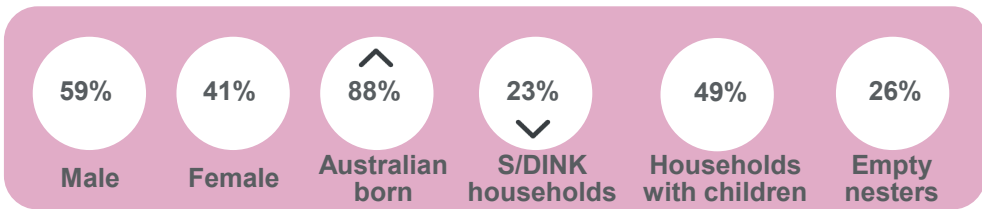
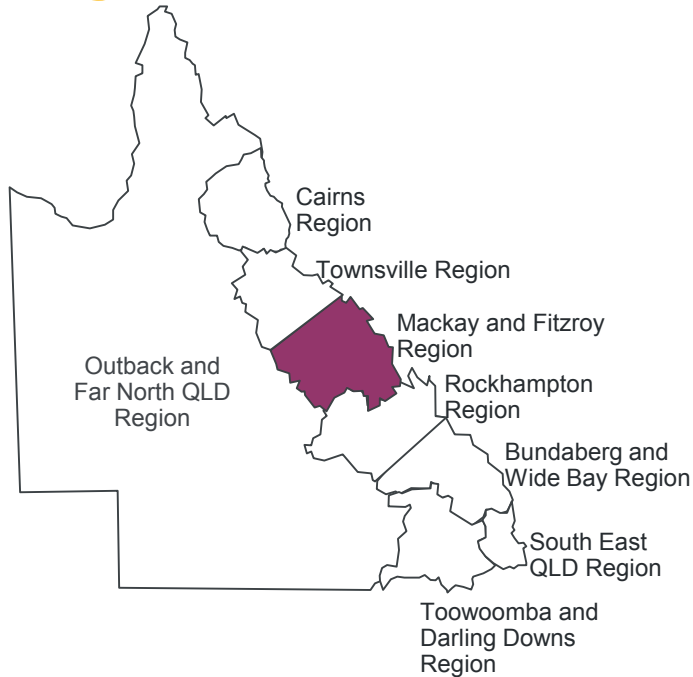




# Regional snapshot Mackay and Fitzroy Region.



	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%