

## Life In Australia 2021

Ipsos reference: General Marketing  
Release Date: 29 November 2021

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	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	As above
F1d.	Fieldwork dates	Day 02/08/2021 – Day 23/08/2021
F1e.	Data collection methodology and (F1f.) split	Online (100%), self-completion
F1g.	Target population	Australian adults aged 18+
F1h.	Sample size	n= 10,939
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	<a href="https://www.ipsos.com/en-au/disclosure_statements">https://www.ipsos.com/en-au/disclosure_statements</a>
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = 6,184
F2b.	Error margin associated with the effective sample size for the research.	The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For information on the Ipsos use of credibility intervals, visit: : <a href="https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf">https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf</a>
F2c.	Variables used for weighting, population data source	Australian Population by gender, age, location – ABS data
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	Q1. From the list below, please select the five attributes that you believe are most important to make somewhere a good place to live. [RANDOMISE] <ol style="list-style-type: none"> <li>1. Affordable decent housing</li> <li>2. Good job prospects</li> <li>3. High quality education opportunities</li> <li>4. High quality health services</li> <li>5. Reliable and efficient public transport</li> <li>6. A lack of road congestion</li> <li>7. Making your way to and from services such as employment, education and healthcare with relative ease</li> <li>8. Social cohesion (e.g. acceptance of multiculturalism, religious groups living in harmony, etc)</li> <li>9. Opportunity for all</li> <li>10. A strong sense of community</li> </ol>

## Long Methodology Disclosure Statement

		<p>11. Access to the natural environment (e.g. rivers, beaches, forests, parks, green spaces)</p> <p>12. Cultural facilities such as museums, galleries, festivals</p> <p>13. The ability to view and participate in sports and recreation</p> <p>14. Feeling safe</p> <p>15. A prosperous economy</p> <p>16. A diverse range of shopping, leisure and dining experiences</p> <p>Q5. 5. On a scale from 0 to 10, where 0 is very poor performance and 10 is excellent performance, how well does your local area perform on each of the following attributes? [THE SIXTEEN ATTRIBUTES ARE TO BE RANDOMISED AND DISPLAYED IN THE ROWS.]</p>
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.	Not applicable / Respondents selected from existing panels of people agreeing to take part in surveys, River sampling, opt-in
<b>** If voting intention is published</b>		
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.)**

Add text here – **Note requirement of Code: The full question text for questions which are published, including any preamble, and whether response categories were visible/read to participants and whether the response categories were presented in random order or not**

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

Not applicable / Add text here – **Note requirement of Code: If any questions were asked prior to the questions which are published which may have materially influenced results, these prior questions should also be published.**

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