



**KEEP
BRITAIN
TIDY.**

**PUTTING A STOP TO
SMOKING-RELATED LITTER**

**BASELINE ATTITUDES
SURVEY**

OCTOBER 2022



BACKGROUND



Keep Britain Tidy has been commissioned by CleanStreets CIC to deliver a significant programme of work that will tackle the country's most littered item – cigarette butts.

Before this major programme of research, campaign and innovation begins, the first stage is to establish a baseline data set to understand current public attitudes to smoking-related litter and littering. There has also been a research programme running concurrently to establish a baseline data set for the levels and location of smoking-related litter on the ground, and a thorough review of the existing work being carried out in this area.

This report summarises the findings of the baseline attitudinal survey, which provides information on what smokers and non-smokers think about smoking-related litter. Also, it provides information on smokers' attitudes towards smoking-related litter and littering and its impact; their own reported littering behaviours; and their knowledge and understanding of documented environmental harms relating to smoking-related litter.

The appendices detail subsequent statistical segmentation analysis aimed at targeting smokers more effectively throughout the whole work programme.

EXECUTIVE SUMMARY



- There is a clear and consistent disparity between what smokers and non-smokers regard as acceptable and correct cigarette disposal behaviour.
- Responses (see Parts 1 and 2) show interesting insights into attitudes to, knowledge of, littering behaviour and its impact. Further statistical cluster analysis (see Appendices A and B) provide valuable insight to help to target and shape subsequent campaigns and interventions to tackle smoking-related litter and change behaviour.
- Smokers' claimed littering behaviours do not reflect Keep Britain Tidy's survey data which shows that cigarette butts are found on 72% of all sites surveyed in England.* This implies that asking smokers about their behaviour does not necessarily give an accurate picture of their actual behaviour, as it is likely heavily influenced by what they think that they should be doing.
- Further research to understand smokers' littering behaviour should be collected to provide a deeper understanding of smokers' motivations and barriers for behaviour change in its widest context, including:
 - observation of actual behaviours,
 - small scale qualitative study,
 - a better understanding of locational and socioeconomic factors, and
 - thorough ethnographic research.

* Source: Keep Britain Tidy National Litter Survey of England 2020/21

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RESEARCH OUTLINE



THE RESEARCH



BASELINE SURVEY – NATIONAL ATTITUDES TOWARDS SMOKING LITTER MAY 2022

RESEARCH AIMS:

To set a baseline for, and enable the tracking of,

- perceptions, attitudes and awareness of both smokers and the wider public, and
- smokers' claimed current cigarette disposal behaviours,

ahead of a national campaign and potential targeted interventions to address cigarette litter.

To generate insights that could be used to support the development of a primary research phase to better understand the motivations, triggers and barriers to responsible cigarette butt disposal.

THE RESEARCH



RESEARCH OBJECTIVES

To identify and understand:

in smokers:

- current disposal behaviours, in different locations and under different circumstances
- perceptions of different disposal options (correct or not), in terms of whether they are littering behaviours
- attitudes towards the litter they drop

in smokers and non-smokers:

- the perceived acceptability of different disposal behaviours
- their perception of the problem and variations between smokers and non-smokers

THE RESEARCH



BASELINE SURVEY – NATIONAL ATTITUDES TOWARDS SMOKING LITTER

The survey was conducted using an online questionnaire administered by YouGov to members of their UK Omnibus Panel (800,000+ individuals), held on 24th and 25th May 2022

The survey comprised two elements:

PART 1: aimed at the general public (c.2000 GB adults, aged 18+)

PART 2: aimed at smokers (c.500 GB smokers, aged 18+)

The YouGov logo, with 'You' in red and 'Gov' in grey, followed by a registered trademark symbol.

THE RESEARCH



ANALYSIS: PARTS 1 and 2

The questions asked provided a wealth of data that allowed us to understand the reported attitudes towards littering and the levels of reported knowledge of the impacts of littering. These questions were asked of both smokers and non-smokers, and so the differences between their responses could also be analysed.

In addition, smokers were questioned about their actual littering behaviour in different situations, and when they had last carried out specific littering actions.

SEGMENTATION: APPENDICES A and B

All of this information is tabulated according to the YouGov demographic segmentation data. We have been able to analyse this data against the demographic categorisation, allowing greater insights into how smokers might be grouped and subsequently approached to enable the most effective behaviour change through campaigns and interventions.



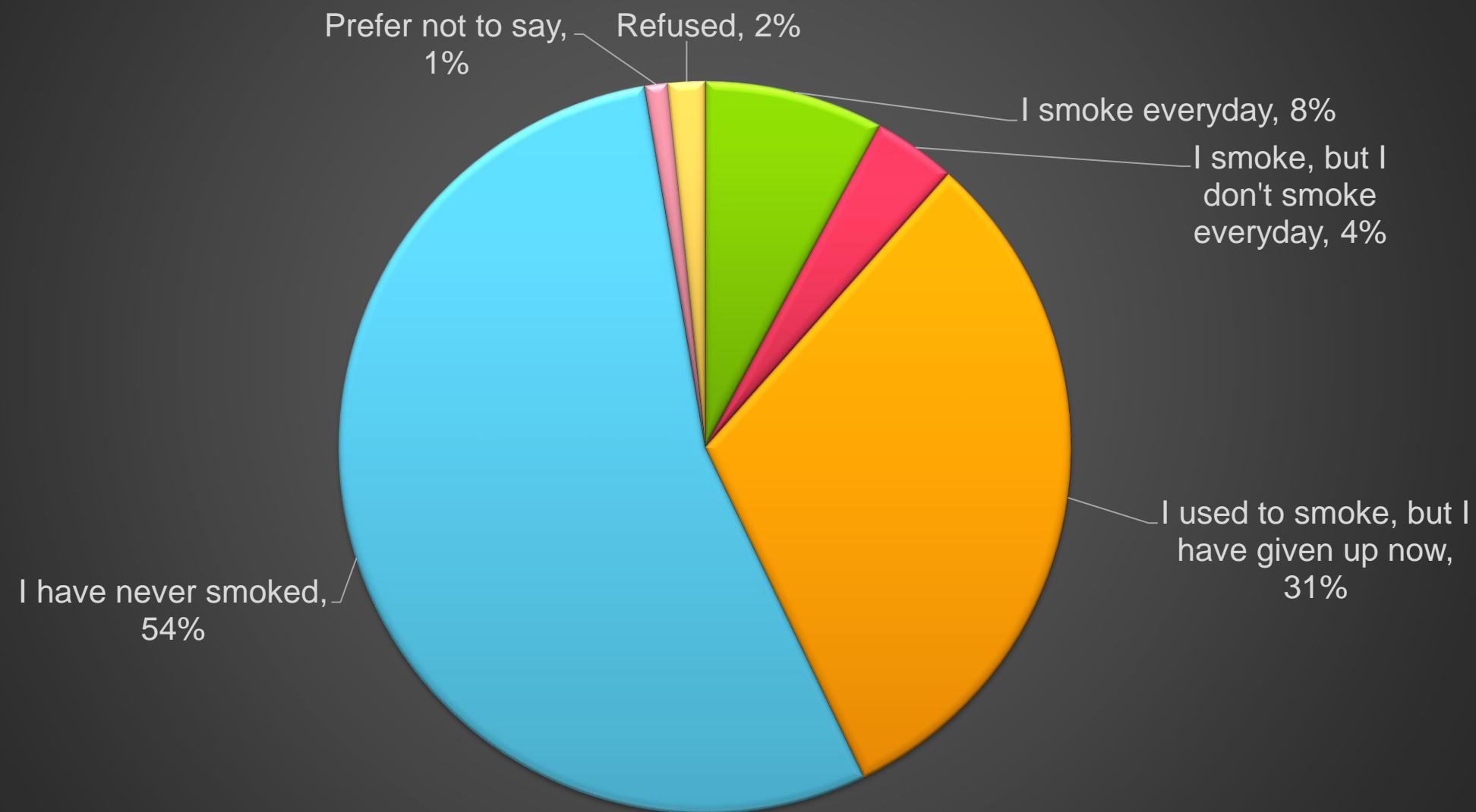
PART 1:

**ATTITUDES TOWARDS
LITTER**



ATTITUDES TOWARDS LITTER

THINKING ABOUT SMOKING TOBACCO (E.G. CIGARETTES, CIGARS)... WHICH ONE OF THE FOLLOWING STATEMENTS BEST APPLIES TO YOU?



86% of our respondents say that they are not current smokers.

12% say that they are current smokers;

Latest government figures state that that 14.6% of the UK population aged 18+ were current smokers. *

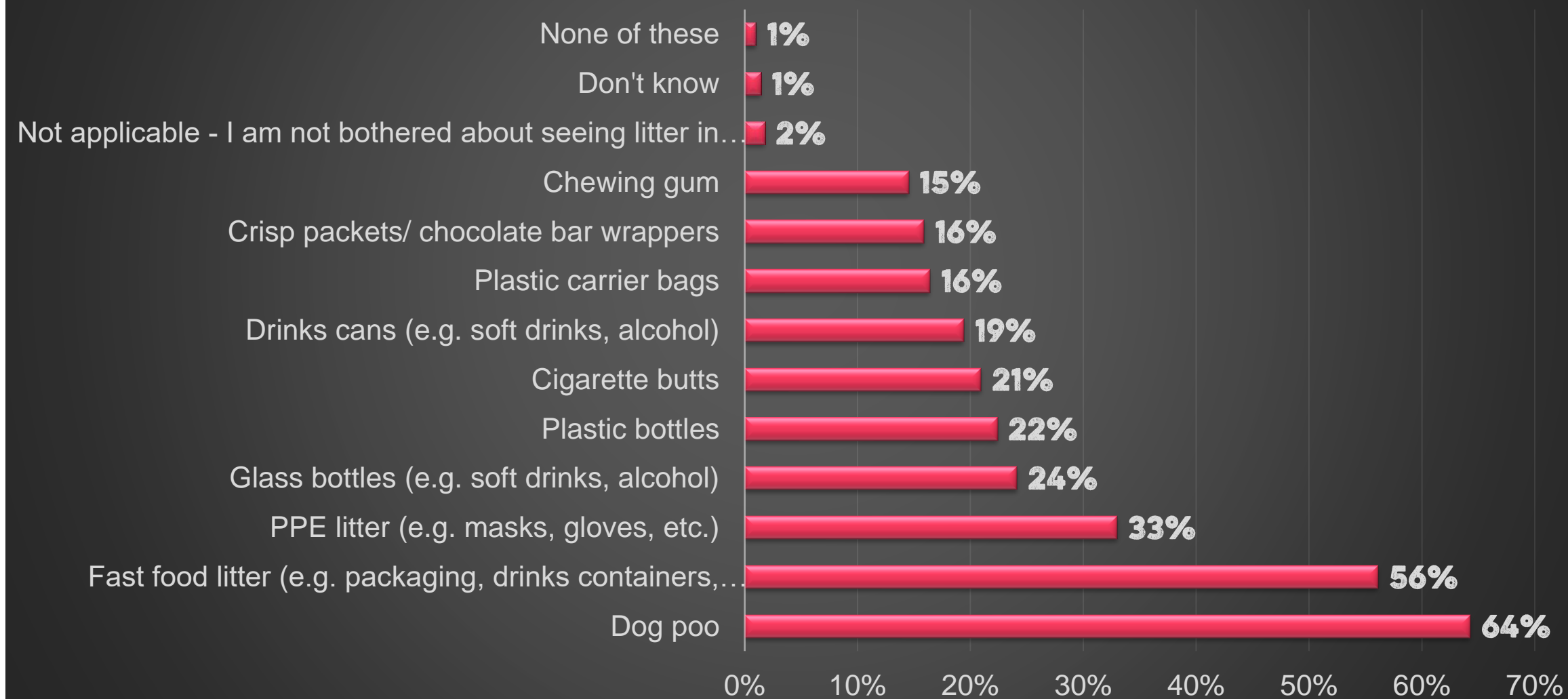
Base: 4315 (499 smokers and 3,702 non-smokers)

- Source: ONS *Smoking prevalence in the UK and the impact of data collection changes: 2020*



ATTITUDES TOWARDS LITTER

WHICH THREE, IF ANY, OF THE FOLLOWING ITEMS ARE YOU MOST BOTHERED ABOUT SEEING LITTERED IN YOUR LOCAL AREA? (PLEASE SELECT 3 OPTIONS)



21% of respondents selected cigarette butts in the top 3 items that they are most bothered about seeing littered.

This puts them in sixth place behind Dog Poo, Fast Food, PPE, Glass Bottles and Plastic Bottles.

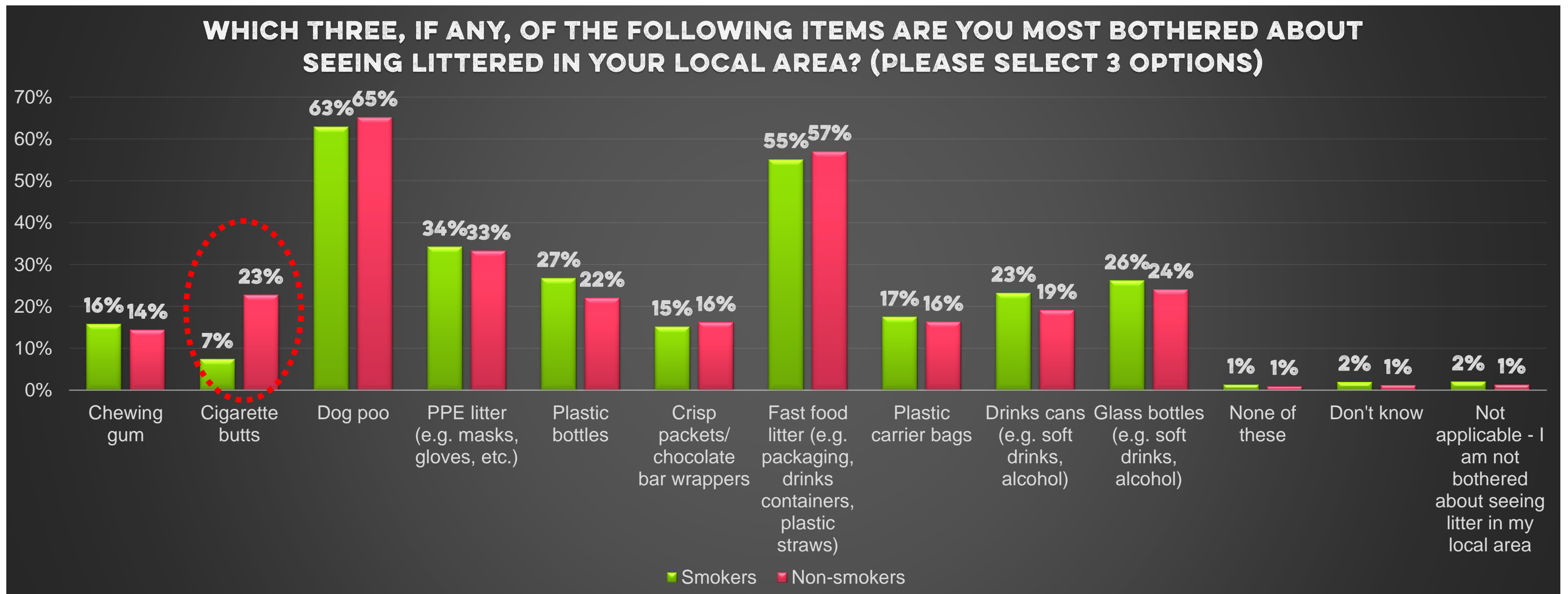
Base: 4315 (smokers and non-smokers)

ATTITUDES TOWARDS LITTER



Smokers were over three times less likely to select cigarette butts in the top three littered items that they were most bothered about, than non-smokers.

This disparity was not there for any other litter item.

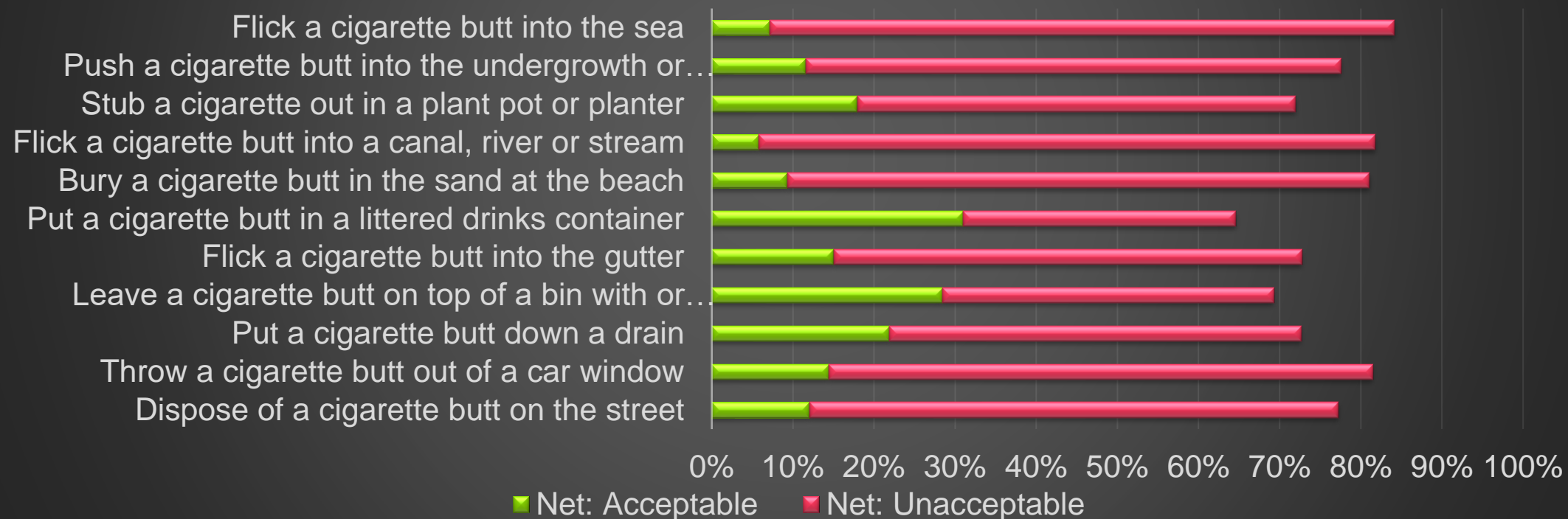


Base: 499 Smokers, 3702 Non Smokers



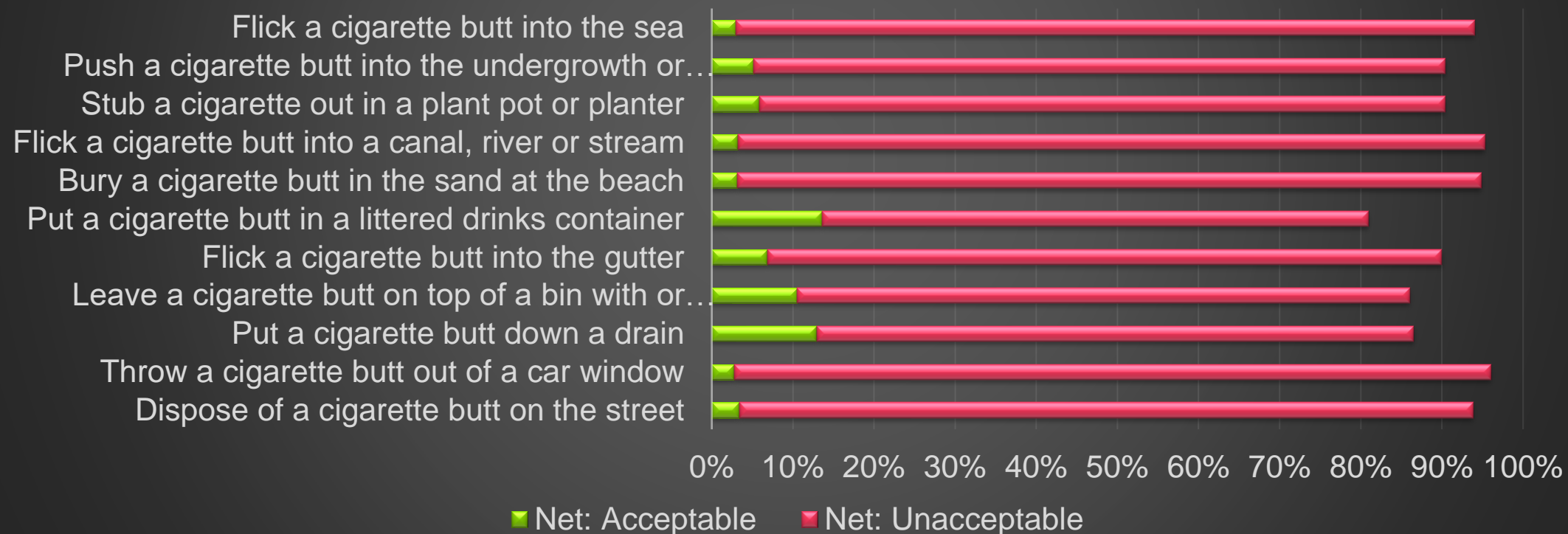
SMOKERS

IN GENERAL, HOW ACCEPTABLE OR UNACCEPTABLE DO YOU THINK IT IS FOR PEOPLE TO DO EACH OF THE FOLLOWING?



NON SMOKERS

IN GENERAL, HOW ACCEPTABLE OR UNACCEPTABLE DO YOU THINK IT IS FOR PEOPLE TO DO EACH OF THE FOLLOWING?



The three most acceptable types of cigarette littering for both smokers and non-smokers were the same:

Putting a cigarette in a littered drinks container, on top of a bin, or down a drain

The most unacceptable types of littering are flicking into canals, rivers, streams, the sea or burying butts in the sand.

Smokers consistently rate each littering action as more acceptable than non-smokers.

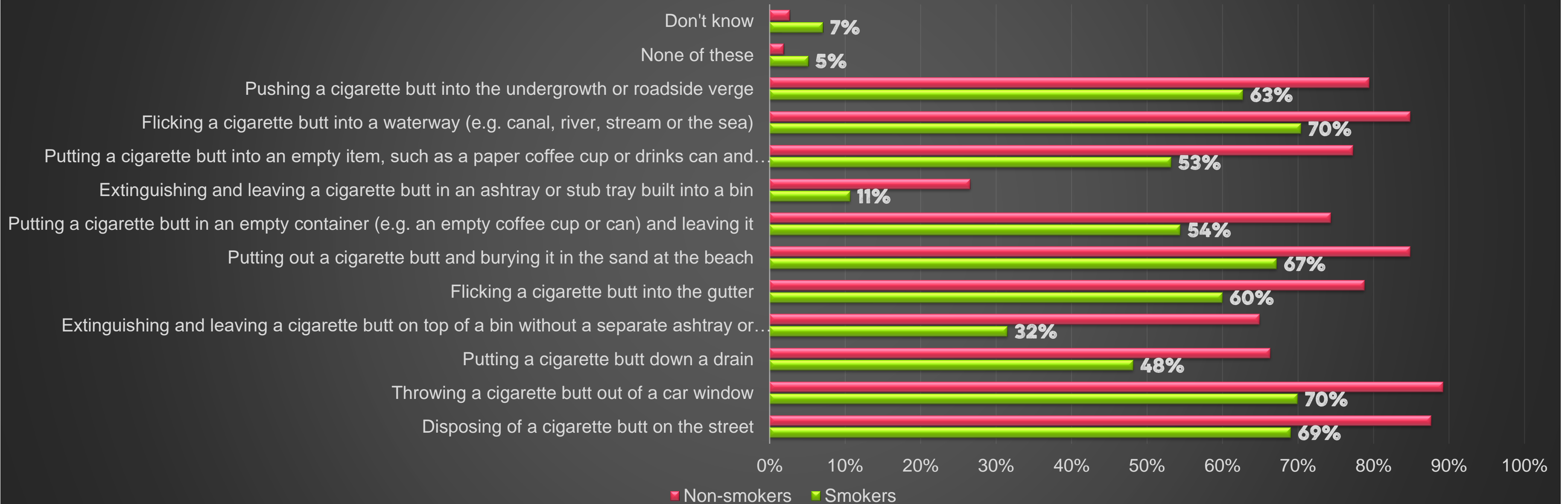
ATTITUDES TOWARDS LITTER



A significantly higher percentage of non-smokers than smokers identify all of the following disposal behaviours as littering.

5% of all smokers (and 2% of non-smokers) think that none of these behaviours are littering.

WHICH, IF ANY, OF THE FOLLOWING ACTIONS WOULD YOU PERSONALLY CONSIDER TO BE LITTERING?



ATTITUDES TOWARDS LITTER

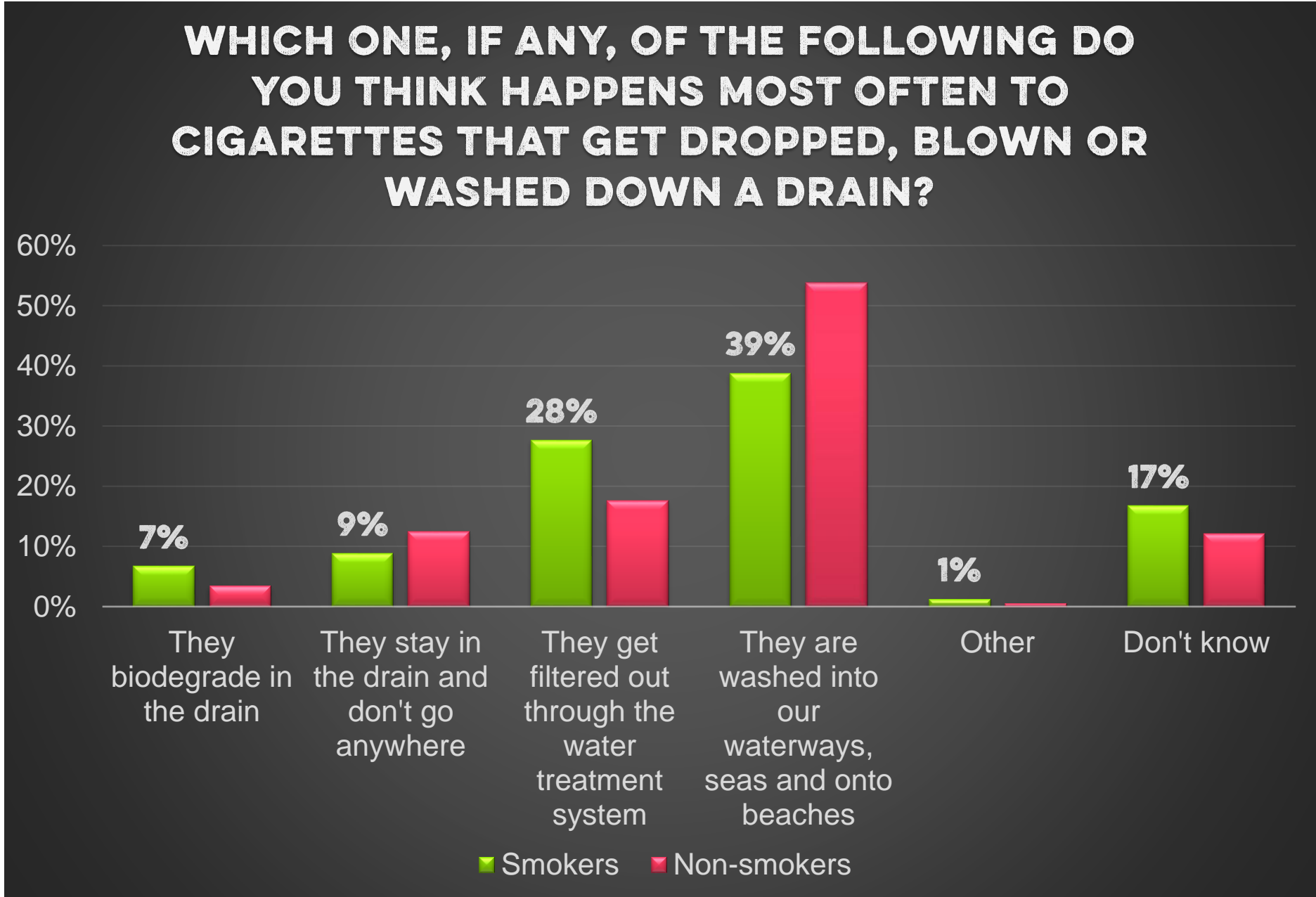
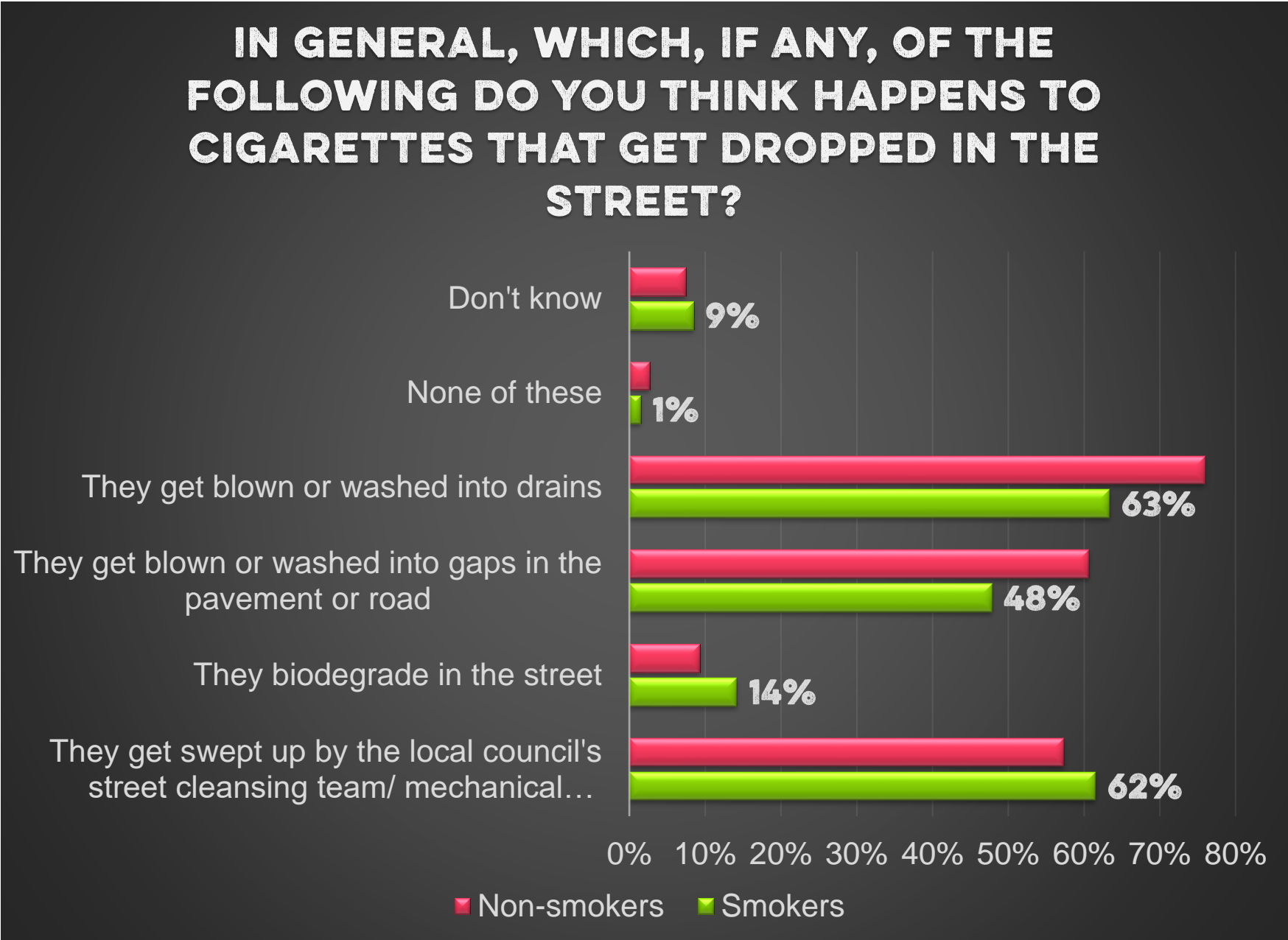


Smokers are slightly more hopeful than non-smokers that butts get cleaned up by the council, or biodegrade, if they are dropped into the street.

They are also more hopeful that if dropped down a drain they get filtered out again or biodegrade, and more than one-eighth said that they didn't know what happened to them.

Non-smokers are more likely to be aware of the movement of butts into drains, into watercourses and the sea.

More non-smokers than smokers thought that butts stayed in the drain.



Questions about their views of cigarettes as litter in different places shows a similar disparity between the views of non-smokers and smokers.

Non-smokers are more likely to disagree with the following statements:

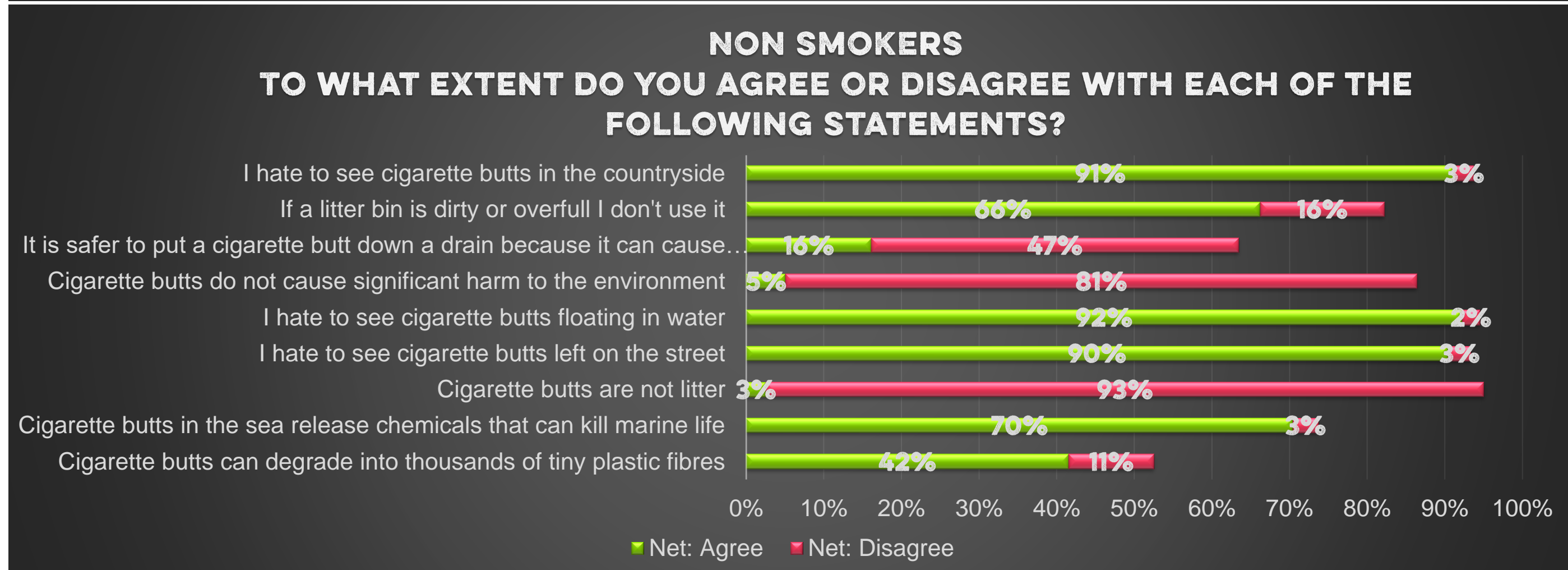
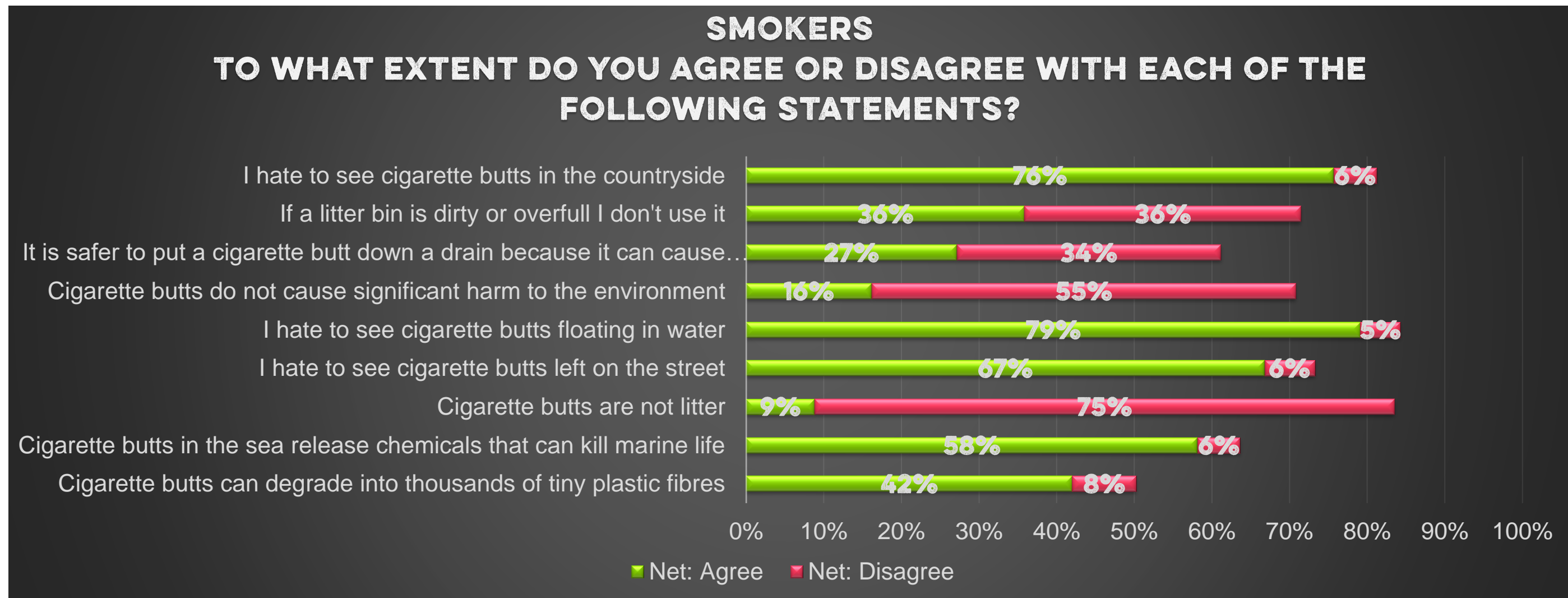
‘butts do not cause significant harm to the environment’ (81% v 55%)

‘butts are not litter’ (93% v 75%)

Non-smokers are also more likely than smokers to agree that they:

‘hate to see butts in water’ (92% v 79%)

and ‘in the street’ (90% v 67%)



PART 2:

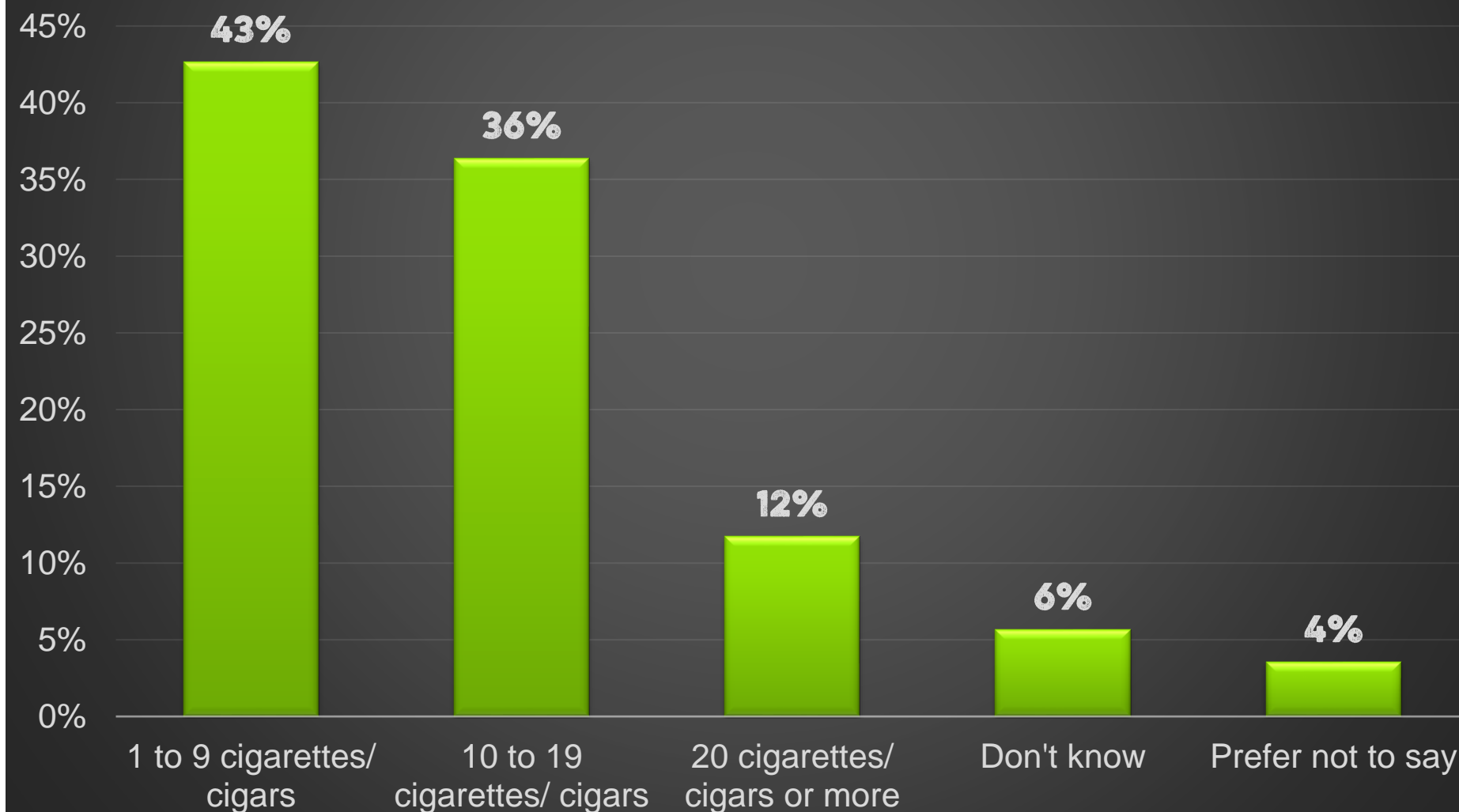
**SMOKERS'
SELF-REPORTED
RESPONSES**



SMOKERS' SELF-REPORTED RESPONSES



YOU SAID THAT YOU CURRENTLY SMOKE TOBACCO... ON AVERAGE, HOW MANY CIGARETTES/ CIGARS DO YOU SMOKE IN A SINGLE DAY? (PLEASE SELECT THE OPTION THAT BEST APPLIES)



Our smokers were predominantly 'light' and 'moderate' smokers, smoking between one and twenty cigarettes per day.

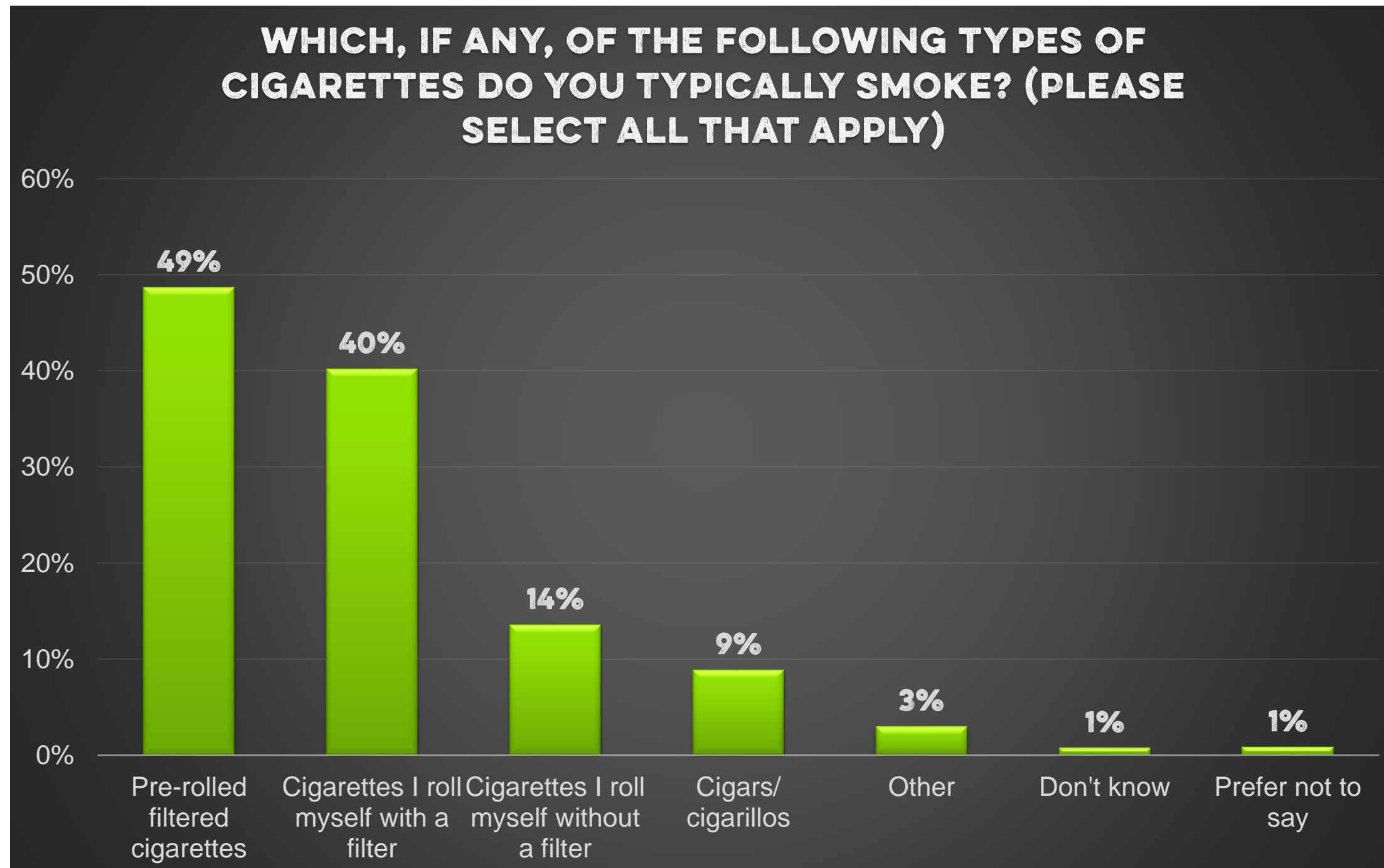
There were slightly more 'light' smokers (43%) than 'moderate' smokers (36%).

There were far fewer 'heavy' smokers that smoked over 20 cigarettes per day.

One in ten of our smokers declined to answer this question.

Base: 499 smokers

SMOKERS' SELF-REPORTED RESPONSES



Most of our smokers smoke cigarettes with a filter, either pre-rolled or self-rolled.

Interestingly, 14% of respondents said that they smoked cigarettes without a filter.

Base: 499 smokers

SMOKERS' SELF-REPORTED RESPONSES

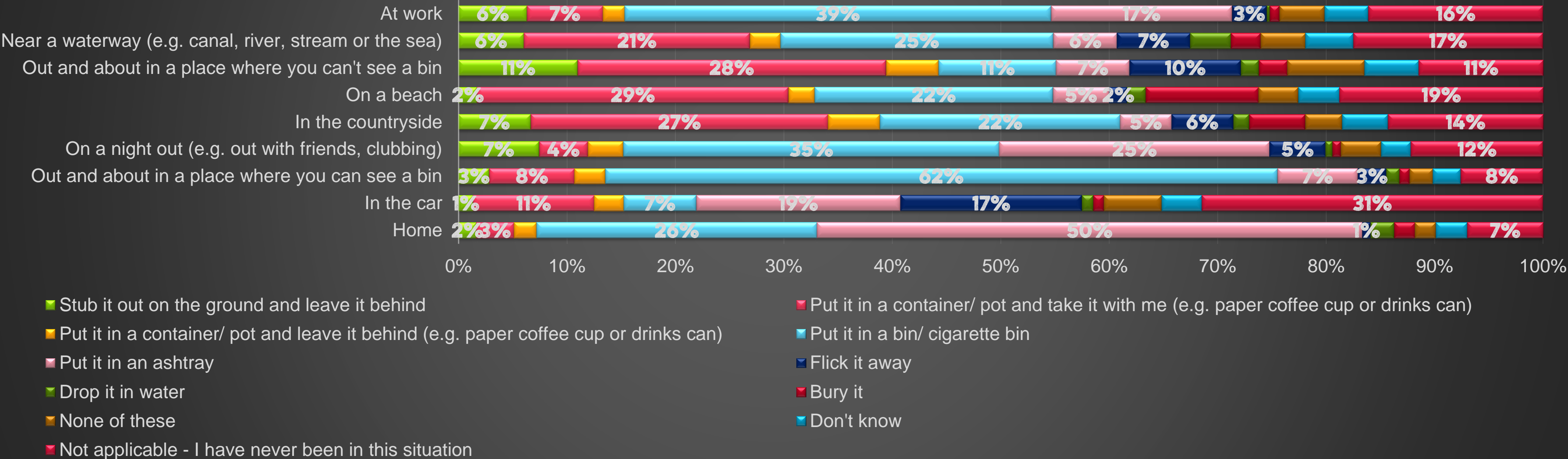
Most smokers claim to put their cigarettes in a bin OR a container and take them away, in most situations.



The scenario 'out and about where you can't see a bin' is the most likely of them all to be where smokers leave their butts the ground (11%).

Base: 499 smokers

IN WHICH ONE, IF ANY, OF THE FOLLOWING WAYS DO YOU MOST OFTEN DISPOSE OF YOUR CIGARETTE BUTTS WHEN YOU ARE IN EACH OF THE FOLLOWING SITUATIONS?



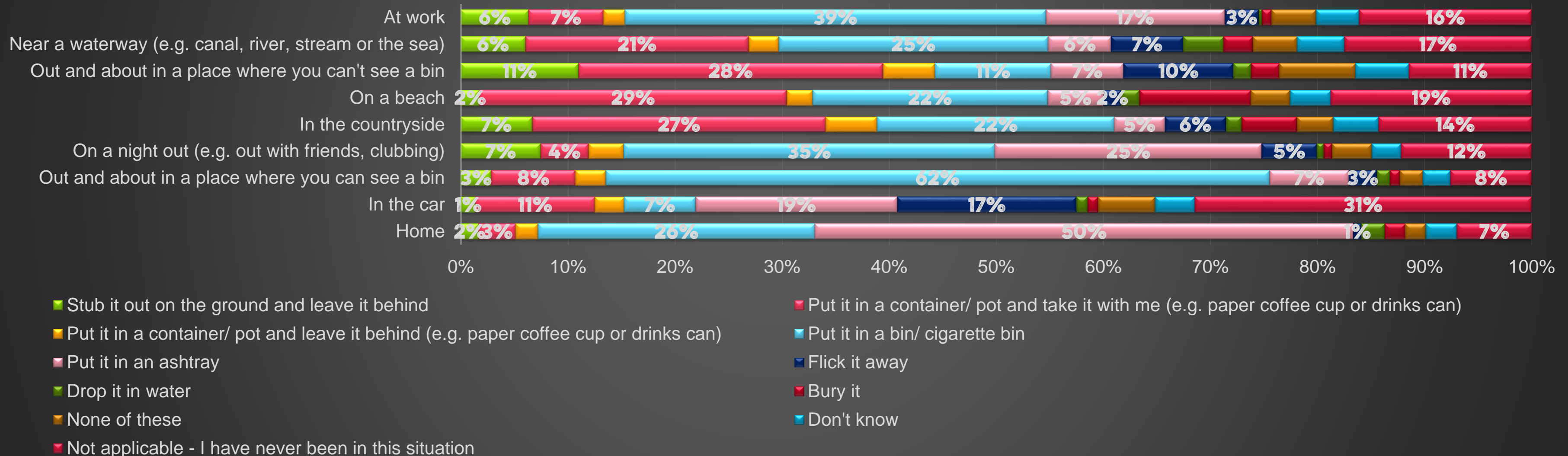
Smokers claimed very infrequently that they most often disposed of their cigarette butts in a container and left it behind. The most likely scenarios were when out and about – ‘in the countryside’ or ‘somewhere they can’t see a bin’, both only 5% of respondents.



When a bin was in sight, 62% of smokers said that they would use it most often to dispose of their cigarette butts.

Base: 499 smokers

IN WHICH ONE, IF ANY, OF THE FOLLOWING WAYS DO YOU MOST OFTEN DISPOSE OF YOUR CIGARETTE BUTTS WHEN YOU ARE IN EACH OF THE FOLLOWING SITUATIONS?



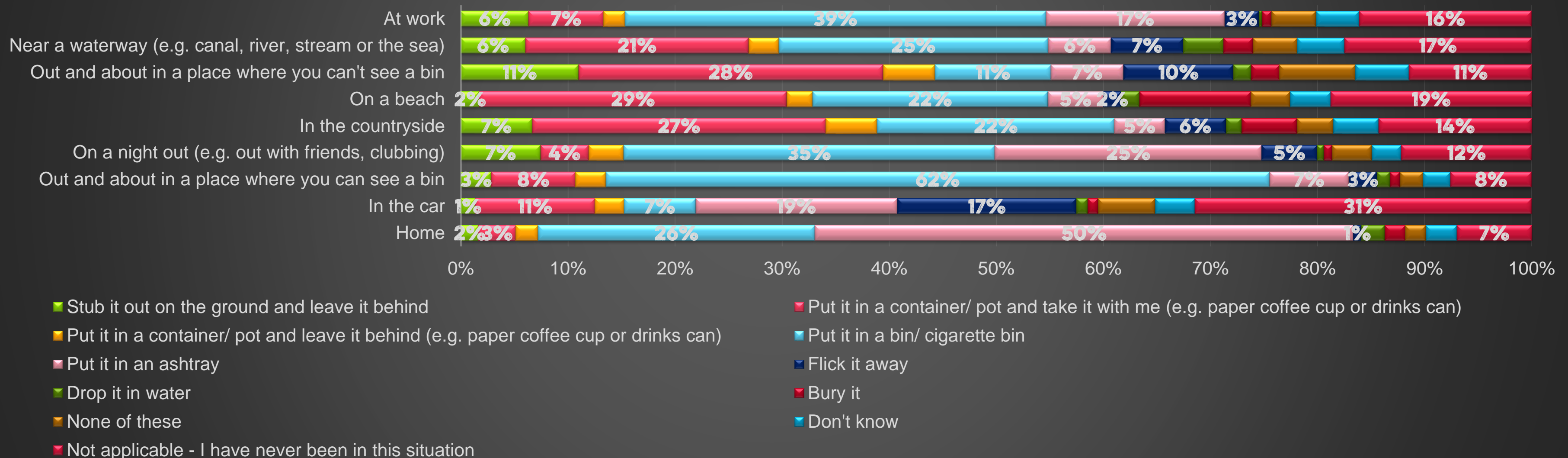
At home, half of our respondents said that they would, most often, use an ashtray and a further 20% that they would most often use a bin to dispose of their butts.



Being 'in the car' is most likely scenario to lead to flicking a butt, with 17% claiming to do this behaviour most often. Although, 31% claim to have never been in this situation, perhaps reflecting changes brought about by legislation controlling smoking in vehicles.

Base: 499 smokers

IN WHICH ONE, IF ANY, OF THE FOLLOWING WAYS DO YOU MOST OFTEN DISPOSE OF YOUR CIGARETTE BUTTS WHEN YOU ARE IN EACH OF THE FOLLOWING SITUATIONS?



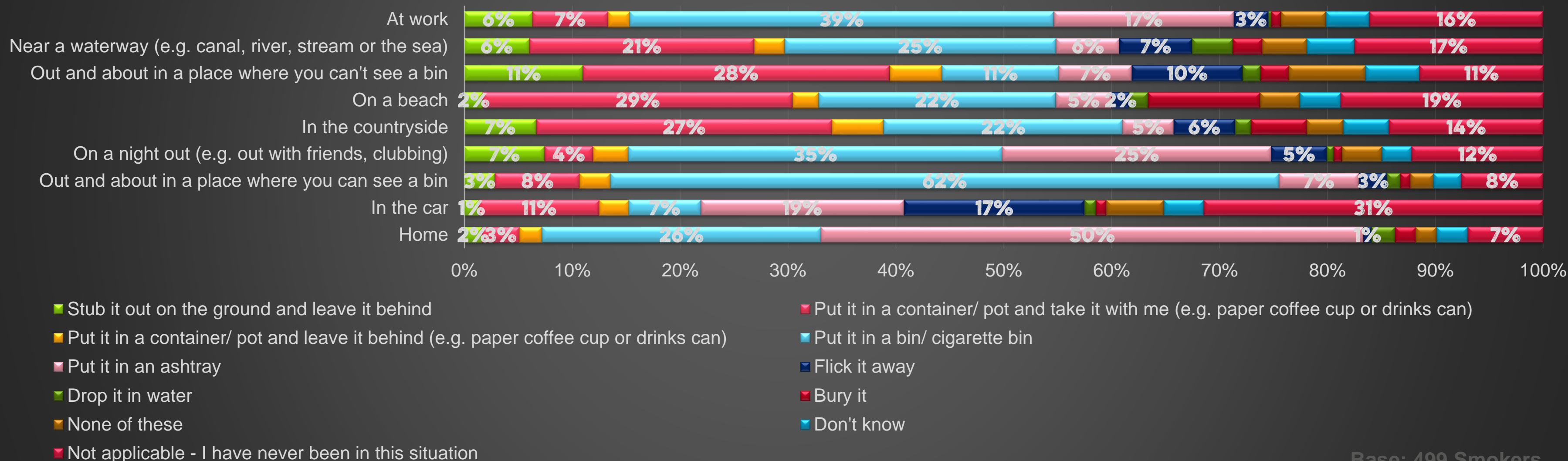
One in ten smokers (10%) said that they most often dispose of a cigarette butt on the beach by burying it.



One in twenty smokers (5%) said that they most often buried their cigarette whilst in the countryside.

Only 7% of respondents claimed that they most often flicked their butt when near a canal, river, stream or the sea.

IN WHICH ONE, IF ANY, OF THE FOLLOWING WAYS DO YOU MOST OFTEN DISPOSE OF YOUR CIGARETTE BUTTS WHEN YOU ARE IN EACH OF THE FOLLOWING SITUATIONS?

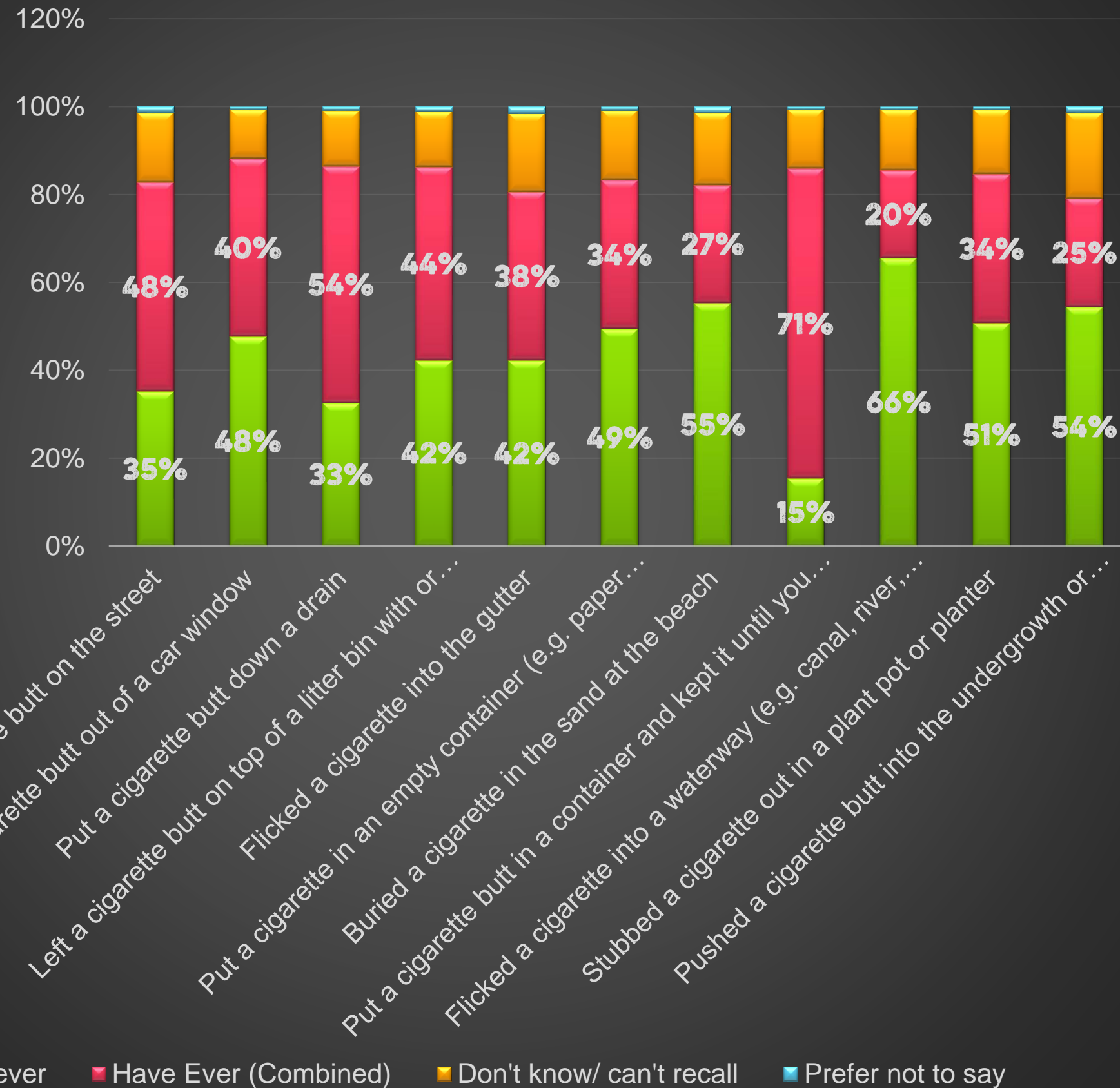


Base: 499 Smokers

SMOKERS' SELF-REPORTED RESPONSES



APPROXIMATELY, WHEN, IF EVER, WAS THE LAST TIME YOU DID THE FOLLOWING?



7 out of 10 smokers (71%) claim to have put their cigarette butt in a container and kept it until they could put it in the bin.

More than one-third (34%) claimed to have done that today or in the last week.

Two-thirds (66%) claim to have never flicked a butt into a waterway

Over one-third (35%) claim to have never flicked a butt into the street.

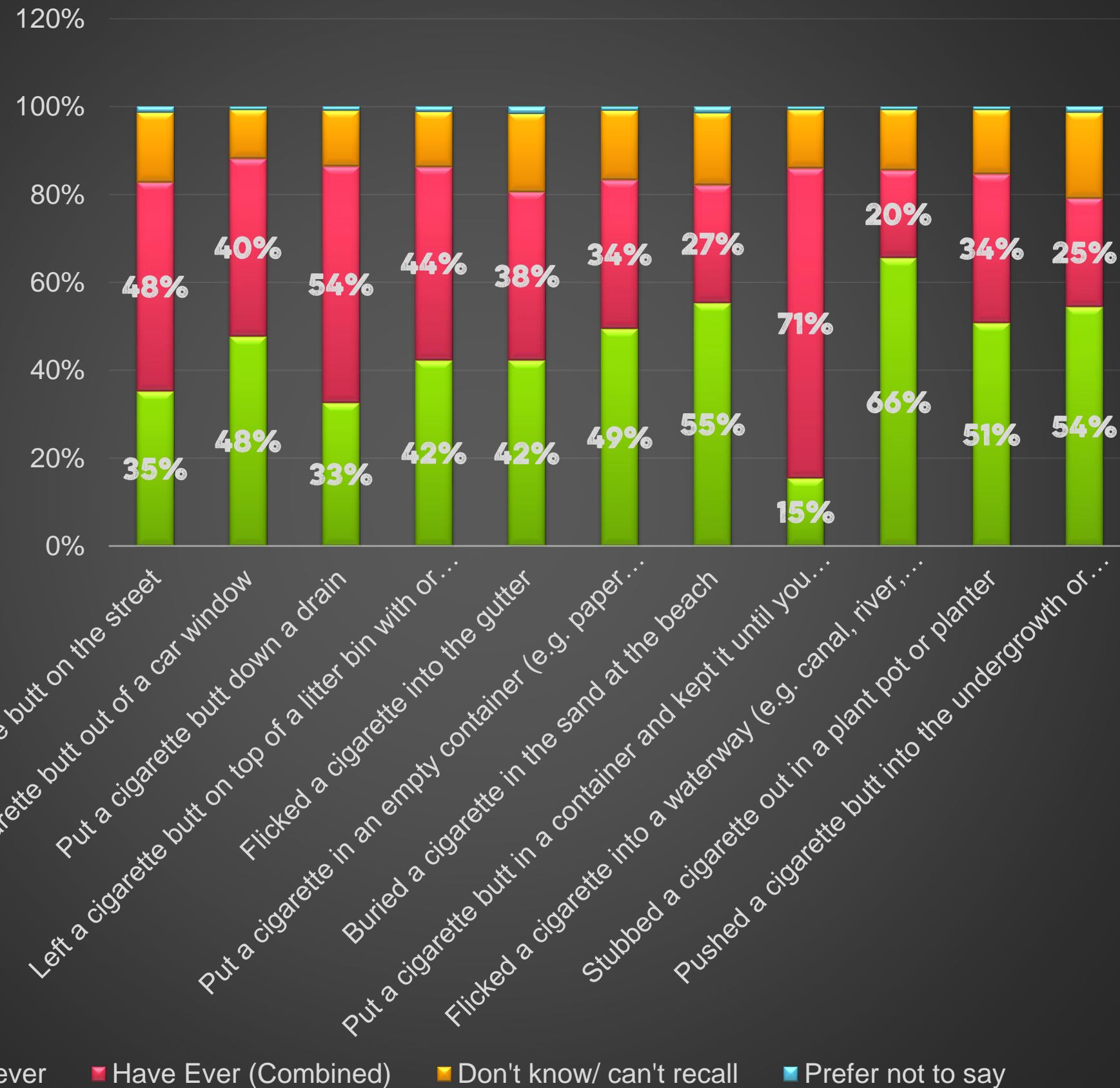
Almost half (48%) said that they had never thrown a butt out of a car window

Base: 499 Smokers

SMOKERS' SELF-REPORTED RESPONSES



APPROXIMATELY, WHEN, IF EVER, WAS THE LAST TIME YOU DID THE FOLLOWING?



9% of smokers said that they had thrown a cigarette butt out of a car window that day; 7% said that they had dropped a butt on the street that day and 27% said that they had in the last week.

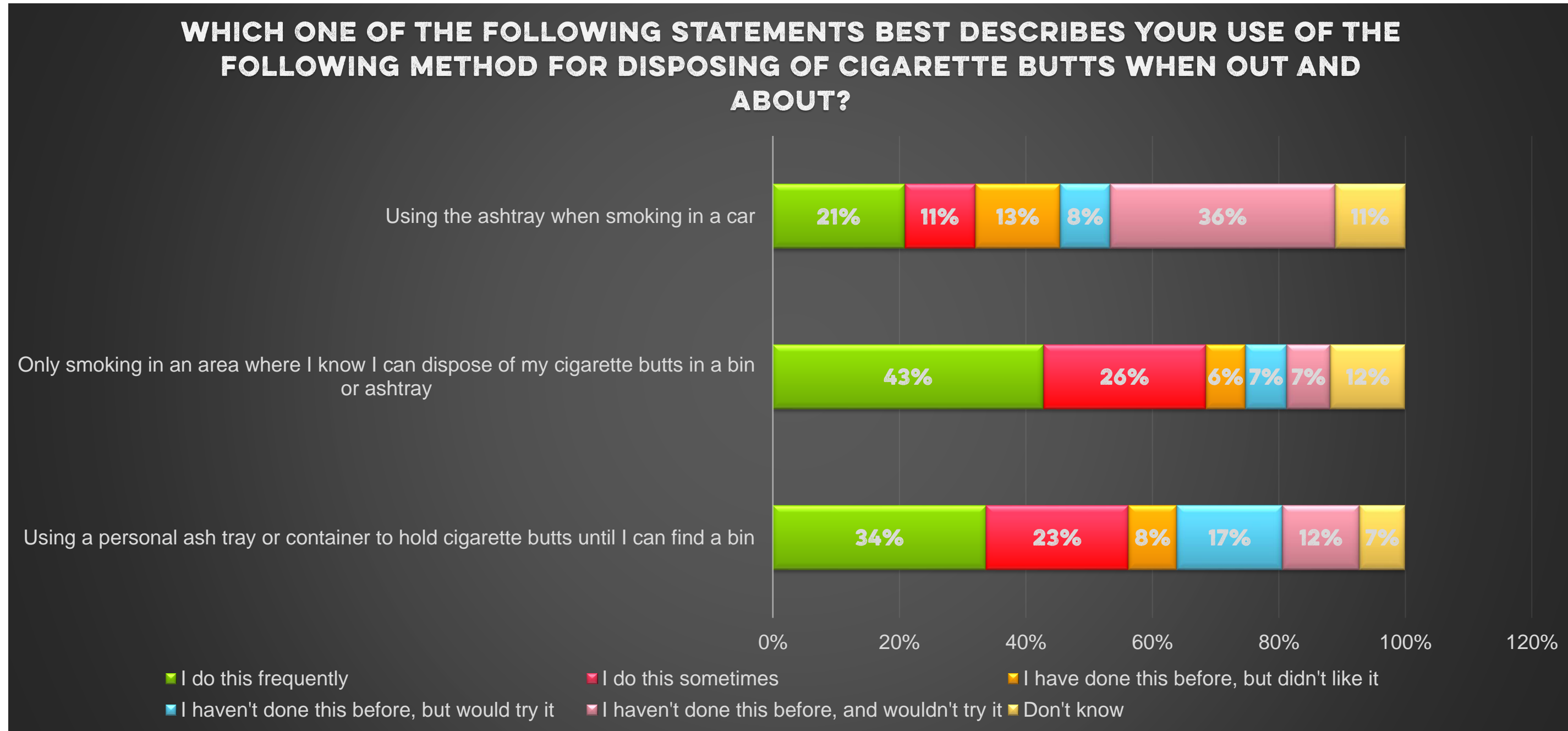
28% of smokers said that they had put a cigarette butt down a drain in the last month, and 18% into a gutter in the last month.

77% of smokers reported that they had ever littered their butts on at least one occasion.

23% of smokers reported that they have never littered a cigarette butt in any of these scenarios.

Base: 499 Smokers

SMOKERS' SELF-REPORTED RESPONSES



56% of smokers claim to ‘frequently’ or ‘sometimes’ use a personal ashtray, with 17% claiming that they would try it.

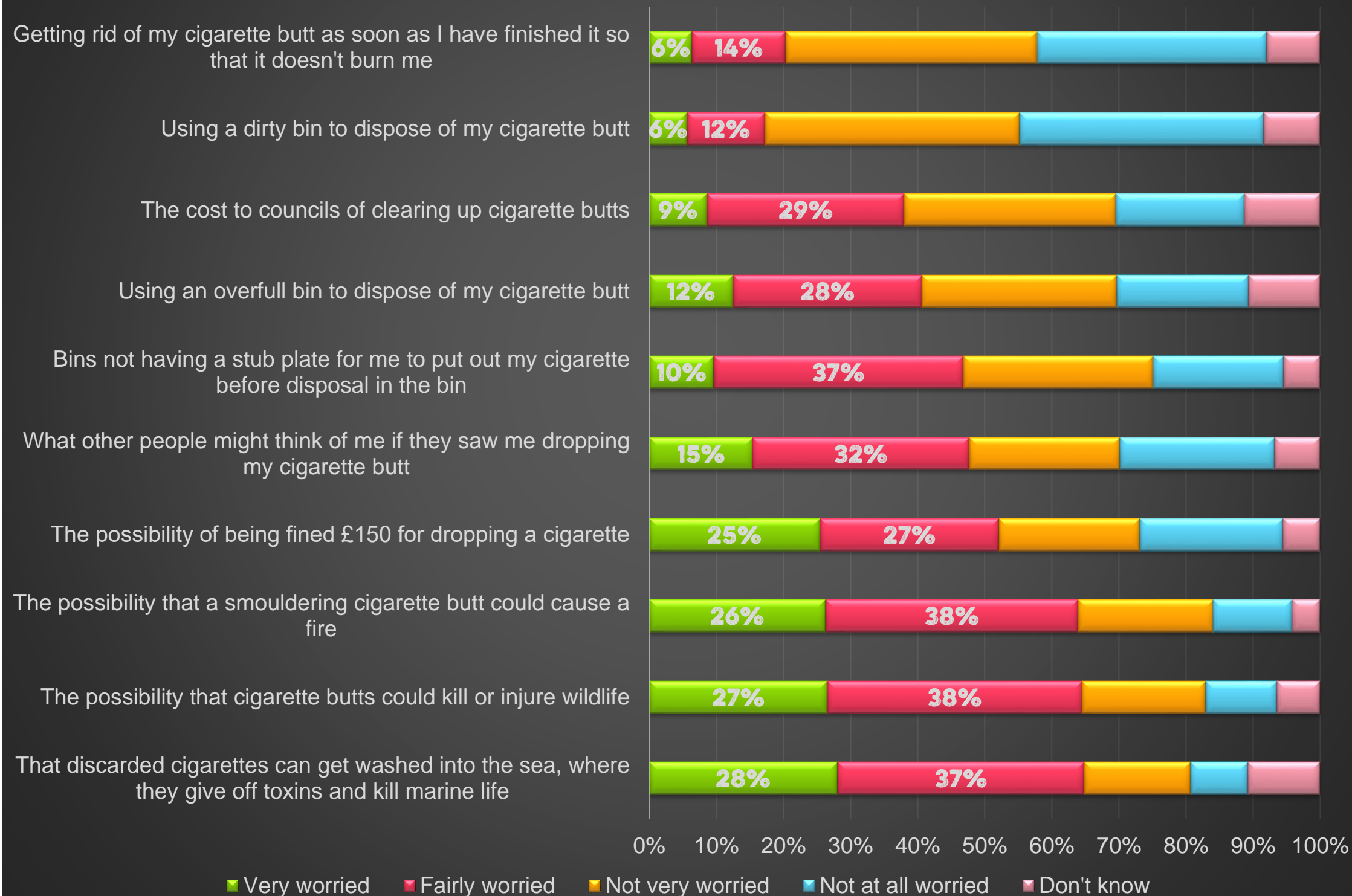
Attitudes to using a car ashtray need further investigation. Over one-third (36%) say they ‘wouldn’t try it’, but we also know that 31% of smokers claimed previously not to smoke in the car, so this may be linked.

69% of smokers claim ‘frequently’ or ‘sometimes’ only to smoke in areas where they can use a bin for disposal.

SMOKERS' SELF-REPORTED RESPONSES



THINKING IN GENERAL ABOUT THE POSSIBLE EFFECTS OF DROPPING AND/ OR LEAVING CIGARETTE BUTTS ON THE GROUND... HOW WORRIED, IF AT ALL, ARE YOU ABOUT EACH OF THE FOLLOWING PERSONALLY?



Killing or injuring wildlife, or marine life, are the two issues most likely to make smokers very or fairly worried about dropping butts on the ground. Almost two-thirds (65%) expressed this worry.

This was followed closely by the risk of fire, noted by 64% of smokers.

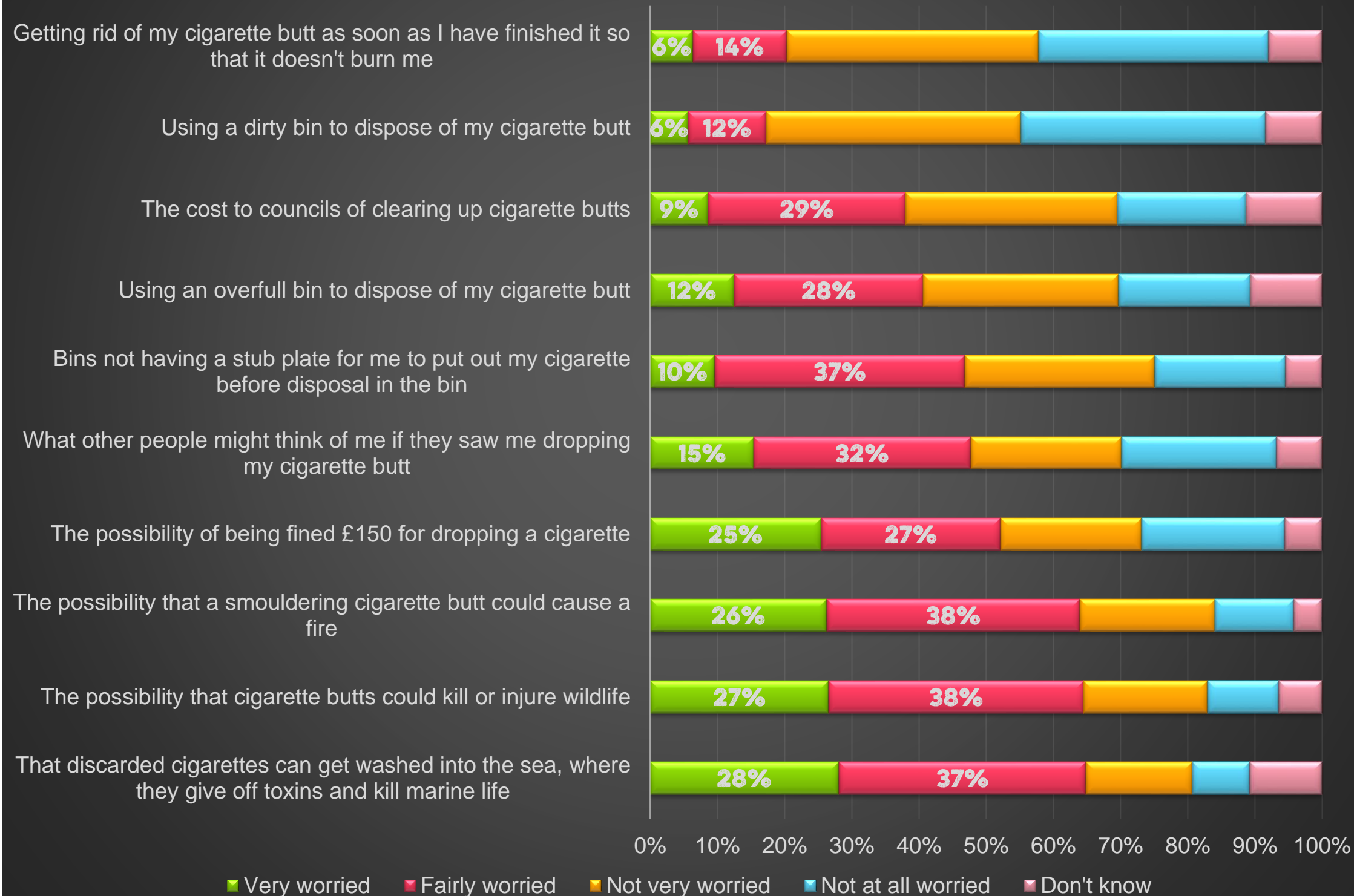
Being burned themselves by a butt was not generally considered to be a worry, with two-thirds (63%) saying that they weren't worried about this, and only 20% that they were to any extent.

Base: 499 Smokers

SMOKERS' SELF-REPORTED RESPONSES



THINKING IN GENERAL ABOUT THE POSSIBLE EFFECTS OF DROPPING AND/ OR LEAVING CIGARETTE BUTTS ON THE GROUND... HOW WORRIED, IF AT ALL, ARE YOU ABOUT EACH OF THE FOLLOWING PERSONALLY?



Smokers were evenly split on whether they were worried about the possibility of being fined for littering their butt.

They were also evenly split on whether they were worried about what others thought of them.

Using a dirty bin was also not regarded as a factor to worry about by the vast majority of respondents.

Just over one-third claimed to be worried about the cost to councils of clearing up their cigarette butts, with just over half claiming that it was not something they worried about.

Base: 499 Smokers

CONCLUSIONS



CONCLUSIONS



- Smokers and non-smokers hold very similar opinions about how bothered they are about every type of litter that we named, with the very evident exception of cigarette butts. Non-smokers were over three times as likely to regard them as one of their top three littered items than smokers.
- There is a clear and consistent disparity between what smokers and non-smokers regard as acceptable and correct cigarette disposal behaviours.
- Smokers were more unwilling than non-smokers to express an opinion on what happens to their butts, and are always more hopeful than smokers that something will have been done to mitigate their effects on the environment.

CONCLUSIONS



- Smokers claimed overwhelmingly that they did not litter their butts.
- When asked about their usual disposal behaviour in different situations, most smokers claimed that their usual behaviour was to put their cigarette butt into a bin, or into a container and take it away.
- Being more anonymous in the car, or out with friends for the evening were the scenarios where smokers claimed that they were most likely to litter their butt.
- When asked about scenarios that had previously been identified in qualitative research as factors that would make smokers think twice about disposing of their butts, only factors such as harming wildlife, marine life and starting fires, were an incentive for correct disposal.
- Other scenarios, such as bin suitability and servicing, and the possibility of fining, were regarded as less of a factor.
- Smokers claimed to be very willing to take actions that would lead to butts not being littered.

CONCLUSIONS



- Smokers' claimed littering behaviours do not match the survey findings of cigarette litter on the ground, where it is found on 72% of all sites surveyed in England.*
- This implies that asking smokers about their behaviour does not necessarily give an accurate picture of their actual behaviour, as it is likely heavily influenced by what they think that they should be doing.
- Further research to understand smokers' littering behaviour should be collected to provide a deeper understanding of smokers' motivations and barriers for behaviour change in its widest context, including:
 - observation of actual behaviours,
 - small scale qualitative study,
 - a better understanding of locational and socioeconomic factors, and
 - thorough ethnographic research.

• * Source: Keep Britain Tidy National Litter Survey of England 2020/21

APPENDICES



APPENDIX A:

DEMOGRAPHIC AND ATTITUDINAL ANALYSIS OF SMOKERS BY RATES OF SMOKING



ANALYSIS OF SMOKERS BY SMOKING RATE



OBSERVATIONS OF LIGHT, MEDIUM AND HEAVY SMOKERS

The YouGov demographic tabulation of data enables us to draw up categorisations of smokers according to how many cigarettes (or cigars) they smoke every day.

This has been carried out to give Keep Britain Tidy insight into how best to target the public anti-littering campaign in England and to shape the interventions aimed at changing smokers' littering behaviours.

It was calculated using the Z score, which indicates the deviation from the mean and therefore how much more likely (or less likely) a person is to answer a particular question in a particular way, than the average. $Z=1$ is the least deviation; the higher the Z score the greater deviation from the average.

ANALYSIS OF SMOKERS BY SMOKING RATE



LIGHT SMOKERS (SMOKE 1-9 CIGARETTES PER DAY)

Characteristics

- The largest proportion of our smokers – 44%.
- Very much more likely to say that they don't smoke everyday and much less likely to say that they do (Z=9), than the other smokers.
- Smokers that stated that they didn't know the quantity of cigarettes that they smoked were much more likely to say that they didn't smoke every day (Z=5), as were those that didn't want to say (Z=3).
- More likely to be female (Z=2) than male.
- Most likely to be in socioeconomic group ABC1 (Z=2).
- Most likely to be in full time work (Z=3), and least likely to be not working (Z=3).

ANALYSIS OF SMOKERS BY SMOKING RATE



LIGHT SMOKERS (SMOKE 1-9 CIGARETTES PER DAY)

Concerns

- That cigarette butts in the sea release chemicals that kill marine life ($Z=2$) was the only environmental harm that prompted a likely agreement ($Z=2$). This was more than medium or heavy smokers ($Z=-1$).
- Slightly more than medium or heavy smokers to disagree that cigarette butts in the sea release chemicals that can kill marine life ($Z=2$), and slightly more likely to agree with this statement.

Opinions on littering

- The only one of the three groups to consider any of the littering actions that we identified to be littering. They were most likely to say that throwing a butt out of a car window or down a drain, or burying it on a beach, were littering ($Z=3$), followed by flicking a cigarette butt into a gutter, and pushing it into the undergrowth or roadside verge ($Z=2$).
- They felt, as was the average for all groups, that putting a cigarette into a container and leaving it behind was the most acceptable action ($Z=0$).

ANALYSIS OF SMOKERS BY SMOKING RATE



MEDIUM SMOKERS (SMOKE 10-19 CIGARETTES PER DAY)

Characteristics

- The second-largest proportion of our smokers, just fewer than those claiming to be light smokers, 37%.
- Equally as likely to be male as female.
- Most likely to be aged 55+ and least likely to be aged 18-24.

ANALYSIS OF SMOKERS BY SMOKING RATE



MEDIUM SMOKERS (SMOKE 10-19 CIGARETTES PER DAY)

Concerns

- Were least likely to be concerned about not having a stub plate or using an overfull bin.
- Were more likely to disagree with the statement that “cigarette butts can degrade into thousands of tiny plastic fibres” than the other two groups of smokers ($Z=2$).
- Very slightly likely to agree that they don’t like seeing butts on the street or in the countryside than the other litterers (N.B. only $Z=1$ so not statistically significant).
- Medium smokers felt more strongly than the other two groups that putting a cigarette butt down a drain was not littering ($Z=-2$).
- Medium smokers were the most likely of the groups of smokers to say that that cigarettes were in their top three worst littered items.

Opinions on littering

- Less likely than the other two smokers’ groups to agree that putting a cigarette down a drain, or extinguishing it on a stub plate and leaving it on top of a bin, were littering.

ANALYSIS OF SMOKERS BY SMOKING RATE



HEAVY SMOKERS (SMOKE 20+ CIGARETTES PER DAY)

Characteristics

- The smallest proportion of our smokers, 12% (1/3 the size of the medium group and almost ¼ the size of the light smokers' group).
- More likely to be male (Z=2) than female.
- Spread evenly across the age ranges, more likely to be aged 55+ and less likely to be aged 35-44 (Z=3).
- More likely to be in socioeconomic group C2DE (Z=2).
- More likely to be retired (Z=2).

Concerns

- Most likely of the smokers' groups not to engage with any of the environmental harms questions – and state that they 'neither agree nor disagree' with the impacts statements – particularly 'I hate to see butts floating in water' and 'I hate to see butts in the countryside' (Z=3)
- Least likely to be concerned about the risk to marine life (Z=2).
- More likely to be 'very worried' about getting rid of their butt as soon as they have finished to stop it burning them, or using an overfull bin to dispose of their butt (Z=2).

ANALYSIS OF SMOKERS BY SMOKING RATE



HEAVY SMOKERS (SMOKE 20+ CIGARETTES PER DAY)

Concerns (continued)

- Less likely than the others to be 'fairly worried' about what others think of them littering and of the effects of cigarettes on marine life ($Z=-2$).
- More likely than the other two groups of smokers to disagree with the statement that "cigarette butts in the sea release chemicals that can kill marine life".

Opinions on littering

- Felt more than light or medium smokers that throwing a butt out of a car window, into a waterway, and burying it on a beach, were not littering.
- Were more likely to say that they were not bothered about seeing litter in their local area ($Z=3$).
- Were more likely to say that none of the stated littering actions were littering ($Z=3$) than the other two smokers' groups ($Z=-1$).
- Were more likely to say that they thought that flicking a cigarette out of a car window ($Z=3$), and then burying a butt on a beach and flicking it into a waterway were not littering ($Z=2$).

APPENDIX B:

SEGMENTING SMOKERS' APPROACHES TO LITTERING



SEGMENTING SMOKERS' APPROACHES TO LITTERING



BACKGROUND

The questions asked in the baseline attitudinal survey were designed to elicit responses from smokers that would help us to understand three elements about smokers: their attitudes towards smoking-related litter and littering and its impact; their own reported littering behaviours; and their knowledge and understanding of documented environmental harms relating to smoking-related litter.

To help us to delve deeper into this wealth of information, Keep Britain Tidy asked YouGov Statisticians to carry out further statistical cluster analysis on the raw data to understand how the respondents grouped into types that could be used to help to shape our work. We are able to use this additional insight to inform work on the campaign and the research and innovation pilots. Further detail on the statistical approach to this work is available on request from Keep Britain Tidy.

The responses to our attitudinal, behavioural and knowledge questions were statistically cross-referenced and the following five segments were identified. Each segment has been given a name to reflect their dominant characteristics.

SEGMENTING SMOKERS' APPROACHES TO LITTERING



“MIGHT AS WELL FLICK IT” SEGMENT 1 (21%)

Attitudes: people in this category are mostly worried about the possibility of being fined £150 for dropping a cigarette and what others might think of them if they saw them dropping a cigarette butt. They don't worry at all about bins being dirty or overfull. They are rather neutral about the acceptability of throwing a cigarette butt on the street, out of a car window, or burying it in the sand at the beach. They think it's acceptable to put a cigarette butt down a drain and consequently don't consider it to be littering.

Behaviours: about 25% of them disposed of a cigarette butt on the street recently, and roughly 30% threw it out of a car window recently. Unsurprisingly, 46% of them put a cigarette butt down a drain recently. When it comes to using an ashtray when smoking in a car, 42% of them have never done this and wouldn't try it.

Identity: 44% of the people in this category are medium smokers (10 to 19 cigarettes/day), and 38% light smokers (1 to 9 cigarettes/day). 59% of them are full time workers, and 14% of them are retired. 43% are between 25 and 44 years old. Gender-wise, the proportions are almost equal: 49% females, 51% males.

SEGMENTING SMOKERS' APPROACHES TO LITTERING



“JUST GET RID OF IT” SEGMENT 2 (24%)

Attitudes: Individuals in this segment are mainly worried about using a dirty or overfull bin to dispose of their cigarette butt, but also about quickly getting rid of it in order not to get burned. They are the least worried about the consequences on the environment of inappropriately disposing of cigarette butts (such as fire, killing/injuring wildlife or marine life). They find acceptable most of the bad/inappropriate actions with respect to disposing of cigarette butts, and consequently don't consider them to be littering.

Behaviours: unsurprisingly, nearly 40% of them recently disposed of a cigarette butt on the street, nearly 30% flicked a cigarette into the gutter, and 24% put a cigarette in an empty container and left it behind.

Identity: 67% of the people in this category are less than 44 years old, and 30% are from the North region. Light and medium smokers are represented in equal proportions (35% each). 60% are males. Heavy smokers are twice as likely to be in this segment than in any other.

SEGMENTING SMOKERS' APPROACHES TO LITTERING



“KEEP IT TIDY” SEGMENT 3 (22%)

Attitudes: Respondents in this category are relatively worried about the consequences of cigarette butts on the environment, but also about their reputation if others saw them throwing their cigarette butts. They find unacceptable and consider to be littering most of the listed actions with respect to disposing of cigarette butts, except for leaving them on top of a bin and putting them in a littered drinks container.

Behaviours: only very small proportions of people in this segment admit to having recently behaved inappropriately: indeed, most of them claim never to have disposed of a cigarette butt on the street / out of a car window / down a drain etc., or if they ever did so it was more than one month before taking the survey. Moreover, most of them have recently kept a cigarette but until they could put it in the bin.

Identity: Approximately 60% are above 45 years old, 45% are light smokers, and 59% are females.

SEGMENTING SMOKERS' APPROACHES TO LITTERING



“DON'T LITTER THE ENVIRONMENT” SEGMENT 4 (18%)

Attitudes: People in this segment are the ones who most worry about the negative consequences of cigarette butts on the environment, but also about the cost to councils of clearing them up. They particularly find it unacceptable to dispose of a cigarette butt on the street, leave it on top of a bin with or without an ashtray, flick it into the gutter, and bury it in the sand at the beach, and they consider all these actions to be littering, along with putting cigarette butts in an empty can/item and leaving it behind. They think through what is and is not littering; they don't consider to be littering the fact of extinguishing and leaving a cigarette butt in an ashtray or stub tray built into a bin.

Behaviours: most people in this segment have never disposed of a cigarette butt inappropriately, and they rather have the habit of keeping it until they can put it into a bin.

Identity: 65% of them are above 45 years old, including 40% over 55 years old, 52% are males, and 55% are light smokers.

SEGMENTING SMOKERS' APPROACHES TO LITTERING



“NOT ENOUGH BINS” SEGMENT 5 (15%)

Attitudes: They are the least worried about being fined, the cost to councils of clearing up cigarette butts, or their reputation if other people saw them dropping their cigarette butts. Instead, they are worried about bins not having a stub plate and using an overfull bin. They are indifferent/detached with respect to most attitudes, but still find it unacceptable to put a cigarette butt in a littered drinks container or to stub it in a plant pot. Instead, they tend to find acceptable the fact of throwing a cigarette butt on the street or out of a car window.

Behaviors: this segment contains the largest proportion of people who admit they disposed of a cigarette butt on the street very recently (~32% of them). 9% also admit they threw a cigarette butt out of the car window the very day they took the survey.

Identity: 45% of them are under 35 years old, 44% are light smokers, closely followed by medium smokers (39%). 60% are males.



**KEEP
BRITAIN
TIDY.**