

## 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.

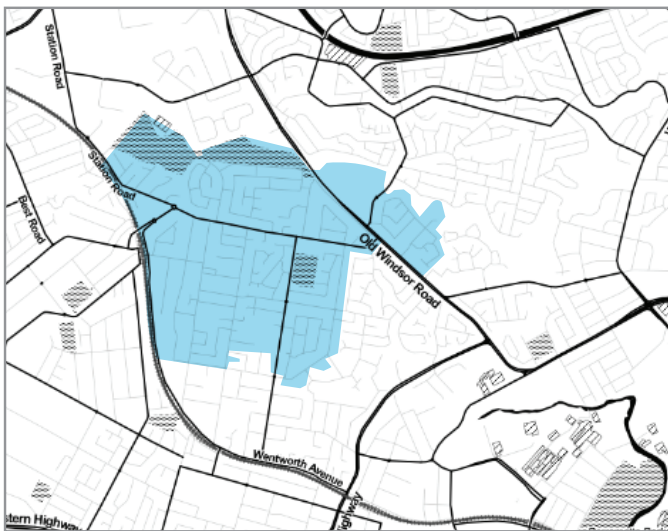
### METHODOLOGY

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.

## TOONGABBIE & OLD TOONGABBIE

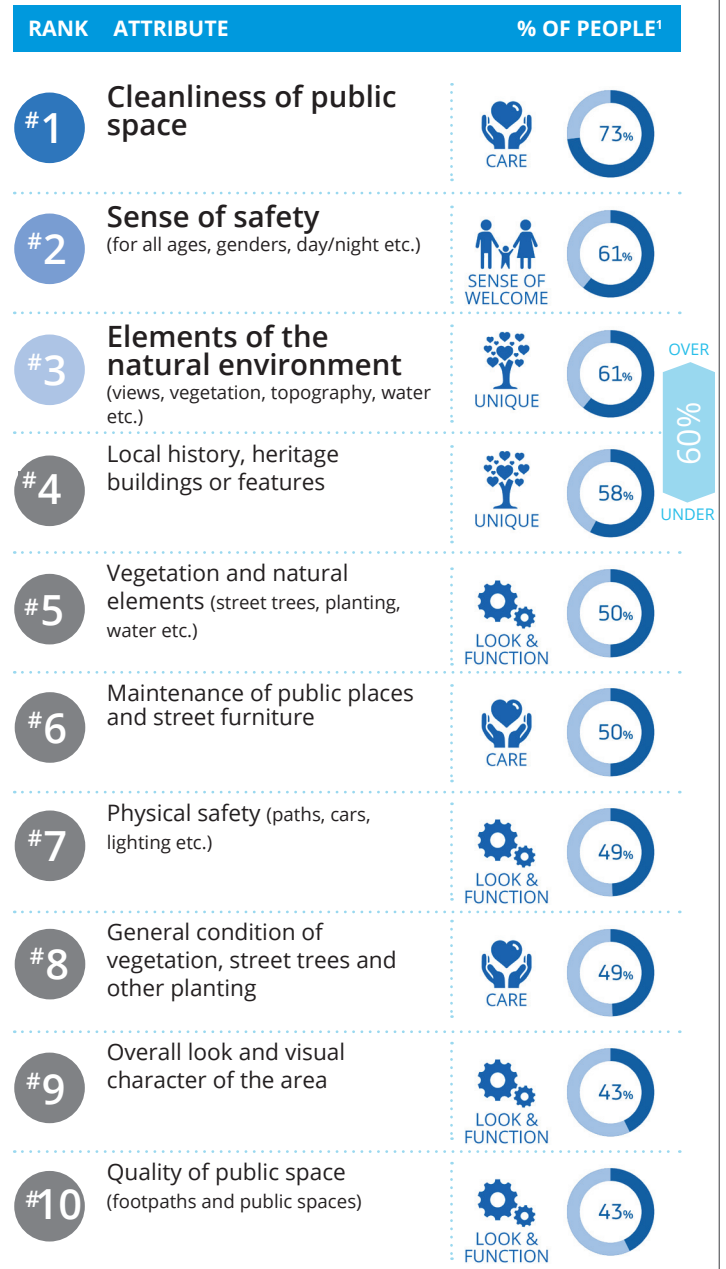
CITY OF PARRAMATTA, NSW, AUSTRALIA

Toongabbie & Old Toongabbie are located in the Parramatta LGA and have a total population of over 10,000.



## WHAT WE CARE ABOUT

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

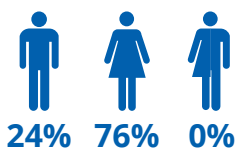


## ABOUT YOUR DATASET

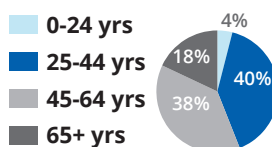
Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 144 participated with 119 completing all questions (83% completion rate).

TOTAL<sup>2</sup>  
**n=119**

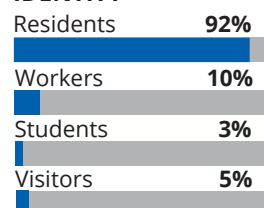
### GENDER



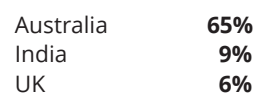
### AGE



### 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?



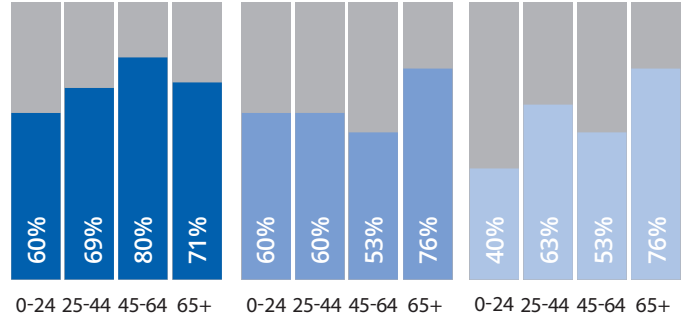
**59% of women and 66% of men value 'Sense of safety' as one of the most important attribute that make a place enjoyable to them**

**75% of workers and 33% of students 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

**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

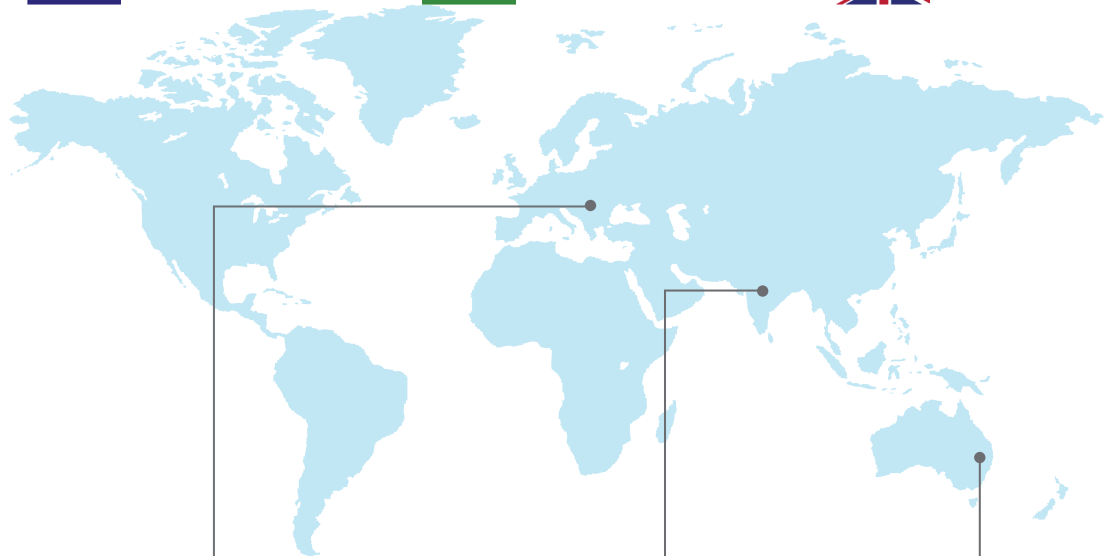
**75% AUSTRALIAN BORN** care most about 'Cleanliness of public space'



**73% INDIAN BORN** care most about 'Cleanliness of public space'\*



**100% UK BORN** care most about 'Walking paths that connect to other places'



### ANCESTRY

**72% EUROPEANS** care most about 'Elements of the natural environment'

**74% SOUTH ASIANS** care most about 'Cleanliness of public space'\*

**76% 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

**50% / Vegetation and natural elements** (street trees, planting, water etc.)

**49% / Physical safety** (paths, cars, lighting etc.)

**43% / Overall look and visual character of the area**

### SENSE OF WELCOME

#2

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

**41% / Walking, cycling or public transport options**

**41% / Service businesses** (post offices, libraries, banks etc.)

### THINGS TO DO

**43% / Walking paths that connect to other places**

**41% / Evidence of public events happening here** (markets, street entertainers etc.)

**40% / Outdoor restaurant, cafe and/or bar seating**

### UNIQUENESS

#3

**61% / Elements of the natural environment** (views, vegetation, topography, water etc.)

**58% / Local history, heritage buildings or features**

**38% / Landmarks, special features or meeting places**

### CARE

#1

**73% / Cleanliness of public space**

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

**49% / General condition of vegetation, street trees and other planting**

## INTERESTING FACTS

- Females value 'Vegetation and natural elements' significantly higher than males
- Males value 'Maintenance of public places and street furniture' and 'Quality of public space' significantly higher than females
- Australian born respondents and respondents of Australasian or European ancestry value 'Elements of the natural environment', 'Heritage features' and 'General condition of vegetation, street trees and other planting' significantly higher than Indian born respondents or respondents of a South Asian heritage
- Indian born respondents value 'Physical safety' significantly higher than Australian born respondents
- Residents value 'Sense of safety', 'Elements of the natural environment' and 'Physical safety' significantly higher than Workers
- Workers value 'Vegetation and natural elements' and 'General condition of vegetation, street trees and other planting' significantly higher than residents

## 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 10% / Evidence of recent private investment (new buildings, painting etc.)
- #49 9% / Shop window dressing (visual merchandising)
- #48 8% / Street furniture (including benches, bins, lights etc.)
- #47 6% / Point of difference from other similar streets of places
- #46 3% / Buildings and shop fronts

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	Local history, heritage buildings or features	Vegetation and natural elements (street trees, planting, water etc.)	Maintenance of public places and street furniture	Physical safety (paths, cars, lighting etc.)	General condition of vegetation, street trees and other planting	Overall look and visual character of the area	Quality of public space (footpaths and public spaces)	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#4 attribute	#5 attribute	#6 attribute	#7 attribute	#8 attribute	#9 attribute	#10 attribute	#1 attribute #2 attribute #3 attribute <10 respondents in dataset
ALL	119	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten
Male	29	76%	66%	55%	59%	41%	62%	52%	45%	45%	55%	
Female	90	72%	59%	62%	58%	53%	47%	48%	50%	42%	39%	
Intersex, indeterminate or unspecified	0											
<b>Age</b>												
0-14	0											
15-24	5	60%	60%	40%	40%	20%	40%	60%	20%	40%	40%	Welcoming to all people
25-34	16	44%	63%	63%	56%	50%	56%	44%	69%	44%	38%	Outdoor restaurant, cafe and/or bar seating
35-44	32	81%	59%	63%	34%	56%	50%	44%	47%	34%	41%	
45-54	29	79%	52%	52%	66%	45%	55%	66%	28%	41%	45%	
55-64	16	81%	56%	56%	75%	56%	31%	38%	75%	63%	38%	
65-74	18	72%	83%	78%	78%	56%	56%	39%	56%	44%	56%	
75-84	3											
85+	0											
<b>Country of birth (Top 3)</b>												
Australia	77	75%	62%	65%	64%	53%	47%	53%	53%	40%	44%	
India	11	73%	55%	36%	36%	45%	36%	73%	36%	36%	36%	Unique mix or diversity of people in the area
UK	7	57%	57%	86%	71%	29%	57%	29%	29%	71%	57%	Walking paths that connect to other places
<b>Ancestry (Top 3)</b>												
European	39	67%	54%	72%	64%	64%	46%	38%	56%	33%	49%	
Australasian	33	76%	61%	58%	64%	36%	52%	64%	45%	45%	42%	
South Asian	19	74%	74%	47%	21%	58%	58%	42%	32%	42%	42%	Unique mix or diversity of people in the area
<b>Identity</b>												
Residents	110	74%	60%	63%	58%	50%	50%	51%	46%	43%	43%	
Workers	12	75%	42%	50%	67%	67%	50%	33%	67%	33%	33%	
Students	3											
Visitors	6	67%	67%	33%	50%	33%	67%	33%	67%	50%	33%	Welcoming to all people