

## 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.

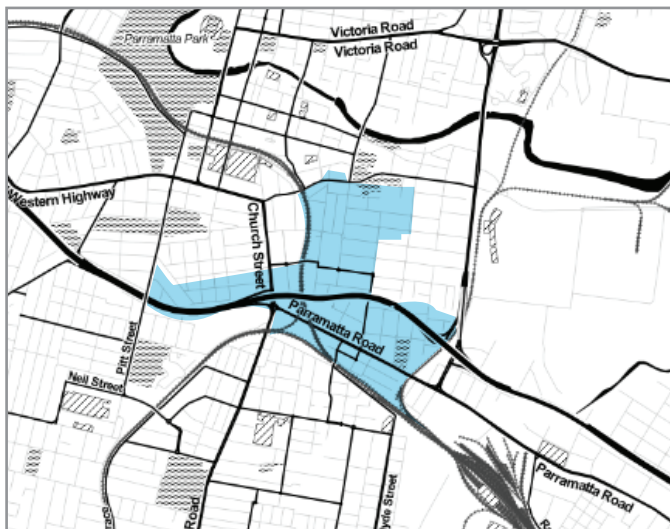
### METHODOLOGY

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.

## HARRIS PARK & GRANVILLE

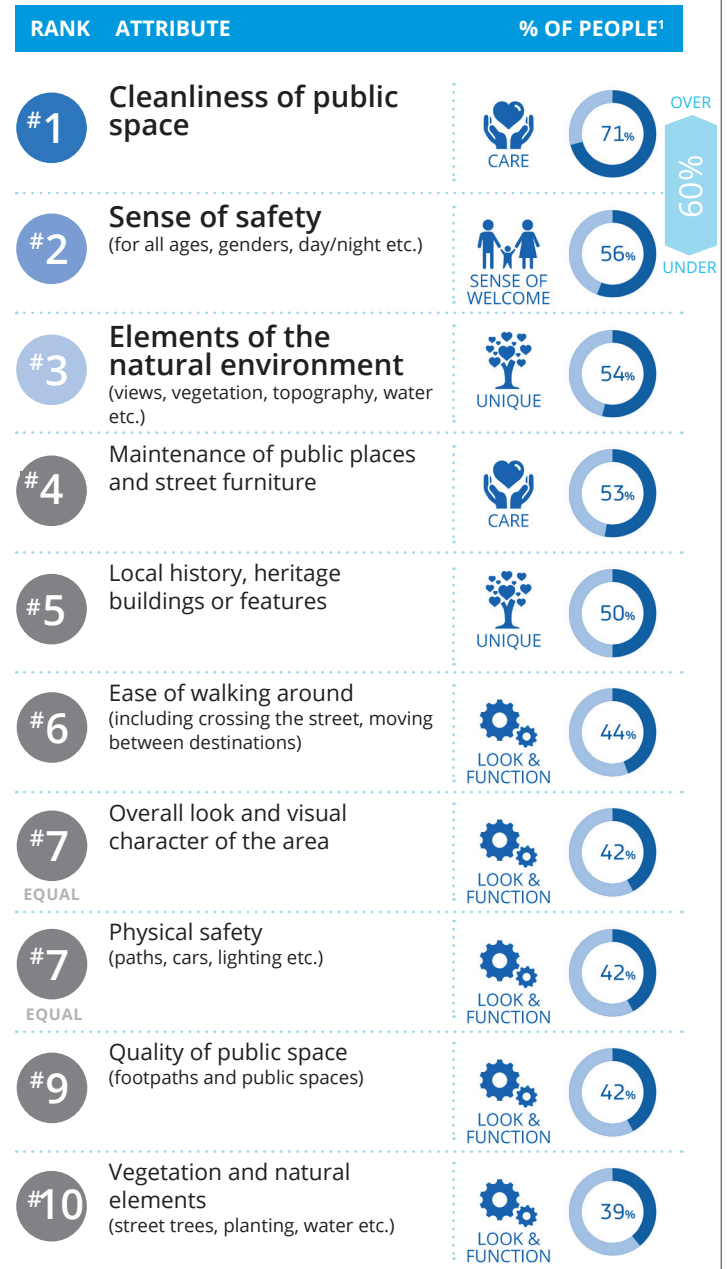
CITY OF PARRAMATTA, NSW, AUSTRALIA

Harris Park & Granville 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:

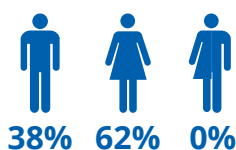


## ABOUT YOUR DATASET

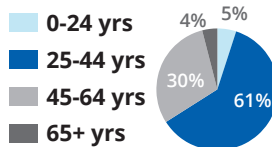
Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 200 participated with 171 completing all questions (86% completion rate).

TOTAL<sup>2</sup>  
**n=171**

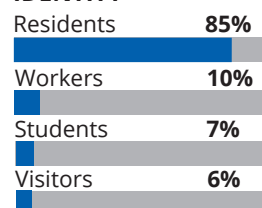
### GENDER



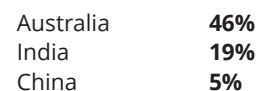
### AGE



### 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?



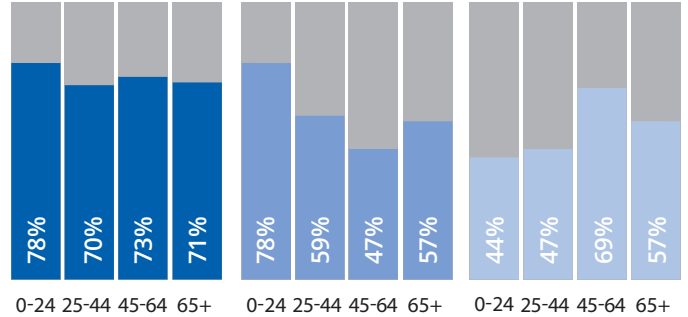
60% of women compared to 49% of men value 'Sense of safety' as one of the most important attributes that make a place enjoyable to them

65% of workers compared to 25% of students value 'Elements of the natural environment' as one of the most important attributes 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

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

#3

**UNIQUENESS**  
Elements of the natural environment

### BY BIRTH & ANCESTRY

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

#### BIRTH

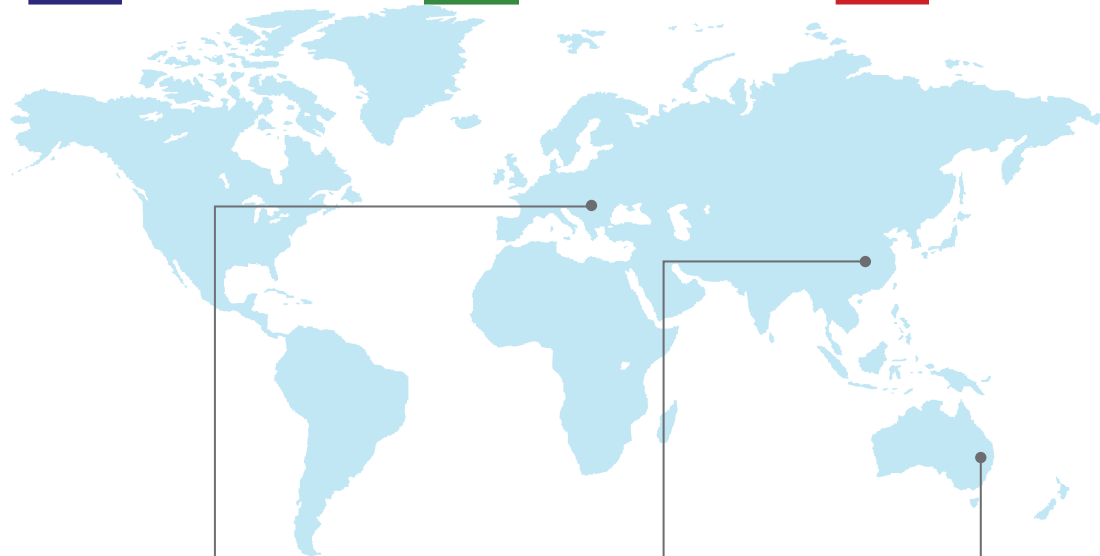
71% AUSTRALIAN BORN care most about cleanliness of public space



75% INDIAN BORN care most about cleanliness of public space



63% CHINESE BORN care most about quality of public space (footpaths and public spaces)\*



#### ANCESTRY

61% EUROPEANS care most about cleanliness of public space\*

69% ASIANS care most about cleanliness of public space

67% 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

**44% / Ease of walking around** (including crossing the street, moving between destinations)

**42% / Overall look and visual character of the area**

**42% / Physical safety** (paths, cars, lighting etc.)

#### SENSE OF WELCOME

**#2 56% / Sense of safety** (for all ages, genders, day/night etc.)

**35% / Walking, cycling or public transport options**

**35% / Car accessibility and parking**

#### THINGS TO DO

**38% / Things to do in the evening** (shopping, dining, entertainment etc)

**36% / Evidence of community activity** (exercise, gardening, art, fundraising etc.)

**36% / Evidence of public events happening here** (markets, street entertainers etc.)

#### UNIQUENESS

**#3 54% / Elements of the natural environment** (views, vegetation, topography, water etc.)

**50% / Local history, heritage buildings or features**

**35% / Landmarks, special features or meeting places**

#### CARE

**#1 71% / Cleanliness of public space**

**53% / Maintenance of public places and street furniture**

**35% / General condition of vegetation, street trees and other planting**

### INTERESTING FACTS

- Females value 'Sense of safety' significantly higher than males
- Males value 'Vegetation and natural elements' much higher than females
- Australian born respondents value 'Elements of the natural environment', 'Heritage features' and 'Overall look and visual character of the area' significantly higher than Indian born respondents
- Indian born respondents value 'Physical safety' significantly higher than Australian born respondents
- Respondents of Australasian ancestry value 'Elements of the natural environment', 'Heritage features' and 'Ease of walking around' significantly higher than respondents of South Asian or Asian ancestry
- Students value 'Sense of safety' and 'Maintenance of public space' significantly higher than residents, workers or visitors
- Workers value 'Quality of public space' and 'Physical safety' significantly higher than residents, students or visitors

### 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** 9% / Shop window dressing (visual merchandising)
- #49** 10% / Diversity of price points / a range of price options
- #48** 12% / Evidence of recent private investment (new buildings, painting etc.)
- #48** 12% / Shelter/awnings (protection from sun, rain etc.)
- #46** 15% / Space for group activities or gatherings

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)	Cleanliness of public space	Sense of safety (for all ages, genders, day/night etc.)	Elements of the natural environment (views, vegetation, topography, water etc.)	Maintenance of public places and street furniture	Local history, heritage buildings or features	Ease of walking around (including crossing the street, moving between destinations)	Overall look and visual character of the area	Physical safety (paths, cars, lighting etc.)	Quality of public space (footpaths and public spaces)	Vegetation and natural elements (street trees, planting, water etc.)	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#4 attribute	#5 attribute	#6 attribute	#7 attribute	#7 attribute	#7 attribute	#10 attribute	#1 attribute
												#2 attribute
												#3 attribute
												<10 respondents in dataset
ALL	480	#1	#2	#3	#4	#5	#6	#7	#7	#7	#10	Highest rated attributes if not in the overall top ten
Male	65	74%	49%	55%	54%	48%	42%	40%	40%	43%	45%	
Female	106	70%	60%	53%	53%	52%	46%	43%	43%	41%	36%	
Intersex, indeterminate or unspecified	0											
<b>Age</b>												
0-14	0											
15-24	9	78%	78%	44%	78%	44%	44%	56%	22%	44%	33%	
25-34	53	66%	60%	40%	40%	40%	36%	38%	51%	40%	32%	
35-44	51	75%	57%	55%	53%	49%	39%	45%	41%	41%	49%	
45-54	26	92%	58%	73%	58%	69%	50%	54%	35%	42%	35%	
55-64	25	52%	36%	64%	68%	60%	52%	32%	36%	44%	44%	
65-74	5	60%	80%	40%	60%	40%	100%	40%	60%	20%	20%	
75-84	2											
85+	0											
<b>Country of birth (Top 3)</b>												
Australia	79	71%	61%	66%	52%	62%	46%	49%	35%	38%	44%	
India	32	75%	56%	34%	53%	44%	31%	34%	63%	41%	38%	
China	8	50%	63%	50%	38%	38%	38%	25%	50%	63%	13%	Service businesses (post offices, libraries, banks etc.)
<b>Ancestry (Top 3)</b>												
Australasian	33	67%	61%	67%	48%	67%	61%	42%	39%	36%	48%	
South Asian	32	84%	56%	41%	56%	41%	38%	34%	56%	47%	31%	
Asian	32	69%	63%	41%	56%	47%	44%	34%	50%	44%	34%	
<b>Identity</b>												
Residents	145	71%	55%	55%	55%	52%	47%	43%	43%	42%	43%	
Workers	17	59%	59%	65%	29%	53%	41%	18%	59%	65%	41%	
Students	12	83%	92%	25%	67%	33%	25%	42%	33%	33%	17%	Car accessibility and parking
Visitors	11	73%	45%	64%	27%	45%	45%	45%	18%	27%	36%	Interaction with locals/ other people in the area (smiles, customer service etc.)