

# Living in Ipswich, 2025

Views report



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# CITY OF IPSWICH

## 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. Ipswich sits about 40 kilometres south-west of Brisbane's CBD.

[More than 259,000 people](#) currently live across the City, making it one of the nation's larger LGAs by population. The City is also home to a relatively young population, with a [median age of 33 \(compared to 38 for Australia\)](#). There is a [higher proportion of couples with children, households renting and mortgage holders](#) than the averages for South East Queensland, Queensland and Australia respectively.

Continuing to be one of Australia's fastest-growing LGAs, Ipswich's population grew by [3.50% in 2024](#) compared to the year prior - a comparatively higher rate than in [South East Queensland \(2.59%\)](#) and [Queensland \(2.26%\)](#) during the same period.

The [local area economy](#) produces more than \$15b each year, with the LGAs main industries (by employment) being Health Care and Social Assistance, followed by Education and Training.



# IPSWICH'S VIEWS

## 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 Ipswich's Views

Ipswich has been conducting the Community Views survey since 2021 (with a small pilot conducted in 2020). In 2025, the survey was collected between 14th May and 19th June, returning a sample of n=1,124 completed surveys.

The insights and data from the survey help to 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).

It also enables Council to compare its community views to external benchmarks (such as Australia, Metropolitan Australia, Queensland and South East Queensland).

This report provides the reader with an overview of what residents across Ipswich believe makes somewhere a good place to live, how they experience their local area in that regard, and what needs to happen to advance quality of life.

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

# LIVING IN IPSWICH

## 5 KEY INSIGHTS

1

**Overall Liveability in Ipswich has remained stable in the past 12 months, despite falls in Australia and South East Queensland. Experiences with safety and health services have increased, whilst road congestion is an increasing challenge.**



2

**Ipswich outperforms the national average in 'affordable decent housing', but this is a key issue affecting younger residents and renters.**



3

**Sustained population growth in the city signals a need for integrated planning and investment to protect long-term liveability - with transport infrastructure emerging as a critical priority.**



4

**Financial optimism is growing in Ipswich, with residents feeling more secure in 2025 and looking ahead with greater confidence - despite inflation remaining a top concern.**



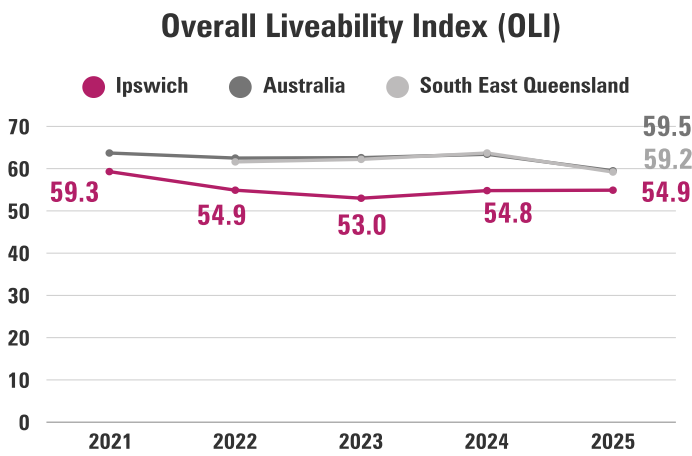
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**Residents of Ipswich continue to feel susceptible to the effects of climate change, with recent extreme weather events like ex-Tropical Cyclone Alfred amplifying concerns about flooding, storms, and cyclones.**

# KEY INSIGHT 1

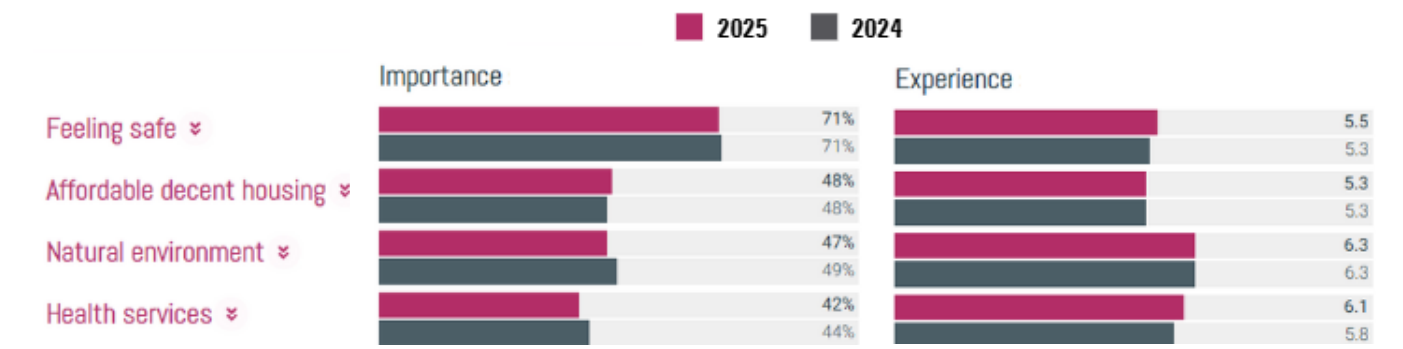
Overall Liveability in Ipswich has remained stable in the past 12 months, despite falls in Australia and South East Queensland. Experiences with safety and health services have increased, whilst road congestion is an increasing challenge.

The overall liveability score for Ipswich in 2025 is 54.9/100, consistent with 2024 (54.8/100) but below its 2021 baseline of 59.3/100. Whilst Ipswich falls behind key benchmarks including South East Queensland (58.3/100) and Australia (59.5/100), liveability in Ipswich bucked the downward trend seen in other parts of Australia between 2024 and 2025.



Four attributes continue to drive liveability for Ipswich residents: ‘Feeling safe’, ‘Affordable decent housing’, ‘Access to the natural environment’, and ‘High quality health services’.

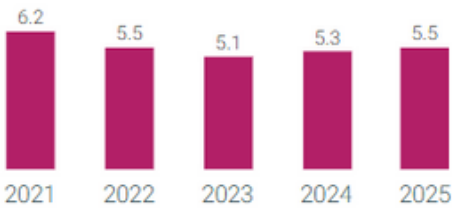
These priorities have consistently ranked among the top four most important factors residents say make a good place to live since 2023. This strong community consensus suggests these are areas where Council investment and collaboration could have significant impact.



‘Feeling safe’ remains the top priority for residents. A higher proportion of Ipswich residents on average rate it as important compared to those in Queensland, South East Queensland, Metropolitan Australia, but rate their lived experience significantly lower. This gap highlights an opportunity for Council to support initiatives that improve both real and perceived safety, including community policing partnerships, urban design that reduces crime, and local safety campaigns.

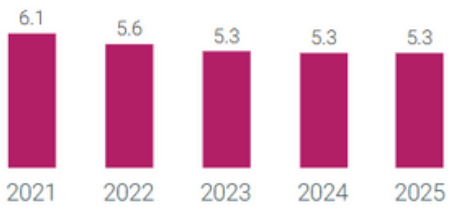
Feelings of safety among Ipswich residents have improved since 2023, as have their sense of community. There is a strong link between feeling safe and feeling connected. Residents who feel a stronger sense of community are also more likely to report higher feelings of safety. Many people value knowing their neighbours, feeling included, and having active local networks.

Feeling safe - Experience



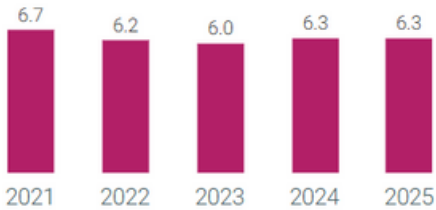
‘Affordable decent housing’ is a relative strength, with Ipswich residents reporting a better lived experience than in South-East Queensland and across Australia. Experiences are considerably lower, however, than in 2021.

Affordable decent housing - Experience



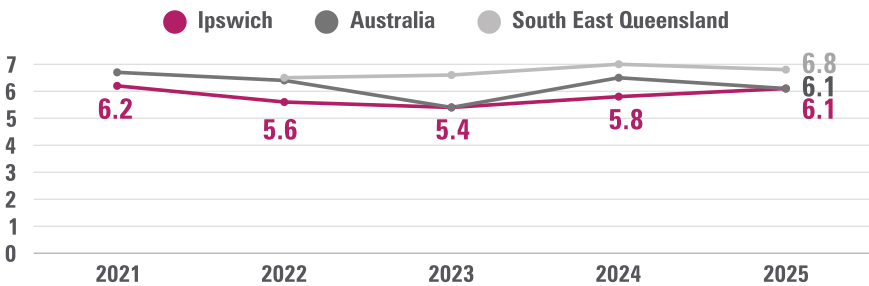
‘Access to the natural environment’, is a relative strength within the City of Ipswich, and the most highly regarded aspect of the local area. Experiences accessing the natural environment were poorer in Division 1 (the south-west part of the LGA), indicating some demand for improvement to daily access to green spaces.

Natural environment - Experience



Experiences with accessing ‘high quality health services’ in Ipswich, despite being lower than the South East Queensland average, have improved over the past two years. Division 4 (northern part of the LGA, Woolshed to Karalee/Barellan Point) has the highest proportion of residents rating health services as important (44%) but the lowest lived experience (5.6/10). While suburbs within this area such as North Ipswich and Brassall may benefit from proximity to Ipswich Hospital and other health providers, more remote communities like Marburg and Mount Marrow may tend to travel further for basic and specialist care. These discrepancies, particularly within Division 4, represents a key space for Council to advocate for more local services, while exploring ways to support community health initiatives and improve local access.

High quality health services - Experiences



# 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 experiences' and 'feeling safe'.

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

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

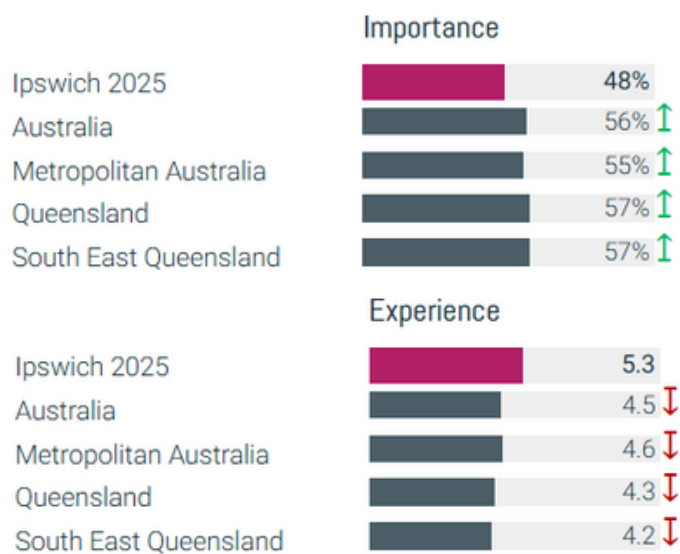
Ipswich outperforms the national average in ‘affordable decent housing’, but this is a key issue affecting younger residents and renters.

Ipswich residents report significantly more positive experience of housing affordability than the national average (5.3/10 vs. 4.5/10). While ‘affordable decent housing’ is considered slightly less important to Ipswich residents than Australians overall (48% vs. 56%), it remains the second most important factor shaping local liveability.

However, when asked to identify the top issues affecting the local area, 45% of Ipswich residents indicate ‘housing/price of housing’ as a concern - up from 40% last year, and 16% since 2021.

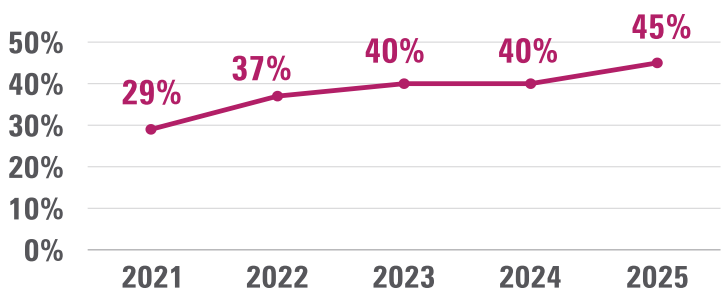
Clear geographic differences also emerge when it comes to housing affordability across Ipswich. In Division 1 (the south-west part of the LGA), a higher proportion of residents rate affordable housing as important compared to the city average (52% vs. 48%) and report slightly better experiences (5.4/10 vs. 5.3/10). This likely reflects significant new developments in areas like Ripley and Redbank Plains, including the Ripley Valley Priority Development Area, which have expanded supply and access to more affordable homes. This highlights how planned growth areas can play an important role in maintaining housing affordability.

## ‘Affordable decent housing’ by Benchmarks



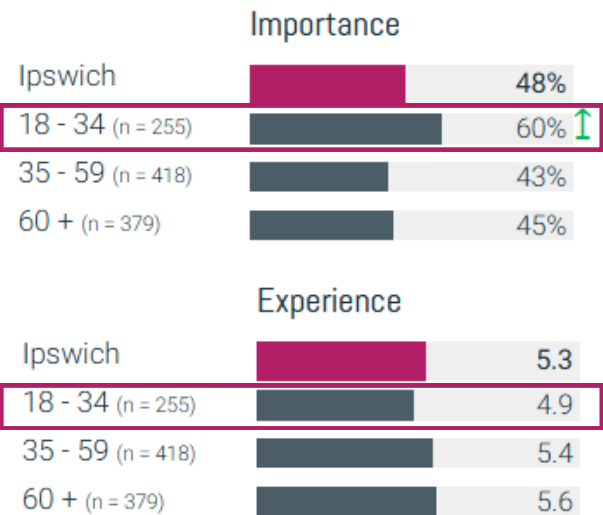
Arrows indicate significantly higher/ lower than Ipswich 2025

## Top issues facing local area - ‘Housing/ price of housing’ - Trended



Generational differences further highlight a growing demand. Younger residents aged 18–34 are far more likely to prioritise affordable housing (60%) compared to those aged 35–59 (43%) or 60+ (45%). Given the median age of 33 in the City of Ipswich - five years younger than the national median - the city’s disproportionately high share of young adults and families means demand for affordable entry-level housing will continue to grow. Residents echoed this in their comments, calling for more accessible housing options for young families and first-home buyers.

### ‘Affordable decent housing’ by Age



Arrows indicate significantly higher/ lower than Ipswich 2025

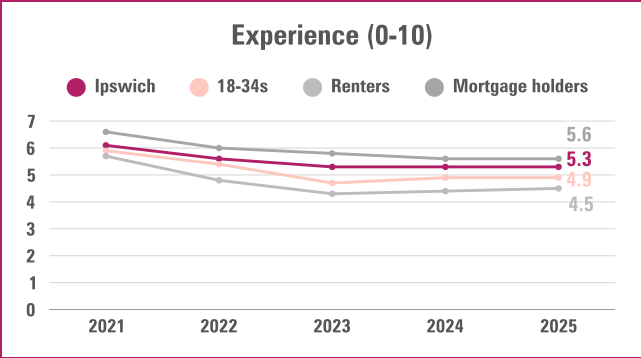
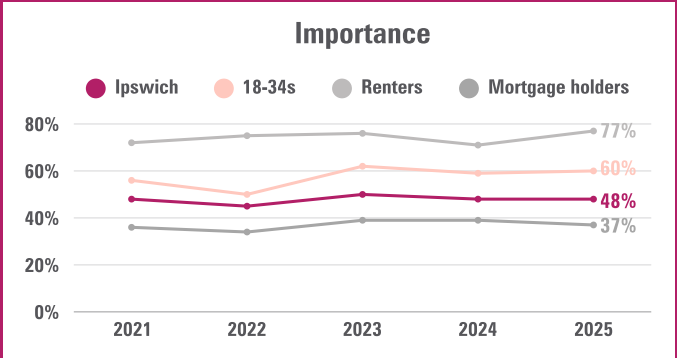
Ipswich also has a higher proportion of renters and mortgage holders than the national average, meaning more households are exposed to financial stress from rising rental prices and interest rates. While rate cuts and the recent stabilisation may bring some relief, the need for secure, affordable, and well-designed housing options remains urgent - especially for younger adults, and those entering the housing market for the first time. Comments from residents also called for more housing options, both for purchase and for rent, with some wanting a freeze on rental prices, cheaper rents, and more social housing provided.

These findings signal that while Ipswich has a clear advantage in housing affordability, there is an opportunity for Council to build on this strength by continuing to support well-planned new developments that expand supply, working with developers and partners to ensure diverse housing types that meet the needs of young people and first-home buyers, while advocating for more social and affordable housing options for those at risk of housing stress.

“Focus on infill development instead of moving outwards for housing, capping rentals so that people can afford them, and providing more homeless shelters.”  
60+ | Female | Division 3

“Stop overpopulating the area, many people live in Ipswich for the natural environment and it's being cleared for high density housing everywhere, the housing prices are hugely disproportionate to the average income for the area.”  
18-34 | Male | Division 4

### ‘Affordable decent housing’

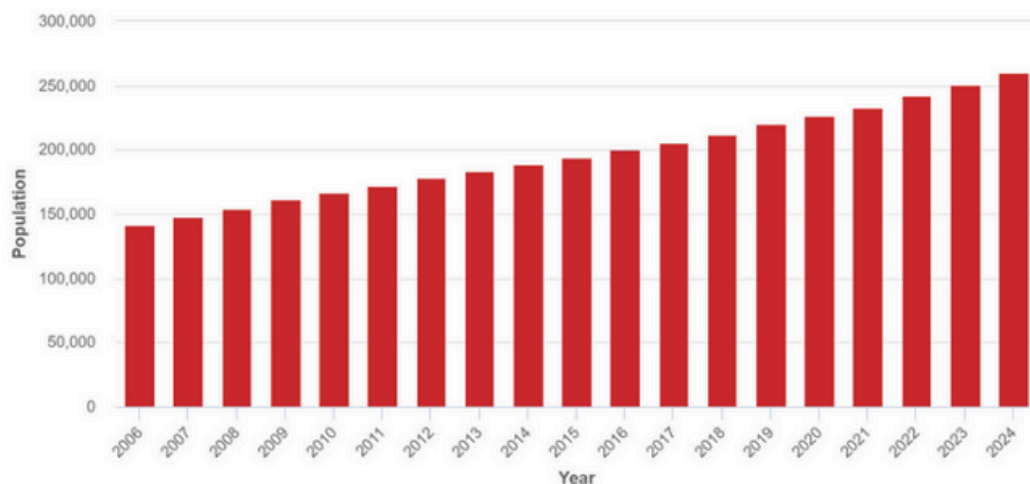


## KEY INSIGHT 3

**Sustained population growth in the city signals a need for integrated planning and investment to protect long-term liveability - with transport infrastructure emerging as a critical priority.**

Ipswich remains one of Australia's fastest-growing local government areas, with a population growth rate of 3.5% in the past year alone — significantly outpacing Queensland (2.26%), South East Queensland (2.59%), and the national average (2.03%). While this growth brings opportunity, it also places mounting pressure on local transport networks to keep pace with demand.

Estimated Resident Population  
City of Ipswich



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id (informed decisions)

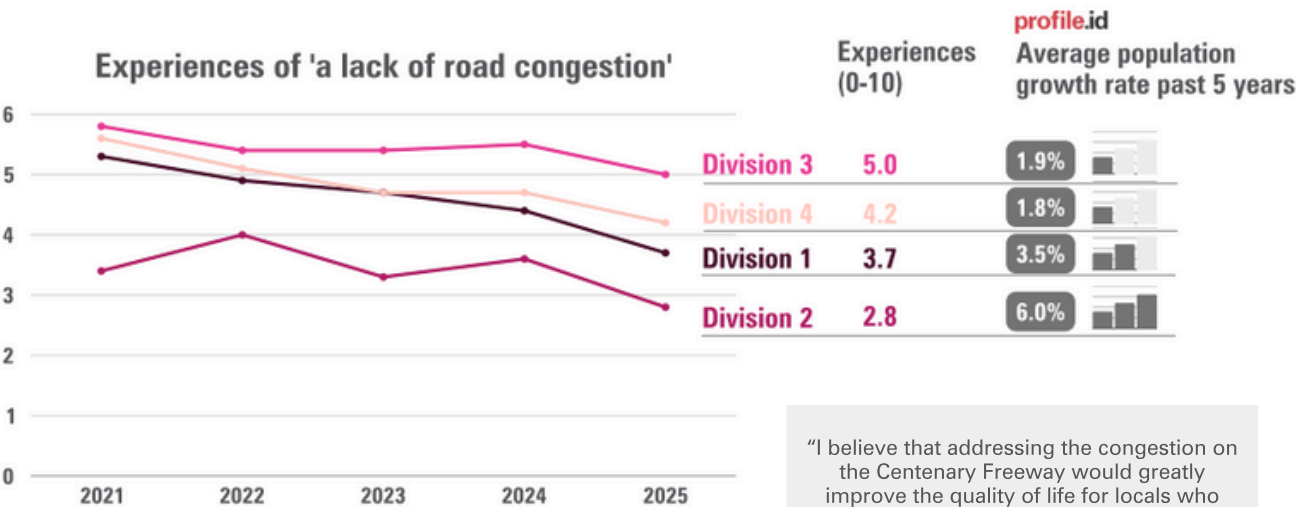
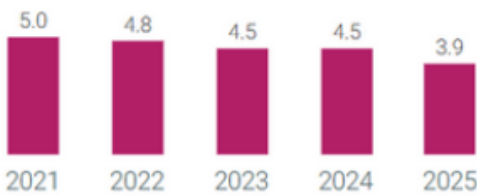
.id informed decisions

Transport-related issues remain a key pressure point for Ipswich residents, who continue to report challenges around 'road congestion', 'reliable and efficient public transport', and 'making your way to and from services with ease'. These concerns have consistently ranked as areas most in need of improvement with residents placing greater importance and worse experiences on these, and are likely being exacerbated by the city's rapid and sustained population growth.

Road congestion is limiting liveability in Ipswich, particularly in the growth areas of Division 1 and 2.

Experiences with road congestion have decreased from 5.0/10 in 2021 to 3.9/10 in 2025. Challenges in this regard are most pronounced in Division 2 (Goodna to Spring Mountain) - an area that has experienced the most growth within the LGA (6.0% over the last 5 years).

A lack of road congestion - Experience



Open-text comments reinforce this message, with residents calling for better road maintenance, solutions to traffic congestion, and improvements to major roads and highways such as the Centenary and Warrego. Common frustrations include inadequate road capacity, poor traffic management, and the need for new bridges to improve traffic flow.

"I believe that addressing the congestion on the Centenary Freeway would greatly improve the quality of life for locals who face lengthy delays driving in the morning and night."

35-49 | Female | Division 2

"Improving the infrastructure of developing new roads and bridges to allow for population growth. Traffic congestion is becoming increasingly frequent and dangerous to and on the Warrego Highway, especially at the Mt Crosby Rd crossing."

60+ | Female | Division 4

As Ipswich continues to urbanise - particularly in high-growth corridors like Ripley and Spring Mountain - there is a clear need for Council to continue to advocate for integrated transport solutions. This includes investing in upgrades that support reliable public transport, reduce congestion, and ensure residents can move easily around their community. Proactive, targeted investment will be essential to safeguard long-term liveability as the city grows.

# KEY INSIGHT 4

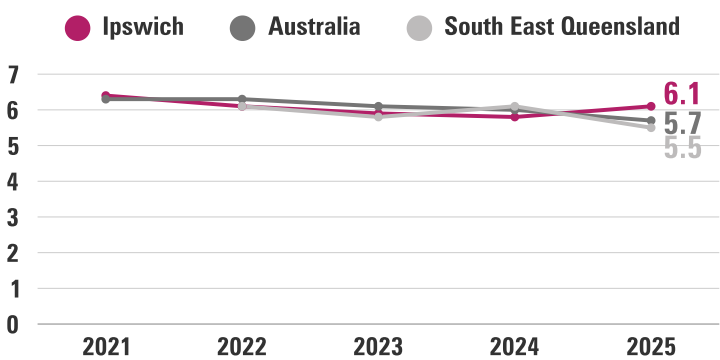
Financial optimism is growing in Ipswich, with residents feeling more secure in 2025 and looking ahead with greater confidence - despite inflation remaining a top concern.

Ipswich residents report stronger financial wellbeing this year, with average ratings of their current financial situation rising to 6.1/10, up from 5.8/10 in 2024. This is notably higher than Queensland (5.6/10), South East Queensland (5.5/10), and the national average (5.7/10), highlighting a more stable local sentiment.

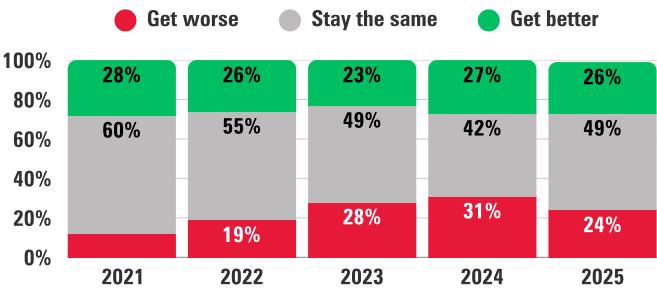
Outlook for the year ahead is also improving, with fewer residents expecting their situation to worsen (24%, down from 31% in 2024), and more expecting it to remain stable (49%, up from 42% in 2024). While the proportion expecting improvement held steady at 26%, the drop in pessimism is a strong indicator of growing confidence.

There is also considerably less pessimism for the local area economy. In 2025, the Gross Regional Product (GRP) for Ipswich reached \$15.08 billion, marking 4.2% growth since 2023 and outpacing state and national rates. The city has also exceeded its job targets set within Council's Economic Development Strategy 2023–2027, providing residents with more secure employment opportunities.

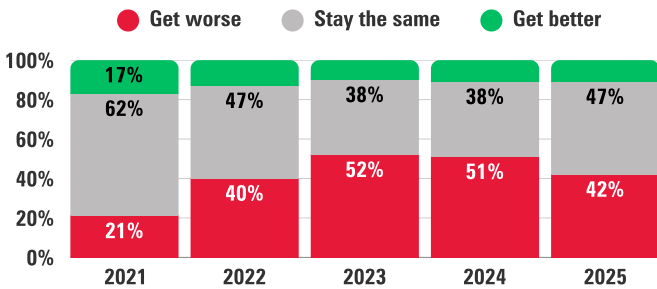
How would you rate your personal financial circumstances?



Do you think your personal financial circumstances will get worse, stay the same or get better over the next year?



Do you think the economic situation in your local area will get worse, stay the same or get better over the next year?



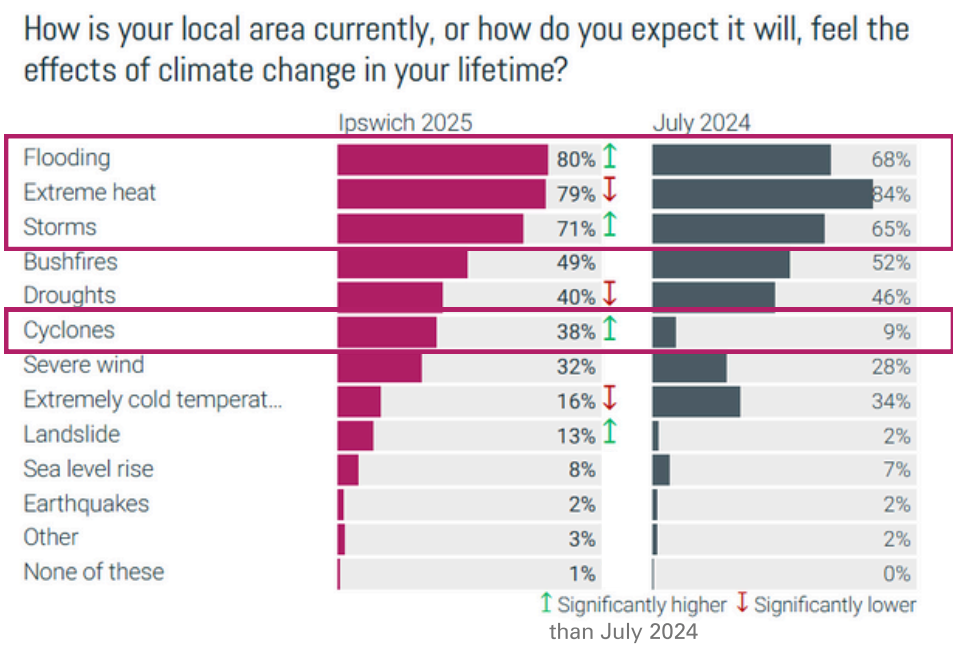
# KEY INSIGHT 5

Residents of Ipswich continue to feel susceptible to the effects of climate change, with recent extreme weather events like ex-Tropical Cyclone Alfred amplifying concerns about flooding, storms, and cyclones.

While the top three extreme weather events residents believe their local area is currently, or will experience due to climate change - flooding, extreme heat and storms - remain consistent with last year, the proportion of residents citing these risks have shifted notably.

Flooding is now identified by 80% of residents (up from 68% in 2024), and storms by 71% (up from 65% in 2024). These increases, which sit well above national averages, likely reflect the practical and emotional impact of recent local weather events, particularly ex-Tropical Cyclone Alfred. This heightened sense of risk means the community is likely to be more receptive to communications about preparation and risk mitigation, helping residents feel supported and prepared for future events.

While extreme heat remains a top concern, the proportion citing it has decreased to 79%, down from 84% in 2024. This suggests that more immediate threats like flooding and storms may currently be rising as long-term climate stressors to residents of Ipswich. It will be important for Council to maintain a balanced focus, continuing to invest in shade provision, and cooling strategies alongside flood resilience measures.



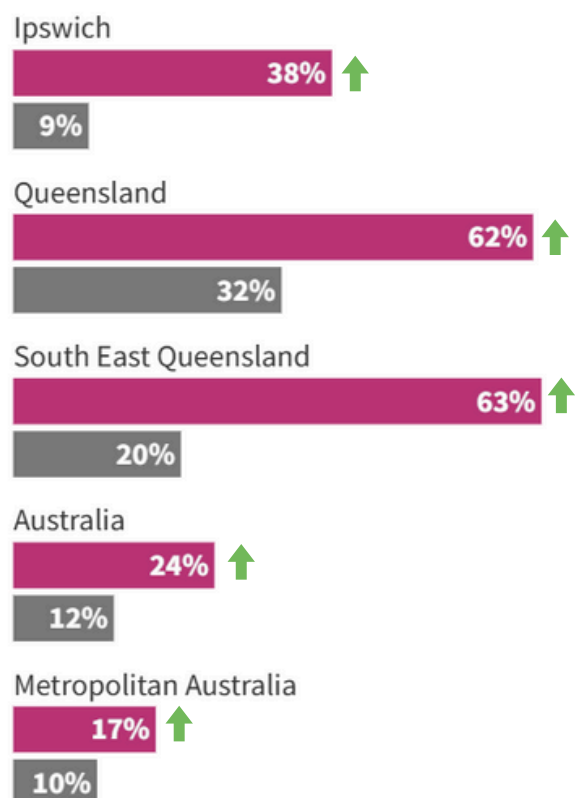
## Residents' concern about extreme weather events linked to climate change varies across Ipswich, highlighting the need for targeted responses in different parts of the city.

Notably, concern about cyclones has risen sharply this year, with 38% of residents now identifying cyclones as a local climate risk - up from just 9% in 2024. While this remains lower than the broader Queensland (62%) and South East Queensland (63%) averages, it almost certainly reflects the impact of ex-Tropical Cyclone Alfred.

Perceptions of climate vulnerability also vary geographically across Ipswich. Residents in Division 4 (northern part of the LGA, Woolshed to Karalee/Barellan Point) are the most likely to cite cyclones as a concern (41%) while Division 1 residents are the least likely (31%), likely reflecting the varying levels of exposure and disruption during Alfred, with areas like Walloon in Division 4 experiencing severe flooding from the Bremer River. This suggests Council should adopt a hyper-local approach to climate resilience, directing targeted resources, tailored communication, and recovery support to high-impact zones like Division 4, while also building risk awareness and preparedness in lower-impact zones to ensure consistent levels of resilience across the region.

### Local area is currently, or expect it will feel the effects of climate change through 'Cyclones'

■ 2025 ■ 2024



Arrows indicate significantly higher/ lower than 2024

# How does Quality of Life differ within Ipswich?

## Overall Liveability by Local Area

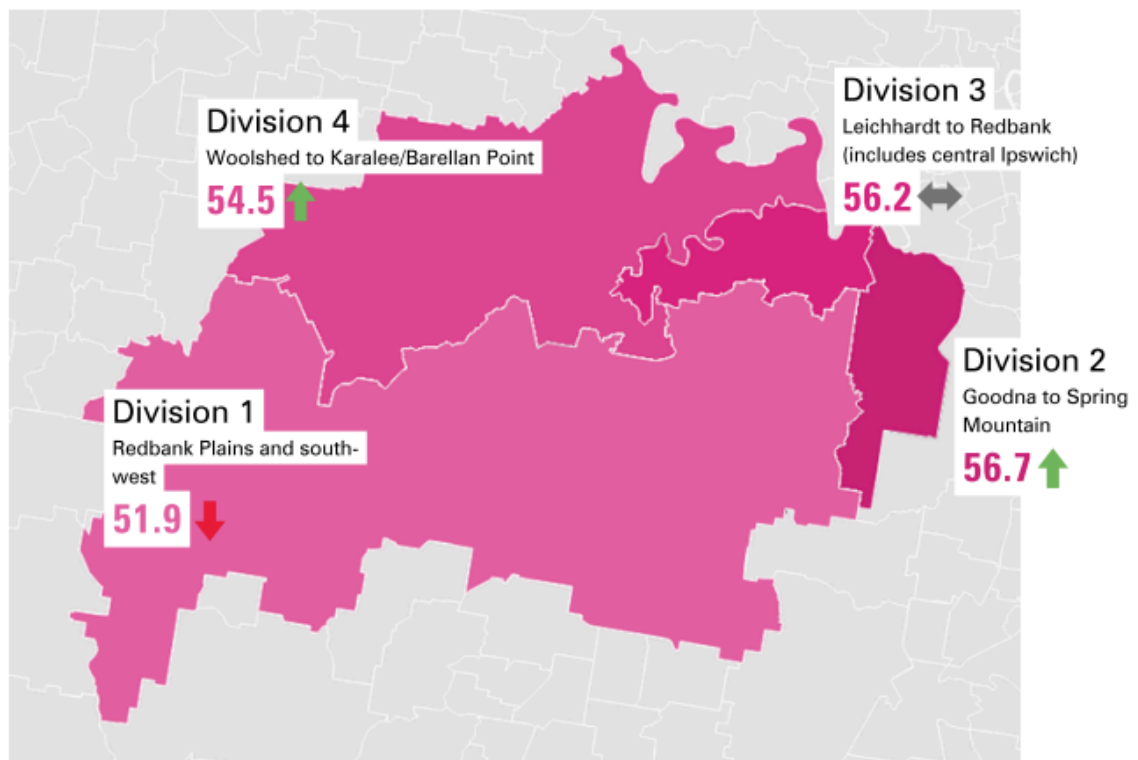
Liveability within Ipswich varied subtly by local area.

Perceived liveability was highest in Division 2 (Goodna to Spring Mountain) and lower in Division 1 (Redbank Plains and south-west).

Division 2 reported slightly more positive local area experiences for four of the top six aspects of liveability - feeling safe, access to the natural environment, high quality health services and reliable and efficient public transport.

Division 1 is the largely rural part of the LGA, but encompasses growth areas of Ripley and South Ripley. The key issues here, where perceived liveability was lower, relate to challenges accessing the natural environment and poorer experiences with health services, shopping leisure and dining, making your way around and public transport. Experiences with road congestion, whilst on par with the average for Ipswich, declined from 4.5 to 3.9 in the past year. Residents of Division 1 also report lower levels of social wellbeing (6.4 compared to 6.7 for the City of Ipswich).

## Overall Liveability Index



Arrows indicate change since 2024

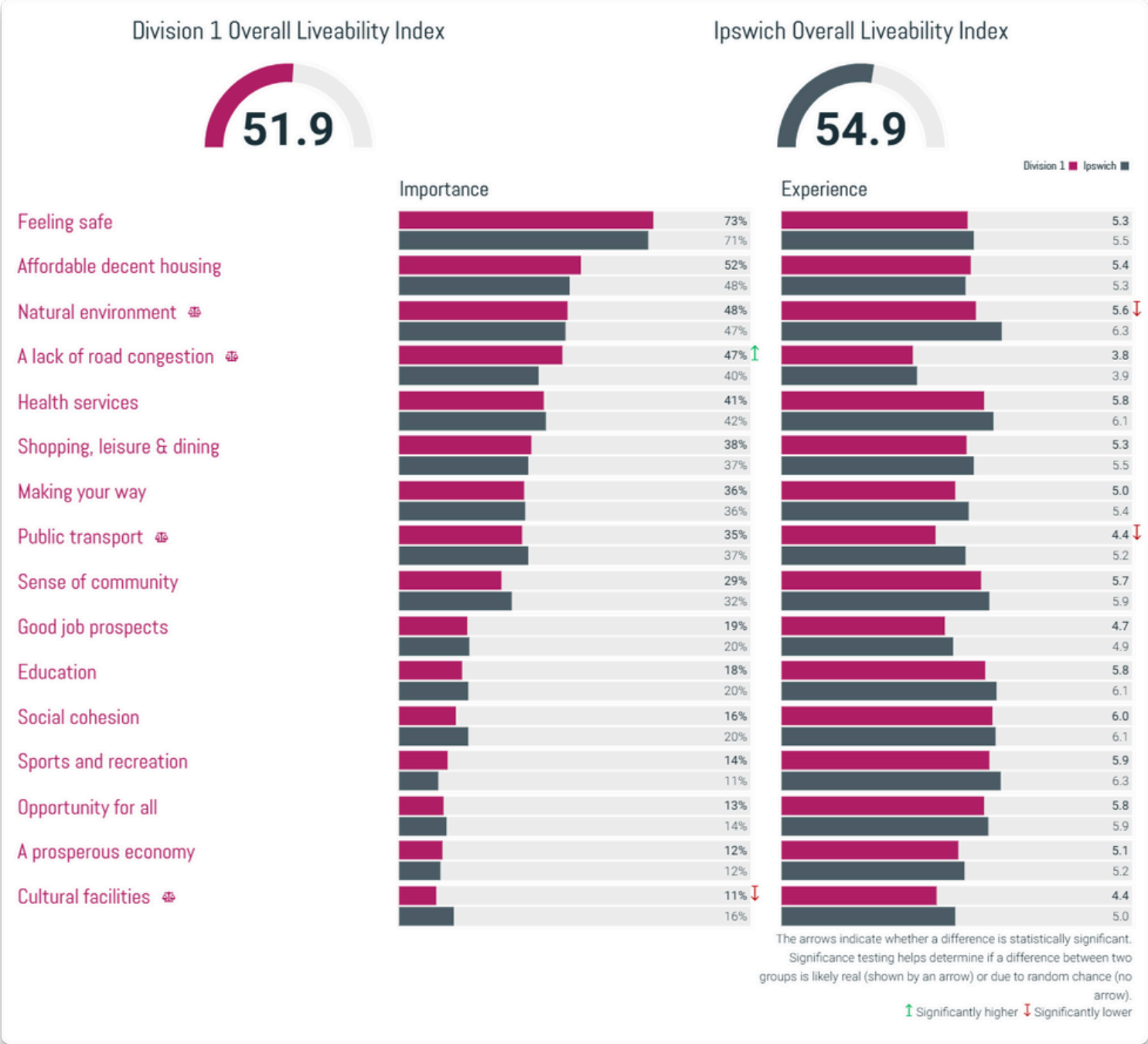
# APPENDIX

## 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, Goolman, Mount Forbes, Mount Walker West, and White Rock.

The Overall Liveability Index for Division 1 was 51.9/100, lower than the Ipswich Index (54.9).

Sample size: n=241



# APPENDIX

## LOCAL AREA INSIGHTS: DIVISION 2

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

The Overall Liveability Index for Division 2 was 56.7/100, higher than the Ipswich Index (54.9).

Sample size: n=202

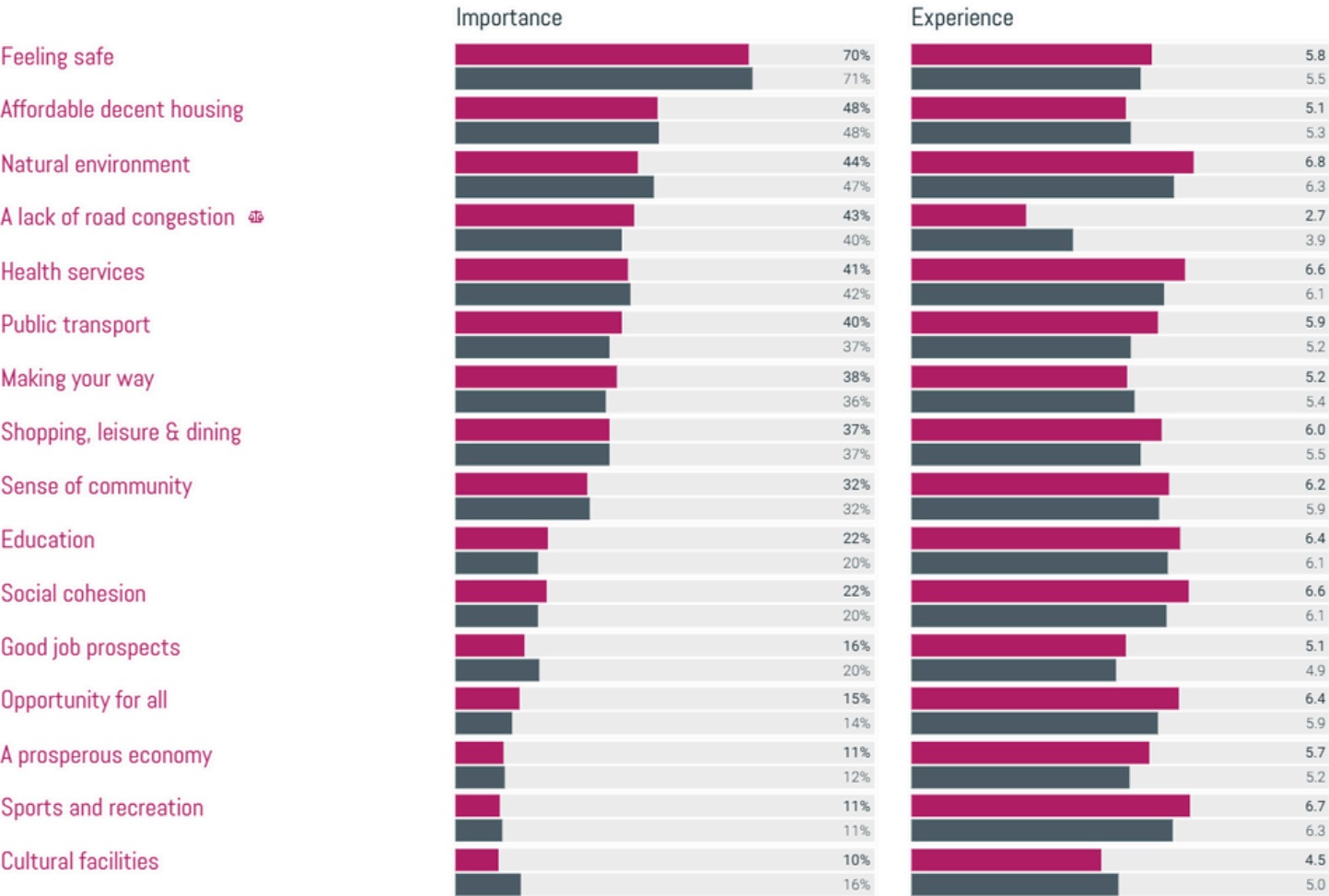
Division 2 Overall Liveability Index



Ipswich Overall Liveability Index



Division 2 Ipswich



The arrows indicate whether a difference is statistically significant. Significance testing helps determine if a difference between two groups is likely real (shown by an arrow) or due to random chance (no arrow).  
↑ Significantly higher ↓ Significantly lower

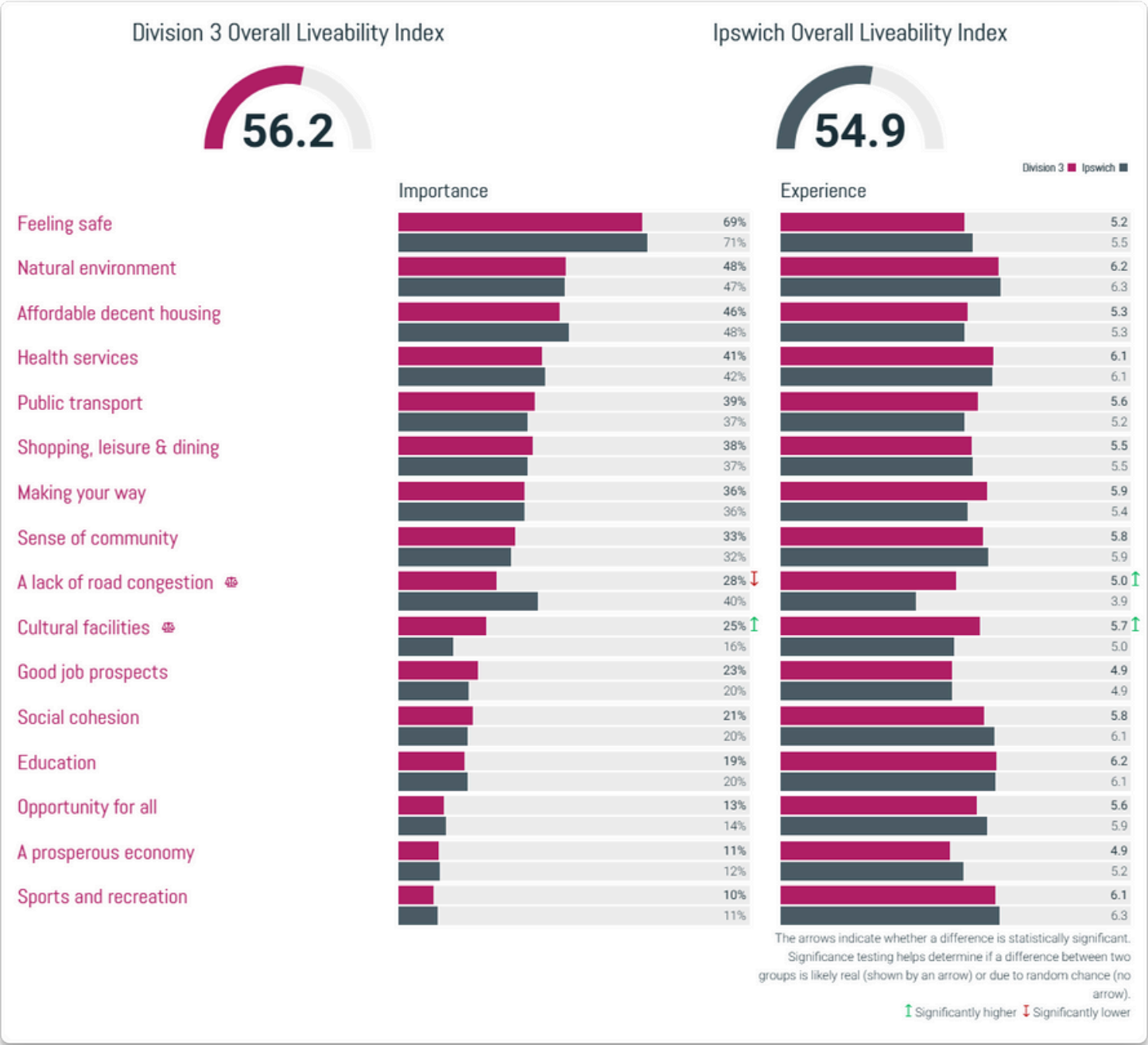
# APPENDIX

## 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 56.2/100, higher than the Ipswich Index (54.9).

Sample size: n=398



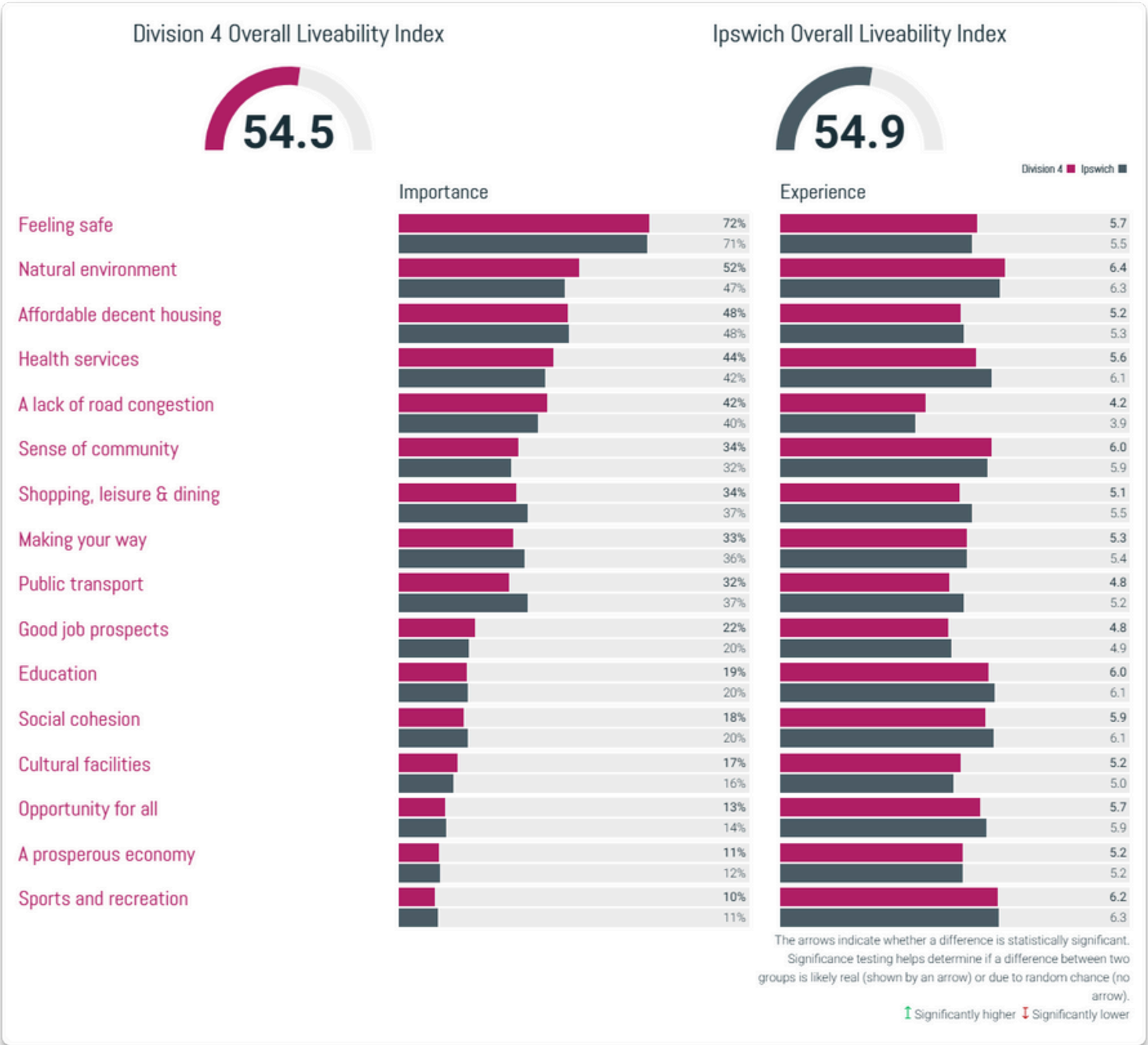
# APPENDIX

## 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, Muirlea, and Woolshed.

The Overall Liveability Index for Division 4 was 54.5/100, slightly lower than the Ipswich Index (54.9).

Sample size: n=283





## **Living in Ipswich** Views Report

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