

# Living in Place - Overview

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## What is 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.

## What questions do you ask in the survey?

The [questionnaire](#) starts by asking the participant to nominate the 5 attributes (from a list of 16) that they believe are most important when considering 'what makes somewhere a good place to live'. The resident is then asked to rate how they experience their local area on a scale between 0 & 10 for all 16 items. We close with 12 demographic and life-stage questions. These questions are based in evidence and were designed by leading social research consultancy, Ipsos Public Affairs.

The Living in Place questionnaire is refined simplicity, and takes just five minutes, on average, to complete.

## How do you collect the data?

We use our [proven social research advertising methodology](#) to survey a large and representative sample of the community, ensuring that those who participate reflect the geographic and demographic composition of the client council. Social media advertising is an emerging quantitative research methodology, and .id leads the way in using and proving its viability. It is the best available methodology to generate randomly selected and representative samples of residents across small geographic areas.

## How do we receive the results?

Our approach to survey analysis and reporting has been informed by our desire to provide clients with real, relevant and relatable value from the data that we collect and/or source. Results are delivered across three complementary platforms, including a visually engaging views report, 12 months' access to our online reporting and exploratory platform, [views.id](#), and an insights workshop that we tailor to reflect the client council's local policy context.

# Living in Place - Benefits for councils

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## **Create resident-centric policy**

Living in Place has been designed for the local government sector to help councils bring a [credible resident perspective](#) to the formation, monitoring and evaluation of strategic planning and advocacy.

It provides participating councils a deep and authentic understanding of their community's values, local area experiences and the LGA's overall liveability. Living in Place provides explicit resident-led advice as to which specific liveability attributes the community believe need to be maintained and improved to advance quality of life.

## **Understand your community's views across, within and beyond your LGA**

Living in Place not only delivers the overall LGA perspective, it understands and communicates how and where your community's values, experiences and needs are similar and different across (local areas), within (the role of demography and life-stage) and beyond (through the provision of external benchmarking) your LGA.

## **Build your knowledge with annual updates**

The value of the Living in Place dataset compounds over time. As [other councils are discovering](#), annualisation of Living in Place provides rich insight as to how and where the community's views are changing in response to council's strategic policy agenda, advocacy efforts and external factors.

## **Make your survey data work harder with views.id**

Gone are the days when councils should receive dense and unapproachable PDF reports from commissioned surveys. Our leading online reporting and exploratory platform, [views.id](#), delivers an efficient and interactive visual representation of your community's views, including external comparisons, geographic and demographic differences, change-over-time, and self-serve exploratory analysis capabilities.

## **Get in touch to learn more...**

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