

Living in Parramatta, 2022

views report

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community views | views.id

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CITY OF PARRAMATTA

Local Area Overview

About the City of Parramatta

The City of Parramatta - home to Burramattagal people, a clan of the Dharug - is a middle suburban area in Western Sydney stretching from the east at Sydney Olympic Park through to Toongabbie and Winston Hills in the west. The City's northern and southern borders mostly hug the M2 and Western Motorways.

Almost 260,000 people live across the City of Parramatta, making it one of Metropolitan Sydney's largest LGAs by population. Beyond absolutes, Parramatta's median age of 35 years determines it is slightly younger place in comparison to Australia (median of 38). The City also has a higher share of households that are comprised of couples with children (35% vs 30%), residents who were born overseas (53% vs 28%) and more dwellings that are medium or high density (63% vs 28%).

Parramatta's population is forecast to increase considerably, reaching more than 450,000 residents by 2041.

The local area economy produces more than \$32B each year, with the LGA's main industries (by employment) being Health Care and Social Assistance, and Public Administration and Safety.

LIVING IN PARRAMATTA

About Living in Place for the City of Parramatta

About the Living in Place survey

[Living in Place](#) is an independent, robust and repeatable community survey that seeks to understand and help advance quality of life across Australia's local areas.

It uses 16 attributes to determine community values and experiences, calculate local area liveability and identify future needs. It also measures community health and wellbeing, financial circumstances, local area concerns and ideas for improving quality of life.

The Living in Place survey data is analysed and reported through our leading online platform, [views.id](#).

Together, Living in Place and [views.id](#) provide councils and other organisations with a deep and representative understanding of their community's views to inform, monitor and evaluate strategic planning and advocacy.

Living in Place is delivered in partnership with leading social research consultancy, Ipsos Public Affairs.

About Living in Parramatta

[views.id](#) deployed the Living in Place survey across the City of Parramatta in December 2022, surveying 1,082 residents.

The insights and data from Living in Parramatta will help to bring a credible resident lens to how the community feels about their quality of life in relation to Council's 2018-38 Community Strategic Plan and its Goals (Fair, Accessible, Welcoming, Green and Thriving) at the Location level, through Demography, Life-Stage and in comparison to external benchmarks (e.g. Australia, Metropolitan Sydney, NSW).

This Living in Parramatta Views provides the reader with a succinct and narrative based understanding as to what residents across Parramatta believe makes somewhere a good place to live, how they experience their local area in that regard, and what needs to happen to happen to advance quality of life.

Additional reports, data and resources are available from the [views.id reporting and exploratory platform](#).

OVERALL LIVEABILITY

The values, experiences, overall liveability and future needs of Parramatta residents...

The chart below shows what City of Parramatta residents believe makes somewhere a good place to live and how they experience their local area in that regard. It shows the City's current Overall Liveability and how this compares to the Australian average.



City of Parramatta Overall Liveability Index

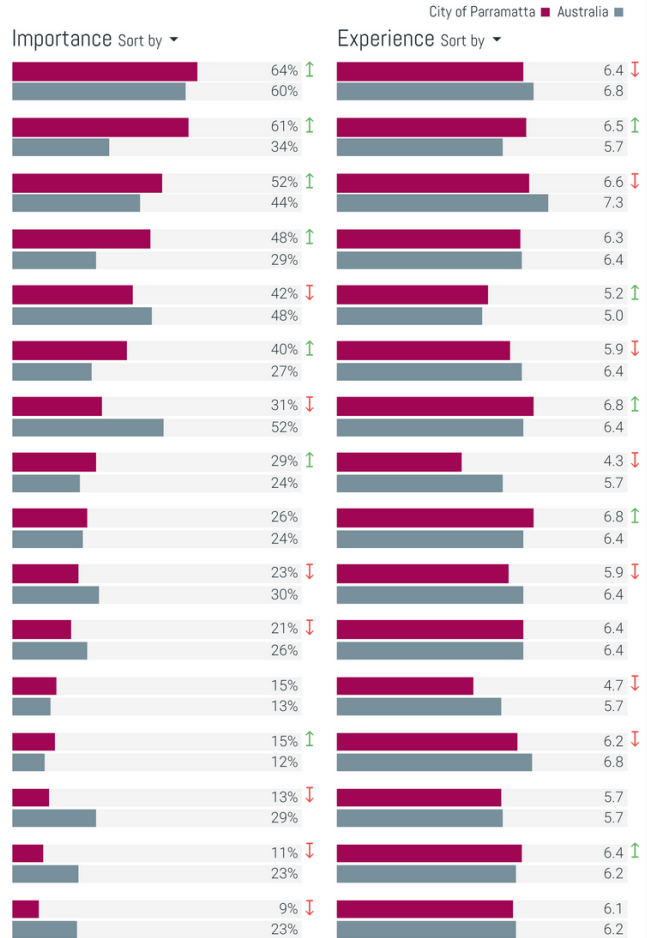


Australia Overall Liveability Index



Results sorted by importance in City of Parramatta

- Feeling safe 64%
- Public transport 61%
- Natural environment 52%
- Shopping, leisure & dining 48%
- Affordable decent housing 42%
- Making your way 40%
- Health services 31%
- A lack of road congestion 29%
- Social cohesion 26%
- Sense of community 23%
- Education 21%
- Cultural facilities 15%
- Sports and recreation 15%
- Good job prospects 13%
- Opportunity for all 11%
- A prosperous economy 9%

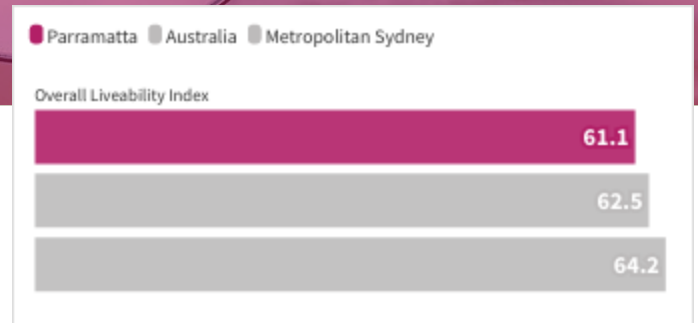


↑ Significantly higher ↓ Significantly lower

KEY INSIGHT 1

The community has a clear set of values about what makes somewhere a good place to live and priorities regarding what needs to happen to advance quality of life.

The City of Parramatta's Overall Liveability Index – created by combining residents' values and local area experiences – returned a score of 61.1/100, lower than Australian (62.5) and Metropolitan Sydney (64.2) benchmarks.



'Feeling safe' is the attribute that residents across the City of Parramatta believe contributes most towards making somewhere a good place to live – with 64% of the community nominating it amongst their top five most important items. 'Reliable and efficient public transport' (61%), 'access to the natural environment' (52%) and 'a diverse range of shopping, leisure and dining experiences' (48%) were the three next most important items followed by 'affordable decent housing' (42%), 'making your way to and from services such as employment, education and healthcare with relative ease' (40%), 'high quality health services' (31%) and 'a lack of road congestion' (29%).

While this provides a clear lens on the residents' hierarchy of values, understanding how the community experiences these most important items in their local area, and how these experiences manifest spatially across the City's many neighbourhoods and in comparison to Australian and Metropolitan Sydney averages, are crucially important to help inform where efforts should be focused moving forward.

Policy and advocacy that is directed explicitly at advancing quality of life for attributes of relative high importance should, over the long-term, see residents across the City of Parramatta reporting better local area experiences which, by extension, will flow through to a higher Overall Liveability Index.

Monitoring the community's perceptions in that regard annually - and comparing these findings each year with external benchmarks to maintain a contemporary context - will assist Council and organisations invested in improving the lived-experience of Parramatta's residents gauge the effectiveness of their efforts.

KEY INSIGHT 2

Improving residents' ability to get around Parramatta will strengthen overall liveability.

Two transport related attributes were nominated by residents as items where local area experiences need to improve to advance quality of life.

The community nominated the provision of 'reliable and efficient public transport' as the 2nd most important liveability attribute (61% selected it among their top five) and the 4th most positively experienced (residents rated their local area an average of 6.5/10). While this combination of high importance and relatively positive local area experiences determines that 'reliable and efficient public transport' is a strength of Parramatta's, the same cannot be said for how easy residents find it is to get around their local area, nor how they feel about road congestion.

Parramatta residents' ability to 'make their way to and from services such as employment, education and healthcare with relative ease' was 6th most important attribute (40%) and 11th most positively experienced (5.4). And, while the community placed somewhat less stock on 'a lack of road congestion' (8th most important, 29%) their local area experiences were very poor, scoring an average of 4.3/10, the 16th most positively experienced item.

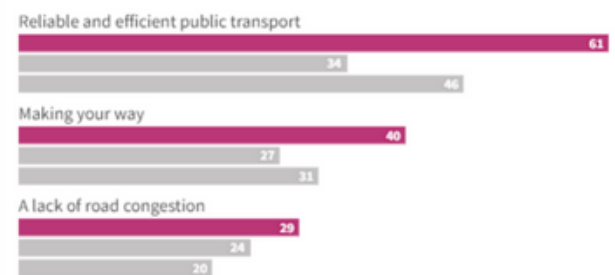
Context is important. Living in Parramatta shows us that the community places more collective value on their ability to get around than the Australian and Metropolitan Sydney averages. While it is possible that this greater importance is informed by relatively poor experiences - particularly as it relates



to residents ability to 'make their way' and 'a lack of road congestion', the fact remains that any improvement or decline in local area experiences for these items will be crucial to advancing - or indeed reducing - future Overall Liveability.

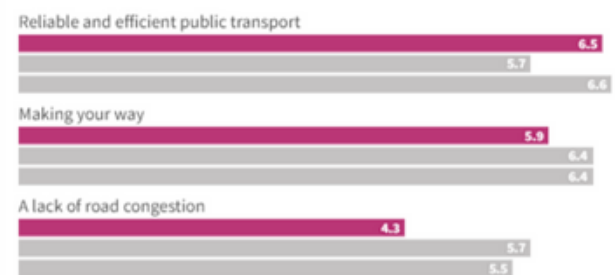
Values (%)

Legend: Parramatta (red), Australia (grey), Metropolitan Sydney (light grey)



Local area experiences (0-10)

Legend: Parramatta (red), Australia (grey), Metropolitan Sydney (light grey)



KEY INSIGHT 3

Residents born overseas have a slightly different set of values, including placing more stock in 'social cohesion', 'high quality education opportunities' and 'opportunity for all'.

The 2021 ABS Census reported that 53% of people in City of Parramatta were born overseas, almost double that of Australia (28%) and substantially more when compared with to Metropolitan Sydney (39%).

Living in Parramatta shows us that while the values of residents born overseas and those born in Australia are largely the same - with both groups reporting that 'feeling safe' and the provision of 'reliable and efficient public transport' are the two items that contribute most towards making somewhere a good place to live - there are three liveability attributes that those born overseas place more stock in:

- 29% of Parramatta residents born overseas nominated 'social cohesion' among their most important liveability attributes, higher than Parramatta residents born in Australia (24%). Despite this difference in importance, local area experiences were the largely the same - with those born overseas rating their local area 6.9/10 for 'social cohesion' in comparison 6.7 for those born in Australia. As an aside, your collective residents reported significantly better local area experiences for 'social cohesion' when compared with Australian benchmark averages (6.8 vs 6.4).



- 25% of Parramatta residents born overseas selected 'high quality education opportunities' among their most important liveability attributes, higher than Parramatta residents born in Australia (18%). As with 'social cohesion', residents' local area experiences were similar - with those born overseas rating their local area 6.3/10 for 'high quality education opportunities' in comparison to participants born in Australia (6.5).
- 15% of Parramatta residents born overseas chose 'opportunity for all' among their most important liveability attributes, almost double that of those born in Australia (8%). Residents' local area experiences were the same, with those born overseas and in Australia rating their local area 6.4/10.

While Living in Parramatta shows some differences in values based on place of birth, it is important to recognise that other demographic and life-stage characteristics - such as age and household composition - may also play a role. Irrespective, we encourage Council to celebrate that the community sees local area experiences of 'social cohesion' as genuine strength.

KEY INSIGHT 4

While the provision of 'affordable decent housing' plays a critical role in making somewhere a good place to live, local area experiences of housing were mixed.

42% of residents selected 'affordable decent housing' as an important attribute when considering what makes somewhere a good place to live, making it the 5th most important liveability aspect for City of Parramatta residents overall.

Beyond values, residents rated their local area experience of 'affordable decent housing' 5.2/10, on average, making it the 14th most positively experienced attribute of 16. This combination of high importance and poor local area experiences determines that any future improvements or decline in the community's views regarding housing - its quality, availability and affordability - will be influential in advancing or reducing perspectives regarding quality of life in the macro.

While residents across the City of Parramatta placed less importance on 'affordable decent housing' in comparison to the average Australian (42% vs 48%), taking such a blunt lens on how housing issues manifest across Parramatta is short sighted, and fails to recognise that there are substantial tranches of the community for whom 'affordable decent housing' is acutely important, poorly experienced and therefore incredibly influential as to how they view their overall quality of life.



When compared to Australia, the City of Parramatta is relatively young LGA, with a median age of 35 years (the Australian median is 38). It is home to a large number of 18 to 34 year-olds in absolute terms; more than 70,000 at the 2021 Census. Those aged between 18 and 34 who participated in the Living in Parramatta survey placed a very high value on 'affordable decent housing', (61%) nominating it as the 2nd most important item that contributes towards making somewhere a good place to live behind 'feeling safe' (67%). In contrast, only 30% of older residents - those aged 60 years or more - selected 'affordable decent housing' among their most important items, 8th overall. Renters (of which there are a high proportion in Parramatta compared to Australia) nominated 'affordable decent housing' (67%) as the item that contributes most towards making somewhere a good place to live.

KEY INSIGHT 5

The community is very concerned about household economic matters and feels more pessimistic than optimistic about their near term personal financial circumstances.

57% of Parramatta residents nominated 'Inflation/Cost of Living' as one of the top three issues facing their local area, ahead of 'Housing/Price of Housing' (48%) and 'Population/Over Population' (28%).



PROJECTED MONTHLY INCOME		Income 1	€ 2,500.00	PROJECTED BALANCE
	Extra income		€ 500.00	ACTUAL BALANCE
	Total monthly income		€ 3,000.00	DIFFERENCE
ACTUAL MONTHLY INCOME		Income 1	€ 3,000.00	ENTR
	Extra income		€ 500.00	Viv
	Total monthly income		€ 3,000.00	
HOUSING		Projected Cost	Actual Cost	Difference
Mortgage or rent	€ 1,500.00	€ 1,400.00	€ 100.00	€ 100.00
Phone	€ 60.00	€ 100.00	€ (40.00)	€ (10.00)
Electricity	€ 50.00	€ 60.00	€ 20.00	€ 20.00
Gas	€ 200.00	€ 180.00	€ 20.00	€ 2.00
Water and sewer	€ 50.00	€ 48.00	€ 2.00	€ -
Cable				€ -
Waste removal				€ -
Insurance or repairs				€ -
				€ 1,788.00

The acuity of concern regarding cost of living issues did not discriminate by age, with 35 to 59 year-olds most concerned (58%), followed by 18 to 34 year-olds (57%) and those aged 60+ (51%).

Despite the very high level of concern expressed by your residents regarding cost of living and housing, two out-of-every three (64%) surveyed reported that they were never late in meeting their financial commitments, consistent with national averages. When asked about their financial wellbeing, Parramatta residents rated their current personal financial circumstances an average of 6.2/10 – similar to the Australian (6.3) and Metropolitan Sydney (6.5) averages.

Beyond the now, Parramatta residents were slightly more pessimistic than optimistic about their future personal financial circumstances, with 27% thinking things will get worse for them in the coming 12 months, and 23% forecasting that things will get better.

Parramatta residents were considerably more pessimistic than optimistic about the future economic situation within their local area, with 39% thinking things will get worse, more than double the proportion who think it will get better (16%).

LOCAL AREA INSIGHTS AT WARD LEVEL

Living in the Dundas Ward

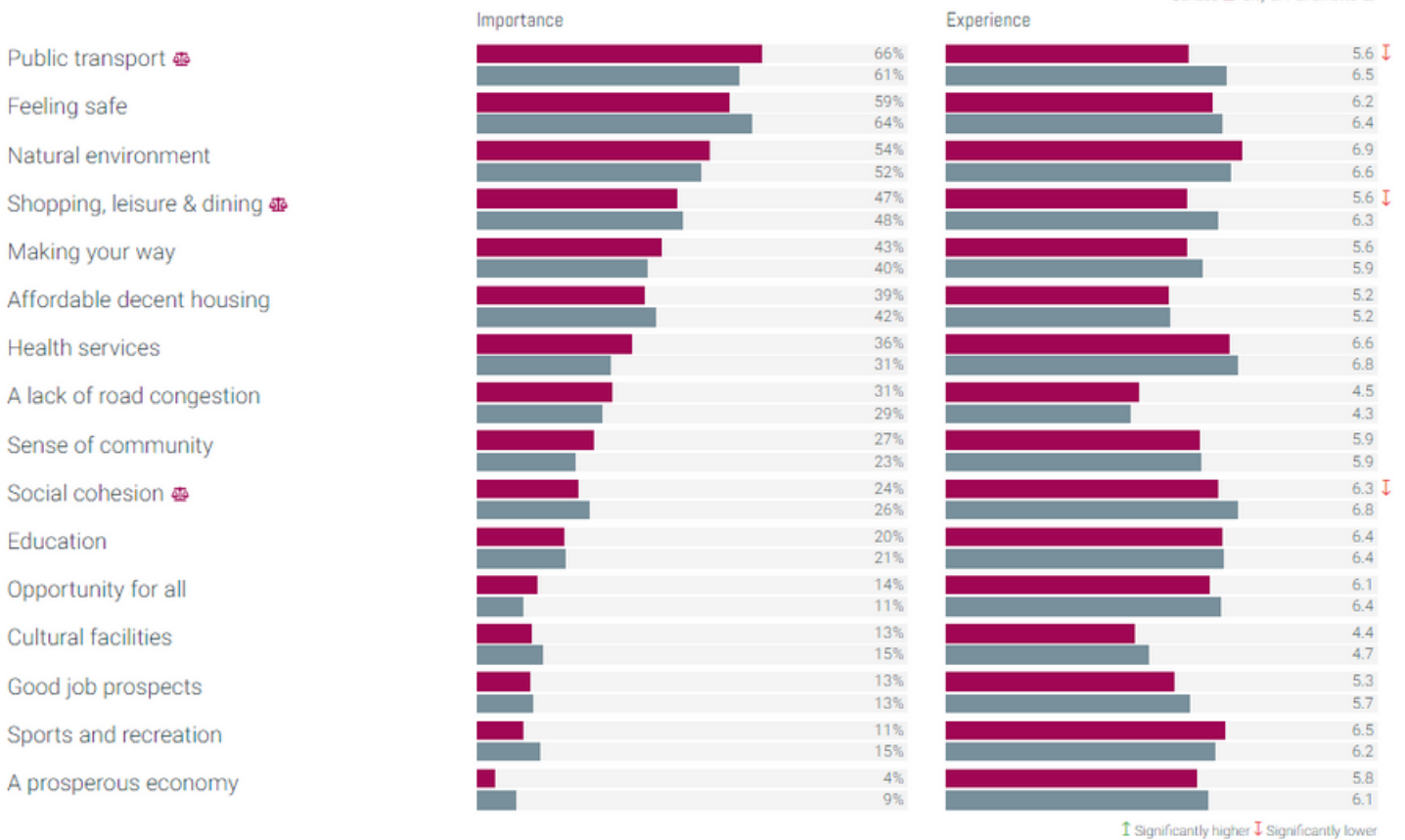
The Dundas Ward Local Area is made up of Dundas, Oatlands, Ermington, and Telopea. 105 residents from the Dundas Ward participated in the survey.

The Dundas Ward Local Area Overall Liveability Index returned a value of 58.5 out of 100, lower than the City of Parramatta average (61.1).

Dundas Overall Liveability Index



City of Parramatta Overall Liveability Index



LOCAL AREA INSIGHTS AT WARD LEVEL

Living in the Epping Ward

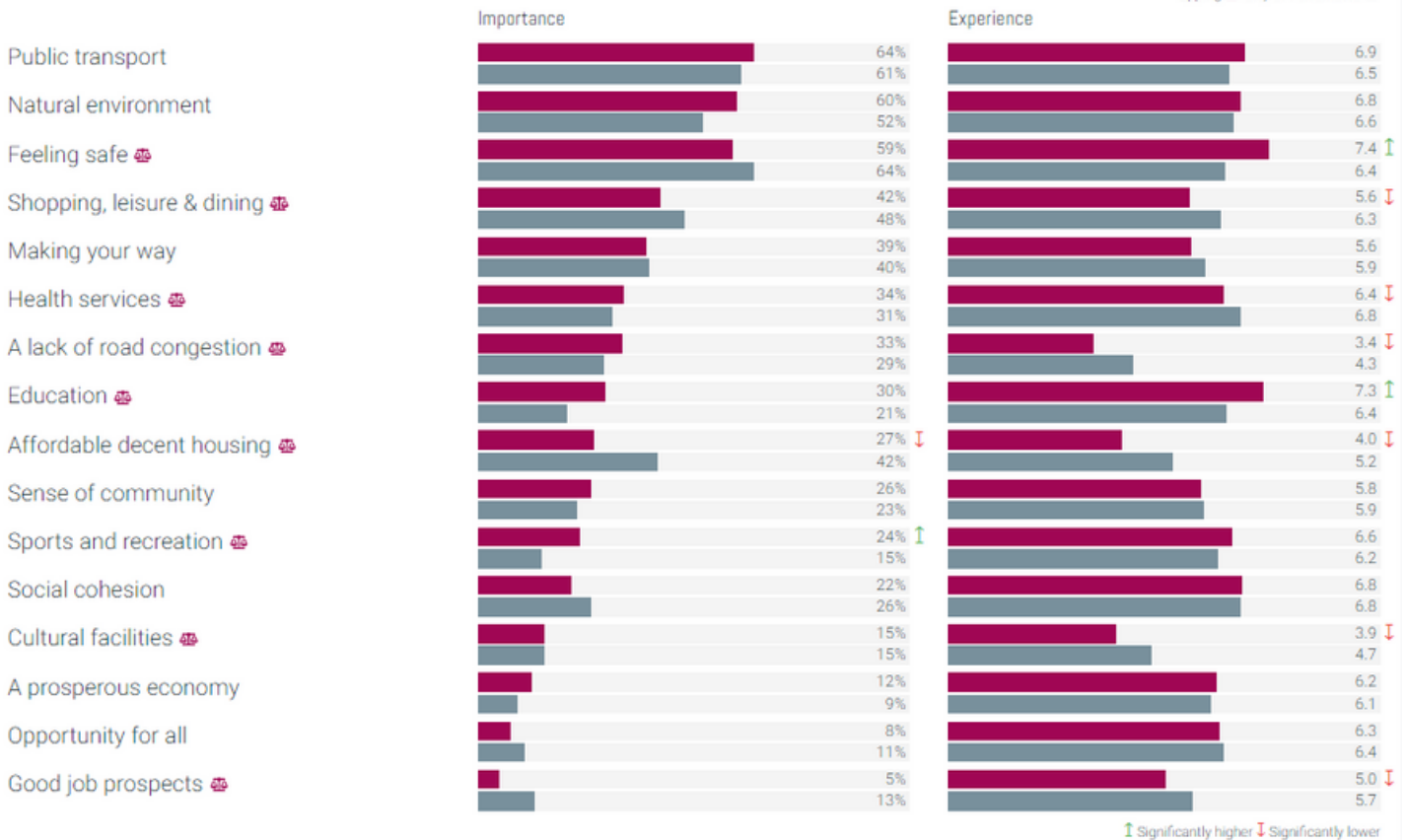
The Epping Ward Local Area is made up of Epping, Dundas Valley, Eastwood, Beecroft, and Cheltenham. 70 residents from the Epping Local Area participated in the survey.

The Epping Ward Local Area Overall Liveability Index returned a value of 61.1 out of 100, consistent than the City of Parramatta average (61.1).

Epping Overall Liveability Index



City of Parramatta Overall Liveability Index



LOCAL AREA INSIGHTS AT WARD LEVEL

Living in the North Rocks Ward

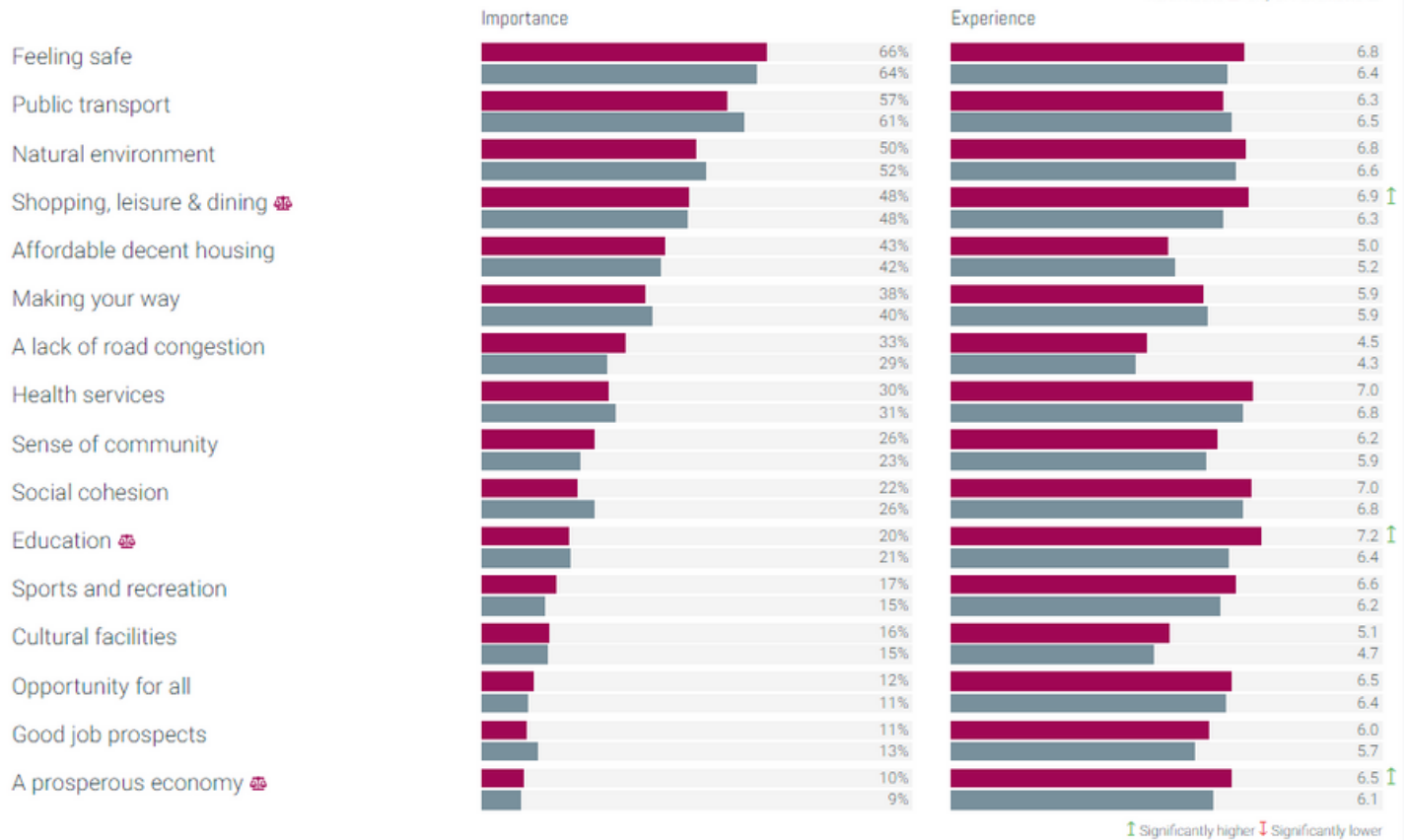
The North Rocks Ward Local Area is made up of Carlingford, Baulkham Hills, North Rocks, Winston Hills, and North Parramatta. 237 residents from the North Rocks Local Area participated in the survey.

The North Rocks Ward Local Area Overall Liveability Index returned a value of 63.0 out of 100, higher than the City of Parramatta average (61.1).

North Rocks Overall Liveability Index



City of Parramatta Overall Liveability Index



LOCAL AREA INSIGHTS AT WARD LEVEL

Living in the Parramatta Ward

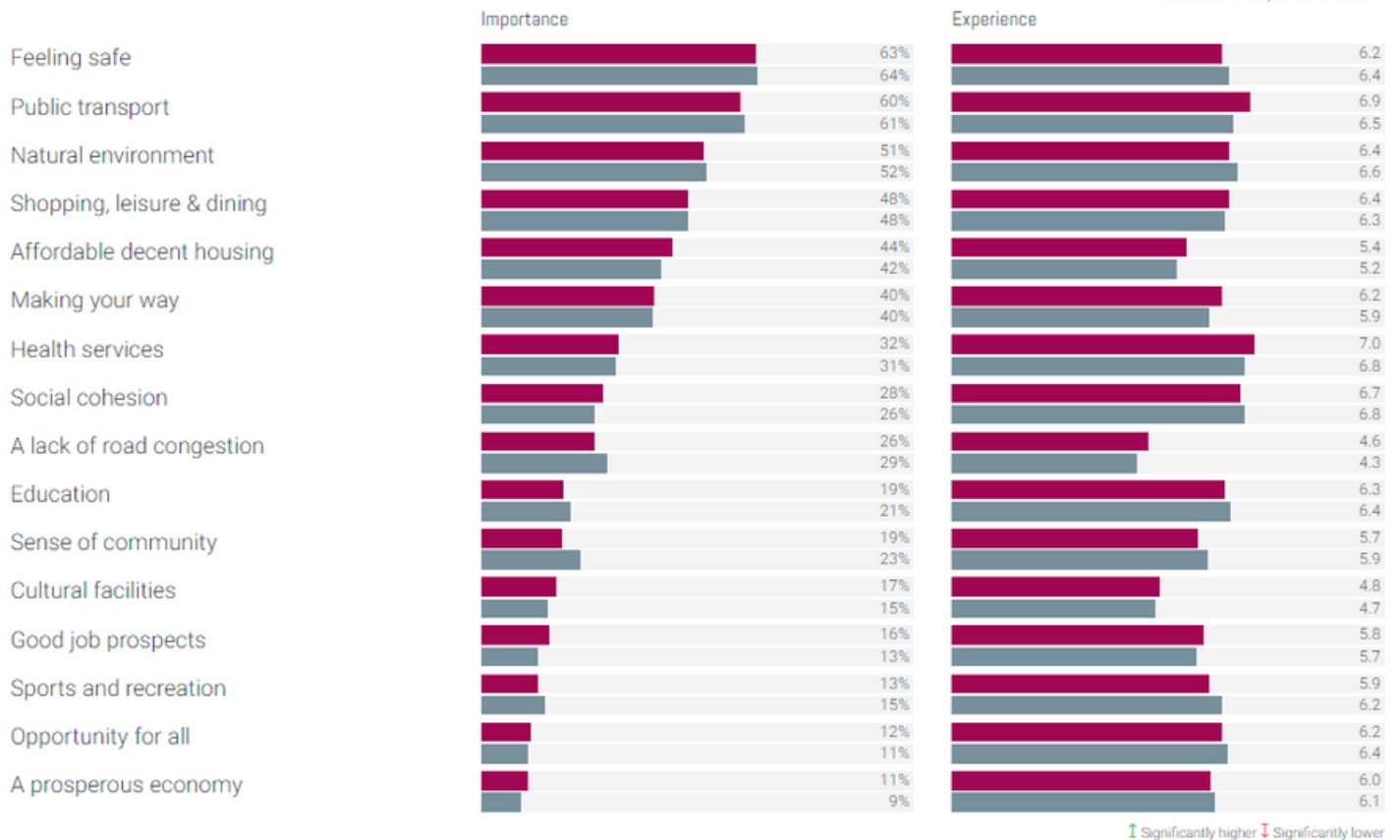
The Parramatta Ward Local Area is made up of Parramatta, Westmead, Toongabbie, Wentworthville, Northmead, Seven Hills, Constitution Hill, Pendle Hill, and Old Toongabbie. 422 residents from the Parramatta Local Area participated in the survey.

The Parramatta Ward Local Area Overall Liveability Index returned a value of 61.7 out of 100, higher than the City of Parramatta average (61.1).

Parramatta Overall Liveability Index



City of Parramatta Overall Liveability Index



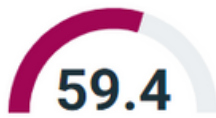
LOCAL AREA INSIGHTS AT WARD LEVEL

Living in the Rosehill Ward

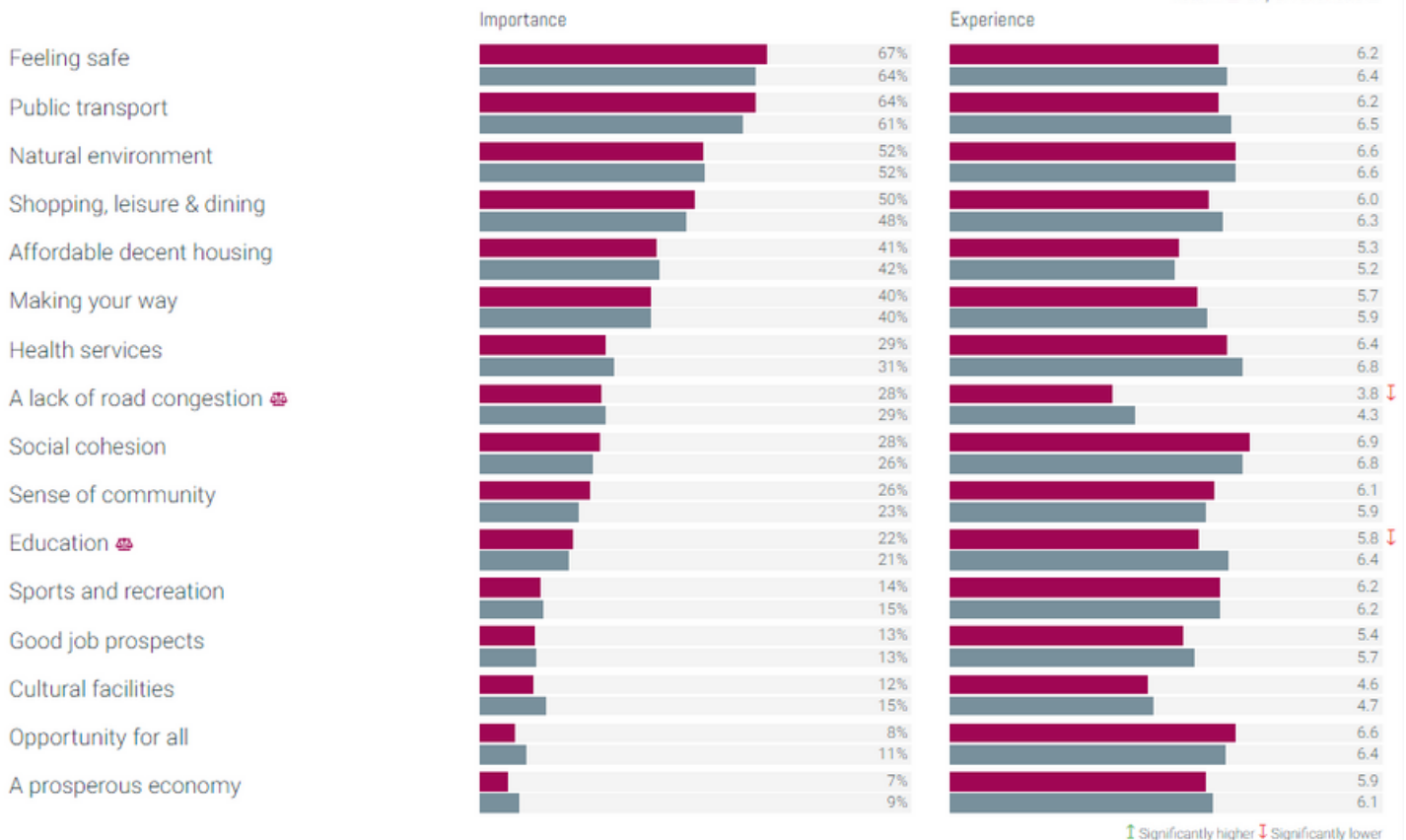
The Rosehill Ward Local Area is made up of Rydalmere, Newington, Merrylands, Harris Park, Lidcombe, Wentworth Point, Holroyd, Sydney Olympic Park, Mays Hill, Granville, Auburn, Melrose Park, Rosehill, and Camellia. 248 residents from the Rosehill Local Area participated in the survey.

The Rosehill Ward Local Area Overall Liveability Index returned a value of 59.4 out of 100, lower than the City of Parramatta average (61.1).

Rosehill Overall Liveability Index



City of Parramatta Overall Liveability Index





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Please visit views.id.com.au/parramatta for additional insights, resources and data.