

# 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 Wingecarribee

The Community Views team deployed the Living in Place survey across the Wingecarribee local government area in December 2023 and January 2024, returning a sample of n=964 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?

Wingecarribee 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
Custom Questions	Wingecarribee Shire Council
Climate Change Module	.id consulting
Demography & Life Stage	.id consulting

# About the survey...

## Who did we survey?

Council is committed to ensuring that the views of all residents are heard, and Living in Wingecarribee 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. Wingecarribee Shire Council also included several custom questions to answer the specific questions Council had. Use the online reporting tool, [views.id](#), to better understand what it's like to live in Wingecarribee through the eyes of this large and diverse community sample.

## How was the survey conducted?

The survey of n=964 residents was collected between 29 November 2023 and 24 January 2024 using a combination of .id's proven social media advertising approach (n=800) and promotion of the survey via Council's Facebook page (n=164). 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.

## How do you deliver local area reporting?

In recognition that the community's views may change based on where they live across the region, all Living in Wingecarribee survey results have also been analysed and reported by four areas: 1. Bowral, 2. Mittagong District, 3. Moss Vale, 4. Other

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 Wingecarribee 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 gender. 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 Wingecarribee residents' views in context, the results have been compared to experiences of residents from similar local government areas: Southern NSW, New South Wales, Regional Australia and Australia benchmark averages. These benchmarks were collected in April and May 2023.