



# Town of Cambridge Values and Attitudes Survey

Key Findings

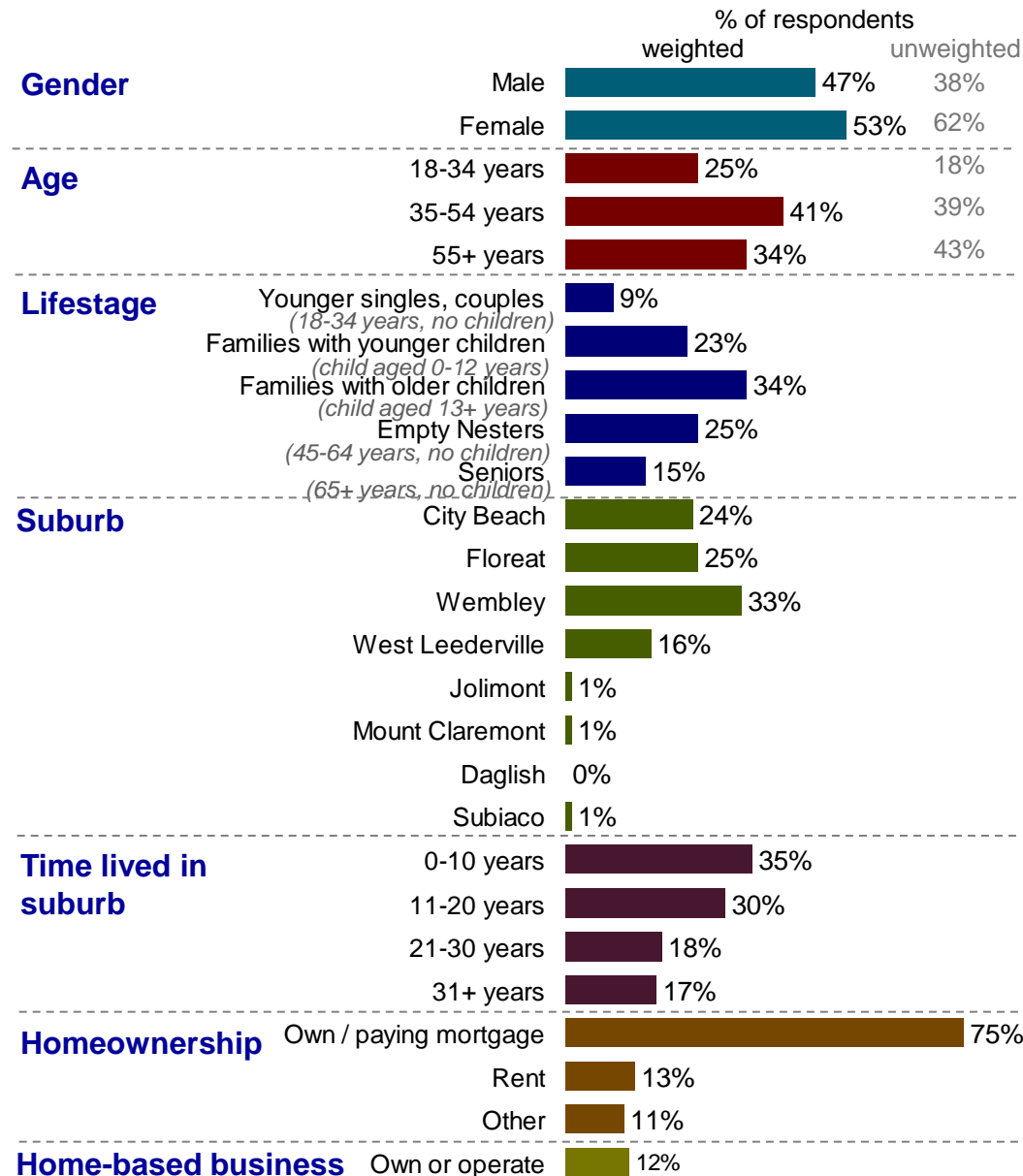
November 2010

# Executive Summary

- To inform the Town of Cambridge's Local Planning Strategy, CATALYSE® conducted a quantitative survey to explore community values and attitudes.
- 400 residents took part in a phone survey.
- Satisfaction among residents is high. Most people love living in the Town of Cambridge!
- Major challenges emerging from the research are:
  1. How can the demand for greater housing options to suit people in different life stages be met?
  2. How can the Town better meet the needs and expectations of residents in West Leederville? Especially relating to their concerns with planning and building approvals?
  3. How can the Town strengthen the 'village ambience' in Wembley?
  4. What factors are driving the lack of commitment from Wembley residents, in particular younger adults, to remain living in the Town of Cambridge?
  5. Floreat Forum is the Town's most frequently mentioned 'heart' – but given the relatively low number of mentions, and moderate satisfaction levels, what can be done to transform the precinct into an area that better meets the community's needs and expectations...and connects a fairly diverse and geographically dispersed community.

# Introduction and research method

- The Town of Cambridge is developing a Local Planning Strategy to provide high-level direction to the Town's planning over coming decades and direct the review of the Town's Local Planning Scheme, as required by the Western Australian Planning Commission.
- To inform the Strategy, CATALYSE® was invited to assist with a study to explore community values and attitudes.
- Following on from a series of in-depth interviews and focus groups with key stakeholders within the Town, a survey was conducted to quantify views.
- A phone survey was developed in conjunction with the Town and completed by 400 residents in October 2010.
- Interviewing was completed by Edith Cowan University's Survey Research Centre using computer assisted telephone interviewing (CATI).
- Households were randomly selected, with quotas set by age, gender and location to obtain a representative sample.
- Since older respondents and females were slightly over represented in the final sample, responses were weighted accordingly.
- Analysis was conducted using SPSS.
- Sampling precision is +/- 5% at the 95% confidence interval.

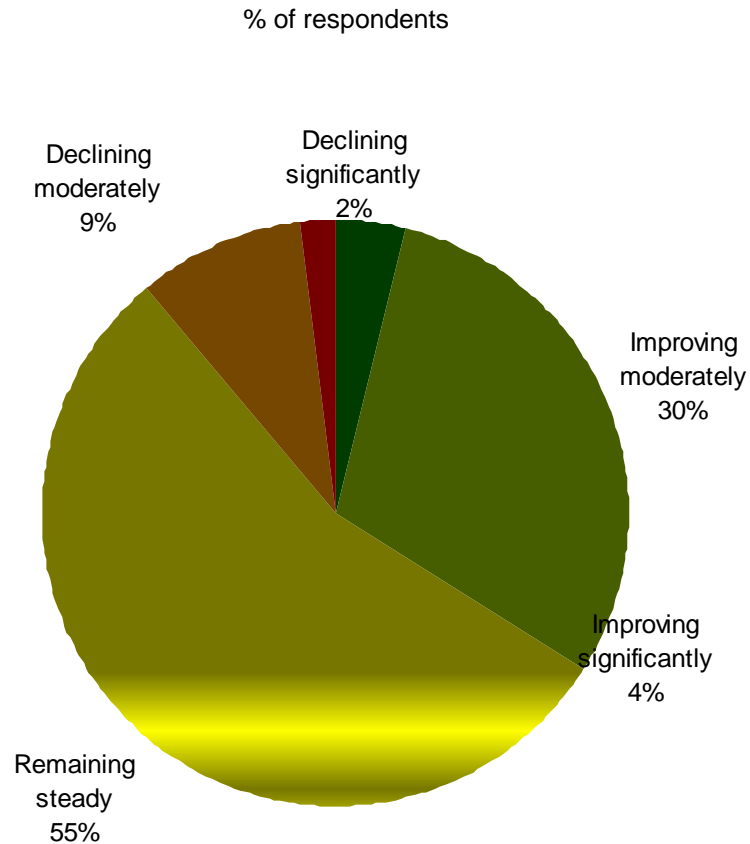




# Perceptions of the local area

# Perceptions of overall quality of life

**Over the past few years, do you think the overall quality of life in the local area has been improving, remaining steady or declining?**



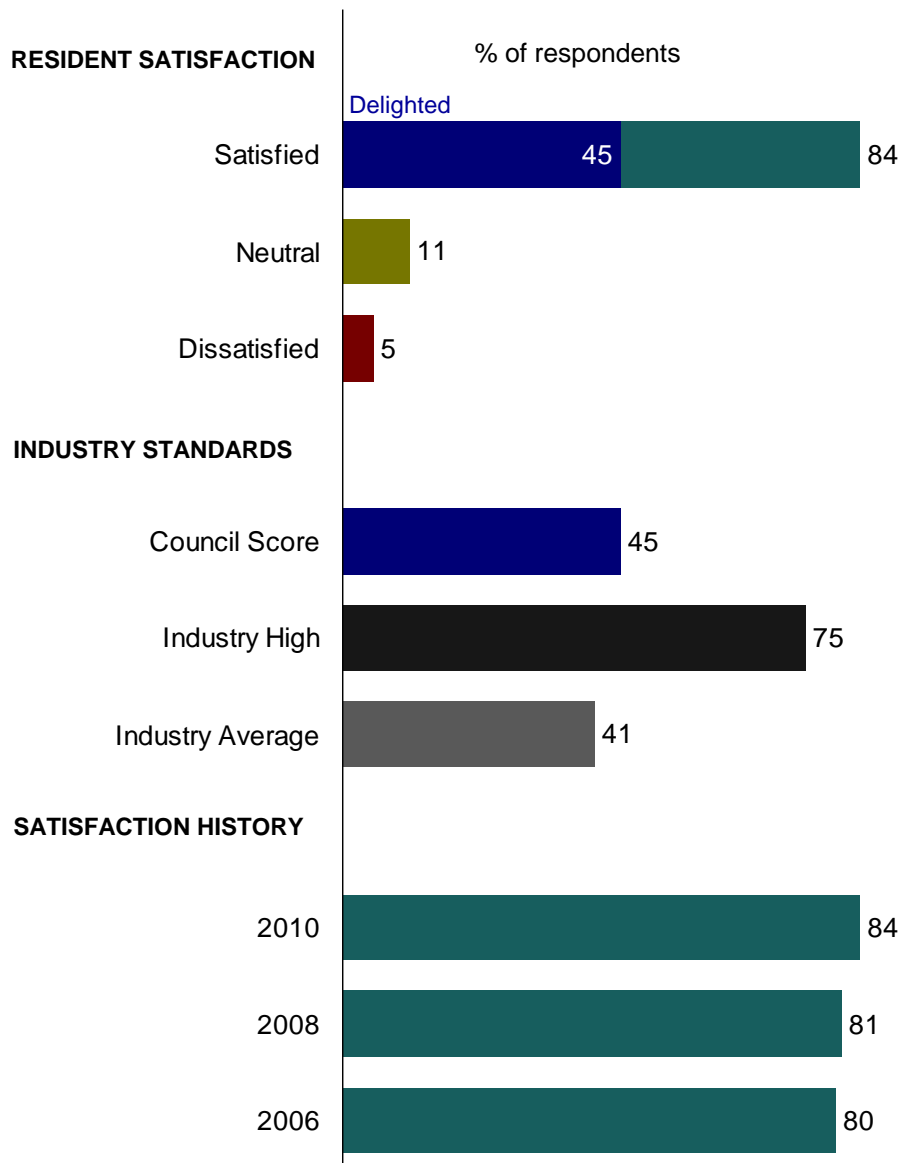
- About 1 in 3 respondents feel that the overall quality of life in the local area has been improving.
- About half of the respondents feel that the overall quality of life in the area has remained steady
- Empty nesters and home owners are the most likely to think that quality of life has been declining.

<i>% of respondents</i>	Improving	Steady	Declining
Younger singles / couples	44%	52%	4%
Families with younger children	38%	54%	8%
Families with older children	31%	58%	11%
Empty nesters	34%	50%	16%
Seniors	33%	54%	13%
Own home	33%	53%	13%
Renting	38%	57%	4%

Q. Over the past few years, do you think the overall quality of life in the local area has been improving, remaining steady or declining?

Base: Excluding 'unsure' and no response (n = 394)

# Overall Satisfaction with the Town of Cambridge



- Satisfaction remains high.
  - 84% of respondents are satisfied.
- Satisfaction is highest among females, younger singles / couples, seniors and renters.
- There is greatest room to improve satisfaction among those living in West Leederville.

% of residents	Delighted	Dissatisfied
Male	39%	9%
Female	49%	2%
Younger singles / couples	63%	3%
Families with younger children	40%	4%
Families with older children	36%	5%
Empty nesters	41%	7%
Seniors	61%	4%
City Beach	46%	6%
Floreat	43%	2%
Wembley	49%	4%
West Leederville	34%	11%
Own	43%	5%
Rent^	63%	0%

Q. On a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with the Town of Cambridge?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 398; 2008 n = 397; 2010 n = 400)

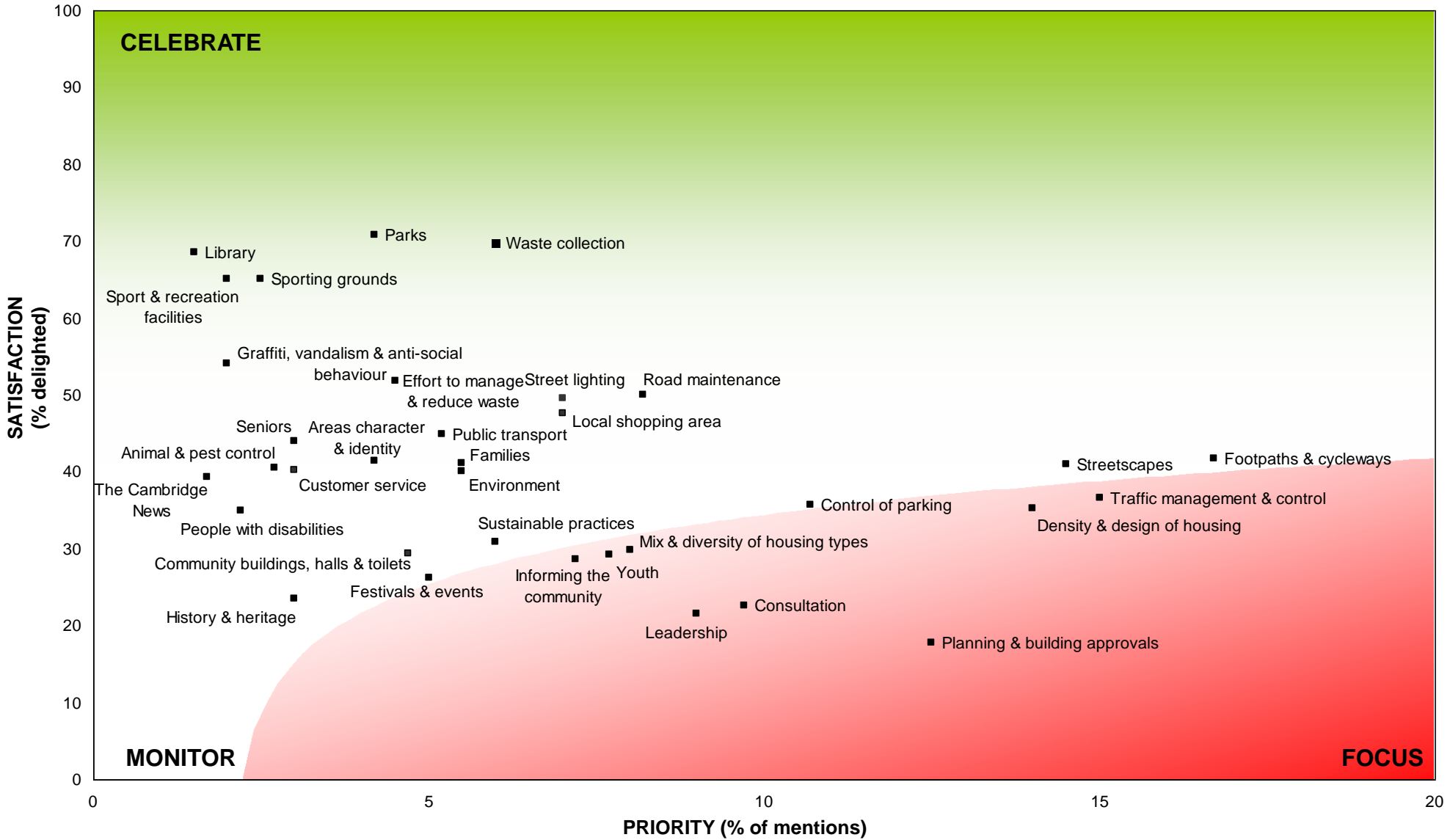
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied 0-4

^ = small sample size (n<30)

○ ▼ ▲ = significant variance

# Community Priorities Indicator™

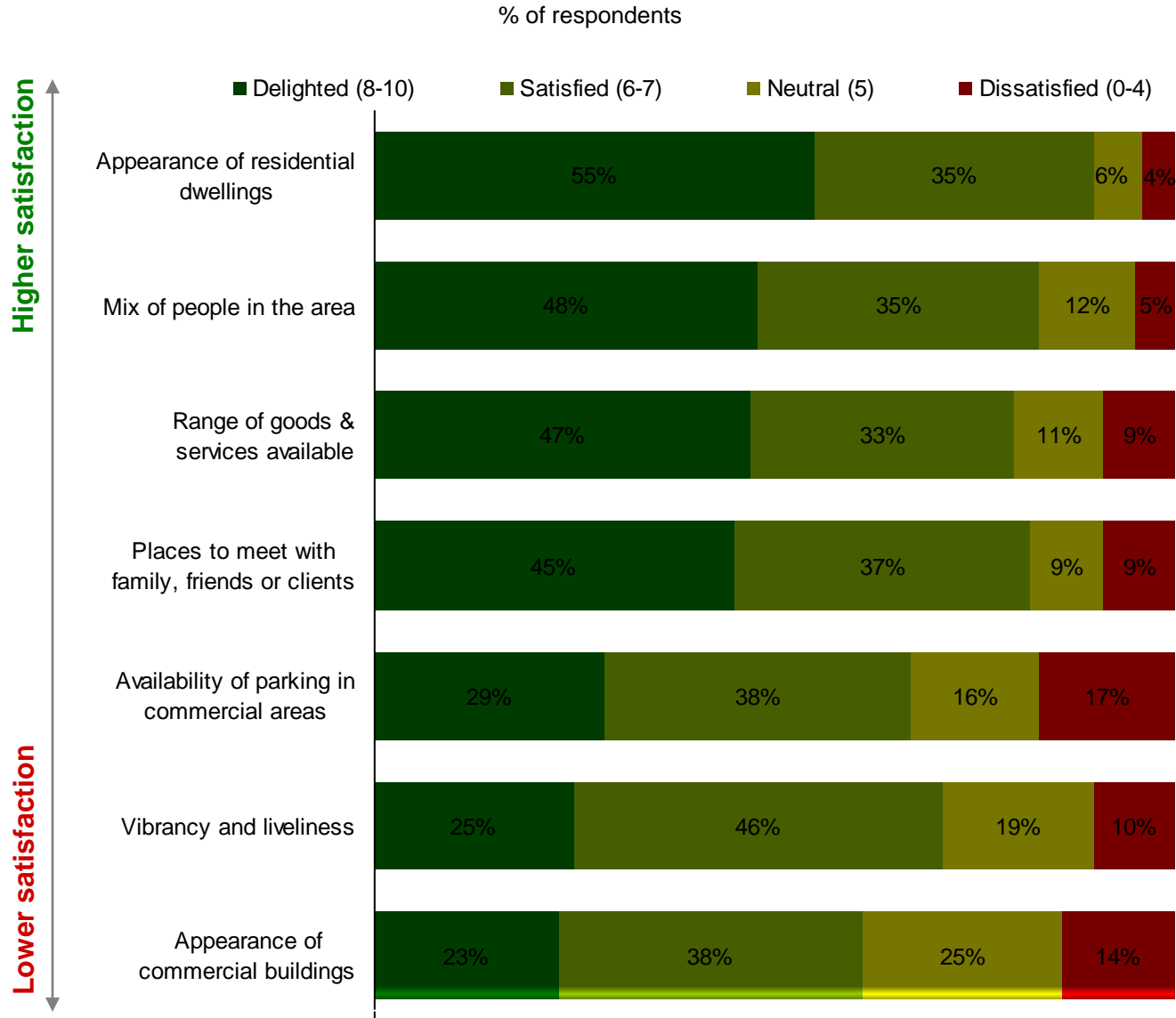
Please refer to Community Perceptions Survey for detailed results



Q. Which areas would you most like Town of Cambridge to focus on improving? MULTIPLE RESPONSE ALLOWED  
 Q. How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents delighted (8,9 or 10)  
 Base: Priority – all respondents (Residents 2010 n = xx); Satisfaction - Respondents who use / can comment on service / facility (Residents 2008 n = various)



# Satisfaction with local area



- Overall, satisfaction among residents with their local area is high.
- Respondents are mostly delighted or satisfied with the appearance of residential dwellings, the mix of people, the range of goods and services and the availability of places to socialise with family, friends or clients.
- Respondents are less satisfied with the availability of parking, vibrancy and the appearance of commercial buildings.

Q. Thinking about your local area, how satisfied are you with the following aspects?  
 Base: Excluding 'unsure' and no response (n = varies from 383 to 398)



# Satisfaction with local area

## Demographic variances

- Females are happier with the social aspects of their local area, including the mix of people, atmosphere and places to meet family, friends and clients.
- Younger singles / couples are generally more satisfied across all aspects, delighting in the look and feel of their local area. While 61% of younger singles / couples are delighted with the availability of places to meet family, friends and clients, feedback in the focus groups suggests there is room for further improvement with greater demand for cafes, restaurants and wine bars among this age group.
- Satisfaction with the vibrancy and liveliness as well as parking in commercial areas is higher among those without children. Dissatisfaction with these aspects may signify that the available amenities/facilities do not adequately cater for families with children.
- Residents in Wembley and West Leederville are more satisfied with the vibrancy and liveliness of their local area compared with those living in Floreat and City Beach.
- Residents from City Beach are less satisfied with the range of goods and services available in their local area. This supports the qualitative finding that City Beach residents were largely dissatisfied with the Ocean Village and City Beach shopping precincts.
- Satisfaction with the appearance of both commercial and residential buildings is lower among those living in West Leederville.
- Generally speaking, the longer you live in the Town of Cambridge, the more satisfied you are with the area!
  
- Supporting findings are tabled overleaf.

# Satisfaction with local area

% who are delighted, top 3 boxes

<i>% of respondents who are delighted (top 3 boxes)</i>	Appearance of residential dwellings	Mix of people in the area	Range of goods & services available	Places to meet with family, friends or clients	Availability of parking in commercial areas	Vibrancy and liveliness	Appearance of commercial buildings
Males	53%	42%	44%	38%	25%	21%	21%
Females	56%	53%	50%	51%	31%	29%	26%
Younger singles / couples	65%	62%	58%	61%	44%	42%	35%
Families with younger children	50%	38%	39%	46%	16%	13%	17%
Families with older children	59%	41%	50%	42%	25%	19%	24%
Empty nesters	44%	49%	45%	40%	30%	28%	23%
Seniors	64%	59%	48%	53%	41%	38%	28%
City Beach	54%	50%	37%	41%	44%	19%	29%
Floreat	64%	46%	48%	47%	28%	17%	21%
Wembley	56%	49%	55%	49%	28%	29%	25%
West Leederville	36%	48%	42%	36%	7%	31%	12%
Own home	52%	49%	43%	42%	26%	22%	21%
Renting	56%	44%	60%	55%	37%	43%	34%
Lived in Town of Cambridge 10 years or less	50%	49%	47%	51%	28%	31%	23%
Lived in Town of Cambridge 11 – 20 years	55%	38%	51%	46%	26%	16%	22%
Lived in Town of Cambridge 21 – 30 years	58%	56%	51%	31%	26%	29%	24%
Lived in Town of Cambridge 31 or more years	62%	54%	36%	42%	38%	24%	25%
Non-English speaking background	46%	41%	42%	35%	14%	25%	18%
Have disability / impairment	65%	37%	45%	47%	21%	24%	36%
Own or operate a home-based business	42%	34%	42%	42%	30%	17%	25%

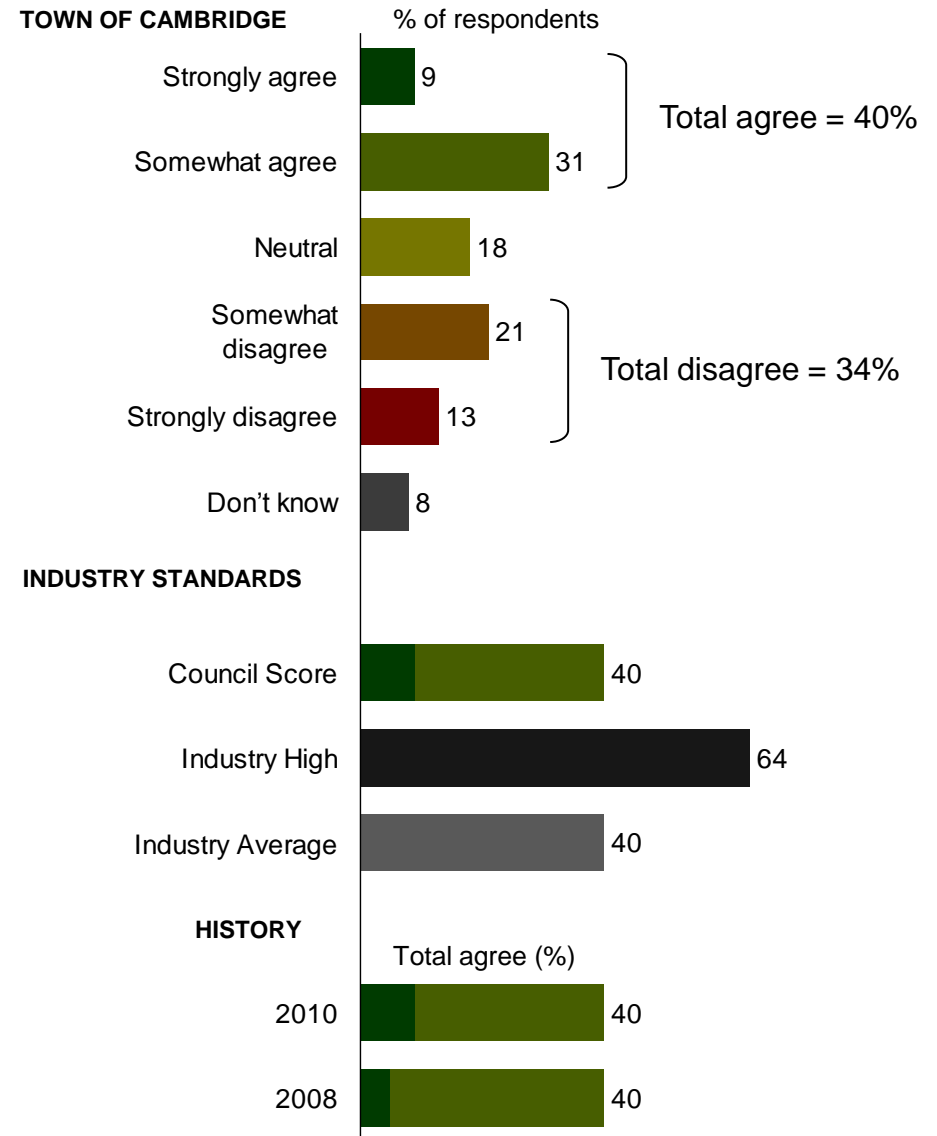
Q. Thinking about your local area, how satisfied are you with the following aspects?  
Base: Excluding 'unsure' and no response (n = varies from 383 to 398)

# The Town of Cambridge has developed and communicated a clear vision for the area

## I am fairly clear about what the area is going to look and feel like in 10 years time

- 40% of respondents agree that the Town of Cambridge has developed and communicated a clear vision for the area.
- Those living in West Leederville are much more likely to agree!
- Those with children, empty nesters and those who have lived in the Town for 11 years or more are more likely to disagree.

% of residents	Agree	Disagree
Younger singles / couples	44%	13%
Families with younger children	43%	37%
Families with older children	41%	39%
Empty nesters	43%	40%
Seniors	30%	26%
City Beach	28%	36%
Floreat	44%	38%
Wembley	33%	37%
West Leederville	64%	18%
Lived in Town for 0 to 10 years	45%	22%
Lived in Town for 11 to 20 years	39%	39%
Lived in Town for 21 to 30 years	39%	39%
Lived in Town for 31 or more years	34%	38%



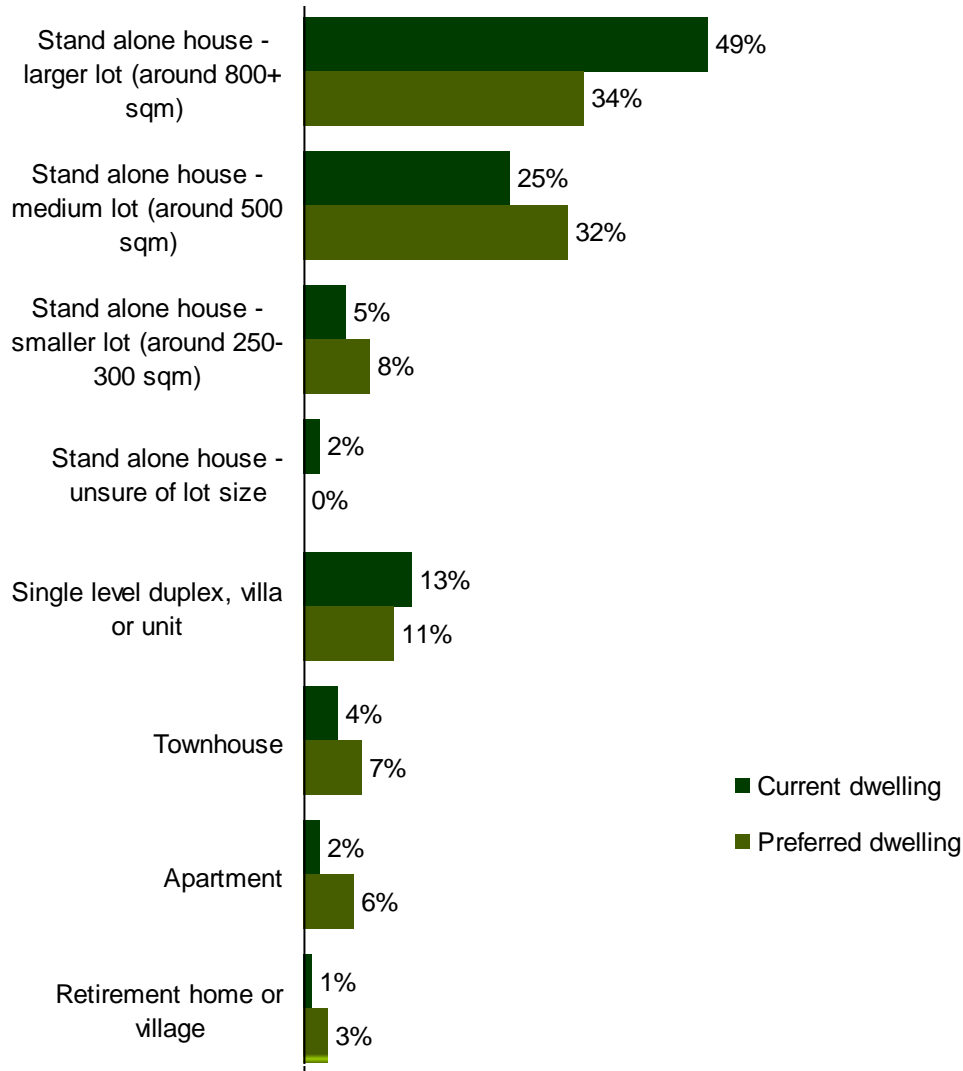
Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.  
Base: All respondents (Residents 2006 n = xx; 2008 n = 401; 2010 n = 401)



Future needs

# Current versus preferred dwelling type in 5-10 years

% of respondents



- It appears likely that there will be lower demand for larger blocks in the next 5-10 years, and more demand for medium lot developments, as well as some smaller lot developments, townhouses and apartments.

As tabled overleaf:

- Younger singles / couples** - currently living on standalone 500sm<sup>2</sup> blocks - are anticipated to have a greater need for larger lot developments over the next 5-10 years.
- Families with younger children** appear fairly satisfied with their current housing options and do not anticipate any change in their housing preferences in the near future.
- Many **families with older children** (65% of whom currently live on 800sm<sup>2</sup>+ blocks) and **empty nesters** (50% of whom currently live on 800sm<sup>2</sup> blocks) appear interested in downsizing in the next 5-10 years.
- Families with older children** appear to be looking to downsize to stand-alone houses on medium lots.
- Seniors** are interested in moving out of stand-alone homes on larger lots and moving into smaller lots (250-300sm<sup>2</sup>) or retirement homes.

Q. What type of dwelling do you currently live in?

Q. Is your home on a larger lot (around 800+ square metres), medium lot (around 500 square metres) or a smaller lot (around 250-350 square metres)?

Q. In 5 to 10 years time, what type of dwelling would you most prefer to live in?

Q. Would you mostly prefer a home on a larger lot (around 800+ square metres), medium lot (around 500 square metres) or a smaller lot (around 250-350 square metres)?

Base: Those who provided a valid response, excluding no response (Current dwelling n = 400; Preferred dwelling n = 400)



# Dwelling preferences by life-stage

	Younger singles / couples (18-39), no kids			Family with younger children (<13 years)			Family with older children (13+ years)			Empty nesters (40-64), no kids			Seniors (65+), no kids		
	Current	Preferred	Change	Current	Preferred	Change	Current	Preferred	Change	Current	Preferred	Change	Current	Preferred	Change
Stand alone house on a larger lot (around 800+ sqm)	4%	28%	<b>23%</b>	49%	43%	<b>-6%</b>	65%	37%	<b>-28%</b>	50%	30%	<b>-20%</b>	44%	19%	<b>-25%</b>
Stand alone house on a medium lot (around 500 sqm)	31%	42%	<b>11%</b>	36%	45%	<b>9%</b>	19%	30%	<b>11%</b>	25%	28%	3%	17%	21%	4%
Stand alone house on a smaller lot (around 250-300 sqm)	4%	0%	<b>-4%</b>	3%	3%	0%	5%	8%	4%	6%	11%	<b>5%</b>	4%	12%	<b>8%</b>
Stand alone house - unsure of lot size	4%	0%	<b>-4%</b>	0%	0%	0%	2%	0%	<b>-2%</b>	1%	0%	<b>-1%</b>	2%	0%	<b>-2%</b>
Single level duplex/villa/unit	27%	19%	<b>-8%</b>	9%	5%	<b>-5%</b>	6%	9%	3%	13%	12%	<b>-1%</b>	22%	19%	<b>-3%</b>
Townhouse	15%	4%	<b>-11%</b>	1%	0%	<b>-1%</b>	3%	9%	6%	4%	11%	<b>7%</b>	6%	6%	0%
Apartment	15%	7%	<b>-8%</b>	2%	4%	3%	0%	9%	<b>9%</b>	1%	6%	<b>5%</b>	2%	7%	5%
Retirement home/village	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	2%	2%	4%	16%	<b>12%</b>
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unsure	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	2%	2%	0%	3%	3%

Q. What type of dwelling do you currently live in?

Q. Is your home on a larger lot (around 800+ square metres), medium lot (around 500 square metres) or a smaller lot (around 250-350 square metres)?

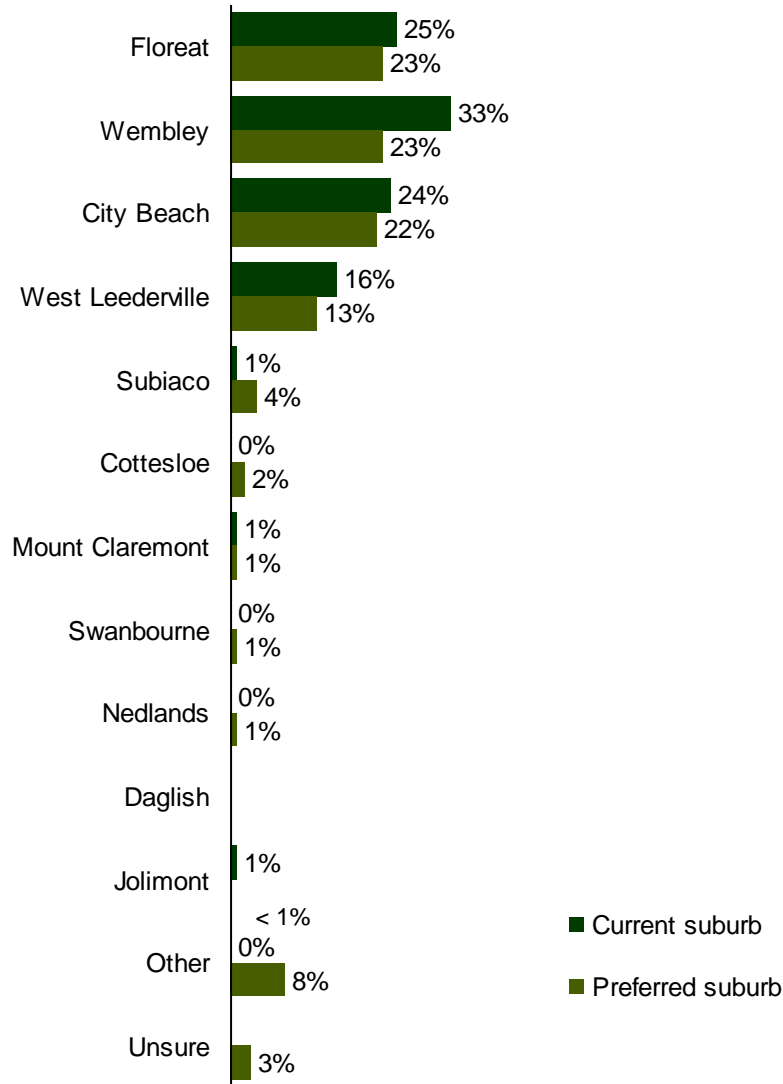
Q. In 5 to 10 years time, what type of dwelling would you most prefer to live in?

Q. Would you mostly prefer a home on a larger lot (around 800+ square metres), medium lot (around 500 square metres) or a smaller lot (around 250-350 square metres)?

Base: Those who provided a valid response, excluding no response (Current dwelling n = 400; Preferred dwelling n = 400)



# Current vs preferred area to live in 5-10 years



- Commitment to living in the Town of Cambridge is strong, more so among Floreat residents, followed by those living in West Leederville and City Beach.
- However, it is concerning to see that most residents who wish to change suburbs within the next 5-10 years, are looking to move outside of the Town of Cambridge, notably inner western suburbs such as Cottesloe, Mount Claremont, Swanbourne and Nedlands.

		Preferred suburb to live in 5 to 10 years					
		Floreat	Wembley	City Beach	West Leederville	Other	Unsure
Current suburb	Floreat	83%	1%	4%	0%	11%	1%
	Wembley	5%	65%	6%	2%	18%	3%
	City Beach	3%	2%	77%	0%	16%	3%
	West Leederville	0%	4%	1%	78%	11%	6%






Q. Will you please let me know what suburb you live in?  
 Q. In 5 to 10 years time, which suburb would you most prefer to be living in?  
 Base: Those who provided a valid response, excluding no response (Current suburb n = 400; Preferred suburb n = 400)

# Current vs preferred area to live in 5-10 years

- Survey results suggest that the demographic profile of people living in the various suburbs across the Town is likely to remain fairly similar over the next 5-10 years. *Though it must be noted that this study does not account for residents who may migrate into the area from outside of the Town.*

Some possible trends include:

- An aging population in Wembley, with younger adults leaving and seniors wanting to move into the area.
- More families with younger children moving into Floreat.
- An increasing number of 35-54 year olds in City Beach

	City Beach		Floreat		Wembley		West Leederville	
	Current	Preferred	Current	Preferred	Current	Preferred	Current	Preferred
Male	48%	50%	48%	51%	49%	49%	43%	41%
Female	52%	50%	52%	49%	51%	51%	57%	59%
18-34 years	10%	6%	27%	27%	37%	 29%	19%	21%
35-54 years	34%	 43%	46%	44%	34%	37%	57%	51%
55+ years	56%	51%	28%	29%	28%	 35%	24%	28%
Younger singles / couples	1%	0%	4%	5%	18%	15%	9%	13%
Families with younger children	9%	12%	31%	 37%	25%	24%	34%	34%
Families with older children	35%	32%	43%	42%	30%	27%	27%	23%
Empty nesters	32%	33%	20%	19%	21%	22%	29%	27%
Seniors	29%	27%	10%	10%	11%	 18%	9%	9%
Own / paying mortgage	82%	88%	78%	78%	64%	67%	85%	87%
Rent	7%	7%	7%	8%	25%	25%	6%	7%



# Reasons why respondents prefer to live in City Beach

- City Beach respondents primarily enjoy the area because of its beach lifestyle and access to dog beaches.
- Residents are established and happy in the area, and delight in the lifestyle of the area especially its parks, golf courses and amenities.
- Its quiet ambience and location is highly valued.
  - *“I love it because I can watch the sun go down every night and there's not many shops and it is nice and quiet.”*
  - *“Like the proximity to the ocean, and the city and everything else. Open areas, e.g. golf course.”*
  - *“We have great views and we can walk to the beach.”*
  - *“We're ocean people and we love living near the ocean.”*
  - *“I like this area because blocks are larger, gardens are nice and because at moment I have access to bore water. My neighbourhood is quiet. We have nice parks. My relatives are nearby.”*
  - *“I would prefer to live in City Beach as that is where I grew up and I am familiar with the area.”*
  - *“I like City Beach as it has good resources for families such as parks, close to beaches and good schools.”*

# Reasons why respondents prefer to live in Floreat

- Floreat residents enjoy the suburb's central location, with easy access to the beach, bushland and the city.
- Residents choose to live in Floreat because it combines green open spaces with amenities and easy access to commercial precincts.
  - *"It's close to the ocean, shopping centre, good open areas and bushland, excellent library, good mix of ages, close to golf course, good sporting facilities in the area, established suburb and greenery, very friendly."*
  - *"I would prefer to live in Floreat as it is a central location to the city, beach and both north and south of the river."*
  - *"I love Floreat because it's central and close to everything. I also work here."*
  - *"I would prefer to live in Floreat as it is a central location to the city, beach and both north and south of the river."*
  - *"I love Floreat because its central and close to everything. I also work here."*
  - *"I like Floreat as it has lots of trees and open spaces. It is close to the city and the beach, and I like going out to Subiaco and Leederville as it is close by and has lots of restaurants and cafes."*
  - *"I like the suburb of Floreat as I have lived here all my life. It is close to the beach which I spend a lot of time at."*
  - *"I like Floreat as the primary school is excellent for my young child, it is not too far out of the city which is convenient to work."*

# Reasons why respondents prefer to live in Wembley

- Wembley residents enjoy the western suburbs lifestyle in a suburb that is close to the beach and to the central business district.
  - A slightly denser population gives the suburb a more village and community ambience which is highly valued by many residents.
  - Respondents particularly noted the easy of access and availability of cafes, shopping precincts, parklands and public transport.
- 
- *“I like Wembley as it is a great mix of ages in the area. It is close to the beach and the area has a village atmosphere that I like.”*
  - *“I prefer Wembley as it has a 1930s charm about it. I like that it is a quiet area and close to city.”*
  - *“I think its quiet, safe and close to Herdsman lake, Floreat beach and the city - its central. Lots of nice bakeries and coffee shops in Wembley.”*
  - *“I prefer Wembley as it is close to everything I need, the city, beach and great shopping areas.”*
  - *“I like Wembley because it has lots of trees and nice gardens. Open spaces.”*
  - *“We are very happy here, we are close to Lake Monger and enjoy walking round the lake. It is a lovely quiet area.”*
  - *“I think the only reason I would stay in Wembley area is because of the location. We're very central, close to beach and city.”*

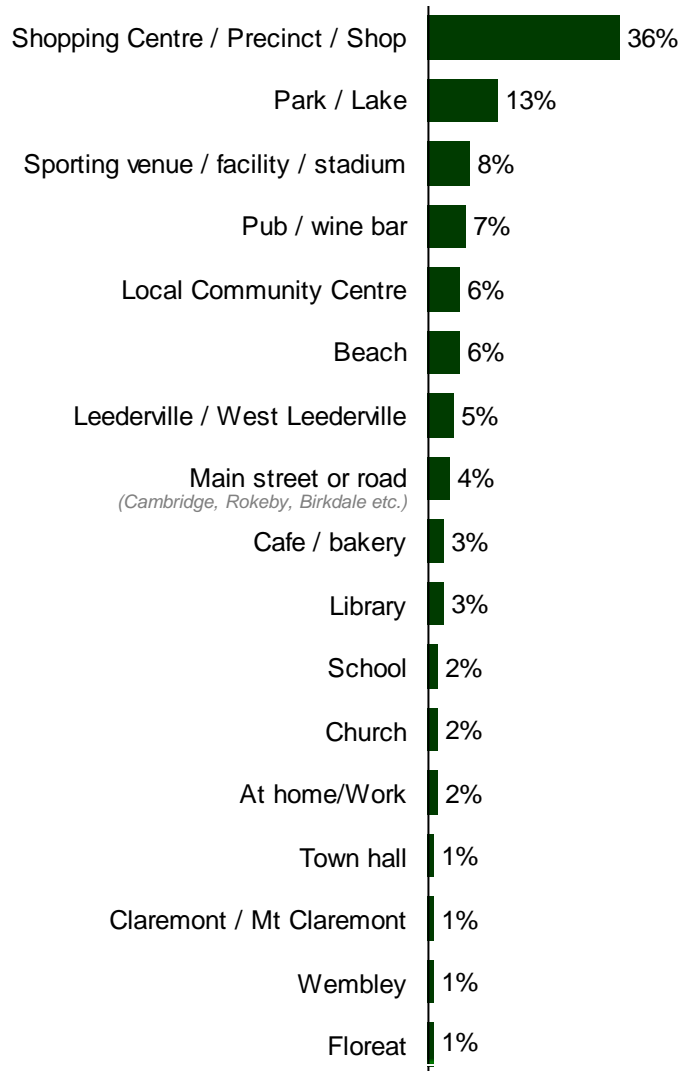
# Reasons why respondents prefer to live in West Leederville

- West Leederville residents highly value the suburb's proximity to the central business district, freeway access and major access roads.
- Over 50% of respondents living in West Leederville highlighted the convenience of the suburb's location as its greatest asset.
  - *"I prefer West Leederville as it is close to the beach, close to the city, freeway and we have great parks like Lake Monger .*
  - *"It's very convenient to Graham Farmer and freeway access. Proximity to the beach and city. We have lots of cafes and shopping facilities.*
  - *"I like West Leederville as it is well located as far as getting to the city, we are close to the city and major roads, it has a lovely mix of population and their is a great diversity in the area and we really enjoy it.*
  - *"I prefer West Leederville as it is convenient to my work in the city, it is close to Lake Monger, the freeway and Subiaco.*
  - *"I prefer West Leederville as it has a great access to the transport system and close to amenities such as cinemas, shops etc.*



Community

# Perceived community hubs



- Opinion about what constitutes a community hub varies.
- The most popular type of community hub among respondents is a shopping centre, shopping precinct or a particular shop.
- Lakes, parks and beaches are also considered to be places where the community comes together.
- Other mentions include sporting venues, schools and libraries.

As tabled overleaf:

- Generally, local shopping centres and shopping precincts are the most popular mention across the community, with the exception of families with younger children and those living in West Leederville who were more likely to mention local parks and lakes.
- The beach was a popular mention in City Beach.
- While, residents in Wembley were more likely than others to mention a pub or wine bar.

# Types of community hubs

<i>% of respondents</i>	Males	Females	Younger singles / couples	Families with younger children	Families with older children	Empty nesters	Seniors	City Beach	Floreat	Wembley	West Leederville
Shopping Centre / Precinct / Shop	35%	37%	35%	24%	40%	36%	38%	50%	57%	22%	11%
Park / Lake	13%	13%	11%	35%	8%	9%	2%	3%	9%	18%	25%
Sporting venue / facility / stadium	5%	10%	4%	7%	8%	5%	12%	5%	12%	7%	6%
Pub / wine bar	9%	5%	11%	4%	9%	7%	4%	2%	5%	13%	6%
Local Community Centre	6%	6%	0%	5%	5%	6%	14%	6%	8%	8%	0%
Beach	5%	7%	0%	6%	10%	5%	2%	16%	6%	1%	0%
Leederville / West Leederville	4%	5%	11%	1%	7%	3%	2%	1%	0%	4%	18%
Main street or road	4%	5%	4%	7%	5%	5%	1%	0%	6%	6%	3%
Cafe / bakery	3%	4%	4%	5%	1%	5%	1%	0%	2%	3%	11%
Library	3%	3%	0%	3%	2%	6%	0%	2%	5%	3%	0%
School	4%	1%	0%	8%	2%	1%	0%	0%	1%	3%	7%
Church	2%	2%	0%	0%	1%	2%	9%	3%	2%	2%	2%
At home/Work	1%	2%	4%	1%	1%	3%	3%	1%	1%	2%	1%
Town hall	0%	2%	0%	0%	0%	3%	3%	1%	0%	0%	7%
Claremont / Mt Claremont	1%	1%	0%	0%	0%	3%	0%	1%	0%	0%	0%
Wembley	1%	0%	0%	0%	0%	2%	0%	0%	0%	1%	2%
Floreat	0%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%

Q. People often refer to central meeting areas where the community comes together as community hubs. Where do you consider your local community hub to be?

Base: All respondents (n = 400)

# Specific mentions of community hubs



- Overall, Floreat Forum received the most mentions as the place where the community comes together....but, with less than 1 in 4 respondents across the Town mentioning the Forum, it is considered to be a weak heart.
  - The closer people live to the Forum, the more likely they are to mention this as the community hub.
  - 53% of residents in Floreat mentioned the Forum, followed by 30% of residents in City Beach....but only 7% of residents in Wembley mentioned the Forum (with no mentions from West Leederville)
- It seems there are many 'pulses' across the Town, with responses varying by suburb.
  - The most popular mentions by suburb are listed below:

City Beach	Floreat	Wembley	West Leederville
Floreat Forum (30%)	Floreat Forum (53%)	Lake Monger (12%)	Cowden Park (13%)
Boulevard Shops (12%)	Perry Lakes (8%)	Wembley Hotel (9%)	Oxford St (11%)
City Beach (6%)	Library (5%)	IGA Shopping Centre, Wembley (8%)	Charlie's Corner Café (7%)
Floreat Beach (4%)	Boulevard Centre (5%)	Floreat Forum (7%)	Town Hall (7%)
City Beach Shops (4%)	Birkdale St Shops (5%)	Joan Waters Centre (5%)	Lake Monger (6%)
Ocean Village Shops (3%)	Subiaco/Subi Centro (3%)	Cambridge St, Wembley (5%)	Coles (4%)
	Floreat Hotel (3%)	Subiaco/Subi Centro (4%)	JB O'Reillys (4%)
		Food Hall / Court (4%)	

Q. People often refer to central meeting areas where the community comes together as community hubs. Where do you consider your local community hub to be?  
 Base: All respondents (n = 400).



# Reasons for choosing specific community hubs

## Among those living in City Beach

- The main reason City Beach respondents consider Floreat Forum to be their community hub is because there is a **range of services and facilities** available, most notably the **library**:
  - *“Library's there, shopping centre, cafes.”*
  - *“Because the library is there and the meeting rooms are there and we shop there.”*
  - *“Has the most facilities and it has the banks. space for meetings at the library or the centre or the shopping which is undercover and air con. Book club meeting.”*
  - *“Because they have everything there for the community.”*
  - *“Because it's the closest place where there is a library.”*
  
- The Boulevard Shopping Centre is considered to have a **variety of café, supermarket and dining options**:
  - *“Because it has a coffee shop and supermarkets.”*
  - *“Because it's local it has cafes and restaurants.”*
  - *“Because it is very popular. A couple of eateries.”*
  
- City Beach was considered to be the community hub because it is **accessible and popular** with friends
  - *“Because I'm pretty young, so that's where I go to meet some of my friends.”*
  - *“It's accessible.”*

# Reasons for choosing specific community hubs

## Among those living in Floreat

- The main reasons Floreat respondents consider Floreat Forum to be their community hub is because of the range of services and facilities as well as the close proximity to their homes making it a **good place to meet other members of the community**:
  - *“Because you see everyone from school there, people from the community and you will always run into someone you know there. And also because of the cafe called ‘delish’ that’s there.”*
  - *“Because it’s the only shopping centre in the suburb and they have a library there with conference rooms under the library.”*
  - *“Because it’s close and there a couple of quite nice cafes there.”*
  - *“The variety of shops and cafes makes it a good place to meet.”*
  - *“Because it’s close to home and has got a lot of different stores.”*
  
- Some Floreat respondents consider the Boulevard Centre / Library to be their community hub because of the **meeting facilities and close proximity to cafes**:
  - *“There are meeting rooms there and it’s near the shops and near the library and it’s somewhere where I’d say to meet someone because there are coffee shops nearby as well.”*
  - *“Because it has specific meeting facilities.”*
  - *“Probably the library at the Floreat Forum. It’s got meeting rooms there and they have a function centre underneath the library.”*
  - *“That would be where I meet people the most.”*
  
- Floreat respondents see Perry Lakes as a meeting place because the **open space and recreation facilities attract locals**:
  - *“Basically just for the open space and I have kids who play tee-ball there.”*
  - *“Sometimes do a walk around Perry Lakes.”*

# Reasons for choosing specific community hubs

## Among those living in Wembley

- The main reasons Wembley respondents consider Lake Monger to be their community hub is because of the **recreational uses, attractiveness of the area and that it is a good place to socialise.**
  - *“Because it’s a good exercise and social area. An attractive facility.”*
  - *“My local community hub is Lake Monger as it is in close proximity to our house, it has footpaths, playgrounds etc which meets my and my friends needs for activities.”*
  - *“It’s the focal point of the neighbourhood. It’s beautiful.”*
  
- The Wembley Hotel is considered by some as a **good place to catch up with people**, particularly locals.
  - *“Wembley hotel its very popular and a group of us always meet there”*
  - *“Community hub is the Wembley hotel as that is where a lot of locals get together.”*
  
- 3. The IGA Shopping Centre in Wembley is regarded by some as a **place where they will run into people they know.**
  - *“Where the Wembley IGA is as well, you run into a lot of people you know there.”*
  - *“I see people I know there.”*
  
- 4. Floreat Forum is considered a community hub by some Wembley residents because of **the coffee shops, library and open space.**
  - *“Coffee shops at the Floreat Forum.”*
  - *“Floreat Forum because of the library and the open area.”*
  
- 5. The Joan Waters Community Centre has a **variety of facilities and is a regular meeting place for community groups.**
  - *“Joan waters community centre because they have different facilities there.”*
  - *“My local community hub is the Joan Watter centre as that is our local public community centre. Meals on wheels and playgroup and seniors also meet there.”*

# Reasons for choosing specific community hubs

## Among those living in West Leederville

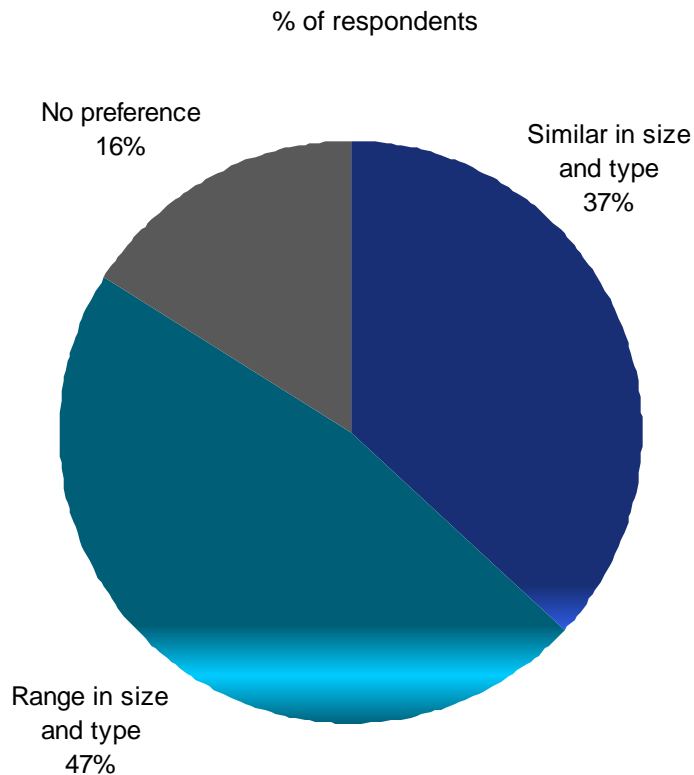
- The main reason that Cowden Park is considered to be the local community hub is because of its **accessibility for locals** making it a good place to meet with family and friends:
  - *“That is where a lot of families get together and meet up with friends and family.”*
  - *“It has great facilities and is easily accessible.”*
  - *“That is closest to my house and I can talk to lots of locals.”*
- Many West Leederville residents perceive Oxford Street as their local community hub because of the **opportunities to socialise** with family, friends and clients.
  - *“Oxford St cafe strip in Leederville as this is where I interact with lots of people, it is open longer hours so we have more chances to socialise.”*
  - *“Highest density of cafes restaurants and shops.”*
  - *“That is where I go to meet friends.”*
- Charlie’s Corner Café is perceived by locals as a community hub because it **encourages social interaction**, ad hoc get togethers and information exchange.
  - *“It’s probably Charlie’s corner cafe because it’s a good meeting place where its relaxed where the kids can play relatively safely. It also attracts lots of locals.”*
- The Town Hall is considered to be an important community hub among West Leederville residents because of its **centrality and access**.
  - *“Because that’s where you see people”*
  - *“I would say the Leederville town hall and the community gardens in that area, rate payers association meets there.”*



# Mix and diversity of housing

# Variation of dwelling in streets

**Would you prefer to live in a street with dwellings that are all similar in size and type OR where the dwellings range in size and type?**

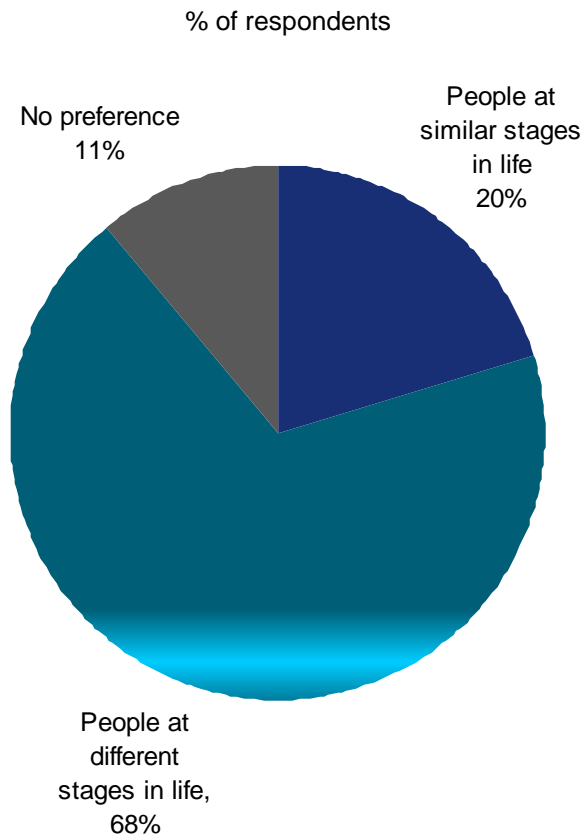


- Almost 1 in 2 respondents prefer to live in a street with a variation in the range and size of dwellings.
- Preference for diversity among dwelling types is highest among seniors and those living in West Leederville.
- Preference for living in streets among similar dwellings is highest among families with younger children.

<i>% of respondents</i>	Similar	Range
Younger singles / couples	35%	46%
Families with younger children	53%	37%
Families with older children	39%	45%
Empty nesters	35%	46%
Seniors	23%	56%
City Beach	35%	47%
Floreat	46%	42%
Wembley	41%	42%
West Leederville	20%	60%
Have disability / impairment	31%	56%

# Mix of people

**Would you prefer to live in a street that attracts people who are at a similar stage in life to you OR people who are at different stages of life to you?**



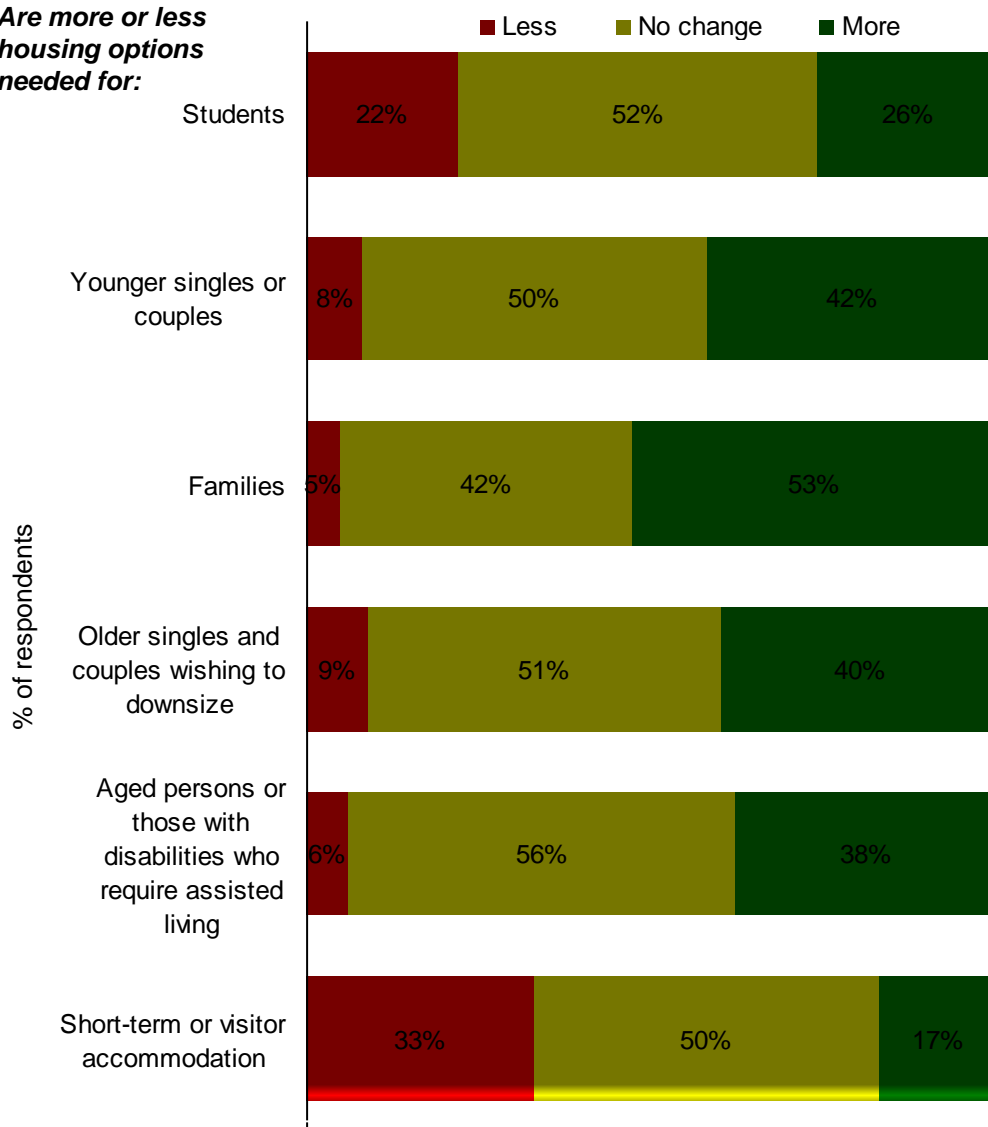
- About 2 in 3 respondents prefer to live in a street which contains people at different stages in life.
- 1 in 5 respondents prefer people who are at a similar life stage to them living on their street.
- Families with younger children are more likely than people in other stages of life to want to live near people who are similar to them.

<i>% of respondents</i>	Similar	Different
Younger singles / couples	19%	69%
Families with younger children	34%	56%
Families with older children	18%	71%
Empty nesters	16%	75%
Seniors	13%	71%

Q. Would you prefer to live in a street that attracts people who are at a similar stage in life to you OR people who are at different stages of life to you?  
Base: Excluding 'unsure' and no response (n = 400)

# Desired mix of housing options

Are more or less housing options needed for:



- While many people are satisfied with the housing options currently on offer within the Town of Cambridge, greater housing options are in demand by families.
- Greater housing options are also in demand by younger singles / couples, older singles and couples wishing to downsize and aged or disability / assisted living options.
- About 1 in 3 respondents would like to see less short-term or visitor accommodation.

As tabled overleaf:

- Younger singles / couples have the greatest desire for an increase in student accommodation.
- Those living in Floreat would like to bring more families into their suburb. This supports the qualitative finding that families in Floreat are concerned about the future sustainability of their local primary schools.
- Empty nesters, seniors and those living in Floreat and City Beach are looking for more options to downsize.
- Seniors and those living in Floreat would like to see more retirement options.

Q. For the next question, I'm going to read out different groups of people with housing needs. In your local area would you like more or less housing for:  
 Base: Excluding 'unsure' and no response (n = varies from 391 to 398)



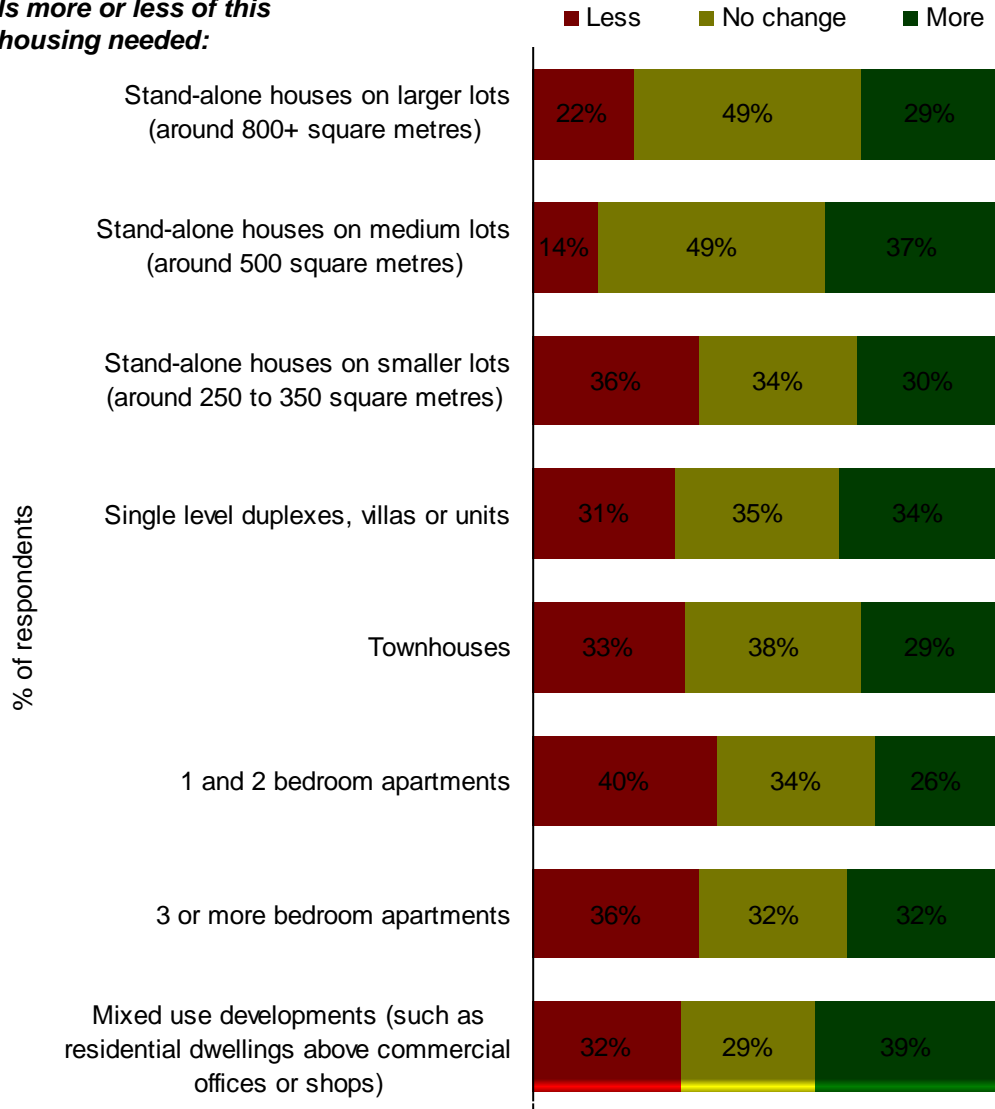
# Desired mix of housing options

<i>% of respondents</i>	Students	Younger singles or couples	Families	Older singles and couples wishing to downsize	Aged persons or those with disabilities who require assisted living	Short-term or visitor accommodation
Males	28%	44%	58%	38%	35%	23%
Females	25%	41%	49%	43%	40%	11%
Younger singles / couples	46%	50%	54%	46%	42%	20%
Families with younger children	22%	44%	58%	25%	26%	13%
Families with older children	31%	45%	52%	37%	37%	18%
Empty nesters	24%	40%	47%	47%	32%	19%
Seniors	20%	38%	58%	55%	56%	15%
City Beach	25%	40%	49%	46%	36%	22%
Floreat	30%	48%	68%	49%	45%	22%
Wembley	26%	42%	48%	36%	38%	10%
West Leederville	19%	35%	48%	24%	29%	16%
Own home	22%	39%	55%	41%	38%	16%
Renting	23%	48%	46%	39%	34%	8%
Lived in Town of Cambridge 10 years or less	28%	47%	53%	35%	34%	14%
Lived in Town of Cambridge 11 – 20 years	28%	45%	58%	42%	35%	20%
Lived in Town of Cambridge 21 – 30 years	27%	30%	40%	42%	35%	15%
Lived in Town of Cambridge 31 or more years	19%	39%	57%	47%	53%	18%
Non-English speaking background^	35%	38%	48%	35%	47%	5%
Have disability / impairment^	33%	35%	48%	49%	50%	20%
Own or operate a home-based business	30%	43%	46%	47%	34%	25%

Q. For the next question, I'm going to read out different groups of people with housing needs. In your local area would you like more or less housing for:  
 Base: Excluding 'unsure' and no response (n = varies from 391 to 398)

# Desired mix of housing types

**Is more or less of this housing needed:**



- There is some support for more stand-alone houses on medium 500 m<sup>2</sup> lots.
- Respondents would like to see fewer 1 and 2 bedroom apartments.
- The community appears to be divided over whether they would like more or less other housing types.

As tabled overleaf:

- Desire for dwellings on larger lots is strongest among newer residents. This supports the qualitative finding that people are attracted to Floreat and City Beach because of their large blocks.
- Those living in West Leederville would like to see more dwellings on smaller lots.
- Seniors are looking for more singles level duplexes, villas or units.
- There is a desire among renters for more townhouses.
- Desire for mixed use developments is stronger among those owning or managing a home business as well as males, younger residents and those living in West Leederville.

Q. The next set of questions is about housing types. In your local area, would you like more or less:  
 Base: Excluding 'unsure' and no response (n = varies from 395 to 398)

# Desired mix of housing types

## Need for more

<i>% of respondents</i>	Stand-alone houses on larger lots (800+ sqm)	Stand-alone houses on medium lots (500 sqm)	Stand-alone houses on smaller lots (250-350 sqm)	Single level duplexes, villas or units	Townhouses	1 and 2 bedroom apartments	3 or more bedroom apartments	Mixed use developments
Males	30%	41%	32%	34%	31%	29%	35%	47%
Females	28%	34%	28%	34%	28%	23%	29%	33%
Younger singles / couples	31%	27%	30%	34%	38%	30%	38%	50%
Families with younger children	32%	44%	30%	25%	21%	19%	29%	45%
Families with older children	31%	39%	36%	36%	30%	35%	36%	45%
Empty nesters	29%	37%	27%	35%	30%	23%	30%	35%
Seniors	21%	34%	23%	42%	34%	23%	26%	25%
City Beach	25%	34%	26%	36%	29%	20%	33%	32%
Floreat	37%	44%	26%	38%	29%	32%	39%	35%
Wembley	27%	32%	28%	30%	26%	24%	24%	41%
West Leederville	26%	38%	45%	30%	34%	28%	35%	53%
Own home	24%	37%	29%	32%	27%	22%	30%	38%
Renting	32%	39%	29%	34%	42%	28%	22%	42%
Lived in Town of Cambridge 10 years or less	33%	38%	26%	23%	30%	26%	31%	48%
Lived in Town of Cambridge 11 – 20 years	35%	37%	37%	42%	26%	32%	38%	41%
Lived in Town of Cambridge 21 – 30 years	23%	38%	31%	36%	24%	21%	25%	30%
Lived in Town of Cambridge 31 or more years	17%	35%	25%	39%	41%	20%	32%	29%
Non-English speaking background <sup>^</sup>	28%	42%	33%	32%	27%	24%	29%	48%
Have disability / impairment <sup>^</sup>	38%	31%	35%	38%	32%	33%	32%	52%
Own or operate a home-based business	29%	54%	33%	38%	29%	36%	36%	59%

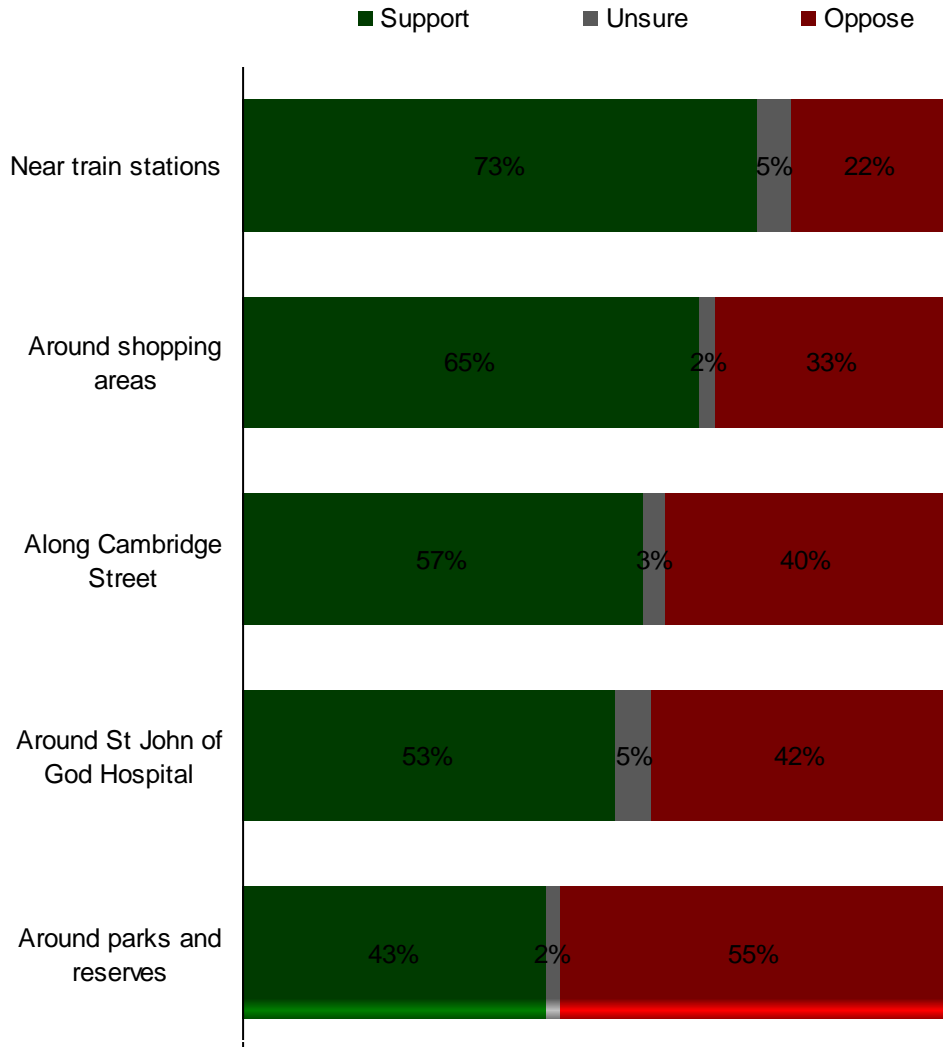


Q. The next set of questions is about housing types. In your local area, would you like more or less:  
 Base: Excluding 'unsure' and no response (n = varies from 395 to 398)



# Density and design of buildings

# Increasing residential densities



- Respondents generally support increasing residential density around train stations and shopping areas.
- Respondents are divided over increasing residential density around parks and reserves.
- Opinions are also mixed about increasing residential density along Cambridge Street and around St John of God Hospital.

As tabled overleaf:

- Generally, males are more supportive of increasing residential densities than females.
- Support for increasing density near train stations is stronger among those living in Floreat, home owners and those operating a home based business.
- Families with younger children appear to be concerned about protecting the amenity of parks and reserves by opposing residential density in these areas.
- There is less support for increasing density around St John of God Hospital among seniors.

Q. Do you support or oppose increasing residential densities in the following areas:  
 Base: Those who provided a valid response, excluding no response (n = varies from 399 to 400)

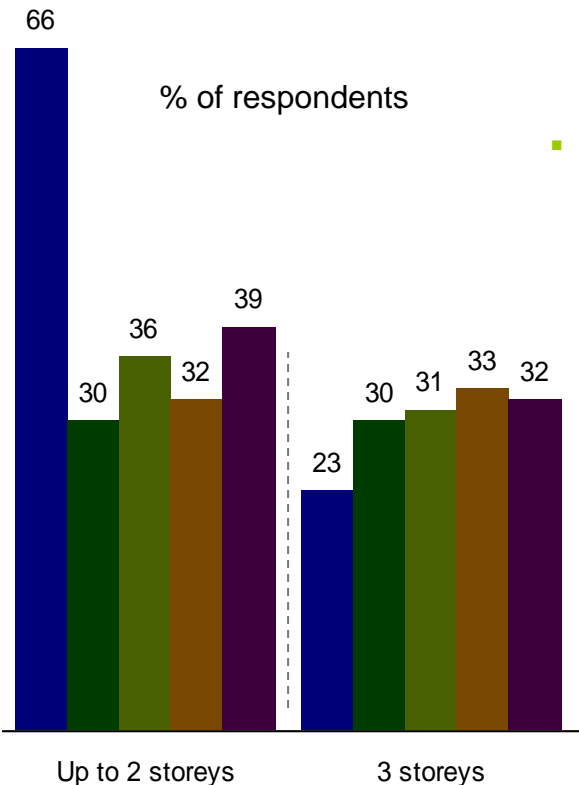
# Support for increasing residential densities

<i>% of respondents</i>	Near train stations	Around shopping areas	Along Cambridge Street	Around St John of God Hospital	Around parks and reserves
Males	79%	72%	65%	63%	46%
Females	68%	59%	50%	45%	39%
Younger singles / couples	73%	58%	54%	58%	50%
Families with younger children	72%	67%	59%	68%	33%
Families with older children	77%	72%	59%	56%	51%
Empty nesters	72%	63%	56%	49%	41%
Seniors	64%	61%	55%	37%	44%
City Beach	71%	72%	57%	43%	39%
Floreat	81%	61%	56%	60%	42%
Wembley	71%	64%	60%	55%	46%
West Leederville	66%	66%	53%	51%	39%
Own home	75%	67%	59%	53%	40%
Renting	56%	52%	44%	52%	38%
Lived in Town of Cambridge 10 years or less	75%	63%	62%	61%	43%
Lived in Town of Cambridge 11 – 20 years	71%	67%	55%	48%	49%
Lived in Town of Cambridge 21 – 30 years	78%	65%	49%	51%	32%
Lived in Town of Cambridge 31 or more years	66%	68%	61%	50%	43%
Non-English speaking background	72%	67%	59%	60%	43%
Have disability / impairment	67%	65%	68%	60%	39%
Own or operate a home-based business	77%	79%	68%	59%	46%

Q. Do you support or oppose increasing residential densities in the following areas:  
 Base: Those who provided a valid response, excluding 'no response' (n = varies from 399 to 400)

# Maximum height preferences

- Around parks and reserves
- Near train stations
- Around St John of God Hospital
- Along Cambridge Street
- Around shopping areas



- While a majority of respondents would like building heights to be restricted to two storeys around parks and gardens, and to a maximum of three storeys around other areas, there is a large minority who support four or more storeys in selected areas:

<i>% of respondents</i>	Support 4+ storeys	Mean Heights
Around train stations	37%	3.8
Along Cambridge St	33%	3.4
Around St John of God Hospital	31%	3.3
Around shopping areas	27%	3.3
Around parks and reserves	9%	2.5

- As tabled overleaf:

- Males, those living in Wembley and West Leederville, and those with a non-English speaking background are more supportive of four or more storeys near train stations
- Families with younger children, and residents living in Wembley and West Leederville are more supportive of height along Cambridge Street.
- Males, newer residents and West Leederville residents are more supportive of height around shopping areas.
- Males, families with younger children and newer residents are more supportive of four or more storeys around St John of God Hospital.

Q. What is the maximum number of storeys you'd find acceptable in the following areas?  
 Base: Those who provided a valid response, excluding no response (n = varies from 397 to 398)

# Support for four or more storeys

<i>% of respondents</i>	Around parks and reserves	Near train stations	Around St John of God Hospital	Along Cambridge Street	Around shopping areas
Males	11%	48%	37%	34%	33%
Females	8%	28%	27%	31%	23%
Younger singles / couples	4%	43%	27%	23%	39%
Families with younger children	5%	42%	43%	41%	27%
Families with older children	12%	40%	33%	36%	30%
Empty nesters	11%	38%	30%	29%	28%
Seniors	9%	19%	18%	24%	14%
City Beach	9%	30%	26%	27%	25%
Floreat	5%	29%	30%	26%	16%
Wembley	11%	44%	33%	39%	27%
West Leederville	12%	44%	37%	40%	47%
Own home	9%	36%	31%	35%	25%
Renting	11%	38%	40%	19%	31%
Lived in Town of Cambridge 10 years or less	11%	44%	39%	35%	32%
Lived in Town of Cambridge 11 – 20 years	10%	37%	32%	30%	29%
Lived in Town of Cambridge 21 – 30 years	11%	42%	29%	36%	27%
Lived in Town of Cambridge 31 or more years	5%	19%	20%	29%	17%
Non-English speaking background	15%	63%	47%	49%	50%
Have disability / impairment	17%	38%	28%	37%	41%
Own or operate a home-based business	11%	36%	45%	44%	37%

Q. What is the maximum number of storeys you'd find acceptable in the following areas?  
 Base: Those who provided a valid response, excluding no response (n = varies from 397 to 398)

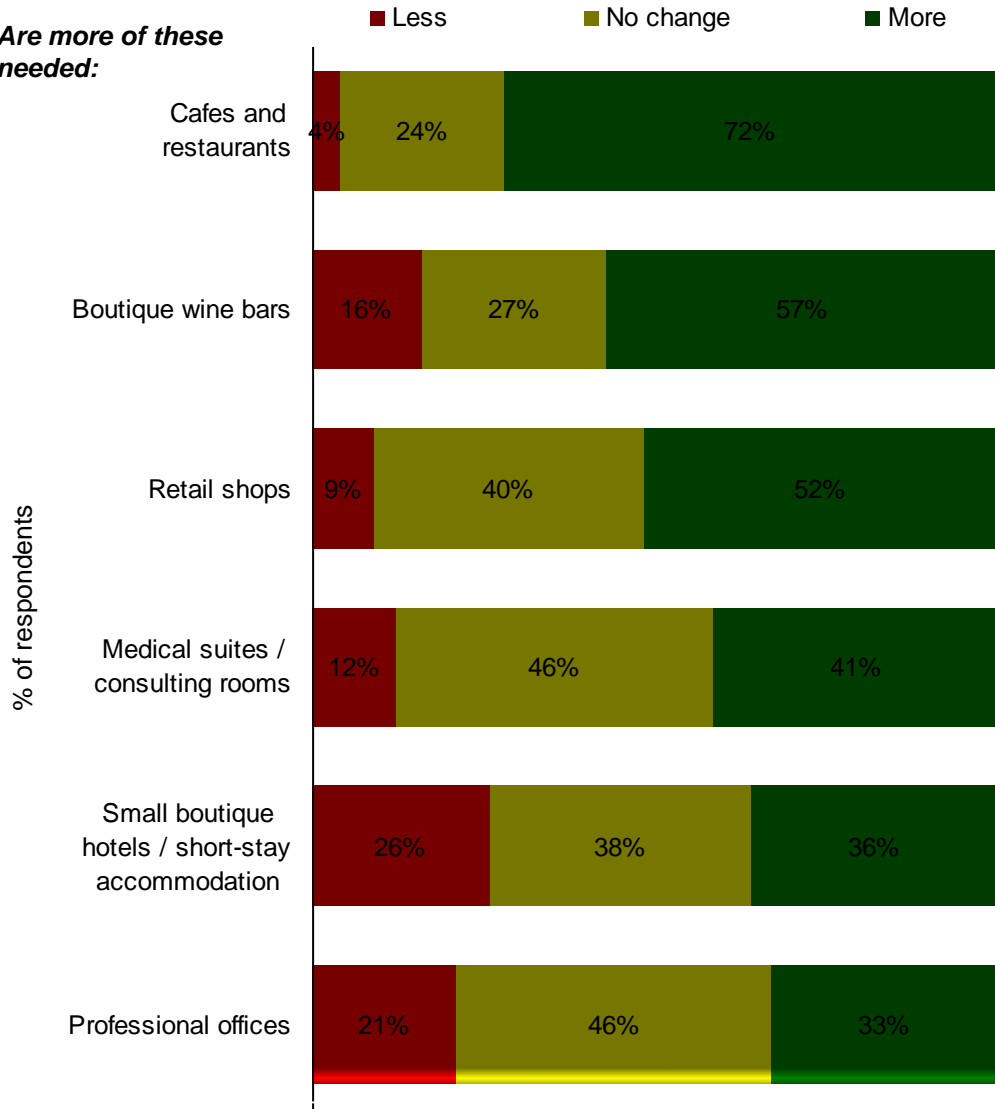




Desired land uses

# Desired land uses

Are more of these needed:



- The majority of respondents want more cafes and restaurants in their local area.
- Just over half of respondents would like to see more boutique wine bars and retail shops.
- There is less desire for medical suites / consulting rooms, small boutique hotels / short-stay accommodation and professional offices.

As tabled overleaf:

- In general, seniors have less desire for various commercial uses.
- Demand for more cafes and restaurants is stronger among males.
- Demand for more retail shops is stronger among younger respondents and those living in Wembley.
- Demand for medical suites / consulting rooms is stronger among younger respondents.
- Demand for small boutique hotels / short-stay accommodation is stronger among males and families with younger children.
- Demand for professional offices is stronger among males and younger singles / couples.

Q. The next set of questions relate to changing land uses. In your local area, would you like more or less:  
 Base: Those who provided a valid response, excluding 'unsure' and no response (n = varies from 397 to 400)

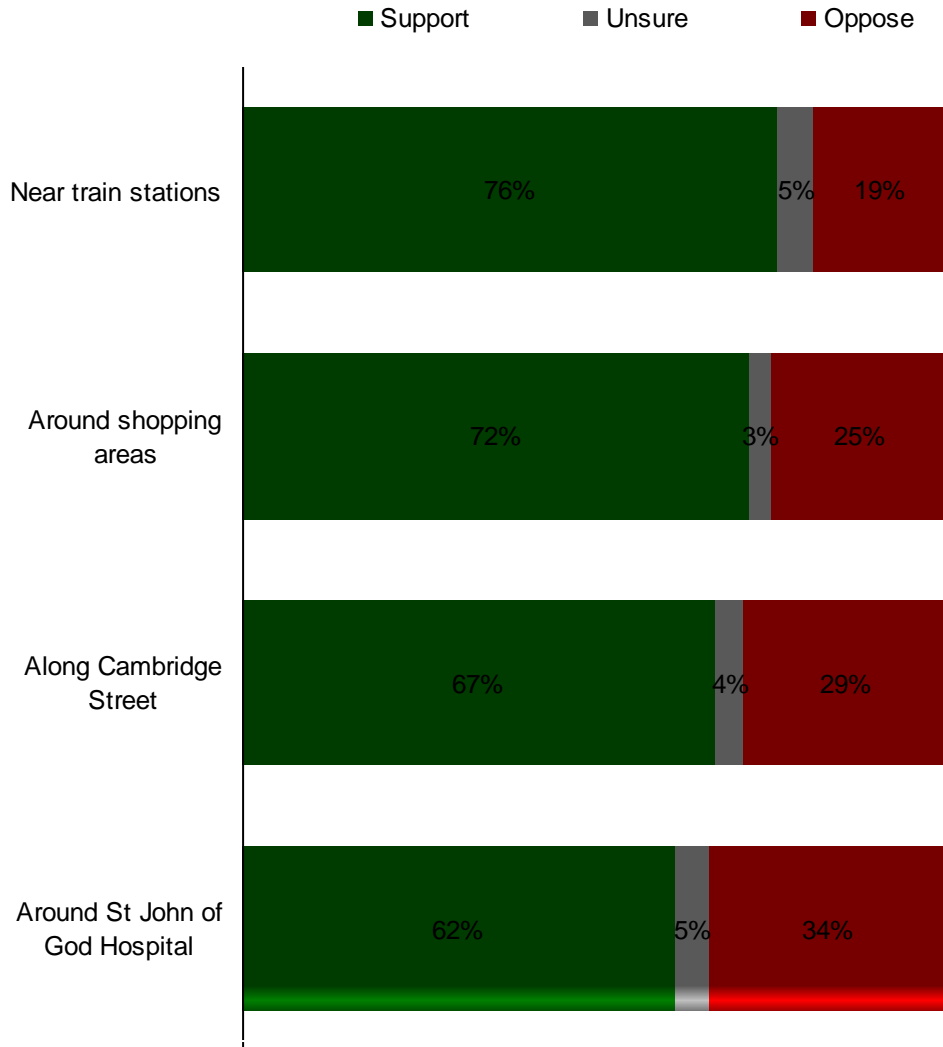
# Desired land uses

## Need for more

<i>% of respondents</i>	Cafes and restaurants	Boutique wine bars	Retail shops	Medical suites / consulting rooms	Small boutique hotels / short-stay accommodation	Professional offices
Males	77%	61%	54%	41%	43%	43%
Females	67%	53%	50%	42%	29%	24%
Younger singles / couples	74%	62%	77%	57%	31%	43%
Families with younger children	85%	69%	57%	44%	45%	40%
Families with older children	74%	68%	60%	41%	36%	31%
Empty nesters	76%	53%	42%	40%	37%	31%
Seniors	44%	29%	31%	37%	28%	23%
City Beach	73%	49%	46%	40%	30%	33%
Floreat	76%	59%	51%	53%	38%	32%
Wembley	67%	57%	60%	45%	34%	34%
West Leederville	74%	64%	45%	14%	43%	32%
Own home	73%	56%	49%	38%	36%	32%
Renting	66%	57%	57%	52%	36%	34%
Lived in Town of Cambridge 10 years or less	75%	65%	60%	48%	44%	38%
Lived in Town of Cambridge 11 – 20 years	74%	60%	51%	37%	38%	31%
Lived in Town of Cambridge 21 – 30 years	68%	46%	49%	37%	23%	33%
Lived in Town of Cambridge 31 or more years	62%	46%	40%	40%	27%	26%
Non-English speaking background	73%	58%	61%	39%	36%	39%
Have disability / impairment	54%	44%	43%	45%	45%	39%
Own or operate a home-based business	82%	71%	59%	46%	36%	47%

Q. The next set of questions relate to changing land uses. In your local area, would you like more or less:  
 Base: Those who provided a valid response, excluding 'unsure' and no response (n = varies from 397 to 400)

# Zoning more land for commercial uses



- Respondents generally support an increase in commercial land use near train stations and around shopping areas.
- Support is moderate for commercial land use along Cambridge Street and around St John of God Hospital.

As tabled overleaf:

- Males are generally more supportive of an increase in land available for commercial uses.
- Support for commercial land use around shopping areas is greatest among younger singles / couples.
- Support for commercial land use along Cambridge Street is greatest among families with children.
- Families with children, empty nesters and those with a disability or impairment would like more commercial land use around St John of God Hospital.

# Support for zoning more land for commercial uses

<i>% of respondents</i>	Near train stations	Around shopping areas	Along Cambridge Street	Around St John of God Hospital
Males	83%	78%	77%	68%
Females	70%	66%	58%	56%
Younger singles / couples	70%	85%	58%	46%
Families with younger children	78%	74%	76%	73%
Families with older children	79%	72%	71%	66%
Empty nesters	75%	69%	65%	62%
Seniors	74%	67%	54%	51%
City Beach	80%	71%	68%	58%
Floreat	76%	69%	71%	65%
Wembley	72%	70%	67%	62%
West Leederville	80%	76%	58%	57%
Own home	78%	69%	67%	64%
Renting	65%	74%	62%	49%
Lived in Town of Cambridge 10 years or less	78%	78%	72%	65%
Lived in Town of Cambridge 11 – 20 years	74%	69%	61%	57%
Lived in Town of Cambridge 21 – 30 years	80%	67%	69%	72%
Lived in Town of Cambridge 31 or more years	73%	67%	64%	53%
Non-English speaking background	85%	67%	65%	71%
Have disability / impairment	87%	85%	65%	78%
Own or operate a home-based business	77%	83%	72%	75%

Q. Do you support or oppose zoning more land for commercial uses, such as shops, offices and medical suites in the following areas:  
 Base: Those who provided a valid response, excluding no response (n = varies from 399 to 400)

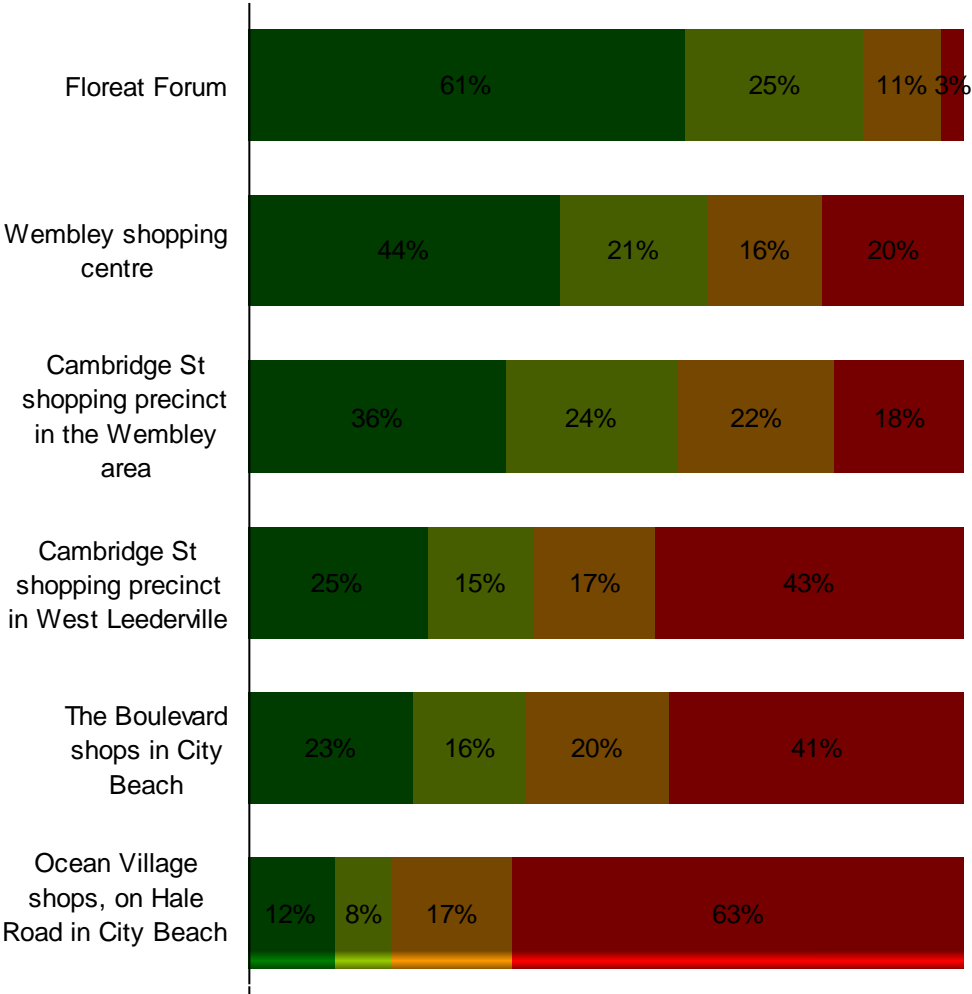


Use of area

# Shopping behaviour

% of respondents

■ Weekly or more often ■ Monthly ■ Less often ■ Never



- Floreat Forum is the most popular shopping precinct among respondents, followed by the Wembley Shopping Centre and the Cambridge Street shopping precinct in the Wembley area.

As tabled overleaf:

- Generally, respondents tend to shop at locations in the suburb where they live.
- Both Cambridge Street shopping precincts are more popular among younger respondents, whereas Ocean Village shops are more popular among older respondents.

Q. Over the past year, have you shopped at the following locations weekly, monthly, less often or never?  
 Base: Those who provided a valid response, excluding 'unsure' and no response (n = varies from 395 to 400)

# Shopping behaviour at least once a month

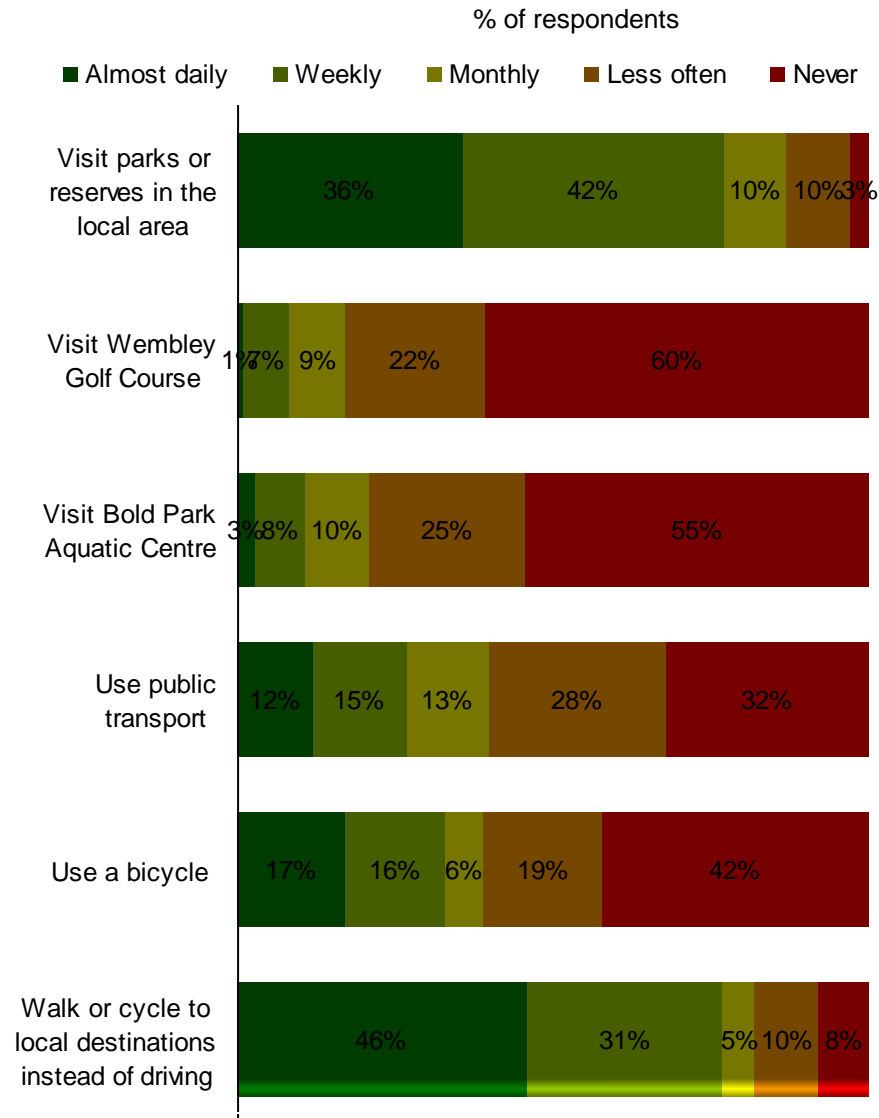
% of respondents shopping at location at least once a month

	Floreat Forum	Wembley shopping centre	Cambridge St shopping precinct in the Wembley area	Cambridge St shopping precinct in West Leederville	The Boulevard shops in City Beach including Gayton Rd shops	Ocean Village shops, on Hale Road in City Beach
Males	84%	68%	59%	35%	44%	18%
Females	87%	62%	60%	45%	34%	22%
Younger singles / couples	81%	85%	77%	60%	20%	8%
Families with younger children	88%	72%	67%	44%	41%	14%
Families with older children	88%	61%	61%	42%	42%	20%
Empty nesters	82%	59%	55%	36%	36%	21%
Seniors	92%	62%	44%	24%	45%	35%
City Beach	97%	35%	34%	14%	86%	65%
Floreat	100%	60%	65%	21%	47%	10%
Wembley	80%	87%	76%	48%	16%	4%
West Leederville	60%	72%	58%	94%	5%	1%
Own home	87%	64%	59%	37%	41%	21%
Renting	73%	71%	71%	43%	29%	15%
Lived in Town of Cambridge 10 years or less	80%	68%	64%	49%	31%	13%
Lived in Town of Cambridge 11 – 20 years	86%	65%	62%	39%	39%	18%
Lived in Town of Cambridge 21 – 30 years	87%	64%	66%	38%	49%	25%
Lived in Town of Cambridge 31 or more years	95%	58%	39%	24%	45%	33%
Non-English speaking background	59%	53%	45%	48%	39%	15%
Have disability / impairment	80%	71%	57%	19%	23%	22%

Q. Over the past year, have you shopped at the following locations weekly, monthly, less often or never?  
Base: Those who provided a valid response, excluding 'unsure' and no response (n = varies from 395 to 400)



# Taking part in activities



- Almost 4 in 5 respondents visit local parks or reserves on a weekly basis or more regularly.
- About 1 in 5 respondents use the Wembley golf course or Bold Park Aquatic Centre on a monthly basis or more regularly.
- About 4 in 10 respondents use public transport or a bicycle at least monthly.
- About 8 in 10 respondents walk or cycle to as a means of alternative transport at least monthly.
- Walking would seem to be the most popular method of alternative transport.

As tabled overleaf:

- Parks and reserves are more frequently visited by younger singles / couples, families with children and those living in West Leederville.
- The Bold Park Aquatic Centre is more frequently used by families with younger children.
- Public transport is used more frequently by younger singles / couples and those living in West Leederville.
- Walking and cycling are most popular among younger respondents, with males more likely to use a bicycle than females.

Q. Next, would you please let me know how frequently you take part in the following activities? For each activity, please let me know if you do this almost daily, weekly, monthly, less often or never.

Base: Those who provided a valid response, excluding 'unsure' and no response (n = 400)

# Taking part in activities

On a daily / weekly basis

<i>% of respondents</i>	Visit parks or reserves in the local area	Visit Wembley Golf Course	Visit Bold Park Aquatic Centre	Use public transport	Use a bicycle	Walk or cycle to local destinations instead of driving
Males	76%	14%	8%	31%	41%	73%
Females	80%	4%	13%	23%	25%	80%
Younger singles / couples	81%	8%	11%	46%	50%	92%
Families with younger children	93%	7%	17%	29%	49%	83%
Families with older children	80%	10%	7%	22%	31%	71%
Empty nesters	72%	8%	10%	25%	31%	77%
Seniors	62%	7%	6%	24%	8%	67%
City Beach	73%	10%	8%	17%	17%	59%
Floreat	74%	7%	15%	25%	36%	77%
Wembley	79%	7%	9%	25%	39%	83%
West Leederville	88%	8%	10%	43%	40%	86%
Own home	79%	7%	12%	22%	31%	77%
Renting	68%	10%	4%	44%	36%	74%
Lived in Town of Cambridge 10 years or less	81%	8%	11%	34%	48%	84%
Lived in Town of Cambridge 11 – 20 years	84%	10%	10%	29%	27%	77%
Lived in Town of Cambridge 21 – 30 years	72%	7%	11%	11%	25%	73%
Lived in Town of Cambridge 31 or more years	65%	8%	11%	23%	19%	63%
Non-English speaking background	67%	8%	3%	30%	37%	81%
Have disability / impairment	62%	5%	7%	22%	20%	70%
Own or operate a home-based business	74%	10%	8%	34%	32%	69%



Q. Next, would you please let me know how frequently you take part in the following activities? For each activity, please let me know if you do this almost daily, weekly, monthly, less often or never.

Base: Those who provided a valid response, excluding 'unsure' and 'no response' (n = 400)



# Strategic insights

# Strategic insights

- Most people love living in the Town of Cambridge.
  - 84% of respondents are satisfied with the Town’s performance.
  - The Town achieved the third highest rating for overall delight when compared to other participating Councils.
- Commitment to remain in the Town of Cambridge is highest in Floreat, followed by West Leederville and City Beach.
- Level of commitment waivers among Wembley residents
  - Here, we see a number of young adults wishing to leave the area with an increase in demand for housing among seniors.
  - Will this result change result in an aging population in Wembley....or will young adults from outside the Town of Cambridge want to replace those moving out....leading to an overall increase in demand for smaller homes and rental accommodation? If so, how can the Town meet these increasing accommodation needs?
- Floreat seems to be increasing in popularity among families with younger children.
  - Will the Town be able to meet increasing demand for family related services and facilities?
- Both qualitative and quantitative research finds a decreasing demand for larger blocks in the next 5-10 years.
  - How will the Town of Cambridge meet the demand for greater housing options, especially stand alone houses on 500m<sup>2</sup> and 250-300m<sup>2</sup> blocks, without adversely impacting the overall look and feel of the area (strongly characterised at present by homes on larger, leafy blocks)? And, what can be done to provide more downsizing opportunities for empty nesters and seniors?
- The Town appears to have many pulses....but lacks a strong heart
  - Floreat Forum is the most frequently mentioned ‘hub’ – but with just 1 in 4 mentions across the community, and very few mentions from West Leederville and Wembley residents...it is not considered to be a shared heart for the Town. Qualitative research also indicates that there is need to improve the Forum.
  - Strategically, is a stronger heart needed or are many pulses preferred? Is the Forum the best destination for a heart? If so, how can Council work with the owners of Floreat Forum to meet local community needs?

# Strategic insights

- The community regards the Town's strengths to be its parks, sporting grounds and facilities, waste collection services, and library and information services.
  - The community gave these service areas the highest satisfaction ratings.
- Residents are also generally delighted with the look of residences, mix of people, range of goods and services available and opportunities to socialise
  - Though they would like more cafes, restaurants and boutique wine bars to add to the vibrancy and livelihood of the local area.
  - These may be best placed in Wembley or West Leederville.
- Compared to other Councils, the Town has relative strengths in controlling graffiti, vandalism & anti-social behaviour, road maintenance, street lighting, services and facilities for families, conservation and environmental management, parking control and density and design of housing.
  - The Town of Cambridge set the Industry Standard in these areas, achieving higher satisfaction scores than other Councils.
- To improve, residents would like the Town to focus on improving six key areas:
  - Footpaths and cycleways – especially for those with children
  - Management and control of traffic and parking – especially among males and those living in West Leederville.
  - Streetscapes – especially among those living in West Leederville.
  - Housing density and design – although this area is a relative strength compared to other Councils, respondents have identified it as a key area for improvement, especially in West Leederville.
  - Planning and building approvals – especially among families with older children and those living in West Leederville
  - Leadership and consultation – especially among males and those living in West Leederville

# Strategic insights

- While residents in West Leederville are much more likely to agree that a 'vision' has been developed and well communicated, 1 in 3 continue to be dissatisfied with leadership.
- Concern in West Leederville appears to be related to three key areas:
  - Built environment – in particular planning and building approvals (the area of highest dissatisfaction with 1 in 2 dissatisfied), the appearance of commercial buildings, the design and diversity of housing, and the area's character and identity.
  - Sustainability - how local history and heritage is preserved and promoted.
  - Accessibility – relating to traffic and parking (although they are happiest with access to public transport and the highest users).
- People with disabilities would like continued effort to improve access to services and facilities, including sporting grounds (noting that this area is considered to be improving)
- When the Town's performance is benchmarked against other Councils, opportunities are also identified to improve festivals, events and cultural activities.
  - The Town of Cambridge rated 14% points lower than the Industry Average in this area.
- Overall, the Town's performance has been improving in more areas than it has been declining
  - Areas showing improvement – control of graffiti, vandalism and anti-social behaviour, services and facilities for those with disabilities, efforts to promote and adopt sustainable practices, street lighting, footpaths and cycleways.
  - Areas showing decline – services and facilities for youth, and local shopping areas (more so in City Beach and West Leederville)

# Neighbourhoods in summary...

## City Beach:

- Wants to remain a quiet, beachside suburb with larger homes.
- Wants improved local shopping centres, with better access to goods and services (but no wine bar).
- Wants improved access to public transport (lower levels of satisfaction may explain why they are the lowest users).

## Floreat:

- Generally pretty happy.
- Values central location – close to the beach, city, bushland, parks and amenities.
- Appears to be attracting more families with younger children.
- Is open to increasing diversity.

## Wembley:

- Values the village ambiance.
- Would like more retail in the area.
- Many residents are open to 4+ storey, mixed use developments on Cambridge.
- Increasing demand for housing options for seniors.
- Low commitment, especially among younger adults (likely associated with higher rentals).

## West Leederville:

- Values easy access to CBD, freeways and local parks ...and has highest use of parks and public transport.
- Values housing diversity within streets.
- Most open of all suburbs to small lot developments.
- Want to attract more families to the area, but also support diversity.
- Some support for 4+ storey, mixed use developments on Cambridge St and around train stations....with cafes, restaurants and boutique bars on the ground level.
- Low support more medical consulting rooms and to a lesser degree, professional offices....most likely as this would put increased pressure on parking (already a problem).
- Feel a vision has been well communicated for the area.
- But, low satisfaction with current planning / building approvals.
- Concerned with the appearance of residential and commercial buildings, the sense of character and identity, and how local history / heritage is being preserved.





We'd love to discuss this report with you!

If you have any questions, please contact:

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