

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.

About Living in Ipswich

The Community Views team deployed the Living in Place survey across the City of Ipswich local government area across April and May 2023, 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.

What did we ask?

City of 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 an example of the questionnaire [here](#).

Questionnaire sections	Origin	Comparison date
Living in Place	Ipsos Life in Australia	April/May 2023
Health & Wellbeing	.id consulting	April/May 2023
Financial Circumstances	Ipsos FCC & .id consulting	April/May 2023
Concerns & Ideas	Ipsos Issues Monitor & .id consulting	April/May 2023
Demography & Life Stage	.id consulting	NA

About the survey...

Who did we survey?

Council is committed to ensuring that the views of all residents are heard, and Living in Ipswich has helped 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 the community's values, experiences and needs. In practice, 862 of the 1,202 surveyed reported suffering from one or multiple chronic illnesses, 264 were renting, 348 have dependent children, and 155 were looking for work or working casually at the time of the survey. Use the online reporting tool, [views.id](#), to better understand what it's like to Live in Ipswich through the eyes of this large and diverse community sample.

How was the survey conducted?

The survey of n=1,202 residents was collected across April and May 2023 using .id's 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. While the City of Ipswich sponsored a sample of n=1,000 residents, a further n=200 were sponsored by the ARTC's Inland Rail project.

How do you deliver local area reporting?

In recognition that the community's views may change based on where they live across the City, all Living in Ipswich survey results have also been analysed and reported by the City's 4 x Electoral Divisions. The survey asks residents which suburb they live in, not which Division. Given this, users of the [views.id](#) platform can create custom geographies in the 'data explorer' part of the application.

Was the survey sample adjusted?

Upon completion, the survey sample was compared with the population of interest (all City of Ipswich residents aged 18+) to identify if any responses to 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 Division (to account for spatial skews). 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 City of Ipswich residents' views in context, the results have been compared to experiences of residents from South East Queensland, Queensland, Metropolitan Australia and Australia benchmark averages. These benchmark datasets were also collected across April and May 2023.