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Living on the Sunshine Coast, 2022 | Views report

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Sunshine Coast Regional Council

Top five key findings...

.id consulting has identified five key findings from the Living on the Sunshine Coast survey.

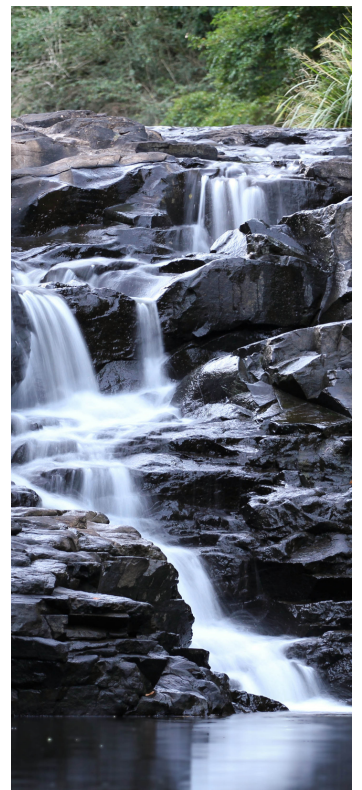
'Access to the natural environment' continues to be a critically important and uniquely positive feature of the Sunshine Coast. In the March 2022 survey, seven out of every ten (71%) residents selected 'access to the natural environment' among their top five items that contribute most towards making somewhere a good place to live, ahead of 'feeling safe' (61%) and 'a lack of road congestion' (48%). Importantly, your residents are consistent in their high conviction regarding 'access to the natural environment', as it was also nominated as the most important item in the March 2021 survey (68%). Beyond absolute importance, your residents place more stock in this attribute than the average Australian. While still among the handful of most important items, the national average places 'access to the natural environment' in 4th place (44%), behind 'feeling safe' (60%), 'high quality health services' (52%) and 'affordable decent housing' (48%).

Sunshine Coast residents' local area experiences of 'access to the natural environment' were very positive, relatively consistent across your LGA and higher in comparison to the national benchmarking. When asked to score their local area for 'access to the natural environment' on a scale between 0 & 10, the average score returned across the Sunshine Coast was 8.1 - making it clearly the most positively experienced attribute ahead of 'feeling safe' (7.2) and 'high quality health services' (7.0). The community's year-on-year experiences were very stable, with residents scoring their local area an average of 8.2/10 in March 2021. Looking across the Sunshine Coast, local area experiences of 'access to the natural environment' ranged from 8.8 in Urban D (Coolool and surrounds) through to 7.8 in Urban A (Caloundra and surrounds). And, despite residents from your urban south reporting the comparatively worst local area experiences regarding their ability to 'access the natural environment', their ratings were still higher than the national average, which returned a value of 7.3/10.

The high value placed on 'access to the natural environment' and positive local area experiences in that regard determines that this item is the single most significant contributor to the Sunshine Coast's current Overall Liveability Index - which returned a value of 61.6/100. As such, any future increase or decrease in your community's perception regarding their ability to access nature will be very influential in advancing or reducing the community's perception regarding their quality of life.

Improving residents' ability to get around the Sunshine Coast will strengthen overall liveability. Two out of the three liveability attributes nominated as "areas to improve" (items of high importance to the community where local area experiences were relatively poor) were transport related. Specifically, the community selected 'a lack of road congestion' as the 3rd most important liveability attribute (48%) and scored it as the 15th most positively experienced (4.3 out of 10). Issues of road congestion were followed by the community's views regarding their ability to get around the Coast, with 'making your way to and from services such as employment, education and healthcare with relative ease' nominated as 7th most important item (30%) and 11th most positively experienced (5.4). Despite not being among the most important items, residents' perspectives regarding the provision of 'reliable and efficient public transport' followed a similar trend (9th most important [26%] and 14th most positively experienced [4.4]) - demonstrating that residents considered public transport of medium importance, but rated their experience of existing public transport as low.

The urban areas in particular commonly expressed low experiences of 'a lack of road congestion'. However strengthening policy and advocacy efforts on these three attributes for the entire Coast should produce improved liveability scores in local areas over time. These improved local scores will in turn improve the Overall Liveability Index - the macro measure through which we understand and monitor collective quality of life.



Top five key findings...

.id consulting has identified five key findings from the Living on the Sunshine Coast survey.

You can say with confidence that your residents feel safe, are generally in good health and place a high value on their sense of community. Despite the aforementioned transport challenges putting downward pressure on the Coast's overall liveability, your region maintains high performance in key areas that we know make a positive contribution to quality of life. The community nominated 'feeling safe' as both the 2nd most important item that contributes towards making somewhere a good place to live (61%) and the attribute that was 2nd most positively experienced (7.2) across residents' local areas - consistent with 2021 (7.2) and higher than the national average (6.8). As such, much like 'access to the natural environment', the community's views regarding how safe they feel in their local area make a substantive contribution to the Coast's overall liveability.

In addition, the 2022 survey returned a Health and Wellbeing Index of 7.4/10, which is similar to 2021 (7.3) but considerably higher than the Australian average (6.4). Specifically, your residents rated their physical health 7.4/10, their mental health 7.5/10 and their social wellbeing 7.2/10. And, in all cases, the community was more optimistic than pessimistic regarding their future health prospects.

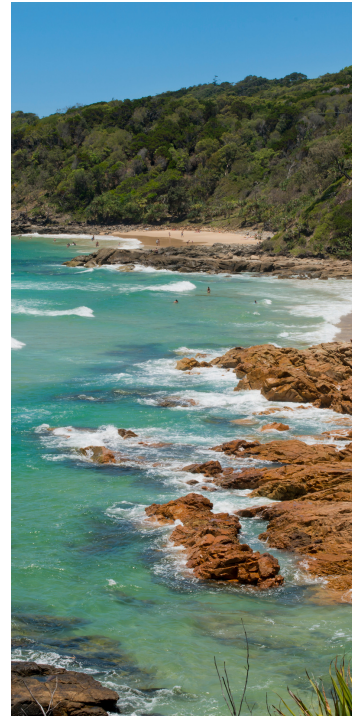
Residents placed a considerably higher value on 'a strong sense of community' compared to the average Australian (43% vs 30%) but reported similar local area experiences in that regard (6.6 vs 6.4). Importantly, the values and experiences of this attribute returned some spatial diversity across the Coast, with residents of Urban D placing a higher value on and reporting more positive local area experiences regarding 'a strong sense of community' (54%, 7.4) compared to others (e.g. Urban B = 36%, 6.2).

As the Coast continues to grow and evolve, we encourage Council to monitor and attempt to maintain community perceptions of personal safety, promote and advance the Coast as a healthy place to live and work, and be mindful that there may be a growing divide across the urban areas of the Coast with regard to how connected people feel to their community.

Young adults on the Sunshine Coast have unique future needs and report poorer levels of health. Despite having a median age of 43 years, which is much higher than the Australian average (38 years), more than 62,000 people aged between 18 & 34 make their home on the Sunshine Coast - representing 23% of the adult population in the 2021 Census. These younger residents are the Sunshine Coast's future, and, as such, it's important to highlight and recognise their values, experiences and needs. Specifically, younger people place greater value on the provision of 'affordable decent housing' (51% rated this as important vs 38% for 35-59 YO and 34% for those aged 60+ years) and report similar or poorer local area experiences in that regard (4.2/10 vs 4.0 for 35-59 YO and 4.8 for 60+ years). Beyond liveability, younger residents also reported poorer levels of mental health (7.0/10 vs 7.5) and financial wellbeing (5.5/10 vs 6.3) when compared to the Sunshine Coast averages. And finally, they have more acute local area concerns regarding 'housing/price of housing' (64% vs 58%), 'inflation/cost of living' (60% vs 50%) and 'petrol prices/fuel' (46% vs 39%) in comparison to the Coast averages.

We highlight these needs of your younger residents in the context that the Sunshine Coast's longer term sustainability depends upon your ability to attract and retain early adult aged residents.

The 2022 survey returned a subtly higher Overall Liveability Index in comparison to March 2021 and there is comfort in that outcome. The Sunshine Coast Overall Liveability Index - derived by combining your residents' values and local area experiences - increased slightly to 61.6 from 60.9 in the 12 months since the last survey. While this outcome is consistent with what was observed last year - informed by stable community values and experiences of place - we encourage Council to focus your policy and advocacy efforts in the four key areas highlighted above (the natural environment, getting around, safety/health/community, younger people) as we're confident - informed by the data - that they are the themes that will act as key drivers to advance your residents' quality of life over the longer term as the Coast undergoes significant evolution in terms of its absolute population growth and composition.



About the Views report...

The Living on the Sunshine Coast Views report aims to provide the reader with a succinct and narrative based understanding as to what residents across the Sunshine Coast believe makes somewhere a good place to live, and how they experience their local area in that regard. The community's values and experiences are combined to derive an Overall Liveability Index (OLI) and, most importantly, highlight what the community believes needs to happen to advance quality of life. It also explores health and wellbeing, how the community feels about their current and prospective personal financial circumstances and identifies the top issues facing residents' local areas.

While this report compares Sunshine Coast residents' views collected in March 2022 with residents' perspectives from March 2021, future iterations of the Living on the Sunshine Coast project (e.g. 2023 and beyond) will focus on understanding how your community's views are evolving in response to Council's strategic policy agenda and external factors over the longer term. This Views report touches on how your community's perspectives have changed spatially across your LGA (at 6 x Local Areas - described below) and explores the role of demography.

We encourage readers to access .id's leading online reporting and exploratory platform, [views.id](https://www.id.com.au/sunshine-coast), to learn more about the Living on the Sunshine Coast research findings.

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.

Local Area	Suburbs	Surveys & Error Margin
Urban A	Aroona, Baringa, Battery Hill, Bells Creek, Caloundra, Caloundra West, Currimundi, Dicky Beach, Golden Beach, Kings Beach, Little Mountain, Meridan Plains, Moffat Beach, Nimimba, Pelican Waters, and Shelly Beach.	293 (+/- 5.7%)
Urban B	Birtinya, Bokarina, Buddina, Minyama, Mountain Creek, Parrearra, Warana, and Wurtulla.	190 (+/- 7.1%)
Urban C	Alexandra Headland, Buderim, Kuluin, Kunda Park, Maroochydore, Mons, Mooloolaba, Palmview, and Sippy Downs.	367 (+/- 5.1%)
Urban D	Coolum Beach, Marcoola, Mount Coolum, Mudjimba, Pacific Paradise, Peregrine Springs, Point Arkwright, Twin Waters, and Yaroomba.	223 (+/- 6.6%)
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, and Crohamhurst.	175 (+/- 7.4%)
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, Kiels Mountain, Kulangoor, Kureelipa, Landers Shoot, Mapleton, Maroochy River, Montville, Nambour, Ninderry, North Arm, Obi Obi, Palmwoods, Peregrine Beach, Rosemount, Tanawha, Towen Mountain, Valdora, Verrierdale, Weyba Downs, Woombye, Yandina, Yandina Creek, Highworth, and Coolabine.	283 (+/- 5.8%)
Total	Sunshine Coast	1,531 (+/- 2.5%)

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Living on the Sunshine Coast...

This section describes what residents of the Sunshine Coast believe makes somewhere a good place to live and how they experience their local area against the 16 individual attributes. It expresses residents' values and experiences as an Overall Liveability Index (OLI) and discusses which individual attributes need to be maintained and improved to advance quality of life.

This chapter compares how and where the sentiment expressed by Sunshine Coast residents differs relative to the previous year (March 2021) and current external benchmarking, including from those who live in similar local government areas (Regional Centres), and people who call Regional Queensland, Queensland and Australia home.

Overall Liveability on the Sunshine Coast

As reported in the chart below, the Sunshine Coast Overall Liveability Index returned a score of 61.6 out of 100. By this measure, liveability on the Sunshine Coast is considered consistent with South East QLD (61.6) and Regional Centres (61.6), higher than Sunshine Coast 2021 (60.9) and Queensland (60.8), and lower than Australia (62.5).

Sunshine Coast Overall Liveability Index



Australia	62.5
Sunshine Coast 2021	60.9
South East QLD	61.6
Queensland	60.8
Regional Centres	61.6

The Index is derived by combining your residents values (what they believe makes somewhere a good place to live) with their experiences (local area ratings) across the 16 liveability attributes. While the Overall Liveability Index is an important summary indicator it is, by its nature, an outcome metric. To this end, the Index is not instructive and can leave the Sunshine Coast Regional Council thinking, well what can be done about this?

Understanding the relationship between residents' values and experiences helps identify and clarify emerging community needs. In Living in Place, we express these needs as areas to maintain (attributes of high importance to the community where local area experiences are relatively positive) and areas to improve (attributes of high importance to the community where local area experiences are relatively less positive).

The balance of this section discusses your residents' values and experiences in greater detail, summarises the areas to maintain and improve, and highlights how your community's views compare across, within and beyond the Sunshine Coast.

The values and experiences of Sunshine Coast residents

When asked to select the five attributes that they believe are most important when considering what makes somewhere a good place to live, residents placed the highest value on 'access to the natural environment' (71% selected it among their five most important) ahead of 'feeling safe' (61%). 'A lack of road congestion' (48%), 'a strong sense of community' (43%) and the provision of 'high quality health services' (41%) were nominated as the next three most important items.

Residents reported the most positive local area experiences for their ability to 'access to the natural environment' (8.1/10), 'feeling safe' (7.2) and 'high quality health services' (7.0). The worst local area experiences were reported for 'affordable decent housing' (4.3), 'a lack of road congestion' (4.3) and 'reliable and efficient public transport' (4.4).

As expressed in the chart below, while the community's values and experiences remained largely consistent with what was identified during the March 2021 survey, decreases in the value were observed for 'feeling safe' (61% vs 68%) and 'good job prospects' (20% vs 25%) and increases were noted for 'cultural facilities' (15% vs 10%) and 'high quality health services' (41% vs 37%). With regard to local area experiences, very minor improvements were reported for 'opportunity for all' (6.0 vs 5.6) and 'good job prospects' (5.0 vs 4.6). Small decreases occurred for 'high quality health services' (7.0 vs 7.3) and 'making your way to and from services such as employment, education and healthcare with relative ease' (5.4 vs 5.6).

Sunshine Coast Overall Liveability Index



Sunshine Coast 2021 Overall Liveability Index



Results sorted by importance in Sunshine Coast

	Natural environment	Area to maintain
	Feeling safe	Area to maintain
	A lack of road congestion	Area to improve
	Sense of community	Area to maintain
	Health services	Area to maintain
	Affordable decent housing	Area to improve
	Connectivity	Area to improve
	Shopping, leisure & dining	Area to maintain
	Public transport	
	Social cohesion	
	Good job prospects	
	Education	
	Cultural facilities	
	A prosperous economy	
	Opportunity for all	
	Sports and recreation	

Importance Sort by ▾		Experience Sort by ▾	
Legend	Sunshine Coast	Sunshine Coast	Sunshine Coast 2021
	71%	8.1	8.2
	61%	7.2	7.1
	48%	4.3	4.2
	43%	6.6	6.4
	41%	7.0	7.3
	40%	4.3	4.0
	30%	5.4	5.6
	30%	6.3	6.3
	26%	4.4	4.3
	21%	6.4	6.2
	20%	5.0	4.6
	15%	6.7	6.8
	15%	4.7	4.4
	14%	6.2	6.0
	14%	6.0	5.6
	12%	6.7	6.9
	13%		

Areas to maintain and improve to advance overall liveability

.id uses a values and experiences matrix to express the relationship between what your community believes makes somewhere a good place to live, and how they experience their local area in that regard. Referencing the Living on the Sunshine Coast values and experience matrix below, you will note that attributes of greater importance appear to the right of the matrix. Better local area experiences are closer to the top. The matrix highlights the attributes that your community believe needs to be maintained and improved to advance overall liveability.

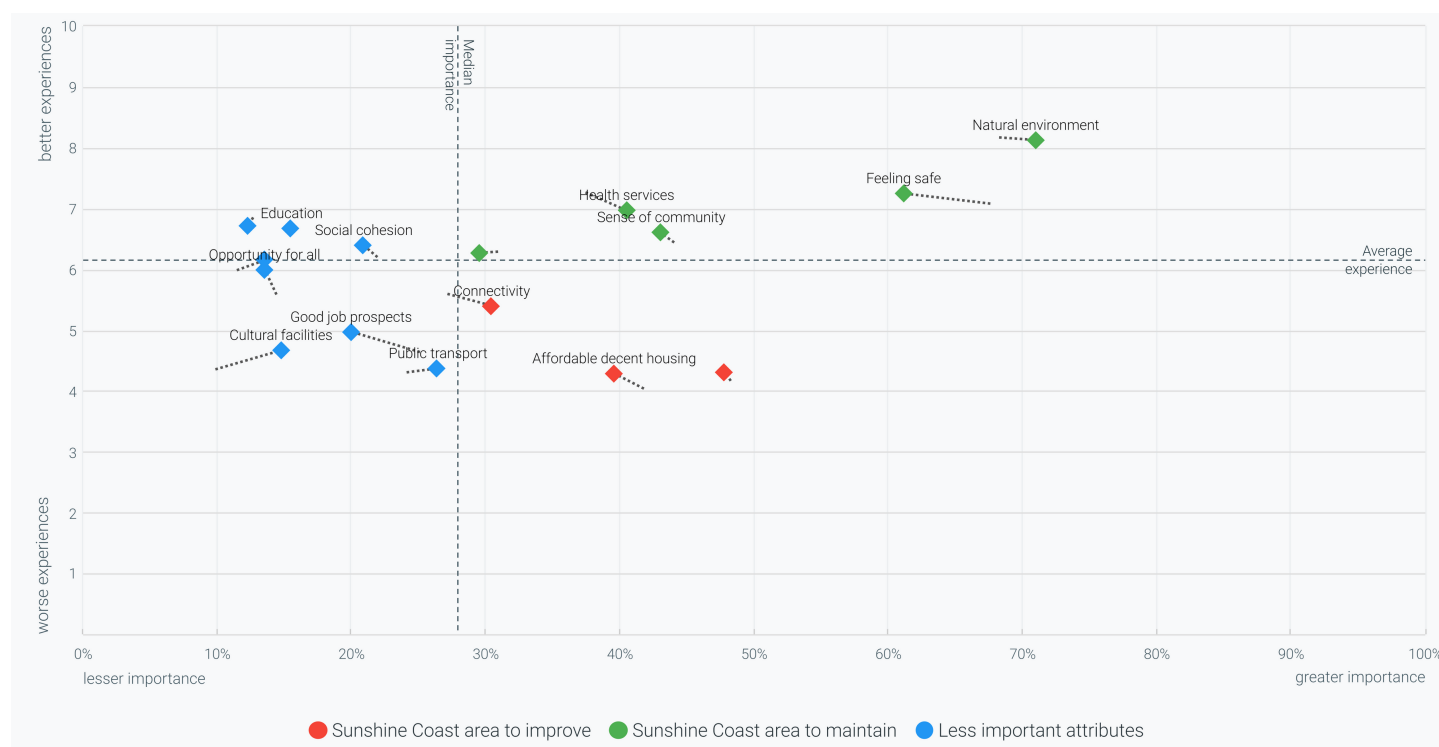
Analysis of the Living on the Sunshine Coast survey results identified five 'areas to maintain' and three 'areas to improve' to advance liveability.

Areas to Maintain:

- Access to the natural environment
- Feeling safe
- A strong sense of community
- High quality health services
- A diverse range of shopping, leisure and dining

Areas to Improve:

- A lack of road congestion
- Affordable decent housing
- Making your way to and from services with ease ('Connectivity')



The following pages explore these most important liveability attributes in greater detail.

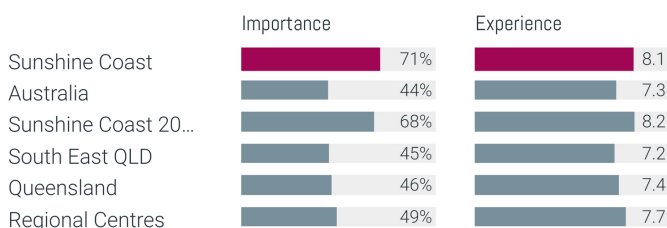
Area to Maintain - access to the natural environment

71% of residents selected 'Access to the natural environment (e.g. rivers, beaches, forests, parks, green spaces)' as an important attribute when considering what makes somewhere a good place to live, making it the 1st most important liveability aspect for Sunshine Coast residents overall. Residents rated their experience of 'Access to the natural environment (e.g. rivers, beaches, forests, parks, green spaces)' in their local area 8.1 out of 10, on average, making it the 1st most positively experienced attribute of 16.

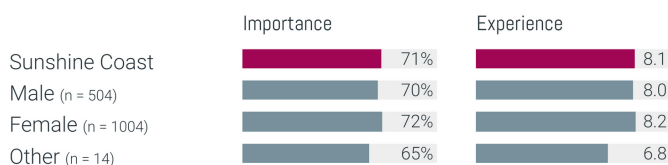
Sunshine Coast residents placed a consistent value on and reported similar local area experiences regarding 'access to the natural environment' when compared to the March 2021 survey. In saying this, the Sunshine Coast community places more stock in and reports more positive local area experiences regarding 'access to the natural environment' relative to all external benchmarks.

Looking across the Sunshine Coast, residents of Urban B (78%) and Rural 2 (74%) placed the highest value on 'access to the natural environment' and the most positive local area experiences were reported in Urban D (8.8/10) and Rural 1 (8.3). When analysed by Gender and Age, Females (72%) and those aged 18 - 34 (78%) placed the greatest value on this attribute. Females (8.2/10) and those aged 18 - 34 (8.4) reported the most positive local area experiences.

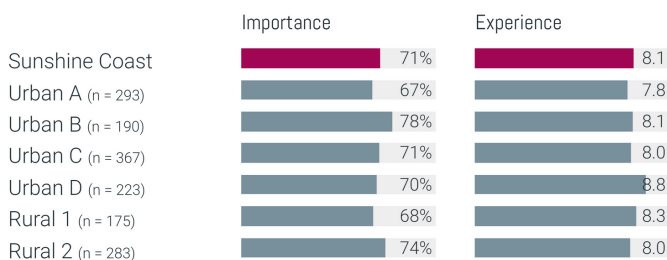
Benchmarks



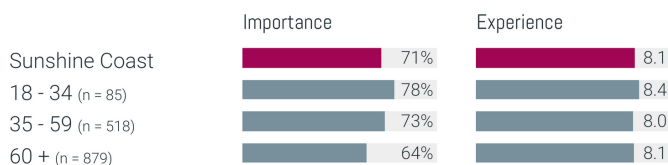
Gender



Local areas



Age

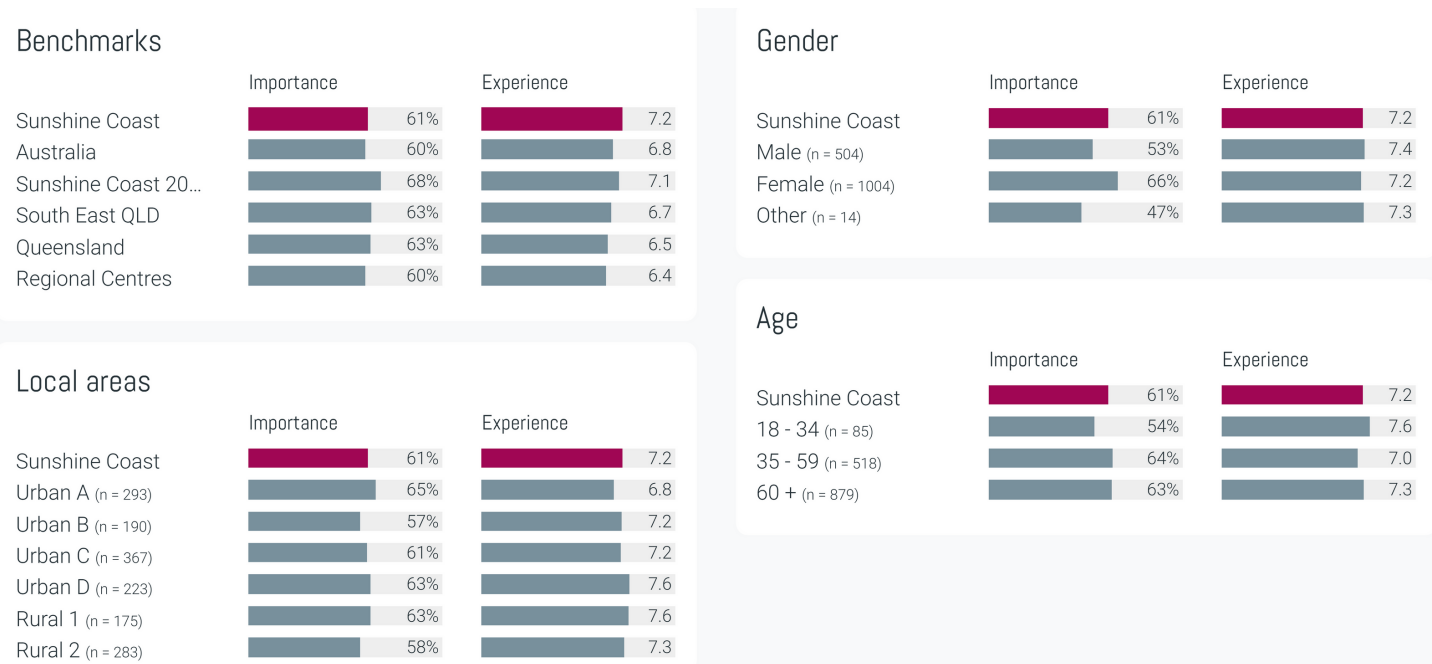


Area to Maintain - feeling safe

61% of residents selected 'Feeling safe' as an important attribute when considering what makes somewhere a good place to live, making it the 2nd most important liveability aspect for Sunshine Coast residents overall. Residents rated their experience of 'Feeling safe' in their local area 7.2 out of 10, on average, making it the 2nd most positively experienced attribute of 16.

Sunshine Coast residents placed less value on and reported similar local area experiences regarding 'feeling safe' when compared to the March 2021 survey. That sentiment extends to the external benchmarking, which shows that the Sunshine Coast community places similar or less stock in 'feeling safe', but report better local area experiences compared to the balance of Australians.

Looking across the Sunshine Coast, residents of Urban A (65%), Urban D (63%) and Rural 1 (63%) placed the highest value on 'feeling safe' and the most positive local area experiences were reported in Urban D (7.6/10) and Rural 1 (7.6). When analysed by Gender and Age, Females (66%), and those aged 35 - 59 (64%) placed the greatest value on this attribute. Males (7.4/10), those aged 18 - 34 (7.6) reported the most positive local area experiences.

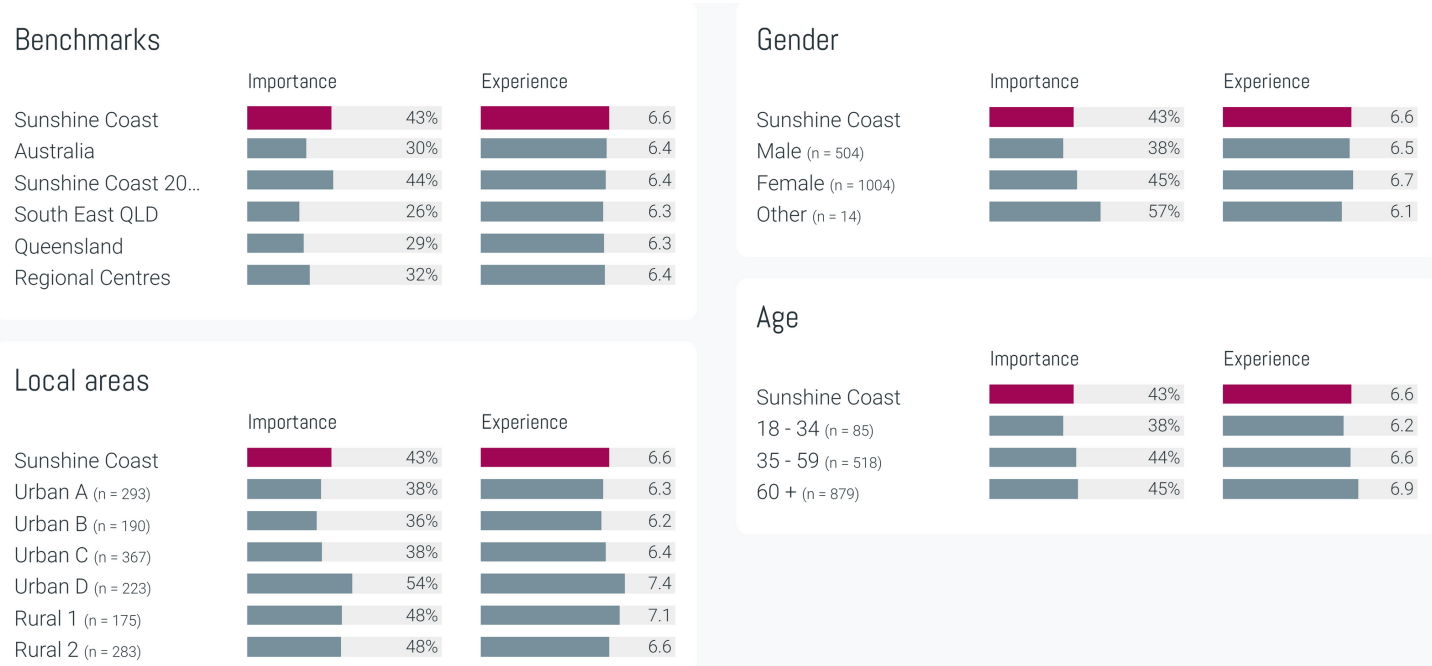


Area to Maintain - a strong sense of community

43% of residents selected 'A strong sense of community' as an important attribute when considering what makes somewhere a good place to live, making it the 4th most important liveability aspect for Sunshine Coast residents overall. Residents rated their experience of 'A strong sense of community' in their local area 6.6 out of 10, on average, making it the 6th most positively experienced attribute of 16.

Sunshine Coast residents placed a consistent value on and reported similar local area experiences regarding 'a strong sense of community' when compared to the March 2021 survey. The Sunshine Coast community places more stock in and reports similar local area experiences regarding 'a strong sense of community' relative to all external benchmarks.

Looking across the Sunshine Coast, residents of Urban D (54%), Rural 1 (48%) and Rural 2 (48%) placed the highest value on 'a strong sense of community' and the most positive local area experiences were reported in Urban D (7.4/10) and Rural 1 (7.1). When analysed by Gender and Age, Females (45%) and those aged 60+ (45%) placed the greatest value on this attribute. Females (6.7/10) and those aged 60+ (6.9) reported the most positive local area experiences.



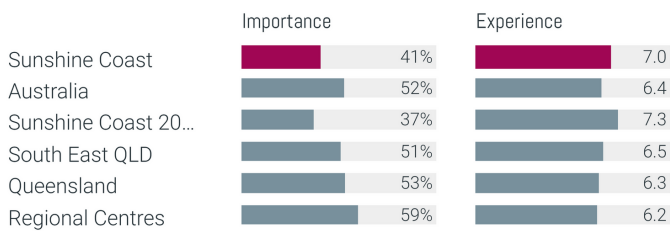
Area to Maintain - high quality health services

41% of residents selected 'High quality health services' as an important attribute when considering what makes somewhere a good place to live, making it the 5th most important liveability aspect for Sunshine Coast residents overall. Residents rated their experience of 'High quality health services' in their local area 7.0 out of 10, on average, making it the 3rd most positively experienced attribute of 16.

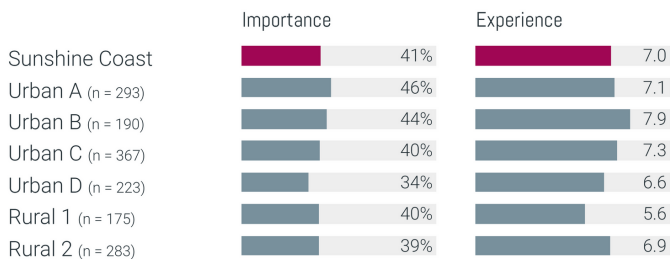
Sunshine Coast residents placed slightly more value on and reported slightly worse local area experiences regarding 'high quality health services' when compared to the March 2021 survey. The Sunshine Coast community less more stock in and reports better local area experiences regarding 'high quality health services' relative to all external benchmarks.

Looking across the Sunshine Coast, residents of Urban A (46%) and Urban B (44%) placed the highest value on 'high quality health services' and the most positive local area experiences were reported in Urban B (7.9/10) and Urban C (7.3). When analysed by Gender and Age, Males (43%) and those aged 60+ (56%) placed the greatest value on this attribute. Females (7.0/10), those aged 18 - 34 (7.2) and 60+ (7.2) reported the most positive local area experiences.

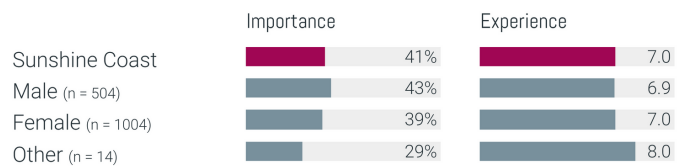
Benchmarks



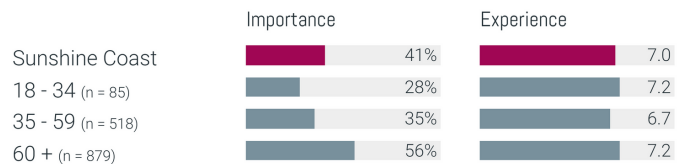
Local areas



Gender



Age



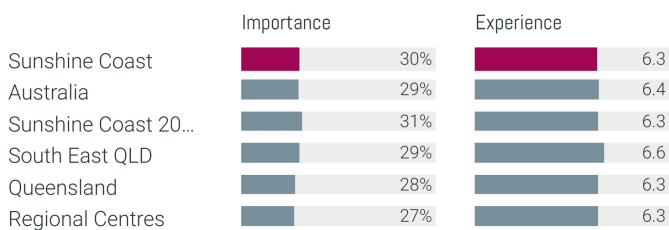
Area to Maintain - a diverse range of shopping, leisure and dining experiences

30% of residents selected 'A diverse range of shopping, leisure and dining experiences' as an important attribute when considering what makes somewhere a good place to live, making it the 8th most important liveability aspect for Sunshine Coast residents overall. Residents rated their experience of 'A diverse range of shopping, leisure and dining experiences' in their local area 6.3 out of 10, on average, making it the 8th most positively experienced attribute of 16.

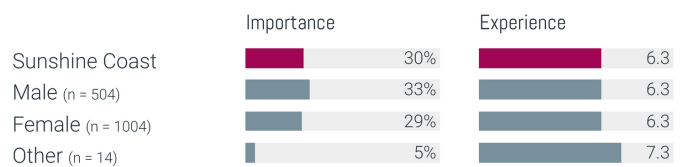
Sunshine Coast residents placed a consistent value on and reported similar local area experiences regarding 'a diverse range of shopping, leisure and dining experiences' when compared to the March 2021 survey. The Sunshine Coast community places value in and reports similar local area experiences regarding 'a diverse range of shopping, leisure and dining experiences' relative to all external benchmarks.

Looking across the Sunshine Coast, residents of Urban A (37%) and Urban C (34%) placed the highest value on 'a diverse range of shopping, leisure and dining experiences' and the most positive local area experiences were reported in Urban C (6.9/10), Urban B (6.5) and Urban D (6.5). When analysed by Gender and Age, Males (33%) and those aged 35 - 59 (28%) placed the greatest value on this attribute. Females (6.3/10), Males (6.3) and those aged 60+ (6.6) reported the most positive local area experiences.

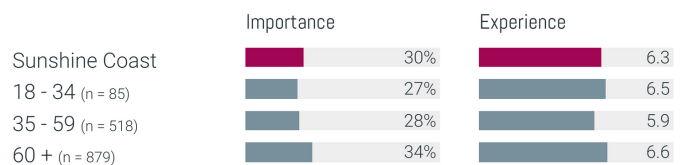
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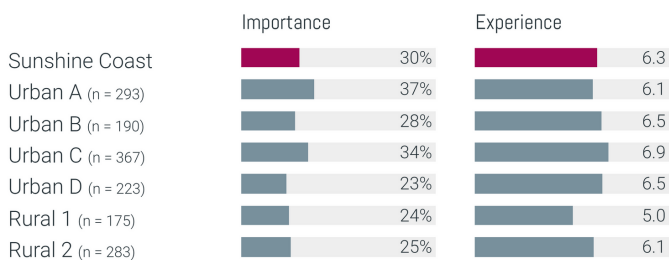
Gender



Age



Local areas



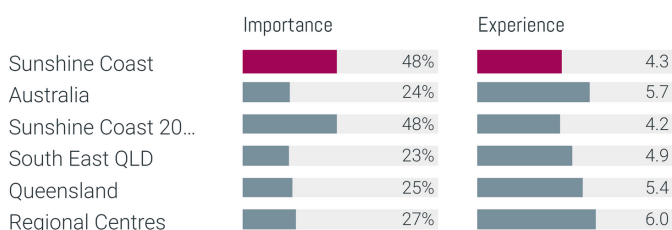
Area to Improve - a lack of road congestion

48% of residents selected 'A lack of road congestion' as an important attribute when considering what makes somewhere a good place to live, making it the 3rd most important liveability aspect for Sunshine Coast residents overall. Residents rated their experience of 'A lack of road congestion' in their local area 4.3 out of 10, on average, making it the 15th most positively experienced attribute of 16.

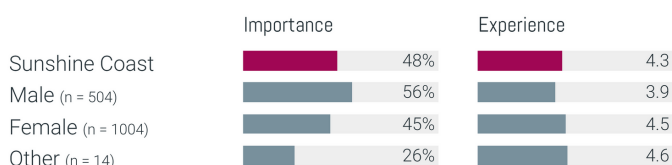
Sunshine Coast residents placed a consistent value on and reported similar local area experiences regarding 'a lack of road congestion' when compared to the March 2021 survey. The Sunshine Coast community places higher value in and reports worse local area experiences regarding 'a lack of road congestion' relative to all external benchmarks.

Looking across the Sunshine Coast, residents of Rural 2 (55%) and Urban B (50%) placed the highest value on 'a lack of road congestion' and the least local area experiences were reported in Urban A (3.8/10), Urban B (4.0) and Urban C (4.0). When analysed by Gender and Age, Males (56%) and those aged 35 - 59 (52%) placed the greatest value on this attribute. Males (3.9/10) and those 35 - 59 (4.2) reported the least positive local area experiences.

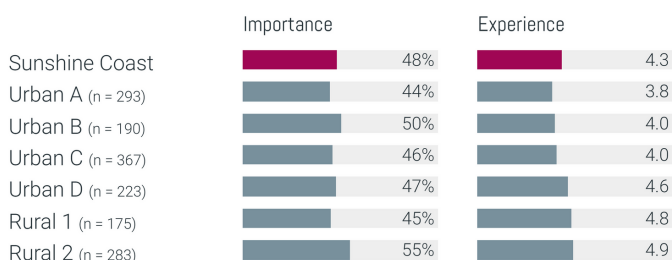
Benchmarks



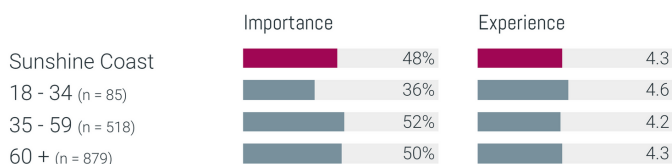
Gender



Local areas



Age



Area to Improve - affordable decent housing

40% of residents selected 'Affordable decent housing' as an important attribute when considering what makes somewhere a good place to live, making it the 6th most important liveability aspect for Sunshine Coast residents overall. Residents rated their experience of 'Affordable decent housing' in their local area 4.3 out of 10, on average, making it the 16th most positively experienced attribute of 16.

Sunshine Coast residents placed a consistent value on and reported slightly better area experiences regarding 'affordable decent housing' when compared to the March 2021 survey. The Sunshine Coast community places less value on and reports worse local area experiences regarding 'affordable decent housing' relative to all external benchmarks.

Looking across the Sunshine Coast, residents of Rural 1 (46%) and Urban D (45%) placed the highest value on 'affordable decent housing' and the least positive local area experiences were reported in Urban D (3.9/10) and Urban A (4.1). When analysed by Gender and Age, Females (42%) and those aged 18 - 34 (51%) placed the greatest value on this attribute. Females (4.2/10) and those aged 35 - 59 (4.0) reported the least positive local area experiences.

Benchmarks

	Importance	Experience
Sunshine Coast	<div><div></div></div> 40%	<div><div></div></div> 4.3
Australia	<div><div></div></div> 48%	<div><div></div></div> 5.0
Sunshine Coast 20...	<div><div></div></div> 42%	<div><div></div></div> 4.0
South East QLD	<div><div></div></div> 53%	<div><div></div></div> 4.8
Queensland	<div><div></div></div> 54%	<div><div></div></div> 4.8
Regional Centres	<div><div></div></div> 54%	<div><div></div></div> 4.7

Gender

	Importance	Experience
Sunshine Coast	<div><div></div></div> 40%	<div><div></div></div> 4.3
Male (n = 504)	<div><div></div></div> 35%	<div><div></div></div> 4.4
Female (n = 1004)	<div><div></div></div> 42%	<div><div></div></div> 4.2
Other (n = 14)	<div><div></div></div> 45%	<div><div></div></div> 3.7

Age

	Importance	Experience
Sunshine Coast	<div><div></div></div> 40%	<div><div></div></div> 4.3
18 - 34 (n = 85)	<div><div></div></div> 51%	<div><div></div></div> 4.2
35 - 59 (n = 518)	<div><div></div></div> 38%	<div><div></div></div> 4.0
60 + (n = 879)	<div><div></div></div> 34%	<div><div></div></div> 4.8

Local areas

	Importance	Experience
Sunshine Coast	<div><div></div></div> 40%	<div><div></div></div> 4.3
Urban A (n = 293)	<div><div></div></div> 37%	<div><div></div></div> 4.1
Urban B (n = 190)	<div><div></div></div> 41%	<div><div></div></div> 4.2
Urban C (n = 367)	<div><div></div></div> 37%	<div><div></div></div> 4.4
Urban D (n = 223)	<div><div></div></div> 45%	<div><div></div></div> 3.9
Rural 1 (n = 175)	<div><div></div></div> 46%	<div><div></div></div> 4.6
Rural 2 (n = 283)	<div><div></div></div> 36%	<div><div></div></div> 4.5

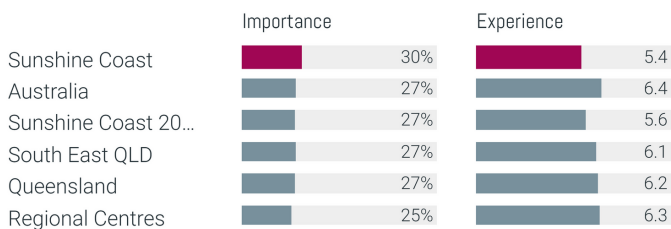
Area to Improve - making your way to and from services such as employment, education and healthcare with relative ease

30% of residents selected 'Making your way to and from services such as employment, education and healthcare with relative ease' as an important attribute when considering what makes somewhere a good place to live, making it the 7th most important liveability aspect for Sunshine Coast residents overall. Residents rated their experience of 'Making your way to and from services such as employment, education and healthcare with relative ease' in their local area 5.4 out of 10, on average, making it the 11th most positively experienced attribute of 16.

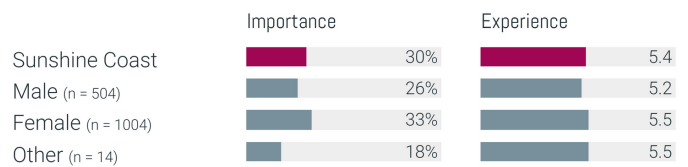
Sunshine Coast residents placed slightly more value on and reported slightly worse area experiences regarding 'making your way to and from services such as employment, education and healthcare with relative ease' when compared to the March 2021 survey. The Sunshine Coast community places a slightly higher value on and reports worse local area experiences regarding 'making your way to and from services such as employment, education and healthcare with relative ease' relative to all external benchmarks.

Looking across the Sunshine Coast, residents of Urban B (37%) and Rural 1 (32%) placed the highest value on 'making your way to and from services such as employment, education and healthcare with relative ease' and the least positive local area experiences were reported in Urban A (5.0/10), Urban C (5.4), Urban D (5.4) and Rural 1 (5.4). When analysed by Gender and Age, Females (33%) and those aged 35 - 59 (32%) placed the greatest value on this attribute. Males (5.2/10) and those aged 35 - 59 (5.3) reported the most positive local area experiences.

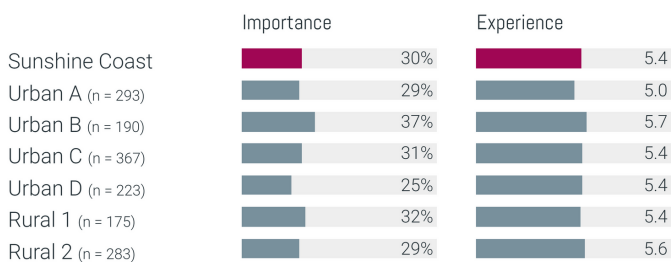
Benchmarks



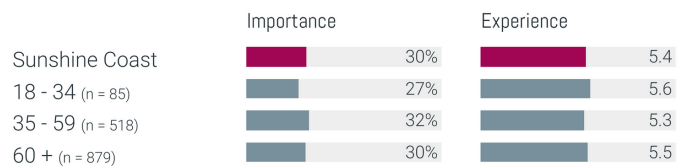
Gender



Local areas



Age



Health and Wellbeing on the Sunshine Coast...

The World Health Organisation defines 'health' as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. In response, we have crafted six questions that efficiently provide an insight as to your residents' overall health as well as their current and projected physical health, mental health and social wellbeing.

The health and wellbeing of Sunshine Coast residents

Sunshine Coast residents Health and Wellbeing Index returned a value of 7.4 out of 10. This finding was higher than Australia (6.4), Sunshine Coast 2021 (7.3), South East QLD (6.2), Queensland (6.2), and Regional Centres (6.4). The Health and Wellbeing Index is created by averaging residents self-reported ratings of their current physical health, mental health and social wellbeing. The maximum possible score on the Index is 10.

Sunshine Coast Health and Wellbeing Index



Australia	<div><div></div></div>	6.4
Sunshine Coast 2021	<div><div></div></div>	7.3
South East QLD	<div><div></div></div>	6.2
Queensland	<div><div></div></div>	6.2
Regional Centres	<div><div></div></div>	6.4

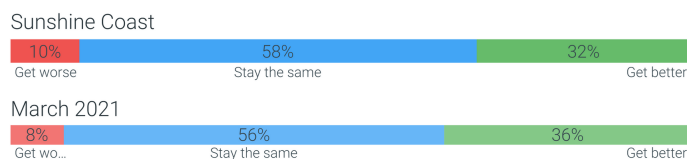
Physical health on the Sunshine Coast

As reported in the chart below, residents of the Sunshine Coast rated their current physical health an average of 7.4 out of 10, consistent with the March 2021 survey. When asked about the future, 32% forecast that their physical health will get better in 12 months and 10% believe it will get worse. When compared with the Australian average, residents of the Sunshine Coast report being in better current (7.4 vs 6.2) and prospective (32% vs 28% 'get better') physical health.

How would you rate your physical health?



Do you think your physical health will get better, worse or stay the same over the next year?



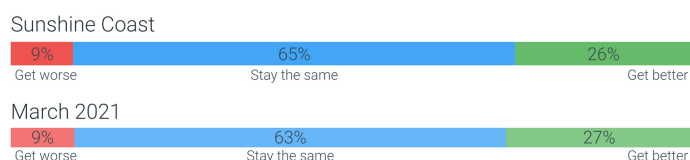
Mental health on the Sunshine Coast

As reported in the chart below, residents of the Sunshine Coast rated their current mental health an average of 7.5 out of 10, consistent with the March 2021 survey. When asked about the future, 26% forecast that their mental health will get better in 12 months and 9% believe it will get worse. When compared with the Australian average, residents of the Sunshine Coast report being in better current (7.5 vs 6.5) and prospective (26% vs 24% 'get better') mental health.

How would you rate your mental health?



Do you think your mental health will get better, worse or stay the same over the next year?



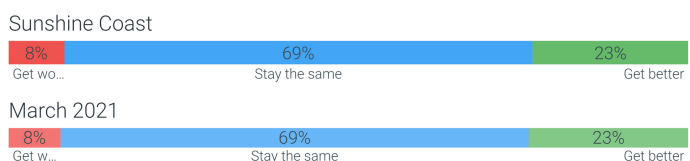
Social wellbeing on the Sunshine Coast

As reported in the chart below, residents of the Sunshine Coast rated their current social wellbeing an average of 7.2 out of 10, consistent with the March 2021 survey. When asked about the future, 23% forecast that their mental health will get better in 12 months and 8% believe it will get worse. When compared with the Australian average, residents of the Sunshine Coast reported higher levels of current (7.2 vs 6.4) and similar levels of future (23% vs 23% 'get better') social wellbeing.

How would you rate your social wellbeing?



Do you think your social wellbeing will get better, worse or stay the same over the next year?



Financial Circumstances on the Sunshine Coast...

In modern Australia, financial wellbeing plays an important role in self-determination, and generally provides us greater agency over our own lives. In response, we have crafted four questions that examine how your residents feel about their current financial circumstances, their ability to meet financial commitments, future personal financial prospects and how they feel about the future economic prospects of their local area.

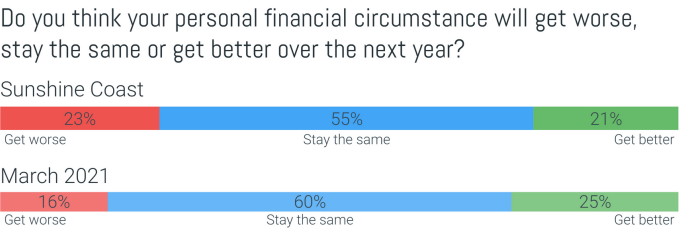
Personal financial circumstances on the Sunshine Coast

As reported in the chart below, Sunshine Coast residents rated their current Personal Financial Circumstances an average of 6.3 out of 10, consistent with Australia (6.3), Sunshine Coast 2021 (6.3), and Regional Centres (6.3) and higher than South East QLD (6.1) and Queensland (6.1).



Future personal finances

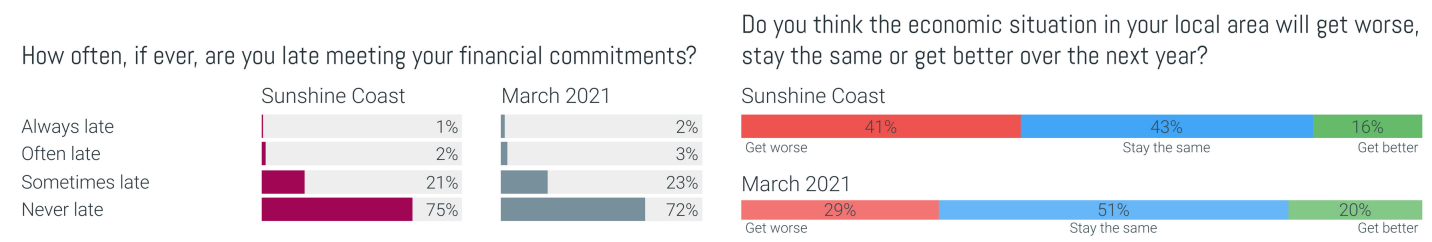
When asked about the future, 21% forecast that their personal financial circumstances will get better in 12 months and 23% believe it will get worse. When compared with the March 2021 survey, were less optimistic (21% vs 25%) and more pessimistic (23% vs 16%) about their future circumstances.



Ability to meet financial commitments and future economic situation on the Sunshine Coast

As shown in the chart below, 75% of residents reported that they are never late meeting their financial commitments and 21% advised they are sometimes late, largely consistent with the March 2021 survey. A higher proportion of Sunshine Coast residents reported being never late in meeting their commitments compared to the Australian average (75% vs 65%).

16% of Sunshine Coast residents forecast that their local area economy will get better over the next year compared to 41% who believed it will get worse. When compared to the March 2021 survey, residents of the Sunshine Coast were more pessimistic about the future economic conditions in their local area.



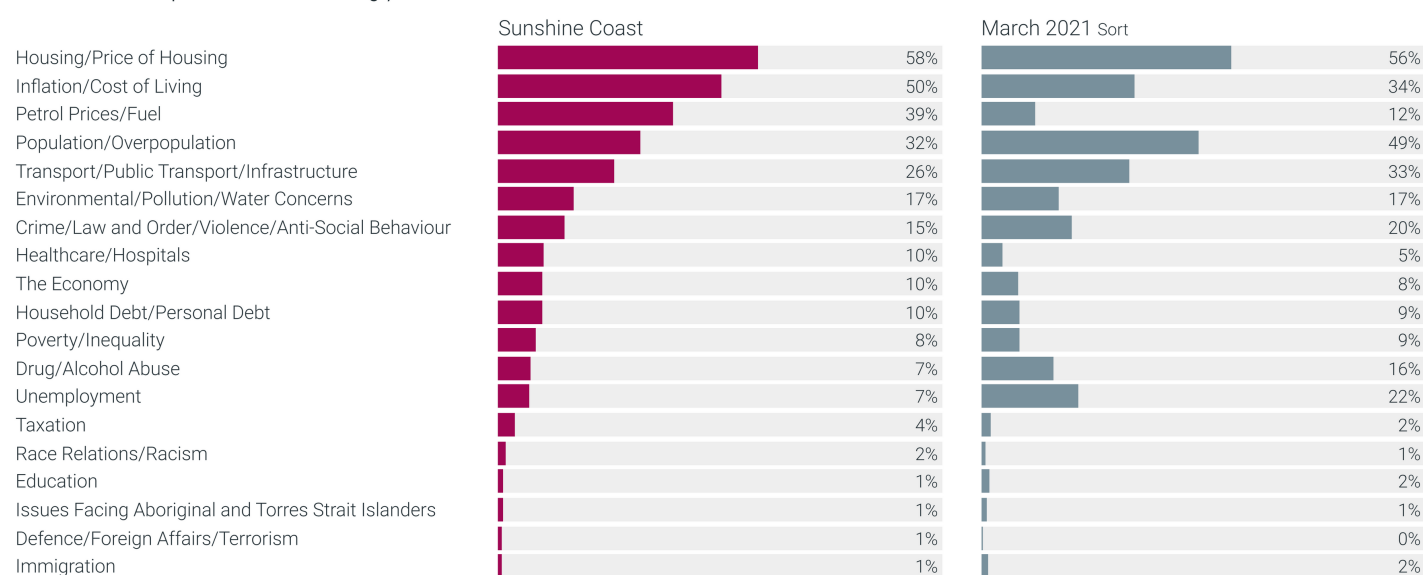
Community Concerns on the Sunshine Coast...

No-one knows their local area like those who make it their home. The section reports on your residents' most pressing local area concerns. In practice, the survey asks your residents to select the top 3 issues facing local area from a list of 19 possible options.

The top issues facing the Sunshine Coast

The most important issues facing Sunshine Coast were Housing/Price of Housing (58% selected among the top three issues facing their local area from 19 options), Inflation/Cost of Living (50%), Petrol Prices/Fuel (39%), Population/Overpopulation (32%) and Transport/Public Transport/Infrastructure (26%). When compared with the March 2021 survey, residents expressed a consistent and acute concern regarding Housing/Price of Housing (58% [1st] vs 56% [1st]), and increased concern regarding Inflation/Cost of Living (50% [2nd] vs 34% [3rd]) and Petrol Prices/Fuel (39% [3rd] vs 12% [9th]). Despite being the 4th most important local concern, the proportion of residents nominating Population/Overpopulation among their top three concerns dropped (32% [4th] vs 49% [2nd]).

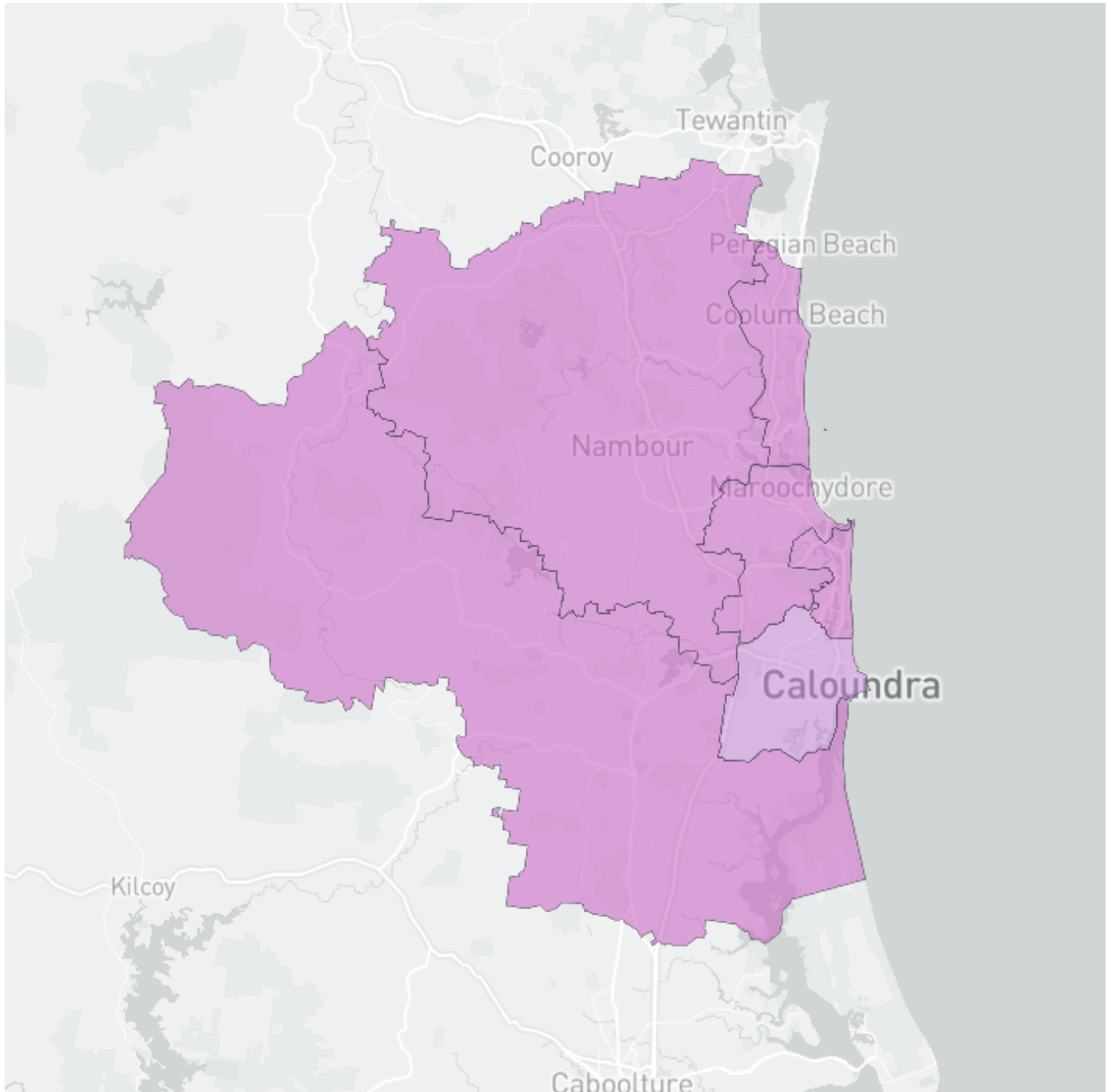
What are the top three issues facing your local area?



Living across the Sunshine Coast...

This section discusses the liveability, values, experiences and future needs of residents across 6 x Sunshine Coast Local Areas (planning areas):

- Urban A
- Urban B
- Urban C
- Urban D
- Rural 1
- Rural 2

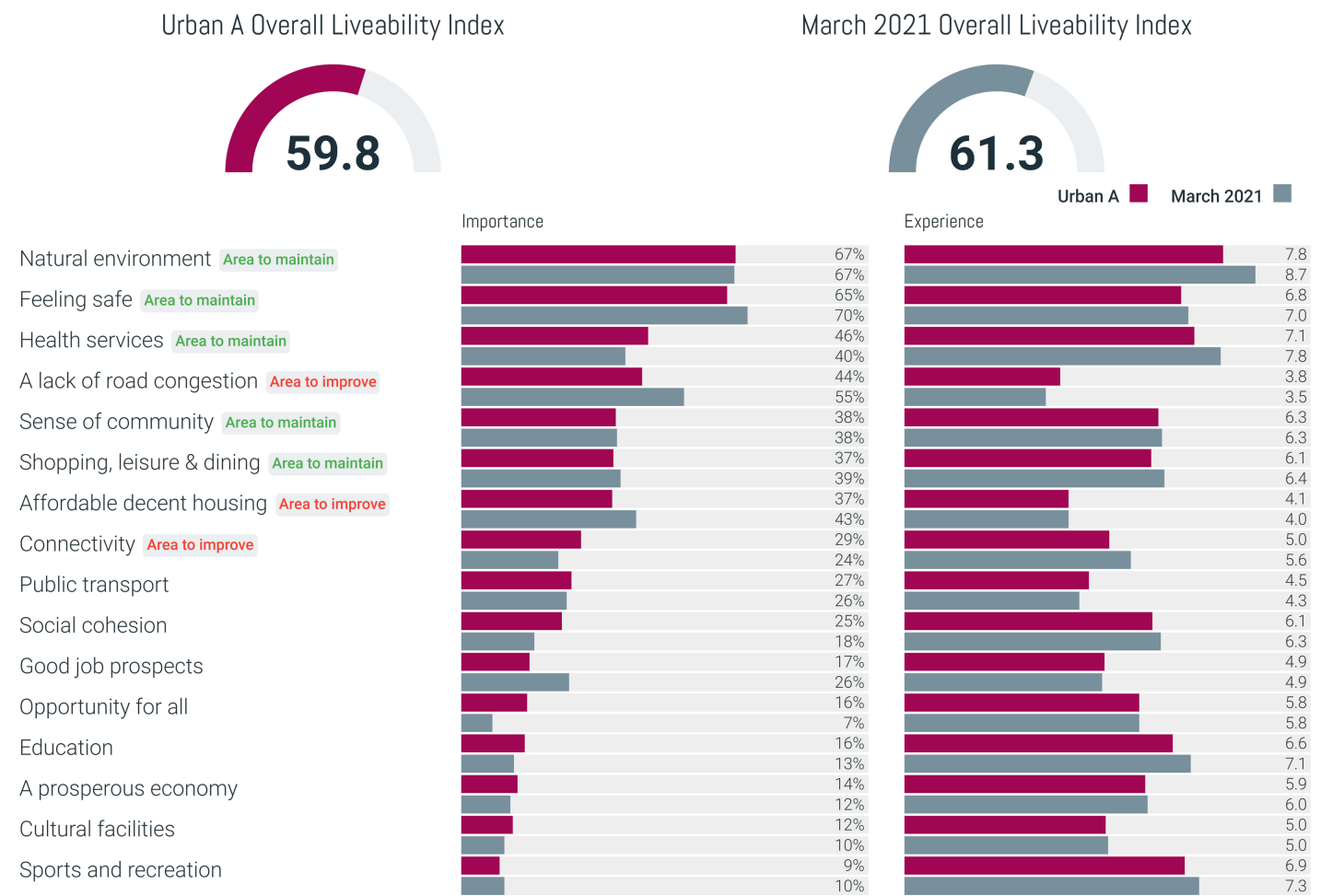


Living in Urban A

The Urban A Local Area is made up of 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.

293 residents from Urban A participated in the survey, returning an error margin of $\pm 5.7\%$ (at 95% confidence). This means that when 67% of these residents selected 'access to the natural environment' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 61% and 73% of all residents from that local area share that view.

The Urban A Local Area Overall Liveability Index returned a value of 59.8 out of 100, slightly lower than March 2021 (61.3) and the current Sunshine Coast average (61.6). Residents from the Urban A Local Area nominated 'access to the natural environment', 'feeling safe', 'high quality health services', 'a strong sense of community' and 'a diverse range of shopping, leisure and dining experiences' as areas to maintain - liveability attributes that are of high importance where local area experiences were largely positive. In contrast, the community identified 'a lack of road congestion', 'affordable decent housing' and 'making your way to and from services such as employment, education and healthcare with relative ease' as liveability attributes where local area experiences need to be improved to advance quality of life.

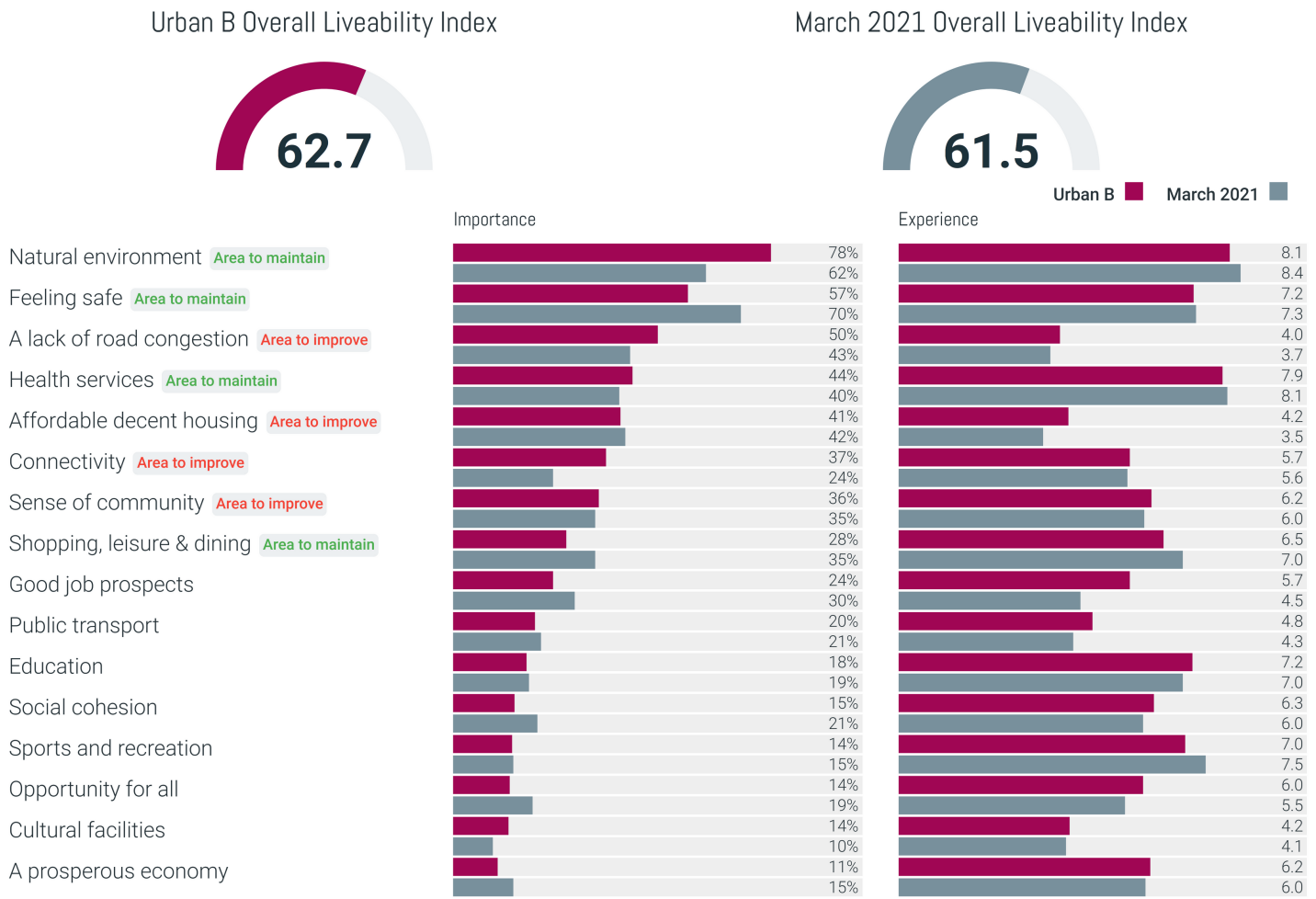


Living in Urban B

The Urban B Local Area is made up of Birtinya, Bokarina, Buddina, Minyama, Mountain Creek, Parrearra, Warana, and Wurtulla.

190 residents from Urban B participated in the survey, returning an error margin of $\pm 7.1\%$ (at 95% confidence). This means that when 78% of these residents selected 'access to the natural environment' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 71% and 85% of all residents from that local area share that view.

The Urban B Local Area Overall Liveability Index returned a value of 62.7 out of 100, slightly higher than March 2021 (61.3) and the current Sunshine Coast average (61.6). Residents from the Urban B Local Area nominated 'access to the natural environment', 'feeling safe', 'high quality health services', and 'a diverse range of shopping, leisure and dining experiences' as areas to maintain - liveability attributes that are of high importance where local area experiences were largely positive. In contrast, the community identified 'a lack of road congestion', 'affordable decent housing', 'making your way to and from services such as employment, education and healthcare with relative ease' and 'a strong sense of community' as liveability attributes where local area experiences need to be improved to advance quality of life.



Living in Urban C

The Urban C Local Area is made up of Alexandra Headland, Buderim, Kuluin, Kunda Park, Maroochydore, Mons, Mooloolaba, Palmview, and Sippy Downs.

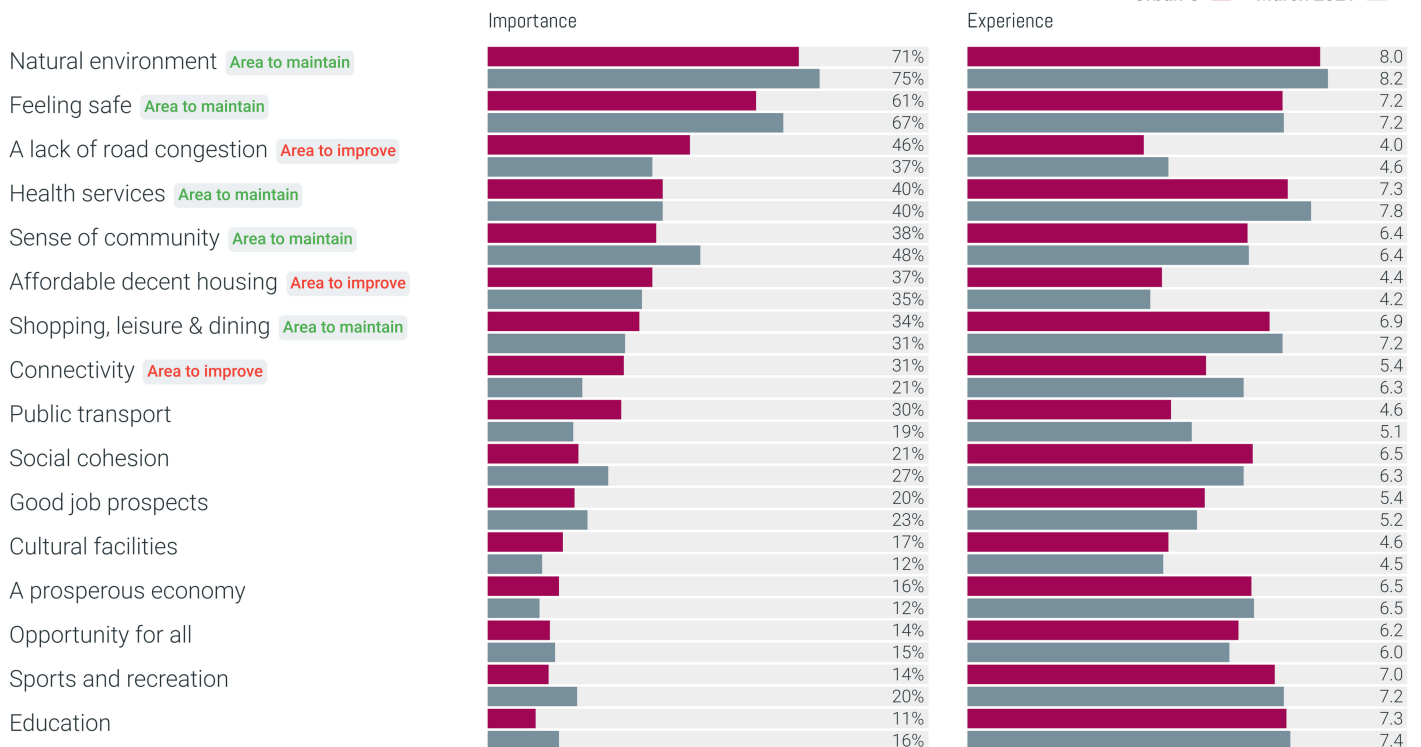
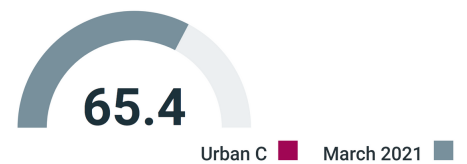
367 residents from Urban C participated in the survey, returning an error margin of $\pm 5.1\%$ (at 95% confidence). This means that when 71% of these residents selected 'access to the natural environment' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 66% and 76% of all residents from that local area share that view.

The Urban C Local Area Overall Liveability Index returned a value of 62.2 out of 100, lower than March 2021 (65.4) and higher than the current Sunshine Coast average (61.6). Residents from the Urban C Local Area nominated 'access to the natural environment', 'feeling safe', 'high quality health services', 'a strong sense of community' and 'a diverse range of shopping, leisure and dining experiences' as areas to maintain - liveability attributes that are of high importance where local area experiences were largely positive. In contrast, the community identified 'a lack of road congestion', 'affordable decent housing' and 'making your way to and from services such as employment, education and healthcare with relative ease' as liveability attributes where local area experiences need to be improved to advance quality of life.

Urban C Overall Liveability Index



March 2021 Overall Liveability Index



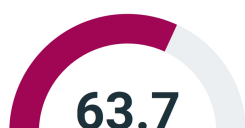
Living in Urban D

The Urban D Local Area is made up of Coolumb Beach, Marcoola, Mount Coolumb, Mudjimba, Pacific Paradise, Peregrine Springs, Point Arkwright, Twin Waters, and Yaroomba.

223 residents from Urban D participated in the survey, returning an error margin of $\pm 6.6\%$ (at 95% confidence). This means that when 70% of these residents selected 'access to the natural environment' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 63% and 77% of all residents from that local area share that view.

The Urban D Local Area Overall Liveability Index returned a value of 63.7 out of 100, higher than March 2021 (61.5) and higher than the current Sunshine Coast average (61.6). Residents from the Urban D Local Area nominated 'access to the natural environment', 'feeling safe', 'a strong sense of community' and 'high quality health services' as areas to maintain - liveability attributes that are of high importance where local area experiences were largely positive. In contrast, the community identified 'a lack of road congestion', 'affordable decent housing', 'reliable and efficient public transport' and 'making your way to and from services such as employment, education and healthcare with relative ease' as liveability attributes where local area experiences need to be improved to advance quality of life.

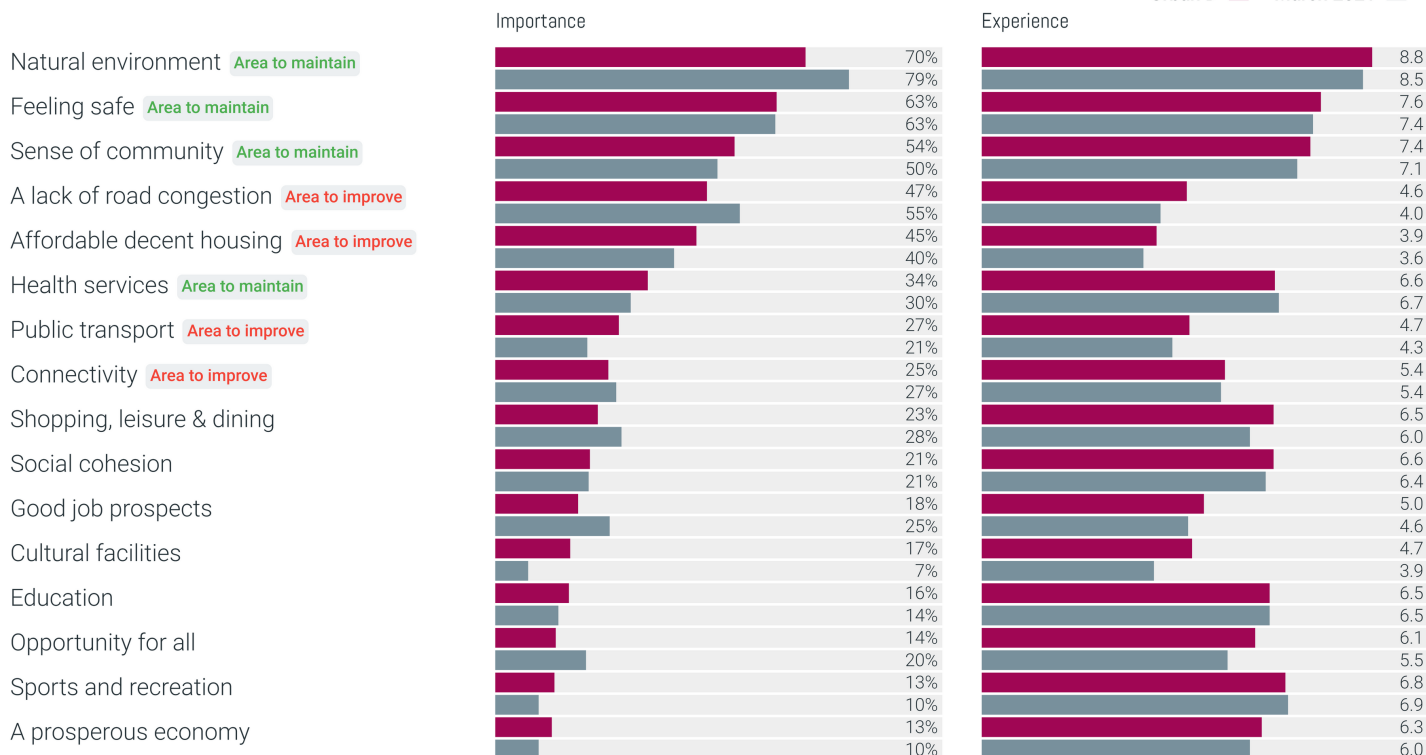
Urban D Overall Liveability Index



March 2021 Overall Liveability Index



Urban D ■ March 2021 ■

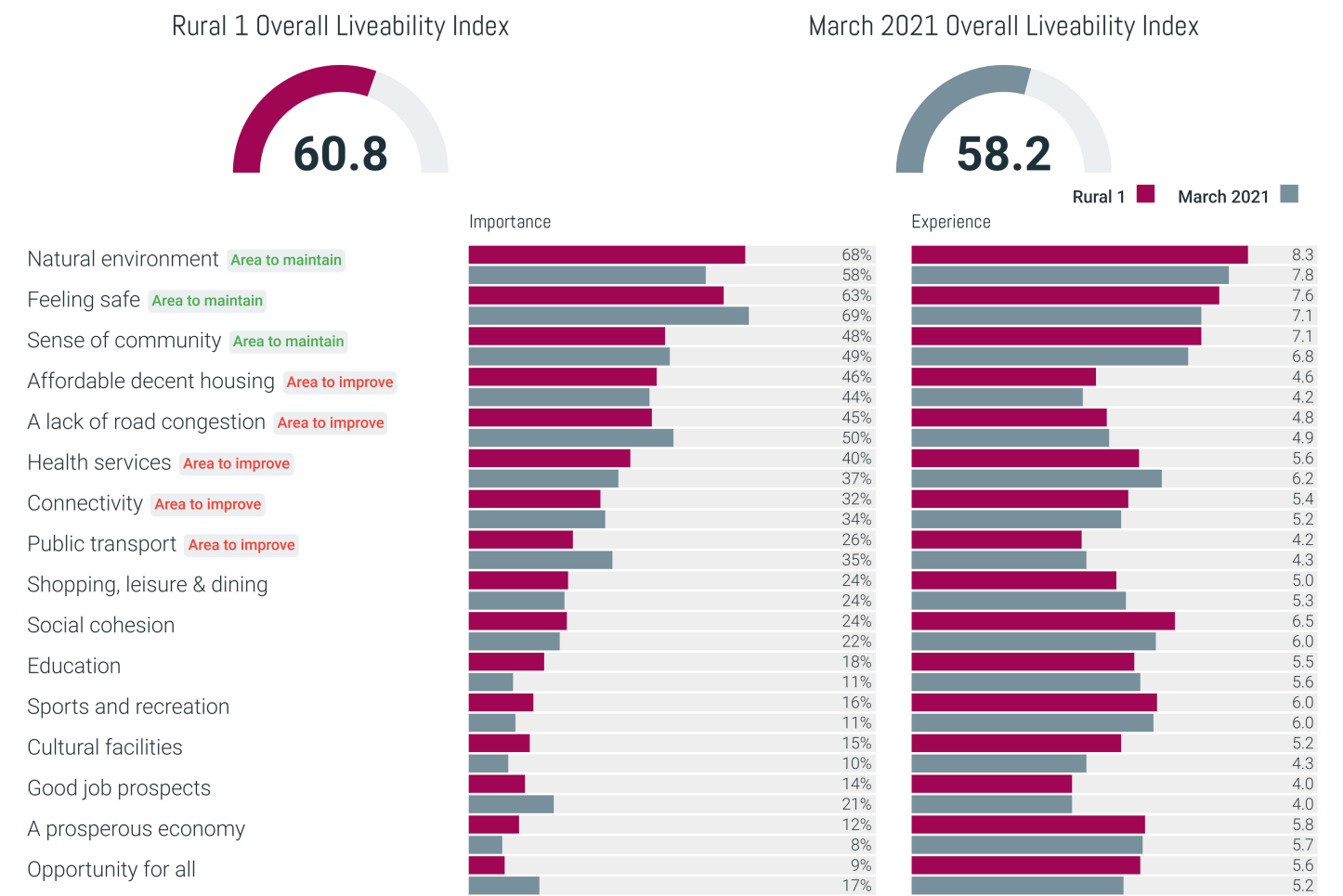


Living in Rural 1

The Rural 1 Local Area is made up of 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, and Crohamhurst.

175 residents from Rural 1 participated in the survey, returning an error margin of $\pm 7.4\%$ (at 95% confidence). This means that when 68% of these residents selected 'access to the natural environment' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 61% and 75% of all residents from that local area share that view.

The Rural 1 Local Area Overall Liveability Index returned a value of 60.8 out of 100, higher than March 2021 (61.5) and lower than the current Sunshine Coast average (61.6). Residents from the Rural 1 Local Area nominated 'access to the natural environment', 'feeling safe' and 'a strong sense of community' as areas to maintain - liveability attributes that are of high importance where local area experiences were largely positive. In contrast, the community identified 'affordable decent housing', 'a lack of road congestion', 'high quality health services', 'making your way to and from services such as employment, education and healthcare with relative ease' and 'reliable and efficient public transport' as liveability attributes where local area experiences need to be improved to advance quality of life.

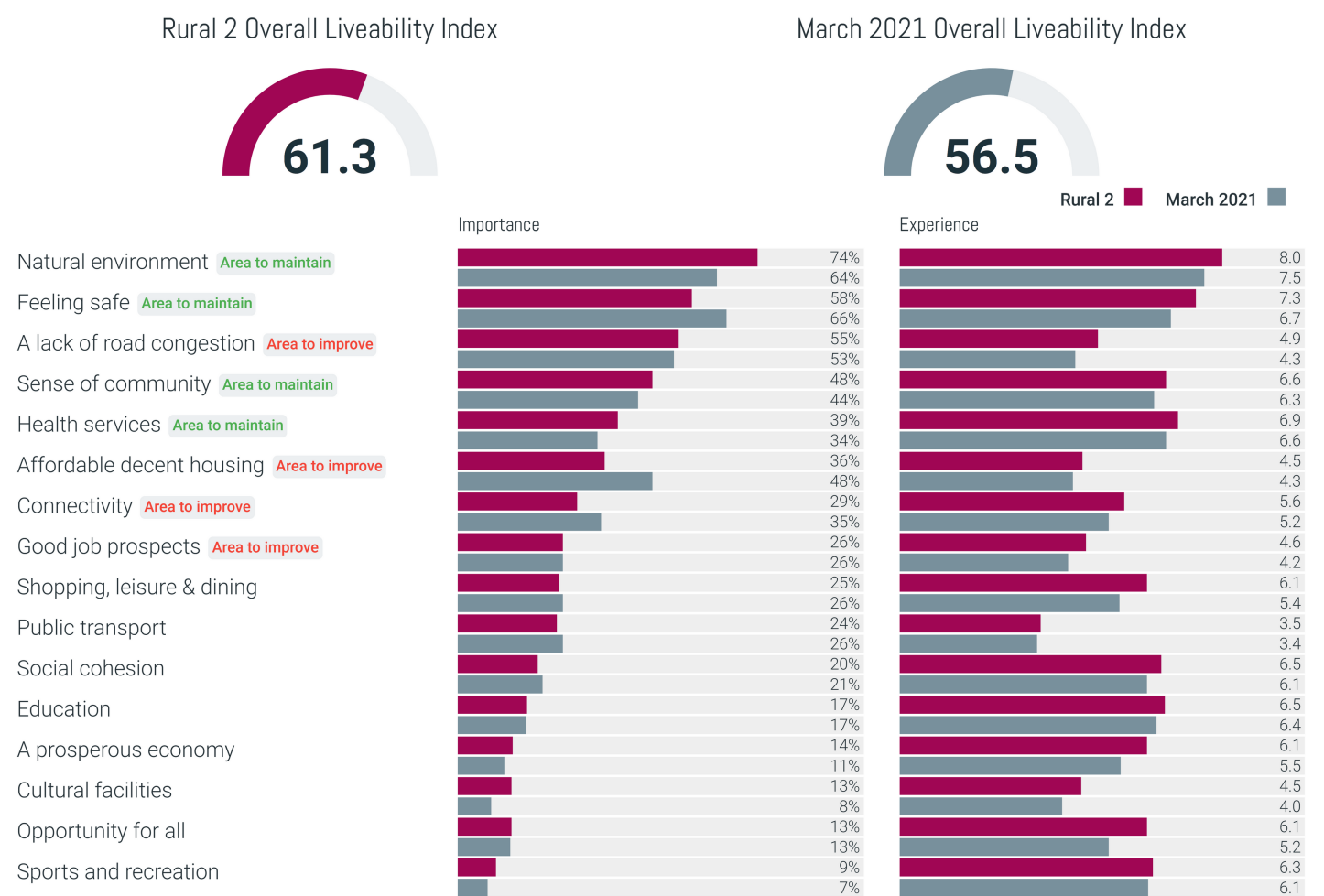


Living in Rural 2

The Rural 2 Local Area is made up of 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, Kiels Mountain, Kulangoor, Kureelpa, Landers Shoot, Mapleton, Maroochy River, Montville, Nambour, Ninderry, North Arm, Obi Obi, Palmwoods, Peregian Beach, Rosemount, Tanawha, Towen Mountain, Valdora, Verrierdale, Weyba Downs, Woombye, Yandina, Yandina Creek, Highworth, and Coolabine.

283 residents from Rural 2 participated in the survey, returning an error margin of $\pm 5.8\%$ (at 95% confidence). This means that when 74% of these residents selected 'access to the natural environment' as one of the top five things that makes somewhere a good place to live, we were able to say with high conviction (95% confidence) that between 68% and 80% of all residents from that local area share that view.

The Rural 2 Local Area Overall Liveability Index returned a value of 61.3 out of 100, higher than March 2021 (56.5) and lower than the current Sunshine Coast average (61.6). Residents from the Rural 2 Local Area nominated 'access to the natural environment', 'feeling safe', 'a strong sense of community' and 'high quality health services' as areas to maintain - liveability attributes that are of high importance where local area experiences were largely positive. In contrast, the community identified 'a lack of road congestion', 'affordable decent housing', 'making your way to and from services such as employment, education and healthcare with relative ease' and 'good job prospects' as liveability attributes where local area experiences need to be improved to advance quality of life.



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

About the survey...

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.