



Litter

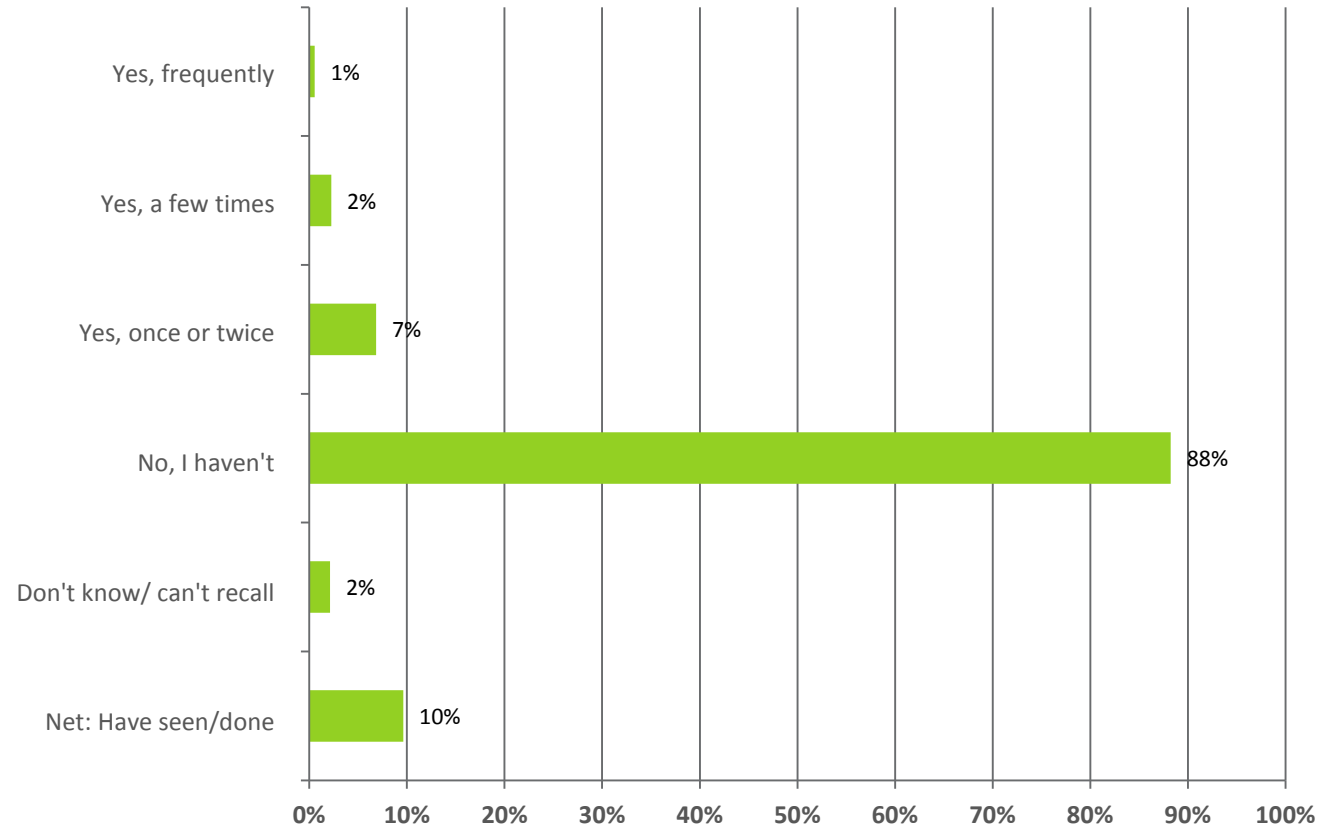
Conducted by YouGov on behalf of Zero Waste Scotland

Fieldwork Dates: 15th - 17th November 2016



Litter

nzl_q1_1. For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. Thinking about the last 12 months (i.e. since November 2015)...Have you seen or done each of the following? (Please select one option per row) - Intentionally dropped litter myself

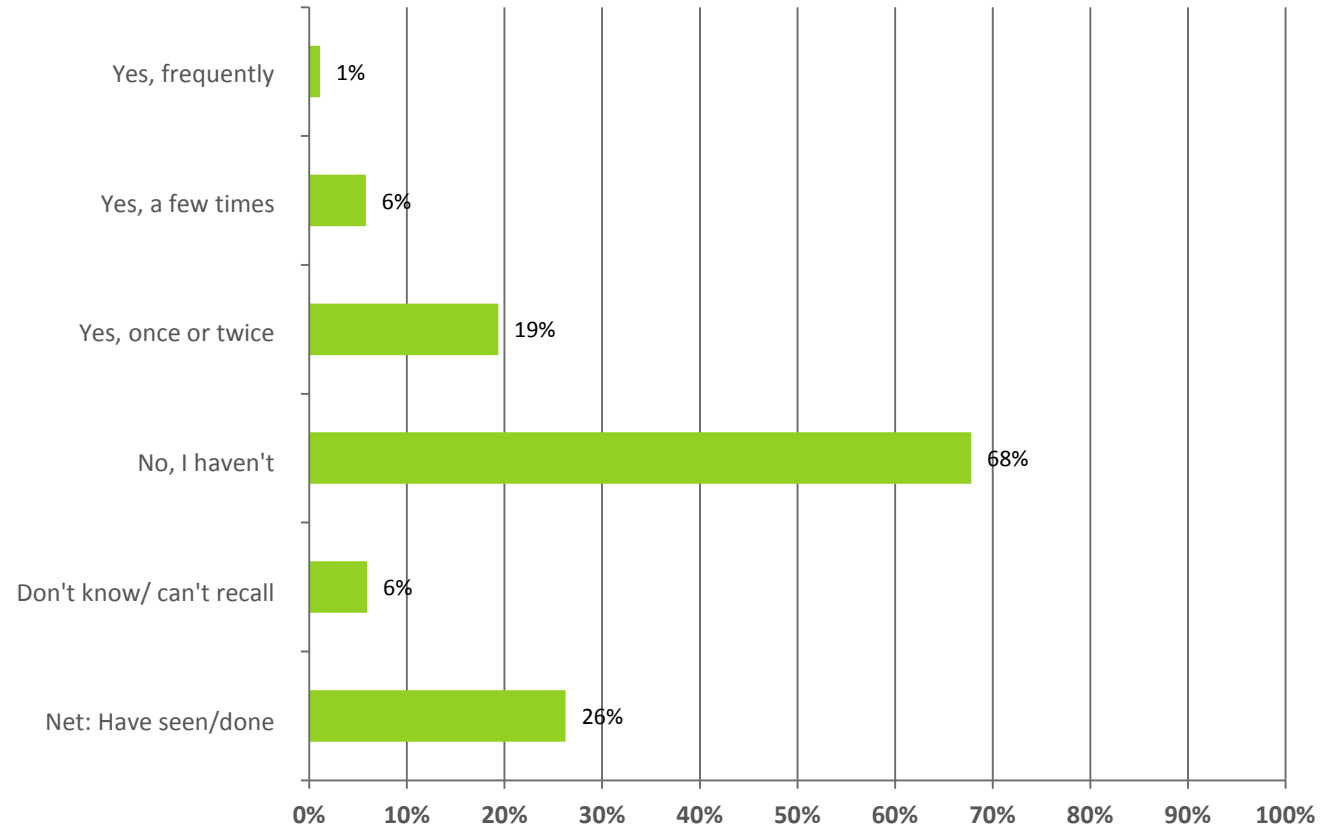


Unweighted base: Base:All Scotland adults (1013)



Litter

nzl_q1_2. For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. Thinking about the last 12 months (i.e. since November 2015)...Have you seen or done each of the following? (Please select one option per row) - Accidentally dropped litter and left it there

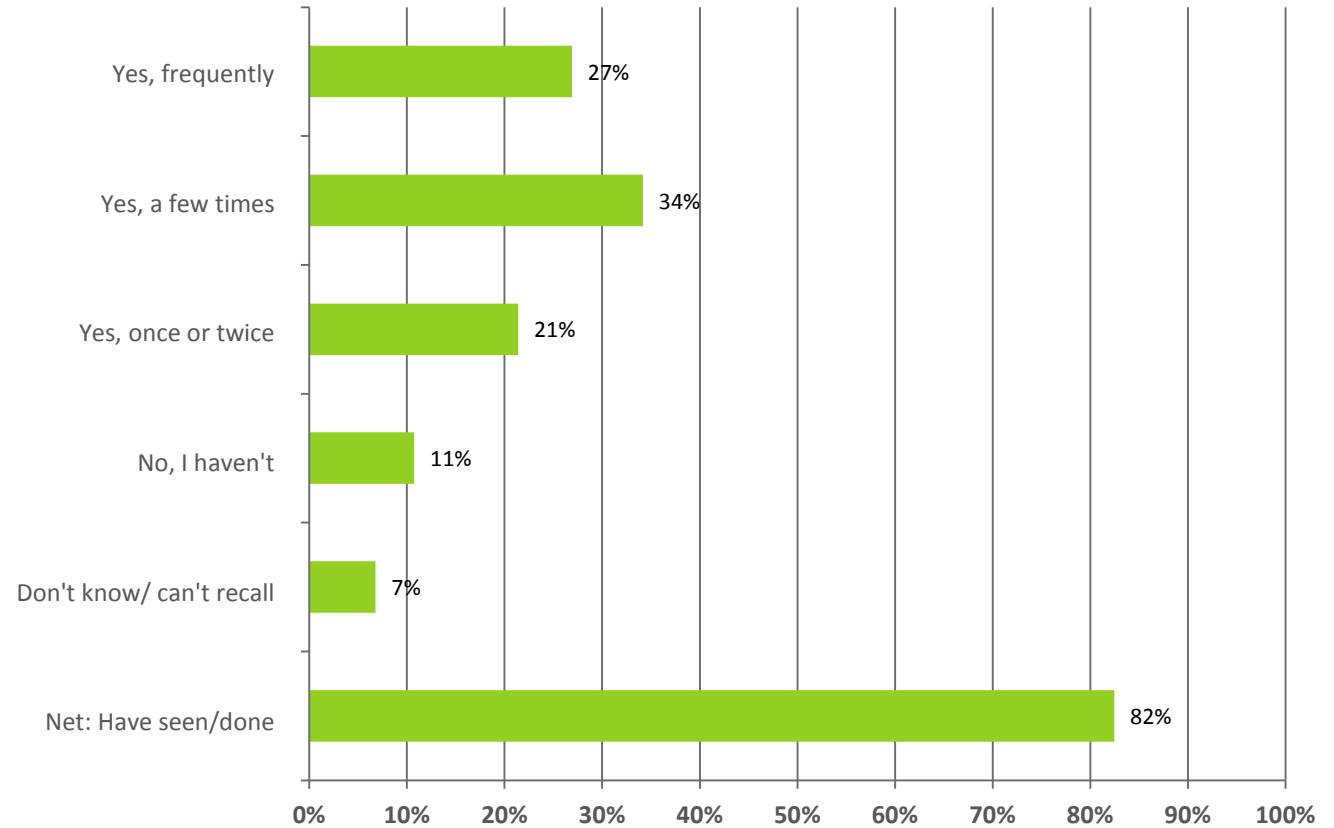


Unweighted base: Base:All Scotland adults (1013)



Litter

nz_l_q1_3. For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. Thinking about the last 12 months (i.e. since November 2015)...Have you seen or done each of the following? (Please select one option per row) - Seen someone else drop litter (i.e. either intentionally or accidentally)

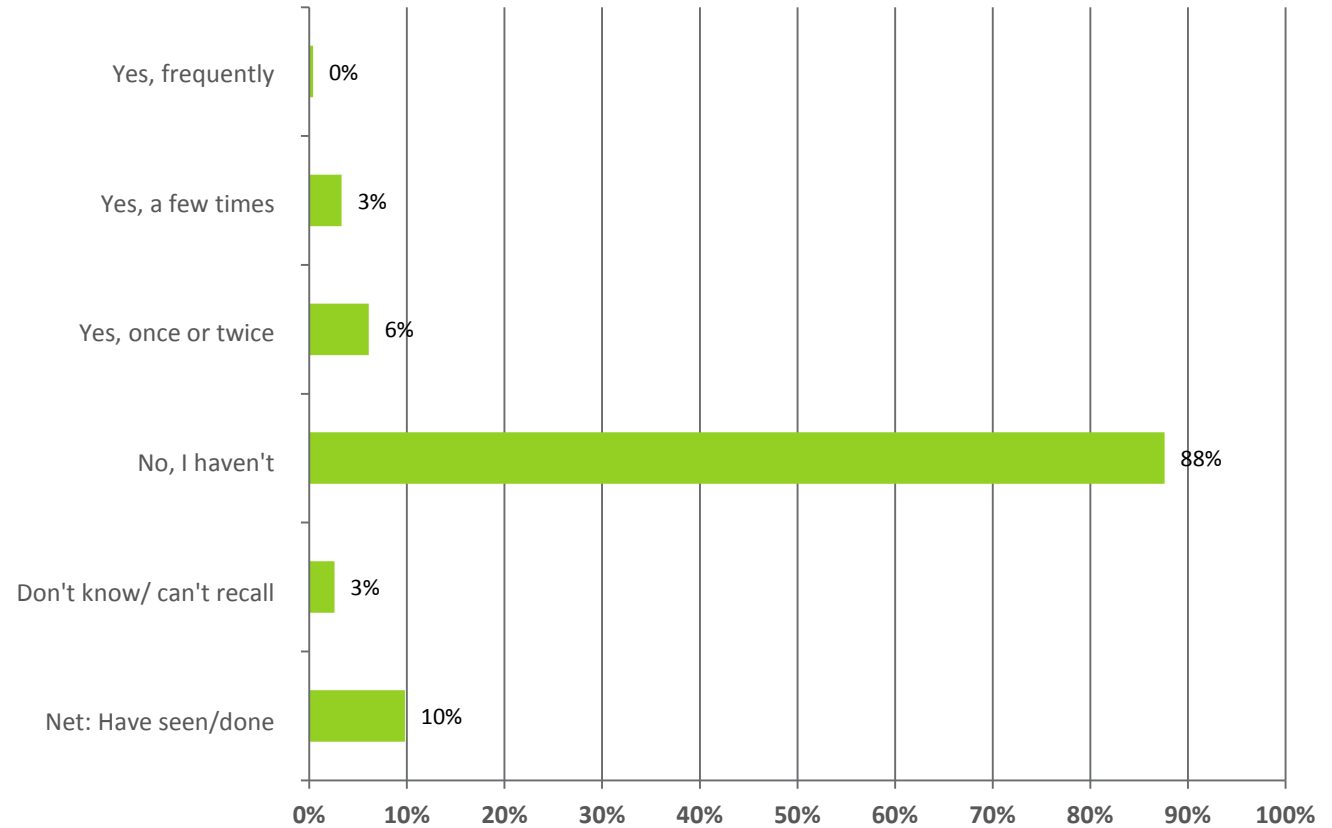


Unweighted base: Base:All Scotland adults (1013)



Litter

nzl_q1_4. For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. Thinking about the last 12 months (i.e. since November 2015)...Have you seen or done each of the following? (Please select one option per row) - Deliberately left an item of litter myself for any reason

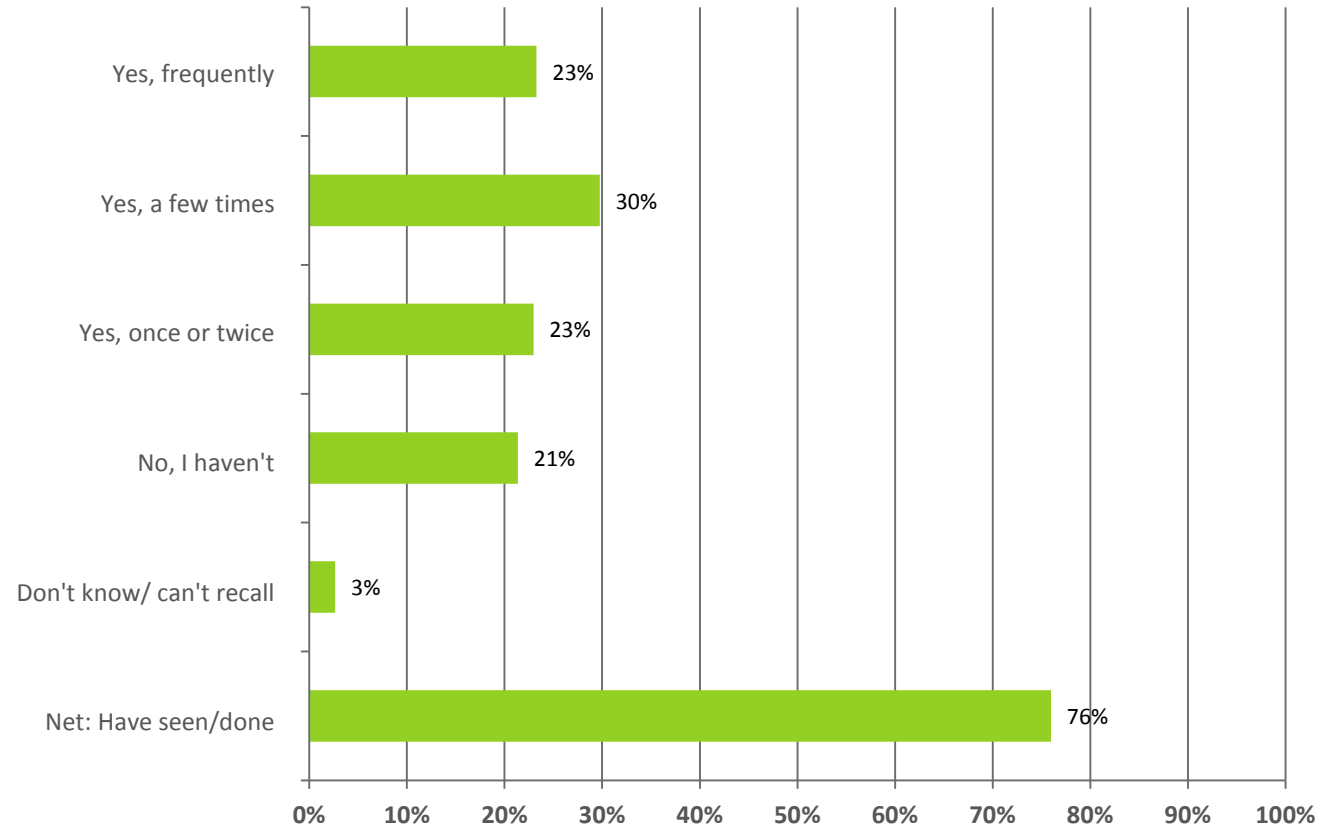


Unweighted base: Base:All Scotland adults (1013)



Litter

nzl_q2_1. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Taken my waste home from a public place because of a lack of bins

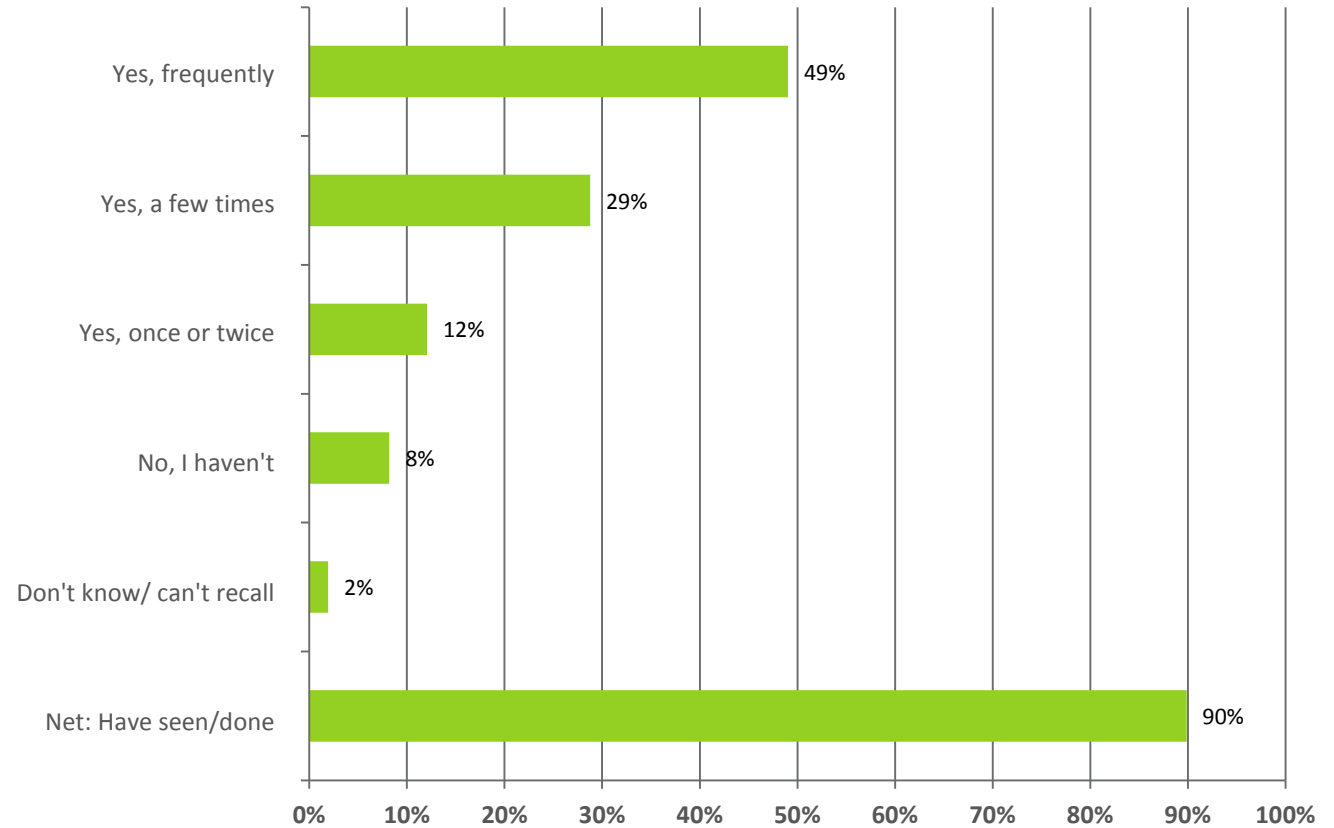


Unweighted base: Base:All Scotland adults online (1013)



Litter

nzl_q2_2. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Used a public recycling bin

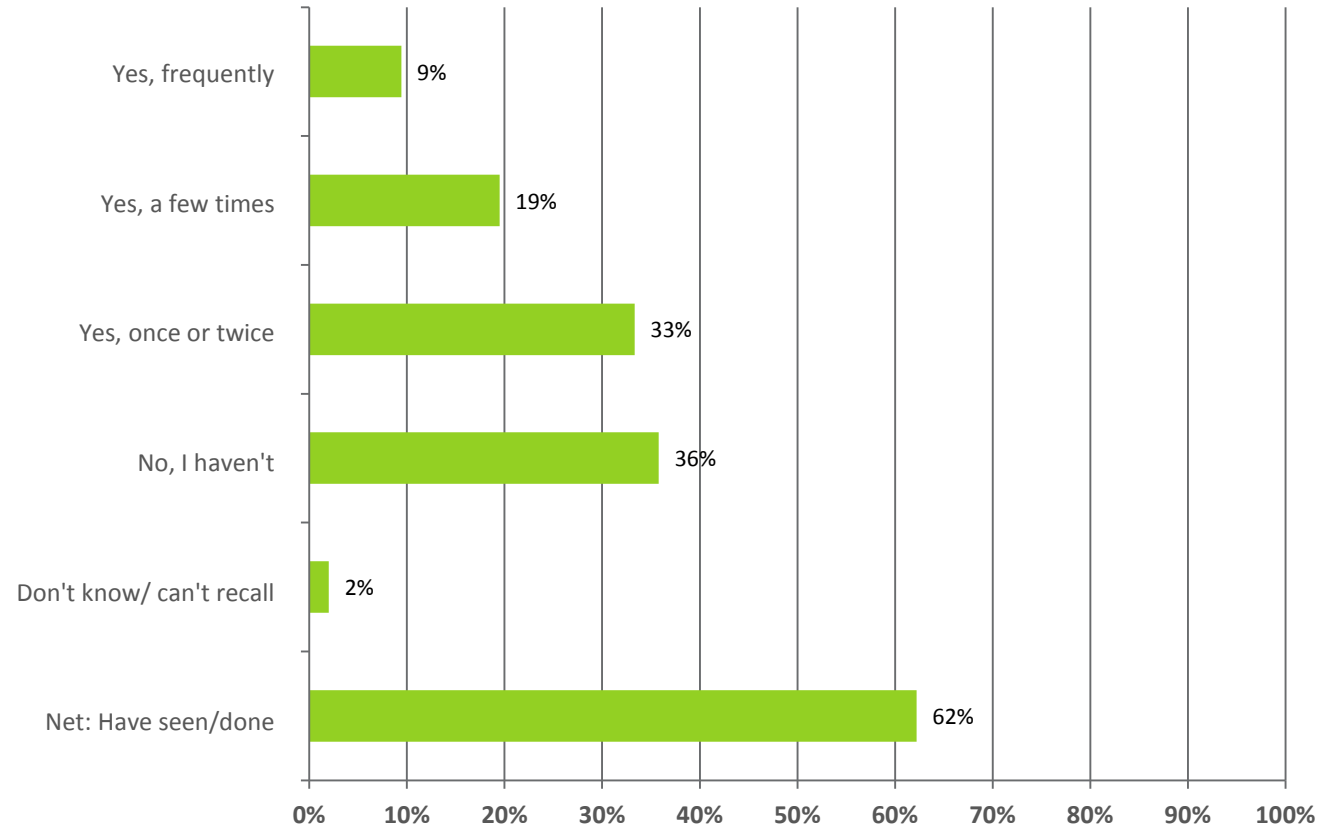


Unweighted base: Base:All Scotland adults online (1013)



Litter

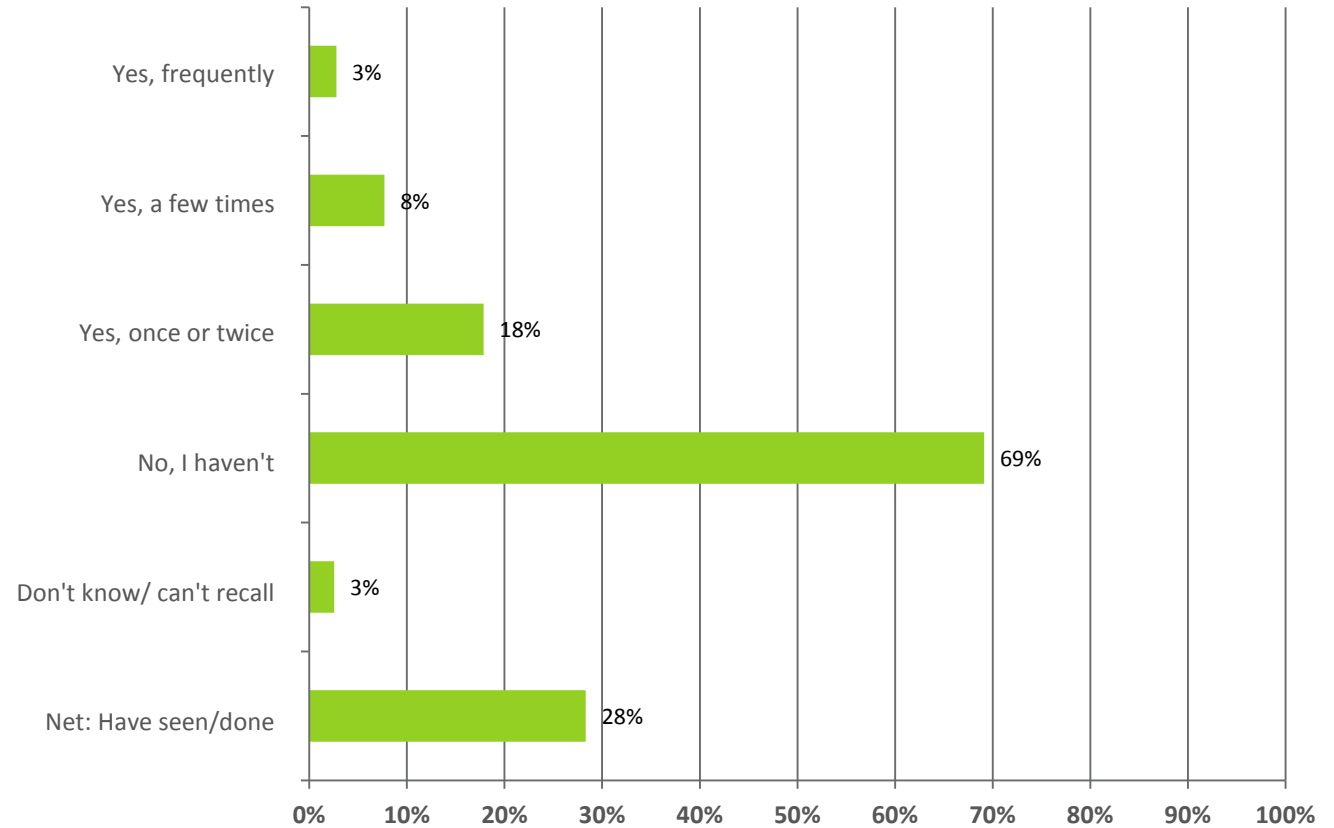
nzl_q2_3. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Picked up someone else's litter



Unweighted base: Base:All Scotland adults online (1013)

Litter

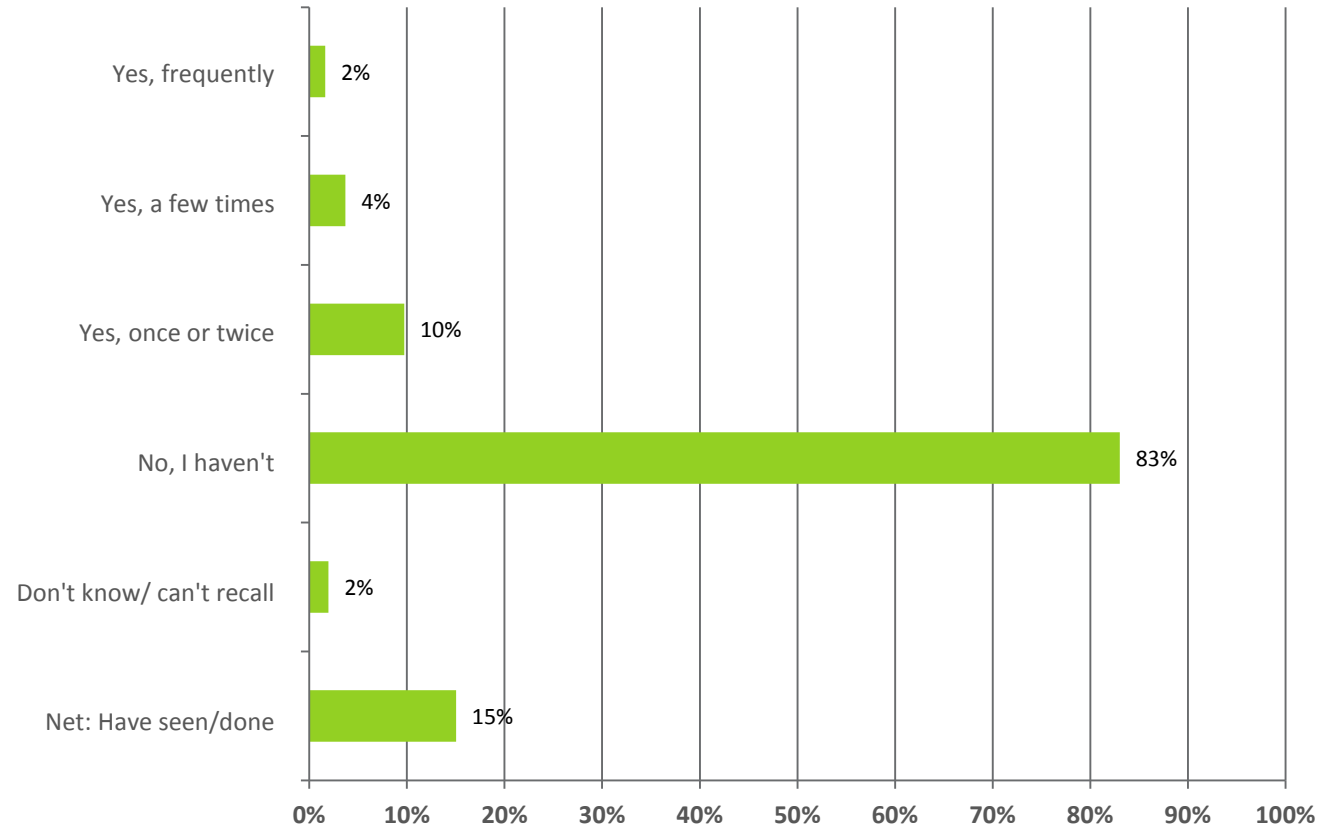
nzl_q2_4. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Challenged someone I know for dropping litter



Unweighted base: Base:All Scotland adults online (1013)

Litter

nzl_q2_5. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Challenged a stranger for dropping litter

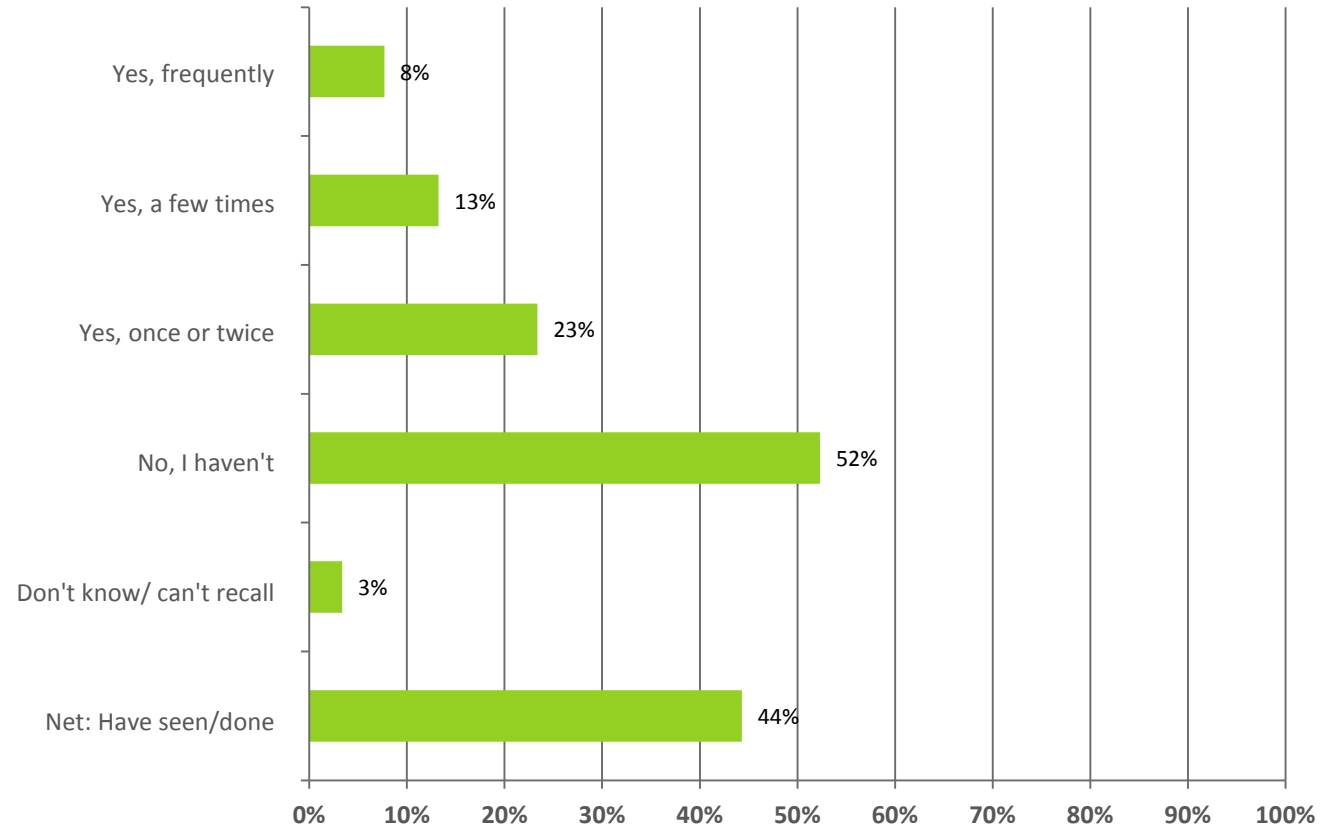


Unweighted base: Base:All Scotland adults online (1013)



Litter

nzl_q2_6. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Spoken to a friend or family member about a litter problem

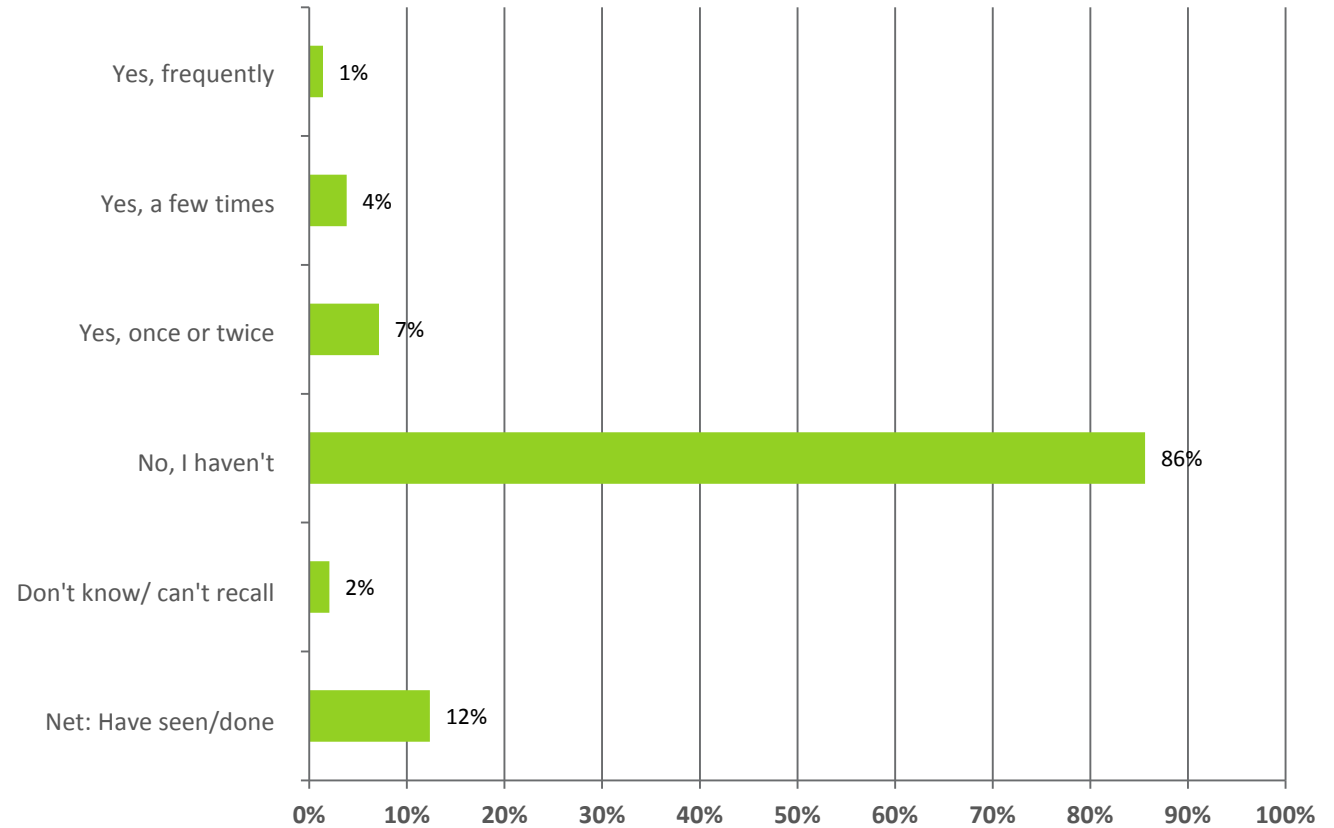


Unweighted base: Base:All Scotland adults online (1013)



Litter

nzl_q2_7. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Reported a litter problem to my local authority or another agency

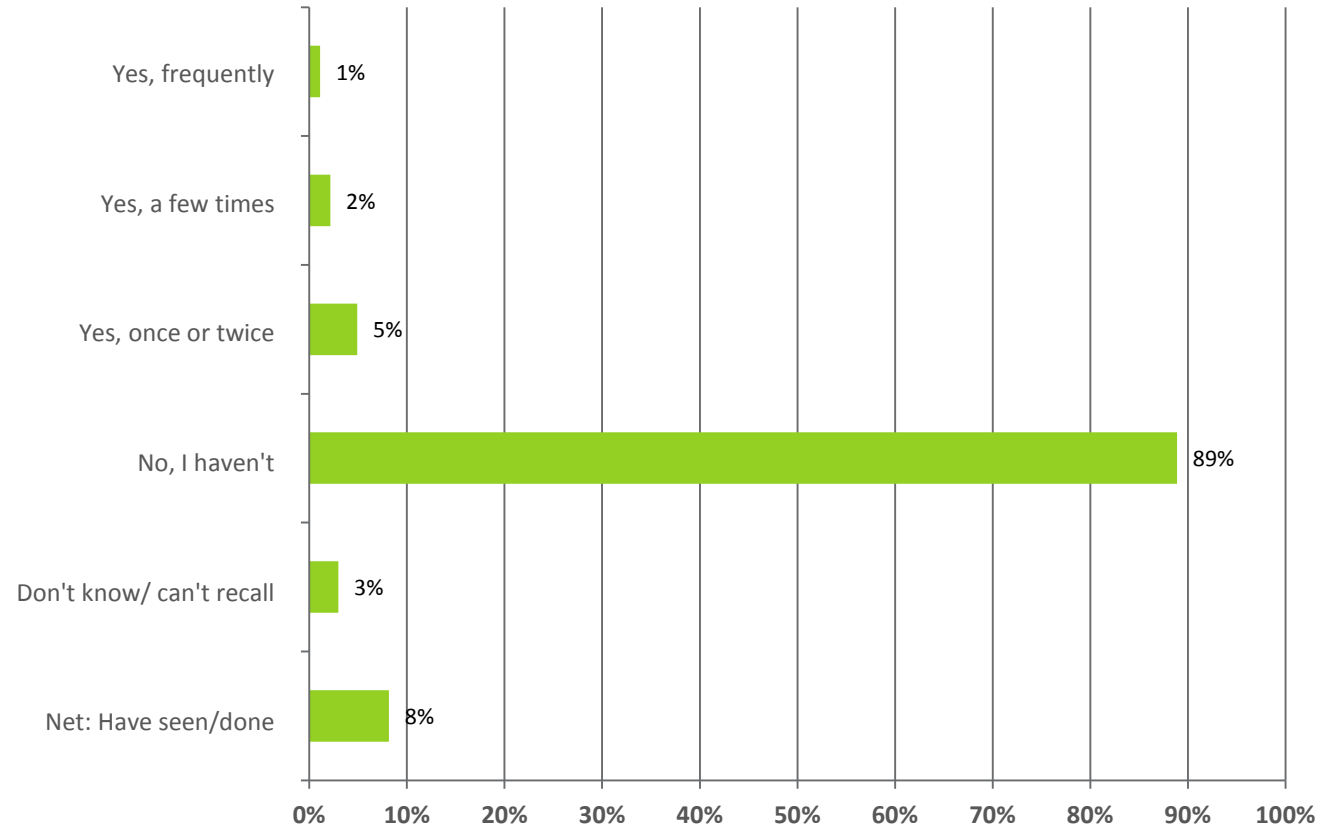


Unweighted base: Base:All Scotland adults online (1013)



Litter

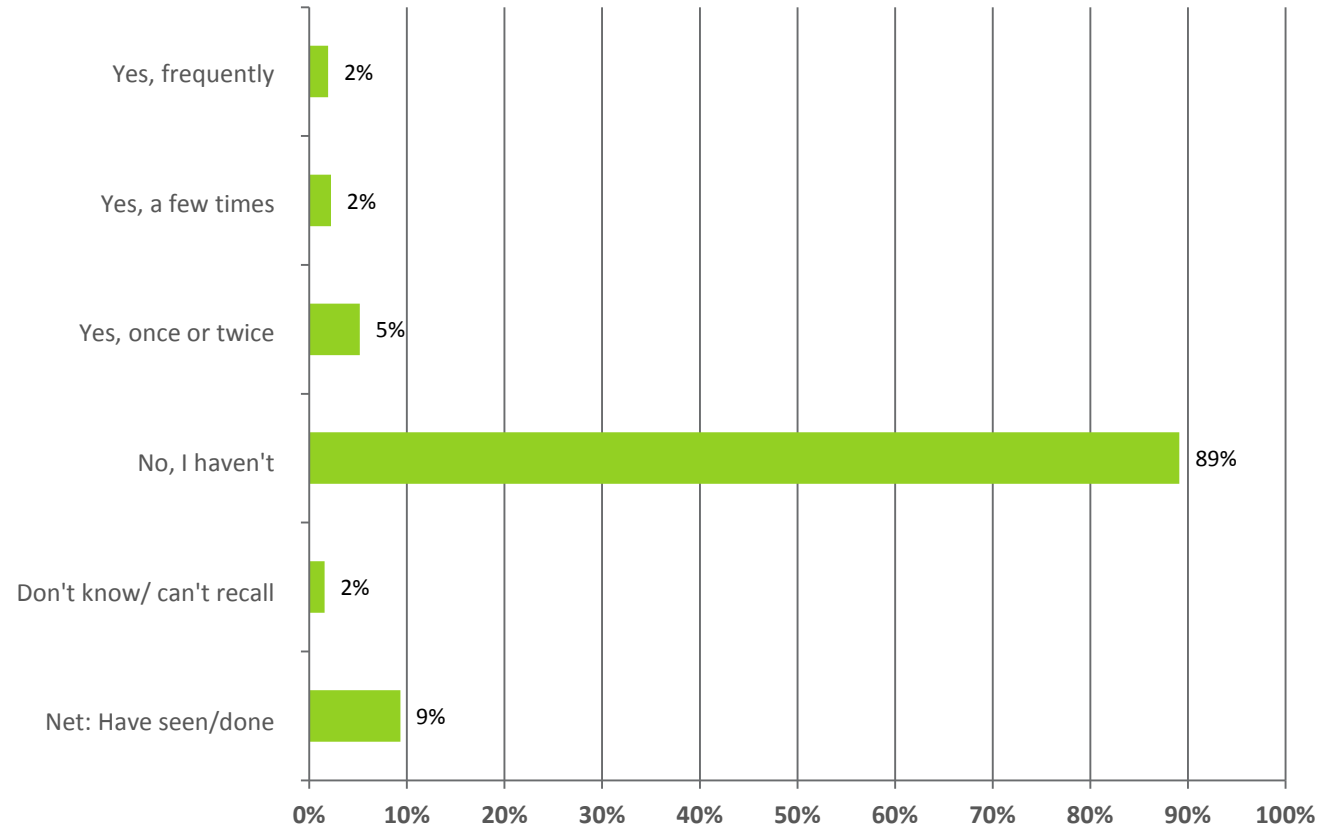
nzl_q2_8. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Posted about litter on social media (e.g. Facebook, Twitter, etc.)



Unweighted base: Base:All Scotland adults online (1013)

Litter

nzl_q2_9. Still thinking the last 12 months (i.e. since November 2015)... Have you done each of the following? (Please select one option per row) - Taken part in a local community activity to reduce litter

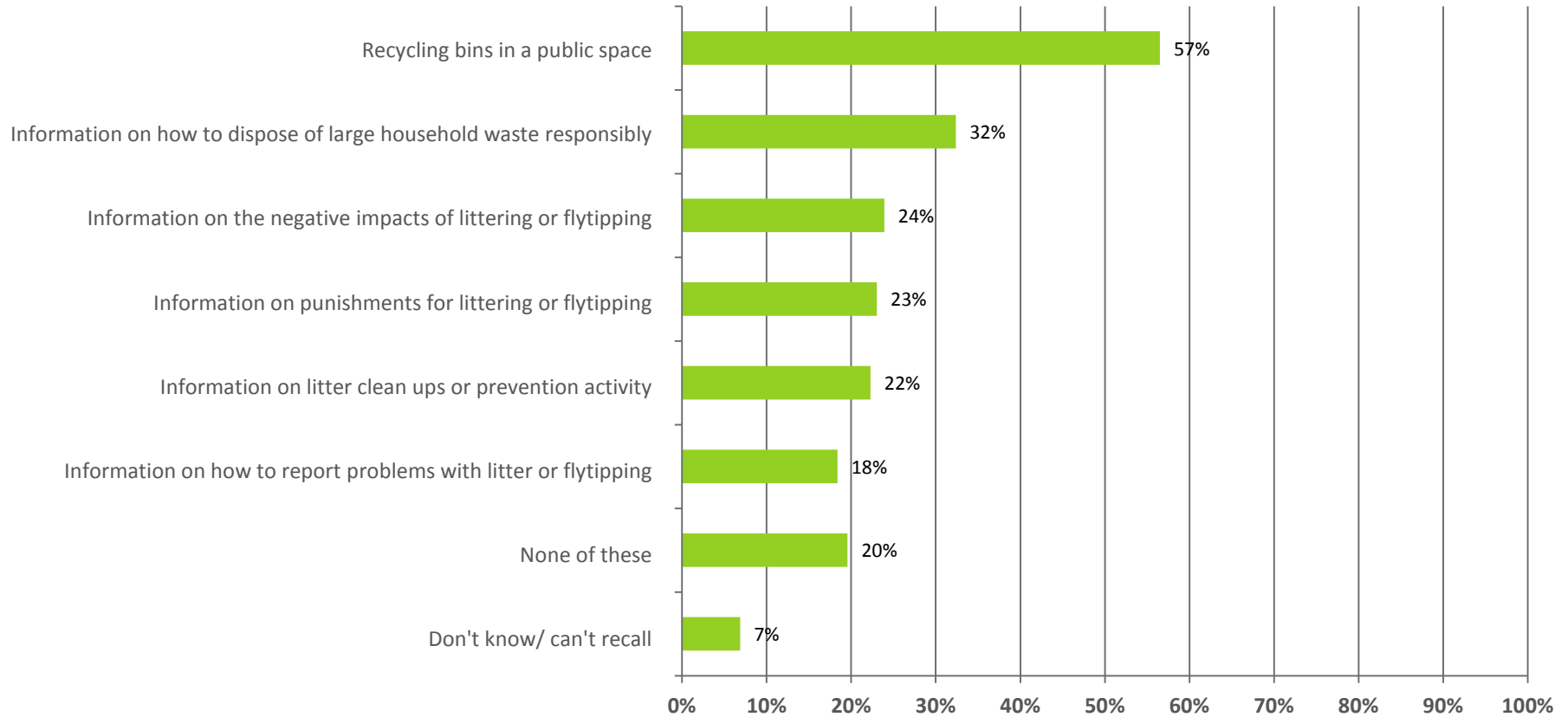


Unweighted base: Base:All Scotland adults online (1013)



Litter

NZL_q3. For the following question, by 'litter', we mean the illegal disposal of small items of rubbish in public places, either deliberately or by accident. By 'flytipping', we mean the illegal disposal of larger items (e.g. bin bags, tyres, furniture, etc.). Which, if any, of the following have you seen or heard about in the last 12 months (i.e. since November 2015)? (Please select all that apply)

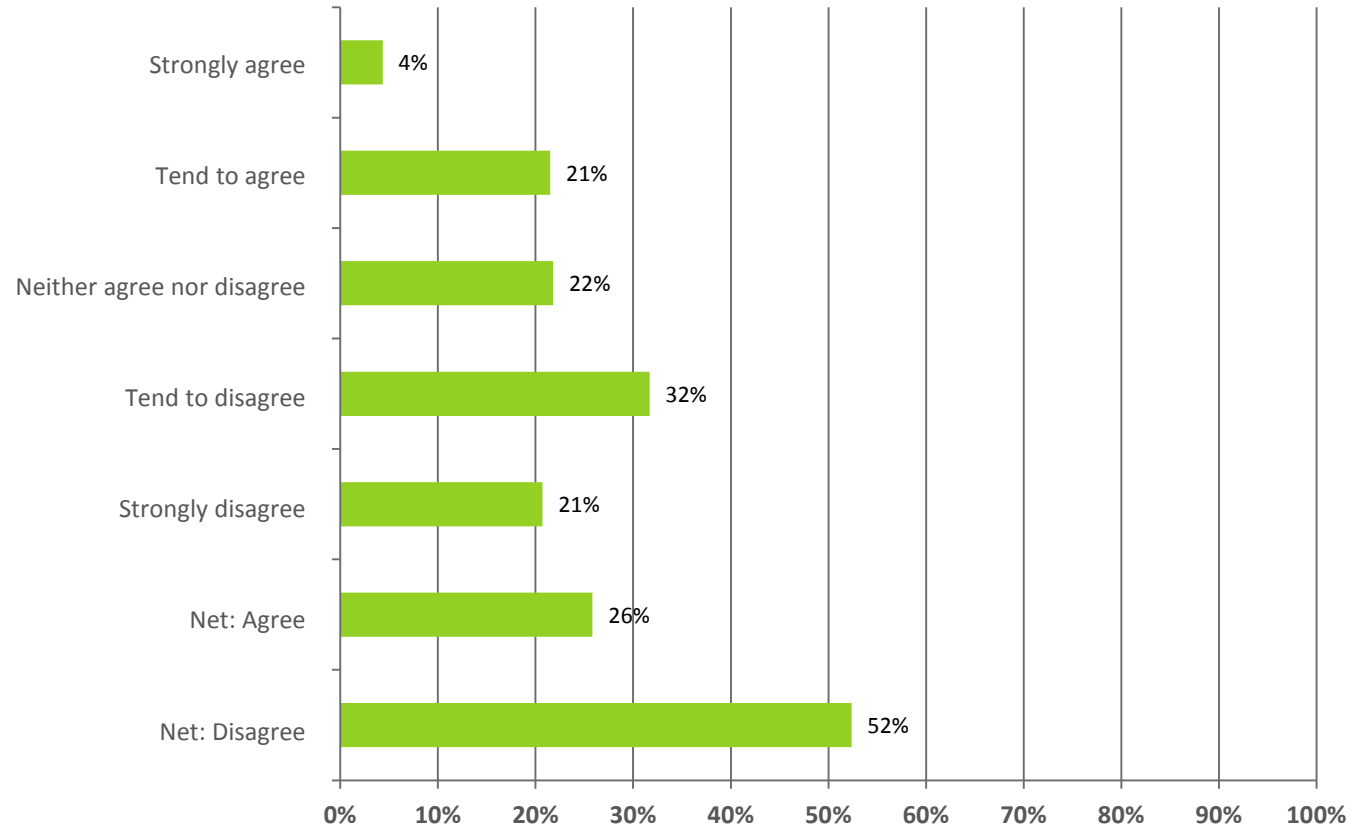


Unweighted base: Base:All Scotland adults (1013)



Litter

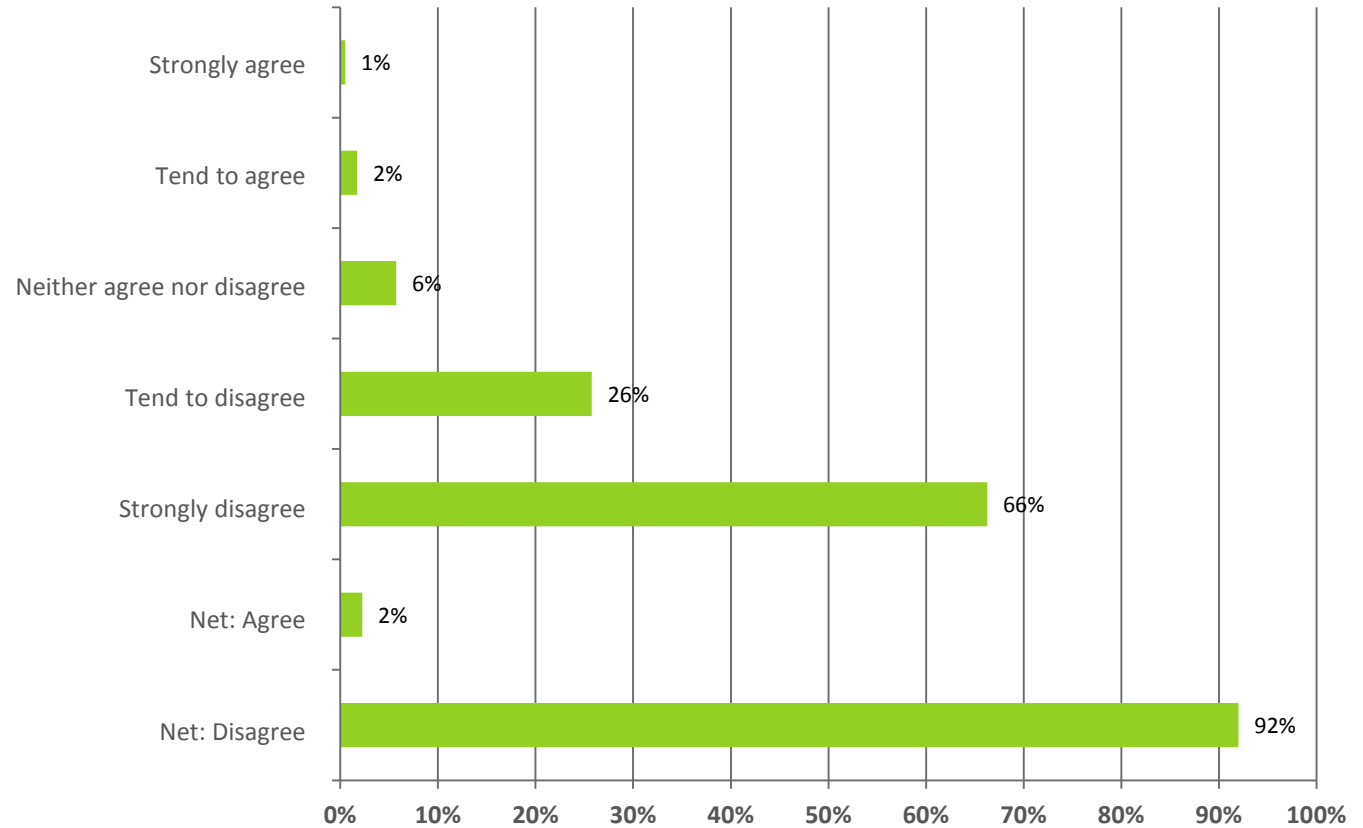
nzl_q4_1. As a reminder, your answers are always treated confidentially and are never analysed individually. To what extent do you agree or disagree with each of the following statements? (Please select one option per row) - Littering is not a serious criminal offence



Unweighted base: Base:All Scotland adults (1013)

Litter

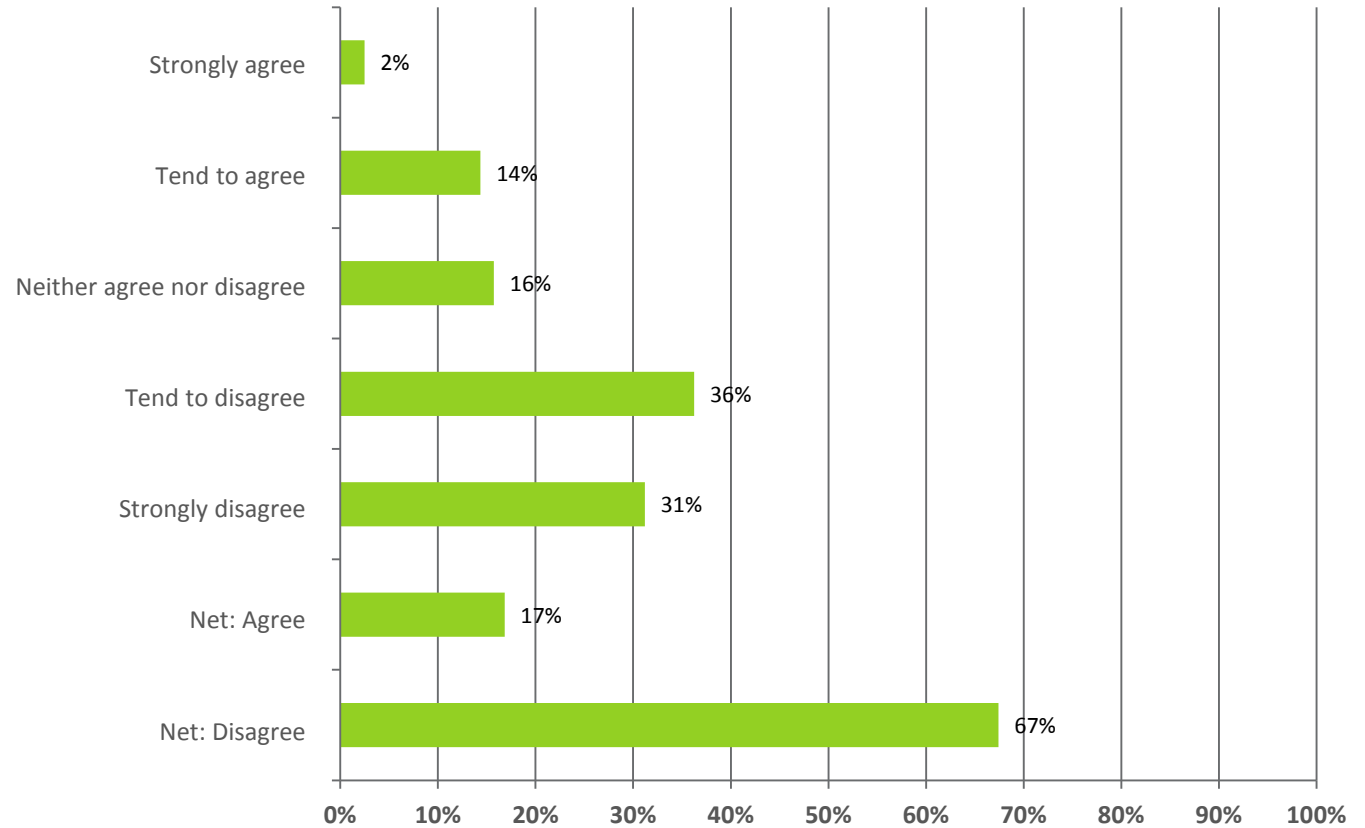
nzl_q4_2. As a reminder, your answers are always treated confidentially and are never analysed individually. To what extent do you agree or disagree with each of the following statements? (Please select one option per row) - Littering doesn't matter as the council will clean it up



Unweighted base: Base:All Scotland adults (1013)

Litter

nzl_q4_3. As a reminder, your answers are always treated confidentially and are never analysed individually. To what extent do you agree or disagree with each of the following statements? (Please select one option per row) - Items such as banana skins and apple cores are not litter

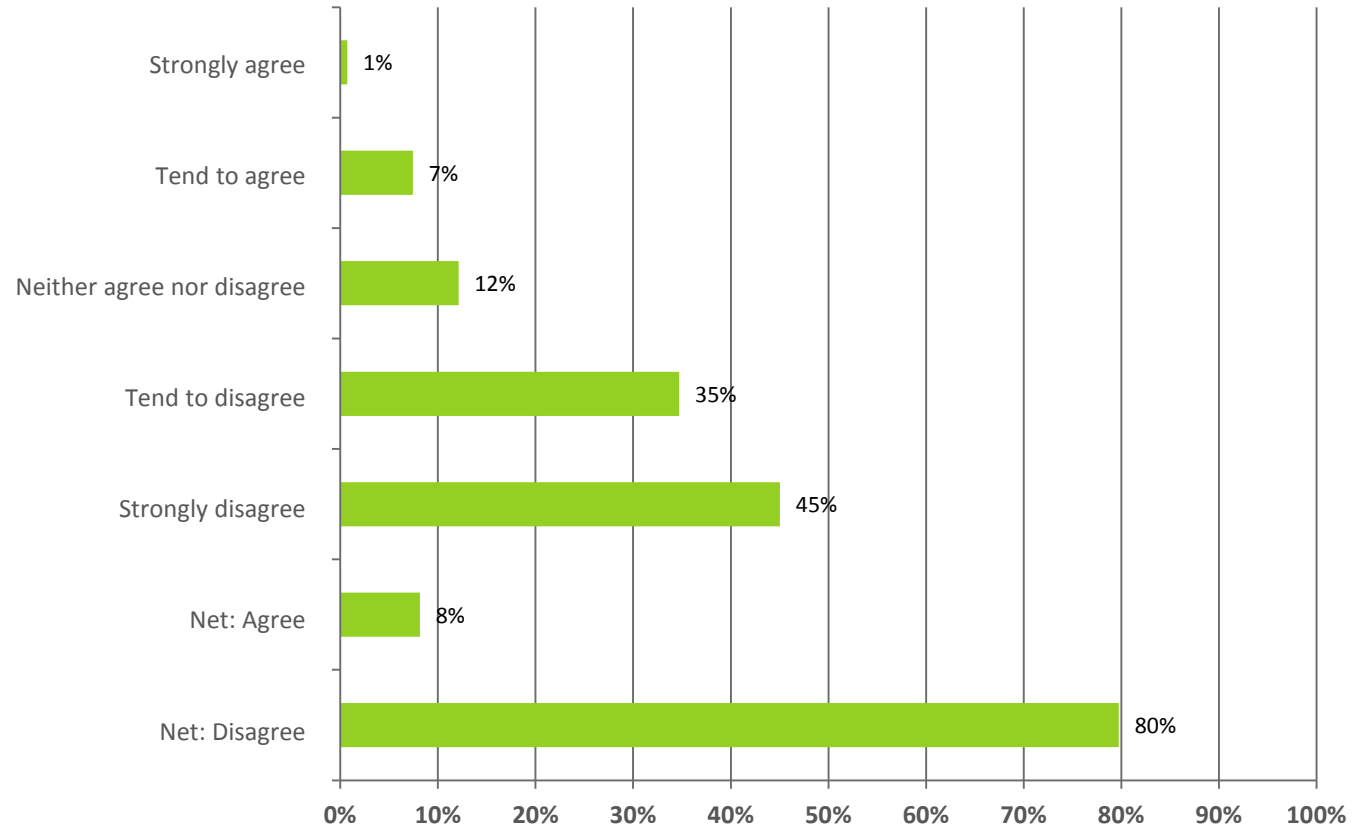


Unweighted base: Base:All Scotland adults (1013)



Litter

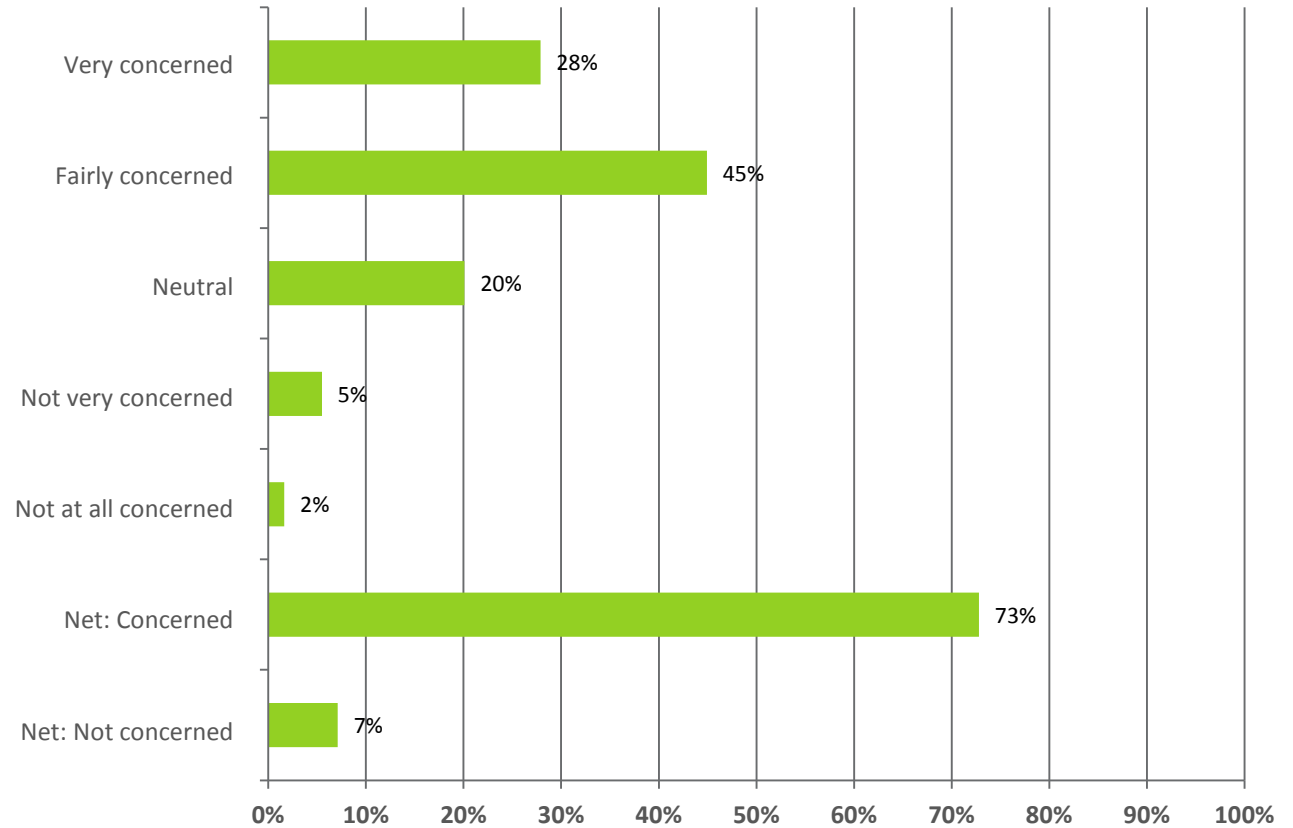
nzl_q4_4. As a reminder, your answers are always treated confidentially and are never analysed individually. To what extent do you agree or disagree with each of the following statements? (Please select one option per row) - Littering is understandable in some circumstances



Unweighted base: Base:All Scotland adults (1013)

Litter

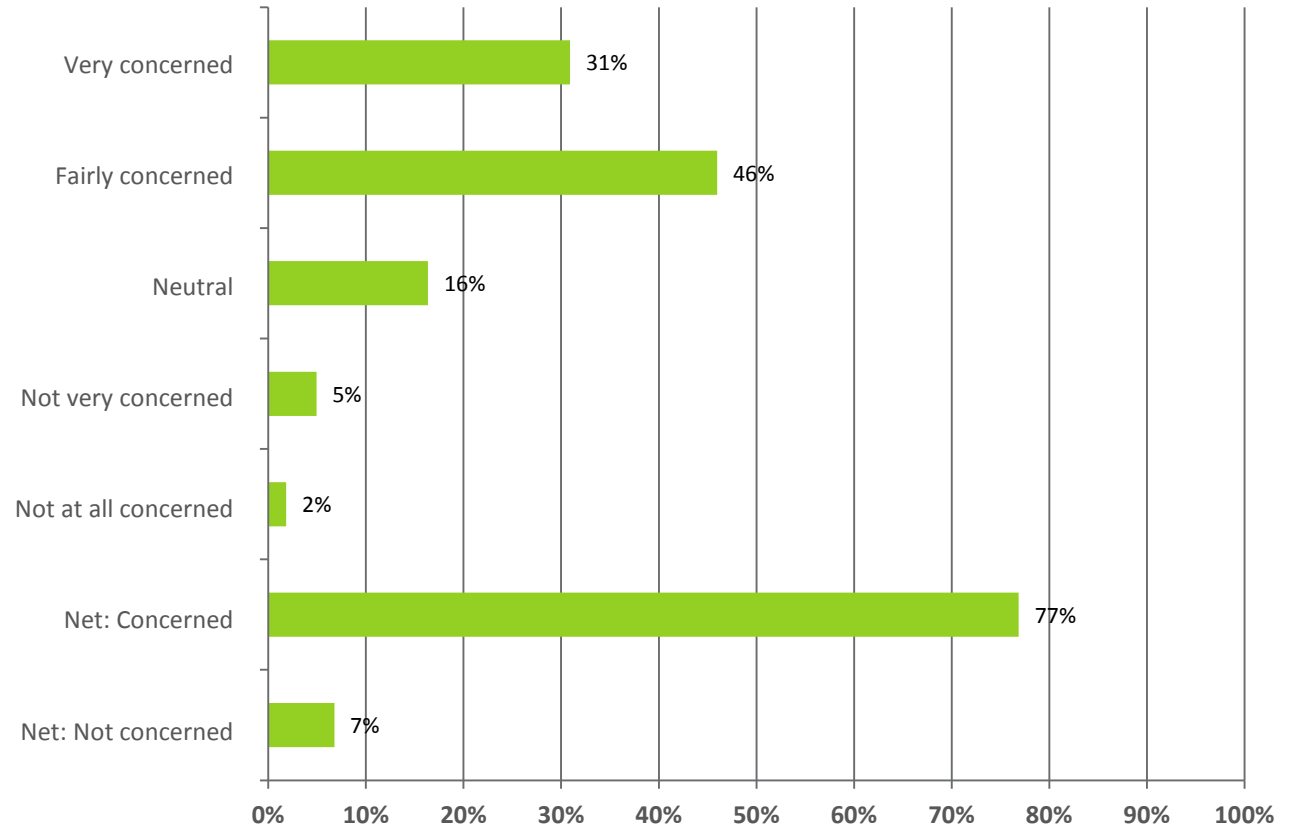
nzl_q5_1. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The financial cost to the local authority of clearing up litter



Unweighted base: Base:All Scotland adults (1013)

Litter

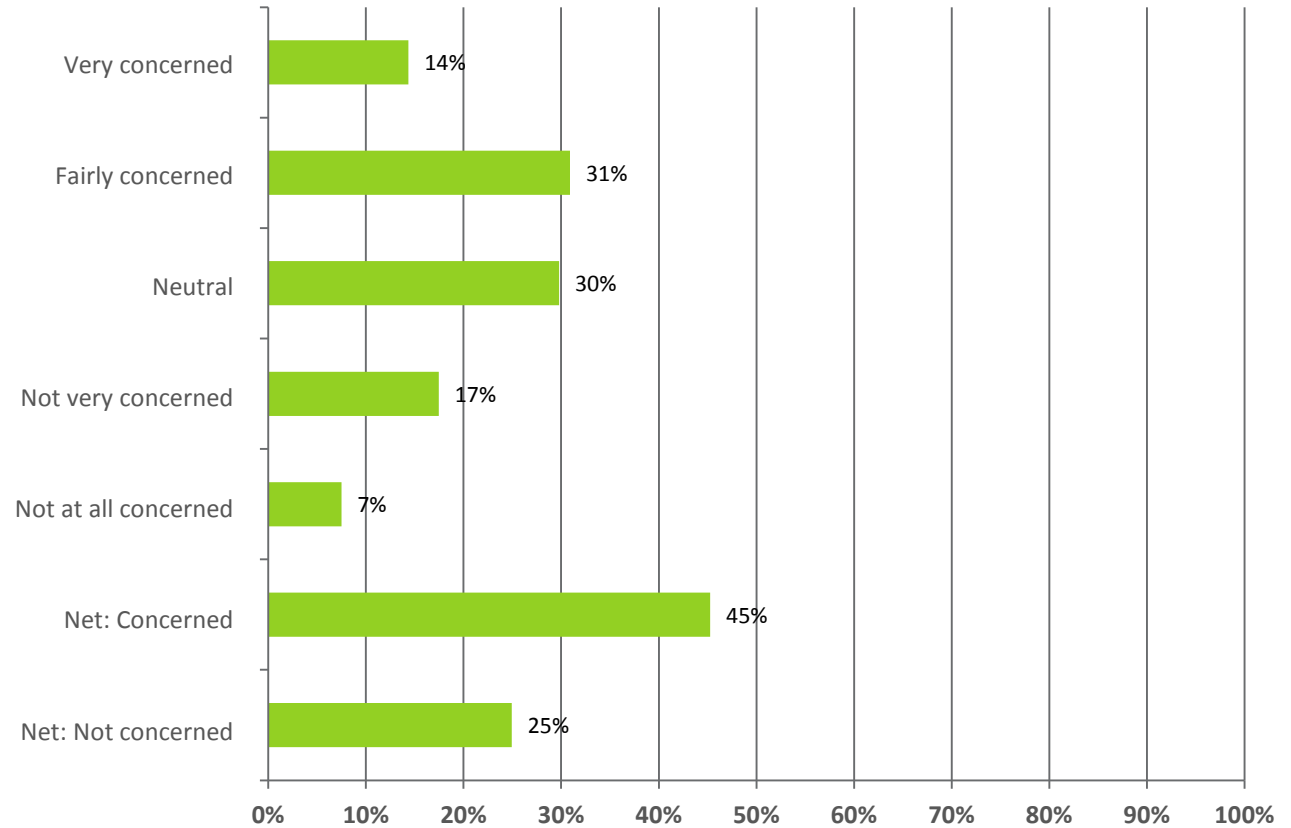
nzl_q5_2. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The financial cost to the local authority of clearing up flytipping



Unweighted base: Base:All Scotland adults (1013)

Litter

nzl_q5_3. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The potential negative impact of litter on housing prices in my area

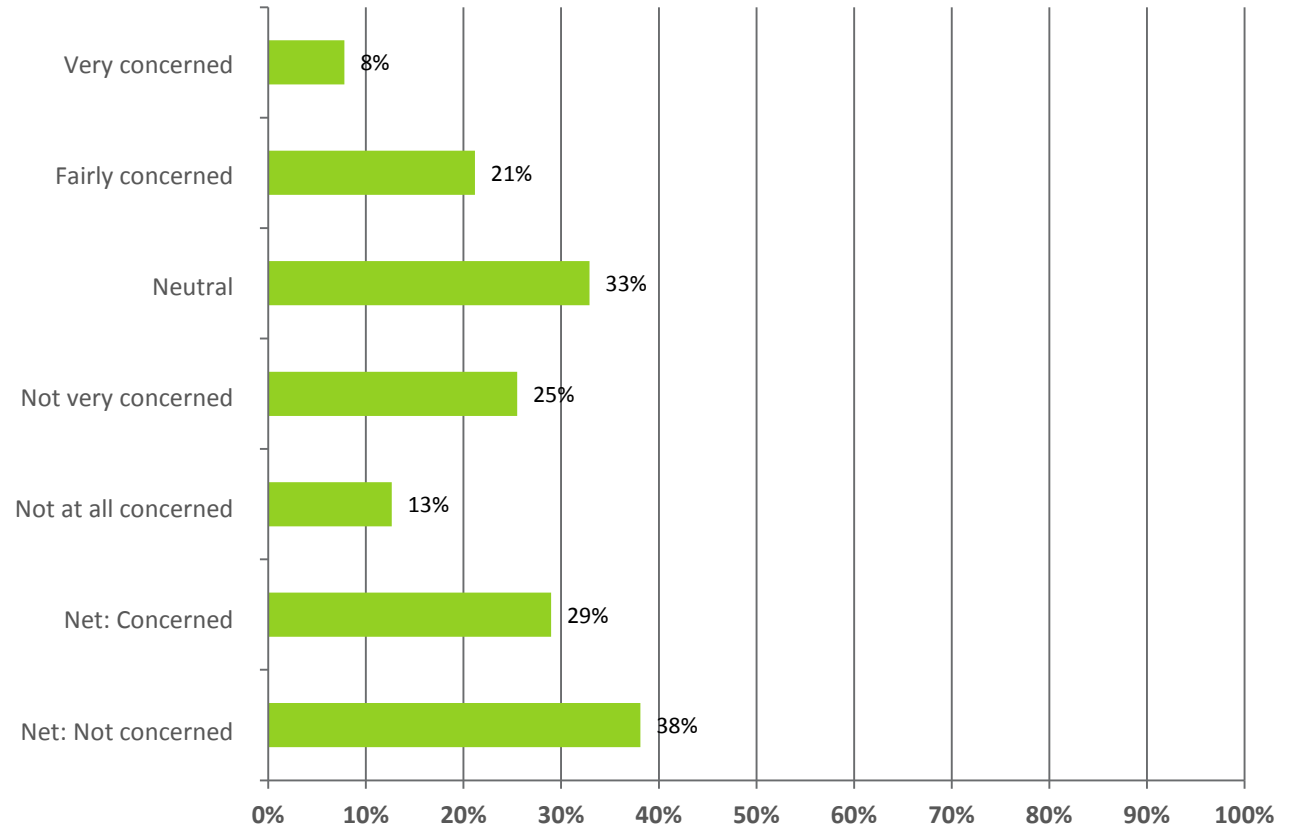


Unweighted base: Base:All Scotland adults (1013)



Litter

nzl_q5_4. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The potential negative impact of litter on my mental well-being

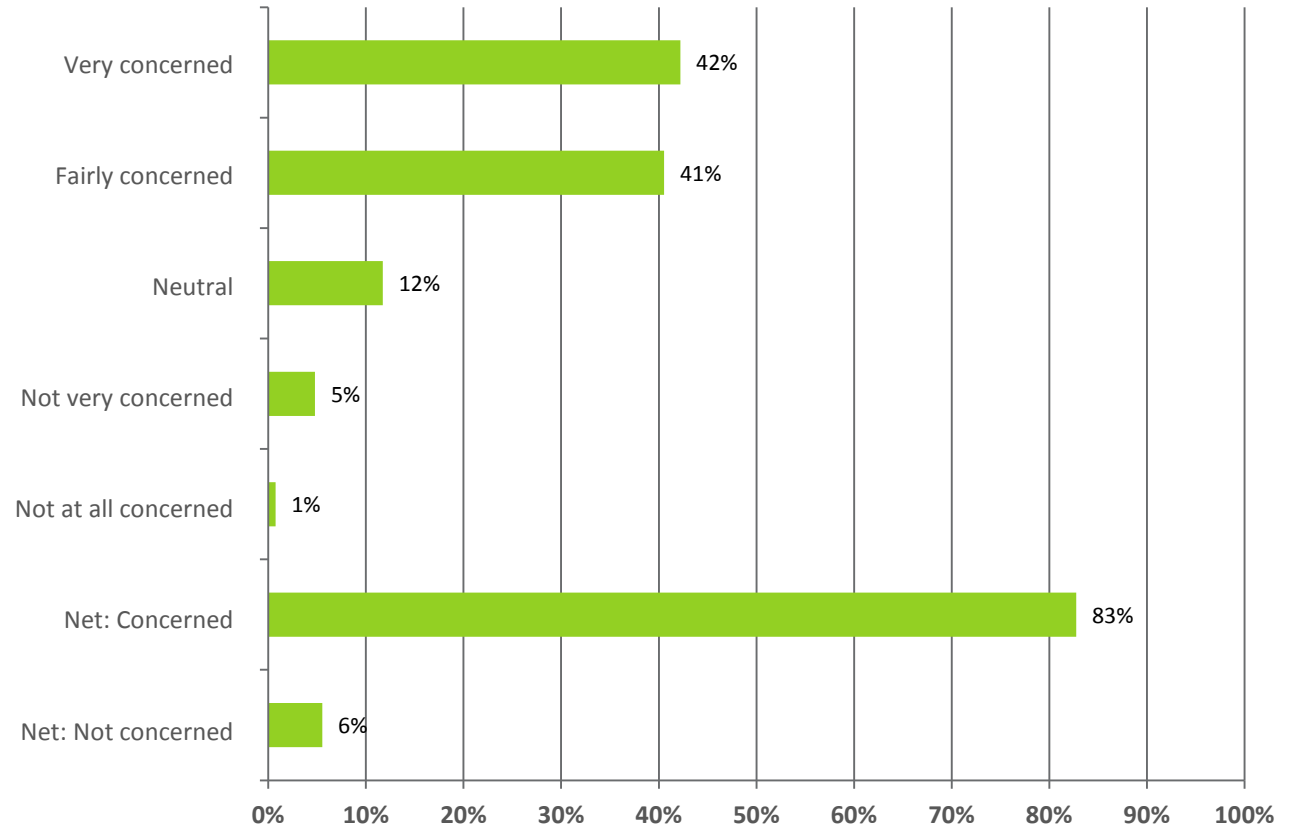


Unweighted base: Base:All Scotland adults (1013)



Litter

nzl_q5_5. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The potential harm of litter to animals and wildlife

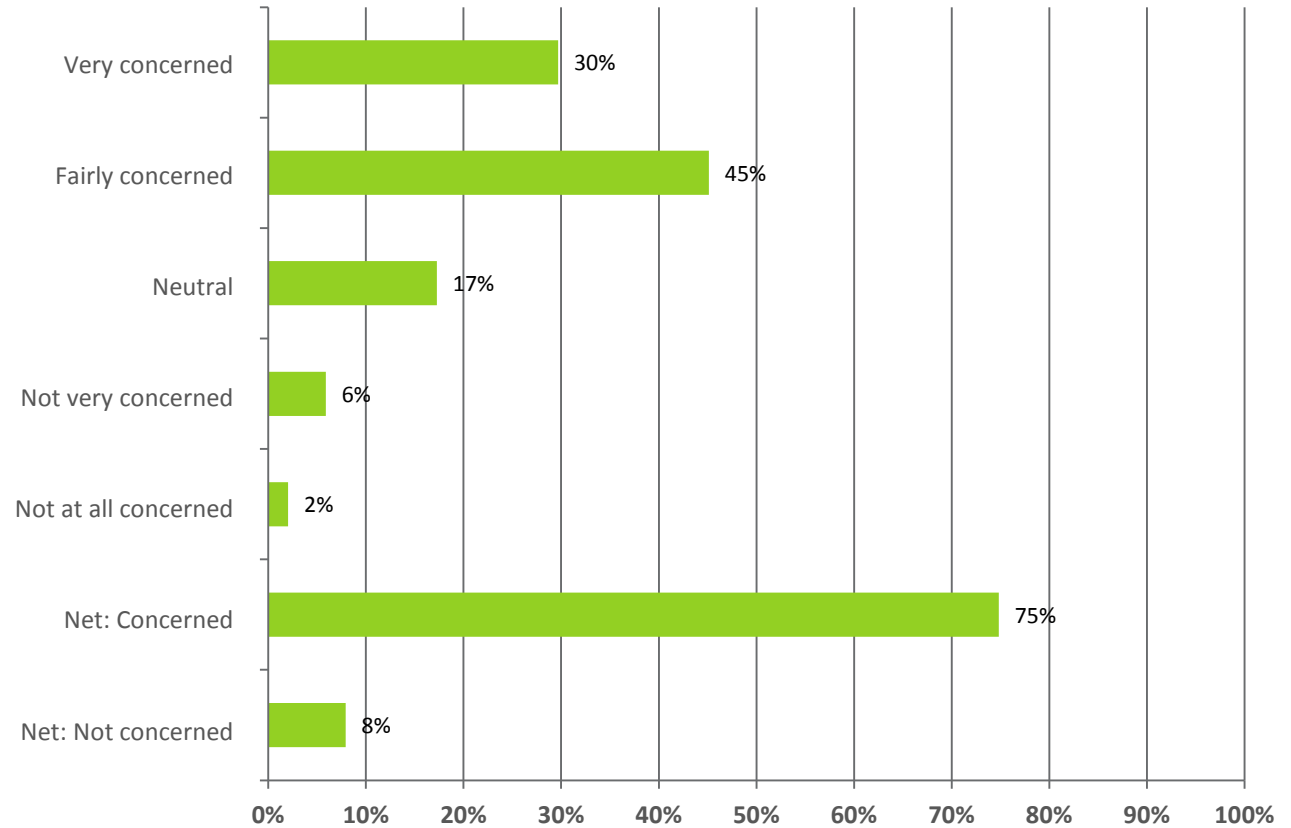


Unweighted base: Base:All Scotland adults (1013)



Litter

nzl_q5_6. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The potential negative impact of litter on tourism in Scotland

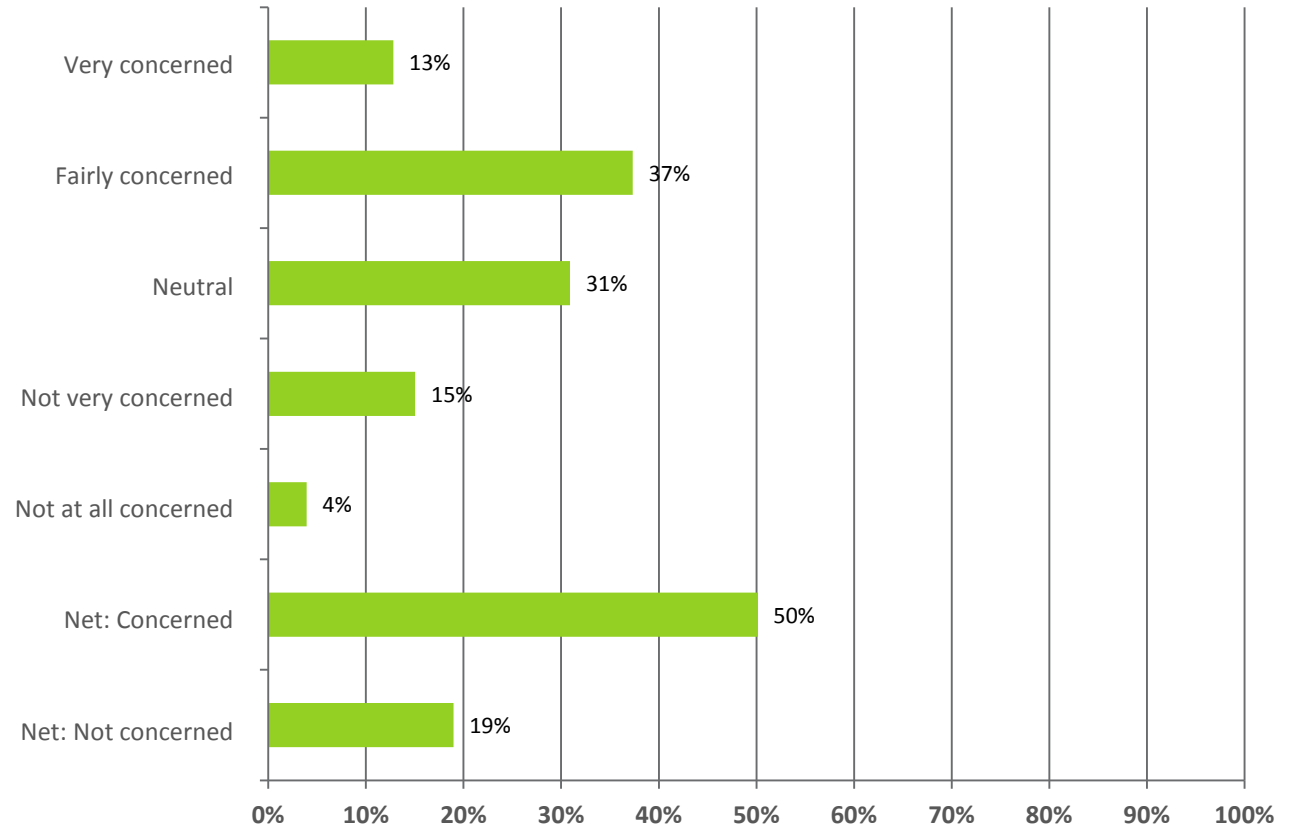


Unweighted base: Base:All Scotland adults (1013)



Litter

nzl_q5_7. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The possibility that heavily littered areas may encourage crime

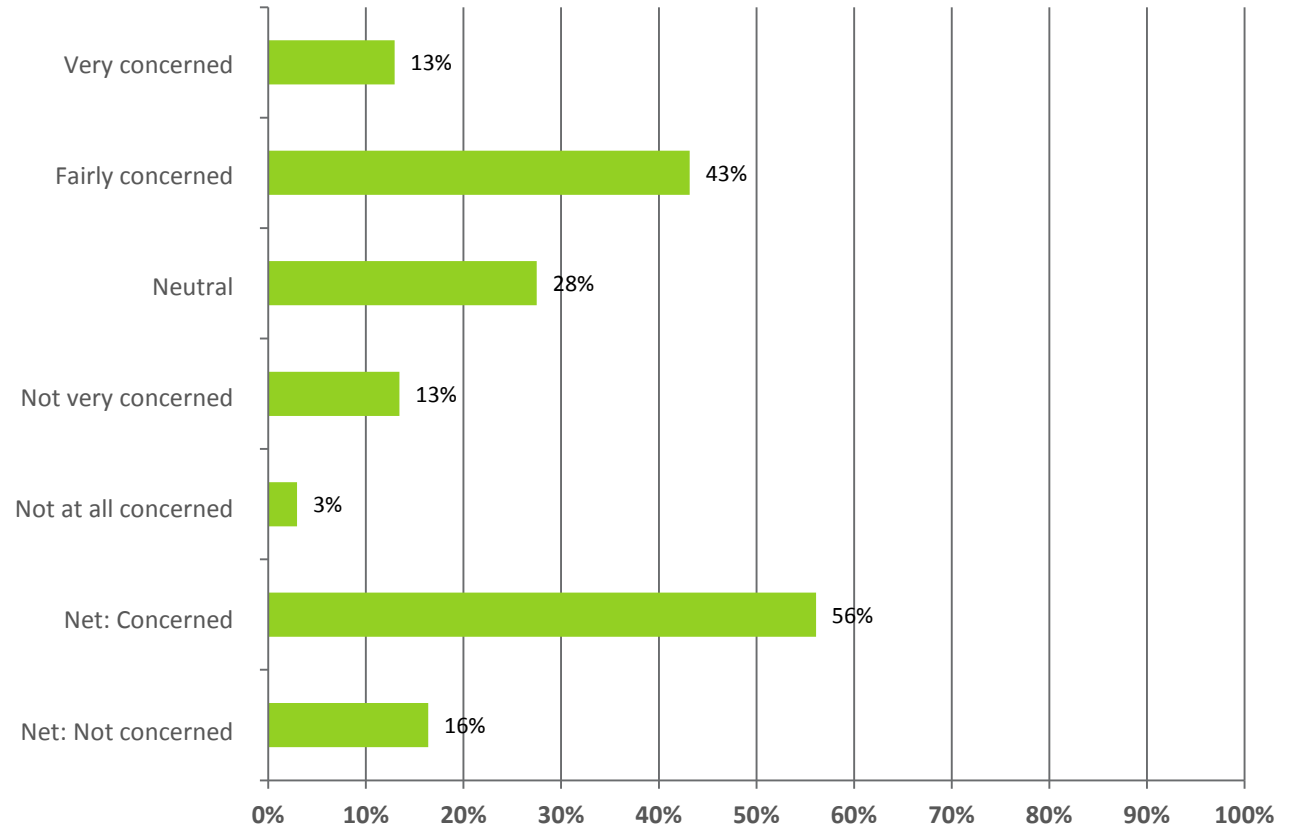


Unweighted base: Base:All Scotland adults (1013)



Litter

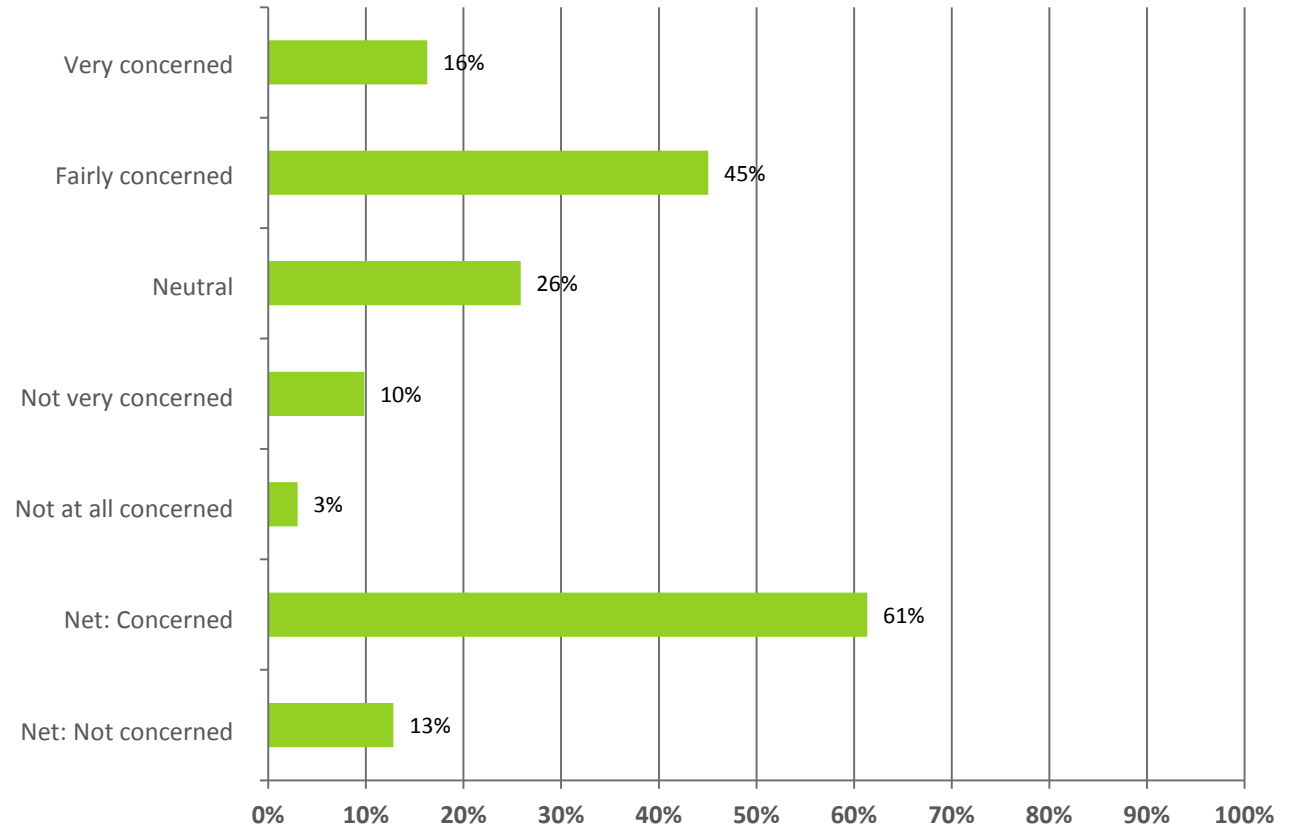
nzl_q6_8. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The possibility of litter causing fires or flooding



Unweighted base: Base:All Scotland adults (1013)

Litter

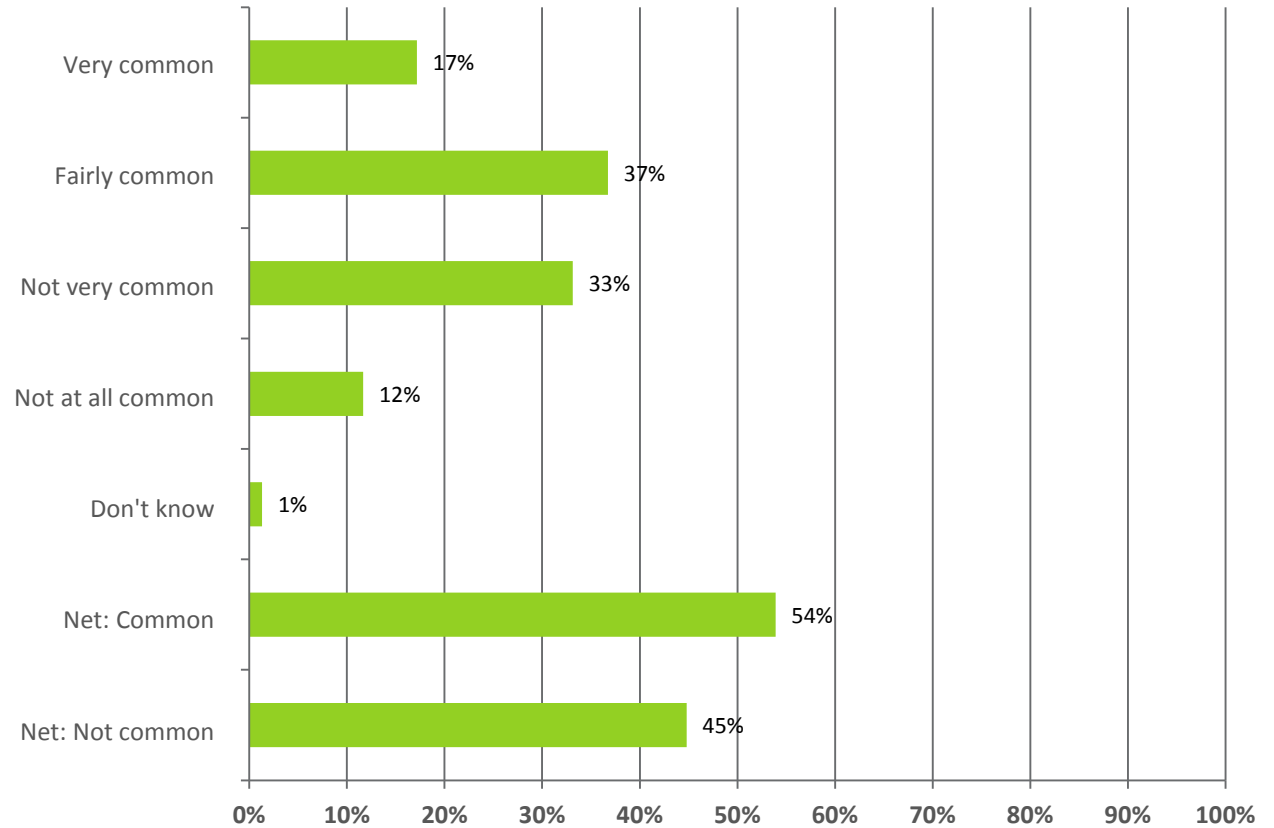
nzl_q6_9. How concerned, if at all, are you generally about each of the following? (Please select one option per row) - The possibility of litter causing accidents and harm to people



Unweighted base: Base:All Scotland adults (1013)

Litter

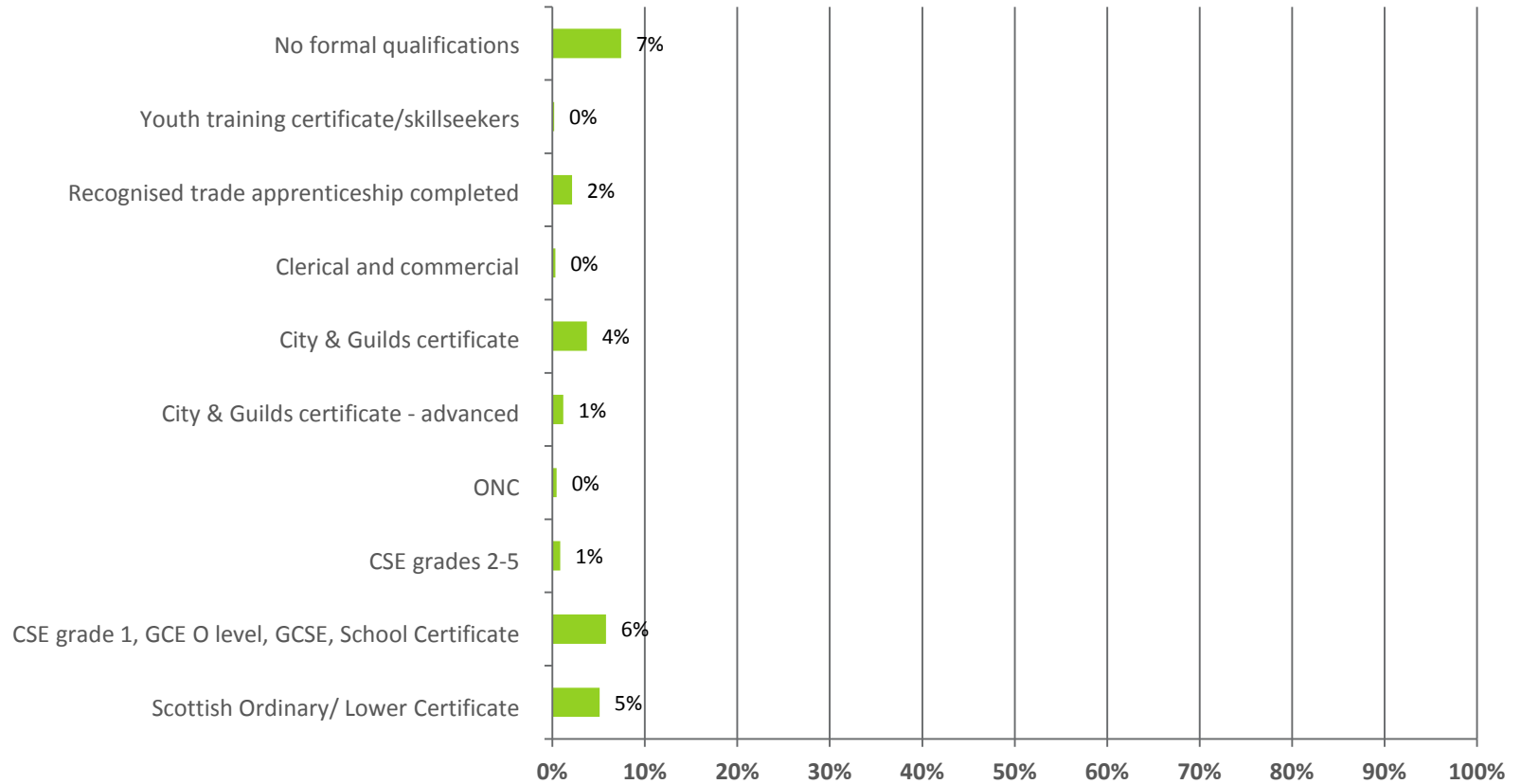
NZL_q6. How common, if at all, would you say it is for you to see rubbish or litter left in your neighbourhood (i.e. the area in which you live)?



Unweighted base: Base:All Scotland adults (1013)

Litter: Survey Demographics (1)

profile_education_level. Education qualification (highest attained)

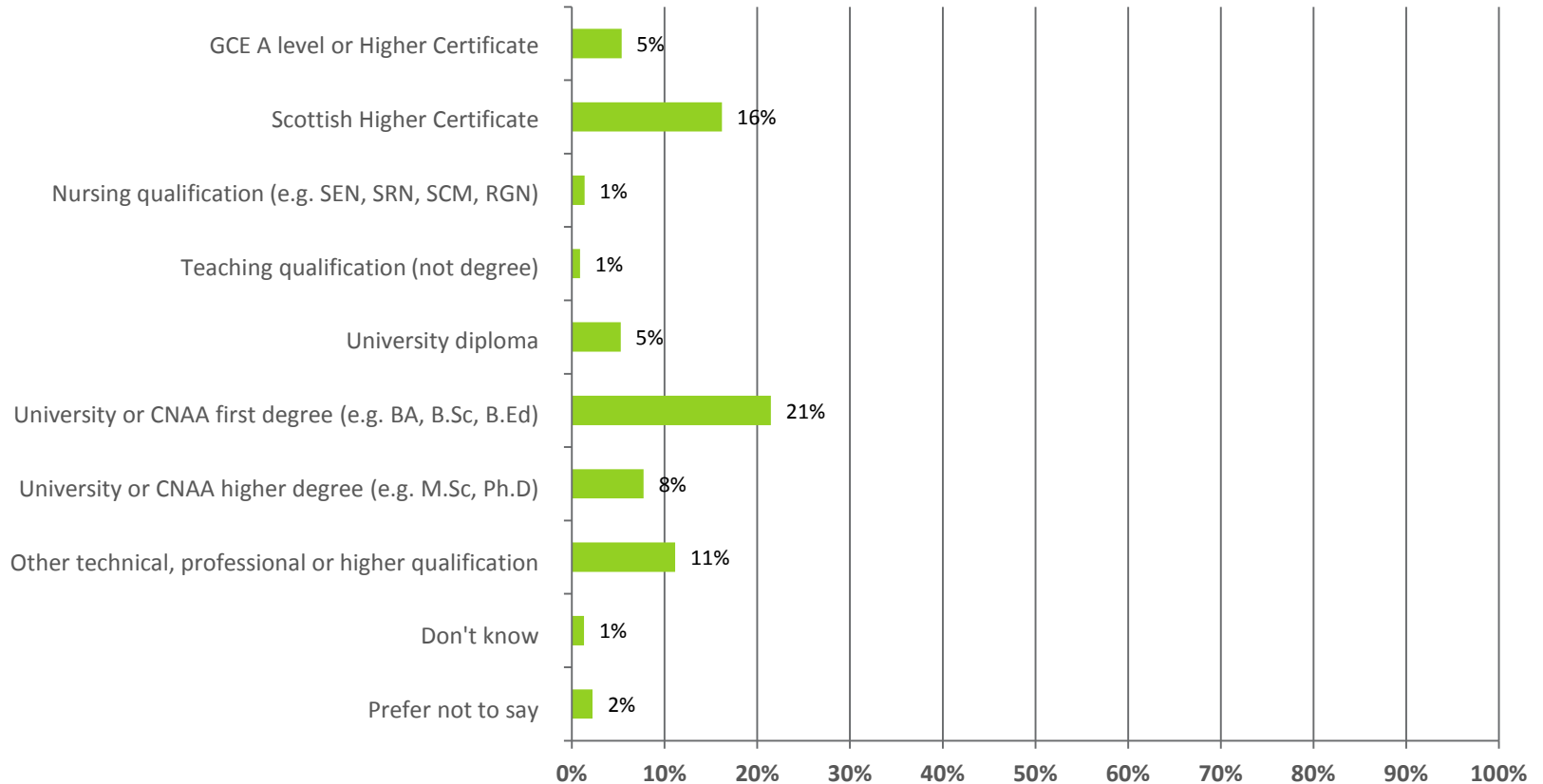


Unweighted base: Base:All Scotland adults (1013)



Litter: Survey Demographics (2)

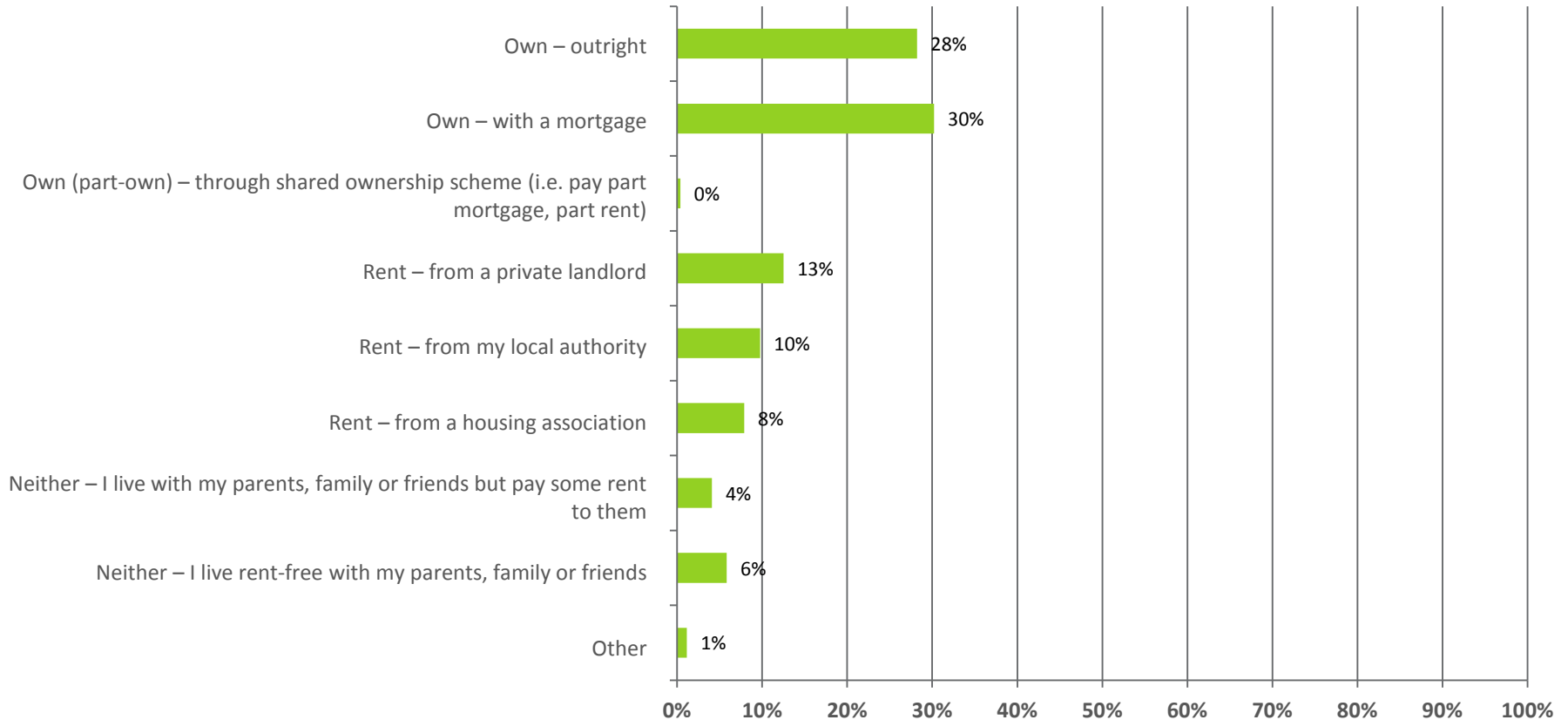
profile_education_level. Education qualification (highest attained) (continued 2)



Unweighted base: Base:All Scotland adults (1013)

Litter: Survey Demographics (3)

profile_house_tenure. House Tenure



Unweighted base: Base:All Scotland adults (1013)

