



Who Gives a Hoot?

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Data Collection Locations

STATES

- Arkansas
- California
- Georgia
- Illinois
- Kentucky
- Nevada
- New Mexico
- New York
- Utah
- Vermont

TYPES OF SITES

- city center
- fast food
- recreation
- gas station
- rest stop
- medical
- bars/restaurant
- retail

Measures



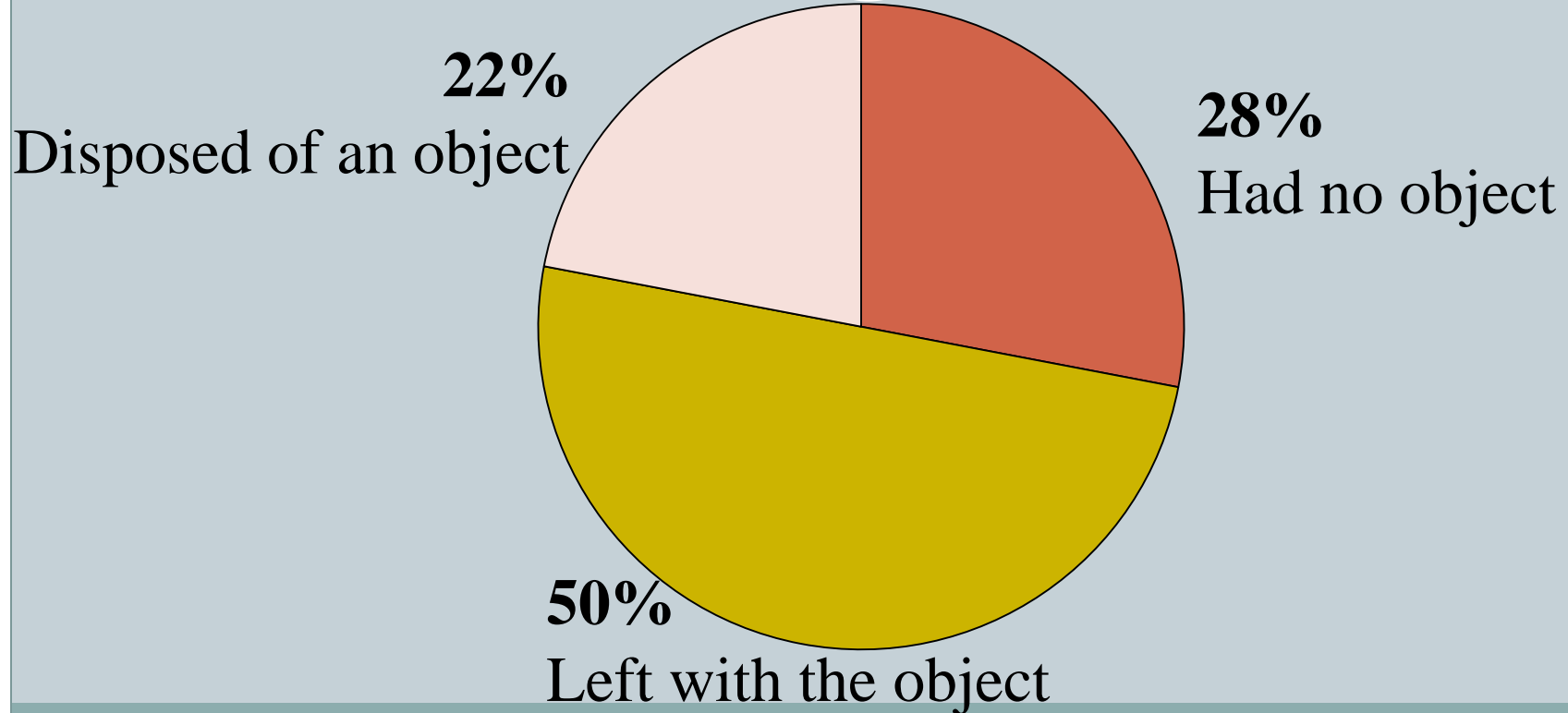
The Settings (n = 130)

- 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

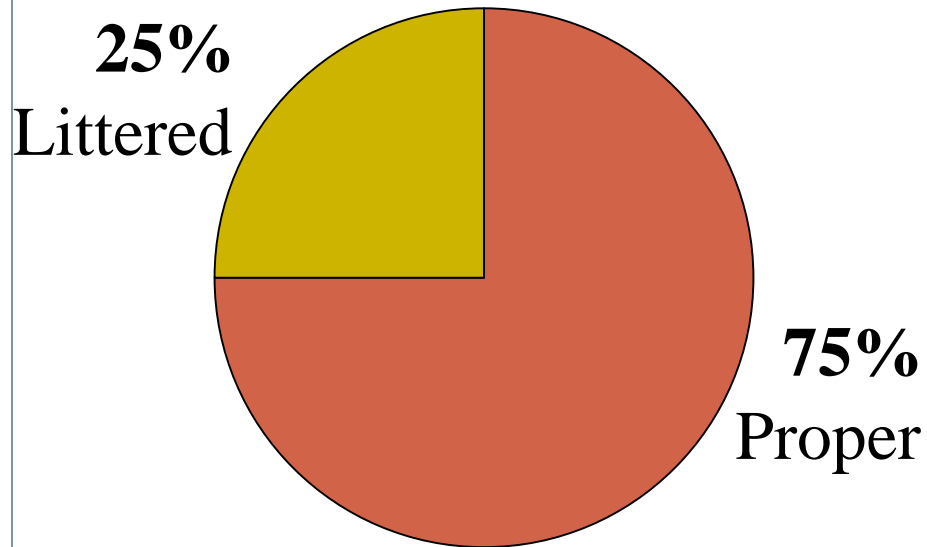
Disposals



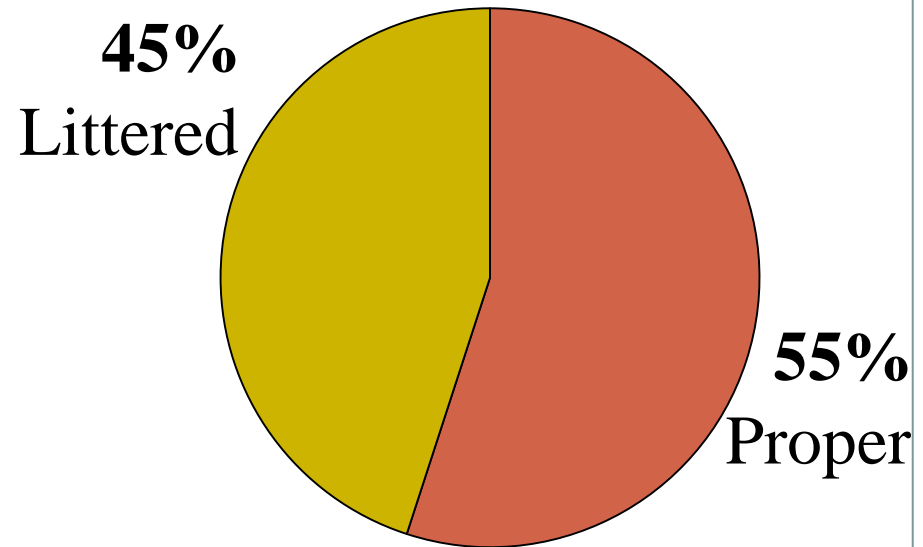
Disposals



General Litter



Cigarette Butts



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

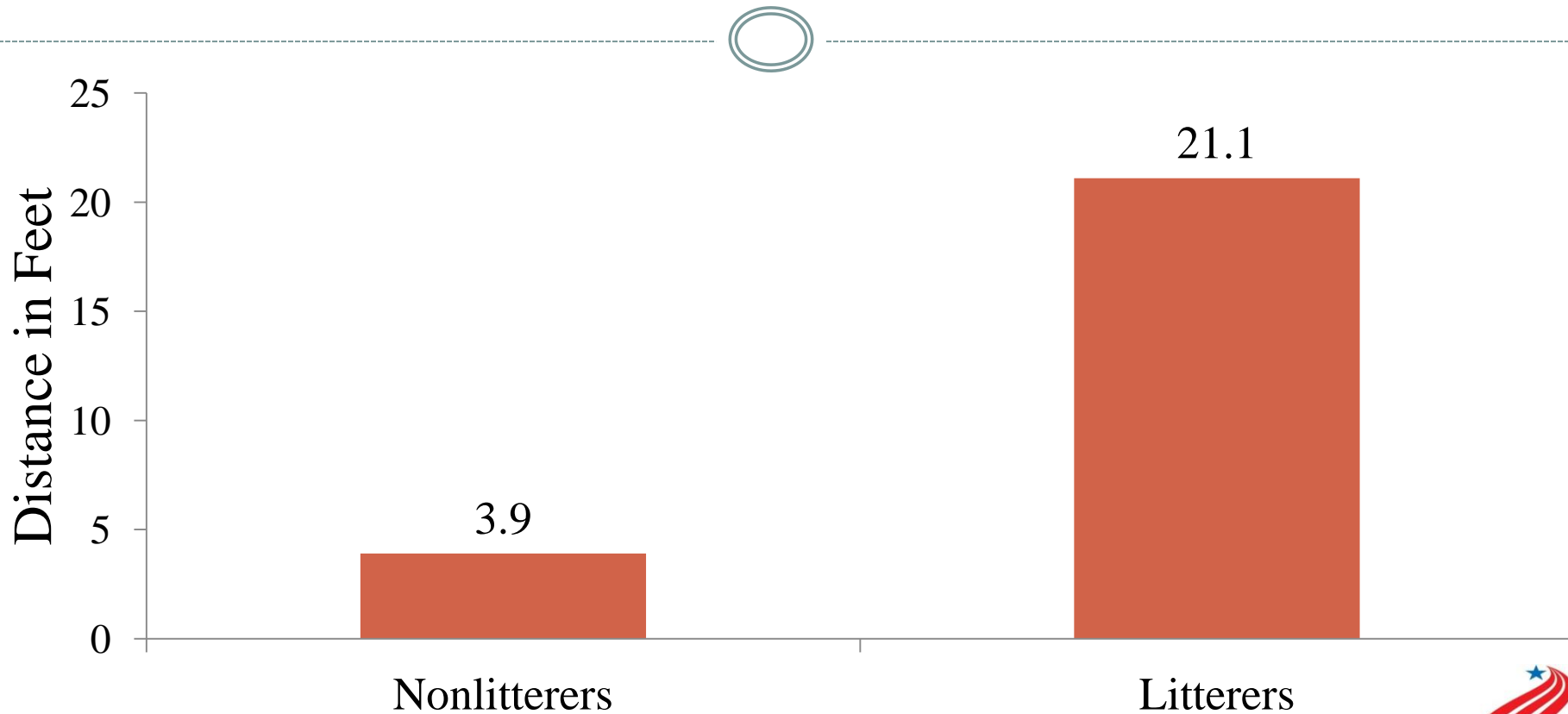


- Participants would be least likely to litter in settings with receptacles present and nearby.

Mean number of receptacles available



Distance to receptacle (in feet)

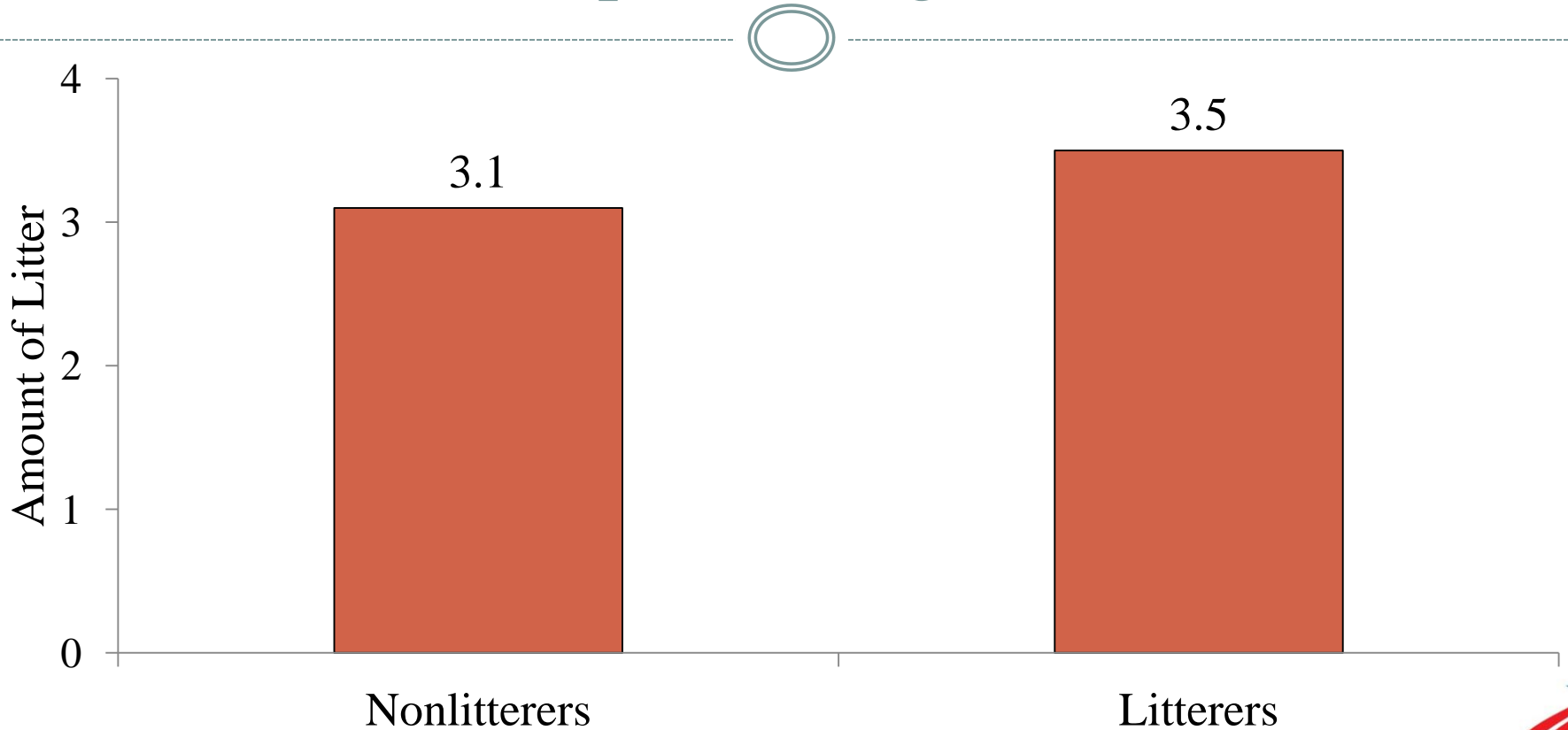


Hypothesis



- Less littering would occur in settings that had less litter present.

Amount of preexisting litter at sites

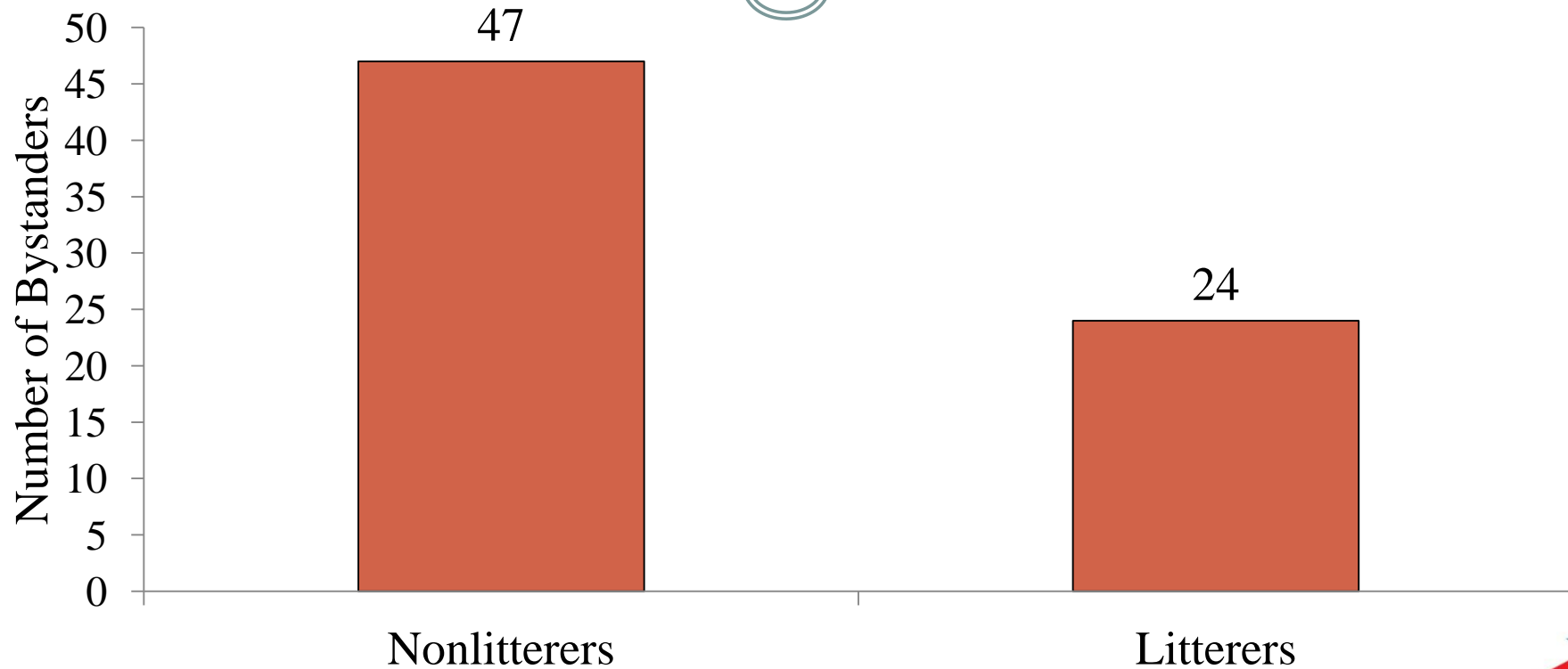


Hypothesis



- We wanted to explore how overall crowding of the site impacts littering.

Mean number of bystanders at the site

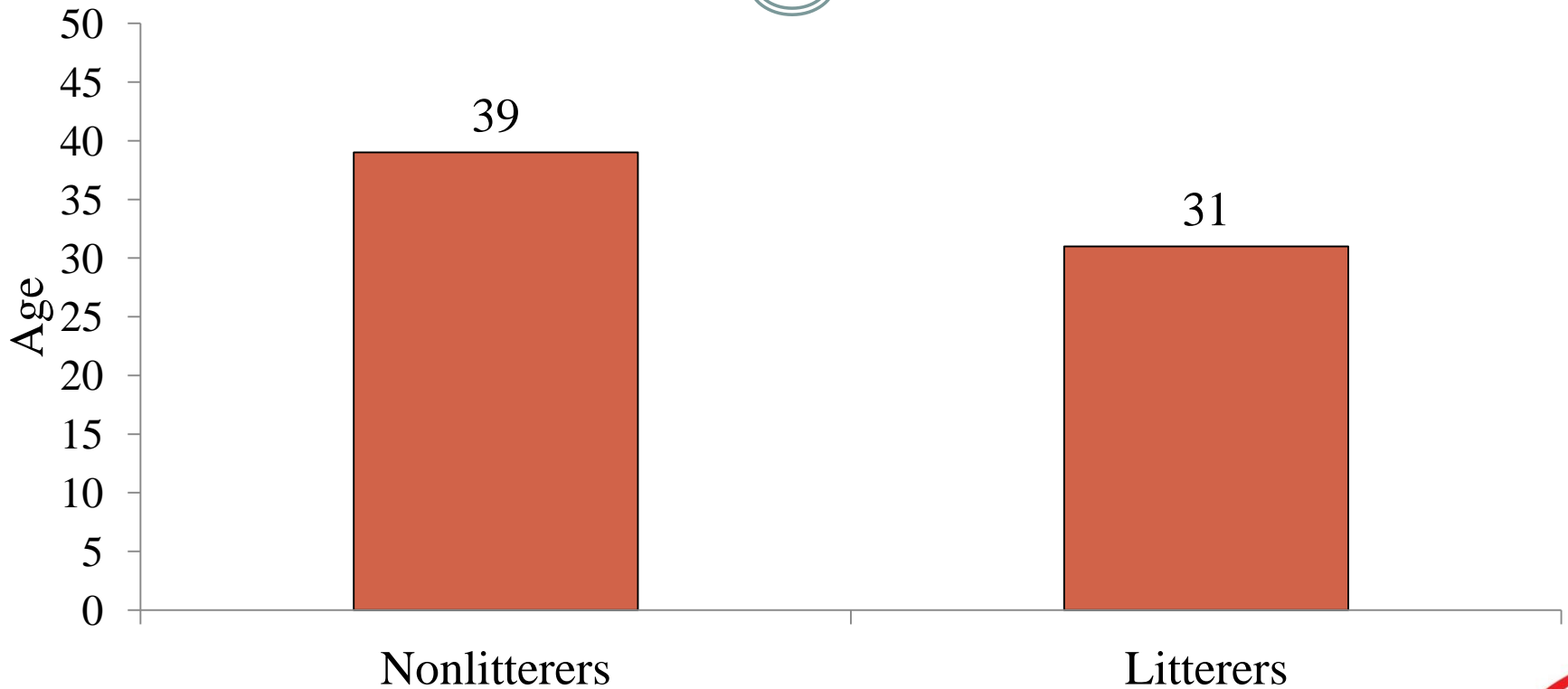


Hypothesis



- Older people would litter less than younger people.

Mean age of participants

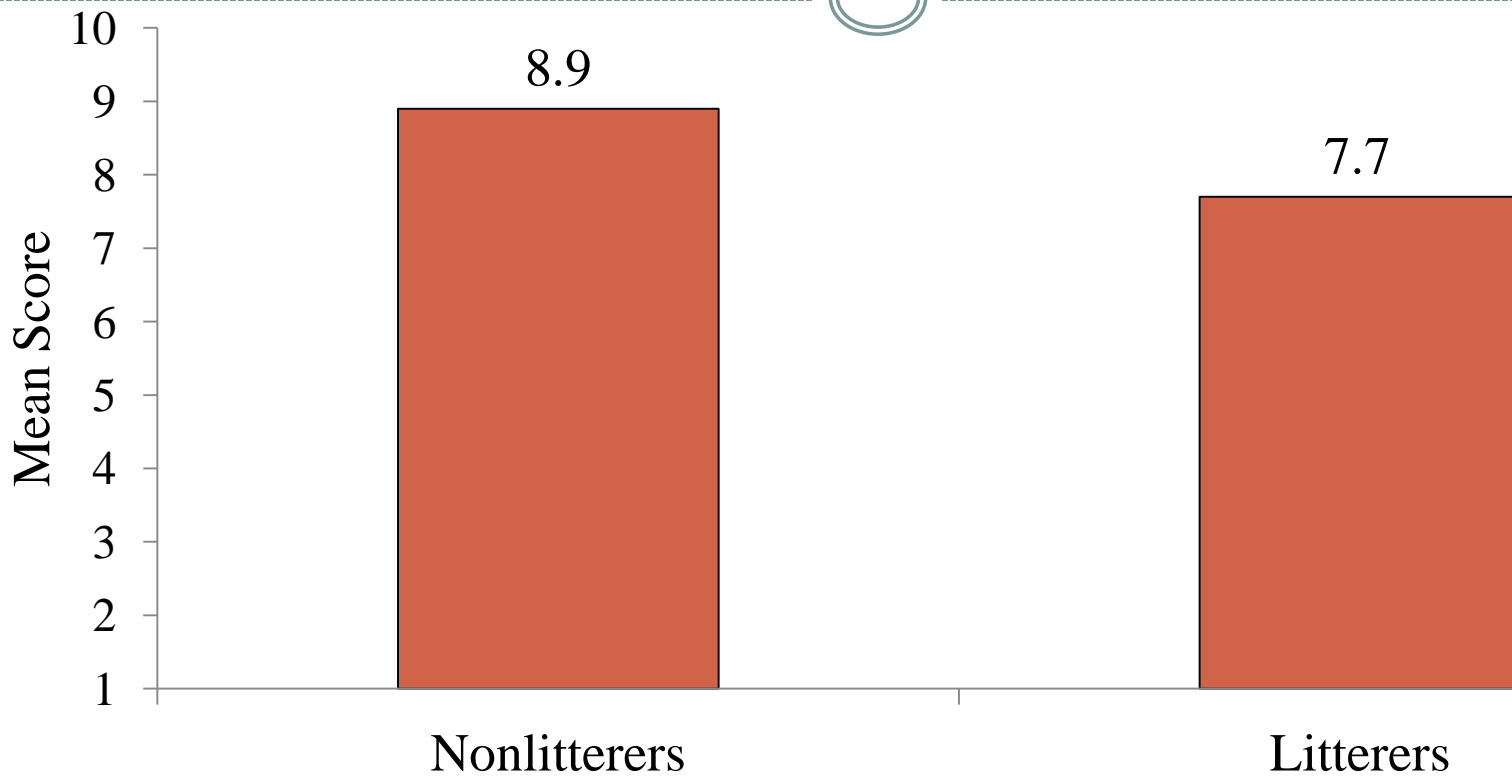


Hypothesis



- Those who did not litter would have stronger antilittering personal norms, as assessed with the Personal Norm Against Littering Scale.

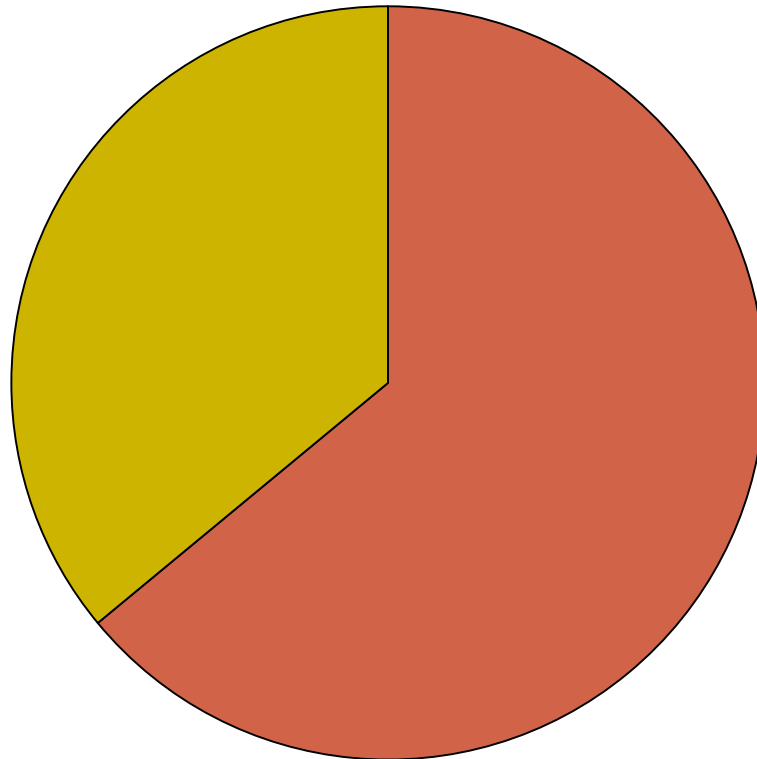
Personal Norm Against Littering Scale



“Have you littered in the past month?”
Responses among those observed to have littered



36%
Denied littering
in the past month

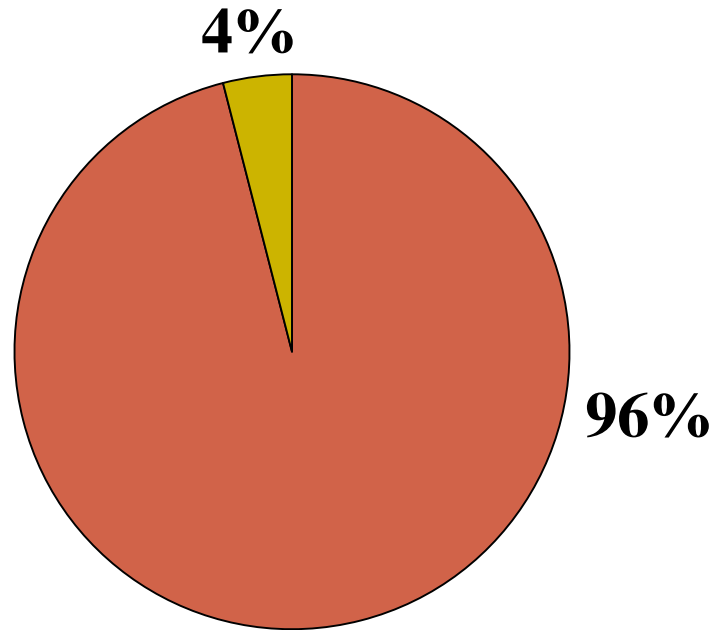


64%
Admitted
littering in the
past month

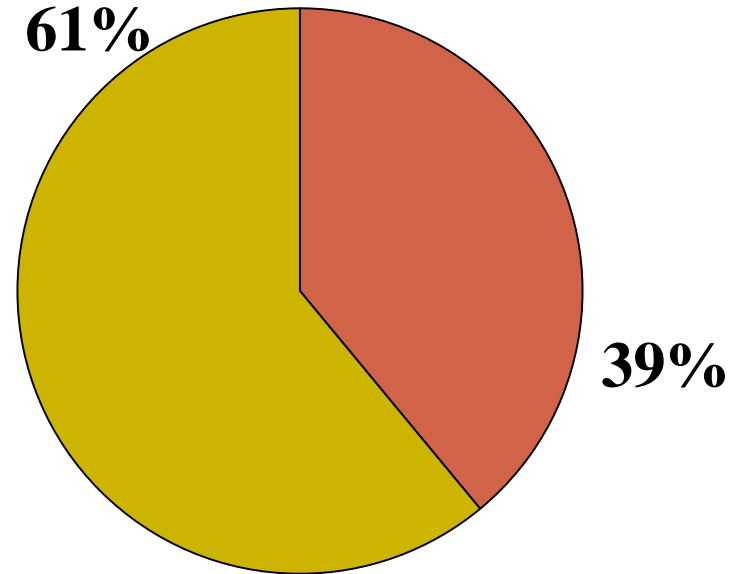
Is cigarette butt litter?

Yes

No



Smokers



Non Smokers

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.