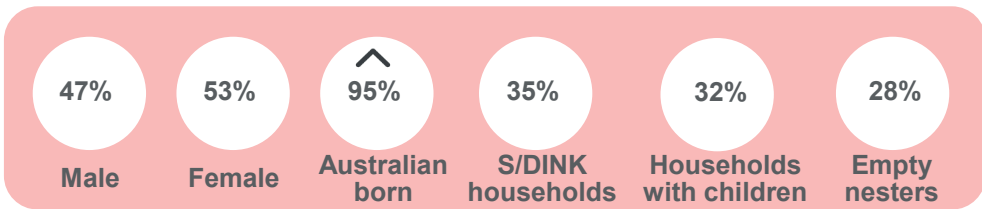




Regional snapshot Rockhampton Region.



	Interest in innovation	
	Rockhampton Region	QLD
Very interested	36% [∨]	49%
Somewhat interested	38%	28%
Neutral	16%	11%
Not very interested	9%	6%
Not at all interested	2%	5%
Mean interest/10	6.8 [∨]	7.1

	Involvement in innovation	
	Rockhampton Region	QLD
Want to be actively involved (strongly agree)	37%	37%

	New innovations or ideas	
	Rockhampton Region	QLD
Had an idea at all	48%	51%
Progressed an idea	10%	17%

	Positives of innovation	
	Rockhampton Region	QLD
Improving lifestyles	64% [∧]	50%
Creates better ways of doing things	61%	60%
Productivity/efficiency	51%	47%
Saving resources	40%	35%
Saving money/cheaper solutions	37%	29%

	Importance of innovation (mean/10)	
	Rockhampton Region	QLD
You & your family	7.1 [∨]	7.4
Your local community	7.7 [∧]	7.5
Businesses	7.9 [∨]	8.1
Government	7.9	7.9

	Innovation and Qld (strongly agree)	
	Rockhampton Region	QLD
Innovation has a significant positive impact on me/Qld	53%	49%
Innovation important for Qld's future	60%	69%
Qld is innovative state	10% [∨]	23%

	Negatives of innovation	
	Rockhampton Region	QLD
Loss of jobs/underemployment	53% [∧]	39%
Can isolate or leave some people behind	48%	41%
Over reliance on technology / gadgets	41% [∧]	28%
Can be forced on you	38%	29%
Not always better	27%	31%