



A GLIMPSE INTO THE FUTURE OF REGIONAL AUSTRALIA



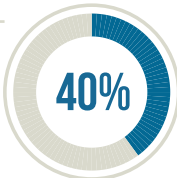
In 2024, **two-in-five** city dwellers would **consider a regional move**. Up from one-in-five in 2023

KEY INSIGHTS



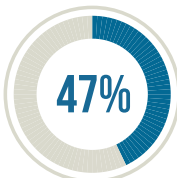
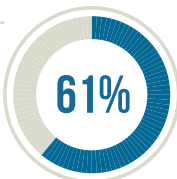
of **Millennials** (1981-1996) surveyed would **consider a move to the regions**

of **Gen Z** (1997-2009) surveyed would **consider a move to the regions**



of **people with children** are looking beyond city limits

of those looking to make the move said they'd relocate in the **next five years**

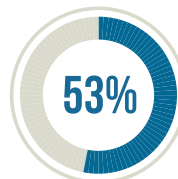
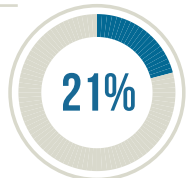


of **Sydneysiders** surveyed indicate they would **consider a regional move**



Respondents on a salary of **\$150k+** valued the **remote regional work model the most**

of potential movers from Sydney, Brisbane, Melbourne, Perth and Adelaide would **move to the regions within 1-2 years**

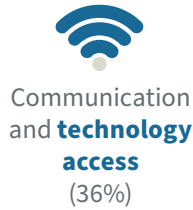
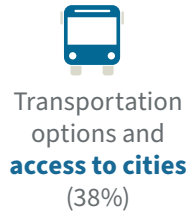


of potential city movers are **full-time workers**

The **65+ age cohort** represented the largest group **most 'unlikely' to move to regions**

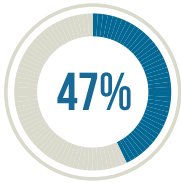


TOP 5 drawcards for potential movers



TOP 5 barriers to a regional move

WHAT WORKERS WANT



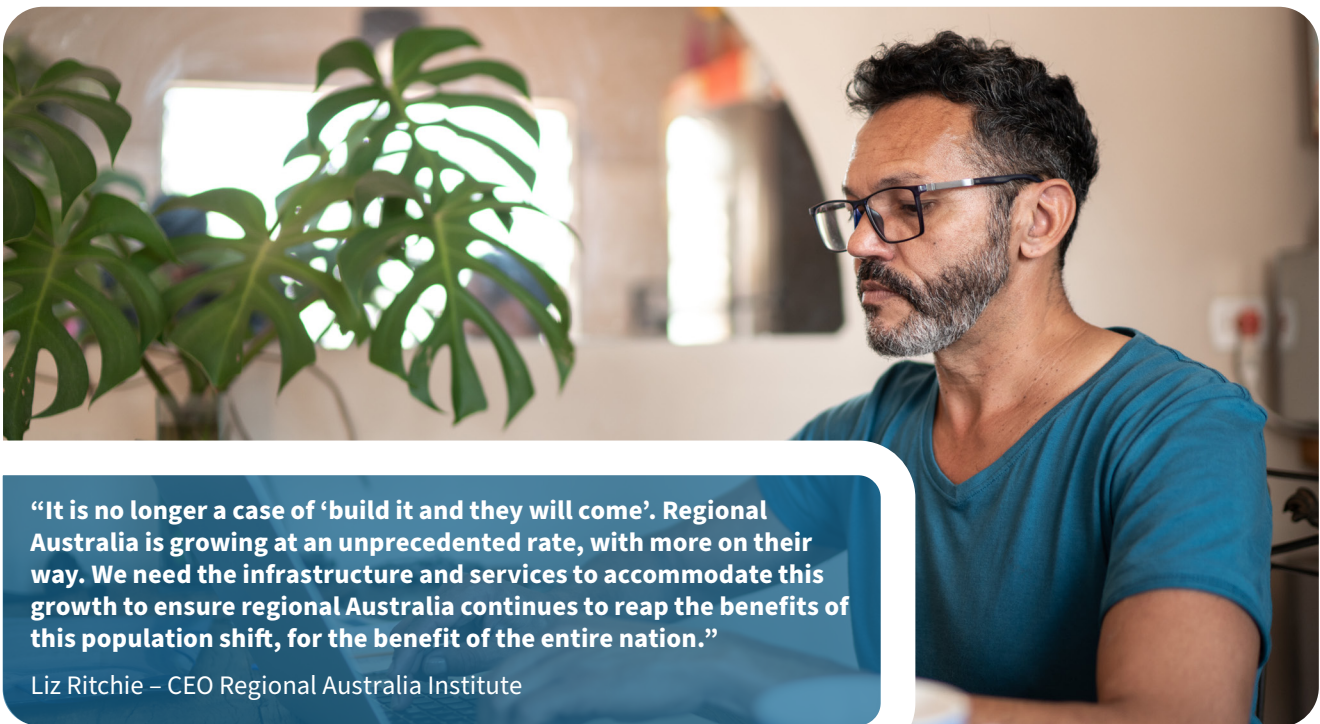
of all potential movers said they'd **continue in their current work** role on a **remote** or **hybrid** basis



Respondents on a salary of **\$150k+** valued the **remote regional work model** the most, followed by those earning **\$100k-\$149k**



of all potential movers said they'd look for a **role in their new community**



“It is no longer a case of ‘build it and they will come’. Regional Australia is growing at an unprecedented rate, with more on their way. We need the infrastructure and services to accommodate this growth to ensure regional Australia continues to reap the benefits of this population shift, for the benefit of the entire nation.”

Liz Ritchie – CEO Regional Australia Institute

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1028 adults. Fieldwork was undertaken between 4th - 6th November 2024. The survey was carried out online. The figures have been weighted and are representative of all Australian adults living in the capital cities (aged 18+).