Ipsos MORI

Belfast City Council

Analysis of People's Stated Littering Behaviour – Stage 5

Final Report

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1.   Background & Objectives

Belfast City Council has undertaken an advertising campaign over the past four years aimed at changing attitudes and behaviours in relation to littering.

Belfast City Council commissioned Ipsos MORI to conduct a programme of research with residents of the Council to measure the impact of the advertising campaign. This report summarises the fifth wave of the research conducted in late February/early March 2008. Comparisons are made across all waves, in particular the stage 1 baseline research and stage 4.

The main objective of this research program therefore was to:

'Undertake an independent assessment of people's stated littering behaviour and attitudes to the most recent anti-litter campaign in order to determine its effectiveness and to measure any changes in attitudes and behaviours since the baseline study was undertaken.

The following table summarises the amount of exposure the campaign had in each year:

	Year 1	Year 2	Year 3
Television	1175 ads each lasting 30 seconds April – 400 TVRs May – 200 TVRs July – 300 TVRs November – 275 TVRs	790 ads lasting either 30 seconds or 10 seconds August – 340 TVRs November – 190 TVRs January – 260 TVRs	1,600 ads each lasting 30 seconds or 10 seconds April – 400 TVRs June – 400 TVRs October- 400 TVRs January - 400 TVRs
Radio	82 spots per 2 weeks (30 seconds) by 4 bursts March – 2 weeks May – 2 weeks July – 2 weeks November – 2 weeks	None	None
Outdoor **48 Sheets** **Adshels** **Transit**	13 (March only) 38 (March/May/July/November) 26 (March/May/November 55 (March/June)	None 45 (August/November/January) 62 (August/November/January)	40 (April/ June/ October/January) 30 (April/ June/ October/ January)

2.   Methodology

In this section we detail our approach to conducting the programme of research.

2.1   Research History

Stage 1:

Fieldwork for this stage was completed by the end of January 2004 to provide a baseline prior to the initial wave of the advertising campaign.

Stage 2:

Research at this stage was conducted on completion of the advertising campaign by the middle of November 2004. This stage focused primarily on attitudes towards the campaign itself, attitudes to littering after the campaign, with a final analysis on the effectiveness of the campaign.

Stage 3:

Research at this stage was conducted two thirds of the way through the campaign, in November 2005. This stage focuses primarily on changes in attitudes to and behaviours in relation to littering to measure the overall effectiveness of the campaign.

Stage 4:

Research at this stage was conducted in January/ February 2007. This stage again provides a comparison to the previous waves and focuses primarily on changes in attitudes to and behaviours in relation to littering to measure the overall effectiveness of the campaign.

Stage 5:

The fifth wave of the survey was conducted from 25th February to 7th March 2008, at the same time as the "excuses, excuses" advertising was phased in.

2.2   Methodology

In February 2008, 512 interviews, representative of the Belfast City Council resident population aged 16 plus in terms of age, gender and working status, were carried out in home across the Belfast City Council Area. All interviews were carried out on a face-to-face basis by Ipsos MORI's team of specialist, experienced interviewers, working to the highest standards of quality (IQCS and above).

The approach to sampling was the same for the fifth stage of the research as it was for the previous four.

2.3   Sampling Structure

In order to achieve a representative sample of residents within the Belfast City Council area, Ipsos MORI used a quota sampling methodology. To ensure that a representative sample of the population was achieved, a two-stage approach to sampling was conducted:

1. Selection of geographical points
2. Selection of respondents within geographical points

In the first instance, Ipsos MORI used the network of electoral wards to create a list of primary sampling units. Because of the variation in size of electoral divisions in Northern Ireland, Primary Sampling Units (PSUs) with approximately equal numbers of electors were created. Not to do so would increase the likelihood of selection of the largest wards only. In numerous cases, it was necessary to combine several wards to create a single PSU and where this has been done the combined wards are contiguous and grouped within a single electoral district.

Within each stratum, PSUs were further classified by population density. PSUs with less than one elector per square hectare are defined as rural, whereas a density greater than one is regarded as urban (as was the case for Belfast City Council). This extends the geographical stratification to fifteen bands. The next stage was the ordering of the PSUs according to the exact number of electors resident in each. Finally, within each geographical stratum, random start points and varying sampling intervals were applied to select the PSUs with probability proportional to the electoral population.

Ipsos MORI's sampling frame covered the Belfast City Council area where there are approximately 217,000 individuals aged 16 or over. There are 51 sampling points in the Council area (based on Electoral Wards) in the Ipsos MORI's sampling frame and we ensured that proportionate interviews were conducted within a carefully chosen selection of sample points (32 were chosen in total, with 16 interviews in each).

When the geographical points were selected, quotas were set to ensure age (three breaks), gender and working status (two breaks) profiles matched those in the population of the Council area as per the Census data.

2.4   Section 75

We are aware that Belfast City Council is committed to the Equality agenda through Section 75 of the Northern Ireland Act (1998). These categories are: (1). religious belief; (2). political opinion; (3). racial group; (4). age; (5). marital status; (6). sexual orientation; (7). men and women; (8). persons with a disability (and without); and (9). persons with dependents (and without). Our sample design ensured that the results from the exercise were a fair reflection of the views of all the citizens of the Belfast City Council area, including the nine categories identified above. The 'profile of respondents' section of this report outlines the number of respondents in each category.

2.5   Questionnaire Design

Stage 1:

Ipsos MORI developed the final questionnaire in close conjunction with Belfast City Council. Each interview lasted an average of 8-10 minutes and included the following areas:

- General demographics – age, social class, gender, number in household, children in household, working status, marital status;
- Perceptions as to what constitutes littering, what do they define as litter?
- Extent of littering and types of littering;
- Attitudinal statements in relation to litter; and
- Awareness of Advertising Campaigns regarding litter.

Stage 2:

The questionnaire was reviewed for the Stage 2 study and additional questions added in relation to:

- Whether or not respondents smoke;

- Advertising awareness for the Brighter Belfast campaign;
- Which media Ad was seen/heard;
- What aspects are specifically recalled;
- Awareness of slogans;
- Perceived messages of the campaign; and
- Perceived effectiveness of Ad.

Stage 3:

The questionnaire for Stage 3 was similar to that used for Stage 2 although the following changes were made to reflect the new advertising campaign:

- Advertising awareness for the 'So why do you do it here?' campaign
- What aspects of 'So why do you do it here?' are specifically recalled
- Awareness of associated slogan

Stage 4:

The questionnaire used for Stage 4 was similar to that used for Stage 3 although the following changes were made:

- Awareness of fine for dropping litter
- Awareness of the amount of the fine for dropping litter
- Minor changes to the wording of the questionnaire that did not effect the examination of trends between the stages

Stage 5:

Like stage 3, the questionnaire was amended to reflect the new advertising campaign:
- Advertising awareness for the 'excuses, excuses' campaign
- What aspects of 'excuses, excuses' are specifically recalled
- Awareness of associated slogan
- Awareness of advertising on telephone boxes

A copy of the final stage 5 questionnaire is appended.

3.   Summary of Key Findings

3.1   Littering behaviour

Awareness of what constitutes littering behaviour is high with between 85% and 96% of the population regarding each aspect tested in the research as littering behaviour. Throwing anything away in a public place and allowing a dog to foul without clearing it up are the areas most considered to be littering, whereas leaving an item behind in a public place and discarding fruit or food are least likely to be classed as littering.

The proportion of people who have engaged in littering behaviours has continued to decrease since the commencement of the advertising campaign to 38% at stage 5.

% of people who have been involved in any form of littering in the past six months				
Stage 1 Jan 2004	Stage 2 Nov 2004	Stage 3 Nov 2005	Stage 4 Feb 2007	Stage 5 Feb 2008
52%	57%	48%	45%	38%

Highest levels of littering are recorded among young people (64%) and smokers (60%), unmarried people (48%) and those with children under 12 (48%).

In terms of the individual aspects of littering, throwing a cigarette butt on the ground, throwing paper on the ground and discarding fruit or other food are the most common with 14% having engaged in each of those in the past six months. Like the overall trends, each of these areas has shown improvement over the years.

There is evidence to suggest that if an aspect is likely to be considered as littering, people are less likely to engage in it and vice-versa. This suggests that advertising can play a key role in reducing litter, as raising awareness of what constitutes littering may reduce these forms of litter.

Littering behaviours appear to be related – if a person engages in one type of littering behaviour then they are also likely to engage in other types of littering behaviour.

The main reasons that residents from Belfast City Council gave for littering included laziness, lack of facilities, carelessness, ignorance and not caring.

Almost all agree that it is up to each individual to take responsibility for litter and that if they don't litter in their own home that they shouldn't litter in the street. Two in three thought that it was unreasonable to throw litter if bins weren't available and three in four supported stronger penalties for throwing litter.

3.2   Advertising awareness

The proportion of people that recall advertising relating to littering is stable at 75%. However, when asked to provide details of the litter related advertising that they recall it is clear that respondents are recalling a number of different campaigns. Features of recent advertising campaigns from Belfast City Council have the highest levels of recall ("don't drop it, stop it" – 20%, discarded cigarette butt – 15%, discarded apple – 14% and "so why do you do it here" – 14%).

Over half (55%) are familiar with Belfast City Council's advertising unprompted, while three quarters recognise the advertising campaign from stills from the television advert.

Television remains the key medium of exposure of BCC's littering advertising. Of those that were familiar with it, 55% think that the Belfast City Council advertising is effective.

In terms of specific advertising slogans, three in four are familiar with "don't drop it, stop it" and more than half have heard the "so why do you do it here" slogan. 56% know that there is a £50 fine for dropping litter. As expected, the most recent advertising campaign "excuses, excuses" has a low level of recall with just 1% mentioning it unprompted. However, given that the campaign started as the fieldwork began, it is promising that more than one in four recognised the slogan when prompted.

4.   Profile of Respondents

During the Stage 5 wave of research 512 interviews were undertaken on a face-to-face basis. All respondents live in the Belfast City Council area. The following charts outline the profile of respondents.

Ipsos MORI — Analysis of Sample – Stage 5 %

Category		%
Gender	Male	48
	Female	52
Age	16-24	17
	25-34	14
	35-44	21
	45-54	14
	55-64	12
	65+	21
Marital Status	Married/Living as married	49
	Single	32
	Divorced/Separated	8
	Widowed	11

Base: All (512)

Ipsos MORI — Analysis of Sample – Stage 5 %

Category		%
Number in Household	1-2	49
	3-5	46
	6+	6
Children Under 12	None	71
	1-2	24
	3+	5
Children 12-18	None	78
	1-2	21
	3+	2
Working Status	Working	49
	Not working	51

Base: All (512)

Analysis of Sample – Stage 5
%

Ipsos MORI

Sexuality

Hetero ████████████████████████ 94

Other █ 2

Refused █ 4

Religious Denomination

Protestant ███████████ 45

Catholic ██████████ 41

Other █ 3

None █ 6

Refused █ 5

Ethnic/Racial Group

White ██████████████████████ 97

Other █ 3

Base: All (512)

8

5.   Littering Behaviour

5.1   What do you consider to be littering?

Respondents were given a list of scenarios and asked what they considered to be littering behaviour, which are represented below.
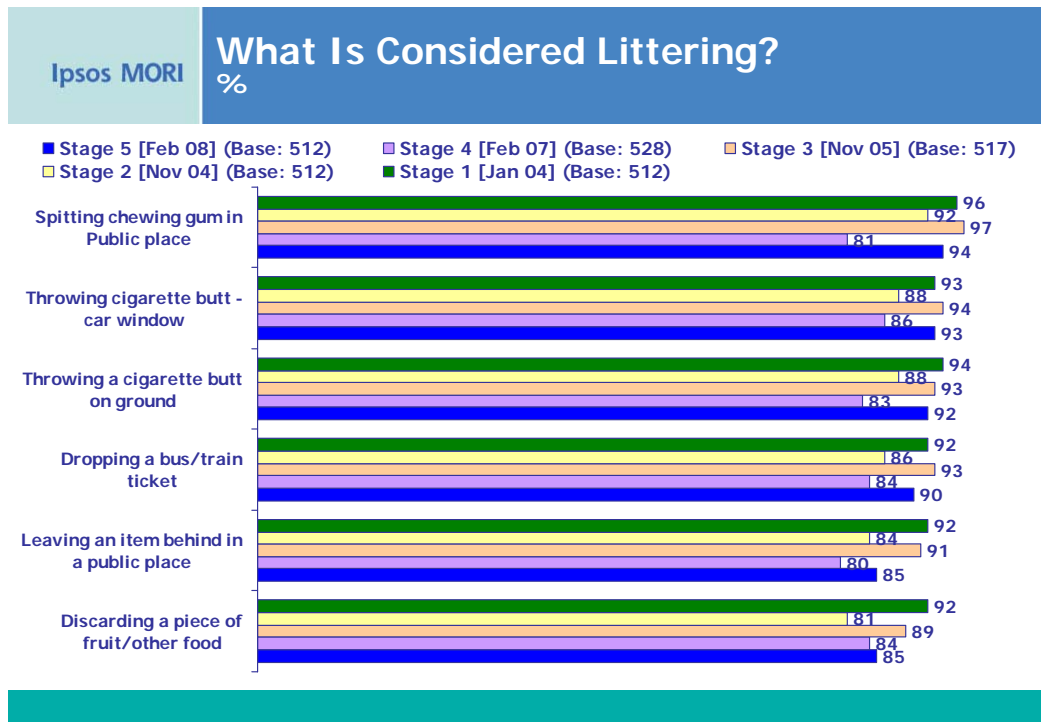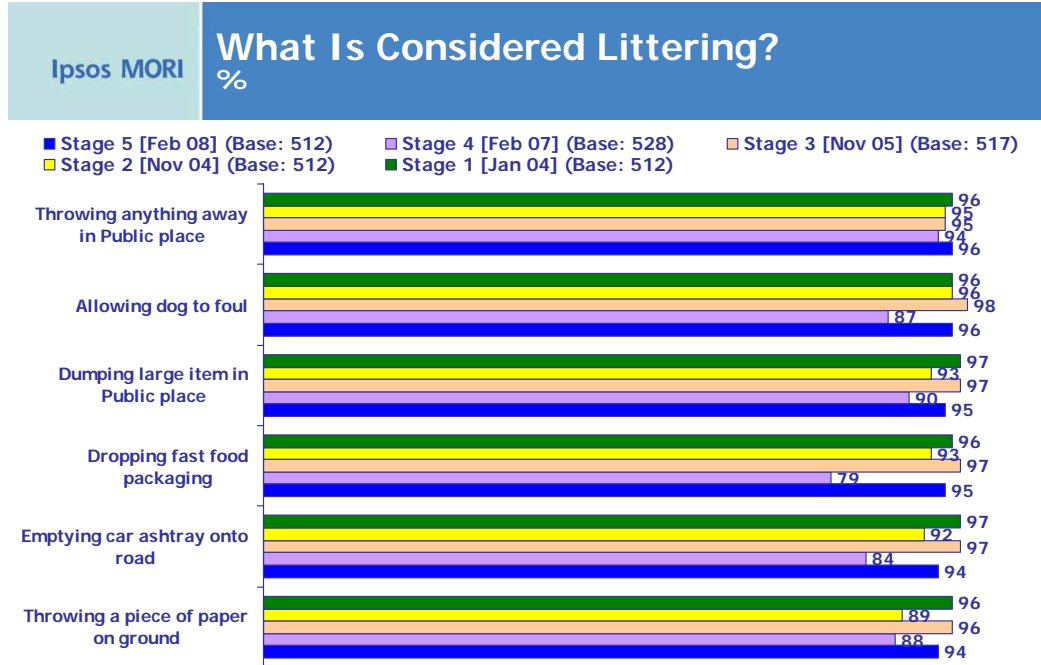
There has been a little change across the previous waves of the survey, with all aspects of littering continuing to be recognised as such. Throwing anything away in a public place and allowing a dog to foul are most likely to be considered littering while leaving an item behind in a public place and discarding fruit or other food are least likely.

There are however some important differences from the previous wave of the research. Allowing a dog to foul, dumping a large item in a public space, dropping fast food packaging, emptying a car ashtray onto the road, throwing paper onto the ground, spitting chewing gum onto the ground, throwing a cigarette butt from a car window or on to the ground, dropping a ticket and leaving an item behind in a public place are all significantly more likely to be considered as littering.

A point of interest is that compared with the average, smokers are less likely to consider emptying an ashtray from a car onto the road, throwing a cigarette but out of a car window and dropping a cigarette butt as littering.

5.2   Reported Littering – Overall Level

Given that there are lots of different reasons as to why people litter and situations where people feel they have no alternative but to litter, respondents were asked if they would ever engage in the activities detailed above.   Reported littering behaviour is defined as an individual engaging in **at least one** of the aforementioned littering behaviours in the last six months.

Reported littering behaviour across all waves
%

Stage 1* [Jan 04] (Base: 512)	Stage 2 [Nov 04] (Base: 512)	Stage 3 [Nov 05] (Base: 517)	Stage 4 [Feb 07] (Base: 528)	Stage 5 [Feb 08] (Base: 512)
52	57	48	45	38

* Note: For stage 1, the question asked about occasional or regular littering behaviour generally, whereas the subsequent waves asked about littering behaviour in the past six months
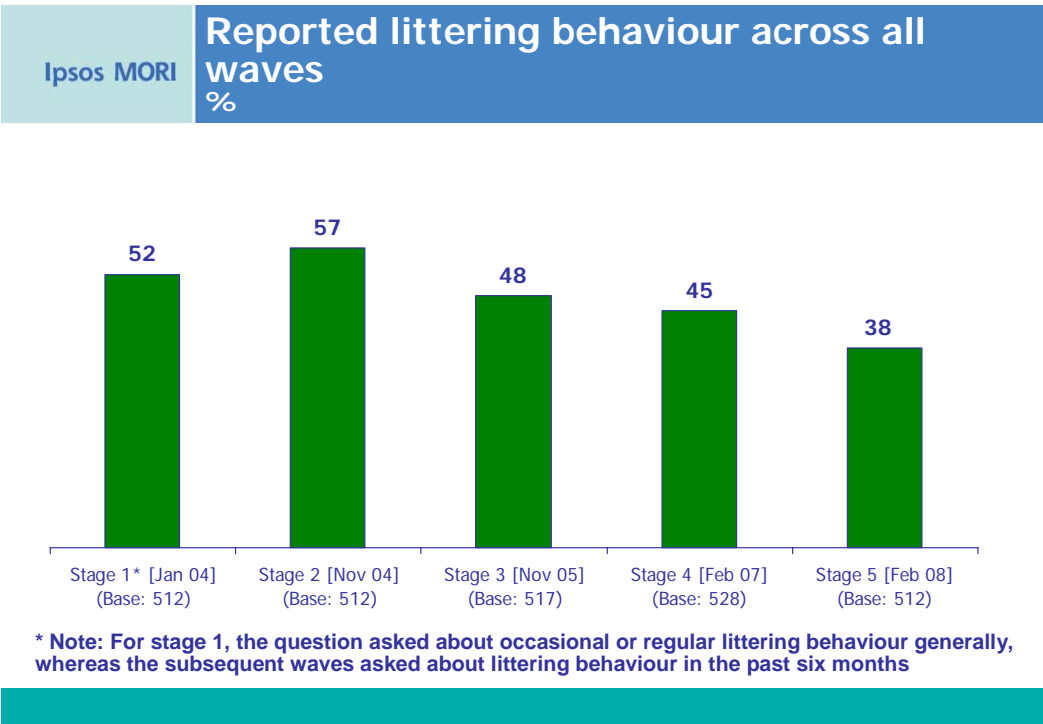
The level of reported littering has steadily declined from stage 2 to the current wave. It is encouraging to note that significantly fewer people said that they had littered compared with the same period last year.

Incidents of Littering by Key Demographics
% of those who litter

Category		Value
	Overall	**38**
Gender	Male	**43**
	Female	**33**
Age	16-35	**64**
	35-54	**36**
	55+	**16**
Work Status	Working	**44**
	Not Working	**32**
Marital status	Married	**28**
	Not married	**48**
Ad awareness	Aware umpropted	**36**
	Aware when prompted	**46**
	Unaware	**38**
Smoker	Smoker	**60**
	Non-Smoker	**25**
Dog owner	Dog owner	**46**
	Non dog-owner	**35**
No in Household	'1-2	**31**
	3+	**45**
Children under 12	None	**34**
	Any	**48**

Base: All (512)

There were several key sub-group differences across this wave. Compared with their counterparts, younger people, smokers, those who are not married, those with children under 12, dog owners, those from larger households, those who are employed and men are significantly more likely to engage in any littering behaviour.

5.3   Reported Littering – Specifics

Reported Littering
%

Legend: ■ Regularly   ■ Occasionally   ■ Not at all

Dropping fast food packaging
	Regularly	Occasionally	Not at all
Stage 1		4	96
Stage 2	1	6	93
Stage 3	1	5	94
Stage 4	1	4	95
Stage 5		3	96

Spitting out chewing gum
	Regularly	Occasionally	Not at all
Stage 1	3	9	89
Stage 2	3	8	89
Stage 3	3	11	87
Stage 4	7	9	87
Stage 5		7	92

Emptying ashtray from car
	Regularly	Occasionally	Not at all
Stage 1		1	99
Stage 2		2	98
Stage 3		1	99
Stage 4		2	98
Stage 5		2	97

Dumping a large item in a public space
	Regularly	Occasionally	Not at all
Stage 1		1	99
Stage 2		1	99
Stage 3		1	99
Stage 4		1	99
Stage 5		1	99

Base: All:- Stage 1 (512); Stage 2 (512); Stage 3 (517); Stage 4 (528); Stage 5 (512)

Regularly ■ **Occasionally** ☐ **Not at all** ■

		Regularly	Occasionally	Not at all
Throwing a cigarette butt on the ground	Stage 1	6	15	79
	Stage 2	8	14	78
	Stage 3	6	12	82
	Stage 4	3	12	85
	Stage 5	3	11	86
Throwing a cigarette butt out of a car window	Stage 1	3	8	89
	Stage 2	5	8	87
	Stage 3	3	10	87
	Stage 4	2	8	89
	Stage 5	2	9	89
Leaving an item behind in a public space	Stage 1		6	94
	Stage 2	1	8	91
	Stage 3		7	93
	Stage 4	1	7	92
	Stage 5	1	6	93
Allowing a dog to foul without picking it up	Stage 1		2	98
	Stage 2	1	3	96
	Stage 3		3	97
	Stage 4	1	2	97
	Stage 5		1	99

Base: All:- Stage 1 (512); Stage 2 (512); Stage 3 (517); Stage 4 (528); Stage 5 (512)

Regularly ■ **Occasionally** ☐ **Not at all** ■

		Regularly	Occasionally	Not at all
Throwing a piece of paper on the ground	Stage 1	2	28	70
	Stage 2	2	26	72
	Stage 3	2	15	83
	Stage 4	2	16	82
	Stage 5	1	13	86
Discarding a piece of fruit/other food	Stage 1	2	16	82
	Stage 2	2	18	80
	Stage 3	2	20	78
	Stage 4	1	17	82
	Stage 5	1	13	86
Dropping a bus/ train ticket	Stage 1	1	18	81
	Stage 2	2	18	80
	Stage 3	3	14	83
	Stage 4	1	12	87
	Stage 5	1	12	87
Throwing anything away in public space	Stage 1	1	16	83
	Stage 2	1	18	81
	Stage 3	2	12	86
	Stage 4	2	13	85
	Stage 5	1	11	88

Base: All:- Stage 1 (512); Stage 2 (512); Stage 3 (517); Stage 4 (528); Stage 5 (512)

This wave, the most common forms of littering include throwing a cigarette butt on the ground, throwing a piece of paper on the ground, discarding fruit or other food, dropping a bus or train ticket, throwing anything away in a public place and throwing a cigarette butt out of a car window. These forms of littering have each been committed by over 10% at least once in the last six months.

There has been a little change in the proportion of people littering in each of these areas since stage 4, however significantly fewer admit to dropping a cigarette butt on the ground, throwing paper on the ground and dropping a ticket since the first stage of the research.

Focusing just on those who smoke, 37% had thrown a cigarette butt on the ground and 28% had thrown a cigarette butt from a car window. Since stage 4 of the research, there has been a decrease in the dropping of cigarette butts on the ground (43%).

Reflecting the general trends noted earlier, people between the ages of 16 to 34 have significantly higher levels of littering in each of the six most common areas mentioned earlier.

5.4   What is considered littering vs reported littering behaviour
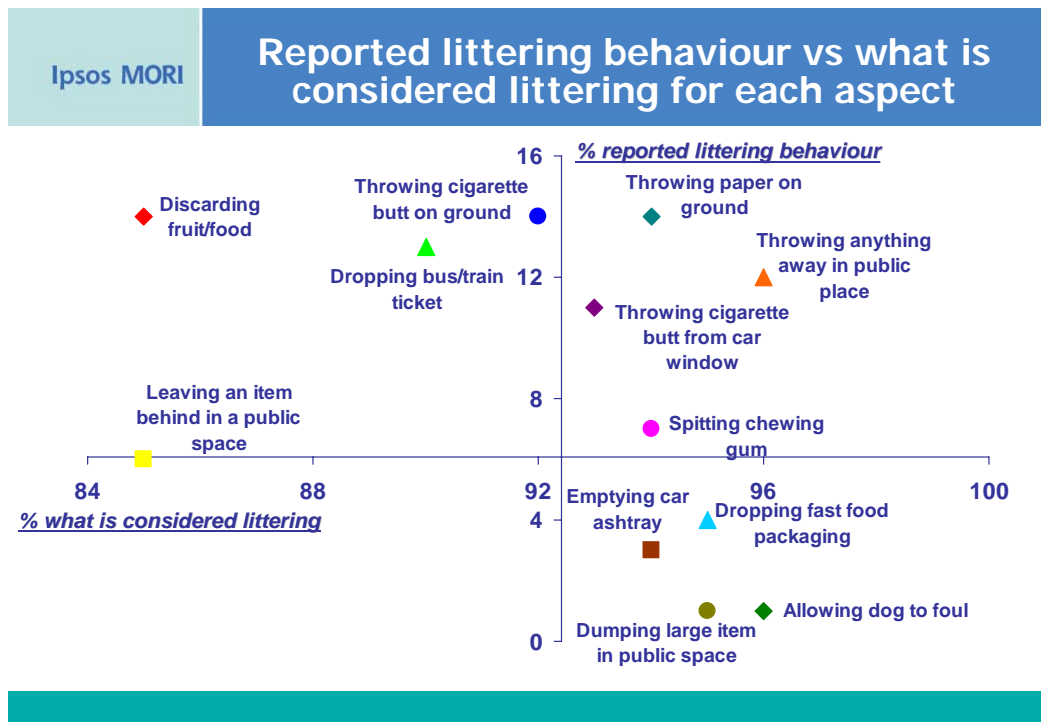
Comparing each of the twelve aspects on whether they are considered to be littering against how often people engage in them reveals that if an aspect is more likely to be considered as littering, people are less likely to engage in it and vice-versa. The exceptions to this are throwing paper on the ground, throwing a cigarette butt from a car window, throwing anything away in a public place and spitting chewing gum. These aspects have high levels of littering and high consideration of littering.

This suggests that advertising could play a key role in reducing litter, as reinforcing what littering behaviour is unacceptable may reduce these forms of litter.

6.   Related Littering Behaviour

Upon closer inspection, certain behaviours are linked. By looking at each of the top six instances of littering in turn, a clearer picture emerges of interrelated littering behaviour.

6.1   Throwing a cigarette butt on the ground

Related Littering Behaviour
Ipsos MORI — Those who would throw a cigarette butt on the ground %

Behaviour	Cigarette butt on the ground on ground (Base: 70)	Any Reported litter (Base: 195)	Overall (Base: 512)
Throwing paper on the ground	47	38	14
Discarding fruit/food	20	37	14
Dropping a bus/train ticket	40	33	13
Throwing anything away in a public space	37	31	12
Throwing a cigarette butt from a car window	59	28	11
Spitting out chewing gum	24	19	7
Leaving an item behind in a public space	20	17	6
Dropping fast food packaging	13	9	4
Emptying an ashtray from a car	7	7	3
Allowing a dog to foul	4		1
Dumping a large item in a public place	3	3	1

Those who have thrown a cigarette butt on the ground are also likely to also throw a cigarette butt out of a car window. However, only 20% of those who threw a cigarette butt on the ground discarded fruit compared with 37% of those who reported any littering behaviour. These findings are very similar to wave 4.

6.2 Throwing a piece of paper on the ground

Related Littering Behaviour
Ipsos MORI — Those who would throw a piece of paper on the ground %

Behaviour	Paper on ground (Base: 74)	Any Reported litter (Base: 195)	Overall (Base: 512)
Throwing a cigarette butt on the ground	45	36	14
Discarding fruit/food	35	37	14
Dropping a bus/train ticket	50	33	13
Throwing anything away in a public space	57	31	12
Throwing a cigarette butt from a car window	36	28	11
Spitting out chewing gum	32	19	7
Leaving an item behind in a public space	24	17	6
Dropping fast food packaging	20	9	4
Emptying an ashtray from a car	14	7	3
Allowing a dog to foul	8	4	1
Dumping a large item in a public place	7	3	1

Those who have thrown something on the ground are significantly more likely than those who reported any form of littering to throw anything away in a public space, drop a train ticket, spit out chewing gum, drop fast food packaging and empty an ashtray from a car. Again, this is very similar to the previous wave.

6.3 Discarding a piece of fruit or other food

Related Littering Behaviour
Those who would discard fruit/food
%

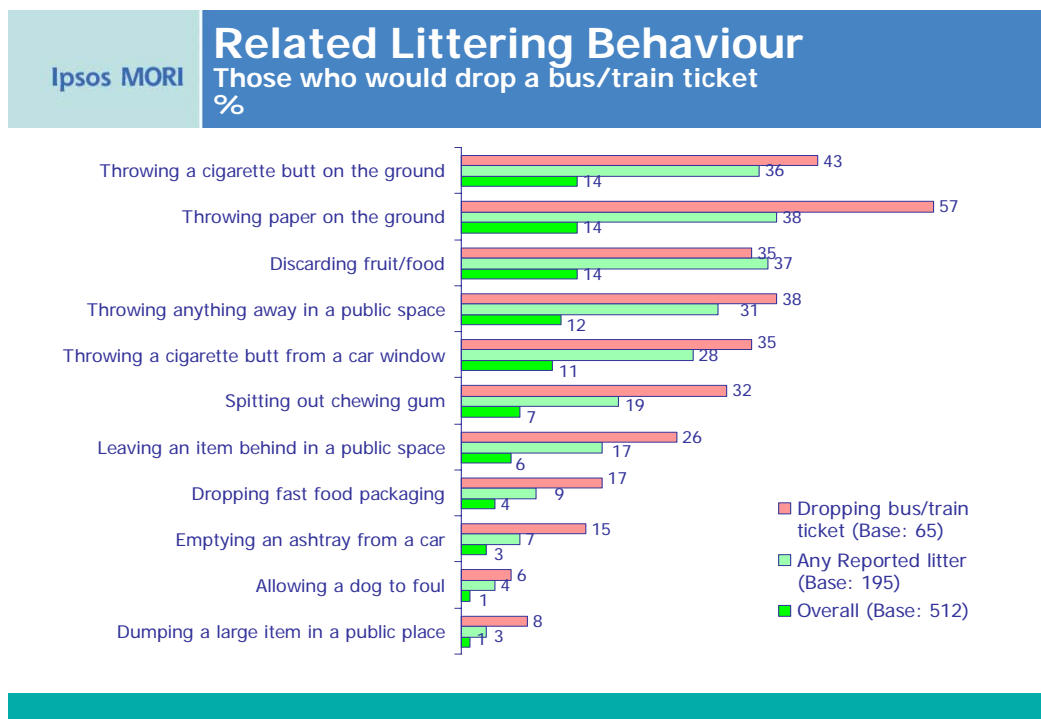|	Discarding fruit/food (Base: 72)	Any Reported litter (Base: 195)	Overall (Base: 512)
Throwing a cigarette butt on the ground	19	36	14
Throwing paper on the ground	36	38	14
Dropping a bus/train ticket	32	33	13
Throwing anything away in a public space	29	31	12
Throwing a cigarette butt from a car window	19	28	11
Spitting out chewing gum	24	19	7
Leaving an item behind in a public space	19	17	6
Dropping fast food packaging	17	9	4
Emptying an ashtray from a car	10	7	3
Allowing a dog to foul	7	4	1
Dumping a large item in a public place	7	3	1

Those who drop fruit or other food are significantly less likely to throw cigarette buts on the ground or throw cigarette butts from car windows, but are more likely to drop fast food packaging.

6.4 Dropping a bus/train ticket

Related Littering Behaviour
Those who would drop a bus/train ticket
%

|	Dropping bus/train ticket (Base: 65)	Any Reported litter (Base: 195)	Overall (Base: 512)
Throwing a cigarette butt on the ground	43	36	14
Throwing paper on the ground	57	38	14
Discarding fruit/food	35	37	14
Throwing anything away in a public space	38	31	12
Throwing a cigarette butt from a car window	35	28	11
Spitting out chewing gum	32	19	7
Leaving an item behind in a public space	26	17	6
Dropping fast food packaging	17	9	4
Emptying an ashtray from a car	15	7	3
Allowing a dog to foul	6	4	1
Dumping a large item in a public place	8	3	1

Those people who would drop a bus or train ticket are most likely to throw paper on the ground, spit out chewing gum, leave an item behind in a public place, drop fast food packaging, empty an ashtray from a car and dump a large item in a public place. There are no major differences from the previous wave.

6.5   Throwing anything away in a public place
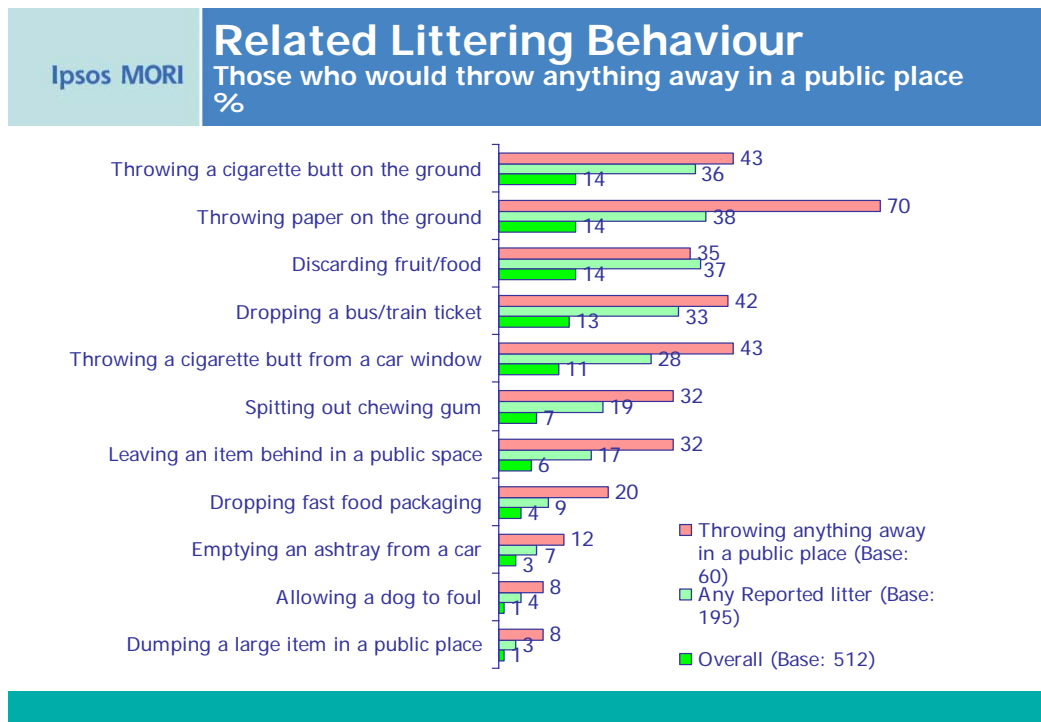
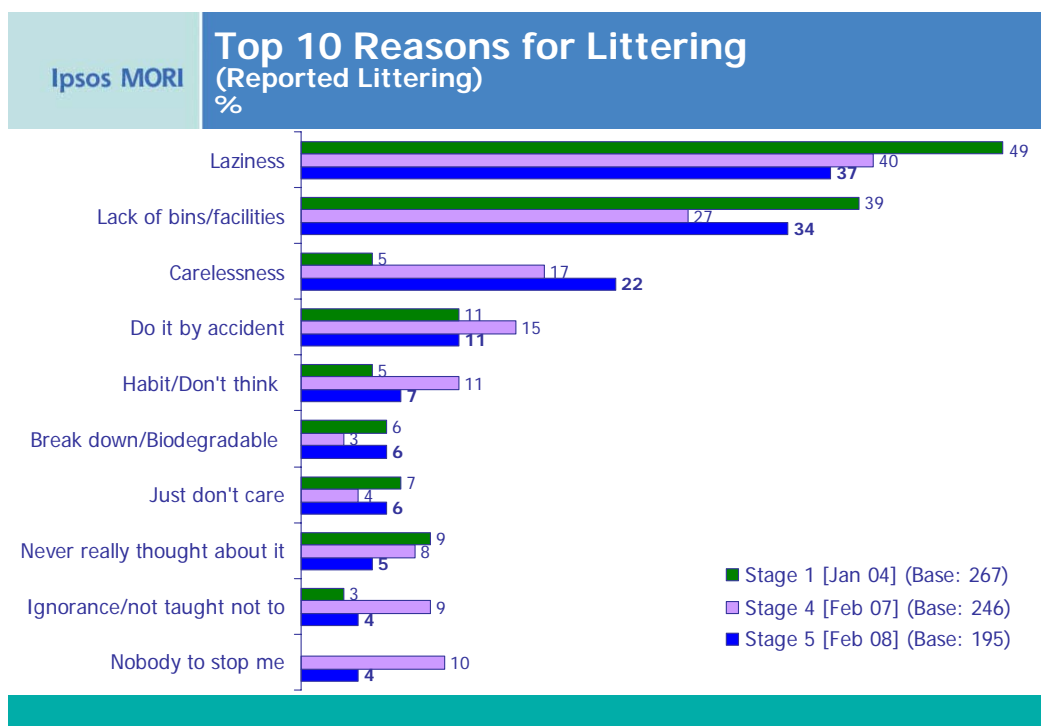Those people who have thrown anything away in a public place in the last six months are most likely to throw paper on the ground, throw a cigarette from a car window, spit out chewing gum, leave an item behind in a public space, drop fast food packaging and dump a large item in a public place. There are no significant differences from the previous wave.

6.6   Throwing a cigarette butt out of a car window
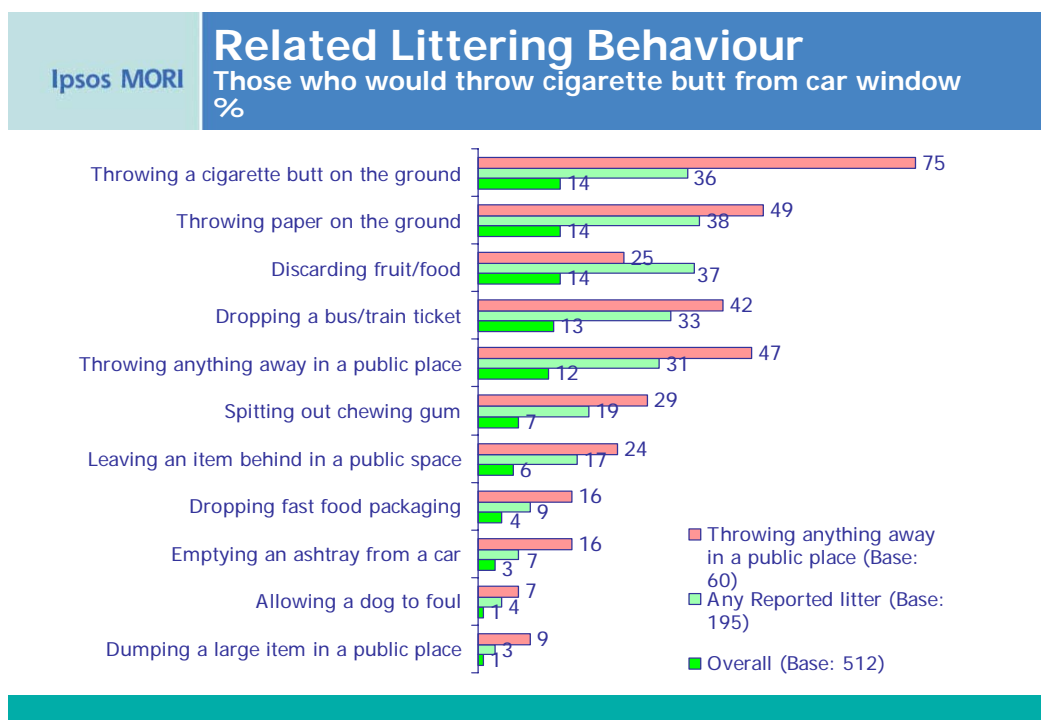
Those who throw cigarette butts from a car window are more likely to throw a cigarette butt on the ground, throw paper on the ground, throw something away in a public place, spit out chewing gum, drop fast food packaging, empty an ashtray from a car window and dump an item in a public place. They are also significantly less likely to discard fruit or other food.

7.   Reasons for Littering

Top 10 Reasons for Littering (All) %

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Reason	Stage 1 [Jan 04] (Base: 512)	Stage 4 [Feb 07] (Base: 528)	Stage 5 [Feb 08] (Base: 512)
Laziness	40	37	**40**
Lack of bins/facilities	27	16	**22**
Carelessness	4	15	**22**
Ignorance/not taught not to	4	13	**12**
Just don't care	6	6	**8**
Do it by accident	6	9	**6**
Habit/Don't think	5	8	**6**
No respect			**3**
Break down/Biodegradable	4	2	**3**
Never really thought about it	6	5	**3**

Top 10 Reasons for Littering (Reported Littering) %

Ipsos MORI

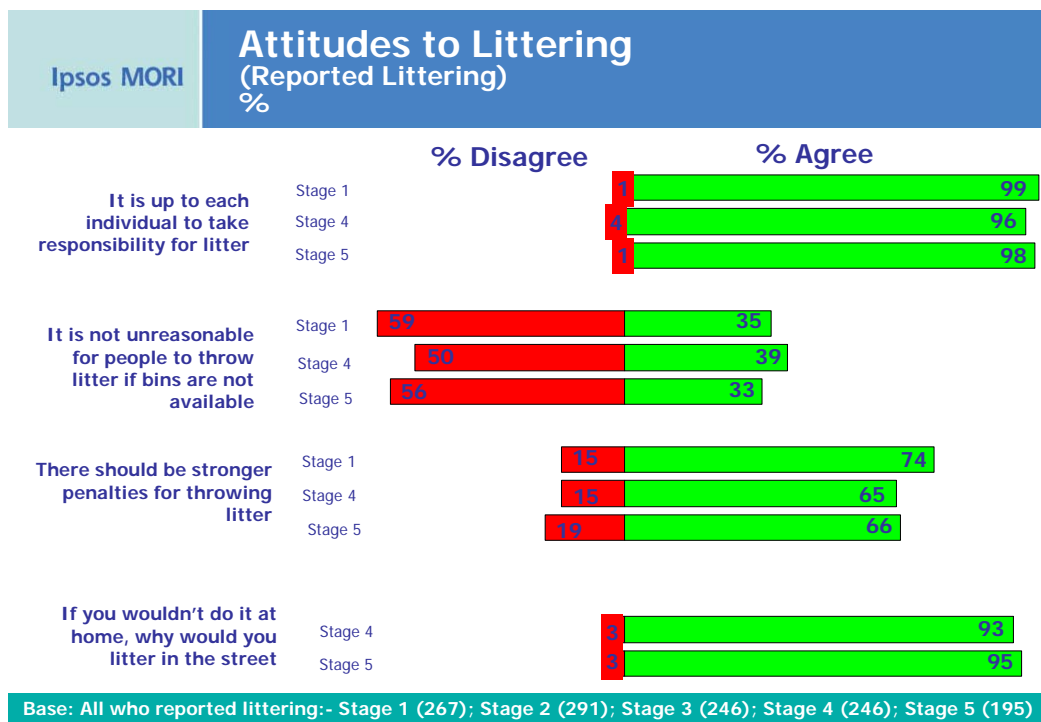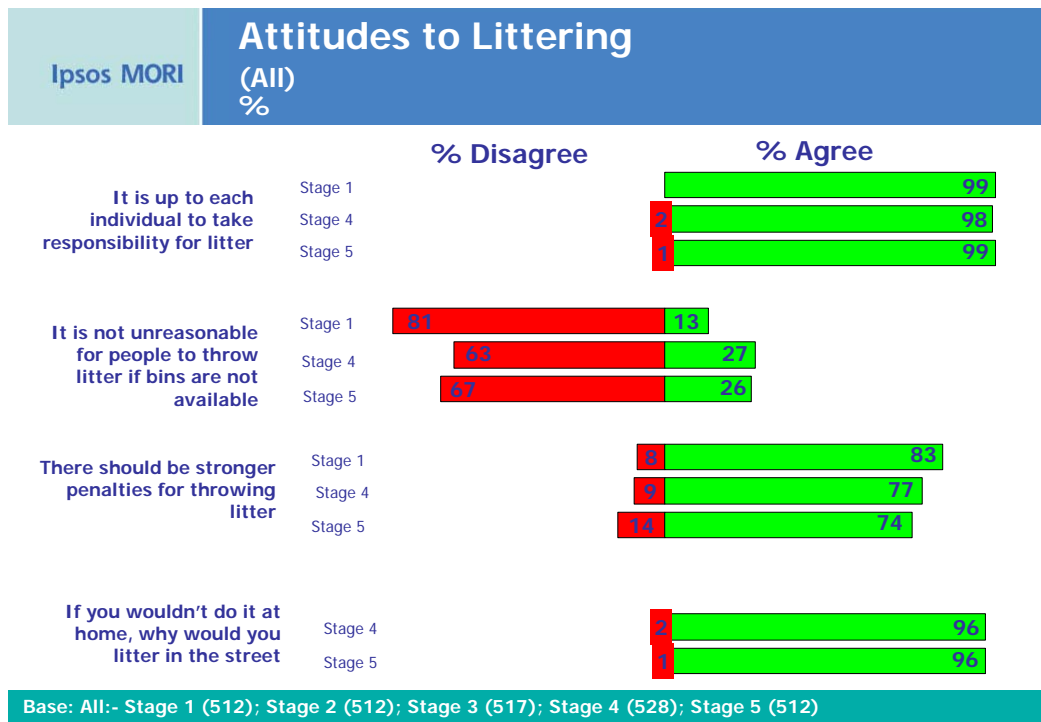| Reason	Stage 1 [Jan 04] (Base: 267)	Stage 4 [Feb 07] (Base: 246)	Stage 5 [Feb 08] (Base: 195)
Laziness	49	40	**37**
Lack of bins/facilities	39	27	**34**
Carelessness	5	17	**22**
Do it by accident	11	15	**11**
Habit/Don't think	5	11	**7**
Break down/Biodegradable	6	3	**6**
Just don't care	7	4	**6**
Never really thought about it	9	8	**5**
Ignorance/not taught not to	3	9	**4**
Nobody to stop me		10	**4**

The main reason that people give for littering is laziness, cited by four in ten, followed by carelessness and a lack of bins/facilities. Younger people are more likely to name a lack of bins as a reason for littering (38%), whereas a greater proportion of older people explain littering through carelessness (33%). Among those who admit to littering, the proportion who say it is because there was no bin nearby increases to 34%. They are also more likely to say it is because littering is accidental (11%) and litter is biodegradable (6%).

Generally speaking, the reasons given for littering depended on their littering behaviour – those that litter were more likely to give *justifications* for their behaviour (e.g. no bin),

whereas the groups that were less likely to litter gave *judgemental* reasons for littering (e.g. not being taught not to litter).

There has been little change over time in the reasons that people give for littering. However, more have said that a lack of bins and carelessness are reasons for littering since the last wave. Compared with the baseline stage 1, the main differences are with those who litter. For these individuals, the impact of laziness has reduced over time, but now they are more likely to explain littering through carelessness.

8.   Attitudes towards Littering

Attitudes to Littering (All) %

Ipsos MORI

	% Disagree	% Agree
It is up to each individual to take responsibility for litter	Stage 1	99
	Stage 4	2 / 98
	Stage 5	1 / 99
It is not unreasonable for people to throw litter if bins are not available	Stage 1	81 / 13
	Stage 4	63 / 27
	Stage 5	67 / 26
There should be stronger penalties for throwing litter	Stage 1	8 / 83
	Stage 4	9 / 77
	Stage 5	14 / 74
If you wouldn't do it at home, why would you litter in the street	Stage 4	2 / 96
	Stage 5	1 / 96

Base: All:- Stage 1 (512); Stage 2 (512); Stage 3 (517); Stage 4 (528); Stage 5 (512)

Attitudes to Littering (Reported Littering) %

Ipsos MORI

	% Disagree	% Agree
It is up to each individual to take responsibility for litter	Stage 1	1 / 99
	Stage 4	4 / 96
	Stage 5	1 / 98
It is not unreasonable for people to throw litter if bins are not available	Stage 1	59 / 35
	Stage 4	50 / 39
	Stage 5	56 / 33
There should be stronger penalties for throwing litter	Stage 1	15 / 74
	Stage 4	15 / 65
	Stage 5	19 / 66
If you wouldn't do it at home, why would you litter in the street	Stage 4	3 / 93
	Stage 5	3 / 95

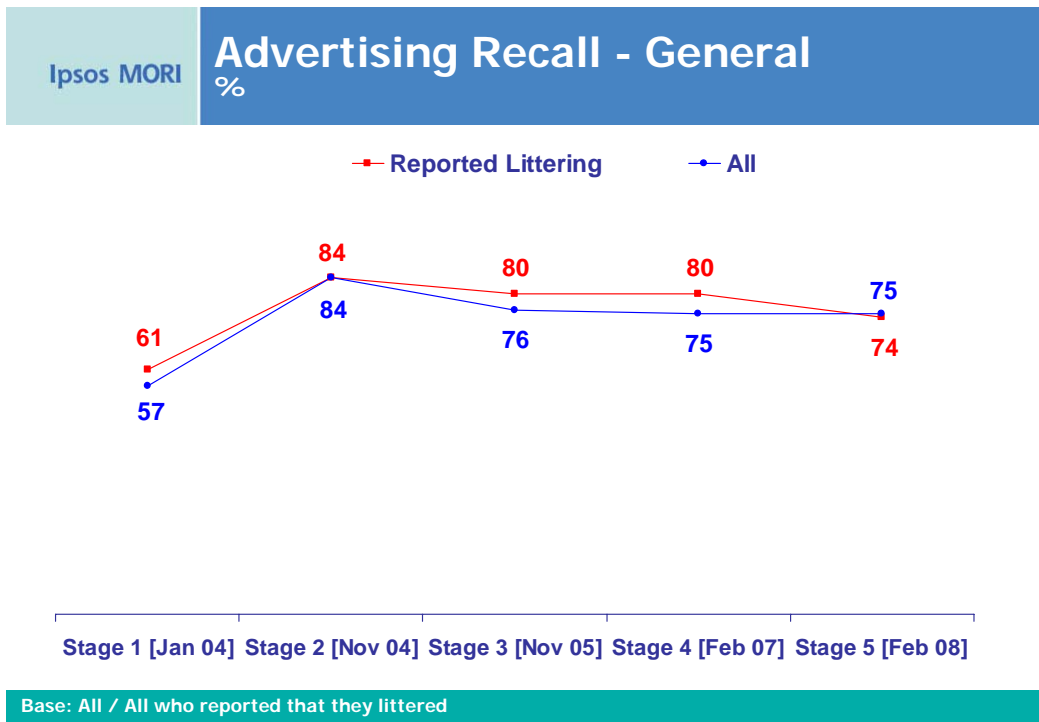Base: All who reported littering:- Stage 1 (267); Stage 2 (291); Stage 3 (246); Stage 4 (246); Stage 5 (195)

As seen through all stages of the research to date, virtually all residents of Belfast City Council agree that it is up to each individual to take responsibility for litter, with nine in ten agreeing strongly. The same is true among those who do litter. Almost all also agree that they wouldn't litter in their own home so they shouldn't litter in the street.

While two in three say it is unreasonable for people to throw litter where bins aren't available, there has been some shift in opinion. Now twice as many think it is acceptable, compared with stage one of the research. Compared to those who have littered in the past six months, only 56% disagreed that it was reasonable to litter if bins are unavailable.
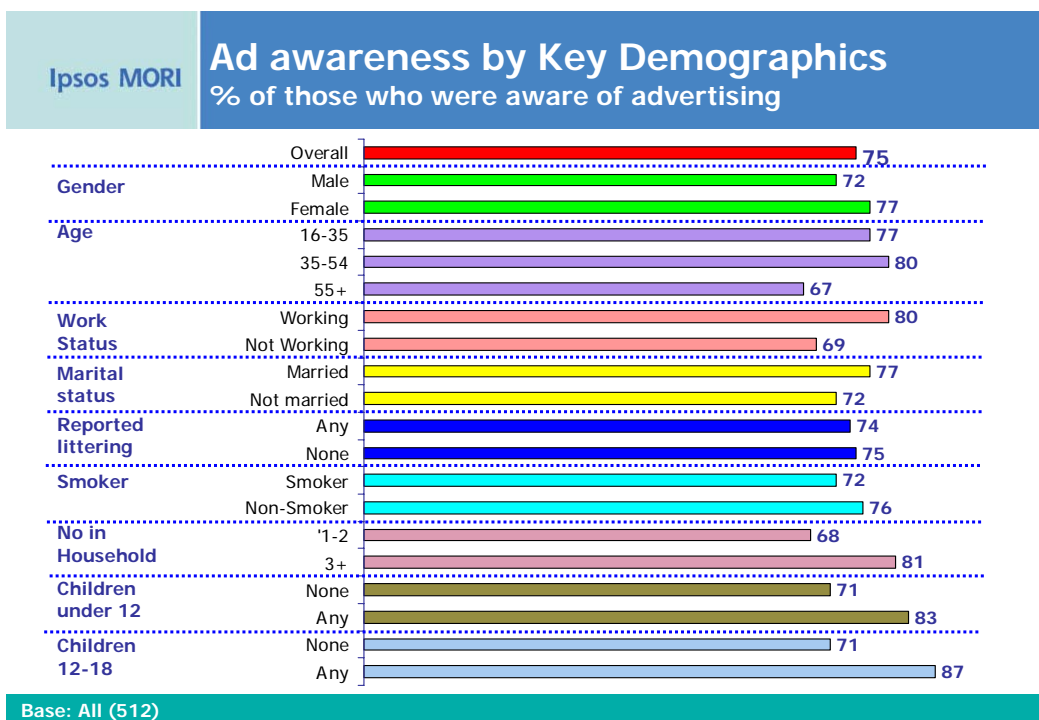
There is also strong agreement that there should be tighter penalties for littering (74%). However, the proportion who feel this has declined this year compared to previous waves. Perhaps unsurprisingly, only two in three of those who admitted to littering earlier agreed that there should be stricter penalties.

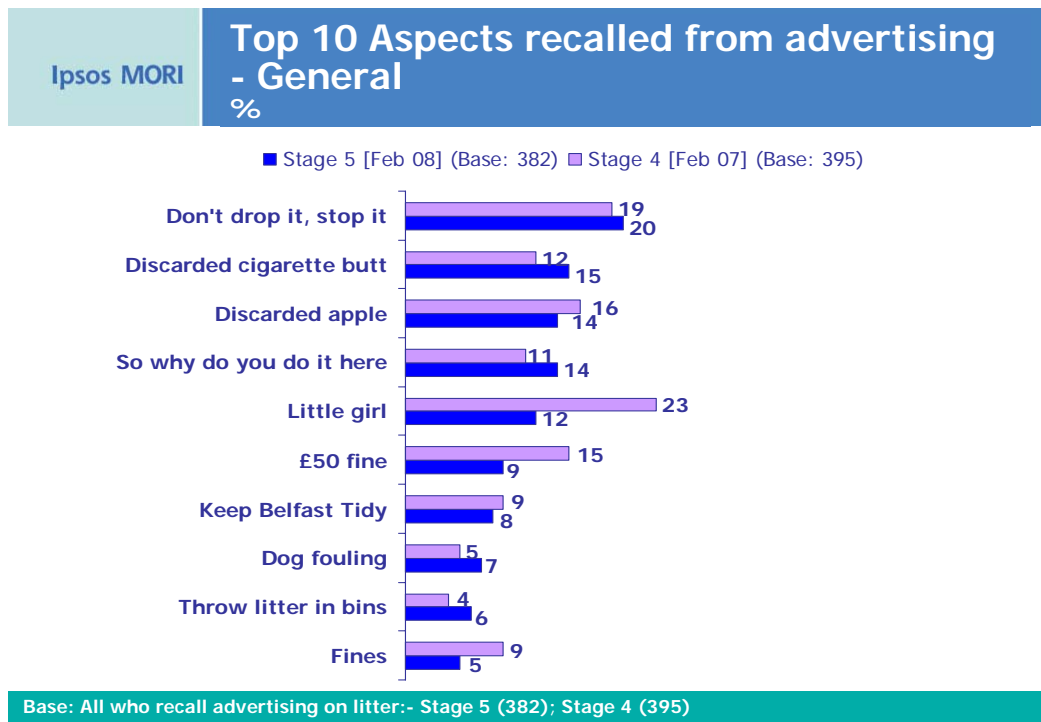# 9. Advertising Awareness - General

9.1 Advertising Recall

Ipsos MORI — **Advertising Recall - General %**

Reported Littering — All

	Stage 1 [Jan 04]	Stage 2 [Nov 04]	Stage 3 [Nov 05]	Stage 4 [Feb 07]	Stage 5 [Feb 08]
Reported Littering	61	84	80	80	74
All	57	84	76	75	75

Base: All / All who reported that they littered

While the "excuses, excuses" advertising had just begun as the fieldwork took place in stage 5, recall of general litter advertising is still quite high with three in four recalling some form of advertising. Recall is as high among those who admit to littering. The current recall of advertising on litter has increased significantly from the first stage of the research (57%) before any specific BCC litter advertising. This suggests that the BCC advertising has been effective in keeping littering 'on the radar' for people in Belfast City Council.

Ipsos MORI — **Ad awareness by Key Demographics**
% of those who were aware of advertising

Category		Value
Overall		75
Gender	Male	72
	Female	77
Age	16-35	77
	35-54	80
	55+	67
Work Status	Working	80
	Not Working	69
Marital status	Married	77
	Not married	72
Reported littering	Any	74
	None	75
Smoker	Smoker	72
	Non-Smoker	76
No in Household	'1-2	68
	3+	81
Children under 12	None	71
	Any	83
Children 12-18	None	71
	Any	87

Base: All (512)

22

Awareness of advertising is highest among those with children, from larger households, workers and those aged under 55.

9.2   Aspects Recalled – General

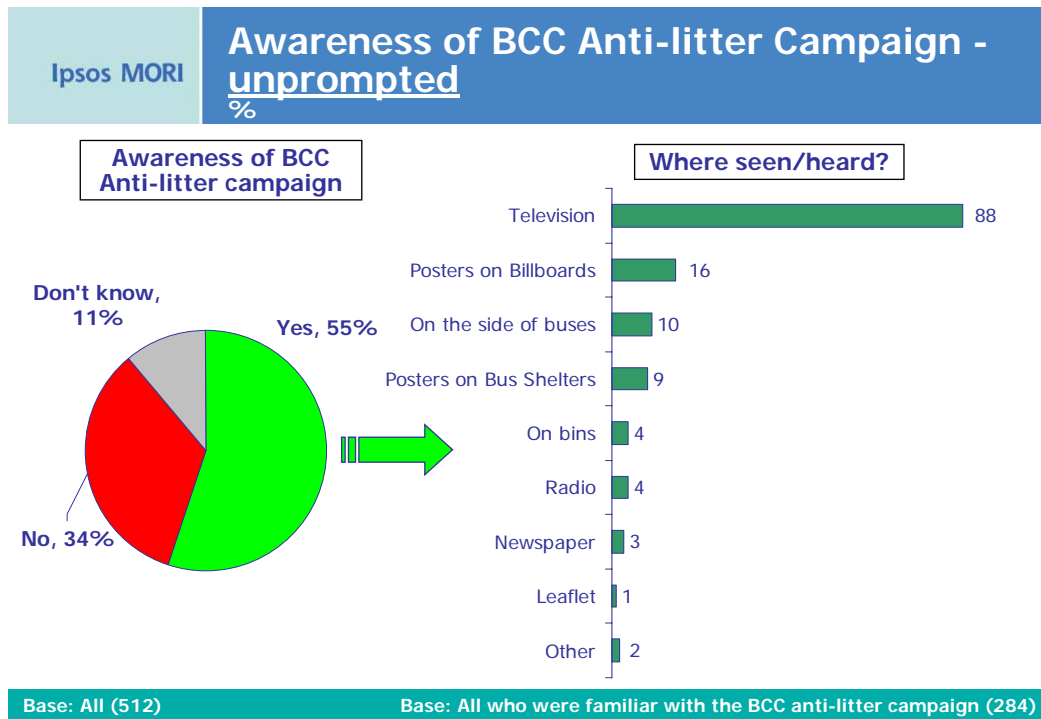A variety of campaigns and slogans related to litter advertising are recalled.

Top 10 Aspects recalled from advertising - General %

■ Stage 5 [Feb 08] (Base: 382) ■ Stage 4 [Feb 07] (Base: 395)

Aspect	Stage 4 [Feb 07]	Stage 5 [Feb 08]
Don't drop it, stop it	19	20
Discarded cigarette butt	12	15
Discarded apple	16	14
So why do you do it here	11	14
Little girl	23	12
£50 fine	15	9
Keep Belfast Tidy	9	8
Dog fouling	5	7
Throw litter in bins	4	6
Fines	9	5

Base: All who recall advertising on litter:- Stage 5 (382); Stage 4 (395)

Recall of last year's Belfast City Council advertising campaign is the highest, with "don't drop it, stop it" mentioned by one in five, the discarded cigarette butt recalled by 15%, the discarded apple was remembered by 14% and "so why do you do it here" mentioned by 14%. Those with children and those aged between 16-35 had significantly higher recall of "don't drop it, stop it", whereas "so why do you do it here" was mentioned more by 36-55 year olds (19%).

The two aspects of advertising that showed the most considerable decline in recall is the "little girl" advertising (from 23% to 12%) and the £50 fine (from 15% to 9%). Considering that it has been several years since the "Little Girl" advertising has been used, it is unsurprising that recall has reduced, but it is still the fifth most commonly recalled feature of advertising. This suggests that the "little girl" continues to be a powerful and memorable advertising icon.
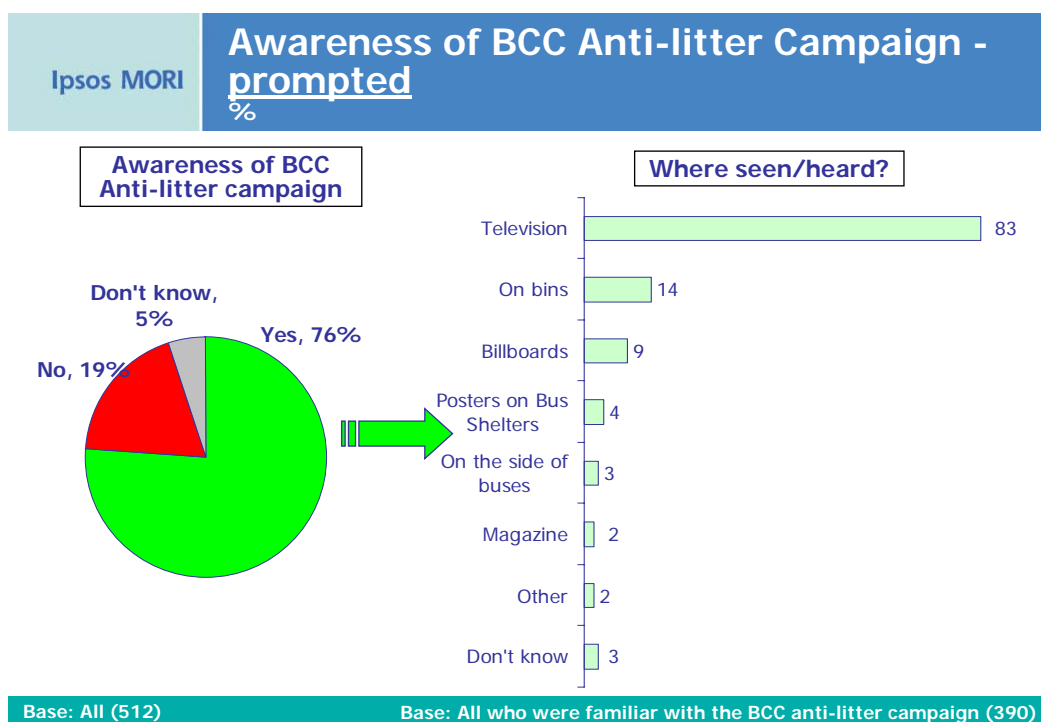
Recall of the new "excuses, excuses" advertising campaign is understandably low given the fieldwork dates. Nonetheless, 1% mentioned "excuses, excuses", 2% recalled "it's only a wee butt" and 1% mentioned "there was no bin nearby".

10. Advertising Awareness – BCC Anti-litter Campaign

10.1 Advertising Recall

Ipsos MORI

Awareness of BCC Anti-litter Campaign - unprompted %

Awareness of BCC Anti-litter campaign

Don't know, 11%
Yes, 55%
No, 34%

Where seen/heard?

Television	88
Posters on Billboards	16
On the side of buses	10
Posters on Bus Shelters	9
On bins	4
Radio	4
Newspaper	3
Leaflet	1
Other	2

Base: All (512)   Base: All who were familiar with the BCC anti-litter campaign (284)

Over half (55%) reported that they have heard or seen advertising for the Belfast City Council anti-litter campaign. Those who reported spontaneously having seen the BCC anti-litter campaign are most likely to report that they had seen it on television (88%); a further 16% had seen it on billboards and one in ten on the side of buses. From each of these locations, "don't drop it, stop it" was the most frequently recalled aspect (22%, 15% and 18% respectively). Other main aspects recalled from the TV ad included "why do you do it here", stubbing out a cigarette/dropping litter at home and the apple (all 12%). The £50 fine is the key message from the billboards (15%), while keeping Belfast tidy is readily remembered from the advertising on the side of buses (11%).

Ipsos MORI

Awareness of BCC Anti-litter Campaign - prompted %

Awareness of BCC Anti-litter campaign

Don't know, 5%
Yes, 76%
No, 19%

Where seen/heard?

Television	83
On bins	14
Billboards	9
Posters on Bus Shelters	4
On the side of buses	3
Magazine	2
Other	2
Don't know	3

Base: All (512)   Base: All who were familiar with the BCC anti-litter campaign (390)

24

More than three in four could recall seeing the "so why do you do it here" and "don't drop it, stop it" advertising when prompted with stills from the television ads (see appendix 2). Of those that recognised the campaign from the TV stills, five in six have seen it on television, 14% have seen it on bins and 9% on billboards.

10.2   Awareness of slogans

Respondents were asked separately if they had heard of each of the key slogans from the current and previous Belfast City Council advertising campaigns.
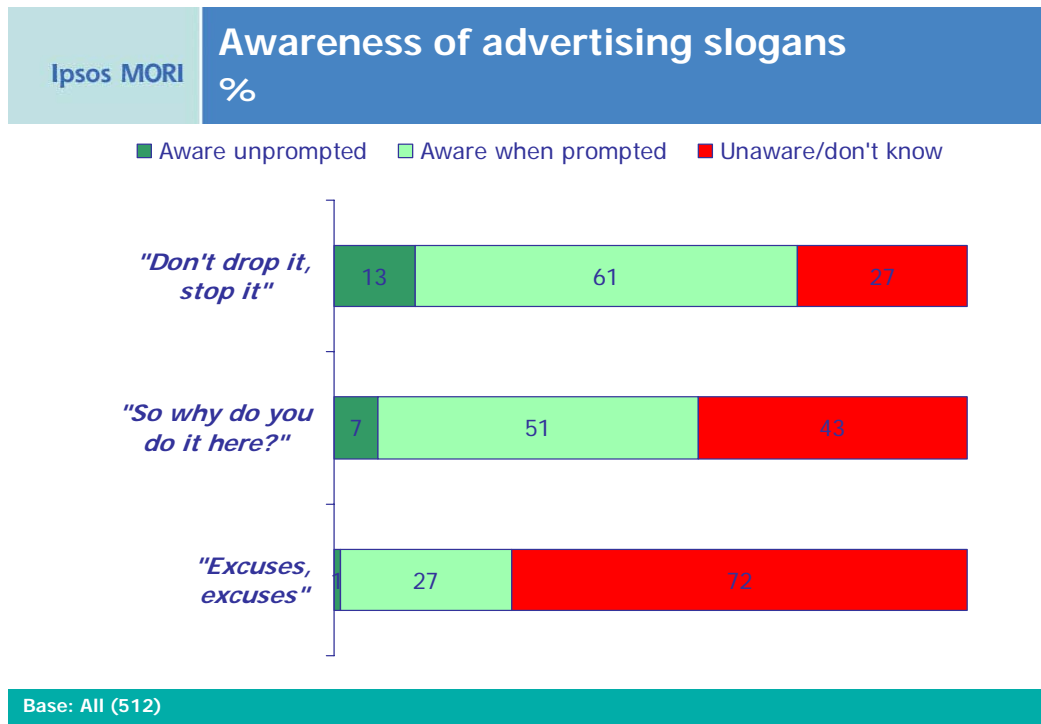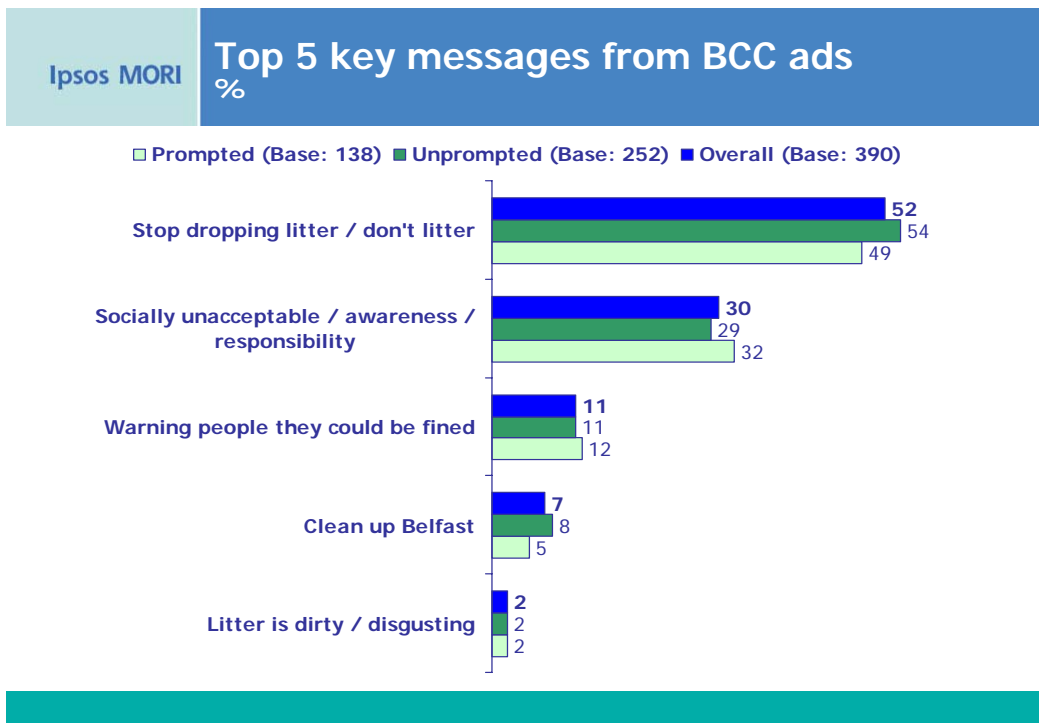

Considering that it was the top aspect recalled from the litter advertising generally, it is no surprise that "don't drop it, stop it" was recognised by almost three in four, however this has slipped from the 81% last year. "So why do you do it here" has a similar level of recall compared with the last wave and currently stands at 58%.

Spontaneous recall of "excuses excuses" is low as expected (1%). However, it is promising for the success of the campaign that over one in four were aware of "excuses excuses" when prompted.
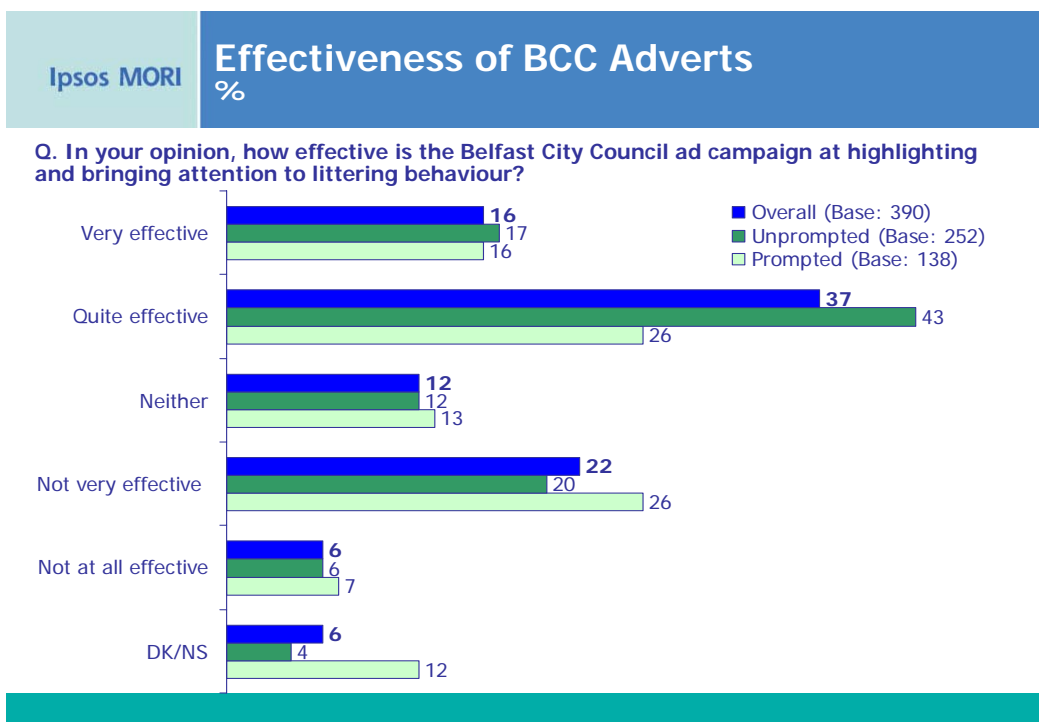
Even though it wasn't recalled as readily as other aspects of the advertising, there was high awareness of the fine for litter. When asked, nine in ten were aware that there was a fine for dropping litter, while six in ten knew that the fine was £50.

10.3   Perceived messages

Top 5 key messages from BCC ads %

☐ Prompted (Base: 138) ■ Unprompted (Base: 252) ■ Overall (Base: 390)

Stop dropping litter / don't litter
- Overall: **52**
- Unprompted: 54
- Prompted: 49

Socially unacceptable / awareness / responsibility
- Overall: **30**
- Unprompted: 29
- Prompted: 32

Warning people they could be fined
- Overall: **11**
- Unprompted: 11
- Prompted: 12

Clean up Belfast
- Overall: **7**
- Unprompted: 8
- Prompted: 5

Litter is dirty / disgusting
- Overall: **2**
- Unprompted: 2
- Prompted: 2

Over half understand that the main message from the television adverts was to stop dropping litter. Three in ten feel that the advertising was trying to make littering socially unacceptable, to encourage people to think about what they are doing, show that everyone has a responsibility for littering and to increase awareness. Those under 55 years old (35%), those with a paid job (36%) and those who had admitted to littering in the past six months (37%) are most likely to consider the advertising as promoting that littering is socially unacceptable. One in ten viewed the ad as a warning that they could be fined.

10.4   Effectiveness of Ad

Effectiveness of BCC Adverts %

Q. In your opinion, how effective is the Belfast City Council ad campaign at highlighting and bringing attention to littering behaviour?

■ Overall (Base: 390) ■ Unprompted (Base: 252) ☐ Prompted (Base: 138)

Very effective
- Overall: **16**
- Unprompted: 17
- Prompted: 16

Quite effective
- Overall: **37**
- Unprompted: 43
- Prompted: 26

Neither
- Overall: **12**
- Unprompted: 12
- Prompted: 13

Not very effective
- Overall: **22**
- Unprompted: 20
- Prompted: 26

Not at all effective
- Overall: **6**
- Unprompted: 6
- Prompted: 7

DK/NS
- Overall: **6**
- Unprompted: 4
- Prompted: 12

Half (53%) think that the ads are effective in highlighting and drawing attention to littering behaviour, however this is a decrease from wave 4 (61%). Those aged between 16 and 34 (60%) and those who recalled the advertising unprompted are significantly more likely to consider that the advertising was effective than on average.

Belfast City Council – Assessment of People's Stated Littering Behaviour – Final Questionnaire – February 2008 - STAGE 5

Good morning/afternoon/evening. My name is..... and we are conducting a short survey on behalf of Belfast City Council. I would like to ask you a few questions which will take no more than 10 minutes.

Q1   We need to talk to people who live in the Belfast City Council area so may I first of all just establish that you live at this address or another address in the Belfast City Council area?

Yes	1	Continue
No	2	Thank & Close

Show Card '2'

Q2   There are a number of different definitions as to what people class as littering. Looking at this list please tell me which of these you would consider to be littering.

MULTICODE

Throwing anything away in a public place	1
Throwing a piece of paper on the ground	2
Emptying an ashtray from the car onto the road	3
Throwing a cigarette butt onto the ground	4
Throwing a cigarette butt out of a car window	5
Dumping a large item in a public place (e.g., a sofa)	6
Leaving an item behind in a public place	7
Dropping a bus/train ticket	8
Discarding a piece of fruit or other food	9
Allowing a dog to foul without clearing it up	10
Spitting out chewing gum in a public place	11
Dropping fast food packaging	12

SHOWCARD '3'

Q3   There are lots of different reasons as to why people litter and situations where people feel that they have no alternative but to litter. Taking your answer from this card for each item I read out please tell me the extent to which you have engaged in any of these activities in the last 6 months. **ROTATE & TICK START. READ OUT EACH ACTIVITY IN TURN. SINGLE CODE PER ROW.**

		Not at all	Occasionally	Regularly
	Throwing anything away in a public place	1	2	3
	Throwing a piece of paper on the ground	1	2	3
	Emptying an ashtray from the car onto the road	1	2	3
	Throwing a cigarette butt onto the ground	1	2	3
	Throwing a cigarette butt out of a car window	1	2	3
	Dumping a large item in a public place	1	2	3
	Leaving an item behind in a public place	1	2	3
	Dropping a bus/train ticket	1	2	3
	Discarding a piece of fruit or other food	1	2	3
	Allowing a dog to foul without clearing it up	1	2	3
	Spitting out chewing gum in a public place	1	2	3
	Dropping fast food packaging	1	2	3

Q4a   Do you own a dog?

Yes	1	Continue
No	2	Go to Q5

Q4b   Again taking your answer from this card <u>how often</u> would you allow your dog to foul in a public place and not clear it up?

Not at all	1
Occasionally	2
Regularly	3

READ OUT. SINGLE CODE

Q5   Do you smoke?

| Yes | 1 |
| No | 2 |

Q6   What reasons could you give for littering?

DO NOT PROMPT

PROBE TO PRECODES

MULTICODE

There's nobody there to stop me	1
Everybody does it	2
It will break down anyway/it's biodegradable	3
It's not really littering	4
Lack of bins or facilities	5
There will be no consequences	6
Keeps someone in a job	7
Cigarettes cause fires if they're thrown in bins	8
Having too much to drink	9
Do it by accident	10
Peer Pressure	11
Laziness	12
I just don't care	13
Never really thought about it	14
Habit/Don't think about what doing	15
Carelessness	16
Ignorance/Not taught not to	17
I have never littered	18
Other (please specify)_____ _____	19
Don't Know	00

SHOWCARD 7

Q7   Please tell me the extent to which you agree or disagree with the following statements.
READ OUT EACH STATEMENT IN TURN.
SINGLE CODE ACROSS EACH ROW

	Agree strongly	Agree slightly	Neither	Disagree slightly	Disagree strongly
"It is up to each individual to take responsibility for litter"	1	2	3	4	5
"It is not unreasonable for people to throw litter if bins are not available"	1	2	3	4	5
"There should be stronger penalties for throwing litter"	1	2	3	4	5
"If you wouldn't litter in your own home, why would you litter in the street?"	1	2	3	4	5

Q8a   Do you recall seeing or hearing any advertising on litter?

| Yes | 1 | Continue |
| No | 2 | Go to Q9a |

Q8b What specifically do you recall about the advertising? **MULTICODE** DO NOT PROMPT
"What else?"

Keep Britain Tidy	1	Recycling aspect - cans	18
Keep Belfast Tidy	2	Recycling aspect - packages	19
Throw litter in bins	3	Belfast City Council ad	20
Basket symbol	4	Little girl	21
Cans, paper on streets	5	"Don't drop it Stop It"	22
"Wake up to Waste"	6	"So why do you do it here"	23
"Reduce, re-use, recycle"	7	Discarded cigarette butt	24
Litter overspills	8	Discarded coffee cup	25
Litter mountains	9	Discarded apple	26
Littering	10	"Excuses, excuses"	27
Dog Fouling (Fine/Not allowed)	11	"It's only a wee butt"	28
Fines	12	"Sure it's not litter is it?"	29
£50 fine for dropping litter	13	"There was no bin nearby"	30
Hole in Wall Gang	14	"Everybody else does it"	31
Give My Head Peace Cast	15	Other *(please specify)* :	32
Recycling aspect - Christmas tree cards	16	_____	
Recycling aspect - bottles	17	Don't know/Can't remember	00

Q.9a   Have you seen or heard any advertising for the Belfast City Council Anti Litter campaign? **(SINGLE CODE)**

Yes	1	CONTINUE
No	2	GO TO Q10a
Don't know/Not sure	0	

Q9b   Where did you see or hear this advertising?

DO NOT PROMPT MULTICODE

DO NOT PROMPT

MULTICODE

"Where else?"

Television	1
Radio	2
Posters on billboards	3
Posters on bus shelters	4
On the side of buses	5
Telephone boxes	6
Other *(please specify)* _____	7

Q9c What specifically do you recall about the Belfast City Council Anti Litter advertising?
PROBE

RECORD VERBATIM FOR EACH PLACE SEEN/HEARD AT Q9b

1	TV
2	Radio
3	Poster on billboards
4	Poster on bus shelters
5	On the side of buses
6	Telephone boxes
7	Other *(specify)*

INTERVIEWER CODE IF MENTIONED ABOVE

	YES	NO
Mention "Don't drop it, stop it"	1	2
Mention "So why do you do it here?"	1	2
Mention "Excuses, excuses"	1	2
Mention "£50 fine for dropping litter"	1	2

ASK THOSE WHO DO NOT KNOW CAMPAIGN (CODES 2 & 0 AT Q9a) AND THOSE WHO HAVE NOT ALREADY MENTIONED 'DON'T DROP IT, STOP IT' AT Q.9c

Q.10a Have you ever heard the term "Don't drop it, stop it"

(SINGLE CODE)

Yes	1
No	2
Don't know/Not sure	0

ASK THOSE WHO DO NOT KNOW CAMPAIGN (CODES 2 & 0 AT Q9a) AND THOSE WHO HAVE NOT ALREADY MENTIONED 'SO WHY DO YOU DO IT HERE?' AT Q.9c

Q.10b   Have you ever heard the term "So why do you do it here?"

Yes	1
No	2
Don't know/Not sure	0

   (SINGLE CODE)

ASK THOSE WHO DO NOT KNOW CAMPAIGN (CODES 2 & 0 AT Q9a) AND THOSE WHO HAVE NOT ALREADY MENTIONED 'EXCUSES, EXCUSES' AT Q.9c

Q.10c   Have you ever heard the term "Excuses, excuses"

Yes	1
No	2
Don't know/Not sure	0

   (SINGLE CODE)

ASK THOSE WHO DO NOT KNOW CAMPAIGN (CODES 2 & 0 AT Q9a) AND THOSE WHO HAVE NOT ALREADY MENTIONED '£50 FINE FOR DROPPING LITTER' AT Q.9c

Q.10d   Is there a fine for dropping litter?

Yes	1
No	2
Don't know/Not sure	0

   (SINGLE CODE)

ASK IF YES (CODE 1) AT Q.10c

Q.10e   How much is the fine for dropping litter?

£50	1
Other (please specify): _____	2
Don't know/Not sure	0

   (SINGLE CODE)

SHOWCARD '11' WITH ADS
ASK ALL

Q.11a   Have you seen this advertising campaign?
   (SINGLE CODE)
   (see appendix 2)

Yes	1	CONTINUE
No	2	Go to
Don't know/Not sure	0	Classification

Q11b   Where did you see this advertising campaign?

   DO NOT PROMPT

   MULTICODE

   "Where else?"

Television	1
Posters on billboards	2
Posters on bus shelters	3
On the side of buses	4
Telephone boxes	5
Other *(please specify)* _____	6

Q.12   What do you think the advertising was trying to say? PROBE ANYTHING ELSE?

Q.13   In your opinion, how effective is the Belfast City Council ad campaign at highlighting and bringing attention to littering behaviour?
   SINGLE CODE

Very effective	1
Quite effective	2
Neither	3
Not very effective	4
Not at all effective	5
Don't know/not sure	0

Q.14   What was your age last birthday?

STATE EXACT AND CODE:			
16 – 24	1	45 – 54	4
25 – 34	2	55 – 64	5
35 – 44	3	65 +	6

Q15   Gender

Male	1
Female	2

SHOWCARD '16'

Q16   Which of these best describes you?

SINGLE CODE

IN PAID JOB	
Working full time 30hrs+/week	1
Working 8-29hrs/week	2
Working less than 8hrs/week	3
NO PAID JOB	
Unemployed	4
Housewife	5
Student	6
Other *(please specify)* _____	7

SHOWCARD '17'

Q17   Which of these describes you?
SINGLE CODE

Single	1
Married/Living as married	2
Widowed	3
Divorced/Separated	4

Q18   How many people are there in your household including yourself?

SINGLE CODE

One	1
Two	2
Three	3
Four	4
Five	5
Six	6
Seven	7
Eight	8
Nine+	9

Q19a   How many children under 12 are there living in your household?

SINGLE CODE

None	1
One	2
Two	3
Three	4
Four+	5

Q19b   How many children between 12 and 18 are there living in your household?

None	1
One	2
Two	3

	Three	4
SINGLE CODE	Four+	5

QG Do you have a long-standing illness, disability or infirmity which limits your activities in any way? By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time.

Yes	1
No	2

SHOWCARD '20'

Q20 What is your religious denomination?
Please tell me the letter beside your religious grouping on the card if you prefer.
SINGLE CODE

(Q) Protestant	1
(L) Catholic	2
(T) Other religion (please specify) _____	3
(N) None	4
Refused	5

SHOWCARD '21'

Q21 Which of these best describes your ethnic or racial group?

SINGLE CODE

Chinese	1
Bangladeshi	2
Pakistani	3
Indian	4
Black-African	5
Black-other	6
White-European	7
Irish Traveller	8
Mixed ethnic	9
White-Other	10
Other *(specify)* _____	11
Refused	12

SHOWCARD '22'

Q22 Which of these groups would you put yourself into?
Please tell me the letter beside your grouping on the card if you prefer.
SINGLE CODE

(Q) Heterosexual	1
(L) Gay/lesbian	2
(A) Bi-sexual	3
(B) Trans-gender	4
(T) Other	5
(N) None	6
Refused	7

INTERVIEWER SIGN:		INTERVIEWER NO:	
Date of Interview:		**Length of interview:**	minutes

Interviewer Checked	Supervisor Checked	Supervisor Accompanied	Back-checked	
			Tel	1
			Visit	2
			Post	3
			Date:	Initials: