

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 44 per cent of Gold Coast residents 'really like' living in the area and 'can't think of anywhere else they would rather live'. This is higher than the Queensland average.

	GC		QLD
	2013	2017	2017
Really like it, can't think of anywhere else I would rather live	42%	44%	37%
Enjoy living here but can think of other places I would enjoy equally	49%	49%	52%
I only live here because circumstances demand it	10%	7%	11%

i.e. 44% of Gold Coast 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 the proportion of Gold Coast residents who 'really like' tourists declined from 45 per cent in 2013 to 32 per cent in 2017. Residents are now more likely to 'tolerate' tourists, with 48 per cent saying this in 2017.

"...only when it's very crowded at popular spots but I understand that's something that comes with living in a tourist destination."

Gold Coast Resident, 2017

We also saw that six in ten residents (63 per cent) would like tourism numbers to remain 'about the same' compared with 54 per cent in 2013. Two thirds of residents (66 per cent) report seeing tourists around but they don't usually talk to them; this is higher than for the rest of the state.

"...I tend to stay away from tourist 'hotspots'...I like where I live because I can take or leave the tourist side of things."

Gold Coast Resident, 2017

	GC	QLD
	2013	2017

Feelings towards tourists

I really like tourists	45%	32%↓	46%
I tolerate tourists as they're good for the community	37%	48%↑	40%
I adjust my lifestyle to avoid tourism inconveniences	13%	16%	11%
I stay away from places tourists go	4%	4%	3%

Number of tourists local area should attract

More	39%	28%↓	36%
About the same number	54%	63%↑	57%
Fewer	7%	9%	7%

Preferred tourism development growth

Happy with continued growth	57%	54%	58%
Happy but no more growth	28%	34%	29%
Want less tourism	5%	9%↑	6%
More growth, different direction	11%	4%↓	7%

Level of contact with tourists

Never come into contact with them	20%	12%↓	21%
See them around but don't usually talk to them	58%	66%↑	54%
Often interact with them as part of my job	9%	10%	10%
Often meet them around town and talk to them	13%	11%	13%
Have made friends with them, but not kept in contact	7%	7%	6%
Have made friends with them, and have kept in contact	5%	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	GC 2017	QLD 2017
...the community as a whole ¹	48%	51%	43%
...their personal quality of life ¹	18%	22%	18%

Gold Coast residents feel that tourism positively impacts the community more than them personally. Around half of residents (51 per cent) agree that tourism has a positive impact on the community, while 22 per cent agree that tourism has a positive impact on their personal quality of life.

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)'.

Gold Coast residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (94 per cent), economic benefits (91 per cent), an increased regional profile (87 per cent), increased local pride (62 per cent), and new infrastructure (79 per cent). These positive benefits are seen to impact the community more than the individual.

Since 2013, agreement with statements about potential negative impacts has risen in some areas. The largest increase is in residents agreeing that tourism can create disruption. This may be linked to the city's preparations for the upcoming Gold Coast 2018 Commonwealth Games.

Positive impacts of tourism

	% agree	GC		QLD
		2013	2017	2017
Greater cultural diversity	93%	94%	89%	
Important economic benefits	92%	91%	89%	
Festivals and events attract tourists and raise awareness	86%	92%↑	88%	
Increased regional profile	84%	87%	83%	
Increased local pride	69%	62%↓	69%	
New infrastructure	70%	79%↑	69%	
Benefits shared evenly	40%	49%↑	48%	

"Great for our community and the public and private facilities constructed as a consequence and available to all."
Gold Coast Resident, 2017

"People from all over the world enjoying and appreciating the beautiful beaches and natural environment."
Gold Coast Resident, 2017

Impact on...	GC 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%	33%	17%	33%
Important economic benefits	20%	46%	16%	43%
Festivals and events attract tourists and raise awareness	21%	45%	19%	44%
Increased regional profile	20%	45%	17%	41%
Increased local pride	23%	43%	21%	40%
New infrastructure	36%	52%	32%	49%
Benefits shared evenly	25%	44%	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	GC		QLD
	2013	2017	2017
Increased prices	63%	64%	50%
Increased property values	45%	59%↑	38%
Rise in delinquent behaviour	46%	50%	35%
More disruption	41%	57%↑	35%
Negative impact on the environment	34%	39%	29%
Negative impact on local character	40%	47%↑	29%
Misdirected public spending	33%	33%	25%
Lack of access for locals	23%	33%↑	18%

"More people, there will be more traffic i.e. Commonwealth Games but will also bring in money for businesses."
Gold Coast Resident, 2017

"...notably higher property prices in high tourist areas."
Gold Coast Resident, 2017

Impact on...	GC 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	16%	17%	9%	11%
Increased property values	16%	16%	13%	15%
Rise in delinquent behaviour	10%	26%	8%	18%
More disruption	17%	23%	11%	14%
Negative impact on the environment	9%	25%	8%	20%
Negative impact on local character	6%	6%	5%	6%
Misdirected public spending	7%	16%	7%	14%
Lack of access for locals	21%	26%	16%	16%

In summary

Gold Coast residents really like living in the region. Residents appreciate the beautiful beaches and local shopping options. They also see their local area as peaceful and quiet with a good sense of community.

The region's 555,000 residents share the area with more holidaymakers than any other Queensland region.

Through the study, we see that positive sentiment towards tourism has softened and shifted towards a more neutral position. Fewer residents 'really like' tourists and fewer think their local area should attract 'more' tourists. There remains little negative sentiment towards tourism.

Gold Coast residents see the wide range of benefits that tourism brings to the community. However, agreement that tourism can cause disruption has risen since 2013. It may be that preparation for the Gold Coast 2018 Commonwealth Games is bringing this to the front of residents' minds.

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