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Quantitative research into the effectiveness of Anti-littering messages and symbols on packaging

Results and report

incpen

With compliments

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Contents

i) Introduction

ii) Objectives

iii) Sample Structure

iv) Analysis Criteria

v) Summary of findings against objectives

vi) Demographic analysis

vii) Conclusions

viii) Some food for thought

Appendices:

Appendix I: Questionnaire

Appendix II: Symbol prompt card

Appendix III: Raw data

Introduction

Following an audit of anti-litter symbols and messages on packaging of littered products Incpen commissioned quantitative research during February of 1995. This document provides an analysis of those findings, the raw data, some suggestions of potential application of this information and identifies areas for possible further investigation

Objectives

The specific objectives set for this research were:

1. Establish whether the anti - litter messages on pack are noticed and understood.

2. Gauge the effectiveness of messages in reducing littering.

3. Provide some guidance on ways to increase the effectiveness of anti - littering messages on packaging.

Quantitative research provides an analysis of the number of people who think or act in a particular way it does not provide an in-depth understanding of consumer motivation.

This analysis whilst meeting the objectives of this particular research exercise also raises a number of questions, the answers to which will need further, probably qualitative, work to be fully understood.

Summary of findings against objectives

Objective 1: Establish whether the anti - litter messages on pack are noticed and understood.

41% of respondents were not aware of any messages or symbols on packs. This was worst amongst those aged 8-12 with 53.3 % of them not having noticed any messages and best amongst 13-24 yr. old females with 31.45 of this group not having seen a message.

Keep Britain Tidy was mentioned spontaneously as a social, environmental or green message by just 27% of respondents. This received the highest recall from ABC1's and the 13-24 age groups.

Please recycle / recyclable was mentioned by 32% of respondents.

When consumers were shown the symbols there was a very high recognition rate for the Tidyman, 94% recognised it in one or other of the 3 styles shown to them. The please recycle message was recognised by 27%.

In terms of communication understanding was high with 68.6% of the population stating that these messages were telling you to put litter in the bin, 22.8 % of respondents stated they were there to tell you to recycle.

Objective 2: Gauge the effectiveness of messages in reducing littering.

46.9% of respondents stated that these symbols had not influenced their behaviour at anytime, those aged 35-59 had the highest rate of 'no effect' at 53.8%.

61.9% of respondents however claimed these messages had made them think about where to dispose of litter in the last 12 months.

The majority (93.2%) of respondents thought it was a good idea to have these messages on packs. Amongst those who claimed they did not affect their own behaviour they most common reason for thinking they should be on packs was that they influenced others. Those who did not think it was a good idea to have these on packs believed in the main they were ignored.

Objective 3: Provide some guidance on ways to increase the effectiveness of anti - littering messages on packaging.

When asked if they thought the message should be made bigger or more prominent over 80% of the sample thought it should.

Four alternative messages were suggested to the sample:

1. Use a cartoon character or T.V. personality
2. Introduce bigger fines and publicise them more prominently
3. Change the colour of the logo
4. Make the message more prominent on the pack

Well over 50% of the respondents thought all of these alternatives would be more effective than the current symbols. Of these 'Bigger fines' and 'More prominent' message came out highest overall at 79.4% and 79.8% respectively, however the 'More prominent' message was more polarising between the different age groups.

There were differences between age and demographic groups in terms of perceived effectiveness and these should be considered against individual products target markets.

Sample

450 Interviews were conducted throughout the UK with a representative sample of the population in terms of age, sex, and social class.

Interviewees were aged between 8 and 59 years.

Sample structure

		Target	Actual
Total Sample	8 - 59	450	456
Children	8 - 12	75	75
	13 - 16	75	77
Men	17 - 34	73	74
	35 - 39	77	77
Women	17 - 34	72	74
	35 - 59	78	79

Sample Structure

	Respondants	%
ABC1	213	46.7
C2DE	243	53.3
Scotland & North	182	39.9
Midlands & Wales	120	26.3
South & East	154	33.8

Analysis Criteria

The data has been analysed by 14 demographic breakdowns.

Analysis criteria

- All Respondants
- Children 8 - 16
- Adults 17 - 59
- Children 8 - 12
- Children 13 - 16
- Adults 17 - 34
- Adults 35 - 59
- Adult males (17 - 59)
- Adult females (17 - 59)
- All 13-24 yr olds
- Males 13 - 24
- Females 13 - 24
- ABC1
- C2DE

And 8 Behavioural breakdowns

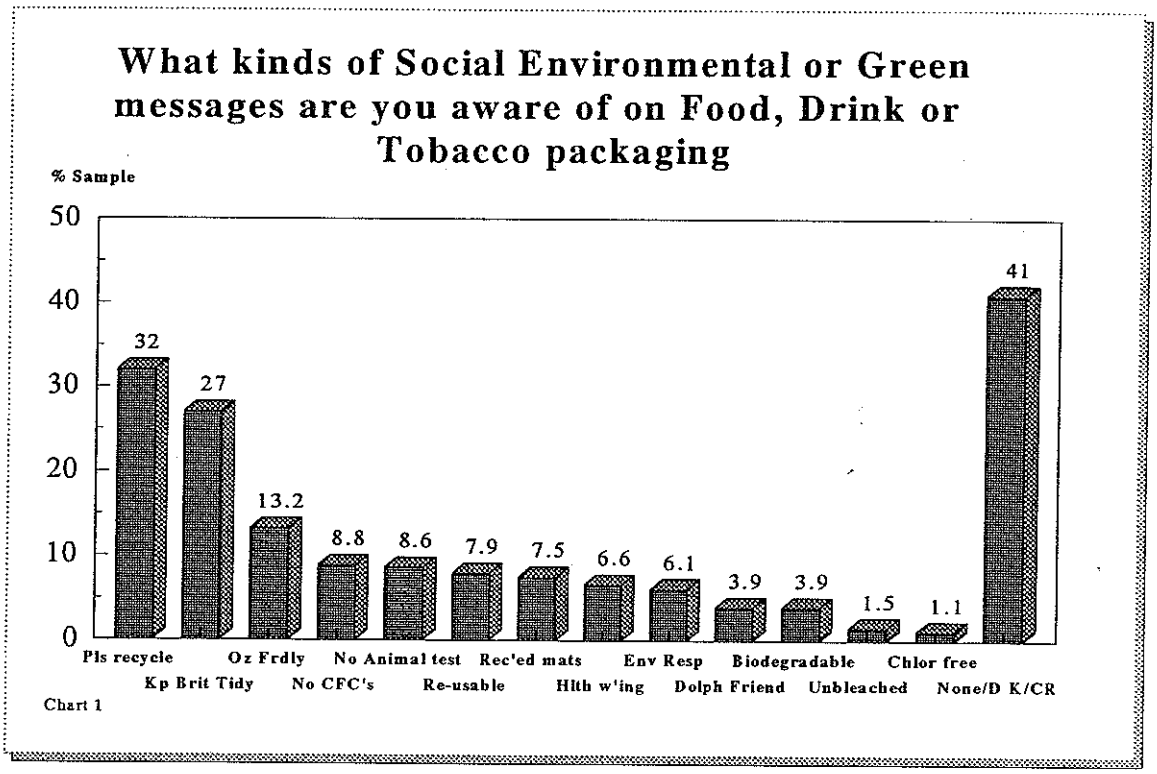
Analysis Criteria

- Those seen the Tidyman before
- Those not seen Tidyman before
- Those claiming tidyman has influenced behaviour
- Those claiming tidyman has not influenced behaviour
- Those who never drop litter
- Those who drop litter sometimes / always
- Those who would not drop if clean or people around
- Those who would still drop if clean or people around

Demographic analysis

Q1: What kinds of Social, Environmental or green messages or symbols have you noticed on food, drink or tobacco packaging?

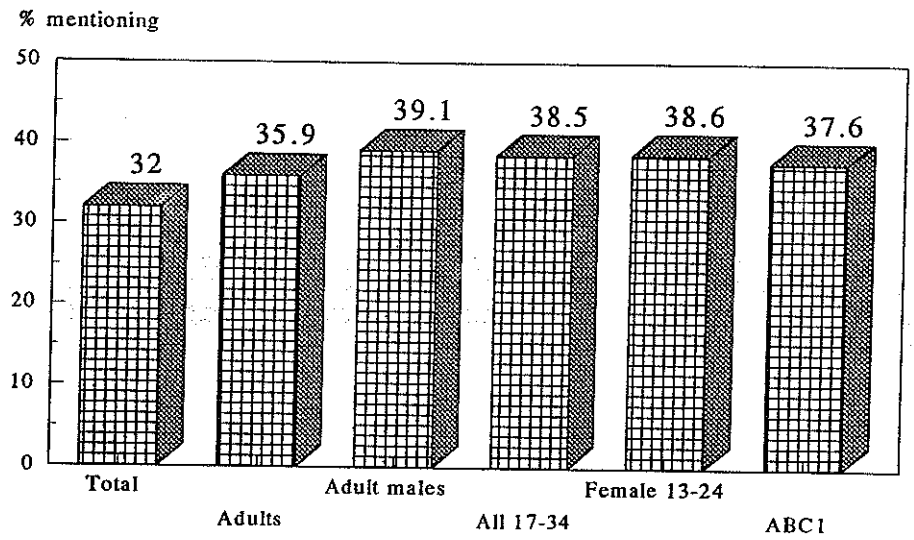
The two messages that were mentioned spontaneously by respondents were please recycle/recyclable (32%) and Keep Britain Tidy (27%).



Awareness of the please recycle/recyclable message was highest amongst adults, particularly adult males and ABC1's. Recall was also high amongst 17-24 and females aged 13-24. Not surprisingly perhaps, recall of this message was low amongst C2DE's (27.2%) for whom green issues are less of a priority. However the low recall amongst children (21.3 % amongst 8-12's and 27.3% amongst 13-16's) is perhaps a little more surprising

Analysis of those aware of Please Recycle / Recyclable message

32% of respondants



Analysis of those aware of Please Recycle / Recyclable message

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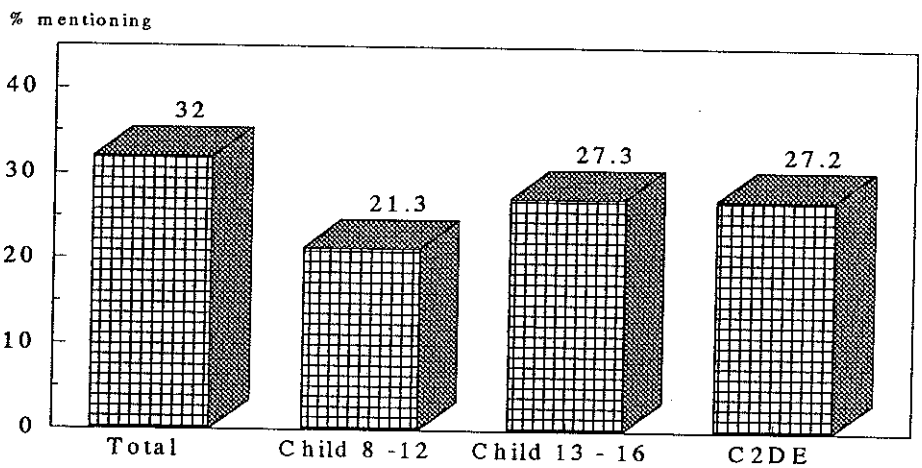
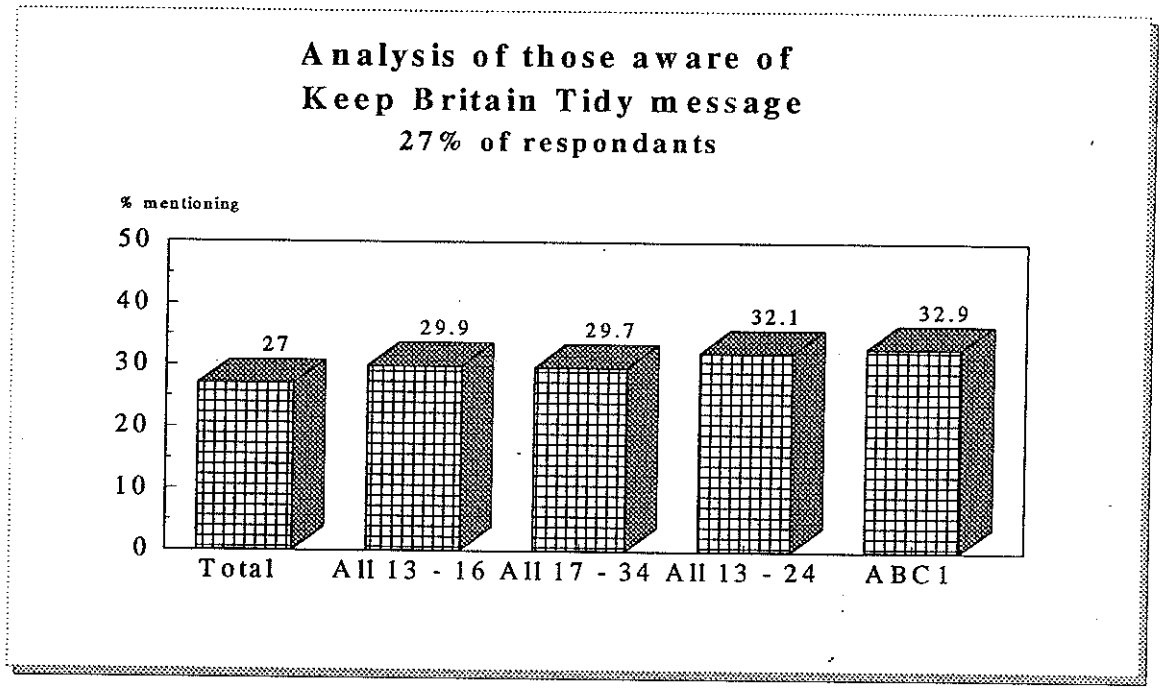
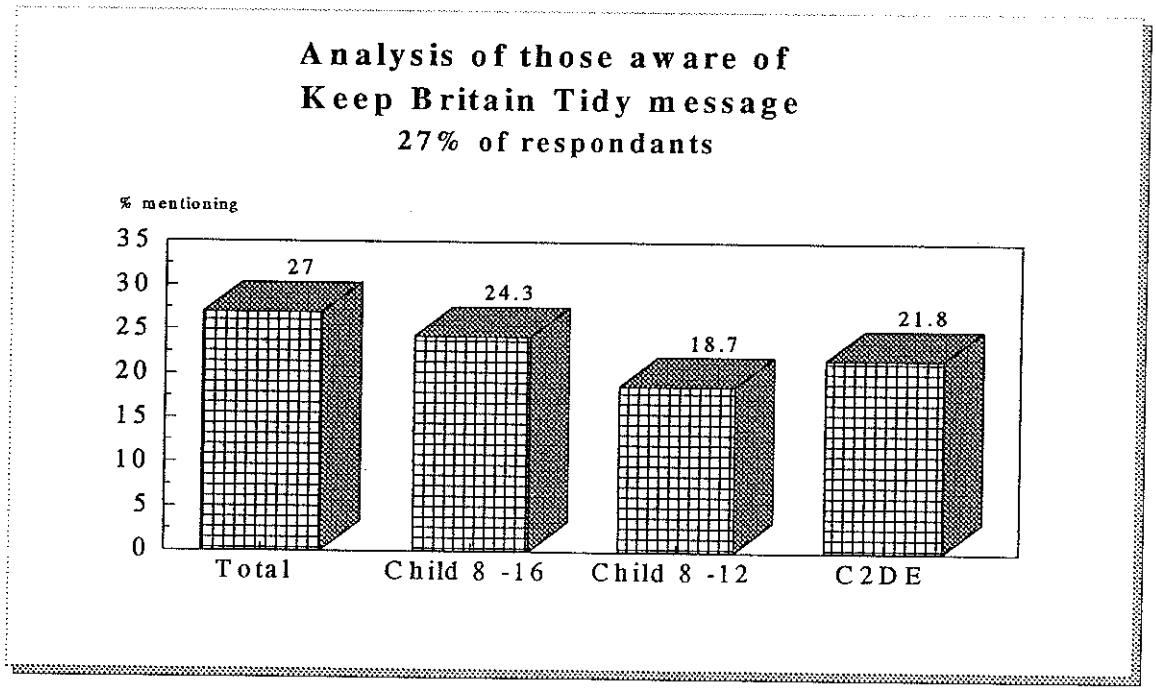
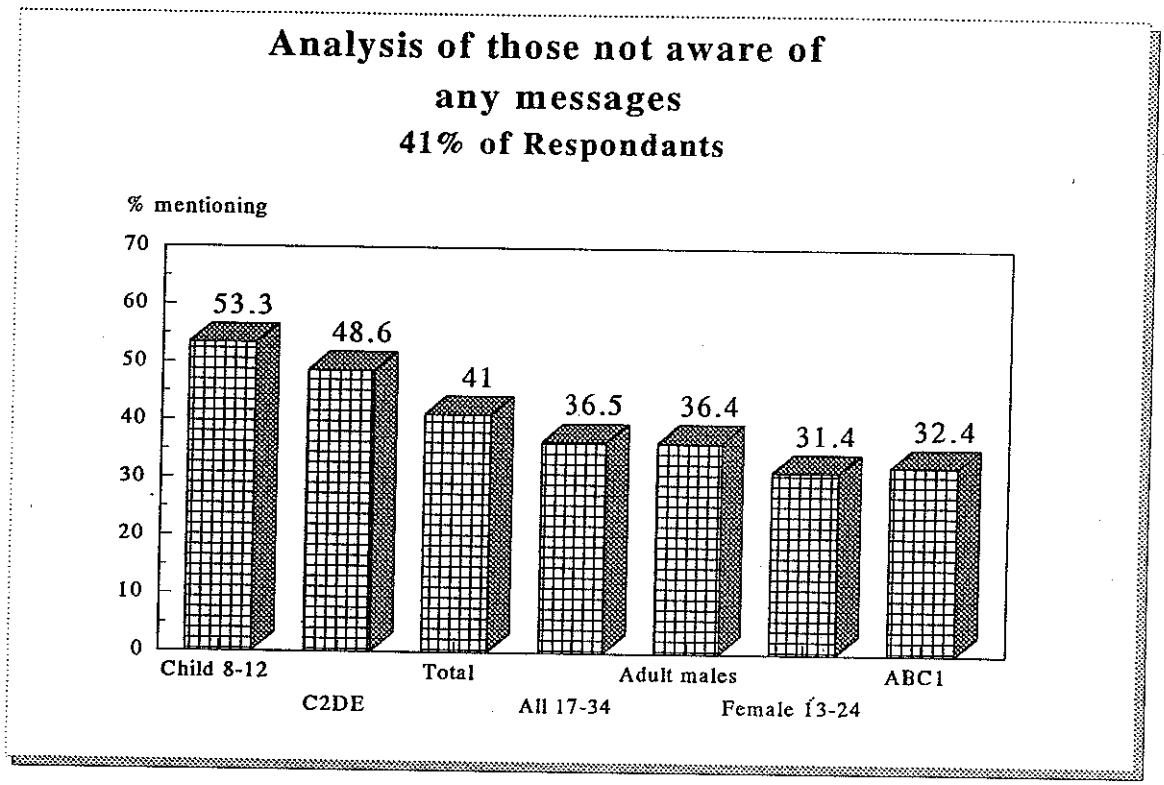


The Keep Britain Tidy message did better with the younger age group being recalled by 29.9% of all 13-16 year olds and 32.1 % of all 13-24 year olds. Again recall was higher amongst the ABC1 group than with C2DE's. Again recall is low amongst young children, with just 18.7% of 8-12's recalling this message.





41% of respondents were not aware of any messages on food, drink or tobacco packaging. The highest level of non recall was amongst the 8-12 group at 53.3% and lowest amongst females aged 13-24 at 31.4%.

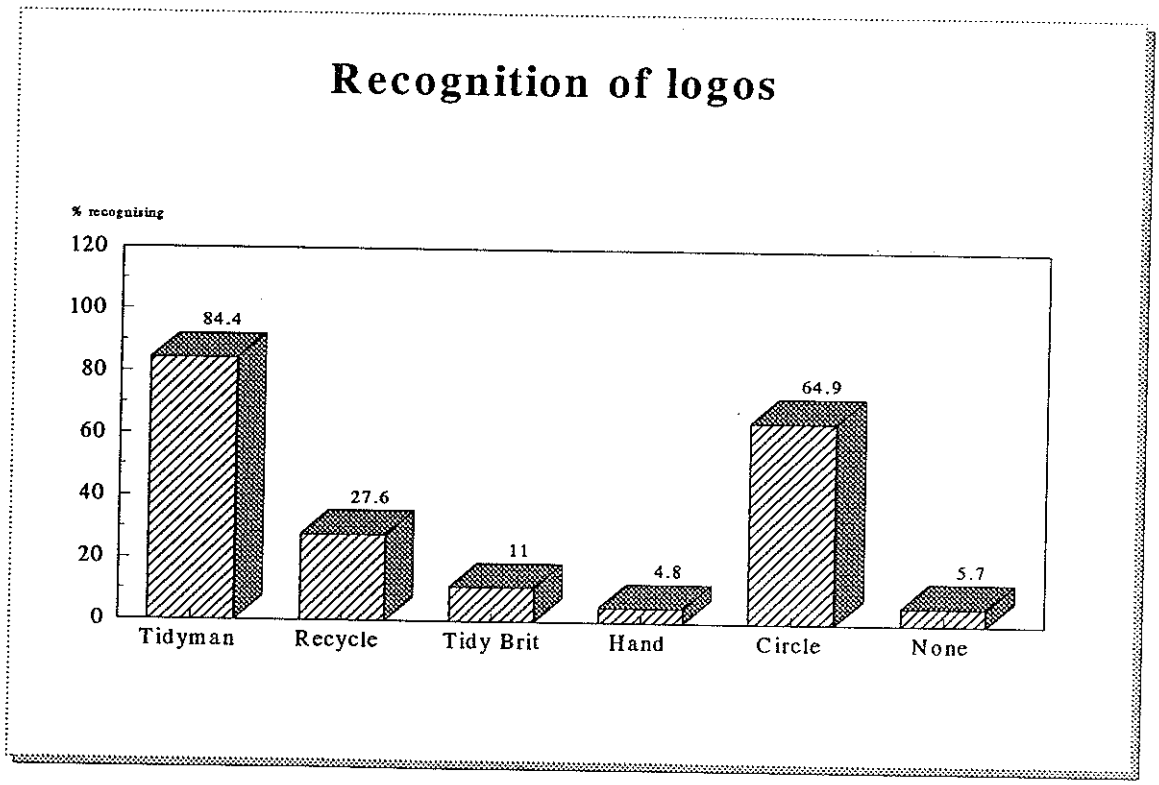


Question 2: Which of these messages or symbols have you seen before?

Respondents were shown a card containing 5 commonly used symbols (see appendix II). Recognition was highest for the Tidyman logo, in fact 94% of respondents had seen the Tidy man logo in one of its formats. The please recycle message was recognised by 27.6% of respondents, this is interesting given the fact that it received the highest spontaneous mentions in Q1. It may be that some people interpret the Tidyman as being about recycling.

Clearly it is not just the logo that leads people to be aware of recycling opportunities. Other factors are likely to be the topicality of green issues being perceived as more about recycling than littering, the written messages on some packs and the visibility of recycling bins at many highly populated sites.

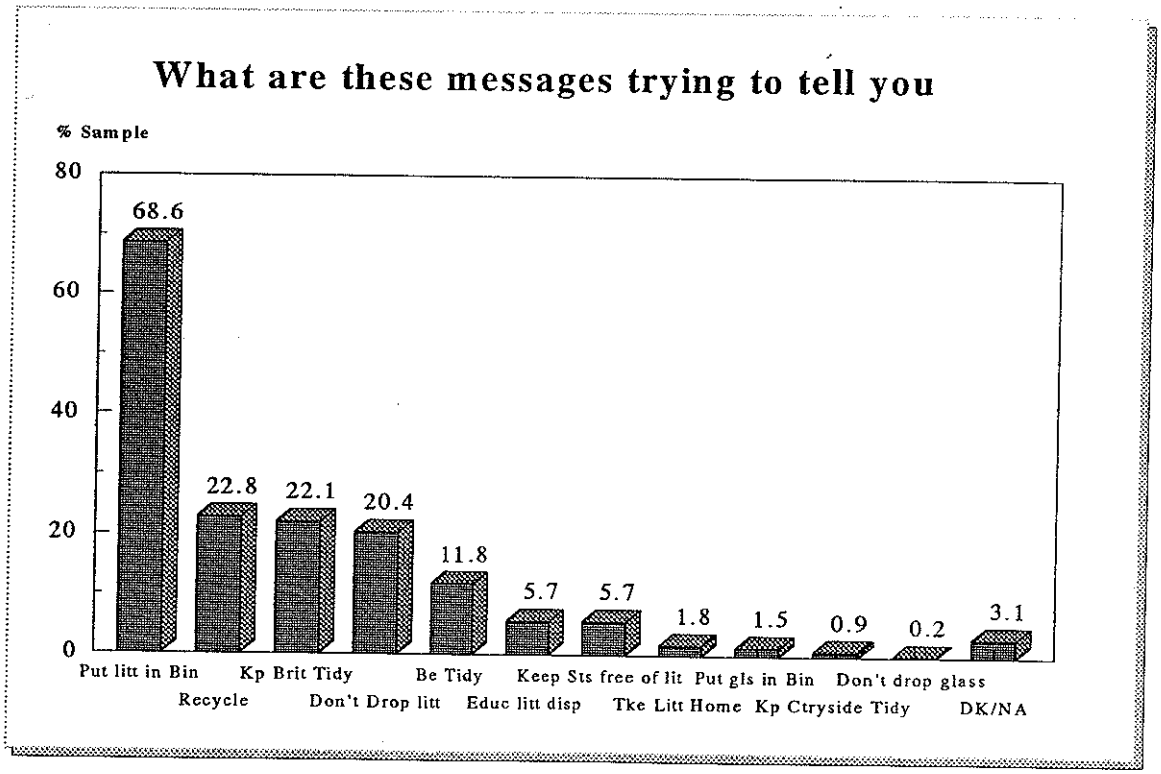
5.7% of respondents did not recognise any symbols on the card shown to them.



Q3: What are these messages trying to tell you?

The vast majority of people (68.6%) realised that these symbols were telling the consumer to put litter in a bin. There were several other 'tidiness' mentions including Keep Britain Tidy, don't drop litter, be tidy. 22.8% mentioned the recycling, and only 3.1% claimed not to know.

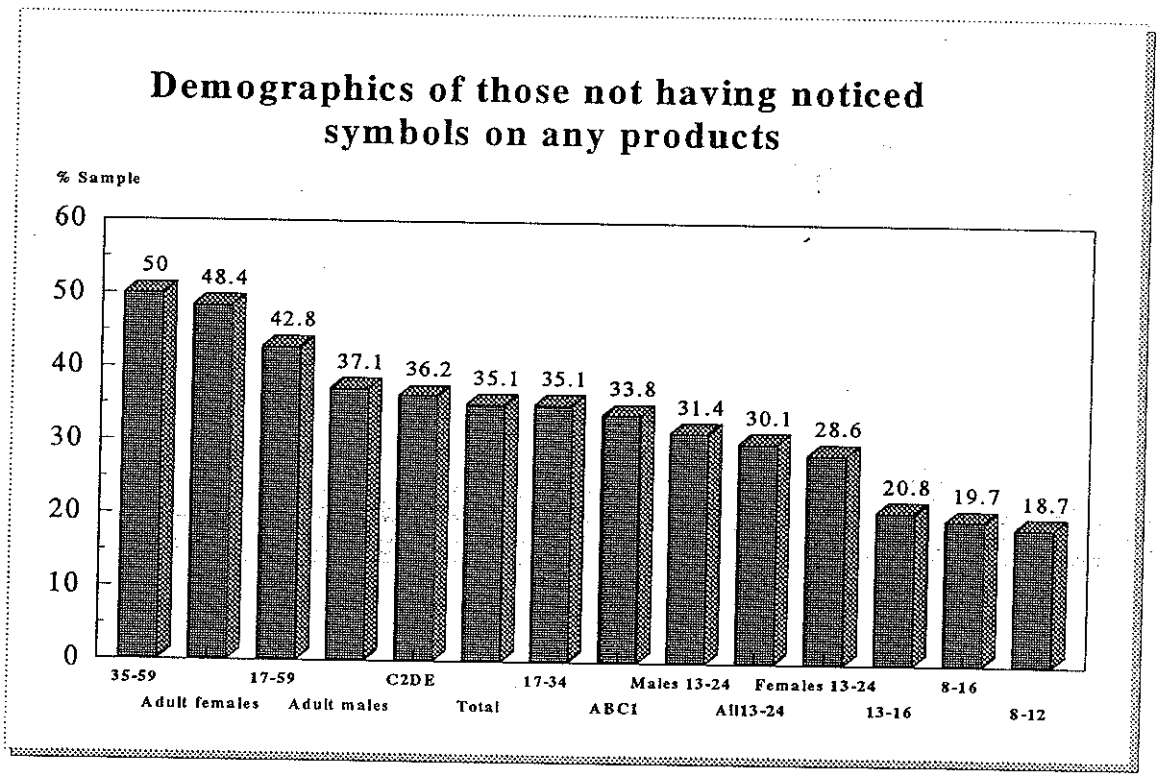
Recognition of don't litter messages is high and so is consumers understanding of what these messages are saying to them, but the high levels of understanding are not reflected in their spontaneous mentioning of this type of message. In conclusion it is likely that these messages have become 'wallpaper' and that the importance of the need not to litter has been overtaken by the more contemporary concerns about the environment.



Question 4: On which products have you yourself noticed any of these types of messages or symbols?

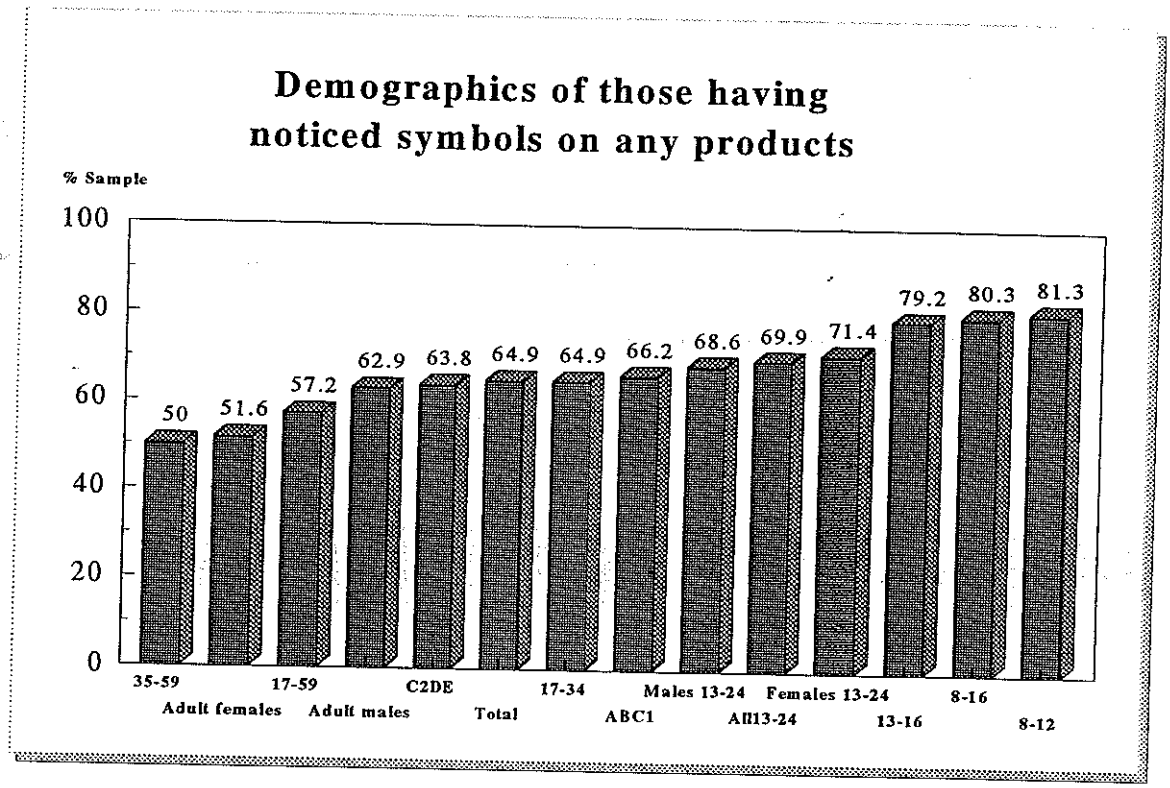
This question gives a measure of spontaneous linking of litter messages to product types. Just over 1/3rd of our sample claimed not to have noticed any of the symbols shown on any packs. This is a high figure given that they had just been shown the symbols.

The lowest score was amongst 35-59 year old adults where half stated they had not seen messages on any products.



This improved amongst younger and upmarket groups with children aged 8 - 12 scoring best - 81.3% of them mentioned at least 1 product as carrying one of the symbols.

A difference between adults and children could possibly have been predicted as children are heavier consumers of many of the main littered products yet this seem to be a very large difference, particularly with adult females who purchase a number of these products for lunchboxes. This could be exacerbated by the fact that fewer multipacks than single carry litter messages.



The following chart looks at the levels of spontaneous awareness amongst those people who claimed to have seen the Tidyman before, a total of 430 out of the 456 interviewed. Amongst this group spontaneous awareness of messages / symbols on packs was highest for drink cans, cartons and bottles (34.2%) with crisp bags a close second (32.1) and confectionery third (22.3%).

	Spontaneous Awareness %
Sweet wrappers	22.3
Crisp bags	32.1
Fast food packs e.g. burger boxes	10.2
Prepared sandwich boxes	2.3
Drink cans, cartons & bottles	34.2
Chewing gum wrappers	8.6
Yoghurt pots	1.4
Cigarette Packs	1.6
Ice cream wrappers	2.6
Other	16.3
Not noticed on any products	31.2

Question 5: Have you noticed any of these messages or symbols on any of the following products?

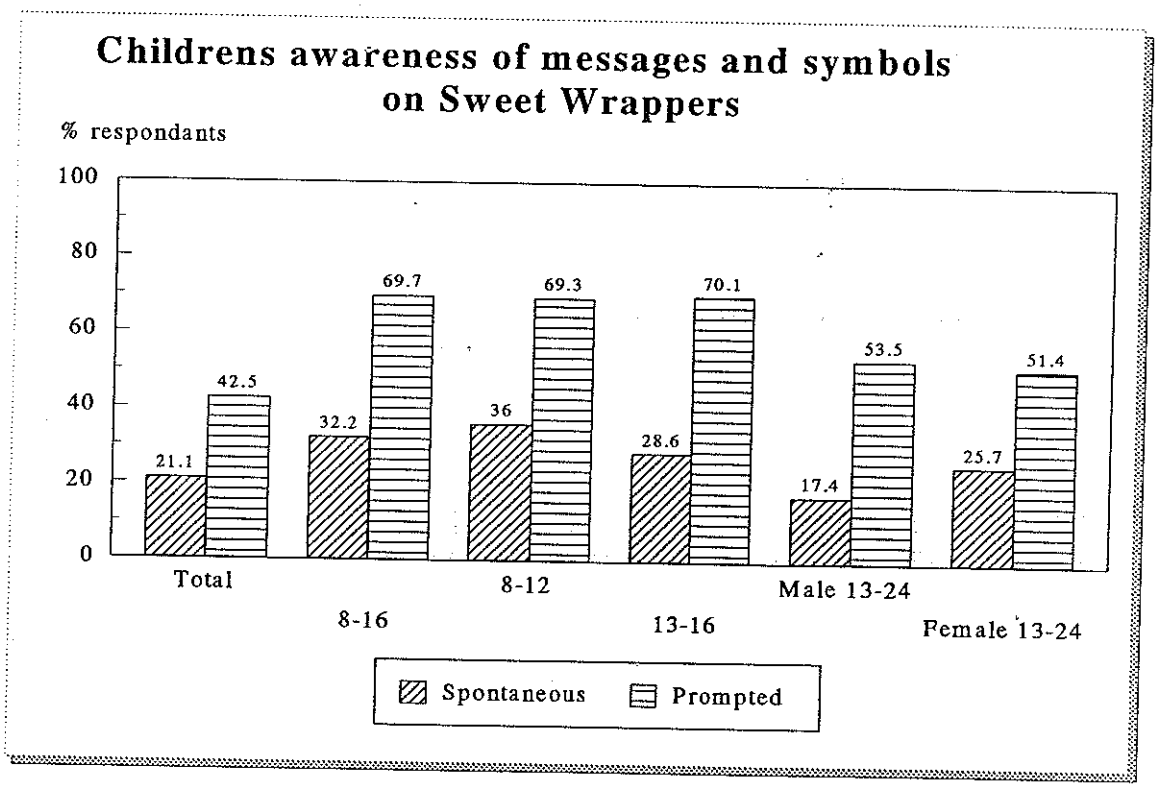
This question gives us a measure of the levels of awareness when the consumer is prompted with the product categories. Comparing to spontaneous awareness levels from the previous chart we can see that, amongst those claiming to have seen the Tidyman before, prompting caused a significant increase in recognition. Although the levels of association are still disappointingly low, only drinks and crisp bags obtained over 50% of the sample claiming to have seen litter messages on these products.

	Spontaneous Awareness %	Prompted Awareness %	% increase
Sweet wrappers	22.3	45.1	102
Crisp bags	32.1	56.3	75
Fast food packs e.g. burger boxes	10.2	32.3	216
Prepared sandwich boxes	2.3	10.5	356
Drink cans, cartons & bottles	34.2	62.8	83
Chewing gum wrappers	8.6	26.3	205
Yoghurt pots	1.4	7.4	428
Cigarette Packs	1.6	6.7	318
Ice cream wrappers	2.6	15.1	480
Other	16.3	n/a	n/a
Not noticed on any products	31.2	n/a	n/a

Some of the products listed have a strong bias towards a particular age group and it is therefore useful to look at the demographic makeup of those claiming to have seen a message or symbol on one of these packs. We have selected confectionery, crisps and drinks for further evaluation, although the data is available for all product categories and is contained in the raw data prints in appendix III at the back of this document.

I) SWEET WRAPPERS

Just 21.1 % of the total sample spontaneously recalled seeing litter messages on confectionery, this virtually doubled when they were prompted.



Since confectionery purchasing is biased to younger people with 16 - 24 year olds being heavy consumers one would expect to see higher levels of recognition yet, although higher than for the total sample, the 13-24 group showed very little recognition of messages on packs, although the females had a higher spontaneous

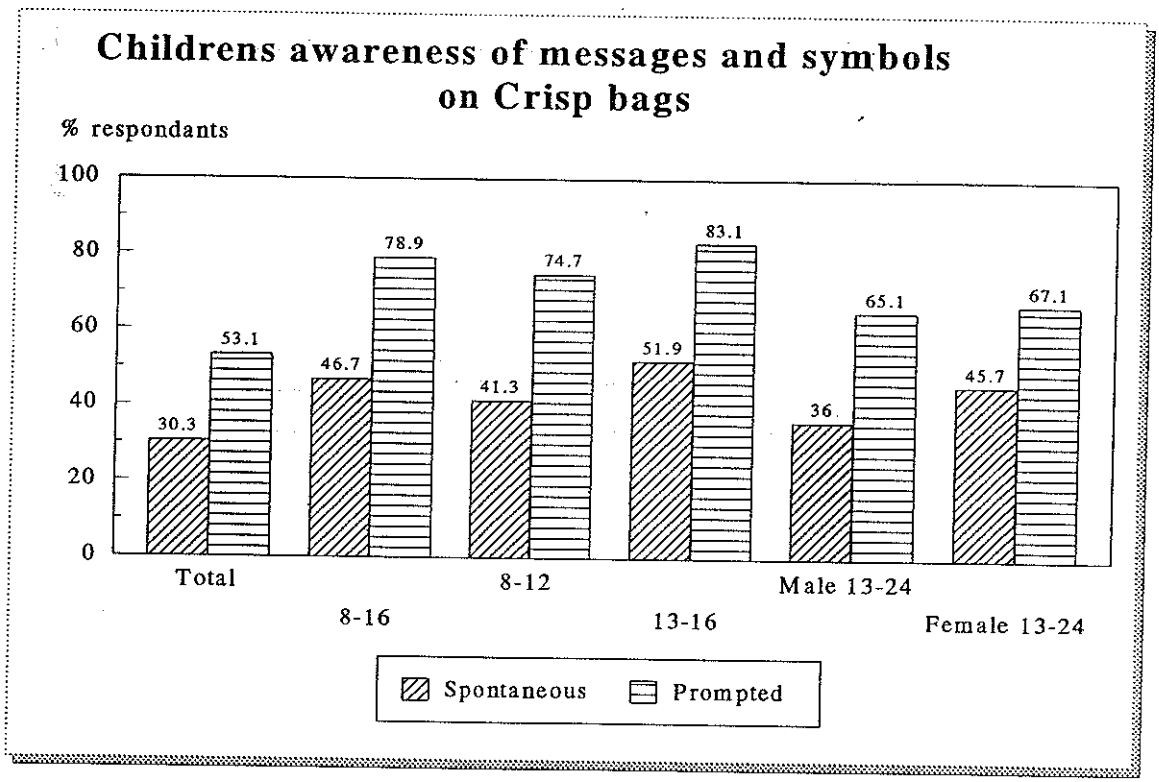
recall and the recognition grew to a greater extent when prompted.

Disappointingly though, prompted recall only rose to just over half for both males and females in this age category.

In terms of spontaneous awareness it was the younger (8-12yr old) children who had the greatest association of messages with confectionery although they were overtaken by the 13 - 16 yr. olds after prompting.

II) CRISP BAGS

There is higher recall of litter messages on crisp bags in general at 30.3% although this only increased by 22.5% pts when prompted. With crisps the 13-24 age group had higher recall than the total market although this did not grow as much on prompting.

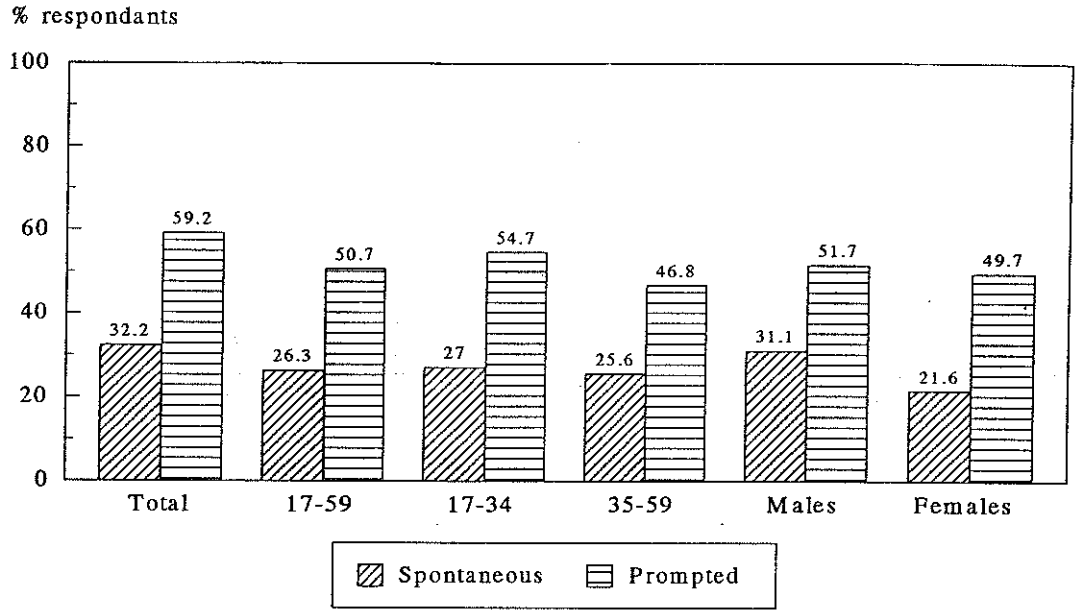


The 8-12 group who had the highest level of recall for confectionery were behind the 13 - 16 yr. olds for crisps. Overall levels were about 30% higher than for Sweet wrappers with prompted recall ranging from the high 60's to the low 80's. There is more room on a crisp bag to communicate litter messages and the backs of packs appear less cluttered making for a clearer communication. However since sweet wrappers are the 2nd highest littered product after cigarette ends, comprising 10% of all litter in 1993, the confectionery manufacturers are going to have to think long and hard about trying to improve this communication.

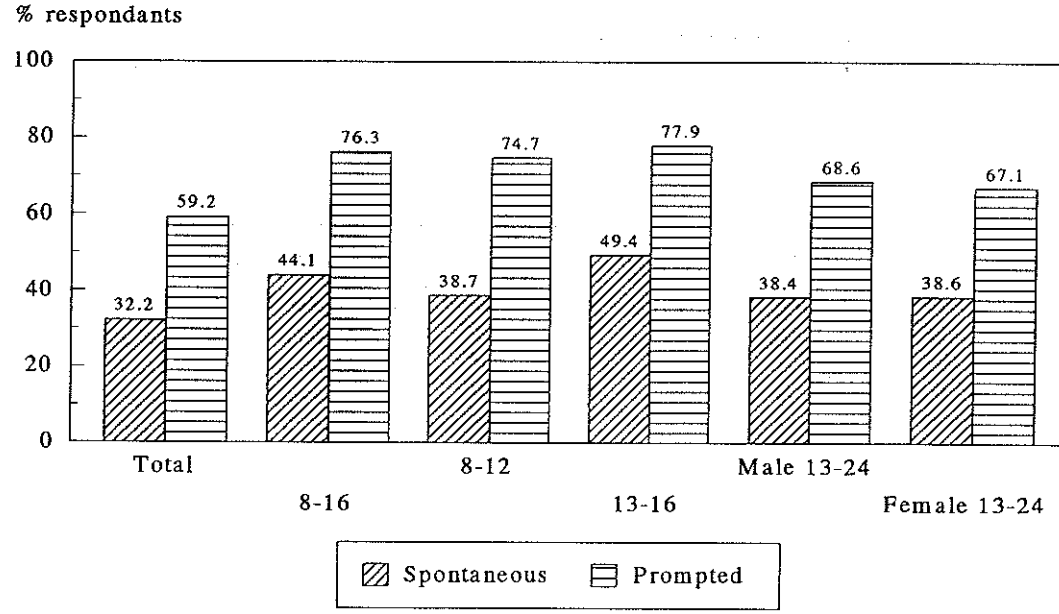
III) DRINK CANS CARTONS AND BOTTLES

Since the drinks category includes both soft and alcoholic drinks we have analysed this category in terms of both adults and children. Children's recall of these messages on drink cans was higher overall than adults, both for spontaneous and prompted recall. The recall levels were highest amongst
13 - 16 yr. olds nearly 50% of whom recalled seeing these messages spontaneously, the adult groups were only achieving this level of recall when prompted. Nearly 80% of children recalled messages on drink cans when prompted.

Adults awareness of messages and symbols on Drink cans, cartons and bottles

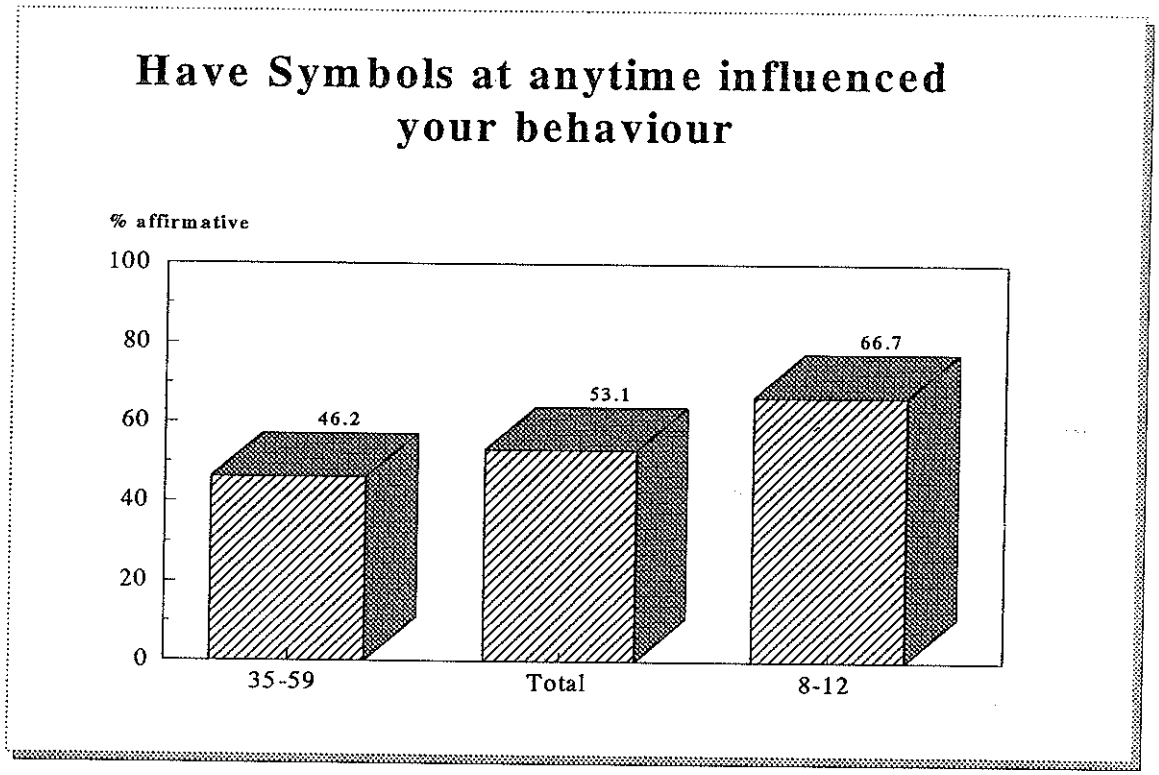


Childrens awareness of messages and symbols on Drink cans, cartons and bottles



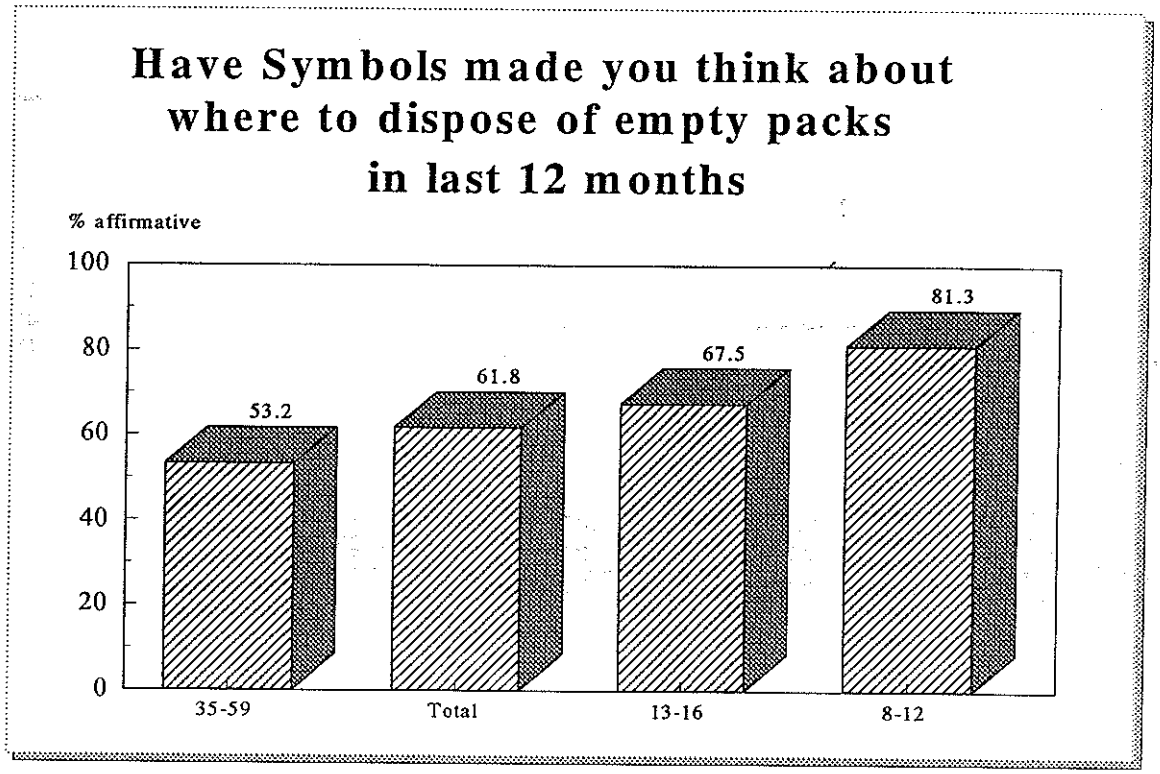
Question 6: These symbols are there to remind you to dispose of the pack in a proper place, not to just drop it anywhere. Have they at any time influenced your behaviour?

Only 53.1% of the sample stated that these symbols have ever affected their behaviour. This was highest at 66.7% for the 8-12 yr. olds and lowest in the 35-59 group.



Question 7: In the last year has seeing these symbols made you think about where to dispose of empty packs?

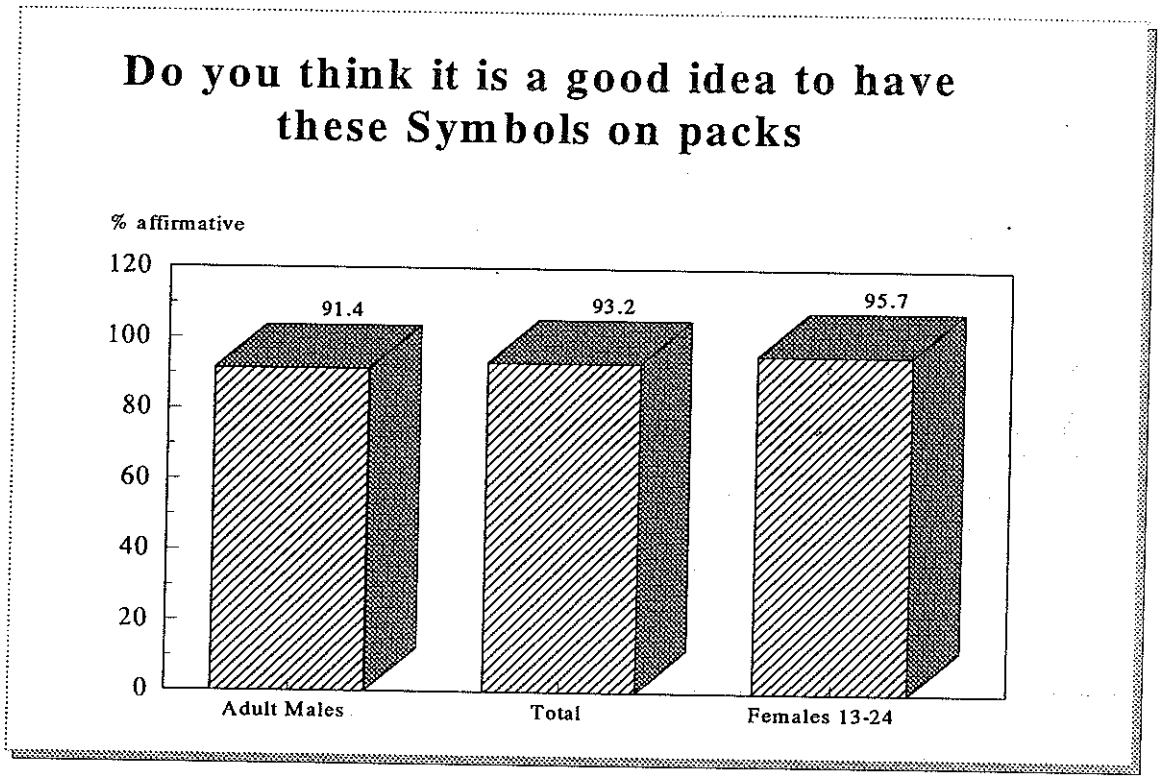
61.8 % of the total population believed these symbols had affected their behaviour in the last 12 months, again the lowest affected group were the 35-59's and the highest children 8-12. The scores were higher for all groups than for ever affected. Interestingly 67.5% of 13 - 16 year olds claimed to have been affected by these symbols in the last 12 months which is just over 6 % pts. higher than the total sample average, yet in the previous question this group was pretty much on par with the total sample at 51.9%.



The key questions remain as to how to devise a message that will have an impact on the actions of the 40% of the population claiming they are not affected by current messages and whether it is even possible to influence them.

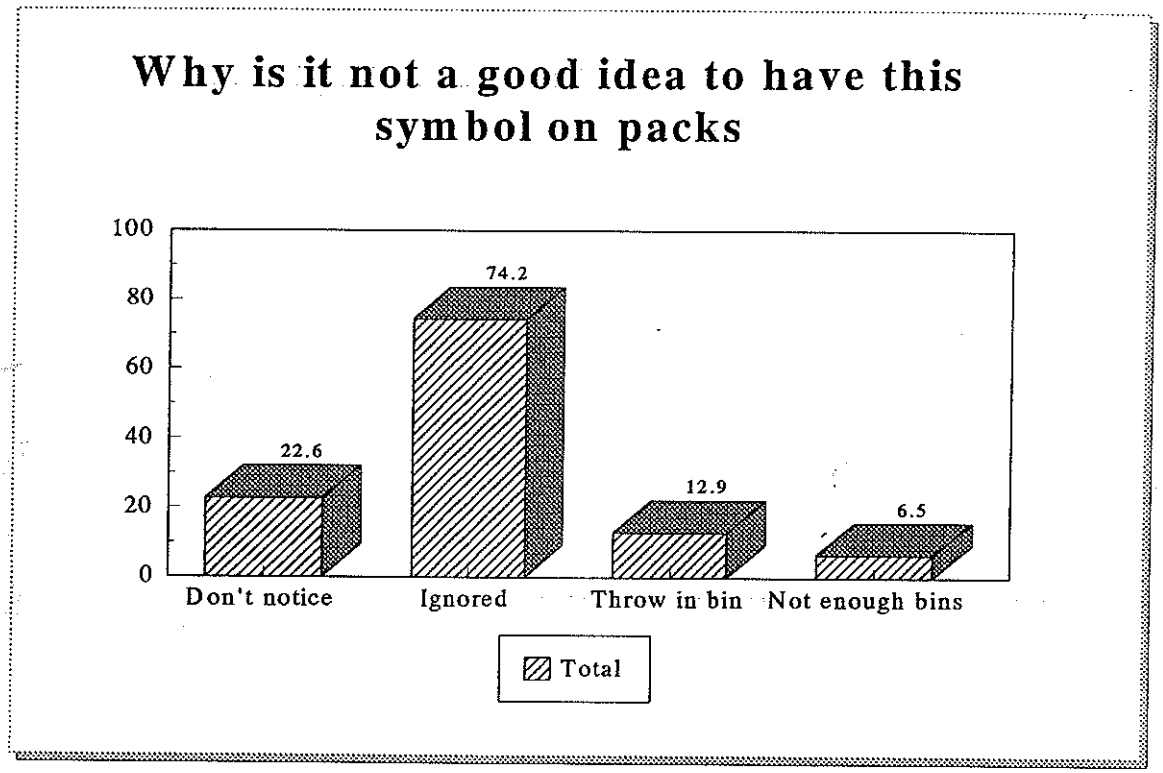
Question 8: Do you think it is a good idea to have this symbol on packs or not?

The overwhelming majority of the sample believe it is a good idea to have these symbols on packs and there is very little variance between the various subgroups. Just 4.3 % pts separate the group least in favour - adult males and those most in favour - 13 -24 yr. old females.



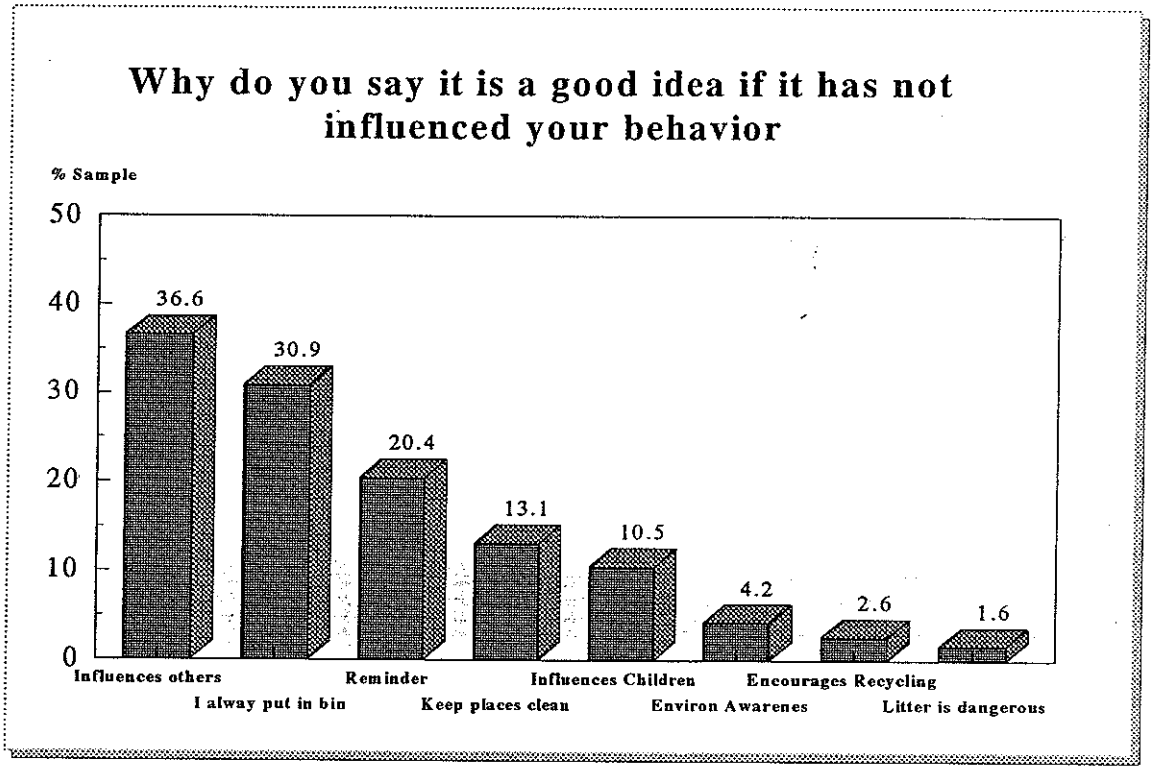
Question 9: Why is it not a good idea?

Of the few respondents who did not feel it was a good idea to put these messages on packs the overwhelming majority of people stated it was because they were ignored, with 13% stating that they always threw litter in the bin anyway.



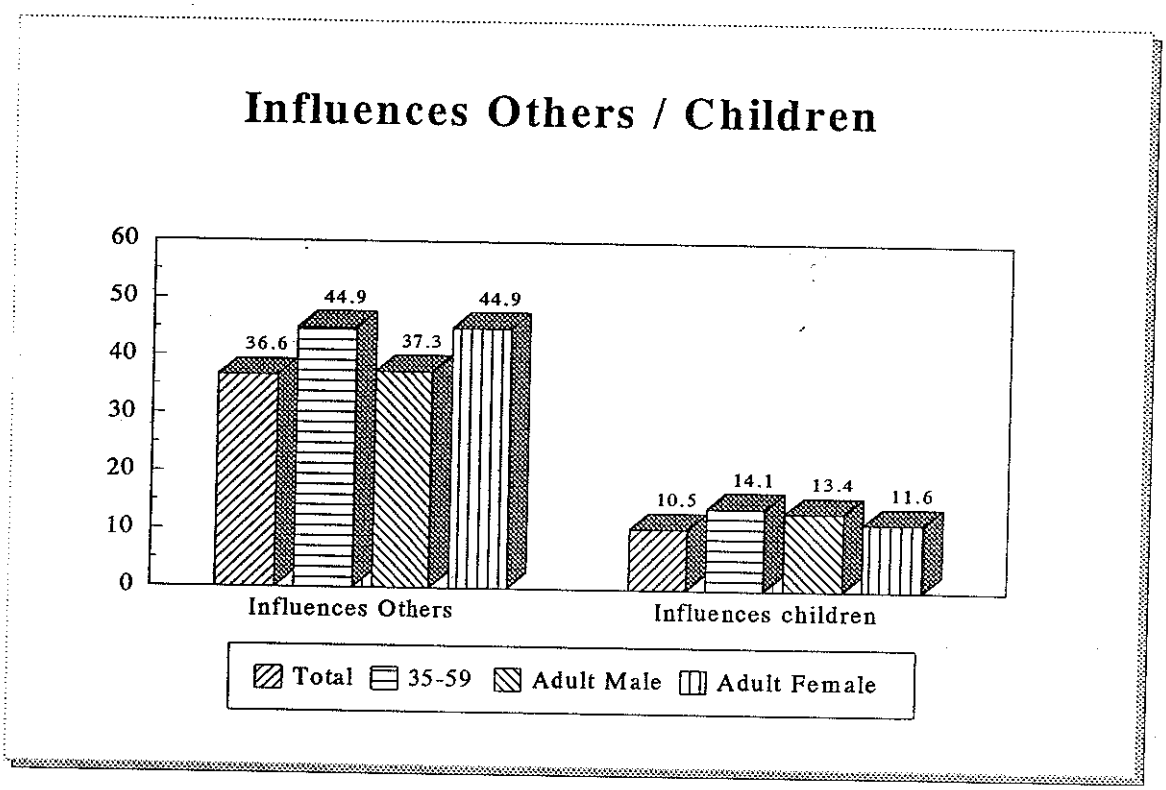
Question 10: Why do you say it is a good idea even though it has not influenced your behaviour?

Because the number of people who believe it is a good idea to have these symbols on packs outstrips the number saying their behaviour has been affected by the symbols we have a base sample here of 191 respondents. Around 1/3rd of these claim that they always put litter in the bin anyway and by implication do not believe their behaviour is as a result of litter messages. 36.6% of people believed it would influence other people and 10.5% believed it would influence children.



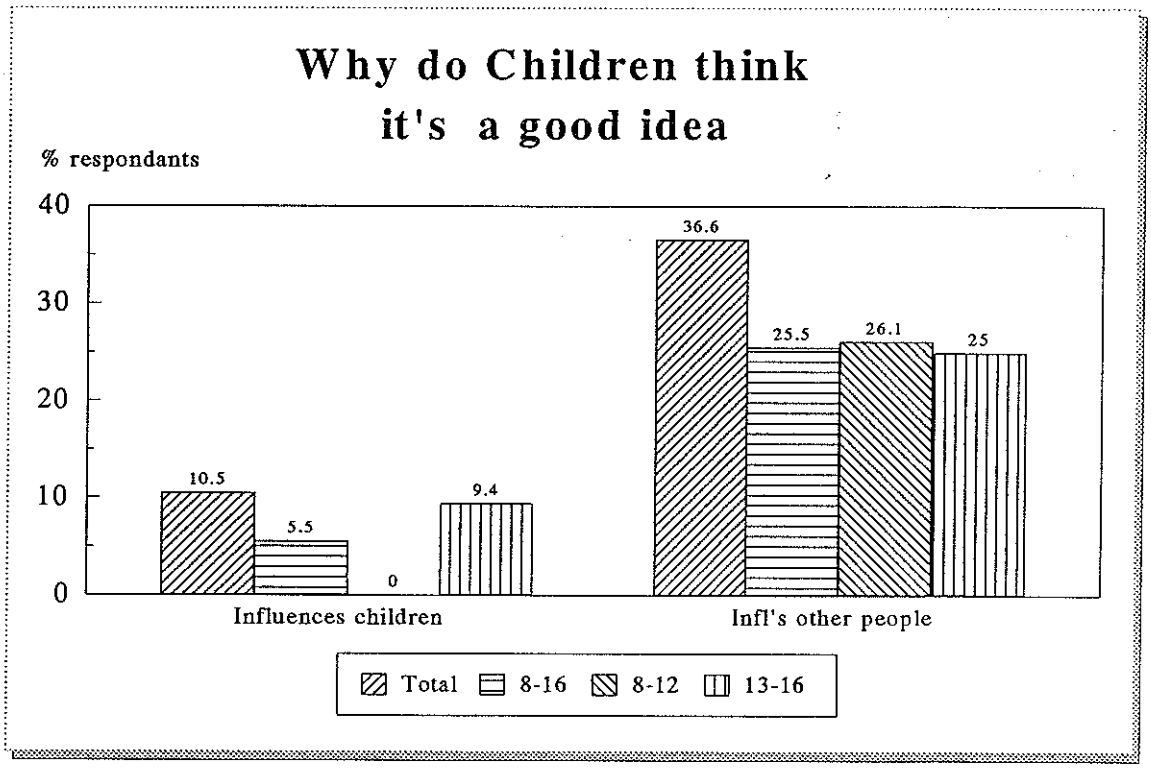
A demographic analysis of these last two reasons throws up some interesting information.

In the main it is adults particularly those age 35-59 and females who believe that these messages influence other people. These were also the 2 highest groups who claimed not to have noticed these messages on any packs and this could go some way to explaining why, in that they perhaps do see the messages but subconsciously do not register them as they do not believe they are aimed at them - and they may be right. As we shall see later these 2 groups have they highest percentage of people claiming to always take litter home or put in the bin.

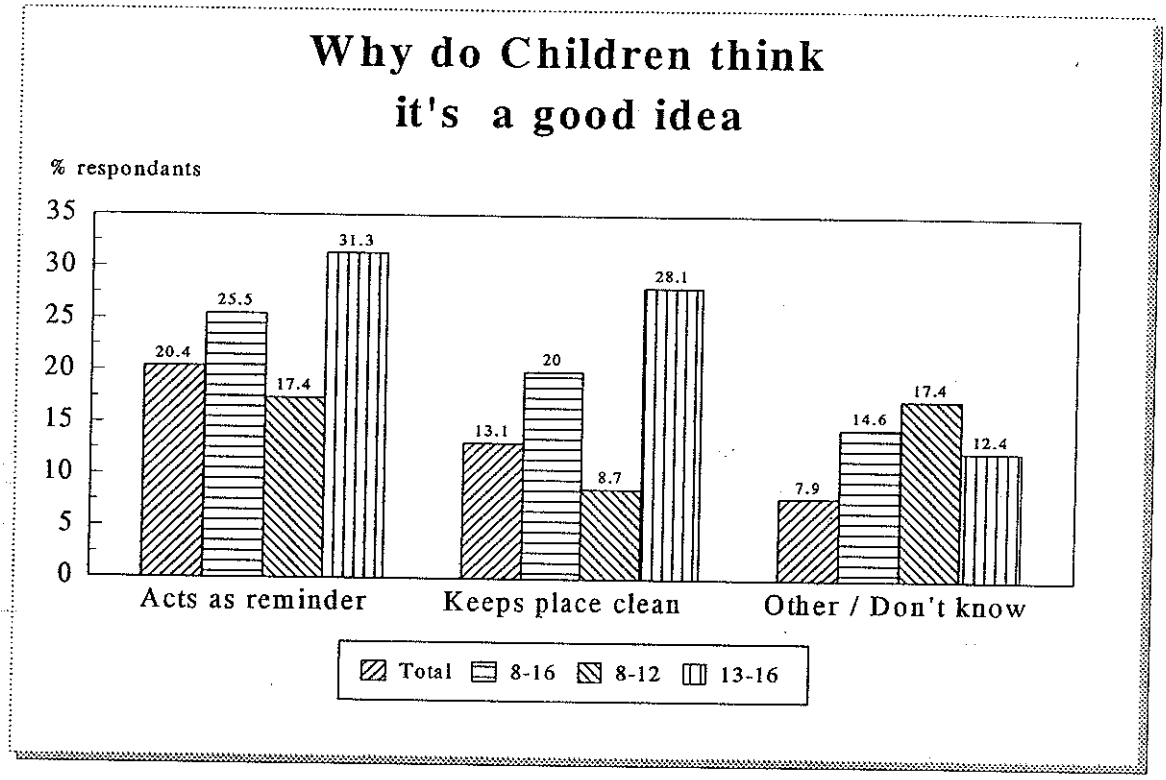


Interestingly adult females tend to be more sceptical about the influence these messages have on children, perhaps the mothers amongst them have grown cynical about the ability of anything to influence tidiness in children.

But if adults overall think these messages influence children, what do the children think - why do they think these messages are a good idea? They certainly do not think of them as influencing others or children in particular. In fact none of the 8-12 yr. olds thought that they influenced children, this could be explained by the fact that children tend to believe that their friends act as they do - the pack mentality, and adults are more open to thinking that something's not for them but may be for someone else. A slightly higher percentage of 8- 12's thought they may influence others and it may be that to them 'others' means other children, however they were still the lowest group overall in terms of the influence element.

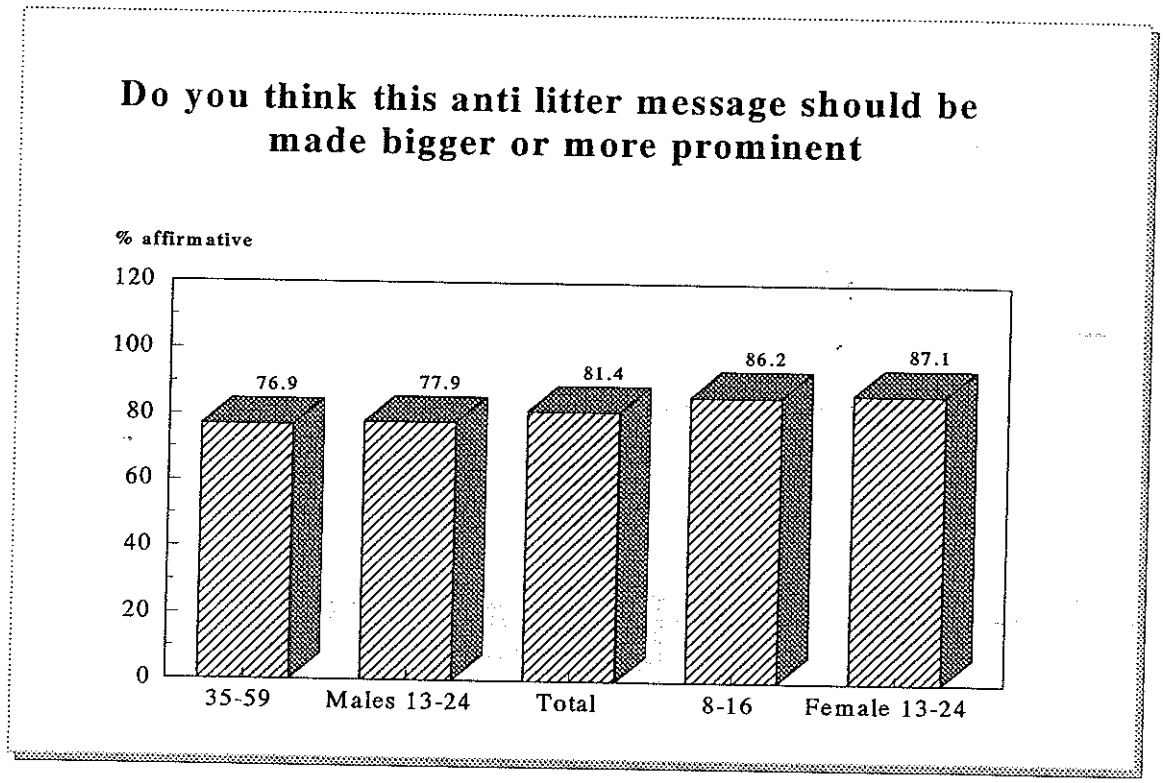


Children seem to consider the end result of people acting on the messages rather than who or how they might act upon the message. This is something that should be actively consider when devising litter messages for child orientated products.



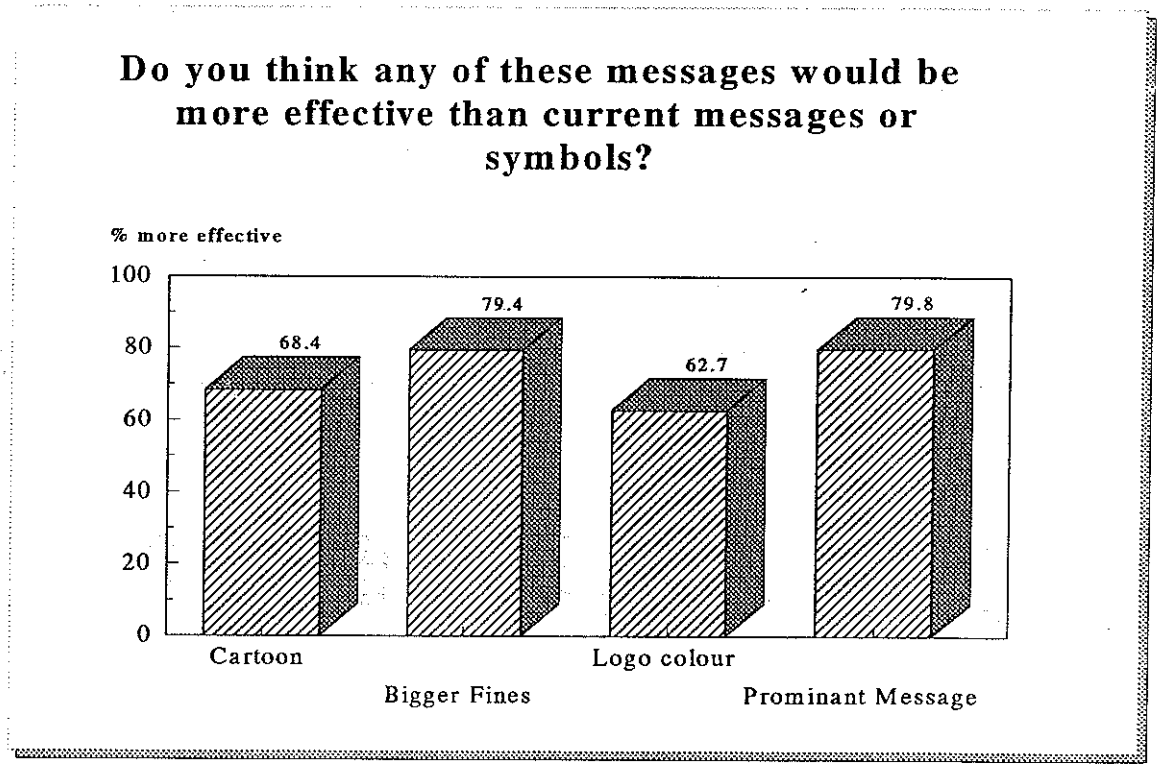
Question 11: Do you think this anti litter message should be made bigger or more prominent packs so that it is more easily noticed?

There was a very high level of affirmative responses to this question. Over 80% of the total sample thought that these messages should be bigger or more prominent. The lowest number of affirmative responses was amongst the 35-59's and highest amongst females aged 13-24. This would suggest that this is not linked to claimed levels of littering as these were the two groups who claimed to litter the least.



Question 12: I am now going to read out some ideas other people have suggested for anti - litter messages to go on packs for each one I'd like you to say whether you think it would be more effective at encouraging proper disposal of packaging than the current symbols I have shown you?

There was a general consensus that there are more effective ways of communicating anti-litter messages. Of the 4 alternatives suggested all were thought to be better by over 60% of respondents. A more prominent message came out on top, however bigger fines and greater publicity of them came a very close second.

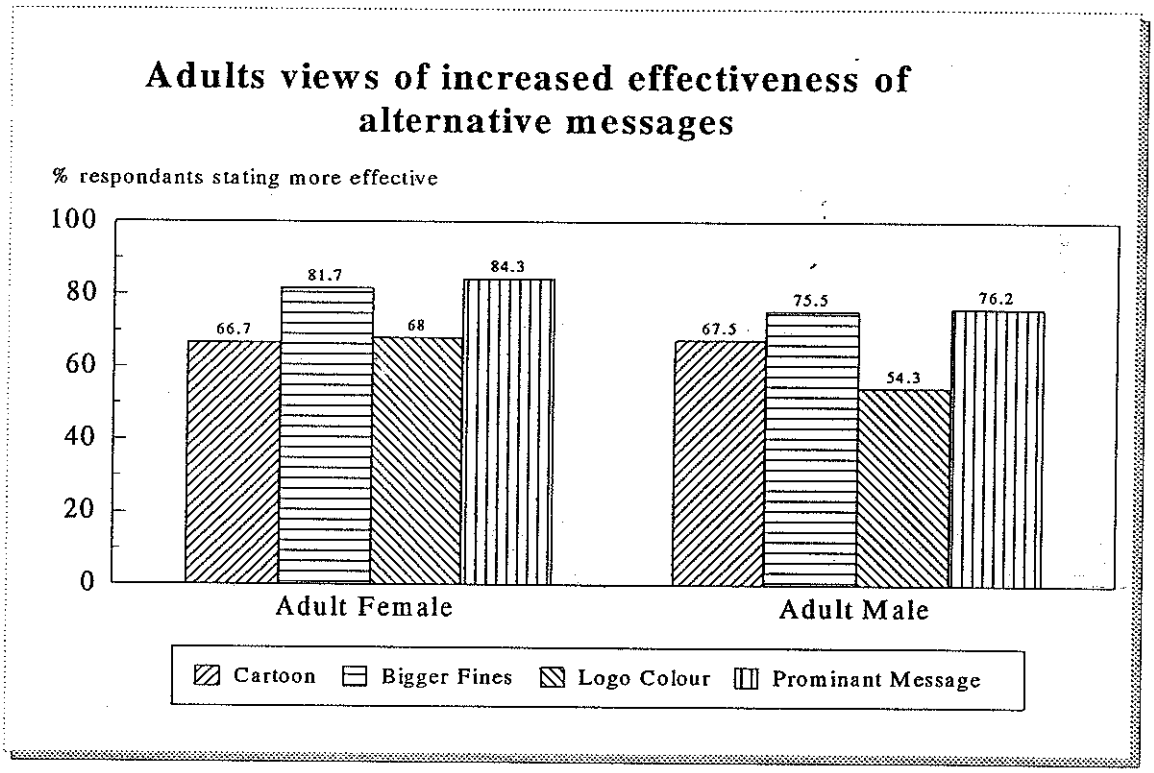


There were differences amongst the different demographic groups and it is worthwhile considering these and the potential bearing they could have on products with particular target markets.

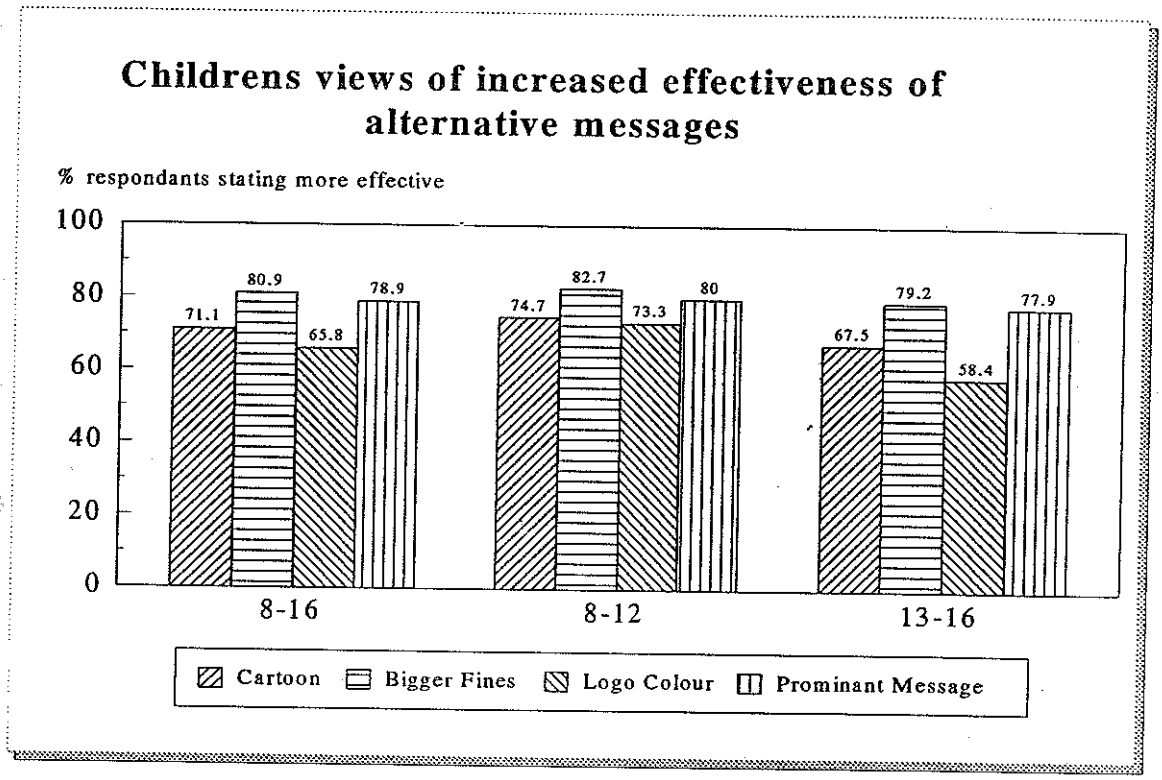
Amongst adults males and females differed slightly in their opinions the change of logo colour received the lowest percentage for more effective communication amongst males whilst cartoons did amongst women.

Both groups gave the highest percentage to a more prominent message, albeit marginally particularly amongst males. Women however felt more strongly about their preferred route 84.3 % of them thought it would be more effective compared to 76.2 % of males.

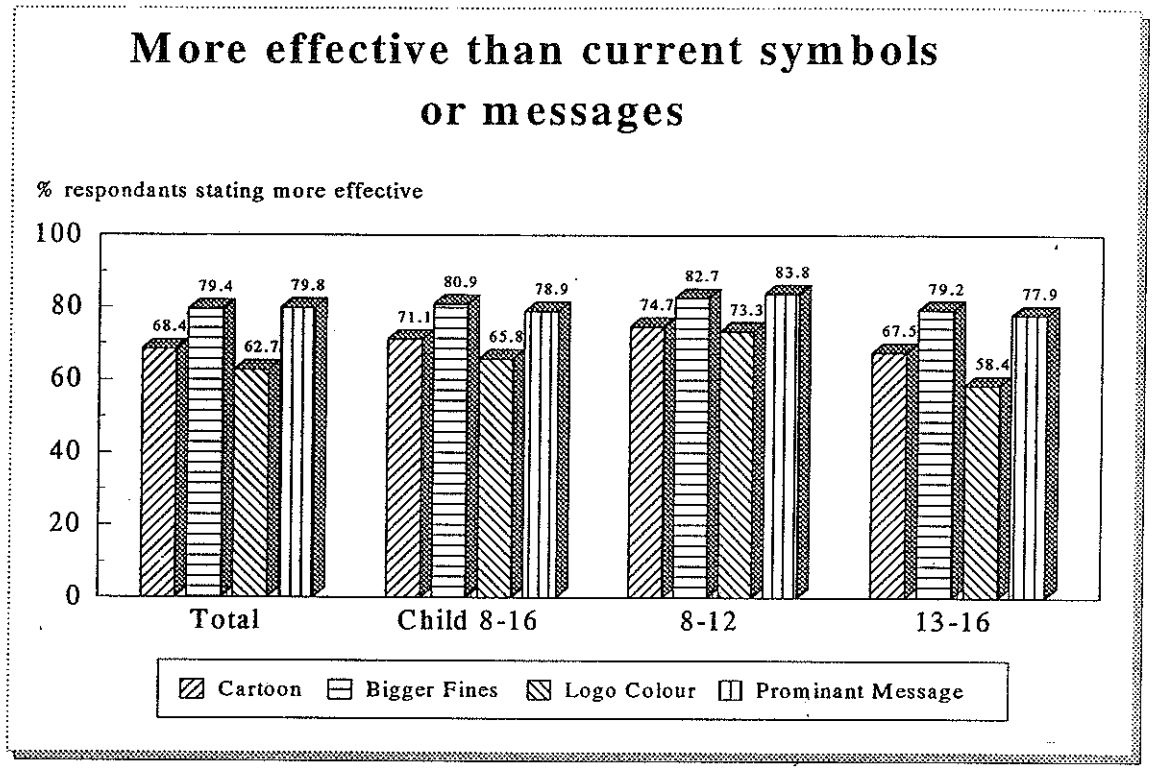
Both males and females also agreed about cartoons / TV personalities c67% of both groups seeing it as a more effective communication.

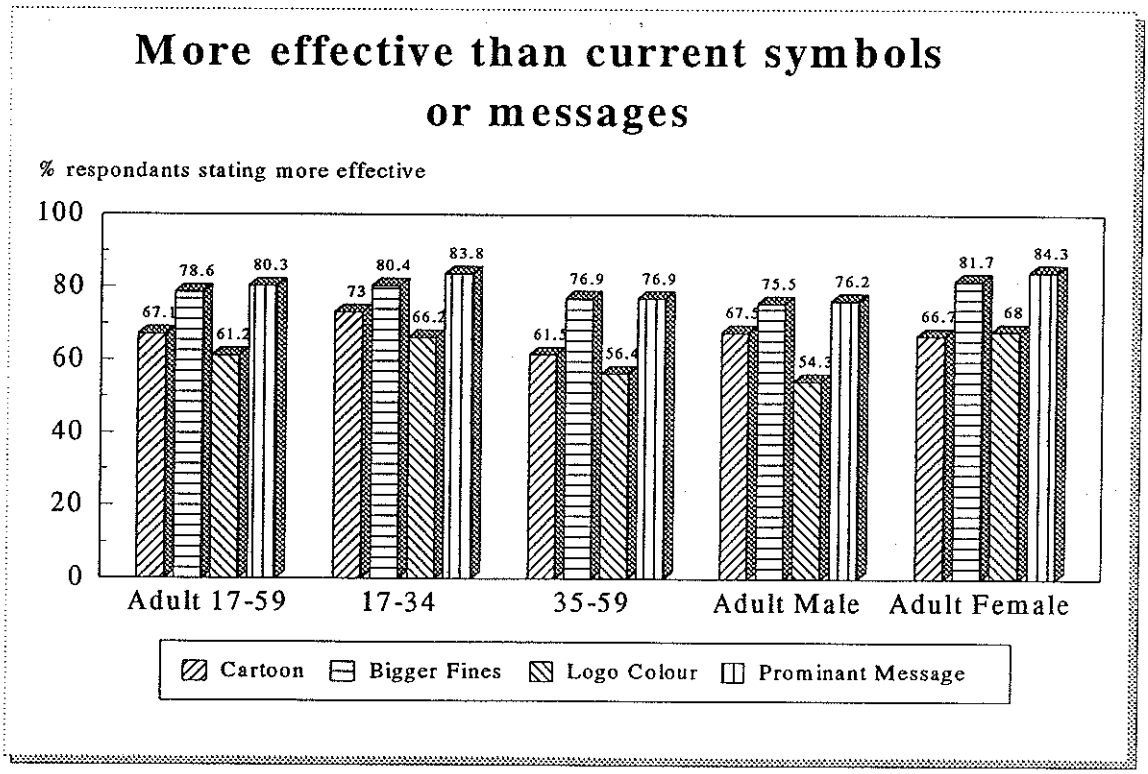


Children's views varied slightly with age although overall a higher percentage of them saw all the alternatives as more effective than the adults. The highest percentage of respondents thought bigger fines would be more effective amongst both 8-12's and 13-16's, and the lowest percentage was received by changing the logo colour from both groups but particularly the 13-16's. As might be expected the younger children were more positive to the idea of using cartoons or a T.V. celebrity than the older children.



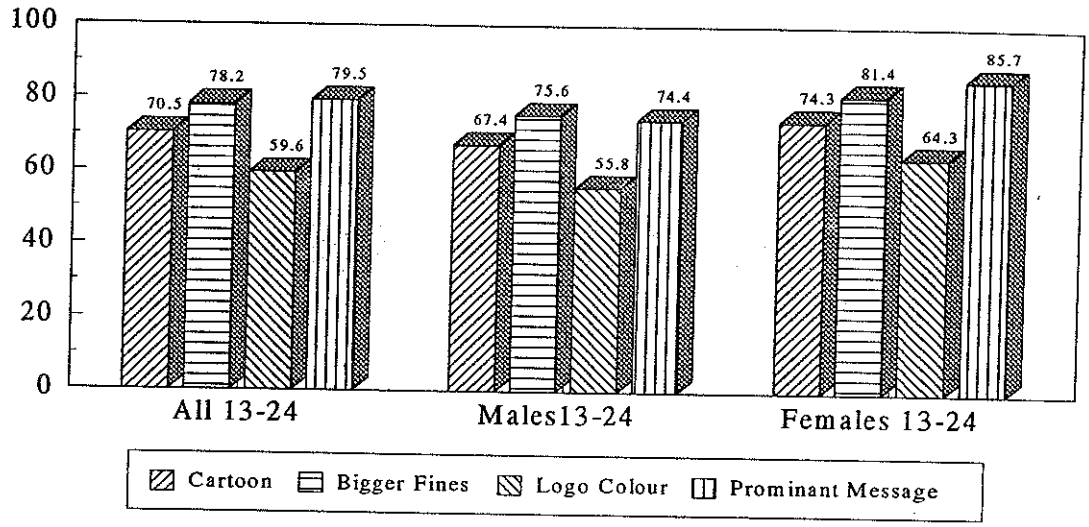
The following charts identify what percentage of each demographic group thought each alternative message to be more effective.





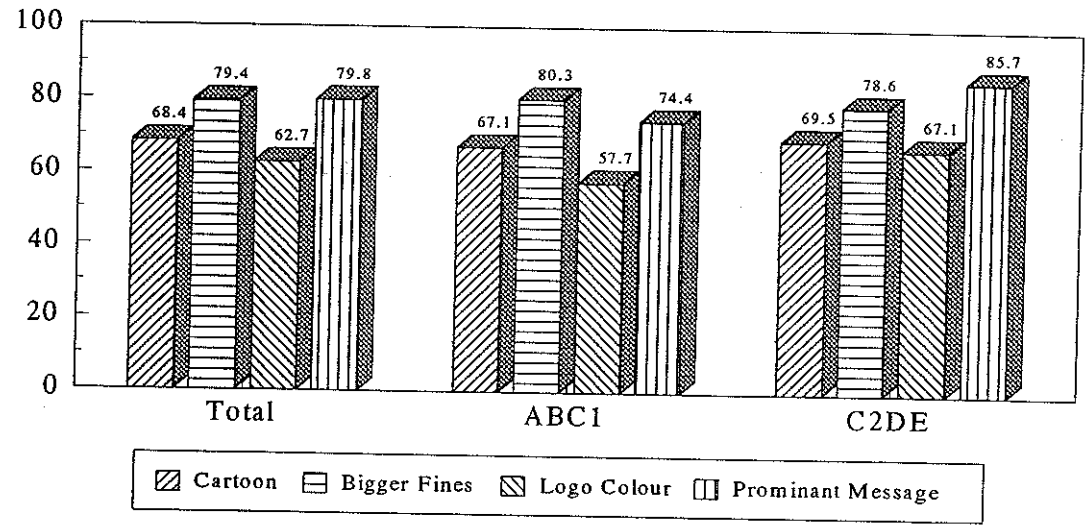
More effective than current symbols or messages

% respondants stating more effective



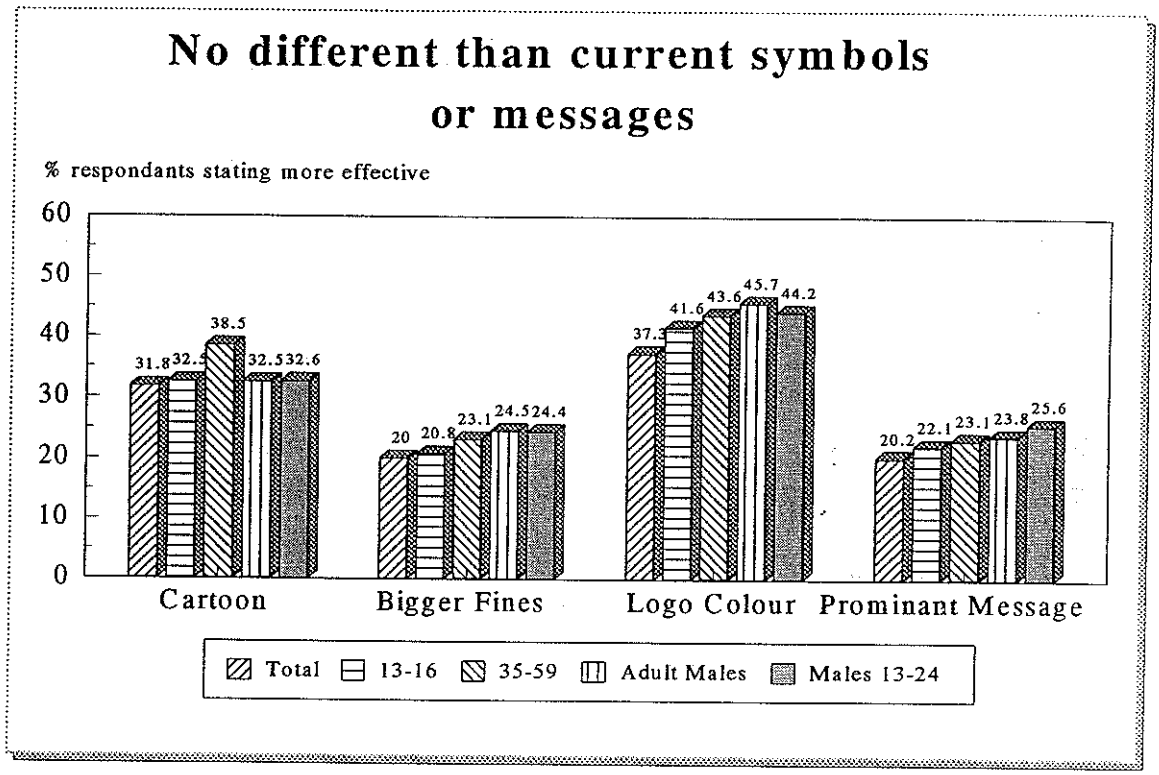
More effective than current symbols or messages

% respondants stating more effective

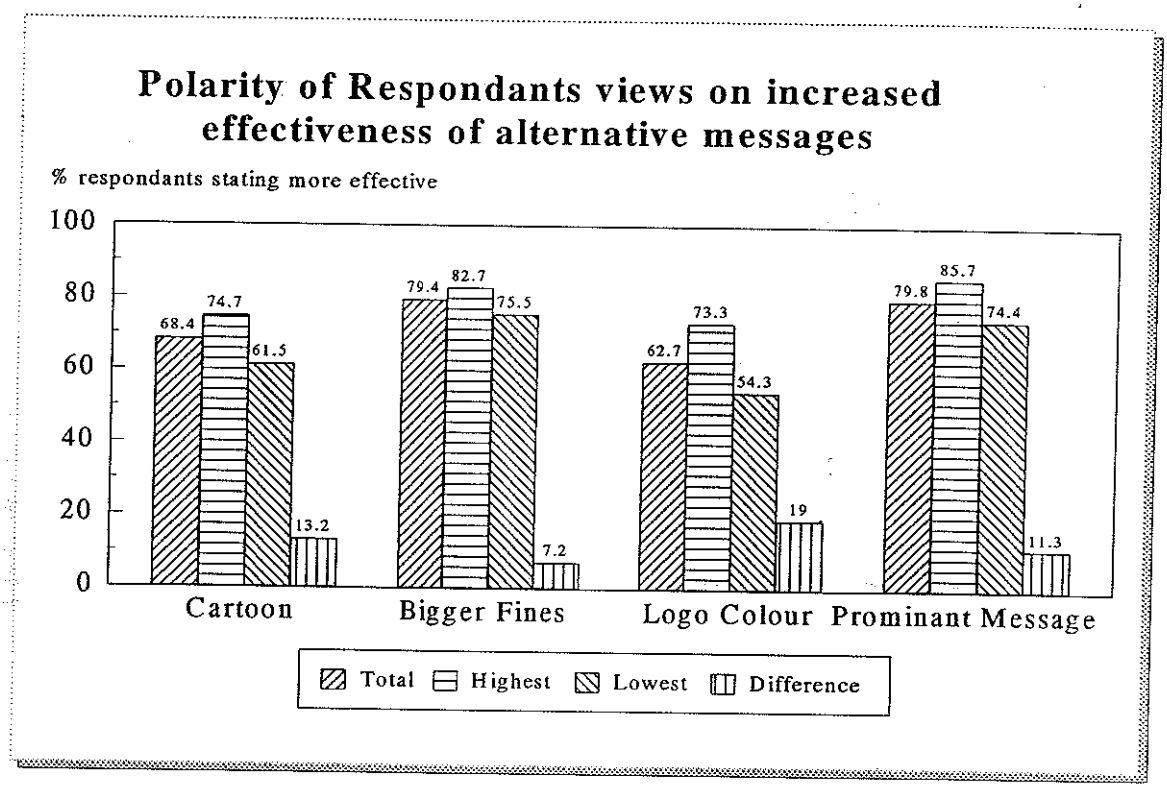


The highest levels of those stating for each of the options that they would make no difference was generally from the males particularly those aged between 13-24 and all adults males. 13-16 yr. olds and 35-59 yr. olds also gave higher than average 'no difference' scores.

The highest no difference scores were received by change of logo colour and cartoon / TV personality.

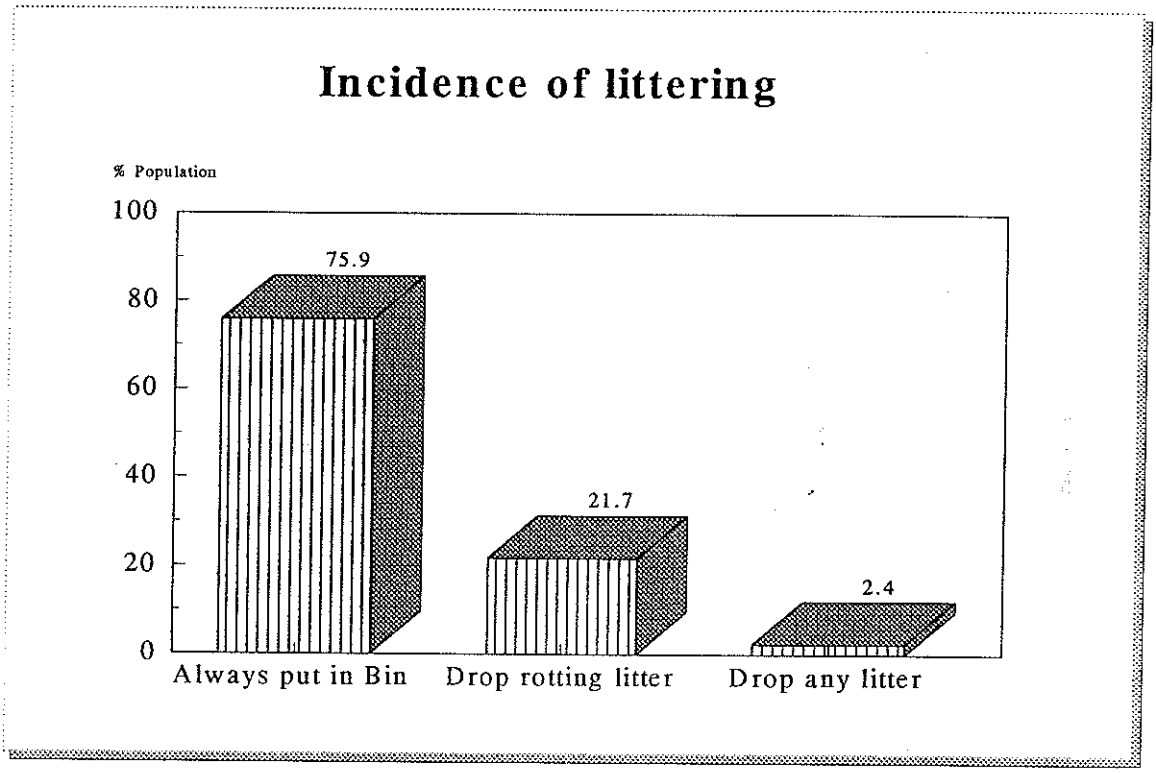


Finally if one is going to set about establishing a new message to be used across all product groups it is worth looking at the polarity of opinions between the effectiveness of these alternative messages. We can see that the most polarising option was changing the colour of the logo, with a 19 % point difference between the highest and lowest scoring group. The least polarising was the use and greater communication of bigger fines.



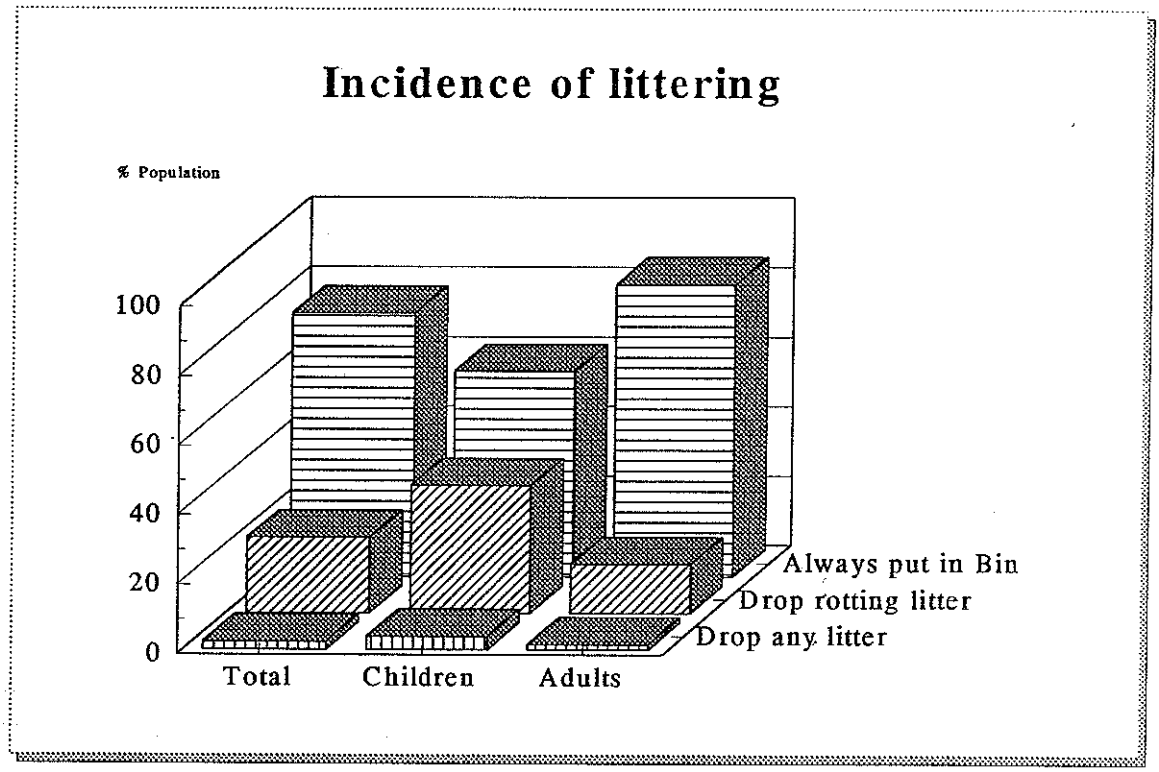
Question 13: In Great Britain it is estimated that 40% of people drop litter at least once a year. Which of these phrases best describes your own behaviour?

Nearly 76% of the respondents claimed they always put litter in a bin or took it home. With a further 22% claiming they only dropped rubbish which would rot or not harm the environment



We were always aware that there would be a degree of overclaiming to this question however it is reasonable to assume that the level of overclaiming is consistent across the demographic groups, certainly amongst adults.

Children admitted to the highest levels of littering with only 59% of them stating that they always put litter in the bin or took home. 36.8 % of them also categorised themselves as in the 'drop litter that would rot or not harm the environment' descriptor compared to 21.7% of the total sample.

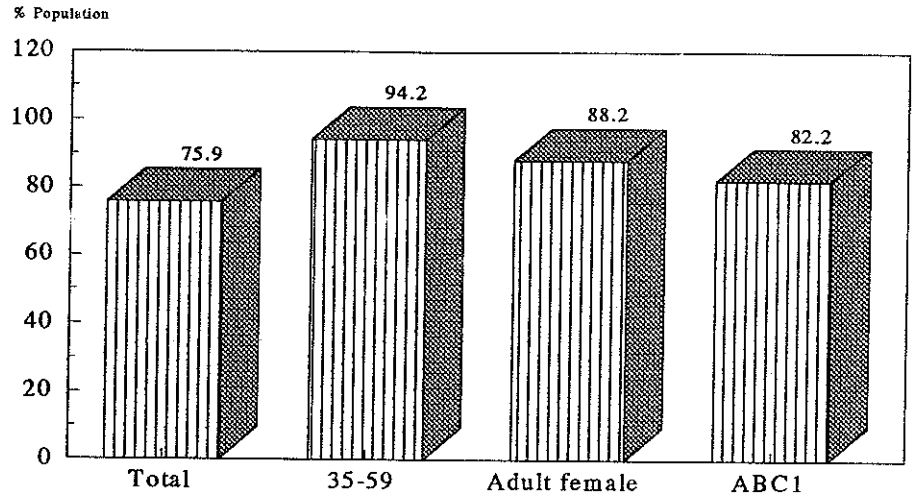


The highest levels of claimed non-litterers were the 35-59 yr. olds at 94.2%, ABC1's at 82.2% and adult females at 82.2%.

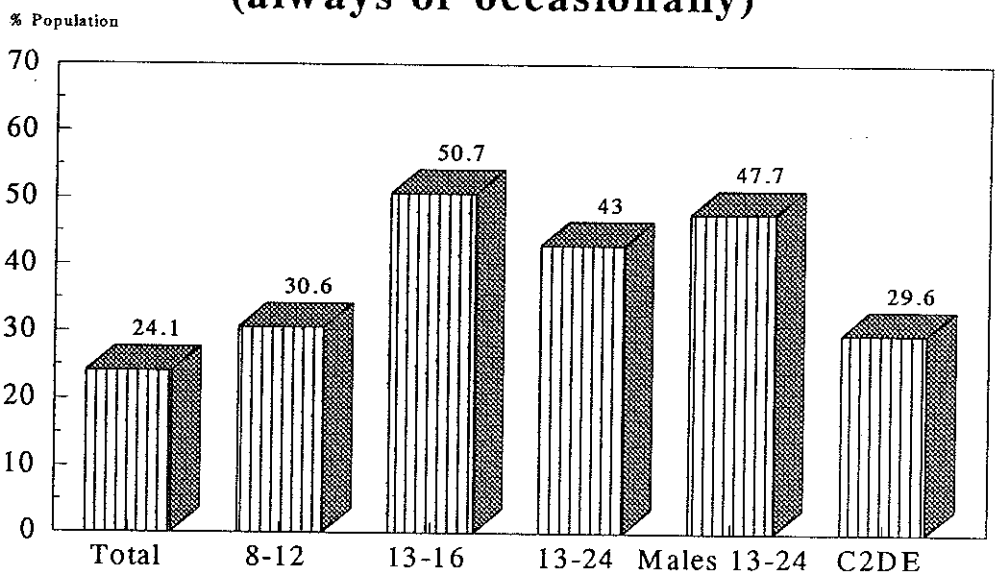
Those most likely to litter, either always or occasionally, were children, particularly 13-16 yr. olds, all 13 - 24 yr. olds, but particularly males and C2DE's. Since the analysis only broke down the male/female split for 13 - 24 yr. olds and males came out significantly worse it is reasonable to assume that the 13-16 yr. old litterers are also more heavily biased to males.

This would support the Tidy Britain Group's findings that 16-24 yr. old males are the worst litterers.

Always put litter in the bin or take home

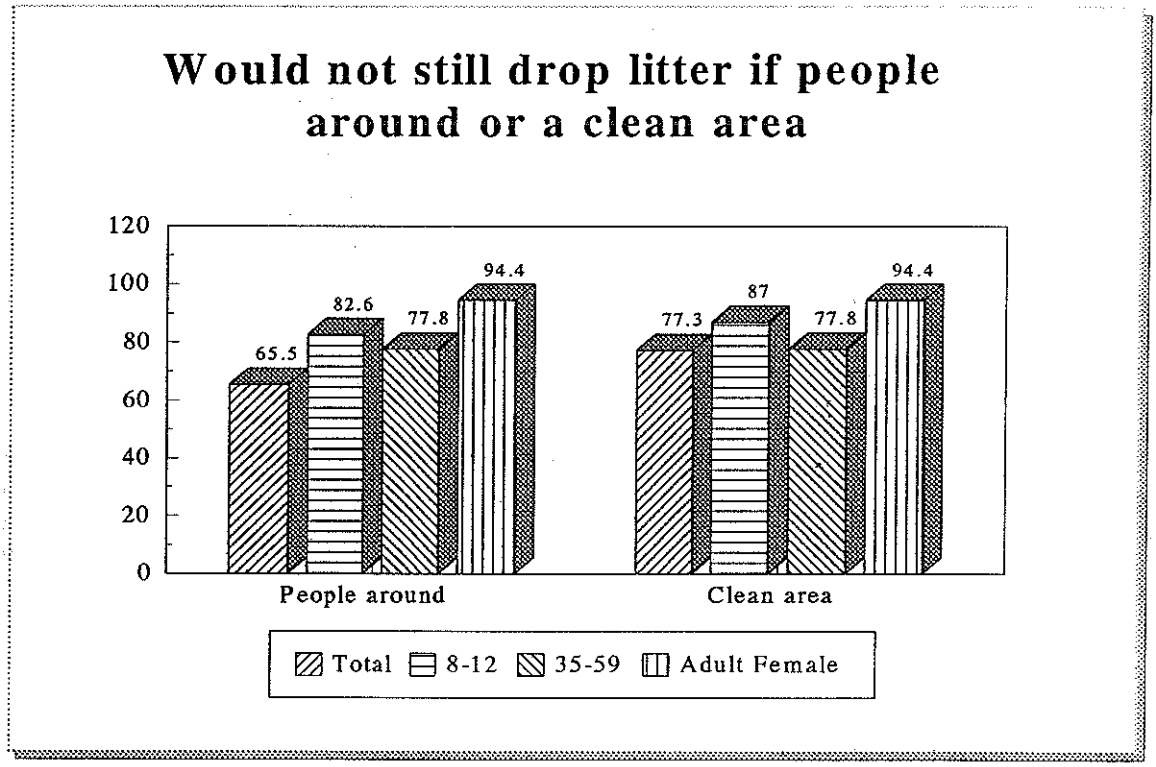


Drop litter in the street (always or occasionally)



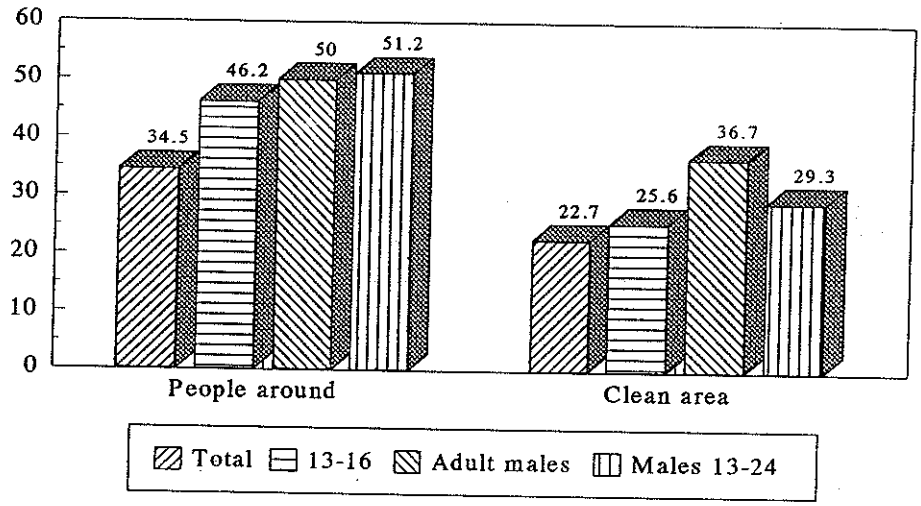
Question 14/15: Would you still drop litter even if there were lots of people around you / in area where all litter had been removed?

Both factors would have an impact on the majority of litterers, with a clean area being a stronger deterrent than people being around. Those people who were most likely to be deterred were 8-12 yr. olds, 35-59 yr. olds and adult females.



Those least likely to be deterred were 13-16 year olds, males aged 13-24 and adult males. Those who are most likely to litter are also those who are least affected by the environment they are in.

Would still drop litter if people around or a clean area



Conclusions

Anti-litter messages on packs are thought to be a good idea by the majority of people both because they act as a reminder to themselves and because they may influence other people.

There are however, strong indications from the research that the current Tidyman logo is becoming tired. Whilst what it is there to communicate is well understood people's awareness of it in general, and on specific products, is lower than might have been hoped.

There was widespread agreement that other alternative methods might do the job more effectively and there was strong feeling that greater prominence be given to litter messages.

One area for further consideration is whether these messages would work better if they were more 'impact' orientated, for example:

- Littering harms the environment
- It could cost you £50 if you throw this in the street

Particularly concerning is the high level of littering by children despite the fact that they were the group that noticed messages on packs the most. It may be that a change of type of message is most required on products aimed at this age group.

The influence of other people being around and clean areas are significant, particularly a clean area. The efforts currently being made to keep areas free of litter is key to the decline of litter.

Some food for thought

Below is a list of possible ways that the communication of the 'Don't drop litter' message could be improved. They are intended as ideas only and may prove useful in developing some stimuli for further research which Incpen or individual manufacturers may undertake in the future.

1. Have a rolling schedule whereby each manufacturer across a broad range of products gives over 25-30% of their pack for a large anti-litter message. This could be done across whatever was the most economical production run and would mean that at least one product would be communicating the message very strongly for the whole of the year.

2. Products aimed at young children could run a competition to design a new anti-littering message to go onto packs or a point of sale communication. This could be extended out to enrol the co-operation of schools and major retailers.

3. Confectionery manufacturers could consider the possibility of using the ends of packs to communicate the anti-littering message more prominently and drink manufacturers could consider printing the tops of cans.

4. Large packs such as Multipacks and PET bottles, where there is plenty of space could incorporate large symbols and messages quite easily - why don't they?

Appendix I

ANSWERS
16 MOLYNEUX ST
LONDON W1H 5HU
TEL:071-723-5945

JN: 4303

Respondent:

Respondent name: .....

Address: .....

.....

Post Code:- .....

Tel:- .....

Occupation of CWE:-
(WRITE IN AND CODE)

.....

Interviewer name: .....

Date: .....

I certify that I have conducted this interview strictly according to instructions.

Signed: .....

Q1. Age

8-12 1
13-16 2
17-24 3
25-34 4
35-44 5
45-54 6
55-59 7

Class

ABC1 1
C2DE 2

Sex

Male 1
Female 2

Area

North 1
Midlands .. 2
South 3

Q2. Good morning/afternoon. We are carrying out a survey on what the public thinks about social, environmental or green messages or symbols displayed on packs. What kinds of social, environmental or green messages or symbols have you noticed on food, drink and tobacco packaging? Any others?

Please recycle/recyclable 1
Re-usable 2
Biodegradable 3
Made from recycled materials 4
Chlorine free 5
Unbleached paper 6
Environmentally responsible 7
Keep Britain Tidy/Tidyman 8
Other litter messages WRITE IN 9

.....

Ozone friendly 10
Contains no CFC's 11
Dolphin friendly 12
Not tested on animals 13
Other WRITE IN 14

.....

None/D.K./C.R. 15

Q3. Which of these messages or symbols have you seen before? SHOW CARD A Any others?

Tidyman logo - A	1
- B	2
- C	3
- D	4
- E	5
None seen before	6

Q4. What are these messages trying to tell you? PROMPT FULLY:- What else?

.....

.....

.....

Q5a. (MULTI-ANSWER) On which products have you yourself noticed any of these types of messages or symbols? DO NOT PROMPT WITH PRODUCTS - ASK:- Any others?

Q5b. And have you noticed any of these messages or symbols on any of the following products. READ OUT ALL PRODUCTS NOT MENTIONED AT Q5a

	Q5a. NOTICED ON:-	Q5b. YES NOTICED	Q5b. NOT NOTICED	Q5b. D.K.
Sweet wrappers	1	1	2	3
Crisp bags	2	1	2	3
Fast food packs, such as burger box	3	1	2	3
Prepared sandwich boxes	4	1	2	3
Drink cans, cartons and bottles	5	1	2	3
Chewing gum wrappers	6	1	2	3
Yoghurt pots	7	1	2	3
Cigarette packs	8	1	2	3
Ice cream wrappers	9	1	2	3
Others WRITE IN	10			
..... Others WRITE IN	11			
..... Others WRITE IN	12			
..... Not noticed on any products	13			

Q6. SHOW CARD A AND KEEP ON VIEW These symbols are there to remind you to dispose of the pack in a proper place, not to just drop it anywhere. Have they at anytime influenced your behaviour?

Yes 1
No 2

Q7. In the last year has seeing these symbols made you think about where to dispose of empty packs?

Yes 1
No 2

Q8. Do you think it is a good idea to have this symbol on packs or not?

Yes ..... 1 - Q10
No ..... 2 - Q9

Q9. IF NOT A GOOD IDEA (CODE 2 AT Q8) ASK:- OTHERS GO TO Q10
Why not? PROBE FULLY:- What else?

.....

.....

.....

Q10. IF CODED 2 AT Q6 AND CODED 1 AT Q8) ASK:- OTHERS GO TO Q11.
Why do you say it is a good idea even though it has not influenced your behaviour? PROBE FULLY:- What else?

.....

.....

.....

Q11. ASK ALL:- Do you believe that this anti-litter symbol should be made bigger or more prominent on packs so that it is more easily noticed?

Yes, should be made bigger 1
No, stay the same as it is 2

Q12. I am going to read out some ideas that other people have suggested for anti litter messages to go on packs. For each one I'd like you to say whether you think it would be more effective at encouraging proper disposal of packaging than the current symbols I have shown you? READ OUT EACH ONE AND CIRCLE AS APPROPRIATE - i.e. EITHER 'MORE EFFECTIVE' OR 'MAKE NO DIFFERENCE' FOR EACH IDEA

	MORE EFFECTIVE	MAKE NO DIFFERENCE
Use a popular character to communicate the message rather than the Tidyman, such as a well-known cartoon character or a TV celebrity	1	1
Introduce bigger fines for dropping litter and tell people about the fines on the pack	2	2
Put the logo in a different colour and/or change the colour regularly	3	3
Put the message on the front of the pack or wrapper or in a more prominent position	4	4

Q13. In Great Britain it is estimated that 40% of people drop litter at least once a year. Which one of these phrases on this card best describes your own behaviour? Please read out the letter (A,B,or C) that best corresponds with your own behaviour. SHOW CARD B

A - I always put all waste in the litter bin and if there isn't one available I keep it until I pass one or get home 1

B - I put some things into litter bins, but I do throw things in the street or kerb that will rot or won't damage the environment 2

C - I don't really worry about dropping litter because it either rots away or the local authority clears it up 3

Q14a IF ANSWERED B OR C AT Q13 ASK: OTHERS THANK AND CLOSE
Would you still drop litter even if there were lots of people around you?

Yes 1
No 2

Q14b IF ANSWERED B OR C AT Q13 ASK: OTHERS THANK AND CLOSE
Would you still drop litter in a clean area where all litter had been removed?

Yes 1
No 2

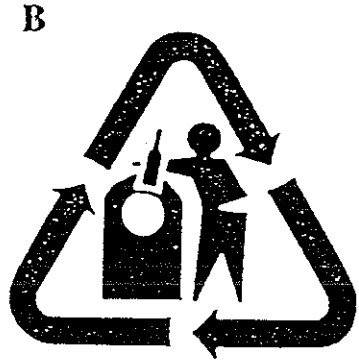
CLOSE AND THANK RESPONDENT - MAKE SURE FRONT PAGE COMPLETED

Appendix II

CARD A

A

B



C

D

E

Appendix III

Help Interpreting the Raw Data

- To enable cross tabulations the demographic factors appear as question 1.
  1a represents the age breakdown of respondants
  1b represents the class breakdown of respondants
  1c represents the sex breakdown of respondants
  1d represents the geographic breakdown of respondants

- The questions from the questionairre are Q2 -Q14

- We have selected certain criteria by which to evaluate the data these are referred to as question 15A on the data charts. Every question has been cross tabulated with Q 15, the analysis criteria, and these are listed on the horizontal axis of each chart.

- The 'total' row identifies the number of respondants for each question that falls into the specific analysis group, for example in Q2a against Q15a there are 430 prople out of the 456 people interviewed who claim to have seen the Tidyman before. The column percentages are calculated on the total number in each group. Of that group, for example, 121 (28.1%) spontaneously mentioned the Tidyman when asked to recall social environmental or green messages.

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 1A AGAINST QUESTION 15A

Age

ANALYSIS CRITERIA

	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
8-12	75	75	0	75	0	0	0	0	0	0	0	0	29	46	74	1	64	14	52	23	21	5
	16.4%	49.3%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.6%	18.9%	17.2%	3.8%	21.0%	22.2%	15.0%	20.9%	24.1%	12.5%
13-16	77	77	0	0	77	0	0	0	0	77	43	34	30	47	77	0	54	14	38	39	29	18
	16.9%	50.7%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	49.4%	50.0%	48.6%	14.1%	19.3%	17.9%	0.0%	17.7%	22.2%	11.0%	35.5%	33.3%	45.0%
17-24	79	0	79	0	0	79	0	43	36	79	43	36	39	40	75	4	55	11	51	28	21	13
	17.3%	0.0%	26.0%	0.0%	0.0%	53.4%	0.0%	28.5%	23.5%	50.6%	50.0%	51.4%	18.3%	16.5%	17.4%	15.4%	18.0%	17.5%	14.7%	25.5%	24.1%	32.5%
25-34	69	0	69	0	0	69	0	31	38	0	0	0	29	40	63	6	43	7	58	11	9	2
	15.1%	0.0%	22.7%	0.0%	0.0%	46.6%	0.0%	20.5%	24.8%	0.0%	0.0%	0.0%	13.6%	16.5%	14.7%	23.1%	14.1%	11.1%	16.8%	10.0%	10.3%	5.0%
35-44	77	0	77	0	0	0	77	45	32	0	0	0	44	33	74	3	47	9	71	6	5	1
	16.9%	0.0%	25.3%	0.0%	0.0%	0.0%	49.4%	29.8%	20.9%	0.0%	0.0%	0.0%	20.7%	13.6%	17.2%	11.5%	15.4%	14.3%	20.5%	5.5%	5.7%	2.5%
45-54	57	0	57	0	0	0	57	20	37	0	0	0	30	27	49	8	33	7	56	1	0	1
	12.5%	0.0%	18.8%	0.0%	0.0%	0.0%	36.5%	13.2%	24.2%	0.0%	0.0%	0.0%	14.1%	11.1%	11.4%	30.8%	10.8%	11.1%	16.2%	0.9%	0.0%	2.5%
55-59	22	0	22	0	0	0	22	12	10	0	0	0	12	10	18	4	9	1	20	2	2	0
	4.8%	0.0%	7.2%	0.0%	0.0%	0.0%	14.1%	7.9%	6.5%	0.0%	0.0%	0.0%	5.6%	4.1%	4.2%	15.4%	3.0%	1.6%	5.8%	1.8%	2.3%	0.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 1B AGAINST QUESTION 15A

Class

ANALYSIS CRITERIA

	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
ABC1	213	59	154	29	30	68	86	75	79	69	35	34	213	0	204	9	141	28	175	38	30	14
	46.7%	38.8%	50.7%	38.7%	39.0%	45.9%	55.1%	49.7%	51.6%	44.2%	40.7%	48.6%	100.0%	0.0%	47.4%	34.6%	46.2%	44.4%	50.6%	34.5%	34.5%	35.0%
C2DE	243	93	150	46	47	80	70	76	74	87	51	36	0	243	226	17	164	35	171	72	57	26
	53.3%	61.2%	49.3%	61.3%	61.0%	54.1%	44.9%	50.3%	48.4%	55.8%	59.3%	51.4%	0.0%	100.0%	52.6%	65.4%	53.8%	55.6%	49.4%	65.5%	65.5%	65.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 1C AGAINST QUESTION 15A

Sex

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Male	229	78	151	35	43	74	77	151	0	86	86	0	104	125	216	13	151	32	166	63	46	28
	50.2%	51.3%	49.7%	46.7%	55.8%	50.0%	49.4%	100.0%	0.0%	55.1%	100.0%	0.0%	48.8%	51.4%	50.2%	50.0%	49.5%	50.8%	48.0%	57.3%	52.9%	70.0%
Female	227	74	153	40	34	74	79	0	153	70	0	70	109	118	214	13	154	31	180	47	41	12
	49.8%	48.7%	50.3%	53.3%	44.2%	50.0%	50.6%	0.0%	100.0%	44.9%	0.0%	100.0%	51.2%	48.6%	49.8%	50.0%	50.5%	49.2%	52.0%	42.7%	47.1%	30.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 1D AGAINST QUESTION 15A

Area

	ANALYSIS CRITERIA																						
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	.63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
North	182	58	124	31	27	60	64	61	63	62	33	29	79	103	175	7	112	23	140	42	30	18
	39.9%	38.2%	40.8%	41.3%	35.1%	40.5%	41.0%	40.4%	41.2%	39.7%	38.4%	41.4%	37.1%	42.4%	40.7%	26.9%	36.7%	36.5%	40.5%	38.2%	34.5%	45.0%
Midlands & Wales	120	41	79	18	23	38	41	40	39	46	28	18	62	58	110	10	96	12	88	32	27	7
	26.3%	27.0%	26.0%	24.0%	29.9%	25.7%	26.3%	26.5%	25.5%	29.5%	32.6%	25.7%	29.1%	23.9%	25.6%	38.5%	31.5%	19.0%	25.4%	29.1%	31.0%	17.5%
South & East	154	53	101	26	27	50	51	50	51	48	25	23	72	82	145	9	97	28	118	36	30	15
	33.8%	34.9%	33.2%	34.7%	35.1%	33.8%	32.7%	33.1%	33.3%	30.8%	29.1%	32.9%	33.8%	33.7%	33.7%	34.6%	31.8%	44.4%	34.1%	32.7%	34.5%	37.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 2A AGAINST QUESTION 15A

What kinds of social, environmental or green messages or symbols have you noticed on food, drink and tobacco packaging? Any others?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Please recycle/recyclable	146	37	109	16	21	57	52	59	50	55	28	27	80	66	145	1	95	29	110	36	30	14
	32.0%	24.3%	35.9%	21.3%	27.3%	38.5%	33.3%	39.1%	32.7%	35.3%	32.6%	38.6%	37.6%	27.2%	33.7%	3.8%	31.1%	46.0%	31.8%	32.7%	34.5%	35.0%
Re-usable	36	11	25	6	5	12	13	10	15	15	7	8	20	16	34	2	26	8	27	9	8	2
	7.9%	7.2%	8.2%	8.0%	6.5%	8.1%	8.3%	6.6%	9.8%	9.6%	8.1%	11.4%	9.4%	6.6%	7.9%	7.7%	8.5%	12.7%	7.8%	8.2%	9.2%	5.0%
Biodegradable	18	3	15	0	3	9	6	8	7	8	4	4	12	6	18	0	10	1	13	5	3	3
	3.9%	2.0%	4.9%	0.0%	3.9%	6.1%	3.8%	5.3%	4.6%	5.1%	4.7%	5.7%	5.6%	2.5%	4.2%	0.0%	3.3%	1.6%	3.8%	4.5%	3.4%	7.5%
Made from recycled materials	34	5	29	2	3	12	17	13	16	9	4	5	20	14	33	1	21	5	28	6	3	4
	7.5%	3.3%	9.5%	2.7%	3.9%	8.1%	10.9%	8.6%	10.5%	5.8%	4.7%	7.1%	9.4%	5.8%	7.7%	3.8%	6.9%	7.9%	8.1%	5.5%	3.4%	10.0%
Chlorine free	5	0	5	0	0	3	2	1	4	1	0	1	4	1	5	0	1	1	5	0	0	0
	1.1%	0.0%	1.6%	0.0%	0.0%	2.0%	1.3%	0.7%	2.6%	0.6%	0.0%	1.4%	1.9%	0.4%	1.2%	0.0%	0.3%	1.6%	1.4%	0.0%	0.0%	0.0%
Unbleached paper	7	0	7	0	0	6	1	4	3	3	3	0	4	3	7	0	3	0	6	1	1	0
	1.5%	0.0%	2.3%	0.0%	0.0%	4.1%	0.6%	2.6%	2.0%	1.9%	3.5%	0.0%	1.9%	1.2%	1.6%	0.0%	1.0%	0.0%	1.7%	0.9%	1.1%	0.0%
Environmentally responsible	28	5	23	1	4	10	13	11	12	12	6	6	18	10	28	0	25	3	24	4	4	0
	6.1%	3.3%	7.6%	1.3%	5.2%	6.8%	8.3%	7.3%	7.8%	7.7%	7.0%	8.6%	8.5%	4.1%	6.5%	0.0%	8.2%	4.8%	6.9%	3.6%	4.6%	0.0%
Keep Britain Tidy/Tidyman	123	37	86	14	23	44	42	43	43	50	27	23	70	53	121	2	85	22	94	29	23	10
	27.0%	24.3%	28.3%	18.7%	29.9%	29.7%	26.9%	28.5%	28.1%	32.1%	31.4%	32.9%	32.9%	21.8%	28.1%	7.7%	27.9%	34.9%	27.2%	26.4%	26.4%	25.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 2A AGAINST QUESTION 15A

What kinds of social, environmental or green messages or symbols have you noticed on food, drink and tobacco packaging? Any others?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
Other litter messages	8	4	4	4	0	2	2	3	1	2	1	1	4	4	7	1	7	1	5	3	2	1
	1.8%	2.6%	1.3%	5.3%	0.0%	1.4%	1.3%	2.0%	0.7%	1.3%	1.2%	1.4%	1.9%	1.6%	1.6%	3.8%	2.3%	1.6%	1.4%	2.7%	2.3%	2.5%
Ozone friendly	60	20	40	11	9	21	19	22	18	24	10	14	32	28	59	1	40	10	47	13	9	4
	13.2%	13.2%	13.2%	14.7%	11.7%	14.2%	12.2%	14.6%	11.8%	15.4%	11.6%	20.0%	15.0%	11.5%	13.7%	3.8%	13.1%	15.9%	13.6%	11.8%	10.3%	10.0%
Contains no CFC's	40	8	32	2	6	21	11	16	16	17	8	9	23	17	38	2	24	7	31	9	6	4
	8.8%	5.3%	10.5%	2.7%	7.8%	14.2%	7.1%	10.6%	10.5%	10.9%	9.3%	12.9%	10.8%	7.0%	8.8%	7.7%	7.9%	11.1%	9.0%	8.2%	6.9%	10.0%
Dolphin friendly	18	4	14	1	3	11	3	8	6	8	4	4	15	3	18	0	13	3	14	4	2	2
	3.9%	2.6%	4.6%	1.3%	3.9%	7.4%	1.9%	5.3%	3.9%	5.1%	4.7%	5.7%	7.0%	1.2%	4.2%	0.0%	4.3%	4.8%	4.0%	3.6%	2.3%	5.0%
Not tested on animals	39	14	25	5	9	15	10	9	16	18	4	14	28	11	39	0	24	6	30	9	7	2
	8.6%	9.2%	8.2%	6.7%	11.7%	10.1%	6.4%	6.0%	10.5%	11.5%	4.7%	20.0%	13.1%	4.5%	9.1%	0.0%	7.9%	9.5%	8.7%	8.2%	8.0%	5.0%
Other	13	2	11	1	1	5	6	7	4	4	2	2	8	5	13	0	10	4	11	2	2	1
	2.9%	1.3%	3.6%	1.3%	1.3%	3.4%	3.8%	4.6%	2.6%	2.6%	2.3%	2.9%	3.8%	2.1%	3.0%	0.0%	3.3%	6.3%	3.2%	1.8%	2.3%	2.5%
None/D.K./C.R.	187	72	115	40	32	54	61	55	60	56	34	22	69	118	168	19	124	20	140	47	40	14
	41.0%	47.4%	37.8%	53.3%	41.6%	36.5%	39.1%	36.4%	39.2%	35.9%	39.5%	31.4%	32.4%	48.6%	39.1%	73.1%	40.7%	31.7%	40.5%	42.7%	46.0%	35.0%
Health warning on cigarettes	30	5	25	0	5	10	15	18	7	10	9	1	15	15	30	0	20	4	26	4	1	4
	6.6%	3.3%	8.2%	0.0%	6.5%	6.8%	9.6%	11.9%	4.6%	6.4%	10.5%	1.4%	7.0%	6.2%	7.0%	0.0%	6.6%	6.3%	7.5%	3.6%	1.1%	10.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 3A AGAINST QUESTION 15A

Which of these messages or symbols have you seen before?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
A - Tidyman logo	385	132	253	60	72	123	130	127	126	140	74	66	187	198	385	0	270	53	290	95	76	34
	84.4%	86.8%	83.2%	80.0%	93.5%	83.1%	83.3%	84.1%	82.4%	89.7%	86.0%	94.3%	87.8%	81.5%	89.5%	0.0%	88.5%	84.1%	83.8%	86.4%	87.4%	85.0%
B - Bottle Bank logo	126	44	82	21	23	36	46	48	34	48	26	22	60	66	126	0	96	25	93	33	29	12
	27.6%	28.9%	27.0%	28.0%	29.9%	24.3%	29.5%	31.8%	22.2%	30.8%	30.2%	31.4%	28.2%	27.2%	29.3%	0.0%	31.5%	39.7%	26.9%	30.3%	33.3%	30.0%
C - Tidyman in oval logo	50	24	26	11	13	13	13	10	16	24	11	13	21	29	50	0	39	12	32	18	17	4
	11.0%	15.8%	8.6%	14.7%	16.9%	8.8%	8.3%	6.6%	10.5%	15.4%	12.8%	18.6%	9.9%	11.9%	11.6%	0.0%	12.8%	19.0%	9.2%	16.4%	19.5%	10.0%
D - Hand logo	22	9	13	6	3	5	8	5	8	4	2	2	12	10	22	0	17	4	21	1	1	0
	4.8%	5.9%	4.3%	8.0%	3.9%	3.4%	5.1%	3.3%	5.2%	2.6%	2.3%	2.9%	5.6%	4.1%	5.1%	0.0%	5.6%	6.3%	6.1%	0.9%	1.1%	0.0%
E - Tidyman in circle logo	296	120	176	56	64	98	78	83	93	118	61	57	143	153	296	0	208	52	216	80	64	30
	64.9%	78.9%	57.9%	74.7%	83.1%	66.2%	50.0%	55.0%	60.8%	75.6%	70.9%	81.4%	67.1%	63.0%	68.8%	0.0%	68.2%	82.5%	62.4%	72.7%	73.6%	75.0%
None seen before	26	1	25	1	0	10	15	12	13	4	3	1	9	17	0	26	10	2	21	5	3	2
	5.7%	0.7%	8.2%	1.3%	0.0%	6.8%	9.6%	7.9%	8.5%	2.6%	3.5%	1.4%	4.2%	7.0%	0.0%	100.0%	3.3%	3.2%	6.1%	4.5%	3.4%	5.0%
Aware something, not sure what	7	0	7	0	0	6	1	3	4	2	2	0	2	5	7	0	1	0	6	1	1	0
	1.5%	0.0%	2.3%	0.0%	0.0%	4.1%	0.6%	2.0%	2.6%	1.3%	2.3%	0.0%	0.9%	2.1%	1.6%	0.0%	0.3%	0.0%	1.7%	0.9%	1.1%	0.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 4A AGAINST QUESTION 15A

What are these messages trying to tell you?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Keep Britain Tidy	101	25	76	10	15	41	35	33	43	36	18	18	49	52	100	1	70	12	80	21	20	6
	22.1%	16.4%	25.0%	13.3%	19.5%	27.7%	22.4%	21.9%	28.1%	23.1%	20.9%	25.7%	23.0%	21.4%	23.3%	3.8%	23.0%	19.0%	23.1%	19.1%	23.0%	15.0%
Don't drop/throw litter	93	41	52	25	16	27	25	29	23	34	26	8	39	54	90	3	67	17	68	25	20	8
	20.4%	27.0%	17.1%	33.3%	20.8%	18.2%	16.0%	19.2%	15.0%	21.8%	30.2%	11.4%	18.3%	22.2%	20.9%	11.5%	22.0%	27.0%	19.7%	22.7%	23.0%	20.0%
Put litter in rubbish bins	313	107	206	51	56	97	109	98	108	110	59	51	149	164	303	10	204	47	235	78	59	29
	68.6%	70.4%	67.8%	68.0%	72.7%	65.5%	69.9%	64.9%	70.6%	70.5%	68.6%	72.9%	70.0%	67.5%	70.5%	38.5%	66.9%	74.6%	67.9%	70.9%	67.8%	72.5%
Educate how to dispose litter	26	3	23	1	2	10	13	15	8	7	5	2	16	10	25	1	16	3	21	5	4	1
	5.7%	2.0%	7.6%	1.3%	2.6%	6.8%	8.3%	9.9%	5.2%	4.5%	5.8%	2.9%	7.5%	4.1%	5.8%	3.8%	5.2%	4.8%	6.1%	4.5%	4.6%	2.5%
Recycle glass/use bottle banks	104	29	75	11	18	36	39	48	27	41	25	16	57	47	103	1	74	20	77	27	20	11
	22.8%	19.1%	24.7%	14.7%	23.4%	24.3%	25.0%	31.8%	17.6%	26.3%	29.1%	22.9%	26.8%	19.3%	24.0%	3.8%	24.3%	31.7%	22.3%	24.5%	23.0%	27.5%
Don't drop/throw glass	1	1	0	1	0	0	0	0	0	0	0	0	0	1	1	0	1	0	0	1	1	0
	0.2%	0.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%	0.3%	0.0%	0.0%	0.9%	1.1%	0.0%
Put glass in rubbish bins	7	5	2	2	3	0	2	0	2	3	2	1	3	4	7	0	7	4	3	4	3	1
	1.5%	3.3%	0.7%	2.7%	3.9%	0.0%	1.3%	0.0%	1.3%	1.9%	2.3%	1.4%	1.4%	1.6%	1.6%	0.0%	2.3%	1.6%	0.9%	3.6%	3.4%	2.5%
Be tidy/keep tidy/clear up	54	20	34	13	7	19	15	14	20	16	7	9	24	30	52	2	34	8	39	15	12	8
	11.8%	13.2%	11.2%	17.3%	9.1%	12.8%	9.6%	9.3%	13.1%	10.3%	8.1%	12.9%	11.3%	12.3%	12.1%	7.7%	11.1%	12.7%	11.3%	13.6%	13.8%	20.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 4A AGAINST QUESTION 15A

What are these messages trying to tell you?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
Keep countryside tidy	4	0	4	0	0	3	1	1	3	2	0	2	1	3	3	1	3	1	4	0	0	0
	0.9%	0.0%	1.3%	0.0%	0.0%	2.0%	0.6%	0.7%	2.0%	1.3%	0.0%	2.9%	0.5%	1.2%	0.7%	3.8%	1.0%	1.6%	1.2%	0.0%	0.0%	0.0%
Keep streets free of litter	26	12	14	3	9	6	8	8	6	13	9	4	15	11	24	2	20	1	21	5	5	1
	5.7%	7.9%	4.6%	4.0%	11.7%	4.1%	5.1%	5.3%	3.9%	8.3%	10.5%	5.7%	7.0%	4.5%	5.6%	7.7%	6.6%	1.6%	6.1%	4.5%	5.7%	2.5%
Take litter home	8	2	6	0	2	2	4	3	3	3	1	2	4	4	7	1	3	0	6	2	2	0
	1.8%	1.3%	2.0%	0.0%	2.6%	1.4%	2.6%	2.0%	2.0%	1.9%	1.2%	2.9%	1.9%	1.6%	1.6%	3.8%	1.0%	0.0%	1.7%	1.8%	2.3%	0.0%
Other	3	1	2	1	0	1	1	2	0	0	0	0	3	0	3	0	2	0	3	0	0	0
	0.7%	0.7%	0.7%	1.3%	0.0%	0.7%	0.6%	1.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.7%	0.0%	0.7%	0.0%	0.9%	0.0%	0.0%	0.0%
D.K./N.A.	14	2	12	2	0	6	6	5	7	2	1	1	6	8	7	7	7	1	10	4	3	2
	3.1%	1.3%	3.9%	2.7%	0.0%	4.1%	3.8%	3.3%	4.6%	1.3%	1.2%	1.4%	2.8%	3.3%	1.6%	26.9%	2.3%	1.6%	2.9%	3.6%	3.4%	5.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5A AGAINST QUESTION 15A

On which products have you yourself noticed any of these types of messages or symbols?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sweet wrappers	96	49	47	27	22	27	20	20	27	33	15	18	50	46	96	0	68	14	74	22	17	9
	21.1%	32.2%	15.5%	36.0%	28.6%	18.2%	12.8%	13.2%	17.6%	21.2%	17.4%	25.7%	23.5%	18.9%	22.3%	0.0%	22.3%	22.2%	21.4%	20.0%	19.5%	22.5%
Crisp bags	138	71	67	31	40	41	26	34	33	63	31	32	65	73	138	0	104	31	95	43	31	19
	30.3%	46.7%	22.0%	41.3%	51.9%	27.7%	16.7%	22.5%	21.6%	40.4%	36.0%	45.7%	30.5%	30.0%	32.1%	0.0%	34.1%	49.2%	27.5%	39.1%	35.6%	47.5%
Fast food packs, eg burger box	44	19	25	12	7	15	10	15	10	16	10	6	20	24	44	0	34	5	40	4	2	2
	9.6%	12.5%	8.2%	16.0%	9.1%	10.1%	6.4%	9.9%	6.5%	10.3%	11.6%	8.6%	9.4%	9.9%	10.2%	0.0%	11.1%	7.9%	11.6%	3.6%	2.3%	5.0%
Prepared sandwich boxes	10	3	7	2	1	5	2	3	4	4	2	2	5	5	10	0	7	1	9	1	1	0
	2.2%	2.0%	2.3%	2.7%	1.3%	3.4%	1.3%	2.0%	2.6%	2.6%	2.3%	2.9%	2.3%	2.1%	2.3%	0.0%	2.3%	1.6%	2.6%	0.9%	1.1%	0.0%
Drink cans, cartons & bottles	147	67	80	29	38	40	40	47	33	60	33	27	73	74	147	0	97	26	113	34	25	14
	32.2%	44.1%	26.3%	38.7%	49.4%	27.0%	25.6%	31.1%	21.6%	38.5%	38.4%	38.6%	34.3%	30.5%	34.2%	0.0%	31.8%	41.3%	32.7%	30.9%	28.7%	35.0%
Chewing gum wrappers	37	20	17	7	13	13	4	8	9	21	11	10	16	21	37	0	19	5	26	11	10	2
	8.1%	13.2%	5.6%	9.3%	16.9%	8.8%	2.6%	5.3%	5.9%	13.5%	12.8%	14.3%	7.5%	8.6%	8.6%	0.0%	6.2%	7.9%	7.5%	10.0%	11.5%	5.0%
Yoghurt pots	6	2	4	1	1	2	2	3	1	3	1	2	5	1	6	0	3	0	5	1	0	1
	1.3%	1.3%	1.3%	1.3%	1.3%	1.4%	1.3%	2.0%	0.7%	1.9%	1.2%	2.9%	2.3%	0.4%	1.4%	0.0%	1.0%	0.0%	1.4%	0.9%	0.0%	2.5%
Cigarette packs	7	4	3	1	3	1	2	2	1	3	1	2	2	5	7	0	3	0	5	2	1	1
	1.5%	2.6%	1.0%	1.3%	3.9%	0.7%	1.3%	1.3%	0.7%	1.9%	1.2%	2.9%	0.9%	2.1%	1.6%	0.0%	1.0%	0.0%	1.4%	1.8%	1.1%	2.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5A AGAINST QUESTION 15A

On which products have you yourself noticed any of these types of messages or symbols?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
Ice cream wrappers	11	3	8	2	1	1	7	3	5	1	1	0	8	3	11	0	8	0	10	1	1	0
	2.4%	2.0%	2.6%	2.7%	1.3%	0.7%	4.5%	2.0%	3.3%	0.6%	1.2%	0.0%	3.8%	1.2%	2.6%	0.0%	2.6%	0.0%	2.9%	0.3%	1.1%	0.0%
Other	70	22	48	12	10	29	19	26	22	23	11	12	31	39	70	0	54	7	48	22	16	9
	15.4%	14.5%	15.8%	16.0%	13.0%	19.6%	12.2%	17.2%	14.4%	14.7%	12.8%	17.1%	14.6%	16.0%	16.3%	0.0%	17.7%	11.1%	13.9%	20.0%	18.4%	22.5%
Not noticed on any products	160	30	130	14	16	52	78	56	74	47	27	20	72	88	134	26	104	17	125	35	29	11
	35.1%	19.7%	42.8%	18.7%	20.8%	35.1%	50.0%	37.1%	48.4%	30.1%	31.4%	28.6%	33.8%	36.2%	31.2%	100.0%	34.1%	27.0%	36.1%	31.8%	33.3%	27.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5B AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
SWEET WRAPPERS

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	194	106	88	52	54	53	35	38	50	82	46	36	93	101	194	0	139	29	139	55	47	17
	42.5%	69.7%	28.9%	69.3%	70.1%	35.8%	22.4%	25.2%	32.7%	52.6%	53.5%	51.4%	43.7%	41.6%	45.1%	0.0%	45.6%	46.0%	40.2%	50.0%	54.0%	42.5%
Not noticed	250	45	205	22	23	88	117	108	97	71	38	33	112	138	227	23	161	34	197	53	39	22
	54.8%	29.6%	67.4%	29.3%	29.9%	59.5%	75.0%	71.5%	63.4%	45.5%	44.2%	47.1%	52.6%	56.8%	52.8%	88.5%	52.8%	54.0%	56.9%	48.2%	44.8%	55.0%
D.K.	12	1	11	1	0	7	4	5	6	3	2	1	8	4	9	3	5	0	10	2	1	1
	2.6%	0.7%	3.6%	1.3%	0.0%	4.7%	2.6%	3.3%	3.9%	1.9%	2.3%	1.4%	3.8%	1.6%	2.1%	11.5%	1.6%	0.0%	2.9%	1.8%	1.1%	2.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5C AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
CRISP BAGS

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	242	120	122	56	64	71	51	58	64	103	56	47	116	126	242	0	175	36	168	74	57	31
	53.1%	78.9%	40.1%	74.7%	83.1%	48.0%	32.7%	38.4%	41.8%	66.0%	65.1%	67.1%	54.5%	51.9%	56.3%	0.0%	57.4%	57.1%	48.6%	67.3%	65.5%	77.5%
Not noticed	202	30	172	18	12	73	99	87	85	52	30	22	91	111	178	24	125	27	168	34	28	9
	44.3%	19.7%	56.6%	24.0%	15.6%	49.3%	63.5%	57.6%	55.6%	33.3%	34.9%	31.4%	42.7%	45.7%	41.4%	92.3%	41.0%	42.9%	48.6%	30.9%	32.2%	22.5%
D.K.	12	2	10	1	1	4	6	6	4	1	0	1	6	6	10	2	5	0	10	2	2	0
	2.6%	1.3%	3.3%	1.3%	1.3%	2.7%	3.8%	4.0%	2.6%	0.6%	0.0%	1.4%	2.8%	2.5%	2.3%	7.7%	1.6%	0.0%	2.9%	1.8%	2.3%	0.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5D AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
FAST FOOD PACKS, SUCH AS BURGER BOX

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	139	68	71	34	34	41	30	40	31	57	33	24	69	70	139	0	108	23	103	36	31	12
	30.5%	44.7%	23.4%	45.3%	44.2%	27.7%	19.2%	26.5%	20.3%	36.5%	38.4%	34.3%	32.4%	28.8%	32.3%	0.0%	35.4%	36.5%	29.8%	32.7%	35.6%	30.0%
Not noticed	279	72	207	36	36	96	111	98	109	86	45	41	121	158	255	24	172	36	210	69	51	26
	61.2%	47.4%	68.1%	48.0%	46.8%	64.9%	71.2%	64.9%	71.2%	55.1%	52.3%	58.6%	56.8%	65.0%	59.3%	92.3%	56.4%	57.1%	60.7%	62.7%	58.6%	65.0%
D.K.	38	12	26	5	7	11	15	13	13	13	8	5	23	15	36	2	25	4	33	5	5	2
	8.3%	7.9%	8.6%	6.7%	9.1%	7.4%	9.6%	8.6%	8.5%	8.3%	9.3%	7.1%	10.8%	6.2%	8.4%	7.7%	8.2%	6.3%	9.5%	4.5%	5.7%	5.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5E AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
PREPARED SANDWICH BOXES

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	46	22	24	10	12	14	10	15	9	21	14	7	21	25	45	1	34	9	35	11	10	5
	10.1%	14.5%	7.9%	13.3%	15.6%	9.5%	6.4%	9.9%	5.9%	13.5%	16.3%	10.0%	9.9%	10.3%	10.5%	3.8%	11.1%	14.3%	10.1%	10.0%	11.5%	12.5%
Not noticed	363	110	253	52	58	124	129	123	130	124	65	59	165	198	340	23	237	50	270	93	71	34
	79.6%	72.4%	83.2%	69.3%	75.3%	83.8%	82.7%	81.5%	85.0%	79.5%	75.6%	84.3%	77.5%	81.5%	79.1%	88.5%	77.7%	79.4%	78.0%	84.5%	81.6%	85.0%
D.K.	47	20	27	13	7	10	17	13	14	11	7	4	27	20	45	2	34	4	41	6	6	1
	10.3%	13.2%	8.9%	17.3%	9.1%	6.8%	10.9%	8.6%	9.2%	7.1%	8.1%	5.7%	12.7%	8.2%	10.5%	7.7%	11.1%	6.3%	11.8%	5.5%	6.9%	2.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5F AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
DRINK CANS, CARTONS AND BOTTLES

		ANALYSIS CRITERIA																					
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	270	116	154	56	60	81	73	78	76	106	59	47	127	143	270	0	192	48	203	67	55	24
	59.2%	76.3%	50.7%	74.7%	77.9%	54.7%	46.8%	51.7%	49.7%	67.9%	68.6%	67.1%	59.6%	58.8%	62.8%	0.0%	63.0%	76.2%	58.7%	60.9%	63.2%	60.0%
Not noticed	179	34	145	18	16	65	80	73	72	49	27	22	82	97	155	24	111	15	136	43	32	16
	39.3%	22.4%	47.7%	24.0%	20.8%	43.9%	51.3%	48.3%	47.1%	31.4%	31.4%	31.4%	38.5%	39.9%	36.0%	92.3%	36.4%	23.8%	39.3%	39.1%	36.8%	40.0%
D.K.	7	2	5	1	1	2	3	0	5	1	0	1	4	3	5	2	2	0	7	0	0	0
	1.5%	1.3%	1.6%	1.3%	1.3%	1.4%	1.9%	0.0%	3.3%	0.6%	0.0%	1.4%	1.9%	1.2%	1.2%	7.7%	0.7%	0.0%	2.0%	0.0%	0.0%	0.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5G AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
CHEWING GUM WRAPPERS

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	114	63	51	30	33	35	16	26	25	57	34	23	51	63	113	1	79	21	74	40	35	11
	25.0%	41.4%	16.8%	40.0%	42.9%	23.6%	10.3%	17.2%	16.3%	36.5%	39.5%	32.9%	23.9%	25.9%	26.3%	3.8%	25.9%	33.3%	21.4%	36.4%	40.2%	27.5%
Not noticed	307	76	231	36	40	106	125	115	116	93	48	45	139	168	284	23	206	39	242	65	49	27
	67.3%	50.0%	76.0%	48.0%	51.9%	71.6%	80.1%	76.2%	75.8%	59.6%	55.8%	64.3%	65.3%	69.1%	66.0%	88.5%	67.5%	61.9%	69.9%	59.1%	56.3%	67.5%
D.K.	35	13	22	9	4	7	15	10	12	6	4	2	23	12	33	2	20	3	30	5	3	2
	7.7%	8.6%	7.2%	12.0%	5.2%	4.7%	9.6%	6.6%	7.8%	3.8%	4.7%	2.9%	10.8%	4.9%	7.7%	7.7%	6.6%	4.8%	8.7%	4.5%	3.4%	5.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5H AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
YOGHURT POTS

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	32	18	14	11	7	8	6	9	5	12	8	4	14	18	32	0	23	7	21	11	9	4
	7.0%	11.8%	4.6%	14.7%	9.1%	5.4%	3.8%	6.0%	3.3%	7.7%	9.3%	5.7%	6.6%	7.4%	7.4%	0.0%	7.5%	11.1%	6.1%	10.0%	10.3%	10.0%
Not noticed	380	116	264	53	63	128	136	129	135	130	69	61	172	208	356	24	254	49	289	91	72	33
	83.3%	76.3%	86.8%	70.7%	81.8%	86.5%	87.2%	85.4%	88.2%	83.3%	80.2%	87.1%	80.8%	85.6%	82.8%	92.3%	83.3%	77.8%	83.5%	82.7%	82.8%	82.5%
D.K.	44	18	26	11	7	12	14	13	13	14	9	5	27	17	42	2	28	7	36	8	6	3
	9.6%	11.8%	8.6%	14.7%	9.1%	8.1%	9.0%	8.6%	8.5%	9.0%	10.5%	7.1%	12.7%	7.0%	9.8%	7.7%	9.2%	11.1%	10.4%	7.3%	6.9%	7.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5I AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
CIGARETTE PACKS

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	29	17	12	7	10	4	8	7	5	12	6	6	10	19	29	0	20	4	21	8	6	2
	6.4%	11.2%	3.9%	9.3%	13.0%	2.7%	5.1%	4.6%	3.3%	7.7%	7.0%	8.6%	4.7%	7.8%	6.7%	0.0%	6.6%	6.3%	6.1%	7.3%	6.9%	5.0%
Not noticed	360	103	257	50	53	130	127	126	131	122	67	55	169	191	335	25	234	49	268	92	74	33
	78.9%	67.8%	84.5%	66.7%	68.8%	87.8%	81.4%	83.4%	85.6%	78.2%	77.9%	78.6%	79.3%	78.6%	77.9%	96.2%	76.7%	77.8%	77.5%	83.6%	85.1%	82.5%
D.K.	67	32	35	18	14	14	21	18	17	22	13	9	34	33	66	1	51	10	57	10	7	5
	14.7%	21.1%	11.5%	24.0%	18.2%	9.5%	13.5%	11.9%	11.1%	14.1%	15.1%	12.9%	16.0%	13.6%	15.3%	3.8%	16.7%	15.9%	16.5%	9.1%	8.0%	12.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 5J AGAINST QUESTION 15A

And have you noticed any of these messages or symbols on any of the following products.
ICE CREAM WRAPPERS

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DB	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes noticed	66	36	30	18	18	12	18	15	15	25	15	10	31	35	65	1	47	11	49	17	17	2
	14.5%	23.7%	9.9%	24.0%	23.4%	8.1%	11.5%	9.9%	9.8%	16.0%	17.4%	14.3%	14.6%	14.4%	15.1%	3.8%	15.4%	17.5%	14.2%	15.5%	19.5%	5.0%
Not noticed	341	97	244	46	51	123	121	124	120	116	62	54	153	188	318	23	228	47	256	85	64	36
	74.8%	63.8%	80.3%	61.3%	66.2%	83.1%	77.6%	82.1%	78.4%	74.4%	72.1%	77.1%	71.8%	77.4%	74.0%	88.5%	74.8%	74.6%	74.0%	77.3%	73.6%	90.0%
D.K.	49	19	30	11	8	13	17	12	18	15	9	6	29	20	47	2	30	5	41	8	6	2
	10.7%	12.5%	9.9%	14.7%	10.4%	8.8%	10.9%	7.9%	11.8%	9.6%	10.5%	8.6%	13.6%	8.2%	10.9%	7.7%	9.8%	7.9%	11.8%	7.3%	6.9%	5.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 6A AGAINST QUESTION 15A

These symbols are there to remind you to dispose of the pack in a proper place, not to just drop it anywhere. Have they at anytime influenced your behaviour?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	242	90	152	50	40	80	72	75	77	84	46	38	113	129	234	8	242	0	191	51	47	10
	53.1%	59.2%	50.0%	66.7%	51.9%	54.1%	46.2%	49.7%	50.3%	53.8%	53.5%	54.3%	53.1%	53.1%	54.4%	30.8%	79.3%	0.0%	55.2%	46.4%	54.0%	25.0%
No	214	62	152	25	37	68	84	76	76	72	40	32	100	114	196	18	63	63	155	59	40	30
	46.9%	40.8%	50.0%	33.3%	48.1%	45.9%	53.8%	50.3%	49.7%	46.2%	46.5%	45.7%	46.9%	46.9%	45.6%	69.2%	20.7%	100.0%	44.8%	53.6%	46.0%	75.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 7A AGAINST QUESTION 15A

In the last year has seeing these symbols made you think about where to dispose of empty packs?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	282	113	169	61	52	86	83	85	84	102	56	46	130	152	273	9	282	63	223	59	53	16
	61.8%	74.3%	55.6%	81.3%	67.5%	58.1%	53.2%	56.3%	54.9%	65.4%	65.1%	65.7%	61.0%	62.6%	63.5%	34.6%	92.5%	100.0%	64.5%	53.6%	60.9%	40.0%
No	174	39	135	14	25	62	73	66	69	54	30	24	83	91	157	17	23	0	123	51	34	24
	38.2%	25.7%	44.4%	18.7%	32.5%	41.9%	46.8%	43.7%	45.1%	34.6%	34.9%	34.3%	39.0%	37.4%	36.5%	65.4%	7.5%	0.0%	35.5%	46.4%	39.1%	60.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 8A AGAINST QUESTION 15A

Do you think it is a good idea to have this symbols on packs or not?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	425	143	282	71	72	136	146	138	144	145	78	67	200	225	405	20	294	60	328	97	79	32
	93.2%	94.1%	92.8%	94.7%	93.5%	91.9%	93.6%	91.4%	94.1%	92.9%	90.7%	95.7%	93.9%	92.6%	94.2%	76.9%	96.4%	95.2%	94.8%	88.2%	90.8%	80.0%
No	31	9	22	4	5	12	10	13	9	11	8	3	13	18	25	6	11	3	18	13	8	8
	6.8%	5.9%	7.2%	5.3%	6.5%	8.1%	6.4%	8.6%	5.9%	7.1%	9.3%	4.3%	6.1%	7.4%	5.8%	23.1%	3.6%	4.8%	5.2%	11.8%	9.2%	20.0%

TABULATED ANALYSIS OF RESULTS

ALL WHO THINK NOT GOOD IDEA ON PACKS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 9A AGAINST QUESTION 15A

SAMPLE FILTERED BY 8A-2

Why is it not a good idea to have this symbol on packs?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	31 100.0%	9 100.0%	22 100.0%	4 100.0%	5 100.0%	12 100.0%	10 100.0%	13 100.0%	9 100.0%	11 100.0%	8 100.0%	3 100.0%	13 100.0%	18 100.0%	25 100.0%	6 100.0%	11 100.0%	3 100.0%	18 100.0%	13 100.0%	8 100.0%	8 100.0%
People don't notice/don't see	7 22.6%	3 33.3%	4 18.2%	2 50.0%	1 20.0%	0 0.0%	4 40.0%	1 7.7%	3 33.3%	1 9.1%	1 12.5%	0 0.0%	4 30.8%	3 16.7%	5 20.0%	2 33.3%	2 18.2%	1 33.3%	5 27.8%	2 15.4%	2 25.0%	1 12.5%
Ignored/makes no difference	23 74.2%	6 66.7%	17 77.3%	3 75.0%	3 60.0%	10 83.3%	7 70.0%	10 76.9%	7 77.8%	9 81.8%	6 75.0%	3 100.0%	10 76.9%	13 72.2%	18 72.0%	5 83.3%	10 90.9%	3 100.0%	13 72.2%	10 76.9%	5 62.5%	6 75.0%
I always throw in bin	4 12.9%	1 11.1%	3 13.6%	0 0.0%	1 20.0%	2 16.7%	1 10.0%	2 15.4%	1 11.1%	1 9.1%	1 12.5%	0 0.0%	2 15.4%	2 11.1%	4 16.0%	0 0.0%	1 9.1%	0 0.0%	4 22.2%	0 0.0%	0 0.0%	0 0.0%
Not enough bins around	2 6.5%	1 11.1%	1 4.5%	0 0.0%	1 20.0%	0 0.0%	1 10.0%	1 7.7%	0 0.0%	1 9.1%	1 12.5%	0 0.0%	0 0.0%	2 11.1%	2 8.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 15.4%	2 25.0%	1 12.5%

TABULATED ANALYSIS OF RESULTS

ALL WHO THINK GOOD IDEA BUT IT'S NOT INFLUENCED THEM

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 10A AGAINST QUESTION 15A

SAMPLE FILTERED BY 6A-2 8A-1

Why do you say it is a good idea even though it has not influenced your behaviour?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	191	55	136	23	32	58	78	67	69	62	33	29	91	100	179	12	60	60	144	47	33	22
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Always put litter in bin	59	12	47	7	5	18	29	23	24	13	7	6	30	29	57	2	14	14	53	6	5	1
	30.9%	21.8%	34.6%	30.4%	15.6%	31.0%	37.2%	34.3%	34.8%	21.0%	21.2%	20.7%	33.0%	29.0%	31.8%	16.7%	23.3%	23.3%	36.8%	12.8%	15.2%	4.5%
Influences other people	70	14	56	6	8	21	35	25	31	21	10	11	50	20	67	3	23	23	60	10	5	7
	36.6%	25.5%	41.2%	26.1%	25.0%	36.2%	44.9%	37.3%	44.9%	33.9%	30.3%	37.9%	54.9%	20.0%	37.4%	25.0%	38.3%	38.3%	41.7%	21.3%	15.2%	31.8%
Influences children	20	3	17	0	3	6	11	9	8	4	2	2	9	11	19	1	5	5	17	3	2	3
	10.5%	5.5%	12.5%	0.0%	9.4%	10.3%	14.1%	13.4%	11.6%	6.5%	6.1%	6.9%	9.9%	11.0%	10.6%	8.3%	8.3%	8.3%	11.8%	6.4%	6.1%	13.6%
Acts as a reminder	39	14	25	4	10	12	13	13	12	17	10	7	19	20	37	2	12	12	26	13	9	5
	20.4%	25.5%	18.4%	17.4%	31.3%	20.7%	16.7%	19.4%	17.4%	27.4%	30.3%	24.1%	20.9%	20.0%	20.7%	16.7%	20.0%	20.0%	18.1%	27.7%	27.3%	22.7%
Make more aware of environment	8	2	6	0	2	3	3	3	3	4	1	3	4	4	7	1	2	2	5	3	2	2
	4.2%	3.6%	4.4%	0.0%	6.3%	5.2%	3.8%	4.5%	4.3%	6.5%	3.0%	10.3%	4.4%	4.0%	3.9%	8.3%	3.3%	3.3%	3.5%	6.4%	6.1%	9.1%
Encourages recycling	5	0	5	0	0	3	2	4	1	1	1	0	3	2	4	1	3	3	3	2	2	1
	2.6%	0.0%	3.7%	0.0%	0.0%	5.2%	2.6%	6.0%	1.4%	1.6%	3.0%	0.0%	3.3%	2.0%	2.2%	8.3%	5.0%	5.0%	2.1%	4.3%	6.1%	4.5%
Keeps place clean and tidy	25	11	14	2	9	8	6	9	5	13	8	5	6	19	22	3	7	7	17	8	3	7
	13.1%	20.0%	10.3%	8.7%	28.1%	13.8%	7.7%	13.4%	7.2%	21.0%	24.2%	17.2%	6.6%	19.0%	12.3%	25.0%	11.7%	11.7%	11.8%	17.0%	9.1%	31.8%
Dangerous leave litter around	3	1	2	1	0	2	0	2	0	1	1	0	2	1	3	0	2	2	2	1	1	0
	1.6%	1.8%	1.5%	4.3%	0.0%	3.4%	0.0%	3.0%	0.0%	1.6%	3.0%	0.0%	2.2%	1.0%	1.7%	0.0%	3.3%	3.3%	1.4%	2.1%	3.0%	0.0%

TABULATED ANALYSIS OF RESULTS

ALL WHO THINK GOOD IDEA BUT IT'S NOT INFLUENCED THEM

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 10A AGAINST QUESTION 15A

SAMPLE FILTERED BY 6A-2 8A-1

Why do you say it is a good idea even though it has not influenced your behaviour?

		ANALYSIS CRITERIA																					
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
Other	11	5	6	2	3	2	4	2	4	3	1	2	4	7	9	2	5	5	7	4	3	1
	5.8%	9.1%	4.4%	8.7%	9.4%	3.4%	5.1%	3.0%	5.8%	4.8%	3.0%	6.9%	4.4%	7.0%	5.0%	16.7%	8.3%	8.3%	4.9%	8.5%	9.1%	4.5%
D.K./N.A.	4	3	1	2	1	0	1	0	1	1	1	0	0	4	4	0	2	2	0	4	4	1
	2.1%	5.5%	0.7%	8.7%	3.1%	0.0%	1.3%	0.0%	1.4%	1.6%	3.0%	0.0%	0.0%	4.0%	2.2%	0.0%	3.3%	3.3%	0.0%	8.5%	12.1%	4.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 11A AGAINST QUESTION 15A

Do you believe that this anti-litter symbol should be made bigger or more prominent on packs so that it is more easily noticed?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes, should be made bigger	371	131	240	65	66	120	120	119	121	128	67	61	171	200	352	19	256	56	284	87	69	32
	81.4%	86.2%	78.9%	86.7%	85.7%	81.1%	76.9%	78.8%	79.1%	82.1%	77.9%	87.1%	80.3%	82.3%	81.9%	73.1%	83.9%	88.9%	82.1%	79.1%	79.3%	80.0%
No, stay the same as it is	85	21	64	10	11	28	36	32	32	28	19	9	42	43	78	7	49	7	62	23	18	8
	18.6%	13.8%	21.1%	13.3%	14.3%	18.9%	23.1%	21.2%	20.9%	17.9%	22.1%	12.9%	19.7%	17.7%	18.1%	26.9%	16.1%	11.1%	17.9%	20.9%	20.7%	20.0%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 12A AGAINST QUESTION 15A

I am now going to read out some ideas that other people have suggested for anti-litter messages to go on packs. For each one I'd like you to say whether you think it would be more effective at encouraging proper disposal of packaging than the current symbols I have shown you?
MORE EFFECTIVE

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Use cartoon character/TV celeb	312	108	204	56	52	108	96	102	102	110	58	52	143	169	300	12	211	42	247	65	53	22
	68.4%	71.1%	67.1%	74.7%	67.5%	73.0%	61.5%	67.5%	66.7%	70.5%	67.4%	74.3%	67.1%	69.5%	69.8%	46.2%	69.2%	66.7%	71.4%	59.1%	60.9%	55.0%
Bigger fines	362	123	239	62	61	119	120	114	125	122	65	57	171	191	344	18	260	53	280	82	68	23
	79.4%	80.9%	78.6%	82.7%	79.2%	80.4%	76.9%	75.5%	81.7%	78.2%	75.6%	81.4%	80.3%	78.6%	80.0%	69.2%	85.2%	84.1%	80.9%	74.5%	78.2%	57.5%
Change colour of logo	286	100	186	55	45	98	88	82	104	93	48	45	123	163	273	13	204	38	219	67	56	19
	62.7%	65.8%	61.2%	73.3%	58.4%	66.2%	56.4%	54.3%	68.0%	59.6%	55.8%	64.3%	57.7%	67.1%	63.5%	50.0%	66.9%	60.3%	63.3%	60.9%	64.4%	47.5%
Make message more prominent	364	120	244	60	60	124	120	115	129	124	64	60	172	192	349	15	253	58	286	78	66	23
	79.8%	78.9%	80.3%	80.0%	77.9%	83.8%	76.9%	76.2%	84.3%	79.5%	74.4%	85.7%	80.8%	79.0%	81.2%	57.7%	83.0%	92.1%	82.7%	70.9%	75.9%	57.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 12B AGAINST QUESTION 15A

I am now going to read out some ideas that other people have suggested for anti-litter messages to go on packs. For each one I'd like you to say whether you think it would be more effective at encouraging proper disposal of packaging than the current symbols I have shown you?
MAKE NO DIFFERENCE

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not' influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Use cartoon character/TV celeb	145	45	100	20	25	40	60	49	51	46	28	18	71	74	131	14	95	21	100	45	34	18
	31.8%	29.6%	32.9%	26.7%	32.5%	27.0%	38.5%	32.5%	33.3%	29.5%	32.6%	25.7%	33.3%	30.5%	30.5%	53.8%	31.1%	33.3%	28.9%	40.9%	39.1%	45.0%
Bigger fines	94	29	65	13	16	29	36	37	28	34	21	13	42	52	86	8	45	10	66	28	19	17
	20.6%	19.1%	21.4%	17.3%	20.8%	19.6%	23.1%	24.5%	18.3%	21.8%	24.4%	18.6%	19.7%	21.4%	20.0%	30.8%	14.8%	15.9%	19.1%	25.5%	21.8%	42.5%
Change colour of logo	170	52	118	20	32	50	68	69	49	63	38	25	90	80	157	13	101	25	127	43	31	21
	37.3%	34.2%	38.8%	26.7%	41.6%	33.8%	43.6%	45.7%	32.0%	40.4%	44.2%	35.7%	42.3%	32.9%	36.5%	50.0%	33.1%	39.7%	36.7%	39.1%	35.6%	52.5%
Make message more prominent	92	32	60	15	17	24	36	36	24	32	22	10	41	51	81	11	52	5	60	32	21	17
	20.2%	21.1%	19.7%	20.0%	22.1%	16.2%	23.1%	23.8%	15.7%	20.5%	25.6%	14.3%	19.2%	21.0%	18.8%	42.3%	17.0%	7.9%	17.3%	29.1%	24.1%	42.5%

TABULATED ANALYSIS OF RESULTS

ALL RESPONDENTS

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 13A AGAINST QUESTION 15A

In Great Britain it is estimated that 40% of people drop litter at least once a year. Which one of these phrases on this card best describes your own behaviour?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	456	152	304	75	77	148	156	151	153	156	86	70	213	243	430	26	305	63	346	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Put litter in bin or take home	346	90	256	52	38	109	147	121	135	89	45	44	175	171	325	21	237	46	346	0	0	0
	75.9%	59.2%	84.2%	69.3%	49.4%	73.6%	94.2%	80.1%	88.2%	57.1%	52.3%	62.9%	82.2%	70.4%	75.6%	80.8%	77.7%	73.0%	100.0%	0.0%	0.0%	0.0%
Drop rotting litter in street	99	56	43	22	34	36	7	26	17	60	36	24	35	64	94	5	66	16	0	99	84	31
	21.7%	36.8%	14.1%	29.3%	44.2%	24.3%	4.5%	17.2%	11.1%	38.5%	41.9%	34.3%	16.4%	26.3%	21.9%	19.2%	21.6%	25.4%	0.0%	90.0%	96.6%	77.5%
Drop (any) litter in street	11	6	5	1	5	3	2	4	1	7	5	2	3	8	11	0	2	1	0	11	3	9
	2.4%	3.9%	1.6%	1.3%	6.5%	2.0%	1.3%	2.6%	0.7%	4.5%	5.8%	2.9%	1.4%	3.3%	2.6%	0.0%	0.7%	1.6%	0.0%	10.0%	3.4%	22.5%

TABULATED ANALYSIS OF RESULTS

ALL WHO DROP SOME LITTER

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 14A AGAINST QUESTION 15A

SAMPLE FILTERED BY 13A-2 OR 13A-3

Would you still drop litter even if there were lots of people around you?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	110	62	48	23	39	39	9	30	18	67	41	26	38	72	105	5	68	17	0	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	38	22	16	4	18	14	2	15	1	30	21	9	14	24	36	2	16	6	0	38	15	38
	34.5%	35.5%	33.3%	17.4%	46.2%	35.9%	22.2%	50.0%	5.6%	44.8%	51.2%	34.6%	36.8%	33.3%	34.3%	40.0%	23.5%	35.3%	100.0%	34.5%	17.2%	95.0%
No	72	40	32	19	21	25	7	15	17	37	20	17	24	48	69	3	52	11	0	72	72	2
	65.5%	64.5%	66.7%	82.6%	53.8%	64.1%	77.8%	50.0%	94.4%	55.2%	48.8%	65.4%	63.2%	66.7%	65.7%	60.0%	76.5%	64.7%	100.0%	65.5%	82.8%	5.0%

TABULATED ANALYSIS OF RESULTS

ALL WHO DROP SOME LITTER

ANTI-LITTER LABELLING RESEARCH - FEB 1995

TABULATION OF QUESTION 14B AGAINST QUESTION 15A

SAMPLE FILTERED BY 13A-2 OR 13A-3

Would you still drop litter in a clean area where all litter had been removed?

		ANALYSIS CRITERIA																				
	TOTAL	Child 8-16yr	Adult 17-59	8-12 yrs	13-16 yrs	17-34 yrs	35-59 yrs	Adult Males	Adult Female	All 13-24 yrs	Males 13-24	Female 13-24	ABC1	C2DE	Seen Tidymn before	Not seen Tidymn	Tidymn influe bhavr	Tidymn not influe	Never drop litter	Drops litter	Not if people /clean	DROPif people /clean
TOTAL	110	62	48	23	39	39	9	30	18	67	41	26	38	72	105	5	68	17	0	110	87	40
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	25	13	12	3	10	10	2	11	1	18	12	6	8	17	23	2	7	3	0	25	2	25
	22.7%	21.0%	25.0%	13.0%	25.6%	25.6%	22.2%	36.7%	5.6%	26.9%	29.3%	23.1%	21.1%	23.6%	21.9%	40.0%	10.3%	17.6%	100.0%	22.7%	2.3%	62.5%
No	85	49	36	20	29	29	7	19	17	49	29	20	30	55	82	3	61	14	0	85	85	15
	77.3%	79.0%	75.0%	87.0%	74.4%	74.4%	77.8%	63.3%	94.4%	73.1%	70.7%	76.9%	78.9%	76.4%	78.1%	60.0%	89.7%	82.4%	100.0%	77.3%	97.7%	37.5%