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Living in Ipswich, 2022 | Views report

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Ipswich City Council

Top five key findings...

Views.id consulting has identified five key findings from the Living in Ipswich survey.

Overall liveability has contracted and continues to be lower than the Australian benchmark averages. Ipswich's overall liveability – created by combining residents' values and local area experiences – returned an Overall Liveability Index of 54.9 out of 100. By this measure, liveability across Ipswich has contracted from the levels reported in April 2021 (59.3/100) and is considered lower than the Australian (62.5), Queensland (60.8), South East Queensland (61.6) and Fringe & Peri-Urban (59.4) averages.

Despite the Ipswich community's values regarding what makes somewhere a good place to live remaining stable in comparison to the April 2021 survey, residents' local area experiences were poorer across the board, with perceptions regarding very important attributes like 'feeling safe' (residents rated their local area 5.5/10 in April 2022 compared to 6.2/10 in April 2021), 'access to the natural environment' (6.2 vs 6.7) and 'affordable decent housing' (5.6 vs 6.1) major contributors to the reduced levels of liveability.

Context is important when understanding, interpreting and acting on these insights. The 2022 survey occurred in the aftermath of major flooding, and during a period of economic uncertainty informed by a spike in inflation, rising interest rates and sluggish wage growth.

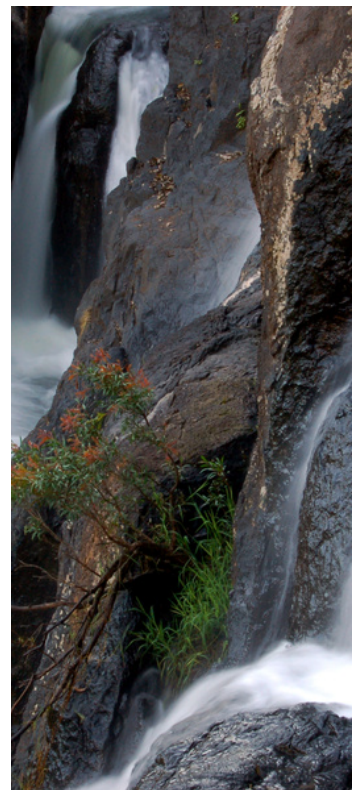
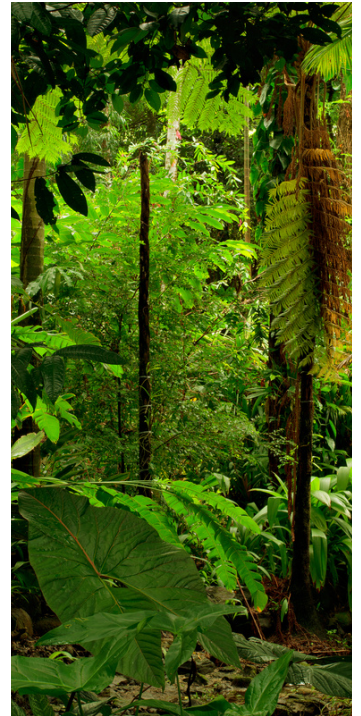
We encourage Council to focus on the stability in your community's values - as these are the factors that should be most influential in guiding macro strategic policy - and look to the community's yearly local area experiences over a much longer term to understand the impact of your decision making and advocacy in the context of what is occurring in broader Australian society.

The community has a clear set of values and priorities regarding what makes somewhere a good place to live. 'Feeling safe' is clearly the attribute that Ipswich residents believe contributes most towards making somewhere a good place to live – with 72% of the community nominating it amongst their top five most important items. 'Access to the natural environment' (49%), 'affordable decent housing' (45%), 'a diverse range of shopping, leisure and dining experiences' (44%) and 'high quality health services' (39%) form the next set of most important items, followed by a lack of road congestion' (36%), 'making your way to and from services with relative ease' (31%) and 'a strong sense of community' (31%).

Analysis applied to these most important attributes provides us with a clear set of priorities regarding where the community believes local area experiences need to be "maintained" and "improved" to advance quality of life:

- 'Access to the natural environment', 'affordable decent housing', 'high quality health services', 'making your way to and from services with ease' and 'a strong sense of community' are of high importance to your community where local area experiences were reported as being relatively positive. As such, these are attributes where local area experiences need to be maintained.
- 'Feeling safe', 'a diverse range of shopping, leisure and dining experiences' and 'a lack of road congestion' are items of above median importance where your community has said experiences need to be improved to advance quality of life.

Focusing policy and advocacy efforts in these most important areas will, over the long term, see residents reporting better local area experiences which will, by extension, lift up the Overall Liveability Index - the macro measure through which we can understand and monitor collective quality of life.



Top five key findings...

Views.id consulting has identified five key findings from the Living in Ipswich survey.

How safe your community feels in their local area is critical to informing Ipswich's overall liveability. Seven out-of-every ten (72%) Ipswich residents surveyed selected 'feeling safe' among their top five liveability attributes - making it clearly the most important aspect that your community believes contributes toward making somewhere a good place to live. Residents rated their experience of 'feeling safe' in their local area 5.5/10, on average, making it the 10th most positively experienced attribute of 16. Perceptions of safety were lower than the April 2021 survey (6.2/10) and lower than the Australian averages (7.1/10). Perspectives varied across the LGA, with those who call Divisions 4 (5.9/10) and Division 2 (5.8/10) home feeling the safest in contrast to residents of Divisions 1 and 3 (both 5.1/10).

Beyond values and experiences, Ipswich residents nominated 'Crime/Law and Order/Violence/Anti-Social Behaviour' and the third biggest issue facing their local area (37% selected among the top three issues from 19 options).

Given its importance, future improvement or decline in local area experiences regarding how safe people feel in their local area across Ipswich will be very influential in advancing or reducing the City's overall liveability.

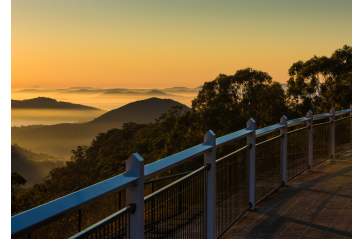
Improving residents' ability to get around Ipswich will strengthen overall liveability. 'A lack of road congestion', the community's ability to 'make their way to and from services such as employment, education and healthcare with relative ease' and the provision of 'reliable and efficient public transport' are the three mobility related attributes we deploy in the Living in Place survey.

Your community nominated 'a lack of road congestion' as the 6th most important liveability attribute (36% selected it among their top five) and the 14th most positively experienced (residents rated their local area an average of 4.8/10). Given this combination of high importance and poor local area experiences, 'a lack of road congestion' has been identified as one of the "areas to improve" to advance quality of life. 'Making your way to and from services with ease' was the 7th most important (31%) and 5th most positively experienced (5.7/10). The provision of 'reliable and efficient public transport' was 9th most important (30%) and 13th most positively experienced (5.1/10).

Despite the community's explicit nomination of 'a lack of road congestion' being the area of highest priority at the overall LGA level, meeting residents' future needs requires a more nuanced approach, with fast-growing Division 2 reporting the poorest experiences for 'a lack of road congestion' (4.0/10) and Division 1 citing the worst local area experiences for 'reliable and efficient public transport' (4.3/10) just two examples where looking at the community's mobility story through a sub-LGA lens can help to better inform future decision making.

Your community's local area concerns relate to household economics. 50% of Ipswich residents nominated 'Inflation/Cost of Living' as one of the top three issues facing their local area, ahead of 'Housing/Price of Housing' (37%) and 'Crime/Law and Order/Violence/Anti-Social Behaviour' (37%). Your residents' worries regarding costs and housing flowed through to how they felt about their financial wellbeing, where the community rated their current personal financial circumstances an average of 6.1 out of 10 – a contraction in comparison to the April 2021 survey (6.4).

Beyond the now, Ipswich residents were slightly more optimistic than pessimistic about their future personal financial circumstances, with 26% thinking things will get better for them in the coming 12 months, and 19% forecasting that things will get worse. Importantly, a higher proportion of residents believe things will get worse for them in the next 12 months in comparison to last year (19% in 2022 vs 12% in April 2021). When asked about their local area economic prospects, residents were far more negative, with 40% believing things will get worse in the 2022 survey compared to 21% who felt that way in April 2021.



About the Views report...

The Living in Ipswich Views report aims to provide the reader with a succinct and narrative based understanding as to what residents across Ipswich consider makes somewhere a good place to live, and how they experience their local area in that regard. The community's values and experiences are combined to derive an Overall Liveability Index (OLI) and, most importantly, highlight what the community believes needs to happen to advance quality of life. It also explores health and wellbeing, how the community feels about their current and prospective personal financial circumstances and identifies the top issues facing residents' local areas.

While this report compares Ipswich residents' views collected in April 2022 with residents' perspectives from April 2021 (the Benchmark year), future iterations of the Living in Ipswich project (e.g. 2023 and beyond) will focus on understanding how your community's views are evolving in response to Council's strategic policy agenda and external factors over the longer term. This Views report touches on how your community's perspectives have changed spatially across your LGA (at 4 x Local Areas - described below) and explores the role of demography.

We encourage readers to access .id's leading online reporting and exploratory platform, [views.id](https://www.views.id), to learn more about the Living in Ipswich research findings.

The Community Views team deployed the Living in Place survey across the City of Ipswich local government area in April 2022, returning a sample of n= 1202 completed surveys.

Local Area	Suburbs	Surveys & Error Margin
Division 1	Deebing Heights, Redbank Plains, Willowbank, Ripley, Raceview, South Ripley, Peak Crossing, Flinders View, Blackstone, Grandchester, Purga, Mutdapilly, and Goolman.	252 (+/- 6.2%)
Division 2	Bellbird Park, Augustine Heights, Gailles, Springfield Lakes, Spring Mountain, Goodna, Camira, Springfield, Brookwater, and Springfield Central.	275 (+/- 5.9%)
Division 3	Dinmore, West Ipswich, North Booval, Eastern Heights, Silkstone, Redbank, Leichhardt, Collingwood Park, Bundamba, Newtown, Ipswich, Woodend, Booval, Coalfalls, Riverview, East Ipswich, Basin Pocket, Sadliers Crossing, One Mile, and Ebbw Vale.	413 (+/- 4.8%)
Division 4	Haigslea, Brassall, Rosewood, Pine Mountain, Wulkuraka, North Ipswich, Churchill, Karalee, Moores Pocket, Walloon, Yamanto, Barellan Point, Marburg, Chuwar, Ashwell, Karrabin, Tivoli, Thagoona, Tallegalla, North Tivoli, and The Bluff.	262 (+/- 6.1%)
Total	Ipswich	1,202 (+/- 2.8%)

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Living in Ipswich...

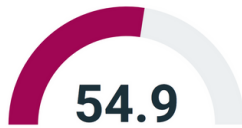
This section describes what residents of Ipswich believe makes somewhere a good place to live and how they experience their local area against the 16 individual attributes. It expresses residents' values and experiences as an Overall Liveability Index (OLI) and discusses which individual attributes need to be maintained and improved to advance quality of life.

This chapter compares how and where the sentiment expressed by Ipswich residents differs relative to the previous year (April 2021) and current external benchmarking, including from those who live in similar local government areas (Fringe & Peri-urban), and people who call Queensland, Brisbane and Australia home.

Overall Liveability in Ipswich

As reported in the chart below, the City of Ipswich returned a Overall Liveability Index of 54.9 out of 100. By this measure, liveability in Ipswich is considered lower than Australia (62.5), Ipswich 2021 (59.3), South East QLD (61.6), Queensland (60.8), and Fringe & Peri-urban (59.4).

Ipswich Overall Liveability Index



Australia	62.5
Ipswich 2021	59.3
South East QLD	61.6
Queensland	60.8
Fringe & Peri-urban	59.4

The Index is derived by combining your residents values (what they believe makes somewhere a good place to live) with their experiences (local area ratings) across the 16 liveability attributes. While the Overall Liveability Index is an important summary indicator it is, by its nature, an outcome metric. To this end, the Index is not instructive and can leave the City of Ipswich thinking, well what can be done about this?

Understanding the relationship between residents' values and experiences helps identify and clarify emerging community needs. In Living in Place, we express these needs as areas to maintain (attributes of high importance to the community where local area experiences are relatively positive) and areas to improve (attributes of high importance to the community where local area experiences are relatively less positive).

The balance of this section discusses your residents' values and experiences in greater detail, summarises the areas to maintain and improve, and highlights how your community's views compare across, within and beyond Ipswich.

The values and experiences of Ipswich residents

When asked to select the five attributes that they believe are most important when considering what makes somewhere a good place to live, residents placed the highest value on 'feeling safe' (72% selected it among their five most important) ahead of 'access to the natural environment' (49%), 'affordable decent housing' (45%) and 'a diverse range of shopping, leisure and dining experiences' (44%). 'High quality health services' (39%), 'a lack of road congestion' (36%), 'making your way to and from services with ease' (31%) and 'a strong sense of community' (31%) were nominated as the next four most important items.

Residents reported the most positive local area experiences for the provision of 'access to the natural environment' (6.2/10), 'social cohesion' (6.0) and 'the ability to view and participate in sports and recreation' (5.9). The worst local area experiences were reported for 'cultural facilities such as museums, galleries and festivals' (4.5), 'good job prospects' (4.7) and 'a lack of road congestion' (4.8).

As expressed in the chart below, while the community's values remained largely consistent with what was identified during the April 2021 survey, the largest change was observed in the reduced importance of 'feeling safe' (72% vs 78%). With regard to local area experiences, one of the 16 attributes - cultural facilities such as museums, galleries and festivals' (4.5/10 vs 4.3) - returned an increase. The largest decrease was observed for 'feeling safe' (5.5 vs 6.2).

Ipswich Overall Liveability Index



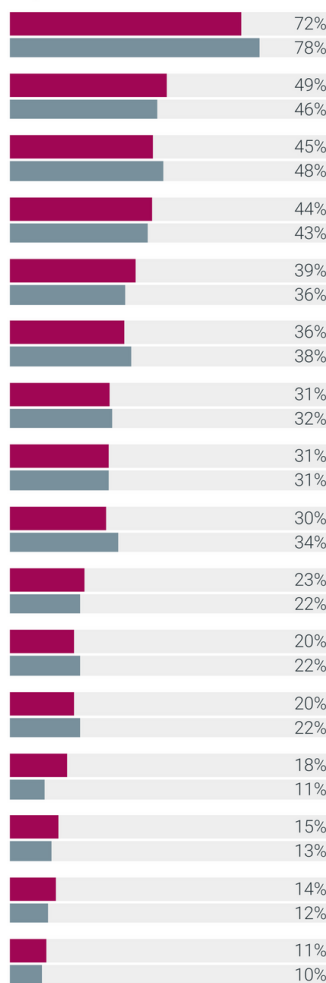
Ipswich 2021 Overall Liveability Index



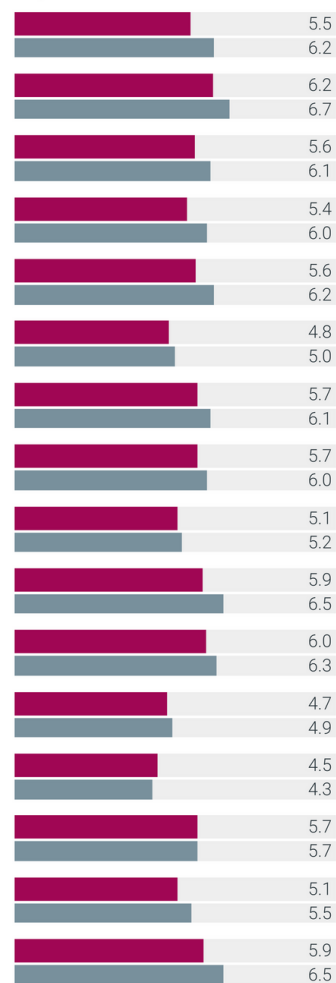
Results sorted by importance in Ipswich

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

Importance Sort by ▾



Experience Sort by ▾



Areas to maintain and improve to advance overall liveability

Views.id uses a values and experiences matrix to express the relationship between what your community believes makes somewhere a good place to live, and how they experience their local area in that regard. Referencing the Living in Ipswich values and experience matrix below, you will note that attributes of greater importance to your community appear to the right of the matrix. Better local area experiences are closer to the top. The trace shows where those attributes were positioned after the April 2021 survey. The matrix highlights the attributes that your community believes need to be maintained and improved to advance overall liveability.

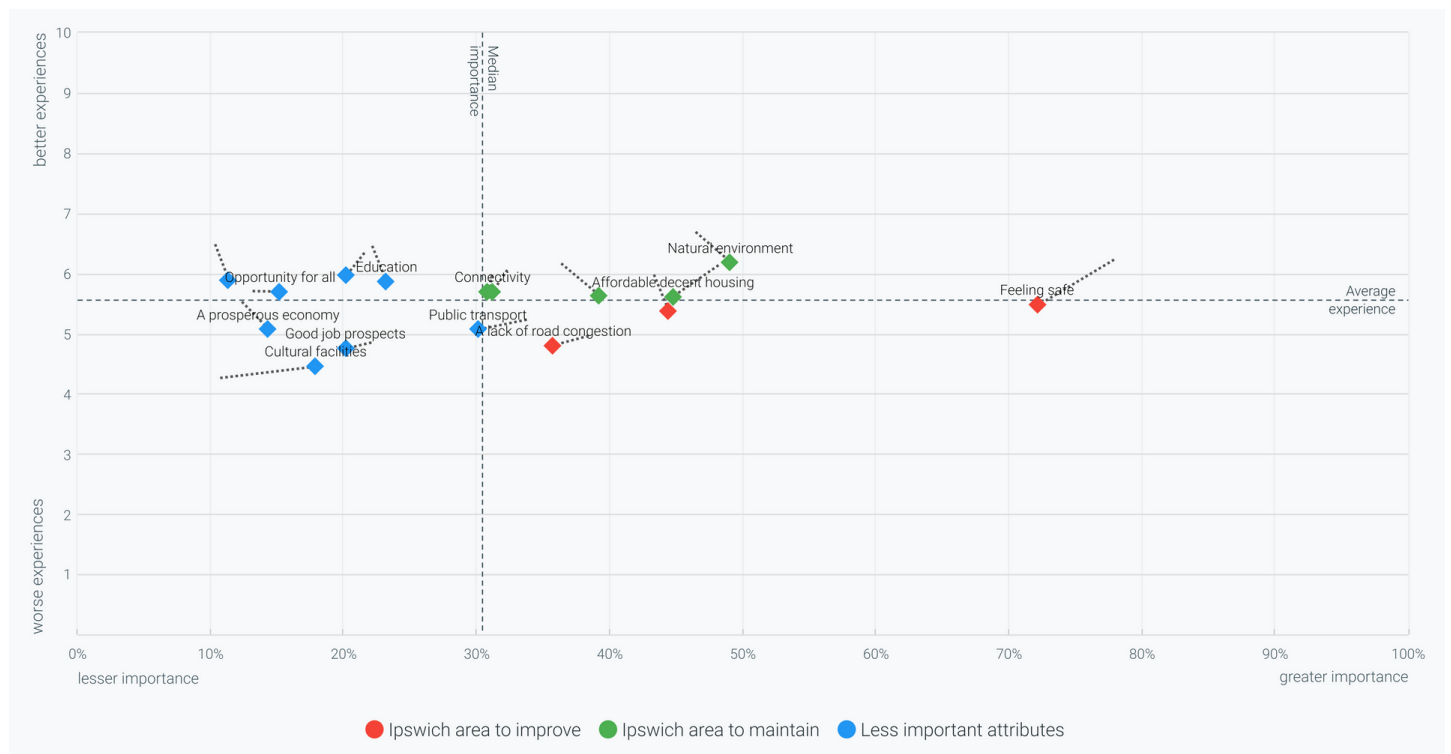
Analysis of the Living in Ipswich survey results identified three 'areas to maintain' and five 'areas to improve' to advance liveability.

Areas to Maintain:

- Access to the natural environment
- Affordable decent housing
- High quality health services
- Making your way to and from services with ease ('Connectivity')
- A strong sense of community

Areas to Improve:

- Feeling safe
- A diverse range of shopping, leisure and dining experiences
- A lack of road congestion



The following pages explore these most important liveability attributes in greater detail.

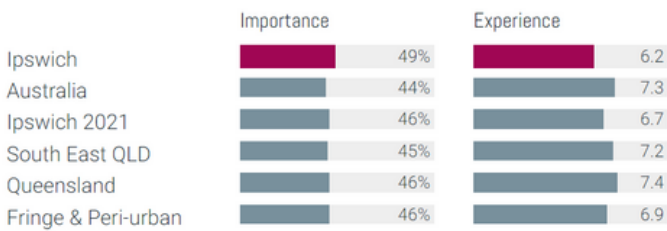
Area to Maintain - access to the natural environment

49% of residents selected 'Access to the natural environment (e.g. rivers, beaches, forests, parks, green spaces)' as an important attribute when considering what makes somewhere a good place to live, making it the 2nd most important liveability aspect for Ipswich residents overall. Residents rated their experience of 'Access to the natural environment (e.g. rivers, beaches, forests, parks, green spaces)' in their local area 6.2 out of 10, on average, making it the 1st most positively experienced attribute of 16.

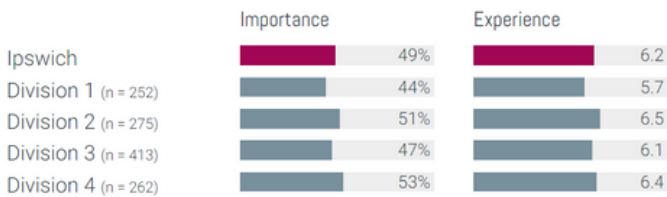
Ipswich residents placed a slightly higher value on and reported worse local area experiences regarding 'access to the natural environment' when compared to the April 2021 survey. Ipswich residents placed a higher lower value on and reported worse local area experiences for 'access to the natural environment' relative to all external benchmarks.

Looking across Ipswich, residents of Division 4 (53%) placed the highest value on 'access to the natural environment' and the most positive local area experiences were reported in Division 2 (6.5/10). When analysed by Gender and Age, Females (49%) and those aged 18-34 (56%) placed the greatest value on this attribute. Males (6.4/10) and those aged 35-59 and 60+ (6.3) reported the most positive local area experiences.

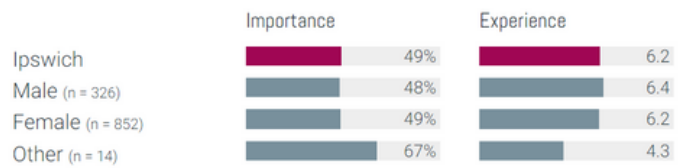
Benchmarks



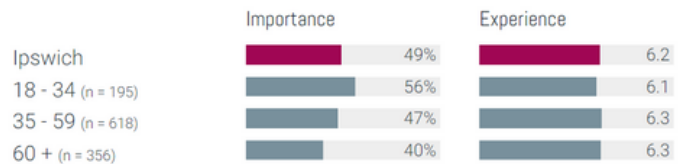
Local areas



Gender



Age



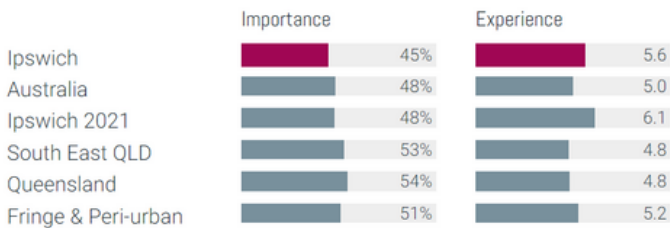
Area to Maintain - affordable decent housing

45% of residents selected 'Affordable decent housing' as an important attribute when considering what makes somewhere a good place to live, making it the 3rd most important liveability aspect for Ipswich residents overall. Residents rated their experience of 'Affordable decent housing' in their local area 5.6 out of 10, on average, making it the 9th most positively experienced attribute of 16.

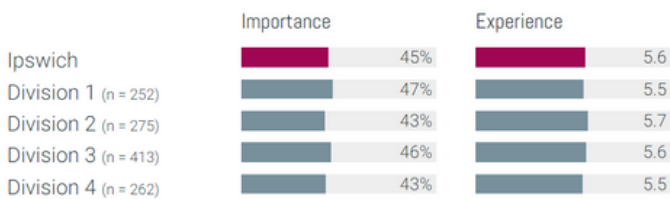
Ipswich residents placed a slightly lower value on and reported worse local area experiences regarding 'affordable decent housing' when compared to the April 2021 survey. Ipswich residents placed lower value on and reported better local area experiences for 'affordable decent housing' relative to all external benchmarks.

Looking across Ipswich, residents of Division 1 (47%) placed the highest value on 'affordable decent housing' and the most positive local area experiences were reported in Division 2 (5.7/10). When analysed by Gender and Age, Females (47%) and those aged 18-34 (50%) placed the greatest value on this attribute. Males (5.8/10) and those aged 60+ (5.8) reported the most positive local area experiences.

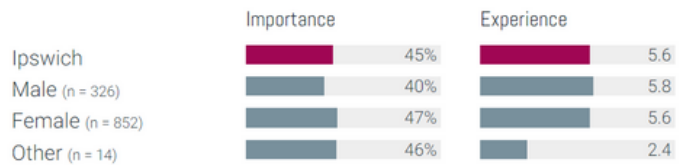
Benchmarks



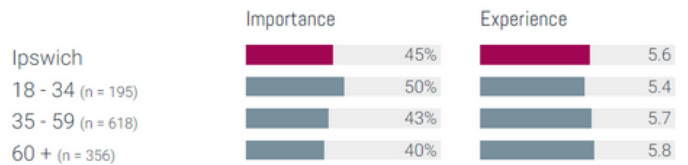
Local areas



Gender



Age

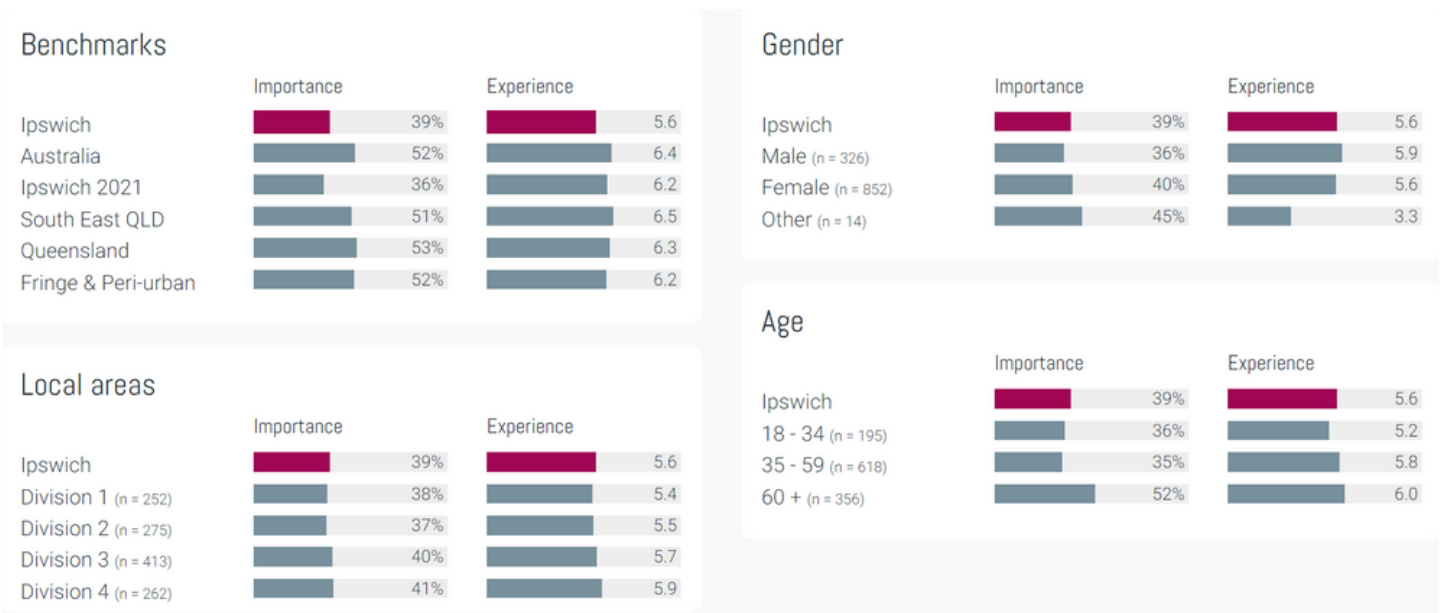


Area to Maintain - high quality health services

39% of residents selected 'High quality health services' as an important attribute when considering what makes somewhere a good place to live, making it the 5th most important liveability aspect for Ipswich residents overall. Residents rated their experience of 'High quality health services' in their local area 5.6 out of 10, on average, making it the 8th most positively experienced attribute of 16.

Ipswich residents placed a slightly higher value on and reported worse local area experiences regarding 'high quality health services' when compared to the April 2021 survey. Ipswich residents placed lower value on and reported worse local area experiences for 'high quality health services' relative to all external benchmarks.

Looking across Ipswich, residents of Division 4 (41%) placed the highest value on 'high quality health services' and the most positive local area experiences were reported in Division 4 (5.9/10). When analysed by Gender and Age, Females (40%) and those aged 60+ (52%) placed the greatest value on this attribute. Males (5.9/10) and those aged 60+ (6.0) reported the most positive local area experiences.



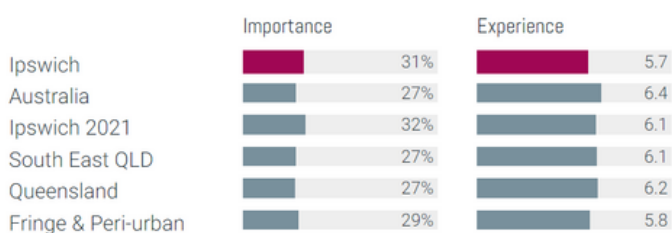
Area to Maintain - making your way to and from services with ease

31% of residents selected 'Making your way to and from services such as employment, education and healthcare with relative ease' as an important attribute when considering what makes somewhere a good place to live, making it the 7th most important liveability aspect for Ipswich residents overall. Residents rated their experience of 'Making your way to and from services such as employment, education and healthcare with relative ease' in their local area 5.7 out of 10, on average, making it the 5th most positively experienced attribute of 16.

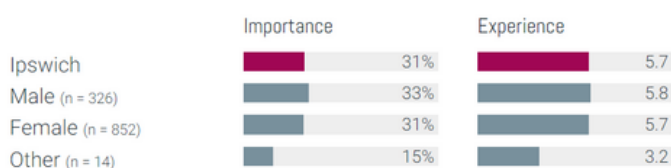
Ipswich residents placed a slightly lower value on and reported worse local area experiences regarding 'making your way to and from services' when compared to the April 2021 survey. Ipswich residents placed a higher and lower value on and reported worse or similar local area experiences for 'making your way to and from services' relative to all external benchmarks.

Looking across Ipswich, residents of Division 2 (38%) placed the highest value on 'making your way to and from services' and the most positive local area experiences were reported in Division 3 (6.1/10). When analysed by Gender and Age, Males (33%) and those aged 35-59 (33%) placed the greatest value on this attribute. Males (5.8/10) and those aged 18-34 (5.8) reported the most positive local area experiences.

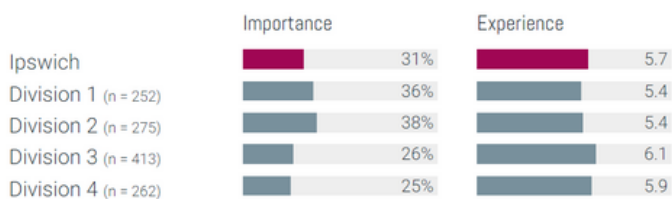
Benchmarks



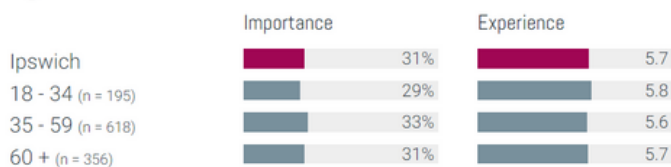
Gender



Local areas



Age

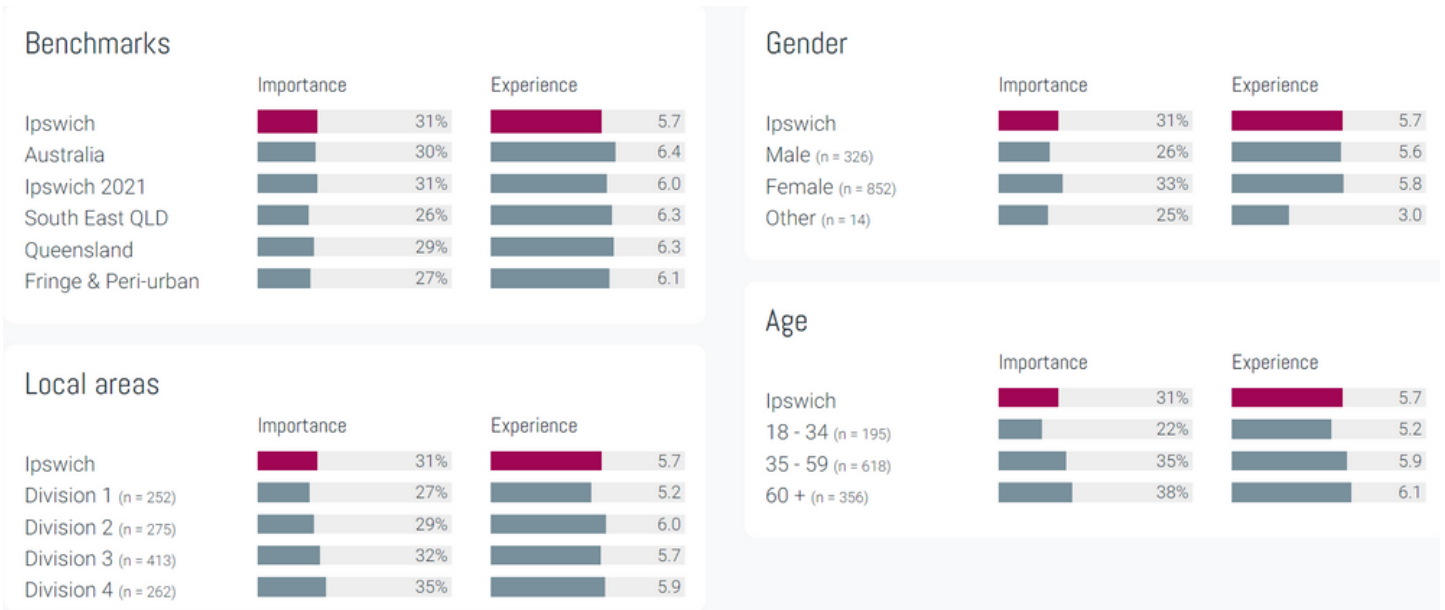


Area to Maintain - a strong sense of community

31% of residents selected 'A strong sense of community' as an important attribute when considering what makes somewhere a good place to live, making it the 8th most important liveability aspect for Ipswich residents overall. Residents rated their experience of 'A strong sense of community' in their local area 5.7 out of 10, on average, making it the 7th most positively experienced attribute of 16.

Ipswich residents placed the same value on and reported worse local area experiences regarding 'a strong sense of community' when compared to the April 2021 survey. Ipswich residents placed a similar and greater value on and reported worse local area experiences for 'a strong sense of community' relative to all external benchmarks.

Looking across Ipswich, residents of Division 4 (35%) placed the highest value on 'a strong sense of community' and the most positive local area experiences were reported in Division 2 (6.0/10). When analysed by Gender and Age, Females (33%) and those aged 60+ (38%) placed the greatest value on this attribute. Females (5.8/10) and those aged 60+ (6.1) reported the most positive local area experiences.



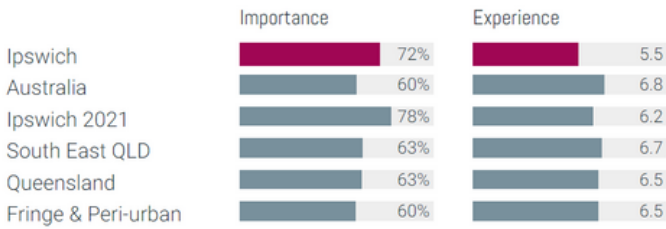
Area to Improve - feeling safe

72% of residents selected 'Feeling safe' as an important attribute when considering what makes somewhere a good place to live, making it the 1st most important liveability aspect for Ipswich residents overall. Residents rated their experience of 'Feeling safe' in their local area 5.5 out of 10, on average, making it the 10th most positively experienced attribute of 16.

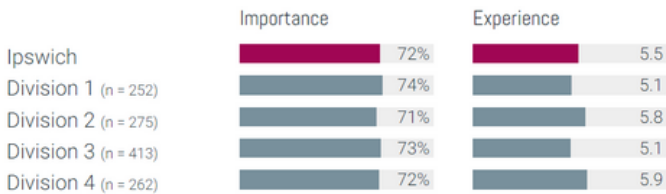
Ipswich residents placed a lower value on and reported worse local area experiences regarding 'feeling safe' when compared to the April 2021 survey. Ipswich residents placed a greater value on and reported worse local area experiences for 'feeling safe' relative to all external benchmarks.

Looking across Ipswich, residents of Division 1 (74%) placed the highest value on 'feeling safe' and the most positive local area experiences were reported in Division 4 (5.9/10). When analysed by Gender and Age, Females (75%) and those aged 35-59 (73%) placed the greatest value on this attribute. Males (5.6/10) and those aged 60+ (5.9) reported the most positive local area experiences.

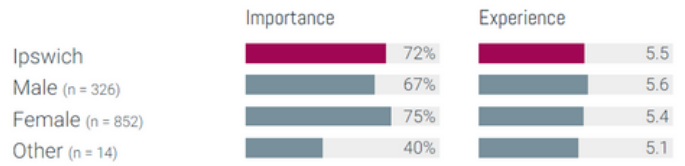
Benchmarks



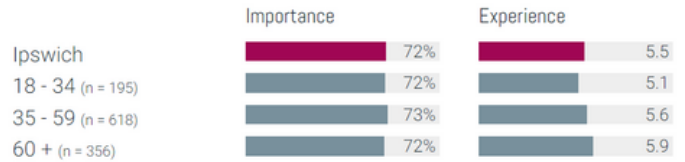
Local areas



Gender



Age



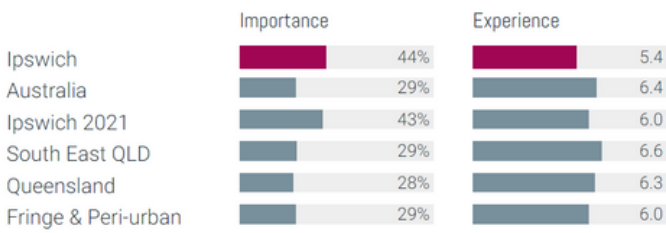
Area to Improve - a diverse range of shopping, leisure and dining experiences

44% of residents selected 'A diverse range of shopping, leisure and dining experiences' as an important attribute when considering what makes somewhere a good place to live, making it the 4th most important liveability aspect for Ipswich residents overall. Residents rated their experience of 'A diverse range of shopping, leisure and dining experiences' in their local area 5.4 out of 10, on average, making it the 11th most positively experienced attribute of 16.

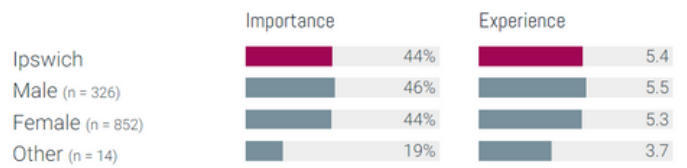
Ipswich residents placed a higher value on and reported worse local area experiences regarding 'a diverse range of shopping, leisure and dining experiences' when compared to the April 2021 survey. Ipswich residents placed a higher value on and reported worse local area experiences for 'a diverse range of shopping, leisure and dining experiences' relative to all external benchmarks.

Looking across Ipswich, residents of Division 4 (48%) placed the highest value on 'a diverse range of shopping, leisure and dining experiences' and the most positive local area experiences were reported in Division 2 (5.7/10). When analysed by Gender and Age, Males (46%) and those aged 18-34 (47%) placed the greatest value on this attribute. Males (5.5/10) and those aged 60+ (5.6) reported the most positive local area experiences.

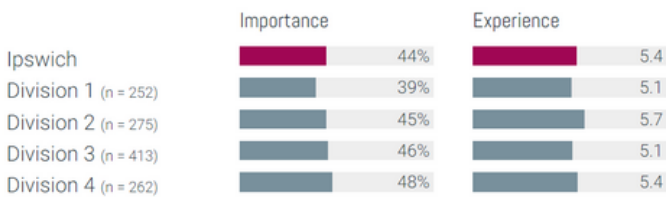
Benchmarks



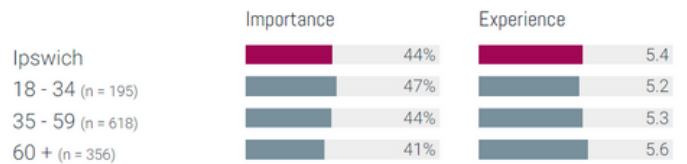
Gender



Local areas



Age



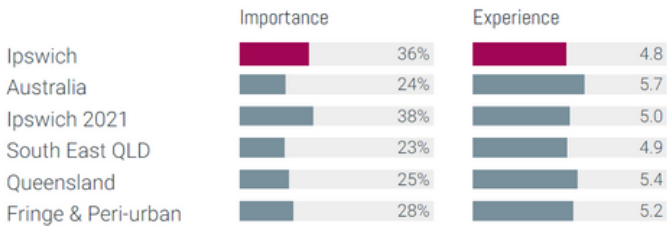
Area to Improve - a lack of road congestion

36% of residents selected 'A lack of road congestion' as an important attribute when considering what makes somewhere a good place to live, making it the 6th most important liveability aspect for Ipswich residents overall. Residents rated their experience of 'A lack of road congestion' in their local area 4.8 out of 10, on average, making it the 14th most positively experienced attribute of 16.

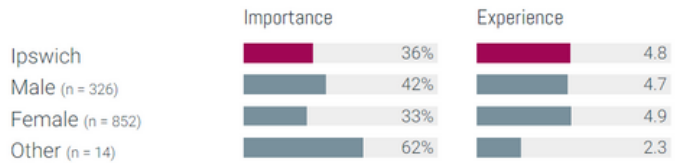
Ipswich residents placed a lower value on and reported worse local area experiences regarding 'a lack of road congestion' when compared to the April 2021 survey. Ipswich residents placed a higher value on and reported worse and similar local area experiences for 'a lack of road congestion' relative to all external benchmarks.

Looking across Ipswich, residents of Division 2 (44%) placed the highest value on 'a lack of road congestion' and the most positive local area experiences were reported in Division 3 (5.4/10). When analysed by Gender and Age, Males (42%) and those aged 35-59 and 60+ (36%) placed the greatest value on this attribute. Females (4.9/10) and those aged 18-34 and 60+ (5.0) reported the most positive local area experiences.

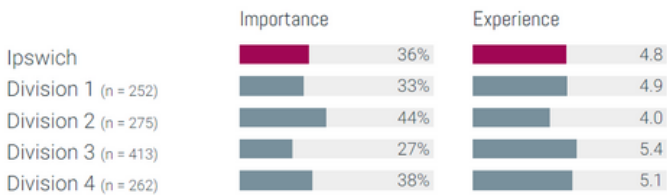
Benchmarks



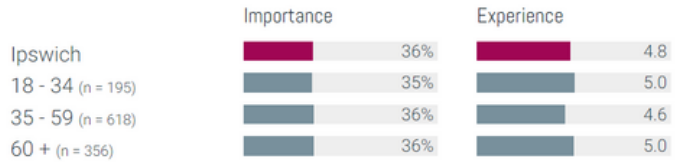
Gender



Local areas



Age



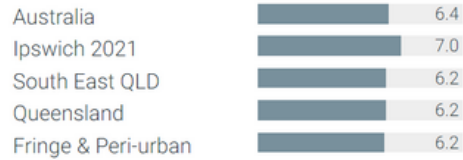
Health and Wellbeing in Ipswich...

The World Health Organisation defines 'health' as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. In response, we have crafted six questions that efficiently provide an insight as to your residents' overall health as well as their current and projected physical health, mental health and social wellbeing.

The health and wellbeing of Ipswich residents

City of Ipswich residents' Health and Wellbeing Index returned a value of 6.4 out of 10. This finding was consistent with Australia (6.4), higher than South East QLD (6.2), Queensland (6.2), and Fringe & Peri-urban (6.2), and lower than Ipswich 2021 (7.0). The Health and Wellbeing Index is created by averaging residents self-reported ratings of their current physical health, mental health and social wellbeing. The maximum score on the Index is 10.

Ipswich Health and Wellbeing Index



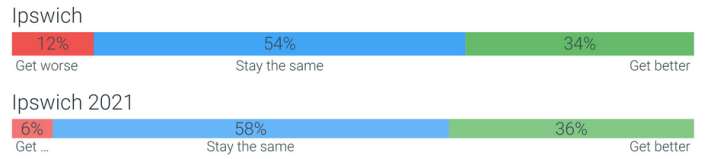
Physical health in Ipswich

As reported in the chart below, residents of Ipswich rated their current physical health an average of 6.3 out of 10, lower than the April 2021 survey (6.9). When asked about the future, 34% forecast that their physical health will get better in 12 months and 12% believe it will get worse.

How would you rate your physical health?



Do you think your physical health will get better, worse or stay the same over the next year?



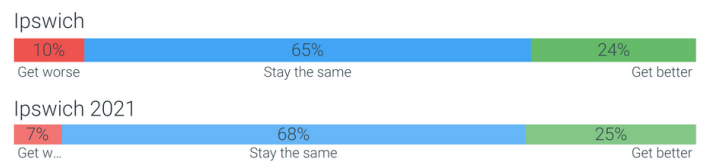
Mental health in Ipswich

As reported in the chart below, residents of Ipswich rated their current mental health an average of 6.5 out of 10, lower than the April 2021 survey (7.0). When asked about the future, 24% forecast that their mental health will get better in 12 months and 10% believe it will get worse.

How would you rate your mental health?



Do you think your mental health will get better, worse or stay the same over the next year?



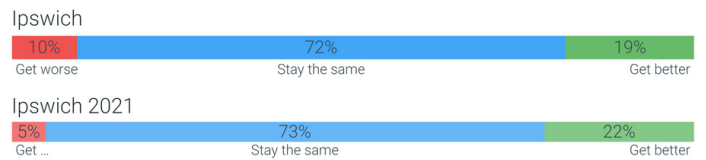
Social wellbeing in Ipswich

As reported in the chart below, residents of Ipswich rated their current social wellbeing an average of 6.3 out of 10, lower than the April 2021 survey (7.0). When asked about the future, 19% forecast that their social wellbeing will get better in 12 months and 10% believe it will get worse.

How would you rate your social wellbeing?



Do you think your social wellbeing will get better, worse or stay the same over the next year?



Financial Circumstances in Ipswich...

In modern Australia, financial wellbeing plays an important role in self-determination, and generally provides us greater agency over our own lives. In response, we have crafted four questions that examine how your residents feel about their current financial circumstances, their ability to meet financial commitments, future personal financial prospects and how they feel about the future economic prospects of their local area.

Personal financial circumstances in Ipswich

As reported in the chart below, City of Ipswich residents rated their current Personal Financial Circumstances an average of 6.1 out of 10, consistent with South East QLD (6.1) and Queensland (6.1), higher than Fringe & Peri-urban (5.8), and lower than Australia (6.3) and Ipswich 2021 (6.4).

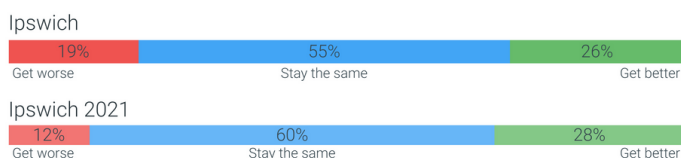
Ipswich Current Financial Circumstances



Future personal finances

When asked about the future, 26% forecast that their personal financial circumstances will get better in 12 months and 19% believe they will get worse. When compared with the April 2021 survey, residents were slightly less optimistic (26% vs 28%) and more pessimistic (19% vs 12%) about their future circumstances.

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

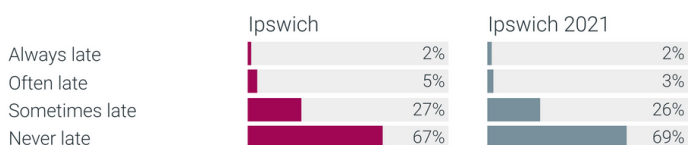


Ability to meet financial commitments and future economic situation in Ipswich

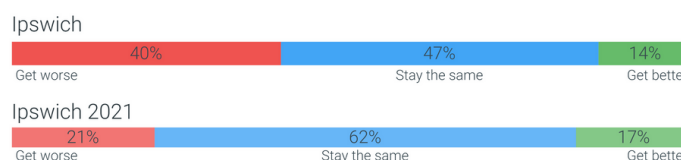
As shown in the chart below, 67% of residents reported that they are never late meeting their financial commitments and 27% advised they are sometimes late. These findings are largely consistent with the April 2021 survey.

16% of Ipswich residents forecast that their local area economy will get better over the next year compared to 40% who believed it will get worse. When compared with the April 2021 survey, residents were slightly less optimistic (14% vs 17%) and more pessimistic (40% vs 21%) about their local area's future economic prospects.

How often, if ever, are you late meeting your financial commitments?



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



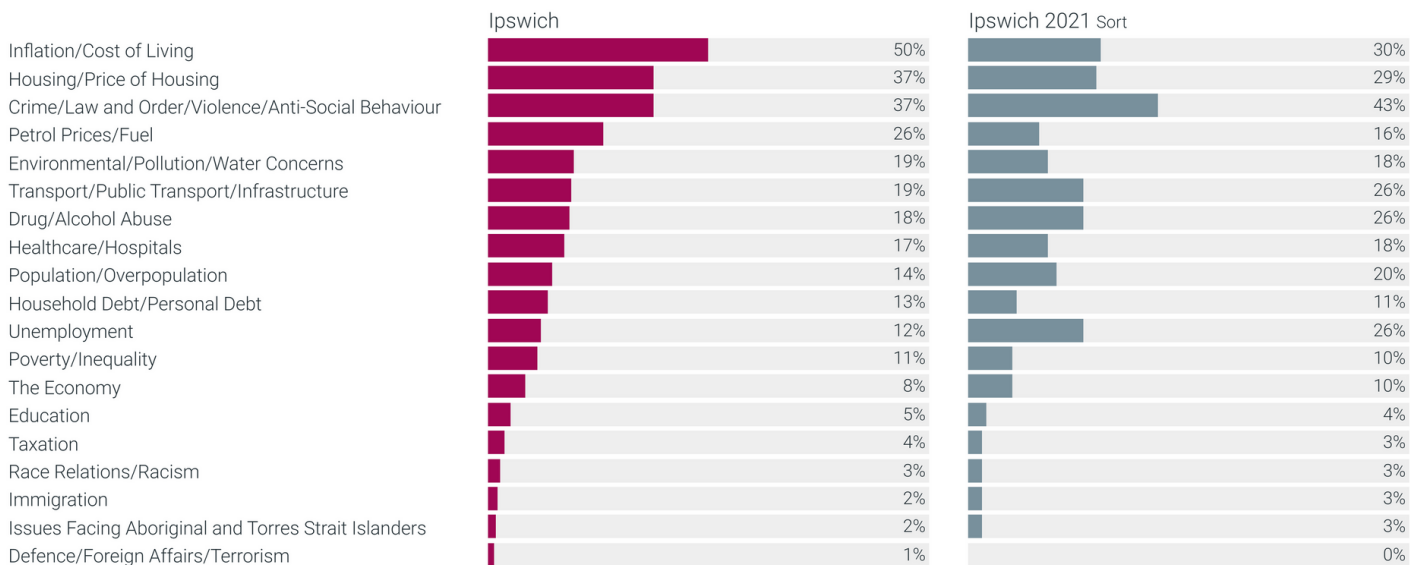
Community Concerns in Ipswich...

No-one knows their local area like those who make it their home. The section reports on your residents' most pressing local area concerns. In practice, the survey asks your residents to select the top 3 issues facing local area from a list of 19 possible options.

The top issues facing Ipswich

The most important issues facing Ipswich were Inflation/Cost of Living (50% selected among the top three issues facing their local area from 19 options), Housing/Price of Housing (37%), Crime/Law and Order/Violence/Anti-Social Behaviour (37%), Petrol Prices/Fuel (26%) and Environment/Pollution/Water Concerns (19%). When compared with the April 2021 survey, residents of Ipswich were more concerned about Inflation/Cost of Living (50% vs 30%), Housing/Price of Housing (37% vs 29%) and Petrol Prices/Fuel (26% vs 16%).

What are the top three issues facing your local area?



Living across Ipswich...

This section discusses the liveability, values, experiences and future needs of residents across 4 x Ipswich Local Areas:

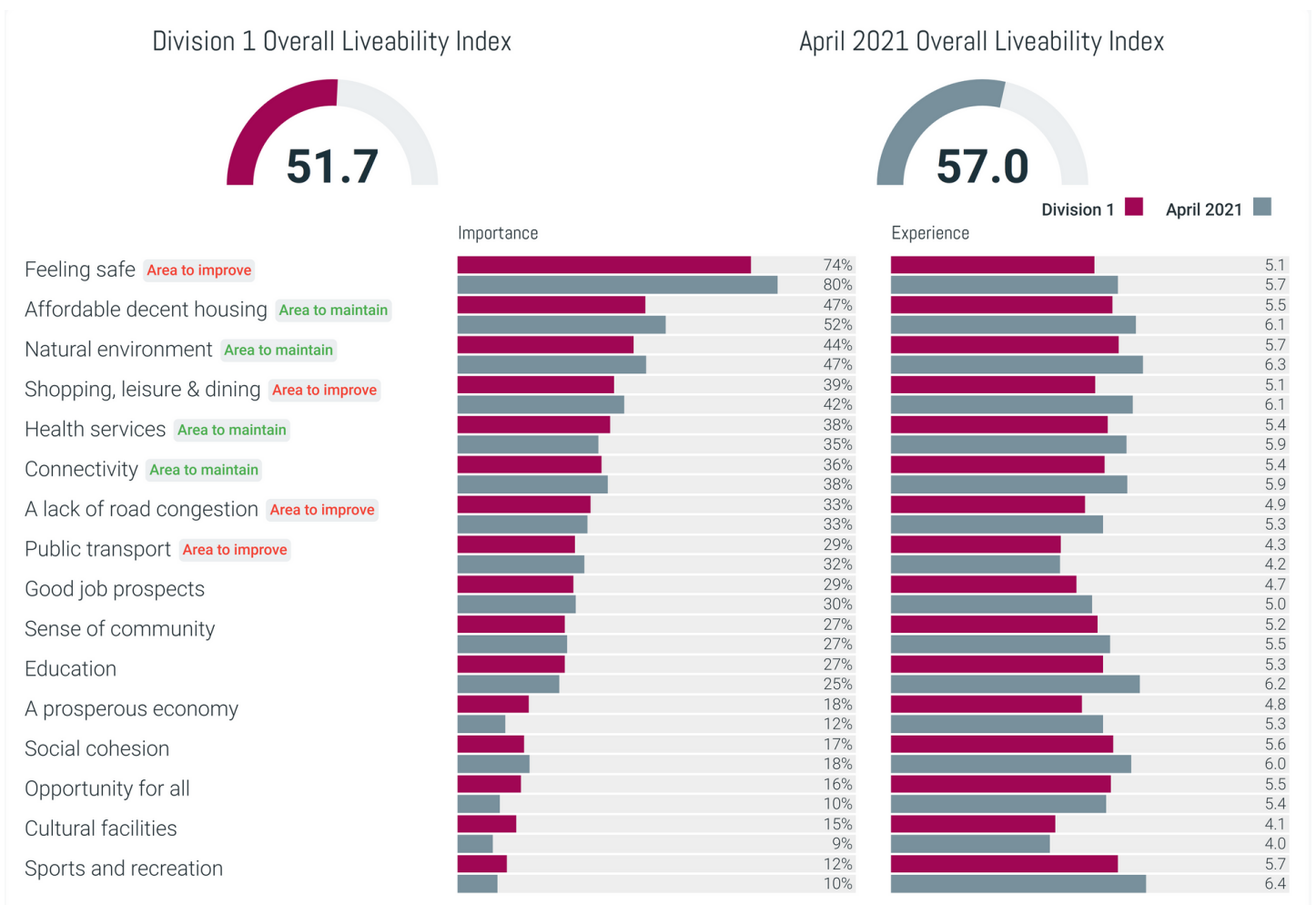
- Division 1
- Division 2
- Division 3
- Division 4

Living in Division 1

The Division 1 Local Area is made up of Deebing Heights, Redbank Plains, Willowbank, Ripley, Raceview, South Ripley, Peak Crossing, Flinders View, Blackstone, Grandchester, Purga, Mutdapilly, and Goolman.

252 residents from Division 1 participated in the survey, returning an error margin of $\pm 6.2\%$ (at 95% confidence). This means that when 74% of these residents selected 'feeling safe' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 68% and 80% of all residents from that local area share that view.

The Division 1 Local Area Overall Liveability Index returned a value of 51.7 out of 100, lower than April 2021 (57.0). Residents from the Division 1 Local Area nominated 'affordable decent housing', 'access to the natural environment', 'high quality health services' and 'making your way to and from services with ease' as areas to maintain - liveability attributes that are of high importance where local area experiences were relatively positive. In contrast, 'feeling safe', 'a diverse range of shopping, leisure and dining experiences', 'a lack of road congestion' and 'reliable and efficient public transport' were liveability attributes of high importance where local area experiences need to be improved to advance quality of life.



Living in Division 2

The Division 2 Local Area is made up of Bellbird Park, Augustine Heights, Gales, Springfield Lakes, Spring Mountain, Goodna, Camira, Springfield, Brookwater, and Springfield Central.

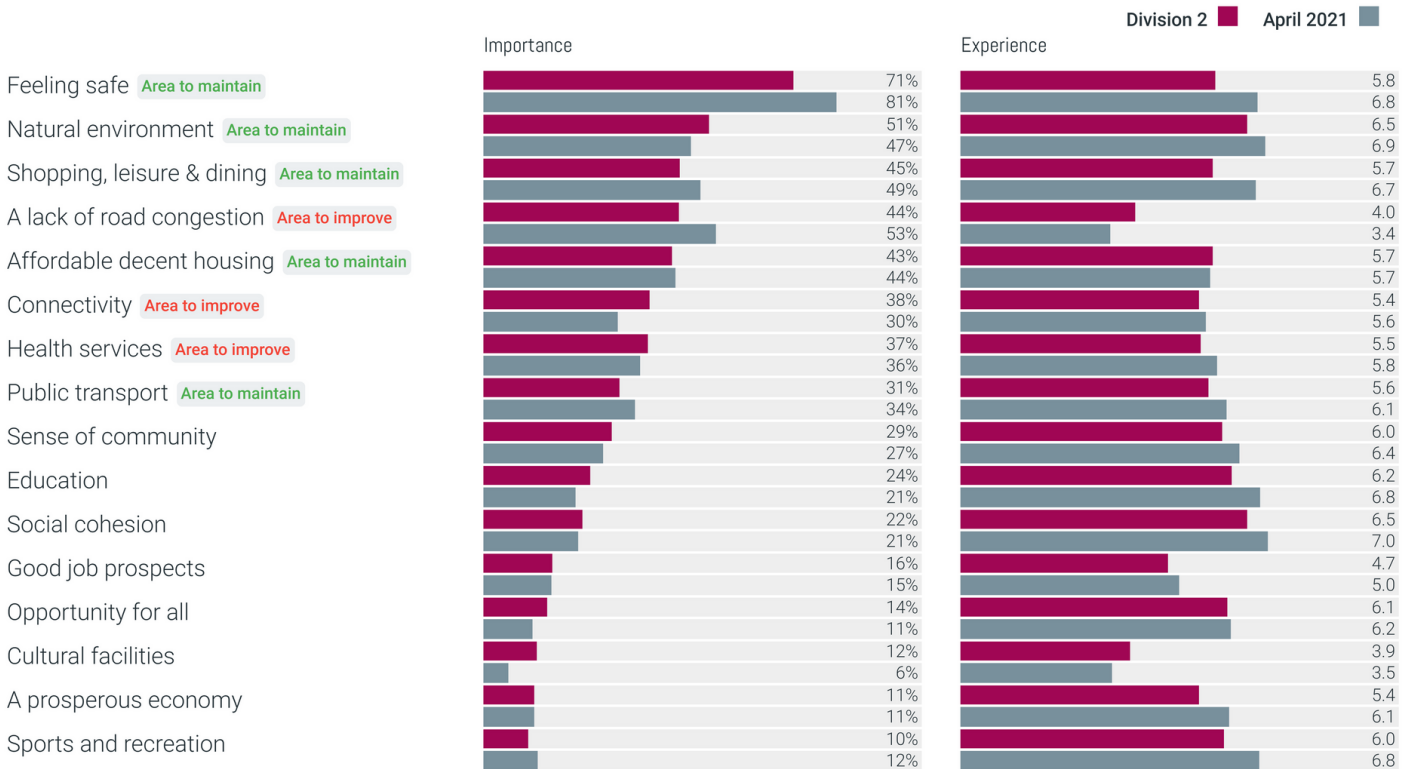
275 residents from Division 2 participated in the survey, returning an error margin of $\pm 5.9\%$ (at 95% confidence). This means that when 71% of these residents selected 'feeling safe' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 65% and 77% of all residents from that local area share that view.

The Division 2 Local Area Overall Liveability Index returned a value of 56.3 out of 100, lower than April 2021 (60.1). Residents from the Division 2 Local Area nominated 'feeling safe', 'access to the natural environment', 'a diverse range of shopping, leisure and dining experiences', 'affordable decent housing' and 'reliable and efficient public transport' as areas to maintain - liveability attributes that are of high importance where local area experiences were relatively positive. In contrast, 'a lack of road congestion', 'making your way to and from services with ease' and 'high quality health services' were liveability attributes of high importance where local area experiences need to be improved to advance quality of life.

Division 2 Overall Liveability Index



April 2021 Overall Liveability Index

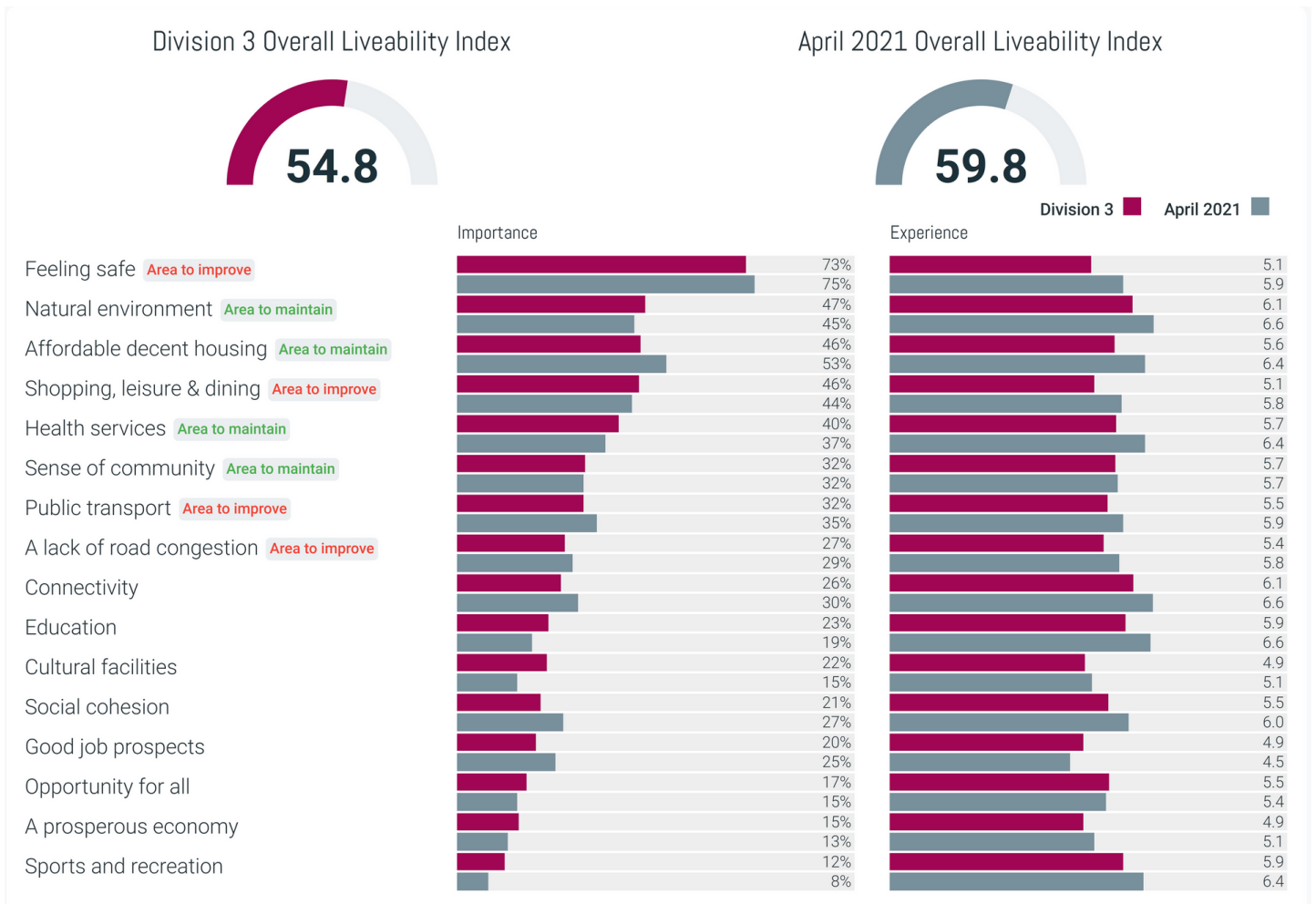


Living in Division 3

The Division 3 Local Area is made up of Dinmore, West Ipswich, North Booval, Eastern Heights, Silkstone, Redbank, Leichhardt, Collingwood Park, Bundamba, Newtown, Ipswich, Woodend, Booval, Coalfalls, Riverview, East Ipswich, Basin Pocket, Sadliers Crossing, One Mile, and Ebbw Vale.

413 residents from Division 3 participated in the survey, returning an error margin of $\pm 4.8\%$ (at 95% confidence). This means that when 73% of these residents selected 'feeling safe' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 68% and 78% of all residents from that local area share that view.

The Division 3 Local Area Overall Liveability Index returned a value of 54.8 out of 100, lower than April 2021 (59.8). Residents from the Division 3 Local Area nominated 'access to the natural environment', 'affordable decent housing', 'high quality health services' and 'a strong sense of community' as areas to maintain - liveability attributes that are of high importance where local area experiences were relatively positive. In contrast, 'feeling safe', 'a diverse range of shopping, leisure and dining experiences', 'reliable and efficient public transport' and 'a lack of road congestion' were liveability attributes of high importance where local area experiences need to be improved to advance quality of life.



Living in Division 4

The Division 4 Local Area is made up of Haigslea, Brassall, Rosewood, Pine Mountain, Wulkuraka, North Ipswich, Churchill, Karalee, Moores Pocket, Walloon, Yamanto, Barellan Point, Marburg, Chuwar, Ashwell, Karrabin, Tivoli, Thagoona, Tallegalla, North Tivoli, and The Bluff.

262 residents from Division 4 participated in the survey, returning an error margin of $\pm 6.1\%$ (at 95% confidence). This means that when 72% of these residents selected 'feeling safe' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 66% and 78% of all residents from that local area share that view.

The Division 4 Local Area Overall Liveability Index returned a value of 56.4 out of 100, lower than April 2021 (59.6). Residents from the Division 4 Local Area nominated 'feeling safe', 'access to the natural environment', 'high quality health services' and 'a strong sense of community' as areas to maintain - liveability attributes that are of high importance where local area experiences were relatively positive. In contrast, 'a diverse range of shopping, leisure and dining experiences', 'affordable decent housing', 'a lack of road congestion' and 'reliable and efficient public transport' were liveability attributes of high importance where local area experiences need to be improved to advance quality of life.

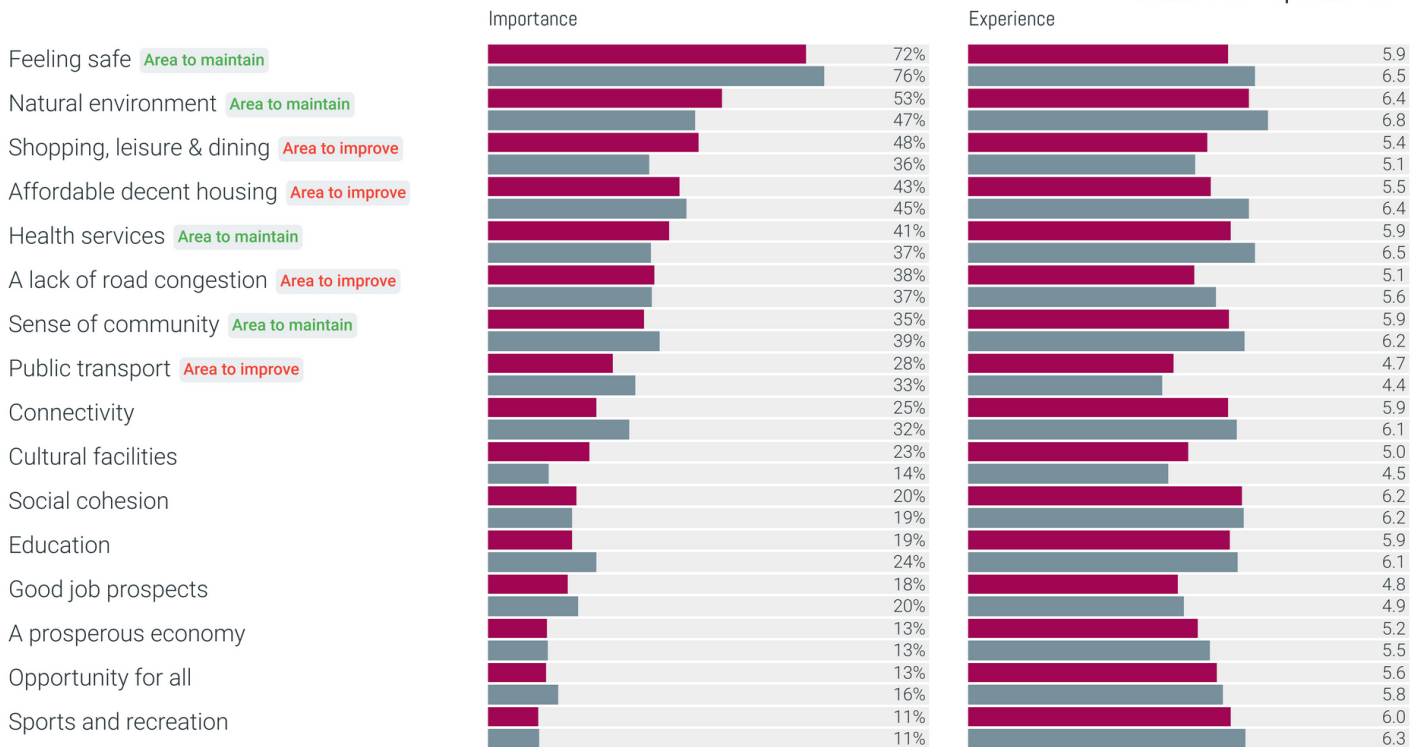
Division 4 Overall Liveability Index



April 2021 Overall Liveability Index



Division 4 ■ April 2021 ■



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".

About the survey...

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.