

About the survey...



About Living in Place

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

Living in Place 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.

What did we ask?

City of Banyule residents participated in the Living in Place survey to understand their values, local area experiences and needs. We also sought residents' views regarding their health, wellbeing, financial circumstances, concerns and ideas for improving quality of life. See an example of the questionnaire [here](#).

About Living in Banyule

The Community Views team deployed the Living in Place survey across the City of Banyule local government area across April and May 2023, returning a sample of n=1,345 completed surveys.

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.

Questionnaire sections	Origin	Comparison date
Living in Place	Ipsos Life in Australia	April/May 2023
Health & Wellbeing*	.id consulting	April/May 2023
Financial Circumstances	Ipsos FCC & .id consulting	April/May 2023
Concerns & Ideas	Ipsos Issues Monitor & .id consulting	April/May 2023
Demography & Life Stage	.id consulting	NA

About the survey...

Who did we survey?

Council is committed to ensuring that the views of all residents are heard, and Living in Banyule has helped Council deliver in that regard. In practice, we asked 12 standard demographic and life-stage questions to understand the community's views across various contexts. Demographic questions include suburb, gender, age, Aboriginality and language spoken at home. Life-stage questions include household composition, dwelling type, home ownership, long-term health conditions, time spent living in local area, work status and work industry. These questions help us to make sure that the sample we collect reflects the population of interest, and to assist with analyses exploring the role that these differences play in informing the community's values, experiences and needs. In practice, 819 of the 1,345 surveyed reported suffering from one or multiple chronic illnesses, 190 were renting, 194 speak a language other than English at home, 468 have dependent children, and 143 were looking for work or working casually at the time of the survey. Use the online reporting tool, [views.id](#), to better understand what it's like to Live in Banyule through the eyes of this large and diverse community sample.

How was the survey conducted?

The survey of n=1,345 residents was collected between 26 April and 24 May 2023 using a combination of .id's proven social media advertising approach (n=1,030) and Council's Clone Survey Boost approach (n=315). Social media advertising is an emerging social research methodology, and .id leads the way in using and proving its viability. It is the best available methodology to generate large and diverse samples of residents across small geographic areas. While Council's Clone Survey Boost approach mostly involved the City inviting members of the Shaping Banyule community panel to participate in the survey (n=301 completions), this method was expanded through the distribution of survey links at several Council facilities (n=14 completions).

How do you deliver local area reporting?

In recognition that the community's views may change based on where they live across the City, all Living in Banyule survey results have also been analysed and reported by the City's Precincts: South (Ivanhoe East, Ivanhoe and Eaglemont), West (Heidelberg West, Heidelberg Heights and Bellfield), Mid (Rosanna, Heidelberg and Macleod), East (Yallambie, Viewbank and Lower Plenty), North West (Bundoora, Watsonia and Watsonia North), North (Greensborough) and North East (Briar Hill, Montmorency, Eltham North and St Helena). The survey asks residents which suburb they live in, not which Precinct. Given this, users of the [views.id](#) platform can create custom geographies in the 'data explorer' part of the application.

Was the survey sample adjusted?

Upon completion, the survey sample was compared with the population of interest (all City of Banyule residents aged 18+) to identify if any responses to 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 (to account for the over-representation of older residents in the sample). Data-weighting is a common practice in social research. It aims to improve the representativeness of survey results.

Who are we compared against?

To better understand City of Banyule residents' views in context, the results have been compared to experiences of residents from similar local government areas (52 x Middle Suburban LGAs), Metropolitan Melbourne, Victoria, Metropolitan Australia and Australia benchmark averages. These were collected across April and May 2023.