

## 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.

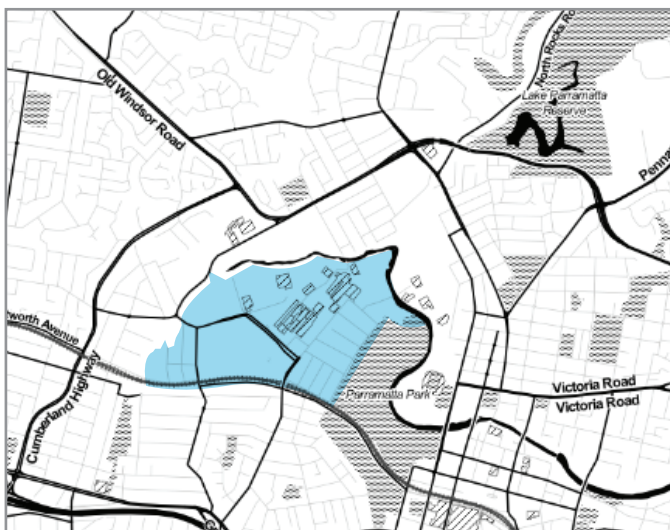
### METHODOLOGY

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.

## WESTMEAD

CITY OF PARRAMATTA, NSW, AUSTRALIA

Westmead is located in the Parramatta LGA and has a total population of over 7,500.



## WHAT WE CARE ABOUT

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



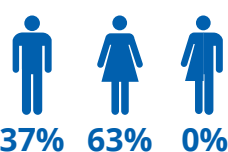
## ABOUT YOUR DATASET

Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 121 participated with 99 completing all questions (82% completion rate).

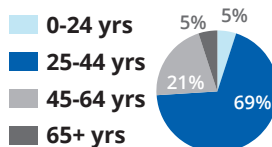
### TOTAL<sup>2</sup>

n=99

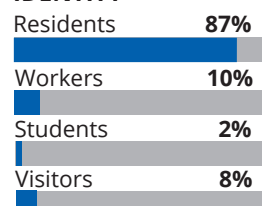
### GENDER



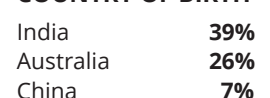
### AGE



### IDENTITY<sup>3</sup>

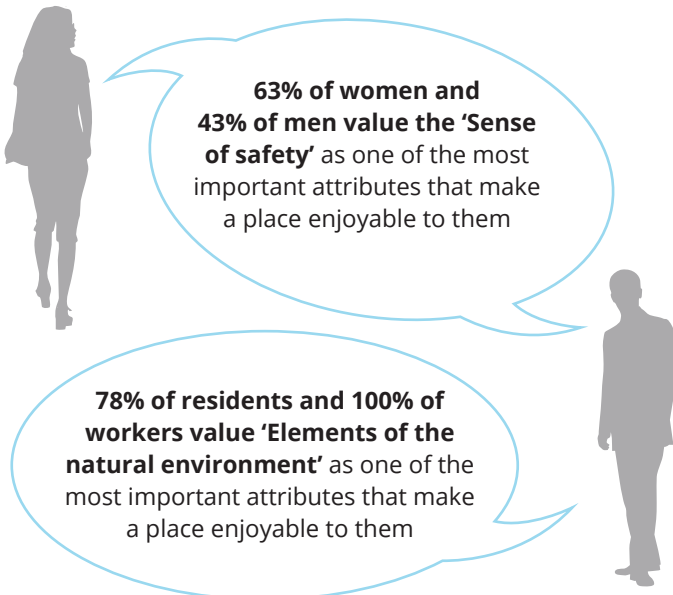


### COUNTRY OF BIRTH



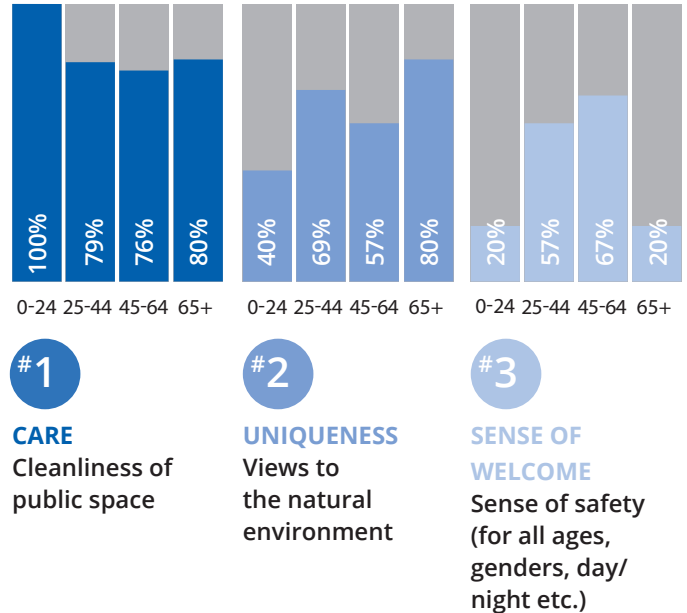
## BY GENDER OR IDENTITY

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



## 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 most about? <sup>4</sup>

### BIRTH

**85% AUSTRALIAN BORN**  
care most about 'Cleanliness of public space'



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



**74% INDIAN BORN**  
care most about 'Cleanliness of public space'



### ANCESTRY

**88% EUROPEANS**  
care most about 'Local, history, heritage buildings or features'

**76% ASIANS**  
care most about 'Cleanliness of public space'

**80% SOUTH ASIANS**  
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



- 54% / Vegetation and natural elements** (street trees, planting, water etc.)
- 49% / Ease of walking around** (including crossing the street, moving between destinations)
- 41% / Physical safety** (paths, cars, lighting etc.)

### SENSE OF WELCOME



- #3 56% / Sense of safety** (for all ages, genders, day/night etc.)
- 43% / Walking, cycling or public transport options**
- 39% / Service businesses** (post offices, libraries, banks etc.)

### THINGS TO DO



- 46% / Things to do in the evening** (shopping, dining, entertainment etc.)
- 38% / Evidence of public events happening here** (markets, street entertainers etc.)
- 37% / Spaces suitable for specific activities** (play, entertainment, exercise etc.)

### UNIQUENESS



- #2 66% / Elements of the natural environment** (views, vegetation, topography, water etc.)
- 48% / Local history, heritage buildings or features**
- 44% / Landmarks, special features or meeting places**

### CARE



- #1 80% / Cleanliness of public space**
- 46% / Maintenance of public places and street furniture**
- 42% / General condition of vegetation, street trees and other planting**

## INTERESTING FACTS

- Males value 'Landmarks' and 'Walking, cycling and public transport options' significantly higher than females
- Females value 'Cleanliness' and 'Sense of safety' significantly higher than males
- Indian born respondents value 'Things to do in the evening' significantly higher than Australian born respondents
- Australian born respondents value the 'Natural environment', 'Vegetation and natural elements' and 'Heritage features' significantly higher than Indian born respondents
- Workers value 'Cleanliness', 'Sense of safety' and the 'Natural environment' significantly higher than residents
- Respondents of European ancestry value the 'Natural environment', 'Vegetation and natural elements', 'Heritage features' and 'Walking, cycling and public transport options' significantly higher than respondents of Asian or South Asian ancestry
- Respondents of South Asian or Asian ancestry value 'Sense of safety' significantly higher than respondents of European ancestry

## 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 6% / Evidence of recent private investment (new buildings, painting etc.)**
- #48 8% / Diversity of price points / a range of price options**
- #47 9% / Unusual or unique buildings or public space design**
- #46 10% / Point of difference from other similar streets of places**

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	Elements of the natural environment (views, vegetation, topography, water, etc.)	Sense of safety (for all ages, genders, day/night etc.)	Vegetation and natural elements (street trees, planting, water etc.)	Ease of walking around (including crossing the street, moving between destinations)	Local history, heritage buildings or features	Things to do in the evening (shopping, dining, etc.)	Maintenance of public places and street furniture	Landmarks, special features or meeting places	Walking, cycling or public transport options	LEGEND
		#1 attribute	#2 attribute	#3 attribute	#4 attribute	#5 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#10 attribute	#1 attribute
		#2 attribute	#3 attribute	#4 attribute	#5 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#10 attribute	#1 attribute	#2 attribute
		#3 attribute	#4 attribute	#5 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#10 attribute	#1 attribute	#2 attribute	#3 attribute
		#4 attribute	#5 attribute	#6 attribute	#7 attribute	#7 attribute	#9 attribute	#10 attribute	#1 attribute	#2 attribute	#3 attribute	<10 respondents in dataset
ALL	99	#1	#2	#3	#4	#5	#6	#7	#7	#9	#10	Highest rated attributes if not in the overall top ten
Male	37	73%	65%	43%	57%	43%	51%	46%	51%	54%	59%	
Female	62	84%	66%	63%	52%	53%	47%	47%	44%	39%	34%	
Intersex, indeterminate or unspecified	0											
<b>Age</b>												
0-14	2											
15-24	3											
25-34	26	85%	73%	69%	54%	46%	58%	35%	50%	50%	35%	
35-44	42	76%	67%	50%	50%	57%	36%	55%	45%	36%	48%	
45-54	16	81%	50%	56%	44%	38%	63%	50%	44%	69%	38%	General condition of vegetation, street trees and other planting
55-64	5	60%	80%	100%	60%	60%	60%	40%	60%	20%	40%	Walking paths that connect to other places
65-74	4											
75-84	0											
85+	1											
<b>Country of birth (Top 3)</b>												
India	39	74%	56%	51%	46%	56%	33%	56%	46%	41%	46%	
Australia	26	85%	81%	42%	65%	54%	62%	42%	38%	38%	50%	
China	7	100%	57%	100%	29%	43%	43%	14%	43%	86%	29%	
<b>Ancestry (Top 3)</b>												
South Asian	35	80%	60%	49%	54%	49%	40%	46%	43%	43%	37%	
Asian	34	76%	62%	68%	44%	53%	38%	50%	59%	44%	47%	
European	16	81%	81%	38%	75%	50%	88%	50%	38%	31%	63%	
<b>Identity</b>												
Residents	86	78%	63%	53%	52%	52%	48%	48%	44%	42%	44%	
Workers	10	90%	100%	70%	60%	50%	70%	40%	70%	50%	50%	
Students	2											
Visitors	8	88%	63%	50%	63%	50%	25%	50%	63%	63%	38%	Free and comfortable places to sit alone