



LIFE IN AUSTRALIA 2017

Ipsos' annual study of community values and liveability

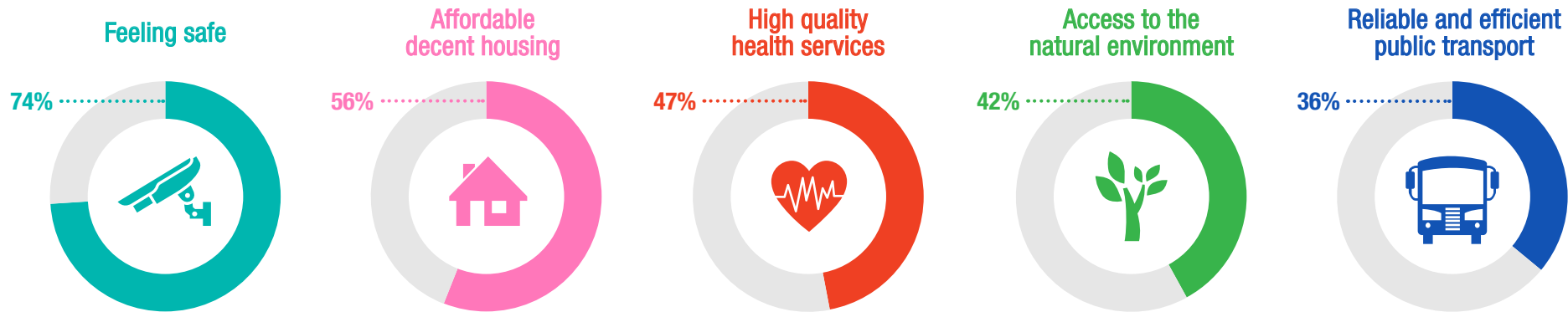
Daniel Evans
Deputy Managing Director
✉ dan.evans@ipsos.com
☎ (03) 9946 0850

Mark Davis
Managing Director
✉ mark.davis@ipsos.com
☎ (03) 9946 0826

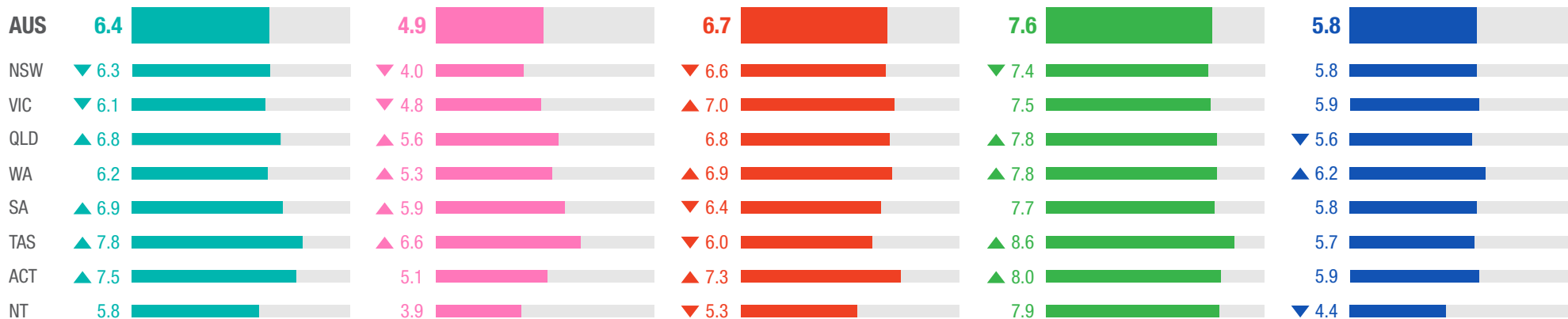


In November 2017 we asked 10,188 Australians to select the top five attributes that they believe make somewhere a good place to live. We also asked them to rate how well their state and local area performed against all 16 liveability attributes. A summary of the most important attributes can be found below. An overview as to how Australians rated their states' performance against all attributes can be found overleaf. If you would like to know more about Life in Australia or Ipsos Public Affairs, please contact Daniel Evans or Mark Davis.

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



State performance for the top five attributes that make somewhere a good place to live



▲ significant difference compared to all other Australians



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Daniel Evans
Deputy Managing Director
✉ dan.evans@ipsos.com
☎ (03) 9946 0850

Mark Davis
Managing Director
✉ mark.davis@ipsos.com
☎ (03) 9946 0826



	What makes somewhere a good place to live?	Australian average performance	How well does your state perform?							
			NSW	VIC	QLD	WA	SA	TAS	ACT	NT
Feeling safe	74%	6.4	▼ 6.3	▼ 6.1	▲ 6.8	6.2	▲ 6.9	▲ 7.8	▲ 7.5	5.8
Affordable decent housing	56%	4.9	▼ 4.0	▼ 4.8	▲ 5.6	▲ 5.3	▲ 5.9	▲ 6.6	5.1	3.9
High quality health services	47%	6.7	▼ 6.6	▲ 7.0	6.8	▲ 6.9	▼ 6.4	▼ 6.0	▲ 7.3	▼ 5.3
Access to the natural environment	42%	7.6	▼ 7.4	7.5	▲ 7.8	▲ 7.8	7.7	▲ 8.6	▲ 8.0	7.9
Reliable and efficient public transport	36%	5.8	5.8	5.9	▼ 5.6	▲ 6.2	5.8	5.7	5.9	▼ 4.4
A diverse range of shopping, leisure and dining experiences	34%	7.4	7.4	▲ 7.8	7.4	▼ 7.0	7.3	▼ 6.8	7.4	▼ 5.6
A strong sense of community	31%	6.2	▼ 5.9	6.3	▲ 6.5	6.3	6.3	▲ 7.1	6.4	5.9
Good job prospects	31%	5.8	▲ 6.1	▲ 6.0	5.7	▼ 5.5	▼ 4.8	▼ 4.9	▲ 6.8	6.1
Connectivity	28%	6.2	▼ 6.0	6.3	6.2	▲ 6.4	6.4	▲ 6.9	▲ 7.2	6.8
A lack of road congestion	25%	4.6	▼ 4.1	▼ 4.2	▲ 5.0	▲ 5.0	▲ 5.6	▲ 7.1	▲ 6.8	▲ 7.3
High quality education opportunities	21%	6.9	6.8	▲ 7.1	6.9	6.9	▼ 6.7	6.7	▲ 7.8	▼ 5.5
Opportunity for all	21%	6.2	▼ 6.1	▲ 6.3	▲ 6.3	6.2	▼ 5.8	6.0	▲ 6.8	6.1
Social cohesion	20%	6.2	▼ 6.0	▲ 6.3	6.2	6.1	▲ 6.4	▲ 6.7	▲ 7.4	6.4
A prosperous economy	17%	6.1	▲ 6.3	▲ 6.2	6.0	▼ 5.7	▼ 5.1	▼ 5.6	▲ 7.2	5.5
The ability to view and participate in sports and recreation	9%	7.3	▼ 7.1	▲ 7.7	7.2	7.3	7.2	7.1	▲ 7.6	6.5
Cultural facilities such as museums, galleries, festivals	8%	7.0	▼ 6.9	▲ 7.5	▼ 6.7	▼ 6.4	7.1	7.1	▲ 8.3	6.3

▲ significant difference compared to the Australian average
▼

Life in Australia Index

The Life in Australia Index is a measure of Australian states' liveability. The index is created by multiplying and then summing attributes' 'importance' and 'performance' ratings.

Life in Australia Index (0 - 100)	62.7	60.6	62.8	64.2	63.1	63.7	67.7	69.6	58.0
Life in Australia Ranking		7 th	6 th	3 rd	5 th	4 th	2 nd	1 st	8 th
Population Share		32%	26%	20%	11%	7%	2%	2%	1%
Population Growth (2000 to 2017)	29%	22%	34%	40%	37%	15%	10%	29%	24%
Share of Population Growth (2000 to 2017)		25%	29%	26%	13%	4%	1%	2%	1%



LIFE IN VICTORIA 2017

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Daniel Evans
Deputy Managing Director
✉ dan.evans@ipsos.com
☎ (03) 9946 0850

Jennifer Brook
Director
✉ jennifer.brook@ipsos.com
☎ (03) 9946 0853

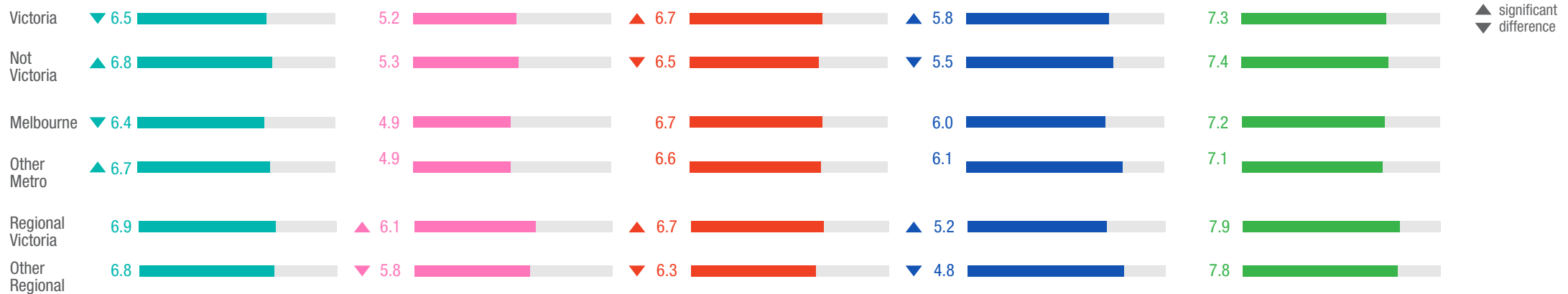


In November 2017 we asked 2,631 Victorians to select the top five attributes that they believe make somewhere a good place to live. We also asked them to rate how well their state and local area performed against all 16 liveability attributes. A summary of the most important attributes can be found below. An overview as to how Melburnians and Regional Victorians rated their local areas' performance against all attributes can be found overleaf. If you would like to know more about Life in Victoria or Ipsos Public Affairs, please contact Daniel Evans or Jennifer Brook.

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



Local area performance for the top five attributes that Victorians' believe make somewhere a good place to live





LIFE IN MELBOURNE 2017

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Daniel Evans
Deputy Managing Director
dan.evans@ipsos.com
(03) 9946 0850

Jennifer Brook
Director
jennifer.brook@ipsos.com
(03) 9946 0853



	What makes somewhere a good place to live?	Melbourne average performance	How well does your local area* perform?								
			Inner	Inner East	Inner South	North East	North West	Outer East	South East	West	Mornington Peninsula
Feeling safe	73%	6.4	6.6	▲ 7.1	▲ 7.0	6.5	6.5	6.8	6.1	▼ 5.7	6.2
Affordable decent housing	51%	4.9	▼ 4.2	4.4	4.5	5.3	5.2	4.7	5.2	▲ 5.3	5.4
Reliable and efficient public transport	46%	6.0	▲ 6.8	▲ 6.7	6.3	6.0	5.7	5.9	5.7	▼ 5.6	5.6
High quality health services	43%	6.7	▲ 7.1	▲ 7.2	▲ 7.3	6.8	6.3	6.8	6.5	▼ 6.0	6.7
Access to the natural environment	39%	7.2	7.1	7.3	7.5	7.3	6.8	▲ 7.7	6.8	▼ 6.7	▲ 8.0
Shopping, leisure and dining	36%	7.1	▲ 7.7	▲ 7.6	▲ 7.6	7.0	6.9	7.4	▼ 6.8	▼ 6.6	6.8
Connectivity	29%	6.4	▲ 7.0	6.8	▲ 6.9	6.1	6.2	6.5	6.1	▼ 5.9	6.6
A strong sense of community	28%	6.3	6.4	6.3	6.5	6.6	6.3	6.6	6.0	▼ 5.9	6.3
Good job prospects	26%	5.5	▲ 6.0	▲ 6.0	5.8	5.6	5.0	5.4	5.4	▼ 5.1	5.3
High quality education opportunities	25%	6.6	6.9	▲ 7.5	▲ 7.1	6.7	6.2	6.7	6.3	▼ 5.9	6.3
A lack of road congestion	24%	4.9	▼ 4.4	4.9	5.1	▼ 4.5	5.2	5.3	4.9	4.8	▲ 6.2
Social cohesion	22%	6.5	6.7	6.7	6.8	6.6	6.2	6.6	6.4	▼ 6.1	▼ 5.9
Opportunity for all	20%	6.2	6.4	6.4	6.3	6.2	5.9	6.3	6.0	5.8	6.1
A prosperous economy	18%	6.1	▲ 6.6	▲ 6.7	▲ 6.6	6.2	5.8	6.2	5.9	▼ 5.7	5.9
Sports and recreation	11%	7.1	▲ 7.5	7.3	▲ 7.4	7.0	6.8	7.3	6.7	▼ 6.7	7.2
Museums, galleries and festivals	8%	5.9	▲ 7.1	6.1	6.0	▼ 5.5	5.2	5.8	5.6	▼ 5.4	5.9

▲ significant difference compared to the Melbourne average

* local areas are represented as ABS SA4 regions

Life in Melbourne Index

The Life in Melbourne Index is a measure of Melbourne local areas' liveability. The index is created by multiplying and then summing attributes' 'importance' and 'performance' ratings.

Life in Melbourne Index (0 - 100)	62.4	65.2	65.9	66.4	62.8	60.8	64.0	60.1	57.7	63.0
Life in Melbourne Ranking		3 rd	2 nd	1 st	6 th	7 th	4 th	8 th	9 th	5 th
Population Share		13%	8%	9%	11%	8%	11%	17%	16%	6%
Population Growth (2000 to 2017)	37%	49%	15%	22%	36%	39%	12%	48%	73%	25%
Share of Population Growth (2000 to 2017)		16%	4%	6%	11%	8%	4%	20%	25%	5%



LIFE IN REGIONAL VICTORIA 2017

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Daniel Evans
Deputy Managing Director
✉ dan.evans@ipsos.com
☎ (03) 9946 0850

Jennifer Brook
Director
✉ jennifer.brook@ipsos.com
☎ (03) 9946 0853



	What makes somewhere a good place to live?	Regional Victoria average performance	How well does your local area* perform?							
			Ballarat	Bendigo	Geelong	Hume	Latrobe - Gippsland	North West	Shepparton	Warrnambool & South West
Feeling safe	75%	6.9	6.6	7.0	6.4	7.1	7.3	7.3	6.3	7.6
Affordable decent housing	57%	6.1	6.0	6.0	6.1	6.0	6.3	5.8	6.0	6.7
High quality health services	56%	6.7	6.8	6.8	7.1	6.7	6.3	5.6	6.3	▲ 7.5
Access to the natural environment	41%	7.9	7.8	7.2	8.0	7.7	▲ 8.4	7.3	7.7	▲ 8.7
A strong sense of community	40%	7.0	6.6	6.9	7.0	6.9	7.0	6.9	6.9	▲ 8.0
Good job prospects	33%	4.9	4.9	5.4	5.3	4.6	4.7	4.1	4.6	5.7
Shopping, leisure and dining	30%	6.2	6.6	6.4	▲ 6.9	5.4	6.0	5.5	5.6	6.1
Connectivity	27%	6.5	6.7	6.6	6.5	6.0	6.4	6.2	6.5	▲ 7.7
A lack of road congestion	26%	7.3	6.9	6.7	▼ 6.6	7.2	7.6	▲ 8.3	7.7	▲ 8.1
Opportunity for all	24%	5.9	5.8	5.8	6.2	5.8	5.8	5.7	5.5	6.3
Reliable and efficient public transport	21%	5.2	5.4	5.9	5.7	4.3	5.1	4.8	4.3	▲ 5.5
High quality education opportunities	20%	6.4	6.7	6.4	6.8	6.0	6.2	5.7	5.8	▲ 7.3
Social cohesion	20%	6.5	6.0	6.2	6.3	6.6	6.7	6.6	7.0	▲ 7.5
A prosperous economy	12%	5.6	5.4	5.7	5.9	5.5	5.4	5.1	5.3	6.4
Sports and recreation	9%	7.3	7.3	7.3	7.2	7.0	7.3	7.4	7.3	7.8
Museums, galleries and festivals	8%	5.9	▲ 6.7	6.5	6.1	5.4	5.5	5.1	5.2	6.1

▲ significant difference compared to the Regional Victoria average

* local areas are represented as ABS SA4 regions

Life in Regional Victoria Index

The Life in Regional Victoria Index is a measure of Regional Victoria's local areas' liveability. The index is created by multiplying and then summing attributes' 'importance' and 'performance' ratings.

Life in Regional Victoria Index (0 - 100)	65.1	64.1	64.6	65.5	64.2	66.1	61.7	64.0	72.1
Life in Regional Victoria Ranking		6 th	4 th	3 rd	5 th	2 nd	8 th	7 th	1 st
Population Share		11%	11%	20%	12%	19%	10%	9%	9%
Population Growth (2000 to 2017)	16%	20%	22%	30%	14%	17%	1%	11%	4%
Share of Population Growth (2000 to 2017)		14%	14%	33%	10%	20%	0%	7%	2%