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## Environmental Awareness Survey of Manly Council Residents

### Prepared for:

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# 1. Executive Summary

A telephone survey of 308 Manly Council residents was conducted in February 2007 to explore their attitudes, skills and behaviours with regard to environmental protection issues. The key findings are summarised below.

## Key Findings:

- The top three issues most frequently mentioned as one of the two most important issues for the attention of Manly Council were roads and traffic (18%), environment (18%) and parking issues (17%).
- The issue believed to be the single most important environmental issue in Manly today by 24% of residents was pollution of beaches and oceans. A distant second was water conservation or management mentioned by 19% of residents.
- Two out of five residents (43%) said they were concerned 'a great deal' about environmental problems. A further 48% said they were concerned 'a fair amount'.
- The main reasons which residents nominated as why they were concerned about the environment included:
  - Concern for future generations (35%)
  - Sustainability of ecosystem – nature, plants and animals (23%)
  - Quality of life (12%)
  - Health effects of pollution (12%).
- All residents (100%) said that they had recycled bottles, cans, paper or plastic on a regular basis in the last 12 months. Almost all residents also said that they made an effort to reduce water consumption (94%), reduced electricity consumption by turning off lights and using appliances more efficiently (92%), and avoid putting oils, fats, turps or paint down the sink (91%).
- One of the environmentally friendly activities which residents were less likely to engage in was writing a letter, signing a petition, attending a meeting or making a report or complaint with the aim of improving the environment. However, one in three residents (33%) had performed this activity in the last year.
- Almost one-third of residents (30%) were not sure about how to undertake household composting and a further 40% were unsure about how to go about making an official complaint about an environmental problem.
- The newspaper (57%) and internet (49%) were the two most commonly mentioned sources for environmental information. Compared to the previous survey, internet use has been increased significantly as the main source of information from 20% in 2002 to 49% in 2007.
- Although 60 percent of residents said they had visited or heard of the Manly Environment Centre, only 18% of residents said they had actually visited the Centre. The main ways which residents had found out about the Centre were through the Manly Daily (32%) or having walked pass it (27%).

## 2. Background

Manly Council prepared and conducted an Environmental Education Strategy to help tailor programmes to the specific needs of the local community. As such they commissioned benchmark research in 2002 and conducted follow-up research in 2007.

To assist with the development of the strategy, the Council commissioned a telephone survey to explore the local community's knowledge, attitudes, skills and behaviours in respect to environmental protection in order to assist in the development of a suitably targeted Environmental Education Strategy for the Council.

The specific objectives of the survey were to:

- Provide information about specific aspects of knowledge, attitudes, skills and behaviours of a cross section of the population of Manly local government area;
- Provide information relevant to planning, implementation and evaluation of Manly Council's programmes and initiatives;
- Provide information which is able to be benchmarked/assessed against the NSW Environment Protection Authority's "Who Cares about the Environment" survey series as well as the 2002 environmental awareness survey of Manly Council residents;
- Provide a local benchmark of a statistical time series, which can be used to track social dimensions of

environment awareness for inclusion Council's State of Environment Report; and

- Promote discussion and wider awareness of the social dimensions of environmental protection.
- The benchmark telephone survey is modelled on, but less comprehensive than, the NSW Environment Protections Authorities 'Who Cares about the Environment' survey series.

This report focuses on the results of the Manly Council Survey, with comparisons made to the NSW survey and Manly Council 2002 survey where appropriate.

The full 2006 EPA 'Who Cares about the Environment' report is available through the EPA Website at:  
<http://www.environment.nsw.gov.au/whocares/whocares2006.htm>

### 3. Methodology

In February 2007, a telephone survey of 308 Manly Council residents was conducted by Taverner Research Company on behalf of Manly Council. This 2007 survey is a follow-up study of the 2002 benchmark survey.

#### Sample

Telephone interviews for the survey were conducted with a representative sample of 308 Manly Council residents between 15 and 70+ years of age.

To ensure the findings would be properly representative of the Manly Council residential population, the data were weighted by location, age and sex to bring the data in line with known population distributions in the Council area. The weightings are shown in the Demographic Section of this report.

Telephone numbers were randomly selected using the electronic version of the White Pages directory.

#### Community Survey Notice

Prior to residents being contacted by telephone, 1,000 notices were mailed to randomly selected residents to notify them that they may be contacted to participate in a survey commissioned by Manly Council.

This methodology has been found to improve the response rate, which in turn, reduces the error variance, hence increasing the reliability of responses. The **achieved response rate was 33 percent** which can normally be expected from telephone surveys of this nature.

The response rates achieved in each individual suburb are shown in the table opposite:

	Manly LGA Suburb					
				Western Harbour Suburbs*		
	Balgowlah	Manly	Fairlight	Clontarf	Seaforth	Balgowlah Heights
Response Rate:	24%	34%	36%	50%	59%	44%

Note: \* Residents from Clontarf, Seaforth and Balgowlah are grouped into one group labelled 'Western Harbour suburbs' and is considered as one residential area throughout the discussion in this report.

#### Error Variance

Based on the sample size and response rate achieved, the sample error variance for the survey results at a 95 percent confidence interval is approximately  $\pm 6\%$ . This implies that for a response figure of 50 percent, the true figure will be between 44 and 56 percent in 19 cases out of 20.

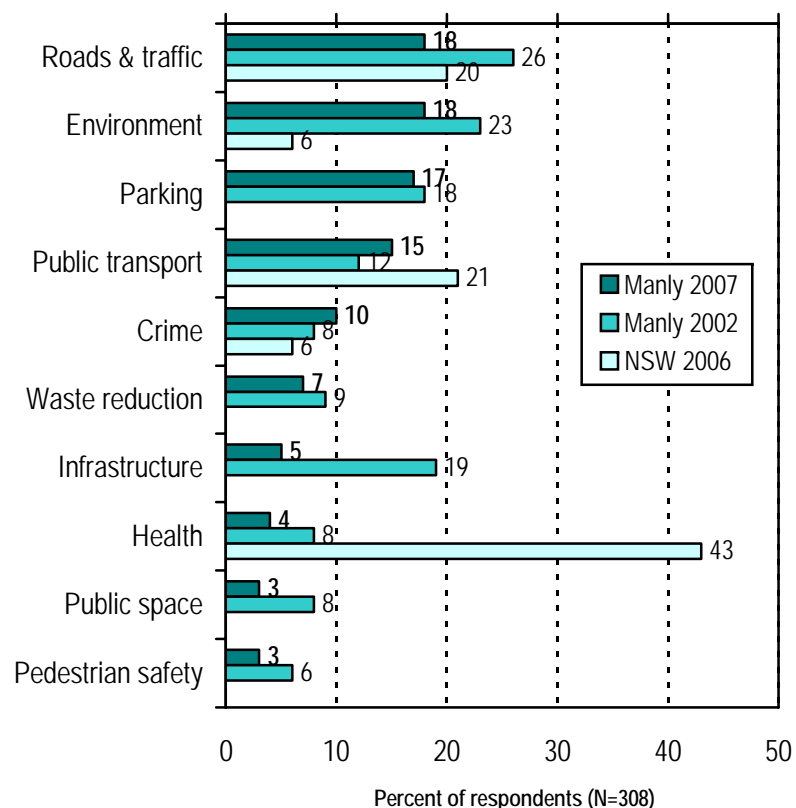
#### Analysis and Report

The current report summarises the overall findings, reporting simple percentages and statistically significant differences between demographic groups where appropriate.

Results are presented in graphical and tabular format.

## 4. The two most important issues for attention by Manly Council

Figure 1: Issues for attention by Council



Manly Council residents were asked what they considered to be the two most important issues for attention by Manly Council at present.

As shown in the graph opposite, nearly one in five residents (18%) identified roads and traffic, environment (18%) and parking (17%) as one of the two most important issues deserving attention by Council. Also relating to roads and traffic, public transport was also nominated by 15% of the residents.

Residents from Western Harbour were more likely than residents from other suburbs to identify roads and traffic as an important issue with 36% identifying this as an issue compared to 17% of Balgowlah residents, 16% of Manly residents and 8% of Fairlight residents.

Residents from Fairlight and Manly were more likely to identify environment (27% and 21% respectively) as one of the two most important issues for attention compared to 14% of Balgowlah residents and 10% of Western Harbour residents saying so. Residents from Fairlight and Manly also mentioned parking issues (24% each) as one of the two most important issues for attention compared to 9% of Balgowlah residents and 7% of Western Harbour residents nominating the same issue for Manly Council's attention.

Almost one in five Balgowlah residents (23%) suggested public transport as the issue for attention compared to one in ten residents from Western Harbour (10%). Females were more likely to nominate public transport as the important issues for attention (21%) compared to males (10%).

One in three people aged 45-64 (29%) considered roads and traffic as the issue for attention compared to 9% of those aged 25-34 and 13% of those aged 65+ suggesting the same issue. Residents aged 55 and more were less likely to nominate environmental issues for attention by the Council (8% of people aged 55-64 and 2% aged 65+ compared to 16% - 25% for those aged 25-54). Parking issues

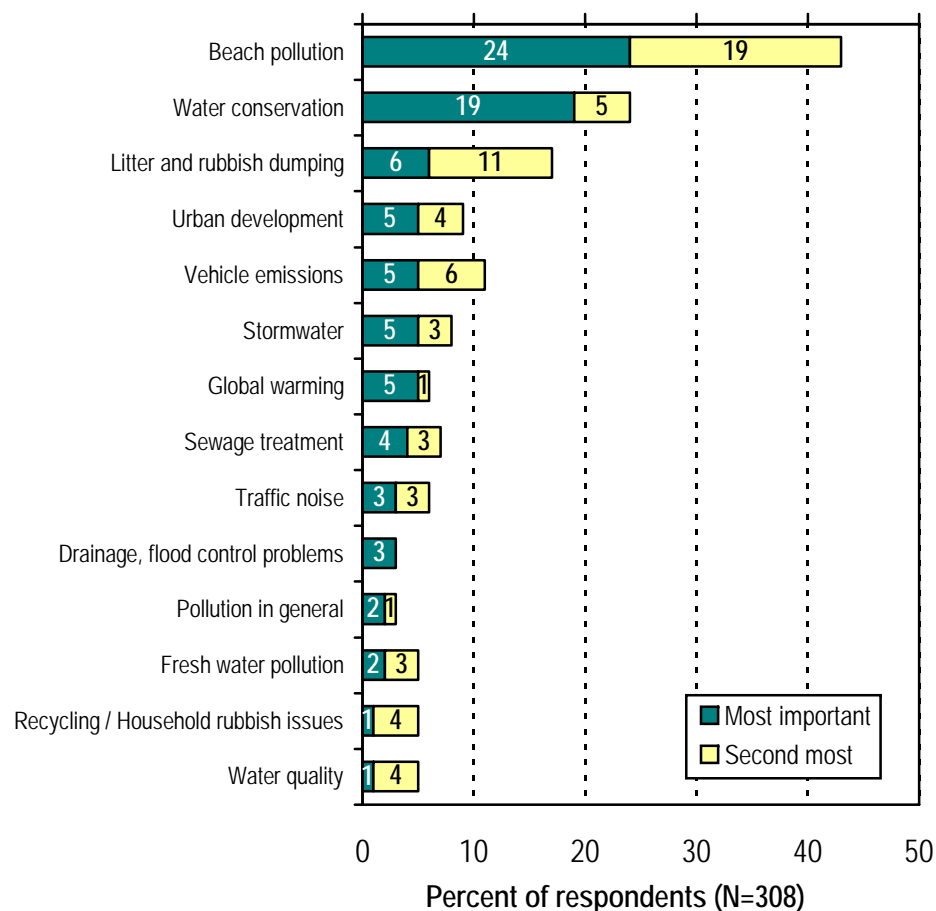
were less likely to be nominated for attention by people aged 25-34 (8%) compared to 23% of those aged 45-54 and 28% of those aged 65 and more.

Compared to the 2002 survey, the percentage of most of the issues for attention by the Council has been decreased, particularly infrastructure (5% compared to 19% in 2002), roads and traffic (18% compared to 26%) and environment (18% compared to 23%), except for public transport whereas more residents nominated this issue for Council's attention in 2007 (15%) compared to 2002 (12%).

For the NSW survey, residents were asked what the two most important issues for attention by the State Government. Therefore, many of the differences in Manly and NSW results can be attributed to perceived responsibilities of the different levels of government. The main issues for State Government were health (43%), education (28%), public transport (21%), roads and traffic (20%), and water supply / water conservation / drought (12%). As expected, health was nominated as the issue for attention by 16% of those aged 65+ compared to an average of 2% of residents in other age groups in the Manly survey.

## 5. The single most important environmental issue in Manly today

Figure 2: The most important environmental issues in Manly



Residents were asked what they believed to be the single most important environmental issue in Manly today. They were then asked what they believed to be the second most important environmental issue.

The most commonly nominated issue by almost one-half of residents (43%) was pollution of beaches and oceans, mentioned by 24% as the single most important issue and a further 19% as the second most important issue. Residents from Manly (33%) and Fairlight (29%) were more likely to mention this issue compared to those from Western Harbour (8%). Residents in the 55-64 and 65+ age groups were less likely to nominate beach and ocean pollution as the most important environmental issue with 10% and 8% respectively compared to 27% - 30% for residents aged 25-54. Almost one in three males (29%) also nominated this issue compared to one in five females (19%).

Almost one in five residents (19%) nominated water conservation or management as the single most important issue in Manly today and a further 5% nominated it as the second most important issue. Residents from Balgowlah (36%) and Western Harbour (28%) were more likely to mention water conservation compared to residents from Fairlight (12%) and Manly (8%). More females (23%) than males (14%) considered water conservation as the single most important environmental issue in Manly today.



## 6. The most important environmental issue in Manly & NSW today

Figure 3: The most important environmental issues in Manly & NSW

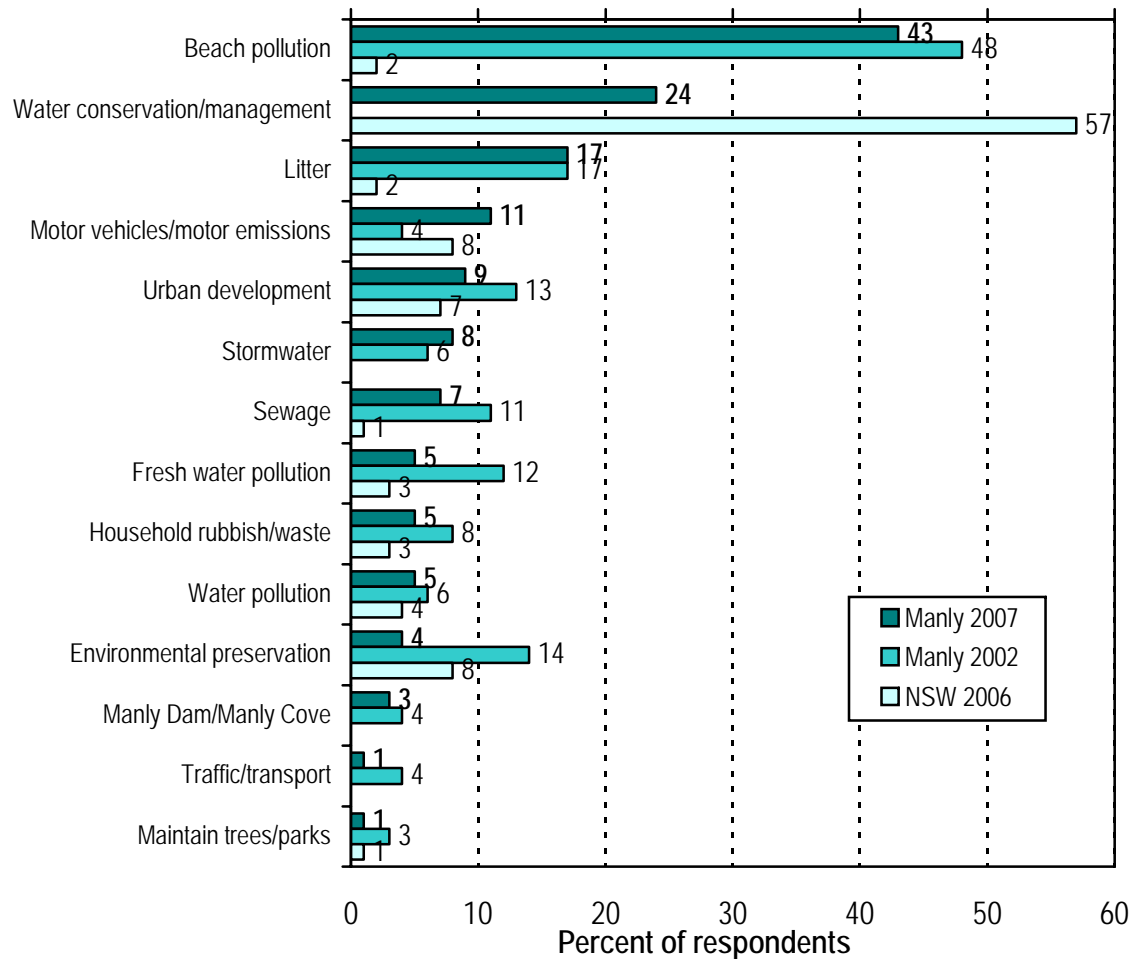


Figure 3 opposite shows the most important environmental issues in Manly in comparison to the previous 2002 survey and the NSW survey.

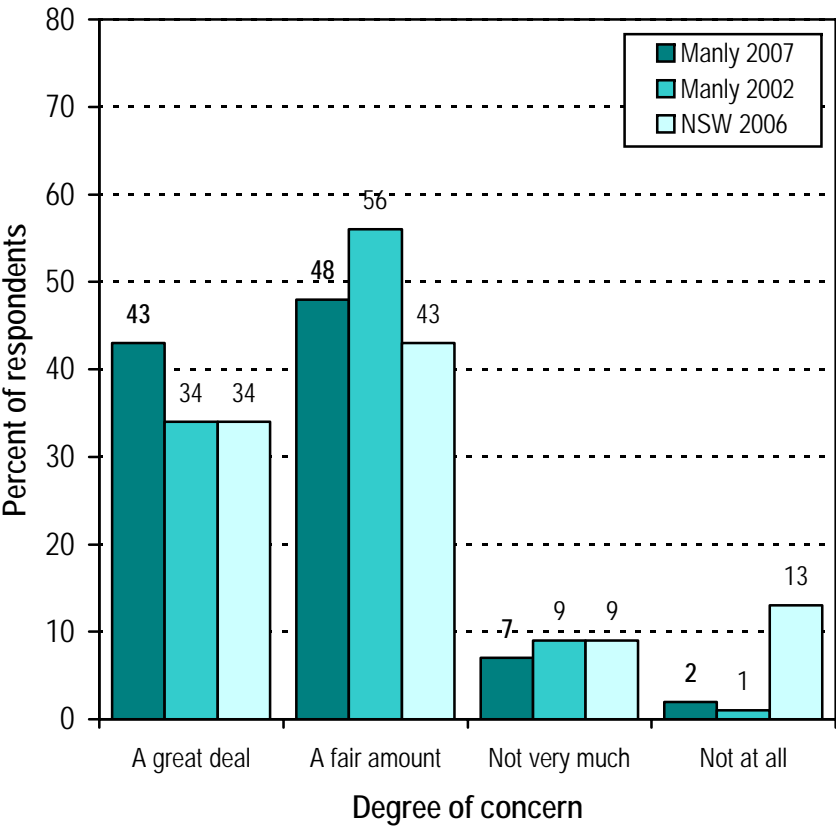
Only motor vehicles or motor emissions was nominated by more residents in 2007 compared to 2002, all other issues were mentioned less frequent. For example, 4% of residents mentioned environmental preservation as the most important issue in 2007 compared to 14% nominated in 2002. Similarly, fresh water pollution was also dropped by 7% (5% nominated in 2007 compared to 12% in 2002).

Manly residents focus much more heavily on beach related issues than NSW residents in general who consider water conservation or management, motor vehicles or motor emissions, general environmental preservation and urban development more important.

Litter, sewage and stormwater related issues are also more important at the local level than at the state level.

# 7. Level of concern about environmental issues

Figure 4: Level of concern about environmental issues



Manly Council residents were asked how concerned they were about environmental problems. As shown in the graph opposite, the majority (91%) said they were concerned ‘a fair amount’ (48%) or ‘a great deal’ (43%). Western Harbour residents were more likely to say they were concerned ‘a great deal’ or ‘a fair amount’ with 96% saying this compared to 87% of residents from Balgowlah.

Residents in the 25-34 and 35-44 age groups were more likely than other residents to say they were concerned ‘a great deal’ or ‘a fair amount’ with 98% and 97% respectively compared to 87% for residents aged 45-54 who expressed their concern.

Female residents were more likely to say that they had a fair amount of concern regarding environmental problems (54% compared to 42% of males).

A higher proportion of Manly residents reported they were concerned ‘a great deal’ about environmental issues in 2007 compared to 2002. Conversely, the proportion reporting they were concerned ‘a fair amount’ decreased this year compared to 2002.

More Manly residents expressed high level of concern about environmental issues than all NSW residents.

## 8. Reasons for concern about the environment

Reason for concern	Percentage of respondents concerned about environment		
	Manly 2007	Manly 2002	NSW 2006
Concern for future generations	35%	30%	35%
Sustainability of ecosystem – nature, plants and animals	23%	23%	15%
Quality of life	12%	18%	18%
Health effects of pollution	12%	16%	11%
Long-term economic sustainability	8%	9%	10%
Availability of resources we consume <sup>1</sup>	8%	n/a	9%
All of the above	1%	2%	0%
Other	1%	1%	1%
Total <sup>2</sup>	100%	100%	100%

Residents were asked about the main reasons they were concerned about the environment. They were provided with seven options which are shown in the table opposite.

Slightly over one in three residents (35%) identified 'concern for future generations' as the main reason for their concern about the environment. Residents who were 65 years of age or older were more likely than younger residents to identify this as the main reason for their concern with 57% saying this compared to 30% of residents in other age groups and so were residents from Balgowlah (47%) compared to residents from Fairlight (26%).

Concern for the sustainability of the ecosystem was the next most commonly nominated reason for concern by one in four residents (23%). Residents from Fairlight (33%) and Manly (28%) were more likely to identify this compared to those from Balgowlah (15%) and Western Harbour (12%). Residents aged 25-34 (29%) and 45-54 (33%) were more likely to nominate this as a concern compared to those aged 55 and more (12%).

Quality of life and health effects of pollution were mentioned equally as a concern by 12% of the residents. Those aged 45-64 were more likely to be concerned about quality of life with 23% compared to an average of 9% in other age groups.

<sup>1</sup> This item was not asked in Manly 2002 survey.

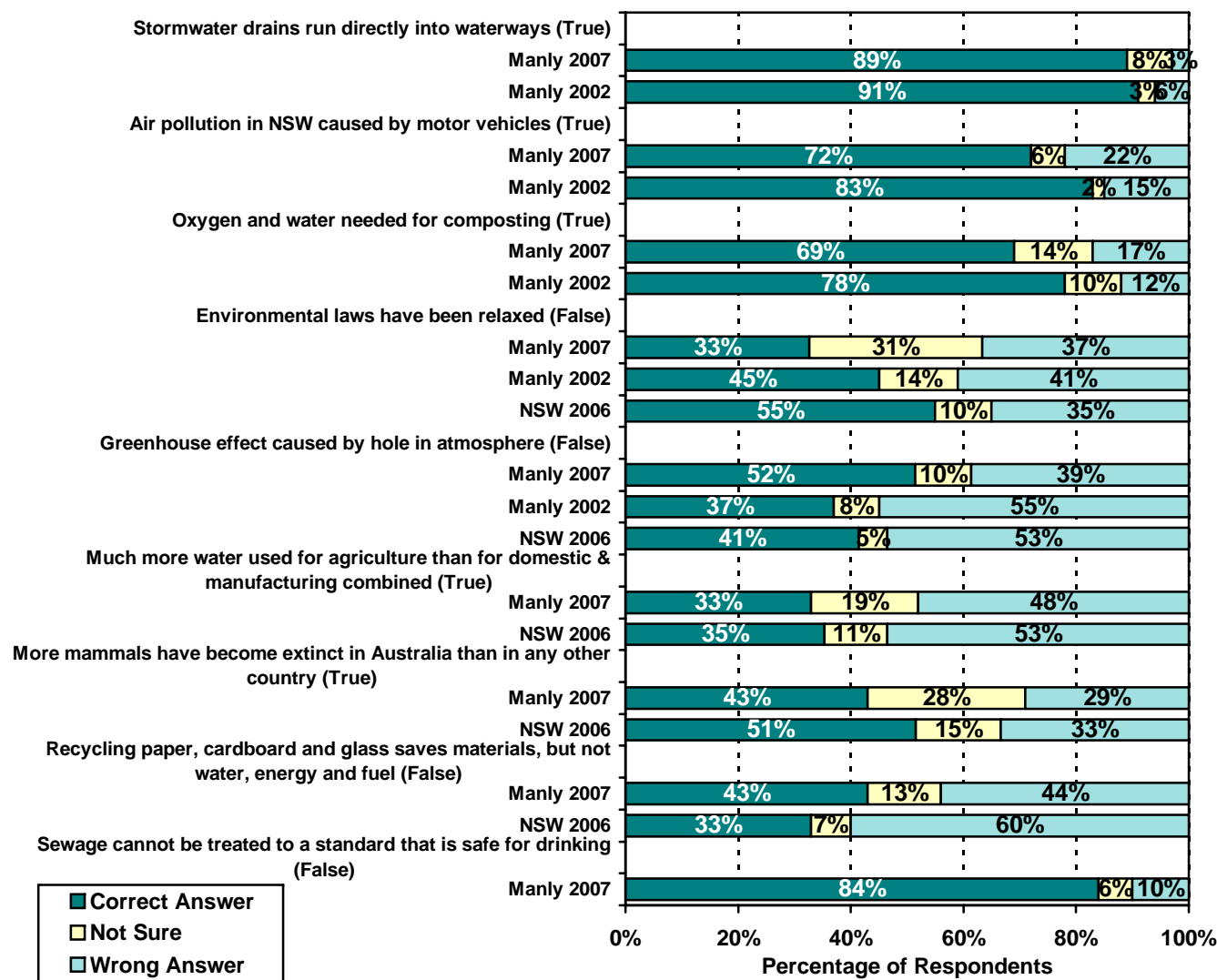
<sup>2</sup> Total may not add to exactly 100% due to rounding of percentages.

Almost one in ten residents (8%) mentioned long-term economic sustainability or availability of resources we consume as the reason for concern. Residents from Western Harbour were more likely than others to mention resources availability (18% compared to 5% in other areas) whereas none of the resident aged 45-54 considered this is their concern compared to 18% for those aged 55-64, 12% for those aged 25-34 and 9% for those aged 35-44.

Overall, Manly residents' responses were quite similar to those of NSW residents except that quality of life came second in the NSW survey, just behind the concern for future generations as a concern for all NSW residents.

## 9. Knowledge of environmental facts

Figure 5: Level of knowledge about environmental facts



Residents were asked nine general knowledge questions about the environment. The nine statements with the percent of correct responses are shown in Figure 5. The level of environmental knowledge is similar among Manly and NSW residents (note that not all the nine statements in this year's survey were asked in the NSW survey and the Manly 2002 survey, therefore some statements are not available in the graph opposite).

The majority (89%) correctly believed that most stormwater drains run directly into waterways or the ocean. Most residents (84%) were aware that sewage can be treated to a standard that is safe for drinking. The majority of residents (72%) also correctly believed that most of the air pollution in NSW is caused by motor vehicles. Most residents (69%) were aware that oxygen and water are needed for composting to work effectively.

Residents from Balgowlah were more likely to give a false answer for 'most of the air pollution in urban areas of NSW is caused by motor vehicles' (34% compared to 17% of Manly residents and 13% of Western Harbour residents). Whereas residents from Fairlight (31%) were more likely to give an

incorrect answer for 'oxygen and water are needed for composting to work effectively' compared to 15% for residents in other areas providing a false answer for this statement.

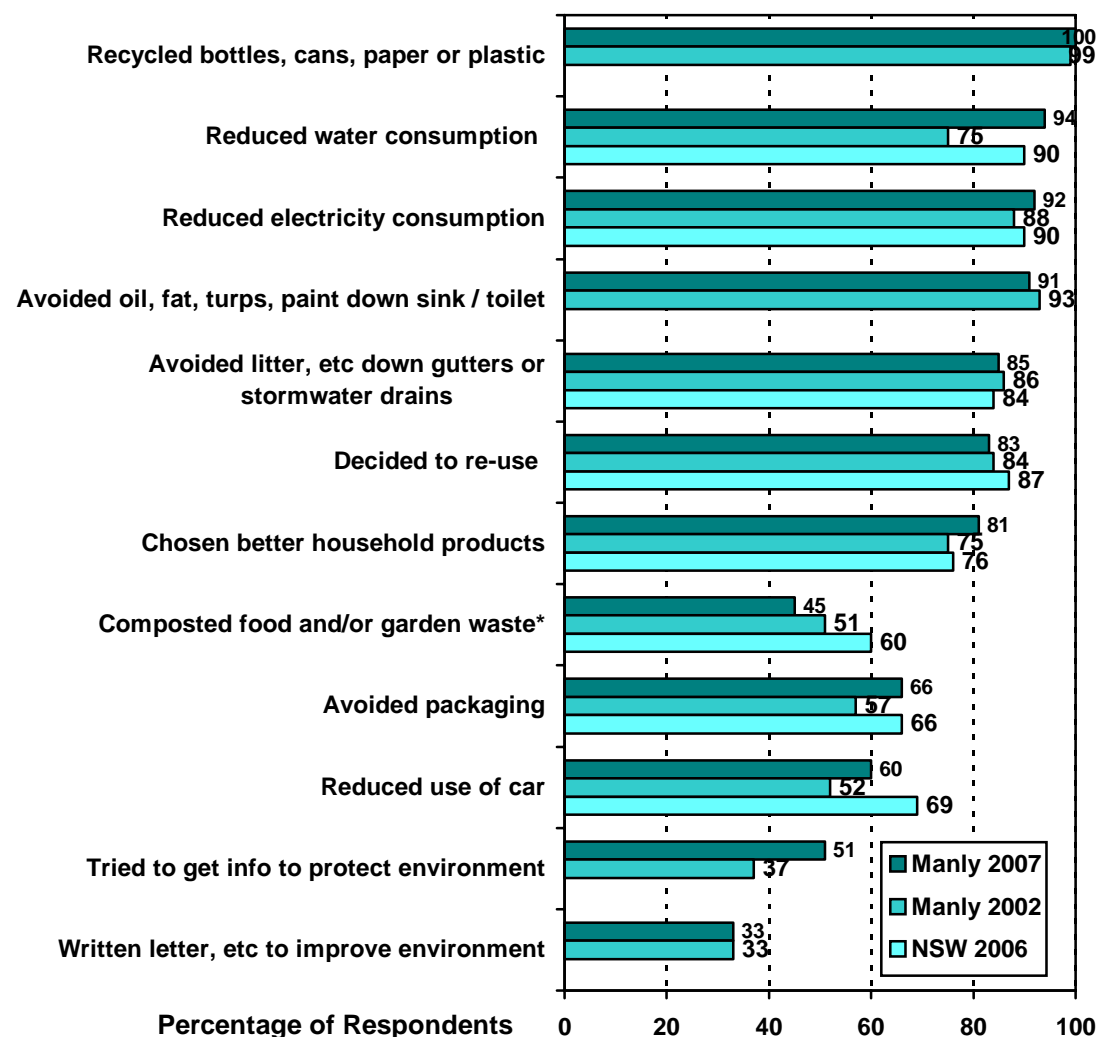
Residents in different age groups did not differ in their knowledge across all statements with only one exception which is more residents aged 65+ (22%) were not sure whether 'the greenhouse effect is caused by a hole in the Earth's atmosphere' compared to about 8% of residents in other age groups expressing this uncertainty.

Compared to the 2002 survey, fewer residents in the 2007 survey gave the correct answers related to: air pollution in NSW (72% compared to 83% in 2002), oxygen and water needed for composting (69% compared to 78%) and environmental laws (33% compared to 45%). In contrast, more residents in this year's survey gave the correct answer related to the cause of the greenhouse effect (52% compared to 37% in 2002).

Compared to NSW resident in the 'Who Cares' survey, Manly residents were more knowledgeable about the cause of the greenhouse effect (52% of Manly residents giving the correct answer compared to 41% of NSW residents) and the efficiency of recycling of paper, cardboard and glass (43% giving the correct answer compared to 33% of NSW residents). However, more residents of NSW were correct about the relaxation of environmental laws (55% compared to 33% of Manly residents) and the extinction of mammals in Australia (51% compared to 43% of Manly residents).

## 10. Environmentally friendly activities performed regularly

Figure 6: Proportion of residents performing environmentally friendly activities



Residents were asked whether they had personally done any of the environmentally friendly activities (listed in the adjacent figure) on a regular basis in the last 12 months.

The majority of residents indicated that they had done most of the activities. In particular, all residents (100%) said they **recycled bottles, cans, paper or plastic** instead of throwing them away. Almost all residents also stated that they **reduced water consumption** (94%), reduce **electricity consumption** (92%) and **avoided putting oils, fats, turps or paint down the sink or toilet** (91%).

Note that the NSW 'Who Cares' Study asked about **composted food and garden waste** in the same question while these issues were separated for the Manly study. 37% of Manly Council residents reported composting food and 44% composting garden waste. The figure shows 45% as the combined compost food and/or garden waste.

Residents living in units were less likely to **compost food** with only 17% saying they did it compared to 47% of those in semi-detached dwellings and 49% of detached dwellings. Similarly, residents living in units were less likely to **compost garden waste** as only 20% saying so compared to 40% for those in semi-detached dwellings and 63% in detached dwellings.

\* Manly Survey separated food and garden waste into two statements – a total of 37% had composted food and 44% composted garden waste.

Residents from Western Harbour were more likely to **compost food** (53%) compared to 28% of those from Fairlight and 30% of those from Manly. Females were also more likely to compost food (43% of females compared to 30% of males). Residents from Fairlight (28%) and Manly (34%) were less likely to **compost garden waste** compared to those from Balgowlah (53%) and Western Harbour (72%).

Residents from Manly were more likely to say that due to the environmental reasons they decided to **re-use something** instead of throwing it away (87%) compared to residents from Western Harbour (75%) as were those aged 25-34 (91%) and 65+ (87%) compared to those aged 45-64 (73%).

Almost eight in ten female residents (76%) reported that they tried to **avoid products with lots of packaging** compared to 55% of males. Residents from Manly and Western Harbour also reported trying to avoid products with lots of packaging (72% each compared to 57% of residents from Balgowlah). Female residents were likely to say that they **chose household products that are better for the environment** (86%) compared to male residents (75%). Residents aged 25-34 also reported similar activity that they had done regularly (93% compared to 76% for those aged 35-44 and 77% for those aged 55-64).

Residents from Fairlight were less likely to say that they made an effort to **reduce water consumption** (84% compared to 96% for residents elsewhere). Residents aged 25-34 (73%) were more likely to report that they **reduced use of the car** for environmental reasons compared to 51% for those aged 45 and more.

More than half of residents from Manly (56%) and Western Harbour (58%) reported that they **tried to get information** on some topic that they thought was relevant to protecting the environment compared to 40% for residents from Balgowlah and 49% from Fairlight. This activity was also reported more frequently by those aged 35-44 (64%), male residents (59% compared to 44% for females) and residents living in the detached dwellings (55% compared to 36% for those in semi-detached dwellings).

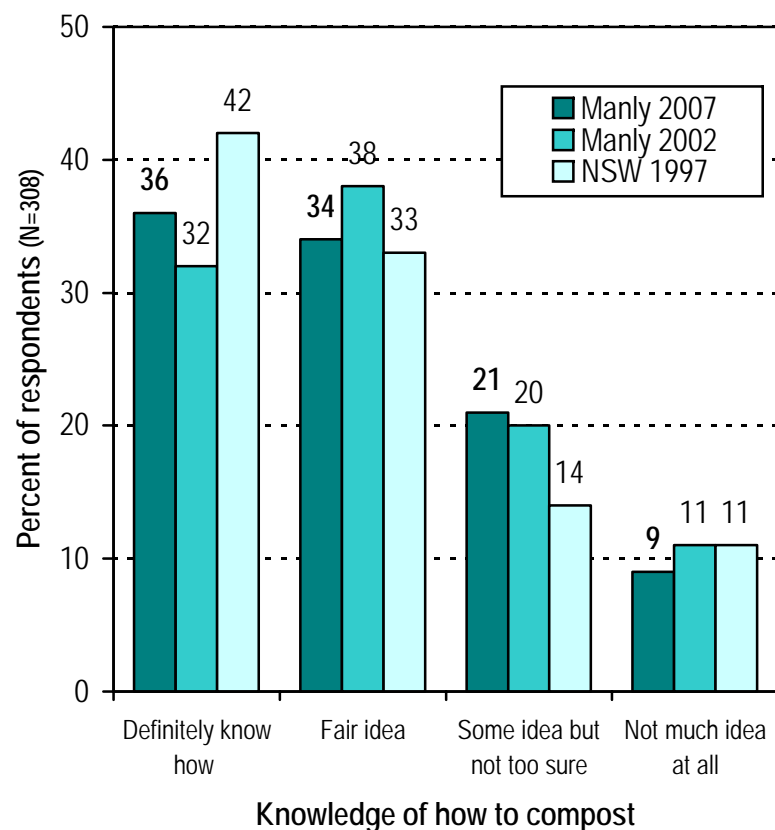
About two in five residents from Fairlight (41%) and Manly (40%) said that they had **written a letter**, or signed a petition, or attended a meeting, or made a report or complaint with the aim of improving the environment compared to 20% of residents from Balgowlah and 29% from Western Harbour doing so. This activity was also reported more frequently by those aged 35-64 (46%) compared to 19% of residents aged 25-34.

Results of 2002 and 2007 are fairly similar in terms of the proportion of residents performing the following activities: recycling bottles, reducing electricity, avoiding litter, and deciding to re-use some items. However, compared to 2002, more residents in 2007 reported they reduced water consumption, chose better household products, composted food and/or garden waste, avoided products with lots of packaging, reduced use of car and tried to get information relevant to protecting environment. Compared to Manly residents, NSW residents were more likely to have reduced use of car (69% compared to 60% for Manly residents) and compost food and/or garden waste (60% compared to 45%).



## 11. Knowledge about household composting

Figure 7: Level of knowledge about household composting



Residents were asked how much they knew about how to start a household compost. Slightly more than one-third of residents (36%) said they definitely know how to go about doing that. Residents in detached and semi-detached dwellings were more likely than unit residents to say they definitely know how to go about it (44% and 40% respectively compared to 26% of unit residents). Male residents were also more likely to say they definitely know how to do it (42% compared to 31% of females) while female residents were more likely to say they have a fair idea about household composting (42% compared to 25% of males). Residents aged 35 and more reported that they definitely know how to go about household composting (47% compared to 14% of people aged 25-34).

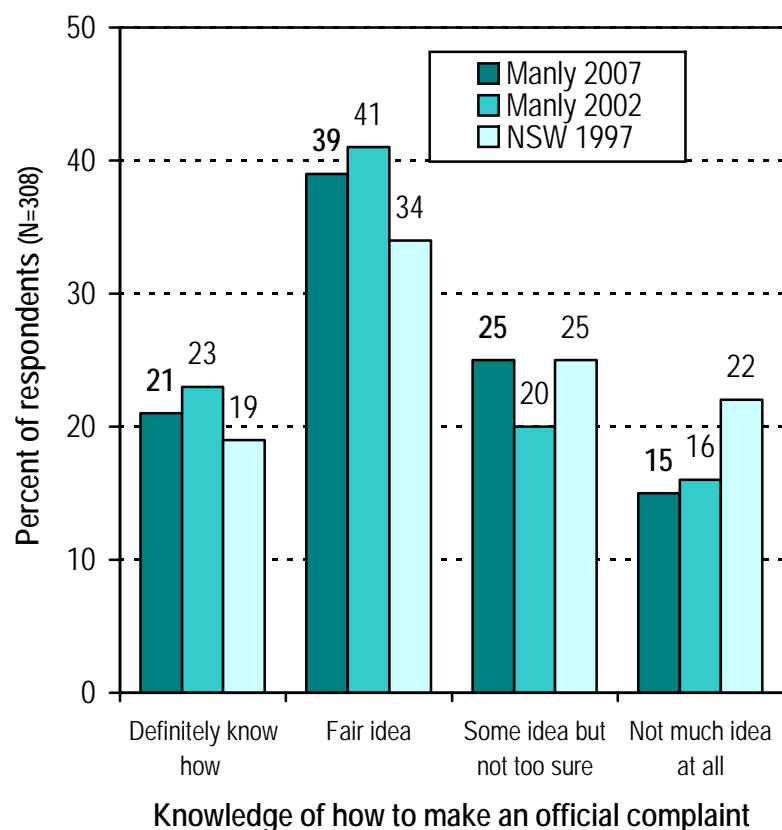
Western Harbour residents (82%) were more likely than residents of Balgowlah (67%) and Fairlight (66%) to say they definitely know or have a fair idea of how to do a household compost.

Compared to the 2002 survey, more Manly residents in this year's survey reported they definitely know how to go about household composting, whereas those reporting they have a fair idea of how to do it have been decreased.

This question was not asked in the 2006 NSW Survey, but was asked in the 1997 NSW Survey. These results are shown in Figure 7 opposite. Manly residents in 2007 were less likely to definitely know how to compost than NSW residents in 1997.

## 12. Knowledge about how to make an environmental complaint

Figure 8: Level of knowledge about how to make an official complaint



Almost two out of three residents (60%) said they definitely know (21%), or have a fair idea (39%) about how to make an environmental complaint. Residents from Western Harbour (79%) and Manly (63%) were more likely to report that they know how to make an official complaint compared to residents from Balgowlah (45%).

Two out of five residents (40%) said they are not too sure (25%) or would not have much of an idea (15%) on how to go about doing this.

Seven out of ten residents aged 55-64 (73%) reported that they definitely know or have a fair idea about how to make an official complaint about an environmental problem compared to 49% of residents aged 25-34 reporting so. This younger age group was less confident, with 51% saying they are not too sure or have not much of an idea about how to do it.

Residents reporting definitely knowing and have a fair idea of how to make an official complaint about an environmental issue in this year's survey have decreased compared to the 2002 survey. More people in this year's survey were likely to say they have some idea but not too sure.

This question was not asked in the 2006 NSW Survey, but was asked in the 1997 NSW Survey. These results are shown in Figure 8 opposite. Manly residents in 2007 were more likely to definitely know or have a fair idea on how to make a complaint than NSW residents in 1997.

### 13. Information about environmental issues

Source of information	Percent of respondents	
	Manly 2002	Manly 2007
Newspaper	54%	57%
Internet	20%	49%
Television	25%	36%
Manly Council	30%	15%
Radio	8%	13%
Word of mouth	7%	6%
Manly Environment Centre	6%	4%
Library	4%	3%
Books (NFI)	0%	3%
Government Agencies (e.g. National Parks, Sydney Water)	1%	3%
Through school / work	3%	2%
Magazines	4%	2%
Leaflet / Brochures / Pamphlets (NFI)	8%	2%
Precinct meetings	1%	1%
Greenpeace	2%	1%
Manly Daily	2%	1%
Formal study	2%	1%
Other	12%	5%

as movies, food market / cooperation, EPA, Political party (Greens), Council newsletters were also mentioned by two residents (1%).

Residents were asked where they get their information about environmental issues. More than one response was allowed.

The majority of residents (57%) mentioned the newspaper, following by the internet (49%). Residents of Balgowlah were more likely to mention the newspaper (68% compared to 47% of residents from Fairlight) and the internet (60% compared to 44% of residents from Manly), whereas residents from Manly and Western Harbour were more likely to mention Manly Council as an information source (16% and 26% respectively compared to 3% of residents from Fairlight).

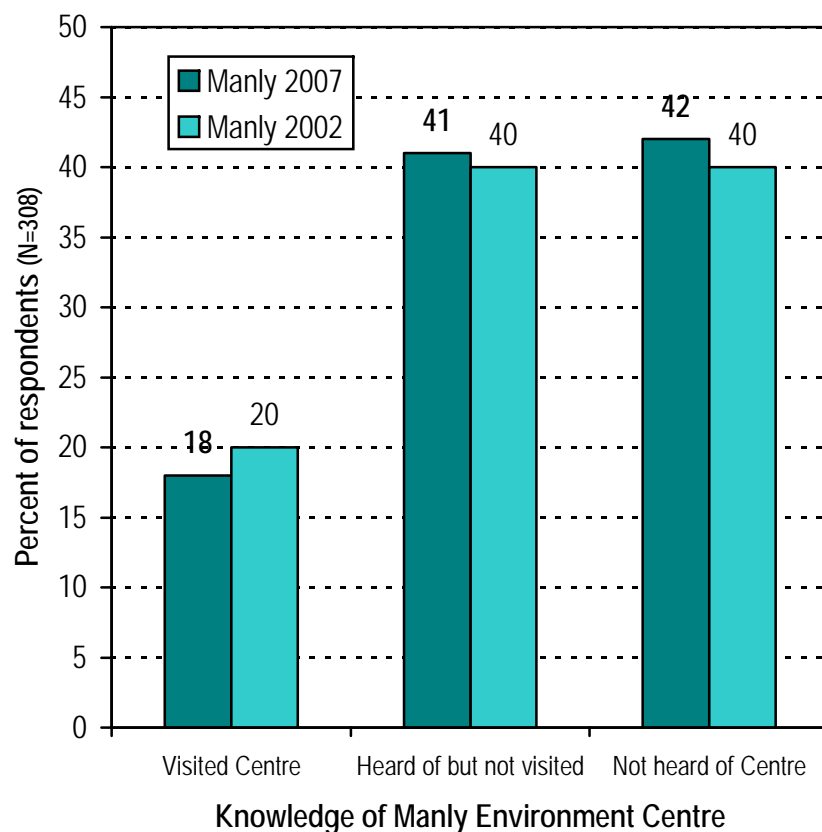
Older residents (65+) were more likely than residents in other age groups to mention radio (31% compared to 9%) and television as the source of information (47% compared to 28% for those aged 55-64 nominating television). Conversely, this older group (65+) was less likely to mention the internet as the source, with 15% compared to 57% of residents aged 25-64.

The Manly Environment Centre was more likely to be mentioned as a source of information by residents from Fairlight (8%) and Manly (7%) compared to none from Balgowlah and 1% from Western Harbour.

The opposite table reported the key information sources nominated by all residents, some of the other sources such

## 14. Knowledge of Manly Environment Centre

Figure 9: Awareness about Manly Environment Centre



Residents were asked if they had visited or heard of the Manly Environment Centre.

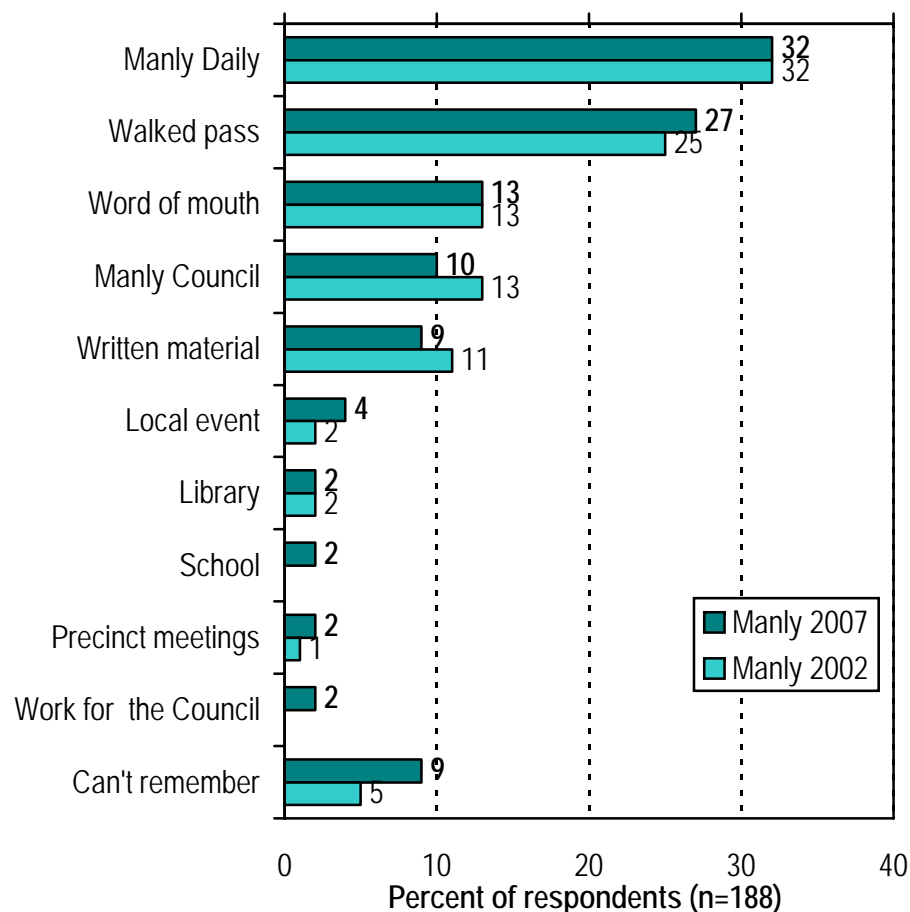
Almost one in five residents (18%) said they had visited the Centre. Residents from the Western Harbour (5%) were least likely to say that they had visited the Manly Environment Centre compared to 25% of residents from Manly and 18% from Fairlight. Similarly, residents between 15 and 24 were least likely to say they had visited the Centre, with only 7% having done so compared to 24% of residents in the older groups.

Residents aged 25-34 were most likely to say they had not heard of the Environment Centre (61%), and half of the male residents (50%) said they had not heard of the Centre either compared to 35% of females.

The number of residents who had visited the Centre, heard of, or not heard of the Centre were almost the same in 2007 and 2002 surveys.

## 15. Information sources about Manly Environment Centre

Figure 10: How residents found out about Centre



Residents who knew about the Manly Environment Centre were asked where they had heard about the Centre.

Of the 60 percent of residents who said they had visited or heard of the Centre, one-third (32%) said they had heard about it through the Manly Daily. Balgowlah and Western Harbour residents were more likely to cite the Manly Daily as the information source (49% and 45% respectively compared to 23% of residents from Manly). This is also the main source cited by older residents aged 65+ (52%).

The next most common method of having heard about it was by seeing it or walking pass it or living close by, mentioned by one in four people (27%). Manly residents were more likely than residents of other suburbs to say they had found out about it in this way (43% compared to only 3% of residents from Western Harbour and 7% from Balgowlah).

While residents in the unit dwellings (35%) were likely to say they heard about the Centre while passing by it compared to those in the detached dwellings (17%), residents in the detached dwellings were more likely to say they heard about the Centre through Manly Council (16% compared to 5% of those living in units).

There is no significant difference related to information sources about Manly Environmental Centre between this and previous survey.

## 16. Demographic information

Demographic information was obtained to allow the data to be weighted according to the current distribution of residents by age and gender in each of the four key areas of Manly Council (Manly, Balgowlah, Fairlight and Western Harbour suburbs). The weightings applied to this survey are presented in the table opposite.

All survey participants were asked at the conclusion of the questionnaire for the following demographic information:

- Age group
- Gender
- Amount of time lived in the Manly Council area
- Type of dwelling residing in
- Main language spoken at home
- Suburb in which reside.

Manly Council residents were very homogenous regarding the main language spoken, with 97 percent indicating that their main language was English. Of the 919 calls made to residents to participate in the survey, only 18 residents (2%) were unable to participate due to a language barrier.

The remaining demographic information collected is presented in graphical form in the following sections.

Demographic	UNWEIGHTED %		WEIGHTED %	
Base:	308		300	
<b>Age:</b>	n	%	n	%
15-24 years	21	7	35	12
25-34 years	38	13	76	25
35-44 years	72	23	57	19
45-54 years	56	18	48	16
55-64 years	42	14	30	10
65 and over	36	25	54	18
<b>Sex:</b>				
Male	141	46	145	48
Female	167	54	155	52
<b>Dwelling type:</b>				
Detached	165	54	142	47
Semi-detached	42	14	44	15
Unit	99	32	112	37
<b>Suburb:</b>				
Balgowlah	63	20	75	25
Fairlight	49	16	50	17
Manly	120	39	125	42
Western Harbour	76	25	50	17

Note: total may not equal 100% due to rounding.

Figure 11: Weighted age distribution of survey participants

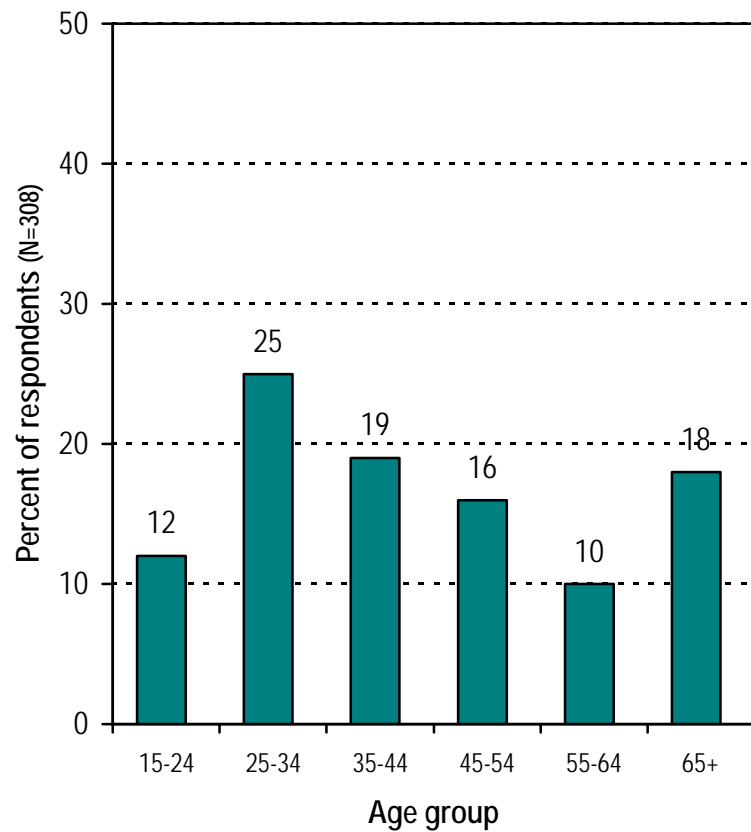


Figure 12: Suburbs in which survey participants resided

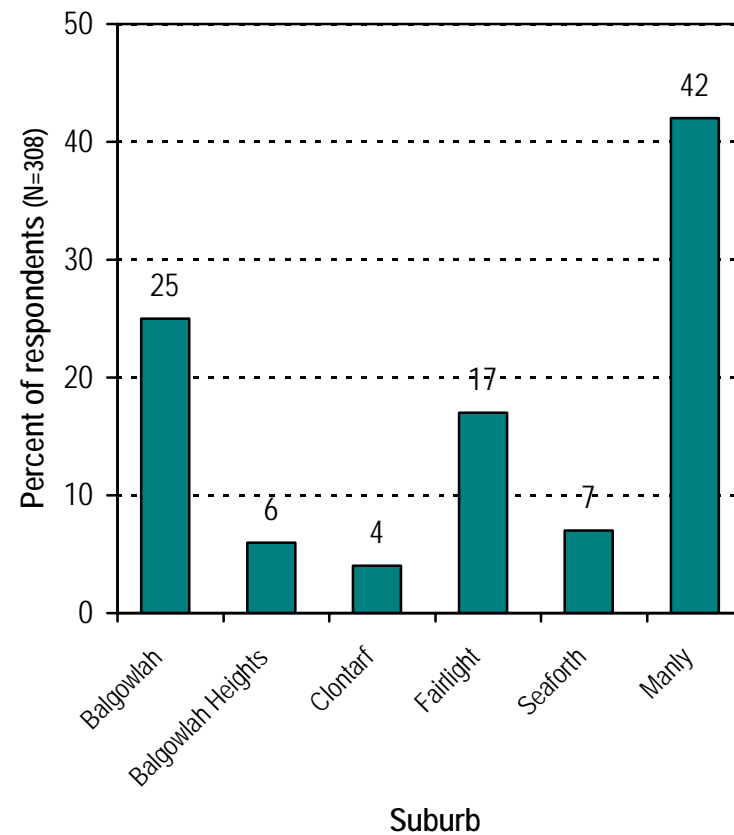
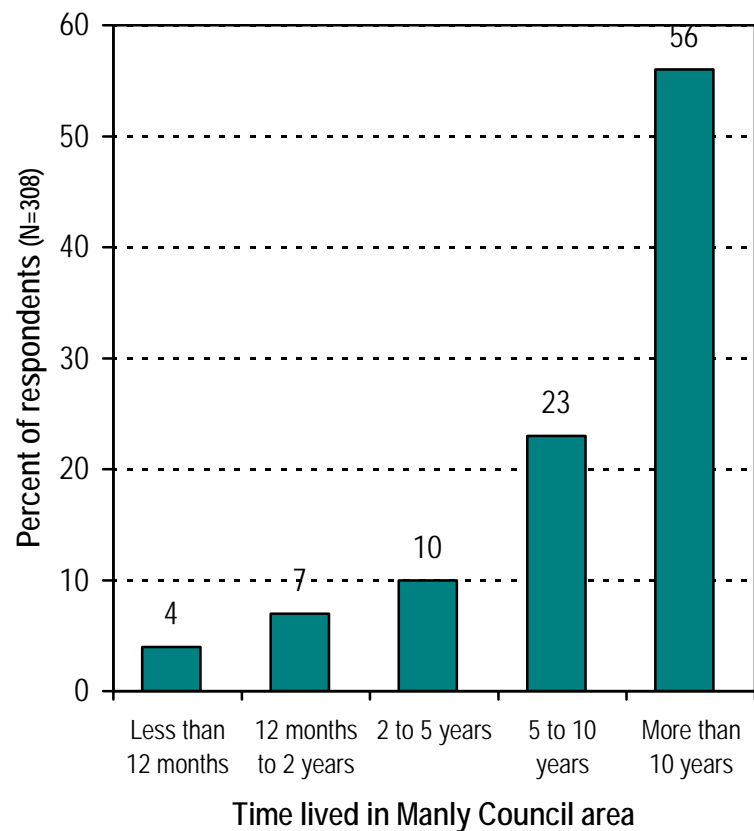


Figure 13: Length of time lived in Manly Council area

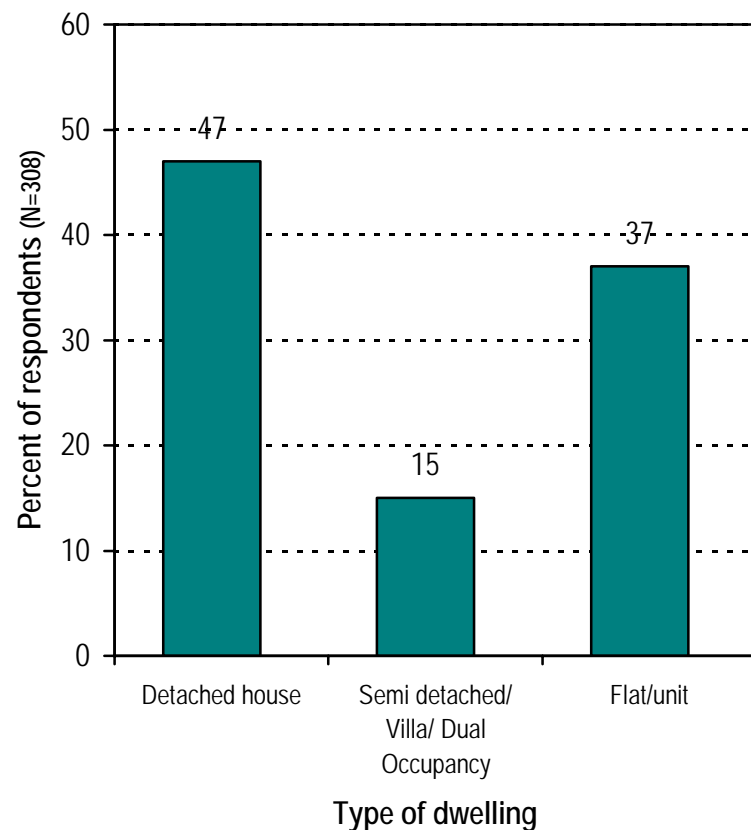


Residents were asked how long they had lived in the Manly Council area.

The majority of residents (56%) said they had lived in the Council area for more than ten years. Residents aged 25-34 were least likely to say so (22%) compared to other age groups (62%) as were residents living in the unit dwellings (36%) compared to those living in the detached dwellings (69%) and semi-detached dwellings (64%).



Figure 14: Type of dwelling lived in by survey participants



Residents were asked what type of dwelling they lived in. Majority of respondents are living in detached dwellings and units.

The vast majority of residents in the Western Harbour suburbs lived in detached dwellings (99%) compared to only 24% of Manly residents, 48% of Balgowlah residents and 53% of Fairlight residents.

The majority (59%) of Manly residents lived in units, following by 36% of Fairlight residents and 27% of Balgowlah residents. Almost two in three residents (64%) aged 25-34 reported that they lived in units and so did residents aged 65 and more (43%), whereas other age groups 35-64 were likely to live in the detached dwellings (58%).