



Keep Britain Tidy

Branded Litter Survey

January 2009



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1.0 Introduction

1.1 Background

Fast food litter is a major problem. A quarter of our streets are now littered with some form of fast food rubbish, yet six years ago this figure stood at just 16%.

Research carried out by Keep Britain Tidy has revealed that this surge in fast food litter has now settled to a plateau. However it remains a significant problem, causing areas to look rundown and uncared for.

Our goal is to make lasting improvements to the quality of our local environment and create cleaner, greener places for us all to enjoy, and so in December 2007, Keep Britain Tidy campaigned to encourage the public to change their littering behaviour and reduce the amount of fast food litter dropped on our streets. The campaign helped reduce fast food litter in key monitored areas across England by 35%. However, fast food litter remains a problem, and in January 2009 the campaign will be re-launched.

As part of the 2009 campaign, Keep Britain Tidy has investigated which brands are most littered by carrying out a snapshot study over a two-day period in key locations across England. The study was not intended to investigate branded fast food litter in depth over a long period, but rather take a sample view over a two-day period in December 2008.

The findings of the study are detailed in this report.

1.2 Aims and objectives

The aim of this research is to provide a snapshot of the most littered fast food brands in England.

The key objectives in investigating littered brands are as follows:

- To identify the most littered fast food brands in England over a two-day period in December 2008.
- To identify the most littered fast food brands by area.
- To identify the most littered brands in city centre locations in comparison with out of town locations.
- To utilise the findings of this study to engage with and encourage fast food companies to improve standards in the level of litter dropped on the streets.

2.0 Methodology

2.1 Background

The most littered fast food brands were identified by monitoring ten key locations across England.

Over a two-day period from 2nd December to 3rd December 2008, 12 surveys were carried out within each area on an hourly basis between 10.30am and 3.30pm. During each survey, the amount and type (i.e. brand) of litter found deposited on the ground was counted and recorded. For each survey, a transect of up to 300 metres in length in a high footfall area was measured on an hourly basis.

Please note that in some areas (mostly city centres) there was regular sweeping by the local authority and so the results show only items deposited during the previous hour, whereas other areas (mostly out of town areas) were unswept during the day and so the count included some of the same items more than once. Surveyors were instructed to record exactly what they saw on the ground during each circuit of the transect.

On the first day of the research, up to six surveys in each location were carried out in city centre areas. On the second day of the research further surveys were carried out in each location or out of town area, amounting to up to 12 surveys per location in total. This allows comparison to be drawn between trends in city centre and out of town areas.

The ten areas surveyed were:

Newcastle-upon-Tyne	Leicestershire
Liverpool	Birmingham
Manchester	South West
Leeds	Southampton
Sheffield	London

2.2 Data analysis

The data collected was used to determine the most littered brands in England over the two day period. It was also used to establish the most littered brands by location and to draw comparison between city centre and out of town areas.

To account for some survey sites being cleansed within the monitored periods, the figures provided in the following section of this report show the results as a ratio of all fast food litter found.

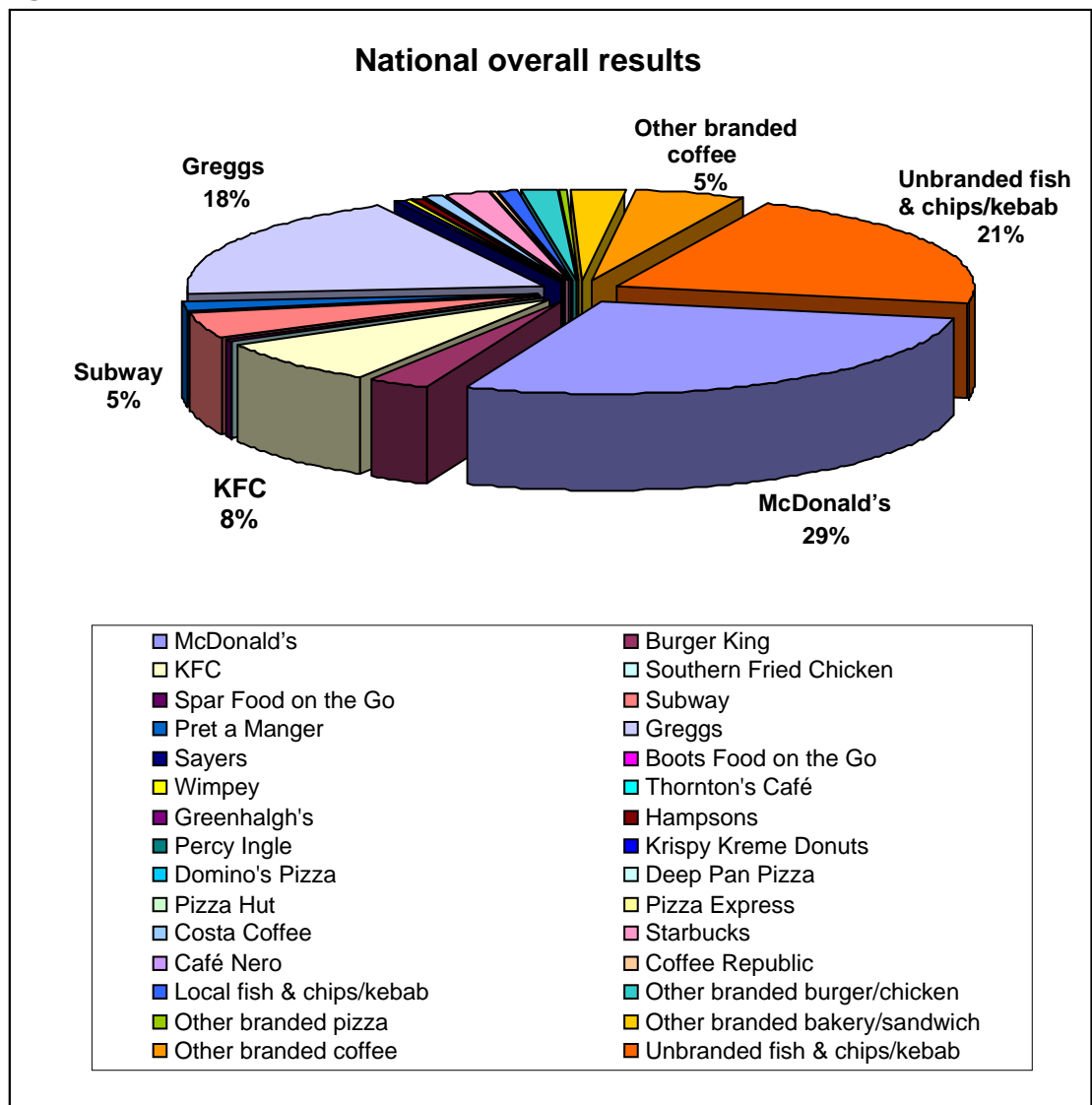
3.0 National results

3.1 Overall results

The research revealed that the most littered fast food brands in England are:

- | | | |
|-----------------------------------|-----|---------------|
| 1. McDonald's | 29% | |
| 2. Unbranded fish and chips/kebab | 21% | |
| 3. Greggs | 18% | |
| 4. KFC | 8% | |
| 5. Subway | 5% | } Joint place |
| Other branded coffee | 5% | |

Figure 1: Overall results



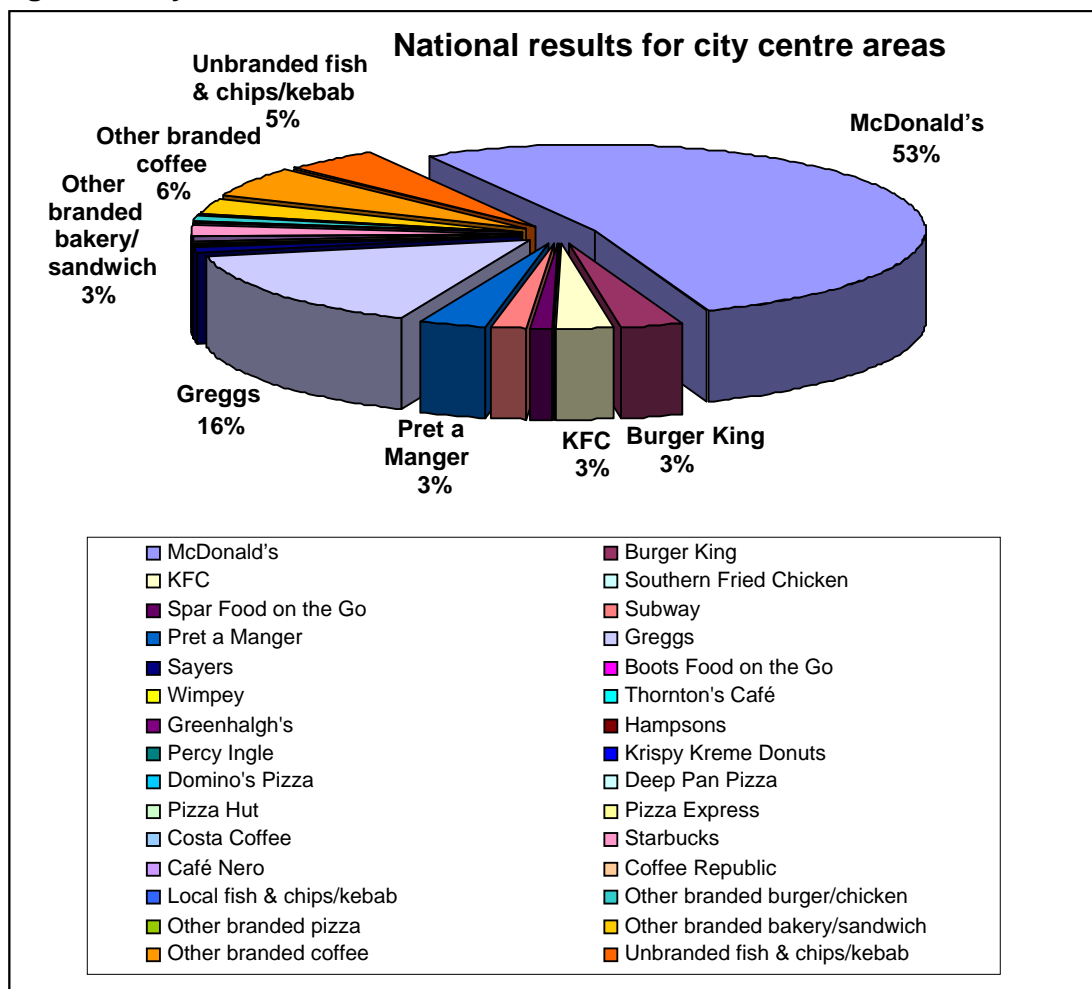
*The full results from the survey can be found at Appendix 1.

3.2 City centre areas

The research revealed that the littered fast food brands in city centre areas in England are:

- | | | |
|---------------------------------|-----|---------------|
| 1. McDonald's | 53% | |
| 2. Greggs | 16% | |
| 3. Other branded coffee | 6% | |
| 4. Unbranded fish & chips/kebab | 5% | |
| 5. KFC | 3% | } Joint place |
| Pret a Manger | 3% | |
| Burger King | 3% | |
| Other branded bakery/sandwich | 3% | |

Figure 2: City centre areas



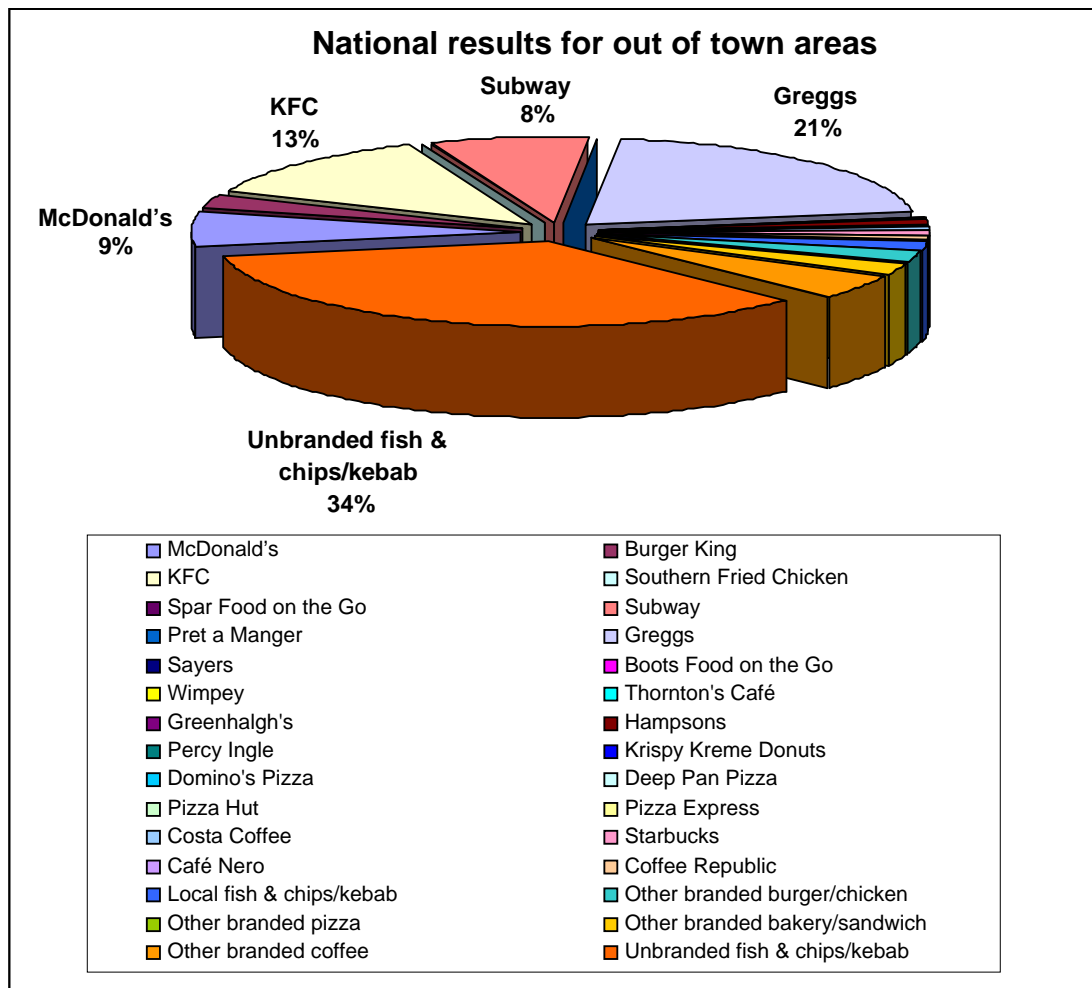
*The full results from the survey can be found at Appendix 1.

3.3 Out of town areas

The research revealed that the most littered fast food brands in out of town areas in England are:

1. Unbranded fish & chips/kebab 34%
2. Greggs 21%
3. KFC 13%
4. McDonald's 9%
5. Subway 8%

Figure 3: Out of town areas



*The full results from the survey can be found at Appendix 1.

4.0 Results by area

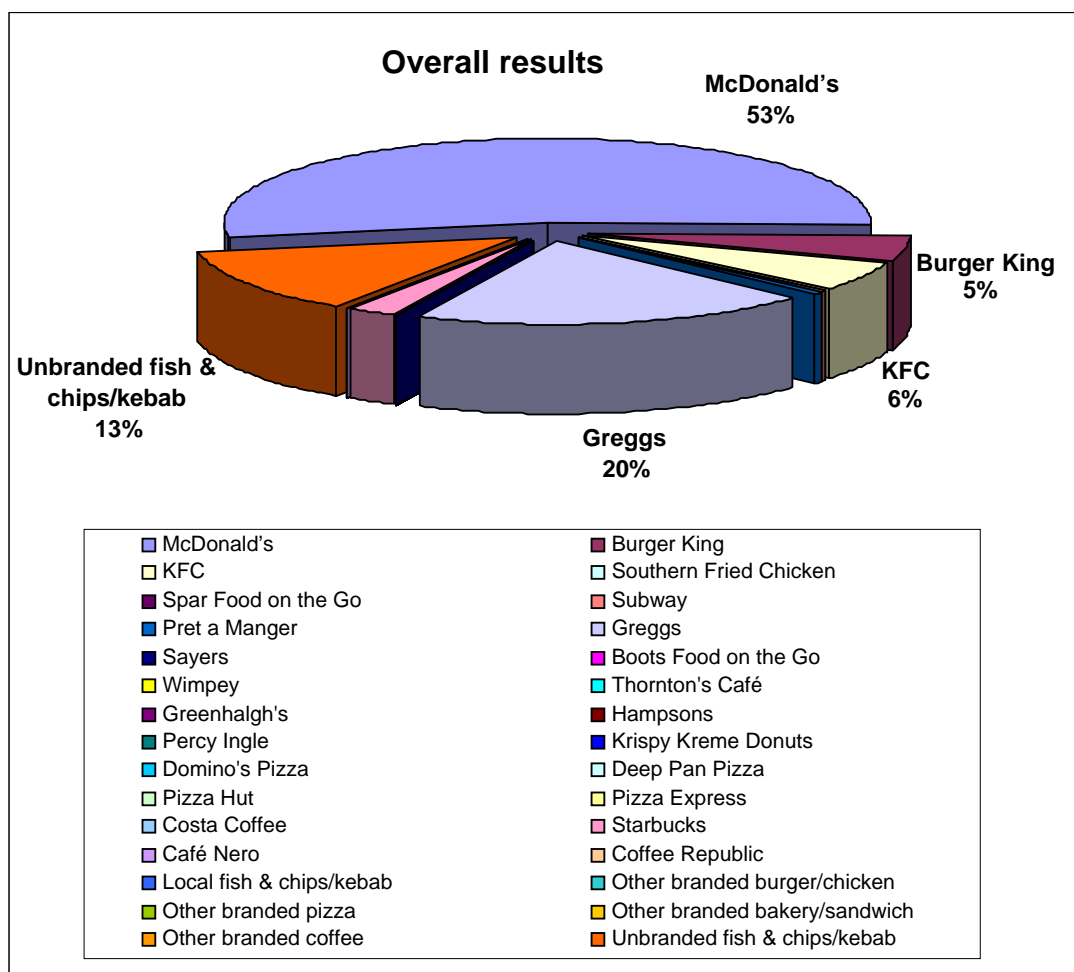
4.1 Newcastle-upon-Tyne

Overall results

The research revealed that the most littered fast food brands in Newcastle-upon-Tyne are:

- | | |
|---------------------------------|-----|
| 1. McDonald's | 53% |
| 2. Greggs | 20% |
| 3. Unbranded fish & chips/kebab | 13% |
| 4. KFC | 6% |
| 5. Burger King | 5% |

Figure 4: Newcastle-Upon-Tyne – Overall results



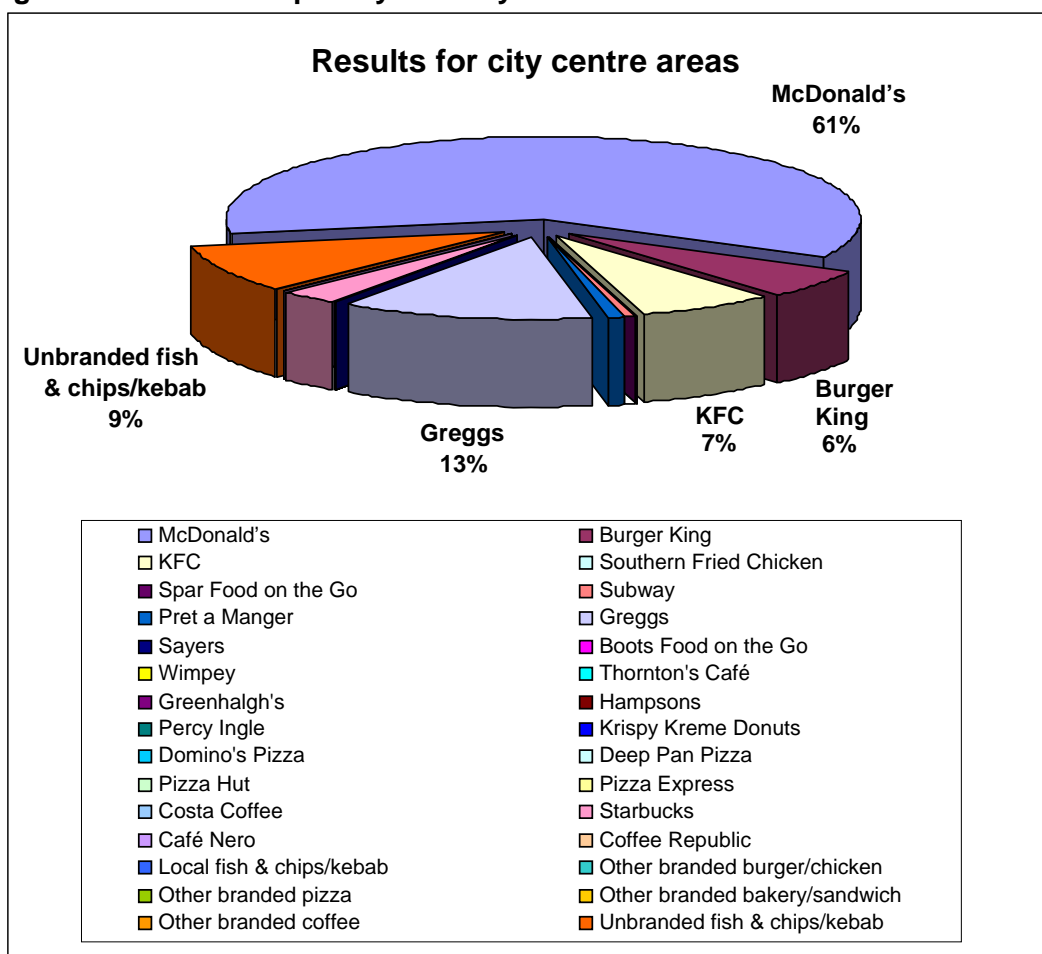
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within Newcastle-upon-Tyne are:

1. McDonald's 61%
2. Greggs 13%
3. Unbranded fish & chips/kebab 9%
4. KFC 7%
5. Burger King 6%

Figure 5: Newcastle-Upon-Tyne – City centre areas



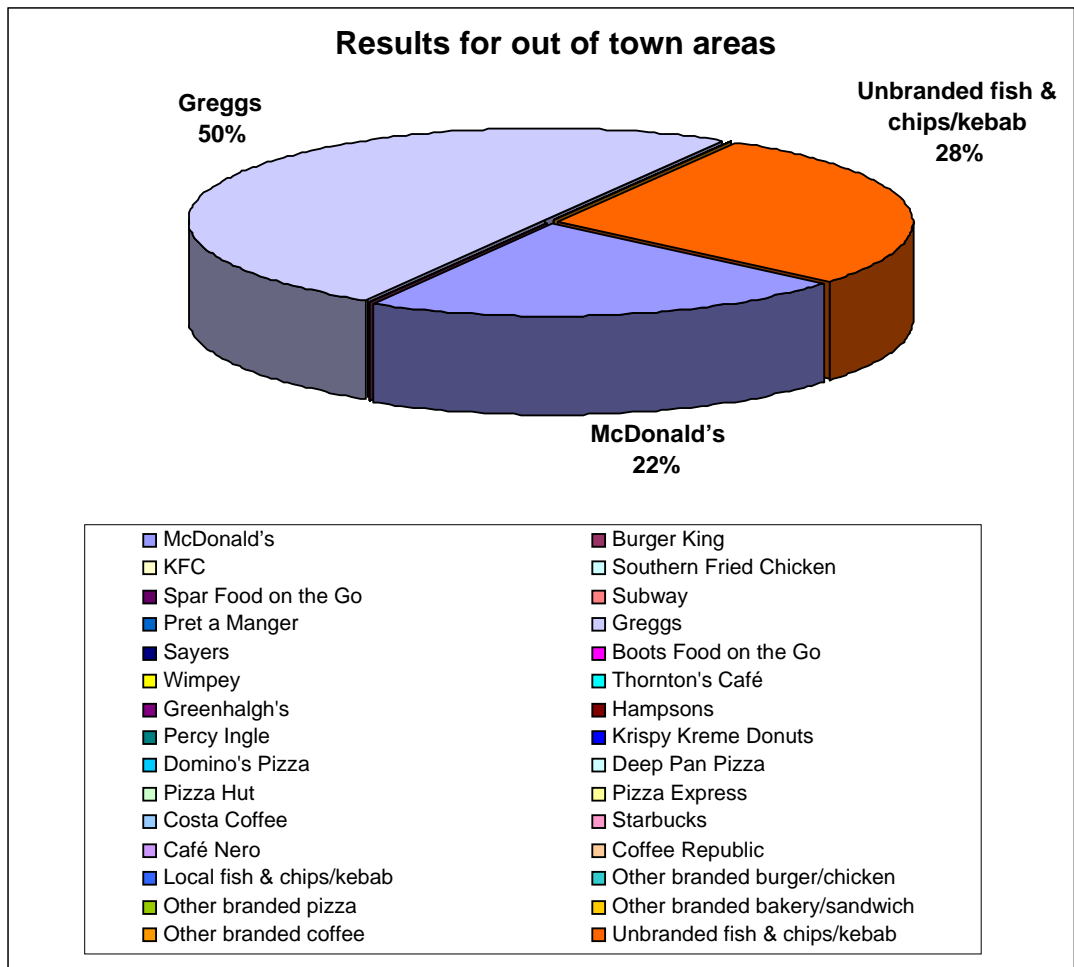
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within Newcastle-upon-Tyne are:

1. Greggs 50%
2. Unbranded fish & chips/kebab 28%
3. McDonald's 22%

Figure 6: Newcastle-Upon-Tyne – out of town areas



*The full results from the survey can be found at Appendix 1.

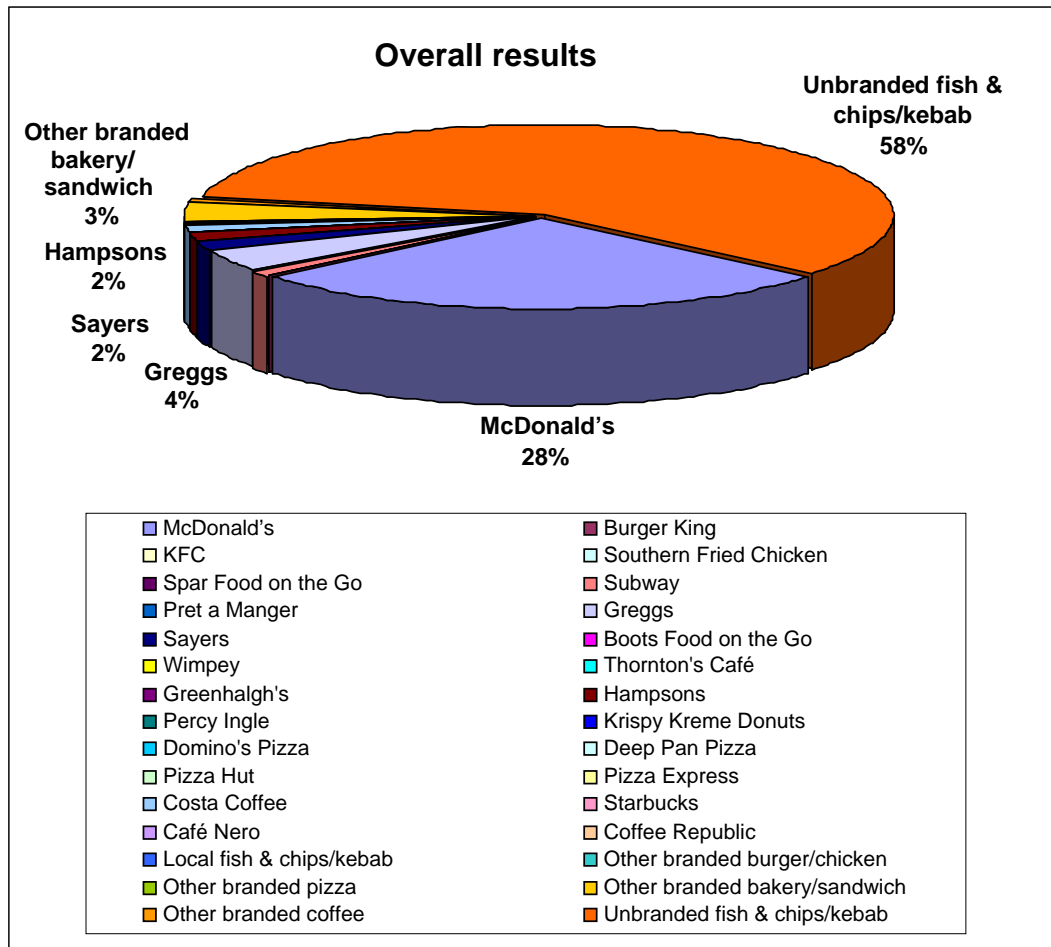
4.2 Liverpool

Overall results

The research revealed that the most littered fast food brands in Liverpool are:

- | | | |
|----------------------------------|-----|---------------|
| 1. Unbranded fish & chips/kebab | 58% | |
| 2. McDonald's | 28% | |
| 3. Greggs | 4% | |
| 4. Other branded bakery/sandwich | 3% | |
| 5. Sayers | 2% | } Joint place |
| Hampsons | 2% | |

Figure 7: Liverpool – Overall results



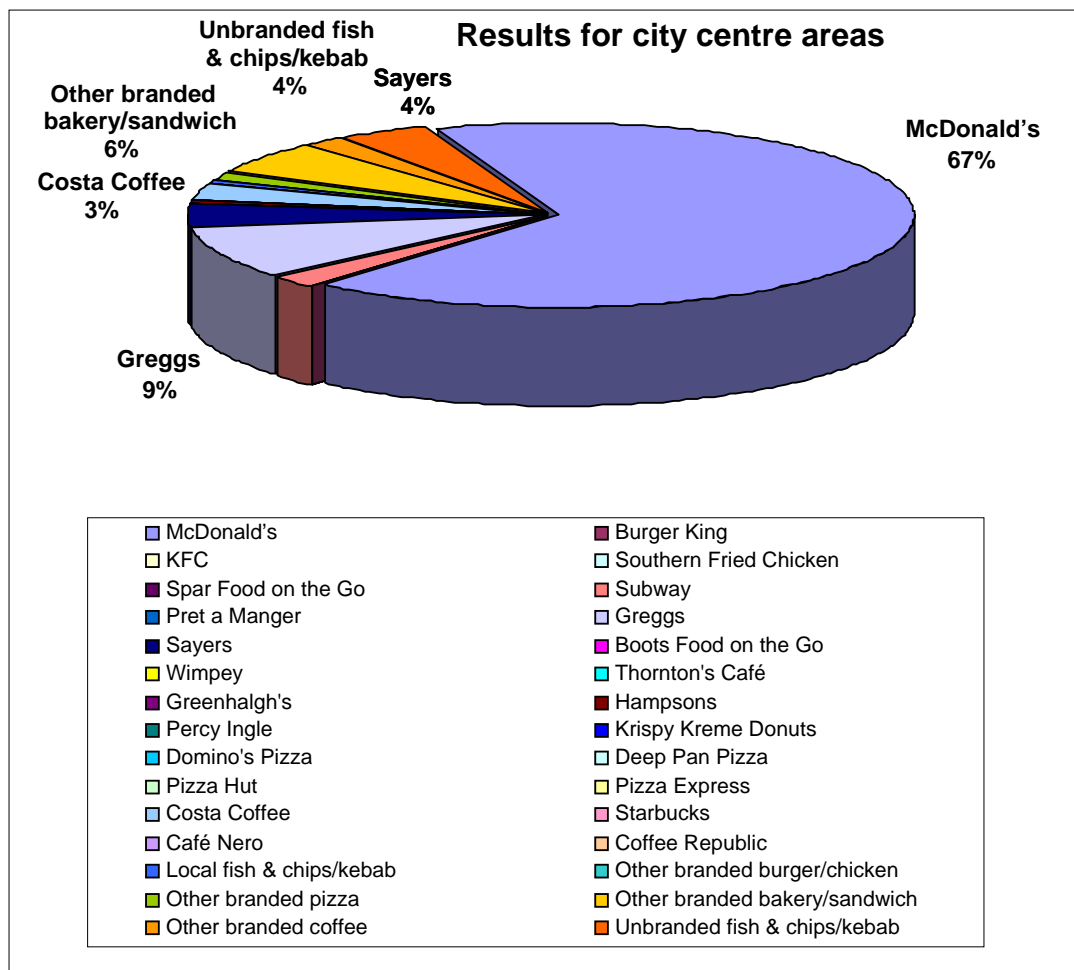
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within Liverpool are:

- | | | |
|----------------------------------|-----|---------------|
| 1. McDonald's | 67% | |
| 2. Greggs | 9% | |
| 3. Other branded bakery/sandwich | 6% | |
| 4. Sayers | 4% | } Joint place |
| Unbranded fish & chips/kebab | 4% | |
| 5. Costa Coffee | 3% | |

Figure 8: Liverpool – City centre areas



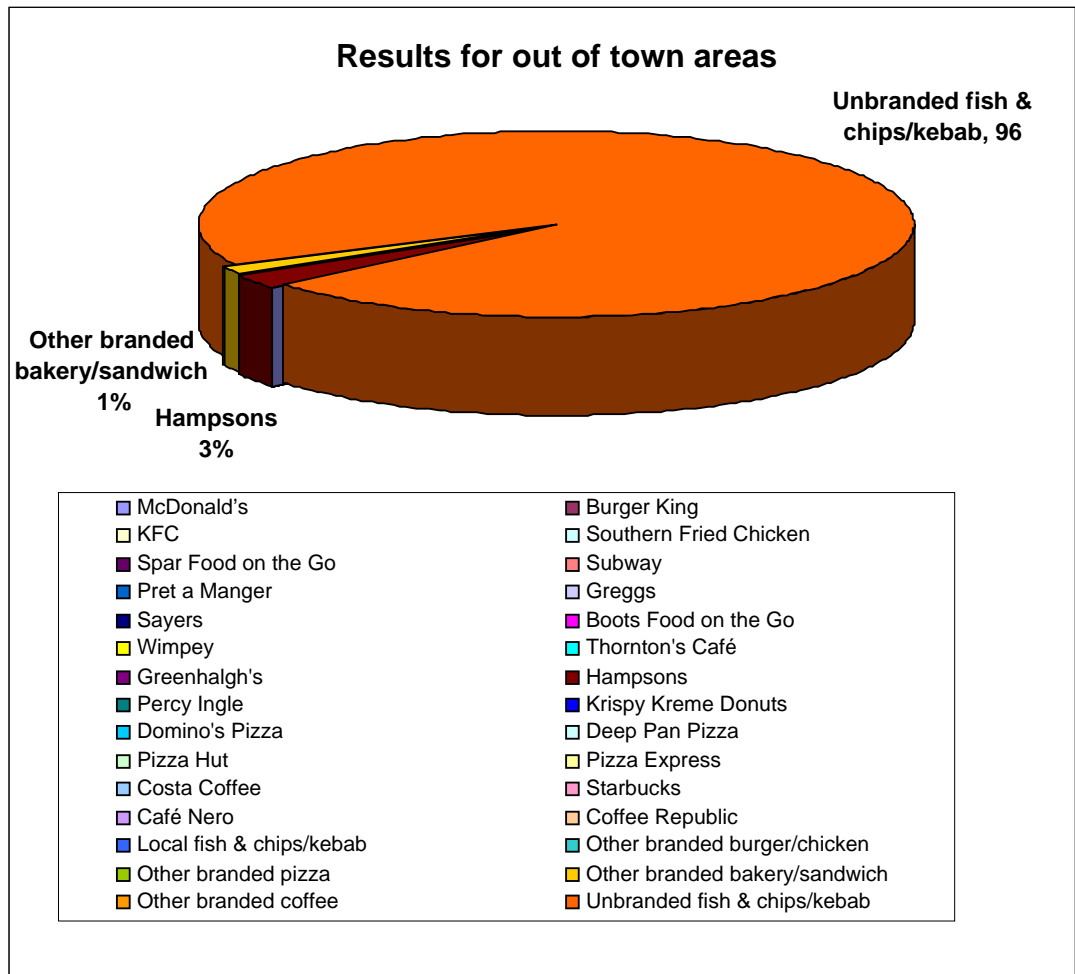
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within Liverpool are:

1. Unbranded fish & chips/kebab 96%
2. Hampsons 3%
3. Other branded bakery/sandwich 1%

Figure 9: Liverpool – Out of town areas



*The full results from the survey can be found at Appendix 1.

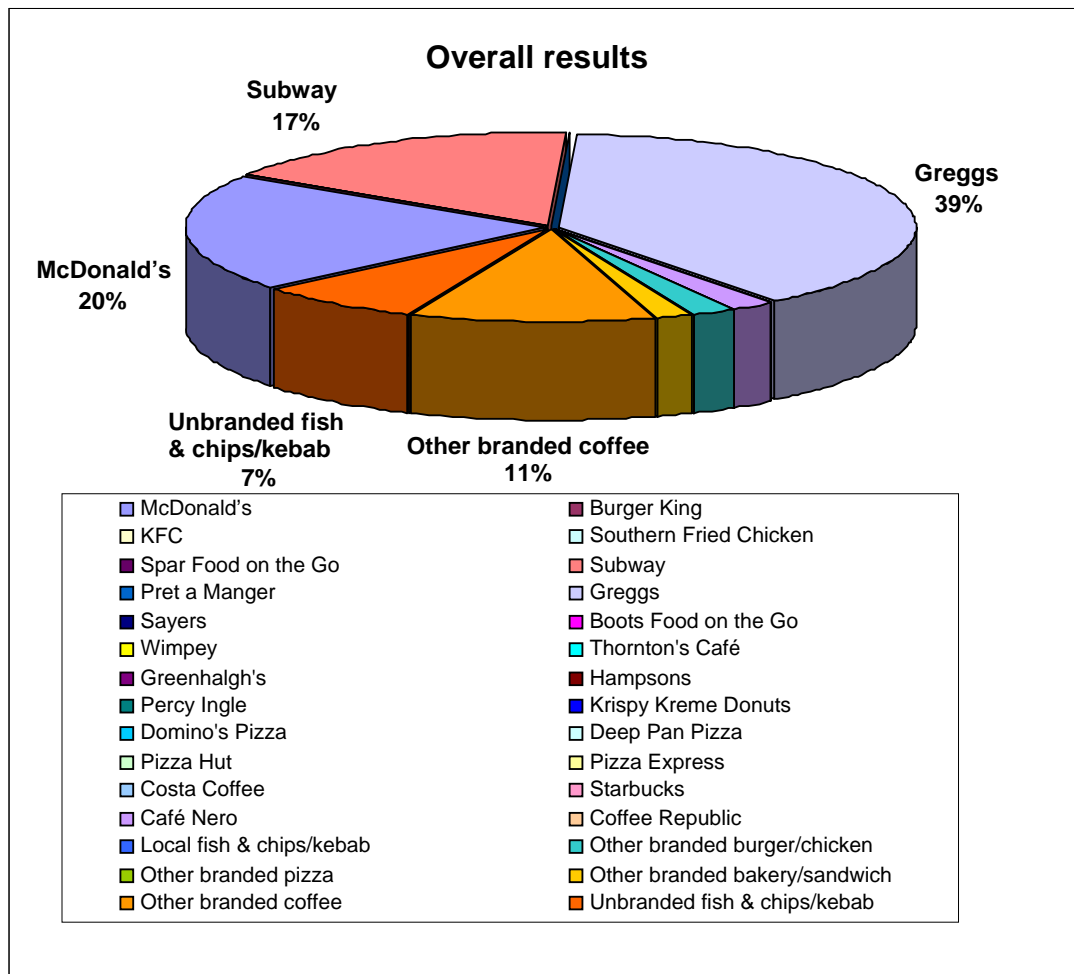
4.3 Manchester

Overall results

The research revealed that the most littered fast food brands in Manchester are:

- | | |
|---------------------------------|-----|
| 1. Greggs | 39% |
| 2. McDonald's | 20% |
| 3. Subway | 17% |
| 4. Other branded coffee | 11% |
| 5. Unbranded fish & chips/kebab | 7% |

Figure 10: Manchester – Overall results



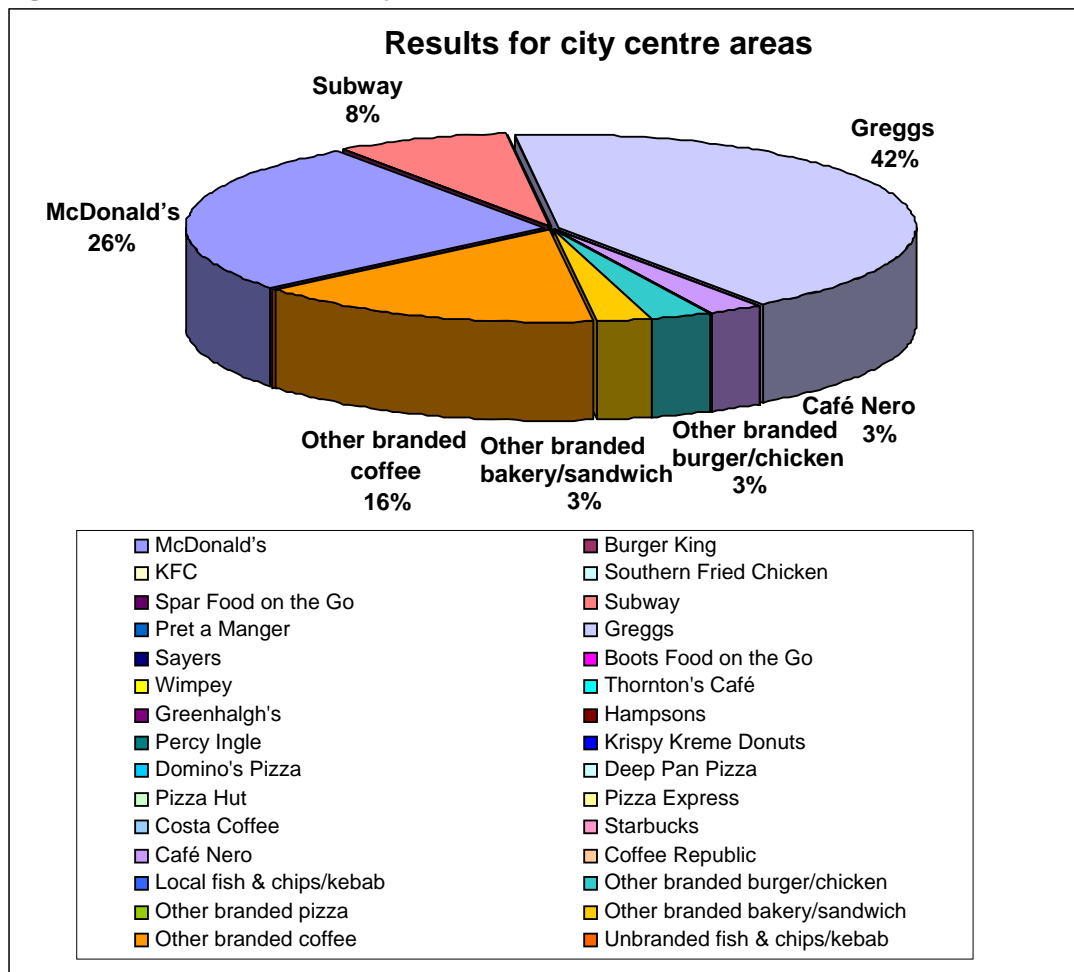
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within Manchester are:

1. Greggs	42%	
2. McDonald's	26%	
3. Other branded coffee	16%	
4. Subway	8%	
5. Café Nero	3%	} Joint place
Other branded burger/chicken	3%	
Other branded bakery/sandwich	3%	

Figure 11: Manchester – City centre areas



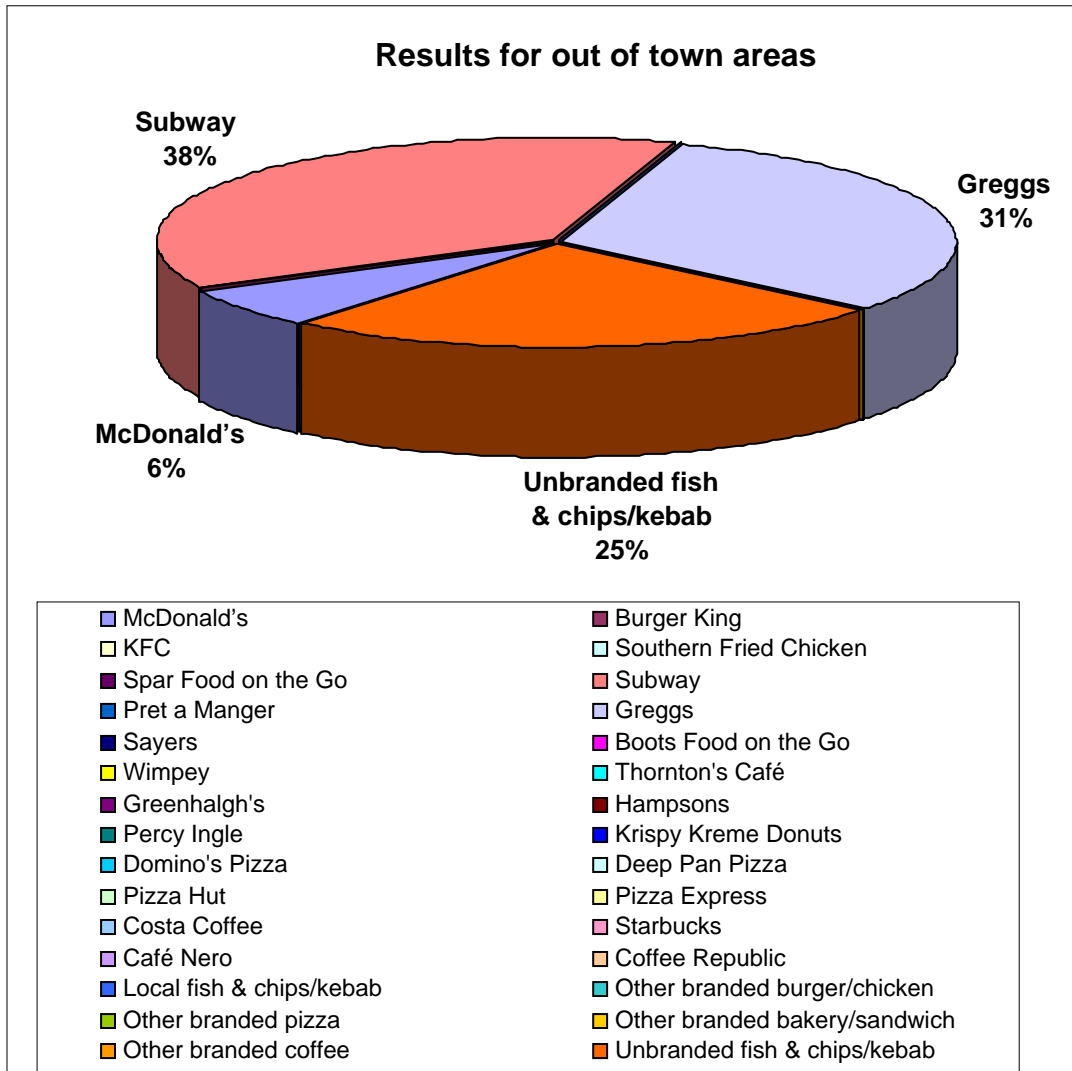
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within Manchester are:

1. Subway 38%
2. Greggs 31%
3. Unbranded fish & chips/kebab 25%
4. McDonald's 6%

Figure 12: Manchester – Out of town areas



*The full results from the survey can be found at Appendix 1.

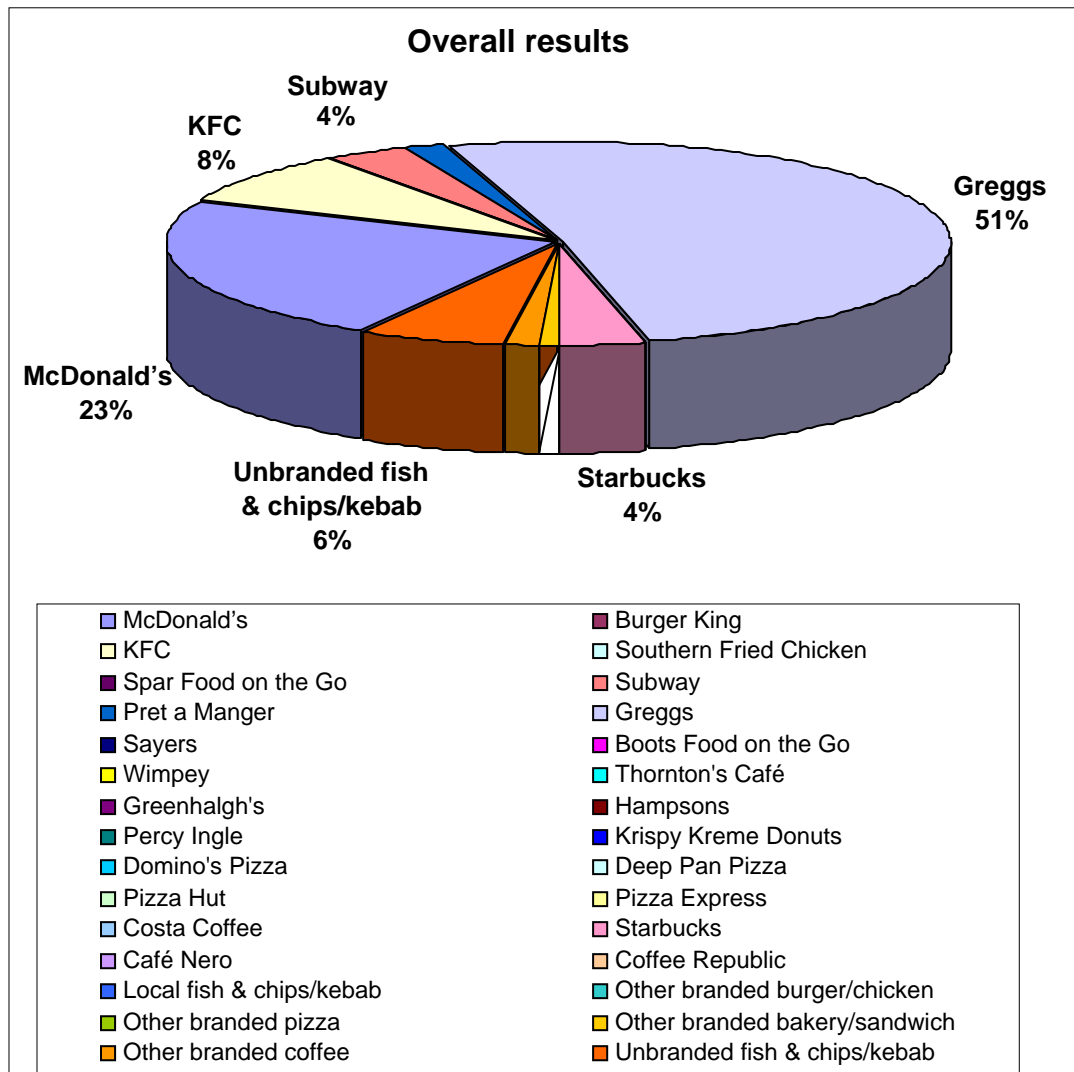
4.4 Leeds

Overall results

The research revealed that the most littered fast food brands in Leeds are:

- | | | |
|---------------------------------|-----|---------------|
| 1. Greggs | 51% | |
| 2. McDonald's | 23% | |
| 3. KFC | 8% | |
| 4. Unbranded fish & chips/kebab | 6% | |
| 5. Subway | 4% | } Joint place |
| Starbucks | 4% | |

Figure 13: Leeds – Overall results



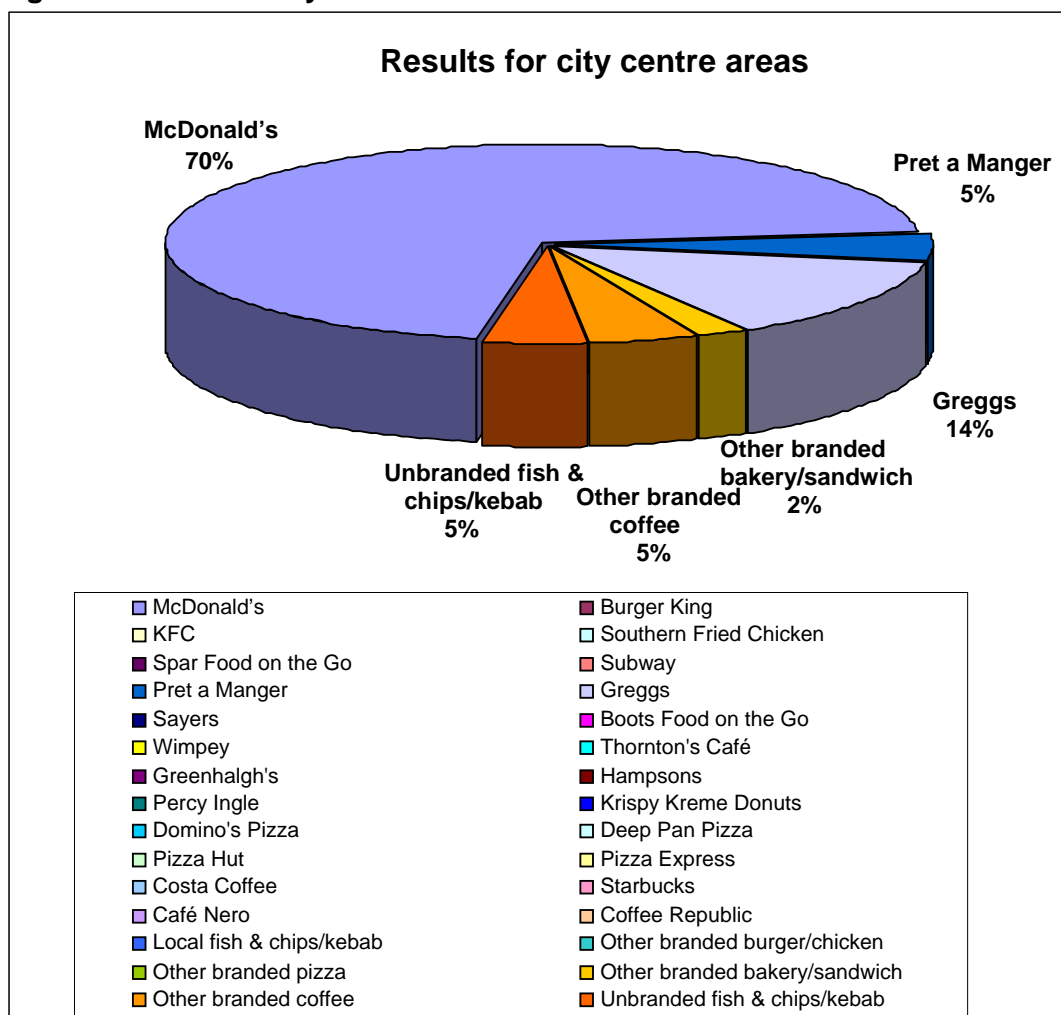
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within Leeds are:

- | | | |
|----------------------------------|-----|---------------------|
| 1. McDonald's | 70% | |
| 2. Greggs | 14% | |
| 3. Other branded coffee | 5% | } Joint third place |
| Pret a Manger | 5% | |
| Unbranded fish & chips/kebab | 5% | |
| 4. Other branded bakery/sandwich | 2% | |

Figure 14: Leeds – City centre areas



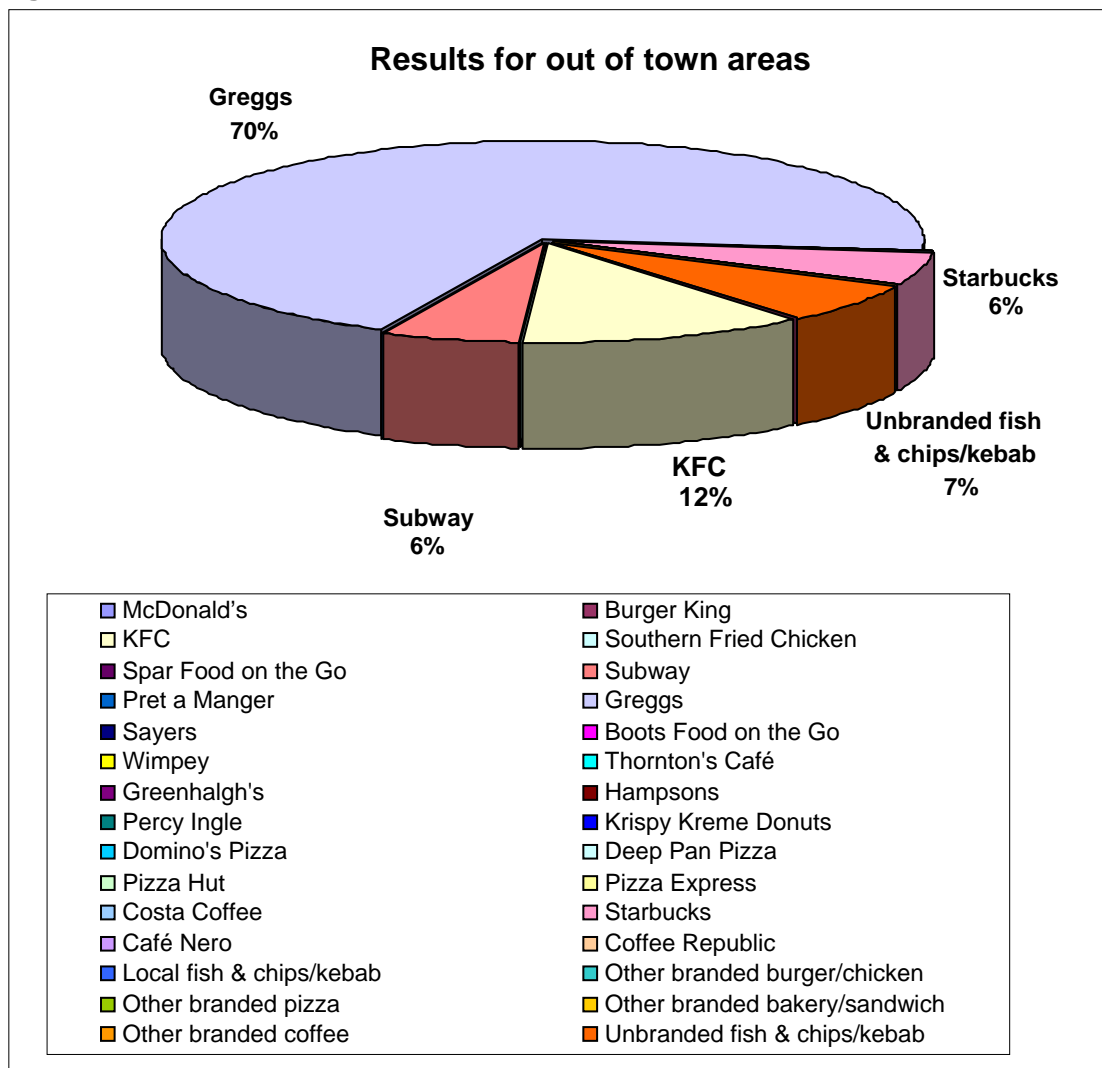
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within Leeds are:

- | | | |
|---------------------------------|-----|---------------|
| 1. Greggs | 70% | |
| 2. KFC | 12% | |
| 3. Unbranded fish & chips/kebab | 7% | |
| 4. Starbucks | 6% | } Joint place |
| Subway | 6% | |

Figure 15: Leeds – Out of town areas



*The full results from the survey can be found at Appendix 1.

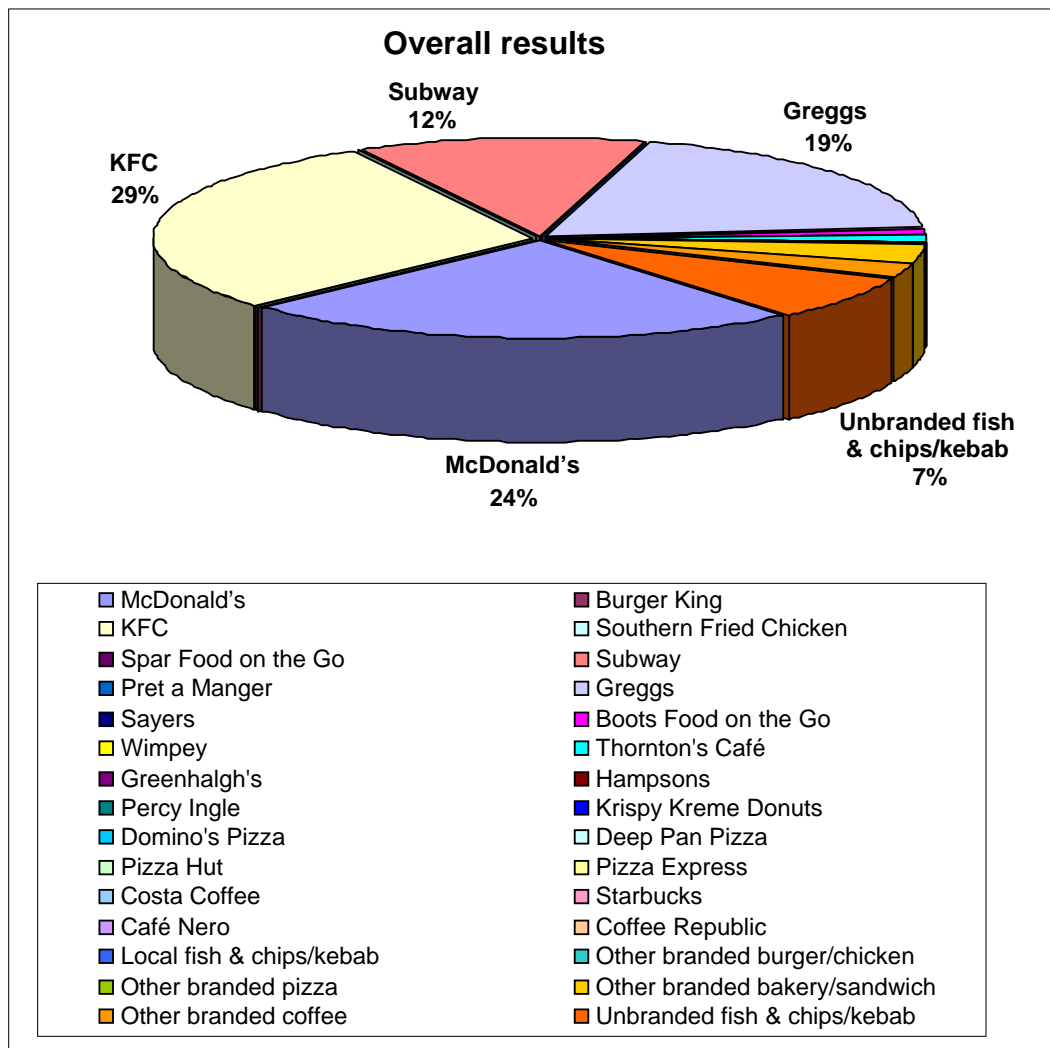
4.5 Sheffield

Overall results

The research revealed that the most littered fast food brands in Sheffield are:

- | | |
|---------------------------------|-----|
| 1. KFC | 29% |
| 2. McDonald's | 24% |
| 3. Greggs | 19% |
| 4. Subway | 12% |
| 5. Unbranded fish & chips/kebab | 7% |

Figure 16: Sheffield – Overall results



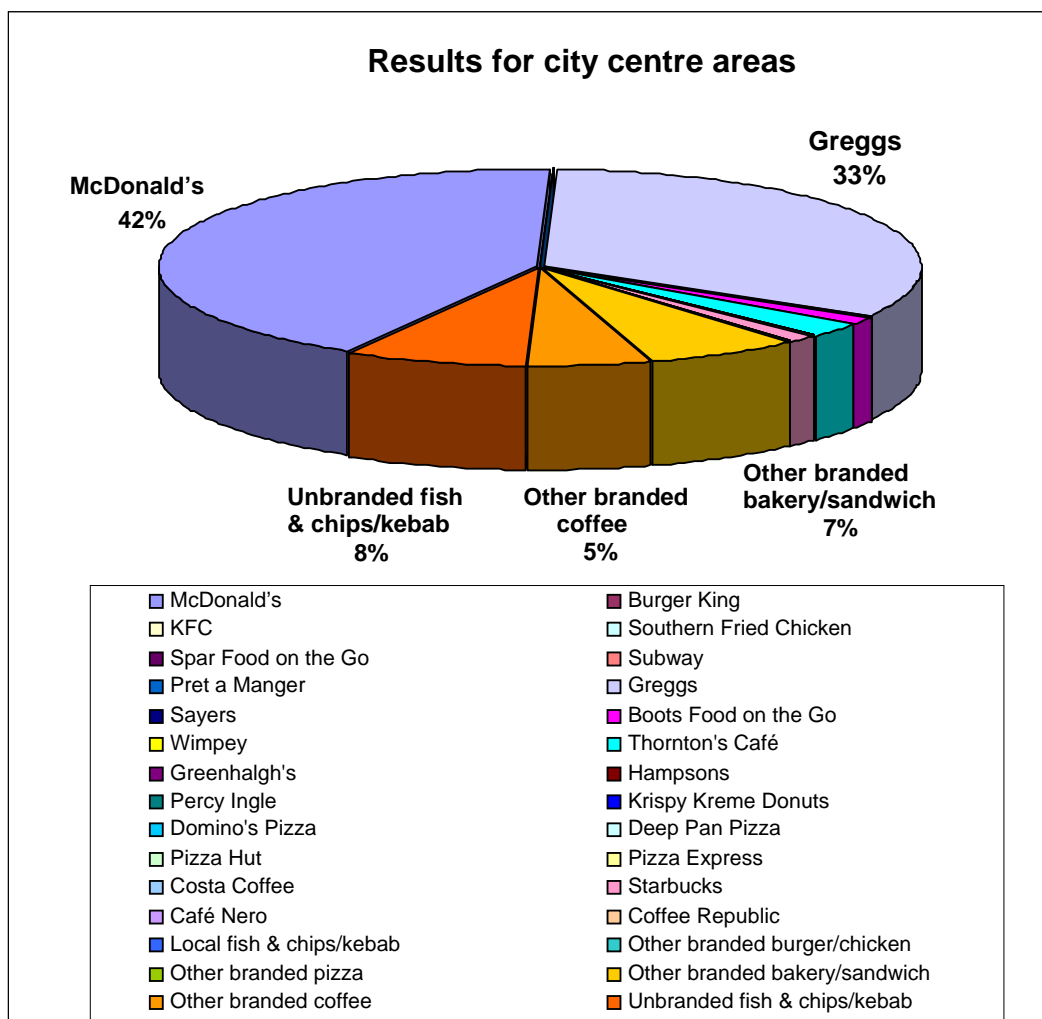
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within Sheffield are:

1. McDonald's 42%
2. Greggs 33%
3. Unbranded fish & chips/kebab 8%
4. Other branded bakery/sandwich 7%
5. Other branded coffee 5%

Figure 17: Sheffield – City centre areas



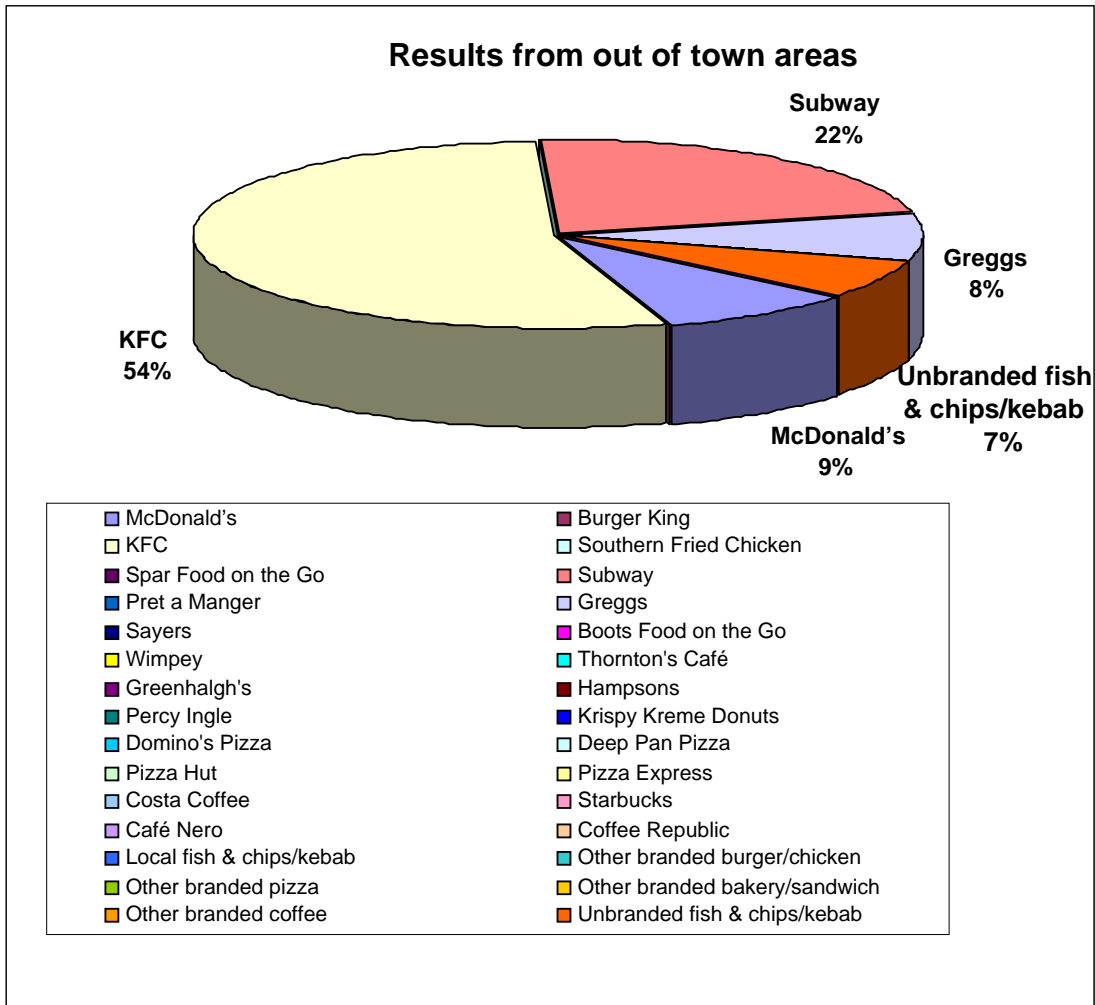
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within Sheffield are:

- | | |
|---------------------------------|-----|
| 1. KFC | 54% |
| 2. Subway | 22% |
| 3. McDonald's | 9% |
| 4. Greggs | 8% |
| 5. Unbranded fish & chips/kebab | 7% |

Figure 18: Sheffield – Out of town areas



*The full results from the survey can be found at Appendix 1.

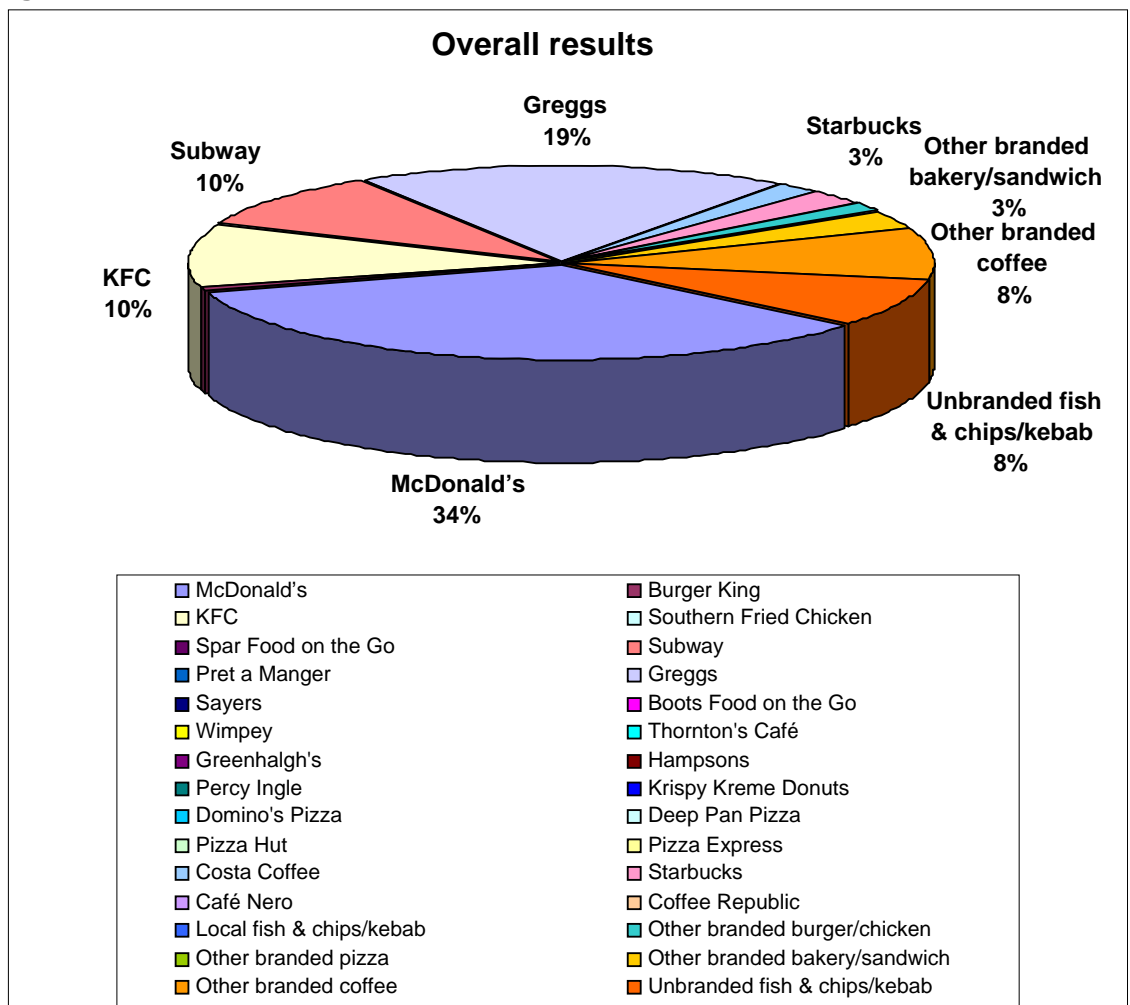
4.6 Leicestershire

Overall results

The research revealed that the most littered fast food brands in Leicestershire are:

1. McDonald's	34%	
2. Greggs	19%	
3. KFC	10%	} Joint place
Subway	10%	
4. Other branded coffee	8%	} Joint place
Unbranded fish & chips/kebab	8%	
5. Starbucks	3%	} Joint place
Other branded bakery/sandwich	3%	

Figure 19: Leicestershire – Overall results



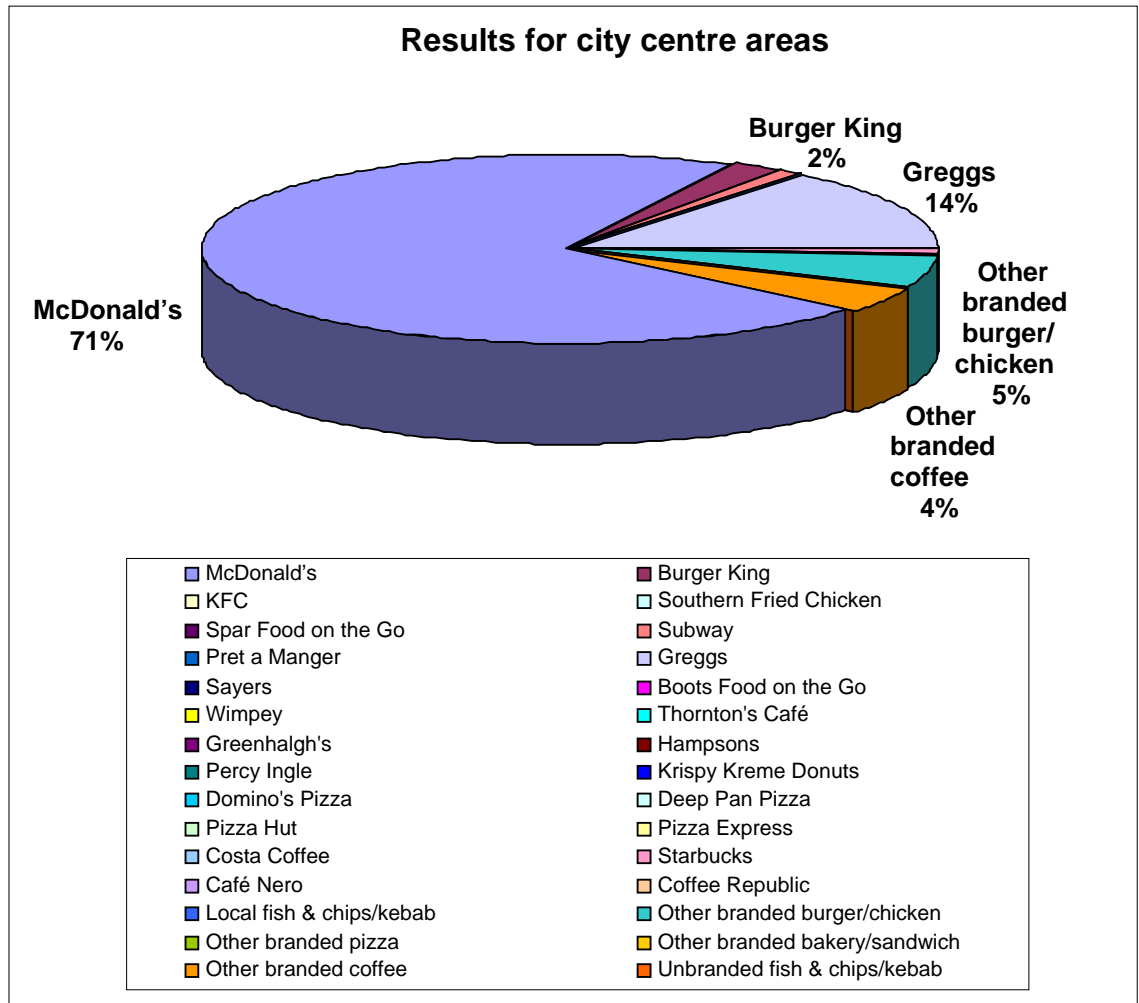
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within Leicestershire are:

- | | |
|---------------------------------|-----|
| 1. McDonald's | 71% |
| 2. Greggs | 14% |
| 3. Other branded burger/chicken | 5% |
| 4. Other branded coffee | 4% |
| 5. Burger King | 2% |

Figure 20: Leicestershire – City centre areas



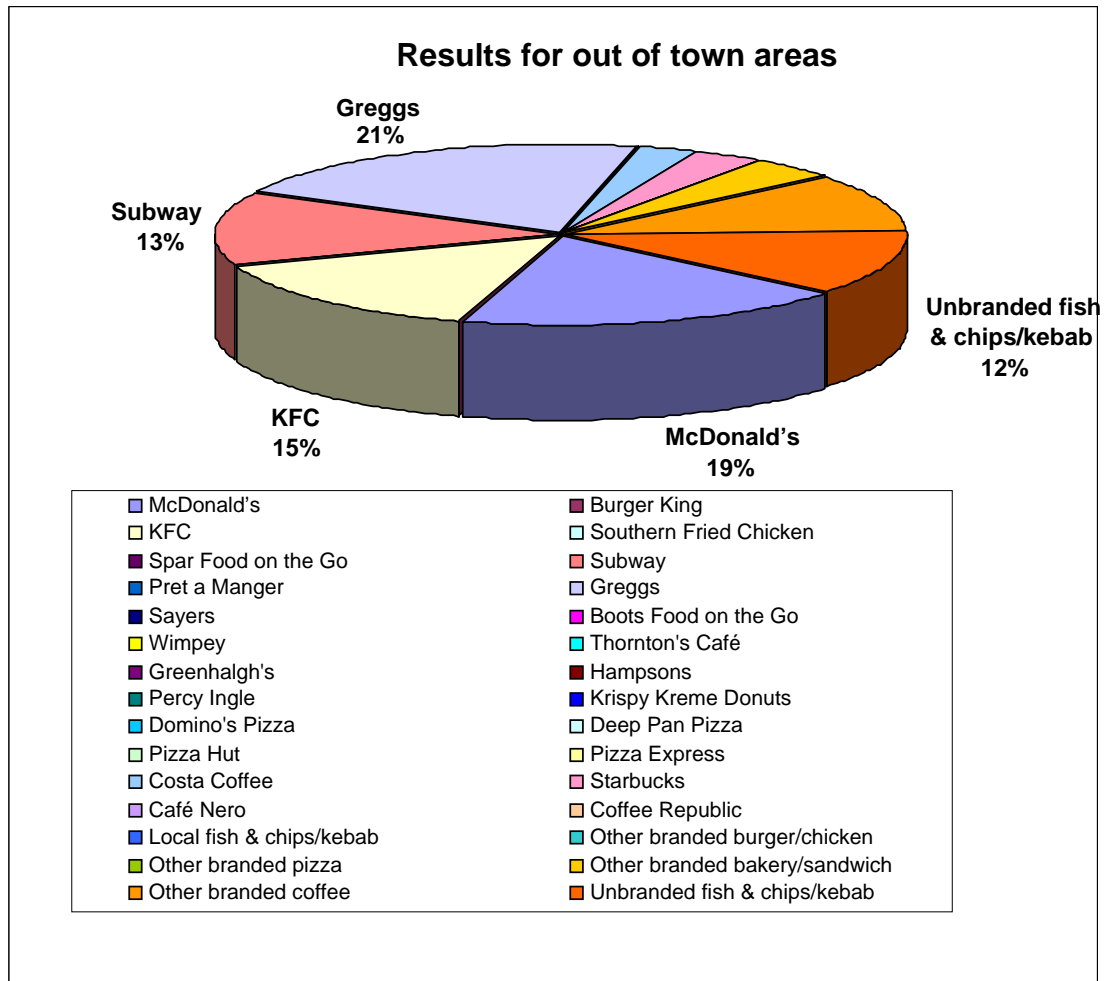
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within Leicestershire are:

1. Greggs 21%
2. McDonald's 19%
3. KFC 15%
4. Subway 13%
5. Unbranded fish & chips/kebab 12%

Figure 21: Leicestershire – Out of town areas



*The full results from the survey can be found at Appendix 1.

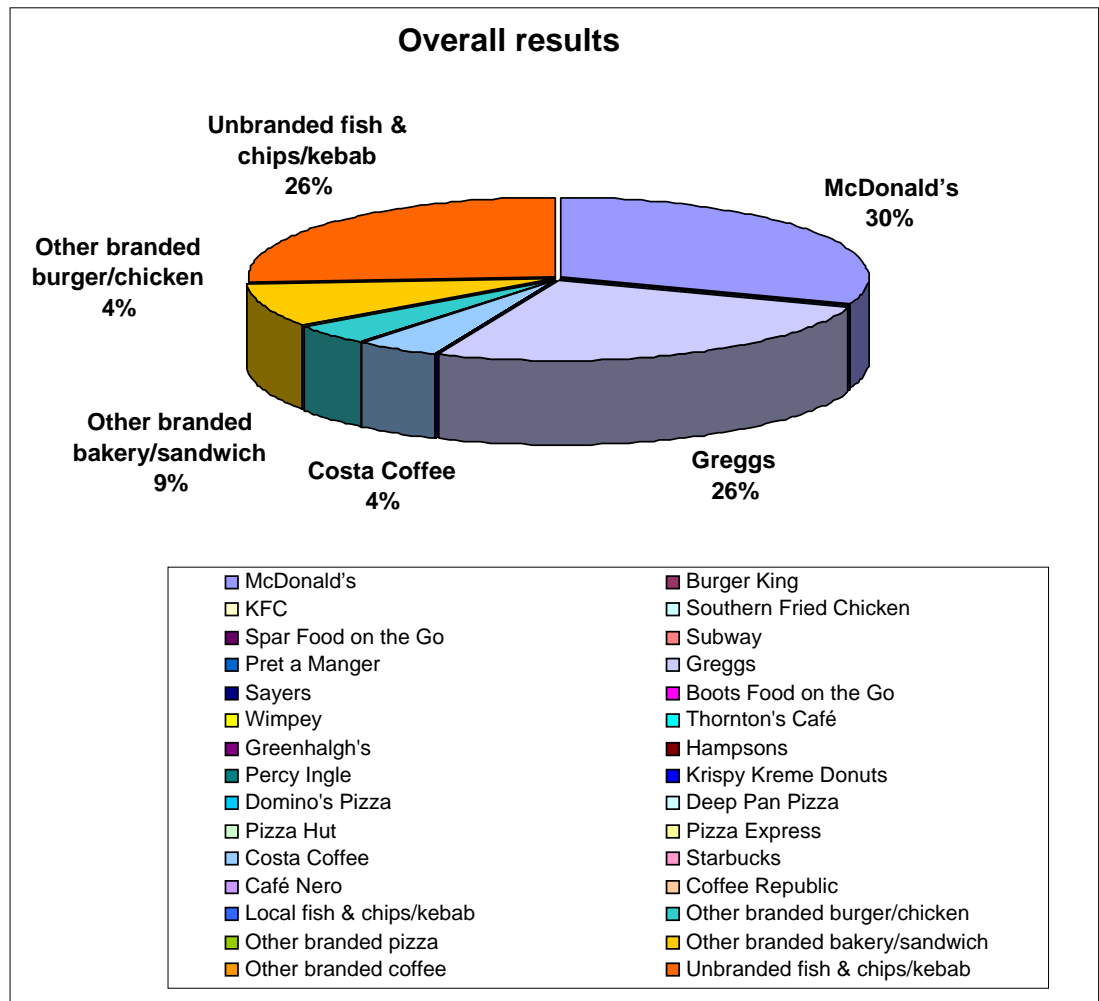
4.7 Birmingham

Overall results

The research revealed that the five most littered fast food brands in Birmingham are:

- | | |
|----------------------------------|-----|
| 1. McDonald's | 30% |
| 2. Greggs | 26% |
| Unbranded fish & chips/kebab | 26% |
| 3. Other branded bakery/sandwich | 9% |
| 4. Costa Coffee | 4% |
| Other branded burger/chicken | 4% |

Figure 22: Birmingham – Overall results



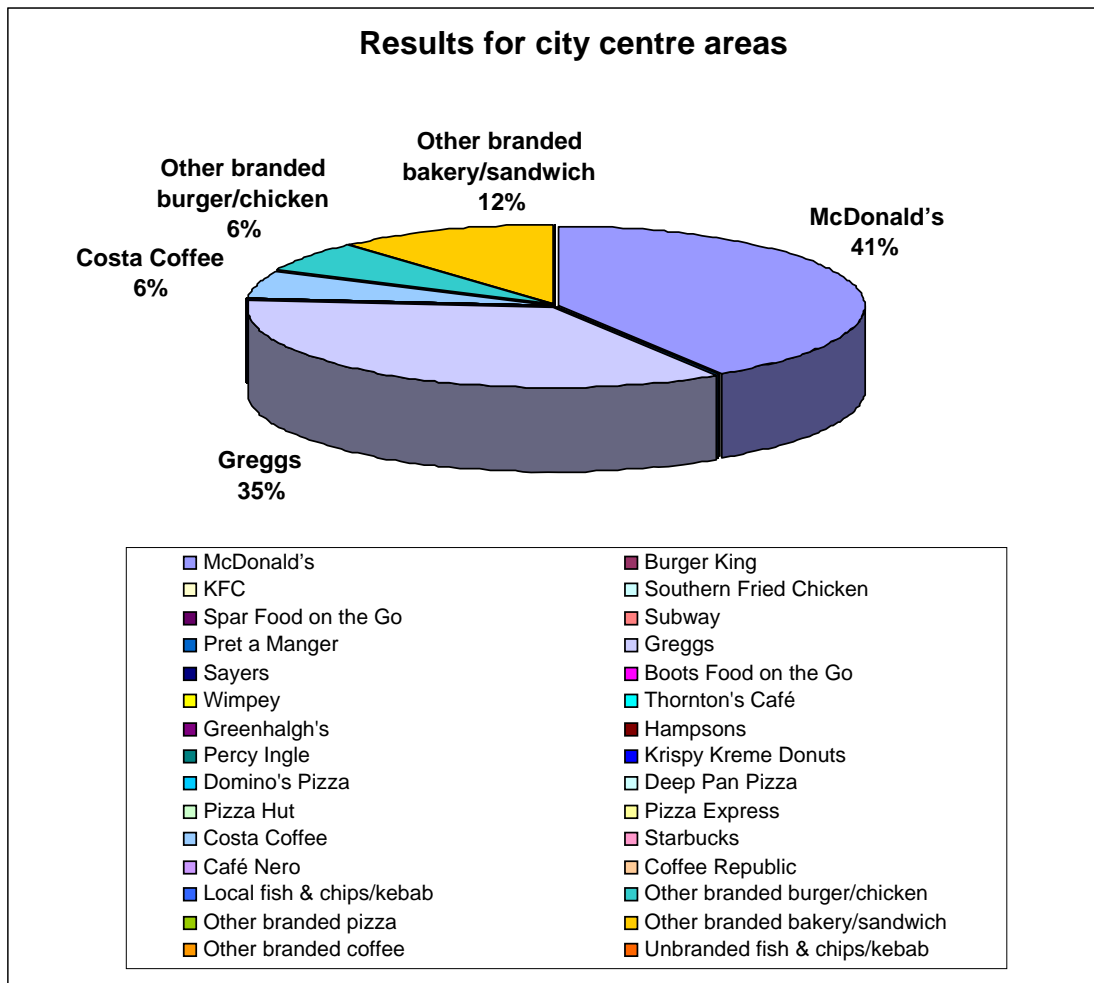
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within Birmingham are:

- | | | |
|----------------------------------|-----|---------------|
| 1. McDonald's | 41% | |
| 2. Greggs | 35% | |
| 3. Other branded bakery/sandwich | 12% | |
| 4. Costa Coffee | 6% | } Joint place |
| Other branded burger/chicken | 6% | |

Figure 23: Birmingham – City centre areas



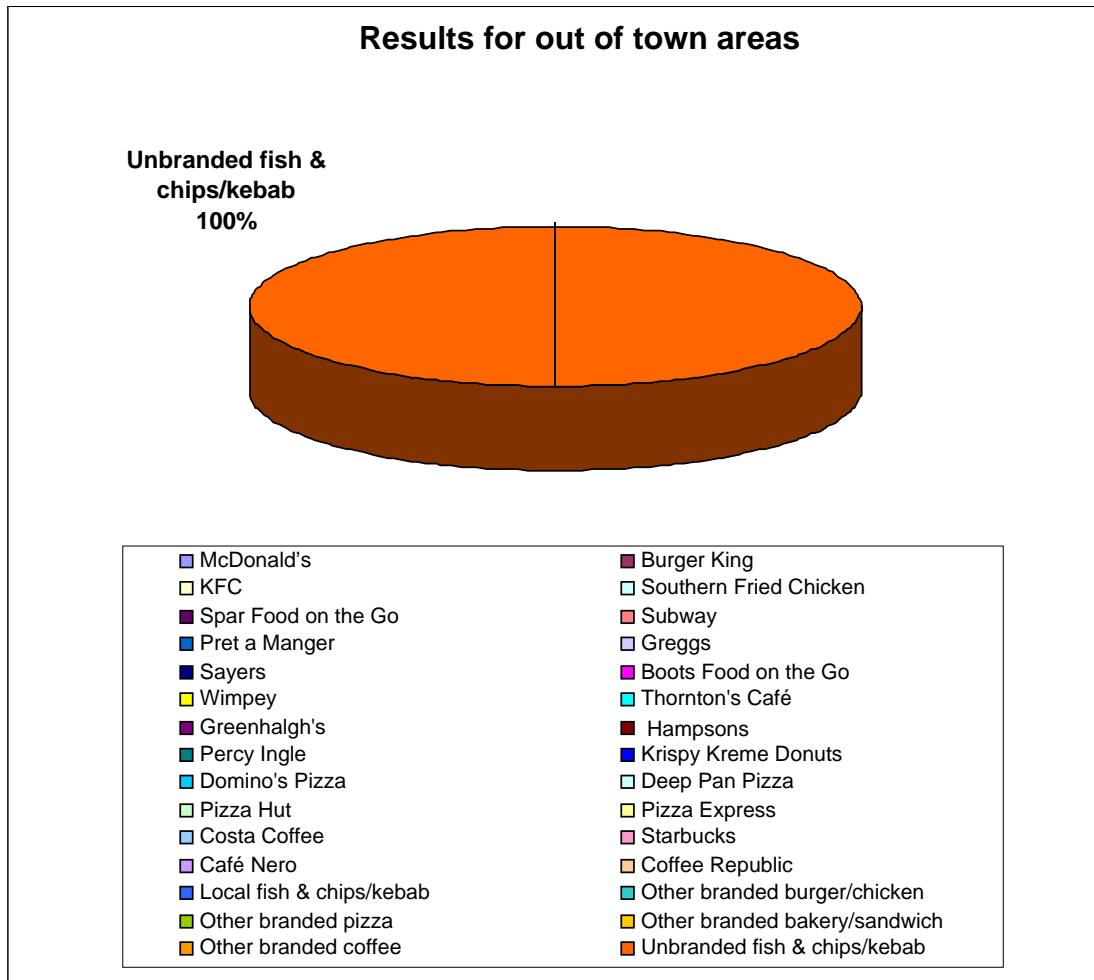
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within Birmingham are:

- | | | |
|----|------------------------------|------|
| 1. | Unbranded fish & chips/kebab | 100% |
| 2. | - | - |
| 3. | - | - |
| 4. | - | - |
| 5. | - | - |

Figure 24: Birmingham – Out of town areas



*The full results from the survey can be found at Appendix 1.

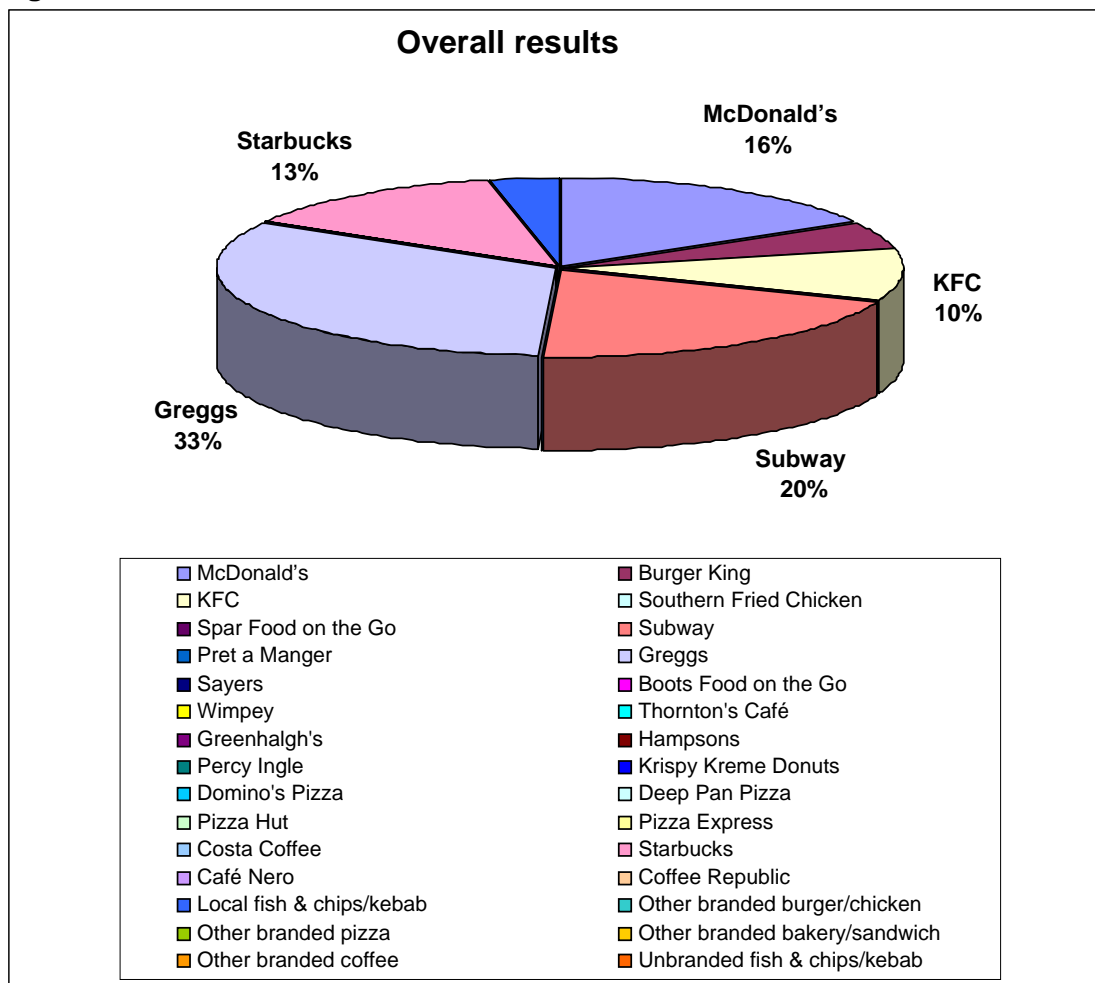
4.8 South West

Overall results

The research revealed that the most littered fast food brands in the South West are:

1. Greggs 33%
2. Subway 20%
3. McDonald's 16%
4. Starbucks 13%
5. KFC 10%

Figure 25: South West – Overall results



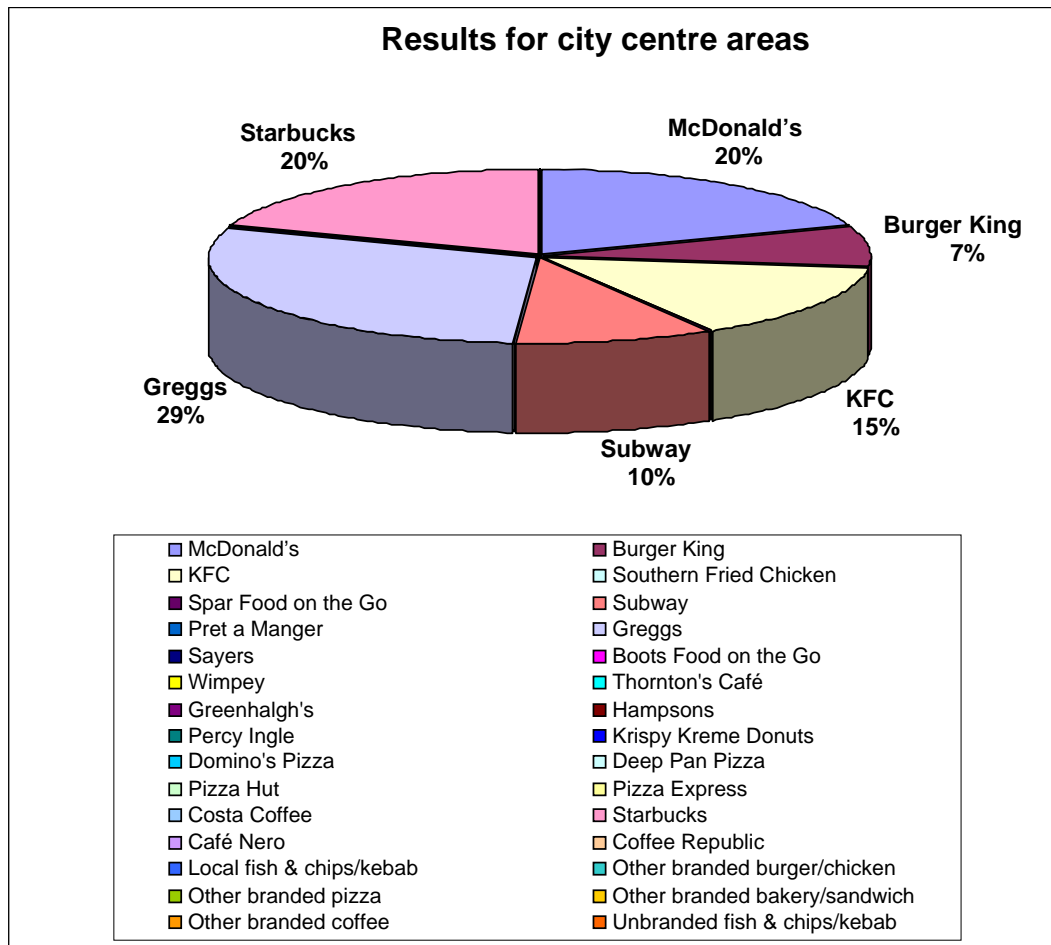
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within the South West are:

1. Greggs	29%	
2. McDonald's	20%	} Joint place
Starbucks	20%	
3. KFC	15%	
4. Subway	10%	
5. Burger King	7%	

Figure 26: South West – City centre areas



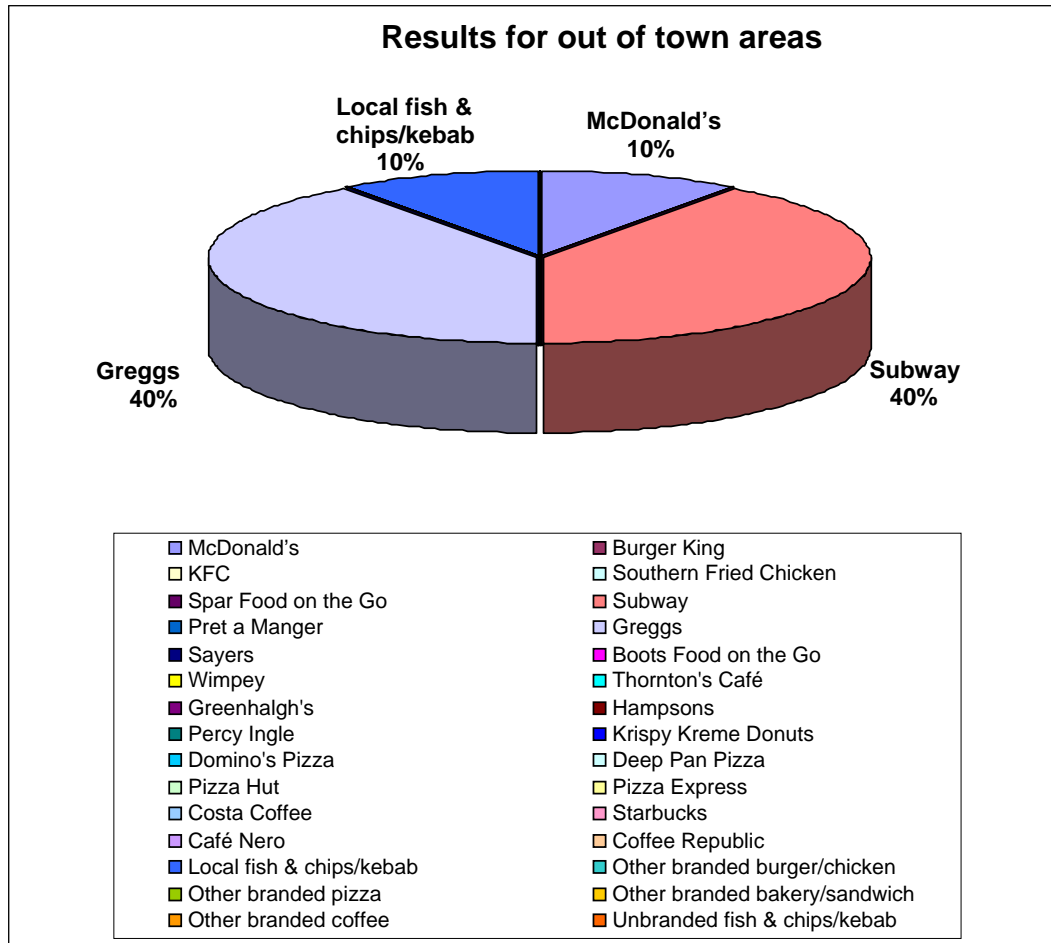
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within the South West are:

- | | |
|--------------------------|-----|
| 1. Greggs | 40% |
| Subway | 40% |
| 2. McDonald's | 10% |
| Local fish & chips/kebab | 10% |

Figure 27: South West – Out of town areas



*The full results from the survey can be found at Appendix 1.

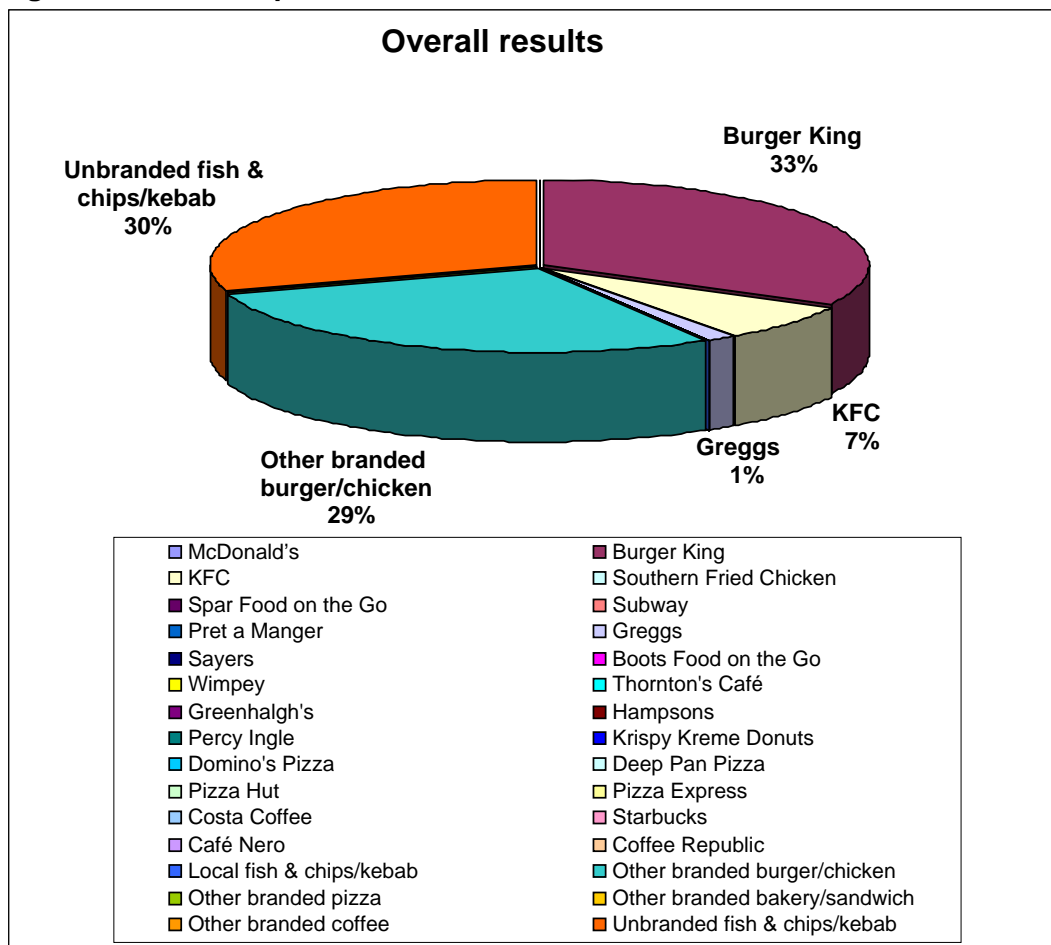
4.9 Southampton

Overall results

The research revealed that the most littered fast food brands in Southampton are:

- | | |
|---------------------------------|-----|
| 1. Burger King | 33% |
| 2. Unbranded fish & chips/kebab | 30% |
| 3. Other branded burger/chicken | 29% |
| 4. KFC | 7% |
| 5. Greggs | 1% |

Figure 28: Southampton – Overall results



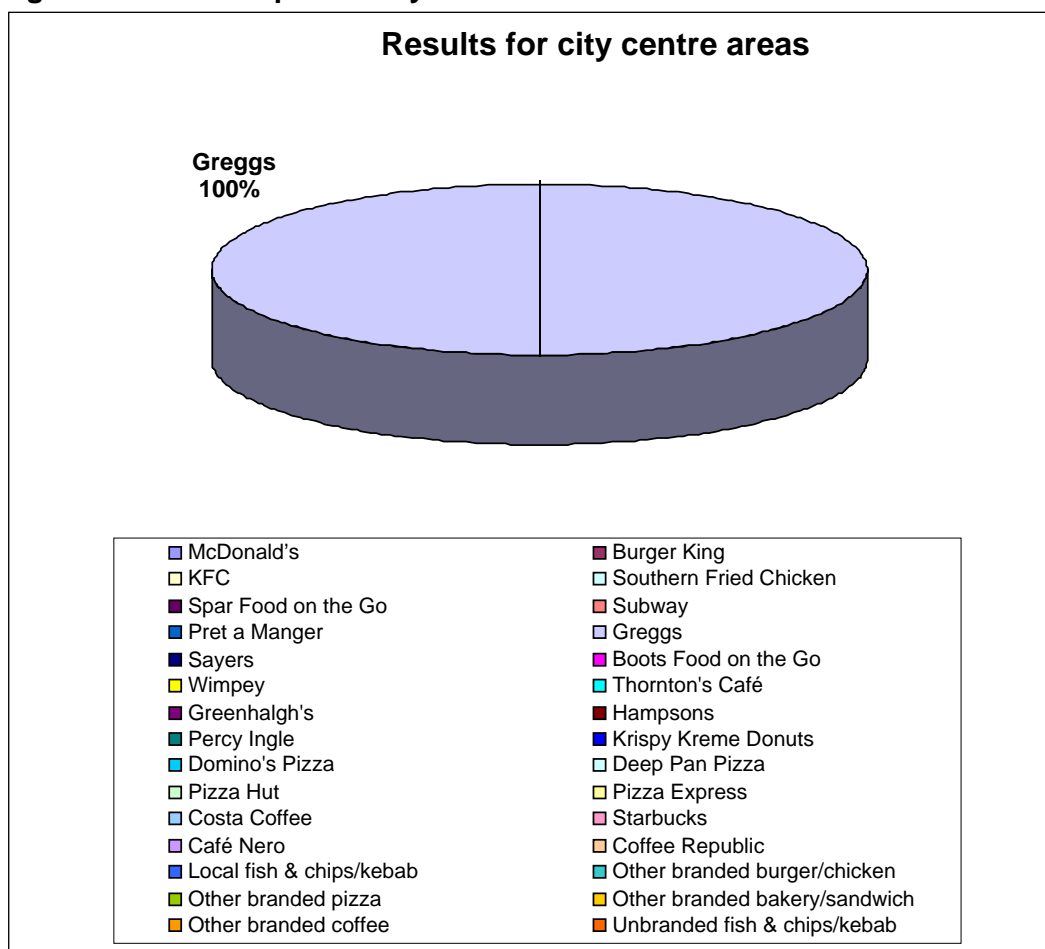
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within Southampton are:

- | | | |
|----|--------|------|
| 1. | Greggs | 100% |
| 2. | - | - |
| 3. | - | - |
| 4. | - | - |
| 5. | - | - |

Figure 29: Southampton – City centre areas



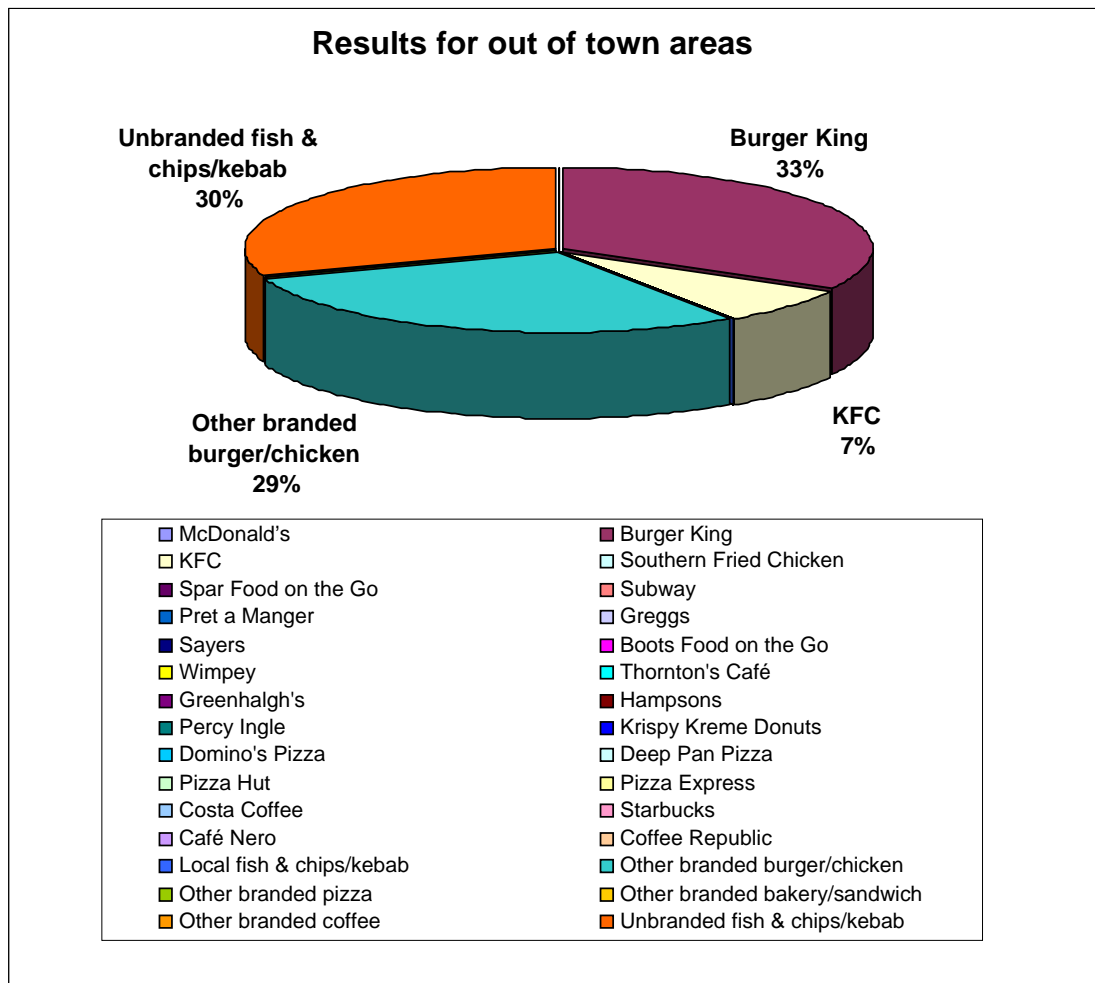
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within Southampton are:

1. Burger King 33%
2. Unbranded fish & chips/kebab 30%
3. Other branded burger/chicken 29%
4. KFC 7%

Figure 30: Southampton – Out of town areas



*The full results from the survey can be found at Appendix 1.

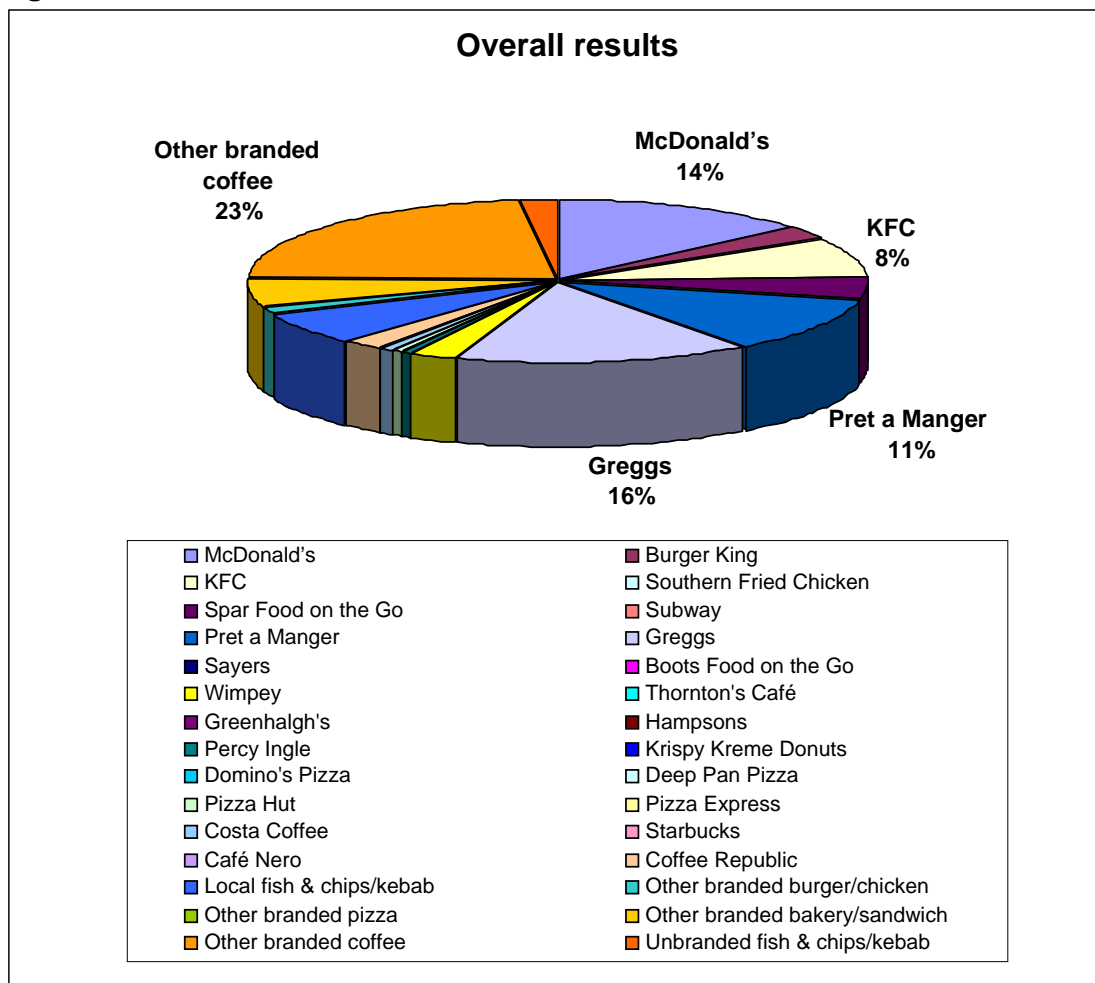
4.10 London

Overall results

The research revealed that the most littered fast food brands in London are:

1. Other branded coffee 23%
2. Greggs 16%
3. McDonald's 14%
4. Pret a Manger 11%
5. KFC 8%

Figure 31: London – Overall results



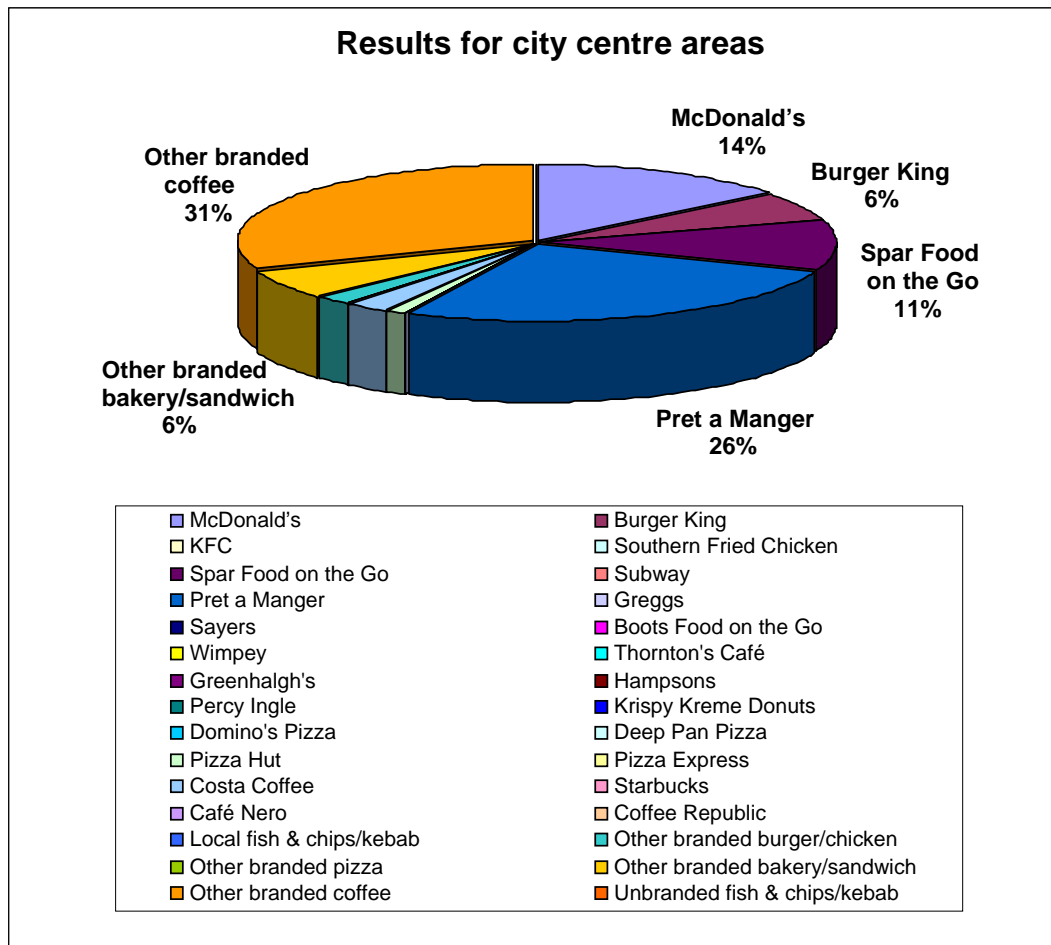
*The full results from the survey can be found at Appendix 1.

City centre areas

The research revealed that the most littered fast food brands in city centre areas within London are:

- | | | |
|-------------------------------|-----|---------------|
| 1. Other branded coffee | 31% | |
| 2. Pret a Manger | 26% | |
| 3. McDonald's | 14% | |
| 4. Spar Food on the Go | 11% | |
| 5. Burger King | 6% | } Joint place |
| Other branded bakery/sandwich | 6% | |

Figure 32: London – City centre areas



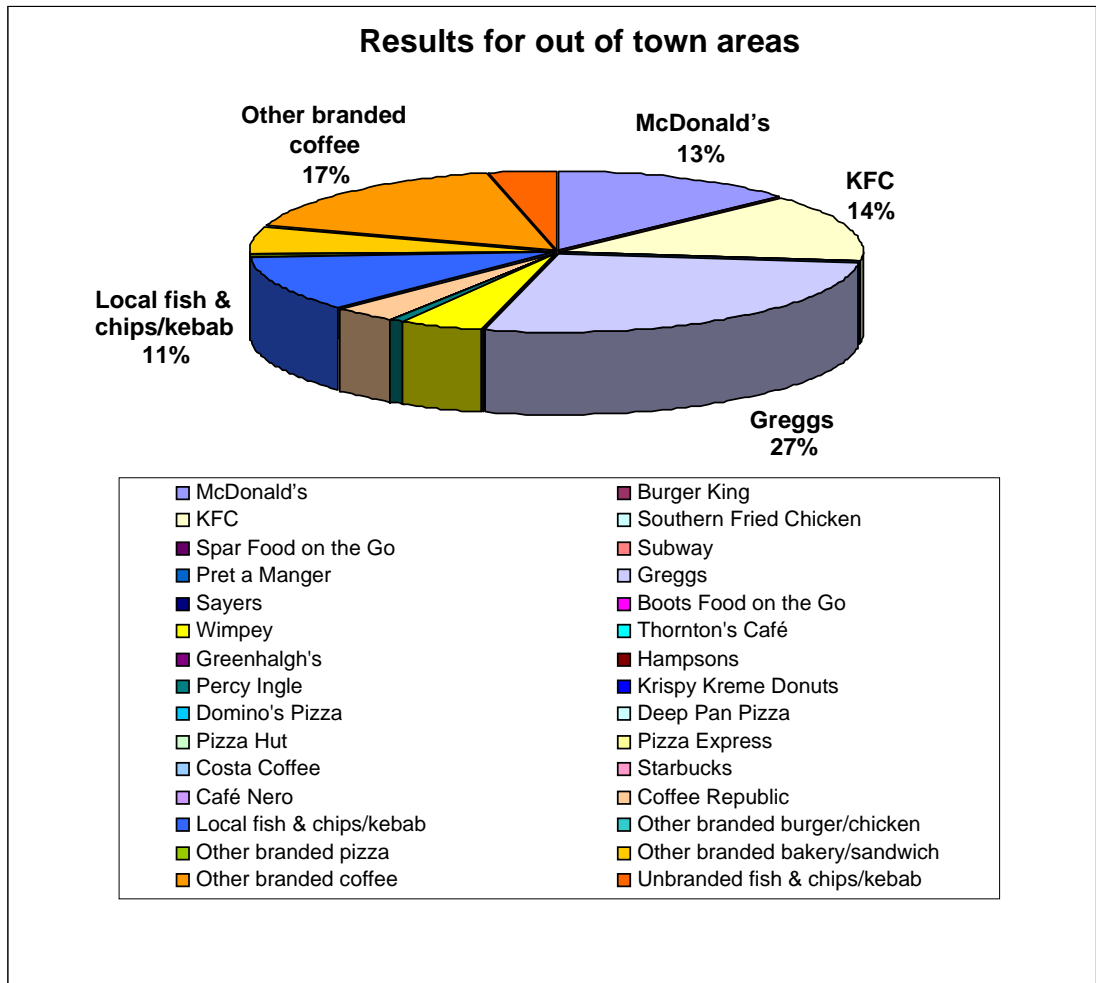
*The full results from the survey can be found at Appendix 1.

Out of town areas

The research revealed that the most littered fast food brands in out of town areas within London are:

1. Greggs 27%
2. Other branded coffee 17%
3. KFC 14%
4. McDonald's 13%
5. Local fish & chips/kebab 11%

Figure 33: London – Out of town areas



*The full results from the survey can be found at Appendix 1.

5.0 Appendix 1: Full results

5.1 National results

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	417	53	78	9	495	29
Burger King	25	3	23	3	48	3
KFC	22	3	112	13	134	8
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	9	1	0	0	9	1
Subway	13	2	68	8	81	5
Pret a Manger	26	3	0	0	26	2
Greggs	124	16	185	21	309	18
Sayers	7	1	0	0	7	0
Boots Food on the Go	1	0	0	0	1	0
Wimpey	0	0	5	1	5	0
Thornton's Café	2	0	0	0	2	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	1	0	6	1	7	0
Percy Ingle	0	0	1	0	1	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	1	0	0	0	1	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	8	1	6	1	14	1
Starbucks	17	2	12	1	29	2
Café Nero	1	0	0	0	1	0
Coffee Republic	0	0	4	0	4	0
Local fish & chips/kebab	1	0	15	2	16	1
Other branded burger/chicken	9	1	21	2	30	2
Other branded pizza	2	0	0	0	2	0
Other branded bakery/sandwich	24	3	18	2	42	2
Other branded coffee	45	6	41	5	86	5
Unbranded fish & chips/kebab	37	5	311	34	348	20
TOTALS	792	100%	906	100%	1698	100%

5.2 Results by location

Newcastle-upon-Tyne

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	141	61	12	22	153	53
Burger King	14	6	0	0	14	5
KFC	16	7	0	0	16	6
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	1	0	0	0	1	0
Pret a Manger	2	1	0	0	2	1
Greggs	30	13	27	50	57	20
Sayers	0	0	0	0	0	0
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	0	0	0	0
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	0	0	0	0	0	0
Starbucks	7	3	0	0	7	2
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	0	0	0	0	0	0
Other branded burger/chicken	0	0	0	0	0	0
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	0	0	0	0	0	0
Other branded coffee	0	0	0	0	0	0
Unbranded fish & chips/kebab	22	9	15	28	37	13
TOTALS	233	100%	54	100%	287	100%

INNER CITY LOCATION: Greys Monument, Granger St/Newgate Street, Newcastle

OUT OF TOWN LOCATION: Sheilds Road (Denmark Street to Flora Street) Newcastle

Liverpool

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	111	66	0	0	111	28
Burger King	1	1	0	0	1	0
KFC	0	0	0	0	0	0
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	4	2	0	0	4	1
Pret a Manger	0	0	0	0	0	0
Greggs	15	9	0	0	15	4
Sayers	7	4	0	0	7	2
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	0	0	0	0
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	1	1	6	3	7	2
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	5	3	0	0	5	1
Starbucks	0	0	0	0	0	0
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	1	1	0	0	1	0
Other branded burger/chicken	0	0	0	0	0	0
Other branded pizza	2	1	0	0	2	1
Other branded bakery/sandwich	10	6	3	1	13	3
Other branded coffee	3	2	0	0	3	1
Unbranded fish & chips/kebab	7	4	223	96	230	58
TOTALS	167	100%	232	100%	399	100%

INNER CITY LOCATION: Church Street (Hanover Street to Whitechapel), Liverpool

OUT OF TOWN LOCATION: Allerton Road (Quarry Street South to Speke Road), Woolton

Manchester

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	10	26	1	6	11	20
Burger King	0	0	0	0	0	0
KFC	0	0	0	0	0	0
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	3	8	6	38	9	17
Pret a Manger	0	0	0	0	0	0
Greggs	16	42	5	31	21	39
Sayers	0	0	0	0	0	0
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	0	0	0	0
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	0	0	0	0	0	0
Starbucks	0	0	0	0	0	0
Café Nero	1	3	0	0	1	2
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	0	0	0	0	0	0
Other branded burger/chicken	1	3	0	0	1	2
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	1	3	0	0	1	2
Other branded coffee	6	16	0	0	6	11
Unbranded fish & chips/kebab	0	0	4	25	4	7
TOTALS	38	100%	16	100%	54	100%

INNER CITY LOCATION: Market Street, Manchester

OUT OF TOWN LOCATION: Barlow Moor Road (High Lane to opposite Chestnut Avenue), Didsbury

Leeds

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	31	70	0	0	31	23
Burger King	0	0	0	0	0	0
KFC	0	0	11	12	11	8
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	0	0	5	6	5	4
Pret a Manger	2	5	0	0	2	2
Greggs	6	14	62	70	68	51
Sayers	0	0	0	0	0	0
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	0	0	0	0
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	0	0	0	0	0	0
Starbucks	0	0	5	6	5	4
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	0	0	0	0	0	0
Other branded burger/chicken	0	0	0	0	0	0
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	1	2	0	0	1	1
Other branded coffee	2	5	0	0	2	2
Unbranded fish & chips/kebab	2	5	6	7	8	6
TOTALS	44	100%	89	100%	133	100%

INNER CITY LOCATION: Briggate (Boar Lane to Headrow), Leeds

OUT OF TOWN LOCATION: Otley Road (Alma Road to Shire Oak Street),
Headingley, Leeds

Sheffield

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	32	42	8	9	40	24
Burger King	0	0	0	0	0	0
KFC	0	0	48	54	48	29
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	0	0	20	22	20	12
Pret a Manger	0	0	0	0	0	0
Greggs	25	33	7	8	32	19
Sayers	0	0	0	0	0	0
Boots Food on the Go	1	1	0	0	1	1
Wimpey	0	0	0	0	0	0
Thornton's Café	2	3	0	0	2	1
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	0	0	0	0	0	0
Starbucks	1	1	0	0	1	1
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	0	0	0	0	0	0
Other branded burger/chicken	0	0	0	0	0	0
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	5	7	0	0	5	3
Other branded coffee	4	5	0	0	4	2
Unbranded fish & chips/kebab	6	8	6	7	12	7
TOTALS	76	100%	89	100%	165	100%

INNER CITY LOCATION: Fargate (all), Sheffield

OUT OF TOWN LOCATION: Ecclesall Road (Collegiate Crescent to Pear Road), Sheffield

Leicestershire

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	65	71	40	19	105	34
Burger King	2	2	0	0	2	1
KFC	0	0	32	15	32	10
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	1	1	29	13	30	10
Pret a Manger	0	0	0	0	0	0
Greggs	13	14	45	21	58	19
Sayers	0	0	0	0	0	0
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	0	0	0	0
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	0	0	6	3	6	2
Starbucks	1	1	7	3	8	3
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	0	0	0	0	0	0
Other branded burger/chicken	5	5	0	0	5	2
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	0	0	9	4	9	3
Other branded coffee	4	4	22	10	26	8
Unbranded fish & chips/kebab	0	0	26	12	26	8
TOTALS	91	100%	216	100%	307	100%

INNER CITY LOCATION: Humberstone Gate (East Gate End), Leicester

OUT OF TOWN LOCATION: St Mary's Road, Market Harborough

Birmingham

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	7	41	0	0	7	30
Burger King	0	0	0	0	0	0
KFC	0	0	0	0	0	0
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	0	0	0	0	0	0
Pret a Manger	0	0	0	0	0	0
Greggs	6	35	0	0	6	26
Sayers	0	0	0	0	0	0
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	0	0	0	0
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	1	6	0	0	1	4
Starbucks	0	0	0	0	0	0
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	0	0	0	0	0	0
Other branded burger/chicken	1	6	0	0	1	4
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	2	12		0	2	9
Other branded coffee	0	0	0	0	0	0
Unbranded fish & chips/kebab	0	0	6	100	6	26
TOTALS	17	100%	6	100%	23	100%

INNER CITY LOCATION: New Street (High Street to Ethel Street), Birmingham

OUT OF TOWN LOCATION: Smethwick High Street (between Firs Lane and Coopers Lane), Birmingham

South West

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	8	20	2	10	10	16
Burger King	3	7	0	0	3	5
KFC	6	15	0	0	6	10
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	4	10	8	40	12	20
Pret a Manger	0	0	0	0	0	0
Greggs	12	29	8	40	20	33
Sayers	0	0	0	0	0	0
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	0	0	0	0
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	0	0	0	0	0	0
Starbucks	8	20	0	0	8	13
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	0	0	2	10	2	3
Other branded burger/chicken	0	0	0	0	0	0
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	0	0	0	0	0	0
Other branded coffee	0	0	0	0	0	0
Unbranded fish & chips/kebab	0	0	0	0	0	0
TOTALS	41	100%	20	100%	61	100%

INNER CITY LOCATION: Union Street - The Horsefair, Bristol

OUT OF TOWN LOCATION: High Street, Weston Super Mare

Southampton

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	0	0	0	0	0	0
Burger King	0	0	23	33	23	33
KFC	0	0	5	7	5	7
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	0	0	0	0	0	0
Subway	0	0	0	0	0	0
Pret a Manger	0	0	0	0	0	0
Greggs	1	100	0	0	1	1
Sayers	0	0	0	0	0	0
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	0	0	0	0
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	0	0	0	0
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	0	0	0	0	0	0
Pizza Express	0	0	0	0	0	0
Costa Coffee	0	0	0	0	0	0
Starbucks	0	0	0	0	0	0
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	0	0	0	0
Local fish & chips/kebab	0	0	0	0	0	0
Other branded burger/chicken	0	0	20	29	20	29
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	0	0	0	0	0	0
Other branded coffee	0	0	0	0	0	0
Unbranded fish & chips/kebab	0	0	21	30	21	30
TOTALS	1	100%	69	100%	70	100%

INNER CITY LOCATION: Above Bar Street (Commercial Road to Gibbs Road), Southampton

OUT OF TOWN LOCATION: Burgess Street (Woodcote Road to Broadlands Road), Southampton

London

BRANDED LITTER ITEM	CITY	CITY %	OUT OF TOWN	OUT OF TOWN %	TOTAL ITEMS	TOTAL %
McDonald's	12	14	15	13	27	14
Burger King	5	6	0	0	5	3
KFC	0	0	16	14	16	8
Southern Fried Chicken	0	0	0	0	0	0
Spar Food on the Go	9	11	0	0	9	5
Subway	0	0	0	0	0	0
Pret a Manger	22	26	0	0	22	11
Greggs	0	0	31	27	31	16
Sayers	0	0	0	0	0	0
Boots Food on the Go	0	0	0	0	0	0
Wimpey	0	0	5	4	5	3
Thornton's Café	0	0	0	0	0	0
Greenhalgh's	0	0	0	0	0	0
Hampsons	0	0	0	0	0	0
Percy Ingle	0	0	1	1	1	1
Krispy Kreme Donuts	0	0	0	0	0	0
Domino's Pizza	0	0	0	0	0	0
Deep Pan Pizza	0	0	0	0	0	0
Pizza Hut	1	1	0	0	1	1
Pizza Express	0	0	0	0	0	0
Costa Coffee	2	2	0	0	2	1
Starbucks	0	0	0	0	0	0
Café Nero	0	0	0	0	0	0
Coffee Republic	0	0	4	3	4	2
Local fish & chips/kebab	0	0	13	11	13	7
Other branded burger/chicken	2	2	1	1	3	2
Other branded pizza	0	0	0	0	0	0
Other branded bakery/sandwich	5	6	6	5	11	6
Other branded coffee	26	31	19	17	45	23
Unbranded fish & chips/kebab	0	0	4	3	4	2
TOTALS	84	100%	115	100%	199	100%

INNER CITY LOCATION: The Strand (Southampton Street to William IV Street), London

OUT OF TOWN LOCATION: London Road, Morden

6.0 Appendix 2: Survey areas

LOCATION	INNER CITY SURVEY AREA	OUT OF TOWN SURVEY AREA
Newcastle upon Tyne	Greys Monument, Granger St/Newgate Street, Newcastle	Sheilds Road (Denmark Street to Flora Street) Newcastle
Liverpool	Church Street (Hanover Street to Whitechapel), Liverpool	Allerton Road (Quarry Street South to Speke Road), Woolton, Liverpool
Manchester	Market Street, Manchester	Barlow Moor Road (High Lane to opposite Chestnut Avenue), Didsbury
Leeds	Briggate (Boar Lane to Headrow), Leeds	Otley Road (Alma Road to Shire Oak Street), Headingley, Leeds
Sheffield	Fargate (all), Sheffield	Eccleshall Road (Collegiate Crescent to Pear Road), Sheffield
Leicester	Humberstone Gate (East Gate End), Leicester	St Mary's Road, Market Harborough
Birmingham	New Street (High Street to Ethel Street), Birmingham	Smethwick High Street (between Firs Lane and Coopers Lane), Birmingham
Bristol	Union Street - The Horsefair, Bristol	High Street, Weston Super Mare
Southampton	Above Bar Street (Commercial Road to Gibbs Road), Southampton	Burgess Street (Woodcote Road to Broadlands Road), Southampton
London	The Strand (Southampton Street to William IV Street), London	London Road, Morden