

Living in Ipswich, 2024

Views report

.id informed
decisions



community views | views.id

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IPSWICH CITY COUNCIL

Local Area Overview

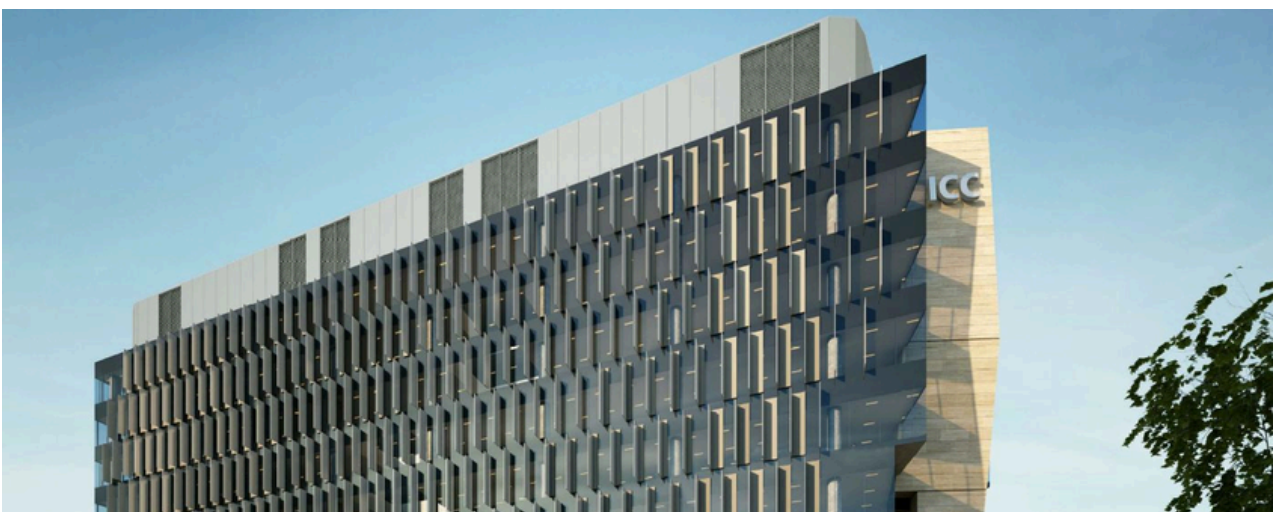
About Ipswich

The City of Ipswich local government area - [home of Jagera, Yuggera and Ugarapul People](#) begins at the suburbs of Carole Park, Gailes and Goodna in the east and expands south (through the growth areas of Spring Mountain and Ripley), north (along the Warrego Highway) and concludes in the west at Grandchester and Mount Mort. Known for its historic centre, Ipswich sits about 45 minutes drive west of Brisbane's CBD.

[More than 250,000 people](#) currently live across the City, making it one of the nation's larger LGAs by population. Beyond absolutes, the City is also home to a relatively young population, with a median age of 33 (compared to 38 for Australia).

As one of Australia's fastest-growing LGAs, Ipswich will add more people than any other region in Queensland in the next 20 years. [.id's independent population forecasts](#) predict that the broader Ipswich region will absorb 20% of Queensland's total population growth between 2021 and 2041.

The [local area economy](#) produces more than \$13.7b each year, with the LGA's main industries (by employment) being Health Care and Social Assistance, and Education and Training.



LIVING IN IPSWICH

About Community Views for Ipswich City Council

About the Community Views survey

[Community Views](#) is an independent, robust and repeatable community survey that seeks to understand and help advance quality of life across Australia's local areas.

It uses 16 attributes to determine community values and experiences, calculate local area liveability and identify future needs. It also measures community health and wellbeing, financial circumstances, attitudes to climate change, local area concerns and seeks ideas for improving quality of life.

The Community Views survey data is analysed and reported through our leading online platform, [views.id](#).

Together, Community Views and [views.id](#) provide councils and other organisations with a deep and representative understanding of their community's views to inform, monitor and evaluate strategic planning and advocacy.

Community Views is delivered in partnership with leading social research consultancy, Ipsos Public Affairs.

About Living in Ipswich

[views.id](#) deployed the Community Views survey in April and May 2024, returning a sample of n=1,145 completed surveys.

The insights and data from Living in Ipswich helps bring a credible resident lens to how the community feels about their quality of life in relation to Council's strategic planning and advocacy agenda, including the Corporate Plan (iFuture 2021-26) and Economic Development Strategy (2023-27) in the context of annually updated benchmarks (such as Australia, Metropolitan Australia, Queensland and South East Queensland).

This Living in Ipswich Report provides the reader with an overview of what residents across Ipswich believe makes somewhere a good place to live, how they are experiencing their local area in that regard, how quality of life is changing and the community's future priorities.

Additional reports, data and resources are available from the [views.id reporting and exploratory platform](#).

LIVING IN IPSWICH

5 KEY INSIGHTS

1

Overall Liveability for Ipswich has improved in the past 12 months, but remains lower than 2021 and contemporary Australian benchmarks.

2

The community's experiences of 'road congestion', the ability to 'make your way to and from essential services with ease' and the provision of 'reliable and efficient public transport' are placing constraints on quality of life.

3

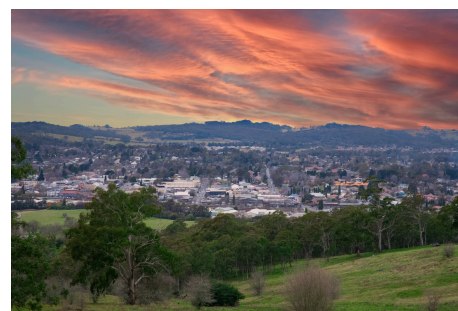
The supply of 'affordable decent housing' is critical to Ipswich's long-term success.

4

Ipswich is one of the fastest growing LGAs in Australia, and residents living in suburbs experiencing rapid development have clear and specific needs to advance their quality of life.

5

Ipswich residents feel vulnerable to the impacts of climate change, with risks identified for where they live and themselves personally.



KEY INSIGHT 1

The Overall Liveability Index for Ipswich has improved slightly in the past 12 months, but remains lower than 2021, and contemporary Australian benchmarks.

The 2024 Overall Liveability Index for Ipswich – created by combining residents’ values and local area experiences – returned a score of 54.8/100.

Ipswich residents have a clear set of beliefs regarding what makes somewhere a good place to live and priorities regarding what needs to improve to advance quality of life. These insights are crucial in helping to shape priorities as the Region continues to experience growth and change.

The 2024 Living in Ipswich survey returned an **Overall Liveability Score** of 54.8, which while above the 2023 OLI of 53.0 is still lower than the benchmark established in 2021 (59.3) and lower again in comparison to contemporary 2024 Australian, Queensland, Metropolitan Australian and South East Queensland benchmarks.

Residents nominated **'feeling safe'** and **'access to the natural environment'** as the two attributes that contribute most towards making somewhere a good place to live followed by **'affordable decent housing'**, **'high quality health services'** and **'a diverse range of shopping leisure and dining experiences'**.



Overall Liveability Index



Ipswich 2023	53.0
Australia: 2024	63.4 ↑
Queensland: 2024	62.2 ↑
South East Queensland: 2024	63.8 ↑
Metropolitan Australia: 2024	64.5 ↑

What's driving Overall Liveability: Mapping the 16 Liveability Attributes

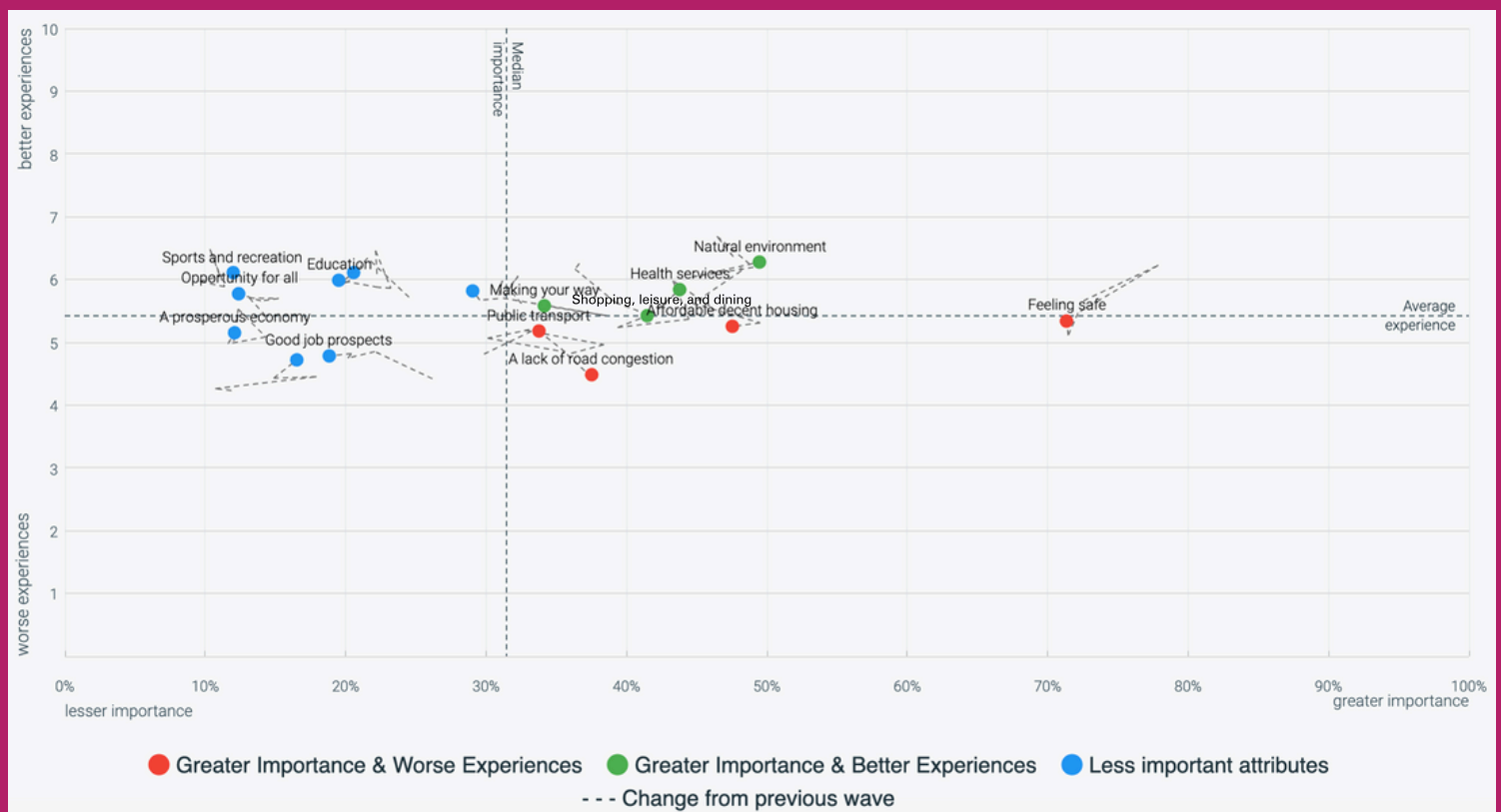
By mapping the 16 liveability attributes based on importance to Ipswich residents and local area experiences, we can isolate which items make the most meaningful contribution to quality of life.

Attributes considered of high importance and above average in terms of local area experiences (i.e. **areas of strength**) include: 'access to the natural environment', 'high quality health services', 'a range of shopping, leisure, and dining services' and 'making your way to and from essential services with relative ease.'

Attributes considered of high importance but below average in terms of local area experiences (i.e. **areas to improve**) include: 'feeling safe', 'affordable decent housing', 'a lack of road congestion', and 'reliable and efficient public transport'.

These results indicate that there is an opportunity for further policy and advocacy directed at advancing quality of life for the attributes of relatively high importance, but poorer local area experiences.

Importance / experiences matrix



KEY INSIGHT 2

The community's experiences of 'road congestion', the ability to 'make your way to and from essential services with ease' and the provision of 'reliable and efficient public transport' are placing constraints on quality of life.

These three attributes were identified as being high importance and relatively poorly experienced across Ipswich.

Specifically, the 2024 Living in Ipswich survey found that residents nominated 'a lack of road congestion', 'making your way to and from services with ease', and 'reliable and efficient public transport' as the 6th, 7th, and 8th most important items that contribute towards making somewhere a good place to live and the 16th, 8th and 12th most positively experienced items where residents live.

This disconnect between importance and experiences puts substantial pressure on the community's quality of life, which is ultimately expressed in Ipswich's current Overall Liveability Index (54.8/100).

Connect public transport more regularly with each train & the bus stops nearest it to free up road congestion.

54 | Female | Division 4

Expedite the road infrastructure upgrades to reduce traffic congestion into and around Springfield.

29 | Male | Division 2

While the community's views with regard to the importance of these transport related attributes has remained stable since 2021, residents' experiences of 'a lack of road congestion' and 'making your way to and from services with ease' have decayed significantly in the face of population growth.

In relative terms, Ipswich residents also report poorer local area experiences of 'a lack of road congestion', 'making your way to and from services with ease' and 'reliable and efficient public transport' in comparison to how the average Metropolitan Australian experiences these items where they live.

This combination of experiential decline and relative deficit heighten both the demand and urgency for significant transport infrastructure investment across the City of Ipswich.

Local area experiences (0-10) 2024 vs 2021



Local area experiences (0-10) Ipswich vs Metropolitan Australian average in 2024



KEY INSIGHT 3

The supply of 'affordable decent housing' is critical to Ipswich's long-term success.

Residents across Ipswich place a high value on but report increasingly poor experiences for the provision of 'affordable decent housing' where they live.

The community nominated 'affordable decent housing' as the 3rd most important item that contributes towards making somewhere a good place to live and the 11th most positively experienced. The combination of high importance and poor local area experiences is putting downward pressure on Ipswich's overall liveability.

While Ipswich residents reported better local area experiences for 'affordable decent housing' in comparison to the average Metropolitan Australian in 2024, the local community's views on how well their local area delivers for housing has been in decline since 2021 - in response to interest rate rises, house price increases and rental scarcity.

Local area experiences (0-10) 2024 vs 2021



Local area experiences (0-10) Ipswich vs Metropolitan Australian average in 2024



A demographic examination can help explain why residents across Ipswich place such a high value on and are reporting declining experiences of 'affordable decent housing' where they live.

As reported in the 2021 ABS Census, substantially fewer homes across the City of Ipswich were fully owned (19%) in comparison to the Australian average (30%), more were under Mortgage (36% vs 33%) and more again were Rented (38% vs 29%).

Living in Ipswich tells us that Housing tenure is related to the value residents place on 'affordable decent housing' when residents are asked to nominate the factors they value most when considering what makes somewhere a good place to live, with Renters placing the most stock in this item (71%), followed by those with a Mortgage (39%) and residents who Fully Own their home (38%).

Having a high proportion of the community with a mortgage or renting determines that changes in the macro housing environment (like increasing interest rates, housing and rental prices) are more likely to affect this community in comparison to other parts of the Nation, where a substantially higher share of homes are fully owned.

KEY INSIGHT 4

Ipswich is one of the fastest growing LGAs in Australia, and residents living in suburbs experiencing rapid development have clear and specific needs to advance their quality of life.

The Ripley Valley is one of Australia's largest urban growth areas. While around 10,000 people call this area home today, some estimates suggest it will house upwards of 130,000 residents in the future.

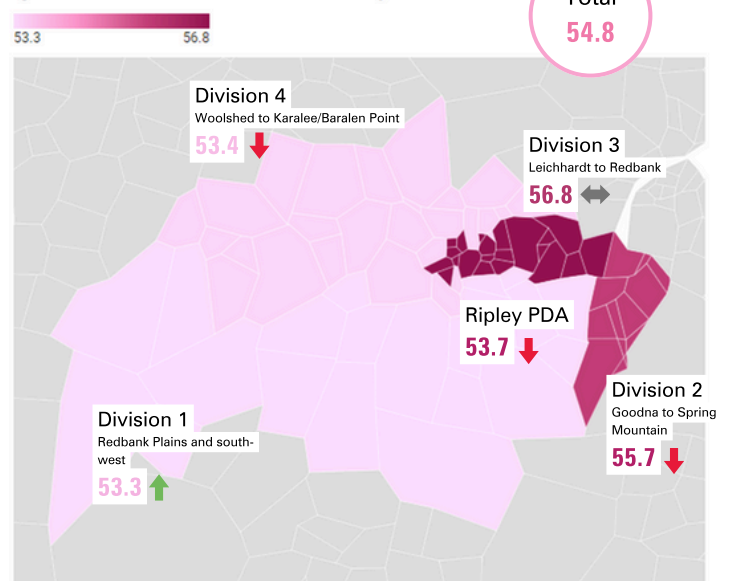
The Ripley Valley Priority Development Area begins 5kms south east of the Ipswich CBD and concludes at Bundamba Lagoon just north of the City boundary. It includes the suburbs of Deebing Heights, Flinders View, Ripley, South Ripley and White Rock.

In 2024, the Overall Liveability Index for residents who live in the Ripley PDA was 53.7 out of a possible 100, slightly below the broader City of Ipswich OLI (54.8).

With regard to future needs, the Ripley PDA community place a higher value on and report poorer local area experiences for three transport infrastructure related items - 'making your way to and from services with ease', 'a lack of road congestion' and 'reliable and efficient public transport'.

While Insight 2 spoke to the broader community's needs regarding transport infrastructure investment, highlighting declining local area experiences in absolute terms and poorer local area experiences in comparative terms, these issues are felt most acutely in this expanding community. Beyond transport, residents of Ripley PDA

Ipswich 2024 - Overall Liveability Index



Arrows indicate change since 2020

nominated 'shopping, leisure and dining experiences' as an attribute of high importance where local area experiences need to improve to advance quality of life.

Elsewhere, Electoral Division 3 achieved the highest OLI (56.8), performing relatively well across most factors, including safety, housing, and public transport. In contrast, residents from Divisions 3 and 4 reported poorer levels of Overall Liveability, citing personal safety concerns and housing affordability as major areas requiring improvement.

KEY INSIGHT 5

Ipswich residents feel vulnerable to the impacts of climate change, with risks identified for where they live and themselves personally.

A very high proportion of the Ipswich community believe climate change is happening (89%), consistent with Australian averages (91%).

Ipswich Belief in Climate Change



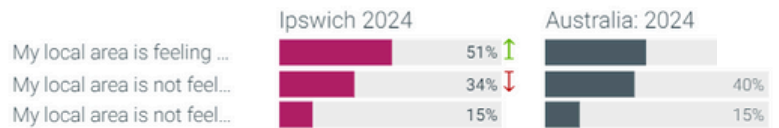
Beyond belief, a high and significantly greater proportion of residents acknowledge that their local area is currently feeling the effects of climate change (51% vs the Australian average of 45%).

Among residents that felt their local area is currently, or will feel, the effects of climate change in their lifetime, the top events were extreme heat (84%), flooding (68%) and storms (65%). Ipswich residents were more likely to cite these events as more acute risks in comparison to Australian averages.

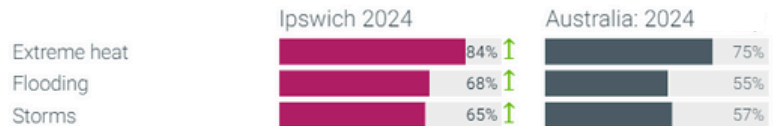
When asked about the extent to which climate change is or will impact them personally, 46% indicated they are currently feeling the effects of climate change and a further 37% expected to within their lifetime, consistent with Australian averages. The top personal impacts were identified as increased household running costs (90%), Food production (66%) reduction in air quality (43%).

Overall, 44% reported that climate change will reduce their quality of life somewhat, and a further 24% feel it will reduce their quality of life a lot.

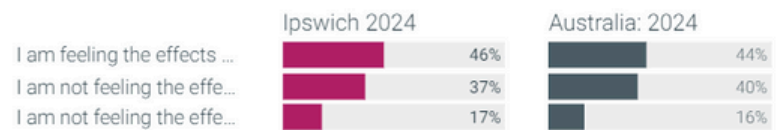
Please select the extent to which climate change is impacting or will impact your local area in your lifetime?



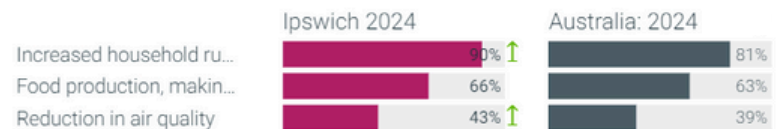
How is your local area currently, or how do you expect it will, feel the effects of climate change in your lifetime?



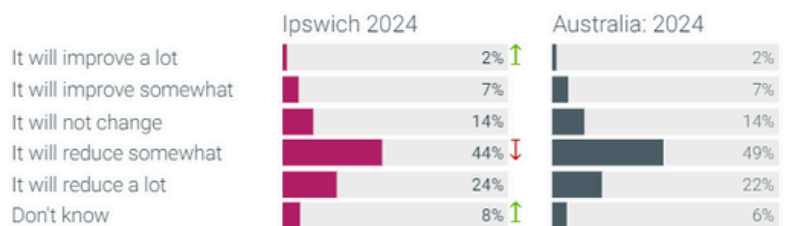
Please select the extent to which climate change is impacting or will impact you personally in your lifetime?



How are you currently, or how do you expect to, personally feel the effects of climate change in your lifetime?



Which of the following best represents how you believe the effects of climate change will affect your quality of life?



APPENDIX

LOCAL AREA INSIGHTS: DIVISION 1

Including Raceview, Redbank Plains, Flinders View, Peak Crossing, Deebing Heights, Willowbank, Ripley, Grandchester, Purga, South Ripley, Blackstone, Ebenezer, Calvert, Mutdapilly, and Goolman.

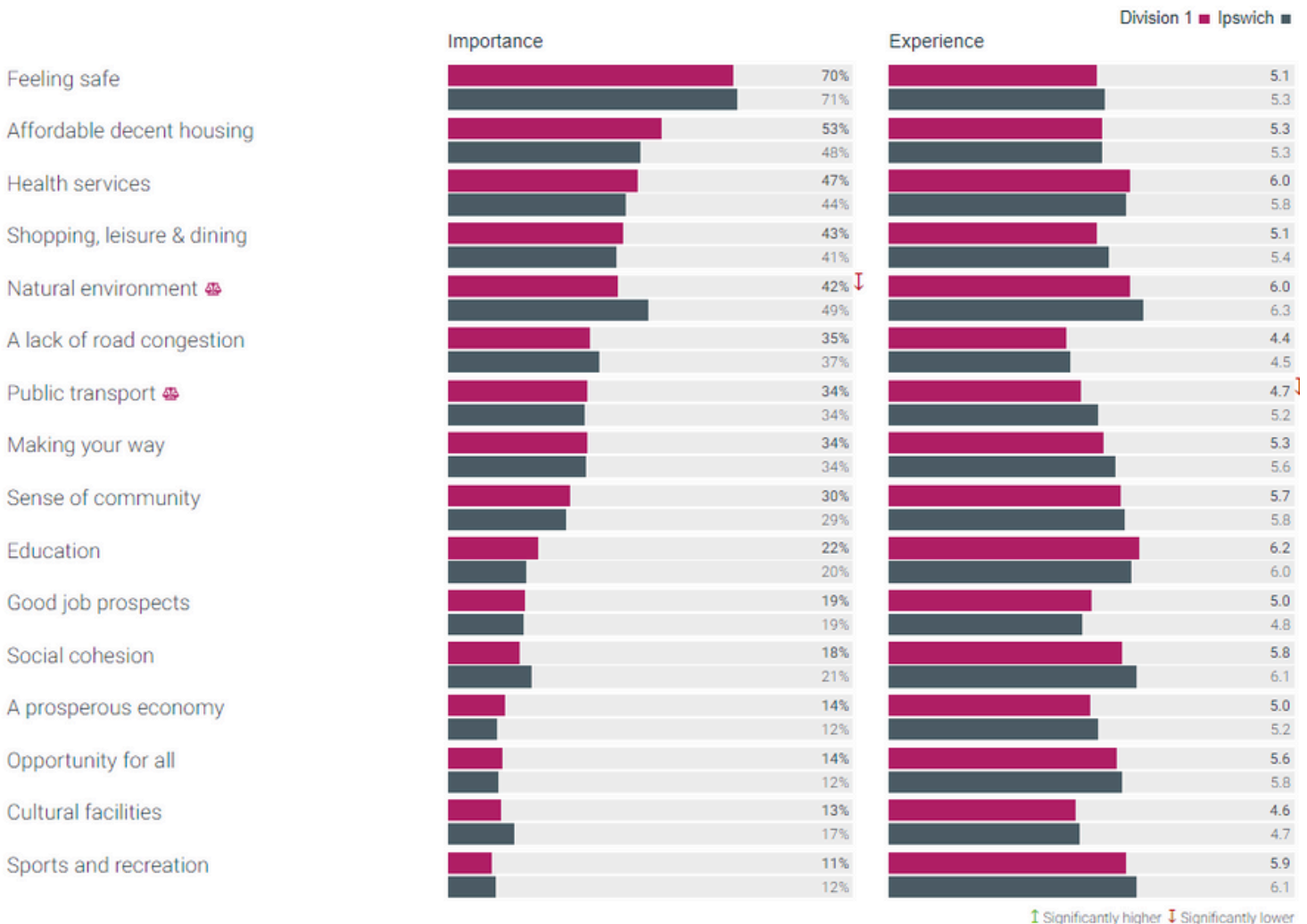
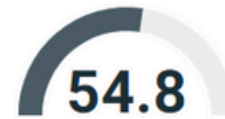
The Overall Liveability Index for Division 1 was 53.3/100, lower than the Ipswich Index (54.8).

Sample size: n=244

Division 1 Overall Liveability Index



Ipswich Overall Liveability Index



APPENDIX

LOCAL AREA INSIGHTS: DIVISION 2

Including Springfield, Bellbird Park, Goodna, Spring Mountain, Brookwater, Springfield Lakes, Camira, Augustine Heights, Gailes, Springfield Central, Carole Park, and Mount Forbes.

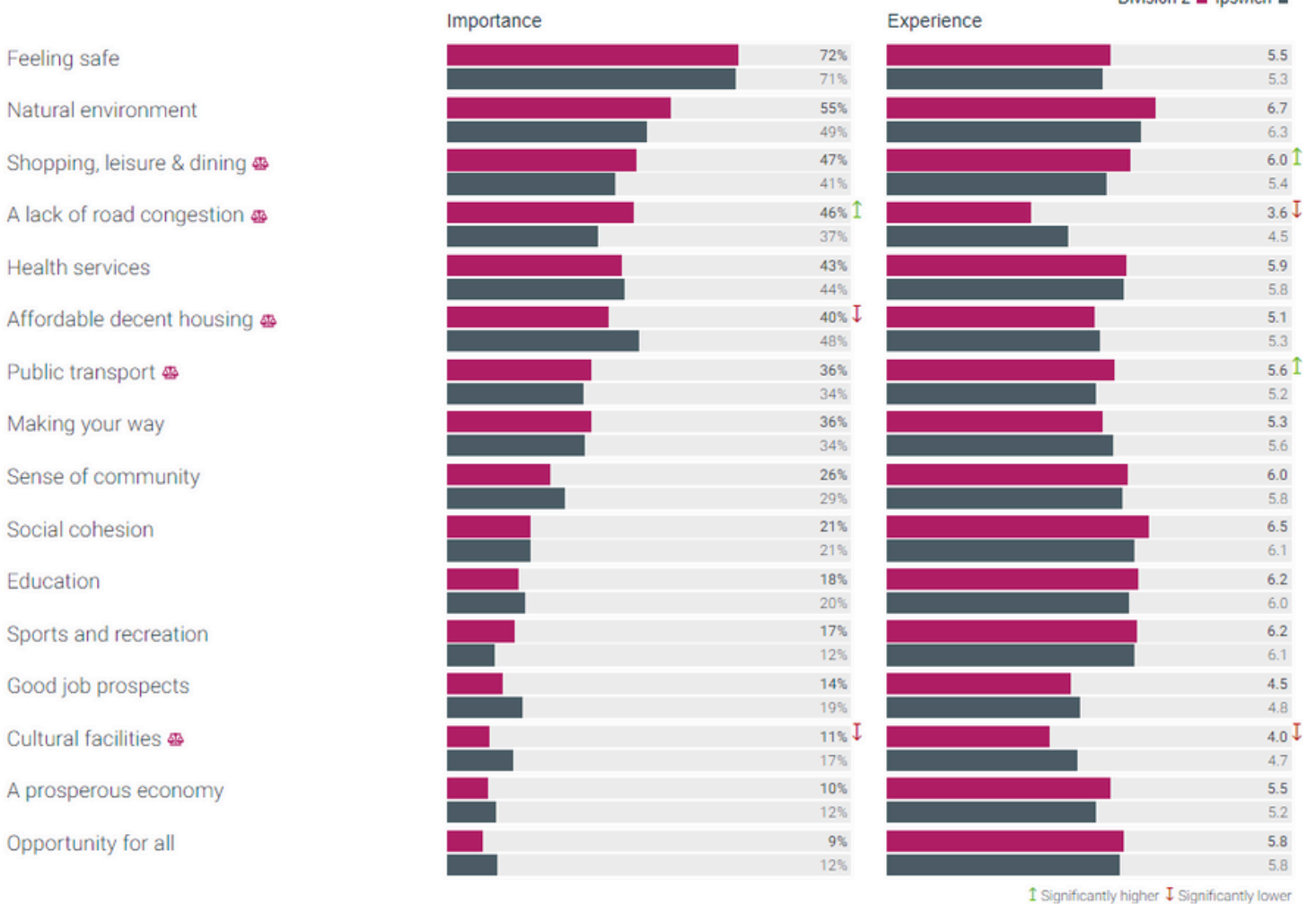
The Overall Liveability Index for Division 2 was 55.7/100, higher than the Ipswich Index (54.8).

Sample size: n=203

Division 2 Overall Liveability Index



Ipswich Overall Liveability Index



APPENDIX

LOCAL AREA INSIGHTS: DIVISION 3

Including Coalfalls, Redbank, Ipswich, Bundamba, Collingwood Park, Booval, Riverview, East Ipswich, Woodend, Dinmore, One Mile, North Booval, Silkstone, Eastern Heights, Newtown, Leichhardt, Sadliers Crossing, Basin Pocket, West Ipswich, and Ebbw Vale.

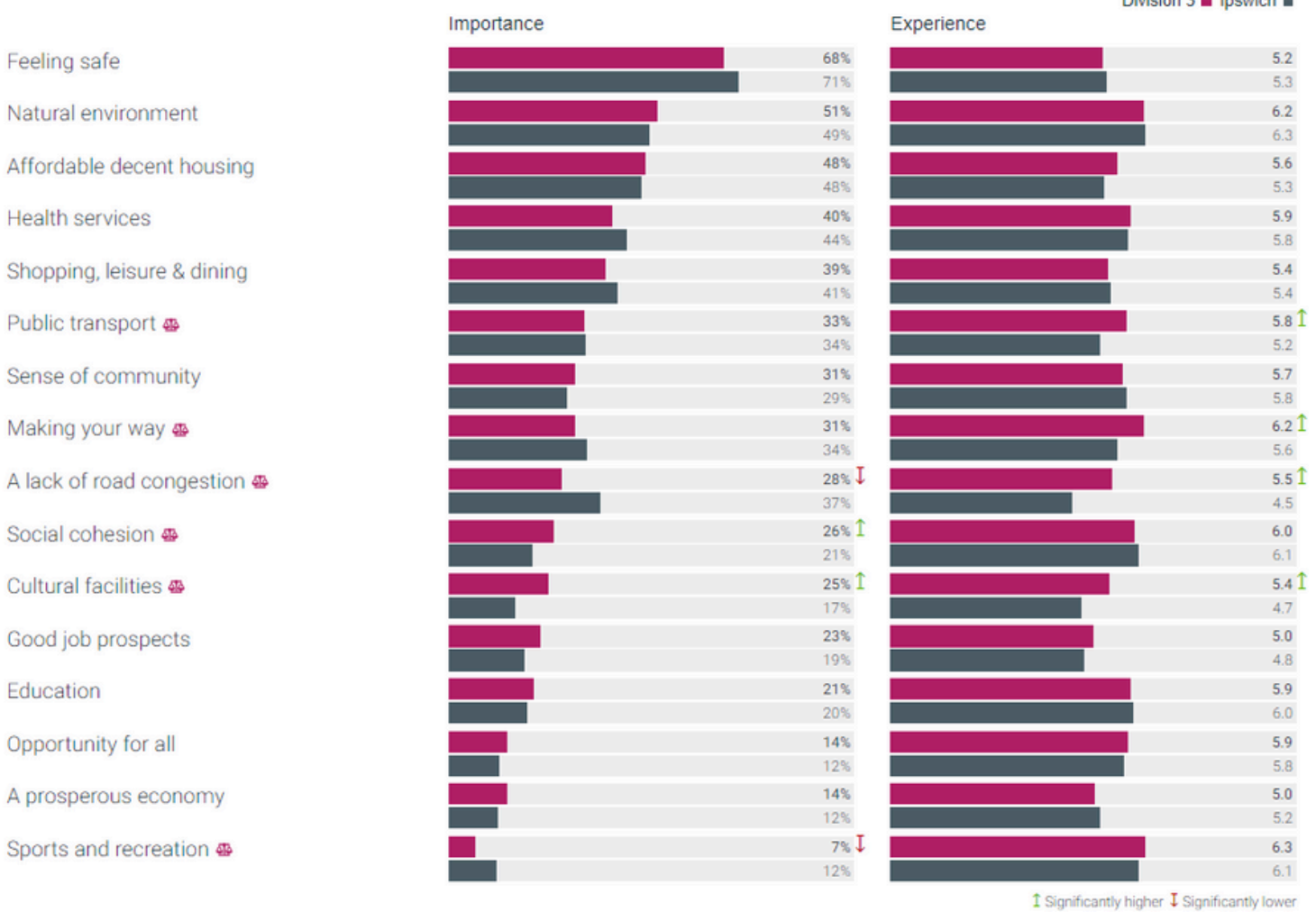
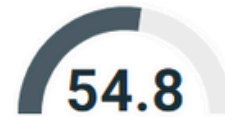
The Overall Liveability Index for Division 3 was 56.8/100, higher than the Ipswich Index (54.8).

Sample size: n=399

Division 3 Overall Liveability Index



Ipswich Overall Liveability Index



APPENDIX

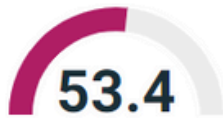
LOCAL AREA INSIGHTS: DIVISION 4

Including Chuwar, Haigslea, North Ipswich, Marburg, Karalee, Rosewood, Walloon, Moores Pocket, Brassall, Pine Mountain, Karrabin, Tivoli, Yamanto, Churchill, Wulkuraka, Amberley, Ironbark, Thagoona, Ashwell, Barellan Point, Tallegalla, Blacksoil, Mount Marrow, Lanefield, North Tivoli, The Bluff, and Muirlea.

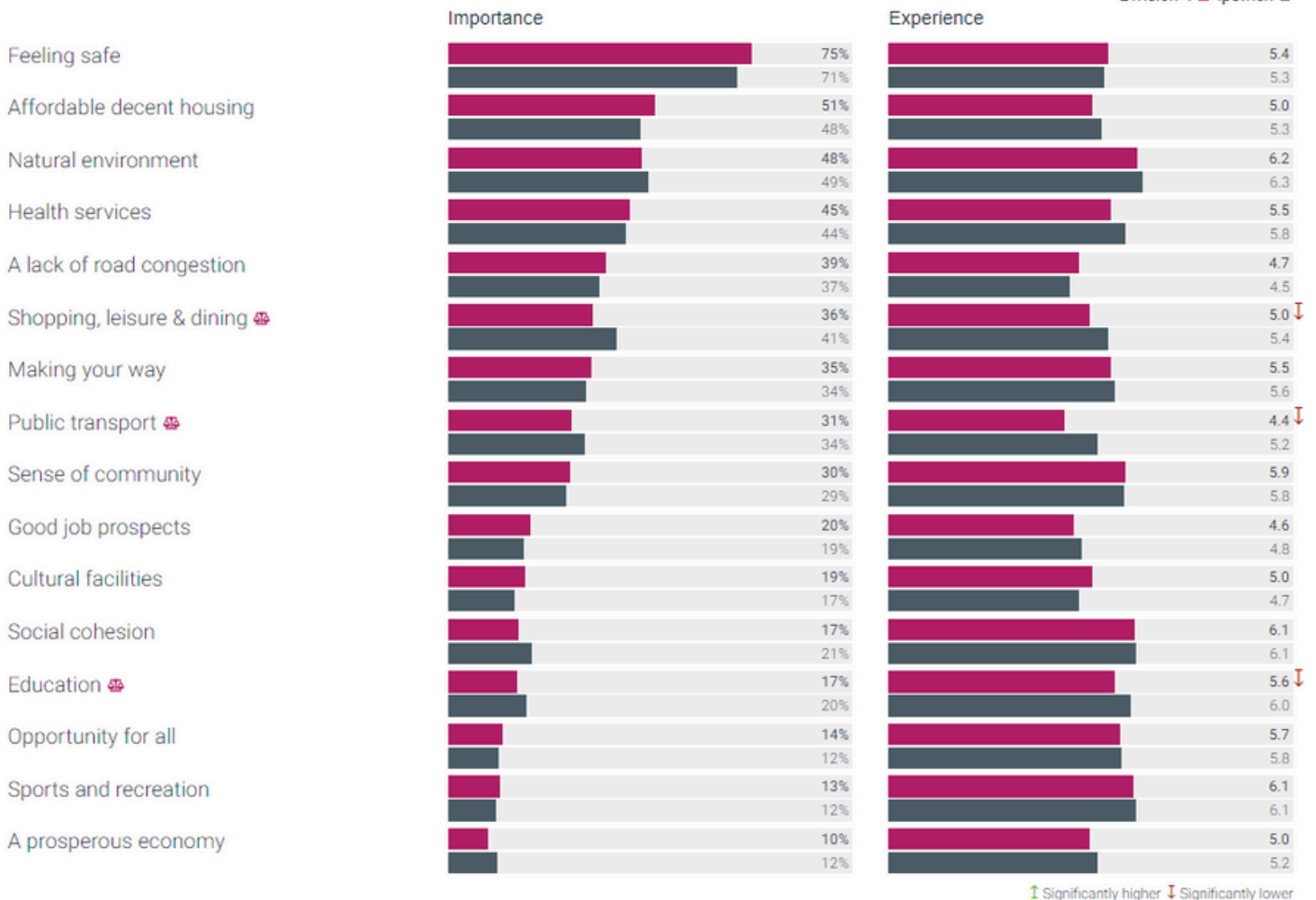
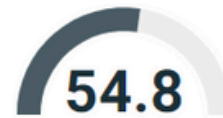
The Overall Liveability Index for Division 4 was 53.4/100, lower than the Ipswich Index (54.8).

Sample size: n=299

Division 4 Overall Liveability Index



Ipswich Overall Liveability Index





Living in Ipswich Views Report

[Please visit views.id.com.au/ipswich](https://views.id.com.au/ipswich) for
additional insights, resources and data.