

Living in Ipswich, 2024

Insights briefing



Daniel Evans



Jacquie Norton



Iksha Malik

home.id.com.au/community-views | views.id.com.au/ipswich

community views



powered by

.id informed
decisions

The .id digital platform for Ipswich...

What is it like to live here and what needs to happen to advance quality of life?

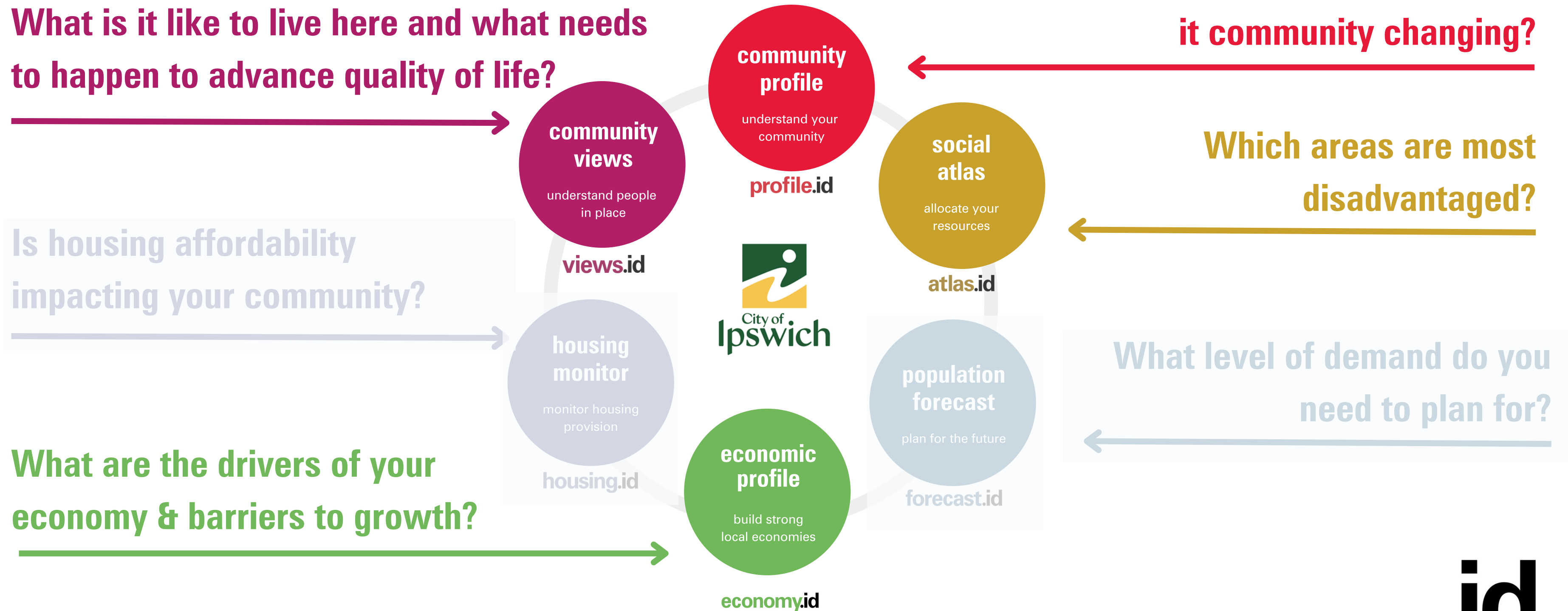
Who lives in your community and how is it community changing?

Which areas are most disadvantaged?

Is housing affordability impacting your community?

What are the drivers of your economy & barriers to growth?

What level of demand do you need to plan for?



What do we already know about Ipswich?

Informed by our understanding of local area demographics, futures and economics...

profile.id

Currently home to >250,000 people, +8,500 on the previous year, a third moving from Brisbane



forecast.id

Ipswich will continue to grow to accommodate the outward expansion of Brisbane

profile.id

Median age of 33, lower than Australia (38)



profile.id

Biggest growth has been in 'Parents and homebuilders' (35-49 year olds)

atlas.id

Spatially there are areas of social advantage and disadvantage



profile.id

High proportion of renters and households with a mortgage

economy.id

Local GRP trajectory positive, growing above the Queensland average



economy.id

High proportion of Health Care & Social Assistance, Education & Training and Manufacturing jobs

But what is it like to live in Ipswich?

views.id

We ask questions that allow place based decision makers to measure the positive impact or benefits that policies generate for society, beyond purely economic considerations.

Values and Experiences



Liveability and Future Needs



Health and Wellbeing



Financial Circumstances



Climate Change



Concerns and Ideas



Demography and Life Stage

By local area



By demography



How many people did you survey?



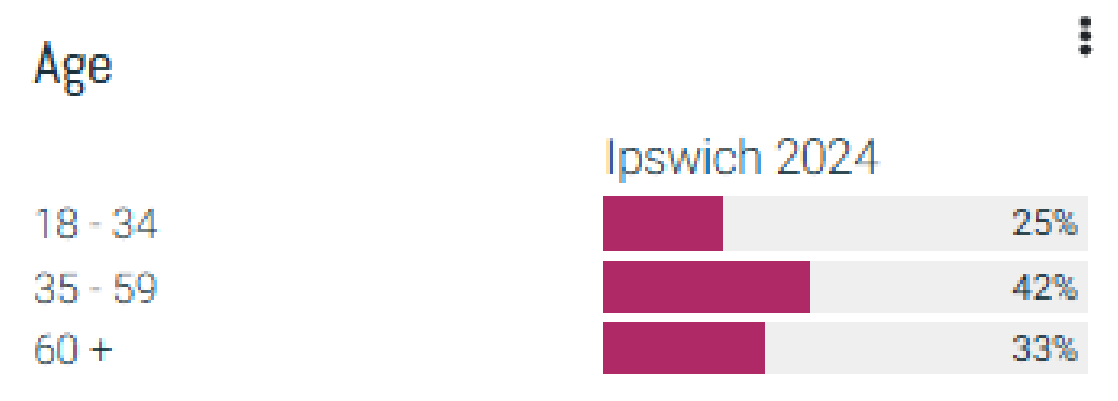
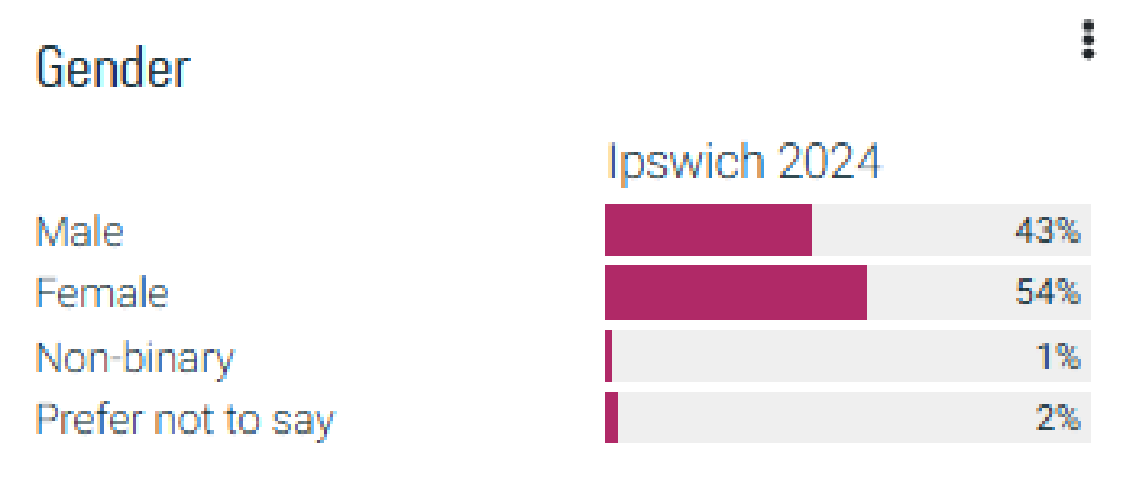
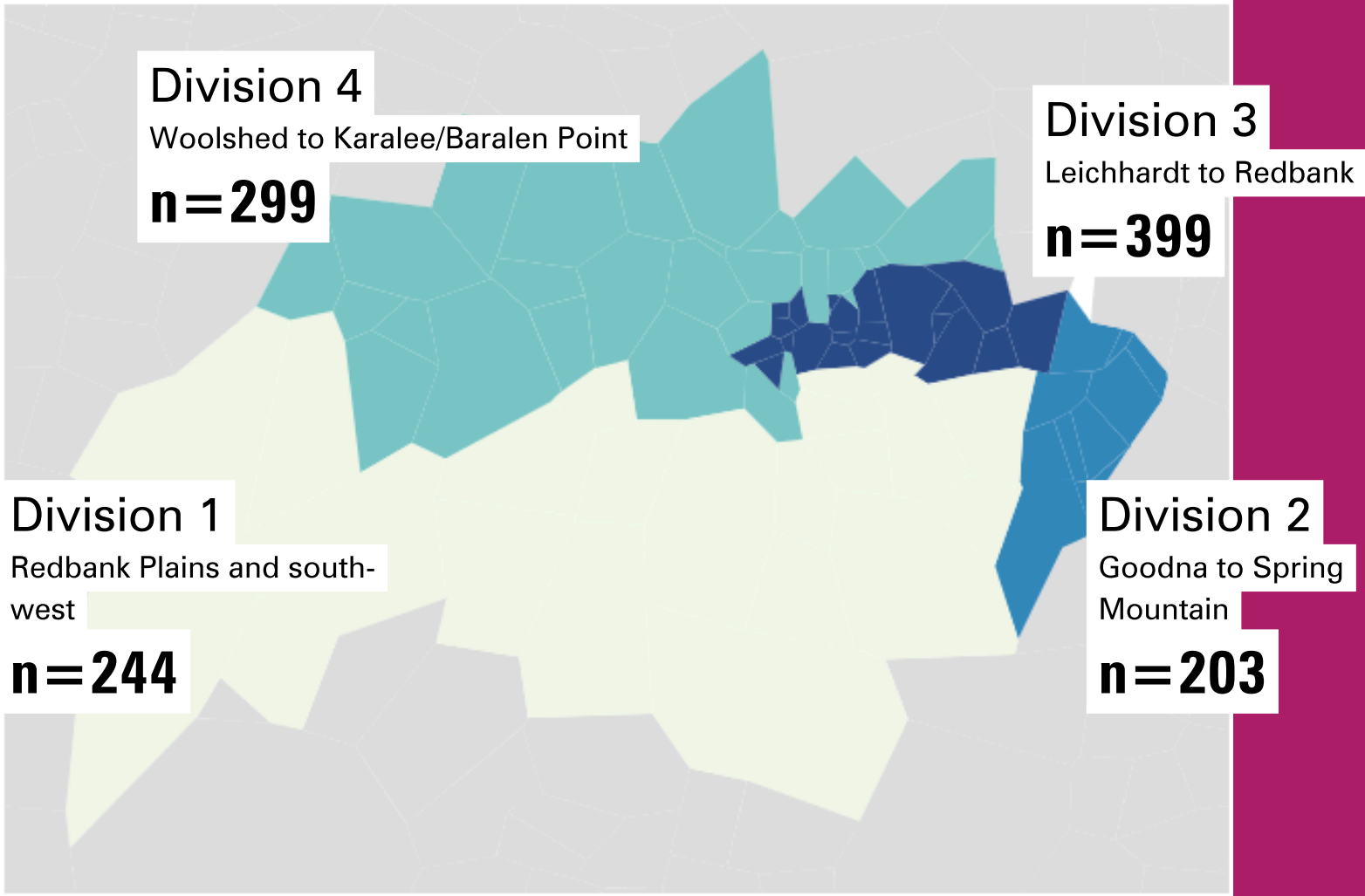
We surveyed n=1,145 residents in July 2024.

The data was collected using a combined Social Media Advertising and City of Ipswich supported methodology.

Controls were employed to ensure minimum representation from key groups of interest spatially and demographically.

A data-normalisation and weighting procedure was employed to ensure the survey sample reflected population characteristics.

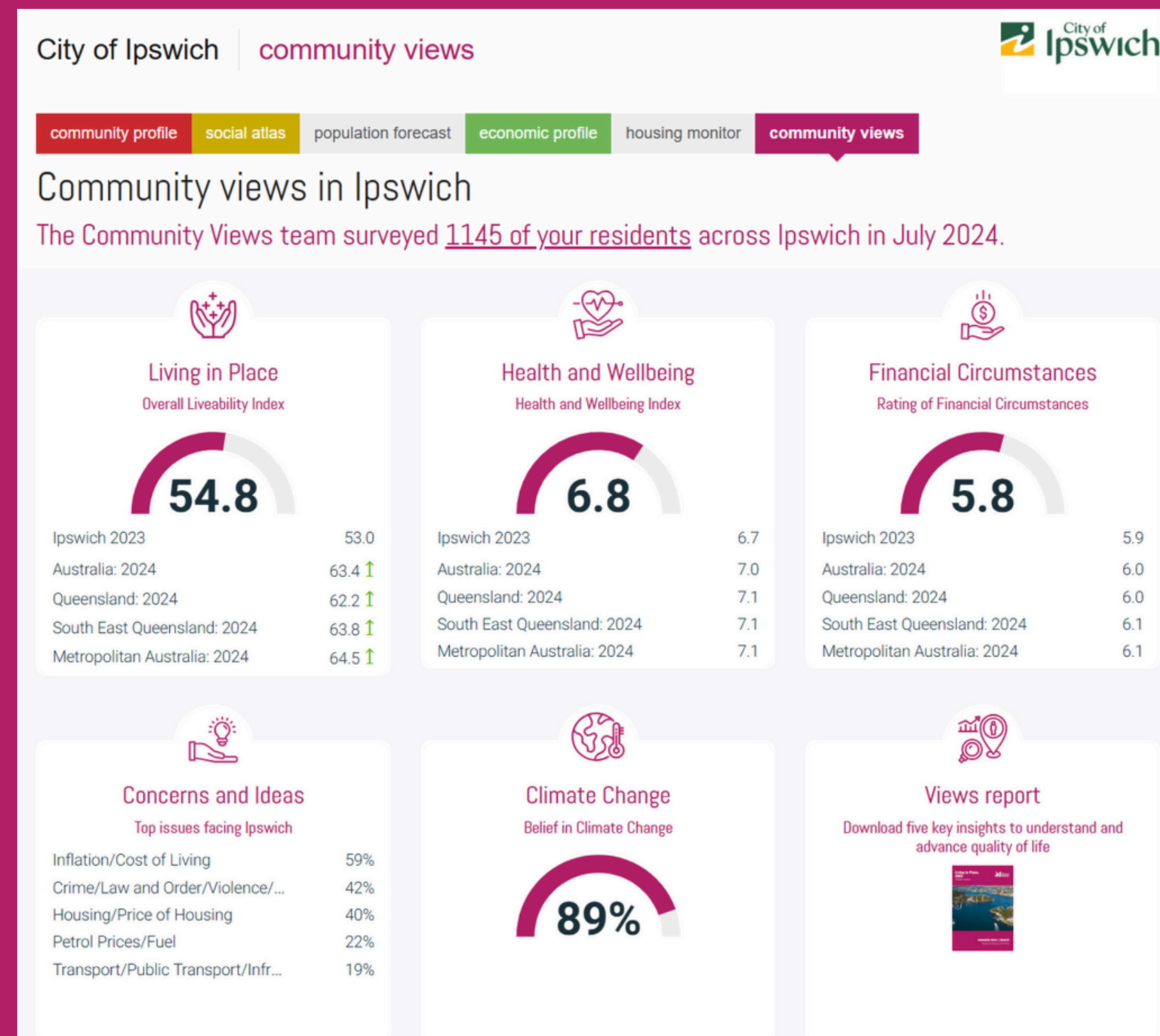
We now have 4 years of data (2021-2024), with 2020 being a small pilot.



What deliverables are available?

views.id

- ✓ [views.id](#) analyses and reports insights. Unlimited users, public or private.
- ✓ The [Insights workshop](#) launches the findings and acts as the first views.id platform on-boarding opportunity.
- ✓ Our [Views report](#) and [Insights video](#) build narrative in the context of your strategic planning and advocacy agenda.
- ✓ Unlimited [ongoing support](#) to help policy makers continue representing their community's priorities in decision making.



Living in Ipswich 2024

Five Key Insights

The impact of population growth on liveability

Outer suburban growth areas play an important role in housing Australia's growing population.

However, residents in these communities tend to face the following challenges:

- Poorer experiences of road congestion (4.8/10 vs 5.6 across Australia)
- Harder to make their way around with relative ease (6.0/10 vs 6.4)
- Lower sense of community (6.2/10 vs 6.5)
- Lower sense of good job prospects (5.7/10 vs 5.9)

Data based on our Living in Australia benchmarking study of over 5,000 Australians



City of Ipswich | community profile

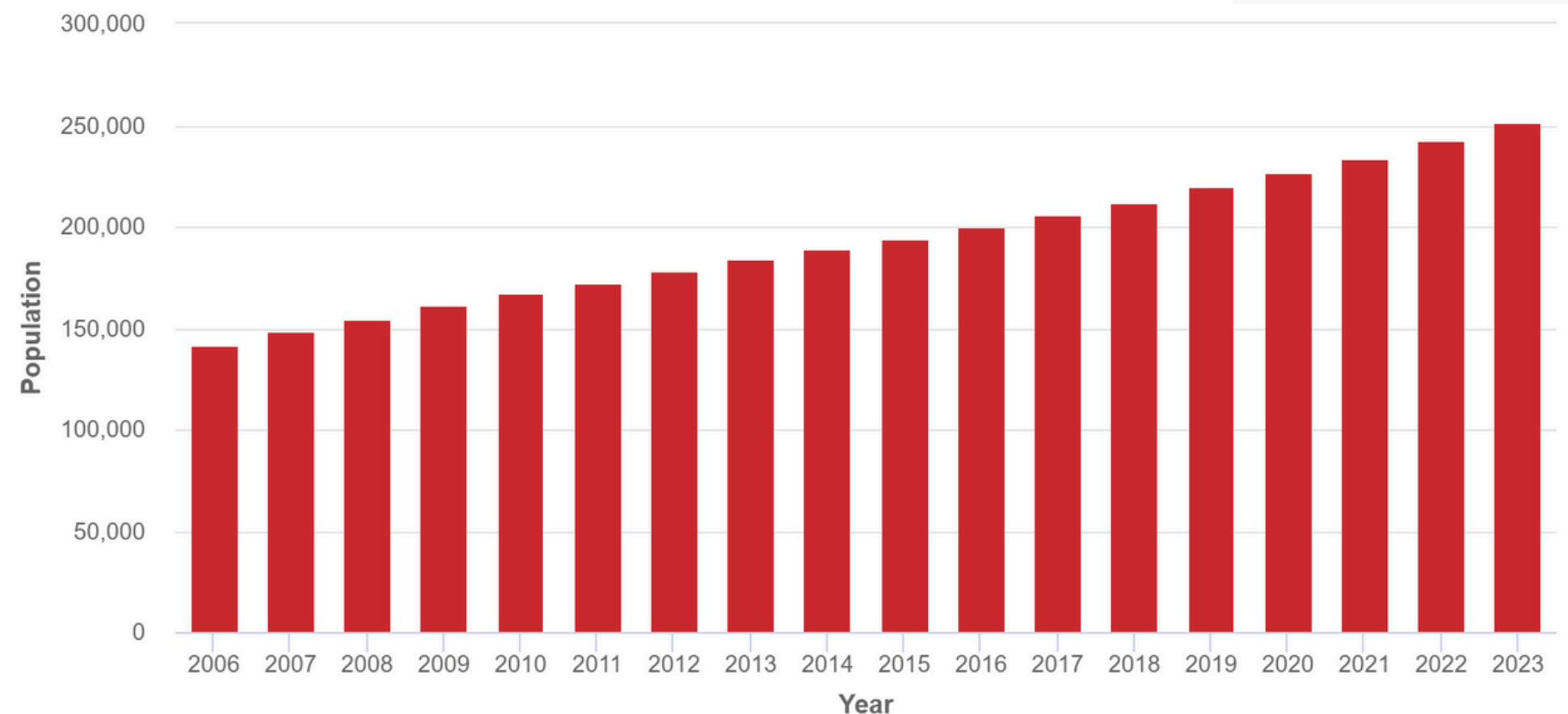
Estimated Resident Population
City of Ipswich

Population

251,148

ERP, 2023

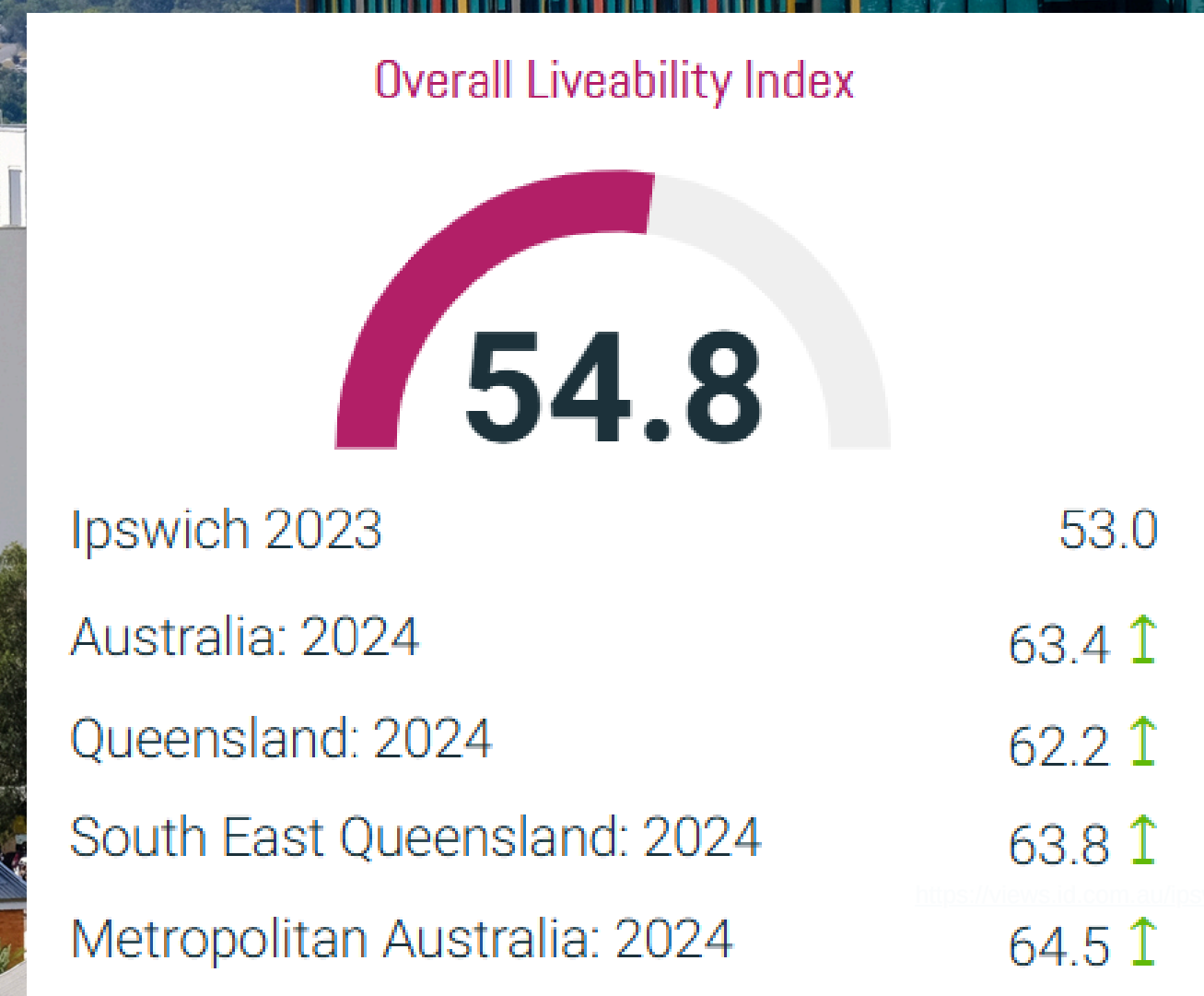
▲ Grown by 8,508 from the previous year.



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

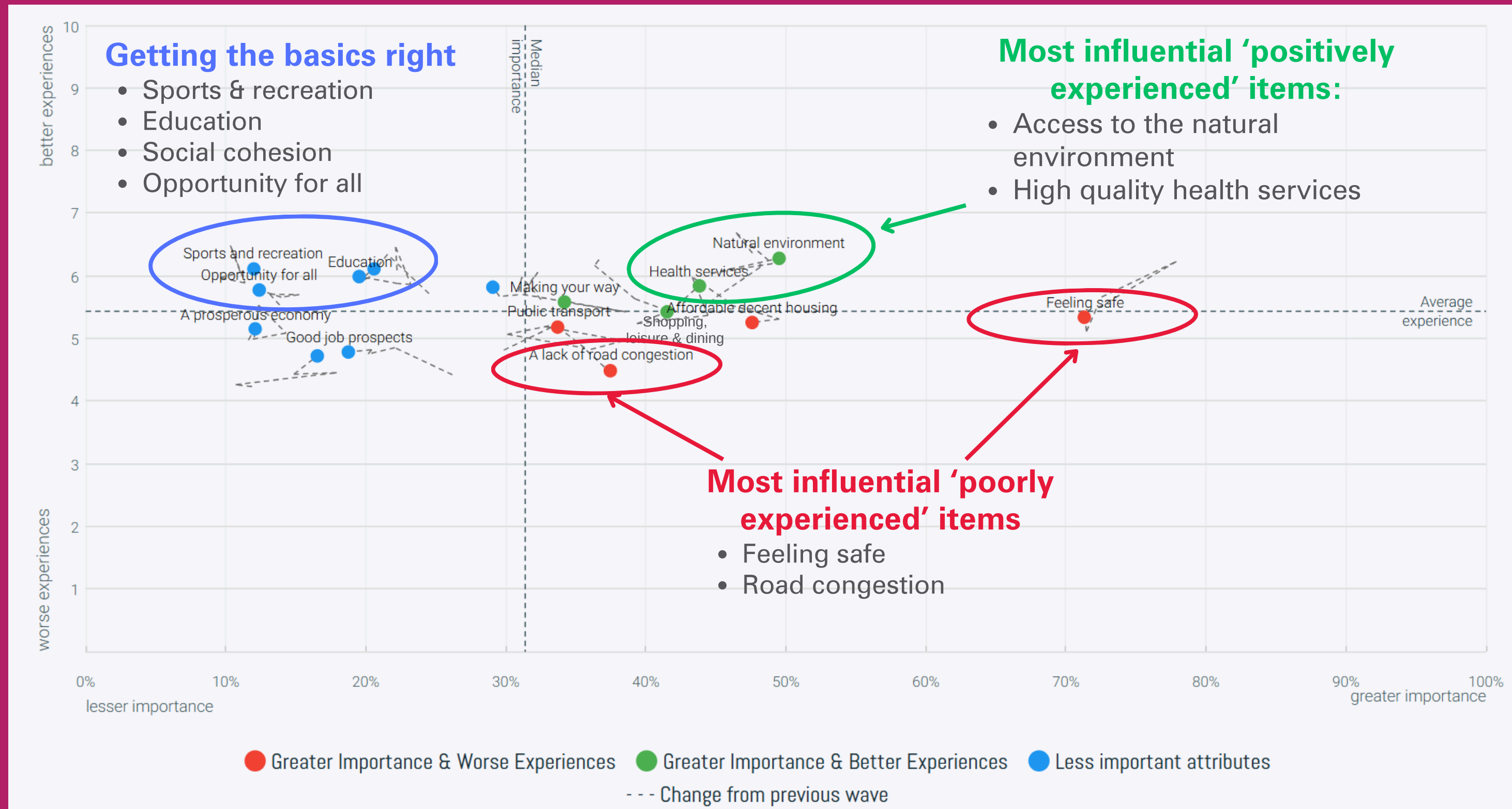
.id informed decisions

INSIGHT 1:
Overall Liveability for Ipswich has improved in the past 12 months, but remains lower than 2021 and contemporary Australian benchmarks.



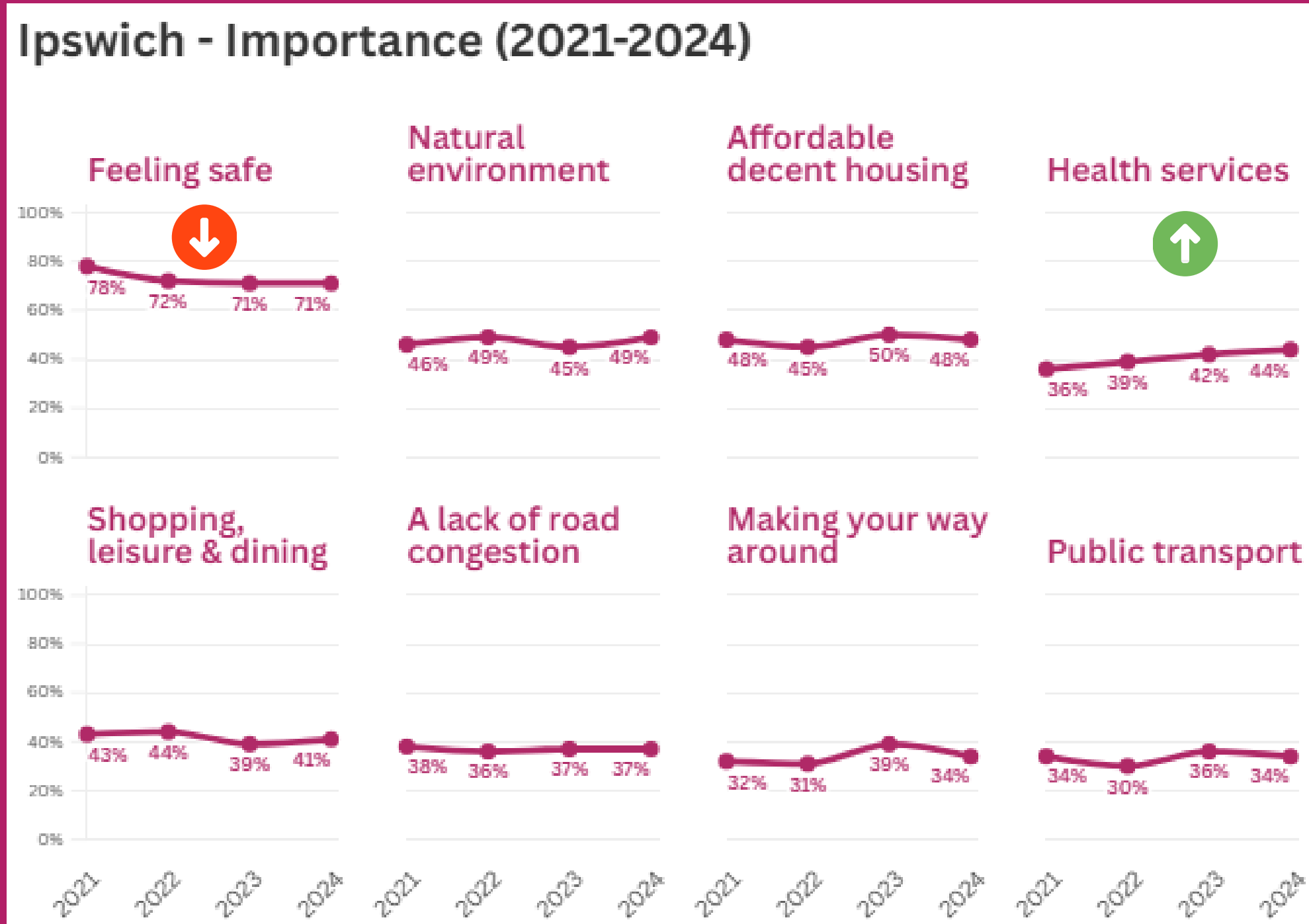
INSIGHT 1: Overall Liveability is 54.8/100...

But what do residents believe makes somewhere a good place to live, and how are these things experienced across Ipswich?



INSIGHT 1: Overall Liveability is 54.8/100...

How have values changed?

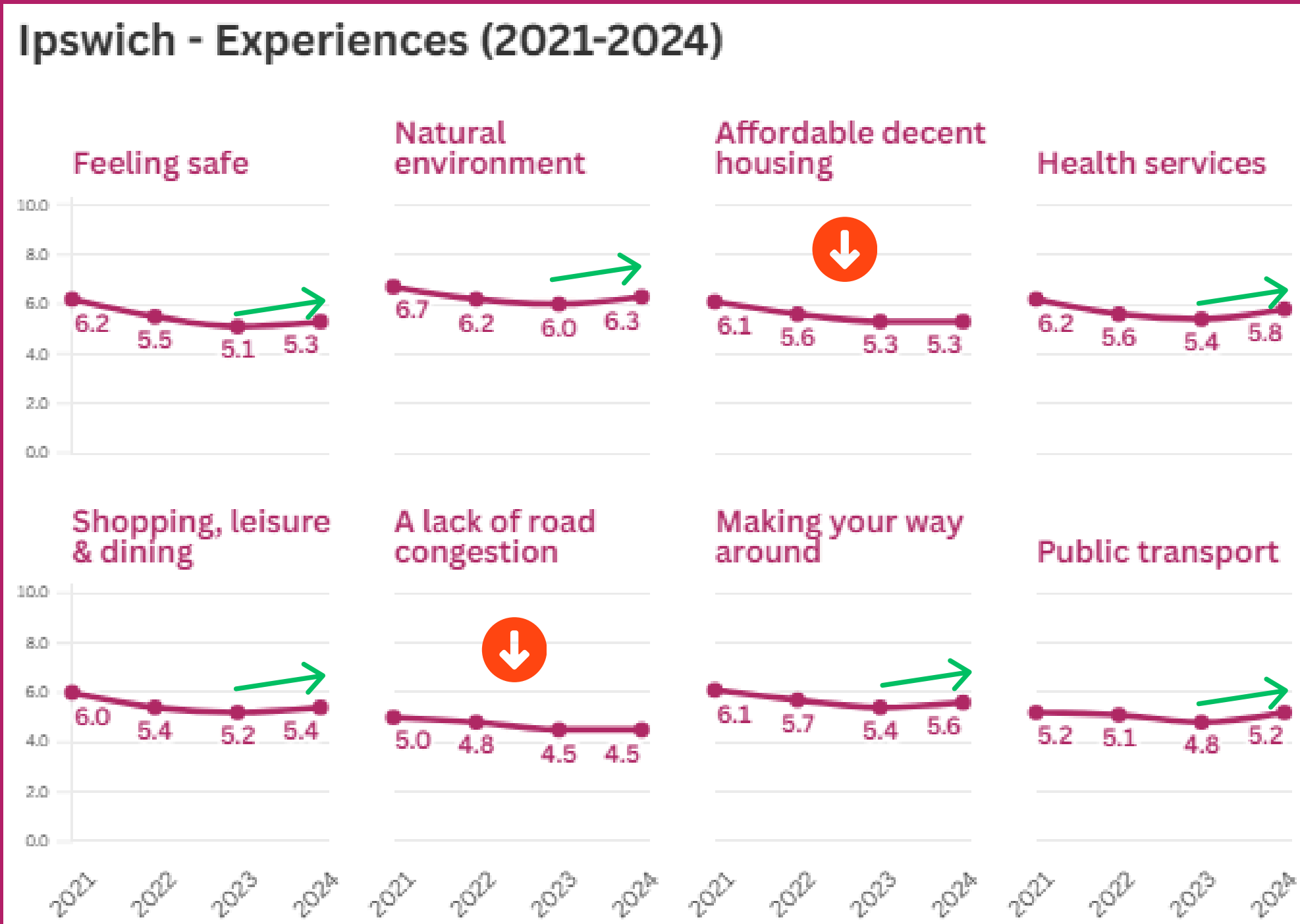


Values have remained relatively consistent over the four years, but we have seen an increase in the importance of high quality health services.

Feeling safe remains highly important, but less important to residents in 2024 than in 2021.

INSIGHT 1: Overall Liveability is 54.8/100...

How have experiences changed?

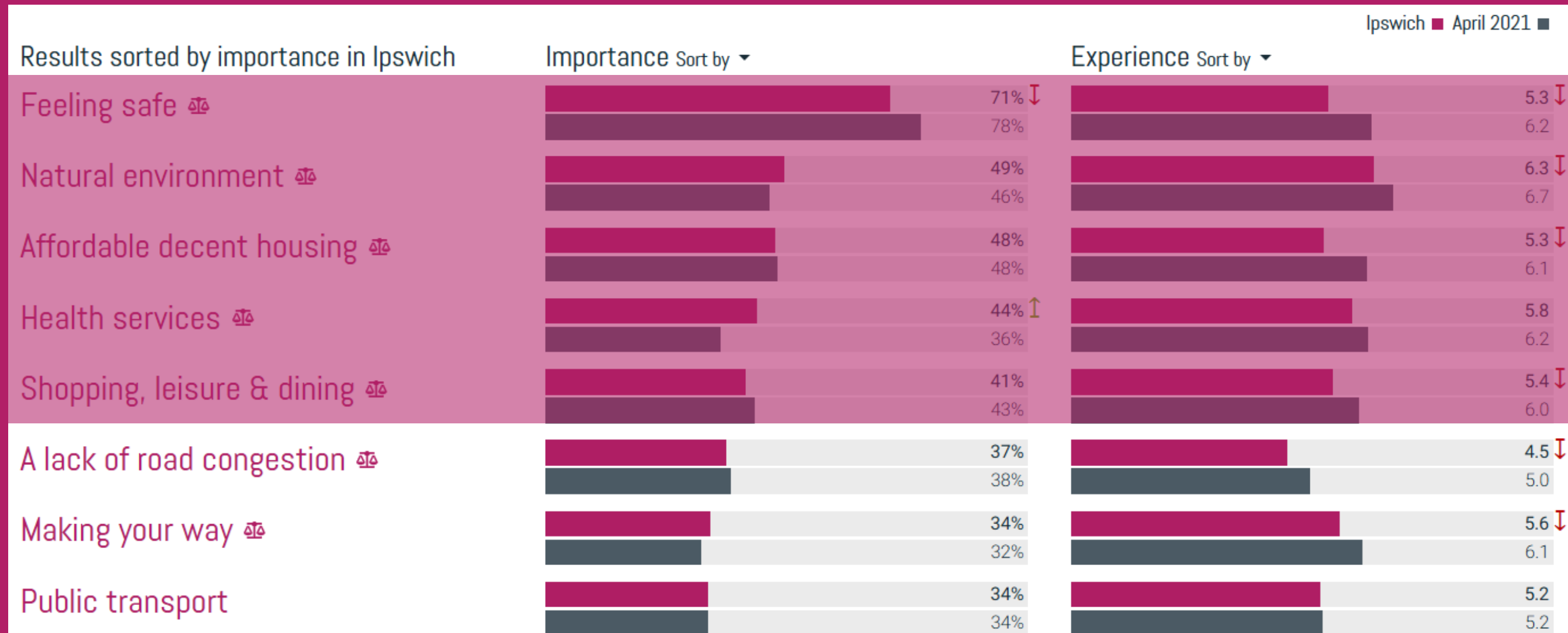


Some local area experiences have improved in 2024 (e.g. 'feeling safe', 'access to nature', 'health services', 'shopping, leisure and dining'), which has contributed to the uplift in the Overall Liveability Index. However, experiences are still lower than in 2021.

Experiences with 'Affordable decent housing' and 'a lack of road congestion' have not rebounded.

INSIGHT 2:

The community's experiences of 'road congestion', 'making their way to/from essential services' and 'reliable and efficient public transport' are placing constraints on quality of life.

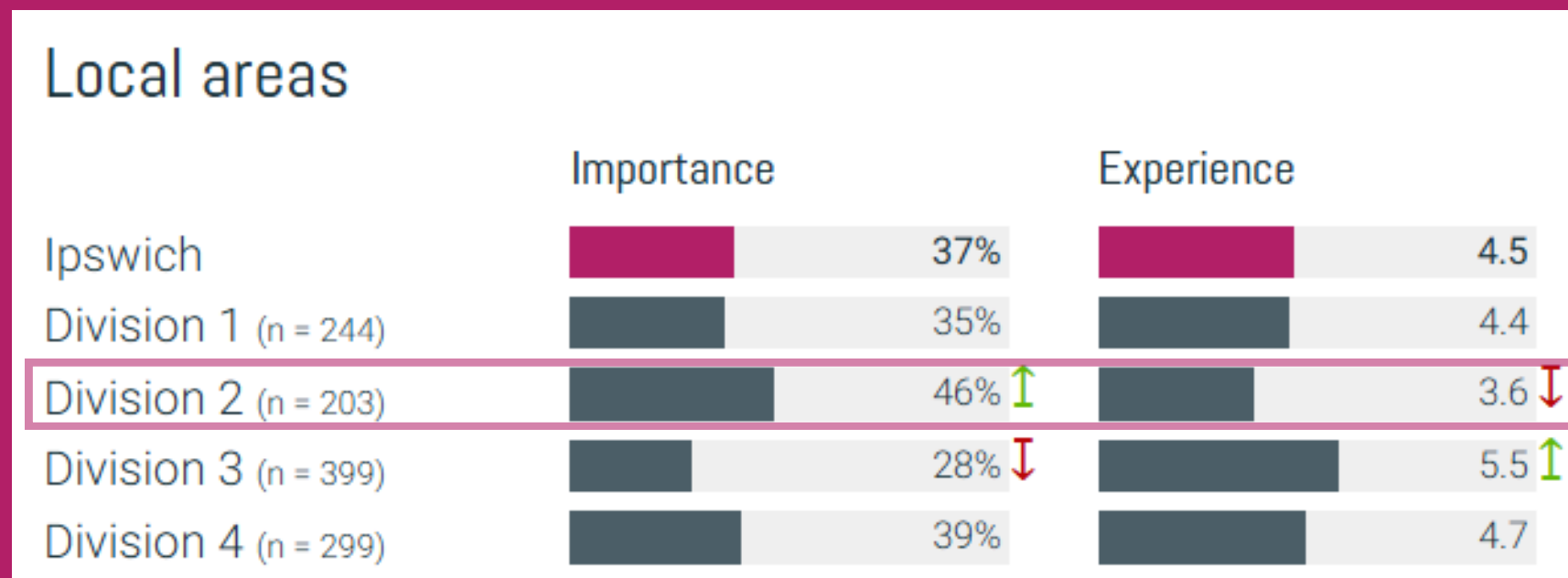


Views regarding the importance of transport have upheld since 2021...but residents' experiences of 'a lack of road congestion' and 'making your way to and from services with ease' have decayed significantly in the face of population growth.

INSIGHT 2: Transport is placing pressure on quality of life...

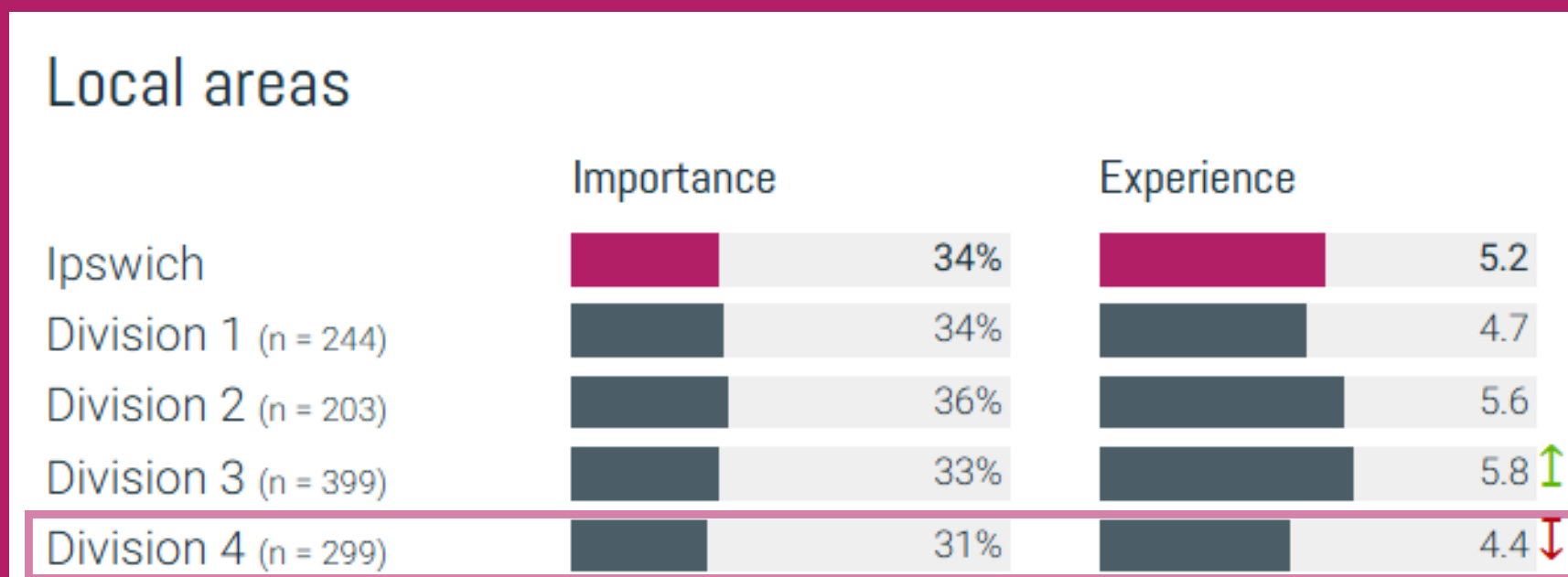
Experiences of road congestion and public transport differ across the LGA.

A lack of road congestion



Analysis of the open-ended comments revealed a significant number of residents were asking for better transport infrastructure, particularly in terms of road maintenance and traffic congestion. There was also a demand for improved public transport options, with calls for more regular connections and better access to major employment centres.

Reliable and efficient public transport



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

54 | Female | Division 4

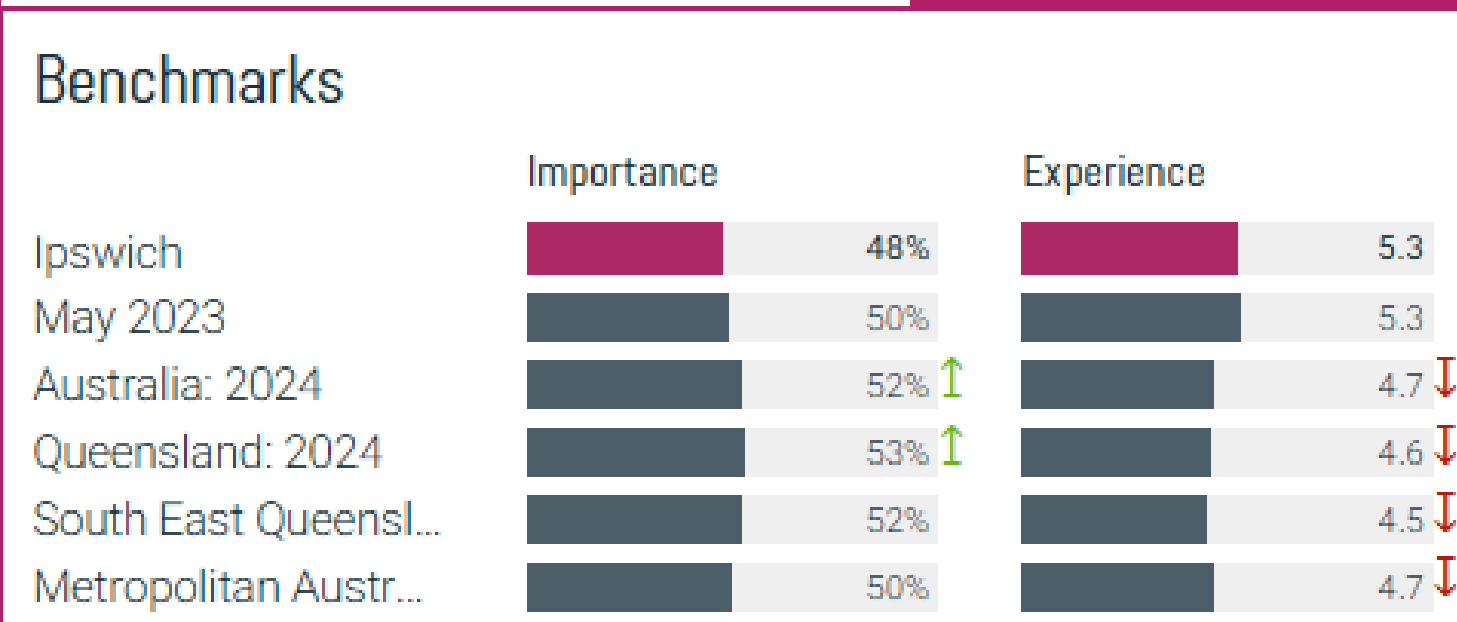
"Expedite the road infrastructure upgrades to reduce traffic congestion into and around Springfield."

29 | Male | Division 2

INSIGHT 3:

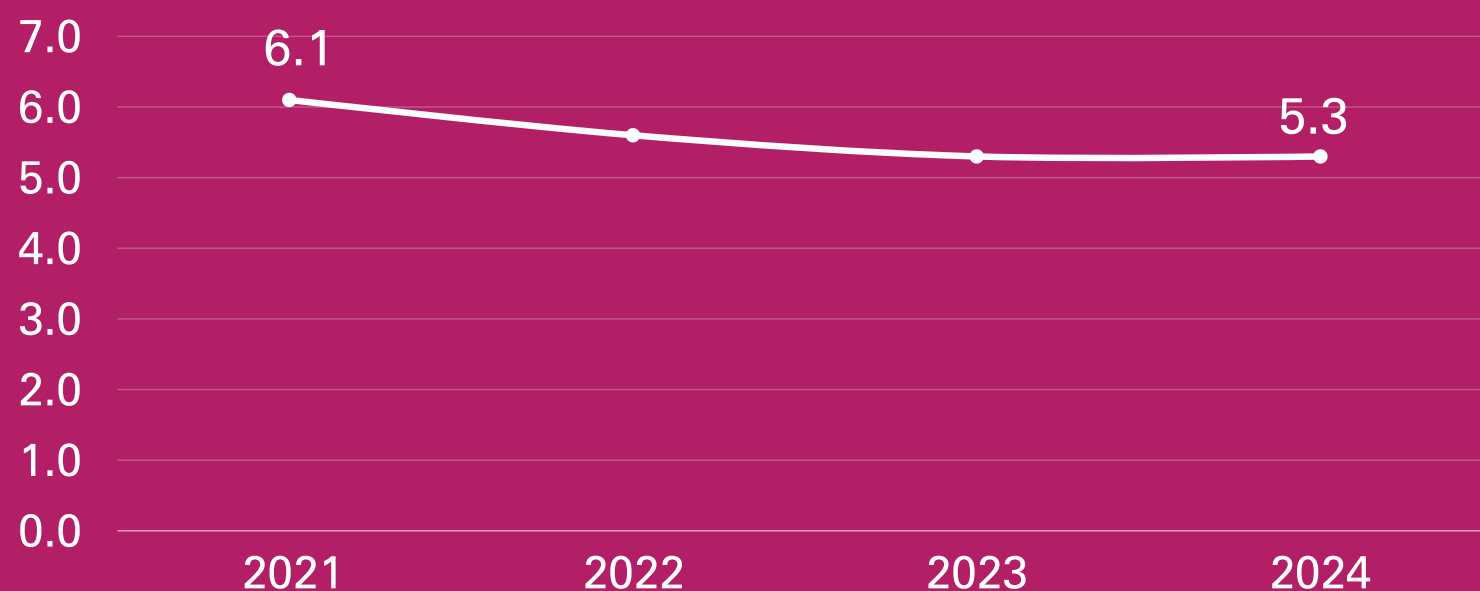
The supply of 'affordable decent housing' is critical to Ipswich's long-term success.

Affordable decent housing



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.

Experiences with 'affordable decent housing' in Ipswich



13th

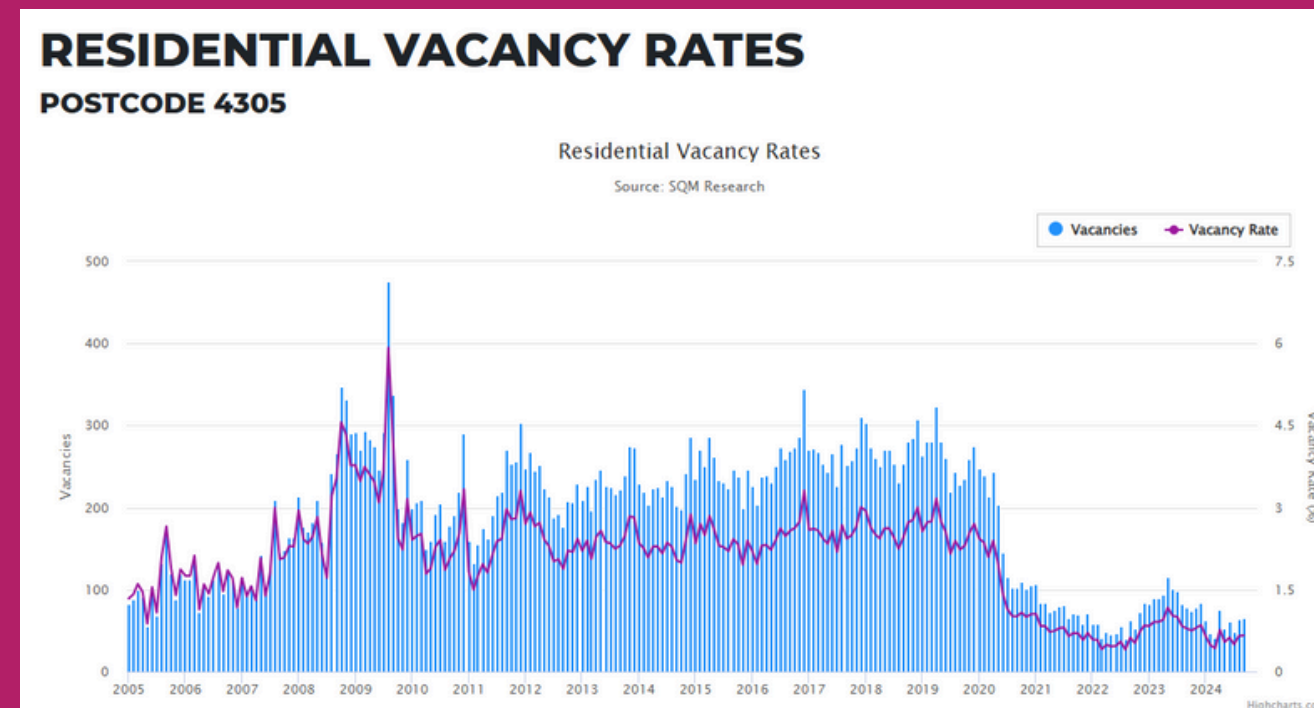
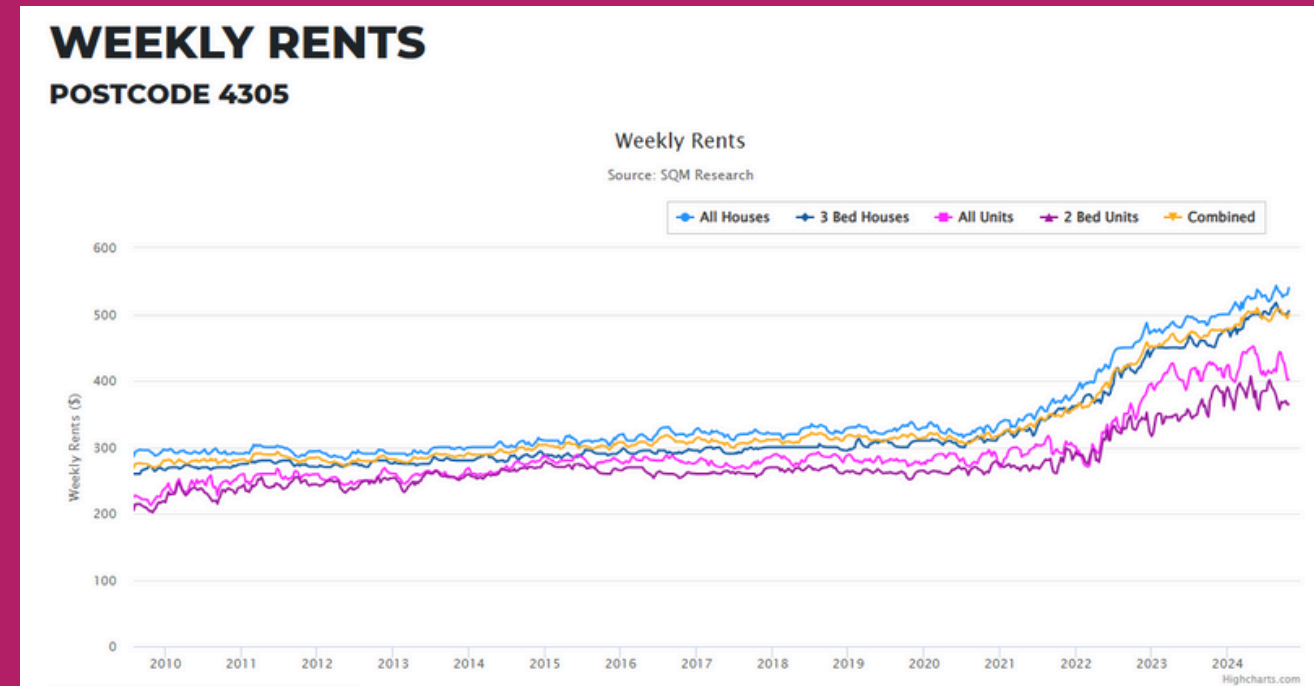
INSIGHT 3: Importance of housing

For renters, who make up 38% of the City of Ipswich population, affordable decent housing is the number one thing contributing to their quality of life.

Ipswich Renters
Affordable decent housing

#1 

thing they look for in a good place to live (71%)

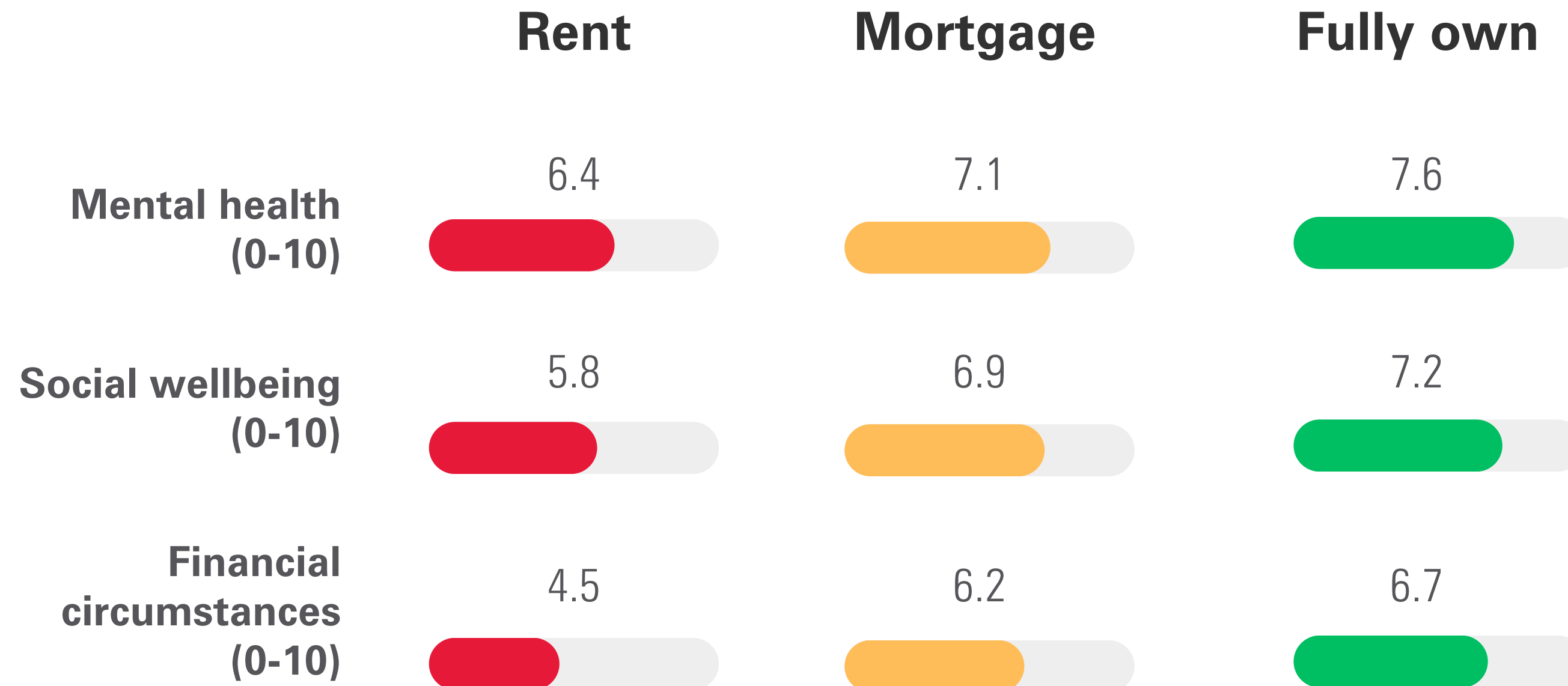


Affordable decent housing
Ipswich Experiences (0-10)



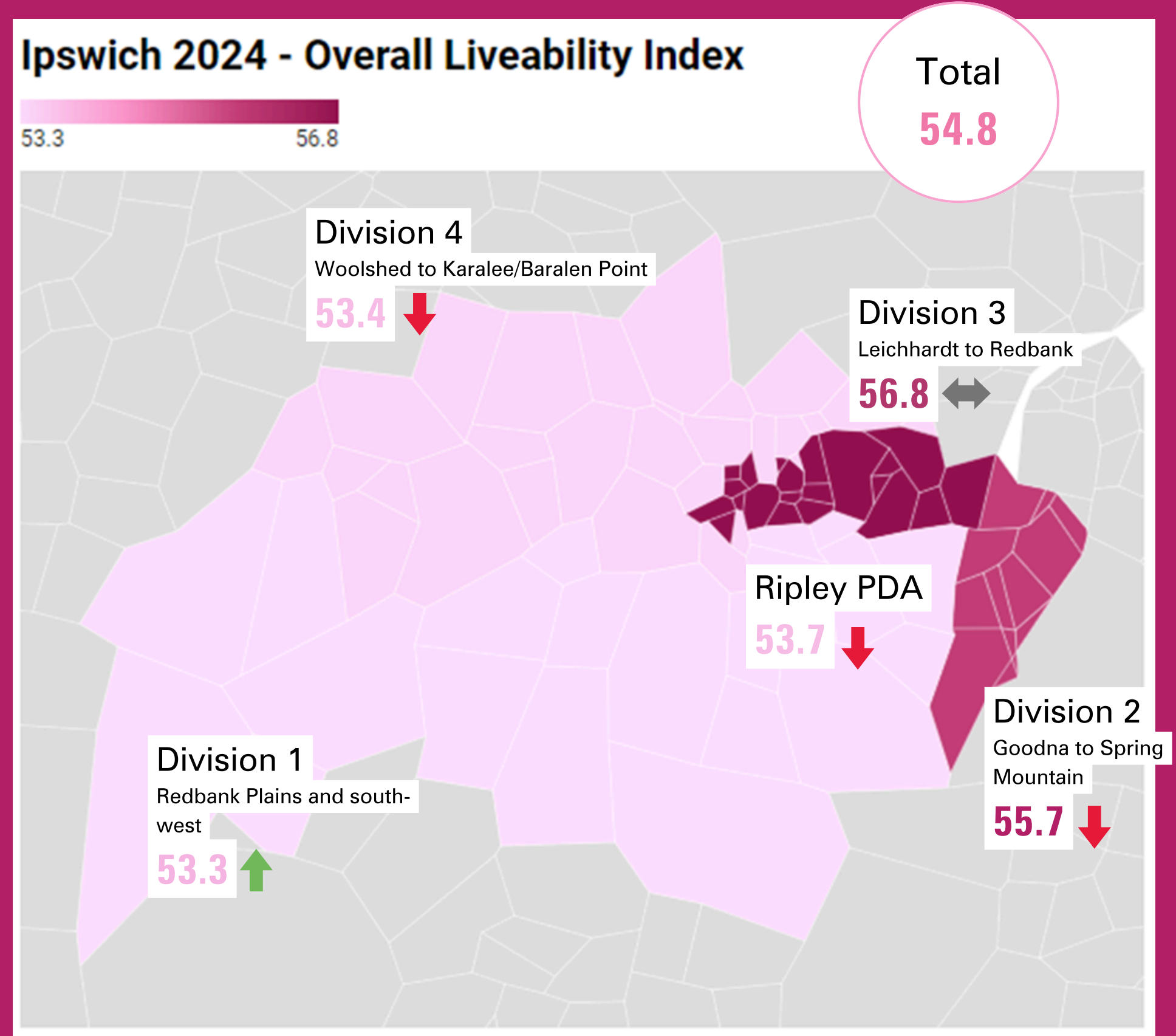
INSIGHT 3: Importance of housing

Secure housing is critical for mental health and social wellbeing



INSIGHT 4:

Overall liveability differs spatially across the City of Ipswich

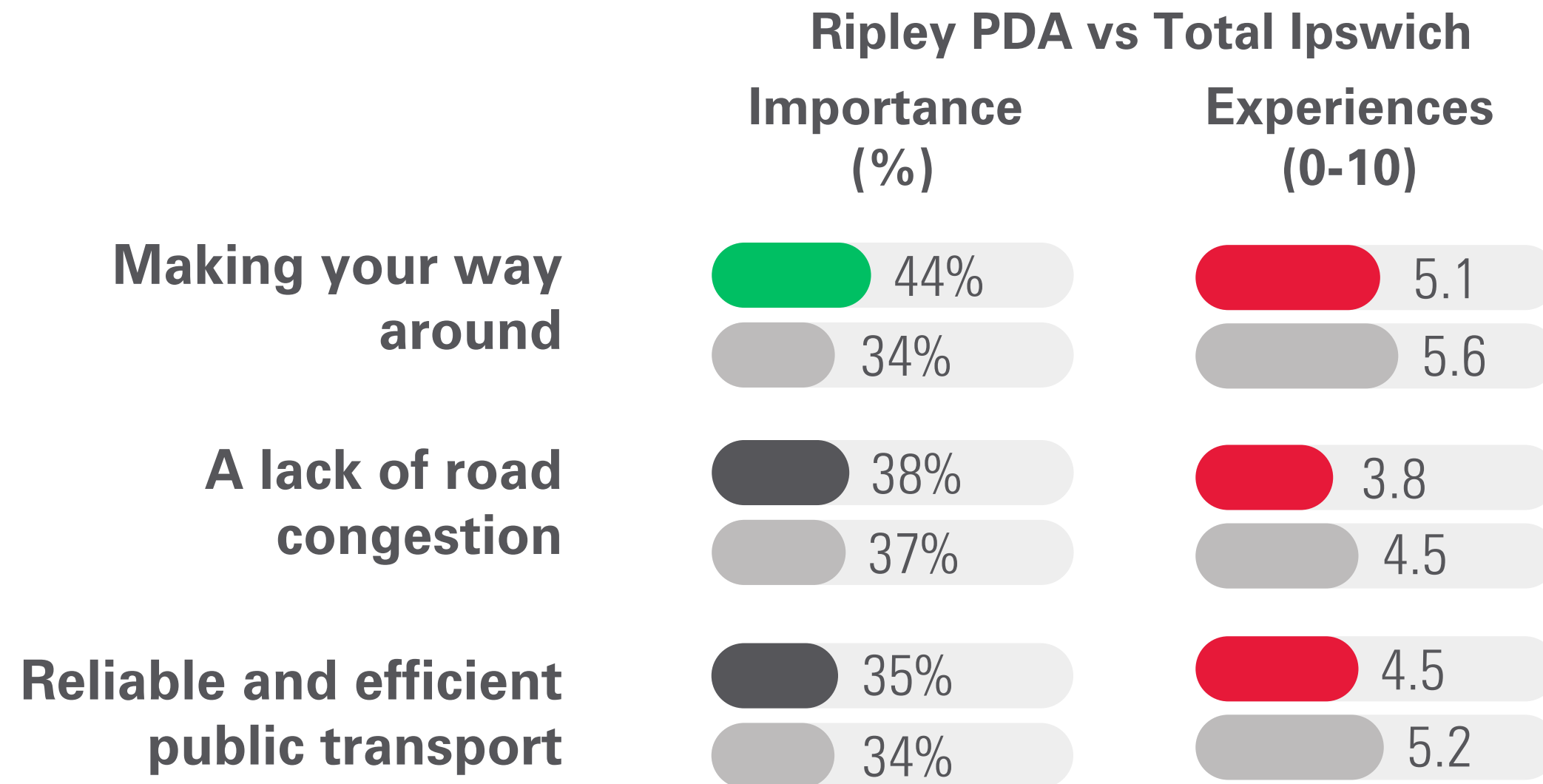


The Ripley Valley Priority Development Area begins 5kms south east of the Ipswich CBD and concludes at Bundamba Lagoon just north of the City boundary. It includes the suburbs of Deebing Heights, Flinders View, Ripley, South Ripley and White Rock. n=109 cases.

Arrows indicate change since 2020

INSIGHT 4: Spatial liveability...

Residents living in suburbs experiencing rapid development have clear and specific needs to advance their quality of life.



The Ripley PDA community 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'.

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. n=109 cases

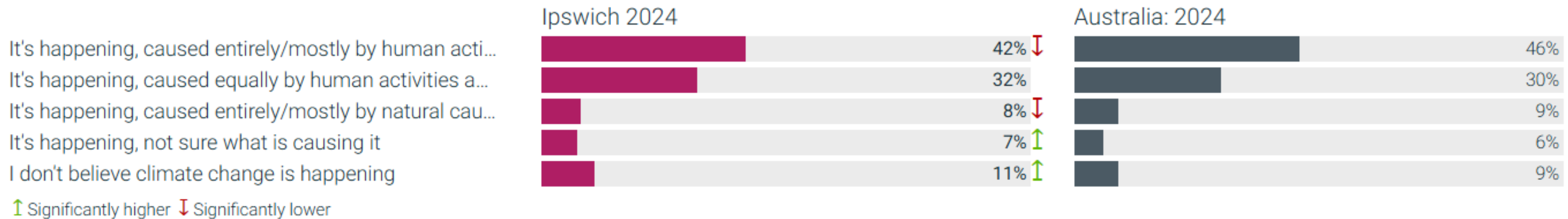
INSIGHT 5:

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

Ipswich Belief in Climate Change



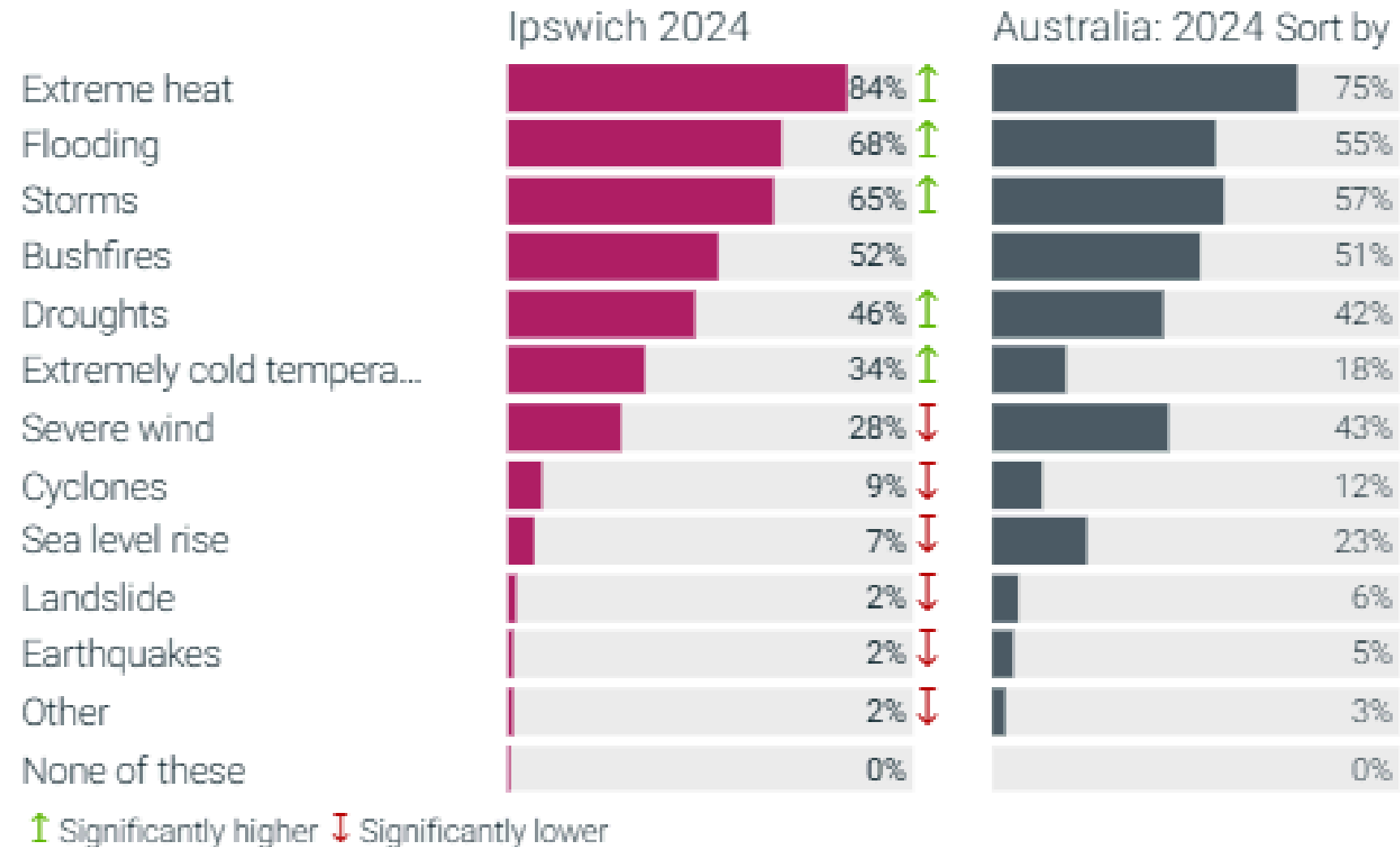
Which of the following best describes your personal views on climate change?



INSIGHT 5: Belief in climate change...

Of those who believe, extreme heat, flooding and storms are the biggest risks

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



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

90%

Increased household running costs
(e.g. energy, water, insurance, etc)

66%

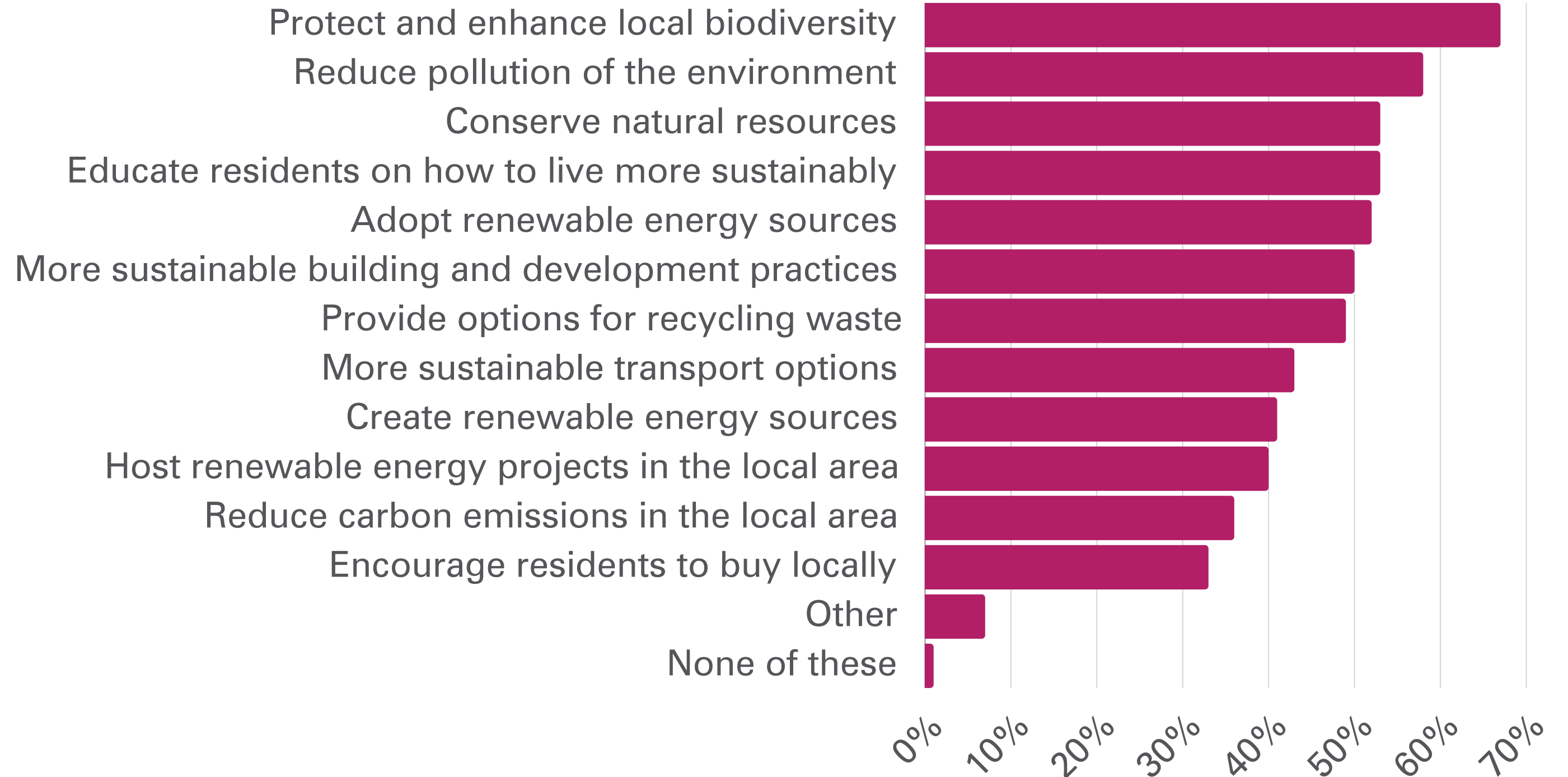
Food production, making it harder
and more expensive to get food
items

INSIGHT 5: Belief in climate change...

What should we do about it?

A bit of everything...

Ideas largely consistent with average Australian, but with somewhat less enthusiasm.



Living in Ipswich | In summary...

1. Ipswich is more liveable overall than last year, but less liveable than in 2021.
2. Experiences with transport (particularly road congestion) are putting downward pressure on quality of life.
3. The supply of 'affordable decent housing' is critical to Ipswich's long-term success.
4. Residents living in suburbs experiencing rapid development (such as the Ripley PDA) have clear and specific needs to advance their quality of life.
5. Ipswich residents feel vulnerable to the impacts of climate change, and they feel a strong need to protect their ability to interact with nature.