



LIFE IN AUSTRALIA 2020

Understanding liveability across regional Australia

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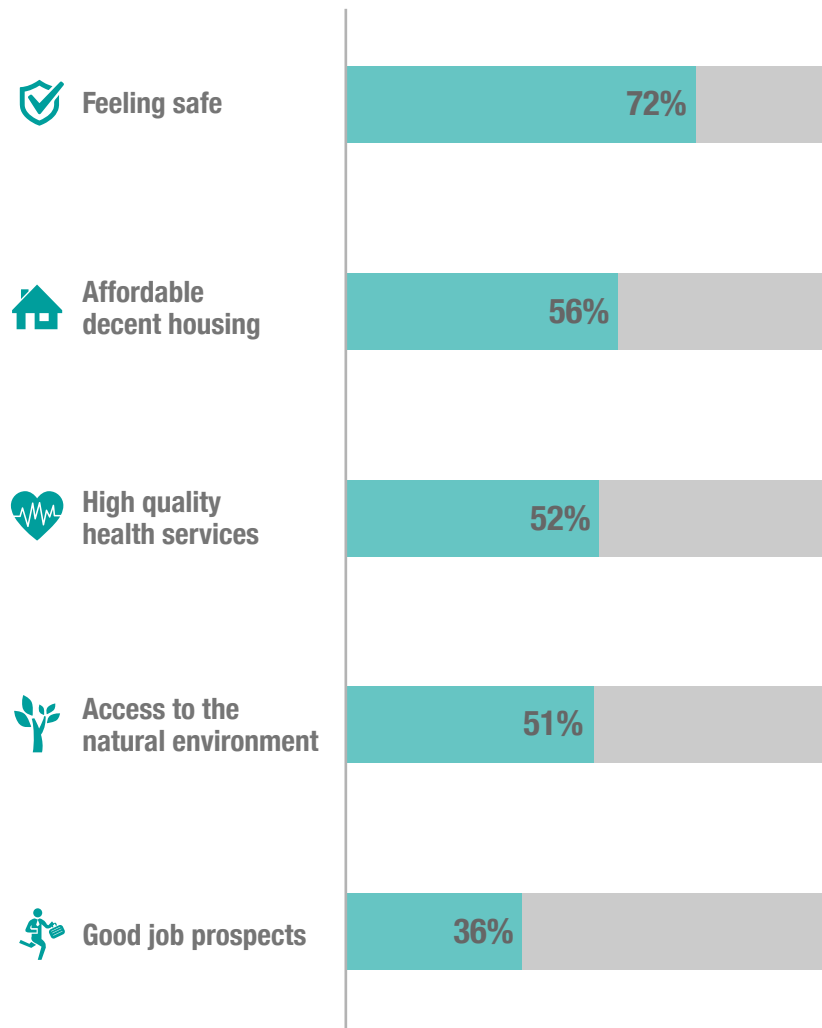
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The top five attributes that make somewhere a good place to live

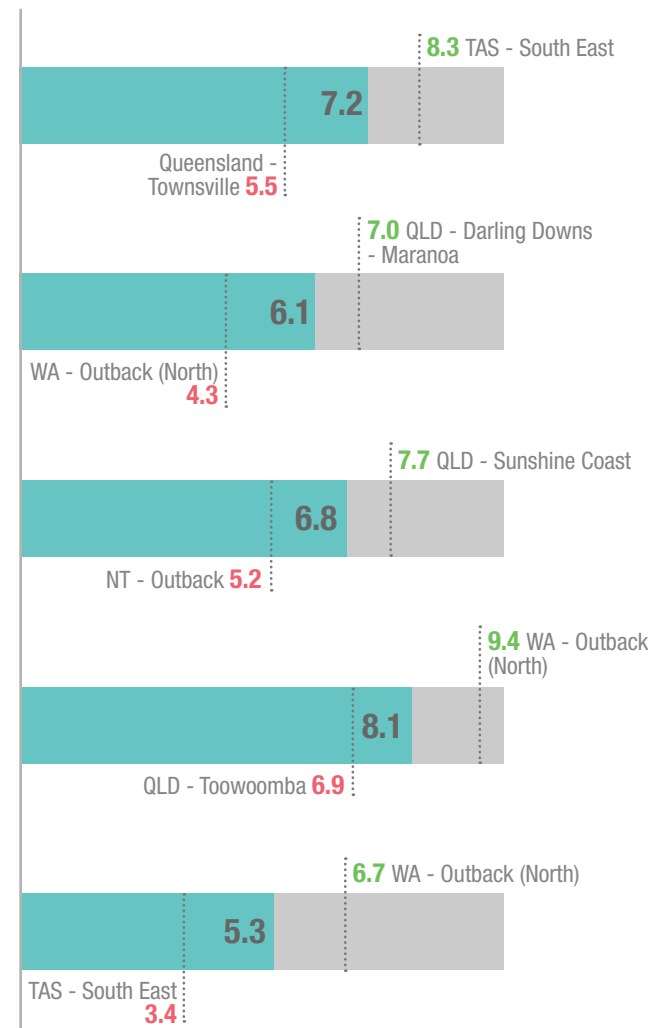
Importance

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



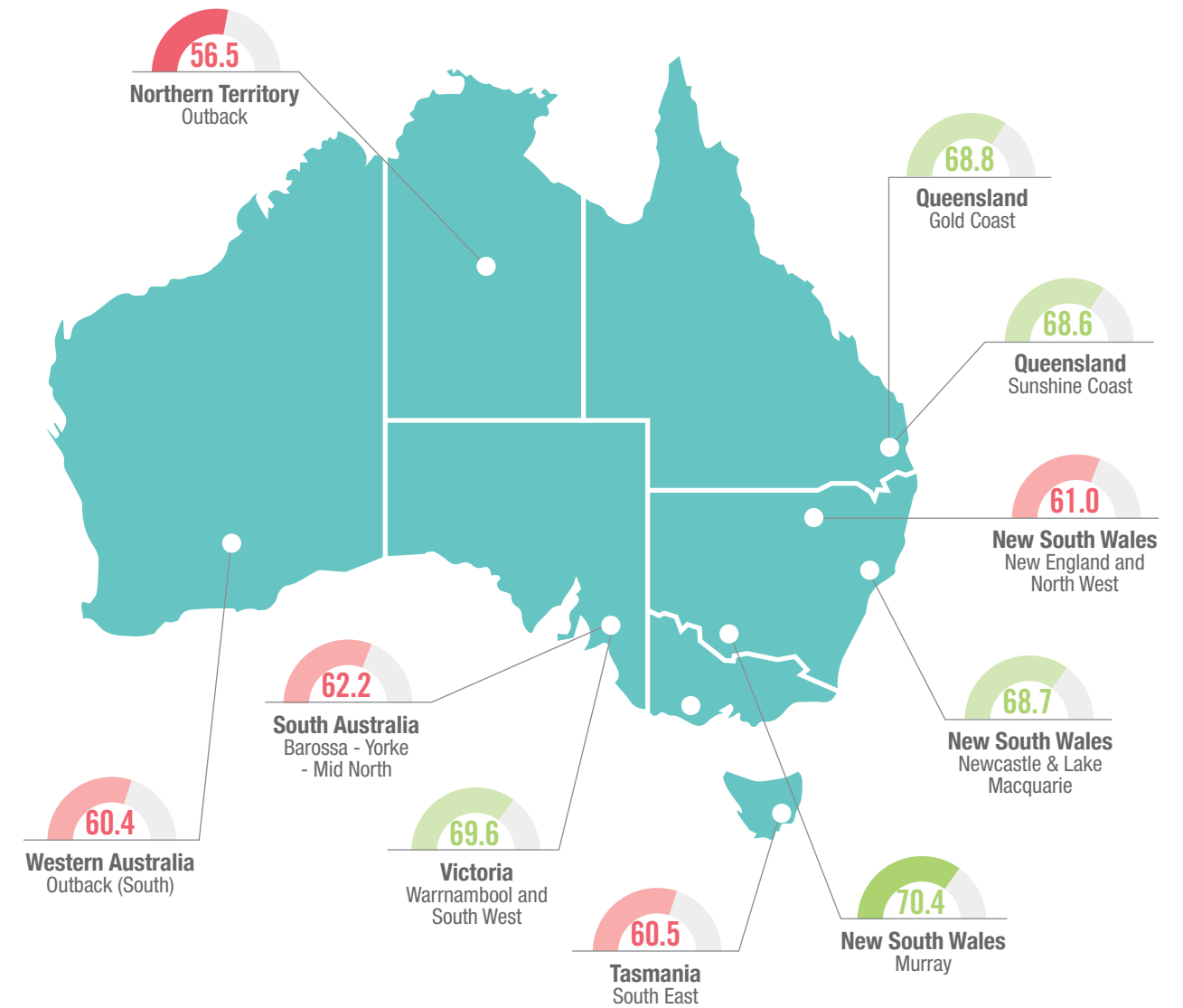
Performance

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 areas shown on the map are ABS SA4 Regions.



About Life in Australia 2020

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 July 2020, we asked 14,010 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. Regional Australia's 10 most liveable regions are shown on the next page. Pages 3 and 4 show regional Australia's less and least liveable regions.



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	Regional Australia Liveability Index	Feeling safe (72%)	Affordable decent housing (56%)	High quality health services (52%)	Access to the natural environment (51%)	Good job prospects (36%)	A strong sense of community (35%)	Shopping, leisure & dining (31%)	To and from services with relative ease (25%)	Opportunity for all (22%)	A lack of road congestion (22%)	High quality education opportunities (20%)	Social cohesion (20%)	Reliable and efficient public transport (19%)	A prosperous economy (17%)	Viewing and participating in sports & recreation (12%)	Museums, galleries & festivals (7%)
Regional Australia	66.2	7.2	6.1	6.8	8.1	5.3	6.7	6.3	6.8	6.2	6.8	6.7	6.5	5.2	6.0	7.1	5.4

Regional Australia's 10 Most Liveable Regions

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

■ Above Average ■ Below Average



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	Regional Australia Liveability Index	Feeling safe	Affordable decent housing	High quality health services	Access to the natural environment	Good job prospects	A strong sense of community	Shopping, leisure & dining	To and from services with relative ease	Opportunity for all	A lack of road congestion	High quality education opportunities	Social cohesion	Reliable and efficient public transport	A prosperous economy	Viewing and participating in sports & recreation	Museums, galleries & festivals
11 VIC - Bendigo	67.7	7.4	6.0	7.4	7.4	5.4	6.7	6.6	7.0	6.3	7.1	6.9	6.6	6.4	5.9	7.3	6.9
12 VIC - Geelong	67.6	7.1	6.0	7.3	8.1	5.7	6.5	6.9	7.0	6.4	6.3	7.1	6.4	6.2	6.1	7.4	5.7
13 South Australia - Outback	67.4	7.0	6.6	6.4	8.3	5.8	7.2	5.9	7.2	6.4	8.1	6.1	6.5	4.8	6.3	7.5	5.5
14 QLD - Bunbury	67.2	7.3	6.1	7.4	8.5	5.2	6.7	6.4	6.7	6.3	6.6	6.7	6.7	4.7	6.2	7.3	5.3
15 WA - Mandurah	67.2	6.8	6.7	6.8	8.3	5.3	6.7	7.4	6.4	6.3	6.3	6.4	6.4	6.6	5.7	7.2	5.7
16 VIC - North West	67.1	7.5	6.7	6.0	8.1	5.3	7.2	5.7	7.2	6.4	8.2	6.1	6.7	5.1	6.1	7.3	4.8
17 SA - South East	66.8	7.6	6.8	6.4	8.5	4.9	7.1	5.8	6.7	6.3	8.0	5.8	6.7	3.5	6.0	7.2	5.0
18 VIC - Latrobe - Gippsland	66.3	7.6	6.5	6.6	8.3	4.8	7.1	5.5	6.6	6.0	7.4	6.5	6.5	4.9	5.5	7.2	4.6
19 NSW - Riverina	66.2	6.6	6.3	6.5	7.5	5.8	7.1	6.0	7.1	6.5	7.6	6.7	7.0	4.9	6.1	7.5	5.8
20 NSW - Central Coast	66.2	6.8	6.0	7.1	8.2	5.3	6.5	7.1	6.6	6.4	5.9	6.9	6.3	6.5	6.0	7.1	5.1
21 QLD - Moreton Bay - North	66.2	6.9	6.4	7.0	7.9	5.4	6.4	6.9	6.9	6.2	5.8	6.7	6.3	6.6	6.0	6.9	5.5
22 QLD - Wide Bay	66.1	7.3	6.6	6.8	8.3	4.2	6.8	6.2	6.9	5.9	7.3	6.6	6.6	4.6	5.4	6.8	5.7
23 QLD - Outback	66.0	6.9	5.5	6.6	7.4	5.9	8.2	5.6	8.8	6.3	7.3	6.6	5.8	4.0	6.7	7.0	5.7
24 NSW - Central West	66.0	7.4	6.1	6.7	7.7	5.4	6.9	5.8	6.8	5.8	7.9	7.0	6.1	4.6	6.0	7.3	6.0
25 NSW - Coffs Harbour - Grafton	65.8	7.5	5.2	7.1	8.7	4.7	6.6	6.4	6.4	6.1	6.7	6.8	6.8	5.0	5.7	7.0	5.8

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26 NSW - Illawarra	65.8	7.0	5.4	6.9	8.3	5.3	6.5	6.7	6.9	6.2	6.2	6.9	6.6	6.2	5.9	7.5	5.1
27 NSW - Richmond - Tweed	65.5	7.8	5.0	7.1	8.7	4.6	6.9	6.3	6.3	5.8	6.8	6.4	6.5	4.7	5.8	6.8	5.3
28 NSW - Southern Highlands and Shoalhaven	65.4	7.7	5.7	6.6	8.7	4.4	7.1	6.0	6.0	5.9	6.6	6.7	6.8	4.8	5.9	6.9	5.0
29 NSW - Capital Region	65.3	7.8	5.8	6.4	8.2	5.0	7.0	5.6	6.5	5.8	7.5	6.2	6.7	4.4	5.8	6.6	4.9
30 QLD - Cairns	65.1	6.7	6.1	6.5	8.4	5.4	6.6	6.4	6.6	5.9	6.5	6.6	6.5	5.4	5.9	6.7	5.8
31 NSW - Far West and Orana	65.0	6.9	6.6	6.7	7.3	5.6	6.3	5.3	7.5	6.0	8.1	6.4	7.0	4.3	5.6	6.9	5.2
32 VIC - Shepparton	64.9	7.2	6.2	6.7	7.4	5.0	6.8	5.8	6.5	6.1	7.8	6.3	7.0	4.7	5.5	7.4	5.2
33 QLD - Darling Downs - Maranoa	64.6	7.8	7.0	6.1	7.4	4.8	7.4	4.4	6.5	6.1	8.4	6.3	6.4	3.0	5.6	6.2	5.3
34 WA - Outback (North)	64.4	6.1	4.3	5.9	9.4	6.7	7.1	4.3	7.5	6.2	9.2	5.7	7.2	4.2	7.1	6.9	5.4
35 QLD - Central Queensland	64.3	6.7	6.0	6.1	8.0	5.4	6.5	5.9	7.0	6.2	7.3	6.8	6.5	4.6	6.1	6.8	5.3
36 NSW - Mid North Coast	64.0	7.3	6.0	6.5	8.7	4.2	6.6	5.7	6.4	5.6	7.3	6.1	6.1	4.7	5.3	6.8	4.9
37 TAS - Launceston and North East	64.0	7.2	6.1	6.2	7.8	5.0	6.5	5.4	6.7	5.8	7.2	6.2	6.5	5.5	5.5	6.6	5.6
38 NSW - Hunter Valley exc Newcastle	63.3	7.1	6.0	6.2	7.6	5.3	6.6	5.8	6.5	6.0	6.4	6.1	6.1	5.0	5.8	6.8	4.7
39 TAS - West and North West	62.8	7.5	5.9	5.6	8.6	4.5	6.7	5.0	6.7	5.3	7.8	6.0	5.7	4.8	5.2	6.6	4.7
40 QLD - Mackay - Isaac - Whitsunday	62.7	6.8	5.4	5.9	8.3	5.8	6.6	5.4	6.4	6.0	6.8	6.0	6.3	4.4	6.2	6.3	4.4
41 QLD - Townsville	62.7	5.5	6.2	6.7	7.8	5.1	6.1	6.5	7.0	6.0	6.7	7.1	6.0	4.6	5.5	7.2	5.7
42 SA - Barossa - Yorke - Mid North	62.2	7.9	6.2	6.0	7.6	4.2	6.9	4.6	6.0	5.6	8.0	5.9	6.1	2.6	5.5	6.9	4.4
43 NSW - New England and North West	61.0	6.6	6.1	5.8	7.1	4.7	6.7	5.3	6.7	5.3	7.6	6.0	5.9	4.6	5.6	6.8	5.0
44 TAS - South East	60.5	8.3	5.0	5.8	8.5	3.4	7.5	4.2	5.7	5.4	7.4	4.2	6.6	3.7	4.6	5.2	3.7
45 WA - Outback (South)	60.4	6.5	5.6	6.1	7.5	4.9	5.8	5.0	6.5	5.6	7.7	6.0	5.7	4.4	5.7	6.8	5.2
46 NT - Outback	56.5	6.1	5.2	5.2	7.4	5.0	6.0	4.4	6.4	5.6	6.7	5.2	6.0	2.9	4.8	6.1	4.6

■ Above Average ■ Below Average

Technical note:

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 www.ipsos.com/en-au/life-in-australia for further details.

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