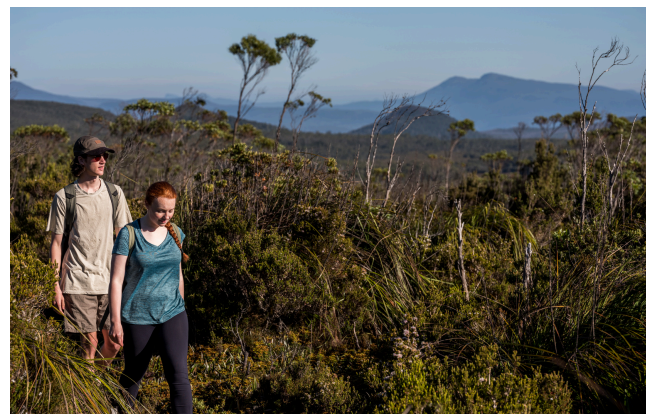# About the survey: Huon Valley Community Views 2025

About the Community Views survey

Community Views is an independent, robust and repeatable community survey that seeks to understand and advance the liveability of Australians' local areas.

Community Views provides participating Councils with a deep and representative understanding of their community's values, experiences and needs, and creates a resident centric evidence base to inform, monitor and evaluate strategic planning and advocacy.

About 'Huon Valley Community Views'

Huon Valley Community Views was conducted between April and May 2025, returning a sample of n=1,246 completed surveys. This is the second wave of the study, with the first wave having been conducted in 2021.

More detailed information about the questions that were asked, how the survey was conducted, adjustments that were employed to improve the quality of the sample and relevant comparisons can be found below.

What did we ask?

Residents of Huon Valley local government area participated in the survey to understand their values, local area experiences and needs. We also sought residents' views regarding their health, wellbeing, financial circumstances, and local area concerns. In addition to the standard survey questions, the 2025 survey included a new section testing residents' connection to their local area and council, the sustainable behaviours they engage in, and their natural disaster preparedness. See the questionnaire as it was administered here.

Questionnaire sections	Origin
Living in Place	Ipsos Life in Australia
Health & Wellbeing	.id consulting
Financial Circumstances	Ipsos FCC & .id consulting
Local Area Concerns & Ideas	Ipsos Issues Monitor & .id consulting
Climate Change	.id consulting
Custom questions - Local area and Council	Huon Valley Council
Custom questions - Sustainable Behaviours & Natural Disasters	Huon Valley Council
Demography & Life Stage	.id consulting

We asked 14 standard demographic and life-stage questions to understand the community's views across various contexts. Demographic questions include suburb, gender, age, disability status, Aboriginality and language spoken at home, as well as work status, and business owner status. Life-stage questions include household composition, dwelling type, home ownership, long-term health conditions, and time spent living in local area.

# About the survey: Huon Valley Community Views 2025

How was the survey conducted?

The survey responses were collected between 4th April and 22nd May 2025 using a combination of Huon Valley Council's own channels and .id's proven social media advertising approach. Social media advertising is an emerging social research methodology, and .id leads the way in using and proving its viability. It is used as the main data collection methodology when working with local governments as it is the best available methodology to generate large and diverse samples of residents across small geographic areas.

Who did we survey?

We surveyed n=1,246 residents in total, resulting in a maximum margin of error at the 95% confidence interval of +/-2.8%. In simple terms, this means that if (for example) 50% of survey respondents place importance on 'reliable and efficient public transport', we can be 95% confident that between 47.2% and 52.8% of the total Huon Valley adult population place importance on 'reliable and efficient public transport'.

Is significance testing undertaken?

To understand whether differences in survey results between two cohorts (e.g. 18-34 year olds versus others) or compared to benchmarks (e.g. Huon Valley versus Tasmania) are meaningful, statistical tests have been conducted to determine 'significance'. This is illustrated on the Views platform using up (green) and down (red) arrows. ↑ ↓

This allows us to judge whether two observed results are statistically different, that is, these differences are likely to be observed for the population as a whole, not just within our sample. If they are not deemed 'significant', they fall within the margin of error and represent a difference that could be attributed to chance alone. Significance testing is conducted at the $p < 0.05$ level.
It is important to remember that statistical significance doesn't necessarily mean that the difference is important or meaningful in real life. It just means that there's a very good chance that the difference isn't just due to random chance. Please use your judgment and knowledge of the subject matter and place to decide if the difference is really that important, or not.

Was the survey sample adjusted?

Upon completion, the survey sample was compared with the population of interest (all Huon Valley residents aged 18+) to identify if any responses to the the demographic and life-stage questions were skewed relative to their share of the actual population. Taking into consideration the impact of these skews, .id elected to normalise the survey data using age, gender and local area. Data-weighting is a common practice in social research. It aims to improve the representativeness of survey results.

How is the Overall Liveability Index calculated?

The Overall Liveability Index (OLI) is a product of two measures:
- The values residents place on each of the 16 attributes of liveability (% of respondents that nominated each in their top five)
- The local area experiences of residents for each of the 16 attributes (mean score based on ratings from 0-10)

For each attribute, the values % is multiplied by the average experience score, and the total sum is multiplied by two to get a score out of 100 for each local area.

How do you show local area/spatial reporting?

All survey results have been presented by 5 areas: Cygnet and surrounds, Dover and surrounds, Franklin and surrounds, Geeveston and surrounds, and Huonville/ Ranelagh and surrounds. Users of the views.id platform can access the results by local area via the 'hamburger' menu at the top left, or create custom geographies in the 'data explorer' part of the application.