

# Sunshine Coast's Views, 2024

Insights Briefing



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[home.id.com.au/community-views](https://home.id.com.au/community-views)

[views.id.com.au/sunshine-coast](https://views.id.com.au/sunshine-coast)

# community views



powered by

**.id** informed  
decisions

# The .id digital platform for Sunshine Coast Council...

What do residents believe needs to happen to advance quality of life?



**community views**  
understand people in place  
**views.id**

**community profile**  
understand your community  
**profile.id**

How is your community changing?



**social atlas**  
allocate your resources  
**atlas.id**

Which areas are most disadvantaged?



Is housing affordability impacting your community?



**housing monitor**  
monitor housing provision  
**housing.id**



**population forecast**  
plan for the future  
**forecast.id**

What level of demand do you need to plan for?



What are the drivers of your economy & barriers to growth?



**economic profile**  
build strong local economies  
**economy.id**



# About the Sunshine Coast...



What do we already know about the Sunshine Coast?



More than 365,000 people live there.



Population has grown by about 30% over past 10 years



With a median age of 43 years.



Greatest growth from those aged 70-84 years.



32% are couples without children.



Couples without children are also the biggest emerging group.



33% of homes are fully owned.



But 9.5% of households with a mortgage are in mortgage stress.



A strong and expanding economy.



Health Care and Social Assistance is the biggest employer.

# But what is it like to live on the Sunshine Coast?

An independent, robust and repeatable community survey that seeks to understand and advance quality of life across Australia's local areas.



Uses 16 attributes to determine community values and experiences, calculate local area liveability and identify future needs.



Also measures health and wellbeing, financial circumstances, local area concerns and seeks ideas for improving quality of life.



Contextualises community views spatially, through demography and according to life-stage.



Custom questions to inform local strategy and advocacy.



 [This video introduces the Living in Place survey and how we collect the data.](#)

 [Complete the survey yourself](#)

# Sunshine Coast's Views | Design

What questions did you ask in the survey?

**We ask questions that allow place based decision makers to measure the positive impact or benefits that policies generate for society, beyond purely economic considerations.**

The questions cover a diverse range of topics aligned with Council strategy and advocacy.

The survey is efficient to administer and takes less than 10 minutes to complete.

An annual national Living in Australia survey provides contemporary external benchmarking.



## Questionnaire Topics

Values and Experiences

Liveability and Future Needs

Health and Wellbeing

Financial Circumstances

Concerns and Ideas

Climate Change

Demography and Life Stage



**Overall**

**Liveability Index**

One number between 0 & 100 to monitor collective quality of life

# Sunshine Coast's Views | Collect

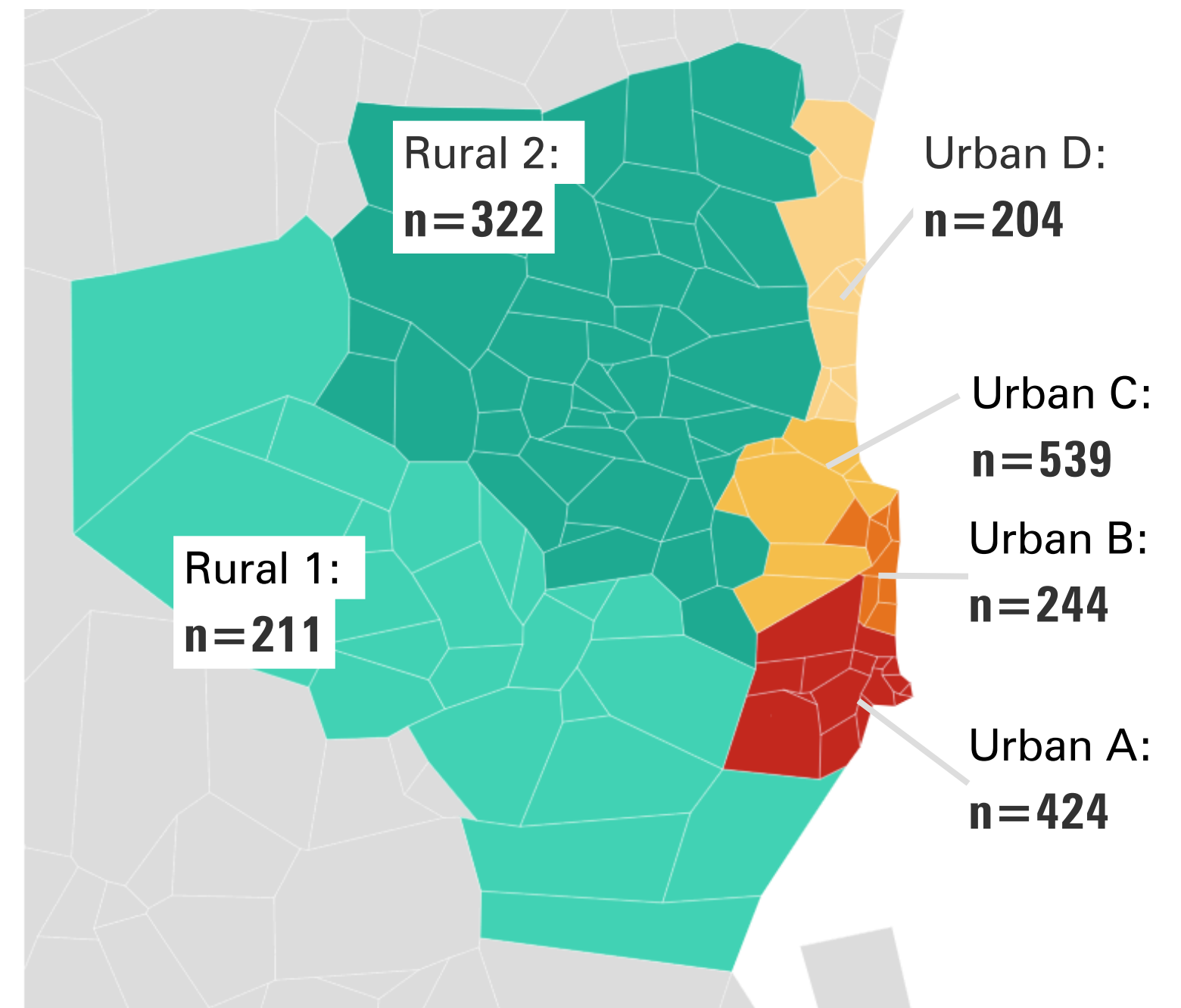
How many people did you survey?

The survey was administered from 7th to 19th May 2024.

We achieved a total sample of  $n=1,944$  respondents, with sufficient sample size by 6 planning areas.

The data was cleaned and weighted by age and local area to reflect the population characteristics.

## Local areas



# Sunshine Coast's Views | Report and Support

## How do you analyse and report the data?

The insights and data are provided across four complementary platforms.

✓ **views.id** enables you to explore and analyse the results for your Council area and compare to benchmarks.

✓ The **Insights workshop** launches the Community Views insights to Council and acts as a views.id on-boarding opportunity.

**COMING SOON** The **Views report** and **Insights video** communicate the insights in an engaging manner.

**COMING SOON** **Ongoing support** to help Council continue to represent its community's views in decision making.

The screenshot displays the 'views.id' website interface. At the top, the 'views.id' logo is visible. Below it, a breadcrumb trail shows 'Sunshine Coast / Living in Place'. The main content area features a headline: 'The Sunshine Coast Overall Liveability Index was 60.3/100, lower than the Australian average (63.4)'. To the right of this headline is a 'Resources' dropdown menu and a 'Share this page' button. Below the headline, there is a section titled 'Living in Place in Sunshine Coast in 2024' with a descriptive paragraph. A large gauge chart shows the 'Sunshine Coast Overall Liveability Index' at 60.3. To the right of the gauge is a table comparing Sunshine Coast's index to other regions and years.

Region/Year	Liveability Index
Sunshine Coast 2023	60.9
Australia: 2024	63.4
Queensland: 2024	62.2
Reg/Rural Australia: 2024	61.5
South East Queensland: 2024	63.8

Sunshine Coast's overall liveability – created by combining residents' values and local area experiences – returned a Overall Liveability Index of 60.3 out of 100. By this measure, liveability in Sunshine Coast is considered lower than Australia: 2024 (63.4), Queensland: 2024 (62.2), Reg/Rural Australia: 2024 (61.5), and South East Queensland: 2024 (63.8).

A scenic view of a waterfall cascading over a rocky cliff into a pool of water, surrounded by dense tropical forest. The waterfall is the central focus, with water flowing down a dark, mossy rock face. The pool below is calm and reflects the surrounding greenery. The forest is lush and dense, with various shades of green and some bare tree trunks visible. The overall atmosphere is serene and natural.

Sunshine Coast's Views

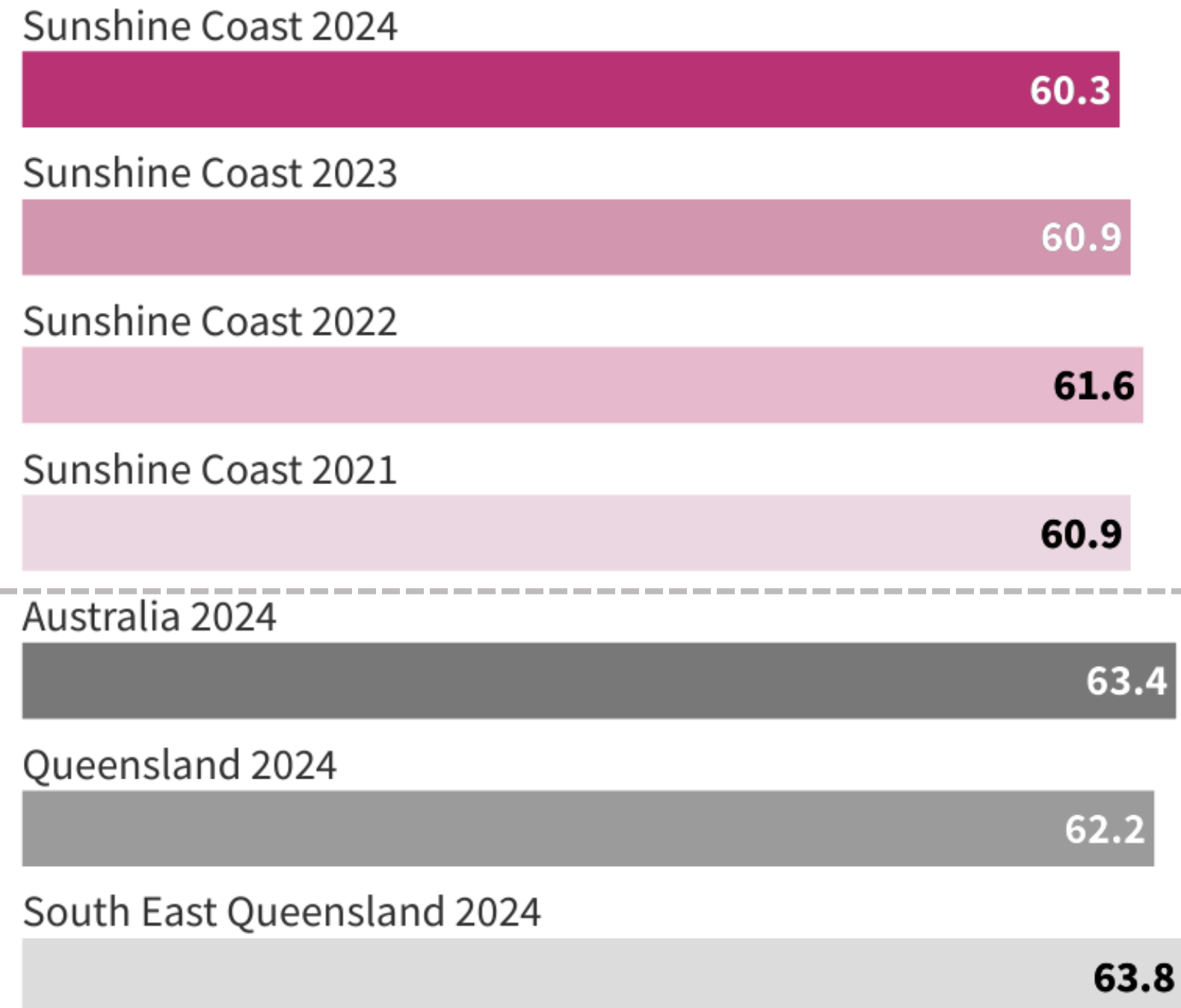
**Key Insights**



## INSIGHT 1:

# Overall liveability on the Sunshine Coast has decreased since 2022.

### Overall Liveability Index

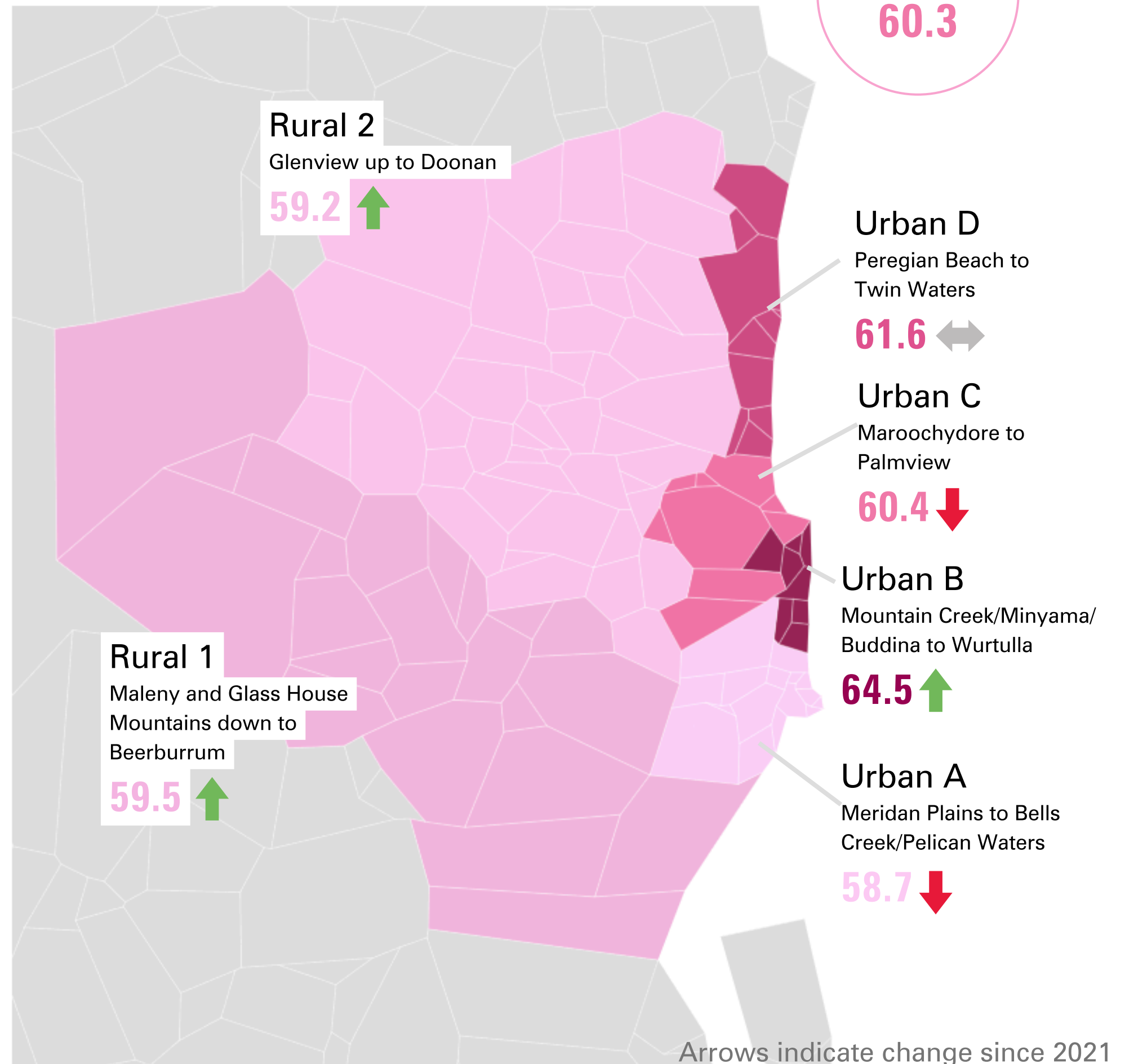


The Overall Liveability Index has decreased to 60.3 from 60.9 in 2023 and 61.6 in 2022 and remains below Australian, QLD and SEQ benchmarks.

# Liveability mapped spatially on the Sunshine Coast

Liveability is typically higher in the urban areas of the Sunshine Coast, with the exception of 'Urban A' (the southern urban part of the LGA).

## Sunshine Coast Overall Liveability by Area 2024



# The impact of population growth

Outer suburban growth areas play an important role in housing Australia's growing population.

However, residents in these communities tend to face the following challenges:

- Poorer experiences of road congestion (4.8/10 vs 5.6 across Australia)
- Harder to make their way around with relative ease (6.0/10 vs 6.4)
- Lower sense of community (6.2/10 vs 6.5)
- Lower sense of good job prospects (5.7/10 vs 5.9)

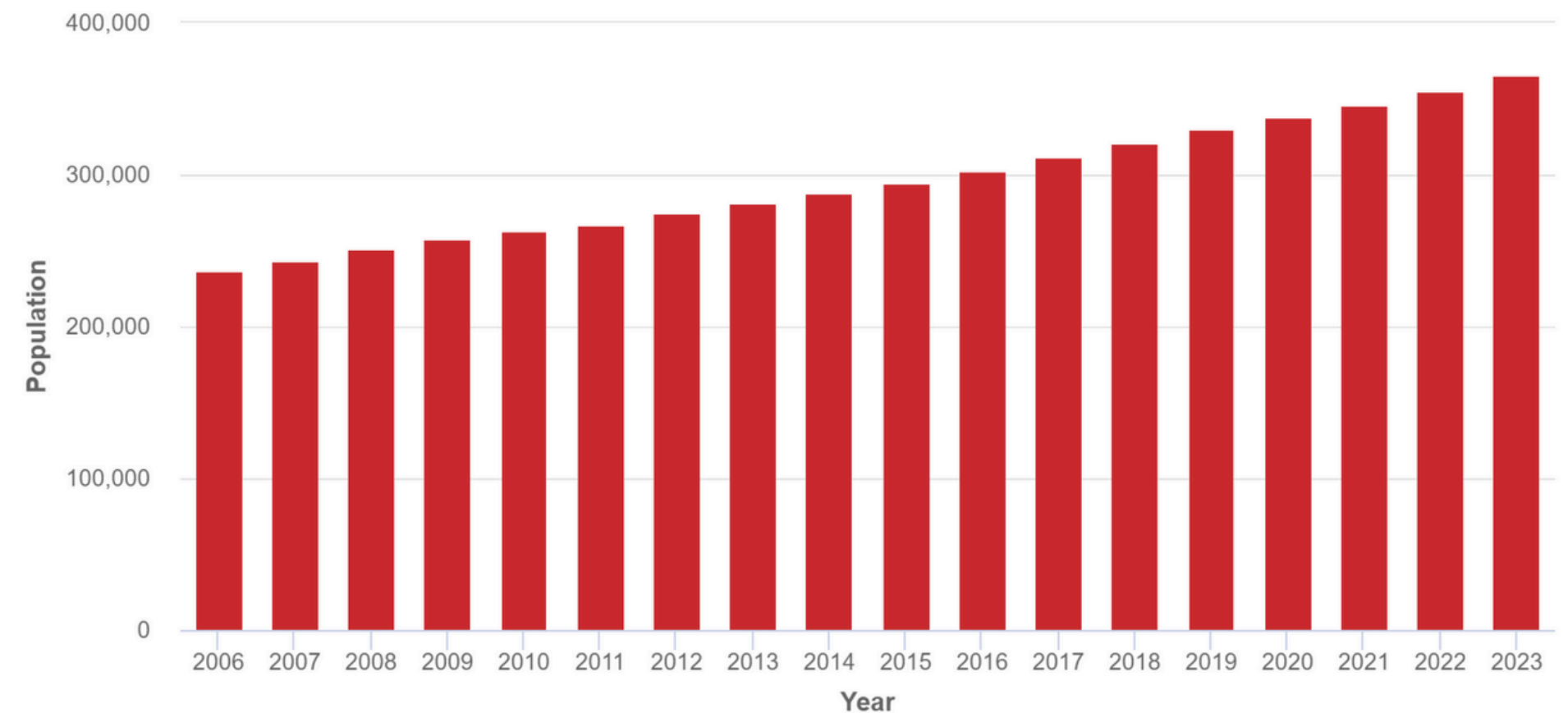
Data based on our Living in Australia benchmarking study of over 5,000 Australians



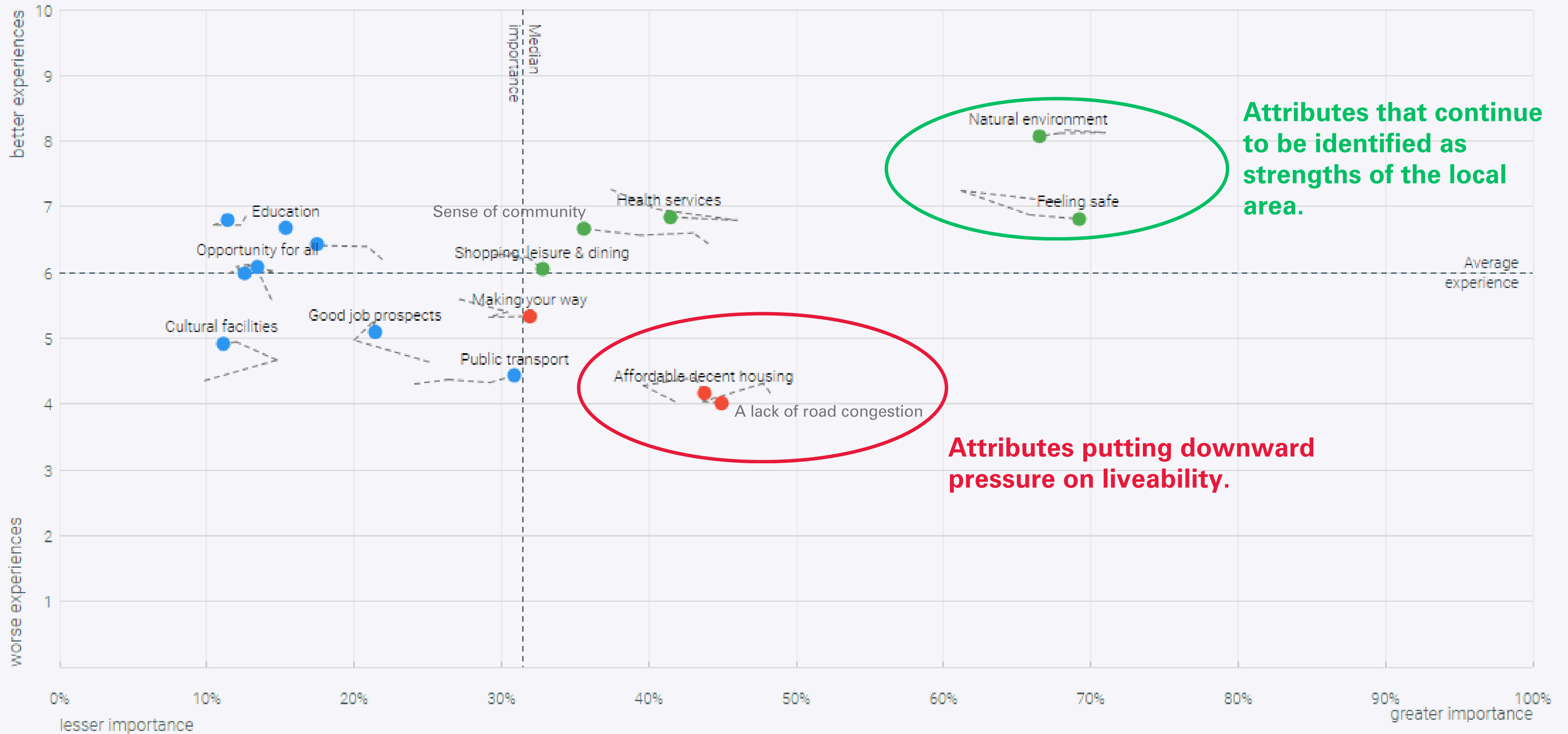
## Sunshine Coast Council

## community profile

Estimated Resident Population  
Sunshine Coast



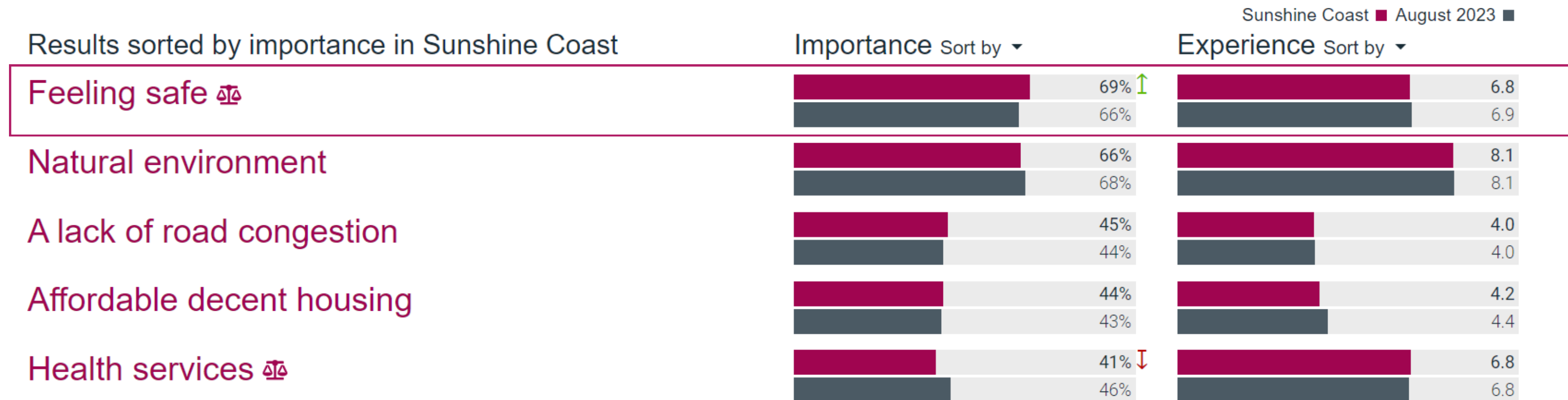
Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id (informed decisions)



● Greater Importance & Worse Experiences  
 ● Greater Importance & Better Experiences  
 ● Less important attributes  
 - - - Change from previous wave

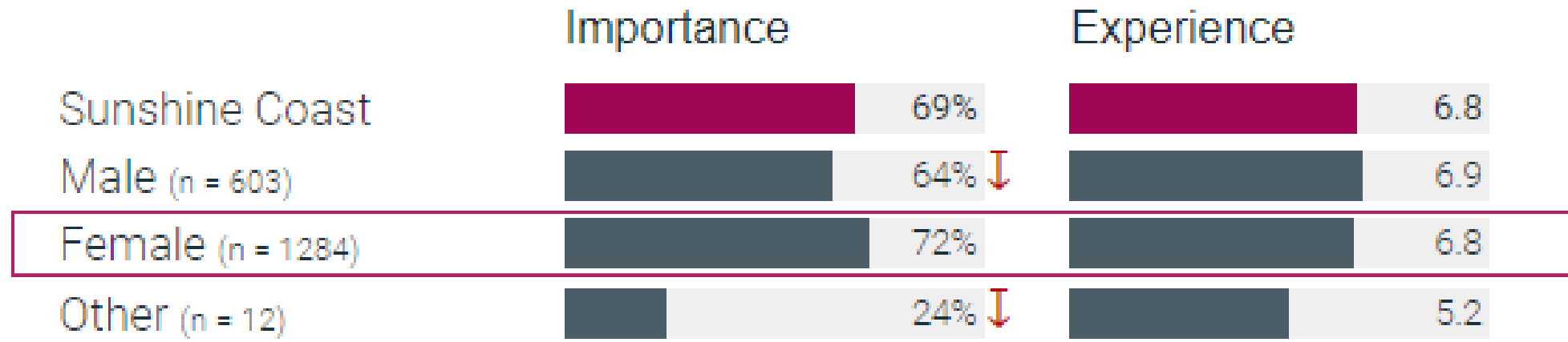
## INSIGHT 2:

# Community safety has now surpassed 'access to the natural environment' as the top valued attribute on the Sunshine Coast.

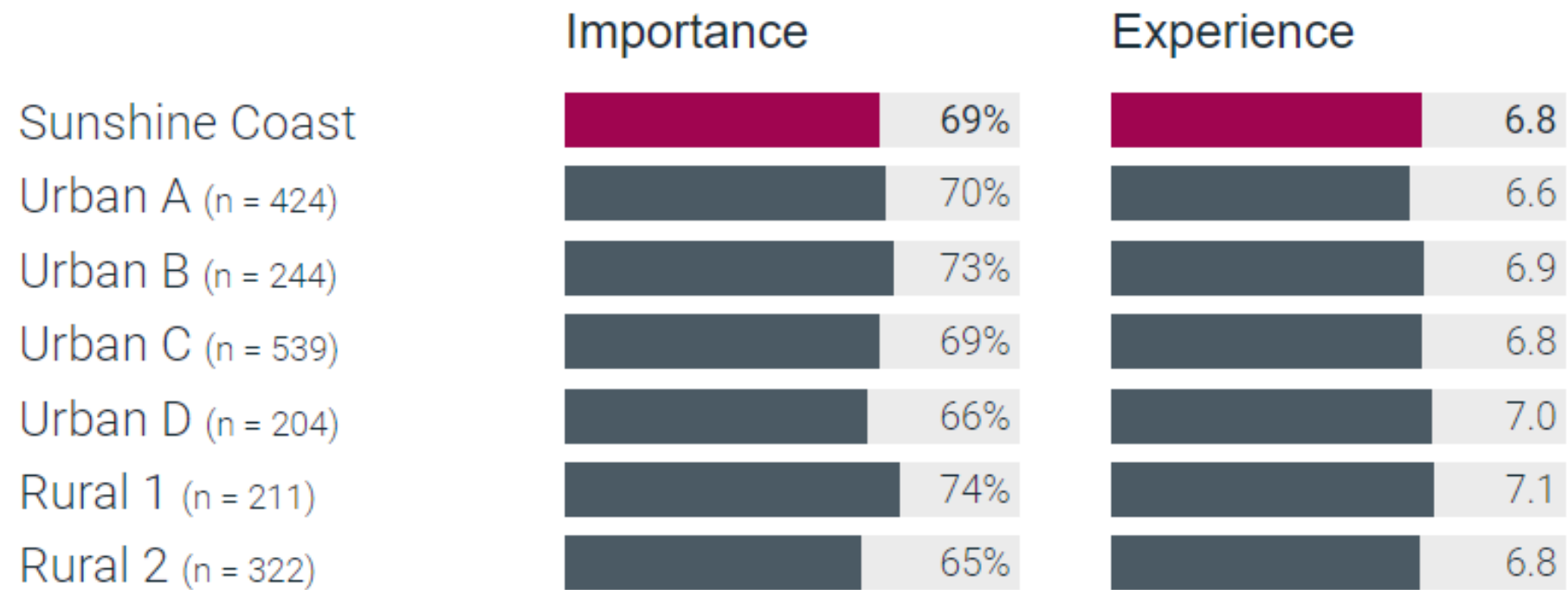


# Feeling safe

## Gender



## Local areas





Interest rates need to drop, cost of living needs to improve, this Aura shopping centre needs to be built for more job opportunities closer to home, traffic light system needs to be better, more roads in and out, more police patrolling the areas for safety and security.

31

Female

Urban  
A

Ease the cost of living, encourage people to get out into nature and exercise for their physical and mental health and introduce social cohesion and a sense of safety by dealing with youth crime - perhaps there needs to be more for transfers to engage with so they don't end up in mischief?

31

Female

Rural  
1

Avoid increasing population density along the coastal shore. Cheap and affordable housing should be built in inland suburbs with efforts to improve their safety, cultural and educational services. This will reduce damage to the coastal environment, keeping it healthy and accessible for everyone, while providing more accommodation solutions for residents. While increasing tourism and building big hotels on the waterfront can earn the council good money, high rises on the beachfront will have negative impacts in the long term.

34

Male

Urban  
C

This is very complex and not easy to answer but as leaders of our beautiful Sunshine Coast getting operational costs down I've live here since 14years of age and seen Dredging ongoing for that time and still ongoing council did have a fix but was blocked I still feel we need to solve this to save money in the long run have the technology of today and models rocking the morochydore river and modify the Mooloolaba mouth to reduce the requirement of dredging will improve boat access and safety to the public the rock wall will also become a safe haven for see life the council will save money to spend on other important projects I do see slow progress on road improvements but by the time it takes to complete makes them they are out of date and not equipped to handle the population growth the train line will help maybe an under ground line in the next 20 yrs youth crime is a problem the laws need to be changed so police and the courts have more power. Because of the growing population to reduce home prices we need to go up and add increase the limit an another 5 more stories on high rise will help in all majors areas on the coast otherwise all the land will go and but the roads and public

33

Male

Urban  
C

## INSIGHT 3:

# Road congestion continues to impact liveability on the Sunshine Coast.

Results sorted by importance in Sunshine Coast

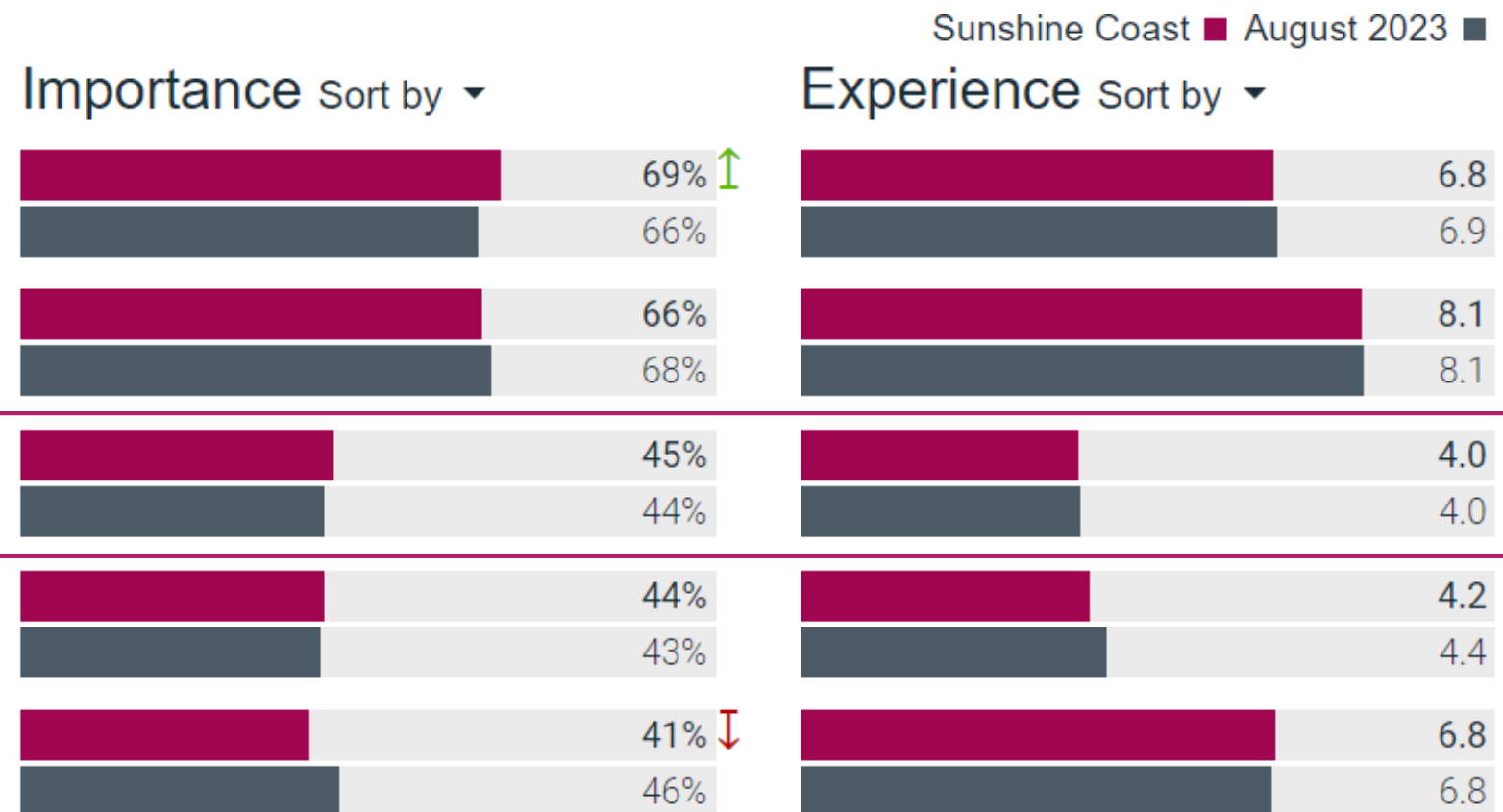
Feeling safe 

Natural environment

A lack of road congestion

Affordable decent housing


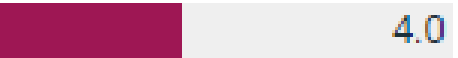
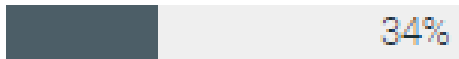


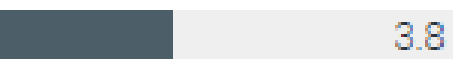

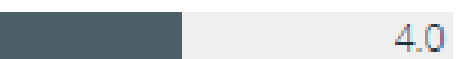
Health services 







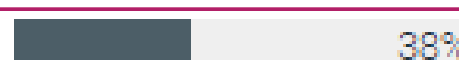

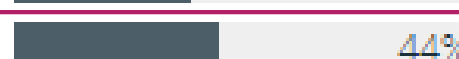
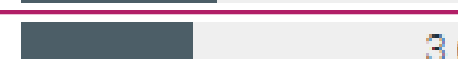

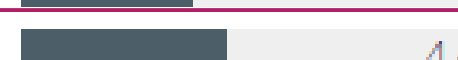


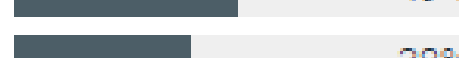



# A lack of road congestion

## Age

	Importance	Experience
Sunshine Coast	 45%	 4.0
18 - 34 (n = 526)	 34% ↓	 4.4
35 - 59 (n = 516)	 46%	 3.8
60 + (n = 804)	 50% ↑	 4.0

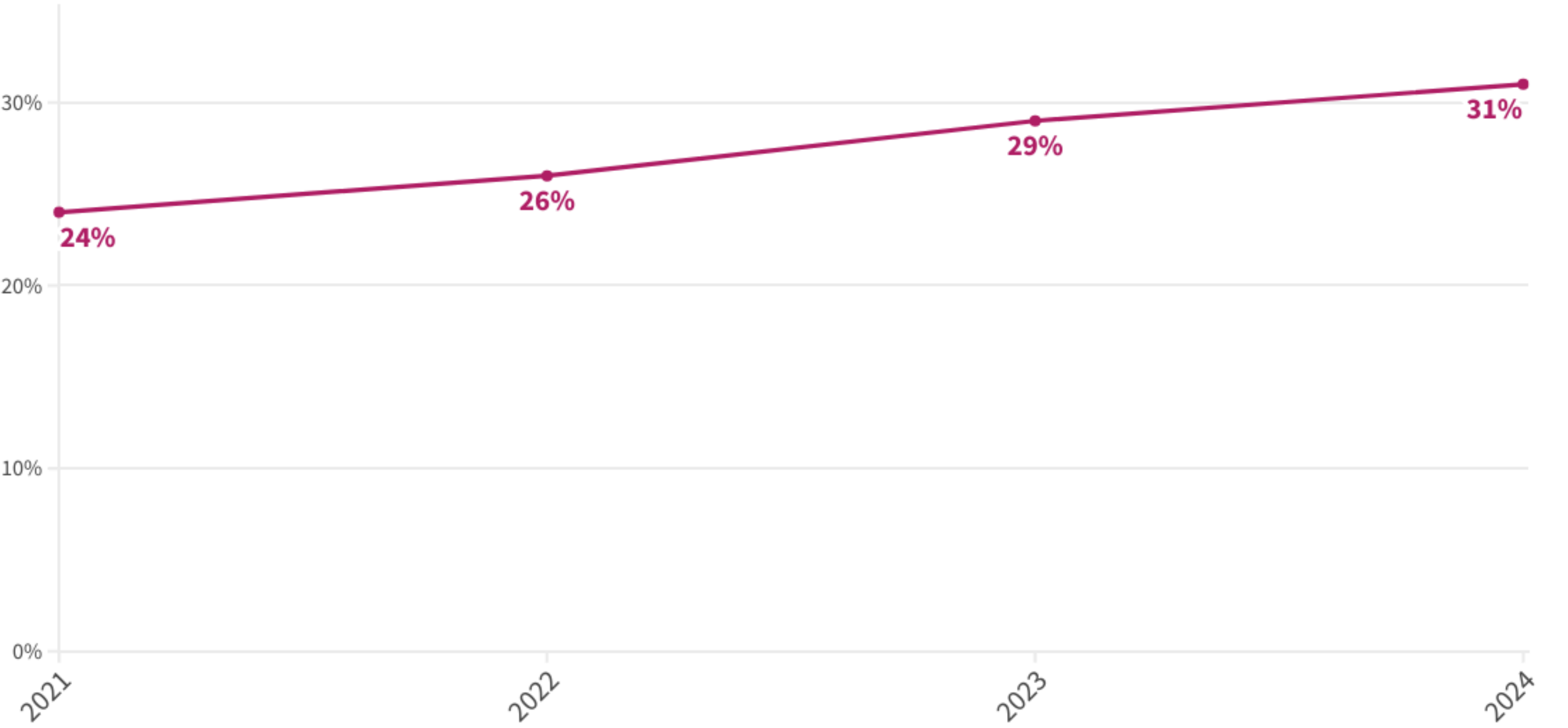
## Local areas

	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 ↑





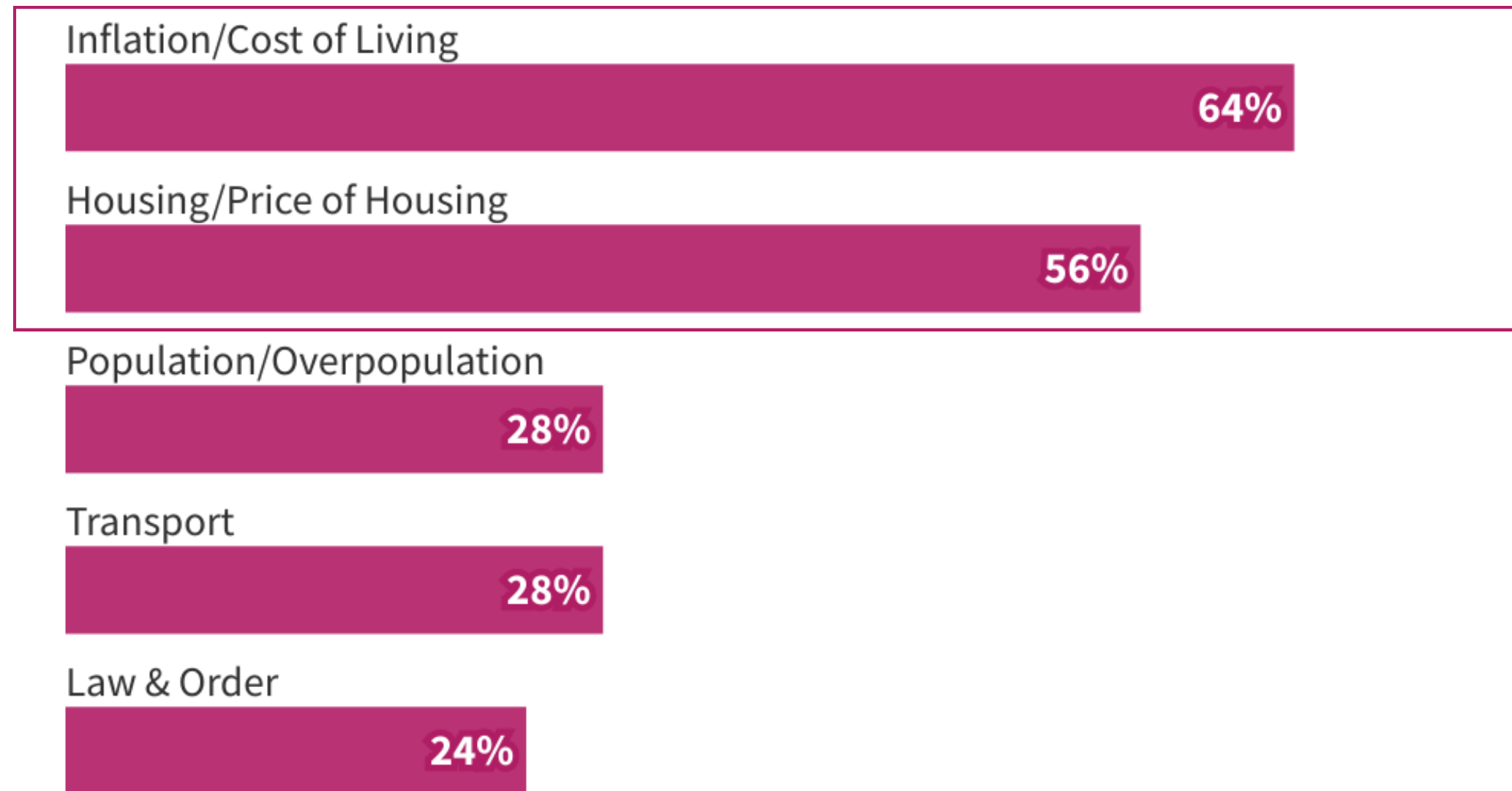
### Importance of 'reliable and efficient public transport'



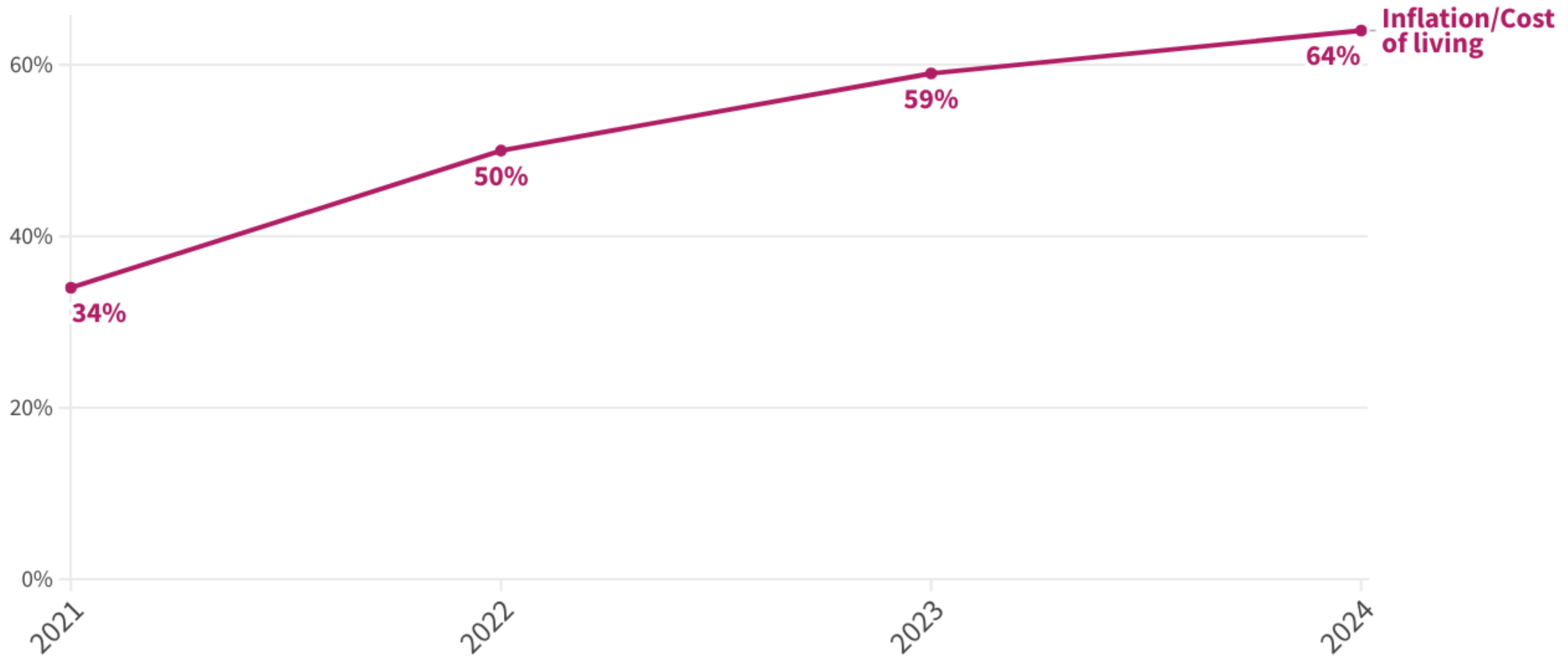
## INSIGHT 4:

# Housing & cost of living are key issues in the community

### Issues facing the local area (Top 5)



## Issues facing the local area



# Affordable decent housing

Importance (%)

Sunshine Coast 2024 (total)



Home owners (outright)



Home owners (mortgage)



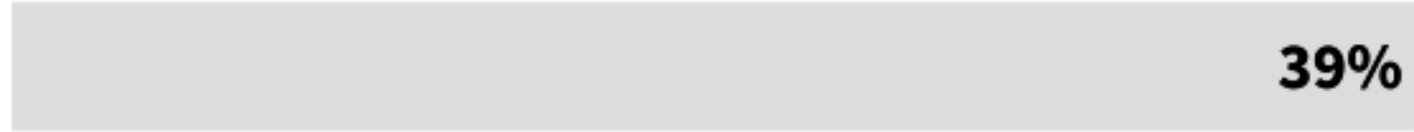
Renters



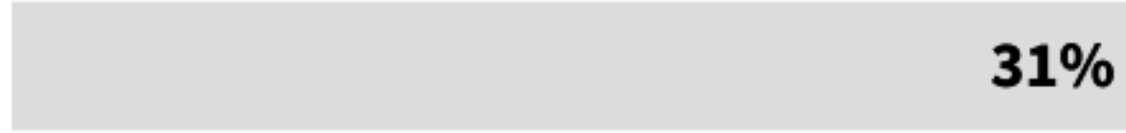
18-34 years



35-59 years



60+ years



# Why is housing important?

Sunshine Coast has a similar housing tenure to Australia:

- 33% fully owned (vs 30%)
- 33% mortgage (vs 33%)
- 26% renting (vs 30%)

However, they have a lower median weekly household income, and higher median weekly mortgage repayments and rents.

11% of Sunshine Coast households are in housing stress - the majority of them are renters.

## Sunshine Coast Council

## community profile

### Median weekly household income

**\$1,625** ▲ (\$350)

Regional QLD	\$1,494 ▲
Queensland	\$1,637 ▲
Australia	\$1,740 ▲

### Median weekly mortgage repayment

**\$441** ▲ (\$26)

Regional QLD	\$380 ▼
Queensland	\$399 ▼
Australia	\$432 ▲

### Median weekly rent

**\$440** ▲ (\$70)

Regional QLD	\$345 ▲
Queensland	\$365 ▲
Australia	\$380 ▲

<https://profile.id.com.au/sunshine-coast/highlights>

## Sunshine Coast Region

## housing monitor

### Total households 2021

**135,512**

Source: ABS Census of Population and Housing, 2021.  
Compiled and presented by .id (informed decisions).

### Households in housing stress

**14,933** (11%)

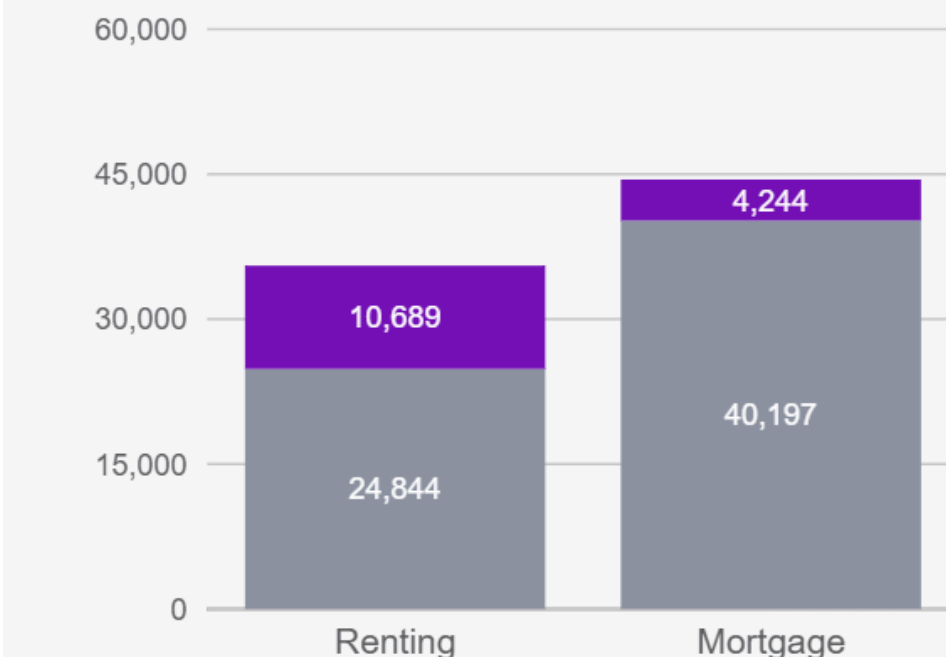
Source: ABS Census of Population and Housing, 2021.  
Compiled and presented by .id (informed decisions).

<https://housing.id.com.au/sunshine-coast/housing-stress>

### What is the dominant type of housing stress?

Households in housing stress

■ Not in housing stress ■ In housing stress



## INSIGHT 5:

# Almost nine in ten believe in climate change, and around half are currently feeling the effects in their local area

### Attitudes to climate change

It's happening - caused entirely or mostly by human activities

41%

It's happening - caused equally by human activities and natural causes

34%

It's happening - caused entirely or mostly by natural causes

9%

It's happening - not sure what is causing it

6%

I do not believe climate change is happening

11%

### Australia

46%

30%

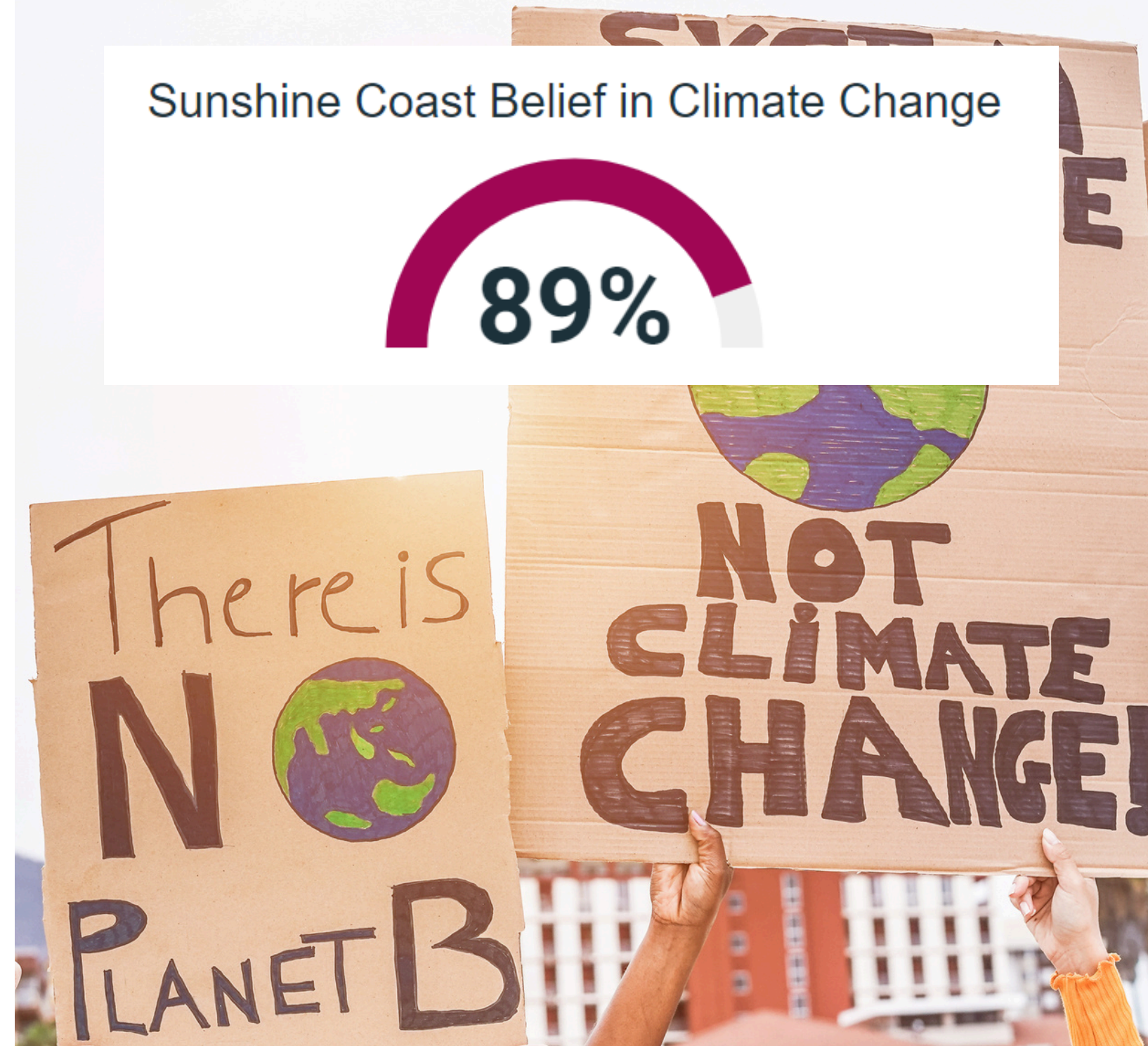
9%

6%

9%

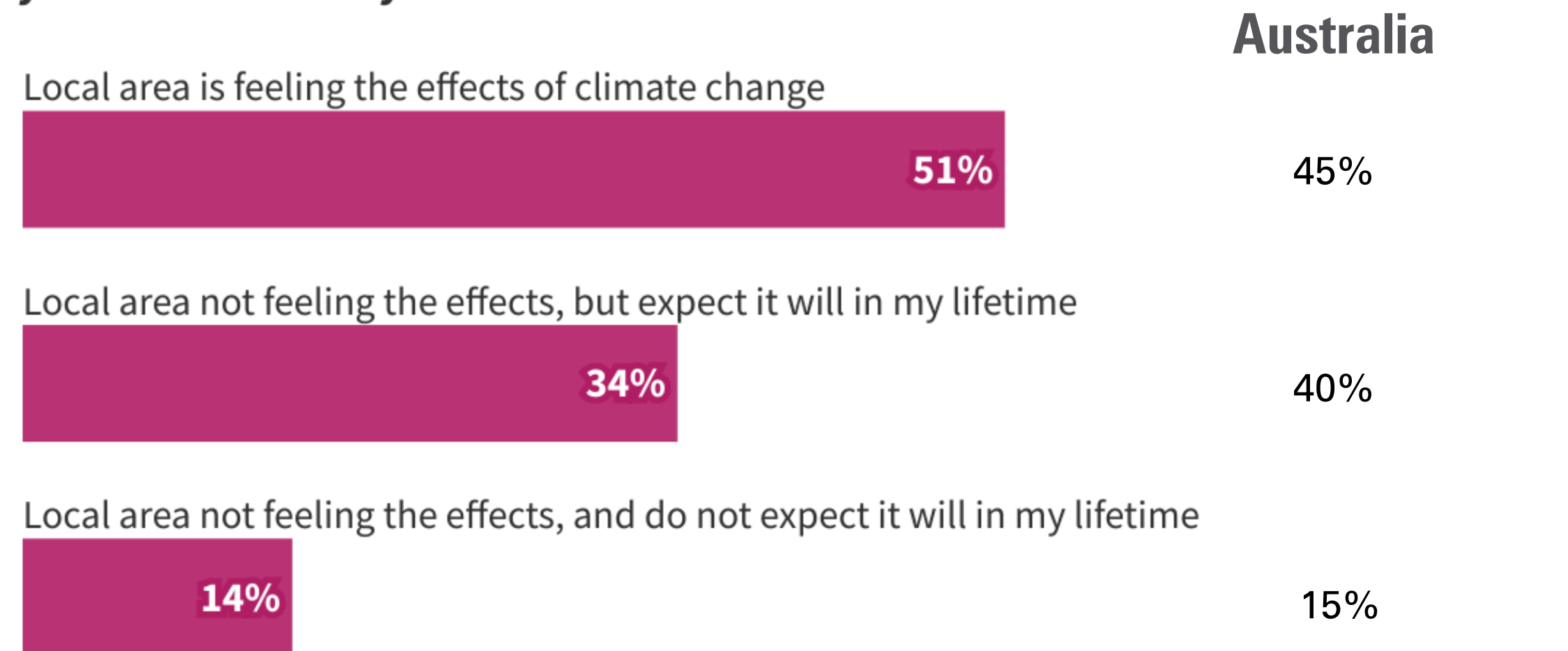
### Sunshine Coast Belief in Climate Change

89%



# Sunshine Coast residents that believe in climate change are more likely to feel the local area is already feeling its effects

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



## Top Events Expected



Base: Those that believe in climate change, n= 1,738

Base: Those that believe in climate change and it is, or will, affect the local area, n=1,439



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

Increased household running costs

84%

Making it harder and more expensive to get food items

68%

My ability to leave my home due to weather

42%

My ability to access nature due to weather

39%

Challenges getting around

39%

Essential infrastructure vulnerability

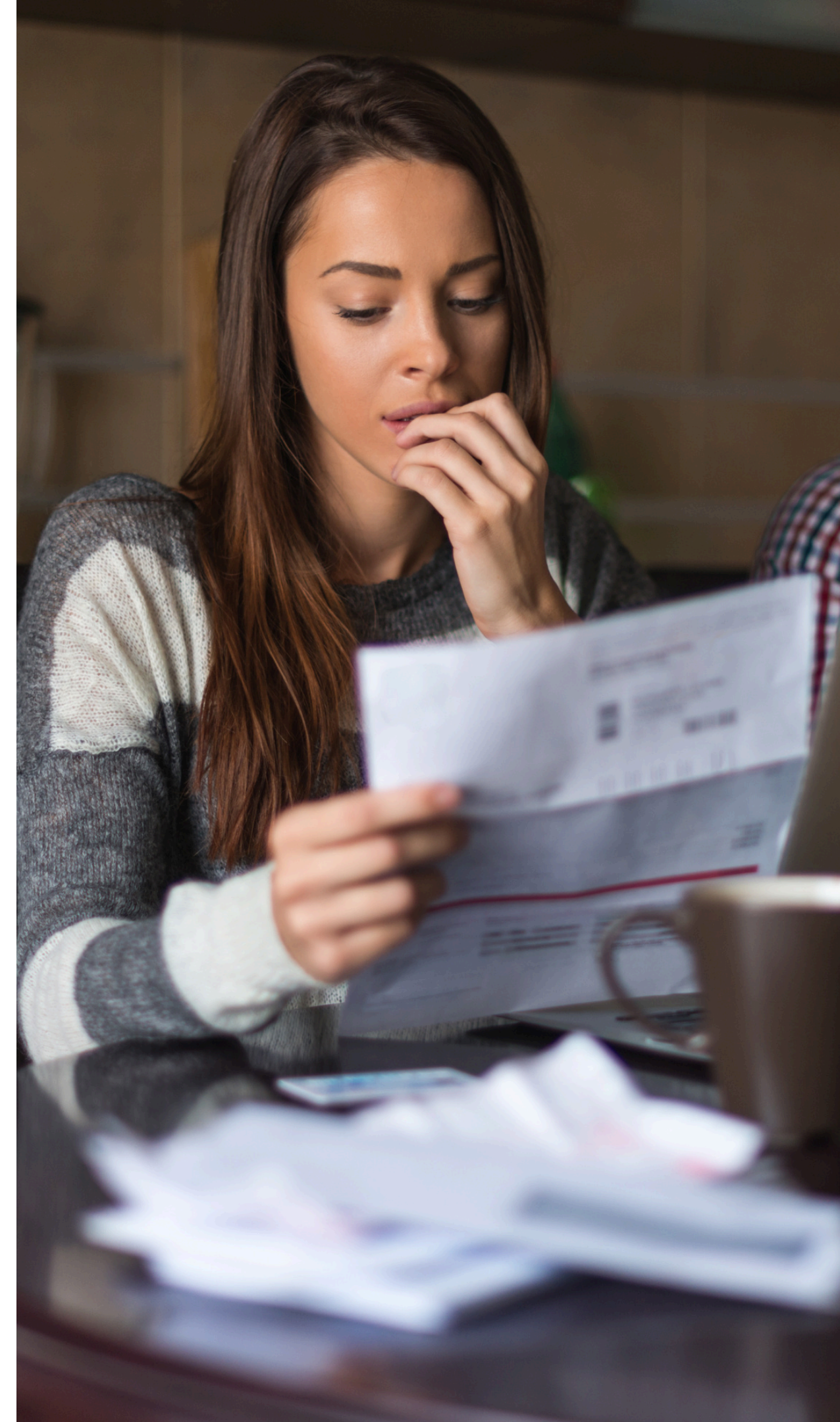
34%

Loss or damage to your home/property

31%

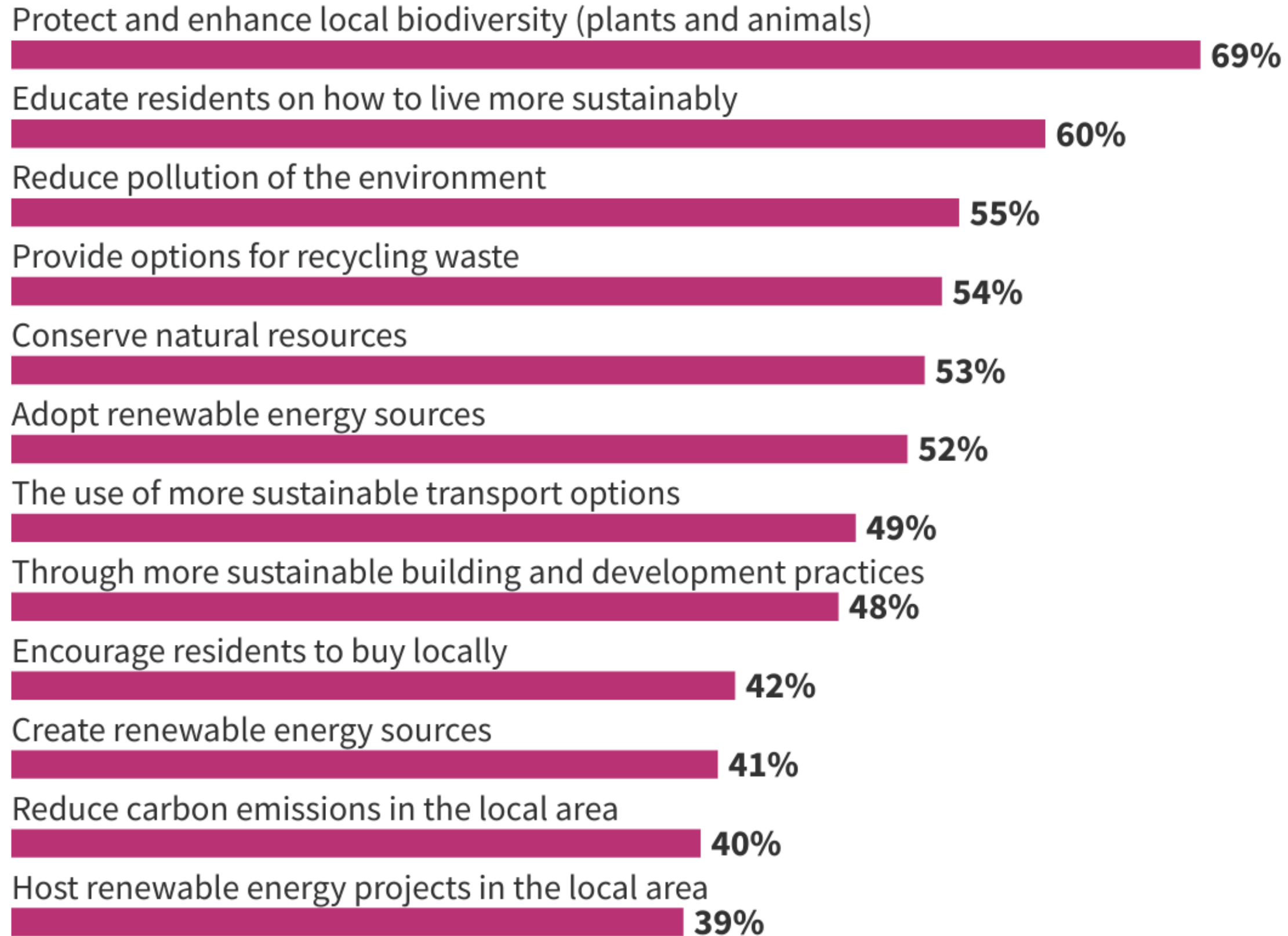
Reduction in air quality

31%



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

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



Base: Those that believe in climate change and it is, or will, affect the local area, n=1,439



# What's changed since 2021 and how do we support the needs of residents into the future?

## Improved experiences



Change  
2021-24

- Good job prospects** +0.5
- Opportunity for all** +0.5
- Cultural facilities** +0.5

## Declining experiences



Change  
2021-24

- Health services** -0.5
- Feeling safe** -0.3
- Making your way around** -0.3

## Increasing in importance



Change  
2021-24

- Health services** +4p.p.
- Making your way around** +5p.p.
- Public transport** +7p.p.

**Questions?**

# Living on the Sunshine Coast, 2024

Insights Briefing

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[views.id.com.au/sunshine-coast](https://views.id.com.au/sunshine-coast)

## community views



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