



**mainstreet**

# The soul of Australian cities

The changing relationship  
with our cities and a view of  
the future

---

SEPTEMBER 2021



---

# Contents

About Mainstreet Insights	4
Research objectives	4
Research methodology	4
Capital city snapshots	5
Cities reflect the people that live there	8
Australians feel a sense of belonging	15
The pandemic pushes people to explore	20
The city of the future	24
Demographic summary	28

# About Mainstreet Insights

Mainstreet Insights, initiative of Reventure and McCrindle, exists to provide insights to build flourishing communities. It seeks to understand Australians as people not just consumers or employees. It explores the big issues of life that are impacting main street

Australia. From family and relationships to education, faith, wellbeing and work, it is a collection of timely insights that speaks into important community conversations to enable leaders to make informed decisions.

## Research objectives

This research conducted for Mainstreet Insights seeks to understand Australians attitudes towards their cities. By exploring the various ways cities have been shaped by COVID-19 and future expectations, we unpack what the soul of the city means in Australia.

The key objectives of this research are to:

- Understand the Australian psyche as it pertains to the city and state they live in
- Understand their attitudes and behaviours in and around their city following COVID-19
- Explore Australian's expectations for their city beyond 2021

## Research methodology

*The Soul of Australian Cities: The changing relationship with our cities and a view of the future* report is the collation of quantitative data collected via an online panel.

The nationally representative survey of Australians aged 18+ was in field from the 8<sup>th</sup> of June to the 14<sup>th</sup> of June and yielded 3,520 responses and constitutes stage 1 of this field work. Stage 2 saw a booster sample of respondents from each state, yielding a total sample of 4,566 responses. Insights provided about Australians overall are based on the base sample of 3,520. The booster sample is only used when drawing comparisons between the capital cities.

### Graphs and rounding

Data labels on the graphs in this report have been rounded for simplicity. Some graphs, may, therefore sum to 99% or 101%. Any calculations where two data points have been added are based on raw data (not the rounded data labels on the graph) which have been rounded once combined.

### Terminology

Throughout this report the total sample of respondents are referred to as Australians. In addition to this several segmentation filters are applied to understand the results.

# Capital city snapshots

## Sydney

Sydney is not only Australia's largest city, but very diverse, home to 5.4 million residents<sup>1</sup> who live across 658 different suburbs and speak more than 275 different languages<sup>2</sup>. For the residents of Sydney, not only do they have pristine beaches but also mountains, and plains. It makes sense then, that almost one in two Sydneysiders love Sydney (45%), three in four (72%) strongly/somewhat believe Sydney has played a key role in shaping their identity and 35% never want to move to another city.

When thinking about individual aspects of Sydney that residents enjoy, key elements that are highlighted include the liveability and lifestyle (60%), the weather and climate (54%) and the food and culture (50%).

## Melbourne

Melbourne, during the 19th Century gold rush, was Australia's largest city, in the first years of the Australian Federation it housed the national parliament, and it also boasts the title of having the best coffee in the world<sup>3</sup>. The city of Melbourne attracts a large amount of

people with 972,000<sup>1</sup> people travelling into the city each day. With so many people going into the city, you might find yourself asking: why?

For one in two Melbourne residents (51%) the main attraction is shopping. For two in five, however, travelling to the city is about the atmosphere and vibe (41%) and the arts and events (41%). Similarly, Melbourne residents like to highlight the cities liveability and lifestyle (63%), food and culture (56%) and the atmosphere and vibe (46%) as the aspects of Melbourne they like the most.

One in three Melbourne residents (34%) love their city and would never consider moving however, many would (66%).

## Brisbane

Brisbane has made its mark on Australia in many ways, one of which includes being the birthplace of the humble lamington<sup>4</sup>. Not only does this capital city have 280 days of sunshine a year, but it is also the fastest growing city in Australia, increasing by 46,914 people in 2019–2020<sup>5</sup>.

---

<sup>1</sup> National, state and territory population, Australians Bureau of Statistics, 2020

<sup>2</sup> 2016 Census QuickStats, Australian Bureau of Statistics, 2016

<sup>3</sup> <https://www.heraldsun.com.au/travel/travel-news/melbourne-has-been-voted-as-having-the-worlds-best-coffee/news-story/d9552611037baa93c5378869872b340a>

<sup>4</sup> <https://www.abc.net.au/everyday/everything-you-need-to-know-about-lamingtons-australian-cake/10720880#:~:text=jam.,Lamington%2C%20to%20feed%20unexpected%20visitors>.

<sup>5</sup> Brisbane and Perth have the highest growth rates, Australian Bureau of Statistics, 2021

With so many people moving to Brisbane, it might make you wonder: what are the main attractions? For seven in ten Brisbane residents the aspects of their city that they like most are the weather and climate (71%), the liveability and lifestyle (68%), and for one in two, it is the city's natural environment (50%).

Brisbane also makes its residents feel like a part of something bigger, with three in five (58%) feeling like they belong to their city, and seven in ten (71%) believing the capital city has strongly/somewhat played a key role in their identity.

## Hobart

Often underappreciated, Hobart is a capital city housed by one of Australia's smallest states. It is not short of character and soul, however, being home to the Tasmanian devil, craft beer and some of the cleanest air in the world<sup>6</sup>.

Nestled amidst large rainforests and Tasmanian wilderness, Hobart residents feel like they belong to their city (67%) enjoying its natural environment (74%), liveability and lifestyle (79%) and the pace of life it affords (74%).

## Darwin

Another gem among the Australians landscape is Darwin, a city known for its diverse population and tourism. The isolation of Darwin is highlighted by the fact that it is closer to the national capitals of four other countries (Indonesia, Papua New Guinea, Timor Leste and Brunei) than its own.

With a population of 147,231 that boasts over 60 nationalities and a tourism industry that employed 7,300 people in 2019–2020<sup>7</sup>, it's no wonder Darwin residents most like the liveability and lifestyle available to them (70%). Other aspects of Darwin that they like is the pace of life (76%) and the weather and climate (65%).

Despite its positives, however, most Darwin residents would consider moving away, to a different city (80%).

## Adelaide

Adelaide is amongst the most liveable cities in the world, ranking third behind Auckland, New Zealand and Osaka, Japan<sup>8</sup> and has a landscape of both desert and coastline.

Considering it's liveability and stunning landscape, it is no wonder two in five Adelaide residents would never consider moving away (43%), seven in ten (69%) like the liveability

---

<sup>6</sup> Forty years of measuring the world's cleanest air reveals human fingerprints on the atmosphere, Commonwealth Scientific and Industrial Research Organisation, 2016

<sup>7</sup> Tourism, Northern Territory Economy, Northern Territory Government, 2021

<sup>8</sup> The Global Liveability Index 2021: How the COVID-19 pandemic affected liveability worldwide, The Economist Intelligence Unit, 2021

and lifestyle the city affords and three in five (58%) like the pace of life the most.

## Perth

Similarly, to Adelaide, Perth is one of the most liveable cities in the world<sup>9</sup>, ranking sixth on the world scale. Despite its isolation and being nearly 2,000 km away from its closest neighbouring capital city<sup>9</sup>, Perth is nicknamed the lifestyle city, perhaps because it receives the greatest number of sunny days in a year compared to all other states and has an average commute time of 59 minutes (cf. 56 min Adelaide, 65 min Melbourne, 67 min Brisbane, 71 min Sydney)<sup>9</sup>.

Apart from the sunny days, Perth residents enjoy many aspects of their city namely its

liveability and lifestyle (69%), the weather and climate (67%) and its natural environment (58%).

## Canberra

Canberra is the Capital of Australia and is home not only to Parliament house, but also 431,380 people<sup>1</sup>. It is the eighth largest city in Australia and for many Canberrans who live there (65%) is considered to have played a key role in shaping their identity.

Aspects of their city that residents like the most include its liveability and lifestyle (80%), its natural environment (71%) and the pace of life it affords (58%).

---

<sup>9</sup> The Future of Perth, McCrindle 2020

# Cities reflect the people that live there

## Individual characteristics and community habits contribute to the formation of a city's soul.

Cities reflect those who live there, with personality, expression and character that attracts others. Often, when choosing a city to live in, many people choose based on the character or soul of the city; the way the city embodies the art and culture of the people who live there.

Considering cities can have unique qualities that serve to establish their place in the nation it is positive to note that, not only are Australian's extremely or very proud of their city (60%), but also their state (60%) and Australia as a nation (68%). Australian's connection to their city is made more obvious by the proportion who not only like (43%), but also love (40%) their city.

Australian's strong sense of pride and their connection to their city, is furthered by the very small proportion of Australian's who don't like or hate their city (3%).

*"And I somehow rather fancy that I'd  
like to change with Clancy,  
Like to take a turn at droving where  
the seasons come and go,  
While he faced the round eternal of  
the cash-book and the journal—  
But I'd doubt he'd suit the office,  
Clancy of 'The Overflow'— "*

*Banjo Patterson, 1889*

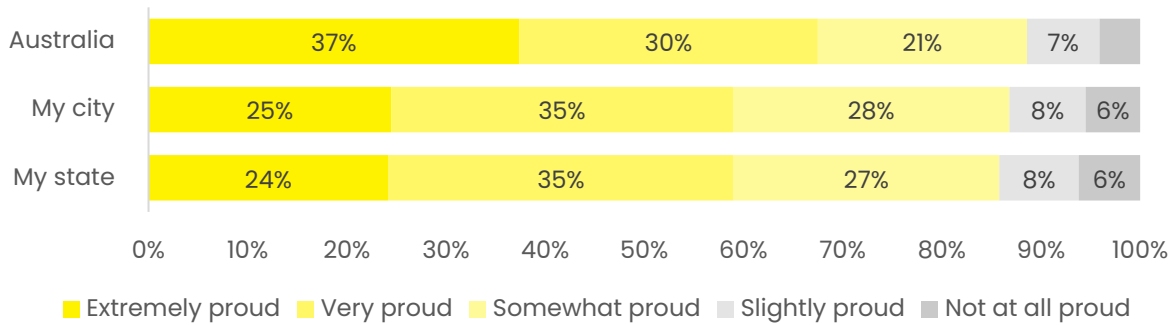
Males are more likely than females to be extremely/very proud of their city (63% cf. 55% female) and Australia overall (69% cf. 66% female).

Older Generations are more likely than their younger counterparts to be extremely/very proud of their city (68% Builders, 64% Baby Boomers, 57% Gen X cf. 58% Gen Y, 50% Gen Z) and Australia overall (79% Builders, 74% Baby Boomers 65% Gen X cf. 63% Gen Y, 64% Gen Z).

Older generations are also more likely than their younger counterparts to love their city (44% Builders, 44% Baby Boomers 41% Gen X cf. 37% Gen Y, 32% Gen Z).



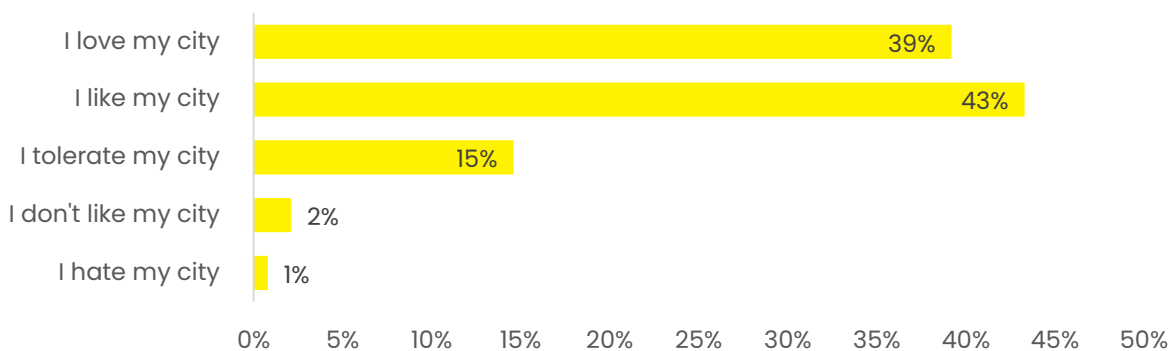
### How proud are you of the following?



How proud are you of the following? (extremely/very)	Female	Male
My city	55%	63%

How proud are you of the following? (extremely/very)	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
Australia	64%	63%	65%	74%	79%
My City	50%	58%	57%	64%	68%
My State	57%	58%	57%	63%	62%

### Which of the following best describes how you feel about your city?



Which of the following best describes how you feel about your city?	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
I love my city	32%	37%	41%	44%	44%

# The relationship between a city and its residents is reciprocal.

While the soul of a city is shaped by the individuals and communities that live within it, the city itself also leaves a mark on its residents. Apart from enduring feelings of pride and love, cities also shape a person’s identity. In fact, seven in ten (69%) Australians strongly or somewhat agree that their city has played a key role in shaping their identity.

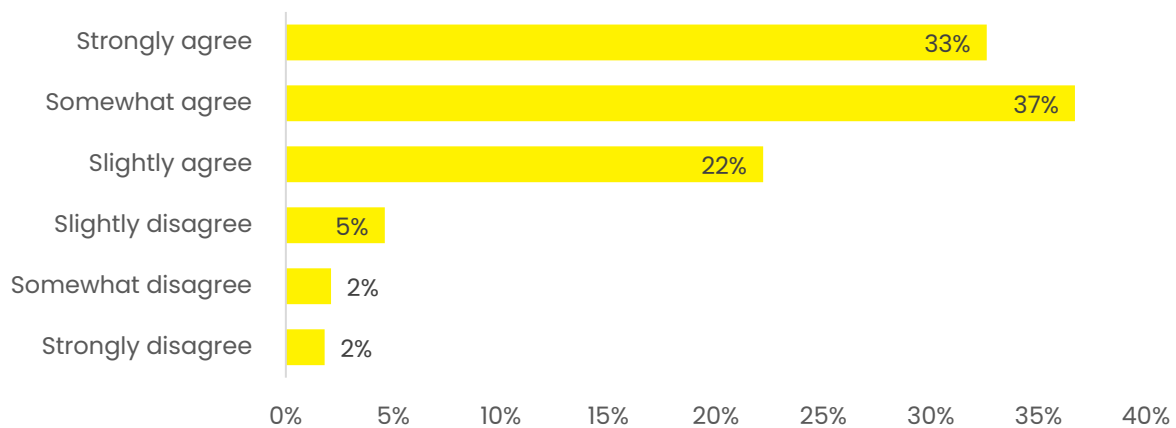
*“The myth and lure of country towns still loom large in the national psyche, yet just one in ten Australians lives in a town of less*

*than 10,000 people. Three in four Australians live in a city and despite the romance of country life, most city dwellers like, or love their city.”*

*Mark McCrindle*

Canberrans are the least likely to believe their city has played a key role in shaping their identity (65% cf. 69% Adelaide, 71% Hobart, 71% Brisbane, 71% Melbourne, 72% Sydney, 72% Perth, 77% Darwin).

To what extent do you agree where you are from has played a key role in shaping your identity?



Top what extent do you agree where you are from has played a key role in shaping your identity (strongly/somewhat)							
Sydney	Melbourne	Brisbane	Hobart	Darwin	Adelaide	Perth	Canberra
72%	71%	71%	71%	77%	69%	72%	65%

## Australians most appreciate the liveability and lifestyle their cities afford them.

The soul of a city might be difficult to describe or put into words, but its residents give us a glimpse, reflecting the soul of their city through their likes, interests, and creativity.

When thinking about the city they live in, Australians like the liveability and lifestyle the most (63%), followed by the natural environment (53%) and the weather and climate (51%). A similar proportion like the pace of life (49%) their city affords them and the people and community it brings (48%).

For one in five people (18%), the city's architecture and aesthetic are what they like the most.

Females are more likely than males to appreciate the people and community of their city (51% cf. 45% male).

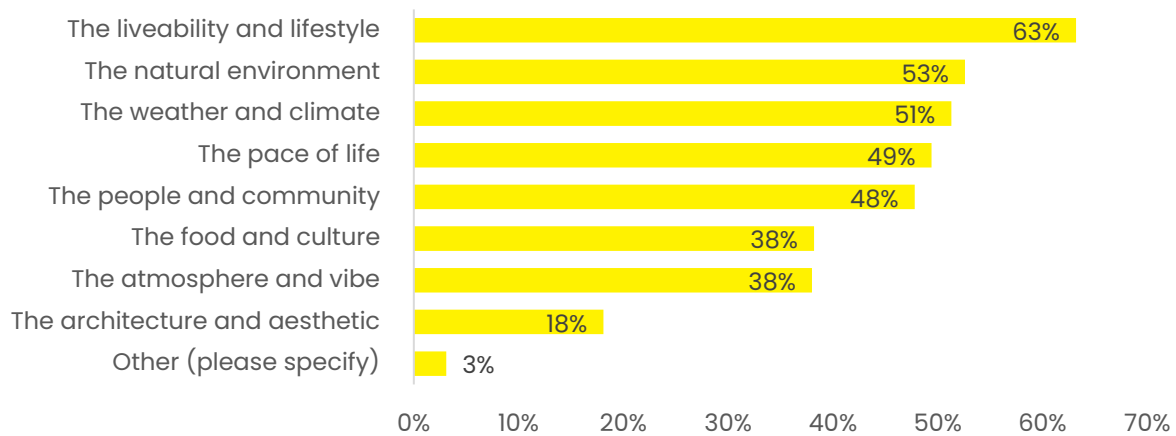
Younger generations are more likely than their older counterparts to like the atmosphere and vibe (45% Gen Z, 42% Gen Y cf. 37% Gen X, 33% Baby Boomers, 29% Builders) and the food and culture (43% Gen Z, 43% Gen Y cf. 39% Gen X, 32% Baby Boomers, 29% Builders).

Hobart and Canberra residents are more likely than Australians living in other states to like the natural environment of their city the most (74% Hobart, 71% Canberra cf. 63% Darwin, 58% Perth, 50% Brisbane, 49% Sydney, 46% Adelaide, 43% Melbourne).

Melbourne residents are more likely than Australians living in other capital cities to like the food and culture of their city the most (56% Melbourne cf. 50% Sydney, 50% Hobart, 48% Darwin, 39% Adelaide, 39% Perth, 37% Canberra, 32% Brisbane).

## Which of the following aspects of the city where you live do you like the most?

*Please select all that apply.*



### Which of the following aspects of the city where you live do you like the most? *Please select all that apply*

	Female	Male
People and community	51%	45%

### Which of the following aspects of the city where you live do you like the most?

*Please select all that apply*

	Sydney	Melbourne	Brisbane	Hobart	Darwin	Adelaide	Perth	Canberra
Natural environment	49%	43%	50%	74%	63%	46%	58%	71%
Food and culture	50%	56%	32%	50%	48%	39%	39%	37%

# Australians would consider moving to another city.

While some may argue that change can challenge the soul of a city, others believe it is the unique and diverse nature of cities and their constantly changing landscape that bring character.

When thinking about leaving their city, and moving to a new one for a change, Australians are divided. In fact, almost two in five Australians (38%) never want to move away from their city. For 27% of Australians, however, moving is an option; 12% would like to move away and 15% would love to move away from their city.

*“Since Covid, Australia has experienced significant internal relocations. Nearly two in three city*

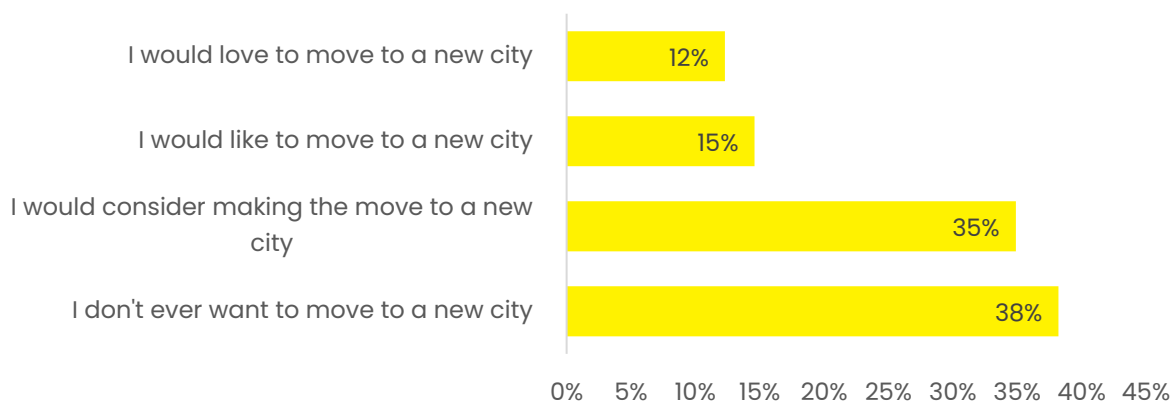
*dwellers are open to relocating but they are not wanting to give up city life but rather swap their current city for an alternate one.”*

*Dr Lindsay McMillan*

Younger generations are more likely than their older counterparts to at least consider moving to another city (85% Gen Z, 72% Gen Y cf. 67% Gen X, 41% Baby Boomers, 28% Builders).

Australians living in Darwin (80%) and Canberra (73%) are more likely than other capital city residents to at least consider moving to another city (cf. 66% Melbourne, 65% Sydney, 61% Hobart, 59% Perth, 59% Brisbane, 57% Adelaide).

## When thinking about moving cities, which of the following best describes you?



<b>When thinking about moving cities which of the following best describes you?</b>	<b>Gen Z</b>	<b>Gen Y</b>	<b>Gen X</b>	<b>Baby Boomers</b>	<b>Builders</b>
I would at least consider moving to another city (I would love to move to another city + I would like to move to another city + I would consider making the move to another city)	85%	72%	67%	41%	28%

<b>I would at least consider moving to another city (I would love to move to another city + I would like to move to another city + I would consider making the move to another city)</b>							
<b>Sydney</b>	<b>Melbourne</b>	<b>Brisbane</b>	<b>Hobart</b>	<b>Darwin</b>	<b>Adelaide</b>	<b>Perth</b>	<b>Canberra</b>
65%	66%	59%	61%	80%	57%	59%	73%

# Australians feel a sense of belonging

## Atmosphere and retail are at the heart of Australian cities.

The reasons why people travel inwards to their city are another aspect that may hint at what the soul of a city might be.

The number one reason Australians go to the CBD of their city is shopping (59%). Almost a third travel into their city for the atmosphere and vibe (32%) and the arts and events (31%).

Other reasons why Australians travel to their city include the museums/galleries (28%) and the diversity and quality of cuisines (27%). For one in five Australians, travelling to the city is either a matter of necessity because they live there, or it is to see family and friends who live there (24%).

---

Males are more likely than females to go to the city for work (26% cf. 21% female), while females are more than males to go to the city for shopping (64% cf. 54% male).

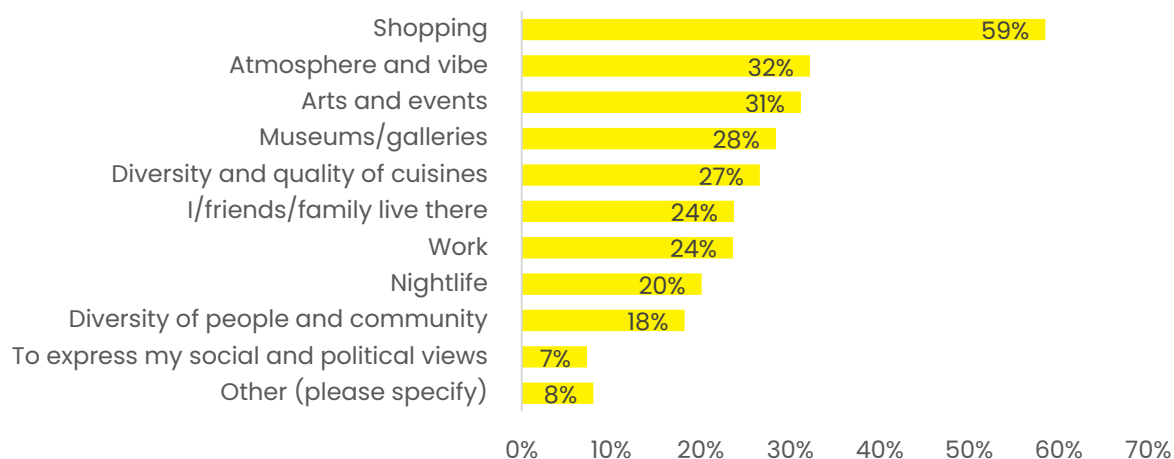
---

Sydney and Hobart residents are most likely to go to the city for work (31% Sydney, 31% Hobart cf. 26% Melbourne, 25% Brisbane, 24% Darwin, 22% Adelaide, 22% Perth, 28% Canberra).

Likely due to being the largest Australian cities, Sydney and Melbourne residents are the most likely to go to the city for the atmosphere and vibe (41% Melbourne, 40% Sydney cf. 36% Darwin, 36% Perth, 31% Brisbane, 30% Adelaide, 25% Canberra, 24% Hobart).

## Which of the following are reasons why you go to the city centre/CBD of your city?

*Please select all that apply.*



### Which of the following are reasons why you go to the city centre/CBD of your city? *Please select all that apply*

	Female	Male
Work	21%	26%
Shopping	64%	54%

### Which of the following are reasons why you go to the city centre/CBD of your city?

*Please select all that apply*

	Sydney	Melbourne	Brisbane	Hobart	Darwin	Adelaide	Perth	Canberra
Work	31%	26%	25%	31%	24%	22%	22%	28%
Atmosphere and vibe	40%	41%	31%	24%	36%	30%	36%	25%



## Australian cities provide space and freedom for their residents to express themselves.

More than a place to live, residents engage with the heart and the soul of their city and feel a sense of belonging.

Two in three Australians strongly/somewhat agree they feel free to be themselves in their city (66%) while three in five feel proud to be a part of their city (60%) and a similar proportion feel like they belong to their city (56%). Almost half of Australians (49%) strongly or somewhat believe that being a resident of their city is an important part of their identity.

*“Our largest capitals are global cities, with populations in the millions yet most of their residents still feel part of their city and that they belong to their city.*

*Dr Lindsay McMillan*

While cities can provide a place of belonging and identity, they can also be an isolating and lonely place with one in five Australians (22%) feeling isolated and/or alone in their city.

---

Males are more likely than females to agree strongly/somewhat being a resident of their city is an important part of their identity (52% cf. 47% female).

### **The soul of a city is older than it seems.**

Younger Australians have an interesting relationship with their city. While you might think younger Australians belong to their cities, enjoying the atmosphere and vibe, cities have a greater negative affect on younger generations. Young Australians feel the most isolated and alone in the city they live in compared to older generations (36% Gen Z, 27% Gen Y cf. 24% Gen X, 11% Baby Boomers, 5% Builders).

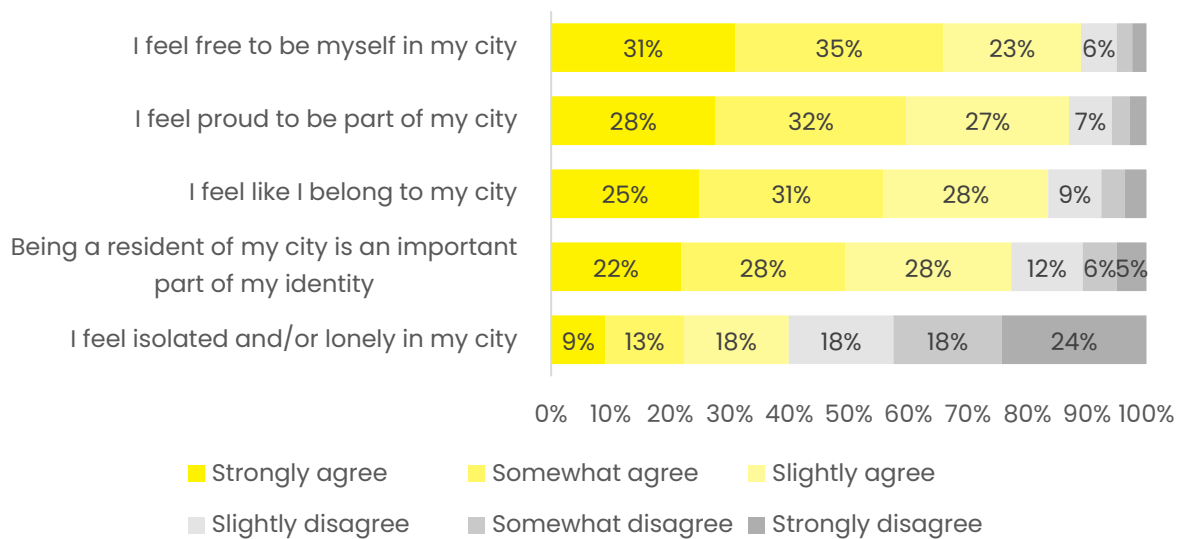
*“While the younger generations are more likely to live in high-density housing, and in the most urbanised areas of our cities, they are the least likely to feel like they belong to their city, and the most likely to feel isolated and lonely there.”*

*Mark McCrindle*

Instead, it seems, cities provide a place for older generations of Australians to belong. Not only are they more likely than their counterparts to feel free to be themselves (78% Builders, 74% Baby Boomers, 66% Gen X cf. 61% Gen Y, 57% Gen Z) but they are also more likely to feel like they belong to their city (67% Builders, 61% Baby Boomers, 54% Gen X cf. 53% Gen Y, 50% Gen Z).

Australians living in Hobart (67%) and Darwin (66%) are more likely than Australians living in other capital cities to feel strongly/somewhat like they belong to their city (cf. 59% Melbourne, 59% Adelaide, 58% Sydney, 58% Perth, 58% Brisbane).

### To what extent do you agree with the following statements?



#### To what extent do you agree with the following statements (strongly/somewhat agree)

	Female	Male
Being a resident of my city is an important part of my identity	47%	52%

#### To what extent do you agree (strongly/somewhat)

	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
I feel free to be myself in my city	57%	61%	66%	74%	78%
I feel proud to be a part of my city	54%	57%	57%	66%	68%
I feel like I belong to my city	50%	53%	54%	61%	67%
Being a resident of my city is an important part of my identity	50%	48%	45%	53%	58%
I feel isolated and/or alone in my city	36%	27%	24%	11%	5%

**To what extent do you agree with the following statements  
(strongly/somewhat agree)**

	<b>Sydney</b>	<b>Melbourne</b>	<b>Brisbane</b>	<b>Hobart</b>	<b>Darwin</b>	<b>Adelaide</b>	<b>Perth</b>	<b>Canberra</b>
I belong to my city	58%	59%	58%	67%	66%	59%	58%	53%

# The pandemic pushes people to explore

## While COVID-19 may isolate people, it has re-ignited a love for their own backyard.

Stopping social gatherings, halting the economy and causing disruption to everyday life, COVID-19 has had a significant impact on the everyday life of Australians<sup>10</sup> and their experience of their city.

For many Australians, the unfolding pandemic caused feelings of anxiousness frustration and vulnerability<sup>10</sup>, however, it has also proven their strength as individuals and communities living in cities. Not only are Australians more aware of what their city is capable of handling (41%), but the pandemic has also caused Australians to have a sense of pride in being a part of their city (38%) and 19% have a new regard for their city.

As a result of travel restrictions, the pandemic has also pushed Australians to explore their own backyard. Just over one in three (36%) have a greater desire to explore their own backyard and 15% have rediscovered natural gems in their city.

For three in ten Australians (31%), the COVID-19 pandemic has increased their appreciation of

the Aussie spirit and 17% have a greater desire to take part in their city's community.

Females are more likely than their male counterparts to have a greater desire to explore their city's backyard following COVID-19 (39% cf. 33% male).

Younger generations are more likely than their older counterparts to have a greater desire to take part in their city's community following COVID-19 (23% Gen Z, 21% Gen Y cf. 15% Gen X, 12% Baby Boomers, 10% Builders).

Australians living in Perth are more likely than Australians living in other capital cities to have a new regard for their city (29% Perth cf. 21% Sydney, 21% Brisbane, 20% Hobart, 18% Melbourne, 16% Adelaide, 14% Adelaide, 14% Darwin, 14% Canberra).

---

<sup>10</sup> COVID-19: How the global pandemic is shaping the sentiment, behaviour and outlook of Australians, McCrindle, 2020

**How has COVID-19 impacted your experience of your city?**

	Female	Male
I have a greater desire to explore my own backyard	39%	33%

**How has COVID-19 impacted your experience of your city?**

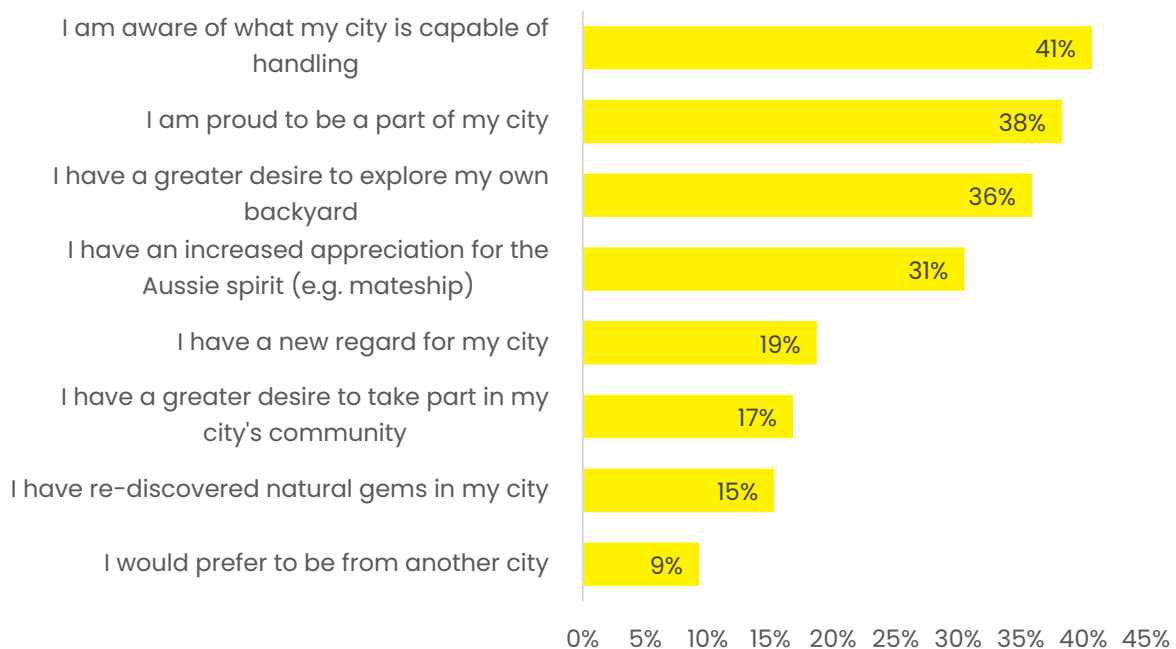
	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
I have a greater desire to take part in my city's community	23%	21%	15%	12%	10%

**How has COVID-19 impacted your experience of your city?**  
*Please select all that apply*

	Sydney	Melbourne	Brisbane	Hobart	Darwin	Adelaide	Perth	Canberra
I have a new regard for my city	21%	18%	21%	20%	14%	16%	29%	14%

**How has COVID-19 impacted your experience of your city?**

*Please select all that apply.*



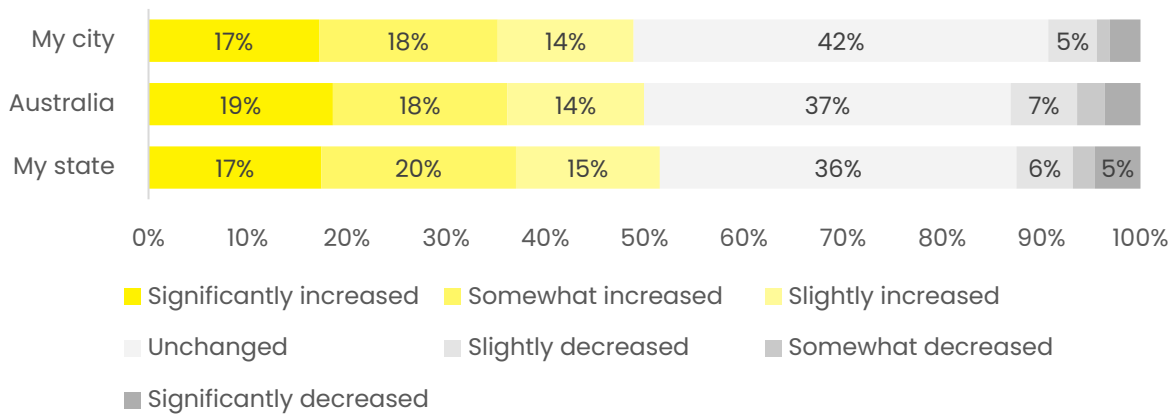
# COVID-19 has increased the sense of pride Australians feel about their state.

With many states taking different approaches to COVID-19 and associated border restrictions, Australians have formed strong opinions about their cities. Following COVID-19 and the associated border restrictions Australians pride in their city (49% cf. 9%), state (52% cf. 13%) and country (50% cf. 13%) have increased.

For one in five Australians their sense of pride has significantly increased (my city 17%, Australia 19%, my state 17%).

Younger generations are more likely than older generations to feel significantly/somewhat more proud of their city as a result of the border restrictions due to COVID-19 (46% Gen Z, 40% Gen Y cf. 33% Gen X, 29% Baby Boomers, 24% Builders).

As you think about how proud you are, to what extent has this changed as a result of the border restrictions due to COVID-19?



As you think about how proud you are, to what extent has this changed as a result of the border restrictions due to COVID-19?	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
My city	46%	40%	33%	29%	24%

## People believe their city is a little beauty.

The sense of pride Australians feel about their city is reflected in the phrases they use to describe their city.

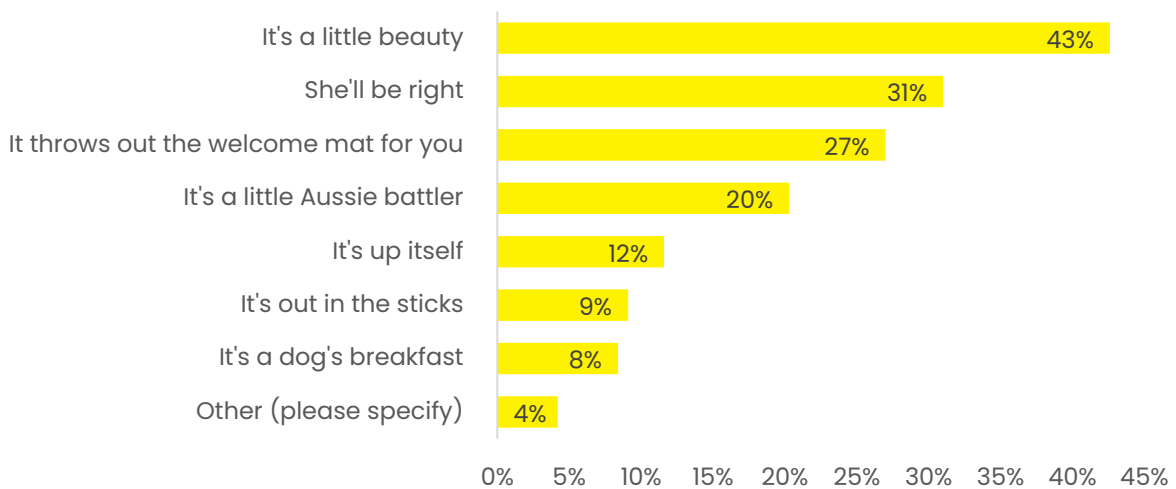
Two in five Australians (43%) believe their city is a little beauty while three in ten (31%) believe their city'll be right. A similar proportion (27%) touch on the welcoming atmosphere of their city, believing their city throws out the welcome mat for others.

Similar to believing their city will be right in the coming years, one in five believe their city is an Aussie battler (20%).

Sydney siders are more likely than Australians living in other capital cities, to believe Sydney'll be right (36% cf. 34% Perth, 32% Melbourne, 30% Darwin, 29% Brisbane, 26% Adelaide, 21% Canberra, 15% Hobart).

### Which of the following phrases best describes your feelings towards your city?

*Please select all that apply.*



Which of the following phrases best describes your feelings towards your city?								
<i>Please select all that apply</i>								
	Sydney	Melbourne	Brisbane	Hobart	Darwin	Adelaide	Perth	Canberra
She'll be right	36%	32%	29%	15%	30%	26%	34%	21%

# The city of the future

## Australians feel positive about the future of their cities.

As times change, and Australian cities grow and build, what makes cities flourish evolves. Despite change, Australians look positively on the progress of their city with three in four Australians (74%) believing their city is even better now compared to three years ago. Of those, many look positively towards the next three years, with one in two (54%) believing their city will be even better then.

Some Australians, however, have a different opinion, believing their city is worse now compared to three years ago but believe it will be better in three years' time (16%).

A small proportion believe their city has not dealt with change well, reporting their city is worse now compared to three years ago and it will be even worse in three years' time (11%).

---

Builders are the most positive about their city being more likely than younger generations to believe their city is better now compared to 3 years ago and will be even better in 3 years' time (62% cf. 55% Baby Boomers, 50% Gen X, 53% Gen Y, 54% Gen Z).

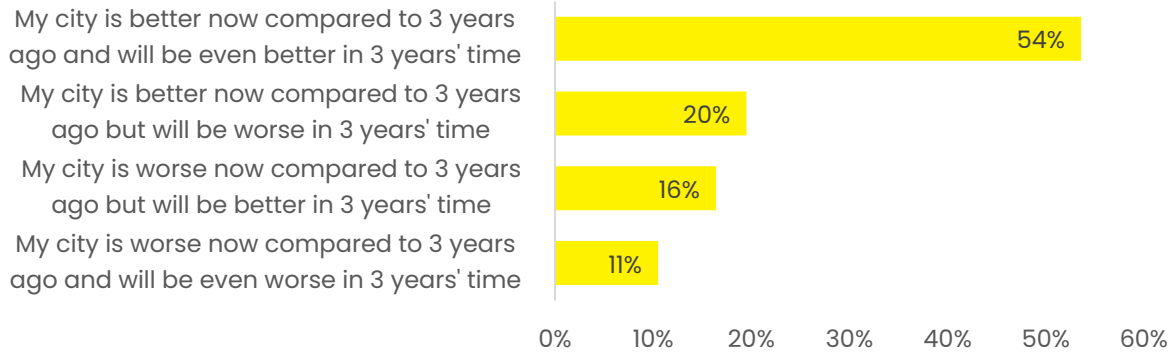
---

Australians living in Brisbane are more likely than Australians living in other capital cities to believe their city is better now and will be even better in three years' time (67% Brisbane cf. 63% Perth, 62% Hobart, 60% Adelaide, 59% Canberra, 55% Darwin, 52% Sydney, 41% Melbourne).

Likely due to the challenging year Melbourne residents have had, they are the least likely, compared to residents of all other Australian cities, to believe their city is better now compared to three years ago and will be better in three years' time..



## How is your city now compared to 3 years ago, and how do you think it will be in the years ahead?



How is your city now compared to 3 years ago, and how do you think it will be in the years ahead?	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
My city is better now compared to 3 years ago and will be even better in 3 years' time	54%	53%	50%	55%	62%

How is your city now compared to 3 years ago, and how do you think it will be in the years ahead?	Sydney	Melbourne	Brisbane	Hobart	Darwin	Adelaide	Perth	Canberra
My city is better now compared to 3 years ago and will be even better in 3 years' time	52%	41%	67%	62%	55%	60%	63%	59%

## The future of Australian cities is filled with art, culture and events.

While we may not know what cities will look like in the future, many Australians hold beliefs about the future of their cities. As work becomes de-centralised and less people commute towards the city, more than half of Australians strongly/somewhat agree that city centres will become the epicentre of arts and culture (52%) and the hub of main events (51%).

Two in five Australians strongly/somewhat believe the city will remain the main source of social connection (45%) and that they will house more people than ever before (45%).

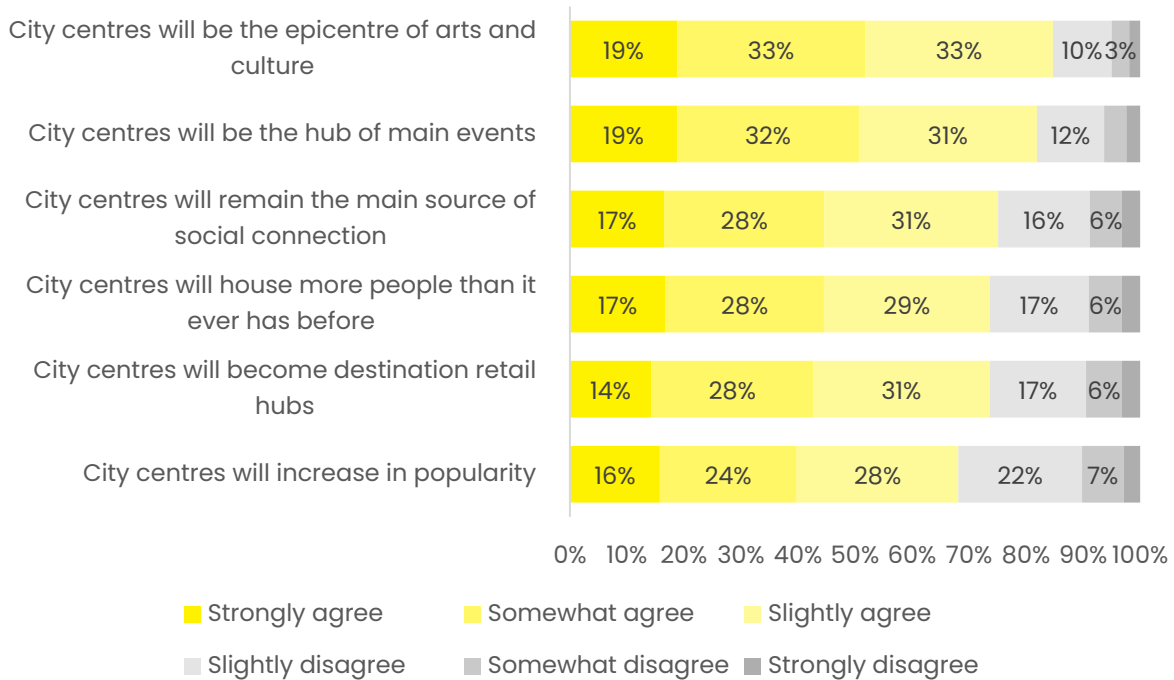
*“From CBDs to CLDs. The future of our cities post-Covid will see them shift from having CBDs to CLDs. We are just at the start of this renewal and rebuilding which will see our CBDs become less reliant on the Business part of the acronym, and more lifestyle destinations for retail, entertainment, hospitality, residential and recreational purposes. They will become Central Lifestyle Districts.”*

*Mark McCrindle*

Females are more likely than their male counterparts to strongly/somewhat agree city centres will remain the main source of social connection as work becomes de-centralised and less people are commuting to the city (48% cf. 42% male).

Younger generations are more likely than their older counterparts to strongly/somewhat believe city centres will be the hub of main events in the future as work becomes de-centralised and less people are commuting to the city (59% Gen Z, 55% Gen Y cf. 48% Gen X, 45% Baby Boomers, 43% Builders).

As work has become de-centralised and less people are commuting to the city, to what extent do you agree or disagree with these statements about the future of city centres?



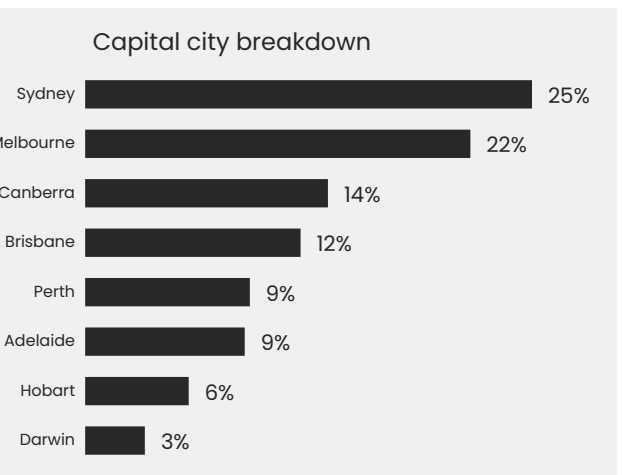
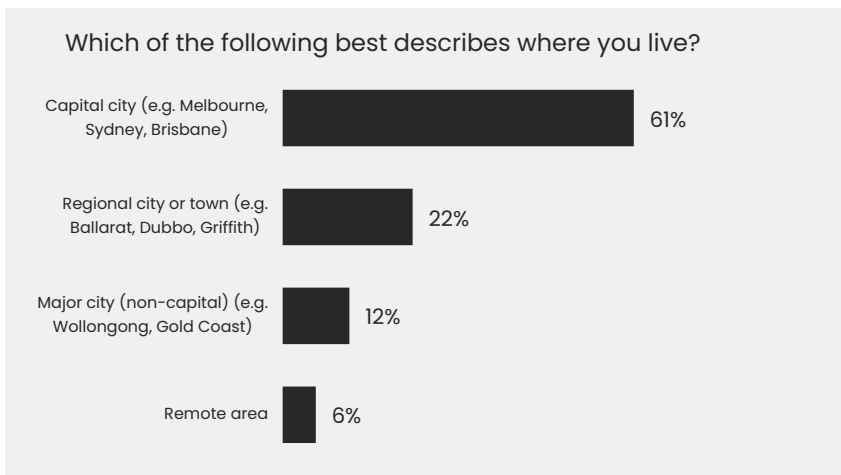
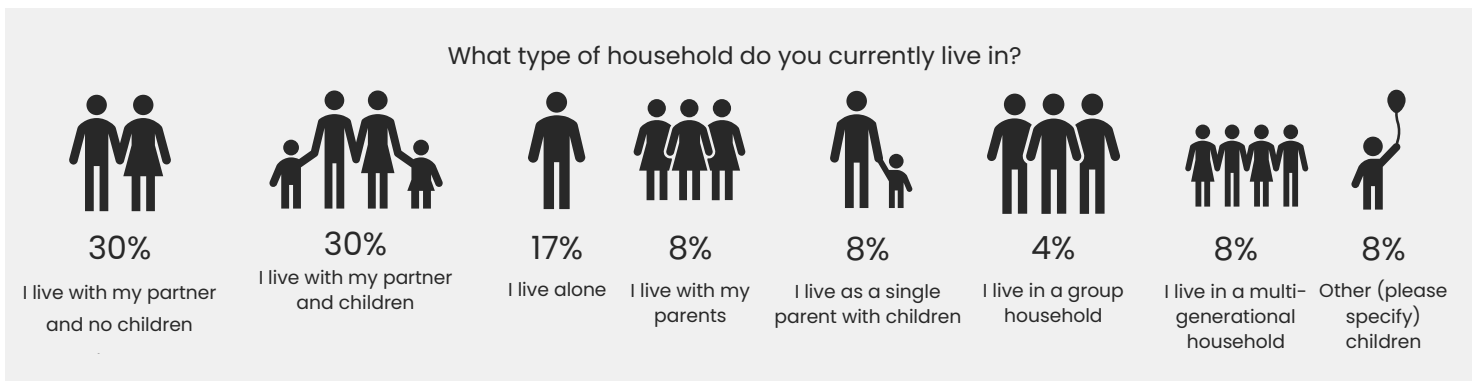
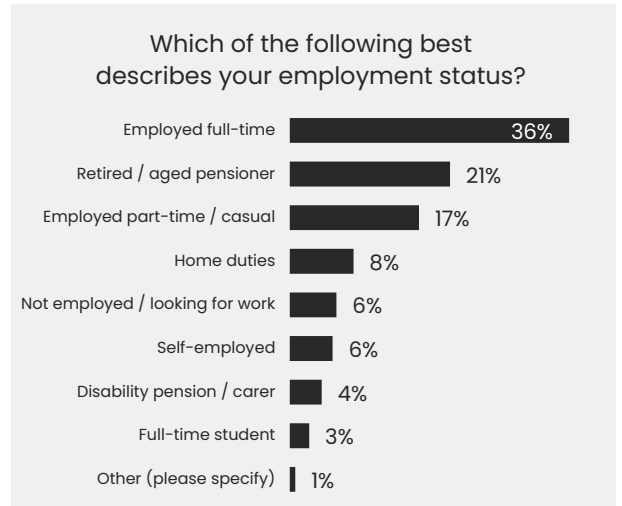
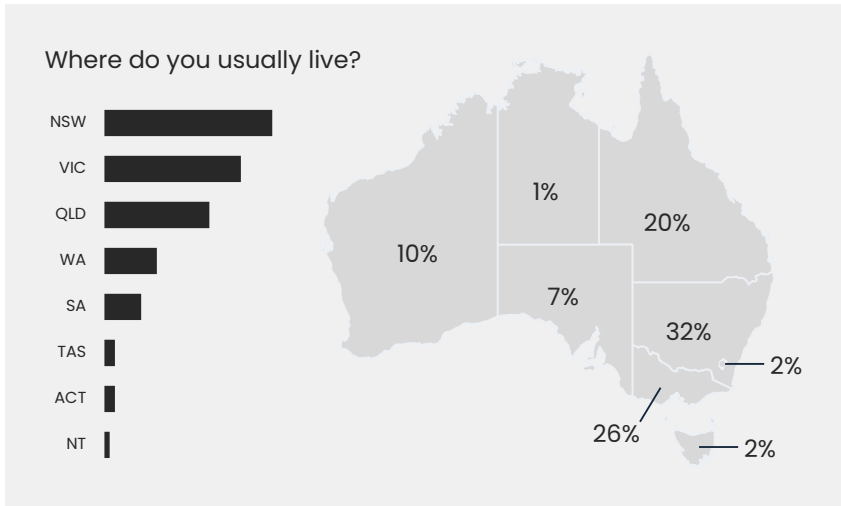
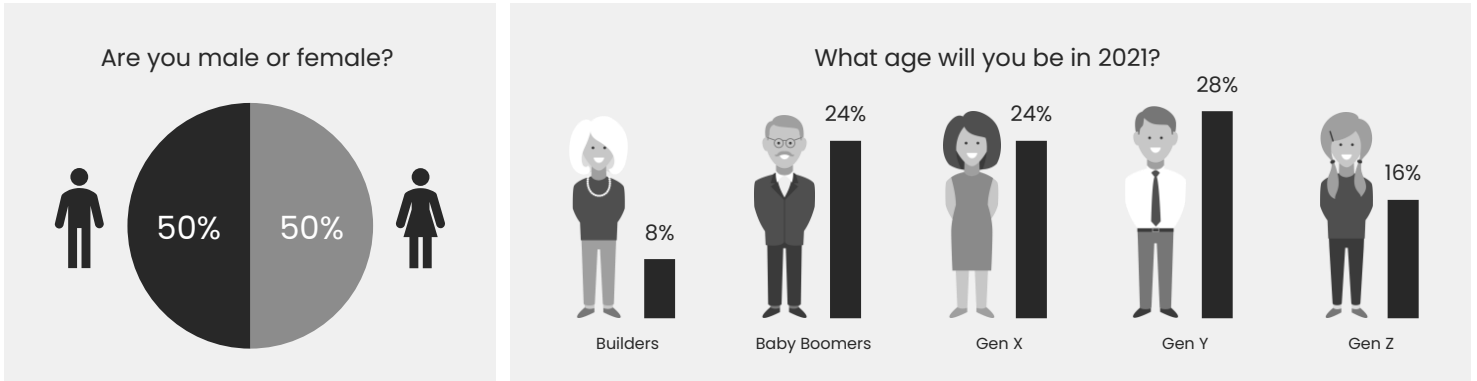
**As work has become more de-centralised and less people are commuting to the city, to what extent do you agree or disagree with these statements about the future of city centres? (strongly/somewhat agree)**

	Female	Male
City centres will remain the source of social connection	48%	42%

**As work has become more de-centralised and less people are commuting to the city, to what extent do you agree or disagree with these statements about the future of city centres? (strongly/somewhat agree)**

	Gen Z	Gen Y	Gen X	Baby Boomers	Builders
City centres will be the hub of main events	59%	55%	48%	45%	43%

# Demographic summary



**mainstreet**

# Get in touch.

---

**Phone:** 1800 873 637

**Email:** [info@mainstreetinsights.com.au](mailto:info@mainstreetinsights.com.au)

**Website:** [mainstreetinsights.com.au](http://mainstreetinsights.com.au)