

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 just under a third (31 per cent) of SQC residents 'really like' living in the area and 'can't think of anywhere else they would rather live'.

	SQC		QLD
	2013	2017	2017
Really like it, can't think of anywhere else I would rather live	34%	31%	37%
Enjoy living here but can think of other places I would enjoy equally	54%	54%	52%
I only live here because circumstances demand it	13%	15%	11%

i.e. 31% of Southern Queensland Country 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.

The proportion of SQC residents who 'really like' tourists remains significantly higher than the Queensland average. However, the proportion has declined from 68 per cent in 2013 to 55 per cent in 2017.

"I enjoy seeing tourists come to our town"

SQC Resident, 2017

We also saw that five in ten residents (51 per cent) would like more tourists in their local area. Six in ten (61 per cent) are happy with continued growth in tourism development, compared with seven in ten in 2013. In their day-to-day lives, residents have a similar level of contact with tourists as the average Queenslanders.

"Generally creates more jobs and opportunities for our younger generation. Wish we could entice more people to this region."

SQC Resident, 2017

	SQC		QLD
	2013	2017	2017

Feelings towards tourists

I really like tourists	68%	55%↓	46%
I tolerate tourists as they're good for the community	26%	34%↑	40%
I adjust my lifestyle to avoid tourism inconveniences	4%	10%↑	11%
I stay away from places tourists go	3%	1%	3%

Number of tourists local area should attract

More	57%	51%	36%
About the same number	40%	43%	57%
Fewer	3%	5%	7%

Preferred tourism development growth

Happy with continued growth	70%	61%↓	58%
Happy but no more growth	16%	25%↑	29%
Want less tourism	2%	5%↑	6%
More growth, different direction	12%	9%↓	7%

Level of contact with tourists

Never come into contact with them	18%	18%	21%
See them around but don't usually talk to them	51%	55%	54%
Often interact with them as part of my job	14%	9%	10%
Often meet them around town and talk to them	19%	13%↓	13%
Have made friends with them, but not kept in contact	7%	6%	6%
Have made friends with them, and have kept in contact	4%	3%	3%

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...

	2013	SQC 2017	QLD 2017
...the community as a whole ¹	59%	58%	43%
...their personal quality of life ¹	17%	15%	18%

SQC residents are more likely than the average Queenslanders to agree that tourism has a positive impact on the community. Fifty-eight per cent of residents agree that tourism has a positive impact on the community, compared with 43 per cent in Queensland. Fifteen per cent agree that tourism has a positive impact on their personal quality of life. Perceptions of tourism's impact are stable compared to 2013.

i.e. 18% 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)'.

SQC residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (90 per cent), economic benefits (89 per cent), an increased regional profile (86 per cent), increased local pride (83 per cent), and new infrastructure (65 per cent). Residents are more likely than the average Queenslanders to recognise the impact of these benefits to the community.

In contrast with other South East Queensland regions, i.e. Brisbane, Gold Coast and Sunshine Coast, relatively few SQC residents agree that there are negative consequences to tourism. The main negatives identified were increased prices (36 per cent) and more disruption (29 per cent).

Positive impacts of tourism

% agree	SQC		QLD
	2013	2017	2017
Greater cultural diversity	87%	90%	89%
Important economic benefits	89%	89%	89%
Festivals and events attract tourists and raise awareness	94%	94%	88%
Increased regional profile	91%	86%↓	83%
Increased local pride	81%	83%	69%
New infrastructure	58%	65%	69%
Benefits shared evenly	41%	50%↑	48%

*"...there is a net positive feeling of having visitors, especially from different backgrounds and cultures, in the local region."
SQC Resident, 2017*

*"Bringing more tourists to my area allows businesses to thrive...This in turn is better for residents, as the whole area has more growth, more shops and a more thriving lifestyle."
SQC Resident, 2017*

Impact on...	SQC 2017		QLD 2017	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Greater cultural diversity	18%	41%	17%	33%
Important economic benefits	17%	54%	16%	43%
Festivals and events attract tourists and raise awareness	15%	57%	19%	44%
Increased regional profile	16%	54%	17%	41%
Increased local pride	19%	49%	21%	40%
New infrastructure	37%	64%	32%	49%
Benefits shared evenly	19%	45%	21%	40%

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	SQC		QLD
	2013	2017	2017
Increased prices	47%	35%↓	50%
Increased property values	26%	23%	38%
Rise in delinquent behaviour	32%	25%↓	35%
More disruption	27%	29%	35%
Negative impact on the environment	23%	23%	29%
Negative impact on local character	20%	25%	29%
Misdirected public spending	21%	17%	25%
Lack of access for locals	13%	14%	18%

"Tourism is great in one way but if too many come here it just pushes prices up too high..."

SQC Resident, 2017

"Doesn't really affect me where I live except for particular events our city hosts when for a week traffic may be extra congested etc."

SQC Resident, 2017

Impact on...	SQC 2017		QLD 2017	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Increased prices	4%	8%	9%	11%
Increased property values	9%	9%	13%	15%
Rise in delinquent behaviour	7%	15%	8%	18%
More disruption	8%	6%	11%	14%
Negative impact on the environment	2%	9%	8%	20%
Negative impact on local character	5%	2%	5%	6%
Misdirected public spending	6%	8%	7%	14%
Lack of access for locals	6%	10%	16%	16%

In summary

Southern Queensland Country residents like living where they live. They describe their local area using positive language with a friendly, rural theme coming through. The region's beautiful gardens are often mentioned in their descriptions.

The region's 278,000 residents welcomed 1.9 million visitors in the year ending June 2017; they mainly receive domestic travelers.

Through the study, we see that broad sentiment towards tourism is more positive than the Queensland average. Just over half of residents would like their local area to attract more tourists. However, fewer residents 'really like' tourists than in 2013 with perceptions shifting towards a more neutral position. There is little negative sentiment towards tourism.

SQC residents are more likely than the average Queenslanders to recognise the benefits of tourism to the community. Additionally, relatively few residents agree that there are negative consequences to tourism when compared with other South East Queensland regions, i.e. Brisbane, Gold Coast and Sunshine Coast.

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

