

Attitudes towards living in their local area

In the study we asked respondents to select one of three statements to describe how they feel about living in their local area. The study revealed that the majority of Mackay residents (43%) 'really like' living in the area, this proportion is higher than in 2017. A minority only live in their area 'because circumstances demand it', but this proportion is higher than the Queensland average.

	MKY		QLD
	2017	2019	2019
Really like it, can't think of anywhere else I would rather live	26%	43%↑	40%
Enjoy living here but can think of other places I would enjoy equally	54%	44%	51%
I only live here because circumstances demand it	20%	13%	9%

i.e. 43% of Mackay respondents chose this statement as best describing how they feel about living in their local area

Attitudes towards tourism in local area

Respondents answered a series of questions about their attitudes towards tourism in their local area. For each question they picked a statement that best reflects their view.

This showed that attitudes are relatively stable and remain positive towards tourism. Almost two-thirds of residents (63%) 'really like' tourists and a similar proportion (60%) think their local area should attract more tourists.

We also saw that almost two-thirds of residents (66%) are happy with continued growth in tourism. A further one in six (16%) would like growth, but in a different direction. These residents suggested a variety of possible directions, see examples below:

"I would like to see more tourists staying closer to the city, and being attracted to the closer attractions, and not just using the city as a base from which to travel to other centres."

Mackay resident, 2019

"Creating more things for tourists to come see in order to boost local businesses and earnings."

Mackay resident, 2019

"I would like to see the beautiful areas in this region developed to attract more tourism; a variety of cafes and tourist shops on the riverside, beaches and parks to provide choice and competition."

Mackay resident, 2019

"Minimum high rise and resort accommodation with a focus on recreation entertainment such as fishing, bush hiking, fresh water activities and eco driven enterprises."

Mackay resident, 2019

	MKY		QLD
	2017	2019	2019

Feelings towards tourists

I really like tourists	72%	63%	50%
I tolerate tourists as they're good for the community	23%	28%	36%
I adjust my lifestyle to avoid tourism inconveniences	4%	6%	10%
I stay away from places tourists go	1%	3%	4%

Number of tourists local area should attract

More	69%	60%	32%
About the same number	28%	37%	60%
Fewer	3%	3%	8%

Preferred tourism development growth

Happy with continued growth	64%	66%	59%
Happy but no more growth	10%	15%	30%
Want less tourism	2%	2%	4%
More growth, different direction	24%	16%↓	7%

Level of contact with tourists

Never come into contact with them	16%	22%	21%
See them around but don't usually talk to them	52%	51%	51%
Often interact with them as part of my job	10%	8%	9%
Often meet them around town and talk to them	16%	13%	14%
Have made friends with them, but not kept in contact	6%	6%	6%
Have made friends with them, and have kept in contact	7%	5%	4%

↑ Statistically significantly higher/lower than previous year at 95% confidence level

Significantly higher when comparing the region to Queensland at the 95% confidence level

Attitudes towards tourism in local area cont.

Respondents were then asked to rate the overall impact tourism has on their community, and on them personally, by using a seven-point scale ranging from 'very negatively (-3)' to 'very positively (+3)'.

% agree that tourism has a positive impact on...

	2017	MKY 2019	QLD 2019
...the community as a whole ¹	53%	54%	45%
...their personal quality of life ¹	18%	11%↓	16%

Mackay residents are significantly more likely than the average Queenslander to agree that tourism has a positive impact on the community. Just over half (54%) of residents agree that tourism has a positive impact on the community, compared with 45% in Queensland. However, 11% agree that tourism has a positive impact on their personal quality of life, which is significantly down from 2017.

i.e. 16% of Queensland respondents rated tourism as affecting their personal quality of life 'positively (2)' or 'very positively (3)'.

Positive and negative impacts of tourism

Respondents were then asked if they agree or disagree with seven positive and eight negative statements about the possible impacts of tourism. Those that agree with a statement were asked to rate its impact on their community, and on them personally, by using a seven-point scale ranging from 'very negatively (-3)' to 'very positively (+3)'.

Mackay residents overwhelmingly agree that: because of tourism, there is greater cultural diversity (91%), economic benefits (93%), festivals and events attract tourists and raise awareness (88%), increased regional profile (87%) and increased local pride (74%). These positive benefits are seen to impact the community more than the individual.

Agreement with statements about tourism's potential negative impacts have mostly increased since 2017 but are still below the Queensland average.

Positive impacts of tourism

% agree	MKY		QLD
	2017	2019	2019
Greater cultural diversity	90%	91%	91%
Important economic benefits	92%	93%	89%
Festivals and events attract tourists and raise awareness	92%	88%	89%
Increased regional profile	85%	87%	83%
Increased local pride	77%	74%	73%
New infrastructure	65%	59%	69%
Benefits shared evenly	48%	51%	51%

"The more there is to do the more money is spent in the area and the more the community will be able to enjoy these as well. "

Mackay resident, 2019

"Tourism brings job and business opportunities and injects cash into the local economy."

Mackay resident, 2019

Impact on...	MKY 2019		QLD 2019	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Greater cultural diversity	13%	39%	17%	35%
Important economic benefits	13%	45%	17%	45%
Festivals and events attract tourists and raise awareness	19%	49%	18%	44%
Increased regional profile	15%	44%	17%	41%
Increased local pride	20%	52%	21%	41%
New infrastructure	36%	58%	31%	53%
Benefits shared evenly	17%	44%	20%	43%

Notes:

1. positive impact is based on % who cited the top two ratings on a 7-point scale from very negatively (-3) to very positively (+3)

↑ Statistically significantly higher/lower than previous year at 95% confidence level

□ Significantly higher when comparing the region to Queensland at the 95% confidence level

Potential negative impacts of tourism

Respondents were asked if they agree or disagree with seven positive and eight negative statements about the possible impacts of tourism. Those that agree with a statement were asked to rate its impact on their community, and on them personally, by using a seven-point scale ranging from 'very negatively (-3)' to 'very positively (+3)'.

% agree	MKY		QLD
	2017	2019	2019
Increased prices	39%	42%	50%
Increased property values	22%	38%↑	42%
Rise in delinquent behaviour	26%	32%	36%
More disruption	15%	17%	36%
Negative impact on the environment	18%	24%	34%
Negative impact on local character	25%	21%	33%
Misdirected public spending	14%	24%↑	28%
Lack of access for locals	8%	11%	22%

"Traffic is a little busier during the cooler months as travellers make their way north."
Mackay resident, 2019

"Shops think they can up the price cause people in other countries come over."
Mackay resident, 2019

Impact on...	MKY 2019		QLD 2019	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Increased prices	7%	7%	10%	10%
Increased property values	5%	10%	13%	13%
Rise in delinquent behaviour	3%	15%	8%	16%
More disruption	*	5%	13%	16%
Negative impact on the environment	15%	27%	11%	19%
Negative impact on local character	1%	3%	6%	7%
Misdirected public spending	3%	8%	6%	12%
Lack of access for locals	*	5%	11%	14%

* Small sample size - results not shown for these cells as they are not statistically robust

In summary

Mackay's 138,000 residents describe it as a beautiful, tropical region with a friendly community. The majority of residents enjoy living where they do.

The mining industry is top of mind for many residents, while the tourism industry contributes 2% to the local economy. residents welcomed 1.2 overnight visitors in the year ending June 2019.

Through the study, we see that sentiment towards tourism is more positive than the Queensland average. Almost two thirds residents 'really like' tourists and a similar proportion would like their local area to attract more tourists. There is a strong desire for continued tourism development, with some suggesting a different direction for growth.

Since 2017, agreement with most of the impacts of tourism is relatively stable. residents recognise the benefits of tourism and acknowledge their impact on the community. They are also less likely than the Queensland average to agree with the potential negative impacts of tourism.

A number of statements used in the questionnaire have been abbreviated for ease of reporting. The full statements, as asked in the questionnaire, are listed at the end of our Social Indicators 2017 Queensland report on our website: teq.queensland.com/research-and-insights/domestic-research/queensland-research

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Notes:
1. negative impact is based on % who cited the bottom two ratings on a 7-point scale ranging from very negatively (-3) to very positively (+3).

↑ Statistically significantly higher/lower than previous year at 95% confidence level

■ Significantly higher when comparing the region to Queensland at the 95% confidence level