

LIFE IN VICTORIA



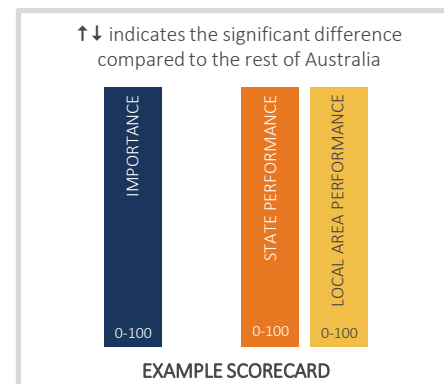
WHAT MAKES SOMEWHERE A GOOD PLACE TO LIVE?

We asked 3,385 Victorians (12,638 Australians) to select the attributes they believe are important in making somewhere a good place to live. We also asked them to rate how well our state and their local areas performed on all attributes.

Victorians told us that **feeling safe** is by far the most important attribute that makes somewhere a good place to live. Access to **high quality health services** and **affordable decent housing** are very important as is **reliable and efficient public transport**, **access to the natural environment** and **good job prospects**. When compared to the rest of Australia, Victorians placed a higher value on **reliable and efficient public transport**, **high quality education opportunities** and **opportunity for all**.

Victoria performed highest in the non-essential areas of **shopping, leisure and dining, sports and recreation** and **cultural facilities**. Victorians scored our state's performance lowest in the areas of **road congestion**, the provision of **affordable decent housing** and **good job prospects**. Compared with the rest of Australia, Victorians gave higher scores for our state's performance on access to **high quality health services**, **a strong sense of community**, **shopping, dining and leisure**, **social cohesion**, **prosperous economy**, **sports and recreation** and **cultural facilities**.

The average importance, and state and local performance scores for the 16 attributes are presented below.



This survey was administered in December 2014 using the MyView online panel. The data has been weighted by age, gender and location (metro/non-metro within state) to reflect the population distribution.

Please contact Daniel Evans or Jennifer Brook if you are interested in learning more about Life in Victoria.

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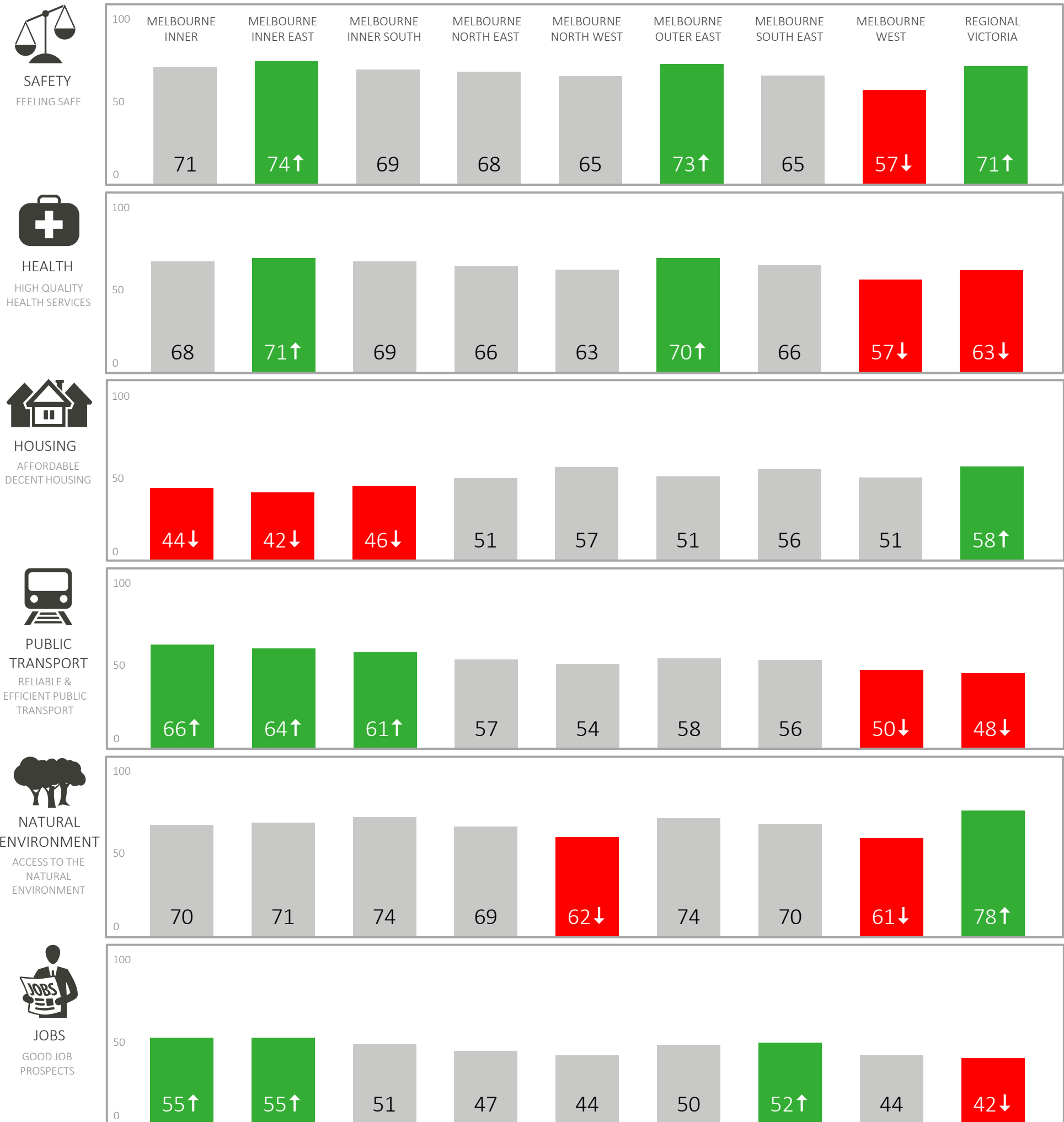
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HOW DO VICTORIANS RATE THEIR LOCAL AREA?

Feeling safe is easily the most important attribute in making somewhere a good place to live. Those who reside in **Melbourne's Inner East, Outer East** and **Regional Victoria** rated their local area as performing well on this attribute, relative to those who reside in **Melbourne's West**, who were notably less likely to. Those same residents from **Melbourne's West** rated their local area comparatively lower on three other important attributes: **high quality health services, reliable and efficient public transport** and **access to the natural environment**.

Affordable decent housing was rated lowest for people who reside in **Inner Melbourne, Melbourne's Inner East** and **Inner South**. Conversely, residents from those areas rated access to **reliable and efficient public transport** considerably higher than the balance of Victorians.

Regional Victorians rated their local area as performing higher on **access to the natural environment, feeling safe** and **affordable decent housing** compared to **Melbournians**. On the other hand, **Regional Victorians** rated their local area worse in the areas of **good job prospects, reliable and efficient public transport** and **high quality health services**.



Green shading (↑) & red shading (↓) indicates statistical significance compared to the average local performance.