

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.

NEWINGTON

CITY OF PARRAMATTA, NSW, AUSTRALIA

Newington 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

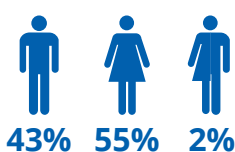
Data was collected via online and intercept surveys during the period 1 June - 17 June 2016.

A total of 60 participated with 51 completing all questions (85% completion rate).

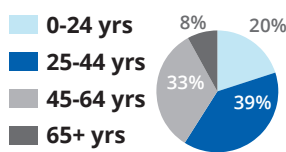
TOTAL²

n=51

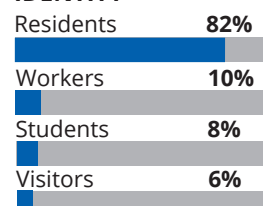
GENDER



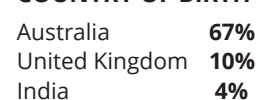
AGE



IDENTITY³

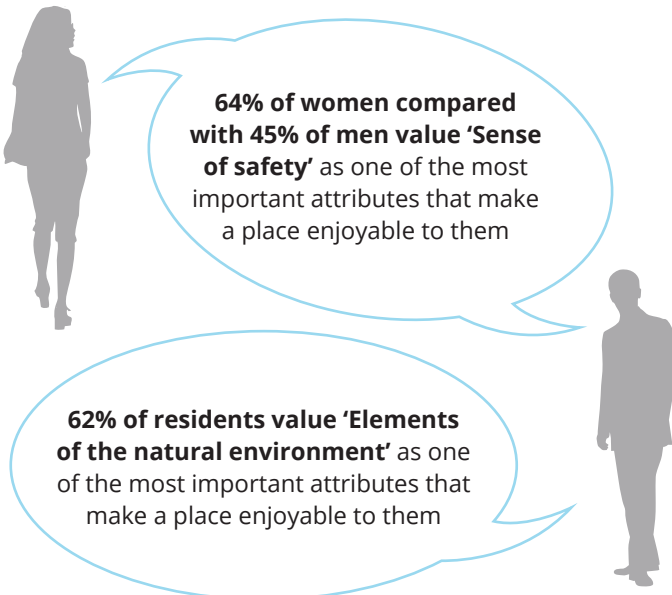


COUNTRY OF BIRTH



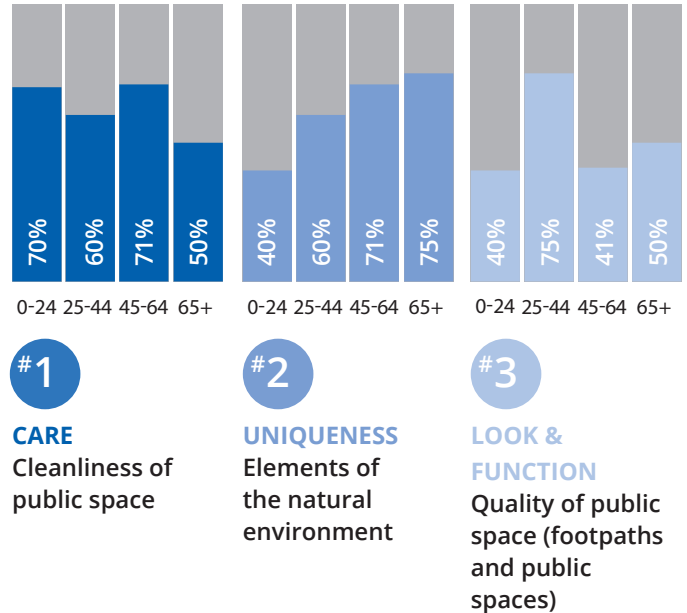
BY GENDER OR IDENTITY

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

66% AUSTRALIAN BORN
care most about 'Cleanliness and public space'



100% UK BORN
care most about 'Elements of the natural environment'



100% INDIAN BORN (n=2)
care most about 'Amenities and facilities'*

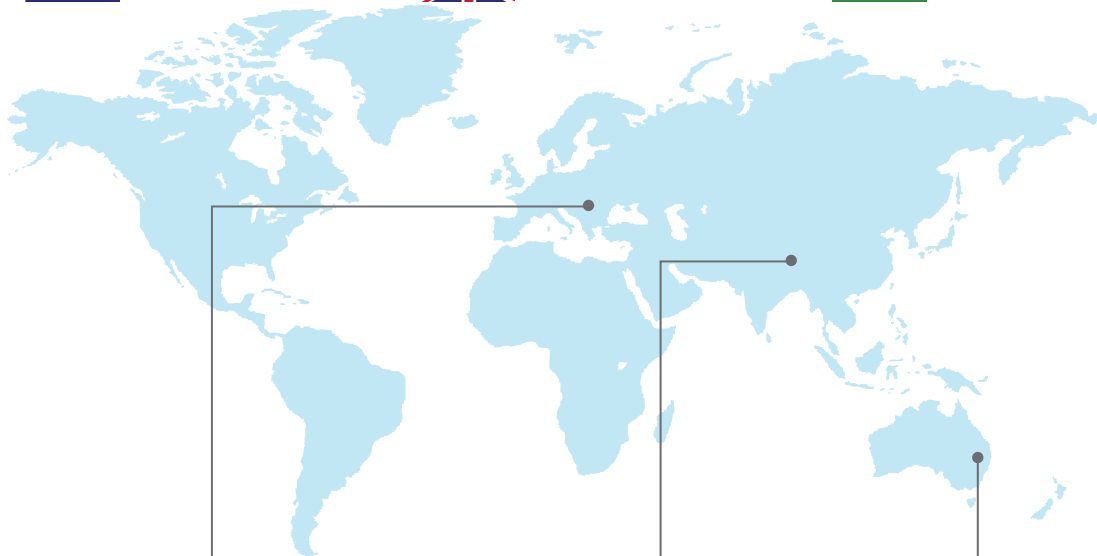


ANCESTRY

83% EUROPEANS
care most about 'Elements of the natural environment'

57% ASIANS
care most about 'Cleanliness of public space'*

70% AUSTRALASIANS
care most about 'Quality 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



- 55% / Quality of public space** (footpaths and public spaces)
- 47% / Overall look and visual character of the area**
- 39% / Vegetation and natural elements** (street trees, planting, water etc.)

SENSE OF WELCOME



#3

- 55% / Sense of safety** (for all ages, genders, day/night etc.)
- 55% / Walking, cycling or public transport options**
- 37% / Grocery and fresh food businesses**

THINGS TO DO



- 47% / Outdoor restaurant, cafe and/or bar seating**
- 47% / Evidence of public events happening here** (markets, street entertainers etc.)
- 39% / Walking paths that connect to other places**

UNIQUENESS



#2

- 61% / Elements of the natural environment** (views, vegetation, topography, water etc.)
- 49% / Local history, heritage buildings or features**
- 33% / A cluster of similar businesses** (food, cultural traders, fashion etc.)

CARE



#1

- 65% / Cleanliness of public space**
- 45% / Maintenance of public places and street furniture**
- 43% / General condition of vegetation, street trees and other planting**

INTERESTING FACTS

- The older the respondent, the more likely they are to value 'Local history, heritage buildings or features'
- Females value 'Elements of the natural environment' significantly lower than males
- Males value 'Sense of safety' significantly lower than females
- The younger the respondent, the more likely they are to value 'Evidence of public events'
- Respondents of European ancestry value 'Elements of the natural environment' and 'Overall look and visual character of the area' significantly higher than those of 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 6% / Evidence of recent private investment (new buildings, painting etc.)
- #49 8% / Shelter/awnings (protection from sun, rain etc.)
- #48 10% / Shop window dressing (visual merchandising)
- #48 10% / Point of difference from other similar streets of places
- #46 12% / Street furniture (including benches, bins, lights 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	Elements of the natural environment (views, vegetation, topography, water etc.)	Quality of public space (footpaths and public spaces)	Sense of safety (for all ages, genders, day/night etc.)	Walking, cycling or public transport options	Local history, heritage buildings or features	Overall look and visual character of the area	Outdoor restaurant, cafe and/or bar seating	Evidence of public events happening here (markets, street entertainers etc.)	Maintenance of public places and street furniture	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#3 attribute	#3 attribute	#6 attribute	#7 attribute	#7 attribute	#7 attribute	#10 attribute	#1 attribute #2 attribute #3 attribute <10 respondents in dataset
ALL	51	#1	#2	#3	#3	#3	#6	#7	#7	#7	#10	Highest rated attributes if not in the overall top ten
Male	22	59%	73%	50%	45%	64%	50%	41%	50%	55%	45%	
Female	28	68%	50%	61%	64%	50%	46%	50%	46%	39%	46%	
Intersex, indeterminate or unspecified	1											
Age												
0-14	1											
15-24	9	67%	33%	44%	67%	67%	44%	11%	22%	56%	67%	
25-34	5	80%	20%	100%	40%	60%	40%	40%	40%	60%	40%	Evidence of recent public investment
35-44	15	53%	73%	67%	40%	60%	33%	67%	60%	60%	47%	Landmarks, special features, meeting places
45-54	11	82%	91%	27%	73%	36%	55%	64%	64%	18%	27%	
55-64	6	50%	33%	67%	50%	50%	83%	33%	50%	17%	50%	Car accessibility and parking
65-74	3											Ease of walking around
75-84	1											
85+	0											
Country of birth (Top 3)												
Australia	32	66%	53%	59%	47%	50%	53%	41%	50%	53%	50%	
UK	5	60%	100%	80%	80%	60%	40%	80%	60%	60%	20%	
India	2											
Ancestry (Top 3)												
Australasian	20	60%	40%	70%	60%	55%	50%	30%	50%	55%	50%	
European	18	67%	83%	50%	56%	61%	50%	78%	56%	44%	39%	
Asian	7	57%	57%	43%	43%	57%	43%	43%	43%	43%	43%	
Identity												
Residents	42	62%	62%	52%	55%	52%	50%	48%	50%	52%	45%	
Workers	5	60%	80%	60%	40%	40%	60%	60%	60%	0%	20%	Walking paths that connect to other place
Students	4											Car accessibility and parking
Visitors	3											