

PRESS RELEASE

Adelaide's Central and Hills and NSW's Murray top the most liveable metropolitan and regional locations: Ipsos *Life in Australia 2020* survey

Feeling safe, affordable decent housing and high-quality health services the three most important attributes in places to live

November 9, 2020

Adelaide's Central and Hills areas are the most liveable metropolitan locations in the country based on Ipsos's *Life in Australia 2020* 'Liveability Index' with a ranking of 71.5. Adelaide was the only metropolitan location in the country that rated above average across all 16 liveability metrics.

Sydney dominated the 10 most liveable metropolitan locations with four areas: Sutherland in second spot, the city and Inner South (no. 6), North Sydney and Hornsby (no. 7) and Northern Beaches (no. 8).

In other metropolitan locations, Perth and Brisbane both had two areas in the top 10. In Perth, the inner area was in third spot, Northwest (no. 9), while in Brisbane it was the inner city in fifth position, Brisbane West (no.10). Melbourne had one area in the top 10 – the Inner South in fourth position.

Metropolitan Australia's 10 Most Liveable Regions

1	Adelaide - Central and Hills	71.5	7.9	6.3	7.4	6.9	8.0	6.2	7.3	7.2	7.0	7.4	7.2	6.7	6.5	6.9	6.4	7.7
2	Sydney - Sutherland	71.2	7.9	5.6	7.5	7.3	8.7	6.2	7.4	7.3	7.3	7.3	6.6	5.5	6.7	6.8	4.9	7.8
3	Perth - Inner	71.0	7.8	5.3	7.8	7.7	6.1	6.5	7.2	7.9	6.3	7.6	7.1	6.0	6.7	6.5	6.9	7.4
4	Melbourne - Inner South	70.4	7.8	5.4	7.7	7.5	7.7	6.2	7.5	7.1	6.8	7.5	7.0	5.7	6.7	6.7	5.6	7.5
5	Brisbane Inner City	70.3	7.5	5.8	7.8	7.3	7.3	6.5	7.5	7.4	6.6	7.5	7.0	5.3	6.9	6.9	6.8	7.0
6	Sydney - City and Inner South	70.2	7.4	5.8	7.4	7.5	7.1	7.0	7.4	7.5	6.8	7.3	7.1	5.6	6.8	7.0	6.9	7.1
7	Sydney - North Sydney and Hornsby	70.1	6.1	4.7	7.8	7.5	7.8	6.3	7.2	7.4	6.9	7.6	6.9	5.0	7.0	6.6	5.3	7.0
8	Sydney - Northern Beaches	69.8	7.9	4.2	7.7	7.1	8.9	6.4	7.5	6.9	7.1	7.4	6.9	4.9	6.9	6.5	5.2	7.8
9	Perth - North West	69.6	7.3	6.1	7.6	7.2	7.9	5.9	7.4	7.2	6.7	7.2	6.7	6.3	6.3	6.6	5.3	7.2
10	Brisbane - West	69.2	8.0	5.7	7.6	7.1	7.6	6.0	6.8	7.1	6.7	7.5	7.0	4.7	6.7	6.5	5.4	7.2

■ Above Average
 ■ Below Average

Regional Australia

The most liveable regional location was the Murray region in NSW with a ranking of 70.4. It rated above average compared to other regional locations for every metric except for 'access to the natural environment'.

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South East Queensland was heavily represented in the 10 most liveable regional areas, with the Gold Coast in third spot, Sunshine Coast (no. 5), Moreton Bay South (no. 8) and Toowoomba (no. 9) making the list. Three Victorian locations made the top 10 with Warrnambool and the South West in second spot, Ballarat (no. 6) and Hume (no. 7), along with two NSW locations, the Murray (no. 1) and Newcastle and Lake Macquarie (no. 4), and the Wheat Belt in Western Australia rounding out the top 10.

Regional Australia's 10 Most Liveable Regions

1	NSW - Murray	70.4	7.3	6.7	7.2	5.0	8.2	6.2	6.7	7.3	6.8	7.5	6.6	7.9	6.4	6.8	6.4	7.6
2	VIC - Warrnambool and South West	69.6	7.8	6.3	7.1	4.9	8.7	5.6	6.0	7.7	7.2	6.7	6.5	8.2	6.5	6.2	4.4	7.6
3	QLD - Gold Coast	68.8	7.1	5.9	7.5	6.4	8.3	6.0	7.5	7.0	6.8	7.2	6.8	5.5	6.5	6.7	5.6	7.1
4	NSW - Newcastle and Lake Macquarie	68.7	7.2	6.0	7.3	6.2	8.2	6.0	7.1	6.9	6.6	7.3	6.8	8.2	6.5	6.8	5.8	7.3
5	QLD - Sunshine Coast	68.6	7.5	5.7	7.7	5.7	8.6	5.4	7.1	6.8	7.0	7.0	6.6	6.1	6.5	6.2	5.3	7.2
6	VIC - Ballarat	68.5	7.2	6.6	7.4	5.8	7.8	5.4	6.9	7.0	6.7	7.4	6.5	6.9	5.9	6.4	6.3	7.7
7	VIC - Hume	68.2	7.5	6.5	7.0	4.6	8.3	5.3	6.3	7.0	7.0	6.7	6.8	7.4	6.1	6.4	5.5	7.4
8	QLD - Moreton Bay - South	67.8	7.4	6.3	7.3	6.4	7.5	6.0	7.2	6.9	6.4	7.3	6.7	5.2	6.3	6.6	5.2	7.1
9	QLD - Toowoomba	67.8	7.3	6.5	7.5	4.8	6.9	6.0	7.0	6.9	6.7	7.7	6.7	6.8	6.6	6.7	5.9	6.9
10	WA - Wheat Belt	67.8	8.3	6.9	6.7	3.2	8.3	5.2	5.1	6.5	7.0	6.1	6.8	8.4	5.8	6.5	5.0	6.9

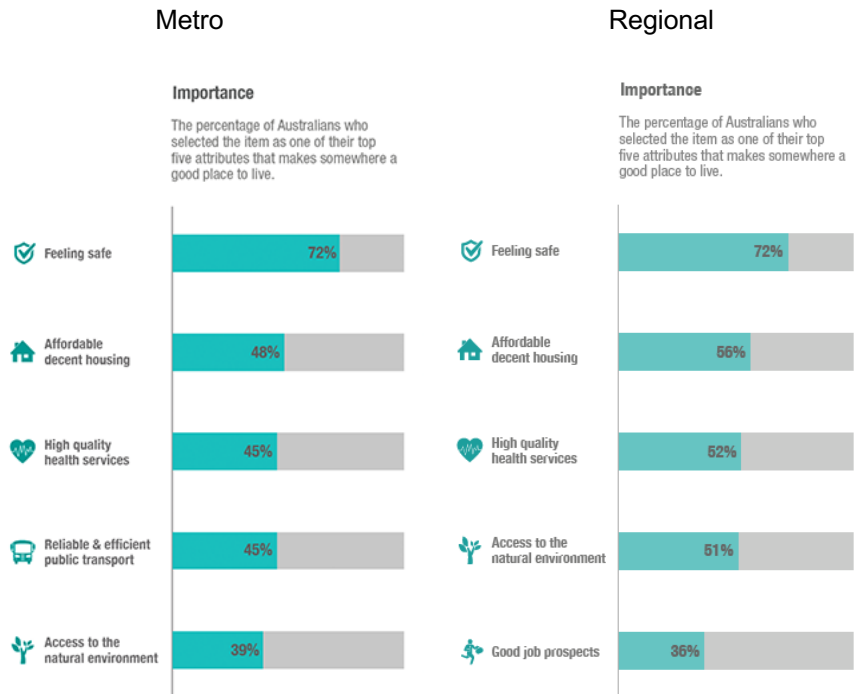
■ Above Average
 ■ Below Average

Top five attributes that make somewhere a good place to live

The number one attribute for Australians when choosing a place to live is 'feeling safe' for both metropolitan and regional areas (both at 72%). Similarly, for both areas 'affordable decent housing' (48% metropolitan/56% regional) and 'high-quality health services' (45% metropolitan/52% regional) rounded out the top three most important attributes.

For metropolitan Australia, 'reliable & efficient public transport' (45%) and 'access to the natural environment' (39%) were the fourth and fifth most important attributes, while for regional Australia 'access to the natural environment' (51%) sat as fourth most important attribute and 'good job prospects' (36%) as the fifth.

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Ipsos Public Affairs Director, Stuart Clark, said: “Our ongoing polling has shown major changes in Australians’ priorities during the pandemic. Our regular *Ipsos Issues Monitor* shows that the economy, jobs and healthcare have all rocketed back to the top of the list as most important issues facing the nation. However, it’s interesting to see that the fundamental values that Australians look for in a place to live haven’t changed.

“Safety, affordable housing and health services are the most important features that Australians look for in the places we live. It is interesting that the importance of being able to access the natural environment in your local area hasn’t increased during COVID-19, despite plenty of stories about people getting out and exploring their neighbourhoods.”

About the Ipsos Study

The Understanding Liveability across Australia reports are drawn from the Ipsos *Life in Australia* project – the nation’s largest annual study of community values and liveability. *Life in Australia* is a citizen-centric approach to understanding liveability.



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Technical notes:

14,010 interviews were conducted via online panel between July 6 - 31, 2020 among Australian adults aged 18+. Data is weighted to match the profile of the Australian population. See <https://www.ipsos.com/en-au/life-in-australia> for further details.

The most and least liveable areas are drawn from the Regional/Metropolitan Australia Liveability Indices – measures of regional/metropolitan Australia's liveability between 0 and 100. The indices are created by multiplying each attribute's importance by how well Australians rate its performance in their local area.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website:

https://www.ipsos.com/sites/default/files/2017-03/IpsosPA_CredibilityIntervals.pdf

This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the online surveys conducted is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/-3.5 percentage points. For more information on the Ipsos use of credibility intervals, please go to: https://www.ipsos.com/sites/default/files/2017-03/IpsosPA_CredibilityIntervals.pdf

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.



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Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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