



LIFE IN AUSTRALIA 2021

Understanding liveability across regional Australia

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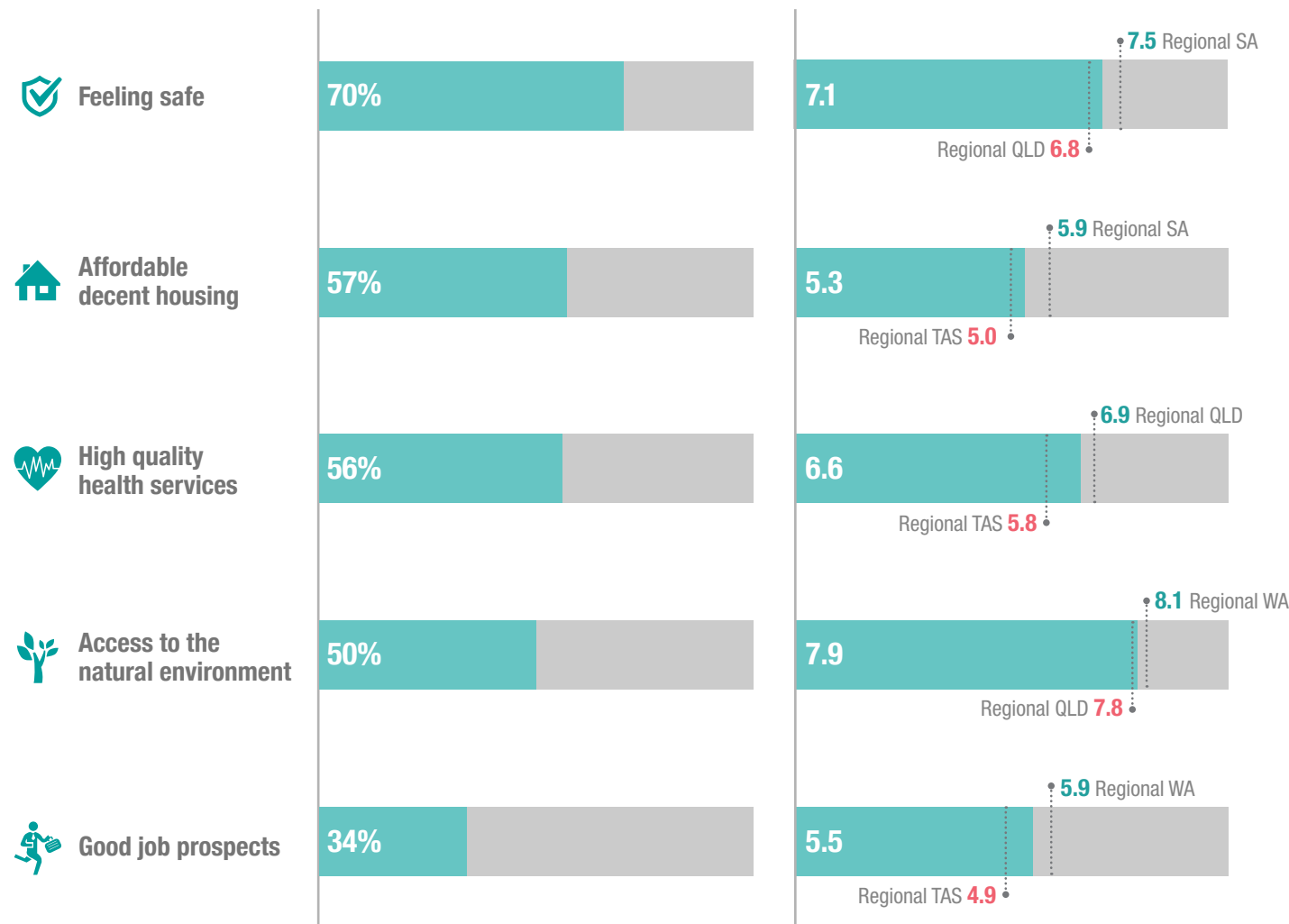
The top five attributes that make somewhere a good place to live

Importance

The percentage of Australians who selected the item as one of their top five attributes that makes somewhere a good place to live.

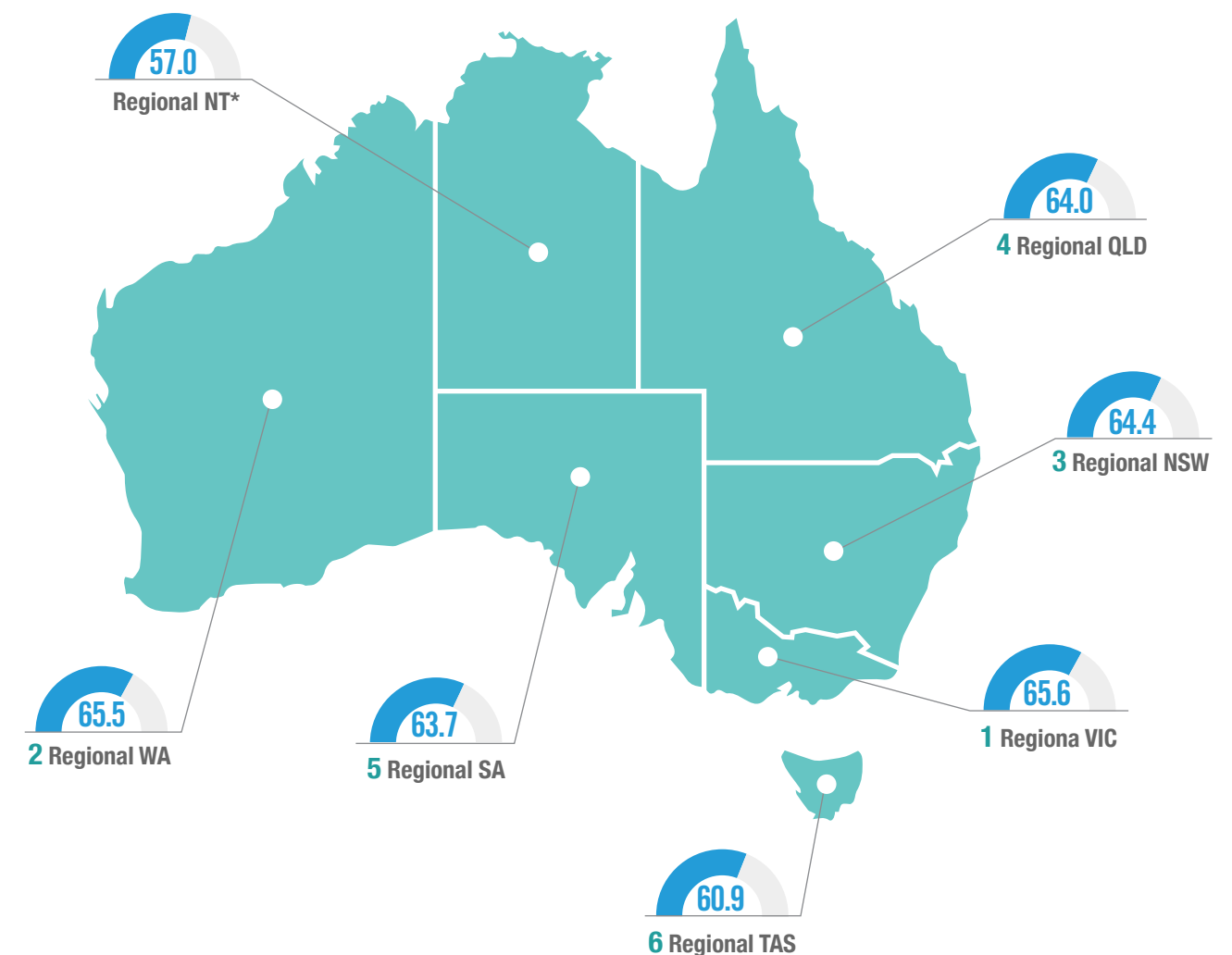
Performance

How Australians rated their local areas' performance against each attribute on a scale between 0 and 10.



The most and least liveable areas across regional Australia

The most and least liveable areas are drawn from the Regional Australia Liveability Index – a measure of regional Australia's liveability between 0 and 100. The Index is created by multiplying each attribute's importance by how well Australians rate its performance in their local area. The map shows the Liveability Index for each regional area.



About Life in Australia 2021

The Understanding liveability across regional Australia report is 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. In August 2021, we asked 10,939 Australians to select the top five attributes that they believe makes somewhere a good place to live. We also asked them to rate how well their local area performed on a scale between 0 and 10 across 16 liveability attributes. The ranking of the Regional Australia's most liveable areas are shown on the next pages.

*Small sample size, n= <50. Please interpret the results with caution. Due to low sample size, Regional NT results have not been ranked.



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	Metropolitan Australia Liveability Index	Feeling safe (70%)	Affordable decent housing (57%)	High quality health services (56%)	Access to the natural environment (50%)	Good job prospects (34%)	A strong sense of community (33%)	Shopping, leisure & dining (31%)	To and from services with relative ease (28%)	A lack of road congestion (23%)	Opportunity for all (22%)	Social cohesion (20%)	High quality education opportunities (20%)	Reliable and efficient public transport (19%)	A prosperous economy (17%)	Viewing and participating in sports & recreation (10%)	Museums, galleries & festivals (9%)	Sample size
Regional Australia	64.3	7.1	5.3	6.6	7.9	5.5	6.7	6.3	6.6	6.5	6.1	6.4	6.6	5.2	6.0	6.9	5.4	3963
REGIONAL AUSTRALIA'S MOST LIVEABLE REGIONS <div> Top third Middle third Bottom third </div>																		
1 REGIONAL VIC	65.6	7.3	5.6	6.7	7.9	5.5	6.7	6.2	6.8	6.8	6.2	6.6	6.5	5.5	5.9	7.1	5.6	769
Shepparton																		36*
Hume																		99
Warrnambool & South West																		54
Latrobe - Gippsland																		152
Geelong																		153
Bendigo																		68
North West																		45*
Ballarat																		162
2 REGIONAL WA	65.5	7.0	5.6	6.6	8.1	5.9	6.9	6.0	6.5	7.4	6.4	6.5	6.6	4.8	6.5	7.2	5.4	191
Outback (North)																		11*
Bunbury																		82
Wheat Belt																		54
Outback (South)																		44*
3 REGIONAL NSW	64.4	7.1	5.3	6.6	7.9	5.4	6.7	6.2	6.6	6.5	6.1	6.5	6.6	5.3	6.0	7.0	5.3	1522
Central West																		98
Newcastle & Lake Macquarie																		192
Illawarra																		225
Riverina																		27*
Murray																		162
Mid North Coast																		108
Capital Region																		148
Coffs Harbour - Grafton																		89
Richmond - Tweed																		168
Southern Highlands & Shoalhaven																		36*

Note: The local areas have been ranked on each aspect of liveability and split into terciles with colour coding indicating whether they fall into the top third, middle third or bottom third. The aggregated regional areas have been ranked and colour coded within the context of the terciles for the local areas.



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Metropolitan
Australia
Liveability
Index



Feeling safe
(70%)



Affordable
decent
housing
(57%)



High quality
health
services
(56%)



Access to
the natural
environment
(50%)



Good job
prospects
(34%)



A strong
sense of
community
(33%)



Shopping,
leisure &
dining
(31%)



To and from
services with
relative ease
(28%)



A lack of
road
congestion
(23%)



Opportunity
for all
(22%)



Social
cohesion
(20%)



High quality
education
opportunities
(20%)



Reliable and
efficient
public
transport
(19%)



A prosperous
economy
(17%)



Viewing and
participating
in sports &
recreation
(10%)



Museums,
galleries &
festivals
(9%)



Sample
size

■ Top third ■ Middle third ■ Bottom third

3 REGIONAL NSW (cont'd)	64.4	7.1	5.3	6.6	7.9	5.4	6.7	6.2	6.6	6.5	6.1	6.5	6.6	5.3	6.0	7.0	5.3	1522
Hunter Valley exc Newcastle																		174
New England & North West																		49*
Far West & Orana																		46*
4 REGIONAL QLD	64.0	6.8	5.1	6.9	7.8	5.5	6.6	6.8	6.4	5.9	6.1	6.3	6.8	5.2	6.2	6.8	5.3	1152
Wide Bay																		119
Gold Coast																		348
Sunshine Coast																		178
Central Queensland																		132
Darling Downs - Maranoa																		111
Cairns																		121
Mackay - Isaac - Whitsunday																		55
Townsville																		81
5 REGIONAL SA	63.7	7.5	5.9	6.2	8.0	5.2	6.7	5.5	6.5	7.4	5.8	6.0	6.2	3.8	5.9	6.7	5.3	140
South East																		67
Outback																		18*
Barossa - Yorke - Mid Nth																		55
6 REGIONAL TAS	60.9	7.0	5.0	5.8	8.0	4.9	6.4	5.3	6.2	6.8	5.7	6.2	5.9	5.0	5.5	6.3	5.4	171
Launceston & North East																		108
West & North West																		56
REGIONAL NT**	57.0	5.5	4.1	5.7	7.6	5.7	6.7	4.0	6.4	8.0	5.0	6.1	5.3	5.3	5.1	5.8	5.0	18*

Technical note:

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. 10,939 interviews were conducted via online panel between August 2 - 23, 2021 among Australian adults aged 18+.

Data has been weighted to represent the profile of the adult Australian population. This research is compliant with the Australian Polling Council Quality Mark standards <https://www.australianpollingcouncil.com/>. A long methodology disclosure statement is available here: https://www.ipsos.com/en-au/disclosure_statements

Note: Results for Toowoomba and Queensland - Outback in Regional QLD and South East Tasmania in Regional TAS have been excluded due to low sample size n= <10.



Australian
Polling Council
Quality Mark