



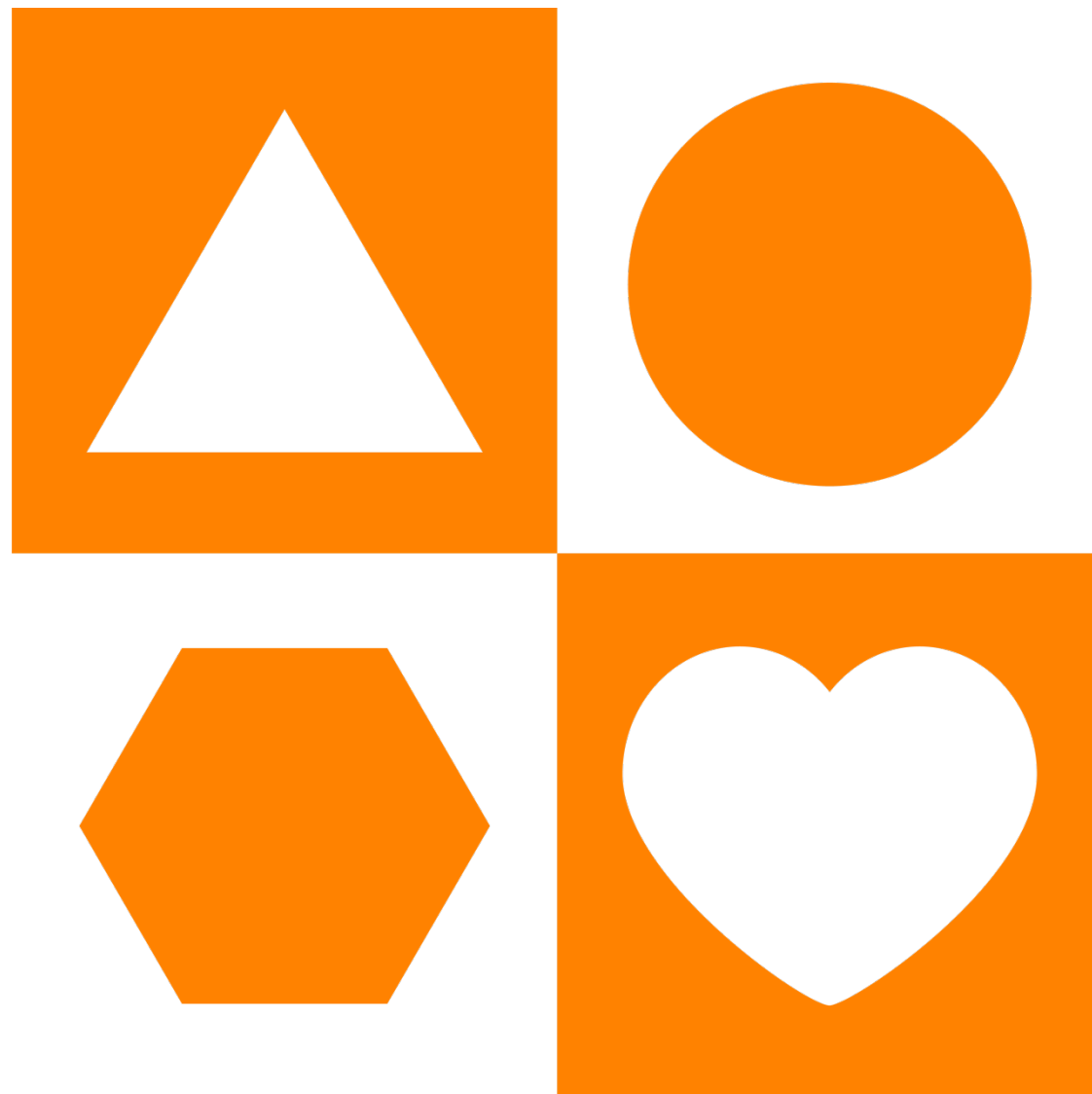
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Place success report

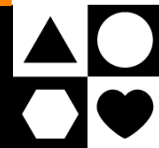
June 2021

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Project background

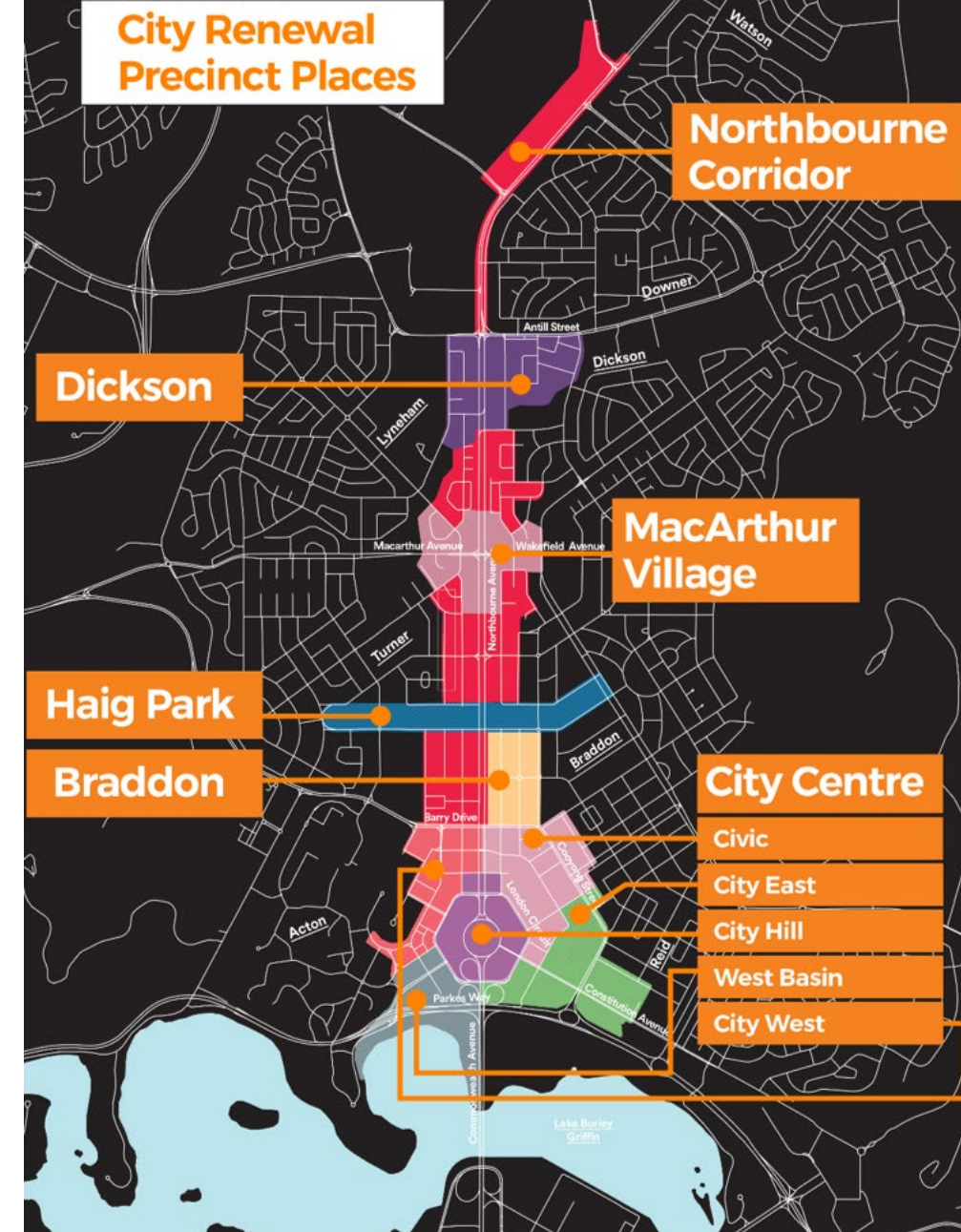


Background

In May 2021, the City Renewal Authority commissioned an independent research agency to measure place success within its renewal precinct.

We asked a demographically diverse group of Canberrans how safe, comfortable and clean they find each of the Authority's areas.

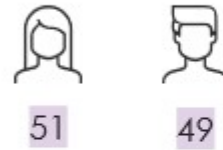
Feedback from this research will help us to make further improvements to these areas and prioritise our work.



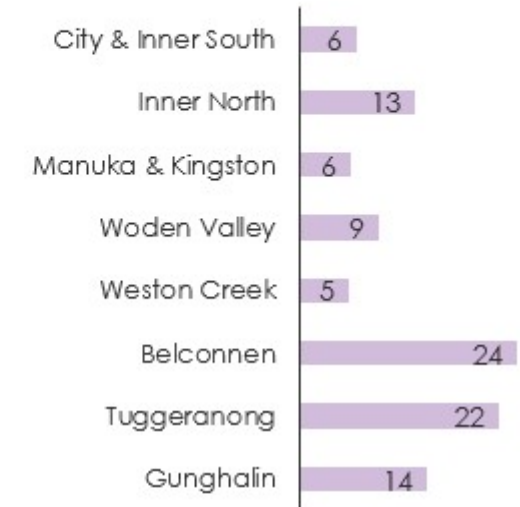
Who we spoke to n=705 Canberrans

Margin of error +/-3.6

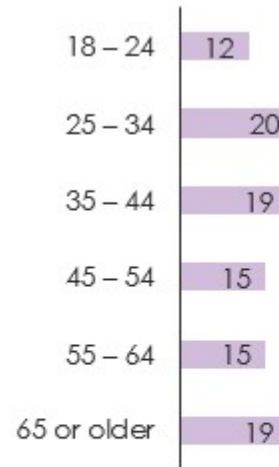
Gender (%)



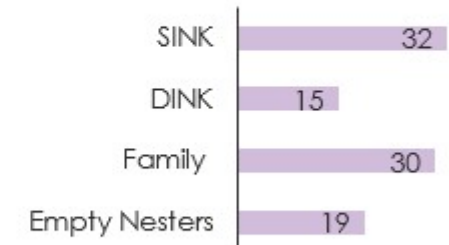
Suburb (%)



Age (%)



Life stage (%)



S1 - How do you describe your gender? S2 - How old are you? S3 - What is your postcode for where you live? SS1- Which of the following best describes your household?

Base: Total sample n=705



2

Area perceptions



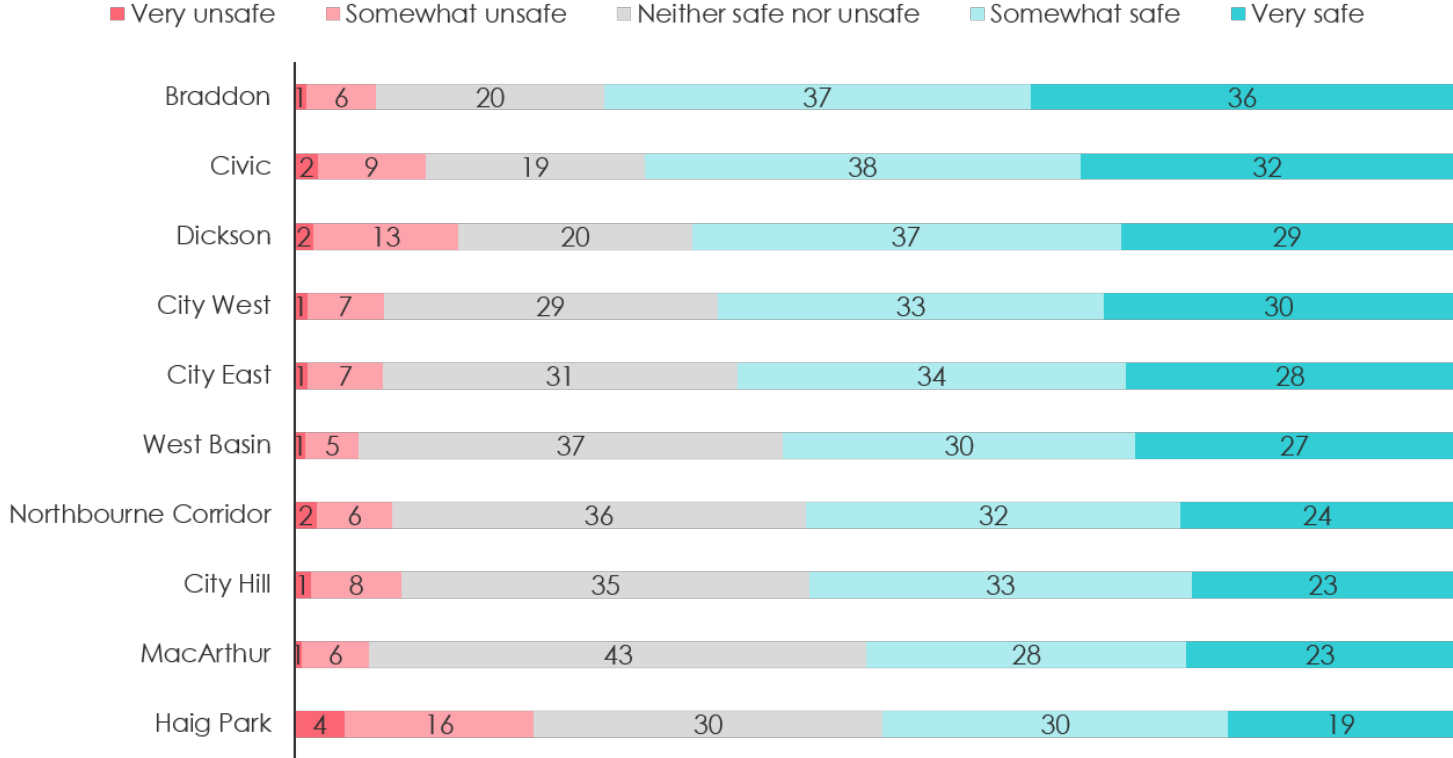
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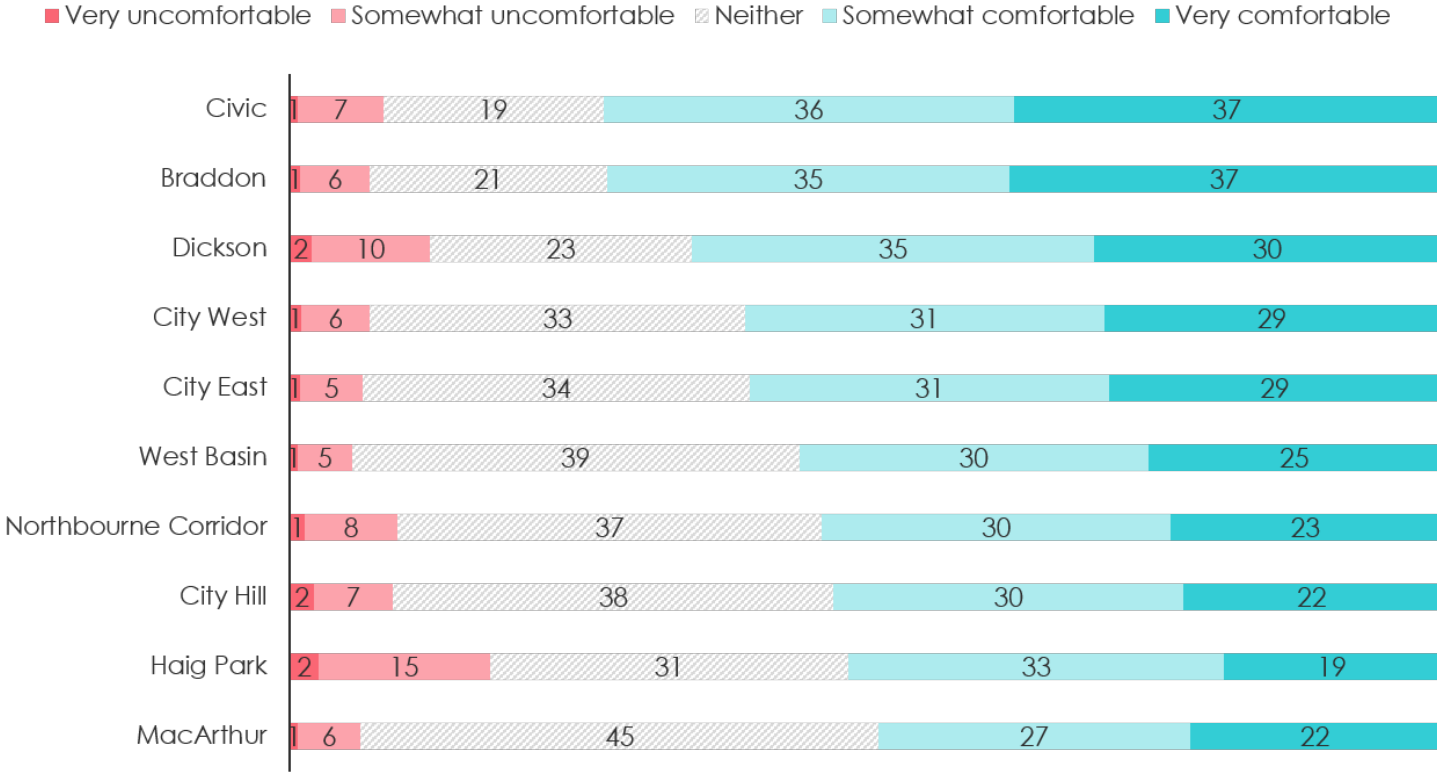
Most people felt safe throughout CRA area; safest places are Braddon and Civic, least safe is Haig Park

Felt safe when visiting (%)



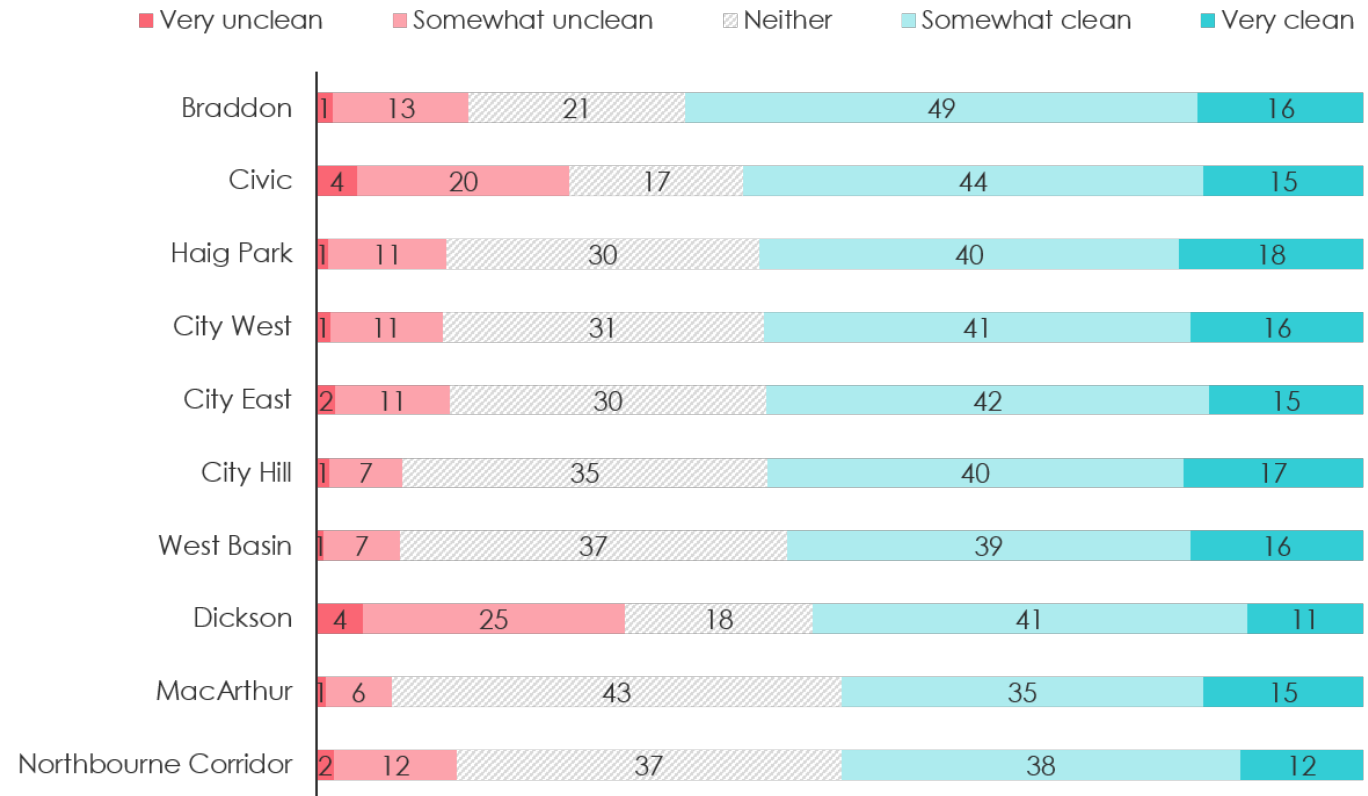
Most people felt comfortable when visiting Civic and Braddon; most discomfort in visiting Haig Park

Felt comfortable when visiting (%)



Most areas are reasonably clean; with the least clean areas being Dickson and Civic

Cleanliness when visiting (%)



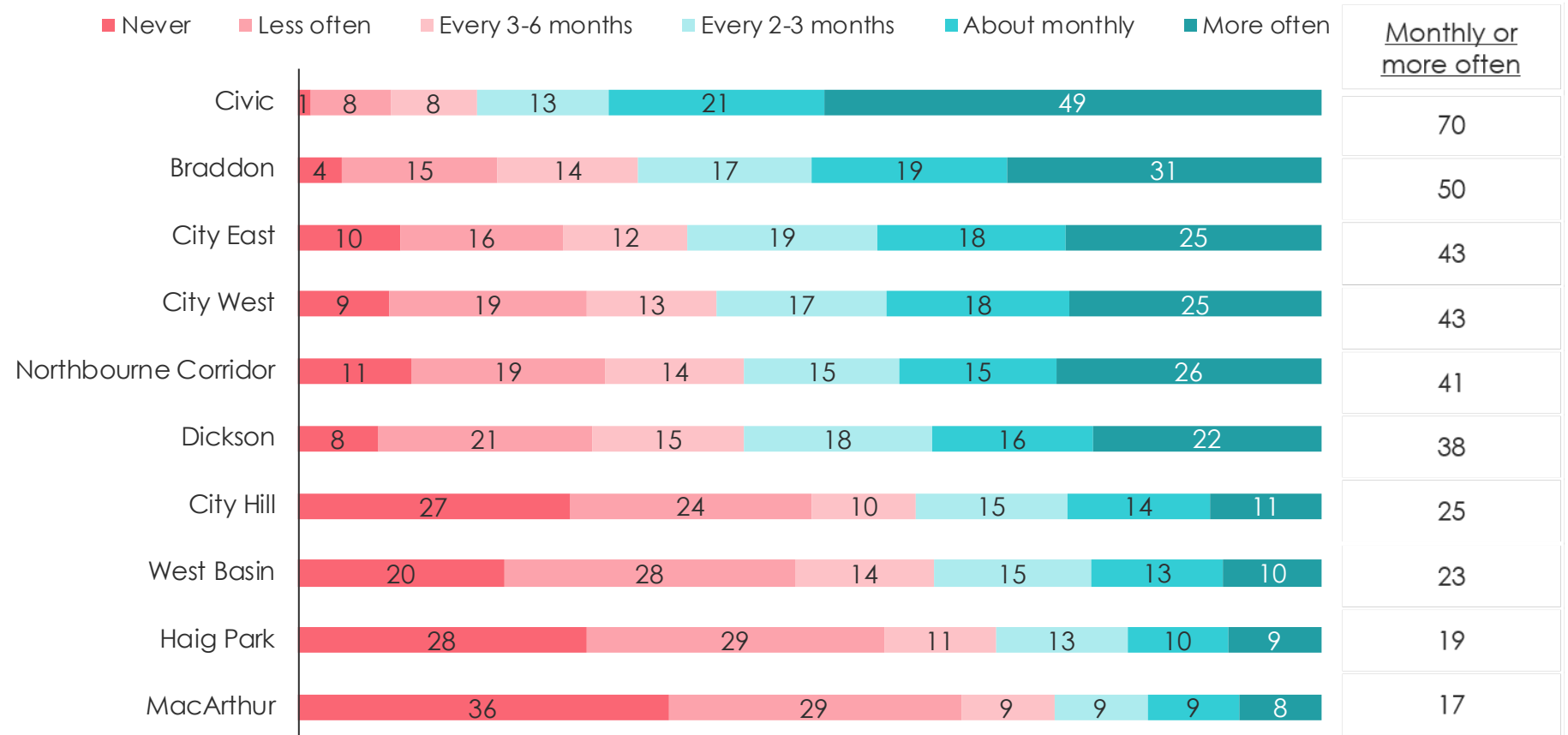
3

Visitation Frequency



Canberrans are most likely to visit Civic; least likely to visit Haig Park and MacArthur

Frequency of visiting (%)



Regardless of where you live, Civic is the most visited location, followed by the surrounding areas, with visitation frequency highly correlating with distance

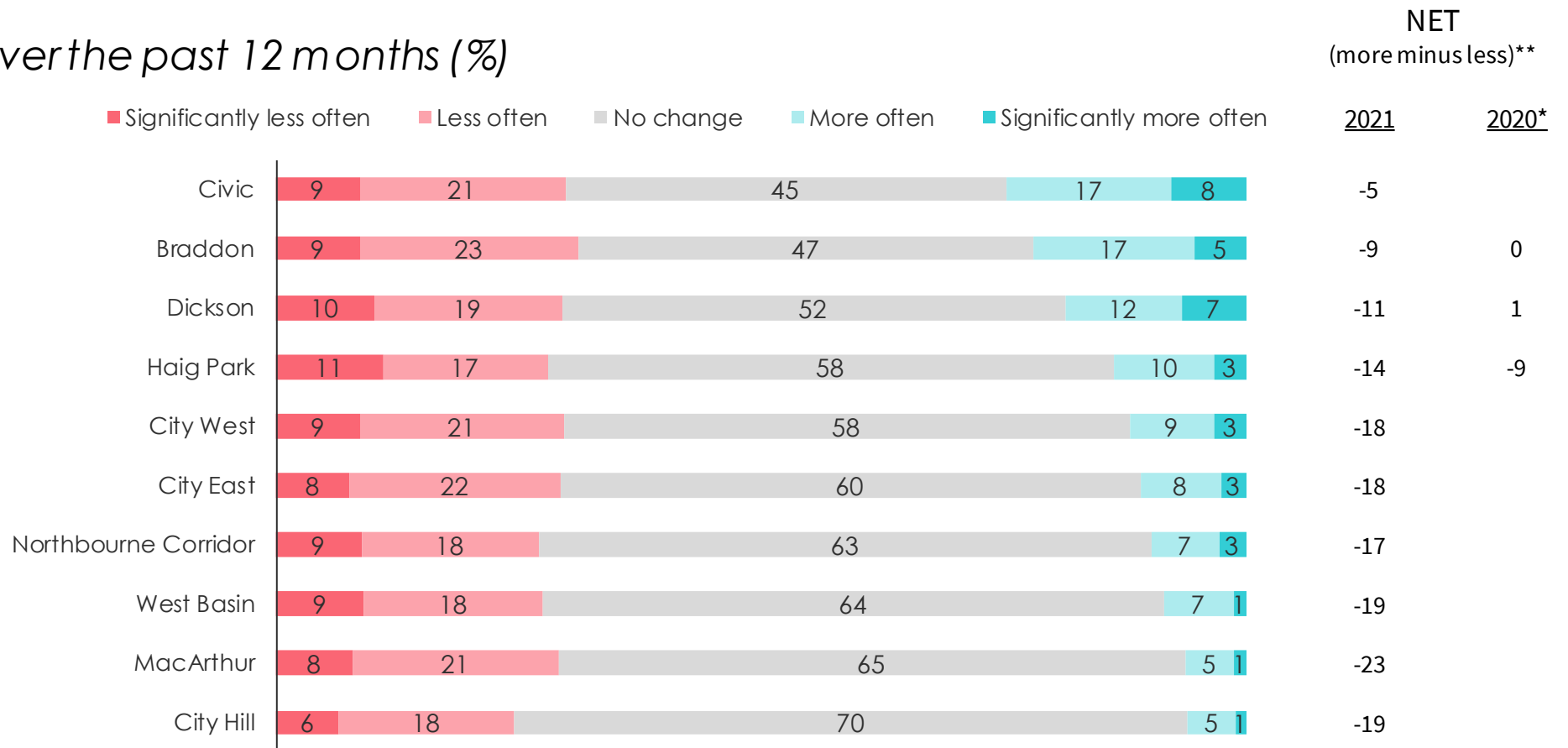
Visit at least monthly (%) – by location

Visit monthly:	Live in:							
	City & Inner South	Inner North	Manuka & Kingston	Woden Valley	Weston Creek	Belconnen	Tuggeranong	Gungahlin
Civic	89	90	78	74	75	68	53	64
Braddon	79	76	66	51	42	49	29	44
City East	76	63	45	47	33	41	31	35
City West	75	55	36	46	46	37	33	39
Northbourne Corridor	51	60	41	36	40	40	28	48
Dickson	56	86	21	26	28	41	13	39
City Hill	39	38	25	31	30	21	18	17
West Basin	40	28	23	34	26	19	17	15
Haig Park	48	51	10	16	9	14	8	11
MacArthur	24	35	5	12	16	16	11	18
Column n	41	89	41	64	39	172	159	100



While frequency of visitation hasn't changed for many, the trend is to have visited less in the last 12 months than previously

Visited more/less over the past 12 months (%)



This is most likely due to COVID restrictions in place in the last 12 months



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Conclusion



Conclusion

Ratings of safety and comfort are relatively high across Braddon, Civic and Dickson, and Braddon is also the cleanest area.

The cleanliness of Civic is polarising: with the second highest rating for clean and the second highest rating for unclean, the Civic experience notably varies for different members of the Canberra public

Dickson, while safe and comfortable, scores highest for unclean.