

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 Townsville residents 'enjoy living here' and almost a third (32%) 'really like' living in the area.

	TSV		QLD
	2017	2019	2019
Really like it, can't think of anywhere else I would rather live	29%	32%	40%
Enjoy living here but can think of other places I would enjoy equally	60%	59%	51%
I only live here because circumstances demand it	11%	9%	9%

i.e. 32% of Townsville 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 slightly less (62%) think their local area should attract more tourists.

Most residents say they see tourists around town but the majority don't usually talk to them.

Almost two thirds of residents (65%) are happy with continued growth in tourism. A further 15% would like growth, but in a different direction. These residents suggested a variety of possible directions, see examples below:

"Seek more national and find international flights to our area. Highlight more our unique attractions, weather and friendliness..."

Townsville resident, 2019

"I would like to see more family friendly public attractions that would attract locals and tourism to our area."

Townsville resident, 2019

"We need something for the 18-35 yr. old age bracket to entice them to come to the area and stay for more than 1 night for it to be of benefit to the community."

Townsville resident, 2019

"We live both close to the Great Barrier Reef and the outback, we should be selling ourselves as the gate way to both."

Townsville resident, 2019

"We need a shopping centre akin to Cairns central in the CBD to encourage tourist spending."

Townsville resident, 20179

	TSV		QLD
	2017	2019	2019

Feelings towards tourists

I really like tourists	64%	63%	50%
I tolerate tourists as they're good for the community	28%	30%	36%
I adjust my lifestyle to avoid tourism inconveniences	8%	4%	10%
I stay away from places tourists go	1%	3%	4%

Number of tourists local area should attract

More	69%	62%	32%
About the same number	30%	33%	60%
Fewer	1%	5% ↑	8%

Preferred tourism development growth

Happy with continued growth	71%	65%	59%
Happy but no more growth	15%	20%	30%
Want less tourism	2%	0%	4%
More growth, different direction	12%	15%	7%

Level of contact with tourists

Never come into contact with them	10%	15%	21%
See them around but don't usually talk to them	62%	58%	51%
Often interact with them as part of my job	13%	8%	9%
Often meet them around town and talk to them	15%	18%	14%
Have made friends with them, but not kept in contact	5%	5%	6%
Have made friends with them, and have kept in contact	3%	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	TSV 2019	QLD 2019
...the community as a whole ¹	63%	61%	45%
...their personal quality of life ¹	19%	18%	16%

Townsville residents are significantly more likely than the average Queenslander to agree that tourism has a positive impact on the community. Almost two thirds (61%) of residents agree that tourism has a positive impact on the community, compared with 45% in Queensland. Around one in six (18%) agree that tourism has a positive impact on their personal quality of life. Perceptions of tourism's impact are reasonably stable compared to 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)'.

Townsville residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (95%), economic benefits (93%), an increased regional profile (89%), increased local pride (82%), and new infrastructure (66%). These positive benefits are seen to impact the community more than the individual.

Agreement with statements about tourism's potential negative impacts I have increased but are still below the average for Queensland. However, fewer residents agree that tourism 'leads to increased property values' than in 2019.

Positive impacts of tourism

% agree	TSV		QLD
	2017	2019	2019
Greater cultural diversity	97%	95%	91%
Important economic benefits	92%	93%	89%
Festivals and events attract tourists and raise awareness	93%	92%	89%
Increased regional profile	93%	89%	83%
Increased local pride	83%	82%	73%
New infrastructure	67%	66%	69%
Benefits shared evenly	45%	50%	51%

"It only improves it. Tourism brings money and attractions to our area. Win win"

Townsville resident, 2019

"I think tourism is great for the area and results in improved services and facilities which flows on to the community."

Townsville resident, 2019

Impact on...	TSV 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	18%	43%	17%	35%
Important economic benefits	18%	55%	17%	45%
Festivals and events attract tourists and raise awareness	20%	54%	18%	44%
Increased regional profile	17%	52%	17%	41%
Increased local pride	20%	48%	21%	41%
New infrastructure	39%	65%	31%	53%
Benefits shared evenly	21%	49%	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	TSV		QLD
	2017	2019	2019
Increased prices	31%	40%	50%
Increased property values	23%	20%	42%
Rise in delinquent behaviour	24%	31%	36%
More disruption	18%	18%	36%
Negative impact on the environment	17%	19%	34%
Negative impact on local character	17%	28% ↑	33%
Misdirected public spending	15%	21%	28%
Lack of access for locals	10%	15%	22%

"maybe there is so much more traffic and busy shopping centres..."

Townsville resident, 2019

"Some areas in our region are not equipped for the number of tourists that come.... These need to be built before the area is spoilt"

Townsville resident, 2019

Impact on...	TSV 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	3%	5%	10%	10%
Increased property values	4%	2%	13%	13%
Rise in delinquent behaviour	*	11%	8%	16%
More disruption	7%	12%	13%	16%
Negative impact on the environment	5%	9%	11%	19%
Negative impact on local character	2%	3%	6%	7%
Misdirected public spending	6%	8%	6%	12%
Lack of access for locals	*	6%	11%	14%

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

In summary

The majority of Townsville's 229,000 residents enjoy living in the area. They describe it as a tropical region which is quiet, friendly, peaceful and safe.

The tourism industry contributes 6.0% of the local economy, with residents welcoming 1.6 million 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 in three residents 'really like' tourists and 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 the positive impacts of tourism is stable on balance. residents recognise the benefits of tourism and acknowledge their impact on the community. They are also much less likely than the Queensland average to agree with the potential negative impacts associated with tourism, but the number acknowledging the negative impacts of tourism has increased.

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 2019 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