

What Australia Wants

National summary and Tasmania results



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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.

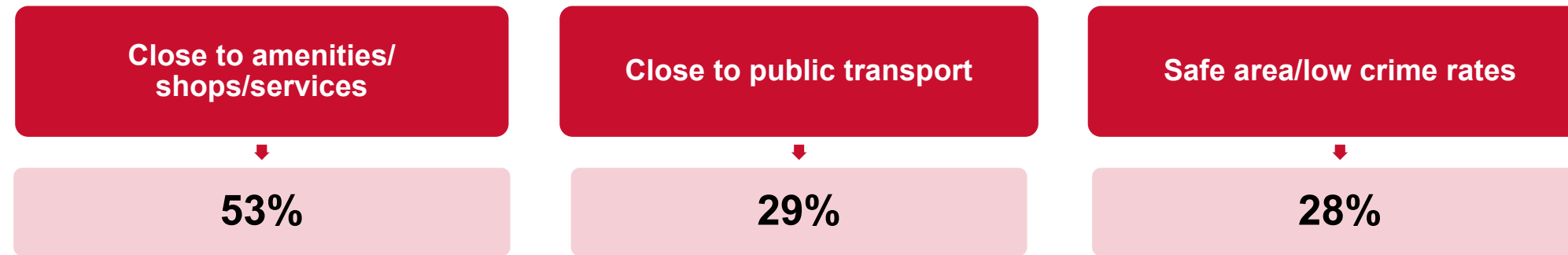
Surveys were conducted online over a three-week period. Survey results are based on a pool of 2,895 total respondents, weighted to be nationally representative of the population in terms of age, gender and location. This included 274 participants in Tasmania (133 in Hobart), compared to 299 in South Australia and 217 in the ACT.



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%

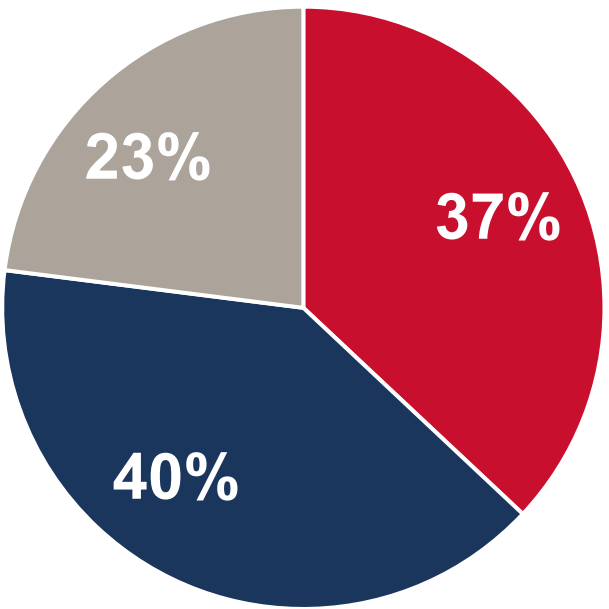
Worst performers
(percentage who
rated poor/area
does not have)

Safe cycling routes
19%

Traffic calming
measures in place
12%

Sports facilities
11%

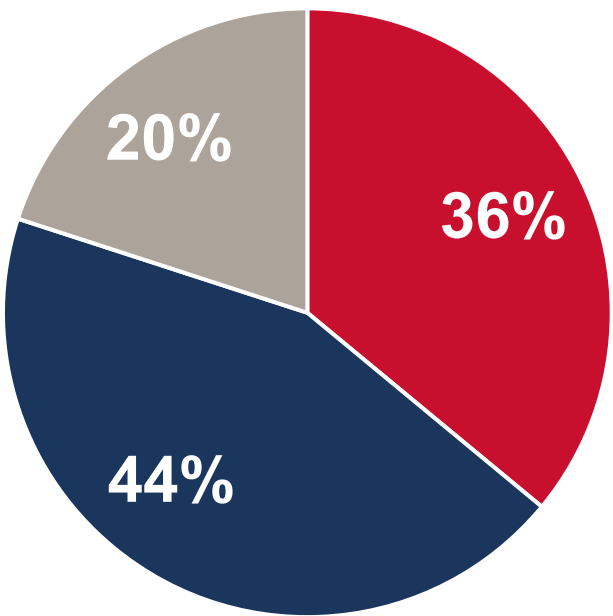
Importance of local area allowing physical activity



■ 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

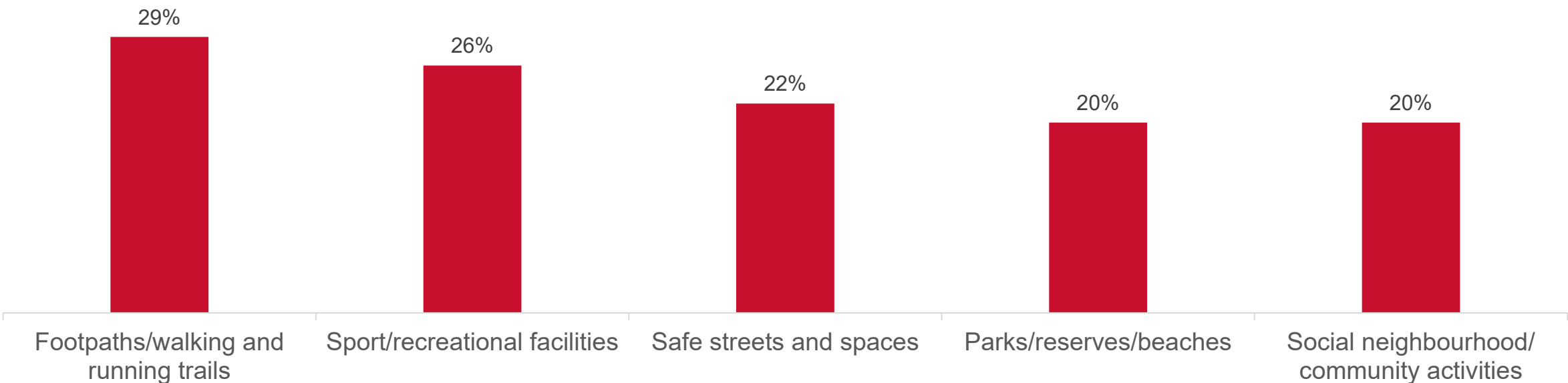
80%
say their
neighbourhood helps
them to be active

Neighbourhood analysis

Reasons active neighbourhoods are important



Elements that could increase physical activity

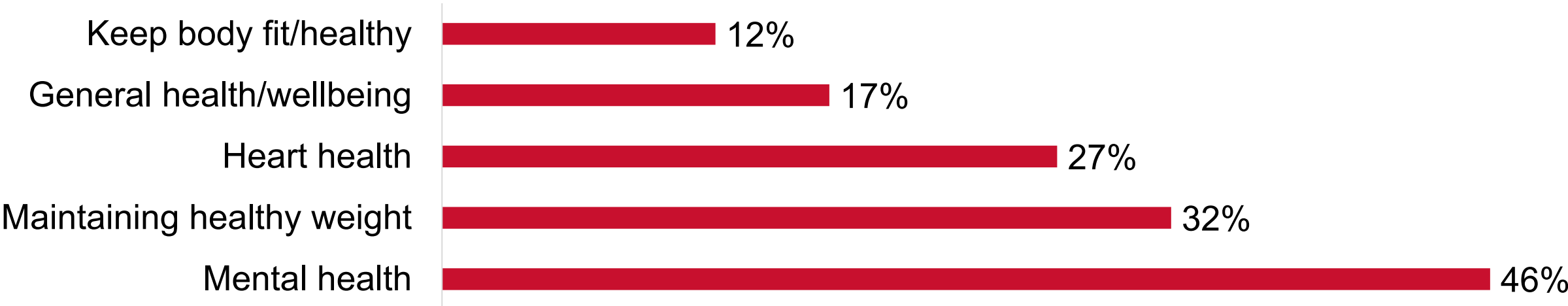


Support for infrastructure funding

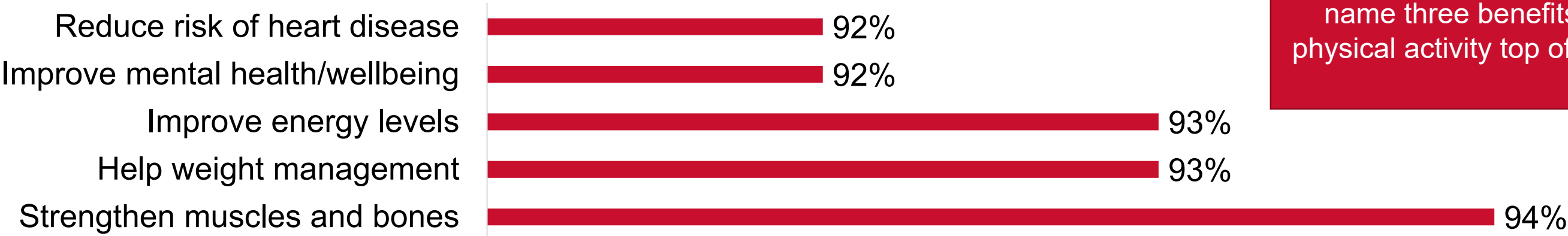
	Support for active infrastructure Strongly/somewhat in favour of government directing more of its roads funding into walking and cycling infrastructure	67%
	Support for public transport funding Strongly/somewhat in favour of government directing more of its roads funding into public transport	68%
	Support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

Knowledge of health benefits

Benefits of physical activity (unprompted)



Benefits of physical activity (prompted)



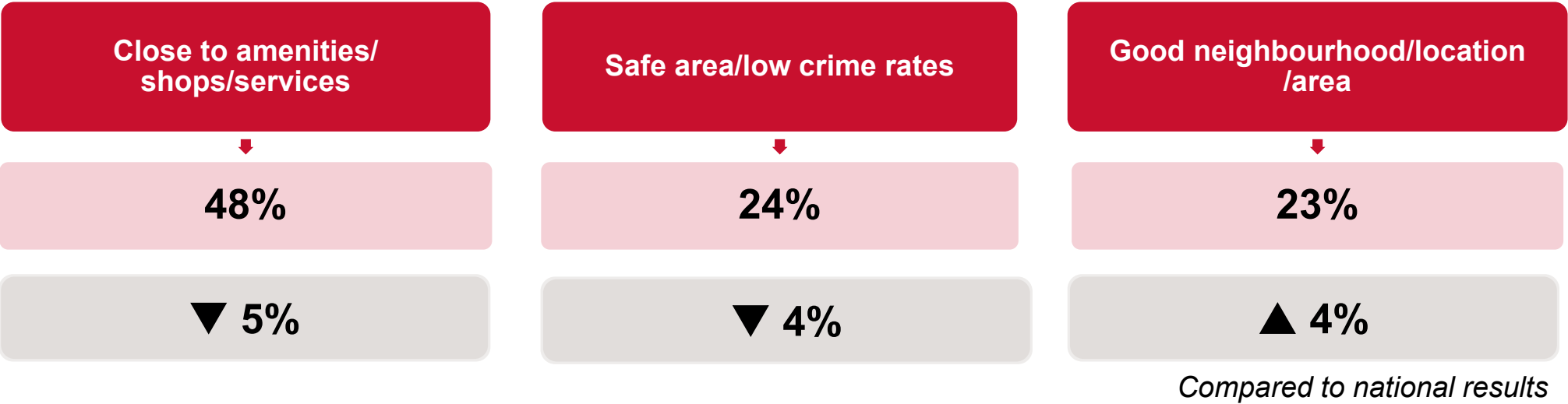
Only **24%** of people can name three benefits of physical activity top of mind

Summary of Tasmania results

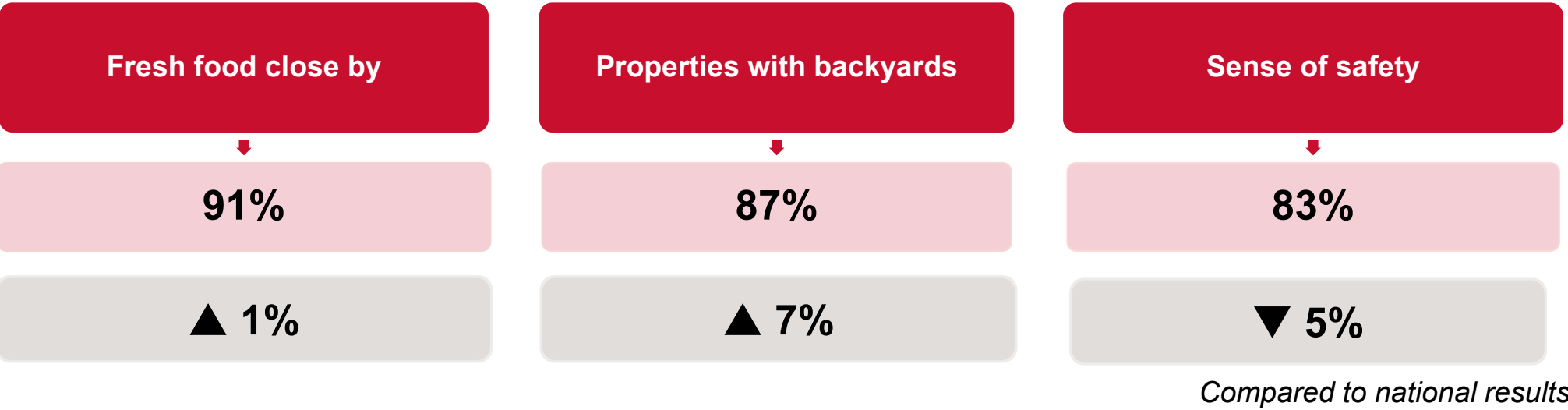


What Tasmania wants

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



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



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

Access to healthy food



Housing diversity



Sense of place

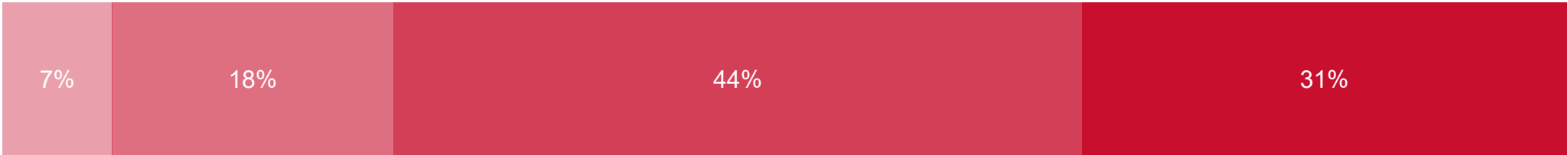


Neighbourhood analysis

Quality of active elements in participants' current neighbourhoods

Best performers (percentage who rated excellent/ good)	Natural elements 76%	Sense of safety 73%	Public parks, open spaces, reserves 72%
<i>Compared to national results</i>	-%	▼ 1%	▼ 4%
Worst performers	Sense of community	Sports facilities	Safe cycling routes


Whether current neighbourhood helps activity levels



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

75% of Tasmanians believe their neighbourhood helps them to be active

Support for infrastructure funding

			Compared to national average
	Support for active infrastructure Strongly/somewhat in favour of government directing more of its roads funding into walking and cycling infrastructure	67%	-%
	Support for public transport funding Strongly/somewhat in favour of government directing more of its roads funding into public transport	64%	▼ 4%
	Support for speed limit reductions Very/somewhat supportive of local government reducing speed limits in neighbourhood streets	59%	▼ 5%
	Support for a National Physical Activity Strategy Very/somewhat supportive of a national activity strategy aimed at getting people to move more and sit less	79%	▲ 1%

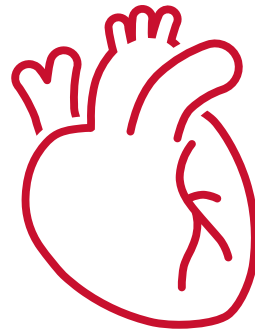
Knowledge of health benefits

Top three benefits of physical activity mentioned by participants in Tasmania



48%

Mental health



34%

Heart health



32%

Weight management

Only **25%** of Tasmanians can name
three benefits of physical activity top of mind

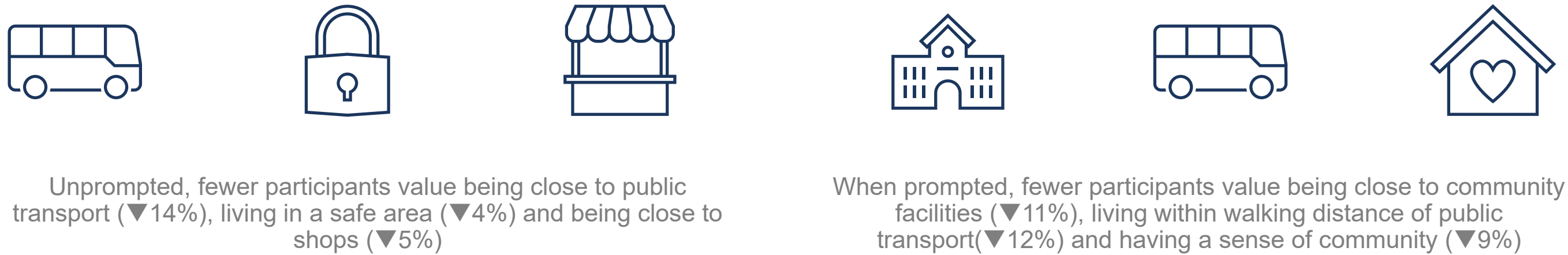
1% above the national average



Key areas of comparison between National and Tasmania results

Points of difference

Tasmanians have **different priorities** for neighbourhood design elements (prompted and unprompted)



Tasmanians rate some **design features lower** than the national average



Tasmania's rating for safe cycling routes **is the lowest of all states** (at 47% who rate them good/excellent) except for NSW

Comparing the findings

Commonalities

- Overall, the results for Tasmania compared to the rest of Australia do not differ dramatically.
- Like those in other states, participants in Tasmania expressed a desire to live close to shops and amenities, and in a safe area that is quiet/away from main roads.
- Like other Australians, Tasmanians prioritise access to healthy food, housing diversity and a sense of place (that is, safety, community, natural elements as the most important design features.
- When prompted, most Tasmanians value the same neighbourhood elements as many other Australians, however more Tasmanians responded that they value properties with a backyard than any other state (at 87%, compared to a national average of 80%).

Differences

- A lower proportion of Tasmanians believe their neighbourhood helps them to be active (75% compared to a national average of 80%).
- Sense of community was rated lower than in other jurisdictions – with only 58% scoring it as good/excellent – below items such as quality of sports facilities and footpaths.
- There is increased recognition of the benefit exercise has for heart health (34% compared to 27% nationally)
- Tasmanian participants suggested a lower level of support for public funding of transport and the lowering of speed limits.
- Those living in Hobart are more likely to want to live closer to public transport (▲11%) and support funding for public transport (▲12%).



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>