

ABOUT CARE FACTOR

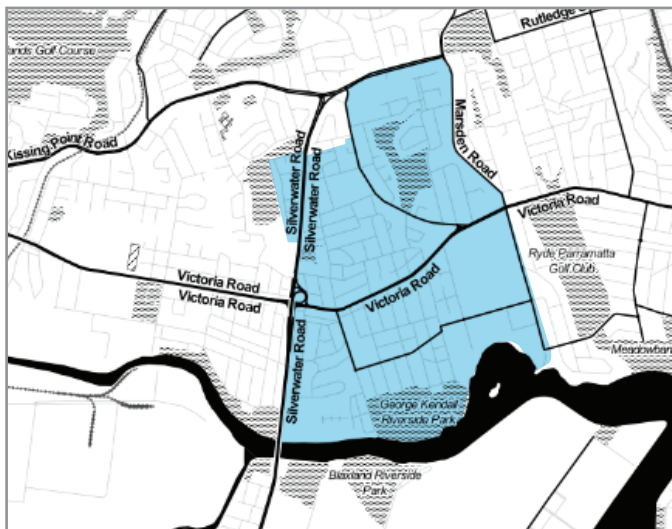
Care Factor lets your community identify what is most important to them about their local centres, main streets and malls. By quantifying the attributes that are most valued by your community and its sub-groups, you are able to plan improvement investment more effectively and measure change over time.

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.

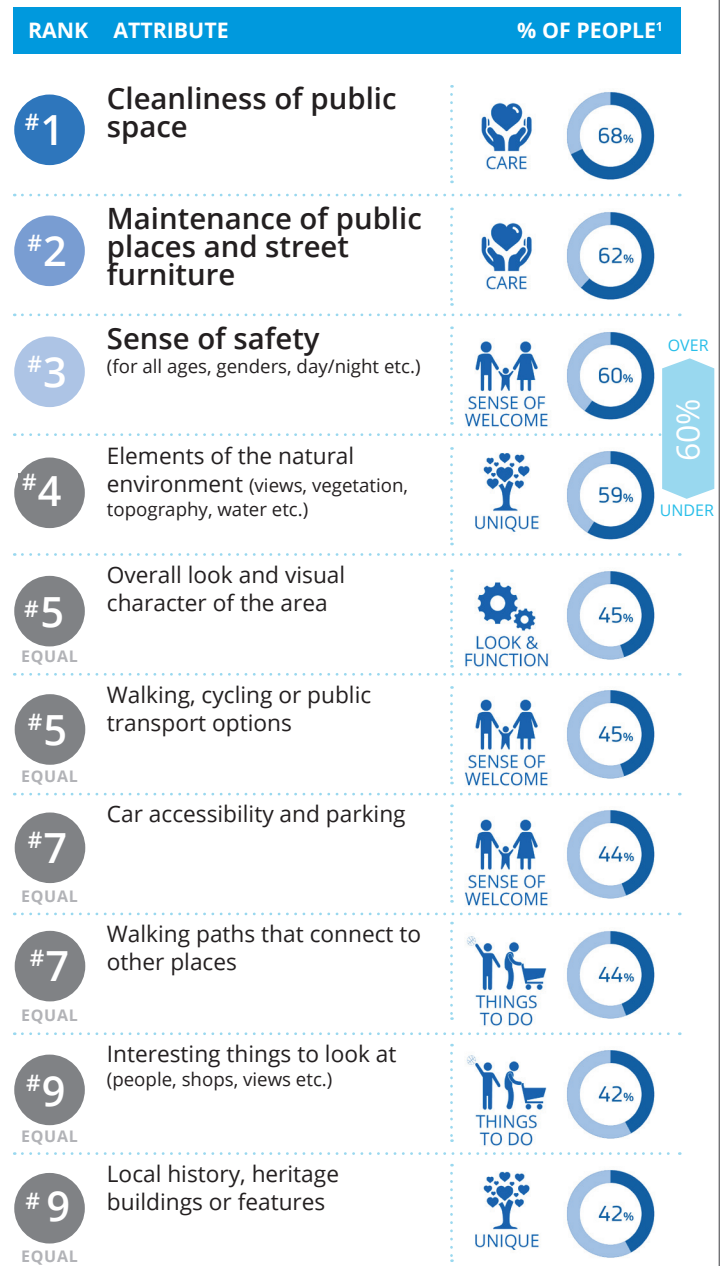
ERMINGTON & MELROSE PARK CITY OF PARRAMATTA, NSW, AUSTRALIA

Ermington & Melrose Park are located in the Parramatta LGA and have a total population of over 9,000.



WHAT WE CARE ABOUT

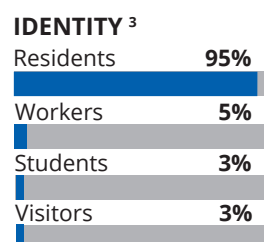
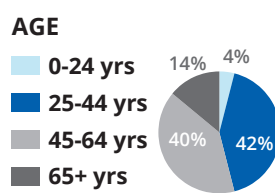
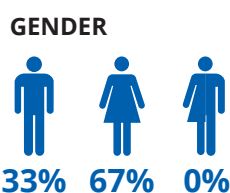
Across the five categories of place, your community ranks these as their top ten attributes contributing to positive place experience:



ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 85 participated with 73 completing all questions (86% completion rate).

TOTAL²
n=73



BY GENDER OR IDENTITY

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



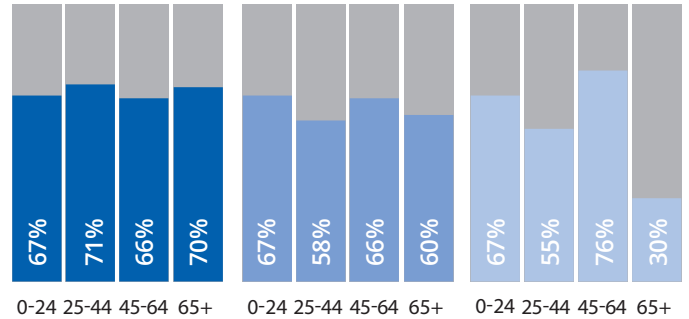
41% of women compared with 54% of men value 'Walking, cycling or public transport options' as one of the most important attributes that make a place enjoyable to them



68% of residents and 75% of workers value 'Cleanliness of public space' as the most important attribute that makes a place enjoyable to them

BY AGE

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



#1

CARE
Cleanliness of public space

#2

CARE
Maintenance of public places and street furniture

#3

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

BY BIRTH & ANCESTRY

Does your country of birth or your ancestry change what you care about? ⁴

BIRTH

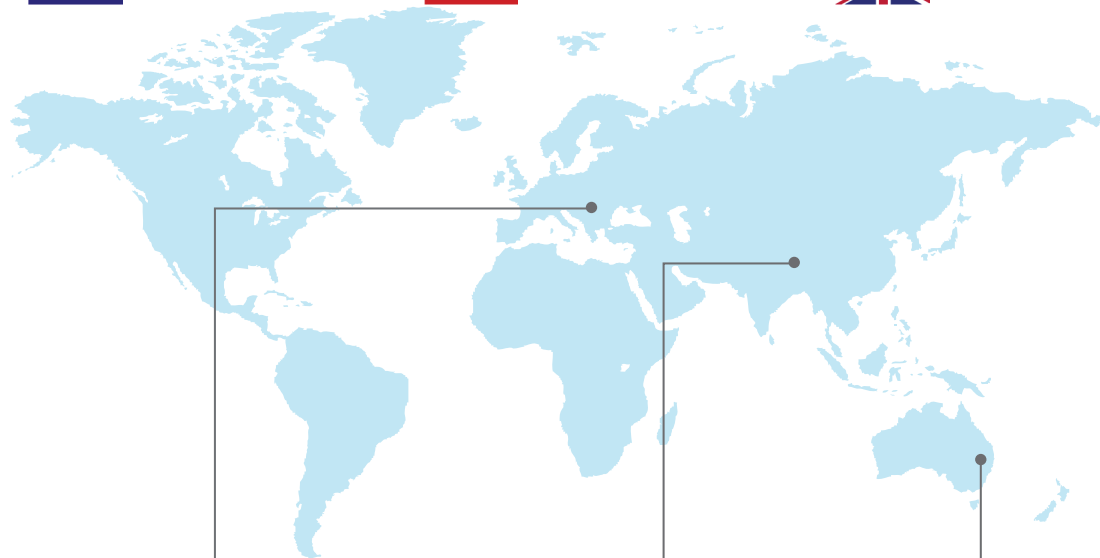
67% AUSTRALIAN BORN care most about 'Cleanliness of public space'



100% CHINESE BORN care most about 'Cleanliness of public space'



100% UK BORN (n=3) care most about 'Elements of the natural environment'*



ANCESTRY

68% EUROPEANS care most about 'Maintenance of public places and street furniture'

79% ASIANS care most about 'Cleanliness of public space'*

72% 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

45% / Overall look and visual character of the area

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

40% / Ease of walking around (including crossing the street, moving between destinations)

SENSE OF WELCOME

#2 60% / Sense of safety (for all ages, genders, day/night etc.)

45% / Walking, cycling or public transport options

44% / Car accessibility and parking

THINGS TO DO

44% / Walking paths that connect to other places

42% / Interesting things to look at (people, shops, views etc.)

37% / Outdoor restaurant, cafe and/or bar seating

UNIQUENESS

#3 59% / Elements of the natural environment (views, vegetation, topography, water etc.)

42% / Local history, heritage buildings or features

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

CARE

#1 68% / Cleanliness of public space

62% / Maintenance of public places and street furniture

40% / General condition of businesses and shopfronts

INTERESTING FACTS

- All demographic groups across gender, age, country of birth, ancestry and identity identified 'Cleanliness of public space' as one of their top three rated attributes with a percentage of 59% or higher across the dataset
- Males value 'Cleanliness of public space' and 'Maintenance of public places' significantly higher than females
- The older the respondent, the more likely they are to value 'Sense of safety'
- Respondents of Australasian and European ancestry value 'Maintenance of public places and street furniture' significantly higher than respondents of Asian ancestry
- Respondents of Asian ancestry value 'Sense of safety' significantly higher than respondents of Australasian and European ancestry
- Respondents aged 55-64 value 'Elements of the natural environment' significantly higher than respondents aged under 55
- Respondents of Asian ancestry identified 'Free and comfortable places to sit alone' as their third highest attribute with a percentage of 64%, whilst it did not appear in the top ten rated attributes amongst respondents of European and Australasian 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** 3% / Evidence of recent private investment (new buildings, painting etc.)
- #49** 4% / Shop window dressing (visual merchandising)
- #48** 8% / Diversity of price points / a range of price options
- #47** 11% / Culturally diverse businesses (range of ethnicities and interests etc.)
- #47** 11% / Evidence of recent private investment (new buildings, painting 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 ⁵.

	TOTAL (n)	Cleanliness of public space	Maintenance of public places and street furniture	Sense of safety (for all ages, genders, day/night etc.)	Elements of the natural environment (views, vegetation, topography, etc.)	Overall look and visual character of the area	Walking, cycling or public transport options	Car accessibility and parking	Walking paths that connect to other places	Interesting things to look at (people, shops, views etc.)	Local history, heritage buildings or features	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#4 attribute	#5 attribute	#5 attribute	#7 attribute	#7 attribute	#9 attribute	#9 attribute	#1 attribute #2 attribute #3 attribute <10 respondents in dataset
ALL	73	#1	#2	#3	#4	#5	#5	#7	#7	#9	#9	Highest rated attributes if not in the overall top ten
Male	24	88%	71%	54%	46%	38%	54%	42%	54%	58%	42%	
Female	49	59%	57%	63%	65%	49%	41%	45%	39%	35%	43%	
Intersex, indeterminate or unspecified	0											
Age												
0-14	0											
15-24	3											
25-34	7	86%	57%	43%	57%	43%	43%	29%	14%	29%	43%	Outdoor restaurant, cafe and/or bar seating
35-44	24	67%	58%	58%	42%	58%	38%	58%	33%	42%	38%	
45-54	16	63%	69%	69%	50%	50%	50%	38%	63%	31%	56%	
55-64	13	69%	62%	85%	85%	38%	46%	38%	46%	38%	46%	
65-74	6	83%	67%	17%	67%	17%	50%	50%	67%	83%	33%	
75-84	4											
85+	0											
Country of birth (Top 3)												
Australia	46	67%	65%	57%	57%	48%	41%	43%	41%	46%	50%	
China	6	100%	83%	83%	67%	33%	33%	50%	50%	33%	33%	
UK	3											
Ancestry (Top 3)												
European	25	64%	68%	44%	52%	48%	44%	48%	56%	52%	60%	
Australasian	18	67%	72%	56%	61%	39%	39%	56%	39%	39%	33%	
Asian	14	79%	57%	79%	57%	36%	43%	50%	36%	36%	21%	Free and comfortable places to sit alone
Identity												
Residents	69	68%	62%	64%	59%	46%	46%	45%	41%	41%	43%	
Workers	4											
Students	2											
Visitors	2											