



KESAB

Litter disposal behaviour

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Data collected:

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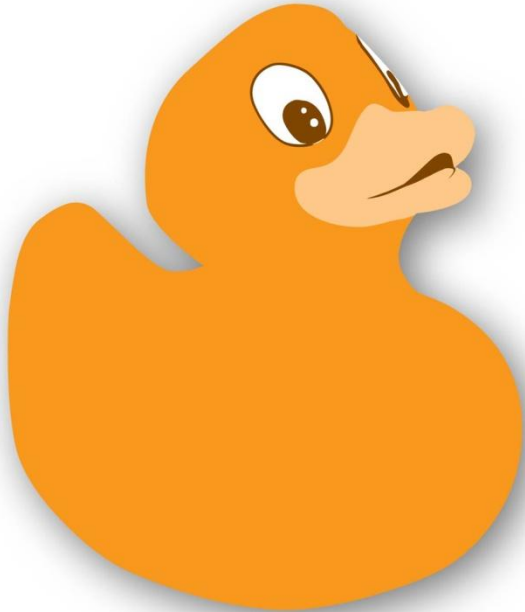
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The mission:



“Reveal insights and attitudes to litter amongst South Australians to inform future KESAB communications”

Sub-objectives:

1. Identify profile of litterers
2. Reveal insights into current littering behaviours amongst South Australians
3. Discover reasons why South Australian's litter
4. Understand influencers for behavioural change
5. Study environments that encourage littering and those that discourage
6. Highlight types of litter and incidence rates [ie: cigarettes at break times]
7. Map previous insights to current observations with a focus on behavioural change

Background

Previous research has identified behavioural changes as the key to effective change in littering. How then to take that to the masses and engage the community in self awareness and practice of rubbish disposal then becomes the challenge for KESAB. In collating the facts previous studies need to be considered together with observational research into South Australian behaviours. Be it that they may mirror other states or countries there is still the semiotics and language of a local vernacular that needs to be considered as well as community specific nuances that may change the way in which this message is to be presented.

A new study of who litters, community behaviour at large, and sub communities within the broader spectrum must be conducted. Illumination research has formed the base of current attitudes and behaviours and allowed a localised aspect to be considered. Types of litter and types of litterers have been reviewed along with hot spots of littering and primary times and occasions of littering.

The second phase of the research considered the broader community and involved a structured online survey to discuss the types of littering, attitudes and behaviours to littering amongst the general population and ways to impact community behaviour at large. From this a comprehensive picture is painted of the littering landscape in South Australia with possible messages for campaign concepts.

Subsequent to this study, once concepts have been created, these will be tested through focus groups with general public and occasional litterers for effectiveness and cut through.



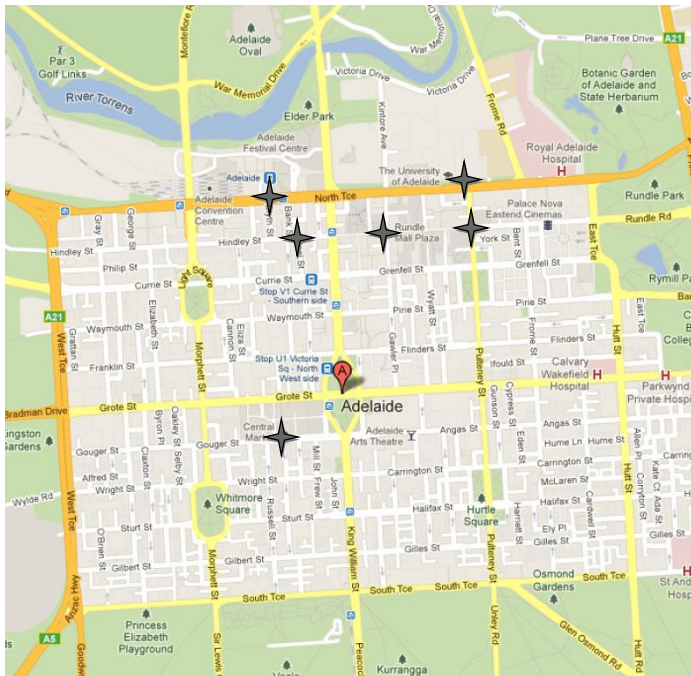
What we did?

Stakeholder Interviews

2 x depth interviews with stakeholders from the fast food industry in Adelaide City Council were undertaken by Rikki-Lee Schmitt in order to understand issues from the industry angle regarding littering in Adelaide CBD.

Ethnography

To uncover insights and behaviours in relation to littering, Rikki-Lee Schmitt and Madeleine Hayter conducted an ethnographic and photographic study of urban littering black spots defined by the Adelaide City Council. This included 2 x 2 hour sessions on 21st October and 4th November 2011.



Depth Interviews

Ten depth interviews were conducted by Jason Dunstone and Victoria Carbone to gain insight into the mindset, attitudes, behaviours and expectations of litterers who frequent Adelaide City Council.

| Qualitative Sample Overview | |
|--|---|
| No of Interviews | 10 |
| Group criteria [Conducted 21-23 November 2011] | Litterers who frequent ACC Under 55 years old Skew towards males under 30 Skew towards low-mid SES |
| Interview length | 30-45 mins |
| Interview location | Various places in Adelaide CBD |
| Moderation | Jason Dunstone |
| Honorarium | \$50 |

Online Survey

An online survey with litterers in metropolitan Adelaide was conducted with a sample size of 205 respondents. The data was weighted to the metropolitan Adelaide population according to the recent Census. The survey was designed to quantify issues arising from the qualitative research and identify strategies for future marketing communications.

| Quantitative Research Overview | |
|--------------------------------|---------------------|
| Sample size | n = 205 |
| Survey length | 13 minutes |
| Sample error | +/- 6.8% |
| Collection dates | 13-16 December 2011 |

In A Nutshell

Overall, litterers in metropolitan Adelaide do **have a social conscience**, where a majority of people understand that littering is wrong – this is less so among the target audiences. However, there are common justifications that individuals use to override the laziness of littering in an urban space such as Adelaide CBD.

- ⇒ **“No available bins”** – if there are no bins in the exact vicinity at the time of desired rubbish disposal the government is often blamed for not providing enough bins – from the ethnography this is typically an excuse that the bins are too far away or not visible at a glance.

Increase visibility of existing bins rather than implementing more resources.

- ⇒ **“Someone else will pick it up”** – particularly in the CBD or at events, litterers often rely on council workers to clean up litter in the streets.

Increase awareness of council services relating to rubbish disposal and clean up.

Engage with the target audience

Focus the campaign on...

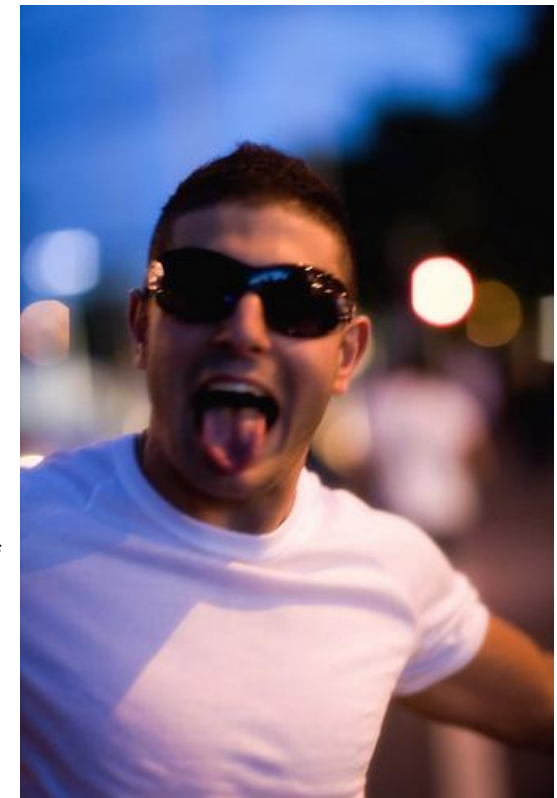
- **Males under 30**
- **Lower SES**

“Seeing other litter around neutralises it and you think someone is going to clean it up and you will get away with it”
[M<30, high SES]

Tweak for night versus day

Tweak the campaign strategy for night versus day to attract different mindsets. **Night Owls** [who go to pubs/bars/clubs in the city on a typical Friday/Saturday night] are more likely to litter in the city as they are out to have fun at night, drinking with friends. **Social responsibility becomes a lower priority when drinking** and there is less risk of social stigma when littering in the darkness. The campaign should be bigger and brighter at night to appeal to this unique audience. Litter is at its worst in the CBD between the hours of midnight and 6am.

“I’ve seen a lot of dirty places around the world, so Adelaide is pretty clean, except on a Friday or Saturday night in Rundle or Hindley Street” [M< 30, high SES]



Be brave and creative in the marketing strategy

- As littering is often subconscious or a low priority issue, marketing communications need to hit the audience on the spot **at the scene of the crime**.
- **Use guerrilla or experiential marketing** in the CBD's black spots to target culprits before littering occurs.
- **Bring existing bins to life** to encourage use of already sufficient infrastructure.

Keep the marketing message relevant to the audience

DON'T:

- **Accuse** them.

"If you litter you're lazy"

- **Insult** them.

"Smart people put their litter in the bin"

- Be **authoritative**.

"Don't litter!"



"It'd be cool if bins had lights around them, so maybe if the bin was more interesting"

[M<30, high SES]

DO:

- Use **social enforcement** rather than monetary enforcement – let them take pride in SA. Litterers will only litter inconspicuously to **avoid social stigma**.
- **Show how littering affects them, their family and friends directly** [e.g. disease, filth]. What would happen if there were no council services?



The Story

Who litters?

The desk research, ethnographic study and stakeholder interviews found the following predictors for profiling litterers.

Age and **socio-economic status** are predictors of littering behaviour.

- General litter, typically 'take away' wrapping in South Australia was attributed to a mixed demographic skewed towards late teens to early 20s – this was worse at night time
- Middle aged adults [40s and 50s] are the biggest contributors to cigarette butt
- Litterers are most likely to be from a lower socioeconomic background
- As cigarette butts are the primary contributor, litterers are likely to smoke
- An American study [KAB] suggests that individuals under 30 years are more likely to litter than individuals over 30 years.

Race and gender were not found as predictors of littering behaviour in the ethnography study.

Litterers are likely to either be alone or with other litterers.

- Groups of smokers generally will all litter their cigarette butts together
- People will litter when they believe no one is watching them – if they are with a friend they will wait for their friend to look away
- Social pressure – littering is less likely to occur in the presence of a non-litterer – judgement.

From the depth interviews younger males' movements and attitudes often put them in a situation where they are more susceptible to littering.

On the other hand females tend to have a greater self awareness of the consequences of littering.

The older age group are more likely to entertain at home rather than go out in the city frequently and are therefore not usually in a situation to litter in the CBD.

| | | MALES | |
|-------------------------|---|--|--------------|
| | | Younger | Older |
| Lower SES | <ul style="list-style-type: none"> ✓ Go out at night, Hindley St ✓ Friends ✓ Frustrated at the stupidity of the system ✓ Down on society – angry ✓ Less content <p>Reason to litter – situation, equality, respect, lazy, frustration</p> | <ul style="list-style-type: none"> ✓ Entertain at home ✓ Family ✓ Local Pub | |
| Mid to upper SES | <ul style="list-style-type: none"> ✓ Content ✓ Socially aware/ world issues/ environmental issues ✓ Self aware/ image conscious ✓ Entertain at home [Older] | | |
| | Reason to litter – drunk, laziness | Less likely to find themselves in a situation to litter | |

Females tend to show greater respect for others, with greater self awareness of the consequences of littering

Females will only litter if absolutely necessary, will throw chewing gum in garden rather than directly onto path

Target audience

The depth interviews and online survey identified the following target audiences who are the most likely to litter in Adelaide...

1. Males under the age of 30

2. Lower SES [under \$40,000 annual household income]

What do you do for fun?

I go out to bars/clubs in the city on Friday/Saturday nights
[36% m<30] – usually Rundle Street

I visit the city at least once a week [71% m<30]

Tell us about littering...

I litter more frequently than others – not necessarily every time, but sometimes

I litter because there are **no available bins** [50% m<30 / 42% low SES] or it is **subconscious** [36% m<30]



“I’d say it’s mainly late teens to 25 year olds who are the main problem. Drinking magnifies it”
[Stakeholder, fast food]

“If you’ve had more drinks you’re less conscious or if there is no bin around you don’t want to be holding rubbish”
[M< 30, high SES]

Night Owls

Those who go to pubs/bars/clubs in the city on a typical Friday/Saturday night [30% of the total sample – including 36% of males under 30] are of particular concern for the litter disposal campaign in Adelaide CBD.

These people are more likely to...

- ✓ Go to Adelaide CBD to drink with friends/family/colleagues [79%]
- ✓ Drop my gum/small rubbish items if there is no bin nearby [63%]
- ✓ 'When I miss the bin I do not pick the rubbish back up' [37%]
- ✓ 'I am more likely to litter at night' [38%]

PROFILE

18-24 years old [53%]

Male [70%]

Visit the CBD at least weekly [97%]



"The rubbish is worst in the early hours of the morning between midnight and 6am" [Stakeholder, fast food]

**"I'm more likely to litter in the dark"
[M < 30, high SES]**

"A lot of the bins in the city when you go clubbing are usually quite full" [M < 30, high SES]

"I've seen a lot of dirty places around the world, so Adelaide is pretty clean, except on a Friday or Saturday night in Rundle or Hindley Street" [M < 30, high SES]

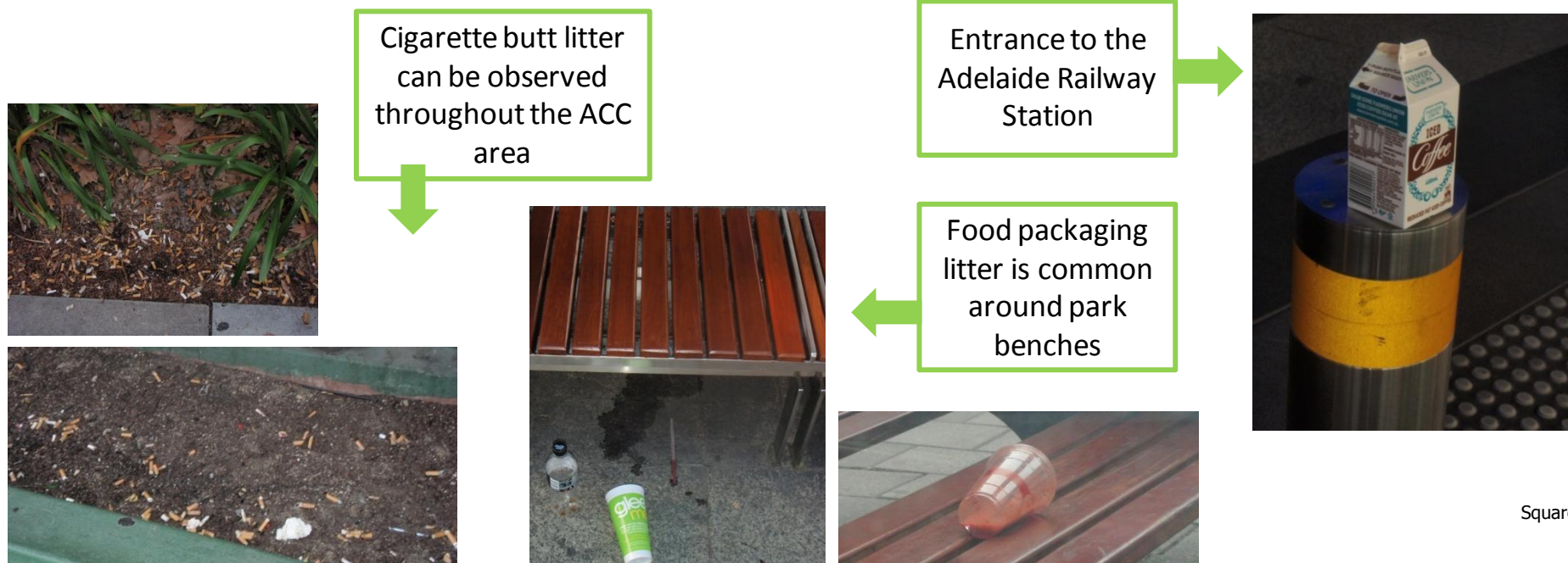
What is littered?

From observation throughout Adelaide City Council, **cigarette butts** are the most littered item throughout the area. One in ten litterers in Adelaide [31%] smoke on a weekly basis – higher among females [38% daily]. While people will actively seek out a rubbish bin for large litter items, they are unlikely to do so for their cigarette butts. This suggests that cigarette butts are perceived differently to other forms of litter.

Chewing gum is typically seen on footpaths and building entrances. One in three litterers in Adelaide [30%] chew gum on a weekly basis [37% males <30]. **ATM receipts** and **paper litter** is common near ATM machines typically while queuing.

“I don’t like chewing gum on the ground and I hate it when they put it under tables, put it in the ashtray or in the bin. You can see it on the ground and it looks bad” [M<30, high SES]

Food packaging litter is higher around benches and bus shelters. It can also be found at transition points, such as the Adelaide Railway Station. Over half of litterers in Adelaide [52%] eat takeaway at least weekly [56% males <30].

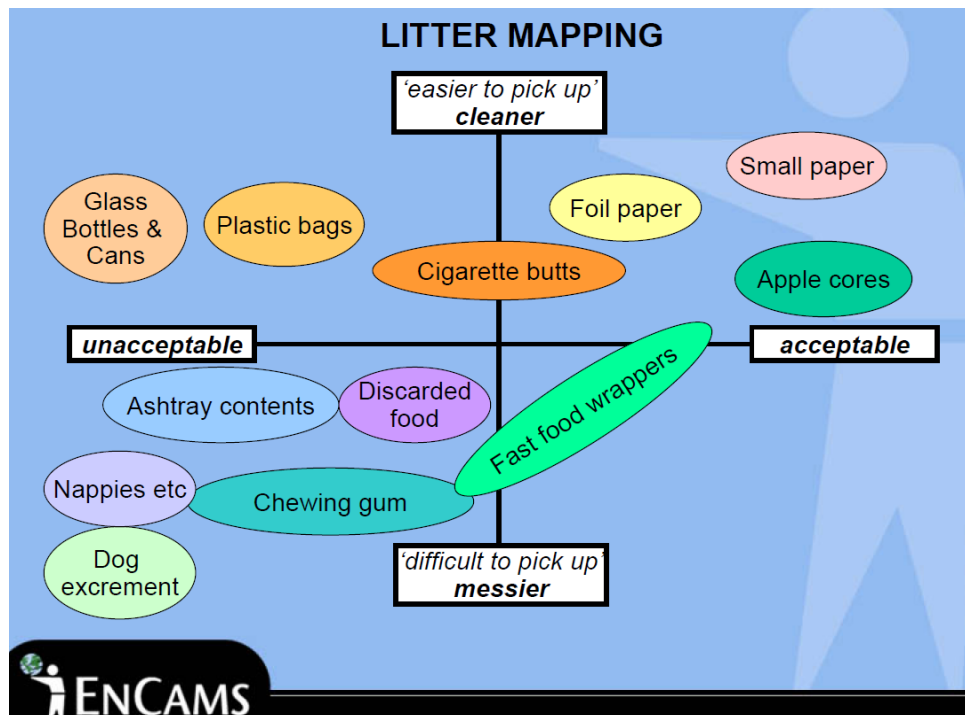


In the depth interviews, litterers admitted to **littering smaller items, bottles, takeaway bags, chewing gum and wrappers as well as organics**.

“Empty beer bottles or cans, you just put on the ground because you save the bum who is going to pick it out of the bin a whole lot of mess and bother” [M< 30, low SES]

“At work you know if you flick your lolly wrapper on the ground the sweepers will go around and pick it up for you” [M>30, low SES]

Research from Keep Britain Tidy [2001] found the following attitudes toward the different components of litter, where **smaller items and organics are viewed as more acceptable litter**. Square Holes’ depth interviews confirmed that these attitudes are similar in Adelaide.

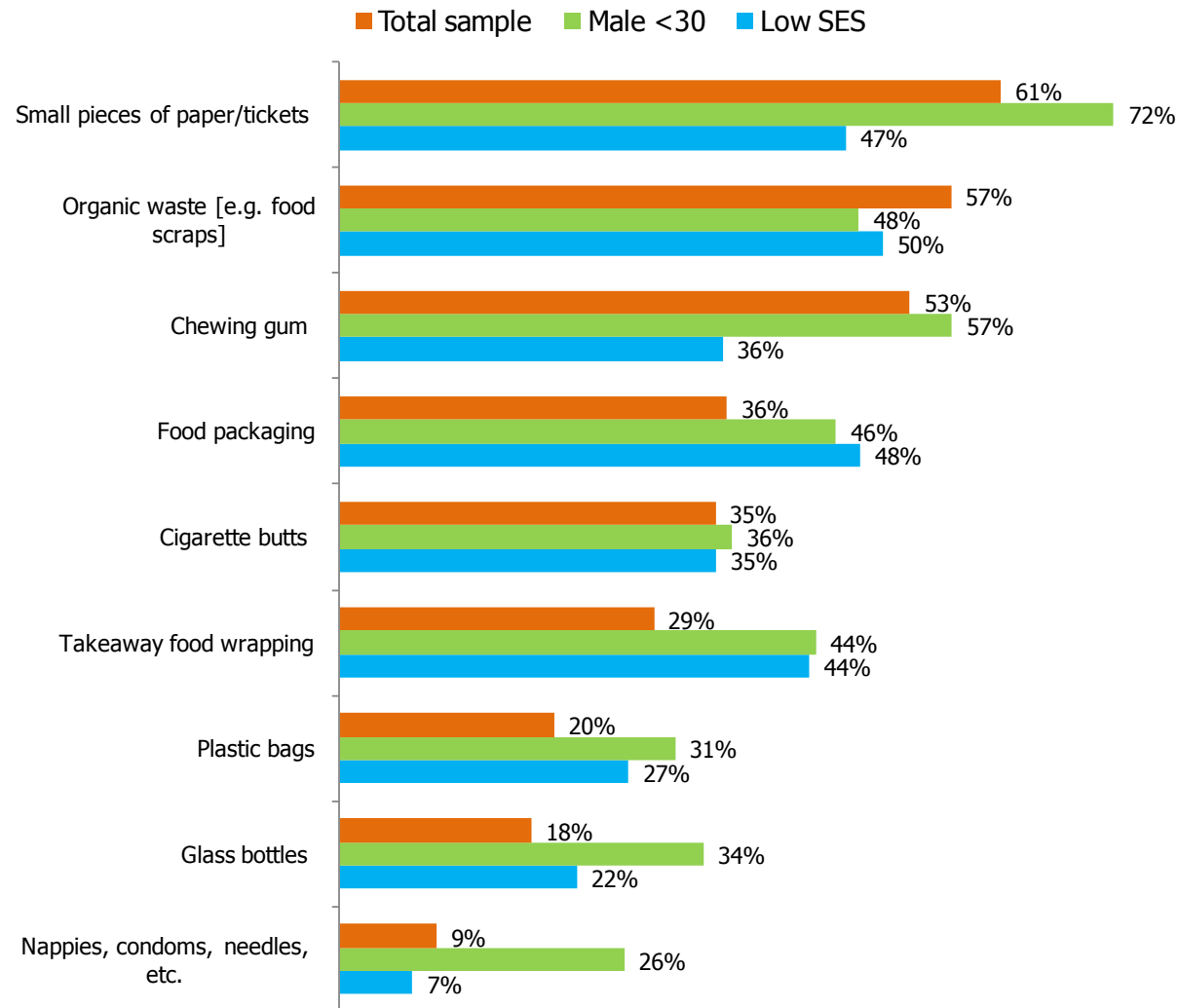


“On my way to work I’d often just chuck an apple core out the window, but I try and make it land on the grass” [Male, 18-25, M-H SES]

“If I saw a mate litter I’d probably think that’s not very good, if it was something small I wouldn’t say anything to them, but if it was big and obvious I might say put it in the bin” [M<30, high SES]

Online survey respondents admit to littering predominantly smaller and perceived more acceptable items such as **small pieces of paper/tickets** [61%], **organic waste** [57%] and **chewing gum** [53%].

Males under 30 are more likely than others to litter most things in particular small items [72%] and chewing gum [57%]. With both target audiences more likely than others to litter **food packaging** [46% m<30 / 48% low SES] and **takeaway food wrapping** [44% m<30 / 44% low SES].



Litter hotspots

The ethnography identified several litter hotspots throughout the Adelaide City Council area:

1. Outside the Royal Adelaide Hospital [North Terrace]

- The area surrounding the RAH is littered with cigarette butts as well as food packaging litter
- Litter is highly visible and perceived as acceptable by patients, staff and visitors
- Majority lower SES outside the RAH



2. Bus shelters and street furniture

- A higher proportion of litter was observed around bus shelters, benches and other forms of street furniture
- People can litter without drawing attention to what they are doing



3. Outside large buildings [smokers' break]

- Cigarette butt litter was high at the entrance to large office buildings
- These areas were identified as smoker break hotspots
- Littering occurs prior to returning back to work



As in the Keep Britain Tidy ENCAMS study [2001], while city centres were identified as having a litter problem, **most believed it was not a problem as these areas are constantly cleaned.**

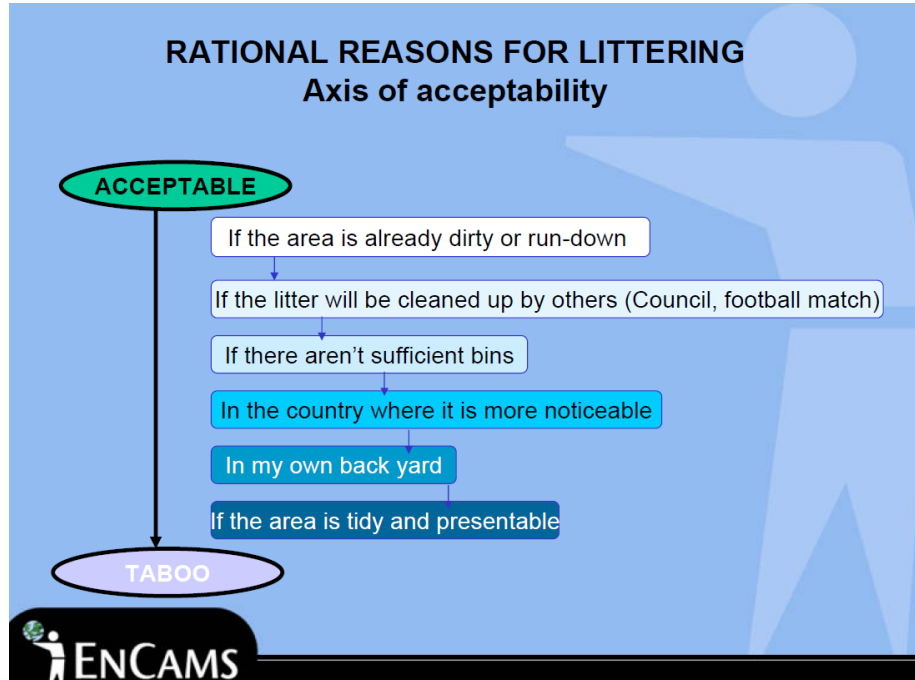


Littering behaviour

Often littering was observed to be both **intentional** and **habitual**, where most cigarette smokers consciously flick their finished cigarette butts onto the ground. Cigarettes are also consciously stubbed out and left on the ground. General waste, particularly food packaging, is often left on benches when people get up to leave – a less obvious form of littering. Littering behaviours found throughout the research are as follows.

Litter begets litter

Littering primarily occurs in already heavily littered environments, such as outside the Royal Adelaide Hospital [RAH]. In these environments, littering is seen as normal behaviour and individuals are unlikely to use any of the bins provided even when standing within half a metre of a bin. As illustrated in the following chart from the Keep Britain Tidy ENCAMS study [2001], **it is viewed as acceptable to litter if it will be cleaned up by others**. This is particularly concerning for blackspots in Adelaide CBD such as Rundle Mall/Street.



“Seeing other litter around
neutralises it and you think
someone is going to clean it up and
you will get away with it”
[M<30, high SES]

“Sometimes at the footy there’s
pressure to litter because when
you’re in your seat there’s no bins
anywhere, you eat your pie and
then you put the wrapper under
your seat” [M>30, low SES]



Not influenced by the availability and proximity of rubbish bins

While depth interviewees express some concern for littering and will not go out of their way to litter, they admit that they will often **litter out of convenience if there is not a bin close by**. They will not go out of their way to find a bin either.

Three in ten [30%] males under 30 believe it is acceptable to litter if there are no available bins [20% of total sample]. For example, while there is a high availability of bins outside the RAH, this area contains the highest amount of litter from the ethnography. Litterers are aware of the bins, with some looking at them before disposing of their cigarette butts on the ground. This indicates that providing a high availability of rubbish and cigarette bins will not prevent butt littering. Further action is required.

“Each city street should have a bin at either end with an ash tray attached. If they don’t listen then I’ll put it on the ground” [M<30, low SES]

“If there is a bin right there I will definitely put it in the bin, if I was to litter it would just be out of convenience” [M<30, high SES]

People are more likely to litter small, inconspicuous items

ATM receipts, cigarettes butts, chewing gum, lolly wrappers and small items are the biggest contributors to litter, as observed in the Adelaide CBD. 43% of litterers surveyed online say ‘I occasionally drop my gum / small rubbish items if there is no bin nearby’. **Three in ten [30%] males under 30 do not class small pieces of paper/tickets as litter**. There seems to be **less social stigma** as litterers are less likely to draw attention to themselves if they are littering only small items. Small litter items may also be seen as insignificant and have less impact on pollution.

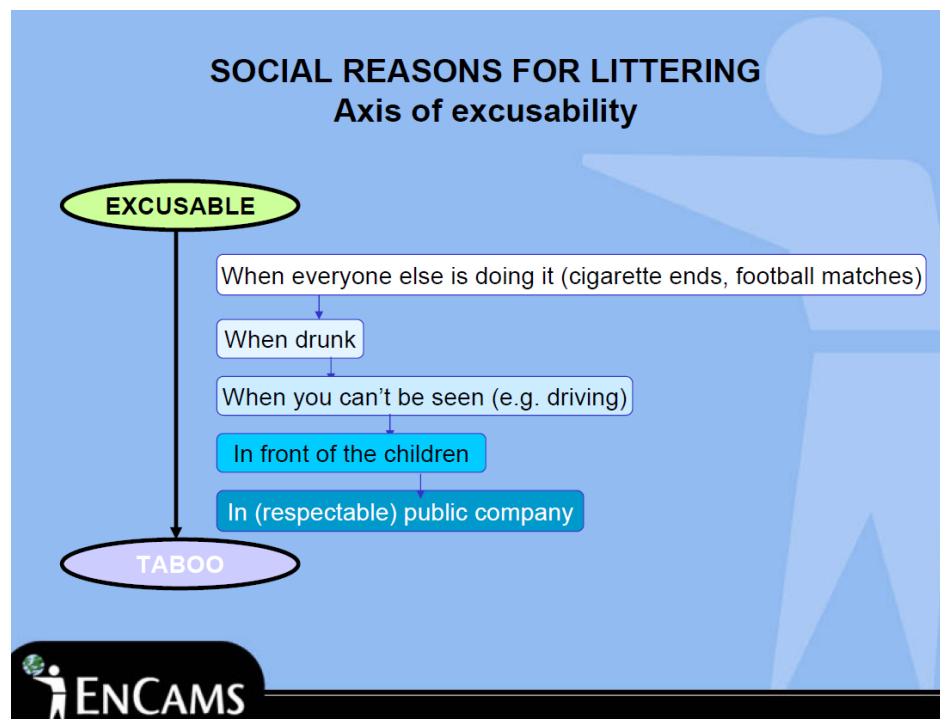
“If it was big and obvious I’d try and put it in the bin, but if it was small I’d probably just chuck it on the ground. Like Maccas if you scrunch it up in a ball, it doesn’t seem as big” [M<30, high SES]

Littering occurs when people are on the move or at transition points

General waste is often left on benches, bus shelters or at entrances to buildings when people move on from where they consumed or used the contents of their packaging. Cigarette butts are flicked away while people are walking/driving or stubbed out on the ground prior to boarding a bus or entering a building. This indicates an out of sight, out of mind ignorance.

Littering is more frequent in the Adelaide CBD at night

The target audience admits to being more susceptible to littering at night, as there is less accountability in crowds or darkness. This is due to litter being **less noticeable in the darkness**, as well as an **increase in likelihood to litter when drunk**. Young males say that they are less aware of what they are doing in general when drunk and in turn the social responsibility of littering is less prominent in their minds. The following chart from the Keep Britain Tidy ENCAMS study [2001] illustrates social reasons for littering, including the excusability of being drunk.

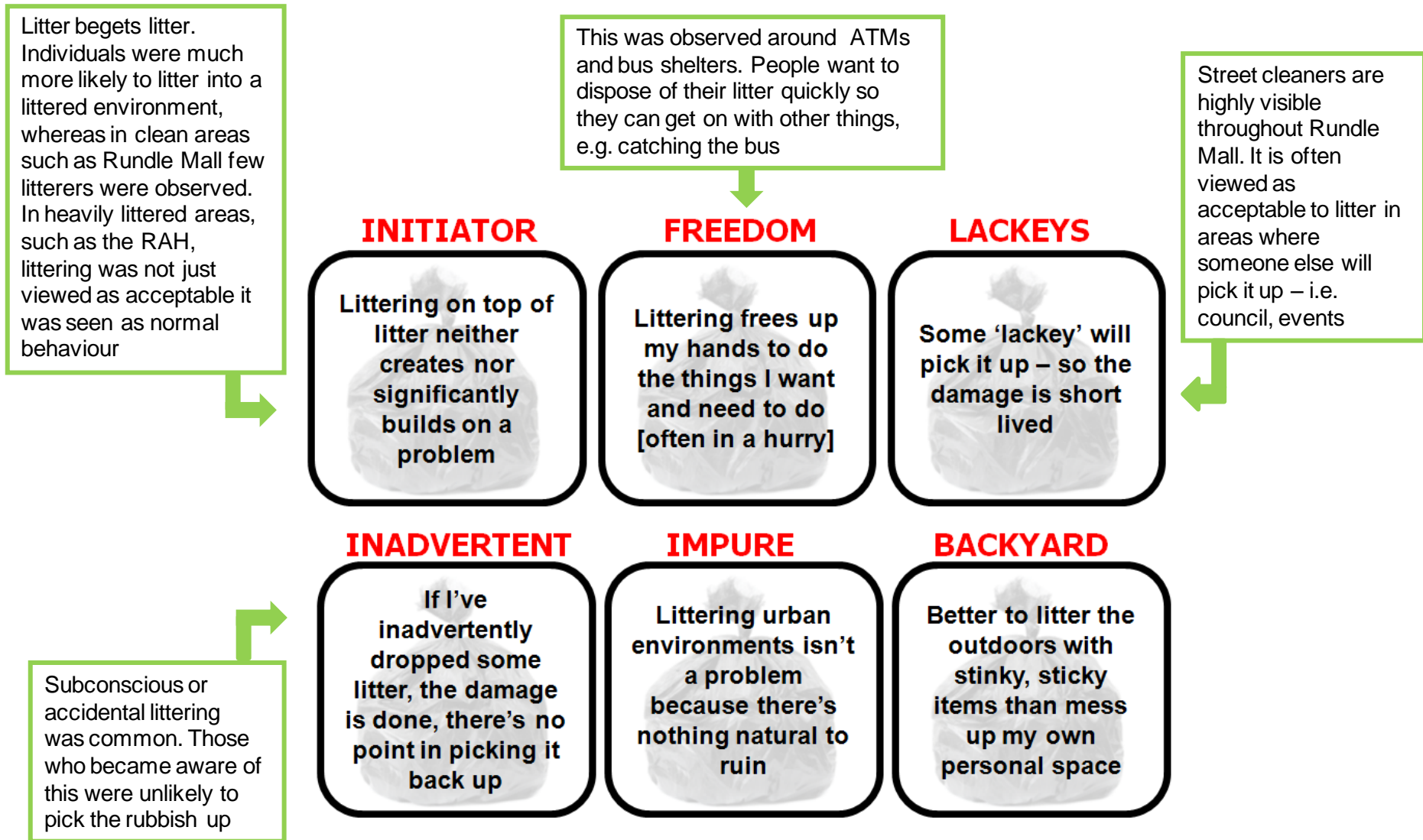


“Hindley Street gets disgusting around the takeaway and around Maccas, Rundle street only gets really dirty at the end of the night, there are so many people around you don’t really see the bins straight away” [M<30, high SES]

“If it was night time I’d be less inclined to tell them something, you feel like you can get away with it” [M<30, high SES]

“I try my best to put it in the bin, but if I’m drunk I might be lazy, or if there’s no bin around” [M< 30, high SES]

From Square Holes' previous research for KESAB [Optimising an Anti-litter Campaign, 2010] some key drivers were identified as below. Most of these behaviours were rediscovered in the Adelaide City Council area – in particular 'Lackeys'.



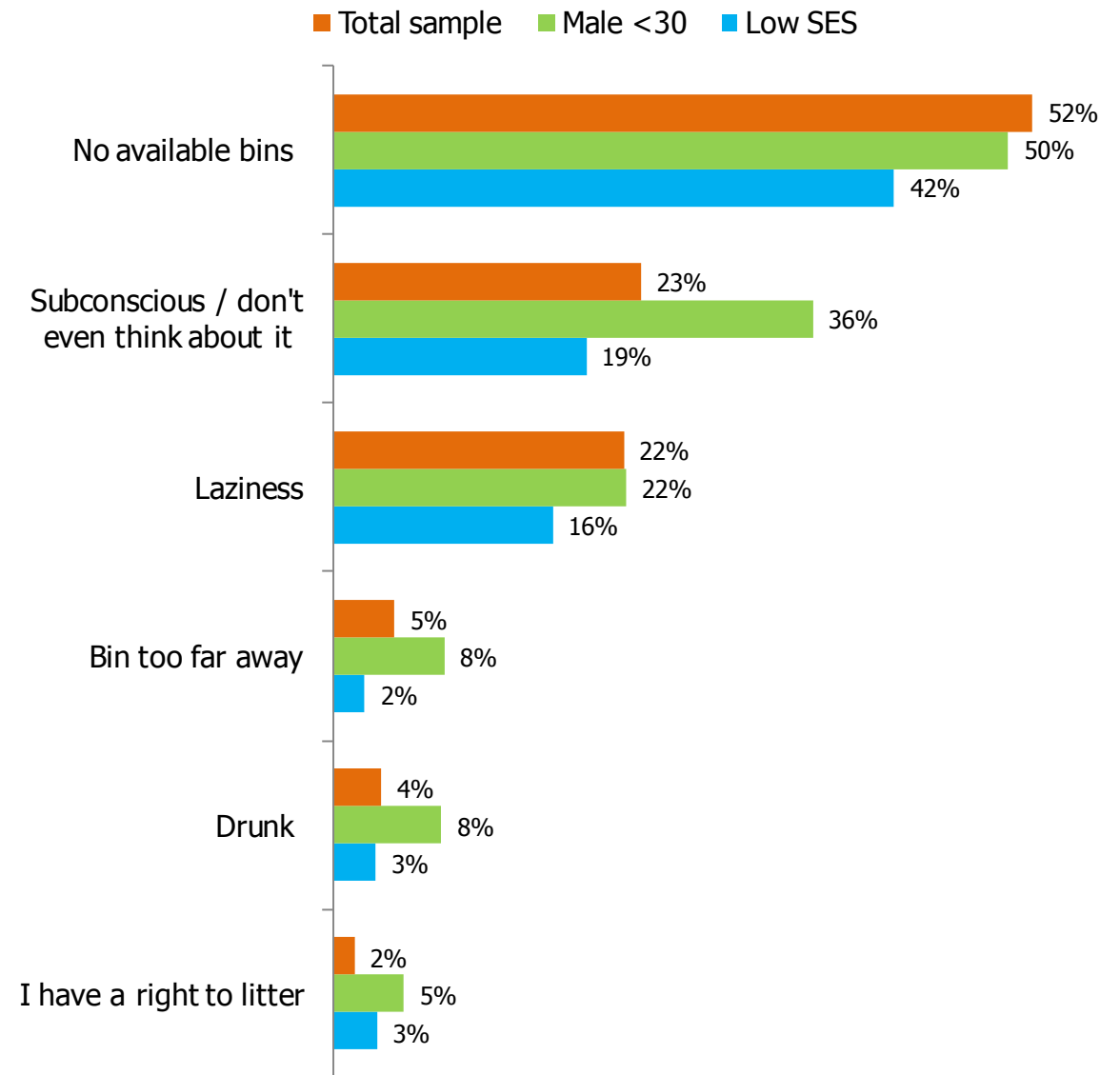
Reasons for littering

From the online survey, litterers say that they typically litter due to their being **no available bins** [52%] rather than the perceiving the bin to be too far away [5%].

Males under 30 also believe that their littering is **subconscious** [36%].

Some admit that their littering habits are due to **laziness** [22%].

Being drunk is not a conscious reason for littering [4%].



Attitudes

There is a general attitude that littering is wrong, even when littering they **understand that it is socially unacceptable**, which is why people will litter inconspicuously when others are not watching. For example, where 52% say they litter due to there being no available bins, only 20% believe it is acceptable to litter if there are no available bins [30% m<30].

Depth interviewees expressed that it is the **council/government responsibility to provide bins**, however there is an understanding that it is the **individual's responsibility to use the bins provided**.

Albeit an overall concern about litter, many **automatically rely on someone else [council workers] to pick it up**.

“The environment is really high up, but you think about the bigger issue, and in the city there would be someone that would clean it up” [M<30, high SES]

“They say our generation is the one that doesn't care but I don't know we are pretty passionate about some issues” [M<30, high SES]

In terms of social stigma, **54% said they would tell their friend not to litter** if they saw them drop something – dropping to 44% if drinking with friends.

Attitudes – target audience

Where a majority of litterers have some sense of social responsibility towards littering [59% concerned about littering / 64% feel guilt after littering], the target audiences are more likely to be unconcerned about littering and on top of this feel little guilt when they do litter. This poses an issue in that the **target audience are highly unengaged with the subject of littering**, which creates a need for a conspicuous targeted campaign. The target audiences are more likely than others to be **angry or unengaged about society/politics**. In addition to this one quarter of lower SES respondents view **litter as the responsibility of the government** rather than the public.

“If the government aren’t going to make an effort to have bins around why should we help them?” [M<30, low SES]

How do you feel when you litter?

I am neutral or unconcerned about littering
[60% m<30 / 56% low SES]

I am neutral or feel little guilt when I litter
[64% m<30 / 50% low SES]

And why would that be?

I am angry about society/politics
[44% m<30 / 50% low SES]

I am more likely to litter at night
[28% m<30 / 20% low SES]

The government is responsible for litter, not me
[23% low SES]

Its OK to litter when there isn’t a bin close by
[19% m<30 / 15% low SES]

“I’m not into community, that doesn’t interest me at all”
[M>30, low SES]

“I know they employ people to clean it up, but it would be a lot handier to have a place to put it” [M<30, low SES]



Changing behaviour

From the research, litterers understand that their behaviour is wrong. However, they will justify littering in terms of no available bins, or that someone else will clean up their mess in an urban area or at an event.

Changing littering behaviour involves **changing the attitude that bins must be available at the exact moment in time that an individual is ready to dispose of their rubbish.**

Males under 30 in the depth interviews, while conscious of littering in public, all admitted to littering within their own car or house. Self image is an important aspect of changing littering behaviour. The target audience will not litter in an obvious manner, as they do not want to be seen littering.

“I think you do it when you think that no one will be looking because if someone catches you, you will feel guilty, if someone sees you, you will pick it up [M<30, high SES]

“When it comes to littering we do more in our own home because that’s our place, take away wrappers will sit on the kitchen table for a few days before we throw it out and we throw beer bottles on the floor, we don’t care it’s a bachelor house” [M<30, low SES]



Marketing propositions

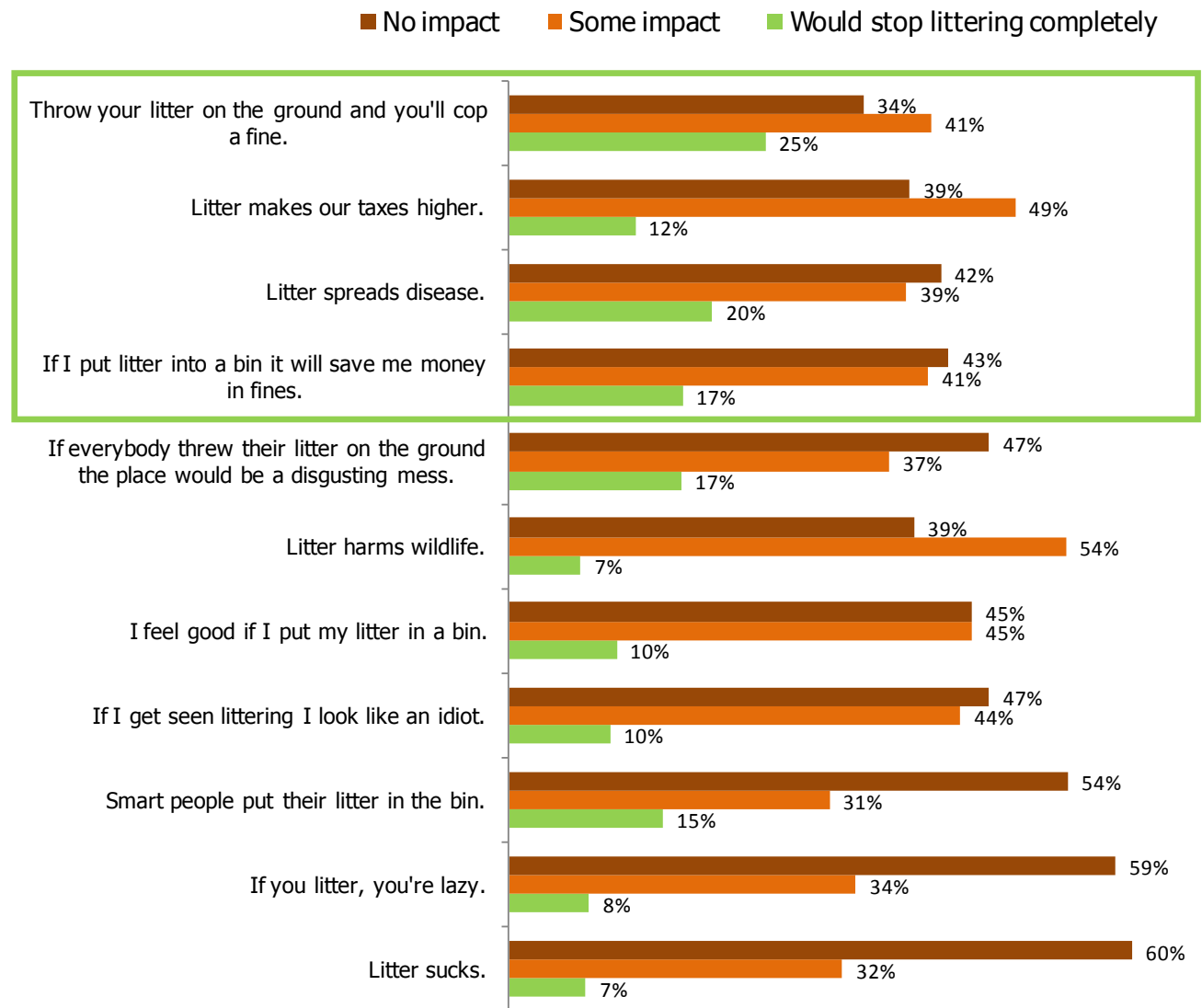
The in-depth discussions identified that other disgusting behaviours such as spitting in public and chewing gum under tables had a **greater impact on individuals directly and immediately** whereas litter is viewed as harmless to the individual and those surrounding them.

According to the marketing propositions below, the **strongest four ideas have a direct impact on the individual, their family or friends – their community** – rather the consequences to society as a whole or even less impactful – directly insulting litterers.

As expected, enforcement would have the most impact on changing littering behaviour. However, creating a message with a direct impact to litterers would be effective in changing behaviour.

KESAB should **increase awareness of council services** relating to rubbish disposal and litter clean up.

Illustrate the consequences of litter build-up, such as disease information that could affect humans – i.e rats or Toxocariasis [Keep Britain Tidy, ENCAMS, 2001].



IMPACT OF PROPOSITIONS - MALES UNDER 30

Influencing behaviour through public policy

Square Holes' desk research found a relevant and proven effective tool for influencing behaviour through public policy.

MINDSPACE is a checklist of influences on human behaviour for use when making policy.

[source: <http://www.instituteforgovernment.org.uk/content/133/mindspace-influencing-behaviour-through-public-policy>]

Consider **norms** and **salience** [e.g. from MINDSPACE, 2009]

- In 2004, the London Borough of Southwark adopted 'Stalker Litter', an innovative approach which made the issue of littering more salient to citizens. Actors in giant litter costumes were placed in busy streets and engaged with the public for example by cheering and thanking passers-by for putting litter in nearby bins.
- The novelty and amusement of the giant litter provides a salient opening for a serious message. People were more likely to retain the 'anti-littering' message.
- The costumes were designed to represent the most common types of litter found in Southwark, thus making the actual litter citizens encounter more noticeable and making people more aware of their own littering behaviour.

Use **incentives** and loss aversion to change behaviour [e.g. from MINDSPACE, 2009]

- In Denmark, the bottle deposit scheme has seen return rates of 84% for cans, 93% for plastic bottles and 91% for glass bottles, thus reducing the amount of litter.
- Consumers pay an additional fee to a retailer when purchasing a bottle or associated packaging. The deposit is refunded when the consumer returns the empty packaging.

Messenger

Incentives

Norms

Defaults

Salience

Priming

Affect

Commitments

Ego

We are heavily influenced by who communicates information

Our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses

We are strongly influenced by what others do

We 'go with the flow' of pre-set options

Our attention to detail is drawn to what is novel and seems relevant to us

Our acts are often influenced by sub-conscious cues

Our emotional associations can powerfully shape our actions

We seek to be consistent with our public promises, and reciprocate acts

We act in ways that make us feel better about ourselves

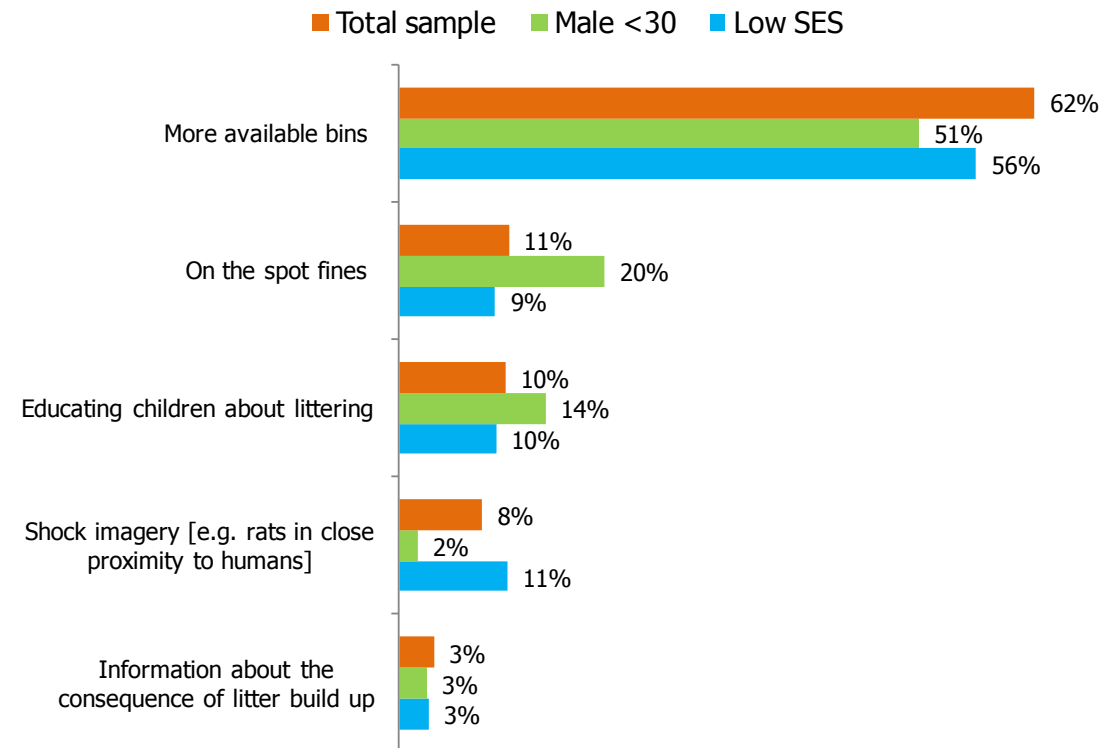
Future communications

When asked what is the most effective way to stop them from littering the most popular response from the online survey was to implement **more available bins**.

In the depth interviews, some recognised that the **bins are not visible enough**, where others simply believe that if there are no available bins nearby at the time they want to dispose of something littering is justified.

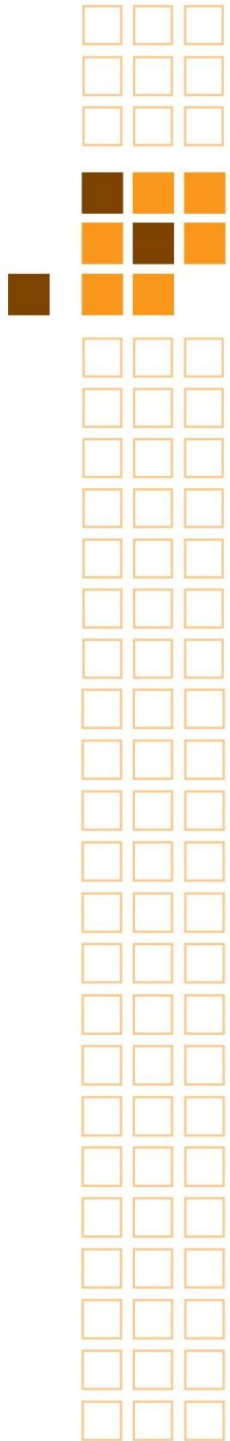
KESAB should increase visibility of existing bins, as they currently blend in to the environment in the Adelaide CBD.

It is also important to consider **tweaking the campaign for night versus day**, as the audiences are quite different. The campaign must include an interactive and experiential activation that attracts the attention of litterers at the scene of the crime – black spots in the CBD.



“If the bins were bright and there was a message on the bin itself” [M<30, high SES]

“Ads on the ground, it’d be cool if bins had lights around them, so maybe if the bin was more interesting” [M<30, high SES]



Respondent Profile

The following chart provides a detailed analysis of the respondent profile.

| Demographics | | | |
|-----------------------------------|---------------------|----------------|----------------|
| | Total Sample | M<30 | Low SES |
| Age | | | |
| 18-29 | 34% | 100% | 25% |
| 30-39 | 26% | - | 23% |
| 40+ | 40% | - | 52% |
| Gender | | | |
| Male | 50% | 100% | 54% |
| Female | 50% | - | 46% |
| Annual household income | | | |
| Nil to \$40,000 | 17% | 14% | 100% |
| \$40,001 to \$100,000 | 48% | 35% | - |
| More than \$100,000 | 18% | 23% | - |
| Occupation | | | |
| Single / Divorced | 45% | 78% | 78% |
| Married / De-facto | 55% | 22% | 22% |
| Online media usage [daily] | | | |
| Facebook | 59% | 61% | 50% |
| Twitter | 6% | 3% | 3% |
| Online news | 44% | 38% | 47% |
| Email | 82% | 82% | 89% |



Appendices

Want more facts?

This report is prepared based on stakeholder interviews with fast food industry representatives; ethnography; ten enthusiastic face-to-face depth interviews male and female litterers who frequent Adelaide City Council; and an online survey with metropolitan Adelaide litterers.

The analysis and interpretation presented in the report is a crystallisation of notes, audio and video recordings, verbatim transcripts and statistical data. The priority has been on indentifying key trends and opportunities that will provide clarity and confidence to be brave and make a difference in changing littering behaviour in Adelaide City Council.

Care has been taken to clearly address the research mission and sub-objectives.

Further consulting and advice is available to ensure the research is of strategic value. We also retain the audio and video recordings, transcripts and statistical data for a short period following the research, should further investigation be required.

KESAB [111005] – DEPTH INTERVIEW GUIDE [STAKEHOLDERS]

Introduction of reason for research

- Square Holes Pty Ltd is working with KESAB and ACC to understand behaviours and attitudes towards littering
- Series of in-depth interviews with stakeholders and litterers plus an online survey with litterers
- Confidentiality is assured, recordings only used for preparing the report

Discuss the store, its environment and typical clientele

Does littering cause issues for the store?

- What are the challenges?

Littering behaviour

- Who litters?
- Peak littering times
- Typically inside or outside of the store?

What strategies, if any, do they implement to reduce littering?

Any recommendations for KESAB to discourage littering

Would they support an anti-littering campaign from KESAB?

- What messages/strategies would be a trigger for their customers to think about littering?

Is subway a signatory to the Australian Packaging Convent?

- How are you contributing to this?
- What do you get out of it?

KESAB – Depth Interview Guide [111005]

Introduction

- Purpose of research - to understand general attitudes about ...
- Series of six 90 minute focus groups with different types of people
- Open and honest opinions are essential
- Confidentiality is assured, recordings only used for preparing the report
- Clients viewing focus groups will keep confidential

Who are they!

- What do they do for leisure? Work?
- What are they passionate about?
- Aspirations?
- Are they happy?
 - Why? Why not?
- Describe their household – spouse/kids/pets/etc

The category

- How often are they in Adelaide CBD?**
 - For what purposes?
 - What time of day?
- Do they eat takeaway?**
 - What is their favourite?
 - What time of day?
- How do they dispose of the wrapping?**
 - Have they ever dropped it?
 - For what reason? – PROBE
 - Intentional vs. unintentional
 - Is this their usual behaviour
- Do they chew gum?**
 - What is their favourite type?
 - What time of day?
 - For what purpose? [to cover smoke / to clean teeth / fresh breath]
- How do they dispose of the wrapping?**
 - Have they ever dropped it?
 - For what reason? – PROBE
 - Intentional vs. unintentional
 - Is this their usual behaviour

- **How do they dispose of the gum?**
 - Have they ever dropped it or thrown outside [not in bin]?
 - For what reason? – PROBE
 - Intentional vs. unintentional
 - Is this their usual behaviour

- **Their view on littering**
 - When is it OK?
 - What do they regard as litter?
 - Do they do it?
 - Do their friends do it?
 - Why? Identify attitudes

- **What public practices/displays do they believe is taboo or disgusting? [e.g. spitting, littering, smoking]**
 - Why?
 - How does this make you feel?
 - How would you stop someone from doing this?
 - How is this different to littering?

- **What would encourage them / their friends to stop littering?**
 - Any ideas?

What next?

- What one thing would you encourage you to stop littering?

- Thank participants for their time

KESAB Questionnaire [P/N 111005]

About you

1. Which of the following describes you? [select all that are relevant] **M**

- 1 I occasionally drop my gum / small rubbish items if there is no bin near by
- 2 Sometimes when I miss the bin I do not pick the rubbish back up
- 3 If there is already litter lying around I might put my rubbish on top of it
- 4 I have been known to litter from time to time
- 99 None of these

**Thank and
terminate**

2. What things do you love to do? For the list to follow, please indicate if you love, like or dislike ...

Rotate order

| | Never do this | Love | Like | Dislike | Hate | Don't care |
|---|------------------|------|------|---------|------|---------------|
| Travel overseas | 1 | 2 | 3 | 4 | 5 | 6 |
| Travel within Australia | 1 | 2 | 3 | 4 | 5 | 6 |
| Good food and wine | 1 | 2 | 3 | 4 | 5 | 6 |
| Spending time with family | 1 | 2 | 3 | 4 | 5 | 6 |
| Entertaining at home | 1 | 2 | 3 | 4 | 5 | 6 |
| Socialising at friends homes | 1 | 2 | 3 | 4 | 5 | 6 |
| Playing sport | 1 | 2 | 3 | 4 | 5 | 6 |
| Shopping | 1 | 2 | 3 | 4 | 5 | 6 |
| Exercising | 1 | 2 | 3 | 4 | 5 | 6 |
| Relaxing with nothing to do | 1 | 2 | 3 | 4 | 5 | 6 |
| Experiencing new things | 1 | 2 | 3 | 4 | 5 | 6 |
| Going to pubs / bars | 1 | 2 | 3 | 4 | 5 | 6 |
| Going clubbing | 1 | 2 | 3 | 4 | 5 | 6 |
| Attending church or other religious alternative | 1 | 2 | 3 | 4 | 5 | 6 |

- 3.** What issues concern you most at this point in time? Please use a scale of 1 to 10, where 1 is not at all concerning, 5 is neutral and 10 is extremely concerning. **S Rotate order**

| | 10 point scale |
|------------------|----------------|
| Global warming | |
| Family conflict | |
| Financial issues | |
| Littering | |
| Issues at work | |
| Political issues | |
| Local issues | |
| National issues | |
| Global issues | |
| Pollution | |
| Poverty | |

- 4.** What would describe your typical Friday / Saturday night? **M**

- 1 Go to pubs/bars/clubs in the city
- 2 Go to pubs/bars/clubs in the suburbs
- 3 Entertain friends at home
- 4 Go to friends house
- 5 Spend time with family
- 6 Exercise
- 7 Work [specify]
- 9 Go to the movies with friends / family
- 10 Spend the night in with family / partner
- 11 Stay home alone
- 12 Other [specify]

- 5.** How often do you visit Adelaide City? **S**

- 1 Every day
- 2 A couple of times a week
- 3 Once a week
- 4 Once a fortnight
- 5 Once a month
- 6 Every few months
- 7 A few times per year
- 8 Less than once a year

6. For what purpose/s do you typically visit Adelaide City? M

- 1 Going out to dinner
- 2 Drinks with work colleagues / family / friends
- 3 Shopping
- 4 Work
- 5 Appointments
- 6 Entertainment [e.g. movies, art gallery]
- 7 Go out to pubs / clubs / bars
- 8 Other [specify]

Only display for those who coded 1, 2 or 7 in Q6**7. Where do you typically go? S**

- 1 Rundle Street
- 2 Rundle Mall
- 3 Hindley Street [between King William Street and Morphett Street]
- 4 Hindley Street [between Morphett Street and West Tce]
- 5 Gouger Street
- 6 Other [specify]

8. How frequently do you do the following? S

| | Daily | A couple of times a week | Once a week | Once a fortnight | Once a month | Less than once a month | Less than once a year | Never |
|--------------|-------|--------------------------|-------------|------------------|--------------|------------------------|-----------------------|-------|
| Chew gum | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Smoke | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Eat takeaway | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |

Littering

9. What items do you regard as litter? **M**

- 1 Chewing gum
- 2 Cigarette butts
- 3 Food packaging
- 4 Plastic bags
- 5 Small pieces of paper/tickets
- 6 Organic waste [e.g. food scraps]
- 7 Nappies, condoms, needles, etc.
- 8 Glass bottles
- 9 Takeaway food wrapping
- 10 Dog excrement
- 11 Other [specify]
- 12 None of these

10. When is it acceptable to litter? **M**

- 1 No available bins
- 2 In a rush
- 3 In transition [e.g. entering a building, getting on a bus, etc.]
- 4 The area is already heavily littered
- 5 Under the influence of alcohol [less control]
- 6 If in a queue [so don't lose your place]
- 7 Other [specify]
- 8 Never

11. Where is it acceptable to litter? **M**

- 1 Natural environment [e.g. a park]
- 2 Food court
- 3 On top of other litter
- 4 On the street
- 5 Near a rubbish bin
- 6 In a public place [someone will clean it up anyway]
- 7 Rundle Mall
- 8 Other [specify]
- 9 Nowhere

12. How much of a concern is littering to you? Please use a scale of 1 to 10, where 1 is not at all concerning, 5 is neutral and 10 is extremely concerning. **S**

| | | | | | | | | | |
|-------------------------------|---|---|---|--------------|---|---|---|---|-------------------------------|
| 1 Not at all concerning | 2 | 3 | 4 | 5 Neutral | 6 | 7 | 8 | 9 | 10 Extremely concerning |
|-------------------------------|---|---|---|--------------|---|---|---|---|-------------------------------|

13. How frequently do you litter the following items? **S**

| | Every time | Sometimes | Rarely | Never | NA / Don't know |
|----------------------------------|------------|-----------|--------|-------|--------------------|
| Chewing gum | 1 | 2 | 3 | 4 | 99 |
| Cigarette butts | 1 | 2 | 3 | 4 | 99 |
| Food packaging | 1 | 2 | 3 | 4 | 99 |
| Plastic bags | 1 | 2 | 3 | 4 | 99 |
| Small pieces of paper/tickets | 1 | 2 | 3 | 4 | 99 |
| Organic waste [e.g. food scraps] | 1 | 2 | 3 | 4 | 99 |
| Nappies, condoms, needles, etc. | 1 | 2 | 3 | 4 | 99 |
| Glass bottles | 1 | 2 | 3 | 4 | 99 |
| Takeaway food wrapping | 1 | 2 | 3 | 4 | 99 |

14. When do you typically litter these items? **S Carry forward responses from Q13 [every time, sometimes, rarely]**

| | Mainly day time | Mainly night time | Both day and night | NA / Don't know |
|----------------------------------|--------------------|----------------------|-----------------------|--------------------|
| Chewing gum | 1 | 2 | 3 | 99 |
| Cigarette butts | 1 | 2 | 3 | 99 |
| Food packaging | 1 | 2 | 3 | 99 |
| Plastic bags | 1 | 2 | 3 | 99 |
| Small pieces of paper/tickets | 1 | 2 | 3 | 99 |
| Organic waste [e.g. food scraps] | 1 | 2 | 3 | 99 |
| Nappies, condoms, needles, etc. | 1 | 2 | 3 | 99 |
| Glass bottles | 1 | 2 | 3 | 99 |
| Takeaway food wrapping | 1 | 2 | 3 | 99 |

15. Why do you typically litter? M

- 1 I have a right to litter
- 2 Subconscious / don't even think about it
- 3 No available bins
- 4 Bin too far away
- 5 Drunk
- 6 Laziness
- 7 Other [specify]
- 99 Don't know

Only display for those who coded 4 in Q15**16. What is the maximum distance you would you walk to put your rubbish in a bin? S**

- 1 5 metres
- 2 10 metres
- 3 20 metres
- 4 50 metres
- 5 More than 50 metres
- 6 Other [specify]
- 99 Don't know

17. What level of guilt do you feel after you have littered? Please use a scale of 1 to 10, where 1 is not at all guilty, 5 is neutral and 10 is extremely guilty. S

| | | | | | | | | | |
|---------------------------|---|---|---|--------------|---|---|---|---|---------------------------|
| 1 Not at all guilty | 2 | 3 | 4 | 5 Neutral | 6 | 7 | 8 | 9 | 10 Extremely guilty |
|---------------------------|---|---|---|--------------|---|---|---|---|---------------------------|

18. Do your friends litter? S

- 1 Yes
- 2 No
- 99 Don't know

19. If you saw your friend litter what would you do? Would this vary according to the situation? S

| | Do nothing | Tell them not to litter | Say nothing but pick the litter up yourself and put it in the bin | NA / don't know |
|-----------------------|------------|----------------------------|--|-----------------|
| During the day | 1 | 2 | 3 | 99 |
| At night time | 1 | 2 | 3 | 99 |
| Drinking with friends | 1 | 2 | 3 | 99 |

20. What is the most effective way to stop you from littering? S

- 1 On the spot fines
- 2 More available bins
- 3 Information about the consequence of litter build up [e.g. disease information -rats, toxocariasis]
- 4 Educating children about littering
- 5 Shock imagery [e.g. rats in close proximity to humans]
- 99 Don't know

21. Which of the following practices / behaviours do you find taboo or disgusting? M

- 1 Spitting in public
- 2 Chewing gum under the table
- 3 Drunken outbursts
- 4 Vomiting
- 5 Fighting in public
- 6 Swearing
- 7 Smoking
- 8 Public affection
- 9 Urinating in public
- 10 None of these

22. How do the behaviours / practices you have just selected make you feel? M

- 1 Disgust
- 2 Anger
- 3 Admiration
- 4 Indifference
- 5 Nauseous
- 6 Uncomfortable
- 7 Other [specify]
- 10 Does not affect me

Communication

23. What impact would the following messages have on your view of littering? **M**

| | Would make me stop littering completely | It would make me stop littering sometimes | It would make me think about littering but not stop doing it | It would have no impact on me | Don't know |
|---|---|---|--|-------------------------------|------------|
| If I put litter into a bin it will save me money in fines. | 1 | 2 | 3 | 4 | 5 |
| Throw your litter on the ground and you'll cop a fine. | 1 | 2 | 3 | 4 | 5 |
| Litter sucks. | 1 | 2 | 3 | 4 | 5 |
| Smart people put their litter in the bin. | 1 | 2 | 3 | 4 | 5 |
| If you litter, you're lazy. | 1 | 2 | 3 | 4 | 5 |
| Litter harms wildlife. | 1 | 2 | 3 | 4 | 5 |
| If I get seen littering I look like an idiot. | 1 | 2 | 3 | 4 | 5 |
| Litter spreads disease. | 1 | 2 | 3 | 4 | 5 |
| I feel good if I put my litter in a bin. | 1 | 2 | 3 | 4 | 5 |
| If everybody threw their litter on the ground the place would be a disgusting mess. | 1 | 2 | 3 | 4 | 5 |
| Litter makes our taxes higher. | 1 | 2 | 3 | 4 | 5 |

24. Please state your level of agreement with the following statements. Use a scale of 1 to 10, where 1 is strongly disagree, 5 is neutral and 10 is strongly agree. **S**

| | |
|---|--|
| I am angry about society / politics | |
| I am more likely to litter at night | |
| The government is responsible for my litter, not me | |
| It's ok to litter when there is already other litter | |
| It's ok to litter when it's busy / crowded | |
| It's ok to litter small items such as receipts and chewing gum wrappers | |
| It's ok to litter when there isn't a bin close by | |

Demographics

25. How often do you use the following ...

| | Daily | Weekly | Fortnightly | Monthly | Annually | Never |
|-------------|-------|--------|-------------|---------|----------|-------|
| Facebook | 1 | 2 | 3 | 4 | 5 | 6 |
| Twitter | 1 | 2 | 3 | 4 | 5 | 6 |
| Online news | 1 | 2 | 3 | 4 | 5 | 6 |
| Email | 1 | 2 | 3 | 4 | 5 | 6 |

26. Into which of the following age ranges do you fall? **S**

- 1 18-24
- 2 25-29
- 3 30-34
- 4 35-39
- 5 40-44
- 6 45-49
- 7 50-54
- 8 55-59
- 9 60+
- 10 Refused

27. Are you...? **S**

- 1 Male
- 2 Female
- 3 Refused

28. Which of the following best describes your household composition? **S**

- 1 Young single person living alone
- 2 Young single couple
- 3 Young couple
- 4 Young family, with all children primary school aged or younger
- 5 Middle family, with child still living at home high school aged or older
- 6 Mature family, with all children living at home older than high school age
- 7 Mature couple
- 8 Mature person

29. What is your marital status? **S**

- 1 Single
- 2 Married
- 3 Divorced
- 4 Widowed
- 5 De-facto
- 6 Refused

30. What bracket would your annual household income fall into? **S**

- 1 Up to \$20,000
- 2 \$20,001 to \$40,000
- 3 \$40,001 to \$60,000
- 4 \$60,001 to \$80,000
- 5 \$80,001 to \$100,000
- 6 \$100,001 to \$150,000
- 7 More than \$150,000
- 8 Refused
- 99 Don't know

31. What is your postcode?

[specify]

On behalf of KESAB and Square Holes thank you for your time and comments. Your views count.