

# The Word on our Street

Source Document  
2009



# 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](http://www.keepbritaintidy.org).

**Market Research Team**

**November 2009**

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# Executive Summary

## Background

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

The introduction of an annual 'state of the nation' survey will enable Keep Britain Tidy to measure any changes in public perceptions of local environmental quality (LEQ) over time. The survey will prove to be a useful compliment to the Local Environmental Quality Survey of England (LEQSE) which collects data on the physical state of the local environment in England, allowing a comparison of perception with reality. The data will also provide a useful national baseline against which ad hoc regional / local studies can be compared which will potentially add value to the regional / local work the organisation undertakes.

## Research aim and methodology

The aim of the research was to track the state of the nation according to perceptions of the general public on local environmental quality (LEQ) issues. On-street interviews were conducted with a nationally representative sample of 1,155 members of the English public. The interviews lasted approximately ten minutes and were carried out between the 30<sup>th</sup> March and 29<sup>th</sup> April 2009 (including piloting and main fieldwork).

## Key findings

### Awareness of local environmental quality issues

- Dog fouling was rated as the most problematic local environmental quality issue (41% rated it as a problem to some extent) and litter was the second most problematic local environmental quality issue (34% rated it as a problem to some extent).
- Cigarette litter was rated as a particular problem in their local area by over half of respondents (54%). Confectionery wrappers (45%), chewing gum (44%), cans and bottles (44%) and fast food packaging (41%) were all rated as a particular problem in their local area by around two fifths of respondents.

### **Feelings about the local area**

- Members of the public were just as concerned about the appearance of their local area as they were about terrorism (63% said they were concerned to some extent about both issues).
- Two thirds of respondents (62%) were satisfied to some extent with their local area as a place to live and the same proportion (62%) were satisfied to some extent with how safe they felt in their area. Just over half of respondents (55%) were satisfied to some extent with the appearance of their local area.
- A highly significant relationship existed between the appearance of an area, the area as a place to live and feelings of safety in an area. People felt safer in cleaner or better looking areas; felt safer in areas in which they are generally more satisfied with; and felt more satisfied with an area as a place to live if it was clean.

### **Importance for spend and priority issues**

- Drugs related litter was rated as the most important for spend (77% rated it as important to some extent) and fly-posting was rated as the least important for spend (44% rating it as important to some extent).
- For all issues other than drugs related litter (where importance for spend is high irrespective of the perceived level of problem), a significant correlation existed between the perceived level of problem and the importance attached to spending money on tackling the problem.
- Dog fouling and litter were rated as the most problematic and the most important for spend and are therefore the public's highest priorities.

### **Attitudes and behaviours towards local environmental quality issues**

- Cigarettes were the most frequently dropped items of litter however, confectionery wrappers, small bits of paper and pieces of fruit were the most commonly dropped items of litter.
- In the past six months just under a third of respondents (28%) had dropped or left litter in a fairly quiet area, just over a quarter (25%) had done so in a fairly busy area, a fifth (20%) had thrown it out of a vehicle and a tenth had dropped or left litter on public transport (9%).
- Dropping litter elicited higher levels of guilt than annoying neighbours with noise, calling work and claiming to be ill to have the day off and driving on the motorway at more than 90 miles per hour.

### **Perception and awareness of penalties**

- Just under half (48%) of respondents were unaware that a fine of up to £80 could be issued for dropping litter.

# Introduction

## Background

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

The introduction of an annual 'state of the nation' survey will enable Keep Britain Tidy to measure any changes in public perceptions of local environmental quality (LEQ) that may occur over time. This data will allow Keep Britain Tidy to understand the impact of its campaigns and activities and will help to identify what issues are of most importance to the public which will help to direct future campaigns and organisational activities. In addition to measuring the public's awareness and perception of local environmental quality issues, the survey also collects attitudinal and behaviour data which will help to explain any changes in local environmental quality perception.

The survey will prove to be a useful compliment to the Local Environmental Quality Survey of England (LEQSE) which collects data on the physical state of the local environment in England. The data will also provide a useful national baseline against which ad hoc regional / local studies can be compared which will potentially add value to the regional / local work Keep Britain Tidy undertakes.

## Objectives

### Strategic Objective

To track the state of the nation according to perceptions of the general public on local environmental quality (LEQ) issues.

### Key research objectives

- To quantify awareness of local environmental quality issues
- To quantify behaviours and attitudes towards local environmental quality issues

### Detailed research objectives

#### Litter Awareness

- Do the public think local environmental quality issues are getting better or worse?
- What litter types do people notice most?
- Which local environmental quality issues do people most want money spent on?

#### Behaviours and attitudes towards litter

- How important to the public are local environmental quality issues compared to other quality of life and political issues?
- How do individual's attitudes and behaviours vary over time?
- How do attitudes on local environmental quality issues link to awareness on wider environmental issues?

## Methodology

On-street interviews were conducted with 1,155<sup>1</sup> members of the English public. Each interview lasted approximately ten minutes and was carried out between the 30<sup>th</sup> March and 29<sup>th</sup> April 2009 (including piloting and main fieldwork).

The sample was formed to be nationally representative (of age, gender, ethnicity and disability) and was undertaken in all nine English regions.

On-street face-to-face interviews were felt to be the most appropriate methodology as visual stimuli were shown to respondents during the interviews.

The survey was piloted among 50 members of the public using random sampling prior to finalising the questionnaire.

*See Appendix 1 for a copy of the questionnaire.*

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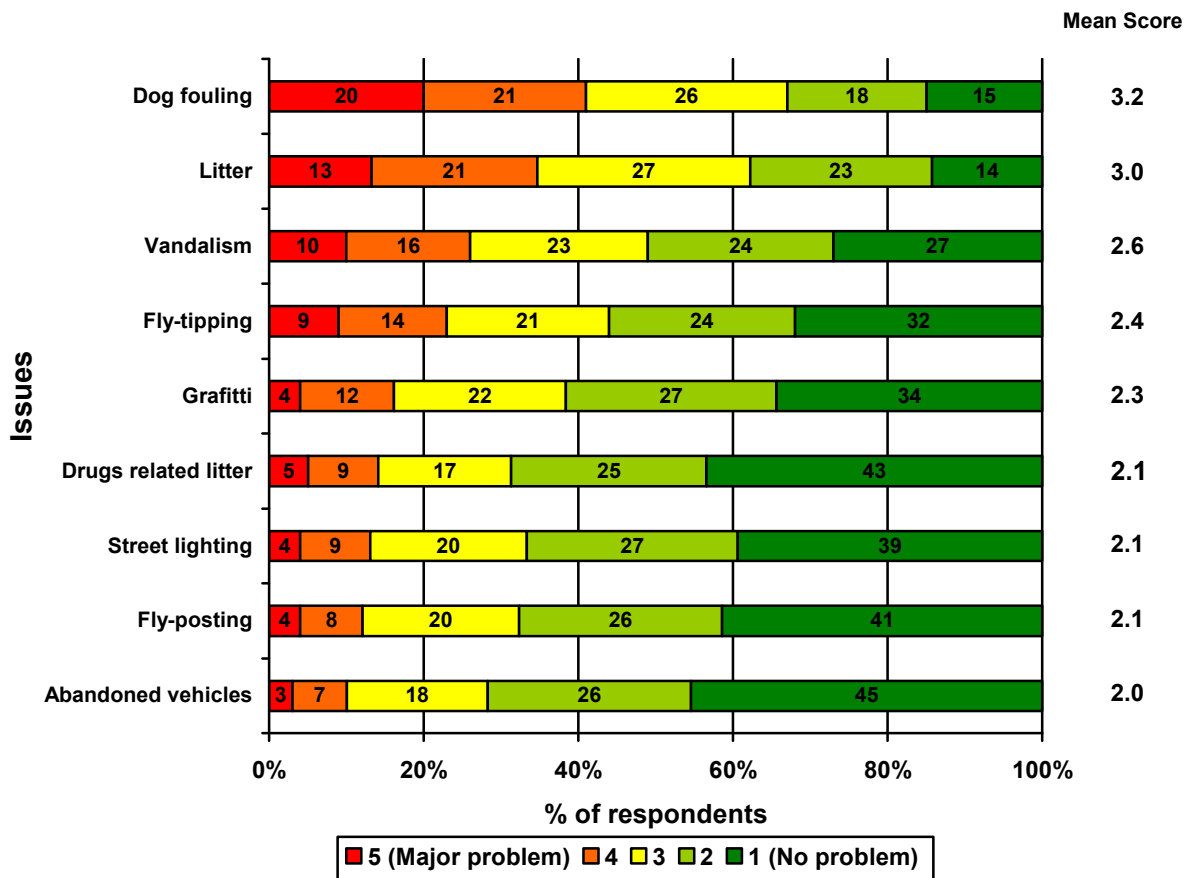
<sup>1</sup> Based on a 95% confidence level and the English population of 50,763,000 (2006 census), the error attached to the sample of 1,155 is +/- 2.88% i.e. all percentages in this report are subject to this error band compared to the actual percentages had the whole population been interviewed.

# Results

## Awareness of Local Environmental Quality Issues

In order to identify how much of a problem the public considered a range of local environmental quality issues to be in their local area, respondents were asked to think about what they actually saw in their local area and indicate how much of a problem they considered each issue to be.

**Figure 1. Extent of problem with local environmental issues**



Base: 1,155

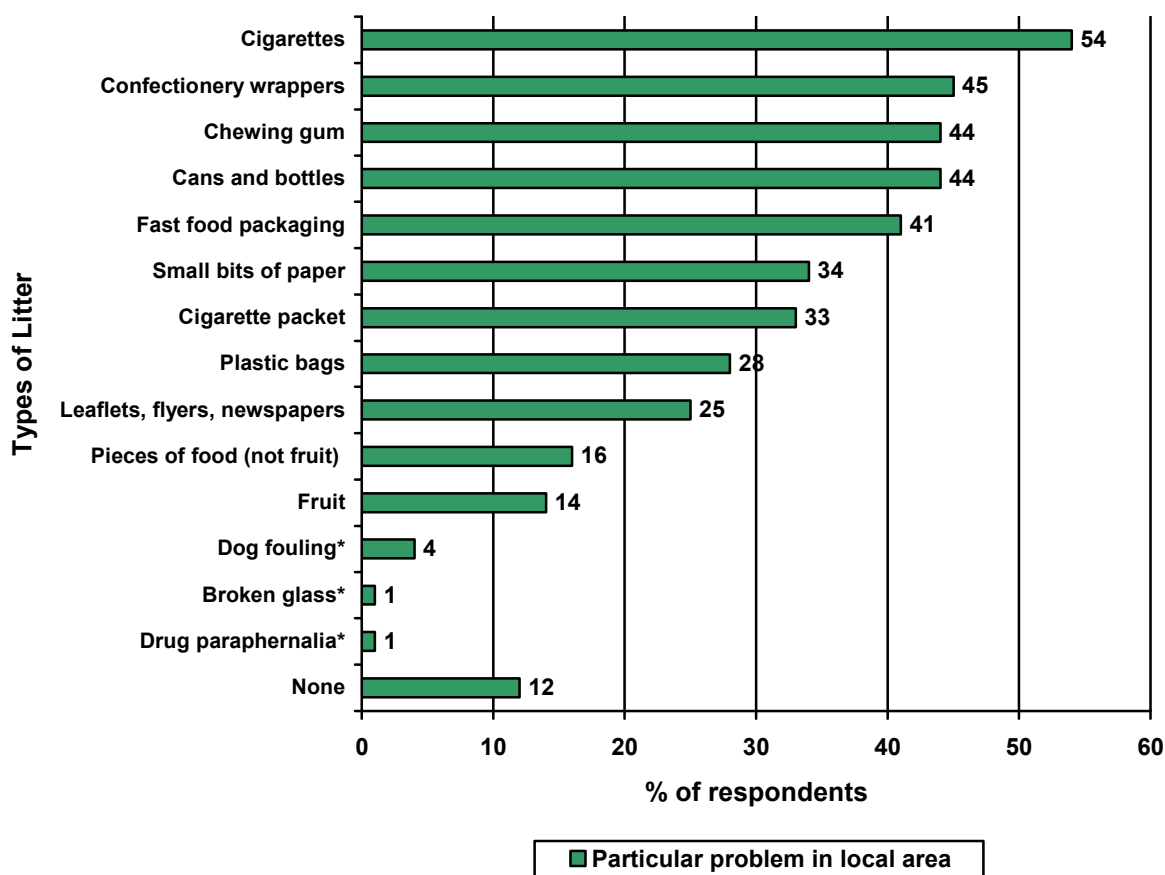
Q.8 Thinking now about what you actually see in your local area, please indicate how much of a problem each of the following issues are (SHOWCARD).

Figure 1 above shows that dog fouling was considered to be the most problematic local environmental quality issue with two fifths (41%) of people rating it as a problem to some extent (a score of 4 or 5). Litter was considered to be the second most problematic issue with a third (34%) of respondents rating it as a problem (to some extent).

Conversely, only around one in ten people perceived street lighting (13%), fly-posting (12%) and abandoned vehicles (10%) to be a problem in their local area.

Focusing specifically on litter types, respondents were then asked to specify which, if any, types of litter they considered to be a particular problem in their local area.

**Figure 2. Problematic Litter Types**



Base: 1,155

Q.9 Which, if any, types of litter do you think are a particular problem in your local area? (SHOWCARD) Tick as many options as you like.

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

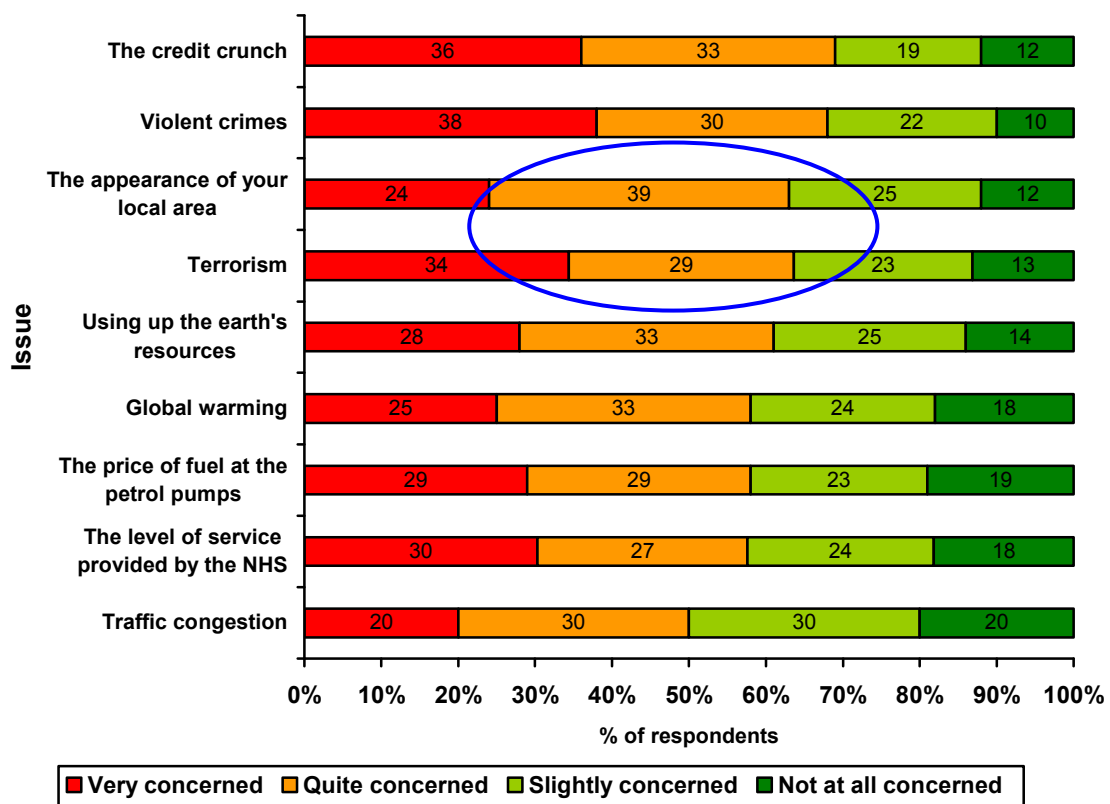
Figure 2 above shows the litter types that were rated as a specific problem in respondents' local areas. Cigarettes were mentioned as a particular problem by half of all respondents (54%), and confectionery wrappers (45%), chewing gum (44%), cans and bottle (44%) and fast food packaging (41%) were all considered to be a particular problem by around two fifths of people. Dog fouling (4%), broken glass (1%) and drug paraphernalia (1%) were considered to be a particular problem by less

than one in twenty people, however unlike the other litter types, these items were mentioned spontaneously by respondents.

### Feelings about the local area

In order to gauge how concerned the public are about the appearance of their local area relative to a number of other highly topical issues, respondents were asked to state how concerned they were about a range of issues. Figure 3 below displays the results.

**Figure 3. Topics of concern**



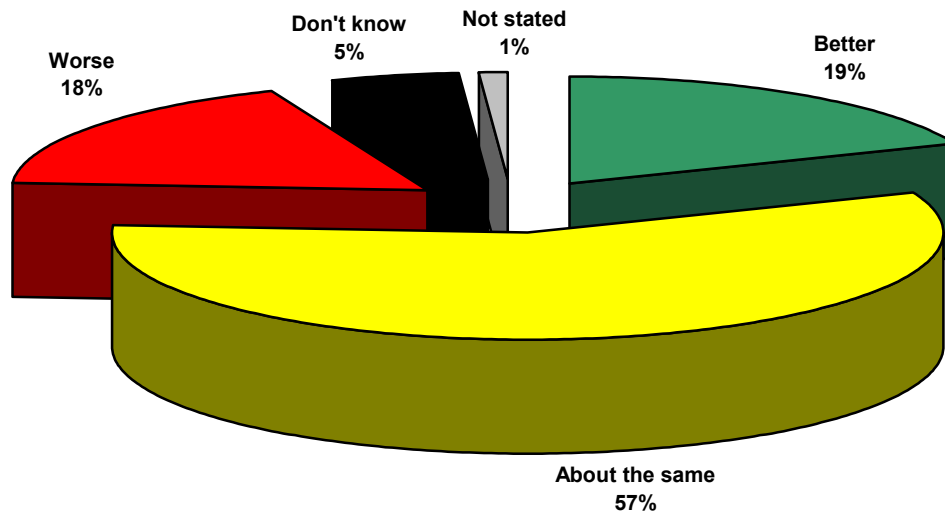
Base: 1,155

Q.13 I'm going to read out a list of issues which people talk about. For each one please say how concerned you personally are about it? (SHOWCARD)

Figure 3 above shows that the credit crunch and violent crimes were the two issues the public were most concerned about (69%; 68% respectively). However, the appearance of the local area (along with terrorism) was the third biggest issue causing the public some degree of concern (63%).

Delving deeper into the public's perceptions of their local area, respondents were asked to indicate whether the appearance of their local area had got better, worse or stayed the same in the last year.

**Figure 4. Appearance of local area compared to last year**



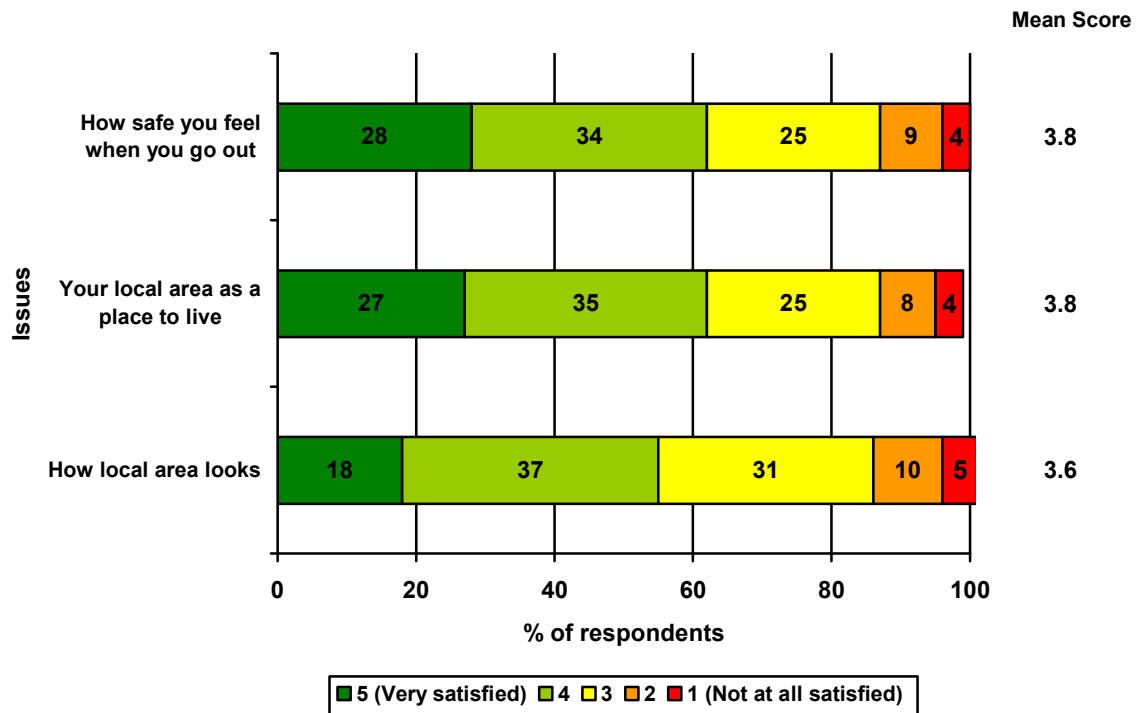
Base: 1,155

Q.12 Has the appearance of your local area got better or worse in the last year?

Figure 4 above shows that over half (57%) of respondents considered their local area to be the same as last year. The remaining respondents were polarised with just under a fifth (18%) saying it had got worse and a similar proportion (19%) saying it had got better.

Respondents were also asked to state how satisfied they were with specific elements of their area in terms of how their area looks, their local area as a place to live and how safe they feel when they go out. Figure 5 overleaf displays the results.

**Figure 5. Satisfaction with local area issues**

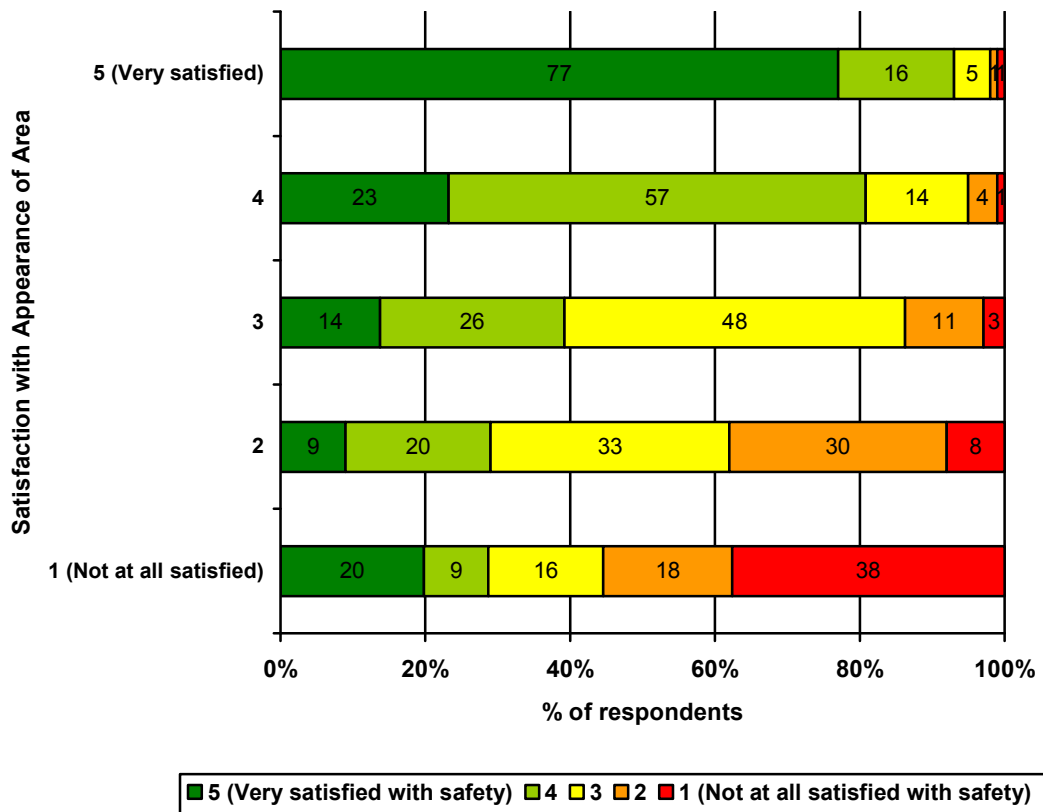


Base: 1,155

Q.11 Please tell me how satisfied you are with the following issues in your local area (SHOWCARD)

As figure 5 above shows, levels of satisfaction with the local area as a place to live and how safe respondents felt in their area are the same (62% were satisfied to some extent with each element). Satisfaction with the appearance of the area was slightly lower (55% were satisfied to some extent). However, a correlation analysis showed that a highly significant relationship existed between these three elements. That is people felt safer in cleaner or better looking areas; they felt safer in areas in which they were generally more satisfied with; and people were more satisfied with an area as a place to live if it was clean (see figures 6 to 8 overleaf).

**Figure 6. Satisfaction with feelings of safety and the appearance of an area**

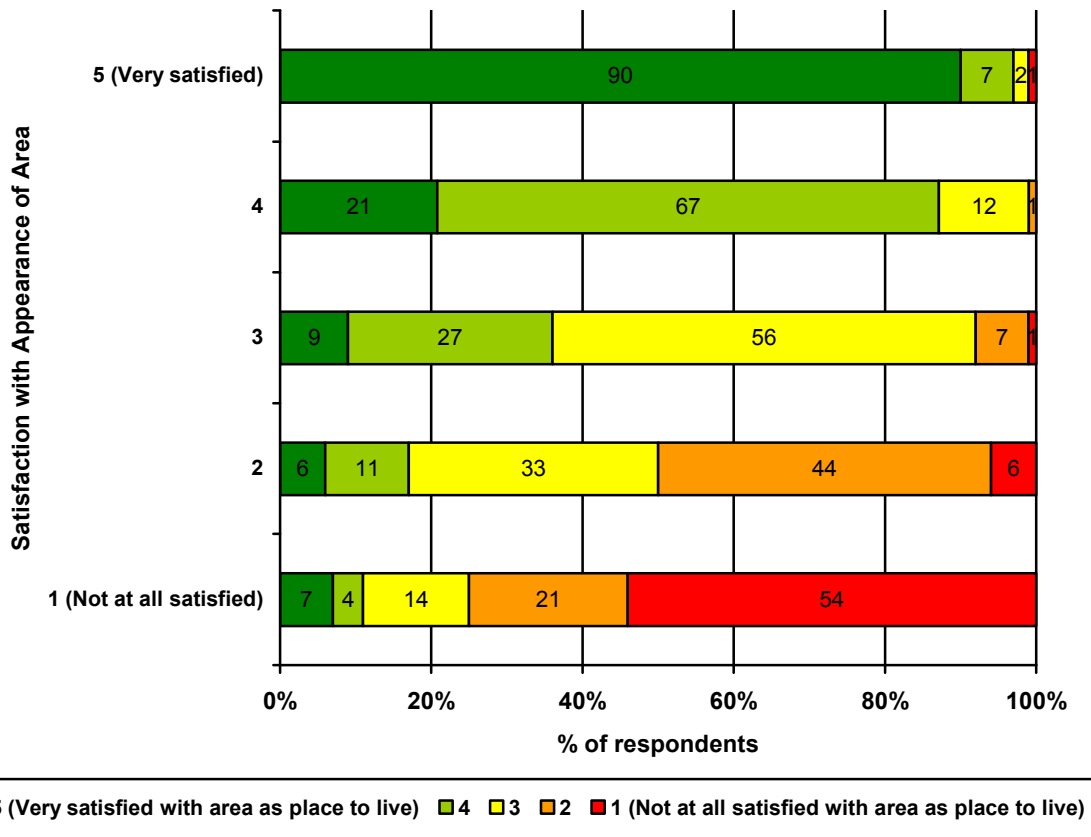


Base: 1,155

Q.11 Please tell me how satisfied you are with the following issues in your local area (SHOWCARD)

Figure 6 displays the relationship between feelings of safety and satisfaction with the appearance of an area. The more satisfied respondents were with the appearance of their area, the more satisfied they were with how safe they felt.

**Figure 7. Satisfaction with local area as a place to live and the appearance of an area**

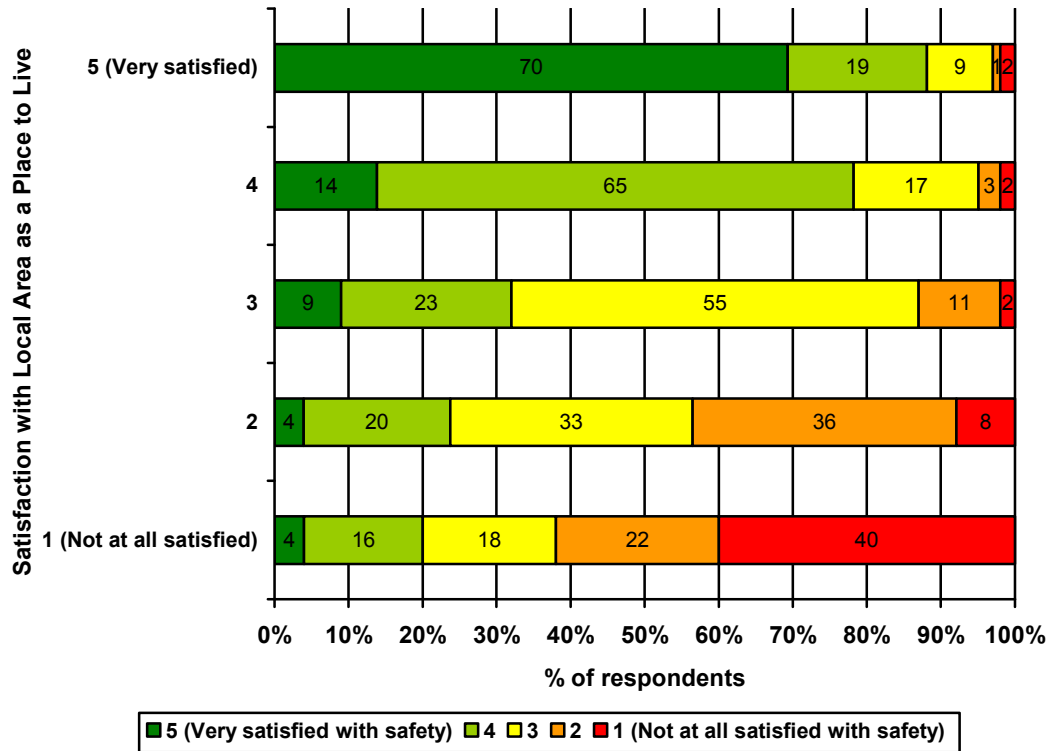


Base: 1,155

Q.11 Please tell me how satisfied you are with the following issues in your local area (SHOWCARD)

Figure 7 displays the relationship between satisfaction with an area as a place to live and satisfaction with the appearance of an area. The more satisfied respondents were with the appearance of their area, the more satisfied they were with the area as a place to live.

**Figure 8. Satisfaction with local area as a place to live and feelings of safety**



Base: 1,155

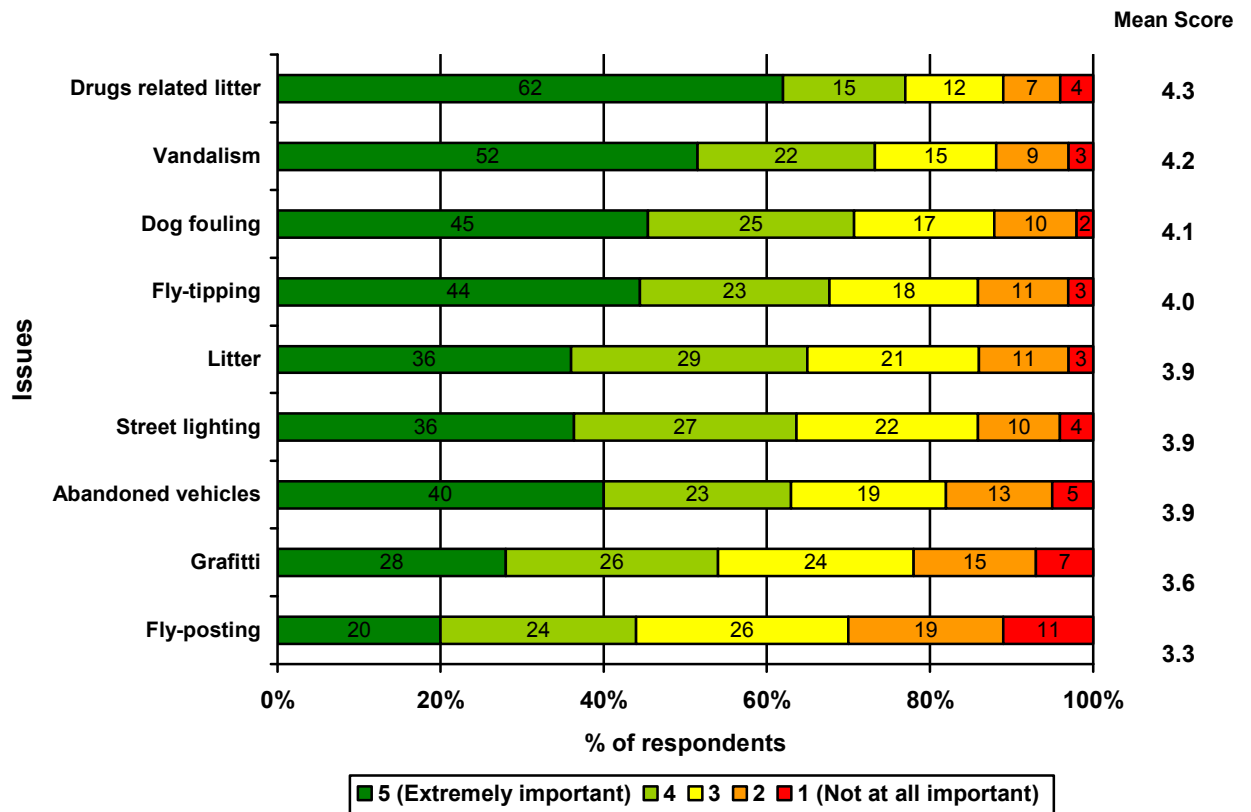
Q.11 Please tell me how satisfied you are with the following issues in your local area (SHOWCARD)

Figure 8 displays the relationship between satisfaction with an area as a place to live and feelings of safety. The more satisfied respondents were with the area as a place to live, the more satisfied they were with how safe they felt in the area.

## Importance for spend and priority issues

Respondents were asked to assume a range of local environmental quality issues were a problem in their area and to indicate how important it was to them that money was spent on tackling each issue. Figure 9 below displays the results.

**Figure 9. Importance of spend**



Base: 1,155

Q.7 Assuming the following issues were found to be present in your area, how important would it be that money was spent on tackling them? (SHOWCARD)

With the exception of fly-posting, over half of all respondents felt it was important to some extent (a score of 4 or 5) that money was spent on tackling every local environmental quality issue. Relatively similar levels of importance were attached to each issue however, drugs related litter received the highest importance rating with over three quarters (77%) rating it as important (to some extent). In all instances, people 25 years and over placed a higher level of importance on spending money on tackling issues than under 25 year olds.

Furthermore, for all issues except drugs related litter (where importance for spend appears to be high irrespective of the perceived level of problem) a significant correlation exists between the extent to which people perceived there to be a problem and the importance attached to spending money on tackling the problem.

Figure 10 below shows the mean scores for each issue plotted against the perceived level of problem and importance for spend.

**Figure 10. Priority mapping**

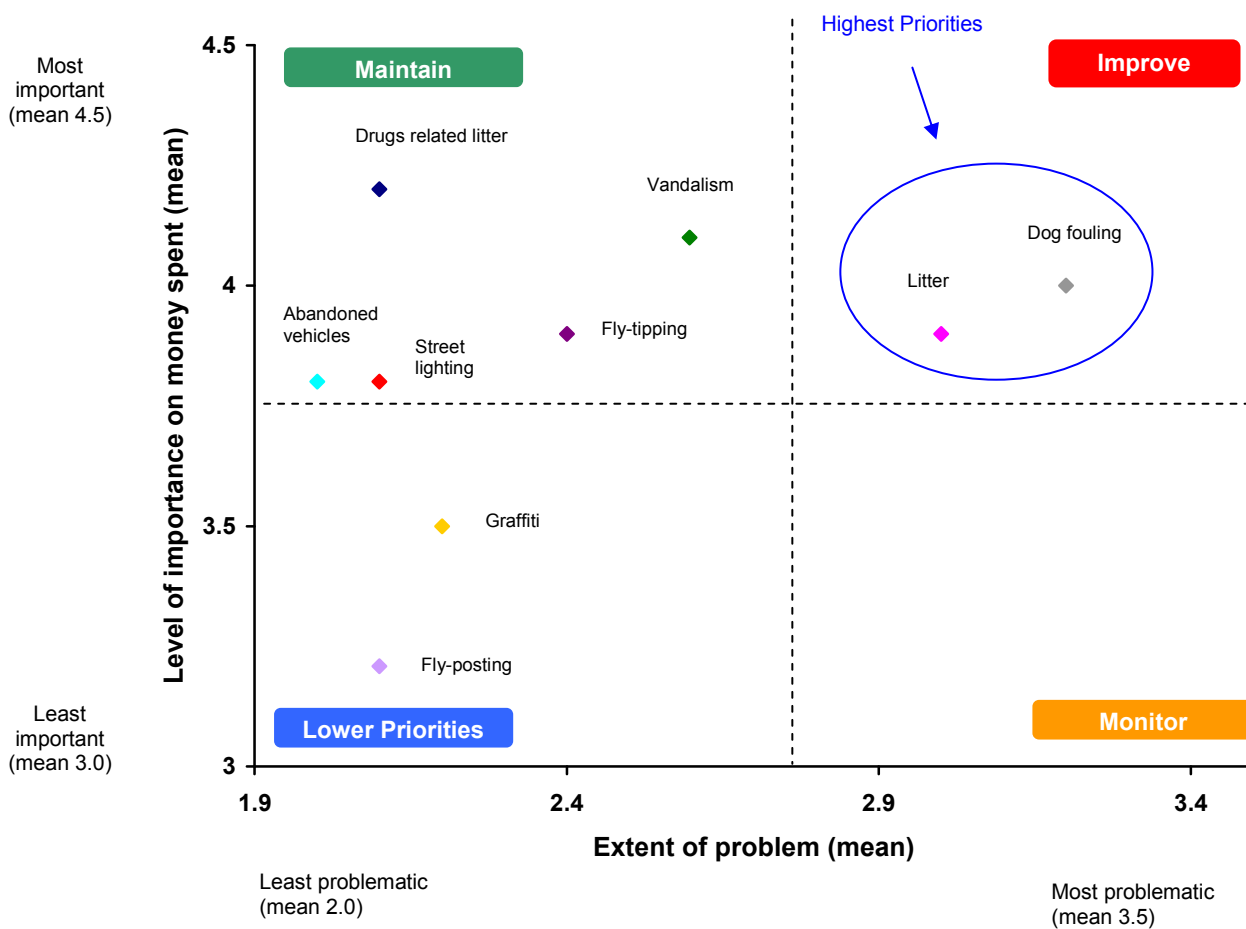
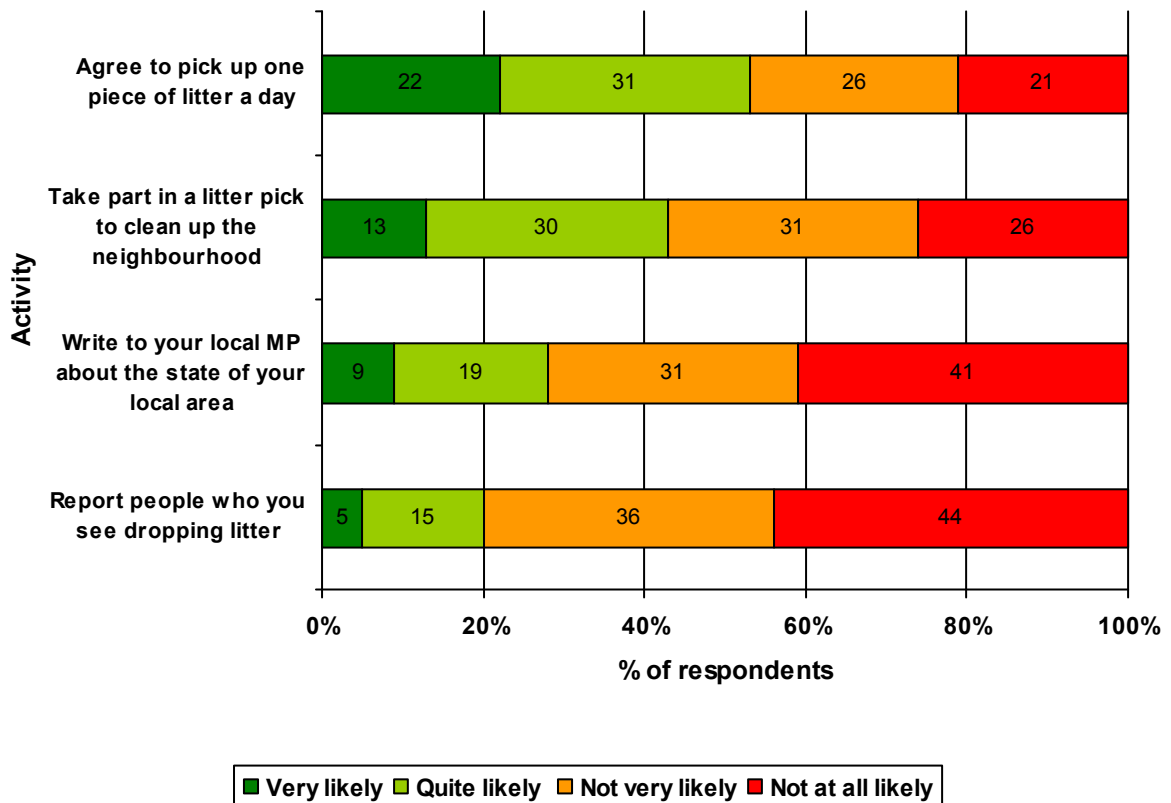


Figure 10 shows that litter and dog fouling were considered to be the most problematic and the most important issues for spend and are therefore the public's highest priorities. Drugs related litter, vandalism, abandoned vehicles, street lighting and fly-tipping were also considered to be important for spend, however they were considered to be less problematic and so are identified as issues to be maintained. Graffiti and fly-posting were both considered to be low on the problematic scale and less important for spend so are considered lower priorities for the public.

## Attitudes and behaviours towards local environmental quality issues

Respondents were asked how likely they would be to carry out a number of different behaviours relating to the environmental quality of their local area.

**Figure 11. Public involvement**



Base: 1,155

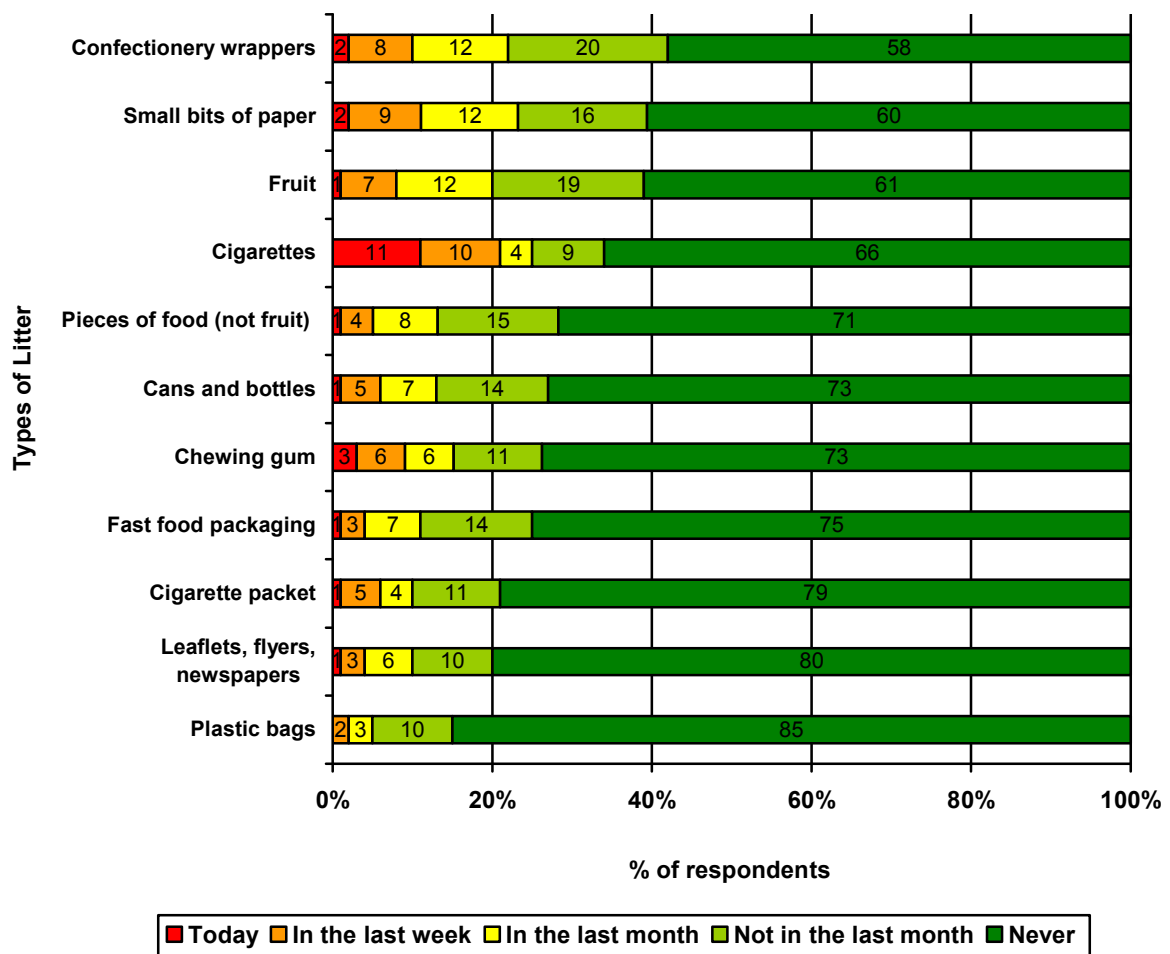
Q.6 How likely are you to do the following activities? (SHOWCARD)

Figure 11 shows that over half (53%) of respondents said they would be likely (to some extent) to pick up one piece of litter a day and two fifths of respondents (43%) said they would be likely (to some extent) to take part in a litter pick to clean up the neighbourhood. Less than a third (28%) said they would be likely (to some extent) to write to their local MP about the state of their local area and one fifth said they would likely (to some extent) to report people they saw dropping litter. Analysis by age revealed that over 25 year olds were more willing to carry out these activities than their younger counterparts.

In addition, a correlation analysis revealed that those who perceived there to be a problem with litter in their local area had a higher willingness to get involved in all of the aforementioned activities to improve the quality of their local environment.

In relation to littering behaviour, respondents were asked to indicate when the last time they dropped different types of litter was.

**Figure 12. Littering behaviour**



Base: 1,155

Q.2 When was the last time you dropped or left the following types of litter (SHOWCARD)?

Cigarettes were the most frequently dropped items of litter, with a fifth (21%) of respondents admitting to have dropped one in the last week<sup>2</sup>, and half of these (10%) admitted to having done so today. However, confectionery wrappers, small bits of

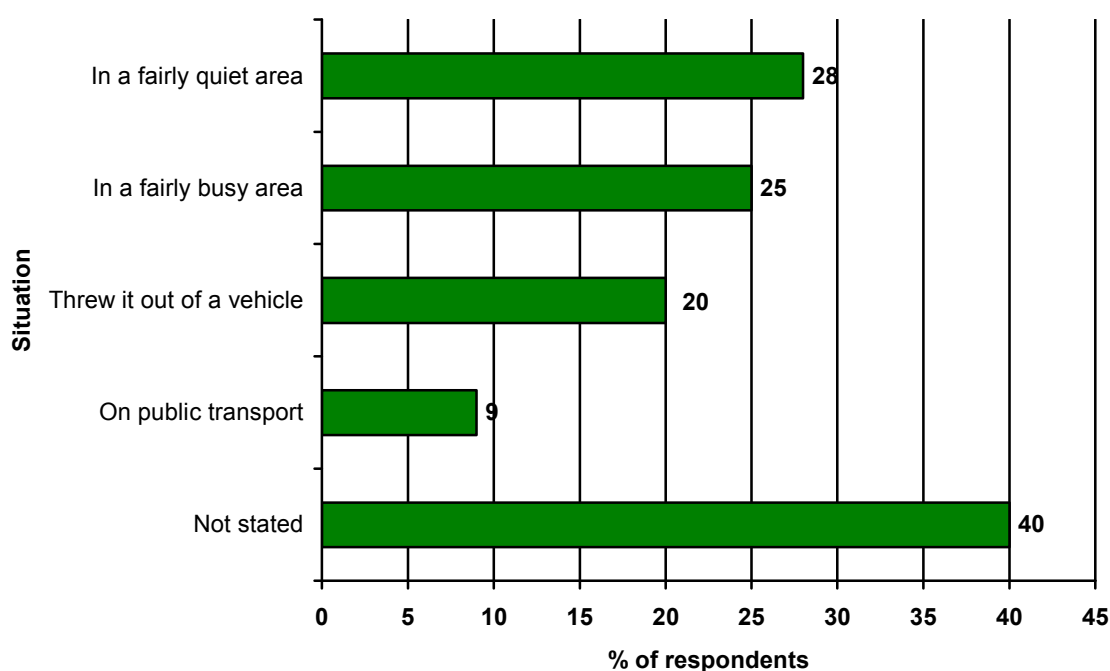
<sup>2</sup> This includes 'today' and 'in the last week'

paper and fruit were the most commonly dropped items of litter (42%, 40% and 39% respectively admitted to having dropped these types of litter at some point).

In general, a small percentage of respondents had dropped some sort of litter in the last week<sup>3</sup> (2% - 11%), (with the exception of cigarettes for which 21% of respondents had dropped one in the last week), however two fifths (42%) of respondents admitted to dropping some form of litter at some point. Analysis by age revealed that under 25 year olds were generally more likely to have dropped litter than their older counterparts.

In order to identify in which situations the public were most likely to drop litter, respondents were asked to think about when they had dropped or left litter in the past six months and indicate which of a range of factors had been true.

**Figure 13. Where the public drop litter**



Base: 1,155

Q.4 Thinking about when you have dropped or left litter in the past six months, which of the following have been true? Please choose as many as you like. (SHOWCARD)

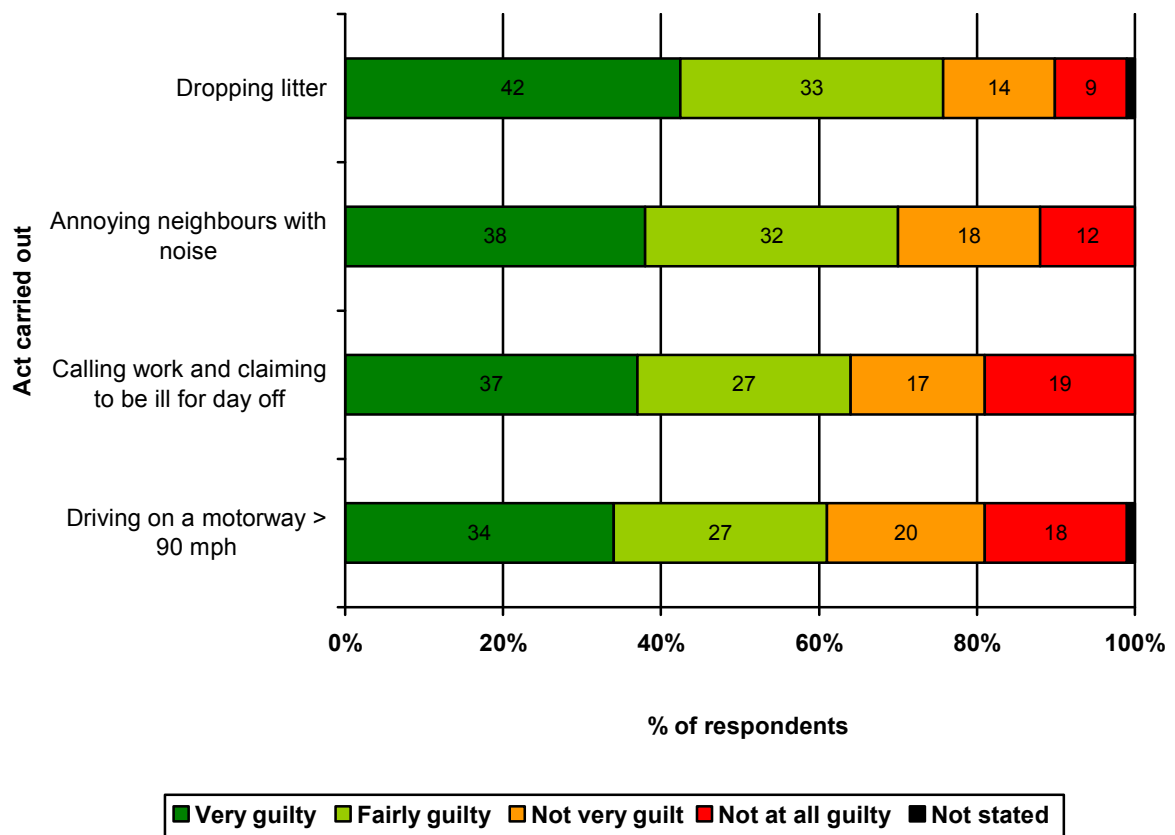
Figure 13 shows that in the past six months just over a quarter of respondents (28%) had dropped or left litter in a fairly quiet area, a quarter (25%) had done so in a fairly

<sup>3</sup> This includes 'today' and 'in the last week'

busy area, a fifth (20%) had thrown it out of a vehicle and a tenth (9%) had dropped or left litter on public transport. It was assumed that the 40% that did not answer this question had not dropped or left litter in the past six months.

Respondents were then asked to indicate how guilty they would feel for committing a number of different acts, including dropping litter.

**Figure 14. Feelings of guilt**



Base: 1,155

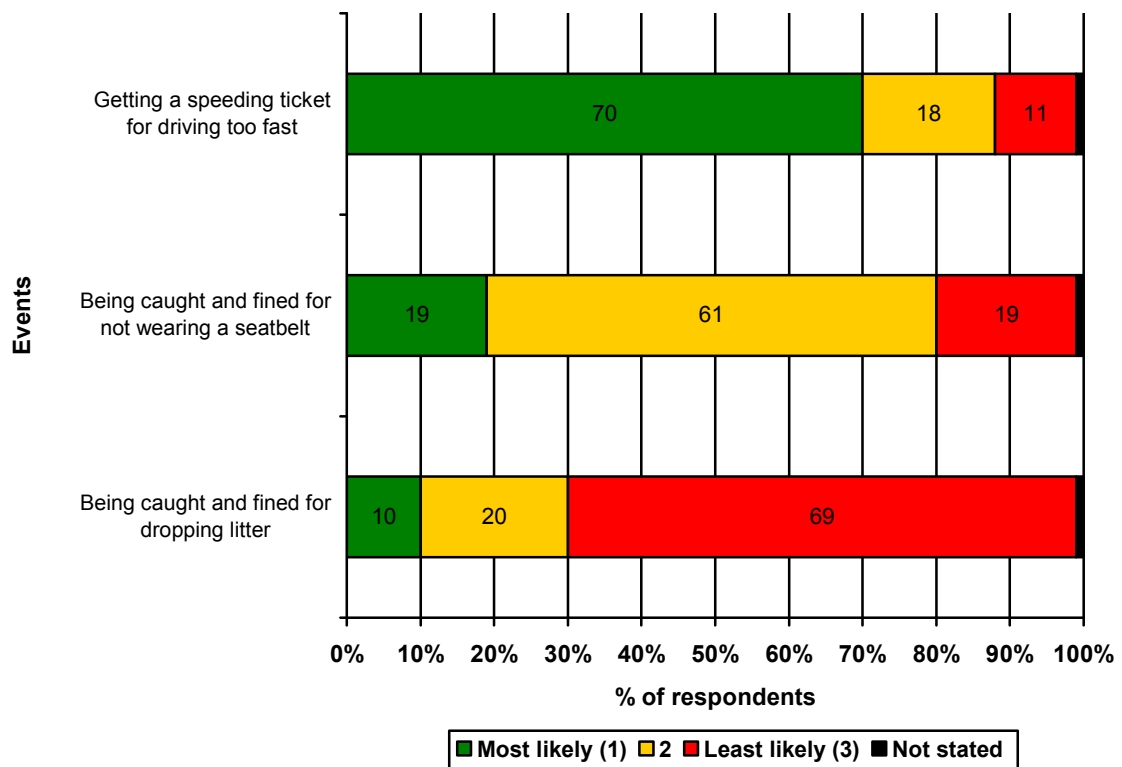
Q.1 I'm going to read out a list of things that people do. For each if you were to do this how guilty would you feel about it? (SHOWCARD)

Figure 14 shows that of the four acts (dropping litter, annoying neighbours with noise, calling work and claiming to be ill to have a day off and driving on a motorway at more than 90 miles per hour) dropping litter elicited the highest level of guilt with three quarters (75%) stating they would feel guilty (to some extent) for committing this act.

## Perception and awareness of penalties

Respondents were also presented with a list of events, including being caught and fined for dropping litter, and asked to state which they thought would be the most and least likely to happen.

**Figure 15. Likelihood of events happening**



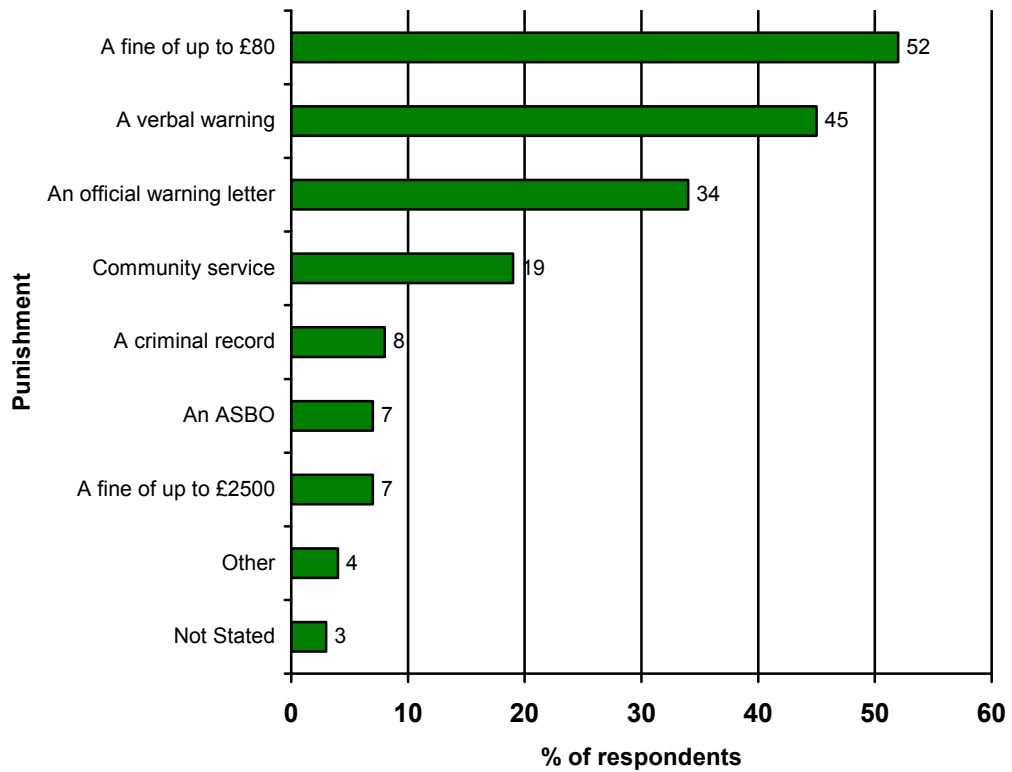
Base: 1,155

Q.15 I'm going to read out three statements. Please tell me which one you think is the most likely to happen and which you think is the least likely to happen (SHOWCARD).

Figure 15 shows that the public generally perceive the likelihood of being caught and fined for dropping litter to be less than being caught and fined for not wearing a seatbelt and significantly less than the likelihood of getting a speeding ticket.

To establish public awareness of the penalty for dropping litter, respondents were presented with a list of punishments and asked to state which they thought could be applied. See figure 16 overleaf.

**Figure 16. Penalty for dropping litter**



Base: 1,155

Q.14 Which of the following penalties do you think can be applied if a person is caught dropping litter? Please tick as many boxes as you like (SHOWCARD).

Figure 16 shows that just under half (48%) of respondents were unaware that a fine of up to £80 could be issued for dropping litter<sup>4</sup>. Over two fifths (45%) thought that a verbal warning could be given, a third (34%) thought that an official warning letter could be issued and a fifth (19%) thought that community service could be issued.

<sup>4</sup> The law states that a fine of £50-£80 can be issued for dropping litter, however Defra's guidelines are £75

# Conclusion

## Priority issues

Dog fouling and litter were the two local environmental quality issues that the public considered to be their highest priorities (in terms of being a problem and important for spend). In order to establish whether dog fouling and litter are the most prevalent (problematic) local environmental quality issues on the ground, an analysis of the Local Environmental Quality Survey of England (LEQSE) data is recommended. This will allow the perceptions of these issues to be compared with the 'reality', that is the situation 'on the ground' to ensure that the appropriate actions can be taken to address perceptions, the problem on the ground, or indeed both.

In terms of specific litter types, cigarettes, confectionery wrappers cans and bottles and chewing gum were reported by the public to be the most problematic in their local areas. The introduction of the smoking ban in 2007 is likely to have increased the number of people smoking on the streets - potentially resulting in more cigarette litter. This might explain why cigarettes were rated by over half of respondents as being problematic in their local area. However, an analysis of on the ground data using LEQSE will identify whether these particular types of litter are indeed the most prevalent and need specific targeting or whether it is the public's perceptions that need targeting.

## Feelings about the local area

The appearance of the local area reportedly causes the general public the same level of concern as terrorism. This demonstrates that in relation to a variety of highly topical issues, the appearance of the local area sits quite high in the public's priorities. For example, the appearance of the local area causes the public more concern than global warming, which has traditionally held a higher media profile and been more of a political focus than *local* environmental issues. The results of this survey controversially suggest that it is the more local environmental issues which are impacting on the public to a greater degree than the wider global issues and perhaps therefore would warrant a greater political focus.

In further support of the argument that local environmental quality issues should become more of a priority for central and local government is the identification of a clear statistical link between how clean an area is and feelings of safety in that area.

This finding suggests that local environmental quality plays a significant role in the public's satisfaction with the area in which they live and more generally their quality of life.

## **Attitudes and behaviours towards local environmental quality issues**

The results of the survey show that the majority of the public want their local area to be free of litter (65% of respondents felt that it was important to some extent that money was spent on tackling litter) and know that it is wrong to litter (75% said they would feel very or fairly guilty for dropping litter). However, a significant proportion of the public admitted to littering themselves (42%) and nearly three fifths (57%) said they would be unlikely to take part in a litter pick to clean up their neighbourhood. This suggests a conflict in terms of what the public want and expect in their local areas and what the public are willing to do to achieve that aim.

To tackle this disconnect local authorities might wish to consider raising residents awareness of local environmental quality issues and how they can get involved and contribute towards improvements. Specifically, local authorities might want to focus on increasing resident's sense of pride and ownership for their local area to encourage them to take a greater responsibility for the quality of their local environment.

## **Perception and awareness of penalties**

The survey revealed that approximately half (48%) of respondents were unaware of the penalty that can be applied if caught littering and in general members of the public perceive the likelihood of being caught and fined for littering to be less likely than getting a speeding ticket and being caught and fined for not wearing a seatbelt. These findings might explain why there was not much difference between the percentage of respondents who admitted to littering in a fairly busy and fairly quiet area (25% and 28% respectively) and the relatively high percentage of respondents (a fifth; 20%) who admitted to throwing litter out of a vehicle in the past six months (this figure has increased from 14% in 2001<sup>5</sup>). If members of the public are fully aware of the consequences if caught littering and believe the likelihood of it happening to be greater, the percentage of those who litter, and especially those who litter in fairly busy areas may decrease. To increase the public's awareness of the

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<sup>5</sup> Litter Segmentation Research, 2001

penalty and their perception of the likelihood of it being applied, local and national campaigns publicising the penalty for littering could be run alongside press publications of cases where offenders have been caught and fined.

### **Under 25 year olds**

In general, members of the public aged under 25 years were less concerned about local environmental quality issues, placed less importance on the need to spend money on tackling local environmental quality issues, were less likely to get involved in activities to improve the quality of their local environment and had the lowest levels of awareness of the penalty if caught littering. Therefore initiatives aimed at educating under 25's on local environmental quality issues might help to align their attitudes and behaviours with the rest of the general public.

### **Moving on**

The results of the survey provide an interesting insight into the thoughts and behaviours of the general public in relation to their local environment. However, in isolation this data is of limited value. As previously mentioned, overlaying this data with data from the Local Environmental Quality Survey of England (LEQSE) will enable a comparison of public perception with reality (on the ground data) which will highlight links and disparities between the two. Furthermore, repeating this survey on an annual basis will identify any changes in public perception and behaviours over time which may help to explain LEQSE data (and vice versa) and will help to direct the activities and planning of the organisation.

## Contact Information

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

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# Appendix 1: Questionnaire

Hello, my name is.... from...., an independent market research organisation. We are currently carrying out research to understand people's attitudes towards their local area. I would be grateful if you could spare me 10 minutes to answer some questions. All our interviews are conducted to the standards required by the Market Research Society and as such your responses will be treated in **confidence** and no individual comments will be attributed to you.

**Q1** I'm going to read out a list of things that people do. For each, if you were to do this, how guilty would you feel about it? (SHOWCARD)

	<i>Not at all guilty</i>	<i>Not very guilty</i>	<i>Fairly guilty</i>	<i>Very guilty</i>
Driving on a motorway at more than 90 miles and hour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annoying your neighbours by making a noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dropping some litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calling work and claiming to be ill because you wanted a day off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q2** When was the last time you dropped or left the following types of litter? (SHOWCARD)

	<i>Today</i>	<i>In the last week</i>	<i>In the last month</i>	<i>Not in the last month</i>	<i>Never</i>
Cigarettes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cigarette packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Confectionery wrappers (E.g. crisps packets, chocolate bar and sweets wrappers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cans and bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fast food packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit (cores and peel)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pieces of food (not fruit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small bits of paper (E.g. receipts and tickets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chewing gum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leaflets, flyers and newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Plastic bags
- Other (specify below)

If 'Never' is selected for ALL litter types route to question 6

Q3 Specify 'Other'

Q4 Thinking about when you have dropped or left litter in the past six months, which of the following have been true? Please choose as many as you like. (SHOWCARD)

- You were in a fairly quiet area*
- You were in a fairly busy area*
- You threw it out of a vehicle*
- You are on public transport*
- Other*
- None of the above*

Q5 Specify 'Other'

Q6 How likely are you to do the following activities? (SHOWCARD)

- |   | <i>Not at all<br/>likely</i> | <i>Not very<br/>likely</i> | <i>Quite<br/>likely</i>  | <i>Very<br/>likely</i>   |
|---|------------------------------|----------------------------|--------------------------|--------------------------|
| Take part in a litter pick to clean up your neighbourhood | <input type="checkbox"/>     | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |
| Report people who you see dropping litter                 | <input type="checkbox"/>     | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |
| Write to your local MP about the state of your local area | <input type="checkbox"/>     | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |
| Agree to pick up one piece of litter a day                | <input type="checkbox"/>     | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |

**Q7** Assuming the following issues were found to be present in your area, how important would it be that money was spent on tackling them? (SHOWCARD)

	<i>1 (Not at all important)</i>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 (Extremely important)</b>
Graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fly-posting (illegally placed posters)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dog fouling in public places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fly-tipping or dumping of bulky household items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism (deliberate damage to property / cars)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abandoned vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drugs related litter (such as syringes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q8** Thinking now about what you actually see in your local area, please indicate how much of a problem each of the following issues are. (SHOWCARD)

	<i>1 (No problem)</i>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 (Major problem)</b>
Graffiti	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fly-posting (illegally placed posters)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dog fouling in public places	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fly-tipping or dumping of bulky household items	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Vandalism (deliberate damage to property / cars)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Litter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Abandoned vehicles	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Drugs related litter (such as syringes)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Street lighting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**Q9 Which, if any, types of litter do you think are a particular problem in your local area? (tick as many options as you like) (SHOWCARD)**

- Cigarettes*
- Cigarette packaging*
- Confectionery wrappers (E.g. crisps packets, chocolate bar and sweets wrappers)*
- Cans and bottles*
- Fast food packaging*
- Fruit (cores and peel)*
- Pieces of food (not fruit)*
- Small bits of paper (E.g. receipts and tickets)*
- Chewing gum*
- Leaflets, flyers and newspapers*
- Plastic bags*
- Other (specify below)*
- None*

**Q10 Specify 'Other'**

**Q11 Please tell me how satisfied you are with the following issues in your local area. (SHOWCARD)**

	<b>1 (Not at all satisfied)</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 (Very satisfied)</b>
<b>How your local area looks</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Your local area as a place to live</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>How safe you feel when you go out</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q12 Has the appearance of your local area got better or worse in the last year?**

- Better*
- About the same*
- Worse*
- Don't know*

**Q13** I'm going to read out a list of issues which people talk about. For each one, please say how concerned you personally are about it? (SHOWCARD)

	<i>Not at all concerned</i>	<i>Slightly concerned</i>	<i>Quite concerned</i>	<i>Very Concerned</i>
Global warming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terrorism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using up the earth's resources (E.g. oil, coal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The appearance of your local area (litter, dog fouling graffiti etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The credit crunch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The level of service provided by the NHS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The price of fuel at the petrol pumps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Violent crimes (E.g. stabbings and shootings)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q14** Which of the following penalties do you think can be applied if a person is caught dropping litter? Please tick as many boxes as you like. (SHOWCARD)

- A verbal warning*
- An official warning letter*
- A fine of up to £80*
- Community Service*
- An ASBO (Anti Social Behaviour Order)*
- A fine of up to £2500*
- A criminal record*
- Other*

**Q15** I'm going to read out three statements. Please tell me which one you think is the most likely to happen and which you think is the least likely to happen. (SHOWCARD) (mark 1-3 in each box, where 1 is the most likely and 3 is the least likely - use each number only once)

	<i>Rank</i>
Getting a speeding ticket if you drive too fast	<input type="checkbox"/>
Being caught and fined if you have dropped litter	<input type="checkbox"/>
Being caught and fined for not wearing a seat belt	<input type="checkbox"/>

**Q16** What gender is the respondent? (COMPLETED BY INTERVIEWER)

*Male*

*Female*

**Q17** What is your age? (SHOWCARD)

*16 to 18*

*18 to 24*

*25 to 44*

*45 to 60*

*Over 60*

**Q18** What is your ethnic group? (SHOWCARD)

*White British*

*White Other*

*Indian/Pakistani/Bangladeshi*

*Chinese*

*Other Asian*

*Black Caribbean*

*Black African*

*Other Black*

*Mixed Race*

*Other*

**Q19** Do you consider yourself to have any long-standing illness, disability or infirmity? (*Long-standing illness means anything that has troubled you over a period of time or that is likely to affect you over a period of time*)

Yes

No

*Prefer not to say*

**Q20** What is your postcode? (used for reference only, we will not contact you by post)

**Q21** There may be an opportunity to take part in some follow up research. Would you be happy for us to contact you over email about this? (if 'yes' collect email address and name)

