

# About the survey: Sunshine Coast's Views 2024



## About the Community Views survey

Community Views is an independent, robust and repeatable community survey that seeks to understand and advance the liveability of Australians' local areas.

Community Views 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 Sunshine Coast's Views

Sunshine Coast's Views was conducted in May 2024, returning a sample of n=1,944 completed surveys. This is the fourth wave of the study,

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?

Residents of the Sunshine Coast local government area participated in the survey to understand their values, local area experiences and needs. We also sought residents' views regarding their health, wellbeing, financial circumstances, local area concerns and attitudes to climate change. See the questionnaire as it was administered [here](#).

Questionnaire sections	Origin
Living in Place	Ipsos Life in Australia
Health & Wellbeing	.id consulting
Financial Circumstances	Ipsos FCC & .id consulting
Local Area Concerns	Ipsos Issues Monitor
Climate Change	.id consulting
Demography & Life Stage	.id consulting

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 and work status.

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## How was the survey conducted?

The survey responses were collected between 7th and 19th May 2024 using .id's 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 used as the main data collection methodology when working with local governments as it is the best available methodology to generate large and diverse samples of residents across small geographic areas).

## Who did we survey?

We surveyed n=1,944 residents in total, resulting in a maximum margin of error at the 95% confidence interval of +/-2.2%. In simple terms, this means that if (for example) 50% of survey respondents place importance on 'reliable and efficient public transport', we can be 95% confident that between 47.8% and 52.2% of the total Sunshine Coast adult population place importance on 'reliable and efficient public transport'.

## Is significance testing undertaken?

To understand whether differences in survey results between two cohorts (e.g. 18-34 year olds versus others) or compared to benchmarks (e.g. Sunshine Coast versus Queensland) are meaningful, statistical tests have been conducted to determine 'significance'. This is illustrated on the Views platform using up (green) and down (red) arrows. 

This allows us to judge whether two observed results are statistically different, that is, these differences are likely to be observed for the population as a whole, not just within our sample. If they are not deemed 'significant', they fall within the margin of error and represent a difference that could be attributed to chance alone. Significance testing is conducted at the  $p < 0.05$  level.

It is important to remember that statistical significance doesn't necessarily mean that the difference is important or meaningful in real life. It just means that there's a very good chance that the difference isn't just due to random chance. Please use your judgment and knowledge of the subject matter and place to decide if the difference is really that important, or not.

## 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 age and local area. Data-weighting is a common practice in social research. It aims to improve the representativeness of survey results.

## How is the Overall Liveability Index calculated?

The Overall Liveability Index (OLI) is a product of two measures:

- The values residents place on each of the 16 attributes of liveability (% of respondents that nominated each in their top five)
- The local area experiences of residents for each of the 16 attributes (mean score based on ratings from 0-10)

For each attribute, the values % is multiplied by the average experience score, and the total sum is multiplied by two to get a score out of 100 for each local area.

## How do you show local area/spatial reporting?

All survey results have been presented by 6 areas: Rural 1, Rural 2, Urban A, Urban B, Urban C, Urban D. Users of the views.id platform can access the results by local area via the 'hamburger' menu at the top left, or create custom geographies in the 'data explorer' part of the application.