# carefactor

## 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.
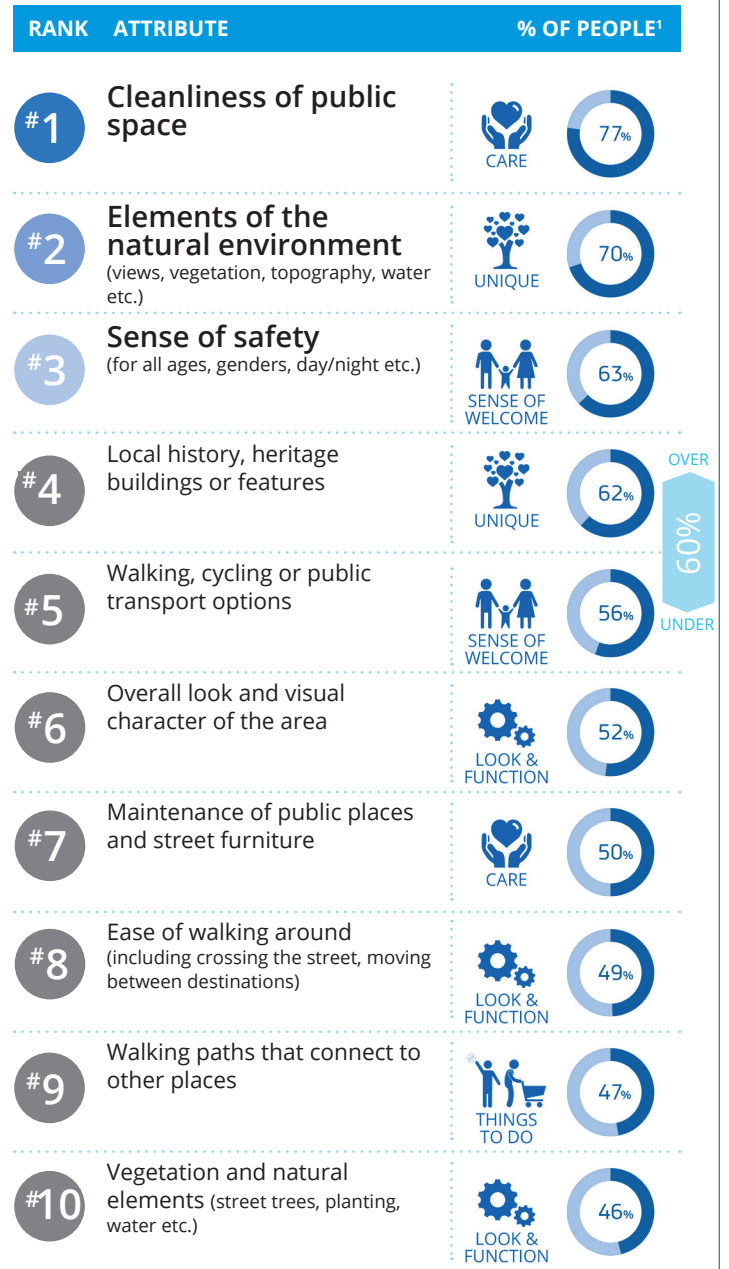
## NORTHMEAD

CITY OF PARRAMATTA, NSW, AUSTRALIA

Northmead is located in the Parramatta LGA and has a total population of over 6,000.
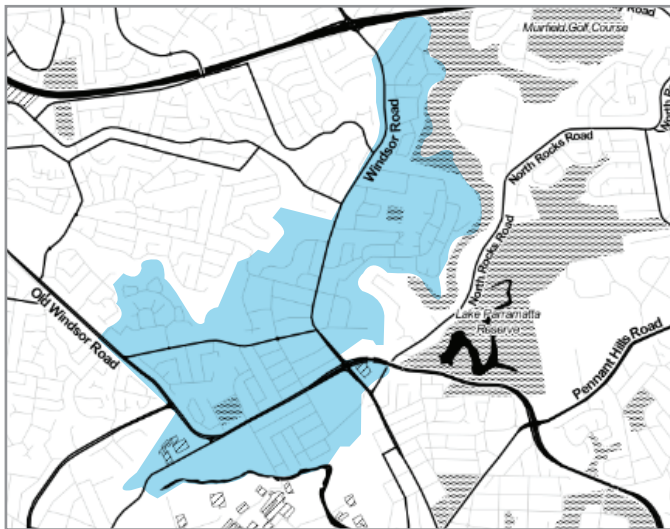


## WHAT WE CARE ABOUT

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

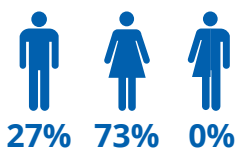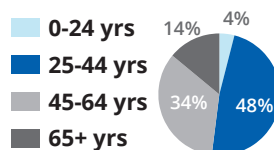| RANK | ATTRIBUTE | | % OF PEOPLE[1] |
|---|---|---|---|
| #1 | **Cleanliness of public space** | CARE | 77% |
| #2 | **Elements of the natural environment** (views, vegetation, topography, water etc.) | UNIQUE | 70% |
| #3 | **Sense of safety** (for all ages, genders, day/night etc.) | SENSE OF WELCOME | 63% |
| #4 | Local history, heritage buildings or features | UNIQUE | 62% |
| #5 | Walking, cycling or public transport options | SENSE OF WELCOME | 56% |
| #6 | Overall look and visual character of the area | LOOK & FUNCTION | 52% |
| #7 | Maintenance of public places and street furniture | CARE | 50% |
| #8 | Ease of walking around (including crossing the street, moving between destinations) | LOOK & FUNCTION | 49% |
| #9 | Walking paths that connect to other places | THINGS TO DO | 47% |
| #10 | Vegetation and natural elements (street trees, planting, water etc.) | LOOK & FUNCTION | 46% |

OVER 60% UNDER

## ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016.
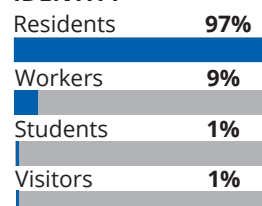A total of 111 participated with 100 completing all questions (90% completion rate).

**TOTAL** [2]

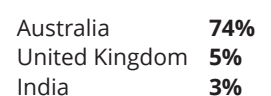**n=100**

**GENDER**

27%  73%  0%

**AGE**

- 0-24 yrs
- 25-44 yrs
- 45-64 yrs
- 65+ yrs

14%  4%  34%  48%

**IDENTITY** [3]

| Residents | 97% |
| Workers | 9% |
| Students | 1% |
| Visitors | 1% |

**COUNTRY OF BIRTH**

| Australia | 74% |
| United Kingdom | 5% |
| India | 3% |

# PLACESCORE
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## BY GENDER OR IDENTITY

What do women/men and residents/workers/students/visitors value most in their local centres, main streets and malls?
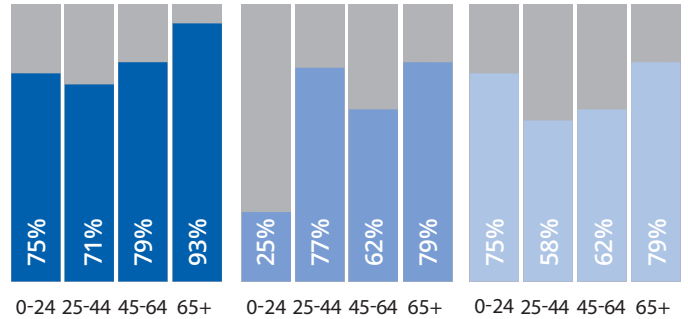
**75% of women compared with 56% of men value 'Elements of the natural environment'** as one of the most important attributes that make a place enjoyable to them

**63% of residents compared with 78% of workers value 'Sense of safety'** as one of 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?

| | 0-24 | 25-44 | 45-64 | 65+ |
|---|---|---|---|---|
| CARE | 75% | 71% | 79% | 93% |
| UNIQUENESS | 25% | 77% | 62% | 79% |
| SENSE OF WELCOME | 75% | 58% | 62% | 79% |

**#1 CARE**
Cleanliness of public space

**#2 UNIQUENESS**
Elements of the natural environment

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

## BY BIRTH & ANCESTRY

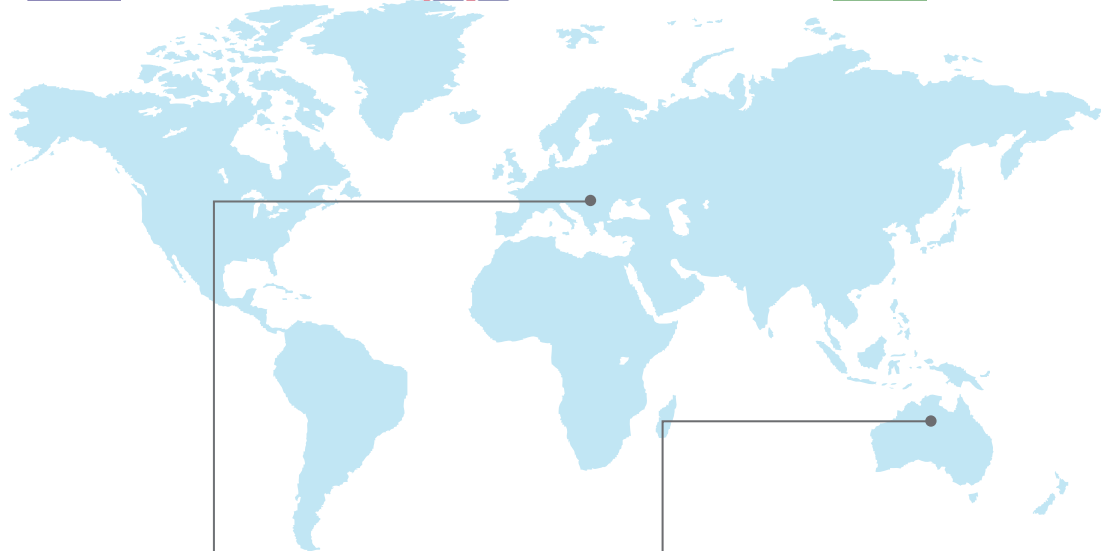Does your country of birth or your ancestry change what you care most about? [4]

**BIRTH**

**78%** AUSTRALIAN BORN care most about 'Cleanliness of public space'

**80%** UK BORN care most about 'Cleanliness of public space'

**100%** INDIAN BORN (n=3) care most about 'Cleanliness of public space'*

**ANCESTRY**

**84%** EUROPEANS care most about 'Cleanliness of public space'

**81%** AUSTRALASIANS care most about 'Elements of the natural environment'

**75%** MIXED 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

**52% / Overall look and visual character of the area**

**49% / Ease of walking around** (including crossing the street, moving between destinations)

**46% / Vegetation and natural elements** (street trees, planting, water etc.)

### SENSE OF WELCOME

**#3** **63% / Sense of safety** (for all ages, genders, day/night etc.)

**56% / Walking, cycling or public transport options**

**39% / Car accessibility and parking**

### THINGS TO DO

**47% / Walking paths that connect to other places**

**42% / Evidence of public events happening here** (markets, street entertainers etc.)

**41% / Outdoor restaurant, cafe and/or bar seating**

### UNIQUENESS

**#2** **70% / Elements of the natural environment** (views, vegetation, topography, water etc.)

**62% / Local history, heritage buildings or features**

**34% / Landmarks, special features or meeting places**

### CARE

**#1** **77% / Cleanliness of public space**

**50% / Maintenance of public places and street furniture**

**45% / General condition of vegetation, street trees and other planting**

## INTERESTING FACTS

- Females value 'Elements of the natural environment', 'Sense of safety' and 'Ease of walking around' significantly higher than males

- Males value 'Overall look and visual character of the area' and 'Maintenance of public places and street furniture' much higher than females

- Respondents of European ancestry value 'Cleanliness of public space' significantly higher than respondents of Australasian heritage

- Respondents of Australasian heritage value 'Elements of the natural environment' significantly higher than respondents of European heritage

- Respondents aged 65-74 value 'Heritage features' 'Walking paths that connect to other places' and 'Cleanliness of public space' significantly higher than any younger age group

## 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% / Shop window dressing (visual merchandising)

**#49** 4% / Evidence of recent private investment (new buildings, painting etc.)

**#48** 5% / Buildings and shop fronts

**#48** 7% / Point of difference from other similar streets of places

**#48** 7% / Shelter/awnings (protection from sun, rain 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].

**LEGEND**
- #1 attribute
- #2 attribute
- #3 attribute
- <10 respondents in dataset

| | TOTAL (n) | Cleanliness of public space | Elements of the natural environment (views, vegetation, topography, water etc.) | Sense of safety (for all ages, genders, day/night etc.) | Local history, heritage buildings or features | Walking, cycling or public transport options | Overall look and visual character of the area | Maintenance of public places and street furniture | Ease of walking around (including crossing the street, moving between destinations.) | Walking paths that connect to other places | Vegetation and natural elements (street trees, planting, water etc.) | Highest rated attributes if not in the overall top ten |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALL | 480 | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | |
| Male | 27 | 74% | 56% | 52% | 56% | 59% | 48% | 56% | 30% | 48% | 41% | |
| Female | 73 | 78% | 75% | 67% | 64% | 55% | 53% | 48% | 56% | 47% | 48% | |
| Intersex, indeterminate or unspecified | 0 | | | | | | | | | | | |
| **Age** | | | | | | | | | | | | |
| 0-14 | 1 | | | | | | | | | | | |
| 15-24 | 3 | | | | | | | | | | | |
| 25-34 | 18 | 67% | 89% | 56% | 50% | 56% | 56% | 56% | 56% | 50% | 33% | |
| 35-44 | 30 | 73% | 70% | 60% | 63% | 47% | 57% | 40% | 43% | 27% | 50% | |
| 45-54 | 18 | 83% | 61% | 50% | 56% | 72% | 56% | 56% | 44% | 44% | 50% | |
| 55-64 | 16 | 75% | 63% | 75% | 63% | 56% | 50% | 38% | 50% | 50% | 50% | |
| 65-74 | 11 | 91% | 82% | 73% | 91% | 64% | 36% | 55% | 64% | 82% | 45% | |
| 75-84 | 3 | | | | | | | | | | | |
| 85+ | 0 | | | | | | | | | | | |
| **Country of birth (Top 3)** | | | | | | | | | | | | |
| Australia | 74 | 78% | 72% | 61% | 66% | 58% | 54% | 45% | 55% | 49% | 45% | |
| UK | 5 | 80% | 60% | 60% | 60% | 40% | 60% | 60% | 20% | 60% | 60% | |
| India | 3 | | | | | | | | | | | |
| **Ancestry (Top 3)** | | | | | | | | | | | | |
| European | 37 | 84% | 65% | 65% | 62% | 65% | 57% | 46% | 57% | 54% | 49% | |
| Australasian | 27 | 67% | 81% | 67% | 67% | 52% | 52% | 52% | 52% | 63% | 44% | |
| Mixed | 8 | 75% | 63% | 50% | 63% | 75% | 75% | 50% | 13% | 50% | 25% | |
| **Identity** | | | | | | | | | | | | |
| Residents | 97 | 76% | 70% | 63% | 61% | 58% | 52% | 52% | 47% | 47% | 47% | |
| Workers | 9 | 67% | 78% | 78% | 67% | 56% | 33% | 56% | 56% | 56% | 56% | |
| Students | 1 | | | | | | | | | | | |
| Visitors | 1 | | | | | | | | | | | |