# 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.
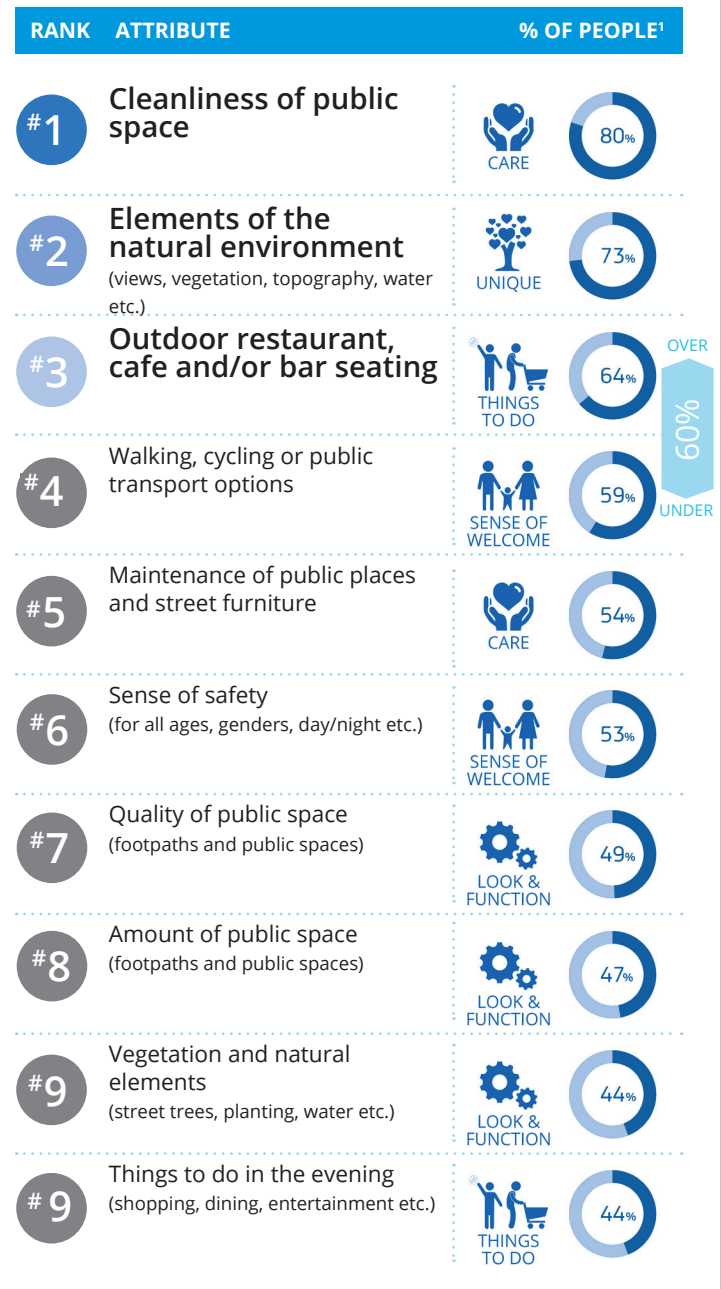
## WENTWORTH POINT

CITY OF PARRAMATTA, NSW, AUSTRALIA

Wentworth Point is located in the Parramatta LGA.



## WHAT WE CARE ABOUT

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

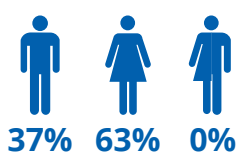| RANK | ATTRIBUTE | | % OF PEOPLE[1] |
|---|---|---|---|
| #1 | **Cleanliness of public space** | CARE | 80% |
| #2 | **Elements of the natural environment** (views, vegetation, topography, water etc.) | UNIQUE | 73% |
| #3 | **Outdoor restaurant, cafe and/or bar seating** | THINGS TO DO | 64% |
| #4 | Walking, cycling or public transport options | SENSE OF WELCOME | 59% |
| #5 | Maintenance of public places and street furniture | CARE | 54% |
| #6 | Sense of safety (for all ages, genders, day/night etc.) | SENSE OF WELCOME | 53% |
| #7 | Quality of public space (footpaths and public spaces) | LOOK & FUNCTION | 49% |
| #8 | Amount of public space (footpaths and public spaces) | LOOK & FUNCTION | 47% |
| #9 | Vegetation and natural elements (street trees, planting, water etc.) | LOOK & FUNCTION | 44% |
| #9 | Things to do in the evening (shopping, dining, entertainment etc.) | THINGS TO DO | 44% |

OVER 60% UNDER

## ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016.
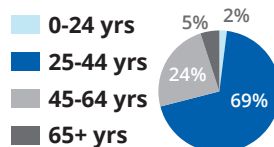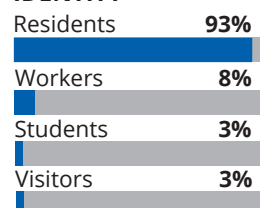A total of 76 participated with 59 completing all questions (78% completion rate).

**TOTAL** [2]
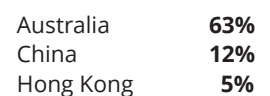**n=59**

**GENDER**
37% 63% 0%

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

5% 2% 24% 69%

**IDENTITY** [3]
| Residents | 93% |
| Workers | 8% |
| Students | 3% |
| Visitors | 3% |

**COUNTRY OF BIRTH**
| Australia | 63% |
| China | 12% |
| Hong Kong | 5% |

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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?

**73% of women compared with 91% of men value 'Cleanliness of public space'** as the most important attribute that makes a place enjoyable to them

**69% of residents compared with 80% of workers value 'Outdoor restaurant, cafe and/or bar seating'** 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+ |
|---|---|---|---|---|
| | 0% | 85% | 64% | 100% |
| | 100% | 68% | 79% | 100% |
| | 100% | 66% | 64% | 33% |
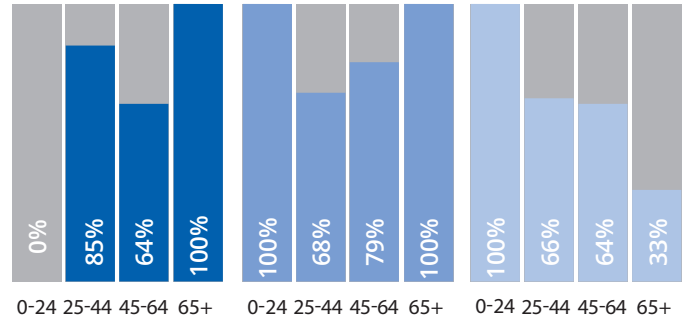
**#1 CARE**
Cleanliness of public space

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

**#3 THINGS TO DO**
Outdoor restaurant, cafe and/or bar seating

## BY BIRTH & ANCESTRY

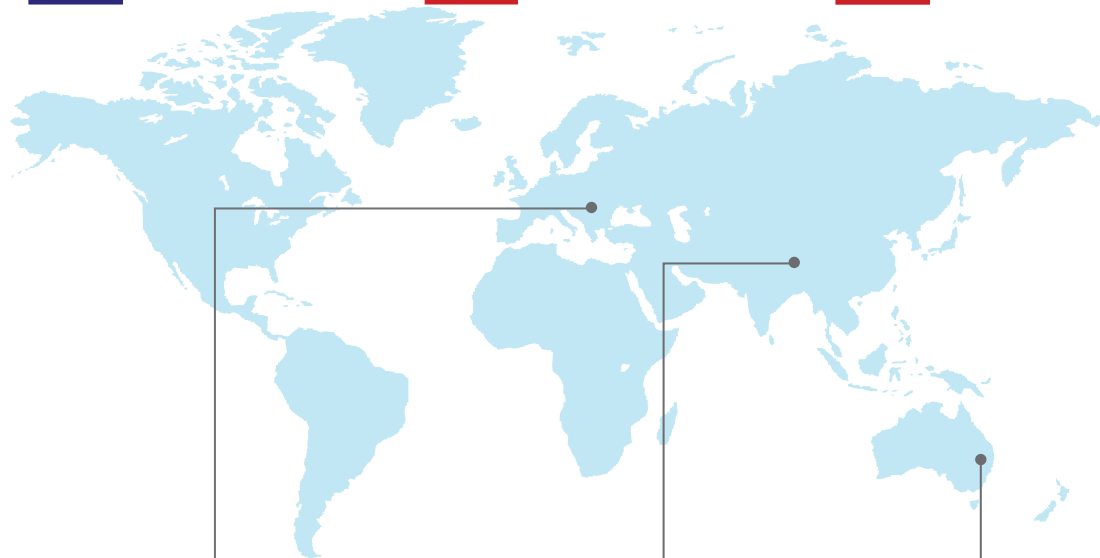Does your country of birth or your ancestry change what you care about? [4]

**BIRTH**

**76%** AUSTRALIAN BORN care most about 'Elements of the natural environment'

**100%** CHINESE BORN care most about 'Cleanliness of public space'

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

**ANCESTRY**

**80%** EUROPEANS care most about 'Cleanliness of public space'

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

**76%** AUSTRALASIANS care most about 'Elements of the natural environment'

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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

**49% / Quality of public space** (footpaths and public spaces)

**47% / Amount of public space** (footpaths and public spaces)

**44% / Vegetation and natural elements** (street trees, planting, water etc.)

### SENSE OF WELCOME

**59% / Walking, cycling or public transport options**

**53% / Sense of safety** (for all ages, genders, day/night etc.)

**41% / Car accessibility and parking**

### THINGS TO DO

**#3**

**64% / Outdoor restaurant, cafe and/or bar seating**

**44% / Things to do in the evening** (shopping, dining, entertainment etc.)

**41% / Walking paths that connect to other places**

### UNIQUENESS

**#2**

**73% / Elements of the natural environment** (views, vegetation, topography, water etc.)

**39% / Local history, heritage buildings or features**

**37% / A cluster of similar businesses** (food, cultural traders, fashion etc.)

### CARE

**#1**

**80% / Cleanliness of public space**

**54% / Maintenance of public places and street furniture**

**44% / General condition of vegetation, street trees and other planting**

## INTERESTING FACTS

- All demographic groups (with a dataset of more than 10) across gender, age, country of birth, ancestry and identity identified 'Cleanliness of public space' and 'Elements of the natural environment' is their top three attributes

- Males value 'Outdoor restaurant, cafe and/or bar seating' significantly higher than females

- The older the respondent, the more likely they are to value 'Vegetation and natural elements'

- Residents of Asian ancestry value 'Quality of public space' significantly higher than they value 'Amount of public space'

- Residents of Australasian ancestry value 'Cleanliness of public space' significantly lower than those of Asian ancestry

- Females value 'Quality of public space' and 'Amount of public space' significantly lower 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** 0% / Evidence of recent private investment (new buildings, painting etc.)

**#49** 3% / Shop window dressing (visual merchandising)

**#48** 5% / Culturally diverse businesses (range of ethnicities and interests etc.)

**#48** 5% / Street furniture (including benches, bins, lights etc.)

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

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.

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## 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.) | Outdoor restaurant, cafe and/or bar seating | Walking, cycling or public transport options | Maintenance of public places and street furniture | Sense of safety (for all ages, genders, day/night etc.) | Quality of public space (footpaths and public spaces) | Amount of public space (footpaths and public spaces) | Vegetation and natural elements (street trees, planting, water etc.) | Things to do in the evening (shopping, dining, entertainment etc.) | Highest rated attributes if not in the overall top ten |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALL | 59 | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #9 | |
| Male | 22 | 91% | 73% | 82% | 59% | 68% | 59% | 68% | 55% | 36% | 55% | |
| Female | 37 | 73% | 73% | 54% | 59% | 46% | 49% | 38% | 43% | 49% | 38% | |
| Intersex, indeterminate or unspecified | 0 | | | | | | | | | | | |
| **Age** | | | | | | | | | | | | |
| 0-14 | 0 | | | | | | | | | | | |
| 15-24 | 1 | | | | | | | | | | | |
| 25-34 | 23 | 83% | 70% | 65% | 57% | 30% | 52% | 43% | 43% | 30% | 48% | |
| 35-44 | 18 | 89% | 67% | 67% | 50% | 83% | 67% | 50% | 44% | 44% | 50% | |
| 45-54 | 7 | 57% | 86% | 71% | 86% | 100% | 43% | 57% | 71% | 57% | 43% | |
| 55-64 | 7 | 71% | 71% | 57% | 71% | 14% | 29% | 29% | 43% | 71% | 29% | |
| 65-74 | 2 | | | | | | | | | | | |
| 75-84 | 0 | | | | | | | | | | | |
| 85+ | 1 | | | | | | | | | | | |
| **Country of birth (Top 3)** | | | | | | | | | | | | |
| Australia | 37 | 73% | 76% | 73% | 62% | 54% | 43% | 57% | 51% | 46% | 46% | |
| China | 7 | 100% | 43% | 43% | 71% | 43% | 57% | 29% | 43% | 29% | 0% | Free and comfortable places to sit alone |
| Hong Kong | 3 | | | | | | | | | | | |
| **Ancestry (Top 3)** | | | | | | | | | | | | |
| Australasian | 21 | 71% | 76% | 62% | 62% | 52% | 43% | 38% | 43% | 52% | 33% | |
| European | 15 | 80% | 73% | 73% | 73% | 60% | 53% | 67% | 60% | 47% | 47% | |
| Asian | 13 | 100% | 69% | 69% | 54% | 54% | 62% | 54% | 31% | 31% | 54% | |
| **Identity** | | | | | | | | | | | | |
| Residents | 55 | 80% | 73% | 69% | 62% | 53% | 51% | 49% | 49% | 45% | 45% | |
| Workers | 5 | 60% | 80% | 80% | 60% | 60% | 40% | 80% | 60% | 40% | 40% | |
| Students | 2 | | | | | | | | | | | |
| Visitors | 2 | | | | | | | | | | | |

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