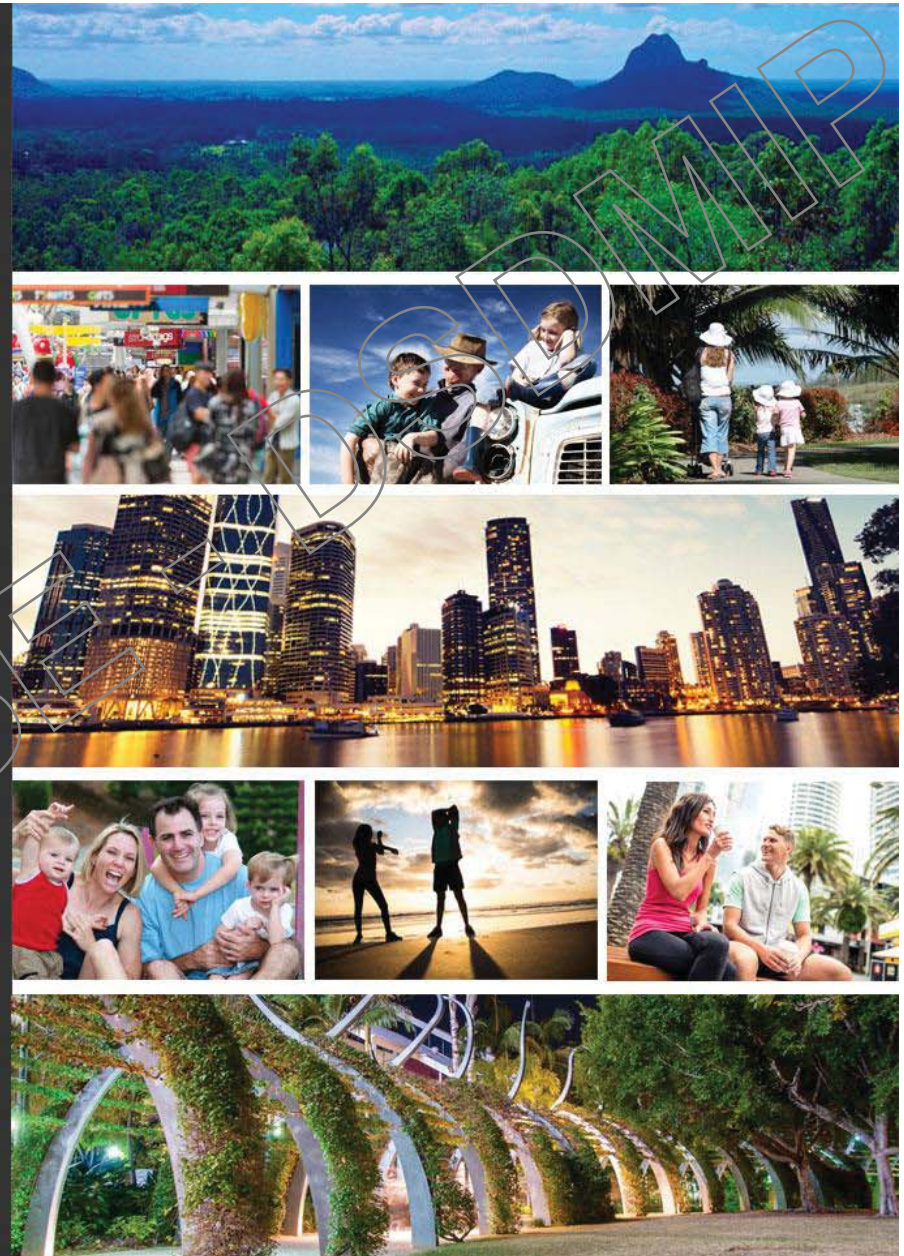


# SEQ Regional Plan 2016

## Social Research on Population Growth and Livability in South East Queensland

Prepared for: Department of Infrastructure, Local Government and Planning  
TNS consultants: Damian Hampton, Jason Davis <sup>QPMR</sup>, Caitlin Manche



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# 1

## Research Background, Objectives and Methodology



## Background (1)

- South East Queensland (SEQ) has been subject to sustained high levels of growth over decades. The Queensland Government has sought to utilise growth management tools and frameworks such as the South East Queensland Regional Plan to best harness the opportunities this growth has offered and to continue to improve the region's liveability.
- The first SEQ Regional Plan came into effect in 2005. As circumstances change it has been periodically refined and modified.
- A review of the current SEQ Regional Plan is underway in response to updated population forecasts that indicate SEQ may need to accommodate an additional 2.2 million people by 2041. The reviewed Plan will offer a framework to manage the challenges associated with high growth, capitalise on South East Queensland's potential, and the region's prosperity and liveability for the future.
- A fundamental objective of the Queensland government is to undertake a robust engagement program to successfully communicate complex planning messages clearly and simply to the broader community.



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## Background (2)

- As part of this engagement program the Department of Infrastructure, Local Government and Planning seeks to commission market research to understand broader community attitudes to and awareness of regional planning issues in South East Queensland, particularly in relation to five key themes:
  - Compact - a long term regional commitment to smart growth outcomes including an emphasis on infill development.
  - Well designed/high level amenity - “density done well” and more attractive and liveable places for our community.
  - Connected - the integration of land use with infrastructure planning, especially transport.
  - Investment/employment - planning and transitioning economy and employment markets, the services sector and the knowledge economy.
  - Communities and sustainability - affordable living, social infrastructure, fairness, natural assets, and community resilience.
- The research will provide a baseline of community attitudes and awareness prior to the review of the regional plan, as well as insight about community attitudes which will be used to guide the development of the Regional Plan and future communication strategies.
- This report provides the outcomes from the 2016 research study.



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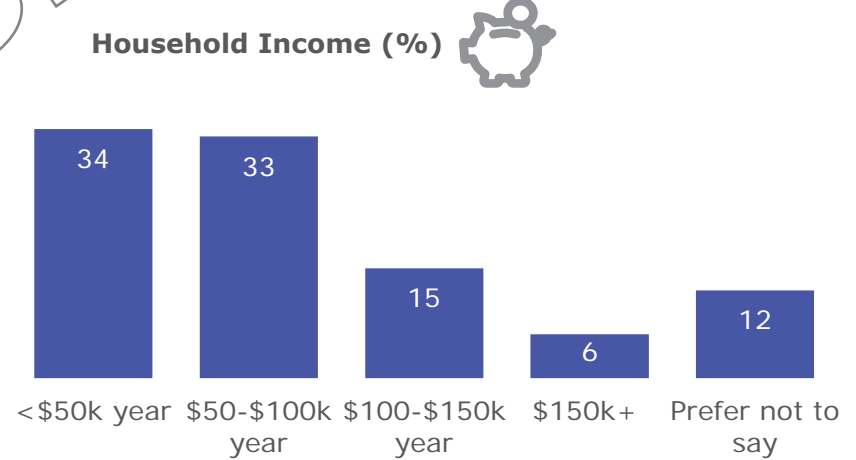
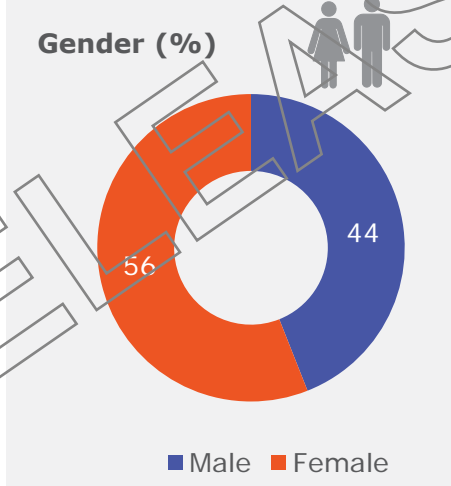
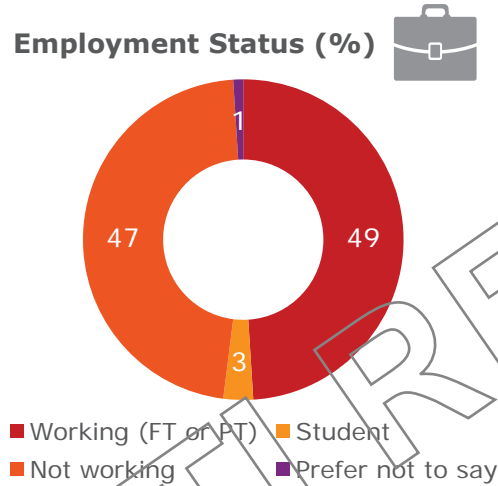
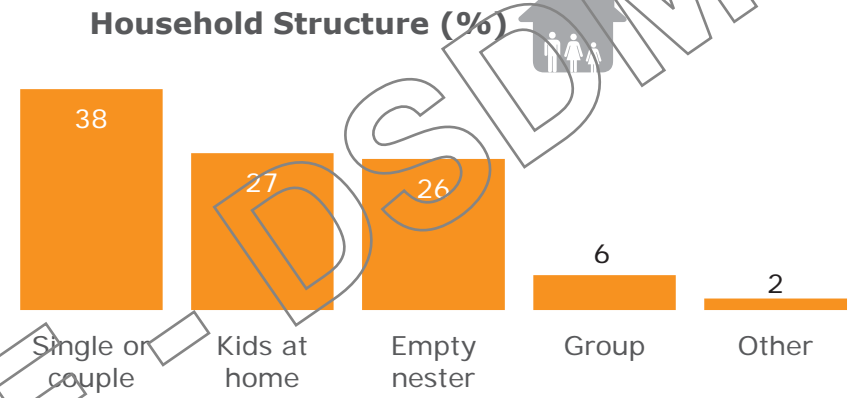
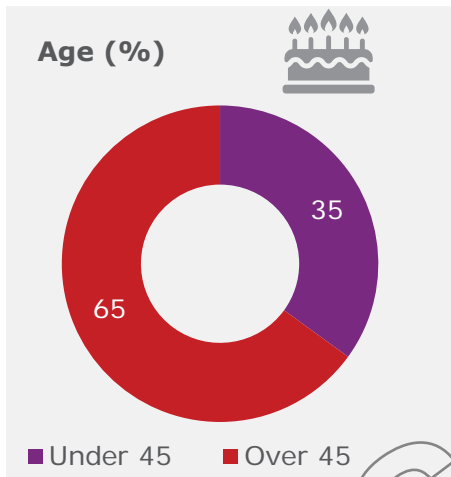
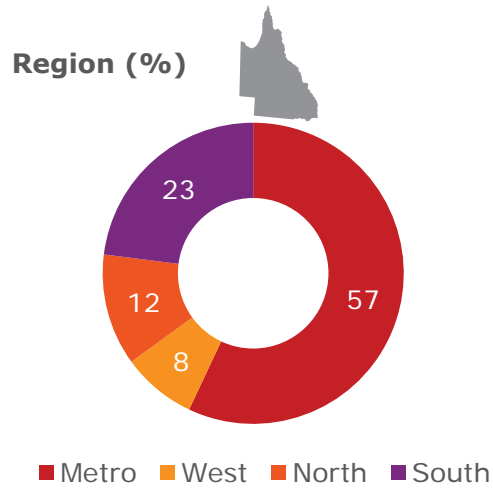
# Research Design



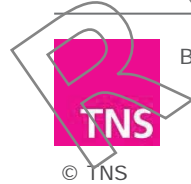
- Online survey of Queensland residents aged 18+ years completed amongst South East Queensland residents.
- A total of n=1,004 interviews were completed.
  - The margin of error (at the 95% confidence level) associated with a sample size of:
    - n=1000 is  $\pm 3.1\%$
    - n=500 is  $\pm 4.4\%$
    - n=400 is  $\pm 4.9\%$
    - n=200 is  $\pm 6.9\%$
- Interviews were collected from 20 – 28 April, 2016
- The average interview length was 26 minutes
- Age and gender weights were applied to results within regions, based on known ABS population estimates.

# Demographics (1)

Unweighted Data 



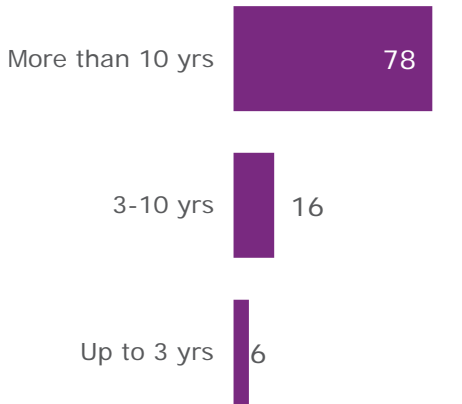
Base: Total Respondents (n=1004)




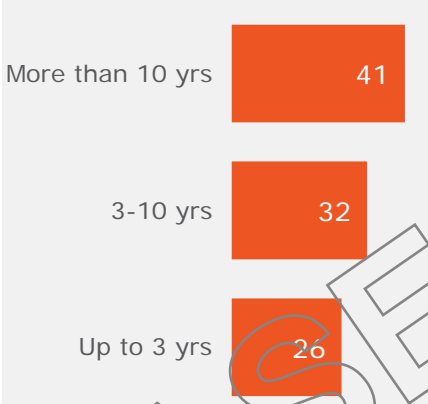
# Demographics (2)

Unweighted Data 

Length of residence in SEQ (%) 




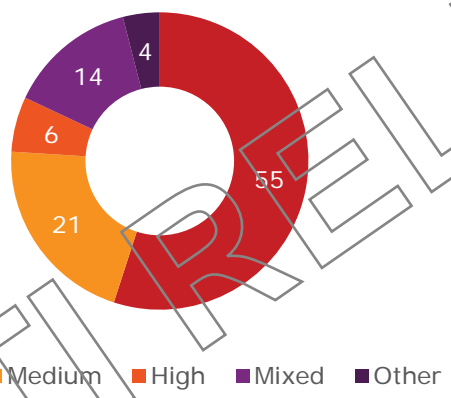
Length of residence in Home (%) 



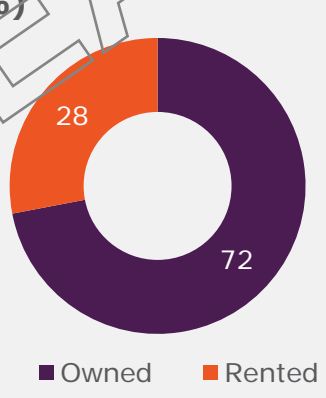
Density of home (%) 



Density of Suburb (%) 



Home rented or owned (%) 





# 2

## Community Attitudes Towards Living in South East Queensland

EASE - DSDMIP



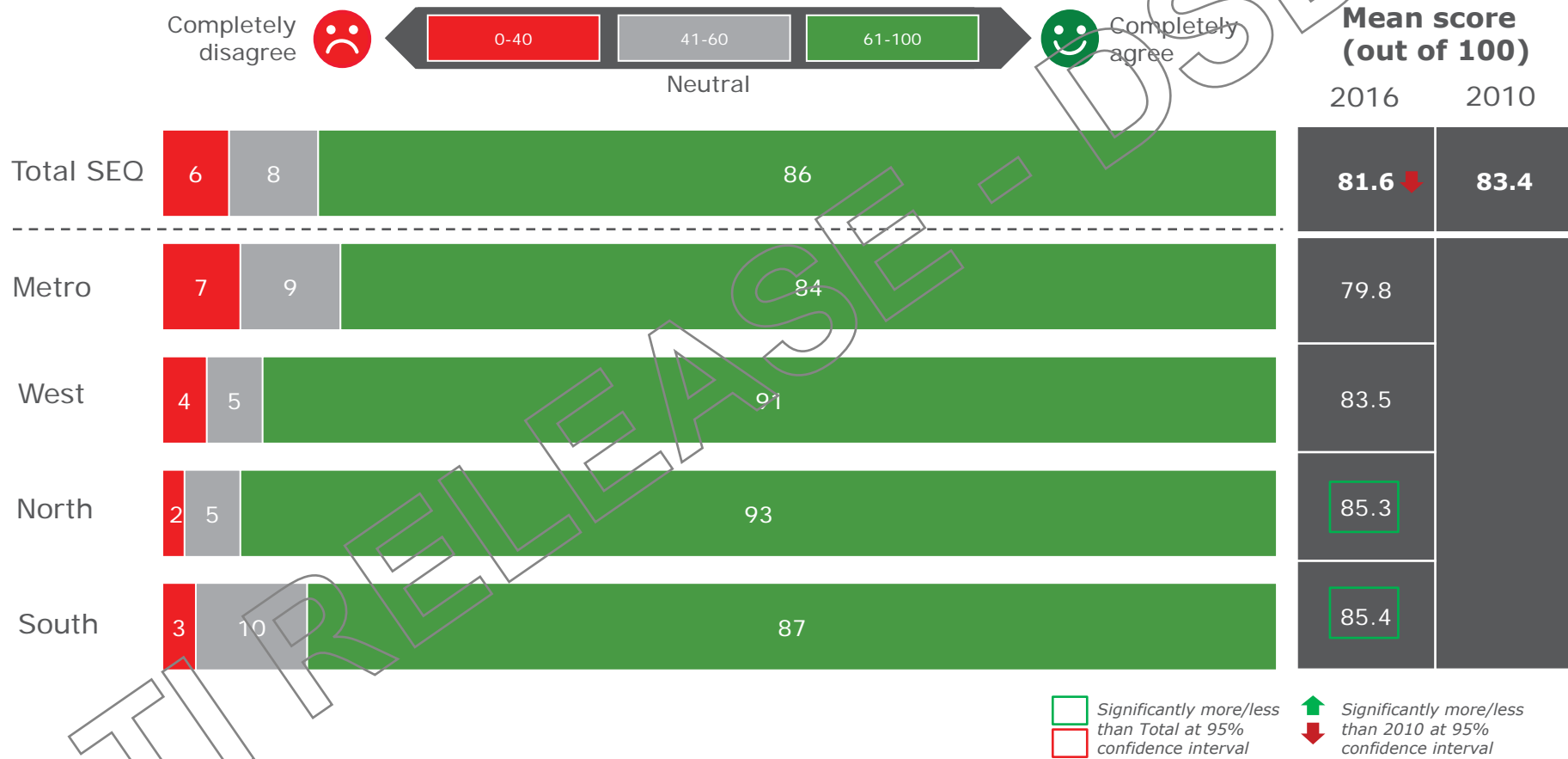
# Summary of Community Attitudes Towards Living in their Region

- The people of South East Queensland continue to enjoy living where they do (mean score of 81.6 out of 100) and continue to consider they enjoy a high quality of life (mean score of 76.8 out of 100).
  - People living in in the North and South tend to rate their quality of life and their enjoyment of living where they do more highly than Metro or West residents.
  - As in past studies, both quality of life and enjoyment of life ratings positively correspond with the length of time people have lived in the region.
  - Females, people over 45 years of age, 'empty nesters', those living in high density suburbs or homes tend to be the demographic groups most enjoying living in South East Queensland and rate the quality of their lives highly.
- Cost of living increases, traffic congestion, a perception of overcrowding, as well as crime/safety concerns are the main themes contributing to perceptions of decreasing quality of life.
- Great weather, improved infrastructure/facilities, parks, and entertainment facilities have all contributed to perceptions of an improved quality of life.
- Three 'accessibility' measures top the list of what residents say they value about living in their region:
  - I have easy access to parks and shopping areas
  - Everything I need is nearby
  - I have easy access to open space and recreation areas
- Advanced statistical techniques indicate that the three most important variables to driving quality of life are:
  - I have easy access to open space and recreation areas.
  - I can afford to live in South East Queensland.
  - Good schools and universities are easily accessible.



Most people really enjoy living in Queensland. However, the proportion who agree with the statement has declined since 2010.

**I really enjoy living in South East Queensland (%)**

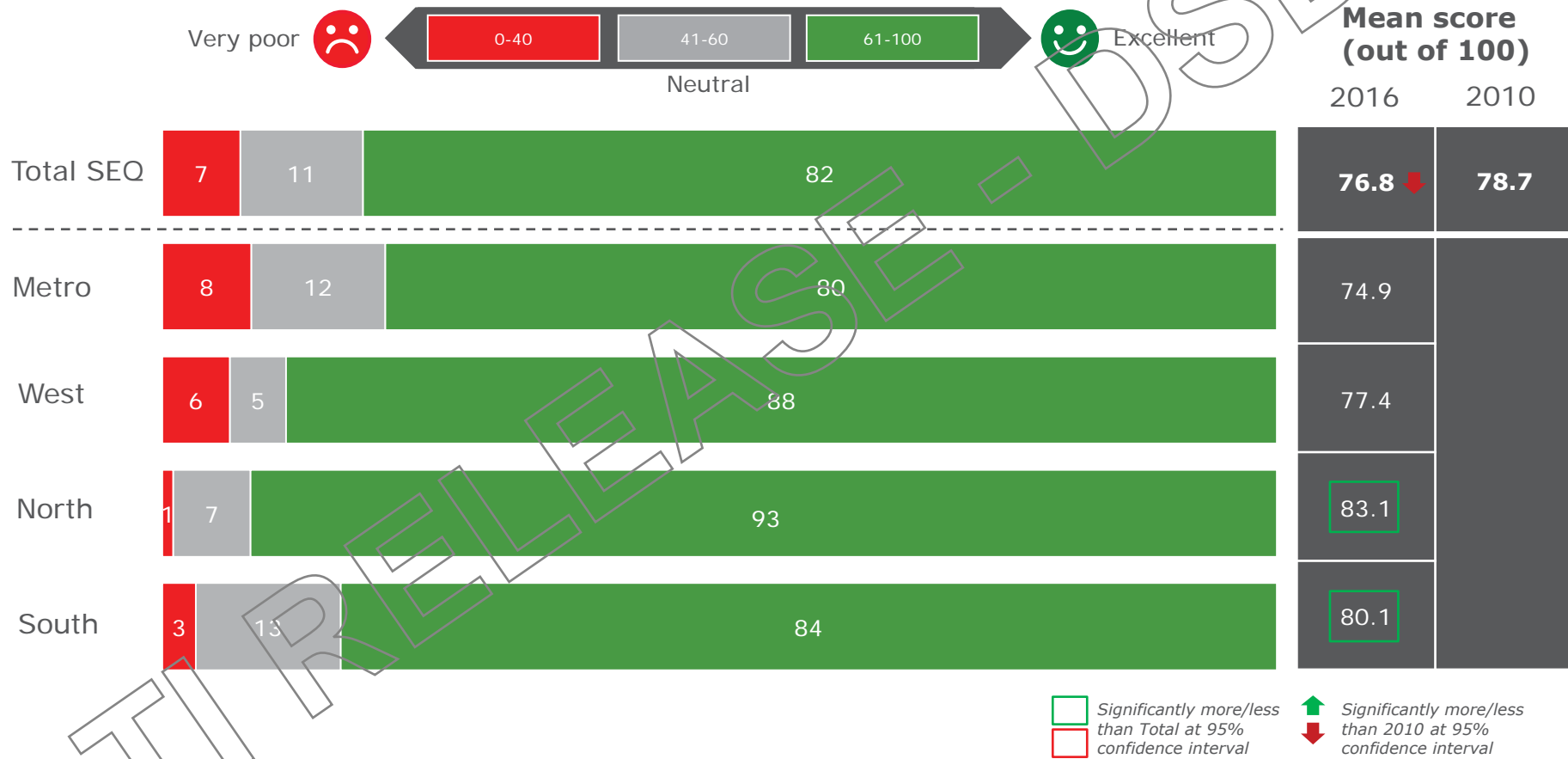


Q1a. Please indicate the extent to which you agree or disagree with the following statement by moving the pointer on the bar below. *[I really enjoy living in South East Queensland]*  
 Base: Total SEQ Respondents (2016: n=1004; 2010: n=801); Metro (n=573); West (n=78); North (n=125); South (n=228).  
 Note: Year on year comparisons have not been made at a sub-region level as sub-regions within SEQ have changed since 2010.



# Most residents of South East Queensland rate the quality of their lives in South East Queensland highly.

## My quality of life (%)

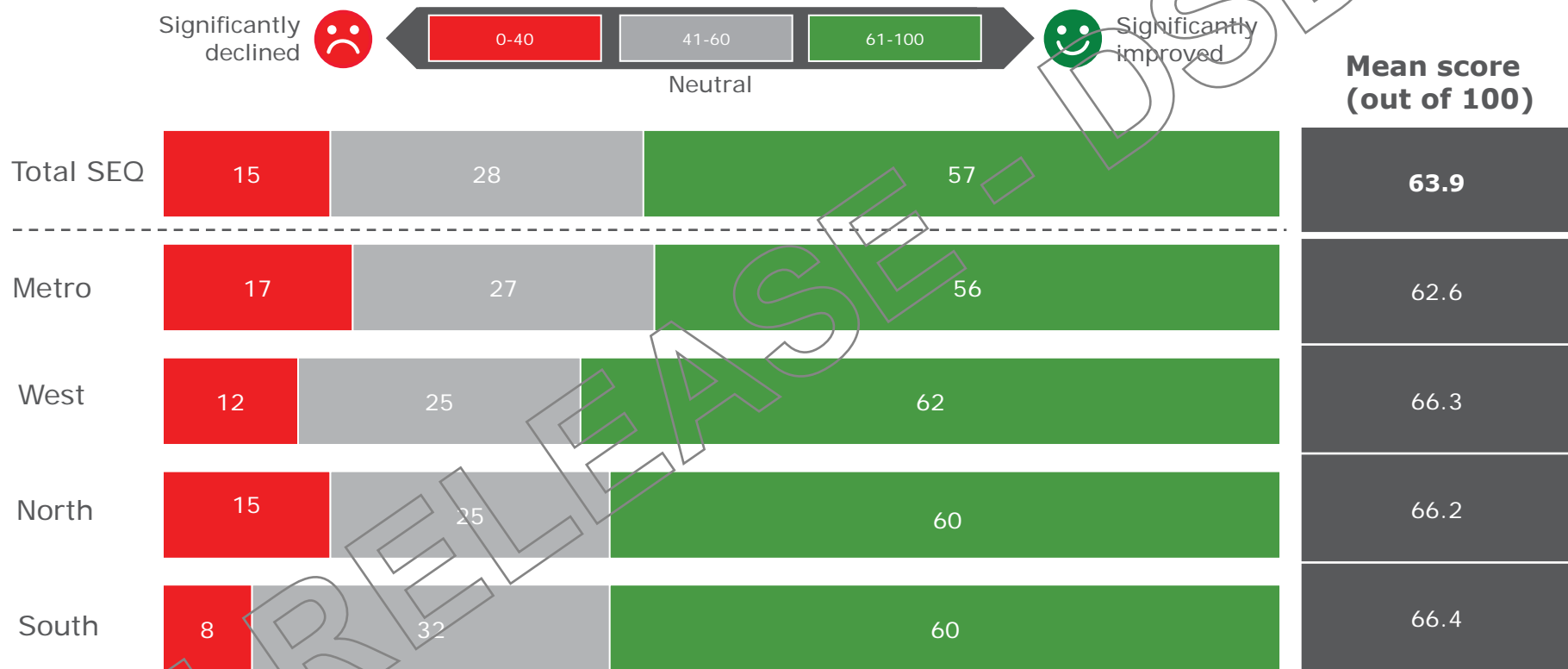


Q1b. How would you rate your overall quality of life in South East Queensland?  
 Base: Total SEQ Respondents (2016: n=1004; 2010: n=801); Metro (n=573); West (n=78); North (n=125); South (n=228).  
 Note: Year on year comparisons have not been made at a sub-region level as sub-regions within SEQ have changed since 2010.



Almost six in ten consider their quality of life has improved over the past 5 years.

**Changes in quality of life perceptions (%)**



Significantly more/less than Total at 95% confidence interval

Q16. And overall, has the quality of life in the South East Queensland region improved or declined over the last five years?

Base: Total SEQ Respondents (n=1004); Metro (n=573); West (n=78); North (n=125); South (n=228).

Note: New question in 2016 – year on year comparisons cannot be made.



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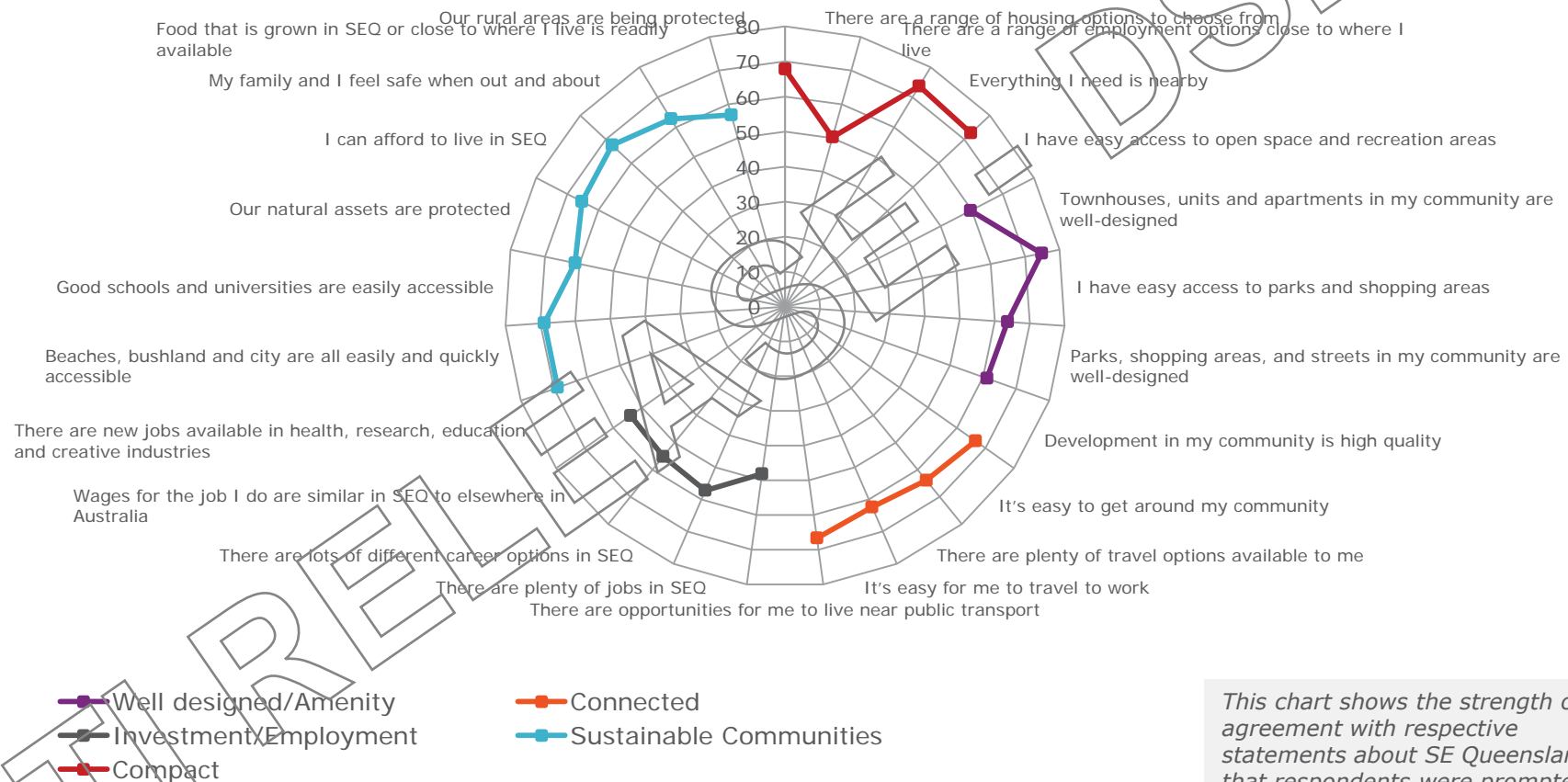






Aspects having the most impact on enjoying living in Queensland include - I have easy access to parks and shopping areas, Everything I need is nearby and I have easy access to open space and recreation areas.

**Strength of agreement with prompted statements (Mean scores out of 100)**



This chart shows the strength of agreement with respective statements about SE Queensland that respondents were prompted with. The further out from the centre of the chart, the higher the agreement that this characteristic exists in the region where the respondent lives.

Q3. Below is a list of different reasons other people have given for why they like living in South East Queensland. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
Base: Total Respondents (n=1004).



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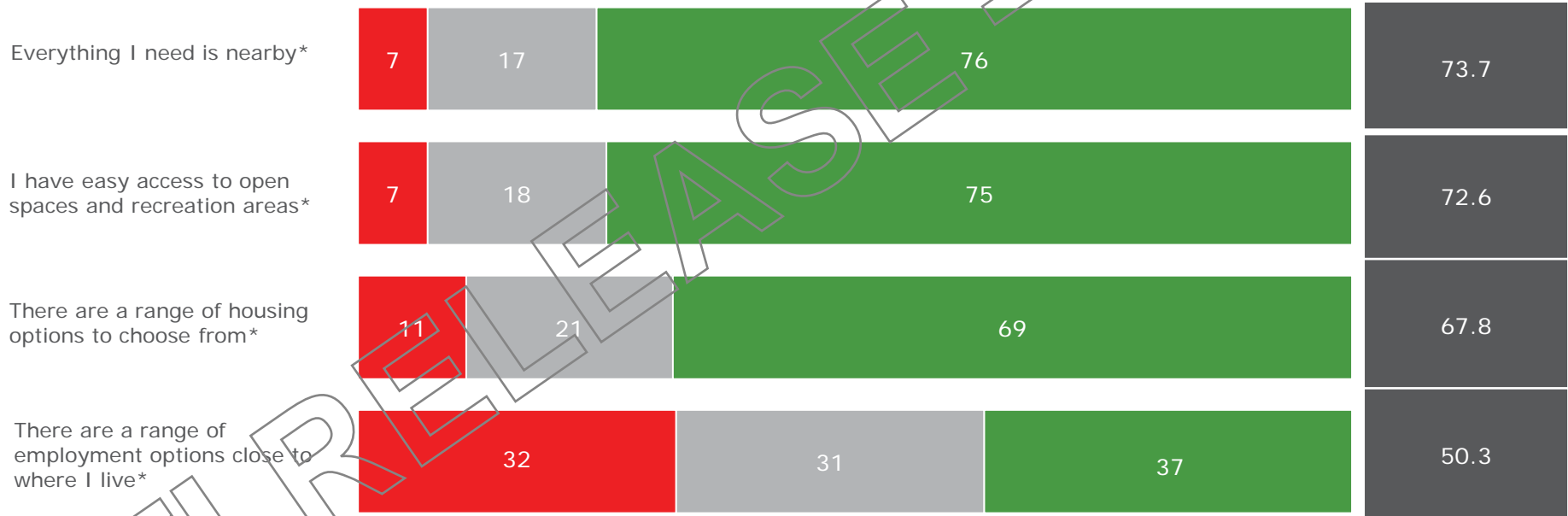
Three quarters of SEQ residents agree everything they need is nearby and they easy access to open spaces and recreation areas.

**Agreement with Compact Statements (%)**



**Mean score (out of 100)**

2016

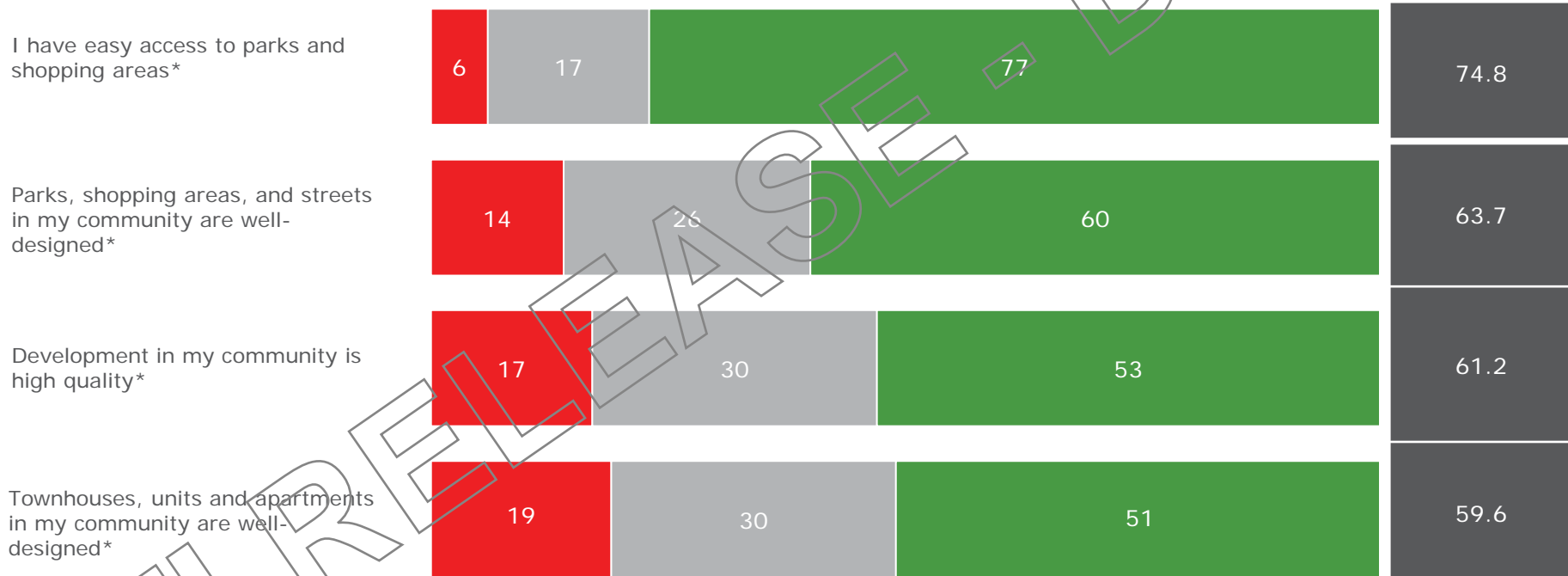
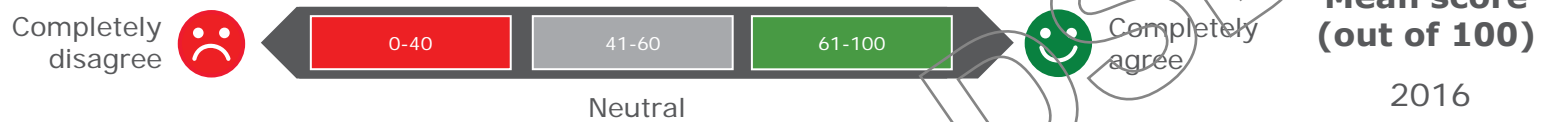


Q3. Below is a list of different reasons other people have given for why they like living in South East Queensland. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
 Base: Total Respondents (n=1004).  
 \*New statements in 2016 – year on year comparisons cannot be made.



More than three quarters agree they have easy access to parks and shopping areas in South East Queensland.

**Agreement with Well-Designed/Amenity Statements (%)**



↑ Significantly more/less than 2010 at 95% confidence interval  
 ↓



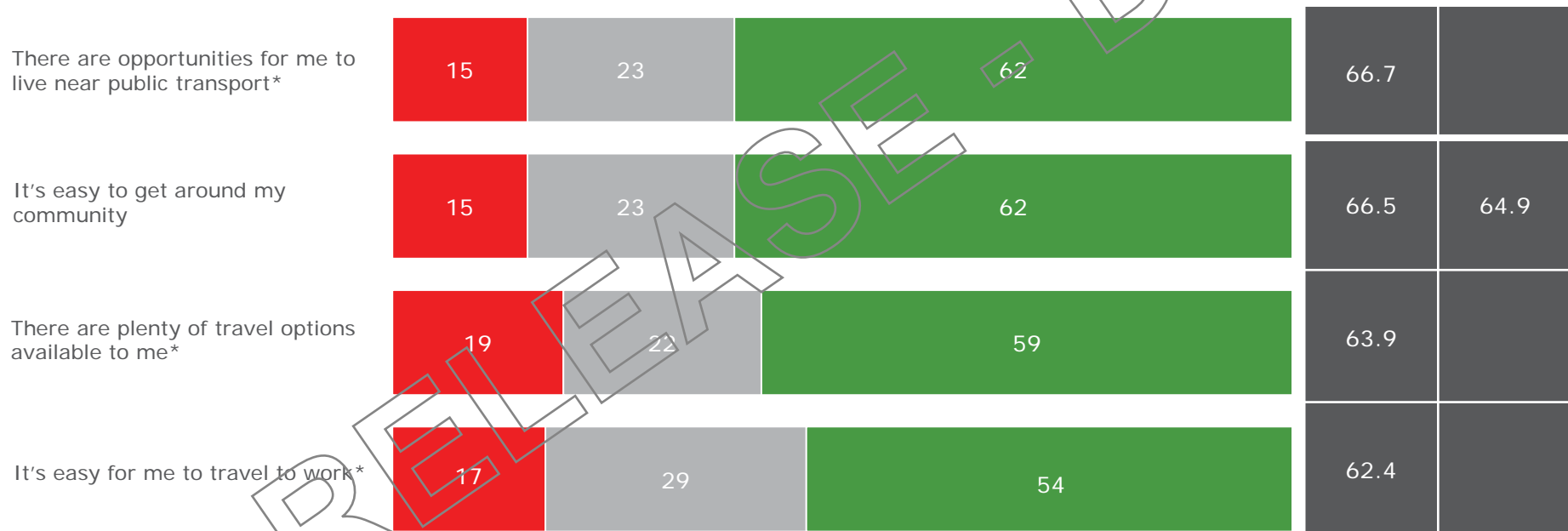
Q3. Below is a list of different reasons other people have given for why they like living in South East Queensland. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
 Base: Total SEQ Respondents (2016: n=1004; 2010: n=799).

\*New statements in 2016 – year on year comparisons cannot be made.



Six in ten agree there are opportunities to live near public transport, it's easy to get around and there are plenty of travel options available.

**Agreement with Connected Statements (%)**



↑ Significantly more/less than 2010 at 95% confidence interval  
 ↓ Significantly more/less than 2010 at 95% confidence interval



Q3. Below is a list of different reasons other people have given for why they like living in South East Queensland. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
 Base: Total SEQ Respondents (2016: n=1004; 2010: n=801).

\*New statements in 2016 – year on year comparisons cannot be made.



Agreement with Investment/Employment statements tends to be weaker than other themes. Residents are less likely than 2010 to agree there are plenty of jobs/different career options in SEQ.

**Agreement with Investment/Employment Statements (%)**



↑ Significantly more/less than 2010 at 95% confidence interval  
↓



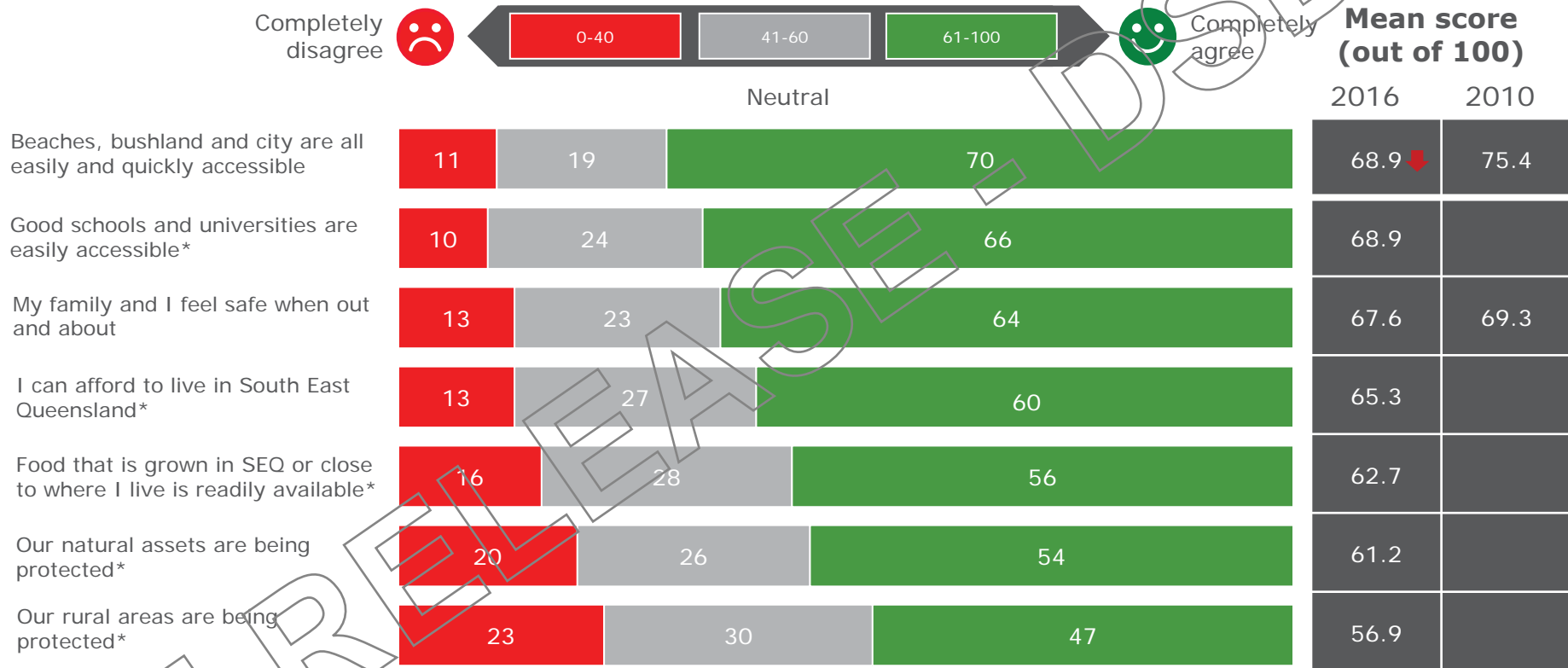
Q3. Below is a list of different reasons other people have given for why they like living in South East Queensland. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
Base: Total SEQ Respondents (2016: n=1004; 2010: n=801).

\*New statements in 2016 – year on year comparisons cannot be made.



While agreement remains strong, fewer people than in 2010 agree that beaches, bushland and city are easily accessible and that they feel safe when out and about.

**Agreement with Sustainable Communities Statements (%)**



↑ Significantly more/less than 2010 at 95% confidence interval  
 ↓ Significantly more/less than 2010 at 95% confidence interval

Q3. Below is a list of different reasons other people have given for why they like living in South East Queensland. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.

Base: Total SEQ Respondents (2016: n=1004; 2010: n=801).

\*New statements in 2016 – year on year comparisons cannot be made.



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# Statistically significant differences by region (based on mean score)

## North residents...

### More likely than Total SEQ to agree:

- I have easy access to open space and recreation areas
- Townhouses, units/apartments in my community are well-designed
- Parks, shopping areas, and streets in my community are well-designed
- It's easy to get around my community
- It's easy for me to travel to work
- Beaches, bushland and city are all easily and quickly accessible
- Our natural assets (such as bushland, parks, and greenspace) are being protected
- My family and I feel safe when out and about
- Food that is grown in SEQ or close to where I live is readily available

### Less likely than Total SEQ to agree:

- There are plenty of travel options available to me (e.g. bus, train, car, walking)

## South residents...

### More likely than Total SEQ to agree:

- Townhouses, units/apartments in my community are well-designed
- Parks, shopping areas, and streets in my community are well-designed
- Beaches, bushland and city are all easily and quickly accessible

## Metro residents...

### More likely than Total SEQ to agree:

- There are opportunities for me to live near public transport

### Less likely than Total SEQ to agree:

- Beaches, bushland and city are all easily and quickly accessible
- Our natural assets (such as bushland, parks, and greenspace) are being protected
- Food that is grown in SEQ or close to where I live is readily available

## West residents...

### More likely than Total SEQ to agree:

- I have easy access to open space and recreation areas
- Wages for the job I do are similar in SEQ to elsewhere in Australia
- Food that is grown in SEQ or close to where I live is readily available

### Less likely than Total SEQ to agree:

- There are plenty of travel options available to me (e.g. bus, train, car, walking)
- There are opportunities for me to live near public transport

Q3. Below is a list of different reasons other people have given for why they like living in South East Queensland. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.

Base: Total SEQ Respondents (2016: n=1004, Metro n=573, South n=228, West n=78, North n=125).



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# Statistically significant differences by age group (based on mean score)

		TOTAL	18–24 yrs	25–34 yrs	35–44 yrs	45–54 yrs	55–64 yrs	65 years+
Compact	There are a range of housing options to choose from	67.8	62.0	68.9	63.9	69.8	70.8	70.3
	There are a range of employment options close to where I live	50.3	44.3	57.1	51.2	50.8	46.9	48.3
	Everything I need is nearby	73.7	65.7	74.6	70.8	73.6	78.3	77.5
	I have easy access to open space and recreation areas	72.6	64.0	69.3	71.1	76.2	76.7	76.8
Well designed/ Amenity	Townhouses/units/apartments in my community are well-designed	59.6	65.4	63.0	57.6	58.9	56.1	57.7
	I have easy access to parks & shopping areas	74.8	68.5	74.1	73.3	75.7	77.4	78.7
	Parks/shopping areas/streets in my community are well-designed	63.6	53.3	66.7	64.1	64.1	63.8	66.4
	Development in my community is high quality	61.2	64.5	63.1	59.0	60.4	59.8	61.0
Connected	It's easy to get around my community	66.5	63.1	66.9	65.9	66.0	68.2	68.4
	There are plenty of travel options available to me	63.9	58.9	64.2	62.8	67.8	63.4	65.0
	It's easy for me to travel to work	62.4	66.8	68.7	61.5	62.3	61.1	54.3
	There are opportunities for me to live near public transport	66.7	60.6	66.3	64.8	71.3	67.5	68.1
Invest./ Employment	There are plenty of jobs in SEQ	48.2	46.3	54.7	47.5	46.6	45.4	46.9
	There are lots of different career options in SEQ	57.2	59.8	60.5	55.2	55.0	56.5	56.7
	Wages for the job I do are similar in SEQ to elsewhere in Australia	55.2	46.9	62.2	55.7	49.4	53.5	60.5
	There are new jobs available in health, research etc	54.0	52.8	56.1	54.3	55.1	51.3	53.3
Sustainable Communities	Beaches, bushland & city are all easily and quickly accessible	68.9	62.5	68.8	67.7	68.9	72.2	72.0
	Good schools & universities are easily accessible	68.9	68.7	65.9	64.7	69.2	72.4	73.4
	Our natural assets are being protected	61.2	52.7	62.5	59.8	63.5	63.1	63.4
	I can afford to live in SEQ	65.3	63.5	64.7	61.8	63.2	69.5	69.7
	My family & I feel safe when out and about	67.6	66.7	68.5	66.2	65.8	68.1	69.9
	Food that is grown in SEQ/close to where I live is readily available	62.7	57.0	62.6	62.6	62.6	63.9	66.2
	Our rural areas are being protected	56.9	57.0	60.9	55.9	58.8	54.1	53.7



↑ Significantly more likely than Total SEQ to agree at 95% confidence interval  
↓ Significantly less likely than Total SEQ to agree at 95% confidence interval



# Key Drivers of Residents' Quality of Life

- Advanced statistical analyses were conducted to examine underlying relationships in the way respondents answered particular questions, and in this case, see which variables have the most influence on residents' quality of life.
- There are high levels of correlation among all the variables rated. The reduced set of variables shown are the key underlying drivers of perceptions of quality of life. By addressing these variables we can influence other variables measured due to how highly they are correlated.
- All variables are important as they have shown to have some overall impact. However in terms of relative importance, key values (and thus priorities) are:
  - *I have easy access to open space and recreation areas.*
  - *I can afford to live in South East Queensland.*
  - *Good schools and universities are easily accessible.*
  - *It's easy to get around my community.*
  - *My family and I feel safe when out and about.*
  - *There are a range of housing options to choose from (e.g. houses, townhouses, retirement housing, units or high-rise apartments).*
  - *Beaches, bushland and city are all easily and quickly accessible.*



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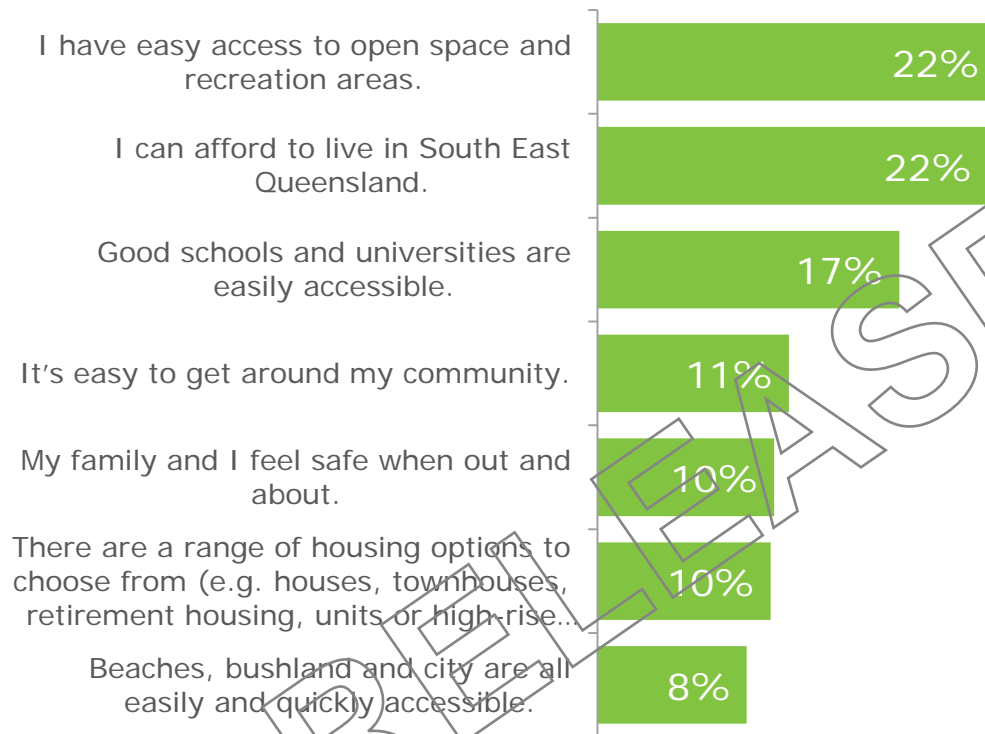


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The three most important elements to drive quality of life in South East Queensland are: easy access to open space/recreation areas, affordability and good schools/universities are easily accessible.

**Key Drivers of Residents' Quality of Life (%)**



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# 3

## Community Attitudes Towards Population Growth



# Summary of Community Attitudes Towards Population Growth

- Across South East Queensland there are mixed views about the impact of population growth. Almost one in two (47%) agree that population growth is great for SEQ. One in four (23%) disagree. However, there has been a statistically significant shift in attitudes towards 'great for SEQ' since the 2010 research.
  - Based on mean scores, residents living in the South tend to more positive about population growth, while Metro residents were least positive.
  - People under 45 years of age, students, people living in high density suburbs or homes, and have household incomes greater than \$150,000 per annum tend to be more positive about population growth than others.
- Increased traffic congestion, overcrowding and stress on existing services are seen as negative elements of population growth.
- Greater development, business and job opportunities are the main positive effects identified from population growth.
- Liveability aspects such as increased retail shopping, entertainment options and cultural experiences are the main positive elements identified from population growth.
  - Cost of living, job availability and personal standard of living are more likely to be identified as negative aspects of population growth than in 2010.
  - Residents tend to believe that the natural environment and land for rural activities and agricultural production change for the worse from population growth.
  - Residents are more likely than in 2010 to agree that availability of sport/Recreation; education; public transport options as well as personal quality of life and sense of community improve with increased population.



The following paragraph introduced respondents to the topic of population growth...

*In 2015, South East Queensland had 3.4 million people living in the region. By 2041 it is predicted that the region will grow to 5.5 million people. Growth in the population is expected to come through overseas, intrastate and interstate migration as well as natural increase (e.g. births).*

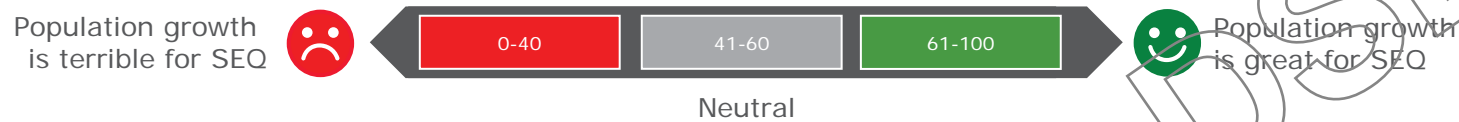


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Almost one in two agree that population growth is great for SEQ. One in four disagree. However, the perception of population growth has improved significantly since 2010.

### Population growth attitudes (%)



▲ Significantly more/less than 2010 at 95% confidence interval  
 ▼ Significantly more/less than 2010 at 95% confidence interval

■ Significantly more/less than Total at 95% confidence interval  
 □ Significantly more/less than Total at 95% confidence interval

Q4a. Please move the pointer below to the place which best indicates how you feel about the effect of population growth for South East Queensland.  
 Base: Total SEQ Respondents (n=1004); Metro (n=573); West (n=78); North (n=125); South (n=228).  
 Note: Scale changed in 2016 so comparisons to 2010 have not been made.





Increased traffic congestion, overcrowding and stress on existing services are seen as negative elements of population growth.

### Negative effects of population growth



"If things are not expanded there will be gridlock on roads, hospitals will not be able to cope, if no schools built there would be overcrowding of classrooms."

"Traffic congestion is already a nightmare and unless it is addressed as a matter of urgency, population growth will make it much worse."

"Roads will become even more congested, over populated areas, more violence and aggression. More unemployment."

"Overcrowding, drop in quality of services in an attempt cost save, increase in cars and pedestrians, over use of public places."

"Stress on infrastructure and community services. Increased crime. Breakdown of community."

"Higher density living, loss of open spaces, loss of heritage properties (being demolished) and character, and great road congestion."

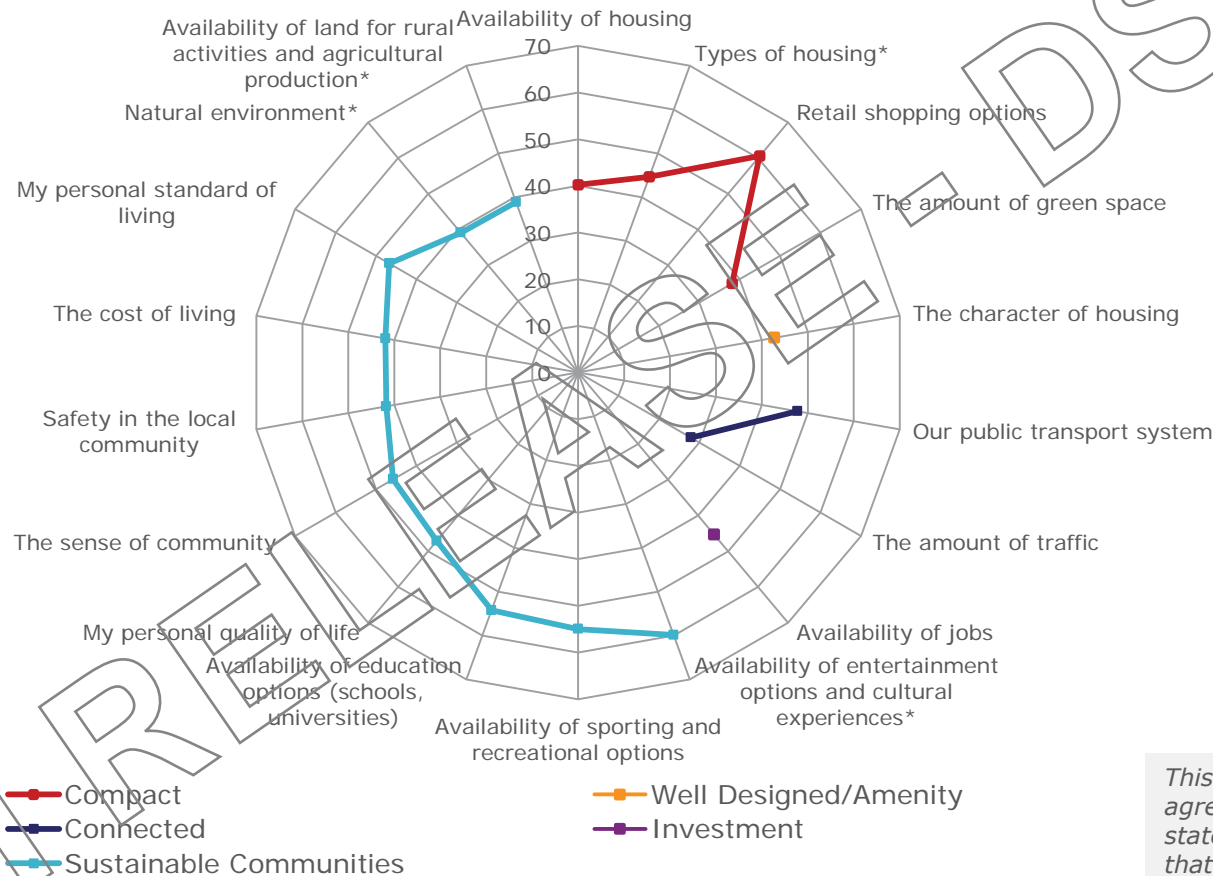


Q4c. In what ways, if any, do you think population growth will negatively affect South East Queensland? That is, what are the good things about it?  
 Base: Total Respondents (n=1004).  
 Note: The above word cloud shows the top 150 words mentioned. The more commonly mentioned words are shown in larger text.



Aspects such as increased retail shopping, entertainment options and cultural experiences are the main positive elements identified from population growth.

**Effects of long-term population growth - Strength of positive change (Mean scores out of 100)**



*This chart shows the strength of agreement with respective statements about SE Queensland that respondents were prompted with. The further out from the centre of the chart, the higher the agreement that this characteristic exists in the region where the respondent lives.*

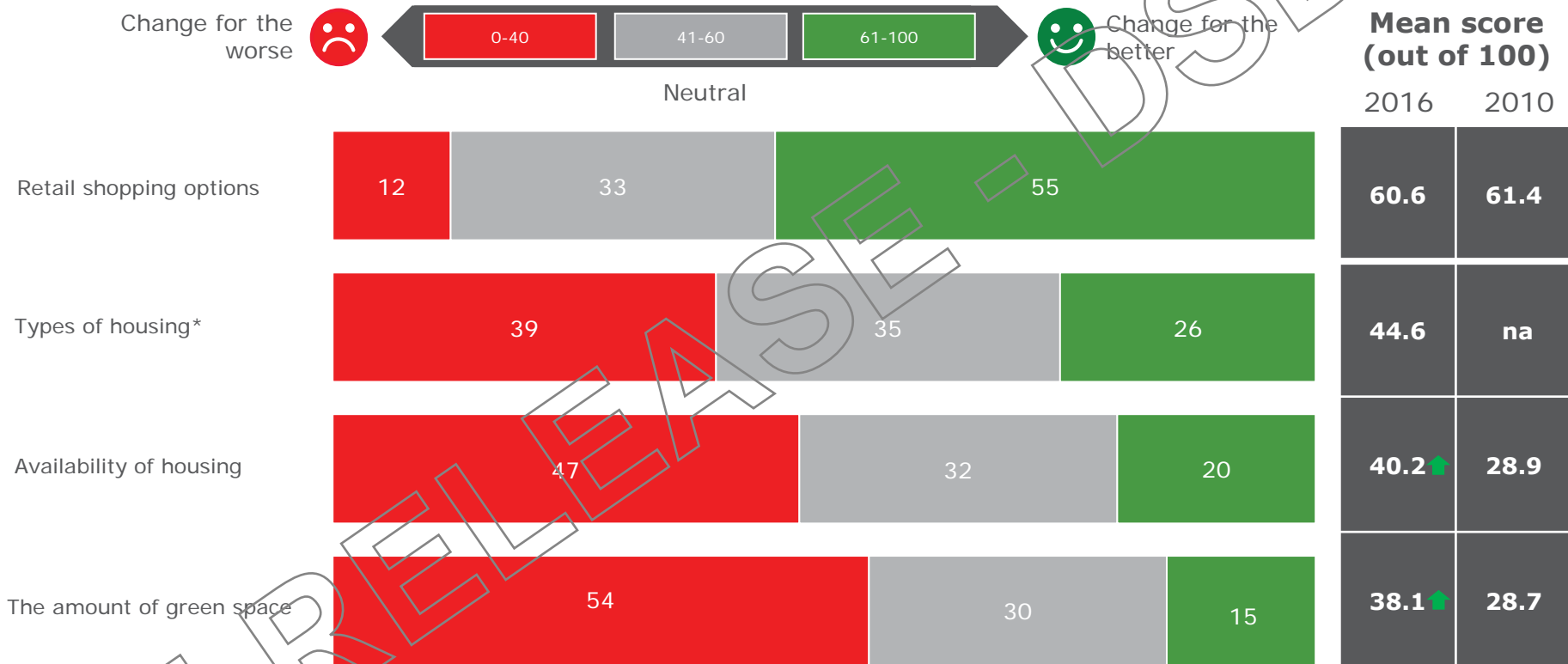


Q5. Below is a list of things which may change with an increasing population. For each one, please move the pointer to the place which indicates the type of change you think long-term population growth will have in South East Queensland as a whole.  
 Base: Total Respondents (n=1004).  
 \*New statements in 2016 – year on year comparisons cannot be made.



While residents consider retail options will improve with population growth, the types and availability of housing, as well the amount of green space will change for the worse.

**Effects of long-term population growth - Compact Statements (%)**



Significantly more/less than 2010 at 95% confidence interval

Q5. Below is a list of things which may change with an increasing population. For each one, please move the pointer to the place which indicates the type of change you think long-term population growth will have in South East Queensland as a whole.

Base: Total Respondents 2016 (n=1004); 2010 (n=801).

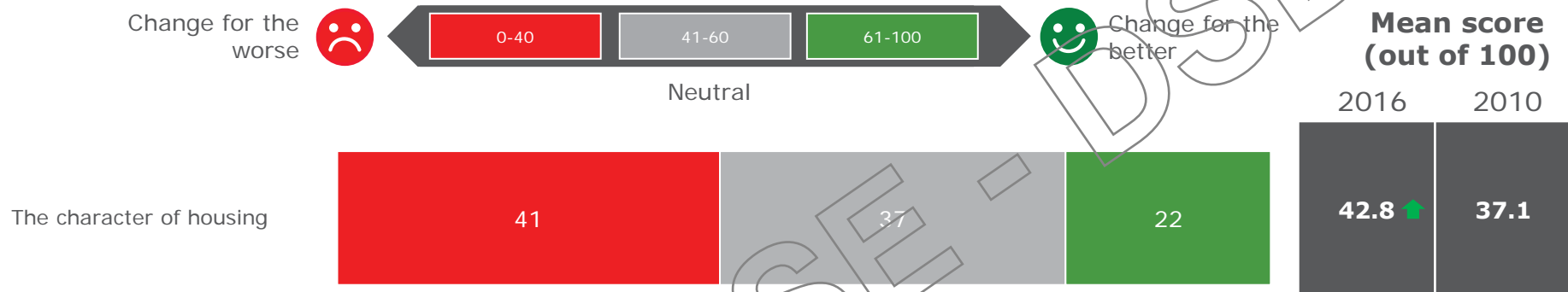


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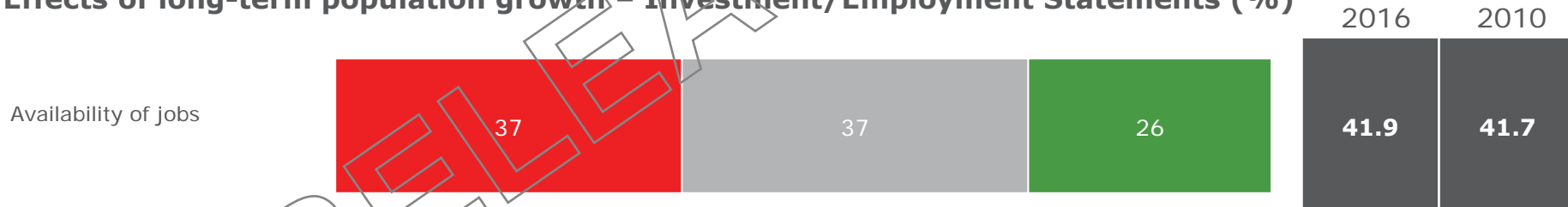


Both the character of housing and availability of jobs are more likely to change for the worse with population growth.

**Effects of long-term population growth – Well-Designed/Amenity Statements (%)**



**Effects of long-term population growth – Investment/Employment Statements (%)**



↑ Significantly more/less than 2010 at 95% confidence interval  
↓



Q5. Below is a list of things which may change with an increasing population. For each one, please move the pointer to the place which indicates the type of change you think long-term population growth will have in South East Queensland as a whole.

Base: Total Respondents 2016 (n=1004); 2010 (n=801).

\*New statements in 2016 – year on year comparisons cannot be made.



Residents believe the amount of traffic will change for the worse and somewhat polarised on population growth's impact on public transport.

**Effects of long-term population growth – Connected Statements (%)**



↑ Significantly more/less than 2010 at 95% confidence interval  
 ↓ Significantly more/less than 2010 at 95% confidence interval

Q5. Below is a list of things which may change with an increasing population. For each one, please move the pointer to the place which indicates the type of change you think long-term population growth will have in South East Queensland as a whole.

Base: Total Respondents 2016 (n=1004); 2010 (n=801).

\*New statements in 2016 – year on year comparisons cannot be made.

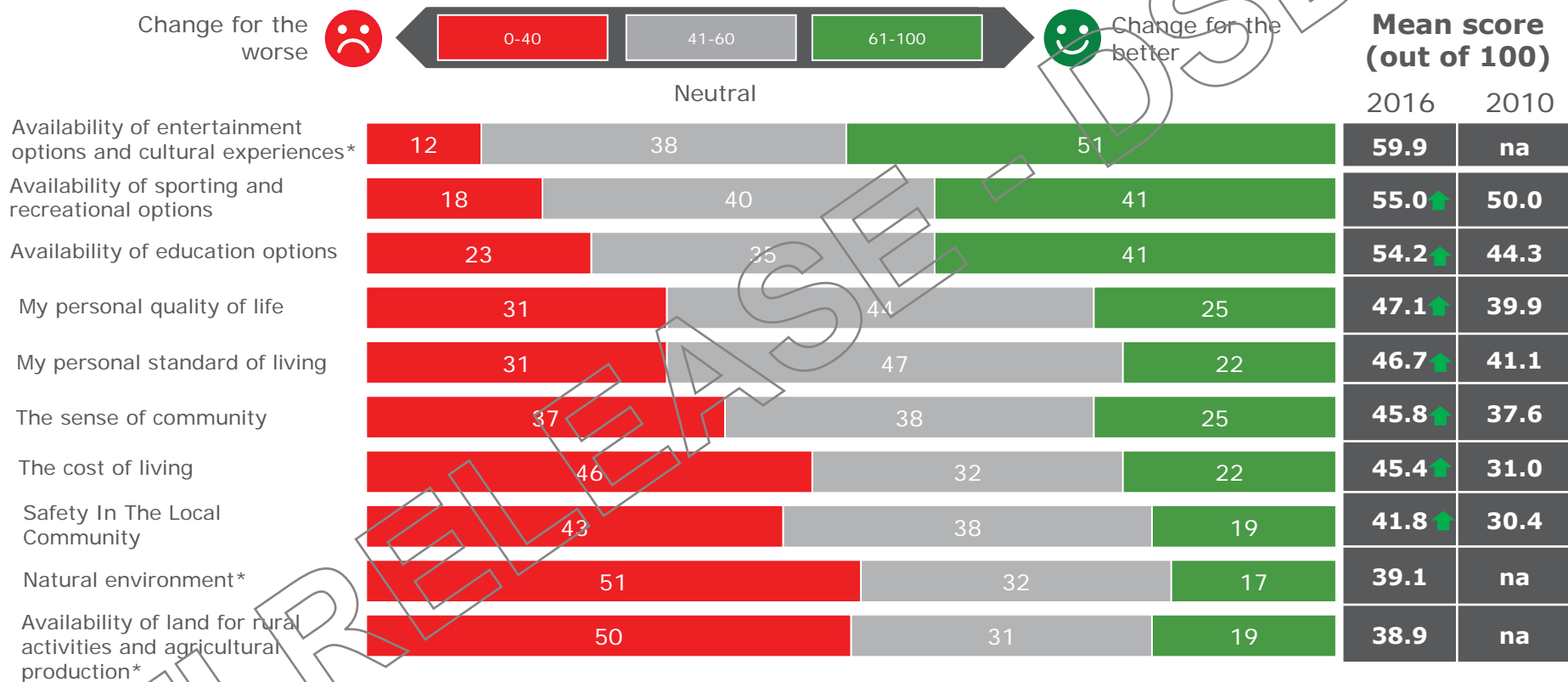


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The availability of entertainment and cultural experience, sporting/recreational options as well as education options will benefit from population growth.

**Effects of long-term population growth – Sustainable Communities Statements (%)**



Significantly more/less than 2010 at 95% confidence interval

Q5. Below is a list of things which may change with an increasing population. For each one, please move the pointer to the place which indicates the type of change you think long-term population growth will have in South East Queensland as a whole.

Base: Total Respondents (n=1004).

\*New statements in 2016 – year on year comparisons cannot be made.



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# There are differences between regions in the perceived impact of population growth

## Statistically significant differences by region (Based on mean score from Change for the worse – 0 to Change for the better -100)

### North residents...

More likely than Total SEQ to agree the following aspects would change for the better with population growth:

- Availability of sporting and recreational options (mean 59.0)
- Availability of education options -schools, universities (mean 59.0)

### South residents...

More likely than Total SEQ to agree the following aspects would change for the better with population growth:

- Availability of housing (mean 43.8)
- Types of housing (mean 48.0)
- The amount of green space (mean 41.4)
- The character of housing (mean 47.2)
- My personal standard of living (mean 50.2)
- Natural environment (mean 43.6)
- Availability of land for rural activities and agricultural production (mean 42.8)

### Metro residents...

Responses do not differ significantly from Total South East Queensland

### West residents...

More likely than Total SEQ to agree the following aspects would change for the better with population growth:



- Retail shopping options (mean 68.0)
- The character of housing (mean 48.4)
- Our public transport system (mean 58.2)
- The amount of traffic (mean 35.2)
- Availability of entertainment options and cultural experiences (mean 65.4)

Younger people tend to be more positive than older people about the impact of population growth in different aspects of their lives.

**Statistically significant differences by age group  
(Based on mean score from Change for the worse – 0 to Change for the better -100)**

		TOTAL	18–24 yrs	25–34 yrs	35–44 yrs	45–54 yrs	55–64 yrs	65+ yrs
Compact	Availability of housing	40.2	40.5	46.6	41.6	36.8	34.5	39.8
	Types of housing	44.6	47.9	51.5	45.0	41.3	38.8	42.7
	Retail shopping options	60.6	58.3	60.7	60.2	63.4	59.7	60.1
Well designed	The amount of green space	38.1	45.4	45.4	40.0	34.8	31.2	32.2
	The character of housing	42.8	46.3	49.4	42.6	41.9	35.8	40.0
Connected	Our public transport system	47.8	57.7	52.3	46.4	47.6	41.8	42.6
	The amount of traffic	27.9	43.0	36.5	28.7	23.6	17.4	20.3
Invest/Employ	Availability of jobs	45.4	42.9	49.9	47.3	41.9	41.9	46.6
Sustainable Communities	Availability of entertainment options and cultural experiences	59.9	56.4	62.5	59.0	62.3	58.2	59.3
	Availability of sporting and recreational options	55.0	54.2	59.8	53.3	54.5	53.7	53.5
	Availability of education options (schools, universities)	54.2	54.1	57.8	53.3	55.0	51.8	52.6
	My personal quality of life	47.1	50.8	52.9	47.9	43.9	42.0	44.9
	The sense of community	45.8	54.3	52.5	46.2	42.5	38.6	41.3
	Safety in the local community	41.8	48.6	49.6	41.5	39.3	34.4	37.5
	The cost of living	41.9	43.4	47.7	40.4	40.4	37.3	41.7
	My personal standard of living	46.7	45.6	53.2	48.4	43.6	42.0	45.7
	Natural environment	39.1	42.1	45.4	41.4	37.5	32.8	34.5
	Availability of land for rural activities and agricultural production	38.9	47.5	47.0	41.3	36.6	30.6	30.4



 Significantly more likely than Total SEQ to agree at 95% confidence interval  
 Significantly less likely than Total SEQ to agree at 95% confidence interval



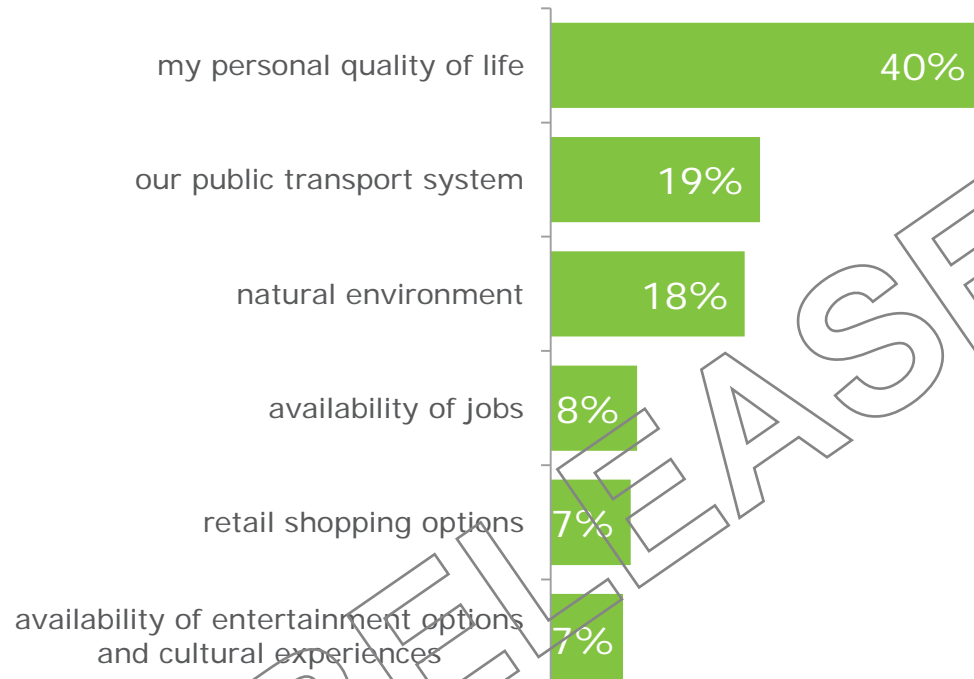
# Key Impacts on Perceptions of Population Growth

- Advanced statistical analyses were conducted to examine underlying relationships in the way respondents answered particular questions, and in this case, see which variables significantly influence residents' overall feelings about population growth in their region.
- There are high levels of correlation among all the variables rated. The reduced set of variables shown are the key variables significantly influence residents' overall feelings about population growth. By addressing these variables we can influence other variables measured due to how highly they are correlated.
- All variables are important as they have shown to have some overall impact. However in terms of relative importance, key values (and thus priorities) are:
  - *my personal quality of life*
  - *our public transport system*
  - *natural environment*
  - *availability of jobs*
  - *retail shopping options*
  - *availability of entertainment options and cultural experiences*



The three most important factors influencing overall feelings about population growth are – my personal quality of life, our public transport system and the natural environment.

**Key impacts on perceptions of population growth (%)**



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# 4

## Community Attitudes Towards Housing Density in South East Queensland



# Summary of Community Attitudes Towards Housing Density

- **High density** housing is considered to be best suited to Brisbane's inner city. It has a mean suitability score of 71 on a scale of 0 to 100, where 0 is 'Not at all suited' and 100 is 'Very well suited'. To a lesser extent, it could suit major suburban centres with transport interchanges (mean score 60).
  - Based on mean scores, residents across regions consider High Density housing most suitable for Brisbane Inner City. However, residents in the South were more open to HD housing in other urban situations.
  - Those who live in high density suburbs are more likely than others to consider that type of living suitable for other urban landscapes.
  - 18-34 year old residents are more likely to consider high density housing suitable in a broader range of urban situations.
- **Medium density** housing is seen to be best suited to major suburban centres with transport interchanges (mean score of 63) as well as major coastal tourism centres (mean score of 60), and to a lesser extent Brisbane's inner city (mean score of 58).
- **Low density** housing is seen to be best suited to suburban areas (mean score of 67) and particularly the respondent's own suburb (70).
- The main benefits from high density living (based on mean scores) are that allows easier access to CBD/town centres, live closer to jobs, greater proximity to shopping, entertainment and recreational options.
- The three main occasions in which low/medium density residents would consider high density living are to lower garden maintenance, to be closer to the city and to reduce travel time.



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# The following paragraph introduced respondents to the topic of housing density...

There are various housing options available to accommodate the extra people who will be living in South East Queensland:

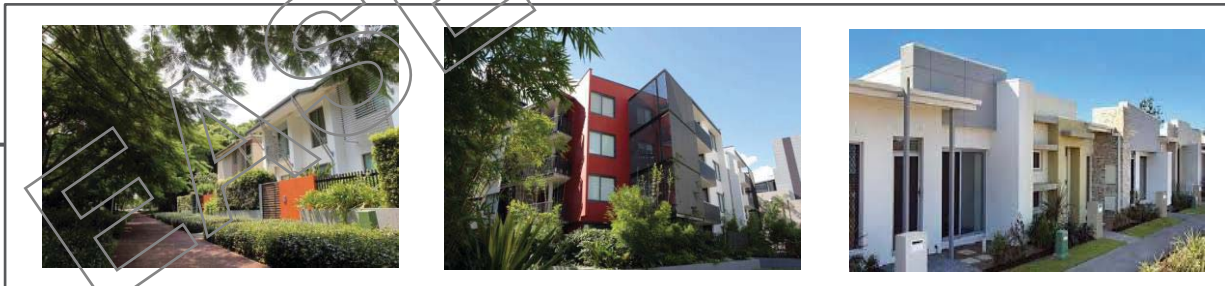
## High Density Living

High density living ranges from medium-rise apartments, potentially in a mixed-use development, to high-rise apartments.



## Medium Density Living

Medium density living includes low-rise apartments, shop-top housing, small lot housing and townhouses or villas.



## Low Density Living

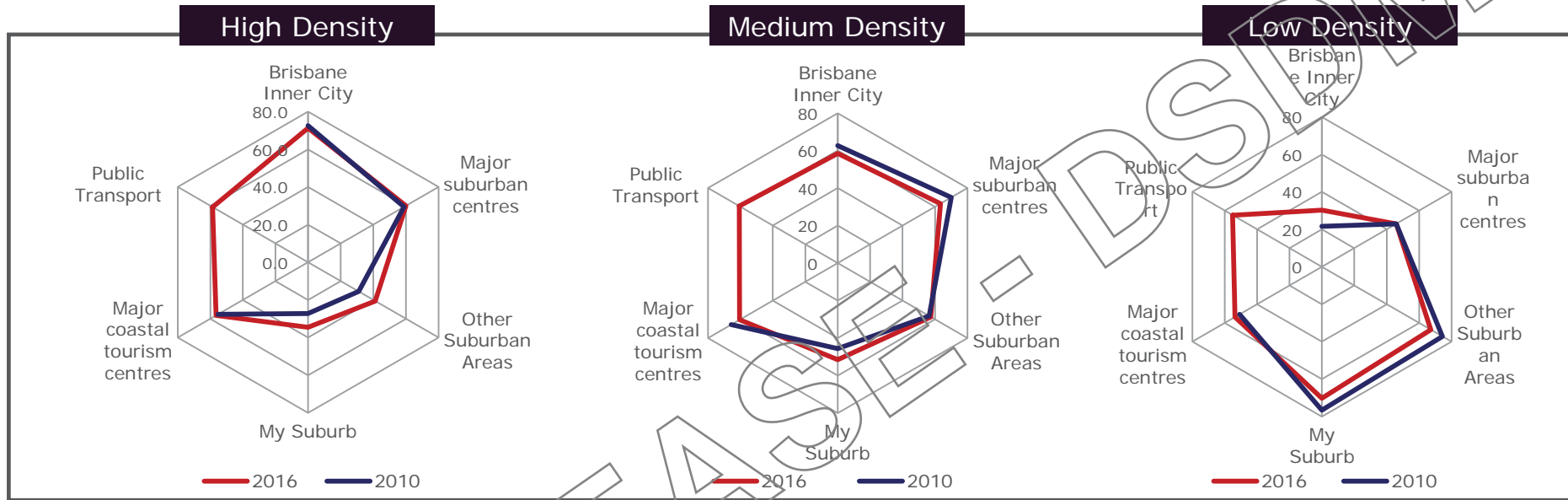
Low density living includes single houses and duplexes on medium to large lots.



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# Suitability of Housing Densities - SEQ



High density housing is seen to be best suited to the inner city of Brisbane (within 5km of the CBD) – mean suitability score of 71 out of 100.

Medium density housing is seen to be best suited to major suburban centres (63/100), Major coastal tourism areas (60/100), Brisbane inner city (58/100), and Other suburban areas (57/100). Less likely in the residents own suburb (51/100).

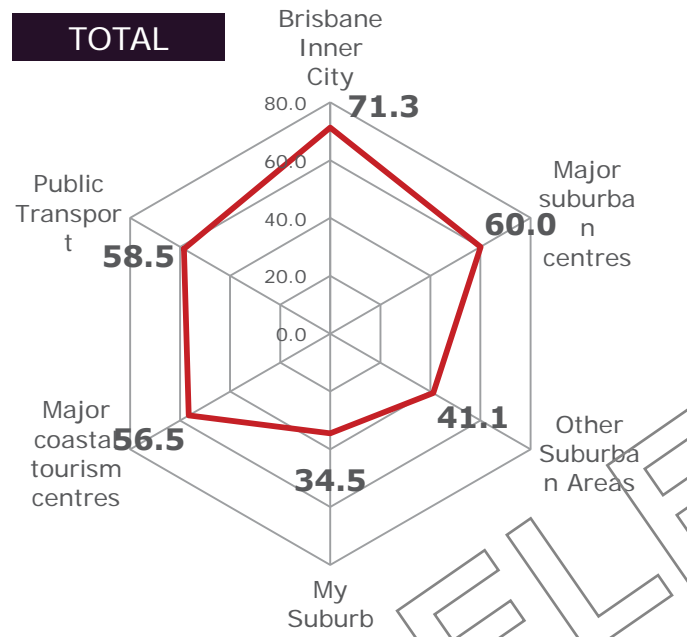
Low density housing is seen to be best suited to suburbs, with suitability of low density housing to 'my suburb' averaged 70 while for other suburbs it averaged 67.

Q6a/c/e. How well suited do you think high/medium/low density living is to ... (Single response)  
 Base: All Respondents (n=1004)  
 Note: Mean scores (out of 100) are charted, where '0' is 'not at all suited' and '100' is 'very well suited'.  
  
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Based on mean scores, residents across regions consider High Density Housing most suitable for Brisbane Inner City. However, residents in the South were more open to HD housing in other urban situations.

**Suitability of High Density Housing by Region (mean rating)**



	Metro	West	North	South
Brisbane Inner City	70.5	76.8	73.7	70.5
Major suburban centres	58.9	65.5	58.7	62.9 ↑
Other Suburban Areas	38.5	46.5	41.9	48.2 ↑
My Suburb	33.0	34.6	29.8	43.4 ↑
Major coastal tourism centres	55.7	64.3 ↑	47.9 ↓	61.2 ↑
Public Transport	57.4	61.8	58.3	61.6

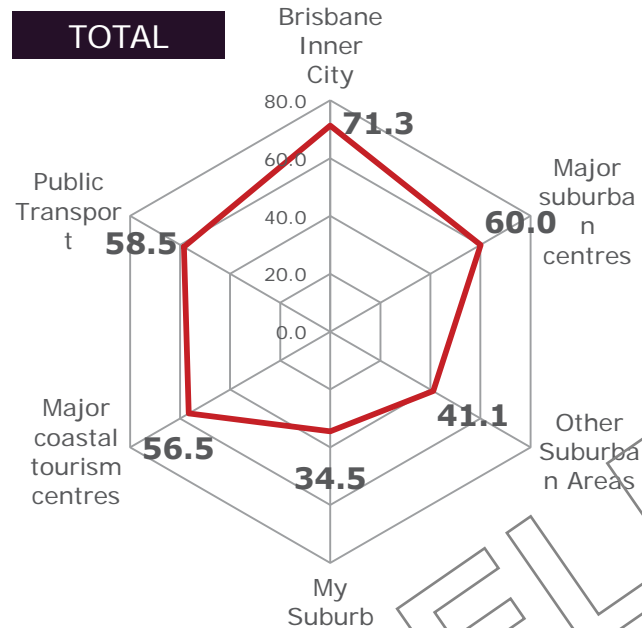
↑ Significantly more likely than Total SEQ to agree at 95% confidence interval  
↓ Significantly less likely than Total SEQ to agree at 95% confidence interval


 Q6a/c/e. How well suited do you think high/medium/low density living is to ... (Single response)  
 Base: All Respondents (n=1004)  
 Note: Mean scores (out of 100) are charted, where '0' is 'not at all suited' and '100' is 'very well suited'.  
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Based on mean scores, 18-34 year old residents are more likely to consider high density housing suitable in a broader range of urban situations.

### Suitability of High Density Housing by Age Group (mean rating)



	18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
Brisbane Inner City	72.3	71.8	71.1	72.5	71.3	69.1
Major suburban centres	51.8↑	60.3	59.1	61.1	62.8	63.0
Other Suburban Areas	47.8↑	46.2↑	37.9	39.6	37.7	38.7
My Suburb	38.5	41.2↑	34.1	32.6	29.3↓	31.1
Major coastal tourism centres	55.3	59.8	57.9	56.7	53.3	54.7
Public Transport	57.0	61.8	60.6	60.7	57.5	52.3↓

↑ Significantly more likely than Total SEQ to agree at 95% confidence interval  
↓ Significantly less likely than Total SEQ to agree at 95% confidence interval

Q6a/c/e. How well suited do you think high/medium/low density living is to ... (Single response)  
 Base: All Respondents (n=1004)  
 Note: Mean scores (out of 100) are charted, where '0' is 'not at all suited' and '100' is 'very well suited'.

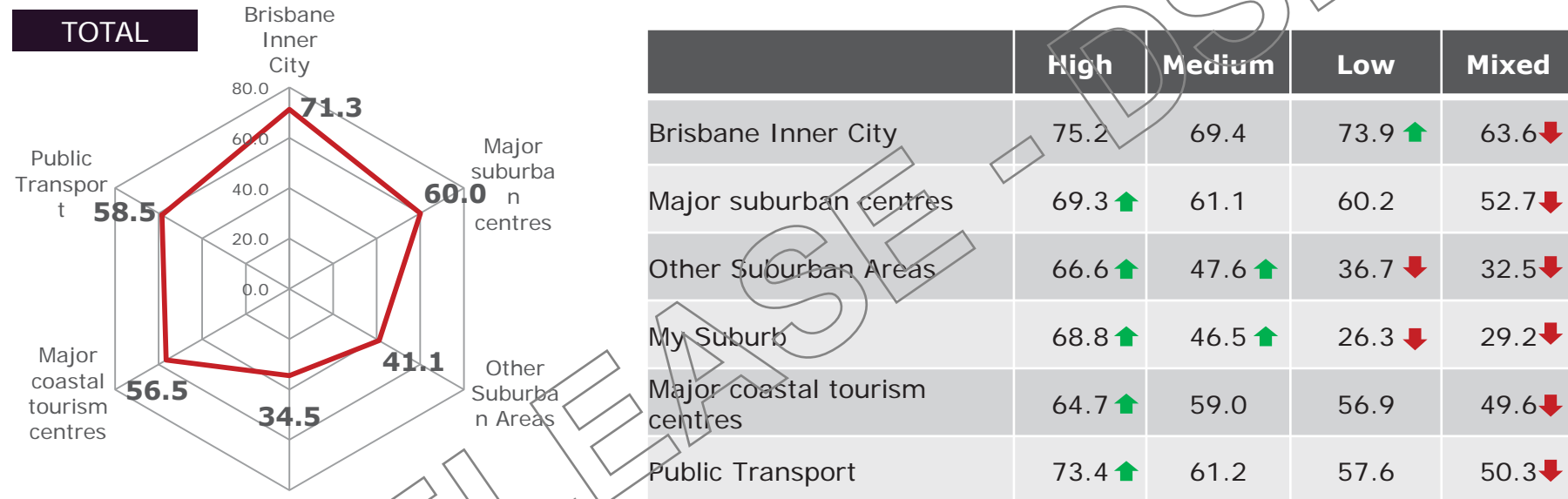


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Those who live in high density suburbs are more likely than others to consider that type of living suitable for other urban landscapes. However, those who described their suburb as mixed density were least likely to consider high density living appropriate for any situation.

### Suitability of High Density Housing by Density of Current Suburb (mean rating)



↑ Significantly more likely than Total SEQ to agree at 95% confidence interval  
 ↓ Significantly less likely than Total SEQ to agree at 95% confidence interval

Q6a/c/e. How well suited do you think high/medium/low density living is to ... (Single response)

Base: All Respondents (n=1004)

Note: Mean scores (out of 100) are charted, where '0' is 'not at all suited' and '100' is 'very well suited'.

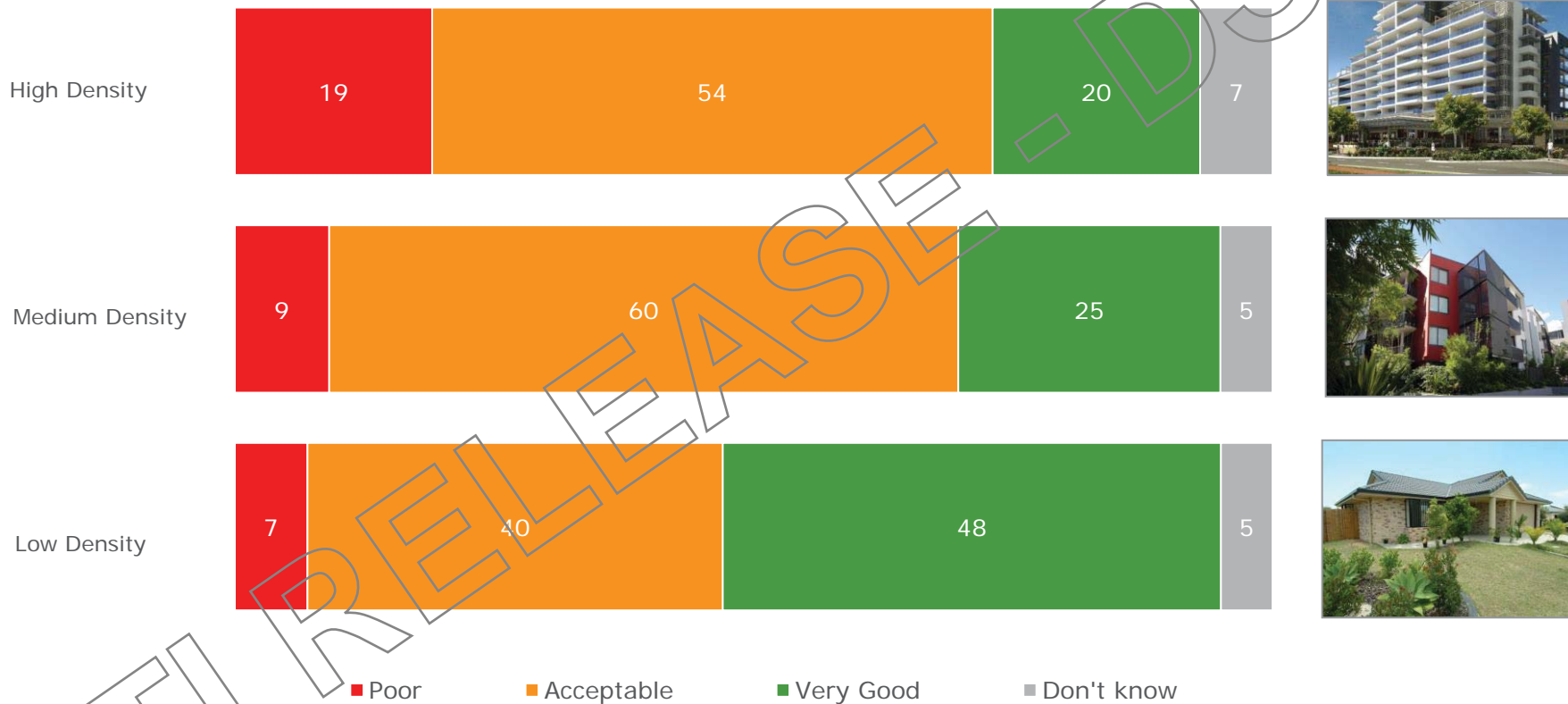


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Residents rate the quality of design in low density developments far more highly than either medium or high density housing.

**Perceptions of quality of design across housing density (%)**



Q6b/d/f. Overall, what is your view on the quality of the design of high/medium/low density developments that you have seen in South East Queensland? (Single response)  
 Base: All Respondents (n=1004)



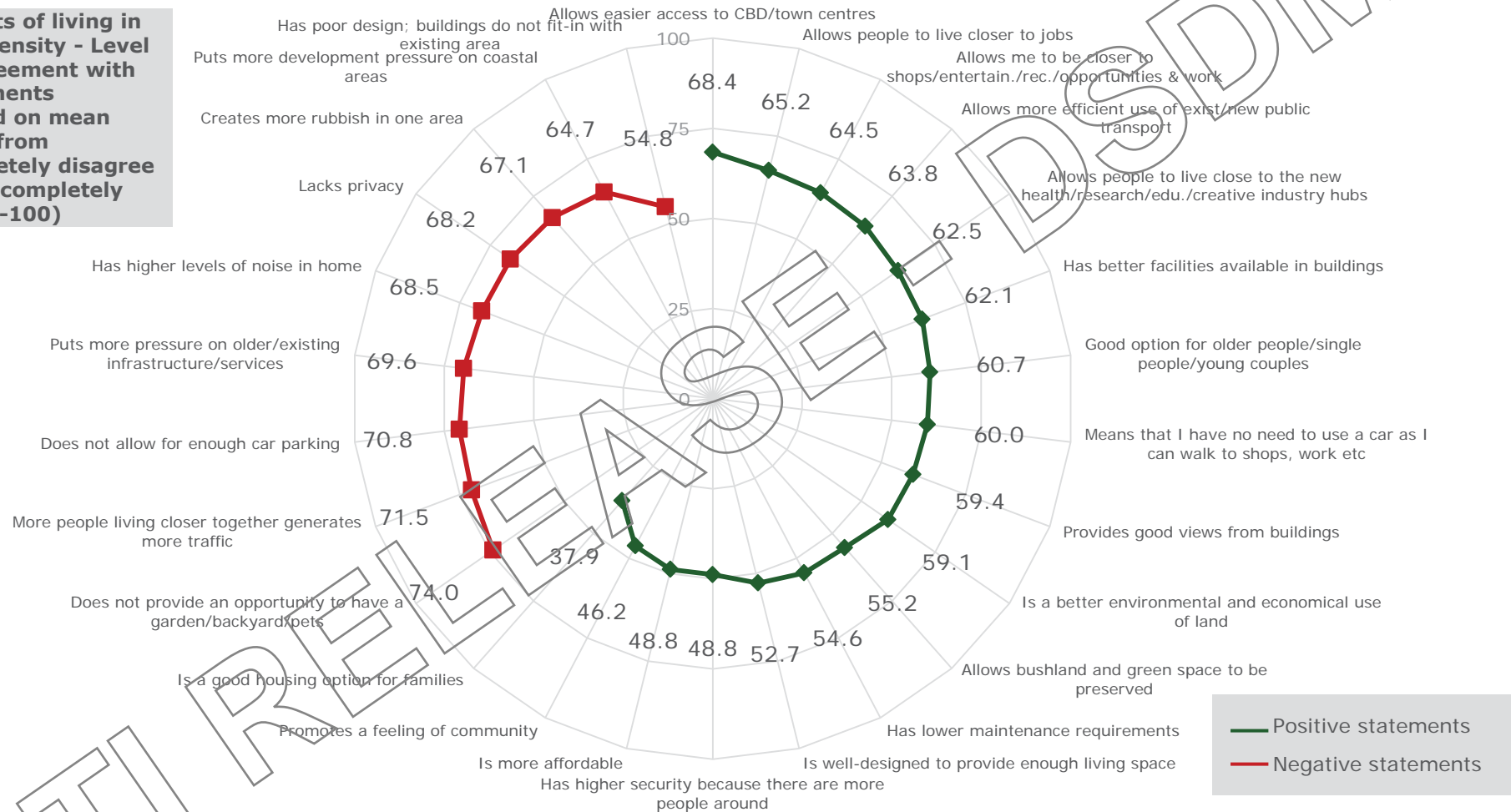
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The main benefits from high density living (based on mean scores) are that allows easier access to CBD/town centres, live closer to jobs, greater proximity to shopping, entertainment and recreational options.

**Aspects of living in high density - Level of agreement with statements (Based on mean score from completely disagree - 0 to completely agree -100)**

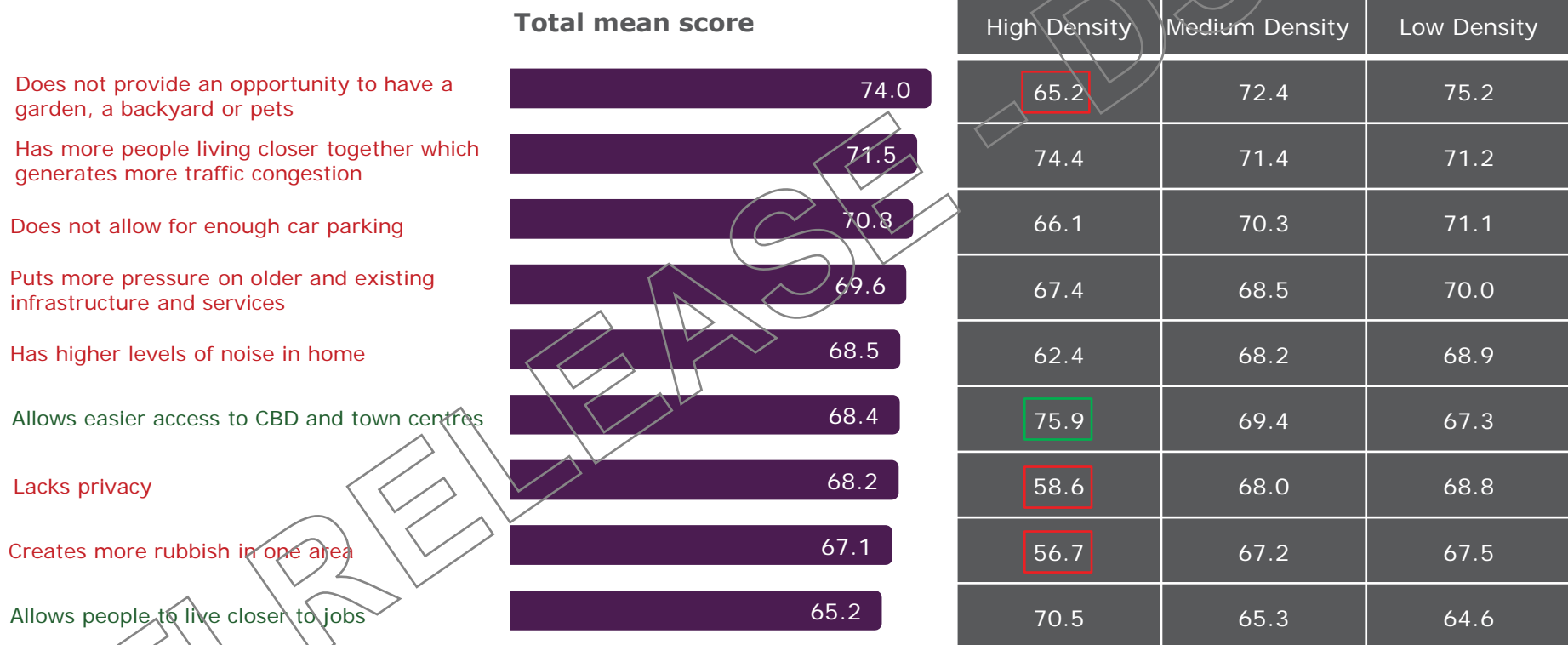


Q7a. Below is a list of different reasons some people have given about different aspects of living in higher density housing. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
 Base: Total Respondents (n=1004); Those currently living in high density (n=41); medium density (n=322); low density (n=615).  
 Note: Mean scores (out of 100) are charted, where '0' is 'completely disagree' and '100' is 'completely agree'.



Overall, the statement with the highest level of agreement was that HD living does not provide for gardens, backyards or pets. However, those who lived in HD living were less likely than others to agree with this statement.

**Aspects of living in high density - Level of agreement with statements (1) (Based on mean score from completely disagree – 0 to completely agree -100)**



  Significantly more/less than Total at 95% confidence interval  
  Significantly more/less than Total at 95% confidence interval



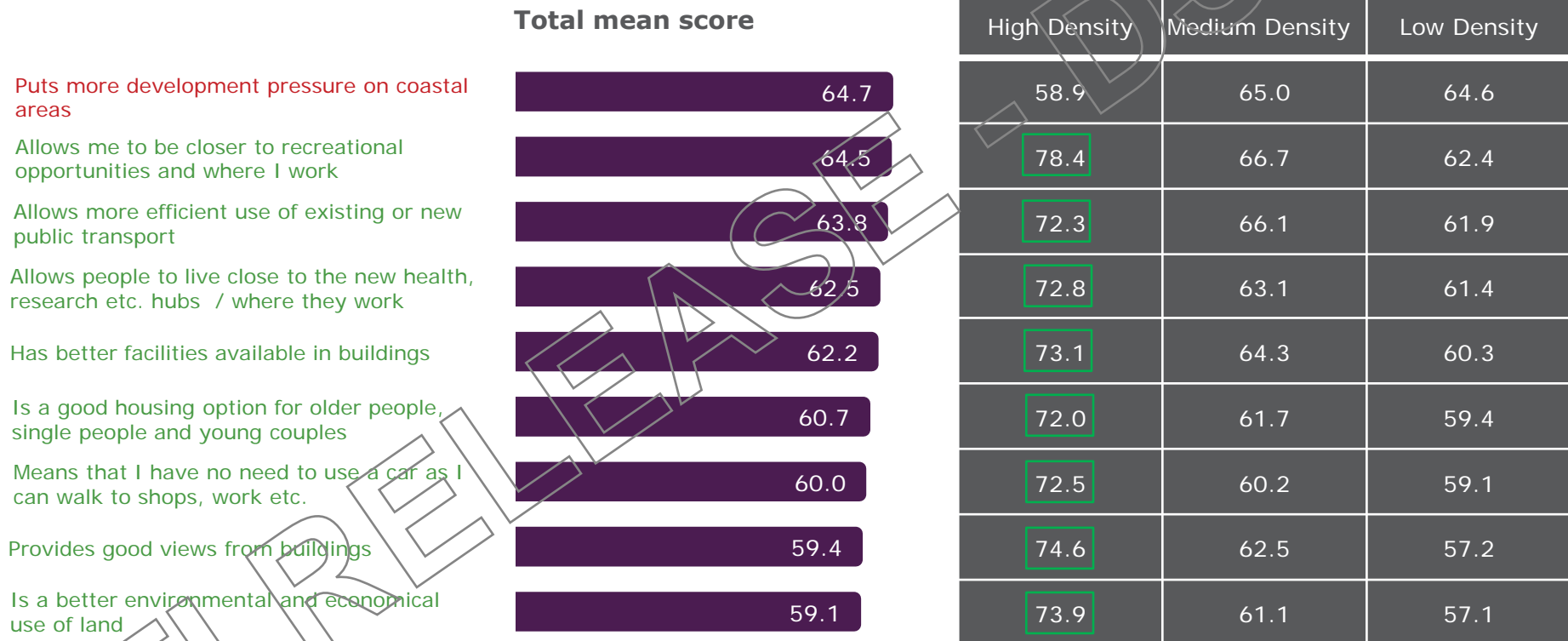
Q7a. Below is a list of different reasons some people have given about different aspects of living in higher density housing. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
 Base: Total Respondents (n=1004); Those currently living in high density (n=41); medium density (n=322); low density (n=615).

Note: Mean scores (out of 100) are charted, where '0' is 'completely disagree' and '100' is 'completely agree'.



High density living is more likely than others to allow access to recreation, work, health and other facilities as well as more efficient use of public transport (as well as less car use).

**Aspects of living in high density - Level of agreement with statements (2) (Based on mean score from completely disagree – 0 to completely agree -100)**



Significantly more/less than Total at 95% confidence interval



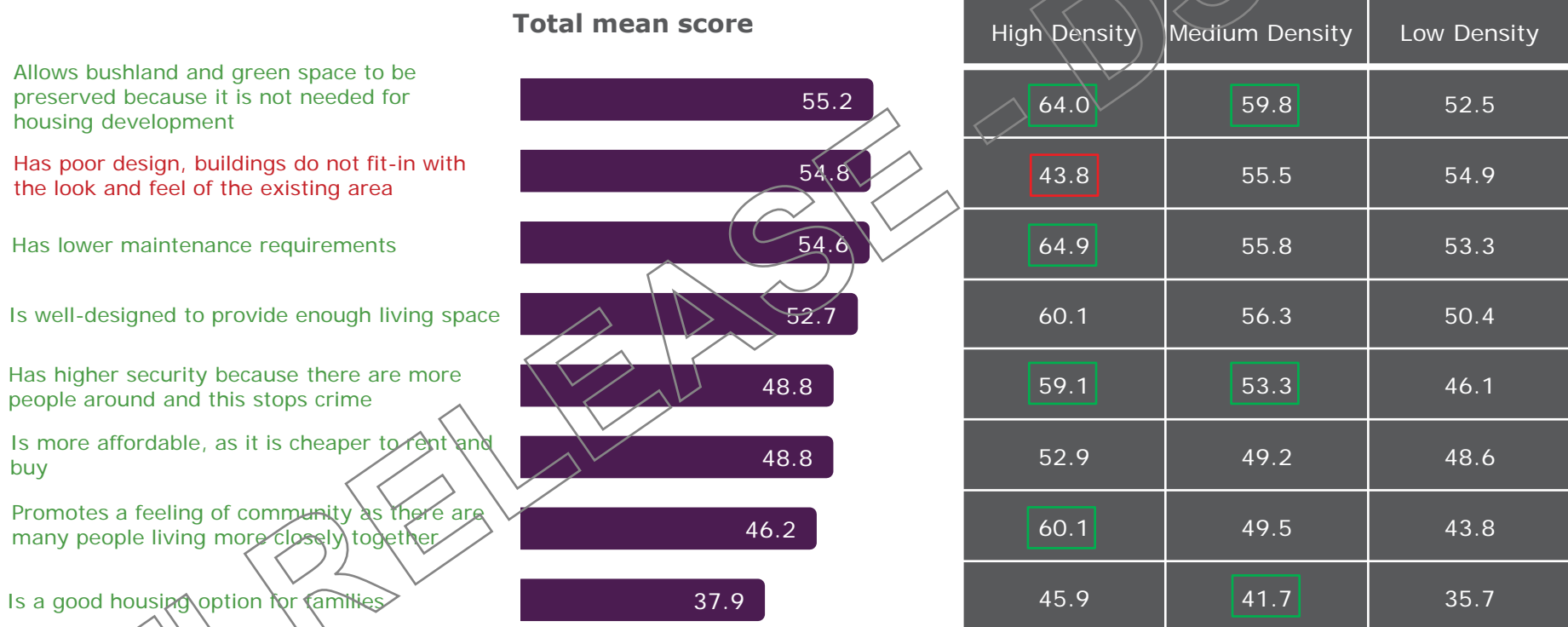
Q7a. Below is a list of different reasons some people have given about different aspects of living in higher density housing. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
 Base: Total Respondents (n=1004); Those currently living in high density (n=41); medium density (n=322); low density (n=615).

Note: Mean scores (out of 100) are charted, where '0' is 'completely disagree' and '100' is 'completely agree'.



Respondents were least likely to agree that HD living is a good housing option for families, or that it promotes a feeling of community as many people are living more closely together.

**Aspects of living in high density - Level of agreement with statements (3) (Based on mean score from completely disagree – 0 to completely agree -100)**



  Significantly more/less than Total at 95% confidence interval  
 



Q7a. Below is a list of different reasons some people have given about different aspects of living in higher density housing. Thinking about your own situation, please move the pointer to the place which indicates how much you agree or disagree with each statement.  
 Base: Total Respondents (n=1004); Those currently living in high density (n=41); medium density (n=322); low density (n=615).

Note: Mean scores (out of 100) are charted, where '0' is 'completely disagree' and '100' is 'completely agree'.



# There are differences between regions in the perceived impact of population growth

## Aspects of living in high density - Statistically significant differences by region (Based on mean score from completely disagree – 0 to completely agree -100)

### North residents...

More likely than Total SEQ to agree statement applies to High Density living:

- Allows me to be closer to shops, entertainment, rec. opportunities and where I work (mean 68.4)
- Allows bushland & green space to be preserved because it is not needed for housing development (mean 60.2)
- Puts more development pressure on coastal areas (mean 70.2)

Less likely than Total SEQ to agree statement applies to High Density living:

- Has more people living closer together which generates more traffic congestion (mean 66.2)

### Metro residents...

Less likely than Total SEQ to agree statement applies to High Density living:

- Has better facilities available in buildings (mean 60.0)

### South residents...

More likely than Total SEQ to agree statement applies to High Density living:

- Provides good views from buildings (mean 63.3)
- Has better facilities available in buildings (mean 66.2)
- Is more affordable, as it is cheaper to rent and buy (mean 53.3)
- Promotes a feeling of community as there are many people living more closely together (mean 49.6)
- Has higher security because there are more people around and this stops crime from happening (mean 54.0)
- Is a good housing option for families (mean 43.4)

### West residents...

More likely than Total SEQ to agree statement applies to High Density living:

- Allows me to be closer to shops, entertainment, rec. opportunities & where I work (mean 72.1)
- Allows easier access to CBD/town centres (mean 76.1)
- Has better facilities available in buildings (mean 70.0)
- Allows more efficient use of existing or new public transport (mean 69.2)
- Allows people to live closer to jobs (mean 70.5)
- Does not provide an opportunity to have a garden, a backyard or pets (mean 79.1)



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Older SEQ residents tend to more strongly agree with the negative aspects of high density living than younger residents.

**Aspects of living in high density - Statistically significant differences by age group  
(Based on mean score from completely disagree – 0 to completely agree -100)**

	TOTAL	<45 years	45+yrs	
Positive Statements	Allows easier access to CBD and town centres	68.4	66.1	70.7
	Allows people to live closer to jobs	65.2	63.9	66.5
	Allows me to be closer to shops, entertainment, rec. opportunities and where I work	64.5	63.5	65.5
	Allows more efficient use of existing or new public transport	63.8	63.0	64.7
	Allows people to live close to new health/research/educ/creative industry hubs where they work	62.5	60.7	64.3
	Has better facilities available in buildings (e.g. gym and pool)	62.1	62.7	61.6
	Is a good housing option for older people, single people and young couples	60.7	62.0	59.4
	Means that I have no need to use a car as I can walk to shops, work, recreation and entertainment	60.0	58.5	61.5
	Provides good views from buildings	59.4	60.0	58.8
	Is a better environmental and economical use of land (i.e. more people are able to live on less land)	59.1	58.5	59.7
	Allows bushland and green space to be preserved because it is not needed for housing development	55.2	56.5	53.9
	Has lower maintenance requirements	54.6	57.3	51.9
	Is well-designed to provide enough living space	52.7	54.0	51.3
	Has higher security because there are more people around and this stops crime from happening	48.8	52.5	45.1
	Is more affordable, as it is cheaper to rent and buy	48.8	50.0	47.6
Negative Statements	Promotes a feeling of community as there are many people living more closely together	46.2	50.2	42.1
	Is a good housing option for families	37.9	42.2	33.4
	Does not provide an opportunity to have a garden, a backyard or pets	74.0	70.4	77.7
	Has more people living closer together which generates more traffic congestion	71.5	66.1	77.0
	Does not allow for enough car parking	70.8	64.9	76.8
	Puts more pressure on older and existing infrastructure and services	69.6	64.2	75.0
	Has higher levels of noise in home	68.5	65.5	71.5
	Lacks privacy	68.2	64.8	71.6
	Creates more rubbish in one area	67.1	62.3	72.0
	Puts more development pressure on coastal areas	64.7	60.7	68.9
Has poor design and, as a result, buildings do not fit-in with the look and feel of the existing area	54.8	51.6	58.1	

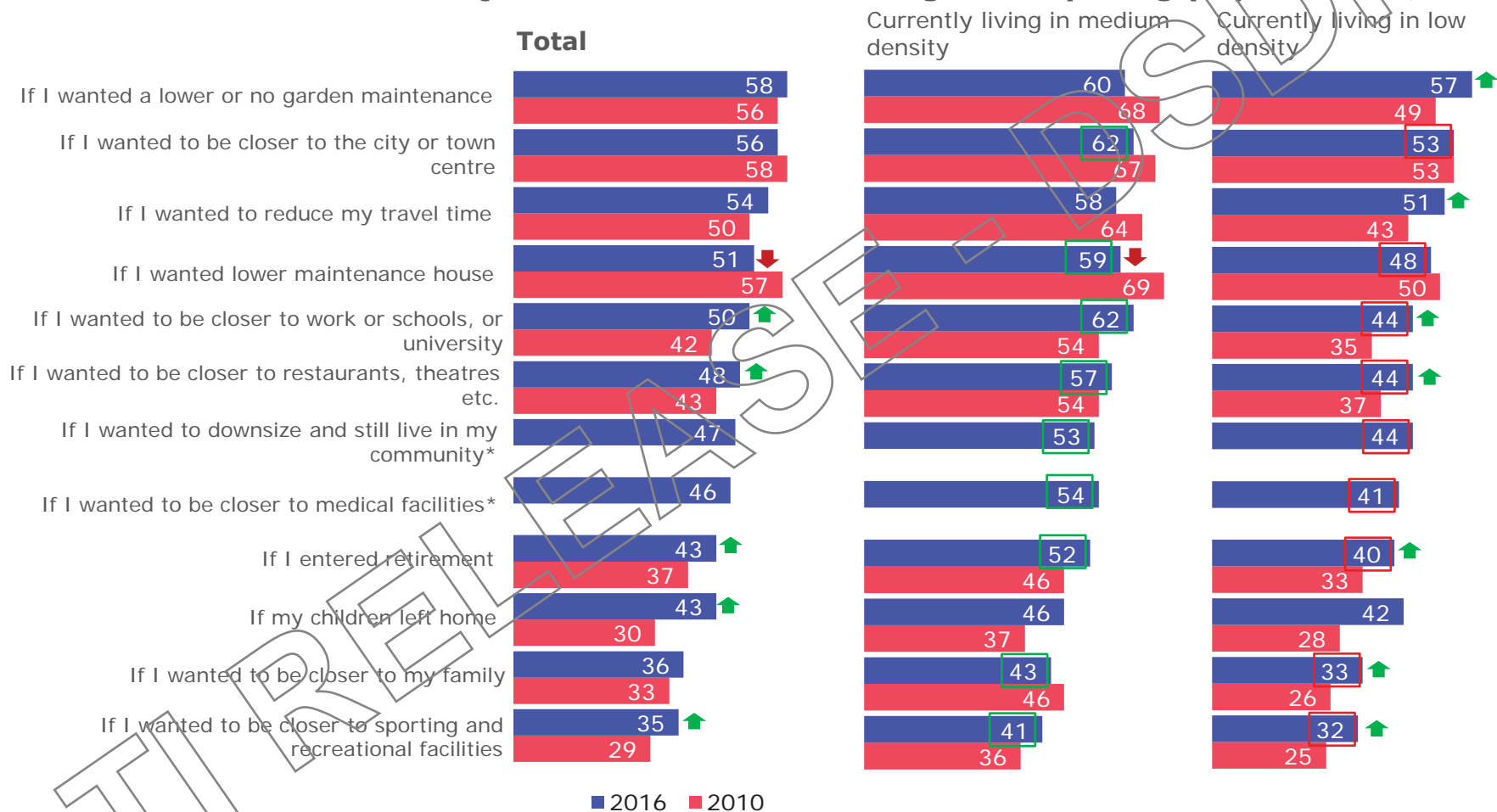


 Significantly more/less likely than Total SEQ to agree at 95% confidence interval  




The three main occasions in which low/medium density residents would consider high density living are to lower garden maintenance, to be closer to the city and to reduce travel time.

### Circumstances under which SEQ residents would consider high density living (%)



Q7b. People choose to live in medium or high density housing for a variety of reasons, including changed circumstances in their lives. Some such circumstances are listed below.

Base: Those not currently living in high density area and the situation applies to them. Base sizes vary for each statement.

\*New statements in 2016.

▲ Significantly more/less than 2010 at 95% confidence interval

□ Significantly more/less than low/medium density at 95% confidence interval



# 5

## Community Preferences for Livability Options





# Summary of Community Preferences for Liveability Options

- Respondents were shown a series of 'liveability' scenarios covering five broad themes – Compact, Well-designed/Amenity, Connected, Investment/Employment, and Sustainable Communities. In each case respondents were asked to choose their preferred option out of the two provided. This was not a trade-off exercise - there were only ever two options compared at one time - hence some apparent contradictions in residents' preferences.
- Overall, residents most strongly preferred the following options (ranked by strength of preference):
  - I'd prefer to live further from the city or town centre in lower density housing (59%)
  - I'd prefer a mix of shops, offices and businesses close to where I live, so I can get to them quickly (54%)
  - I'd prefer that my community is able to change over time to take advantage of new housing and transport technology (51%)
  - I'd prefer a mix of shops, offices and recreational opportunities close to where I live, so that I can get around my community on foot or by bicycle (51%)
  - I'd prefer that development not occur in or around South East Queensland's natural assets (e.g. beaches, bush and rural land) (50%)



The following paragraph introduced respondents to a set of 'liveability' options ...

*As the population in South East Queensland grows and we need to accommodate more people, we will continue to make choices that affect our lifestyle and housing choices.*

*You will be shown a series of options. For each one please think about what it would mean for you personally, and choose your preferred option of the two.*



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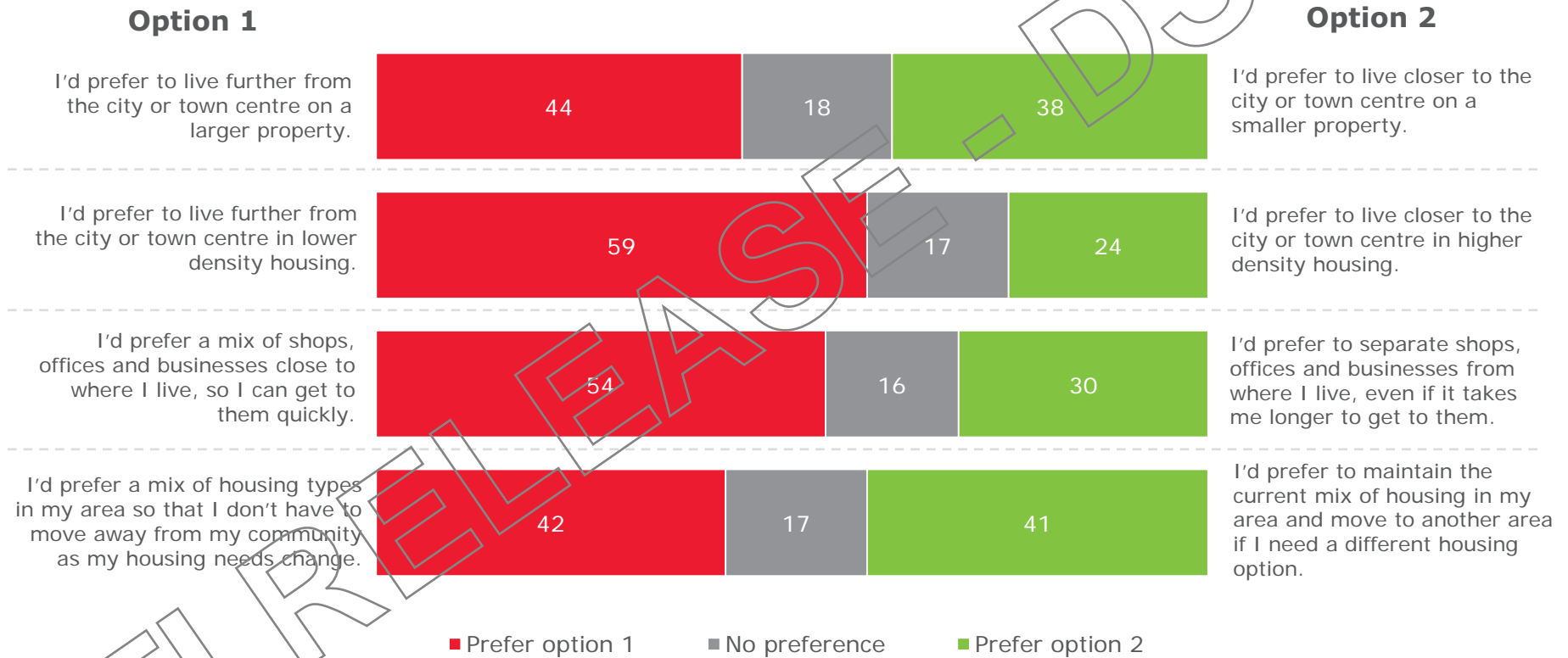
Overall, the strongest preferences were to live further from the city/town centre in lower density housing, with a mix of shops close by.

### Strongest Preferences by theme (%)



Strongest preferences amongst SEQ residents are to live further from the city or town centre in lower density housing and a mix of shops, offices and businesses close to where I live, so I can get to them quickly.

**COMPACT: Livability preferences (%)**



Q8. You will be shown a series of options. For each one please think about what it would mean for you personally, and choose your preferred option of the two.  
Base: Total Respondents (n=1004)



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Strongest preferences amongst SEQ residents are that my community is able to change over time to take advantage of new housing and transport technology, a mix of shops, offices and recreational opportunities close to where I live, so that I can get around my community on foot or by bicycle.

**WELL DESIGNED/AMENITY: Livability preferences (%)**

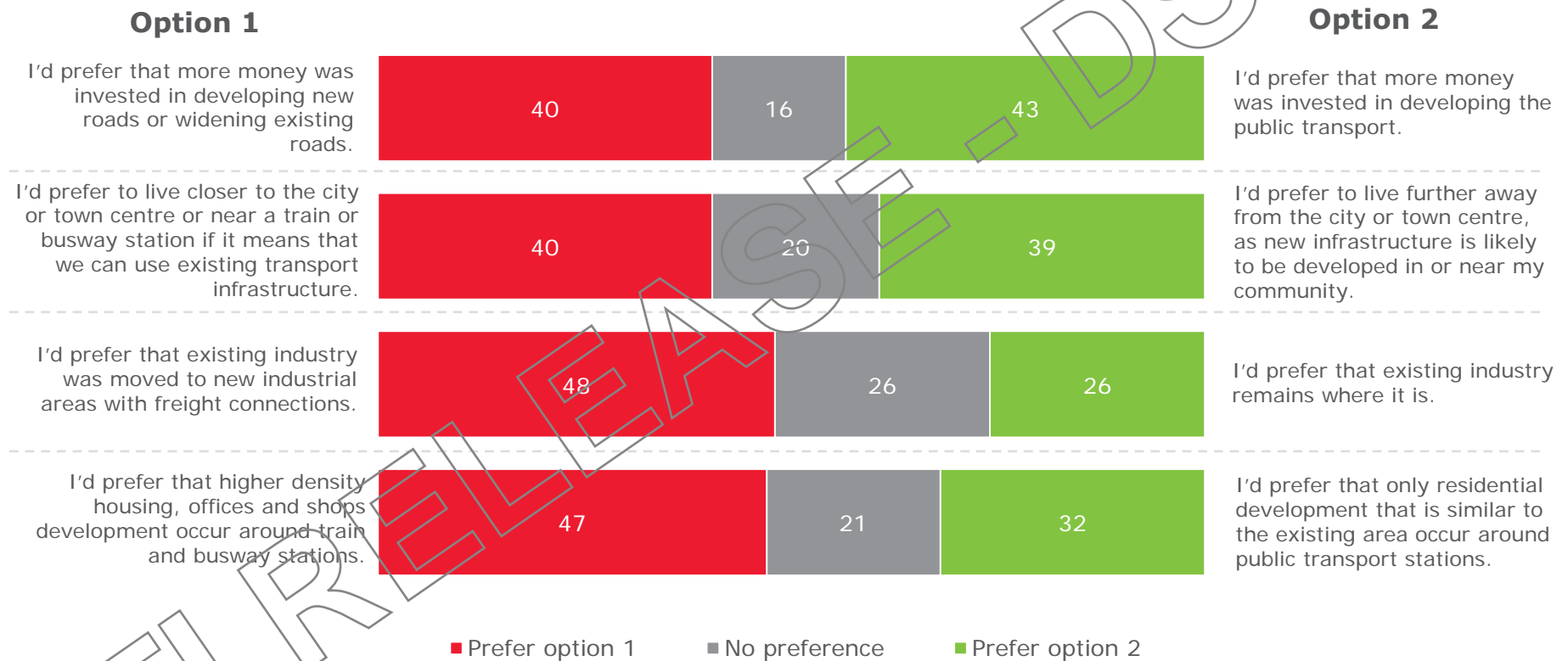


Q8. You will be shown a series of options. For each one please think about what it would mean for you personally, and choose your preferred option of the two.  
Base: Total Respondents (n=1004)



Strongest preferences amongst SEQ residents are that existing industry was moved to new industrial areas with freight connections and that higher density housing, offices and shops development occur around train and busway stations.

**CONNECTED: Livability preferences (%)**



Q8. You will be shown a series of options. For each one please think about what it would mean for you personally, and choose your preferred option of the two.  
Base: Total Respondents (n=1004)



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Strongest preferences amongst SEQ residents are that businesses with new jobs locate together to form employment hubs and that we encourage a range of industries in SEQ. Population growth is preferred if it means a stronger economy, more highly skilled jobs, investment and new industries.

**INVESTMENT/EMPLOYMENT: Livability preferences (%)**

**Option 1**

**Option 2**

I'd prefer businesses with new jobs (e.g. creative, health, research and education industries) locate together to form employment hubs.



I'd prefer that new jobs were located in existing employment areas.

I'd prefer that we encourage a range of new traditional and emerging industries in SEQ.



I'd prefer that we focus on keeping the jobs and industries that already exist in SEQ.

I'd prefer population growth if it meant a stronger economy, more highly skilled jobs, investment and new industries.



I'd prefer a smaller population, and the economy to remain as it is now.

■ Prefer option 1    ■ No preference    ■ Prefer option 2

Q8. You will be shown a series of options. For each one please think about what it would mean for you personally, and choose your preferred option of the two.  
Base: Total Respondents (n=1004)



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Strongest preferences amongst SEQ residents are that development not occur in or around South East Queensland's natural assets and that rural communities kept the size and shape of the town the same, and protect surrounding land for rural production.

**SUSTAINABLE COMMUNITIES: Livability preferences (%)**



Q8. You will be shown a series of options. For each one please think about what it would mean for you personally, and choose your preferred option of the two.  
Base: Total Respondents (n=1004)





# 6

## Community Preferences for Engaging with Government on Population Growth



The following paragraph introduced respondents to the conversation about regional planning as follows...

*The Queensland Government is about to embark on a conversation with the community about regional planning in South East Queensland as they review the current SEQ Regional Plan.*

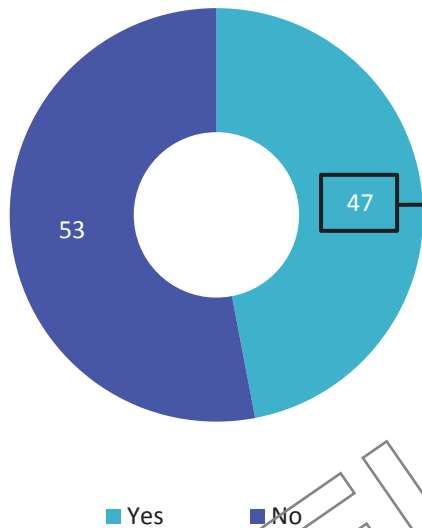


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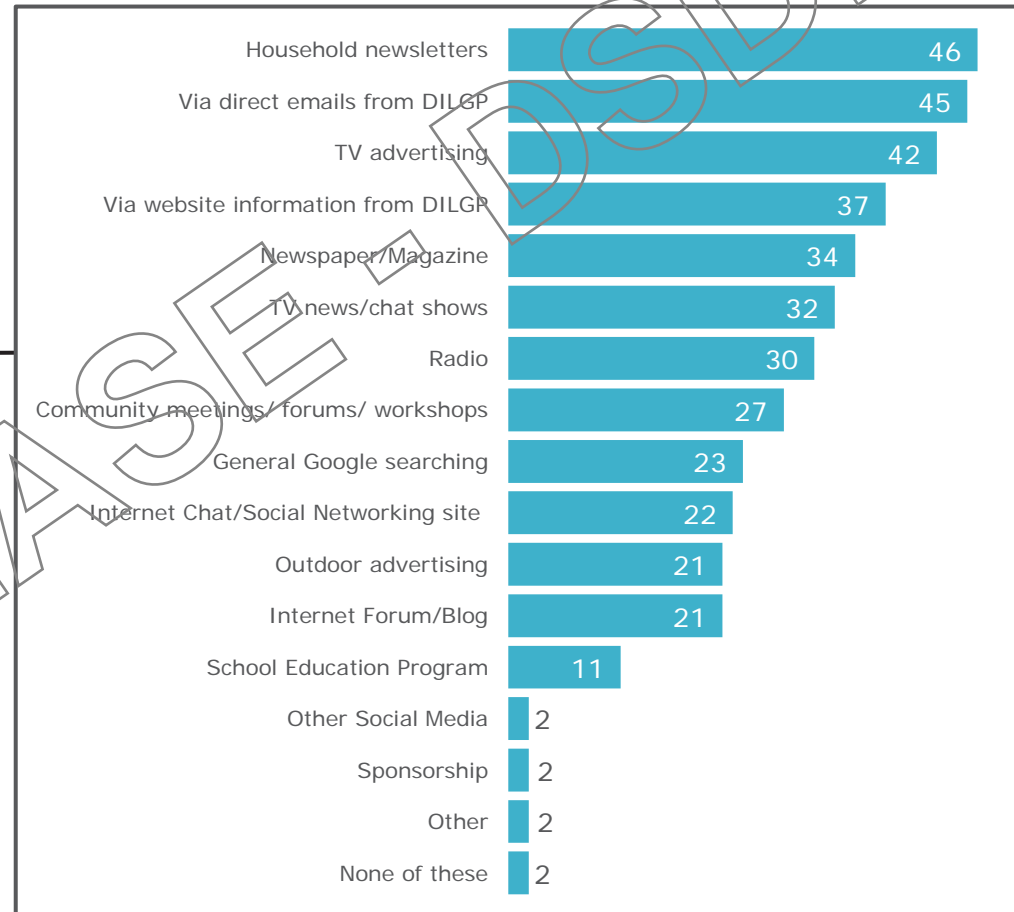


Just under half of SEQ resident would like to be involved in the SEQ Regional Plan conversation primarily via newsletters and direct emails.

**Whether residents would like to be involved (%)**



**Communication channel preferences (%)**



Q9a. Would you like to be involved in that conversation?

Base: Weighted: Total Respondents (n=1004)

Q9b. How would you like to remain informed and receive information about regional planning issues in the future?

Base: Those who would like to be involved in the conversation (n=492).



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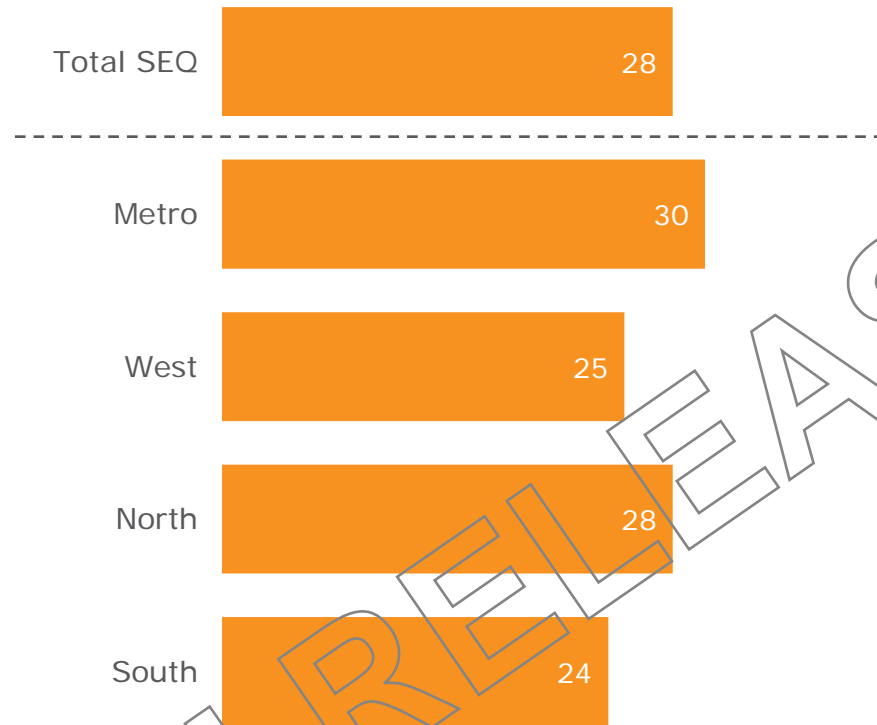
# 7

## Community Attitudes to Regional Planning in South East Queensland



Almost three in ten SEQ residents were aware of the SEQ Regional Plan.

**Awareness of SEQ Regional Plan (% yes)**



- Significantly higher amongst:**
- Those who live in a high density suburb (44% aware).
  - Empty nesters (42% aware).
  - Those who have lived in SEQ for more than 10 years (32% aware)
  - Those currently not working (32% aware).
  - Those who earn less than \$50k per year (32% aware).

- Significantly lower amongst:**
- Those aged under 45 years (19% aware).
  - Those currently living in a group household (13% aware).

Q2a The South East Queensland Regional Plan is how the State Government seeks to manage population growth in South East Queensland. Prior to today, had you heard of this plan?  
 Base: Total Respondents (n=1004).

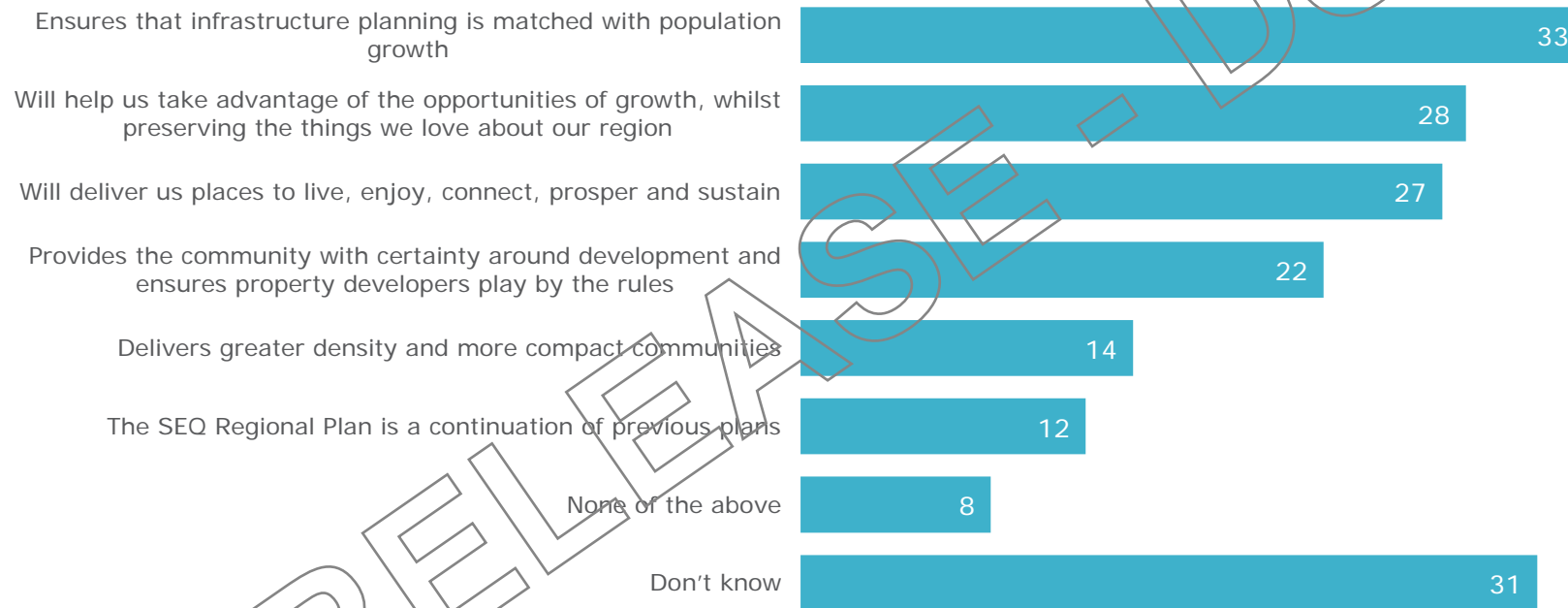


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SEQ residents consider a successful SEQ Regional plan as one that ensures infrastructure growth is matched with population growth, takes the opportunities available while preserving the things that are loved, and delivers places to live enjoy, connect, prosper and sustain.

**Elements of a successful SEQ Regional Plan (%)**



Q2b. Which of the following statements would you say best describes a successful South East Queensland Regional Plan (SEQ Regional Plan)?

Base: Total Respondents (n=1004).



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# 8

## Conclusions and Implications



# Priorities to Safe-Guard Our Quality of Life

- The residents of South East Queensland enjoy living in the region strongly believe they live a great quality of life.
  - And a large proportion of residents believe their quality of life has improved over the past 5 years.
- Great weather, improved infrastructure and facilities, parks and entertainment facilities/options have all contributed to the feeling that residents' quality of life has improved.
- At the same time some people feel their quality of life as decreased due to perceptions of overcrowding, crime and personal safety concerns to some degree associated with population growth.
- Queensland has a variety of qualities which make it an attractive place to live, and which are believed to be contributing to Queensland's population growth. These qualities are primarily related to 'Compact' aspects.
- While residents agree that their region has fantastic weather, a relaxed lifestyle, plenty of green space, easy access to great beaches, rainforest and city centres, other factors are shown to have more actual impact on residents' overall quality of life. Therefore, it is the following factors which can be considered priorities for safe-guarding into the future across South East Queensland alike:
  - I have easy access to open space and recreation areas.
  - I can afford to live in South East Queensland.
  - Good schools and universities are easily accessible.
  - It's easy to get around my community.
  - My family and I feel safe when out and about.
  - There are a range of housing options to choose from
  - Beaches, bushland and city are all easily and quickly accessible.
- Any changes in residents' perceptions of these factors will have the biggest flow-on effect in terms of changing overall quality of life perceptions.



# Overall Perceptions of Population Growth

- Residents are clearly concerned about the impact of population growth in South East Queensland. This was found to be the case in the 2010 Queensland Management Growth Survey and continues to be so. However, attitudes amongst residents towards population growth have changed since 2010 with statistically significant shift towards the view that population growth is great for South East Queensland.
- The main top of mind benefits for South East Queensland are economic in nature – increased infrastructure, development, competition as well as business and job opportunities. But cultural diversity, improved entertainment, health care, schooling are all also mentioned.
- Their main top of mind concerns are around increased traffic congestion, over crowding, stress on existing infrastructure/ essential services, less affordable housing , increased unemployment and an increased crime rate.
- When prompted, options for shopping, entertainment, education and sport/recreation are expected to change for the better with a growing population, and these sentiments are stronger than 2010. Expectations are that housing availability, green space, traffic congestion, public transport, quality of life, standard/cost of living will change for the worse with population growth. However, for each of these, there has been statistically significant shift since 2010 towards the view that they will change for the better.
  - It may be that some of negativity stems from people thinking of the current infrastructure and services stretching to cater for a larger population, and not how these would develop in tandem with a growing population.



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# Key Influences on Views of Population Growth

- Residents living in the South and West tend to be more optimistic on the effects of population growth on Compact, Well-designed/Amenity, Connected, Investment/Employment and Sustainable Communities attributes.
  - People aged up to 34 years also tend to be more optimistic across the themes.
- There are a number of factors influencing residents' views of whether population growth will be a good or a bad thing for their region. The key overall influences, are:
  - My personal quality of life (*in particular*),
  - Our public transport system,
  - Natural environment,
  - Availability of jobs,
  - Retail shopping options, and
  - Availability of entertainment options.
- The most effective way to positively influence community views on population growth is to inform the community of strategies or plans in place to manage these key drivers.
  - My personal quality of life is clearly the most important factors contributing to positive perceptions of population growth. It will be important that strategies address how Government will maintain/enhance these drivers to offset negative concerns about population growth in South East Queensland.



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# Liveability Preferences

- Past research shows that the people of South East Queensland consider it inevitable that population growth will bring with it higher density living. Resident perceptions about the suitability of high density living in different urban landscapes has not changed much since 2010. The 'NIMBY' principle still applies.
  - There are some differences in the perceived suitability of HD living in specific urban landscapes on the basis of respondent age, the region in which they live and the density of existing suburb/home.
- High density living is considered more suitable for people living in the inner city, major suburban and coastal tourism centres. It will be more palatable if higher density is concentrated in these landscapes and medium density living is used to 'open up' residents to the potential benefits of increased density living.
- However, higher density living conjures up images of crowding, lack of space and privacy, no back yard, noisy neighbours and importantly, concerns about security.
- These concerns, while existing, tend to be weaker amongst those already live in high density urban landscapes.
  - As such, community education on what higher density can look like and what its benefits will be required to help overcome these perceptions.
- When asked to choose between different livability options, it becomes clear that residents are somewhat polarised. Relatively strong, but not overwhelming support, exists for living in low density housing away from town/CBD; a mix of retail/commercial close by/accessible by foot/bike; the community adapts to take advantage of new housing/transport technologies, and that development happens away from our natural assets.



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# 9

## Appendix: Community Preferences for Livability Options by Age Group



# COMPACT: Livability preferences by Age Group

		Total	18 – 24 years	25 – 34 years	35 – 44 years	45 – 54 years	55 – 64 years	65+ years
<b>A1</b>	I'd prefer to live further from the city or town centre on a larger property.	44%	21%	54%	52%	48%	45%	38%
	No preference	18%	25%	18%	18%	16%	13%	16%
	I'd prefer to live closer to the city or town centre on a smaller property.	38%	54%	28%	30%	36%	42%	46%
<b>A2</b>	I'd prefer to live further from the city or town centre in lower density housing.	59%	40%	49%	57%	62%	69%	72%
	No preference	17%	25%	21%	19%	13%	12%	12%
	I'd prefer to live closer to the city or town centre in higher density housing.	25%	35%	30%	24%	25%	19%	16%
<b>A3</b>	I'd prefer a mix of shops, offices and businesses close to where I live, so I can get to them quickly.	54%	38%	61%	55%	52%	60%	54%
	No preference	16%	27%	17%	17%	16%	11%	12%
	I'd prefer to separate shops, offices and businesses from where I live, even if it takes me longer to get to them.	30%	35%	22%	29%	32%	29%	34%
<b>A4</b>	I'd prefer a mix of housing types (e.g. stand-alone houses, townhouses, units, apartments, or retirement housing) in my	42%	45%	42%	34%	42%	40%	49%
	No preference	17%	29%	18%	19%	17%	11%	10%
	I'd prefer to maintain the current mix of housing in my area and move to another area if I need a different housing option	41%	26%	40%	47%	41%	50%	41%



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# WELL DESIGNED/AMENITY: Livability preferences by Age Group

	Total	18 – 24 years	25 – 34 years	35 – 44 years	45 – 54 years	55 – 64 years	65+ years
<b>B1</b> I'd prefer to have more people living in existing urban areas in higher density housing (e.g. town houses, units and apartment)	31%	39%	32%	34%	24%	28%	28%
No preference	23%	30%	22%	24%	23%	23%	19%
I'd prefer that we allowed new housing on the edges of our urban areas, even if we spend more time travelling.	46%	30%	46%	41%	53%	49%	53%
<b>B2</b> I'd prefer that new buildings or developments are designed to look similar to existing areas.	48%	27%	38%	46%	58%	55%	62%
No preference	21%	35%	25%	23%	14%	17%	14%
I'd prefer that new buildings or development not be required to fit into the existing character of developed areas.	31%	38%	38%	31%	28%	28%	24%
<b>B3</b> I'd prefer that my community is able to change over time to take advantage of new housing and transport technology.	51%	41%	51%	51%	46%	57%	57%
No preference	20%	33%	21%	22%	22%	15%	12%
I'd prefer that my community stays the same even if this means that housing does not adapt to changes.	29%	26%	28%	27%	32%	28%	31%
<b>B4</b> I'd prefer a mix of shops, offices and recreational opportunities close to where I live, so that I can get around my com	51%	40%	59%	56%	47%	46%	53%
No preference	19%	38%	19%	17%	16%	17%	14%
I'd prefer keeping shops, offices and recreational opportunities at a distance from where I live, and that I drive to get to them.	30%	21%	22%	28%	37%	36%	33%



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# CONNECTED: Livability preferences by Age Group

	Total	18 – 24 years	25 – 34 years	35 – 44 years	45 – 54 years	55 – 64 years	65+ years	
<b>c1</b>	I'd prefer that more money was invested in developing new roads or widening existing roads	40%	17%	45%	39%	43%	44%	47%
	No preference	16%	26%	20%	17%	15%	10%	12%
	I'd prefer that more money was invested in developing the public transport.	43%	57%	35%	44%	42%	46%	41%
<b>c2</b>	I'd prefer to live closer to the city or town centre or near a train or busway station if it means that we can use exist	40%	38%	43%	37%	48%	36%	38%
	No preference	20%	27%	23%	23%	16%	17%	18%
	I'd prefer to live further away from the city or town centre, as new infrastructure is likely to be developed in or near	39%	36%	34%	41%	37%	47%	44%
<b>c3</b>	I'd prefer that existing industry was moved to new industrial areas with freight connections.	48%	38%	40%	41%	51%	56%	61%
	No preference	26%	34%	33%	30%	24%	19%	15%
	I'd prefer that existing industry remains where it is.	26%	28%	26%	29%	26%	26%	24%
<b>c4</b>	I'd prefer that higher density housing, offices and shops development occur around train and busway stations.	47%	38%	48%	41%	47%	49%	54%
	No preference	21%	29%	25%	22%	20%	20%	14%
	I'd prefer that only residential development that is similar to the existing area occur around public transport stations	32%	34%	27%	36%	33%	31%	31%

# INVESTMENT/EMPLOYMENT: Livability preferences by Age Group

		Total	18 – 24 years	25 – 34 years	35 – 44 years	45 – 54 years	55 – 64 years	65+ years
<b>D1</b>	I'd prefer businesses with new jobs (e.g. creative, health, research and education industries) locate together to form employment hubs	47%	43%	44%	45%	47%	52%	51%
	No preference	22%	43%	23%	23%	19%	17%	16%
	I'd prefer that new jobs were located in existing employment areas.	31%	14%	33%	32%	34%	31%	34%
<b>D2</b>	I'd prefer that we encourage a range of new traditional and emerging industries in SEQ.	51%	29%	48%	50%	50%	61%	65%
	No preference	19%	29%	22%	20%	18%	15%	11%
	I'd prefer that we focus on keeping the jobs and industries that already exist in SEQ.	30%	42%	30%	30%	32%	24%	24%
<b>D3</b>	I'd prefer population growth if it meant a stronger economy, more highly skilled jobs, investment and new industries	49%	32%	44%	51%	46%	54%	59%
	No preference	17%	23%	22%	16%	15%	12%	12%
	I'd prefer a smaller population, and the economy to remain as it is now.	35%	45%	34%	32%	39%	34%	29%



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# SUSTAINABLE COMMUNITIES: Livability preferences by Age Group

		Total	18 – 24 years	25 – 34 years	35 – 44 years	45 – 54 years	55 – 64 years	65+ years
E1	I'd prefer that development not occur in or around South East Queensland's natural assets (e.g. beaches, bush and rural	50%	25%	50%	53%	51%	54%	58%
	No preference	13%	22%	17%	17%	11%	9%	6%
	I don't mind if development occurs on available land, so long as it is done responsibly.	37%	53%	33%	31%	38%	38%	37%
E2	I'd prefer that rural communities kept the size and shape of the town the same, and protect surrounding land for rural p	47%	45%	47%	46%	44%	48%	51%
	No preference	17%	23%	21%	19%	15%	15%	9%
	I'd prefer that rural communities were able to grow.	36%	32%	33%	35%	41%	36%	39%
E3	I'd prefer that the social connections within existing communities, towns and cities were enhanced through investment in existing arts, recreation, education, health, public safety and social housing facilities.	41%	35%	47%	39%	46%	36%	39%
	No preference	31%	45%	27%	29%	25%	36%	27%
	I'd prefer that <u>new</u> investments are made in arts, recreation, education, health, public safety and social housing facilities.	29%	20%	26%	33%	29%	28%	34%
E4	I'd prefer to live further out from the city or town centre and pay less for housing, but more for living costs like transport.	45%	18%	47%	52%	47%	49%	51%
	No preference	22%	39%	22%	21%	15%	21%	18%
	I'd prefer to live closer to the city or town centre and pay more for housing but have greater convenience, and pay less for living costs and transport.	33%	43%	31%	27%	38%	30%	31%

# Thank you

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