

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.

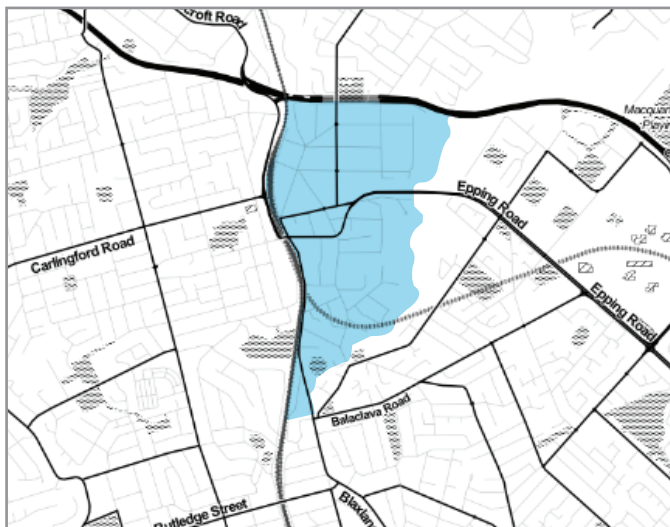
METHODOLOGY

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.

EPHING (EAST)

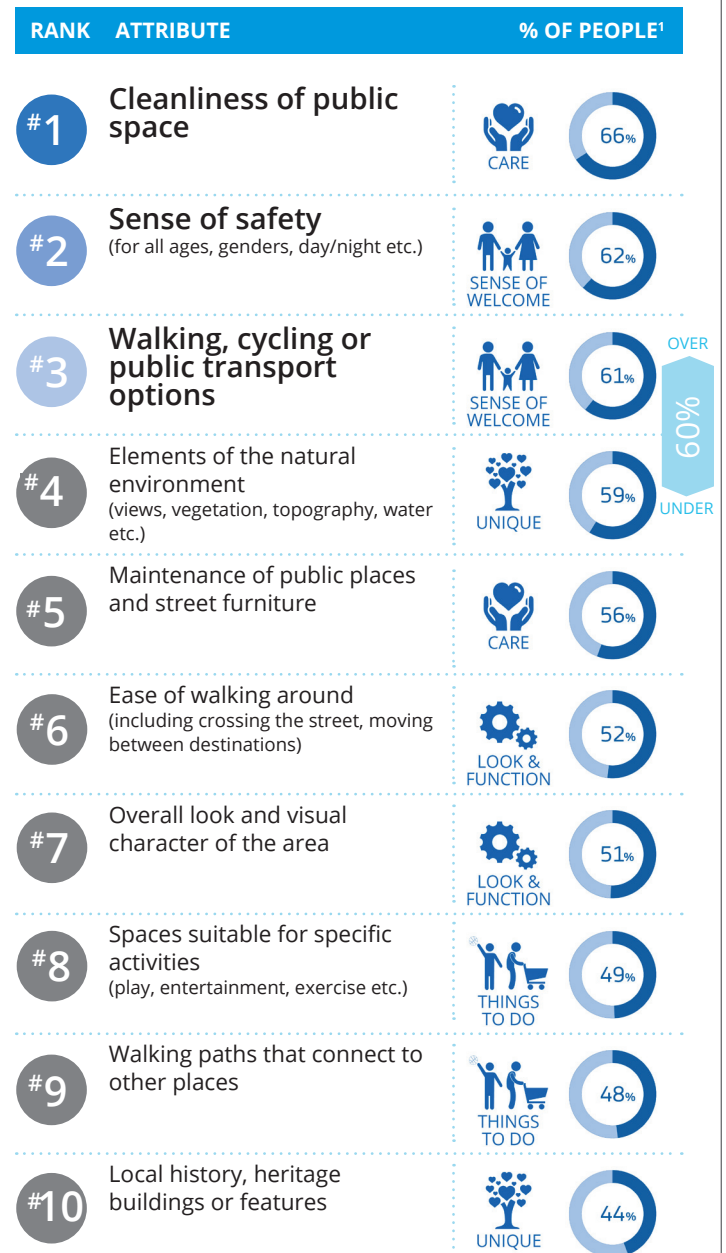
CITY OF PARRAMATTA, NSW, AUSTRALIA

Epping (east of the Northern train line) is 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:



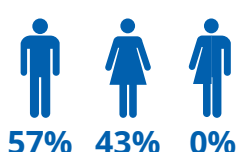
ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 66 participated with 61 completing all questions (92% completion rate).

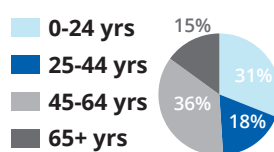
TOTAL²

n=61

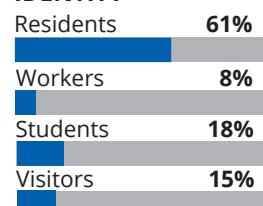
GENDER



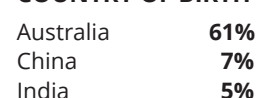
AGE



IDENTITY³

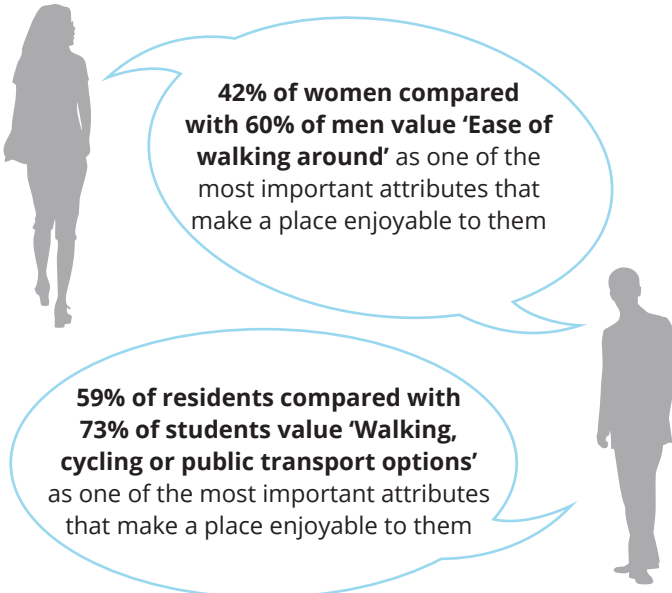


COUNTRY OF BIRTH



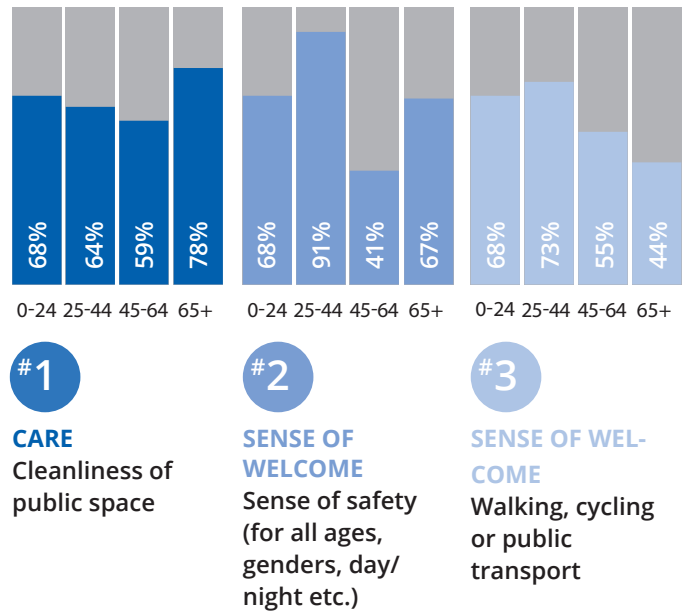
BY GENDER OR IDENTITY

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 about? ⁴

BIRTH

73% AUSTRALIAN BORN care most about 'Walking, cycling or public transport options'



100% CHINESE BORN (n=4) care most about 'Physical safety (paths, cars, lighting etc.)'



100% INDIAN BORN (n=3) care most about 'Free and comfortable group seating'

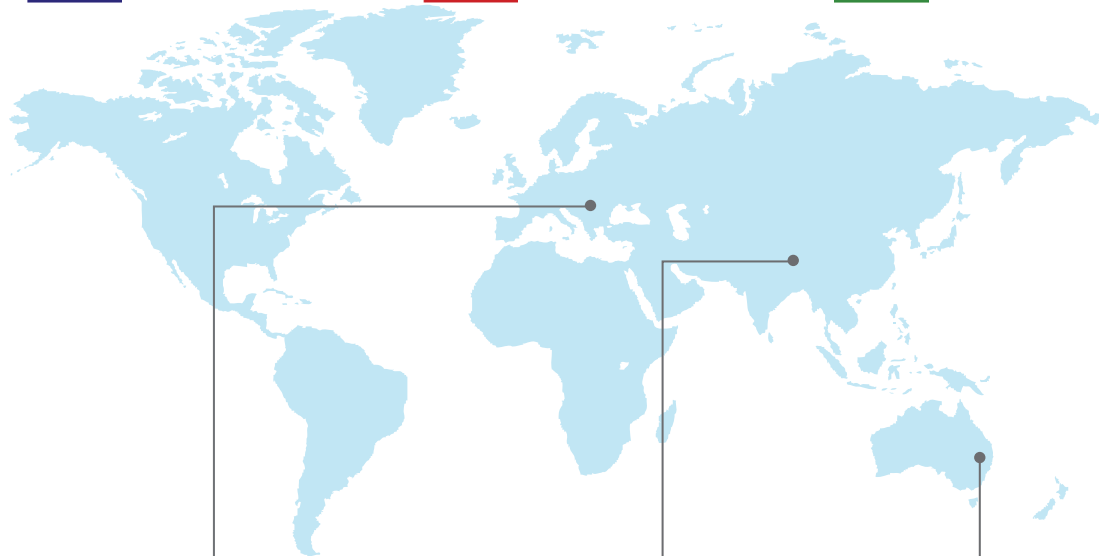


ANCESTRY

85% EUROPEANS care most about 'Cleanliness of public space'

80% ASIANS care most about 'Sense of safety (for all ages, genders, day/night etc.)'

84% AUSTRALASIANS care most about 'Maintenance of public places and street furniture'



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



52% / Ease of walking around (including crossing the street, moving between destinations)

51% / Overall look and visual character of the area

41% / Physical safety (paths, cars, lighting etc.)

SENSE OF WELCOME



#2

62% / Sense of safety (for all ages, genders, day/night etc.)

61% / Walking, cycling or public transport options

38% / Welcoming to all people

THINGS TO DO



49% / Spaces suitable for specific activities (play, entertainment, exercise etc.)

48% / Walking paths that connect to other places

36% / Free and comfortable group seating

UNIQUENESS



#3

59% / Elements of the natural environment (views, vegetation, topography, water etc.)

44% / Local history, heritage buildings or features

43% / Landmarks, special features or meeting places

CARE



#1

66% / Cleanliness of public space

56% / Maintenance of public places and street furniture

38% / General condition of vegetation, street trees and other planting

INTERESTING FACTS

- Residents and workers value 'Cleanliness of public space' significantly more than students and visitors
- Respondents of Australasian ancestry value 'Cleanliness of public space' significantly lower than those of Asian and European ancestry
- Males value 'Walking, cycling or public transport options' significantly higher than females
- Respondents of Asian ancestry value 'Sense of safety' and 'Physical safety' significantly higher than respondents of Australasian and European ancestry
- Visitors and workers value 'Walking paths that connect to other places' significantly higher than residents and students
- Respondents of Australasian ancestry value 'Maintenance of public places and street furniture' significantly higher than respondents of Asian and 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 5% / Shop window dressing (visual merchandising)
- #50 5% / Diversity of price points / a range of price options
- #48 7% / Evidence of recent private investment (new buildings, painting etc.)
- #48 7% / Street furniture (including benches, bins, lights etc.)
- #46 11% / Buildings and shop fronts

Notes about research data:

¹ 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.

² This report only includes 100% completed surveys (compulsory questions only).

³ Respondents were permitted to select more than one 'identity' response.

⁴ 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.

⁵ 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 ⁵.

	TOTAL (n)	Cleanliness of public space	Sense of safety (for all ages, genders, day/night etc.)	Walking, cycling or public transport options	Elements of the natural environment (views, vegetation, topography, water etc.)	Maintenance of public places and street furniture	Ease of walking around (including crossing the street, moving between destinations)	Overall look and visual character of the area	Spaces suitable for specific activities (play, entertainment, exercise etc.)	Walking paths that connect to other places	Local history, heritage buildings or features	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#4 attribute	#5 attribute	#6 attribute	#7 attribute	#8 attribute	#9 attribute	#10 attribute	#1 attribute #2 attribute #3 attribute <10 respondents in dataset
ALL	61	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten
Male	35	66%	57%	71%	63%	46%	60%	54%	49%	43%	43%	
Female	26	65%	69%	46%	54%	69%	42%	46%	50%	54%	46%	
Intersex, indeterminate or unspecified	0											
Age												
0-14	3											
15-24	16	63%	63%	63%	56%	56%	75%	44%	44%	44%	50%	Free and comfortable places to sit alone Free and comfortable group seating
25-34	5	80%	80%	60%	60%	60%	20%	40%	60%	40%	20%	Landmarks, special features, meeting places Vegetation and natural elements
35-44	6	50%	100%	83%	50%	33%	67%	83%	50%	83%	33%	
45-54	8	50%	13%	50%	63%	63%	38%	25%	50%	25%	38%	Welcoming to all people
55-64	14	64%	57%	57%	64%	64%	43%	64%	43%	64%	64%	
65-74	2											
75-84	6	67%	50%	50%	67%	50%	50%	67%	33%	33%	50%	Service businesses (post offices, libraries, banks etc.)
85+	1											
Country of birth (Top 3)												
Australia	37	65%	59%	73%	62%	68%	51%	62%	49%	49%	51%	
China	4											
India	3											
Ancestry (Top 3)												
Asian	20	70%	80%	50%	45%	35%	65%	40%	55%	35%	40%	Physical safety (paths, cars, lighting etc.)
Australasian	19	47%	47%	68%	68%	84%	37%	63%	42%	63%	47%	
European	13	85%	54%	62%	62%	54%	54%	62%	46%	46%	62%	
Identity												
Residents	37	70%	57%	59%	65%	57%	49%	54%	59%	43%	49%	
Workers	5	60%	80%	60%	40%	40%	20%	20%	20%	60%	60%	
Students	11	55%	64%	73%	64%	45%	73%	55%	45%	36%	27%	
Visitors	9	56%	67%	56%	44%	78%	56%	44%	33%	67%	44%	