



The Word on our Street



**KEEP
BRITAIN
TIDY**

*Working together
for cleaner,
greener places*

What we did

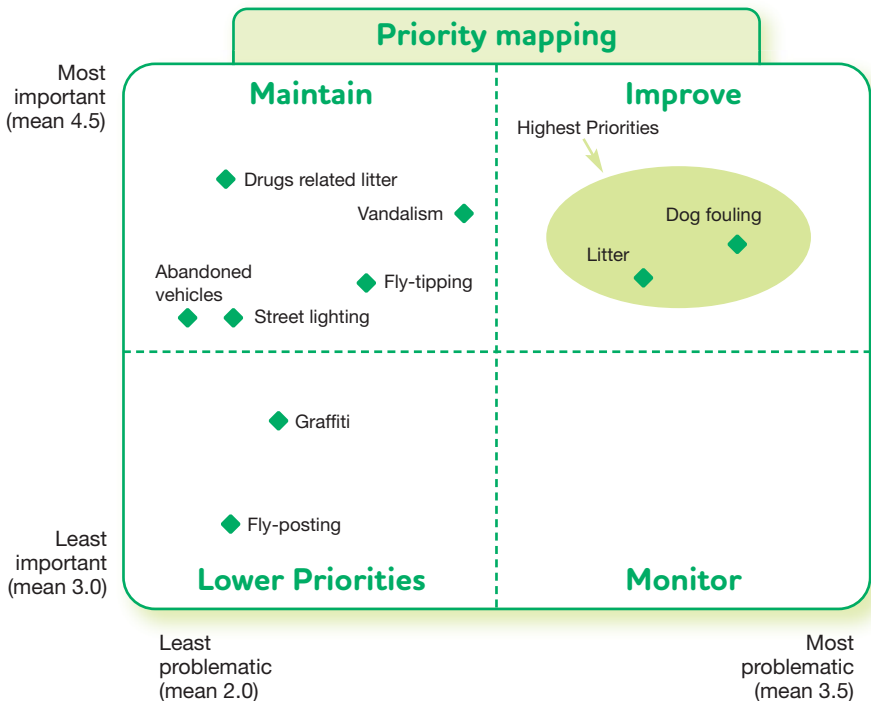
For the first time in eleven years Keep Britain Tidy has conducted a survey to track the general public's perceptions of their local environment¹.

The survey collected information on the public's attitudes and behaviours towards the quality of their local environment, which will help to understand any changes in perception that may develop over time.

Litter and dog mess top of the list

“Dog fouling and litter are the public's highest priorities”

Members of the public were asked how much of a problem certain local environmental quality issues were in their area and how important it was to them that money was spent on tackling the problems². The mean (average) scores for each issue are plotted on the graph below.



Base: 1,155

¹ For the full report visit the research section at www.keepbritaintidy.org

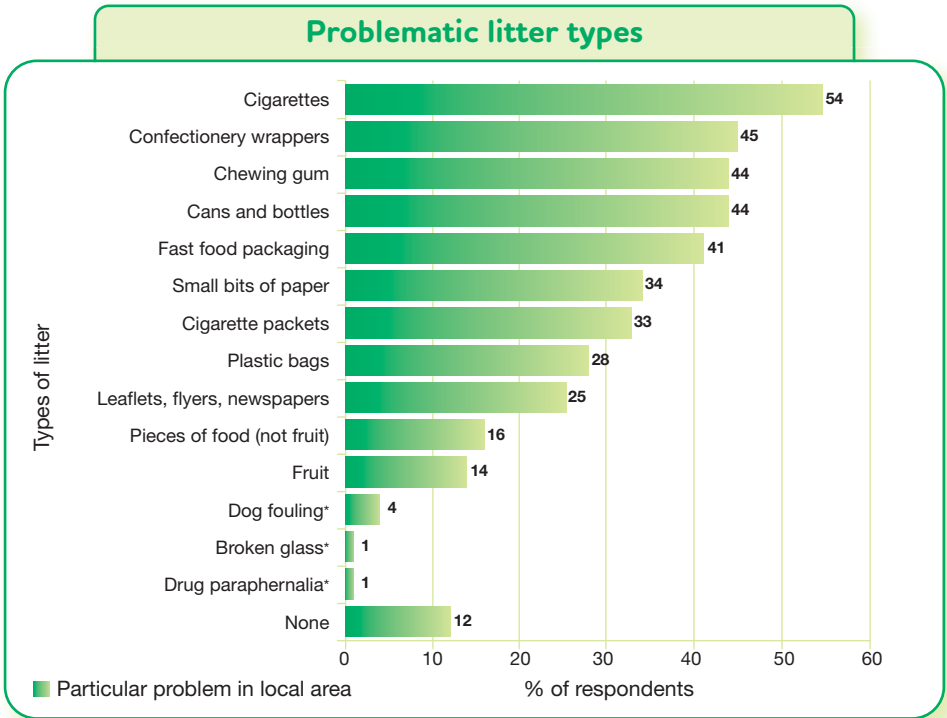
² Q: Assuming the following issues were found to be present in your area, how important would it be that money was spent on tackling them?

Q: Thinking now about what you actually see in your local area, please indicate how much of a problem each of the following issues are.

The biggest problems

“Cigarettes are the biggest litter problem in respondents’ local areas”

When asked which litter types the public considered to be a particular problem in their local area³, over half mentioned **cigarettes** and over two fifths mentioned **confectionery wrappers, chewing gum, cans and bottles** and **fast food packaging**.



Base: 1,155

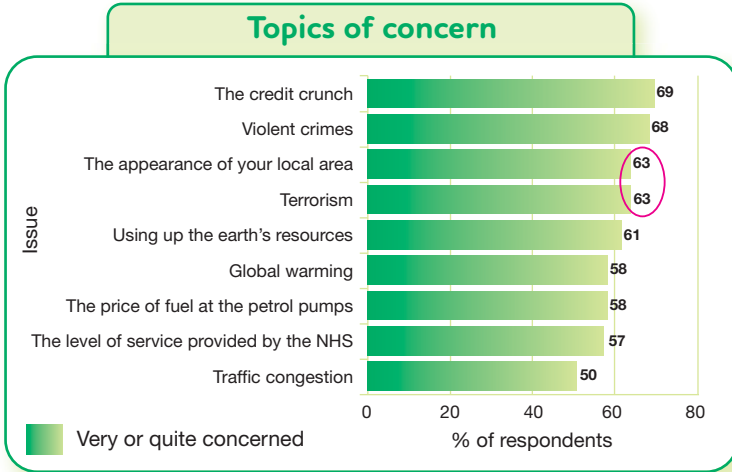
* Dog fouling, broken glass and drug paraphernalia were mentioned spontaneously by respondents

³ Which, if any, types of litter do you think are a particular problem in your local area? (Prompted)

The public's biggest concerns

“The public are just as concerned about the **appearance of their local area** as they are about **terrorism**”

Topping the list of the general public's concerns⁴ was the credit crunch, followed by violent crimes. However, the **appearance of the local area**, along with **terrorism**, was the third biggest issue causing the public (approximately **two thirds**; 63%) some degree of concern.

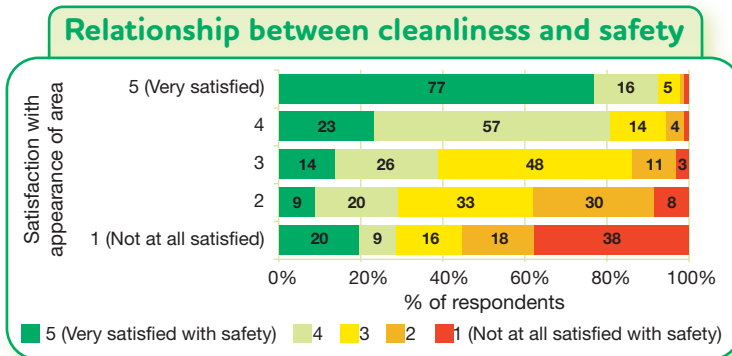


Base: 1,155

Feeling safe

“People feel **safer** in **cleaner** or better looking areas”

Members of the public who were satisfied with **how their area looked** were significantly more likely to be satisfied with **how safe they felt** in their area⁵.



Base: 1,155

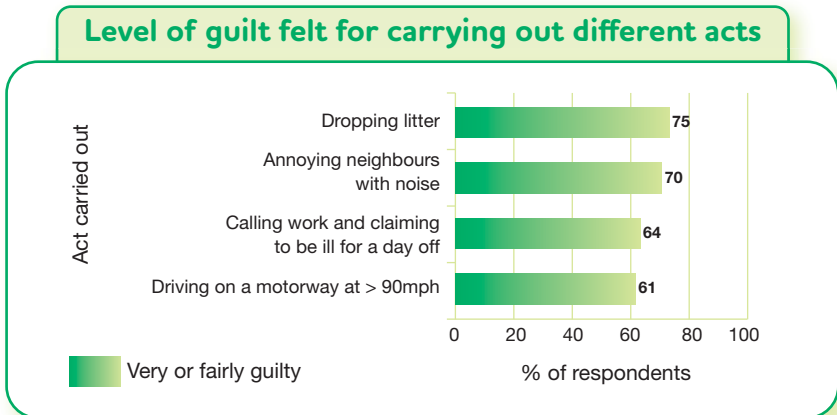
⁴ Q: I'm going to read out a list of issues which people talk about. For each one please say how concerned you personally are about it.

⁵ Q: Please tell me how satisfied you are with the following issues in your local area.

A guilty conscience?

“People feel **guiltier** for **dropping litter** than they do for claiming to be ill to get a day off work, driving on the motorway at more than 90 miles an hour and annoying neighbours with noise”

Three quarters (75%) said that they would feel guilty if they dropped litter, whilst seven in 10 (70%) said they would feel guilty if they annoyed their neighbours with noise⁶.



Base: 1,155

⁶ Q: I'm going to read out a list of things that people do. For each, if you were to do this how guilty would you feel about it?

This leaflet is a synopsis of the report,
for a more detailed version please visit the
research section at www.keepbritaintidy.org

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