





# Department of Science, Information Technology & Innovation.

*Queenslanders' perceptions & attitudes to innovation.*



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Issue date: 23 March 2017



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# Background and methodology.





# Research background and objectives.

The Queensland Government is committed to positioning Queensland as a place where entrepreneurs, industry, universities and government collaborate to turn great ideas into commercial products and businesses that create jobs.

Much of the emphasis on innovation is directed towards business, universities and entrepreneurs; however, the community also has a pivotal role to play in supporting, encouraging and participating in innovation.

In September 2016, Colmar Brunton was commissioned by the Department of Science, Information Technology & Innovation (DSITI) to conduct research within the Queensland community to obtain a greater understanding of the public's current perceptions and attitudes towards innovation. The findings from the research will then be used to guide programs, support mechanisms and community-directed communications, as well as to establish a baseline for ongoing measurement.

Specifically, the objectives of the research were to:

- establish an understanding of how the Queensland public define innovation, their views on the positive and negative impacts of innovation and their overall level of enthusiasm and interest
- understand the public's view on the importance of innovation for themselves, for Queensland, and for various groups in the community, and measure their perceptions on how well Queensland is performing as an innovative state
- understand the barriers and enablers to achieving an innovative culture in order to develop targeted communications and engagement strategies.

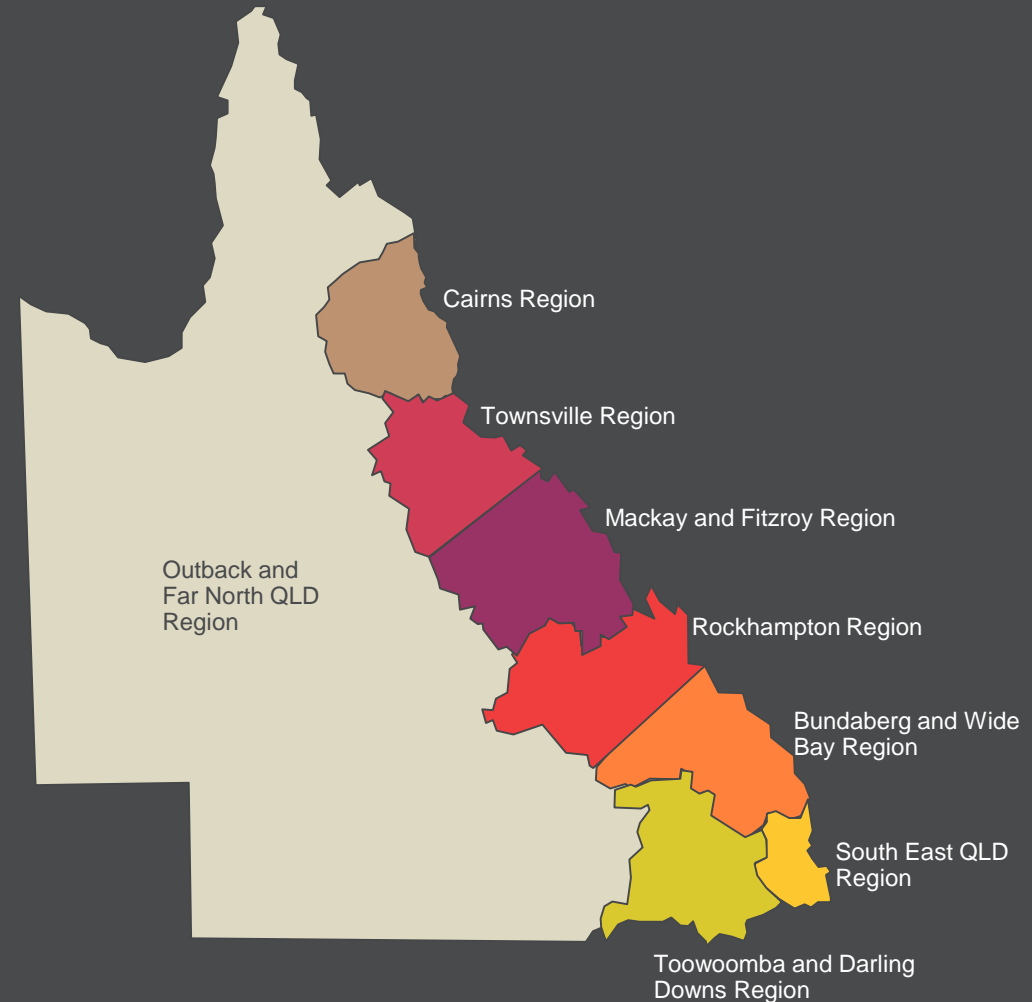
The research also aimed to identify differences across the eight regions of the state, and between different demographic segments.



# Methodology.

The research was designed as a two-stage process. The first stage consisted of eight focus groups conducted in four locations across Queensland (Brisbane, Rockhampton, Cairns and Longreach). The second stage consisted of a 12-minute online survey of 1004 Queensland residents (aged 18 years and over). Fieldwork took place over a two-week period from 7 February to 22 February 2017. Eight key regions were included in order to ensure that views from across the state were represented. These regions are highlighted in the map opposite and are outlined below:

- South-East QLD Region: *includes Brisbane, Ipswich, Gold Coast and Sunshine Coast*
- Toowoomba and Darling Downs Region: *includes Southern Downs, Western Downs, Toowoomba and Goondiwindi*
- Bundaberg and Wide Bay Burnett Region
- Rockhampton Region
- Mackay and Fitzroy Region
- Townsville Region
- Cairns Region: *includes Cairns and Port Douglas*
- Outback and Far North QLD Region.





# Qualitative methodology.

- Focus groups were used to better understand and unpack what Queenslanders understand innovation to be; their positive and negative views on innovation and the role it plays in their work, life and the Queensland economy.
- Eight focus groups were conducted across the state in four locations. Participants in each location were recruited based on the stages of the Behaviour Change Model, as outlined in the table.
- Focus groups were two hours in length.
- Each group had up to eight participants.
- A mix of ages, genders and employment status was achieved.
- Respondents were recruited from a dedicated research panel, with the exception of Longreach, where panel recruiting was partnered with cold calling due to a lower number of panel members.

Stage of behaviour change	Attitudinal perspective (examples)	Location
Rejection	I worry about the impact innovation has or may have on me and my community.	1 x Western Qld (Longreach)
		1 x Central Qld (Rockhampton)
Pre-contemplation	I haven't really thought about what innovation could mean for me and my community.	1 x North Qld (Cairns)
		1 x Central Qld (Rockhampton)
Contemplation	I see how innovation is and can be of benefit to me and my community.	1 x SE Qld (Brisbane)
		1 x Western Qld (Longreach)
Action/maintenance	I embrace innovation, it is in the best interest for me and my community.	1 x SE Qld (Brisbane)
		1 x North Qld (Cairns)
<b>Total</b>		<b>8 groups</b>



# Quantitative methodology.

- A quantitative approach was then used to provide a baseline measure of community sentiment and support towards innovation.
- Data collection method: online survey.
- Target respondent: Queenslanders aged 18 years and over.
- Survey length: 12 minutes.
- Quotas: interlocking quotas of regions as shown. Gender fall-out was monitored to ensure there was no more than a 60/40 skew across the sample.
- Target sample size: n=1000 (however n=1004 was achieved).
- Weighting: to correct for any minor skews in the sample, 36 weighting factors were created.
- Sample profile: a detailed profile of the sample can be seen in the last section of this report. The sample profile is based on unweighted data.

Total sample: n=1004	18 - 29 years	30 - 49 years	50+ years
SEQ Region: Brisbane, Ipswich, Gold Coast and Sunshine Coast	n=158	n=160	n=159
Toowoomba and Darling Downs Region	n=24	n=26	n=25
Bundaberg and Wide Bay Burnett Region	n=25	n=26	n=25
Rockhampton Region	n=25	n=24	n=26
Mackay and Fitzroy Region	n=25	n=25	n=25
Townsville Region	n=25	n=25	n=25
Cairns Region	n=26	n=25	n=25
Outback and Far North QLD Region	n=25	n=25	n=25





Key insights.

idea





# Key insights.

While the research sought to obtain the opinions of Queenslanders across a range of topics, each detailed in the body of this report, there are five key points of insight that can be extrapolated from the results. These key insights are expanded on below.

## 1. Innovation is vague, it requires context and relevance.

Innovation as a term is often felt to be very vague – people find themselves confused by the broad nature of its meaning. Context is imperative to ensure its understanding.

‘Innovation’ means many things to many people, and it can be attributed to a whole range of changes from small tweaks to huge groundbreaking advancements. Given the all-encompassing nature of the word, it is understandable why Queenslanders feel it to be vague and better defined in its specific context.

Engagement is predominantly driven by the role innovation plays in people’s everyday lives. In simple terms – people want to know ‘how does this impact on me’. People are also engaged when innovation can potentially impact for the greater good.



# Key insights [cont.].

## 2. Innovation is perceived to have both positive and negative impacts.

People feel largely positive about the impact innovation can have on themselves and Queensland as a whole. Almost three-quarters (74%) express a sense of positivity towards innovation, with half of Queenslanders (49%) indicating that it has a 'significant positive impact'.

There are a number of drivers to accepting innovation, particularly when it shows a clear link to lifestyle improvements. The extent to which people agree that innovation has a positive impact varies between the regions, ranging from 91% in the Darling Downs Region to 67% in the Rockhampton Region.

The top response for the negative impacts is born out of a sense of social justice with 41% of people showing concern that innovation can 'leave some people behind or isolate some people'. This is closely followed by 'loss of jobs/underemployment' (39%). Only 5% stated that there are no negative impacts of innovation.



## Key insights [cont.].

### 3. Queenslanders recognise the importance of innovation, but there is a gap to perceived performance.

Across both the qualitative and quantitative research, it is clear that Queenslanders understand the importance of innovation and how innovation can support or improve things at the individual or local community level. However, there is an evident gap in sentiment in relation to the perceived importance of innovation, and the perceived performance Queensland has shown in driving this to date.

The large majority (88%) of people agree that innovation is important for Queensland's future; however, only 58% agree that Queensland is currently an innovative state.

This perceived lack of performance is highlighted by the limited awareness and acknowledgement of proven performance indicators. It is noted that, while only about 1 in 10 can recall a recent innovation story, there is evidence to suggest that stories that grab people's attention can significantly influence the community's level of personal interest in innovation, and also positively influence their attitudes to the impact of innovation.

Highlighting proof points of what is being achieved in innovation is a key opportunity. Communications that highlight innovation stories and are highly relevant on a personal level, i.e. innovations that can positively impact their everyday life or those that are for the greater good, offer the chance to improve the perceived performance in this space and derive a greater sense of collective ownership and engagement.



# Key insights [cont.].

## 4. There is a propensity and openness to be involved in innovation activity..

It seems that Queenslanders are ready to embrace innovation, with 65% stating they want to be actively involved; however, half of those people also stated that they did not know how to get involved, which suggests a clear and supported pathway is required. The research also shows a Queensland population with the propensity to innovate and problem solve, with just over half (51%) stating that, at some point, they have had an idea for a new product, service or way of doing something which they thought may have had commercial or social applications.

The residents of Outback and Far North Queensland express a greater desire to be actively involved in innovation compared to the Queensland average (61% strongly agree vs 37%), and believe that anyone can be an innovator (52% strongly agree).

Education on how to get involved, or access to information regarding what steps to take, would be welcome among those engaged audiences.





# Key insights [cont.].

## 5. There is a recognised role for government.

Two-thirds (66%) of Queenslanders agree that the State Government has a role to play in supporting the progression of new ideas or innovations into business applications with 73% agreeing that this should be in the form of funding or grants (top response) and 68% also showing strong support for government partnering with innovators to solve community-wide problems.

Whilst there is strong support for government in general to focus on or invest in solutions to problems affecting Australians right now (86%), or in the near future (81%), almost two thirds (62%) agreed that government should also be investing in exploratory type innovation (62%).

There is sufficient evidence to suggest further context and guidance is required to help people understand what is meant by innovation and how it impacts them now and in the future, along with greater clarity around the role everyone, and groups (especially government) has to play within this space. People can generally allude to the importance of innovation but they are not necessarily seeing the proof points to back that up.



# Interpretation notes.

- Figures may add up to more than 100% in some charts and tables. This is because of either:
  - rounding effects; or
  - a question allowing multiple rather than a single response.
- Responses shown in bar charts are ordered from highest mentioned response (%) to lowest mentioned response (%).
- Where scale questions are reported, results are ordered from the most positive responses at the top (e.g. highest % strongly agree) to the least positive responses at the bottom (e.g. lowest % strongly agree).
- Tests for statistically significant differences at a 95% confidence level have been conducted on key respondent groups for key questions. Tests have been conducted on:
  - age (18 - 29 vs. 30 - 49 vs. 50+ years)
  - region (eight groups)
  - Australian vs international heritage.
- Where a statistically significant difference has been found, according to the above groups, this is mentioned in the report. Where there is no difference for the question being examined (or the difference is not noteworthy), this has not been mentioned.



# General views on innovation.



# Innovation is a vague term which is often difficult for the general public to describe.

The qualitative research found innovation is difficult to define without context. It's a vague term and can mean many things. It can also be attributed to a whole range of changes, from small tweaks, to huge groundbreaking advancements such as aviation.

While many associate the term with technology, their thinking around innovation is much more broad. Innovation can mean a new way of thinking, or even a change in attitude, such as accepting diversity, or attitudes to climate change.

In discussing the term between themselves, focus group participants became confused as to whether innovation is simply solving a problem on a personal level, or whether it needs to be a solution to a problem that is commercialised or shared with a wider audience or market.

Participants also feel that the term innovation is a buzz word, somewhat overused or misused. They believe that humans have always innovated (or problem solved), and therefore they are not sure why there is suddenly so much hype.







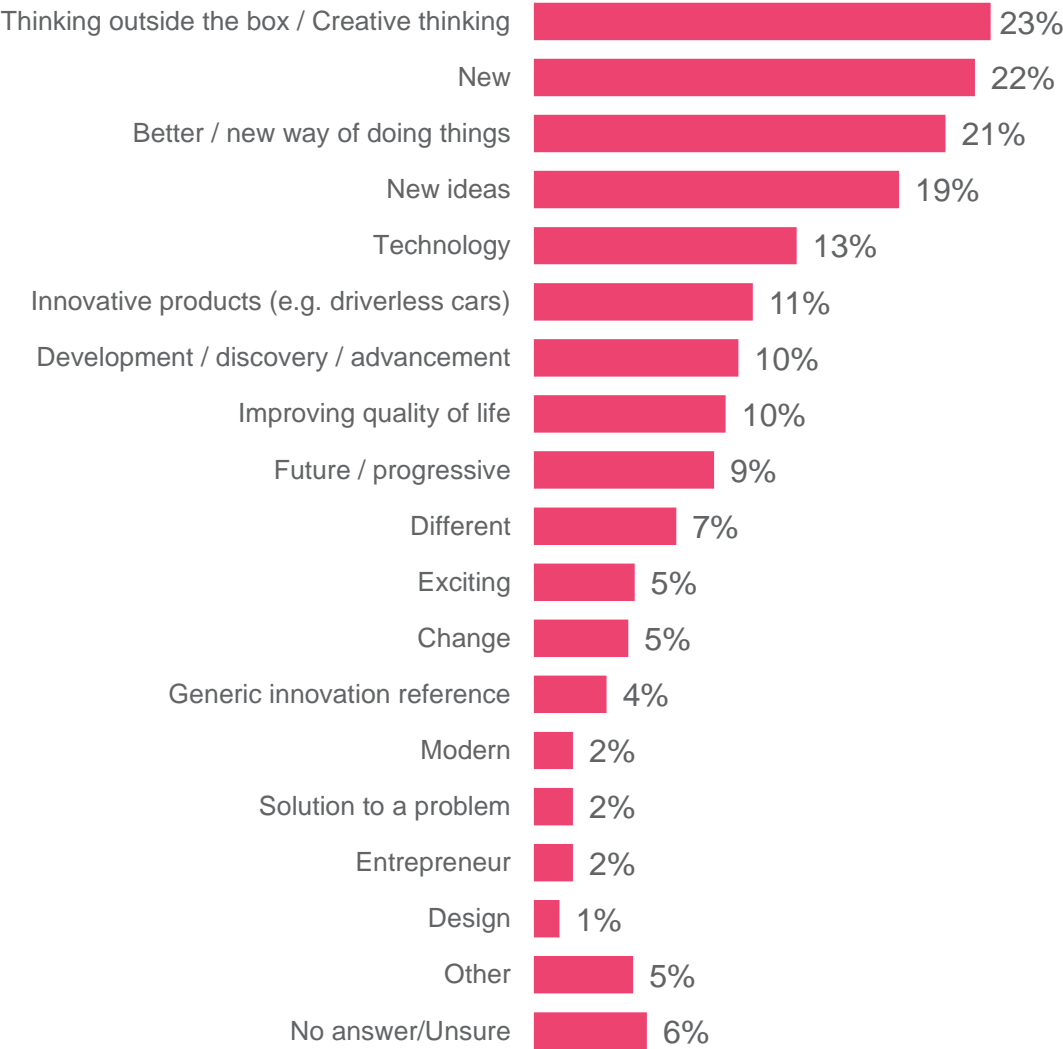
Spontaneous perceptions of innovation appear to be positive, with words like 'creative', 'new' and 'better' being top of mind.

“  
*Coming up with better ways of doing things, improving processes, technology, and changing the status quo.*”

“  
*Science, thinking outside the box, great ideas, collective minds, clever thinking, better ways of doing things.*”

“  
*Innovation is something new, something exciting, something novel.*”

Words or phrases associated with 'innovation' (spontaneous mention – coded)







# Almost half of Queenslanders feel innovation is synonymous with 'creativity'.

Interestingly, a third of Queenslanders (33%) feel that innovation means 'invention', suggesting that there may be a level of confusion regarding the difference between these two terms.



'Entrepreneurship' is significantly more likely to be mentioned by Queenslanders aged 50-64 years (30%), while those aged over 65 years are significantly more likely to mention 'applying new ideas' (51%).



Queenslanders with an international heritage (23%) are also more likely to select 'entrepreneurship'.



A handful of regional differences exist in terms of mentions of other terms, the most noteworthy being Toowoomba and Darling Downs residents who are more likely to mention 'creativity' (63%) or 'invention' (49%).

## Words or phrases associated with 'innovation' (prompted)





# Three-quarters of Queenslanders feel innovation positively impacts on themselves and the state.

Key differences by subgroup include:



Those aged 50 years or older (12%) are significantly more likely to feel innovation has a negative impact.

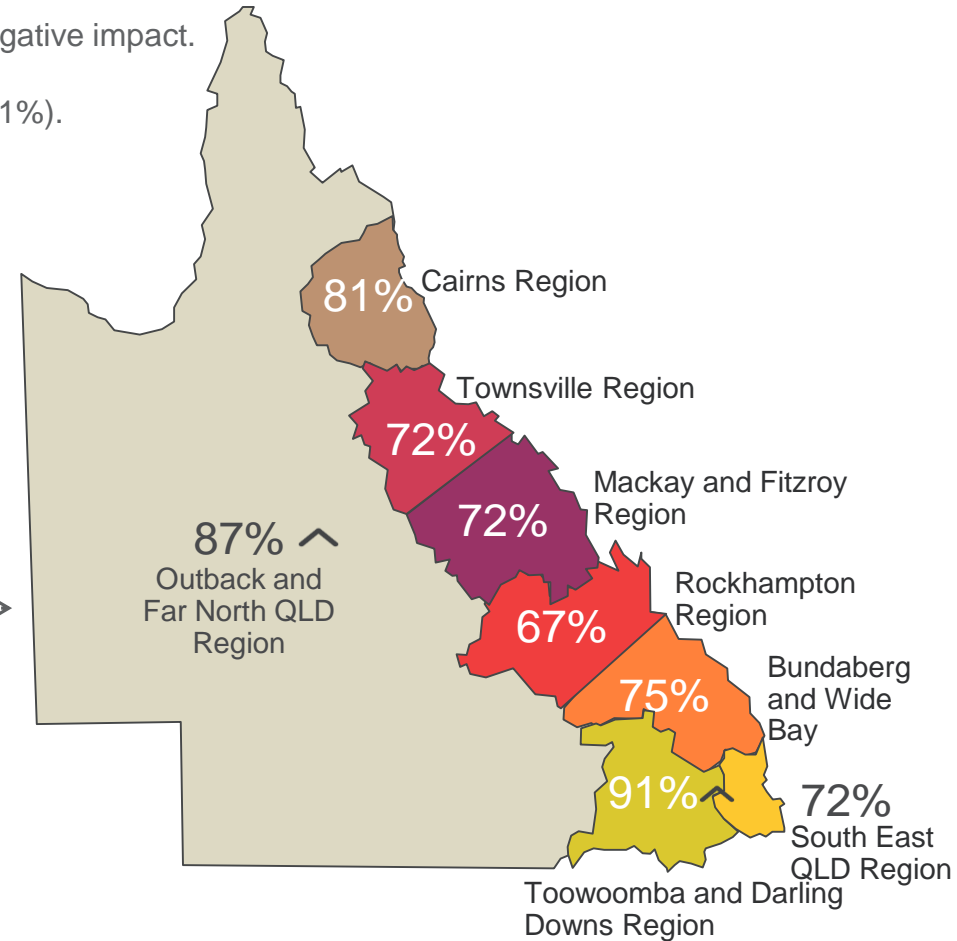
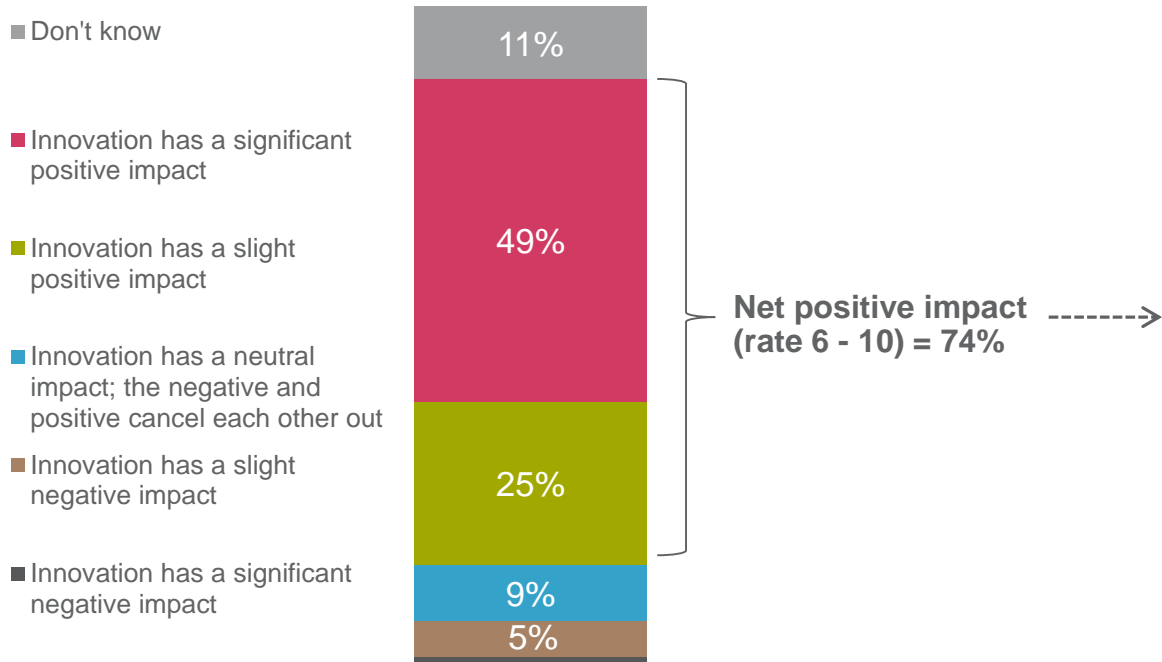


Those of an Australian heritage (8%) are also more likely to say it has a negative impact.



Toowoomba and Darling Downs regional residents are the most positive (91%).


## Perceived impact of innovation for you & QLD






# The top benefits of innovation appear centred around improving the lives of humans.

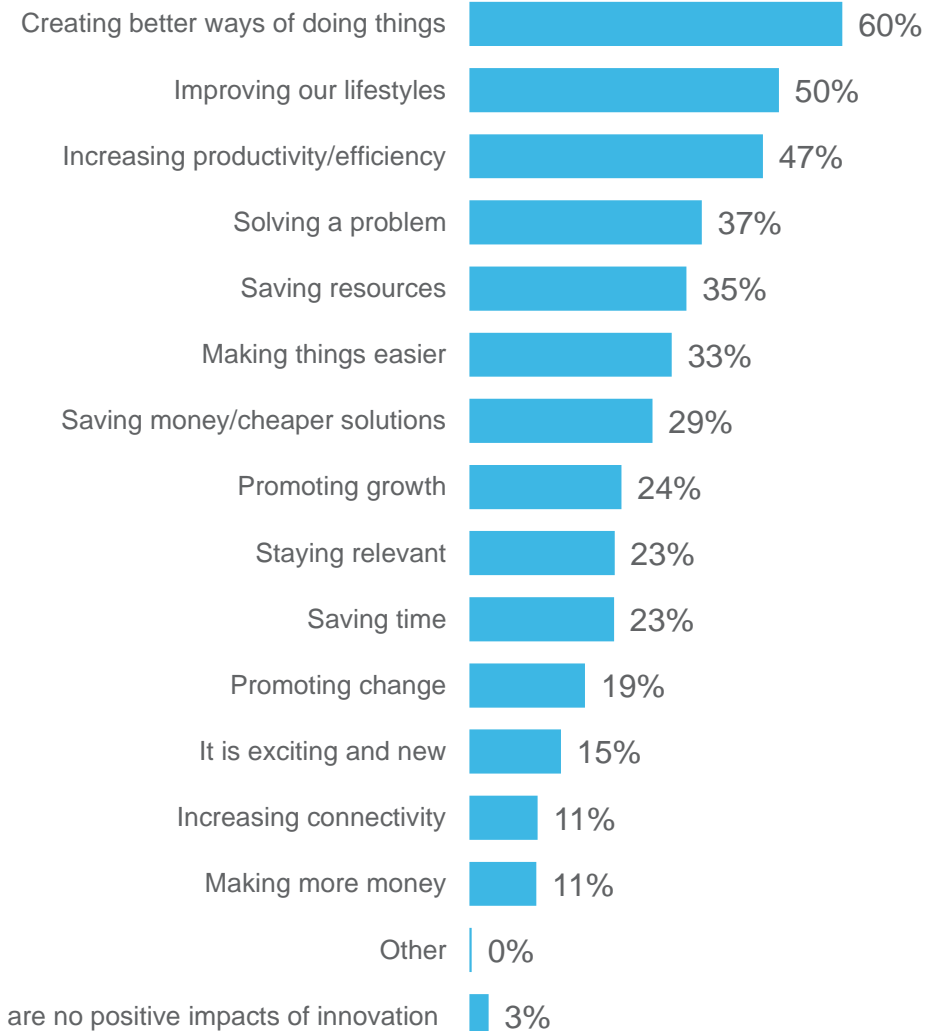
Some demographic differences exist:

 Those aged 50 years or older are more likely to mention 'creating better ways of doing things' (73%) and 'staying relevant' (31%), while those aged 18 - 29 years are more likely to mention 'saving time' (29%), 'promoting change' (27%) and 'increasing connectivity' (19%).

 Those of international heritage are more likely to mention 'improving our lifestyles' (59%), 'solving a problem' (48%) and 'promoting change' (26%) compared to those of Australian heritage.

 A number of differences according to region exist, among the most noteworthy being, Rockhampton Region residents who are more likely to mention 'improving our lifestyles' (64%), and Townsville Region residents who are more likely to mention 'making things easier' (46%).

## Perceived positive impacts of innovation (prompted)








# The greatest concern with innovation is that it may isolate or cause hardship for certain individuals.

Only 1 in 20 (5%) believe there to be no negative impacts of innovation.

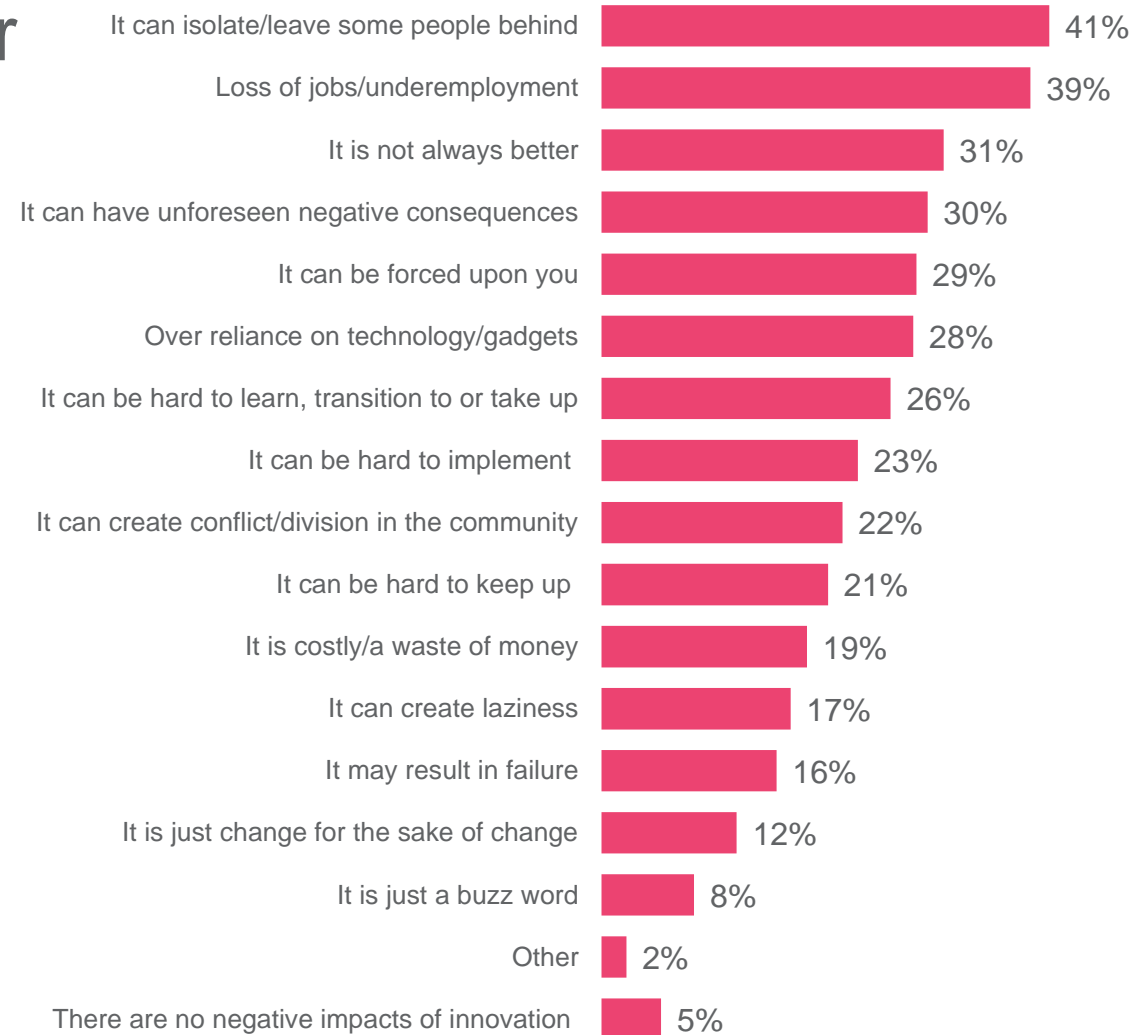
Some demographic differences exist:

 Those aged 65 years or older are more likely to mention 'it can leave some people behind / isolate some people' (60%), while 50-64 year olds are more likely to mention 'it can be hard to learn, transition to or take up' (35%). 'It may result in failure' is more likely to be mentioned by those aged 18-29 years (23%).

 Those of an international heritage are more likely to mention 'It can create laziness' (26%) or 'it can be hard to implement' (30%), whereas those of an Australian heritage are more likely to mention 'it can be forced on you' (32%).

 Those in the Cairns region are more likely to mention 'it can leave some people behind / isolate some people' (61%). The residents of the Rockhampton region are more likely to mention 'loss of jobs / underemployment' (53%).

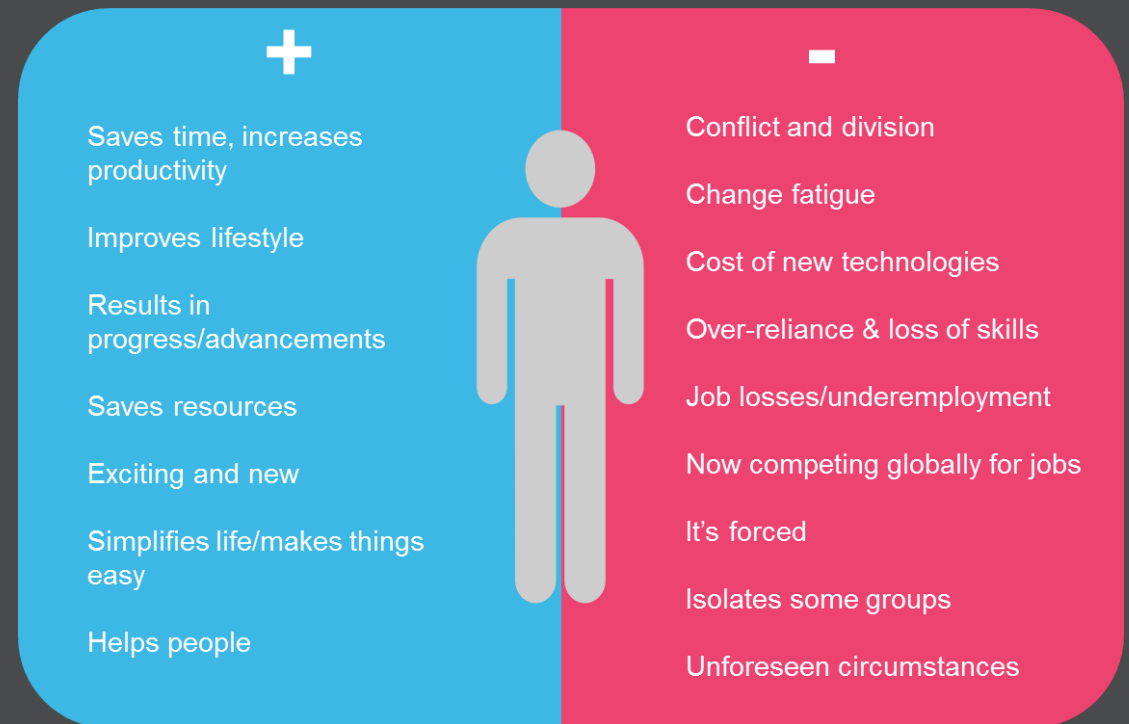
## Perceived negative impacts of innovation (prompted)





# The qualitative research also revealed further context around positive and negative impacts.

- From a positive point of view, innovation is seen as exciting, new and motivating, as time-saving, progressive, and resulting in an improved lifestyle.
- On the negative side, innovation can drive job losses and reduce hours of work.
- Innovation is also seen as having the potential to create conflict and division within communities.
- A widely held concern is that innovation that is brought about by technology can isolate some groups in the community – especially the elderly, who find it hard to adjust to rapid change. People are very passionate about this, as it links back to the values that they hold.
- Some people also feel that innovation is forced on them, and this causes angst and frustration – retail banking is often provided as an example of this.







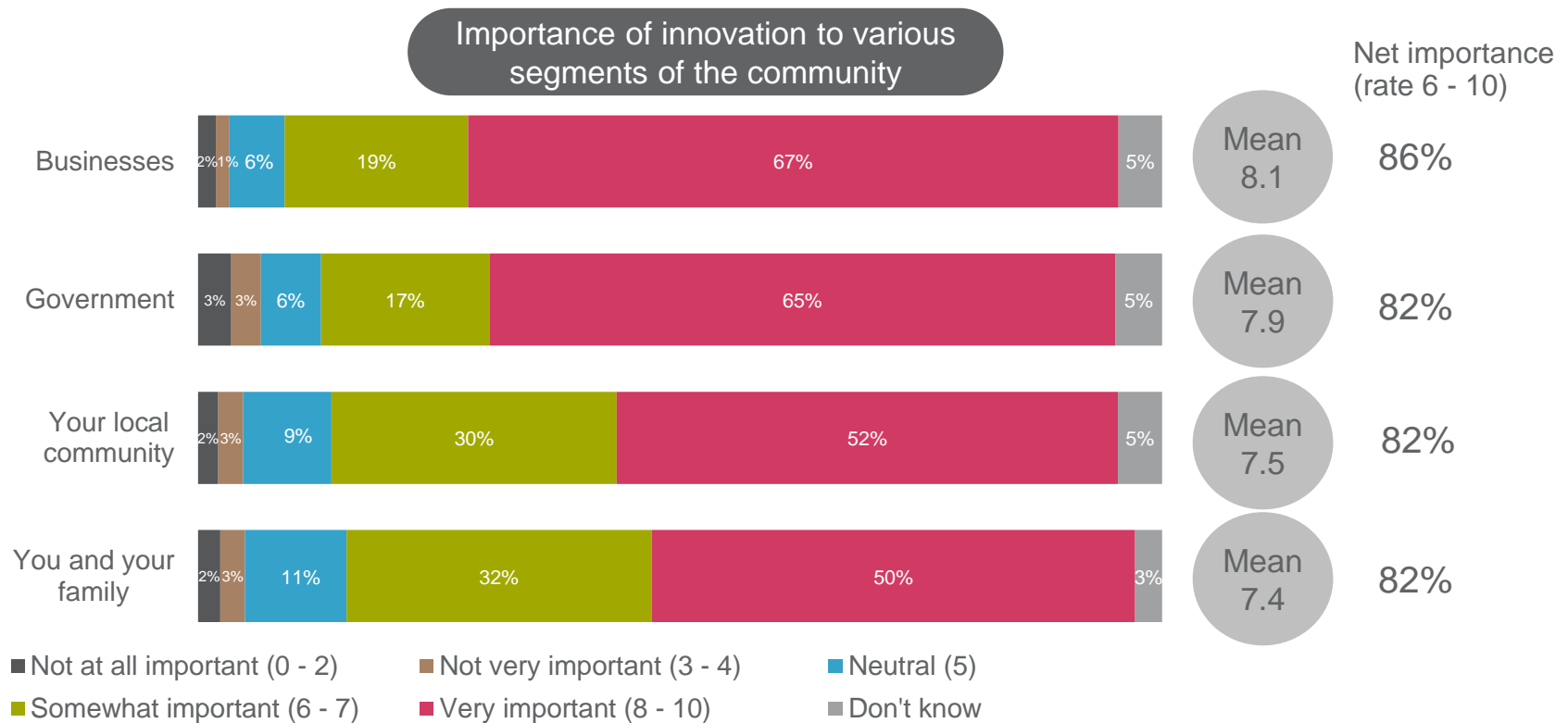
# Innovation is believed to be most important to businesses, and least important to individuals.



Government is more likely to be considered as important as age increases.



Cairns and Outback and Far North Region residents are more likely to agree that innovation is important to all of these segments.



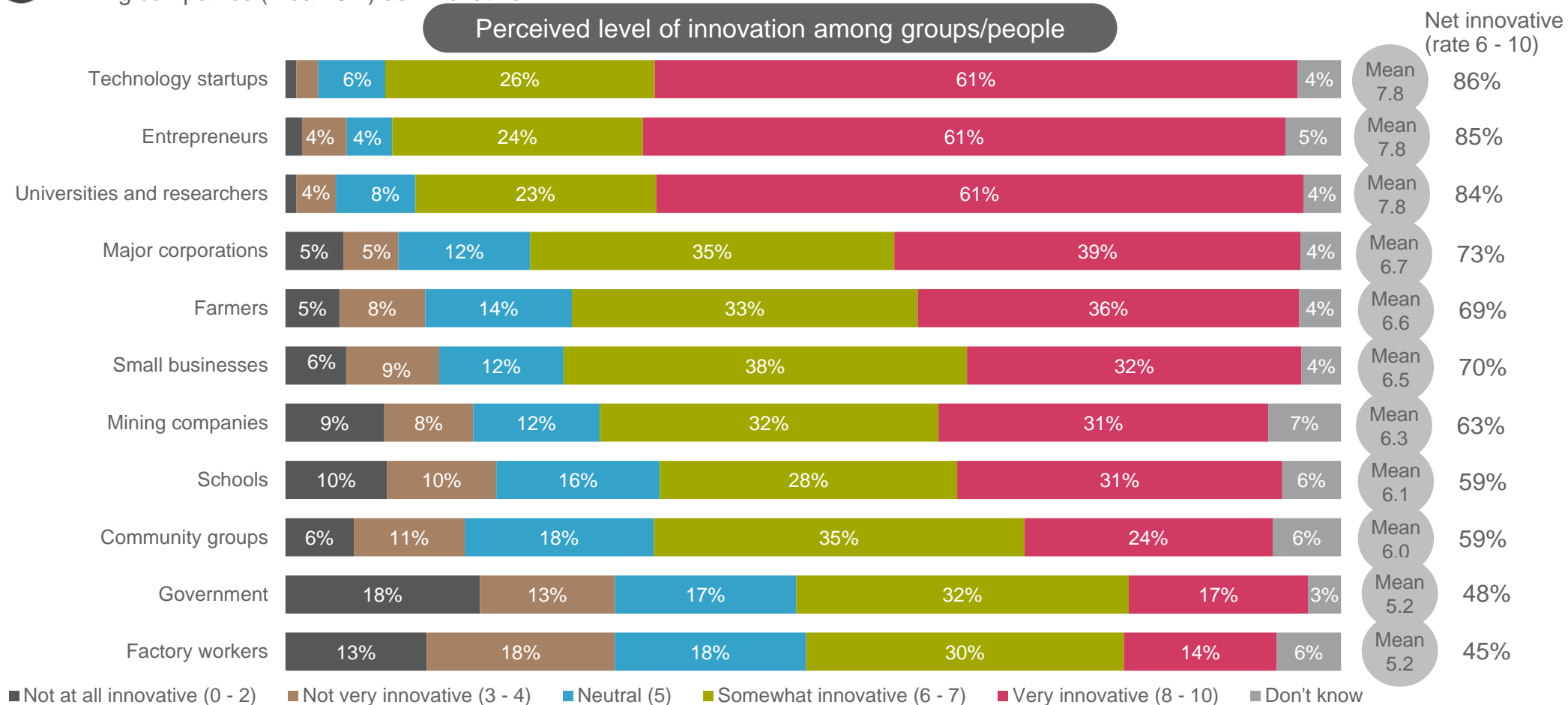


## Technology start-ups, entrepreneurs, and universities and researchers are perceived to be the most innovative groups.

Queenslanders aged 18 - 29 years are significantly more likely to rate government (mean 5.5) and small businesses (mean 6.8) as innovative.

Mean ratings for those living in the Outback and Far North Queensland Region, Cairns Region and Toowoomba and Darling Downs Region are significantly higher for almost all groups compared to the total sample. Mean ratings for those living in the Bundaberg and Wide Bay Region are significantly lower than the total sample for almost all groups.

Those with an international heritage are significantly more likely to rate factory workers (mean 5.5), small businesses (mean 6.7) and mining companies (mean 6.7) as innovative.



Q7b. We'd now like to understand the extent to which you associate the following people or groups as being innovative. Please use a scale of 0 to 10, where 0 is not at all innovative and 10 is very innovative. Base: Total sample (n=1004)

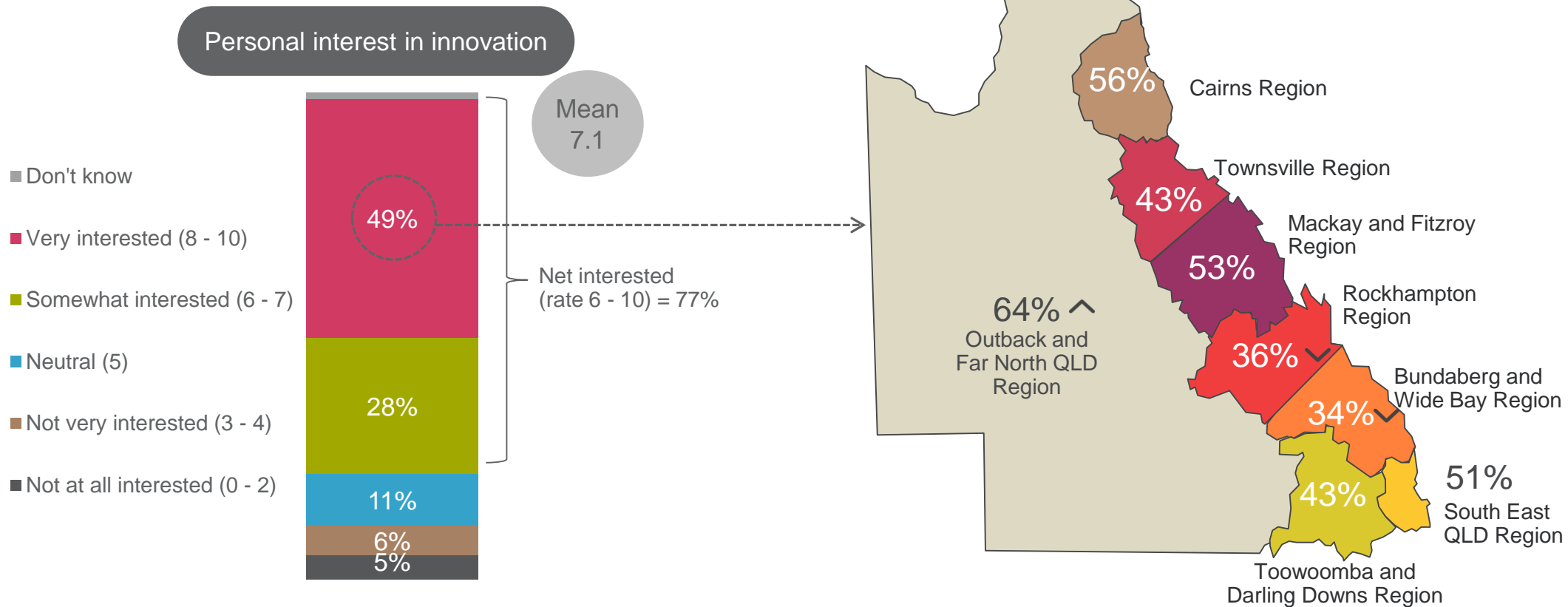


# Personal involvement in innovation.



# Three quarters of Queenslanders indicate they are interested in innovation, with almost half expressing strong interest.

Regional differences exist, with those in the Outback and Far North Queensland Region being most interested (mean 8.0), followed by those in the Cairns Region (mean 7.4) and the Mackay and Fitzroy Region (mean 7.4).




Q2a. On a scale from 0 to 10, where 0 is not at all interested and 10 is very interested, how interested would you say you are in innovation?  
Base: Total sample (n=1004)


^ v Statistically significant result (higher/lower) compared to total sample

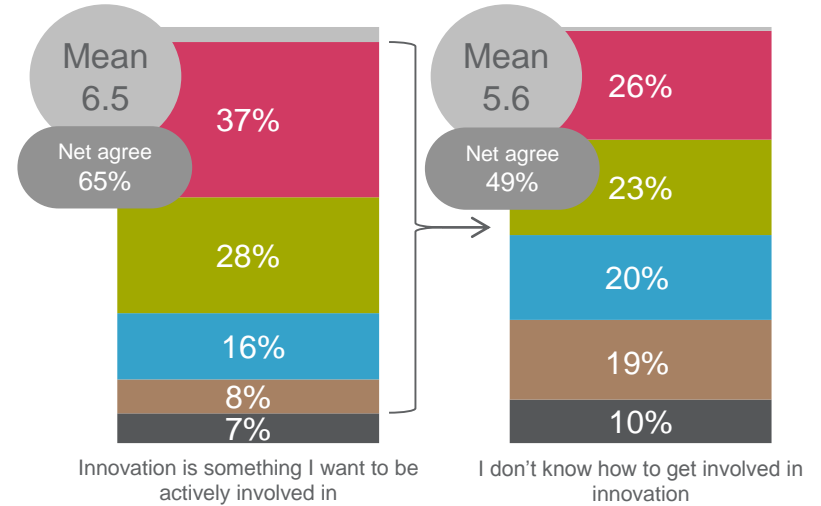
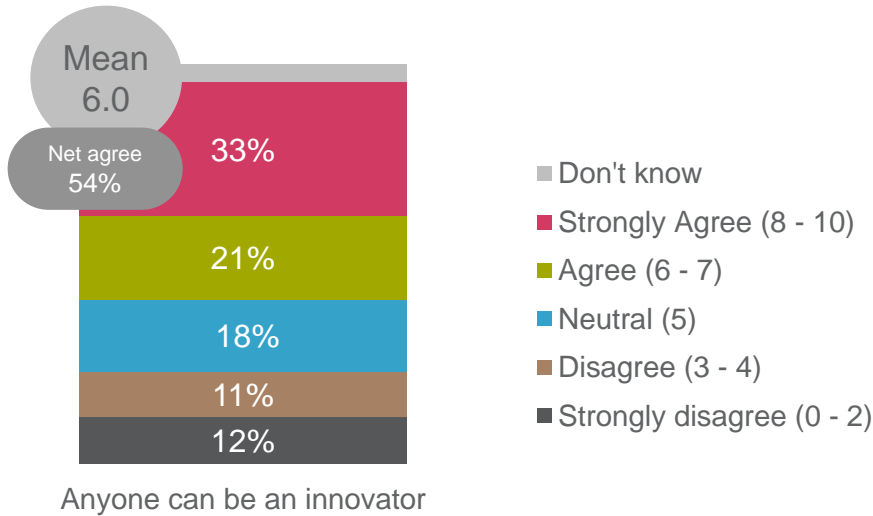


# While approx. 6 in 10 want to be actively involved in innovation, almost half don't know how.

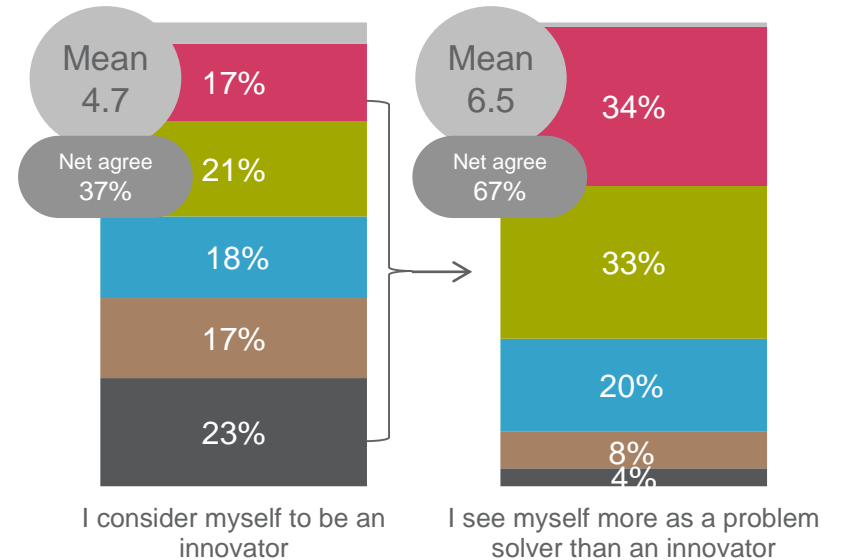
Slightly more disagree (41%) than agree (37%) they are innovators; however, many would agree they are problem solvers (67%) instead.

 Although 18 - 29 year olds appear to have higher interest than those aged 50 years or older, they are the least likely to know how to get involved. Those aged 50 years or older are the least likely to want to get involved, or consider themselves an innovator.

 Those of an international heritage have more positive views on all statements.



Base: Answered code 3 - 10 at statement to left (n=907)



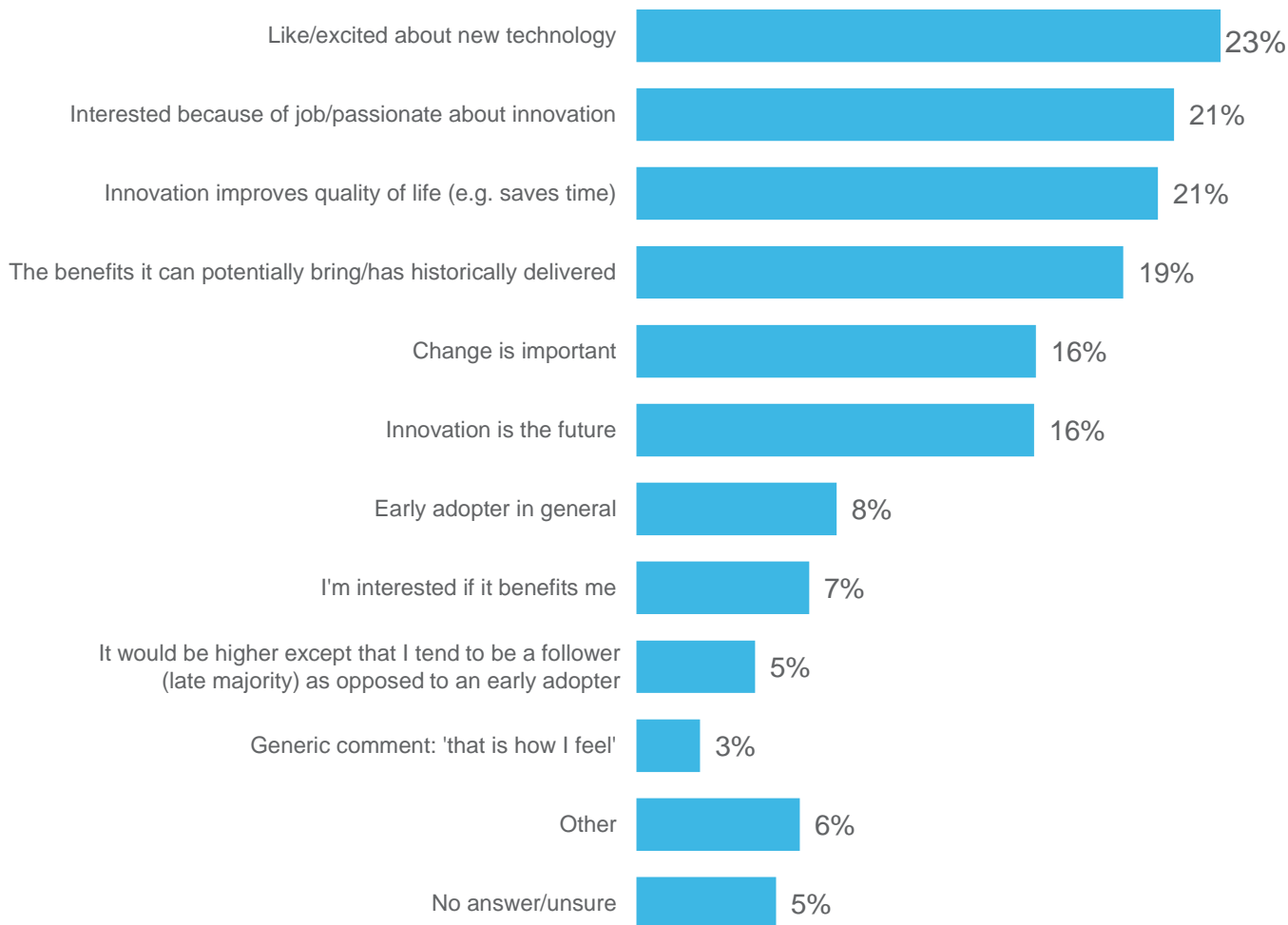
Base: Answered code 0 - 7 at statement to left (n=809)





# High personal interest is often linked to relevance, perceived benefits and a love of new things and technology.

## Reasons for high personal interest in innovation (unprompted)



- " I like to keep abreast of new developments, especially where they can be applied to my interests.*
- " I study science at university level and I am quite dedicated, so the concept of innovation really stems from that and therefore appeals to me.*
- " I like to think of new ways round problems at work and home. I also tend to stay ahead of my peers.*
- " Always thinking about new ways of attacking jobs to make it easier/better.*
- " Innovation can bring progress and benefits to all.*
- " New & innovative ideas have the potential to make life easier and on a larger scale, benefit the environment.*

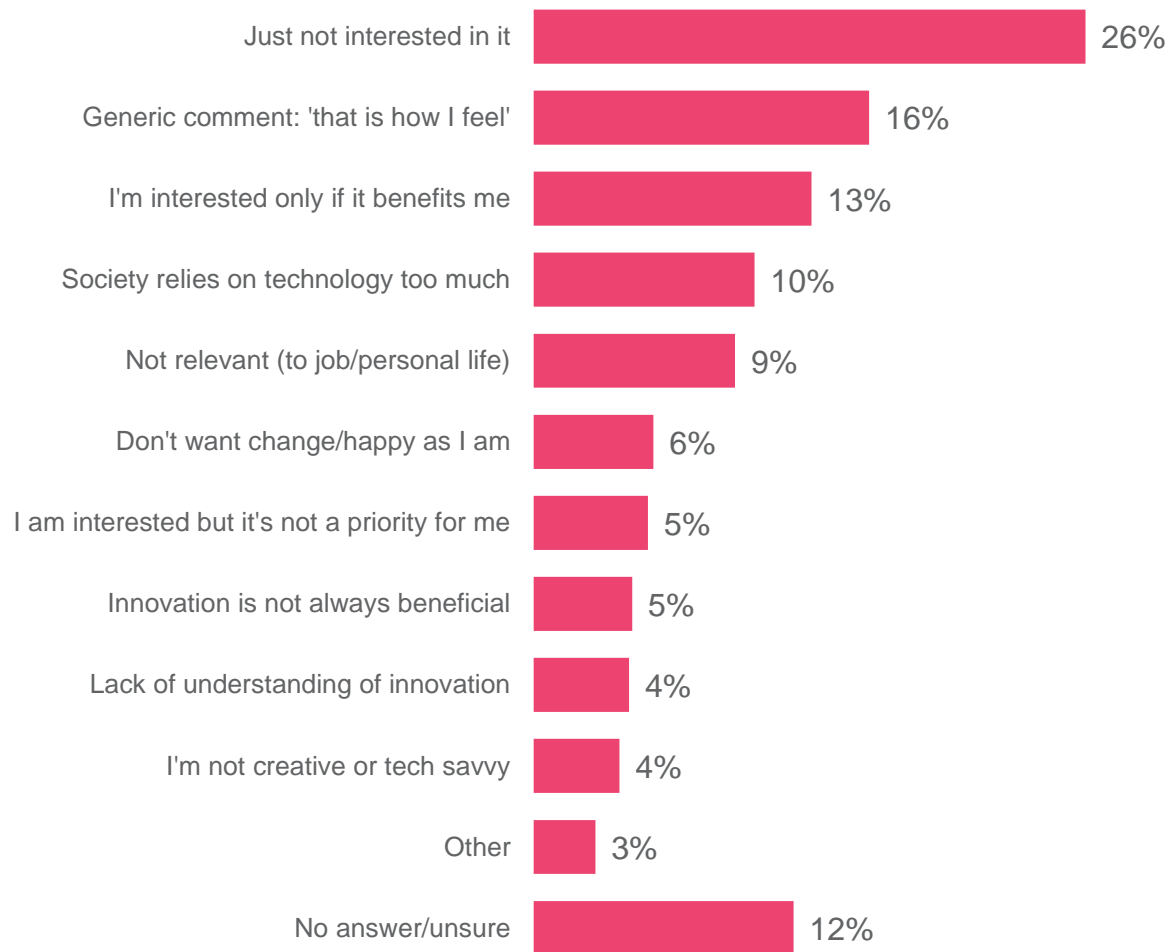
Q2b. Please explain why you gave that score. RECORD VERBATIM.  
Base: Indicated they were very interested (%6 - 10) in innovation at Q2b (n=774)  
Q2b. Please explain why you gave that score. RECORD VERBATIM.  
Base: Indicated they were not at all/not very interested (%0 - 4) in innovation at Q2b (n=217)





# Relevance to the individual (or lack thereof) is the key reason for low personal interest.

## Reasons for low personal interest in innovation (unprompted)



- "I have thought for all my business working life. Now I am retired I need to rest and enjoy my life, which does not include technology or innovation."*
- "I am quite comfortable with limited change, though I understand innovation can make life easier and develop further."*
- "Unless it is in my field it doesn't concern me. I like to stay with the familiar."*
- "I'm not really into technology and the world is moving too fast for me with all their new innovations and technology."*
- "I don't want the world to become technology, I want to live in a world where people can talk face to face, use pen and paper. Teens today become antisocial, fixated on their mobile devices, the world today is too reliant on technology."*
- "I am not a creative or imaginative person. I drive a truck for a living and everything is the same, day after day."*

Q2b. Please explain why you gave that score. RECORD VERBATIM.  
 Base: Indicated they were very interested (%6 - 10) in innovation at Q2b (n=774)  
 Q2b. Please explain why you gave that score. RECORD VERBATIM.  
 Base: Indicated they were not at all/not very interested (%0 - 4) in innovation at Q2b (n=217)



## Innovation is engaging when it impacts their everyday lives.

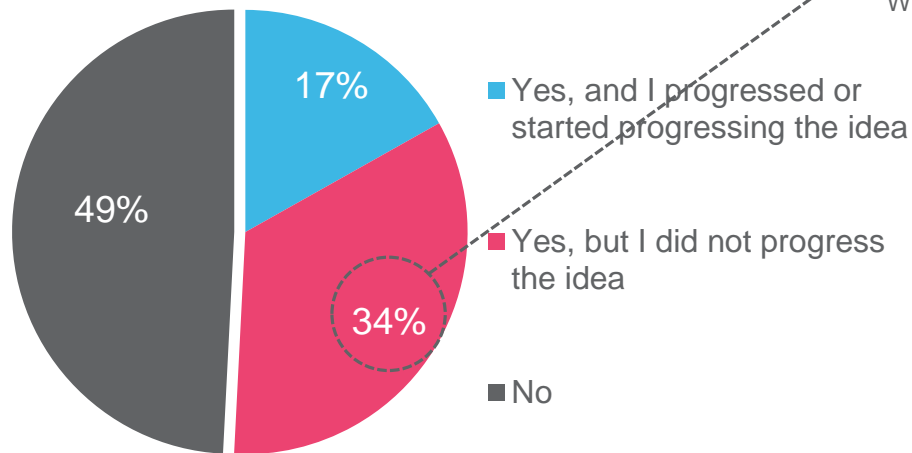
The qualitative research supported the quantitative research, finding that people listen and are more engaged when it has impact on a personal level (either positively or negatively), or when it impacts on their everyday lives.

Innovation is also engaging when it connects to the values that people hold, when it delivers for the greater good.

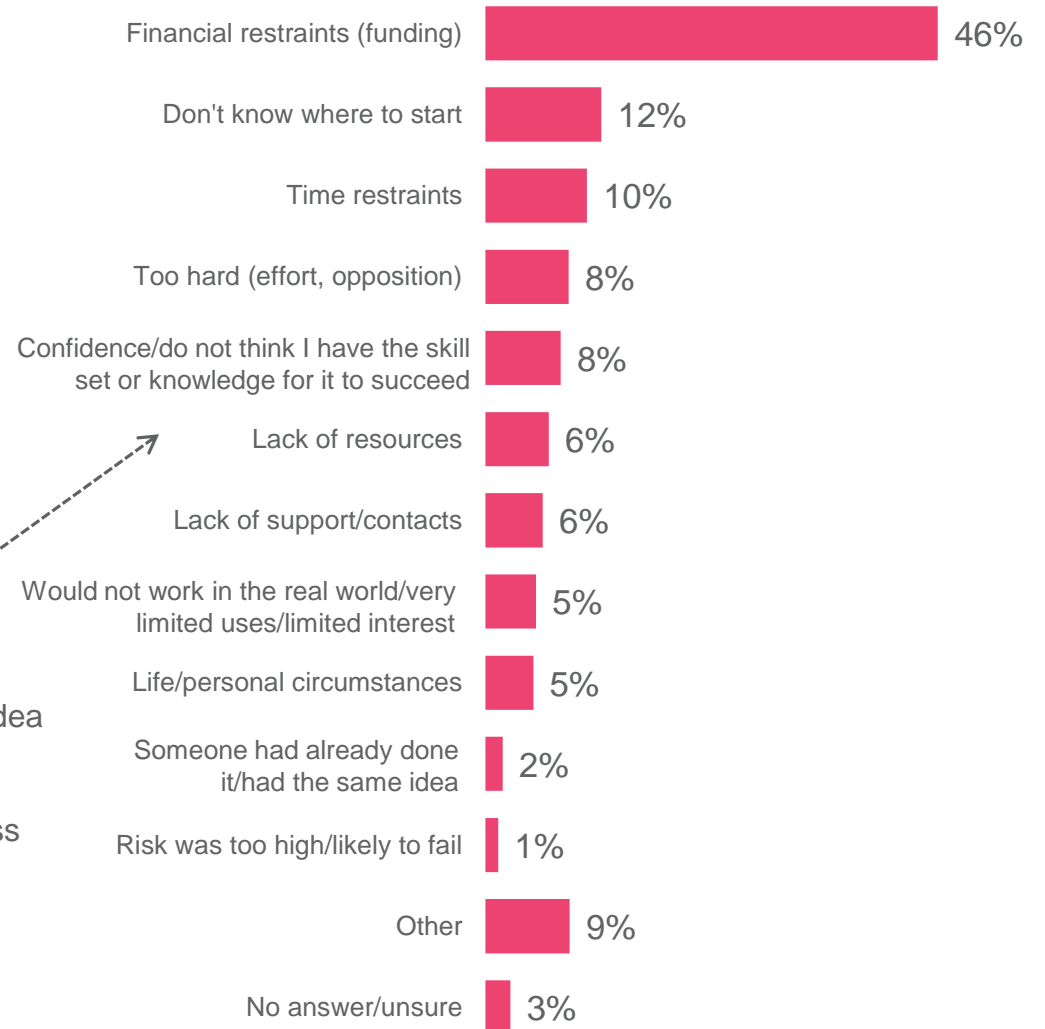


Half of Queenslanders have had an idea they thought had potential, but two thirds of those did not progress it; mainly because of financial constraints.

Had ideas that may have had business, commercial or social applications



Barriers – reasons for the idea not being progressed (coded verbatims)

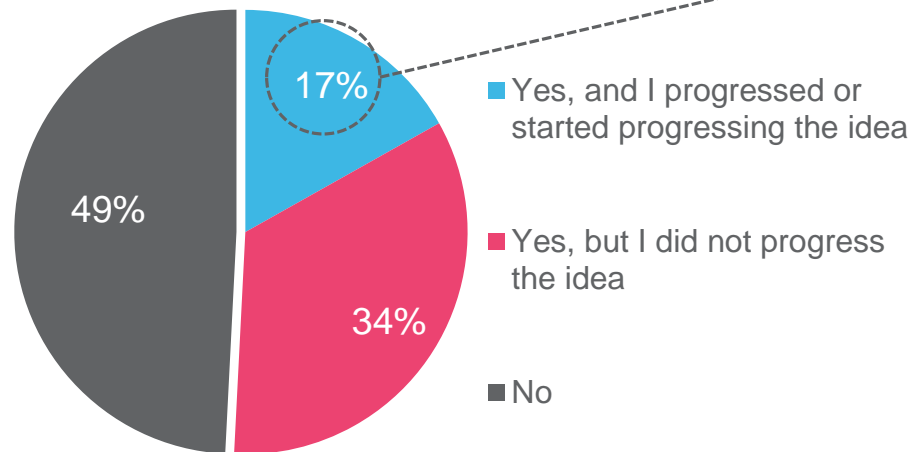




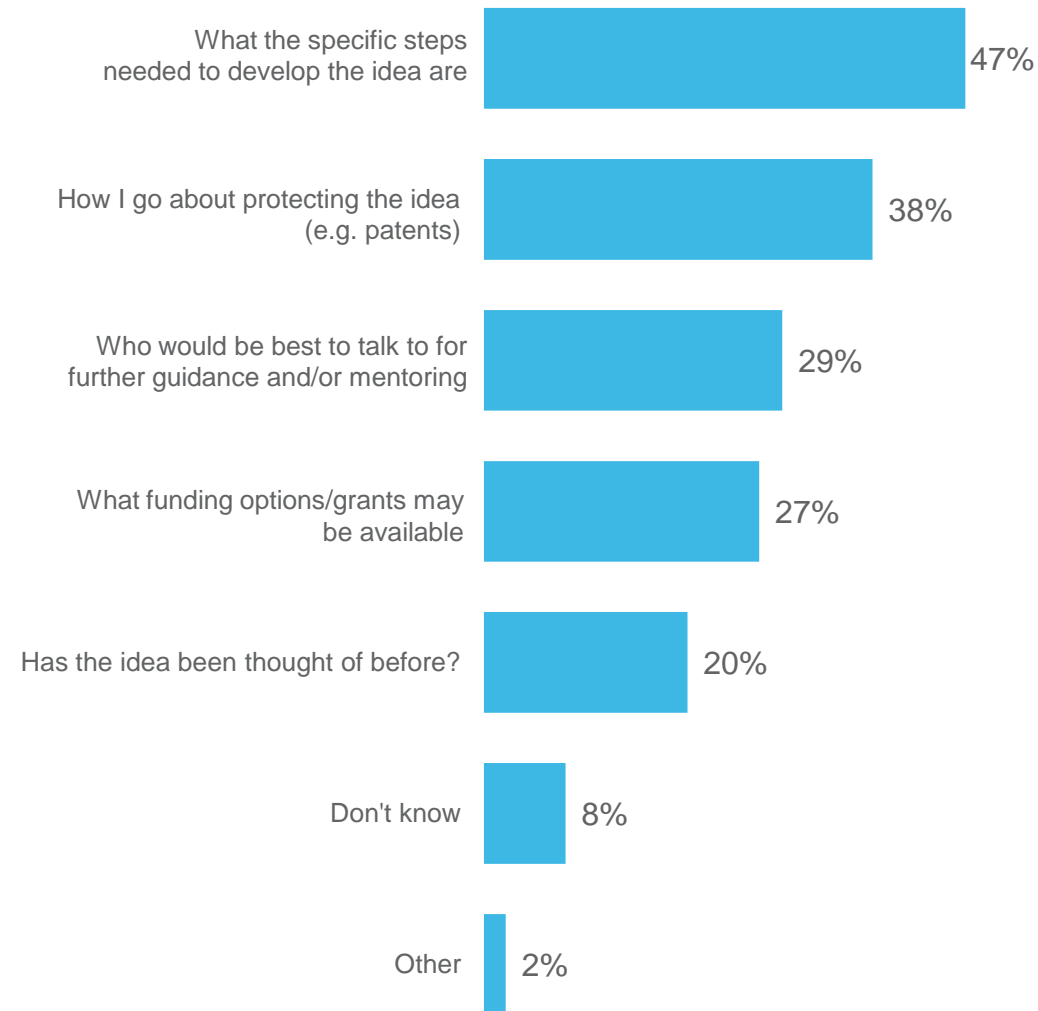
# Nearly one in five Queenslanders have progressed an innovative idea and say knowing the steps to develop their idea would have helped them most.

There are no noteworthy differences according to age, region or heritage in terms of the proportion who had ideas they started progressing.

Had ideas that may have had business, commercial or social applications




Enablers - information or support that helped/would have helped in the process




Q8. Have you ever had an idea for a new product, service or way of doing something that you thought may have had business, commercial or social applications? (SR) Base: Total sample (n=1004)  
Q9. And in moving this new idea or innovation forward, what information or support do you believe helped or would have helped you progress forward with the idea? (MR) Base: Indicated they had an idea and started progressing it (n=145)

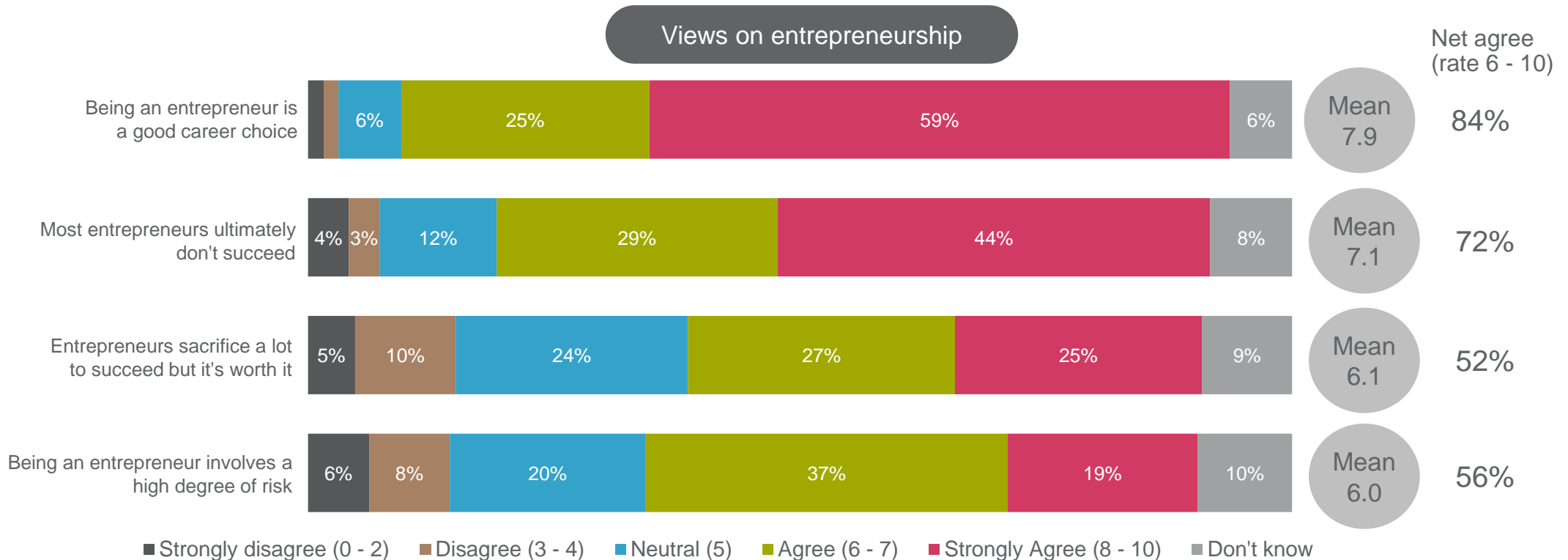


# Entrepreneurship involves a high degree of risk. Just over half believe it is a good career choice.

 Queenslanders aged 30 - 49 years are significantly more likely to agree that, 'being an entrepreneur involves a high level of risk' (mean 8.0), most don't succeed (mean 6.4), and they sacrifice a lot but it's worth it (mean 7.3).

 Those of an international heritage are more likely to believe entrepreneurship is a good career choice (mean 6.4), and that entrepreneurs sacrifice a lot to succeed but it's worth it (mean 7.5). They are also less likely to believe most entrepreneurs ultimately don't succeed (mean 5.8).

 Regional residents of Bundaberg and Rockhampton have significantly lower mean ratings for all statements.








# The government and innovation.

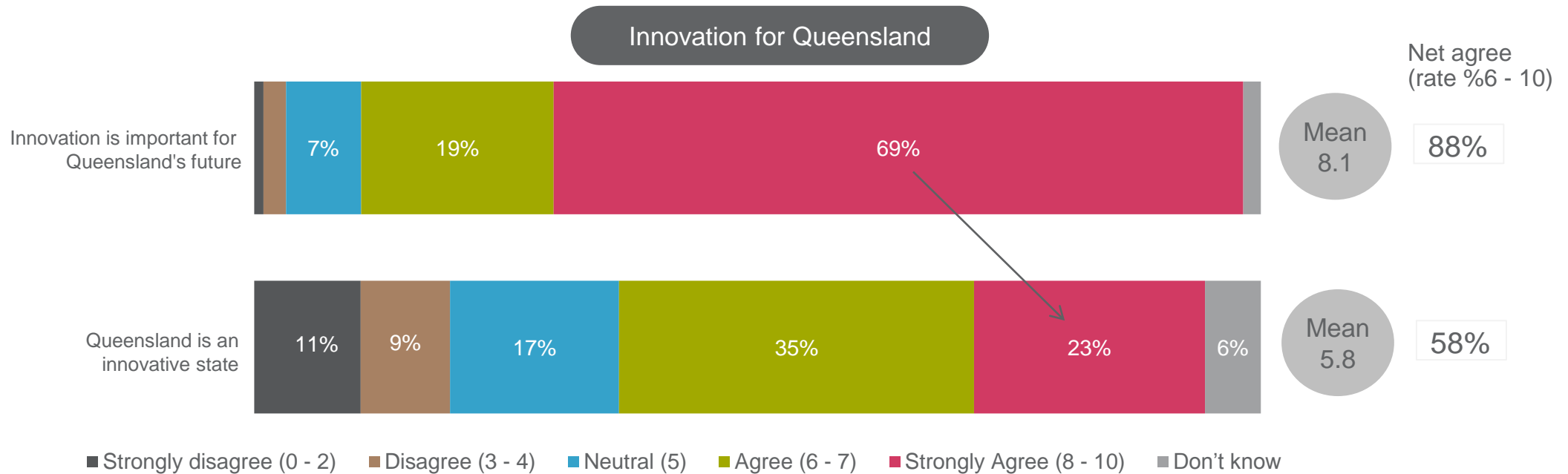





# There is a large gap between the importance of innovation for Queensland and how innovative Queensland is perceived to be.

The large majority strongly agreed (69%) that innovation is important for Queensland's future; however, agreement that Queensland is already an innovative state is significantly lower, with just 23% strongly agreeing.

 The gap between where Queensland is perceived to be and how important it is for Queensland's future is highest among those aged 50 years or older.



The background of the slide features a dark blue globe with a grid of latitude and longitude lines. Overlaid on the globe are several glowing, bright blue lines that curve and intersect, resembling a network or data flow. A large white circle is centered on the right side of the slide, containing the main text.

## There is a role for government in guiding, encouraging and supporting innovation.


Qualitative participants were asked what they believe government's role in innovation should be. Direct funding of innovators attracted differing views, some believing that this is technically gambling on an idea that may or may not succeed. Generally though, they saw government as having a valid role to play in guiding, encouraging and supporting innovation.

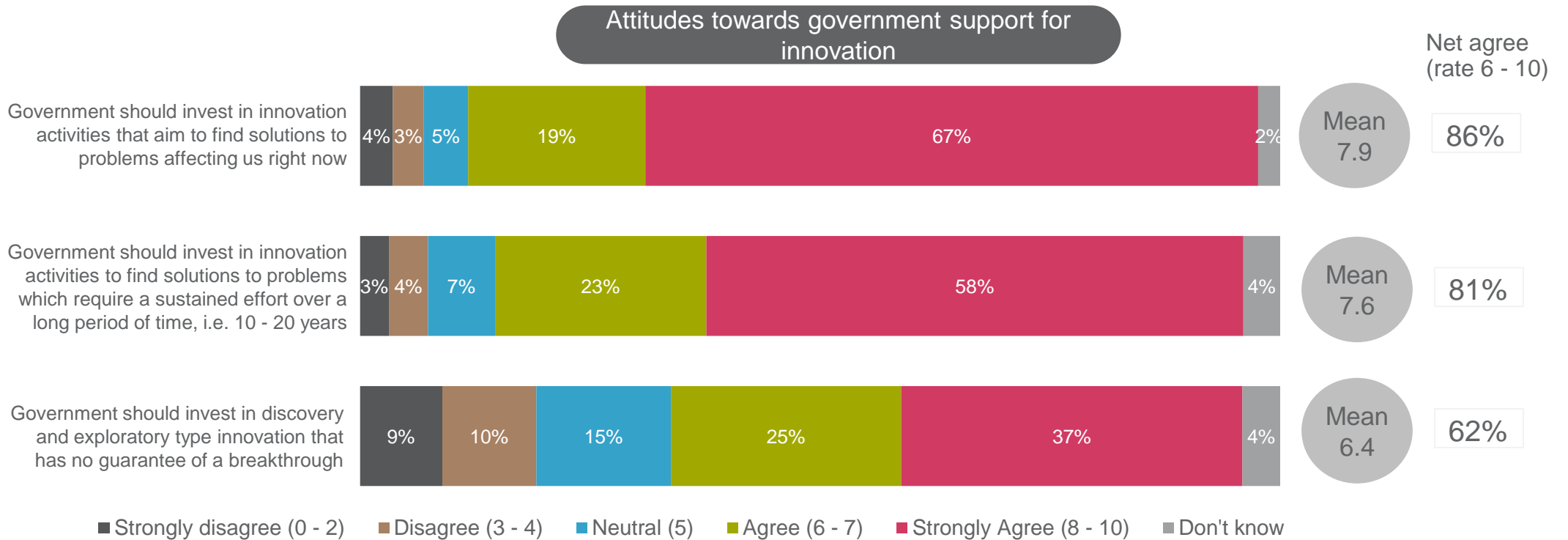
They also feel that it is necessary for government to be an innovator itself, developing ideas which make life easier and more enjoyable for the general public, e.g. the *go card*.



# Solutions to problems right now are of slightly higher importance than longer term problems.

The large majority of Queenslanders want the government to prioritise finding solutions to problems affecting us right now. Agreement is only slightly lower with regard to finding solutions to problems that require a sustained effort over a longer period of time (i.e. 10 - 20 years). Two-thirds (62%) agree government should invest in exploratory type innovation.

 Those of an international heritage are significantly more likely to feel that government should invest in short-term and long-term problems, more than exploratory.





# Queensland Government has a role to play in supporting innovation in business applications.

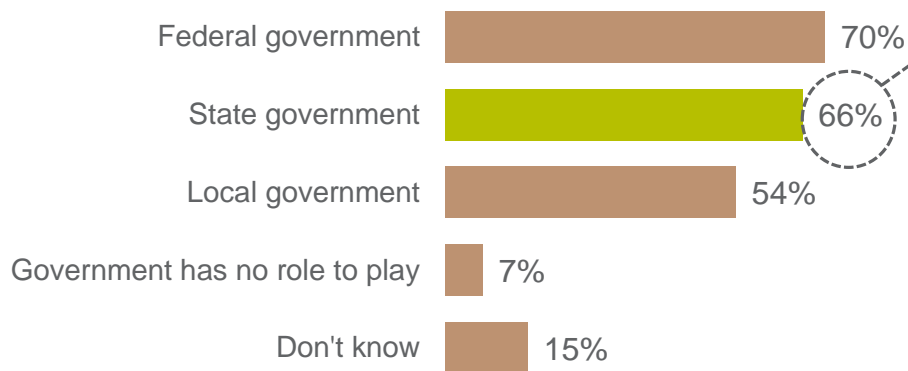


Support for each of these roles increases with age.

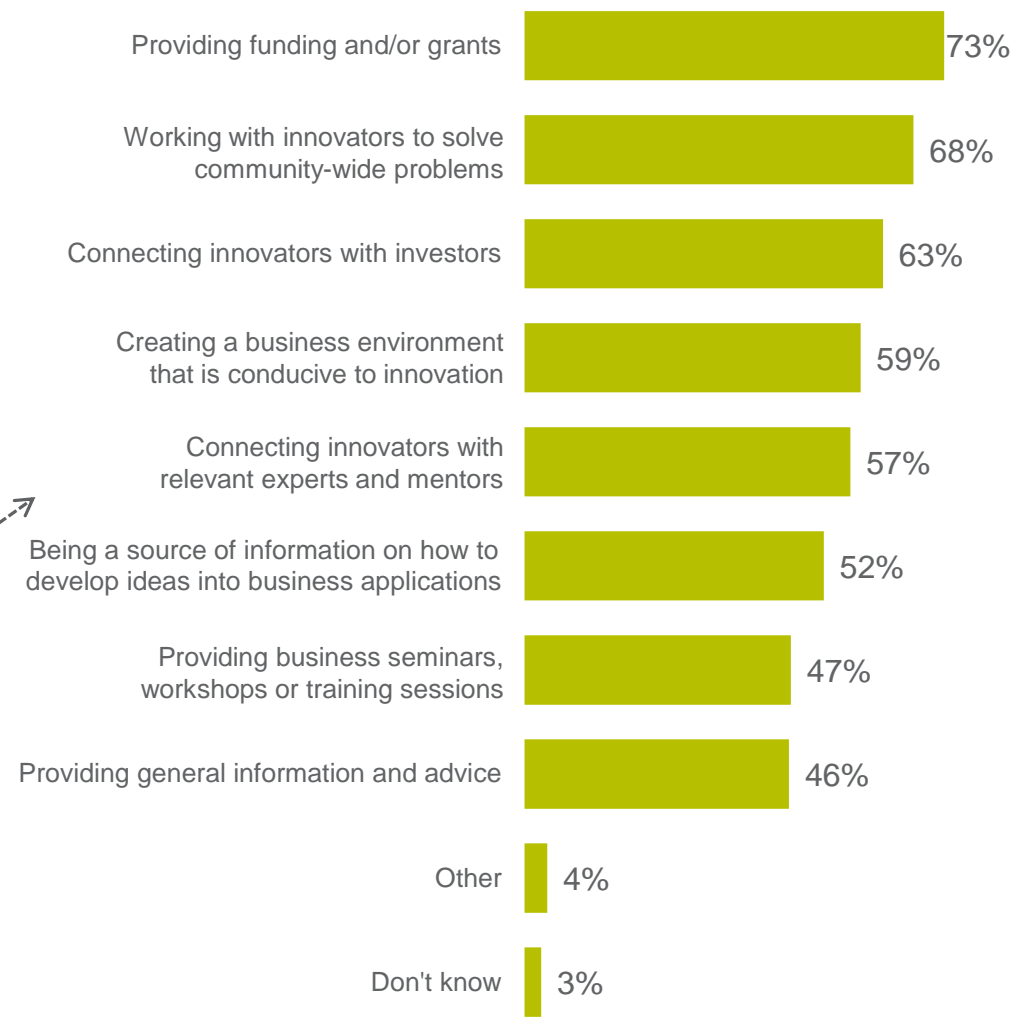


The residents of the Outback and Far North Queensland Region are more likely to mention every level of government, and have more assertive views on the specific role of Queensland Government.

## Government role in innovation for business applications



## Perceived role of Queensland Government in supporting the progression or development of new ideas or innovations into business applications







# Communication about innovation.

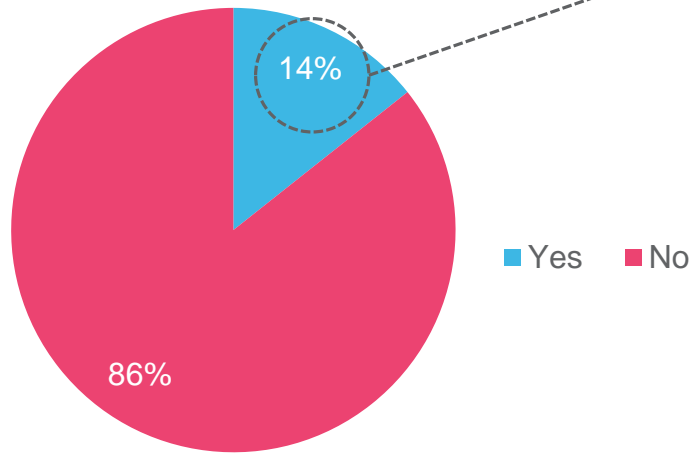


# Approximately 1 in 10 recall seeing an interesting innovation story recently.

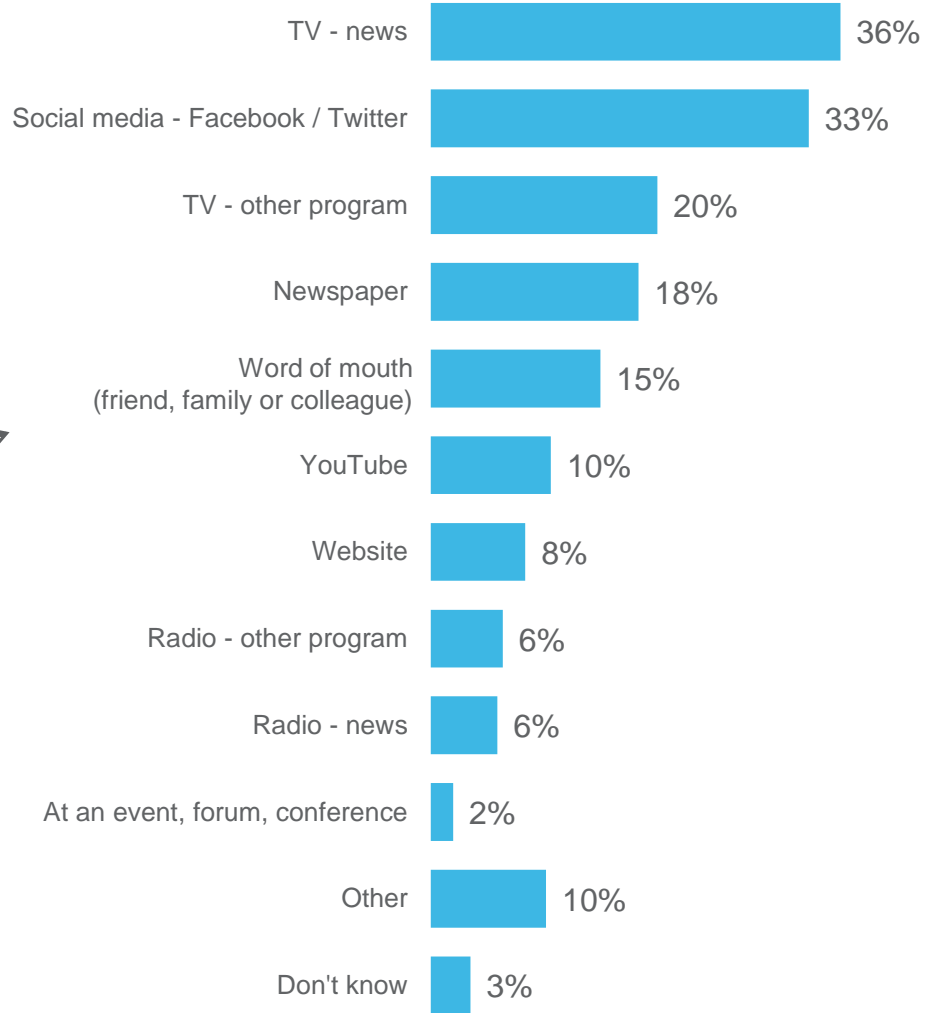
Recall of stories is higher among those in the Outback and Far North Queensland Region (37%) and Mackay and Fitzroy Region (24%).

Social media (58%) and YouTube (28%) are more commonly recalled among 18 - 29 year olds.

Recall recent stories about innovation



Channels recalled (innovation stories)



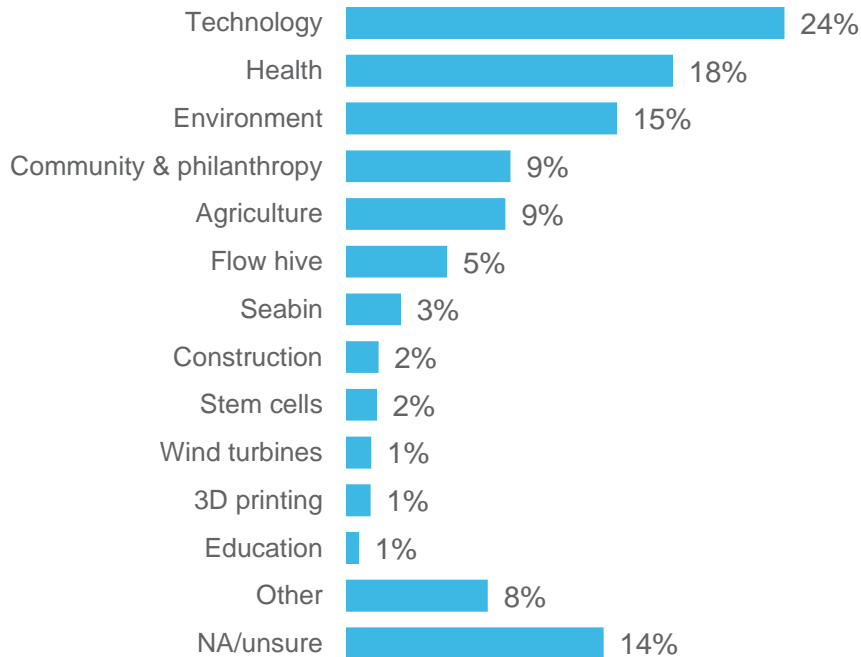




# Technology, health and environment innovation stories are most commonly recalled.

Community and philanthropy and agriculture were also recalled.

## Description of innovation story – topic or industry (coded verbatims)



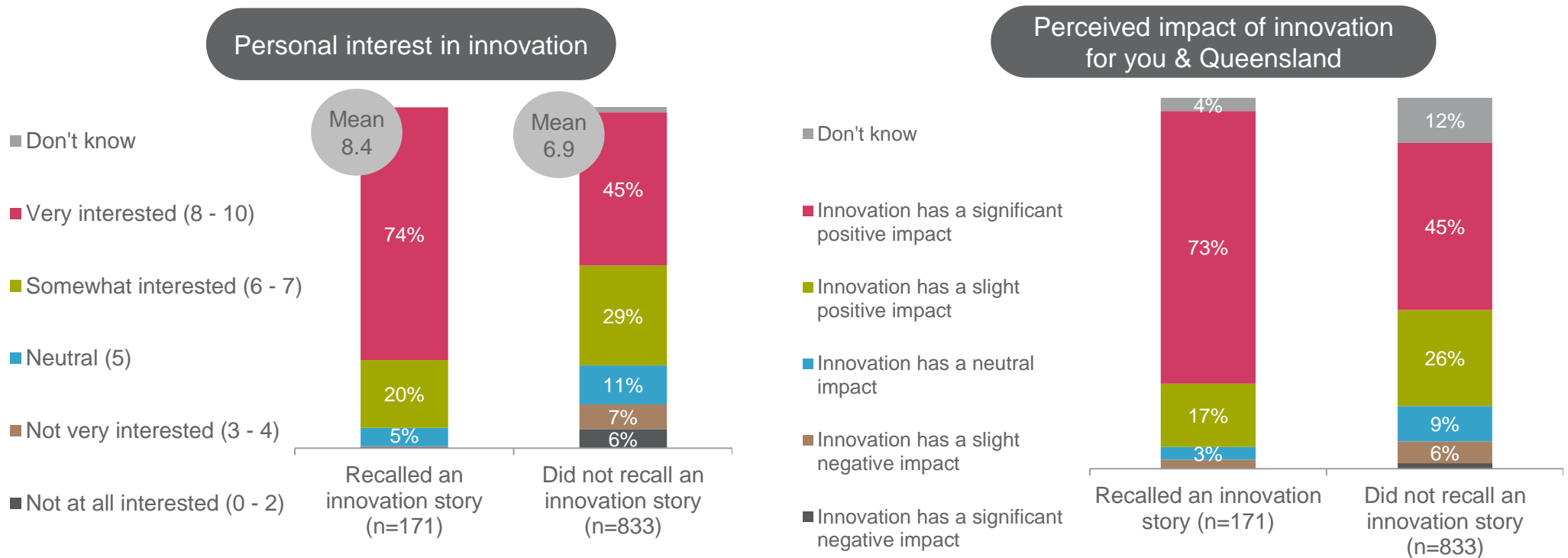
- Qld Fire Brigade utilising drone tech to help assess fires.
- About a young Australian man who created technology that repelled sharks.
- It was a startup on new way to collect honey from bee hives.
- Robotics & their role in health care & assisting the disabled to participate in business & employment.
- The man who won Australian of the Year and is nearly discovering a cure for paraplegics.
- QLD students developed and built a machine that successfully converted waste into clean, useable diesel fuel.
- Underground mining operations; the innovation in life-saving equipment to effective communication through the helmet via messages and lights, also new rescue pods for mining disasters.
- Making prosthetics for amputees with a 3D printer.



# Innovation stories have a positive impact on perceptions of innovation.

Those who recall innovation and media stories are much more personally interested in innovation.

Queenslanders who recall stories are also more likely to believe innovation has a positive impact on Queensland and themselves.

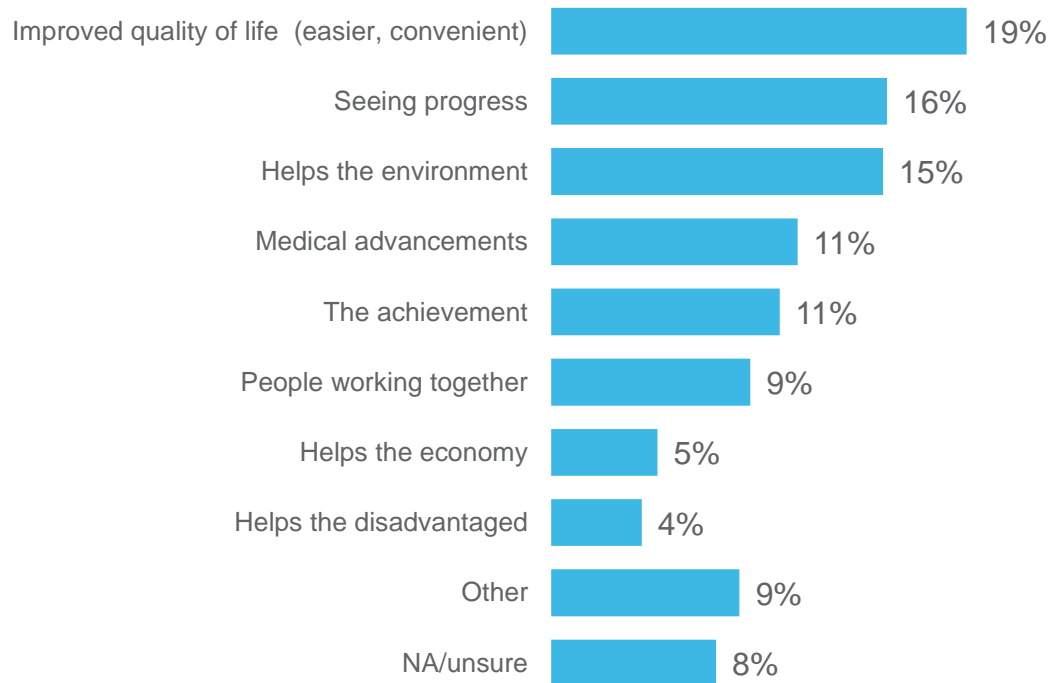




# Improvements to quality of life often captures interest.

A number of other factors also capture interest, such as seeing progress, and environmental improvements. Individual verbatim comments further suggest that relevance or potential benefits to the individual also helps to spark interest.

What captured interest in innovation story  
(coded verbatims)



“ Well it would benefit food crops and hopefully make things a bit cheaper for me, the consumer.

“ The new technologies used in these discoveries / projects. The spinoffs will be huge.

“ The drive and energy from the person involved.

“ They invented an actual working solution to so many of the world's problems. They did it with simple, scientific logic in class environment with what materials were available to them, when big \$ corporations & government funding have, so far as we know been unable to come up with such a solution.

“ It improved amputee people's way of life.

“ It was locally designed.

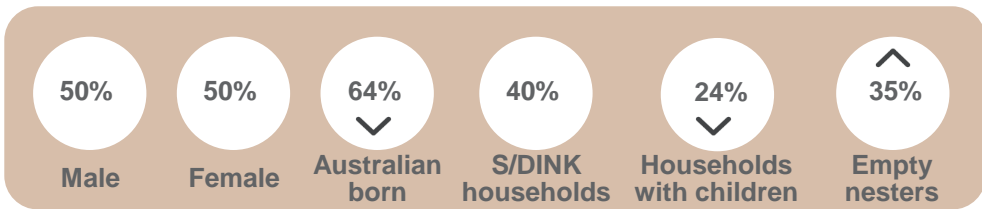
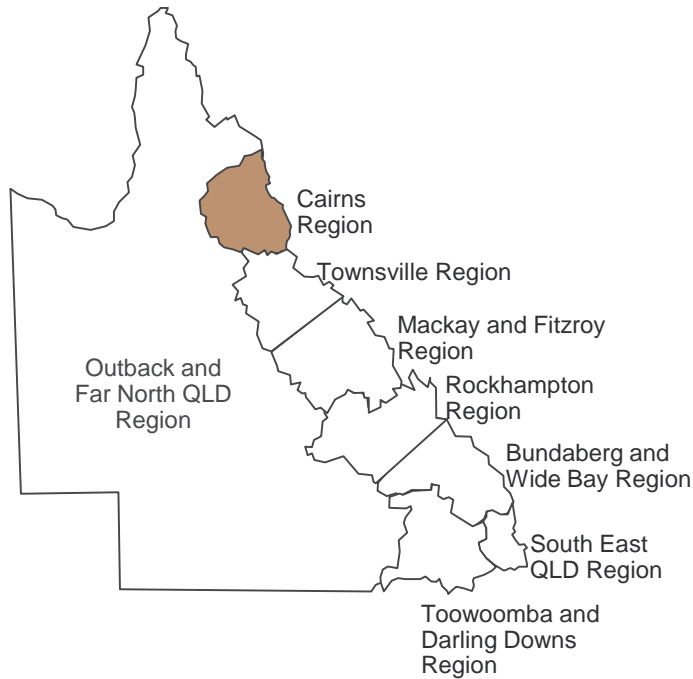
“ The planning and forethought by a local man. He discovered a need and produced the solution, but the Queensland Government didn't see the need!



Regional profiles.



# Regional snapshot Cairns Region.



**Interest in innovation**

	Cairns Region	QLD
Very interested	56%	49%
Somewhat interested	23%	28%
Neutral	12%	11%
Not very interested	2%	6%
Not at all interested	6%	5%
Mean interest/10	7.4 ^	7.1

**Importance of innovation (mean/10)**

	Cairns Region	QLD
You & your family	8.0 ^	7.4
Your local community	8.0 ^	7.5
Businesses	8.5 ^	8.1
Government	8.4 ^	7.9

**Involvement in innovation**

	Cairns Region	QLD
Want to be actively involved (strongly agree)	36%	37%

**Innovation and Qld (strongly agree)**

	Cairns Region	QLD
Innovation has a significant positive impact on me/Qld	58%	49%
Innovation important for Qld's future	78%	69%
Qld is innovative state	22%	23%

**New innovations or ideas**

	Cairns Region	QLD
Had an idea at all	49%	51%
Progressed an idea	8% v	17%

**Negatives of innovation**

	Cairns Region	QLD
Can isolate or leave some people behind	61% ^	41%
Loss of jobs/ underemployment	40%	39%
Unforeseen negative consequences	40%	30%
Can create conflict and division in community	30%	22%
Over-reliance on technology / gadgets	26%	28%

**Region Top 5 Positives of innovation**

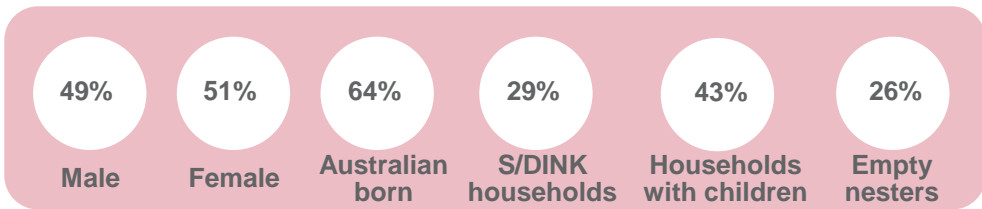
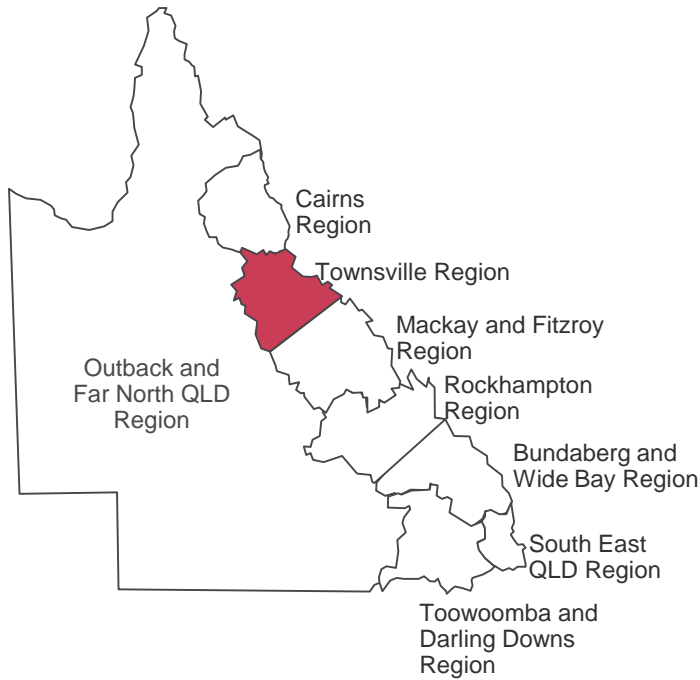
	Cairns Region	QLD
Creates better ways of doing things	62%	60%
Improving lifestyles	55%	50%
Productivity/efficiency	48%	47%
Saving resources	41%	35%
Solving a problem	33%	37%







# Regional snapshot Townsville Region.



	Interest in Innovation	
	Townsville Region	QLD
Very interested	43%	49%
Somewhat interested	38%	28%
Neutral	8%	11%
Not very interested	4%	6%
Not at all interested	7%	5%
Mean interest/10	6.8 <span>∨</span>	7.1

	Involvement in innovation	
	Townsville Region	QLD
Want to be actively involved (strongly agree)	32%	37%

	New innovations or ideas	
	Townsville Region	QLD
Had an idea at all	39%	51%
Progressed an idea	15%	17%

	Positives of innovation	
	Townsville Region	QLD
<b>Region Top 5</b>		
Creates better ways of doing things	57%	60%
Productivity/efficiency	57%	47%
Making things easier	46% <span>^</span>	33%
Solving a problem	45%	37%
Improving lifestyles	44%	50%

	Importance of innovation (Mean/10)	
	Townsville Region	QLD
You & your family	7.4	7.4
Your local community	7.0 <span>∨</span>	7.5
Businesses	7.5 <span>∨</span>	8.1
Government	7.1 <span>∨</span>	7.9

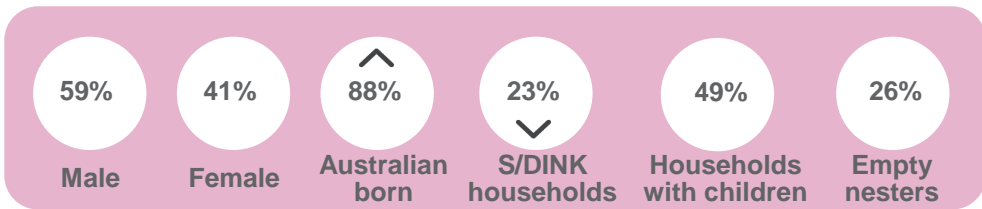
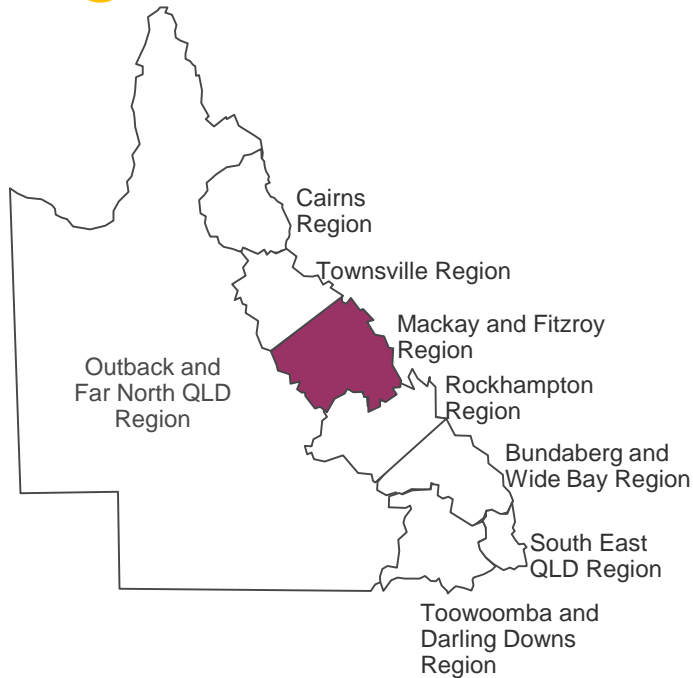
	Innovation and Qld (strongly agree)	
	Townsville Region	QLD
Innovation has a significant positive impact on me/Qld	38%	49%
Innovation important for Qld's future	54% <span>∨</span>	69%
Qld is innovative state	18%	23%

	Negatives of innovation	
	Townsville Region	QLD
<b>Region Top 5</b>		
Loss of jobs / underemployment	42%	39%
Over-reliance on technology / gadgets	40% <span>^</span>	28%
Can be forced upon you	36%	29%
Not always better	34%	31%
Can isolate or leave some people behind	34%	41%





# Regional snapshot Mackay and Fitzroy Region.



	Interest in innovation	
	Mackay & Fitzroy Region	QLD
Very interested	53%	49%
Somewhat interested	21%	28%
Neutral	8%	11%
Not very interested	13%	6%
Not at all interested	2% <sup>∨</sup>	5%
Mean interest/10	7.4 <sup>∧</sup>	7.1

	Involvement in innovation	
	Mackay & Fitzroy Region	QLD
Want to be actively involved (strongly agree)	50% <sup>∧</sup>	37%

	New innovations or ideas	
	Mackay & Fitzroy Region	QLD
Had an idea at all	47%	51%
Progressed an idea	17%	17%

	Positives of innovation	
	Mackay & Fitzroy Region	QLD
<b>Region Top 5</b>		
Creates better ways of doing things.	58%	60%
Productivity/efficiency	46%	47%
Saving resources	42%	35%
Improving lifestyles	41%	50%
Solving a problem	35%	37%

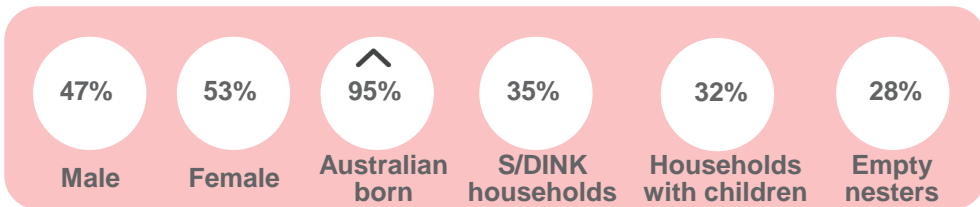
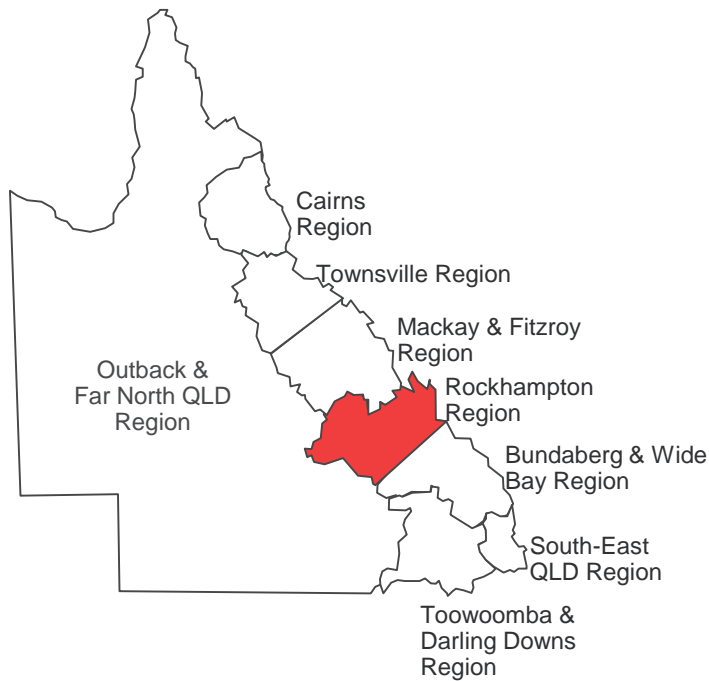
	Importance of innovation (Mean/10)	
	Mackay & Fitzroy Region	QLD
You & your family	7.3	7.4
Your local community	7.5	7.5
Businesses	7.9 <sup>∨</sup>	8.1
Government	7.9	7.9

	Innovation and Qld (strongly agree)	
	Mackay & Fitzroy Region	QLD
Innovation has a significant positive impact on me/Qld	51%	49%
Innovation important for Qld's future	60%	69%
Qld is innovative state	22%	23%

	Negatives of innovation	
	Mackay & Fitzroy Region	QLD
<b>Region Top 5</b>		
Loss of jobs / underemployment	47%	39%
Can be forced upon you	37%	29%
Over reliance on technology / gadgets	34%	28%
Not always better	34%	31%
Can isolate or leave some people behind	32%	41%



# Regional snapshot Rockhampton Region.



	Interest in innovation	
	Rockhampton Region	QLD
Very interested	36% <sup>∨</sup>	49%
Somewhat interested	38%	28%
Neutral	16%	11%
Not very interested	9%	6%
Not at all interested	2%	5%
Mean interest/10	6.8 <sup>∨</sup>	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% <sup>^</sup>	50%
Creates better ways of doing things	61%	60%
Productivity/efficiency	51%	47%
Saving resources	40%	35%
Saving money/cheaper solutions	37%	29%

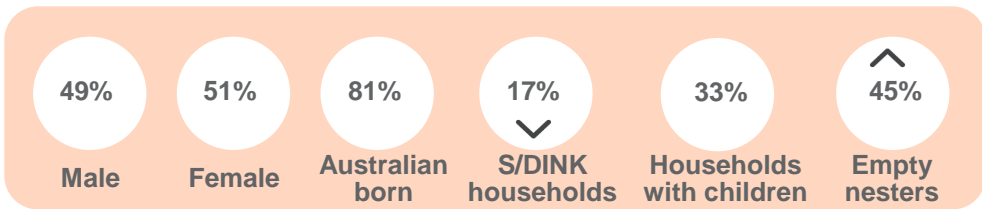
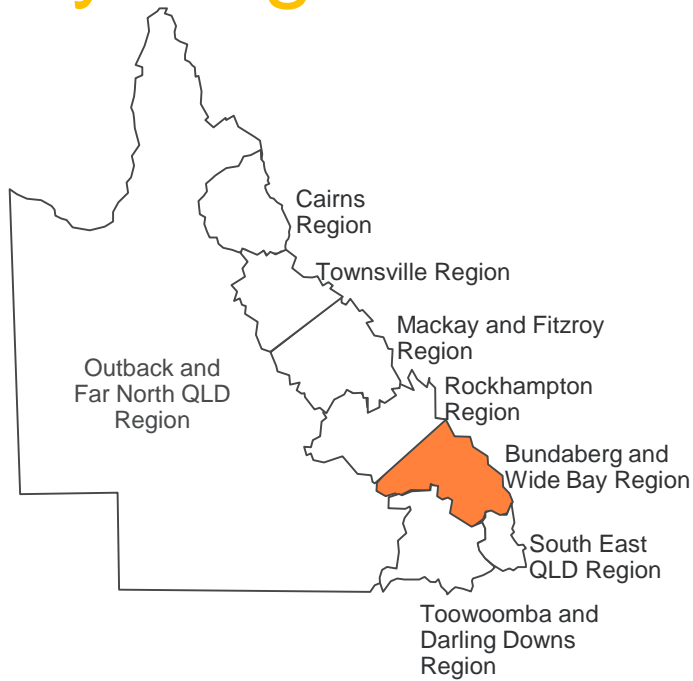
	Importance of innovation (mean/10)	
	Rockhampton Region	QLD
You & your family	7.1 <sup>∨</sup>	7.4
Your local community	7.7 <sup>^</sup>	7.5
Businesses	7.9 <sup>∨</sup>	8.1
Government	7.9	7.9

	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% <sup>∨</sup>	23%

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



# Regional snapshot Bundaberg and Wide Bay Region.



	Interest in innovation	
	Bundaberg & Wide Bay Region	QLD
Very interested	34% <span>∨</span>	49%
Somewhat interested	39%	28%
Neutral	10%	11%
Not very interested	12%	6%
Not at all interested	3%	5%
Mean interest/10	6.6 <span>∨</span>	7.1

	Involvement in innovation	
	Bundaberg & Wide Bay Region	QLD
Want to be actively involved (strongly agree)	22% <span>∨</span>	37%

	New innovations or ideas	
	Bundaberg & Wide Bay Region	QLD
Had an idea at all	48%	51%
Progressed an idea	12%	17%

	Positives of innovation	
	Bundaberg & Wide Bay Region	QLD
<b>Region Top 5</b>		
Creates better ways of doing things	63%	60%
Improving lifestyles	47%	50%
Saving money/cheaper solutions	45% <span>^</span>	29%
Productivity/efficiency	44%	47%
Saving resources	40%	35%

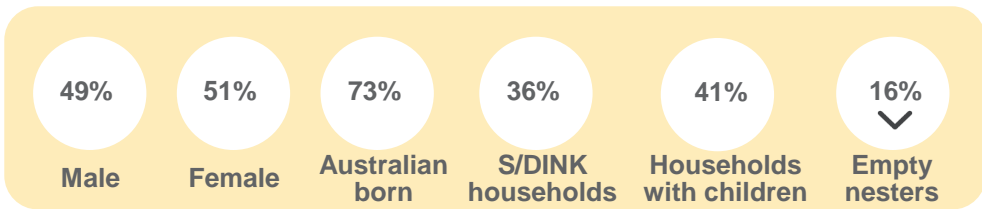
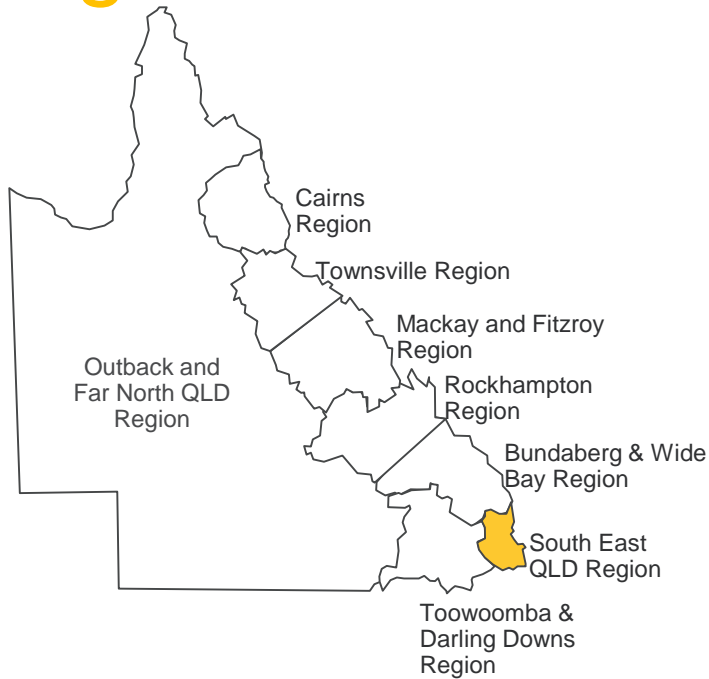
	Importance of innovation (mean/10)	
	Bundaberg & Wide Bay Region	QLD
You & your family	6.8 <span>∨</span>	7.4
Your local community	7.1 <span>∨</span>	7.5
Businesses	7.5 <span>∨</span>	8.1
Government	7.7 <span>∨</span>	7.9

	Innovation and Qld (strongly agree)	
	Bundaberg & Wide Bay Region	QLD
Innovation has a significant positive impact on me/Qld	48%	49%
Innovation important for Qld's future	55% <span>∨</span>	69%
Qld is innovative state	17%	23%

	Negatives of innovation	
	Bundaberg & Wide Bay Region	QLD
<b>Region Top 5</b>		
Loss of jobs/underemployment	46%	39%
Can isolate or leave some people behind	37%	41%
Not always better	35%	31%
Can be forced on you	32%	29%
Can be hard to implement	31%	23%



# Regional snapshot South East QLD Region.



	Interest in innovation	
	SEQ Region	QLD
Very interested	51%	49%
Somewhat interested	27%	28%
Neutral	9%	11%
Not very interested	6%	6%
Not at all interested	6%	5%
Mean interest/10	7.1	7.1

	Importance of innovation (Mean/10)	
	SEQ Region	QLD
You & your family	7.4	7.4
Your local community	7.5	7.5
Businesses	8.2	8.1
Government	7.9	7.9

	Involvement in innovation	
	SEQ Region	QLD
Want to be actively involved (strongly agree)	39%	37%

	Innovation and Qld (strongly agree)	
	SEQ Region	QLD
Innovation has a significant positive impact on me/Qld	49%	49%

	New innovations or ideas	
	SEQ Region	QLD
Had an idea at all	53%	51%
Progressed an idea	19%	17%

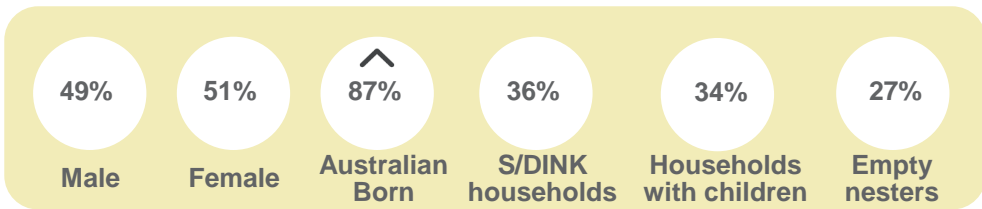
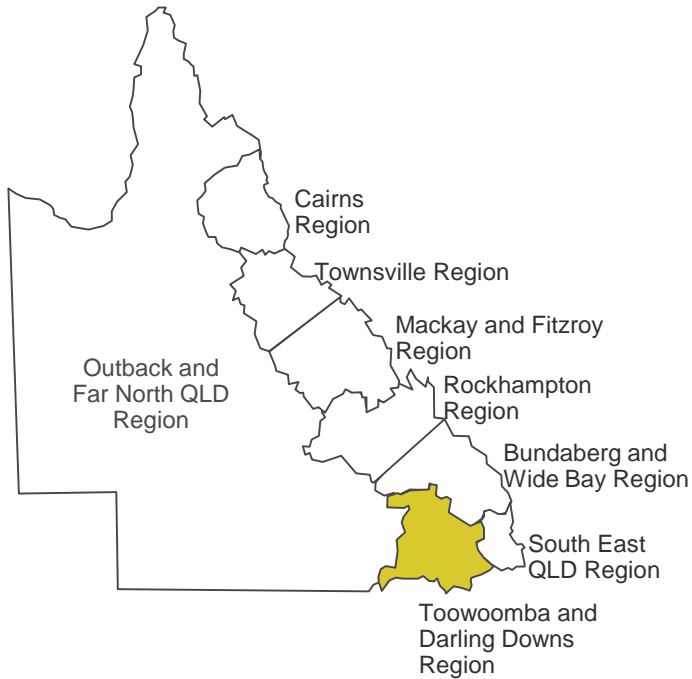
	Innovation and Qld (strongly agree)	
	SEQ Region	QLD
Innovation important for Qld's future	71%	69%
Qld is innovative state	25%	23%

Region Top 5	Positives of innovation	
	SEQ Region	QLD
Creates better ways of doing things.	59%	60%
Improving lifestyles	49%	50%
Productivity/efficiency	47%	47%
Solving a problem	37%	37%
Saving resources	33%	35%

Region Top 5	Negatives of innovation	
	SEQ Region	QLD
Can isolate or leave some people behind	40%	41%
Loss of jobs/underemployment	36%	39%
Not always better	32%	31%
Unforeseen negative consequences	31%	30%
Can be hard to learn/take up	28%	26%



# Regional snapshot Toowoomba and Darling Downs Region.



	Interest in innovation	
	Toowoomba & DD Region	QLD
Very interested	43%	49%
Somewhat interested	26%	28%
Neutral	24% ^	11%
Not very interested	4%	6%
Not at all interested	0% v	5%
Mean interest/10	7.0 v	7.1

	Involvement in innovation	
	Toowoomba & DD Region	QLD
Want to be actively involved (strongly agree)	26% v	37%

	New innovations or ideas	
	Toowoomba & DD Region	QLD
Had an idea at all	43%	51%
Progressed an idea	17%	17%

	Positives of Innovation	
	Toowoomba & DD Region	QLD
<b>Region Top 5</b>		
Creates better ways of doing things	63%	60%
Improving lifestyles	51%	50%
Solving a problem	48%	37%
Making things easier	41%	33%
Productivity/efficiency	40%	47%

	Importance of innovation (mean/10)	
	Toowoomba & DD Region	QLD
You & your family	6.9 v	7.4
Your local community	7.2 v	7.5
Businesses	7.9	8.1
Government	7.8	7.9

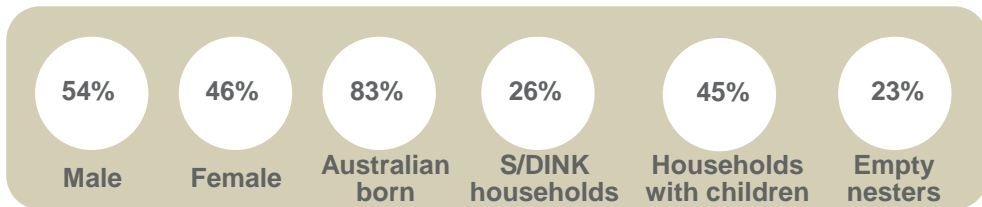
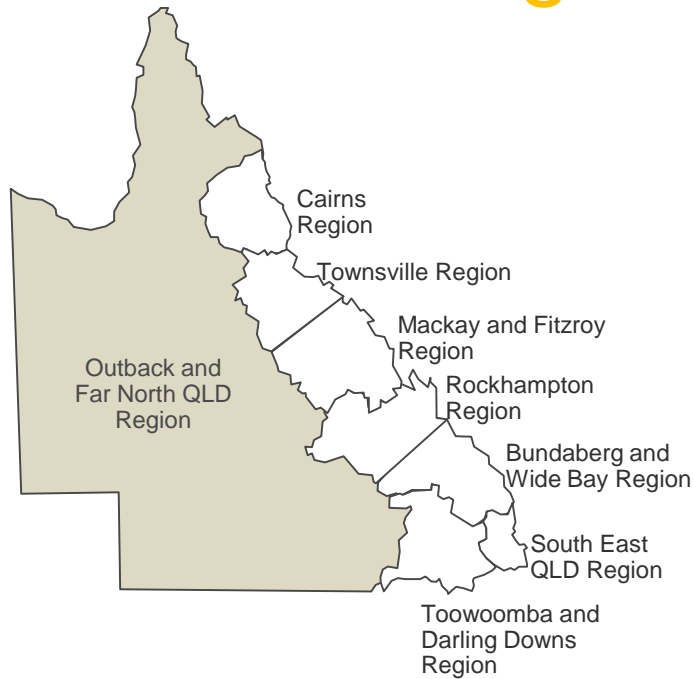
	Innovation and Qld (strongly agree)	
	Toowoomba & DD Region	QLD
Innovation has a significant positive impact on me/Qld	43%	49%
Innovation important for Qld's future	58%	69%
Qld is innovative state	27%	23%

	Negatives of innovation	
	Toowoomba & DD Region	QLD
<b>Region Top 5</b>		
Loss of jobs/underemployment	46%	39%
Can be forced on you	38%	29%
Can isolate or leave some people behind	34%	41%
Can create conflict and division in community	33%	22%
Unforeseen negative consequences	27%	30%





# Regional snapshot Outback and Far North QLD Region.



	Interest in innovation	
	Outback & FNQ Region	QLD
Very interested	64% ^	49%
Somewhat interested	22%	28%
Neutral	11%	11%
Not very interested	1% v	6%
Not at all interested	1% v	5%
Mean interest/10	8.0 ^	7.1

	Involvement in innovation	
	Outback & FNQ Region	QLD
Want to be actively involved (strongly agree)	61% ^	37%

	New innovations or ideas	
	Outback & FNQ Region	QLD
Had an idea at all	53%	51%
Progressed an idea	15%	17%

	Positives of Innovation	
	Outback & FNQ Region	QLD
<b>Region Top 5</b>		
Creates better ways of doing things.	58%	60%
Productivity/efficiency	58%	47%
Solving a problem	51% ^	37%
Improving lifestyles	50%	50%
Saving resources	37%	35%

	Importance of innovation (mean/10)	
	Outback & FNQ Region	QLD
You & your family	8.0 ^	7.4
Your local community	8.3 ^	7.5
Businesses	8.6 ^	8.1
Government	8.5	7.9

	Innovation and Qld (strongly agree)	
	Outback & FNQ Region	QLD
Innovation has a significant positive impact on me/Qld	56%	49%
Innovation important for Qld's future	91% ^	69%
Qld is innovative state	21%	23%

	Negatives of innovation	
	Outback & FNQ Region	QLD
<b>Region Top 5</b>		
Can isolate or leave some people behind	46%	41%
Unforeseen negative consequences	39%	30%
Can be hard to learn/take up	38% ^	26%
Can create conflict and division in community	37% ^	22%
Can be hard to implement	36% ^	23%



Sample profile.



# Sample profile.

	% of total sample (n=1004)
<b>Gender (S1)</b>	
Male	48%
Female	52%
<b>Age groups (S2)</b>	
18 - 29 years	33%
30 - 49 years	33%
50 - 64 years	16%
65+ years	17%
<b>Marital status (D1)</b>	
Married or de facto	59%
Never married	30%
Divorced	5%
Separated but not divorced	2%
Widowed	2%
I prefer not to answer	3%

	% of total sample (n=1004)
<b>Region (S3)</b>	
SEQ Region	48%
Toowoomba and Darling Downs Region	7%
Bundaberg and Wide Bay Region	8%
Rockhampton Region	7%
Mackay and Fitzroy Region	7%
Townsville Region	7%
Cairns Region	8%
Outback and Far North QLD Region	7%
<b>Highest level of education (D4)</b>	
Secondary	32%
TAFE or apprenticeship	36%
University	31%
I prefer not to answer	0%



# Sample profile.

	% of total sample (n=1004)
<b>Employment status (D2)</b>	
Employed	56%
Unemployed	43%
Other	0%
I prefer not to answer	1%
	<b>% of employed (n=556)</b>
<b>Industry of employment – top 7 (D3)</b>	
Retail trade	14%
Health care and social assistance	12%
Education and training	10%
Administrative and support services	9%
Professional, scientific and technical services	8%
Accommodation and food services	8%
Transport, postal and warehousing	8%

	% of total sample (n=1004)
<b>Household income (D5)</b>	
Less than \$41,599 per year	30%
Between \$41,600 and \$83,199 per year	39%
More than \$83,200	17%
No income	2%
Negative income	0%
I prefer not to answer	13%
<b>Household structure (D6)</b>	
No children (single or couple)	34%
Young family (at least one child aged 0-14 years living at home)	26%
Mature family (at least one child aged 15+ years living at home)	15%
Post family (have children but they have all left home)	19%
Group/share household	6%



# Sample profile.

