

Living on the Sunshine Coast, 2025

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decisions

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 [375,000 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 continues to rise, now producing [\\$26,26 billion each year and supplies over 181,000 local jobs](#). The LGA's [largest industry \(by employment\)](#) continues to be Healthcare and Social Assistance.



LIVING ON THE SUNSHINE COAST

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 'Living on the Sunshine Coast'

Sunshine Coast has been conducting the Community Views survey each year since 2021. In 2025, the survey was collected between 24th March and 17th April, returning a sample of n=1,512 completed surveys.

The insights and data from 'Living on the Sunshine Coast' help to bring a credible resident lens to how the community feels about their quality of life in relation to its Community Strategy. 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 is slightly higher than last year, with an Overall Liveability Index of 60.5/100 in 2025 (up from 60.3 in 2024), with drivers of liveability differing across areas.



2

Over the past five years, access to 'reliable and efficient public transport', 'high quality health services' and 'a prosperous economy' have seen the biggest increases in importance for liveability among Sunshine Coast residents.



3

'Cost of living' and 'housing affordability' remain the top challenges to the local area, though both have declined since last year. Meanwhile, 'Law & order' has emerged as a growing concern.



4

Population growth has been particularly pronounced in suburbs mainly located within Urban A over the past two decades, with residents placing higher importance on liveability essentials like 'feeling safe' and 'affordable housing'.



5

About half (49%) of Sunshine Coast residents are aware of the Sunshine Coast Biosphere, and most (81%) feel responsible for contributing to sustainable practises within it. However, varying levels of awareness across locations present an opportunity to promote sustainable behaviours, especially in areas with lower awareness.

KEY INSIGHT 1

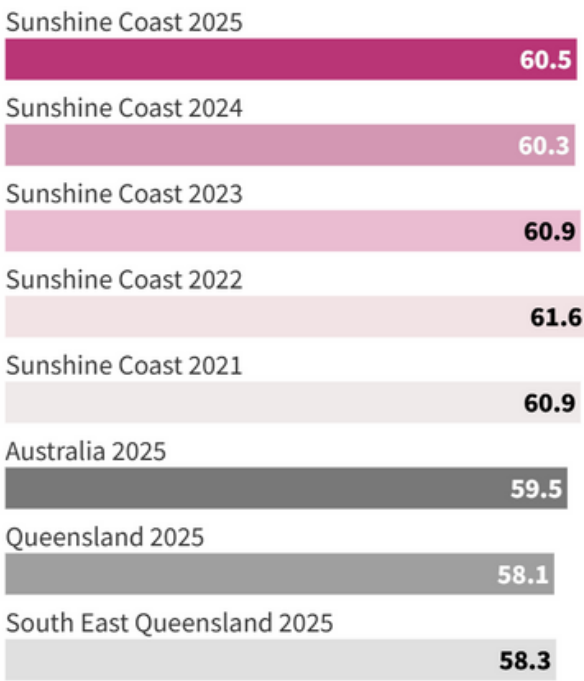
Overall liveability on the Sunshine Coast is slightly higher than last year, with an Overall Liveability Index of 60.5/100 in 2025 (up from 60.3 in 2024), with drivers of liveability differing across areas.

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 increased slightly since last year, and is now above comparable benchmarks for Australia, South East Queensland, and Queensland. In contrast to previous years, where the OLI of Australia, South East Queensland, and Queensland was higher than the Sunshine Coast, this year the OLI scores for these places have declined respectively.

Overall Liveability Index



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**) remain unchanged from 2024 and include:

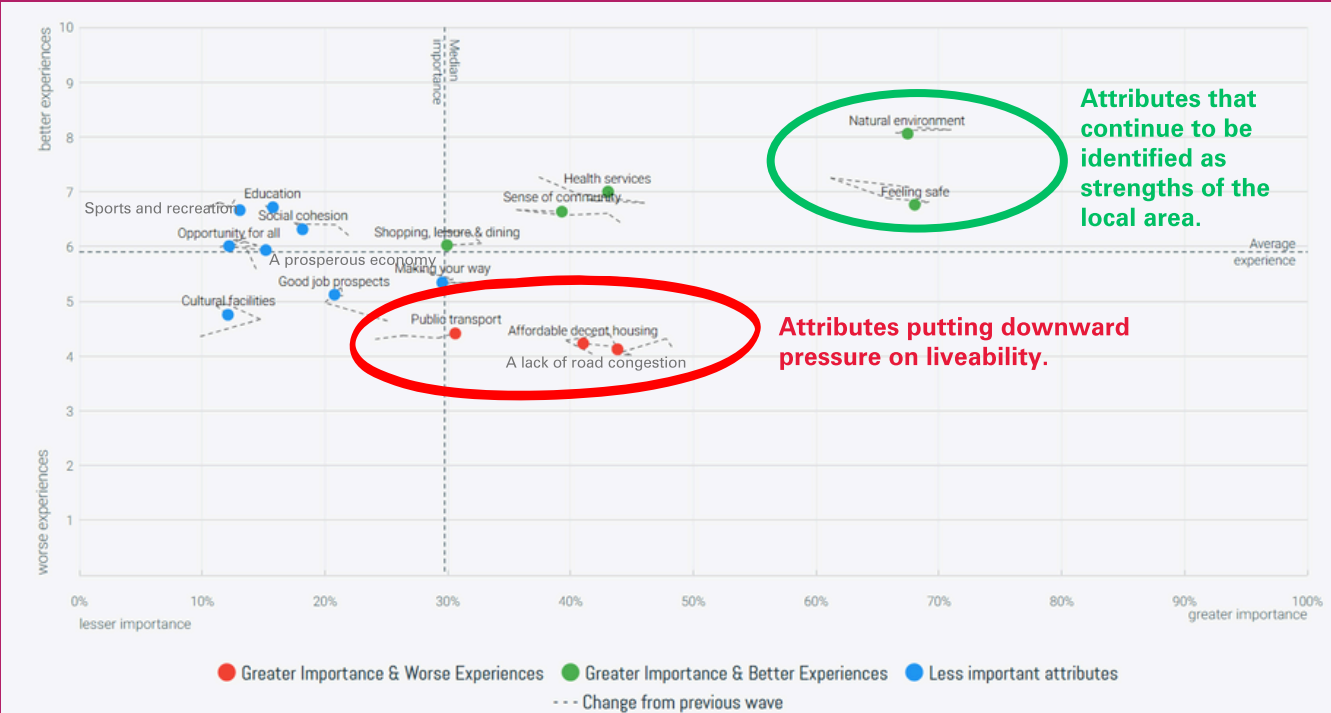
- ‘access to the natural environment’
- ‘feeling safe’
- ‘high quality health services’
- ‘a sense of community’
- ‘a diverse range of shopping, leisure and dining experiences’

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’
- ‘public transport’

The rising importance but declining experience of ‘public transport’ this year likely reflects growing reliance among the community’s ageing population. These results highlight there are continued opportunities for further policy and programs that target high-priority attributes with low resident experiences.

Importance / experiences matrix

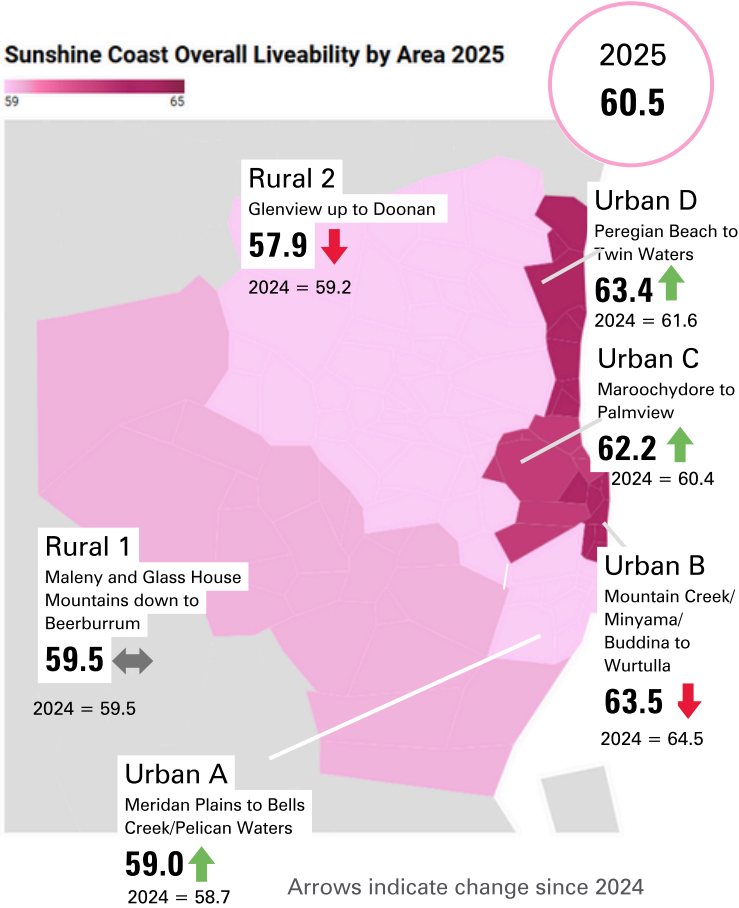


As in previous years, perceptions of liveability differ across the Sunshine Coast, and these should be considered in strategic planning to ensure local needs are effectively addressed.

These differences reflect the diversity of the area and highlight the need to adopt varied approaches to improve the quality of life and liveability in these places.

Consistent with last year, **Urban B** (see Appendix 1) continues to outperform all other areas with an overall liveability score of 63.5/100 (though down from 64.5/100 in 2024), with high perceptions of liveability still largely driven by ‘feeling safe’, ‘the natural environment’ and ‘health services’. These have each respectively increased in importance since 2024.

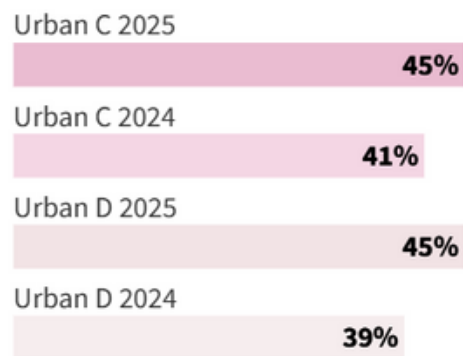
Indeed, resident experiences of the ‘natural environment’ (8.4/10 vs. 8.1/10 vs. 7.6/10) and ‘health services’ (7.9/10 vs. 7.0/10 vs. 6.8/10) here continue to outscore the Sunshine Coast and South East Queensland, which may be indicative of its geographical position - as residents can access an array of parklands, rivers, and beaches – all natural features which can boost how positively a person feels about where they live.



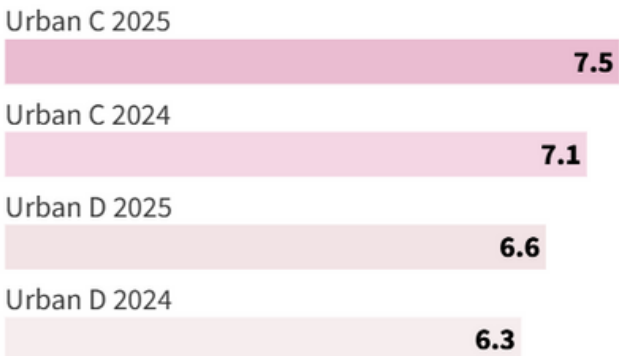
Drivers of liveability - across urban areas

In **Urban D** and **C** (see Appendix 1), overall liveability has increased this year from last year to 63.4/100 (up from 61.6/100 in 2024) and 62.2/100 (up from 60.4/100 in 2024) respectively. In both areas, the increase in importance and lived experience with ‘health services’ may be driving these shifts, as well as a greater focus and experience on the ‘natural environment’ in **Urban D** particularly and a ‘sense of community’ in **Urban C**.

Importance of 'health services'



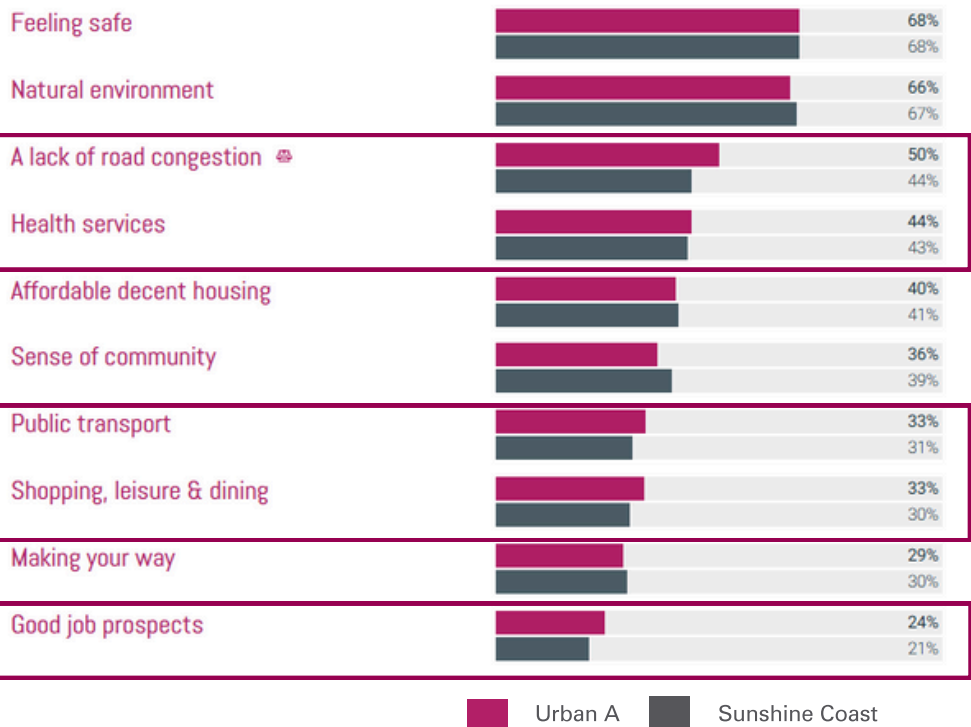
'Health services' experiences (0-10)



In **Urban A** (see Appendix 1), however, local area liveability continues to be considerably lower, though encouragingly, it has risen from 2024 (2025: 59.0/100, up from 58.7/100 in 2024). As the population grows year on year in this area, residents continue to place higher importance on attributes such as ‘a lack of road congestion’ than the Sunshine Coast average, while their lived experience is notably lower (3.3 vs. 4.1). By adopting methods to improve residents’ experience of congestion in the area, such as targeting known traffic pinch points, council can help build resident confidence in this attribute.

Furthermore, this year a higher proportion of **Urban A** residents than the Sunshine Coast, place importance on more practical attributes such as ‘health services’, public transport’, ‘a diverse range of shopping, leisure and dining experiences’ and ‘good job prospects’ – reflective of a community in growing need of greater employment opportunities and amenities in line with a rising population. Indeed, **Urban A** includes the rapidly expanding Caloundra South/ Aura development. Significant additional infrastructure including connection roads will be provided to the area as the township grows.

Most important attributes in making somewhere a good place to live (Top 10) - Urban A vs. Sunshine Coast



Drivers of liveability - across rural areas

Moving inland, consistent with results from 2024, residents in the areas of Rural 1 and Rural 2 (see Appendix 1) continue to report better experiences of road congestion compared to those living in Urban areas – perhaps unsurprisingly given the larger geographical spread of these communities, and the lower levels of traffic volume typically associated with rural living.

Despite this, residents in Rural 1 and Rural 2 still report lower lived experiences than their urban counterparts in delivering ‘high quality health services’ and ‘a diverse range of shopping, leisure and dining experiences’ – with the importance placed on ‘a diverse range of shopping, leisure and dining experiences’ continuing to be viewed as increasingly important. Notably, this is the case for residents in Rural 1, who perceive this attribute as far more important than they did when the baseline survey was conducted in 2021 (34%, up from 24%).

‘Road congestion’ experiences (0-10)

Sunshine Coast 2025



Urban A



Urban B



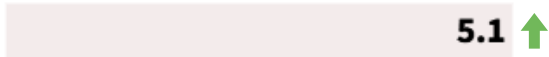
Urban C



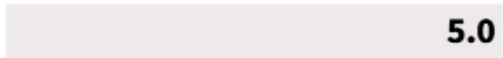
Urban D



Rural 1



Rural 2



Arrows indicate significantly higher/ lower than Sunshine Coast 2025



KEY INSIGHT 2

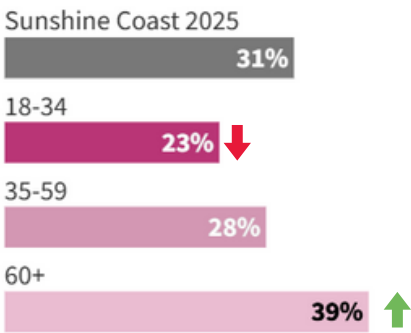
Over the past five years, access to ‘reliable and efficient public transport’, ‘high quality health services’ and ‘a prosperous economy’ have seen the biggest increases in importance for liveability among Sunshine Coast residents.

All three of these attributes have recorded increases in importance since 2021. Access to ‘Reliable and efficient public transport’ (31%, up from 24%, +7pp), and ‘high quality health services’ (43%, up from 37%, +6pp) experienced the largest increases, followed by ‘a prosperous economy’ (15%, up from 11%, +4pp).

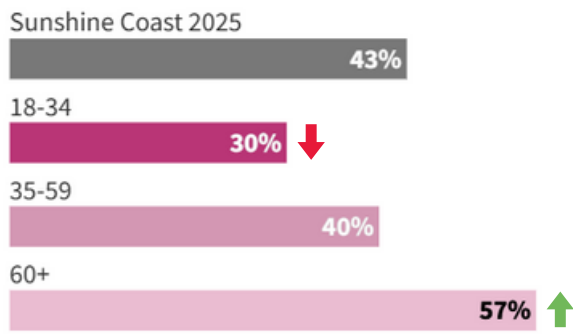
The growing importance on ‘reliable and efficient public transport’ and ‘high quality health services’ may be reflective of the Sunshine Coast’s ageing population. These attributes rated higher among residents aged 60+ and increased with age, potentially reflecting the growing reliance people tend to have with regularly accessing healthcare services and alternative modes of transport as opposed to driving, as they become older.

While ‘a prosperous economy’ remains a lower-priority attribute in terms of what residents’ currently value (ranked 13th of 16), there is growing recognition of its importance – particularly among men, who were more likely than women to see it as an area of importance. In terms of experience, it remains unchanged from last year in 10th position (5.9/10), suggesting that residents generally have more positive experiences with the local economy compared to other tested attributes.

Importance of 'reliable and efficient public transport' by age



Importance of 'high quality health services' by age



Arrows indicate significantly higher/ lower than Sunshine Coast 2025

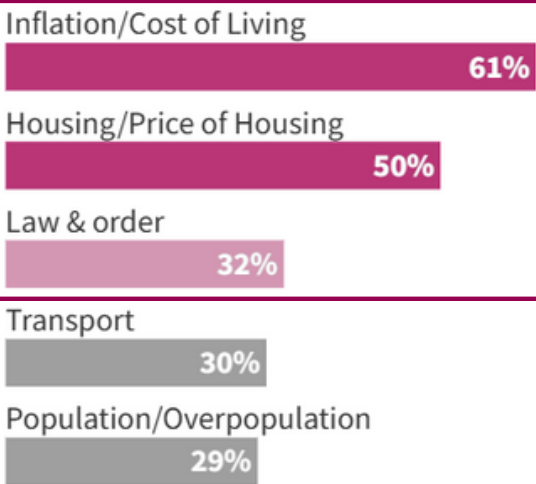
KEY INSIGHT 3

‘Cost of living’ and ‘housing affordability’ remain the top challenges to the local area, though both have declined since last year. Meanwhile, ‘Law & order’ has emerged as a growing concern.

While ‘cost of living’ and ‘housing affordability’ remain the top two issues affecting the local area, both have declined since 2024. Women are more likely than men to cite both of these as key concerns and have continued to do so since 2023 – possibly reflecting a broader concern women tend to experience with household related financial pressures.

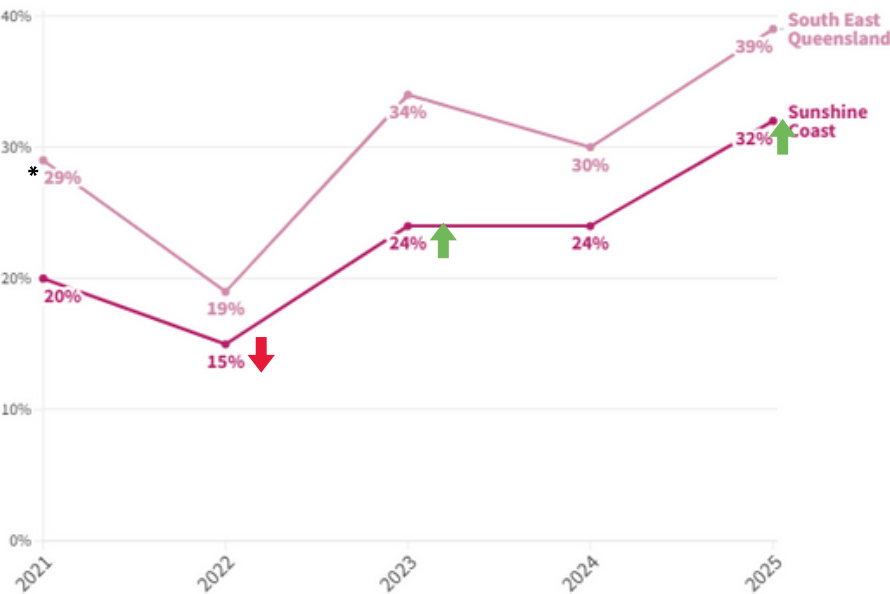
‘Law & order’, however, has emerged as a growing issue affecting Sunshine Coast residents – increasing by 12 percentage points since 2021 (from 20% to 32%) – with concern rising by 8% within the past year alone. Now the third-highest issue (up from sixth in 2021), it indicates shifting issues of importance in the community. Contextually, while the issue is rising in the area, it is a part of a growing trend within South East Queensland more broadly.

Top three issues facing local area



Note, only the top five issues have been charted out of 19.

Issues facing the local area - Law & Order



Arrows indicate significantly higher/ lower than previous year
*29% among Queensland. 2021 data for South East Queensland unavailable.

While ‘Law & order’ is growing as a top concern among Sunshine Coast residents, experiences of safety within the community still ranks highly.

In **Urban B** (see Appendix 1), concern for ‘Law & order’ is highest (41%), with open-text responses highlighting youth crime as a key reason. Some residents in this area, as well as more widely within the Sunshine Coast, called for more community safety measures and youth engagement programs. Council may seek to explore targeted local initiatives - such as youth-led community projects and social or mentorship programs - to respond to growing concern among residents.

Despite ‘Law & order’ rising as a top issue affecting the community, ‘Feeling safe’ remains the most important attribute Sunshine Coast residents’ believe makes somewhere a good place to live, on par with both South East Queensland and Queensland. ‘Feeling safe’ ranks third out of 16 attributes for lived experiences in the Sunshine Coast, outscoring both South East Queensland and Queensland where it sits in 8th position respectively.

The rise in concern for ‘Law & order’ this year suggests a disconnect between broader perceptions and lived experience for some. Indeed, there is often a relationship between feelings of safety, and low crime so it is encouraging that lived experiences of ‘feeling safe’ are comparatively high among Sunshine Coast residents.

However, experience scores of ‘Feeling safe’ are slightly lower in **Urban A**, **Urban B**, and **Rural 2** (see Appendix 1) than the Sunshine Coast (6.6/10 vs. 6.8/10 respectively), highlighting a need for more targeted reassurance and engagement in these areas.

Council may choose to invest in programs that foster local connection in these places, which are likely to reinforce both community bonds and perceptions of safety.

“Take action on local crime, especially youth crime.”

Female, 19, Urban B

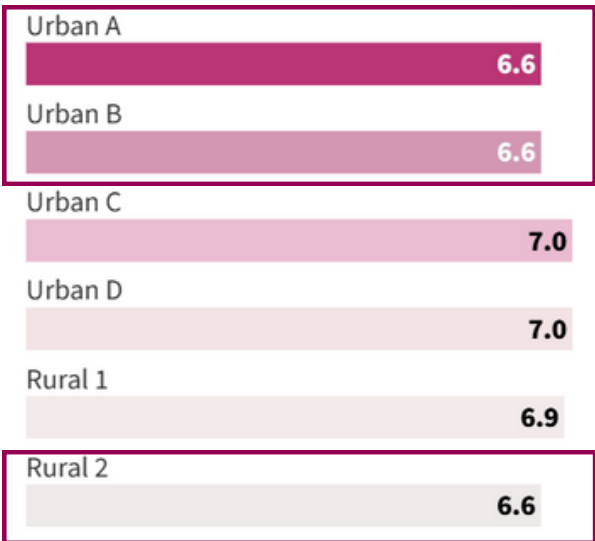
“Implement youth programs and policing to get the out of control teenagers off the streets.”

Female, 69, Urban C

Importance of 'Feeling safe'



'Feeling safe' experiences (0-10)



Arrows indicate significantly higher/ lower than Sunshine Coast 2025

KEY INSIGHT 4

Population growth has been particularly pronounced in suburbs mainly located within Urban A over the past two decades, with residents placing higher importance on liveability essentials like ‘feeling safe’ and ‘affordable housing’.

Suburbs such as Banya, Baringa, Bells Creek, Caloundra West, Little Mountain, Meridan Plains, Nirimba, Palmview, Pelican Waters, and Sippy Downs have all experienced noticeable population growth over the past twenty years.

Compared to the broader Sunshine Coast, since 2023 specifically, residents in these suburbs rate ‘feeling safe’, ‘affordable decent housing’, accessing ‘a diverse range of shopping, leisure and dining experiences’ as well as ‘a lack of road congestion’ and ‘making your way to and from services with relative ease’ as more important, reflecting the pressures of sustained population growth.

However, their lived experience of these attributes is slightly lower than that of other Sunshine Coast residents, suggesting a gap between expectations and reality. For example:

- ‘Feeling safe’: 6.6/10 vs 6.8/10
- ‘Making your way to and from services with relative ease’: 4.9/10 vs 5.3/10
- ‘Lack of road congestion’: 3.4/10 vs 4.1/10

These findings reinforce the need for council to implement integrated planning and infrastructure solutions that match resident expectations and support growing communities.

Addressing these gaps can help build community confidence and improve quality of life in high-growth suburbs.

Most important attributes in making somewhere a good place to live (Top 10) - Growth suburbs vs. Sunshine Coast

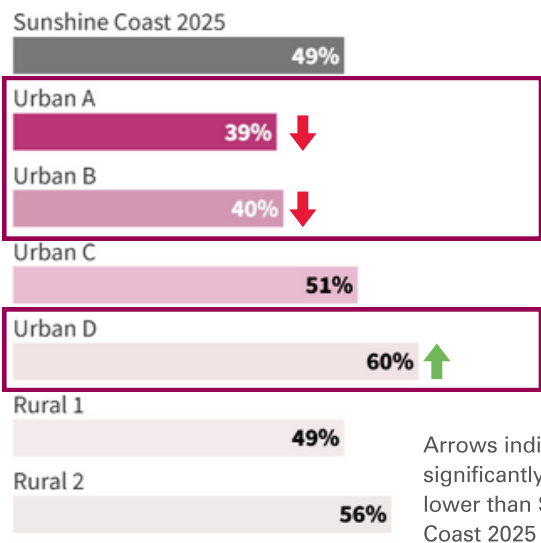
Top 10 Attributes – Growth Suburbs	Growth suburbs (n=185)	Sunshine Coast (n=1,512)
Feeling safe	74%	68%
Access to the natural environment	65%	67%
A lack of road congestion	48%	44%
Affordable decent housing	44%	41%
High quality health services	41%	43%
A diverse range of shopping, leisure & dining experiences	35%	30%
Making your way to and from services with relative ease	34%	30%
A sense of community	30%	39%
Public transport	30%	31%
Good job prospects	29%	21%

KEY INSIGHT 5

About half (49%) of Sunshine Coast residents are aware of the Sunshine Coast Biosphere, and most (81%) feel responsible for contributing to sustainable practises within it. However, varying levels of awareness across locations present an opportunity to promote sustainable behaviours, especially in areas with lower awareness.

In a series of new questions added this year, residents were asked about their awareness of the Sunshine Coast Biosphere. Around half (49%) reported some level of awareness, but to varying degrees – 9% knew a lot about it, 24% knew a little, and 16% had heard the term but nothing else. Awareness levels also differed by location: residents in Urban D (see Appendix 1) reported significantly higher levels of awareness than in the broader Sunshine Coast (60% vs. 49%), while residents in Urban A and B (see Appendix 1) reported the lowest awareness levels (39% and 40% respectively). Regardless of awareness, across all Urban and Rural areas, around eight in ten residents agreed that they have a responsibility to contribute to sustainable practices within the Sunshine Coast Biosphere.

Aware of the Sunshine Coast Biosphere (knew a lot + a little + had heard of the term but nothing else)



Arrows indicate significantly higher/ lower than Sunshine Coast 2025

Higher awareness in Urban D may be linked to stronger environmental and engagement with their community. Residents here were more likely than Sunshine Coast residents to engage in sustainable behaviours such as ‘caring for the environment’ and ‘connecting with their local community’. A slightly higher proportion also identified ‘participating in environmental conservation’ (61% vs. 59%) and ‘supporting community groups’ (43% vs. 39%) as key benefits of the Biosphere - suggesting alignment between their awareness, values and actions. Stronger local networks may also contribute to greater understanding. The location of Council’s Blue Heart project - a major conservation project - straddles the Urban D and Rural 2 (see Appendix 1) planning areas, and may have an influence on residents’ heightened appreciation of sustainability processes in these places.

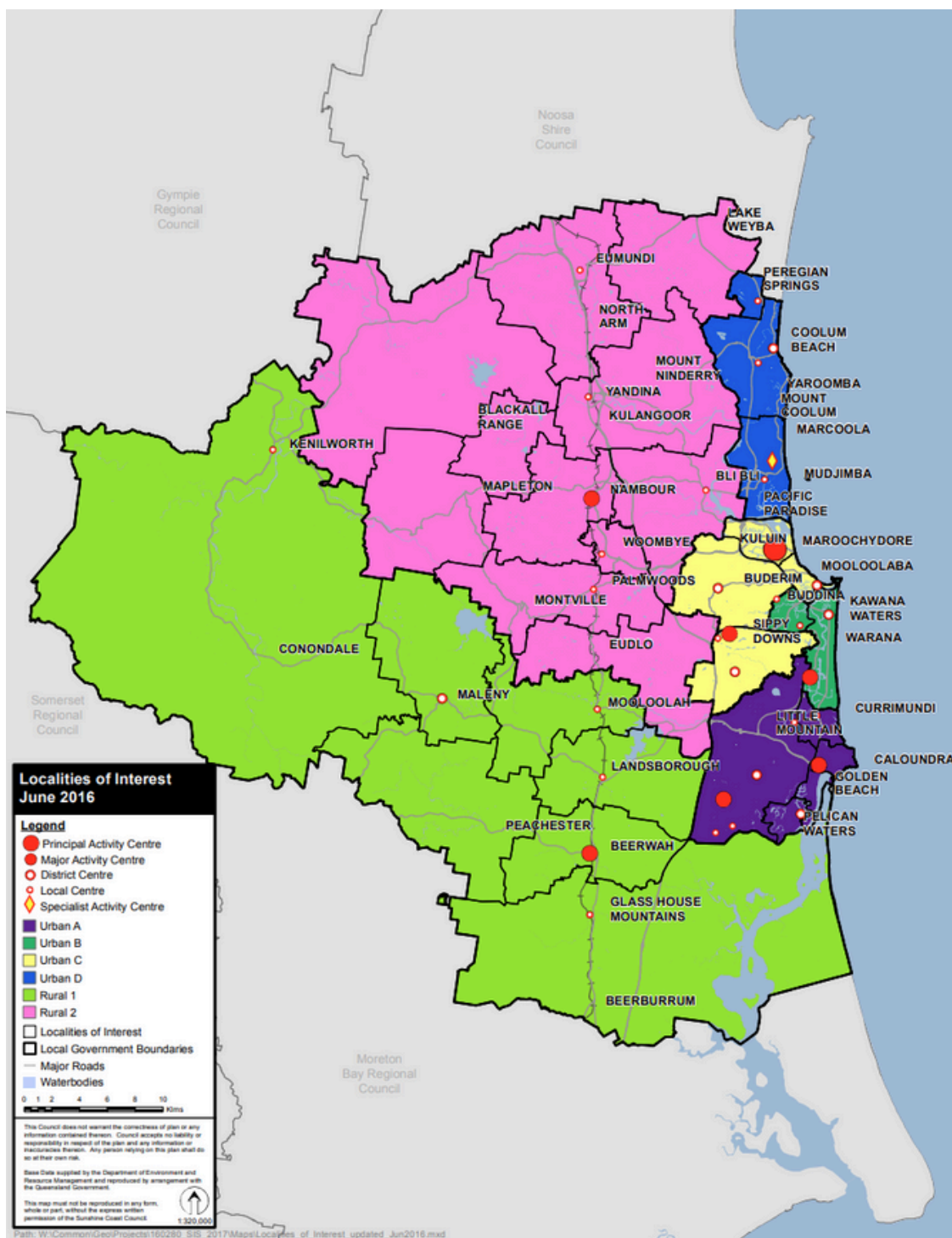
In contrast, residents in Urban A and Urban B were more likely than residents in the broader Sunshine Coast to say they were unsure which aspects of the Biosphere were important to them, with those in Urban B significantly more likely to say so (13% vs. 8%). Residents in these areas also reported lower participation in a range of sustainable practices, like ‘supporting local or eco-friendly businesses’, ‘growing food at home’, and ‘composting organic waste’ than the broader Sunshine Coast.

These findings suggest a need to raise community understanding of the Biosphere and the practical benefits of sustainable living. Council could consider delivering targeted education campaigns and local initiatives that highlight the everyday relevance of the Biosphere, particularly in areas where awareness is low.

APPENDIX 1

NETWORK PLANNING AREAS

The map below shows the six areas of interest: Urban A, Urban B, Urban C, Urban D, Rural 1, and Rural 2.



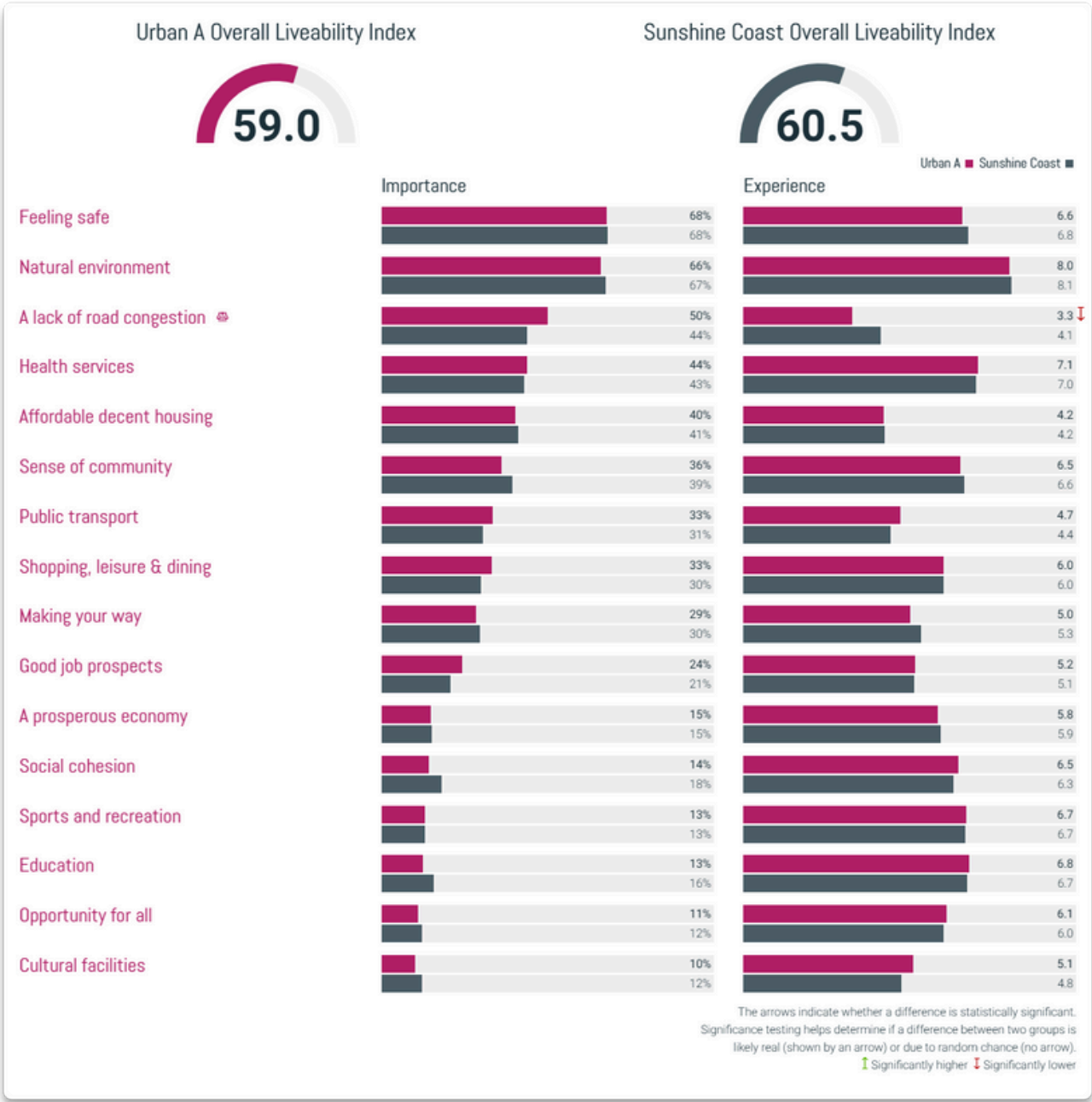
APPENDIX 2

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, Shelly Beach, and Banya.

The Overall Liveability Index for Urban A was 59.0/100, lower than the Sunshine Coast Index (60.5).

Sample size: n=262



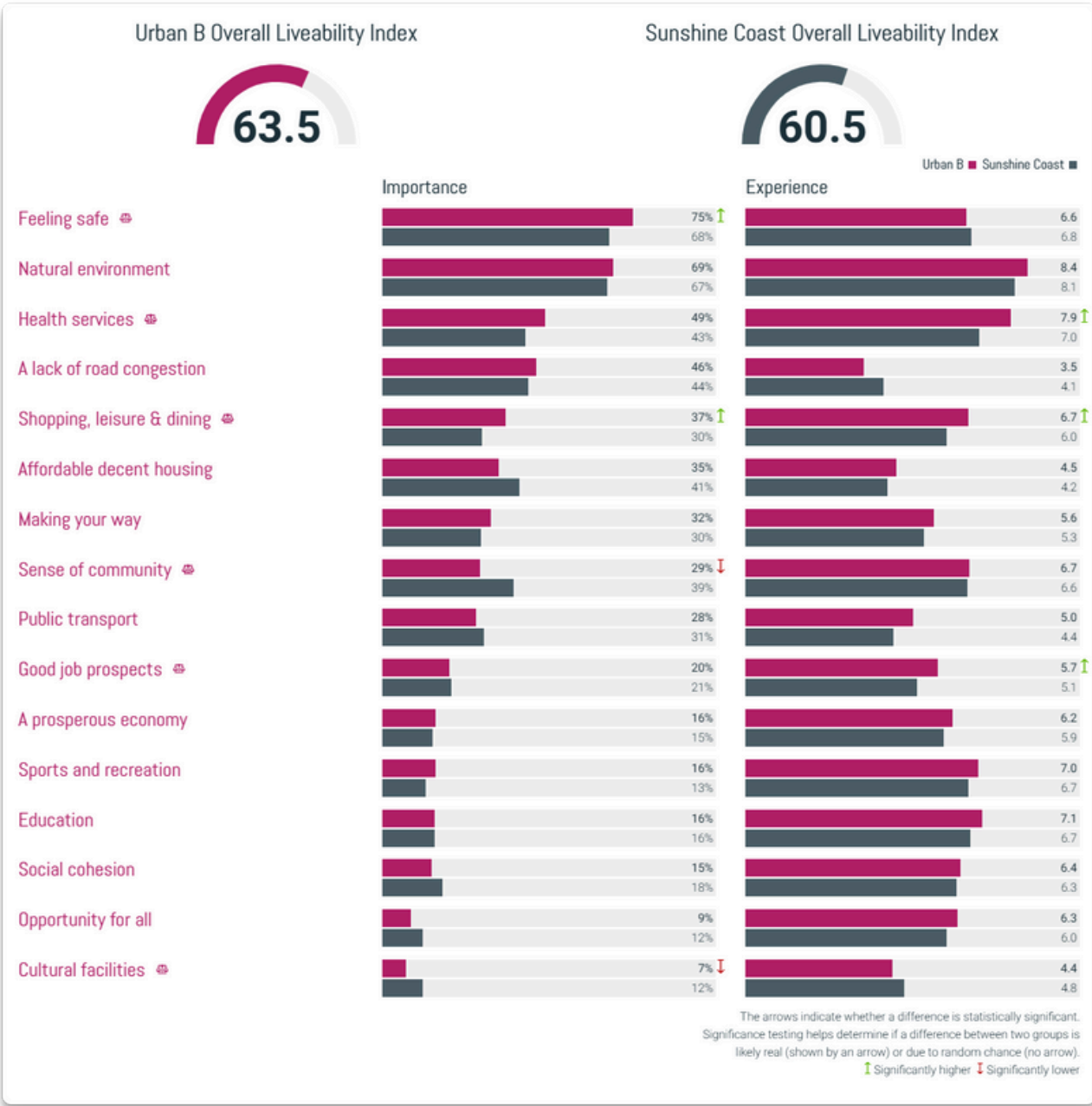
APPENDIX 3

LOCAL AREA INSIGHTS: URBAN B

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

The Overall Liveability Index for Urban B was 63.5/100, higher than the Sunshine Coast Index (60.5).

Sample size: n=292



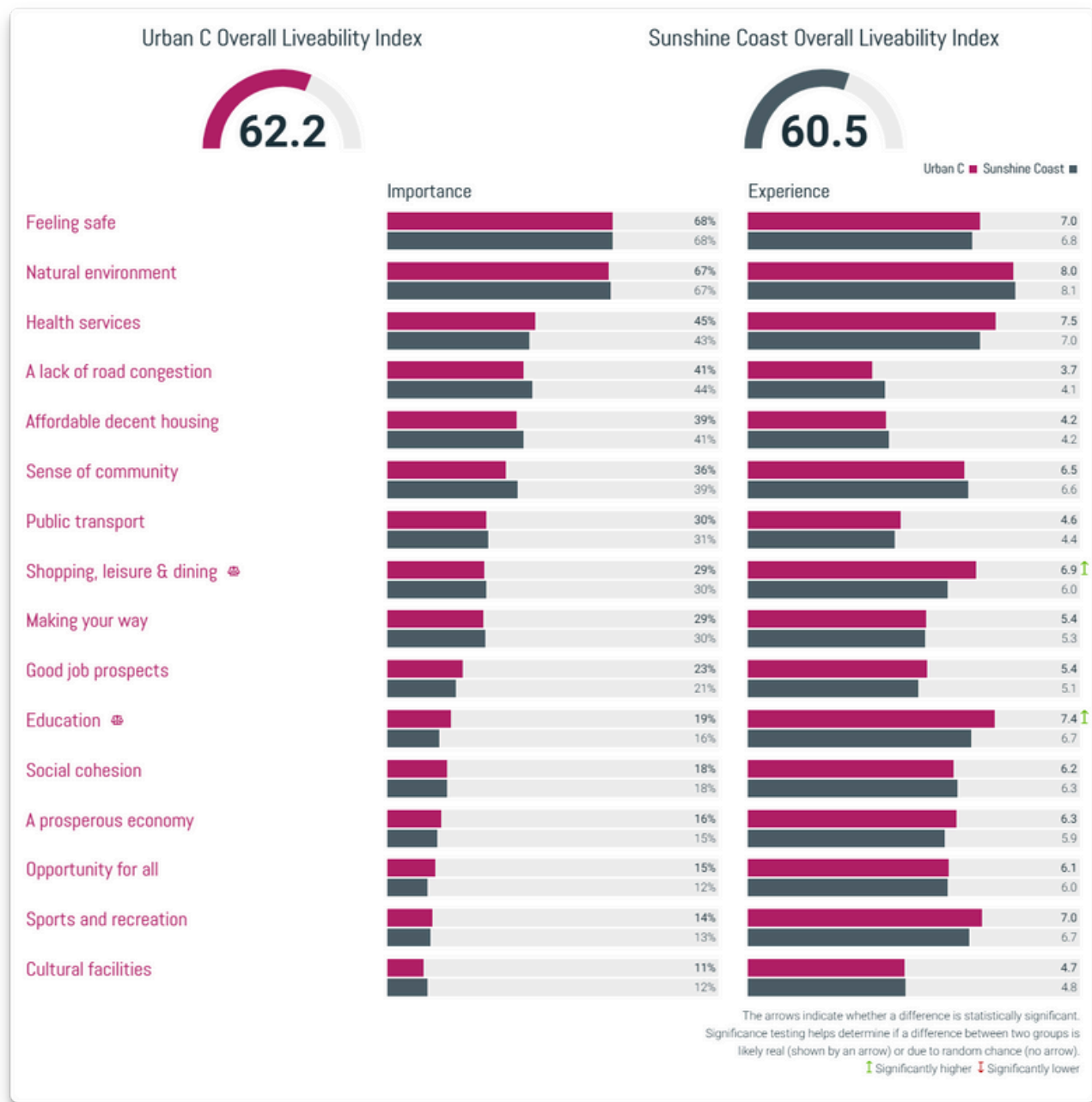
APPENDIX 4

LOCAL AREA INSIGHTS: URBAN C

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

The Overall Liveability Index for Urban C was 62.2/100, higher than the Sunshine Coast Index (60.5).

Sample size: n=330



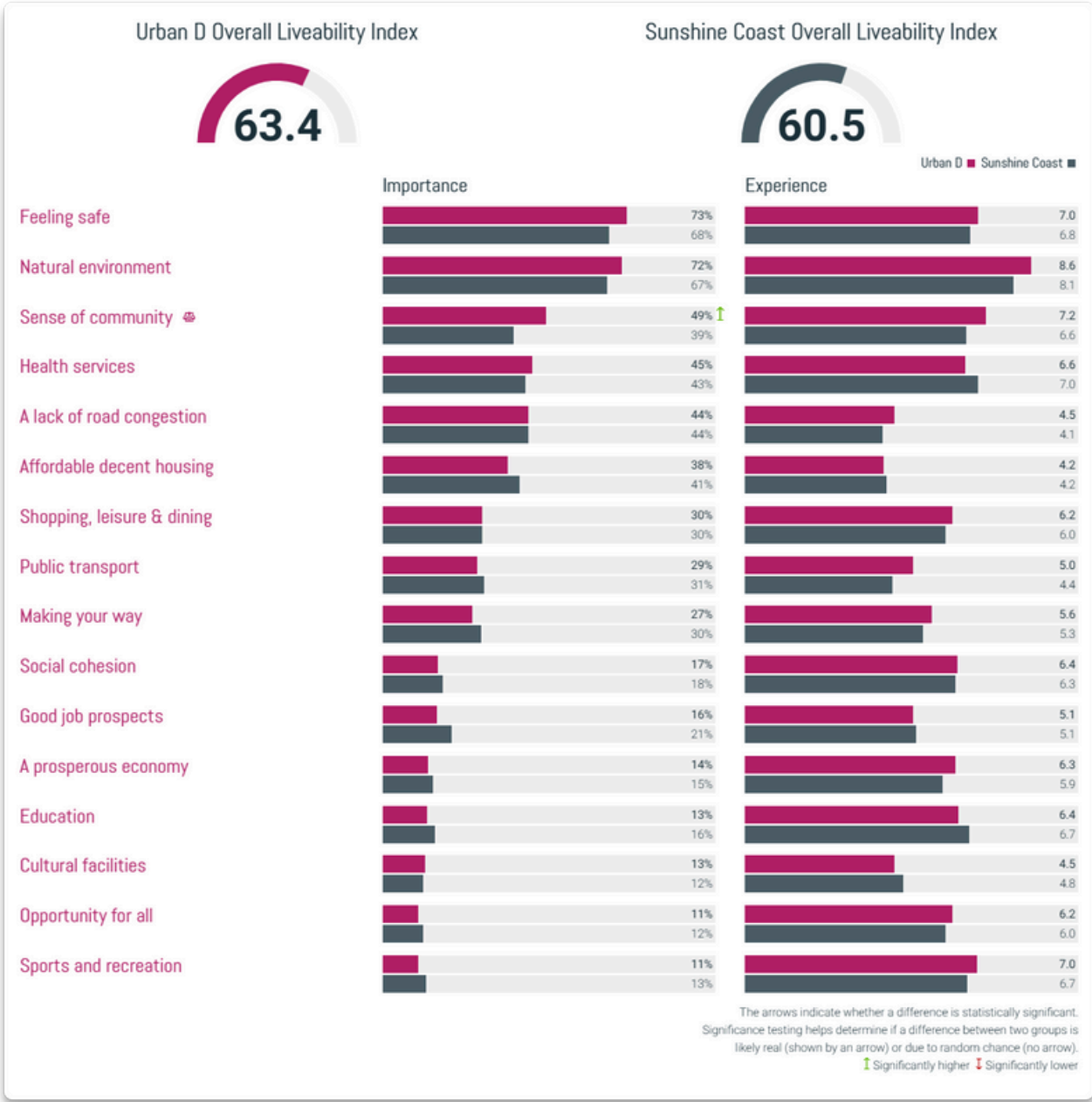
APPENDIX 5

LOCAL AREA INSIGHTS: URBAN D

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

The Overall Liveability Index for Urban D was 63.4/100, higher than the Sunshine Coast Index (60.5).

Sample size: n=203



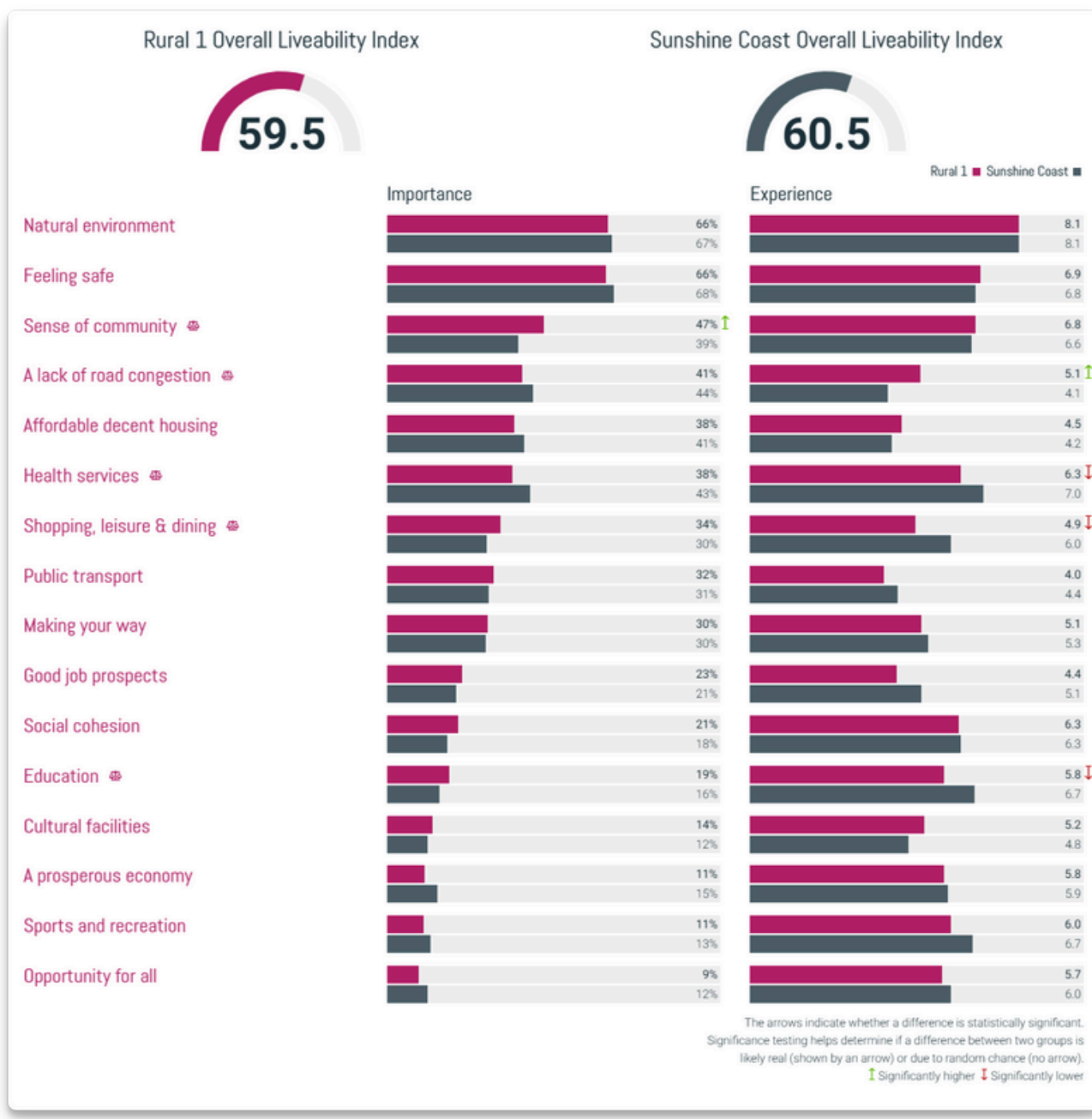
APPENDIX 6

LOCAL AREA INSIGHTS: RURAL 1

Bald Knob, 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, Balmoral Ridge, Wootha, and Mooloolah.

The Overall Liveability Index for Rural 1 was 59.5/100, lower than the Sunshine Coast Index (60.5).

Sample size: n=203



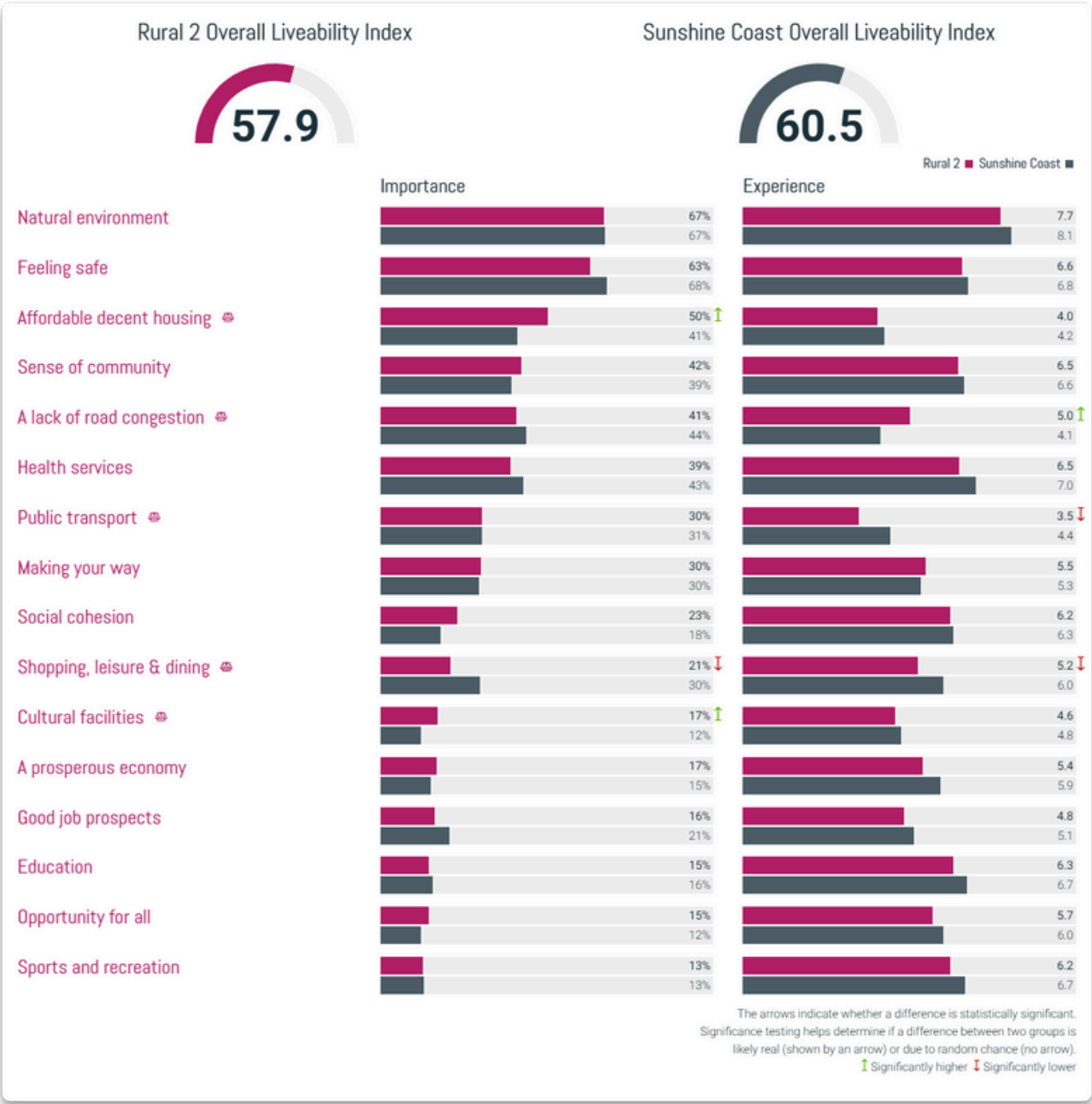
APPENDIX 7

LOCAL AREA INSIGHTS: RURAL 2

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

The Overall Liveability Index for Rural 2 was 57.9/100, lower than the Sunshine Coast Index (60.5).

Sample size: n=222





Living on the Sunshine Coast Views Report

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