

'GUM DROPPERS' SEGMENTATION RESEARCH

March 2004

Overall Research Objective

To understand the attitudes and behaviours of gum droppers and to identify how their attitudes segment, in order to develop messages that will change their behaviour

Specific Research Objective by Stage

Stage 1 - to identify the attitudinal and behavioural segments of gum droppers

Stage 2 - to validate the segments identified in Stage 1 and to test ways of persuading them to dispose of their gum responsibly in the future

Stage 3 - to quantify the size of each of the segments and understand more about the behaviour and interests of these segments

METHOD & SAMPLE

Stage 1

- 7 adult focus groups were conducted with a mix of gender, age and social class.
- 4 quads were conducted with children between the ages of 12-17
- All were chewing gum once a fortnight or more and had to agree that they regularly or occasionally dropped gum

Stage 2

- 8 adult focus groups were conducted , 2 per segment with a mix if gender, age and social class.

Stage 3

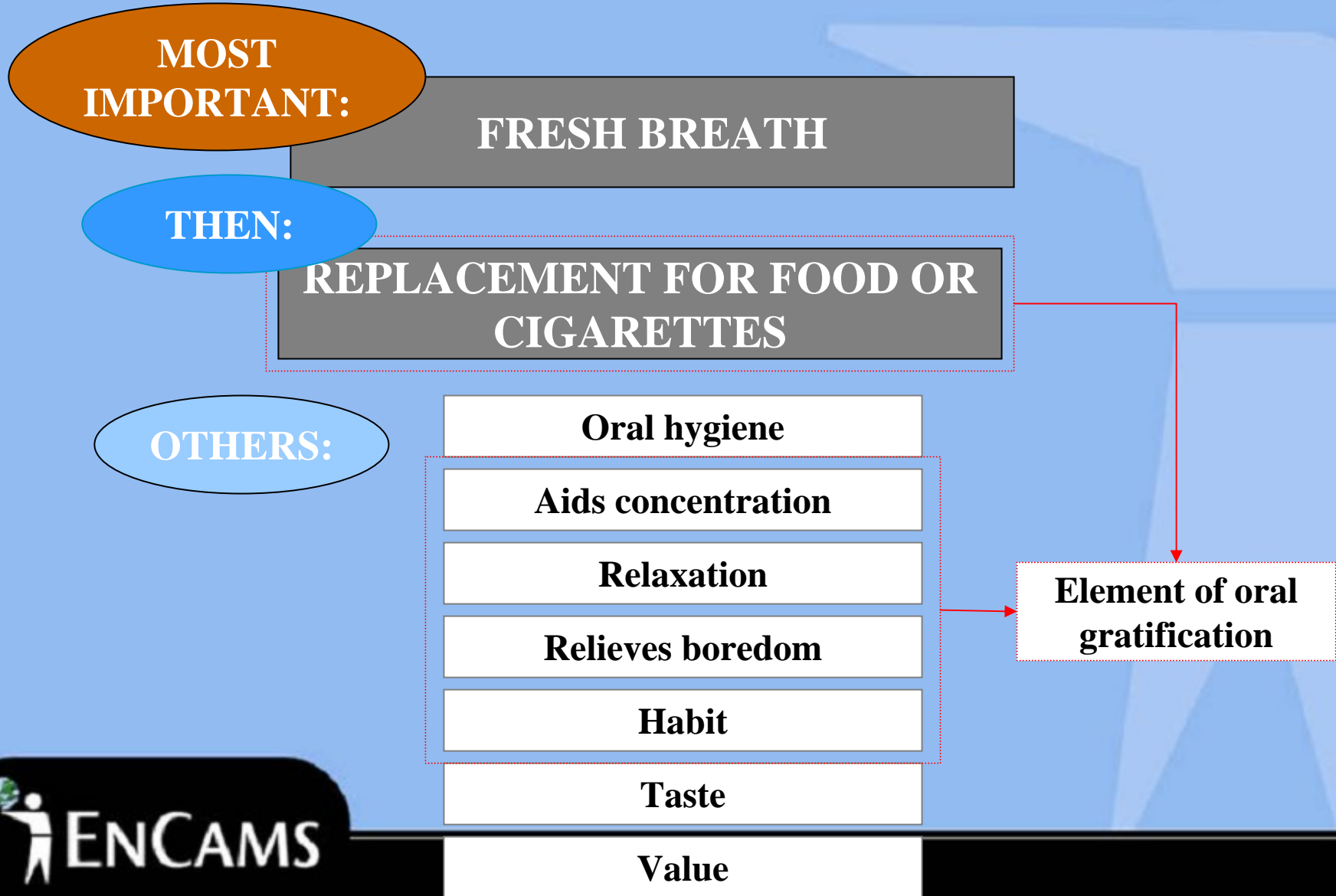
- 1,000 interviews were conducted in the street with a broad age spread (18-54 plus) and SEG (ABC1C2DE)
- All were regular or occasional gum chewers
- All disposed of their gum incorrectly some of the time



MAIN FINDINGS



RATIONAL MOTIVATIONS FOR CHEWING GUM



CHEWING GUM OCCASIONS

- There were very many different occasions during the day especially, when gum was chewed; when driving, at work and at school
- It was less common in the evening especially at home, but there were mentions of on the way to the pub (in the pub) or at football. *“If I was home in the evening with the family I wouldn’t even think of putting chewing gum in my mouth”*
- Gum consumption was largely beneficial when around other people. *“It’s more when I’m out. I think it’s more of a point of fresh breath”* *“if I’m going out with my friends”*
- And although many were consuming in a solitary way, the sharing of gum was thought to be sociable. *“I always pass it round”* *“you always say ‘do you want one’, it’s just being polite in a circle of friends”*

THE IMAGE OF GUM CHEWERS

**WHILST CHEWING GUM IS LARGELY DRIVEN BY
RATIONAL MOTIVATION AND HABIT**

THERE IS AN IMAGE ASSOCIATED WITH GUM CHEWERS

**SMART AND OLDER PEOPLE WOULD BE LESS
LIKELY TO DO IT**

BUT HARD PEOPLE WITH ATTITUDE DO

SO HOW DO THEY DISPOSE OF THEIR GUM?

THE IMAGE OF GUM CHEWERS

**THERE IS AN ELEMENT OF 'COOL'
IN CHEWING GUM...**

**Reminds chewers of motivations for
starting smoking**

Connected with an 'attitude'

Often a sociable/tribal activity

**Perhaps disposal methods are part of the
cool ritual - or could become a positive
personal statement**

TRIGGERS TO DISPOSAL



**In addition, there were situational factors
(about to eat, drink, go into a meeting)**

The disposal urge was immediate

DISPOSAL OF GUM

Everyone in our sample was dropping or spitting out their gum routinely, and most were making occasional use of the bin. The disposal decision was very much driven by **where** they were and **who** they were with.

“It depends on who is around and where you are”

“If I’m with someone I don’t know very well I won’t just throw it on the floor”

“If I was with a child I wouldn’t try and show them the bad ways I’ve got”

“My mum and dad would go mad if they knew I just throw it”

- They would occasionally make use of a bin, but only under the right circumstances.

“If I’m in work then obviously it will go in a bin”

“If I’m at home I find a bin”

“If I was in town or something and there was a bin nearby I’d put it in the bin” “if my boss was watching me”

DISPOSAL OF GUM

- Spitting out gum was especially prevalent from the car. *“I like to keep the car tidy so it would go out of the window”* *“There is nowhere to put it in the car, that’s the problem”* They justified and excused their actions in a couple of main ways. *“It’s easier than taking your hands off the wheel”* *“I wouldn’t do that at the lights...when I throw mine out of the car it’s on the motorway at 70-80 mph...at speed where nobody can catch me”*
- Apart from spitting out gum, dropping it on the floor was also common. *“If I’m out I chuck it on the floor”* *“I’m not being funny but if you’re in the High Street there’s nowhere but to put it on the ground”* *“if no-one is watching me I’ll put it on the floor”*
- Kicking their gum was most common amongst the men in our sample, though not exclusively. *“Sometimes I kick it, I do actually to get it away”*
- A few men enjoyed aiming at a target. *“I’m a bit of a villain, I see things as targets, trying to stick it on”*

Bravado, especially for some males

Undesirable to touch used gum

Driven by desire to clean up personal environment

Lots of excuses

**SEGMENTATION
CLUES?**

DISPOSAL OF GUM

- Some did sometimes wrap up their gum in a piece of tissue or scrap paper and then put it in a bin or a pocket.
- The perceived problem with chewing gum wrapped in tissue in a pocket was mainly the risk that it would get forgotten and then go through the wash and end up damaging clothes

Other minority disposal methods included the following:

- **Swallowing it** *“I’ve even swallowed it in desperation before”*
- **Ashtray/glass/toilet in pub**
- **Back of bus seats, under seats/tables/desks, on walls** *“In the playground I stick it on the bannisters if you’re walking past some” “there’s some on the walls as well in the dinner hall”*
- **In the fire/fireplace**
- **On posters by the escalator in the underground**
- **On the edge of the football pitch**

THE INCREASING IMPORTANCE OF SELF IMAGE

THEN...

“No-one’s looking at you”

Plastic surgery

Body shape

“What Not to Wear”

Diet fads

Male cosmetics

**More extrovert
fashions**

Anorexia

Body piercing

Exercise fads

**Glamour in
all media**

NOW...

“Look at me”

Gum has benefited from this change

**Gum disposal behaviour is also self
conscious**

EXCUSES FOR INCORRECT DISPOSAL

3 MAIN LINKED REASONS

They felt that there were no bins/not enough bins and certainly not in the right place for them at the moment of disposal. *“if we’re all that bothered about it then we would hold onto it until we found a bin, we wouldn’t drop it. But it’s ease isn’t it, it’s so small”*

They argued that they did not always have tissue/paper/foil to hand at the moment of disposal. *“In the old Wrigley’s days you’d have your foil”*

Closely linked to the above reasons, was **laziness**. *“It’s not caring really, not bothering...no consideration for others” “we just don’t think”*

Another reason with fewer mentions included correct disposal when driving.

“You can’t start fiddling when you’re driving”

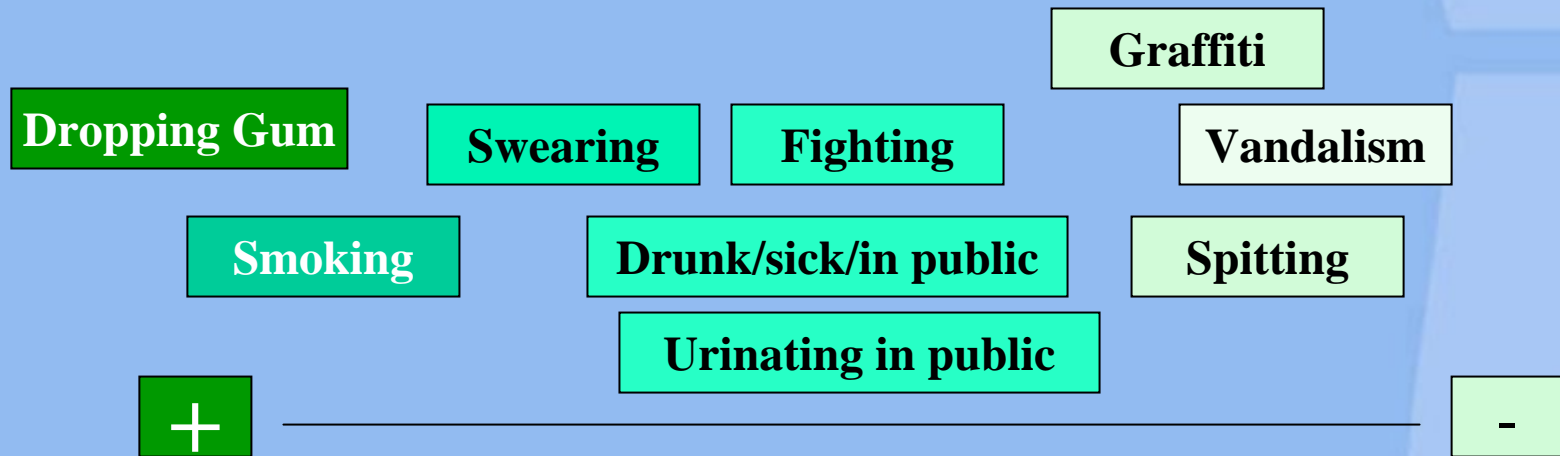
“it’s just so much easier to spit it out the window”

BARRIERS TO THE CORRECT DISPOSAL OF GUM

- The overwhelming need to get rid of the gum immediately.
“You pull it out with your fingers and you don’t want it on your hands then, you want rid of it straight away”
- And the fact that gum is just so very sticky.
“It’s not something you can put in your pocket either is it? It will stick in your pocket” “even if you’ve got paper it would all seep out and get stuck to your pocket”
- The vast majority thought that it was dangerous to swallow gum, and some gave this as a reason why they didn’t dispose in this way.
“I was told not to swallow it because it wraps around your heart” “it could kill you, my mum told me”
- However, for most others there was some awareness of the consequences.
“It stains, it’s like pebble dash” “they’ve got big areas in the shops, it’s all over the place, it’s disgusting”

SO HOW BAD IS DROPPING GUM?

- When compared with other anti-social behaviour, gum was thought to be at the most acceptable end of the spectrum. *“It’s a minor thing”* *“loads of people do it”* *“I don’t think it’s offensive”*



SO HOW BAD IS DROPPING GUM?

**DROPPING
GUM IS OK**

SMALL

DOESN'T BLOW AROUND

NOT DANGEROUS

DOESN'T SMELL

EVERYONE DOES IT

IT'S NOT REALLY LITTER

**BUT PERSONAL IMPACT
CAUSES A PROBLEM**

**ENVIRONMENTAL
IMPACT MUCH LESS SO**

DISPOSAL SOLUTIONS - SPONTANEOUS SUGGESTIONS

There were many suggestions for how to dispose of gum ‘correctly’

- The immediate reaction in many cases was ‘**more bins**’ although they would have to be in just the right places (outside chip shops, schools and newsagents) and be of the best design for gum spitters!
- *“More bins, more open bins...but like really wide so you can just walk past and spit it in”*
- Many suggested **packaging innovations** to help encourage correct disposal of gum.
“What if they gave away like little pieces of greaseproof paper or something you could just wrap it in?”
- There was also the idea of creating a separate compartment within the gum packaging to dispose of the old gum.
- *“Half your chewing gum and half empty so when you finished it you could put it in there and then dispose of it afterwards”*
- **Swallowing** it was a possibility for some, providing that they were told it was safe to do so *“explain what happens in your stomach”* although not all were convinced given the ‘tales’ their mothers had told them in childhood, and for some children in particular, the sensation of swallowing gum was unpleasant for them.
“It feels weird though to swallow it...it just doesn’t slide down”

DISPOSAL SOLUTIONS - GUM BOARDS / BINS

- Different types of gum bin / target board were tested.
- Target boards were thought by many to be unsightly as you could see other people's gum
“Oh no, what if you got pushed into it...the lads would stick your hair in it...that is just a terrible idea, you'd have flies around it...unhygienic”
“more unsightly than being on the floor”
- Other bins with holes to put gum through were felt to be much tidier but there were several perceived problems with this too. Firstly because the holes were so small, it was thought difficult to use in a hurry.
“It looks too fiddly to get it in the hole”
“if it makes it more difficult for you to put it in, you're not going to do it.”

DISPOSAL SOLUTIONS - CONCLUSIONS

MOST GUM LITTERERS DO NOT REGARD THIS AS IMPORTANT

However, they tend to be discrete about their mis-behaviour

Therefore their disposal depends upon the situation (especially where they are and who they're with)

THEY WOULD LIKE A BETTER METHOD OF DISPOSAL THAT IT IS MORE SOCIALLY ACCEPTABLE

But it needs to be easy, quick and not messy for them

DISPOSAL SOLUTIONS - CONCLUSIONS

**6 BROAD AREAS TO CONSIDER/DEVELOP
FOR STAGE 2**

**COMPULSION
/FINING**

**PRODUCT
MODIFICATION**

**PACKAGING
MODIFICATION**

**DEVELOP
DISPOSAL
INSTRUCTIONS**

BIN DESIGN

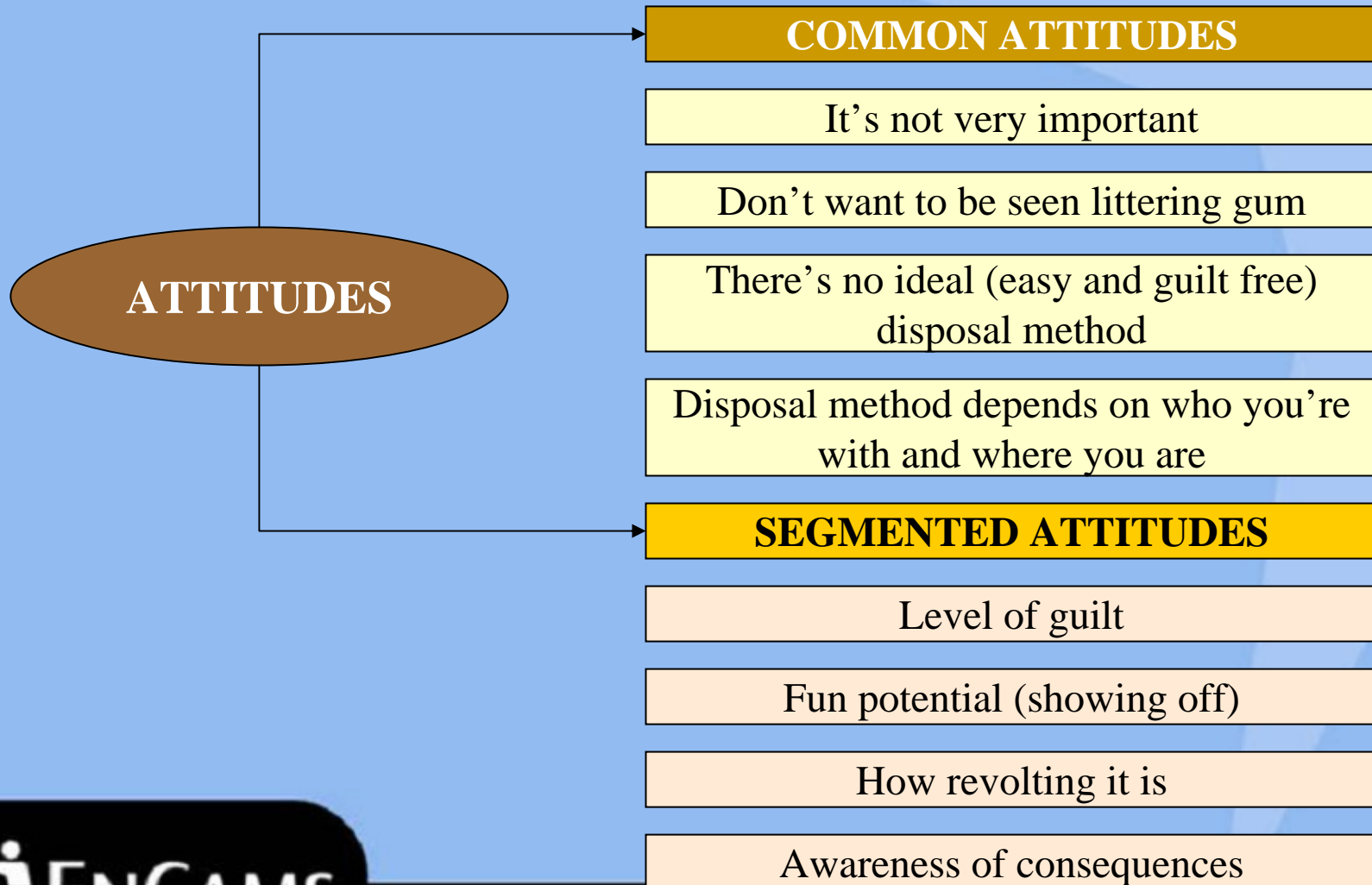
**CAMPAIGN
MESSAGES**



SEGMENTATION



TOWARDS A DISPOSAL SEGMENTATION



TOWARDS A DISPOSAL SEGMENTATION

- There was very little difference between actual disposal **behaviour**. All were dropping and spitting their gum routinely and most were using a bin occasionally under the right circumstances
- However, **attitudes** towards their disposal behaviour did vary across the sample
- The critical split was between:

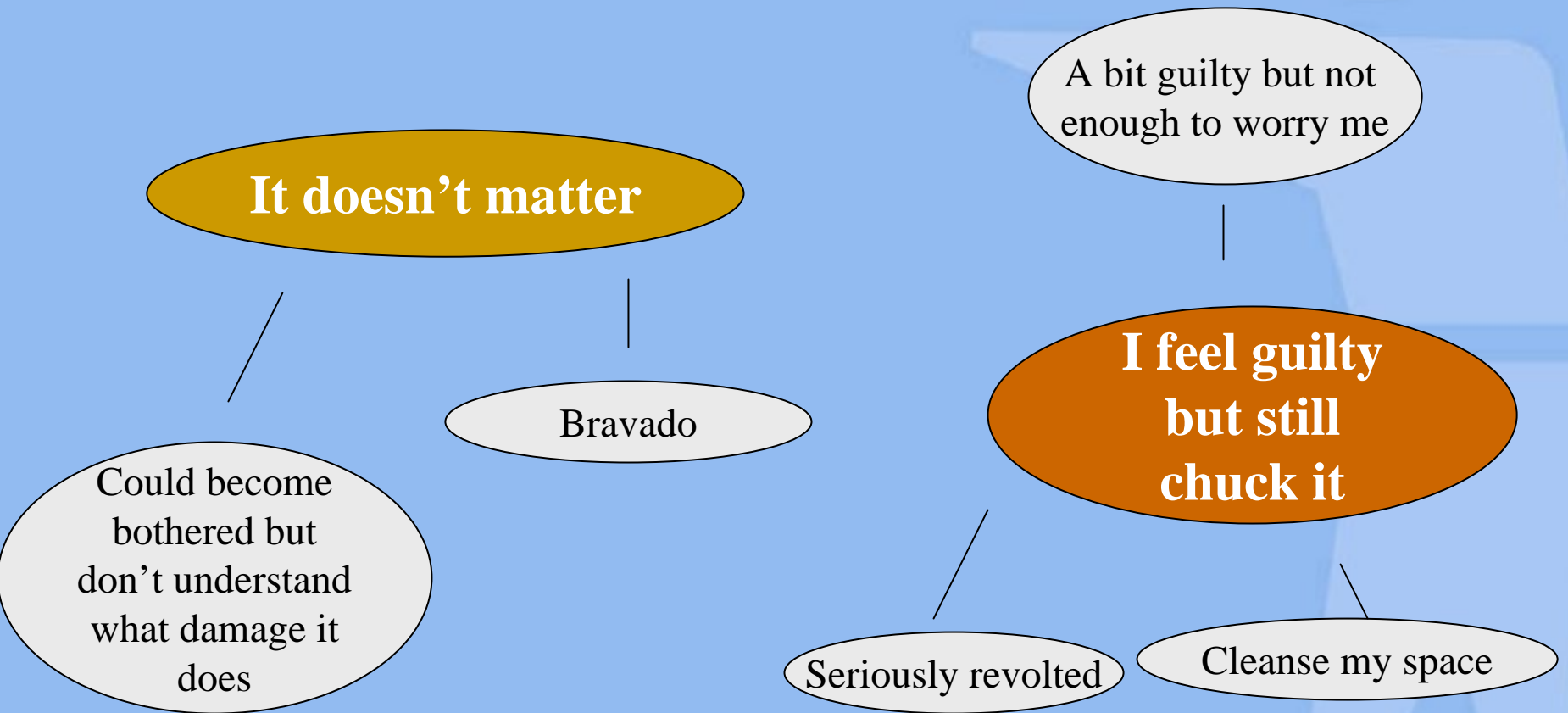
It doesn't matter

AND

I feel guilty
but still
do it

- And each of these had shades of intensity which are likely to affect how they respond to messages about disposal

TOWARDS A DISPOSAL SEGMENTATION



CHILDREN

Boys:

- Under 13, they still behave as children (not teenagers)
- 16/17:
 - A fair bit of bravado
 - But also some guilt/effort to behave

Girls:

- Consistent attitudes across age range
- Largely ‘whatever’ and ‘what’s the problem?’
- Didn't want social discourse interrupted
- But easily revolted

EXCUSES EXCUSES

THE SEGMENTS

- *'I know it's wrong to drop gum, but I do it discretely and hope no-one sees me'*



- Their guilt about dropping gum was evident both from the manner in which they went about disposal (discretely) and the way in which they excused their own behaviour.
- They were very quick to say that everyone else was dropping gum too, and to blame the lack of bins for their habitual dropping and spitting

- *'I know it's wrong to drop gum, but I do it discretely and hope no-one sees me'*

- Over 50% chew gum everyday
- Likely to be heavy smokers
- Favourite disposal method was throwing / spitting on the floor



**EXCUSES
EXCUSES**

- More likely to be female
- No difference in age
- More likely to be DE, less likely to be AB
- More likely to live in the North
- Newspaper readership as overall sample

Overall, 50% of gum droppers identify with Excuses Excuses
(16% as their main segment)

BRAVADO

THE SEGMENTS

'It's good fun spitting and kicking chewing gum after I've finished with it'



- Bravado's enjoyed not only spitting but also kicking their gum, a game which they created to be shared with their mates (younger segment) or simply to be individually challenging (older segment)
- They were generally unconcerned about the consequences of dropping or kicking their gum (especially the younger segment)

'It's good fun spitting and kicking chewing gum after I've finished with it'

- Most likely to be daily chewers of gum
- Most likely to spit in general
- Most likely to swallow gum
- Most likely to spit or throw gum out of a car window
- Favourite disposal method was throwing / spitting on the floor



BRAVADO

- More likely to be male
- More likely to be 14-18 year olds
- More likely to be AB C1
- More likely to live in Yorkshire & the Humber or East Anglia
- Readers of the 'Sun'

Overall, 9% of gum droppers identify with Bravado
(5% as their main segment)

REVOLTED

THE SEGMENTS

'The idea of getting gum stuck in your hair or on your clothes or shoes is disgusting'



- Many had had **first hand experience** of getting chewing gum in their hair or on their clothes and shoes, and they felt very upset about the consequences of dropping or spitting chewing gum
- Their disposal behaviour reflected this attitude, as they were the most concerned to drop their gum in places where others would not come into contact with it

'The idea of getting gum stuck in your hair or on your clothes or shoes is disgusting'

- Most frequent chewers of gum
- Very unlikely to spit generally.
- Least likely to smoke (but still much higher than national average)
- Favourite disposal method was to use the bin



REVOLTED

- More likely to be female
- More likely to be over 35
- No differences in social class
- More likely to live in the Midlands or the South West
- Readers of the 'Daily Mail' or local dailies

Overall, 73% of gum droppers identify with Revolted
(58% as their main segment)

SELFISH CLEANSER

THE SEGMENTS

'When I've had enough of my gum I don't want it near me. I just want to get rid of it'



- Their desire to get rid of their gum quickly once they were finished with it lead to many of them preferring to spit the gum away, for reasons of speed and cleanliness
- They were the most **resistant to the idea of wrapping up their gum** and keeping it on their person until they found a bin as they regarded this as unhygienic and potentially dirty

‘When I’ve had enough of my gum I don’t want it near me. I just want to get rid of it’

- Likely to be lighter smokers
- Least likely to swallow gum
- Unlikely to wrap gum up and put in pocket
- Favourite disposal method was throwing / spitting on the floor



**SELFISH
CLEANSER**

- Equally as likely to be male as female
- More likely to be 14-18 or 25 - 34 year olds.
- More likely to be DE,
- No regional differences
- Readers of the ‘Sun’ or ‘Daily Mail’

Overall, 44% of gum droppers identify with Selfish Cleanser
(13% as their main segment)

WHATEVER

THE SEGMENTS

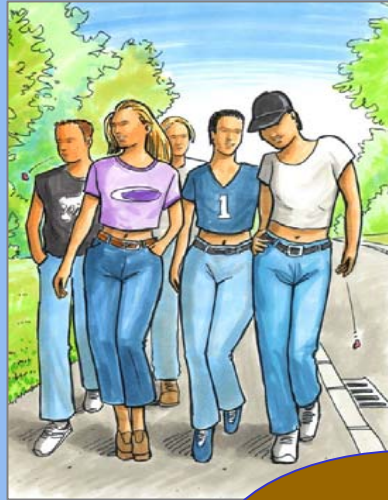
“I can’t see what the problem is with dropping or spitting chewing gum on the floor. There are more important things to worry about.”



- ‘Whatever’s didn’t think about the effect of gum on the environment. They weren’t aware of the consequences of dropping gum and when educated it had little impact on their attitudes or behaviour.
- It was felt that the behaviour of this group would be the most difficult to change and so were not pursued in the stage 2 of the research.

“I can’t see what the problem is with dropping or spitting chewing gum on the floor. There are more important things to worry about.”

- Most likely to be heavy smokers
- Most unlikely to wrap up gum and put it in their pocket
- highly likely to swallow gum
- Favourite disposal method was throwing / spitting on the floor

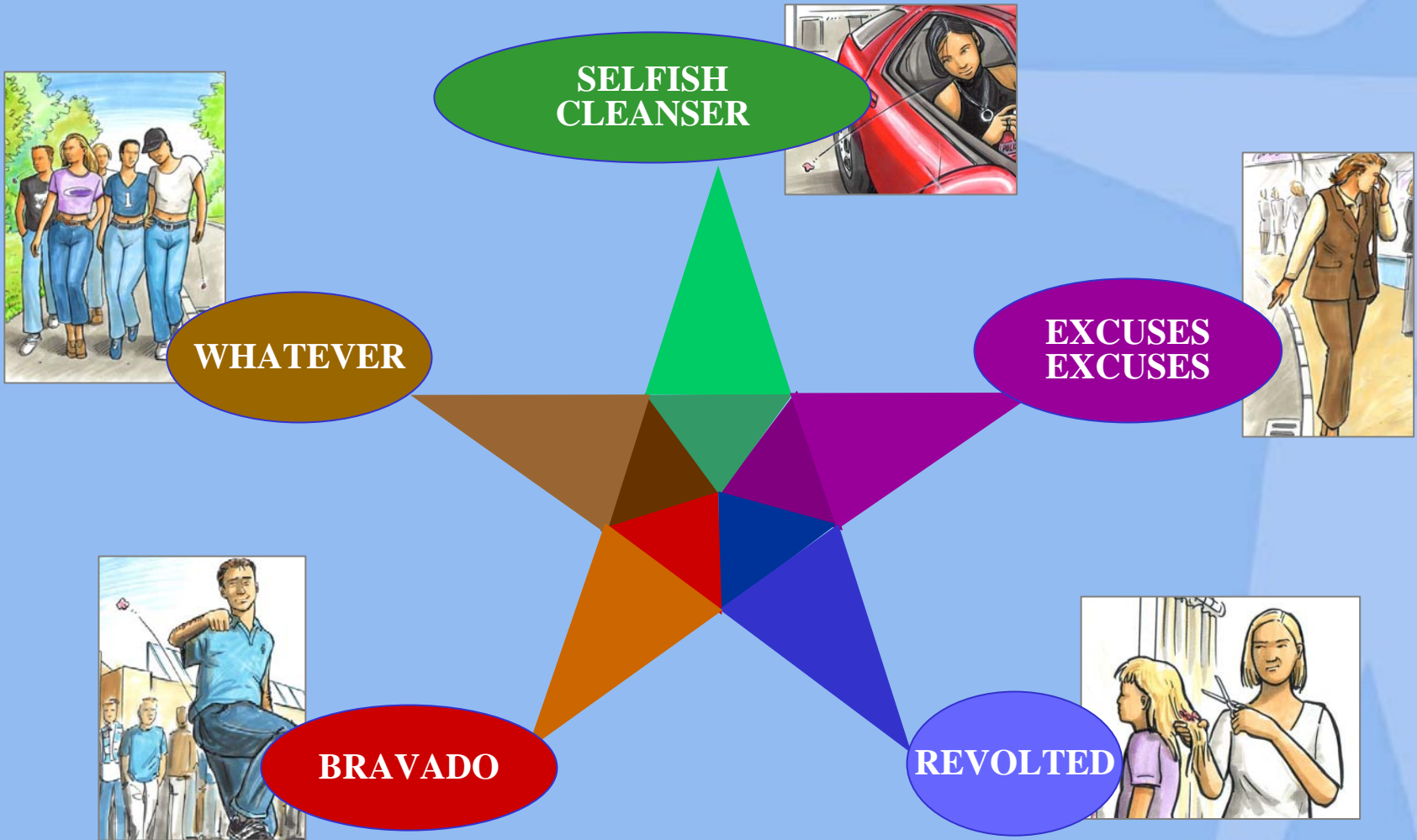


WHATEVER

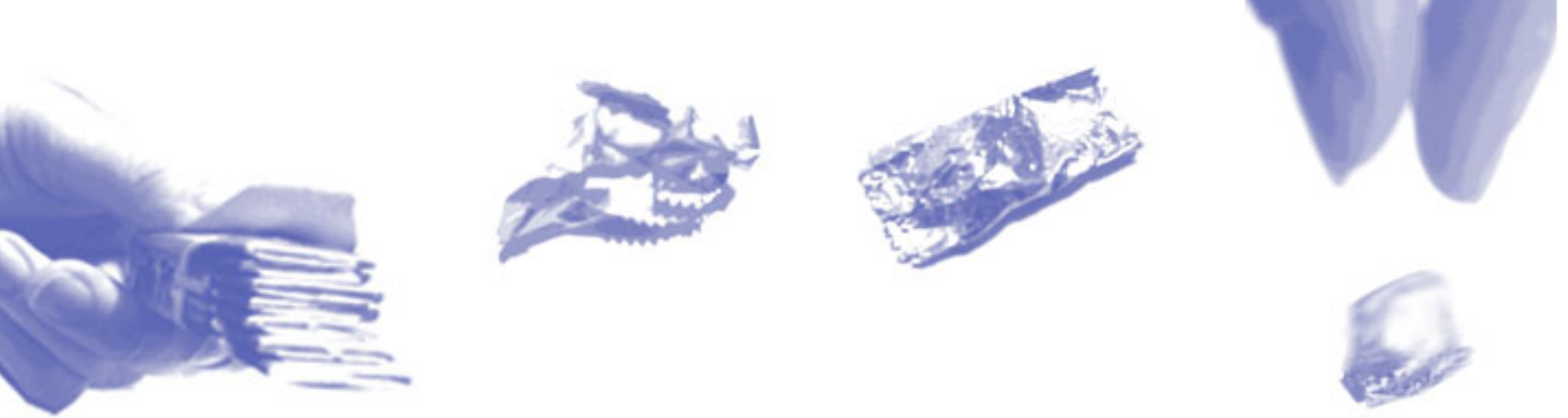
- More likely to be male
- More likely to be 14 - 18 year olds
- More likely to be DE,
- No regional differences
- Most likely to not read any newspapers

Overall, 24% of gum droppers identify with Whatever
(8% as their main segment)

THE SEGMENTS: AN OVERVIEW



Some respondents displayed characteristics from another segment



DIFFERENT VIEWS BETWEEN SEGMENTS

Focus groups were carried out with 4 segments:

- Excuses Excuses
- Bravado
- Revolted
- Selfish Cleanser

HOW DO THEY DISPOSE OF THEIR GUM?

- Firstly, the urge to dispose of gum was driven by loss of flavour, change in texture *“it starts getting hard”*, jaw ache/boredom and the desire to eat, drink or smoke
- All segments agreed that the choice of disposal method depended on where they were and who they were with. *“If you’re with your friends you don’t really care as much”* “if I’m on my own I’m more likely to throw it on the floor...because I don’t like people to know I’m doing it”
- The **‘Bravado’** segment were overwhelmingly spitting and kicking their gum in a demonstrative way. The younger group were enjoying impressing their mates *“if you’re with your mates, you spit it out and kick it”* *“you might have a competition to see who can actually get it furthest”* whilst the older group were much more likely to be disposing in a solitary yet dramatic way. *“I either flick it or kick it like a football if I’m walking”* *“sometimes I flick it up and then I hit it”*

HOW DO THEY DISPOSE OF THEIR GUM?

‘Bravado’ (continued)

- If they weren’t disposing of it in a fun way, then they would typically simply spit their gum straight out, either from the car or when out and about. *“If you’re just out in the street, you’d just spit it anywhere”*
- ‘Selfish Cleansers’ were throwing or spitting their gum sometimes onto the floor *“I chuck it under the car”* and sometimes in the bin. The main benefit of spitting out their gum was that they didn’t have to touch the gum itself *“it’s sticky” “straight out”*
- The ‘Excuses Excuses’ were throwing their chewing gum onto the ground, but were the most careful to be discrete. *“If I was with a guy, I’d do it while he wasn’t looking” “I do throw it on the floor, but in its wrapper”* while a few were wrapping and binning *“If I’ve got a tissue in my pocket”*

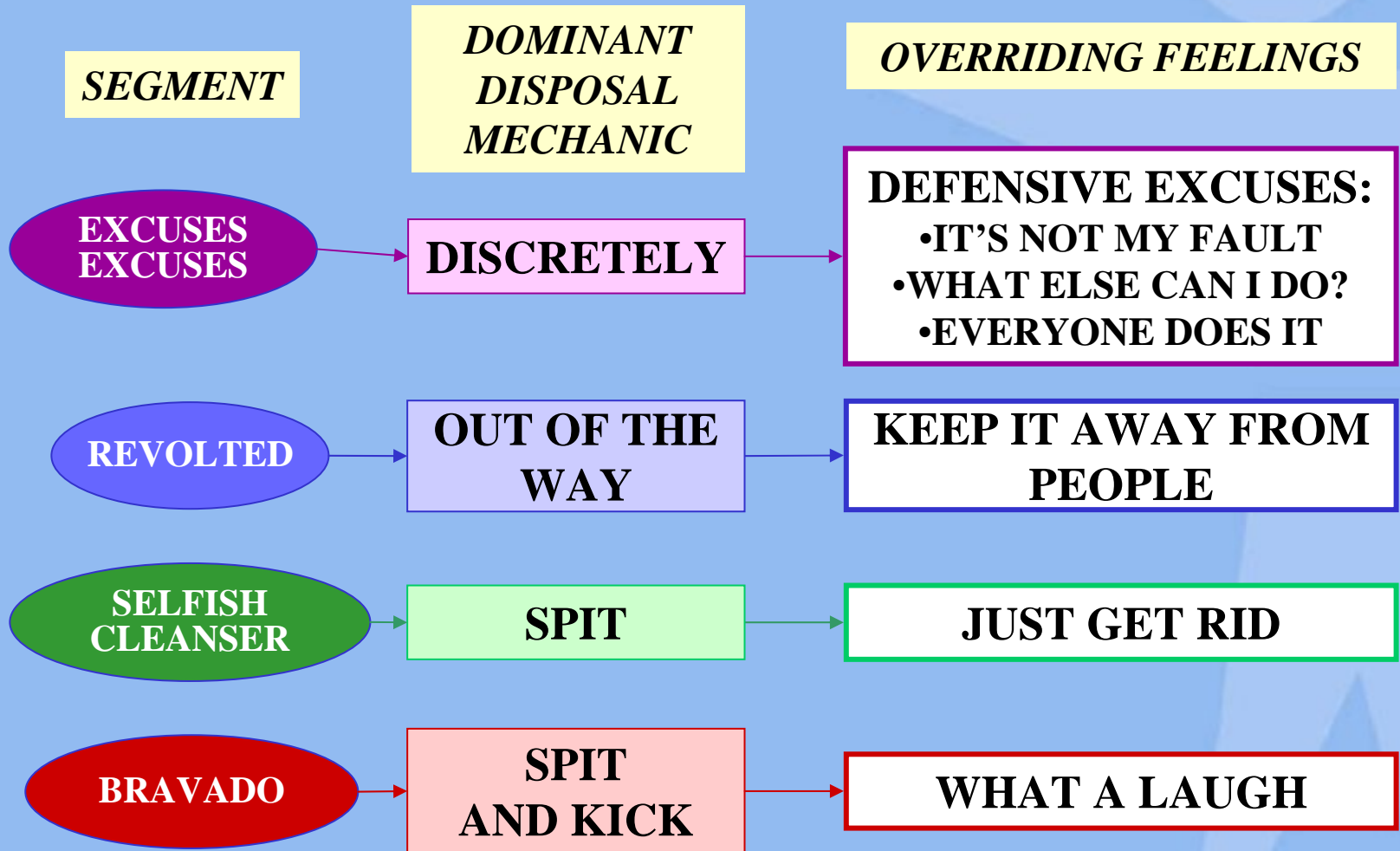
HOW DO THEY DISPOSE OF THEIR GUM?

- The **‘Revolted’** were keenest on discrete and thoughtful disposal and often chose the grass verge, drain or gutter. “I’m putting it out of the way of where people normally walk hopefully” “down the nearest drain...in a bush or something” “you just sort of put it in your hand and roll it somewhere”
- A few of the older segment did on occasions swallow their gum, but only as a last resort. “It’s only in a situation where I can’t throw it away or there’s no bins about and it does actually take a lot of concentration for me to swallow it” “I really have to pretend it’s something else and get loads of spit”

HOW DO THEY FEEL ABOUT THEIR DISPOSAL METHOD?

- The **‘Revolted’** admitted to feelings of guilty selfishness. *“I think I launch mine for selfish reasons, I don’t want it to end up on me”*
- The **‘Selfish Cleansers’** were largely driven by their need to get rid of their chewing gum quickly. *“Sometimes when it has lost its flavour you think ‘ugh’ and you just have to spit it out straight away”*
- The **‘Excuses Excuses’** were keen to excuse their behaviour on the grounds that dropping and spitting gum was common place *“I think it’s just the norm, you see chewing gum all over the place”* but a few did concede that it was undesirable *“you feel a bit dirty don’t you?”*
- The **‘Bravado’** segment gave their disposal act little thought and were unconcerned about their behaviour. *“It’s a habit”*

DISPOSAL BY SEGMENT



THE CONSEQUENCES OF DROPPING OR SPITTING GUM

- The majority of our sample **did** think that it was wrong to drop or spit gum with the exception of the young **‘Bravado’** segment *“not really, if it’s on the floor” “just throw it in the kerb, no-one will step in it in the kerb or in the garden”*
- The **‘Selfish Cleanser’** segment were mainly concerned about the hygiene implications of improper disposal. *“Whatever you’ve got in your mouth is going out with the gum” “it’s like spitting” “I wouldn’t be happy if it came near me”*
- The **‘Revolted’** segment were most appalled by the personal impact of gum on their shoes, clothes and hair. *“It annoys me when you’re on a tram or something like that because I’ve had it on my clothes before...I put my skirt in the freezer” “it’s just a major inconvenience”*
- The **‘Excuses Excuses’** segment shared these views. *“If you get it on your floor and you walk into your house and it’s stuck” “only when you sit on it”*

HOW THEY FEEL ABOUT THE CONSEQUENCES OF IMPROPER DISPOSAL?



REVOLTED

Most affected by touching
someone else's gum



BRAVADO

Most affected by damage
to their possession



EXCUSES
EXCUSES

Most upset and angry at
personal impact



SELFISH
CLEANSER

ARE THE CONSEQUENCES WORRYING ENOUGH TO CAUSE A CHANGE IN BEHAVIOUR?

- Overwhelmingly across all segments, the answer was **NO**
- The **‘Bravado’** segment pointed out that they didn’t think dropping or spitting gum was a problem and they said that others thought this too. “I’ve been commented on how far I can spit it, but no-one has ever said ‘that’s dirty, disgusting’
- The **‘Selfish Cleansers’** didn’t think that it was anti-social like smoking and they didn’t easily imagine these negative personal consequences happening to them. “It doesn’t effect the individual person”
- Whilst the **‘Excuses Excuses’** were aware of the consequences of getting chewing gum on their clothes or shoes they blamed others rather than themselves “it’s not my bit, mine’s in the gutter”
- And the **‘Revolted’** felt that there was no advertising or signage to suggest that they shouldn’t. “You’re not made aware that you’re doing it”

IS GUM LITTER?

Previous general litter research indicated that amongst a broader sample, gum is regarded as litter

But this sample – of gum chewers who dispose of gum incorrectly – do not regard it as litter

They display denial that chewing gum is litter

The ‘reason’ is it’s small and insignificant, hard to carry, and there’s nothing else to do with it

They acknowledge it’s difficult to clean up

But they don’t care very much *“it just kind of blends into the road”* *“you live with it though don’t you?”*

HOW BAD IS SPITTING?

We explored the link between spitting and spitting out gum, as a possible theme to deter undesirable disposal

- We first established whether spitting itself was regarded as ‘bad’ or not, and the overwhelming response was that spitting was disgusting, especially for women
- *“Most lads when they go into the bathroom in the morning and they make all those horrible noises. Oh my God!”*
- *“it just turns my stomach, even watching the football and the way they do it with their nose...I think that’s just vile”*
- *“I think it’s minging” “you can hear them really revving it up” “you think ‘you dirty bastard’”*
- All the segments were concerned (spontaneously) about germs and many mentioned the possibility of spreading colds and perhaps worse diseases too *“you can get AIDS if there’s enough saliva apparently” “spreading germs, T.B.” “bacteria, viruses, colds” “your mouth is the most filthiest part, yes”*

HOW BAD IS SPITTING?

- Several of the men felt that there were certain circumstances when spitting was acceptable. When they had a cold for instance

“sometimes you have to do it, if you’ve got a cold or flu or cough, you’ve got to cough loads of phlegm up”

“it all collects in the back of your throat when you’ve been running about on the football pitch”

- For the younger Bravado segment, many said that they enjoyed spitting.

“I think I’m cool when I spit” “I love spitting me, I love it, I do it all the time”

- One or two admitted to spitting when they were younger.

“I were in Year 9 or something and we would have spitting competitions. I know it sounds really disgusting but we did” “then we’d have spitting fights”

IS SPITTING AND SPITTING OUT GUM THE SAME THING?

- Spitting was felt to be much worse than spitting out gum. *“Yuck, green mess, I’d avoid stepping in that over chewing gum. I’d rather step in chewing gum”*
- Part of the reason was that spitting out gum was more **discrete and cleaner** than spitting. *“It’s not green, it’s not a big sound, it’s not a big delivery about it”* and it wasn’t thought to contain the same amount of germs *“it’s not from the bottom of your stomach”* *“gum only has a little bit of spit on it”* *“chewing gum you’re trying to make everything smell nicer and spitting and regurgitating certainly isn’t going to”*
- Additionally spitting out chewing gum felt purposeful. *“Spitting gum is to get rid of something”* *“it’s like spitting out a pip”* *“one step down from that is a boiled sweet, you get half way through a boiled sweet, you chuck it, it’s not a great deal different from chewing gum”*
- Overall spitting and spitting gum just weren’t seen in the same light.

SUGGESTS POTENTIAL TO HARNESS THE
HORROR OF SPITTING

BARRIERS TO CORRECT DISPOSAL

- All acknowledged that the correct way to dispose of chewing gum was to wrap it and bin it or simply to bin it
 - However, the main barriers to correct disposal included the absence of a wrapper “in some of the new packets, there’s no paper in that is there?” – or even if there were a wrapper “you take your chewing gum out of the wrapper and then you bin your wrapper” – and several stated that there were not enough bins
- For **‘Selfish Cleansers’** there was an aversion to keeping hold of their chewed chewing gum and a concern that correct disposal was not discreet enough. “In front of someone, taking it out of your mouth, putting it in a bit of paper...people are going to look at you and think ‘gross’”
- The **‘Excuses Excuses’** were insistent that they weren’t encouraged to dispose in the correct way. “There’s nothing on the wrappers that I’ve noticed that says dispose of your chewing gum in a proper manner”

BARRIERS TO CORRECT DISPOSAL

- For the **'Bravado'** segment, incorrect disposal was thought to be fun. *“You do enjoy kicking it”* Additionally the older segment were concerned about the anti-social aspect of disposing correctly. *“It's embarrassing to take it out, if you've got something horrible in your mouth like food, it's the embarrassment factor, actually removing it from your mouth”*
- The **'Revolted'** segment were seduced by the convenience of incorrect disposal *“you just want to get rid of it immediately”* and admitted that it was a well-established habit *“chew, spit it out, chew, spit it out”*

CAN WE CREATE A NEW DISPOSAL RITUAL?

The groups were asked to suggest a new way of removing gum from their mouths which didn't involve spitting or throwing – and was attractive and acceptable

They struggled because...

Chewed gum was fundamentally unattractive

They couldn't imagine how removing something from their mouths could be pleasant to watch

THIS WAS ACROSS ALL SEGMENTS

CAN WE CREATE A NEW DISPOSAL RITUAL?

VERY FEW SPONTANEOUS SUGGESTIONS

TAKING GUM OUT OF YOUR MOUTH IS SERIOUSLY UNAPPEALING

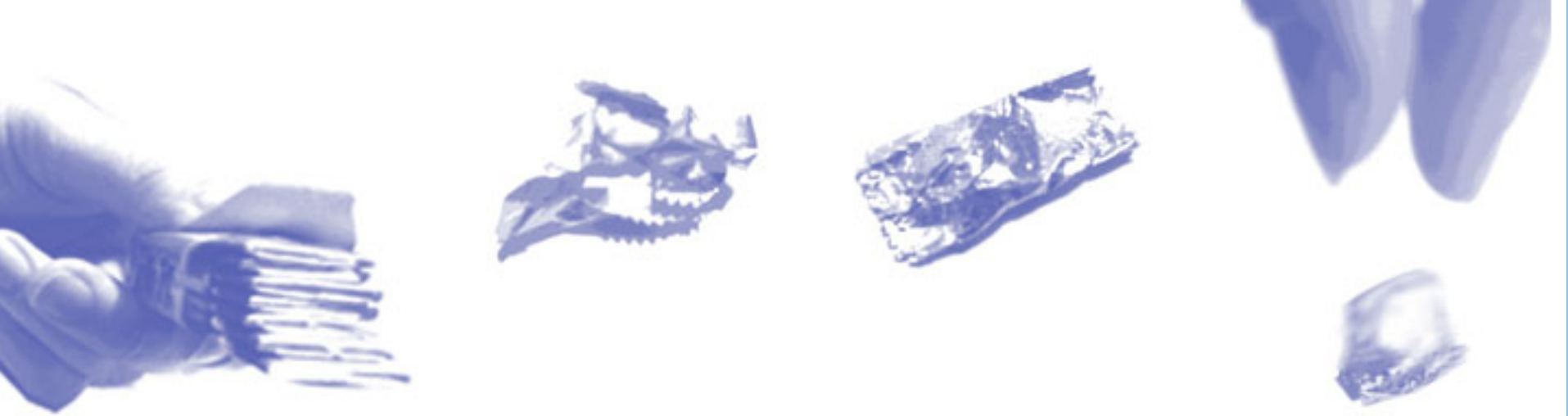
You have to touch it

Connotations of regurgitated food

It's childish

It looks obvious

THE SOLUTION NEEDS TO BE DISCRETE - AND SPITTING INTO A TISSUE OR PIECE OF PAPER IS NOT REGARDED AS DISCRETE



CAMPAIGN THEMES



Quotes:

Excuses Excuses, Bravado, Revolted, Selfish Cleanser



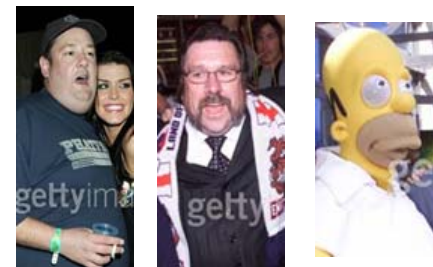
**All these people bin their gum.
Please do the right thing**

DO YOU SPIT OR SWALLOW?

**If you drop or spit gum onto the floor, you
could be fined £50 on the spot**

**It's official.
It's safe to swallow chewing gum.
(According to the NHS,
Keep Britain Tidy, Wrigleys,
Dr Hilary Jones.
For more information go to
their web site www...)**

CAMPAIGN THEMES



**All these people chuck their gum
on the floor. Don't be a slob**

Ways to get rid of your gum:

- 1. Take the paper/tissue/foil up
to your mouth**
- 2. Use the 'rizzler' papers
attached to the box**
- 3. Use the empty compartment
in your box**



**"Chewing gum sticks
to your ribs. It wraps
round your heart. It
grows in your stomach.
You'll die if you
swallow it"**

GUM IS LITTER

- it costs thousands of pounds to
clean up**
- it's unsightly**
- it doesn't biodegrade**

PROMPTED CAMPAIGN THEME

	BRAVADO	EXCUSES EXCUSES	REVOLTED	SELFISH CLEANSER	Total
Do you spit or swallow?	<u>7</u>	2	<u>3</u>	<u>4</u>	23
Packaging solutions	<u>2</u>	<u>8</u> 2	<u>2</u> 1	<u>2</u> 2	19
On-the-spot fines	2	3	7 <u>2</u>	1	15
It's official - it's safe to swallow	<u>6</u>	-	1	<u>5</u> 1	13
Gum is litter	2 <u>1</u>	2	<u>5</u>	-	10
Celebrities	-	2	<u>1</u>	-	3
Old wives' tales	2	-	-	-	2

DISPOSAL SOLUTIONS

**Winning
Ideas**

SPIT OR SWALLOW

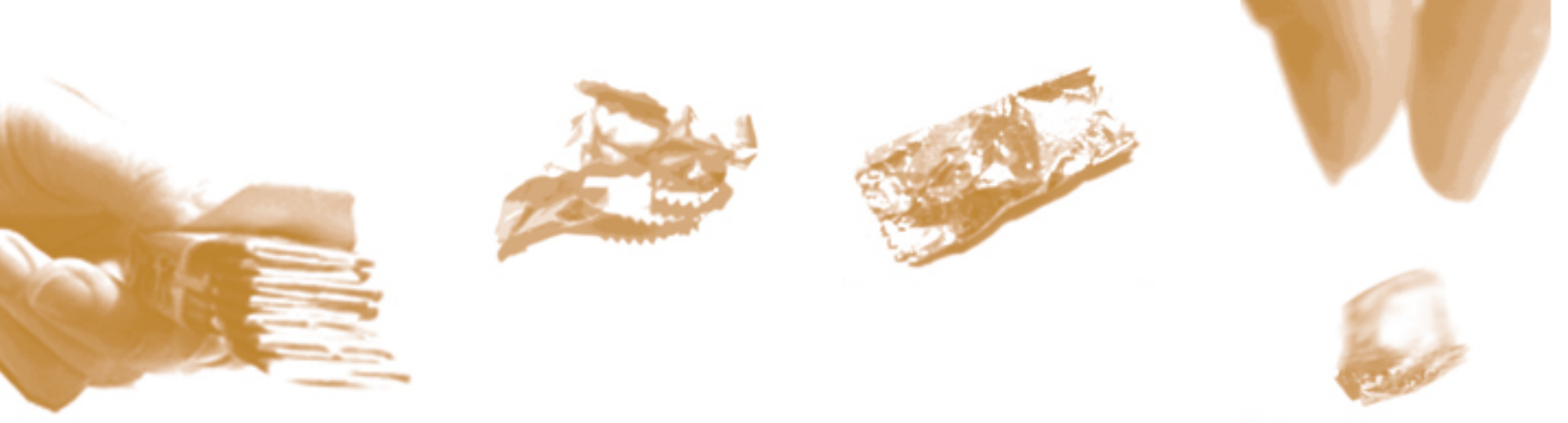
PACKAGING INNOVATIONS

**Worth
re-developing?**

FINES

IT'S OFFICIAL

GUM IS LITTER



CONCLUSIONS



Quotes: **Excuses Excuses**, **Bravado**, **Revolted**, **Selfish Cleanser**

SEGMENTS RECONSIDERED

What are the dominant attitudes?

BRAVADO

Disposing
of gum can
be fun

WHATEVER

It doesn't matter
- not important -
no consequences
I should worry
about

**EXCUSES
EXCUSES**

I feel guilty - but
what else can I
do and anyway
everyone else
does it

**SELFISH
CLEANSER**

I've got to get
rid - out of my
space

Plus a Conditional Attitude

For those who have had a bad
experience or can easily
imagine the impact of gum

REVOLTED

Revulsion
and
disgust

The 'Revolted' often share
feelings of guilt with the
'Excuses Excuses'

The 'Revolted' are still a relevant segment for
communication themes

SEGMENTS RECONSIDERED

*I feel a bit guilty
but I still chuck it*

**EXCUSES
EXCUSES**

REVOLTED

**SELFISH
CLEANSER**

They pass the blame

Everyone else is doing it

Where are the bins?

What am I supposed to
do with it?

Concerned about the
bigger picture

The consequences of
dropping gum on the
communal space

The horror of
interacting with
someone else's gum

Personal bad
experiences

Most worried about
their personal space

How it affects them

Want their car/pocket to
be clean

Lower level guilt

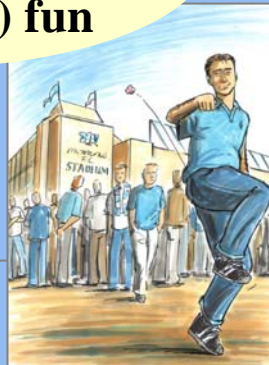
AGE AXIS

**Less likely
to care**

**Less likely to
feel guilt
generally**

**More likely to
enjoy
(conspicuous) fun**

YOUNGER



**More
likely to
feel guilt**

**Less likely to
parade bad
behaviour in
front of friends**

OLDER



THE SEGMENTS - LIKELIHOOD TO CHANGE BEHAVIOUR

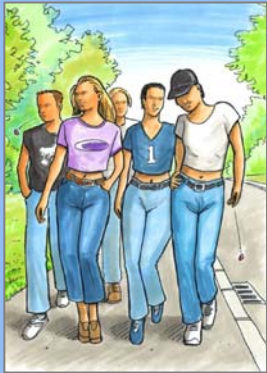
BRAVADO



REVOLTED



WHATEVER



**SELFISH
CLEANSER**



**EXCUSES
EXCUSES**



LESS LIKELY

MORE LIKELY

THE SEGMENTS

	LIKELIHOOD TO CHANGE BEHAVIOUR	WHY?	SPONTANEOUS SOLUTIONS
BRAVADO	UNLIKELY	Major change in attitude required	Targets, fun bins, Rizzler papers
REVOLTED	MORE LIKELY	Harness their revulsion	Change the product, general education
SELFISH CLEANSER	LESS LIKELY	Unlikely to change need to cleanse their space - but could harness their tidy instincts	Disposal containers everywhere (pubs lampposts, handbags)
EXCUSES EXCUSES	MORE LIKELY	Harness their guilt	Packaging solutions, more advertising, information on correct disposal and consequences

THE SEGMENTS

	How do they dispose?	Feelings about disposal	Preferred campaign theme
BRAVADO	Spit and kick	'It's fun'	Spit and swallow
REVOLTED	Grass verge, bush, drain	'At least it's not where people walk'	On the spot fines
SELFISH CLEANSER	Spit it away from person	'I just need to get rid'	It's safe to swallow
EXCUSES EXCUSES	Discretely in gutter	'I know I shouldn't, but it's not my fault'	Packaging solutions

TOWARDS A CAMPAIGN SOLUTION

Across the segments, there is potential in several areas

a They denied dropping litter

Encourage them to behave with gum as they do with litter

b They were unaware of the consequences of dropping gum

Explain and dramatise

c They found spitting disgusting

Connect spit with 'launching' gum

They loved the 'spit or swallow' slogan

d They justify their unacceptable behaviour - everyone does it - I drop it in an acceptable place - it's only small

Burst the bubble and make them face the unacceptability of their behaviour