

## 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

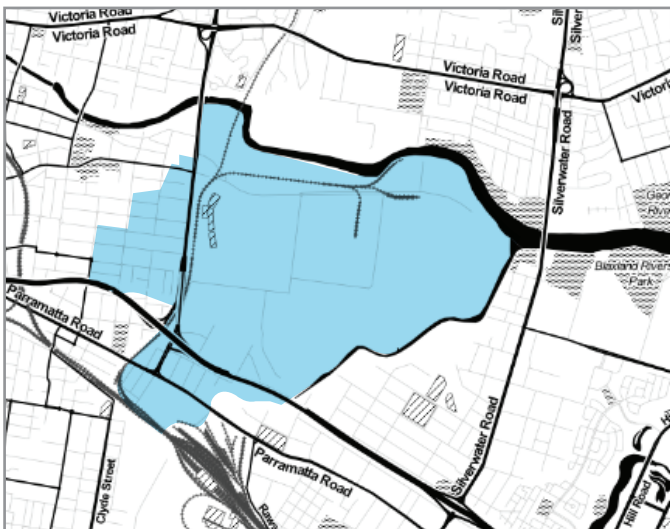
Participants were asked to complete an online survey rating the attributes of local centres, main streets and malls in terms of their positive contribution to their personal experience of these types of places. This report captures the findings of the survey and presents how your community is aligned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

**NOTE:** Small sample size; results indicative only

## CLYDE, ROSEHILL & CAMELLIA

CITY OF PARRAMATTA, NSW, AUSTRALIA

Clyde, Rosehill & Camellia are located in the Parramatta LGA and have a total population of over 2,500.



## WHAT WE CARE ABOUT

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



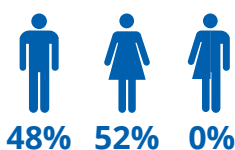
## ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 28 participated with 21 completing all questions (75% completion rate).

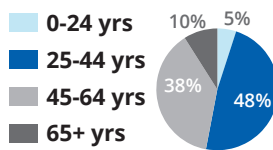
### TOTAL<sup>2</sup>

n=21

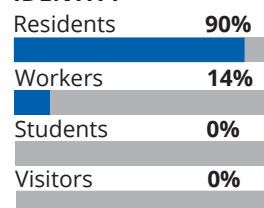
### GENDER



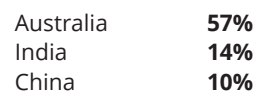
### AGE



### 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?



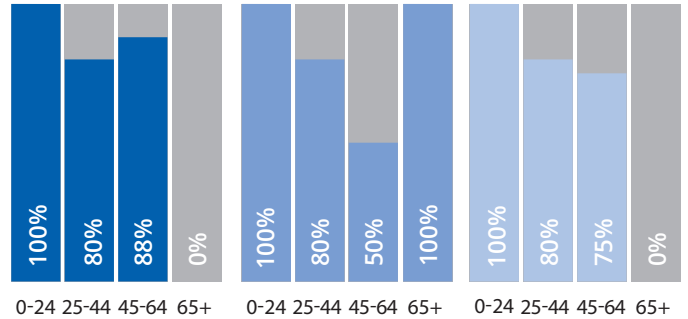
80% of men compared to 27% of women value the **'Outdoor restaurant, cafe or bar seating'** as one of the most important attributes that make a place enjoyable to them

84% of residents value **'Elements of the natural environment'** as one of the most important attributes that make a place enjoyable to them



## BY AGE

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



#1

**UNIQUENESS**  
Elements of the natural environment

#2

**SENSE OF WELCOME**  
Sense of safety (for all ages, genders, day/night etc.)

#3

**CARE**  
Cleanliness of public space

## BY BIRTH & ANCESTRY

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

### BIRTH

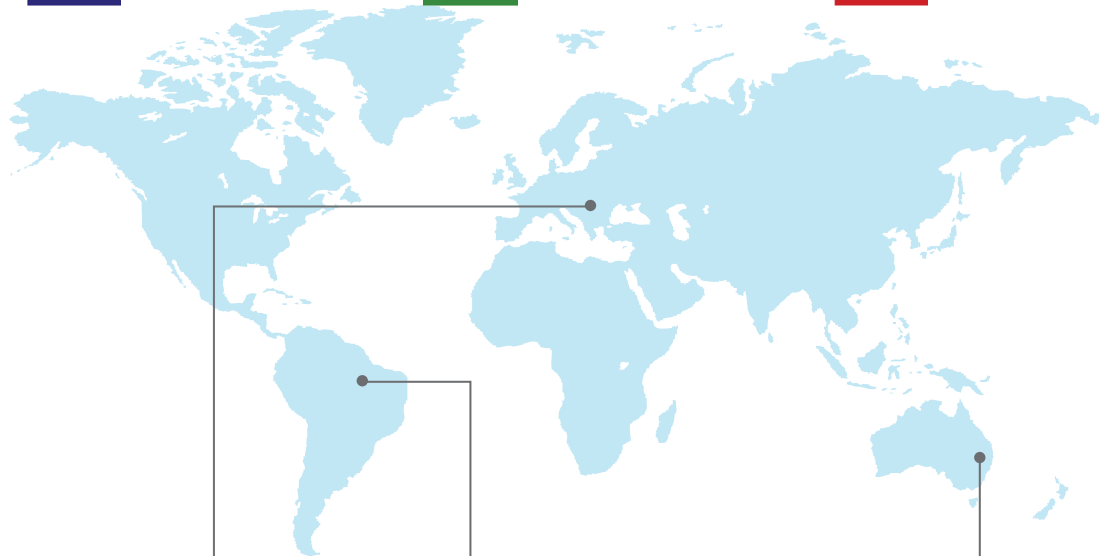
75% AUSTRALIAN BORN care most about 'Walking, cycling or public transport options'\*



100% INDIAN BORN (n=3) care most about 'Sense of safety (for all ages, genders, day/night etc.)'\*



100% CHINESE BORN (n=2) care most about 'Elements of the natural environment'\*



### ANCESTRY

86% EUROPEANS (n=7) care most about 'Walking, cycling or public transport options'\*

100% LATIN AMERICAN (n=4) care most about 'Sense of safety (for all ages, genders, day/night etc.)'\*

75% AUSTRALASIANS (n=3) care most about 'Walking, cycling or public transport options'\*

## 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

- 62% / Vegetation and natural elements** (street trees, planting, water etc.)
- 43% / Quality of public space** (footpaths and public spaces)
- 38% / Ease of walking around** (including crossing the street, moving between destinations)

### SENSE OF WELCOME

- #2 71% / Sense of safety** (for all ages, genders, day/night etc.)
- 62% / Walking, cycling or public transport options**
- 38% / Service businesses** (post offices, libraries, banks etc.)

### THINGS TO DO

- 52% / Outdoor restaurant, cafe and/or bar seating**
- 48% / Things to do in the evening** (shopping, dining, entertainment etc.)
- 43% / Evidence of public events happening here** (markets, street entertainers etc.)

### UNIQUENESS

- #1 76% / Elements of the natural environment** (views, vegetation, topography, water etc.)
- 52% / Local history, heritage buildings or features**
- 33% / Public art, community art, water or light feature**

### CARE

- #3 71% / Cleanliness of public space**
- 62% / Maintenance of public places and street furniture**
- 43% / General condition of vegetation, street trees and other planting**

## INTERESTING FACTS

- Males value 'Outdoor restaurant, cafe or bar seating' and 'Quality of public space' significantly higher than females
- Females value 'Cleanliness of public space' and 'Vegetation and natural elements' significantly higher than males
- Males value 'Elements of the natural environment' and 'Things to do in the evening' much higher than females
- Females value 'Heritage features' much higher than males

## 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 10% / Shop window dressing** (visual merchandising)
- #50 10% / Evidence of recent private investment** (new buildings, painting etc.)
- #50 5% / One of a kind, quirky or unique features**
- #47 5% / Space for group activities or gatherings**
- #47 5% / Evidence of community activity** (exercise, gardening, art, fundraising 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.

## CARE FACTOR MATRIX

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>.

	TOTAL (n)	#1 attribute	#2 attribute	#3 attribute	<10 respondents in dataset	#1 attribute	#2 attribute	#3 attribute	<10 respondents in dataset	#1 attribute	#2 attribute	#3 attribute	<10 respondents in dataset	#1 attribute	#2 attribute	#3 attribute	<10 respondents in dataset	#1 attribute	#2 attribute	#3 attribute	<10 respondents in dataset	
		Elements of the natural environment	Sense of safety (for all ages, genders, day/night etc.)	Cleanliness of public space	Vegetation and natural elements (street trees, planting, water etc.)	Walking, cycling or public transport options	Maintenance of public places and street furniture	Outdoor restaurant, cafe and/or bar seating	Local history, heritage buildings or features	Things to do in the evening (shopping, dining, entertainment etc.)	Quality of public space (footpaths and public spaces)											
ALL	21	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten										
Male	10	80%	70%	60%	50%	60%	60%	80%	50%	50%	50%											
Female	11	73%	73%	82%	73%	64%	64%	27%	55%	45%	36%											
Intersex, indeterminate or unspecified	0																					
<b>Age</b>																						
15-24	0																					
25-34	1																					
35-44	4																					
45-54	6	100%	83%	83%	67%	67%	67%	33%	67%	67%	17%											
55-64	5	80%	40%	60%	60%	60%	60%	60%	40%	20%	60%											
65-74	3																					
75-84	2																					
85+	0																					
<b>Country of birth (Top 3)</b>																						
Australia	12	58%	58%	58%	58%	75%	58%	75%	50%	42%	58%											
India	3																					
China	2																					
<b>Ancestry (Top 3)</b>																						
European	7	71%	57%	57%	57%	86%	57%	71%	86%	29%	57%											
Australasian	4																					
Latin American	3																					
<b>Identity</b>																						
Residents	19	84%	68%	79%	68%	63%	58%	47%	53%	53%	37%											
Workers	3																					
Students	0																					
Visitors	0																					