

Localisation

Consumers want to feel grounded in their local community and increasingly aspire to live a hyperlocal lifestyle. Walkable, amenity rich environments are key to responding to this trend. There is a fundamental need for well-planned and designed urban civic spaces that reflect the identity of each community.



Consumers are immersing themselves in their local community



56% of consumers are spending more time in their local area than 3 years ago.



With consumers spending more time in their local area, a strong sense of community and local pride is emerging.

Consumers that spend more time in their local area immerse themselves in their community by:



43% Helping a neighbour



29% Participating in community events



17% Volunteering in the area



14% Cleaning up the local area

Families with dependent children are spending more time in their local area

% of respondents who spend significantly/somewhat more time locally now than three years ago



63%

Couple families with dependent children



58%

One parent families with dependent children



47%

Couple families without dependent children



44%

Lone person households



There is a demand for amenities and urban planning that encourages community connection and caters to the needs of different generations and life stages.

33% of consumers feel extremely/very connected to their local community

In the last six months, consumers contributed to their local community by:



Shopping at local businesses



Making use of local amenities



Helping a neighbour



Key

- Australians
- QIC Customers

Gen Y are most likely engage in community events as they raise their children in local neighbourhoods



23% Gen Z



30% Gen Y



20% Gen X

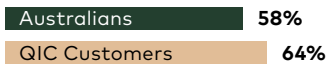


16% Boomers

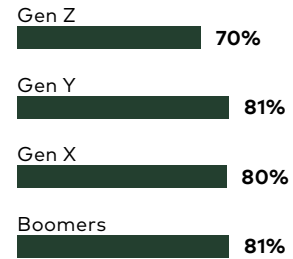
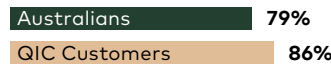
The rising need for true town centres to support community growth

Consumers have a desire to support local businesses, brands and retail environments that are an authentic reflection of their community's values and culture.

More consumers are shopping locally now than three years ago



Consumers are driven to support local businesses



Consumers living in major cities are more likely to see their local shopping centre as a pillar in the local community

% strongly/somewhat agree



64%
City residents



56%
Regional/remote residents

Many consumers visit local businesses in their area at least once a week



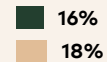
At least once a week



2-3 times a week



One a day



Key



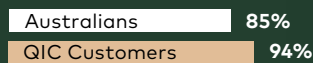
Town centres that cluster whole-of-life services and employment nodes are in high demand among consumers. They are finding ways to slow life down, live more in the moment and balance their work demands with their lifestyle needs.

Consumers prioritise convenience, quality, and variety when shopping in their neighbourhood

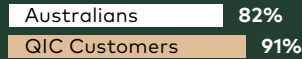
% extremely/very important



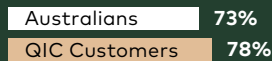
Convenience of location and hours



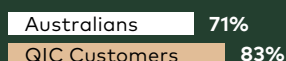
Quality and variety of local shops



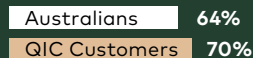
Availability of whole-of-life services



Shopping experience



Personal interactions with shop owners/staff



Working locally would significantly improve the work-life balance of consumers



70%
City residents



61%
Regional residents

