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.

RYDALMERE

CITY OF PARRAMATTA, NSW, AUSTRALIA

Rydalmere is located in the Parramatta LGA and has a total population of over 6,000.
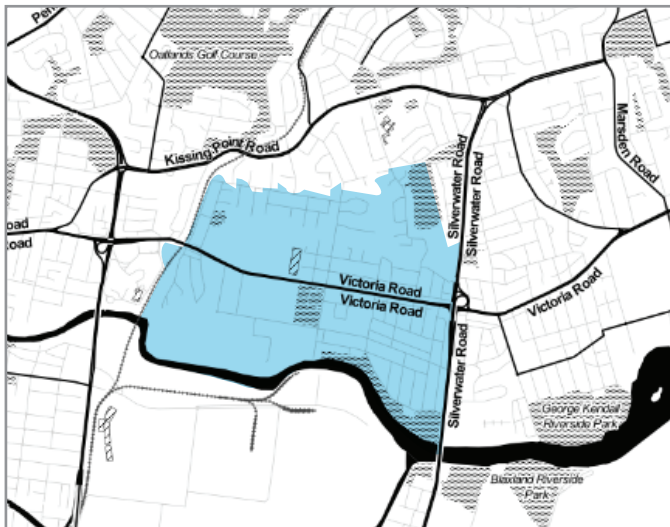
WHAT WE CARE ABOUT

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

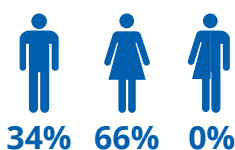| RANK	ATTRIBUTE		% OF PEOPLE [1]
#1	**Cleanliness of public space**	CARE	67%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	UNIQUE	64%
#3	**Sense of safety** (for all ages, genders, day/night etc.)	SENSE OF WELCOME	61%
#4	**Walking paths that connect to other places**	THINGS TO DO	58%
#5	**Maintenance of public places and street furniture**	CARE	55%
#6	**Physical safety** (paths, cars, lighting etc.)	LOOK & FUNCTION	54%
#7	**Walking, cycling or public transport options**	SENSE OF WELCOME	48%
#8	**Amenities and facilities** (toilets, water bubblers, parents rooms etc.)	SENSE OF WELCOME	45%
#9 EQUAL	**Quality of public space** (footpaths and public spaces)	LOOK & FUNCTION	43%
#9 EQUAL	**Vegetation and natural elements** (street trees, planting, water etc.)	LOOK & FUNCTION	43%

OVER 60% / UNDER

ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016.
A total of 81 participated with 67 completing all questions (83% completion rate).
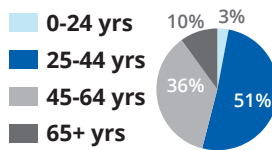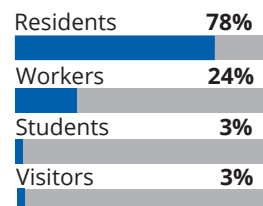
TOTAL [2]
n=67
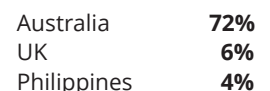
GENDER

34%   66%   0%

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

10%   3%   36%   51%

IDENTITY [3]

Residents	78%
Workers	24%
Students	3%
Visitors	3%

COUNTRY OF BIRTH

Australia	72%
UK	6%
Philippines	4%

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carefactor
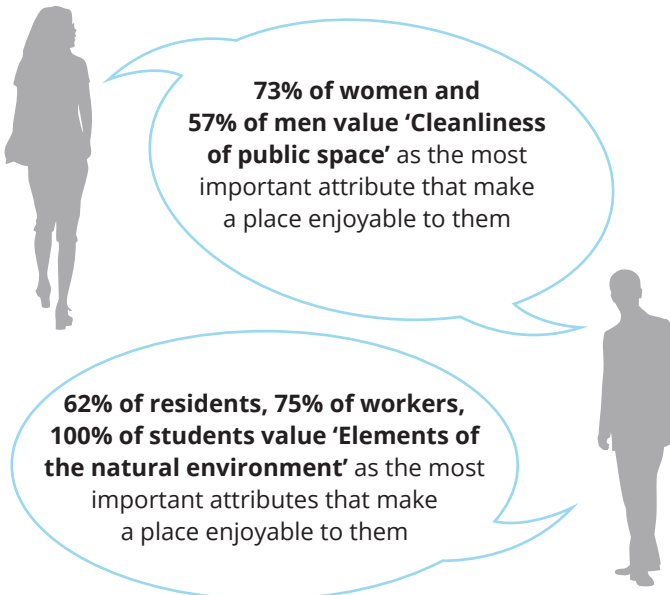
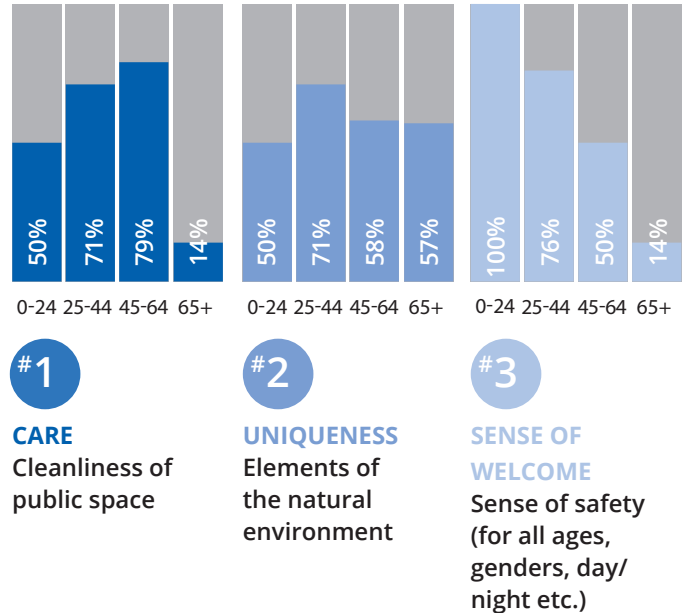## BY GENDER OR IDENTITY

What do women/men and residents/workers/students/visitors value most in their local centres, main streets and malls?

73% of women and 57% of men value 'Cleanliness of public space' as the most important attribute that make a place enjoyable to them

62% of residents, 75% of workers, 100% of students value 'Elements of the natural environment' 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?

	0-24	25-44	45-64	65+
	50%	71%	79%	14%
	50%	71%	58%	57%
	100%	76%	50%	14%

#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

69% AUSTRALIAN BORN care most about 'Elements of the natural environment'

100% UK BORN (n=4) care most about 'Walking, cycling or public transport options'*

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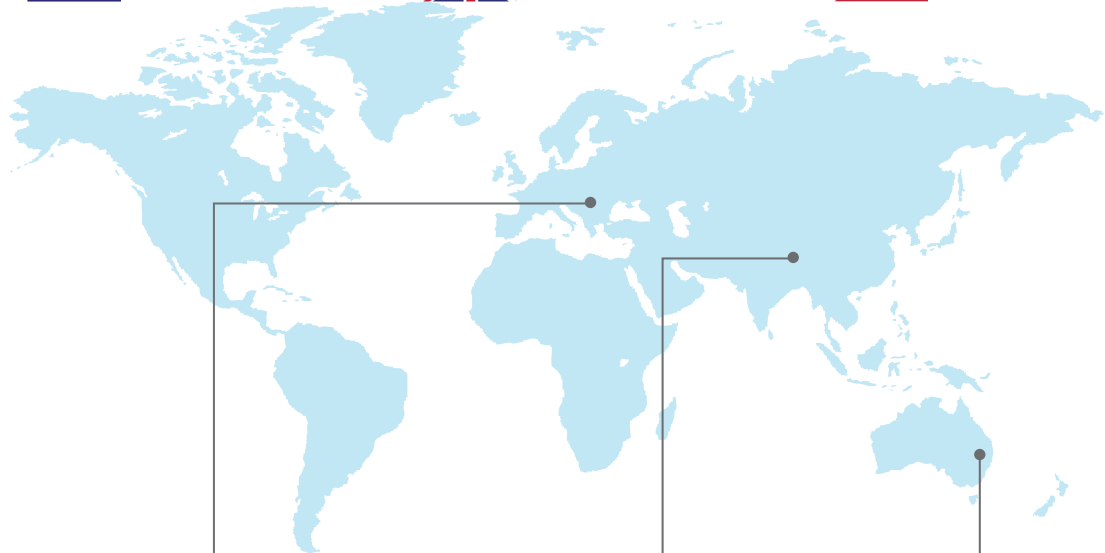
ANCESTRY

82% EUROPEANS care most about 'Walking paths that connect to other places'

77% ASIANS care most about 'Sense of safety (for all ages, genders, day/night etc.)'

78% AUSTRALASIANS care most about 'Cleanliness of public space'

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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

54% / Physical safety (paths, cars, lighting etc.)

43% / Quality of public space (footpaths and public spaces)

43% / Quality of public space (footpaths and public spaces)

SENSE OF WELCOME

#3

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

48% / Walking, cycling or public transport options

45% / Amenities and facilities (toilets, water bubblers, parents rooms etc.)

THINGS TO DO

58% / Walking paths that connect to other places

40% / Evidence of public events happening here (markets, street entertainers etc.)

36% / Outdoor restaurant, cafe and/or bar seating

UNIQUENESS

#2

64% / Elements of the natural environment (views, vegetation, topography, water etc.)

42% / Local history, heritage buildings or features

40% / A cluster of similar businesses (food, cultural traders, fashion etc.)

CARE

#1

67% / Cleanliness of public space

55% / Maintenance of public places and street furniture

36% / General condition of vegetation, street trees and other planting

INTERESTING FACTS

- Males value 'Walking paths that connect to other places', 'Maintenance of public spaces and street furniture' and 'Walking, cycling or public transport options' significantly higher than females

- Females value 'Cleanliness of public space', 'Sense of safety', 'Physical safety' and 'Amenities and facilities' significantly higher than males

- Respondents of Asian ancestry value 'Sense of safety' and 'Vegetation and natural elements' significantly higher than respondents of Australasian or European ancestry

- Respondents of European ancestry value 'Walking paths that connect to other places', 'Maintenance of public places and street furniture' and 'Walking paths that connect to other places' significantly higher than respondents of Australasian or Asian ancestry

- Workers value 'Cleanliness of public space', 'Elements of the natural environment', 'Walking paths that connect to other places' and 'Maintenance of public places and street furniture' significantly higher than residents

- Residents value 'Sense of safety' and 'Vegetation and natural elements' 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 1% / Shop window dressing (visual merchandising)

#50 1% / Evidence of recent private investment (new buildings, painting etc.)

#48 4% / Buildings and shop fronts

#47 9% / Unusual or unique buildings or public space design

#46 10% / Diversity of price points / a range of price options

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.)	Walking paths that connect to other places	Maintenance of public places and street furniture	Physical safety (paths, cars, lighting etc.)	Walking, cycling or public transport options	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	Quality of public space (footpaths and public spaces)	Vegetation and natural elements (street trees, planting, water etc.)	Highest rated attributes if not in the overall top ten
ALL	67	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	
Male	23	57%	61%	48%	78%	65%	39%	65%	22%	39%	43%	
Female	44	73%	66%	68%	48%	50%	61%	39%	57%	45%	43%	
Intersex, indeterminate or unspecified	0											
Age												
0-14	0											
15-24	2											
25-34	11	82%	73%	64%	64%	55%	55%	64%	45%	18%	27%	
35-44	23	65%	70%	83%	48%	48%	65%	35%	57%	61%	39%	
45-54	18	83%	61%	61%	56%	56%	50%	44%	39%	50%	50%	
55-64	6	67%	50%	17%	100%	83%	50%	67%	33%	33%	33%	
65-74	3											
75-84	4											
85+	0											
Country of birth (Top 3)												
Australia	48	67%	69%	63%	63%	60%	56%	44%	44%	48%	42%	
UK	4											
Philippines	3											
Ancestry (Top 3)												
European	22	64%	64%	50%	82%	64%	36%	68%	32%	50%	32%	
Australasian	18	78%	67%	61%	56%	39%	67%	39%	61%	50%	44%	
Asian	13	69%	54%	77%	23%	38%	62%	38%	62%	38%	54%	
Identity												
Residents	52	65%	62%	63%	56%	54%	52%	44%	48%	42%	46%	
Workers	16	75%	75%	56%	69%	69%	56%	44%	44%	38%	38%	
Students	2											
Visitors	2											

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