



GEN Z AND MILLENNIALS LEAD THE GREAT URBAN EXODUS: AUSTRALIA'S FUTURE WORKFORCE ON THE MOVE

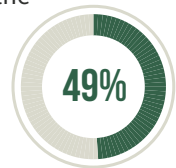
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The nationwide Move to More survey, undertaken in late 2025 and commissioned by the Regional Australia Institute (RAI), in partnership with ViewJobs, revealed:



one-in-three city dwellers are considering a move to regional Australia - equivalent to more than **5.3 million** Australians.

Generation Z (18 to 29 years) has overtaken older counterpart, Millennials (30 to 45 years), with the **greatest desire to leave the city behind**, with **almost half** looking to relocate.



Young people are not just chasing a tree change, they're looking for career opportunities, lifestyle benefits, and communities where they can thrive. Regional Australia is increasingly recognised as a place where you can create long term prosperity.

Regional Australia is going through an unprecedented era of growth and the intent of city dwellers to move is far from waning. The regions are considered a place of choice and opportunity, but structural barriers around the necessary infrastructure required to sustainably support growth.

TOP 5 drawcards for potential movers



More **affordable housing** (43%)



Cheaper **cost of living** (43%)



Closer **connection to nature** (35%)



Stronger **sense of community** (30%)



Access to **more space** (28%)



Concerns about access to **healthcare** (53%)



Isolation from **family and friends** (49%)



Transport options and **access to cities** (36%)



Communication and **technology access** (29%)



Limited **job opportunities** / taking a payout (27%)

TOP 5 barriers to a regional move

Almost half (49%) of Generation Z (1997- 2009) and 41% of Millennials (1981-1996) surveyed said they **would consider a move.**

Considering a move to regional Australia



While the younger cohorts have their sights set beyond the city limits, **67% of those over 65 years say they are staying put.**



53% of metro-workers say a **salary increase** would persuade them to take a job in regional Australia.

45% of Gen Z said they would **take a job in the regions for faster career progression.**

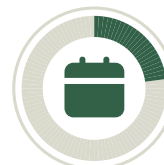


Gender also plays a part. Of respondents, **41% of men** were likely to move, while only **33% of women** indicated the same.

Considering a move to regional Australia



The **timeframes for moving have eased slightly over the last 12 months** with just **6%** of all potential movers saying they wanted to head to the country in the next six months. In 2024, 10% were ready to go.



About a quarter of all potential movers saying they would **make the move in the next one-to-two years.** This is up 3% from 12 months prior.

34% of potential movers said they would **make the change in the next three-to-five years.** This is up from 25% just 12 months earlier.



Sydney siders are the most likely to make the change, with **41%** surveyed saying they are looking at a life in the regions.

Melbournians took second place with **38%** surveyed saying they are looking at a life in the regions.



**WHAT WORKERS WANT:
THE FUTURE OF WORK IN
REGIONAL AUSTRALIA**

	Total	Gen Z (1997-2009)	Millennials (1981-1996)	Gen X (1965-1980)	Baby Boomers/ Silent Generation (1918-1964)
Salary increase	53%	61%	53%	52%	33%
Financial incentive (e.g. recruitment bonus, relocation payment or family travel assistance)	43%	49%	41%	46%	34%
Shorter working hours/Flexible working arrangements	38%	41%	39%	39%	25%
Receiving housing support (e.g. rental subsidy)	34%	41%	36%	30%	21%
Faster career progression	33%	45%	39%	23%	5%

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1048 adults. Fieldwork was undertaken between 27th November – 1 December 2025. 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+).

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