

Litter is a health and safety hazard to the residents of Hartford and it projects an image of a dirty, crime-ridden city. Respect Yourself, Hartford, a grass roots anti litter effort, believes that only a holistic effort led by engaged citizens can solve the problem. Understanding resident's attitudes towards litter, educating residents about the serious issues litter creates, seeking solutions from successful cities and most of all, placing responsibility on residents and, not relying solely on city services. We must find ways to convince residents that litter is their problem and that they need to take responsibility.

The Urban League of Greater Hartford conducted a litter attitude survey for Respect Yourself, Hartford this summer. This is a first in a series of surveys; schools and other organizations will be contacted about conducting similar surveys. A survey initiates the conversation about the litter problem. The results of the survey will facilitate targeted corrective communications and act as a baseline.

The survey was conducted in two environments – electronically on FaceBook and “on the street”. The neighborhood around the Urban Leagues offices off of Woodland Avenue, Sigourney Park and Farmington Avenue were the locations where resident's responses were solicited.

About 350 people provided input and the breakdown by sex was almost 50 male /50 female. From the total survey, when asked how often they litter, just 6% said they litter all the time, 46% sometimes litter and 48% indicated that they never litter. Most respondents understood that paper wrappers, plastic bottles and cans were litter, but less than half identified left over food, pet waste, cigarette butts and biodegradable debris as litter. Over half of the respondents believed that litter made the area look ugly, smelled bad, harmed animals and was a health hazard. But under half did not recognize litter as a fire hazard, or to be poisonous or to cause injury to people. Over 50% believe that cleaning up litter was everyone's responsibility. About a third of the respondents felt that people who litter should be the ones to pick it up .

The last question was “What do you think should be done to decrease litter?” The answers are ranked in descending order.

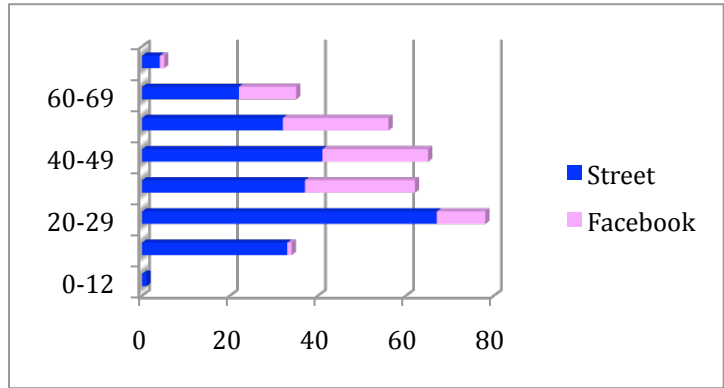
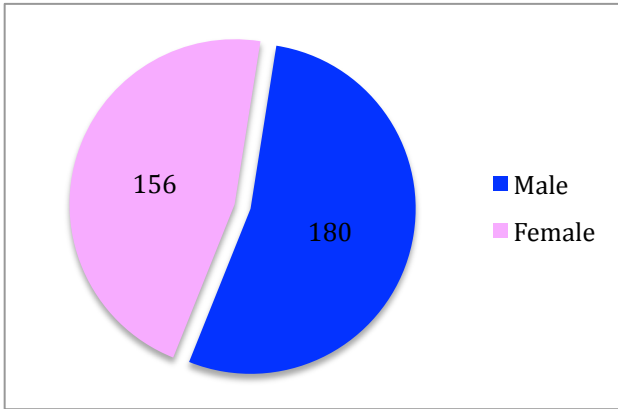
- Additional trash and recycle bins
- Fines
- Marketing Campaign
- Organized Clean-Ups
- Education for Youth
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The under 30 year olds mentioned community service opportunities. This is an untapped resource, which could be a significant component of the solution to this problem.

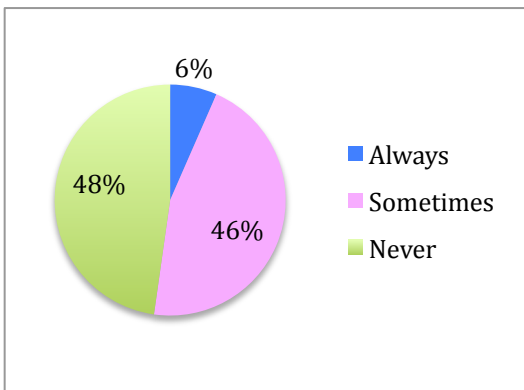
The City of Hartford is responsible for provision of adequate garbage and recycling containers and removal of the contents as well as imposing fines and writing tickets to offenders. Whereas, organizing community cleanups, marketing and educational efforts would benefit from the City's influential relationships to ensure success. The latter two, marketing and educational efforts, are where Respect Yourself, Hartford intends to continue its efforts.

Supporting data in charts can be found on the following page, for copies of the raw data, please contact, Donna Swarr, RespectHartford@hotmail.com.

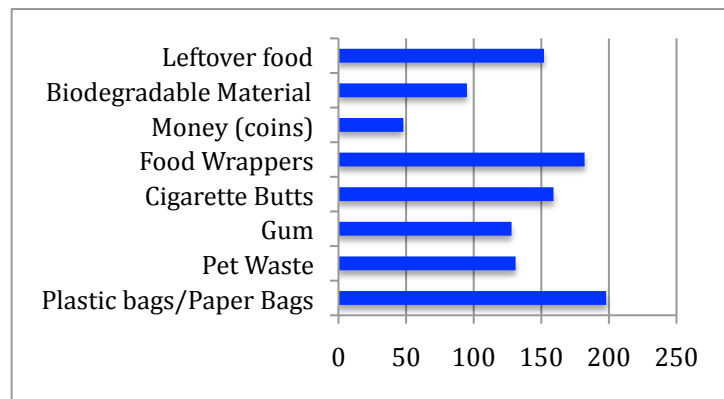
Demographic Data



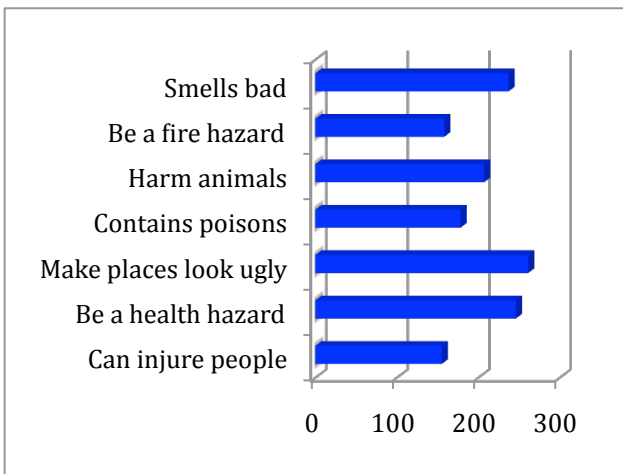
Do you litter?



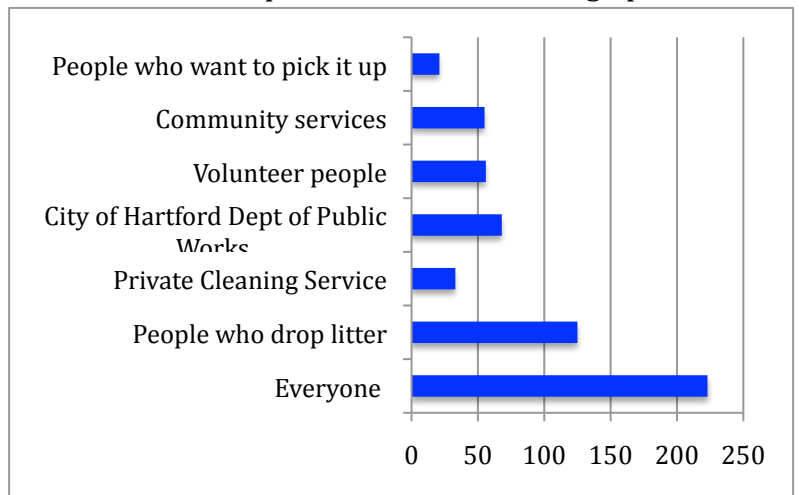
What is litter?



What concerns do you have about litter?



Who is responsible for the cleaning up the litter?



What Do You Think Should be Done to Decrease Litter?

