

YouGov / Sunday Times Survey Results

Sample Size: 1573 GB Adults
Fieldwork: 4th - 5th June 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1573	535	440	110	189	763	810	187	398	538	450	897	676	201	511	337	387	137
Unweighted Sample	1573	489	471	118	184	730	843	149	254	637	533	1018	555	192	520	303	404	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following types of litter are the biggest problem in your area? Tick as many as apply

Takeaway food packaging	54	52	57	45	54	54	53	48	48	54	62	53	55	59	53	57	50	51
Cans and bottles	48	47	49	44	51	50	47	49	40	47	58	45	53	43	51	48	51	42
Packing from sweets and crisps	38	37	44	29	39	38	38	36	34	36	45	37	40	36	33	45	42	34
Paper and leaflets	37	34	41	37	35	40	34	37	39	35	37	37	37	47	33	38	36	38
Cigarette ends	35	30	40	27	37	33	36	42	36	30	36	33	38	38	32	33	37	38
Chewing gum	25	25	27	15	20	26	25	32	26	21	26	25	25	28	23	24	25	28
Fruit peelings	3	1	3	1	1	3	2	5	4	2	1	3	3	4	2	3	2	2
Something else	9	7	9	9	8	9	9	5	10	10	9	9	10	11	8	9	10	12
None of these	6	6	6	9	5	5	8	4	7	7	7	6	7	3	7	7	7	7
Don't know	7	7	6	6	10	8	7	17	10	6	3	8	6	9	10	6	5	6

How much, if at all, does the issue of litter annoy you personally?

A lot	37	37	37	35	47	34	41	24	30	37	51	37	38	40	37	40	35	36
A little	39	42	40	43	27	40	38	33	46	41	33	40	37	37	40	35	41	41
TOTAL A LOT / A FAIR AMOUNT	76	79	77	78	74	74	79	57	76	78	84	77	75	77	77	75	76	77
Not very much	18	17	18	14	23	20	16	31	17	17	15	18	19	16	17	23	19	16
Not at all	4	3	3	6	2	4	3	5	4	5	1	4	3	2	4	2	4	5
TOTAL NOT A LOT / NONE	22	20	21	20	25	24	19	36	21	22	16	22	22	18	21	25	23	21
Don't know	2	1	2	2	1	2	2	6	3	1	0	1	3	5	2	0	1	3

Compared to other European countries like France and Germany, do you think litter is a bigger problem in Britain, less of a problem, or is it about the same?

Litter is more of a problem in Britain than in most other European countries	46	42	52	45	54	47	46	30	38	47	60	46	47	43	40	48	52	55
Litter is less of a problem in Britain than in most other European countries	8	10	7	4	7	9	7	11	12	7	4	9	6	6	9	7	9	5
About the same	20	23	19	23	14	21	19	21	20	21	18	21	19	24	23	21	14	14
Don't know	26	25	22	28	26	23	28	38	30	25	18	24	28	26	28	24	25	25

Sample Size: 1573 GB Adults
Fieldwork: 4th - 5th June 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1573	535	440	110	189	763	810	187	398	538	450	897	676	201	511	337	387	137
Unweighted Sample	1573	489	471	118	184	730	843	149	254	637	533	1018	555	192	520	303	404	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you personally ever drop litter?

Yes, often	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Yes, sometimes	2	2	1	5	4	3	1	3	6	1	1	2	3	3	2	5	1	1
Yes, but only rarely	15	14	17	9	12	17	12	20	16	15	11	16	13	23	13	14	14	12
TOTAL YES	17	16	18	15	16	20	13	24	22	16	12	18	16	27	15	19	15	13
No, never	81	83	79	82	82	77	85	72	75	83	87	81	81	70	83	80	83	84
Can't remember	2	1	3	3	1	2	2	5	3	1	1	2	2	3	2	1	2	3

Have you ever challenged someone who you saw dropping litter?

Yes, I have	25	22	28	25	25	24	26	8	21	30	29	28	21	28	25	27	22	22
No, I have not	69	72	67	73	70	71	68	82	71	66	67	68	72	60	70	70	73	69
Can't remember	6	6	5	2	5	5	6	10	7	4	4	5	7	12	5	3	5	8

How did the person you challenged react? (If you have challenged people dropping litter more than once, please think about the most recent time)

[This question was only asked to respondents who have challenged someone who they saw dropping litter; n=449]

They picked the litter up	38	36	37	52	30	38	37	72	45	38	29	34	43	47	39	38	27	42
They were abusive or threatening	28	31	28	24	43	33	23	6	18	31	33	30	25	12	27	28	40	27
They ignored me	26	25	26	23	24	24	28	14	29	21	31	27	24	34	25	20	28	25
Something else	4	4	5	0	0	3	5	2	6	4	4	6	2	4	6	5	2	2
Can't remember	4	4	4	1	3	2	7	6	2	5	4	4	5	3	3	9	2	3

What is the MAIN reason you have not challenged people for dropping litter?

[This question was only asked to respondents who have not challenged someone who they saw dropping litter; n=1048]

I don't want to get into an argument or a confrontation	80	79	83	87	79	78	82	71	78	80	85	79	80	83	78	78	83	78
It's none of my business and it's not my place to interfere	8	7	7	4	11	9	7	11	9	8	5	6	10	4	7	9	8	12
It doesn't really bother me that much	5	7	3	1	4	6	5	8	8	4	2	6	4	7	6	6	2	6
Another reason	5	5	3	6	6	5	4	5	2	6	6	5	4	2	7	5	4	1
Not sure	3	2	3	2	0	3	2	5	3	2	2	3	2	3	2	3	2	3