

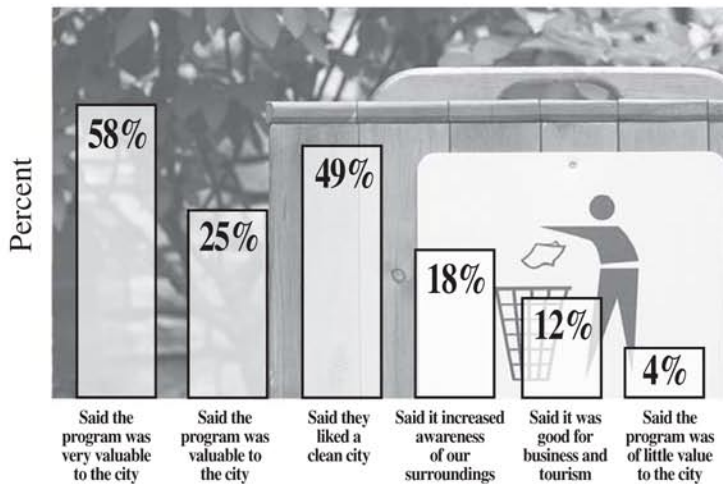


Poll STATION

With Linda Banister

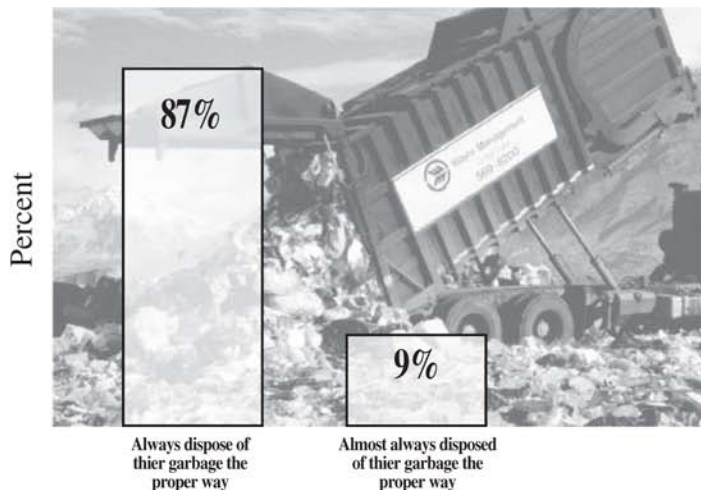
Capital City Clean Up is a year-round litter and graffiti management program that aims to keep Edmonton a cleaner and more enjoyable place to be. This month's *Poll Station* asked Edmontonians about their awareness and participation in the program.

ARE YOU AWARE OF THE CAPITAL CITY CLEAN UP PROGRAM?



To begin, respondents were asked if they were aware of the Capital City Clean Up program in Edmonton. The majority (72 percent) indicated they were aware of the program. When asked if they felt this program was valuable, 83 percent stated the program was either valuable (25 percent) or very valuable (58 percent). Forty-nine percent indicated they like a clean city; 18 percent believe the program increases people's general awareness of their surroundings; and 12 percent stated the program is good for business and tourism. On the other hand, four percent indicated there was little value in the program because people will dump their garbage knowing someone else will clean it up (50 percent).

DO YOU PROPERLY DISPOSE OF YOUR LITTER?



As Capital City Clean Up encourages everyone to participate in cleaning up our city, respondents were then asked how often they contributed. First, they were asked to indicate how often they properly dispose of their garbage. Ninety-six percent stated they always (87 percent) or almost always (nine percent) do. Next, they were asked how often they pick up litter. Forty-five percent indicated they always (23 percent) or almost always (22 percent) pick up litter, while 14 percent stated they rarely (five percent) or never (nine percent) do. When asked why they do not pick up garbage, 43 percent said it was not their garbage and not their responsibility, 29 percent stated they were concerned with their safety, and 21 percent felt it was unsanitary.

ARE CIGARETTE BUTTS A BIG PROBLEM?

The City has also started a pilot project to cut back on the thousands of improperly disposed cigarette butts. When respondents were asked if they believed that cigarette butt litter is currently a problem in our city, 76 percent believed that it was. Of the 26 percent of respondents that indicated they were smokers, 87 percent said they always (46 percent) or almost always (31 percent) dispose of their cigarette butts in ash trays or receptacles. Four percent indicated they never do.

To help solve this problem, members of the Downtown Business Association Core Crew and Old Strathcona Business Association are handing out portable ashtrays, which are small plastic canisters. When asked, 21 percent of respondents indicated they were aware of these canisters and 79 percent stated they were not. However, when asked if they felt these canisters were a good idea, 76 percent believed they were a good idea because they felt it would help keep cigarette butts off the ground (72 percent).

Finally, respondents were asked what the City could do to encourage people to properly dispose of their cigarette butts more frequently. Forty-four percent indicated the City should continue to give out portable ashtrays, 20 percent felt increased advertising would make people aware of the receptacles, and 16 percent thought there should be more on-the-spot fines.

New to the Edmontonians website: Monthly Poll Station Online Question

Visit www.edmontonians.com to register your opinion

Want a question included in the Edmontonians Poll?

Contact Linda at 780.451.4444 or e-mail lbanister@edmontonians.com.

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