



Life in Sydney 2023

February 2023



Committee
for
Sydney



GAME CHANGERS

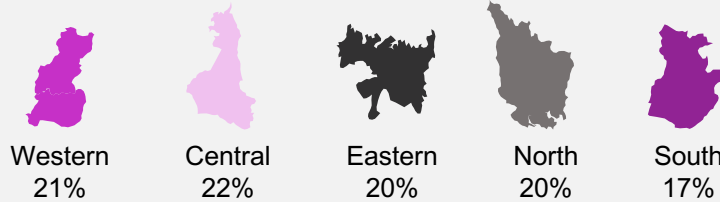


Demographic distribution 2023

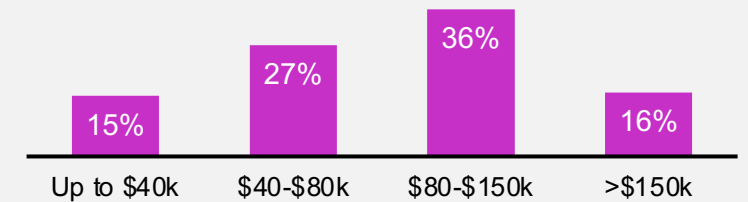
Gender



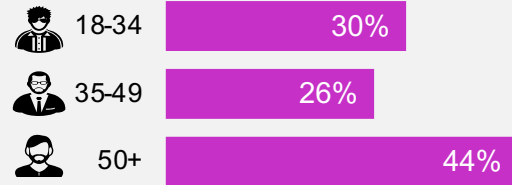
Location



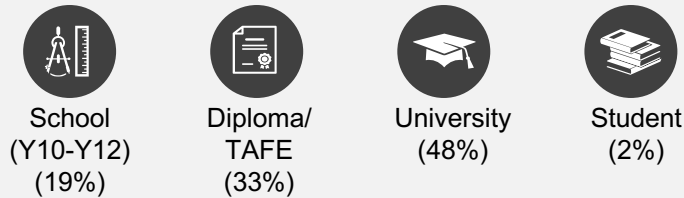
Household income



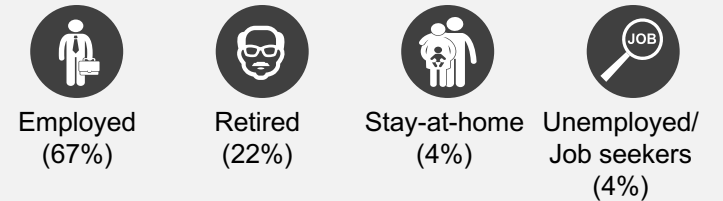
Age



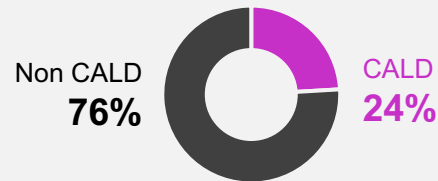
Education



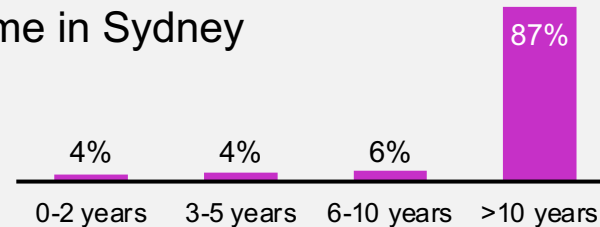
Occupation



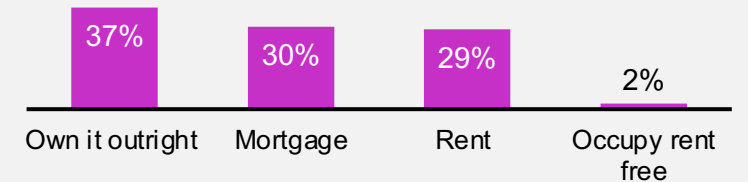
CALD



Time in Sydney



Property Status



SQ1. What best describes your gender?

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

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

SQ4. How long have you been living in Sydney?

SQ5. Which of the following best describes you?

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

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

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

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

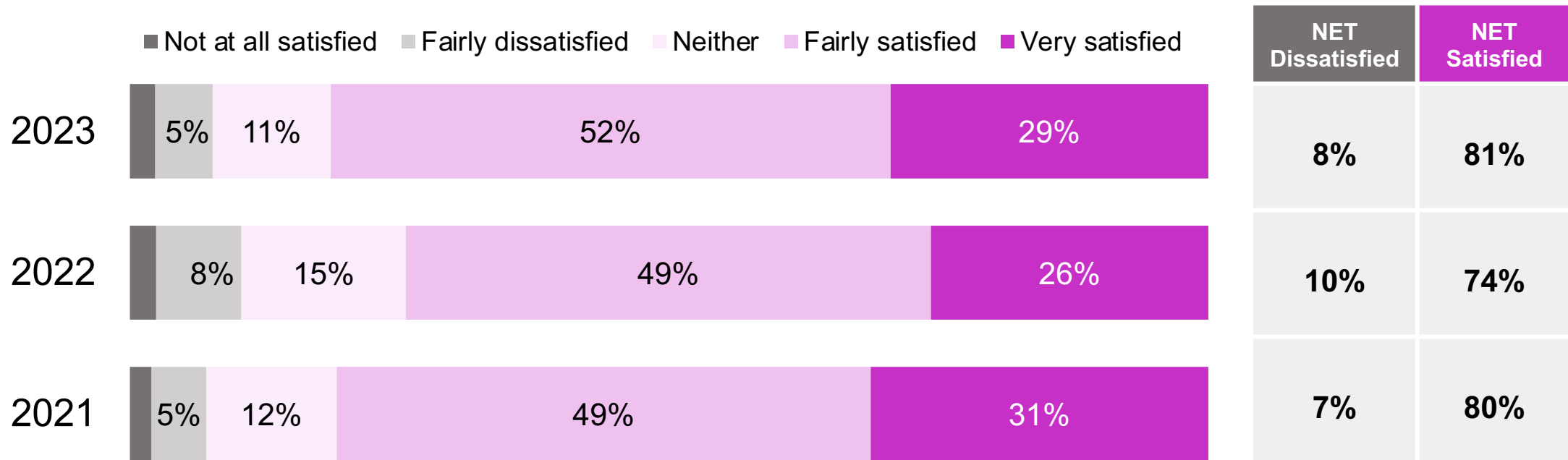
Base: All respondents (n=1000)



Life in Sydney 2023

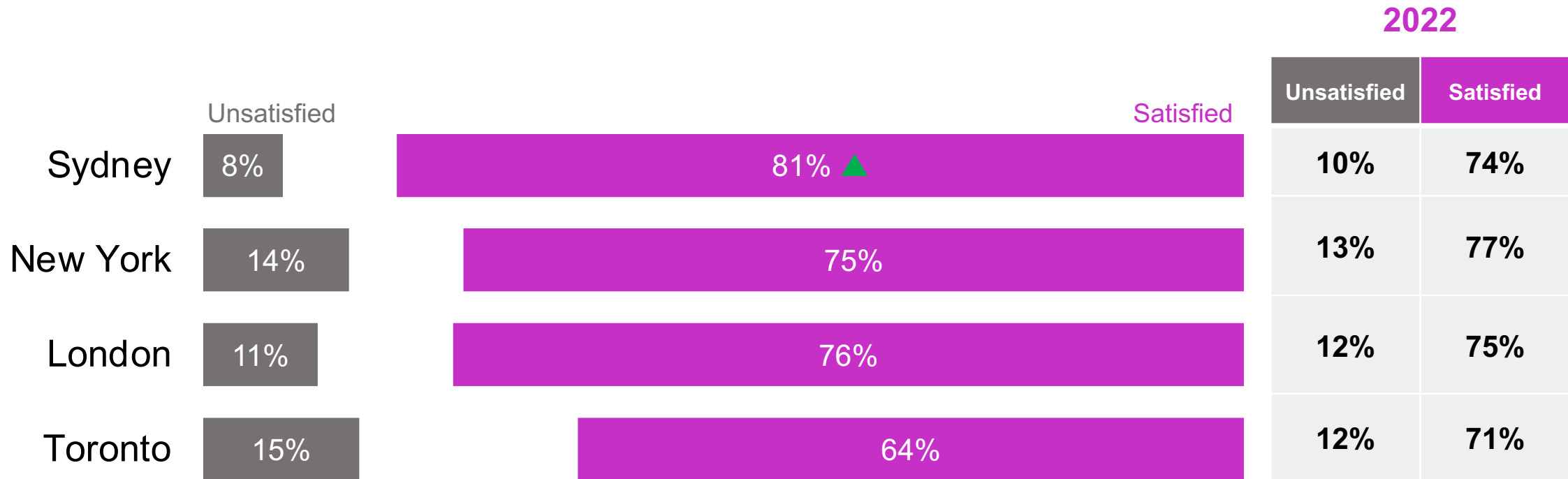
Quality of life

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 Q1 2021 (n=984), Sydney Q1 2022 (n=1034), Q1 2023 (n=1000)
 Note: 'Don't know' responses excluded from the chart for analysis purposes

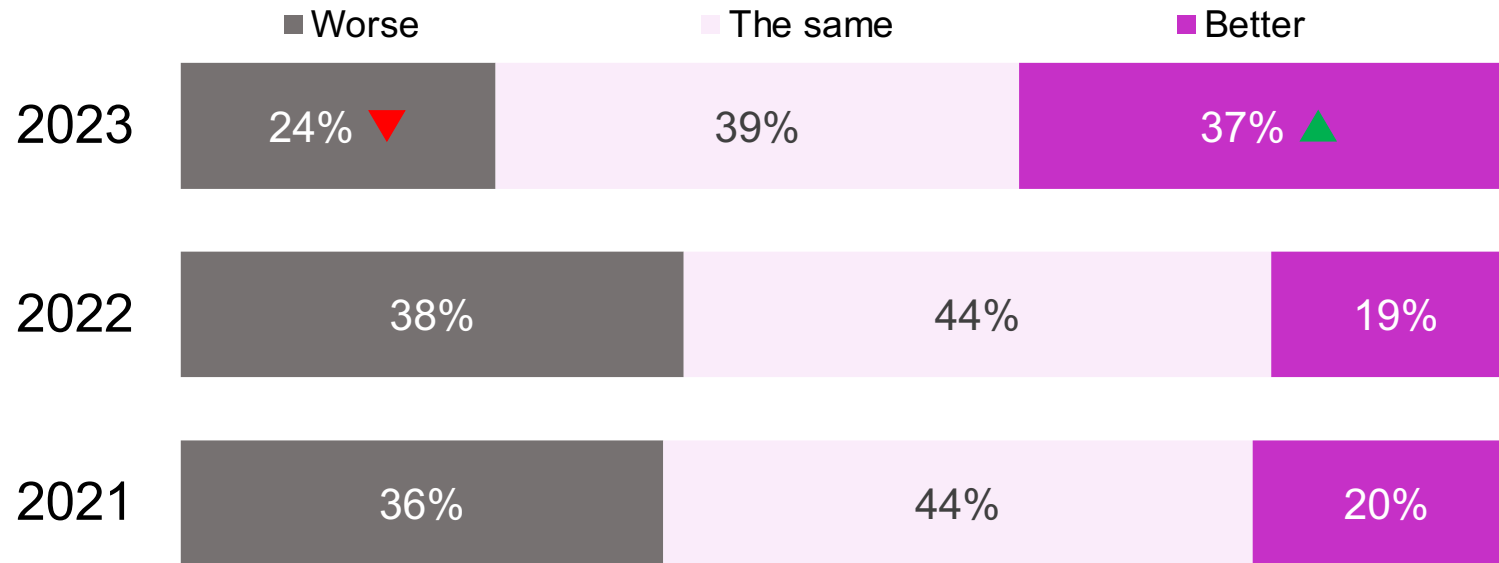
Quality of life in Sydney is now leading other cities



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

Q1. Thinking about your life in [CITY] overall, how satisfied are you with your quality of life in [CITY]?
 Base: Q1 2023 Sydney n=1,000, NY n=302, London n=301, Toronto n=301; Q1 2022 Sydney n=1034, NY n=287, London n=295, Toronto n=299
 Note: 'Don't know' responses excluded from the chart for analysis purposes

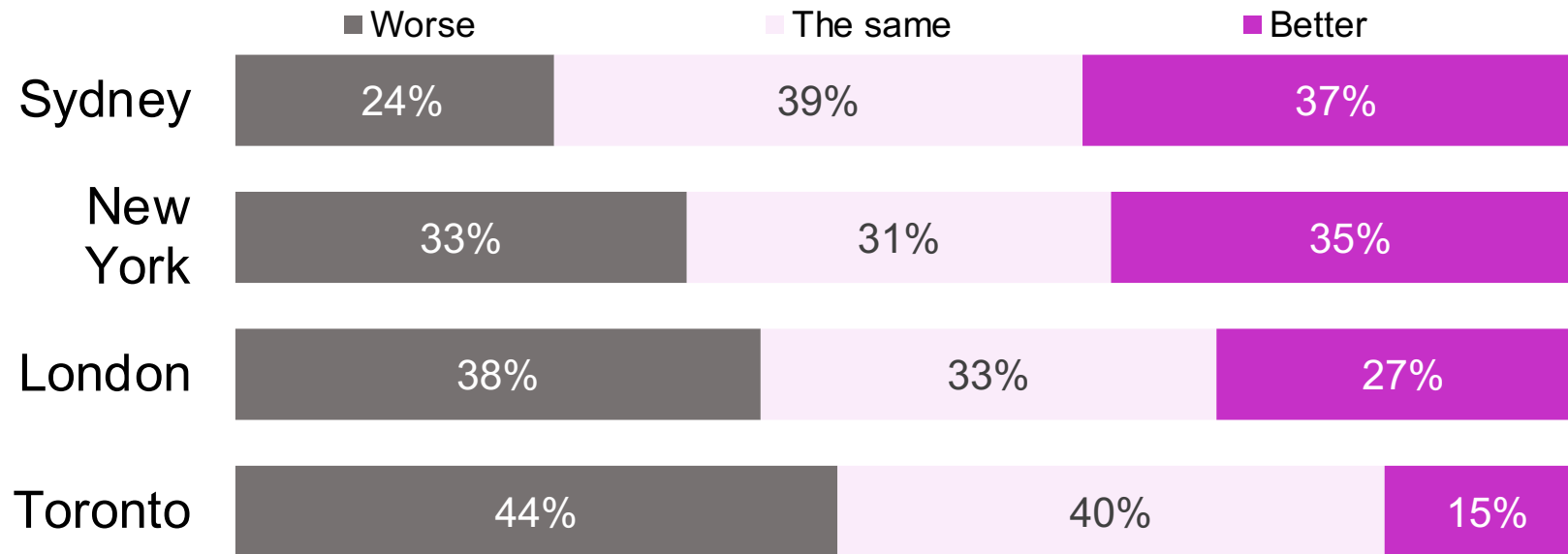
How would you rate quality of life in Sydney compared to 12 months ago?



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

Q3. How would you rate the quality of life in Sydney compared to 12 months ago?
 Base: Sydney Q1 2021 (n=984), Sydney Q1 2022 (n= 1034), Q1 2023 (n=1000)
 Note: 'Don't know' responses excluded from the chart for analysis purposes

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

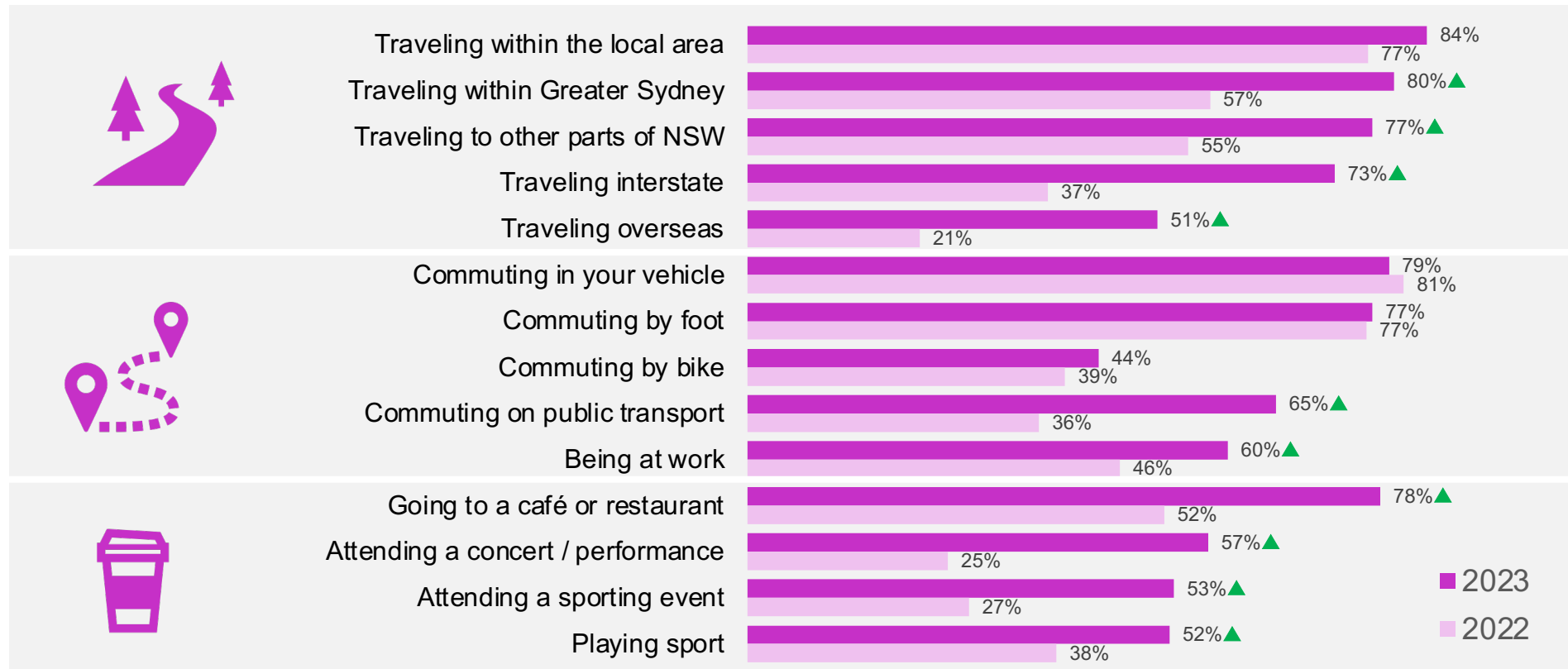


Q3. How would you rate the quality of life in Sydney/ New York/ London/ Toronto compared to 12 months ago?

Base: Q1 2023 Sydney (n=1000), NY (n=302), London (n=301), Toronto (n=301)

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

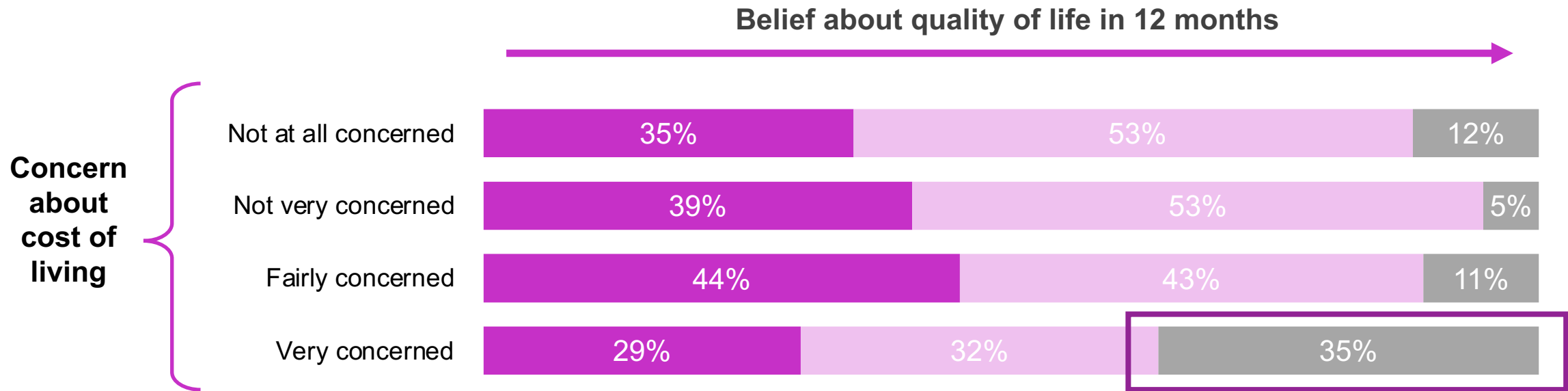
Comfort with public transport, sport events and concerts, travelling have increased



Q55. How comfortable, if at all, do you feel doing each of the following now in the same way as you did before the Coronavirus pandemic began?
 Base: Sydney 2022 n=1034, 2023 n= 1000,
 Note: Comfortable is 'very and fairly' comfortable

▲ Significantly higher than 2022

Those who believe it will get worse also more likely to be concerned about cost of living



Q4. Do you expect your quality of life in Sydney to be better or worse in 12 months from now?
 Q43. How concerned are you about the cost of living in Sydney?
 Base: Sydney Q1 2023 (n=1,000)
 Note: 'Don't know' responses excluded from the chart for analysis purposes

■ Better ■ Same ■ Worse

“I am a single parent to a child with disabilities and Sydney has become far too expensive to live in, especially with the new cost of living increase. I am currently working on leaving Sydney to live somewhere cheaper to improve our quality of life.”

“Cost of living is so expensive, people are always stressed and busy. Not a lot of people are genuinely nice and caring around here.”

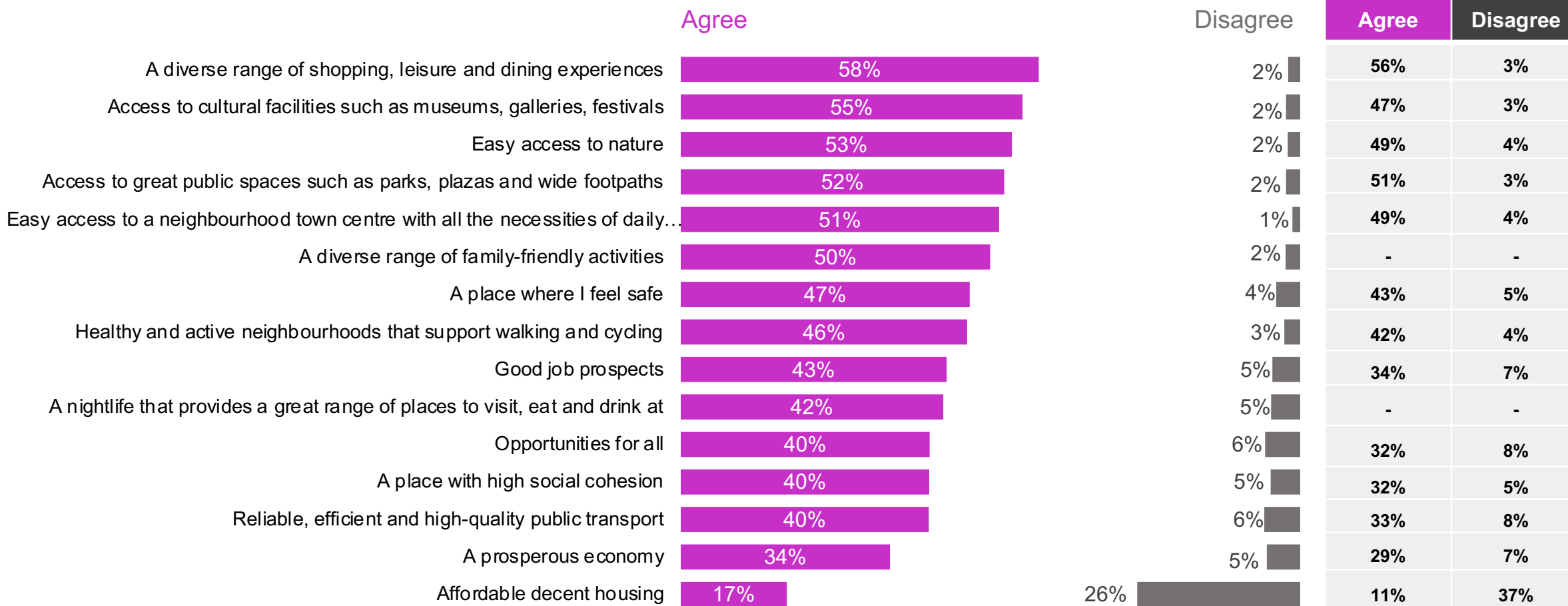
“Cost of living in Sydney is far too high, with many jobs paying well below the cost of living, especially considering rent in Sydney.”

Q2. Why do you say that?
Base: Sydney (n=1000)



How Sydneysiders rate their city

2022



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

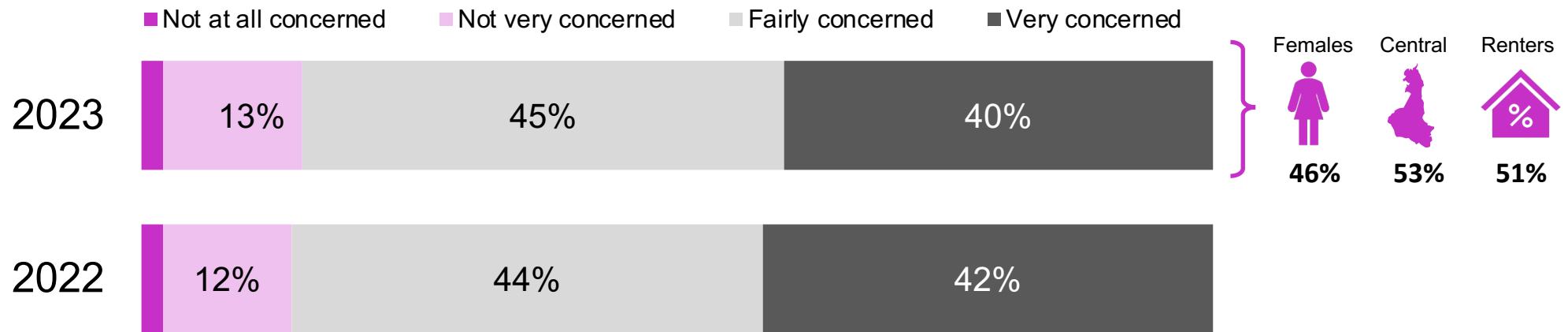
Base: Sydney 2023 (n=1,000)

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

Life in Sydney 2023

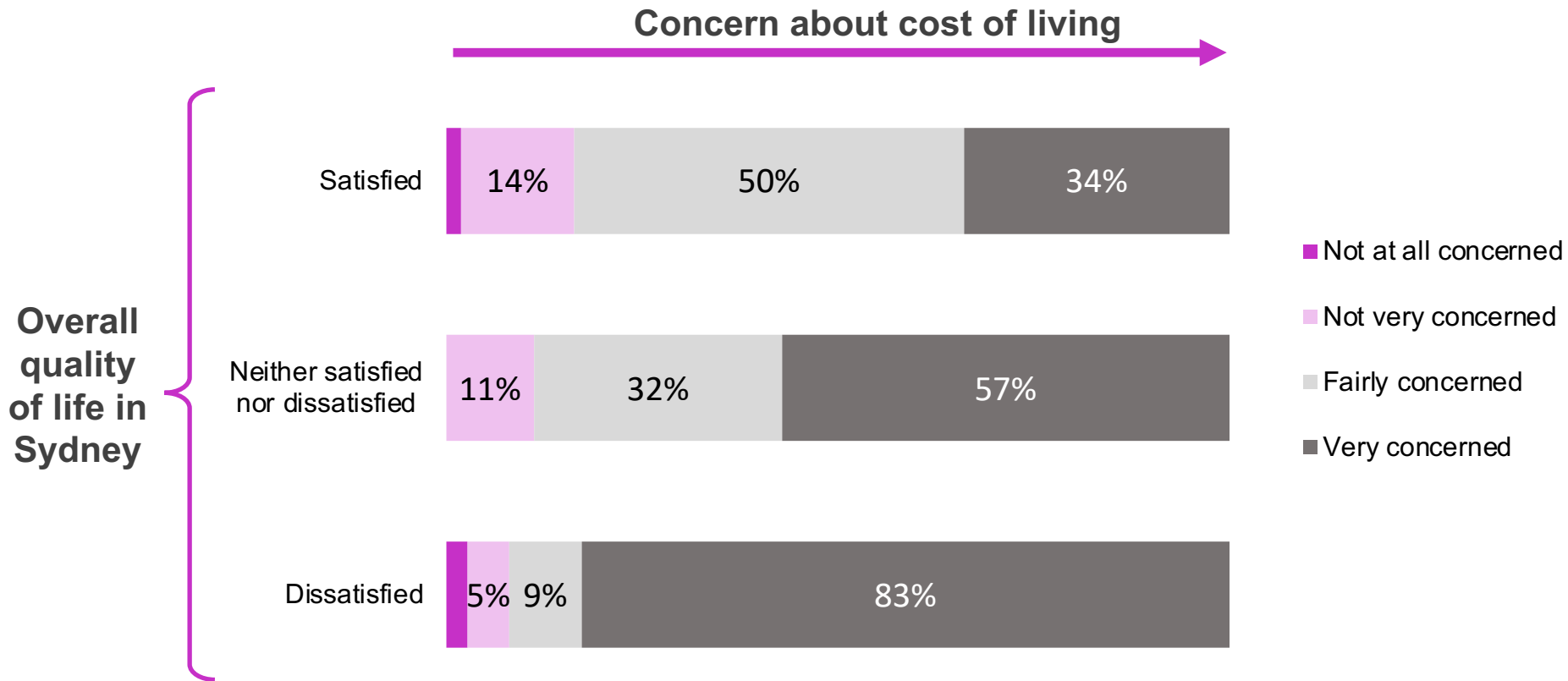
Cost of living

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

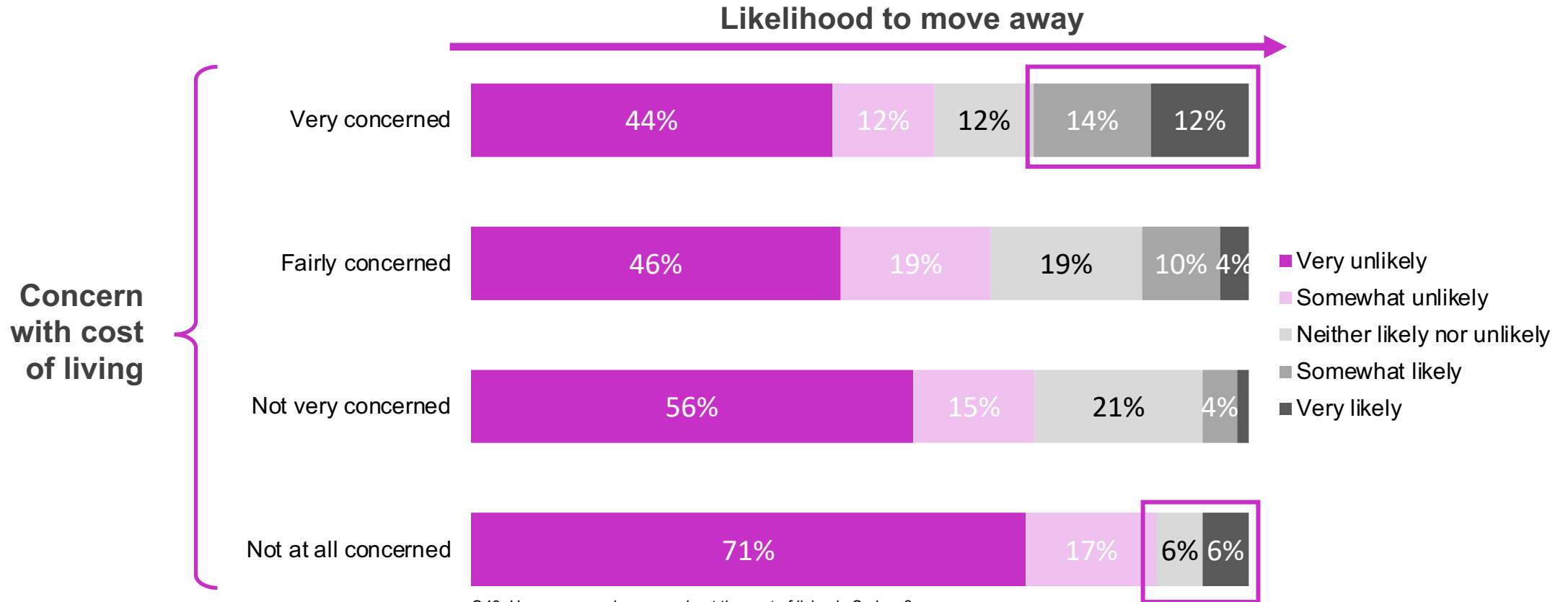


Q43. How concerned are you about the cost of living in Sydney?
 Base: Q1 2022 Sydney 2023 (n=1034), Q1 2023 Sydney 2023 (n=1000)
 Note: 'Don't know' responses excluded from the chart for analysis purposes

Those who are not satisfied with their quality of life are more likely to be concerned about the cost of living



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

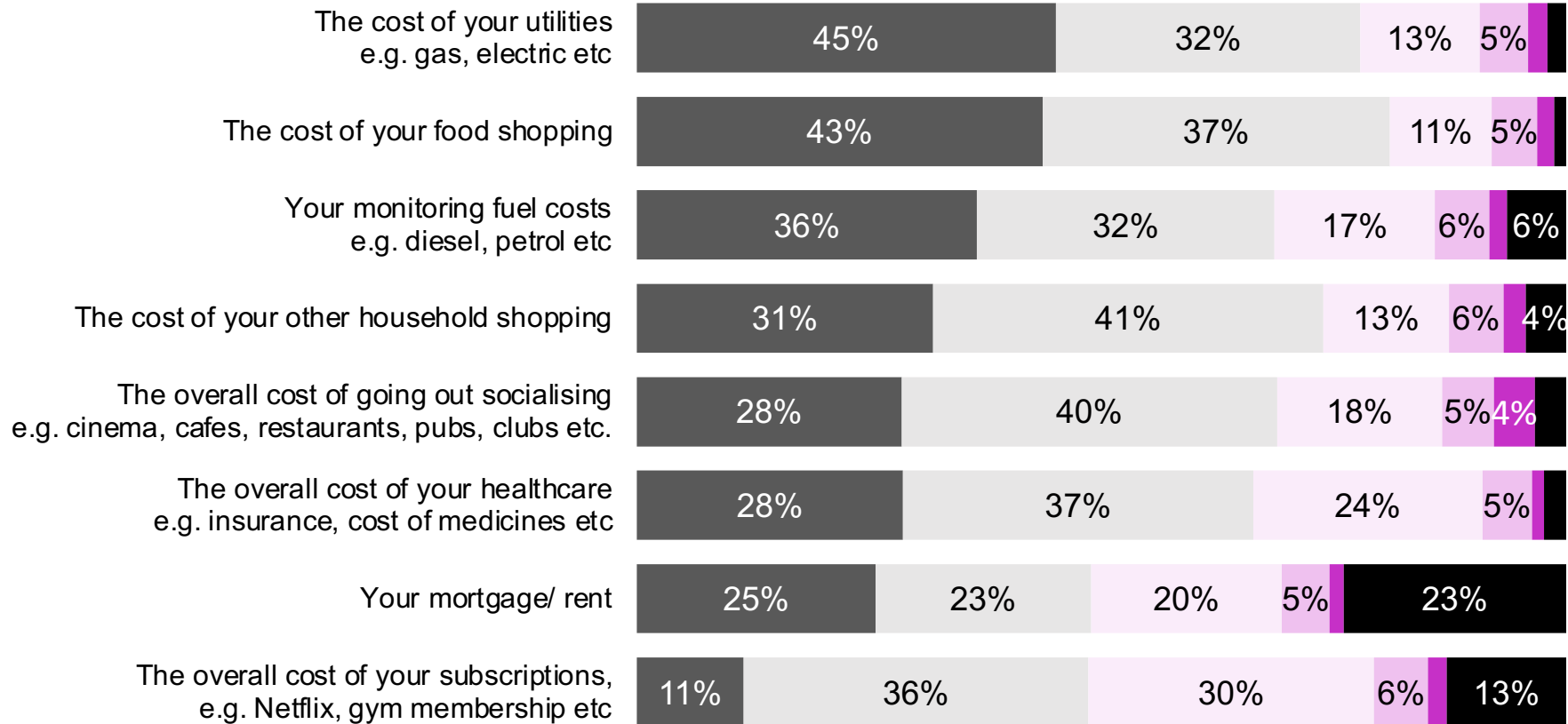


Q43. How concerned are you about the cost of living in Sydney?
 Q6. How likely or unlikely are you to move away from Sydney in the next few years?
 Base: Q1 2023 Sydney 2023 (n=1000)
 Note: 'Don't know' responses excluded from the chart for analysis purposes

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



■ Increase a lot ■ Increase a little ■ Stay the same ■ Decrease a little ■ Decrease a lot ■ Not applicable

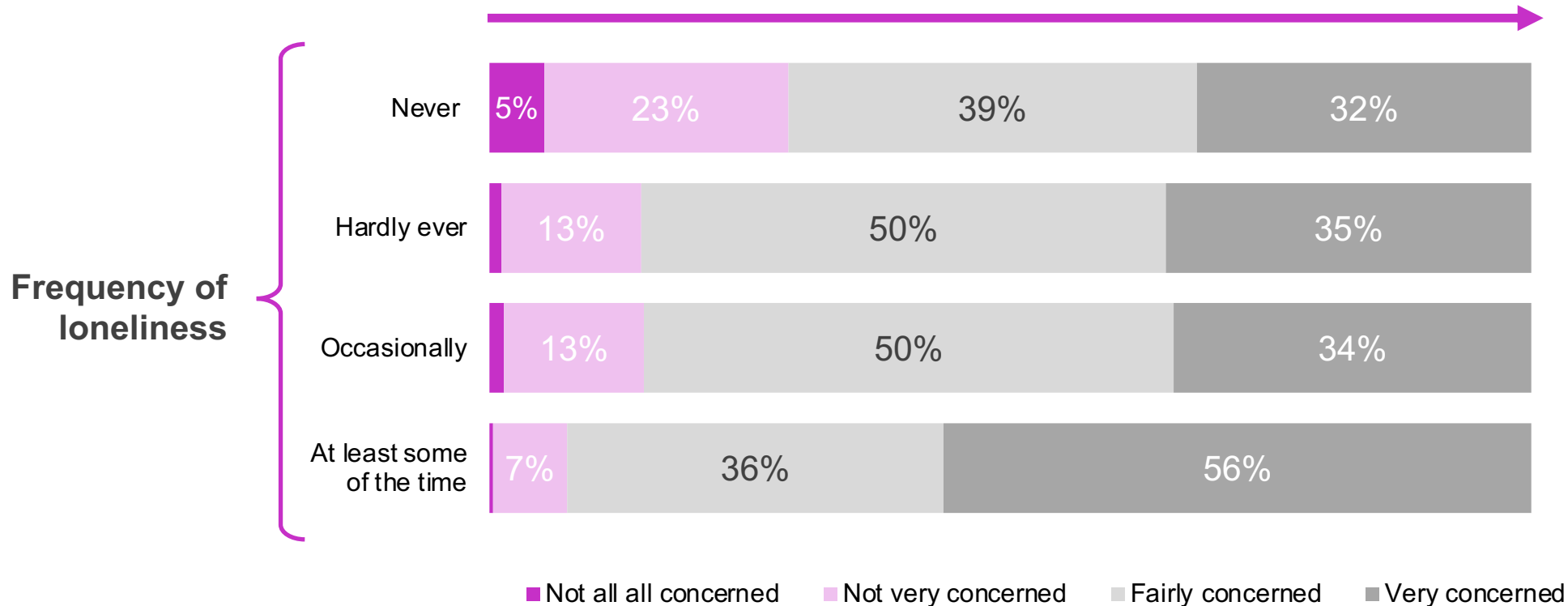


Q80. Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you think it will increase, stay the same or decrease?

Base: Q1 2023 Sydney 2023 (n=1000)

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

Concern with cost of living

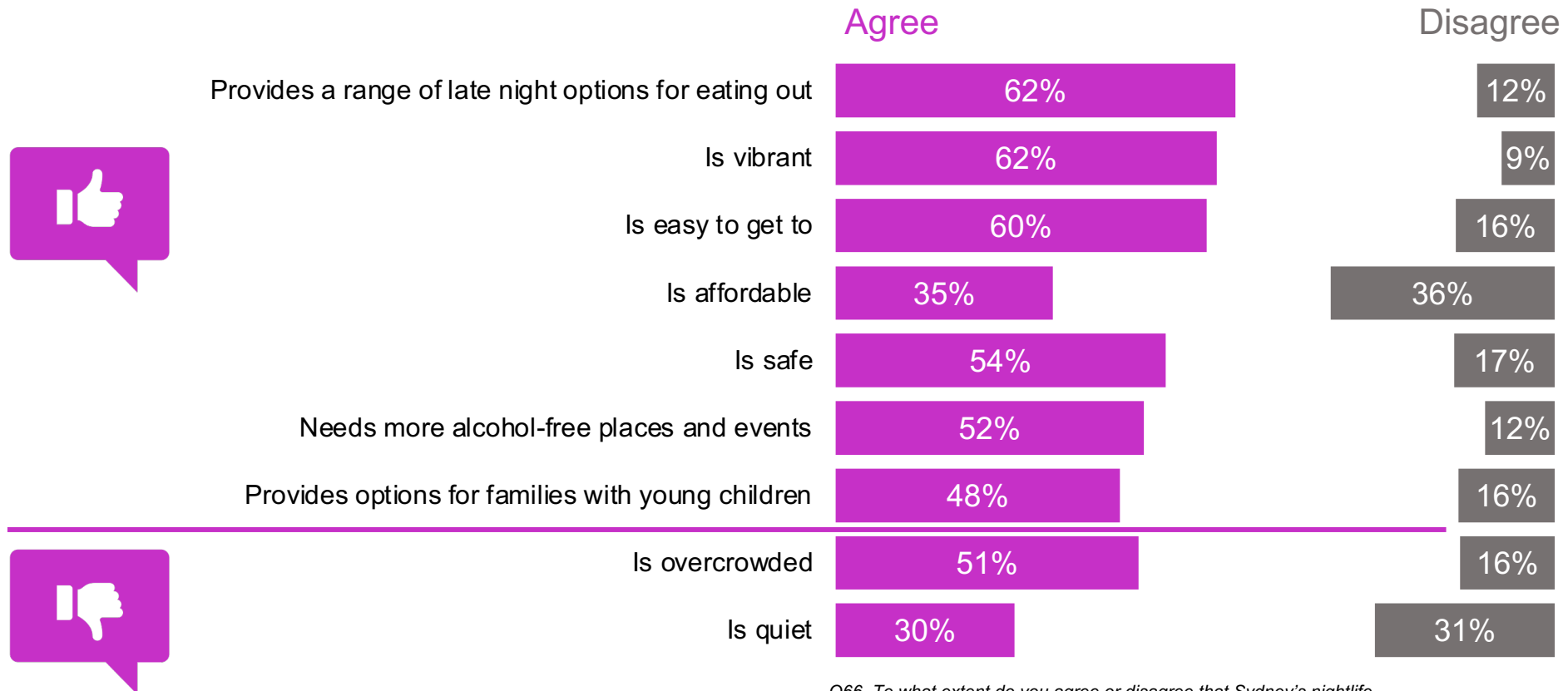


Q86. How often do you feel lonely?
 Base: Q1 2023 Sydney (n=1000), NY (n=302), London (n=301), Toronto (n=301)

Life in Sydney 2023

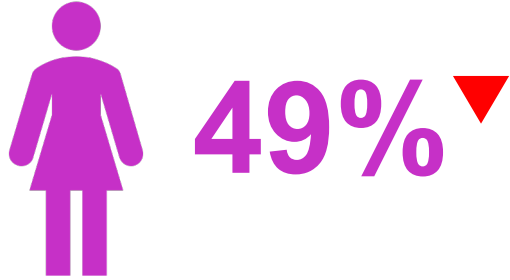
Sydney nightlife

To what extent do you agree or disagree that Sydney's nightlife...

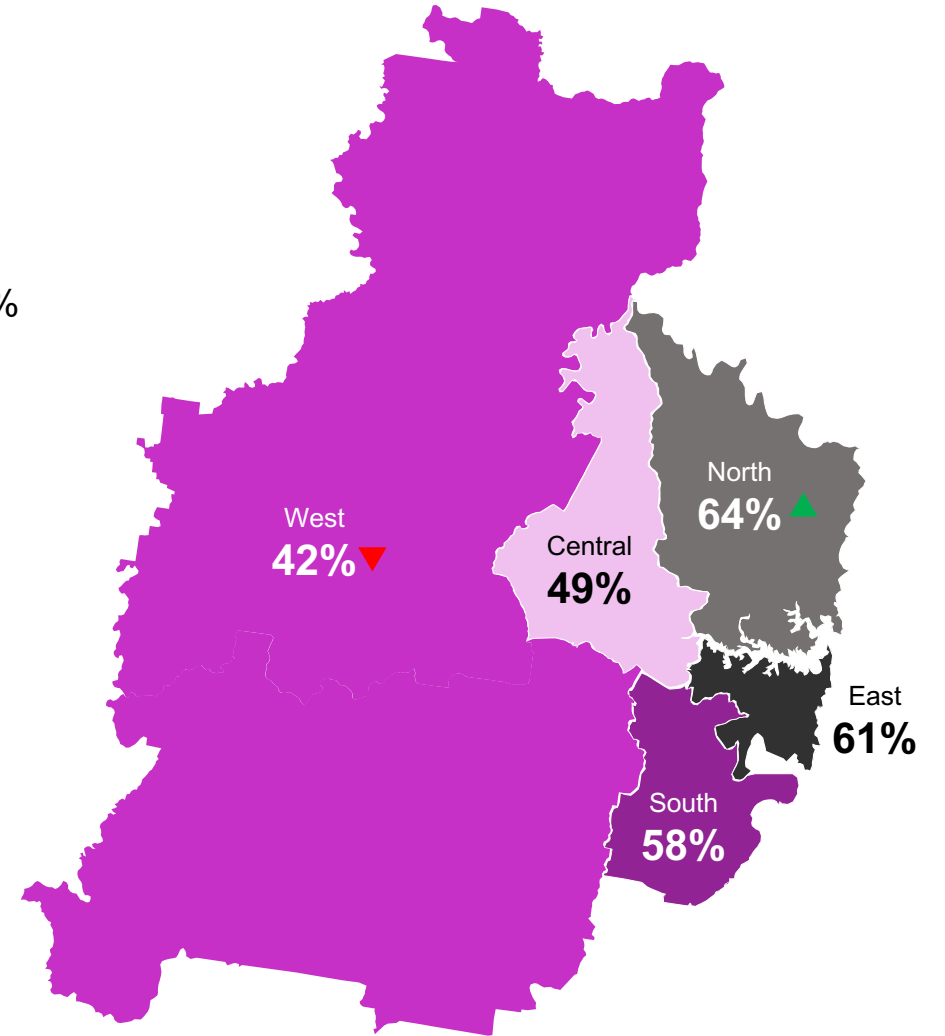
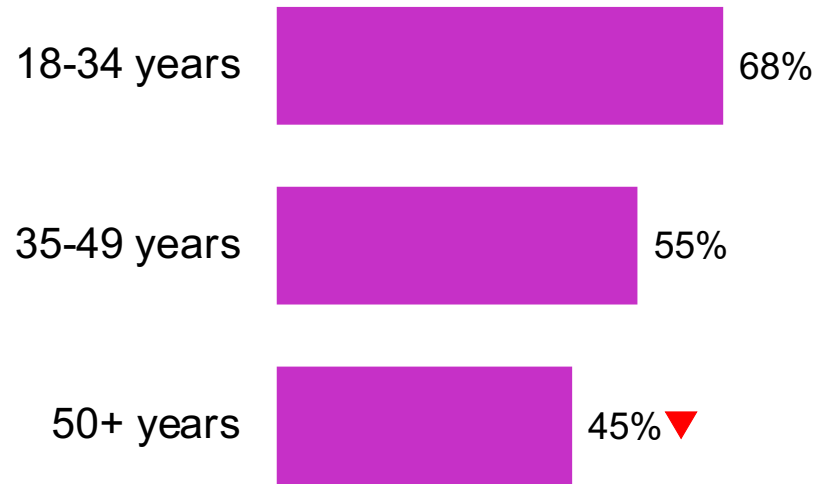


Q66. To what extent do you agree or disagree that Sydney's nightlife...
 Base: Q1 2023 Sydney (n=1000)
 Note: 'Don't know' responses excluded from the chart for analysis purposes

Agreement that Sydney nightlife is safe



▲ Significantly higher than other cohorts
▼ Significantly lower than other cohorts



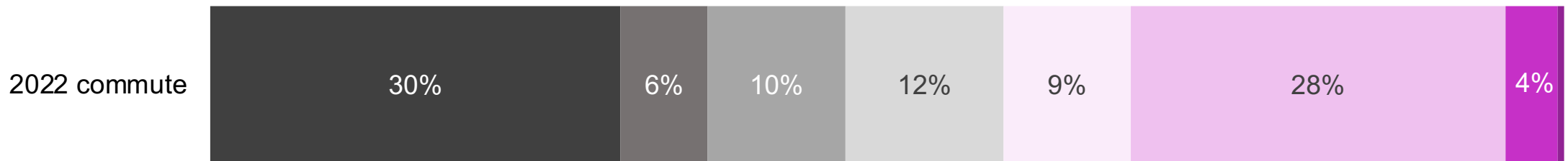
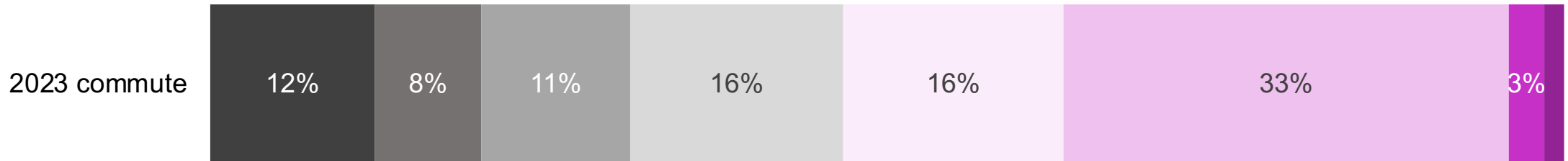
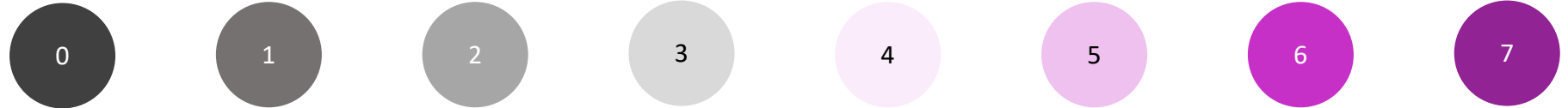
Q66. To what extent do you agree or disagree that Sydney's nightlife...
Base: Q1 2023 Sydney (n=1000)
Note: 'Don't know' responses excluded from the chart for analysis purposes

Life in Sydney 2023

Experiences with commuting

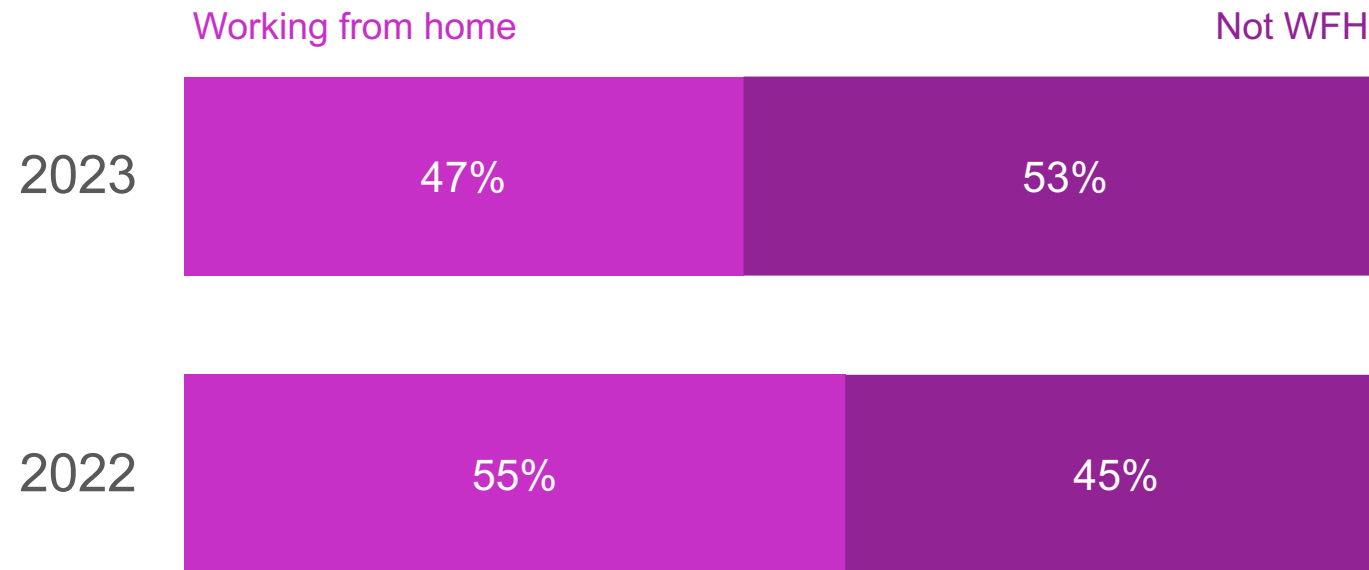
A third of Sydneysiders commute five days a week

Typical week number of days



Q46. In a typical week, how many days (Commute)?
 Base: Q1 2022 Sydney (n=699), Q1 2023 Sydney (n= 690)
 Note: 'Statements showed in descending order based on 'Ranked 1st'

Working from home rates have softened slightly



Q22. Did you work from home in December 2022?*

Base: 2022 employed (n=656), 2023 employed (n=556)

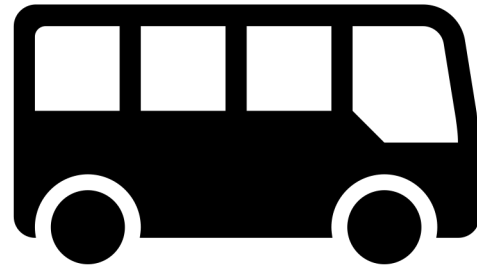
Note: 'Don't know' responses excluded from the chart for analysis purposes, *wording changed in 2023 (As a result of the recent health restrictions have you been working from home?)

Private cars remain the most common form of transport on commute

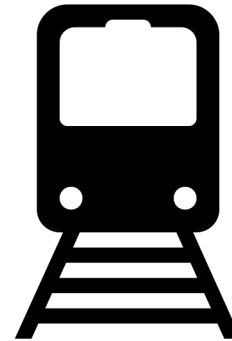
57%



33%



29%



27%



East



39% ▼

Q15. Which, if any, of the following modes of transport do you currently use to commute to and from work/study?
Base: Q1 2022 Sydney (n=699), Q1 2023 Sydney (n= 690)

Life in Sydney 2023

Electric vehicles

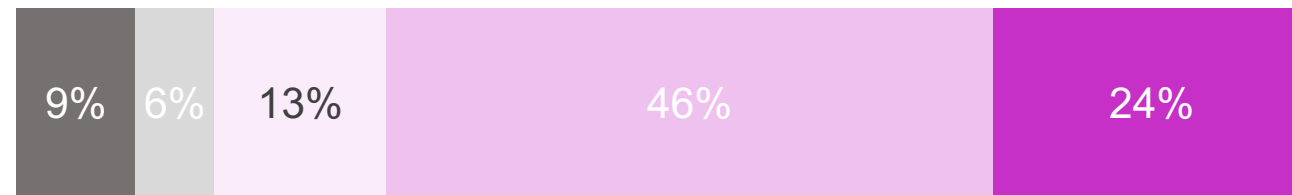
Strong intention to purchase an EV

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

39%

of these...

Intend to buy a vehicle within the next five years



70%

likely to purchase an EV

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

Q50. Do you own an electric vehicle?

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

Base: Q1 2023 Sydney (n=1000)

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

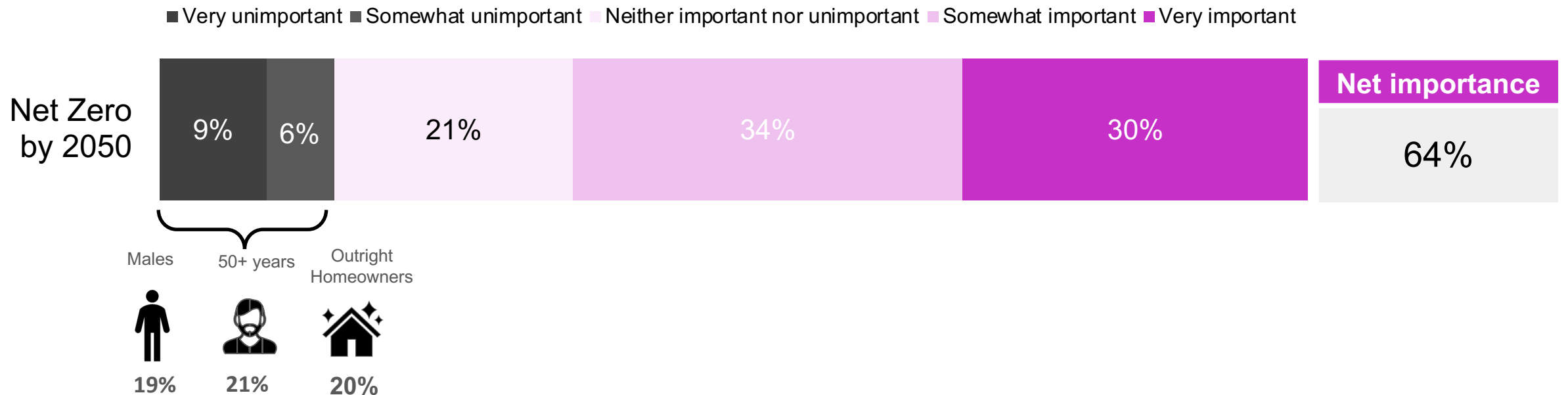
Base: Q1 2023 Sydney (n=395)

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

Life in Sydney 2023

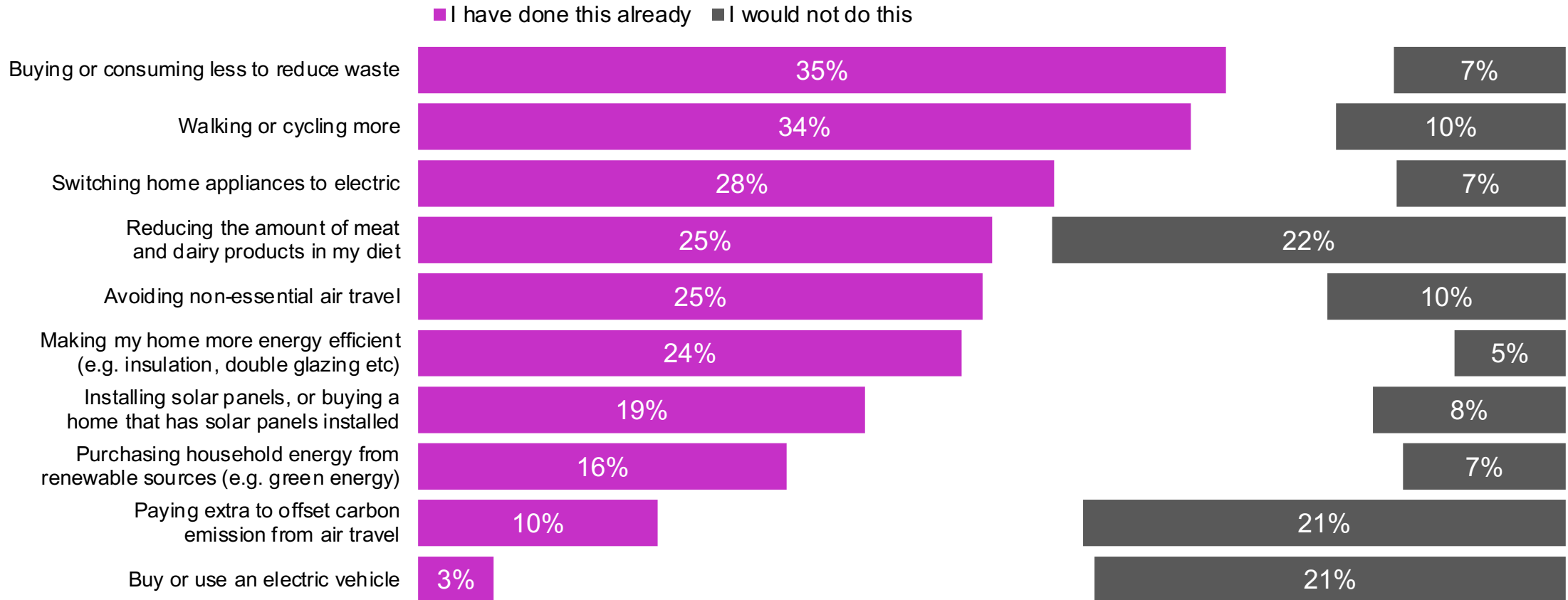
Net zero action

Strong support for net zero action



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: Q1 2023 Sydney (n=1000_
 Note: Don't know excluded for analysis purposes

What actions would you take to meet net zero commitments?

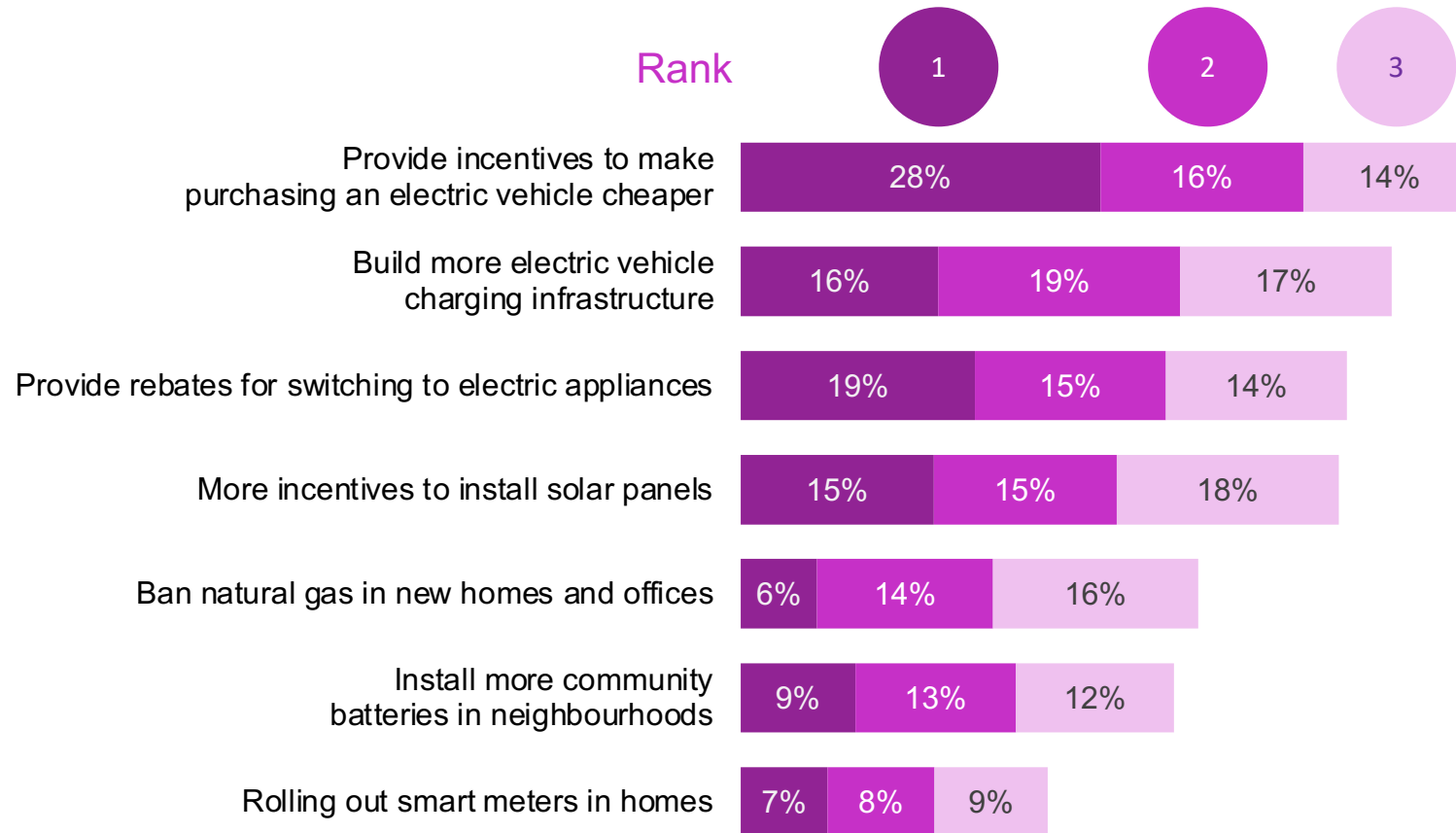


Q72. The Federal and NSW Governments have committed to net zero emissions by 2050. How important is it to you personally, that as part of these commitments, Sydney also achieves net zero emissions by 2050?

Base: Q1 2023 Sydney (n=1000)

Note: Don't know excluded for analysis purposes

Strong support for action on EVs



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: Q1 2023 Sydney (n=1000)

Life in Sydney 2023

Housing

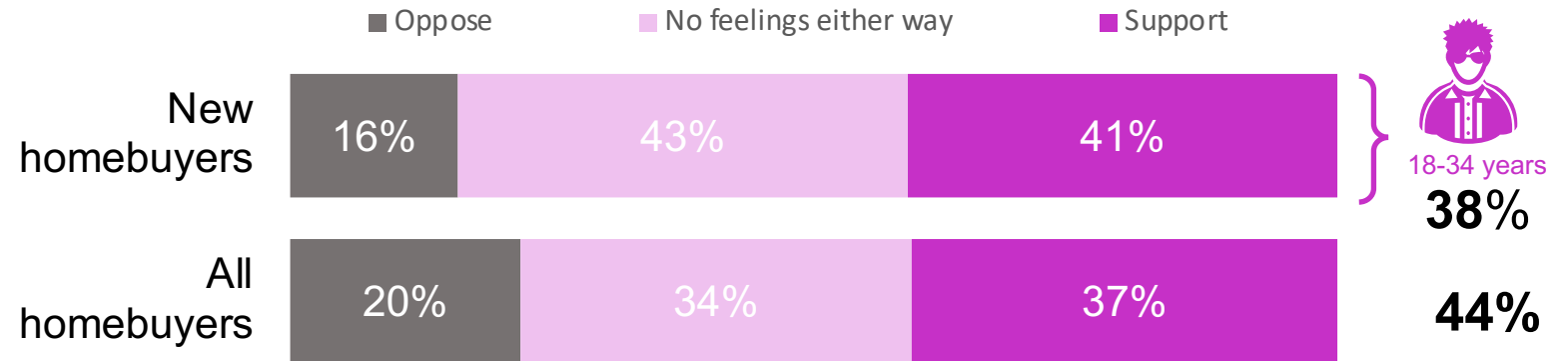
Support for choice around stamp duty or annual property tax

First home buyers in NSW now have a choice between paying upfront stamp duty or an annual property tax if they are:

- Purchasing a new or existing home for up to \$1.5 million
- Purchasing land they intend to build a home on for up to \$800,000

How much do you support or oppose allowing a choice between stamp duty and an annual property tax for first home buyers?

How much do you support or oppose the choice between stamp duty and an annual property tax being expanded to all homebuyers in NSW?

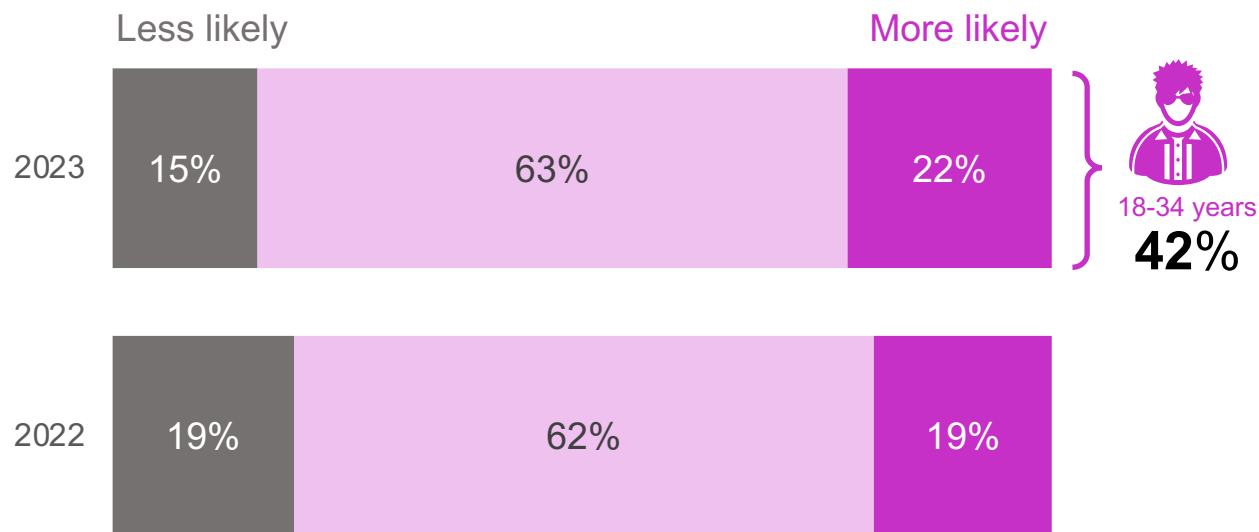


Q82. How much do you support or oppose allowing a choice between stamp duty and an annual property tax for first homebuyers?

Base: Q1 2023 Sydney (n=1000)

Note: don't know excluded for analysis purposes

What, if any, impact would a move from a stamp duty to an annual land tax have on your intention to buy a home?



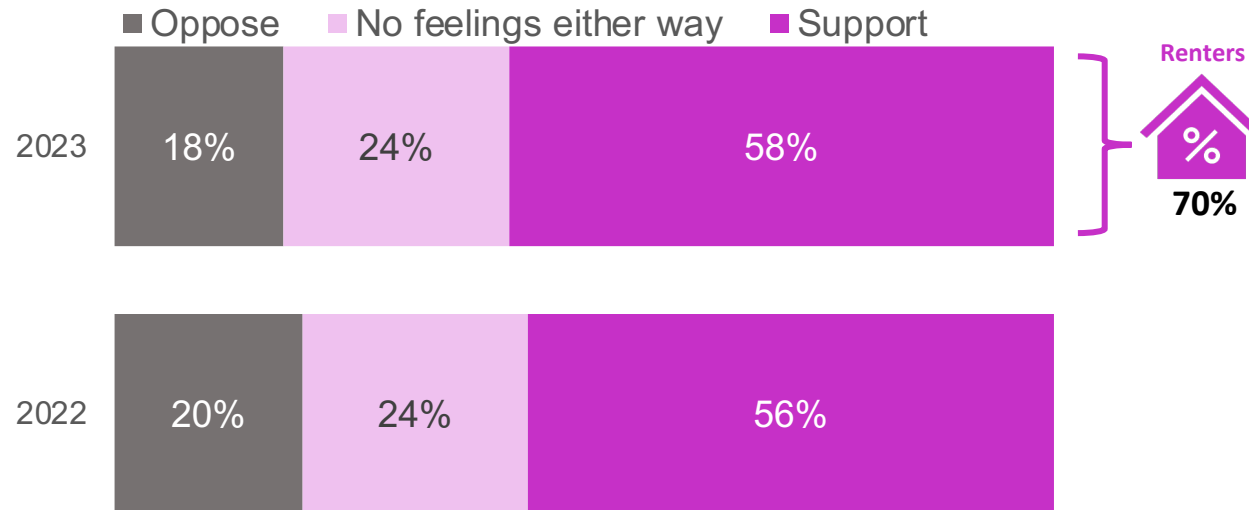
Q63. What, if any, impact would a move from a stamp duty to an annual land tax have on your intention to buy a home?
 Base: 2022 (n=1034), 2023 (n=1000)
 Note: don't know and neutral excluded for analysis purposes

How much do you support or oppose building more homes and apartments to drive down the cost of housing?

Question wording:

Most economists and the government agree that Sydney has a major under supply of homes and apartments, which is making buying a house more expensive.

How much do you support or oppose the building of more homes and apartments to drive down the cost of housing?



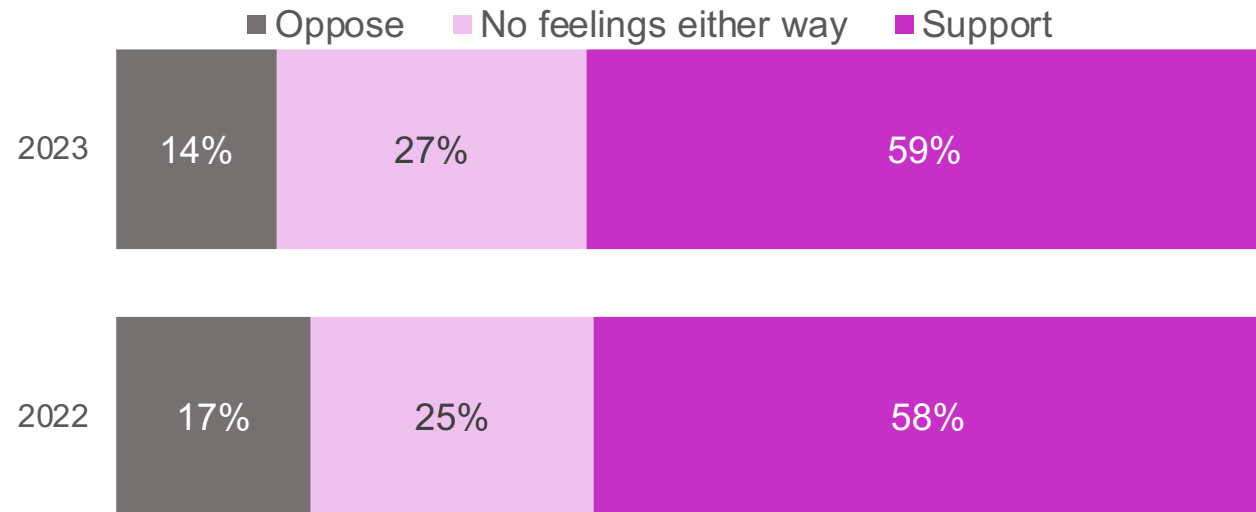
Q64. How much do you support or oppose the building of more homes and apartments to drive down the cost of housing?
 Base: 2022 (n=1034), 2023 (n=1000)
 Note: don't know for analysis purposes

How much do you support or oppose more density near and above train stations, if it means government can preserve green spaces in the suburb?

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 build the homes we need while preserving the green and open spaces within our suburbs.

How much do you support or oppose more density nearby and above train stations, if it means government can preserve green and open spaces in the suburb?



Q65. How much do you support or oppose more density nearby and above train stations, if it means government can preserve green and open spaces in the suburb?

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

Note: don't know excluded for analysis purposes

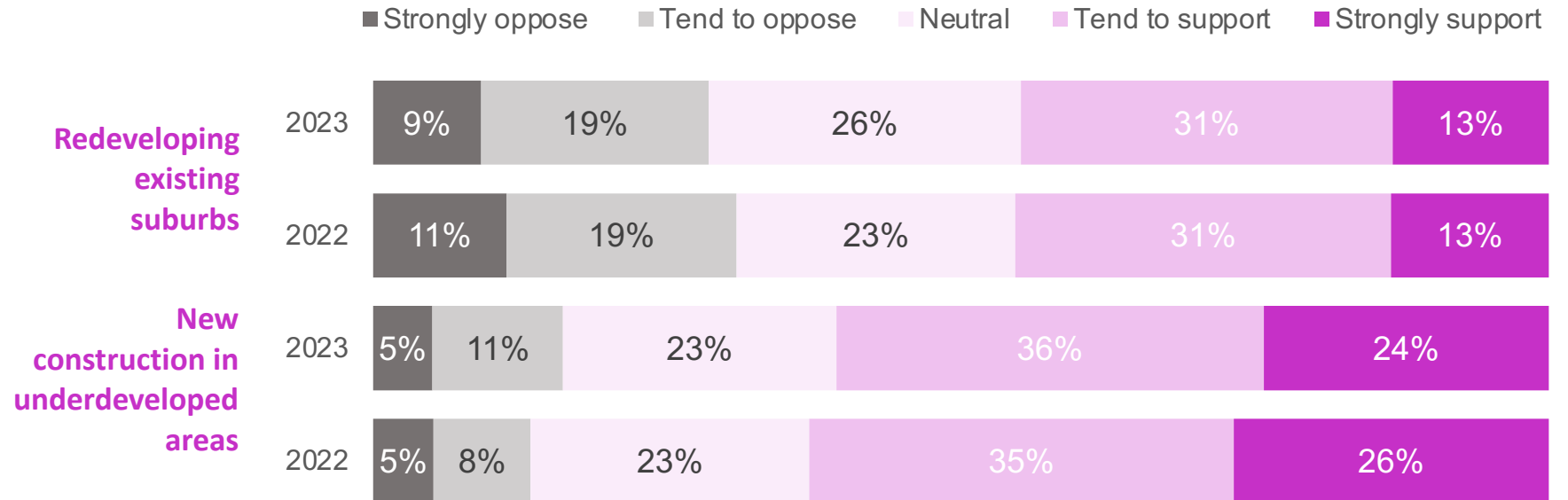


How much do you support or oppose more development in established and new suburbs?

Question wording

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?



Q39. To what extent do you support each of these development strategies ?
 Base: 2022 (n=1034), 2023 (n=1000)
 Note: don't know excluded for analysis purposes

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



Q76. How much do you support or oppose the NSW Government buying back flood-affected houses in disaster risk zones?
Base: Q1 2023 Sydney (n=1000)
Note: don't excluded for analysis purposes

Life in Sydney 2023

High streets

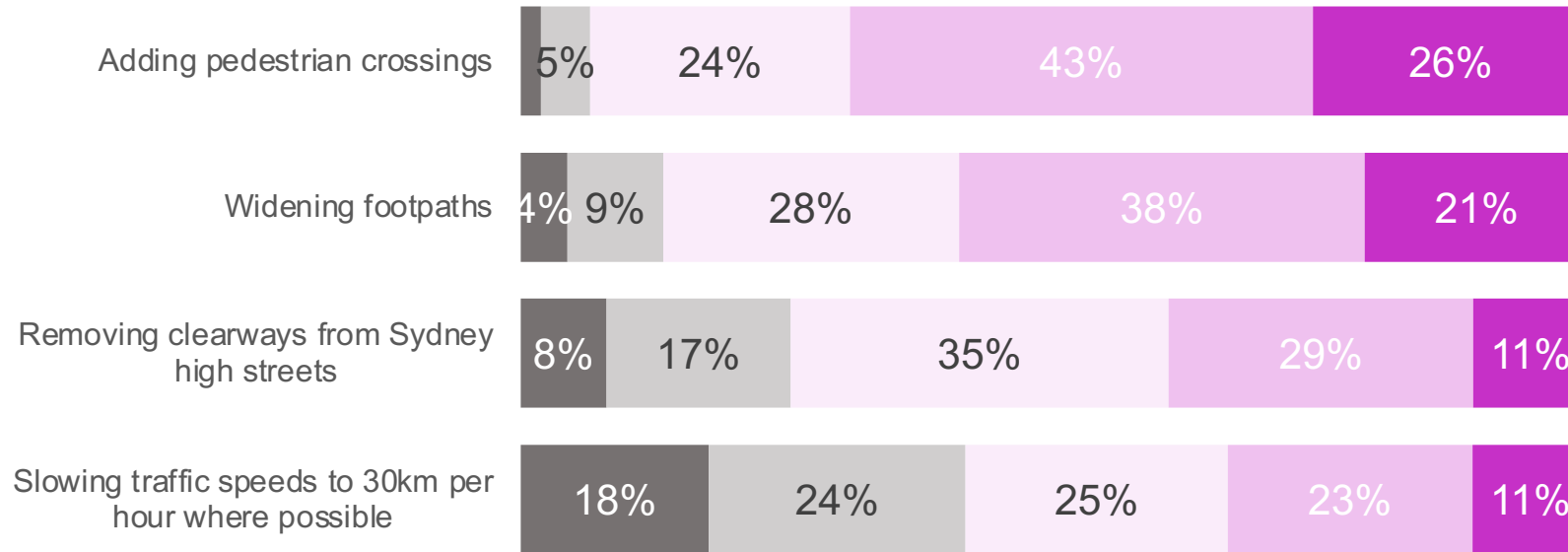
To what extent do you support the following changes to prioritise public space over traffic?

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?

■ Strongly oppose ■ Tend to oppose ■ Neither support nor oppose ■ Tend to support ■ Strongly support



NET Oppose	NET Support
7%	69%
13%	59%
25%	39%
42%	34%

Q80. To what extent do you support or oppose the following changes to prioritise public space over traffic in Sydney's high streets?
Base: 2022 (n=1034), 2023 (n=1000)



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