

## 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.

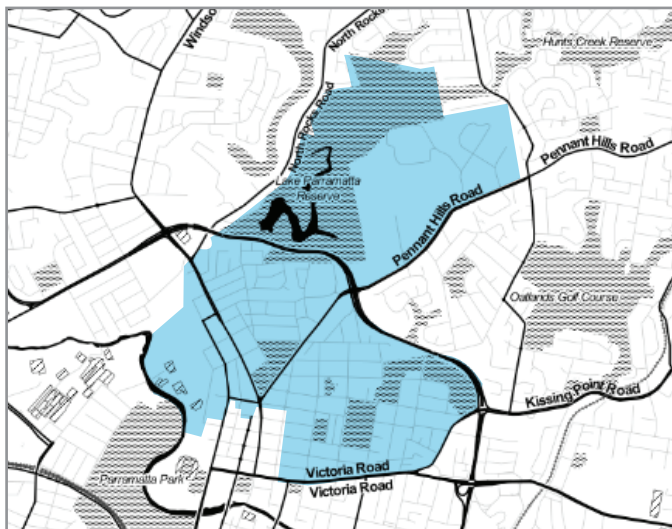
### METHODOLOGY

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.

## NORTH PARRAMATTA

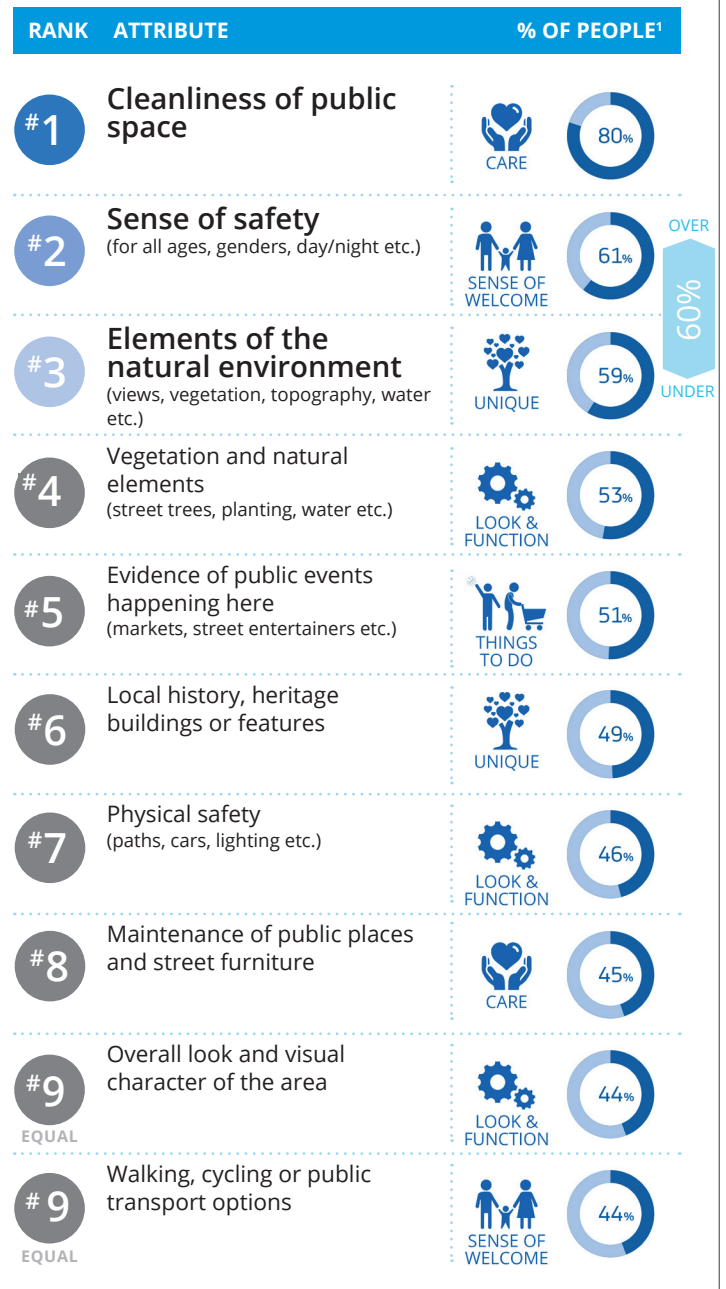
CITY OF PARRAMATTA, NSW, AUSTRALIA

North Parramatta is located in the Parramatta LGA and has a total population of over 11,500.



## WHAT WE CARE ABOUT

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

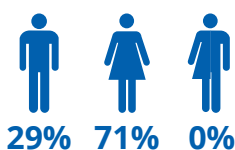


## ABOUT YOUR DATASET

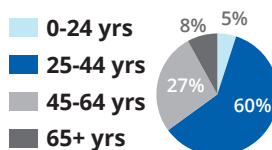
Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 222 participated with 187 completing all questions (84% completion rate).

TOTAL<sup>2</sup>  
**n=187**

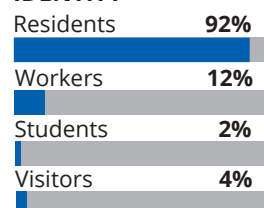
### GENDER



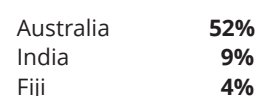
### AGE



### 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?



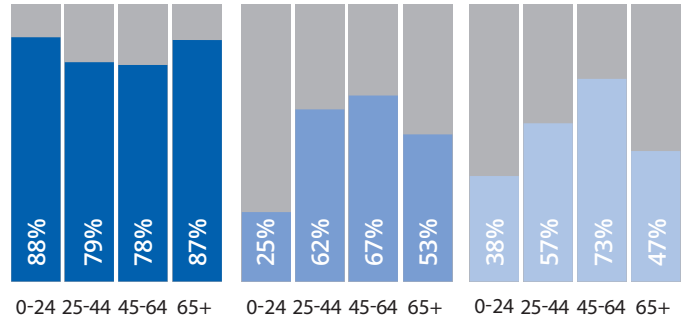
**58% of women compared to 43% of men value 'Vegetation and natural elements' as one of the most important attribute that make a place enjoyable to them**



**78% of residents compared to 96% of workers, value 'Cleanliness of public space' as the most important attributes that make 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

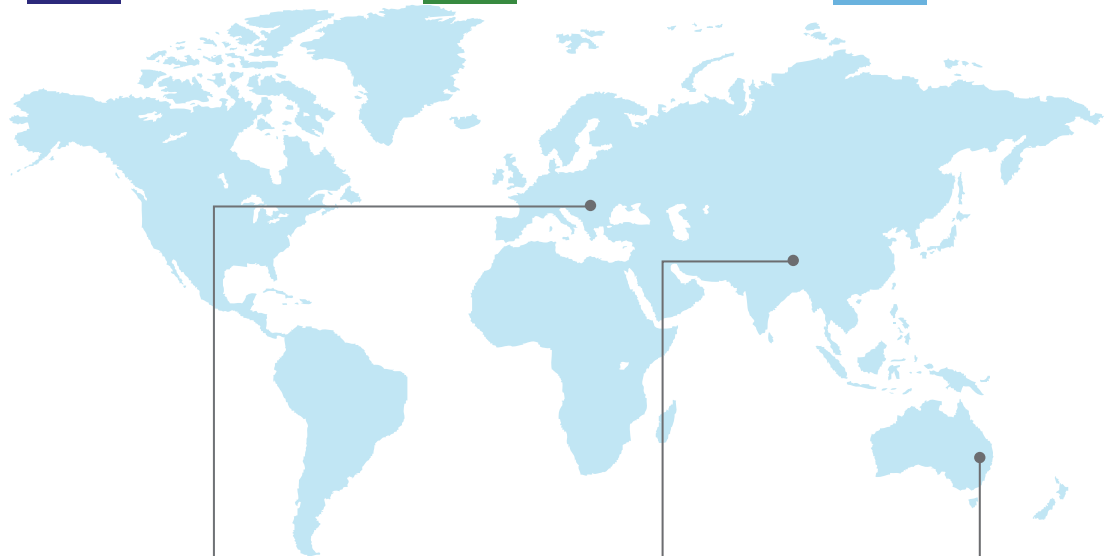
**85% AUSTRALIAN BORN** care most about 'Cleanliness of public space'



**88% INDIAN BORN** care most about 'Cleanliness of public space'



**88% FIJIAN BORN** care most about 'Cleanliness of public space'



#### ANCESTRY

**78% EUROPEANS** care most about 'Vegetation and natural elements'

**71% ASIANS** care most about 'Cleanliness of public space'

**91% 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

**53% / Vegetation and natural elements** (street trees, planting, water etc.)

**46% / Physical safety** (paths, cars, lighting etc.)

**44% / Overall look and visual character of the area**

#### SENSE OF WELCOME

#2

**61% / Sense of safety** (for all ages, genders, day/night etc.)

**44% / Walking, cycling or public transport options**

**33% / Grocery and fresh food businesses**

#### THINGS TO DO

**51% / Evidence of public events happening here** (markets, street entertainers etc.)

**43% / Things to do in the evening** (shopping, dining, entertainment etc.)

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

#### UNIQUENESS

#3

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

**49% / Local history, heritage buildings or features**

**37% / Public art, community art, water or light feature**

#### CARE

#1

**80% / Cleanliness of public space**

**45% / Maintenance of public places and street furniture**

**43% / General condition of vegetation, street trees and other planting**

### INTERESTING FACTS

- Females value 'Sense of safety', 'Vegetation and natural elements' and heritage features significantly higher than males
- The older the respondent, the more likely they are to value 'Heritage features'
- All demographic groups across gender, age, country of birth, ancestry and identity with a dataset of more than 10 respondents valued 'Cleanliness of public space' as the highest rated attribute, with the exception of respondents of European ancestry
- Indian born respondents value 'Sense of safety' significantly higher than Australian or Fijian born respondents
- Australian born respondents value 'Elements of the natural environment' and 'Vegetation and natural elements' significantly higher than both Indian and Fijian born respondents
- Workers value 'Cleanliness of the public space' and 'Overall look and visual character of the area' significantly higher than residents
- Residents value 'Physical safety' much higher than workers

### 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 8% / Free and comfortable group seating
- #48 10% / Shop window dressing (visual merchandising)
- #47 11% / Street furniture (including benches, bins, lights etc.)
- #46 12% / Point of difference from other similar streets of places

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, etc.)	Vegetation and natural elements (street trees, planting, water etc.)	Evidence of public events happening here (markets, street entertainers etc.)	Local history, heritage buildings or features	Physical safety (paths, cars, lighting etc.)	Maintenance of public places and street furniture	Overall look and visual character of the area	Walking, cycling or public transport options	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#4 attribute	#5 attribute	#6 attribute	#7 attribute	#8 attribute	#9 attribute	#9 attribute	#1 attribute
												#2 attribute
												#3 attribute
												<10 respondents in dataset
ALL	187	#1	#2	#3	#4	#5	#6	#7	#8	#9	#9	Highest rated attributes if not in the overall top ten
Male	54	81%	52%	56%	43%	43%	37%	46%	37%	39%	39%	
Female	133	79%	65%	61%	58%	55%	54%	46%	48%	47%	47%	
Intersex, indeterminate or unspecified	0											
<b>Age</b>												
0-14	0											
15-24	8	88%	25%	38%	38%	38%	0%	38%	25%	38%	38%	Things to do in the evening (shopping, dining, entertainment)
25-34	58	76%	67%	53%	45%	55%	45%	38%	43%	52%	45%	
35-44	55	82%	56%	60%	56%	49%	42%	55%	51%	35%	29%	
45-54	26	81%	65%	73%	58%	69%	58%	46%	46%	46%	73%	
55-64	25	76%	68%	72%	60%	36%	68%	44%	52%	44%	52%	
65-74	11	82%	55%	45%	73%	45%	73%	64%	27%	45%	45%	
75-84	4	100%	50%	50%	50%	50%	75%	25%	25%	75%	25%	
85+	0											
<b>Country of birth (Top 3)</b>												
Australia	97	85%	56%	61%	61%	62%	58%	41%	43%	52%	45%	
India	17	88%	76%	47%	24%	41%	41%	53%	41%	24%	29%	Ease of walking around (including crossing the street, moving)
Fiji	8	88%	50%	13%	38%	63%	50%	50%	38%	50%	25%	Unique mix or diversity of people in the area
<b>Ancestry (Top 3)</b>												
Asian	45	71%	60%	60%	40%	31%	31%	51%	38%	31%	51%	
Australasian	43	91%	63%	65%	65%	63%	63%	47%	44%	49%	47%	
European	36	67%	61%	67%	78%	72%	75%	31%	58%	53%	56%	
<b>Identity</b>												
Residents	172	78%	60%	60%	55%	53%	48%	46%	44%	44%	45%	
Workers	23	96%	65%	61%	52%	61%	52%	35%	57%	61%	48%	
Students	3	67%	67%	67%	67%	67%	33%	0%	33%	67%	67%	
Visitors	8	100%	63%	50%	25%	25%	50%	38%	50%	63%	38%	