

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.

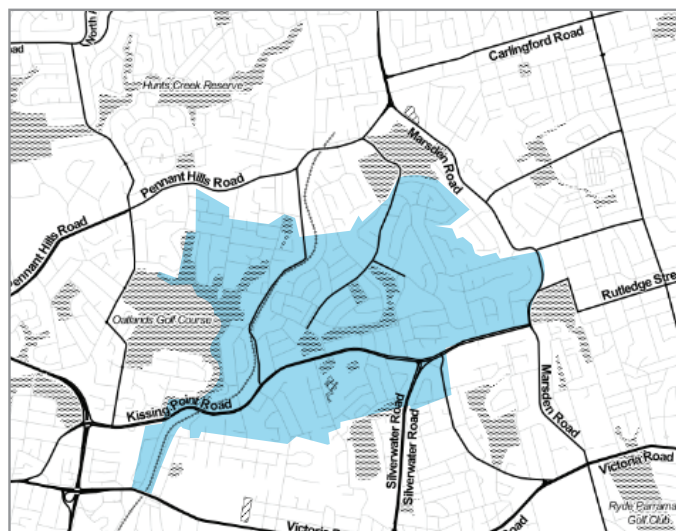
METHODOLOGY

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.

TELEOPEA, DUNDAS VALLEY & DUNDAS

CITY OF PARRAMATTA, NSW, AUSTRALIA

Teleopea, Dundas Valley & Dundas are located in the Parramatta LGA and have a total population of over 13,000.



WHAT WE CARE ABOUT

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

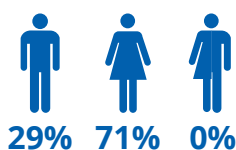


ABOUT YOUR DATASET

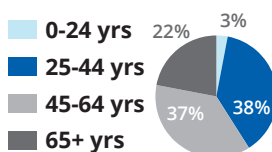
Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 147 participated with 129 completing all questions (88% completion rate).

TOTAL²
n=129

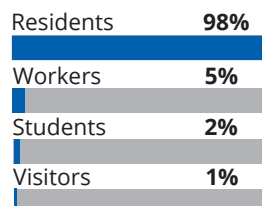
GENDER



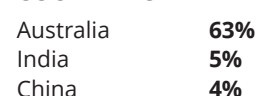
AGE



IDENTITY³

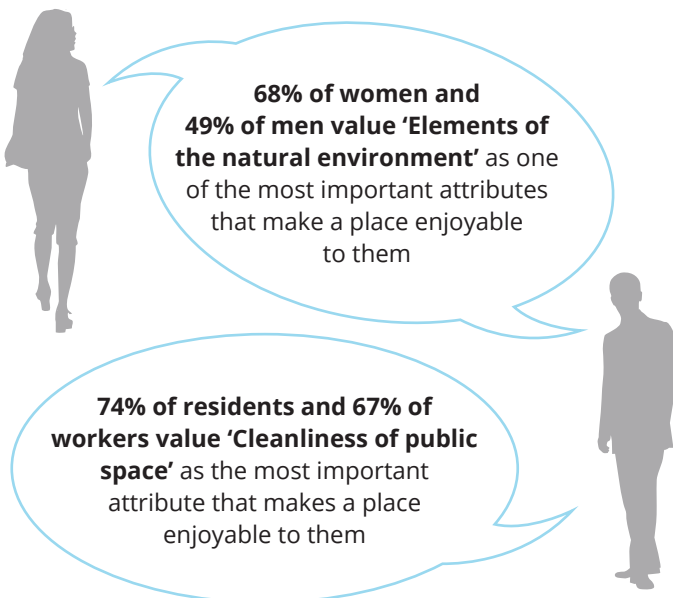


COUNTRY OF BIRTH



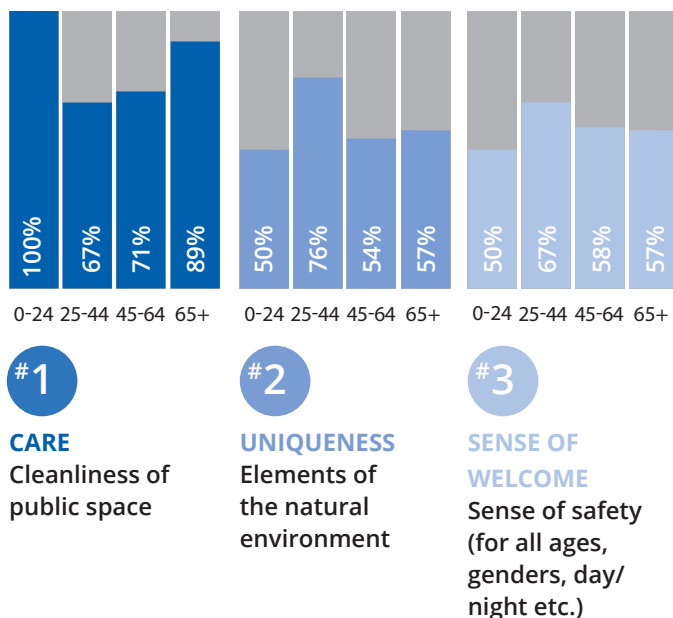
BY GENDER OR IDENTITY

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

69% AUSTRALIAN BORN
care most about 'Cleanliness of public space'



83% INDIAN BORN
care most about 'Cleanliness of public space'



100% CHINESE BORN
care most about 'Ease of walking around'*

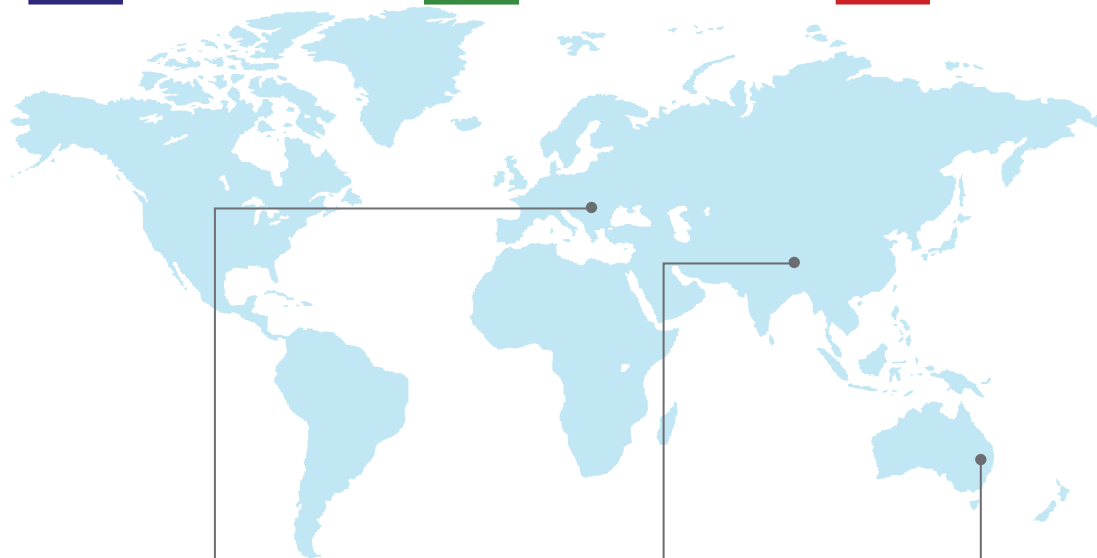


ANCESTRY

77% EUROPEANS
care most about 'Cleanliness of public space'

88% ASIANS
care most about 'Cleanliness of public space'

66% 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



- 52% / Vegetation and natural elements** (street trees, planting, water etc.)
- 48% / Physical safety** (paths, cars, lighting etc.)
- 45% / Ease of walking around** (including crossing the street, moving between destinations)

SENSE OF WELCOME



#3

- 61% / Sense of safety** (for all ages, genders, day/night etc.)
- 48% / Walking, cycling or public transport options**
- 42% / Car accessibility and parking**

THINGS TO DO



- 44% / Walking paths that connect to other places**
- 40% / Spaces suitable for specific activities** (play, entertainment, exercise etc.)
- 39% / Outdoor restaurant, cafe and/or bar seating**

UNIQUENESS



#2

- 63% / Elements of the natural environment** (views, vegetation, topography, water etc.)
- 55% / Local history, heritage buildings or features**
- 29% / Public art, community art, water or light feature**

CARE



#1

- 74% / Cleanliness of public space**
- 54% / Maintenance of public places and street furniture**
- 43% / General condition of vegetation, street trees and other planting**

INTERESTING FACTS

- Most demographic groups across gender, age, country of birth, ancestry and identity identified 'Cleanliness of public space' as the highest rated attribute with a percentage of 66% or higher across the dataset
- Respondents of Asian ancestry value 'Cleanliness of public space' significantly higher than Australian born respondents and those of Australasian ancestry
- Australian born respondents and those of European or Australasian ancestry value 'Heritage features' significantly higher than respondents of Asian ancestry
- Males value 'Vegetation and natural elements' significantly lower than females
- The older the respondent, the more likely they are to value 'Ease of walking around' and 'Walking paths that connect to other places'
- Respondents of Australasian ancestry value 'Physical safety' significantly lower than respondents of European or Asian ancestry
- Respondents aged 25-34 value 'Heritage features' significantly higher than respondents aged 35 and older

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** 4% / Shop window dressing (visual merchandising)
- #49** 7% / Evidence of recent private investment (new buildings, painting etc.)
- #48** 9% / Diversity of price points / a range of price options
- #48** 9% / Street furniture (including benches, bins, lights etc.)
- #46** 10% / Free and comfortable group seating

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 attributes⁵.

	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	Maintenance of public places and street furniture	Vegetation and natural elements (street trees, planting, water etc.)	Physical safety (paths, cars, lighting etc.)	Walking, cycling or public transport options	Ease of walking around (including crossing the street, moving between destinations)	Walking paths that connect to other places	LEGEND
		#1	#2	#3	#4	#5	#6	#7	#7	#9	#10	#1 attribute #2 attribute #3 attribute <10 respondents in dataset
ALL	129											Highest rated attributes if not in the overall top ten
Male	37	73%	49%	59%	49%	57%	38%	38%	49%	43%	49%	
Female	92	75%	68%	62%	58%	53%	58%	52%	48%	46%	42%	
Intersex, indeterminate or unspecified	0											
Age												
0-14	0											
15-24	4											
25-34	17	53%	76%	65%	29%	65%	65%	59%	53%	29%	29%	
35-44	32	75%	75%	69%	47%	63%	56%	44%	41%	47%	41%	
45-54	24	67%	46%	67%	71%	46%	46%	50%	42%	38%	42%	
55-64	24	75%	63%	50%	63%	54%	50%	42%	67%	42%	46%	
65-74	19	84%	58%	53%	53%	42%	47%	53%	47%	58%	58%	
75-84	8	100%	63%	63%	88%	50%	25%	75%	25%	63%	63%	
85+	1											
Country of birth (Top 3)												
Australia	81	69%	67%	58%	59%	52%	57%	37%	53%	44%	46%	
India	6	83%	0%	50%	33%	50%	50%	67%	17%	33%	33%	Things to do in the evening (shopping, dining, entertainment etc.)
China	5	80%	60%	100%	20%	40%	60%	80%	40%	100%	40%	
Ancestry (Top 3)												
Australasian	41	66%	63%	56%	66%	54%	63%	37%	59%	37%	51%	
European	35	77%	66%	63%	74%	57%	46%	51%	43%	49%	43%	
Asian	25	88%	60%	80%	32%	48%	48%	68%	56%	36%	40%	
Identity												
Residents	126	74%	63%	62%	55%	54%	52%	48%	49%	44%	44%	
Workers	6	67%	67%	67%	50%	50%	33%	17%	67%	67%	33%	
Students	3											
Visitors	1											