



Streets of <sup>TM</sup>

**OurTowns**

**COMMUNITY ANALYTICS**

# Introducing You To Community Analytics Reports

“A great tool to help you understand and connect with your community”

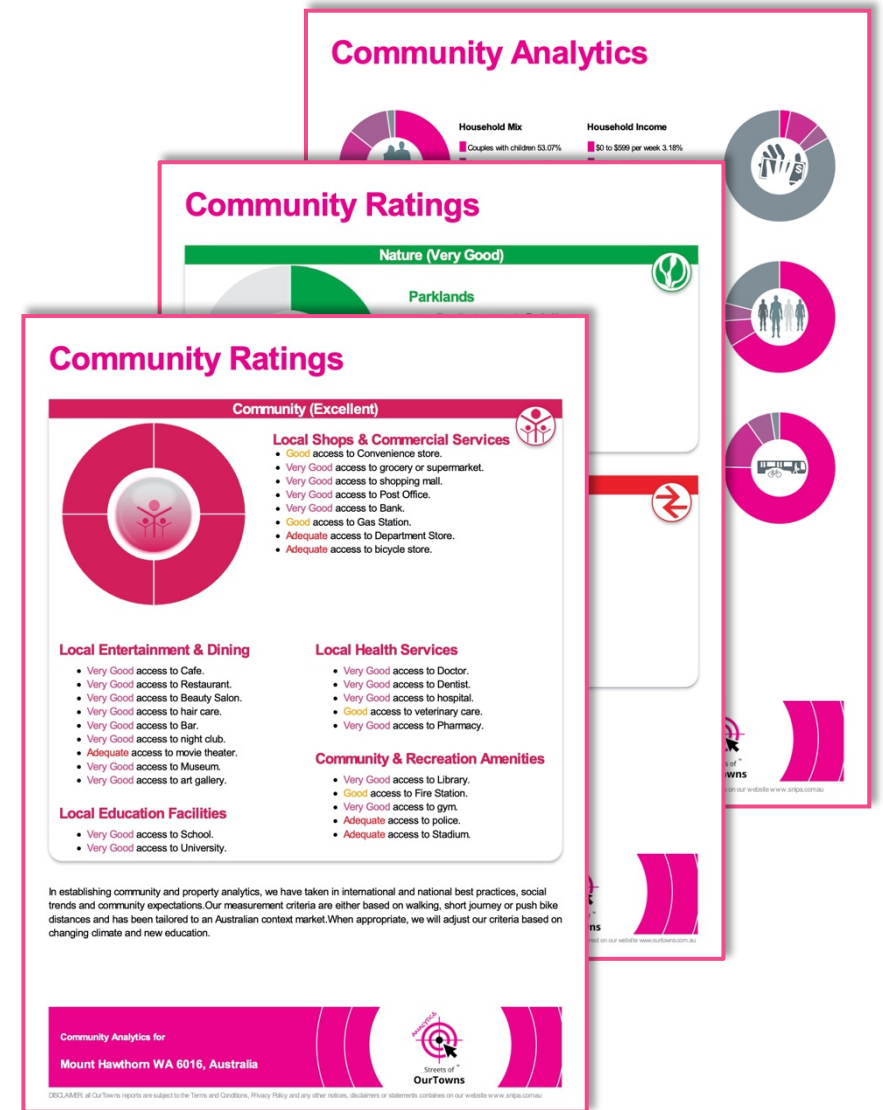
OurTowns Community Analytics Reports are trusted, independent community guides that give you insight into a community, its trends and its unique point of difference.

If you are a small business or community group these reports help you to better understand your community which is key to successfully marketing and curating the location.

These reports contain:

- Insight into the demographic of the suburb (ABS Analytics)
- Overview of the community's OurTowns Community, Transport and Nature Rating

Reports available for as little as \$12.99 each!



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# Leederville & Mt Hawthorn Case Study

## Real time results with *Streets of OurTowns*

While working with local community groups, to help them better understand their target market and curate their location, we discovered how unique two abutting suburbs, Leederville and Mt Hawthorn, actually were to each other.

Even though Leederville and Mt Hawthorn are only separated by one street, Anzac Rd, when you drill down with **OurTowns Community Analytics**, you can really start to see the true differences of these suburbs.

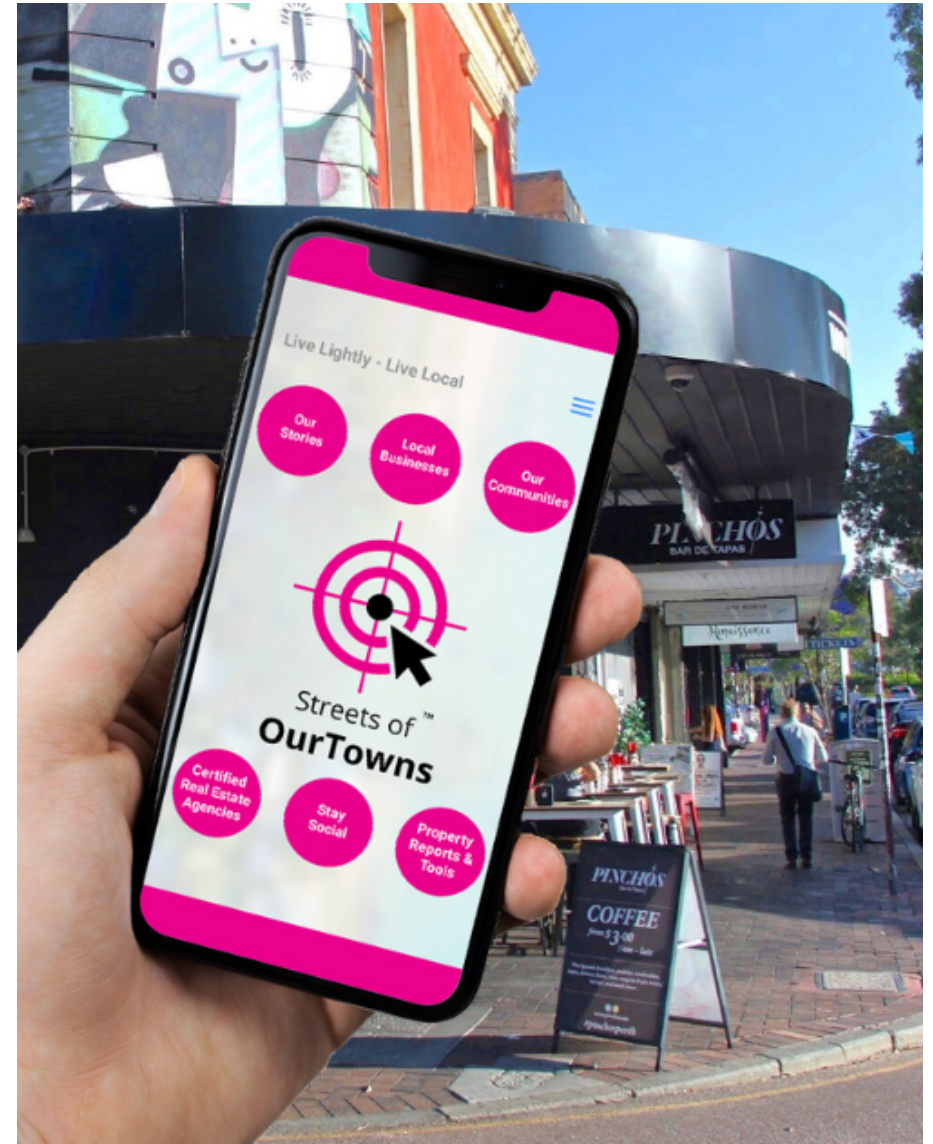
Mt Hawthorn caters to mainly a 5km local catchment area where's Leederville caters to all of Perth as it is a destination location.

With close examination of each suburbs' OurTowns Community Analytics we discovered the most frequent mode of transport for Leederville residents was personal driving at 50.44% and in Mt Hawthorn it is 57.89%.

We could also see that Leederville resident's highest level of education is Tertiary at 29.31% and in Mt Hawthorn it is 18.84%.

Overall, **Leederville** has a **Very Good, Nature and Transport rating** as it is located on a major Public Transport Hub. **Mt Hawthorn** has an **Excellent Nature and a Good Transport rating** as it a larger offering of local parks.

With these community analytics, the local community groups were able to use the information to successful identify their demographic and create a strong marketing and community plan to activate the areas.



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## Find Out More!

### Understand more about OurTowns

OurTowns offers Property Reports and Resource Guides to give you real time intel analytics on potential development sites and sustainable properties, helping you to fully understand your property or potential new home.

We also offer **free CPD training** on Understanding Development Analytics and Understanding Property Validation. Each of these courses are available online! Email us to get access.

If you would like to get the most out of the OurTowns app, find out more about our Property Reports or the free OurTowns Resource Guides – **contact us today!**

**Download the OurTowns App and connect with your community NOW!**

### Stay Social

By following the *Streets of OurTowns* Social Media Pages and heading to our Website.



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