

**An assessment
of attitudes and behaviour
amongst multi unit dwelling residents
in relation to illegal dumping**

Research Report

May 2004



Department of
Environment and Conservation (NSW)

OUR ENVIRONMENT
it's a living thing

Department of Environment and Conservation (NSW)
Sustainability Programs Division

Level 2, 1 Fitzwilliam Street
Parramatta NSW 2150

P O Box 644
Parramatta NSW 2124

Phone: 02 8837 6000
Fax: 02 8837 6099

Copyright © the Department of Environment and Conservation (NSW)

May 2004

ISBN: 1 920887 15 6

The studies referred to in this report were undertaken on behalf of the Department of Environment and Conservation (NSW) by Woolcott Research Pty Limited.

Disclaimer

The Department of Environment and Conservation (NSW) has made all reasonable efforts to ensure that the contents of this document are free from factual error. However, the Department shall not be liable for any damage or loss, which may occur in relation to any person taking action or not on the basis of this document.

TABLE OF CONTENTS

BACKGROUND.....	1
OBJECTIVES	2
RESEARCH DESIGN	7
RESEARCH FINDINGS.....	10
1. OVERALL OBSERVATIONS.....	11
2. RESPONDENT PROFILE	13
3. ILLEGAL DUMPING AS AN ISSUE.....	19
4. THE ILLEGAL DUMPING PROFILE	24
5. REASONS/PROMPTS FOR ILLEGAL DUMPING	36
6. ATTITUDES TOWARD ILLEGAL DUMPING.....	44
7. AWARENESS OF DISPOSAL SOURCES.....	58
8. EDUCATION AND INFORMATION SOURCES	67
SUMMARY AND CONCLUSIONS	73
 APPENDIX A: QUESTIONNAIRE	
APPENDIX B: DISCUSSION GUIDE	

BACKGROUND

This report details the findings of a study commissioned to assess attitudes and behaviour of multi-unit dwelling residents in relation to illegal dumping practices.

The Department of Environment and Conservation (NSW) Sustainability Programs Division (previously Resource NSW) commissioned Woolcott Research Pty Limited to undertake the study in 2003.

Many Councils have long faced the problem of illegal dumping around multi unit dwellings (MUDs) and there was an identified need to develop programs that will address illegal dumping issues.

While it has been suggested that tenants of multi unit dwellings are often responsible for illegally dumping materials adjacent to unit blocks, or leaving materials behind after vacating a particular tenancy, little formalised research has been undertaken in this regard. As such, little is known about the reasoning for this behaviour (i.e. whether it is a result of a perceived lack of services or facilities on behalf of the council area in which they live, or if it is driven by other factors such as apathy/complacency on behalf of the tenant themselves).

In response to the increasing concern that illegal dumping presents, the Department of Environment and Conservation was considering the development of an education program. As current knowledge is based on anecdotal evidence, it was seen as an opportune time to collect information that could then be used to both assist in the development of the proposed program, as well as provide a benchmark for future measurement.

OBJECTIVES

The fundamental objective of this study was to provide The Department of Environment and Conservation with a sensitive and detailed understanding of the issues surrounding illegal dumping amongst multi unit dwelling occupants, as input to effective planning of an education program to try to address this situation in NSW.

The study therefore involved providing a profile of the primary “targets” for the campaign (i.e. those with a propensity to illegally dump) as well as relevant and meaningful insights into how best to motivate those targets to better manage their unwanted goods, how to remove any barriers there may be to legal disposal, and how best to communicate with them.

The areas of coverage included:

1. THE CURRENT POSITIONING OF ILLEGAL DUMPING WITHIN THE CONTEXT OF RESIDENTS LIVES

To understand the context of prevailing knowledge and attitudes, there was a need to understand where the problem “sits” from the perspective of residents, and therefore what sort of priority it would have.

That is, we needed to establish if it is acknowledged as a bit of an issue, or if it is just not noticed or ignored as being a part of life, until the subject is raised.

This required exploration into:

- The degree to which people currently believe there is a problem with illegal dumping around their dwelling, (both in a spontaneous and prompted sense), vis a vis other things that they think about regarding where they live.

- Who is perceived to dump, and why, i.e. is it seen as something ‘most people’ (including themselves) do at some time, or is it just seen as the actions of a certain segment or group.

2. KNOWLEDGE AND AWARENESS OF OPTIONS

- Levels of awareness and understanding about what constitutes illegal dumping,
- What is seen as ‘acceptable’ dumping within the community today and what is not,
- Unprompted and prompted levels of awareness of the options for disposal available in their area, and views regarding the effectiveness of those, or the perceived problems in using those options.

2.3 ILLEGAL DUMPING PROPENSITY AND BEHAVIOUR

This exploration included:

- The proportion of people who have had items that they have needed to dispose of, and how they have dealt with that problem. That is, whether or not they have:
 - used legitimate methods of disposal they were already aware of,
 - used legitimate methods, through having proactively sought out information about what to do (eg rung council, asked their caretaker, asked around the building, etc),
 - wanted to use legitimate means, but didn’t know how to and didn’t try to find out, therefore had to dump the items,
 - considered using legitimate means, but barriers impacted their behaviour, or
 - did not consider the legitimate alternative and dumped the items or left them behind when moving.

3. ATTITUDINAL IMPACT ON BEHAVIOUR

Further to the awareness and behavioural measures the research sought to evaluate the extent to which the anecdotal assumptions regarding attitudes and social indicators mentioned in the brief, actually do lead to a propensity to illegally dump, as well as to identify any other significant factors driving behaviour that might need to be addressed with the education program.

Some of these factors (beyond the awareness issues mentioned above) had been hypothesised to be:

(A) PROBLEMS WITH OR BARRIERS TO USAGE OF CURRENT OPTIONS

Whilst to some degree these aspects were thought to be used as an excuse to cover for other attitudinal or apathy issues, it was necessary to understand the impact of:

- Lack of convenience of current facilities ie. too far away, inconvenient hours, too hard to get to without transport,
- Price of disposal – is it seen as too expensive/charges too high,
- Perceptions about limitations on the type of material that is allowed to be disposed of through legitimate options, or
- A lack of bin capacity,

amongst those who otherwise would have a reasonable propensity to do the right thing.

(B) LACK OF PERSONAL OWNERSHIP OF THE PROBLEM

This needed exploration to determine whether it came about through either laziness, or complacency, or a ready assumption that it is someone else's responsibility, or an assumption that someone else (eg Council) will get rid of it.

Deeper societal issues were also thought to potentially impact on behaviour in regard to waste, (and also toward property maintenance and general pride in surroundings), such as some of those mentioned in the research brief:

- A lack of connection with the place of residence, possibly because it is rented, or short term, or assisted housing, and possibly seen as an indicator of a persons failure in some regard and resented for this,
- A rebellious feeling, rejection of what might be viewed as rules from another level or section of society, rather than from the person's own community,
- A learned response based on other people's attitudes or behaviours within the social group to which the person belongs, or
- A feeling of hopelessness or inability to cope with issues such as what to do with waste.

These aspects were all to be explored throughout the research process.

4. LANGUAGE OR OTHER CULTURAL BARRIERS MAY ALSO IMPACT BEHAVIOURS AND/OR AWARENESS OF WHAT TO DO

The NESB multi-unit dwelling residents were an integral part of the overall project, and as such emphasis was placed on being able to understand the impact of language problems, as well as of broader issues we have come across in other work, eg.

- For people who are struggling to resettle in a new and alien culture, the issue of their surroundings and the environment can be low on their list of priorities,
- Some communities, are used to the concept of recycling and responsible rubbish disposal in their country of origin, however are unaware of what to do in Australia, and
- Others feel no responsibility for anything outside of their own home, because they do not feel a part of the community, or because their surroundings here are so much cleaner than in their country of origin that waste disposal does not seem to be an important issue.

Exploration of these differences will drive decision making about the content and type of education program that might be necessary for NESB communities that were explored.

5. UNDERSTANDING THE DECISION MAKING PROCESS

Understanding the process and triggers surrounding dumping was also felt to be important in contributing to the planned targeting and timing of communication materials, i.e.

- The situational triggers regarding the need to get rid of materials, such as moving, change in family circumstances, accidents or breakages, replacement of goods, spring cleaning etc, and
- The decision making process about what to do with waste items, who in the household is involved, who makes the final decision and who physically copes with it, and whether there are conflicts within this process.

Finally, the study also explored the best channels (brochures, local paper, Council, internet, community centre, etc) and means of delivery of information amongst the various targets.

RESEARCH DESIGN

Our approach to this research included both qualitative and quantitative components, and contained a combination of mini-group discussions and telephone interviews.

The research methodology involved four separate phases, as outlined below:

1. WORKSHOP WITH THE DEPARTMENT OF ENVIRONMENT AND CONSERVATION AND STAKEHOLDERS

This workshop session between the Woolcott Research and The Department of Environment and Conservation project teams took place soon after commissioning, and was designed to ensure that both parties had a full understanding of the research objectives and potential outcomes. It also provided the opportunity for The Department of Environment and Conservation to give an indication of expectations in terms of the quantitative questionnaire that was to be developed.

2. QUANTITATIVE COMPONENT

2.1 Base Sample

This involved a series of n=550 twelve minute telephone interviews amongst residents of multi-unit dwellings within the specified set of 17 Local Government Areas. The specified set of LGA's incorporated the following:

Bankstown	Parramatta	Sydney City
Canterbury	Randwick	Warringah
Fairfield	Rockdale	Waverley
Holroyd	Ryde	Wollongong
Newcastle	South Sydney	Woollahra
North Sydney	Sutherland Shire	

2.2 Department of Housing Boost to n=100:

Given the incidence level of Department of Housing residents resulting from this random interviewing process (i.e. only around n=50 interviews with Department of Housing residents were achieved in the base sample), there was a need to 'boost' the number of respondents in this category to increase their sample size and thereby allow for comparative analysis to be carried out. As such, this sub-segment was boosted to ensure an end sample of n=100 interviews resulted.

In order for the 'Total' figures to be truly representative however, this sub-segment was post weighted back into the full sample according to their true incidence level.

The end sample resulting from the telephone interviewing process was as follows:

	INTERVIEWS ACHIEVED	WEIGHTED SAMPLE
Privately Owned	185	194
Privately Rented	309	344
Department of Housing	101	60
NESB	139	145
TOTAL	603	603

All respondents were residents of multi-unit dwellings (defined as having three or more properties/units upon the same parcel of land) and aged 18 or more.

3. QUANTITATIVE FINDINGS, PRESENTATION AND WORKSHOP, REVIEW OF QUALITATIVE APPROACH.

At this point, a presentation of the findings of the quantitative findings was made to allow for discussion of the implications, and for further discussion of the distribution/targeting of sub-segments for the qualitative exploration.

4. QUALITATIVE COMPONENT

This involved a total of n=10 mini group discussions, as follows:

a) n=5 mini ‘affinity’ group discussions, amongst MUD owners, renters and Department of Housing residents:

These were conducted by members of the Woolcott Research project team amongst the following sub-groups as follows:

- An ‘owners’ group in Rockdale,
- A ‘renters’ group in Parramatta,
- A younger (18 to 35 year old) renters group in Randwick/Waverley,
- A Department of Housing group in South Sydney,
- A Department of Housing group in Wollongong.

Each mini group was designed to contain n=5 participants (and apart from two groups where only 4 participants showed, this was achieved). Participants (apart from the younger group of residents in the Randwick/Waverley area) were aged between 25 and 44 years. All mini-groups were mixed (containing both male and female participants), and being ‘affinity’ groups, participants were recruited on the basis that they already knew each other.

Each group lasted for a maximum of 1.5 hours, and were conducted at locations convenient to the participants (i.e. within their area of residence).

b) n=5 mini ‘affinity’ group discussions amongst NESB participants

These were undertaken by Cultural Partners Australia using moderators from each community. They were conducted as follows:

- Mandarin speaking Chinese residents in Sydney City,
- Cantonese speaking Chinese residents in Parramatta,
- Vietnamese residents in Fairfield
- New arrival Arabic residents in Bankstown,
- Longer term Arabic residents in Bankstown

RESEARCH FINDINGS

1. OVERALL OBSERVATIONS

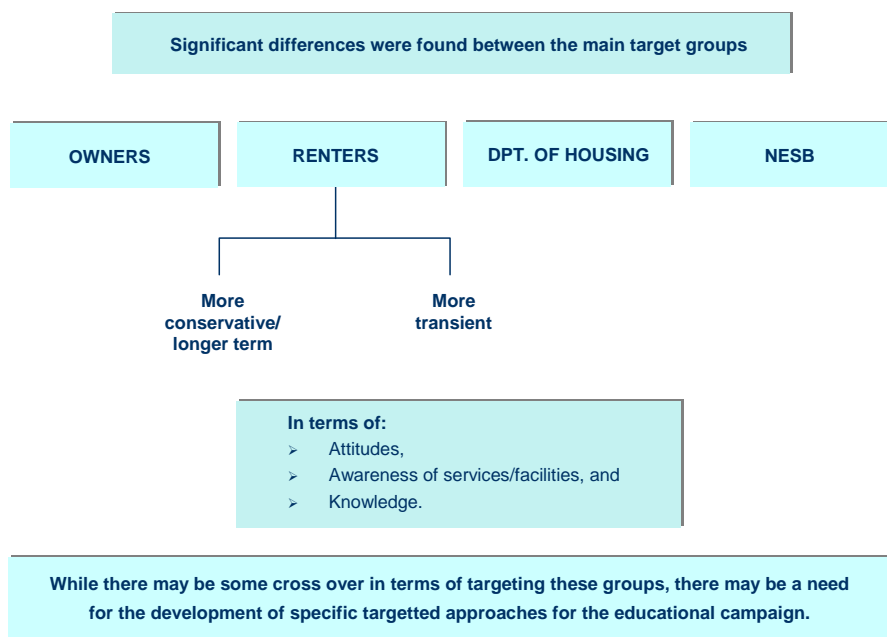
In an overall sense it became quite obvious through both the quantitative and qualitative phases of the research project that there were significant differences between the main target groups of interest to The Department of Environment and Conservation in terms of the issue of illegal dumping.

The target groups (identified prior to the commencement of the research project) were:

- Owners;
- Renters (of privately owned residences);
- Department of Housing residents; and
- People from a Non-English Speaking Background.

However, further to these main groupings, we also found (within the qualitative exercise) that there were differences between the longer term private renters, and those who were more transient (staying in the one dwelling for a shorter period of time).

These differences, as shall be highlighted throughout this report, were found in most of the areas of exploration, and therefore included the main issues of awareness of disposal facilities, knowledge of available options, and general attitudes toward the issue of illegal dumping.

Overall Observations

As such, while there may well be areas of potential cross over when it comes to the development of an educational campaign, the differences between these primary target groups do suggest that specific targeted approaches may be required to effectively reach each of these groups.

2. RESPONDENT PROFILE

The quantitative study conducted allowed for a basic profile to be produced of the major target groups for the total research project. It shows some clear differences between the groups which are important when contemplating the results from the remainder of the study.

The profile constructed can be seen to indicate that:

	Respondent Profile					
	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
Gender:						
Male	46	46	48	38	43	<u>56</u>
Female	54	54	52	62	57	<u>44</u>
Age Range:						
18 to 24	16	<u>8</u>	<u>23</u>	<u>9</u>	13	<u>27</u>
25 to 44	49	<u>38</u>	<u>59</u>	<u>32</u>	48	52
45 to 64	21	<u>33</u>	<u>12</u>	<u>32</u>	24	<u>10</u>
65+	12	<u>22</u>	3	<u>27</u>	14	5
Occupation:						
Professional/Snr Management	12	17	11	<u>3</u>	13	8
Upper white collar	26	26	30	<u>7</u>	29	<u>17</u>
Lower white collar	20	<u>14</u>	23	20	21	14
Blue collar	16	18	14	20	14	21
Not working	13	19	<u>6</u>	<u>37</u>	14	10
Student	12	7	15	13	7	<u>29</u>

Base: Total sample

Note: where charts of this nature have been incorporated within this report, significant differences (between that column result, and the 'Total') have been highlighted (to indicate that it is significantly higher), or underlined (to indicate that it is significantly lower).

- There were few differences between the various groups in terms of the gender of the respondent that completed the questionnaire.
- While a relatively large proportion of the Department of Housing respondents were female (62%), this was not significantly different to the result for the total sample (54%).
- However, the NESB respondents were significantly more likely (than the total sample) to have been male (56% and 46% respectively).
- In terms of the age of respondents, there were obvious differences between the five main target groups.
- Not surprisingly, the ‘owners’ tended to have an older age profile, with 55% of them indicating that they were aged 45 or more (compared to only 33% of the total sample).
- The Department of Housing respondents also shared this characteristic (ie. also displaying an older age profile).
- Respondents residing in privately rented dwellings, however, were significantly more likely to be in the younger age categories, while the NESB respondents also tended to be younger (possibly due to the increased likelihood of the younger person within their household answering the phone due to their English skills).
- In terms of the main occupation of the respondent, some subtle differences also emerged.
- MUD ‘owners’ were slightly more likely to be engaged in upper white collar or professional jobs (with a significantly lower incidence of lower white collar

employment), while the Department of Housing respondents were significantly more likely to be not working (37%).

- 21% of the NESB respondents were employed in blue collar positions (compared to 16% for the total sample), and they were less likely to be employed in professional or white collar jobs. They were, however, significantly more likely to be students (possibly as a result of the relatively young age profile that resulted for this group).

Respondent Profile

	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
Household income:						
Less than \$25K	20	14	16	65	18	28
\$25 to \$49K	23	18	28	18	21	33
\$50 to \$74K	18	20	19	4	21	9
\$75 to \$99K	12	14	13	-	13	9
\$100K or more	14	17	14	2	17	3
People in Household						
One	32	39	23	61	37	15
Two	41	35	48	17	42	38
Three	16	17	17	7	15	20
Four or more	11	9	11	13	6	28
Main Language Spoken:						
English	76	89	69	72	100	-
Other	24	11	31	28	-	100

Base: Total sample

- The Department of Housing and NESB respondents were similar in terms of showing a definite skew in household income (both being lower than for the average – or total sample).
- However, there was a definite difference between these two groups in relation to the number of people that live in their household. The Department of Housing respondents were the most likely target group to be living in lone

person households (61%, compared to 32% for the total sample), while the NESB respondents were the most likely to be from households of four or more people (28%, compared to only 11% for the total sample).

- In terms of the main language spoken at home (one of the quota'd characteristics), MUD renters were significantly more likely (than in the total sample) to be from a Non-English Speaking Background.

Respondent Profile

	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
Time Lived in Area:						
Under a year	19	7	27	11	16	27
1 to 3 years	33	22	42	17	31	41
4 to 6 years	13	15	12	15	12	17
7 to 10 years	11	11	9	17	12	9
Over 10 years	24	45	9	40	29	7
Claimed Environmental Interest:						
Extremely interested	16	19	14	15	16	15
Very interested	31	36	29	28	32	30
Quite interested	37	33	40	33	37	35
A little interested	12	10	13	19	12	13
Not really interested	3	2	3	6	2	6

Base: Total sample

- Interestingly, both the 'owners' and Department of Housing respondents were likely to have been long term residents of the property they were living in (40% or more of each group having lived there for 10 years or more).
- 'Renters' of privately owned dwellings though, were more likely to have been shorter term residents (69% of them having lived there for 3 years or less).

- The NESB respondents were also more likely to have only lived at their current residence for 3 years or less (being significantly less likely to have lived their for 10 or more years).

Respondent Profile

	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
Property Type:						
Flat, unit or apartment	85	74	91	85	82	93
Townhouse or villa	15	26	9	15	18	7
Property Ownership:						
Owned	32	100	-	-	37	15
Rented (private)	57	-	100	-	52	72
Rented (Dpt. Housing)	10	-	-	100	9	12
Number of Properties:						
3 to 10	37	42	35	32	40	29
11 to 20	28	32	27	26	25	39
21 to 50	17	12	21	11	17	17
51 to 100	11	8	12	15	12	8
101 or more	7	6	5	17	7	7

Base: Total sample

- Another interesting aspect of the profile that emerged was in relation to the claimed level of environmental interest displayed by the different target groups. There were no significant differences between the groups in relation to this characteristic – suggesting that environmental concern is not necessarily a factor of these groupings.
- While all respondents were residents of multi-unit dwellings, there were differences displayed in terms of the type of MUD that they occupied.
- While the majority of all respondents were residents of flats, units or apartments (85%), ‘owners’ were significantly less likely to be (74% were, with the remaining 26% indicating that they lived in a townhouse or villa that also satisfied the MUD definition).

- Private ‘renters’ and NESB respondents were significantly more likely (than the total sample) to indicate that they lived in a flat unit or apartment (91% and 93% respectively).
- While property ownership was another characteristic that was quota’d for, it shows a difference between the NESB and English (as a main language) groups – indicating that the large majority of NESB residents were living in privately rented dwellings (72%, compared to 52% of the ‘English’ respondents and 57% of the total sample).
- The number of properties (or units) within the complex in which they lived also showed that the Department of Housing respondents tended to live in larger developments (an average of 39 properties per development, compared to only 28 for the total sample).

3. ILLEGAL DUMPING AS AN ISSUE

It was important within both the qualitative and quantitative components of the research to establish where the issue of illegal dumping fits in terms of the issues that they deal with on a daily basis. As such, both in the group discussions and in the quantitative questionnaire, the issue was introduced by first going over things that they really liked about the area in which they live, and also things that they don't like about it.

Qualitatively we found that there were differences between the major target groups in terms of the types of issues that arose in the course of this discussion.

'Owners' tended to talk more about the beauty of the area in which they lived – mentioning aesthetic characteristics totally unprompted. They generally seemed to have a longer term view of the area in which they lived, and this was evident through both the aspects of their area that they liked, and also those that they did not like. For example, in terms of the negative aspects, the 'owners' were more likely to mention concerns about the degree of development that had taken place in their area, and expressed an equal amount of concern about where things were heading in this regard.

'Renters' appeared to have a much more narrow focus when mentioning the aspects of the area that they lived in that had appeal to them. The facilities of the area were their major concern, and while these aspects were also mentioned by participants from other groups, the discussion amongst the renters generally did not venture beyond this. As such, they tended to talk about the location of where they were living in terms of it's proximity to work or beaches or transport or entertainment facilities (i.e. local cinemas etc).

The Department of Housing respondents made it clear that they had actually been 'assigned' their place of residence. As such they were indicating that they really had

not selected it (even though they may have selected the general area, they indicated that they did not select the development). Therefore, they tended to dwell more on the negative aspects of where they lived. The low rent was one of the few positive aspects that was commonly discussed.

The NESB participants were also likely to mention the facilities of the area in which they lived when discussing the positive aspects. However, talk generally graduated to one of the 'cultural' facilities or services that they had nearby. They mentioned community centres, places of worship (eg. mosques and churches), and cultural specific food shops or grocery stores (eg. the Mandarin participants lived within close proximity to Chinatown). Participants in the Arabic and Cantonese groups also mentioned the people (or community) as a positive aspect of their place of residence.

However, when discussing the negatives, none mentioned the issues of illegal dumping. It wasn't until it was prompted that the issue was recognised. And while there was unanimous agreement that it was an issue in the areas in which they lived, the fact that none had even been thinking about it when going over the array of different things that they did not like about where they lived suggests that it generally is not seen as a critical issue.

While most agreed that dumping was a concern to them, others felt that it was just part of life, and were accepting of it:

“somebody's rubbish could be someone else's treasure”, and

“I don't really mind it, as long as people dump things that are re-usable, like furniture”.

And while almost all had a story or two about the issue, it was quite obvious that it was not seen as a major issue to them. When placed in context with the difficulties and issues that they faced, the dumping or rubbish did not seem to really rate.

Though the reasoning for this will be more thoroughly explored later in this report, generally it could be seen that there were some common reasons for the fact that illegal dumping was not seen as a particularly pertinent issue for them:

- The fact that it disappears means that it is only a temporary concern (something that will be taken care of – by others); and
- The fact that they did not display any personal connection to it (other than being unsightly, it had no real affect on their lives - the ‘owners’ were the only ones to mention any form of personal connection to it – suggesting that it could be a health or safety concern for their children).

Quantitatively, the same sort of outcomes resulted.

All respondents were asked to indicate the things that they like about the area in which they live.

Things Liked About the Area Lived In						
ASPECT LIKED:	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
Close to transport	42	50	39	31	45	32
Close to shops/restaurants	41	47	39	40	43	37
Close to the city	29	20	34	28	31	21
Close to the beach	25	34	22	10	31	5
Quiet	20	20	20	15	18	25
Good entertainment	14	16	12	15	14	12
Good neighbours/good community	11	12	11	8	10	14
Safe	10	9	12	6	9	15
Good/close parks	10	6	13	11	11	8
The trees/lots of green areas	9	11	8	6	9	6
Close to work	8	3	12	1	8	7
Good shops/restaurants	6	7	5	3	6	3
Close to water	5	3	6	2	6	2
Close to family/friends	4	4	4	2	4	3
Other	51	67	47	36	50	54

- It can be seen that the facilities of the area in which they live featured prominently for all of the major sub-groups.
- Aspects such as access to transport and shops as well as the proximity to the city or beaches were high on the list of things that the various respondent groups liked about where they lived.
- Though not quite as evident as in the qualitative discussions, the more aesthetic aspects (such as the presence of trees, and the cleanliness of the general area) were more likely to be mentioned by the ‘owners’ than any of the other target groups.

All respondents were asked to indicate the things that they did not like about the area in which they live.

	Things Not Liked About the Area Lived In					
	<i>Total (n=603) %</i>	<i>PROPERTY OWNERSHIP</i>			<i>MAIN LANGUAGE</i>	
Aspect Not Liked:		<i>Owned (n=185) %</i>	<i>Rented (n=309) %</i>	<i>Dpt. Housing (n=101) %</i>	<i>English (n=464) %</i>	<i>Non- English (n=139) %</i>
High crime rate/security problem/ drugs	27	25	25	42	22	41
It's noisy	16	11	19	13	14	23
Too much development in the area/too many high rises	10	14	8	7	11	7
Bad traffic	10	13	9	4	12	5
People litter/leave rubbish around	6	6	7	5	6	7
There's no parking/not enough parking	6	9	5	2	7	3
There are no/few facilities/ shopping centres, etc/ you have to travel to far to them	5	3	6	6	5	7
It's too crowded/busy/there are too many people	5	5	4	2	4	6
It's too expensive here	4	1	7	2	4	5
Public transport is poor	4	7	2	5	5	1
I don't like the people here/my neighbours	4	2	5	3	3	5
Other	25	28	24	26	26	23
Nothing	25	23	27	18	26	22

- The most commonly cited negative issue about their place of residence was that of crime (27% of all respondents mentioned this as an aspect of their area that they had concern about). This was significantly higher amongst the Department of Housing and NESB respondents.

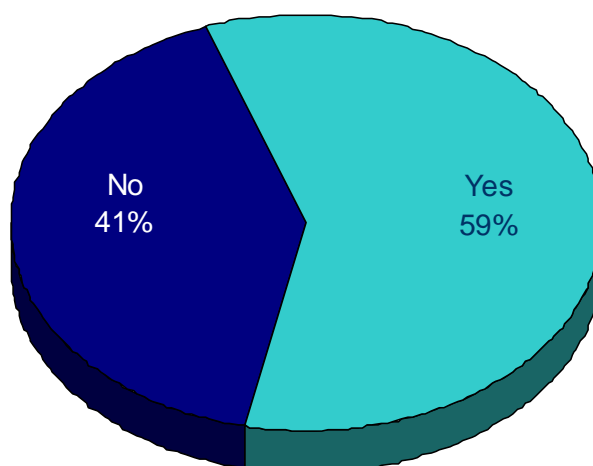
- Other issues of concern (though to a lesser degree) included:
 - noise,
 - development (more likely to be mentioned by the ‘owners’), and
 - traffic.

- While the issue of litter did feature to some degree (mentioned by 6% of all respondents), it is obviously of lesser concern when placed in the context of these other issues.

4. THE ILLEGAL DUMPING PROFILE

All respondents were introduced to the issues of illegal dumping without indicating any sense of blame or wrongdoing. They were told that in most areas of Sydney people sometimes dump bags of rubbish, old furniture and used household items out on the street or pavement or around bins. They were asked to indicate if this occurred in the area in which they lived.

Incidence of Dumping in the Area



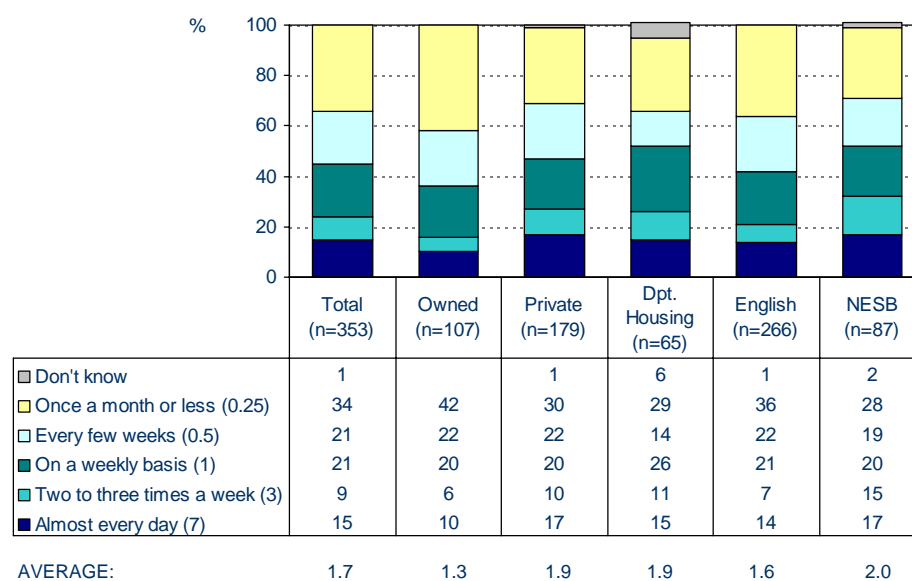
-
- The majority of respondents indicated that illegal dumping did occur in their area (59%).

 - The incidence of this was higher amongst:
 - those who indicated that they were ‘extremely’ interested in environmental issues (68%),
 - NESB respondents (66%),
 - those aged 55 or more (65%),

- those who lived in smaller developments of 3 to 10 units (65%), and
 - those with an 'at call' collection service (64%).
- The issue of illegal dumping was less likely to have been indicated by:
- those residing in larger developments of 51+ units (43%),
 - those with little or no real interest in environmental issues (45%),
 - those who lived in townhouses or villas (46%).

Respondents that indicated that dumping did occur in their area were then asked to indicate the frequency of this occurrence.

Frequency of Dumping

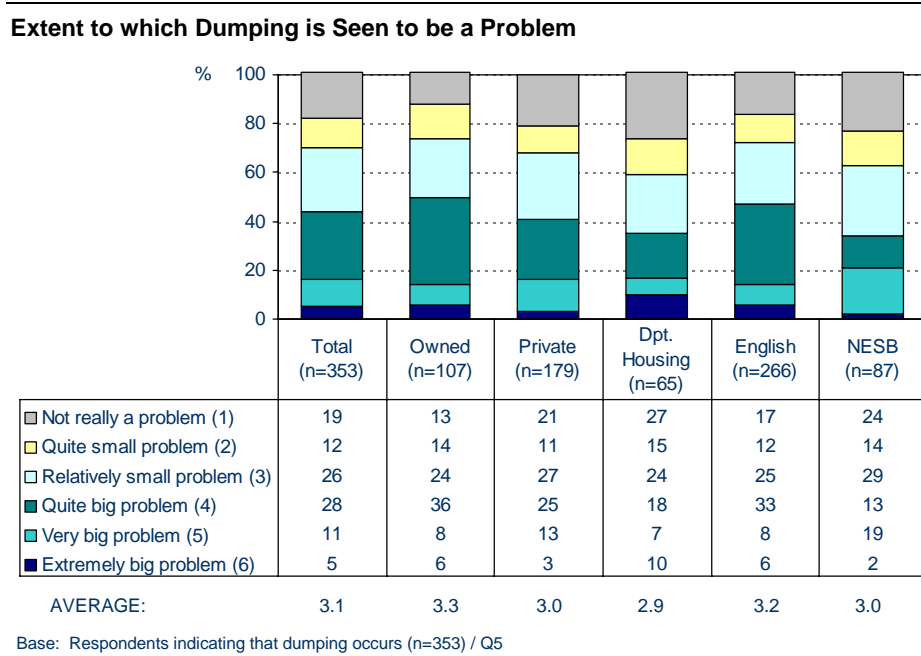


Base: Respondents indicating that dumping occurs (n=353) / Q4a

- Almost half of the respondents who stated that dumping occurred in their area (45%) indicated that they noticed it on a weekly or more frequent basis. The Department of Housing and NESB respondents were the most likely of the main target groups to indicate that dumping occurred in their area with this frequency (52% for both).

- In terms of the average dumping frequency that was calculated, it suggests that respondents noticed dumping happening in their area 1.7 times each week.
- The ‘owners’ had the lowest average (at just 1.3 occasions each week).

Respondents that indicated that dumping did occur in their area were also asked to what extent they saw it as a problem.

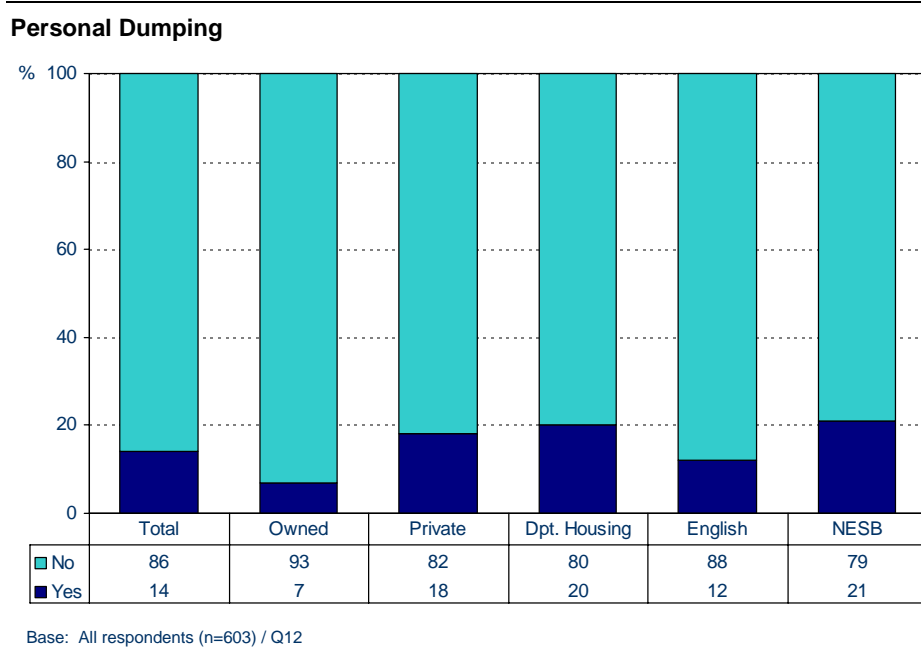


- While the majority of respondents indicated that it was not a problem in their area (56%), the remaining 45% did see dumping as a problem to some degree. However, few saw the issue as an ‘extremely big’ or ‘very big’ problem – again suggesting that in relation to other issues, dumping was not seen to be of great concern.
- Interestingly though, while the ‘owners’ indicated the lowest frequency for dumping happening in their area (see the previous chart), they were the most likely of these main target groups to see it as a problem. This suggests that the

‘owners’ are more likely to be particular about the appearance and cleanliness of the area in which they live.

However, while respondents from each of the main target groups were quite open about the fact that it happens in their area - when asked (later in the questionnaire) whether they had ever had to do that sort of thing, relatively few admitted to the practice.

All respondents were asked if they had ever had to put bags of rubbish, old furniture, or used household items out on the street, pavements, or around bins.



- In total, only 14% of all respondents admitted that they had (at some stage) dumped rubbish illegally.
- Amongst the main target groups, incidence of admitting to this behaviour was higher for the NESB and Department of Housing respondents (21% and 20% respectively).

- The ‘owners’ were the least likely to indicate that they had dumped rubbish of this nature (only 7% admitted to it).

While our qualitative exploration certainly supports these trends (in terms of the groups who were more likely or less likely to dump material) they do not support the incidence levels that emerged. Rather, during the group discussions most (but not all) admitted that they had indeed dumped material out on the street:

“everybody does it..... it’s normal”

And while the ‘owners’ were still less likely to indicate that they currently did this, they were likely to state that they used to do it (indicating that it was something that they did before they had purchased a property – i.e. when they were renters). As such, we would have to conclude that the incidence level found during the quantitative component of the study underestimates the true extent of the problem.

Despite this, a profile of those that admitted to having dumped material was still produced, and though based on a limited sample (with only 89 respondents admitting to it) it does show some interesting differences between those that admitted to dumping and those that claimed not to have dumped.

Profile of Personal Dumpers

	PERSONAL DUMPING			PERSONAL DUMPING	
	Yes (n=89) %	No (n=514) %		Yes (n=87) %	No (n=514) %
Gender:					
Male	48	46			
Female	52	54			
Age Range:					
18 to 24	21	16			
25 to 44	51	49			
45 to 64	13	22			
65+	9	12			
Occupation:					
Professional/Snr Management	13	12			
Upper white collar	19	27			
Lower white collar	29	18			
Blue collar	14	16			
Not working	9	13			
Student	14	12			
Household income:					
Less than \$25K	27	19			
\$25 to \$49K	18	24			
\$50 to \$74K	14	19			
\$75 to \$99K	10	12			
\$100K or more	10	14			
People in Household:					
One	36	31			
Two	34	42			
Three	13	17			
Four or more	16	10			
Main Language Spoken:					
English	65	78			
Other	35	22			

Base: Total sample

-
- While there were no differences between the two groups in terms of gender, those who admitted to dumping had a slightly younger age profile than those who stated that they did not dump.
 - In terms of occupation, the ‘dumpers’ were less likely to be engaged in professional or upper white collar positions, and significantly more likely to be in lower white collar jobs (than the ‘non-dumpers’).
 - While the ‘dumpers’ were more likely than the ‘non-dumpers’ to live in households with an annual income of less than \$25,000 (27% and 19% respectively), this difference is not significant.
 - There was, however, a significant difference evident in terms of the main language spoken at home – with the ‘dumpers’ significantly more likely to be from a Non-English Speaking Background.

Profile of Personal Dumpers

	PERSONAL DUMPING			PERSONAL DUMPING	
	Yes (n=87) %	No (n=514) %		Yes (n=87) %	No (n=514) %
Time Lived in Area:			Property Type:		
Under a year	17	19	Flat, unit or apartment	91	84
1 to 3 years	42	32	Townhouse or villa	9	16
4 to 6 years	10	14	Property Ownership:		
7 to 10 years	14	10	Owned	16	35
Over 10 years	18	25	Rented (private)	70	55
Claimed Environmental Interest:			Rented (Dpt. Housing)	14	9
Extremely interested	14	16	Number of Properties:		
Very interested	32	31	3 to 10	42	37
Quite interested	38	37	11 to 20	29	28
A little interested	8	13	21 to 50	16	17
Not really interested	6	3	51 to 100	8	11
			101 or more	5	7

Base: Total sample

-
- The ‘dumpers’ can also be seen to be more likely than the ‘non-dumpers’ to have lived in their place of residence for three years or less.
 - Those who admitted to having dumped material were also significantly more likely than ‘non-dumpers’ to be residents of flats, units or apartments (as opposed to townhouses or villas), and live in privately rented premises.

Qualitatively, the image or profile of an “illegal dumper” was also discussed, yet here an interesting issue emerged. It became apparent (from all of the groups conducted) that the participants did not necessarily see the behaviour as being “illegal”.

As has already been indicated, they did see the practice to be of concern, but it was more of an annoyance to them than a major issue, and the fact that it was so

widespread (and almost accepted as a social norm) detracted from any real sense of it being illegal.

Some participants certainly were aware of the notion of fines that could be issued, but awareness about these fines was quite vague. Indeed, none of the group members could think of anyone they knew having ever been fined for dumping material on the street, and nobody could recall hearing of anyone else having been subject to them.

So while dumping may have been seen as ‘wrong’ by some (as others were likely to see it almost as a ‘normal’ practice), they certainly did not see it on the same level as other ‘illegal’ activities. The fact that the authorities seemed to accept the situation (by clearing away the problem, not imposing fines, nor alerting people to their existence) really lessened the severity of the issue for many.

However, the different target groups were encouraged to talk about the people who they believed were responsible for the dumping of rubbish (and other materials), and again there were vast differences in the perceptions that emerged:

The ‘owners’ suggested that the problem was mainly a result of renter behaviour. They did not think that renters had the same degree of respect and care for the place they lived in, and were therefore more likely to dump material outside of where they lived. Some also felt that people from a Non-English Speaking Background would be likely to dump material – primarily due to their limited awareness of the proper procedures and available options. Some also felt that younger people were more likely to be dumpers, as they were less likely to care about the place in which they lived.

The ‘renters’ seemed to feel that it was something that everybody does from time to time. They all basically admitted to doing it themselves (even if it was just a one off occurrence) and talked of situations (such as moving or spring cleaning) that may result in the dumping of material. They also talked about the fact that they see

everyone else do it, and are therefore likely to feel better about having to do it themselves. When pressed to describe groups (or types of people) that were more likely to dump material a few participants mentioned that those without transport, or single mothers (both different types of renters) were more likely to be ‘dumpers’.

The Department of Housing participants were also quite open about their behaviour in relation to dumping things. They indicated that it is something that everybody does, and that they feel that there are generally no other options available to them.

So too with the NESB participants. They also saw it as something quite commonplace, and some mentioned that because of this they had (at least initially) believed that that was the accepted behaviour (due to seeing it being done by others, and even being told that that is what you have to do). As one of the Cantonese participants put it:

“one person does it and other people just follow, and eventually they do not consider it as wrong”

Those that had later recognised that dumping was not necessarily the correct thing to do indicated that it was more common amongst renters in general and what one of the Mandarin participants termed “*temporary tenants*” (i.e. the more transient renter groups). A few of the NESB participants (from the Cantonese group) also reasoned that younger people would be more likely to dump things because the older generations were likely to hold onto their furniture and other household possessions. Those in the Arabic groups felt that it was more of an issue with Department of Housing estates (where people had financial and transport constraints).

Even so, as has already been mentioned, even those that knew that the practice was “wrong” did not necessarily see it as an illegal activity – despite the awareness (though vague as it was) of fines.

Amongst the NESB group participants, those with an Asian background (the Mandarin, Cantonese and Vietnamese participants) suggested that fines needed to be imposed in order to solve the problem. One of the Mandarin participants stated:

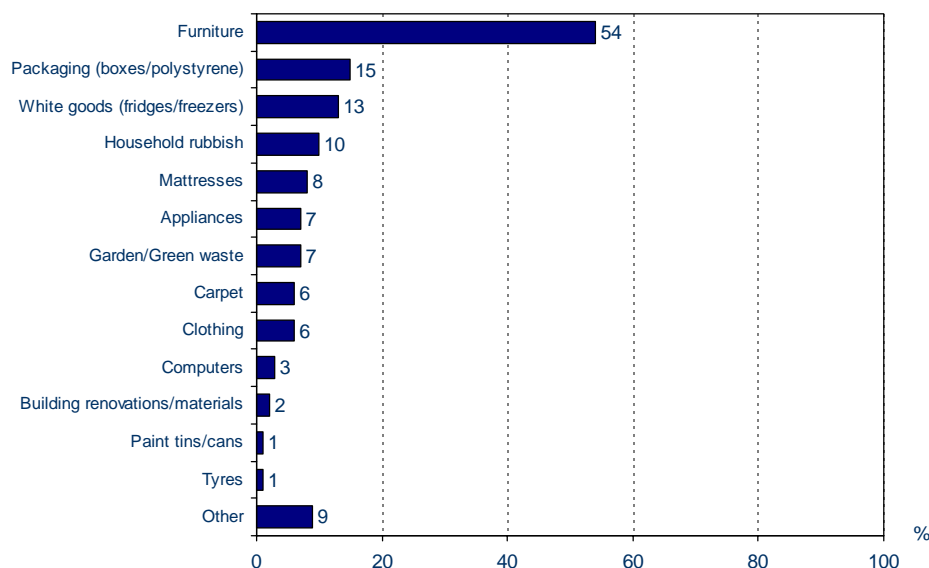
“I wish that those people who did this would be accused with a fine. Then they would not do it”, and

“I had been living in Singapore for ten years. I never found this situation there. I guess it was probably due to the heavy fine to those offenders”.

Participants in the Arabic group were the only ones not to mention fines as a way of discouraging dumping behaviour.

Respondents who had indicated that they had dumped material were asked to reveal what sort of items they had disposed of in that way.

Items Personally Dumped



Base: Respondents indicating that they have dumped (n=89) / Q4a

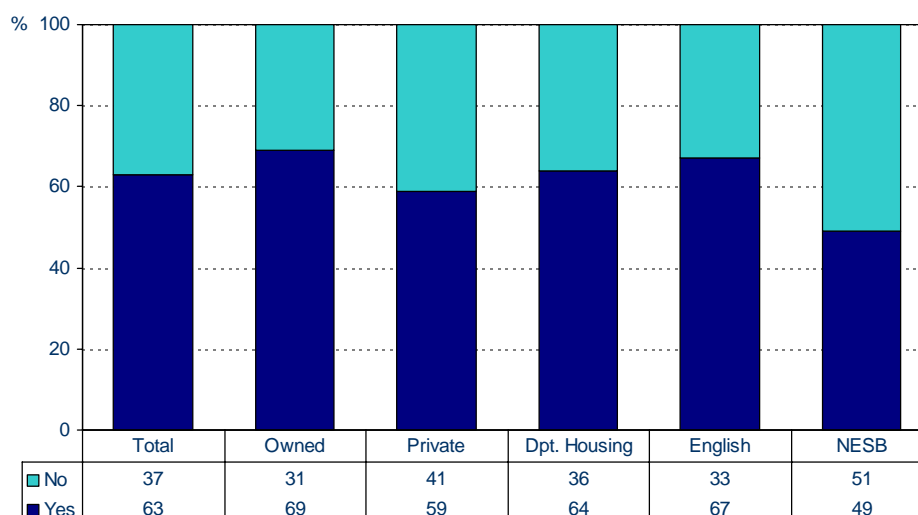
- In terms of the items that people admitted to having dumped on the street, pavement, or around bins, the majority were indicating that it was used furniture (54%).

- Fewer respondents indicated that they had dumped material that had no potential of being reused:
- household rubbish (10%),
 - green waste (7%),
 - carpet (6%),
 - building materials (2%),
 - paint cans (1%).

Qualitatively, we found that even when people were putting out items such as furniture and appliances they did not always expect them to be reused. While initially they may not have used the concept of recycling to justify their actions, they did admit that they were aware when an item had potential to be re-used, and would still put things out when it was unlikely to be taken and reused by others.

All respondents were asked if they were aware that some councils issue fines for the dumping of materials.

Awareness of Councils Issuing Fines for Street Dumping



Base: All respondents (n=603) / Q18

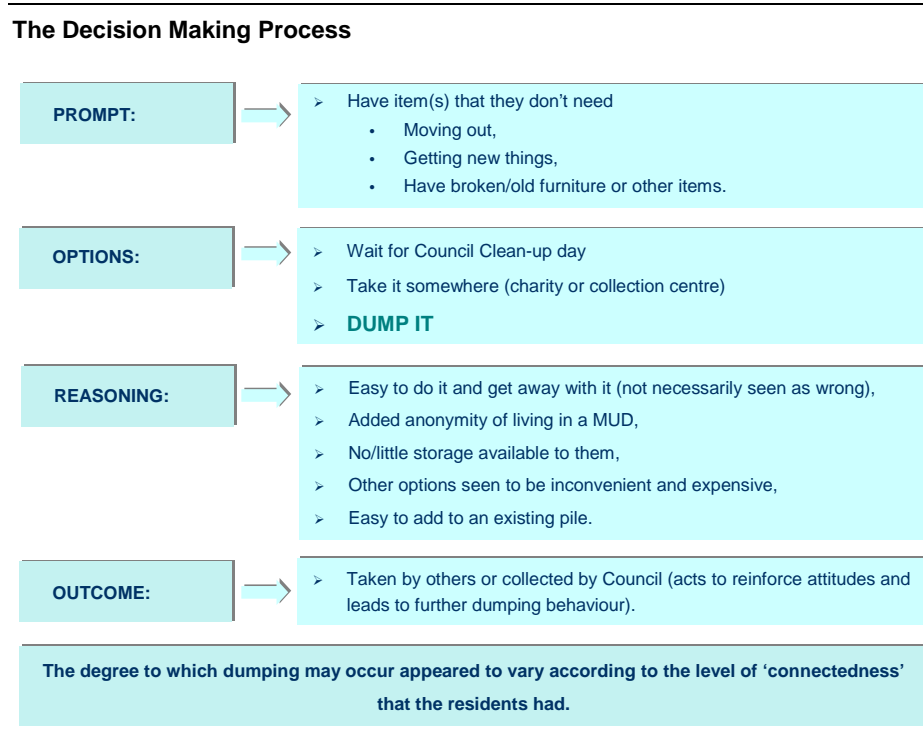
- While this quantitative investigation did not enquire into the extent of knowledge that existed in relation to the fines, it did determine that many (almost two thirds of all respondents) were aware that they existed.

- Awareness of fines for the dumping of materials was lower amongst:
 - those who had lived at their place of residence for less than one year (48%),
 - NESB respondents (49%),
 - those with little or no claimed environmental interest (50%), and
 - the younger respondents (56% of those aged 18 to 24, and 53% of those aged 25 to 34).

- In fact, as may be expected, awareness of fines did increase with the length of time that people had been at their place of residence:
 - 48% for those under 1 year,
 - 61% for those 1 to 3 years,
 - 65% for those 4 to 10 years, and
 - 76% for those who had lived there for more than 10 years.

5. REASONS/PROMPTS FOR ILLEGAL DUMPING

The actual process of dumping was also discussed in the qualitative exploration, and although the exact prompt and reasoning for response did differ between individuals, there were common elements evident in the overall decision making process.



Obviously the process starts with a PROMPT in terms of having material that needs to be disposed of. Research participants indicated that this is most often the case due to the changing or residence. Other commonly mentioned prompts included the acquisition of new furniture (or other household items), or the need to dispose of items that are old and/or broken. As has already been indicated, spring cleaning was seen as another prompt in this regard.

Once the need to dispose of an item (or items) has been established, then the OPTIONS for disposal may be considered. Not all seemed to go through a conscious

decision making process here, as some did not necessarily see (or seek) an alternative to dumping. Those that indicated that they did first consider their options suggested that the main ones are to store it somewhere and wait until Council Clean-up Day (which could be problematic depending on the amount of storage that was available to them, and how long they would have to wait before they could put it out), or they could take it somewhere such as a charity or collection centre (if it could be re-used). However, the easiest option available to them would simply be to dump the material on the pavement, and this is generally what is more likely to occur.

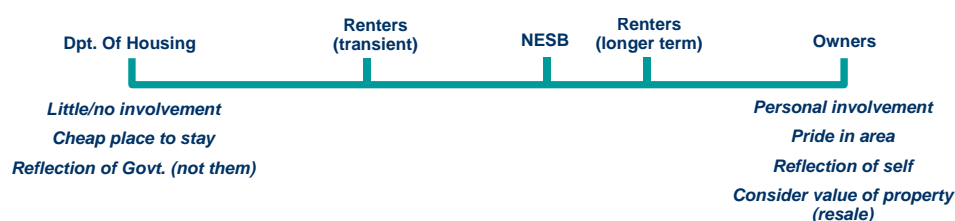
Various different types of REASONING were given for the selection (assuming that it was a conscious decision that was being made) of that particular option. These included:

- the fact that it is the easy option, and that there is almost certainly going to be no reprisal for this behaviour (coupled with the fact that not everyone sees it as something ‘wrong’ to start with);
- the added anonymity of living in a Multi-Unit Dwelling. That is, it is much easier to disguise such behaviour when there could be any number of culprits responsible for dumping outside a unit block;
- the fact that (as has already been mentioned) there may not be any significant storage space available to them (thereby limiting their options for disposal);
- the perception that other options (such as taking the item to the tip) are inconvenient and expensive; and
- the ease of adding to an existing pile of disposed items (participants in all groups indicated that it was much easier to dump something once someone else had put something out or started a pile).

In terms of what the dumper then sees, the OUTCOME of the action is that either other people take and use the items that were put out (which they feel good about, as they see it as a way of recycling and helping other people), or the Council collects the material (and as such reinforces their behaviour, and cements their attitudes in relation to ‘illegal’ dumping).

Overall though, there were again differences displayed by the participants from the various target groups in terms of their propensity to dump material, and upon reflection these differences can be seen to correlate with the degree of ‘connectedness’ which each resident set feel with their place of residence.

The Level of ‘Connectedness’ of MUD Residents



As the graphic depiction above illustrates, the scale of ‘connectedness’ is meant to represent the degree to which each resident type feels a true sense of belonging (or connection) with the place in which they live. At one end there are those that have little or no real involvement with where they live. Their place of residence is selected due to financial reasons alone (or there simply are no alternatives available to them), and as a result of their personal circumstances, they are more likely to see their place of residence not as a reflection of themselves and their character, but as a reflection of the Government, and the situation in which they find themselves.

These residents are most likely to be the Department of Housing residents. They don’t necessarily enjoy living where they live (it generally is just a cheap place for them to stay) and don’t always get along with their neighbours (some talked of being afraid of talking to them).

This is the only group for which the idea of dumping as a form of rebellion rang true. However, participants were quick to point out that throwing rubbish on the street was not really a rebellious act in itself – but it, in conjunction with other forms of

behaviour that some Department of Housing residents displayed, created a picture of individuals who were at any given opportunity acting out against their situation in life.

At this point participants within one of the Department of Housing groups recounted incidences of individuals throwing unwanted objects through windows (of multi-story unit blocks) when they wanted to get rid of them. They weren't just putting them out on the street, the actual act of disposal became a way for them to act out or rebel against the Department.

At the other end of the scale, however, are those with a high level of involvement with where they live. These people truly take pride in their area, and see their home as a reflection of who they are (hence the need for it to appear, in most cases, clean tidy and ordered). These people, most likely to be property owners (and residents), also consider the re-sale value of their property, and therefore see a need for standards to be maintained.

Being owners, this grouping is also more likely to remain at the one location for a significant amount of time, thereby allowing them to build relationships with the community in which they live.

Between these two extremes though, lie the renters, and the NESB participants. The positioning of the renters did appear to be somewhat dependant upon whether or not they fell into the 'longer-term' or more 'transient' categories.

The longer term renters shared many characteristics with the owners, in that their length of stay did allow them to build relationships within the community in which they live. They too seemed likely to consider their place of residence as a reflection of who they were. Their friends would know that they lived in the one place for a significant amount of time, and would therefore see their place as part of who they are. As such the longer term renters were more likely to see a need to feel fond of where they were living.

By comparison the more transient renters were less driven by aesthetics. They were more likely to select a place of residence for convenience sake (close to uni, or low rent etc), and did not take a long term view of things. As such they were less likely to see their place of residence as a reflection of their true self (as they, and their friends, knew that they would be moving on from there at some point not too far into the future). While the external appearance of their place of residence was not necessarily important, they were still likely to maintain the internal appearance (even if just to maintain their Bond money).

In terms of the above scale, the NESB participants can be seen to fit between these two groups of renters. They certainly were likely to feel a sense of connection with their community (especially the cultural aspects with which they identify) as they may well have moved to that area specifically for that reason, but they may not necessarily see themselves as being particularly well connected to the wider community. These NESB participants were also more likely to have a relatively low financial standing, and hence tended to gravitate more toward MUD residences – and in these residences they also face the barriers common to many MUD residents (including the issue of storage, limited transport, and limited finances to pay for alternative disposal methods).

The quantitative study also allowed us the opportunity to investigate why people felt that people dumped material, and the answers do tend to support the findings of the qualitative phase of research.

All respondents were told that in most areas of Sydney people sometimes dump bags of rubbish, old furniture, and used household items on the street, pavement, or around bins. They were then asked why they thought that people did this.

Reasons for People Dumping						
	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
Reasons:						
They can't be bothered/don't care about doing the right thing	52	57	50	46	57	38
They know that the council will pick it up anyway	17	19	15	19	19	9
They don't know what else to do with it	16	15	16	15	13	23
Because it costs too much to dispose of it properly	11	9	12	8	10	11
To let someone else use it	10	10	11	10	11	9
Because they can't store it/wait for collection days	8	9	6	12	7	8
It's too hard to dispose of it properly	7	9	7	5	7	7
Because they can't get to the disposal points (no transport)	7	7	7	7	7	8
They have no room for it in their waste bins	5	4	6	2	5	4
There are not enough council pickups	2	5	1	3	3	-
Other	4	7	3	2	4	5
Don't know	8	6	8	16	6	17

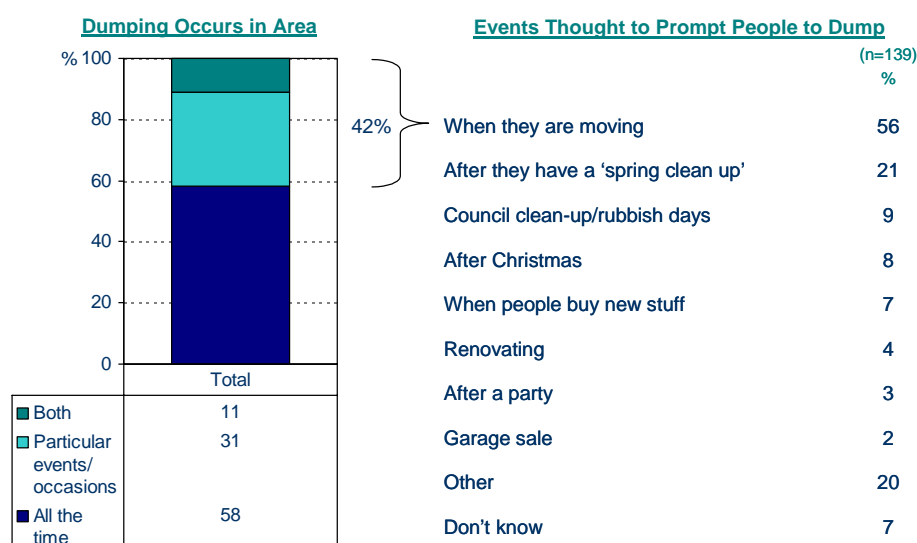
Base: All respondents (n=603) / Q1b

- Overwhelmingly, the most common reason given for people dumping materials was a general lack of concern, with 52% of all respondents indicating that “people can't be bothered/don't care about doing the right thing”. NESB respondents were significantly less likely to have mentioned this as a reason (though it still was the most common response amongst they respondent group).
- NESB respondents were also significantly less likely to mention “they know that the council will pick it up anyway” as a reason for dumping (only 9% mentioned this, compared to 17% of the total sample). However, as was expressed in the qualitative exercises, this reasoning does seem to be important (as it acts to re-enforce negative behaviour).

- The NESB respondents were significantly more likely (than the total sample) to mention “they don’t know what else to do with it” and “don’t know” as responses – suggesting that knowledge and awareness of options/alternative disposal methods is more important for this group of respondents.
- Other issues to emerge (though at a lower level) also support the findings of the qualitative research component, including:
 - the cost of disposal,
 - the rationalisation that it is a form of recycling,
 - the fact that they have limited storage facilities, and
 - the fact that they may not have the transport necessary to take these items elsewhere for disposal.

All respondents were also asked to indicate whether they felt that there were particular events or occasions that prompted people to dump items, whether it was something that happened all the time, or if it was a combination of these. Those that did indicate that there were prompts for this behaviour were then asked what they believed these prompts to be.

Prompts for Dumping of Materials



Base: Respondents indicating that dumping occurs (n=353) / Q4a

- While the majority of respondents felt that it was simply something that happened all the time, 42% of respondents did seem to feel that there were events or occasions that did prompt people to dump material.

- As was found in the qualitative exercise (and mentioned earlier) the major prompts for the dumping of materials were seen to be when people move home (65% of those who felt that prompts were involved), and spring cleaning (21%).

6. ATTITUDES TOWARD ILLEGAL DUMPING

All respondents were read a list of statements, and asked to indicate the degree to which they agreed or disagreed with each. While the summary chart below shows the proportion of respondents that agreed (either 'a lot' or 'a little') with each statement, the more detailed charts that follow depict the full response set for each statement.

Summary of Attitudes Towards Dumping

- AGREE A LOT/A LITTLE -

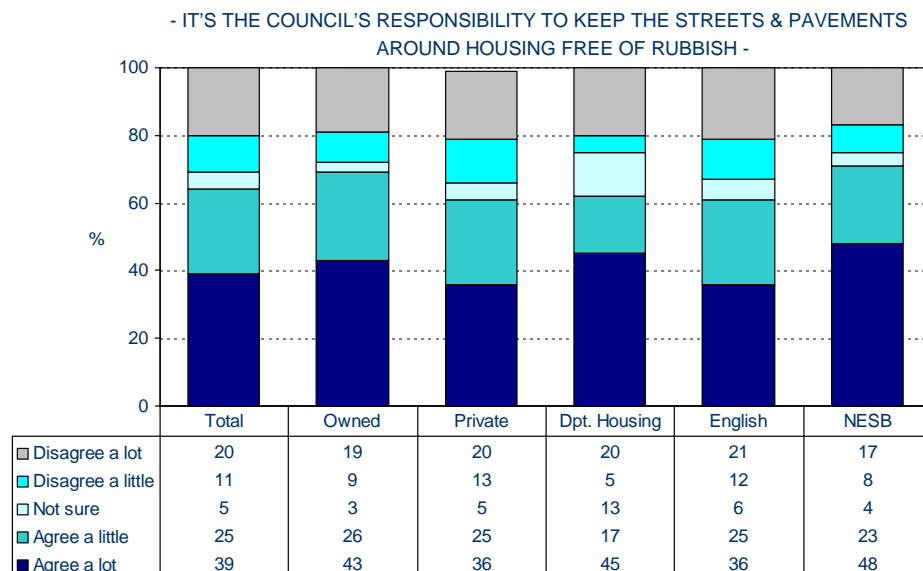
Statement:	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
It's the council's responsibility	64	69	61	62	61	72
The council makes it easy to dispose properly	59	63	55	68	60	57
No convenient places to take things	52	44	58	46	50	60
It costs too much to go to the tip	37	38	35	44	36	38
It's a good way of recycling	33	30	33	38	33	30
People should be allowed to do it	33	28	34	39	31	36
Most people have to dump things	30	26	32	33	26	41
Too much effort to dispose properly	29	25	29	38	22	50
Too busy to do the right thing	27	24	28	37	26	32
It doesn't really affect me	21	19	22	24	22	19
I don't have anything else to do with it	21	11	23	42	16	39
A bit of extra junk doesn't matter	7	4	7	14	5	12

Base: All respondents (n=603) / Q14

- The summary chart above shows some interesting differences between the various target groups. The NESB respondents in particular can be seen to have a difference emphasis (than the main sample) in relation to certain attitudinal statements.
- The NESB respondents were significantly more likely than the total respondent base to agree that:

- “most people have to dump things out on the street from time to time”,
 - “I find it all too much effort to try and dispose of things properly”,
and
 - “I don’t have anything else to do with my used items but to put them out and hope that someone takes them”.
- While it may appear that these NESB respondents are somewhat complacent (or even insensitive) with their level of agreement with the statement referring to the effort required, it is more likely the case that they are simply lacking the knowledge of available options (as indicated by their level of agreement with the other statements listed above).
- This summary chart also shows a difference between the ‘owners’, ‘renters’, and Department of Housing respondents in relation to the statement “I don’t have anything else to do with my used items but to put them out and hope that someone takes them”. Similar to the NESB respondents, the Department of Housing respondents were significantly more likely to agree with this statement (suggesting that knowledge, or, in their case, a lack of facilities may be resulting in dumping behaviour). Meanwhile, the ‘owners’ were significantly less likely to agree with this statement.

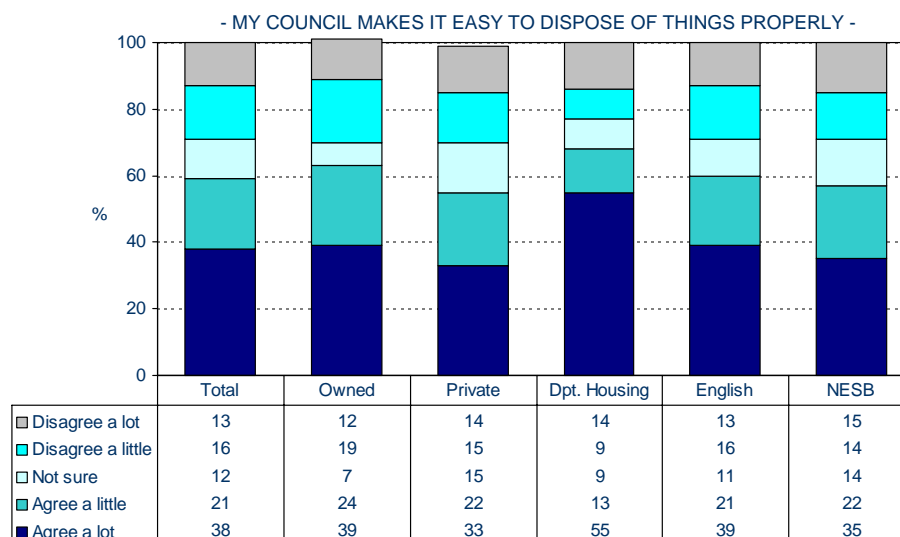
Attitudes Towards Dumping



Base: All respondents (n=603) / Q14

- While the majority of respondents did agree that it's the Council's responsibility, 31% of all respondents disagreed that this was the case (20% disagreeing 'a lot' and 11% disagreeing 'a little').
- Incidence of agreeing that it is the Council's responsibility was higher amongst:
 - those that admitted that they had dumped material themselves (73%),
 - respondents aged 55 or more (72%),
 - NESB respondents (72%), and
 - Respondents in lower income households of less than \$25,000p.a. (70%).

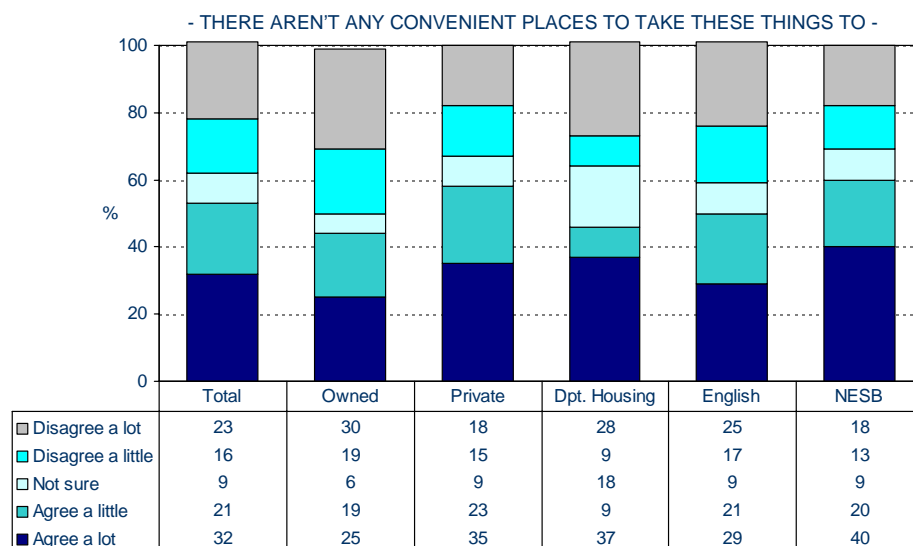
Attitudes Towards Dumping



Base: All respondents (n=603) / Q14

- In terms of the Council making it easy for people to dispose of things properly, there was also a fairly high level of agreement (59% of all respondents). Yet here we must be mindful of the fact that some people don't necessarily see "illegal dumping" as wrong, and may well see the Council as providing a service in collecting material from the street.
- Even so, 29% of all respondents disagreed with this statement, and 12% indicated that they were not sure (suggesting that they may not have been familiar enough with the facilities offered to answer the question).
- Renters of private dwellings (who have been shown to move more frequently than other groups), and NESB respondents were the most likely to indicate that they were not sure if the Council made it easy or not.
- Incidence of agreeing that the Council does make it easy was higher amongst:
 - respondents aged 55 or more (71%),
 - those who had lived in the area for more than 10 years (69%), and
 - Department of Housing residents (68%).

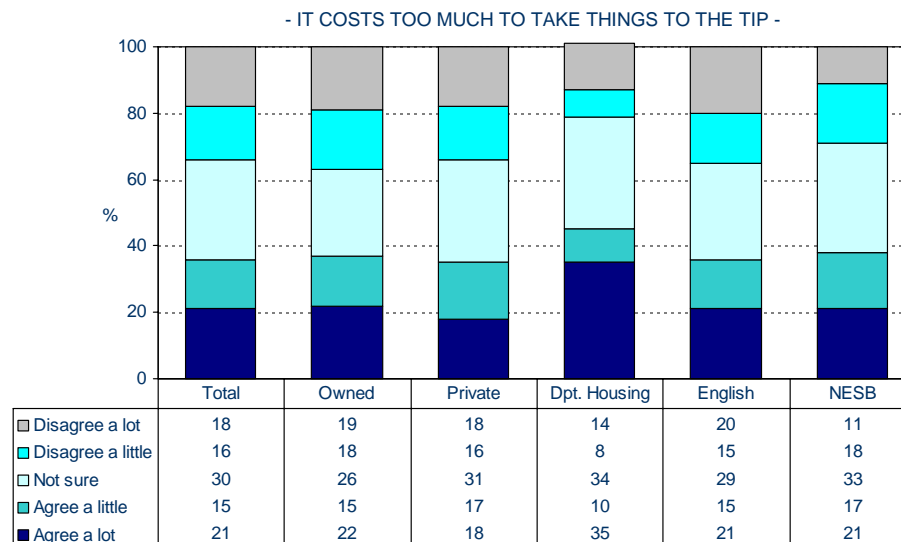
Attitudes Towards Dumping



Base: All respondents (n=603) / Q14

- The majority of respondents also agreed that there aren't convenient facilities to take things to, though clearly some polarisation was evident here – with 39% of all respondents (49% of 'owners') disagreeing with this.
- Almost one fifth of the Department of Housing respondents indicated that they were not sure about this aspect – again suggesting limited familiarity with available options.
- Incidence of agreeing that there aren't any convenient places to take things to was higher amongst:
 - 18 to 24 year old respondents (63%),
 - NESB respondents (60%), and
 - Renters (58%).

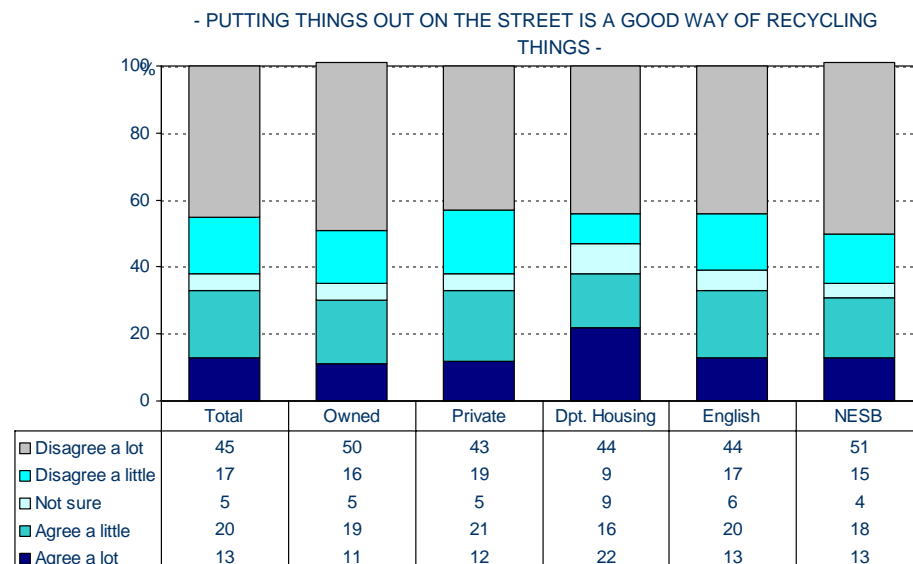
Attitudes Towards Dumping



Base: All respondents (n=603) / Q14

- The most interesting result from this statement was the fact that 30% of all respondents indicated that they were not sure if it costs too much to take things to the tip. While cost was raised as a potential reason for the dumping of material (in both the qualitative and quantitative components of the research project), the fact that such a large proportion of respondents were unsure if this was the case suggests that people are generally unfamiliar with the cost of taking things to the tip, and that their perceptions are based on vague notions of costs rather than actual experiences.
- Even so, more than one third of all respondents agreed that it does cost too much to take things to the tip (49% of the lower income household respondents, and 44% of those from the Department of Housing).

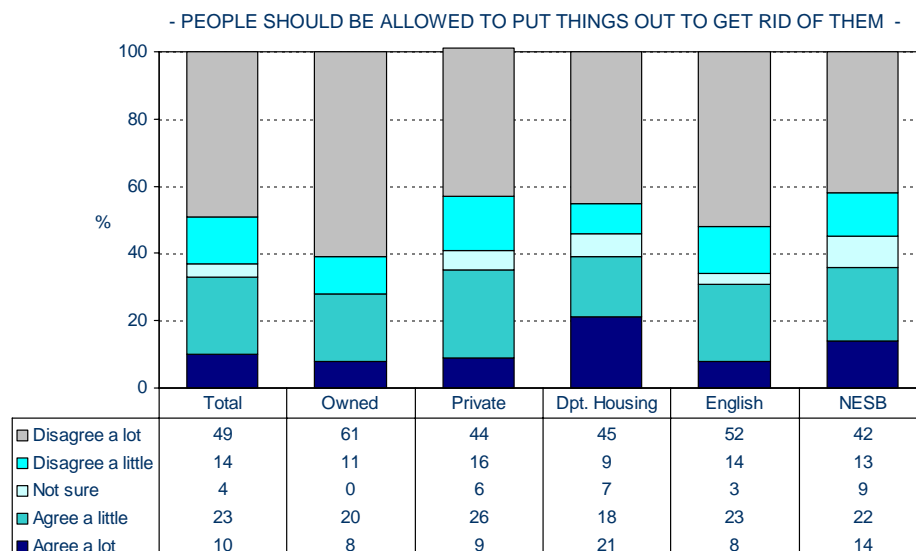
Attitudes Towards Dumping



Base: All respondents (n=603) / Q14

- In the qualitative research, the idea of recycling was sometimes used by participants as justification for some dumping practices (“*when I dump things they go pretty quickly, people must find a use for them*”). Interestingly, in this quantitative phase of research, respondents were more likely to disagree with the sentiment of putting things out on the street as a good way of recycling things.
- Indeed, more respondents disagreed strongly (45% disagreed ‘a lot’) than agreed in total (33%) with this statement.
- However, incidence of agreeing that it is a good way of recycling things was higher amongst:
 - those that admitted that they had dumped material themselves (42%),
 - respondents aged 55 or more (41%), and
 - Department of Housing respondents (38%).

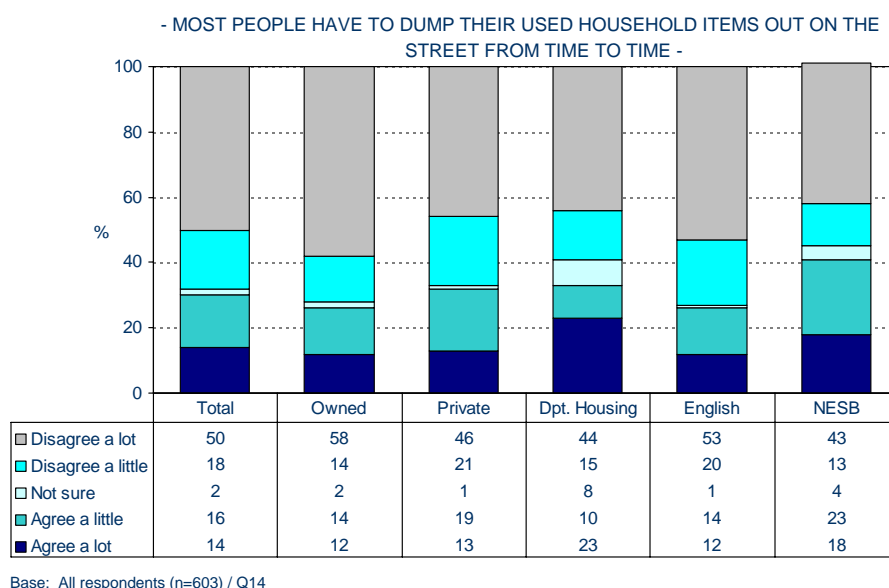
Attitudes Towards Dumping



Base: All respondents (n=603) / Q14

- In terms of the statement “people should be allowed to put things out to get rid of them” one third of all respondents were in agreement.
- However, 63% of respondents disagreed with this, with almost half (49%) disagreeing ‘a lot’.
- Amongst the main target groups the Department of Housing residents and NESB respondents had the highest levels of strong agreement with this statement (21% and 14% agreed ‘a lot’ respectively) – again suggesting that these groups either have limited facilities available to them, or that they are aware of. However incidence of agreeing (in total) was higher amongst:
 - those that admitted that they had dumped material themselves (49%),
 - respondents aged 18 to 24 (43%),
 - those who had a yearly Council Clean-up (39%), and
 - Department of Housing residents (39%).

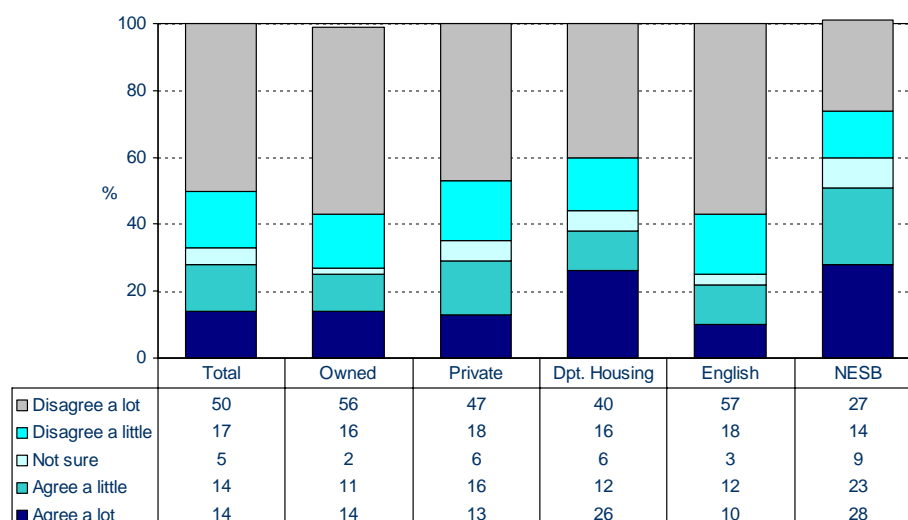
Attitudes Towards Dumping



- While the majority of all respondents disagreed that most people have to dump material on the street from time to time (68%), just under one third of all respondents indicated that this was the case.
- The Department of Housing residents and the NESB respondents were again, the most likely (of the target groups) to agree ‘a lot’ with this statement (23% and 18% respectively).
- Incidence of agreeing that most people do have to dump material from time to time was higher amongst:
 - those that admitted that they had dumped material themselves (53%),
 - NESB respondents (41%),
 - respondents in areas where dumping occurred on a weekly basis (41%), and
 - respondents with a yearly Council Clean-up day (40%).

Attitudes Towards Dumping

- I FIND IT ALL TOO MUCH EFFORT TO TRY AND DISPOSE OF THINGS PROPERLY -

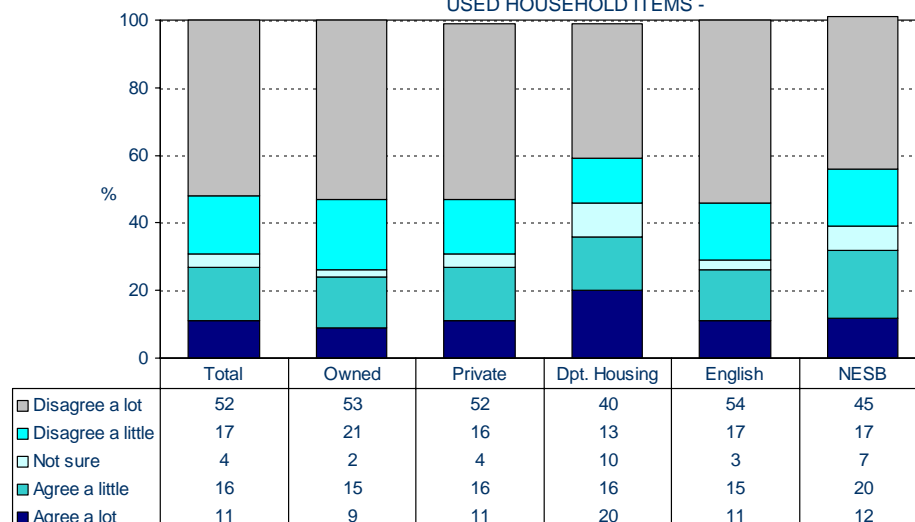


Base: All respondents (n=603) / Q14

- As has already been mentioned, the NESB respondents were significantly more likely (than all respondents together) to agree with the statement “I find it all too much effort to try and dispose of things properly”.
- Other respondent groups with a higher level of agreement (than for the total sample) included:
 - 18 to 24 year olds (39%),
 - Department of Housing respondents (38%), and
 - males (38%).

Attitudes Towards Dumping

- MOST PEOPLE LIKE ME ARE TOO BUSY TO DO THE RIGHT THING WITH THEIR USED HOUSEHOLD ITEMS -

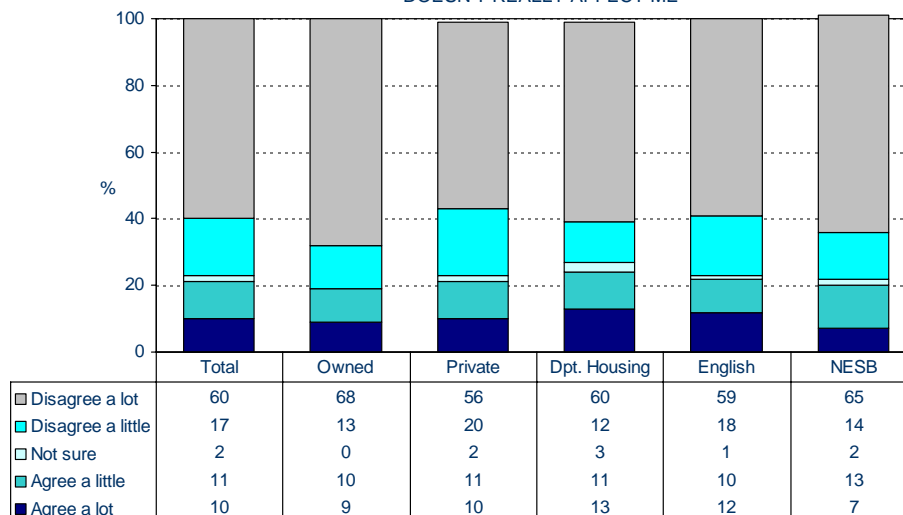


Base: All respondents (n=603) / Q14

- The majority of respondents disagreed ‘a lot’ that most people are too busy to do the right thing with their used household items (52%) – with 69% of all respondents not agreeing that this was the case.
- While only 27% of all respondents agreed with it, the level of agreement was higher amongst Department of Housing residents (37%), and those with little or no self-claimed environmental interest (36%).

Attitudes Towards Dumping

- PEOPLE DUMPING RUBBISH AND LEAVING THINGS ON THE PAVEMENT
DOESN'T REALLY AFFECT ME -



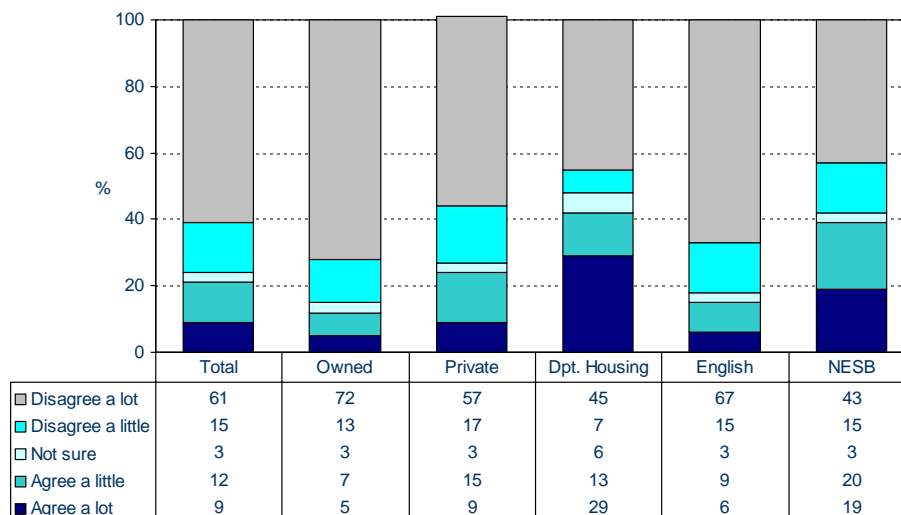
Base: All respondents (n=603) / Q14

- Just over one fifth of all respondents (21%) agreed that the dumping of rubbish doesn't really affect them – and there was very little variation between the various sub-groups in relation to this.

- This relatively low level of agreement tends to support the qualitative finding that people didn't find the issue of dumping to be personally involving (as they indicated that it had no obvious personal affect on their lives).

Attitudes Towards Dumping

- I DON'T HAVE ANYTHING ELSE TO DO WITH MY USED ITEMS BUT TO PUT THEM OUT AND HOPE THAT SOMEONE TAKES THEM -

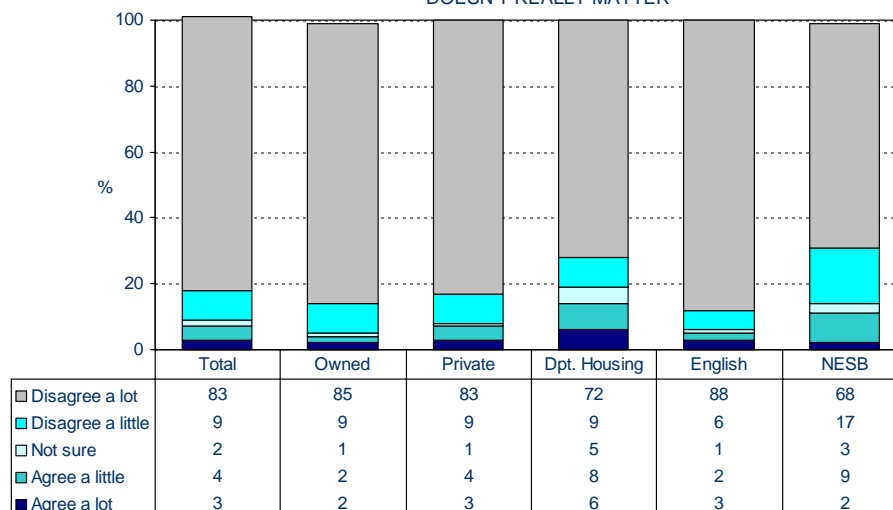


Base: All respondents (n=603) / Q14

- Just over one fifth of all respondents (21%) also agreed that they don't have anything else to do with their used items but to put them out on the street.
- As has already been indicated, the incidence of agreeing with this statement was significantly higher amongst Department of Housing residents and those from a Non-English Speaking Background.
- More than one third of those who had also admitted to dumping material themselves also agreed with this statement (36%).

Attitudes Towards Dumping

- THE AREA IS A MESS ANYWAY, SO A BIT OF EXTRA JUNK ON THE STREET
DOESN'T REALLY MATTER -



Base: All respondents (n=603) / Q14

- Positively, few agreed that a bit of extra junk doesn't matter due to the current mess in their area (only 7% agreed).
- Although not significantly different, the level of agreement for this statement was higher amongst Department of Housing residents and those from a Non-English Speaking Background (14% and 12% respectively).

7. AWARENESS OF DISPOSAL SOURCES

In our qualitative exploration we found that there was quite limited awareness of the different disposal option across all groups. However, there certainly were differences between them:

The ‘owners’ basically all knew about Council Clean-up days. They knew when they happened (some even using fridge magnets or other reminders that the Council had supplied them with as a reminder), and some stated that they did plan their disposal around these times.

The ‘owners’ were also very much aware of tips, but not necessarily familiar with them. Few indicated that they had actually been to the tip to dispose of material, and as such there was only vague awareness of the cost of doing so. There was mention of the term “waste management centre” by one of the participants when prompted for an alternative wording to “tip”, but this was not particularly well received within the group – with some suggesting that the term “waste management centre” was a little ambiguous (not really clarifying what sort of service it was).

While there was also awareness of a Council pick-up service (where residents call their council to arrange a pick-up at a time other than set Council Clean-up days) amongst a few of the group members, there was an assumption that this service did involve a cost, and hence there was hesitance in using it.

The ‘owners’ also indicated that they were aware of Special Chemical Collections (but had not necessarily used them), and also suggested that they sometimes did donate usable items to charity (though were aware that there were some items that charities were no longer willing to take).

The ‘renters’ were also aware of the Council Clean-up days, but did not really know when they occurred. They did not keep track of them, and indicated that they relied on others to lead the way in this regard

“When I see other people put stuff out on the Street I know it’s time for a Council Clean-up”

The ‘renters’ were also aware of the existence of tips, but did not know where they were located, and as such had never been to one to dispose of anything. Several of the ‘renters’ cited lack of transportation for not using this facility.

In terms of the Special Chemical Collection service, the ‘renters’ were generally not aware of them.

Similarly for the Department of Housing participants. They were not aware of the Special Chemical Collection service, and indicated that they generally placed everything they could in the ‘normal’ garbage bin (some even recalling instances of them dismantling objects so that they did fit in the bin).

The Department of Housing participants recruited for the groups were indicating that they basically had no other services available to them (other than the ‘normal’ garbage collection service). One lady stated

“I know that I probably shouldn’t even throw glass bottles and jars in the rubbish, but we don’t have a recycling service”, and

“we don’t have that sort of Council..... we’re not exactly in Double Bay”

As for the NESB participants, in overall terms the shorter term residents seemed less likely to be aware of the disposal options open to them (for example the shorter term Arabic participants had not heard of Council Clean-ups, but the longer term Arabic residents had) – though even for some of the longer term residents, awareness and knowledge of services was somewhat limited.

While some indicated that they were aware of the Council Clean-up days, on further investigation it became apparent that awareness of this service was limited - with one of the Cantonese participant even confusing them with Clean-up Australia day.

The issue of terminology was also critical to this group. Only a few participants from all of the NESB groups were familiar with the term ‘tip’ (though those in the Arabic groups did tend to be more aware of it) – with an overall preference indicated for a term such as ‘rubbish dump’ (which to most seemed a little more explanatory).

Awareness of the various disposal options was also measured quantitatively, with similar results emerging:

All respondents were asked (unprompted) to indicate all of the ways they knew of that people used to get rid of used household items.

Unprompted Awareness of Disposal Services

	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
Method of Disposal:						
Take them to the tip	30	43	26	13	39	2
Leave them out for council clean up days	14	17	13	11	15	11
Donate them to charity	13	9	16	5	15	5
Take them to recycling centres	10	8	11	8	9	10
Dump them	8	9	6	9	9	4
Give them to other people	5	4	6	2	4	7
Hire a skip	4	7	2	9	4	5
Sell them	4	4	4	3	4	4
Get a rubbish removal contractor	4	5	3	3	4	2
Call the Council to do a special collection	3	5	3	3	3	5
Take them to special chemical collection points	1	1	1	-	1	1
Other	5	3	5	12	5	6
None	31	23	35	39	24	53

Base: All respondents (n=603) / Q1b

- The most common disposal option nominated was to take things to the tip (30% of all respondents). However, the ‘owners’ were significantly more likely to have mentioned this (43%), while the Department of Housing residents and the NESB respondents were significantly less likely to have done so (13% and 2% respectively).
- Council Clean-up days also featured in this unprompted measure, with 14% of all respondents mentioning them (17% of ‘owners’).
- Charities were also mentioned at a similar level (13% of all respondents).
- An interesting outcome (both in this unprompted question, and in the total awareness chart that follows) is the proportion of NESB respondents that were firstly unable to nominate a disposal option (unprompted) and then indicated that they were not aware of any of the prompted services.

All respondents were read a list of disposal options/services (those not mentioned at the unprompted level), and asked if they knew that they were available in their area. The results presented below are for total awareness (i.e. the combination of the unprompted and prompted question).

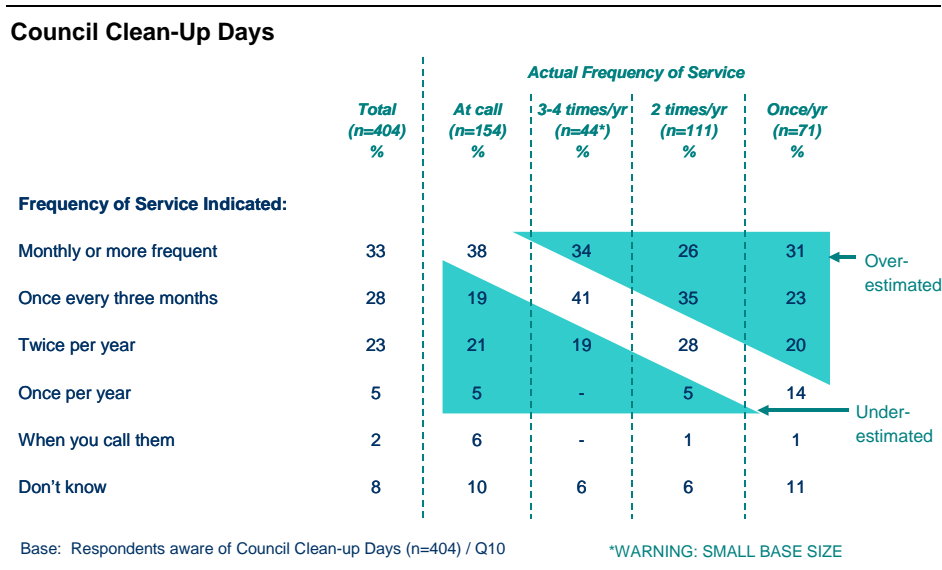
Total Awareness of Disposal Services						
Service/Disposal Method:	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
Council Clean-up days	71	90	61	64	76	54
Charity	59	65	55	62	64	44
The tip	51	67	44	37	60	23
Recycling centres	47	52	44	47	49	41
Special chemical collections	17	25	12	20	20	10
None	8	3	10	13	5	18

Base: All respondents (n=603) / Q8, Q9

- As we found in the qualitative research component, there was a reasonably high level of awareness of the Council Clean-up days (71% of all respondents) – though awareness amongst the ‘owners’ (90%) by far exceeded that amongst the other main target groups.
- The ‘owners’ were also significantly more likely to have been aware of the tip, and Special Chemical Collection Services (though only one quarter of the ‘owners’ were aware of the later service after prompting).
- With the exception of Recycling Centres, the NESB respondents were significantly less aware of all prompted disposal services. The greatest difference in awareness can be seen to be in relation to “the tip”. As was explored in the qualitative research that followed this quantitative investigation, there was an issue with this terminology amongst some residents

of a Non-English Speaking Background (which obviously would have impacted this awareness figure).

Respondents aware of Council Clean-up days were asked to indicate how frequently they believed that these occurred. The results below are shown against the actual frequency that their Council provides this service (as determined from their place of residence).



- In overall terms more than half of all respondents aware of Council Clean-up days indicated that they had them on a quarterly or more frequent basis (61%).
- However, it can be seen that a fairly large proportion of respondents overestimated the frequency with which their Council provided this service.
- Only 14% of respondents in areas that provide a yearly service correctly indicated that this was the frequency that it was provided – with the overwhelming majority believing that they happened more often:
 - 31% thought that it was a monthly (or more frequent) service,
 - 23% thought that it happened on a quarterly basis, and
 - 20% thought that it was provided twice a year.

- Interestingly respondents in areas with an ‘at call’ service were slightly more likely to underestimate the frequency of the service.

All respondents were asked (unprompted) to indicate what they thought happened to the rubbish and household materials that are left out on the street.

What is Thought to Happen to Dumped Material

	Total (n=603) %	PROPERTY OWNERSHIP			MAIN LANGUAGE	
		Owned (n=185) %	Rented (n=309) %	Dpt. Housing (n=101) %	English (n=464) %	Non- English (n=139) %
What happens to material:						
The normal council garbage service collects it	35	34	36	33	35	34
Other people take it and use it	33	30	34	35	36	22
The Council sends around a special clean-up service	29	34	28	16	33	17
Council (NFI)	3	5	2	4	3	4
Washed into waterways/blown away	3	3	3	4	4	1
Property owner/strata get rid of it	2	2	2	2	2	2
Pollutes area	2	2	2	3	1	6
Just stays there	2	2	2	1	2	1
Goes to the dump	1	1	2	-	1	1
Pay someone to come and get it	1	2	-	-	1	-
Kids play with it	0	-	0	2	1	-
Scattered by animals	0	1	0	0	1	-
Recycled	0	1	-	1	0	-
Other	4	4	3	4	3	7
Don't know	11	9	12	15	7	22

Base: All respondents (n=603) / Q1b

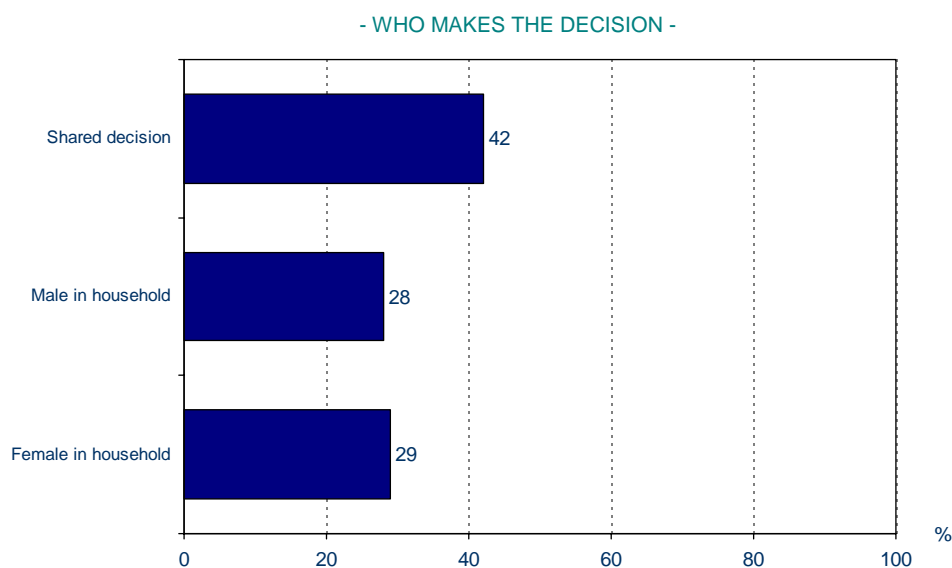
- The most common response was that the ‘normal’ council garbage service collects it (35%), and this was one of the most common responses amongst each of the main target groups.
- One third of all respondents also indicated that other people take it and use it – a response that was also fairly consistent across the major target groups.
- Councils sending around a special Clean-up service was a response that was also commonly mentioned (29% of all respondents), though there were definite difference in the level of this response amongst the various sub-

groups. The Department of Housing residents and the NESB respondents were significantly less likely to have mentioned this as an outcome to disposed material.

- The NESB respondents were also significantly more likely (than the total sample) to have given “don’t know” as a response – suggesting that as well as being less aware of the disposal options, NESB residents are also less likely to know what happens to dumped materials (i.e. they may not know the consequence of this behaviour).

All respondents were asked to indicate who in their household was responsible for deciding what to do with rubbish that doesn’t go in the normal bin.

What is Thought to Happen to Dumped Material



Base: All respondents (n=603) / Q15

- The most common response was that it was a shared decision (42% of all respondents indicated this).

- However, some households do have a main decision maker (28% indicated that it was a male member of the household, and 29% indicated that it was a female).

- Incidence of the male being the main decision maker was higher amongst:
 - those who admitted to having dumped material (40%),
 - those with little or no claimed interest in environmental issues (37%), and
 - respondents aged 55 or more (36%).

- While incidence of the female being the main decision maker was higher amongst:
 - Department of Housing respondents (46%),
 - those who had lived in the area for 10 or more years (40%), and
 - owners (34%).

8. EDUCATION AND INFORMATION SOURCES

In our qualitative groups we eventually directed the discussion to the issue of solving the problem of illegal dumping, and overall there were three main aspects that were mentioned that could be addressed in order to reduce the problem. These were:

- attitudes,
- facilities, and
- education.

In terms of attitudes, it was thought that a contributor to the dumping problem was the lack of concern or apathy that some residents have for the area in which they live. The research participants indicated that that fact that some people don't value what they have and where they live – and as a result will not make any effort to do the right thing. However, they also generally acknowledged that this would be a difficult issue to tackle and counter in any way.

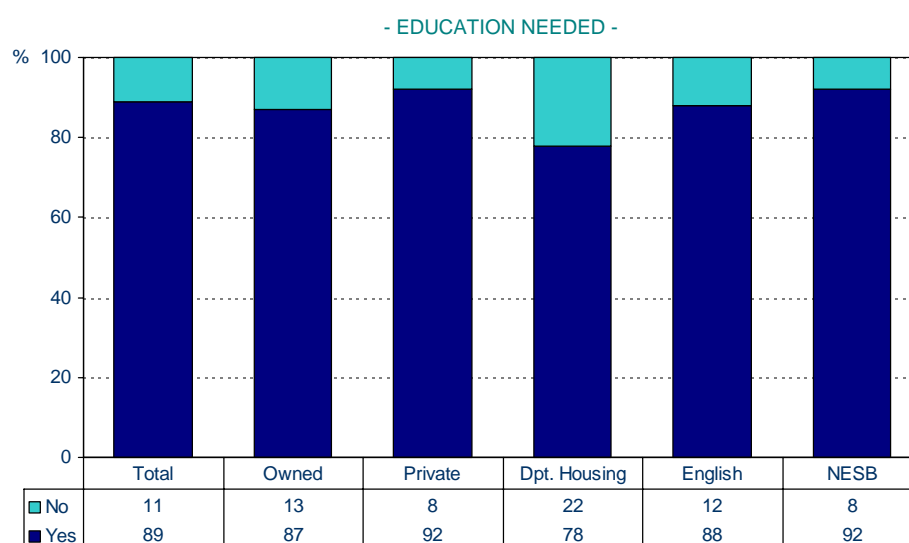
As far as facilities are concerned though, the participants did see an opportunity to “*make it easy*” for people to dispose of things properly. For instance, having Council Clean-up days at regular intervals throughout the year would make it easy for people to remember and know when to put things out. The Department of Housing respondents who indicated that they only had the ‘normal’ garbage collection service were also calling to access to other services (eg. glass and paper recycling).

However, the area that produced the greatest comment was that of education. It was thought that education was required on two separate fronts. Firstly they believed that people needed to be informed of what is ‘wrong’ and what is ‘right’ in terms of material disposal (and therefore what they can and can't dispose of). But also, they were calling for greater awareness of what their options actually were when it came to the disposal of household items. This they felt, was something that could be tackled, and most felt that it would be pivotal in solving the problems of illegal dumping.

Quantitatively, we did measure incidence of people expressing the need for education on waste disposal.

All respondents were asked if they thought that people needed to know more about what they can do with used household items.

The Need for Education on Waste Disposal



Base: All respondents (n=603) / Q16

- Overwhelmingly, respondents did indicate that there was a need to educate people about what they can do with used household items (89% indicated that this was the case), suggesting that they will be open to information delivery.
- Incidence of this was highest amongst:
 - those who admitted to having dumped material themselves (98%),
 - those who said that dumping did occur in their area (93%), and
 - those in higher income households of \$75,000 or more (93%).
- The sub-groups with the lowest level of agreement were:
 - respondents aged 55 or more (80%),

- those who said that dumping did not occur in their area (83%), and
- those in lower income households of less than \$25,000 (83%).

The qualitative research also allowed for the exploration of the type of information that was required, and they preferred format for the delivery of this information. While the delivery requirements did differ according the various target segments, the type of information required was fairly standard across all groups.

The information requirements included:

- the dates of Council Clean-up days (preferably in a calendar format), and, if possible, a reminder notice sent around two weeks prior to each Clean-up (if they were infrequent),
- rules on what you can and can't put out for Council Clean-up days,
- information on what you can do with the materials that can't be collected through this service (and if possible, the establishment of a Helpline so that you could ask someone questions about specific items),
- when it's appropriate to put things out (i.e. only the night before – if this is the case),
- details of the local tip/rubbish dump
 - its location (with map if possible),
 - the cost for using it,
 - what you can and can't take there
- details of alternative disposal options (such as recycling centres, and possibly even charities).

In terms of the format for the delivery of this information, these did differ for each group:

The 'owners' indicated that they had limited interest in obtaining information through their local library or via the Internet. They stated that they rarely visited their local

library (and some didn't go there at all), and they could not see themselves using the Internet to search for information about disposal methods.

They thought that radio and newspaper advertising may be too general to be used to inform people and increase awareness of how to dispose of things (as detail would be needed to properly educate people), but did like the idea of hard copy (potentially laminated) information cards. They indicated that any such information should not just be slipped in with the rates notices that they receive (as they generally only paid attention to the bill), but instead should be the subject of a separate mail-out or letter-box drop.

The 'renter' indicated that they were unlikely to actively seek information themselves, and as such did not see any value in providing the information on the Internet or in libraries. While they did like the idea of a letter-box drop, they thought that it would be easy for many renters to miss the timing when these occurred (as they may move in after it happens, or move out soon after receiving it and not be able to use the upcoming services).

The 'renters' generally did like the idea of Real Estate agents distributing the information for this very reason. They thought that if a Real Estate agent could give you specific information about the services in the area you were about to move into, then you would be more likely to take advantage of them. Also, if the Real Estate agent provided information when notice is given to move out of an apartment, then this would allow people to use the information and do things properly when they moved.

In addition to the methods that they were prompted with, the 'renters' suggested a few themselves. They thought that it would be a good idea to produce small cards/posters that could fit in Common Area notice boards, so that it would always be there for reference if needed. They also suggested that information should be available in local community phone books or service directories.

The Department of Housing participants were also unlikely to seek information about disposal methods. They indicated that it had to be given to them if the Council wanted that to do the right thing.

Few of them attended the community meeting held by the Department, and few read the newspaper that they issued. In fact, the general consensus was that the people that did do these things were likely to be those that were already committed to where they lived, and were probably already doing the 'right' thing.

The Department of Housing participants had mixed reactions to the idea of a letter-box drop, with some indicating that they would just see it as "*junk mail*". However, they did see the use of commercial radio or newspapers as appropriate).

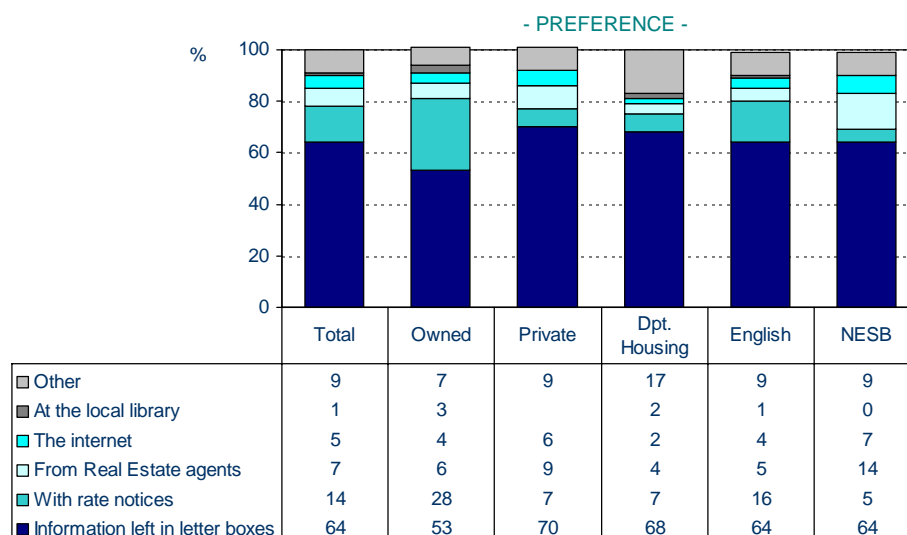
The NESB participants saw the need for the delivery of information in their own language. In terms of places that this information could be distributed at, they suggested:

- Cultural and community centres (for example the Surry Hills or Waterloo Community Centre, or the Australian Chinese Community Association),
- Specific ethnic radio stations (including SBS radio),
- Ethnic newspapers,
- Bilingual educator groups (as mentioned by the Vietnamese),
- Channel 31 (mentioned by some of the Arabic participants), and
- Mosques or churches (also mentioned by the Arabic participants).

Quantitatively, we also measured preferences for the way in which information should be delivered. However, this measure was limited to the prompted list.

All respondents were asked to indicate (from a set list) the best way for Councils and other Authorities to inform people about what they can and can't do, and how they can get rid of used and unwanted household items.

The Need for Education on Waste Disposal



Base: Respondents indicating that education is needed (n=603) / Q17

- The most common response amongst all of the main target groups, was the delivery of information via a letter-box drop (64% of all respondents indicated that this was their preference).
- The next most common response was to include the information in rates notices. While only 14% of all respondents mentioned this method, the incidence of this was higher amongst 'owners' (to whom rates notices are relevant), with 28% of them indicating that this was their preferred method.

SUMMARY
AND
CONCLUSIONS

SUMMARY AND CONCLUSIONS

- The issue of litter and dumped rubbish only emerged at a low level in the quantitative study when asked what they don't like about the area in which they live.
- Qualitatively, it was also unlikely to be mentioned as an unprompted issue, and while it was seen as an issue when prompted (i.e. there was recognition that it occurred and some distain expressed in relation to the practice), it was not really seen as a major problem.
- Quantitatively we also found that a relatively large proportion of respondents recognised that dumping was occurring in their area (59%), though few indicated that they had ever dumped material themselves (only 14% admitted to it).
- However, in our qualitative exploration we found that most participants were open to admitting to dumping material (even if they stated that they no longer did so) – suggesting that the extent of dumping material was much larger than found quantitatively.
- Both our qualitative and quantitative studies suggested that Department of Housing residents and NESB respondents were slightly more likely to dump material – and this may be influenced by service availability (for the Department of Housing residents) and awareness/knowledge of the options available for material disposal (for the NESB respondents).
- In terms of overall awareness of services, there were significant variations evident between the various sub-groups

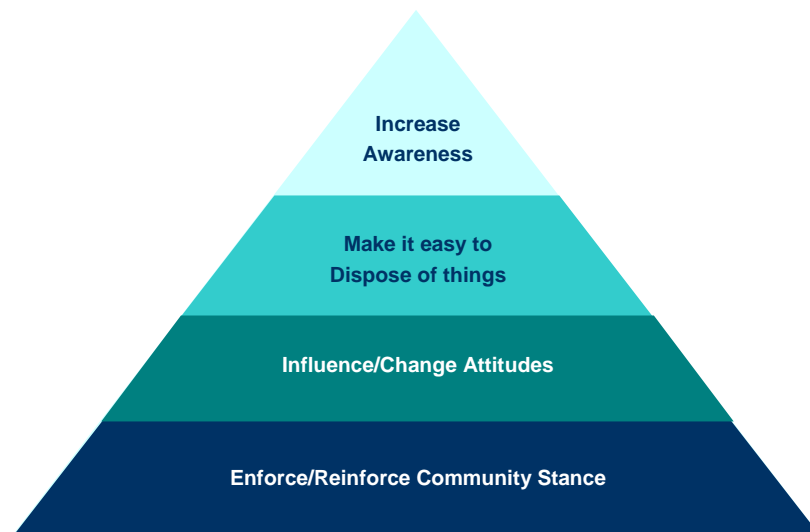
- 'owners' were generally more aware of all services (especially Council Clean-up days, tips, and Special Chemical Collection services); and
 - NESB respondents were least likely to be aware of all of the prompted services (though in the qualitative exercise we did find that there was an issue with the term 'tip')
- In terms of attitudes we found that:
- dumping was seen as a minor misdemeanour at worst;
 - some consider it to be a way of recycling goods (though qualitatively we found that most could recognise the difference between something that would be re-used and something that would not);
 - most do see it as the Council's responsibility (and the fact that Councils are forced to clean up what is left out on the street only acts to re-enforce the behaviour in the first place);
 - apathy/complacency is seen to be an issue (though recognised as difficult to overcome); and
 - most perceived 'correct' disposal methods as costly.
- In addition, some believed that lack of access and limited awareness of the available options were factors that may result in dumping behaviour.
- Clearly though most were open to the idea of education about the issue, and were willing to receive information that outlined what they should and should not be doing with their used household items. It is likely, however, that this material will only be acted upon by those who already have a propensity to do the right thing when it comes to disposal.

Overall it can be seen that the dumping of household materials is not seen as a priority issue in relation to people's everyday lives. While most recognise the fact that dumping occurs, they don't all necessarily see it as something that is wrong, and certainly don't see it as an 'illegal' activity.

Indeed, it is generally the easiest option for people to take when they need to dispose of household items, and as there is little there to discourage the activity (fines don't appear to be imposed, and the Councils seem to re-enforce the behaviour by removing the items from the street) it has become (for some) an accepted social norm.

Obviously this aspect would need to be addressed in any communication that attempts to tackle this issue.

In terms of addressing the issue of illegal dumping, there are four main levels that have been identified through this research process:



- Increasing awareness is potentially the first step in addressing the overall problem. This entails providing as much information as possible on the disposal options and alternatives (including what people can and can't do for each). This will allow those who currently have a propensity to do the right

thing (especially the ‘owner’ and conservative ‘renter’ groups) to actually act on that. This alone, however, is unlikely to change the behaviour of others.

- Making it easy to dispose of things is also an essential step in encouraging compliance with ‘correct’ behaviour. Facilities and options do need to be readily available so as not to discourage people who may attempt to do the right thing, but find it all too difficult. This may include addressing the cost issue that appeared to be a barrier for some of the lower income groups. Again, however, this step is only likely to impact upon those who currently have a propensity to do the right thing.
- Influencing and changing attitudes possibly can not be addressed in the short term, but certainly does need to be a longer term goal in order to change perceptions held by some that the dumping of household material is acceptable (and even a social norm). Any promotional material or campaign that is launched should emphasise the fact that dumping is not socially acceptable. Such material should also attempt to address the issue of pride in the local area (and possibly also safety and hygiene) in order to start to change the attitudes of the non-compliers. To draw a comparison to the current “Tosser” campaign, an ultimate goal would be to create a level of public awareness of the issue that would allow for social pressure to be used to influence behaviour (i.e. so that people will feel a sense of guilt for dumping material out on the street - as they would know that their friends and neighbours would not see their actions as acceptable).
- A further step is then to highlight the fact that dumping is unacceptable (and is actually illegal) by ensuring that the existence of fines is present and impactful. Again to draw a parallel with the “Tosser” campaign (which emphasises the fines that can be imposed for littering), it isn’t necessarily essential that everyone knows someone who has been fined (as few would be aware of anyone having been fined for littering), but they do need to know that

these fines exist and that they could be issued with one should they dump their household materials.

A summary of the main target groups is also provided below – depicting the main attitudes of each segment, along with the main educational objective (in line with the steps outlined above).

Summary of Target Segment		
<u>Target Segment</u>	<u>Attitudes</u>	<u>Educational Objective</u>
Owners:	<ul style="list-style-type: none"> ◆ Recognise the problem. ◆ See an issue in terms of property values and safety. ◆ Try to conform to 'correct' behaviour (though still easy to dump things). 	<ul style="list-style-type: none"> ◆ Provide information to maintain/increase awareness. ◆ Reinforce behaviour.
Renters: (longer term)	<ul style="list-style-type: none"> ◆ Know that it is a bit wrong, but see it as a convenient way to dispose of things, rationalise that it is recycling. ◆ Know about fines, but don't think they're ever enforced/easy to get away with it. 	<ul style="list-style-type: none"> ◆ State that dumping is not socially acceptable behaviour/not the norm. ◆ Improve awareness of disposal options.
Renters: (transient)	<ul style="list-style-type: none"> ◆ Limited connection to area/neighbours. ◆ Less likely to see dumping as a problem. ◆ Feel that because other people do it, it's OK 	<ul style="list-style-type: none"> ◆ Improve awareness of disposal options 'kit' for new tenants. ◆ Outline correct behaviour/reinforce that dumping is not the norm.
Dpt. Of Housing:	<ul style="list-style-type: none"> ◆ See it as their only real alternative. ◆ See 'proper' disposal as expensive. 	<ul style="list-style-type: none"> ◆ Inform them of full range of disposal options.
NESB:	<ul style="list-style-type: none"> ◆ See is as socially acceptable behaviour. ◆ Feel that Council's are responsible for material. 	<ul style="list-style-type: none"> ◆ Outline correct behaviour (in their language). ◆ Improve awareness of disposal options/word of mouth.

APPENDIX A:

QUESTIONNAIRE

START TIME: _____	INTERVIEWER'S NAME: _____
-------------------	---------------------------

Good morning/afternoon/evening. My name is from Woolcott Research. Today we are conducting a short study about your local area and would like to include your views. For this study I need to speak with someone in your household who is aged 18 or more? **ARRANGE CALL BACK IF NECESSARY – CHECK QUOTAS.** Please be assured that the information and opinions you provide will be used for research purposes only. All information collected will be aggregated, so that your responses are anonymous. And while we'd prefer that you answer all of the questions, if there is anything that you'd prefer not to answer, that's fine, just let me know.

Si. Can I firstly just ask which local council area you live in. **DO NOT READ OUT**

Bankstown	1	Randwick	8	Waverley	15	
Canterbury	2	Rockdale	9	Wollongong	16	
Fairfield	3	Ryde	10	Woollahra	17	
Holroyd	4	South Sydney	11	Other	18	TERMINATE
Newcastle	5	Sutherland Shire	12	D.K.	19	
North Sydney	6	Sydney City	13			
Parramatta	7	Warringah	14			

Sii. **RECORD POSTCODE:**

Siii. And can I ask what type of property do you live in? Would it be a..... **READ OUT.**

Separate house	1	THANK & TERMINATE
Semi-detached house	2	THANK & TERMINATE
Row/terrace house	3	THANK & TERMINATE
Townhouse or villa	4	CONTINUE
Flat, unit or apartment	5	CONTINUE
Other	6	THANK & TERMINATE

Siv. And could you tell me if this residence is rented or owned by you? **CHECK QUOTAS**

Owned	1	Other (specify): _____	3
Rented	2	Don't know/refused (do not offer)	4

Sv. **IF CODE 2 AT Siv, ASK:** Would that be a privately owned or government owned property?

Privately owned	1	
Government owned	2	CHECK QUOTAS

Svi. And roughly how many different properties/units would there be in the building/complex that you live in?

One or two	1	TERMINATE	21 to 50	4
Three to ten	2		51 to 100	5
11 to 20	3		101 or more	6

Svii. **RECORD GENDER:** Male 1 Female 2

Q1a. Now I would like you to think about where you are living at the moment. Can you tell me all of the things you like about where you live? **PROBE FULLY.** What else? What else?

Q1b. And can you tell me all of the things you don't like about the area, or that are of a concern to you. **PROBE FULLY.** What else? What else?

Q2. In most areas of Sydney people sometimes dump bags of rubbish, old furniture, and used household items out on the street or pavement, or around bins. Why do you think that people do this? **PROBE FULLY. MULTIPLE RESPONSES POSSIBLE. DO NOT PROMPT.** Why else? Why else? **IF STATE 'JUST TO GET RID OF IT' STATE:** But why do they put it there? Why not dispose of it in another way?

- | | |
|---|----|
| They don't know what else to do with it | 1 |
| To let someone else use it | 2 |
| Because it costs too much to dispose of it properly | 3 |
| It's too hard to dispose of it properly | 4 |
| They can't be bothered/don't care about doing the right thing | 5 |
| They know that the council will pick it up anyway | 6 |
| Because they can't get to the disposal points (no transport) | 7 |
| Because they can't store it/wait for collection days | 8 |
| They have no room for it in their waste bins | 9 |
| Other (specify) _____ | 10 |
| Don't know | 11 |

Q3. Does this sort of thing happen where you live?

- | | | |
|-----|---|-----------------|
| Yes | 1 | CONTINUE |
| No | 2 | GO TO Q6 |

Q4a. And can you tell me roughly how often you have noticed this sort of thing happening. Would it be..... **READ OUT.**

- | | | | |
|---------------------------|---|---------------------------|---|
| Almost every day | 1 | Every few weeks | 4 |
| Two or three times a week | 2 | Once a month or less | 5 |
| On a weekly basis | 3 | Don't know (DO NOT OFFER) | 6 |

Q4b. And do you think that particular events or occasions are likely to prompt people to dump bags of rubbish, old furniture, and used household items or do you think that people just do it all the time?

Particular events or occasions	1	All the time	2
Both	3		

Q4c. IF CODES 1 OR 3 AT Q4b, ASK: What particular events and occasions do you think would prompt them to do it? **DO NOT PROMPT. PROBE FULLY. MULTIPLE RESPONSES POSSIBLE.**

After they have a 'spring clean-up'	1
When they are moving	2
After Christmas	3
Other (specify) _____	4
Don't know (DO NOT OFFER)	5

Q5. Which of the following would best describe how much of a problem this is where you live? Would it be.....
READ OUT.

An extremely big problem	1	A relatively small problem	4
A very big problem	2	Quite a small problem	5
Quite a big problem	3	Not really a problem at all	6

Q6. And what do you think happens to the rubbish and household materials that are left out on the street? **DO NOT PROMPT. MULTIPLE RESPONSE POSSIBLE.**

Other people take it and use it	1
The normal council garbage service collects it	2
The council sends around a special clean-up service	3
Other (specify) _____	4
Don't know	5

Q8. Apart from the regular council rubbish collection and recycling services (i.e. using the bins provided for your home), what other ways do you know about that people use to get rid of rubbish or used household items in the area where you live? **DO NOT READ**

Take them to recycling centres	1
Take them to the tip	2
Leave them out for council clean up days	3
Take them to Special Chemical collection points	4
Give them to other people	5
Dump them	6
Donate them to charity	7
Other (Specify _____)	8
None	9

Q9. Which of the following services do you know are available in your area for the disposal/collection of used household items? **READ OUT ALL NOT MENTIONED AT Q8**

Recycling centres	1
The tip	2
Council clean up days	3
Special Chemical collections	4
Charity	5
None of these (DO NOT READ)	6

Q10. **IF CODE 3 AT Q9, ASK:** And how frequently do you think that your council has clean-up days? Would it be **READ OUT.**

More than once a week	1	Once every three months	5
Once a week	2	Twice a year	6
Once a fortnight	3	Once a year	7
Once a month	4	When you call them	8
		Don't know (DO NOT READ)	9

Q12. Apart from putting things out for your normal garbage collection, or for Council Clean Up days have you ever had to put bags of rubbish, old furniture, or used household items out on the street, pavement, or around bins?

Yes	1	CONTINUE
No	2	GO TO Q14

Q13. What sort of items have you had to get rid of that way? **PROBE FULLY. DO NOT PROMPT.** What else?
What else?

Appliances	1	Mattresses	12
Building/renovation materials	2	Medicines	13
Car batteries	3	Paint tins/cans	14
Carpet	4	Packaging (boxes/polystyrene)	15
Chemicals	5	Solvents (paint stripper, thinners)	16
Clothing	6	Tyres	17
Computers	7	White goods (fridges/freezers)	18
Furniture	8	Other (specify) _____	19
Garden pesticides/herbicides	9	Don't know	20
Garden/Green waste	10	None of these (DO NOT READ)	21
Household rubbish	11		

- Q14. There are a lot of different things around the house that need to be disposed of from time to time and sometimes people do leave these on the street or in other public places. I am going to read out a few things that people have said about this, and for each one I read out, please tell me whether you personally agree or disagree with that statement, and whether that's by a lot or just a little.

The first one is: ... **READ OUT AND ROTATE STATEMENT**

Do you agree or disagree? And is this by a lot or a little? The next one is

	AGREE A LOT	AGREE A LITTLE	NOT SURE	DISAGREE A LITTLE	DISAGREE A LOT
<i>It's the council's responsibility to keep the streets & pavements around housing free of rubbish</i>	1	2	3	4	5
<i>People dumping rubbish and leaving things on the pavement doesn't really affect me</i>	1	2	3	4	5
<i>I don't have anything else to do with my used items but to put them out and hope that someone takes them</i>	1	2	3	4	5
<i>Most people have to dump their used household items out on the street from time to time</i>	1	2	3	4	5
<i>People should be allowed to put things out to get rid of them</i>	1	2	3	4	5
<i>My council makes it easy to dispose of things properly</i>	1	2	3	4	5
<i>I find it all too much effort to try and dispose of things properly</i>	1	2	3	4	5
<i>Putting things out on the street is a good way of recycling things</i>	1	2	3	4	5
<i>It costs too much to take things to the tip</i>	1	2	3	4	5
<i>Most people like me are too busy to do the right thing with their used household items</i>	1	2	3	4	5
<i>There aren't any convenient places to take these things to</i>	1	2	3	4	5
<i>The area is a mess anyway, so a bit of extra junk on the street doesn't really matter</i>	1	2	3	4	5

- Q15. Now can I ask you who in your household is responsible for deciding what to do with rubbish that doesn't go in the normal bin, or other used household items. I don't want any names, I would just like to know whether it is a male's decision, a female's decision, a shared decision, or the decision of someone else.

Male 1 Shared 3
 Female 2 Other (specify) _____ 4

- Q16. Do you think that people need to know more about what they can do with used household items?

Yes 1 **CONTINUE**
 No 2 **GO TO Q18**

Q17. And what do you think is the best way for Councils and other authorities to inform people about what they can and can't do, and how they can get rid of used and unwanted household items? Would it be **READ OUT.**
SINGLE RESPONSE ONLY.

The Internet	1	With rates notices	4
At the local library	2	From Real Estate agents	5
Information left in letterboxes	3	Other (specify) _____	6

Q18. Were you aware that some councils issue fines for the dumping of materials?

Yes	1	No	2
-----	---	----	---

DEMOGRAPHICS

I just need to know a few details to help with our analysis.

Qi What is the main language spoken at home?

English	1	
Other (specify) _____	2	CHECK QUOTAS

Qii How many people live in your household? _____

Qiii How long have you lived in the area you are now living in?

Under a year	1
1 to 3 years	2
4 to 6 years	3
7 to 10 years	4
Over 10 years	5

Qiv What is your usual occupation?

Occupation: _____ Position: _____

Qv. Just to check that we have a good cross section of people could I check which of the following age groups you fall into. **READ OUT AND RECORD BELOW**

18 – 24	1	45 – 54	4	Over 75	7
25 – 34	2	55 – 64	5		
35 – 44	3	65 – 75	6		

Qv Which of the following best describes your household income before tax? **READ OUT**

Less than \$25,000	1	\$75,000 to \$99,000	4
\$25,000 to \$49,000	2	\$100,000 +	5
\$50,000 to \$74,000	3	Refused (DO NOT READ)	6

Qvii And, finally which of these statements best describes you? **READ OUT**

- | | |
|--|---|
| I am extremely interested in environmental issues | 1 |
| I am very interested in environmental issues | 2 |
| I am quite interested in environmental issues | 3 |
| I am a little bit interested in environmental issues | 4 |
| I am not really interested in environmental issues | 5 |

For your information, this study has been conducted on behalf of the Department of Environment and Conservation. I can assure you again that your answers will remain anonymous. If you would like to contact the DEC for any reason, they are situated at 1 Fitzwilliam St Parramatta.

Thank you very much for your time

RESPONDENTS NAME: _____

PHONE NO.: _____ POST CODE.: _____

INTERVIEWER'S NAME: _____ NUMBER: _____

I certify this is a true, accurate and complete interview taken in accordance with my instructions, and conducted according to the guidelines set out in the ICC/ESOMAR International Code of Marketing and Social Research Practice.

SIGNATURE: _____ FINISH TIME: _____

APPENDIX B:

DISCUSSION GUIDE

DISCUSSION GUIDE

RESOURCE NSW

INTRODUCTION: market research and the group process before beginning the discussion. No right or wrong answers, and the recording of proceedings.

WARM-UP: Issues in Local Area

- What is it that you like about where you live;
- What is it that you don't like.

INTRODUCE ISSUE OF DUMPING

“Having already conducted several groups like this, I've noticed that one thing that comes up quite a bit is that people leave furniture, bags of rubbish, and other household items out on the street, or near bins.”

- *Does this happen where you live or around the area where you live?*
- *How do you feel about that?*
- *Does it matter*
 - *why/why not?*
- Does it happen often?
- Why do you think it happens? **PROBE:** Why else? What causes it?
- Who do you think does it? (particular 'type' of person/resident),
- Is it seen to be more of a problem around multi unit dwellings.

FURTHER INVESTIGATION / PROJECTION

“People give a whole lot of reasons for doing this sort of thing. I’m going to show you some reasons that other people have come up with and I want you to tell me whether you think they apply” Why/Why not?

SHOW BOARD FOR EACH STATEMENT

- “It’s the council’s responsibility to look after that sort of stuff”
- “The caretaker looks after it”
- “It’s the owner’s responsibility”
- “It’s up to each individual resident”
- “People just don’t know what else to do”
- “Renters don’t always care about the place they live in because they’re only there for a while”
- “Some people just don’t care”
- “Everybody else does it, so it seems like the right thing to do”
- “Some people do it because they know it’s wrong. They think it’s rebellious”
- “It’s too hard to dispose of it properly/takes too much effort”
- “It costs too much to dispose of it properly”

PROJECTIVE TECHNIQUES

“I’m now going to show you some examples of situations that may occur. I want you to try and picture the people, and the situation being described, and we’ll talk about each one separately”

“Dan and Ian are friends who are moving apartments because their lease has expired. The new place they are getting is a bit smaller, and they need to get rid of some of their stuff”

- What are they likely to do?
- What sort of things would they be getting rid of?
- Why do you think they do it?
- How do they feel about the place they live in?
- Do they have any other options for getting rid of things?

- What happens to the things they get rid of?
- Whose responsibility does it become?

“Mel and George have just purchased an apartment that they intend to do small renovation works to before moving in”

- What are their options for getting rid of unwanted materials? (probe for awareness and understanding of Council Clean-up Days, Special Chemical Collections, recycling centres, and tips);
- What would they actually be likely to do?
- How do they feel about the place they live in?
- Does this influence what they do with this material?
- How would they find out about what they could do with these items?

“Olga and Habib are doing a bit of spring cleaning, and have found a few things that they no longer need”

- What sort of things would they be getting rid of?
- What could they do with them?
- What are they likely to do with them?

PERSONAL BEHAVIOUR

“We all know that most people do put things out on the street for a variety of different reasons. Have you ever done this? What about anyone else in your household?”

- What sort of things did you have to get rid of?
- Why did you feel that you had to put it out on the street?
- Did you think about other ways to get rid of it?
 - why were they not used
 - explore the main barriers to disposing of things ‘properly’;

PROBE for awareness and understanding of Council Clean-up Days, Special Chemical Collections, recycling centres, and tips); **PROBE** for terminology as well as facility;

INFORMATION

- What do you feel can be done to fix this problem, **PROBE**
- Can it be fixed through offering more services, or is there a need to change the way people think and behave? How can that be done?
- Which of these sorts of things should be done/offered?
 - people should be made more aware of services,
 - scheduled collection services,
 - at call collection services,
 - better education about it,
 - bigger/more fines,
- Do they require more information about this issue,
 - where should the information come from,
 - when should it be distributed,
 - what would it say,
 - who would receive it,
 - how would they receive it/what is the preferred format,
 - what level of detail is required.
- Explore different delivery and awareness options,
 - The Internet,
 - With rates notices,
 - At the local library,
 - From Real Estate agents,
 - Information left in letterboxes,
 - Commercial radio,
 - Newspapers (which ones),
 - Local papers,
 - Department of Housing Newsletter,
 - Department of Housing community meetings,
 - The ethnic community council bilingual educator groups.