Debunking Demographics
The vision …the reality

@lucindahartley
@neighbourlytics
HOW ARE WE DOING?
“Loneliness is now as likely to kill you as smoking and heart disease”

- Grattan Institute
“It is difficult to design a space that will not attract people. What is remarkable is how often this has been accomplished.”

- William “Holly” Whyte
People

Not Buildings
“Almost every city has a mechanism for measuring transport and parking...but not social life”

- Jan Gehl
Social Prosperity Standard

3 things successful developments should measure
Economic

Faster sales and leasing

Increased value of the asset

Measure economic uplift

Locate up and coming neighbourhoods
Physical

Prioritise investment in placemaking

Better product-market fit

Improved government-private sector engagement
Community

- Stronger social connection
- Efficient program delivery
- Health and wellbeing outcomes
- Improved brand perception
Finding data about the social stuff is hard.
"Great place to shop or sit having a drink while people watch!"

6:00PM TENERIFFE LOCALS CLUB - BRISBANE
Birthday Celebrations!
7 TLC Members going

6:00PM THE BRISBANE DRUNKEN KNITWITS
Smack yo stitch up!
7 Knitwits going

6:00PM BRISBANE RUNNING CLUB
Group run from the Mall afterwards
6 Runners going
How to measure the important stuff (social prosperity)
Social Data is data created from unconventional digital sources that are indicative of people’s behaviour and lifestyle choices.
Home businesses

Construction workers

Walking club

40% Residents

Independent shops

Parents Group on Tuesday
More daily events than Brooklyn or Barcelona

PLACE

EXPERIENCE

Pyrmont, Sydney

What’s popular

What’s happening?

What’s valued
“Location data is up to 5 times more accurate than demographic data in predicting behaviour.”

- MIT Human Dynamics Lab
500+ neighbourhoods, 10 countries, and counting.
4 ways to improve place with social data

1. Customers
2. Places
3. Precincts
4. Change
How it works

1. Data Analysis
   *Insights you can’t get anywhere else*

2. Thematic Insights Reporting
   *Diagnostic Deep Dive*

3. Take Action
   *Evidence-based development*
1. Understanding customers
...and avoiding the assumption problem
ExperienceStuff

BEHAVIOUR, NOT DEMOGRAPHICS

Stuff

Experience
Identifying Trade Area

1. Cairns, Queensland, Australia (City)
2. Cairns Airport (Airport)
3. Cairns Esplanade (Recreation)
4. Gilligan’s Backpackers Hotel (Hostel)
5. Salt House (Food & Beverage)
Comparing Values

1. **Public realm (nature)**
   - Beach views, ocean pics, and open spaces.

2. **Food**
   - Cafes, restaurants, and terraces.

3. **Hobbies**
   - Visit new places, drawing and doing sports.

### Table

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<tr>
<th>Location</th>
<th>Count</th>
<th>Activities</th>
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<th>People &amp; Pets</th>
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<td>1. Family, 2. Friends, 3. Pets, 4. Beach activities</td>
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### Diagram

[Diagram showing comparisons between different activities and locations]
2. Understanding Places

The unique identity of your trade area
OUR METHODS LIMIT HOW WE THINK ABOUT ‘PLACE’
How do neighbourhoods compare?
Tango Touch TDJ
(arts & entertainment; dj)
10 Marina Boulevard, Singapore 018985

Esplanade - Theatres on the Bay
(arts & entertainment; point of interest; establishment)
1 Esplanade Drive
Local relevance: 326,790
Recent review:
*Love the food and drinks here. Lots of option. But more importantly the rooftop has a bar called Oigo and can get fantastic views of the city. Would be the ideal place for a date and to enjoy the skyline! Highly recommend for anyone visiting to go there both during the day and night as the skyline looks very different.*

DM Chicken 分米鸡
(chinese restaurant; restaurant; food; point of interest; establishment)
1918 New Bridge Rd, Singapore 059423 New Bridge Road, Singapore
Recent review:
* Pretty good steamboat + bbq place. Not too many selection of meats but is very value for money, and the seafood selection was also good. Overall a very pleasant experience.*
3. Understanding Precincts

What is the economic ecosystem?
Build a diagnostic framework

- False Creek, Vancouver
- Pearl District, Portland
- University District, Philadelphia
- Navy Yards Brooklyn, New York City
- Kings Cross Renewal Area, London
- NDSM Amsterdam Noord, Amsterdam
- 22@ District, Barcelona
- Silo District, Cape Town
- Wynard and Britomart Precincts, Auckland
- Villa Crespo, Buenos Aires
Economic ecosystem

Strong destinations with lots of choices.

60% of all places were destinations
Social Life

A wide range of opportunities for the neighbourhood to connect.

**False Creek**

**Vancouver**

**Wynard Quarter**

**Auckland**

**Pearl District**

**Portland**

**Average number of events per day**

**13**  
**12**  
**10**
Values

What’s important to locals?

Silo District
Cape Town

Navy Yards, Brooklyn
New York City

22@
Barcelona
Talent attraction
4. Understanding Change

Measuring your ROI and performance

@lucindahartley
@neighbourlytics
Darwin: Establishing a baseline

How places contribute to wellbeing

- Health and wellbeing facilities
- Destinations
- Nature and public spaces
- Clubs and Religion
- Food / Socialising
Social Prosperity Ranking

NIGHTCLIFF

STRONG PERFORMER

KARAMA

MODERATE PERFORMER
How do places compare?
Track your portfolio performance and ROI
“90% of data available today was created in the past 2 years”

- IBM
Measure what matters