Who Gives a Hoot?

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## Data Collection Locations

<table>
<thead>
<tr>
<th>STATES</th>
<th>TYPES OF SITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>city center</td>
</tr>
<tr>
<td>California</td>
<td>fast food</td>
</tr>
<tr>
<td>Georgia</td>
<td>recreation</td>
</tr>
<tr>
<td>Illinois</td>
<td>gas station</td>
</tr>
<tr>
<td>Kentucky</td>
<td>rest stop</td>
</tr>
<tr>
<td>Nevada</td>
<td>medical</td>
</tr>
<tr>
<td>New Mexico</td>
<td>bars/restaurant</td>
</tr>
<tr>
<td>New York</td>
<td>retail</td>
</tr>
<tr>
<td>Utah</td>
<td></td>
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<tr>
<td>Vermont</td>
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Measures

The Settings (n = 130)
- The amount of existing litter in the location
- Type of existing litter
- Amount of cigarette butt litter
- Number and type of trash receptacles
- Crowdedness

The Participants (n = 9,757)
- Gender
- Approximate age
- Item available to dispose?
  - No item in hand
  - Left site with item
  - Disposed of item at site
Disposals

- Disposed of an object: 22%
- Had no object: 28%
- Left with the object: 50%
Disposals

General Litter
- 25% Littered
- 75% Proper

Cigarette Butts
- 45% Littered
- 55% Proper
Do you feel a personal obligation:

- To not litter when you are holding a gum wrapper and there are no trash cans available?
- To stop and pick up a piece of scrap paper that blows off a big stack of papers you are carrying with both arms?
- To not litter when you are ill (fever, headache, muscle ache) and you would have to walk out of your way to reach a trash receptacle?
- To pick up a piece of paper you dropped when it’s raining and you are getting soaked?

0 1 2 3 4 5 6 7 8 9 10

No personal obligation

Very strong obligation
Intercept Survey

- In the past month, have you littered?
  - Where did you litter?
  - What did you litter?
  - Reason that you littered?
- Smoking questions:
  - Do you smoke?
  - When you smoke outside, how do you dispose of cigarette butts?
  - Do you consider cigarette butts to be litter?
Hypothesis

- Participants would be least likely to litter in settings with receptacles present and nearby.
Mean number of receptacles available

Sites where people did not litter: 6.1 receptacles
Sites where people did litter: 5.5 receptacles
Distance to receptacle (in feet)

- Nonlitterers: 3.9 feet
- Litterers: 21.1 feet
Hypothesis

- Less littering would occur in settings that had less litter present.
Amount of preexisting litter at sites

<table>
<thead>
<tr>
<th>Nonlitterers</th>
<th>Litterers</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>3.5</td>
</tr>
</tbody>
</table>
Hypothesis

- We wanted to explore how overall crowding of the site impacts littering.
Mean number of bystanders at the site

Number of Bystanders

Nonlitterers: 47
Litterers: 24
Older people would litter less than younger people.
Mean age of participants

<table>
<thead>
<tr>
<th>Age</th>
<th>Nonlitterers</th>
<th>Litterers</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td></td>
<td>31</td>
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</tbody>
</table>
Hypothesis

- Those who did not litter would have stronger antilittering personal norms, as assessed with the Personal Norm Against Littering Scale.
The Personal Norm Against Littering Scale shows a mean score of 8.9 for nonlitterers and 7.7 for litterers.
“Have you littered in the past month?”
Responses among those observed to have littered

- **36%** Denied littering in the past month
- **64%** Admitted littering in the past month
Is cigarette butt litter?

- **Smokers**
  - Yes: 96%
  - No: 4%

- **Non Smokers**
  - Yes: 39%
  - No: 61%
Main Findings

- Nearly 20% of all observed disposals were inappropriate (i.e., littered).
- The most commonly littered item was cigarette butts.
- People were more likely to litter in locations with fewer trash receptacles.
- Littering occurred more often in littered settings.
- People tended to refrain from littering in locations that were more crowded.
- Younger people were more likely to litter.
- Those who littered reported significantly lower perceived personal obligation to not litter.