

## 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.

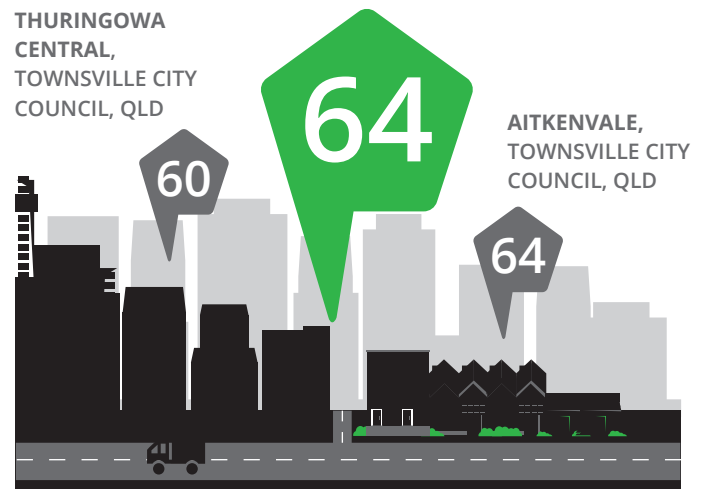
## EXECUTIVE SUMMARY

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

### KEY FINDINGS:

- Townsville City received a PX Score of 64/100.
- The strongest rated attribute is 'There are people like me (age, gender, interests, ethnic backgrounds etc.)'.
- The poorest rated attribute is 'Sustainable urban design (water sensitive design, transport-oriented design etc.)'.
- People aged 45-64 rate 'Things to do in the evening (bars, dining, cinema etc.)' 14 points higher than people aged 25-44.
- People aged 25-44 rate 'Local employment opportunities (within easy commute)' 7 points higher than people aged 45-64.
- Men rate Townsville City 2 points higher than Women.
- Men rate 'Evidence of community activity (volunteering, gardening, art etc.)' 14 points higher than Women.
- Women rate 'Local employment opportunities (within easy commute)' 6 points higher than Men.
- People of European ancestry rate 'Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)' 14 points higher than people of Australasian ancestry.
- Residents rate 'Things to do in the evening (bars, dining, cinema, live music etc.)' 17 points higher than Workers.
- Workers rate 'Evidence of Council/government management (signage, street cleaners etc.)' 13 points higher than Residents.

## THE PX SCORE<sup>1</sup> FOR TOWNSVILLE CITY IS:



## 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

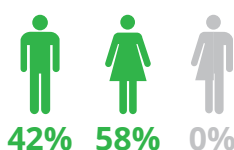
1. Respondents are asked to rate 50 attributes across 5 dimensions on how they contribute to the respondents' personal enjoyment of the area on a scale of 0 to 10, where 0 = "Fail" and 10 = "Perfect". Respondents can also select "N/A" if that attribute is not applicable to the area or does not impact 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

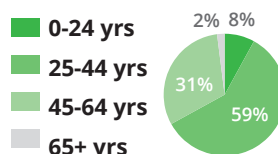
Data was collected via online and face to face surveys Between 16 April and 26 May 2019. A total of 157 participated with 157 completing all questions (100% completion rate).

**TOTAL** <sup>2</sup>  
n=157

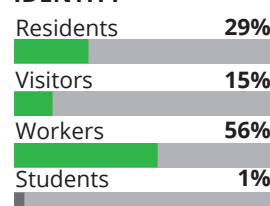
### GENDER



### AGE



### IDENTITY



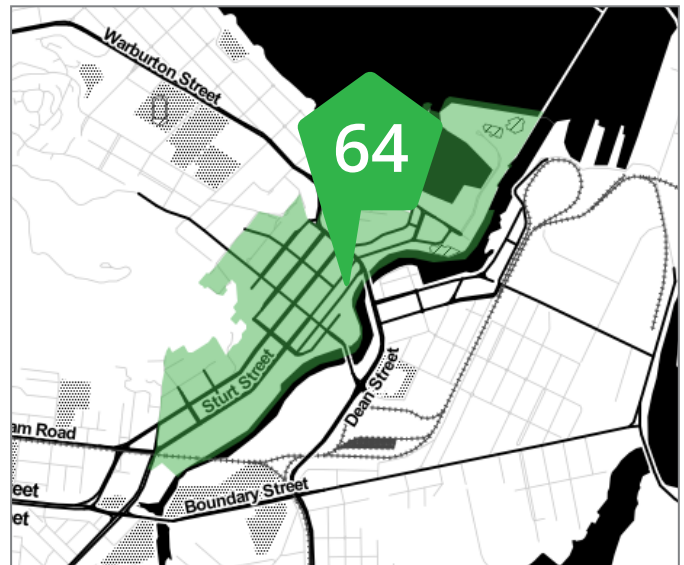
### TOP 3 COUNTRIES OF BIRTH



## TOWNSVILLE CITY, TOWNSVILLE CITY COUNCIL, QLD, AUSTRALIA

This PX assessment is for the suburb of Townsville City in the local government area of Townsville City Council. The suburb features Townsville's central business district and is home to several government organisations and many private companies. The suburb also features galleries, an aquarium, and a convention centre. It is served by buses.

### How does this compare with other similar places?



### YOUR HIGHEST RATED PLACE ATTRIBUTES

The following neighbourhood 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 neighbourhood 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.)

### BREAKING DOWN YOUR SCORE

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

#### LOOK & FUNCTION



#### SENSE OF WELCOME



#### THINGS TO DO



#### UNIQUENESS

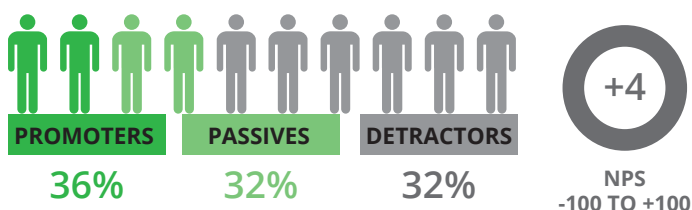


#### CARE



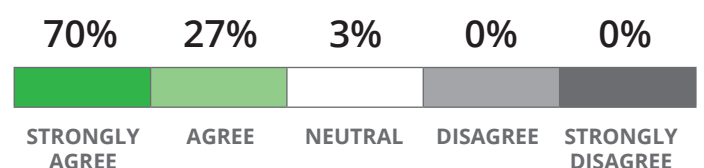
### NET PROMOTER SCORE<sup>4</sup>

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



How did your community respond to the statement...

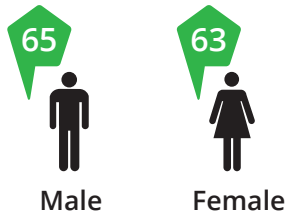
*"I care about this neighbourhood and its future"*



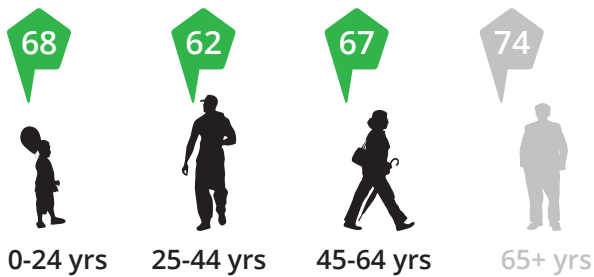
## COMMUNITY GROUP PX SCORES <sup>5</sup>

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



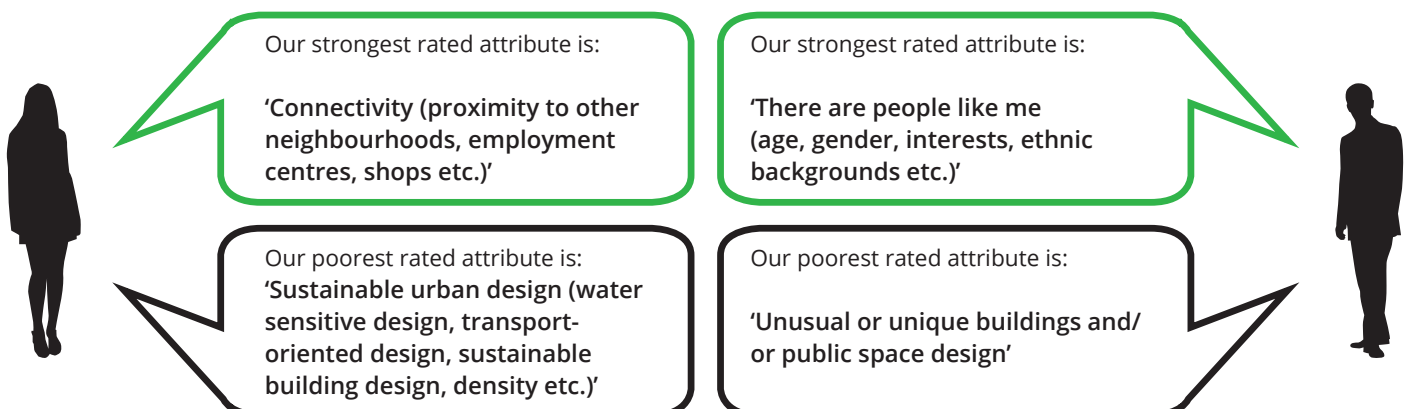
### BY AGE



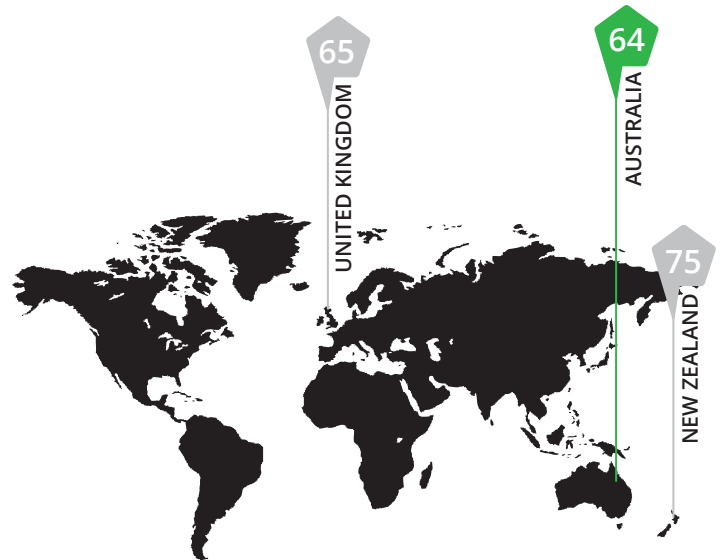
### BY IDENTITY



### ATTRIBUTES BY GENDER



### BY COUNTRY OF BIRTH



### BY ANCESTRY








**THE 5 DIMENSIONS OF GREAT PLACES:**

The **PLACESCORE™** 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.



PLACE DIMENSION	STRONGEST	WEAKEST
 <p><b>LOOK &amp; FUNCTION</b> The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation</p>	<p><b>#2</b> <b>Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)</b></p>	<p>Quality of public space (footpaths, verges, parks etc.)</p>
 <p><b>SENSE OF WELCOME</b> Whether the place inviting to a range of people regardless of age, income, gender, ethnicity or interests</p>	<p><b>#1</b> <b>There are people like me (age, gender, interests, ethnic backgrounds etc.)</b></p> <p><b>#3</b> <b>Welcoming to all people</b></p>	<p><b>#48</b> <b>Sense of neighbourhood safety (from crime, traffic, pollution etc.)</b></p>
 <p><b>THINGS TO DO</b> Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend</p>	<p>Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)</p>	<p>Evidence of community activity (volunteering, gardening, art, community-organised events etc.)</p>
 <p><b>UNIQUENESS</b> Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place</p>	<p>Mix or diversity of people in the area</p>	<p><b>#50</b> <b>Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)</b></p> <p><b>#49</b> <b>Unusual or unique buildings and/or public space design</b></p>
 <p><b>CARE</b> How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment</p>	<p>General condition of housing and other private buildings</p>	<p>Local community groups and organisations</p>