

Sunshine Coast's Views, 2024

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Views report



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SUNSHINE COAST COUNCIL

Local Area Overview

About the Sunshine Coast

The Sunshine Coast local government area - on the traditional lands of the [Kabi Kabi peoples and the Jinibara peoples](#) - is on the Coral Sea coastline in South East Queensland, about 100 kilometres north of the state capital, Brisbane. The area is known for its natural beauty, and much of the LGA is covered by national parks and pristine beaches.

More than [365,000 people currently live](#) across the Sunshine Coast. The [median age](#) of residents is 43 years, compared to 38 across Australia. There is a high proportion of [older couples without children](#) (14% compared to 10% across Australia). [Median weekly mortgage repayments and rents](#) are higher than averages for Australia and Regional QLD.

The population is estimated to [grow to over 540,000 people by 2046](#). Sunshine Coast attracts older adults, including retirees, and some younger families with over half of new arrivals coming from other parts of QLD, one in three from other States, and one in five from overseas.

The local area economy produces [\\$23,73 billion each year and supplies over 172,000 local jobs](#). The LGA's [largest industry \(by employment\)](#) is Healthcare and Social Assistance.



SUNSHINE COAST'S VIEWS

About Community Views for Sunshine Coast Council

About the Community Views survey

[Community Views](#) is an independent, robust and repeatable community survey that seeks to understand and help advance quality of life across Australia's local areas.

It uses 16 attributes to determine community values and experiences, calculate local area liveability and identify future needs. It also measures community health and wellbeing, financial circumstances, local area concerns and ideas for improving quality of life.

The Community Views survey data is analysed and reported through our leading online platform, [views.id](#).

Together, Community Views and [views.id](#) provide councils and other organisations with a deep and representative understanding of their community's views to inform, monitor and evaluate strategic planning and advocacy.

Community Views is delivered in partnership with leading social research consultancy, Ipsos Public Affairs.

About Sunshine Coast's Views

Sunshine Coast has been conducting the Community Views survey each year since 2021. In 2024, the survey was collected between 7th and 19th May, returning a sample of n=1,944 completed surveys.

The insights and data from Sunshine Coast's Views help to bring a credible resident lens to how the community feels about their quality of life in relation to its Community Strategic Plan. The insights reflect and inform Council's Environment and Liveability Strategy which builds a pathway to a healthy environment and liveable Sunshine Coast in 2041.

It also enables Council to compare it's community views to external benchmarks (such as Australia, Regional Australia, Queensland and South East Queensland).

This Sunshine Coast's Views Report provides the reader with an overview of what residents across the Sunshine Coast believe makes somewhere a good place to live, how they experience their local area in that regard, and what needs to happen to advance quality of life.

Additional reports, data and resources are available from the [views.id reporting and exploratory platform](#).

SUNSHINE COAST'S VIEWS

5 KEY INSIGHTS

1

Overall liveability on the Sunshine Coast has softened slightly over the past three years, with an Overall Liveability Index of 60.3/100. This can be attributed to the region's continued population growth, with some challenges around road congestion and affordable decent housing.



2

Access to the natural environment and feeling safe are key strengths of the region. Community safety has now surpassed 'access to the natural environment' as the top valued attribute on the Sunshine Coast.



3

Challenges impacting overall liveability include 'road congestion' and 'affordable decent housing'.



4

Housing and cost of living are key issues in the community, particularly for young people and renters.



5

There is a high level of belief in climate change across the Sunshine Coast, and many feel it is already affecting the local area.

KEY INSIGHT 1

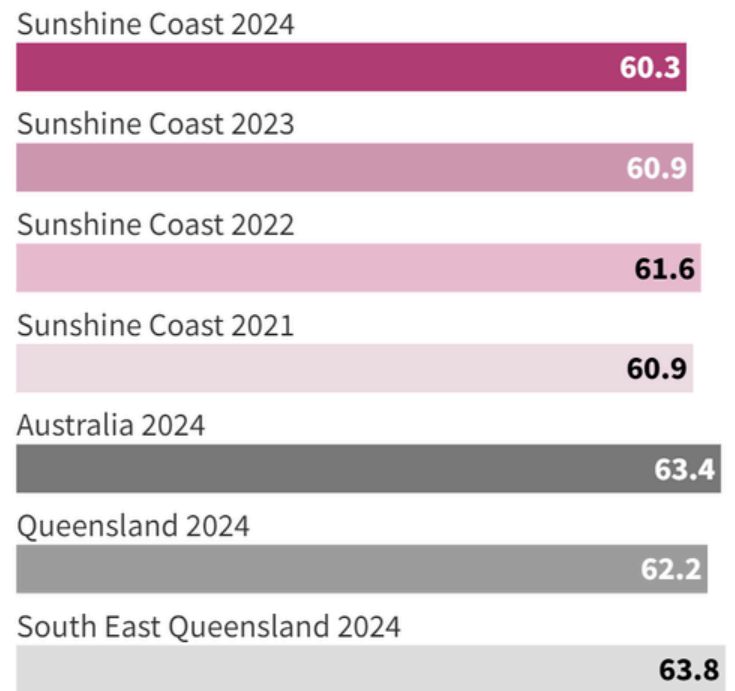
Overall liveability on the Sunshine Coast has softened slightly over the past three years, with an Overall Liveability Index of 60.3/100 recorded in 2024.

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

- The importance residents place on 16 key attributes of liveability
- The local area experiences of residents for each of those 16 attributes

Overall Liveability on the Sunshine Coast has contracted slightly since 2022, and is below contemporary benchmarks for Australia, Queensland and South East Queensland.

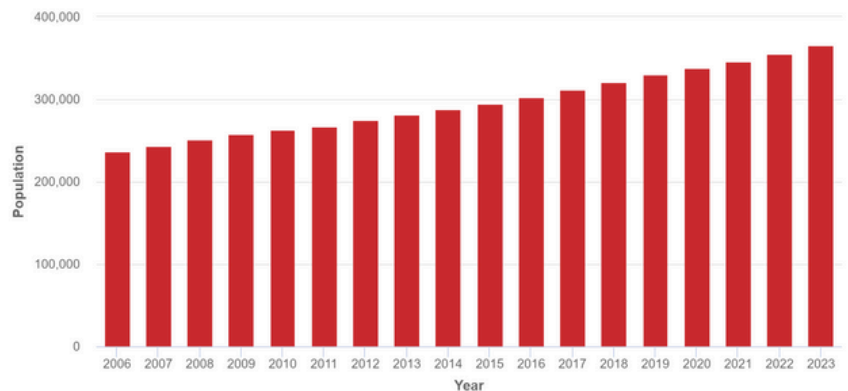
Overall Liveability Index



The Sunshine Coast has experienced significant population growth over the past 17 years, with the region playing a critical role in housing Australia's growing population. Maintaining liveability through such high levels of population growth can be challenging.

Sunshine Coast Council | community profile

Estimated Resident Population
Sunshine Coast



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id (informed decisions)



What's driving Overall Liveability: Mapping the 16 Liveability Attributes.

By mapping the 16 liveability attributes based on importance to Sunshine Coast residents and local area experiences, we can identify the aspects that will most impact quality of life.

Attributes considered of high importance and above average in terms of local area experiences (i.e. **areas of strength**)

include:

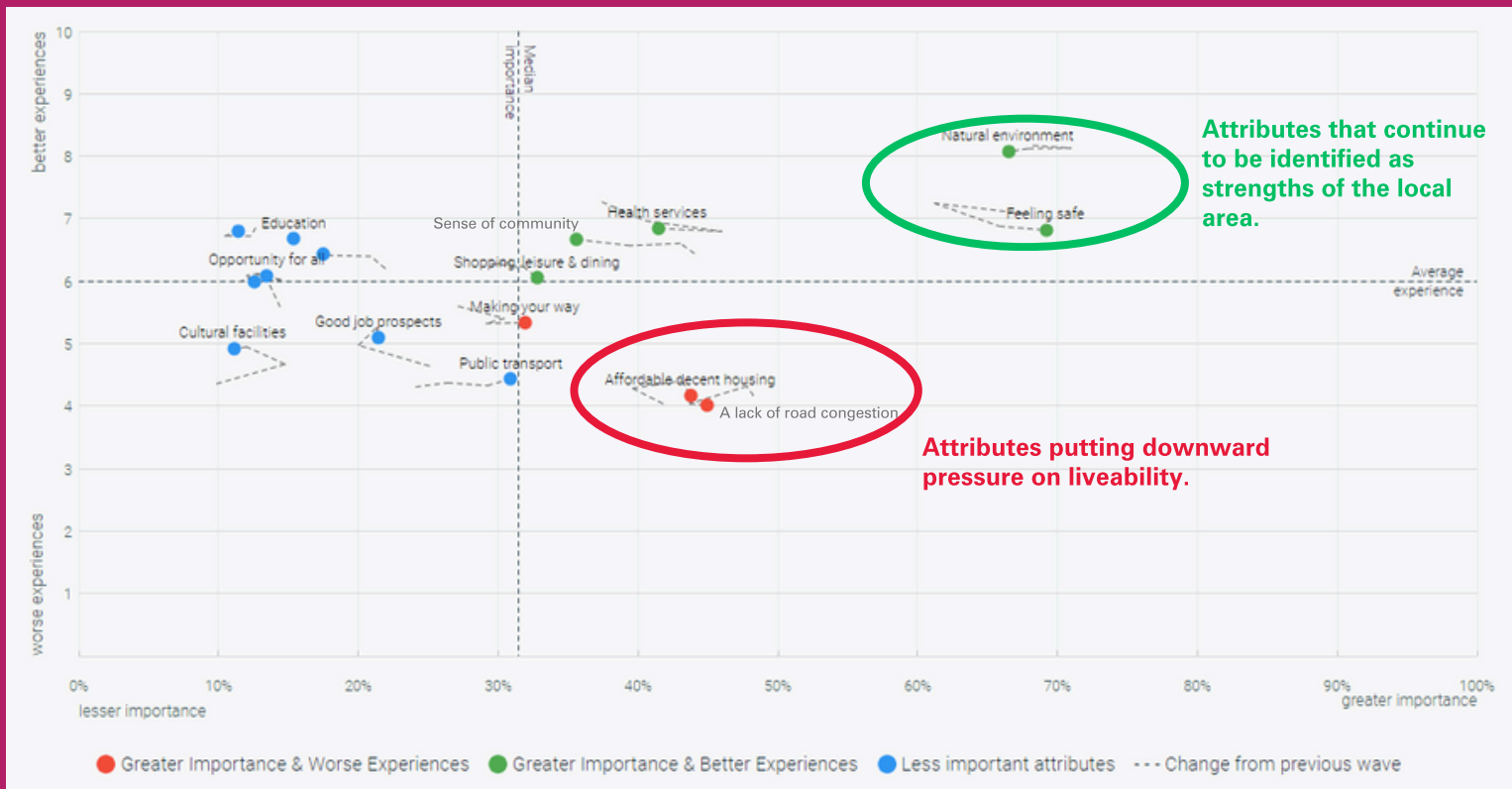
- 'access to the natural environment'
- 'feeling safe'
- 'high quality health services'
- 'a sense of community'
- 'a range of shopping, leisure and dining experiences'

Attributes considered of high importance but below average in terms of local area experiences (i.e. **areas to improve**) include:

- 'a lack of road congestion'
- 'affordable decent housing'
- 'making your way to and from essential services with relative ease'

These results indicate that there is opportunity for further policy and advocacy directed at advancing quality of life for the attributes of relatively high importance, but poorer local area experiences.

Importance / experiences matrix

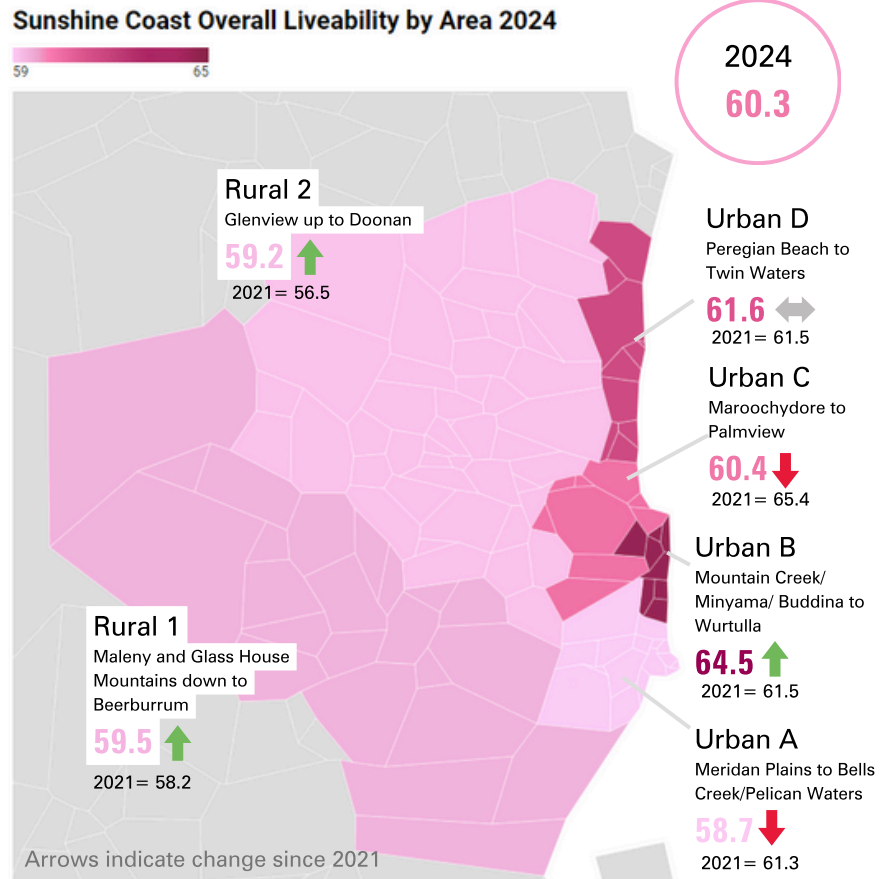


There are a range of liveability perceptions spatially across Sunshine Coast to consider in strategic planning.

Observing how the community's values, experiences and future needs change across the Sunshine Coast is a good way to identify residents' specific priorities regarding what needs to happen to advance quality of life in local areas.

High perceptions of liveability in **Urban B** are primarily driven by exceptional local area experiences of 'high quality health services', reflecting this community's preference for health services given their higher median age and the presence of Sunshine Coast University Hospital in Birtinya.

In contrast, local area liveability in **Urban A** is considerably lower. Suburbs within Urban A are experiencing considerable population growth, and, as such, residents place a higher level of importance on attributes consistent with people who live in faster growing areas generally - notably 'feeling safe,' 'a lack of road congestion,' and 'affordable decent housing'.



High levels of population growth places pressure on existing transport infrastructure resources, which, in turn, explains why residents' across Urban A's suburbs and towns report significantly poorer experiences of 'a lack of road congestion' where they live (3.2/10).

Further north in **Urban D**, residents' overall liveability is a moderate 61.6 out of a possible 100, largely consistent with previous years. In this area, the community places a higher value on and generally reports better local area experiences for 'a strong sense of community' compared to other parts of the Sunshine Coast.

The local areas of **Rural 1** and **Rural 2** cover a large inland geography with a diverse range of townships and villages. While residents across these areas report better local area experiences of road congestion in comparison to urban residents, their ability to access critical social infrastructure - including 'high quality health services' and 'high quality education opportunities' determines these areas are less liveable than the urban parts of the Sunshine Coast. In saying that, both Rural 1 and Rural 2 observed increases on local area liveability in 2024 compared to the baseline survey in 2021.

KEY INSIGHT 2

'Access to the natural environment' and 'feeling safe' are key strengths of the region. Community safety has now surpassed 'access to the natural environment' as the top valued attribute on the Sunshine Coast.

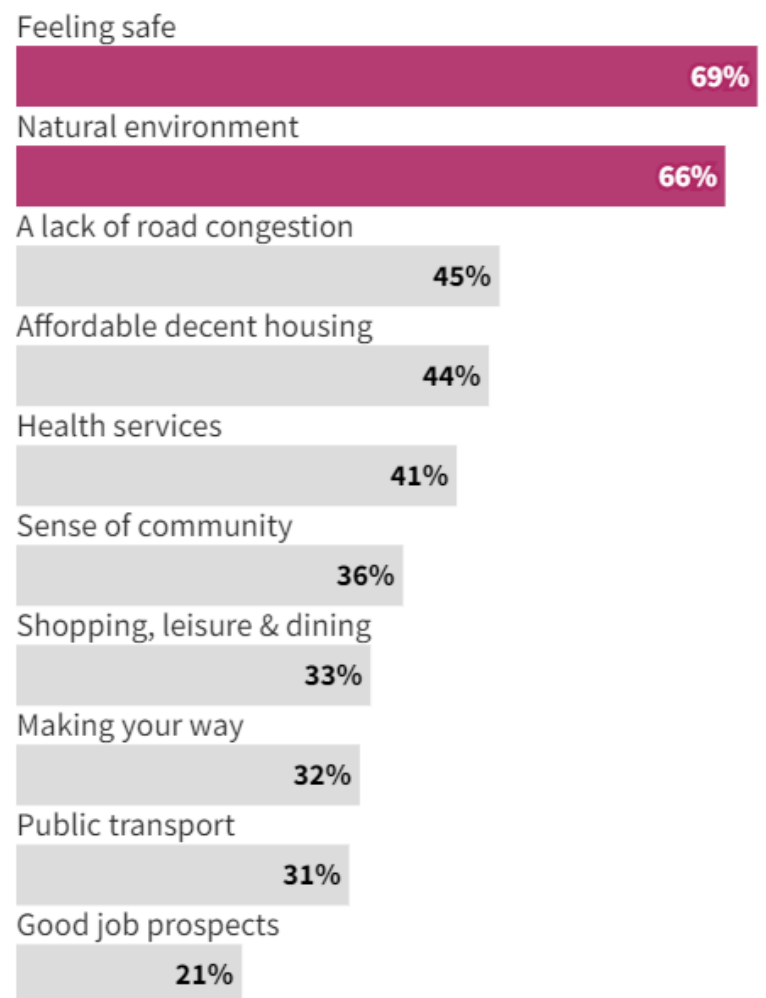
Sunshine Coast residents nominated 'feeling safe' and 'access to the natural environment' as the two attributes that contribute most towards making somewhere a good place to live. Both of these attributes are positively experienced on the Sunshine Coast, making them strengths of the area.

'A lack of road congestion', 'affordable decent housing' and 'high quality health services' round out the top five most important aspects of liveability in the area.

Compared to contemporary benchmarks for South East Queensland, Sunshine Coast particularly stands out for 'feeling safe' (6.8/10 vs. 6.6 for SEQ) and 'access to natural environment' (8.1/10 vs. 7.5).

Women on the Sunshine Coast are more likely to prioritise 'feeling safe' (72% compared to 64% among men).

Most important attributes in making somewhere a good place to live (Top 10)



'Natural environment' experiences (0-10)



'Feeling safe' experiences (0-10)



KEY INSIGHT 3

Challenges impacting overall liveability on the Sunshine Coast include ‘a lack of road congestion’ and the provision of ‘affordable decent housing’.

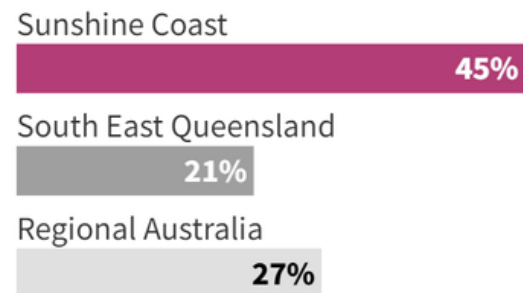
Forty-five percent of Sunshine Coast residents identified ‘a lack of road congestion’ as an important attribute in making somewhere a good place to live.

Certain attributes of higher importance to the community are less positively experienced within local areas, putting downward pressure on overall liveability. This is particularly the case for ‘a lack of road congestion’, which ranked 3rd for importance but 16th in terms of local area experiences.

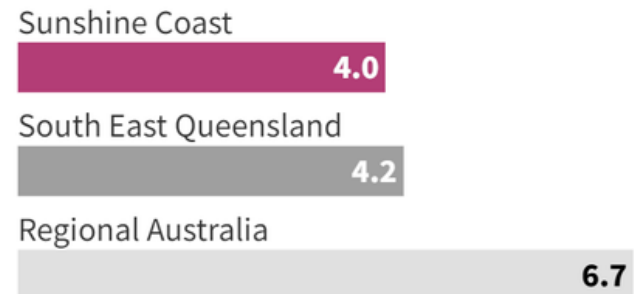
Experiences with road congestion are particularly challenging in the Urban A area (Meridan Plains to Bells Creek/ Pelican Waters), which includes the major development area of Caloundra South (Aura).

‘A lack of road congestion’ (2024)

Importance (%)



Local area experiences (0-10)



Importance and experiences of ‘a lack of road congestion’ by local area

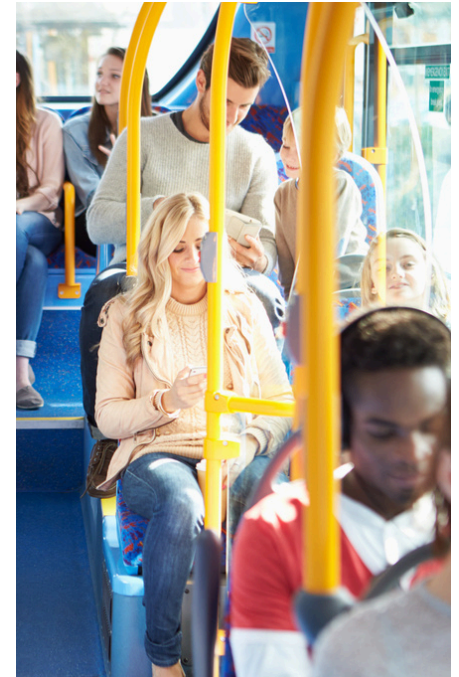
	Importance	Experience
Sunshine Coast	45%	4.0
Urban A (n = 424)	52% ↑	3.1 ↓
Urban B (n = 244)	38% ↓	4.2
Urban C (n = 539)	44%	3.6
Urban D (n = 204)	48%	4.4
Rural 1 (n = 211)	49%	4.6
Rural 2 (n = 322)	38% ↓	4.8 ↑

Having access to 'reliable and efficient public transport' is of increasing importance to residents on the Sunshine Coast.

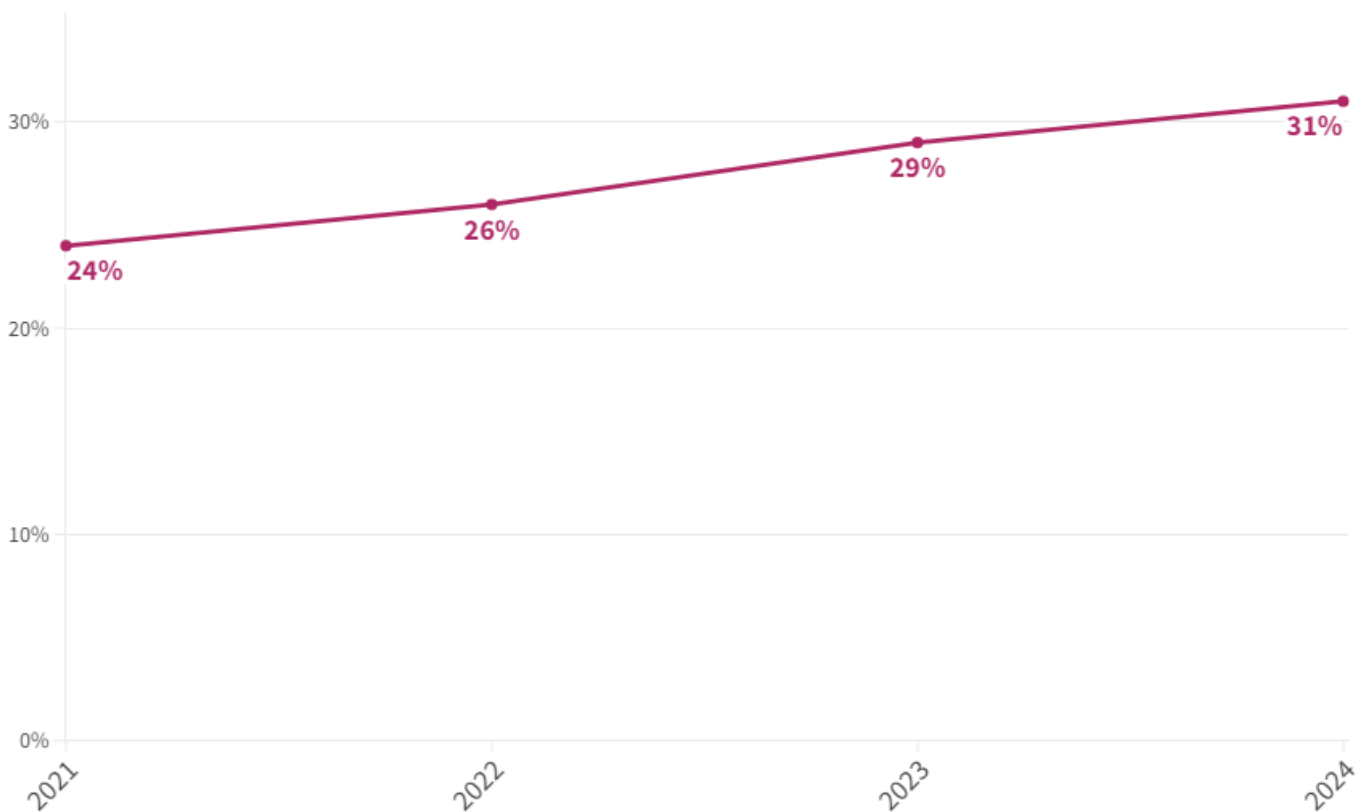
Given experiences with road congestion on the Sunshine Coast, public transport is becoming more important to residents. In 2024, 31% of Sunshine Coast residents selected 'reliable and efficient public transport' in their top five things that contribute to making somewhere a good place to live, up from 24% in 2021.

In addition, the importance placed on the 'ability to make your way to and from services such as employment, education and healthcare with relative ease' has increased in importance year-on-year (from 29% to 32%).

Any perceived improvements in mass transit are likely to contribute positively to Sunshine Coast's Overall Liveability Index and improve the quality of life of its residents.



Importance of 'reliable and efficient public transport'



KEY INSIGHT 4

Housing and cost of living are key issues in the community, particularly for young people and renters.

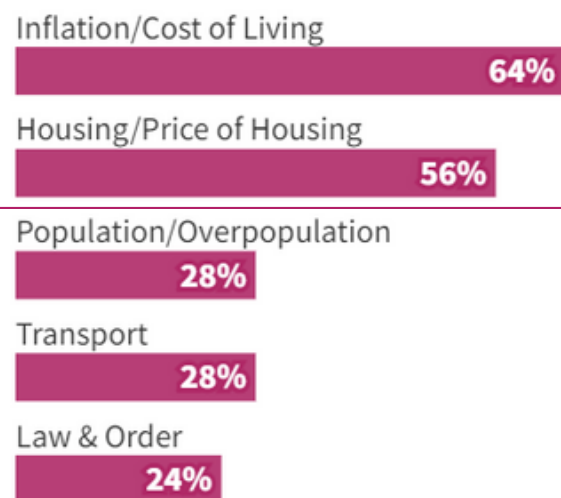
Housing and cost of living are national issues, and - much like the rest of the country - they are impacting Sunshine Coast residents. When asked the top three issues affecting their local area, 64% selected 'Inflation/Cost of Living' and 56% selected 'Housing/Price of Housing'. Cost of living as an issue on the Sunshine Coast has increased considerably from 34% in 2021.

The provision of 'affordable decent housing' was identified as the 4th most important attribute but 15th in terms of experiences for residents overall. This issue is particularly acute for younger generations and renters, with 71% of 18-34 year-olds and 74% of renters placing a high value on 'affordable decent housing'.

Sunshine Coast residents rated their local area an average of 4.2 out of 10 for 'affordable decent housing,' a decrease from 2023 and below the benchmark for Regional Australia (4.8) and for South East QLD (4.6). Experiences of 'affordable decent housing' on the Sunshine Coast were also very low among renters (3.5).

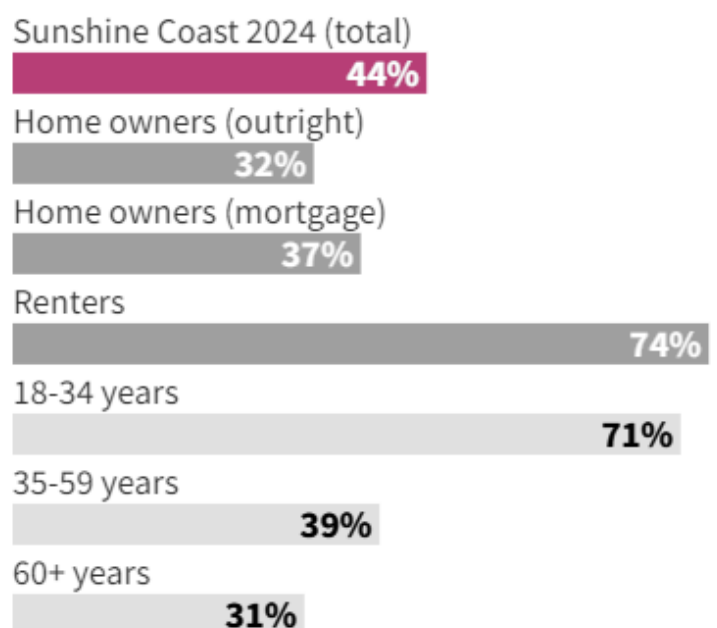
With an ageing population, it will be important to support accessible housing options for young people on the Sunshine Coast who represent the current and future workforce.

Issues facing the local area (Top 5)



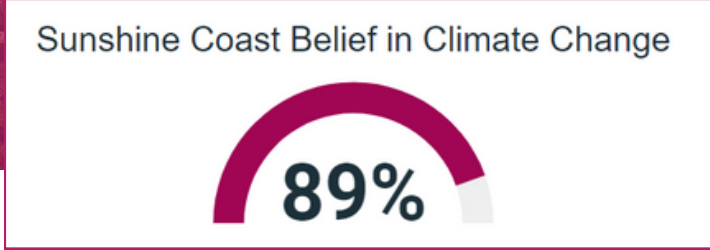
Affordable decent housing

Importance (%)



KEY INSIGHT 5

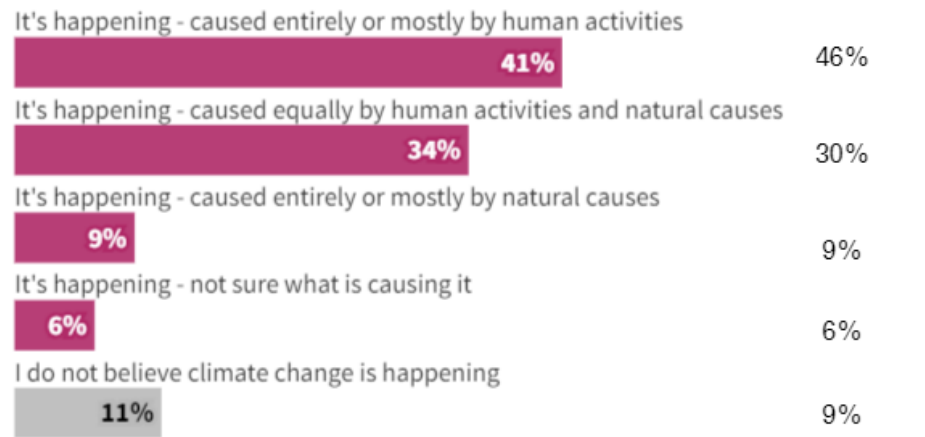
There is a high level of belief in climate change on the Sunshine Coast, and many feel it is already affecting the local area.



Almost 9 out of every 10 Sunshine Coast residents believe climate change is happening.

However, they are divided over the cause, with 41% believing it is caused mostly or entirely by human activities, 9% of residents believe climate change is caused entirely or mostly by natural causes, and 34% believing it is a mix.

Attitudes to climate change



All respondents, n=1,944

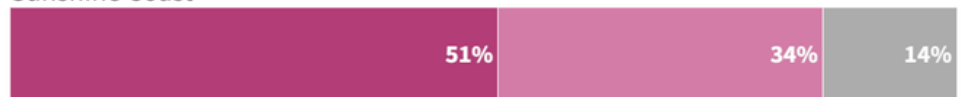
Among those that believe in climate change, more than half (51%) feel the local area is currently feeling the effects of climate change.

A further 34% feel that climate change will affect their local area in the future, while 14% don't expect it will in their lifetime.

Please select the extent to which climate change is impacting or will impact your local area in your lifetime?

- Local area is feeling the effects of climate change
- Local area is not feeling the effects of climate change, but expect it will in my lifetime
- Local area is not feeling the effects of climate change, and do not expect it will in my lifetime

Sunshine Coast



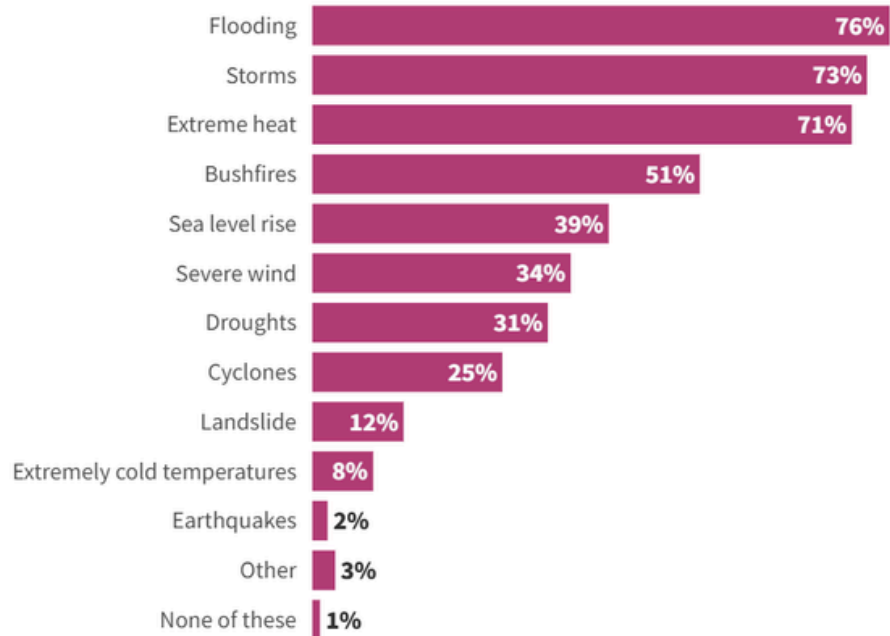
Respondents that believe in climate change, n=1,738

Flooding, storms, and extreme heat are the main concerns among Sunshine Coast residents.

Flooding, storms, and extreme heat are the main concerns among Sunshine Coast residents.

Behind this is bushfires, sea-level rise, severe winds, and droughts.

How is your local area currently, or how do you expect it will, feel the effects of climate change in your lifetime?



Respondents that believe in climate change and feel it is affecting their local area, n=1,439

Among residents that believe in climate change and feel it is affecting their local area, 42% are at least somewhat confident in the ability of the local area to adapt.

Over half (52%) are not confident.

How confident are you that your local area will be able to adapt to the effects of climate change in your lifetime?

Very confident Somewhat confident Not very confident Not at all confident Don't know



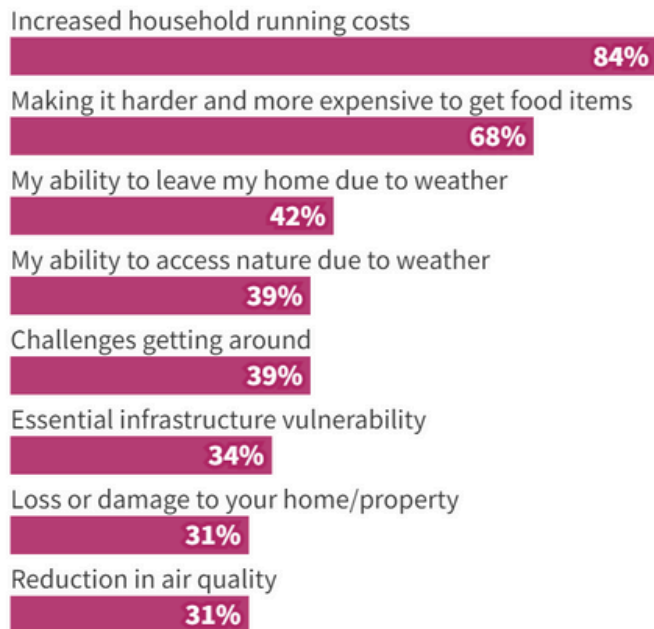
Respondents that believe in climate change and feel it is affecting their local area, n=1,484

Sunshine Coast residents are most concerned about increases to their household budget as a result of climate change.

As many as 84% of residents that feel climate change is affecting them, or will affect them personally in their lifetime, believe it will be through increased household running costs.

68% selected 'making it harder and more expensive to get food items'.

How are you currently, or how do you expect to, personally feel the effects of climate change in your lifetime? (Top 8)

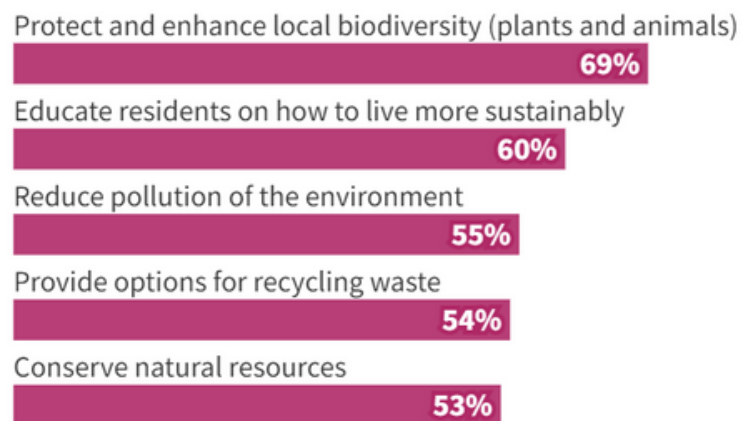


Respondents that believe in climate change and it is, or will, affect them personally, n=1,451

Protecting and enhancing local biodiversity, educating residents on how to live more sustainably, reducing pollution of the environment and providing options for recycling waste are the key things Sunshine Coast residents feel can be done to address climate change.

This suggests that residents are open to adjusting their behaviours to help tackle climate change and adverse impacts to the local area environment.

What do you feel are the best ways to address the effects of climate change in your local area?



Respondents that believe in climate change and it is, or will, affect the local area, n=1,439
Top 5 shown.

APPENDIX

LOCAL AREA INSIGHTS: RURAL 1

Beerburrum, Beerwah, Booroobin, Bribie Island North, Cambroon, Conondale, Diamond Valley, Glass House Mountains, Kenilworth, Landsborough, Maleny, Mooloolah Valley, Mount Mellum, North Maleny, Peachester, Reesville, Witta, Curramore, Crohamhurst, Coochin Creek, and Balmoral Ridge.

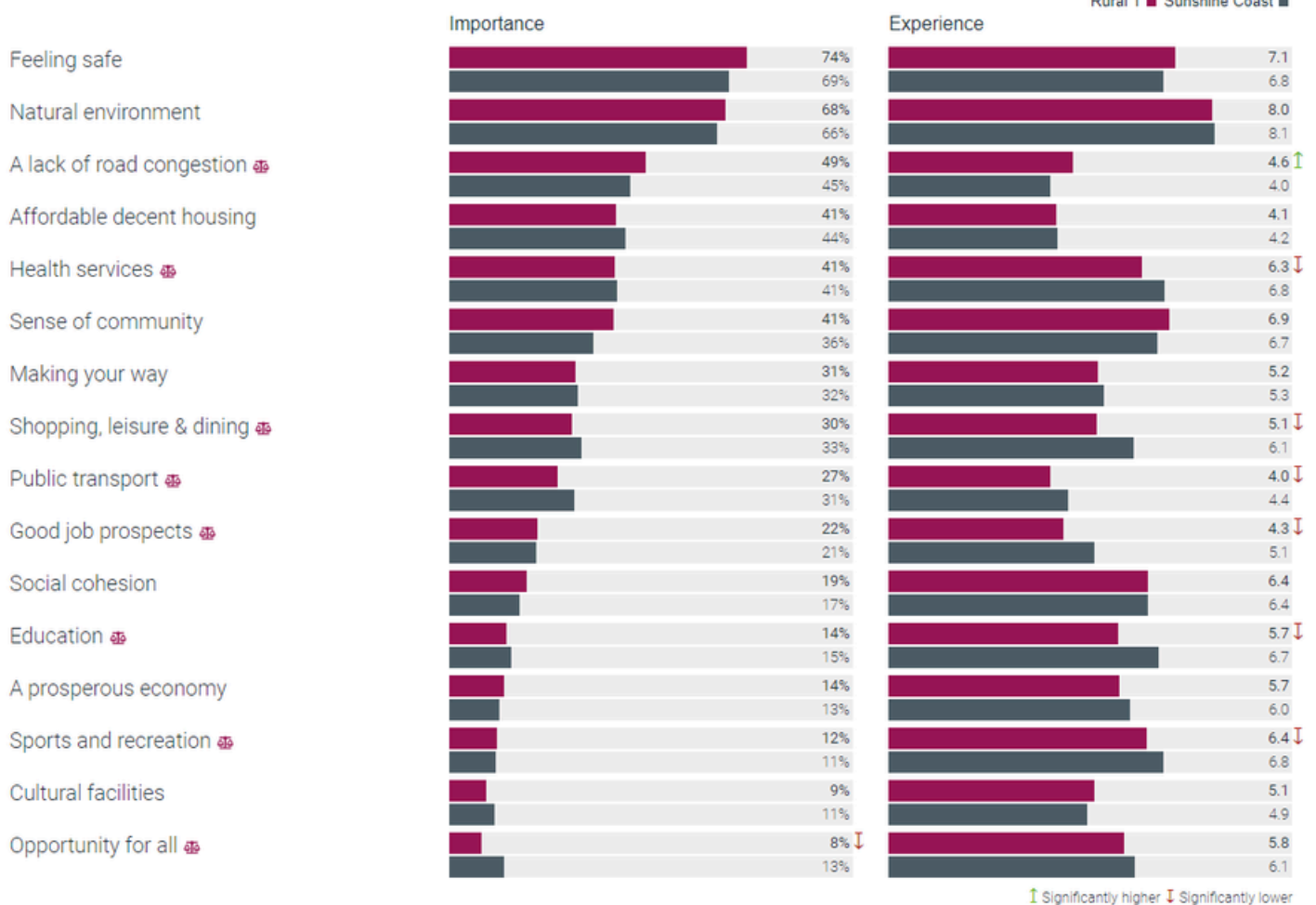
The Overall Liveability Index for Rural 1 was 59.5/100, lower than the Sunshine Coast Index (60.3).

Sample size: n=211

Rural 1 Overall Liveability Index



Sunshine Coast Overall Liveability Index



APPENDIX

LOCAL AREA INSIGHTS: RURAL 2

Belli Park, Bli Bli, Burnside, Chevallum, Coes Creek, Diddillibah, Doonan, Dulong, Eerwah Vale, Eudlo, Eumundi, Flaxton, Forest Glen, Glenview, Hunchy, Ilkley, Image Flat, Kiamba, Kiels Mountain, Kulangoor, Kureelipa, Landers Shoot, Mapleton, Maroochy River, Montville, Nambour, Ninderry, Obi Obi, Palmwoods, Rosemount, Tanawha, Town Mountain, Valdora, Verrierdale, West Woombye, Weyba Downs, Woombye, Yandina, Yandina Creek, and Parklands.

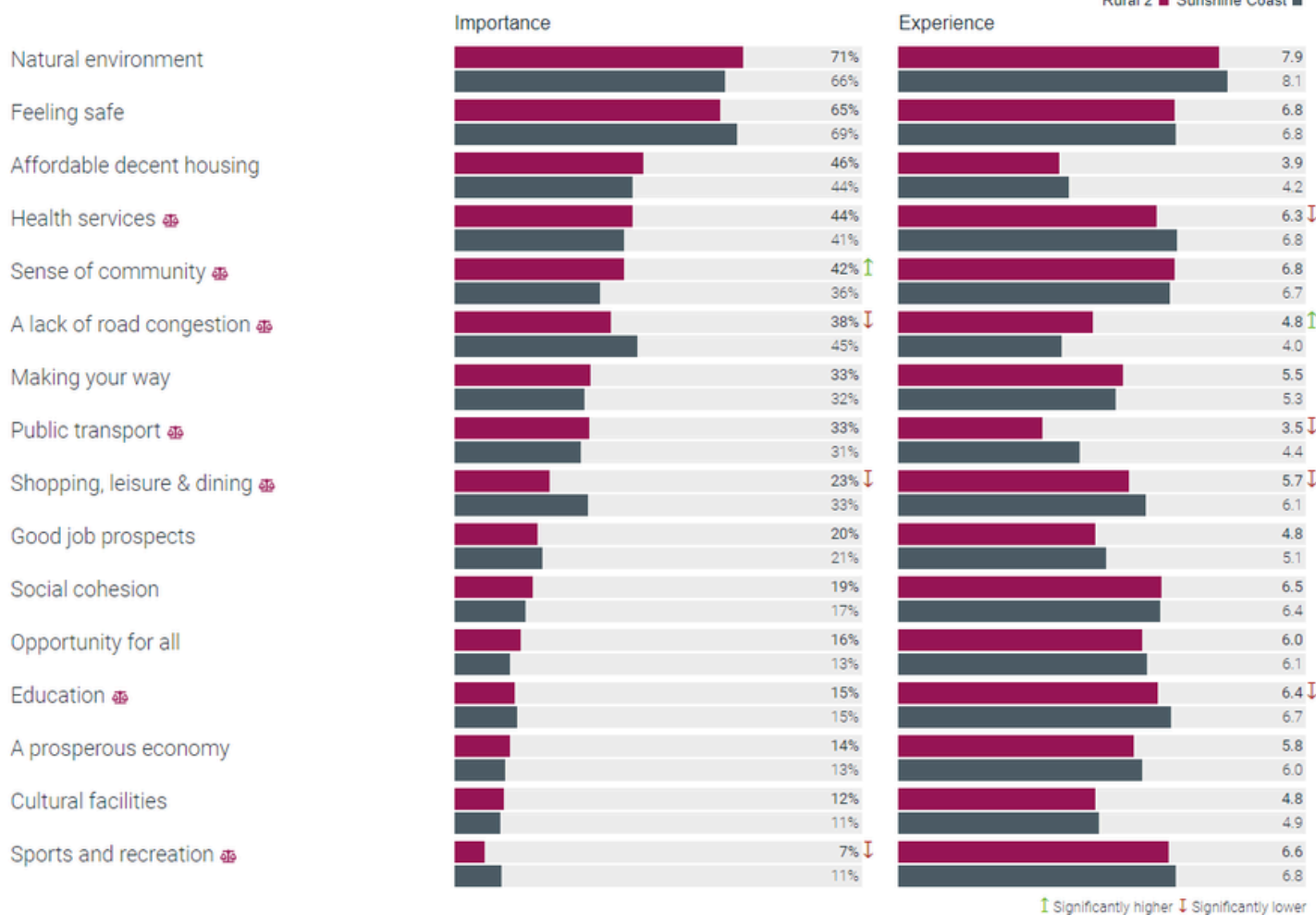
The Overall Liveability Index for Rural 2 was 59.2/100, lower than the Sunshine Coast Index (60.3).

Sample size: n=322

Rural 2 Overall Liveability Index



Sunshine Coast Overall Liveability Index



APPENDIX

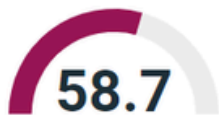
LOCAL AREA INSIGHTS: URBAN A

Aroona, Baringa, Battery Hill, Bells Creek, Caloundra, Caloundra West, Currimundi, Dicky Beach, Golden Beach, Kings Beach, Little Mountain, Meridan Plains, Moffat Beach, Nirimba, Pelican Waters, and Shelly Beach.

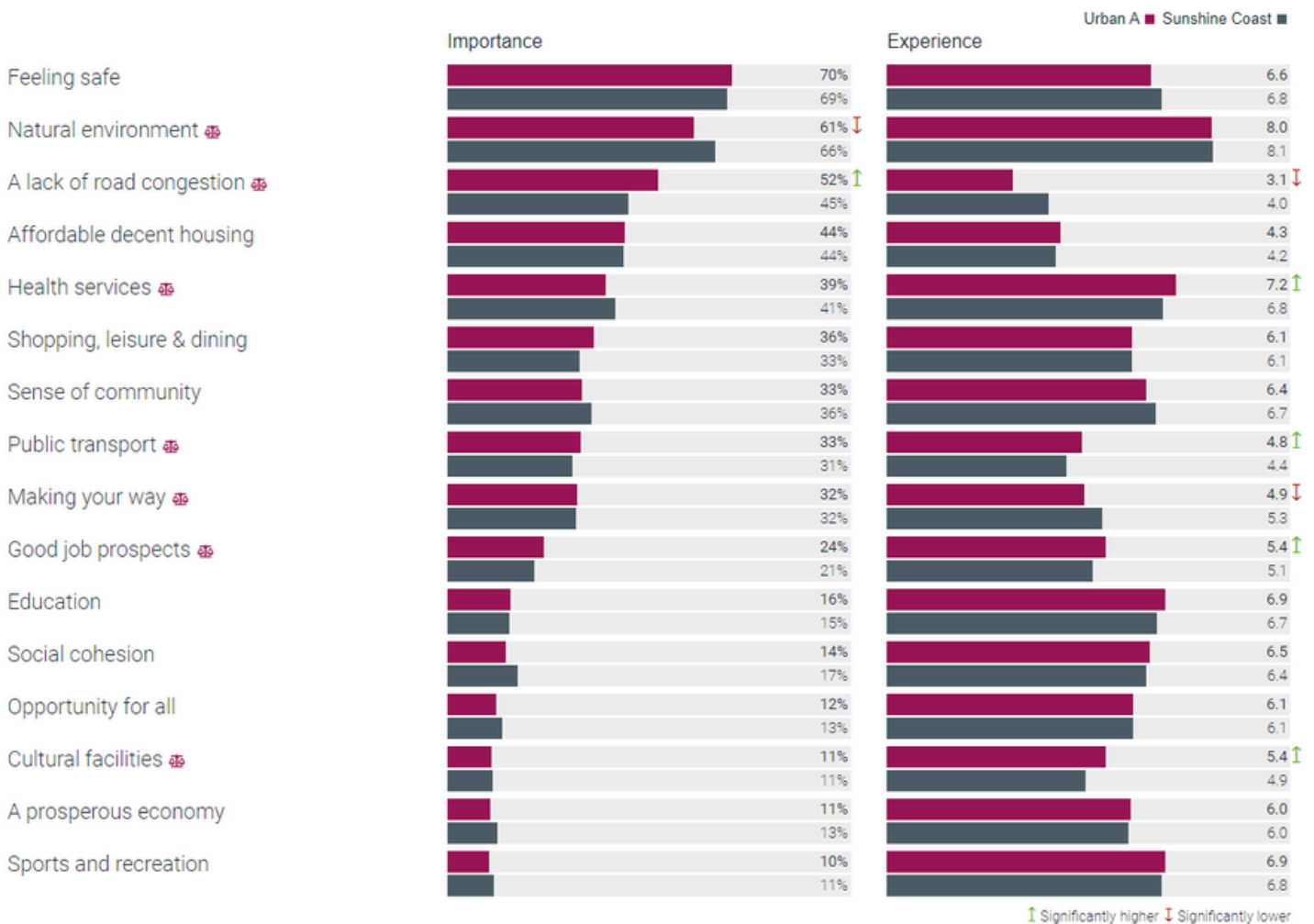
The Overall Liveability Index for Urban A was 58.7/100, lower than the Sunshine Coast Index (60.3).

Sample size: n=424

Urban A Overall Liveability Index



Sunshine Coast Overall Liveability Index



APPENDIX

LOCAL AREA INSIGHTS: URBAN B

Birtinya, Bokarina, Buddina, Minyama, Mountain Creek, Parrearra, Warana, and Wurtulla.

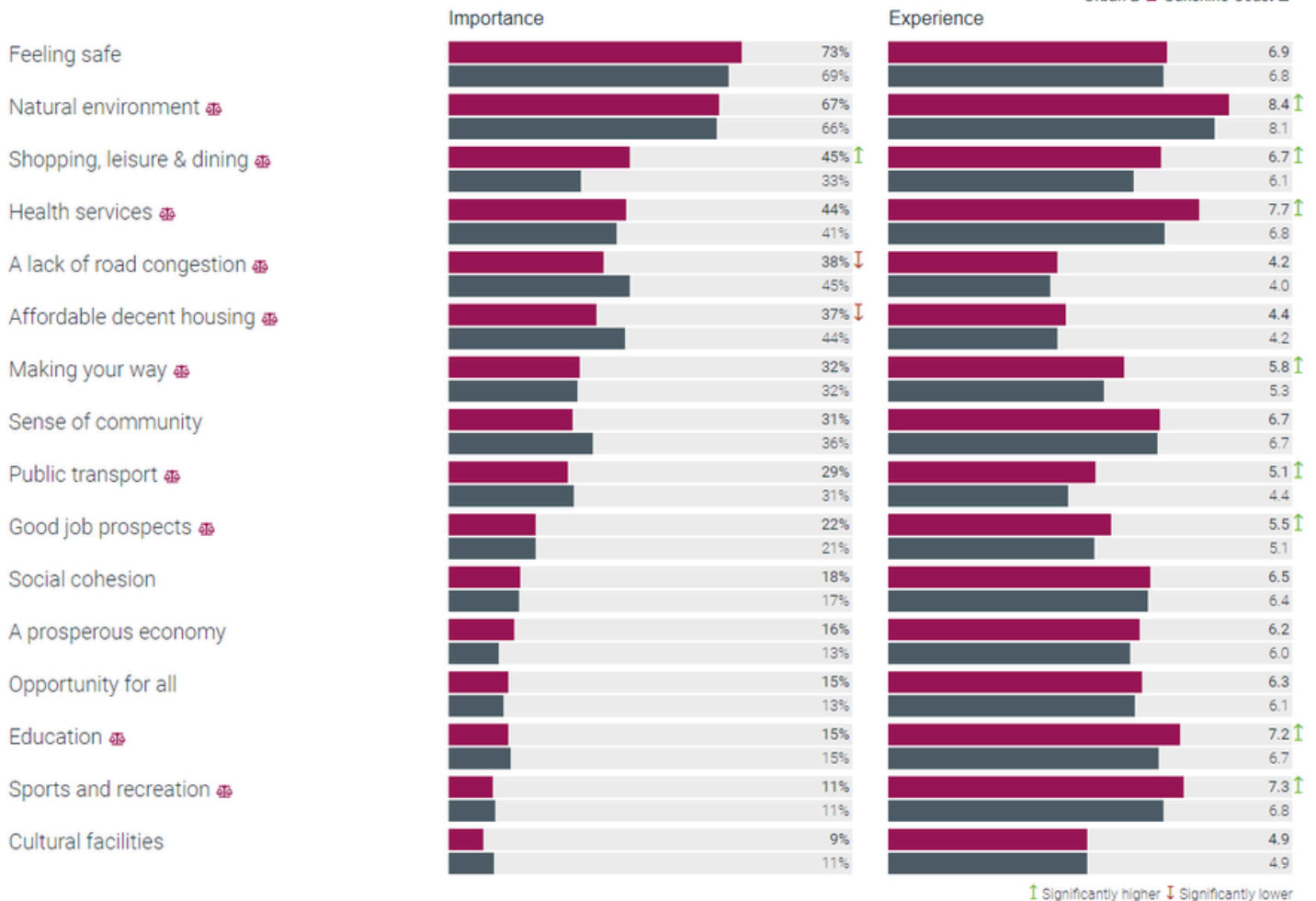
The Overall Liveability Index for Urban B was 64.5/100, higher than the Sunshine Coast Index (60.3).

Sample size: n=244

Urban B Overall Liveability Index



Sunshine Coast Overall Liveability Index



APPENDIX

LOCAL AREA INSIGHTS: URBAN C

Alexandra Headland, Buderim, Kuluin, Maroochydore, Mons, Mooloolaba, Palmview, and Sippy Downs.

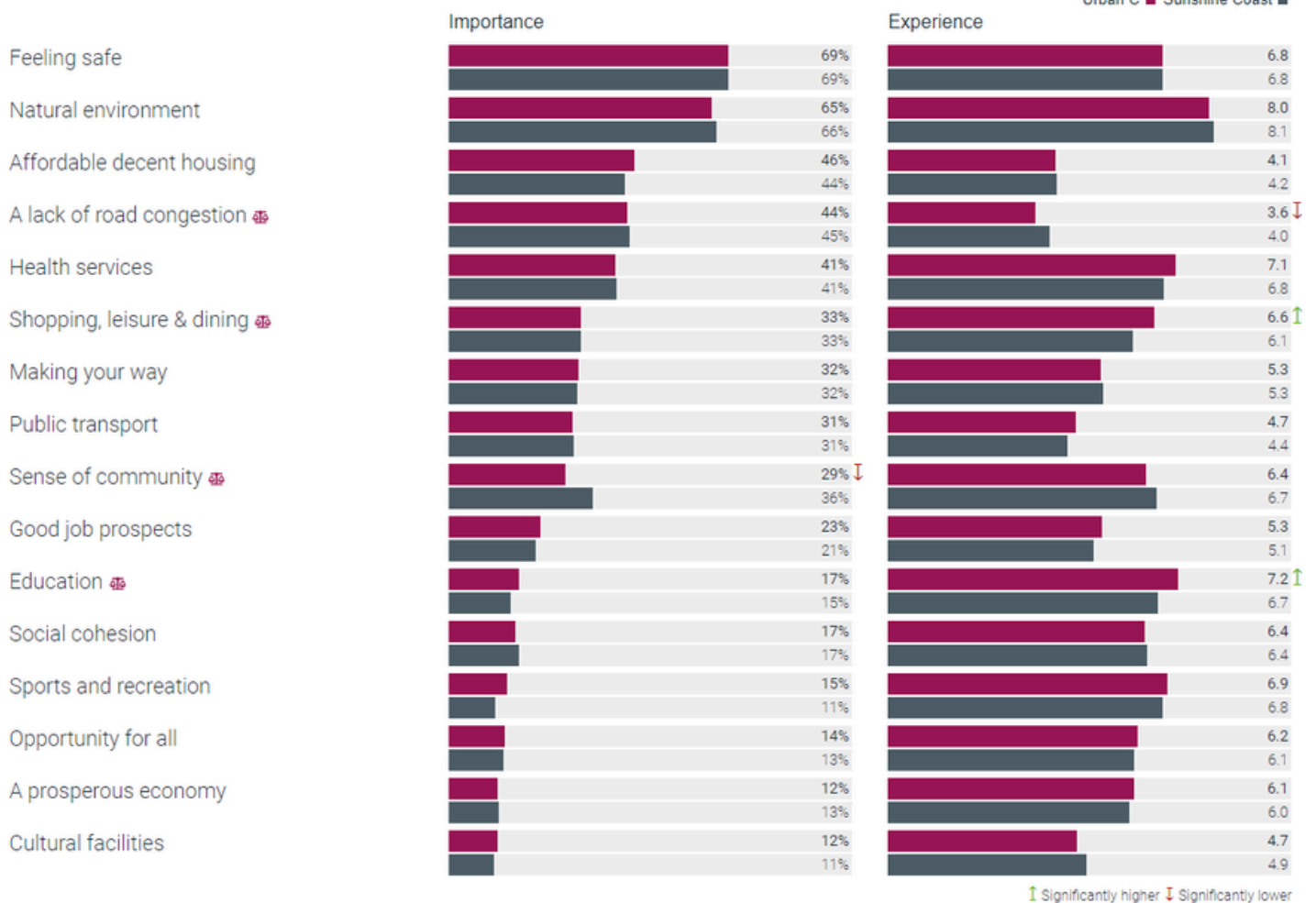
The Overall Liveability Index for Urban C was 60.4/100, higher than the Sunshine Coast Index (60.3).

Sample size: n=539

Urban C Overall Liveability Index



Sunshine Coast Overall Liveability Index



APPENDIX

LOCAL AREA INSIGHTS: URBAN D

Coolum Beach, Marcoola, Mount Coolum, Mudjimba, Pacific Paradise, Peregian Beach, Peregian Springs, Point Arkwright, Twin Waters, and Yaroomba.

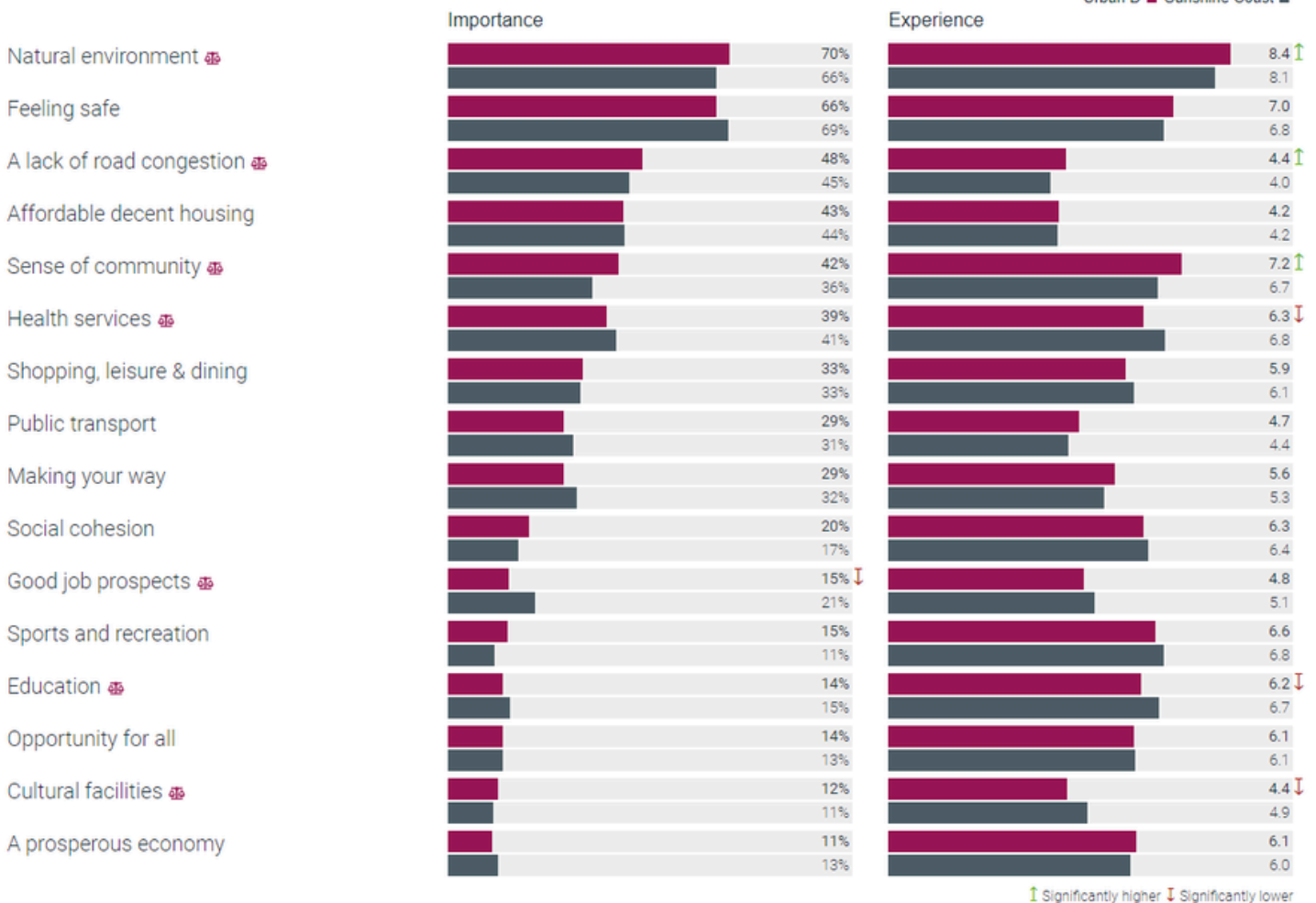
The Overall Liveability Index for Urban D was 61.6/100, higher than the Sunshine Coast Index (60.3).

Sample size: n=204

Urban D Overall Liveability Index



Sunshine Coast Overall Liveability Index





Sunshine Coast's Views Views Report

Please visit views.id.com.au/sunshine-coast
for additional insights, resources and data.