

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.

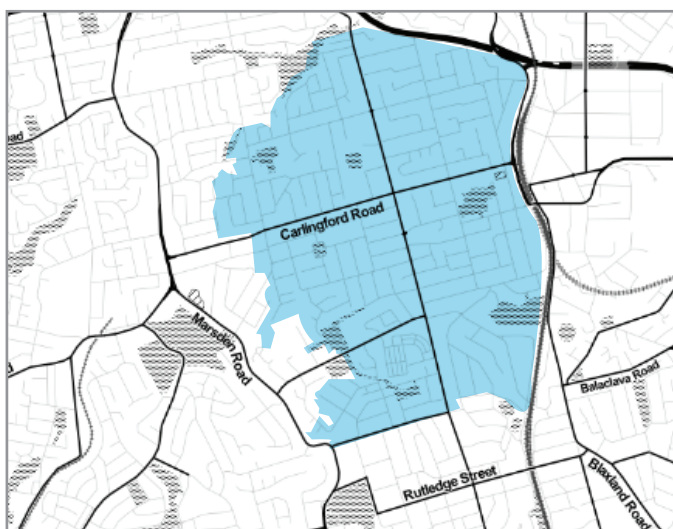
METHODOLOGY

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 (WEST) & EASTWOOD

CITY OF PARRAMATTA, NSW, AUSTRALIA

Epping (west of the Northern train line) & Eastwood 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:

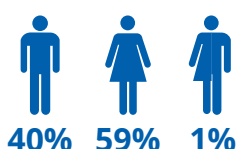


ABOUT YOUR DATASET

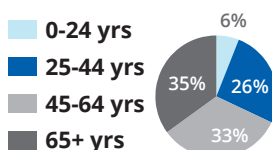
Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 112 participated with 95 completing all questions (85% completion rate).

TOTAL
n=95

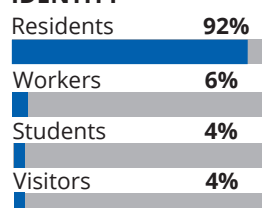
GENDER



AGE



IDENTITY



COUNTRY OF BIRTH



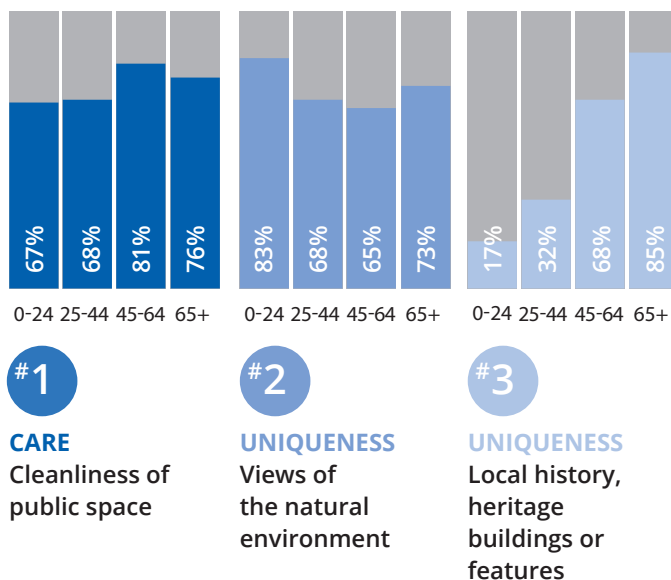
BY GENDER OR IDENTITY

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?

BIRTH

77% AUSTRALIAN BORN care most about 'Cleanliness of public space'



91% UK BORN care most about 'Local history, heritage buildings or features'



83% HONG KONG BORN care most about 'Landmarks, special features, or meeting places'

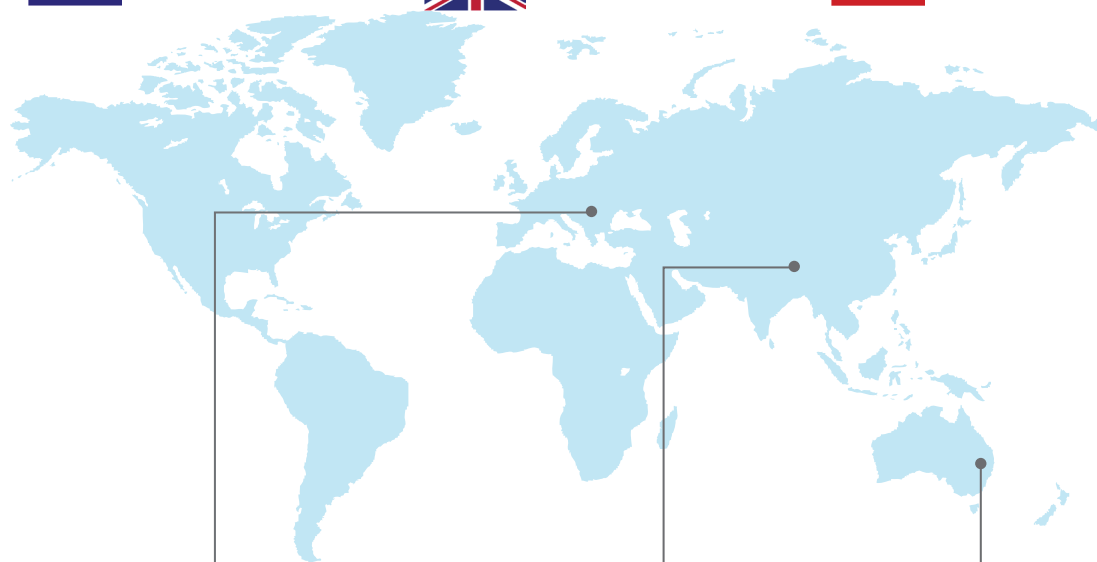


ANCESTRY

79% EUROPEANS care most about 'Cleanliness of public space'

81% ASIANS care most about 'Cleanliness of public space'

77% AUSTRALASIANS care most about 'Cleanliness of public space'



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



- 54% / Vegetation and natural elements** (street tree, planting, water etc)
- 43% / Overall look and visual character of the area**
- 41% / Ease of walking around** (including crossing the street, moving between destinations)

SENSE OF WELCOME



#2

- 54% / Sense of safety** (for all ages, genders, day/night etc.)
- 53% / Walking, cycling or public transport options**
- 40% / Car accessibility and parking**

THINGS TO DO



- 44% / Walking paths that connect to other places**
- 40% / Spaces suitable for specific activities** (play, entertainment, exercise etc.)
- 36% / Evidence of community activity** (exercise, gardening, art, fundraising etc.)

UNIQUENESS



#3

- 69% / Elements of the natural environment** (views, vegetation, topography, water etc.)
- 61% / Local history, heritage buildings or features**
- 27% / A cluster of similar businesses** (food, cultural traders, fashion etc.)

CARE



#1

- 75% / Cleanliness of public space**
- 44% / Maintenance of public places and street furniture**
- 42% / General condition of vegetation, street trees and other planting**

INTERESTING FACTS

- Males value 'Heritage features' and 'Maintenance of public places and street furniture' significantly higher than females
- Females value 'Elements of the natural environment' much higher than males
- Respondents of Australasian or European ancestry value 'Elements of the natural environment', 'Heritage features', 'Vegetation and natural elements' and 'Overall look and visual character of the area' significantly higher than respondents of Asian ancestry
- Respondents born in Australia value 'Vegetation and natural elements' significantly higher than respondents born in the UK or Hong Kong
- UK born respondents value 'Heritage features' and 'Walking, cycling or public transport options' significantly higher than Australian or Hong Kong born respondents

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 7% / Evidence of recent private investment (new buildings, painting etc.)
- #49 7% / Street furniture (including benches, bins, lights etc.)
- #48 8% / Diversity of price points / a range of price options
- #47 9% / Shop window dressing (visual merchandising)
- #46 11% / Culturally diverse businesses (range of ethnicities and interests etc.)

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.

	TOTAL (n)	Cleanliness of public space	Elements of the natural environment (views, vegetation, topography, water etc.)	Local history, heritage buildings or features	Vegetation and natural elements (street trees, planting, water etc.)	Sense of safety (for all ages, genders, day/night etc.)	Walking, cycling or public transport options	Walking paths that connect to other places	Maintenance of public places and street furniture	Overall look and visual character of the area	General condition of vegetation, street trees and other planting	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#4 attribute	#4 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#10 attribute	#1 attribute
		#2 attribute	#3 attribute	#4 attribute	#4 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#10 attribute	#10 attribute	#2 attribute
		#3 attribute	#4 attribute	#4 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#10 attribute	#10 attribute	#10 attribute	#3 attribute
		#4 attribute	#4 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#10 attribute	#10 attribute	#10 attribute	#10 attribute	<10 respondents in dataset
ALL	95	#1	#2	#3	#4	#4	#6	#7	#7	#9	#10	Highest rated attributes if not in the overall top ten
Male	38	74%	66%	74%	55%	55%	55%	55%	53%	45%	39%	
Female	56	75%	73%	52%	54%	54%	52%	38%	39%	43%	45%	
Intersex, indeterminate or unspecified	1											
Age												
0-14	0											
15-24	6	67%	83%	17%	50%	33%	67%	33%	50%	50%	50%	
25-34	5	80%	60%	60%	20%	60%	60%	20%	40%	40%	40%	Car accessibility and parking
35-44	20	65%	70%	25%	55%	60%	60%	45%	35%	40%	45%	Ease of walking around
45-54	17	76%	59%	53%	41%	41%	41%	18%	47%	18%	24%	Spaces suitable for specific activities (play, entertainment, exercise etc.)
55-64	14	86%	71%	86%	71%	64%	71%	57%	50%	36%	36%	
65-74	22	73%	68%	86%	55%	59%	45%	55%	50%	64%	50%	
75-84	9	89%	89%	89%	78%	44%	44%	67%	33%	44%	67%	
85+	2											
Country of birth (Top 3)												
Australia	57	77%	72%	63%	61%	53%	51%	49%	47%	49%	42%	
UK	11	82%	73%	91%	36%	45%	64%	45%	45%	36%	45%	
Hong Kong	6	67%	67%	17%	17%	67%	50%	33%	50%	0%	50%	Physical safety (paths, cars, lighting etc.)
												Landmarks or special features
Ancestry (Top 3)												
Australasian	31	77%	74%	65%	61%	45%	55%	39%	35%	55%	45%	
European	29	79%	76%	72%	59%	62%	66%	52%	59%	52%	38%	
Asian	21	81%	57%	29%	29%	62%	43%	38%	48%	10%	29%	
Identity												
Residents	87	76%	70%	63%	56%	55%	54%	46%	46%	43%	43%	
Workers	6	83%	83%	67%	50%	33%	33%	33%	33%	33%	33%	Service businesses (post offices, libraries, banks etc.)
Students	4											
Visitors	4											