

Smokers Behaviours & Attitudes in Australia

Qualitative and Quantitative Report

February 2024



Research Methodology

Phase 1: Focus Groups



- Nationwide groups with “smokers”
- Six (6) focus groups
- N=10 pax / group

Phase 2: National Survey

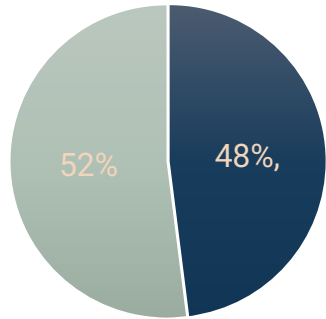


- Nationwide survey with “smokers”
- N=501

National Profile Online Survey

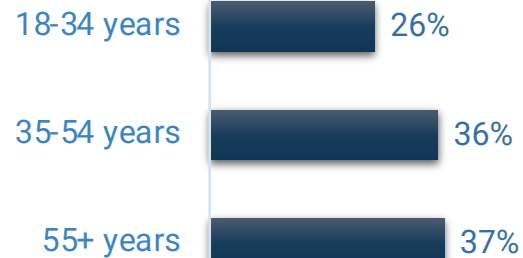
n=501

Gender

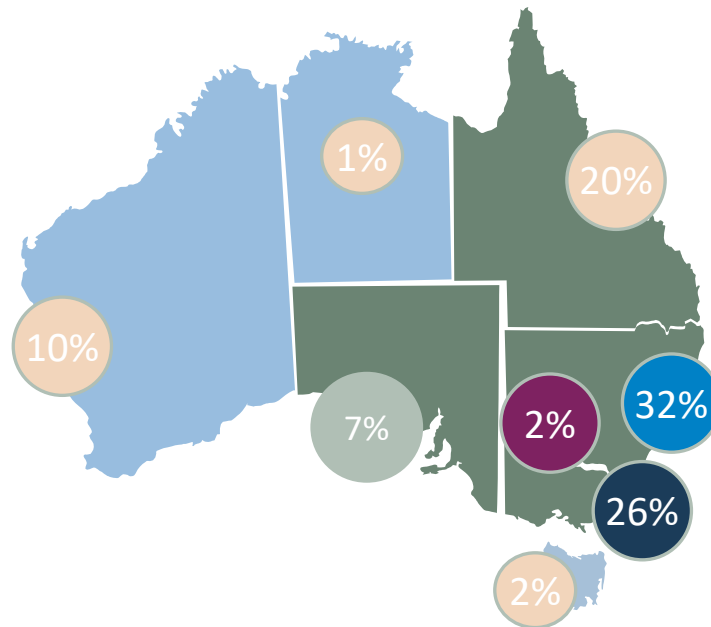


■ Males ■ Females

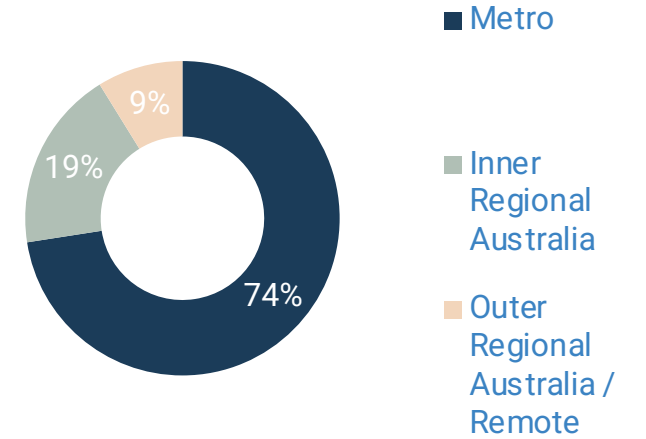
Age



Location



Setting



■ Metro

■ Inner Regional Australia

■ Outer Regional Australia / Remote

Smoker Type





Overarching Objective

The purpose of this research is to conduct a comprehensive investigation into smoking behaviour with a dual focus on quantitative and qualitative aspects. In Phase 1, the research focuses on qualitative exploration, specifically examining littering behaviour associated with smoking among smokers. It will investigate self-reported behaviours of location of smoking, risk of littering, and the motivations and barriers to correct litter butt disposal. This qualitative phase offers an opportunity to gather diverse perspectives and insights, enabling the formulation of effective strategies to address littering issues and encouraging behavioural shifts among smokers.

In Phase 2, the study aims to identify the spatial and temporal patterns of smoking, providing insights into where and when smokers are most prevalent. This quantitative approach seeks to establish a nuanced understanding of the contexts in which smoking is most prominent and quantitatively test messages that can influence behaviour. This online survey will understand both general public perceptions towards the onus of cigarette butt management, as well as including an over sample among smokers.

The overarching objective is to equip the taskforce with evidence-based knowledge derived from both quantitative and qualitative findings. By understanding the spatial and temporal dynamics of smoking and delving into the intricacies of littering behaviour, the research seeks to provide actionable insights. Furthermore, the study aims to solicit broader feedback to inform future interventions.

KEY

INSIGHTS

- More than four in ten (45%) smokers admit to disposing of their cigarette butt on the ground within the last month. More than two in ten smokers (24%) admit to this being within the last week.
- Almost half (47%) of smokers believe that cigarette butts are biodegradable.
- Those who are unaware that butts are not biodegradable are significantly more likely to dispose of their cigarette outside on the ground (19%) compared to those who are aware (8%), demonstrating the influence of this knowledge.
- 1 in 5 (18%) of smokers don't consider cigarette butts to be 'litter', which correlates to a reduced concern for the environmental impact when littered.

Report Outline



CONTEXT

- The disconnect between littering and consequences
- The dichotomy of smoking behaviour



SMOKING BEHAVIOURS

- Common places for smoking
- Defining 'responsible disposal'
- Personal and observed disposal of cigarettes
- Motivators for disposal in a designated bin
- Barriers for disposal in a designated bin



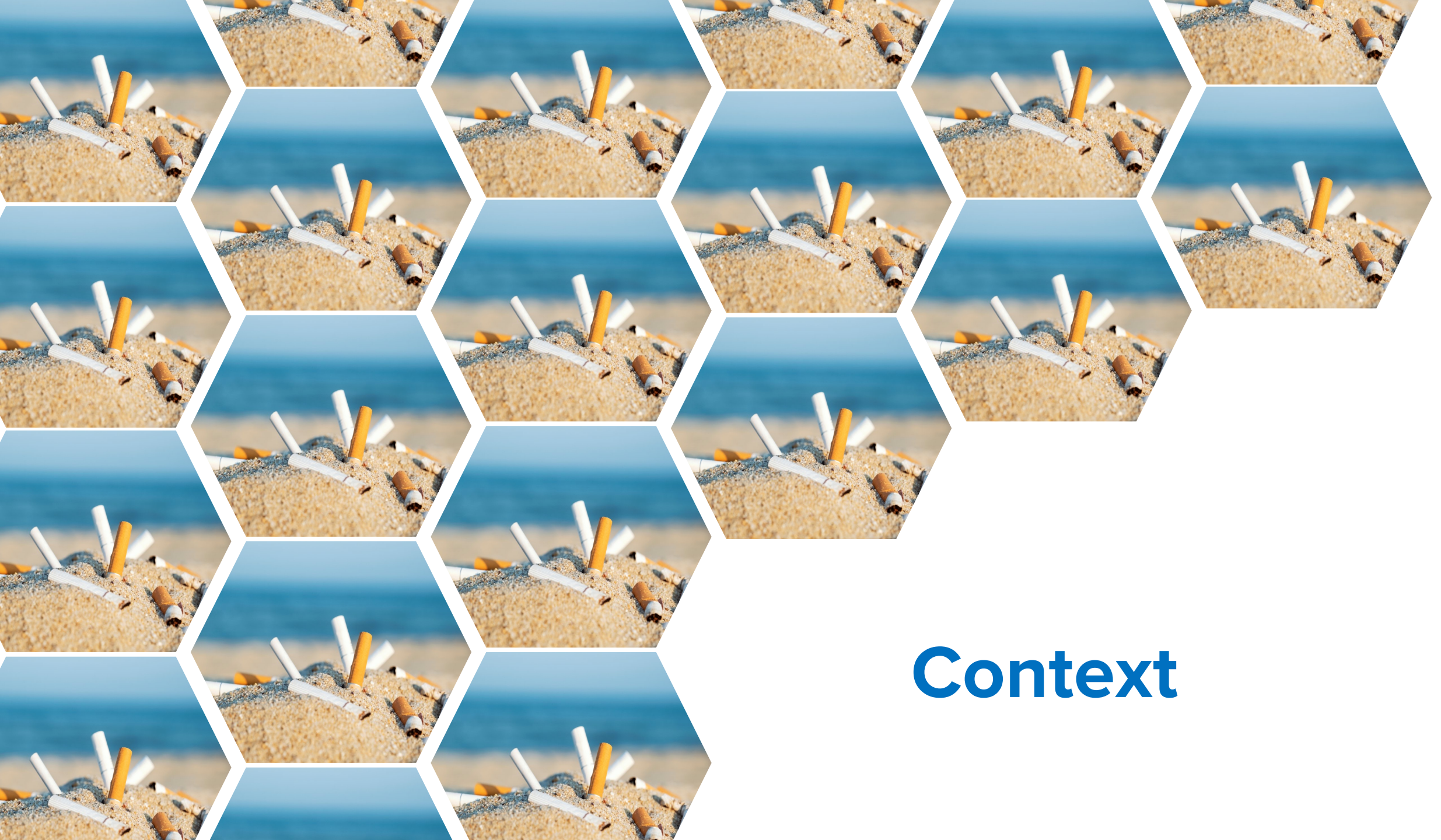
Onus of Responsibility for Butt Litter

- Importance of cigarette butt litter as an issue
- Local issues
- The share of responsibility
- Black market
- Vaping



MESSAGING & CAMPAIGNS

- The National Ashtray Map
- Awareness of cigarette butt filters composition
- Ditch the Flick campaign
- Messages on motivators for disposal in a designated bin
- Messages on barriers for disposal in a designated bin



Context

The Disconnect

There is a disconnect between littering a butt and it ending up in the ocean with an environmental impact.

The generic 'environment' is persuasive, but zooming in to the localized and specific impact on surroundings holds more power for changing behaviour.

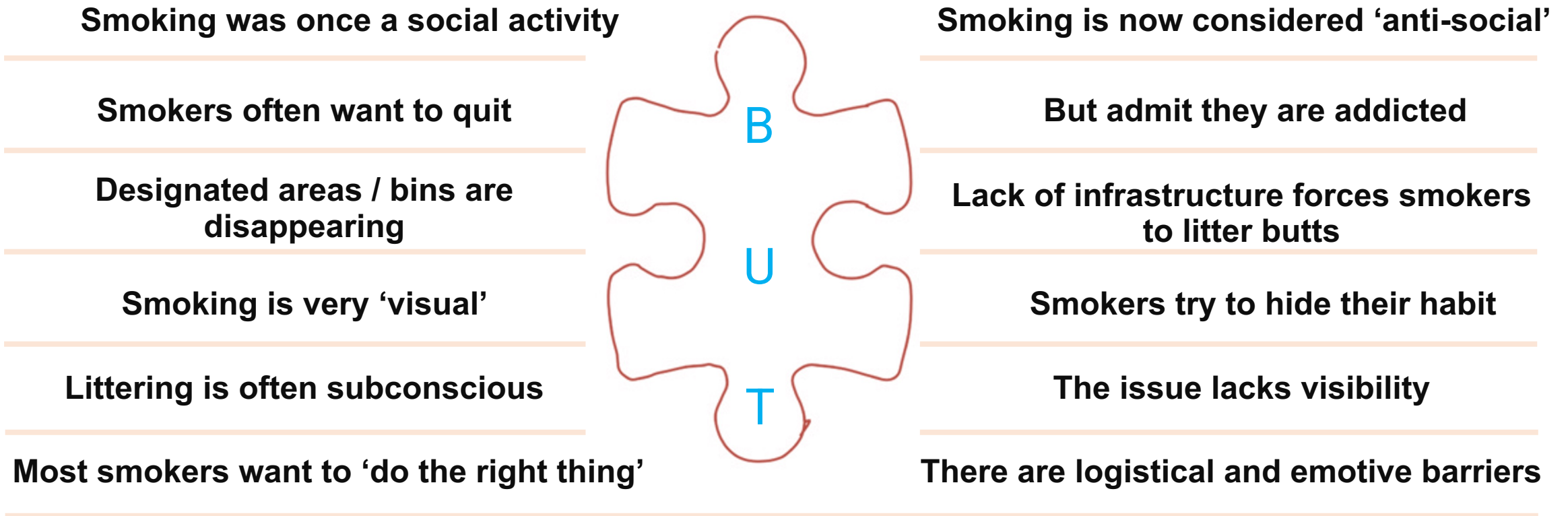
To address this issue effectively among smokers, tapping into the emotive side of human behaviour is critical.

Moving beyond generic warnings and requests while fostering a sense of responsibility and pride in local community is compelling.

Creating a connection between community pride and environmental stewardship is a powerful motivator for change.



The Dichotomy of Smoking Behaviour

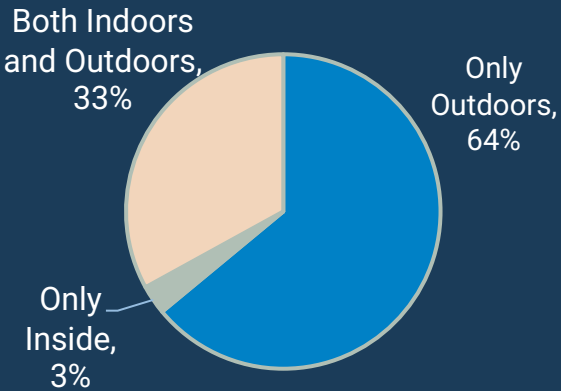
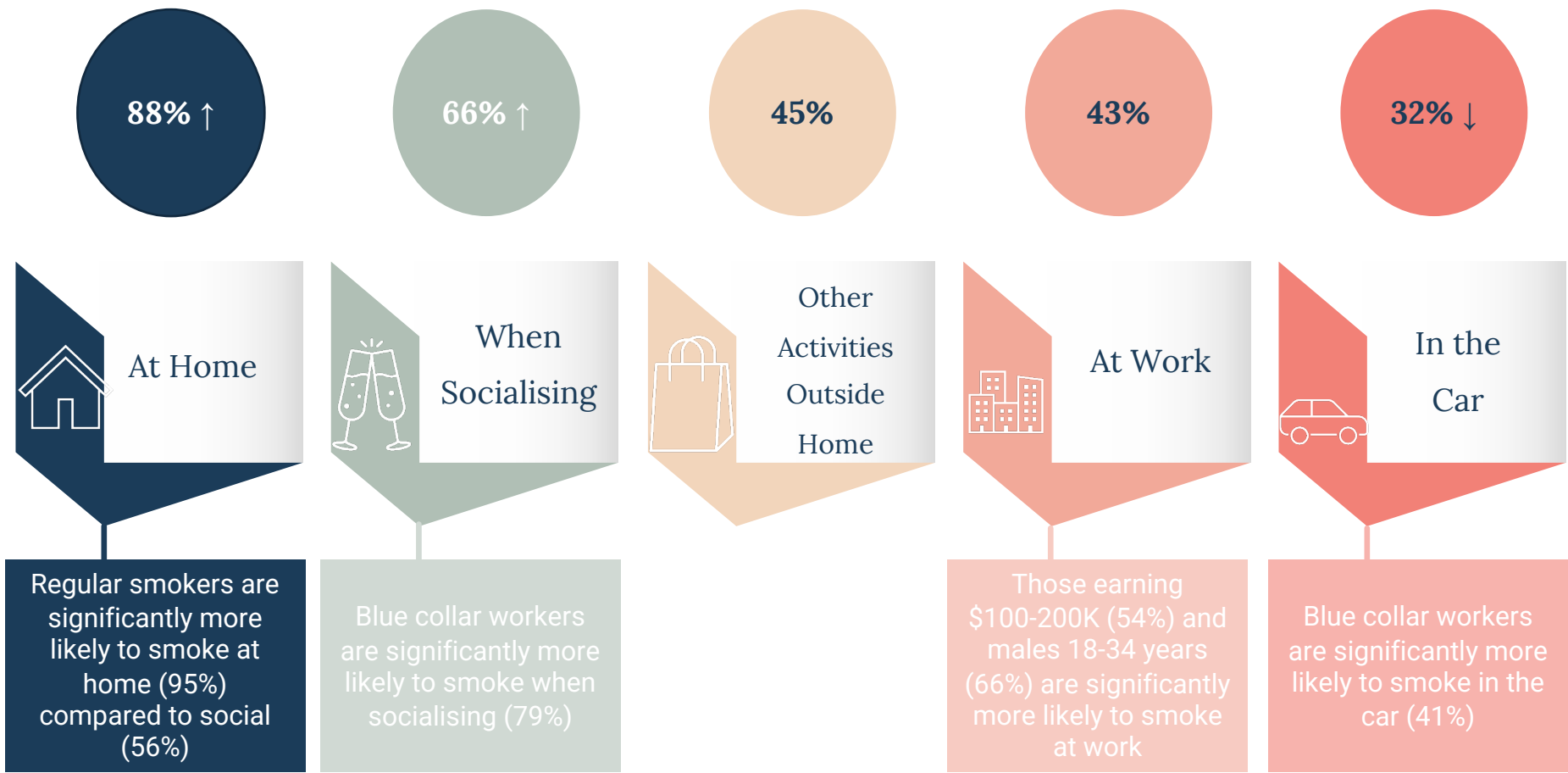




Smoking Behaviours

Common Places for Smoking

Smoking at home is significantly more likely to be the predominant place to smoke. There is also a significant number of smokers sampled who smoke when socialising. Smoking in the car is significantly less likely.



Qualitative Insights

- Smoking in the home is one of the most common places due to perceptions that smoking is 'anti-social'.
- Smokers' preference is to smoke outside due to its negative effects on others, especially family members.
- When outdoors, smokers often 'hide' by smoking in alley ways, car parks, behind office blocks or while walking.

Q3a. You mentioned earlier that you smoke, where do you typically smoke? (Select all that apply)
Base: all respondents; n=501

↑ ↓ Significantly higher/ lower to total

Common Places for Smoking - Qualitative

*"I don't ever smoke inside, I prefer not to do it in my indoor space because it definitely leaves a smell."
Canberra, NSW*

"I'm very weary of smoking anywhere in town now. Tamworth has banned smoking in the main area so you basically can't do it anywhere." Tamworth, NSW

*"I'll sometimes have one at work. If one of the other girls sneaks out to have one I'll go with her. But we go behind the office and as far away from people and management as possible so they don't see us."
Perth, WA*

"I mostly smoke outside, and even then I'm really conscious of others. Smokers have been labelled as 'bad' so I try to avoid people when I'm doing it." Melbourne, VIC

"I tend to smoke just with someone else who is smoking. I feel really shameful and don't like to be called a 'smoker'. I feel guilty so will usually do it hiding out in an alley way or somewhere hidden." Sydney, NSW

Defining 'Responsible Disposal'

Minimum

- Ensuring the cigarette is 'extinguished' is the top priority.
- Concerns about bushfire hazards from cigarettes are often cited.

- Smokers use the language of 'stomp it out', and readily admit to then leaving the butt on the floor.
- Beyond logistics, there is also a social element of 'being cool' and leaving it on the floor. Movie stars rarely show an actor picking up a stomped butt.

Ideal

- The next level is disposal in a bin. General rubbish is the most referenced, particularly at home.
- Designated ashtray bins are considered limited and generally impossible to find when smoking outside.



Defining 'Responsible Disposal'

"I smoke rollies so there's no filter. It doesn't matter then if I drop them on the ground, there is no environmental issue with that." Darwin, NT

"I just put it in the general bin at home. I don't think they're recyclable or anything. I wish there was some initiative so you knew it was going somewhere useful." Sydney, NSW

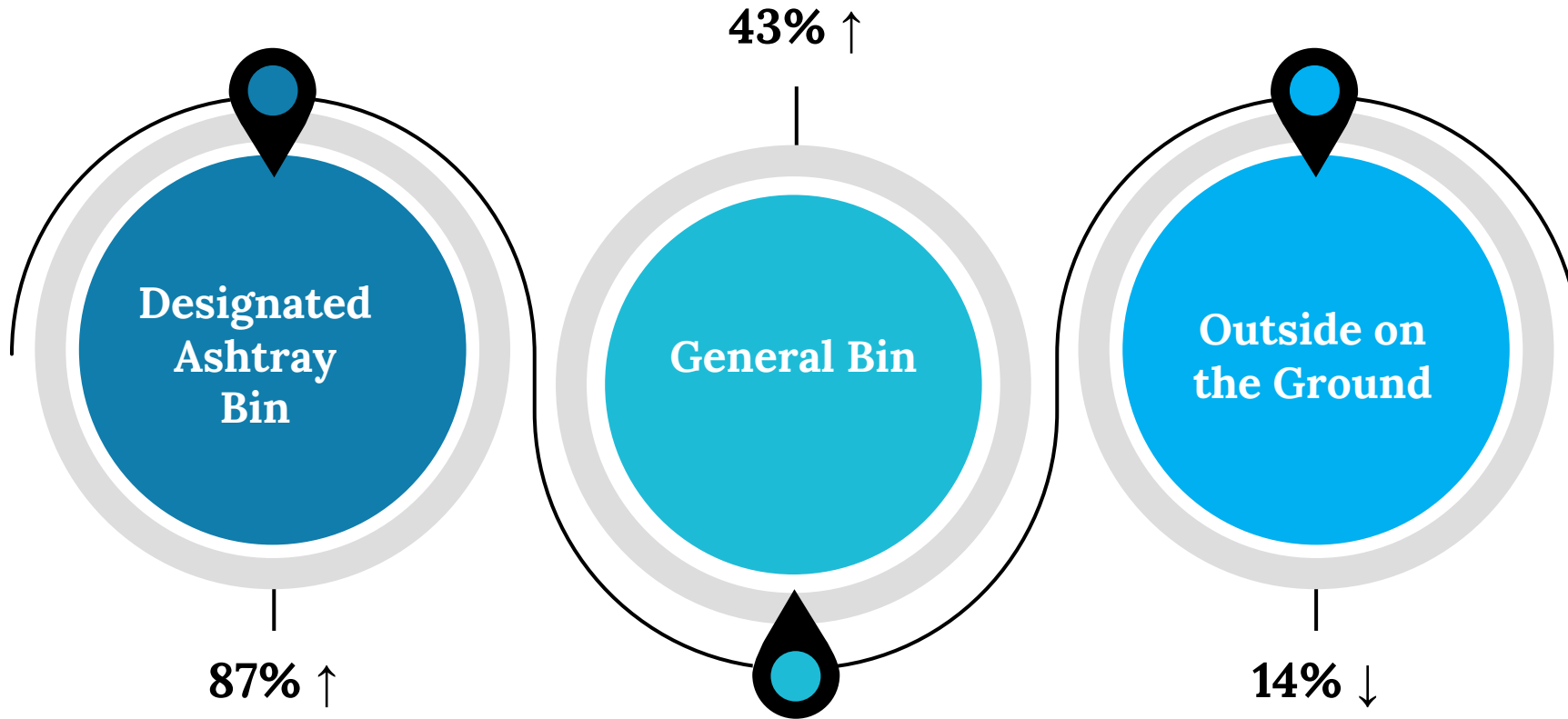
"I would rather stomp it out on the ground and leave it there rather than put it in the bin. We go for a smoke with a group of us and even though we're next to a bin we all stomp the cigarettes out on the floor and leave them there. Council will pick them up eventually and then they'll definitely be out." Perth, WA

"What you see in the movies – like Sandy in Greece – you only see them putting it out on the floor and walking away. No one is picking that up to then put in the bin. That stuff has a subconscious influence for sure." Brisbane, QLD

"I would never flick my cigarettes out of the car, especially with the risk of bushfires." Adelaide, SA

Personal Disposal of Cigarette Butts

A vast majority have self-reported disposing of their cigarette butts in a designated ashtray bin, which can range from a council supplied bin to their own portable ashtray. General bins are also a regular place for disposal. Initial reported behaviour for littering is significantly lower.

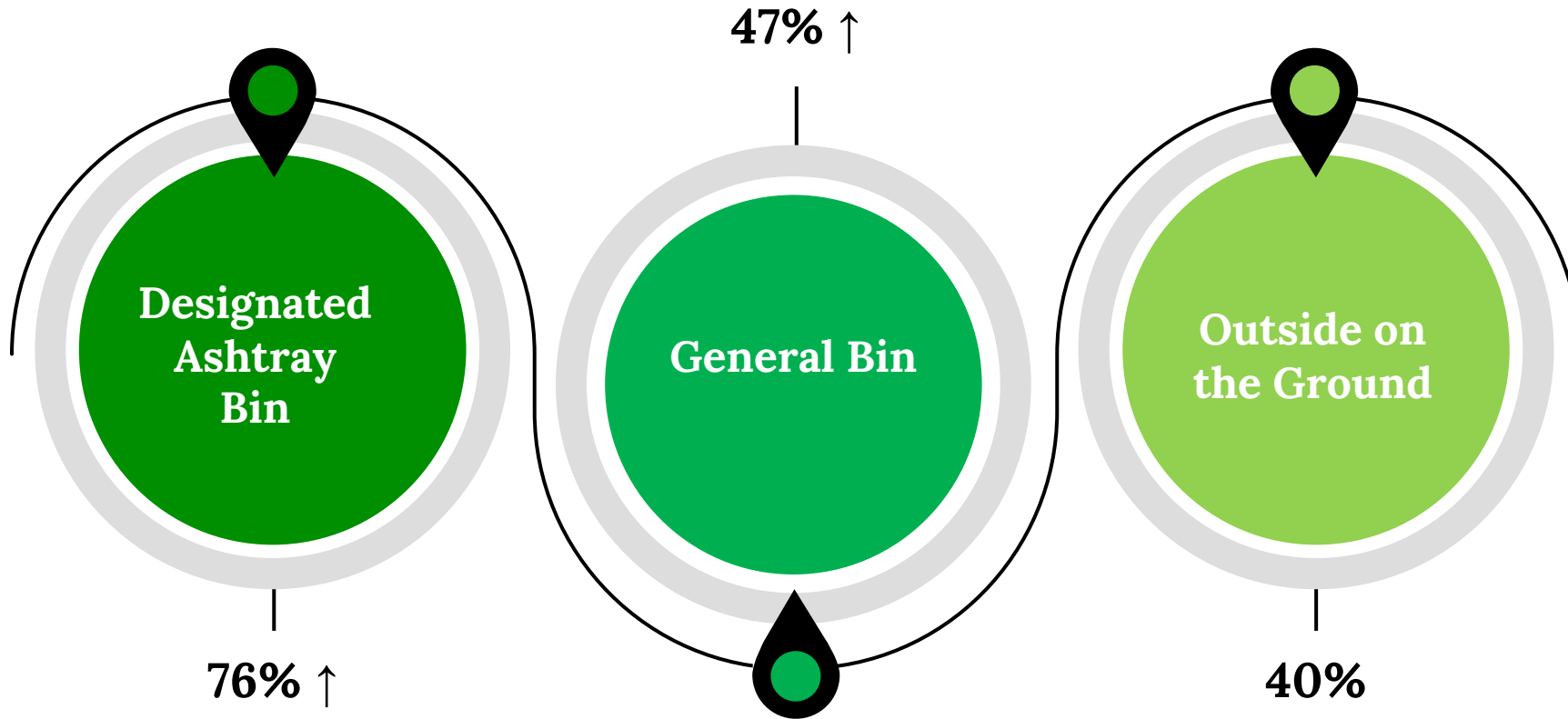


Qualitative Insights

- Self-reported disposal is 'responsible' in the claimed behaviour among smokers.
- Regular smokers anecdotally seem more 'prepared' when it comes to ensuring they have a means for disposal.
- They create their own 'designated ashtray', fashioned out of mint tins, empty bottles, or old cigarette packets.
- Social smokers are more likely to be caught out and have to improvise in their method of disposal.
- Visibility is an important contributing factor; disposal in pot plants or in drains is preferred due to the perceived invisibility.

Observed Disposal of Cigarette Butts

The gap between self-reported vs. observed disposal 'outside on the ground' is substantial featuring a 26% point difference, and is suggestive that 'others' are forming the problem with cigarette butt litter.



Qualitative Insights

- There is a perception that most smokers are 'responsible', however observed behaviours are often different to their own.
- Anecdotes of other smokers putting cigarettes on the ground is more voluntarily claimed.
- The focus groups demonstrated it is common for smokers to blame others for poor waste disposal behaviour, rather than admit their own.
- This creates a self-reported 'gap' that must be accounted for.

Main Motivators of Disposal in a Designated Bin

60% ↑

Impact to the Environment

For those disposing in a designated bin, concerns about the impact of waste to the environment is the top driver for disposal.



51% ↑

Ease of Access to Bins

Just over half claim that accessibility to bins is a motivator for behaviour, leaving a considerable gap for other factors.



37%

Health & Safety Concerns

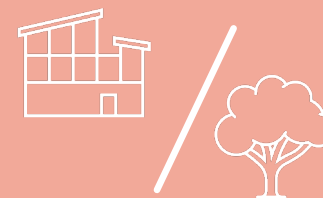
Fire hazards from incorrectly distinguished cigarettes is top of mind for a third, but this is low given the risk overall.



36%

Inside vs. Outside

Similarly, this demonstrates infrastructure is a factor, but limited at best. There are other motivators and barriers at play.



35%

Fines & Penalties

Supporting the qualitative findings, consequences are either minimal or perceived to be unenforced, making this the weakest motivator for correct disposal.



Increasing Responsible Disposal - Qualitative



EDUCATION ON IMPACT

- The correlation between littering and the environment is not top of mind and / or known.
- Increasing awareness through an educational campaign will increase motivations to dispose responsibly.

"We need the turtle equivalent with the straws for cigarettes. Seeing what the impact is on wildlife."



ACCESSIBLE SAFE BINS

- The social pressure to 'do the right thing' is more easily implemented when there are obvious 'choices' i.e. a bin vs. the ground.
- This also reduces the 'excuse' of leaving butts on top of bins.

"It's easier to shame someone when the bin is close."

"There's dog poo bags everywhere. There should be the same for bins that you can safely put cigarettes in."



PORTABLE ASHTRAYS

- A segment of smokers have become creative and started their own portable ashtrays.
- While some don't mind the commercial portable ashtrays, women in particular liked to create 'hidden' ashtrays.

"We need something like a diaper genie but for cigarettes."

"I want something that doesn't feel like an ashtray. Something that is an everyday item I can use so it's discrete."



CLEAN ENVIRONMENT

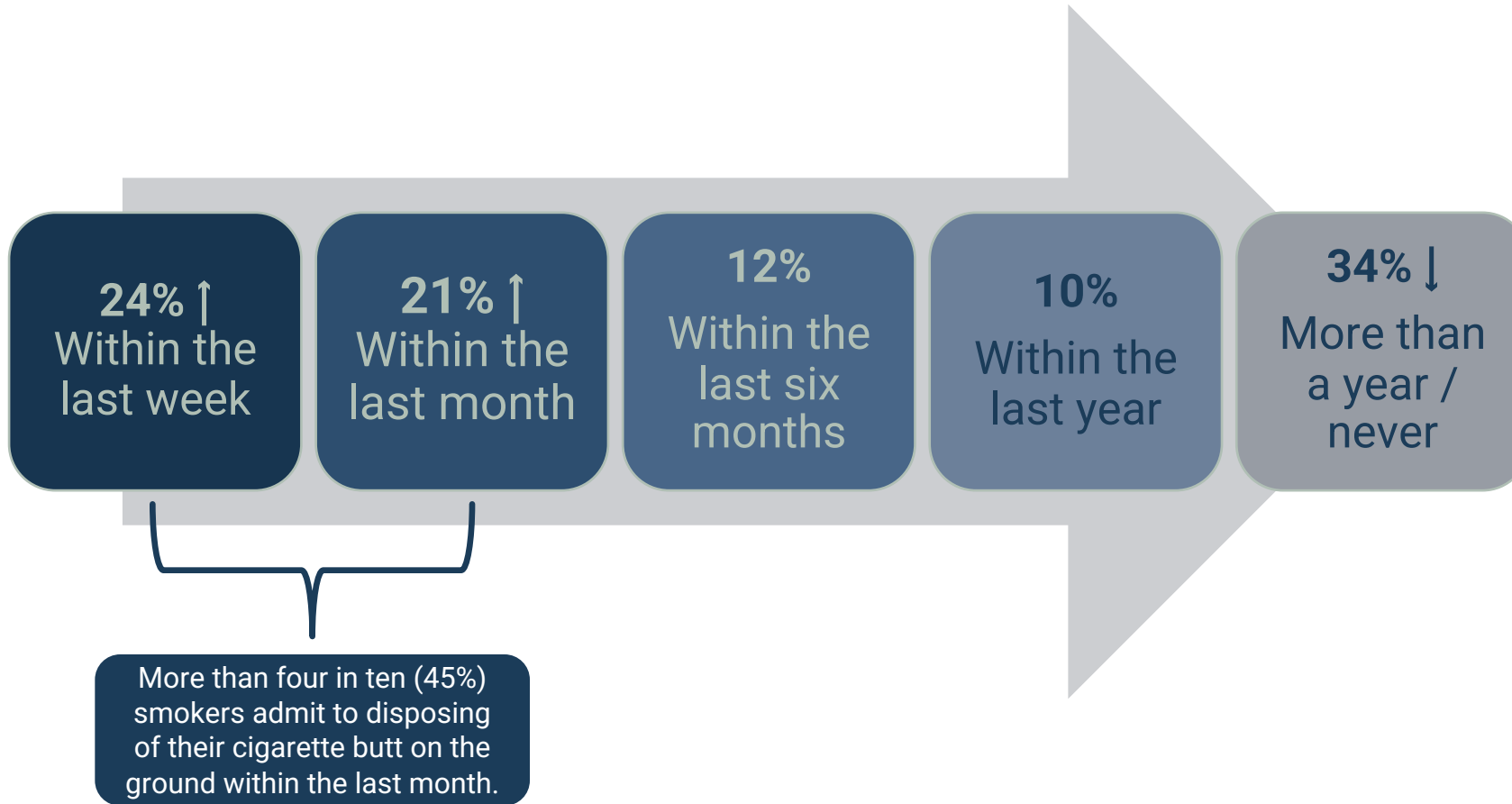
- A combination of proximity to the ocean and a clean environment anecdotally contribute to more responsible disposal.
- Tapping into a sense of pride for keeping the area clean, the reverse is shown to have negative impacts on disposal.

"Since moving from Melbourne to Perth, where I now see the ocean everyday, I'm much more mindful that my butts could end up in the sea."

"If there's lots of rubbish you can think what's one cigarette going to do?"

Self-Reported Disposal of Cigarettes on the Ground

More than four in ten smokers admit to disposing of their cigarette butt on the ground within the last year.



Qualitative Insights

- A segment is willing to 'self confess' disposing of cigarettes on the ground.
- When drinking is involved, there is a heightened willingness to admit that responsible cigarette disposal is a low priority.
- There are some cases where smokers attempt to 'justify' disposal on the ground.
- Areas with existing butts are expected to be Council responsibility for clean-up.
- Disposing next to a general bin sets the expectation that Council will be responsible for cleaning the area.

Q9. We'd like you to be honest, when did you last dispose of a cigarette butt on the ground if you couldn't find a designated cigarette bin?
Base: all respondents; n=501

↑↓ Significantly higher/ lower to total

Self-Reported Disposal of Cigarette Butts – Qualitative

"I would rather kick it down the drain so it's not there laying on the floor. It looks trashy on the street but at least down the drain it's not visible." Adelaide, SA

"Smoking is a shameful act, so you want to get rid of it as quickly as possible. If I'm in a crowded area, I don't want to have a cigarette butt walking through public. As soon as I'm done I will just dispose of it on the ground." Hobart, Tasmania

"I often put mine in a pot plant because you can bury it and make sure it's definitely out. You're also not leaving it for other people to have to deal with." Adelaide, SA

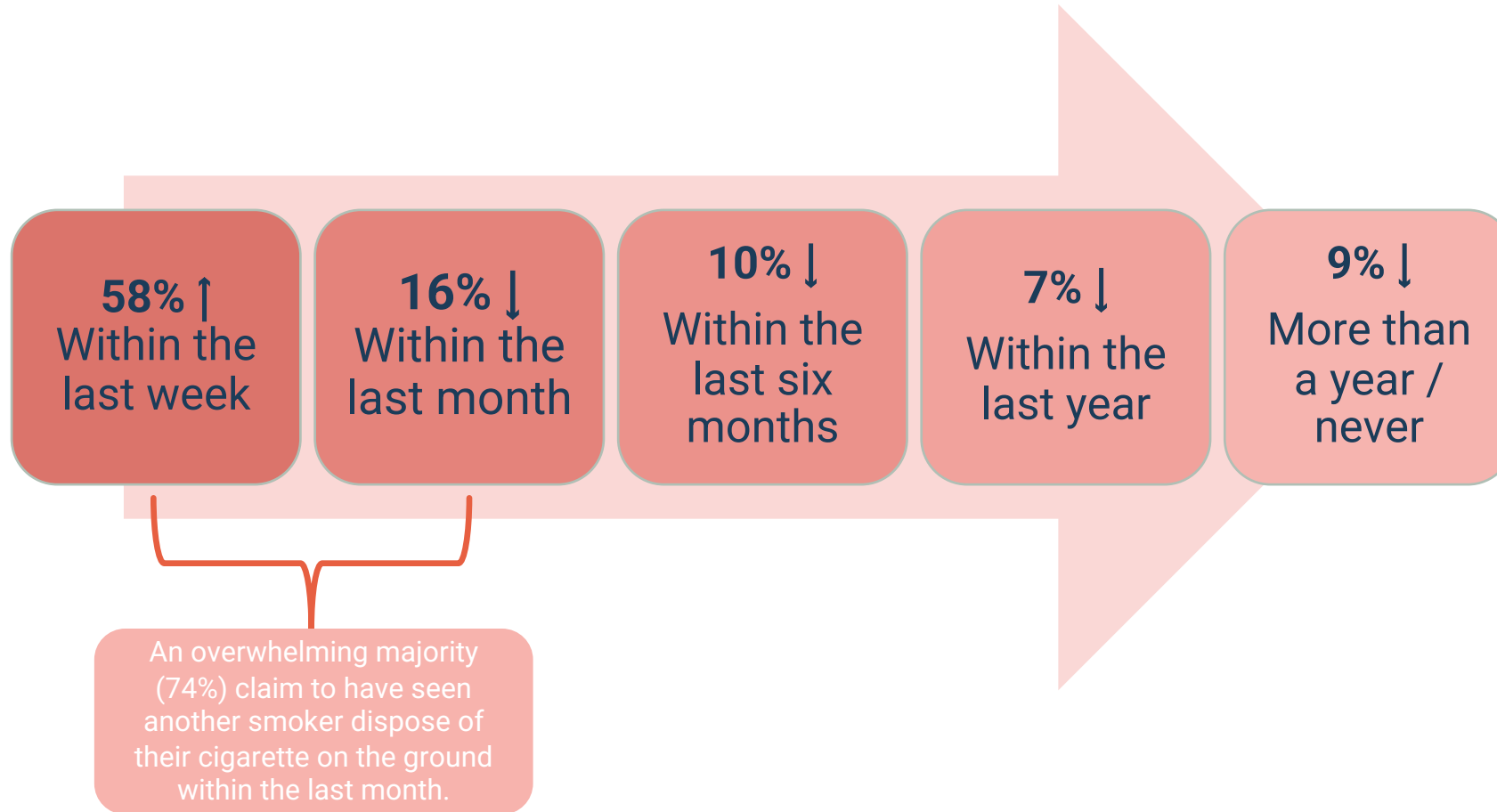
"I have been guilty of leaving it on the ground. We all have. I make sure there's 5-10 already on the ground. One doesn't really make a difference. Hopefully it makes someone put a proper bin." Melbourne, VIC

"Because I'm only a social smoker I think my contribution is less overall so if I just throw a few on the ground on the weekend it's nothing compared to people who smoke a pack a day." Melbourne, VIC

"I did it on the weekend. I was drinking, so I'm always then less likely to be thinking about the outcome." Sydney, NSW

Observed Disposal of Cigarettes on the Ground

Almost three quarters of smokers claimed to have observed others dispose of a cigarette on the ground within the last month, which is a 29% increase on self-reported disposal of butts on the ground.



Qualitative Insights

- Unsurprisingly, there is a more honest reporting of 'others' disposal habits on the ground.
- When prompted, there is an acknowledgement of seeing cigarette litter on the ground at common locations, and of catching other smokers improperly disposing of their butts.
- Currently smokers are hesitant to call out this type of behaviour, however when armed with more facts on the impacts of incorrect disposal, there is a segment who feel more empowered to speak up.

Q8. Please be assured your answers are anonymous. When was the last time you saw another person dispose of a cigarette on the ground?
Base: all respondents; n=501

↑↓ Significantly higher/ lower to total

Observed Disposal of Cigarette Butts

"At the beach you see a lot of butts. But there is no easy access to bins there. I've been caught in this predicament before and unless you're really keen to carry your butts with you, there is often no other choice but to leave them."
Melbourne, VIC

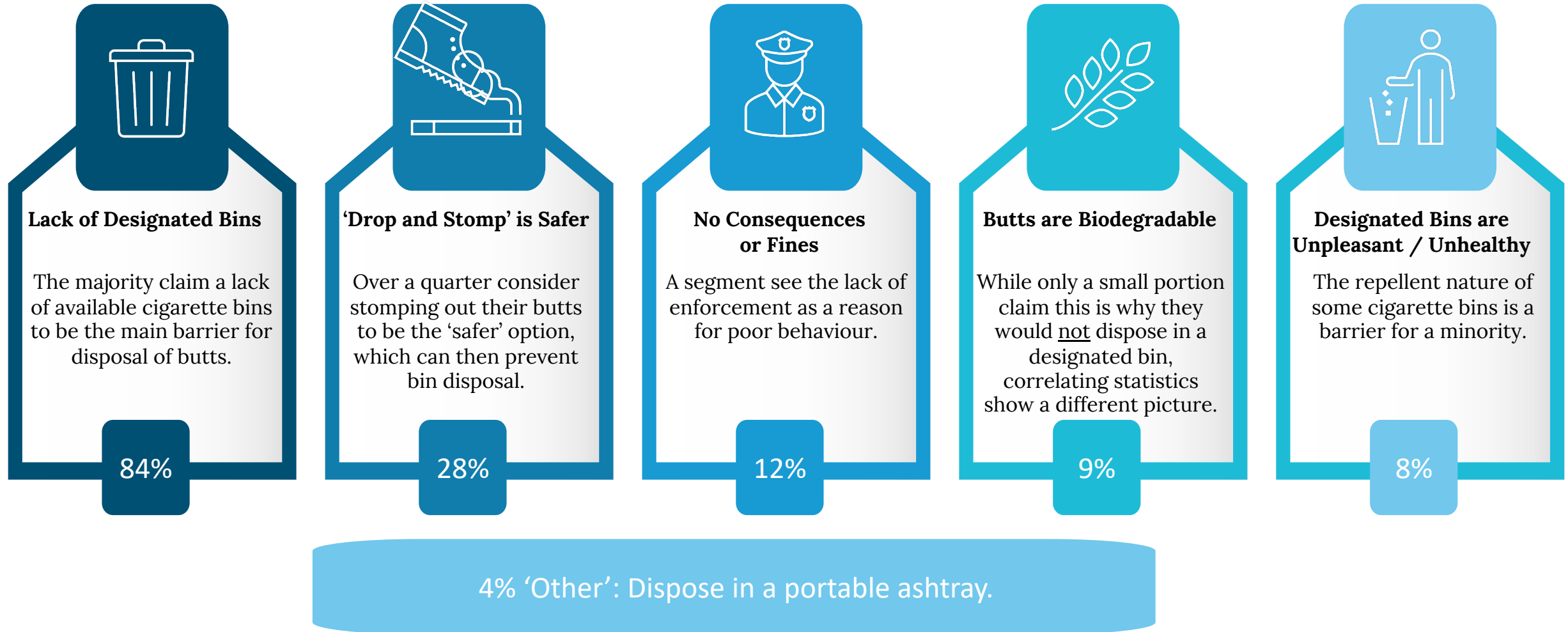
"I was at a festival on the weekend and there were butts everywhere. People were chain smoking and then just chucking them on the floor. There's this attitude that if there's a clean-up afterwards, then you don't have to do the right thing in the first place." Sydney, NSW

"You often see lots of butts outside licensed venues. Especially those that don't have a designated smoking area. Mix smoking with alcohol, and if there's no bin within five metres, it's going on the ground." Brisbane, QLD

"Disposing on the street is really common as you see it a lot in Fremantle."
Perth, WA

"I was with someone today having a cigarette after a meeting. We were in the carpark having a cigarette, and they threw it straight down the drain. I didn't say anything, but I was quite surprised they did that."
Alice Springs, NT

Main Barriers to Disposal in a Designated Bin



Main Barriers to Disposal in Designated Bin – Qualitative

- While a lack of infrastructure is an 'easy' justification, there are other underlying factors.
- Social acceptance of the behaviour plays a role; others smoking and dropping their butts, particularly when drinking, contributes to a perception that it is 'ok'.
- Embarrassment in having to carry a used butt that smells will encourage irresponsible disposal.
- A segment don't consider cigarette butts to be 'litter' like a chip packet or soda can.
- A lack of environmental concern and / or perception that a single cigarette butt will have no impact.



Main Barriers to Disposal in Designated Bin – Qualitative

"I don't want to carry around a butt. It absolutely stinks and it will leave a really strong smell if you carry it around in just the packet or your pocket."
Melbourne, VIC

"If there's lots of other rubbish or cigarettes on the floor, then you just assume it's all going to get cleaned up eventually. What's one cigarette going to do?" Sydney, NSW

"I did today. I was being lazy. I had a smoke on the way somewhere. There was a lot of other litter around. I did just stomp it and left it."
Brisbane, QLD

"I most often just step it out, then leave it. Whether it goes in the gutter or just stays on the footpath, I don't really think about it. I don't even notice it. Other things really annoy me about rubbish. Things like coffee cups on the ground is terrible. But a cigarette no that's not like other litter." Perth WA

"When you're out drinking you aren't thinking about the consequences. There's lots of others around and you just stomp it out to get rid of it." Adelaide, SA

Implications



1. Visibility

Implication: The hidden nature of smoking contributes to bystander apathy and reduced guilt among smokers 'adding to the pile' of littered butts.

Implication: The presence of litter communicates acceptability, perpetuating the cycle of littering.



2. Social Norms

Implication: Over a quarter of smokers see stomping out as 'safer', leading to disposal on the ground even when bins are present.

Implication: Ensuring extinguishment is often considered 'responsible disposal' which can justify leaving butts on the ground.



3. Size & Scale

Implication: A lack of disposal infrastructure is having an impact on smokers' behaviour, particularly when butts are the number one littered item.

Implication: Observed disposal on the ground is significantly higher than self-reporting, which can normalize the littering and make smokers feel their behaviour aligns with the perceived norm.

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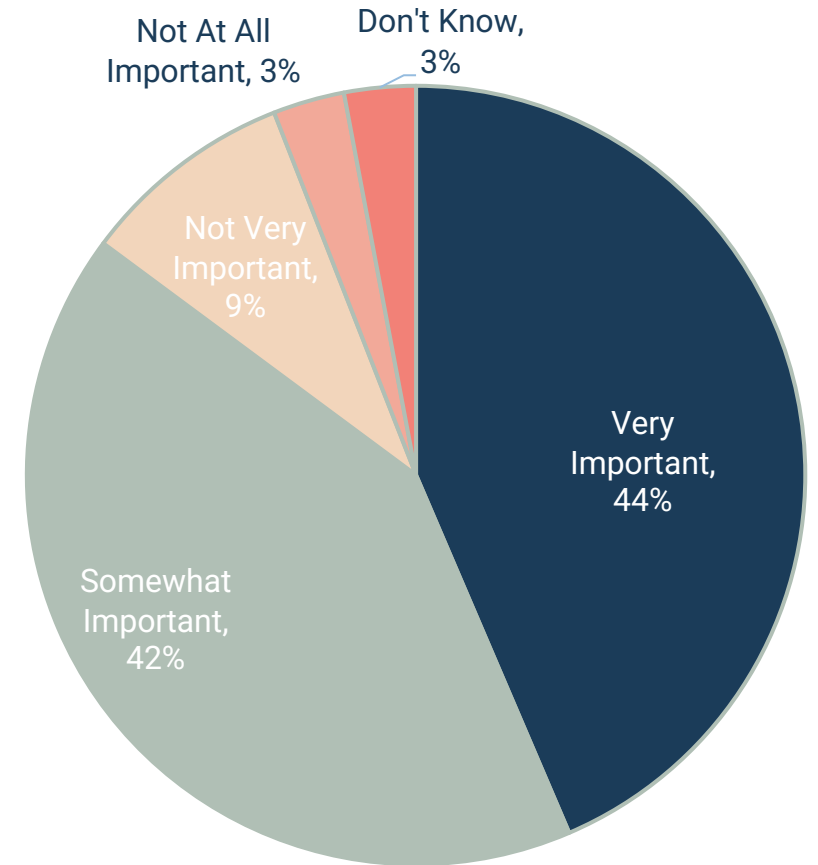
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ONUS OF RESPONSIBILITY

Idealistically, addressing cigarette butt litter is important

- A majority (86%) consider the issue of cigarette butt litter to be an important priority.
 - Parents (with children under the age of 25 living at home) are significantly more likely to consider this a priority issue (91% vs. 86% total).
- Qualitatively, this issue does not arise spontaneously in the ranking of local issues, so is only a priority when prompted.
 - Other issues take higher priority, such as the cost of living, the housing crisis, infrastructure, health system pressures, and crime.
- There is also a perception that smoking rates are dropping overall; the assumption is therefore that the incidence of butt litter overall is decreasing.
 - Thus, the issue is somewhat silent and invisible.



Idealistically, addressing cigarette butt litter is important - Qualitative

"I wouldn't call it a bad issue. It's not as bad as what it used to be." Brisbane, QLD

It's a cumulative issue that's what we forget. You see more cigarette butts now as rubbish than any other rubbish. If you really look, there are butts everywhere. They have slipped through the cracks of any anti-littering campaign because they don't want to talk about it." Sydney, NSW

*"I think smoking has been decreasing for decades so that would mean the number of cigarettes out there is dropping too."
Adelaide SA*

*"Any litter is an issue though. We're not taking care for what we're responsible for."
Melbourne, Victoria*

"I think it's a low to mild priority. Plastic is a bigger issue." Darwin, NT

Local issues are dominating - Qualitative

Cost of Living

Groceries, fuel, insurances, utilities (water, electricity).



Housing Affordability & Availability

Property prices, rental market supply, and accessibility.



Road Congestion & Quality

Increasing traffic across the country and lack of upkeep with local roads.



Health System Pressure

Waiting lists for surgery, access to GP's (especially bulk billing), and ambulance ramping.



Crime

(predominantly in the Middle and Western States and Territories)

Impacting local businesses.

Fears for safety.



Local issues are dominating - Qualitative

"The cost of living is just out of control. Groceries, fuel, everything just seems to be going up. Our wages are only seeing minor increases so we're having to cut back on a lot of things."
Sydney, NSW

"Rentals are through the roof here because of demand. There's 50 people going for one house. This is creating rent gauging with agents just taking the highest bid." Perth, WA

"Rental costs and availability is becoming a national issue." Melbourne, VIC

"Crime is just destroying our town. It's destroying people's daily living and it's only going to get worse. This is rolling into other social issues, and it all seems out of control." Alice Springs, NT

"Ambulance waiting times are really concerning. I called and waited 90 minutes to be picked up. I then sat in a chair for about four hours before getting checked out." Melbourne, VIC

Nevertheless, the responsibility requires a multi-pronged approach

Smokers see responsibility split between the three main stakeholders:

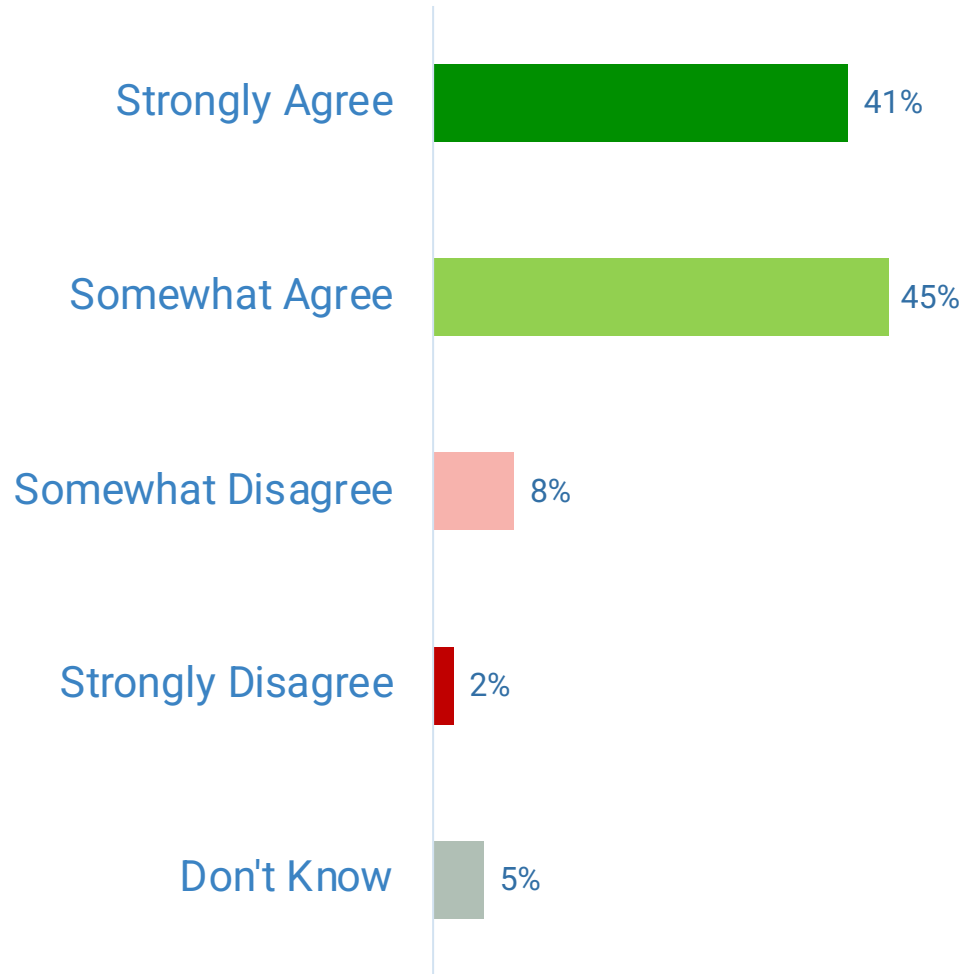
The Government: to fund initiatives to ensure correct litter disposal.

Tobacco companies: a corporate social responsibility to fund initiatives and also invest in R&D for environmental alternatives to filters.

Smokers: self-responsibility to 'do the right thing'.



The Government bears a fair share of the responsibility.



A majority (86%) “agree” that the Government should be funding initiatives to help address cigarette butt litter.

The high levels of tax on cigarettes is well-known among smokers, and promotes the attitude that Federal Government should direct some of these funds towards waste management efforts.

Qualitatively, this role is both:

- Principled in the form of education, and
- Practical in the form of more smoking infrastructure

Local councils carry the strongest credibility, due to their portfolio in waste management.

The current approach of Government is perceived by smokers as ‘head in the sand’ to avoid being seen as promoting smoking.

This is considered obstructive to the end objective.

Tobacco companies' responsibility is twofold

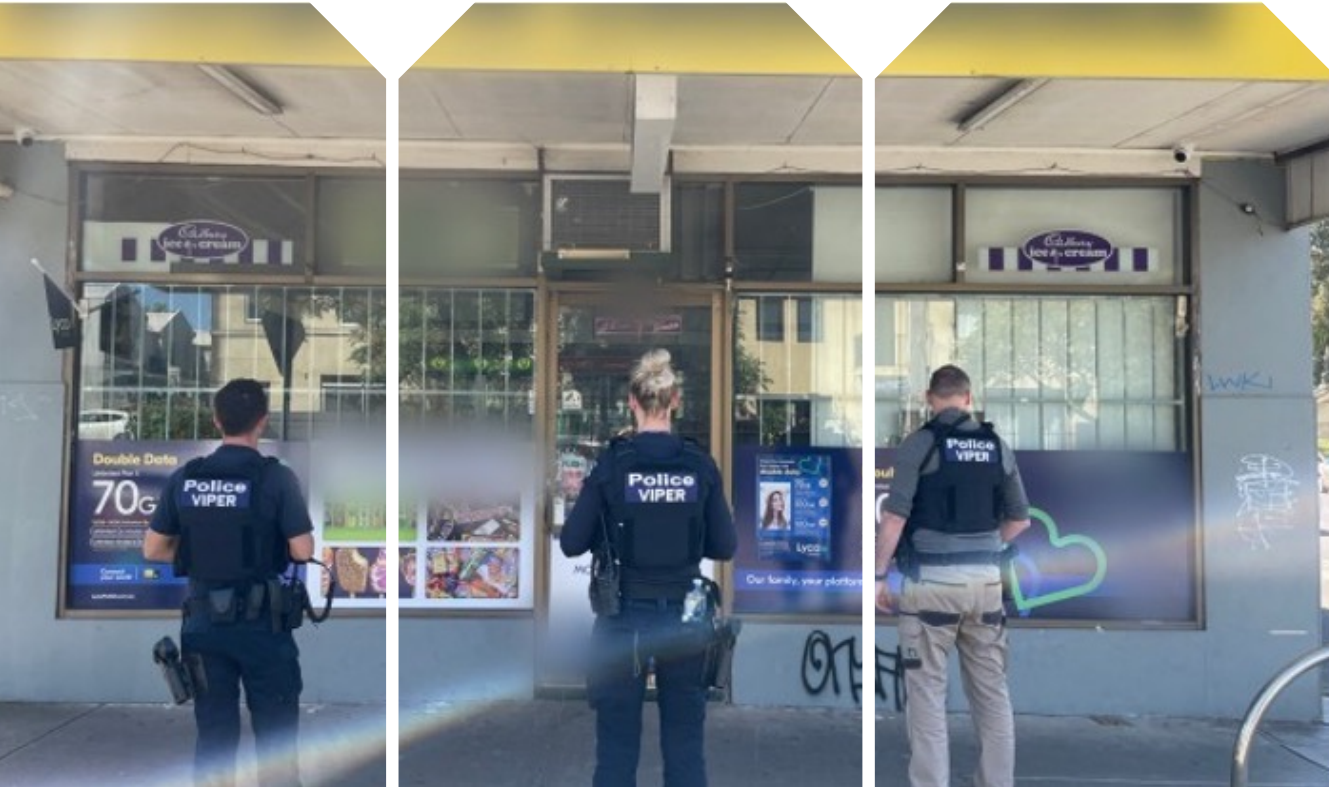
Tobacco companies are considered responsible for investing profits back into initiatives to help with the environmental damage of cigarettes.

This taps into the social license to operate for these companies but also goes to a sense of accountability.

There is the expectation that tobacco companies should be developing biodegradable packaging and products to reduce the impact from “the top end”.



The black market is growing with the increased cost



Anecdotal, smokers turning to counterfeits with the increased cost.

Cost is noted as 'much more affordable' compared to legal cigarettes and is the main driver.

These storefronts easy to find – in the main street. Requires a 'little secret handshake'.

Word of mouth a strong method for spreading the word.

Vaping is a separate category in smokers' mind

Most smokers see vapers as 'different'.

The perception is vaping is more 'socially acceptable' and therefore bears no similarity.

Major concerns include underage vaping, unknown health effects, and environmental damage.

The environmental impact of vaping is considered significantly worse when compared with smoking.

The creation of e-waste (batteries), packaging and the demographic utilising vapes all cumulate as a larger problem.

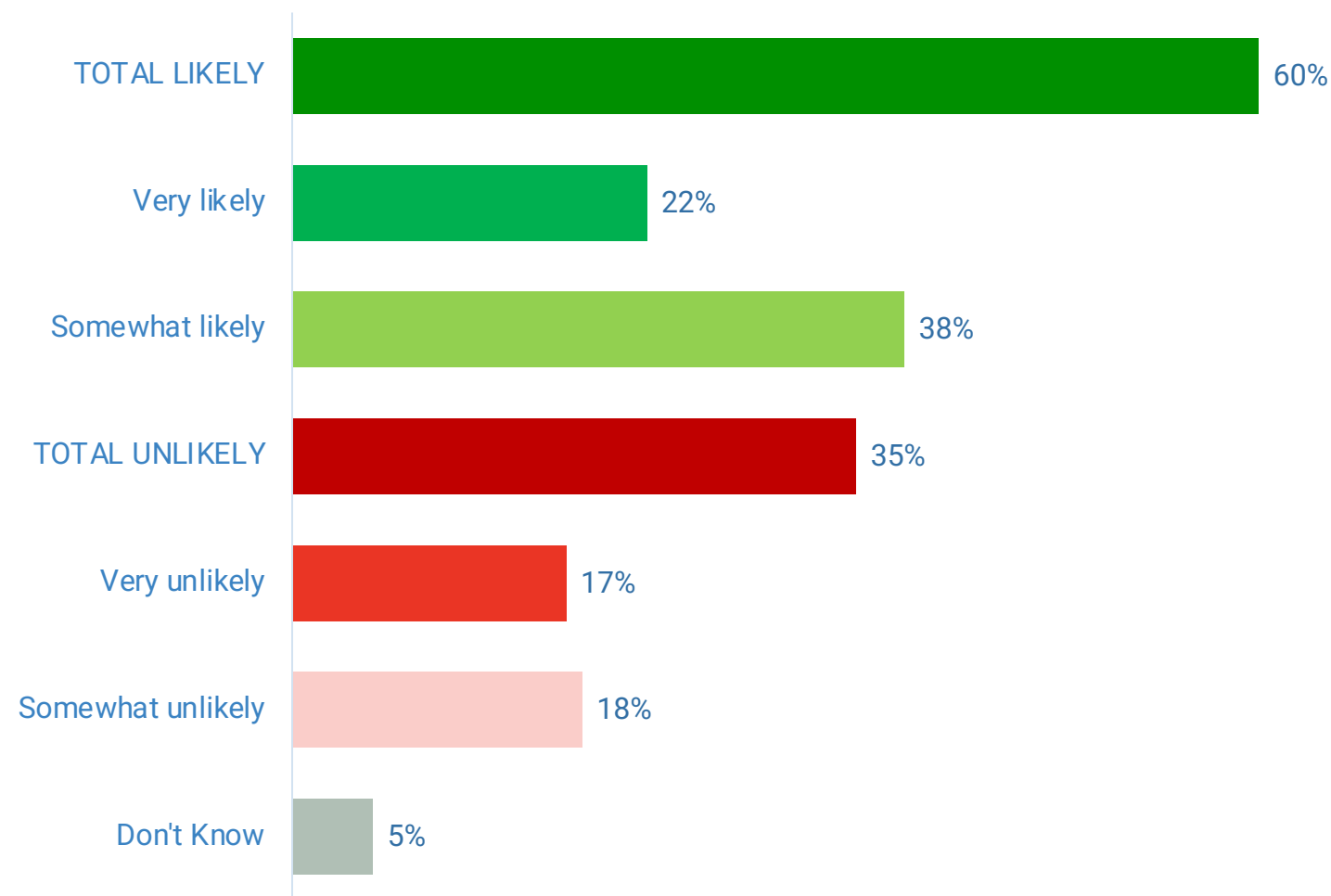




National Ashtray Map

Likelihood to Use National Ashtray Map

Almost two in three smokers claim they'd be likely to use the National Ashtray Map based on a rudimentary introduction.



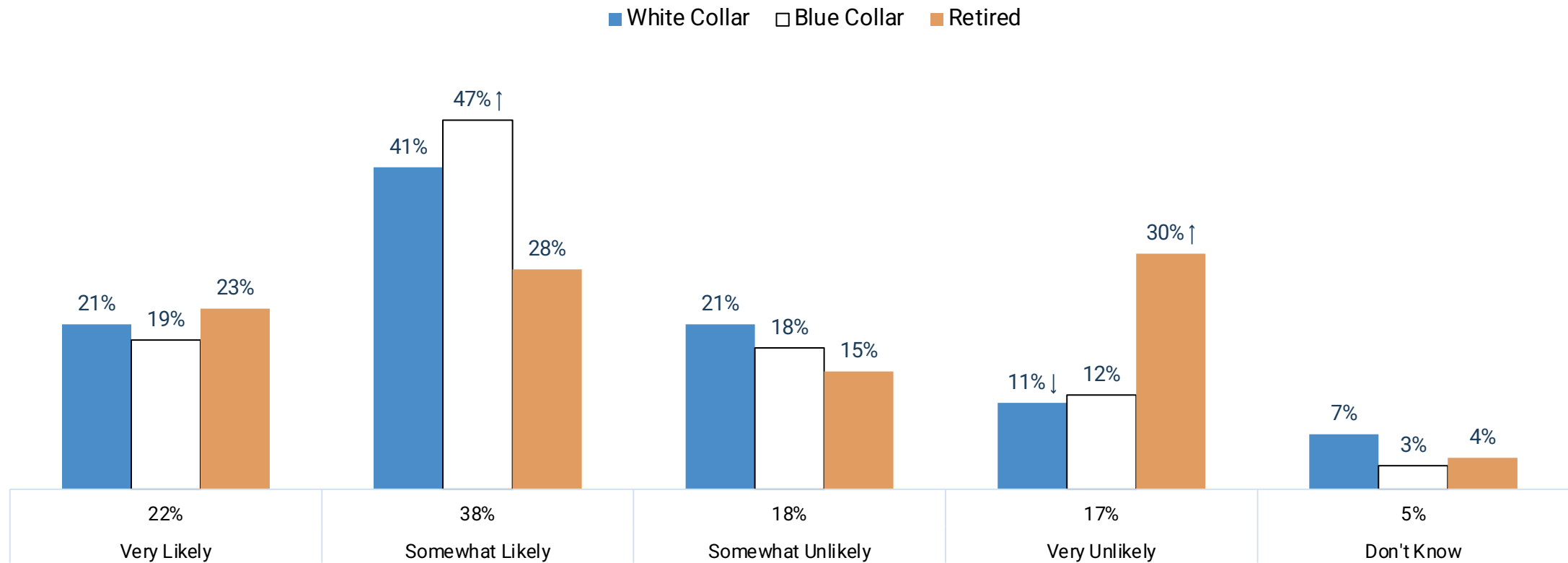
Qualitative Insights

- The focus groups highlighted that there are segments of smokers who would utilise this service.
- It aligns with those who point to a lack of infrastructure as a reason for littering.
- The focus on highlighting infrastructure helps to build the mentality of 'every little bit helps'.
- Even those who personally felt they wouldn't use the Map claimed its existence is both helpful logistically for those who wish to use it, and acts as a socially acceptable means for smokers to access designated areas.

Q12. There is a current initiative to build a National Ashtray Map (NAM), which is accessed via a QR code (no need to download an app) which directs people to find the nearest ashtray or smoking area. The NAM is a public map that all governments, businesses and the broader community can contribute to in order to fill infrastructure gaps and maintain effective disposal where needed. Knowing a little bit about this National Ashtray Map, how likely would you be to use something like this.
Base: all respondents; n=501

Likelihood to Use National Ashtray Map – Worker Type

Blue collar workers are significantly more likely to want to try the National Ashtray Map, whereas those who are retired are more strongly opposed to operating it, anecdotally due to concerns about technology and the ability to utilise such a service.



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Knowing a little bit about this National Ashtray Map, how likely would you be to use something like this.

D2. What is your current occupation?

Base: all respondents; n=501

↑ ↓ Significantly higher/ lower to total

Main Reasons to Use the NAM – Verbatims

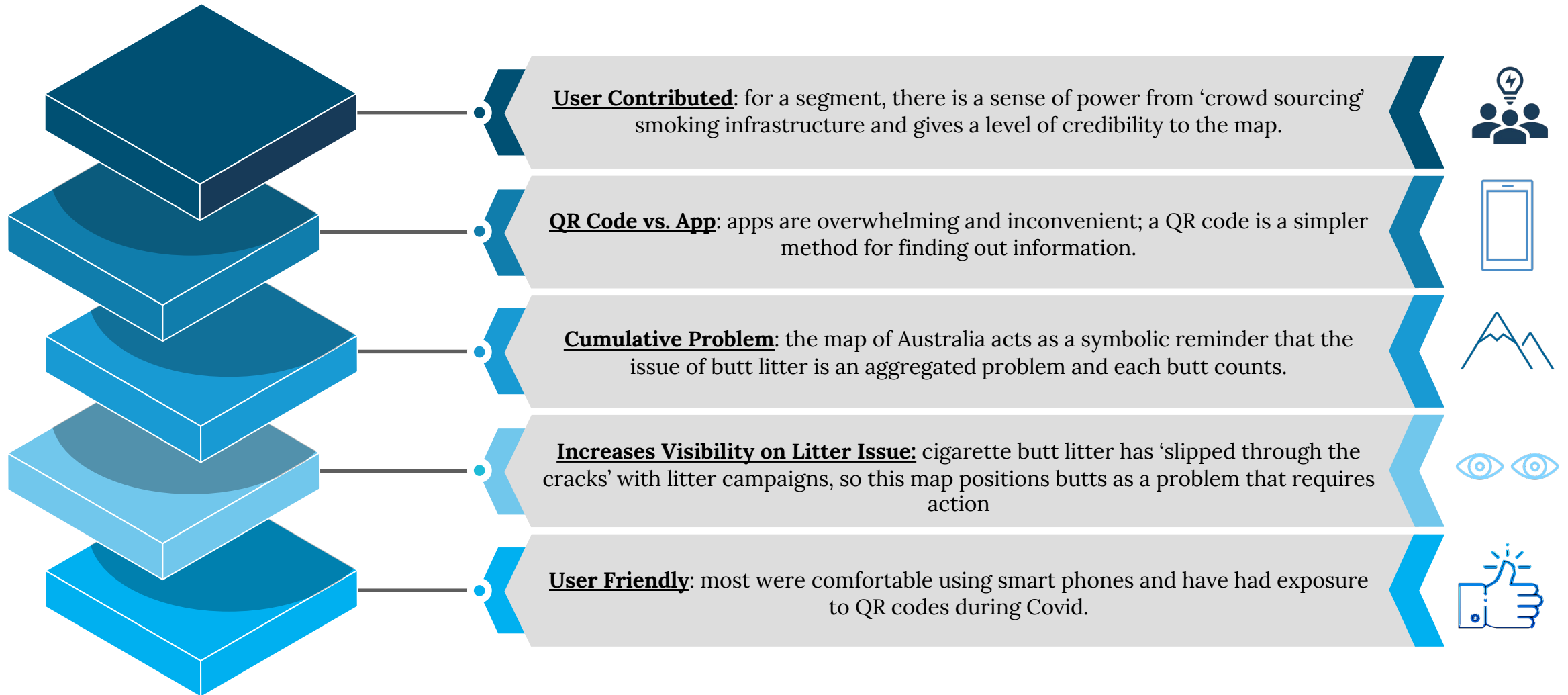
Survey participants who were 'likely' to utilise the Map listed reasons why:

- Save the environment
- Convenience / finding a bin / easy access
- Proper disposal / doing the 'right thing'
- Increased safety
- Keeping the streets clean / reduced litter
- Knowing areas where they can smoke
- Encourages 'others' to dispose in a designated bin



Q13a. What are the main reasons that you would use something like this National Ashtray Map? Please explain your reasons in just a few words below.
Base: those respondents who said they were 'somewhat likely' or 'very likely'; n=299

Benefits of the National Ashtray Map – Qualitative



Benefits of the National Ashtray Map – Qualitative

"This is really just a tool of awareness. If smokers know where bins are then I think most people want to do the right thing." Perth, WA

"This would make people feel involved. Things like this can really gain momentum." Melbourne, VIC

"If this was left to the Government it would cost a huge amount of money. But this way it's small businesses and smokers who are creating like a Wikipedia or Urban Dictionary for bins, and when its user contributed it doesn't cost much at all." Sydney, NSW

"Even if 90% of people don't use it, but 10% do, it will still make a difference." Adelaide, SA

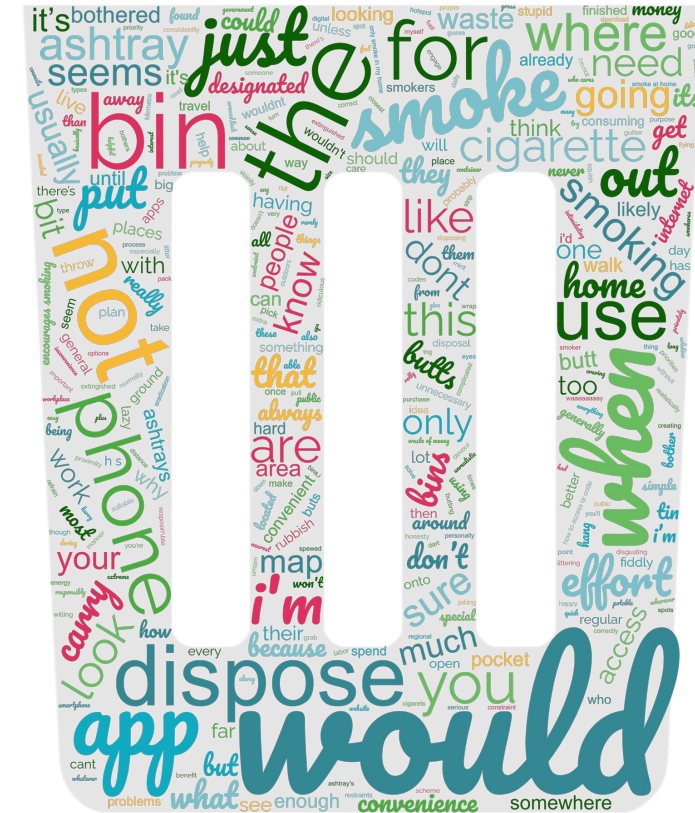
"If it shows me where there is a designated area to smoke it feels more socially acceptable and I'm not having to hide my smoking or try and hide the butts. Removing the guilt and making sure there's bins just helps the whole issue." Brisbane, QLD

"There's never going to be a silver bullet with this. But if it merely halves the number of butts that are littered then it's worth it." Hobart, Tasmania

Main Reasons Not to Use the NAM – Verbatims

Survey participants who were 'unlikely' or 'don't know' listed reasons why:

- Don't have the time
- Inconvenient
- Won't walk the distance
- Don't want an app (assumption)
- Unsure how to use QR codes
- Smoke only at home
- Encourages smoking
- Waste of Government money
- Those littering aren't the 'type' to use a service like this



What are the main reasons that you would be less likely to use something like this National Ashtray Map? Please explain your reasons in just a few words below.
Base: those respondents who claimed 'very unlikely' or 'somewhat unlikely' or 'don't know'; n=201

Drawbacks of the National Ashtray Map – Qualitative

Waste of Government Money

Taps into an existing concern that Government resources are used wastefully.

Recommendation: focus on user contribution to reduce cost.

Inconvenient / Effort

A segment claim the process requires too much effort.

Recommendation: highlight the broader benefit and what a % decrease can achieve.

Government Catering to Smokers

A minority fear any initiatives act as a sign the Government is supporting smokers.

Recommendation: shift the focus to litter reduction vs. smoking.

Technology Incompatibility

A small segment claim they do not know how and/or their phone is not compatible with QR codes:

Recommendation: demonstrate ease of use

Drawbacks of the National Ashtray Map – Qualitative

"This feels like a waste of Government money. There are higher priorities than this." Sydney, NSW

"This is targeted at smokers only. Why not make it about bins in general and then it's capturing a bigger audience and is something that's more socially acceptable." Sydney, NSW

"It's a nice idea in writing, but will people actually use it?" Adelaide, SA

"Those who don't pick up their butts are not going to scan a QR code to find a bin." Darwin, NT

"I'm not downloading an app to do this. It would need to be as simple as possible and not take up any extra time." Brisbane, QLD

"Smoking for a lot of people is a habit. If they're dropping it on the ground, I don't think they're going to now stop, get their phone out and walk specifically to a bin." Melbourne, VIC

Implications



1. User Empowerment

Implication: Positioning the map as user generated and a collective effort inoculates against concerns that this is an added Government expense.

Implication: Grassroots contribution positions the initiative as a shared responsibility and shifts the focus from financial burdens.



2. Credibility

Implication: Utilise connections with independent bodies (such as KAB) to instill credibility in the map.

Implication: Local business contribution will be a powerful showcase of organic support.



3. Focus

Implication: The need for simplicity in user experience is evident to encourage user engagement and support.

Implication: Focus on this as a 'litter reduction' method to safeguard against potential concern about initiatives that promote smoking.

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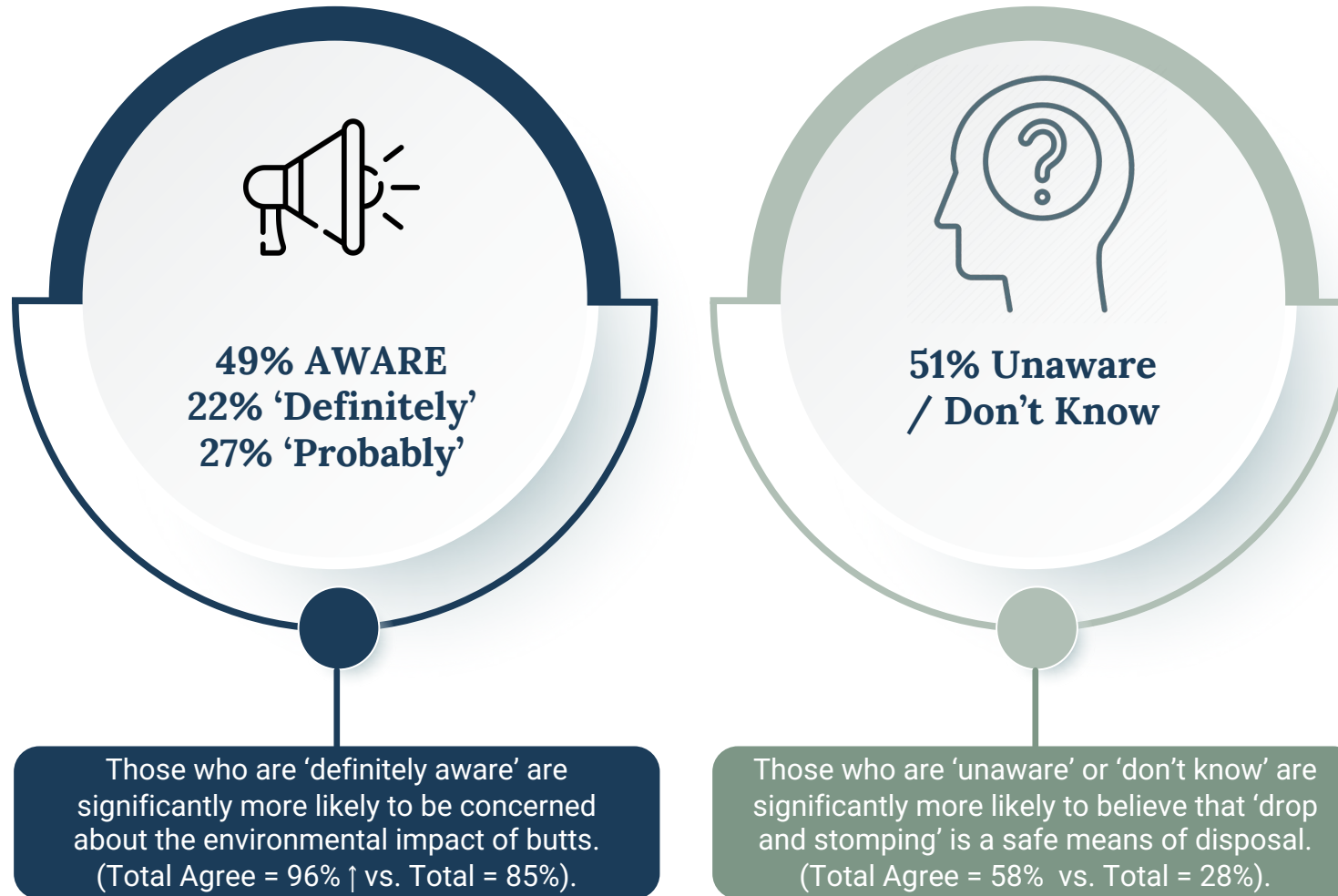
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Messaging and Campaigns



Awareness Cigarette Filters Non-Biodegradable

1 in 2 smokers are unaware that cigarette filters are non-biodegradable. The assumption that they do break down eventually can be hypothesised as a major contributor to why this segment of smokers believe that dropping butts on the ground is 'ok'.

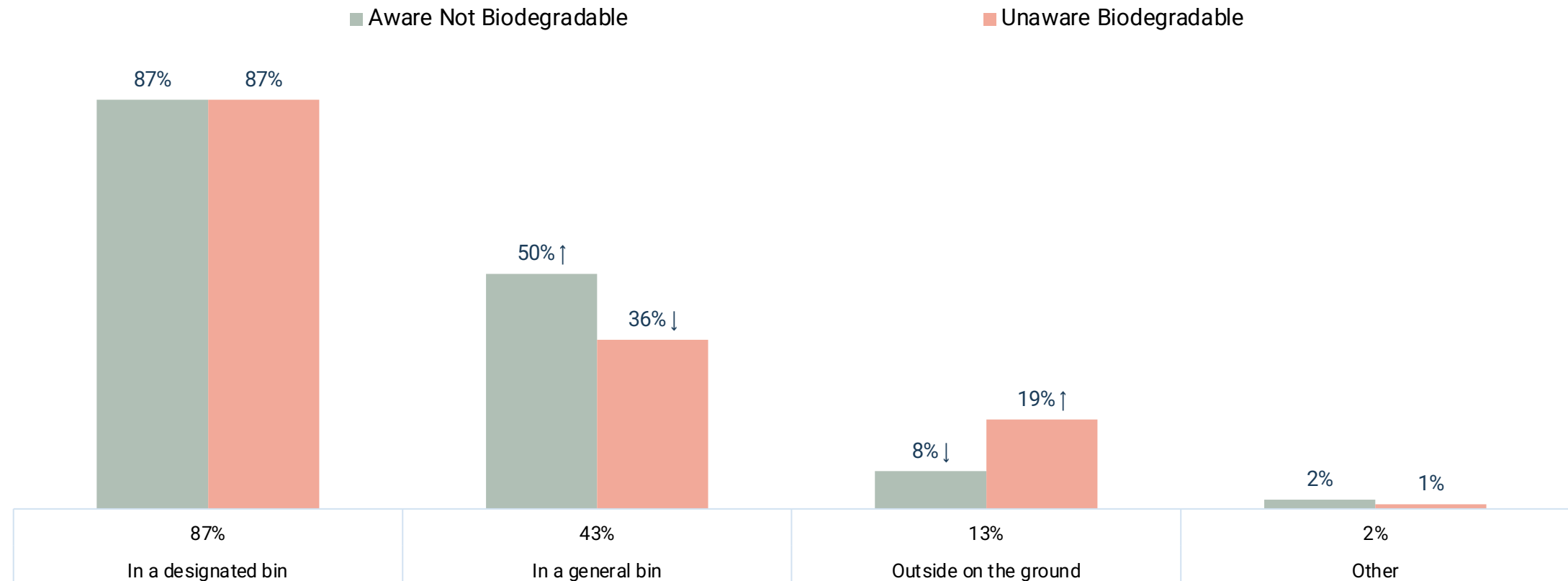


Qualitative Insights

- The focus groups highlighted a two-fold issue around cigarette butts;
- Firstly, there is a segment who believe they are biodegradable and upon learning they are not are 'shocked'.
- The second part, which is new information for many, is that the filters are made from plastic.
- This compounds the issue as it aligns with concerns about plastic in the environment.

Awareness Cigarette Filters Non-Biodegradable – Disposal

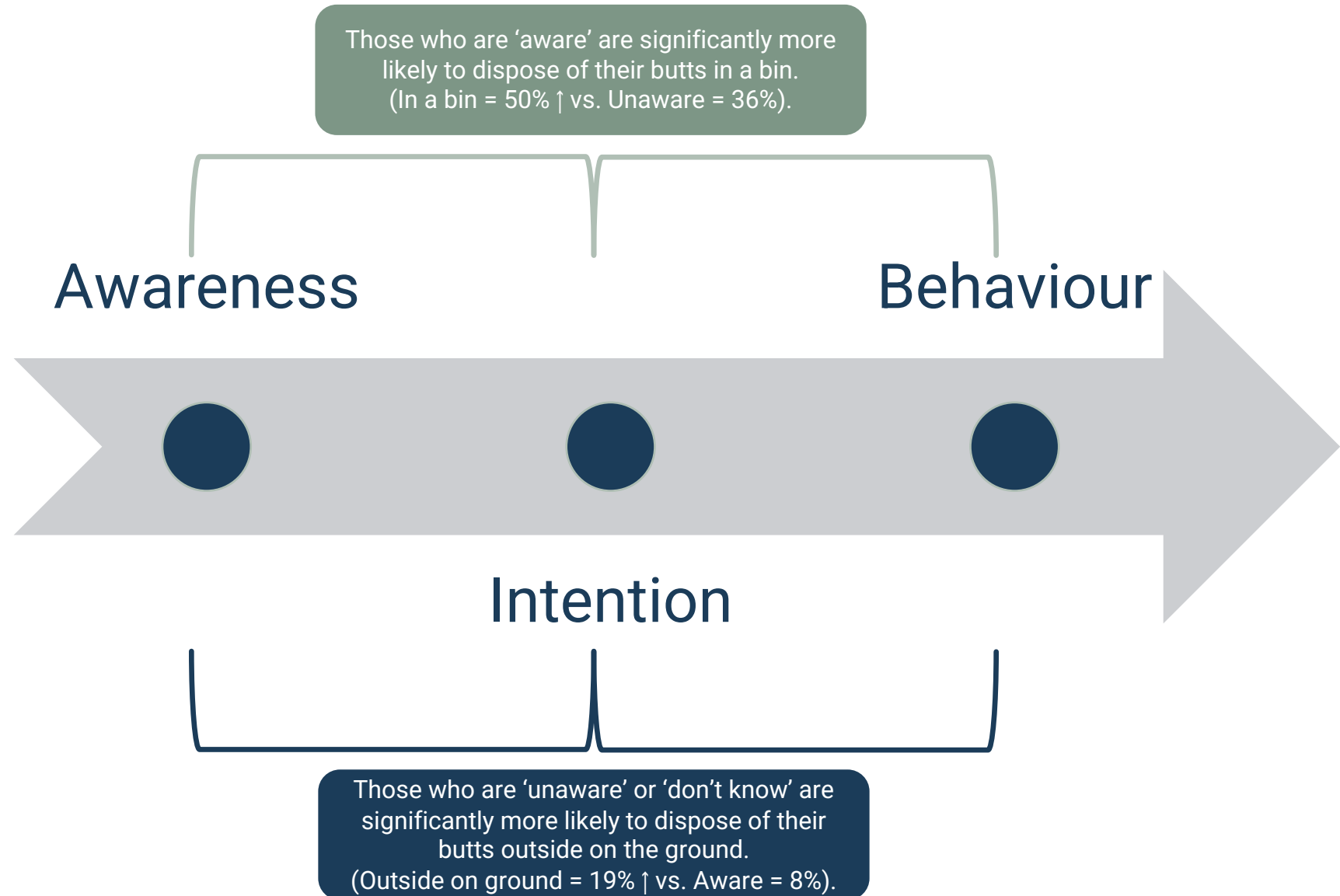
Those who are aware that cigarette filters are non-biodegradable are significantly more likely to dispose of their butts in a general bin and significantly less likely to dispose of them outside on the ground. Conversely, those who are unaware of this are significantly more likely to drop their butts outside on the ground, demonstrating the power of this information.



Q3a. You mentioned earlier that you smoke, where do you typically smoke? (Select all that apply)
Q14. Cigarette filters are made from a non-biodegradable plastic. Once littered, butts accumulate and can take up to 14 years to decompose. Before today, were you aware of this?
Base: all respondents; n=501

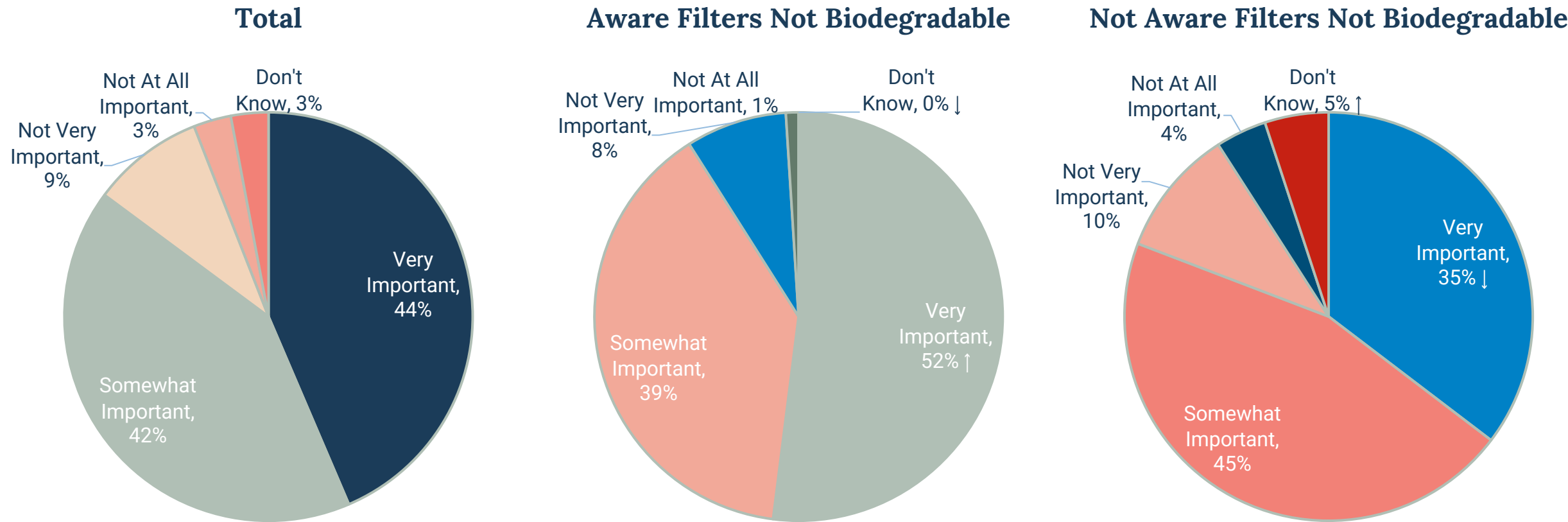
↑ ↓ Significantly higher/ lower to total

Awareness Cigarette Filters Non-Biodegradable – Disposal



Awareness Cigarette Filters Non-Biodegradable – Importance of Litter

Those who are aware that cigarette filters are non-biodegradable are significantly more likely to consider the issue of butt litter 'very important', while those who are not aware are significantly less likely to believe it is 'very important'.



Q10. Thinking about addressing cigarette butt litter, how important do you think this is as a priority that should be focused on?
Q14. Cigarette filters are made from a non-biodegradable plastic. Once littered, butts accumulate and can take up to 14 years to decompose. Before today, were you aware of this?
Base: all respondents; n=501

Ditch the Flick - Qualitative

- A minority aware of the campaign in the North Queensland region.
- Generally positive response among smokers

- Casual language and tone resonates
- Use of humour reduces sense of 'targeting' smokers feel

- Enlightening for most that cigarette butts are plastic
- Green link to the reef a strong emotive driver vs. generic 'environment'



Ditch the Flick - Qualitative

"It's catchy and uses very 'ocker' language." Brisbane, QLD

"When I lived in Victoria, there wasn't as much of a thought about your butts going into the ocean. Now that I'm living in Western Australia, the connection with the coast and the ocean is much more prominent and I find myself being much more careful now." Perth, WA

"This is an improvement on the 'Don't Be a Tosser' ads and highlights that the butts are plastic." Sydney, NSW

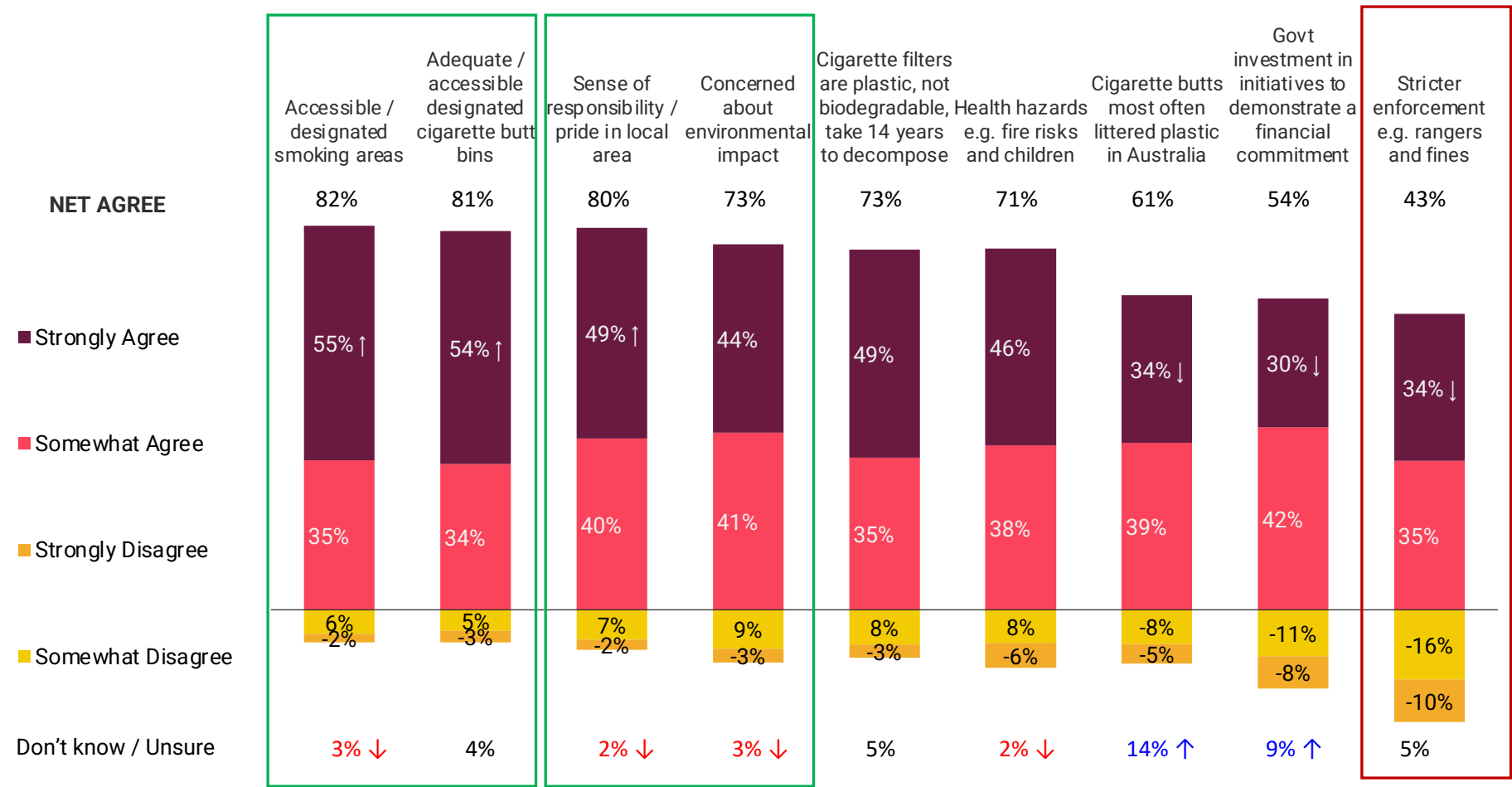
"Talking about the reef really hits at the heart strings. You do not want your cigarettes to end up there." Brisbane, QLD

"I like they've used a bit of humour. It reminds me of the 'See You In The NT' ad which really sticks out." Tamworth, QLD

"It does feel a bit old school referring to them as 'ciggies'. I thought that term had died out with my parents' generation." Melbourne, VIC

Motivations for Disposal in a Designated Bin

Both logistical arguments, like better infrastructure, and emotive messages around local pride and environmental impact are persuasive. Learning about the long-term impacts of the butts is often new information, and the ‘shock’ value is influential.



RANKED ON NET AGREE = TOTAL AGREE – TOTAL DISAGREE

Q14. Cigarette filters are made from a non-biodegradable plastic. Once littered, butts accumulate and can take up to 14 years to decompose. Before today, were you aware of this?
Base: all respondents; n=501

↑↓ Significantly higher/ lower to total

Qualitative Insights

- Infrastructure for smokers means more than just ‘bins and designated areas’.
- It is a social indicator to non-smokers that they are ‘doing the right thing’ and removes the need to ‘hide’ butts.
- At a more emotive level, a sense of pride and responsibility is evident as a way to motivate ‘good behaviour’.
- This ties into concerns about the environment, which is a prevalent issue for alignment.
- A clean environment is a cornerstone of Australia, and these messages align with that core value.

Motivations for Disposal in a Designated Bin - Qualitative

The message on health hazards appeals to different segments:

- The fire hazards are of concern for those in bushfire prone areas.
- Can appeal to concerns on a more national level, but more influential when targeted.
- The health hazards for children is persuasive for parents.

Statistics have the potential to be very persuasive when backed with credibility.

- Talking to 'billions of butts' being littered in 2021 has the potential to resonate with a segment but can raise some questions over credibility.

The notion of increased fines and stricter enforcement is polarising.

- While a segment consider this effective, others argue it's another 'target' on smokers.



Motivations for Disposal in a Designated Bin - Qualitative

"That message about the environment stuck out for me. It's a reminder that it's not just about it looking bad on the street, it's the chemicals leaching into the soil, it's the damage to animals, it has such a flow on effect." Melbourne, VIC

"I don't want to be told what to do. Increasing fines will just get people's backs up." Brisbane, QLD

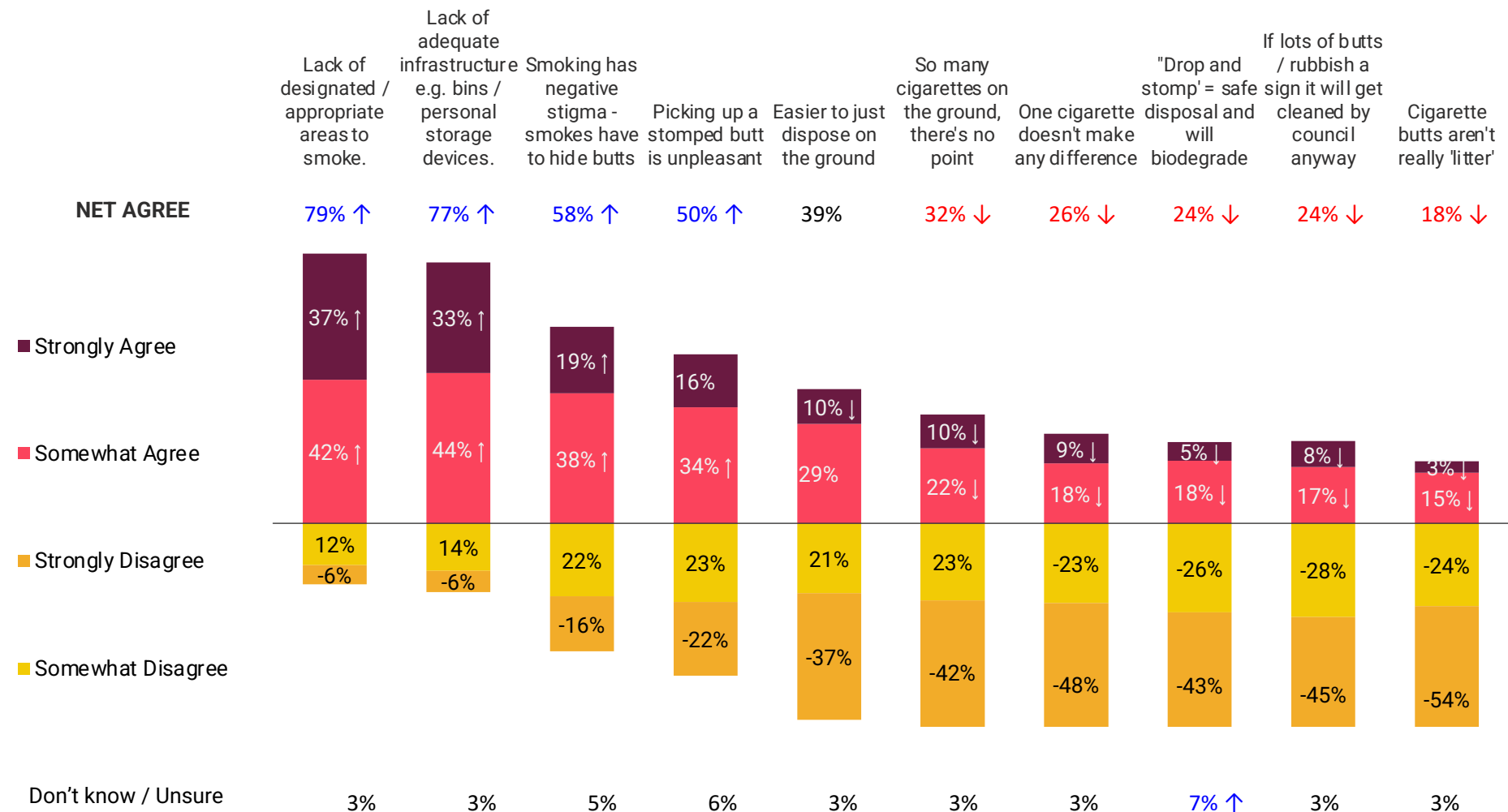
"Finding items that are biodegradable is a big topic at the moment and learning that they're [cigarette butts] not, is a real negative." Sydney, NSW

"Fire hazards are a real concern in Western Australia. You can get one butt that could just light everything up." Perth, WA

"If there were actual areas we are allowed to go that would really help. Dropping on the ground is such a thoughtless act, but if you were around other smokers and saw someone do that, you could call them out as it's just not acceptable." Adelaide, SA

Barriers for Disposal in a Designated Bin

Similarly to the motivations, barriers to disposal are claimed to be both lack of infrastructure, but also the psychological stigma against smokers, forcing them to ‘hide’ their butts.



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Qualitative Insights

- The converse of barriers demonstrates that infrastructure for smoking areas and bins continues to be a key issue for smokers.
- The negative stigma towards smokers is a reason cited often in the focus groups for ‘hiding’ butts in inconspicuous places.
- Anecdotes of hurriedly throwing butts down drains, into garden beds, and onto the street were common if embarrassed by their habit. ‘

Barriers for Disposal in a Designated Bin - Qualitative

The messages about the lack of suitable infrastructure, from designated areas to bins is one of the most prominent:

- Smokers argue that most have good intentions, but if there is not the support for responsible disposal, it is harder for them to 'hold onto' used butts.
- There is a segment who argue that increased infrastructure would be the most effective means of improving litter.

The message on whether smokers consider cigarette butts 'litter' is polarising.

- A segment agree that butts are in their own 'category', which often aligns with the belief that butts are biodegradable.
- Conversely, others see litter = litter and are more easily persuaded to do something responsible with their butt disposal.

The messages that focus on the issues with a compounding issue i.e. lots of butts or lots of litter creates a 'what's one more' mentality is persuasive, in that it creates a sense of 'what's the point'.



Barriers for Disposal in a Designated Bin - Qualitative

"When you see lots of butts already you often think 'one more isn't going to break the bank' and that's how you can justify it." Sydney, NSW

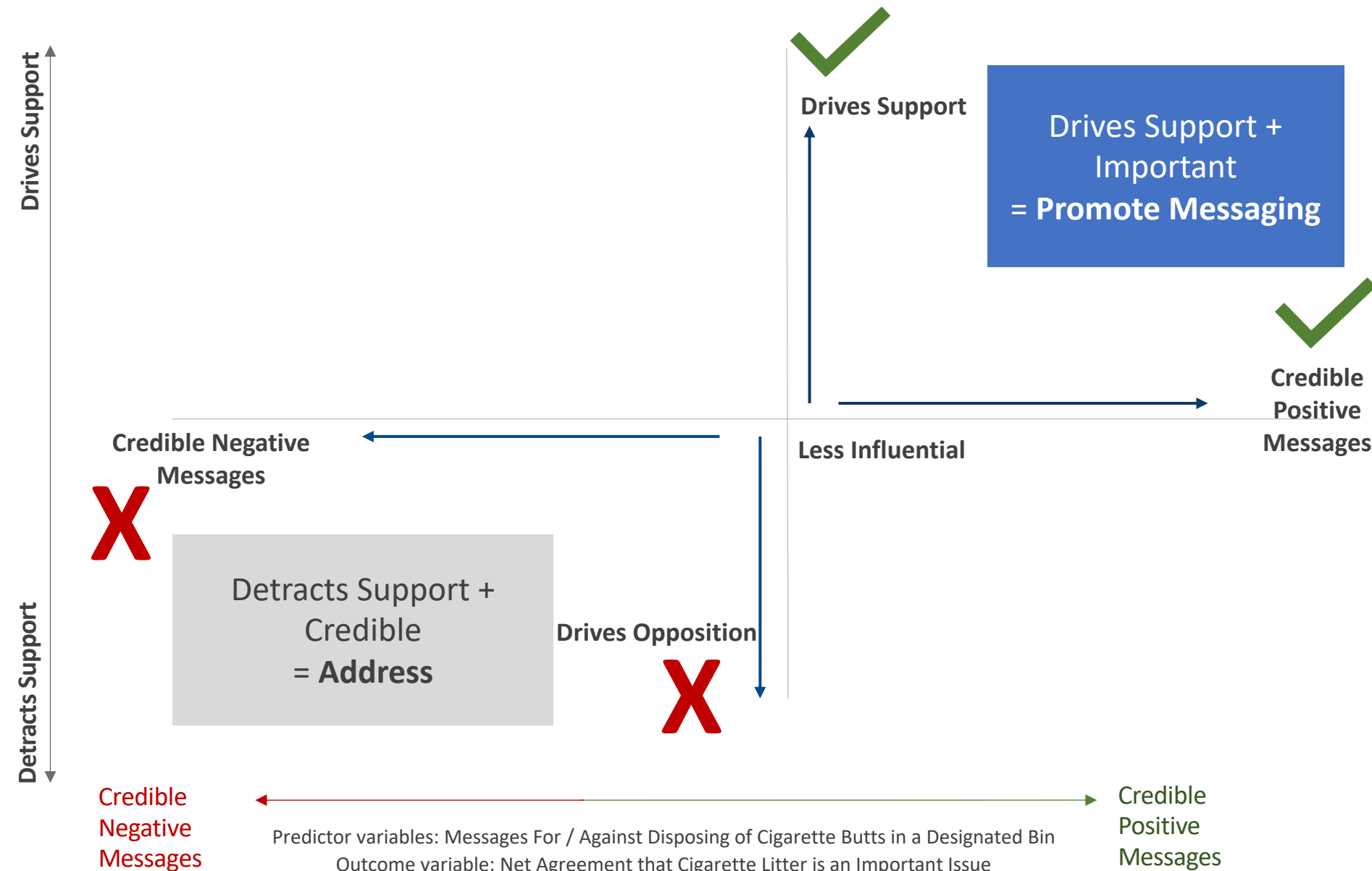
"It's embarrassing being a smoker. You are shunned by society. If you do smoke, you just want to get rid of the butt as quickly as possible and not be carrying it around in case you get caught. I prefer to put them in drains so that people can't see them and the water makes sure it's definitely out." Adelaide, SA

"I'm not carrying a portable ashtray, I don't want people to see it in my bag or anything. So if there's no other bin, then it has to go somewhere else." Perth WA

"I'm happy to increase the pile because it will be cleaned up. It's councils' job. It's not just going to sit there forever; it will eventually be cleaned up. Sydney, NSW

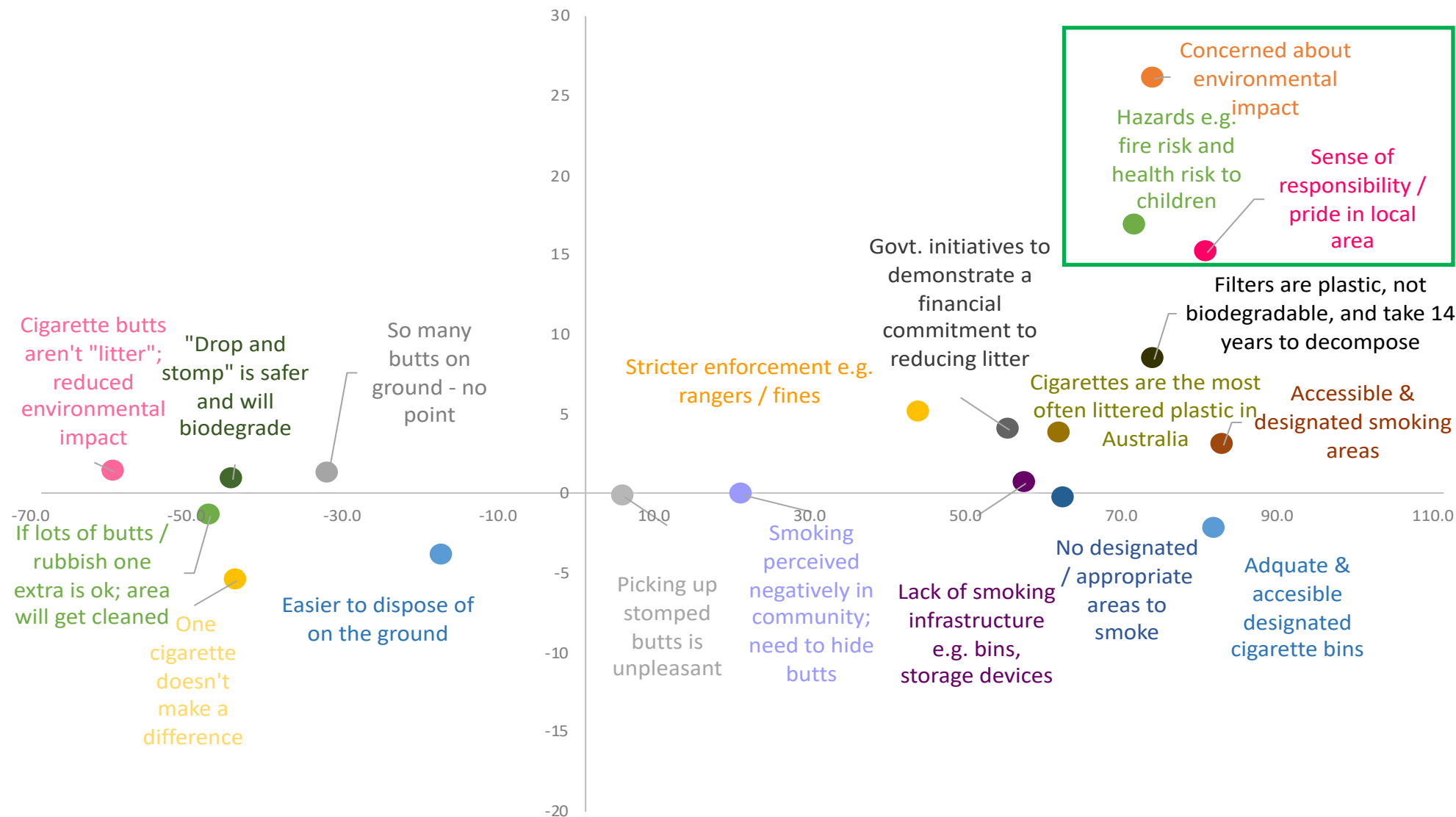
"Litter makes more litter. I assume that if there's lots of litter around that the Council will eventually clean it up. If they did that more regularly then you wouldn't really have an excuse to just add to the pile. Brisbane, QLD

Interpretating Relative Importance Analysis (RIA)



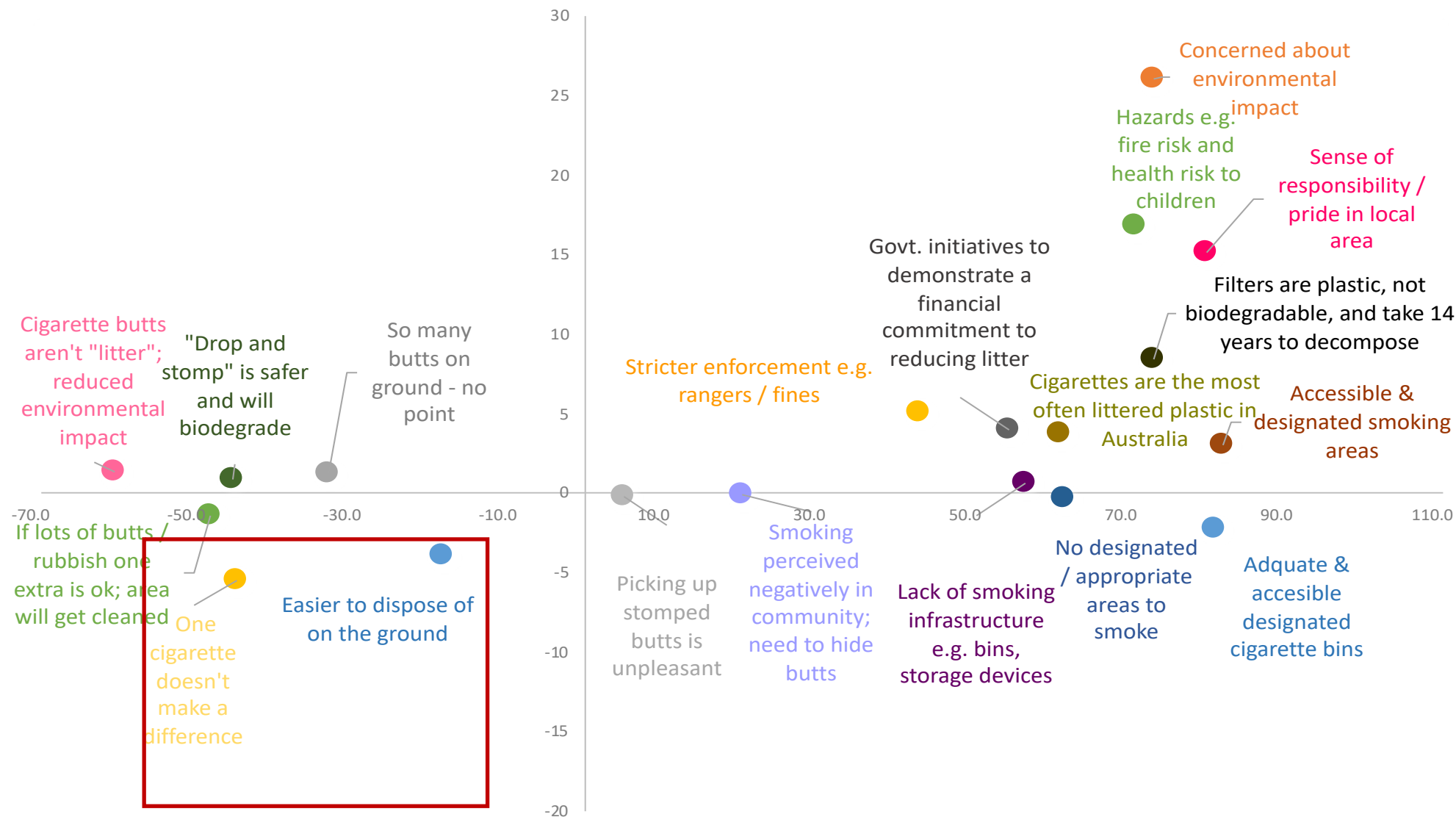
- Statistical investigation through a relative importance analysis helps to identify which factors drive support and which act as detractors for influencing the importance of addressing cigarette butt litter as an issue.
- This enables campaigns to better prioritise certain factors in order to lift importance among smokers.
- The RIA plots messaging on motivations and barriers to disposal of cigarette butts in a designated bin (x axis) against their influence on the importance of addressing cigarette butts (y axis).
- Factors that are further away from the x axis are influential and either drive support or detract support significantly.
- Factors close to the x axis are less influential.
- Messages that are further away from the y axis are high in net agreement among smokers.

Messages driving importance of reducing cigarette butt litter



Q13. Thinking about reducing cigarette butt litter, below are some reasons that that other people have said influences their disposal behaviour in relation to cigarette butts. For each, please indicate whether you agree or disagree that these are persuasive reasons for you to responsibly dispose of cigarette butts.
Q14. Thinking about reducing cigarette butt litter, below are some reasons that that other people have said influences their disposal behaviour in relation to cigarette butts. For each, please indicate whether you agree or disagree that these are barriers to the responsible disposal of cigarette butts for yourself or others.
Q15. Sometimes people change their minds on a subject after they have heard some arguments for or against a topic, and sometimes they don't, so would you now say you agree or disagree with what's being said below? Reducing cigarette butt litter is important to me personally.
Base: all respondents; n=501

Messages detracting importance of reducing cigarette butt litter



Implications



1. Knowledge impacts behaviour

Implication: Awareness about the composition of cigarettes has a direct effect on behaviour.

Implication: Empowering smokers with environmental impacts can reduce negative disposal habits.



2. Infrastructure confirmed as a key barrier

Implication: Demonstrates the opportunity for the National Ashtray Map to fill infrastructure gaps.

Implication: Infrastructure helps inoculate the excuse for a large segment of smokers.



3. Environment and localized pride key drivers for support.

Implication: While the environment is a key driver, making this more specific will have a greater impact.

Implication: Pride in the local area is a key emotive driver to help change support for addressing the impacts of cigarette butt litter.

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Future Direction



Key Insights

Littering amongst smokers is highly prevalent particularly amongst those who do not realise that cigarette butts are plastic and not biodegradable.

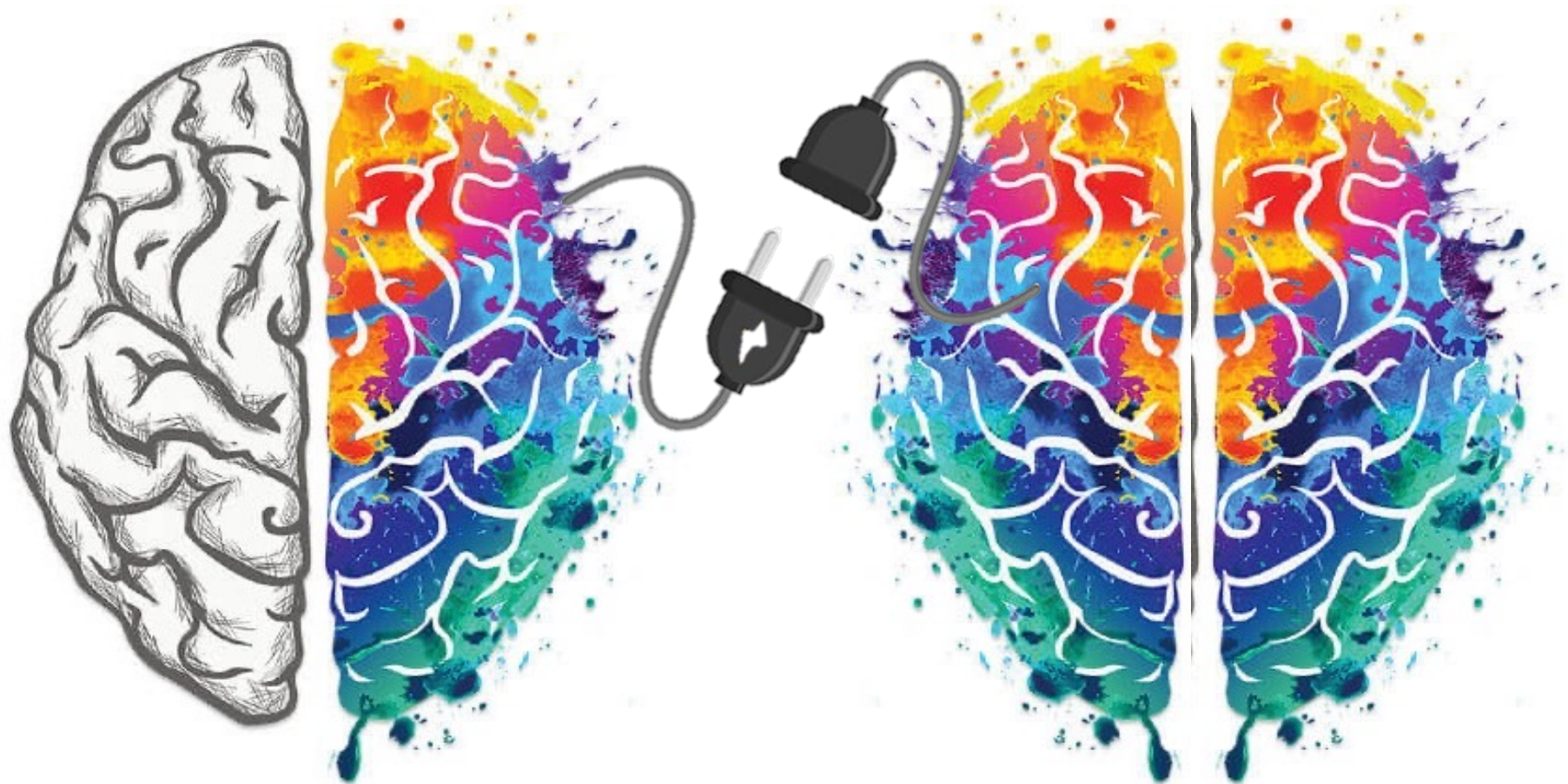
The disconnect is also driven by the belief that 'responsible disposal' is to extinguish the cigarette rather than environmental outcomes. This is compounded by the fact that the most common form of extinguishing a cigarette is stomping it out.

Messaging around behaviour change needs to focus on the impact of the community and not the burden on the individual, as smokers believe littering is a shared responsibility amongst government, tobacco manufacturers and smokers.



Empowering smokers with the knowledge of the localised environmental impact provides more emotive reasons for connecting 'doing the right thing'.

SEE → **FEEL** → **THINK** → **DO**



Create the Chain of Connection and Localise



Use Baseline to Track Next 12 Months



THANK-YOU