

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.

About Living in Canning

The Community Views team deployed the Living in Place survey across the City of Canning local government area across November and December 2023, returning a sample of n=2,807 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.

What did we ask?

City of Canning 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](#).

Questionnaire sections	Origin
Living in Place	Ipsos Life in Australia
Health & Wellbeing*	.id consulting
Financial Circumstances	Ipsos FCC & .id consulting
Concerns & Ideas	Ipsos Issues Monitor & .id consulting
Canning Custom Questions	City of Canning
Demography & Life Stage	.id consulting

About the survey...

Who did we survey?

Council is committed to ensuring that the views of all residents are heard, and Living in Canning 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. Canning also included several custom questions to answer the specific questions Council had. Council can use the online reporting tool, views.id, to better understand what it's like to Live in Canning through the eyes of this large and diverse community sample.

How was the survey conducted?

The survey of n=2,807 residents was collected between 15 November and 18 December 2023 using a combination of .id's proven social media advertising approach (n=1,202) and Council's Clone Survey Boost approach (n=1,605). 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. Council's Clone Survey Boost approach included civic events, pop-ups, social media posts, e-newsletters, DL flyers and distribution via cultural ambassadors.

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 Canning survey results have also been analysed and reported by 14 areas: Bentley, Canning Vale, Cannington, East Cannington, Ferndale, Lynwood, Parkwood, Queens Park & Welshpool, Riverton, Rossmoyne, Shelley, St James, Willetton & Leeming, Wilson. 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 Canning 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 and gender (to account for the over-representation of older residents and women 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 Canning's residents' views in context, the results have been compared to the following benchmark areas: Greater Perth, Western Australia, Metropolitan Australia and Australia. These benchmarks were collected across April and May 2023.