

# WHAT CITY DWELLERS LOVE ABOUT REGIONAL AUSTRALIA

## INTEREST IN A MOVE TO THE REGIONS REMAINS JUST AS STRONG AS IN 2020.

Almost one in five (19%) metro residents are considering a move to regional Australia despite a return to 'normal life' post-pandemic.



## DISSATISFACTION WITH CITY LIFE HAS INCREASED IN THE LAST THREE YEARS.

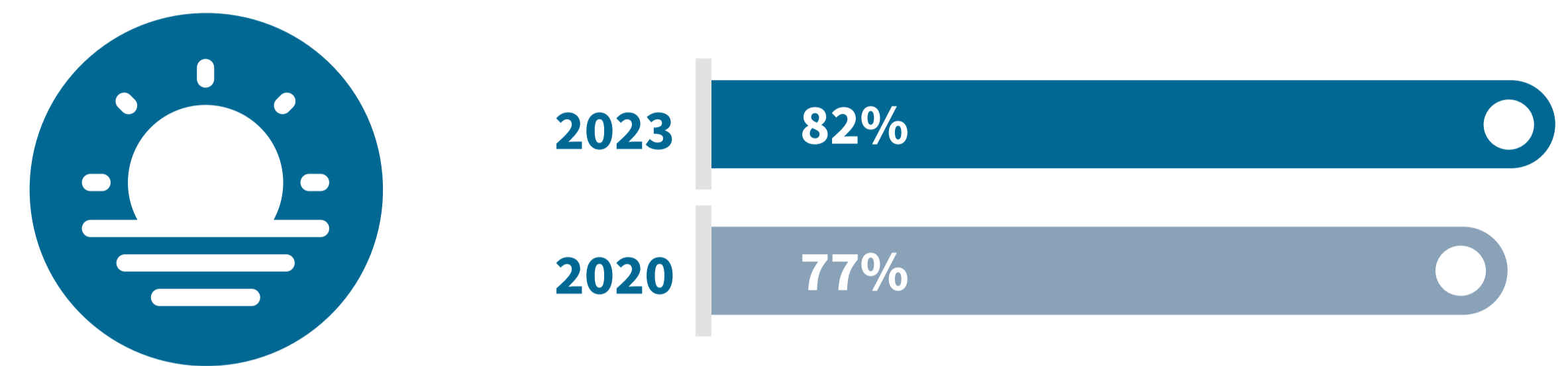


## THE PULL OF THE REGIONS IS DRIVING CONSIDERATION TO MOVE.

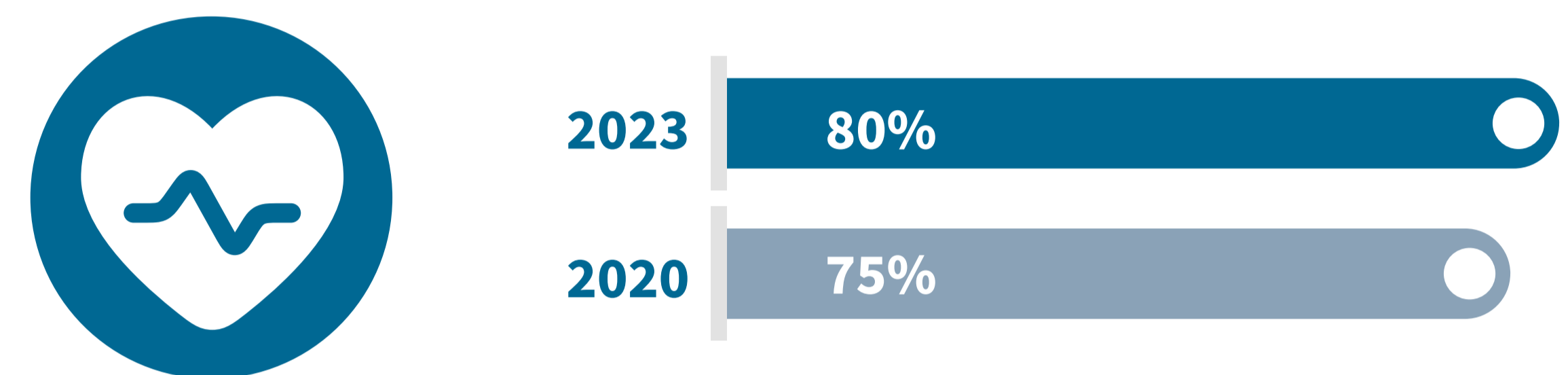
Our regions are viewed as a place that offers a healthier, lower cost, more time-rich way of life.

Five 'pull' factors grew significantly in 2023 v 2020:

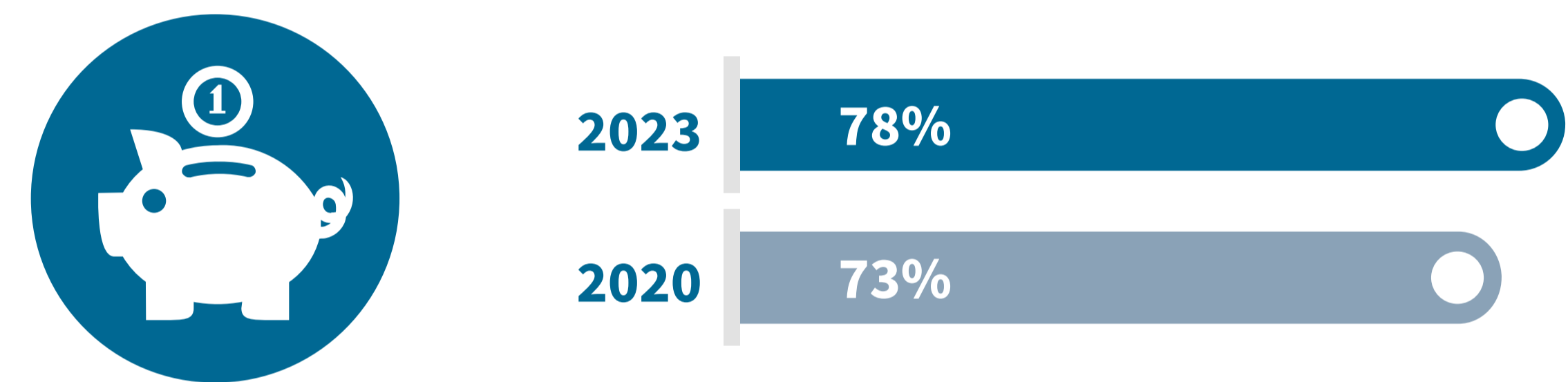
### A sense of space



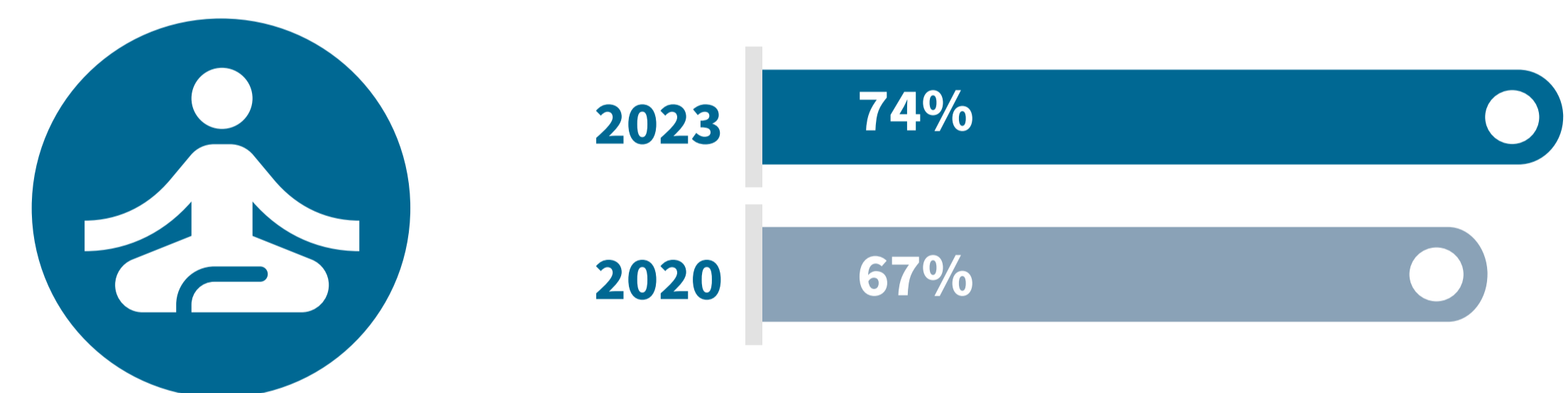
### Overall improved wellbeing



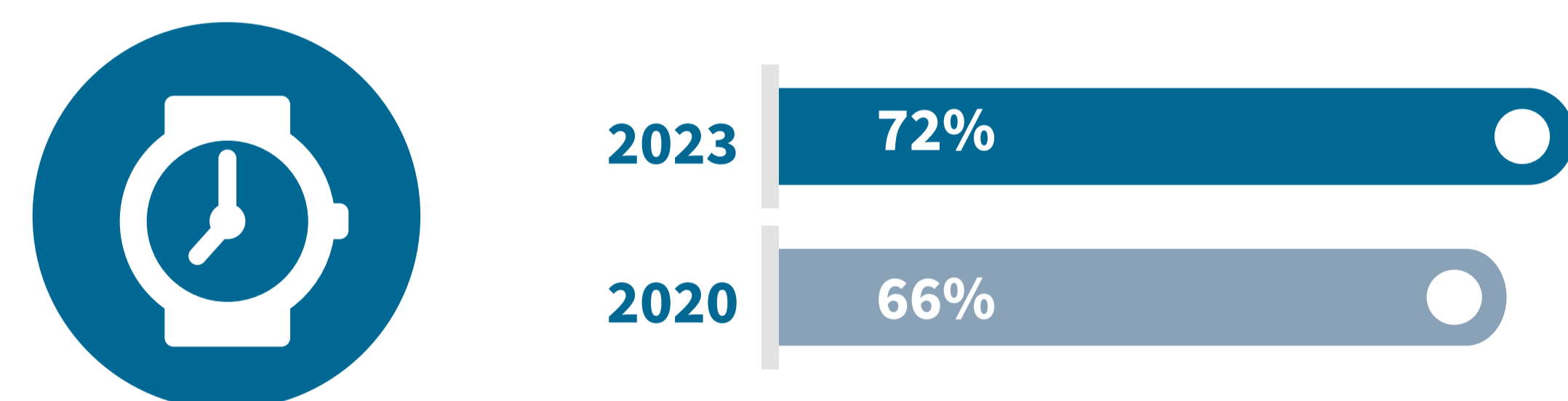
### Affordability



### Having more time for yourself



### Gaining time in the day



## THE COST OF LIVING IN THE CITY IS BITING.

Cost of living concerns increased significantly, raising from 64% in 2020, to 79% in 2023.

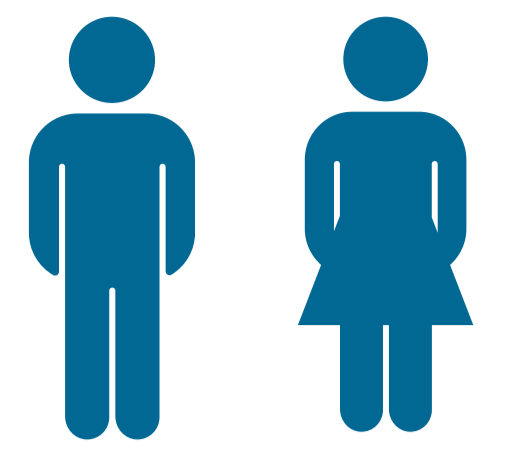
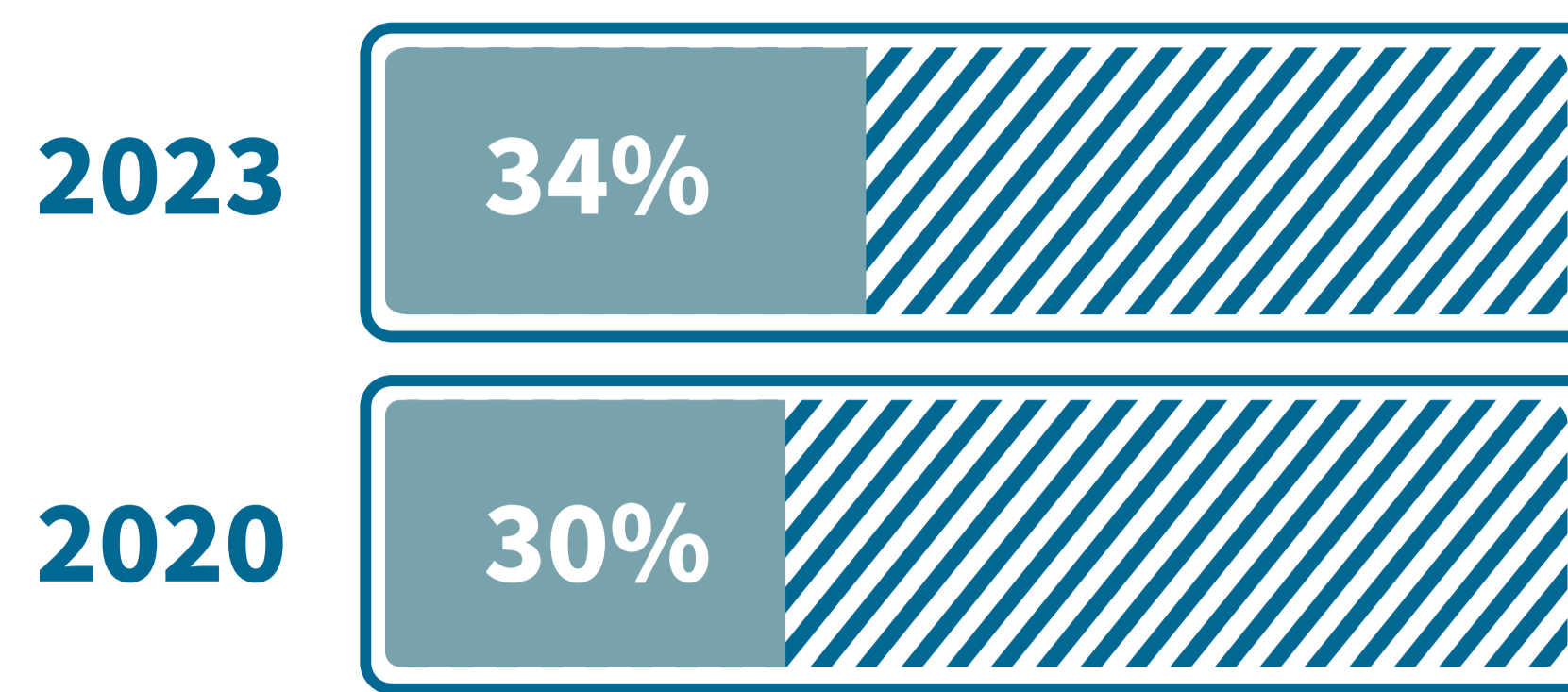


## HIGH INCOME EARNERS CRAVE THE COUNTRY.

48% of Australians in the highest income bracket would consider a move three or more hours from their current home.



## APPEAL IN LARGE INLAND COMMUNITIES.



I'd consider relocating to a large inland centre.

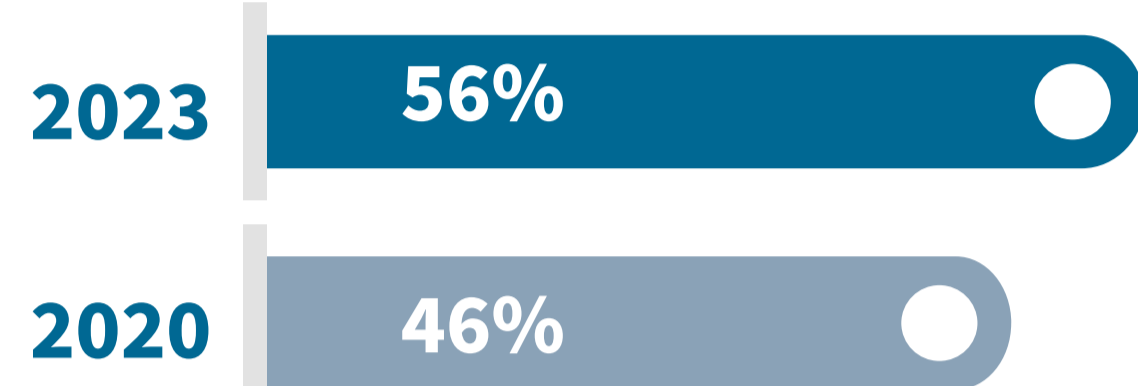
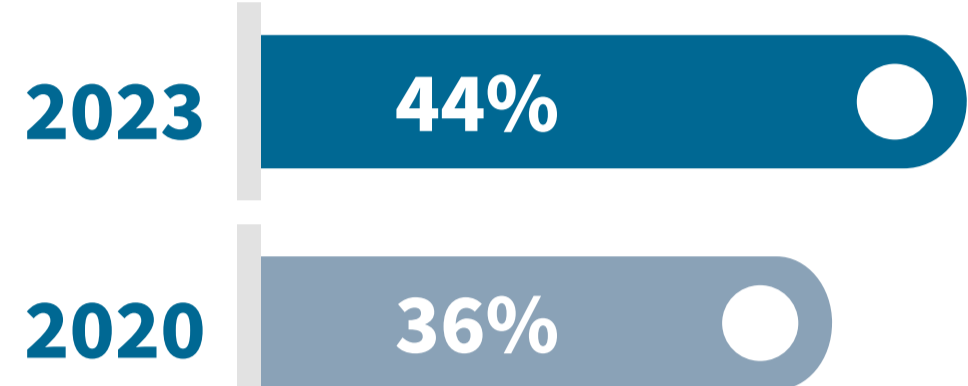
## SIGNIFICANTLY HIGHER INTEREST IN COASTAL LIVING.



I'd consider relocating to a smaller coastal area.



I'd consider relocating to a larger coastal centre.

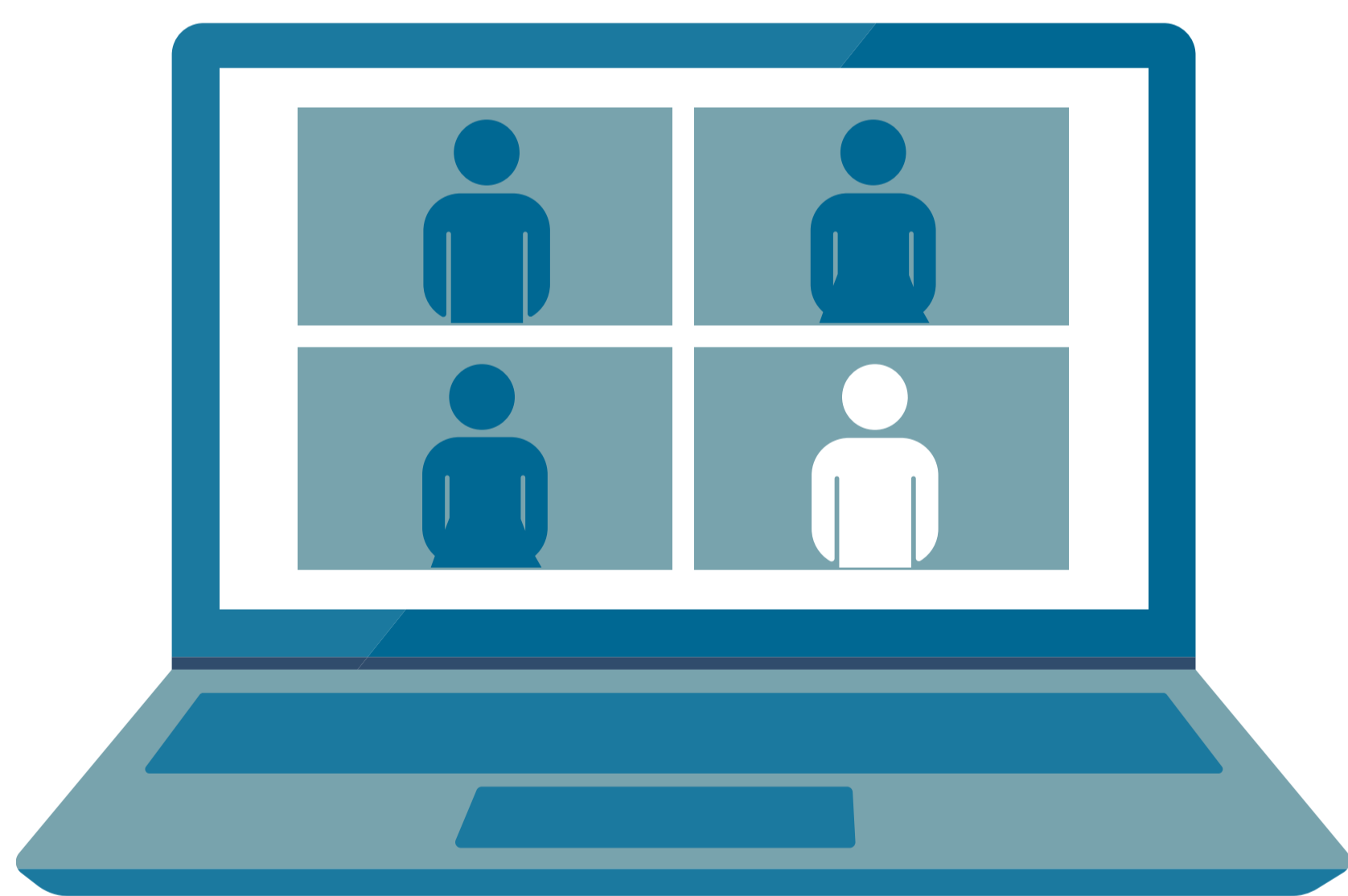


## PEOPLE WANT TO MAKE A CLOSER MOVE.



16% of Australians say that a move located within an hour of their current house would be best.

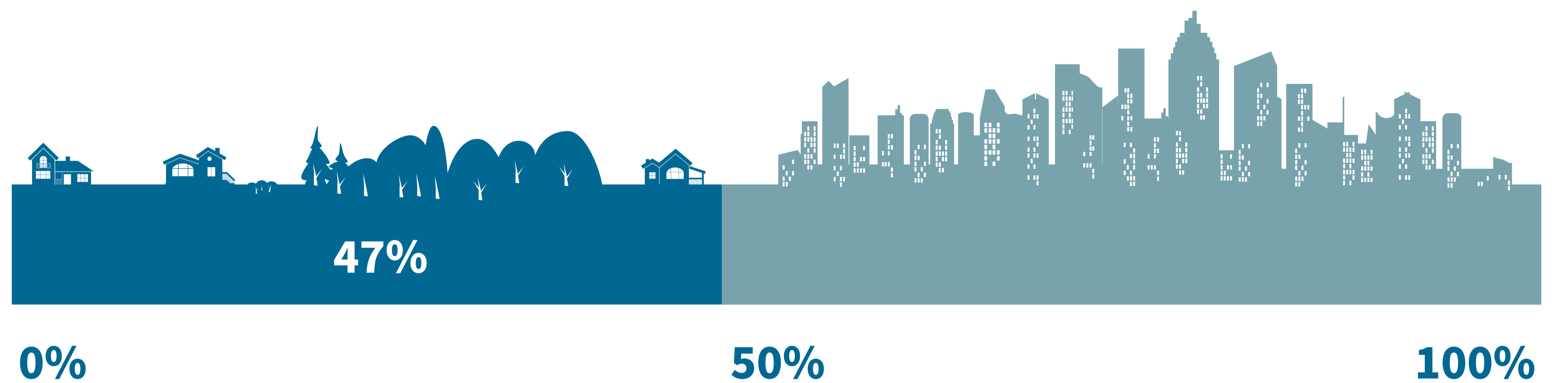
## THE MORE JOB FLEXIBILITY, THE MORE INTEREST THERE IS IN REGIONAL LIVING.



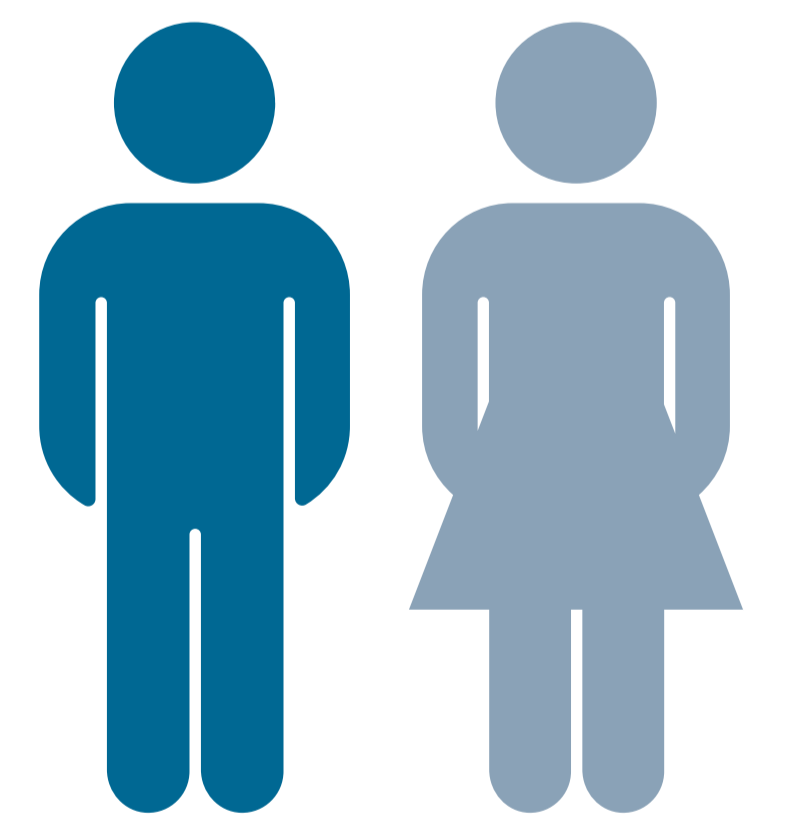
Almost three in four (73%) say the ability to work from home has increased their interest in moving to the regions.

## YOUNG PEOPLE RECOGNISE REGIONAL JOB PROSPECTS.

Young people believed there are many opportunities for professional, skilled and low skilled roles in our regions.



47% of Australians aged between 18-29 are more likely than other age groups to agree regions offer jobs with salaries on par with the city.



This infographic has been created using data collected between 21 March and 2 April 2023, surveying Australians 18+ who lived in metro Brisbane, Sydney, Melbourne and Perth. A total of 3,315 people were contacted to participate in the research, 2,211 people were screened out who were not considering a move to regional Australia. 1,004 people completed the full survey, including interviews that were roughly 20 mins. Anyone outside of metro Bris/Syd/Mel/Perth was excluded, and we aimed to achieve a balance of gender, age, household income and location.

The maximum margin of error (at the 95% confidence interval) on the total sample size is +/- 3%.

