



Results of 2nd Questionnaire and combined results

Executive Summary

It is clear from the findings that the work TIDY Northern Ireland is doing is going some way to getting the message across that littering, including graffiti, fly-posting, waste is offensive, 73% of respondents asked, believed that to be the case, with the majority of people agreeing with the statement. This is a slight decrease on the first survey undertaken in September 2006 when 86% felt it was offensive. It is also important to note that 11% of respondents felt that Air Pollution was a problem compared to only 2% of those surveyed in 2006. This change may well be because of the increased media awareness of the problems of climate change and other related issues. However it should be noted that only 2% of people asked thought that Global Warming was a problem compared to 4% in September of 2006.

A number of points came out of the survey and again the first being that clarification needs to be made as to what the fine is for littering, only 42% knew the actual fine compared to 48% in September 2006 even though extensive media coverage has been undertaken over the past six months to clarify the situation. The other questions posed was who can issue the fine, 59% still thought incorrectly but that is a reduction from the September figure of 82% and yet again 69% thought that the PSNI could issue the fine (81% thought so last time).

It is clear that although 43% compared to 41% in September 2006 of people interviewed felt that Northern Ireland was a clean country, but also that 52% compared to 61% of people surveyed in 2006 felt that the local councils still have a cleanliness problem, this is a major improvement from the council's perspective (9% improvement).

Yet again the survey this time indicated that the main type of litter people view to be an issue is fast food litter (37% of those questioned, a slight decrease on the September figure of 41%) and therefore this still needs to be addressed by a series of campaigns.

It is not surprising that yet again Dog Excrement (50%) was found to be the most high profile problem of littering, (43% found it objectionable in the 2006 survey) even though it has been proven to be actually a very small a problem on the streets by TIDY Northern Ireland's Borough Cleanliness Survey, indeed being reduced by 2% in 2006 to only 9% of streets having the problem.

Noticeably 62% of people interviewed stated that it is unacceptable to drop litter anywhere, sadly this is down on the 2006 survey when 81% felt that.

Again people believe that more bins, 61% this time compared to 65% in 2006 are needed to try and solve the littering problem because they are aware that litter shouldn't be dropped, but that sometimes it is hard when the necessary facilities are not available. Close on it's heels this time however 45% felt that education was important the same figure as in 2006.

Finally the results are again very encouraging for TIDY Northern Ireland as an organisation in that 41% compared to 34% in 2006 of people surveyed have heard about the charity, with an additional 26% possibly having heard of us. Less than 33% of people had never heard of us compared to 50% in 2006.

Recommendations

It is proposed that the following are recommended as points of action.

- Fast Food Litter is tackled by TIDY Northern Ireland in future campaigns with councils and other bodies.
- A further campaign is run informing people that littering is a criminal offence. (Link to answers to Q's 10, 11 & 12)
- Another campaign linked with the findings about enforcement and the actual fine is run, linking to the findings in Q12.
- Another campaign is run highlighting the need for enforcement, what the fine is and who can issue the fines.
- That in the follow up survey be run in September 2008 should funds be available

Introduction

This report contains the result of the second survey conducted in March 2007 and combines the results of this for this survey and those taken in September 2006.

Media

It is again proposed to release the findings of this report to the media after the TIDY Northern Ireland Board meeting on the 24th June and the quarterly meeting with Dr Ramsay at the end of July.

Analysis of the questions

In this report, each question has been analysed individually with questions/statements/action points listed at the end of each question. Answers have been rounded up to one decimal place.

The results of the questions

Please note that as in September 2006 some questions had multiple choices with people being asked to select one main answer and then one other, some questions had no choices. As a result some of the questions (such as question 1) have three separate results – female, male and total. A copy of the questionnaire can be found in appendix 1.

Question 1 - Which of the following do you think is the biggest problem in Northern Ireland?

This question set out the importance that people thought with regard to the environment as a national issue, and although Global Warming and Rising Sea Levels were in the media when this survey was being conducted (September) the top concern for both men and women was Litter and Littering (28% in total, 23% women and 33%men). With regard to Global Warming and Rising Sea Levels they got 4% on average and 1% respectively. Interestingly men thought littering was more of a problem than the women interviewed which is not the common perception.

	FEMALE ANSWERS		MALE ANSWERS		TOTAL	%Main Female	%Main Male	%Total
	Main		Main					
Litter and Littering	22		27		49	6	7	7
Graffiti	2		44		46	0.5	12	7
Vandalism	24		39		63	7	11	9
Fly tipping	58		77		135	17	22	19
Waste and Landfill	99		87		186	29	24	27
Air Pollution	34		46		80	10	13	11

Water Pollution	38	11	49	11	3	7
Over development	0	0	0	0	0	0
Fly posting	19	11	30	6	3	4
Global Warming	8	4	12	2	1	2
Loss of Biodiversity	22	2	24	6	0.5	3
Deforestation	11	6	17	3	2	2
Rising Sea Levels	1	1	2	0.3	0.3	0.3
Water drought	0	1	1	0	0.3	0.1
Other	0	0	0	0	0	0
Total	338	356	694			

September 2006 figures

	TOTAL NUMBER				PERCENTAGE			
	Female Main	Female Other	Male Main	Male Other	TOTAL	Main Female	Main Male	TOTAL
Litter and Littering	65	93	94	78	330	23.0	33.5	28.2
Graffiti	56	117	29	100	302	19.9	10.3	15.1
Vandalism	50	106	54	70	280	17.7	19.2	18.5
Fly-tipping	7	95	9	69	180	2.5	3.2	2.8
Waste and Landfill	31	60	26	57	174	11.0	9.3	10.1
Air Pollution	10	69	5	65	149	3.5	1.8	2.7
Water Pollution	9	78	9	58	154	3.2	3.2	3.2
Over development	25	61	17	44	147	8.9	6.4	7.5
Fly-posting	8	65	5	53	131	2.8	1.8	2.3
Global Warming	6	50	17	42	115	2.1	6.0	4.1
Loss of Biodiversity	8	28	9	39	84	2.8	3.2	3.0
Deforestation	3	36	1	32	72	1.1	0.4	0.7
Rising Sea Levels	2	16	4	25	47	0.7	1.42	1.1
Water drought	2	10	2	7	21	0.7	0.7	0.7
Other	0	0	0	0	0	0	0	0

Question 2 - How important is a clean environment to you?

This question clarified that it is important to the people of Northern Ireland to have a clean environment which if you add up the 'Very Important' and 'Important' together a total 82% thinking it is important compared to 86% in 2006.

	Female	Male	TOTAL	% Total
Very important	182	196	378	50
Important	181	138	319	42
Don't know	13	43	56	7
Unimportant	2	2	4	0.52
Very unimportant	0	1	1	0.13
	378	380	758	

September 2006 figures

	Female	Male	TOTAL	%
Very important	189	153	342	43.3
Important	145	195	340	43.1
Don't know	35	34	69	8.7
Unimportant	13	12	25	3.2
Very unimportant	8	5	13	1.6

Question 3 - Northern Ireland is a clean country?

This question leads naturally on from Question 2 in that people were asked if they thought Northern Ireland was a clean country, with in total 43% believing that it was this is an increase of 2% on the 2006 survey.

	Female	Male	TOTAL	% Total
Strongly agree	22	8	30	4
Agree	170	115	285	39
Don't know	73	144	217	30
Disagree	88	77	165	23
Strongly disagree	8	22	30	4

September 2006 figures

	Female	Male	TOTAL	%
Strongly agree	28	20	48	5.8
Agree	145	157	302	36.1
Don't know	92	81	173	20.8
Disagree	106	123	229	27.5
Strongly disagree	40	40	80	9.6

Questions 4 – Local Councils have a litter problem

Taking into consideration the answers to question 3 it is therefore surprising that there is a reduction of 9% from September's survey in that 52% compared to 61% in 2006 felt that local councils have a litter problem and that it needs to be addressed. 22% against 15% in 2006 felt that councils didn't have a problem, again a decrease of 7%. Again as with 2006 more men than women thought there was a problem.

	Female	Male	TOTAL	% Total
Strongly agree	20	96	116	16
Agree	144	113	257	36
Don't know	81	107	188	26
Disagree	89	52	141	20
Strongly disagree	14	0	14	2

September 2006 figures

	Female	Male	TOTAL	%
Strongly agree	56	69	125	15.2
Agree	184	198	382	46.6
Don't know	90	85	175	21.3
Disagree	58	56	114	13.9
Strongly disagree	17	7	24	2.9

Question 4a - What do you believe to be the cause of the problem?

This question was only asked of the 52% of people who felt that the council's did have a litter problem.

It clearly lays the blame yet again at the doors of the fast food outlets with 37% overall of people voting that the major problem area, 3% down on the 2006 figure, with this time 48% of men as opposed to only 24% of women putting number 1. The two other areas that reached double figures where, Frequency of Cleaning (19%) and Pedestrians Littering (14%). In 2006 Pedestrians were at No 2 with 22% feeling it was a problem but cleansing was down to single figures with only 6%, has the problem therefore increased with regard to cleansing?

Recommendation

It is therefore important that Fast Food Litter is tackled by TIDY Northern Ireland in future campaigns with councils and other bodies. Perhaps similarly to England a voluntary Fast Food Code of Practice should be introduced in Northern Ireland to help the public feel more confident in fast food outlets.

	Female		Male		TOTAL	%Main Female	&Main Male	%Total
	Main	Other	Main	Other				
Fast food outlets	37	55	97	45	234	23.6	47.8	37.2
Frequency of cleansing	41	62	30	66	199	26.1	14.8	19.7
People Littering (Pedestrians)	37	108	15	140	300	23.6	7.4	14.4
Business putting out rubbish	5	30	22	40	97	3.2	10.8	7.5
Flytipping	11	46	8	90	155	7.0	9.0	5.3
Back streets/alleyways	6	28	9	53	96	3.8	4.4	4.2
People putting out rubbish on the wrong day	3	32	8	45	88	1.9	3.9	3.1
Schools and School children	3	40	6	57	106	1.9	3.0	2.5
People Littering (from cars)	5	115	3	155	278	3.2	1.5	2.2
Outsiders/tourists littering	5	44	2	79	130	3.2	1.0	1.9
Farming (Rural activities)	3	34	1	57	95	1.9	0.5	1.1
Road works/pipe laying	1	33	2	52	88	0.6	1.0	0.8

September 2006 figures

	TOTAL NUMBER				PERCENTAGE			
	Female Main	Female Other	Male Main	Male Other	TOTAL	Main Female	Main Male	Total
Fast food outlets	65	107	129	62	363	30.7	49.0	40.8
People Littering (Pedestrians)	55	137	52	170	414	25.9	19.8	22.5
Back streets/alleyways	31	35	27	25	118	14.6	10.3	12.2
Schools and School children	4	70	15	65	154	1.9	5.7	4
Frequency of cleansing	18	87	13	73	191	8.5	4.9	6.5
Fly-tipping	6	87	7	57	157	2.8	2.7	2.7
People putting out rubbish on the wrong day	8	39	5	24	76	3.8	1.9	2.73
Farming (Rural activities)	1	19	5	18	43	0.5	1.9	1.3
Business putting out rubbish	9	46	4	29	88	4.24	1.5	2.7
Outsiders/tourists littering	8	42	3	22	75	3.8	1.1	2.3
Other	1	2	2	0	5	0.5	0.8	0.6

Road works/pipe laying	2	47	1	42	92	0.9	0.4	0.6
People Littering (from cars)	4	135	0	140	279	1.9	0	0.8

The next series of questions and answers are more specific to the individual types of litter.

Question 5 - What do you think is the worst kind of litter?

Dog Excrement yet again as in 2006 features as the highest with both men and women 50% (43% in 2006), this is hardly surprising as it features in all surveys undertaken as being the most visibly obnoxious form of litter, with again men finding it more obnoxious than women. This has been proven not to be an actual problem on the streets with it being only found in less than 9% of the streets surveyed during TIDY Northern Ireland's Borough Cleanliness Survey. Therefore although it is a major concern, and any 'mess' is one too many in reality it is not very prevalent. The two other most significant problems highlighted are Chewing Gum 17% (13% in 2006) and Cigarette Butts 7% compared to only 5% in 2006, both reductions in percentage terms from 2006. The biggest change being that Glass Bottles 5% now compared to 12% in 2006 are now seen as a problem. With regard to cigarette butts it should be noted that this survey (March '07) was undertaken BEFORE the ban came into being.

ONE ONLY	Female	Male	TOTAL	% Total
Dog Excrement	143	229	372	50.1
Chewing gum	86	43	129	17.4
Cigarette Butts	45	10	55	7.4
Plastic bags	21	33	54	5.0
Fast Food Wrappers	16	34	50	6.7
Glass bottles	23	13	36	4.9
Cans (drinks)	5	7	12	1.6
Newspapers, Magazines	4	6	10	1.3
Food	1	7	8	1.1
Small paper (ATM receipts)	3	3	6	0.8
Apple cores	1	4	5	0.7
Other	1	4	5	0.7

Results from 2006 Survey

ONE ONLY	Female	Male	TOTAL	%
Dog Excrement	176	212	388	43.8
Chewing gum	58	62	120	13.5
Glass bottles	56	50	106	11.9
Fast Food Wrappers	44	34	78	8.7
Plastic bags	34	24	58	6.5
Cigarette Butts	23	22	45	5
Food	18	13	31	3.5
Cans (drinks)	6	8	14	1.6
Small paper (ATM receipts)	8	6	14	1.6
Newspapers, Magazines	7	4	11	1.2
Apple cores	7	5	12	1.4
Other	5	4	9	1

Question 6 - Which of the following items do you feel it is ACCEPTABLE to drop on the ground?

This question asked people which of the items of litter they feel they can drop on the ground as opposed to into a bin.

Sadly this time only 62% felt it was inappropriate to drop letter compared to 70% in September 2006. Unlike 2006 however the figures for men and women are nearly the same. Apple cores this time has increased to 18% of people thinking it OK to drop them compared to 12% in September '06.

Recommendation

Emphasis needs to be placed on what constitutes litter so that future surveys would have a 100% result that no litter can be dropped on the ground rather than put in a bin.

	Female	Male	TOTAL	% Total
TICK ALL that is appropriate				
None of these	231	243	474	61.8
Apple cores	81	56	137	17.9
Cigarette Butts	31	56	87	11.3
Small paper (ATM receipts)	11	7	18	2.3
Food	11	5	16	2.1
Chewing gum	0	15	15	2.0
Cans (drinks)	4	2	6	0.8
Fast Food Wrappers	5	1	6	0.8
Dog Excrement	0	4	4	0.5
Other	1	1	2	0.3
Glass bottles	0	1	1	0.1
Plastic bags	0	1	1	0.1
Newspapers, Magazines	0	0	0	0.0

Results from 2006 Survey

TICK ALL that are appropriate	Female	Male	TOTAL	%
None of these	308	321	629	70.4
Apple cores	54	58	112	12.5
Cigarette Butts	34	25	59	6.6
Small paper (ATM receipts)	9	12	21	2.3
Food	18	6	24	2.7
Chewing gum	16	9	25	2.8
Dog Excrement	4	3	7	0.8
Fast Food Wrappers	4	1	5	0.6
Glass bottles	3	1	4	0.4
Cans (drinks)	2	1	3	0.3
Newspapers, Magazines	1	2	3	0.3
Plastic bags	2	0	2	0.2
Other	0	0	0	0

Question 7 - On which of the following occasions do you feel it is acceptable to drop litter?

Question 8 - In which of the following locations do you think it is acceptable to drop litter?

Questions 7 and 8 are linked in that firstly they ask 'on what occasion' and then 'which location' do people think it acceptable to drop litter. Question 7 asks the main occasion whereas question 8 does not give options. It is proposed to analyse the two questions together.

The results for both questions prove again that the message is getting across in that 51% this time compared to 80% in 2006 (question 7) and 70% this time compared to 83% (question 8) of people questioned believed it was unacceptable to drop litter anywhere. It is sad in both cases a reduction being reported. This time people felt that it was OK to drop litter if it was biodegradable 12% compared to 4% in 2006 when in fact all litter is an offence and causes problems. The largest change however is the one for street cleaning rising to 11% this time compared to only 1% last time, *someone else's responsibility!*

Question 7

	TOTAL			%	%	%
	Female	Male		Female	Male	Total
None of these	281	366	647	43.5	60.4	51.7
If the litter is biodegradable	86	60	146	13.3	9.9	11.7
If it will be lifted by street sweeper	87	46	133	13.5	7.6	10.6
At bus stops/train halts	75	32	107	11.6	5.3	8.5
Private land	33	22	55	5.1	3.6	4.4
Concert venues	29	26	55	4.5	4.3	4.4
If the area is already dirty	39	3	42	6.0	0.5	3.4
Sports venues	2	30	32	0.3	5.0	2.6
Outside work	4	10	14	0.6	1.7	1.1
Outside shops/cafes/restaurants	2	8	10	0.3	1.3	0.8
Outside pubs/clubs	6	3	9	0.9	0.5	0.7
Outside schools	2	0	2	0.3	0.0	0.2

September 2006 figures

	Female Main	Male Main	TOTAL	Main Female	Main Male	Total
None of these	316	341	667	78.6	82.8	80.7
Concert venues	19	17	63	4.7	4.1	4.4
If the litter is biodegradable	17	15	67	4.2	3.6	3.9
Private land	14	14	70	3.5	3.4	3.4
At bus stops/train halts	12	9	51	3.0	2.2	2.6
If the area is already dirty	11	6	30	2.7	1.5	2.1
Outside work	3	4	14	0.7	1.0	0.9
If it will be lifted by street sweeper	6	2	34	1.57	0.5	1.0
Outside pubs/clubs	1	2	9	0.2	0.5	0.4
Sports venues	1	1	11	0.2	0.2	0.2
Outside schools	1	1	3	0.2	0.2	0.2
Outside shops/cafes/restaurants	1	0	3	0.24	0	0.1

Question 8

	Female	Male	TOTAL	% Total
None of these	290	272	562	70
Sports venues	15	56	71	8.8
Concert venues	19	47	66	8.2
City/Town centre	36	10	46	5.7
Outside pubs/clubs	5	11	16	2
Rural areas	6	8	14	1.7
At bus stops/train halts	6	6	12	1.5
Private land	6	5	11	1.3
Outside shops/cafes/restaurants	1	1	2	0.2
Residential areas	1	0	1	0.1
Outside schools	0	0	0	0
Outside work	0	0	0	0

September 2006 figures

	Female	Male	TOTAL	%
None of these	365	371	736	83.0
Concert venues	10	27	37	4.2
Sports venues	6	26	32	3.6
Private land	12	15	27	3.0
City/Town centre	14	2	16	1.8
At bus stops/train halts	11	0	11	1.2
Outside pubs/clubs	4	3	7	0.8
Outside shops/cafes/restaurants	5	2	7	0.8
Rural areas	6	0	6	0.7
Residential areas	3	0	3	0.3
Outside work	1	2	3	0.3
Outside schools	2	0	2	0.2

Questions 9 and 10 deal with why do people drop litter and what would help resolve the problem.

Question 9 - In your opinion what are the main reasons for NOT dropping litter

The results of this question show a major change in that 28% felt that the cost of cleaning was likely to increase compared to only 10% feeling the same in 2006. The major decrease was in that only 18% felt that it looked unsightly compared to 36% in 2006.

Recommendation – Run another media campaign on it being a criminal offence to drop litter. (Link to answers to Q's 10, 11 & 12)

	Female	Male		% Main Female	% Main Male	%Total
	Main	Main	TOTAL			
Rates - cost of cleaning	130	56	186	39.8	16.3	27.7
It is unhygienic	46	87	133	14.1	25.3	19.8
Litter looks unsightly	78	44	122	23.9	12.8	18.2
It is a criminal offence	50	37	87	15.3	10.8	13.0
It is anti social	9	49	58	2.8	14.2	8.6
It increases rat population	3	37	40	0.9	10.8	6.0
Litter can kill animals	7	25	32	2.1	7.3	4.8

You live in an area	2	8	10	0.6	2.3	1.5
Litter causes fire	2	0	2	0.6	0.0	0.3
You work in an area	0	1	1	0.0	0.3	0.1

September 2006 figures

	TOTAL NUMBER				PERCENTAGE			
	Female Main	Female Other	Male Main	Male Other	TOTAL	Main Female	Main Male	Total
Litter looks unsightly	120	180	143	183	626	33.2	38.3	35.8
It is unhygienic	67	191	88	174	520	18.6	23.6	21.1
It is a criminal offence	38	139	66	113	356	10.5	17.7	14.2
It is anti social	18	175	15	148	356	5.0	4.0	4.5
Rates - cost of cleaning	52	143	23	130	348	14.4	6.1	10.2
It increases rat population	29	165	13	131	338	8.0	3.5	5.7
You live in an area	18	116	10	85	229	5.0	2.7	3.8
Litter can kill animals	8	112	7	75	202	2.2	1.9	2.0
You work in an area	1	76	4	57	138	0.3	1.1	0.7
Litter causes fire	10	64	4	49	127	2.8	1.1	1.9

Question 10 - Which of the following do you think would improve how people dispose of litter?

This question moves on to asking how matters could be improved with regard to the disposal of litter.

It is clear yet again that 61% of those interviewed this time as compared to 65% in 2006 believe that the solution to the problem would be more bins with 51% this time and 45% in 2006 feeling that those bins that already exist should be emptied more often. How this is addressed is a difficult problem as it is not always possible to install bins as some areas are not suitable, also the cost is quite considerable to put more people on the street to install and empty them. However these costs may be mitigated against by the reduced cleansing costs more bins (of correct design and situation) may lead to.

The second solution links to question 9 and also to the findings in questions 11 & 12 in that 49% this time and 45% in 2006 feel that enforcement is a possible solution.

The third solution which could be linked to enforcement and the findings in question 9 is that again Education features in fourth place with 45% this time same as in 2006 of people felt that education was important.

	Female	Male	TOTAL	Female %	Male %	% Total
More bins	252	257	509	15.0	30.9	61.2
Empty bins more often	243	185	428	14.5	22.2	51.4
Increase litter enforcement	207	203	410	12.4	24.4	49.3
Education	174	198	372	10.4	23.8	44.7
More ashtrays/butt bins	177	187	364	10.6	22.5	43.8
Increase prominence of bins	170	168	338	10.1	20.2	40.6
Make source of litter responsible	166	158	324	9.9	19.0	38.9
Anti-litter campaigns	146	147	293	8.7	17.7	35.2
Highlight consequences	139	135	274	8.3	16.2	32.9
Other	1	5	6	0.1	0.6	0.7

September 2006 figures

	Female	Male	TOTAL	%
More bins	281	264	545	65.5
Increase litter enforcement	205	175	380	45.7
Empty bins more often	210	164	374	45
Education	205	169	374	45
More ashtrays/butt bins	152	167	319	38.3
Increase prominence of bins	136	124	260	31.3
Highlight consequences	147	111	258	31
Make source of litter responsible	132	112	244	29.3
Anti-litter campaigns	131	87	218	26.2
Other	1	1	2	0.2

Question 11 - What is the on the spot fine for dropping litter?

This question links to the answers found in question 10 with regard to enforcement and education and those discovered in question 12.

Unlike in 2006 the number of fines quotes had reduced quite considerably with them ranging from £10 to £1000 this time compared to £2 to £2000 in 2006.

Sadly again the number of people quoting the correct fine as £50 is a reduction of 5% on 2006 when 48% actually knew the correct fine. This is a sad reflection on the fact that considerable media coverage has been given to the fine but it would seem that the message is not getting through.

It is therefore important that the message is got across what the fine is.

Recommendation – A campaign linked with the findings about enforcement and the actual fine is run, linking to the findings in Q12.

Fine	Female	Male	TOTAL	% Total
£10	1		1	0.1
£20	4	3	7	0.9
£25	15	27	42	5.7
£30	27	92	119	16.3
£35	18	8	26	3.5
£40	33	6	39	5.3
£45	20	5	25	3.4
£50	166	147	313	42.9
£55		1	1	0.2
£60	10	6	16	2.1
£65	3	1	4	0.2
£70	3	3	6	0.8
£75	3	6	9	0.2
£80	16	18	34	4.6
£85		1	1	0.2
£100	4	2	6	0.8
£150	0	1	1	0.2
£200	0	2	2	0.2
£500	6	2	8	0.2
£1,000	2		2	0.2

September 2006 Figures

	Female	Male	TOTAL	%
£2	0	1	1	
£3	0	1	1	
£5		1	1	
£10	4	5	9	1.1
£15	2	2	4	
£17		1	1	
£20	4	7	11	1.3
£25	13	20	33	4.0
£30	19	37	56	6.7
£35	1	3	4	
£40	12	8	20	2.40
£45	5	1	6	
£50	202	198	400	48.1
£55	6	1	7	
£60	22	10	32	3.8
£65	1		1	
£70	16	3	19	2.3
£75	3	6	9	
£80	25	20	45	5.4
£85	1		1	
£90	3		3	
£95	1		1	
£100	8	8	16	1.9
£100	1		1	
£150	3	4	7	
£150	2	2	4	
£195	1	1	2	
£200	12	25	37	4.4
£200	1	1	2	
£250	3	2	5	
£400		1	1	
£500	6	5	11	
£600	1	1	2	
£700		1	1	
£800	1	1	2	
£900		1	1	
£1,000	7	9	16	1.9
£1,050		1	1	
£1,500	3	0	3	
£2,000	1		1	

Question 12 - Who can issue on the spot fines for dropping litter?

The questions leads to the final problem found with regard to enforcement.

An improvement can be seen in the response to this question in that 69% still feel that the police can issue fines compared to 82% of those questioned last time in 2006. However there is a drop of 11% in those people who thought designated council officers can issue fines 52% last time 41% this time. Even 10% compared to 9% in 2006 thought that TIDY Northern Ireland could issue fines and that is somewhat concerning.

Recommendation - Run a campaign highlighting the need for enforcement, what the fine is and who can issue the fines.

	Female	Male	TOTAL	% Total
PSNI	221	287	508	69.6
Designated council officers	137	163	300	41
TIDY Northern Ireland	55	19	74	10.1
Councillors (Elected Members)	11	16	27	3.7
Judges/Magistrates	29	32	61	8.3
None of these	22	7	29	3.9
Members of the Assembly	4	9	13	1.7

September 2006 figures

	Female	Male	TOTAL	%
PSNI	328	352	680	82.0
Designated council officers	216	219	435	52.23
TIDY Northern Ireland	51	28	79	9.5
Councillors (Elected Members)	27	21	48	5.8
Judges/Magistrates	18	15	33	4.0
None of these	17	6	23	2.8
Members of the Assembly	13	6	19	2.3

Question 13 - Which of the following can you be issued an on the spot fine for dropping?

This question moves on to what you can be fined for dropping.

Although we didn't ask the question 'all of the following' it is clear that with over 73% this time compared to 60% in 2006 believed of all items to be finable. In fact only one item dropped below 70% this time and that was surprisingly drinks cans. While these results are positive it still indicates that approximately 30% of the population surveyed do not think you can be fined for dropping litter.

	Female	Male	TOTAL	% Total
Dog Excrement	350	342	692	94.9
Glass bottles	340	333	673	92.3
Fast Food Wrappers	329	222	551	75.5
Chewing gum	350	286	636	87.2
Cigarette Butts	342	258	600	82.3
Food	347	231	578	79.2
Cans (drinks)	291	189	480	65.8
Plastic bags	319	196	515	70.6
Newspapers, Magazines	291	223	514	70.5

Small paper (ATM receipts)	339	311	650	89.1
Apple cores	321	212	533	73.1
None of these	20	19	39	5.3

September 2006 figures

	Female	Male	TOTAL	%
Dog Excrement	352	342	694	83.4
Glass bottles	311	341	652	78.4
Fast Food Wrappers	301	307	608	73.1
Chewing gum	303	285	588	70.7
Cigarette Butts	290	291	581	69.8
Food	293	280	573	68.9
Cans (drinks)	281	286	567	68.1
Plastic bags	279	277	556	66.8
Newspapers, Magazines	269	276	545	65.5
Small paper (ATM receipts)	257	270	527	63.3
Apple cores	246	261	507	60.9
None of these	10	15	25	3.0

Question 14 - Which council area do you live in?

Over the two surveys TIDY Northern Ireland covered all 26 council areas equally with an average of 7% of the population in each area being surveyed, this therefore allows for the survey to be a true reflection of the feelings of the population of Northern Ireland on the subject of litter.

Question 15 – The age breakdown of those interviews

At the training sessions run by TIDY Northern Ireland, it was made clear to the surveyors that there should be an average of all 7 age ranges undertaken in the surveys, this has been achieved with an average of 16% being questioned in each age range this therefore meets the requirements set out by the rules of qualitative surveying.

Question 16 - Had you heard of TIDY Northern Ireland before this survey?

The final question in the survey related to the public's awareness of TIDY Northern Ireland as an organisation and again proved to be most revealing.

In September 2006 we had expected a very much lower figure than the one produced and therefore it was most encouraging that 34% of all people questioned had heard of TIDY Northern Ireland and if you added into that the 'maybes' the figure rises to 51%.

In the second survey 41% had heard of TIDY Northern Ireland and if the 'maybes' are added in the figure rises to a very positive 66%

	Female	Male	TOTAL	% Total
YES	156	148	304	41.7
NO	81	156	237	32.5
Don't know/Maybe	119	68	187	25.6

September 2006 figures

	Female	Male	TOTAL	%
YES	148	136	284	34.1
NO	183	220	403	48.4
Don't know/Maybe	79	66	145	17.4

Appendix A – Blank Survey form

Local Environmental Quality Campaign Questionnaire

Please ask the respondent to spare a few minutes to answer the following questions.

Questions 1 to 4 focus on 'Opinions on the Environment'

1. Which of the following do you think is the biggest problem in Northern Ireland?
(Put a 1 at Main problem then tick others that apply)

Graffiti	<input type="checkbox"/>	Flytipping	<input type="checkbox"/>
Loss of Biodiversity	<input type="checkbox"/>	Air Pollution	<input type="checkbox"/>
Waste and Landfill	<input type="checkbox"/>	Flyposting	<input type="checkbox"/>
Vandalism	<input type="checkbox"/>	Water Pollution	<input type="checkbox"/>
Litter and Littering	<input type="checkbox"/>	Deforestation	<input type="checkbox"/>
Global Warming	<input type="checkbox"/>	Rising Sea Levels	<input type="checkbox"/>
Over Development	<input type="checkbox"/>	Other (Please specify):	<input type="checkbox"/>
Water Drought	<input type="checkbox"/>		

2. How important is a clean environment to you?

Very Important Important Don't Know Unimportant Very Unimportant

3. Consider the statement: 'Northern Ireland is a clean country'. Do you:

Strongly Agree Agree Don't Know Disagree Strongly Disagree

4. Consider the statement: '<Insert Council Name> has a litter problem. Do you:

Strongly Agree Agree Don't Know Disagree Strongly Disagree

- 4b. If you 'strongly agree' or 'agree', what do you believe to be the cause of the problem?

(Put a 1 at main cause, then tick other causes that apply)

Back streets/ alleyways	<input type="checkbox"/>	People Littering (Pedestrians)	<input type="checkbox"/>
People putting out rubbish on wrong day	<input type="checkbox"/>	People Littering (from Cars)	<input type="checkbox"/>
Fast Food Outlets	<input type="checkbox"/>	Flytipping	<input type="checkbox"/>
Business putting out rubbish in day	<input type="checkbox"/>	Outsiders/tourists littering	<input type="checkbox"/>
Frequency of cleansing	<input type="checkbox"/>	Road works/ pipe laying	<input type="checkbox"/>
Farming (Rural Activities)	<input type="checkbox"/>	Other (Please Specify):	<input type="checkbox"/>
Schools and School Children	<input type="checkbox"/>		

Questions 5 to 10 focus on 'Attitudes to Litter'

5. What do you think is the worst kind of litter? (Tick only 1)

- | | | | |
|------------------------------|--------------------------|------------------------|--------------------------|
| Glass Bottles | <input type="checkbox"/> | Apple Cores | <input type="checkbox"/> |
| Cans (drinks) | <input type="checkbox"/> | Cigarette Butts | <input type="checkbox"/> |
| Small Paper (ATM Receipts) | <input type="checkbox"/> | Food | <input type="checkbox"/> |
| Fast Food Wrappers | <input type="checkbox"/> | Dog Excrement | <input type="checkbox"/> |
| Newspapers, Magazines etc... | <input type="checkbox"/> | Chewing Gum | <input type="checkbox"/> |
| Plastic bags | <input type="checkbox"/> | Other(Please Specify): | <input type="checkbox"/> |

6. Which of the following items do you feel it is acceptable to drop on the ground? (Tick all that apply)

- | | | | |
|------------------------------|--------------------------|-----------------|--------------------------|
| Glass Bottles | <input type="checkbox"/> | Apple Cores | <input type="checkbox"/> |
| Cans (drinks) | <input type="checkbox"/> | Cigarette Butts | <input type="checkbox"/> |
| Small Paper (ATM Receipts) | <input type="checkbox"/> | Food | <input type="checkbox"/> |
| Fast Food Wrappers | <input type="checkbox"/> | Dog Excrement | <input type="checkbox"/> |
| Newspapers, Magazines etc... | <input type="checkbox"/> | Chewing Gum | <input type="checkbox"/> |
| Plastic bags | <input type="checkbox"/> | None of these | <input type="checkbox"/> |

7. On which of the following occasions do you feel it is most acceptable to drop litter? (Put a 1 at main reason, then tick other reasons that apply)

- | | | | |
|--|--------------------------|-----------------------------------|--------------------------|
| If the area is already dirty | <input type="checkbox"/> | No ashtray nearby | <input type="checkbox"/> |
| If it will be lifted by street sweeper | <input type="checkbox"/> | When too busy/ or in a hurry | <input type="checkbox"/> |
| If litter is biodegradable | <input type="checkbox"/> | If it is accidental | <input type="checkbox"/> |
| If there is no bin nearby | <input type="checkbox"/> | When you are alone | <input type="checkbox"/> |
| When you are drunk | <input type="checkbox"/> | When you are driving (from a car) | <input type="checkbox"/> |
| Night Time | <input type="checkbox"/> | None of these | <input type="checkbox"/> |

8. In which of the following locations do you think it is acceptable to drop litter? (Tick all that apply)

- | | | | |
|---------------------------|--------------------------|----------------------------------|--------------------------|
| City/Town Centre | <input type="checkbox"/> | Concert Venues | <input type="checkbox"/> |
| Rural Areas | <input type="checkbox"/> | Sports Venues | <input type="checkbox"/> |
| Residential Areas | <input type="checkbox"/> | Private Land | <input type="checkbox"/> |
| At bus stops/ train halts | <input type="checkbox"/> | Outside Shops/Cafes/ Restaurants | <input type="checkbox"/> |
| Outside Pubs/clubs | <input type="checkbox"/> | Outside Work | <input type="checkbox"/> |
| Outside Schools | <input type="checkbox"/> | None of these | <input type="checkbox"/> |

9. In your opinion, what are the main reasons for NOT dropping litter? (Put a 1 at main reason, then tick other reasons that apply)

- | | | | |
|--------------------------|--------------------------|-----------------------------|--------------------------|
| Litter looks unsightly | <input type="checkbox"/> | Rates - Cost of Cleaning | <input type="checkbox"/> |
| It is a criminal offence | <input type="checkbox"/> | It increases rat population | <input type="checkbox"/> |
| It is Unhygienic | <input type="checkbox"/> | You live in an area | <input type="checkbox"/> |
| It is Anti-Social | <input type="checkbox"/> | You work in an area | <input type="checkbox"/> |
| Litter can kill animals | <input type="checkbox"/> | Litter can cause fires | <input type="checkbox"/> |

10. Which of the following do you think would improve how people dispose of litter? (Tick all that apply)

- | | | | |
|-------------------|--------------------------|------------------------------|--------------------------|
| Provide more bins | <input type="checkbox"/> | Increased Litter Enforcement | <input type="checkbox"/> |
|-------------------|--------------------------|------------------------------|--------------------------|

- | | | | |
|---------------------------------|--------------------------|-----------------------------------|--------------------------|
| Provide more ashtray/ butt bins | <input type="checkbox"/> | Make source of litter responsible | <input type="checkbox"/> |
| Increase prominence of bins | <input type="checkbox"/> | Education | <input type="checkbox"/> |
| Empty bins more often | <input type="checkbox"/> | Highlight Consequences | <input type="checkbox"/> |
| Anti-litter campaigns | <input type="checkbox"/> | Other (Please specify) | <input type="checkbox"/> |

Questions 11 to 13 focus on 'Knowledge of Littering Laws'

11. What is the on-the-spot penalty fine for dropping litter?

12. Who can issue on-the-spot fines for dropping litter? (Tick all that apply)

- | | | | |
|-------------------------------|--------------------------|-------------------------------|--------------------------|
| PSNI | <input type="checkbox"/> | Designated Council Officers | <input type="checkbox"/> |
| Judges/Magistrates | <input type="checkbox"/> | Councillors (Elected Members) | <input type="checkbox"/> |
| Members of the Local Assembly | <input type="checkbox"/> | None of these | <input type="checkbox"/> |
| TIDY Northern Ireland | <input type="checkbox"/> | | |

13. Which of the following can you be issued an on-the-spot fine for dropping?
(Tick all that apply)

- | | | | |
|------------------------------|--------------------------|-----------------|--------------------------|
| Glass Bottles | <input type="checkbox"/> | Apple Cores | <input type="checkbox"/> |
| Cans (drinks) | <input type="checkbox"/> | Cigarette Butts | <input type="checkbox"/> |
| Small Paper (ATM Receipts) | <input type="checkbox"/> | Food | <input type="checkbox"/> |
| Fast Food Wrappers | <input type="checkbox"/> | Dog Excrement | <input type="checkbox"/> |
| Newspapers, Magazines etc... | <input type="checkbox"/> | Chewing Gum | <input type="checkbox"/> |
| Plastic bags | <input type="checkbox"/> | None of these | <input type="checkbox"/> |

Questions 14 to 17 focus on Demographic Information

14. Are You:

- Male Female

16. Which age range do you fall into?

- Under 16
 16 to 24
 35 to 44
 45 to 54
 55 to 64
 Over 65

15. Which council area do you live in?

17. Had you heard of TIDY Northern Ireland before this survey?

- Yes No Don't know / Maybe