IPSWICH INSIDER

IPSWICH
ACCORDING TO YOU

943 of you took part in this 2026 survey.

IPSWICH INSIDER

Where do you call home?

Ipswich Insider readers come from right across the city, with 72 Ipswich suburbs and localities represented.

THE NUMBERS

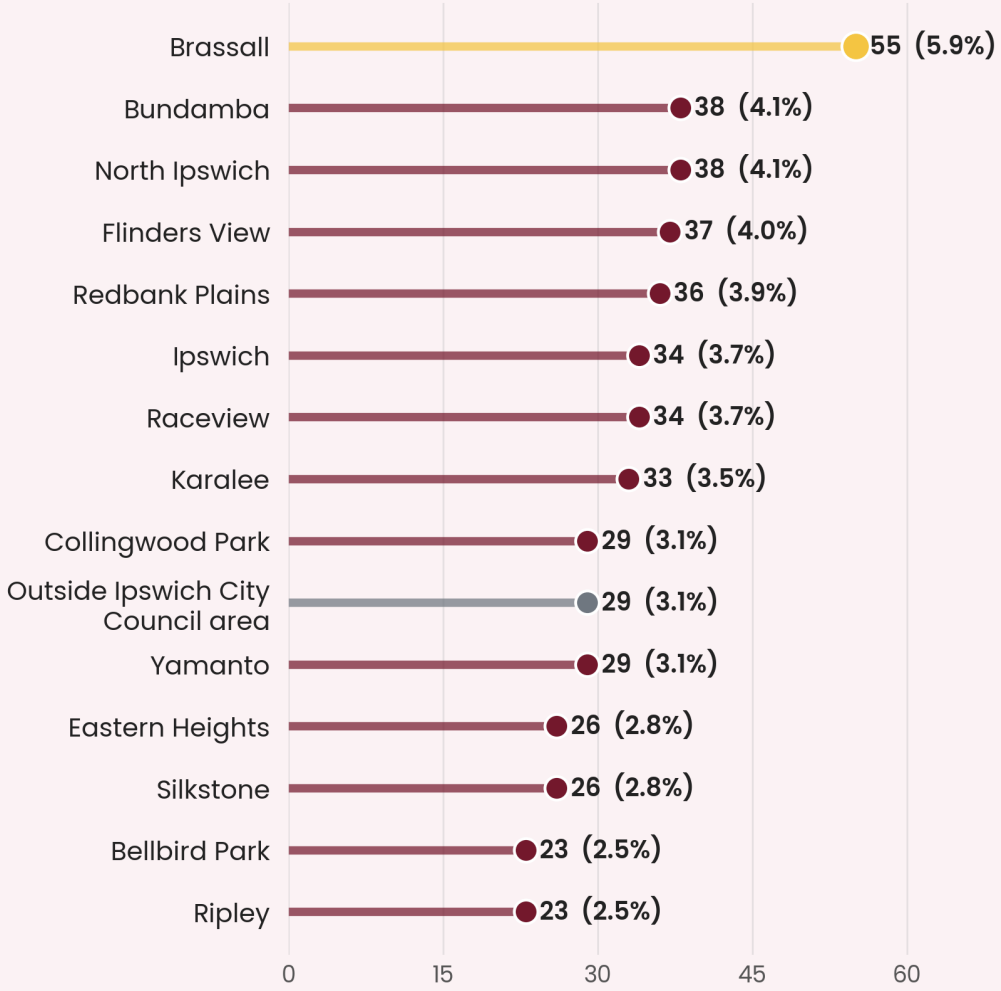
931

RESPONSES

THE TAKEAWAY

902 of you (96.9%) live in an Ipswich suburb.

Where you live



The 15 most common locations are shown. Percentages use all 931 responses. You named 72 Ipswich localities.

- 55 of you live in Brassall.
- 38 of you live in Bundamba and another 38 in North Ipswich.
- 29 of you live outside the Ipswich City Council area.

IPSWICH INSIDER

Which best describes your Ipswich story?

Most of you were not born and raised in Ipswich.

THE NUMBERS

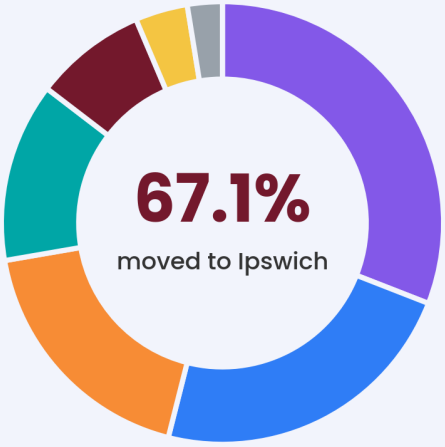
938

RESPONSES

THE TAKEAWAY

629 of you (67.1%) moved to Ipswich rather than growing up here.

How you came to Ipswich



Moved here more than 10 years ago	290 | 30.9%
Moved here 2-10 years ago	216 | 23.0%
Born and raised here	172 | 18.3%
Moved here within the past 2 years	123 | 13.1%
Born here, left and returned	77 | 8.2%
Live elsewhere	36 | 3.8%
Used to live here	24 | 2.6%

All seven choices are shown. Percentages use all 938 responses.

- 23.0% of you moved here between two and ten years ago.
- 18.3% of you were born and raised here.
- Of those who moved here within the past two years and answered the future question, 81.1% think Ipswich will be better in ten years.

IPSWICH INSIDER

Give Ipswich a score out of 10 as a place to live

You gave Ipswich a strong 8.1 out of 10. The most common score is 8, and almost seven in ten of you chose 8, 9 or 10. Keep in mind: you are arriving at this survey because you subscribe to a local Ipswich newsletter.

THE NUMBERS

910

RESPONSES

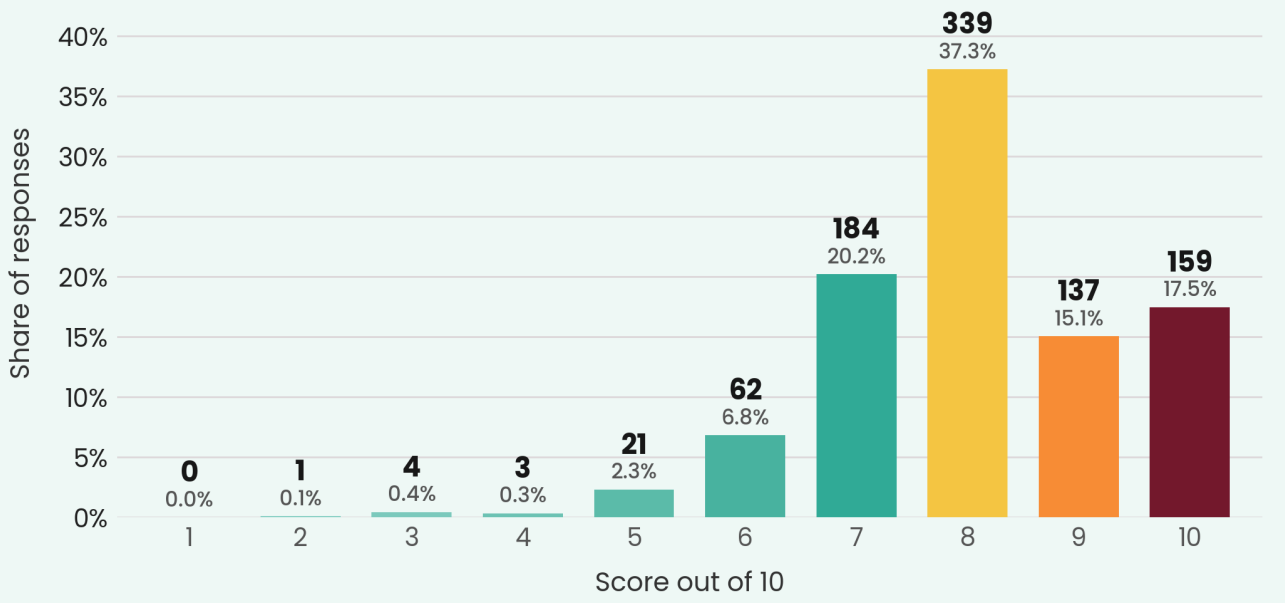
THE TAKEAWAY

Nearly 7 in 10 of you gave Ipswich a score of 8, 9 or 10.

The scores you gave Ipswich

AVERAGE 8.05

Median 8 | 69.8% gave 8-10



All 910 responses are shown. Bars are separate score categories, not a time trend.

- 339 of you gave Ipswich an 8.
- 296 of you gave Ipswich a 9 or 10.
- Only 29 of you gave Ipswich a 5 or lower.

IPSWICH INSIDER

What are Ipswich's greatest strengths?

Heritage is the clear winner, followed by parks and bushland. You could choose up to three strengths.

THE NUMBERS

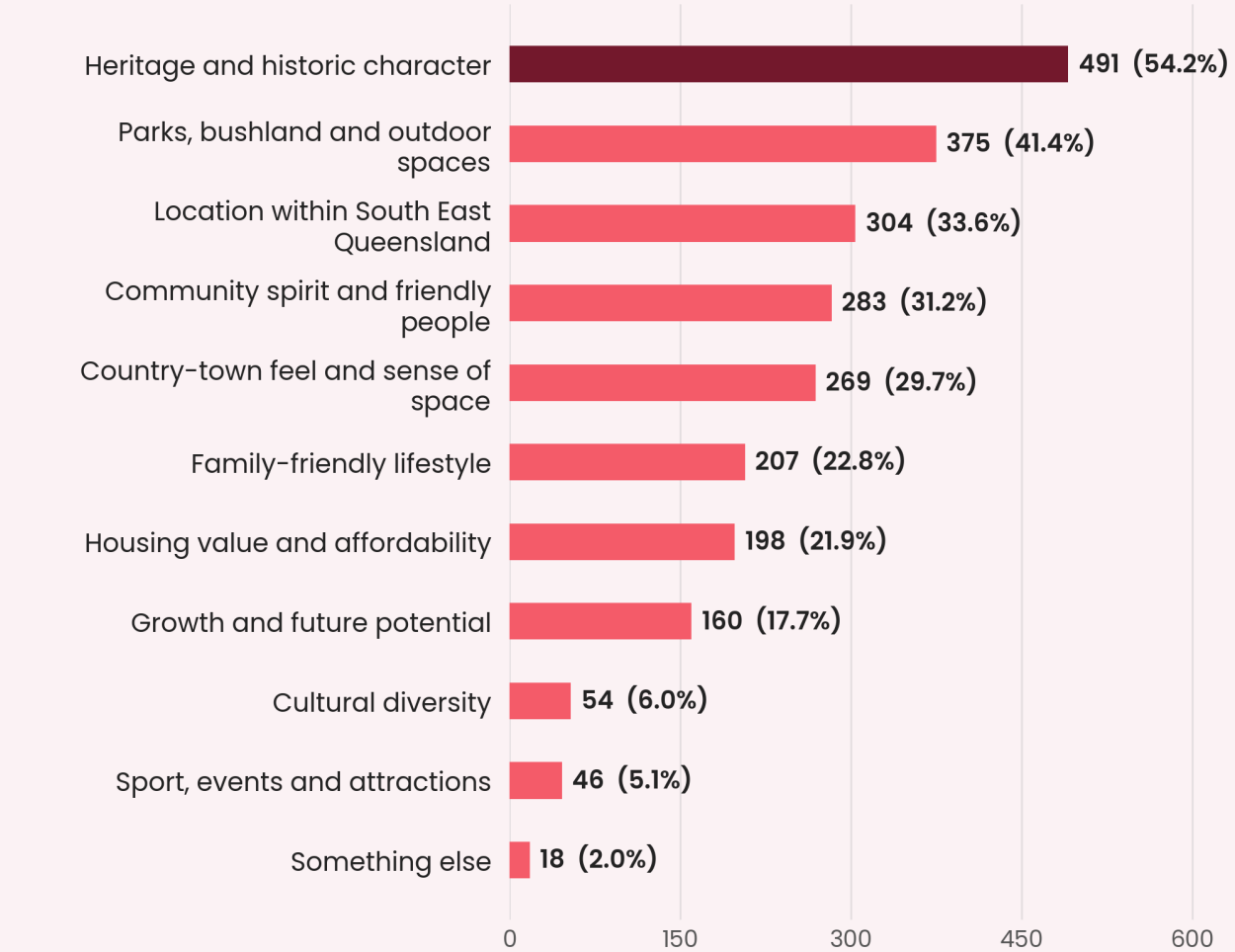
906

RESPONSES

THE TAKEAWAY

491 of you (54.2%) chose Ipswich's heritage as a great strength.

Ipswich's greatest strengths



Percentages use all 906 responses, so they do not total 100%.

- 33.6% of you chose Ipswich's location within South East Queensland.
- 31.2% chose community spirit and friendly people.
- 29.7% chose Ipswich's country-town feel and sense of space.

IPSWICH INSIDER

Is Ipswich growing at the right pace?

Growth is the clearest source of tension in this survey. A slim majority of you think Ipswich is growing too fast, while about one in three think the pace is right.

THE NUMBERS

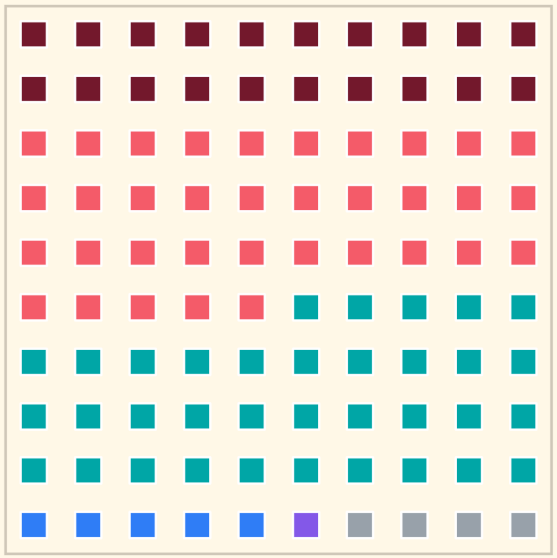
901

RESPONSES

THE TAKEAWAY

499 of you (55.4%) think Ipswich is growing too fast.

What you think of Ipswich's growth



- **Much too fast**
  180 of you | 20.0%
- **A little too fast**
  319 of you | 35.4%
- **About the right pace**
  314 of you | 34.9%
- **A little too slowly**
  45 of you | 5.0%
- **Much too slowly**
  7 of you | 0.8%
- **Not sure**
  36 of you | 4.0%

Each square represents about one percentage point. Exact counts and percentages use all 901 responses.

- 'A little too fast' is the most common answer at 35.4%.
- 'About the right pace' is only half a percentage point behind.
- One in five of you think growth is much too fast.

IPSWICH INSIDER

Which Ipswich projects or problems most need fixing?

A second Bremer River crossing is the clear priority and the only option chosen by more than half of you. You could choose up to three.

THE NUMBERS

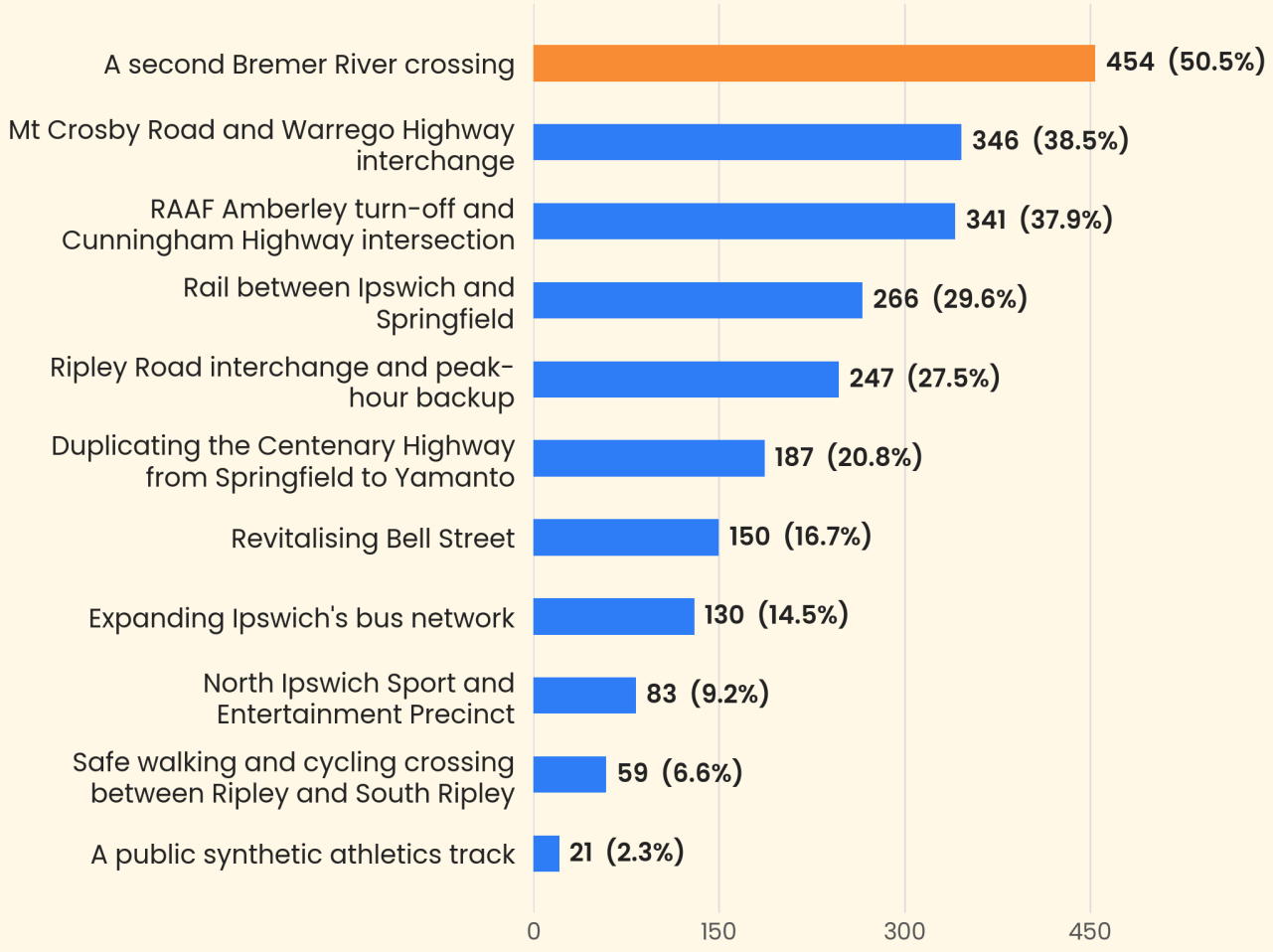
899

RESPONSES

THE TAKEAWAY

454 of you (50.5%) chose a second Bremer River crossing as a priority.

Which listed projects or problems most need fixing



Percentages use all 899 responses, so they do not total 100%.

- 38.5% chose the Mt Crosby Road and Warrego Highway interchange, just ahead of the Amberley turn-off at 37.9%.
- The choices lean heavily towards transport, so this shows your priorities among the projects listed.

IPSWICH INSIDER

If you had to move to another Ipswich suburb tomorrow, where would you choose?

Karalee is your top move-tomorrow choice, followed by Eastern Heights and Brookwater. There is no runaway favourite.

THE NUMBERS

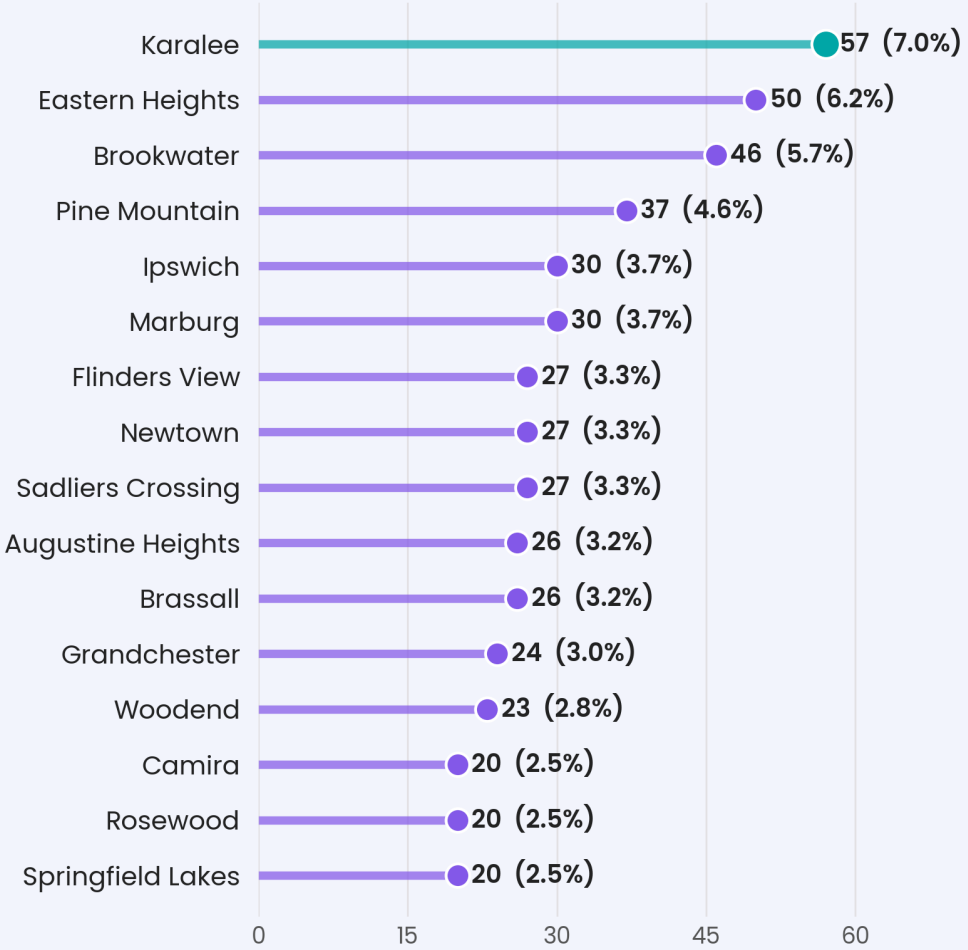
869

RESPONSES

THE TAKEAWAY

Karalee is your top choice, with 57 nominations.

Where you would move tomorrow



All localities with at least 20 nominations are shown. Percentages use the 812 named alternatives.

- Eastern Heights (50), Brookwater (46) and Pine Mountain (37) are next.
- 19 of you named your current suburb, so those responses are not shown.

IPSWICH INSIDER

What's one local Ipswich business you would recommend?

No single business dominates this question. Your 804 meaningful recommendations cover 538 different businesses.

THE NUMBERS

823

RESPONSES

THE TAKEAWAY

You made 804 meaningful recommendations covering 538 local businesses.

The most frequently recommended businesses

538 DIFFERENT NAMES



Bubble area represents mentions. Exact counts are printed inside. 440 business names appeared once.

- Rafter & Rose is mentioned most often, with 16 recommendations.
- Bunnings has 13 recommendations and Clint's Farm Fresh Produce has 11.
- These are the businesses you named most often. This is not a ranking of Ipswich's best businesses.

IPSWICH INSIDER

What would you bring back?

Sizzler is the clear favourite among the 615 classifiable nominations. You mentioned it 122 times, more than Cribb & Foote and Reid's combined.

THE NUMBERS

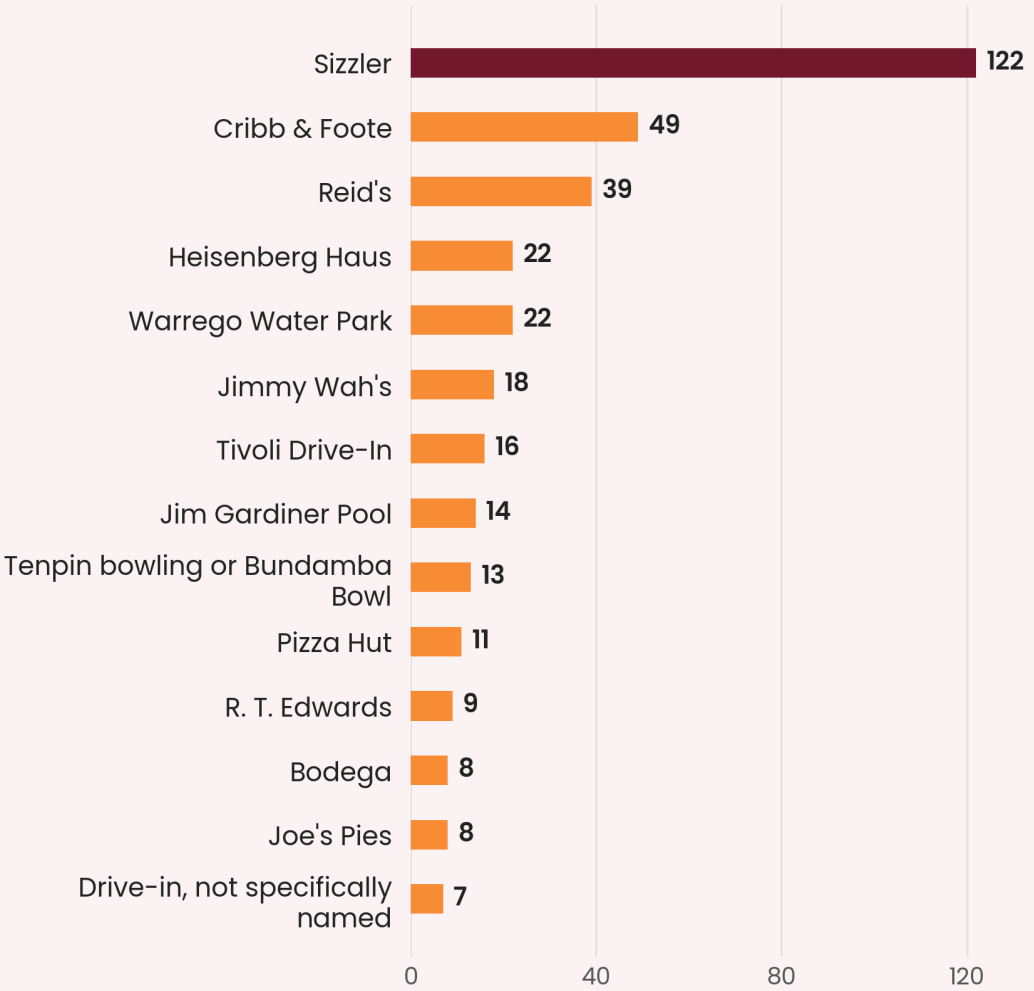
738

RESPONSES

THE TAKEAWAY

You mentioned Sizzler 122 times, more than Cribb & Foote and Reid's combined.

The places you most want back



Counts come from 615 classifiable nominations. Similar names are combined conservatively.

- 122 of you chose Sizzler.
- 49 chose Cribb & Foote, followed by Reid's with 39.
- 22 chose Heisenberg Haus and another 22 chose Warrego Water Park.

What does Ipswich do better than Brisbane?

Heritage is the clearest Ipswich advantage, chosen by 62.3% of you. Parks come second at 41.2%. You could choose up to three answers.

THE NUMBERS

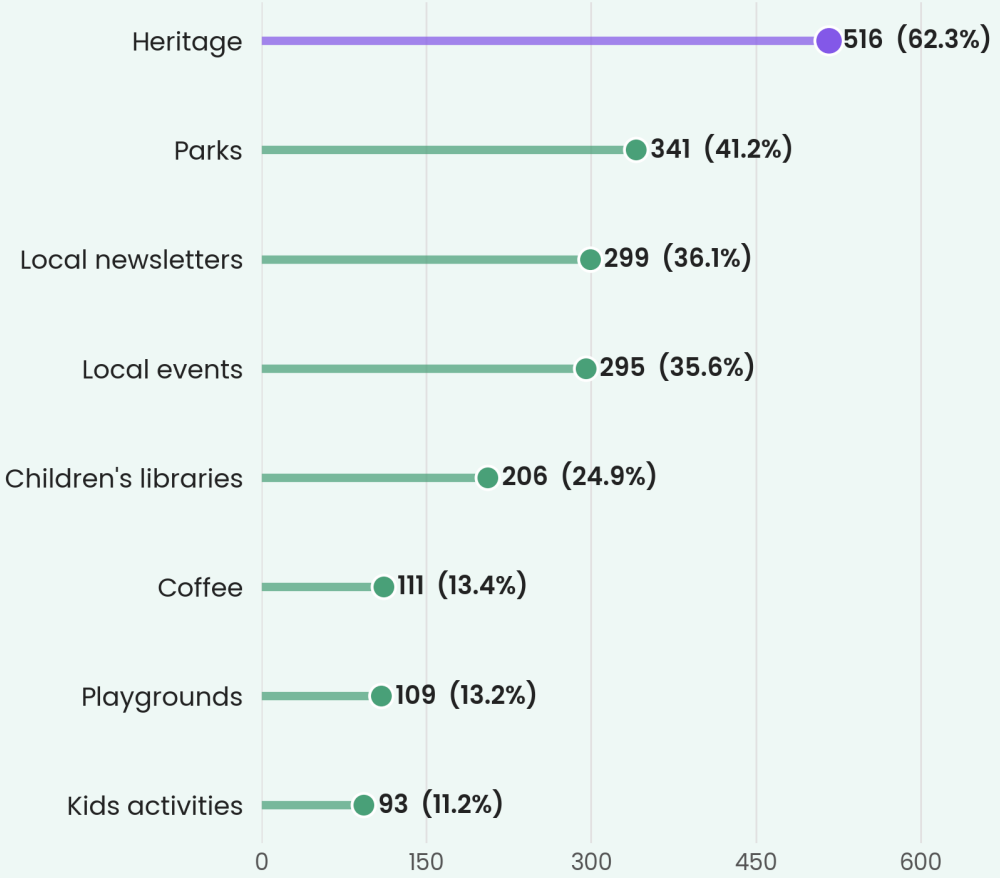
828

RESPONSES

THE TAKEAWAY

516 of you (62.3%) said Ipswich does heritage better than Brisbane.

What you think Ipswich does better



Percentages use all 828 responses, so they do not total 100%.

- 516 of you chose heritage and 341 chose parks.
- 299 chose local newsletters and 295 chose local events.
- Fewer than 14% chose coffee, playgrounds or kids activities.

IPSWICH INSIDER

Ipswich gets one of these tomorrow. Which would you choose?

A DFO-style outlet centre is your top choice, narrowly ahead of a major outdoor adventure park. Almost none of you chose an Apple Store.

THE NUMBERS

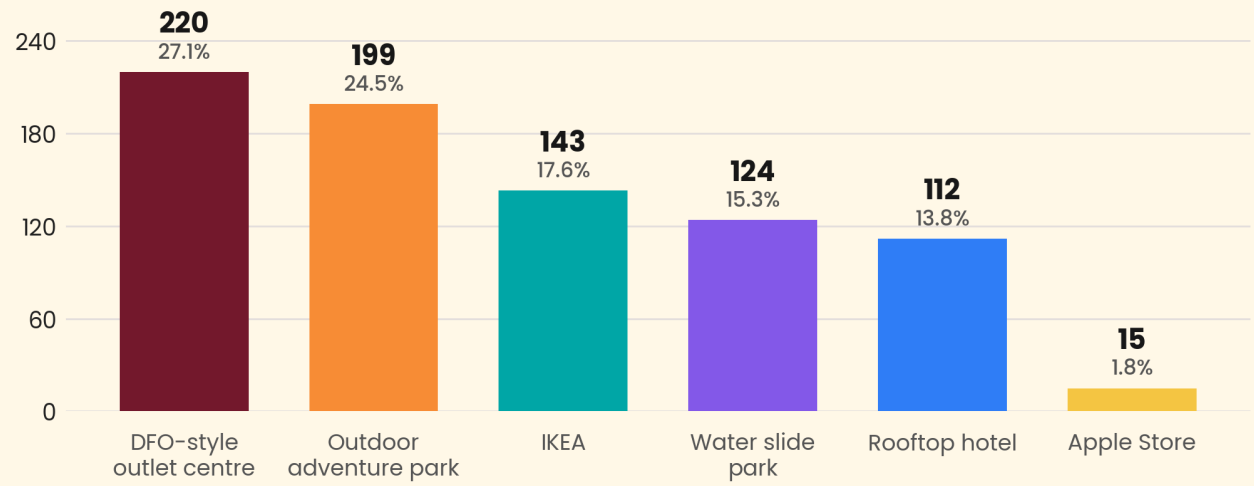
813

RESPONSES

THE TAKEAWAY

Your top choice is a DFO-style outlet centre, just 21 votes ahead of an outdoor adventure park.

Ipswich's one-item wishlist



All six choices are shown. Percentages use all 813 responses.

- 27.1% of you chose DFO and 24.5% chose the adventure park.
- 143 of you chose IKEA.
- Only 15 of you chose an Apple Store.

Will Ipswich be better or worse in ten years?

Most of you feel positive about Ipswich's next decade, with 59.9% expecting it to be better. That optimism can sit beside concern about growth: 209 of you think growth is too fast but still expect Ipswich to improve.

THE NUMBERS

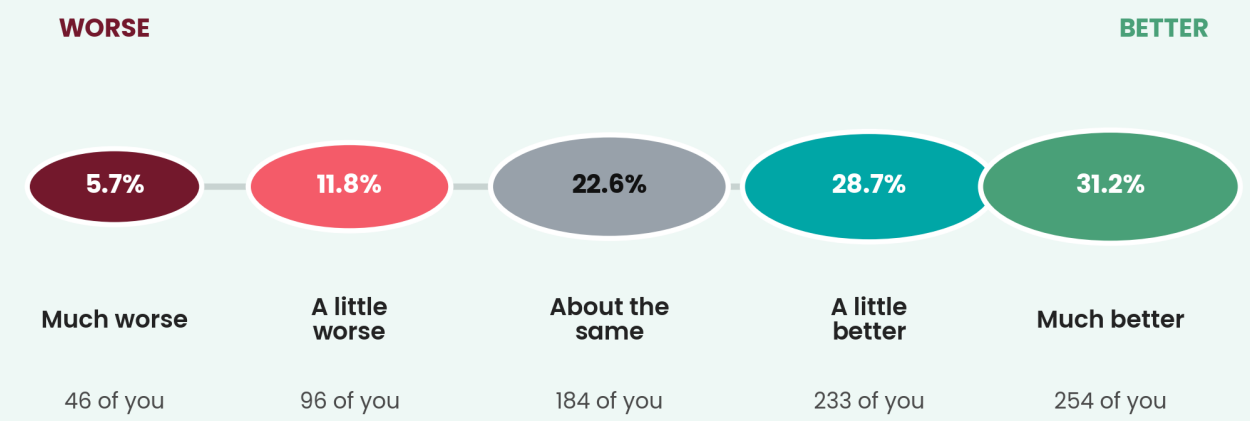
813

RESPONSES

THE TAKEAWAY

487 of you (59.9%) think Ipswich will be better in ten years.

Your outlook, from worse to better



Circle area follows response count. Exact counts and percentages are shown.

- 31.2% of you expect Ipswich to be much better and 28.7% expect it to be a little better.
- Among the 453 of you who think growth is too fast and answered both questions, 46.1% still expect improvement.
- Of those who think growth is about right, 76.2% expect Ipswich to improve.

IPSWICH INSIDER

What three words best describe Ipswich?

'Friendly' is the most common single word, mentioned 175 times. Heritage and history appear in 192 responses, showing how strongly Ipswich's past comes through.

THE NUMBERS

811

RESPONSES

THE TAKEAWAY

You used 'friendly' more than any other single word, mentioning it 175 times.

The words you use most



Word size represents mentions. Top 15 word families shown.

- Friendly, heritage and community are your three leading word choices.
- 76 of you used 'home', and 76 used 'history' or 'historic'.
- Family, growth and relaxed are also common.

IPSWICH INSIDER

Have you recommended Ipswich Insider?

Nearly three-quarters of you have recommended Ipswich Insider at least once.

THE NUMBERS

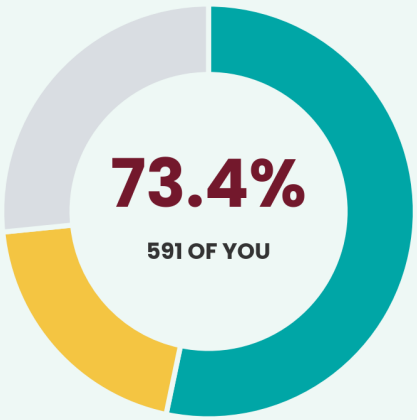
805

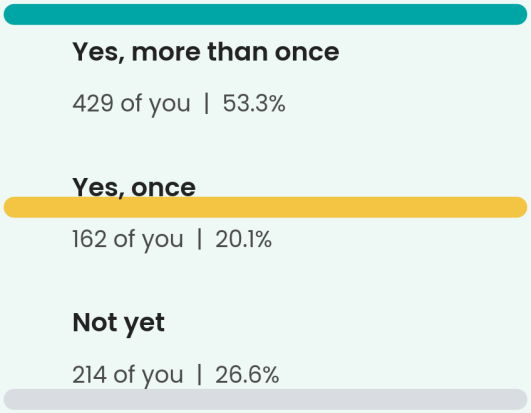
RESPONSES

THE TAKEAWAY

591 of you (73.4%) have recommended Ipswich Insider.

Your Ipswich Insider recommendations





All 805 responses are shown. This is a reader advocacy question, not an NPS score.

- 429 of you, or 53.3%, have recommended it more than once.
- 162 of you, or 20.1%, have recommended it once.
- 214 of you, or 26.6%, have not recommended it yet.

IPSWICH INSIDER

Do you read either of Ipswich's local newspapers?

You split almost perfectly down the middle: 49.9% read at least one local newspaper and 50.1% read neither. Local Ipswich News reaches far more of you than Ipswich Tribune Today because it is free.

THE NUMBERS

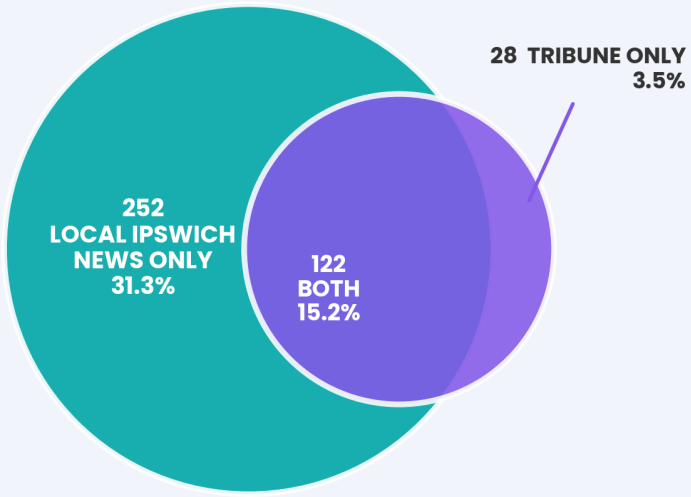
805

RESPONSES

THE TAKEAWAY

You split almost perfectly: 402 read at least one local newspaper and 403 read neither.

How the two newspaper audiences overlap



403

NEITHER

50.1%

All 805 responses are shown. Circle areas are proportional to each paper's readership and their shared readers.

- 252 of you read Local Ipswich News only.
- 122 of you read both newspapers.
- Local Ipswich News reaches 374 of you, compared with 150 for Ipswich Tribune Today.

What best describes your housing situation?

Home ownership is very common among you: 78.9% own outright or with a mortgage. Another 17.8% rent.

THE NUMBERS

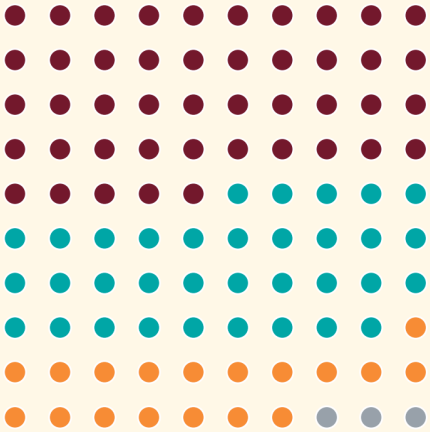
804

RESPONSES

THE TAKEAWAY

634 of you (78.9%) own your home, either outright or with a mortgage.

Housing situation in 100 dots



- Own outright **45.0%**
- Own with a mortgage **33.8%**
- Rent **17.8%**
- Other **3.4%**

Each dot represents about one percentage point. Exact percentages are labelled.

- 362 of you own your home outright.
- 272 of you have a mortgage.
- 27 of you are in another housing situation.

How to read these results

These results describe Ipswich Insider readers who took part, not the whole Ipswich population.

The survey was voluntary and self-selected. Everyone who took part had already signed up for a weekly local newsletter, so they were likely more interested in Ipswich than the average resident. Completing the survey also entered readers in the draw for a $949 Milwaukee leaf blower. Those factors may have shaped who took part, and the results may lean more positive than Ipswich opinion overall. No conventional margin of error applies.

Every genuine response was kept. Three known test entries were removed, leaving 943 genuine survey entries. Partial entries count wherever a response was given. One genuine response received after the giveaway deadline is also included, although it was not eligible for the prize.

Each question therefore has its own response count. For multi-select questions, percentages may add to more than 100%. Percentages are rounded, so totals can differ slightly from 100%.

Open-text responses were grouped conservatively, combining only obvious spelling, punctuation and naming variants. Throughout the survey, Ipswich means the full Ipswich City Council area, not just central Ipswich.

Responses used for each question

Q1 Home	**931**	Q9 Bring back	**738 nonblank, 615 classifiable**
Q2 Ipswich story	**938**	Q10 Better than Brisbane	**828**
Q3 Ipswich score	**910**	Q11 Get next	**813**
Q4 Greatest strengths	**906**	Q12 Ten-year outlook	**813**
Q5 Pace of growth	**901**	Q13 Three words	**811**
Q6 Problems to fix	**899**	Q14 Recommended Insider	**805**
Q7 Alternate suburb	**869**	Q15 Local newspapers	**805**
Q8 Businesses	**823 raw, 804 meaningful**	Q16 Housing	**804**