

Living in Melbourne July 2024

Ipsos reference: 23-082989-02 Life in Melbourne study
Release Date: 18 July 2024

This disclosure statement complies with the Australian Polling Council Code of Conduct.*

| Short Methodology Disclosure Statement | | |
|--|---|---|
| F1a. | Research company conducting the research | Ipsos |
| F1b. | Client commissioning the research | Committee of Melbourne |
| F1c. | Name of end client | As above |
| F1d. | Fieldwork dates | 24/04/2024 – 04/06/2024 |
| F1e. | Data collection methodology and (F1f.) split | Online self-completion |
| F1g. | Target population | Adults aged 18+, currently living in Greater Melbourne |
| F1h. | Sample size | n= 1,000 |
| F1i. | Compliant with Australian Polling Council Code. | Yes |
| F1j. | URL for Long Methodology Disclosure Statement | https://www.ipsos.com/en-au/disclosure_statements |
| F1k. | Voting intention published | Not applicable |

| Long Methodology Disclosure Statement | | |
|---|--|---|
| F2a. | Effective sample size after weighting | Effective sample size = 986 |
| F2b. | Error margin associated with the effective sample size for the research. | +/- 3.1% |
| F2c. | Variables used for weighting, population data source | Data was weighted by age and gender, using the most recent Estimated Residential Population (ERP) demographic information available (at time of survey) from the Australian Bureau of Statistics (ABS). |
| F2d. | Weighting methodology used | Cell weighting |
| F2e. | Full question text | See below |
| F2f. | **Prior questions which may have materially influenced results | Not applicable |
| F2g. | **Proportion of completed phone interviews by type | Not applicable |
| F2h. | **Source of online sample used. | Online panel |
| <i>**If voting intention is published</i> | | |
| G2b. | Ability to provide 'undecided' response | Not applicable |
| G2c. | Do voting intention figures exclude 'undecided' | Not applicable |
| G2e. | Method of calculating 2PP | Not applicable |

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

Full question text (F2e.)

The following questions form the basis of this report: *All response options are visible to respondents with response options randomised to avoid selection biases.*

Screening Questions:

SQ1. Which of the following best describes how you think of yourself? (Gender)

SQ2. Which of the following age groups do you belong to?

SQ3. What is the postcode where you live?

SQ4. Which of the following best describes you? (Employment options)

Experience living in Melbourne:

Q1 How long have you been living in Melbourne for?

Q2 Why have you chosen to live in Melbourne, and / or what keeps you living in Melbourne?

Q3 Will you remain living in Melbourne?

Q4 Why are you planning to leave Melbourne in the next 12 months?

Q5 Thinking about your life in Melbourne overall, how satisfied are you with your quality of life in Melbourne?

Q6 Please think about the overall quality of life in Melbourne, including housing, food, transport, recreation and travel. How would you rate the quality of life in Melbourne compared to 12 months ago?

Q7 Do you expect your quality of life in Melbourne to be better or worse 12 months from now?

Q8 The next question asks you to rate the importance you place on different attributes when you are choosing an area to live in. On a scale of 0-10, where 0 is very low importance and 10 is very high importance, how important do you think each of the following attributes are when choosing where you will live?

Q9 Now, we would like you to think about how your local area (including the places you spend a lot of time in Melbourne) performs on the same attributes. On a scale of 0-10, where 0 is very poor performance and 10 is excellent performance, how well does your local area and areas you frequent perform on each of the following attributes?

Q10 What would you say are the three most important issues facing Melbourne today?

Connectivity & Mobility:

Q11 How important to you is it to live close to where you work or study?

Q12 Excluding work or study, which of the following modes of transport do you use regularly (at least once a month) to travel around Melbourne? This could be to see friends or family, go shopping etc.

Q13 Is it possible for you to work from home in your current job?

When we say possible, think about practicalities as well as workplace policies.

Q14 How would you rate the work from home flexibility of your workplace?

Please think about the flexibility you have to work from home, as well as the ability to work at the times of day that suit you etc.

Q15 In a typical week, how often do you work from home?

Q16 Which of the following modes of transport do you use to travel to work or study?

Select all that apply that you regularly use.

Q17 Approximately how long does your commute to work or study take on a typical day?

Please combine your travel to and from.

Q18 Thinking about vehicles, which of the following apply to you?

Q19 Which of the following, if any, are barriers to you catching public transport in Melbourne? Please select all that apply.

Q20 How much do you support or oppose current transport infrastructure projects taking place in Melbourne?

Housing & Liveability:

Q21 To what extent do you agree or disagree with the following statements?

Q22 As Melbourne's population increases, there will be a need to build more homes. This can be done either by increasing density in existing suburbs or through new construction on the outskirts of the city.

Q23 To what extent do you support or oppose increasing urban density in Melbourne if it means that...

Community Connections:

Q24 Thinking about your life in Melbourne over the previous 12 months, please answer the following statements on a scale from 'strongly agree' to 'strongly disagree'.

Q25 Thinking about your life in Melbourne over the past 6 months, have you regularly participated in any of the following activities?

Q26 Do you find you regularly experience any of the following barriers to participating in events and activities Melbourne has to offer that you are interested in?

Sustainability:

Q27 For each of the following statements, please indicate if you have already done this, are planning to do this, have considered it, have not considered it or would not do it.

Q28 How concerned are you about...

Employment:

Q29 Thinking about your current working situation, to what extent do you agree or disagree that...

Q30 For the following industries, how do you think Melbourne compares with other cities in terms of expertise and innovation?

Demographics:

Q31 What is the highest level of education that you have completed? Please select one only

Q32 How many people are there living in your household, including yourself? *Please enter number*

Q33 Which of the following best describes your household

Q34 Do you rent or own the home in which you live?

Q35 What is your approximate annual household income before tax? That is, the combined income of all members of your household.

Q36 Which of the following best describes your current residency status in Australia?

Q37 Are you of Aboriginal or Torres Strait Islander origin?

Q38 In which country were you born?

Q39 Do you speak a language other than English at home? If so, please select which one(s).

Questions asked prior which may have materially influenced results (F2f.)

Not applicable.