

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.

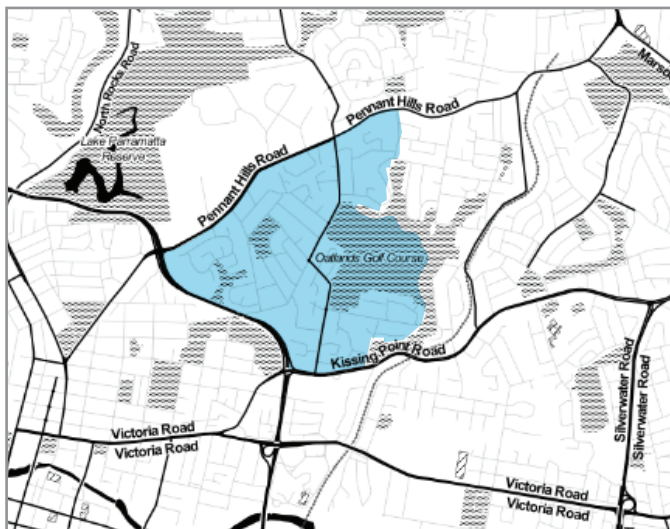
METHODOLOGY

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.

OATLANDS

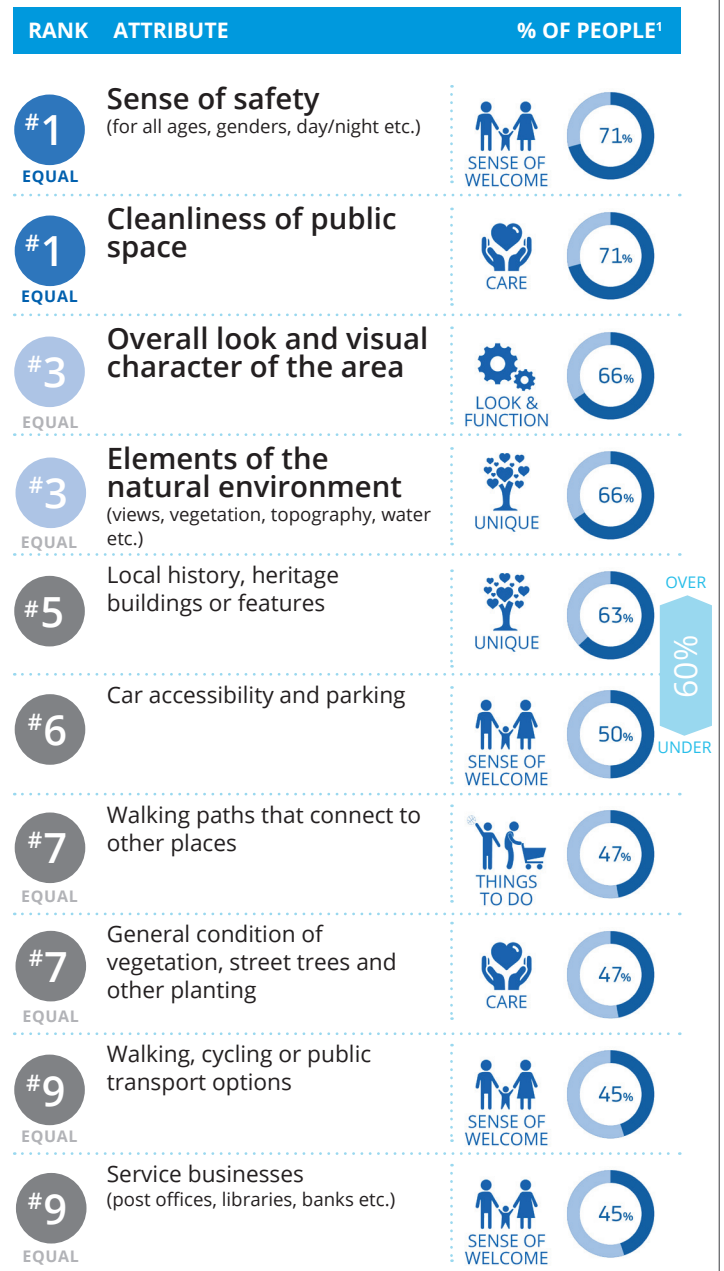
CITY OF PARRAMATTA, NSW, AUSTRALIA

Oatlands is located in the Parramatta LGA and has a total population of over 1,500.



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

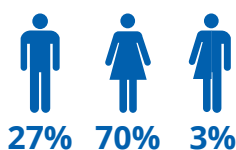
Data was collected via online and intercept surveys during the period 1 June - 17 June 2016.

A total of 51 participated with 38 completing all questions (75% completion rate).

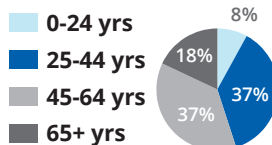
TOTAL²

n=38

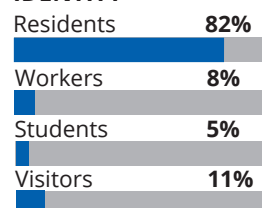
GENDER



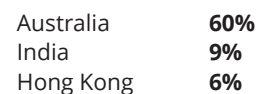
AGE



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?



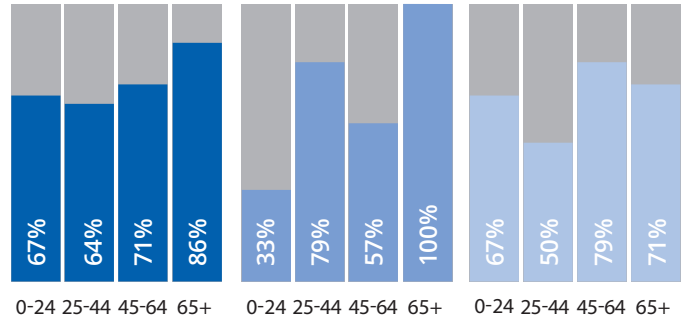
58% of women compared with 80% of men value 'Overall look and visual character of the area' as one of the most important attributes that make a place enjoyable to them

74% of residents compared with 50% of visitors value 'Cleanliness of public space' 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?



#1

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

#2

CARE
Cleanliness of public space

#3

LOOK & FUNCTION
Overall look and visual character of the area

BY BIRTH & ANCESTRY

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

BIRTH

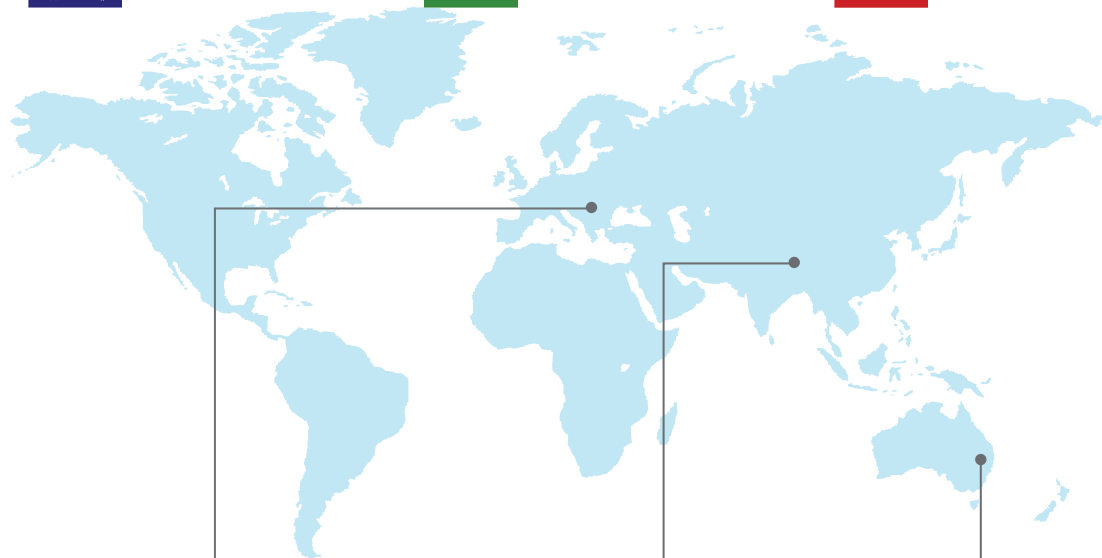
71% AUSTRALIAN BORN care most about 'Elements of the natural environment'



100% INDIAN BORN (n=3) care most about 'Car accessibility and parking'*



100% HONG KONG BORN (n=2) care most about 'Cleanliness of public space'*



ANCESTRY

86% EUROPEANS care most about 'Cleanliness of public space'

100% ASIANS care most about 'Cleanliness of public space'

75% 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

- #3 **66% / Overall look and visual character of the area**
- 42% / Physical safety** (paths, cars, lighting etc.)
- 39% / Vegetation and natural elements** (street trees, planting, water etc.)

SENSE OF WELCOME

- #1 **71% / Sense of safety** (for all ages, genders, day/night etc.)
- 50% / Car accessibility and parking**
- 45% / Walking, cycling or public transport options**

THINGS TO DO

- 47% / Walking paths that connect to other places**
- 45% / Outdoor restaurant, cafe and/or bar seating**
- 39% / Spaces suitable for specific activities** (play, entertainment, exercise etc.)

UNIQUENESS

- #3 **66% / Elements of the natural environment** (views, vegetation, topography, water etc.)
- 63% / Local history, heritage buildings or features**
- 32% / A cluster of similar businesses** (food, cultural traders, fashion etc.)

CARE

- #1 **71% / Cleanliness of public space**
- 47% / General condition of vegetation, street trees and other planting**
- 39% / Maintenance of public places and street furniture**

INTERESTING FACTS

- Males value 'Overall look and visual character of the area', 'Car accessibility and parking', 'Walking paths that connect to other places', 'General condition of vegetation, street trees and other planting' and 'Walking, cycling or public transport options' significantly higher than females
- Females value 'Sense of safety' and 'Cleanliness of public space' significantly higher than males

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)
- #50 3% / Diversity of price points / a range of price options
- #48 5% / Shelter/awnings (protection from sun, rain etc.)
- #47 8% / Businesses that reflect the local community and values
- #47 8% / 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)	Sense of safety (for all ages, genders, day/night etc.)	Cleanliness of public space	Overall look and visual character of the area	Elements of the natural environment (views, vegetation, topography, water etc.)	Local history, heritage buildings or features	Car accessibility and parking	Walking paths that connect to other places	General condition of vegetation, street trees and other planting	Walking, cycling or public transport options	Service businesses (post offices, libraries, banks etc.)	LEGEND
		#1 attribute	#1 attribute	#3 attribute	#3 attribute	#5 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#9 attribute	#1 attribute #2 attribute #3 attribute <10 respondents in dataset
ALL	480	#1	#1	#3	#3	#5	#6	#7	#7	#9	#9	Highest rated attributes if not in the overall top ten
Male	10	60%	70%	80%	60%	70%	60%	60%	60%	60%	50%	
Female	26	73%	73%	58%	69%	65%	46%	46%	46%	42%	46%	
Intersex, indeterminate or unspecified	1											
Age												
0-14	0											
15-24	3											
25-34	9	56%	67%	44%	56%	44%	33%	22%	56%	56%	44%	Outdoor restaurant, cafe and/or bar seating
35-44	5	80%	100%	60%	40%	80%	60%	20%	0%	20%	80%	
45-54	8	75%	50%	88%	100%	50%	50%	63%	25%	25%	50%	
55-64	6	67%	67%	67%	100%	100%	67%	83%	83%	83%	17%	
65-74	6	83%	100%	67%	67%	67%	33%	83%	67%	67%	33%	
75-84	0											
85+	0											
Country of birth (Top 3)												
Australia	21	62%	67%	57%	71%	67%	57%	48%	52%	48%	57%	
India	3											
Hong Kong	2											
Ancestry (Top 3)												
Australasian	8	63%	75%	75%	75%	50%	50%	38%	63%	38%	63%	
European	7	57%	86%	43%	57%	71%	57%	43%	71%	71%	43%	
Asian	6	67%	100%	67%	83%	50%	33%	33%	33%	33%	67%	
Identity												
Residents	31	71%	74%	65%	71%	65%	52%	55%	52%	48%	45%	
Workers	3											
Students	2											
Visitors	4											