

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. Sunshine Coast residents were the second most likely in Queensland, after the Whitsundays, to say that they 'really like' living in their area and 'can't think of anywhere else they would rather live'. Fifty-four per cent of residents said this, compared with 58 per cent in the Whitsundays.

| | SSC | | QLD |
|---|------|------|------|
| | 2013 | 2017 | 2017 |
| Really like it, can't think of anywhere else I would rather live | 51% | 54% | 37% |
| Enjoy living here but can think of other places I would enjoy equally | 45% | 41% | 52% |
| I only live here because circumstances demand it | 4% | 5% | 11% |

i.e. 54% of Sunshine 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 Sunshine Coast residents who 'really like' tourists declined from 46 per cent in 2013 to 39 per cent in 2017.

Residents are now more likely to 'tolerate' tourists, with 44 per cent saying this in 2017. There remains little negative sentiment towards tourism.

"I accept that there will be many tourists at peak times, but I can handle that."

Sunshine Coast Resident, 2017

We also saw that six in ten (58 per cent) residents would like tourism numbers to remain 'about the same' compared with five in ten in 2013. Contact with tourists is common in the region, with only 7 per cent reporting they never encounter tourists; compared with the Queensland average of 21 per cent.

"Tourists are, on the whole, very happy and it's lovely to see people smiling and enjoying themselves."

Sunshine Coast Resident, 2017

"...tourists and locals cohabit very nicely where I live."

Sunshine Coast Resident, 2017

| | 2013 | SSC 2017 | QLD 2017 |
|--|------|----------|----------|
|--|------|----------|----------|

Feelings towards tourists

| | | | |
|---|-----|------|-----|
| I really like tourists | 46% | 39%↓ | 46% |
| I tolerate tourists as they're good for the community | 39% | 44%↑ | 40% |
| I adjust my lifestyle to avoid tourism inconveniences | 13% | 15% | 11% |
| I stay away from places tourists go | 2% | 2% | 3% |

Number of tourists local area should attract

| | | | |
|-----------------------|-----|------|-----|
| More | 47% | 34%↓ | 36% |
| About the same number | 50% | 58%↑ | 57% |
| Fewer | 4% | 8%↑ | 7% |

Preferred tourism development growth

| | | | |
|----------------------------------|-----|------|-----|
| Happy with continued growth | 59% | 52% | 58% |
| Happy but no more growth | 28% | 37%↑ | 29% |
| Want less tourism | 3% | 6% | 6% |
| More growth, different direction | 10% | 5%↓ | 7% |

Level of contact with tourists

| | | | |
|---|-----|-----|-----|
| Never come into contact with them | 8% | 7% | 21% |
| See them around but don't usually talk to them | 54% | 57% | 54% |
| Often interact with them as part of my job | 13% | 12% | 10% |
| Often meet them around town and talk to them | 21% | 19% | 13% |
| Have made friends with them, but not kept in contact | 7% | 7% | 6% |
| Have made friends with them, and have kept in contact | 4% | 4% | 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

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 | SSC 2017 | QLD 2017 |
|---|------|----------|----------|
| ...the community as a whole ¹ | 71% | 65% | 43% |
| ...their personal quality of life ¹ | 22% | 25% | 18% |

Sunshine Coast residents are more likely than the average Queenslanders to feel that tourism has a positive impact. Around two thirds (65 per cent) of residents agree that tourism has a positive impact on the community compared with 43 per cent in Queensland. A quarter (25 per cent) agree that tourism has a positive impact on their personal quality of life, compared with 18 per cent in Queensland. High visibility of tourists in the region as well as the industry's 15 per cent contribution to the local economy may raise awareness of tourism's positive impacts.

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)'.

Sunshine Coast residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (91 per cent), economic benefits (94 per cent), an increased regional profile (87 per cent), increased local pride (71 per cent), and new infrastructure (72 per cent). These positive benefits are seen to impact the community more than the individual.

While residents recognise the benefits of tourism, they also agree that tourism can lead to increased prices (68 per cent), increased property prices (52 per cent) and more disruption (56 per cent). Since 2013, agreement with statements about potential negative impacts has risen in three areas.

Positive impacts of tourism

| | % agree | SSC | | QLD |
|---|---------|------|------|------|
| | | 2013 | 2017 | 2017 |
| Greater cultural diversity | 93% | 91% | 89% | |
| Important economic benefits | 95% | 94% | 89% | |
| Festivals and events attract tourists and raise awareness | 94% | 96% | 88% | |
| Increased regional profile | 91% | 87% | 83% | |
| Increased local pride | 74% | 71% | 69% | |
| New infrastructure | 75% | 72% | 69% | |
| Benefits shared evenly | 43% | 46% | 48% | |

*"People on holidays are spending money keeping residents employed and generating additional taxes for Government."
Sunshine Coast Resident, 2017*

*"We are lucky to live in such a great area, and should be happy to share it and enjoy the benefits that come with it."
Sunshine Coast Resident, 2017*

| Impact on... | SSC 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 | 16% | 35% | 17% | 33% |
| Important economic benefits | 19% | 59% | 16% | 43% |
| Festivals and events attract tourists and raise awareness | 19% | 58% | 19% | 44% |
| Increased regional profile | 18% | 52% | 17% | 41% |
| Increased local pride | 27% | 57% | 21% | 40% |
| New infrastructure | 39% | 61% | 32% | 49% |
| Benefits shared evenly | 21% | 51% | 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 | SSC | | QLD |
|------------------------------------|---------|------|------|------|
| | | 2013 | 2017 | 2017 |
| Increased prices | 66% | 68% | 50% | |
| Increased property values | 57% | 52% | 38% | |
| Rise in delinquent behaviour | 42% | 35% | 35% | |
| More disruption | 49% | 56%↑ | 35% | |
| Negative impact on the environment | 29% | 37%↑ | 29% | |
| Negative impact on local character | 35% | 42%↑ | 29% | |
| Misdirected public spending | 24% | 22% | 25% | |
| Lack of access for locals | 26% | 28% | 18% | |

"Property prices increased, but in turn higher quality of hospitality services."
Sunshine Coast Resident, 2017

"Mostly relate to traffic congestion & parking problems; road closures etc."
Sunshine Coast Resident, 2017

| Impact on... | SSC 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 | 18% | 16% | 9% | 11% |
| Increased property values | 22% | 22% | 13% | 15% |
| Rise in delinquent behaviour | 12% | 21% | 8% | 18% |
| More disruption | 15% | 15% | 11% | 14% |
| Negative impact on the environment | 10% | 23% | 8% | 20% |
| Negative impact on local character | 7% | 5% | 5% | 6% |
| Misdirected public spending | 8% | 9% | 7% | 14% |
| Lack of access for locals | 19% | 14% | 16% | 16% |

In summary

Sunshine Coast residents are some of the happiest in Queensland when it comes to really liking where they live. When residents describe their local area, the general picture is of a quiet, relaxed, seaside community.

In terms of tourism, the region welcomed 3.7 million overnight visitors in the year ending June 2017.

Through the study, we saw that residents recognise a positive impact from tourism, more so than the average Queenslanders. There is strong agreement with a range of specific tourism benefits and these are seen to impact the community more than them individually.

Like the Brisbane and Gold Coast tourism regions, the 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 in general.

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