

Living in Ipswich, 2025

Insights briefing



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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?

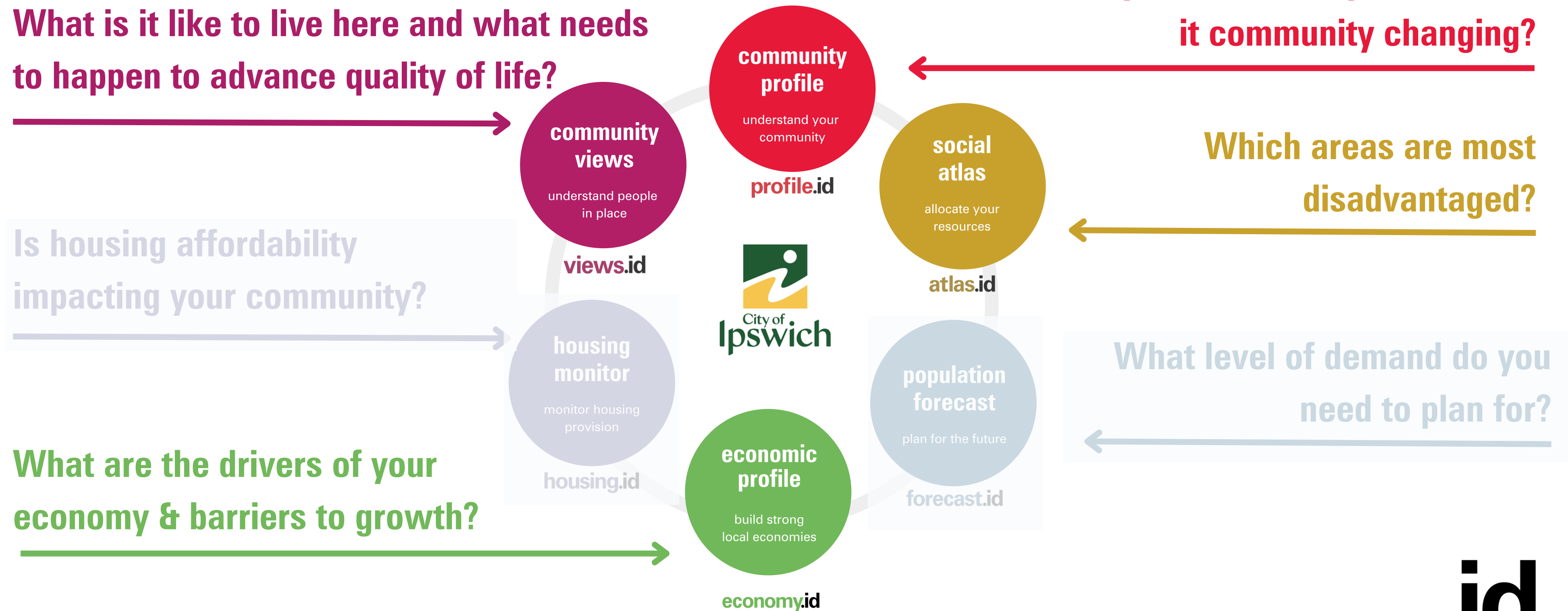
Is housing affordability impacting your community?

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

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

Which areas are most disadvantaged?

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, economics and futures...

profile.id

Currently home to >260,000 people, (+9,000 annually, and rising). Many move 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

Main industries are Health Care & SA (+), Education & Training (=) and Manufacturing jobs (-)

What is it like to live in Ipswich?

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.

Survey Topics

Values and Experiences



Liveability and Future Needs



Health and Wellbeing



Financial Circumstances



Concerns and Ideas



Climate Change



Demography and Life Stage

By local area



By demography



The 16 Attributes



A lack of road congestion



A prosperous economy



High quality education opportunities



High quality health services



A strong sense of community



Access to the natural environment



Making your way to/from services with ease



Opportunity for all



Affordable decent housing



Cultural facilities e.g. museums, galleries, festivals



Reliable and efficient public transport



Shopping, leisure and dining experiences



Feeling safe



Good job prospects



Social cohesion



Sports and recreation

How many people were surveyed?

views.id

We surveyed n=1,124 residents in May-June 2025.

The data was collected using a combination of Social Media Advertising (96% of sample) and via City of Ipswich's own channels (4% of sample).

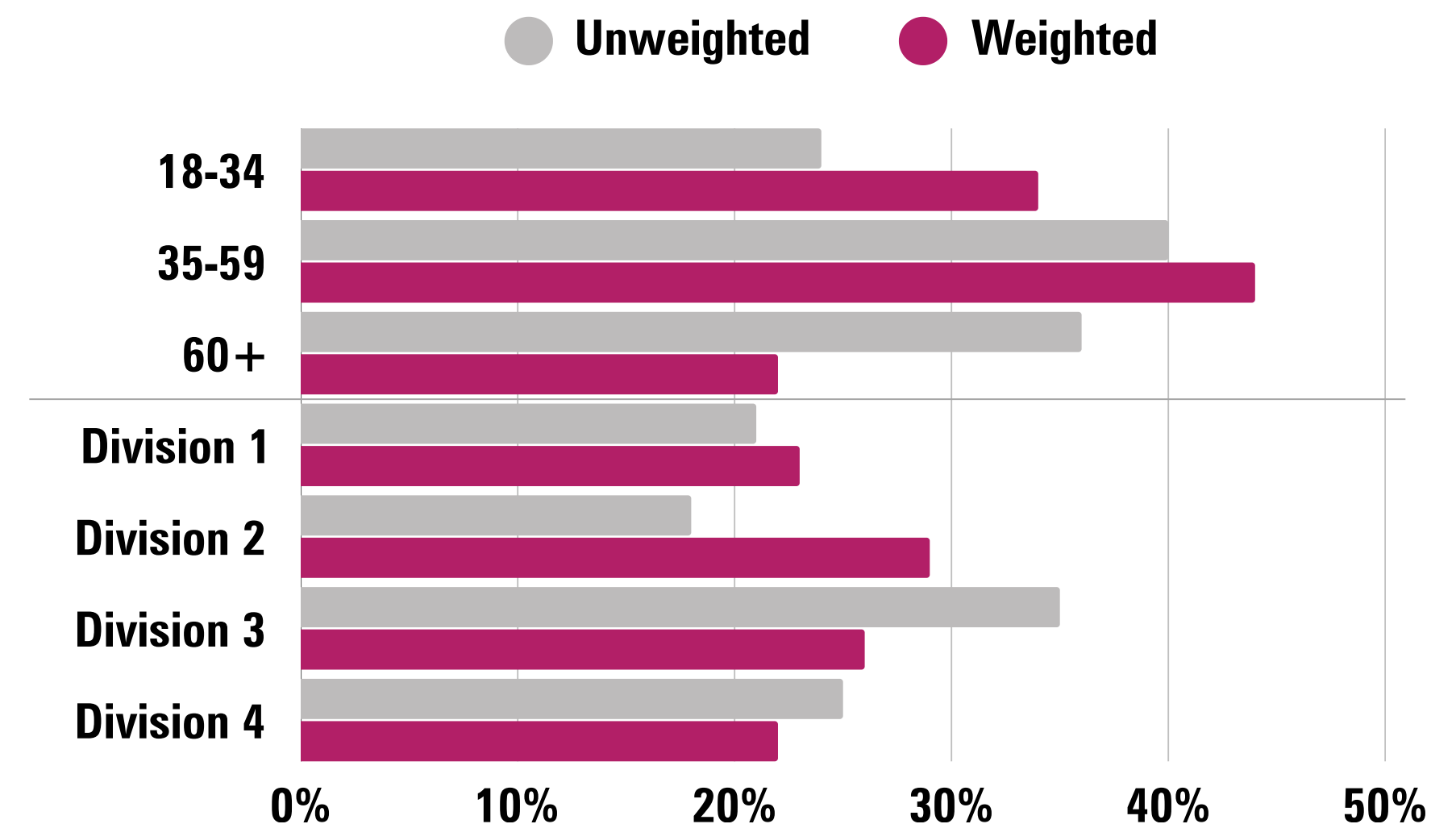
Controls were employed to ensure minimum representation from key groups of interest spatially and demographically.

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

We now have 5 years of data (2021-2025), with 2020 being a small pilot.

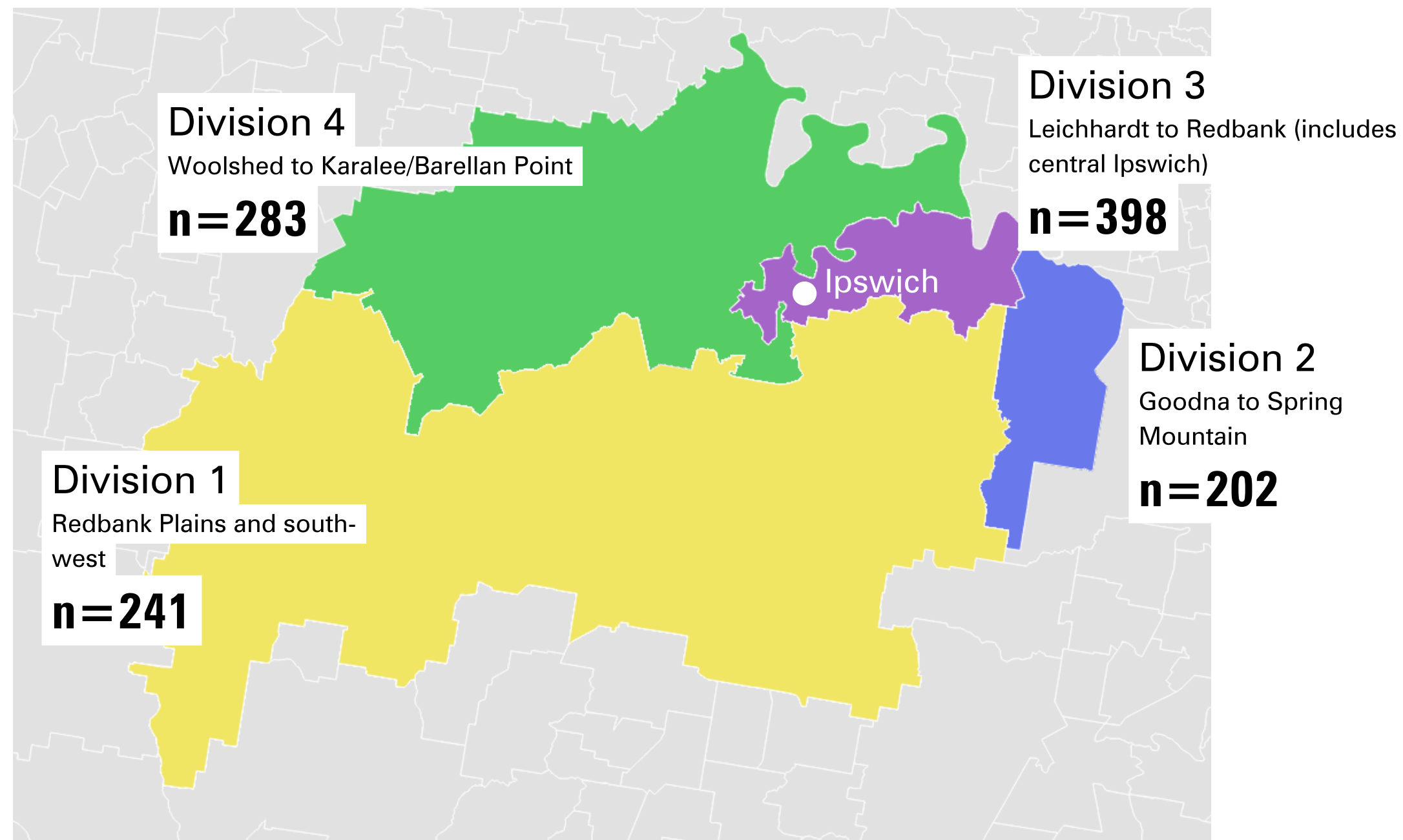
More information on the methodology can be found in the technical supplement.

The final data has been weighted to reflect the population distribution in Ipswich.



The local areas represented in this data

City of Ipswich



How you can engage with this data

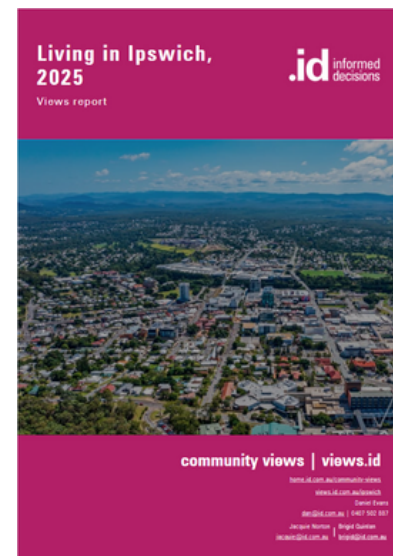
views.id

Insights Workshop Presentation



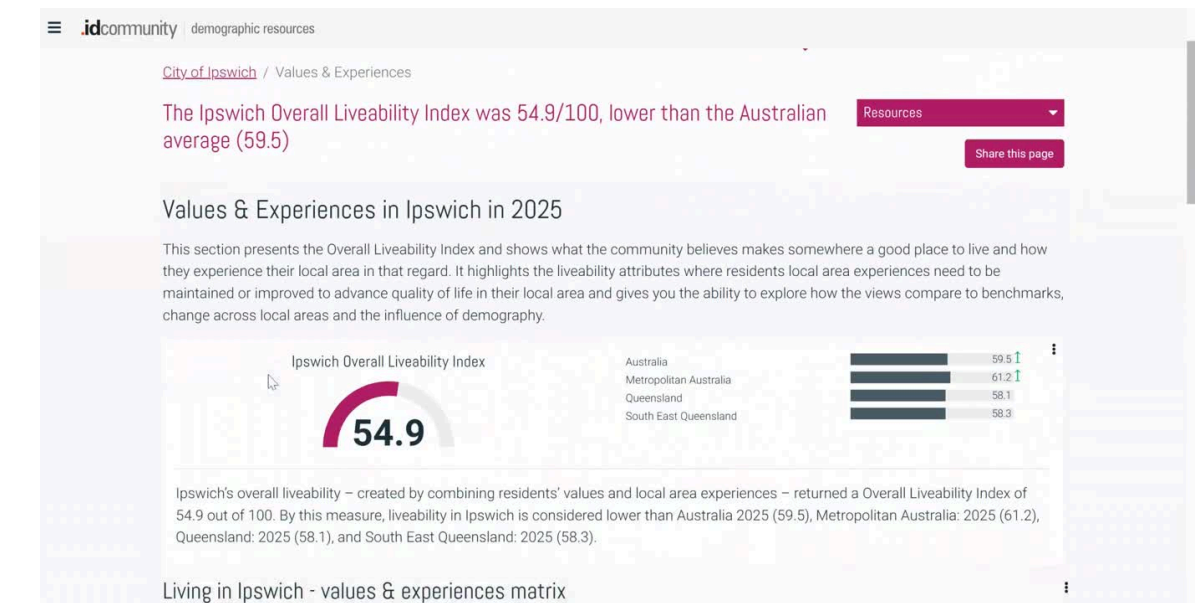
High level overview of the study and the key insights.

Insights Report



Written report with more detail about the study and the key insights.

Views.id Platform



views.id allows you to interact with the data, apply filters and run your own analysis. Unlimited users, public or private.

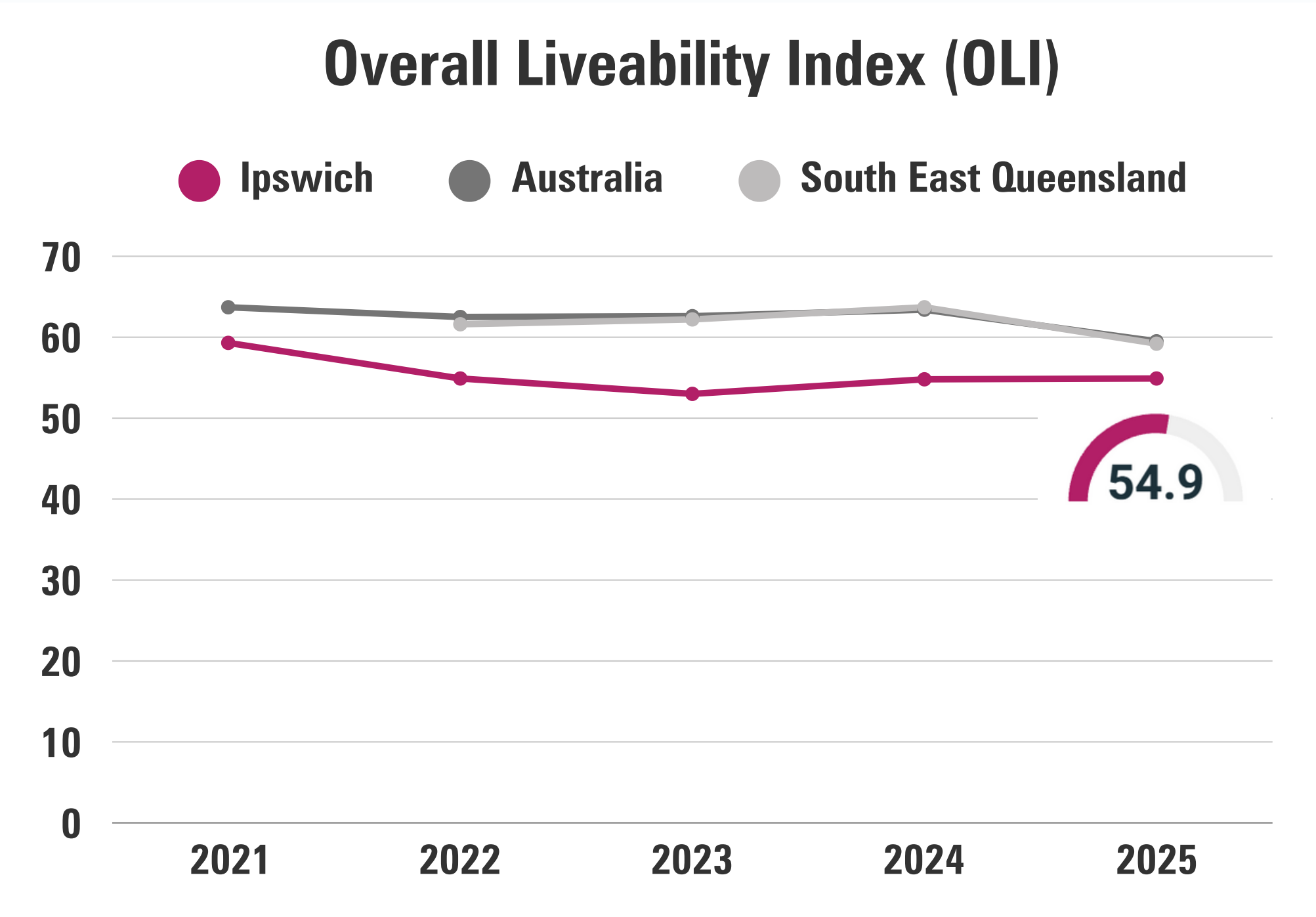
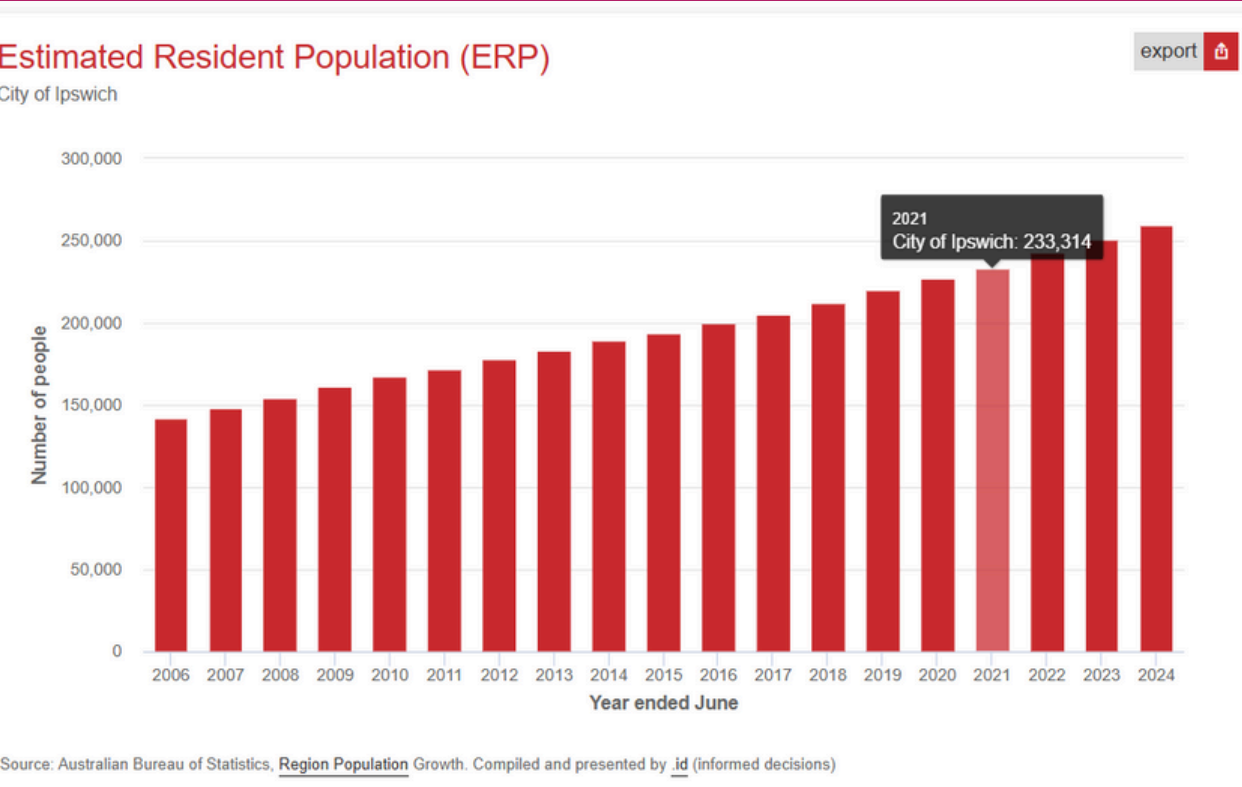
<https://views.id.com.au/ipswich>

Plus unlimited ongoing support to help policy makers continue representing their community's priorities in decision making.

Key Insights



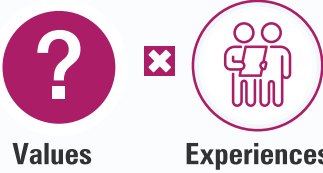
Overall Liveability for Ipswich has remained stable in the past 12 months, despite substantial population growth and liveability decline elsewhere.



Metro Growth Lga Overall Liveability Index



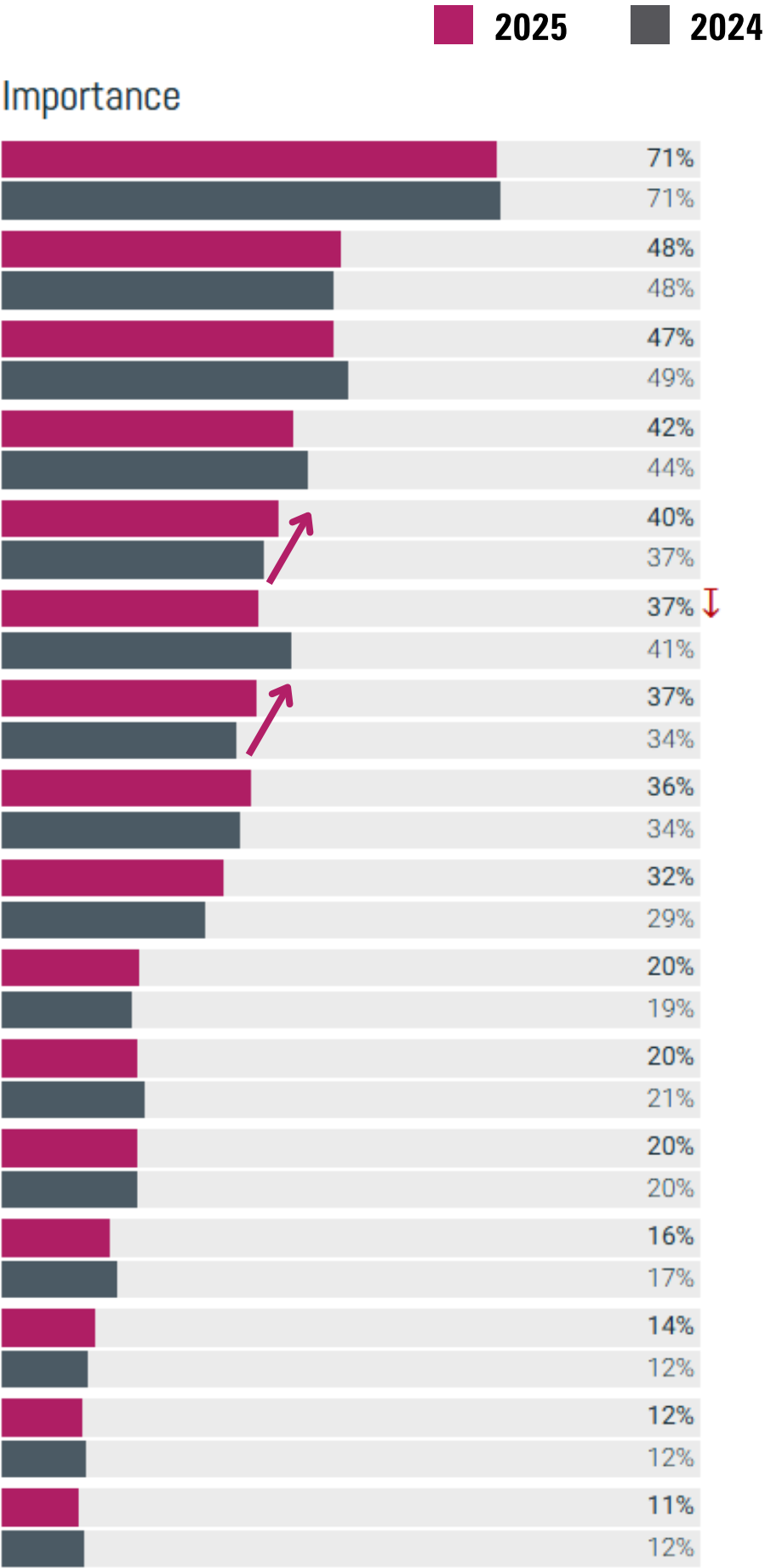
Overall Liveability Index (OLI)=



What do residents value in terms of a place to live?

Values have remained relatively consistent year-on-year. Attributes of most importance to Ipswich residents include feeling safe, the ability to find affordable decent housing and having access to the natural environment.

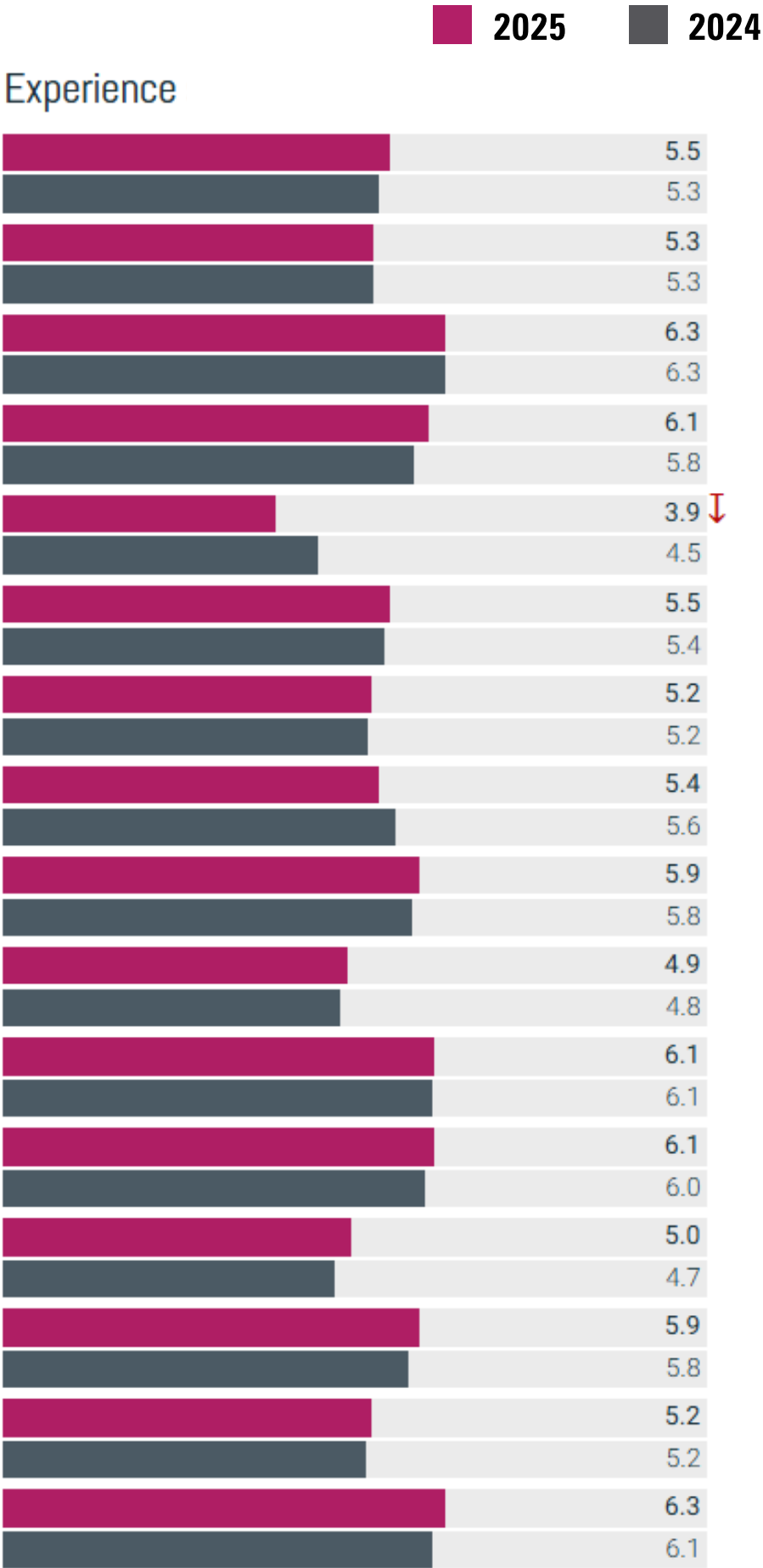
- Feeling safe
- Affordable decent housing
- Natural environment
- Health services
- A lack of road congestion
- Shopping, leisure & dining
- Public transport
- Making your way
- Sense of community
- Good job prospects
- Social cohesion
- Education
- Cultural facilities
- Opportunity for all
- A prosperous economy
- Sports and recreation



How do residents experience their local area?

The most positively experienced aspects of living in Ipswich are access to the natural environment and sports and recreation facilities. The least positively experienced aspects are road congestion, job prospects and cultural facilities.

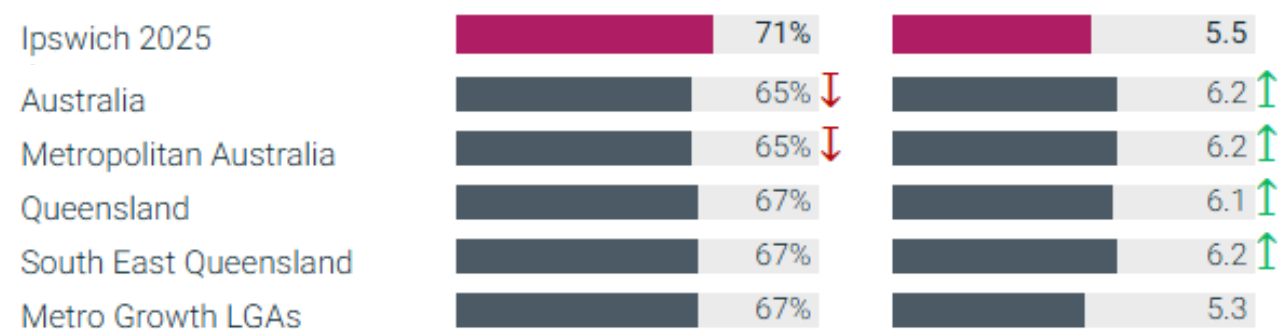
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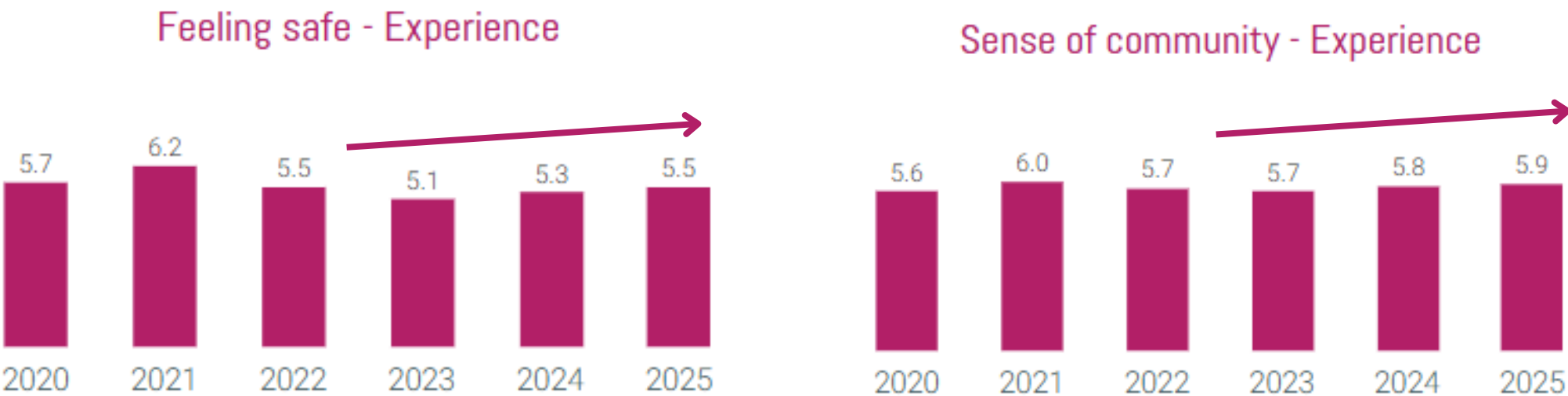
Where should we focus?



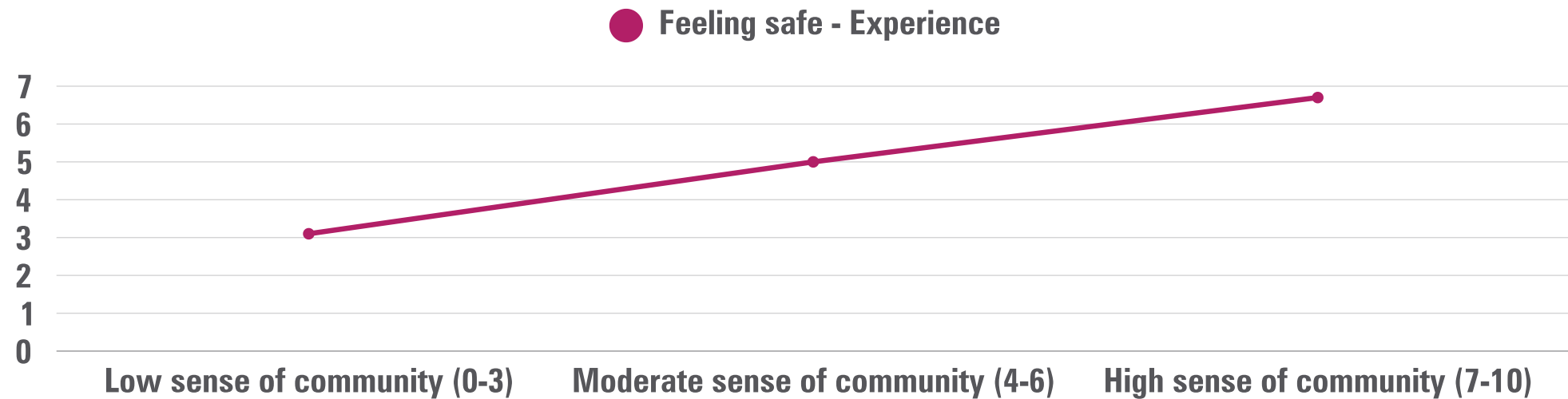
'Feeling safe' remains the top priority for residents, and feelings of safety are gradually improving



Ipswich residents place a higher value on and report poorer local area experiences for 'feeling safe' in comparison to the average Australian.



Relationship between feeling safe and a sense of community



💡 Those who felt a high sense of community in their local area were significantly more likely to feel safe (6.7/10).

How do residents suggest safety is addressed in the community?



Punitive/reactive approaches

Police presence, stricter punishments for offenders, particularly for youth crime and drug-related offenses.

"Much stronger consequences for crime, both petty and serious."

Female | 35-59 years | Division 3



Community/prevention approaches

Community support and engagement programs, particularly for youth, to provide opportunities and reduce crime.

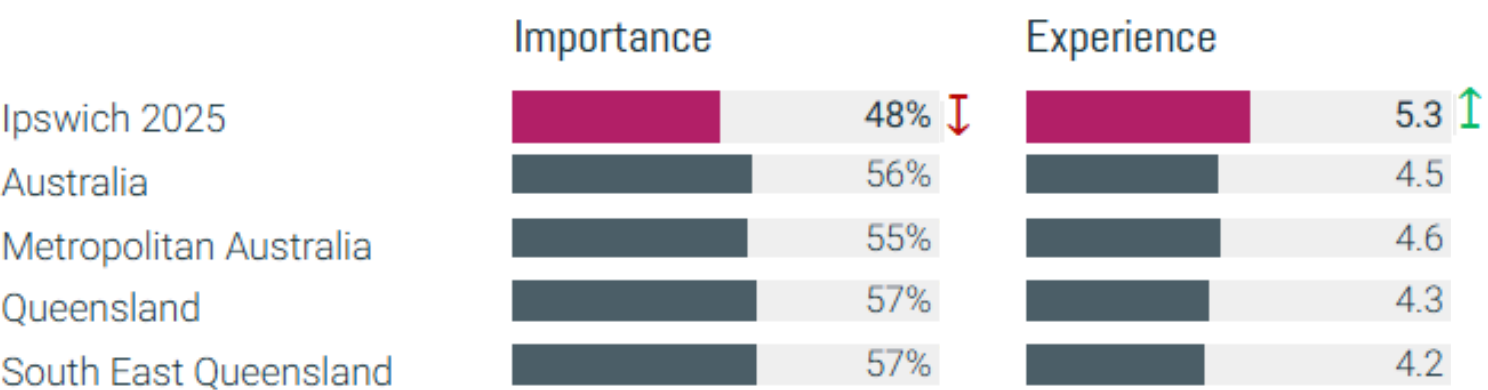
"More activity from community organisations and more opportunities for people/youth to participate in recreational sports. Continue hosting cultural festivals as it has proven to be a great way for the community to interact."

Female | 18-34 years | Division 2

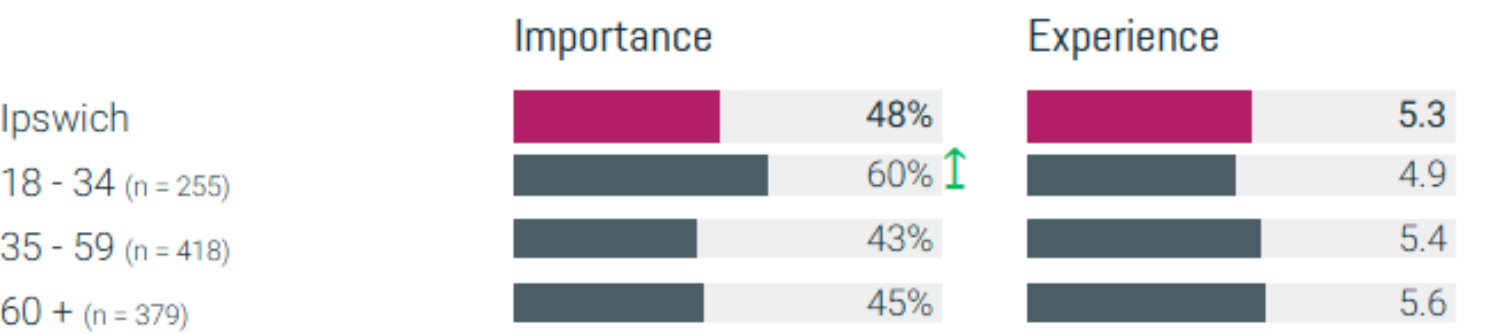
Compared to other areas, Ipswich rates well for affordable housing...but younger residents and renters continue to struggle

Affordable decent housing

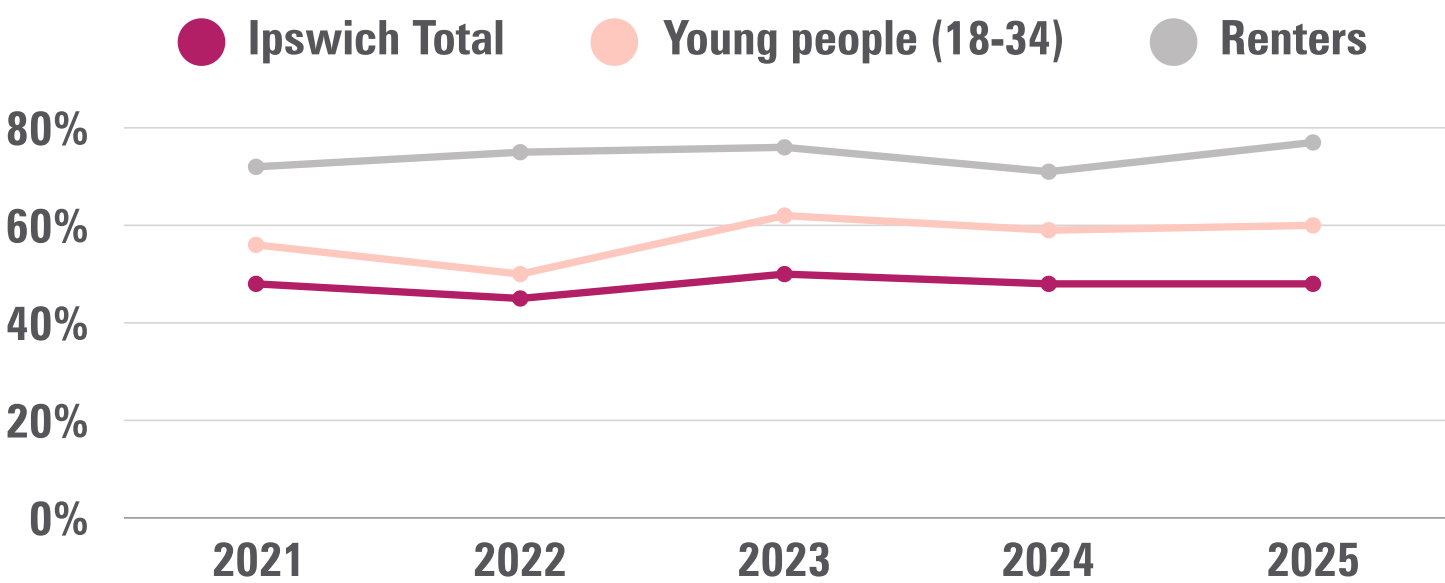
Benchmarks



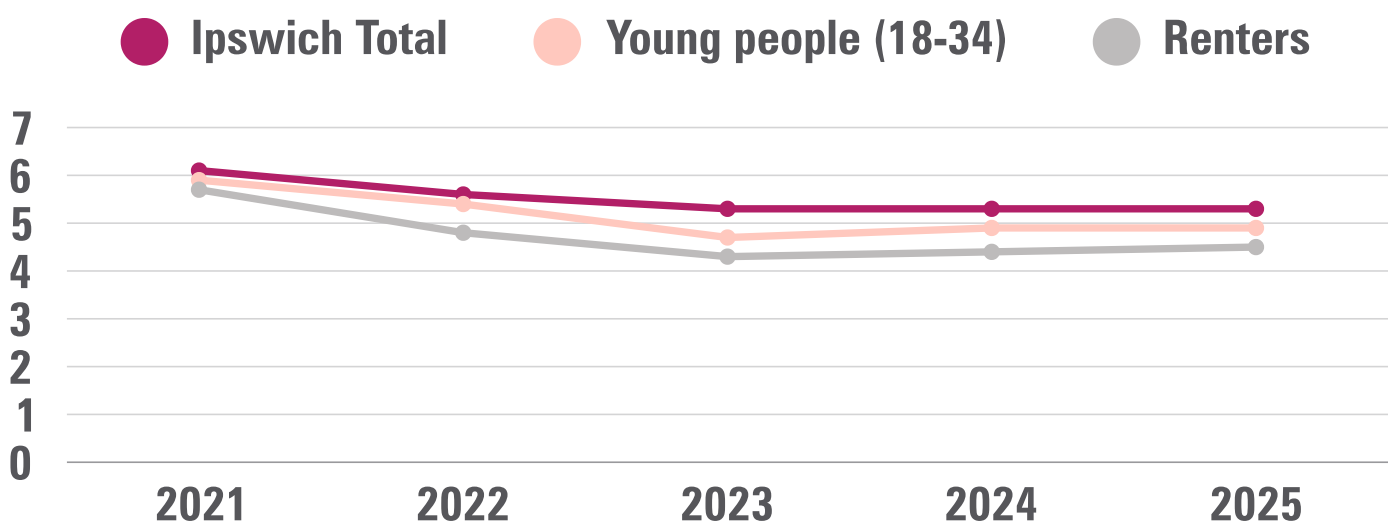
Age



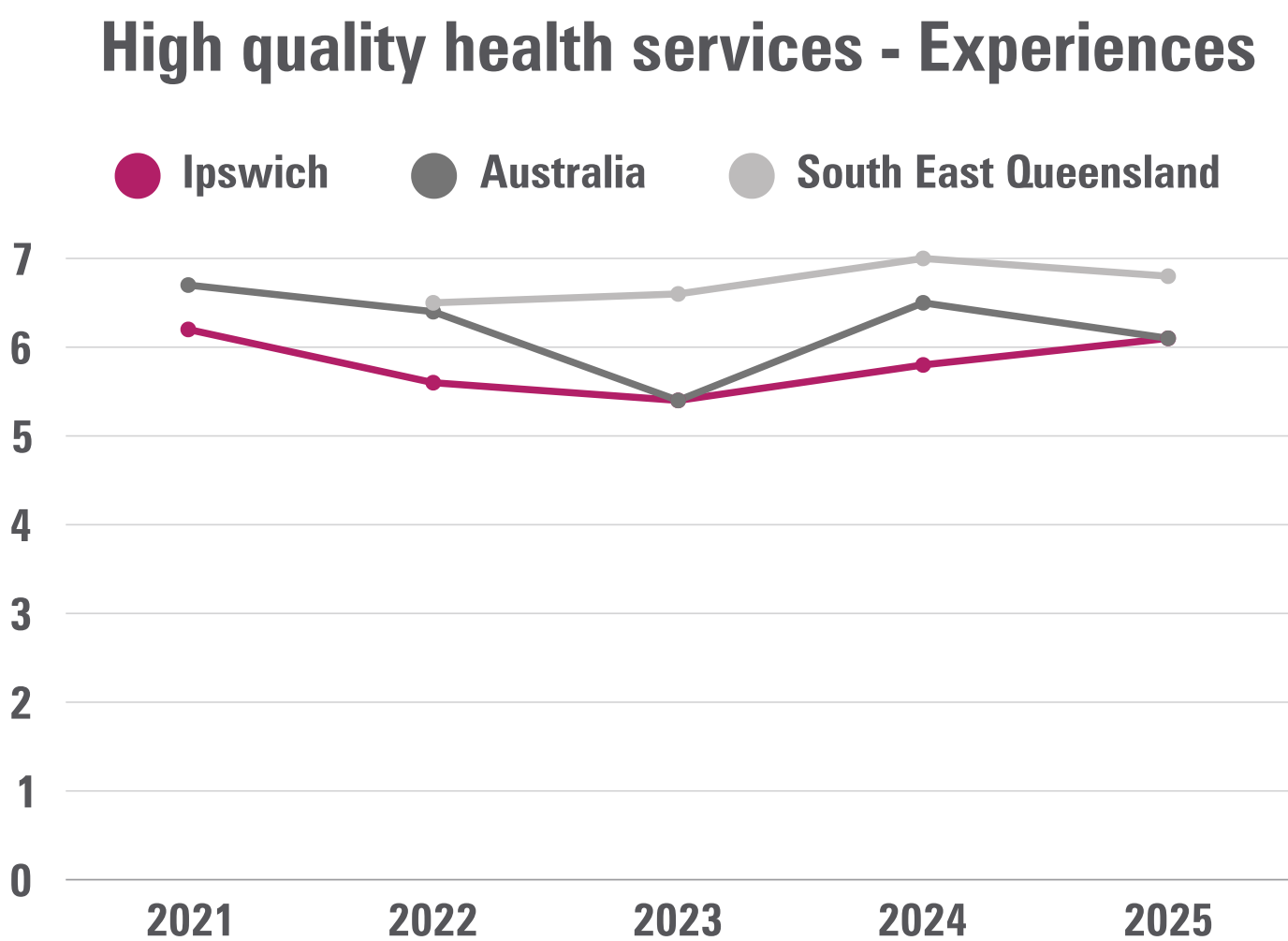
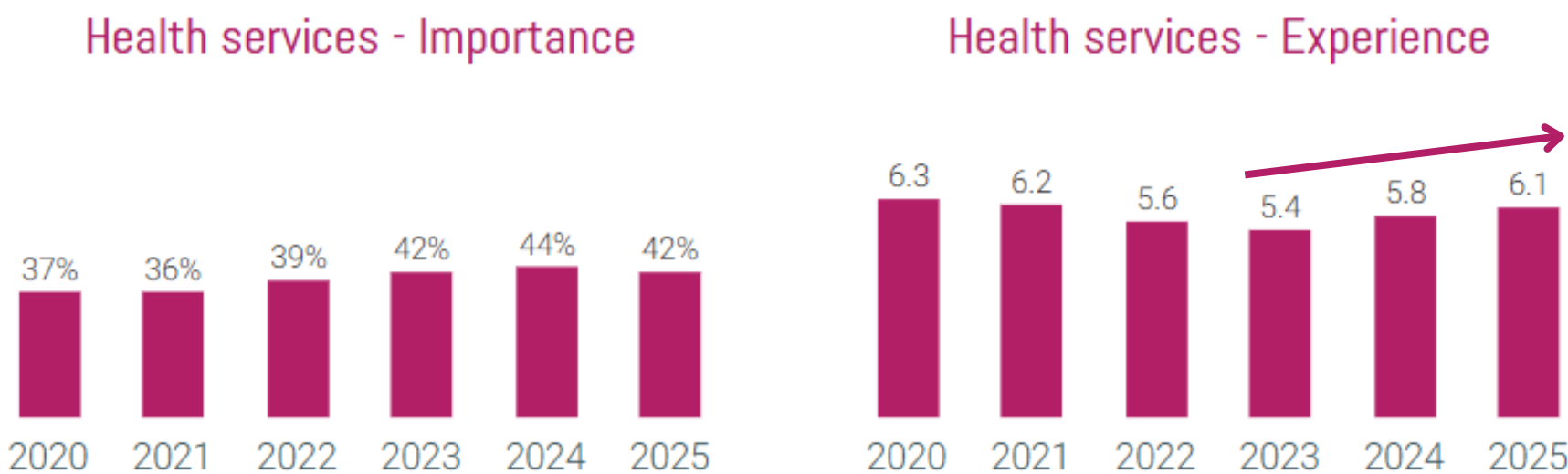
Affordable decent housing - Importance



Affordable decent housing - Experience

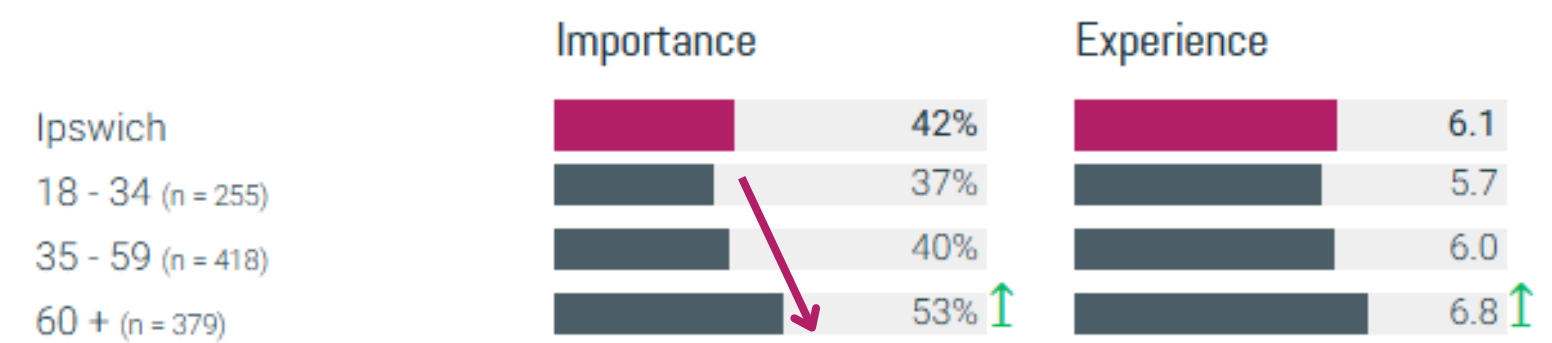


Experiences with health services, despite being lower than SEQ averages, have improved over the past two years



High quality health services

Age



What do residents say about health services?

Residents would like to see...

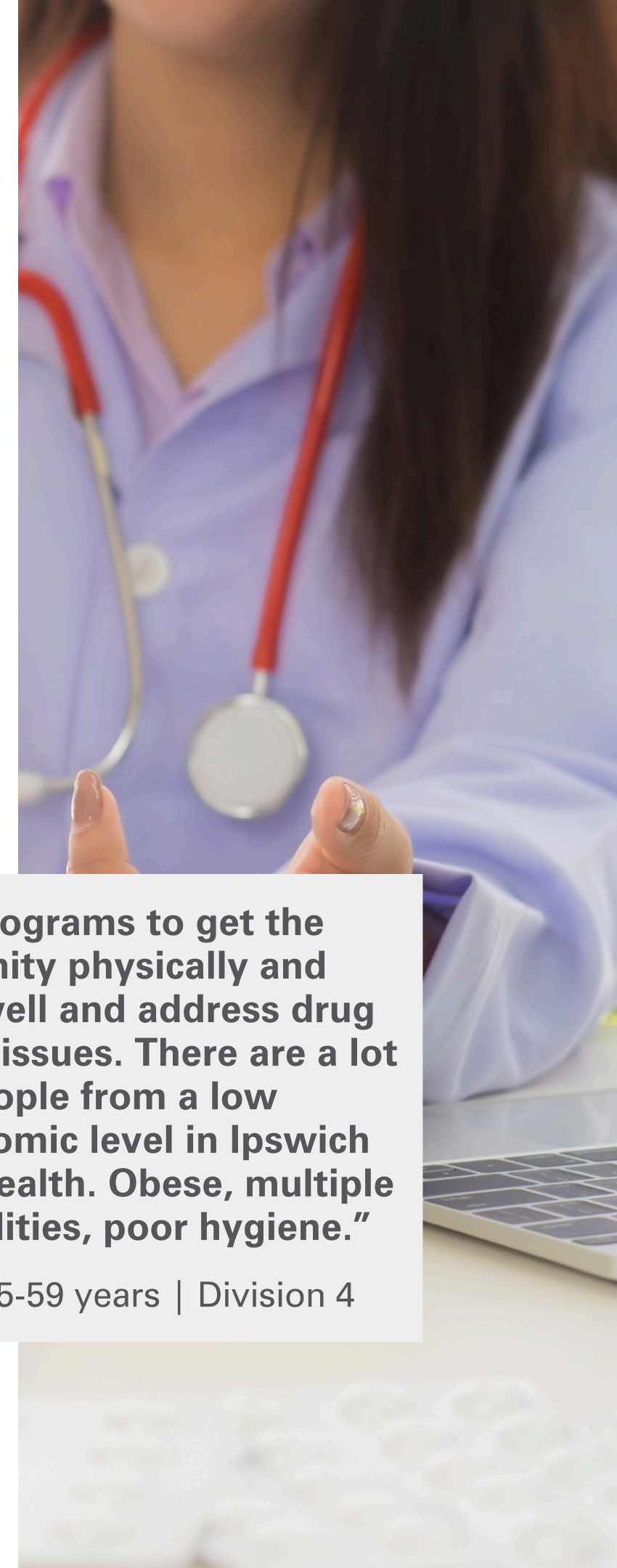
- ⊕ Affordable health care, bulk billing options
- ⊕ Mental health services
- ⊕ More general practitioners and specialists
- ⊕ Reduced wait times

"More doctors that will see you on the day you are sick, presently doctors will see you in a week or two weeks. We need free dental in the area too."

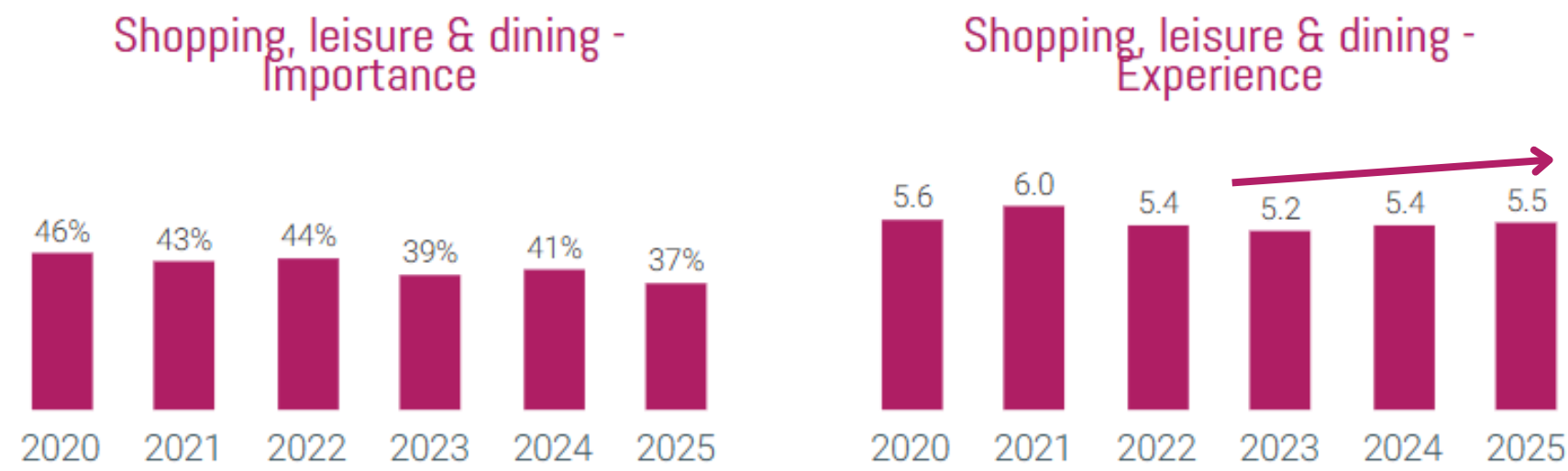
Female | 35-59 years | Division 1

"Free programs to get the community physically and mentally well and address drug and alcohol issues. There are a lot of people from a low socioeconomic level in Ipswich with poor health. Obese, multiple co-morbidities, poor hygiene."

Female | 35-59 years | Division 4

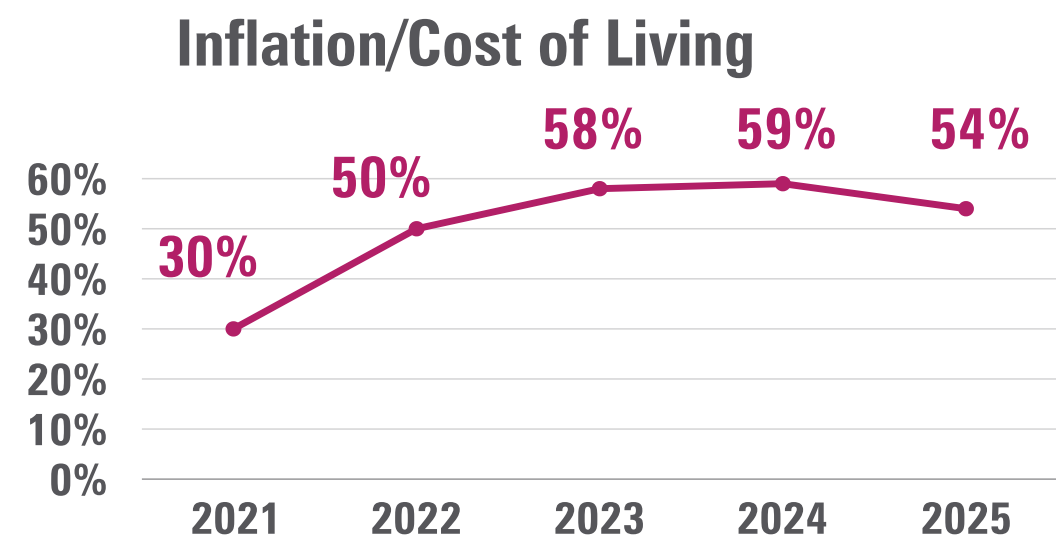


Shopping leisure and dining experiences have improved, and this has become less important for residents

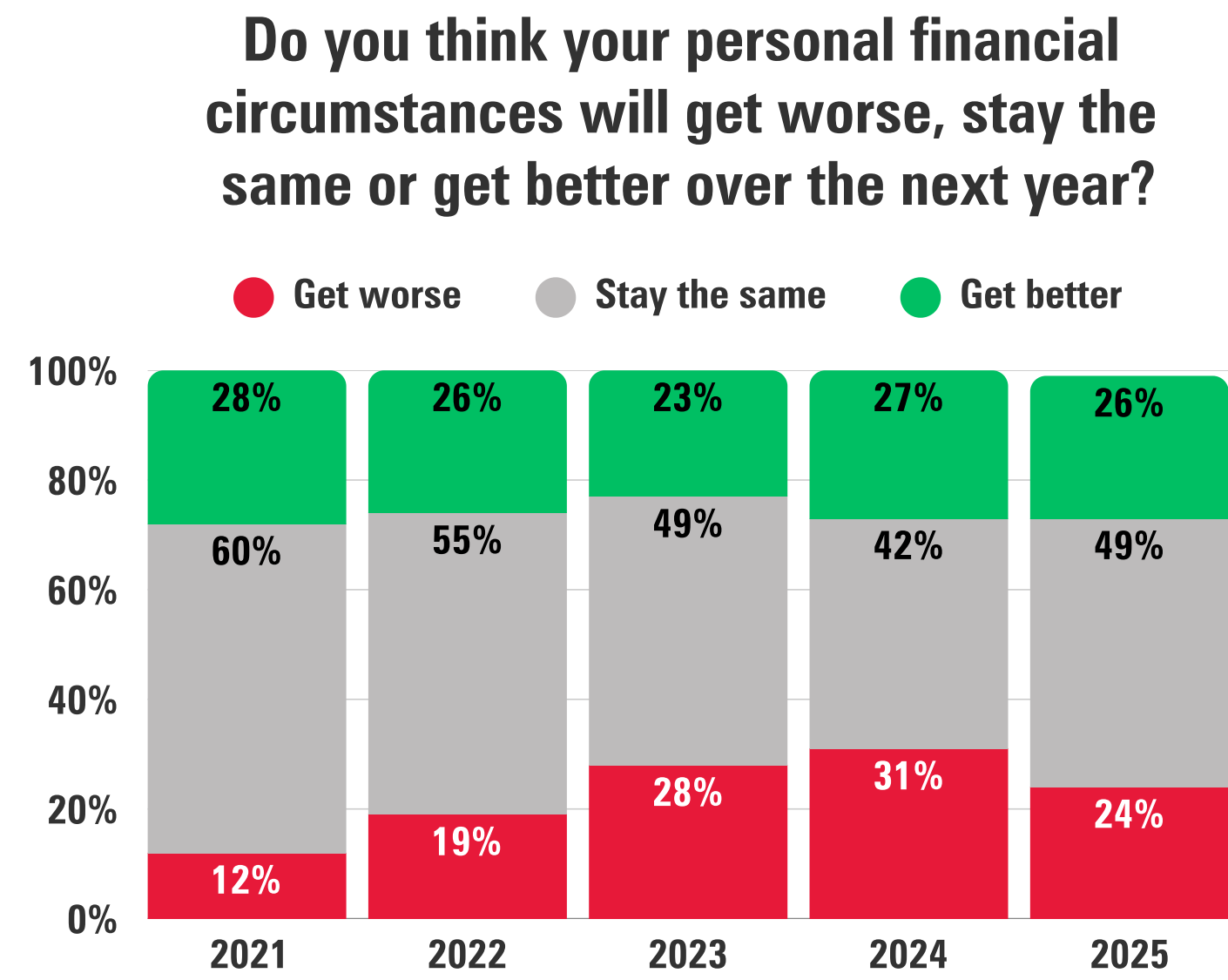
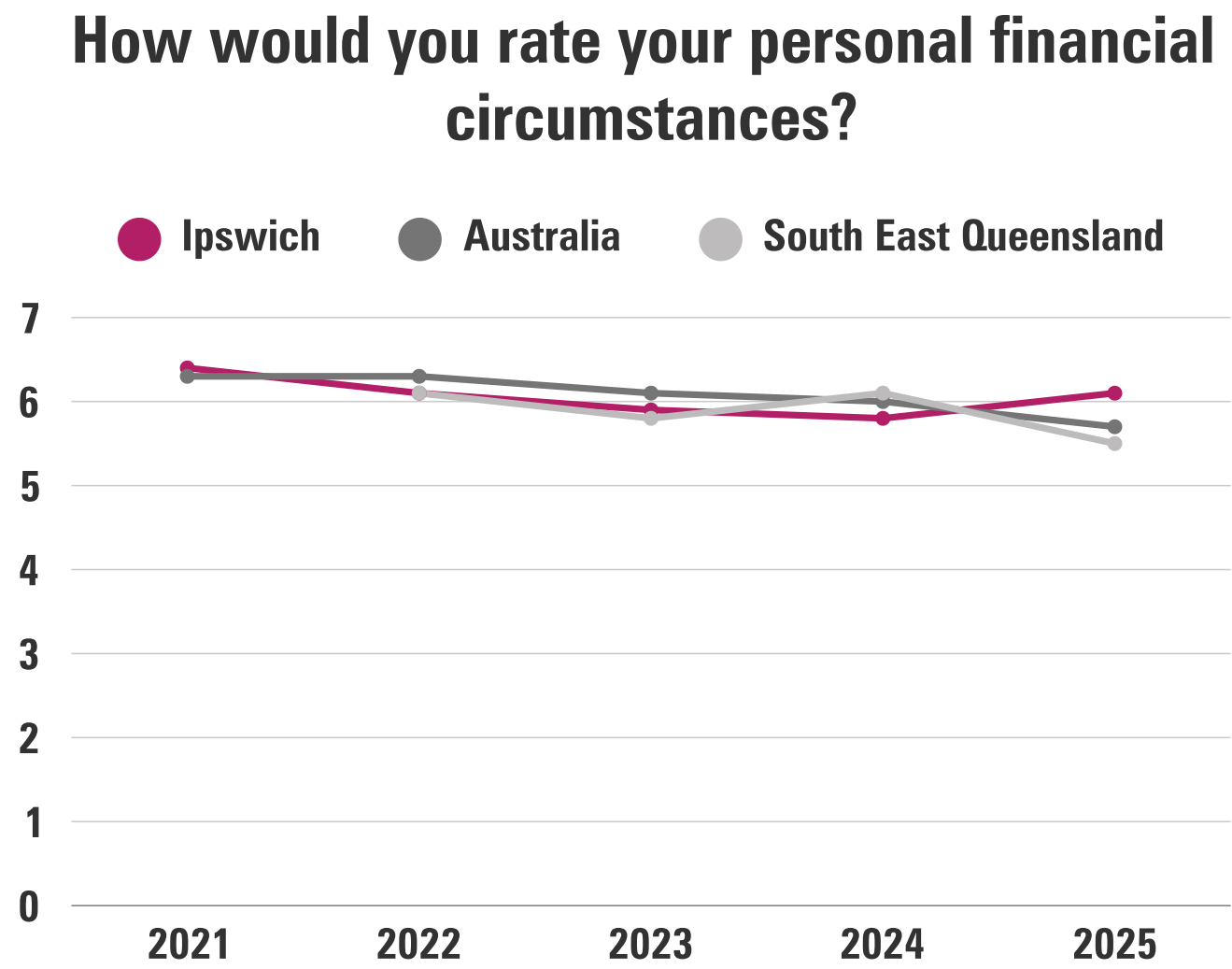


What are the top three issues facing your local area?

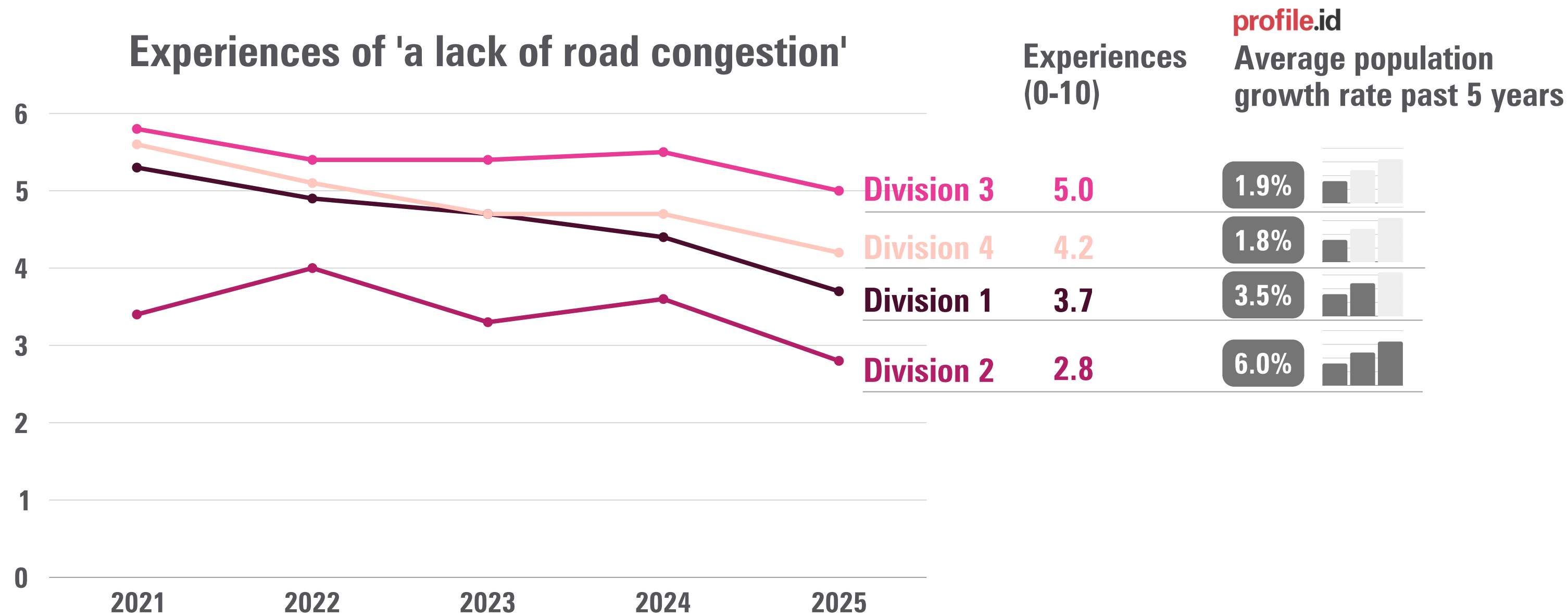
Ipswich 2025		
Inflation/Cost of Living		54%
Housing/Price of Housing		45%
Law & order		43%



Financial optimism is growing in Ipswich, with residents feeling more secure in 2025 and looking ahead with greater confidence

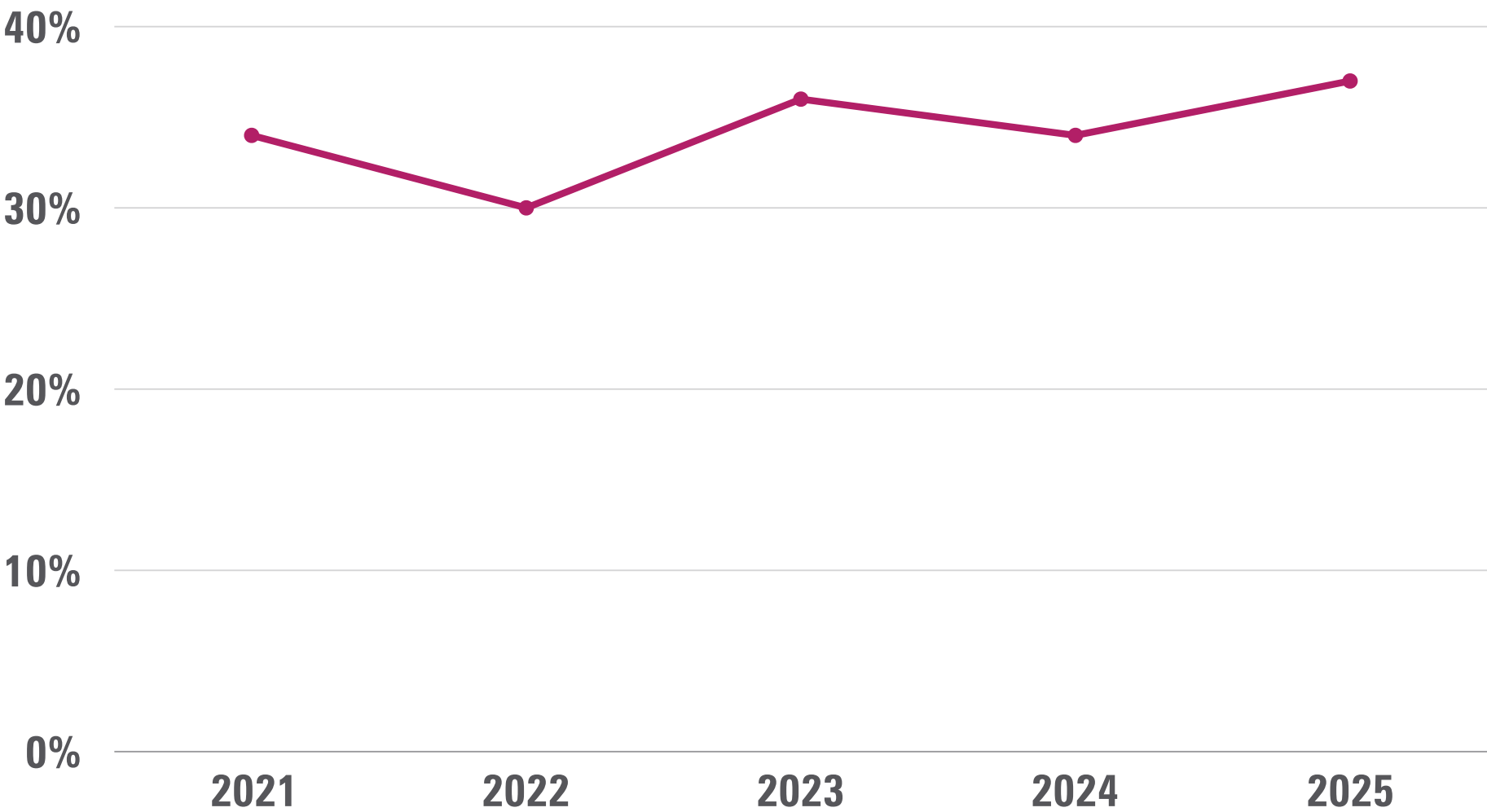


Road congestion is limiting liveability in Ipswich, particularly in the growth areas of Division 1 and 2



This may be leading to a slightly higher focus on public transport infrastructure

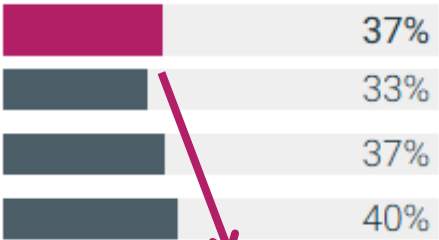
Importance of 'reliable and efficient public transport'



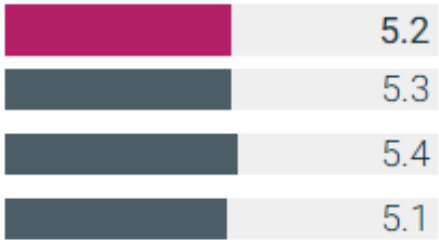
Age

Ipswich
18 - 34 (n = 255)
35 - 59 (n = 418)
60 + (n = 379)

Importance

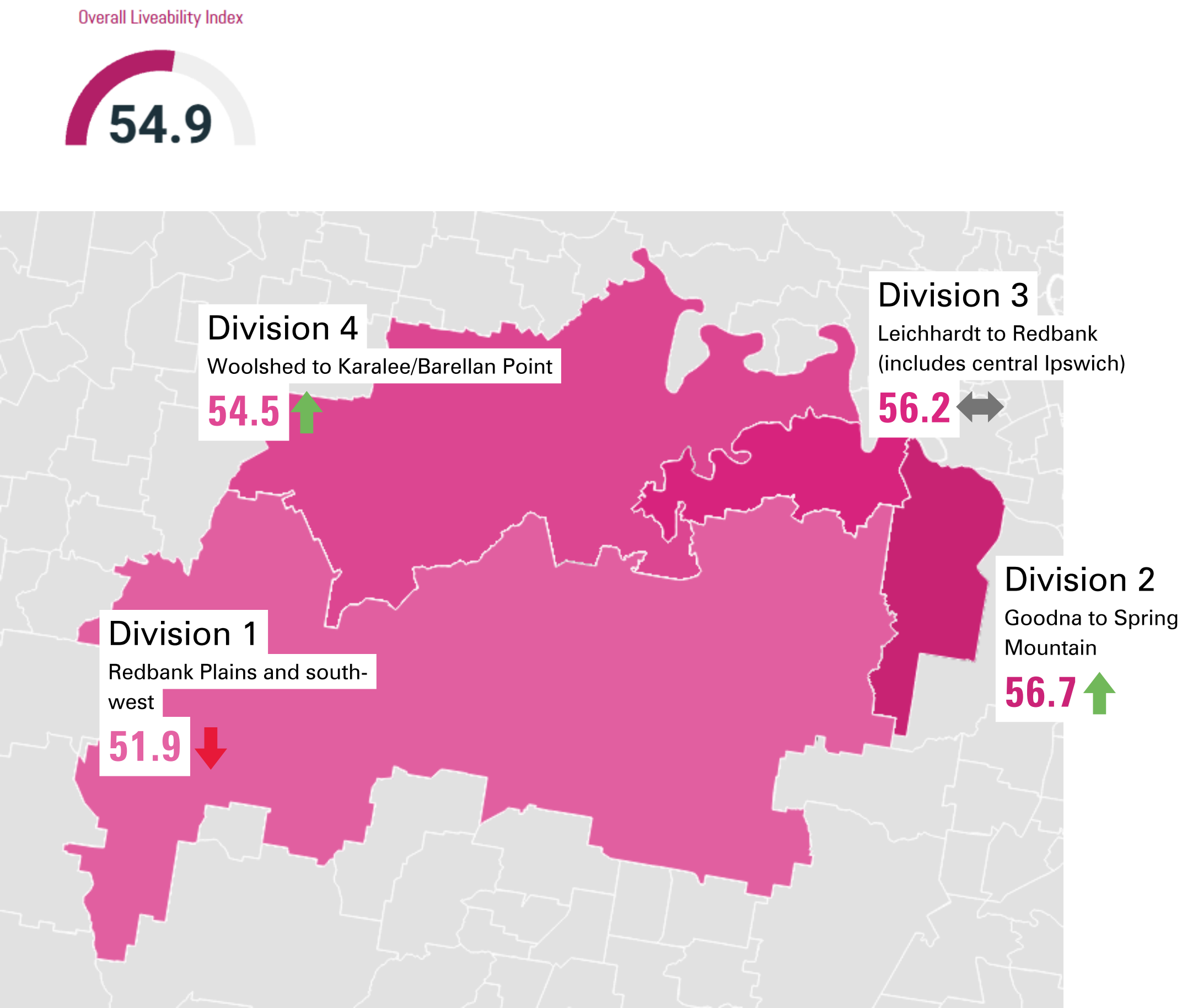


Experience



Liveability differed subtly by local area across Ipswich

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



Arrows indicate change since 2024

The values held in Division 1 were similar to the whole of Ipswich, but they tended to rate their experiences less positively

DIVISION 1 compared to CITY OF IPSWICH

profile.id

Pop growth rate

3.5%

3.4%

Younger median age

30 years

33 years

Higher % of households renting

43%

38%

Slightly lower SEIFA Index

956

958

views.id

Feeling safe

Affordable decent housing

Natural environment

A lack of road congestion

Health services

Shopping, leisure & dining

Making your way

Public transport

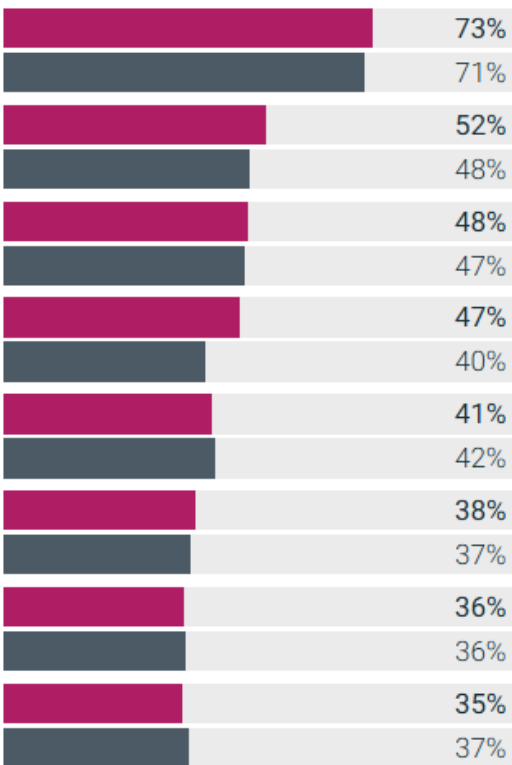
Lower levels of social wellbeing

6.4

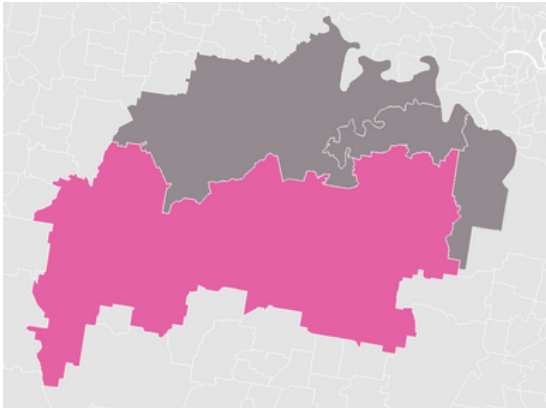
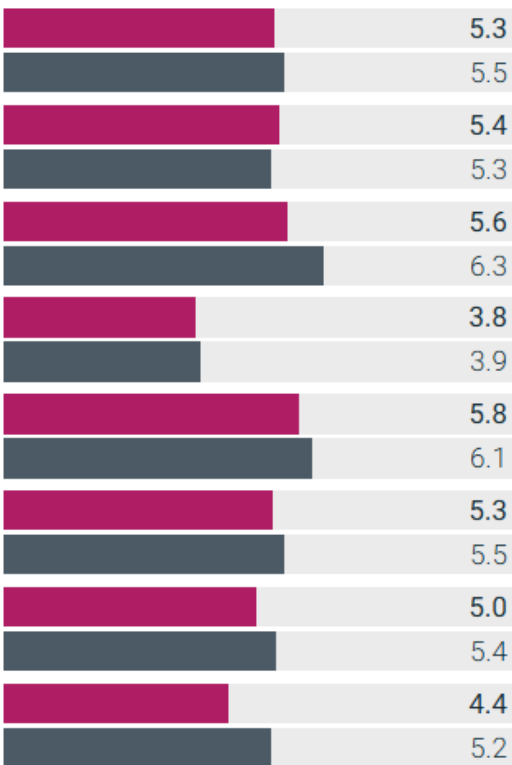
6.7

Division 1 City of Ipswich

Importance



Experience



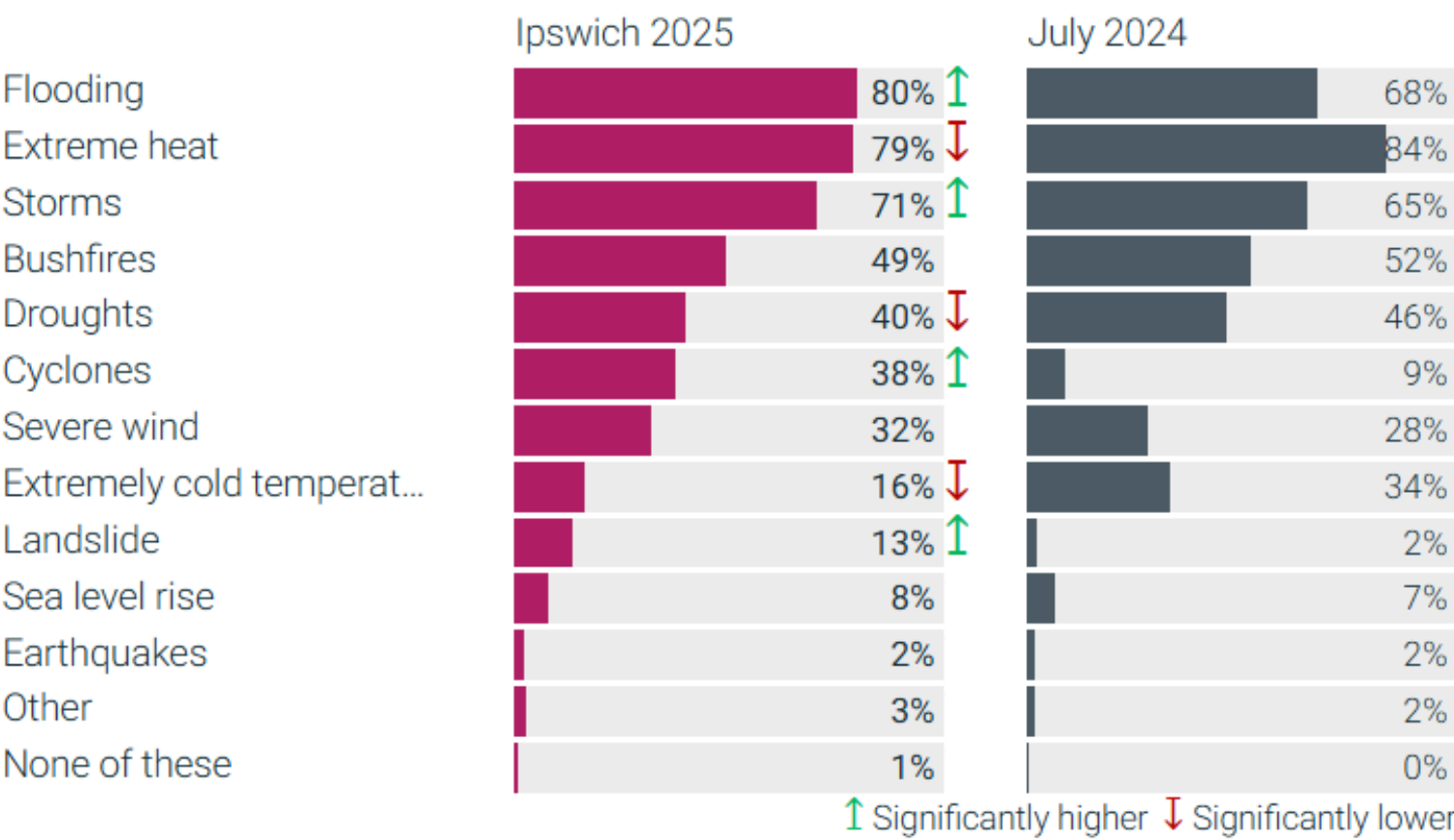
Challenges accessing natural amenity

Poorer experiences with health services, shopping, leisure and dining, making their way around and public transport

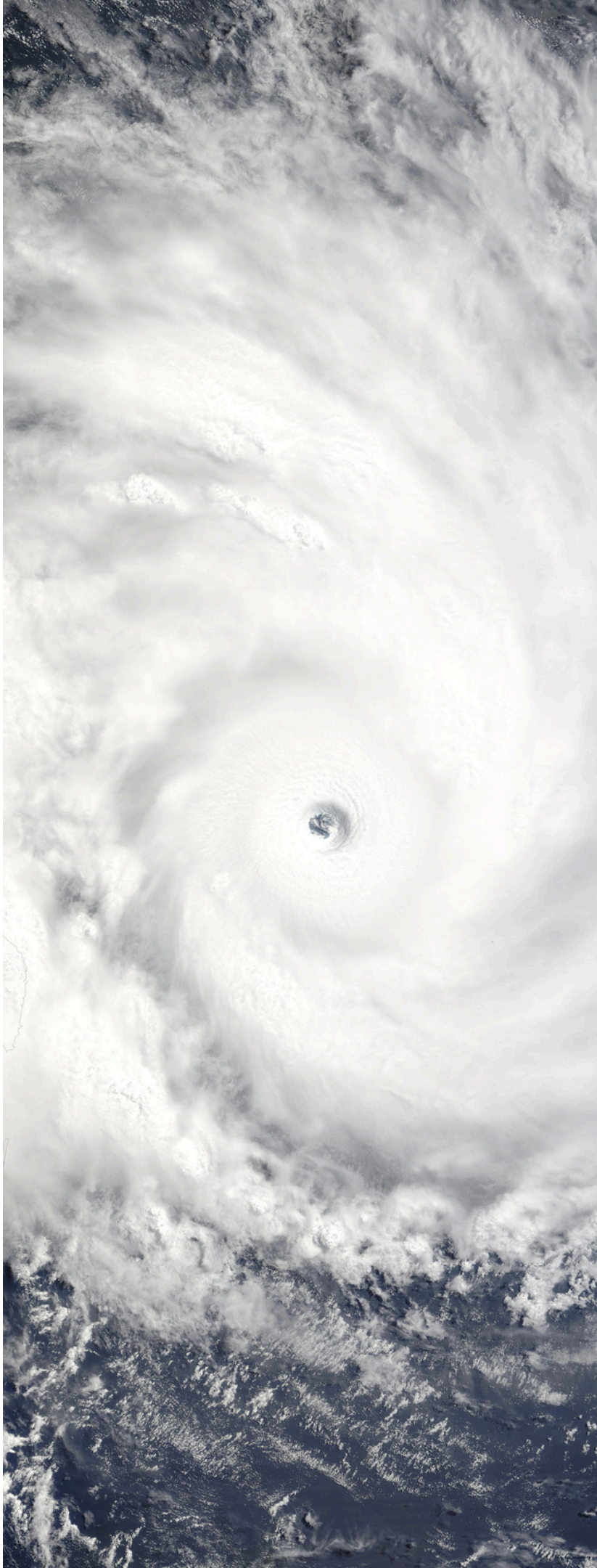
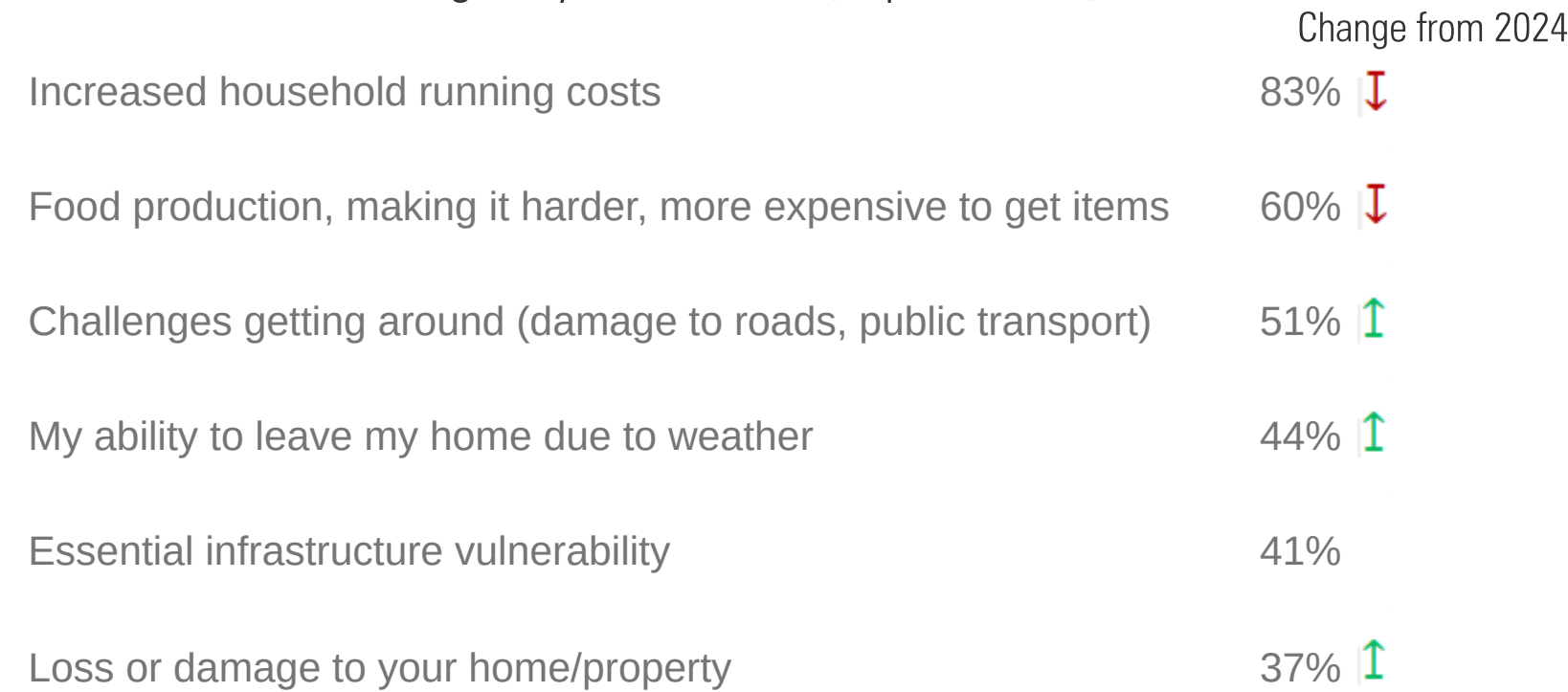
Residents continue to feel susceptible to the effects of climate change.

Recent extreme weather events have amplified concerns about flooding, storms, and cyclones.

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? (Top 6 shown)





In summary - 3 key takeaways:

- Ipswich is maintain its liveability through growth and change.
- Focus on the fundamentals - safety and housing - and the specifics - transport and social infrastructure.
- The demographic and spatial characteristics expose the community to macro trends. In the positive, financial optimism is rising. In the negative, climatic events make us vulnerability.

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