

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 in the Huon Valley

The Community Views team deployed the Living in Place survey across the Huon Valley local government area in September and October 2021, returning a sample of n=779 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?

Huon Valley residents participated in the Living in Place survey to understand their values, local area experiences and needs. We sought your residents' views regarding their health and wellbeing, financial circumstances, local area 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 Report	August 2021
Health & Wellbeing	.id consulting	Oct 2020 - Sep 2021
Financial Circumstances	Ipsos FCC & .id consulting	Oct 2020 - Sep 2021
Concerns & Ideas	Ipsos Issues Monitor	Oct 2020 - Sep 2021
Demography & Life Stage	.id consulting	NA

Who did we survey?

Council is committed to ensuring that the views of all residents are heard, and Living in the Huon Valley 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, 516 of the 779 surveyed reported suffering from one or multiple chronic illnesses, 70 were renting, 55 speak a language other than English at home, 245 have dependent children, and 123 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 in the Huon Valley through the eyes of this large and diverse community sample.

How was the survey conducted?

The survey of n=779 residents was collected between 27 September and 18 October 2021 using a combination of our proven social media advertising approach (80% of the sample) and a Huon Valley led approach (20%). 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 randomly selected and representative 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 Huon Valley 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 gender (to 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 better understand Huon Valley residents' experiences in context, the results have been compared to experiences of residents from similar local government areas (208 x Small Town and Rural LGAs), Tasmania and Australia.