



DPIE 'PLACE YOU LIVE' RESEARCH

DEBRIEF › OCT 2021

BACKGROUND & OBJECTIVES



THE CORE OBJECTIVE

THE DEPARTMENT IS SEEKING TO CONDUCT COMMUNITY-FOCUSED RESEARCH TO INFORM AND GUIDE THE DEVELOPMENT AND DELIVERY OF COMMUNICATION AND ENGAGEMENT STRATEGIES TO SUPPORT THE WORK OF THE GOVERNMENT ARCHITECT AND THE DRAFT DP SEPP RELATED GUIDELINES AND FUTURE POLICIES.

THIS RESEARCH WILL PROVIDE INSIGHTS INTO A DIVERSE CROSS-SECTION OF NSW CITIZENS, FOCUSING ON THEIR VALUES RELATING TO WHERE THEY LIVE, **PARTICULARLY THEIR HOMES AND THEIR LOCAL NEIGHBOURHOOD AMENITIES.**

WHAT WE WANT OUT OF THIS RESEARCH



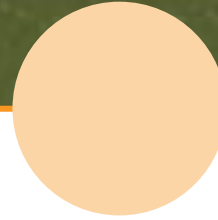
AUDIENCE AND VALUES

Gain insights into a **diverse cross-section of NSW citizens** (including CALD), focussing on their values relating to where they live, particularly their homes and their local neighbourhood amenity.



WELLBEING AND HOUSING DESIGN

Gather insights on whether **wellbeing** (feeling/emotion/lifestyle that is positive physically and/or emotionally) is linked to housing design. The department will use these insights to sense check if future housing designs require changes to improve the sense of wellbeing.



IMPACT OF COVID LOCKDOWN ON WHATS IMPORTANT

What factors concerning their home and local area have **increased in importance** as a result of COVID lockdowns over the last 18 months.



COMMUNICATIONS / MARKETING

Recommendations on how best to communicate on issues relating to what people value about the places they live.

THE IDENTIFIED KNOWLEDGE GAPS WE HAVE ADDRESSED

Impact of COVID 19 lockdowns on what's important: We were missing local analysis to understand the impact COVID lockdowns have had on what is important to residents and this piece of research addresses that.

Identifying issues across different demographics and areas: Aside from our regular metrics to cover age, gender, income and household types, we have been able to provide a viewpoint amongst CALD and ATSI households to understand if there are discrepancies in what's important and how satisfied they are about their current living situation/

Most important factors when moving: Especially during the pandemic, we wanted to understand what residents were looking for when they recently moved or are planning to move in the short term and have included this in our research.



FIELDWORK DETAILS

10-minute online survey with N=803 NSW residents
 weighted to be representative of the population as below.
 Panel data reported only.

Panel provider: TEG.

AGE / GENDER INTERLOCKING TARGETS					DIVERSITY TARGETS (NON INTERLOCKING)	
	Male	Female	Other	Total		Total
18 - 24	6%	6%	Natural fall out	12%	CALD	36%
25 - 34	9%	9%		19%	ATSI	3%
35 - 44	8%	9%		17%		
45 - 54	8%	8%		17%		
55 - 64	7%	8%		15%		
65 +	10%	11%		20%		
Total	49%	51%		100%		

REGION TARGETS (NON-INTERLOCKING)	
	Total
Major cities	73%
Inner Regional	20%
Outer Regional/Remote	7%
Total	100%

EDUCATION TARGETS (NON-INTERLOCKING)	
	Total
Bachelor & above	27%
Diploma incl. Advanced	10%
CERT level	17%
Years 10-12	35%
Years 9 & below	10%
No education attainment	10%
Total	100%

HOME QUOTAS	
	Total
Homeowner	66%
Renter	33%
Other	1%
Detached house	62%
Apartment	23%
Semi-detached house	4%
Row / Terrace	3%
Townhouse	7%
Other	1%



SCREENER	<ul style="list-style-type: none"> Key demographics
HOME DETAILS	<ul style="list-style-type: none"> Household composition Household structure Home features Location of home Intent to move
THE FUTURE OF HOME DESIGN	<p>Across DWELLING, LOCAL AMENITIES, ACCESS TO GREEN SPACES, AIR/LIGHT/SOUND QUALITY, TRANSPORT/TRAFFIC, Home efficiency</p> <ul style="list-style-type: none"> Importance Change because of COVID Satisfaction Positive impact on emotional wellbeing & change as a result of COVID-19 Priority for movers Apartment switch
DEMOGRAPHICS	<ul style="list-style-type: none"> Preferred channels from NSW government Health status Lifestage Place of work Carer status

NSW KEY LOCATION CUTS

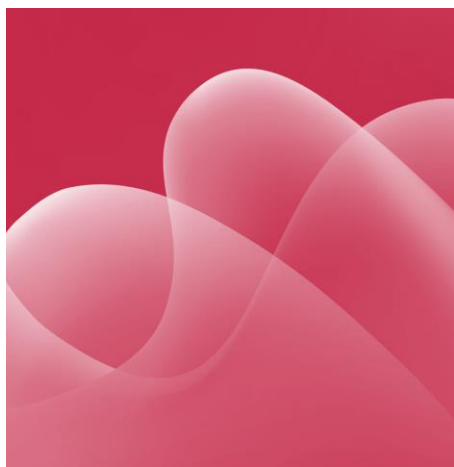
SMALLER GROUPINGS WITHIN GREATER SYDNEY COMPARED TO THE REST OF THE STATE. THESE PROFILE AS:

		GREATER SYDNEY INNER	GREATER SYDNEY WEST	GREATER SYDNEY FAR WEST	GREATER SYDNEY SOUTH	GREATER SYDNEY NORTH	REST OF NSW
Average Age		41.4	42.6	50.5	57.4	48.9	51.0
Median Income		\$90,000	\$110,000	\$110,000	\$90,000	\$135,000	\$70,000
Proportion that are CALD		62%	51%	32%	12%	32%	14%
HOME OWNERSHIP STATUS	RENTER	40%	27%	27%	13%	28%	30%
	HOMEOWNER	60%	73%	73%	87%	72%	70%
HOME TYPE	Freestanding /Terrace house	40%	66%	80%	65%	44%	79%
	Apartment	49%	23%	9%	19%	45%	10%
	Townhouse / Semi-detached / Duplex	10%	10%	11%	17%	10%	10%
WORKING LOCATION PREFERENCE	From home	61%	51%	68%	44%	44%	44%
	An office/work site/place of work in your local area	27%	43%	39%	49%	44%	48%
	An office/work site/place of work/ in a central location (e.g. the city, CBD)	23%	17%	3%	12%	28%	5%

FAST FACTS

TOP 5 FAST FACTS

WHILE COST OF LIVING RELATED TO ENERGY IS HIGHLY IMPORTANT, SATISFACTION IS CURRENTLY QUITE LOW



AIR, LIGHT AND SOUND QUALITY ARE THE MOST CRITICAL NEEDS FOR FUTURE HOME DESIGN

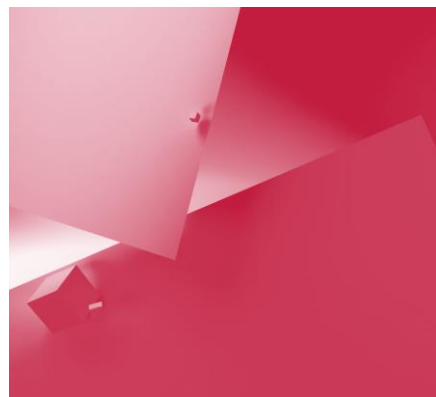


ACCESS TO GREEN SPACES IS THE MOST IMPORTANT FOR 18-24 YOS.

ACCESS TO GREEN SPACES WASN'T TOP OF MIND BEFORE THE PANDEMIC, BUT COVID-19 HAS INCREASED ITS IMPORTANCE



WHEN MOVING TO A NEW HOME, PEOPLE ARE THE MOST CONCERNED WITH ACCESSING LIGHT, AIR FLOW AND LOCATION, LOCATION, LOCATION!



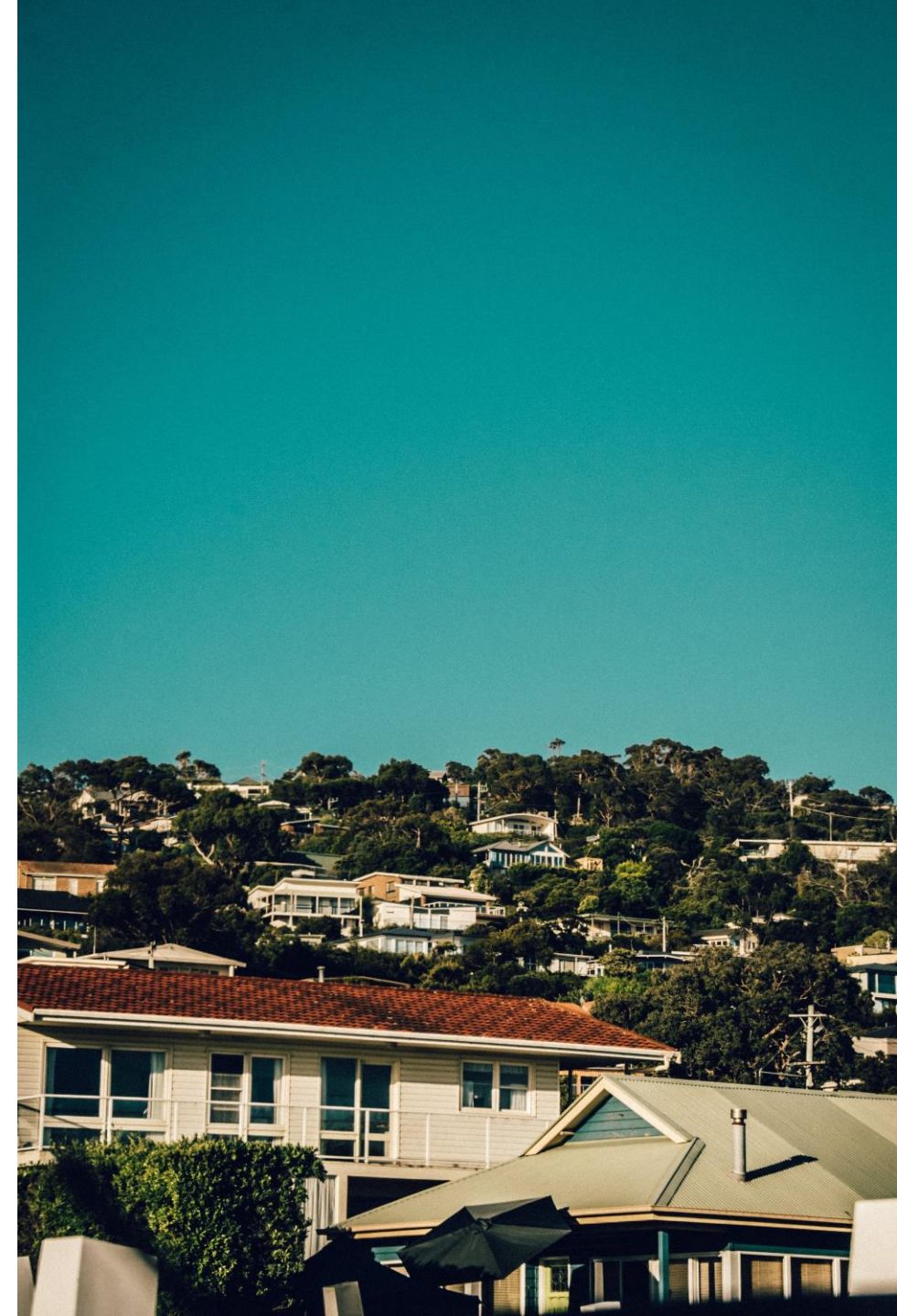
TO GET FUTURE NSW RESIDENTS INTO APARTMENTS, WE NEED TO ALLOW FOR AMPLE PRIVATE OUTDOOR SPACE, NATURAL LIGHT AND AIR FLOW



RESIDENTS NEEDS AN OVERVIEW

WHAT WE ASKED OUR RESIDENTS TO EVALUATE

Dwelling - Internal	Having enough space for entertaining
	Having room for extended family (e.g. a spare bedroom)
	Having space to store/park a bike
	The look and feel of my home
	The amount of storage available in my home (or building, for apartments)
	Having space for animals/pets
	Having a dedicated room or space for work or study
	The quality of the view
Dwelling - External	The visual privacy of my home (i.e. how much my neighbours can see in)
	Living close by other people (eg in an urban area)
	Having distance between my home and my neighbours' homes
	Having my own private outdoor space connected to my home, e.g. garden, balcony
Local amenities	Having space to grow my own plants
	Having cafés, food and restaurant options near me
	Proximity to supermarkets, grocery stores
	Proximity to schools
	The character / design of the homes in my area
	Access to community gardens near me
	Access to local community sports facilities
	Gyms and running tracks near me
	Access to cycleways
	Safe footpaths with pedestrian crossings
	Tree lined streets
	Feeling connected to others in my community
Access to green spaces	Proximity to social & cultural facilities
	Having shops and businesses run by local people
	Having children's playgrounds close by
	Having grass, trees and plants in common public or urban areas
	Having access to communal outdoor spaces
Air, light & sound quality	Having access to parklands and walking trails
	Being surrounded by nature
	The amount of sun light that gets into the home
Transport & traffic	Being able to open a window and control the air flow through my home
	The quality of the air where I live
Home efficiency	Access to public transport
	The amount of traffic passing my home
	My home being energy efficient to keep bills low
	The overall carbon footprint of my home
	My home being water efficient to keep bills low
	Being comfortable without using heating or cooling systems in my home



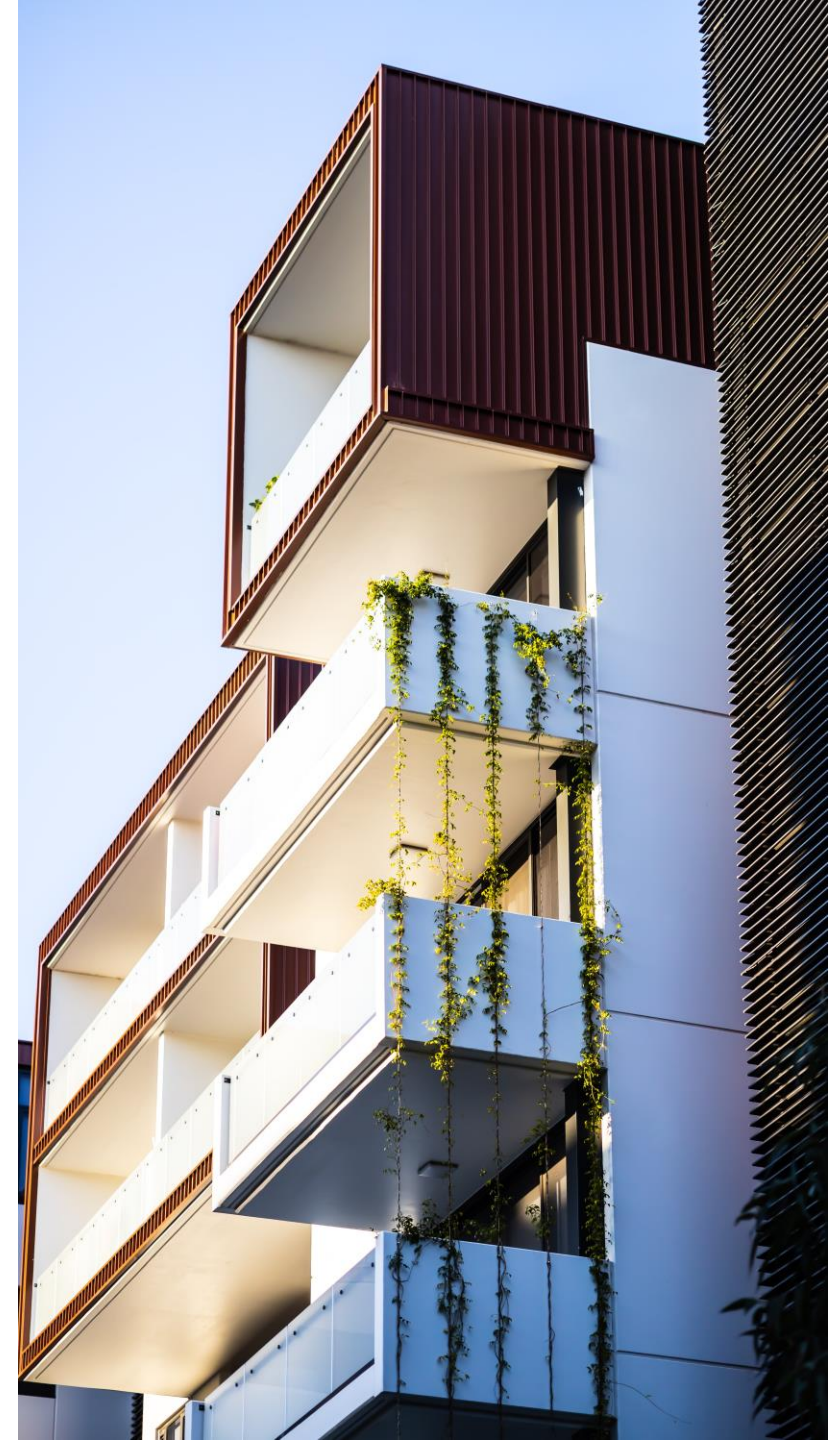
AIR, LIGHT AND SOUND QUALITY MOST VALUED BY NSW RESIDENTS, AND MOST LIKELY TO IMPACT THEIR WELLBEING

CORE NEEDS RANKED BY IMPORTANCE

	IMPORTANCE (Very/Extremely important)	SATISFACTION (Very/Extremely satisfied)	COVID IMPACT IMPORTANCE (Much/Slightly more)	IMPACT WELLBEING (% Agreed)
Air, light & sound quality	92%	73%	39%	68%
Home efficiency	66%	40%	26%	41%
Transport & traffic	65%	58%	14%	34%
Dwelling (Internal)	61%	60%	20%	35%
Dwelling (External)	57%	67%	25%	41%
Access to green spaces	53%	64%	32%	40%
Local amenities	42%	51%	22%	32%

The Home efficiency is important, but not currently well met

Having access to green spaces increasingly important as a result of Covid



CONTROLLING AIRFLOW, ACCESSING ENOUGH LIGHT AND BEING CLOSE TO AMENITIES ALL IMPACT WELLBEING

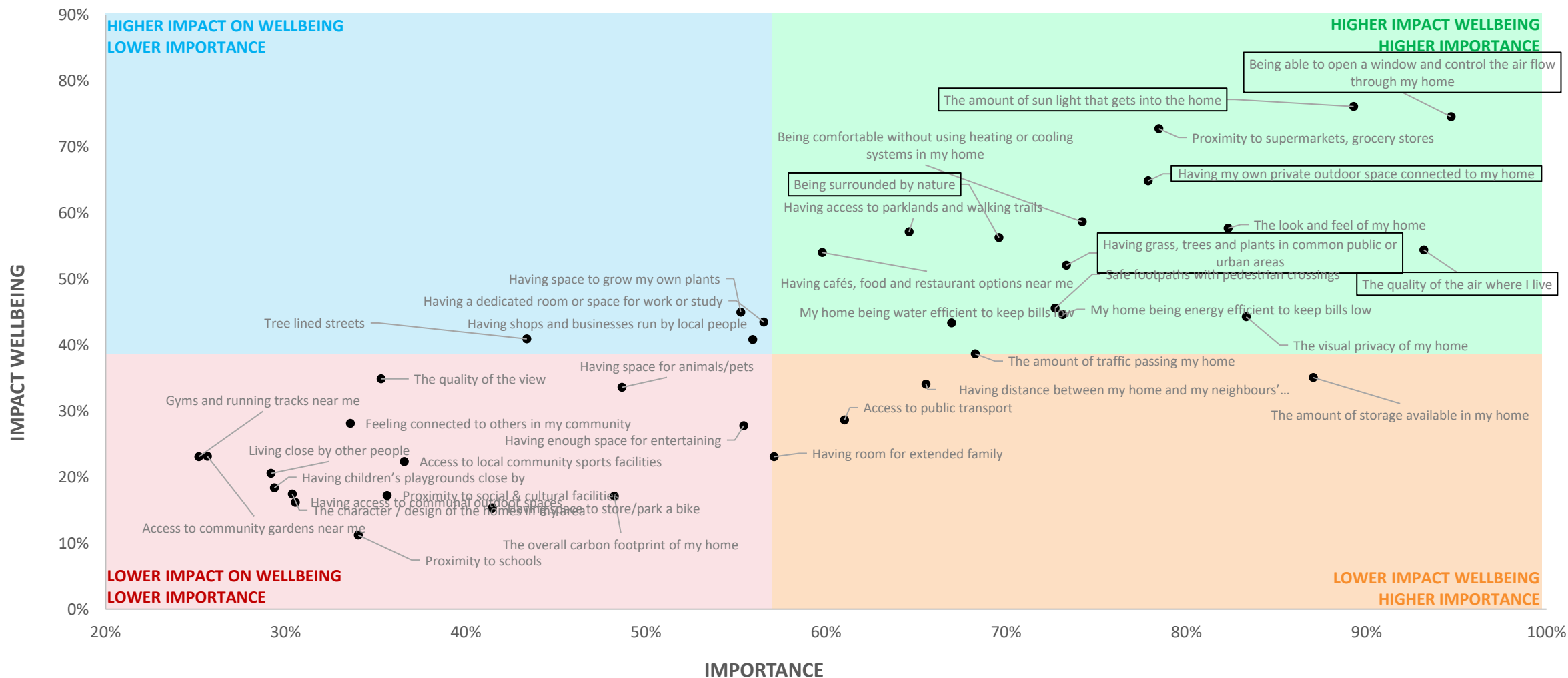
TOP 25 NEEDS RANKED BY IMPORTANCE

	IMPORTANCE T2B	SATISFACTION T2B	COVID IMPACT IMPORTANCE T2B	IMPACT WELLBEING
Being able to open a window and control the air flow through my home	95%	80%	37%	75%
The quality of the air where I live	93%	68%	37%	54%
The amount of sun light that gets into the home	89%	72%	42%	76%
The amount of storage available in my home	87%	54%	22%	35%
The visual privacy of my home	83%	58%	29%	44%
The look and feel of my home	82%	64%	23%	58%
Proximity to supermarkets, grocery stores	78%	77%	38%	73%
Having my own private outdoor space connected to my home	78%	76%	40%	65%
Being comfortable without using heating or cooling systems in my home	74%	42%	34%	59%
Having grass, trees and plants in common public or urban areas	73%	69%	32%	52%
My home being energy efficient to keep bills low	73%	39%	25%	45%
Safe footpaths with pedestrian crossings	73%	56%	34%	46%
Being surrounded by nature	70%	68%	43%	56%
The amount of traffic passing my home	68%	49%	15%	39%
My home being water efficient to keep bills low	67%	43%	27%	43%
Having distance between my home and my neighbours' homes	66%	54%	22%	34%
Having access to parklands and walking trails	65%	72%	44%	57%
Access to public transport	61%	67%	12%	29%
Having cafés, food and restaurant options near me	60%	59%	31%	54%
Having room for extended family	57%	58%	13%	23%
Having a dedicated room or space for work or study	57%	61%	36%	44%
Having shops and businesses run by local people	56%	50%	31%	41%
Having enough space for entertaining	55%	61%	10%	28%
Having space to grow my own plants	55%	74%	26%	45%
Having space for animals/pets	49%	71%	15%	34%



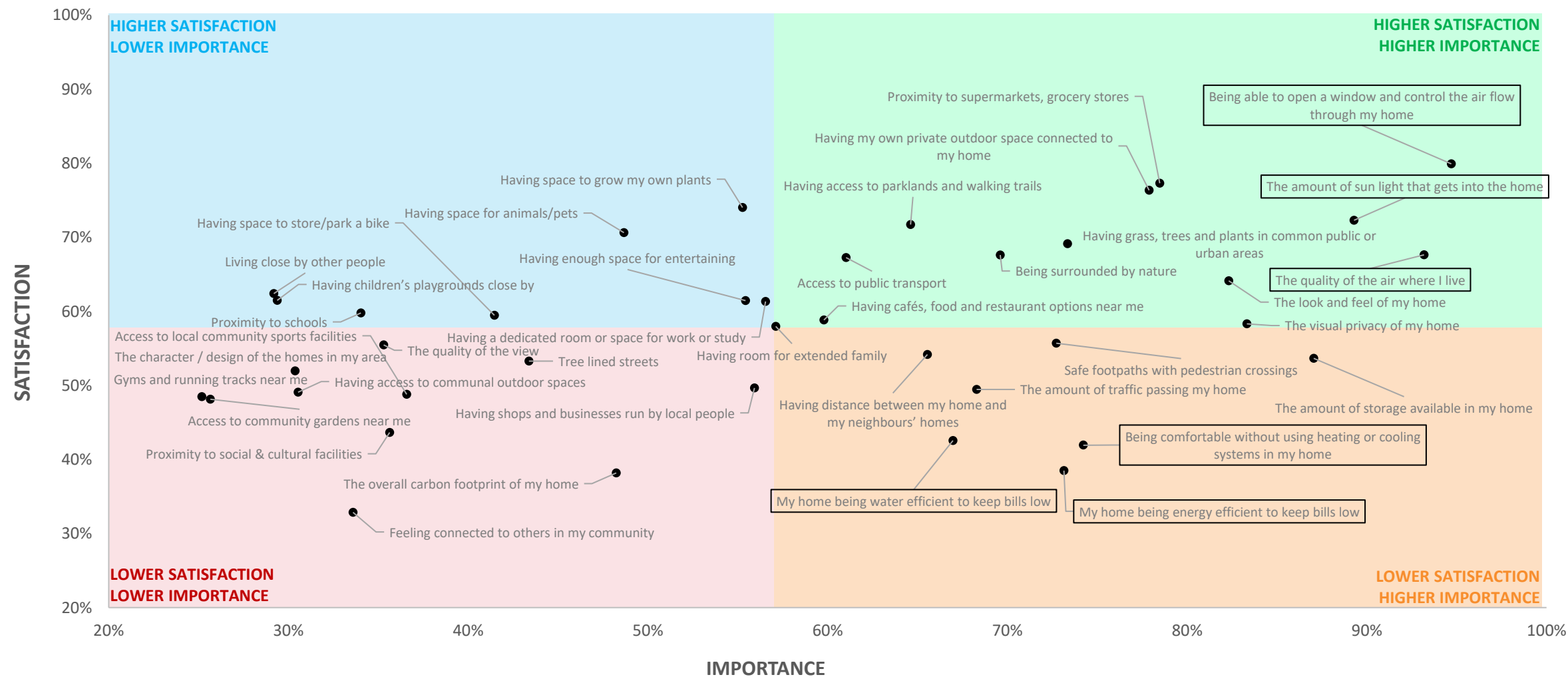
OVERALL, THERE IS A STRONG CORRELATION BETWEEN WHAT PEOPLE VALUE, AND WHAT'S IMPORTANT FOR THEIR WELLBEING, BUT WITH SOME NUANCES

IMPORTANCE (T2B) BY IMPACT ON WELLBEING



GIVEN THEIR IMPORTANCE BUT RELATIVELY LOWER SATISFACTION, THERE IS ROOM TO IMPROVE RESIDENTS CURRENT THE COST OF LIVING IN THE HOME RELATED TO ENERGY

IMPORTANCE (T2B) BY SATISFACTION (T2B)



SIMILARLY, THE COST OF LIVING AT HOME ALSO HAS A STRONG IMPACT ON WELLBEING AND CURRENTLY RESIDENTS HAVE BELOW AVERAGE LEVEL OF SATISFACTION ON THOSE POINTS

SATISFACTION (T2B) BY IMPACT ON WELLBEING



RESIDENTS NEEDS **WHAT'S IMPORTANT**

VISUALISING THE KEY DIFFERENCES BETWEEN DIFFERENT AREAS AND DEMOGRAPHICS

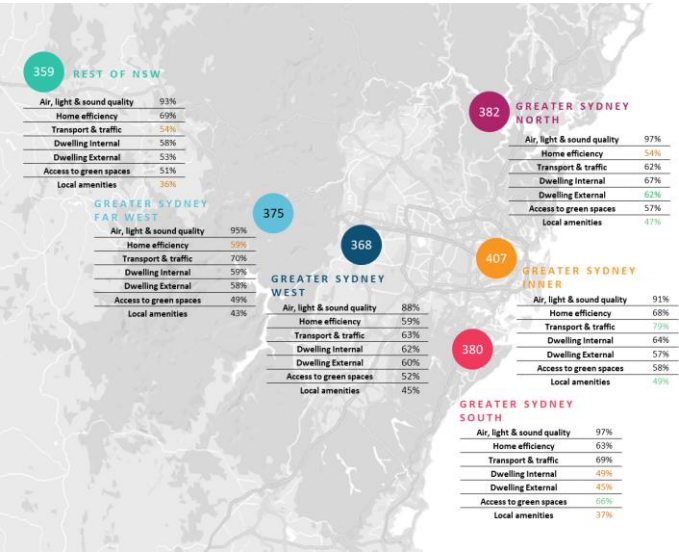
Throughout the report, we will use two different colours to identify any areas where there is a clear over or under index against the total average score.

This helps us quickly identify which attributes or needs are more or less significant to that specific group against the average.

Green text or shading indicates an over index against the average (index of >110) and therefore above average importance, satisfaction etc.

Orange text or shading indicates an under index against the average (Index of <90) therefore below average importance, satisfaction etc.

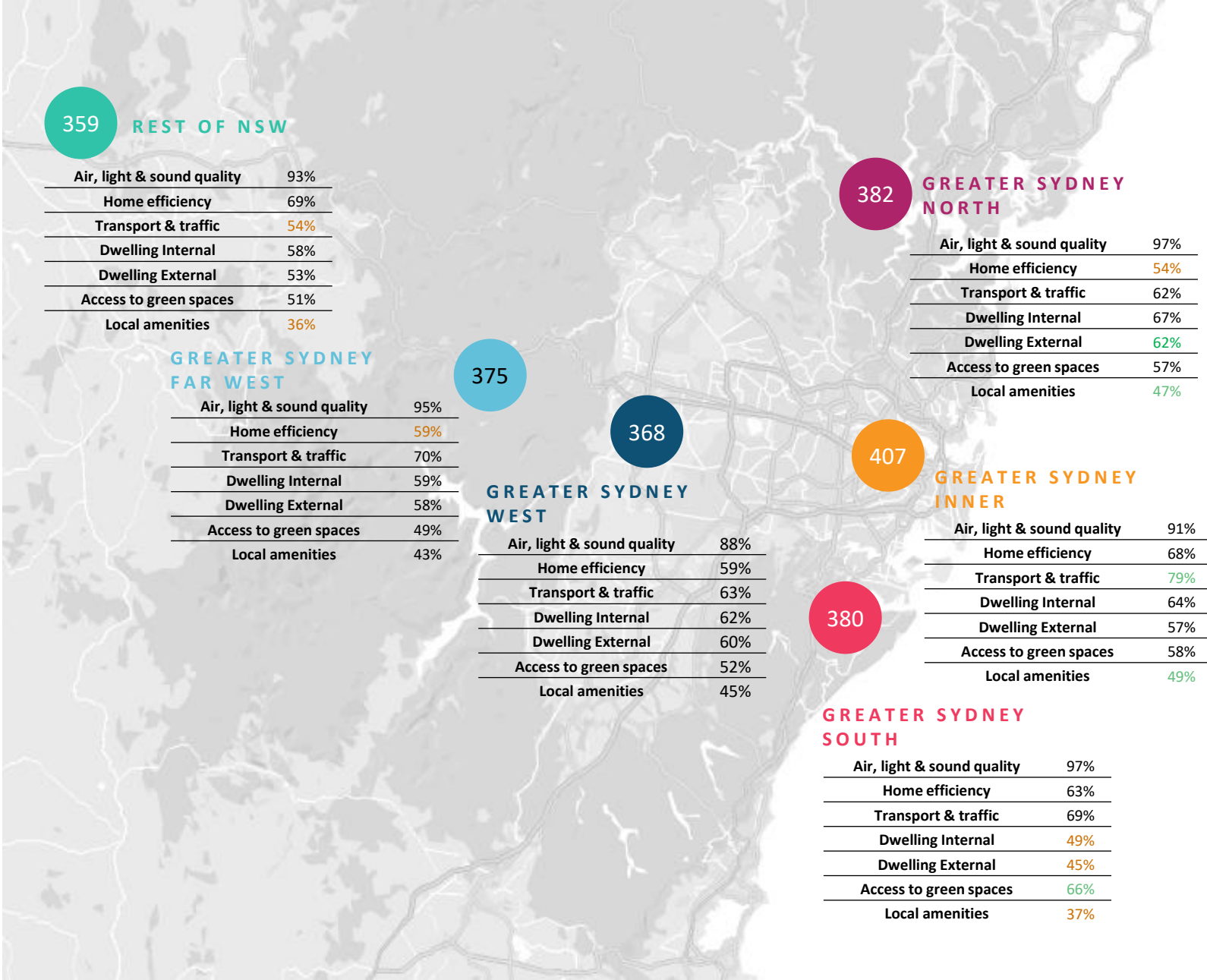
	Importance	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Freestanding / Terrace house	Apartment	Townhouse / Semi-detached / Duplex	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Air, light & sound quality	92%	90%	95%	94%	90%	91%	88%	97%	94%	92%	93%	75%	93%	91%	93%	93%	90%	93%	94%	90%	92%	93%	92%	93%
Home efficiency	66%	60%	72%	71%	63%	67%	68%	64%	63%	66%	65%	77%	65%	64%	66%	66%	65%	60%	66%	68%	64%	69%	65%	68%
Transport & Traffic	65%	64%	66%	65%	58%	69%	59%	64%	73%	70%	61%	74%	64%	68%	63%	61%	75%	65%	57%	69%	62%	63%	68%	56%
Dwelling Internal	61%	60%	62%	62%	60%	66%	61%	63%	56%	65%	59%	65%	61%	61%	61%	63%	59%	51%	53%	55%	65%	68%	63%	57%
Dwelling External	57%	52%	62%	56%	60%	59%	52%	62%	54%	61%	55%	65%	57%	53%	59%	59%	54%	51%	54%	52%	56%	58%	60%	52%
Access to green spaces	53%	52%	55%	66%	51%	57%	47%	54%	49%	58%	51%	60%	53%	52%	54%	52%	59%	52%	50%	54%	60%	53%	55%	51%
Local amenities	42%	40%	44%	42%	48%	44%	35%	50%	37%	43%	42%	44%	42%	42%	42%	39%	48%	47%	45%	38%	39%	45%	45%	36%



GREATER SYDNEY’S INNER, NORTH AND SOUTH HAVE THE HIGHEST RATINGS IN IMPORTANCE – THEY’RE MOST CONCERNED AND RECEPTIBLE TO CHANGES TO THOSE NEEDS

IMPORTANCE OF CORE (AND SUM OF IMPORTANCE) NEEDS
SPLIT BY LARGER AREA

	GREATER SYDNEY INNER	GREATER SYDNEY WEST	GREATER SYDNEY FAR WEST	GREATER SYDNEY SOUTH	GREATER SYDNEY NORTH	REST OF NSW
Average Age	41.4	42.6	50.5	57.4	48.9	51.0
Median Income	\$90,000	\$110,000	\$110,000	\$90,000	\$135,000	\$70,000
Proportion that are CALD	62%	51%	32%	12%	32%	14%



ACCESS TO GREEN SPACES AND AMENITIES ARE SEEN AS ESPECIALLY IMPORTANT TO YOUNGER COHORTS AND THOSE LIVING IN APARTMENTS AND TOWNHOUSE

IMPORTANCE OF CORE NEEDS SPLIT BY DEMOGRAPHIC PROFILE

	Importance	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Freestanding / Terrace house	Apartment	Townhouse / Semi-detached / Duplex	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Air, light & sound quality	92%	90%	95%	94%	90%	91%	88%	97%	94%	92%	93%	75%	93%	91%	93%	93%	90%	93%	94%	90%	92%	93%	92%	93%
Home efficiency	66%	60%	72%	71%	63%	67%	68%	64%	63%	66%	65%	77%	65%	64%	66%	66%	65%	60%	66%	68%	64%	69%	65%	68%
Transport & Traffic	65%	64%	66%	65%	58%	69%	59%	64%	73%	70%	61%	74%	64%	68%	63%	61%	75%	65%	57%	69%	62%	63%	68%	56%
Dwelling Internal	61%	60%	62%	62%	60%	66%	61%	63%	56%	65%	59%	65%	61%	61%	61%	63%	59%	51%	53%	55%	65%	68%	63%	57%
Dwelling External	57%	52%	62%	56%	60%	59%	52%	62%	54%	61%	55%	65%	57%	53%	59%	59%	54%	51%	54%	52%	56%	58%	60%	52%
Access to green spaces	53%	52%	55%	66%	51%	57%	47%	54%	49%	58%	51%	60%	53%	52%	54%	52%	59%	52%	50%	54%	60%	53%	55%	51%
Local amenities	42%	40%	44%	42%	48%	44%	35%	50%	37%	43%	42%	44%	42%	42%	42%	39%	48%	47%	45%	38%	39%	45%	45%	36%

TOP 20 NEEDS

RANKED BY IMPORTANCE

	Importance	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Home Type, Freestanding /Terrace house	Home Type, Apartment	Home Type, Townhouse / Semi- detached / Duplex	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Being able to open a window and control the air flow through my home	95%	94%	96%	96%	93%	95%	90%	97%	97%	96%	94%	81%	95%	95%	95%	95%	93%	96%	98%	91%	93%	95%	96%	93%
The quality of the air where I live	93%	90%	96%	96%	86%	95%	89%	99%	94%	95%	92%	84%	93%	96%	92%	93%	93%	95%	94%	91%	93%	93%	93%	93%
The amount of sun light that gets into the home	89%	85%	93%	90%	92%	83%	85%	96%	92%	85%	92%	59%	90%	84%	92%	92%	83%	89%	91%	88%	91%	91%	88%	92%
The amount of storage available in my home	87%	86%	88%	90%	88%	87%	87%	85%	85%	91%	85%	90%	87%	86%	87%	91%	82%	68%	84%	82%	91%	89%	89%	84%
The visual privacy of my home	83%	83%	83%	89%	75%	85%	91%	88%	77%	87%	82%	100%	83%	81%	84%	88%	79%	58%	74%	86%	87%	86%	83%	84%
The look and feel of my home	82%	77%	87%	82%	79%	84%	74%	86%	87%	89%	80%	72%	83%	83%	82%	82%	84%	87%	70%	79%	91%	83%	87%	73%
Proximity to supermarkets, grocery stores	78%	79%	78%	69%	81%	71%	71%	91%	87%	76%	80%	87%	78%	78%	79%	75%	84%	86%	89%	64%	76%	75%	83%	70%
Having my own private outdoor space connected to my home	78%	73%	83%	83%	76%	85%	71%	77%	77%	81%	76%	90%	78%	75%	79%	82%	70%	74%	74%	69%	79%	85%	82%	71%
Being comfortable without using heating or cooling systems in my home	74%	68%	80%	74%	67%	84%	74%	82%	67%	74%	75%	72%	74%	79%	72%	73%	81%	62%	77%	79%	61%	78%	74%	74%
Having grass, trees and plants in common public or urban areas	73%	72%	75%	91%	68%	82%	59%	74%	70%	76%	72%	84%	73%	73%	74%	70%	83%	70%	67%	70%	82%	70%	76%	68%
My home being energy efficient to keep bills low	73%	68%	79%	75%	69%	74%	78%	65%	78%	76%	71%	77%	73%	65%	76%	76%	67%	69%	69%	68%	85%	76%	70%	80%
Safe footpaths with pedestrian crossings	73%	67%	78%	63%	76%	82%	63%	77%	72%	78%	70%	67%	73%	62%	78%	72%	71%	77%	76%	70%	74%	63%	77%	65%
Being surrounded by nature	70%	65%	75%	82%	61%	61%	74%	75%	72%	69%	70%	57%	70%	72%	68%	68%	67%	79%	76%	71%	69%	69%	64%	79%
The amount of traffic passing my home	68%	65%	72%	68%	57%	71%	66%	75%	74%	68%	69%	84%	68%	70%	68%	66%	72%	70%	61%	72%	57%	76%	69%	66%
My home being water efficient to keep bills low	67%	62%	72%	76%	69%	68%	77%	57%	58%	69%	65%	94%	66%	63%	69%	70%	63%	56%	68%	71%	73%	70%	68%	65%
Having distance between my home and my neighbours' homes	66%	60%	71%	69%	71%	63%	68%	73%	55%	72%	63%	86%	65%	66%	65%	70%	59%	46%	58%	60%	69%	66%	67%	62%
Having access to parklands and walking trails	65%	66%	63%	59%	60%	68%	53%	73%	70%	64%	65%	68%	65%	51%	72%	63%	70%	64%	66%	56%	68%	70%	68%	59%
Access to public transport	61%	62%	59%	62%	59%	68%	53%	53%	71%	72%	53%	64%	61%	66%	59%	55%	77%	60%	53%	66%	67%	50%	67%	46%
Having cafés, food and restaurant options near me	60%	52%	67%	75%	66%	60%	37%	78%	52%	61%	59%	57%	60%	71%	55%	52%	73%	74%	67%	61%	43%	67%	63%	53%
Having room for extended family	57%	49%	64%	55%	50%	59%	61%	64%	55%	66%	53%	51%	57%	53%	59%	59%	57%	36%	50%	53%	54%	74%	58%	55%

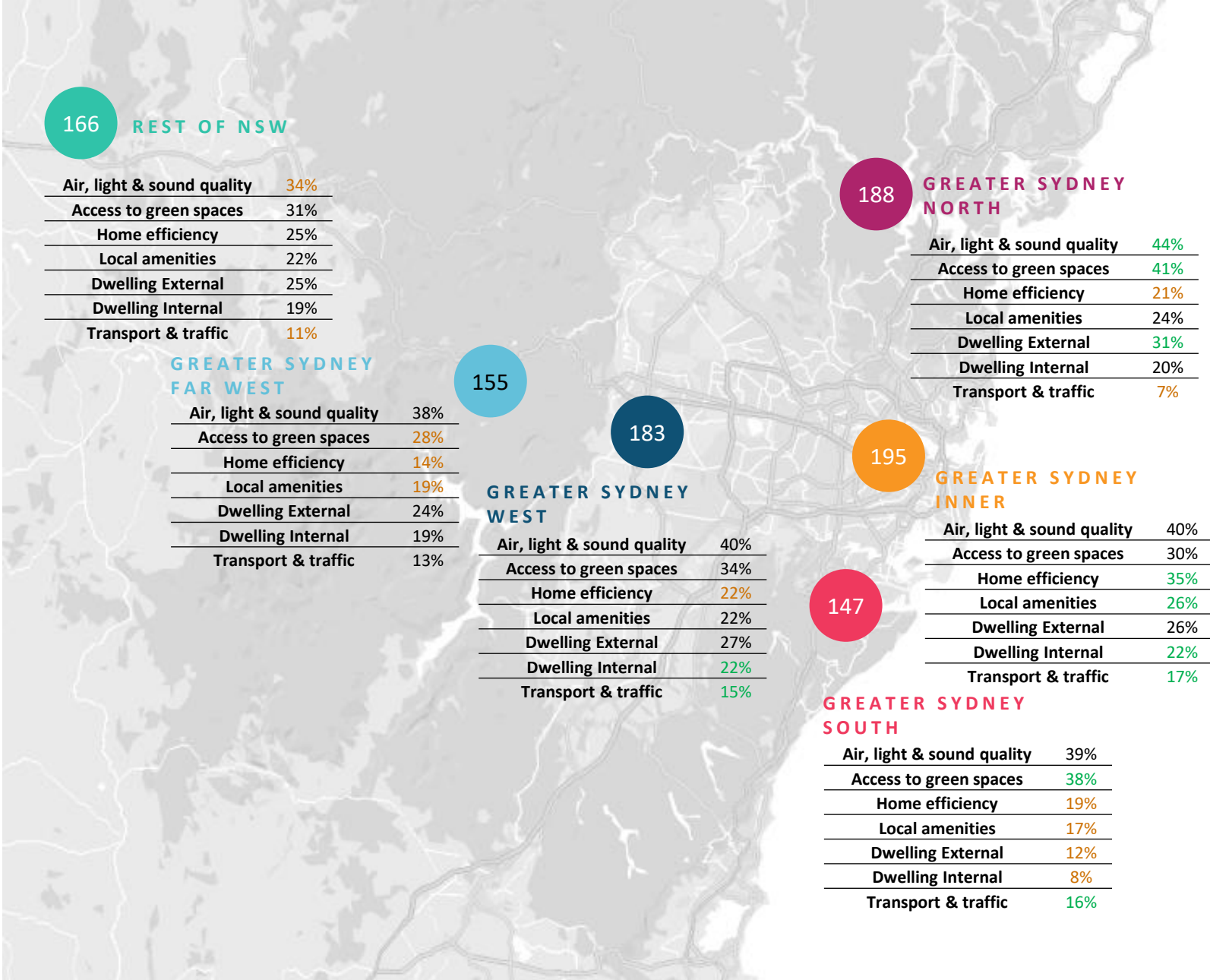
RESIDENTS NEEDS

COVID DRIVEN IMPACT ON IMPORTANCE

FOR THOSE LIVING IN INNER SYDNEY, TRANSPORT / TRAFFIC, DWELLING AND LOCAL AMENITIES ALL BECAME INCREASINGLY IMPORTANT AS A RESULT

INCREASED IMPORTANCE SINCE COVID OF CORE NEEDS SPLIT BY LARGER AREA

	GREATER SYDNEY INNER	GREATER SYDNEY WEST	GREATER SYDNEY FAR WEST	GREATER SYDNEY SOUTH	GREATER SYDNEY NORTH	REST OF NSW
Average Age	41.4	42.6	50.5	57.4	48.9	51.0
Median Income	\$90,000	\$110,000	\$110,000	\$90,000	\$135,000	\$70,000
Proportion that are CALD	62%	51%	32%	12%	32%	14%



MOST NEEDS HAVE BECOME INCREASINGLY IMPORTANT FOR YOUNGER COHORTS, CALD, RENTERS AND THOSE LIVING IN APARTMENTS

INCREASED IMPORTANCE SINCE COVID OF CORE NEEDS SPLIT BY DEMOGRAPHIC PROFILE

	Increased importance	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Home Type, Freestanding / Terrace house	Home Type, Apartment	Home Type, Semi-detached / Duplex	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Air, light & sound quality	39%	34%	43%	57%	35%	49%	26%	35%	33%	47%	34%	26%	39%	46%	35%	37%	45%	34%	30%	46%	29%	44%	41%	35%
Access to green spaces	32%	33%	31%	37%	38%	38%	22%	31%	25%	39%	28%	23%	32%	36%	30%	30%	34%	31%	26%	36%	26%	34%	32%	31%
Cost of living in your home	26%	25%	27%	34%	25%	40%	23%	27%	13%	31%	23%	42%	26%	29%	25%	24%	34%	23%	21%	36%	22%	28%	27%	26%
Local amenities	22%	20%	24%	25%	27%	28%	15%	21%	16%	27%	19%	22%	22%	28%	19%	20%	24%	31%	22%	28%	19%	16%	22%	23%
Dwelling External	25%	23%	28%	29%	31%	33%	21%	28%	15%	28%	24%	21%	25%	28%	24%	25%	27%	24%	23%	24%	29%	24%	25%	26%
Dwelling Internal	20%	19%	21%	23%	27%	30%	18%	19%	8%	23%	19%	22%	20%	23%	18%	19%	24%	15%	16%	19%	23%	20%	21%	19%
Transport & traffic	14%	15%	12%	24%	17%	18%	5%	10%	12%	20%	9%	15%	14%	16%	13%	12%	20%	11%	13%	14%	21%	10%	16%	8%

TOP 20 NEEDS

RANKED BY INCREASED IMPORTANCE

	Increased Importance	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Home Type, Freestanding / Terrace house	Home Type, Apartment	Home Type, Townhouse / Semi-detached / Duplex	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Having access to parklands and walking trails	44%	47%	42%	49%	48%	57%	26%	45%	37%	51%	41%	28%	45%	50%	41%	43%	48%	40%	41%	43%	41%	45%	44%	45%
Being surrounded by nature	43%	41%	45%	47%	40%	50%	37%	41%	40%	46%	41%	25%	43%	48%	40%	39%	46%	49%	36%	42%	31%	48%	42%	44%
The amount of sun light that gets into the home	42%	36%	47%	58%	41%	56%	26%	35%	35%	49%	38%	21%	42%	51%	37%	40%	46%	41%	35%	47%	31%	44%	43%	40%
Having my own private outdoor space connected to my home,	40%	36%	44%	43%	45%	60%	33%	35%	28%	43%	38%	40%	40%	44%	38%	41%	34%	42%	39%	37%	39%	43%	37%	45%
Proximity to supermarkets, grocery stores	38%	34%	41%	39%	32%	54%	34%	45%	26%	36%	39%	27%	38%	46%	34%	37%	37%	42%	33%	51%	28%	26%	38%	37%
Being able to open a window and control the air flow through my home	37%	34%	41%	58%	32%	49%	24%	35%	31%	47%	32%	21%	38%	46%	33%	36%	44%	32%	25%	47%	31%	46%	41%	30%
The quality of the air where I live	37%	32%	42%	56%	31%	42%	28%	36%	34%	46%	32%	37%	37%	42%	34%	36%	43%	29%	30%	45%	25%	41%	38%	34%
Having a dedicated room or space for work or study	36%	39%	33%	46%	37%	69%	26%	39%	11%	36%	36%	32%	36%	42%	33%	36%	35%	33%	28%	28%	43%	51%	35%	37%
Safe footpaths with pedestrian crossings	34%	35%	34%	42%	36%	30%	22%	34%	42%	40%	31%	32%	35%	36%	34%	35%	30%	41%	36%	45%	34%	20%	33%	37%
Being comfortable without using heating or cooling systems in my home	34%	33%	35%	41%	37%	53%	29%	30%	21%	43%	28%	57%	33%	43%	31%	29%	47%	38%	32%	42%	31%	36%	36%	29%
Having grass, trees and plants in common public or urban areas	32%	33%	32%	33%	38%	41%	22%	30%	27%	44%	27%	21%	33%	38%	30%	29%	35%	38%	25%	35%	22%	37%	34%	30%
Having shops and businesses run by local people	31%	23%	39%	29%	33%	35%	35%	39%	19%	32%	31%	6%	32%	40%	27%	30%	30%	42%	25%	38%	33%	26%	28%	37%
Having cafés, food and restaurant options near me	31%	28%	33%	36%	27%	45%	26%	32%	21%	34%	29%	42%	30%	37%	28%	31%	31%	29%	30%	33%	26%	27%	30%	32%
The visual privacy of my home	29%	26%	31%	31%	37%	32%	41%	22%	15%	37%	25%	27%	29%	35%	26%	28%	37%	21%	25%	35%	32%	20%	31%	26%
Feeling connected to others in my community	28%	20%	35%	38%	27%	34%	20%	37%	17%	35%	24%	0%	29%	37%	24%	24%	34%	38%	22%	38%	22%	28%	26%	32%
My home being water efficient to keep bills low	27%	26%	29%	33%	25%	44%	25%	27%	16%	32%	24%	44%	27%	27%	28%	27%	34%	18%	24%	37%	18%	28%	26%	31%
Having space to grow my own plants	26%	24%	29%	32%	33%	35%	15%	30%	17%	28%	25%	18%	26%	30%	24%	24%	30%	18%	27%	16%	31%	30%	25%	29%
My home being energy efficient to keep bills low	25%	23%	27%	27%	19%	42%	27%	32%	8%	25%	25%	28%	25%	25%	24%	24%	27%	27%	15%	35%	24%	32%	26%	22%
The look and feel of my home	23%	20%	26%	24%	29%	39%	24%	24%	7%	32%	19%	11%	24%	28%	21%	21%	29%	20%	13%	29%	26%	26%	25%	19%
Having access to communal outdoor spaces	22%	22%	23%	27%	36%	23%	19%	18%	14%	31%	18%	23%	22%	26%	21%	19%	27%	21%	15%	31%	19%	24%	21%	24%

RESIDENTS NEEDS

LEVEL OF SATISFACTION

GREATER SYDNEY WEST IS THE LEAST SATISFIED WITH THE CORE NEEDS

SATISFACTION WITH CORE NEEDS SPLIT BY LARGER AREA

	GREATER SYDNEY INNER	GREATER SYDNEY WEST	GREATER SYDNEY FAR WEST	GREATER SYDNEY SOUTH	GREATER SYDNEY NORTH	REST OF NSW
Average Age	41.4	42.6	50.5	57.4	48.9	51.0
Median Income	\$90,000	\$110,000	\$110,000	\$90,000	\$135,000	\$70,000
Proportion that are CALD	62%	51%	32%	12%	32%	14%

394 REST OF NSW

Air, light & sound quality	76%
Dwelling External	65%
Access to green spaces	69%
Dwelling Internal	60%
Transport & traffic	45%
Local amenities	44%
Home efficiency	35%

GREATER SYDNEY FAR WEST

Air, light & sound quality	74%
Dwelling External	67%
Access to green spaces	51%
Dwelling Internal	62%
Transport & traffic	63%
Local amenities	53%
Home efficiency	42%

411

GREATER SYDNEY WEST

Air, light & sound quality	65%
Dwelling External	64%
Access to green spaces	58%
Dwelling Internal	54%
Transport & traffic	56%
Local amenities	49%
Home efficiency	34%

380

447 GREATER SYDNEY NORTH

Air, light & sound quality	83%
Dwelling External	74%
Access to green spaces	74%
Dwelling Internal	63%
Transport & traffic	63%
Local amenities	63%
Home efficiency	28%

430

GREATER SYDNEY INNER

Air, light & sound quality	73%
Dwelling External	67%
Access to green spaces	67%
Dwelling Internal	62%
Transport & traffic	62%
Local amenities	56%
Home efficiency	42%

399

GREATER SYDNEY SOUTH

Air, light & sound quality	69%
Dwelling External	62%
Access to green spaces	55%
Dwelling Internal	54%
Transport & traffic	63%
Local amenities	51%
Home efficiency	45%

SATISFACTION WITH CORE NEEDS GENERALLY LOWER AMONG 25-54 YO'S, ATSI AND THOSE LIVING IN TOWNHOUSES/DUPLEXES

SATISFACTION WITH CORE NEEDS SPLIT BY DEMOGRAPHIC PROFILE

	Satisfaction	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Home Type, Freestanding / Terrace house	Home Type, Apartment	Home Type, Townhouse / Semi-detached / Duplex	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Air, light & sound quality	73%	78%	69%	80%	66%	63%	66%	87%	81%	77%	71%	76%	73%	72%	74%	73%	72%	79%	74%	69%	75%	74%	73%	75%
Dwelling (External)	67%	72%	63%	70%	52%	57%	62%	78%	79%	64%	68%	64%	67%	54%	72%	73%	56%	64%	63%	63%	69%	68%	67%	65%
Access to green spaces	64%	67%	61%	68%	67%	55%	48%	74%	68%	68%	61%	73%	63%	64%	64%	60%	70%	68%	66%	63%	60%	63%	61%	68%
Dwelling (Internal)	60%	65%	56%	60%	48%	53%	47%	73%	76%	56%	62%	63%	60%	50%	65%	64%	54%	52%	57%	52%	61%	67%	61%	59%
Transport & Traffic	58%	58%	59%	38%	63%	66%	45%	63%	67%	60%	57%	43%	59%	58%	59%	59%	64%	40%	60%	53%	56%	62%	63%	44%
Local amenities	51%	50%	53%	40%	42%	50%	52%	58%	65%	47%	54%	43%	52%	45%	54%	51%	57%	45%	52%	46%	49%	54%	55%	43%
Home efficiency	40%	39%	42%	24%	40%	43%	34%	44%	51%	41%	39%	34%	41%	41%	40%	41%	41%	36%	44%	38%	29%	42%	40%	41%

TOP 20 NEEDS

RANKED BY SATISFACTION

Column %	Satisfaction T2B	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Home Type, Freestanding / Terrace house	Home Type, Apartment	Home Type, Townhouse / Semi-detached / Duplex	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Being able to open a window and control the air flow through my home	80%	82%	78%	87%	67%	73%	68%	95%	91%	80%	80%	91%	80%	78%	81%	80%	78%	86%	80%	71%	82%	81%	82%	76%
Proximity to supermarkets, grocery stores	77%	71%	82%	71%	60%	77%	77%	82%	93%	71%	81%	82%	77%	77%	77%	79%	78%	72%	79%	76%	75%	73%	79%	73%
Having my own private outdoor space connected to my home	76%	83%	71%	78%	68%	67%	68%	85%	88%	74%	77%	55%	77%	65%	81%	82%	63%	78%	72%	79%	72%	80%	78%	73%
Having space to grow my own plants	74%	78%	71%	80%	60%	59%	75%	84%	83%	70%	76%	66%	74%	63%	78%	80%	59%	70%	75%	75%	73%	71%	74%	74%
The amount of sun light that gets into the home	72%	78%	67%	80%	64%	65%	60%	85%	82%	78%	69%	78%	72%	68%	74%	75%	71%	72%	72%	73%	78%	67%	71%	74%
Having access to parklands and walking trails	72%	76%	68%	66%	75%	64%	65%	78%	78%	74%	71%	65%	72%	76%	70%	69%	77%	76%	73%	69%	70%	73%	69%	77%
Having space for animals/pets	71%	71%	70%	72%	60%	65%	66%	71%	89%	67%	72%	38%	71%	68%	72%	79%	53%	41%	73%	65%	69%	67%	67%	79%
Having grass, trees and plants in common public or urban areas	69%	70%	69%	74%	73%	63%	55%	79%	71%	80%	63%	83%	69%	67%	70%	66%	73%	73%	67%	65%	74%	69%	68%	71%
The quality of the air where I live	68%	75%	61%	74%	65%	51%	70%	81%	72%	74%	64%	60%	68%	69%	67%	64%	68%	80%	70%	63%	66%	74%	64%	74%
Being surrounded by nature	68%	68%	68%	70%	62%	62%	51%	75%	82%	67%	68%	68%	68%	70%	67%	64%	75%	67%	75%	62%	58%	67%	62%	76%
Access to public transport	67%	71%	63%	49%	74%	71%	53%	73%	75%	72%	63%	65%	67%	70%	66%	65%	80%	53%	68%	67%	70%	62%	75%	41%
The look and feel of my home	64%	67%	62%	51%	50%	56%	59%	78%	82%	60%	66%	89%	64%	54%	69%	68%	61%	53%	62%	58%	62%	67%	67%	59%
Living close by other people	62%	71%	57%	66%	45%	55%	60%	73%	74%	62%	63%	67%	62%	46%	69%	69%	54%	62%	50%	54%	75%	64%	63%	62%
Having children's playgrounds close by	61%	69%	53%	66%	72%	54%	36%	73%	60%	64%	60%	74%	61%	60%	63%	59%	70%	60%	71%	68%	52%	59%	58%	67%
Having enough space for entertaining	61%	68%	55%	63%	50%	59%	42%	71%	80%	62%	61%	83%	61%	45%	69%	67%	54%	48%	57%	46%	64%	75%	64%	57%
Having a dedicated room or space for work or study	61%	66%	56%	63%	55%	55%	33%	75%	80%	57%	64%	70%	61%	51%	66%	64%	54%	60%	63%	49%	70%	64%	64%	56%
Proximity to schools	60%	53%	68%	55%	31%	73%	78%	71%	60%	60%	59%	52%	60%	51%	63%	61%	68%	42%	39%	69%	65%	49%	62%	53%
Having space to store/park a bike	59%	65%	53%	70%	55%	44%	42%	78%	66%	54%	62%	43%	60%	54%	62%	60%	54%	62%	51%	45%	68%	71%	61%	57%
Having cafés, food and restaurant options near me	59%	60%	57%	56%	57%	45%	53%	60%	80%	51%	64%	64%	59%	62%	57%	56%	71%	52%	67%	60%	51%	56%	64%	47%
The visual privacy of my home	58%	65%	52%	42%	36%	60%	55%	78%	72%	52%	61%	53%	58%	48%	63%	62%	57%	45%	55%	41%	67%	64%	60%	55%

RESIDENTS NEEDS

IMPACT ON WELLBEING

FAR WEST SYDNEY, NORTH SYDNEY AND INNER SYDNEY LINK THESE NEEDS TO THEIR PERSONAL WELLBEING MORE SO THAN THE REST OF THE STATE

CORE NEEDS IMPACT ON WELLBEING SPLIT BY LARGER AREA

	GREATER SYDNEY INNER	GREATER SYDNEY WEST	GREATER SYDNEY FAR WEST	GREATER SYDNEY SOUTH	GREATER SYDNEY NORTH	REST OF NSW
Average Age	41.4	42.6	50.5	57.4	48.9	51.0
Median Income	\$90,000	\$110,000	\$110,000	\$90,000	\$135,000	\$70,000
Proportion that are CALD	62%	51%	32%	12%	32%	14%

271

REST OF NSW

Air, light & sound quality	70%
Dwelling (External)	34%
Cost of living in your home	40%
Access to green spaces	38%
Dwelling (Internal)	34%
Transport & traffic	25%
Local amenities	29%

GREATER SYDNEY FAR WEST

Air, light & sound quality	73%
Dwelling (External)	31%
Cost of living in your home	41%
Access to green spaces	40%
Dwelling (Internal)	35%
Transport & traffic	36%
Local amenities	33%

289

GREATER SYDNEY WEST

Air, light & sound quality	66%
Dwelling (External)	31%
Cost of living in your home	42%
Access to green spaces	40%
Dwelling (Internal)	33%
Transport & traffic	38%
Local amenities	32%

283

298

GREATER SYDNEY NORTH

Air, light & sound quality	77%
Dwelling (External)	34%
Cost of living in your home	39%
Access to green spaces	46%
Dwelling (Internal)	31%
Transport & traffic	39%
Local amenities	32%

291

GREATER SYDNEY INNER

Air, light & sound quality	63%
Dwelling (External)	35%
Cost of living in your home	40%
Access to green spaces	43%
Dwelling (Internal)	33%
Transport & traffic	43%
Local amenities	34%

254

GREATER SYDNEY SOUTH

Air, light & sound quality	68%
Dwelling (External)	33%
Cost of living in your home	30%
Access to green spaces	36%
Dwelling (Internal)	34%
Transport & traffic	23%
Local amenities	28%

FOR THOSE AGED 18-34 AND WITH HIGHER INCOMES, HOME EFFICIENCY AND ACCESS TO GREEN SPACES BOTH HAVE A STRONG IMPACT ON THEIR WELLBEING

CORE NEEDS IMPACT ON WELLBEING SPLIT BY LARGER AREA

	Impact on Wellbeing	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Home Type, Freestanding / Terrace house	Home Type, Apartment	Home Type, Townhouse / Semi-detached / Duplex	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Air, light & sound quality	68%	63%	74%	68%	57%	65%	67%	74%	78%	69%	68%	59%	69%	66%	69%	68%	71%	66%	69%	69%	61%	70%	68%	68%
Dwelling (External)	41%	38%	44%	37%	35%	37%	38%	50%	49%	41%	41%	38%	41%	35%	44%	46%	32%	37%	41%	41%	45%	38%	40%	43%
Home efficiency	41%	37%	45%	50%	39%	41%	35%	38%	43%	46%	38%	44%	41%	41%	41%	41%	42%	37%	43%	42%	33%	45%	42%	39%
Access to green spaces	40%	38%	42%	50%	41%	39%	35%	42%	37%	44%	38%	37%	40%	45%	38%	38%	44%	40%	38%	40%	37%	44%	41%	38%
Dwelling (Internal)	35%	32%	38%	42%	34%	33%	32%	35%	36%	39%	33%	34%	35%	35%	35%	36%	34%	32%	32%	36%	32%	41%	35%	35%
Transport & Traffic	34%	36%	32%	47%	41%	29%	23%	32%	33%	41%	30%	38%	34%	41%	31%	30%	46%	34%	36%	37%	30%	30%	39%	23%
Local amenities	32%	30%	33%	39%	31%	30%	27%	33%	31%	36%	29%	29%	32%	33%	31%	31%	35%	29%	30%	33%	32%	31%	33%	29%

TOP 20 NEEDS

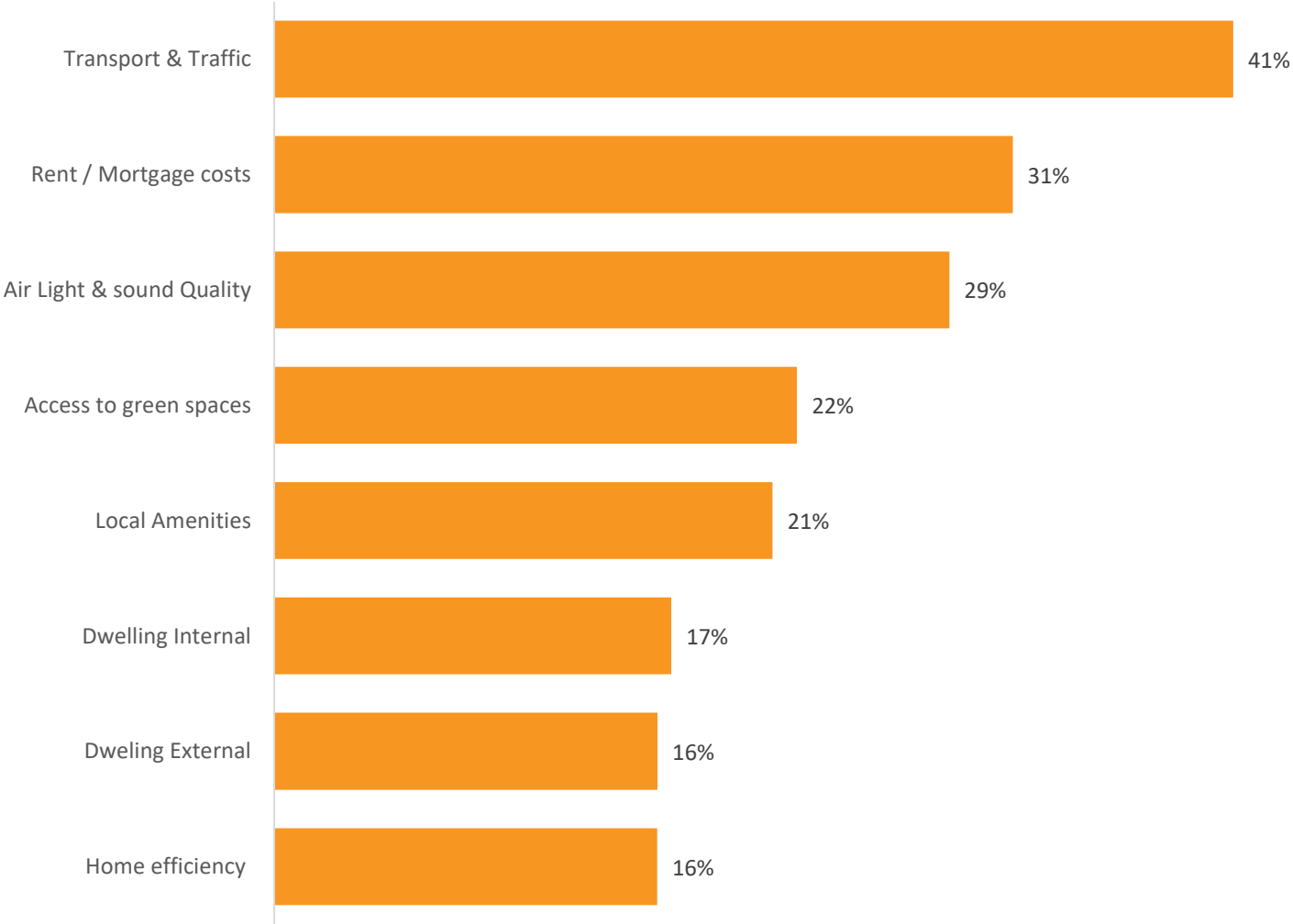
RANKED BY IMPACT ON WELLBEING

Column %	Impact on Wellbeing	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Home Type, Freestanding / Terrace house	Home Type, Apartment	Home Type, Townhouse / Semi-detached /	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
The amount of sun light that gets into the home	76%	69%	83%	74%	64%	76%	78%	79%	84%	75%	77%	72%	76%	76%	76%	75%	81%	73%	78%	78%	68%	74%	76%	77%
Being able to open a window and control the air flow through my home	75%	69%	80%	71%	58%	75%	75%	80%	87%	71%	76%	68%	75%	72%	76%	74%	77%	70%	74%	78%	64%	77%	74%	76%
Proximity to supermarkets, grocery stores	73%	67%	78%	63%	61%	75%	68%	78%	86%	66%	77%	83%	72%	71%	74%	73%	76%	68%	73%	72%	75%	63%	75%	68%
Having my own private outdoor space connected to my home	65%	59%	70%	50%	61%	63%	61%	74%	75%	65%	65%	40%	66%	53%	70%	70%	48%	65%	62%	61%	72%	68%	62%	71%
Being comfortable without using heating or cooling systems in my home	59%	57%	60%	61%	52%	56%	57%	64%	63%	64%	56%	51%	59%	63%	57%	55%	65%	58%	60%	60%	46%	62%	61%	54%
The look and feel of my home	58%	47%	68%	64%	53%	53%	52%	56%	67%	62%	55%	50%	58%	47%	63%	59%	57%	51%	61%	51%	60%	57%	58%	56%
Having access to parklands and walking trails	57%	52%	62%	47%	50%	67%	47%	63%	64%	59%	56%	48%	58%	57%	57%	57%	57%	52%	56%	47%	56%	66%	57%	57%
Being surrounded by nature	56%	52%	61%	72%	50%	47%	57%	63%	55%	53%	58%	42%	57%	59%	55%	58%	50%	56%	57%	58%	49%	61%	53%	62%
The quality of the air where I live	54%	50%	58%	60%	50%	45%	48%	63%	62%	61%	51%	38%	55%	51%	56%	55%	54%	55%	56%	49%	52%	59%	56%	52%
Having cafés, food and restaurant options near me	54%	53%	55%	64%	57%	60%	46%	51%	49%	59%	51%	50%	54%	64%	50%	52%	65%	44%	40%	57%	57%	57%	58%	47%
Having grass, trees and plants in common public or urban areas	52%	50%	55%	66%	55%	41%	43%	57%	54%	59%	48%	41%	52%	62%	47%	45%	68%	62%	50%	56%	47%	47%	55%	45%
Safe footpaths with pedestrian crossings	46%	39%	52%	51%	42%	44%	31%	56%	51%	48%	44%	33%	46%	48%	45%	41%	57%	45%	48%	37%	50%	40%	50%	37%
Having space to grow my own plants	45%	41%	49%	41%	41%	35%	32%	58%	59%	40%	48%	56%	45%	39%	48%	51%	31%	42%	48%	42%	52%	41%	43%	50%
My home being energy efficient to keep bills low	45%	37%	52%	53%	37%	47%	34%	40%	55%	46%	44%	46%	45%	43%	46%	47%	42%	33%	48%	42%	37%	49%	44%	45%
The visual privacy of my home	44%	37%	51%	48%	32%	42%	43%	52%	51%	44%	44%	34%	45%	46%	44%	45%	44%	41%	45%	42%	41%	52%	44%	45%
Having a dedicated room or space for work or study	44%	42%	45%	41%	48%	58%	35%	34%	42%	50%	40%	24%	44%	44%	43%	44%	46%	38%	31%	41%	40%	58%	46%	39%
My home being water efficient to keep bills low	43%	39%	47%	61%	45%	42%	40%	34%	42%	54%	37%	56%	43%	43%	44%	43%	44%	42%	47%	49%	36%	45%	42%	45%
Tree lined streets	41%	33%	48%	31%	41%	38%	37%	51%	45%	44%	39%	15%	42%	40%	41%	40%	47%	36%	42%	39%	42%	44%	45%	33%
Having shops and businesses run by local people	41%	36%	45%	44%	36%	36%	46%	48%	39%	41%	41%	37%	41%	43%	40%	39%	43%	41%	39%	44%	39%	36%	38%	46%
The amount of traffic passing my home	39%	42%	35%	47%	49%	37%	27%	38%	36%	44%	36%	41%	39%	41%	38%	40%	37%	39%	35%	44%	37%	42%	41%	33%

NEEDS WHEN MOVING

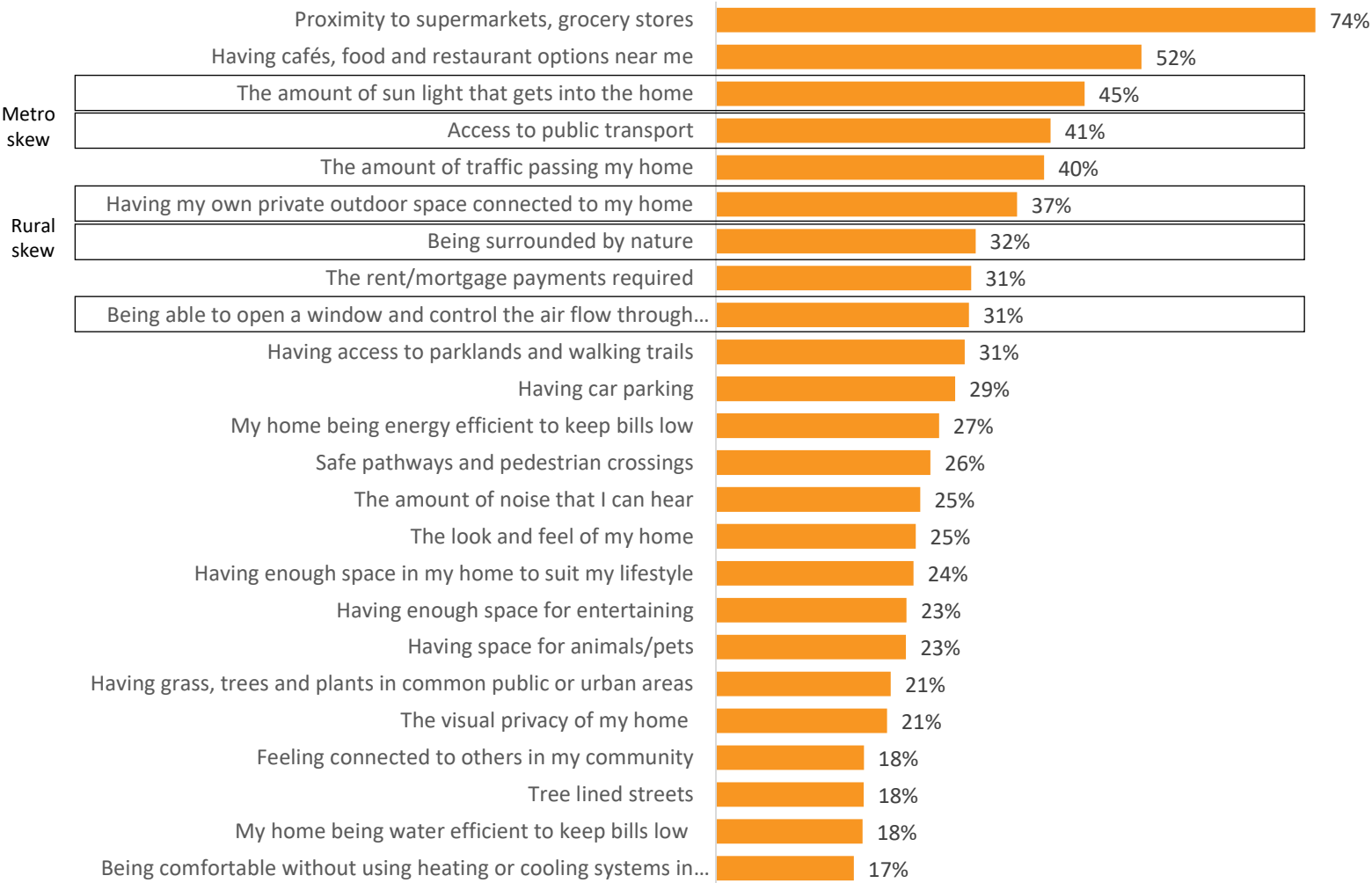
WHEN LOOKING AT BUNDLED CORE NEEDS, ACCESS TO PUBLIC TRANSPORT AND THE COST OF RENT/MORTGAGE ARE IMPORTANT FACTORS WHEN MOVING

TOP 25 NEEDS WHEN MOVING TO A NEW HOME



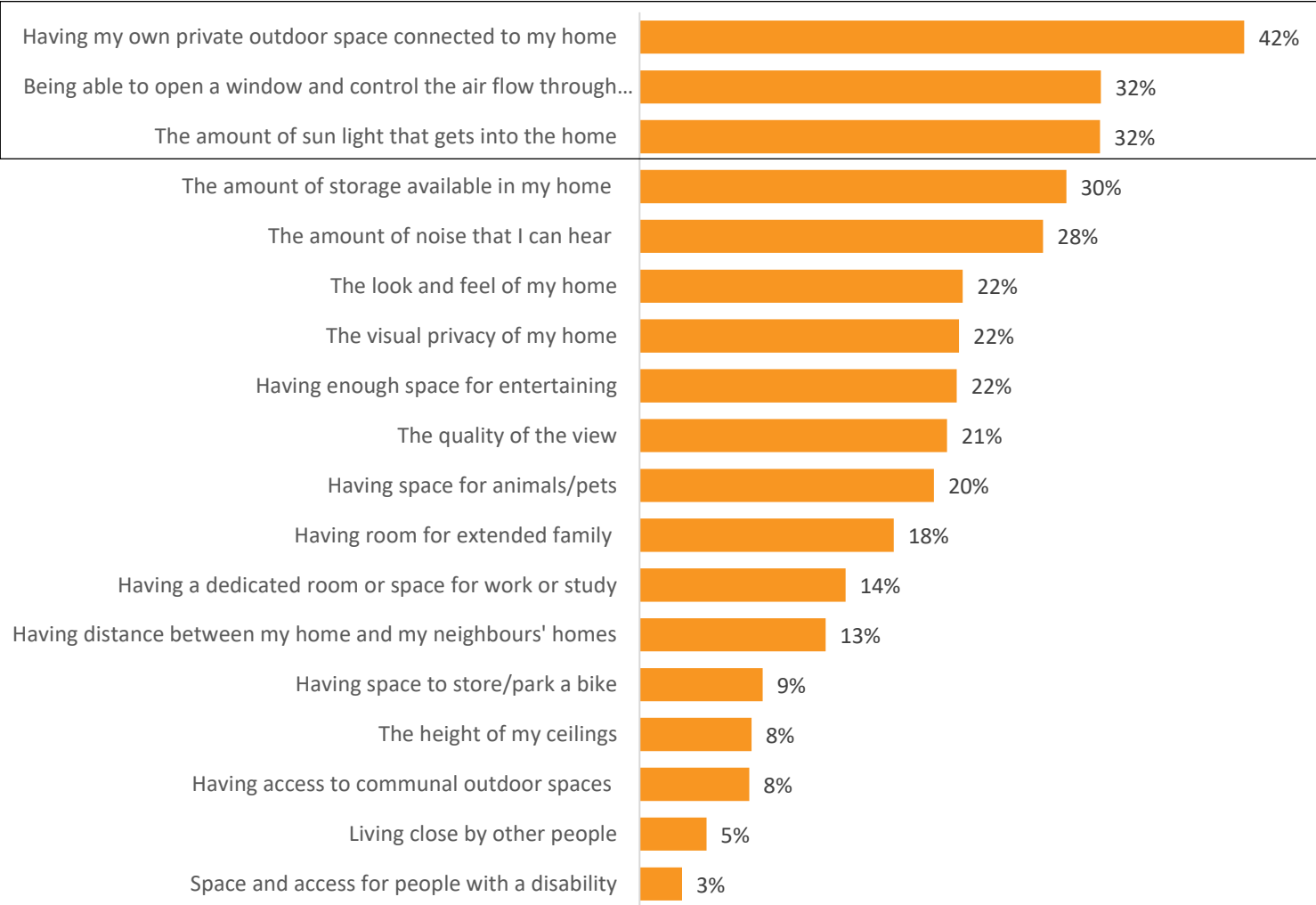
HOWEVER, ACCESS TO LIGHT, AIR FLOW & OWN PRIVATE OUTDOOR SPACE REMAIN IMPORTANT, BUT PROXIMITY TO SHOPS AND FOOD OUTLETS ARE THE STRONGEST CONSIDERATION

TOP 25 NEEDS WHEN MOVING TO A NEW HOME



PRIVATE OUTDOOR SPACE AND GOOD AIR AND LIGHT ARE ESSENTIAL TO CONSIDER MOVING TO AN APARTMENT

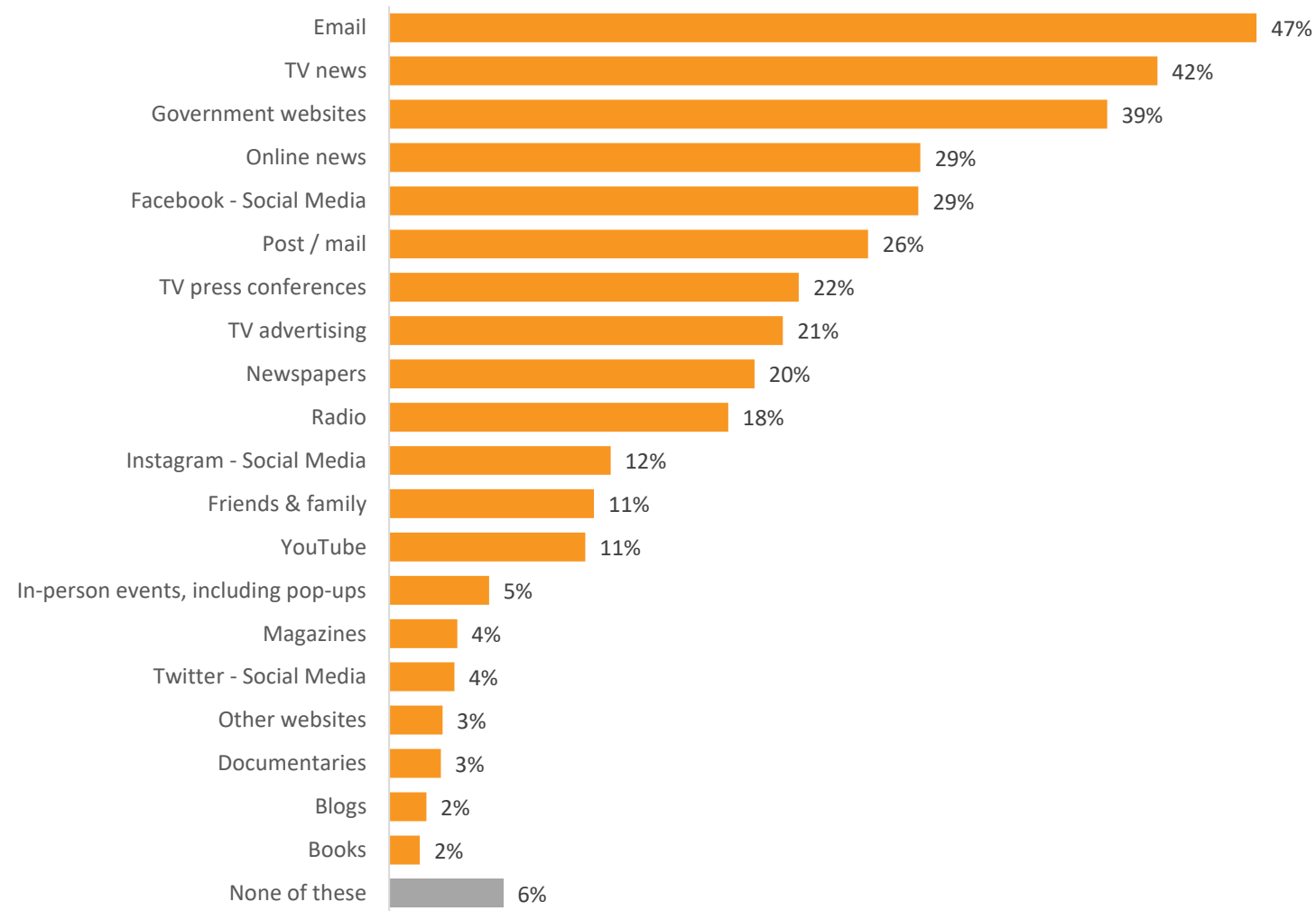
NEEDS FOR THOSE LIVING IN A HOUSE TO MOVE TO AN APARTMENT



CHANNELS FOR COMMUNICATION

TO COMMUNICATE WITH OUR RESIDENTS, WE SHOULD USE A MIXTURE OF EMAIL AND SOCIAL MEDIA (HIGHLY PREFERRED BY 18-34)

PREFERRED COMMUNICATION CHANNELS FOR INFO FROM NSW GOVERNMENT








WHILE THE OLDER DEMOGRAPHIC PREFER EMAIL, TV NEWS OR POST THE BEST MEANS TO TAGRET YOUNGER, CALD AND ATSI IS THROUGH SOCIAL MEDIA AND ONLINE NEWS

TOP 10 PREFERRED COMMUNICATION CHANNELS FOR INFO FROM NSW GOVERNMENT SPLIT BY DEMOGRAPHICS

	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	CALD	NON-CALD	ATSI	NON-ATSI	Renters	Homeowners	Home Type, Freestanding / Terrace house	Home Type, Apartment	Home Type, Townhouse / Semi-detached / Detached	\$0-\$59k	\$60-\$99k	\$100-\$149k	\$150k+	Metro	Regional
Email	47%	47%	47%	30%	42%	46%	44%	51%	62%	47%	47%	29%	48%	39%	51%	47%	42%	53%	54%	50%	42%	46%	45%	52%
TV news	42%	42%	42%	39%	26%	35%	38%	49%	60%	40%	43%	50%	41%	34%	45%	43%	42%	38%	44%	41%	36%	39%	43%	38%
Government websites	39%	40%	38%	40%	46%	46%	25%	39%	37%	42%	37%	24%	40%	39%	39%	37%	41%	38%	36%	37%	48%	36%	38%	42%
Online news	29%	24%	33%	41%	32%	32%	25%	22%	25%	38%	24%	6%	30%	33%	27%	27%	34%	28%	25%	24%	34%	34%	30%	26%
Facebook - Social Media	29%	21%	36%	56%	45%	29%	24%	21%	8%	39%	23%	45%	28%	39%	24%	28%	33%	25%	21%	37%	32%	27%	29%	28%
Post / mail	26%	27%	25%	22%	23%	16%	25%	28%	39%	23%	28%	22%	26%	21%	28%	30%	20%	21%	24%	34%	22%	20%	26%	27%
TV press conferences	22%	22%	23%	26%	19%	29%	17%	29%	16%	29%	19%	15%	23%	26%	21%	22%	23%	16%	17%	24%	18%	26%	24%	20%
TV advertising	21%	25%	18%	38%	20%	13%	17%	20%	24%	27%	18%	48%	20%	20%	22%	23%	16%	17%	19%	23%	27%	20%	21%	22%
Newspapers	20%	24%	16%	27%	19%	13%	13%	25%	24%	23%	18%	7%	20%	16%	22%	24%	15%	7%	15%	21%	23%	22%	21%	17%
Radio	18%	21%	16%	3%	14%	13%	21%	21%	32%	12%	22%	35%	18%	8%	23%	22%	11%	14%	20%	18%	19%	16%	15%	25%

**WHAT DOES THIS MEAN FOR
THE DESIGN & PLACE SEPP?**

KEY CONSIDERATIONS TO TAKE ONBOARD

					
FINDINGS	Good air flow, sufficient light and good quality are all hygiene factors that we need to ensure are met for residents given their importance and strong impact on wellbeing. Currently satisfaction levels are relatively high with no strong outliers for different demographics or areas.	Cost of living related to home efficiency is highly important and has a clear impact on resident's wellbeing however currently has the lowest rate of satisfaction, especially for ATSI and younger 18-24 YO' residents.	In terms of designing spaces in the home, having their own private outdoor space is highly important and has a high impact on wellbeing. During COVID lockdowns, 40% indicated this has become more important to them too.	Access to green spaces has become more important during recent COVID lockdowns, especially given geographic travel restrictions. While current levels of satisfaction are fairly high, those in Sydney West, Sydney South show lower levels of satisfaction.	Aside from the home itself, access to local amenities and spaces to meet such as café, restaurants and supermarkets are key needs when residents are considering a move.
CONSIDERATION	If we want to have the biggest impact on residents sense of wellbeing, we need to ensure air quality, air flow and enough light are always prioritised for any home planning considerations	We need to be looking at ways to continually ensure homes are well insulated to make them more efficient and lower energy costs	For any new developments, access to private outdoor space should always be given a high priority to ensure a positive impact on resident's sense of wellbeing	Residents in all areas should have access to a variety of well designed, comfortable shared outdoor spaces especially in high density areas	Promoting the development and availability of amenities is going to be a key driver in attracting residents to an area



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