



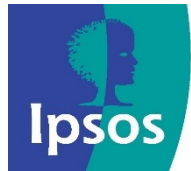
Life in Sydney

February 2024



Committee
for
Sydney





This paper is delivered in partnership with Ipsos Australia

Ipsos is one of the world's largest market research companies, with a team who are passionately curious about society, markets and people. Ranked as the world's #1 most innovative full-service research agency for five consecutive years, we are known for our extensive expertise, cutting edge methodologies, global coverage and local understanding. We give businesses, governments and public bodies the confidence they need to take the right actions for the benefit of people and the planet, to drive long-term prosperity for all. Ipsos apply the same standards to our own actions.



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Acknowledgement

We acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of our land.

We pay our respects to their Elders, past and present.

We recognise sovereignty was never ceded.

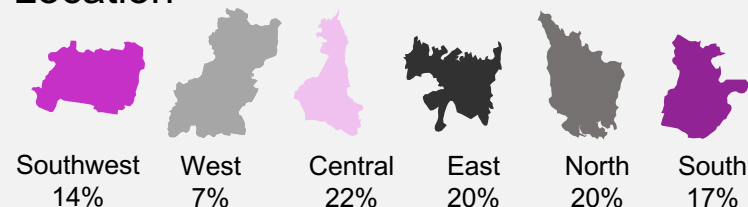
This was, and always will be, Aboriginal land.

Demographic distribution 2024

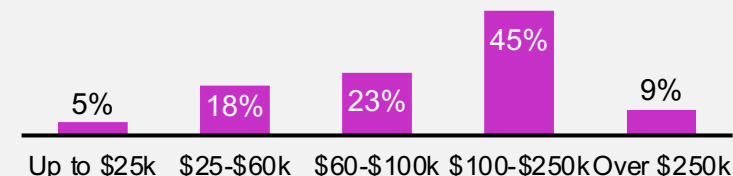
Gender



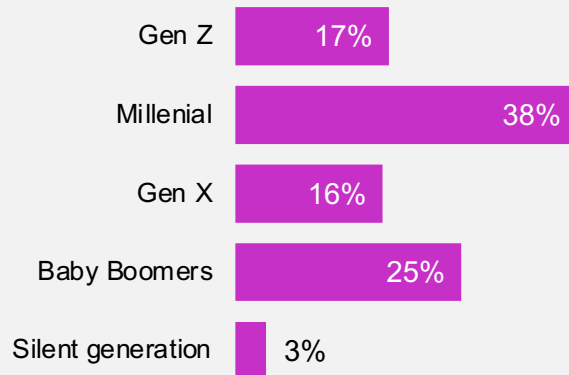
Location



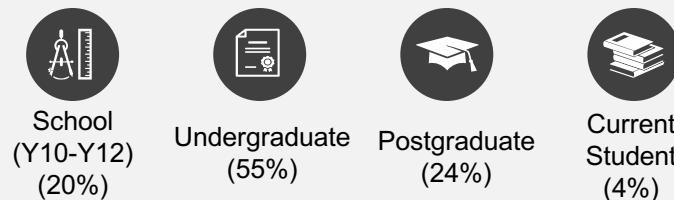
Household income



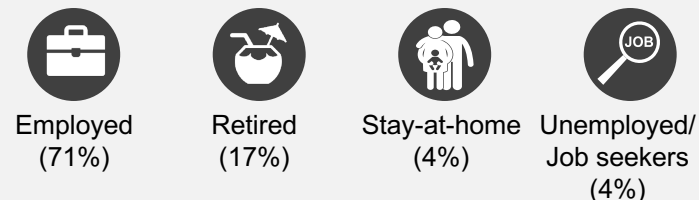
Generation



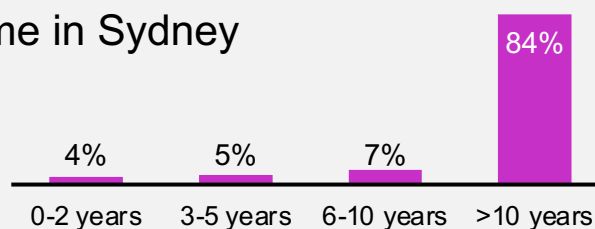
Highest level of education



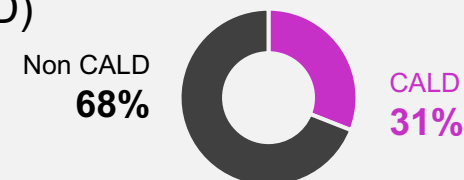
Occupation



Time in Sydney



Culturally and Linguistically Diverse (CALD)



SQ1. What best describes your gender?

SQ2. In which of the following age groups do you fall under?

Q25. Do you or your parents mainly speak a language other than English?

SQ3. And what is the postcode of where you live?

Q29. What is the highest level of education that you have completed?

SQ4. How long have you been living in Sydney?

Q28. What is your approximate annual household income before tax?

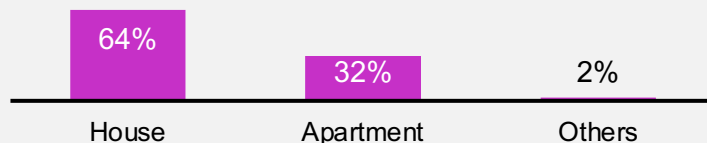
SQ5. Which of the following best describes you?

Q84A. Thinking about the property in which you currently live....

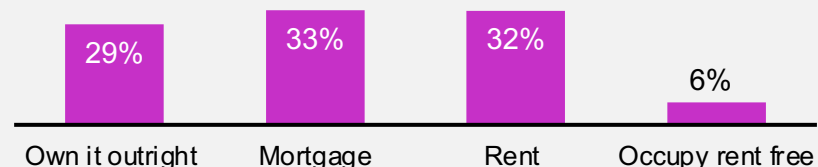
Base: All respondents (n=1035)

Demographic distribution 2024

Property type



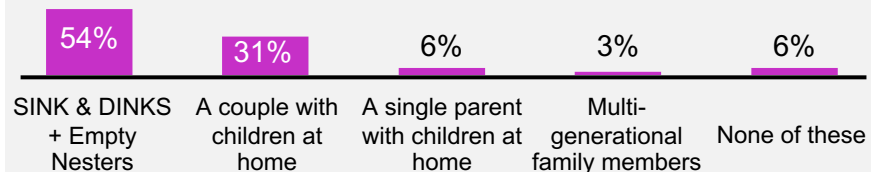
Property status



First Nations



Life stage



Q95. What type of home do you currently live in?

Q84A. Thinking about the property in which you currently live, do you...

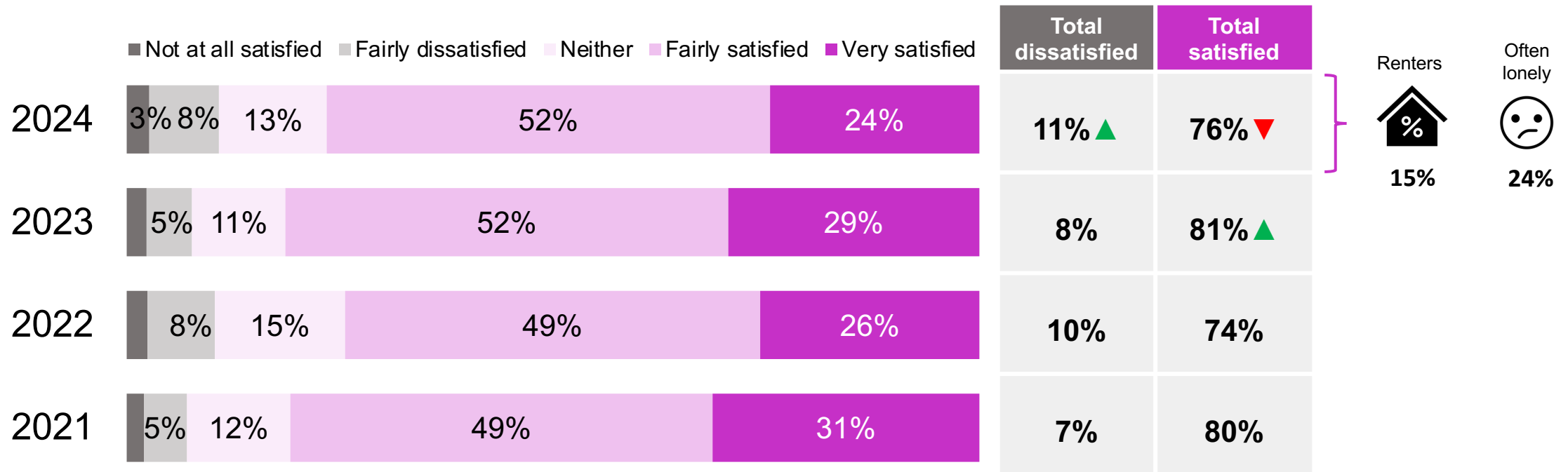
Q27. Do you identify as being of Aboriginal origin, Torres Strait Islander or both?

Q118 Which of the following best describes your household?

Life in Sydney 2024

Quality of life

How satisfied are you with your quality of life in Sydney?



Q1. Thinking about your life in Sydney overall, how satisfied are you with your quality of life in Sydney?

Base: Sydney 2021 (n=984), 2022 (n=1034), 2023 (n=1000), 2024 (n=1035)

Note: 'Don't know' responses excluded from the chart for analysis purposes. Data under 3% not labelled

Reasons for satisfaction

Satisfied



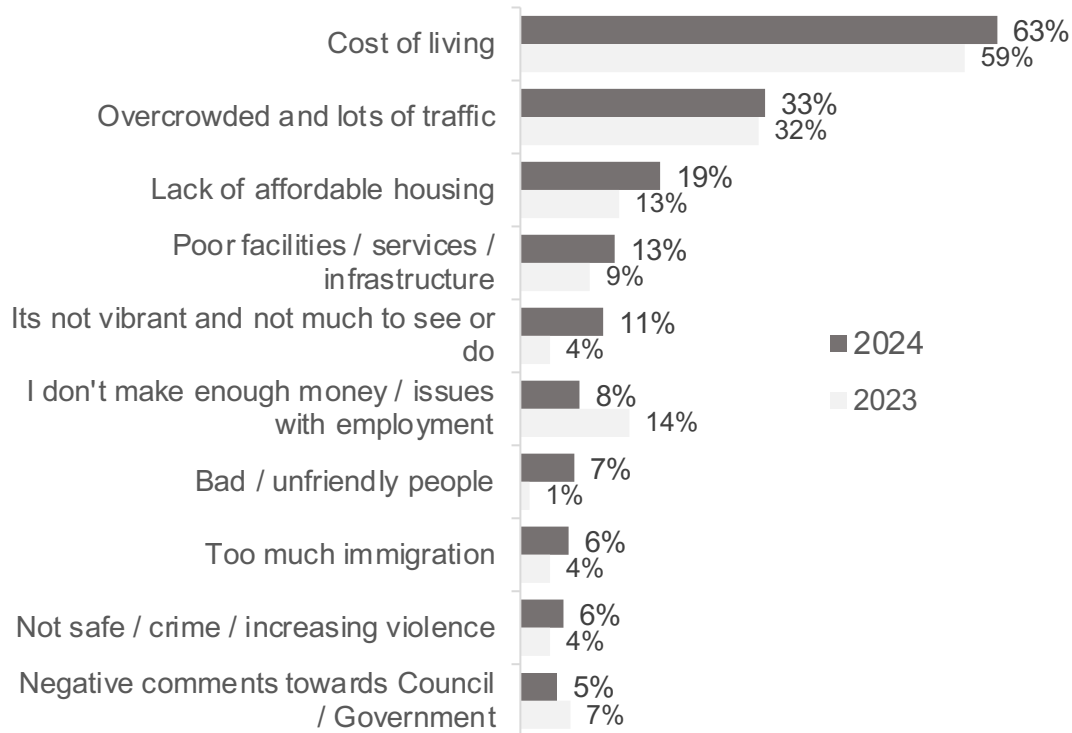
“Family life is great, however, cost of living is very stressful and makes quality of life hard to enjoy.”

“I am happy to live here but there aren’t many things to do recreationally for students my age in my area. The cost of living is also a big concern for my future.”

“The cafes and restaurants are great, but the nightlife isn’t what it used to be.”

Reasons for dissatisfaction

Dissatisfied

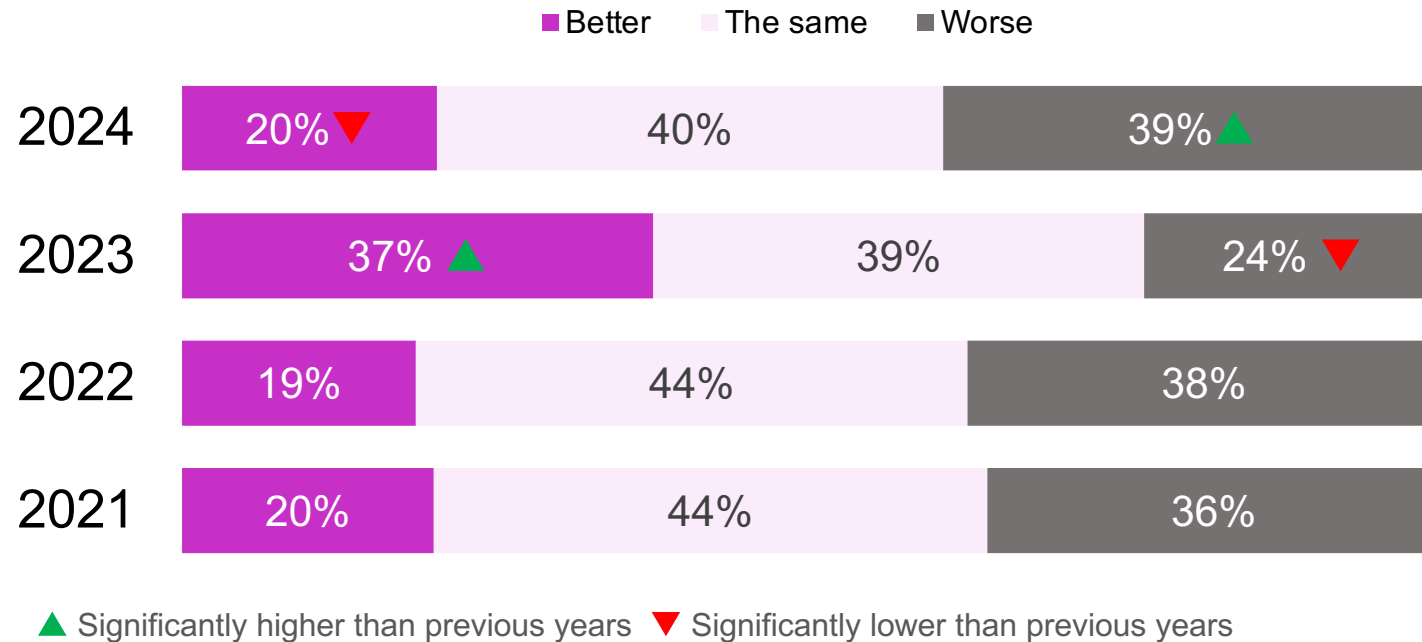


“It's extremely expensive living here. I cannot afford rent, buying a house here is practically impossible. Even with a masters degree it is extremely difficult finding a full time job. The wages are low, there is nothing to do here, it's boring and the people are so rude.”

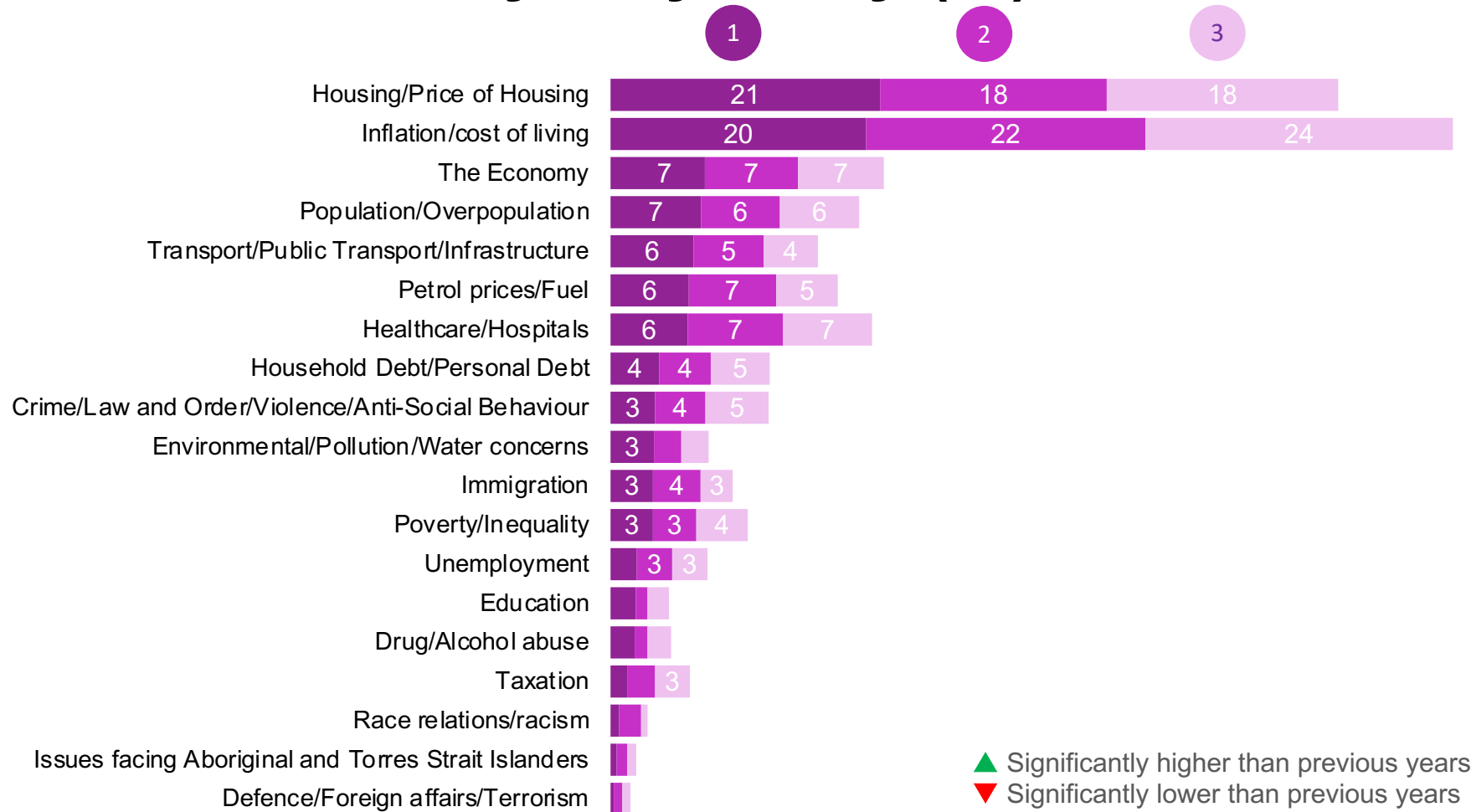
“I think things are too expensive, it takes too long to get anywhere, there isn't much culture - most people only talk about money, real estate.”

“Too much expansion, crowded roads, people everywhere and pollution, rubbish and smog.”

How would you rate quality of life in Sydney compared to 12 months ago?



Three most important issues facing Sydney today (%)



Total top three

2024	2023	2022
57% ▲	42% ▼	51%
66% ▲	56% ▲	45%
21%	23%	23%
19% ▲	15%	18%
16%	15%	18%
20% ▼	26% ▲	15%
18% ▼	24% ▼	38%
12%	14%	10%
8% ▼	14%	12%
11%	12%	13%
10% ▲	6%	7%
12%	10%	11%
5%	6% ▼	12%
5% ▼	8%	7%
8%	8%	7%
3% ▼	5%	5%
6%	7% ▲	4%
2% ▼	4%	3%
2% ▼	4% ▲	2%

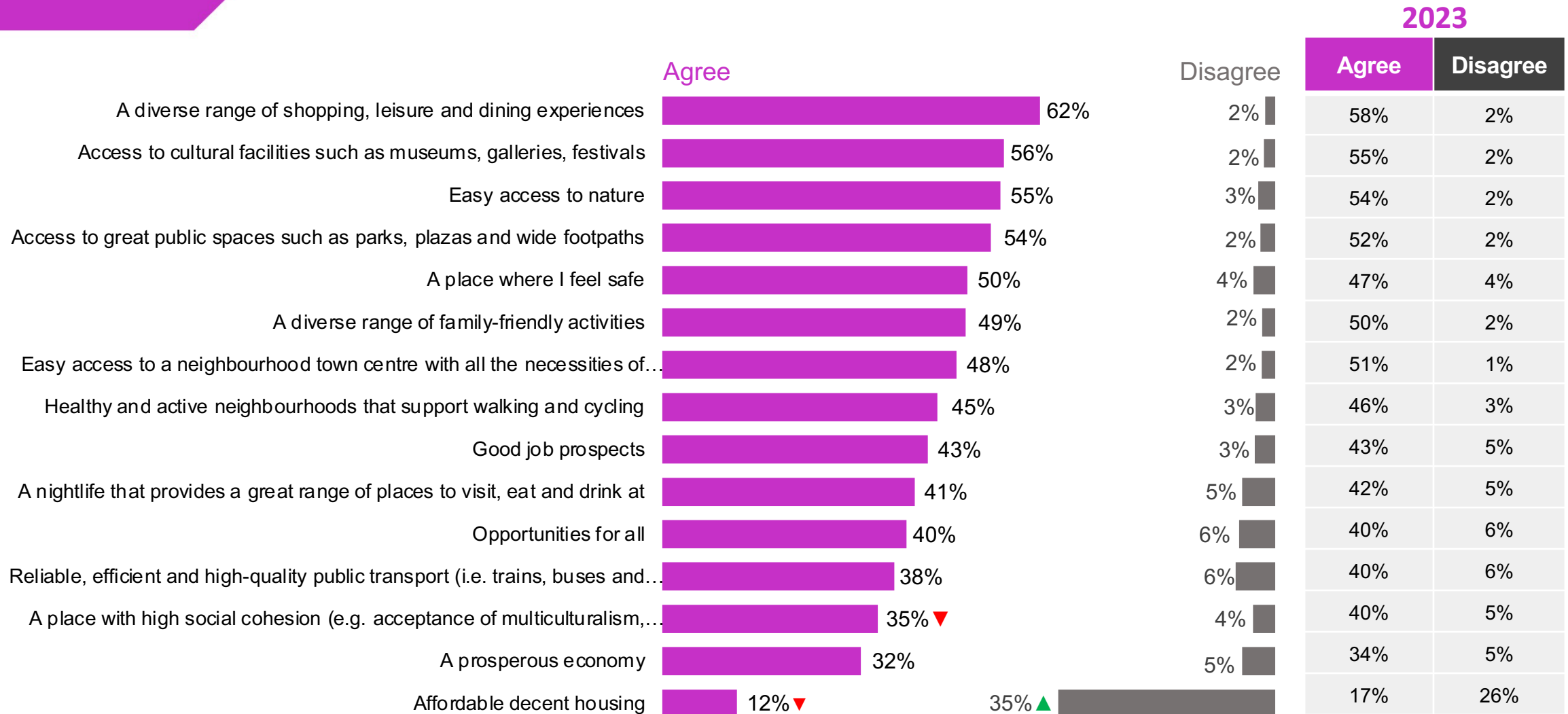
▲ Significantly higher than previous years
▼ Significantly lower than previous years

Q42. What would you say are the three most important issues facing Sydney today?

Base: 2022 (n=1034), 2023 (n=1000), 2024 (n=1035)

Note: 'Don't know' responses excluded from the chart for analysis purposes. Data under 3% not labelled. Question added in 2022.

Perceptions of liveability in Sydney

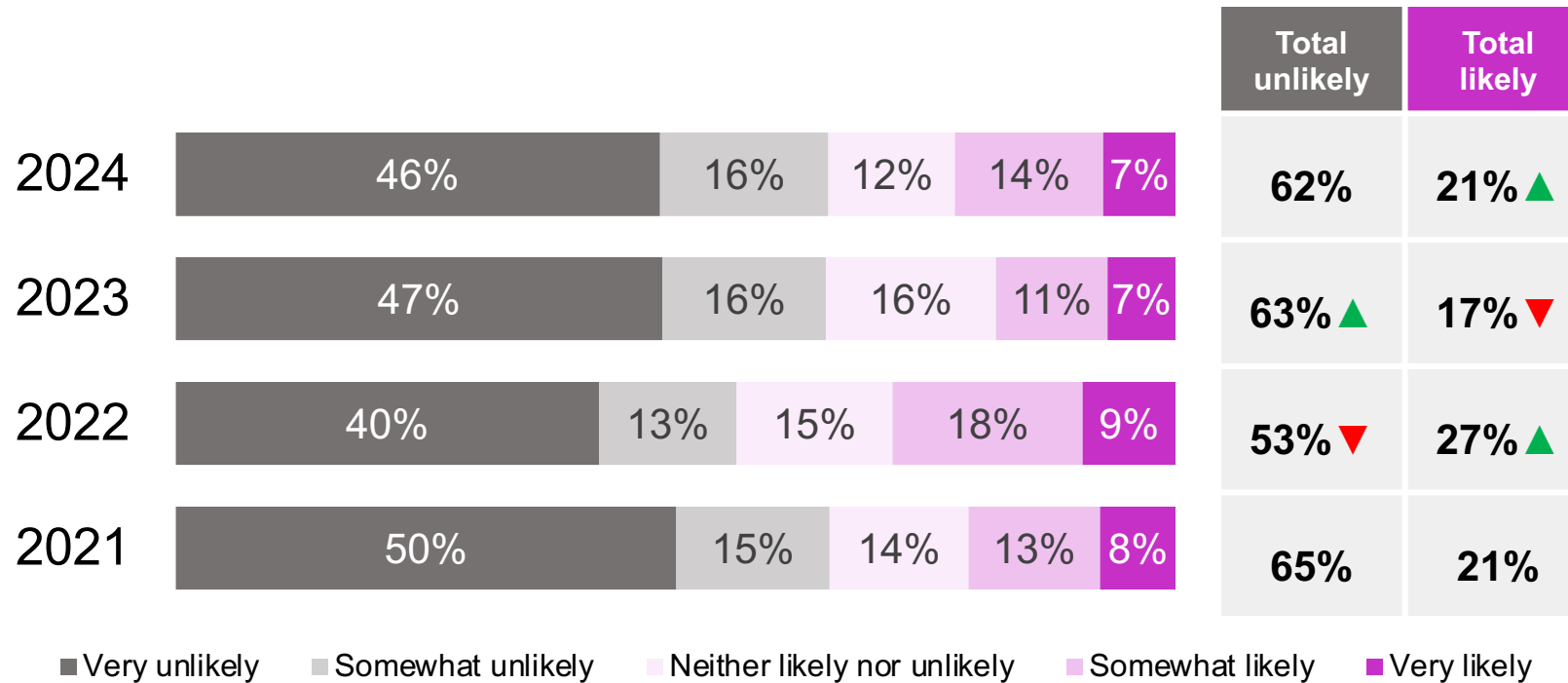


Q5. How much do you agree or disagree with each of the following statements about Sydney? From 0 'strongly disagree' to 10 'strongly agree'.

Base: Sydney 2023 (n=1,000), 2024 (n=1035)

Note: 'Don't know' responses excluded from the chart for analysis purposes

How likely are Sydneysiders to move away from Sydney?



More likely to move away:

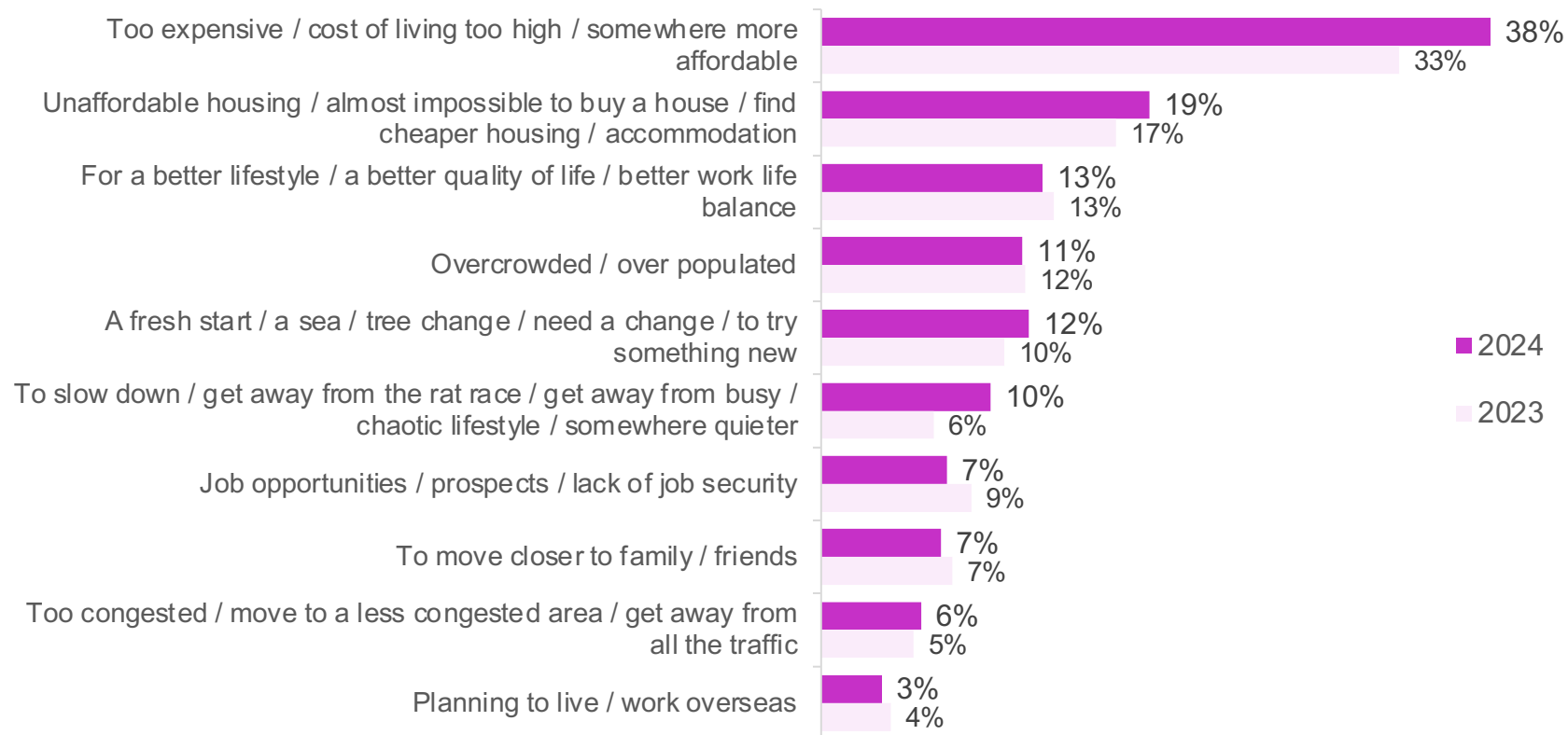
Renters

 26%

Working 35+ hours per week

 24%

Reasons for being likely to move away

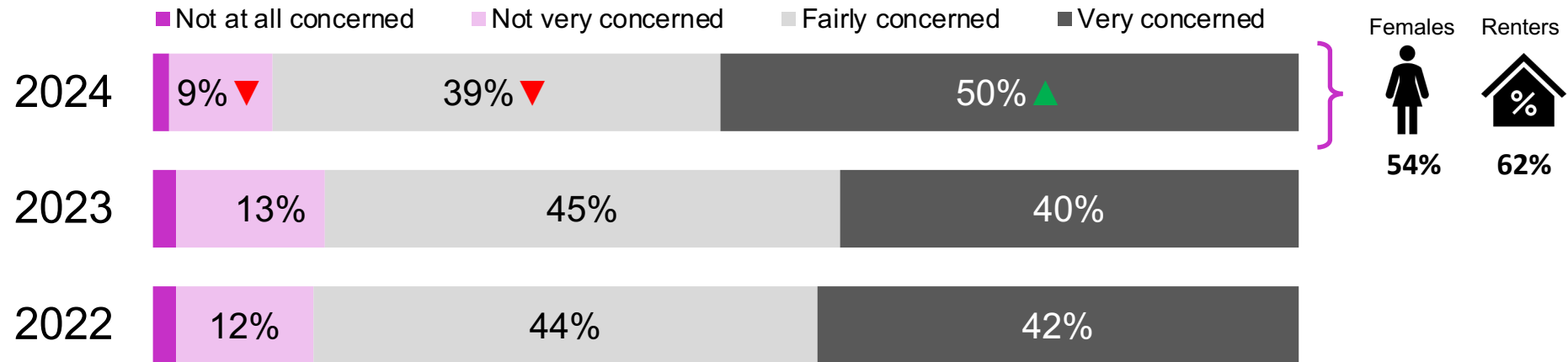


Q7. Please describe why you are likely to move away from Sydney in the next few years?
Base: 2023 (n=174), 2024 (n=218)

Life in Sydney 2024

Cost of living

How concerned are you about the cost of living in Sydney?

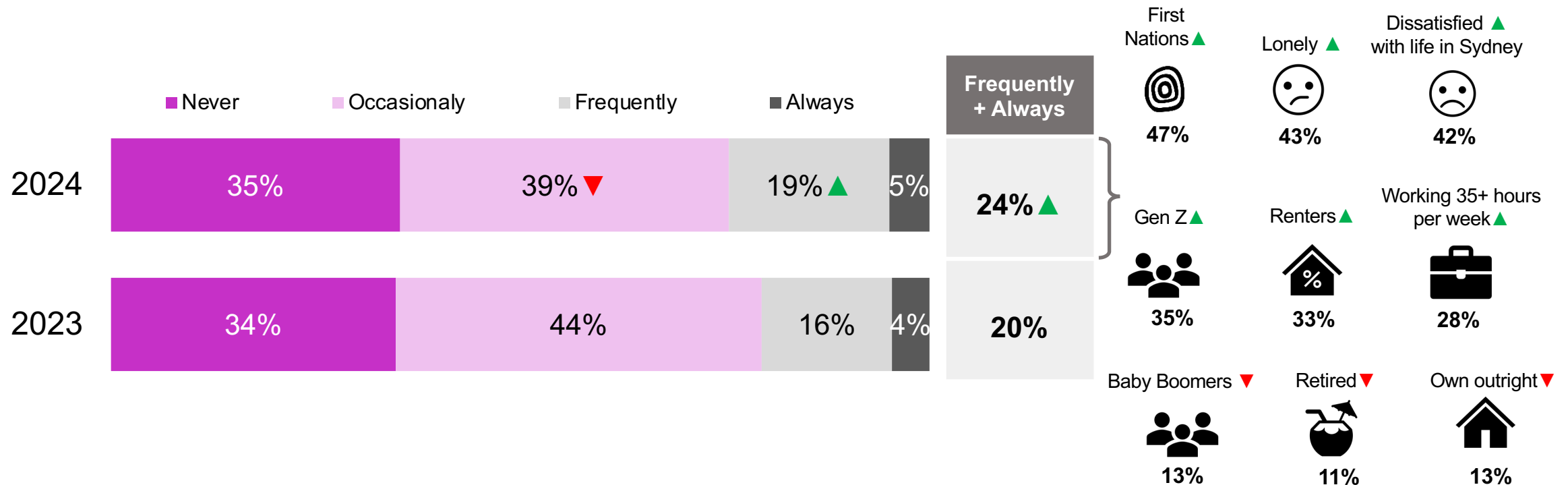


Q43. How concerned are you about the cost of living in Sydney?

Base: Sydney 2022 (n=1034), 2023 (n=1000), 2024 (n=1035)

Note: 'Don't know' responses excluded from the chart for analysis purposes. Data under 3% not labelled

Those who are older or own their house outright are far less likely to go without essential goods and services



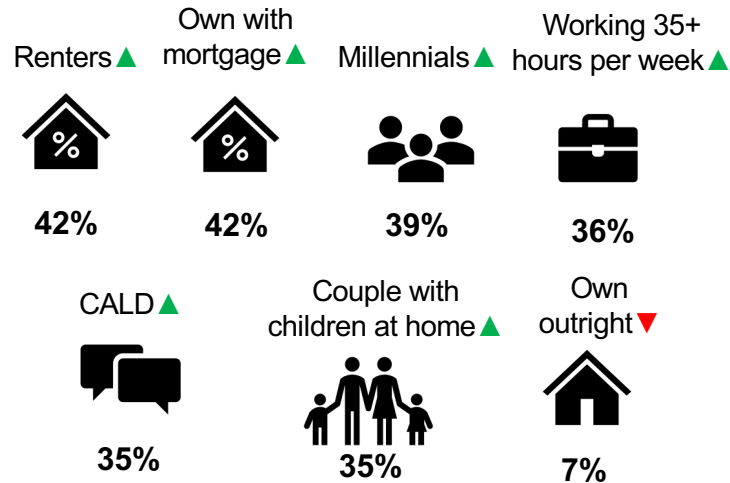
Q44. How often do you choose to go without certain essential goods and services because of the high cost of living in Sydney?
 Base: Sydney 2023 (n=1000), 2024 (n=1035)

Proportion of household income Sydneysiders spend on...

30%



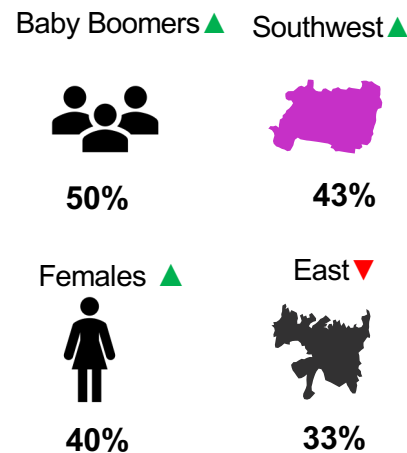
Mortgage or rent



38%



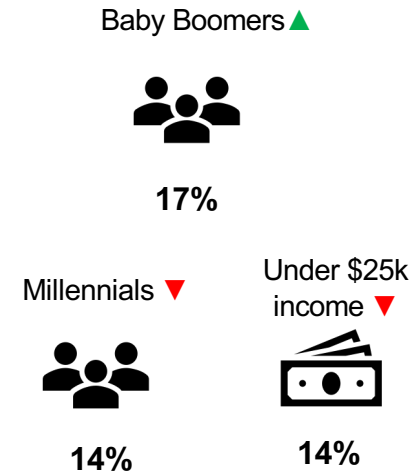
Essentials



15%



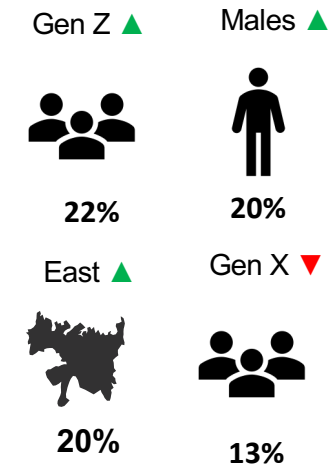
Entertainment



17%

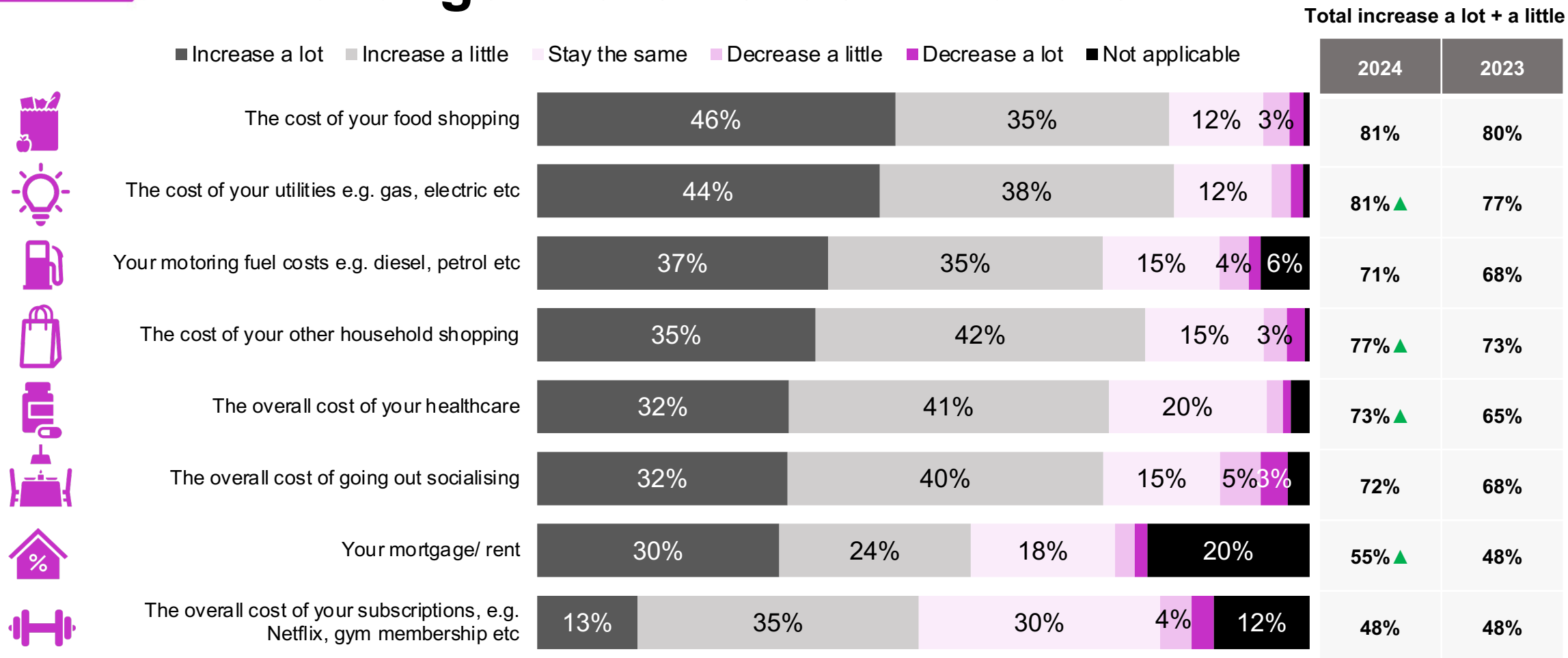


Savings



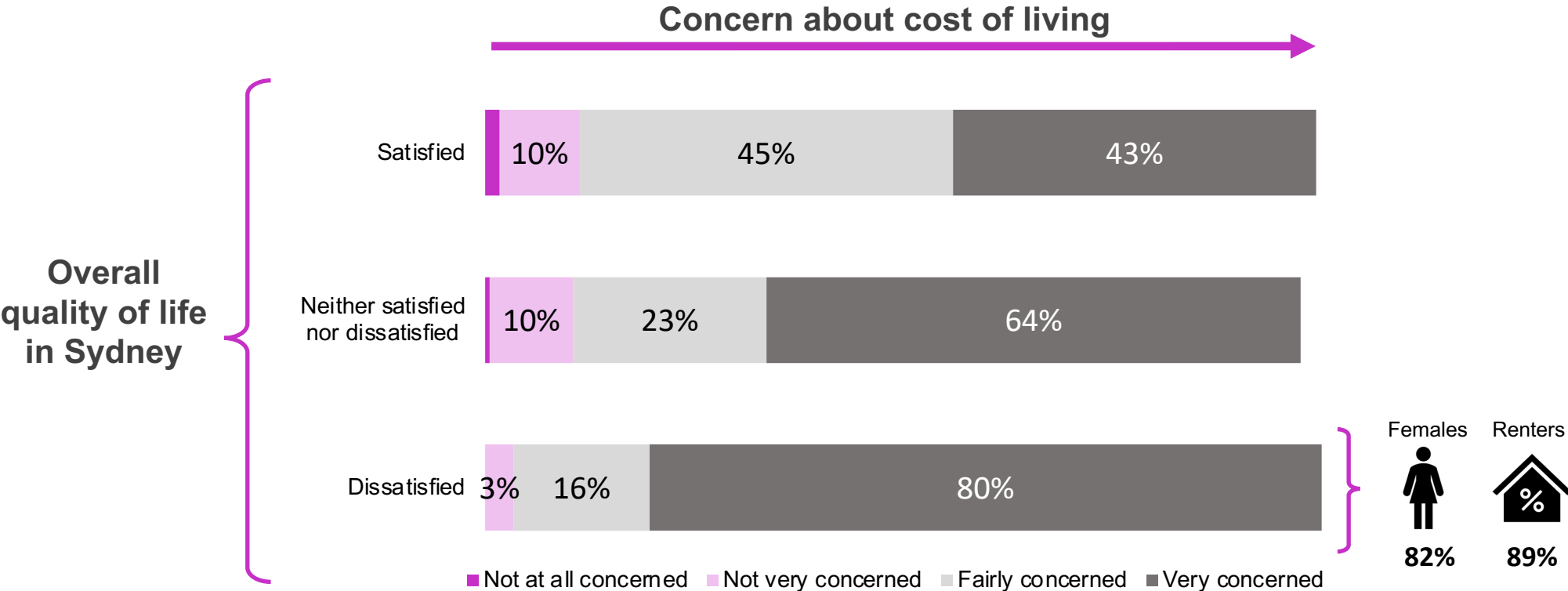
Q104. Approximately what proportion of your household income do you spend on each of the following
Base: Sydney 2024 (n=1035)

How do you think your expenses will change in the next six months?



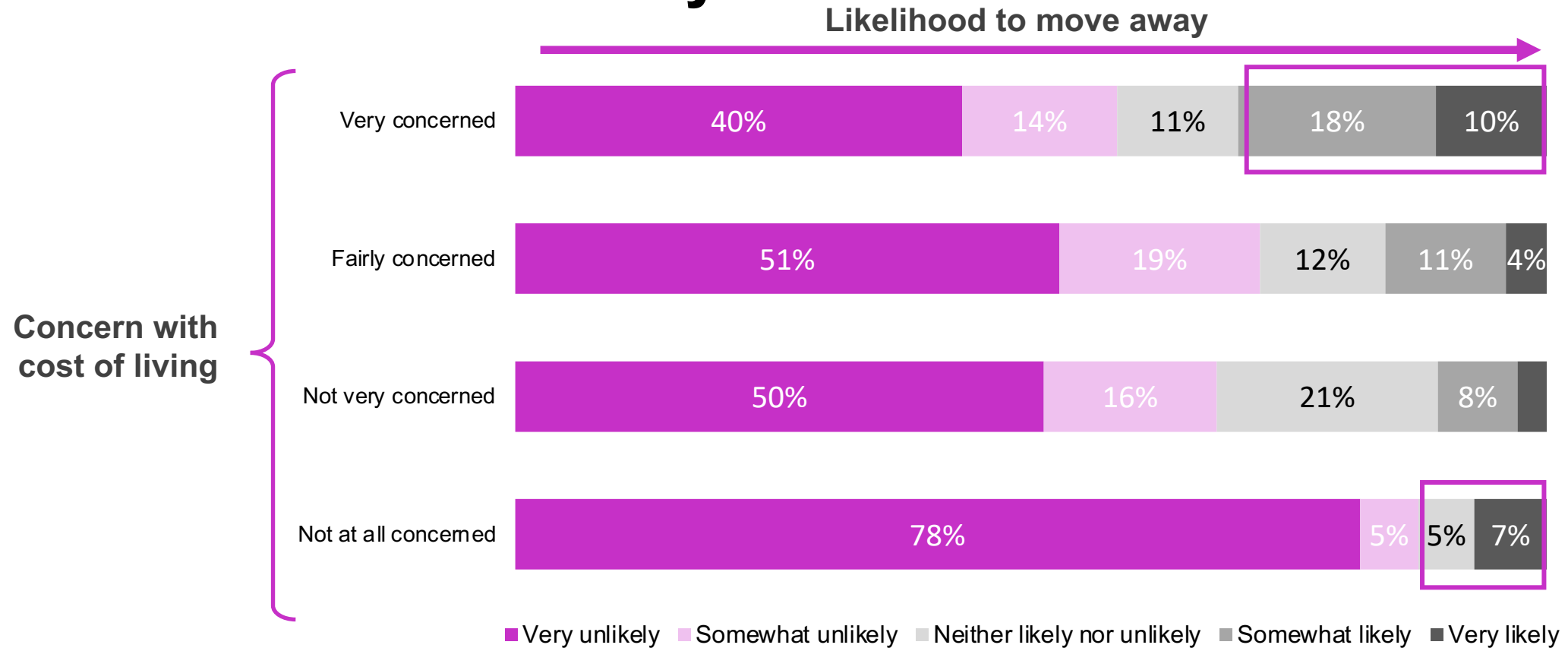
Q80. Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you think it will increase, stay the same or decrease?
Base: Sydney 2024 (n=1035)

Those who are dissatisfied have greater concerns about cost of living



Q1. Thinking about your life in Sydney overall, how satisfied are you with your quality of life in Sydney?
 Q43. How concerned are you about the cost of living in Sydney?
 Base: Sydney 2024 (n=1035)
 Note: 'Don't know' responses excluded from the chart for analysis purposes. Data under 3% not labelled

Concerns around cost of living are associated with an increased likelihood to move away



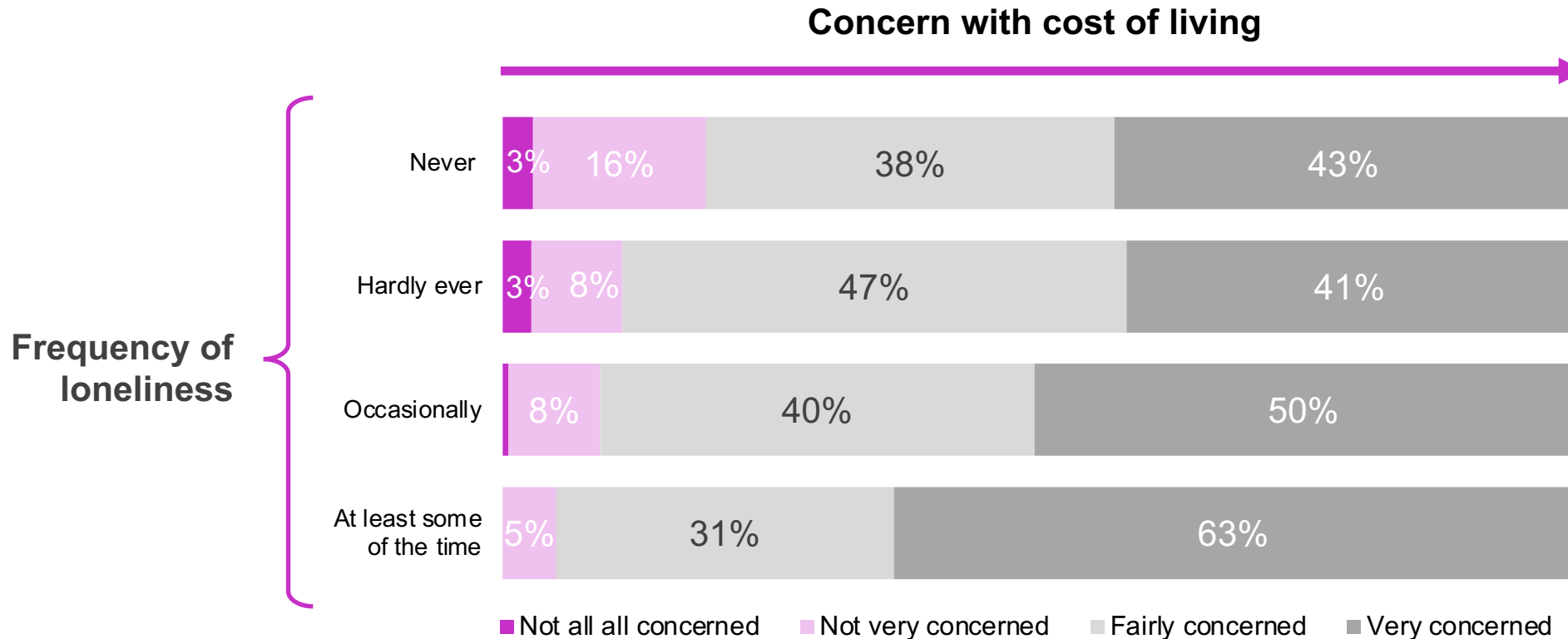
Q6. How likely or unlikely are you to move away from Sydney in the next few years?

Q43. How concerned are you about the cost of living in Sydney?

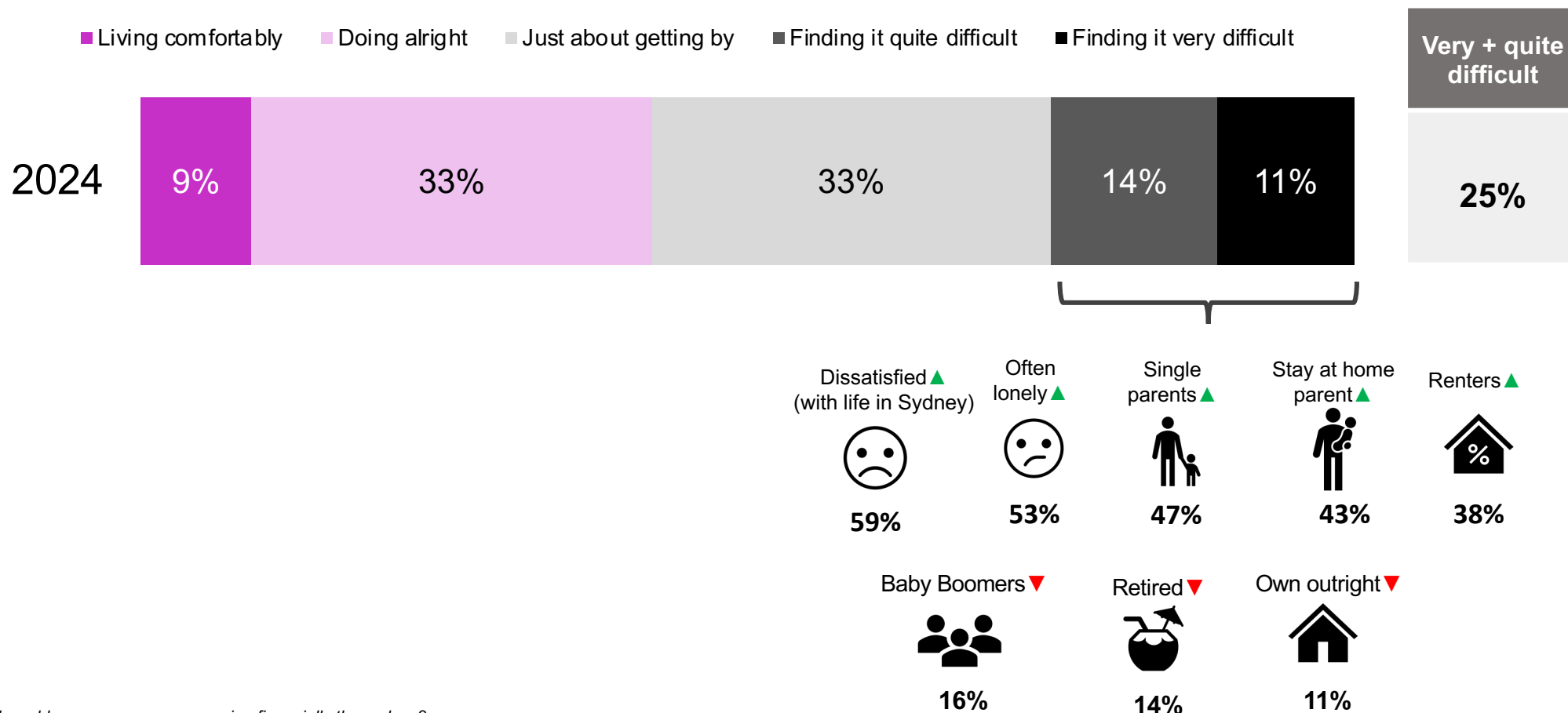
Base: Sydney 2024 (n=1035)

Note: 'Don't know' responses excluded from the chart for analysis purposes

Those who feel lonely are more likely to be concerned about cost of living

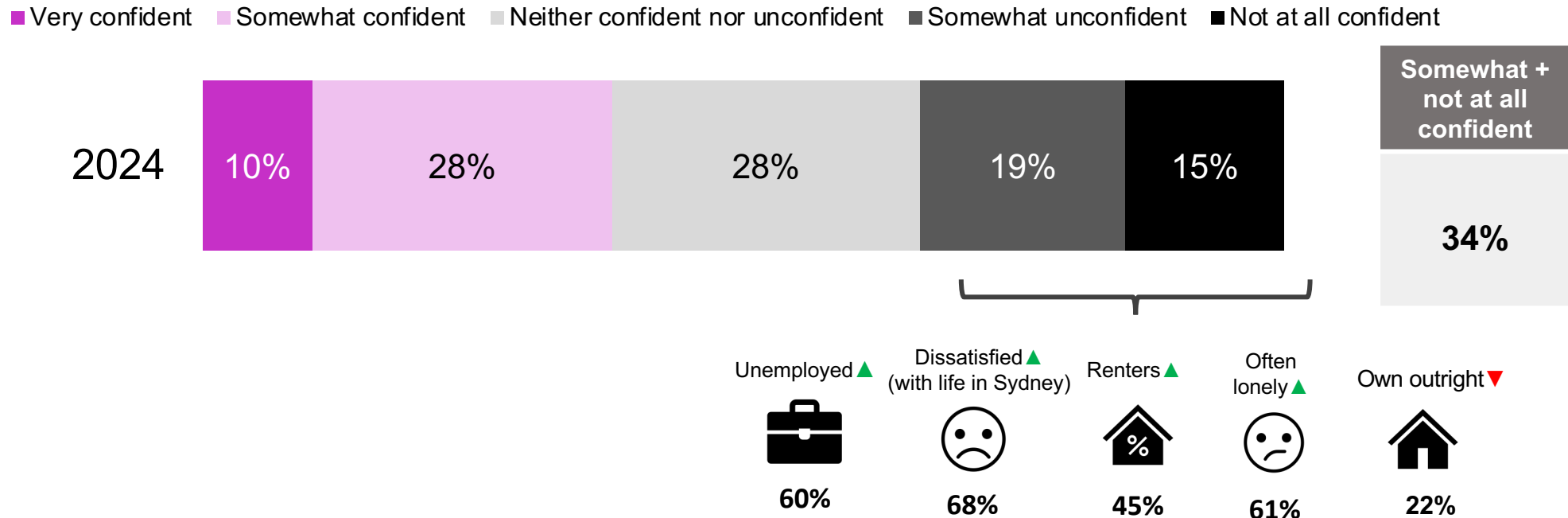


How well would you say you are managing financially these days?



Q107. How well would you say you are managing financially these days?
Base: Sydney 2024 (n=1035)

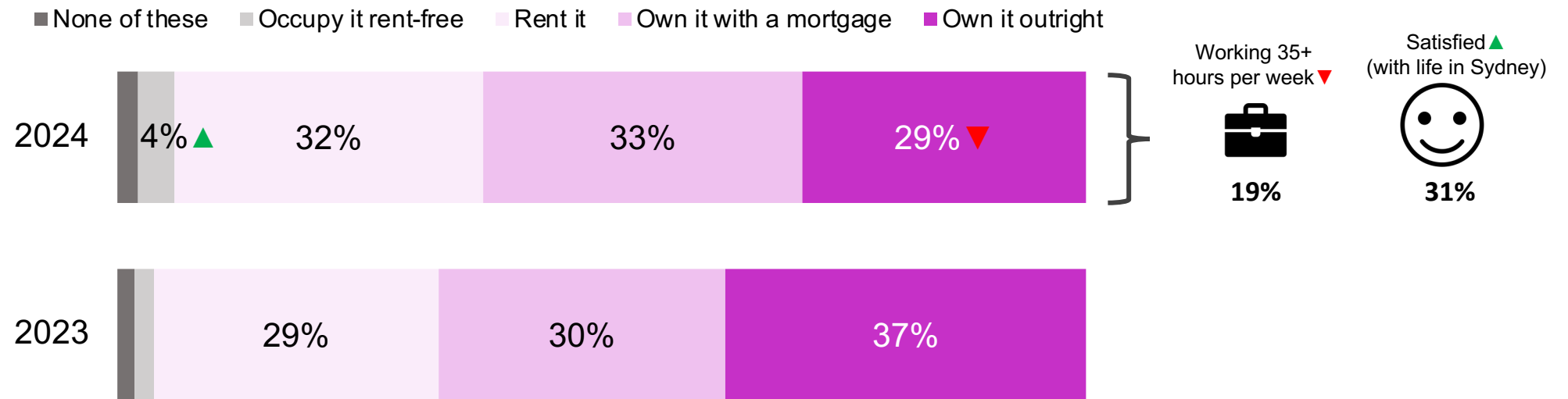
How confident are you that you will have the financial means over the next 20 years to support the lifestyle you want to lead?



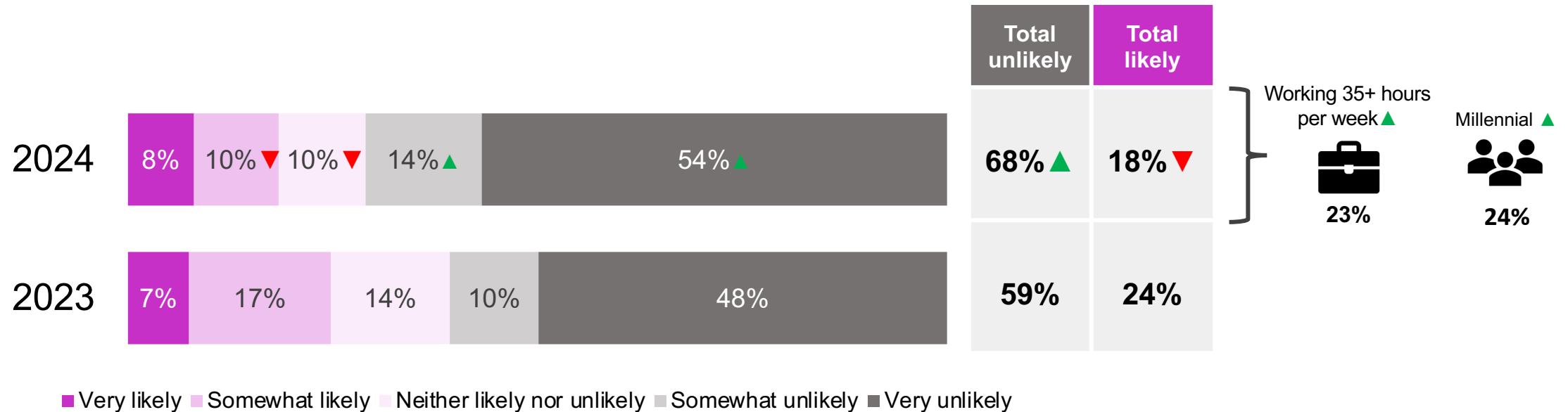
Life in Sydney 2024

Housing density

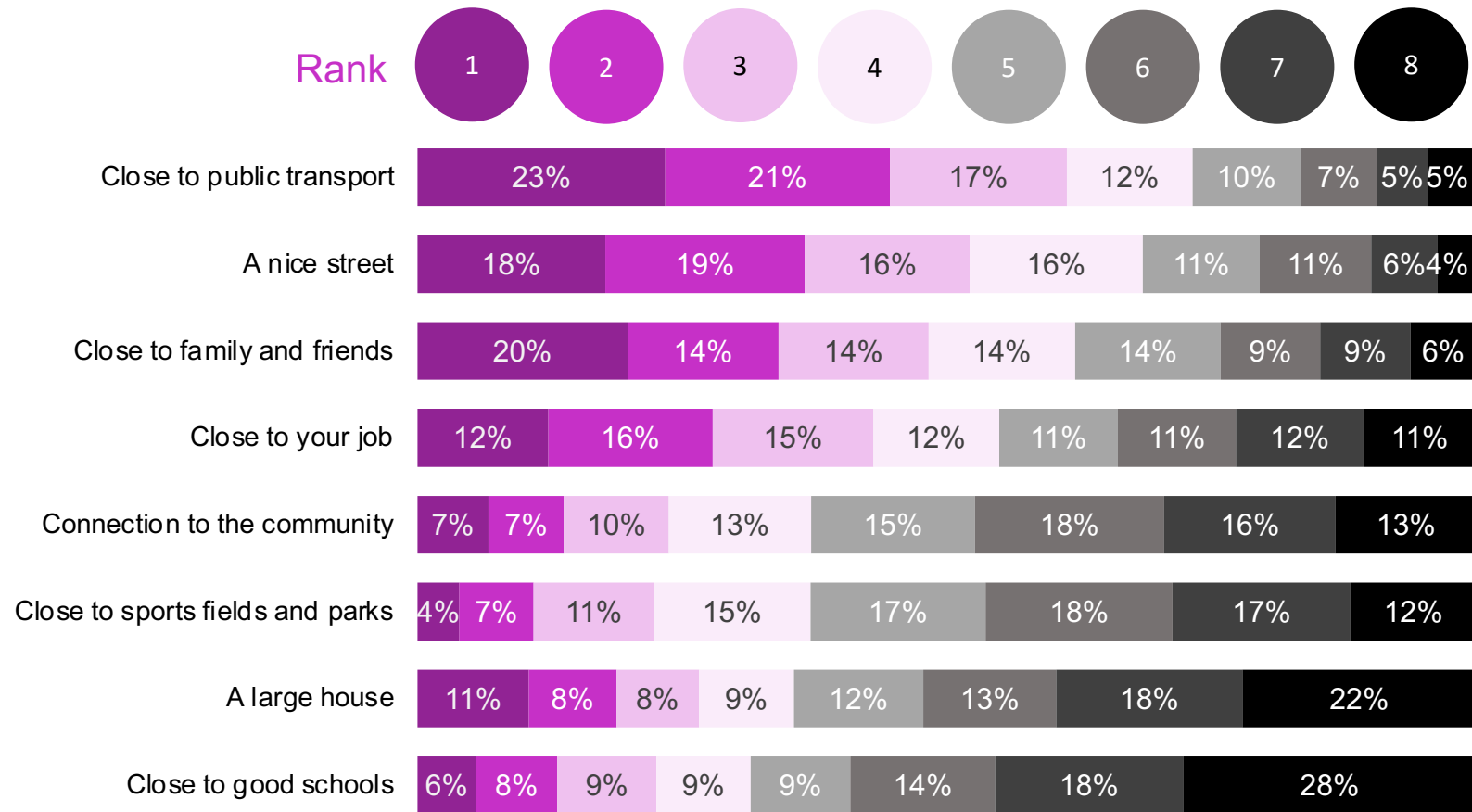
Home ownership



Half of Sydneysiders are very unlikely to buy a home in the next 12 months



Preferences when considering moving to a new neighbourhood



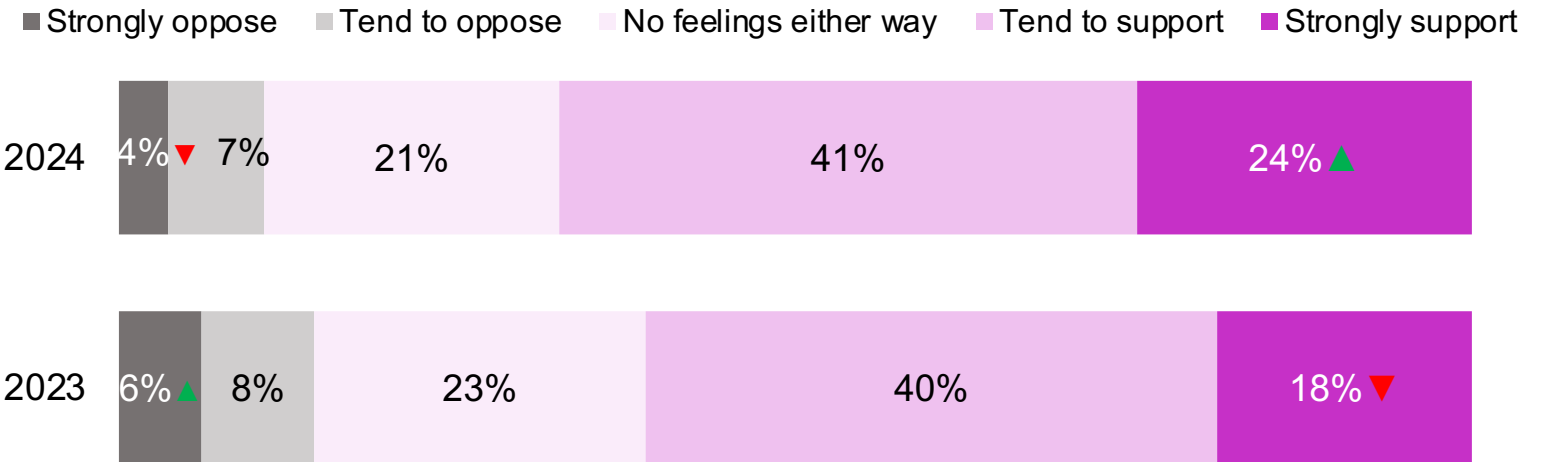
Q38. Now we are going to ask you a question about neighbourhood preferences. Please rank in order of personal preference the following 8 aspects when considering moving to a new place
Base: 2024 (n=1035)

Support for density around and above train stations has increased since 2023

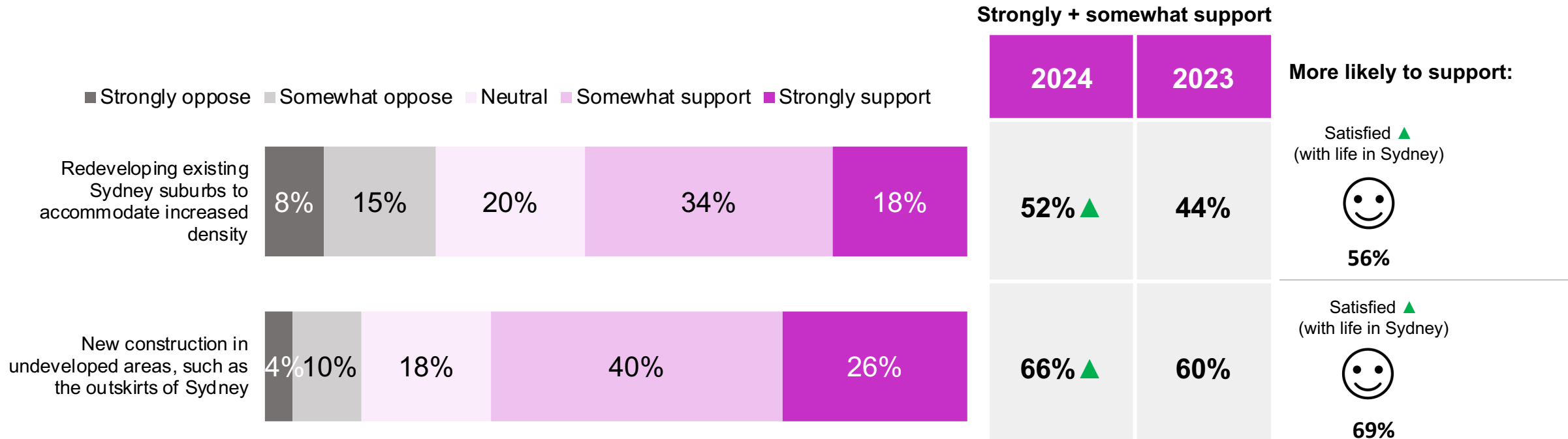
Question wording:

One solution to the housing supply shortage problem is to build more homes and apartments above or within walking distance to train stations. This would provide the new homes we need while preserving the green and open spaces within suburbs.

How much do you support or oppose more density nearby and above train stations?

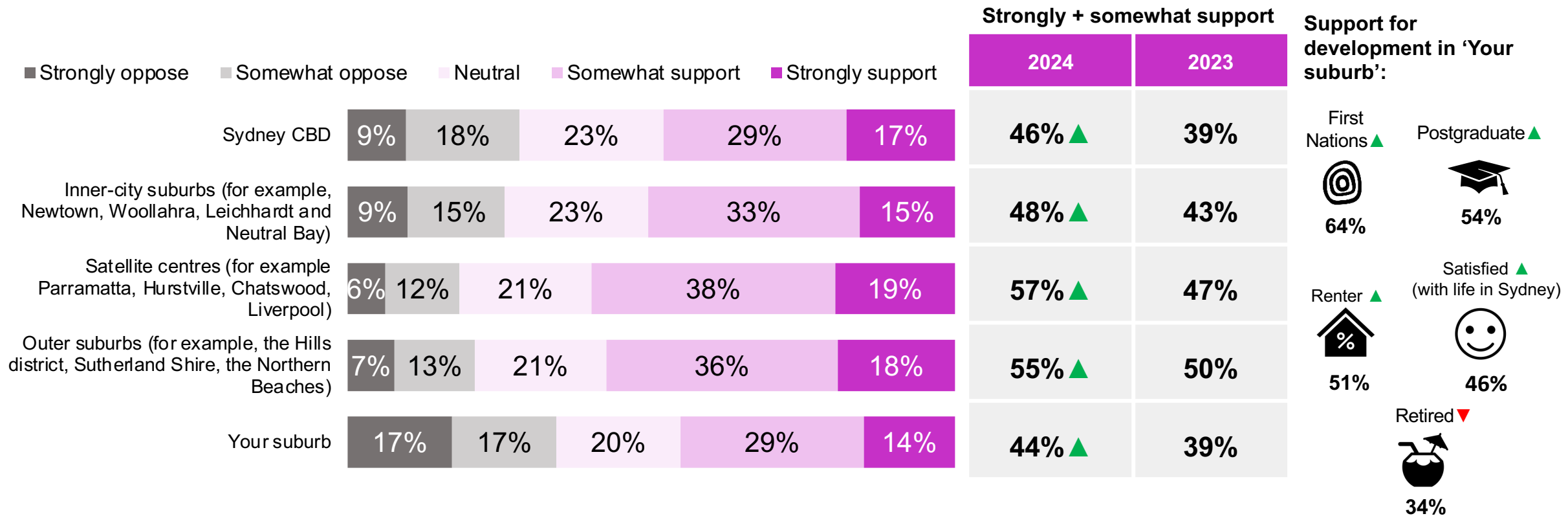


Support for new developments has increased since 2023



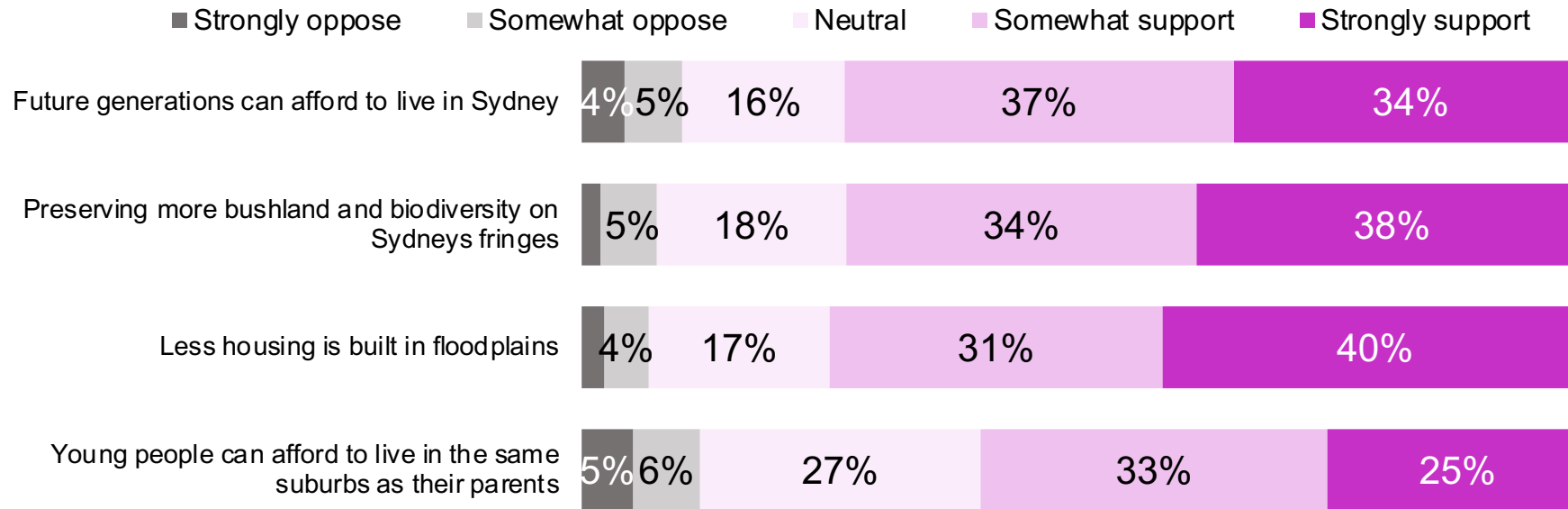
Q39. As Sydney's population increases there will be a need to build more homes. This can be done either by increasing density in existing suburbs or by new construction on the outskirts of the city. To what extent do you support or oppose each of these development strategies?
 Base: Sydney 2023 (n=1000), 2024 (n=1035)

Increased support for increased density in different parts of Sydney over the next 10 years

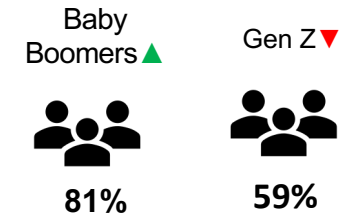


Q40. To what extent do you support or oppose increasing the density of development in each of the following areas of Sydney over the next 10 years?
Base: Sydney 2023 (n=1000), 2024 (n=1035)

Support increasing density of development in Sydney if it means..



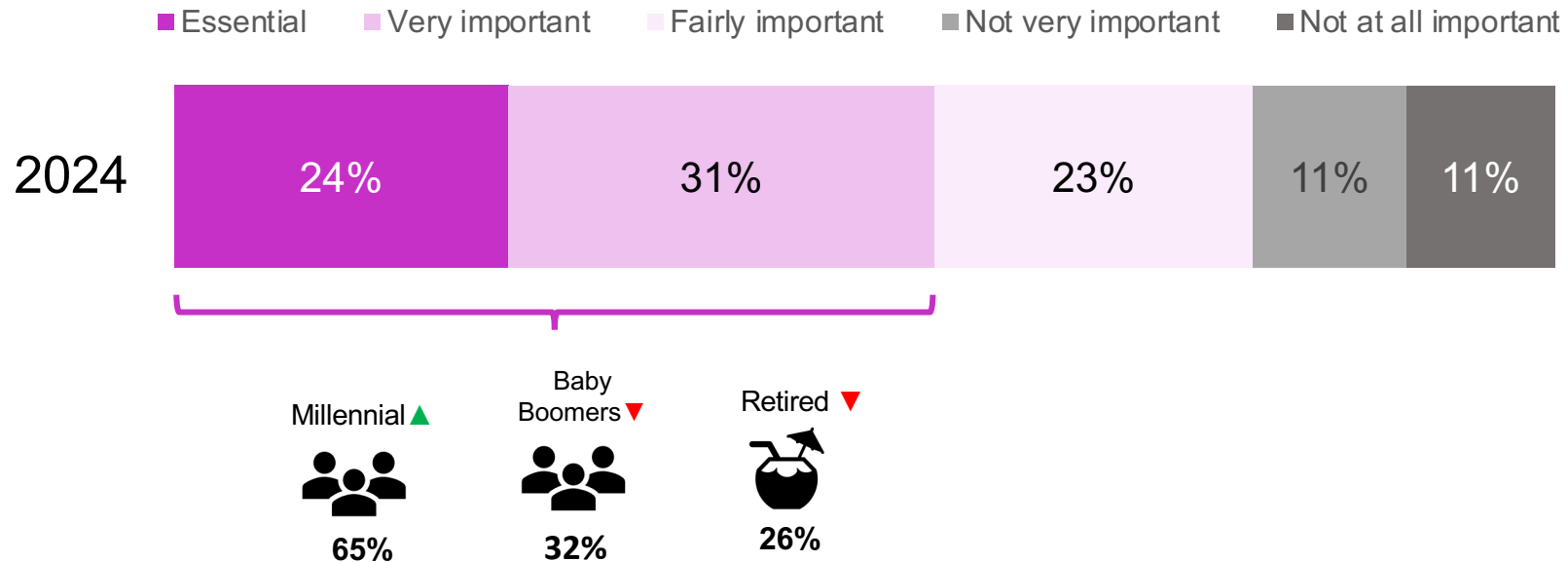
Support to preserving more bushland and biodiversity:



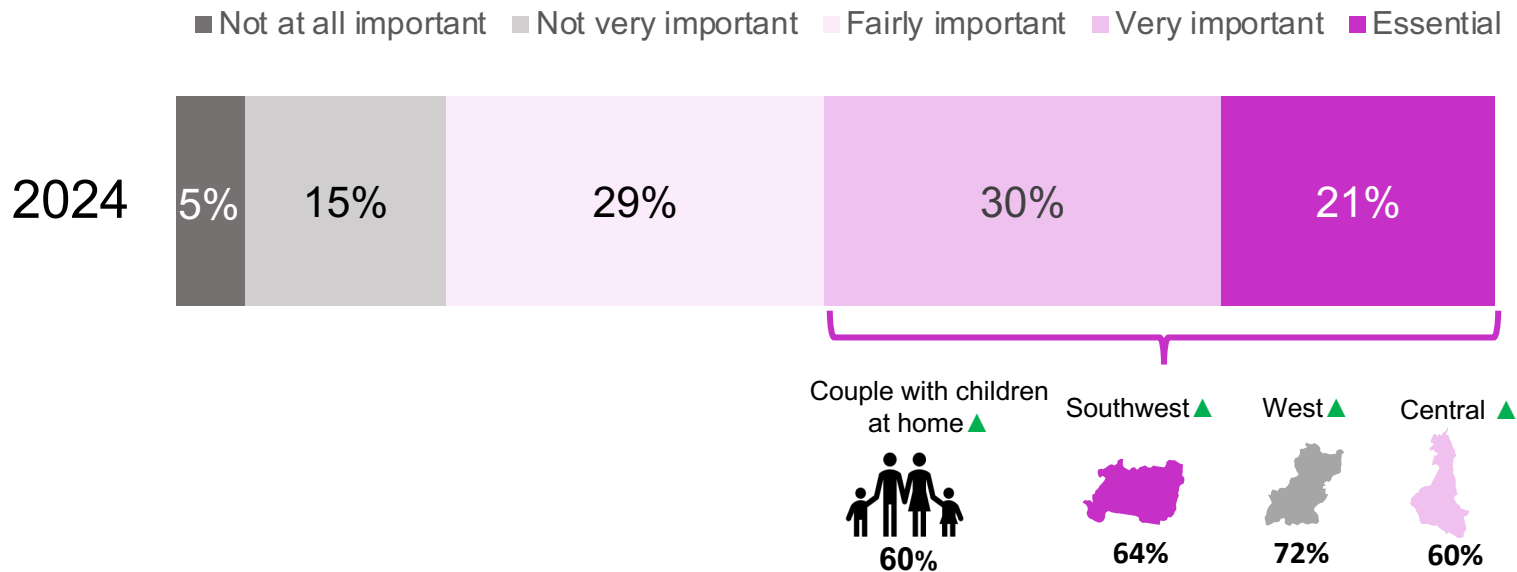
Support to less housing in floodplains:



How important is it to you that you can own your own home one day?



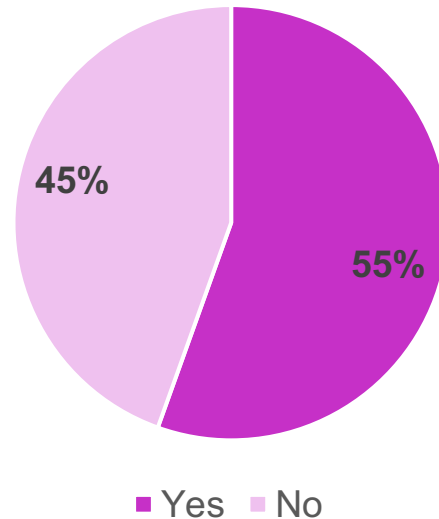
How important is it to you that you can live in a home with its own external back yard?



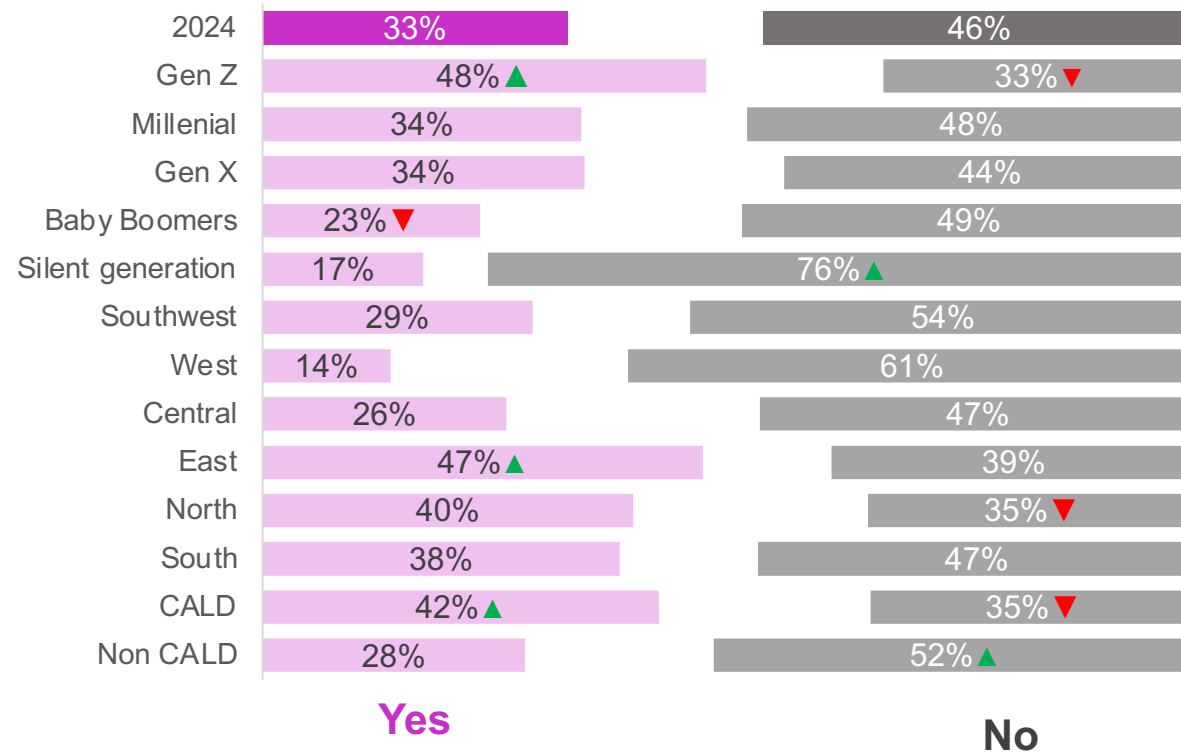
Q110. How important is it to you that you can live in a home with its own external back yard?
Base: Sydney 2024 (n=1035)

Sentiment around living in apartments

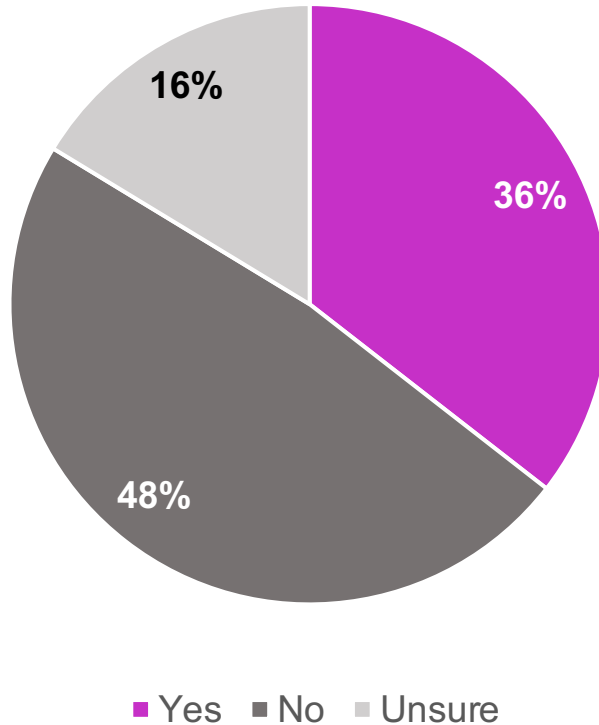
Have you ever lived in an apartment?



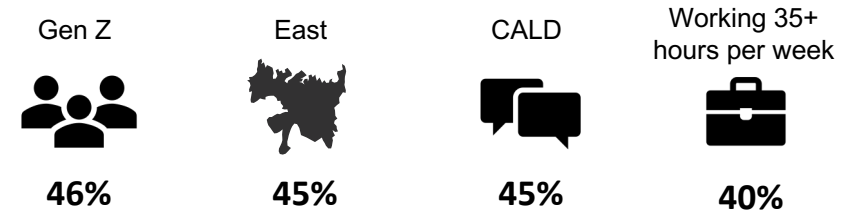
Would you consider living in an apartment in the future?



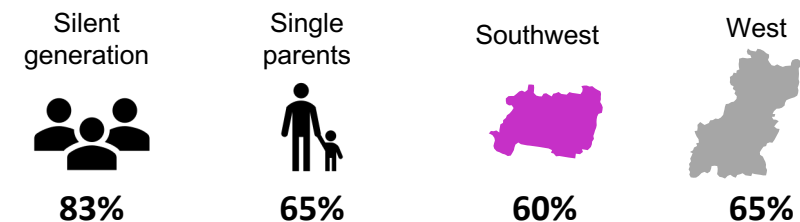
Do you consider an apartment an appropriate place to raise a family?



More likely to say 'Yes':



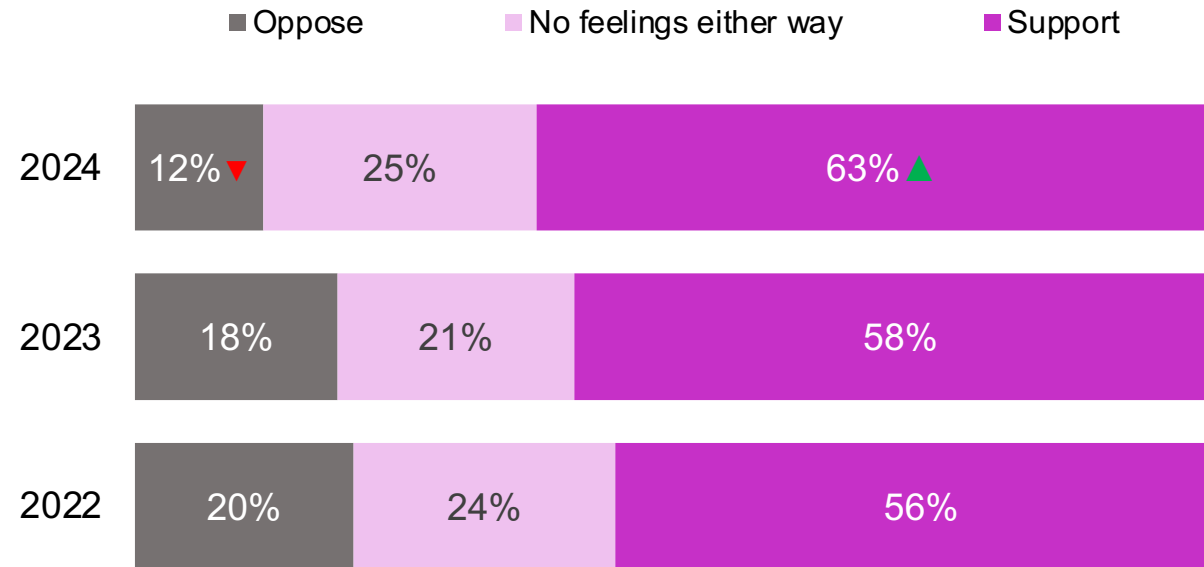
More likely to say 'No':



Life in Sydney 2024

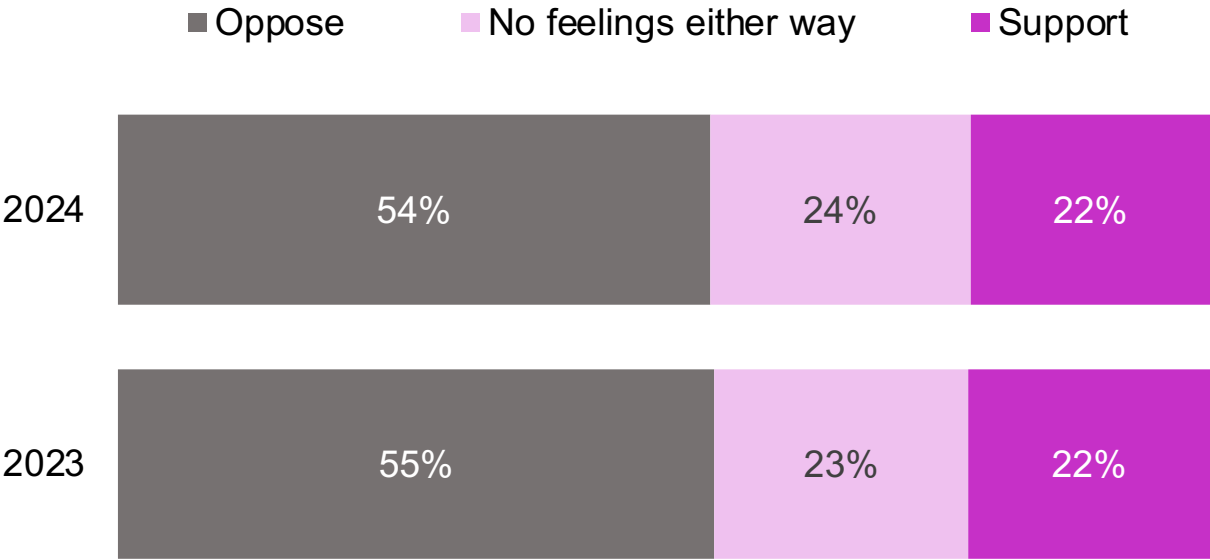
Housing policy

Support for building more homes and apartments is up



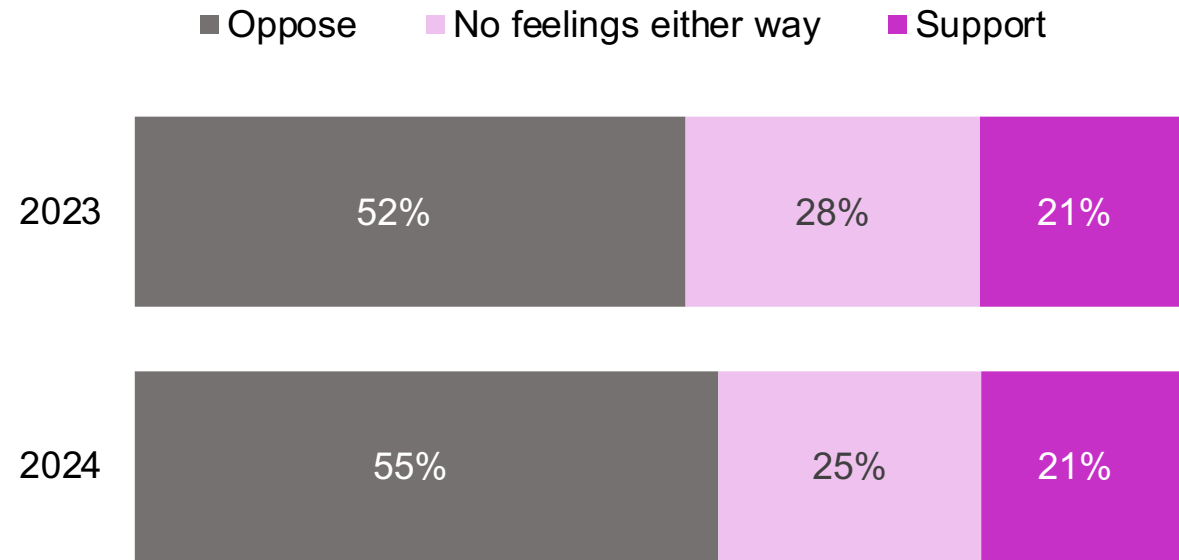
Q64. How much do you support or oppose the building of more homes and apartments to help drive down the cost of housing? *Question wording changed 2024
 Base: Sydney 2022 (n=1034), 2023 (n=1000), 2024 (n=1035)
 Note: Don't know excluded for analysis purposes

Opposition to housing developments in flood prone areas has not changed



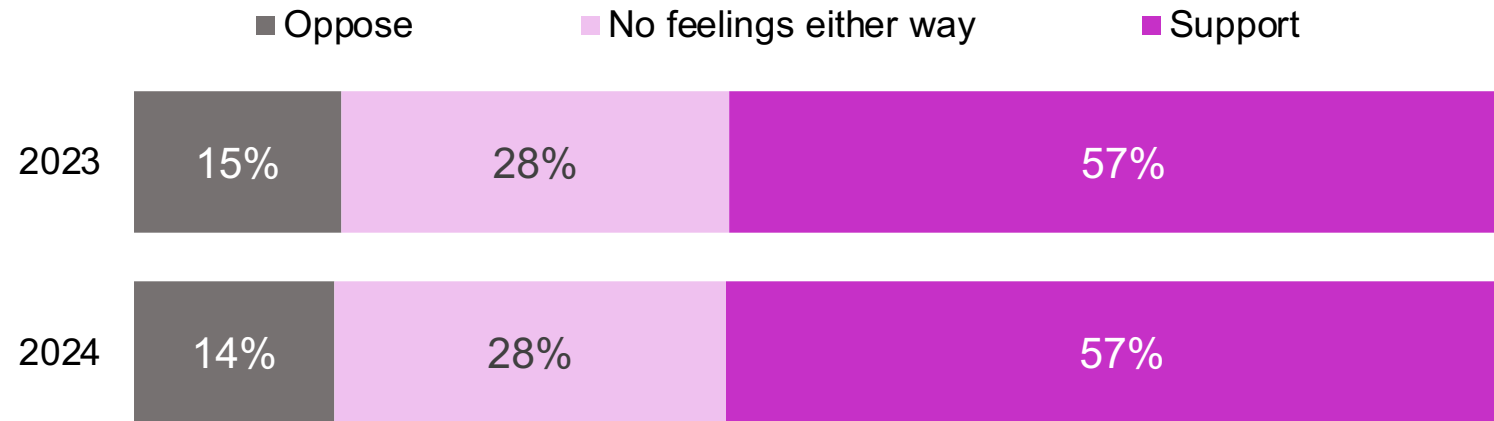
Q75. How much do you support or oppose the Government approving housing developments for new homes in flood-prone areas?
 Base: Sydney 2023 (n=1000), 2024 (n=1035)
 Note: Don't know excluded for analysis purposes

Opposition to commercial development in flood prone areas has not changed

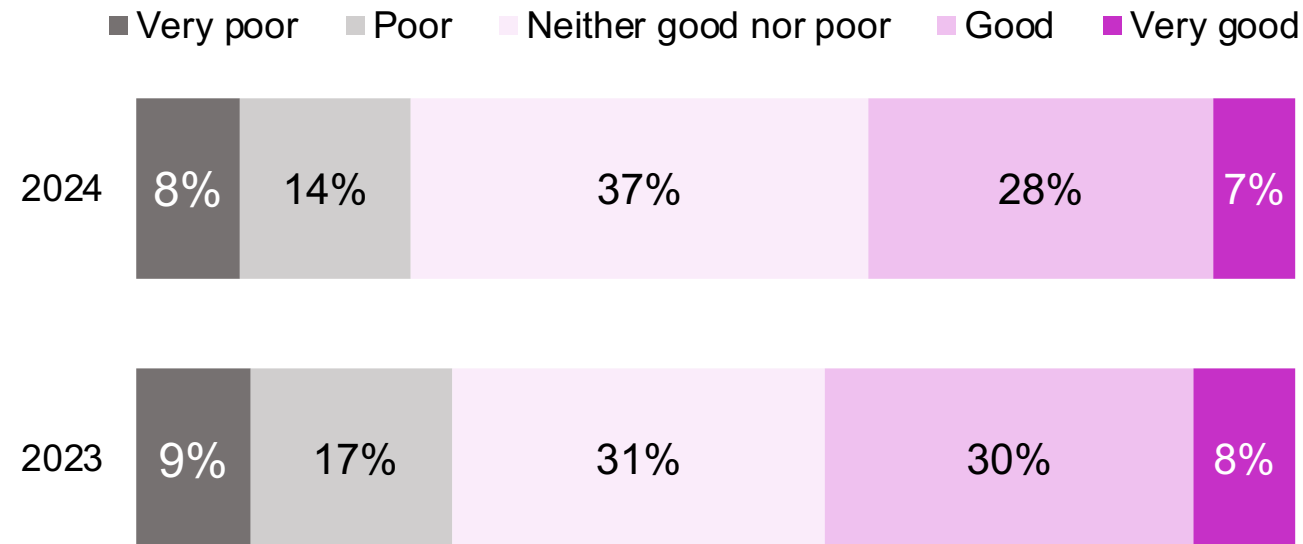


Q85. How much do you support or oppose the Government approving commercial developments (retail stores, office buildings) in flood-prone areas? *Question wording changed 2024
 Base: Sydney 2023 (n=1000), 2024 (n=1035)
 Note: Don't know excluded for analysis purposes

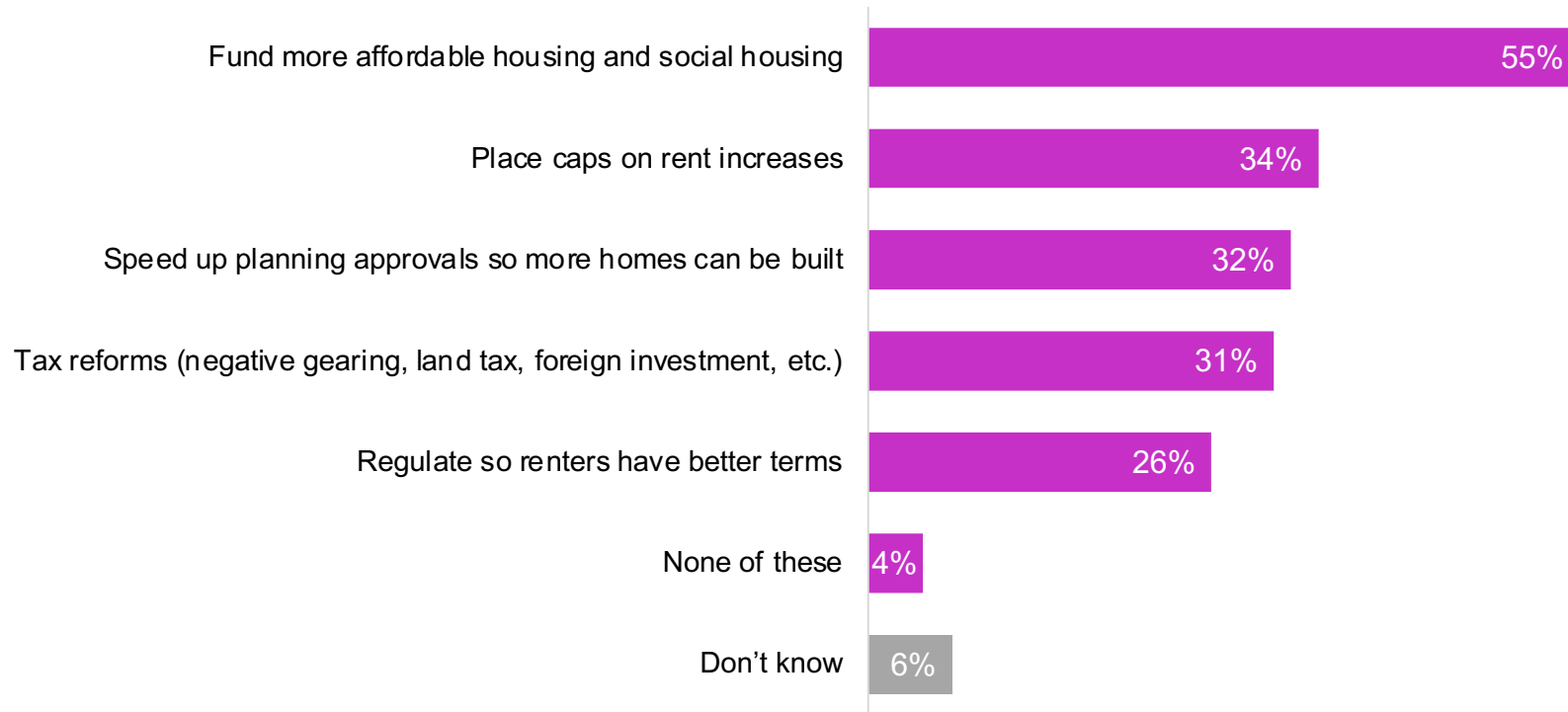
How much do you support or oppose government buying back flood-affected houses?



The current performance of the NSW Government in protecting people from natural disasters such as bushfires or floods is...



Please select the two government policies from the list below that you think are most important for the government to do to improve housing affordability

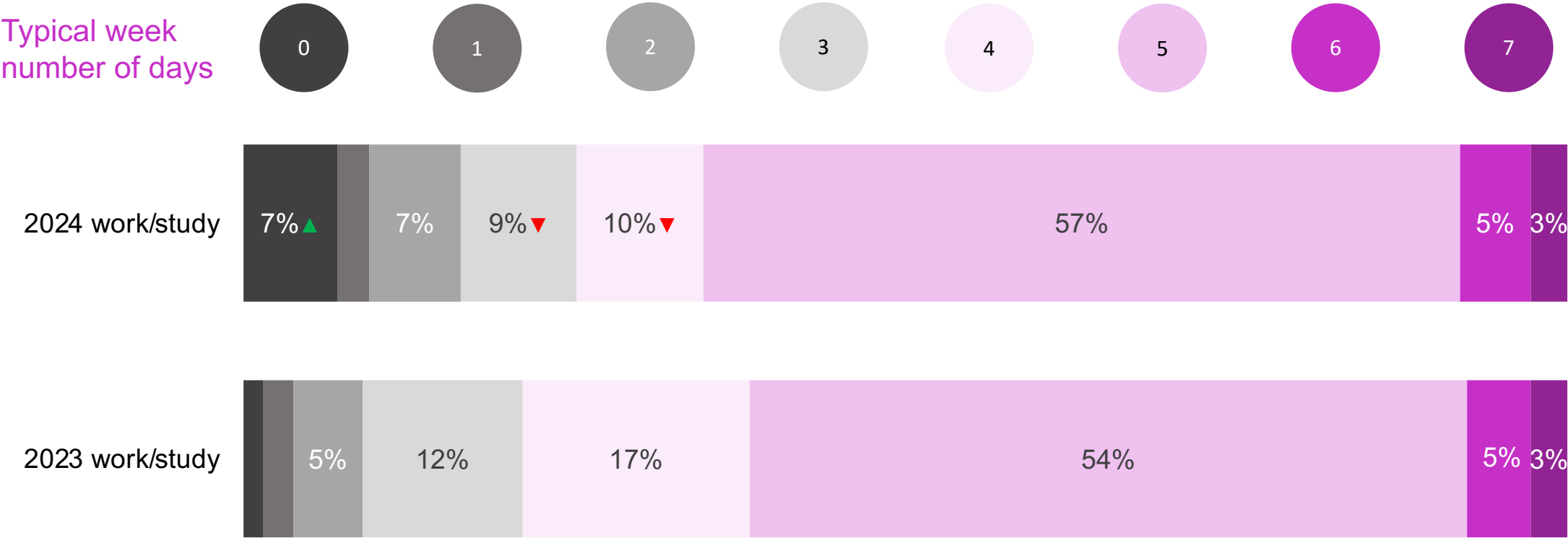


Q111. Please select the two government policies from the list below that you think are most important for the government to do to improve housing affordability
Base: Sydney 2024 (n=1035)

Life in Sydney 2024

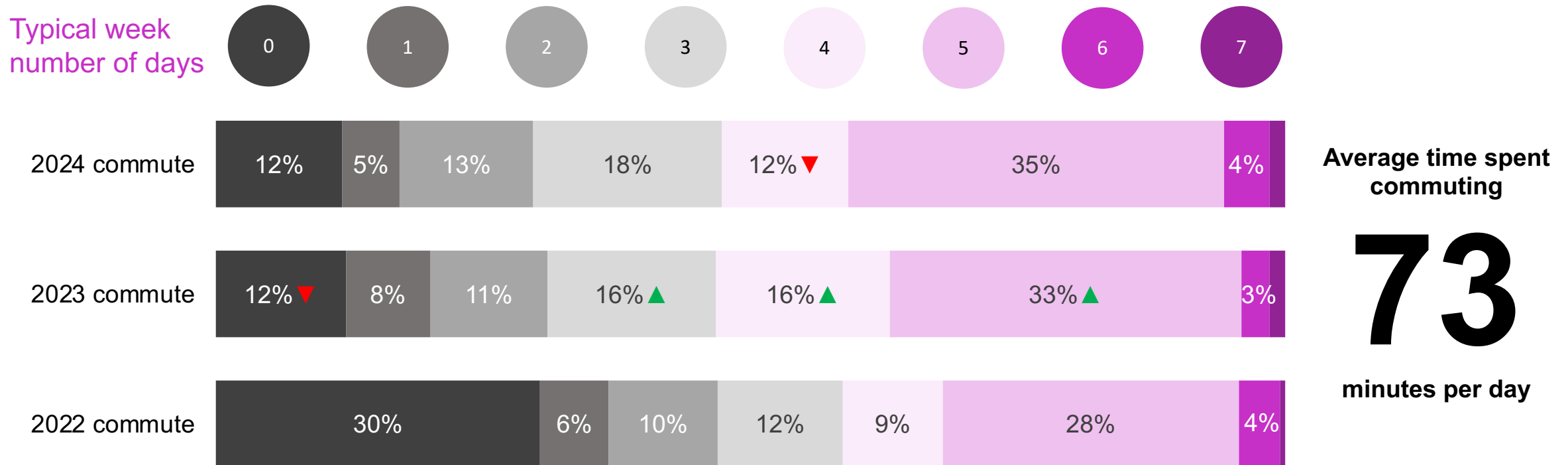
Experiences with commuting

Half of Sydneysiders work or study five days a week



Q45. In a typical week, how many days (do you currently work or study)?
 Base: 2023 Sydney (n=690), 2024 Sydney (n=774)
 Note: 'Statements showed in descending order based on 'Ranked 1st'. Data under 3% not labelled.

Commuting patterns settling after a period of change due to the pandemic

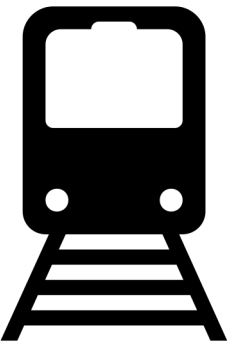


Private cars remain the most common form of transport on commute

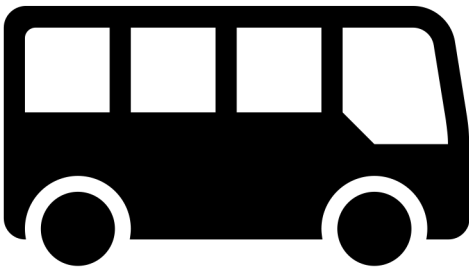
57%



41%



29%



32%



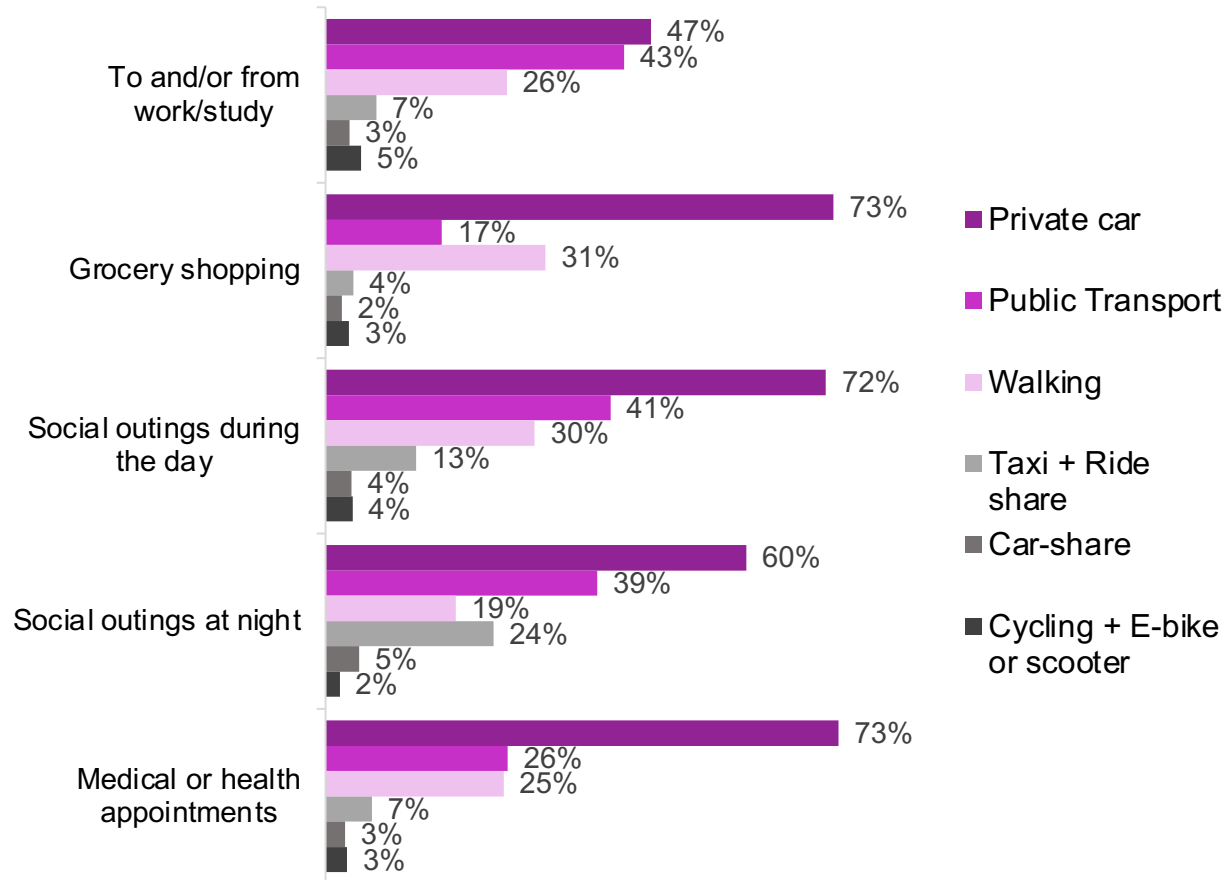
	2023	2022
Private car	57%	57%
Train	29%	34%
Bus	33%	26%
Walking	27%	29%

Q15. Which, if any, of the following modes of transport do you currently use to commute to and from work/study?
Base: 2024 Sydney (n=1035)

Life in Sydney 2024

Mobility

Transport modes Sydneysiders use to get to...



East

- ▲ Public transport – 79%
- ▲ Walking – 74%
- ▲ Taxi + rideshare – 49%
- ▲ Cycling + E-bike/scooter – 13%
- ▼ Private car – 70%



Central

- ▲ Private car – 89%
- ▼ Public transport – 58%
- ▼ Walking – 43%
- ▼ Taxi + rideshare – 22%



Southwest

- ▼ Public transport – 55%
- ▼ Walking – 40%

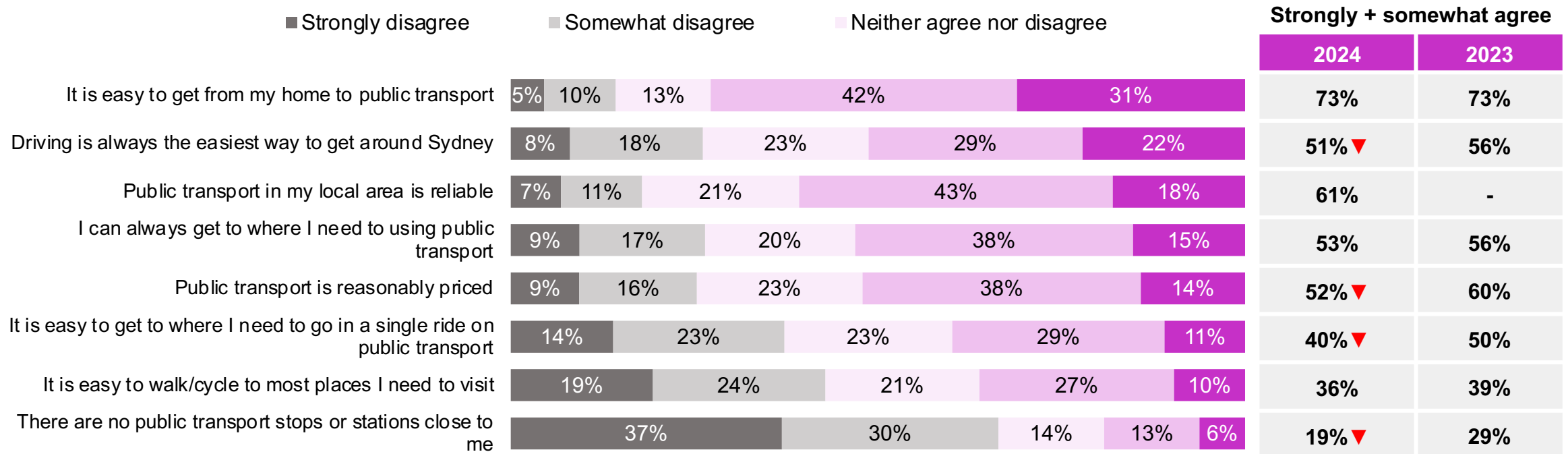


West

- ▼ Public transport – 45%
- ▼ Walking – 35%
- ▼ Taxi + rideshare – 14%

Q78. Which transport method(s) do you use to get to each of these?
Base: 2024 (n=1035)

How much do you agree or disagree with the following statements about getting around in Sydney?



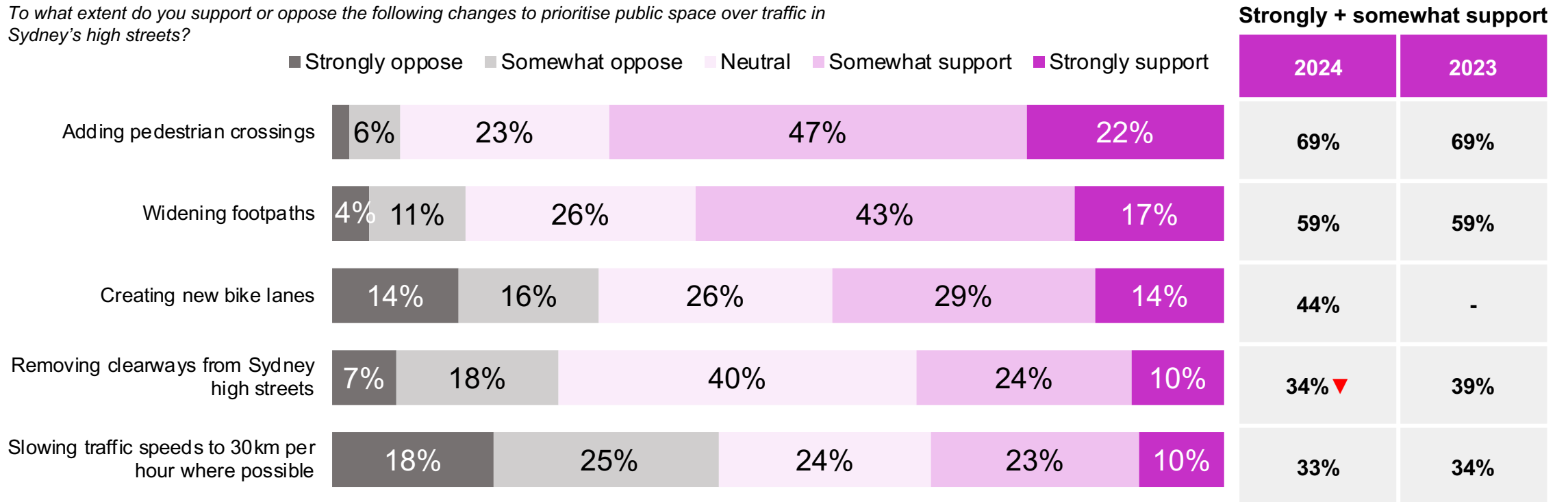
Q79. How much do you agree or disagree with the following statements about getting around in Sydney?
 Base: Sydney 2023 (n=1000) 2024 (n=1035)
 *Sig test reversed for negative statement

To what extent do you support or oppose the following changes to prioritise public space over traffic in Sydney's high streets?

Question wording:

A key strategy for creating high-amenity, low-stress living is to prioritise public space over traffic on Sydney's high streets. In some places there are difficult trade-offs to make between accommodating traffic and making great places.

To what extent do you support or oppose the following changes to prioritise public space over traffic in Sydney's high streets?



Q80A To what extent do you support or oppose the following changes to prioritise public space over traffic in Sydney's high streets?

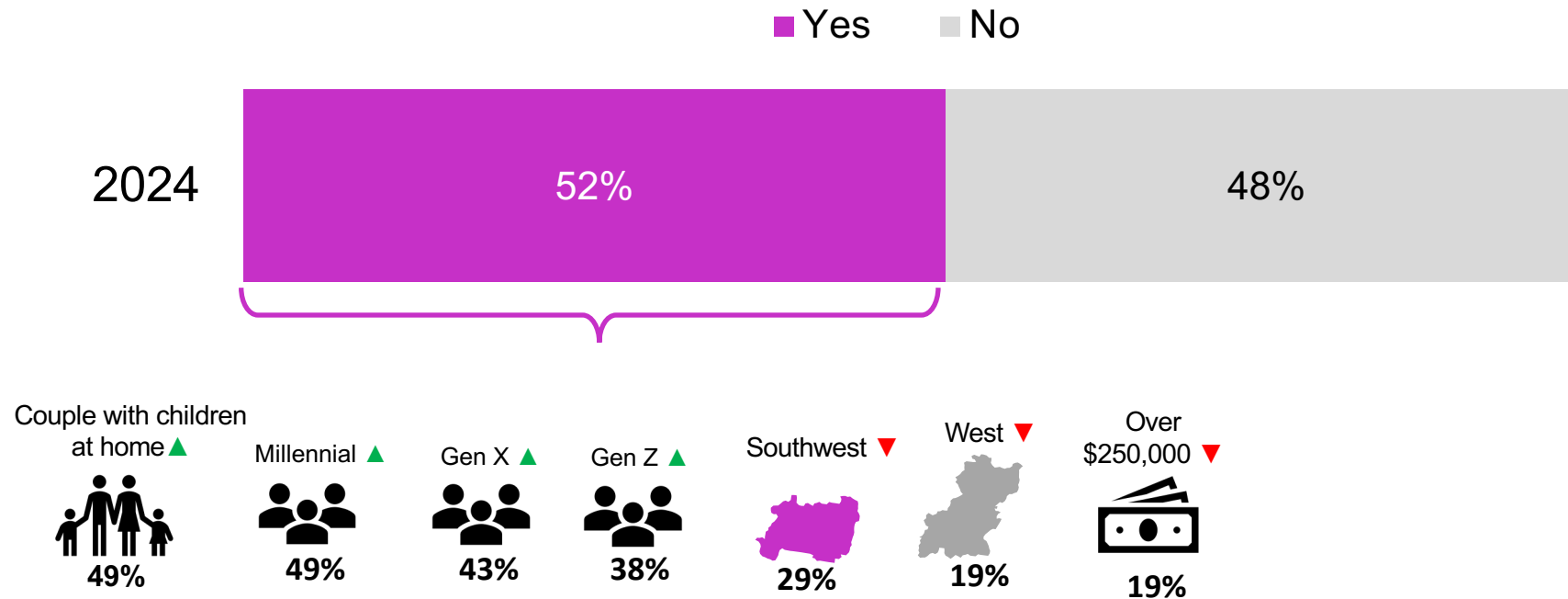
Base: Sydney 2023 (n=1000), 2024 (n=1035)

Note: Data under 3% not labelled

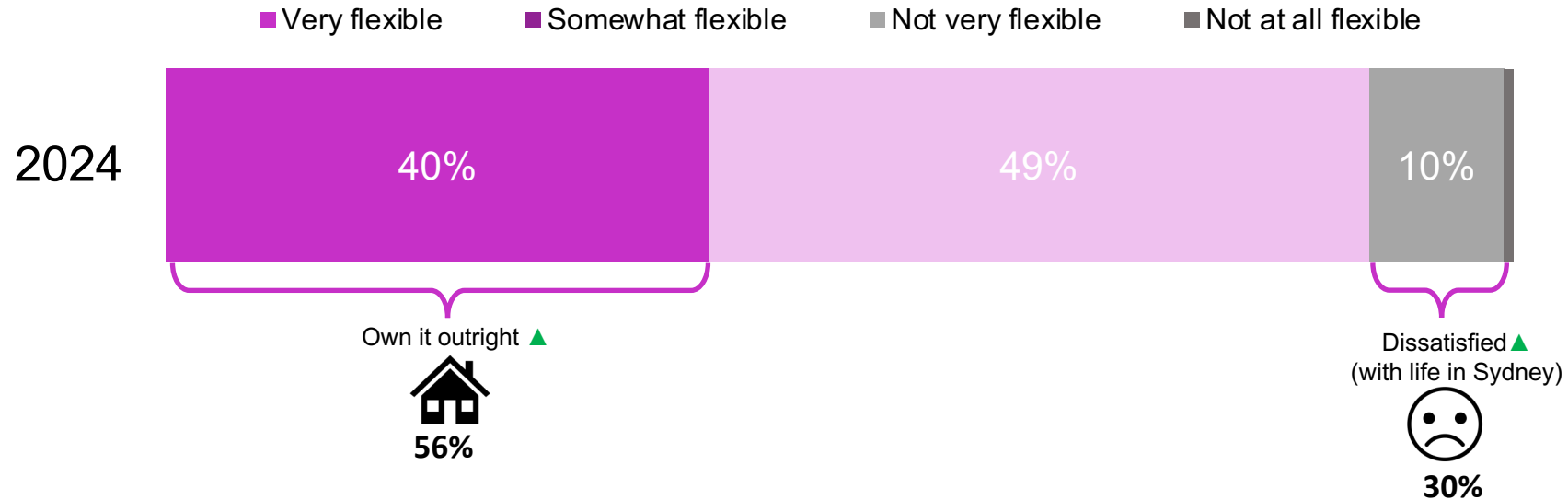
Life in Sydney 2024

Work-life balance

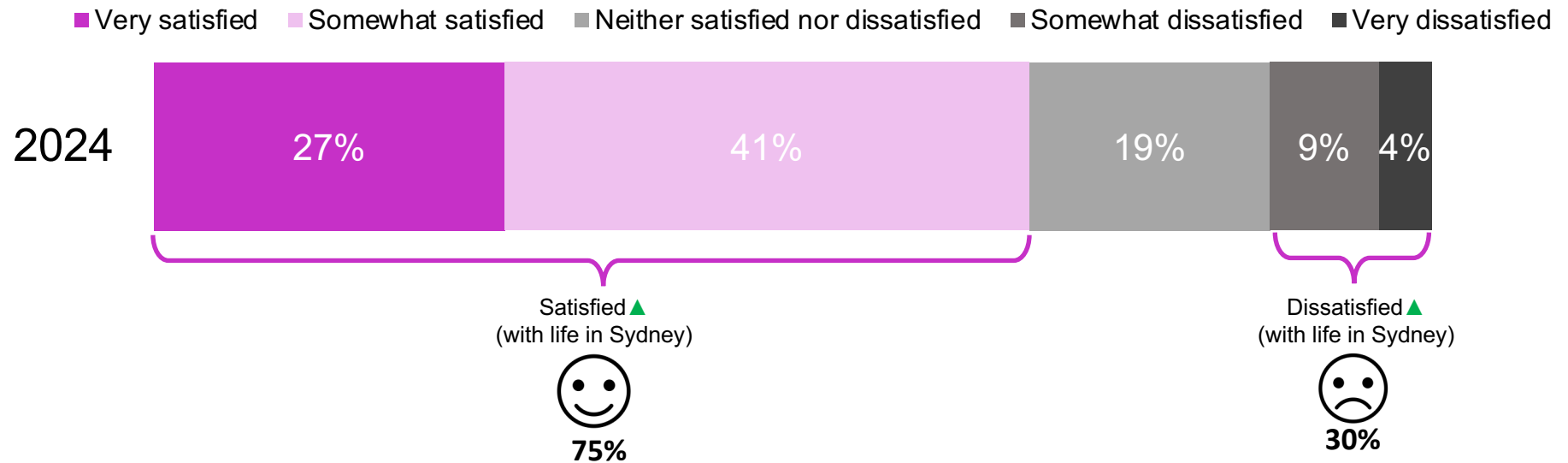
Is it possible to for you to work from home in your current job?



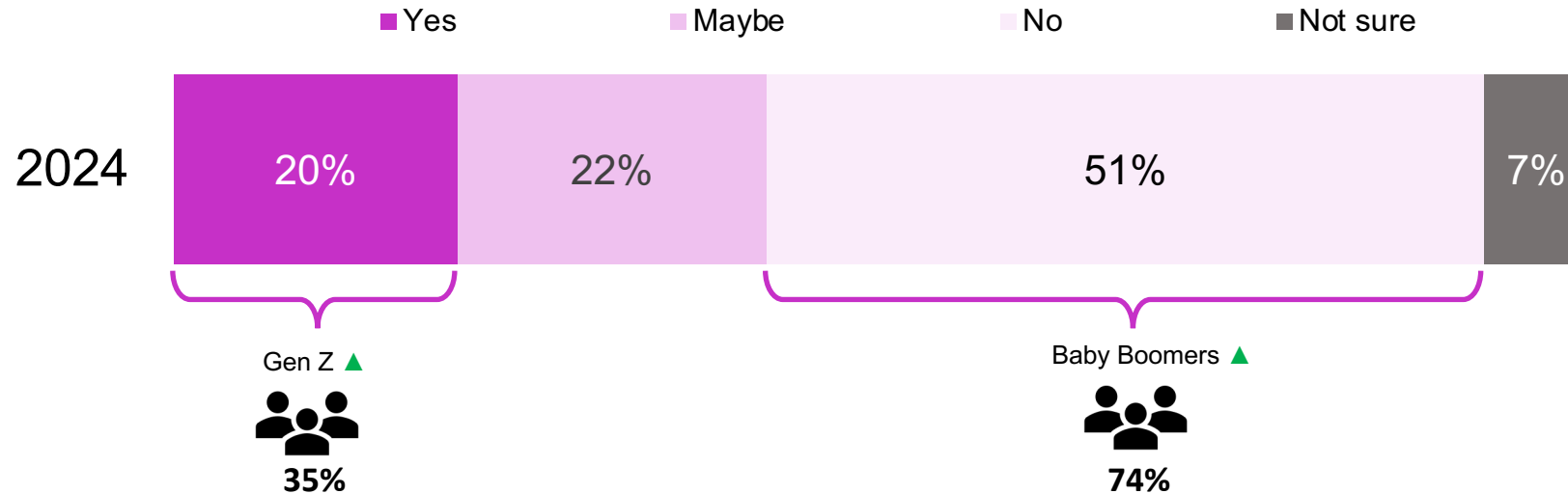
How would you rate the flexibility of your workplace?



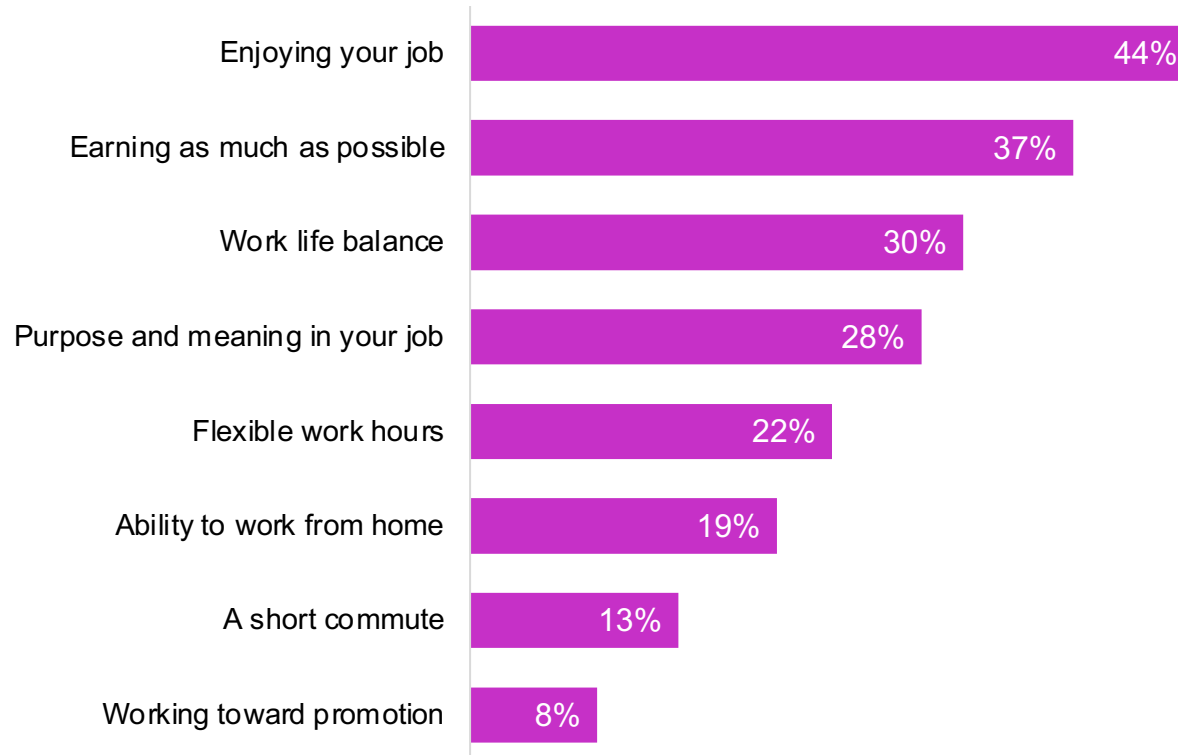
How satisfied are you with the flexibility your current job offers you?



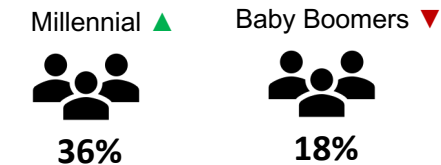
Half of Sydneysiders are not considering changing jobs or employers for more flexibility



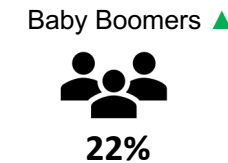
Which aspects of your job are most important to you?



Work life balance:



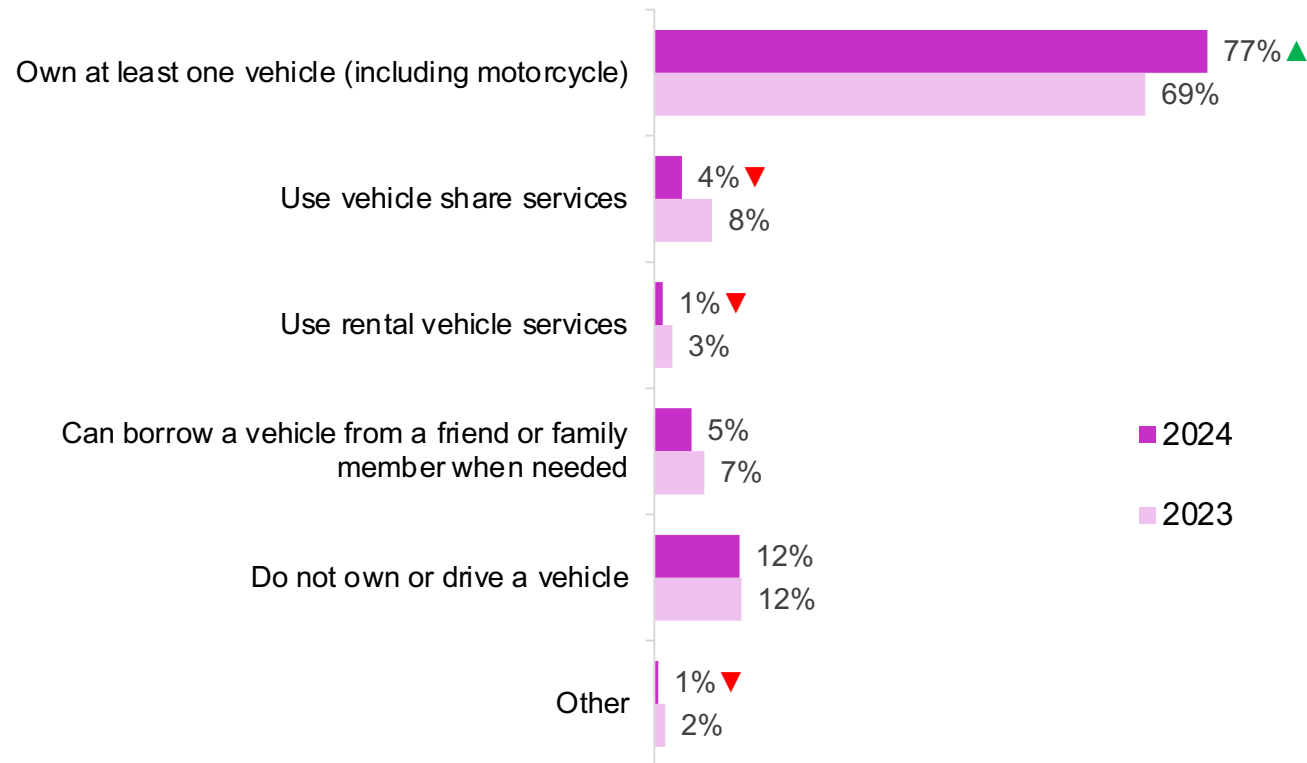
A short commute:



Life in Sydney 2024

Electric vehicles

Vehicle ownership



5%
Own an electric vehicle

Strong intention to purchase an EV

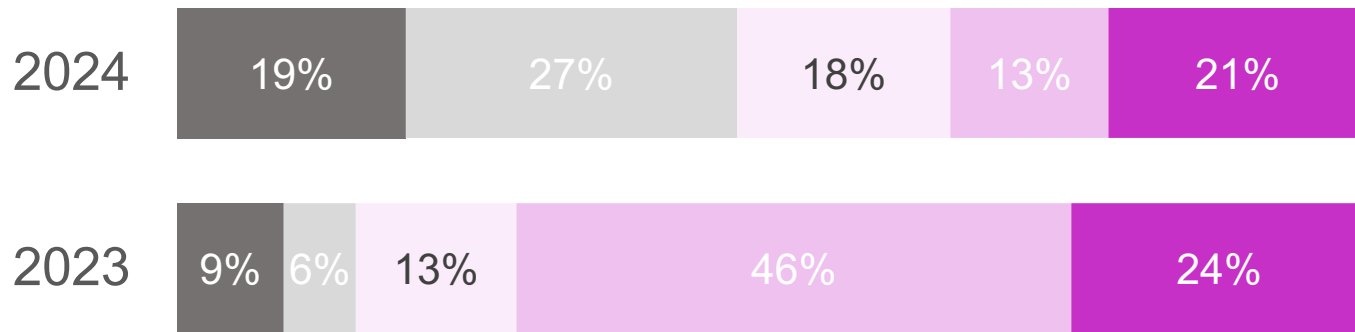
In 2024,

47%

Intend to buy a vehicle within the next five years

of these...

How likely or unlikely is it you will choose an electric vehicle as your next vehicle?



■ Very unlikely ■ Somewhat unlikely ■ Neither likely nor unlikely ■ Somewhat likely ■ Very likely

Likely to purchase EV

46% ▼

70%

Q51. Do you intend to buy a vehicle within the next 5 years?

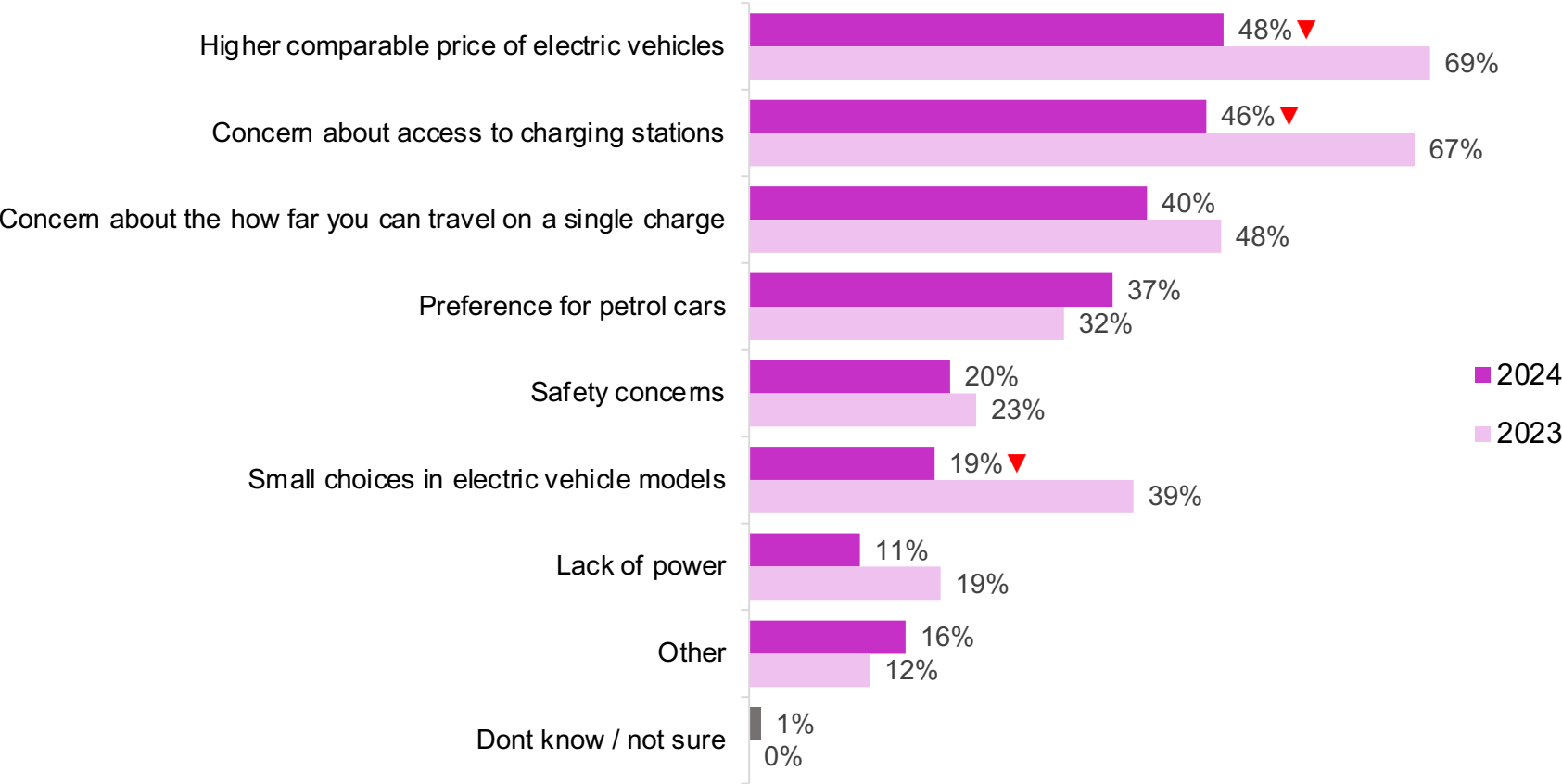
Base: Sydney 2024 (n=1035)

Q52. How likely or unlikely is it that you will choose an electric vehicle as your next purchase?

Base: Sydney 2024 (n=485)

Note: 'Don't know' responses excluded from the chart for analysis purposes

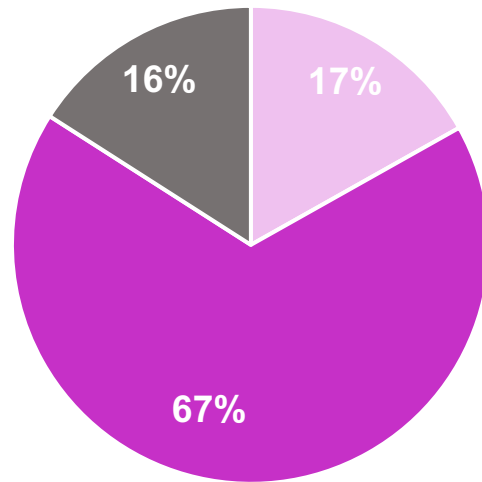
Barriers to choosing an EV have decreased markedly in the past year



Q53. You said that you were [somewhat/very unlikely] to choose an electric vehicle as your next vehicle purchase. What is your reason to choose this response?
 Base: Sydney 2023 (n=57), 2024 (n=166)

Safety and inconvenience are the key barriers to uptake of car-sharing

Consider using car sharing



■ Yes ■ No ■ Unsure

of those who are **not considering** or **unsure...**

Reasons to not consider car sharing



Q70. Would you consider use of a car-sharing service in place of purchasing a new car?

Base: 2024 Sydney (n=1035)

Q71. Which of the following reasons best describe why you would not use a car-sharing service?

Base: 2024 Sydney (n=860)

Support for levying a road user tax on electric vehicle

Question wording:

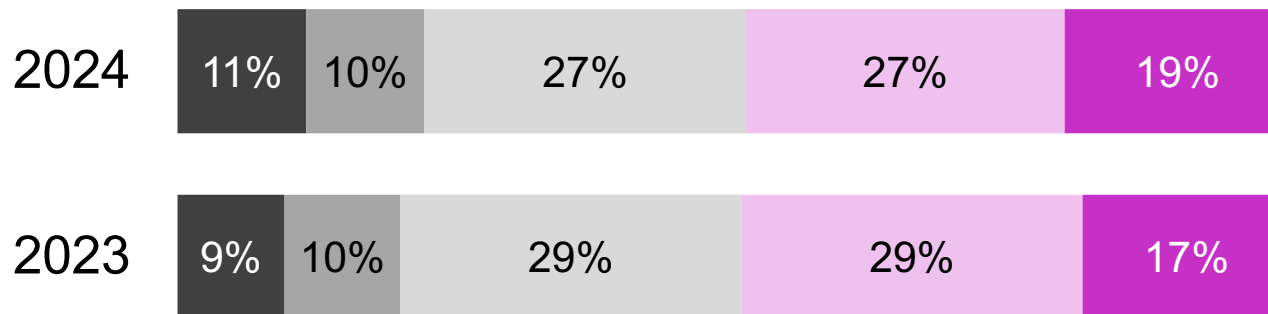
A reform being advocated by some is the idea of a road user levy on electric vehicles.

Currently funds from fuel tax go to the general federal budget. Because electric vehicles don't use petrol or diesel fuels, they don't contribute to road maintenance via fuel tax. Under the proposed changes, electric vehicles would pay the levy based on the distance they travel.

- *Supporters of the road user levy on electric vehicles say that it will ensure electric vehicle owners pay their fair share.*
- *Opponents say that the levy will slow down the conversion to electric vehicles and cause more pollution.*

How much do you support or oppose a new proposal to levy a road user tax on electric vehicles?

■ Strongly oppose ■ Tend to oppose ■ No feelings either way ■ Tend to support ■ Strongly support

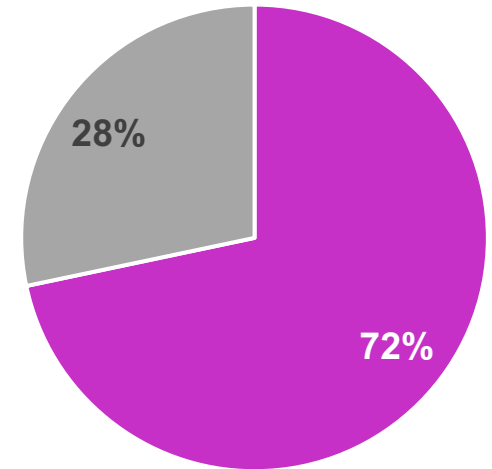


E-bike ownership is low, but has the potential to have a big impact on mobility behaviours

6%
Own an e-bike

of these...

Have you replaced some trips you would normally have made by car with e-bike trips?



■ Yes ■ No

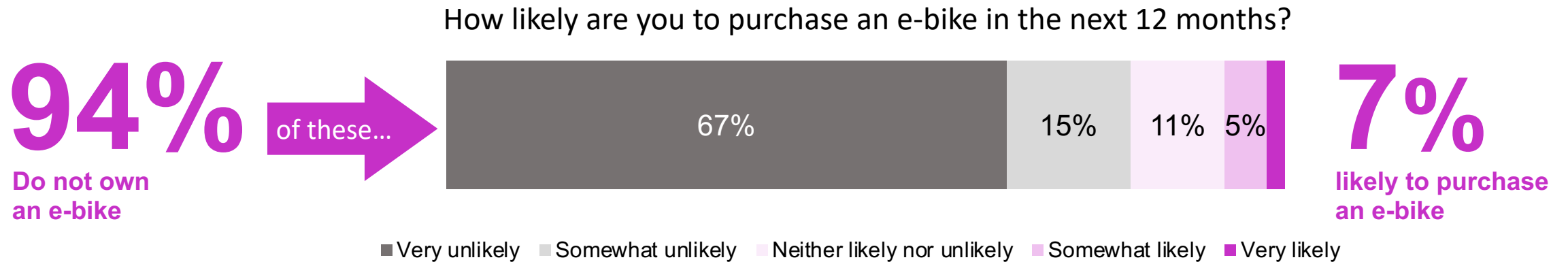
Among those who selected 'Yes', an average of

26%

Of car trips have been replaced by e-bike trips

Q91. Do you own an e-bike?
Base: Sydney 2024 (n=1035)
Q92. Have you replaced some trips you would normally have made by car with e-bike trips?
Base: Sydney 2024 (n=56)
Q93. What percentage of your car trips do you think you have replaced with e-bike trips?
Base: Sydney 2024 (n=41)

And there is a lot of work to do to improve the attractiveness of e-bikes



Q91. Do you own an e-bike?

Base: Sydney 2024 (n=1035)

Q94. How likely are you to purchase an e-bike in the next 12 months?

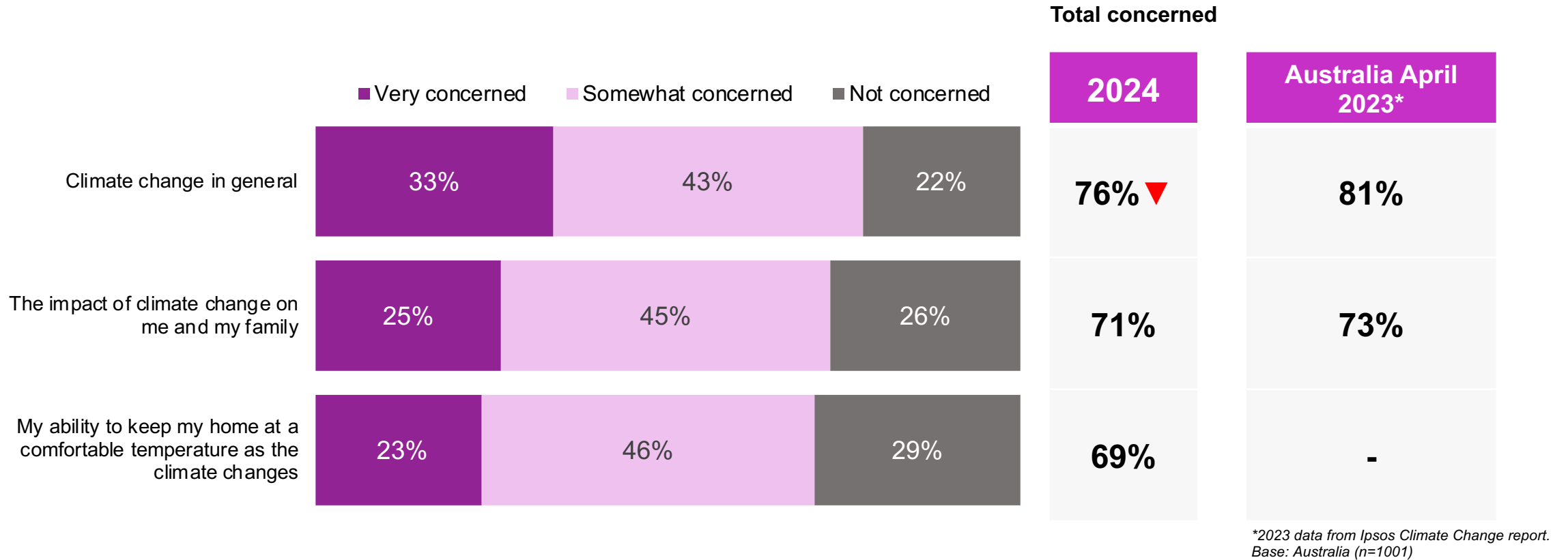
Base: Sydney 2024 (n=979)

Note: Data under 3% not labelled.

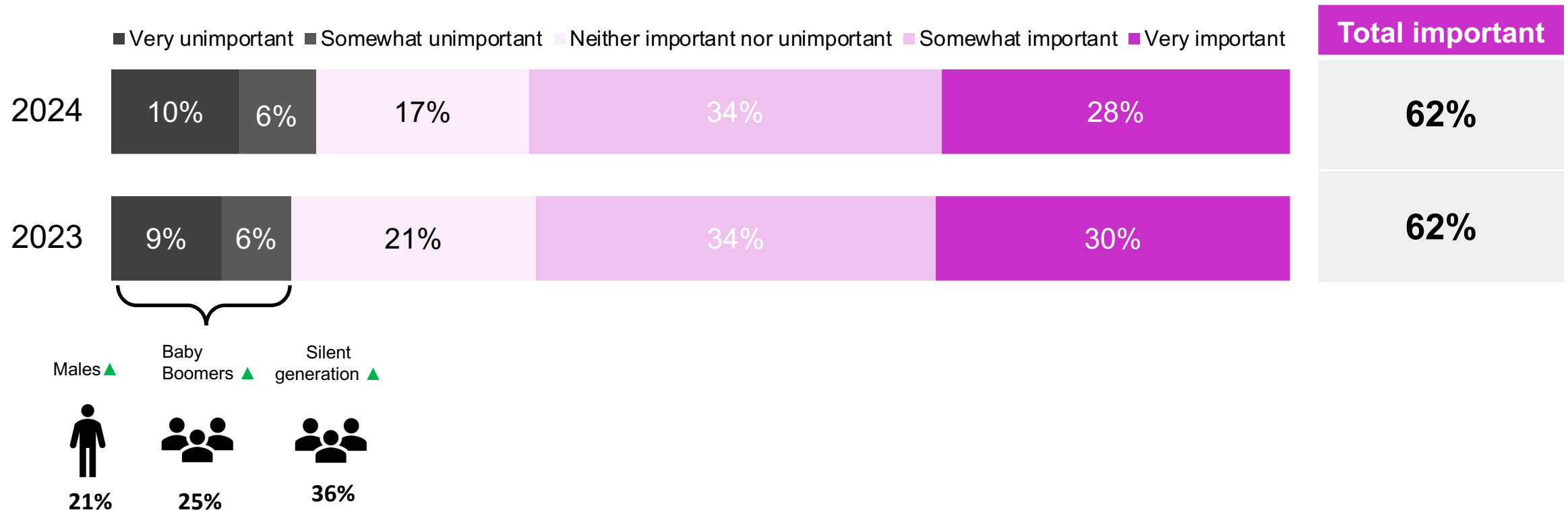
Life in Sydney 2023

Climate change and energy

How concerned are you about...



Support for action on net zero remains strong despite cost of living concerns

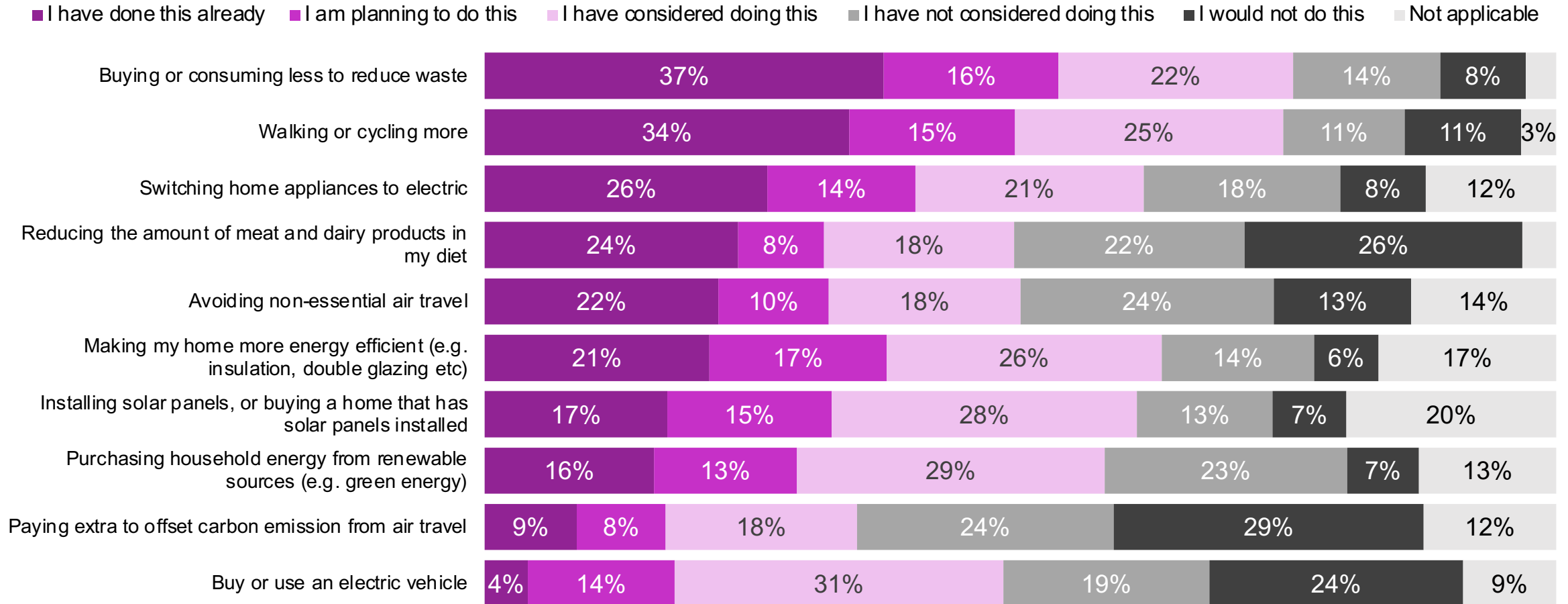


Q72. The Federal and NSW Governments have committed to net zero emissions by 2050. How important is it to you personally, that as part of these commitments, Sydney also achieves net zero emissions by 2050?

Base: Sydney 2023 (n=1000), 2024 (n=1035)

Note: Don't know excluded for analysis purposes

What actions would you take to meet the net zero commitments?

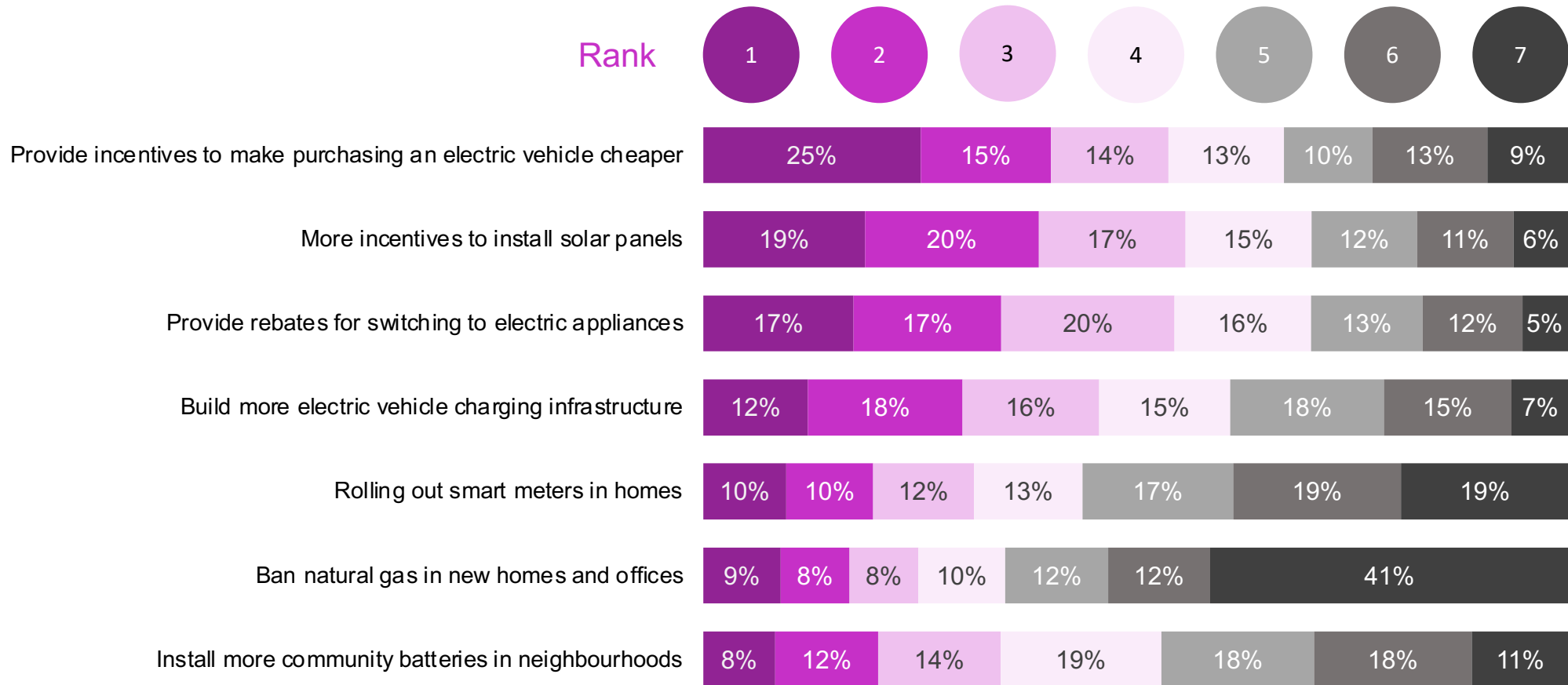


Q72. The Federal and NSW Governments have committed to net zero emissions by 2050. How important is it to you personally, that as part of these commitments, Sydney also achieves net zero emissions by 2050?

Base: Sydney 2024 (n=1035)

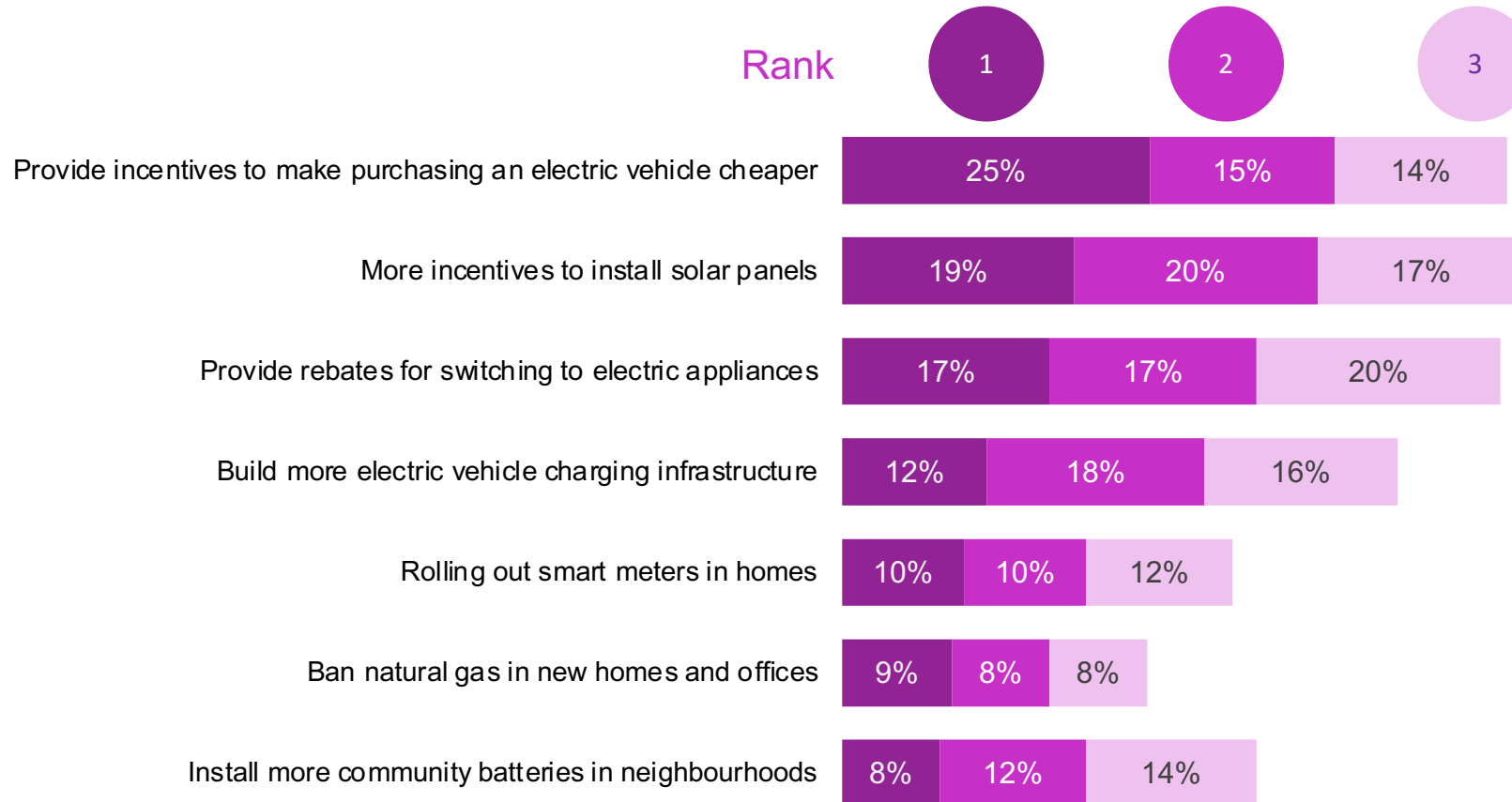
Note: Don't know excluded for analysis purposes

Actions the government could take to support to help meet the net zero emissions target



Q74. Rank the following actions the government could take in order to support you to help meet the net zero emissions targets from most important to least important.
Base: Sydney 2024 (n=1035)

EVs and solar are seen as key elements in efforts to reduce emissions

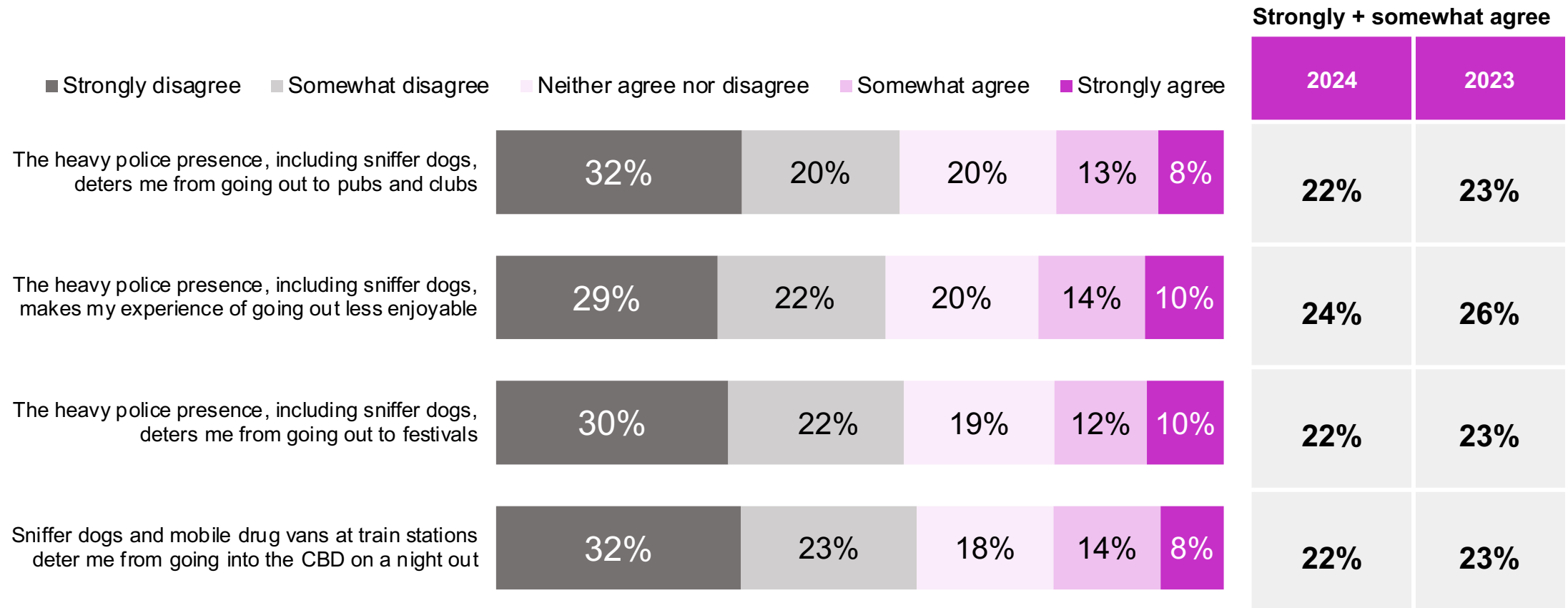


Q74. Rank the following actions the government could take in order to support you to help meet the net zero emissions targets from most important to least important.
Base: Sydney 2024 (n=1035)

Life in Sydney 2023

Drug policy

To what extent do you agree or disagree that...



Q68. To what extent do you agree or disagree that...
Base: 2024 Sydney (n=1035)

Support or oppose Australia legalising the personal use of cannabis

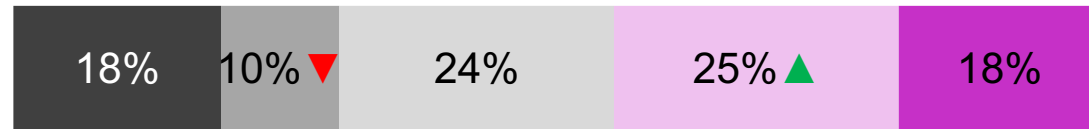
Question wording:

Multiple countries have recently legalised the personal use of Cannabis, including Uruguay, Malta, Mexico, South Africa, Canada and 19 states, two territories and the District of Columbia (DC) in the US.

Do you support or oppose Australia legalising the personal use of Cannabis?

■ Strongly oppose ■ Tend to oppose ■ No feelings either way ■ Tend to support ■ Strongly support

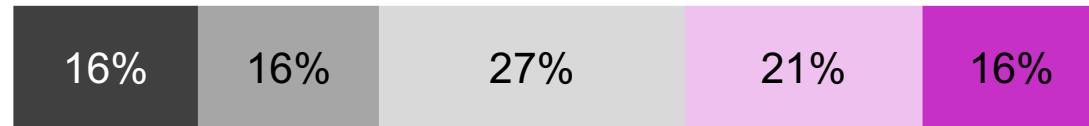
2024



Renters ▲
24%

Dissatisfied ▲
(with life in Sydney)
28%

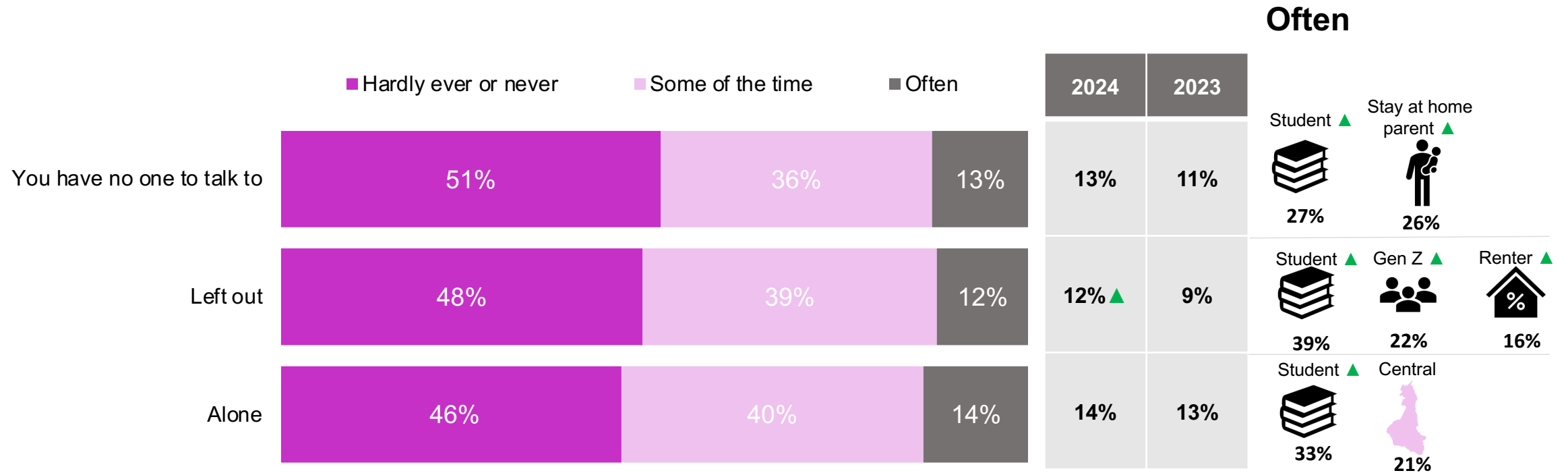
2023



Life in Sydney 2024

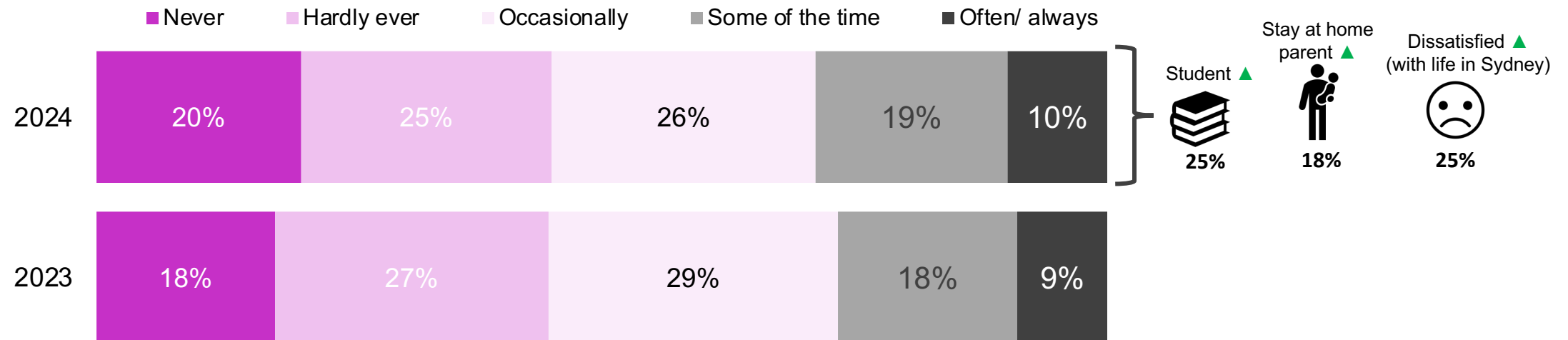
Loneliness

How often do you feel...

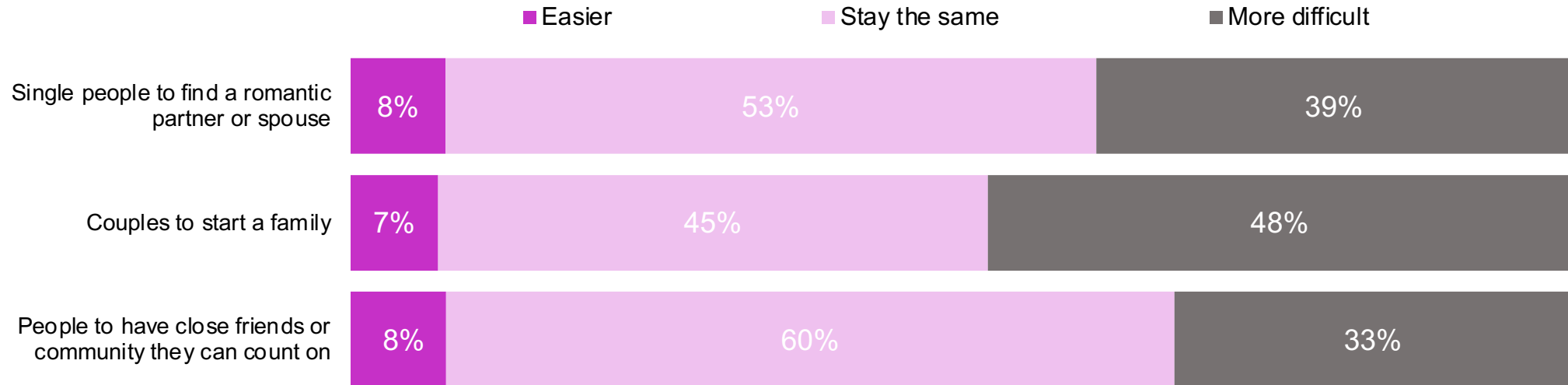


Q85A. How often do you feel...
Base: Sydney 2023 (n=1000), 2024 (n=1035)

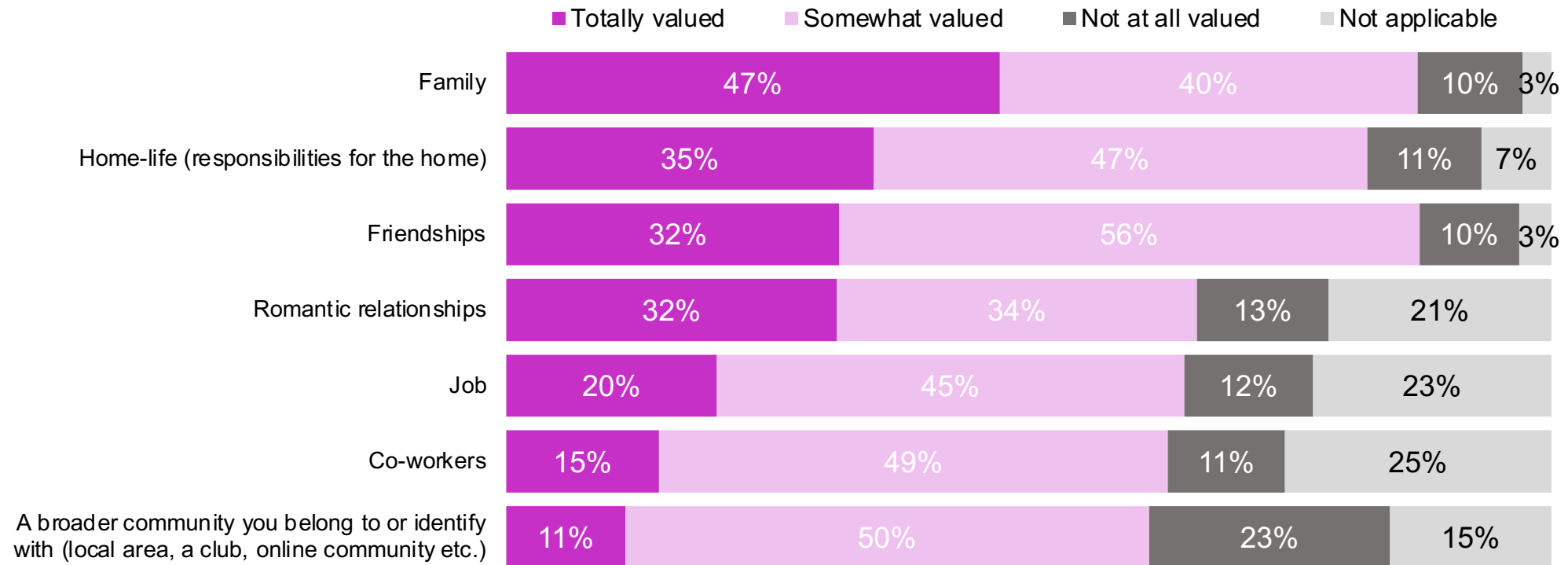
How often do you feel lonely ?



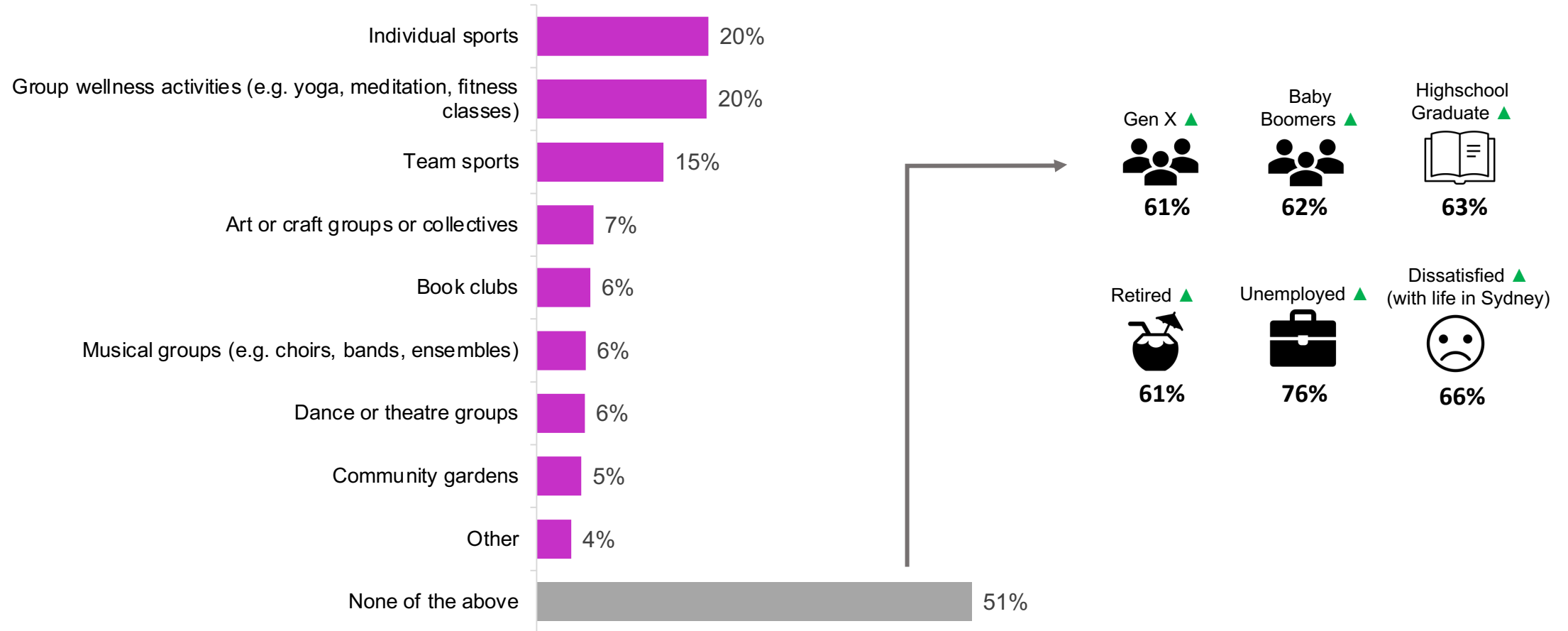
Almost half of Sydneysiders expect it will get more difficult to start a family over the next 10 years



How valued do you feel in the following aspects of your life?



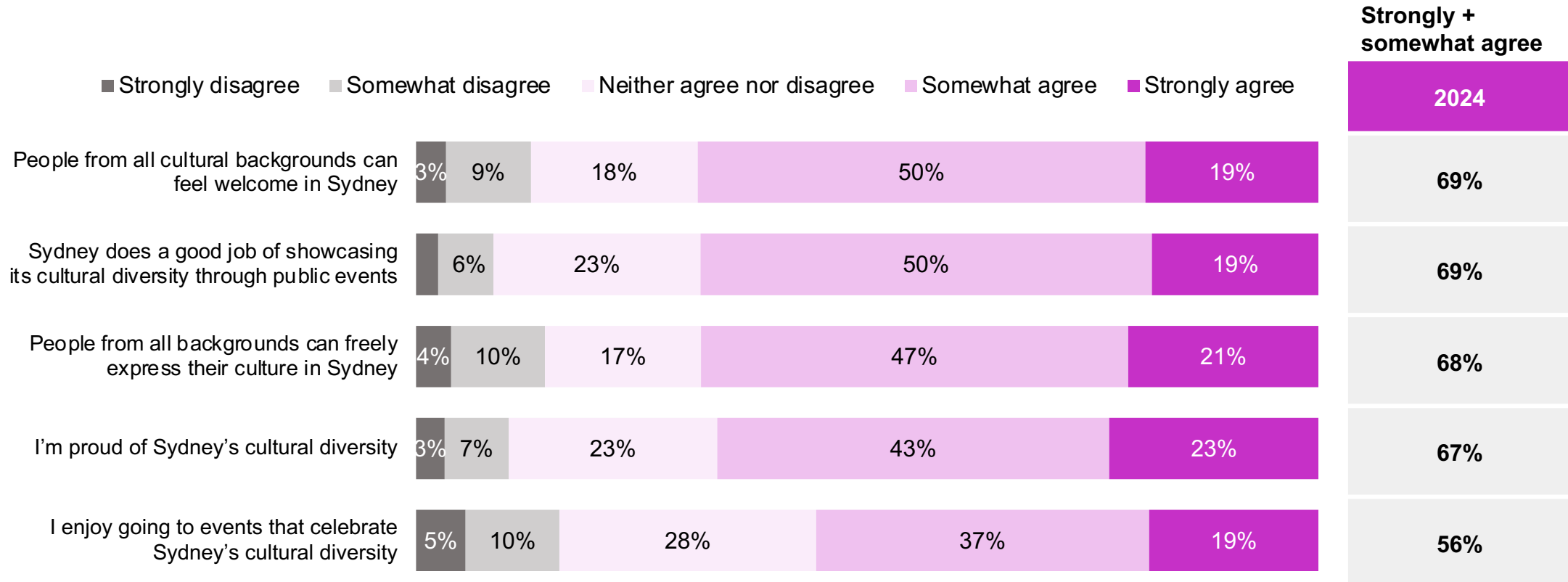
Do you regularly participate in any of the following?



Life in Sydney 2024

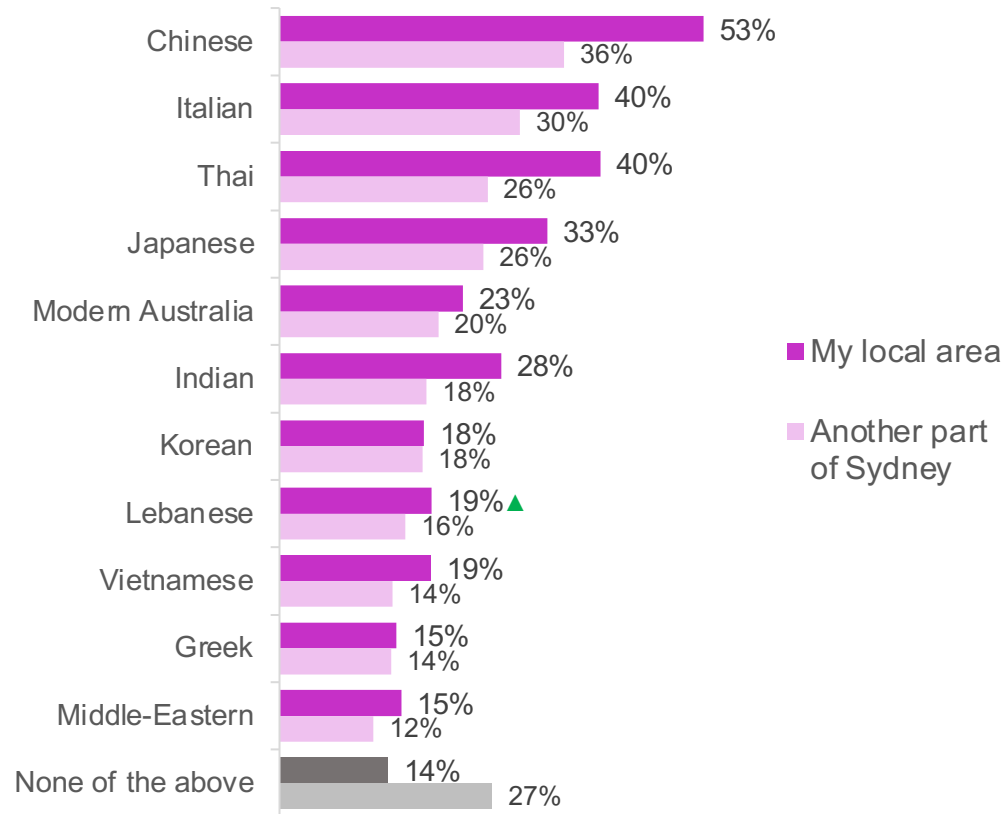
Multiculturalism

To what extent do you agree or disagree with the following statements?



Q102. To what extent do you agree or disagree with the following statements?
 Base: Sydney 2024 (n=1035)
 Note: Data under 3% not labelled

In the last six months, which of following types of restaurants have you visited, either in your local area or in another part of Sydney:



CALD communities are more likely to experience different culture through cuisine in both their local area or other parts of Sydney

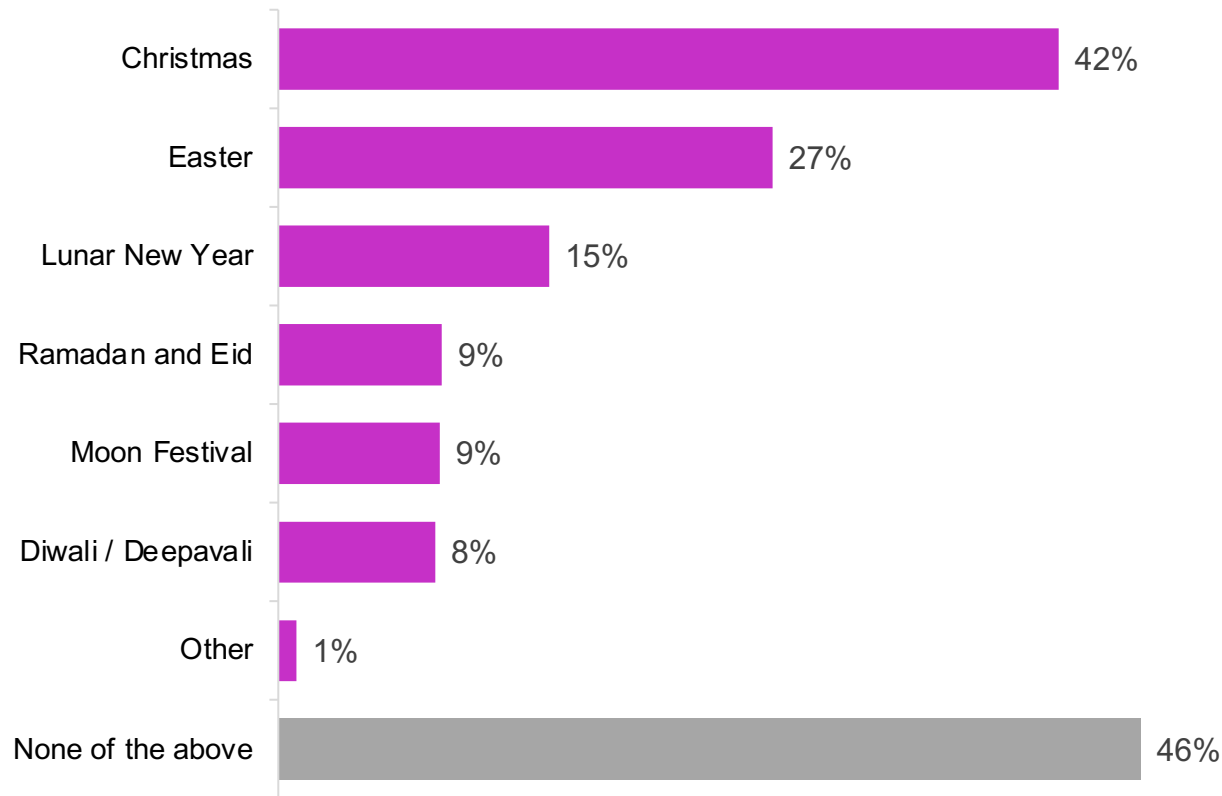


Those who are making over \$100,000 a year are more likely to experience different culture through cuisine in both their local area or other parts of Sydney



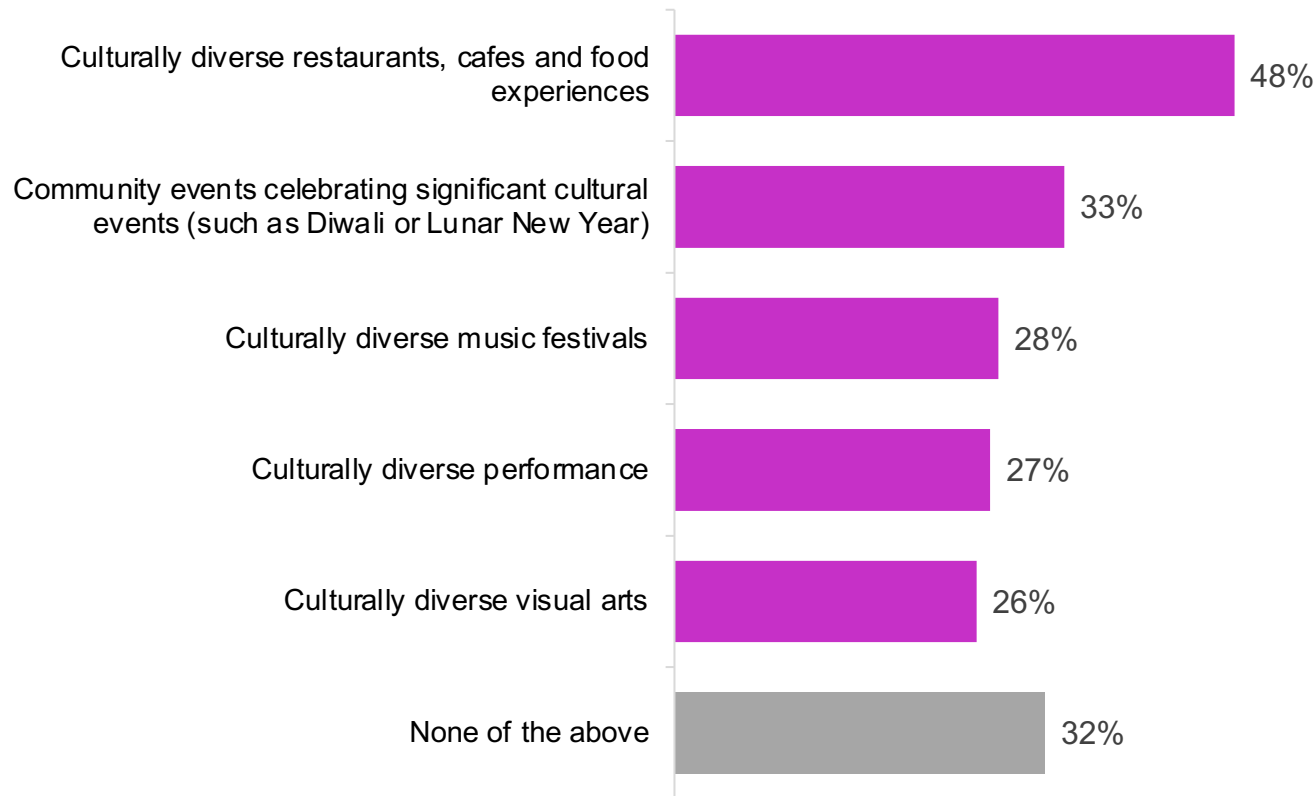
Those who are making under \$65,000 a year are more likely to have **not** been to any of these restaurants (47%)

In the past year, did you attend community events celebrating the following cultural events/festivals?



CALD communities are more likely attend Lunar New Year (25%), Moon Festival (16%), Ramadan and Eid (15%) and Diwali/Deepavali (13%)

Which of the following, if any, would you like to see more of in Sydney's cultural landscape?



CALD communities are more likely to want to see culturally diverse restaurants (59%), community events (40%), culturally diverse music festival (35%) and performance (35%)



Sydney.org.au