

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 Ipswich Council local government area across July 2024, returning a sample of n=1,145 completed surveys. This is the fifth wave of the study, with the first wave conducted in September 2020.

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?

Ipswich City Council 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
Living in Place	Ipsos Life in Australia
Health & Wellbeing	.id consulting
Financial Circumstances	Ipsos FCC & .id consulting
Concerns & Ideas	Ipsos Issues Monitor & .id consulting
Climate Change	.id consulting
Demography & Life Stage	.id consulting

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.

About the survey...



How was the survey conducted?

The survey was collected between 20 June and 15 July 2024 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.

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. We surveyed n=1,145 residents in total, resulting in a maximum margin of error at the 95% confidence interval of +/-2.9%. In simple terms, this means that if (for example) 50% of survey respondents place importance on 'reliable and efficient public transport', we can be 95% confident that between 47.1% and 52.9% of the total Ipswich population place importance on 'reliable and efficient public transport'.

Is significance testing undertaken?

To understand whether differences in survey results between two cohorts (e.g. women versus others) or across two waves (e.g. 2024 vs 2020) are meaningful, statistical tests (z-tests on percentages and t-tests on mean scores) have been conducted to determine 'significance'. This is illustrated on the Views platform using up (green) and down (red) arrows  . This allows us to judge whether two observed results are meaningfully different, that is, these differences are likely to be observed for the population as a whole, not just within our sample. If they are not deemed 'significant', they fall within the margin of error and represent a difference that could be attributed to chance alone. Significance testing is conducted at the $p < 0.05$ level.

It is important to remember that statistical significance doesn't necessarily mean that the difference is important or meaningful in real life. It just means that there's a very good chance that the difference isn't just due to random chance. Please use your judgment and knowledge of the subject matter and place to decide if the difference is really that important, or not.

Was the survey sample adjusted?

Upon completion, the survey sample was compared with the population of interest (all Ipswich City Council 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 age and the local area. Data-weighting is a common practice in social research. It aims to improve the representativeness of survey results.

How is the Overall Liveability Index calculated?

The Overall Liveability Index (OLI) is a product of two measures:

- The values residents place on each of the 16 attributes of liveability (% of respondents that nominated each in their top five)
- The local area experiences of residents for each of the 16 attributes (mean score based on ratings from 0-10)

For each attribute, the value % is multiplied by the average experience score, and the total sum is multiplied by two to get a score out of 100 for each local area.

Who are we compared against?

To better understand Ipswich residents' views in context, the results have been compared to the experiences of residents from similar local government areas: Metropolitan Australia, Queensland, South-East Queensland, and Australia benchmark averages.

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 survey results have also been analysed and reported by four areas: 1. Division 1, 2. Division 2, 3. Division 3, 4. Division 4. Users of the views.id platform can create custom geographies in the 'data explorer' part of the application.