

LITTERING ATTITUDES AND BEHAVIOURS

OF RESIDENTS IN THE GREATER WHITSUNDAY COUNCIL OF MAYORS

**THE PUBLIC ARE
NOT TOLERANT
OF LITTERING
AND FIND IT
UNACCEPTABLE**

UNACCEPTABLE BEHAVIOURS

99%

Dropping
packaging or
bottles/cans
out of a vehicle

(QLD average 98%)

81%

Leaving food
scraps in a park

(QLD average 88%)

86%

Putting rubbish
beside an
overflowing
public bin

(QLD average 73%)

LITTERING PROFILE OF RESIDENTS

3%

**FREQUENT
LITTERER**

(QLD average 2%)

22%

**OCCASIONAL
LITTERER**

(QLD average 23%)

12%

**FOOD SCRAPS
LITTERER**

(QLD average 10%)

64%

**NON
LITTERER**

(QLD average 64%)

**FEAR OF GETTING
CAUGHT IS NOT
A STRONG
DETERRENT**

MOTIVATIONS FOR NOT LITTERING

85%

Because it
would look
ugly

(QLD average 84%)

77%

Someone else
would have to
pick it up

(QLD average 83%)

57%

Too worried
about being
seen by others

(QLD average 59%)

**MANY BELIEVE
THAT PEOPLE ARE
UNLIKELY TO BE
CAUGHT AND
FINED FOR
LITTERING**

AT MOST...

31%

Think people get
caught and fined
for dropping rubbish
out of a vehicle

(QLD average 31%)

WHEN IT COMES TO WHAT IS ILLEGAL,
AREAS OF CONFUSION INCLUDE:



Releasing of balloons at a
celebration or memorial



Food scraps

69%

Are likely to report
littering if they
witness it in the future

(QLD average 74%)

BUT ONLY CERTAIN TYPES

MOST LIKELY TO REPORT

54%

Flicking a cigarette butt
into dry grass or bushland
(QLD average 61%)

53%

Emptying their car waste
onto a car park or roadside
(QLD average 58%)

LEAST LIKELY TO REPORT

27%

Leaving rubbish behind on
a public picnic table
(QLD average 23%)

18%

Leaving rubbish behind at
a stadium or concert
(QLD average 16%)



Queensland Government

ENHANCE
research

Base: All respondents residing in Greater Whitsunday Council of Mayors (n=77)
compared with Queensland general population (n=2,000)

ILLEGAL DUMPING ATTITUDES AND BEHAVIOURS

OF RESIDENTS IN THE GREATER WHITSUNDAY COUNCIL OF MAYORS

THE PUBLIC ARE VERY INTOLERANT OF ILLEGAL DUMPING AND FIND IT COMPLETELY UNACCEPTABLE

UNACCEPTABLE BEHAVIOURS

97%

Leaving household waste in a bushland or national park

(QLD average 98%)

97%

Leaving tyres, chemicals or paint tins in bushland or national park

(QLD average 98%)

97%

Leaving household goods in bushland or national park

(QLD average 97%)

ILLEGAL DUMPING PROFILE OF RESIDENTS



3%

DELIBERATE DUMPER

(QLD average 2%)



3%

KERBSIDE DUMPER

(QLD average 4%)



95%

NON DUMPER

(QLD average 94%)

CONCERN ABOUT BEING FINED IS NOW ONE OF THE MAIN MOTIVATIONS FOR NOT DUMPING ITEMS ILLEGALLY

MOTIVATIONS FOR NOT DUMPING ILLEGALLY

84%

Someone else would have to pick it up

(QLD average 84%)

88%

Because it would look ugly

(QLD average 83%)

72%

Worried about being fined

(QLD average 71%)

DESPITE AN INCREASE IN CONCERN ABOUT FINES, HALF BELIEVE THAT BEING CAUGHT AND FINED FOR ILLEGAL DUMPING IS UNLIKELY

WHEN IT COMES TO WHAT IS ILLEGAL, AREAS OF CONFUSION INCLUDE:



Leaving items outside a charity shop or donation bin



Leaving items on the kerbside with a 'free' sign



Leaving items on the kerbside, outside of pickup times



Leaving green waste in a bushland or national park



96%

Are likely to report illegal dumping if they witness it in the future

(QLD average 96%)

BUT ONLY CERTAIN TYPES

MOST LIKELY TO REPORT

82%

Leaving tyres, chemicals or and paint tins in a park
(QLD average 78%)

81%

Leaving goods in bushland or national park
(QLD average 56%)

LEAST LIKELY TO REPORT

22%

Leaving goods outside a charity shop or donation bins
(QLD average 22%)

45%

Leaving green waste in bushland or national park
(QLD average 36%)

