

# 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 on the Sunshine Coast

The Community Views team deployed the Living in Place survey across the Sunshine Coast local government area in March 2022, returning a sample of n= 1,531 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?

Sunshine Coast 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](#).

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

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## Who did we survey?

Council is committed to ensuring that the views of all residents are heard, and Living on the Sunshine Coast 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 your community's values, experiences and needs. In practice, 996 of the 1,531 surveyed reported suffering from one or multiple chronic illnesses, 227 were renting, 148 speak a language other than English at home, 265 have dependent children, and 181 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 on the Sunshine Coast through the eyes of this large and diverse community sample.

## How was the survey conducted?

The survey of n=1,531 residents was collected between the 9th of March and 2nd of April 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 Sunshine Coast 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 location (account for spatial skews in sample size relative to share of 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 monitor Sunshine Coast residents' views over-time, these results have been compared to a sample of 1,628 residents surveyed between 8th and 30th of March 2021 (same sample composition, same questions). To understand these views in context, Sunshine Coast residents perspectives have been compared with those from similar local government areas (84 x Regional Centre LGAs), South East Queensland, Queensland and Australia.