

COMMITTEE FOR BRISBANE: PERCEPTIONS SURVEY 2025

January 2026



© Ipsos | 25-085237-01 Committee for
Brisbane Perceptions Survey 2025 |
Jan 2026 | Version 1 | Internal/Client
Use Only | Strictly Confidential



Contents

1 Research
Overview

2 Executive
Summary

3 Brisbane
Perceptions

4 Sector
Perceptions

5 Precinct
awareness &
satisfaction

6 Event
awareness &
attitudes

7 Visiting
Details



Foreword

For the first time, the Committee for Brisbane is delivering the City Vitality Perceptions Report – a unique snapshot of how people feel about Inner Brisbane and its future. By listening to those who live, work and visit our city centre, we can better understand community sentiment and ensure advocacy responds to evolving needs.

While the Committee has conducted similar surveys for five years, this year marks a

deliberate shift to focus specifically on perceptions. This establishes the baseline for an annual tracking survey to inform the Committee's strategic agenda.

The Committee for Brisbane is committed to working with governments, business and community leaders to act on these insights – protecting the qualities that make Inner Brisbane extraordinary for generations to come.



Acknowledgement of Traditional Owners

The Committee for Brisbane acknowledges the Traditional Custodians of the land on which we meet and work, the Turrbal and Jagera peoples. We pay our respects to Elders past, present and emerging, and recognise their continuing connection to land, waters and community.

Context

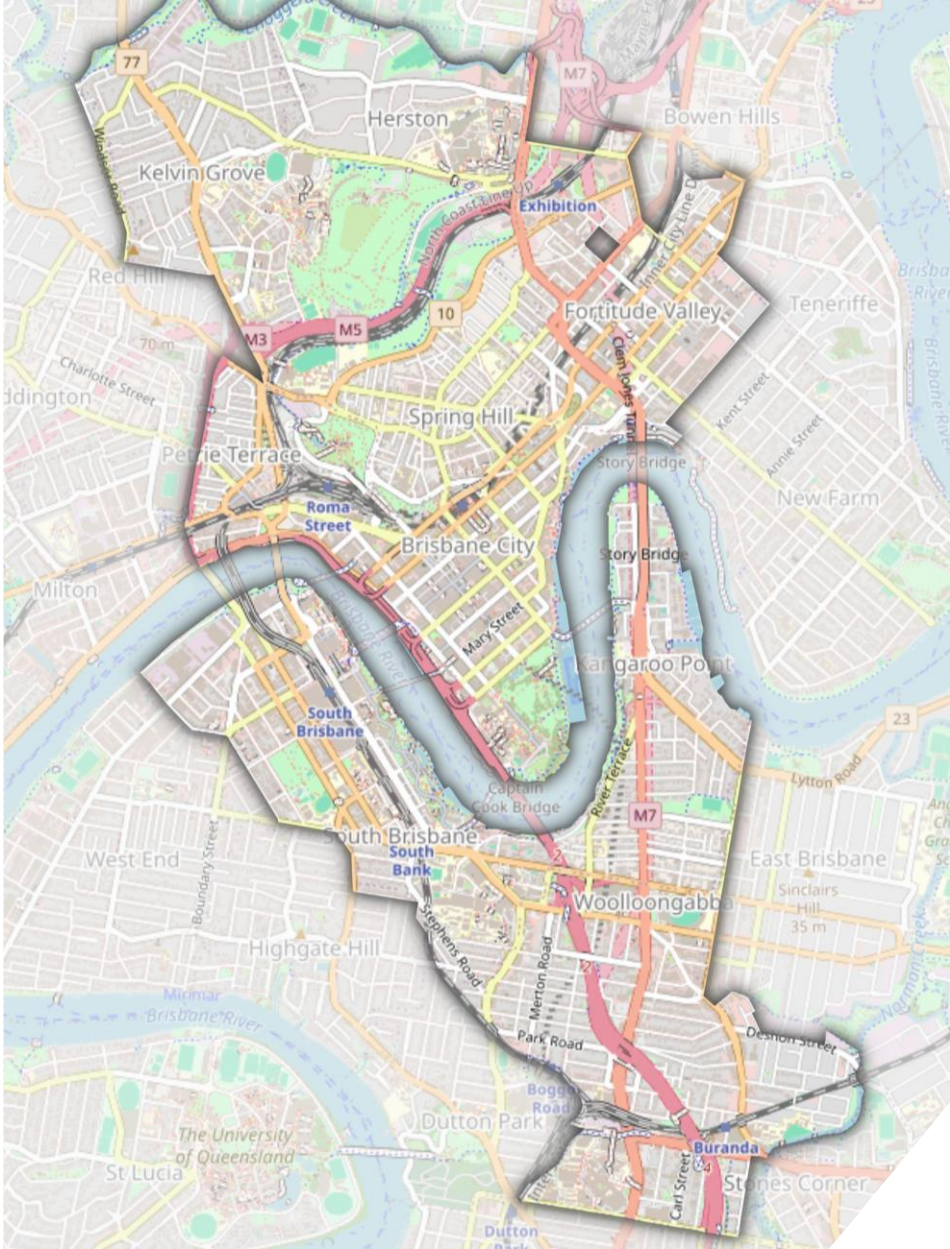
Acknowledgements

With thanks to the lead contributors...

Ipsos is a global leading market research and data driven insights company that seeks to understand people, society and markets.

RESEARCH OVERVIEW

01



Research overview

Methodology	An online survey was distributed to the Australian population 18+ using Ipsos Fast Facts panel.
Weighting	The general population samples have been weighted to be representative of Queenslanders across location, age, and gender.
Fieldwork dates	04 - 09 December 2025
Total sample size	n=600



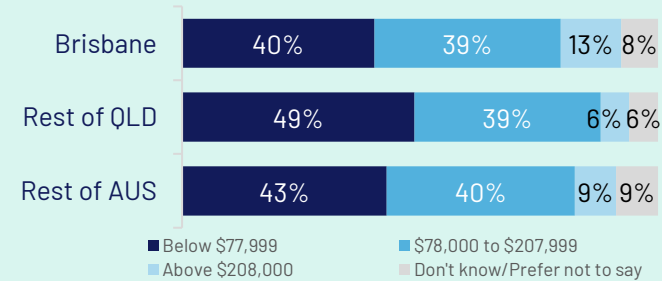
Sample & Quotas

	Brisbane	Rest of Queensland	Rest of Australia
Completes	n=300	n=200	n=100
Gender	Female - 51% Male - 49%	Female - 51% Male - 49%	Female - 51% Male - 49%
Age	18-29 years - 26% 30-49 years - 41% 50-99 years - 33%	18-29 years - 21% 30-49 years - 34% 50-99 years 45%	18-40 years - 41% 41-99 years - 59%
Region	N/A	N/A	NSW - 42% VIC - 33% SA - 9% WA - 12% TAS - 3%

Demographics

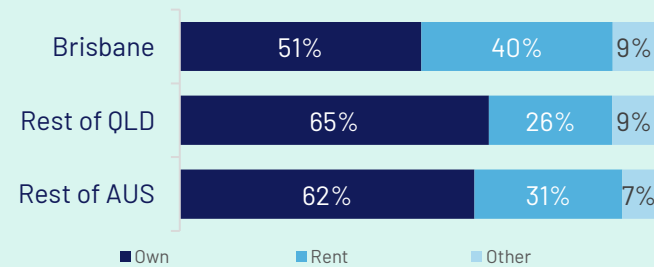
Average household income

What is your approximate annual household income before tax?



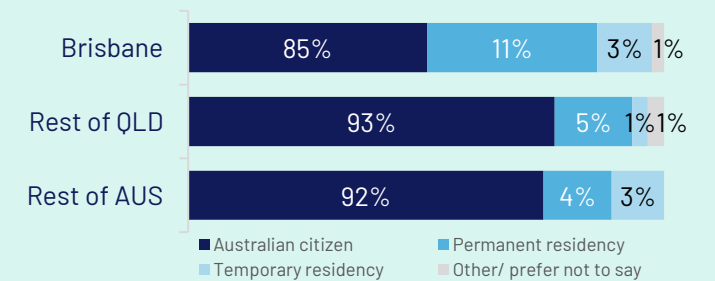
Rent / Own home

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



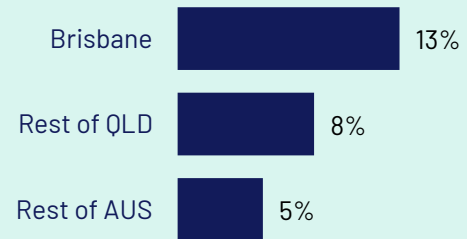
Residency status

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



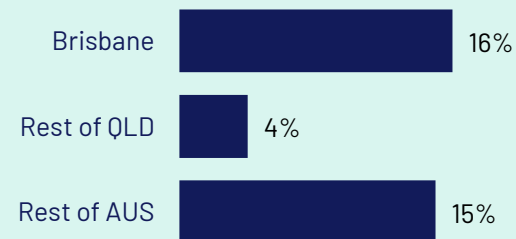
Aboriginal or Torres Strait Islander

Are you of Aboriginal or Torres Strait Islander origin? NET YES

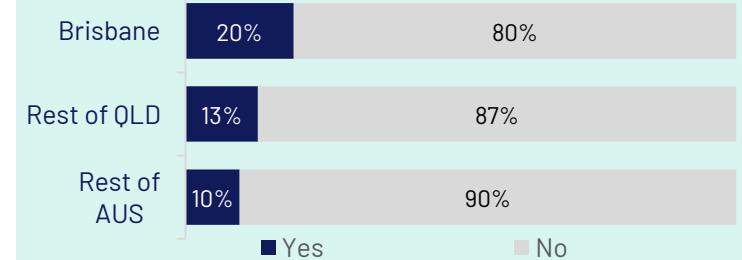


CALD

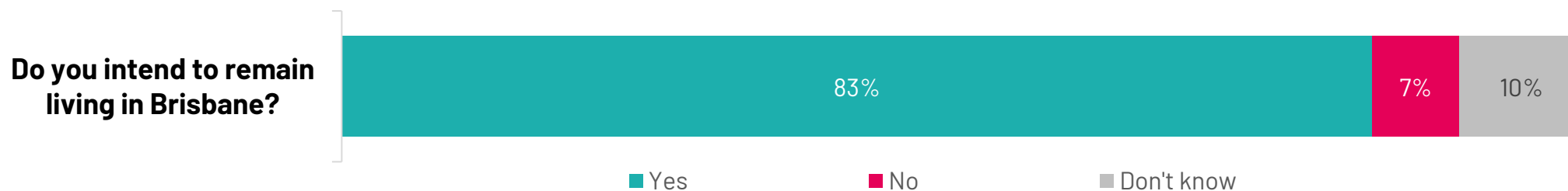
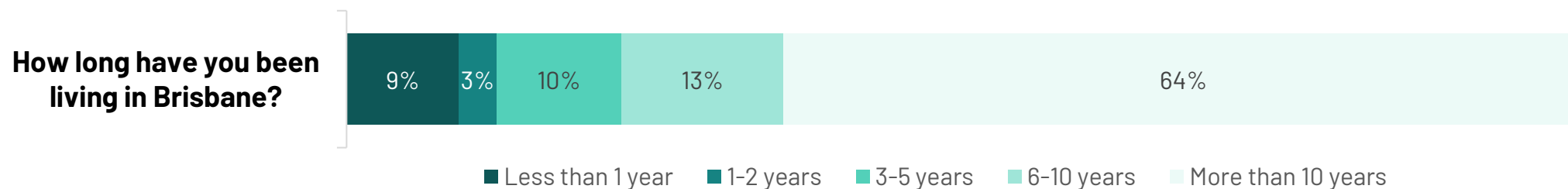
Do you speak a language other than English at home? NET YES



Have heard of the Committee for Brisbane?



The majority of people living in Brisbane have resided there for six or more years (77%), and most intend to continue living in Brisbane (83%).



EXECUTIVE SUMMARY

02

Executive Summary

The primary aim of this research was to explore perceptions of Brisbane's inner city among various Australian demographics: Brisbane residents, the rest of Queensland residents, and residents across the rest of Australia. The study focused on aspects of liveability, lifestyle, and identifying potential areas for improvement. Below are the key insights from the research.

Overall Positive Perception of Brisbane's Inner City

- The perception of Brisbane's inner city is largely positive, especially among residents outside Queensland, with over half (54%) rating it 7 or more on a scale of 0 to 10. This is supported by an average score of 7.34 among non-Queensland residents, compared to 7.01 among Brisbane residents, and 6.83 among other Queensland residents.
- Positive descriptions consistently highlight Brisbane as a 'vibrant' city.

Expectation of Future Improvements

- Brisbane residents show greater optimism about the city's future, with 42% expecting things will get better over the next 12 months, compared to only 28% of residents from the rest of Queensland.
- Satisfaction with quality of life in Brisbane is high, with 24% of Brisbane residents being very satisfied and 54% satisfied, this indicative of a strong current approval that informs their future expectations.

Identified Areas for Improvement

- Affordable accommodation emerges as a critical area needing attention. Brisbane residents rate it the lowest among all liveability factors, with an average score of 5.3, and an even lower average among other Queensland residents at 4.7.
- Safety also presents as a concern, noted by Brisbane and residents in rest of Queensland.

Opportunity for Increased Tourism and Cultural Engagement

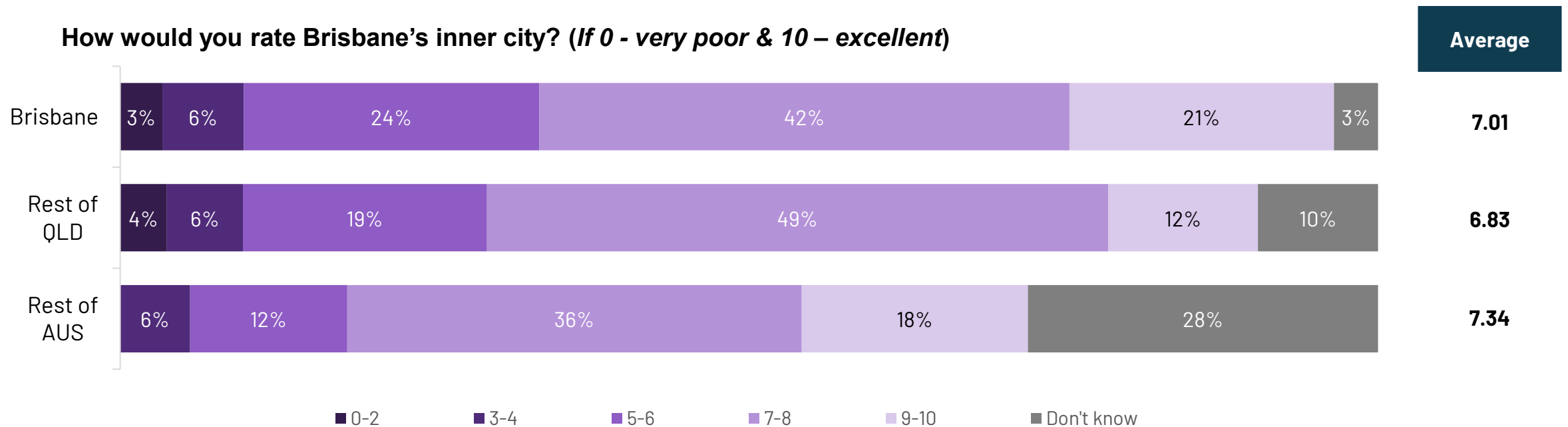
- Awareness of Brisbane's cultural events among non-Queensland residents has potential for improvement. While awareness is high among Brisbane residents (77%) and the rest of Queensland (64%), it drops outside of Queensland (36%). This indicates an opportunity to enhance efforts and engage a broader audience nationwide.
- Focusing on Brisbane's vibrant cultural scene could increase attraction to Brisbane's inner city.

BRISBANE PERCEPTIONS

03

The perception of Brisbane's inner city was generally positive.

Overall, the perception of Brisbane's inner city was positive. Among residents outside of Queensland, over half (54%) rated Brisbane's inner city as a 7 or more, on a scale where 0 was 'very poor' and 10 was 'excellent'. The average score among this cohort was 7.34, which is slightly higher than the average score among residents of Brisbane (7.01) and residents of the rest of QLD (6.83). That said, 3-in-5 residents of Brisbane (63%) and the rest of QLD (61%) rated Brisbane as a 7 or more on this scale, suggesting that the perception is generally positive.



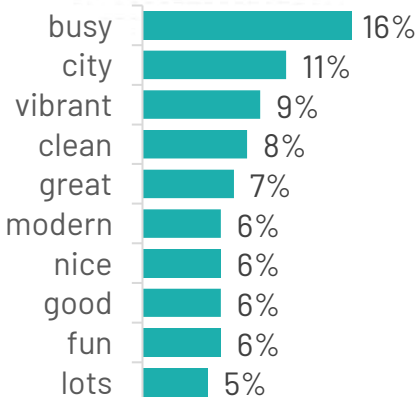
Q1. Thinking about Brisbane's inner city (CBD and surrounding areas), how would you rate it overall? Rate on a scale of 0-10, where 0 is 'very poor' and 10 is 'excellent'.
Base: Brisbane n=303; Rest of QLD n=197; Rest of Aus n=100

Brisbane's inner city was mainly described as vibrant.

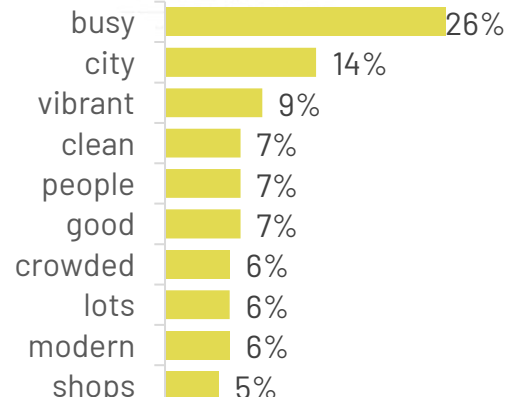
When describing Brisbane's inner city, most mentions were positive. Across the three different audiences, a consistent pattern emerged of Brisbane's inner city being perceived as a 'city' and as 'vibrant'. Not surprisingly, among Queensland residents, Brisbane's inner city was also perceived as busy, with 16% of Brisbane residents and 26% of residents from the rest of Queensland describing it this way.

What words or phrases would you use to describe Brisbane's inner city?

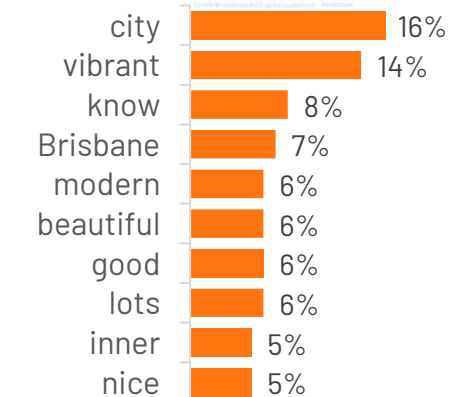
Brisbane



Rest of QLD



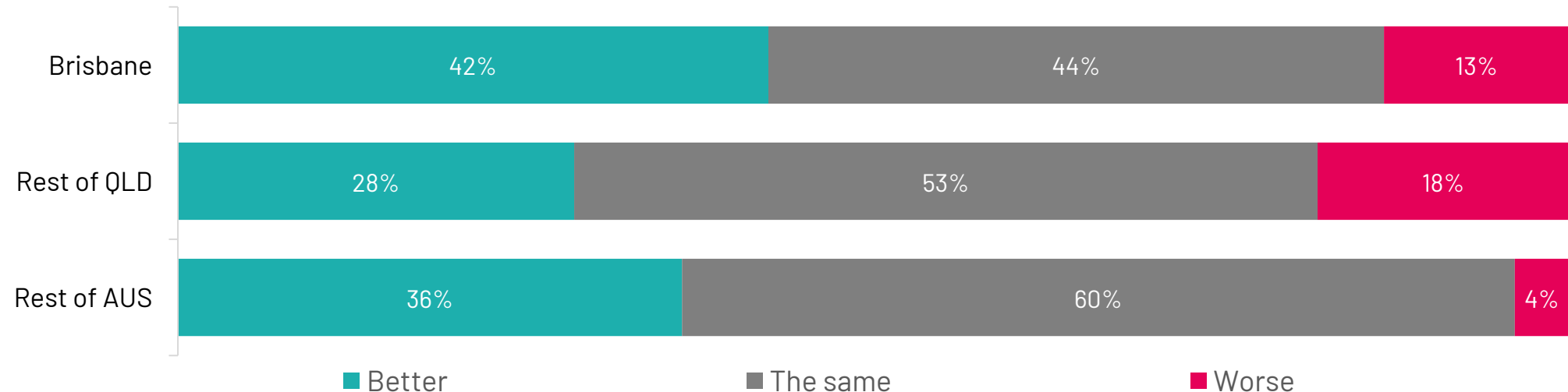
Rest of AUS



Residents of Brisbane were more likely to expect things will be better in Brisbane in the next 12 months.

When reflecting on how things in Brisbane will be in 12 months from now, Australian residents were more inclined to think things will remain the same. Among Brisbane residents, over 2-in-5 (44%) said they expect things to remain the same, this figure is higher among rest of Queensland residents (53%) and those outside of Queensland (60%). Brisbane residents were more likely than those in the rest of Queensland to anticipate that things will be better (42% vs 28%).

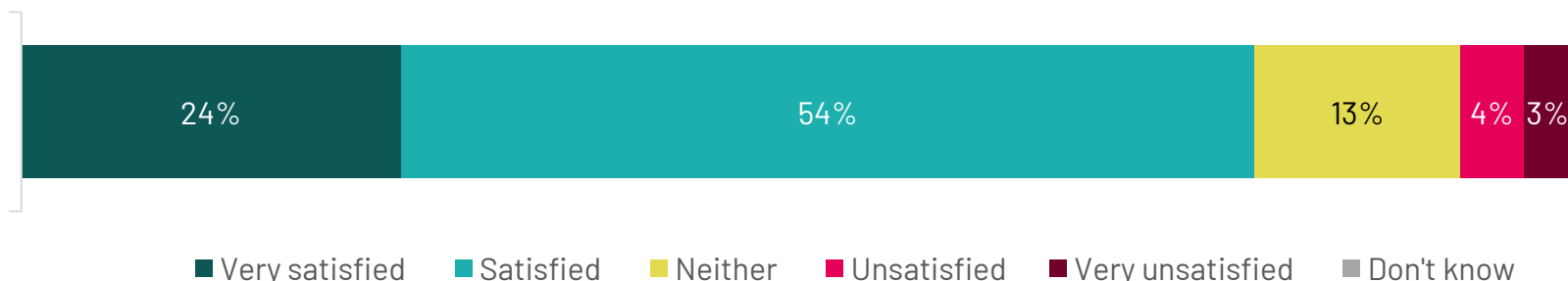
Do you think Brisbane will be better, the same, or worse in 12 months' time?



Aligning with the expectation that things will be better in Brisbane in the next 12 months, satisfaction with the quality of life in Brisbane is relatively strong.

About 1-in-4 (24%) residents of Brisbane reported being very satisfied with the quality of life in the city, with a further 54% reporting they were 'satisfied'. While 13% were neither satisfied nor dissatisfied, dissatisfaction levels were relatively low, with only 7% of Brisbane residents saying they were either unsatisfied or very unsatisfied with the quality of living.

How satisfied are you with the quality of life in Brisbane?

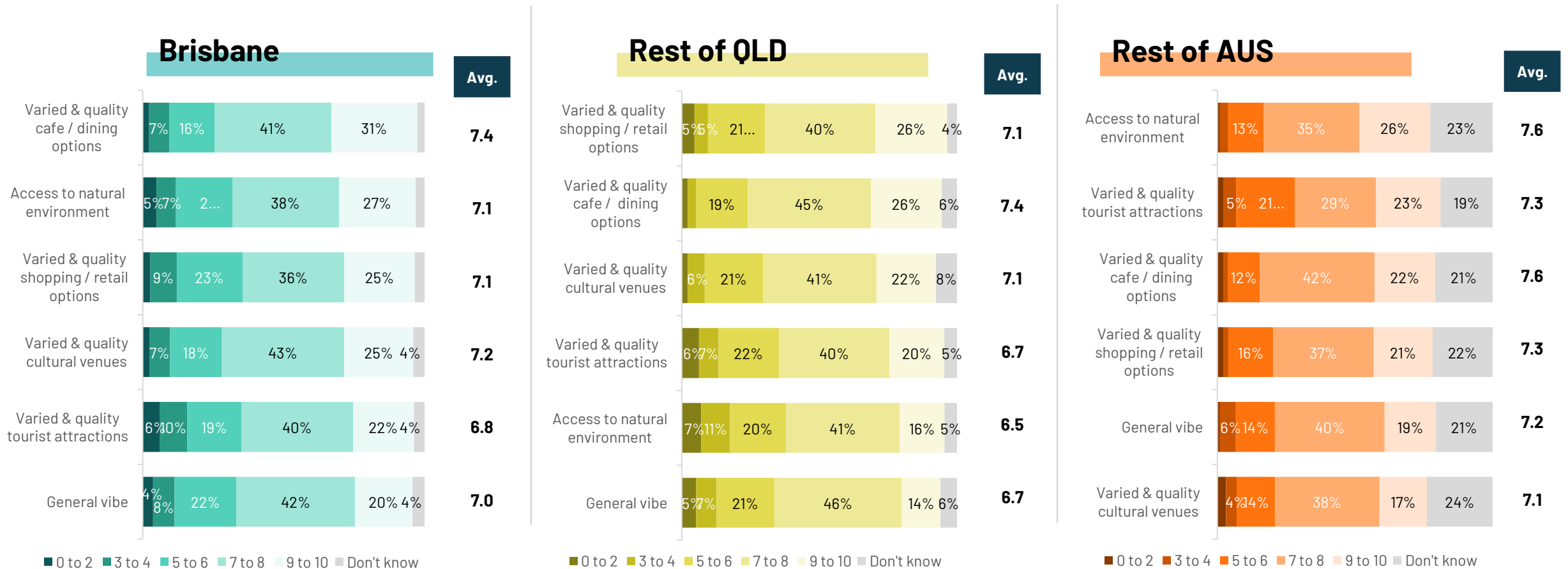


SECTOR PERCEPTIONS

04

Perceptions on Brisbane's inner-city lifestyle & experience

Overall, Australians have a relatively positive view of the diverse lifestyles and experiential activities that Brisbane's inner city offers. Queenslanders rated the variety and quality of café and dining options the highest, with an average of 7.4 among both Brisbane residents and those in the rest of Queensland. A similar rating (7.6) was observed for this activity among residents in the rest of Australia. Shopping and retail options followed among residents of Brisbane and the rest of Queensland, with an average of 7.1. Meanwhile, those in the rest of Australia rated access to the natural environment the highest in the category, with an average of 7.6 and 26% rating is as excellent (score of 9-10).



Q4. How would you rate Brisbane's inner city in each of the following factors? Rate each on a scale of 0-10, where 0 is 'very poor' and 10 is 'excellent' (Category 1: Lifestyle and experience).

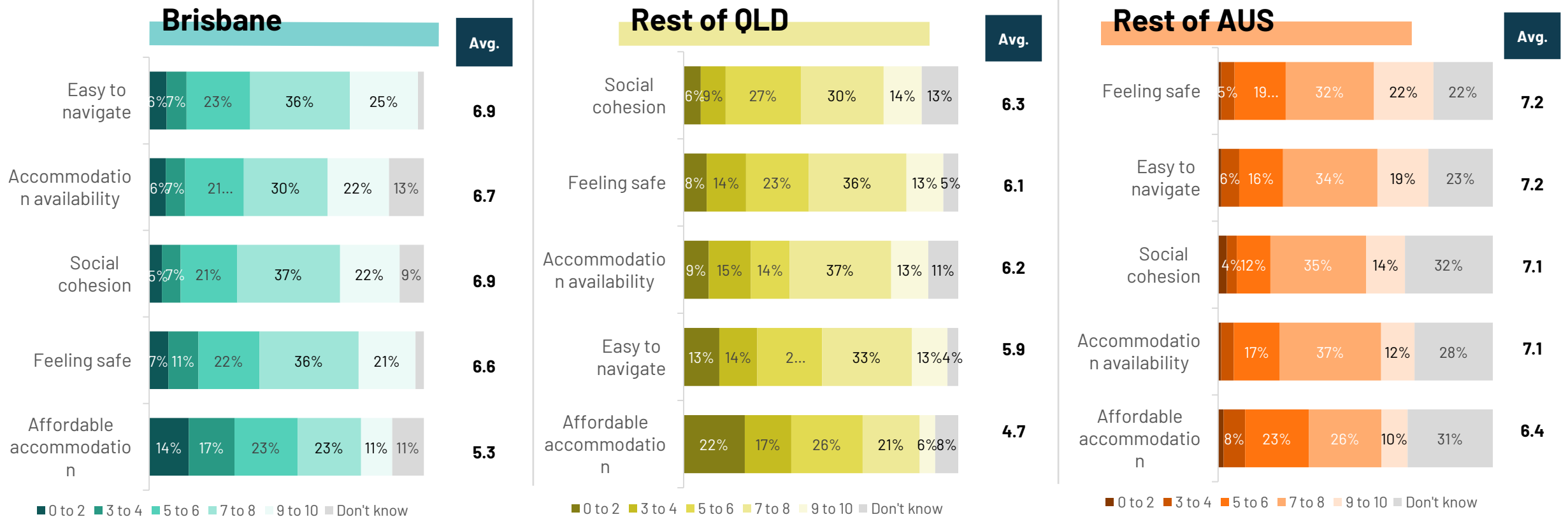
Base: Brisbane n=303; Rest of QLD n=197; Rest of Aus n=100

Note: Data below 3% is not shown on chart



In terms of liveability, the main challenge for Brisbane's inner city is affordable accommodation.

Residents in the rest of Australia tend to have a slightly higher perception of liveability in Brisbane's inner city, particularly concerning safety, with an average score of 7.2 compared to 6.6 among Brisbane residents and 6.1 among residents of the rest of Queensland. The ease of navigation around the city was rated with an average score of 7.2, compared to 6.9 among Brisbane residents and 5.9 among residents of the rest of Queensland. Across all audiences, the perception that Brisbane's inner city offers affordable accommodation is the lowest among all factors evaluated, with an average of 5.3 among Brisbane residents, 4.7 among residents in the rest of Queensland, and 6.4 among residents in the rest of Australia.



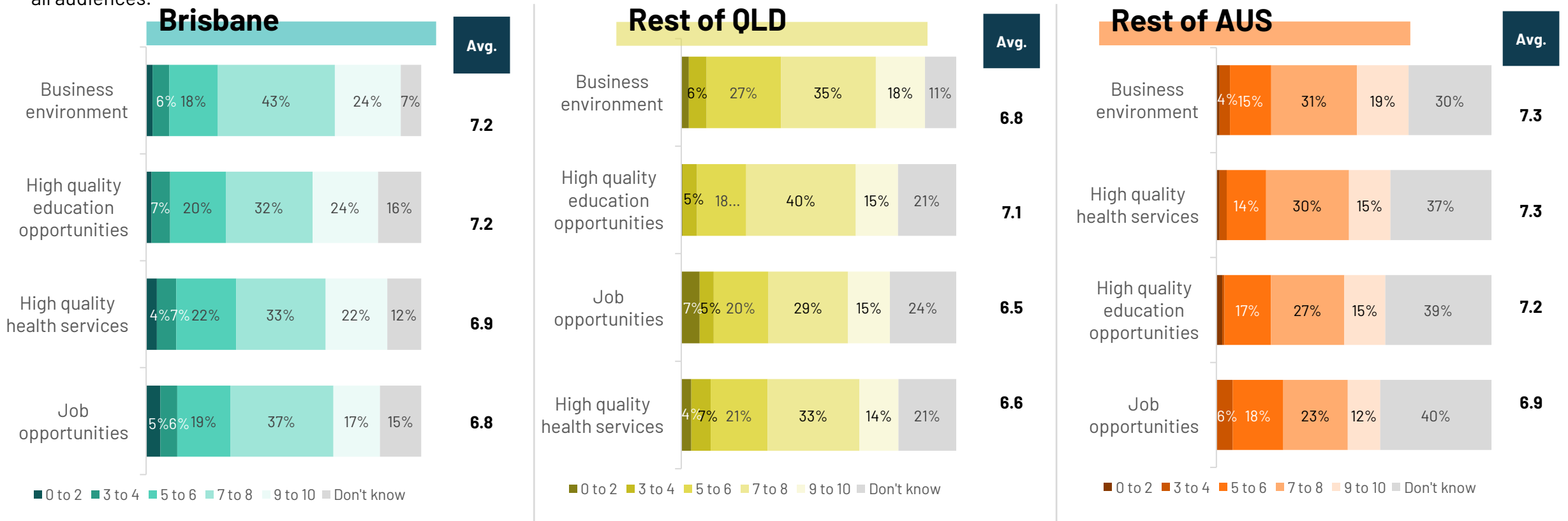
Q4. How would you rate Brisbane's inner city in each of the following factors? Rate each on a scale of 0-10, where 0 is 'very poor' and 10 is 'excellent' (Category 2: Liveability).

Base: Brisbane n=303; Rest of QLD n=197; Rest of Aus n=100

Note: Data below 3% is not shown on chart

In terms of opportunities and services, Brisbane's inner city ranked higher for business environment and high-quality education.

Australian residents ranked high-quality education opportunities with an average score of 7.2. This was the top factor among residents in the rest of Queensland and ranked second among Brisbane residents. The business environment of the inner city was also rated positively, with an average score of 7.3 among residents from the rest of Australia, 7.2 among residents in Brisbane, and 6.8 among those in the rest of Queensland. Job opportunities received a moderate rating, the lowest in this category across all audiences.



Q4. How would you rate Brisbane's inner city in each of the following factors? Rate each on a scale of 0-10, where 0 is 'very poor' and 10 is 'excellent' (Category 3: Opportunity and services).

Base: Brisbane n=303; Rest of QLD n=197; Rest of Aus n=100

Note: Data below 3% is not shown on chart



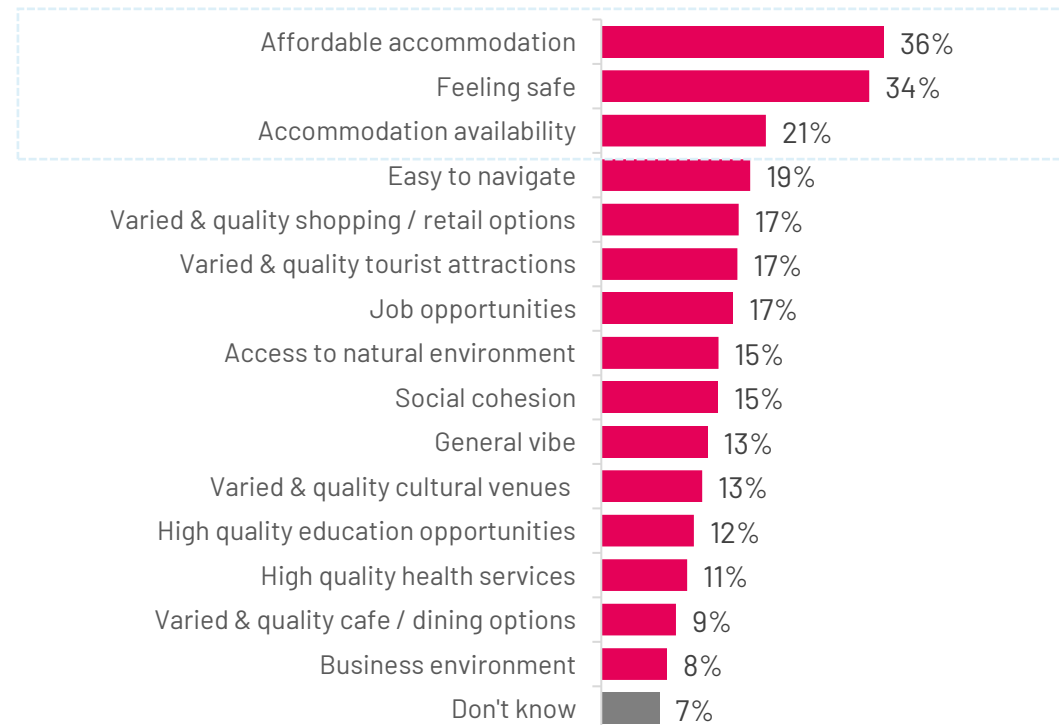
Brisbane's inner-city is highly regarded for its natural environment and vibrant culture. However, there was a recognised need for improvement in accommodation options and the overall safety of the city.

The top three strengths of Brisbane inner city among residents of Brisbane were the access to the natural environment (31%), the general vibe (28%) and the variety and quality of cultural venues. Meanwhile, the most potential areas for improvement identified by this cohort were related to affordability (36%) and availability (21%) of accommodation and safety (34%).

Brisbane's greatest strengths



Most potential for improvement in Brisbane



Residents from the rest of Queensland hold Brisbane Inner-City in high esteem for its vibrant café, dining, and shopping scene, while recognising the need for improvements in affordable accommodation, safety, and city navigation.

Among the rest of Queensland residents, the top three strengths of Brisbane's inner city were the variety of café and dining options (37%), followed by the general vibe (32%), and the variety and quality of shopping and retail options (25%). Similar to results observed among Brisbane residents, the most potential areas for improvement identified by this cohort were related to affordable accommodation (42%) and city safety (34%), while also highlighting that city navigation is an area for potential improvement in Brisbane (24%).

Brisbane's greatest strengths



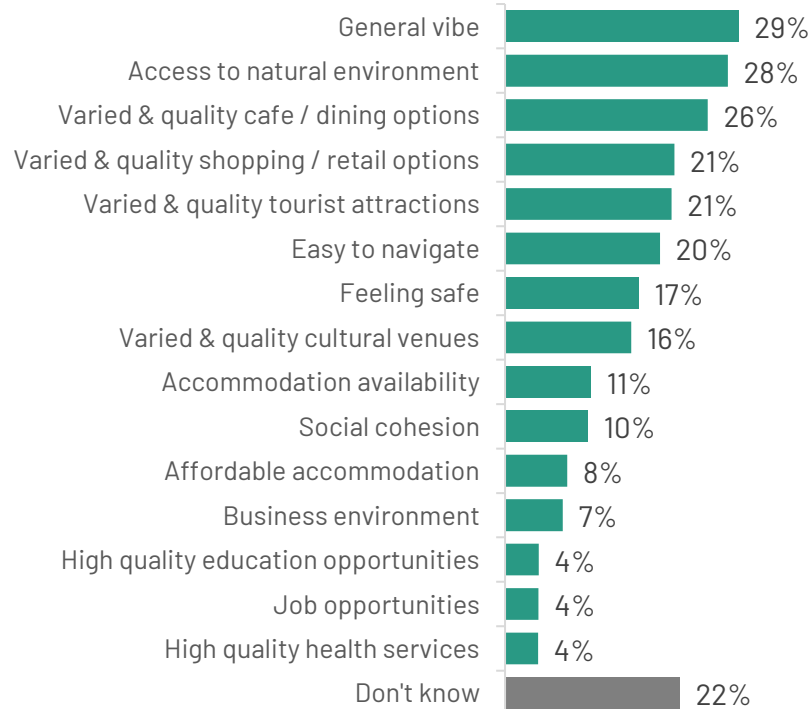
Most potential for improvement in Brisbane



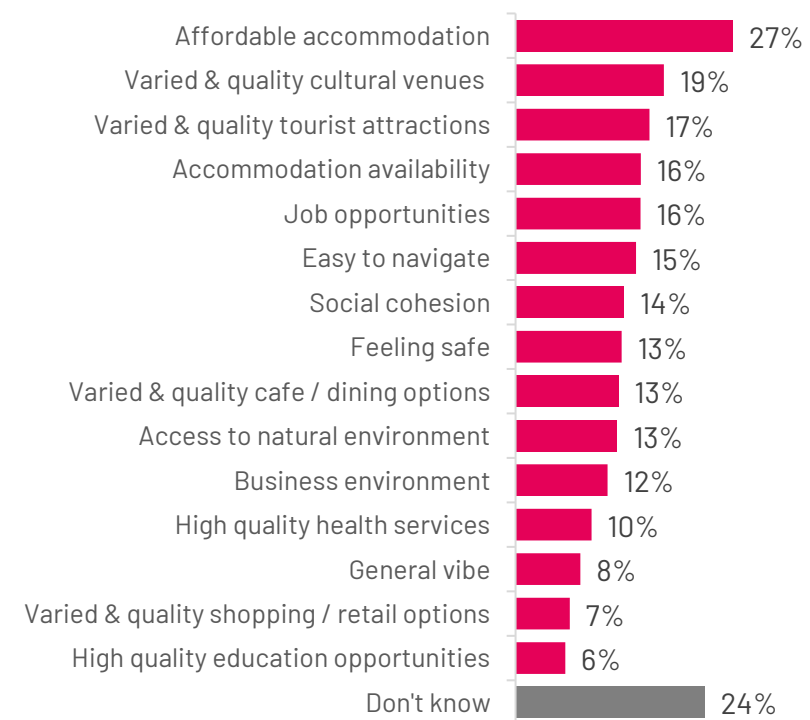
Residents from the Rest of Australia shared similar views with Queenslanders on Brisbane's strengths, while recognising accommodation affordability as a key improvement area.

A similar pattern regarding Brisbane's inner-city strengths was observed among residents outside Queensland, with 29% identifying the general vibe as the city's greatest strength, followed by access to the natural environment (28%) and the variety and quality of café and dining options (26%). The improvement areas among this cohort are more aligned with tourist preferences, such as the variety and quality of cultural venues (19%) and tourist attractions (17%). However, affordable accommodation also ranked as the number one area for potential improvement, recognised by 27% of this audience.

Brisbane's greatest strengths



Most potential for improvement in Brisbane



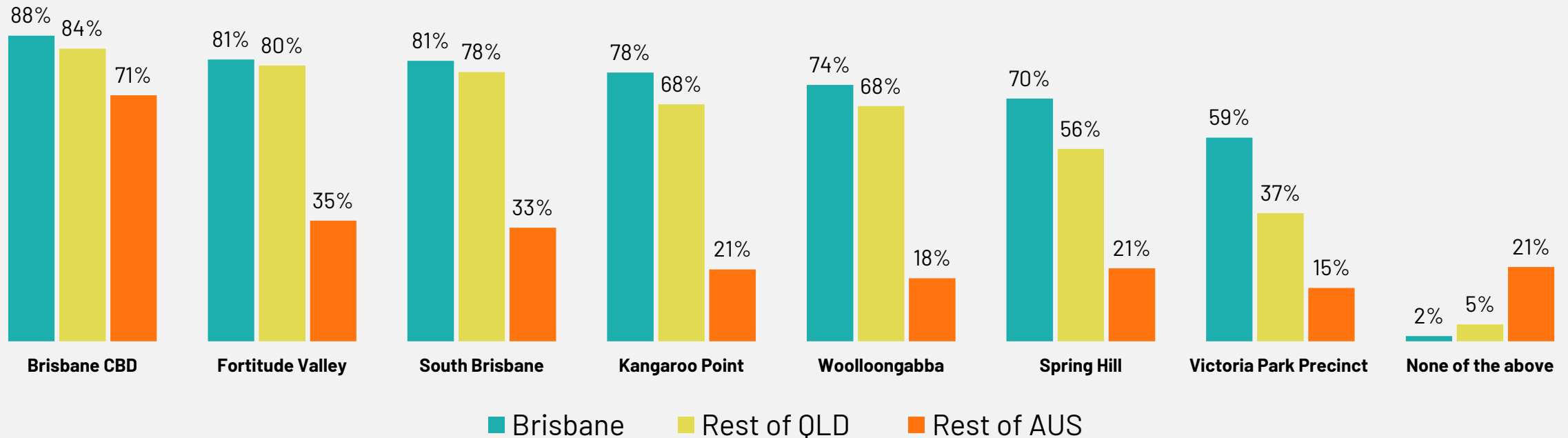
PRECINCT AWARENESS & SATISFACTION

05

The inner Brisbane suburbs and areas most Australians were aware of were Brisbane CBD, Fortitude Valley and South Brisbane.

Awareness of inner Brisbane areas and suburbs was higher among Queenslanders. Brisbane CBD had the highest awareness among residents in the rest of Australia (71%). Meanwhile, awareness of other areas was relatively low, with only about one-in-three aware of Fortitude Valley (35%) and South Brisbane (33%) areas. Additionally, one-in-five (21%) indicated they were not aware of any of these suburbs.

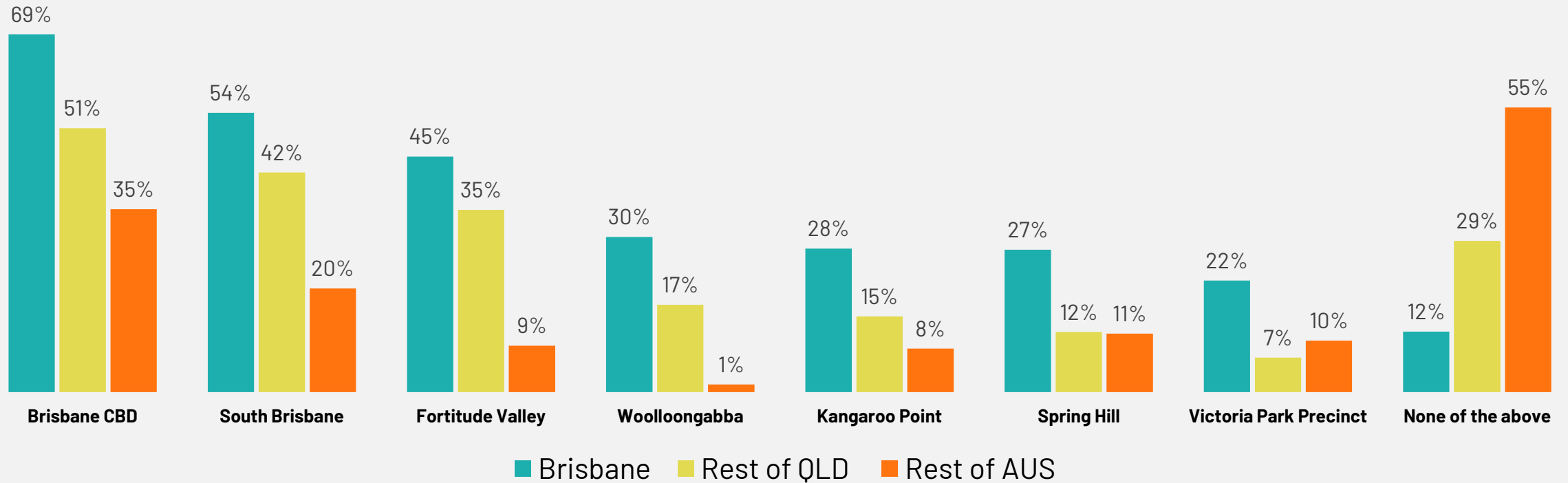
Which of the following inner Brisbane areas/suburbs are you aware of?



Brisbane CBD leads as the most visited inner Brisbane area, followed by South Brisbane.

Visitation follows a similar pattern to awareness, with Brisbane CBD being the most visited inner Brisbane area in the past 12 months. Nearly 7-in-10 (69%) residents of Brisbane, half (51%) of the residents in the rest of Queensland, and more than one-in-three (35%) residents in the rest of Australia have visited Brisbane CBD in the past 12 months, making it the premier destination. South Brisbane takes second place over Fortitude Valley; despite having similar levels of awareness, the results suggest Australians find South Brisbane more appealing to visit. Interestingly, over half (55%) of residents in the rest of Australia haven't visited any inner Brisbane areas in the past 12 months.

Which of these areas/suburbs, if any, have you personally visited in the past 12 months?



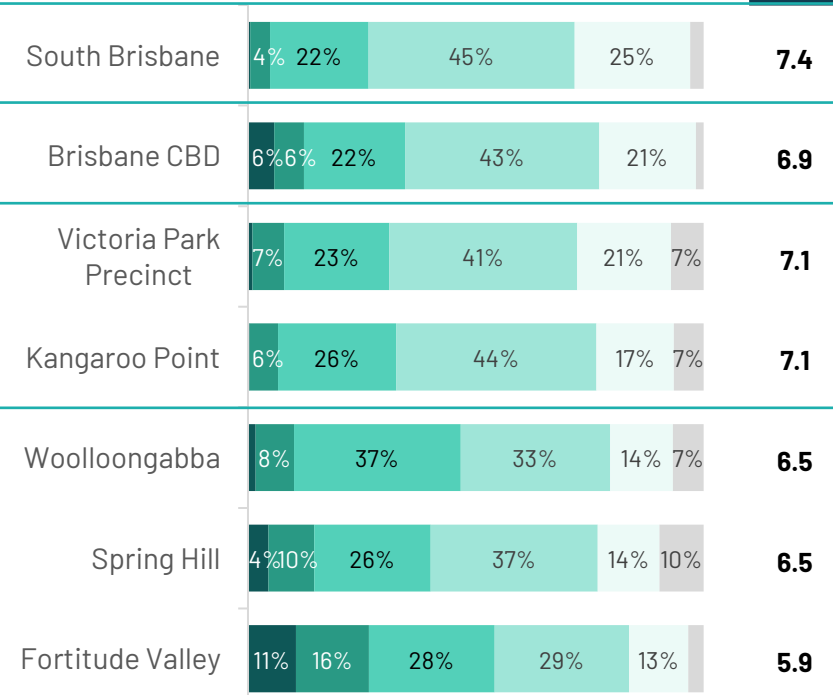
Despite lower visitation compared to South Brisbane, Kangaroo Point and Victoria Park Precinct enjoy positive perceptions.

When evaluating perceptions of areas/suburbs such as dining, nightlife, work, transport, culture, education, health, shopping, and housing, both Kangaroo Point and Victoria Park Precinct stood out, ranking in the top three across all audiences. However, South Brisbane ranked number one among Brisbane residents and second among those in the rest of Queensland, which aligns with visitation patterns. Meanwhile, among those in the rest of Australia, Brisbane CBD ranked number one, corresponding with the location they are most likely to be aware of and visit.

Ratings of the areas aware of

Brisbane

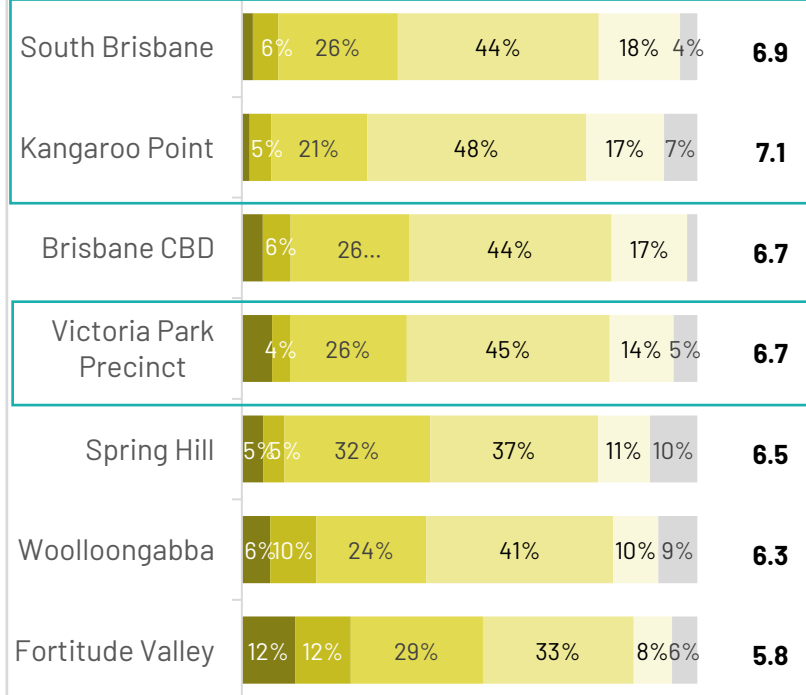
Avg.



0 to 2 3 to 4 5 to 6 7 to 8 9 to 10 Don't know

Rest of QLD

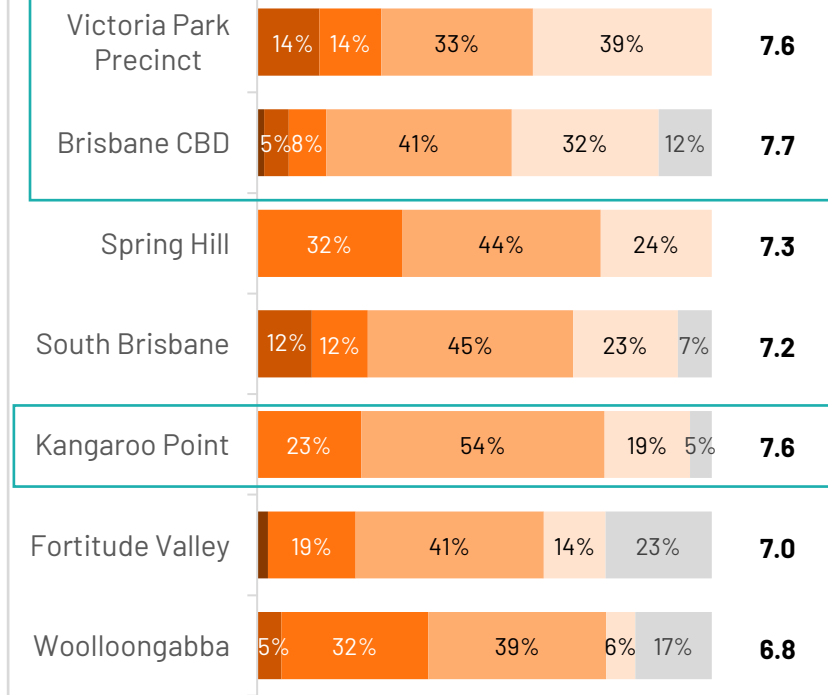
Avg.



0 to 2 3 to 4 5 to 6 7 to 8 9 to 10 Don't know

Rest of AUS

Avg.



0 to 2 3 to 4 5 to 6 7 to 8 9 to 10 Don't know

Q8. For each area/suburb you're aware of, how would you rate it overall? Rate on a scale of 0-10, where 0 is 'very poor' and 10 is 'excellent', Please think about your perceptions of the area/ suburb, including dining, nightlife, work, transport, culture, education, health, shopping, and housing.

Base: Brisbane n=303; Rest of QLD n=197; Rest of Aus n=100

Note: Data below 3% is not shown on chart

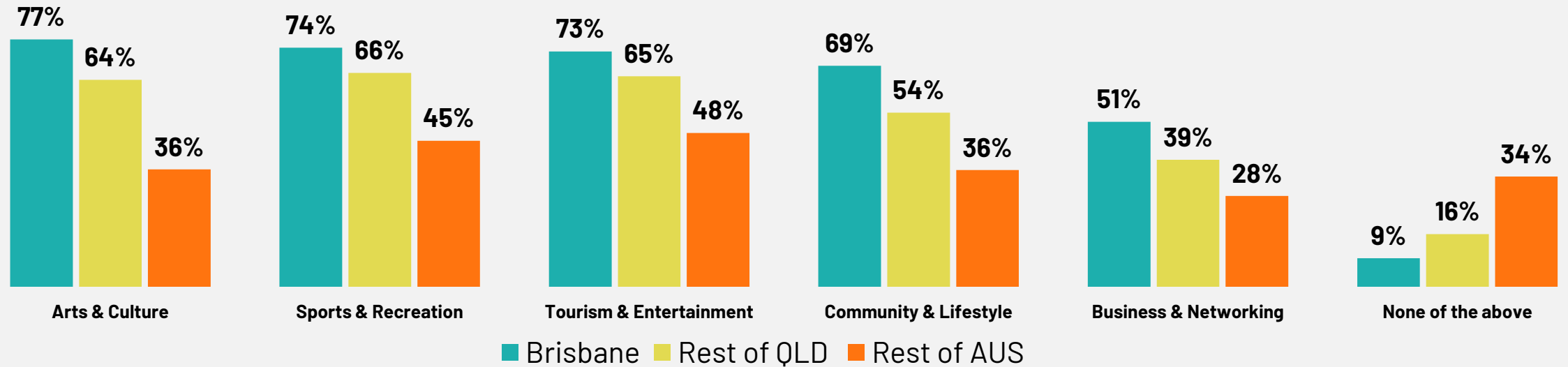
EVENT AWARENESS & ATTITUDES

06

In terms of awareness of events Arts & Culture, Sports & Recreation and Tourism & Entertainment were the most recognised categories.

Awareness of art and culture events in Brisbane's inner city was higher among Brisbane residents (77%) compared to those in the rest of Queensland (64%) and the rest of Australia (36%). The categories with the highest awareness among residents of the rest of Queensland and the rest of Australia were sports and recreation (66% and 45%, respectively) and tourism and entertainment (65% and 48%, respectively). About one-third of residents from the rest of Australia (34%) reported not being aware of any of these categories for events in Brisbane's inner city.

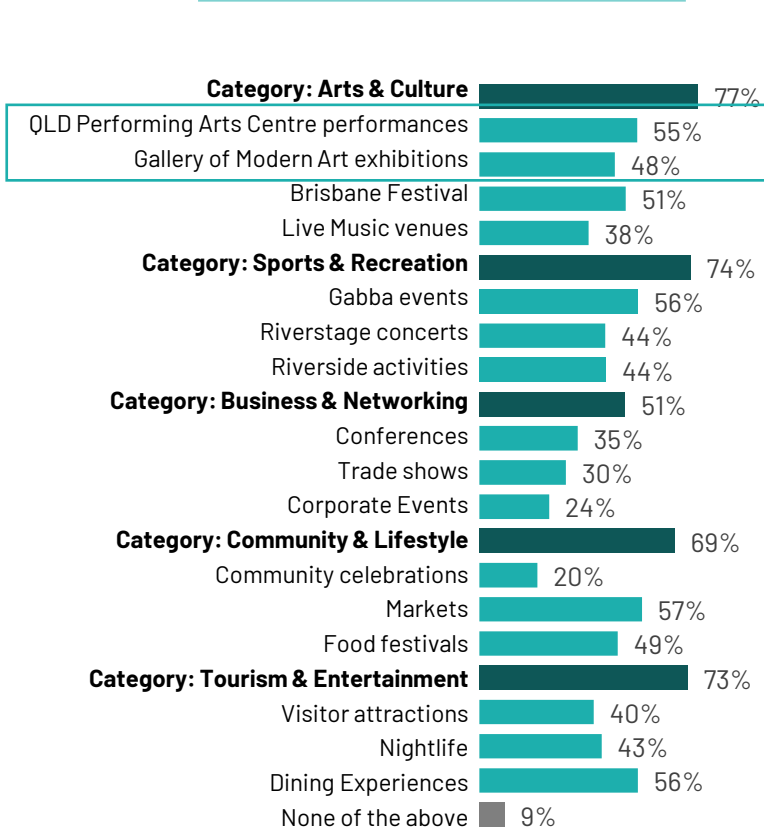
Which of the following events in Brisbane's inner city are you aware of? [Categories]



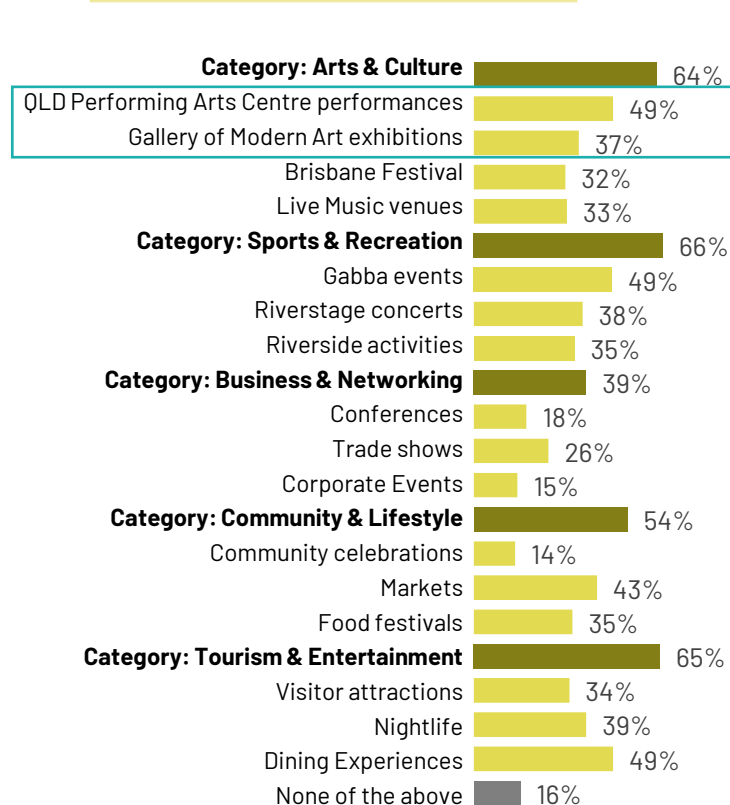
When looking at specific events within each category, some differences were noted between Queenslanders and residents outside of Queensland.

In the Arts & Culture category, awareness of the QLD Performing Arts Centre performances and Gallery of Modern Art exhibitions was higher among Queenslanders compared to those in the rest of Australia. This suggests an opportunity to boost awareness of these events outside of Queensland, particularly since residents in the rest of Australia were more likely to indicate potential for improvement in the variety and quality of cultural venues in inner Brisbane.

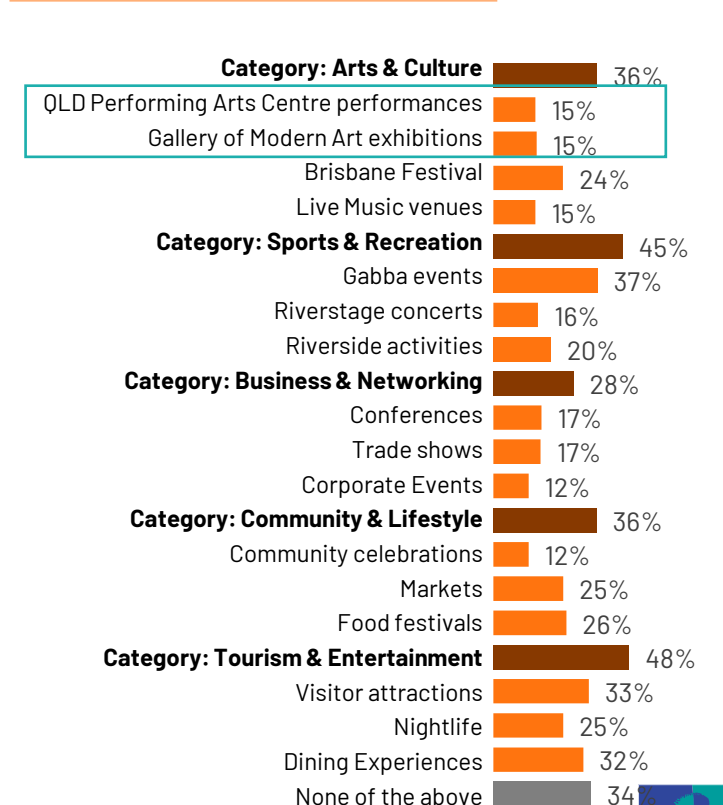
Brisbane



Rest of QLD



Rest of AUS

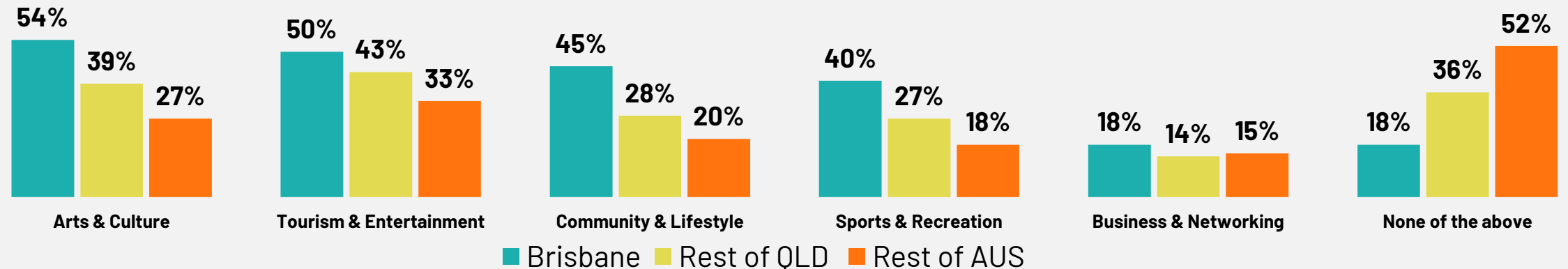


Q10. Which of the following events in Brisbane's inner city are you aware of? Please select all that apply.
Base: Brisbane n=303; Rest of QLD n=197; Rest of Aus n=100

Residents of Brisbane were more likely to attend Arts & Culture events in inner Brisbane, while others preferred Tourism & Entertainment activities.

Over half (54%) of Brisbane residents reported attending an Arts & Cultural event in Brisbane in the past 12 months. This figure was much lower among residents from the rest of Queensland (39%) and the rest of Australia (27%). In contrast, residents from the rest of Queensland and the rest of Australia were slightly more likely to have attended Tourism and Entertainment events in Brisbane in the past 12 months compared to other categories (43% and 33%, respectively).

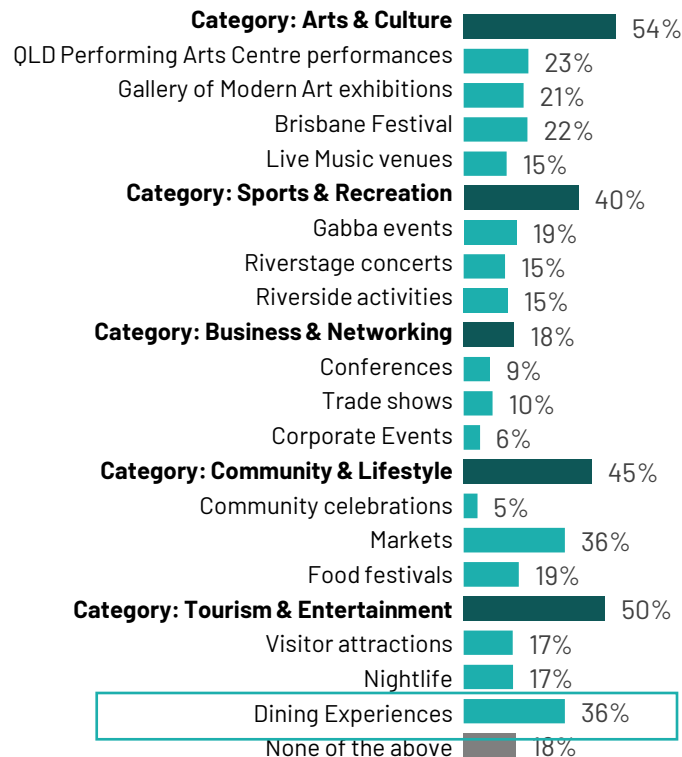
Which of these events in Brisbane have you attended in the last 12 months? [Categories]



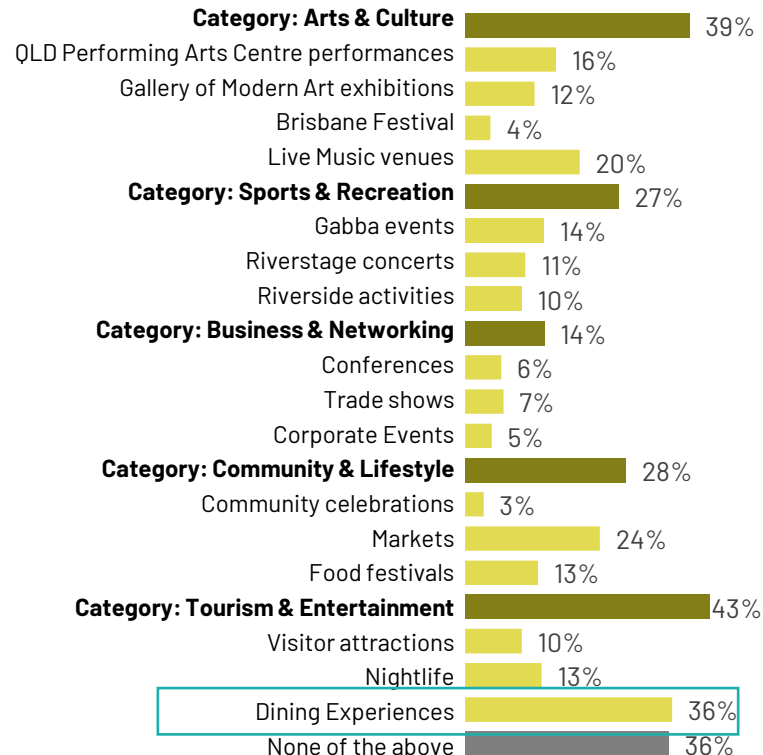
When looking at specific events Australians have attended in Brisbane in the past 12 months, results revealed that among Queenslanders, dining experiences were the most commonly reported activity in inner Brisbane during this period.

Among those in the rest of Australia, dining experiences were also a common event, just slightly less frequent than attending visitor attractions.

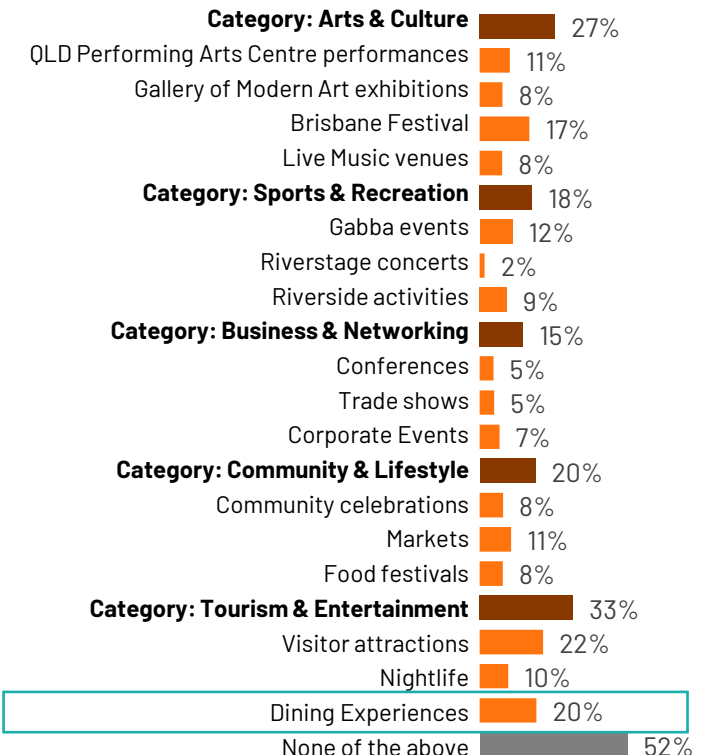
Brisbane



Rest of QLD



Rest of AUS

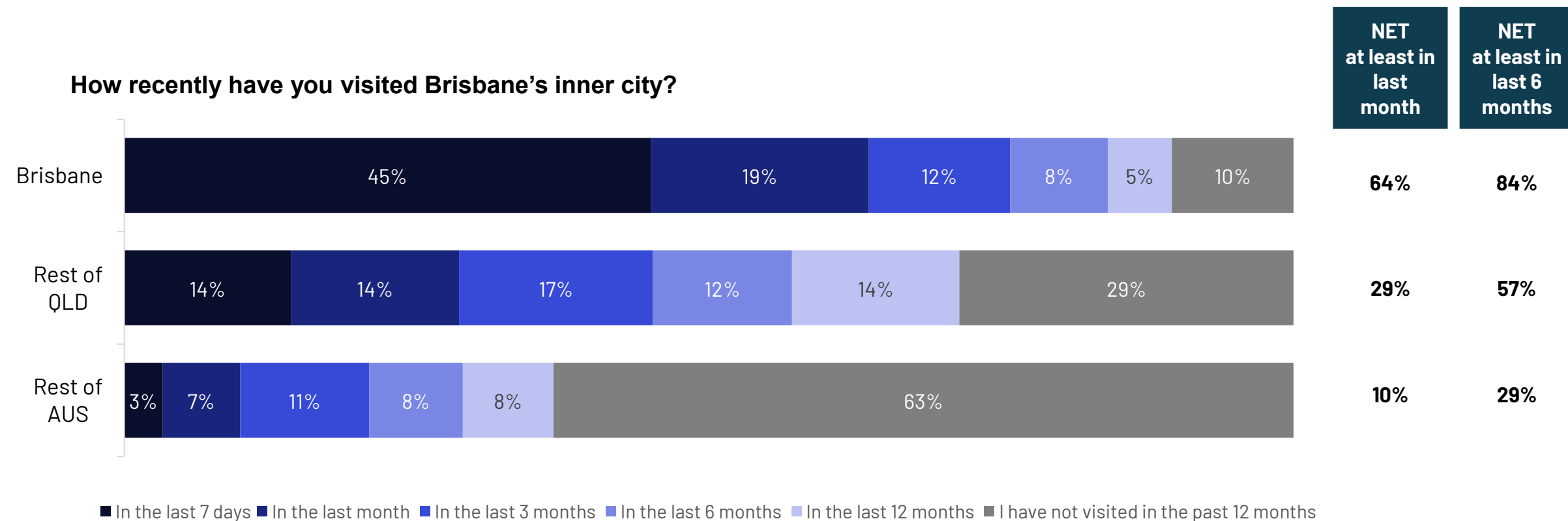


VISITING DETAILS

07

Brisbane residents more likely to visit inner city compared to those in rest of QLD

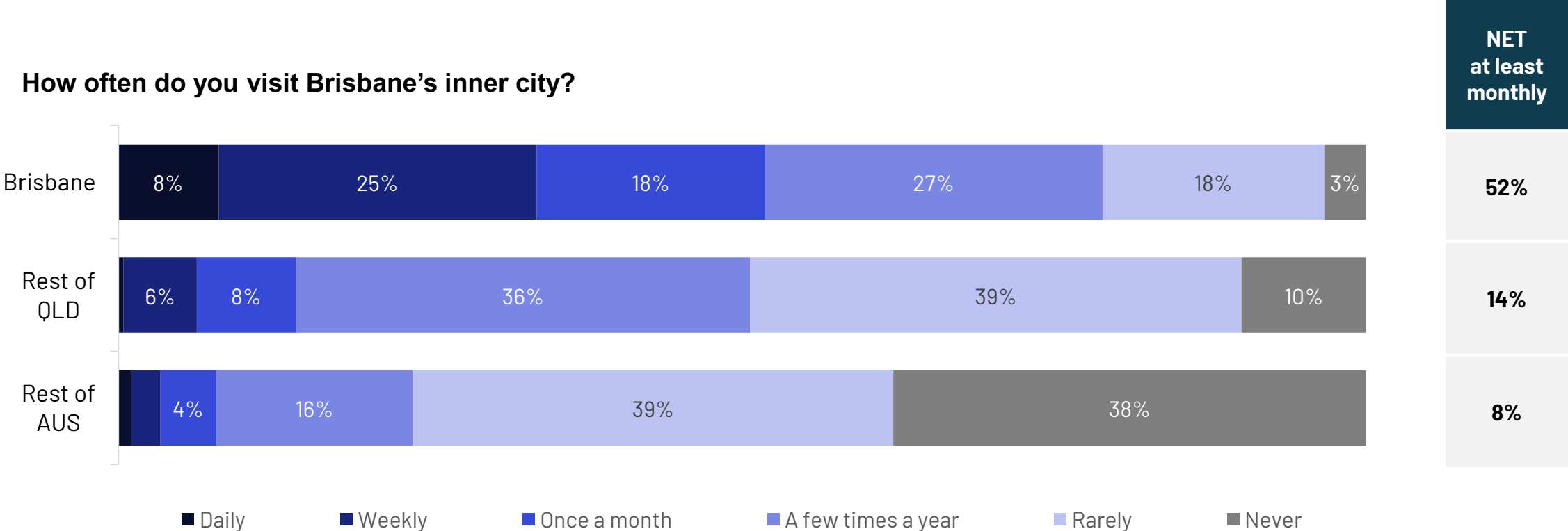
Over 3-in-5 (64%) Brisbane residents reported visiting Brisbane's inner city area in the last month, whereas this figure was much lower among residents of the rest of Queensland (29%). Residents of the rest of Queensland were more likely to have visited Brisbane's inner city area in the last 6 months (57%). Finally, over 3-in-5 (63%) residents in the rest of Australia reported not having visited inner Brisbane in the 12 months leading up to December 2025.



Similarly, Brisbane residents visit inner city more frequently than those in rest of QLD.

Following a similar pattern, when asked how often they visit Brisbane’s inner city, Brisbane residents were more likely than those in the rest of Queensland to report they do so at least once a month. Visitation was less frequent among residents of the rest of Queensland, with 36% reporting they visit Brisbane’s inner city a few times a year and 39% reporting they do so rarely.

How often do you visit Brisbane’s inner city?



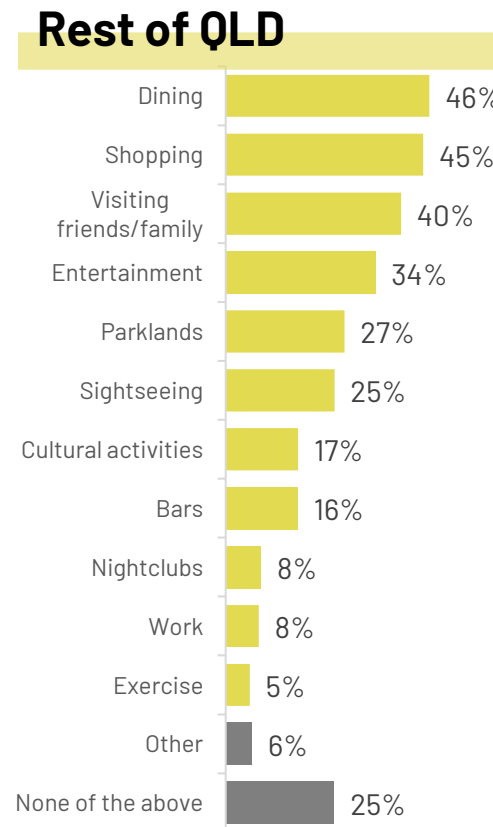
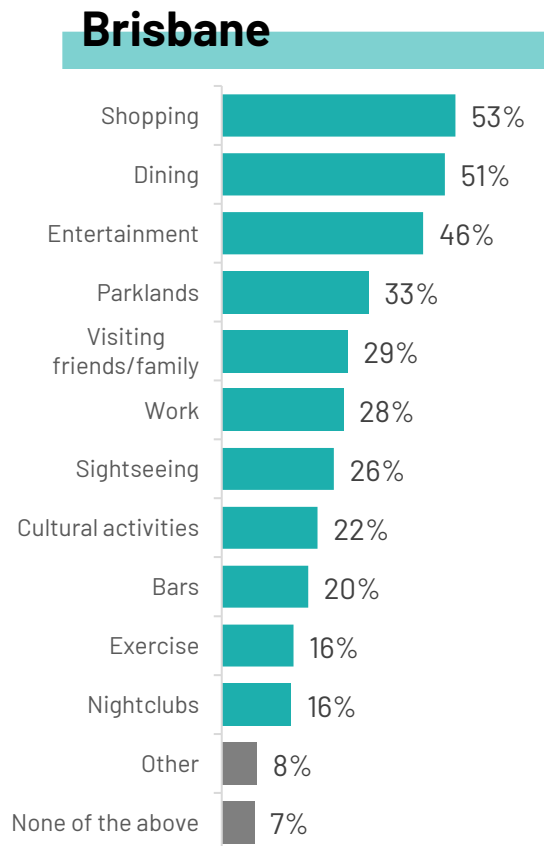
Q12. How often do you visit Brisbane's inner city?
 Base: Brisbane n=303; Rest of QLD n=197; Rest of AUS n=100
 Note: Data below 3% is not shown on chart



Shopping and dining experiences were the key activities for Australians visiting Brisbane's inner city in the past 12 months

Over half of Brisbane residents visited the inner city in the past 12 months for shopping (53%) and dining (51%). Dining was also the main activity for those in the rest of Queensland when visiting Brisbane's inner city in the past 12 months (46%), closely followed by shopping (45%). Besides dining (33%), residents from the rest of Australia also engaged in sightseeing activities (29%), shopping (28%), and entertainment (28%).

Which of the following have you done in Brisbane's inner city in the past 12 months?

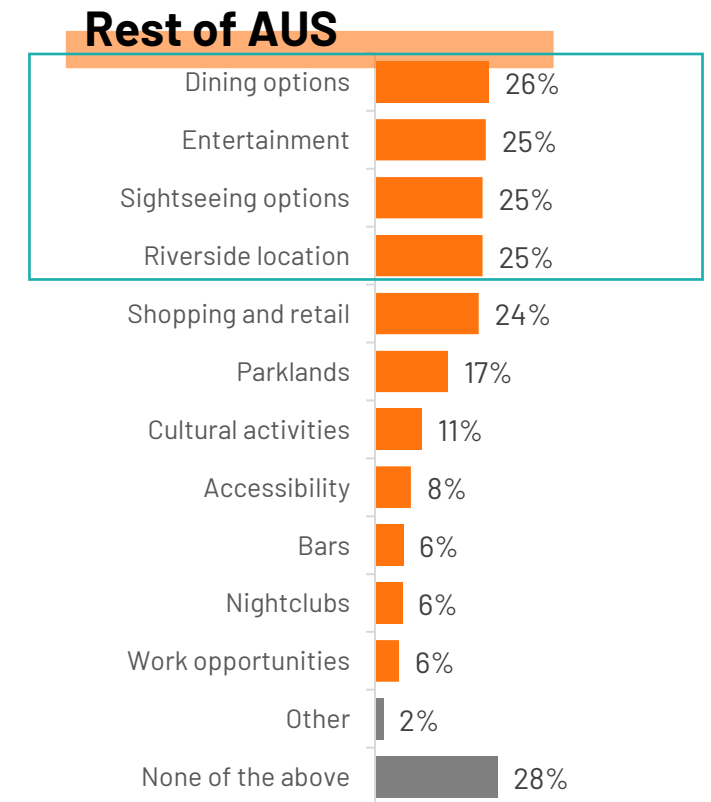
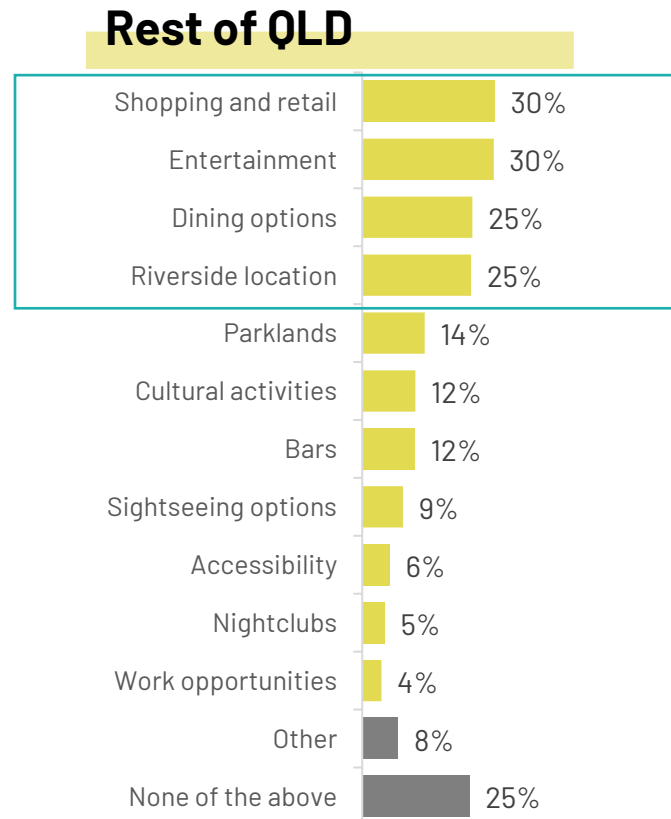
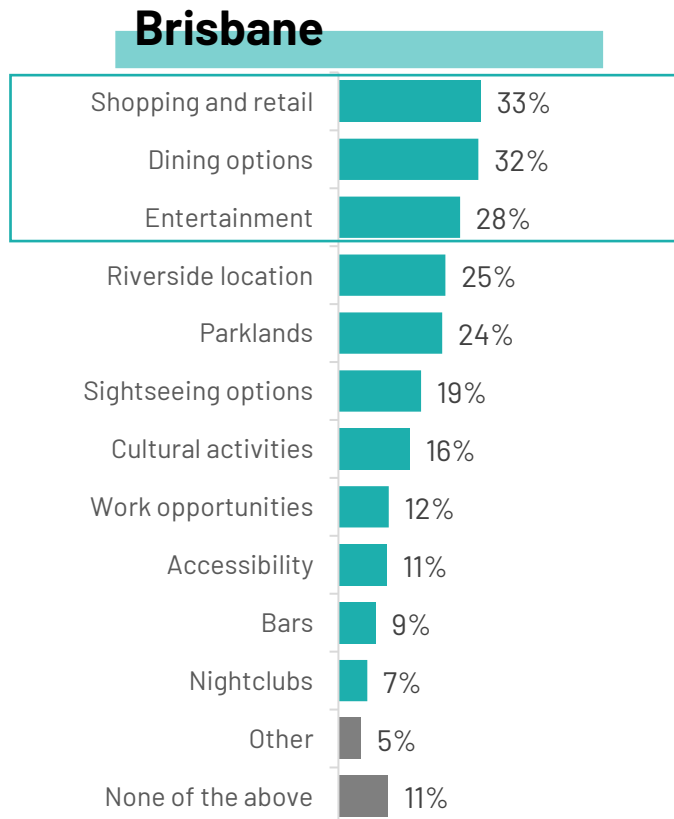


Q13. Which of the following have you done in Brisbane's inner city in the past 12 months?
Base: Brisbane n=293; Rest of QLD n=179; Rest of AUS n=64

Shopping, dining, and entertainment were also the activities that most attract Australians to Brisbane's inner city.

Around a third of Brisbane residents reported that shopping and retail (33%), along with dining options (32%), were what most attracted them to the inner city. For residents in the rest of Queensland, shopping and retail (30%) and entertainment (30%) were the most attractive activities, followed by dining options and the riverside location (25%). Among residents from the rest of Australia, dining options (26%), entertainment (25%), sightseeing options (25%), and the riverside location (25%) ranked as the top attractions. This aligns well with the types of activities they were more likely to engage in when visiting Brisbane's inner city.

What attracts you most to Brisbane's inner city?



THANK YOU

Alejandra Guerrero

Alejandra.Guerrero@Ipsos.com

Ay Nassimoldina

Ay.Nassimoldina@Ipsos.com