

Branded Litter Study 2010/11

The logo consists of a dark green circle containing the text 'KEEP BRITAIN TIDY' in white, uppercase letters. The word 'KEEP' is on the top line, 'BRITAIN' is on the middle line, and 'TIDY' is on the bottom line.

**KEEP
BRITAIN
TIDY**

About Keep Britain Tidy

Keep Britain Tidy is an environmental charity working to achieve cleaner, greener places for everyone. We campaign in England against litter and neglect, providing advice and leading others by inspiring practical action and better policy. With our origins in the 1950s anti-litter campaigns, we now focus on the range of issues affecting where people live including fly-tipping, fly-posting, graffiti, antisocial behaviour and abandoned vehicles. We run programmes such as Eco-Schools, Blue Flag and Quality Coast Awards for beaches, and the Green Flag for parks to demonstrate practical action. We are part funded through Government and other income is secured through training, consultancy and sponsorship. For more information on how you can make a change visit www.keepbritaintidy.org.

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Executive Summary

Litter is a major problem and has a big impact on the places where we live, work and play.

Over 2.5 million pieces of litter are dropped on streets in the UK every day¹ with almost half of the population admitting to dropping litter at some time or other². During these austere times, our country is pouring millions of pounds on street cleansing to clean up this mess, with the annual cost of around £858 million³ a year.

As part of Keep Britain Tidy's ongoing work to bring about improvements to the quality of our local environment, a snapshot study has been carried out in 30 key locations across England to assess which brands the public litter the most. This is the second year that the study has been undertaken by Keep Britain Tidy; the first survey took place in 2009/10. The findings detailed within this report are not intended to give an in-depth account of branded litter, but rather take a sample view in 30 towns and cities for a one-day period in January 2011.

¹ *Symphony Environmental Study, 2005*

² *Litter Segmentation Study, Keep Britain Tidy, 2006*

³ *Local Government Financial Statistics*

Introduction

Aims and objectives

The aim of this study is to provide a snapshot of the most littered brands across the country during a one-day period in January 2011.

The key objectives in investigating littered brands are as follows:

- To identify which brands are most littered by the public by surveying 30 key locations in England over a one day period
- To identify the most littered brands by area
- To use this study to encourage the public to dispose of their litter responsibly and to engage with brands work in partnership to reduce the amount of litter dropped on streets in England

Methodology

For the purposes of the study, surveys were carried out in 30 key towns and cities across England. The areas surveyed were: Birmingham, Bolton, Canterbury, Carlisle, City of London, Derby, Durham, Gillingham, Gloucester, Halifax, Leeds, Leicester, Liverpool, London West End, Maidstone, Manchester, Middlesbrough, Newcastle, Northampton, Nottingham, Poole, Preston, Rugby, Sheffield, Southampton, Southend-on-Sea, Stoke, Sunderland, Watford and Wigan.

Each location was surveyed for a period of an hour in the morning (between 10.30am and 11.30am) to capture the amount of litter deposited after the morning rush hour. A second survey was then carried out for a period of an hour in the afternoon (between 1.30pm and 2.30pm). During each survey the brand, amount and type of all littered items seen were recorded.

Please note that in some areas (particularly close to the main shopping centres) regular street cleansing activity was taking place so the results do not necessarily reflect the true extent of branded litter being dropped in that particular location, but rather provide a snapshot of a moment in time.

Data analysis

The data collected during the surveys has been used to determine the most littered brands in England at the time of the study. The results provide not only a national overview but also help establish the most littered brands in each area and allow comparison to be drawn between locations.

The figures provided in the following section show the results as a percentage of all litter found.

Please note that this survey was designed to measure the relative amounts of litter dropped by brand and is not valid for drawing conclusions as to the overall or relative cleanliness of the areas surveyed.

National Results

Top ten most littered brands

During the surveys, the total amount of litter recorded was made up of 224 brands. Of all the brands observed during the study, however, the results reveal that the ten most littered brands in England are:

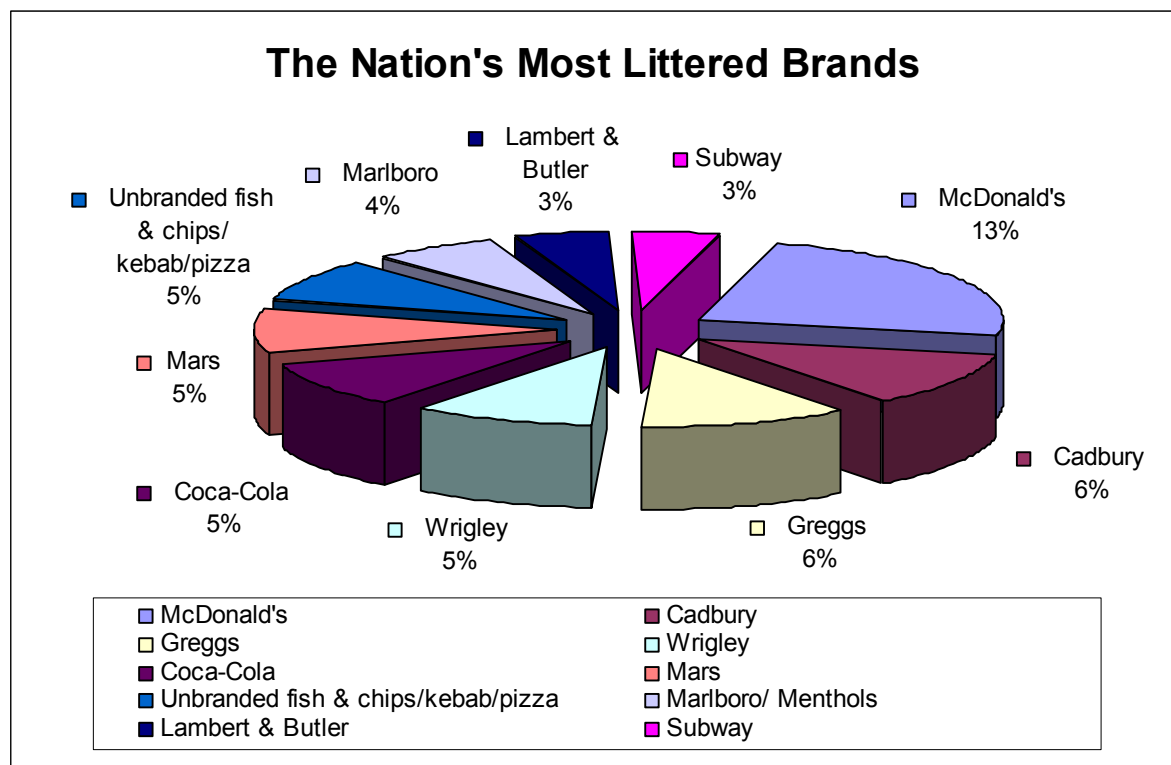
1. McDonald's	13%
2. Cadbury	6%
3. Greggs	6%
4. Wrigley	5%
5. Coca-Cola	5%
6. Mars Incorporated	5%
7. Unbranded fish & chips/ kebab/pizza	5%
8. Marlboro (Philip Morris International)	4%
9. Lambert & Butler (Imperial Tobacco Group)	3%
10. Subway	3%

** Results have been rounded to the closest figure. (NB where one or more brands show the same result, the brands have been ranked due to a marginal difference. See the full results in detail in Appendix 1.)*

Other brands which were heavily littered and fell within the top 20 ranking include Nestlé (3%), Mayfair (JTI Gallaher Group) (2%), Walkers (2%), Lucozade and Ribena (GlaxoSmithKline) (2%), Benson & Hedges (JTI Gallaher Group) (2%), Richmond (Imperial Tobacco Group) (1%), KFC (1%), Silk Cut (JTI Gallaher Group) (1%), Burger King (1%) and Costa Coffee (1%).

The following chart shows the breakdown of the top ten most littered brands. Due to the amount of data collected, it was not possible to show the results for all brands however the full results can be found in Appendix 1.

Figure 1: National results



** NB the above chart is for illustrative purposes only to highlight the split between the top ten brands. Due to the volume of data, it is not possible to show all brands found.*

The results from the study were found to vary significantly in each of the areas surveyed. A breakdown of these findings in each of the 30 locations can be found later in this report.

It is also important to note that there has been a shift in the top ten brands found from the 2009/10 survey, combined with changes to the volume of each type of litter found (for example, fast food, confectionery and smoking related litter). Further detail on this will be provided later within this section of the report.

The following tables show the top 20 for 2010/11 compared with last year's results.

2010/11		
1	McDonald's	13%
2	Cadbury	6%
3	Greggs	6%
4	Wrigley	5%
5	Coca-Cola	5%
6	Mars Incorporated	5%
7	Unbranded fish & chips/ kebab/pizza	5%
8	Marlboro (Philip Morris International)	4%
9	Lambert & Butler (Imperial Tobacco Group)	3%
10	Subway	3%
11	Nestlé	3%
12	Mayfair (JTI Gallaher Group)	2%
13	Walkers	2%
14	GlaxoSmithKline (Ribena and Lucozade)	2%
15	Benson & Hedges (JTI Gallaher Group)	2%
16	Richmond (Imperial Tobacco Group)	1%
17	KFC	1%
18	Silk Cut (JTI Gallaher Group)	1%
19	Burger King	1%
20	Costa Coffee	1%

2009/10		
1	McDonald's	14%
2	Greggs	8%
3	Wrigley	8%
4	Mars Incorporated	5%
5	Cadbury	5%
6	Coca-Cola	3%
7	Nestlé	2%
8	Richmond (Imperial Tobacco Group)	2%
9	Starbucks	2%
10	Unbranded fish & chips/ kebab/pizza	2%
11	Marlboro (Philip Morris International)	2%
12	Lambert & Butler (Imperial Tobacco Group)	2%
13	Subway	2%
14	Walkers	2%
15	Pepsi Co	2%
16	Mayfair (JTI Gallaher Group)	2%
17	Benson & Hedges (JTI Gallaher Group)	2%
18	Tesco	2%
19	Costa Coffee	2%
20	Burger King	1%

Types of litter observed

During the study, all litter seen was recorded by brand and type. The eight types of litter recorded comprise: fast food, confectionery, crisp packets, chewing gum (wrappers only), drinks containers and packaging, receipts, plastic bags and printed materials, smoking related materials (packaging only) and alcohol containers and packaging.

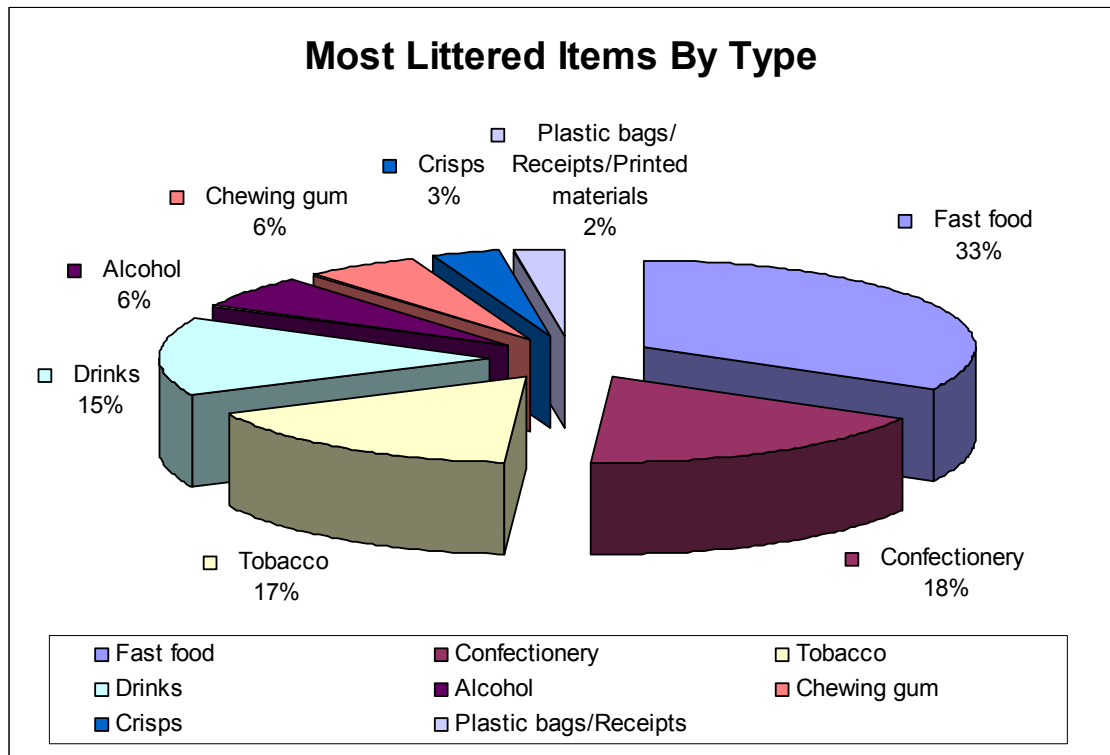
Fast food related litter was the most prevalent type of litter found, once again accounting for a third (33%) of all litter observed during the study, the same result as in the 2009/10 study.

However, there were some significant and interesting shifts in the proportion of certain types of litter observed by comparison to last year's branded litter study. In particular, confectionery related litter is now the second most commonly found item, accounting for 18% of all litter found – an increase of 4% since 2009/10 – and smoking related litter has also seen a rise, now accounting for 17% of all litter found during the snapshot survey – an increase of 3% on last year's findings.

Drinks containers and packaging now account for 15% of litter seen – a 4% drop on the findings for last year's survey. Alcohol related litter accounts for 6% of litter observed (an increase of 1%), while chewing gum wrappers also accounted for 6% of litter (a drop of 2% from 2009/10) and crisp packets at 3% (a decrease of 1%). Plastic bags, receipts and printed materials (such as magazines) account for just 2% of litter found (a reduction of 1% on last year's findings).

The following chart illustrates these findings. The full results can be found in Appendix 1.

Figure 2: National results for litter types



* NB the above chart is for illustrative purposes only to highlight the split between the types of litter found.

National Results by Litter Type

Fast food brands

A third (33%) of the litter sighted during the study was fast food related and was accounted for by 36 fast food brands.

The survey revealed that from these items of fast food related litter, the five most littered in England are:

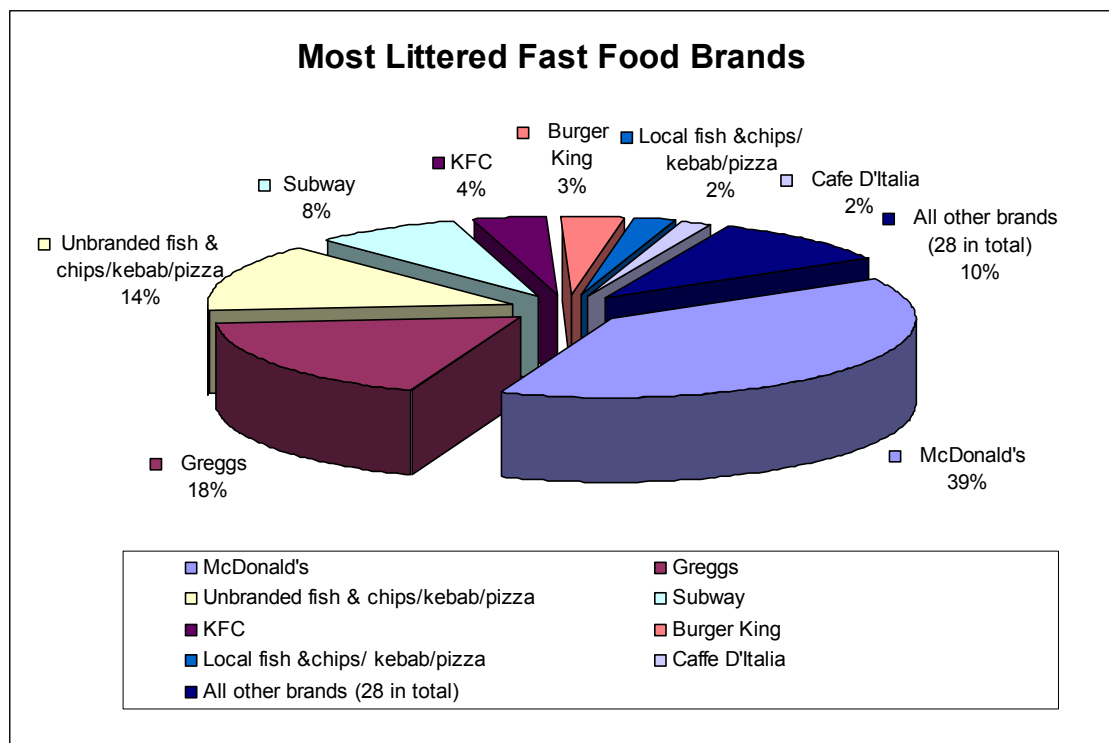
- | | |
|---------------------------------------|-----|
| 1. McDonald's | 39% |
| 2. Greggs | 18% |
| 3. Unbranded fish & chips/kebab/pizza | 14% |
| 4. Subway | 8% |
| 5. KFC | 4% |

* Results have been rounded to the closest figure. (NB where one or more brands show the same result, the brands have been ranked due to a marginal difference. See the full results in detail in Appendix 1.)

Other fast food brands which were found to be heavily littered included Burger King (3%), local brand fish & chips/kebab/pizza (2%) and Café D'Italia (2%).

The chart below illustrates which fast food brands were found to be most heavily littered. The full results can be found in Appendix 1.

Figure 3: National results for fast food brands



Confectionery brands

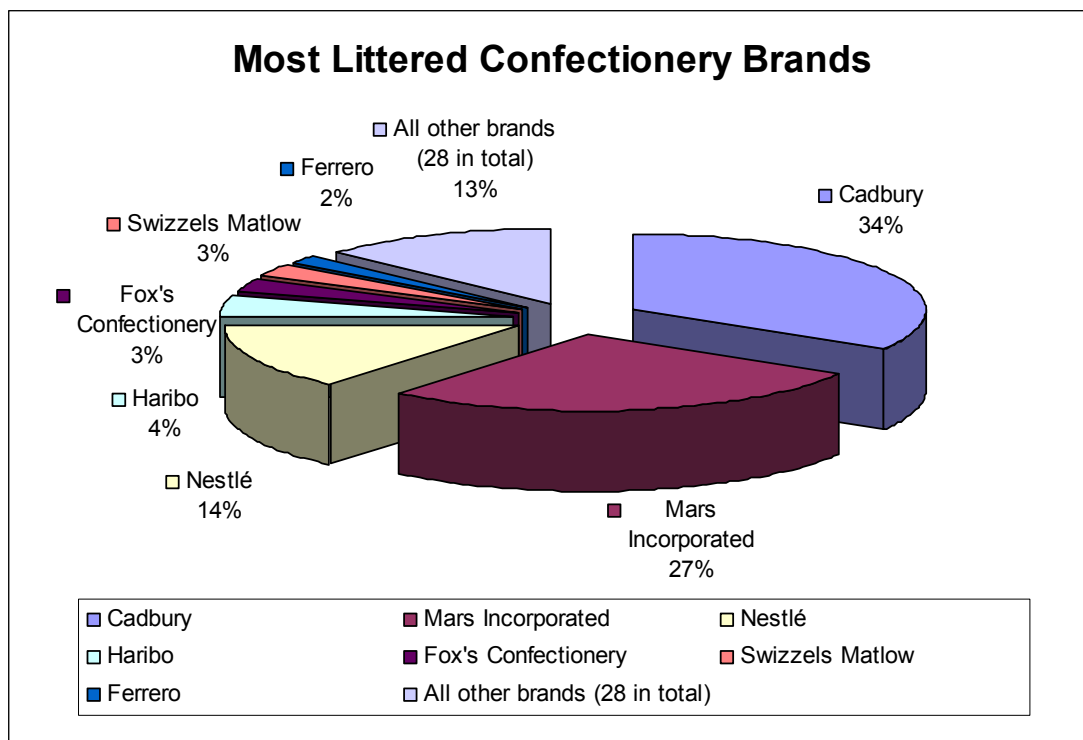
Sweet and chocolate wrappers accounted for 18% of all litter observed during the study, at an increase of 4% on last year's results.

Of the 35 confectionery brands seen during the study, Cadbury and Mars jointly represent almost two thirds of confectionery litter found. Alongside Cadbury and Mars, the study revealed that the five most littered confectionery brands in England are:

- | | | |
|------------------------|-----|------------------|
| 1. Cadbury | 34% | |
| 2. Mars Incorporated | 27% | |
| 3. Nestlé | 14% | |
| 4. Haribo | 4% | |
| 5. Fox's Confectionery | 3% | } Joint position |
| 5. Swizzels Matlow | 3% | |

** Results have been rounded to the closest figure. (NB where one or more brands show the same result, the brands have been ranked due to a marginal difference. See the full results in detail in Appendix 1.)*

Figure 4: National results for confectionery brands



The study also revealed that, from these items of litter, the five most littered confectionery product brands in England are:

1. Dairy Milk/Fruit & Nut 7%
2. Snickers/Twix 7%
3. Skittles/Starburst 6%
4. Kit Kat 6%
5. Milky Way 6%

** Results have been rounded to the closest figure. (NB where one or more brands show the same result, the brands have been ranked due to a marginal difference. See the full results in detail in Appendix 1.)*

Other confectionery brands which were observed during the study included Crème Egg (4%), Haribo (4%), Mars (4%), Cadbury Caramel (4%), Fox's Glacier Mints (3%) and Cadbury Twirl (3%).

The full list of confectionery product brands can be found in Appendix 1.

Tobacco brands

Litter from tobacco packaging was the third highest type of litter found during the study nationally, accounting for 17% of all litter found. In the London areas surveyed, tobacco packaging was the most prominent form of litter found.

The five brands that accounted for the majority of tobacco litter found, accounting for almost two-thirds (65%) in total, were Marlboro (Philip Morris International), Lambert & Butler (Imperial Tobacco Group), Mayfair (JTI Gallaher Group), Benson & Hedges (JTI Gallaher Group) and Richmond (Imperial Tobacco Group).

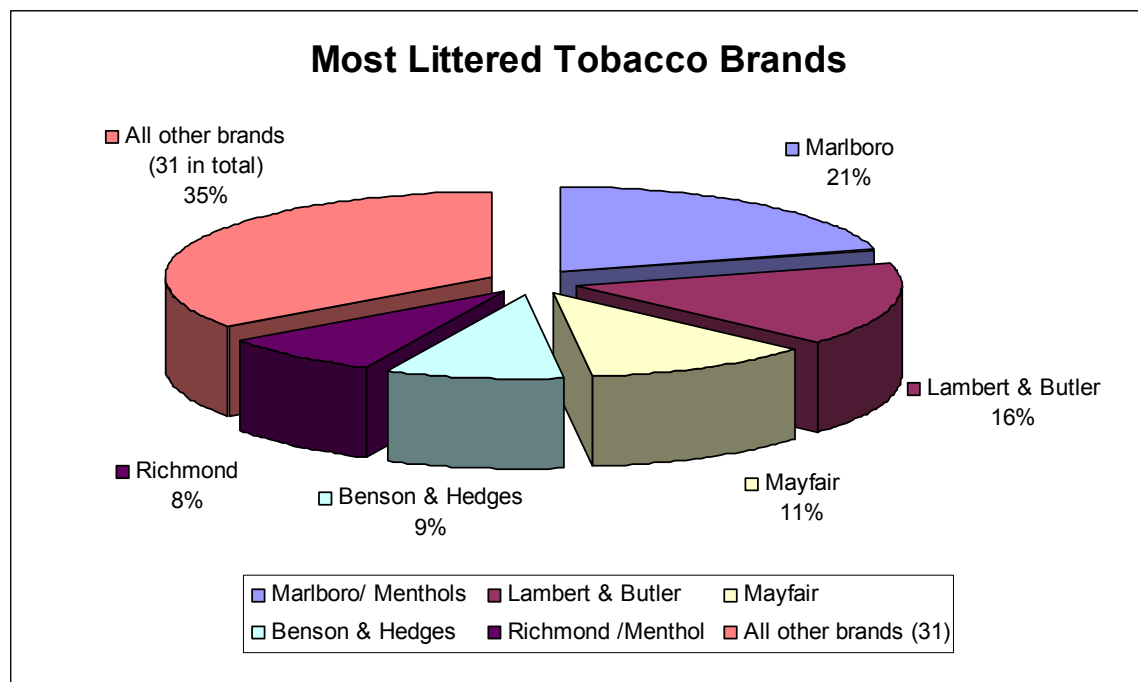
The study revealed that the five brands mentioned above had a gutter share of:

1. Marlboro (Philip Morris International) 21%
2. Lambert & Butler (Imperial Tobacco Group) 16%
3. Mayfair (JTI Gallaher Group) 11%
4. Benson & Hedges (JTI Gallaher Group) 9%
5. Richmond (Imperial Tobacco Group) 8%

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 1.)*

The following chart illustrates which tobacco brands were found to be most heavily littered. The full results can be found in Appendix 1.

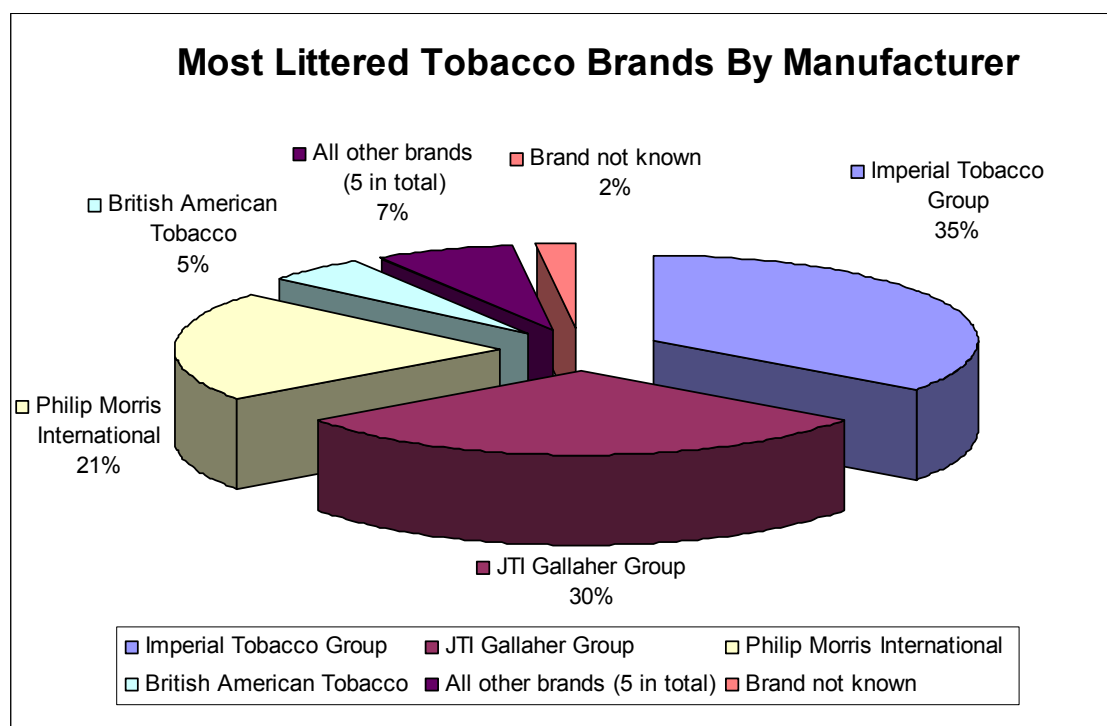
Figure 5: National results for tobacco brands



Of the tobacco brands observed during the study, over a third (35%) are owned by Imperial Tobacco Group, while a further 30% are owned by JTI Gallaher Group, with both company brands accounting for the majority of tobacco related litter found.

The overall findings can be seen in the following chart. The full results can be found in Appendix 1.

Figure 6: National results for tobacco brands by manufacturer



Drinks brands

Drinks cans, bottles and cartons accounted for 15% of all litter seen during the study, which is a significant reduction on last year's result of 19%.

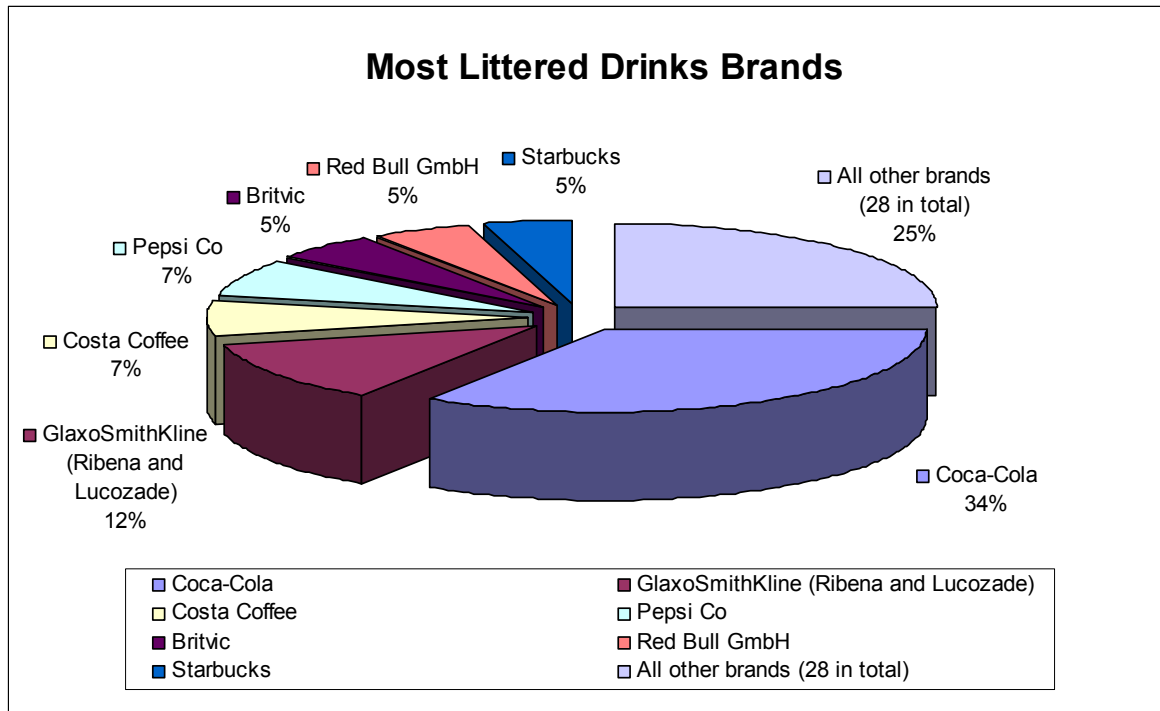
Of the 35 drinks brands seen, the study revealed that the five most littered drinks brands in England are:

- | | |
|--|-----|
| 1. Coca-Cola | 34% |
| 2. GlaxoSmithKline (Ribena and Lucozade) | 12% |
| 3. Costa Coffee | 7% |
| 4. Pepsi Co | 7% |
| 5. Britvic | 5% |

** Results have been rounded to the closest figure. (NB where one or more brands show the same result, the brands have been ranked due to a marginal difference. See the full results in detail in Appendix 1.)*

The findings are illustrated in the following chart. The full results can be found in Appendix 1.

Figure 7: National results for drinks brands



The study also revealed that of these items of litter, the most littered drinks product brands are:

- | | |
|-------------------------------|-----|
| 1. Coke/Diet Coke | 23% |
| 2. Lucozade | 10% |
| 3. Costa Coffee | 7% |
| 4. Red Bull | 5% |
| 5. Pepsi/Pepsi Max/Diet Pepsi | 5% |

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 1.)*

Alcohol brands

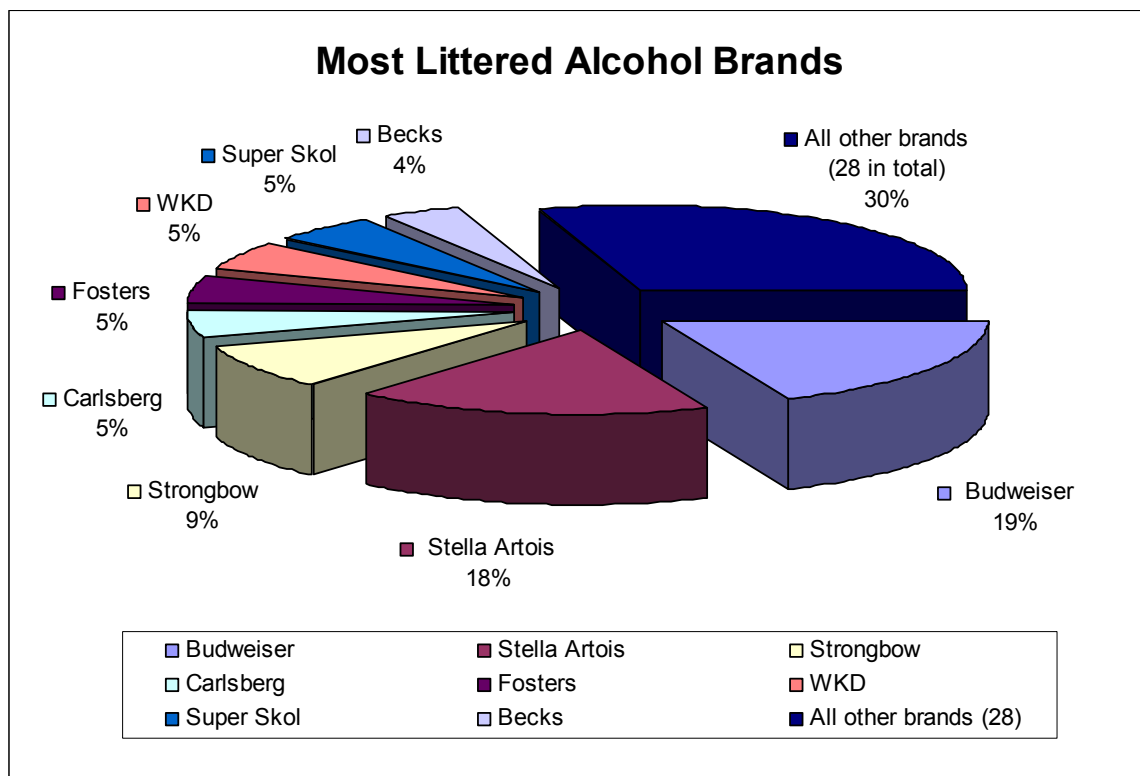
Alcohol containers and packaging accounted for a total of 6% of all litter found during the study, at an increase of 1% on last year's results.

Of the 38 brands seen, the study revealed that the five most littered in England are:

1. Budweiser	19%	
2. Stella Artois	18%	
3. Strongbow	9%	
4. Carlsberg	5%	} Joint position
4. Fosters	5%	
4. WKD	5%	
4. Super Skol	5%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 1.)

Figure 8: National results for alcohol brands



Chewing gum brands

Chewing gum litter in the form of packets and wrappers accounted for 6% of all litter observed during the study.

Wrigley once again constituted the majority share of chewing gum litter seen, accounting for 94% of wrappers and packaging noted during the study.

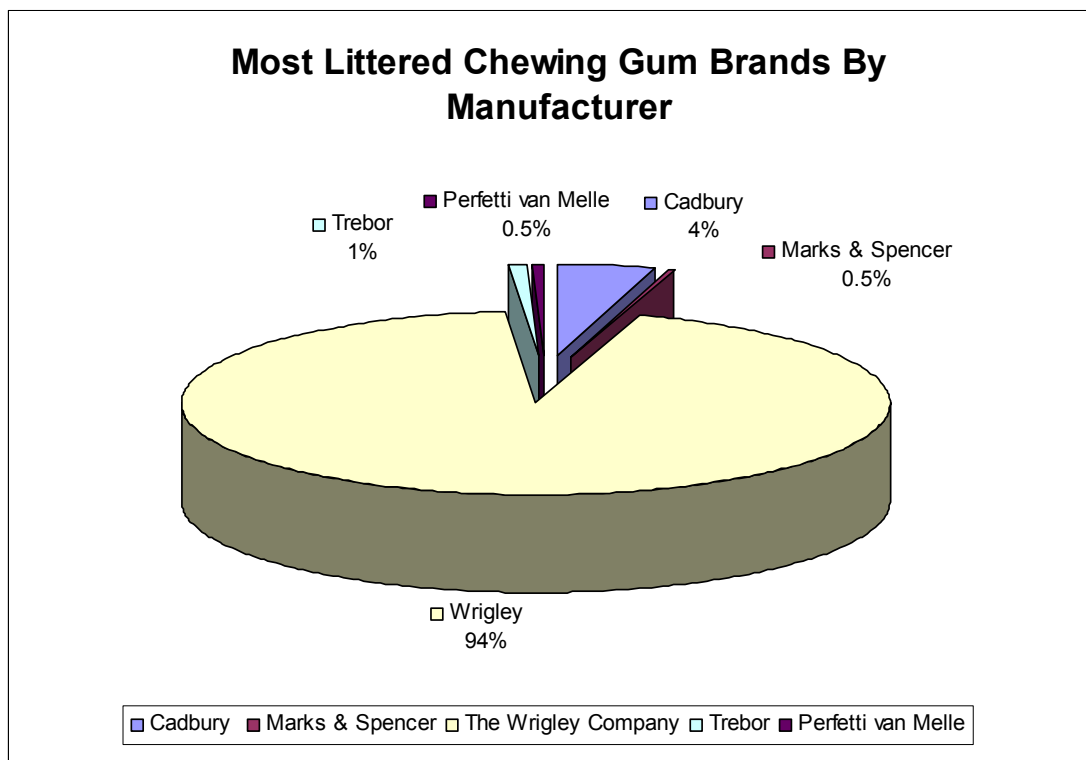
The chewing gum litter found was accounted for by just five brands:

1. Wrigley	94%	
2. Cadbury	4%	
3. Trebor	1%	
4. Perfetti van Melle	0.5%	} Joint position
Marks & Spencer	0.5%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 1.)

The following chart illustrates which chewing gum brands were found to be most heavily littered. The full results can be found in Appendix 1.

Figure 9: National results for chewing gum brands by manufacturer



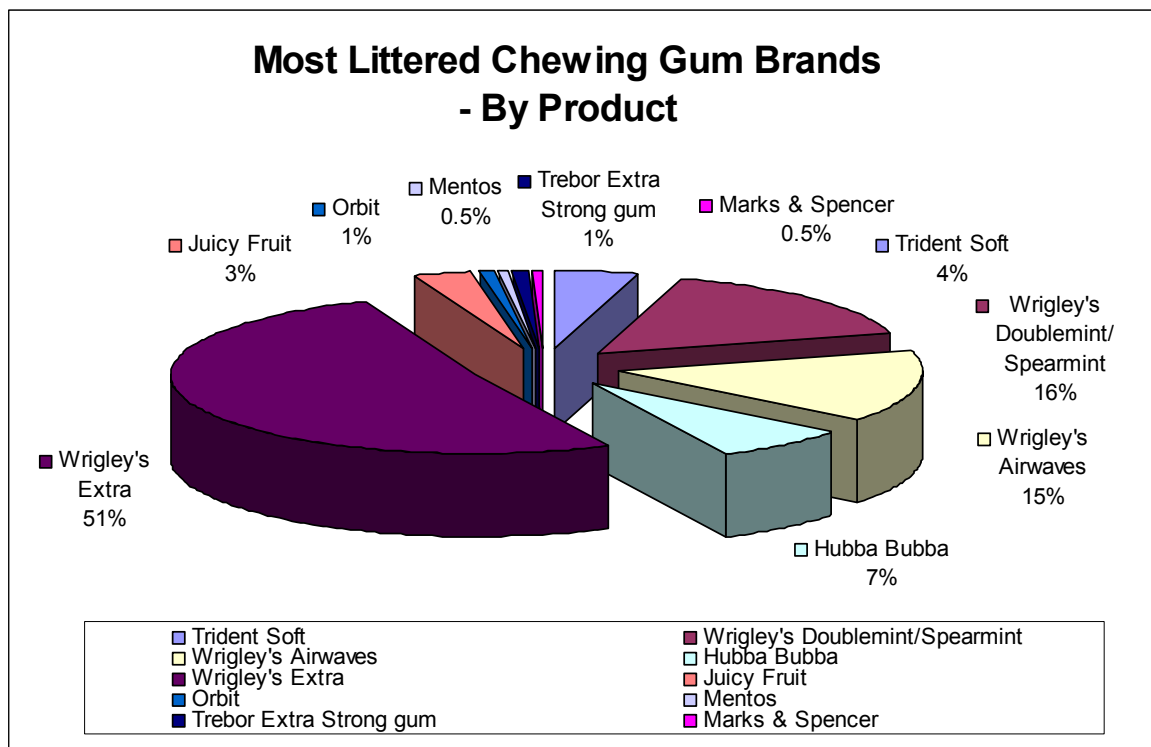
The study also revealed that of these items of litter, the five most littered chewing gum product brands are:

1. Wrigley's Extra	51%
2. Wrigley's Doublemint/Spearmint	16%
3. Wrigley's Airwaves	15%
4. Hubba Bubba	7%
5. Trident Soft	4%

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 1.)

The following chart illustrates which chewing gum product brands were found to be the most littered. The full results can be found in Appendix 1.

Figure 10: National results for chewing gum litter by product brand



Crisp brands

Crisp packets accounted for just 3% of all litter observed during the study, a decrease of 1% on last year's result.

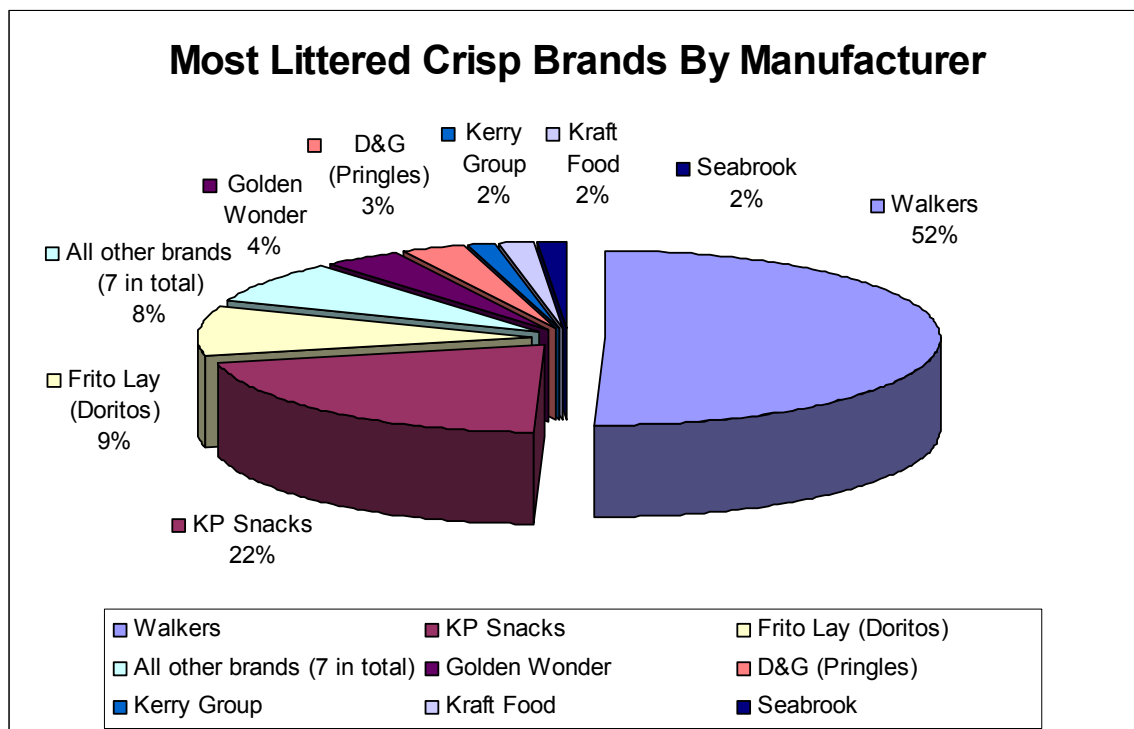
The study revealed that the five most littered crisp brands are:

- | | |
|------------------------|-----|
| 1. Walkers | 52% |
| 2. KP Snacks | 22% |
| 3. Frito Lay (Doritos) | 9% |
| 4. Golden Wonder | 4% |
| 5. D&G (Pringles) | 3% |

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 1.)*

The following chart illustrates which crisp brands were found to be most littered on streets in England. The full results can be found in Appendix 1.

Figure 11: National results for crisp brands by manufacturer



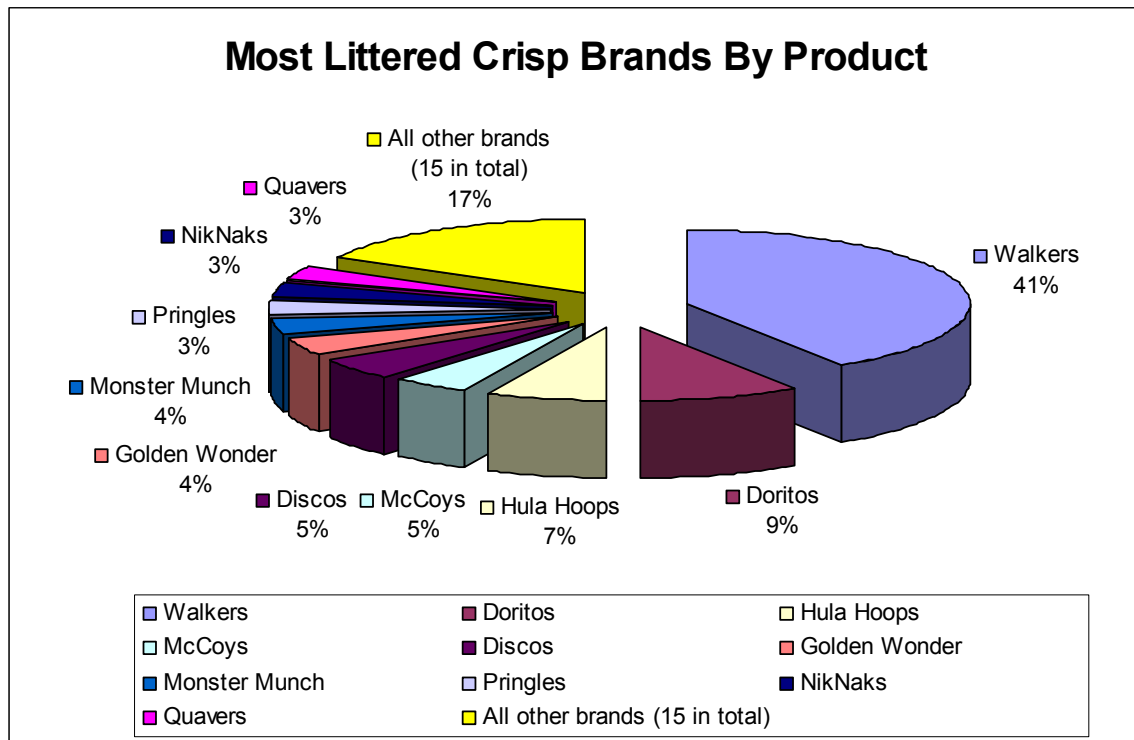
Of these items of litter, the study revealed that the five most littered crisp packets in England are:

- | | | |
|---------------|-----|------------------|
| 1. Walkers | 41% | |
| 2. Doritos | 9% | |
| 3. Hula Hoops | 7% | |
| 4. McCoys | 5% | } Joint position |
| 4. Discos | 5% | |

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 1.)*

The following chart illustrates which crisp brands were found to be most littered on streets in England. The full results can be found in Appendix 1.

Figure 12: National results for crisp brands by product



Plastic bags, receipts and printed materials

Receipts, plastic bags and printed materials such as newspapers and magazines accounted for 2% of litter seen during this year’s study – 1% less than during last year’s survey.

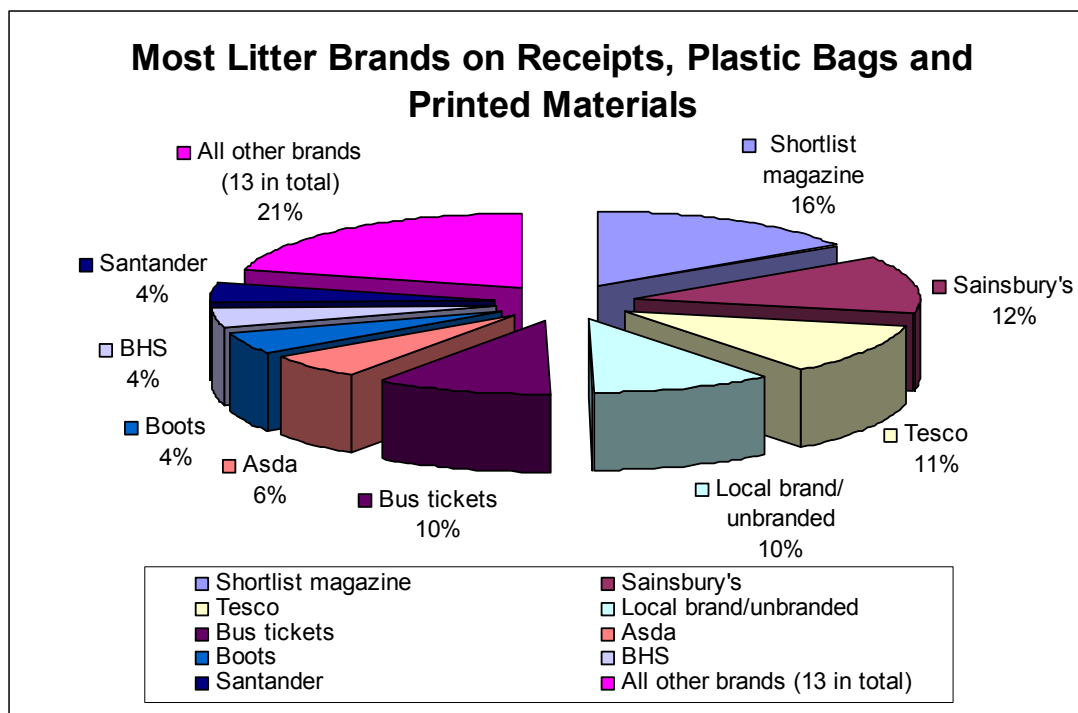
Of the receipts, plastic bags and printed materials observed, the study revealed that the five most littered brands are:

- | | | |
|--|-----|------------------|
| 1. ShortList magazine | 16% | |
| 2. Sainsbury’s | 12% | |
| 3. Tesco | 11% | |
| 4. Local branded/unbranded plastic bag | 10% | } Joint position |
| 4. Bus tickets | 10% | |

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 1.)*

The following chart shows which brands found on receipts, plastic bags and printed materials were found to be most littered. The full results can be found in Appendix 1.

Figure 13: National results for receipts, plastic bags and printed materials



Results by Area

The results gathered during the surveys were found to vary significantly in each of the 30 areas surveyed. To explore this in more detail, this section of the report looks at the five most littered brands in each of the towns and cities across the country which were surveyed as part of the study, and also identifies which types of litter were most prevalent in these locations at the time that the surveys took place.

It is important to note that this snapshot survey was designed to measure the relative amounts of litter dropped by brand and is not valid for drawing conclusions as to the overall or relative cleanliness of the areas surveyed.

Birmingham

Most littered brands in Birmingham

The survey revealed that the most littered brands in Birmingham are:

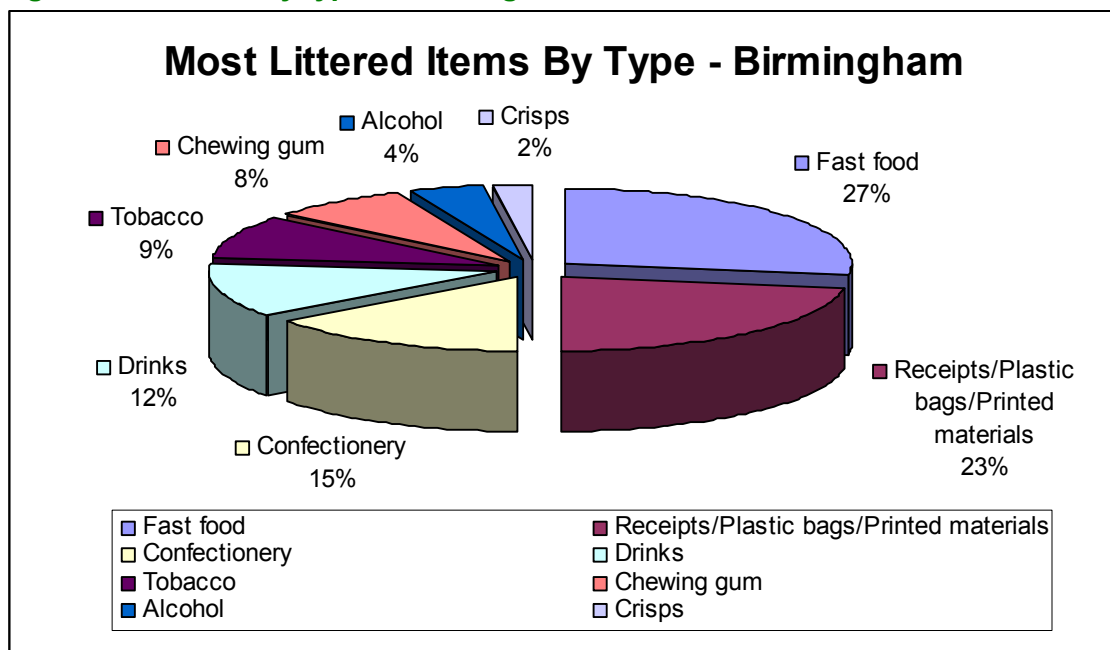
1. ShortList magazine	10%	
2. Wrigley	8%	
3. Eat 4 Less	7%	} Joint position
3. Unbranded coffee	7%	
4. Bus tickets	6%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include McDonald's (6%), unbranded fish & chips/kebab/pizza (6%), Mars incorporated (5%) and Fox's Confectionery (4%).

Birmingham results by type

Figure 14: Results by type in Birmingham



The full results for Birmingham can be found in Appendix 2.

Bolton

Most littered brands in Bolton

The survey revealed that the most littered brands in Bolton are:

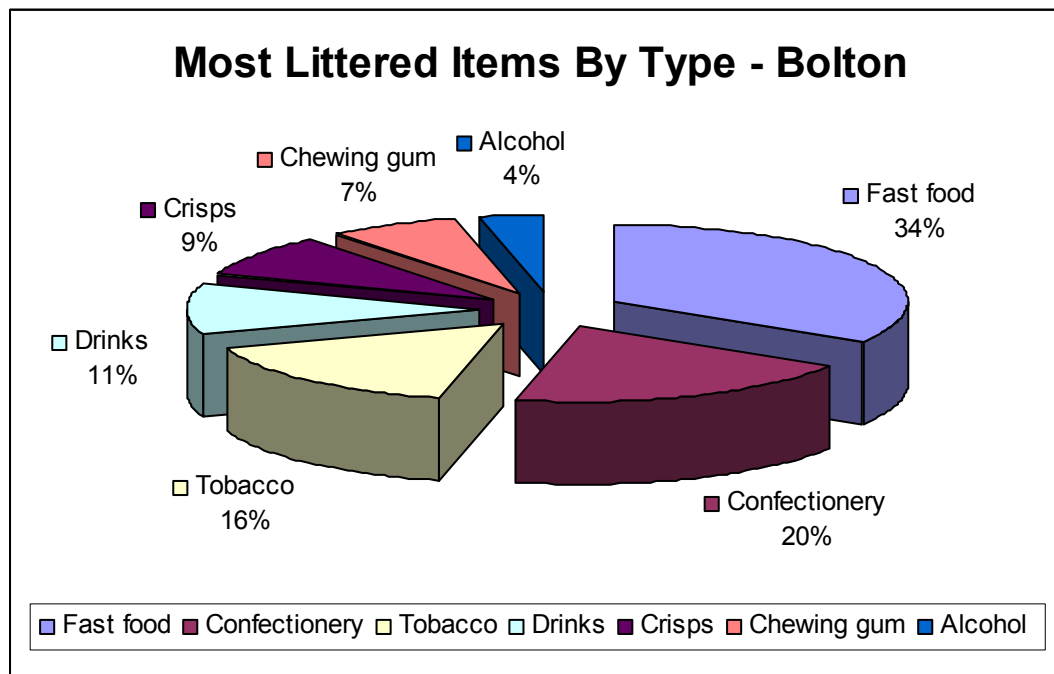
1. Pound Bakery	13%	
2. McDonald's	11%	
3. Cadbury	9%	} Joint position
3. Greenhalgh's	9%	
4. Wrigley	7%	} Joint position
4. Mars Incorporated	7%	
4. Richmond (Imperial Tobacco Group)	7%	

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Nestlé (4%), Walkers (4%), Coca-Cola (4%), Lambert & Butler (Imperial Tobacco Group) (4%) and Silk Cut (JTI Gallaher Group) (4%).

Bolton results by type

Figure 15: Results by type in Bolton



The full results for Bolton can be found in Appendix 2.

Canterbury

Most littered brands in Canterbury

The survey revealed that the most littered brands in Canterbury are:

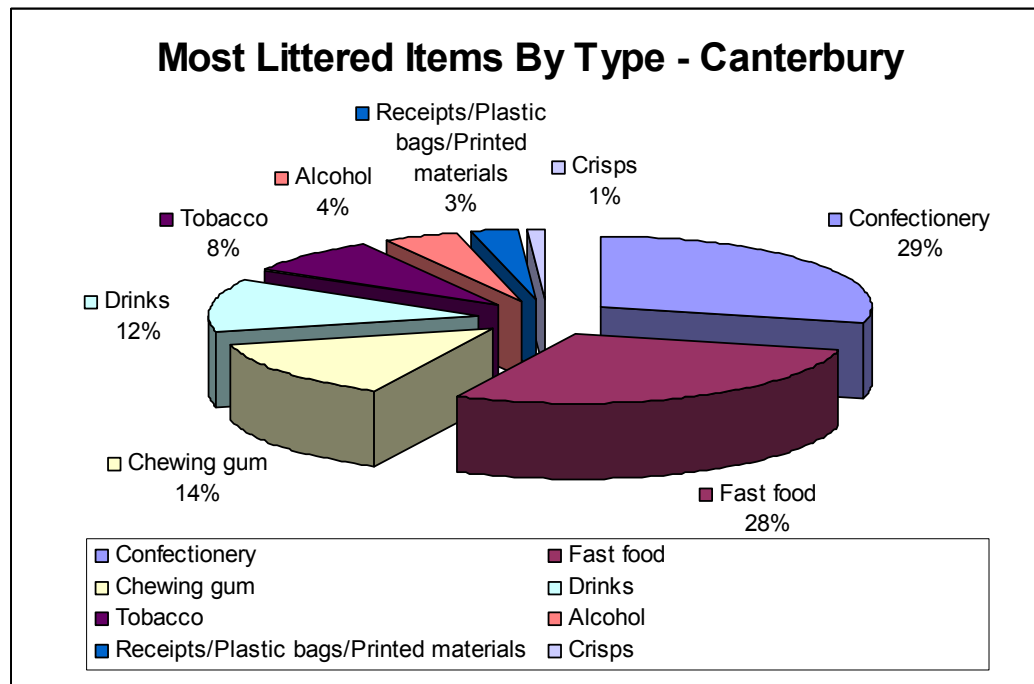
1. Wrigley	13%	
2. Cadbury	12%	
3. McDonald's	10%	
4. Subway	8%	} Joint position
4. Costa Coffee	8%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Nestlé (5%), Mayfair (JTI Gallaher Group) (3%), Burger King (2%), Ferrero (2%), Mars Incorporated (2%), Coca-Cola (2%), Pret a Manger (2%) and Haribo (2%).

Canterbury results by type

Figure 16: Results by type in Canterbury



The full results for Canterbury can be found in Appendix 2.

Carlisle

Most littered brands in Carlisle

The survey revealed that the most littered brands in Carlisle are:

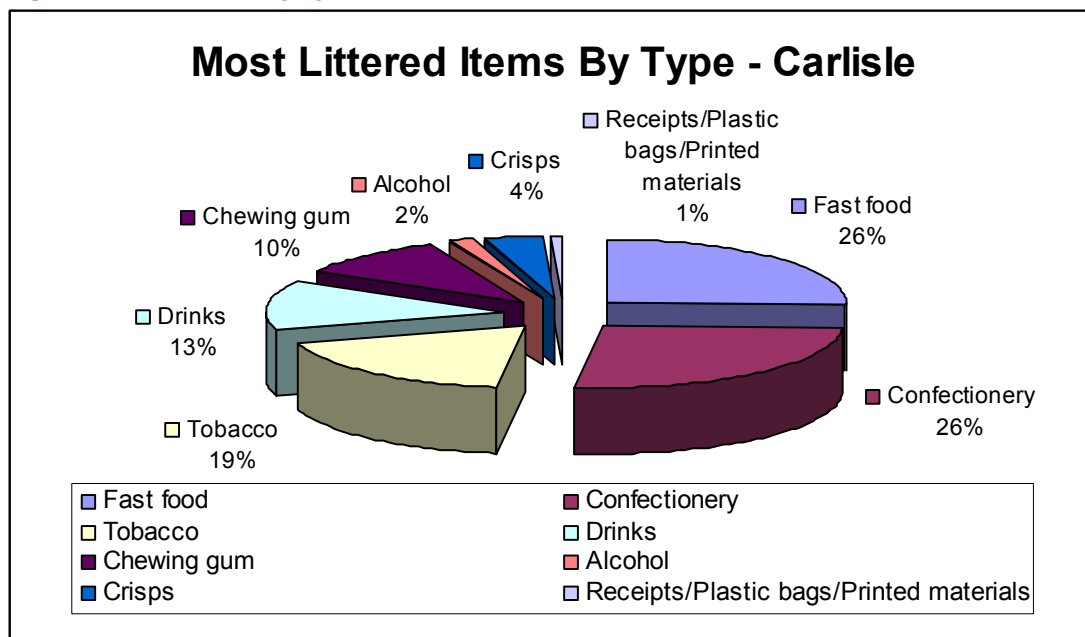
1. Cadbury 20%
2. McDonald's 16%
3. Lambert & Butler (Imperial Tobacco Group) 11%
4. Wrigley 10%
5. Coca-Cola 8%

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Greggs (5%), Mars Incorporated (3%), Walkers (3%) and GlaxoSmithKline (Ribena and Lucozade) (3%).

Carlisle results by type

Figure 17: Results by type in Carlisle



The full results for Carlisle can be found in Appendix 2.

City of London

Most littered brands in the City of London

The survey revealed that the most littered brands in the City of London are:

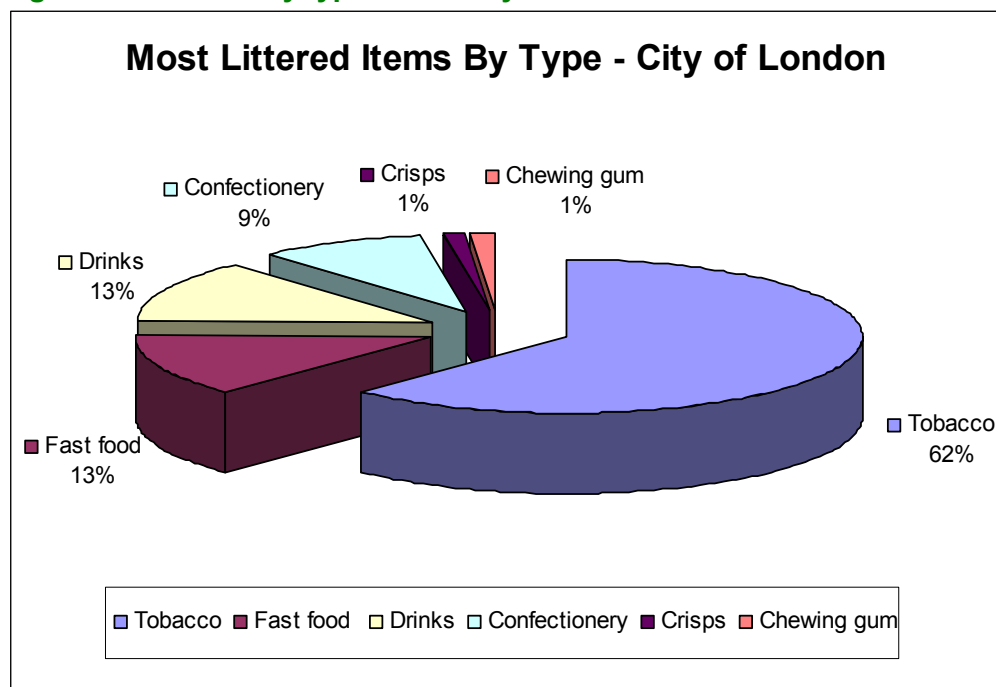
- | | | |
|---|-----|------------------|
| 1. Marlboro (Philip Morris International) | 42% | |
| 2. Silk Cut (JTI Gallaher Group) | 13% | |
| 3. Coca-Cola | 6% | |
| 4. Cadbury | 4% | } Joint position |
| 4. Starbucks | 4% | |

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include McDonald's (3%), Burger King (3%), Pret a Manger (3%), Marks & Spencer (3%), Mars Incorporated (3%), Benson & Hedges (JTI Gallaher Group) (3%) and Pall Mall (British American Tobacco) (3%).

City of London results by type

Figure 18: Results by type in the City of London



The full results for the City of London can be found in Appendix 2.

Derby

Most littered brands in the Derby

The survey revealed that the most littered brands in Derby are:

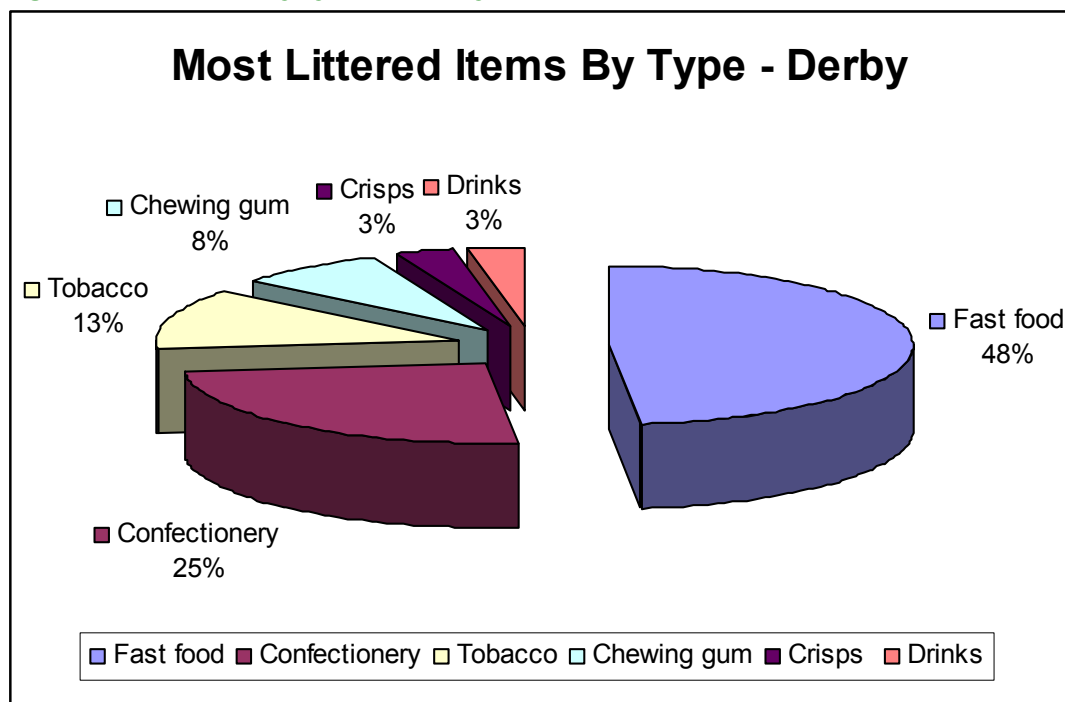
1. McDonald's	41%	
2. Cadbury	11%	} Joint position
2. Mars Incorporated	11%	
3. Wrigley	8%	
4. Greggs	5%	} Joint position
4. Swan	5%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Burger King (3%), Thorntons (3%), Coca-Cola (3%), Lambert & Butler (Imperial Tobacco Group) (3%) and Rizla (Imperial Tobacco Group) (3%).

Derby results by type

Figure 19: Results by type in Derby



The full results for Derby can be found in Appendix 2.

Durham

Most littered brands in Durham

The survey revealed that the most littered brands in Durham are:

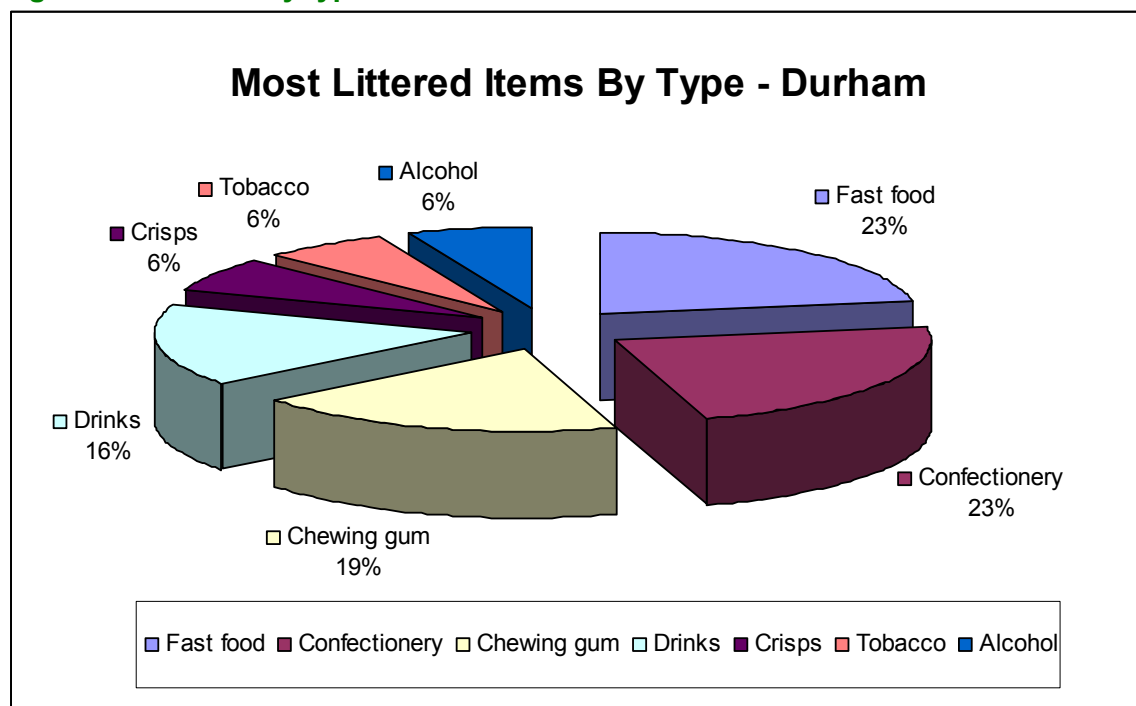
1. Wrigley	19%	
2. Subway	13%	
3. Greggs	10%	} Joint position
3. Cadbury	10%	
3. Peperami	10%	

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Coca-Cola (6%), Lambert & Butler (Imperial Tobacco Group) (6%) and Corona (6%).

Durham results by type

Figure 20: Results by type in Durham



The full results for Durham can be found in Appendix 2.

Gillingham

Most littered brands in Gillingham

The survey revealed that the most littered brands in Gillingham are:

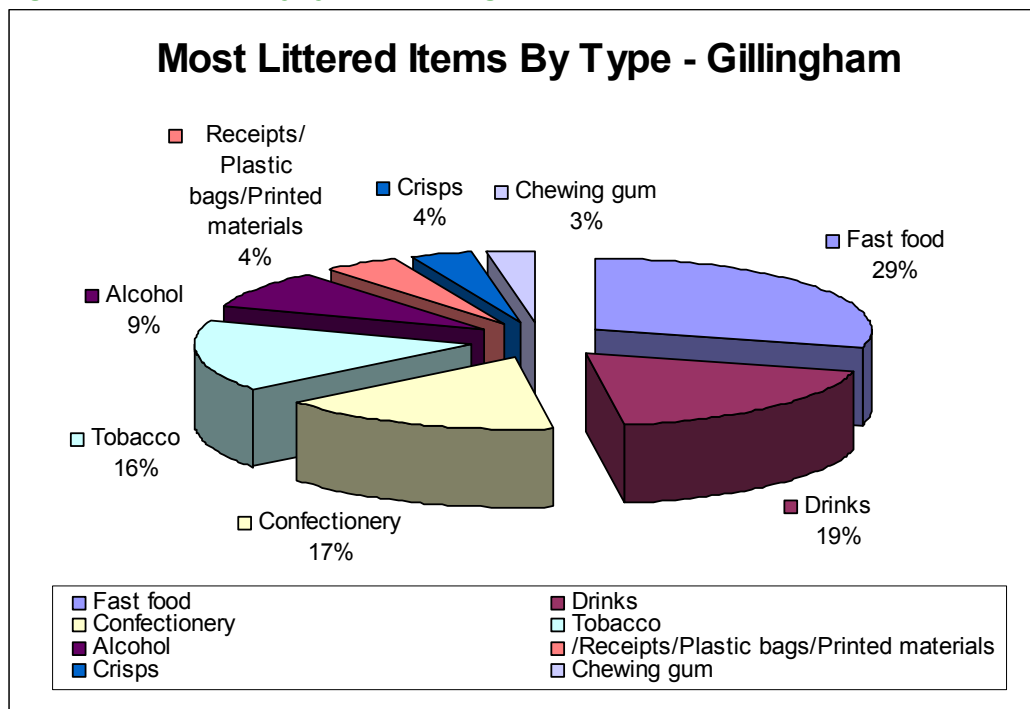
1. McDonald's	9%	} Joint position
1. Coca-Cola	9%	
2. KFC	8%	} Joint position
2. Cadbury	8%	
3. Mayfair (JTI Gallaher Group)	6%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Mars Incorporated (6%), Greggs (5%), Benson & Hedges (JTI Gallaher Group) (4%), and Wrigley (3%).

Gillingham results by type

Figure 21: Results by type in Gillingham



The full results for Gillingham can be found in Appendix 2.

Gloucester

Most littered brands in Gloucester

The survey revealed that the most littered brands in Gloucester are:

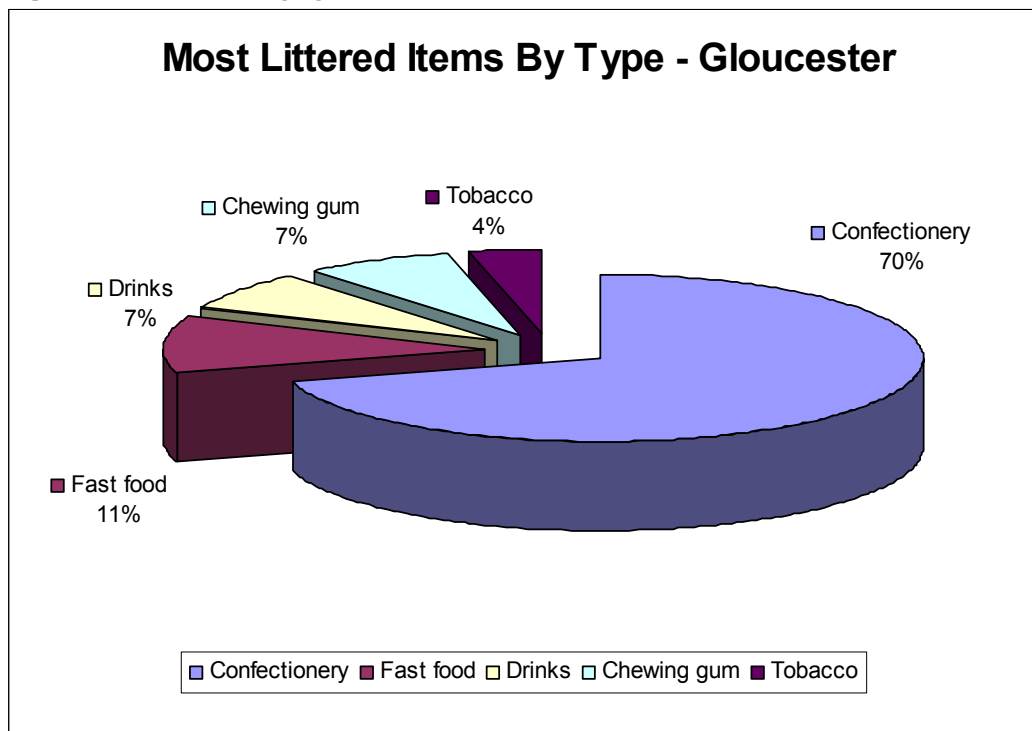
1. Cadbury	33%	
2. Mars Incorporated	19%	
3. Perfetti van Melle	7%	} Joint position
3. Wrigley	7%	

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include McDonald's (4%), Subway (4%), Greggs (4%), Fox's Confectionery (4%), Nestlé (4%) and Trebor (4%).

Gloucester results by type

Figure 22: Results by type in Gloucester



The full results for Gloucester can be found in Appendix 2.

Halifax

Most littered brands in Halifax

The survey revealed that the most littered brands in Halifax are:

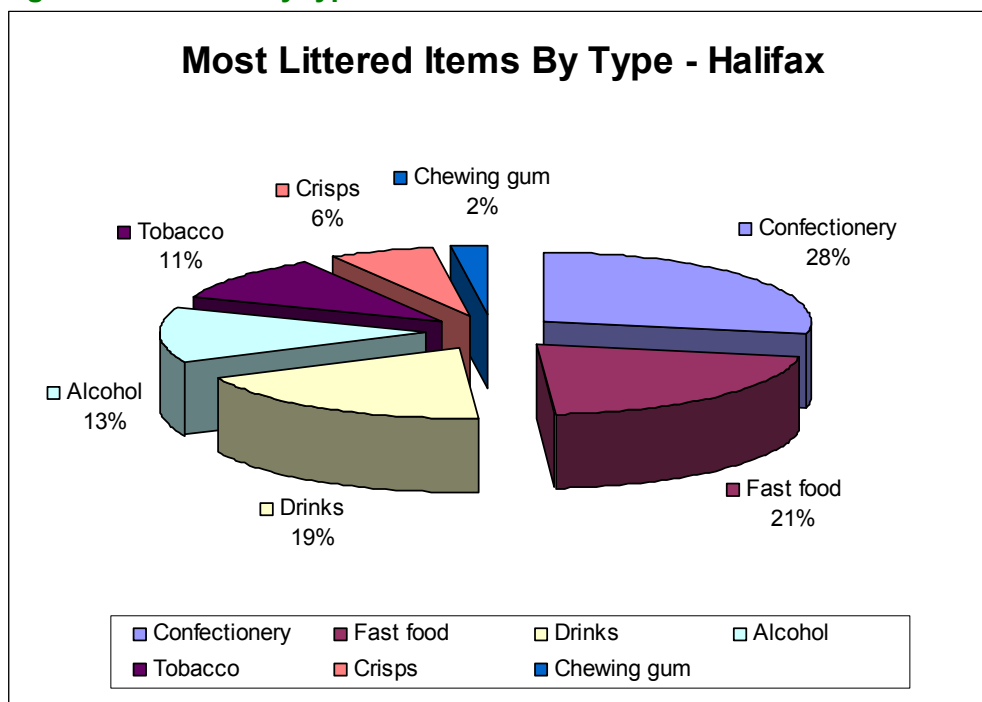
1. Mars Incorporated	15%	
2. McDonald's	11%	
3. Greggs	6%	} Joint position
4. Café Nero Group Ltd	6%	

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Cadbury (4%), Nestlé (4%), Kellogg's (4%), Coca-Cola (4%), Budweiser (4%) and Lambert & Butler (Imperial Tobacco Group (4%).

Halifax results by type

Figure 23: Results by type in Halifax



The full results for Halifax can be found in Appendix 2.

Leeds

Most littered brands in Leeds

The survey revealed that the most littered brands in Leeds are:

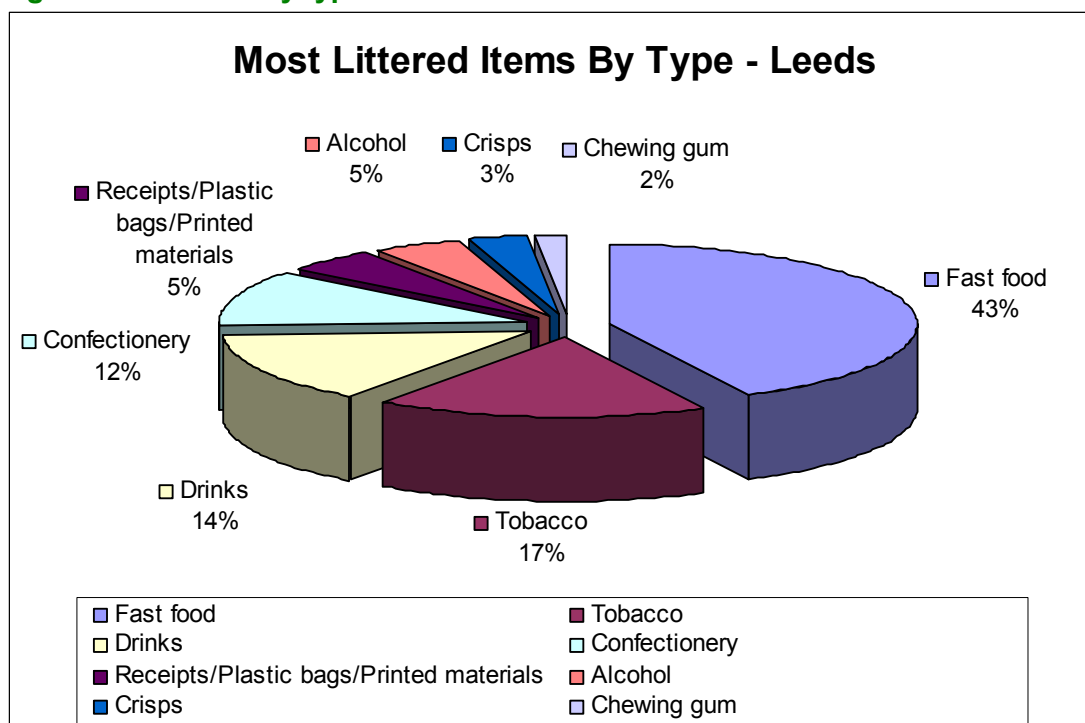
1. Greggs 18%
2. McDonald's 14%
3. Subway 7%
4. Coca-Cola 5%
5. Lambert & Butler (Imperial Tobacco Group) 5%

** Results have been rounded to the closest figure. (NB where one or more brands show the same result, the brands have been ranked due to a marginal difference. See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Nestlé (4%), Richmond (Imperial Tobacco Group) (4%), Cadbury (3%), Walkers (3%) and Pepsi Co (3%).

Leeds results by type

Figure 24: Results by type in Leeds



The full results for Leeds can be found in Appendix 2.

Leicester

Most littered brands in Leicester

The survey revealed that the most littered brands in Leicester are:

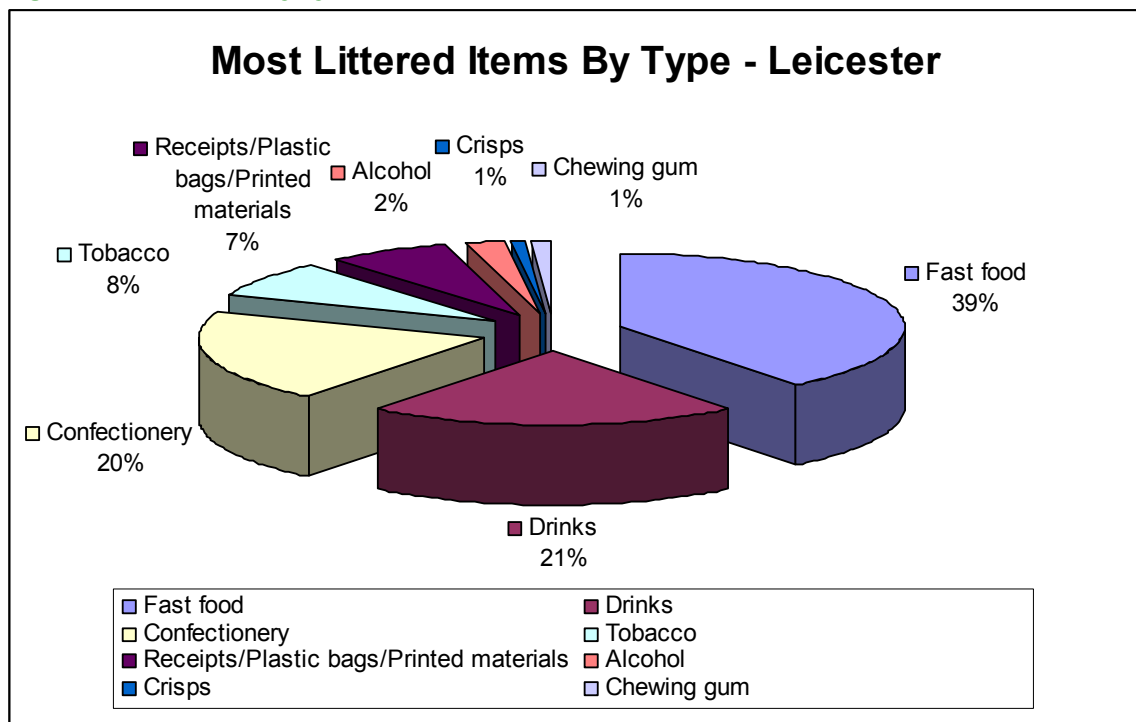
1. McDonald's	23%	
2. Cadbury	7%	} Joint position
2. Mars Incorporated	7%	
2. Coca-Cola	7%	
3. Greggs	6%	} Joint position
3. Maryland Chicken	6%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Santander (4%), Nestlé (3%), KFC (2%), McVities (2%), Costa Coffee (2%) and Mayfair (JTI Gallaher Group) (2%).

Leicester results by type

Figure 25: Results by type in Leicester



The full results for Leicester can be found in Appendix 2.

Liverpool

Most littered brands in Liverpool

The survey revealed that the most littered brands in Liverpool are:

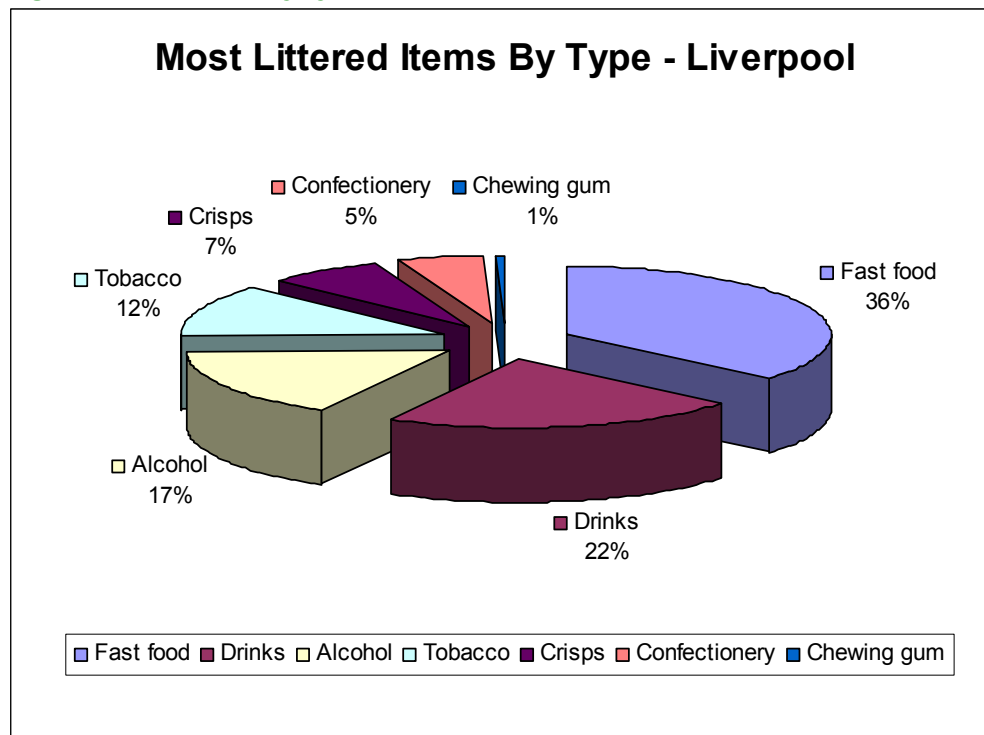
1. Unbranded fish & chips/kebab/pizza 21%
2. McDonald's 8%
3. Red Bull 6%
4. GlaxoSmithKline (Ribena/Lucozade) 6%
5. Super Skol 5%

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Coca-Cola (4%), Subway (3%), Mayfair (JTI Gallaher Group) (3%), Stella Artois (3%) and Strongbow (3%).

Liverpool results by type

Figure 26: Results by type in Liverpool



The full results for Liverpool can be found in Appendix 2.

West End of London

Most littered brands in the West End of London

The survey revealed that the most littered brands in the West End of London are:

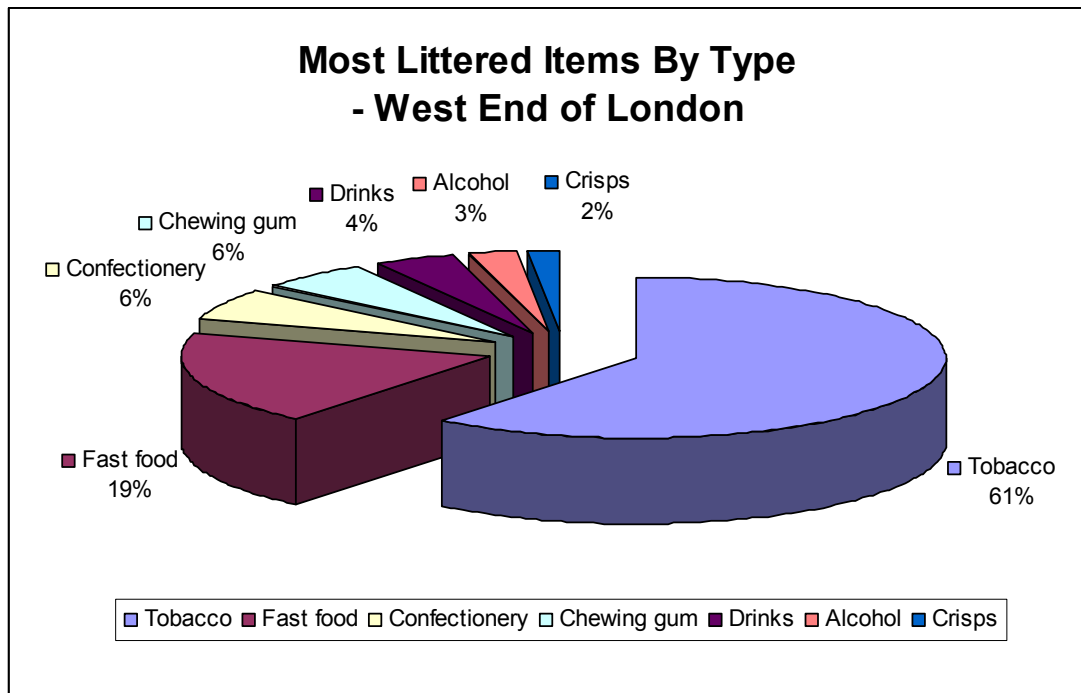
1. Marlboro (Philip Morris International) 32%
2. McDonald's 15%
3. Pall Mall (British American Tobacco) 6%
4. Benson & Hedges (JTI Gallaher Group) 6%
5. Silk Cut (JTI Gallaher Group) 5%

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Wrigley (4%), Mayfair (JTI Gallaher Group) (4%), L&M (Altria Group Inc) (3%), Mars Incorporated (2%) and Camel (JT International) (2%).

West End of London results by type

Figure 27: Results by type in the West End of London



The full results for the West End of London can be found in Appendix 2.

Maidstone

Most littered brands in Maidstone

The survey revealed that the most littered brands in Maidstone are:

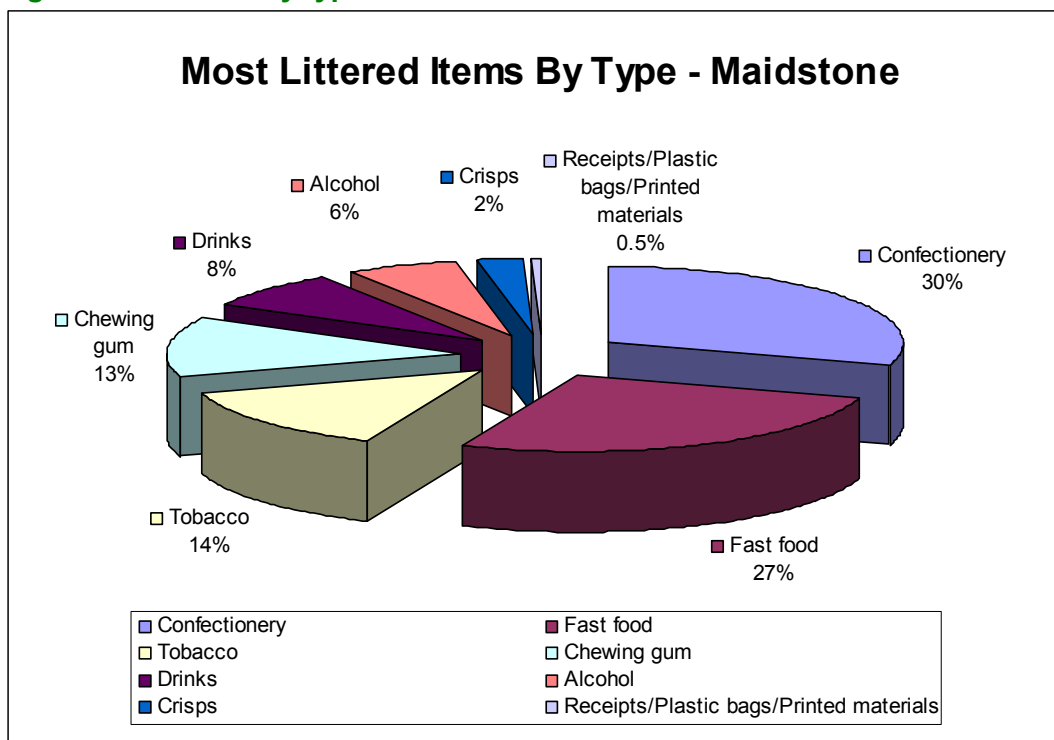
1. McDonald's	13%	
2. Wrigley	12%	
3. Cadbury	10%	
4. KFC	5%	} Joint position
4. Mars Incorporated	5%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Haribo (3%), Nestlé (3%), Greggs (2%), Swizzels Matlow (2%), Walkers (2%), Coca-Cola (2%), Benson & Hedges (JTI Gallaher Group) (2%), Subway (2%) and Marlboro (Philip Morris International) (2%).

Maidstone results by type

Figure 28: Results by type in Maidstone



The full results for Maidstone can be found in Appendix 2.

Manchester

Most littered brands in Manchester

The survey revealed that the most littered brands in Manchester are:

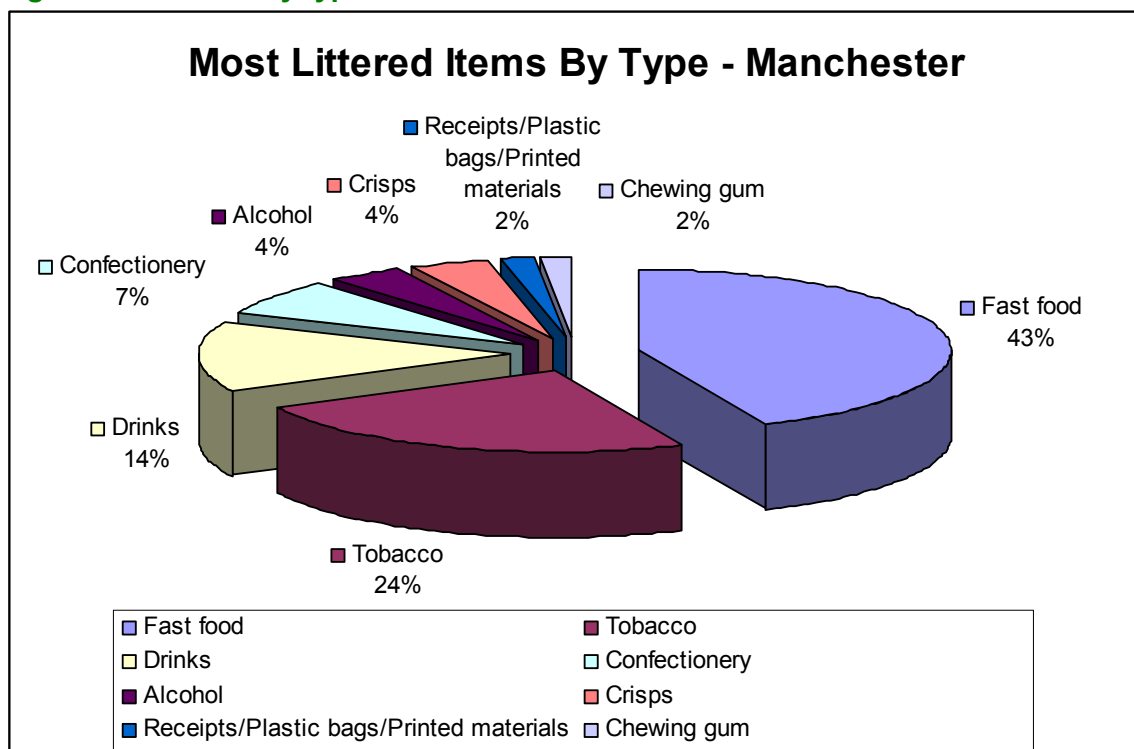
1. Greggs 17%
2. McDonald's 15%
3. Subway 9%
4. Silk Cut (JTI Gallaher Group) 8%
5. Lambert & Butler (Imperial Tobacco Group) 6%

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Coca-Cola (4%), Starbucks (4%), Mars Incorporated (4%), Benson & Hedges (JTI Gallaher Group) (4%), Walkers (3%) and Cadbury (3%).

Manchester results by type

Figure 29: Results by type in Manchester



The full results for Manchester can be found in Appendix 2.

Middlesbrough

Most littered brands in Middlesbrough

The survey revealed that the most littered brands in Middlesbrough are:

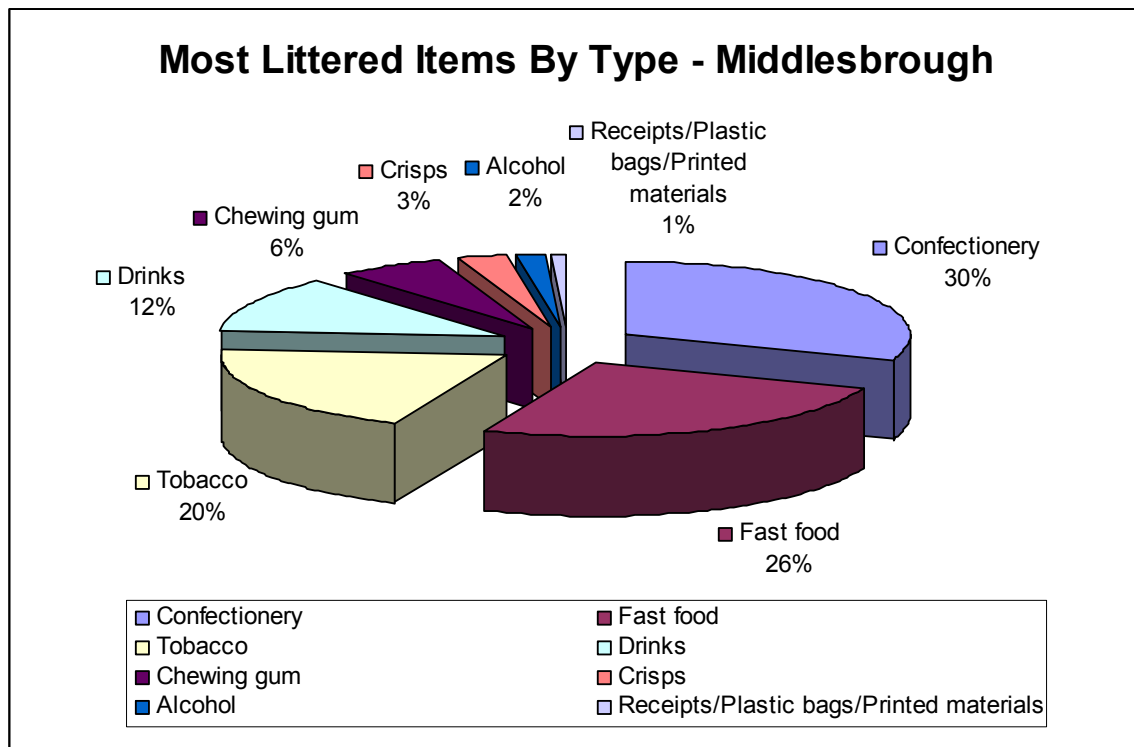
1. McDonald's	10%	
2. Lambert & Butler (Imperial Tobacco Group)	10%	
3. Richmond (Imperial Tobacco Group)	9%	
4. Cadbury	7%	} Joint position
4. Mars Incorporation	7%	
4. Nestlé	7%	
4. Unbranded or local coffee	7%	

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Swizzels Matlow (6%), Wrigley (5%), Greggs (4%), local fish & chips/kebab/pizza (4%) and Burger King (3%).

Middlesbrough results by type

Figure 30: Results by type in Middlesbrough



The full results for Middlesbrough can be found in Appendix 2.

Newcastle

Most littered brands in Newcastle

The survey revealed that the most littered brands in Newcastle are:

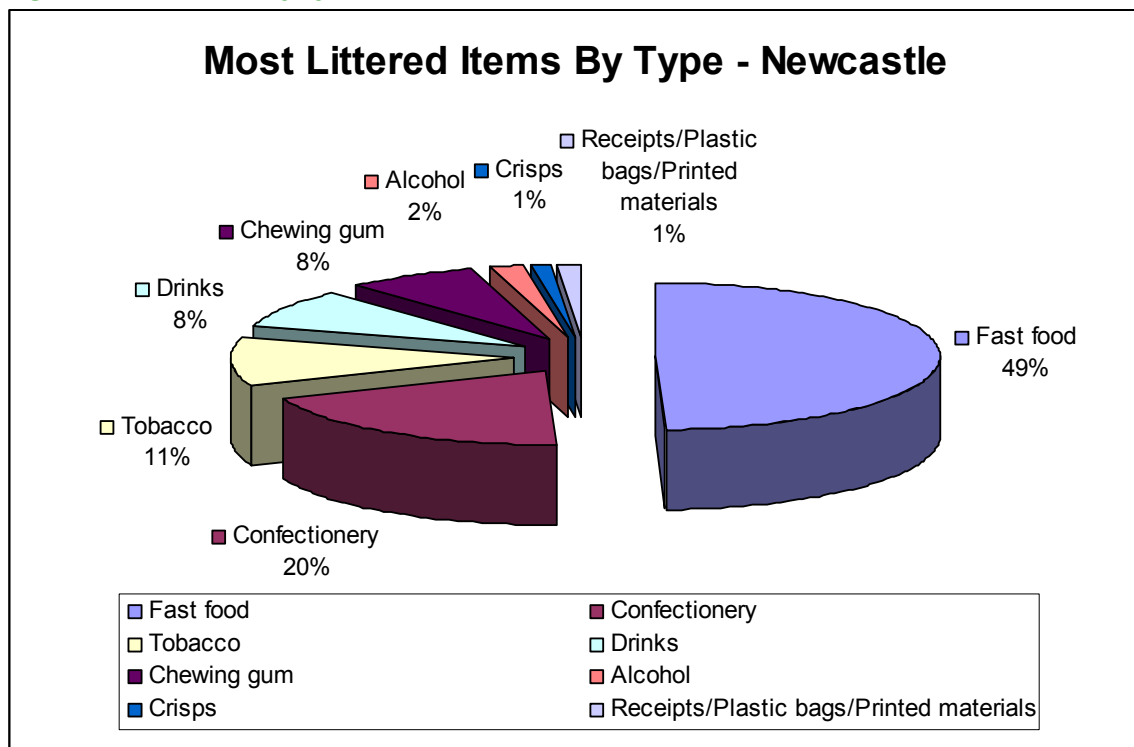
1. McDonald's	28%	
2. Greggs	11%	
3. Mars Incorporated	7%	} Joint position
3. Wrigley	7%	
4. Cadbury	5%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Nestlé (4%), Coca-Cola (4%), Lambert & Butler (Imperial Tobacco Group) (4%), Burger King (3%) and Trebor (3%).

Newcastle results by type

Figure 31: Results by type in Newcastle



The full results for Newcastle can be found in Appendix 2.

Northampton

Most littered brands in Northampton

The survey revealed that the most littered brands in Northampton are:

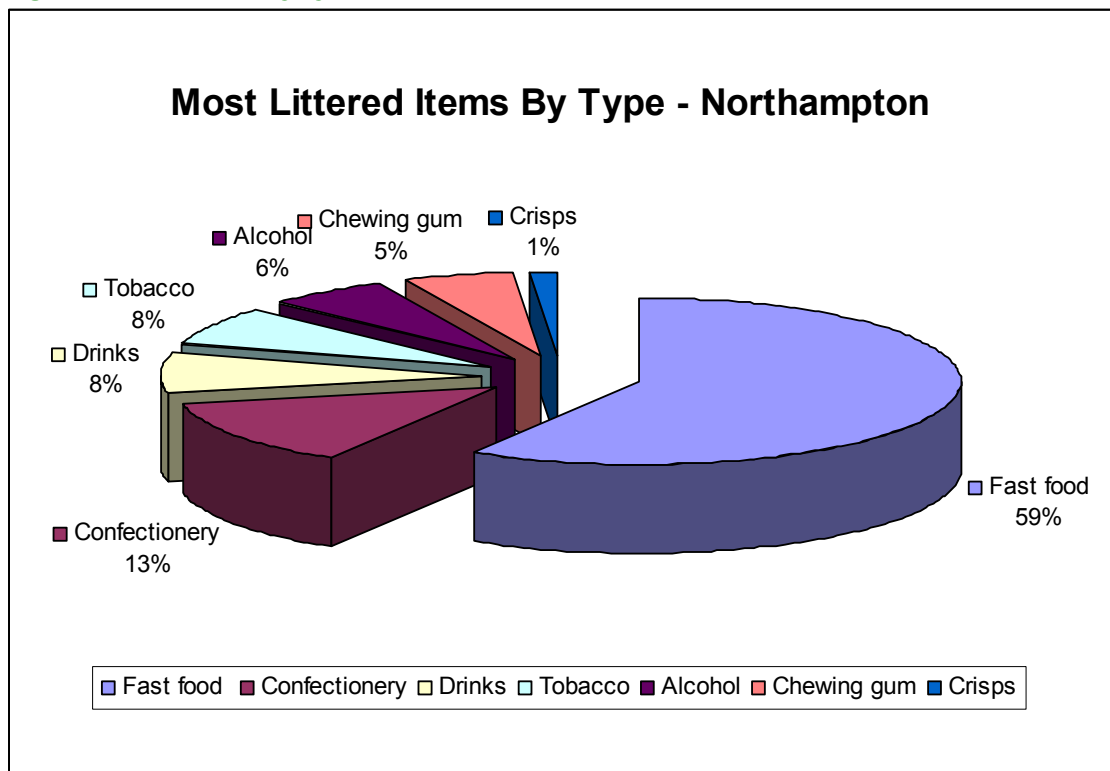
- | | | |
|---------------------------------------|-----|------------------|
| 1. Unbranded fish & chips/kebab/pizza | 23% | |
| 2. McDonald's | 16% | |
| 3. Café D'Italia | 8% | |
| 4. Mars Incorporated | 5% | } Joint position |
| 4. Wrigley | 5% | |

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Heinz (4%), Costa Coffee (3%), Greggs (3%), Britvic (2%) and Budweiser (2%).

Northampton results by type

Figure 32: Results by type in Northampton



The full results for Northampton can be found in Appendix 2.

Nottingham

Most littered brands in Nottingham

The survey revealed that the most littered brands in Nottingham are:

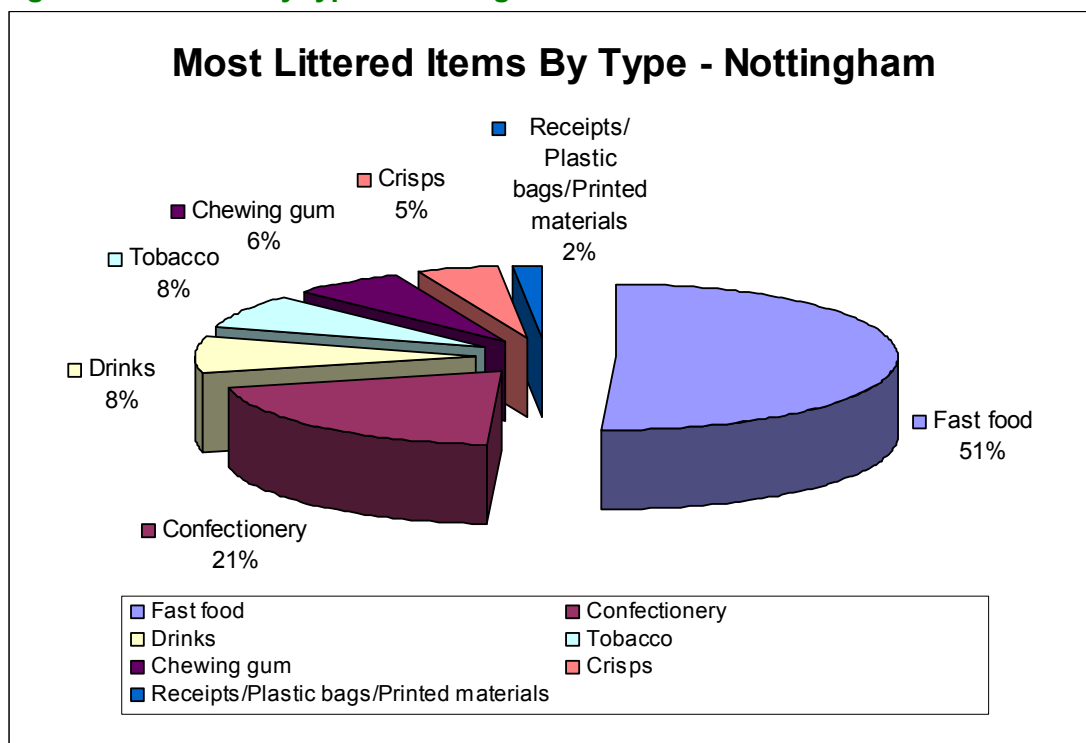
1. McDonald's	22%	
2. Greggs	17%	
3. Unbranded fish & chips/kebab/pizza	6%	} Joint position
3. Wrigley	6%	
3. Cadbury	6%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Mayfair (JTI Gallaher Group) (5%), Nestlé (5%), Subway (3%), Walkers (3%), Haribo (3%) and Mars Incorporated (3%).

Nottingham results by type

Figure 33: Results by type in Nottingham



The full results for Nottingham can be found in Appendix 2.

Poole

Most littered brands in Poole

The survey revealed that the most littered brands in Poole are:

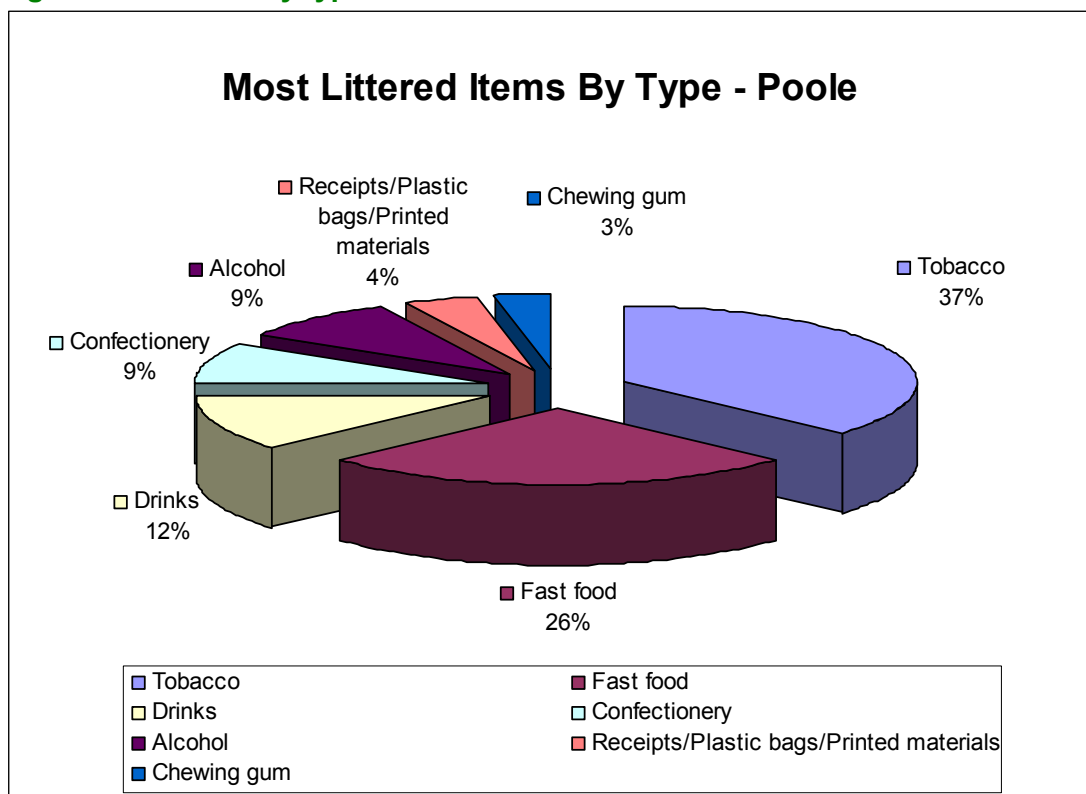
1. Marlboro (Philip Morris International)	13%	
2. Subway	12%	
3. Mayfair (JTI Gallaher Group)	7%	
4. Mars Incorporated	6%	} Joint position
4. Budweiser	6%	

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include McDonald's (4%), Burger King (4%), KFC (4%), Sainsbury's (4%), Cadbury (3%), Wrigley (3%) and Coca-Cola (3%).

Poole results by type

Figure 34: Results by type in Poole



The full results for Poole can be found in Appendix 2.

Preston

Most littered brands in Preston

The survey revealed that the most littered brands in Preston are:

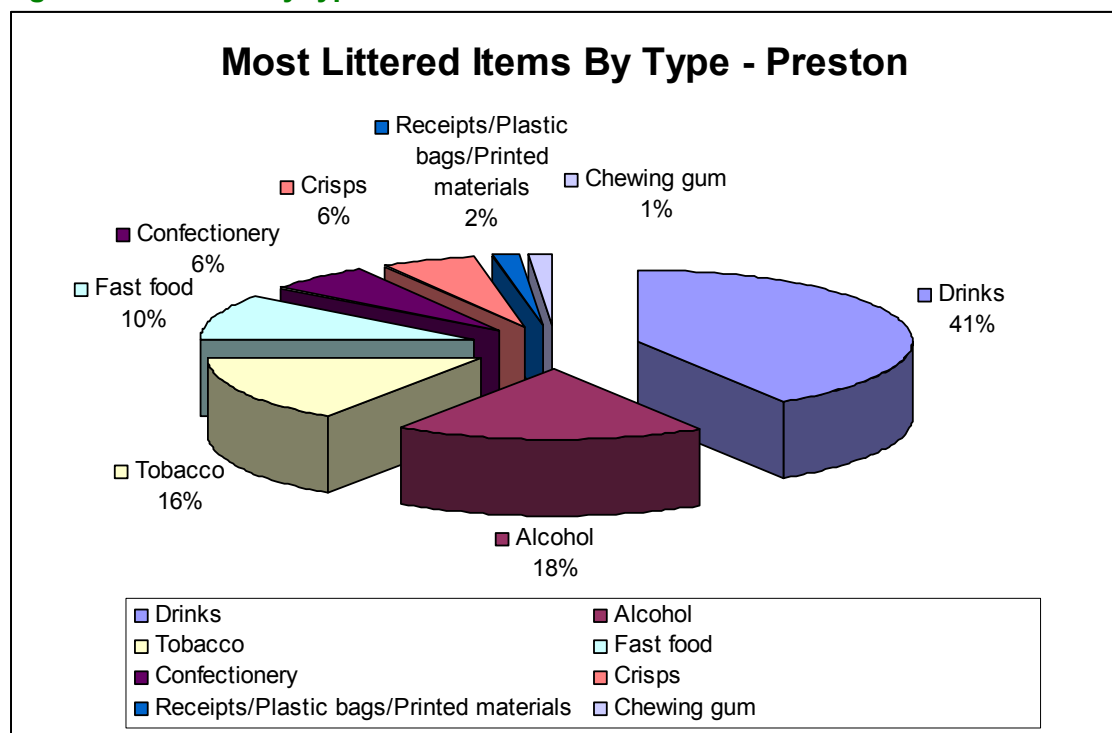
1. Coca-Cola	18%	
2. GlaxoSmithKline (Ribena and Lucozade)	8%	
3. Budweiser	4%	
4. Richmond (Imperial Tobacco Group)	4%	
5. Frito Lay (Doritos)	3%	} Joint position
5. Stella Artois	3%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include McDonald's (3%), Britvic (3%), Red Bull (3%), Lambert & Butler (Imperial Tobacco Group) (3%), Marlboro (Philip Morris International) (3%) and Fosters (3%).

Preston results by type

Figure 35: Results by type in Preston



The full results for Preston can be found in Appendix 2.

Rugby

Most littered brands in Rugby

The survey revealed that the most littered brands in Rugby are:

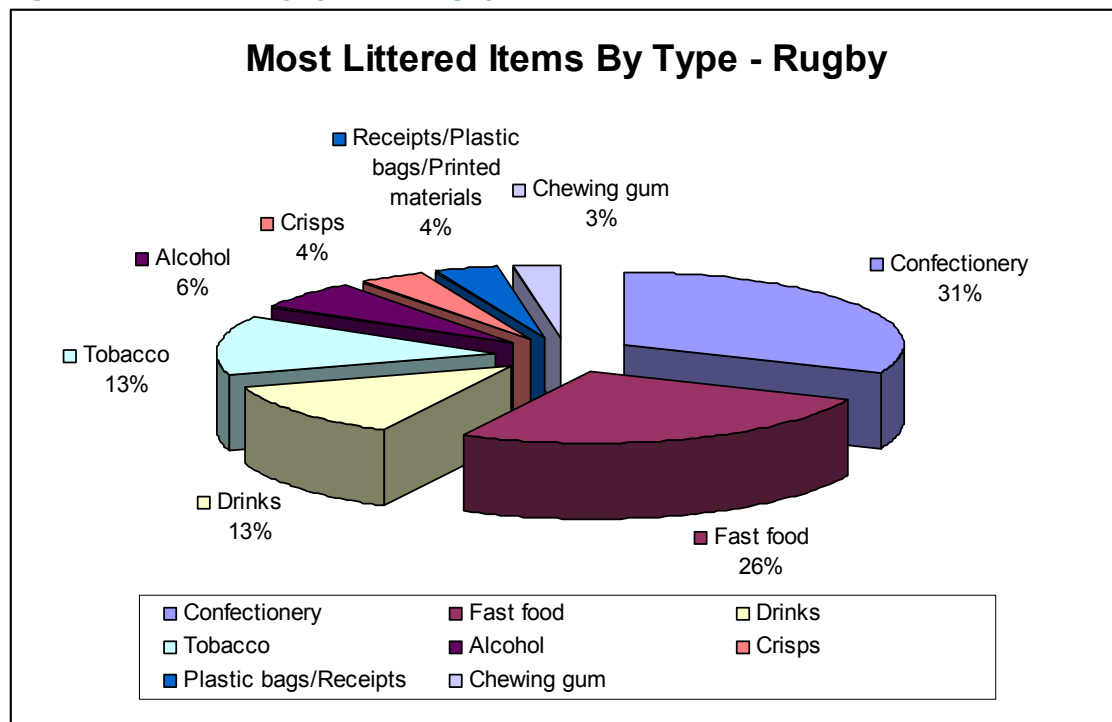
1. McDonald's 19%
2. Mars Incorporated 10%
3. Cadbury 8%
4. Coca-Cola 7%
5. Lambert & Butler (Imperial Tobacco Group) 6%

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Greggs (4%), Royals (Royal Tobacco Inc) (4%), Wrigley (3%) and Asda (3%).

Rugby results by type

Figure 36: Results by type in Rugby



The full results for Rugby can be found in Appendix 2.

Sheffield

Most littered brands in Sheffield

The survey revealed that the most littered brands in Sheffield are:

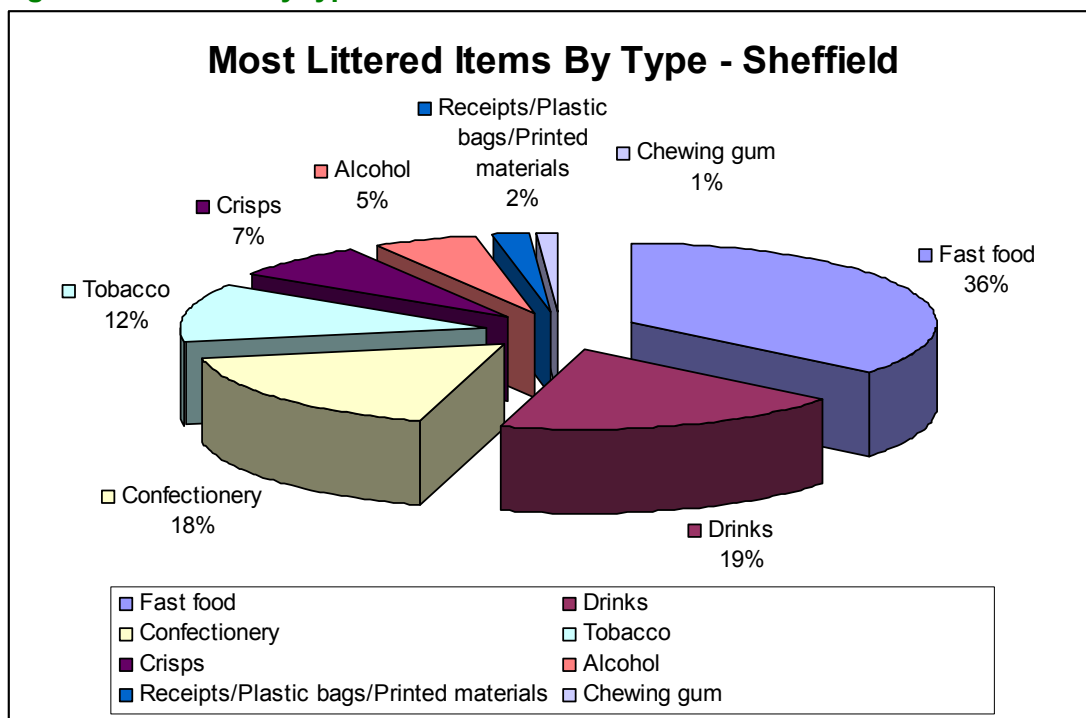
1. McDonald's	12%	
2. Greggs	11%	
3. Cadbury	7%	
4. Walkers	7%	
5. Mars Incorporated	5%	} Joint position
5. Coca-Cola	5%	

* Results have been rounded to the closest figure. (NB where one or more brands show the same result, the brands have been ranked due to a marginal difference. See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include GlaxoSmithKline (Ribena and Lucozade) (4%), Stella Artois (3%), Mayfair (JTI Gallaher Group) (3%), Britvic (3%) and Benson & Hedges (JTI Gallaher Group) (3%).

Sheffield results by type

Figure 37: Results by type in Sheffield



The full results for Sheffield can be found in Appendix 2.

Southampton

Most littered brands in Southampton

The survey revealed that the most littered brands in Southampton are:

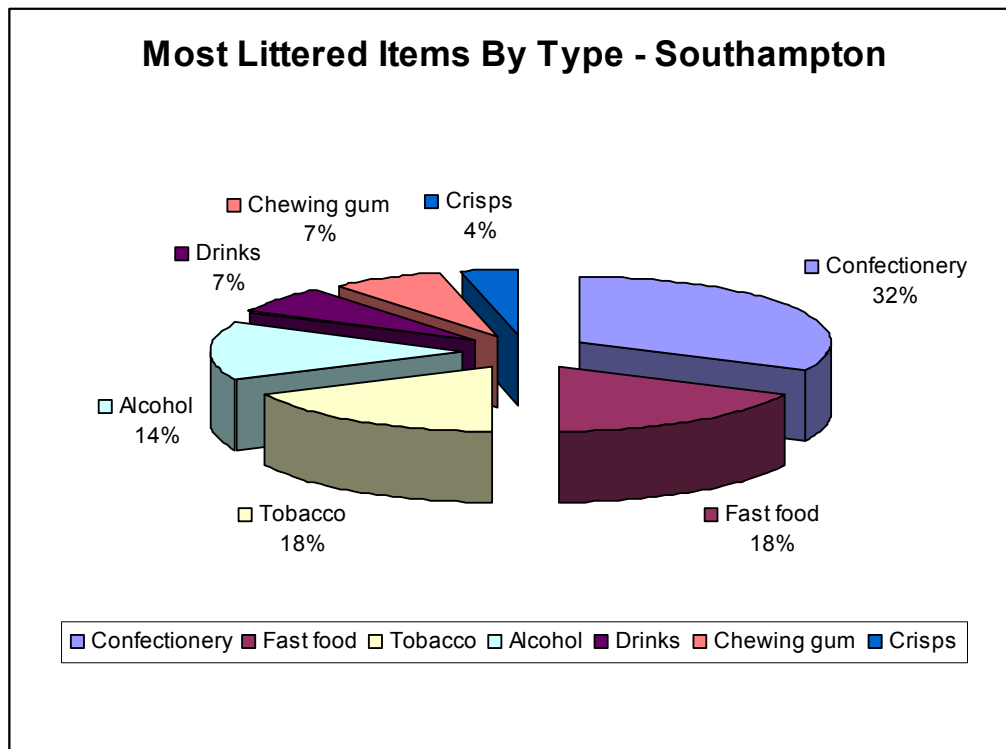
1. Mars Incorporated	14%	
2. Greggs	11%	
3. Stella Artois	7%	} Joint position
3. WKD	7%	
3. Wrigley	7%	
3. Nestlé	7%	
3. Burger King	7%	
3. Mayfair (JTI Gallaher Group)	7%	

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include L&M (Altria Group Inc) (4%), Maynards (4%), Swizzels Matlow (4%), Trebor (4%) and Walkers (4%).

Southampton results by type

Figure 38: Results by type in Southampton



The full results for Southampton can be found in Appendix 2.

Southend-on-Sea

Most littered brands in Southend-on-Sea

The survey revealed that the most littered brands in Southend-on-Sea are:

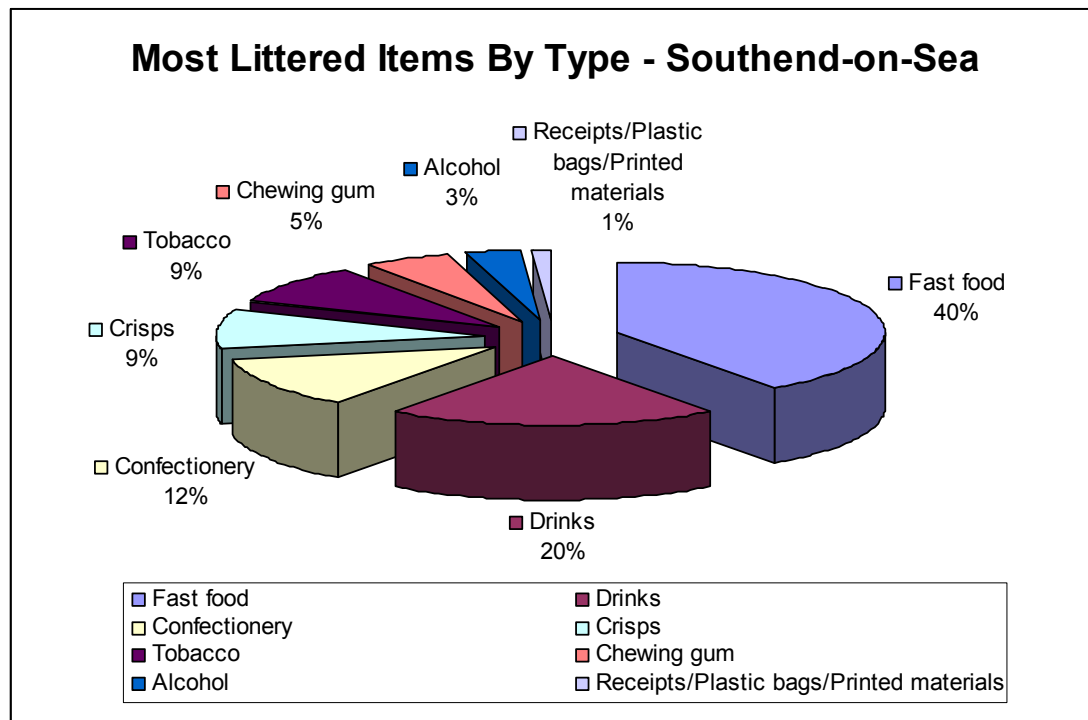
1. McDonald's	18%
2. Greggs	16%
3. Coca-Cola	10%
4. Cadbury	6%
5. Wrigley	5%

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Mayfair (JTI Gallaher Group) (4%), KP Snacks (3%), GlaxoSmithKline (Ribena and Lucozade) (3%) and Walkers (3%).

Southend-on-Sea results by type

Figure 39: Results by type in Southend-on-Sea



The full results for Southend-on-Sea can be found in Appendix 2.

Stoke on Trent

Most littered brands in Stoke on Trent

The survey revealed that the most littered brands in Stoke on Trent are:

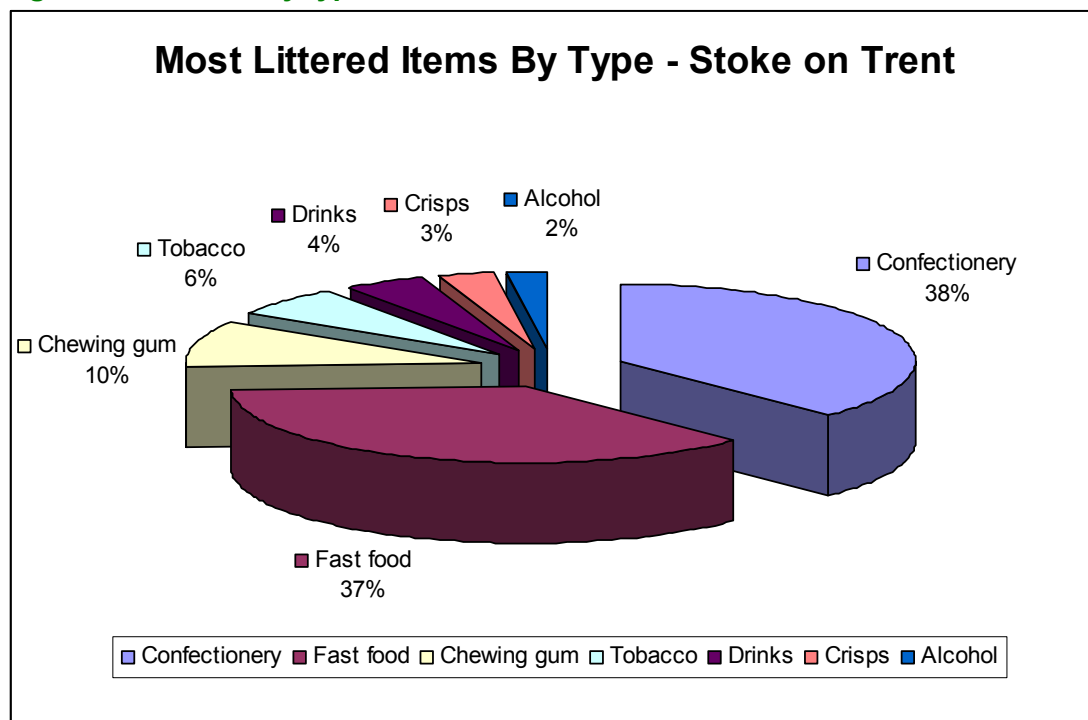
- | | |
|----------------------|-----|
| 1. McDonald's | 22% |
| 2. Cadbury | 18% |
| 3. Mars Incorporated | 13% |
| 4. Wrigley | 10% |
| 5. KFC | 5% |

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Greggs (4%), Nestlé (3%), KP Snacks (3%), Pepsi Co (3%), John Player Special (Imperial Tobacco Group) (3%), Swan (3%).

Stoke on Trent results by type

Figure 40: Results by type in Stoke on Trent



The full results for Stoke on Trent can be found in Appendix 2.

Sunderland

Most littered brands in Sunderland

The survey revealed that the most littered brands in Sunderland are:

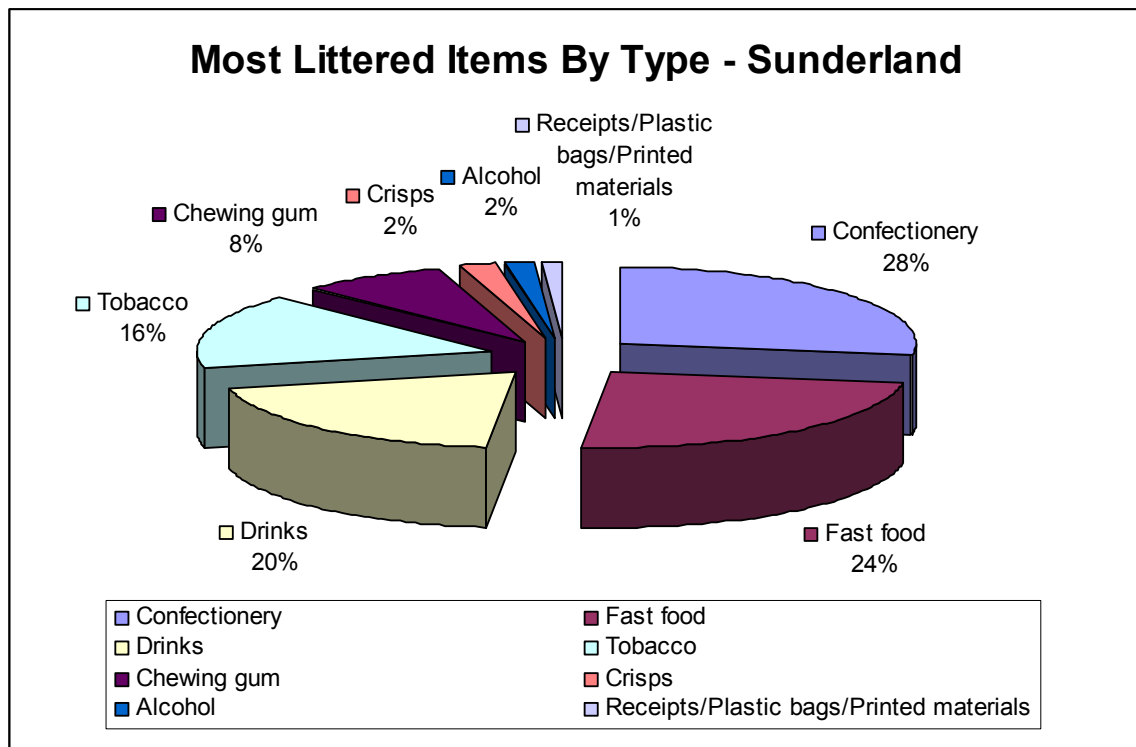
1. Wrigley	8%	
2. Coca-Cola	7%	
3. McDonald's	7%	} Joint position
3. Mars Incorporated	7%	
4. Greggs	6%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Lambert & Butler (Imperial Tobacco Group) (6%), Cadbury (5%), Danone Group (4%), John Player Special (3%), Subway (3%), Leaf International (3%), Nestlé (3%) and Swizzels Matlow (3%).

Sunderland results by type

Figure 41: Results by type in Sunderland



The full results for Sunderland can be found in Appendix 2.

Watford

Most littered brands in Watford

The survey revealed that the most littered brands in Watford are:

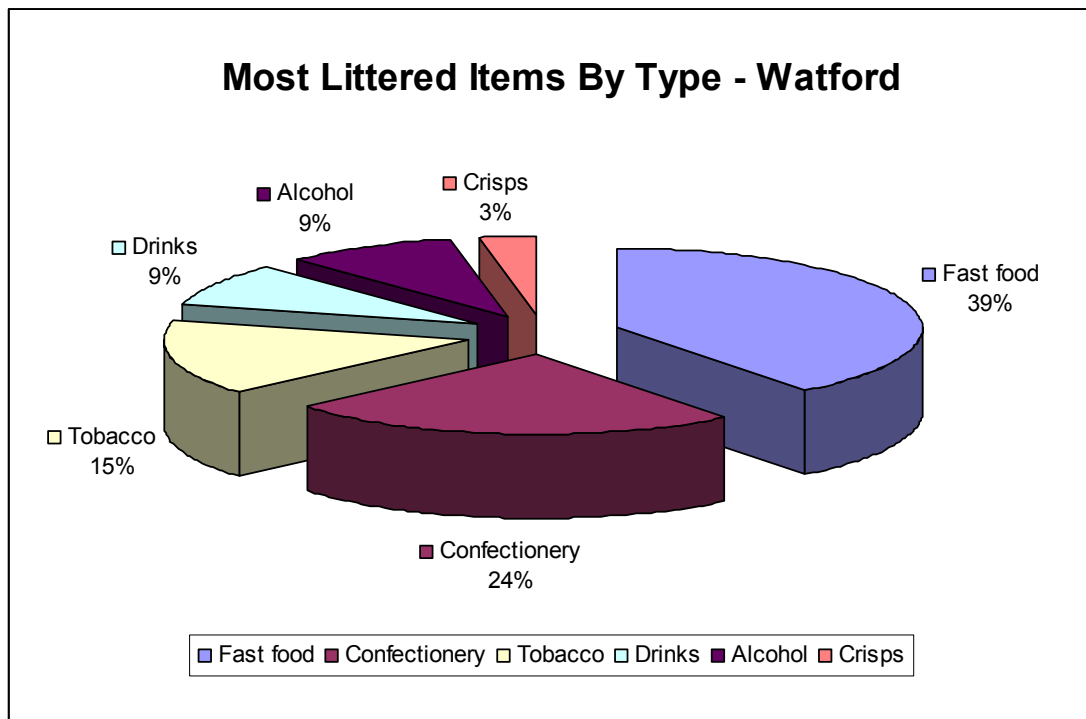
1. McDonald's	33%	
2. Mars Incorporated	15%	
3. Cadbury	6%	} Joint position
3. Marlboro (Philip Morris International)	6%	

** Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)*

Other brands which appeared in the survey include Greggs (3%), Café Nero (3%), Fox's Confectionery (3%), Walkers (3%), Coca-Cola (3%) and Pepsi Co (3%).

Watford results by type

Figure 42: Results by type in Watford



The full results for Watford can be found in Appendix 2.

Wigan

Most littered brands in Wigan

The survey revealed that the most littered brands in Wigan are:

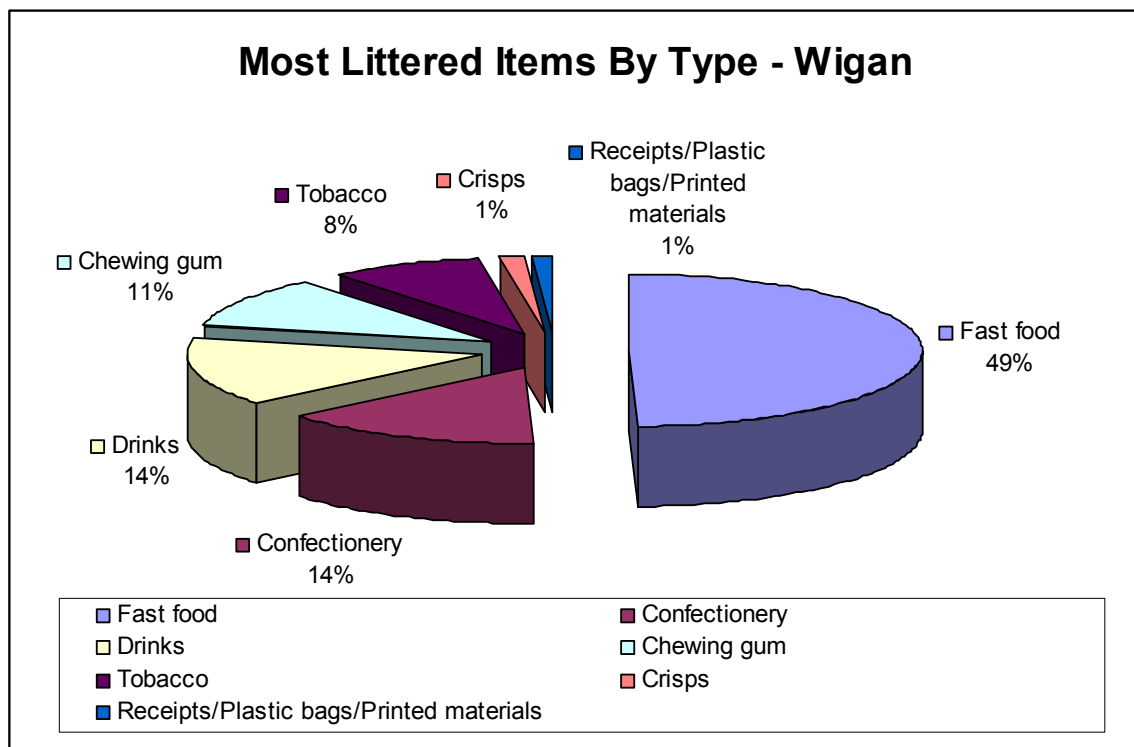
1. Pound Bakery	13%	
2. Unbranded fish & chips/kebab/pizza	8%	} Joint position
2. Wrigley	8%	
3. Galloways	7%	
4. Subway	6%	

* Results have been rounded to the closest figure. (See the full results in detail in Appendix 2.)

Other brands which appeared in the survey include Lambert & Butler (Imperial Tobacco Group) (5%), Cadbury (4%), Starbucks (4%), Richmond (Imperial Tobacco Group) (4%) and GlaxoSmithKline (Ribena and Lucozade) (4%).

Wigan results by type

Figure 43: Results by type in Wigan



The full results for Wigan can be found in Appendix 2.

Contact Information

Please do not hesitate to contact us should you have any questions or would like to discuss any element of this report.

Public enquiries

Please send your enquiries to the postal address below or alternatively please contact us by telephone or email:

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Email: enquiries@keepbritaintidy.org

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Fiona Ashurst 01942 612 688 fiona.ashurst@keepbritaintidy.org

Jill Partington 01942 612 679 jill.partington@keepbritaintidy.org

Keep Britain Tidy Mobile (24 hours, 7 days a week): 07768 880016

Appendix 1: National Survey Results

Overall national results

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	486	13.05%
2	Cadbury	Confectionery	227	6.10%
3	Greggs	Fast food	221	5.94%
4	Wrigley	Chewing gum	195	5.24%
5	Coca-Cola	Drinks	188	5.05%
6	Mars Incorporated	Confectionery	185	4.97%
7	Unbranded fish & chips/kebab/pizza	Fast food	172	4.62%
8	Marlboro (Philip Morris International)	Tobacco	132	3.55%
9	Lambert & Butler (Imperial Tobacco Group)	Tobacco related	100	2.69%
10	Subway	Fast food	97	2.61%
11	Nestlé	Confectionery	94	2.52%
12	Mayfair (JTI Gallaher Group)	Tobacco related	72	1.93%
13	Walkers	Crisps	67	1.80%
14	GlaxoSmithKline (Ribena and Lucozade)	Drinks	66	1.77%
15	Benson & Hedges (JTI Gallaher Group)	Tobacco related	57	1.53%
16	Richmond (Imperial Tobacco Group)	Tobacco related	51	1.37%
17	KFC	Fast food	50	1.34%
18	Silk Cut (JTI Gallaher Group)	Tobacco related	41	1.10%
19	Burger King	Fast food	40	1.07%
20	Costa Coffee	Drinks	39	1.05%
21	Budweiser	Alcohol	39	1.05%
22	Pepsi Co	Drinks	37	0.99%
23	Stella Artois	Alcohol	37	0.99%
24	Haribo	Confectionery	30	0.81%
25	Britvic	Drinks	29	0.78%
26	KP Snacks	Crisps	28	0.75%
27	Red Bull GmbH	Drinks	28	0.75%
28	Local fish & chips/kebab/pizza	Fast food	27	0.73%
29	Starbucks	Drinks	25	0.67%
30	Cafe D'Italia	Fast food	21	0.56%
31	Pall Mall (British American Tobacco)	Tobacco related	21	0.56%
32	Fox's Confectionery	Confectionery	19	0.51%
33	Swizzels Matlow	Confectionery	19	0.51%
34	Pound Bakery	Fast food	18	0.48%
35	Strongbow	Alcohol	18	0.48%
36	Not known	Drinks	17	0.46%
37	Sterling (JTI Gallaher Group)	Tobacco related	16	0.43%
38	Café Nero Group Ltd	Drinks	14	0.38%
39	ShortList	Receipts/Plastic bags/Printed materials	14	0.38%

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Rank	Brand	Type	Count	%
40	Superkings (Imperial Tobacco Group)	Tobacco related	14	0.38%
41	Danone Group	Drinks	13	0.35%
42	Rizla (Imperial Tobacco Group)	Tobacco related	13	0.35%
43	Heinz	Fast food	12	0.32%
44	Ferrero	Confectionery	12	0.32%
45	Frito Lay (Doritos)	Crisps	12	0.32%
46	John Player Special (Imperial Tobacco Group)	Tobacco related	12	0.32%
47	Pret a Manger	Fast food	11	0.30%
48	Greenhalgh's	Fast food	11	0.30%
49	Sainsbury's	Receipts/Plastic bags/Printed materials	11	0.30%
50	Amber Leaf (JT International)	Tobacco related	11	0.30%
51	Carlsberg	Alcohol	11	0.30%
52	Fosters	Alcohol	11	0.30%
53	WKD	Alcohol	11	0.30%
54	Super Skol	Alcohol	11	0.30%
55	Eat 4 Less	Fast food	10	0.27%
56	Perfetti van Melle	Confectionery	10	0.27%
57	Trebor	Confectionery	10	0.27%
58	Unbranded coffee	Drinks	10	0.27%
59	Unbranded or local coffee	Drinks	10	0.27%
60	Tesco	Receipts/Plastic bags/Printed materials	10	0.27%
61	Swan filters/matches	Tobacco related	10	0.27%
62	Cadbury	Chewing gum	9	0.24%
63	Local brand/unbranded	Receipts/Plastic bags/Printed materials	9	0.24%
64	Bus tickets	Receipts/Plastic bags/Printed materials	9	0.24%
65	Embassy (Imperial Tobacco Group)	Tobacco related	9	0.24%
66	Regal (Imperial Tobacco Group)	Tobacco related	9	0.24%
67	Windsor Blue (Imperial Tobacco Group)	Tobacco related	9	0.24%
68	Kellogg's	Confectionery	8	0.21%
69	WILD GmbH	Drinks	8	0.21%
70	Camel (JT International)	Tobacco related	8	0.21%
71	L&M (Altria Group Inc)	Tobacco related	8	0.21%
72	Becks	Alcohol	8	0.21%
73	Nestlé	Drinks	7	0.19%
74	Nichols Plc	Drinks	7	0.19%
75	Royals (Royal Tobacco Inc)	Tobacco related	7	0.19%
76	Corona	Alcohol	7	0.19%

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Rank	Brand	Type	Count	%
77	Southern Fried Chicken	Fast food	6	0.16%
78	Galloways	Fast food	6	0.16%
79	Maryland Chicken	Fast food	6	0.16%
80	Kraft Foods	Confectionery	6	0.16%
81	Leaf International	Confectionery	6	0.16%
82	Peperami (Unilever)	Confectionery	6	0.16%
83	Rowntree	Confectionery	6	0.16%
84	AG Barr Plc	Drinks	6	0.16%
85	Special Brew	Alcohol	6	0.16%
86	Golden Wonder	Crisps	5	0.13%
87	Asda	Receipts/Plastic bags/Printed materials	5	0.13%
88	Carling	Alcohol	5	0.13%
89	Unbranded local bakery	Fast food	4	0.11%
90	Marks & Spencers food	Fast food	4	0.11%
91	Tesco	Fast food	4	0.11%
92	Cooplands	Fast food	4	0.11%
93	D&G (Pringles)	Crisps	4	0.11%
94	Cott Corporation	Drinks	4	0.11%
95	Sainsbury's	Drinks	4	0.11%
96	Select Service Partner (SSP)	Drinks	4	0.11%
97	Somerfield	Drinks	4	0.11%
98	Unbranded drinks packaging	Drinks	4	0.11%
99	Boots	Receipts/Plastic bags/Printed materials	4	0.11%
100	BHS	Receipts/Plastic bags/Printed materials	4	0.11%
101	Santander	Receipts/Plastic bags/Printed materials	4	0.11%
102	Lucky Strike (British American Tobacco)	Tobacco related	4	0.11%
103	Sovereign (JTI Gallaher Group)	Tobacco related	4	0.11%
104	Heineken	Alcohol	4	0.11%
105	Sainsbury's	Fast food	3	0.08%
106	Pizza Express	Fast food	3	0.08%
107	Tate & Lyle	Fast food	3	0.08%
108	Bassett's	Confectionery	3	0.08%
109	Thorntons	Confectionery	3	0.08%
110	Wall's (Unilever)	Confectionery	3	0.08%
111	Milk (unbranded)	Drinks	3	0.08%
112	Rubicon	Drinks	3	0.08%
113	Berkeley (British American Tobacco)	Tobacco related	3	0.08%
114	John Player Gold Leaf (British American Tobacco)	Tobacco related	3	0.08%
115	White Lightening	Alcohol	3	0.08%
116	Guinness	Alcohol	3	0.08%
117	Bacardi Breezer	Alcohol	3	0.08%

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Rank	Brand	Type	Count	%
118	Krispy Kreme	Fast food	2	0.05%
119	Pizza Hut	Fast food	2	0.05%
120	Asda	Fast food	2	0.05%
121	Wimpy	Fast food	2	0.05%
122	Lichfields	Fast food	2	0.05%
123	Waterfield	Fast food	2	0.05%
124	Eat Natural	Confectionery	2	0.05%
125	Fisherman's Friend	Confectionery	2	0.05%
126	Jelly Belly	Confectionery	2	0.05%
127	Maynards	Confectionery	2	0.05%
128	McVities (United Biscuits)	Confectionery	2	0.05%
129	Millar McCowan	Confectionery	2	0.05%
130	Nabisco (Kraft)	Confectionery	2	0.05%
131	Barrett	Confectionery	2	0.05%
132	Kerry Group	Crisps	2	0.05%
133	Kraft Food	Crisps	2	0.05%
134	Not known	Crisps	2	0.05%
135	Seabrook	Crisps	2	0.05%
136	Trebor	Chewing gum	2	0.05%
137	Coffee Nation	Drinks	2	0.05%
138	Coffee Republic	Drinks	2	0.05%
139	Cow & Gate	Drinks	2	0.05%
140	Upper Crust	Drinks	2	0.05%
141	Morrisons	Receipts/Plastic bags/Printed materials	2	0.05%
142	WH Smith	Receipts/Plastic bags/Printed materials	2	0.05%
143	Wilkinson's	Receipts/Plastic bags/Printed materials	2	0.05%
144	Clinton's	Receipts/Plastic bags/Printed materials	2	0.05%
145	Poundland	Receipts/Plastic bags/Printed materials	2	0.05%
146	Curry's	Receipts/Plastic bags/Printed materials	2	0.05%
147	Dorchester (JTI Gallaher Group)	Tobacco related	2	0.05%
148	Jin Ling (Baltic Tobacco Company)	Tobacco related	2	0.05%
149	Red Band	Tobacco related	2	0.05%
150	Ship	Tobacco related	2	0.05%
151	VK	Alcohol	2	0.05%
152	Bulmers	Alcohol	2	0.05%
153	Tenants Super	Alcohol	2	0.05%
154	Lech	Alcohol	2	0.05%
155	White Storm Cider	Alcohol	2	0.05%
156	Hobgoblin	Alcohol	2	0.05%
157	Chekov Vodka	Alcohol	2	0.05%
158	Sol	Alcohol	2	0.05%

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Rank	Brand	Type	Count	%
159	Efes	Alcohol	2	0.05%
160	Domino's Pizza	Fast food	1	0.03%
161	Eat	Fast food	1	0.03%
162	Café Nero (food)	Fast food	1	0.03%
163	Pasty Shop	Fast food	1	0.03%
164	Nandos	Fast food	1	0.03%
165	Sweet n Low	Fast food	1	0.03%
166	Harrison's Sauce	Fast food	1	0.03%
167	Jacob's	Confectionery	1	0.03%
168	Jaffa Cakes (United Biscuits)	Confectionery	1	0.03%
169	Julian Graves Ltd	Confectionery	1	0.03%
170	Kerry Foods	Confectionery	1	0.03%
171	Millies Cookies	Confectionery	1	0.03%
172	Nichols Plc	Confectionery	1	0.03%
173	Sugar Foods Corporation	Confectionery	1	0.03%
174	Unknown	Confectionery	1	0.03%
175	Wrigley	Confectionery	1	0.03%
176	August Storck KG	Confectionery	1	0.03%
177	Boots	Crisps	1	0.03%
178	GlaxoSmithKline (Ribena and Lucozade)	Crisps	1	0.03%
179	Intersnack Ltd	Crisps	1	0.03%
180	Jacob's (United Biscuits)	Crisps	1	0.03%
181	Diamond Foods	Crisps	1	0.03%
182	Not known	Crisps	1	0.03%
183	Perfetti van Melle	Chewing gum	1	0.03%
184	Marks & Spencer	Chewing gum	1	0.03%
185	Asda	Drinks	1	0.03%
186	Dairy Crest	Drinks	1	0.03%
187	Kraft Foods	Drinks	1	0.03%
188	Mars Incorporated	Drinks	1	0.03%
189	PG Tips	Drinks	1	0.03%
190	Pret a Manger	Drinks	1	0.03%
191	ShakeAway	Drinks	1	0.03%
192	Sunny Delight Beverages Company (SDBC)	Drinks	1	0.03%
193	Marks & Spencer	Receipts/Plastic bags/Printed materials	1	0.03%
194	Superdrug	Receipts/Plastic bags/Printed materials	1	0.03%
195	Metro	Receipts/Plastic bags/Printed materials	1	0.03%
196	Lottery Tickets	Receipts/Plastic bags/Printed materials	1	0.03%
197	Coop	Receipts/Plastic bags/Printed materials	1	0.03%
198	Kleenex	Receipts/Plastic bags/Printed materials	1	0.03%

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Rank	Brand	Type	Count	%
199	Spar	Receipts/Plastic bags/Printed materials	1	0.03%
200	Balmoral	Tobacco related	1	0.03%
201	Consulate	Tobacco related	1	0.03%
202	Golden Virginia (Imperial Tobacco Group)	Tobacco related	1	0.03%
203	GSD matches	Tobacco related	1	0.03%
204	MS	Tobacco related	1	0.03%
205	Natural Green	Tobacco related	1	0.03%
206	Park Road	Tobacco related	1	0.03%
207	Philip Morris (Philip Morris International)	Tobacco related	1	0.03%
208	Zig Zag	Tobacco related	1	0.03%
209	Grolsch	Alcohol	1	0.03%
210	Bells Whiskey	Alcohol	1	0.03%
211	LCL Pils Super Strength	Alcohol	1	0.03%
212	K Cider	Alcohol	1	0.03%
213	Tsyche	Alcohol	1	0.03%
214	Somerfield	Alcohol	1	0.03%
215	Peroni	Alcohol	1	0.03%
216	Tiger	Alcohol	1	0.03%
217	Brothers	Alcohol	1	0.03%
218	Kopparberg	Alcohol	1	0.03%
219	Newcastle Brown	Alcohol	1	0.03%
220	Dragon Shoot	Alcohol	1	0.03%
221	Bass Shandy	Alcohol	1	0.03%
TOTAL LITTER COUNT			3,723	

National results by type

Type	Count	%
Fast food	1,238	33.02%
Confectionery	673	17.95%
Tobacco	631	16.83%
Drinks	546	14.56%
Alcohol	208	5.55%
Chewing gum	208	5.55%
Crisps	130	3.47%
Receipts/Plastic bags/Printed materials	89	2.37%
TOTAL LITTER COUNT	3,723	

Fast food brands

Rank	Brand	Count	%
1	McDonald's	486	39.26%
2	Greggs	221	17.85%
3	Unbranded fish & chips/kebab/pizza	172	13.89%
4	Subway	97	7.84%
5	KFC	50	4.04%
6	Burger King	40	3.23%
7	Local fish & chips/kebab/pizza	27	2.18%
8	Cafe D'Italia	21	1.70%
9	Pound Bakery	18	1.45%
10	Heinz	12	0.97%
11	Pret a Manger	11	0.89%
12	Greenhalgh's	11	0.89%
13	Eat 4 Less	10	0.81%
14	Southern Fried Chicken	6	0.48%
15	Galloways	6	0.48%
16	Maryland Chicken	6	0.48%
17	Unbranded local bakery	4	0.32%
18	Marks & Spencers food	4	0.32%
19	Tesco	4	0.32%
20	Cooplunds	4	0.32%
21	Sainsbury's	3	0.24%
22	Pizza Express	3	0.24%
23	Tate & Lyle	3	0.24%
24	Krispy Kreme	2	0.16%
25	Pizza Hut	2	0.16%
26	Asda	2	0.16%
27	Wimpy	2	0.16%
28	Lichfields	2	0.16%
29	Waterfield	2	0.16%
30	Domino's Pizza	1	0.08%
31	Eat	1	0.08%
32	Café Nero (food)	1	0.08%
33	Pasty Shop	1	0.08%
34	Nandos	1	0.08%
35	Sweet n Low	1	0.08%
36	Harrison's Sauce	1	0.08%
TOTAL LITTER COUNT		1,238	

Confectionery brands

Confectionery brands by manufacturer

Rank	Brand	Count	%
1	Cadbury	227	33.73%
2	Mars Incorporated	185	27.49%
3	Nestlé	94	13.97%
4	Haribo	30	4.46%
5	Fox's Confectionery	19	2.82%
6	Swizzels Matlow	19	2.82%
7	Ferrero	12	1.78%
8	Perfetti van Melle	10	1.49%
9	Trebor	10	1.49%
10	Kellogg's	8	1.19%
11	Kraft Foods	6	0.89%
12	Leaf International	6	0.89%
13	Peperami (Unilever)	6	0.89%
14	Rowntree	6	0.89%
15	Bassett's	3	0.45%
16	Thorntons	3	0.45%
17	Wall's (Unilever)	3	0.45%
18	Eat Natural	2	0.30%
19	Fisherman's Friend	2	0.30%
20	Jelly Belly	2	0.30%
21	Maynards	2	0.30%
22	McVities (United Biscuits)	2	0.30%
23	Millar McCowan	2	0.30%
24	Nabisco (Kraft)	2	0.30%
25	Barrett	2	0.30%
26	Jacob's	1	0.15%
27	Jaffa Cakes (United Biscuits)	1	0.15%
28	Julian Graves Ltd	1	0.15%
29	Kerry Foods	1	0.15%
30	Millies Cookies	1	0.15%
31	Nichols Plc	1	0.15%
32	Sugar Foods Corporation	1	0.15%
33	Not known	1	0.15%
34	Wrigley	1	0.15%
35	August Storck KG	1	0.15%
TOTAL LITTER COUNT		673	

Confectionery brands by product

Rank	Product Brand	Company Brand	Count	%
1	Dairy Milk/Fruit & Nut	Cadbury	47	6.98%
2	Snickers/Twix	Mars Incorporated	44	6.54%
3	Skittles/Starburst	Mars Incorporated	40	5.94%
4	Kit Kat	Nestlé	39	5.79%
5	Milky Way	Mars Incorporated	37	5.50%
6	Crème Egg/Twisted	Cadbury	29	4.31%
7	Haribo	Haribo	27	4.01%
8	Mars	Mars Incorporated	26	3.86%
9	Cadbury Caramel	Cadbury	25	3.71%
10	Fox's Glacier Mints/sweets	Fox's Confectionery	19	2.82%
11	Cadbury Twirl	Cadbury	18	2.67%
12	Quality Street	Nestlé	16	2.38%
13	Galaxy/Ripple/Caramel/Milk/Minstrels/Smooth	Mars Incorporated	14	2.08%
14	Drumstick lolly	Swizzels Matlow	14	2.08%
15	Milky Bar	Nestlé	11	1.63%
16	Crunchie	Cadbury	11	1.63%
17	Wispa/Wispa Gold	Cadbury	11	1.63%
18	Bounty	Mars Incorporated	10	1.49%
19	Maltesers	Mars Incorporated	10	1.49%
20	Double Decker	Cadbury	10	1.49%
21	Cadbury's Boost	Cadbury	10	1.49%
22	Trebor Extra Strong Mints	Trebor	9	1.34%
23	Kinder Bueno	Ferrero	9	1.34%
24	Halls	Cadbury	9	1.34%
25	Buttons/White Buttons	Cadbury	8	1.19%
26	Cadbury's Chocolate Éclairs	Cadbury	8	1.19%
27	Chupa Chup	Perfetti van Melle	6	0.89%
28	Peperami	Peperami (Unilever)	6	0.89%
29	Smarties	Nestlé	6	0.89%
30	Cadbury's Fudge	Cadbury	6	0.89%
31	Cadbury Flake	Cadbury	6	0.89%
32	Chewits	Leaf International	6	0.89%
33	Refreshers	Swizzels Matlow	5	0.74%
34	Nutrigrain	Kellogg's	5	0.74%
35	Rowntree's Fruit Pastilles	Rowntree	5	0.74%
36	Aero Mint/Bubbles	Nestlé	4	0.59%
37	Bournville	Cadbury	4	0.59%
38	Cadbury Mini Rolls	Cadbury	4	0.59%
39	Topic/Tracker	Mars Incorporated	3	0.45%
40	Toffee Crisp	Nestlé	3	0.45%

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Rank	Product Brand	Company Brand	Count	%
41	Rolo	Nestlé	3	0.45%
42	Yorkie	Nestlé	3	0.45%
43	Terry's Chocolate Orange	Kraft Foods	3	0.45%
44	Thorntons	Thorntons	3	0.45%
45	Picnic	Cadbury	3	0.45%
46	Cadbury Freddo	Cadbury	3	0.45%
47	Cadbury's Roses	Cadbury	3	0.45%
48	Lion	Nestlé	3	0.45%
49	Polo Mints	Nestlé	3	0.45%
50	Wall's ice-cream	Wall's (Unilever)	3	0.45%
51	Maoam	Haribo	3	0.45%
52	Mentos	Perfetti van Melle	3	0.45%
53	Rice Krispies	Kellogg's	3	0.45%
54	Turkish Delight	Cadbury	2	0.30%
55	Time Out	Cadbury	2	0.30%
56	Cadbury's Chomp	Cadbury	2	0.30%
57	McVities biscuits	McVities (United Biscuits)	2	0.30%
58	Maynards Wine Gums	Maynards	2	0.30%
59	Ferrero Rocher	Ferrero	2	0.30%
60	Black Jack	Barrett	2	0.30%
61	Cadbury's Dairy Milk Tasters	Cadbury	2	0.30%
62	Fisherman's Friend	Fisherman's Friend	2	0.30%
63	Jelly Belly Bean	Jelly Belly	2	0.30%
64	Cadbury Wish	Cadbury	2	0.30%
65	Bassett's Cherry Drops	Bassett's	2	0.30%
66	Oreo	Nabisco (Kraft)	2	0.30%
67	Wham bar	Millar McCowan	2	0.30%
68	Eat Natural	Eat Natural	2	0.30%
69	M&Ms/Revels	Mars Incorporated	1	0.15%
70	Cadbury Fingers	Cadbury	1	0.15%
71	Vimto lolly	Nichols Plc	1	0.15%
72	Milka	Kraft Foods	1	0.15%
73	Jaffa Cakes	Jaffa Cakes (United Biscuits)	1	0.15%
74	Trebor Soft Mints	Trebor	1	0.15%
75	Dime bar	Kraft	1	0.15%
76	Tunes	Wrigley	1	0.15%
77	Millies Cookies	Millies Cookies	1	0.15%
78	Rowntree Randoms	Rowntree	1	0.15%
79	Treo	Not known	1	0.15%
80	Breakaway biscuit bar	Nestlé	1	0.15%

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Rank	Product Brand	Company Brand	Count	%
81	Curly Wurly	Cadbury	1	0.15%
82	Toblerone	Kraft Foods	1	0.15%
83	Tic Tac	Ferrero	1	0.15%
84	Munchies	Nestlé	1	0.15%
85	Drifter	Nestlé	1	0.15%
86	Choc Gems	Jacob's	1	0.15%
87	Werther's Original	August Storck KG	1	0.15%
88	Sweet n Low	Sugar Foods Corporation	1	0.15%
89	Bassett's Jelly Babies	Bassett's	1	0.15%
90	Fruitella	Perfetti van Melle	1	0.15%
91	Cheesestrings	Kerry Foods	1	0.15%
92	Julian Graves Yoghurt Coated Raisins	Julian Graves Ltd	1	0.15%
TOTAL LITTER COUNT			673	

Tobacco brands

Tobacco brands by manufacturer

Rank	Tobacco Manufacturer	Count	%
1	Imperial Tobacco Group	218	34.55%
2	JTI Gallaher Group	192	30.43%
3	Philip Morris International	133	21.08%
4	British American Tobacco	31	4.91%
5	JT International	19	3.01%
6	Not known	11	1.74%
7	Swan	10	1.58%
8	Altria Group Inc	8	1.27%
9	Royal Tobacco Inc	7	1.11%
10	Baltic Tobacco Company	2	0.32%
TOTAL LITTER COUNT		631	

Tobacco brands by product

Rank	Product Brand	Company Brand	Count	%
1	Marlboro	Philip Morris International	132	20.92%
2	Lambert & Butler	Imperial Tobacco Group	100	15.85%
3	Mayfair	JTI Gallaher Group	72	11.41%
4	Benson & Hedges	JTI Gallaher Group	57	9.03%
5	Richmond	Imperial Tobacco Group	51	8.08%
6	Silk Cut	JTI Gallaher Group	41	6.50%
7	Pall Mall	British American Tobacco	21	3.33%
8	Sterling	JTI Gallaher Group	16	2.54%
9	Superkings	Imperial Tobacco Group	14	2.22%
10	Rizla	Imperial Tobacco Group	13	2.06%
11	John Player Special	Imperial Tobacco Group	12	1.90%
12	Amber Leaf	JT International	11	1.74%
13	Swan filters/matches	Swan	10	1.58%
14	Embassy	Imperial Tobacco Group	9	1.43%
15	Regal	Imperial Tobacco Group	9	1.43%
16	Windsor Blue	Imperial Tobacco Group	9	1.43%
17	Camel	JT International	8	1.27%
18	L&M	Altria Group Inc	8	1.27%
19	Royals	Royal Tobacco Inc	7	1.11%
20	Lucky Strike	British American Tobacco	4	0.63%
21	Sovereign	JTI Gallaher Group	4	0.63%
22	Berkeley	British American Tobacco	3	0.48%
23	John Player Gold Leaf	British American Tobacco	3	0.48%
24	Dorchester	JTI Gallaher Group	2	0.32%
25	Jin Ling	Baltic Tobacco Company	2	0.32%
26	Red Band	Not known	2	0.32%
27	Ship	Not known	2	0.32%
28	Balmoral	Not known	1	0.16%
29	Consulate	Not known	1	0.16%
30	Golden Virginia	Imperial Tobacco Group	1	0.16%
31	GSD matches	Not known	1	0.16%
32	MS	Not known	1	0.16%
33	Natural Green	Not known	1	0.16%
34	Park Road	Not known	1	0.16%
35	Philip Morris	Philip Morris International	1	0.16%
36	Zig Zag	Not known	1	0.16%
TOTAL LITTER COUNT			631	

Drinks brands

Drink brands by manufacturer

Rank	Parent Brand	Count	%
1	Coca-Cola	188	34.43%
2	GlaxoSmithKline (Ribena and Lucozade)	66	12.09%
3	Costa Coffee	39	7.14%
4	Pepsi Co	37	6.78%
5	Britvic	29	5.31%
6	Red Bull GmbH	28	5.13%
7	Starbucks	25	4.58%
8	Not known	17	3.11%
9	Café Nero Group Ltd	14	2.56%
10	Danone Group	13	2.38%
11	Unbranded coffee	10	1.83%
12	Unbranded or local coffee	10	1.83%
13	WILD GmbH	8	1.47%
14	Nestlé	7	1.28%
15	Nichols Plc	7	1.28%
16	AG Barr Plc	6	1.10%
17	Cott Corporation	4	0.73%
18	Sainsbury's	4	0.73%
19	Select Service Partner (SSP)	4	0.73%
20	Somerfield	4	0.73%
21	Unbranded drinks packaging	4	0.73%
22	Milk (unbranded)	3	0.55%
23	Rubicon	3	0.55%
24	Coffee Nation	2	0.37%
25	Coffee Republic	2	0.37%
26	Cow & Gate	2	0.37%
27	Upper Crust	2	0.37%
28	Asda	1	0.18%
29	Dairy Crest	1	0.18%
30	Kraft Foods	1	0.18%
31	Mars Incorporated	1	0.18%
32	PG Tips	1	0.18%
33	Pret a Manger	1	0.18%
34	ShakeAway	1	0.18%
35	Sunny Delight Beverages Company (SDBC)	1	0.18%
TOTAL LITTER COUNT		546	

Drink brands by product

Rank	Product Brand	Parent Brand	Count	%
1	Coke/Diet Coke	Coca-Cola	126	23.08%
2	Lucozade	GlaxoSmithKline (Ribena and Lucozade)	53	9.71%
3	Costa Coffee	Costa Coffee	39	7.14%
4	Red Bull	Red Bull GmbH	28	5.13%
5	Pepsi/Pepsi Max/Diet Pepsi	Pepsi Co	26	4.76%
6	Starbucks	Starbucks	25	4.58%
7	Fanta	Coca-Cola	18	3.30%
8	Café Nero	Café Nero Group Ltd	14	2.56%
9	Ribena	GlaxoSmithKline (Ribena and Lucozade)	13	2.38%
10	Dr Pepper/Diet	Coca-Cola	13	2.38%
11	Tango	Britvic	12	2.20%
12	Robinson's Fruit Shoot	Britvic	11	2.01%
13	Volvic	Danone Group	11	2.01%
14	Unbranded or local coffee	Unbranded or local coffee	10	1.83%
15	Unbranded coffee	Unbranded coffee	10	1.83%
16	7Up	Pepsi Co	9	1.65%
17	Sprite	Coca-Cola	8	1.47%
18	Capri Sun	WILD GmbH	8	1.47%
19	Vimto	Nichols Plc	7	1.28%
20	Oasis	Coca-Cola	7	1.28%
21	Buxton water	Nestlé	5	0.92%
22	Lilt	Coca-Cola	5	0.92%
23	Unbranded drinks packaging	Unbranded drinks packaging	4	0.73%
24	Sainsbury's drink	Sainsbury's	4	0.73%
25	Café Ritazza	Select Service Partner (SSP)	4	0.73%
26	Somerfield	Somerfield	4	0.73%
27	Powerade	Coca-Cola	3	0.55%
28	Drench	Britvic	3	0.55%
29	Rubicon Exotic	Rubicon	3	0.55%
30	Barr Cherryade	AG Barr Plc	3	0.55%
31	KA Drink	Not known	3	0.55%
32	Milk (unbranded)	Milk (unbranded)	3	0.55%
33	Coffee Republic	Coffee Republic	2	0.37%
34	Five Alive	Coca-Cola	2	0.37%
35	Iron Bru	AG Barr Plc	2	0.37%
36	Evian	Danone Group	2	0.37%
37	Schweppes	Coca-Cola	2	0.37%
38	Relentless	Coca-Cola	2	0.37%
39	Boost Energy Drink	Nestlé	2	0.37%
40	Tropicana	Pepsi Co	2	0.37%
41	Explosade	Not known	2	0.37%
42	Coffee Nation	Coffee Nation	2	0.37%
43	Appletiser	Coca-Cola	2	0.37%
44	J2O	Britvic	2	0.37%
45	Red Rooster	Cott Corporation	2	0.37%

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Rank	Product Brand	Parent Brand	Count	%
46	Euroshopper Energy Drink	Not known	2	0.37%
47	Bestin	Not known	2	0.37%
48	Cow & Gate	Cow & Gate	2	0.37%
49	Upper Crust	Upper Crust	2	0.37%
50	Orangina	AG Barr Plc	1	0.18%
51	Vitafit	Not known	1	0.18%
52	Emerge	Cott Corporation	1	0.18%
53	Kenco Coffee	Kraft Foods	1	0.18%
54	Robinson's	Britvic	1	0.18%
55	Mars drink	Mars Incorporated	1	0.18%
56	Powerhouse	Not known	1	0.18%
57	Bolt	Not known	1	0.18%
58	Sunny Delight	Sunny Delight Beverages Company (SDBC)	1	0.18%
59	Frijj	Dairy Crest	1	0.18%
60	Wilko Energy Drink	Not known	1	0.18%
61	Smooove	Not known	1	0.18%
62	PG Tips	PG Tips	1	0.18%
63	DG Cola	Not known	1	0.18%
64	Energy Stimulation	Cott Corporation	1	0.18%
65	Pret a Manger (drink)	Pret a Manger	1	0.18%
66	Kirkland Water	Not known	1	0.18%
67	ShakeAway	ShakeAway	1	0.18%
68	Delta	Not known	1	0.18%
69	Asda (drink)	Asda	1	0.18%
TOTAL LITTER COUNT			546	

Alcohol brands

Rank	Brand	Count	%
1	Budweiser	39	18.75%
2	Stella Artois	37	17.79%
3	Strongbow	18	8.65%
4	Carlsberg	11	5.29%
5	Fosters	11	5.29%
6	WKD	11	5.29%
7	Super Skol	11	5.29%
8	Becks	8	3.85%
9	Corona	7	3.37%
10	Special Brew	6	2.88%
11	Carling	5	2.40%
12	Heineken	4	1.92%
13	White Lightening	3	1.44%
14	Guinness	3	1.44%
15	Bacardi Breezer	3	1.44%
16	VK	2	0.96%
17	Bulmers	2	0.96%

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Rank	Brand	Count	%
18	Tenants Super	2	0.96%
19	Lech	2	0.96%
20	White Storm Cider	2	0.96%
21	Hobgoblin	2	0.96%
22	Chekov Vodka	2	0.96%
23	Sol	2	0.96%
24	Efes	2	0.96%
25	Grolsch	1	0.48%
26	Bells Whiskey	1	0.48%
27	LCL Pils Super Strength	1	0.48%
28	K Cider	1	0.48%
29	Tsyche	1	0.48%
30	Somerfield	1	0.48%
31	Peroni	1	0.48%
32	Tiger	1	0.48%
33	Brothers	1	0.48%
34	Kopparberg	1	0.48%
35	Newcastle Brown	1	0.48%
36	Dragon Shoot	1	0.48%
37	Bass Shandy	1	0.48%
TOTAL LITTER COUNT		208	

Chewing gum brands

Chewing gum brands by manufacturer

Chewing Gum Manufacturer	Count	%
Wrigley	195	93.75%
Cadbury	9	4.33%
Trebor	2	0.96%
Perfetti van Melle	1	0.48%
Marks & Spencer	1	0.48%
TOTAL LITTER COUNT	208	

Chewing gum brands by product

Rank	Product Brand	Company Brand	Count	%
1	Wrigley's Extra	Wrigley	107	51.44%
2	Wrigley's Doublemint/Spearmint	Wrigley	34	16.35%
3	Wrigley's Airwaves	Wrigley	31	14.90%
4	Hubba Bubba	Wrigley	15	7.21%
5	Trident Soft	Cadbury	9	4.33%
6	Juicy Fruit	Wrigley	6	2.88%
7	Orbit	Wrigley	2	0.96%
8	Trebor Extra Strong gum	Trebor	2	0.96%
9	Mentos	Perfetti van Melle	1	0.48%
10	Marks & Spencer's gum	Marks & Spencer	1	0.48%
TOTAL LITTER COUNT			208	

Crisp brands

Crisp brands by manufacturer

Rank	Parent Brand	Count	%
1	Walkers	67	51.54%
2	KP Snacks	28	21.54%
3	Frito Lay (Doritos)	12	9.23%
4	Golden Wonder	5	3.85%
5	D&G (Pringles)	4	3.08%
6	Kerry Group	2	1.54%
7	Kraft Food	2	1.54%
8	Not known	2	1.54%
9	Seabrook	2	1.54%
10	Boots	1	0.77%
11	GlaxoSmithKline (Ribena and Lucozade)	1	0.77%
12	Intersnack Ltd	1	0.77%
13	Jacob's (United Biscuits)	1	0.77%
14	Diamond Foods	1	0.77%
15	Not known	1	0.77%
TOTAL LITTER COUNT		130	

Crisp brands by product

Rank	Product Brand	Company Brand	Count	%
1	Walkers	Walkers	53	40.77%
2	Doritos	Frito Lay	12	9.23%
3	Hula Hoops	KP Snacks	9	6.92%
4	McCoys	KP Snacks	6	4.62%
5	Discos	KP Snacks	6	4.62%
6	Golden Wonder	Golden Wonder	5	3.85%
7	Monster Munch	Walkers	5	3.85%
8	Pringles	D&G	4	3.08%
9	NikNaks	KP Snacks	4	3.08%
10	Quavers	Walkers	4	3.08%
11	Skips	KP Snacks	3	2.31%
12	Frazzles	Walkers	2	1.54%
13	Seabrook	Seabrook	2	1.54%
14	Dairylea Dunkers	Kraft Food	2	1.54%
15	Bobby's Onion Rings	Not known	2	1.54%
16	Mattessons	Kerry Group	2	1.54%
17	Kettle Chips	Diamond Foods	1	0.77%
18	Pom Bear crisps	Intersnack Ltd	1	0.77%
19	Wotsits	Walkers	1	0.77%
20	French Fries	Walkers	1	0.77%
21	Wheetos	Not known	1	0.77%
22	Jacobs Cream Crackers	Jacob's (United Biscuits)	1	0.77%
23	Lucozade Sports Bar	GlaxoSmithKline (Ribena and Lucozade)	1	0.77%
24	Shapers (Boots)	Boots	1	0.77%
25	Snap	Walkers	1	0.77%
TOTAL LITTER COUNT			130	

Receipts, plastic bags and printed materials

Rank	Brand	Count	%
1	ShortList	14	15.73%
2	Sainsbury's	11	12.36%
3	Tesco	10	11.24%
4	Local brand/unbranded plastic bag	9	10.11%
5	Bus tickets	9	10.11%
6	Asda	5	5.62%
7	Boots	4	4.49%
8	BHS	4	4.49%
9	Santander	4	4.49%
10	Morrisons	2	2.25%
11	WH Smith	2	2.25%
12	Wilkinson's	2	2.25%
13	Clinton's	2	2.25%
14	Poundland	2	2.25%
15	Curry's	2	2.25%
16	Marks & Spencer	1	1.12%
17	Superdrug	1	1.12%
18	Metro	1	1.12%
19	Lottery Tickets	1	1.12%
20	Coop	1	1.12%
21	Kleenex	1	1.12%
22	Spar	1	1.12%
TOTAL LITTER COUNT		89	

Appendix 2: Results by Area

Birmingham

Results by litter type

Type	Count	%
Fast food	39	27.46%
Receipts/Plastic bags/Printed materials	32	22.54%
Confectionery	21	14.79%
Drinks	17	11.97%
Tobacco	13	9.15%
Chewing gum	11	7.75%
Alcohol	6	4.23%
Crisps	3	2.11%
TOTAL LITTER COUNT	142	

Results by brand

Rank	Brand	Type	Count	%
1	ShortList magazine	Plastic bags	14	9.86%
2	Wrigley	Chewing gum	11	7.75%
3	Eat 4 Less	Fast food	10	7.04%
4	Unbranded coffee	Drinks	10	7.04%
5	Bus tickets	Plastic bags	9	6.34%
6	McDonald's	Fast food	8	5.63%
7	Unbranded fish & chips/kebab/pizza	Fast food	8	5.63%
8	Mars Incorporated	Confectionery	7	4.93%
9	Fox's Confectionery	Confectionery	5	3.52%
10	Nestlé	Confectionery	4	2.82%
11	BHS	Plastic bags	4	2.82%
12	Benson & Hedges (JTI Gallaher Group)	Tobacco	4	2.82%
13	Subway	Fast food	3	2.11%
14	Greggs	Fast food	3	2.11%
15	Unbranded local bakery	Fast food	3	2.11%
16	Cadbury	Confectionery	3	2.11%
17	Walkers	Crisps	3	2.11%
18	Stella Artois	Alcohol	3	2.11%
19	KFC	Fast food	2	1.41%
20	Coca-Cola	Drinks	2	1.41%
21	Coffee Nation	Drinks	2	1.41%
22	Not known	Drinks	2	1.41%
23	White Storm Cider	Alcohol	2	1.41%
24	Lambert & Butler (Imperial Tobacco Group)	Tobacco	2	1.41%
25	Mayfair (JTI Gallaher Group)	Tobacco	2	1.41%
26	Amber Leaf (JT International)	Tobacco	2	1.41%
27	Burger King	Fast food	1	0.70%
28	Tesco	Fast food	1	0.70%

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Continued...

Rank	Brand	Type	Count	%
29	Kellogg's	Confectionery	1	0.70%
30	Leaf International	Confectionery	1	0.70%
31	Café Nero Group Ltd	Drinks	1	0.70%
32	Tesco	Receipts/Plastic bags/Printed materials	1	0.70%
33	Local brand /unbranded	Receipts/Plastic bags/Printed materials	1	0.70%
34	Metro newspaper	Receipts/Plastic bags/Printed materials	1	0.70%
35	Lottery tickets	Receipts/Plastic bags/Printed materials	1	0.70%
36	Kleenex	Receipts/Plastic bags/Printed materials	1	0.70%
37	Super Skol	Alcohol	1	0.70%
38	Sovereign (JTI Gallaher Group)	Tobacco	1	0.70%
39	Rizla (Imperial Tobacco Group)	Tobacco	1	0.70%
40	John Player Gold Leaf (British American Tobacco)	Tobacco	1	0.70%
TOTAL LITTER COUNT			142	

Bolton

Results by litter type

Type	Count	%
Fast food	19	33.93%
Confectionery	11	19.64%
Tobacco	9	16.07%
Drinks	6	10.71%
Crisps	5	8.93%
Chewing gum	4	7.14%
Alcohol	2	3.57%
Receipts/Plastic bag/Printed materials	0	0.00%
TOTAL LITTER COUNT	56	

Results by brand

Rank	Brand	Type	Count	%
1	Pound Bakery	Fast food	7	12.50%
2	McDonald's	Fast food	6	10.71%
3	Cadbury	Confectionery	5	8.93%
4	Greenhalgh's	Fast food	5	8.93%
5	Wrigley	Chewing gum	4	7.14%
6	Mars Incorporated	Confectionery	4	7.14%
7	Richmond (Imperial Tobacco Group)	Tobacco	4	7.14%
8	Nestlé	Confectionery	2	3.57%

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Continued...

Rank	Brand	Type	Count	%
9	Walkers	Crisps	2	3.57%
10	Coca-Cola	Drinks	2	3.57%
11	Lambert & Butler (Imperial Tobacco Group)	Tobacco	2	3.57%
12	Silk Cut (JTI Gallaher Group)	Tobacco	2	3.57%
13	Carlsberg	Alcohol	1	1.79%
14	Becks	Alcohol	1	1.79%
15	Frito Lay (Doritos)	Crisps	1	1.79%
16	Golden Wonder	Crisps	1	1.79%
17	KP Snacks	Crisps	1	1.79%
18	Britvic	Drinks	1	1.79%
19	Café Nero Group Ltd	Drinks	1	1.79%
20	Costa Coffee	Drinks	1	1.79%
21	GlaxoSmithKline (Ribena and Lucozade)	Drinks	1	1.79%
22	Local fish & chips/kebab/pizza	Fast food	1	1.79%
23	Marlboro (Philip Morris International)	Tobacco	1	1.79%
TOTAL LITTER COUNT			56	

Canterbury

Results by litter type

Type	Count	%
Confectionery	52	28.89%
Fast food	51	28.33%
Chewing gum	25	13.89%
Drinks	22	12.22%
Tobacco	15	8.33%
Alcohol	8	4.44%
Receipts/Plastic bags/Printed materials	5	2.78%
Crisps	2	1.11%
TOTAL LITTER COUNT		180

Results by brand

Rank	Brand	Type	Count	%
1	Wrigley	Chewing gum	23	12.78%
2	Cadbury	Confectionery	21	11.67%
3	McDonald's	Fast food	18	10.00%
4	Subway	Fast food	15	8.33%
5	Costa Coffee	Drinks	15	8.33%
6	Nestlé	Confectionery	9	5.00%
7	Unbranded fish & chips/kebab/pizza	Fast food	8	4.44%
8	Mayfair	Tobacco	5	2.78%
9	Burger King	Fast food	4	2.22%
10	Ferrero	Confectionery	4	2.22%

Continued overleaf...

Continued...

Rank	Brand	Type	Count	%
11	Mars Incorporated	Confectionery	4	2.22%
12	Coca-Cola	Drinks	4	2.22%
13	Pret a Manger	Fast food	3	1.67%
14	Local fish & chips/kebab/pizza	Fast food	3	1.67%
15	Haribo	Confectionery	3	1.67%
16	Eat Natural	Confectionery	2	1.11%
17	Fisherman's Friend	Confectionery	2	1.11%
18	Fox's Confectionery	Confectionery	2	1.11%
19	Walkers	Crisps	2	1.11%
20	Cadbury	Chewing gum	2	1.11%
21	Strongbow	Alcohol	2	1.11%
22	Tenants Super	Alcohol	2	1.11%
23	Clinton's Cards	Receipts/Plastic bags/Printed materials	2	1.11%
24	Amber Leaf (JT International)	Tobacco	2	1.11%
25	Pall Mall (British American Tobacco)	Tobacco	2	1.11%
26	Bassett's	Confectionery	1	0.56%
27	Kellogg's	Confectionery	1	0.56%
28	Perfetti van Melle	Confectionery	1	0.56%
29	Rowntree	Confectionery	1	0.56%
30	Trebor	Confectionery	1	0.56%
31	Mars Incorporated	Drinks	1	0.56%
32	Nestlé	Drinks	1	0.56%
33	Starbucks	Drinks	1	0.56%
34	Stella Artois	Alcohol	1	0.56%
35	WKD	Alcohol	1	0.56%
36	Tsyche	Alcohol	1	0.56%
37	Tiger	Alcohol	1	0.56%
38	Boots	Receipts/Plastic bags/Printed materials	1	0.56%
39	Local brand /unbranded	Receipts/Plastic bags/Printed materials	1	0.56%
40	Poundland	Receipts/Plastic bags/Printed materials	1	0.56%
41	Lambert & Butler (Imperial Tobacco Group)	Tobacco	1	0.56%
42	Marlboro (Philip Morris International)	Tobacco	1	0.56%
43	Berkeley (British American Tobacco)	Tobacco	1	0.56%
44	Benson & Hedges (JTI Gallaher Group)	Tobacco	1	0.56%
45	Rizla (Imperial Tobacco Group)	Tobacco	1	0.56%
46	Natural Green	Tobacco	1	0.56%
TOTAL LITTER COUNT			180	

Carlisle

Results by litter type

Type	Count	%
Fast food	28	25.93%
Confectionery	28	25.93%
Tobacco	20	18.52%
Drinks	14	12.96%
Chewing gum	11	10.19%
Alcohol	2	1.85%
Crisps	4	3.70%
Receipts/Plastic bags/Printed materials	1	0.93%
TOTAL LITTER COUNT	108	

Results by brand

Rank	Brand	Type	Count	%
1	Cadbury	Confectionery	22	20.37%
2	McDonald's	Fast food	17	15.74%
3	Lambert & Butler (Imperial Tobacco Group)	Tobacco	12	11.11%
4	Wrigley	Chewing gum	11	10.19%
5	Coca-Cola	Drinks	9	8.33%
6	Unbranded fish & chips/kebab/pizza	Fast food	6	5.56%
7	Greggs	Fast food	5	4.63%
8	Mars Incorporated	Confectionery	3	2.78%
9	Walkers	Crisps	3	2.78%
10	GlaxoSmithKline (Ribena and Lucozade)	Drinks	3	2.78%
11	Fox's Confectionery	Confectionery	2	1.85%
12	Berkeley (British American Tobacco)	Tobacco	2	1.85%
13	Richmond (Imperial Tobacco Group)	Tobacco	2	1.85%
14	John Player Special (Imperial Tobacco Group)	Tobacco	2	1.85%
15	Nestlé	Confectionery	1	0.93%
16	Boots	Crisps	1	0.93%
17	Costa Coffee	Drinks	1	0.93%
18	Cott Corporation	Drinks	1	0.93%
19	Embassy (Imperial Tobacco Group)	Tobacco	1	0.93%
20	Regal (Imperial Tobacco Group)	Tobacco	1	0.93%
21	Becks	Alcohol	1	0.93%
22	White Lightening	Alcohol	1	0.93%
23	Wilkinson's	Receipts/Plastic bags/Printed materials	1	0.93%
	TOTAL LITTER COUNT		108	

City of London

Results by litter type

Type	Count	%
Tobacco	48	62.34%
Fast food	10	12.99%
Drinks	10	12.99%
Confectionery	7	9.09%
Crisps	1	1.30%
Chewing gum	1	1.30%
Receipts/Plastic bags/Printed materials	0	0.00%
Alcohol	0	0.00%
TOTAL LITTER COUNT	77	

Results by brand

Rank	Brand	Type	Count	%
1	Marlboro (Philip Morris International)	Tobacco	32	41.56%
2	Silk Cut (JTI Gallaher Group)	Tobacco	10	12.99%
3	Coca-Cola	Drinks	5	6.49%
4	Cadbury	Confectionery	3	3.90%
5	Starbucks	Drinks	3	3.90%
6	McDonald's	Fast food	2	2.60%
7	Burger King	Fast food	2	2.60%
8	Pret a Manger	Fast food	2	2.60%
9	Marks & Spencers food	Fast food	2	2.60%
10	Mars Incorporated	Confectionery	2	2.60%
11	Benson & Hedges (JTI Gallaher Group)	Tobacco	2	2.60%
12	Pall Mall (British American Tobacco)	Tobacco	2	2.60%
13	Eat	Fast food	1	1.30%
14	Sainsbury's	Fast food	1	1.30%
15	Fox's Confectionery	Confectionery	1	1.30%
16	Nestlé	Confectionery	1	1.30%
17	Diamond foods	Crisps	1	1.30%
18	Wrigley	Chewing gum	1	1.30%
19	GlaxoSmithKline (Ribena and Lucozade)	Drinks	1	1.30%
20	Pret a Manger	Drinks	1	1.30%
21	Lucky Strike (British American Tobacco)	Tobacco	1	1.30%
22	L&M (Altria Group Inc)	Tobacco	1	1.30%
TOTAL LITTER COUNT			77	

Derby

Results by litter type

Type	Count	%
Fast food	31	48.44%
Confectionery	16	25.00%
Tobacco	8	12.50%
Chewing gum	5	7.81%
Crisps	2	3.13%
Drinks	2	3.13%
Receipts/Plastic bags/Printed materials	0	0.00%
Alcohol	0	0.00%
TOTAL LITTER COUNT	64	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	26	40.63%
2	Cadbury	Confectionery	7	10.94%
3	Mars Incorporated	Confectionery	7	10.94%
4	Wrigley	Chewing gum	5	7.81%
5	Greggs	Fast food	3	4.69%
6	Swan filters/matches	Tobacco	3	4.69%
7	Burger King	Fast food	2	3.13%
8	Thorntons	Confectionery	2	3.13%
9	Coca-Cola	Drinks	2	3.13%
10	Lambert & Butler (Imperial Tobacco Group)	Tobacco	2	3.13%
11	Rizla (Imperial Tobacco Group)	Tobacco	2	3.13%
12	KP Snacks	Crisps	1	1.56%
13	Walkers	Crisps	1	1.56%
14	Embassy (Imperial Tobacco Group)	Tobacco	1	1.56%
	TOTAL LITTER COUNT		64	

Durham

Results by litter type

Type	Count	%
Fast food	7	22.58%
Confectionery	7	22.58%
Chewing gum	6	19.35%
Drinks	5	16.13%
Crisps	2	6.45%
Tobacco	2	6.45%
Alcohol	2	6.45%
Receipts/Plastic bags/Printed materials	0	0.00%
TOTAL LITTER COUNT	31	

Results by brand

Rank	Brand	Type	Count	%
1	Wrigley	Chewing gum	6	19.35%
2	Subway	Fast food	4	12.90%
3	Greggs	Fast food	3	9.68%
4	Cadbury	Confectionery	3	9.68%
5	Peperami (Unilever)	Confectionery	3	9.68%
6	Coca-Cola	Drinks	2	6.45%
7	Lambert & Butler (Imperial Tobacco Group)	Tobacco	2	6.45%
8	Corona	Alcohol	2	6.45%
9	Mars Incorporated	Confectionery	1	3.23%
10	KP Snacks	Crisps	1	3.23%
11	Walkers	Crisps	1	3.23%
12	Britvic	Drinks	1	3.23%
13	GlaxoSmithKline (Ribena and Lucozade)	Drinks	1	3.23%
14	Red Bull GmbH	Drinks	1	3.23%
	TOTAL LITTER COUNT		31	

Gillingham

Results by litter type

Type	Count	%
Fast food	54	29.03%
Drinks	35	18.82%
Confectionery	31	16.67%
Tobacco	30	16.13%
Alcohol	16	8.60%
Receipts/Plastic bags/Printed materials	8	4.30%
Crisps	7	3.76%
Chewing gum	5	2.69%
TOTAL LITTER COUNT	186	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	16	8.60%
2	Coca-Cola	Drinks	16	8.60%
3	KFC	Fast food	14	7.53%
4	Cadbury	Confectionery	14	7.53%
5	Mayfair (JTI Gallaher Group)	Tobacco	12	6.45%
6	Mars Incorporated	Confectionery	11	5.91%
7	Greggs	Fast food	10	5.38%
8	Local fish & chips/kebab/pizza	Fast food	8	4.30%
9	Benson & Hedges (JTI Gallaher Group)	Tobacco	7	3.76%
10	Wrigley	Chewing gum	5	2.69%
11	Local brand /unbranded	Receipts/Plastic bags/Printed materials	5	2.69%
12	Subway	Fast food	4	2.15%
13	KP Snacks	Crisps	4	2.15%
14	Somerfield	Drinks	4	2.15%
15	Stella Artois	Alcohol	4	2.15%
16	Budweiser	Alcohol	4	2.15%
17	Nestlé	Confectionery	3	1.61%
18	Sainsbury's	Drinks	3	1.61%
19	Sterling (JTI Gallaher Group)	Tobacco	3	1.61%
20	Sovereign (JTI Gallaher Group)	Tobacco	3	1.61%
21	Unbranded fish & chips/kebab/pizza	Fast food	2	1.08%
22	Walkers	Crisps	2	1.08%
23	Britvic	Drinks	2	1.08%
24	GlaxoSmithKline (Ribena and Lucozade)	Drinks	2	1.08%
25	Nestlé	Drinks	2	1.08%

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Rank	Brand	Type	Count	%
26	Not known	Drinks	2	1.08%
27	Pepsi Co	Drinks	2	1.08%
28	Sainsbury's	Receipts/Plastic bags/Printed materials	2	1.08%
29	VK	Alcohol	2	1.08%
30	WKD	Alcohol	2	1.08%
31	Not known	Crisps	1	0.54%
32	Fox's Confectionery	Confectionery	1	0.54%
33	Haribo	Confectionery	1	0.54%
34	Swizzels Matlow	Confectionery	1	0.54%
35	AG Barr Plc	Drinks	1	0.54%
36	Red Bull GmbH	Drinks	1	0.54%
37	WH Smith	Receipts/Plastic bags/Printed materials	1	0.54%
38	Lambert & Butler (Imperial Tobacco Group)	Tobacco	1	0.54%
39	Pall Mall (British American Tobacco)	Tobacco	1	0.54%
40	Windsor Blue (Imperial Tobacco Group)	Tobacco	1	0.54%
41	Zig Zag	Tobacco	1	0.54%
42	Red Band	Tobacco	1	0.54%
43	Carlsberg	Alcohol	1	0.54%
44	Bells Whiskey	Alcohol	1	0.54%
45	Somerfield	Alcohol	1	0.54%
46	Brothers	Alcohol	1	0.54%
TOTAL LITTER COUNT			186	

Gloucester

Results by litter type

Type	Count	%
Confectionery	19	70.37%
Fast food	3	11.11%
Drinks	2	7.41%
Chewing gum	2	7.41%
Tobacco	1	3.70%
Crisps	0	0.00%
Receipts/Plastic bags/Printed materials	0	0.00%
Alcohol	0	0.00%
TOTAL LITTER COUNT	27	

Results by brand

Rank	Brand	Type	Count	%
1	Cadbury	Confectionery	9	33.33%
2	Mars Incorporated	Confectionery	5	18.52%
3	Perfetti van Melle	Confectionery	2	7.41%
4	Wrigley	Chewing gum	2	7.41%
5	McDonald's	Fast food	1	3.70%
6	Subway	Fast food	1	3.70%
7	Greggs	Fast food	1	3.70%
8	Fox's Confectionery	Confectionery	1	3.70%
9	Nestlé	Confectionery	1	3.70%
10	Trebor	Confectionery	1	3.70%
11	Coca-Cola	Drinks	1	3.70%
12	Not known	Drinks	1	3.70%
13	Lambert & Butler (Imperial Tobacco Group)	Tobacco	1	3.70%
TOTAL LITTER COUNT			27	

Halifax

Results by litter type

Type	Count	%
Confectionery	13	27.66%
Fast food	10	21.28%
Drinks	9	19.15%
Alcohol	6	12.77%
Tobacco	5	10.64%
Crisps	3	6.38%
Chewing gum	1	2.13%
Receipts/Plastic bags/Printed materials	0	0.00%
TOTAL LITTER COUNT	47	

Results by brand

Rank	Brand	Type	Count	%
1	Mars Incorporated	Confectionery	7	14.89%
2	McDonald's	Fast food	5	10.64%
3	Greggs	Fast food	3	6.38%
4	Café Nero Group Ltd	Drinks	3	6.38%
5	Cadbury	Confectionery	2	4.26%
6	Nestlé	Confectionery	2	4.26%
7	Kellogg's	Confectionery	2	4.26%
8	Coca-Cola	Drinks	2	4.26%
9	Nichols Plc	Drinks	2	4.26%

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Rank	Brand	Type	Count	%
10	Lambert & Butler (Imperial Tobacco Group)	Tobacco	2	4.26%
11	Budweiser	Alcohol	2	4.26%
12	Guinness	Alcohol	2	4.26%
13	Subway	Fast food	1	2.13%
14	Asda	Fast food	1	2.13%
15	Walkers	Crisps	1	2.13%
16	KP Snacks	Crisps	1	2.13%
17	Frito Lay (Doritos)	Crisps	1	2.13%
18	Wrigley	Chewing gum	1	2.13%
19	Danone Group	Drinks	1	2.13%
20	GlaxoSmithKline (Ribena and Lucozade)	Drinks	1	2.13%
21	Marlboro (Philip Morris International)	Tobacco	1	2.13%
22	Rizla (Imperial Tobacco Group)	Tobacco	1	2.13%
23	Windsor Blue (Imperial Tobacco Group)	Tobacco	1	2.13%
24	Stella Artois	Alcohol	1	2.13%
25	Bass Shandy	Alcohol	1	2.13%
TOTAL LITTER COUNT			47	

Leeds

Results by litter type

Type	Count	%
Fast food	81	42.63%
Tobacco	33	17.37%
Drinks	27	14.21%
Confectionery	22	11.58%
Receipts/Plastic bags/Printed materials	9	4.74%
Alcohol	9	4.74%
Crisps	6	3.16%
Chewing gum	3	1.58%
TOTAL LITTER COUNT	190	

Results by brand

Rank	Brand	Type	Count	%
1	Greggs	Fast food	35	18.42%
2	McDonald's	Fast food	27	14.21%
3	Subway	Fast food	13	6.84%
4	Coca-Cola	Drinks	10	5.26%
5	Lambert & Butler (Imperial Tobacco Group)	Tobacco	9	4.74%
6	Nestlé	Confectionery	8	4.21%
7	Richmond (Imperial Tobacco Group)	Tobacco	7	3.68%
8	Cadbury	Confectionery	6	3.16%
9	Walkers	Crisps	6	3.16%
10	Pepsi Co	Drinks	6	3.16%
11	Mars Incorporated	Confectionery	5	2.63%
12	Benson & Hedges (JTI Gallaher Group)	Tobacco	5	2.63%
13	Burger King	Fast food	4	2.11%
14	Starbucks	Drinks	4	2.11%
15	Tesco	Receipts/Plastic bags/Printed materials	4	2.11%
16	Sainsbury's	Receipts/Plastic bags/Printed materials	4	2.11%
17	Marlboro (Philip Morris International)	Tobacco	4	2.11%
18	Mayfair (JTI Gallaher Group)	Tobacco	4	2.11%
19	Budweiser	Alcohol	4	2.11%
20	Wrigley	Chewing gum	3	1.58%
21	GlaxoSmithKline (Ribena and Lucozade)	Drinks	3	1.58%
22	Carlsberg	Alcohol	3	1.58%
23	Pret a Manger	Fast food	2	1.05%
24	Superkings (Imperial Tobacco Group)	Tobacco	2	1.05%
25	Haribo	Confectionery	1	0.53%
26	Kellogg's	Confectionery	1	0.53%
27	Peperami (Unilever)	Confectionery	1	0.53%
28	Britvic	Drinks	1	0.53%
29	Café Nero Group Ltd	Drinks	1	0.53%
30	Costa Coffee	Drinks	1	0.53%
31	Red Bull GmbH	Drinks	1	0.53%
32	Morrisons	Receipts/Plastic bags/Printed materials	1	0.53%
33	Regal (Imperial Tobacco Group)	Tobacco	1	0.53%
34	Philip Morris (Philip Morris International)	Tobacco	1	0.53%
35	Fosters	Alcohol	1	0.53%
36	Becks	Alcohol	1	0.53%
TOTAL LITTER COUNT			190	

Leicester

Results by litter type

Type	Count	%
Fast food	39	39.39%
Drinks	21	21.21%
Confectionery	20	20.20%
Tobacco	8	8.08%
Receipts/Plastic bags/Printed materials	7	7.07%
Alcohol	2	2.02%
Crisps	1	1.01%
Chewing gum	1	1.01%
TOTAL LITTER COUNT	99	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	23	23.23%
2	Cadbury	Confectionery	7	7.07%
3	Mars Incorporated	Confectionery	7	7.07%
4	Coca-Cola	Drinks	7	7.07%
5	Greggs	Fast food	6	6.06%
6	Maryland Chicken	Fast food	6	6.06%
7	Unbranded drinks packaging	Drinks	4	4.04%
8	Santander ATM receipt	Receipts/Plastic bags/Printed materials	4	4.04%
9	Nestlé	Confectionery	3	3.03%
10	Milk (unbranded)	Drinks	3	3.03%
11	KFC	Fast food	2	2.02%
12	McVities (United Biscuits)	Confectionery	2	2.02%
13	Costa Coffee	Drinks	2	2.02%
14	Mayfair (JTI Gallaher Group)	Tobacco	2	2.02%
15	Subway	Fast food	1	1.01%
16	Pasty Shop	Fast food	1	1.01%
17	Kraft Foods	Confectionery	1	1.01%
18	Walkers	Crisps	1	1.01%
19	Wrigley	Chewing gum	1	1.01%
20	Britvic	Drinks	1	1.01%
21	Nestlé	Drinks	1	1.01%
22	Not known	Drinks	1	1.01%
23	Pepsi Co	Drinks	1	1.01%
24	Red Bull GmbH	Drinks	1	1.01%
25	Asda	Receipts/Plastic bags/Printed materials	1	1.01%

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Rank	Brand	Type	Count	%
26	Sainsbury's	Receipts/Plastic bags/Printed materials	1	1.01%
27	Superdrug	Receipts/Plastic bags/Printed materials	1	1.01%
28	Lambert & Butler (Imperial Tobacco Group)	Tobacco	1	1.01%
29	Camel (JT International)	Tobacco	1	1.01%
30	Benson & Hedges (JTI Gallaher Group)	Tobacco	1	1.01%
31	Sterling (JTI Gallaher Group)	Tobacco	1	1.01%
32	Royals (Royal Tobacco Inc)	Tobacco	1	1.01%
33	Rizla (Imperial Tobacco Group)	Tobacco	1	1.01%
34	Special Brew	Alcohol	1	1.01%
35	Stella Artois	Alcohol	1	1.01%
TOTAL LITTER COUNT			99	

Liverpool

Results by litter type

Type	Count	%
Fast food	56	36.13%
Drinks	34	21.94%
Alcohol	26	16.77%
Tobacco	19	12.26%
Crisps	11	7.10%
Confectionery	8	5.16%
Chewing gum	1	0.65%
Receipts/Plastic bags/Printed materials	0	0.00%
TOTAL LITTER COUNT	155	

Results by brand

Rank	Brand	Type	Count	%
1	Unbranded fish & chips/kebab/pizza	Fast food	32	20.65%
2	McDonald's	Fast food	12	7.74%
3	Red Bull GmbH	Drinks	10	6.45%
4	GlaxoSmithKline (Ribena and Lucozade)	Drinks	9	5.81%
5	Super Skol	Alcohol	7	4.52%
6	Coca-Cola	Drinks	6	3.87%
7	Subway	Fast food	5	3.23%
8	Mayfair (JTI Gallaher Group)	Tobacco	5	3.23%
9	Stella Artois	Alcohol	4	2.58%
10	Strongbow	Alcohol	4	2.58%
11	Mars Incorporated	Confectionery	3	1.94%
12	Nestlé	Confectionery	3	1.94%
13	Golden Wonder	Crisps	3	1.94%
14	Britvic	Drinks	3	1.94%
15	Costa Coffee	Drinks	3	1.94%
16	Marlboro (Philip Morris International)	Tobacco	3	1.94%
17	Regal (Imperial Tobacco Group)	Tobacco	3	1.94%
18	Richmond (Imperial Tobacco Group)	Tobacco	3	1.94%
19	Carling	Alcohol	3	1.94%
20	Heineken	Alcohol	3	1.94%
21	Burger King	Fast food	2	1.29%
22	Local fish & chips/kebab/pizza	Fast food	2	1.29%
23	Tesco	Fast food	2	1.29%
24	Walkers	Crisps	2	1.29%
25	KP Snacks	Crisps	2	1.29%
26	Lambert & Butler (Imperial Tobacco Group)	Tobacco	2	1.29%
27	Dorchester (JTI Gallaher Group)	Tobacco	2	1.29%
28	Budweiser	Alcohol	2	1.29%
29	White Lightening	Alcohol	2	1.29%
30	Pizza Hut	Fast food	1	0.65%
31	Cadbury	Confectionery	1	0.65%
32	Maynards	Confectionery	1	0.65%
33	Walkers	Crisps	1	0.65%
34	KP Snacks	Crisps	1	0.65%
35	Frito Lay (Doritos)	Crisps	1	0.65%
36	Walkers	Crisps	1	0.65%
37	Wrigley	Chewing gum	1	0.65%
38	Café Nero Group Ltd	Drinks	1	0.65%
39	Pepsi Co	Drinks	1	0.65%

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Rank	Brand	Type	Count	%
40	Sunny Delight Beverages Company (SDBC)	Drinks	1	0.65%
41	Benson & Hedges (JTI Gallaher Group)	Tobacco	1	0.65%
42	Becks	Alcohol	1	0.65%
TOTAL LITTER COUNT			155	

London – West End

Results by litter type

Type	Count	%
Tobacco	117	60.94%
Fast food	36	18.75%
Confectionery	12	6.25%
Chewing gum	11	5.73%
Drinks	8	4.17%
Alcohol	5	2.60%
Crisps	3	1.56%
Receipts/Plastic bags/Printed materials	0	0.00%
TOTAL LITTER COUNT	192	

Results by brand

Rank	Brand	Type	Count	%
1	Marlboro (Philip Morris International)	Tobacco	62	32.29%
2	McDonald's	Fast food	28	14.58%
3	Pall Mall (British American Tobacco)	Tobacco	12	6.25%
4	Benson & Hedges (JTI Gallaher Group)	Tobacco	11	5.73%
5	Silk Cut (JTI Gallaher Group)	Tobacco	9	4.69%
6	Wrigley	Chewing gum	8	4.17%
7	Mayfair (JTI Gallaher Group)	Tobacco	7	3.65%
8	L&M (Altria Group Inc)	Tobacco	6	3.13%
9	Mars Incorporated	Confectionery	4	2.08%
10	Camel JT International)	Tobacco	4	2.08%
11	Subway	Fast food	3	1.56%
12	Cadbury	Confectionery	3	1.56%
13	Walkers	Crisps	3	1.56%
14	Coca-Cola	Drinks	3	1.56%
15	Burger King	Fast food	2	1.04%

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Rank	Brand	Type	Count	%
16	Pret a Manger	Fast food	2	1.04%
17	Millar McCowan	Confectionery	2	1.04%
18	Nestlé	Confectionery	2	1.04%
19	Cadbury	Chewing gum	2	1.04%
20	Costa Coffee	Drinks	2	1.04%
21	Starbucks	Drinks	2	1.04%
22	Richmond (Imperial Tobacco Group)	Tobacco	2	1.04%
23	Fosters	Alcohol	2	1.04%
24	Corona	Alcohol	2	1.04%
25	Krispy Kreme	Fast food	1	0.52%
26	Haribo	Confectionery	1	0.52%
27	Marks & Spencer	Chewing gum	1	0.52%
28	Danone Group	Drinks	1	0.52%
29	Rizla (Imperial Tobacco Group)	Tobacco	1	0.52%
30	John Player Gold Leaf (British American Tobacco)	Tobacco	1	0.52%
31	Windsor Blue (Imperial Tobacco Group)	Tobacco	1	0.52%
32	GSD matches	Not known	1	0.52%
33	Budweiser	Alcohol	1	0.52%
TOTAL LITTER COUNT			192	

Maidstone

Results by litter type

Type	Count	%
Confectionery	61	29.61%
Fast food	55	26.70%
Tobacco	29	14.08%
Chewing gum	26	12.62%
Drinks	16	7.77%
Alcohol	13	6.31%
Crisps	5	2.43%
Receipts/Plastic bags/Printed materials	1	0.49%
TOTAL LITTER COUNT	206	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	26	12.62%
2	Wrigley	Chewing gum	24	11.65%
3	Cadbury	Confectionery	20	9.71%
4	KFC	Fast food	10	4.85%
5	Mars Incorporated	Confectionery	10	4.85%
6	Mayfair (JTI Gallaher Group)	Tobacco	9	4.37%
7	Haribo	Confectionery	7	3.40%
8	Nestlé	Confectionery	6	2.91%
9	Greggs	Fast food	5	2.43%
10	Unbranded fish & chips/kebab/pizza	Fast food	5	2.43%
11	Swizzels Matlow	Confectionery	5	2.43%
12	Walkers	Crisps	5	2.43%
13	Coca-Cola	Drinks	5	2.43%
14	Benson & Hedges (JTI Gallaher Group)	Tobacco	5	2.43%
15	Subway	Fast food	4	1.94%
16	Lambert & Butler (Imperial Tobacco Group)	Tobacco	4	1.94%
17	Marlboro (Philip Morris International)	Tobacco	4	1.94%
18	WKD	Alcohol	4	1.94%
19	Ferrero	Confectionery	3	1.46%
20	Kellogg's	Confectionery	3	1.46%
21	Rowntree	Confectionery	3	1.46%
22	Budweiser	Alcohol	3	1.46%
23	Burger King	Fast food	2	0.97%
24	Pizza Express	Fast food	2	0.97%
25	Barrett	Confectionery	2	0.97%
26	Trebor	Chewing gum	2	0.97%
27	Café Nero Group Ltd	Drinks	2	0.97%
28	GlaxoSmithKline (Ribena and Lucozade)	Drinks	2	0.97%
29	Nichols Plc	Drinks	2	0.97%
30	Sterling (JTI Gallaher Group)	Tobacco	2	0.97%
31	Pall Mall (British American Tobacco)	Tobacco	2	0.97%
32	Sol	Alcohol	2	0.97%
33	Wimpy	Fast food	1	0.49%
34	Fox's Confectionery	Confectionery	1	0.49%
35	Not known	Confectionery	1	0.49%
36	Sainsbury's	Receipts/Plastic bags/Printed materials	1	0.49%
37	Costa Coffee	Drinks	1	0.49%
38	Nestlé	Drinks	1	0.49%
39	Pepsi Co	Drinks	1	0.49%

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Rank	Brand	Type	Count	%
40	WILD GmbH	Drinks	1	0.49%
41	Sainsbury's	Drinks	1	0.49%
42	Rizla (Imperial Tobacco Group)	Tobacco	1	0.49%
43	Swan filters/matches	Tobacco	1	0.49%
44	MS	Not known	1	0.49%
45	Fosters	Alcohol	1	0.49%
46	K Cider	Alcohol	1	0.49%
47	Efes	Alcohol	1	0.49%
48	Kopparberg	Alcohol	1	0.49%
TOTAL LITTER COUNT			206	

Manchester

Results by litter type

Type	Count	%
Fast food	80	43.24%
Tobacco	45	24.32%
Drinks	26	14.05%
Confectionery	13	7.03%
Crisps	8	4.32%
Alcohol	7	3.78%
Receipts/Plastic bags/Printed materials	3	1.62%
Chewing gum	3	1.62%
TOTAL LITTER COUNT	185	

Results by brand

Rank	Brand	Type	Count	%
1	Greggs	Fast food	31	16.76%
2	McDonald's	Fast food	27	14.59%
3	Subway	Fast food	16	8.65%
4	Silk Cut (JTI Gallaher Group)	Tobacco	15	8.11%
5	Lambert & Butler (Imperial Tobacco Group)	Tobacco	11	5.95%
6	Coca-Cola	Drinks	8	4.32%
7	Starbucks	Drinks	8	4.32%
8	Mars Incorporated	Confectionery	7	3.78%
9	Benson & Hedges (JTI Gallaher Group)	Tobacco	7	3.78%
10	Walkers	Crisps	6	3.24%
11	Cadbury	Confectionery	5	2.70%
12	KFC	Fast food	3	1.62%
13	Wrigley	Chewing gum	3	1.62%

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Rank	Brand	Type	Count	%
14	Embassy (Imperial Tobacco Group)	Tobacco	3	1.62%
15	Mayfair (JTI Gallaher Group)	Tobacco	3	1.62%
16	Superkings (Imperial Tobacco Group)	Tobacco	3	1.62%
17	Stella Artois	Alcohol	3	1.62%
18	Unbranded fish & chips/kebab/pizza	Fast food	2	1.08%
19	KP Snacks	Crisps	2	1.08%
20	Café Nero Group Ltd	Drinks	2	1.08%
21	Coffee Republic	Drinks	2	1.08%
22	Costa Coffee	Drinks	2	1.08%
23	GlaxoSmithKline (Ribena and Lucozade)	Drinks	2	1.08%
24	Pepsi Co	Drinks	2	1.08%
25	Boots	Receipts/Plastic bags/Printed materials	2	1.08%
26	Marlboro (Philip Morris International)	Tobacco	2	1.08%
27	Special Brew	Alcohol	2	1.08%
28	Strongbow	Alcohol	2	1.08%
29	Krispy Kreme	Fast food	1	0.54%
30	Nestlé	Confectionery	1	0.54%
31	Tesco	Receipts/Plastic bags/Printed materials	1	0.54%
32	Consulate	Not known	1	0.54%
TOTAL LITTER COUNT			185	

Middlesbrough

Results by litter type

Type	Count	%
Confectionery	35	30.43%
Fast food	30	26.09%
Tobacco	23	20.00%
Drinks	14	12.17%
Chewing gum	7	6.09%
Crisps	3	2.61%
Alcohol	2	1.74%
Receipts/Plastic bags/Printed materials	1	0.87%
TOTAL LITTER COUNT	115	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	12	10.43%
2	Lambert & Butler (Imperial Tobacco Group)	Tobacco	11	9.57%
3	Richmond (Imperial Tobacco Group)	Tobacco	10	8.70%
4	Cadbury	Confectionery	8	6.96%
5	Mars Incorporated	Confectionery	8	6.96%
6	Nestlé	Confectionery	8	6.96%
7	Unbranded or local coffee	Drinks	8	6.96%
8	Swizzels Matlow	Confectionery	7	6.09%
9	Wrigley	Chewing gum	6	5.22%
10	Greggs	Fast food	5	4.35%
11	Local fish & chips/kebab/pizza	Fast food	5	4.35%
12	Burger King	Fast food	4	3.48%
13	Subway	Fast food	2	1.74%
14	Marks & Spencers food	Fast food	2	1.74%
15	Kraft Foods	Confectionery	2	1.74%
16	Walkers	Crisps	2	1.74%
17	Danone Group	Drinks	2	1.74%
18	GlaxoSmithKline (Ribena and Lucozade)	Drinks	2	1.74%
19	Pepsi Co	Drinks	2	1.74%
20	Perfetti van Melle	Confectionery	1	0.87%
21	Rowntree	Confectionery	1	0.87%
22	KP Snacks	Crisps	1	0.87%
23	Cadbury	Chewing gum	1	0.87%
24	Wilkinson's	Plastic bags/receipts	1	0.87%
25	Regal (Imperial Tobacco Group)	Tobacco	1	0.87%
26	Camel (JT International)	Tobacco	1	0.87%
27	Newcastle Brown	Alcohol	1	0.87%
28	Corona	Alcohol	1	0.87%
TOTAL LITTER COUNT			115	

Newcastle

Results by litter type

Type	Count	%
Fast food	78	49.37%
Confectionery	31	19.62%
Tobacco	17	10.76%
Drinks	13	8.23%
Chewing gum	12	7.59%
Alcohol	3	1.90%
Crisps	2	1.27%
Receipts/Plastic bags/Printed materials	2	1.27%
TOTAL LITTER COUNT	158	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	45	28.48%
2	Greggs	Fast food	17	10.76%
3	Mars Incorporated	Confectionery	11	6.96%
4	Wrigley	Chewing gum	11	6.96%
5	Cadbury	Confectionery	8	5.06%
6	Unbranded fish & chips/kebab/pizza	Fast food	7	4.43%
7	Nestlé	Confectionery	6	3.80%
8	Coca-Cola	Drinks	6	3.80%
9	Lambert & Butler (Imperial Tobacco Group)	Tobacco	6	3.80%
10	Burger King	Fast food	5	3.16%
11	Trebor	Confectionery	4	2.53%
12	Pepsi Co	Drinks	3	1.90%
13	Embassy (Imperial Tobacco Group)	Tobacco	3	1.90%
14	Richmond (Imperial Tobacco Group)	Tobacco	3	1.90%
15	KFC	Fast food	2	1.27%
16	Pret a Manger	Fast food	2	1.27%
17	Haribo	Confectionery	2	1.27%
18	Seabrook	Crisps	2	1.27%
19	Cow & Gate	Drinks	2	1.27%
20	Jin Ling (Baltic Tobacco Company)	Tobacco	2	1.27%
21	Cadbury	Chewing gum	1	0.63%
22	Costa Coffee	Drinks	1	0.63%
23	Not known	Drinks	1	0.63%
24	Currys	Receipts/Plastic bags/Printed materials	1	0.63%
25	Asda	Receipts/Plastic bags/Printed materials	1	0.63%
26	Marlboro (Philip Morris International)	Tobacco	1	0.63%
27	Lucky Strike (British American Tobacco)	Tobacco	1	0.63%
28	Superkings (Imperial Tobacco Group)	Tobacco	1	0.63%
29	Heineken	Alcohol	1	0.63%
30	Special Brew	Alcohol	1	0.63%
31	Strongbow	Alcohol	1	0.63%
TOTAL LITTER COUNT			158	

Northampton

Results by litter type

Type	Count	%
Fast food	162	58.70%
Confectionery	36	13.04%
Drinks	21	7.61%
Tobacco	21	7.61%
Alcohol	17	6.16%
Chewing gum	15	5.43%
Crisps	4	1.45%
Receipts/Plastic bags/Printed materials	0	0.00%
TOTAL LITTER COUNT	276	

Results by brand

Rank	Brand	Type	Count	%
1	Unbranded fish & chips/kebab/pizza	Fast food	63	22.83%
2	McDonald's	Fast food	44	15.94%
3	Café D'Italia	Fast food	21	7.61%
4	Mars Incorporated	Confectionery	14	5.07%
5	Wrigley	Chewing gum	14	5.07%
6	Heinz	Fast food	12	4.35%
7	Costa Coffee	Drinks	8	2.90%
8	Greggs	Fast food	7	2.54%
9	Britvic	Drinks	6	2.17%
10	Budweiser	Alcohol	6	2.17%
11	Cadbury	Confectionery	5	1.81%
12	Nestlé	Confectionery	5	1.81%
13	Amber Leaf (JT International)	Tobacco	5	1.81%
14	KFC	Fast food	4	1.45%
15	WILD GmbH	Drinks	4	1.45%
16	Sterling (JTI Gallaher Group)	Tobacco	4	1.45%
17	Rizla (Imperial Tobacco Group)	Tobacco	4	1.45%
18	Burger King	Fast food	3	1.09%
19	Tate & Lyle	Fast food	3	1.09%
20	Fox's Confectionery	Confectionery	3	1.09%
21	Lichfields	Fast food	2	0.72%
22	Haribo	Confectionery	2	0.72%
23	Nabisco (Kraft)	Confectionery	2	0.72%
24	Kraft Food	Crisps	2	0.72%
25	Lambert & Butler (Imperial Tobacco Group)	Tobacco	2	0.72%
26	Corona	Alcohol	2	0.72%

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Rank	Brand	Type	Count	%
27	Hobgoblin	Alcohol	2	0.72%
28	Chekov Vodka	Alcohol	2	0.72%
29	Nandos	Fast food	1	0.36%
30	Sweet n Low	Fast food	1	0.36%
31	Harrison's Sauce	Fast food	1	0.36%
32	Jacob's	Confectionery	1	0.36%
33	Millies Cookies	Confectionery	1	0.36%
34	Perfetti van Melle	Confectionery	1	0.36%
35	Sugar Foods Corporation	Confectionery	1	0.36%
36	Trebor	Confectionery	1	0.36%
37	Walkers	Crisps	1	0.36%
38	Jacob's (United Biscuits)	Crisps	1	0.36%
39	Cadbury	Chewing gum	1	0.36%
40	Not known	Drinks	1	0.36%
41	Red Bull GmbH	Drinks	1	0.36%
42	ShakeAway	Drinks	1	0.36%
43	Superkings (Imperial Tobacco Group)	Tobacco	1	0.36%
44	Richmond (Imperial Tobacco Group)	Tobacco	1	0.36%
45	Benson & Hedges	Tobacco	1	0.36%
46	Royals (Royal Tobacco Inc)	Tobacco	1	0.36%
47	Pall Mall (British Americal Tobacco)	Tobacco	1	0.36%
48	Red Band	Not known	1	0.36%
49	Grolsch	Alcohol	1	0.36%
50	Becks	Alcohol	1	0.36%
51	Strongbow	Alcohol	1	0.36%
52	Efes	Alcohol	1	0.36%
53	Dragon Shoot	Alcohol	1	0.36%
TOTAL LITTER COUNT			276	

Nottingham

Results by litter type

Type	Count	%
Fast food	32	50.79%
Confectionery	13	20.63%
Drinks	5	7.94%
Tobacco	5	7.94%
Chewing gum	4	6.35%
Crisps	3	4.76%
Receipts/Plastic bags/Printed materials	1	1.59%
Alcohol	0	0.00%
TOTAL LITTER COUNT	63	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	14	22.22%
2	Greggs	Fast food	11	17.46%
3	Unbranded fish & chips/kebab/pizza	Fast food	4	6.35%
4	Wrigley	Chewing gum	4	6.35%
5	Cadbury	Confectionery	4	6.35%
6	Mayfair (JTI Gallaher Group)	Tobacco	3	4.76%
7	Nestlé	Confectionery	3	4.76%
8	Subway	Fast food	2	3.17%
9	Walkers	Crisps	2	3.17%
10	Haribo	Confectionery	2	3.17%
11	Mars Incorporated	Confectionery	2	3.17%
12	Unbranded local bakery	Fast food	1	1.59%
13	Intersnack Ltd	Crisps	1	1.59%
14	Britvic	Drinks	1	1.59%
15	Coca-Cola	Drinks	1	1.59%
16	Red Bull GmbH	Drinks	1	1.59%
17	Rubicon	Drinks	1	1.59%
18	Unbranded or local coffee	Drinks	1	1.59%
19	Poundland	Receipts/Plastic bags/Printed materials	1	1.59%
20	Amber Leaf (JT International)	Tobacco	1	1.59%
21	Rizla (Imperial Tobacco Group)	Tobacco	1	1.59%
22	August Storck KG	Confectionery	1	1.59%
23	Ferrero	Confectionery	1	1.59%
	TOTAL LITTER COUNT		63	

Poole

Results by litter type

Type	Count	%
Tobacco	25	36.76%
Fast food	18	26.47%
Drinks	8	11.76%
Confectionery	6	8.82%
Alcohol	6	8.82%
Receipts/Plastic bags/Printed materials	3	4.41%
Chewing gum	2	2.94%
Crisps	0	0.00%
TOTAL LITTER COUNT	68	

Results by brand

Rank	Brand	Type	Count	%
1	Marlboro (Philip Morris International)	Tobacco	9	13.24%
2	Subway	Fast food	8	11.76%
3	Mayfair (JTI Gallaher Group)	Tobacco	5	7.35%
4	Mars Incorporated	Confectionery	4	5.88%
5	Budweiser	Alcohol	4	5.88%
6	McDonald's	Fast food	3	4.41%
7	Burger King	Fast food	3	4.41%
8	KFC	Fast food	3	4.41%
9	Sainsbury's	Plastic bags/Receipts	3	4.41%
10	Cadbury	Confectionery	2	2.94%
11	Wrigley	Chewing gum	2	2.94%
12	Coca-Cola	Drinks	2	2.94%
13	GlaxoSmithKline (Ribena and Lucozade)	Drinks	2	2.94%
14	Pepsi Co	Drinks	2	2.94%
15	WILD GmbH	Drinks	2	2.94%
16	Silk Cut (JTI Gallaher Group)	Tobacco	2	2.94%
17	Richmond Imperial Tobacco Group)	Tobacco	2	2.94%
18	Sterling (JTI Gallaher Group)	Tobacco	2	2.94%
19	Windsor Blue (Imperial Tobacco Group)	Tobacco	2	2.94%
20	Ship	Tobacco	2	2.94%
21	Lech	Alcohol	2	2.94%
22	Greggs	Fast food	1	1.47%
23	Superkings (Imperial Tobacco Group)	Tobacco	1	1.47%
	TOTAL LITTER COUNT		68	

Preston

Results by litter type

Type	Count	%
Drinks	94	41.05%
Alcohol	42	18.34%
Tobacco	36	15.72%
Fast food	23	10.04%
Confectionery	14	6.11%
Crisps	13	5.68%
Receipts/Plastic bags/Printed materials	4	1.75%
Chewing gum	3	1.31%
TOTAL LITTER COUNT	229	

Results by brand

Rank	Brand	Type	Count	%
1	Coca-Cola	Drinks	42	18.34%
2	GlaxoSmithKline (Ribena and Lucozade)	Drinks	18	7.86%
3	Budweiser	Alcohol	10	4.37%
4	Richmond (Imperial Tobacco Group)	Tobacco	9	3.93%
5	Frito Lay (Doritos)	Crisps	8	3.49%
6	Stella Artois	Alcohol	8	3.49%
7	McDonald's	Fast food	7	3.06%
8	Britvic	Drinks	6	2.62%
9	Red Bull GmbH	Drinks	6	2.62%
10	Lambert & Butler (Imperial Tobacco Group)	Tobacco	6	2.62%
11	Marlboro (Philip Morris International)	Tobacco	6	2.62%
12	Fosters	Alcohol	6	2.62%
13	Greggs	Fast food	5	2.18%
14	Cadbury	Confectionery	5	2.18%
15	Nestlé	Confectionery	5	2.18%
16	Carlsberg	Alcohol	5	2.18%
17	Greenhalgh's	Fast food	4	1.75%
18	Pepsi Co	Drinks	4	1.75%
19	Select Service Partner (SSP)	Drinks	4	1.75%
20	KFC	Fast food	3	1.31%
21	Wrigley	Chewing gum	3	1.31%
22	AG Barr Plc	Drinks	3	1.31%
23	Strongbow	Alcohol	3	1.31%
24	Bacardi Breezer	Alcohol	3	1.31%
25	Southern Fried Chicken	Fast food	2	0.87%
26	Subway	Fast food	2	0.87%
27	Mars Incorporated	Confectionery	2	0.87%
28	D&G (Pringles)	Crisps	2	0.87%
29	Walkers	Crisps	2	0.87%

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Rank	Brand	Type	Count	%
30	Nichols Plc	Drinks	2	0.87%
31	Not known	Drinks	2	0.87%
32	Rubicon	Drinks	2	0.87%
33	Upper Crust	Drinks	2	0.87%
34	Regal (Imperial Tobacco Group)	Tobacco	2	0.87%
35	Superkings (Imperial Tobacco Group)	Tobacco	2	0.87%
36	John Player Special (Imperial Tobacco Group)	Tobacco	2	0.87%
37	Windsor Blue (Imperial Tobacco Group)	Tobacco	2	0.87%
38	Special Brew	Alcohol	2	0.87%
39	WKD	Alcohol	2	0.87%
40	Bulmers	Alcohol	2	0.87%
41	Bassett's	Confectionery	1	0.44%
42	Kraft Foods	Confectionery	1	0.44%
43	KP Snacks	Crisps	1	0.44%
44	Café Nero Group Ltd	Drinks	1	0.44%
45	Danone Group	Drinks	1	0.44%
46	Starbucks	Drinks	1	0.44%
47	Tesco	Receipts/Plastic bags/Printed materials	1	0.44%
48	Morrisons	Receipts/Plastic bags/Printed materials	1	0.44%
49	Boots	Receipts/Plastic bags/Printed materials	1	0.44%
50	Local brand /unbranded	Receipts/Plastic bags/Printed materials	1	0.44%
51	Embassy (Imperial Tobacco Group)	Tobacco	1	0.44%
52	Benson & Hedges (JTI Gallaher Group)	Tobacco	1	0.44%
53	Sterling (JTI Gallaher Group)	Tobacco	1	0.44%
54	Pall Mall (British American Tobacco)	Tobacco	1	0.44%
55	Park Road	Tobacco	1	0.44%
56	John Player Gold Leaf (British American Tobacco)	Tobacco	1	0.44%
57	Balmoral	Tobacco	1	0.44%
58	Super Skol	Alcohol	1	0.44%
TOTAL LITTER COUNT			229	

Rugby

Results by litter type

Type	Count	%
Confectionery	34	31.48%
Fast food	28	25.93%
Drinks	14	12.96%
Tobacco	14	12.96%
Alcohol	7	6.48%
Crisps	4	3.70%
Receipts/Plastic bags/Printed materials	4	3.70%
Chewing gum	3	2.78%
TOTAL LITTER COUNT	108	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	21	19.44%
2	Mars Incorporated	Confectionery	11	10.19%
3	Cadbury	Confectionery	9	8.33%
4	Coca-Cola	Drinks	8	7.41%
5	Lambert & Butler (Imperial Tobacco Group)	Tobacco	6	5.56%
6	Greggs	Fast food	4	3.70%
7	Royals (Royal Tobacco Inc)	Tobacco	4	3.70%
8	Wrigley	Chewing gum	3	2.78%
9	Asda	Receipts/Plastic bags/Printed materials	3	2.78%
10	Sainsbury's	Fast food	2	1.85%
11	Haribo	Confectionery	2	1.85%
12	Jelly Belly	Confectionery	2	1.85%
13	Nestlé	Confectionery	2	1.85%
14	Peperami (Unilever)	Confectionery	2	1.85%
15	Perfetti van Melle	Confectionery	2	1.85%
16	Trebor	Confectionery	2	1.85%
17	D&G (Pringles)	Crisps	2	1.85%
18	KP Snacks	Crisps	2	1.85%
19	Not known	Drinks	2	1.85%
20	Sterling (JTI Gallaher Group)	Tobacco	2	1.85%
21	Carling	Alcohol	2	1.85%
22	Becks	Alcohol	2	1.85%
23	Strongbow	Alcohol	2	1.85%
24	Asda	Fast food	1	0.93%
25	Fox's Confectionery	Confectionery	1	0.93%
26	Jaffa Cakes (United Biscuits)	Confectionery	1	0.93%
27	Asda	Drinks	1	0.93%
28	Cott Corporation	Drinks	1	0.93%

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Rank	Brand	Type	Count	%
29	Dairy Crest	Drinks	1	0.93%
30	Red Bull GmbH	Drinks	1	0.93%
31	Spar	Receipts/Plastic bags/Printed materials	1	0.93%
32	Marlboro (Philip Morris International)	Tobacco	1	0.93%
33	Amber Leaf (JT International)	Tobacco	1	0.93%
34	Budweiser	Alcohol	1	0.93%
TOTAL LITTER COUNT			108	

Sheffield

Results by litter type

Type	Count	%
Fast food	59	35.76%
Drinks	31	18.79%
Confectionery	29	17.58%
Tobacco	20	12.12%
Crisps	12	7.27%
Alcohol	9	5.45%
Receipts/Plastic bags/Printed materials	3	1.82%
Chewing gum	2	1.21%
TOTAL LITTER COUNT	165	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	19	11.52%
2	Greggs	Fast food	18	10.91%
3	Cadbury	Confectionery	12	7.27%
4	Walkers	Crisps	11	6.67%
5	Mars Incorporated	Confectionery	8	4.85%
6	Coca-Cola	Drinks	8	4.85%
7	GlaxoSmithKline (Ribena and Lucozade)	Drinks	7	4.24%
8	Unbranded fish & chips/kebab/pizza	Fast food	7	4.24%
9	Stella Artois	Alcohol	5	3.03%
10	Britvic	Drinks	5	3.03%
11	Mayfair JTI Gallaher Group)	Tobacco	5	3.03%
12	Benson & Hedges (JTI Gallaher Group)	Tobacco	5	3.03%
13	Nestlé	Confectionery	4	2.42%
14	Red Bull GmbH	Drinks	4	2.42%
15	Southern Fried Chicken	Fast food	4	2.42%
16	Cooplads	Fast food	4	2.42%

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Rank	Brand	Type	Count	%
17	Strongbow	Alcohol	3	1.82%
18	Haribo	Confectionery	3	1.82%
19	Burger King	Fast food	3	1.82%
20	Local fish & chips/kebab/pizza	Fast food	3	1.82%
21	Superkings (Imperial Tobacco Group)	Tobacco	3	1.82%
22	Wrigley	Chewing gum	2	1.21%
23	Pepsi Co	Drinks	2	1.21%
24	Starbucks	Drinks	2	1.21%
25	Richmond (Imperial Tobacco Group)	Tobacco	2	1.21%
26	Windsor Blue (Imperial Tobacco Group)	Tobacco	2	1.21%
27	Coop	Receipts/Plastic bags/Printed materials	2	1.21%
28	Fosters	Alcohol	1	0.61%
29	Perfetti van Melle	Confectionery	1	0.61%
30	Rowntree	Confectionery	1	0.61%
31	Golden Wonder	Crisps	1	0.61%
32	AG Barr Plc	Drinks	1	0.61%
33	Cott Corporation	Drinks	1	0.61%
34	Nestlé	Drinks	1	0.61%
35	Domino's Pizza	Fast food	1	0.61%
36	Silk Cut (JTI Gallaher Group)	Tobacco	1	0.61%
37	Lambert & Butler (Imperial Tobacco Group)	Tobacco	1	0.61%
38	Marlboro (Philip Morris International)	Tobacco	1	0.61%
39	Tesco	Receipts/Plastic bags/Printed materials	1	0.61%
TOTAL LITTER COUNT			165	

Southampton

Results by litter type

Type	Count	%
Confectionery	9	32.14%
Fast food	5	17.86%
Tobacco	5	17.86%
Alcohol	4	14.29%
Drinks	2	7.14%
Chewing gum	2	7.14%
Crisps	1	3.57%
Receipts/Plastic bags/Printed materials	0	0.00%
TOTAL LITTER COUNT	28	

Results by brand

Rank	Brand	Type	Count	%
1	Mars Incorporated	Confectionery	4	14.29%
2	Greggs	Fast food	3	10.71%
3	Stella Artois	Alcohol	2	7.14%
4	WKD	Alcohol	2	7.14%
5	Wrigley	Chewing gum	2	7.14%
6	Nestlé	Confectionery	2	7.14%
7	Burger King	Fast food	2	7.14%
8	Mayfair (JTI Gallaher Group)	Tobacco	2	7.14%
9	L&M (Altria Group Inc)	Tobacco	1	3.57%
10	Maynards	Confectionery	1	3.57%
11	Swizzels Matlow	Confectionery	1	3.57%
12	Trebor	Confectionery	1	3.57%
13	Walkers	Crisps	1	3.57%
14	Starbucks	Drinks	1	3.57%
15	Coca-Cola	Drinks	1	3.57%
16	Benson & Hedges (JTI Gallaher Group)	Tobacco	1	3.57%
17	Royals (Royal Tobacco Inc)	Tobacco	1	3.57%
TOTAL LITTER COUNT			28	

Southend-on-Sea

Results by litter type

Type	Count	%
Fast food	74	40.00%
Drinks	37	20.00%
Confectionery	22	11.89%
Crisps	17	9.19%
Tobacco	17	9.19%
Chewing gum	10	5.41%
Alcohol	6	3.24%
Receipts/Plastic bags/Printed materials	2	1.08%
TOTAL LITTER COUNT	185	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	34	18.38%
2	Greggs	Fast food	29	15.68%
3	Coca-Cola	Drinks	19	10.27%
4	Cadbury	Confectionery	12	6.49%
5	Wrigley	Chewing gum	9	4.86%
6	Mayfair (JTI Gallaher Group)	Tobacco	7	3.78%
7	KP Snacks	Crisps	6	3.24%
8	GlaxoSmithKline (Ribena and Lucozade)	Drinks	6	3.24%
9	Unbranded fish & chips/kebab/pizza	Fast food	6	3.24%
10	Walkers	Crisps	5	2.70%
11	Mars Incorporated	Confectionery	4	2.16%
12	Nestlé	Confectionery	3	1.62%
13	Pepsi Co	Drinks	3	1.62%
14	Subway	Fast food	3	1.62%
15	Stella Artois	Alcohol	2	1.08%
16	Super Skol	Alcohol	2	1.08%
17	Lucky Strike (British American Tobacco)	Tobacco	2	1.08%
18	Kerry Group	Crisps	2	1.08%
19	Not known	Crisps	2	1.08%
20	Costa Coffee	Drinks	2	1.08%
21	Not known	Drinks	2	1.08%
22	Benson & Hedges (JTI Gallaher Group)	Tobacco	2	1.08%
23	Lambert & Butler (Imperial Tobacco Group)	Tobacco	2	1.08%
24	Becks	Alcohol	1	0.54%
25	Budweiser	Alcohol	1	0.54%
26	Cadbury	Chewing gum	1	0.54%
27	Ferrero	Confectionery	1	0.54%
28	Haribo	Confectionery	1	0.54%
29	Thorntons	Confectionery	1	0.54%
30	Frito Lay (Doritos)	Crisps	1	0.54%
31	GlaxoSmithKline (Ribena and Lucozade)	Crisps	1	0.54%
32	AG Barr Plc	Drinks	1	0.54%
33	Britvic	Drinks	1	0.54%
34	Café Nero Group Ltd	Drinks	1	0.54%
35	Danone Group	Drinks	1	0.54%
36	Nichols Plc	Drinks	1	0.54%
37	Pizza Hut	Fast food	1	0.54%
38	Wimpy	Fast food	1	0.54%

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Rank	Brand	Type	Count	%
39	Sterling (JTI Gallaher Group)	Tobacco	1	0.54%
40	Golden Virginia (Imperial Tobacco Group)	Tobacco	1	0.54%
41	Marlboro (Philip Morris International)	Tobacco	1	0.54%
42	WH Smith	Receipts/Plastic bags/Printed materials	1	0.54%
43	Currys	Receipts/Plastic bags/Printed materials	1	0.54%
44	Swan filters/matches	Tobacco	1	0.54%
TOTAL LITTER COUNT			185	

Stoke-on-Trent

Results by litter type

Type	Count	%
Confectionery	35	37.63%
Fast food	34	36.56%
Chewing gum	9	9.68%
Tobacco	6	6.45%
Drinks	4	4.30%
Crisps	3	3.23%
Alcohol	2	2.15%
Receipts/Plastic bags/Printed materials	0	0.00%
TOTAL LITTER COUNT	93	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	20	21.51%
2	Cadbury	Confectionery	17	18.28%
3	Mars Incorporated	Confectionery	12	12.90%
4	Wrigley	Chewing gum	9	9.68%
5	KFC	Fast food	5	5.38%
6	Greggs	Fast food	4	4.30%
7	Unbranded fish & chips/kebab/pizza	Fast food	4	4.30%
8	Nestlé	Confectionery	3	3.23%
9	KP Snacks	Crisps	3	3.23%
10	Pepsi Co	Drinks	3	3.23%
11	John Player Special (Imperial Tobacco Group)	Tobacco	3	3.23%
12	Swan filters/matches	Tobacco	3	3.23%

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Rank	Brand	Type	Count	%
13	Stella Artois	Alcohol	2	2.15%
14	Pizza Express	Fast food	1	1.08%
15	Ferrero	Confectionery	1	1.08%
16	Kraft Foods	Confectionery	1	1.08%
17	Nichols Plc	Confectionery	1	1.08%
18	Coca-Cola	Drinks	1	1.08%
TOTAL LITTER COUNT			93	

Sunderland

Results by litter type

Type	Count	%
Confectionery	48	27.59%
Fast food	42	24.14%
Drinks	34	19.54%
Tobacco	28	16.09%
Chewing gum	14	8.05%
Crisps	3	1.72%
Alcohol	3	1.72%
Receipts/Plastic bags/Printed materials	2	1.15%
TOTAL LITTER COUNT	174	

Results by brand

Rank	Brand	Type	Count	%
1	Wrigley	Chewing gum	14	8.05%
2	Coca-Cola	Drinks	13	7.47%
3	McDonald's	Fast food	12	6.90%
4	Mars Incorporated	Confectionery	12	6.90%
5	Greggs	Fast food	11	6.32%
6	Unbranded fish & chips/kebab/pizza	Fast food	11	6.32%
7	Lambert & Butler (Imperial Tobacco Group)	Tobacco	10	5.75%
8	Cadbury	Confectionery	9	5.17%
9	Danone Group	Drinks	7	4.02%
10	John Player Special (Imperial Tobacco Group)	Tobacco	5	2.87%
11	Subway	Fast food	5	2.87%
12	Leaf International	Confectionery	5	2.87%
13	Nestlé	Confectionery	5	2.87%
14	Swizzels Matlow	Confectionery	5	2.87%
15	Pepsi Co	Drinks	4	2.30%
16	Haribo	Confectionery	4	2.30%

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Rank	Brand	Type	Count	%
17	Richmond (Imperial Tobacco Group)	Tobacco	3	1.72%
18	GlaxoSmithKline (Ribena and Lucozade)	Drinks	3	1.72%
19	Not known	Drinks	3	1.72%
20	Wall's (Unilever)	Confectionery	3	1.72%
21	Camel (JT International)	Tobacco	2	1.15%
22	Silk Cut (JTI Gallaher Group)	Tobacco	2	1.15%
23	Benson & Hedges (JTI Gallaher Group)	Tobacco	2	1.15%
24	KP Snacks	Crisps	2	1.15%
25	Ferrero	Confectionery	2	1.15%
26	Swan filters/matches	Tobacco	1	0.57%
27	Tesco	Plastic bags/Receipts	1	0.57%
28	Local brand/Unbranded	Plastic bags/Receipts	1	0.57%
29	Marlboro (Philip Morris International)	Tobacco	1	0.57%
30	Regal (Imperial Tobacco Group)	Tobacco	1	0.57%
31	Superkings (Imperial Tobacco Group)	Tobacco	1	0.57%
32	Burger King	Fast food	1	0.57%
33	Local fish & chips/kebab/pizza	Fast food	1	0.57%
34	Tesco	Fast food	1	0.57%
35	Cott Corporation	Drinks	1	0.57%
36	Red Bull GmbH	Drinks	1	0.57%
37	Unbranded or local coffee	Drinks	1	0.57%
38	WILD GmbH	Drinks	1	0.57%
39	Walkers	Crisps	1	0.57%
40	Bassett's	Confectionery	1	0.57%
41	Perfetti van Melle	Confectionery	1	0.57%
42	Wrigley	Confectionery	1	0.57%
43	LCL Pils Super Strength	Alcohol	1	0.57%
44	Peroni	Alcohol	1	0.57%
45	Carlsberg	Alcohol	1	0.57%
TOTAL LITTER COUNT			174	

Watford

Results by litter type

Type	Count	%
Fast food	13	39.39%
Confectionery	8	24.24%
Tobacco	5	15.15%
Drinks	3	9.09%
Alcohol	3	9.09%
Crisps	1	3.03%
Receipts/Plastic bags/Printed materials	0	0.00%
Chewing gum	0	0.00%
TOTAL LITTER COUNT	33	

Results by brand

Rank	Brand	Type	Count	%
1	McDonald's	Fast food	11	33.33%
2	Mars Incorporated	Confectionery	5	15.15%
3	Cadbury	Confectionery	2	6.06%
4	Marlboro (Philip Morris International)	Tobacco	2	6.06%
5	Greggs	Fast food	1	3.03%
6	Café Nero (food)	Fast food	1	3.03%
7	Fox's Confectionery	Confectionery	1	3.03%
8	Walkers	Crisps	1	3.03%
9	Café Nero Group Ltd	Drinks	1	3.03%
10	Coca-Cola	Drinks	1	3.03%
11	Pepsi Co	Drinks	1	3.03%
12	Mayfair (JTI Gallaher Group)	Tobacco	1	3.03%
13	Benson & Hedges (JTI Gallaher Group)	Tobacco	1	3.03%
14	Swan filters/matches	Tobacco	1	3.03%
15	Stella Artois	Alcohol	1	3.03%
16	Budweiser	Alcohol	1	3.03%
17	Guinness	Alcohol	1	3.03%
TOTAL LITTER COUNT			33	

Wigan

Results by litter type

Type	Count	%
Fast food	41	49.40%
Confectionery	12	14.46%
Drinks	12	14.46%
Chewing gum	9	10.84%
Tobacco	7	8.43%
Crisps	1	1.20%
Receipts/Plastic bags/Printed materials	1	1.20%
Alcohol	0	0.00%
TOTAL LITTER COUNT	83	

Results by brand

Rank	Brand	Type	Count	%
1	Pound Bakery	Fast food	11	13.25%
2	Unbranded fish & chips/kebab/pizza	Fast food	7	8.43%
3	Wrigley	Chewing gum	7	8.43%
4	Galloways	Fast food	6	7.23%
5	Subway	Fast food	5	6.02%
6	Local fish & chips/kebab/pizza	Fast food	4	4.82%
7	Lambert & Butler (Imperial Tobacco Group)	Tobacco	4	4.82%
8	Cadbury	Confectionery	3	3.61%
9	GlaxoSmithKline (Ribena and Lucozade)	Drinks	3	3.61%
10	Starbucks	Drinks	3	3.61%
11	Richmond (Imperial Tobacco Group)	Tobacco	3	3.61%
12	McDonald's	Fast food	2	2.41%
13	KFC	Fast food	2	2.41%
14	Greenhalgh's	Fast food	2	2.41%
15	Waterfield	Fast food	2	2.41%
16	Nestlé	Confectionery	2	2.41%
17	Coca-Cola	Drinks	2	2.41%
18	Fox's Confectionery	Confectionery	1	1.20%
19	Haribo	Confectionery	1	1.20%
20	Julian Graves Ltd	Confectionery	1	1.20%
21	Kerry Foods	Confectionery	1	1.20%
22	Kraft Foods	Confectionery	1	1.20%
23	Mars Incorporated	Confectionery	1	1.20%
24	Perfetti van Melle	Confectionery	1	1.20%
25	Walkers	Crisps	1	1.20%
26	Cadbury	Chewing gum	1	1.20%
27	Perfetti van Melle	Chewing gum	1	1.20%

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Rank	Brand	Type	Count	%
28	Britvic	Drinks	1	1.20%
29	Kraft Foods	Drinks	1	1.20%
30	Nestlé	Drinks	1	1.20%
31	PG Tips	Drinks	1	1.20%
32	Marks & Spencer	Receipts/Plastic bags/Printed materials	1	1.20%
TOTAL LITTER COUNT			83	

