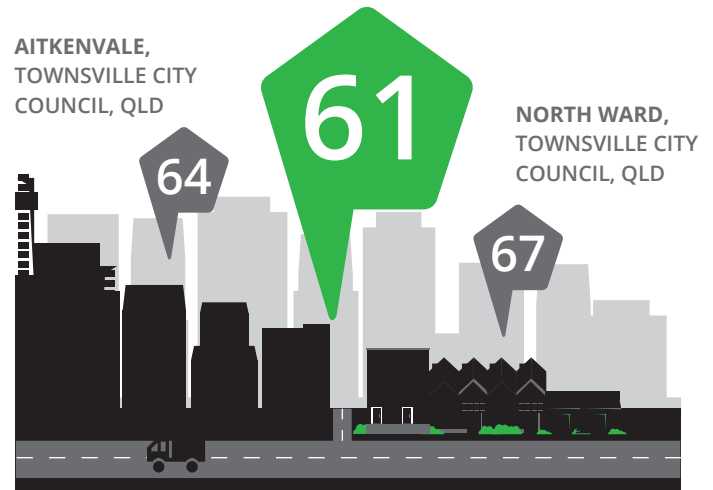
EXECUTIVE SUMMARY

Between 16 April and 26 May 2019 PLACESCORE, on behalf of the Townsville City Council, collected place experience assessments of Gulliver via online and face to face surveys.

KEY FINDINGS:

- Gulliver received a PX Score of 61/100.
- The strongest rated attribute is 'Ease of driving and parking'.
- The poorest rated attribute is 'Things to do in the evening (bars, dining, cinema, live music etc.)'.
- People aged 45-64 rate 'Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)' 24 points higher than people aged 25-44.
- People aged 25-44 rate 'Physical comfort (inc. noise, smells, temperature etc.)' 30 points higher than people aged 45-64.
- Women rate Gulliver 4 points higher than Men.
- Men rate 'Spaces for group or community activities and/ or gatherings (sports, picnics, performances etc.)' 15 points higher than Women.
- Women rate 'Local businesses that provide for daily needs (grocery stores, pharmacy, etc.)' 25 points higher than Men.
- People of European ancestry rate 'General condition of housing and other private buildings' 9 points higher than people of Australasian ancestry.
- Visitors rate 'Local community groups and organisations' 35 points higher than Residents.
- Residents rate 'Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)' 1 points higher than Visitors.

THE PX SCORE[1] FOR GULLIVER IS:

AITKENVALE, TOWNSVILLE CITY COUNCIL, QLD — 64

61

NORTH WARD, TOWNSVILLE CITY COUNCIL, QLD — 67

HOW DOES PX SCORE WORK?

PX Score provides you with a number between 0 and 100 that measures your community's experience of their neighbourhood. It allows you to identify the attributes that are contributing positively and negatively to neighbourhood experience; providing you with an important tool for prioritising investment.

METHODOLOGY

Participants were asked to complete online and face to face surveys rating 50 neighbourhood attributes in terms of the contribution to their personal experience. This report captures the findings of the survey.
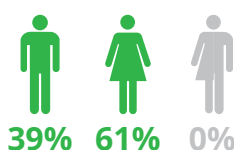
NOTES ABOUT RESEARCH DATA
1. Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale of 0 to 10, where 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A" if that attribute is not applicable to the area or does not impact upon their place experience.
2. This report only includes 100% completed surveys (compulsory questions only).
3. Place dimensions are scored out of 20.
4. NPS (Net Promoter Score) is a standard tool for measuring respondent loyalty to a brand or entity. Respondents are asked "How likely is it that you would recommend this place to a friend or colleague?" on a scale of 0 to 10 where 0 is "Not at all likely" and 10 is "Extremely Likely." The final NPS score is the difference between the percentage of Promoters (rating 9 or 10 out of 10) and the percentage of Detractors (rating 0 to 6 out of 10).
5. Groups with <10 respondents are highlighted grey to indicate a small dataset and results are indicative only.
6. Percentages may not always sum to exactly 100% due to rounding.
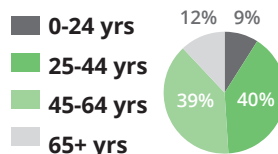
ABOUT YOUR DATASET

Data was collected via online and face to face surveys between 16 April and 26 May 2019. A total of 57 participated with 57 completing all questions (100% completion rate).
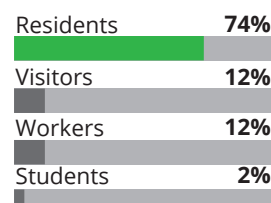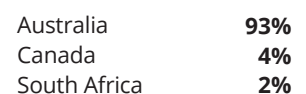
TOTAL [2]
n=57

GENDER
39% 61% 0%

AGE

- 0-24 yrs
- 25-44 yrs
- 45-64 yrs
- 65+ yrs

12% 9%
39% 40%

IDENTITY
Residents	74%
Visitors	12%
Workers	12%
Students	2%

TOP 3 COUNTRIES OF BIRTH
Australia	93%
Canada	4%
South Africa	2%

## GULLIVER,
TOWNSVILLE CITY COUNCIL, QLD, AUSTRALIA

This PX assessment is for the suburb of Gulliver in the local government area of Townsville City Council. The suburb features low-rise residental built form, a small shopping strip along Mooney Street, a TAFE, public primary and secondary schools, and parks. It is served by buses.

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How does this compare with other similar places?

64 AITKENVALE, TOWNSVILLE CITY COUNCIL, QLD

67 NORTH WARD, TOWNSVILLE CITY COUNCIL, QLD
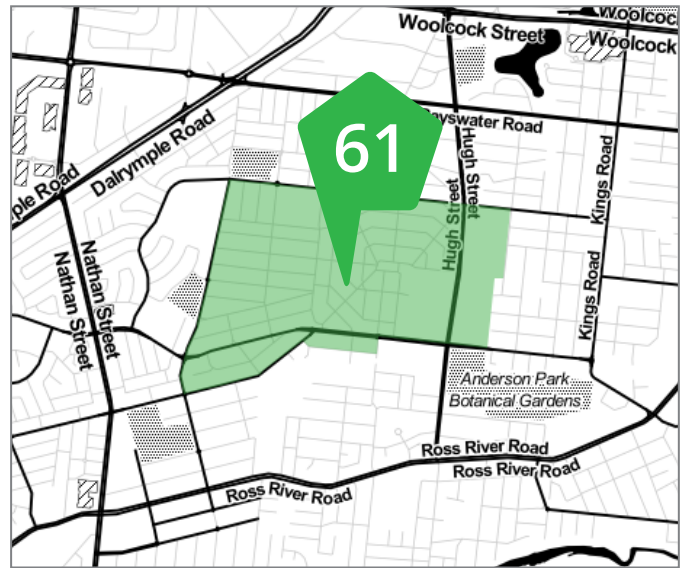
YOUR HIGHEST RATED PLACE ATTRIBUTES

The following neighbourhood 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 neighbourhood 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

BREAKING DOWN YOUR SCORE

Your PX Score is made up of 5 key place dimensions[3], each rated out of 20, that influence people's attraction and attachment to place.

LOOK & FUNCTION
14

SENSE OF WELCOME
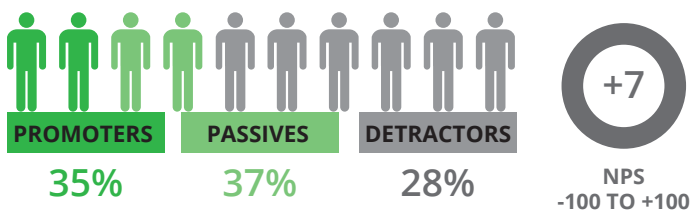**13**

THINGS TO DO
11

UNIQUENESS
11

CARE
12

NET PROMOTER SCORE[4]

How likely are your community to recommend this neighbourhood as a place to live in or visit?

PROMOTERS	PASSIVES	DETRACTORS
35%	37%	28%

+7
NPS
-100 TO +100

How did your community respond to the statement...

"I care about this neighbourhood and its future"

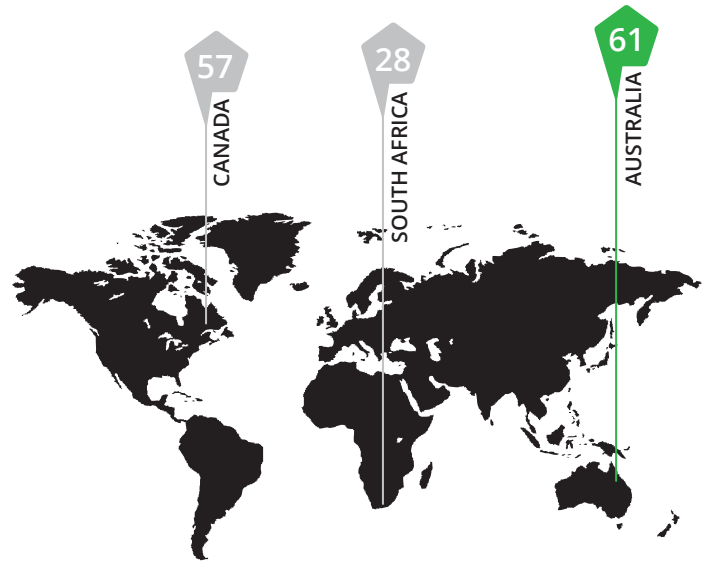| STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
60%	35%	5%	0%	0%
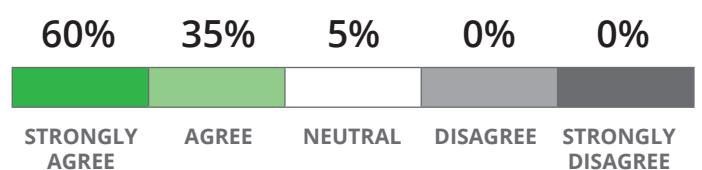
COMMUNITY GROUP PX SCORES [5]

Groups within your community may perceive neighbourhood experience differently to one another. The following infographics provide you with the PX Scores for different demographic groups:
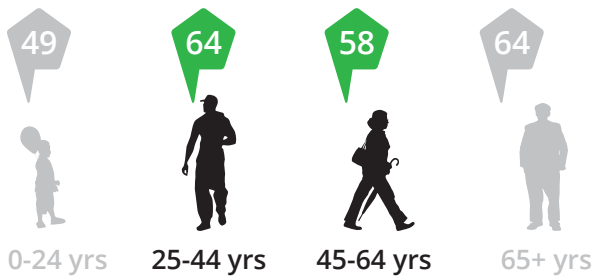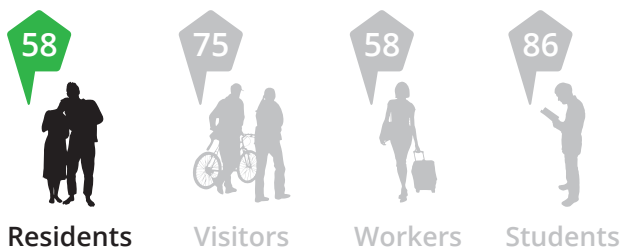
BY GENDER

58 Male
62 Female
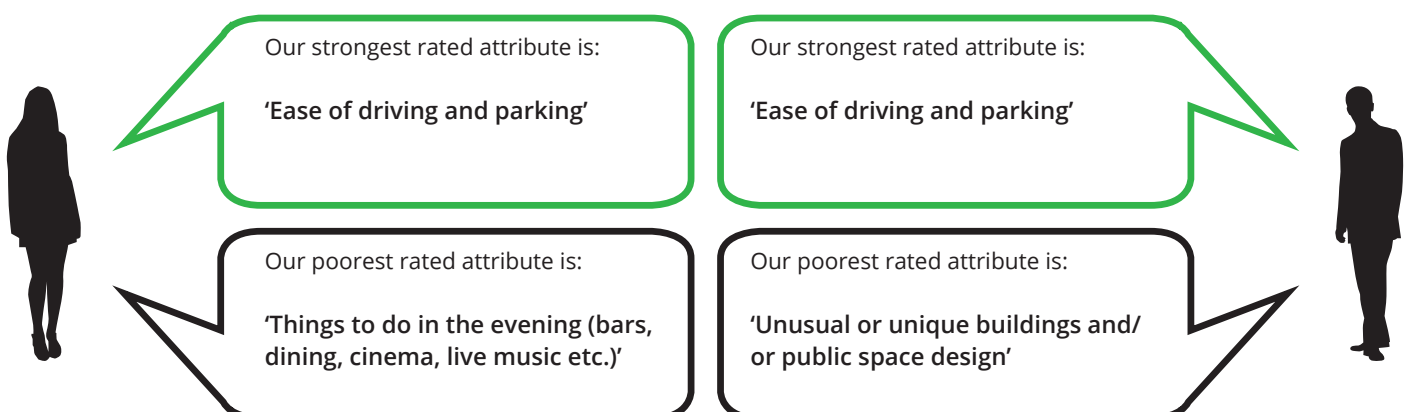
BY AGE

49 0-24 yrs
64 25-44 yrs
58 45-64 yrs
64 65+ yrs

BY IDENTITY

58 Residents
75 Visitors
58 Workers
86 Students

BY COUNTRY OF BIRTH

57 CANADA
28 SOUTH AFRICA
61 AUSTRALIA

BY ANCESTRY

63 Australasian
58 European (including United Kingdom)
53 Aboriginal or Torres Strait Islander

ATTRIBUTES BY GENDER

Our strongest rated attribute is:

'Ease of driving and parking'

Our poorest rated attribute is:

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

Our strongest rated attribute is:

'Ease of driving and parking'

Our poorest rated attribute is:

'Unusual or unique buildings and/ or public space design'

THE 5 DIMENSIONS OF GREAT PLACES:

The **PLACE**SCORE™ attributes have been defined as a result of extensive investigation of community, academic and commercial research to identify the factors that contribute to place experience under 5 key place dimensions.

The strongest and weakest attributes overall are noted under the respective place dimension.

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PLACE DIMENSION	STRONGEST		WEAKEST	
LOOK & FUNCTION The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation	**#1**	**Ease of driving and parking**		Landscaping and natural elements (street trees, planting, water features etc.)
	#2	**Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)**		
SENSE OF WELCOME Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests		Welcoming to all people		Sense of personal safety (for all ages, genders, day or night)
THINGS TO DO Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend	**#3**	**Local education options (from elementary to adult education)**	**#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.)**
UNIQUENESS Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place		Mix or diversity of people in the area	**#48**	**Unusual or unique buildings and/or public space design**
CARE How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment		General condition of housing and other private buildings		Local community groups and organisations