

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.

What did we ask?

Ipswich 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 the questionnaire as it was administered to residents [here](#).

About Living in Ipswich

The Community Views team deployed the Living in Place survey across the Ipswich local government area in April 2022, returning a sample of n=1,202 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.

Questionnaire sections	Origin	Comparison date
Living in Place	Ipsos Life in Australia	April/May 2022
Health & Wellbeing*	.id consulting	April/May 2022
Financial Circumstances	Ipsos FCC & .id consulting	April/May 2022
Concerns & Ideas	Ipsos Issues Monitor & .id consulting	July 2021 - June 2022
Demography & Life Stage	.id consulting	NA

*Health & Wellbeing questionnaire section - data adjustment

During analysis, .id observed some irregular responses to the three questions where we participants to rate their current physical health, mental health and social wellbeing between 0 (very poor) and 10 (excellent). These questions are reported as the Mean between 0 & 10. .id believed these irregularities - which showed lower than expected Means - were caused by the way in which the question was presented to the participant for those people who completed the survey using a mobile phone (approximately 50% of participants). .id re-contacted a sample of survey participants and, after re-administering these questions in a fashion that would not influence the response, learned that our hypothesis that the initial survey had returned lower than expected responses was proven, by an average of "1 point". To remedy the situation, survey responses to these questions were increased by a factor of "1".

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Who did we survey?

Council is committed to ensuring that the views of all residents are heard, and Living in Ipswich will help 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 your community's values, experiences and needs. In practice, 835 of the 1,202 surveyed reported suffering from one or multiple chronic illnesses, 267 were renting, 398 have dependent children, and 168 were looking for work or working casually at the time of the survey.

How was the survey conducted?

The survey of n=1,202 residents was collected between the 2nd of April and 10th of May 2022 using our proven social media advertising approach. 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.

Was the survey sample adjusted?

Upon completion, the survey sample was compared with the population of interest (all Ipswich residents aged 18+) to identify if any responses to the 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 a combination of age (to account for the over-representation of older residents in the sample) and location (to account for the uneven distribution of surveys across Divisions relative to population). 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 Ipswich residents' experiences in context, the results have been compared to experiences of residents from similar local government areas (39 x Fringe and Peri-urban LGAs), South East Queensland, Queensland, and Australia.

Who sponsored Living in Ipswich?

Living in Place for Ipswich is sponsored by the City of Ipswich. The City of Ipswich has engaged .id to deliver Living in Place annually (2021-24) to first inform and then monitor how the community feels they are progressing against the four themes of Ipswich's 2021/26 Corporate Plan, iFuture. In 2022, Inland Rail sponsored a sample of n=200 additional surveys for the Living in Ipswich project.