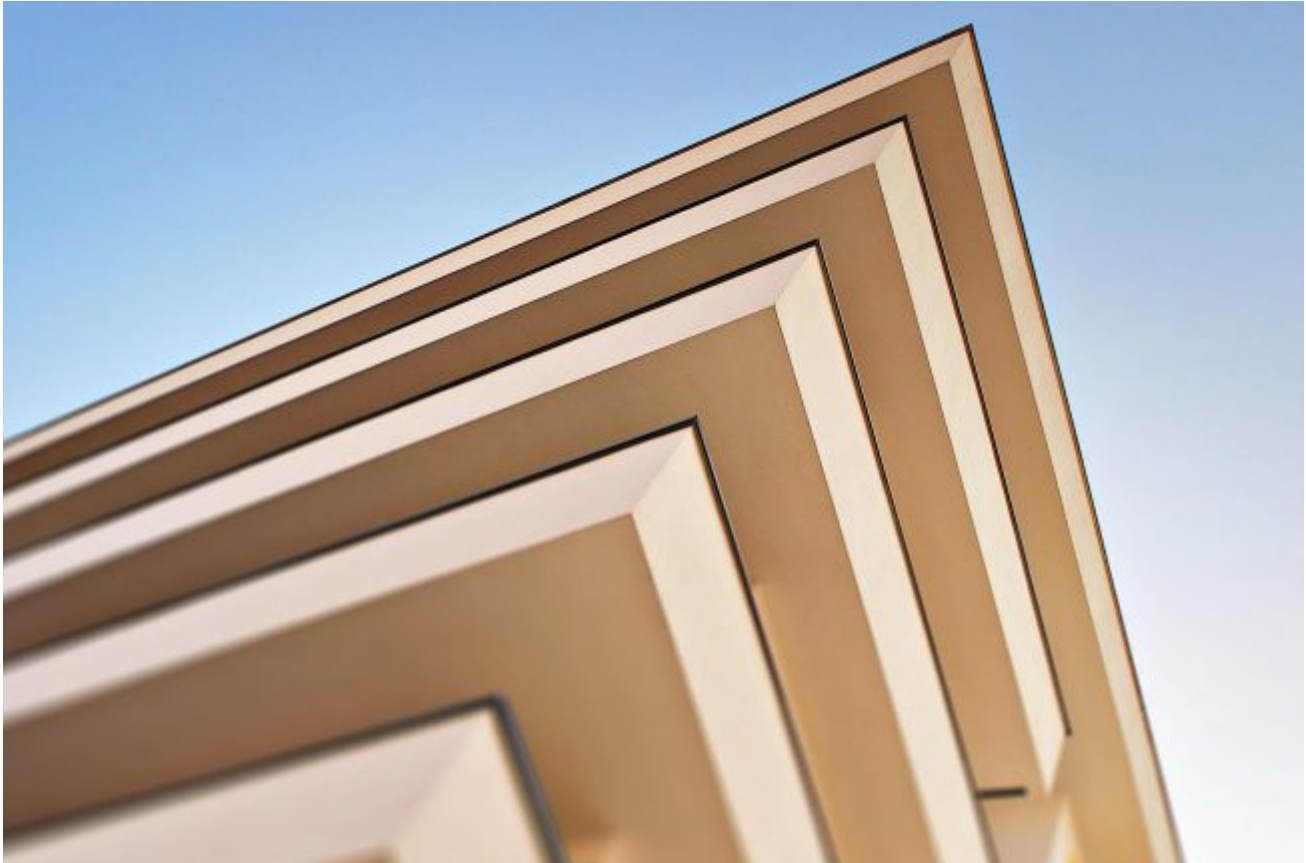


The Urban Living Index



Measuring liveability of Sydney suburbs.

The Brief

Urban Taskforce wanted to understand more about which parts of Sydney have become most urban and what the ingredients are that make a suburb a great place to live. We were briefed to use demographic data to establish a measure of urban liveability in Sydney, the results of which were used for industry-leading public communication.

The Work

The Urban Living Index is an ongoing measure of the liveability of Sydney suburbs. This instrument considers the affordability, community, employability, amenity and accessibility of an area to determine how liveable it is. Through a metric involving 20 indicators, the index provides a score out of 100 for each of Sydney's suburbs. This tells Urban Taskforce Australia's members and suppliers where the best urban neighbourhoods are.

“The Urban Living Index has been a key tool for us engaging stakeholders. The insights have generated ongoing discussion in the industry. The McCrindle team are knowledgeable, insightful, and quick to turn ideas into strategic deliverables.”

Results & Deliverables

The data has been used by apartment developers to understand where liveability is greatest. The Greater Sydney Commission can use the index to understand planning districts and local councils have also found the data useful. Demographic analysis and geomapping is hosted on the interactive website urbanlivingindex.com to assist in the exploration of data. The Urban Living Index has assisted Urban Taskforce in generating significant brand positioning as market leaders in urban development.

Contact

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