Regional snapshot
Townsville Region.

**Involvement in innovation**
- Want to be actively involved (strongly agree) Townsville Region: 32%, QLD: 37%
- Innovation has a significant positive impact on me/Qld Townsville Region: 38%, QLD: 49%
- Innovation important for Qld's future Townsville Region: 54%, QLD: 69%
- Qld is innovative state Townsville Region: 18%, QLD: 23%

**Positives of innovation**
- Creates better ways of doing things Townsville Region: 57%, QLD: 60%
- Productivity/efficiency Townsville Region: 57%, QLD: 47%
- Making things easier Townsville Region: 46%, QLD: 33%
- Solving a problem Townsville Region: 45%, QLD: 37%
- Improving lifestyles Townsville Region: 44%, QLD: 50%

**Importance of innovation (Mean/10)**
- You & your family Townsville Region: 7.4, QLD: 7.4
- Your local community Townsville Region: 7.0, QLD: 7.5
- Businesses Townsville Region: 7.5, QLD: 8.1
- Government Townsville Region: 7.1, QLD: 7.9

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

**Interest in innovation**
- Very interested Townsville Region: 43%, QLD: 49%
- Somewhat interested Townsville Region: 38%, QLD: 28%
- Neutral Townsville Region: 8%, QLD: 11%
- Not very interested Townsville Region: 4%, QLD: 6%
- Not at all interested Townsville Region: 7%, QLD: 5%
- Mean interest/10 Townsville Region: 6.8, QLD: 7.1

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

**Innovation and Qld (strongly agree)**
- Innovation has a significant positive impact on me/Qld Townsville Region: 38%, QLD: 49%
- Innovation important for Qld’s future Townsville Region: 54%, QLD: 69%
- Qld is innovative state Townsville Region: 18%, QLD: 23%

**Regional snapshot**
- Male: 49%, Female: 51%
- Australian born: 64%, Non-born: 36%
- Households with children: 43%, Empty nesters: 26%
- S/DINK households: 29%

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

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