

## ABOUT CARE FACTOR

Care Factor lets your community identify what is most important to them about their local centres, main streets and malls. By quantifying the attributes that are most valued by your community and its sub-groups, you are able to plan improvement investment more effectively and measure change over time.

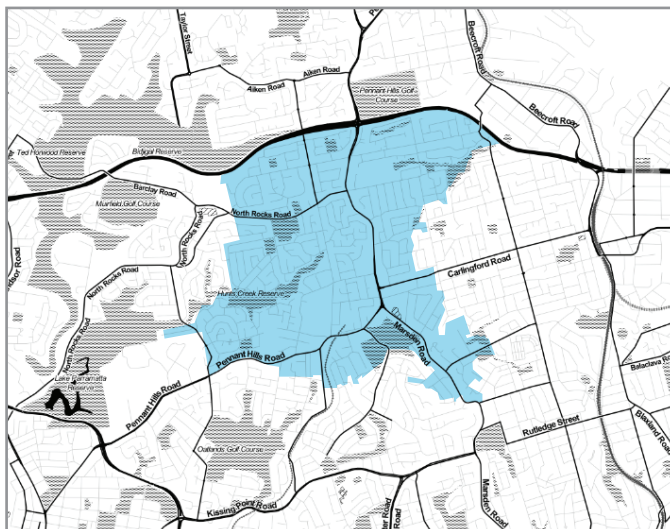
### METHODOLOGY

Participants were asked to complete an online survey rating the attributes of local centres, main streets and malls in terms of their positive contribution to their personal experience of these types of places. This report captures the findings of the survey and presents how your community is aligned and where values may differ between groups.

## CARLINGFORD & BEECROFT

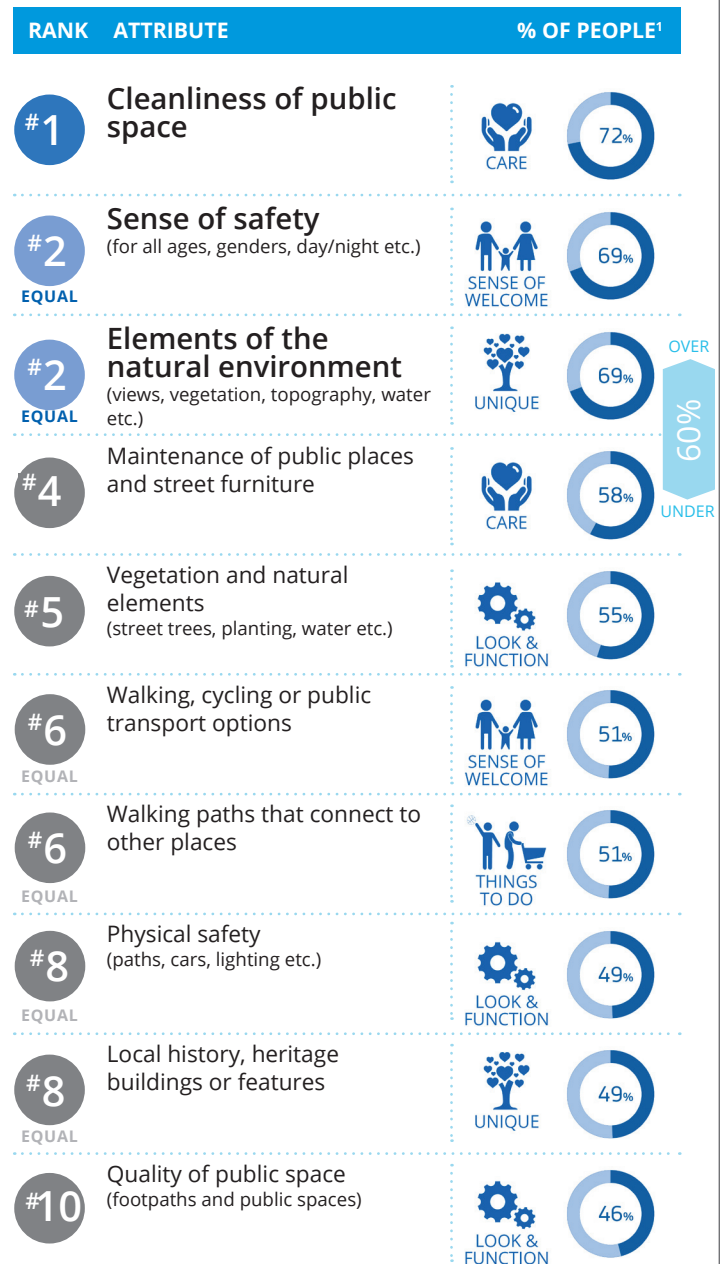
CITY OF PARRAMATTA, NSW, AUSTRALIA

Carlingford & Beecroft are located in the Parramatta LGA.



## WHAT WE CARE ABOUT

Across the five categories of place, your community ranks these as their top ten attributes contributing to positive place experience:



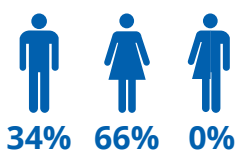
## ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016.  
A total of 88 participated with 71 completing all questions (81% completion rate).

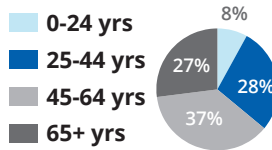
### TOTAL<sup>2</sup>

n=71

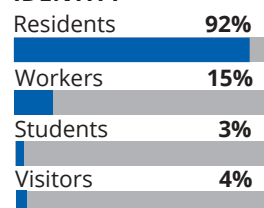
### GENDER



### AGE



### IDENTITY<sup>3</sup>

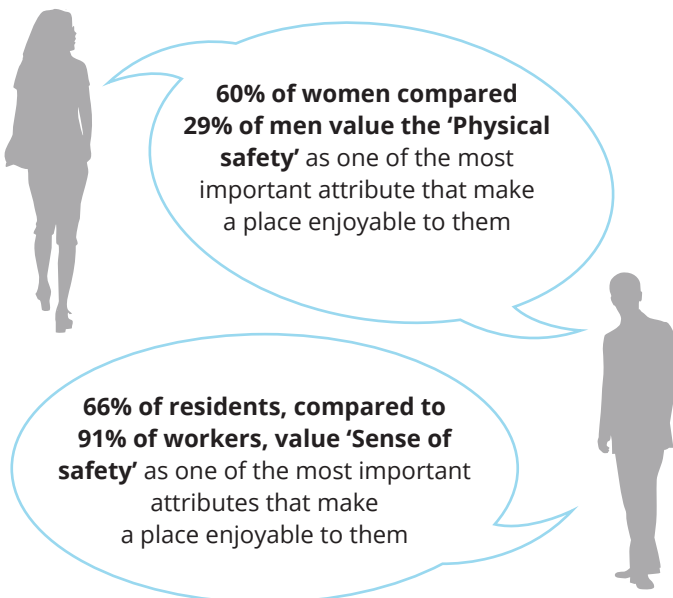


### COUNTRY OF BIRTH



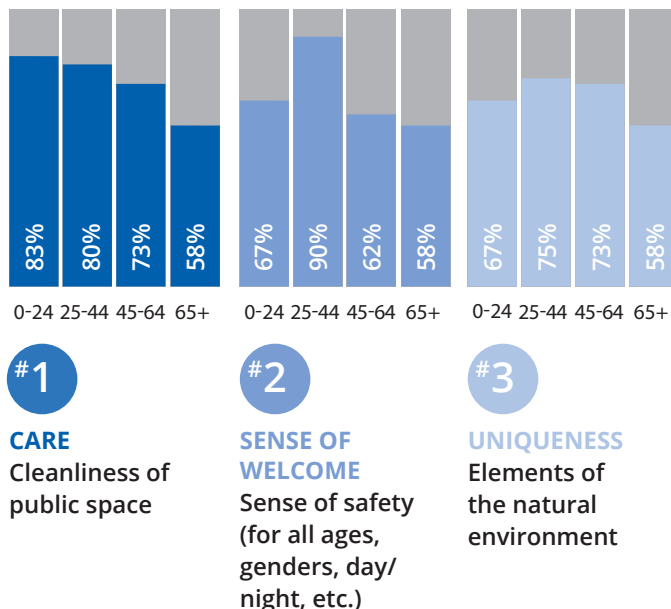
### BY GENDER OR IDENTITY

What do women/men and residents/workers/students/visitors value most in their local centres, main streets and malls?



### BY AGE

How do your different age groups value the top three attributes overall?



### BY BIRTH & ANCESTRY

Does your country of birth or your ancestry change what you care most about? <sup>4</sup>

#### BIRTH

**43% AUSTRALIAN BORN** care most about 'Sense of safety (for all ages, genders, day/night etc.)'



**86% HONG KONG BORN** care most about 'Cleanliness of public space'



**100% UK BORN (n=4)** care most about 'Vegetation and natural elements (street trees, planting, water etc.)'

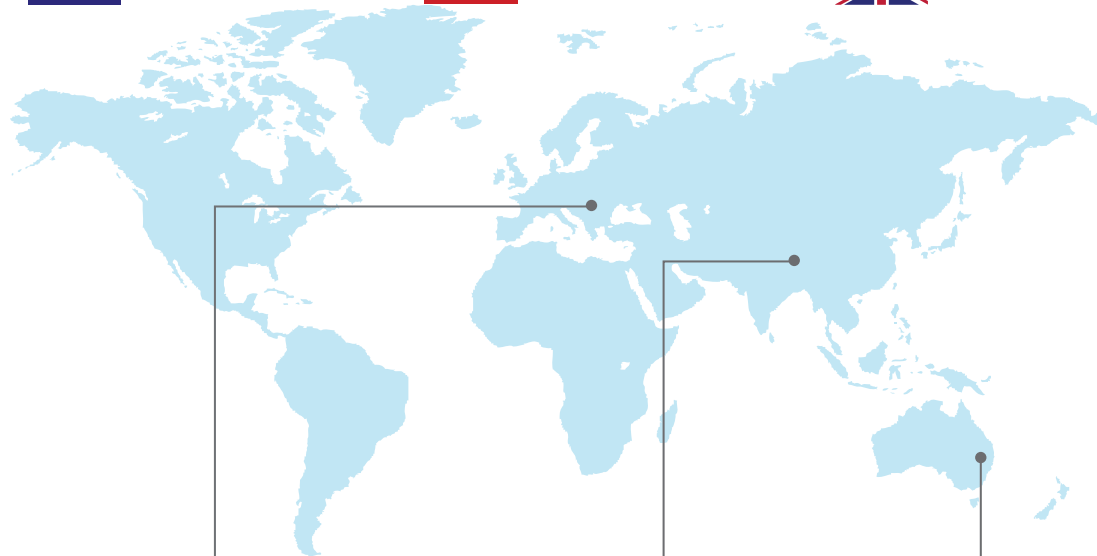


#### ANCESTRY

**16% EUROPEANS** care most about 'Overall look and visual character of the area'

**18% ASIANS** care most about 'Cleanliness of public space'

**26% AUSTRALASIANS** care most about 'Elements of the natural environment'



## THE 5 DIMENSIONS OF GREAT PLACES:

Places that attract people, and that they get emotionally attached to, are also places that are more resilient, sustainable and successful.

The 5 key place dimensions that contribute to our experience, and the most valued attributes in each category are noted here:

### LOOK AND FUNCTION



**55% / Vegetation and natural elements** (street trees, planting, water etc.)

**49% / Physical safety** (paths, cars, lighting etc.)

**46% / Quality of public space** (footpaths and public spaces)

### SENSE OF WELCOME



#2

**69% / Sense of safety** (for all ages, genders, day/night etc.)

**51% / Walking, cycling or public transport options**

**39% / Car accessibility and parking**

### THINGS TO DO



**51% / Walking paths that connect to other places**

**35% / Evidence of public events happening here** (markets, street entertainers etc.)

**34% / Evidence of community activity** (exercise, gardening, art, fundraising etc.)

### UNIQUENESS



#3

**69% / Elements of the natural environment** (views, vegetation, topography, water etc.)

**49% / Local history, heritage buildings or features**

**34% / A cluster of similar businesses** (food, cultural traders, fashion etc.)

### CARE



#1

**72% / Cleanliness of public space**

**58% / Maintenance of public places and street furniture**

**44% / General condition of vegetation, street trees and other planting**

## INTERESTING FACTS

- Females value 'Cleanliness of public space', 'Walking, cycling or public transport options' and 'Physical safety' significantly higher than males
- Males value 'Vegetation and natural elements', 'Walking paths' and 'Quality of public space' significantly higher than females
- The older the respondent, the more likely they are to value 'Vegetation and natural elements' and 'Walking paths that connect to other places'
- Australian born respondents value 'Elements of the natural environment', 'Walking paths' and 'Heritage' significantly higher than respondents born in Hong Kong
- Respondents born in Hong Kong value 'Cleanliness of the public space' and 'Physical safety' significantly higher than Australian born respondents
- Residents value 'Walking paths' significantly higher than non-residents
- Respondents of Australasian or European ancestry value 'Vegetation and natural elements', 'Walking paths and options' and 'Heritage' significantly higher than respondents of Asian ancestry
- Respondents of Asian ancestry value 'Physical safety', 'Maintenance' and 'Cleanliness' significantly higher than respondents of Australasian or European ancestry

## WHAT WE DON'T CARE ABOUT SO MUCH

The lowest rated attributes across all 50 criteria are seen by the community to contribute least to their enjoyment of town centres, main streets and malls:

- #50 1% / Shop window dressing (visual merchandising)
- #49 1% / Evidence of recent private investment (new buildings, painting etc.)
- #48 3% / Street furniture (including benches, bins, lights etc.)
- #47 4% / Buildings and shop fronts
- #46 10% / Shelter/awnings (protection from sun, rain etc.)

Notes about research data:

<sup>1</sup> Respondents were asked to prioritise the top three attributes that contribute to making a place enjoyable per category. Percentages indicate the proportion of the overall dataset that selected the attribute as one of their top three.

<sup>2</sup> This report only includes 100% completed surveys (compulsory questions only).

<sup>3</sup> Respondents were permitted to select more than one 'identity' response.

<sup>4</sup> In the event that an attribute has an equal top percentage, an asterisk (\*) is featured and the attribute that is first in alphabetical order is listed only.

<sup>5</sup> Groups of <5 respondents are not reported in the matrix due to the inconclusive size of the dataset. Groups with <10 respondents are highlighted grey to indicate a small dataset.

The unique feature of Care Factor is that it allows you to clearly see where your community aligns and where it conflicts regarding place experience values in local centres, main streets and malls. The following tables provide a full demographic breakdown of the top 10 Care Factor results as they compare with each group's top three attributes <sup>5</sup>.

**LEGEND**

- #1 attribute
- #2 attribute
- #3 attribute
- <10 respondents in dataset