



| Scarborough

# Feels Like Scarborough Research Findings

August 2024



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# Scope of Engagement



Scarborough

## Background and objectives

The City of Stirling has a range of ongoing projects in the Scarborough Precinct, and wanted to engage with the community to understand how locals and visitors view the Scarborough precinct, and how they would like it to feel in the future.



**Overall Objective: To engage with the community and evaluate a range of projects currently being undertaken by the City of Stirling in Scarborough.**

## Research objectives

Understand the perceptions of what Scarborough currently feels like to residents and visitors and how they would like it to feel in the future.

Capture event awareness, communication channel and what type of events residents and visitors would like to see more of in the future.

Pulse check if residents and visitors support or oppose the proposal for a coastal boardwalk.

Explore barriers and motivators to different transport modes for getting around the Scarborough Foreshore.



# Research approach

- A 12-minute survey was distributed using a mix of methodologies:
  1. The City of Stirling's communication strategy (using channels such as a letter box drop, posters, emails, website link etc., n=1,246).
  2. Online research panel (n=167).
  3. Face-to-face intercept interviews around the Scarborough Foreshore (n=88).
- A total of n=1,501 responses were achieved between 17 June and 31 July 2024, providing a margin of error of ±2.53%.
- Representation targets were set by age and gender, with research panel and interviewer methodologies used to ensure these were met. All data has been weighted by age and gender to reflect the City's population according to the ABS 2021 Census data.

## Sample composition | 2024 Number of completes

### Age

18 to 34	308
35 to 54	656
55+	537

### Gender

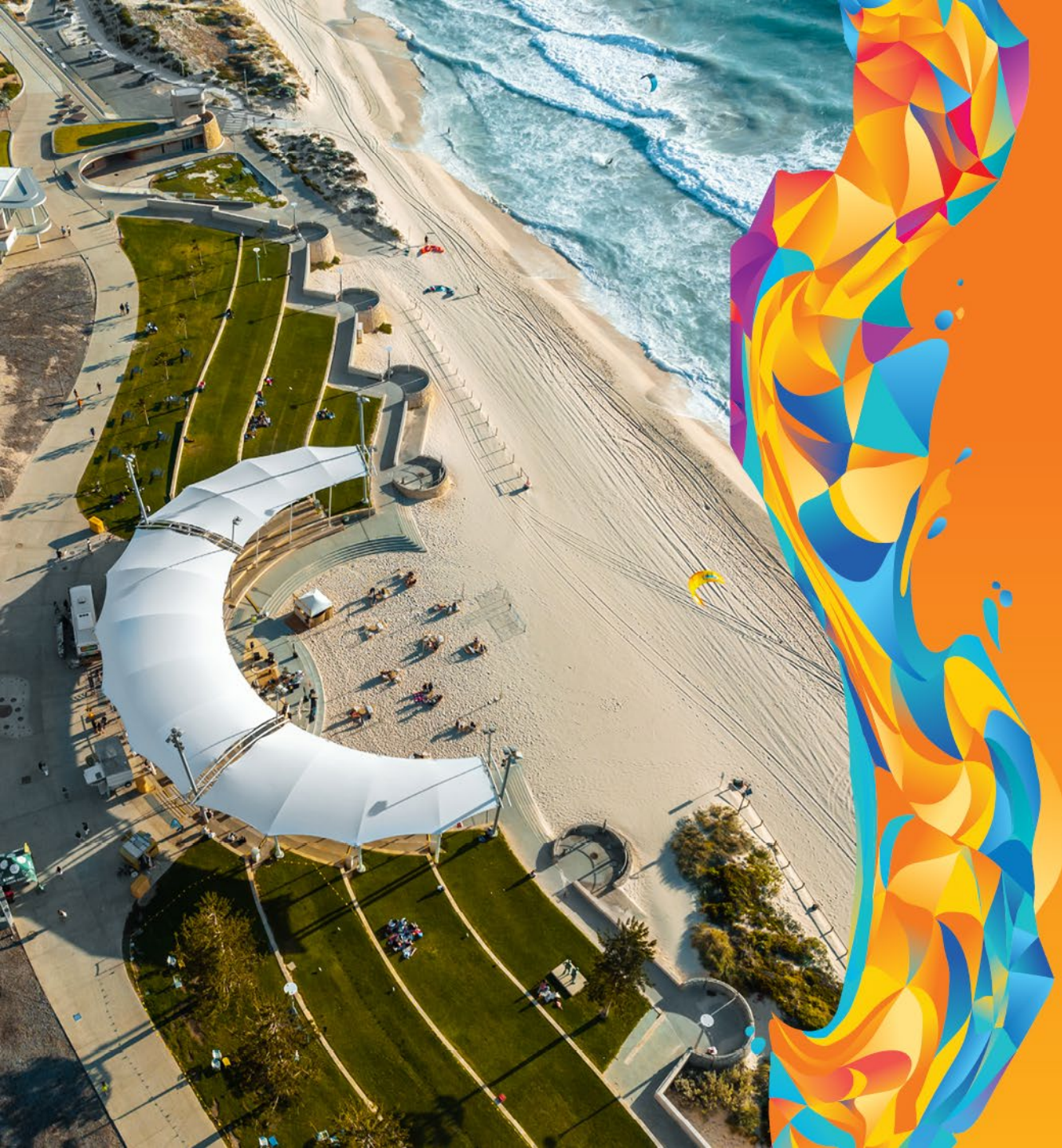
Men	615
Women	863
Other/not disclosed	23

### Audience

Scarborough resident	460
City of Stirling resident (excluding Scarborough)	828
Visitors	213

### Total

<b>Total</b>	<b>1,501</b>
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# Executive Summary



Scarborough



# Research findings snapshot

## Perceptions of Scarborough



Nine in ten residents love living in Scarborough

### Key strengths



Safety



Ease of getting around

### Priority areas to improve



Being green & leafy



Parking availability

## Scarborough events

### Scarborough entertainment precinct:

- Offers a variety of activities
- 96% awareness of Scarborough markets
- High satisfaction with all events

### Preferred event types:

- Concerts
- Markets
- Festivals
- Family -friendly events
- Pop-up movies
- Pop-up venues / bars

### Event discovery channels:

- Social media
- Word of mouth
- Passing by / in the area

## Getting around Scarborough



- Driving and walking are the most common modes of transport. Unsurprisingly, residents are more likely to walk, and cycle compared to visitors.
- Two in five would consider using the Trackless Tram to get around (if available).

Note: snapshot is based on overall results. Results may differ by audience and demographics, see full report for details.

## Coastal boardwalk

68%




of residents and visitors support a coastal boardwalk between Scarborough and Trigg Beach.

Supporters like the concept, although they want to ensure the natural environment is not disturbed (which is the same rationale for opposers believing it would destroy the natural habitat).





# Key findings: safety

<b>What?</b> 	<ul style="list-style-type: none"><li>• Safety is the most important aspect of an entertainment precinct, and Scarborough performs relatively well against this (59% feel safe) – making it a perceived strength.</li><li>• However, it is also a key top-of-mind priority moving forward and an area for improvement, particularly among women.</li><li>• Mentions of safety range from requests for greater police presence, to better lighting at night. It was also flagged as a barrier to alternative transport modes besides driving due to safety concerns.</li></ul>
<b>So what?</b> 	<ul style="list-style-type: none"><li>• While the City is performing well on safety, its high level of importance means the public want to continue to see it prioritised. This is consistent with findings in the Annual Resident Satisfaction Survey, especially for the Coastal ward.</li></ul>
<b>Now what?</b> 	<ul style="list-style-type: none"><li>• Consider a community engagement exercise (e.g., focus groups, workshops) to deep-dive on the perceptions of safety in the precinct (identify what currently makes them feel safe, what could be improved and what the ideal mix of safety measures would be).</li></ul>



# Key findings: parking accessibility / ease of getting around

## What?



- Parking is a perceived weakness (with only 20% saying it is easy to find parking) and was highlighted as a top-of-mind priority and an area for improvement. However, ease of getting around is a key strength.
- 65% use their car when visiting the precinct, including almost half (44%) of Scarborough residents. Lack of adequate public transport options, distance, convenience and safety concerns are the key barriers preventing usage of other transport modes.
- However, most (85%) would consider using alternate modes - most commonly walking and the trackless tram, if it was available.
- Improvements to public transport (low cost / free and variety of routes) and footpaths / cycle paths (safer from traffic) would help motivate usage of alternative transport modes.

## So what?

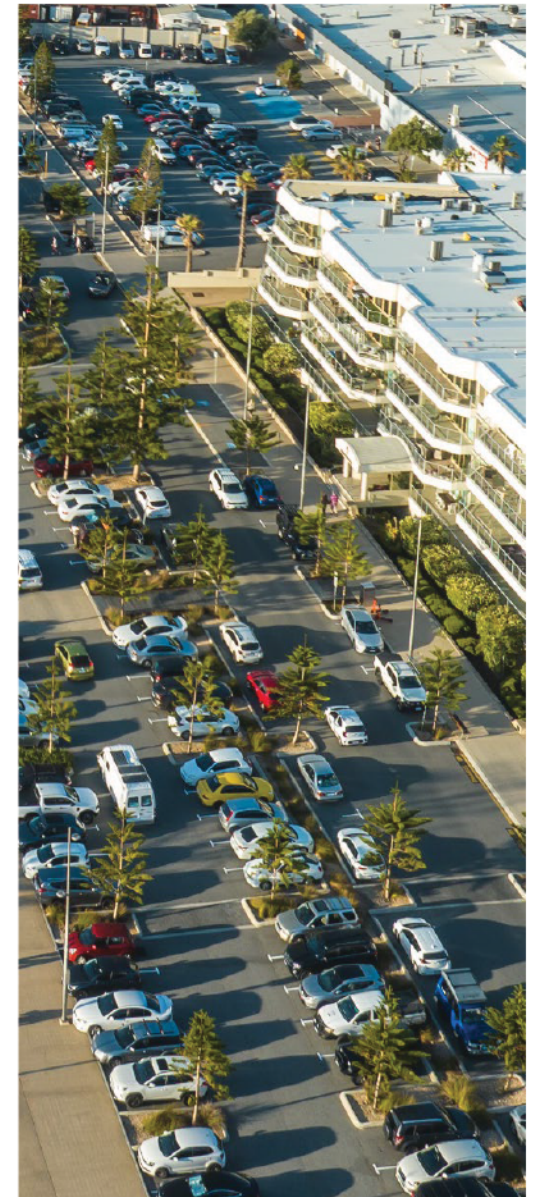


- While parking is a perceived weakness, the public are open to considering alternative modes of transport if the barriers can be overcome.

## Now what?






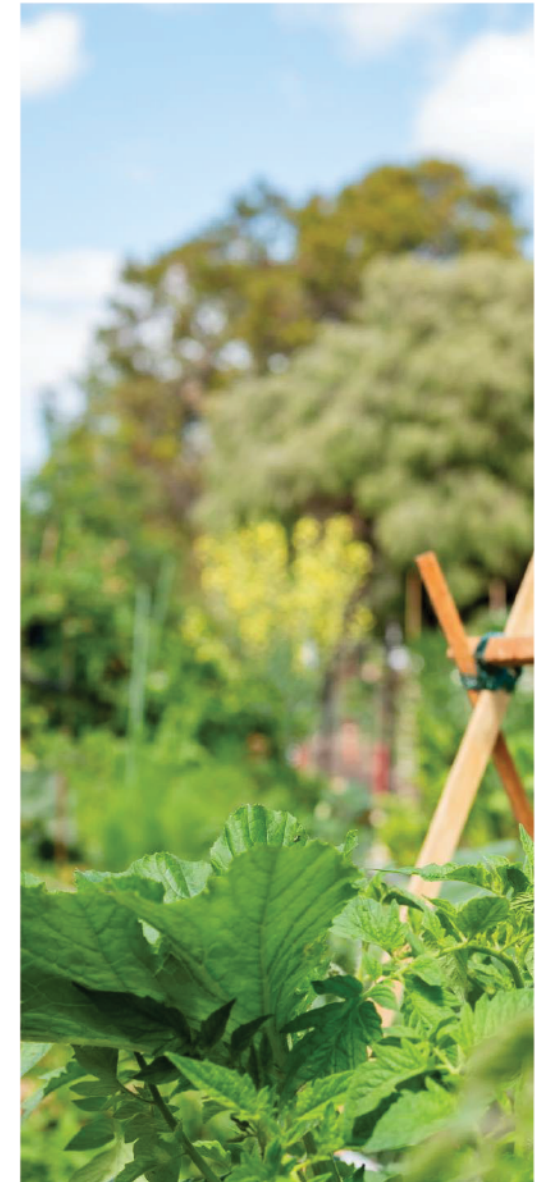
- Continue to provide a variety of accessibility options to suit the differing needs of the public and reduce the need for parking.
- Target communications based on specific needs (e.g., encouraging residents to walk, educating visitors on low-cost transport options).
- Consider working with Transperth to identify improvements in the public transport routes to ensure availability during key periods (e.g., weekends, during events)
- Consider progressing the concepts for the trackless tram and boardwalk.





# Key findings: being green and leafy

<b>What?</b> 	<ul style="list-style-type: none"> <li>Being green and leafy is a priority for Scarborough (high importance, but currently low relative performance) – with only four in ten (40%) finding Scarborough ‘green and leafy’.</li> <li>People want more green spaces and shaded areas in public spaces.</li> <li>Additionally, in developed areas and near busy roads, adding trees and bushland can reduce traffic noise and impact on pedestrians.</li> </ul>
<b>So what?</b> 	<ul style="list-style-type: none"> <li>Given its high importance, improving on this area should help to improve overall satisfaction with the precinct.</li> </ul>
<b>Now what?</b> 	<ul style="list-style-type: none"> <li>Consider converting the ‘mulch area’ into an additional green space for the public to use.</li> <li>Assess potential strategies for including more green space / trees in the more developed areas (e.g., along West Coast Drive) to help soften the impact of traffic.</li> <li>Review current public spaces to identify locations where trees could be added to improve the availability of shade.</li> <li>Outdoor spaces was a key strength for the City overall in the Annual Resident Satisfaction Survey, suggesting learnings could be taken from the strategies employed in other wards.</li> <li>Educate residents on what they can do at an individual, household and community group level (e.g., urban greening behaviours and activities).</li> </ul>







# Perceptions of Scarborough



Scarborough

# Scarborough's entertainment precinct offers a wide variety of things to do

However, parking availability was an issue, particularly for 35s and over (18%, compared to 6% of mentions for 18 to 34s). Similarly for City residents (outside of Scarborough) with 18% mentioning parking, compared to 8% of Scarborough residents and visitors.

## What does Scarborough feel like to you?

*'Scarborough is the best entertainment place for me.'* – Visitor, 35 to 54

*'Feels like a hub for events to be held.'* – Scarborough resident, 18 to 34

*'Nice place to be, with great beaches.'* – Scarborough resident, over 55

*'Gorgeous ocean views.'* – City resident, 35 to 54

*'Impossible to park.'* – Visitor, 35 to 54

Base: Scarborough residents & visitors n=1,501  
Q2. What does Scarborough feel like to you?

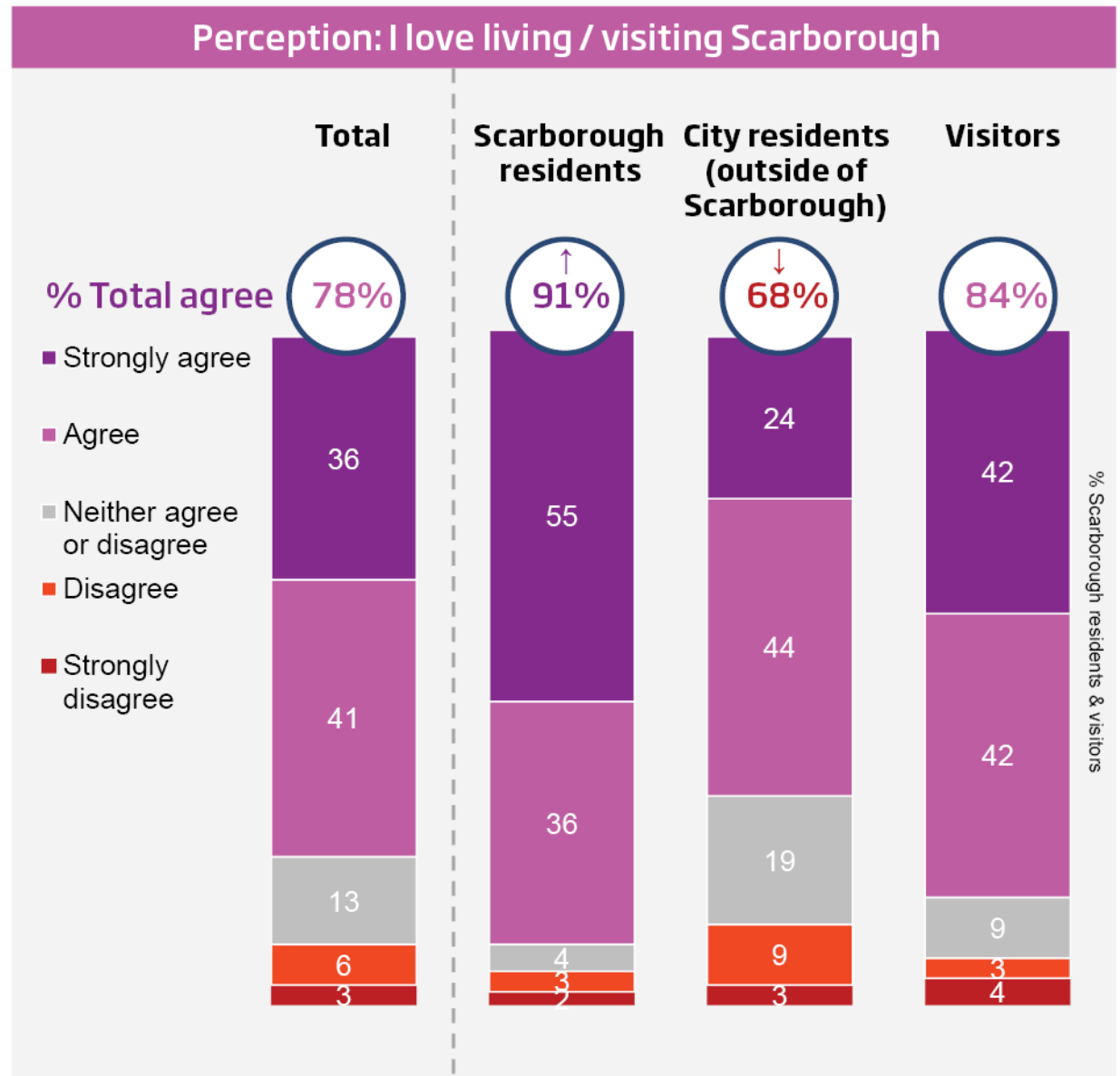
## What does Scarborough feel like to you? | % mention



% Scarborough residents & visitors

# Nine in ten residents love living in Scarborough

Perceptions of living and visiting Scarborough are positive overall. However, the one in ten who 'disagree' are more like to be over 35, women and City residents (outside of Scarborough).



Base: Scarborough residents & visitors n=1,501 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213  
 Q6. To what extent do you agree or disagree with the following statement: Resident: I love living in Scarborough. Non-resident: I love visiting Scarborough.  
 ↑↓ indicates a significant difference between audiences at the 95% confidence interval.



# Top of mind, two thirds love Scarborough's beach

This jumps up to 75% among Scarborough residents (compared to 62% City residents and visitors). Scarborough residents were also more likely to call out loving the sense of belonging (14%) and proximity to local businesses (15%) compared to other audiences.

From a visitor's perspective, they love that Scarborough has 'a variety of things to do' (41%) – especially dancing events/classes.

## What do you love most about Scarborough?

*'Swimming and walking on the beach.'* – City Resident, over 55

*'Everything is close by: beach, shops, cafes.'* – Scarborough resident, 35 to 54

*'The beach, proximity of cafes, bars and shopping.'* – Scarborough resident, over 55

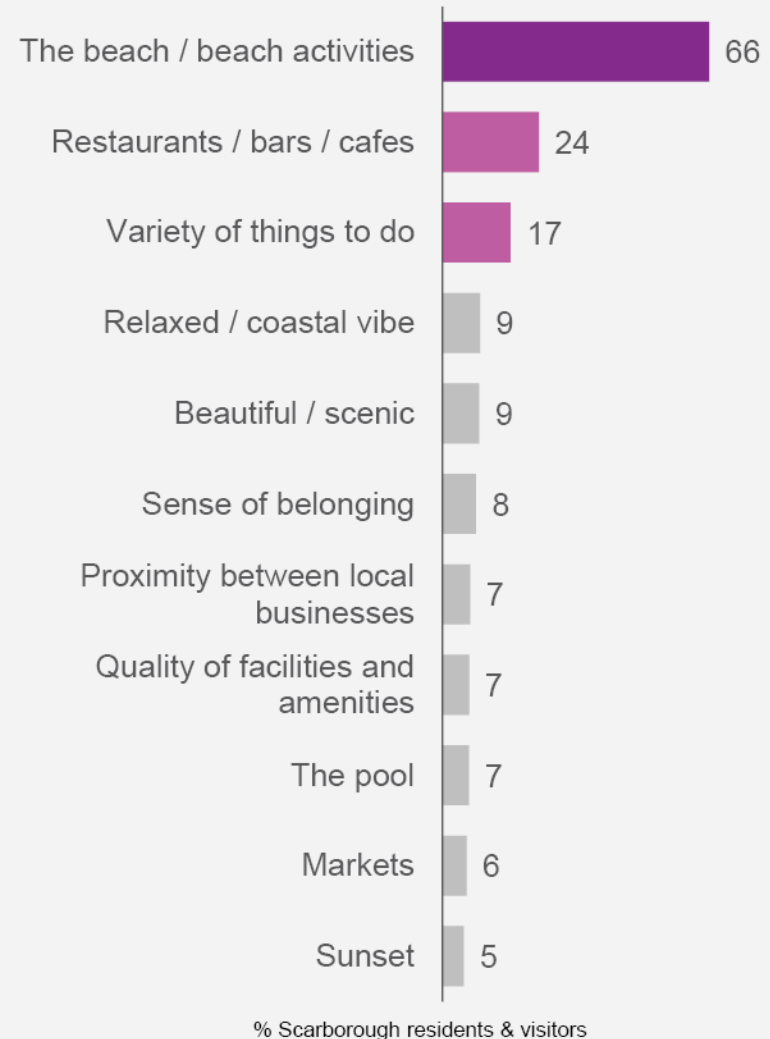
*'Always something to do and well connected.'* – Scarborough resident, 35 to 54

*'I love the atmosphere and natural beauty. Makes me feel as though I'm on holidays!'* – City resident, 18 to 34

*'I love the variety of entertainment.'* – Visitor, 35 to 54

Base: Scarborough residents & visitors n=1,501  
Q7. What do you love most about Scarborough?  
Note: mentions under 5% have not been shown on chart.

## What do you love most about Scarborough? | % mention



# Safety and parking are priorities for Scarborough in the future

- Men (26%), 18 to 34s (31%) and visitors to the Scarborough entertainment precinct (43%) were more likely to say they like it the way it is (wanting it to remain the same in future).
- Women (24% vs 14% men) and both Scarborough and City residents (21% vs 12% visitors) mentioned wanting to feel safe in the area.
- Over 35s want to see better parking availability in the future (17% vs 10% of 18 to 34s).

## How would you like Scarborough to feel in the future?

*'I want it to stay the same.'* – Visitor, 18 to 34

*'Safe at all times of the day and night.'* – City resident, over 55

*'It's an amazing spot, but ideally more parking.'* – Scarborough resident, 35 to 54

*'The same but be less challenging to park.'* – Scarborough resident, 35 to 54

## How would you like Scarborough to feel in the future? | % mention



% Scarborough residents & visitors

Base: Scarborough residents & visitors n=1,501  
Q3. How would you like Scarborough to feel in the future?

# Increased availability of parking is the priority for one third of residents and visitors

This was the higher still among City residents and visitors to Scarborough (37%) compared to Scarborough residents (26%).

Scarborough residents were more likely to mention development of vacant / older areas (15%), more green and leafy spaces (14%) and greater variation of local businesses (14%).

## If you could change one thing about the Scarborough entertainment precinct, what would it be?

*'Add more parking or ways to get there [Scarborough]. It is too hard to get to if you don't have a car or live nearby.'* – City resident, 18 to 34

*'Provide more parking or better public transport. Buses get stuck in traffic, especially where there are events.'* – Scarborough resident, 35 to 54

*'More security to make people feel safer.'* – Scarborough resident, 35 to 54

*'Add a dedicated police post.'* – Scarborough resident, 35 to 54

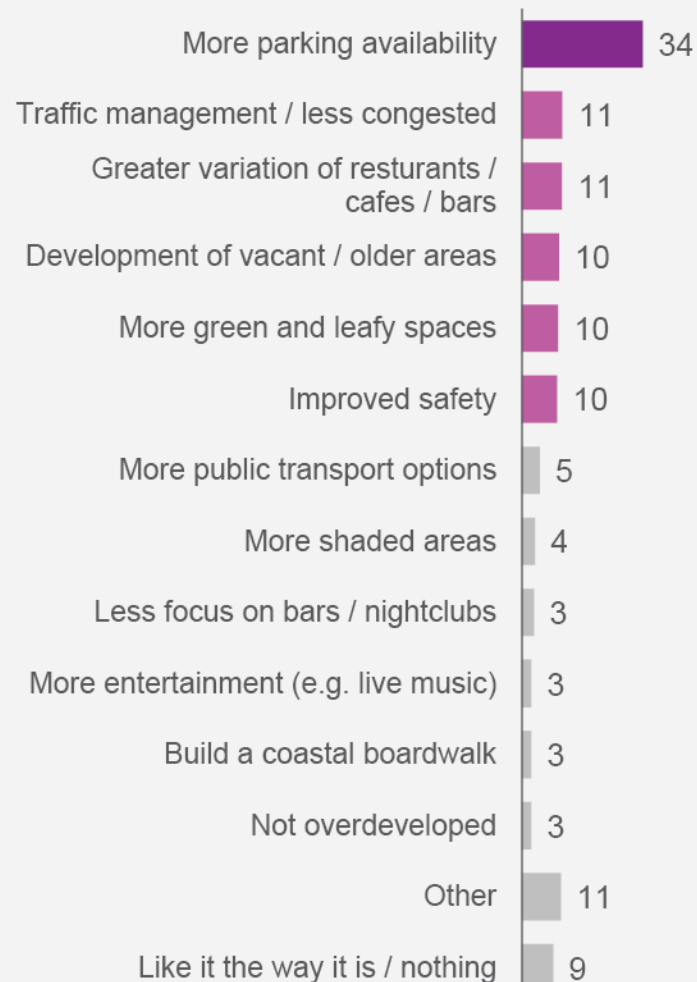
*'Remove the mulch area and make it useful to those visiting, such as trees for shade.'* – Visitor, 18 to 34

*'More trees and shaded areas.'* – Visitor, 18 to 34

Base: Scarborough residents & visitors n=1,501

Q8. If you could change one thing about the Scarborough entertainment precinct, what would it be?

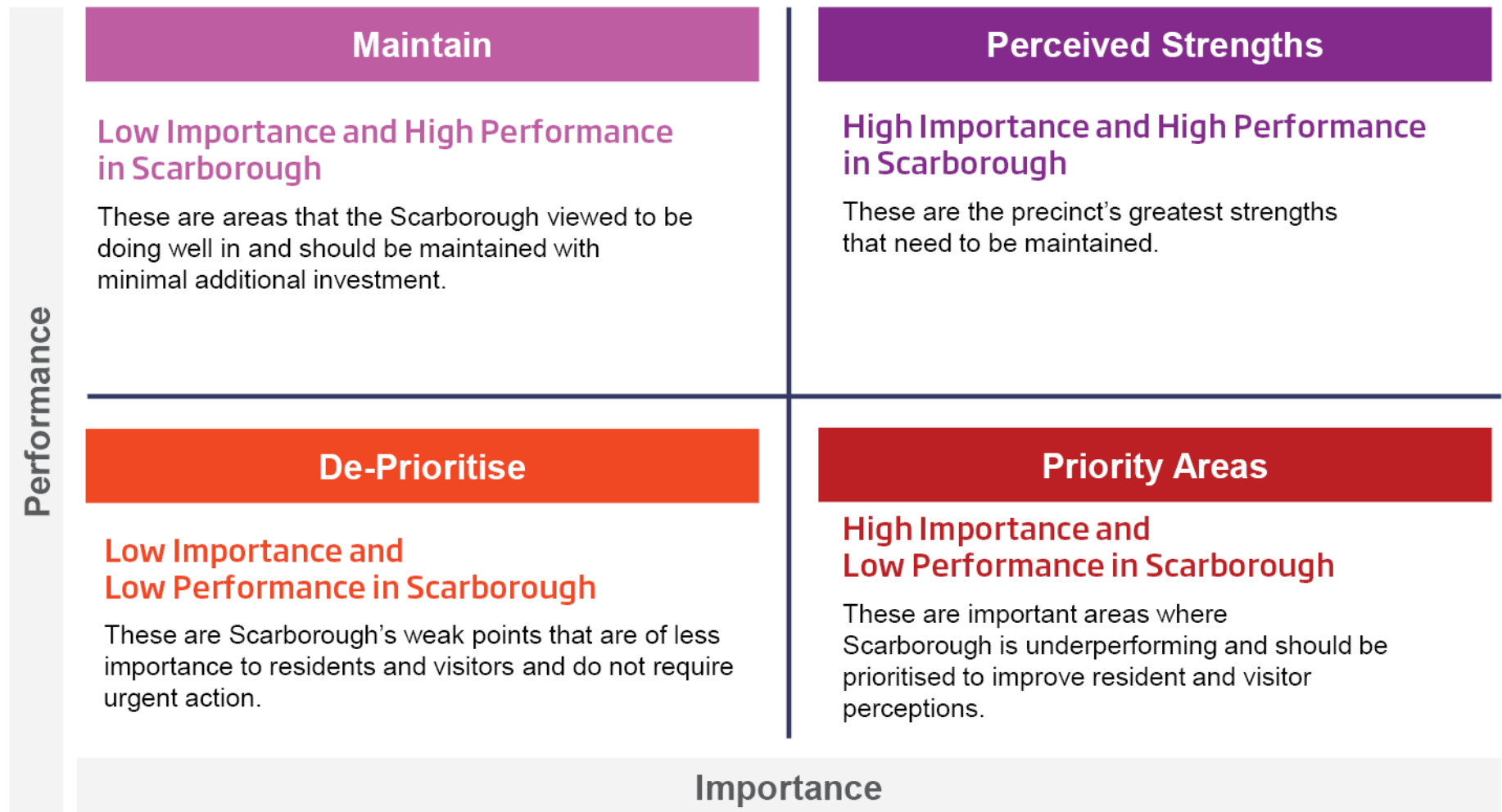
## If you could change one thing, what would it be? | % mention



% Scarborough residents & visitors



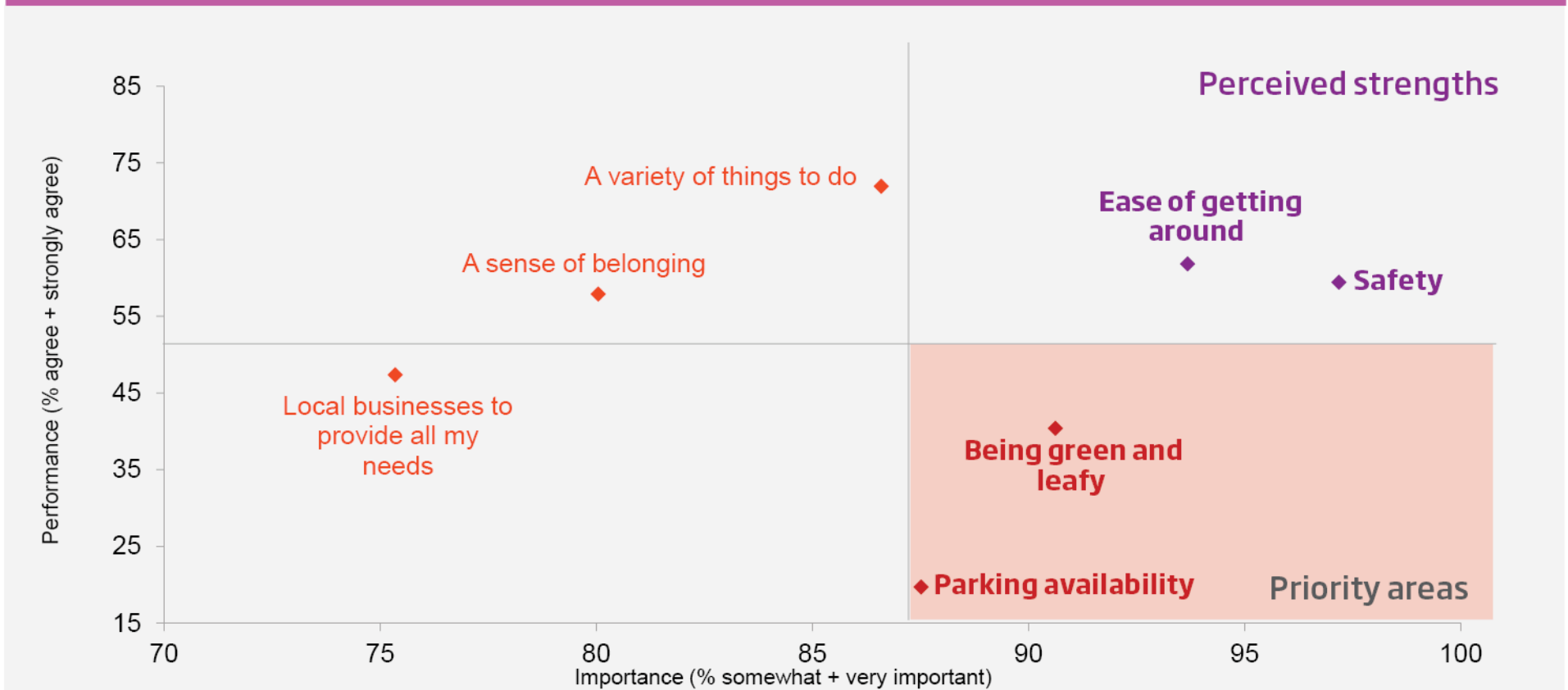
# Quadrant analysis is used to prioritise Scarborough perception areas



# Priority areas for Scarborough are parking availability and being green and leafy

These measures are of high importance but perform below average. However, parking availability is not a priority area for Scarborough residents specifically (it falls into the 'de-prioritise' quadrant). The Scarborough precinct performs relatively strongly in terms of safety and how easy it is to get around (high importance and performs above average).

## Importance by performance of Scarborough perceptions



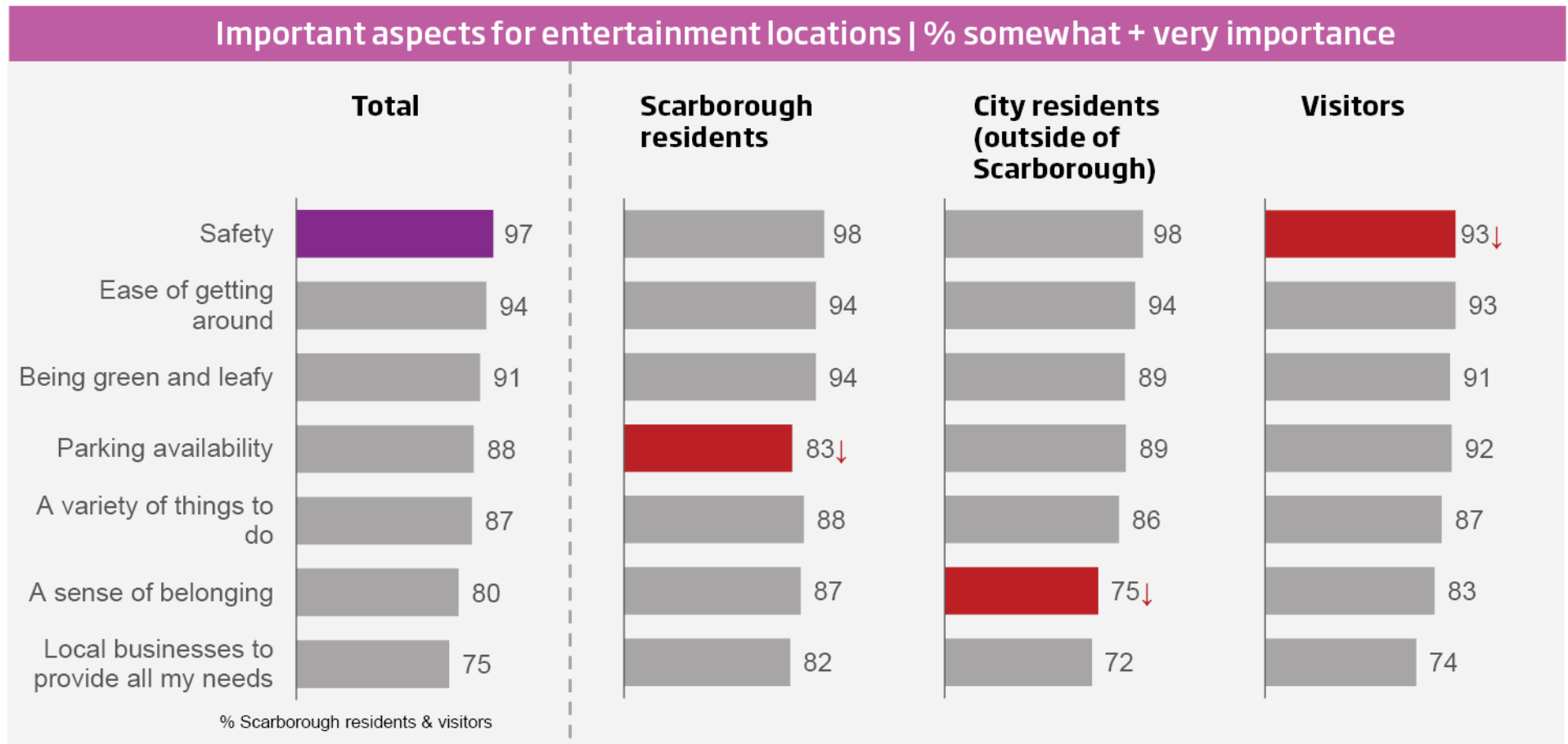
Base: Scarborough residents & visitors n=1,501

Q4. Thinking about entertainment locations in general, how **important** do you think each of the following are to have?

Q5. Now thinking specifically about the Scarborough entertainment precinct, how much do you agree or disagree with each of the following statements?

# Safety is the most important aspect for entertainment locations, followed by accessibility and being green and leafy

Women typically find all attributes more important than men.

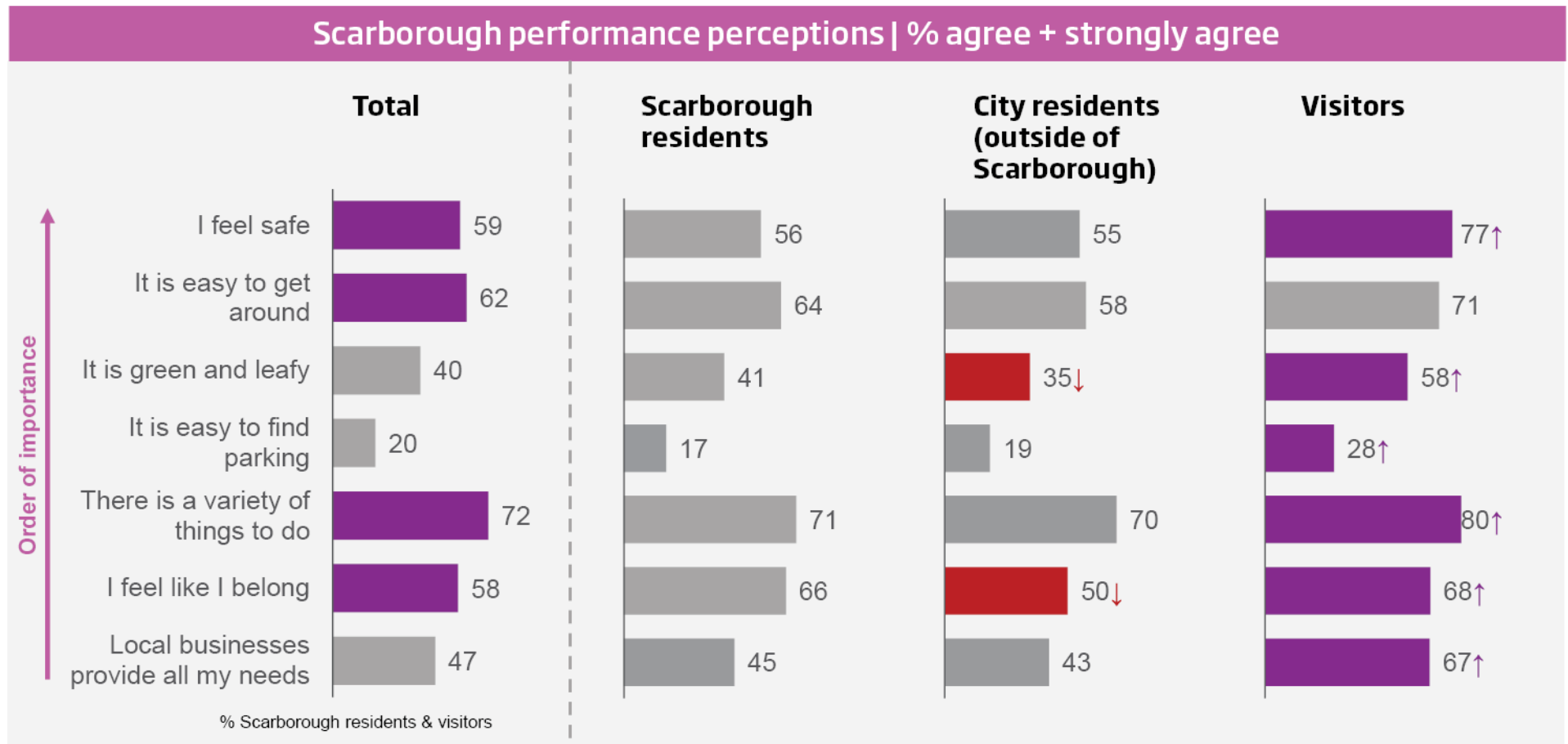


Base: Scarborough residents & visitors n=1,501 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213  
 Q4. Thinking about entertainment locations in general, how **important** do you think each of the following are to have?  
 ↓ indicates a significant difference between audiences at the 95% confidence interval.



# Parking is the lowest performing aspect among all segments with only two in ten agreeing that it is easy to find parking

The Scarborough entertainment precinct has a variety of things to do, and performs well for safety, accessibility and belonging – although under indexes in terms of being green and parking availability. All perceptions were strongest among 18 to 34s and visitors.



Base: Scarborough residents & visitors n=1,501 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213  
 Q5. Now thinking specifically about the Scarborough entertainment precinct, how much do you agree or disagree with each of the following statements?  
 ↑↓ indicates a significant difference between audiences at the 95% confidence interval.



# Events at Scarborough

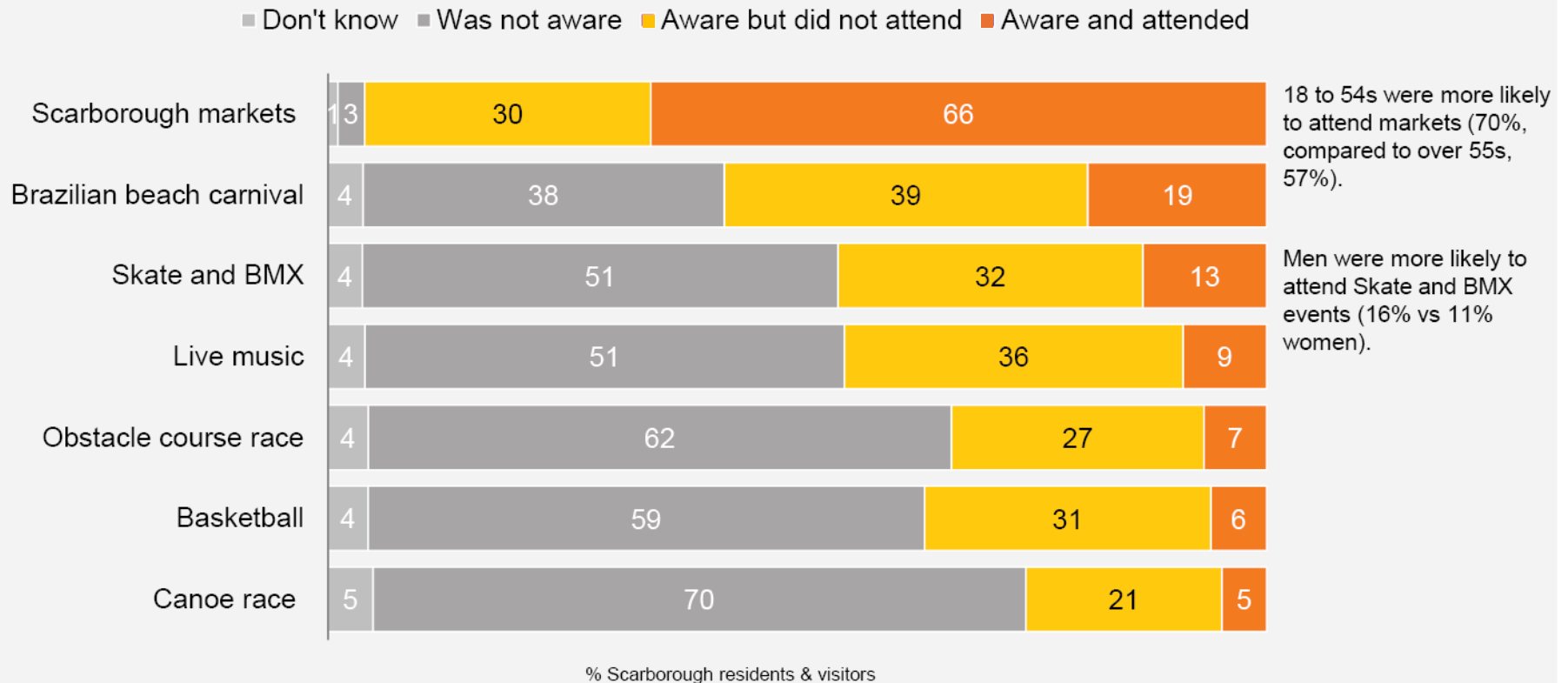


Scarborough

# Scarborough markets are the most popular event, with the highest awareness and attendance

Scarborough residents were more likely to attend all events (except for live music which were on par across all audiences). Non-Scarborough residents had to have visited the Scarborough entertainment precinct in the last 12 months to qualify for the survey. High levels of event attendance suggest this is a key factor in the reason for visitation.

## Awareness and attendance of events in Scarborough

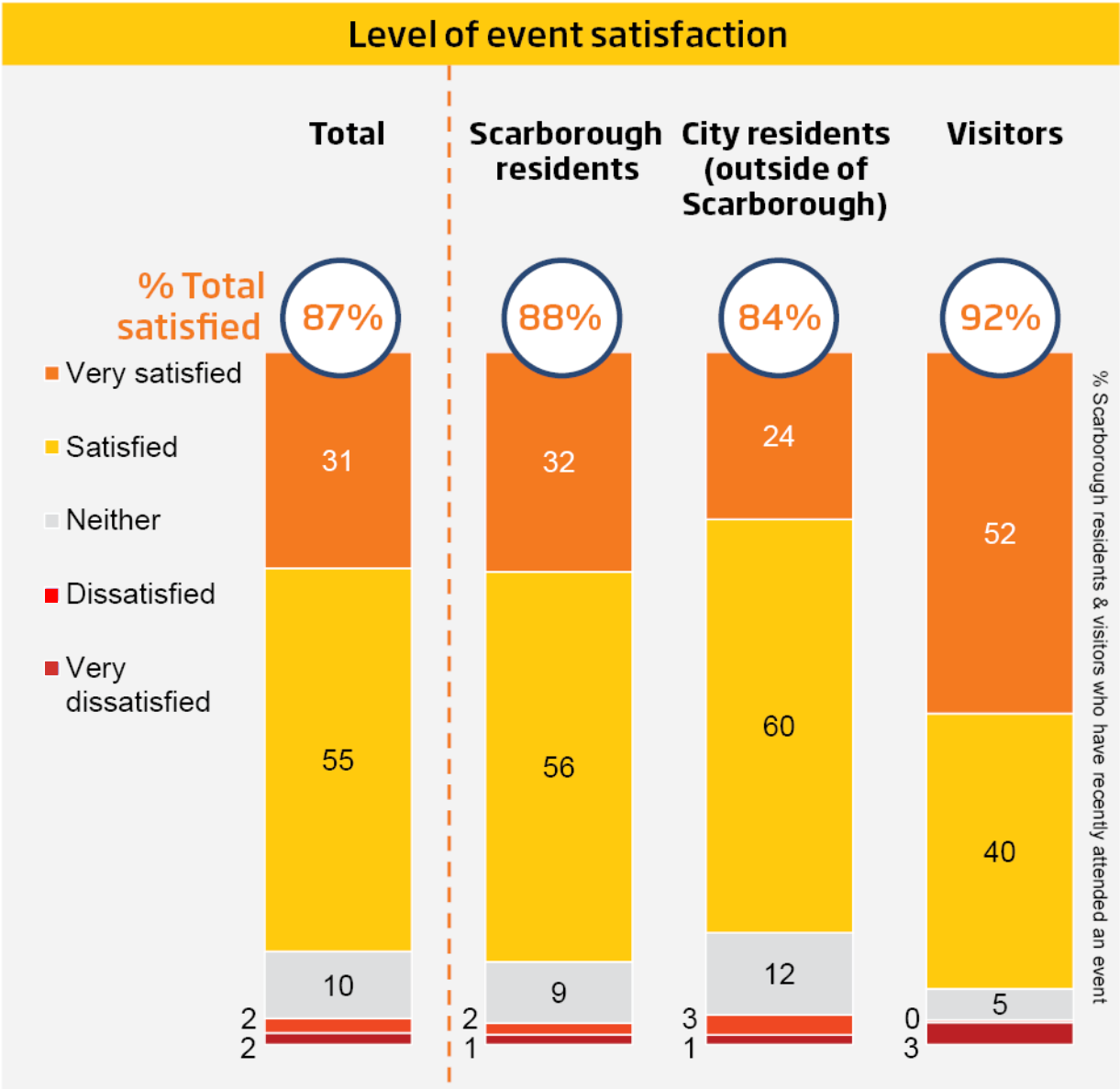


Base: Scarborough residents & visitors n=1,501

Q9. Were you aware of any of these events that have happened in Scarborough over the last six months?



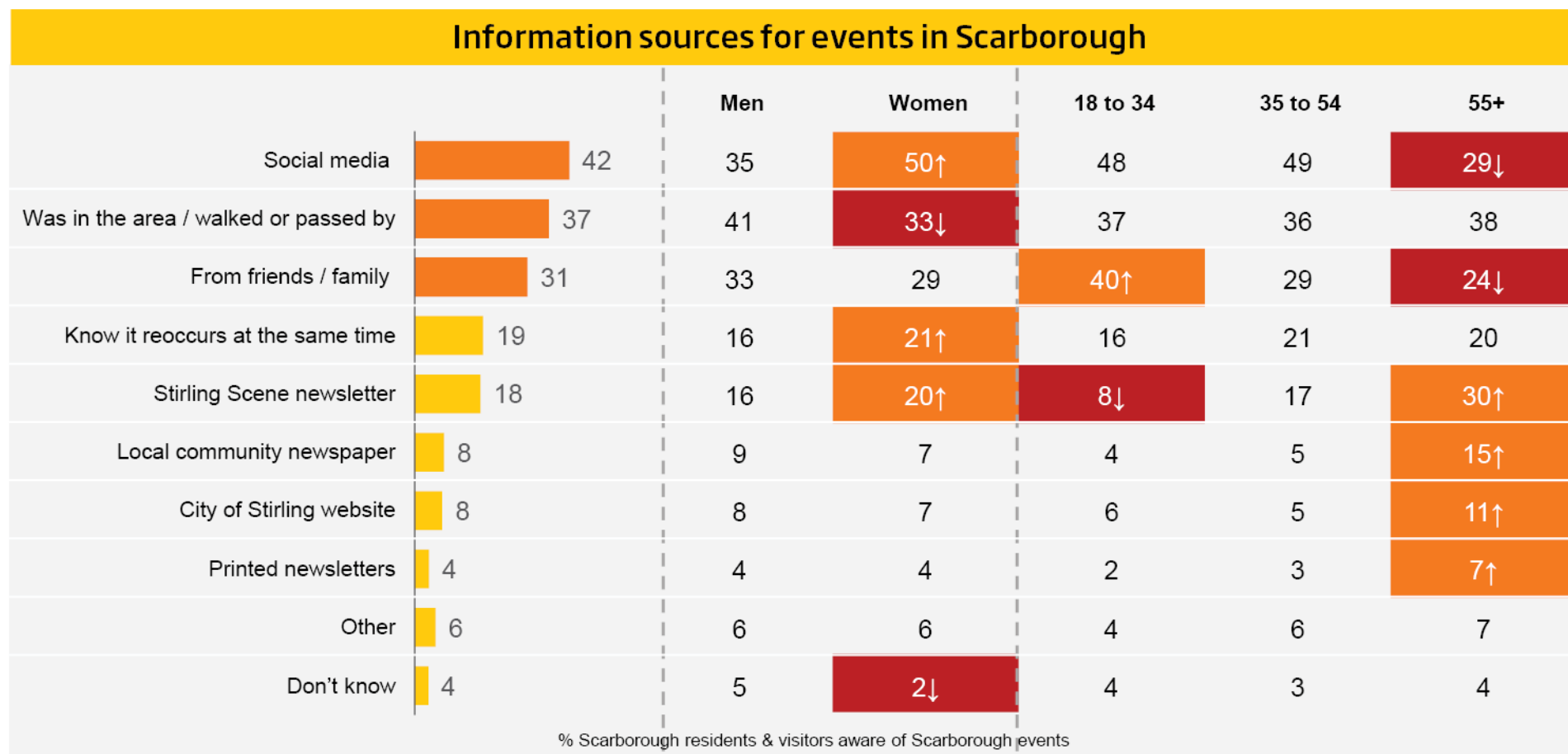
# Satisfaction with recent events is high across all audiences



Base: Scarborough residents & visitors who have recently attended an event n=1,197 | Scarborough residentsn=413 | City residents (outside of Scarborough) n=607 | Visitors n=177  
Q11. If you have attended an event in Scarborough in the last six months, how satisfied were you with the event?  
Note: Don't knows and those who have not recently attended an event have been excluded.

# Most hear about events via social media, word of mouth or while passing by

Women are more likely to hear about events through social media, the Stirling Scene or be aware of reoccurrences – while men had a higher rate of being in the area. Social media awareness is driven by 18 to 54s, while over 55s use a variety of other sources.

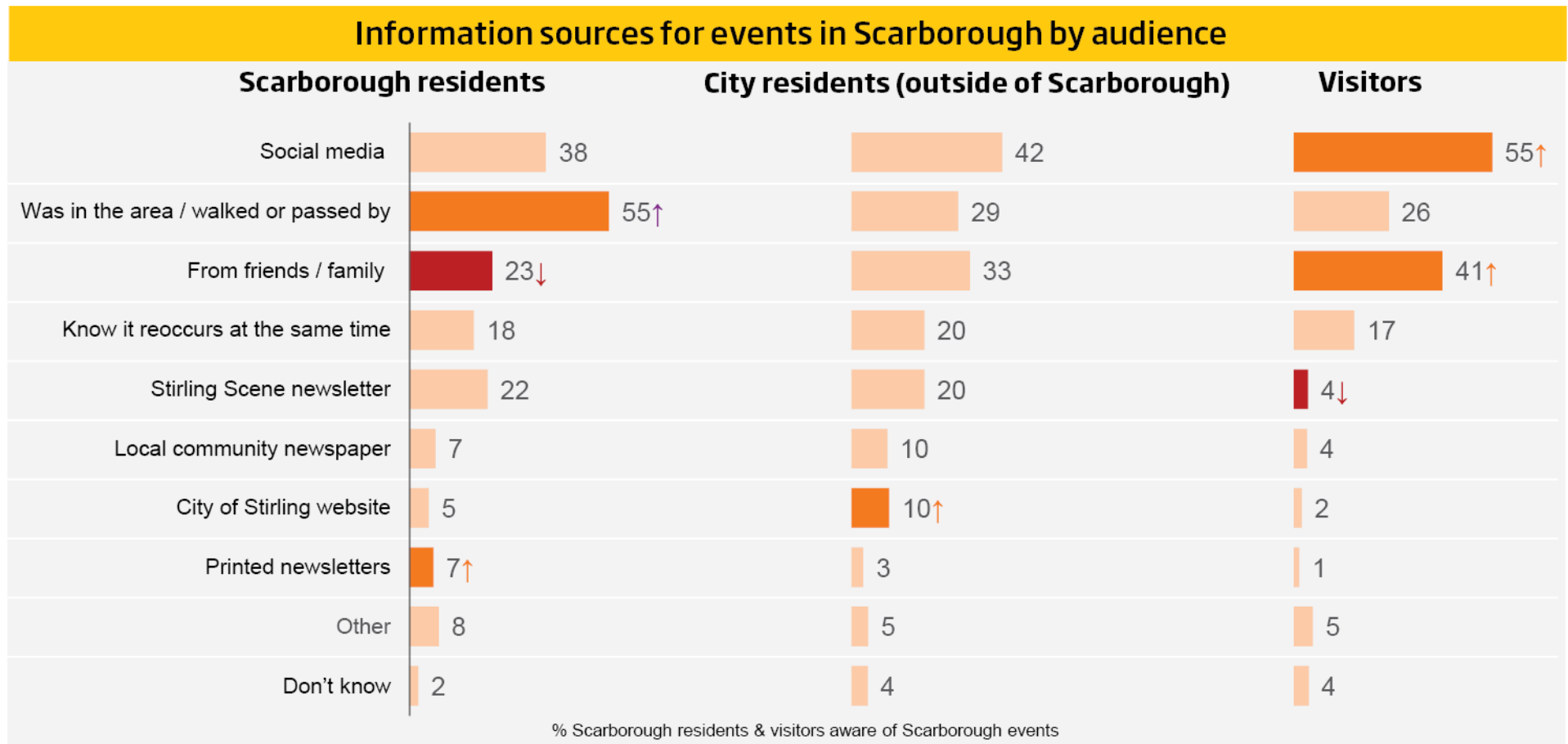


Base: Scarborough residents & visitors aware of Scarborough events n=1,471 | Men n=599 | Women n=849 | 18 to 34 n=302 | 35 to 54 n=646 | 55+ n=523  
Q10. How did you hear about this event?

↑↓ indicates a significant difference between audiences at the 95% confidence interval.

# Unsurprisingly, Scarborough residents typically know about events by being in the area

Visitors and City residents typically use social media and word of mouth as the top information sources.



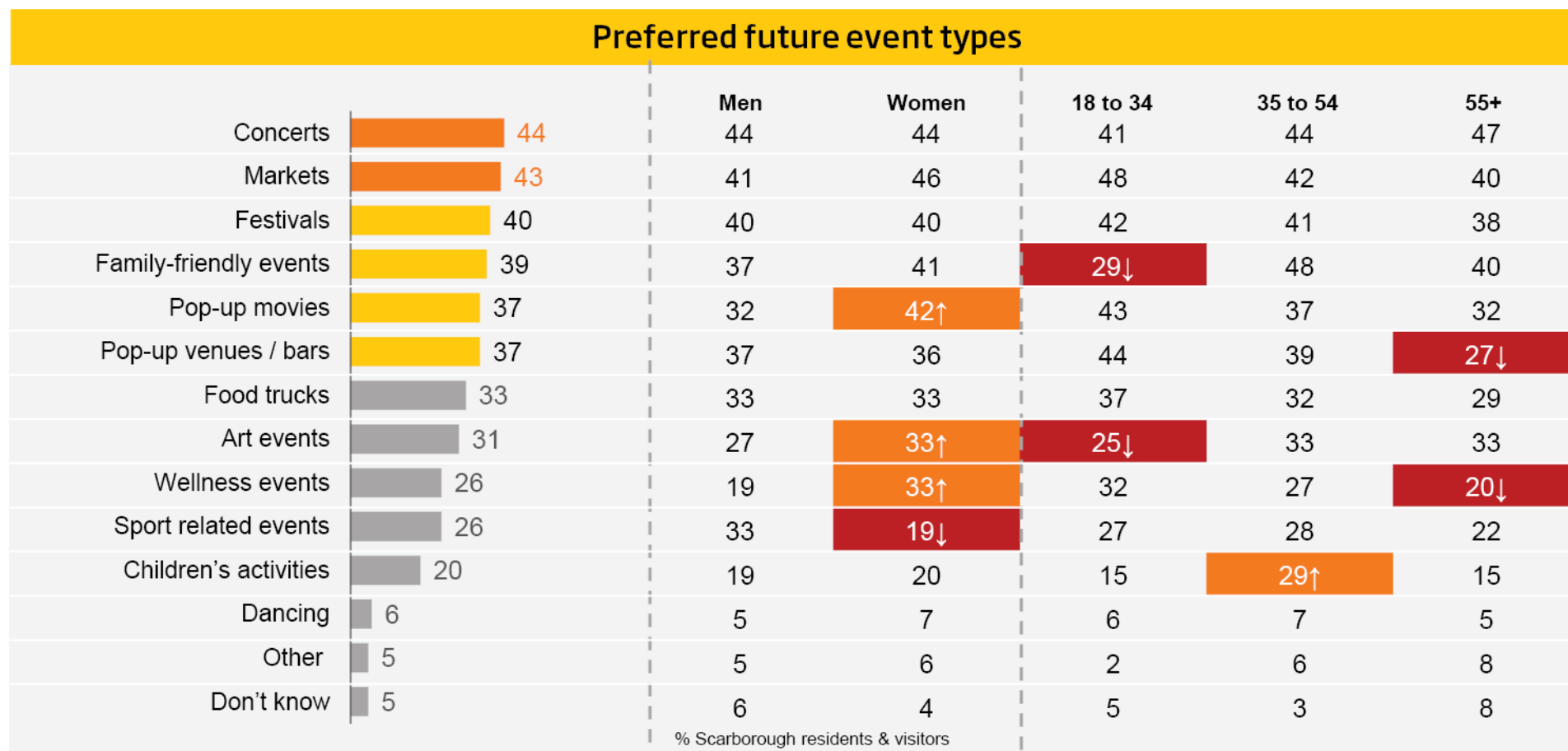
Base: Scarborough residents & visitors aware of Scarborough events n=1,471 | Scarborough residents n=457 | City residents (outside of Scarborough) n=810 | Visitors n=204  
Q10. How did you hear about this event?

↑↓ indicates a significant difference between audiences at the 95% confidence interval.



# Residents and visitors would like to see a variety of events to suit all demographics

The events that cater to the widest spread are concerts and markets. Men were more likely to want to see more sport related events in Scarborough, whilst women were more likely to request more pop-up movies, wellness and arts events.



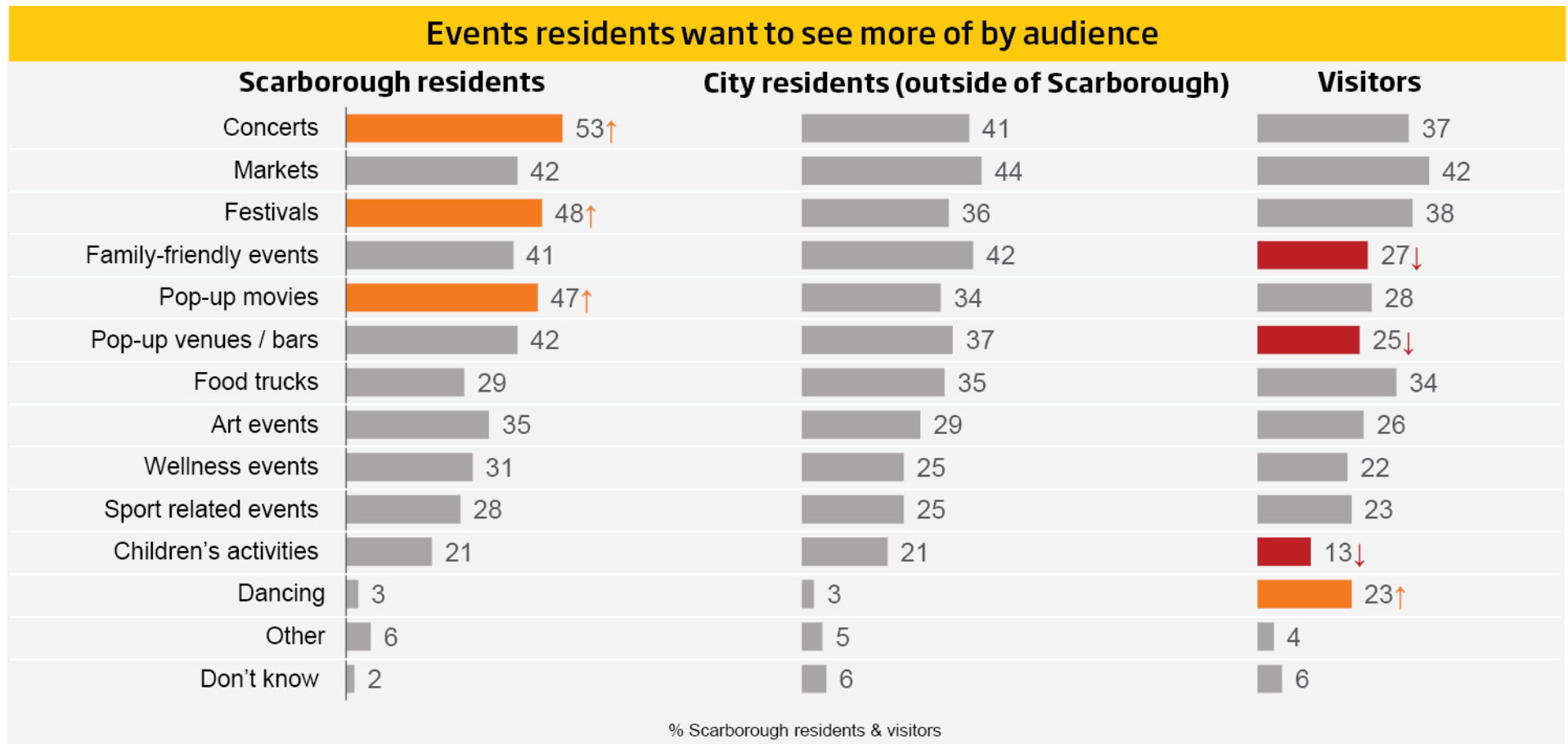
Base: Scarborough residents & visitors n=1,501 | Men n=615 | Women n=863 | 18 to 34 n=308 | 35 to 54 n=656 | 55+ n=537

Q12. Which of the following events would you like more of in Scarborough?

↑↓ indicates a significant difference between audiences at the 95% confidence interval.

# Scarborough residents want more concerts, festivals and pop-up movies

Visitors want to see more dance type events (specifically WA zouk, Latin and beach dancing), and are less interested in family friendly events, pop-up venues and children's activities, unsurprisingly as they skew towards a younger demographic (18 to 34s).



Base: Scarborough residents & visitors n=1,501 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213  
 Q12. Which of the following events would you like more of in Scarborough?  
 ↑↓ indicates a significant difference between audiences at the 95% confidence interval.



# Coastal Boardwalk

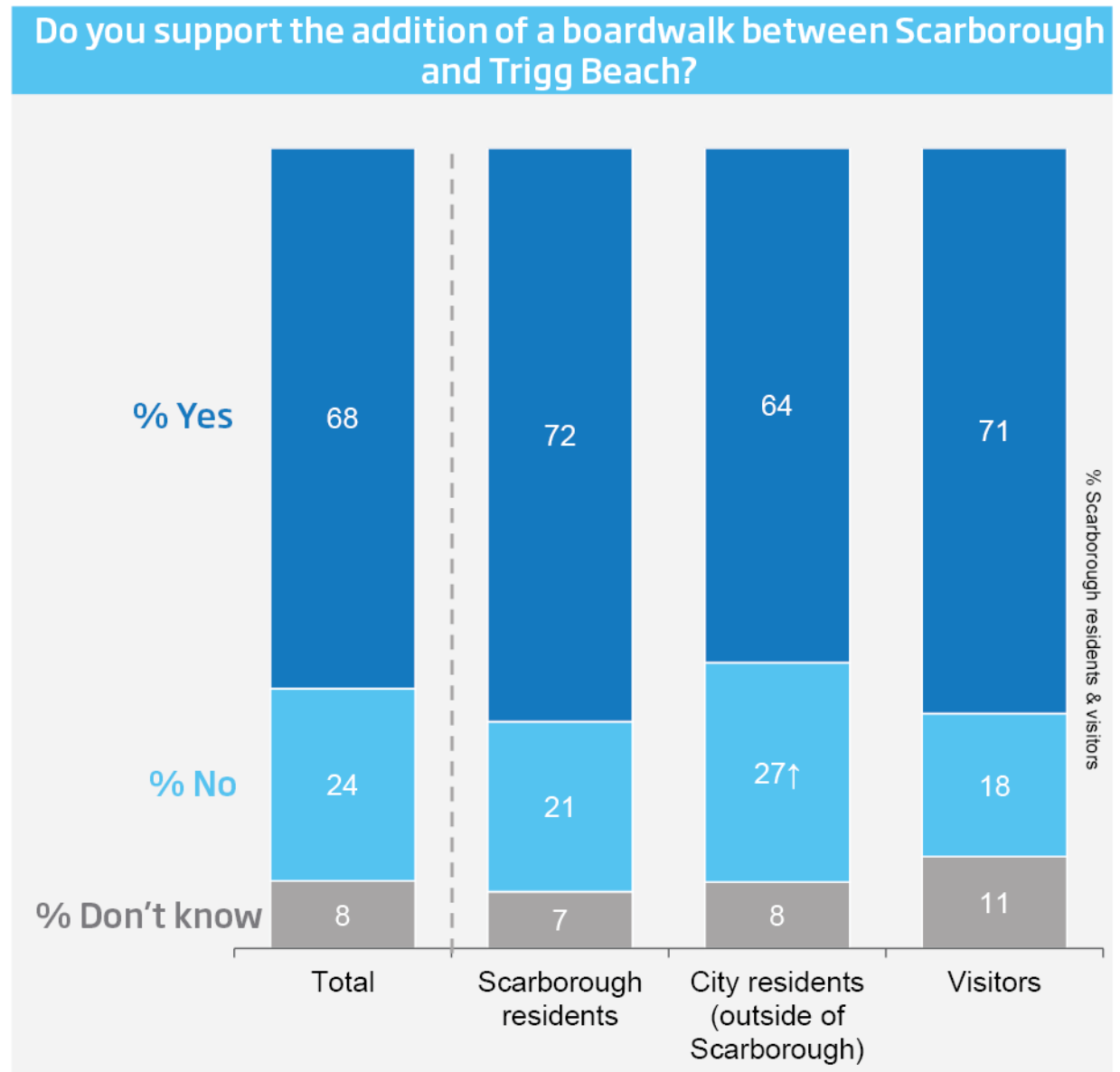


Scarborough



# Seven in ten Scarborough residents support a coastal boardwalk

City residents are less likely to support the boardwalk, with one-quarter opposing it.

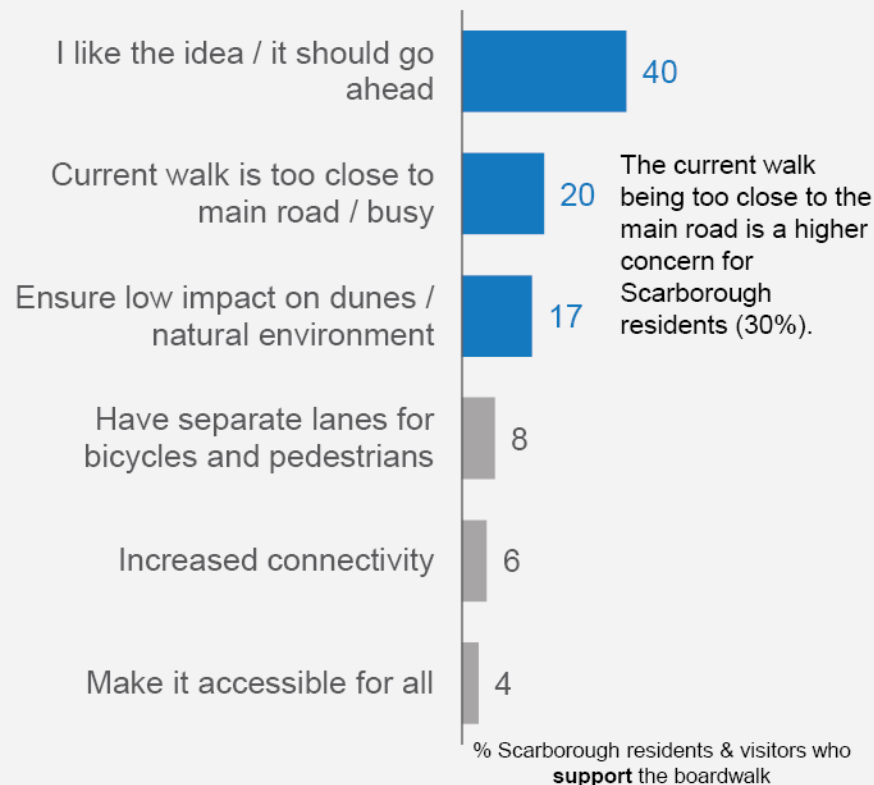


Base: Scarborough residents & visitors n=1,501 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213  
Q19. Do you support the addition of a boardwalk between Scarborough and Trigg Beach?  
↑↓ indicates a significant difference between audiences at the 95% confidence interval.

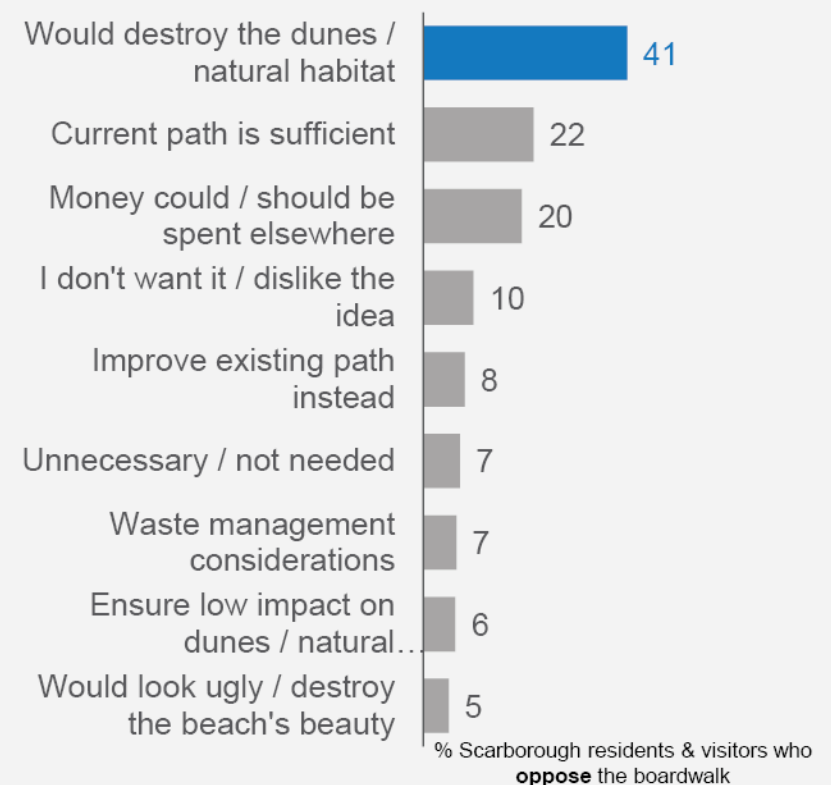
# Supporters like the concept, but would like to ensure the natural environment is not disturbed

Similarly, the core driver of opposition is the environmental impact (especially of concern to women 47% and those over 55 52%). If the boardwalk goes ahead, ensure communications around environmental impacts are clearly explained.

## Boardwalk advice from supporters



## Boardwalk advice from opposers



Base: Supporters n=1014 | Opposers n=364

Q20. This concept of a boardwalk between Scarborough and Trigg Beach is currently in discovery phase and has not been approved. What is your advice to the City about the idea?

↑↓ indicates a significant difference between audiences at the 95% confidence interval.

Note: statements with less than 4% mentions have not been shown on charts.



# Getting Around Scarborough



Scarborough



# Driving and walking are the most common modes of transport when visiting the entertainment precinct

Scarborough residents are more likely to walk, and cycle compared to others, likely having less distance to travel.

Transport modes when visiting the Scarborough entertainment precinct									
		Men	Women	18 to 34	35 to 54	55+	Scarborough resident	City resident	Visitors
Car	65	63↓	68	63	69	62	44↓	76	68
Walking	59	60	57	59	52	64	83↑	48	47
Bicycle	16	21↑	12	13	20	16	22↑	17	5↓
Bus	9	7	10	11	7	8	7	10	7
Rideshare	7	6	8	11	8	3↓	7	8	5
e-scooter / e-bike	7	8	5	8	7	5	9	6	3
Motorcycle	2	4↑	1	2	3	2	2	3	2
Other	2	2	2	1	2	2	2	2	2
% Scarborough residents & visitors									

Base: Scarborough residents & visitors n=1,501 | Men n=615 | Women n=863 | 18 to 34 n=308 | 35 to 54 n=656 | 55+ n=537 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213  
 Q15. Which of the following transport modes do you typically use when visiting the Scarborough entertainment precinct?  
 ↑↓ indicates a significant difference between audiences at the 95% confidence interval.

# Besides walking, two in five would consider using the Trackless Tram to get around (if available)

Over 55s are less likely to consider using the trackless tram or e-scooters.

The reason most would not consider any of the above is because Scarborough is too far to travel for them.

## Alternate transport considerations around the Scarborough entertainment precinct

		Men	Women	18 to 34	35 to 54	55+	Scarborough resident	City resident	Visitors
Walking	54	55	53	55	47	61	70↑	47	46
Trackless Tram / light rail	43	41	44	44	49	35↓	47	42	35
Bicycle	32	37↑	28	34	35	28	42↑	29	25
Bus	26	23↓	29	26	27	26	28	26	25
e-scooter / e-bike	22	24↑	19	27	25	13↓	26	20	21
I would not consider any of the above	16	16	15	14	18	15	6↓	19	23
% Scarborough residents & visitors									

Base: Scarborough residents & visitors n=1,501 | Men n=615 | Women n=863 | 18 to 34 n=308 | 35 to 54 n=656 | 55+ n=537 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213  
 Q16. In the future, would you consider using any of the following transportation modes when visiting the Scarborough entertainment precinct?  
 ↑↓ indicates a significant difference between audiences at the 95% confidence interval.

# Visitors would not consider alternatives to driving because of a lack of public transport options

Visitors were also more likely to mention being too far to travel or length of trip as other barriers. Scarborough residents wouldn't consider alternatives as it's close enough to just walk. Safety is another concern, especially among women (17% vs 9% men).

## Alternative transport barriers | % mention

	Scarborough residents	City residents (outside of Scarborough)	Visitors
No reason / close enough to walk	37↑	12	14
Safety concerns	13	16	4↓
Lack of adequate public transport options	13↓	25	28
Dislike e-scooters / they are dangerous	7	9	2
Other options take too much time	6	8	13↑
Family / personal needs	6	9	4
Lack of walking / cycle paths	6	5	1
Need to transport items	6	5	3
Too expensive	6	5	8
Driving is convenient	4↓	17	11
Age / health / physical ability	3	5	1
Too far to travel	2↓	13	20↑
Other	19	13	13
Nothing / would not consider	6	6	5

% Scarborough residents & visitors

Base: Scarborough residents & visitors n=1,501 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213

Q17. What are the reason/s that prevent you from using other modes of transport besides driving (such as public transport, cycling, walking, e-scooters), when visiting the Scarborough entertainment precinct?

↑↓ indicates a significant difference between audiences at the 95% confidence interval.



# Lower transport costs and more convenient access to buses would motivate non residents to visit Scarborough

Over one quarter of visitors would not consider alternate transport as they live too far away for it to be a viable option.

## Alternative transport motivators | % mention

	Scarborough residents	City residents (outside of Scarborough)	Visitors
Lower cost / free public transport	18	18	18
Better or more foot / cycling paths	16↑	10	2↓
Already use alternative transport	10↑	6	3
More frequent bus services	9	6	3
More bus routes / direct routes	8↓	20	17
More parking availability	7	5	4
More convenient / accessible	7	13	12
Improved safety measures	6	5	2
Having a trackless tram / light rail	5	5	6
Need faster alternatives	4	4	9
Having bike storage	4	2	1
Having a boardwalk	1	4↑	0
Other / Don't know	8	8	14
Nothing / would not consider	16	17	27↑

% Scarborough residents & visitors

Base: Scarborough residents & visitors n=1,501 | Scarborough residents n=460 | City residents (outside of Scarborough) n=828 | Visitors n=213

Q18. What would motivate you to consider using other modes of transport besides driving (such as public transport, cycling, walking, e-scooters), when visiting the Scarborough entertainment precinct?

↑↓ indicates a significant difference between audiences at the 95% confidence interval.



# Scarborough

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