

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.

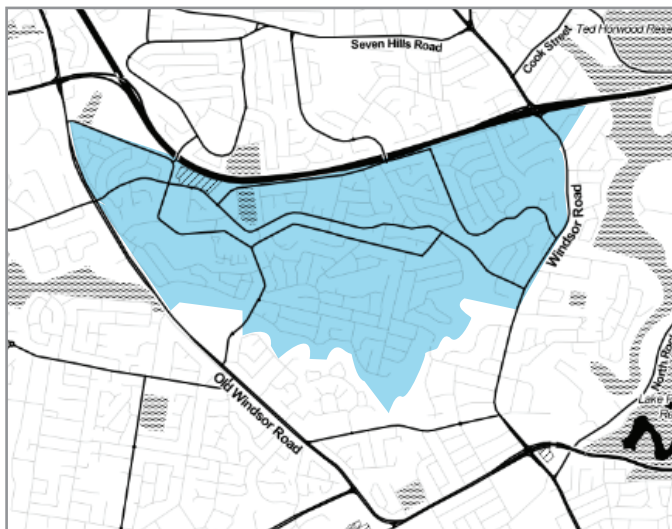
METHODOLOGY

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.

WINSTON HILLS

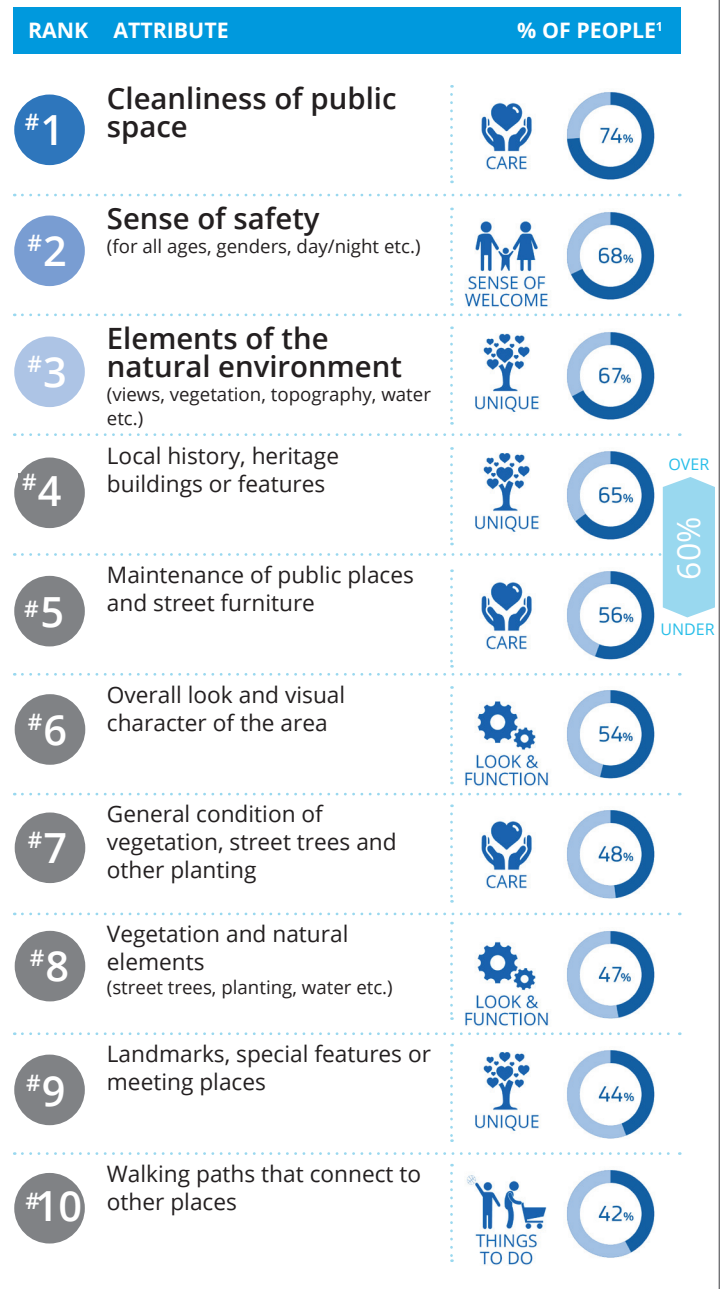
CITY OF PARRAMATTA, NSW, AUSTRALIA

Winston Hills is located in the Parramatta LGA and has a total population of over 11,500.



WHAT WE CARE ABOUT

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

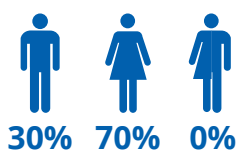


ABOUT YOUR DATASET

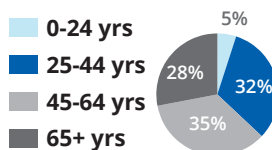
Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 163 participated with 142 completing all questions (87% completion rate).

TOTAL²
n=142

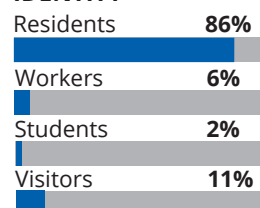
GENDER



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?



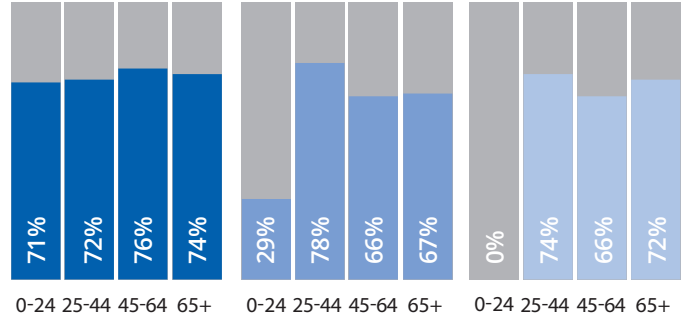
51% of women and 60% of men value the 'Overall look and visual character of the area' as one of the most important attribute that make a place enjoyable to them

63% of residents and 88% of visitors value 'Local history, heritage buildings or features' 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? ⁴

BIRTH

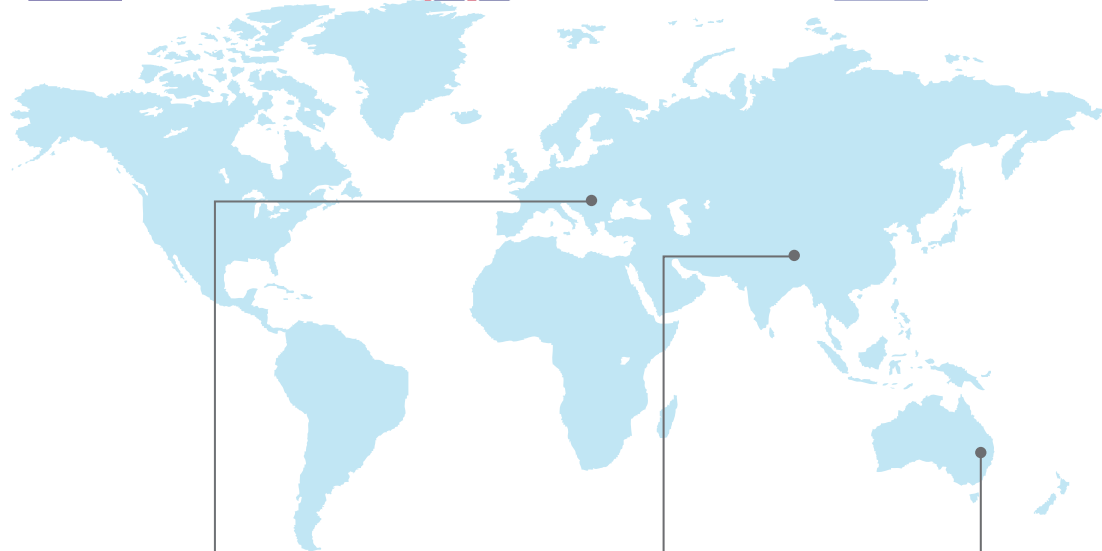
73% AUSTRALIAN BORN care most about 'Cleanliness of public space'



88% UK BORN (n=8) care most about 'Maintenance of public space and street furniture'



75% NEW ZEALAND BORN (n=4) care most about 'Cleanliness of public space'



ANCESTRY

77% EUROPEANS care most about 'Elements of the natural environment'

79% ASIANS care most about 'Cleanliness of public space'

76% AUSTRALASIANS care most about 'Local history, heritage buildings or features'

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% / Overall look and visual character of the area

47% / Vegetation and natural elements (street trees, planting, water etc.)

41% / Ease of walking around (including crossing the street, moving between destinations)

SENSE OF WELCOME

#2 68% / Sense of safety (for all ages, genders, day/night etc.)

42% / Walking, cycling or public transport options

39% / Car accessibility and parking

THINGS TO DO

42% / Walking paths that connect to other places

39% / Outdoor restaurant, cafe and/or bar seating

37% / Evidence of public events happening here (markets, street entertainers etc.)

UNIQUENESS

#3 67% / Elements of the natural environment (views, vegetation, topography, water etc.)

65% / Local history, heritage buildings or features

44% / Landmarks, special features or meeting places

CARE

#1 74% / Cleanliness of public space

56% / Maintenance of public places and street furniture

48% / General condition of vegetation, street trees and other planting

INTERESTING FACTS

- The older the respondent, the more likely they are to value 'Walking paths that connect to other places'
- Respondents with Australasian and European ancestry value 'Sense of safety' significantly more than respondents of Asian ancestry
- Respondents of Asian ancestry value 'Landmarks, special features or meeting places' significantly higher than respondents of European and Australasian ancestry
- Visitors value 'Walking paths that connect to other places' significantly lower than residents and workers
- Females value 'Maintenance of public places and street furniture' much higher than males. Females also value 'Walking paths that connect to other places' significantly higher than males
- Respondents of Australasian and European ancestry value 'General condition of vegetation, street trees and other planting' significantly higher than respondents of Asian ancestry
- UK born respondents value 'Maintenance of public places and street furniture' and 'Overall look and visual character of the area' significantly higher than Australian born respondents

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** 3% / Evidence of recent private investment (new buildings, painting etc.)
- #49** 5% / Shop window dressing (visual merchandising)
- #48** 9% / Diversity of price points / a range of price options
- #48** 9% / Culturally diverse businesses (range of ethnicities and interests etc.)
- #46** 11% / Businesses that reflect the local community and values

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.

	TOTAL (n)	Cleanliness of public space	Sense of safety (for all ages, genders, day/night etc.)	Elements of the natural environment (views, vegetation, topography, water etc.)	Local history, heritage buildings or features	Maintenance of public places and street furniture	Overall look and visual character of the area	General condition of vegetation, street trees and other planting	Vegetation and natural elements (street trees, planting, water etc.)	Landmarks, special features or meeting places	Walking paths that connect to other places	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	142	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	Highest rated attributes if not in the overall top ten
Male	43	74%	65%	72%	70%	51%	60%	44%	44%	35%	56%	
Female	99	74%	70%	65%	63%	59%	51%	49%	48%	47%	36%	
Intersex, indeterminate or unspecified	0											
Age												
0-14	1											
15-24	6	67%	33%	0%	33%	50%	50%	17%	17%	83%	0%	Interaction with locals/ other people
25-34	15	80%	73%	73%	53%	53%	53%	40%	47%	13%	40%	A cluster of similar businesses
35-44	31	68%	81%	74%	68%	61%	58%	48%	52%	39%	39%	
45-54	31	77%	74%	71%	65%	55%	48%	48%	48%	58%	23%	
55-64	19	74%	53%	58%	74%	63%	53%	53%	47%	63%	53%	
65-74	30	77%	73%	70%	60%	50%	63%	53%	43%	27%	67%	
75-84	8	63%	38%	75%	88%	63%	25%	38%	63%	38%	63%	
85+	1											
Country of birth (Top 3)												
Australia	106	73%	68%	69%	72%	58%	55%	49%	46%	41%	49%	
UK	8	50%	63%	63%	75%	88%	88%	63%	63%	50%	25%	
New Zealand	4											
Ancestry (Top 3)												
European	56	75%	70%	77%	63%	59%	52%	46%	45%	43%	46%	
Australasian	49	73%	71%	59%	76%	61%	61%	49%	49%	41%	51%	
Asian	14	79%	50%	36%	36%	29%	36%	36%	57%	79%	29%	
Identity												
Residents	122	74%	67%	71%	63%	57%	55%	50%	51%	41%	46%	
Workers	8	88%	88%	75%	75%	63%	38%	25%	63%	38%	38%	Welcoming to all people
Students	3											
Visitors	16	81%	75%	50%	88%	56%	44%	50%	31%	63%	19%	