

# What Australia Wants

National summary and South Australian results



# Contents

<b>Methodology</b>	3
<b>Summary of National results</b>	
What Australians want	5
Neighbourhood analysis	6
Support for infrastructure funding	8
Knowledge of health benefits	9
<b>Summary of South Australia results</b>	
What South Australia wants	11
Neighbourhood analysis	12
Support for infrastructure funding	13
Knowledge of health benefits	14
<b>Key areas of comparison between National and South Australia results</b>	
Points of difference	16
Comparing the findings	17
<b>Conclusion</b>	18

# Methodology

*What Australia Wants* presents results from a Heart Foundation survey measuring community sentiment around qualities of active neighbourhoods and support for initiatives to increase infrastructure for physical activity in and around neighbourhoods.

The survey covered several themes of active living and healthy neighbourhoods, using seven key questions asking:

1. What individuals want in a neighbourhood/suburb in general (unprompted).
2. What level of importance people give to a list of neighbourhood design elements, based on the seven Healthy Active by Design features.
3. How individuals rank these design elements from most to least important in deciding where to live.
4. How individuals rate the availability of active living elements in their current neighbourhood.
5. What level of support individuals have for governments' funding for active living infrastructure.
6. What level of support individuals have for a National Physical Activity Strategy for Australia.
7. What level of knowledge individuals have about the connection between physical activity and health and wellbeing.

Surveys were conducted online over a three-week period. Survey results are based on a pool of 2,895 total respondents, weighted to be nationally representative of the population in terms of age, gender and location. This included 618 participants in South Australia (211 based in Adelaide), compared to 619 in NSW and 456 in Queensland.

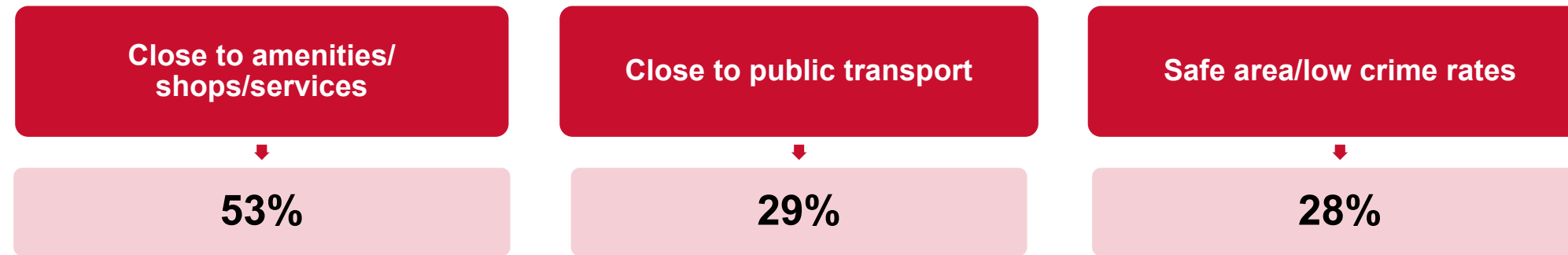




# Summary of National results

# What Australians want

Most important elements when thinking about moving to a new area (unprompted)



Top three important design features when deciding where to live (prompted)



When deciding where to live, participants overwhelmingly indicated their desire for **proximity to fresh food and services, neighbourhood safety** and **access to public outdoor and open areas**.

‘Housing diversity’ was mentioned when asked to prioritise some features over others but did not feature when broken out into individual elements. This suggests that **the right type of house in the right area is more of an essential need and will be prioritised over elements such as parks and open spaces if necessary**.

# Neighbourhood analysis

Quality of active elements in participants' current neighbourhoods

**Best performers**  
(percentage who  
rated  
excellent/good)

Public parks, open spaces,  
reserves, gardens  
**76%**

Natural elements,  
vegetation  
**76%**

Facilities in convenient,  
accessible areas  
**75%**

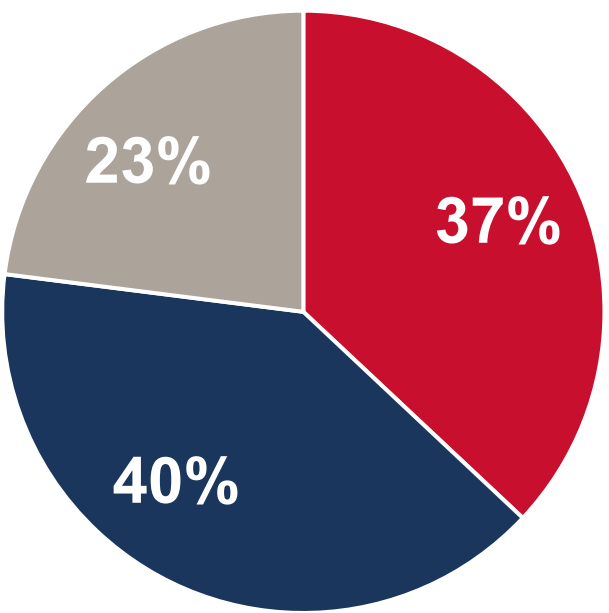
**Worst performers**  
(percentage who  
rated poor/area  
does not have)

Safe cycling routes  
**19%**

Traffic calming  
measures in place  
**12%**

Sports facilities  
**11%**

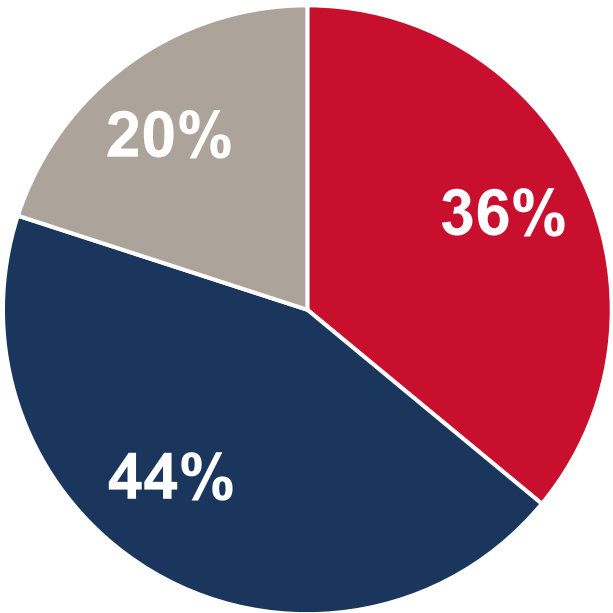
Importance of local area allowing physical activity



■ Very important  
■ Somewhat important  
■ Neutral/not important

**77%**  
say it is important that  
they can be active in  
their local area

Whether current neighbourhood helps activity levels



■ Helps a lot  
■ Helps a little  
■ Doesn't help

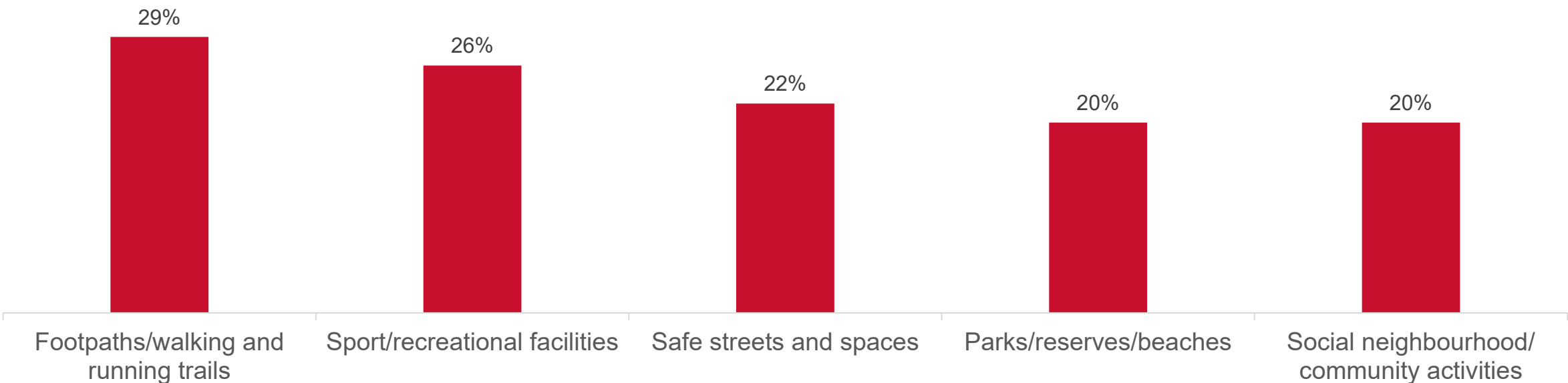
**80%**  
say their  
neighbourhood helps  
them to be active

# Neighbourhood analysis

Reasons active neighbourhoods are important



Elements that could increase physical activity



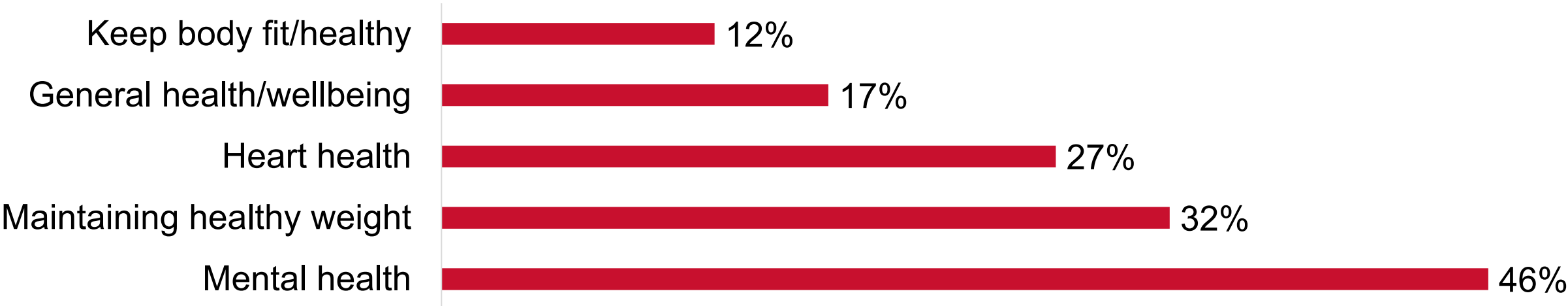
# Support for infrastructure funding

	<b>Support for active infrastructure</b> Strongly/somewhat in favour of government directing more of its roads funding into walking and cycling infrastructure	<b>67%</b>
	<b>Support for public transport funding</b> Strongly/somewhat in favour of government directing more of its roads funding into public transport	<b>68%</b>
	<b>Support for speed limit reductions</b> Very/somewhat supportive of local government reducing speed limits in neighbourhood streets	<b>64%</b>
	<b>Support for a National Physical Activity Strategy</b> Very/somewhat supportive of a national activity strategy aimed at getting people to move more and sit less	<b>78%</b>

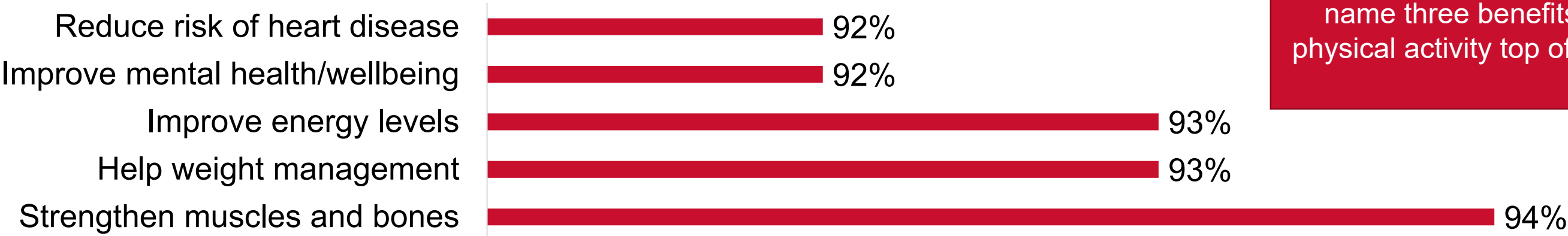


# Knowledge of health benefits

## Benefits of physical activity (unprompted)



## Benefits of physical activity (prompted)



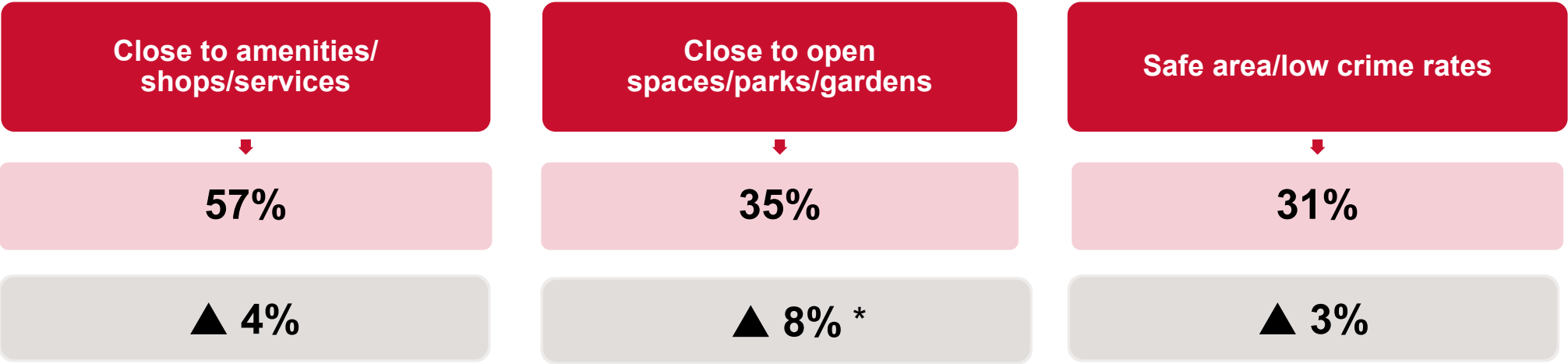
Only **24%** of people can name three benefits of physical activity top of mind

# Summary of South Australia results



# What South Australia want

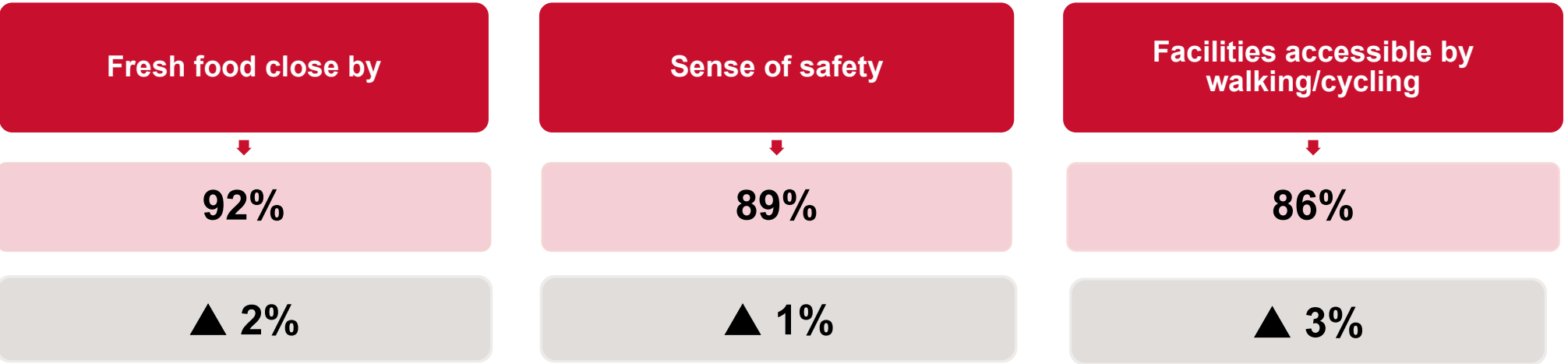
Most important elements when thinking about moving to a new area (unprompted)



\* Statistically significant

Compared to national results

Top three important design features when deciding where to live (prompted)



Compared to national results

Top three types of features  
that are important in deciding  
where to live (prompted)

*Sense of Place*



*Access to Healthy Food*



*Housing Diversity*

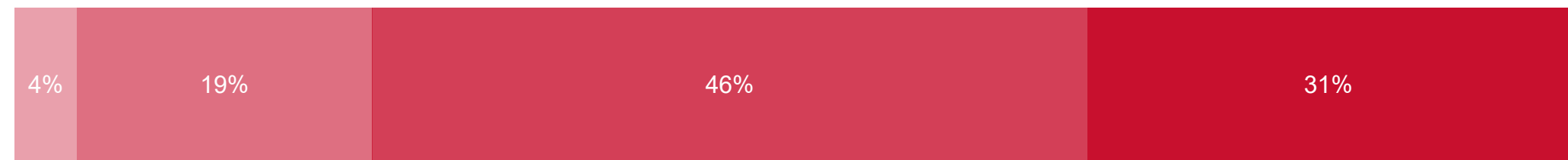


# Neighbourhood analysis

Quality of active elements in participants' current neighbourhoods

<b>Best performers</b> (percentage who rated excellent/ good)	Facilities in convenient, accessible places <b>77%</b>	Public parks, open spaces, reserves <b>73%</b>	Sense of safety <b>73%</b>
<i>Compared to national results</i>	<b>▲ 2%</b>	<b>▼ 3%</b>	<b>▼ 1%</b>
<b>Worst performers</b>	Safe cycling routes	Sports facilities	Traffic calming measures



Whether current neighbourhood helps activity levels



■ Doesn't help at all   ■ Doesn't really help   ■ Helps a little   ■ Helps a lot

**77% of South Australians  
believe their neighbourhood  
helps them to be active**

# Support for infrastructure funding

			Compared to national average
	<b>Support for active infrastructure</b> Strongly/somewhat in favour of government directing more of its roads funding into walking and cycling infrastructure	62%	▼ 5%
	<b>Support for public transport funding</b> Strongly/somewhat in favour of government directing more of its roads funding into public transport	60%	▼ 8%
	<b>Support for speed limit reductions</b> Very/somewhat supportive of local government reducing speed limits in neighbourhood streets	60%	▼ 4%
	<b>Support for a National Physical Activity Strategy</b> Very/somewhat supportive of a national activity strategy aimed at getting people to move more and sit less	75%	▼ 3%



# Knowledge of health benefits

Top three benefits of physical activity mentioned by South Australians



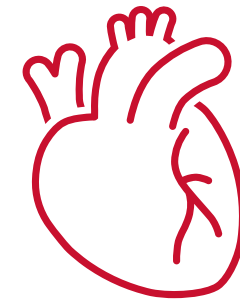
**48%**

Mental health



**38%**

Weight management



**29%**

Heart health

Only **23%** of South Australians can name  
three benefits of physical activity top of mind

Consistent with the national average



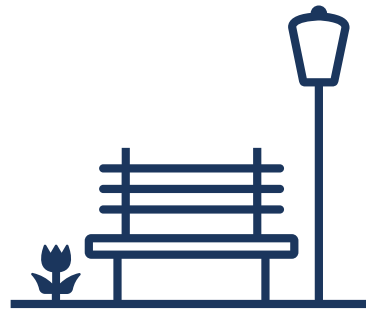
# Key areas of comparison between National and South Australia results

# Points of difference

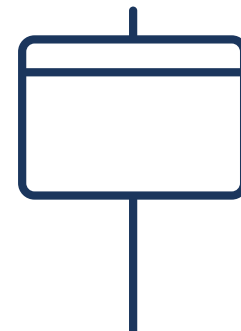
**A lower proportion** of South Australians rate their current neighbourhood elements as good or excellent



**70%**  
Rate natural elements  
as excellent/good  
Compared to 76%  
nationally



**73%**  
Rate public parks as  
good/excellent  
Compared to 76%  
nationally

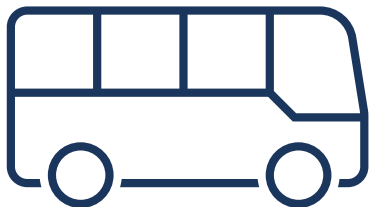


**64%**  
Rate signage as  
excellent/good  
Compared to 69%  
nationally



**58%**  
Rate sports facilities as  
excellent/good  
Compared to 64%  
nationally

South Australians are **less supportive of funding for active infrastructure**



**60%**  
Are supportive of  
greater funding for  
public transport  
Compared to 68%  
nationally



**62%**  
Are supportive of  
greater funding for  
active infrastructure  
Compared to 67%  
nationally



# Comparing the findings

## Commonalities

- Overall, the results for South Australia compared to the rest of Australia do not differ dramatically.
- Like those in other states, South Australian participants expressed a desire to live close to shops and amenities, close to open spaces and parks, and live in a safe neighbourhood with low crime rates.
- Like other Australians, South Australians believe housing diversity is necessary, and place it above access to open spaces such as parks when asked to rank importance of design features.
- South Australians prioritise the design features of access to healthy food, sense of place and housing diversity above others – however sense of place is ranked slightly above healthy food, which differs from national results.

## Differences

- South Australia is the state that prioritises living close to parks and open spaces more than any other – with 35% mentioning this element was important compared to a national average of 27%.
- More South Australians make a connection between physical activity and weight loss, naming it as one of the top perceived benefits of a healthy lifestyle – 38% compared to 32% nationally).
- More South Australians want to live close to shops compared to other states – with the proportion 5% higher than the national average.
- South Australia sees slightly lower levels of support for speed limit reductions (60% compared to 64% nationally) and a National Physical Activity Strategy (75% compared to 78% nationally).





# Take action for healthier places

The Heart Foundation advocates for policy changes to prioritise physical activity and healthy built environments that enable healthy active lives, because we know that physical inactivity is a leading risk factor for developing heart disease.

We are working in partnership with a range of industry, government, community and academic organisations to create environments that support healthier living through better planning, built environments and transport solutions.

We are creating positive change and are directly influencing healthy active urban planning within our states and territories.

Please share, engage with us and advocate for *What Australia Wants*. Together, we can create a healthier Australia.

## Share the link:

<https://healthyactivebydesign.com.au/resources/publications/what-australia-wants-report>