

# Litter Bug Ad Effectiveness Study Final Report

Prepared for

ASTONE

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cooper roberts research

# Table of Contents

|                                      |           |
|--------------------------------------|-----------|
| <b>Background/Objectives</b>         | <b>3</b>  |
| <b>Methodology/Report Notes</b>      | <b>4</b>  |
| <b>Executive Summary/Conclusions</b> | <b>6</b>  |
| <b>Key Findings</b>                  |           |
| <b>Effectiveness of Campaigns</b>    | <b>8</b>  |
| <b>Littering Behavior</b>            | <b>22</b> |
| <b>Profile of Litter Bugs</b>        | <b>27</b> |

## Background/Objectives

- ASTONE has developed two separate anti-littering campaigns for the San Francisco Bay area and would like to understand the effectiveness of each among those in the population who tend to litter far more often than the rest of the population (a.k.a “litter bugs”). Each campaign is composed of three different components: a rough radio spot, a story board for a potential TV spot and an outdoor concept.
- Specific objectives include:
  - Test the effectiveness of the campaigns on litter bugs propensity to litter; and
  - Begin to uncover drivers behind littering behavior.

## Methodology/Report Notes

- Mall intercepts were used to screen for respondents to participate in a 15 minute interview.
- Interviews were conducted in two markets:
  - San Jose, CA (Westfield Shopping Oakridge); and
  - Fairfield, CA (Westfield Shoppingtown Solano).
- Interviewing was completed between May 2<sup>nd</sup>-16<sup>th</sup>, 2008.
- Respondents were screened to meet the following qualifications:
  - Male;
  - Age 18-29;
  - No competitive employment;
  - Has littered frequently (once a day), sometimes (once or twice a week) or rarely (once a month) in the past three months; and
  - Has littered at least one item (i.e., candy wrapper, cigarette butt, etc.) in the past three months.

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## Methodology/Report Notes (Cont.)

- Once respondents were screened, they were randomly shown the outdoor concept, storyboard and listened to the radio spot for one of the campaigns. After being exposed to all three components, respondents answered questions (e.g., overall likeability, effectiveness, how memorable, etc.) about the campaign. They were then exposed to the three components for the remaining campaign and asked the same questions about it.
- A total of 100 interviews were completed, equally divided across the San Jose and Fairfield facilities.
- All references to significant differences are at the 95% confidence level, directional differences are at the 80% confidence level.
  - An uppercase letter denotes a significant difference, while a lower case letter denotes a directional difference.
- Some charts may not add to 100% due to rounding, exclusion of don't know/refused answers or multiple mentions.

## Executive Summary/Conclusions

- Both ad campaigns score high in terms of effectiveness of communicating the overall message (don't litter/littering is bad).
- Overall, Jackass performs at the same level or higher than Cappers.
  - Respondents feel Jackass is more effective at conveying the specific message, more memorable, easier to understand and they would be more likely to tell a friend about the Jackass campaign.
- Although Jackass receives consistently higher scores, the radio ad for the campaign is the least liked component. In addition, some consider Jackass to be corny/stupid and/or unclear (Note: Extremely small base size).

### Conclusions/Recommendations

- The findings from this study indicate proceeding with the Jackass campaign is the most prudent course.
  - If changes are considered, having a stronger/clearer non-littering message may be the best course of action to make Jackass more effective among this audience.

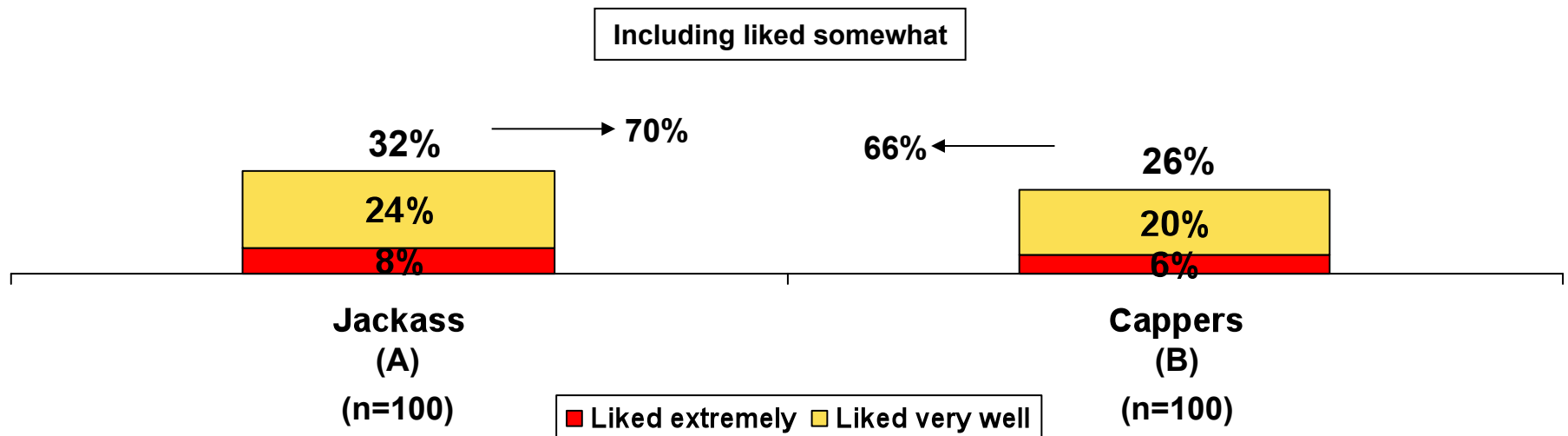
# Key Findings

# Effectiveness of Campaigns



## Overall Liking of Campaigns

- About three in ten people indicate they like the campaigns extremely/very well.
  - There are no significant differences between the two campaigns.
- When liked somewhat is taken into account, scores increase substantially for both.



Q.65 – Overall, how much would you say you liked this campaign? Would you say you...

## What Liked About Campaigns

- Respondents like that the ad campaigns discourage people from littering, and they think they are funny.
- Respondents also feel the Cappers radio ad has a catchy song.

|   | Jackass<br>(n=100)<br>%<br>A | Cappers<br>(n=100)<br>%<br>B |
|---|------------------------------|------------------------------|
| Discourages people from littering               | 19                           | 14                           |
| Funny   | 16                           | 19                           |
| Simple/to the point/easy to understand          | 9                            | 5                            |
| Liked the billboard                             | 8b                           | 3                            |
| Man is eating/drinking garbage                  | 5                            | -                            |
| People cleaning up/caring about the environment | 4                            | 6                            |
| Attention-getting                               | 3                            | 5                            |
| Friend telling the man he shouldn't litter      | 3                            | 1                            |
| Song/catchy rhyme/rap song                      | 2                            | 21A                          |
| Nothing   | 16                           | 18                           |

Q.67 – What, if anything, did you like about this campaign?

## What NOT Liked About Campaigns

- The component respondents dislike the most for the two campaigns is the radio ad, followed by the storyboard and the overall campaign in general.

|                                     | Jackass<br>(n=68)<br>%<br>A | Cappers<br>(n=74)<br>%<br>B |
|-------------------------------------|-----------------------------|-----------------------------|
| The radio advertisement             | 41                          | 36                          |
| The storyboard                      | 24                          | 27                          |
| Didn't like the campaign in general | 21                          | 26                          |
| The billboard sign                  | 16                          | 9                           |
| Other                               | 10                          | 11                          |

Q.68 – You mentioned you liked the campaign somewhat, slightly, or did not like it at all. What part or piece of the campaign, if any, did you not like? Would you say...

Base: Liked campaign somewhat, slightly or not at all

## Perceived Campaign Message

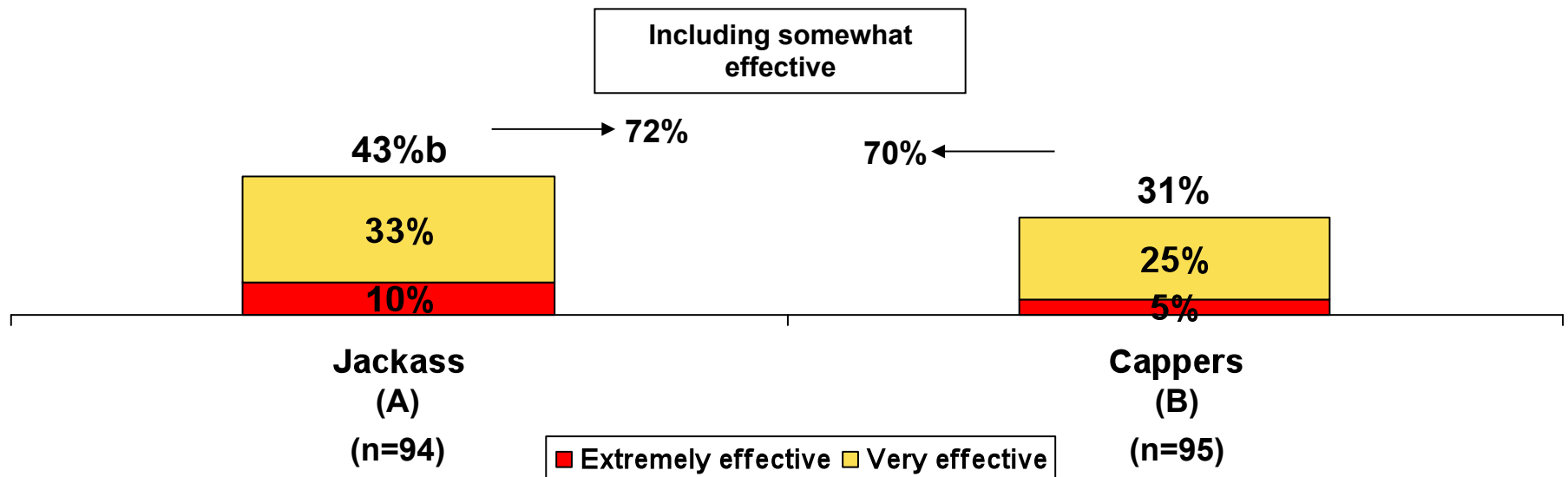
- The vast majority of respondents indicate that the message for the two campaigns was to relay to others not to litter or that littering is bad.

|   | Jackass<br>(n=100)<br>%<br>A | Cappers<br>(n=100)<br>%<br>B |
|---|------------------------------|------------------------------|
| Don't litter/use trash cans/clean up after yourself | 62                           | 65                           |
| Littering is bad/disgusting                         | 16                           | 12                           |
| People who litter are jackasses                     | 5b                           | 1                            |
| Littering in general                                | 3                            | 4                            |
| Keep you car clean                                  | 3                            | 1                            |
| Littering is not cool                               | 2                            | 1                            |
| Litter affects the water supply/can cause illness   | 2                            | 1                            |
| People don't care about littering                   | 1                            | 6a                           |
| Don't know  | 9                            | 8                            |

Q.70 – What message do you think this campaign was trying to convey?

# Effectiveness of Perceived Campaign Message

- Roughly four in ten respondents say the Jackass campaign is extremely/very effective, which is directionally higher than the three in ten who feel the same about the Cappers.
- At least seven in ten respondents feel the ad campaigns are extremely/very/somewhat effective.



Q.75 – Using the following scale, how effective do you personally think the campaign was at conveying this message?

Base: Felt campaign had a specific message

## Why Campaign NOT Effective Conveying Message

- The majority of respondents who feel the Jackass campaign is not effective say it is corny/stupid or feel the message is not clear.
- Respondents who find Cappers ineffective also feel the message is not clear but, in addition, they believe it will not be taken seriously.

|   | Jackass<br>(n=22*)<br>%<br>A | Cappers<br>(n=25*)<br>%<br>B |
|---|------------------------------|------------------------------|
| Corny/stupid  | 32                           | 16                           |
| Message isn't clear/didn't get message across about not littering | 27                           | 24                           |
| Not attention-getting   | 14                           | 4                            |
| Didn't like the song  | 5                            | 8                            |
| Message won't be taken seriously/people will still litter         | 5                            | 20a                          |
| Don't know  | 9                            | 4                            |

Base: Felt campaign was not very or not at all effective at conveying specific message

\*Caution: Extremely small base

Q.80 – Why do you feel this campaign is not effective at conveying this message?

## What Needed to Make Campaign More Effective

- The majority of those who feel the campaigns are not effective feel they need to provide a clearer message.
- Respondents also feel Jackass needs to be more relevant to them personally and needs to provide some type of explanation.

|                                  | Jackass<br>(n=22*)<br>%<br>A | Cappers<br>(n=25*)<br>%<br>B |
|----------------------------------|------------------------------|------------------------------|
| Provide a more clear message     | 59                           | 48                           |
| Make it more relevant to my life | 41b                          | 16                           |
| Provide an explanation           | 32                           | 16                           |
| Make it easier to understand     | 23b                          | 8                            |
| Make it more specific            | 18                           | 24                           |
| Other                            | 14                           | 8                            |

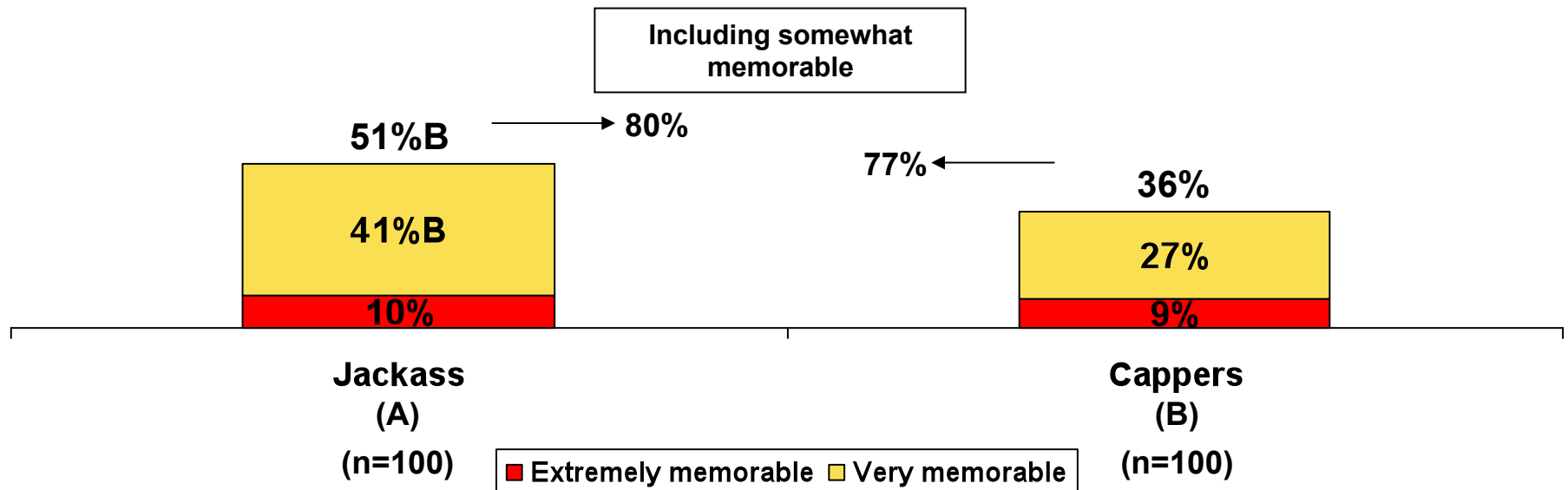
Base: Felt campaign was not very or not at all effective at conveying specific message

\*Caution: Extremely small base

Q.85 –What would be needed to make this campaign more effective?

# Campaign Memorable

- Respondents are significantly more likely to feel the Jackass campaign is memorable.
- When somewhat memorable scores are taken into account, scores increase substantially for both campaigns and are statistically the same.

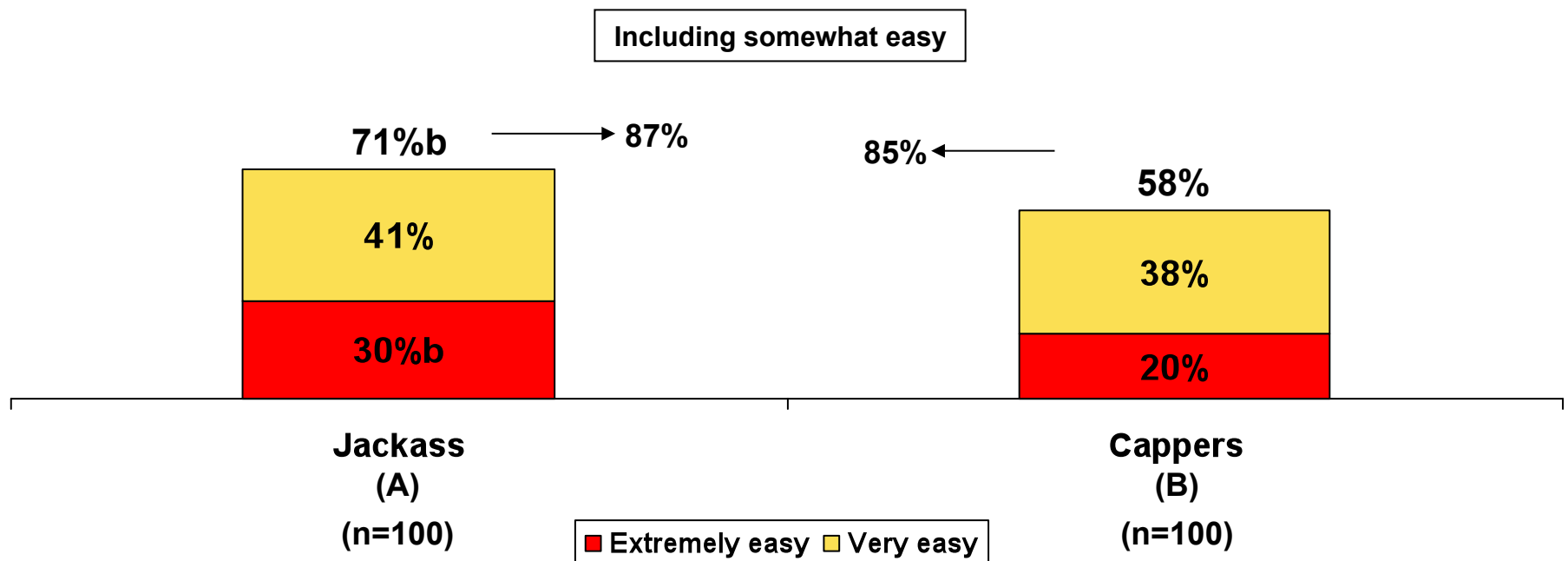


Q.90 – How memorable do you think this campaign is? Is it...



## Campaign Easy to Understand

- Respondents are directionally more likely to say the Jackass campaign is extremely/very easy to understand.
- When somewhat easy scores are included, scores increase for both campaigns and are statistically the same.



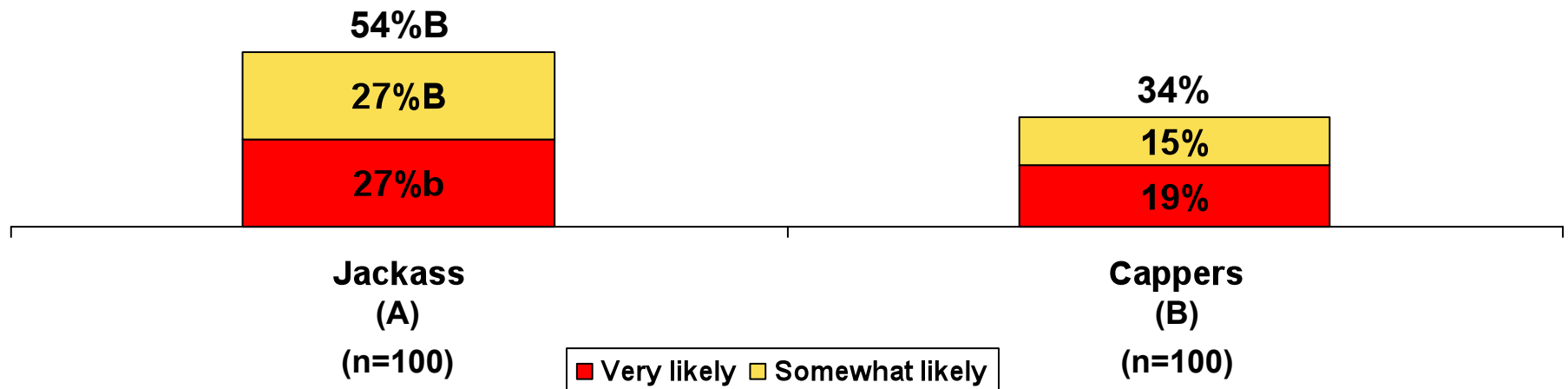
## Campaign Relevant

- Slightly more than a third of respondents find the ad campaigns to be relevant.
- There are no significant differences between the two campaigns.



## Likelihood to Tell Friend About Campaign

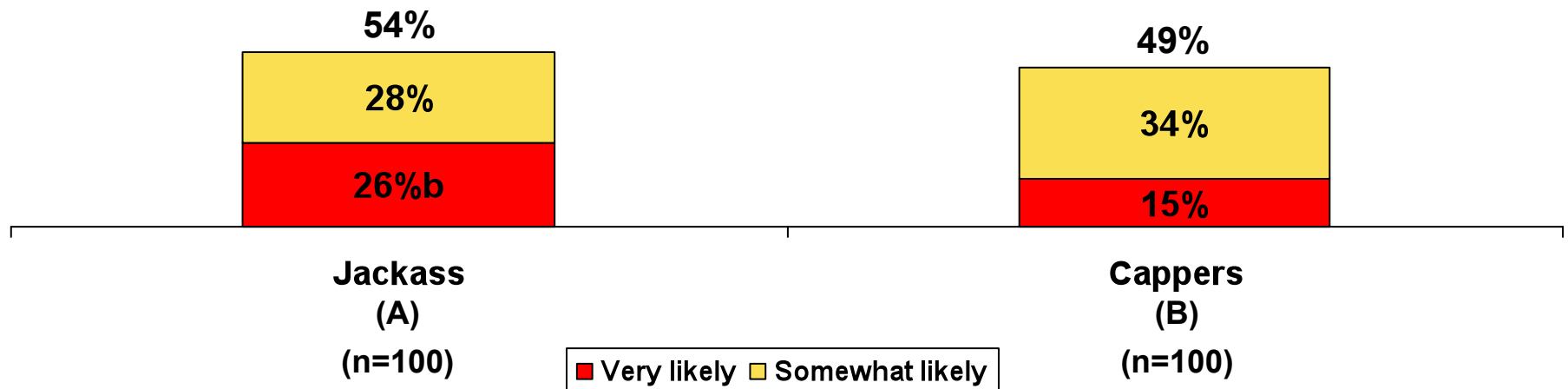
- Respondents are significantly more likely to tell a friend about the Jackass campaign.



Q.105 – How likely would you be to tell a friend about this campaign? Would you be...

# Likelihood of Campaign to Make Think Twice About Littering in Future

- About half of respondents say both ads make them think twice about littering in the future.



Q.110 – Using the following scale, how likely would this campaign make you think twice about littering in the future?

# Campaign Scorecard

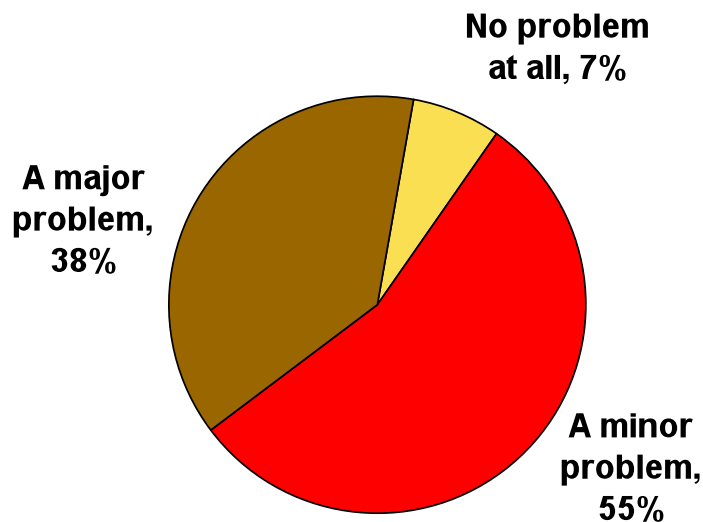
|   | <b>Jackass</b><br><b>(n=100)</b><br>%<br><b>A</b> | <b>Cappers</b><br><b>(n=100)</b><br>%<br><b>B</b> |
|---|---|---|
| <b>Liked Campaign (extremely/very well)</b>   | 32  | 26  |
| <b>Effectiveness Conveying Specific Message (extremely/very effective)</b>                        | 43b   | 31  |
| <b>How Memorable (extremely/very memorable)</b>   | 51B   | 36  |
| <b>Ease of Understanding (extremely/very easy)</b>  | 71b   | 58  |
| <b>How Relevant (extremely/very relevant)</b>   | 35  | 34  |
| <b>Likely to Tell a Friend (very/somewhat likely)</b>   | 54B   | 34  |
| <b>Likelihood Campaign Makes You Think Twice About Littering in Future (very/somewhat likely)</b> | 54  | 49  |

# Littering Behavior

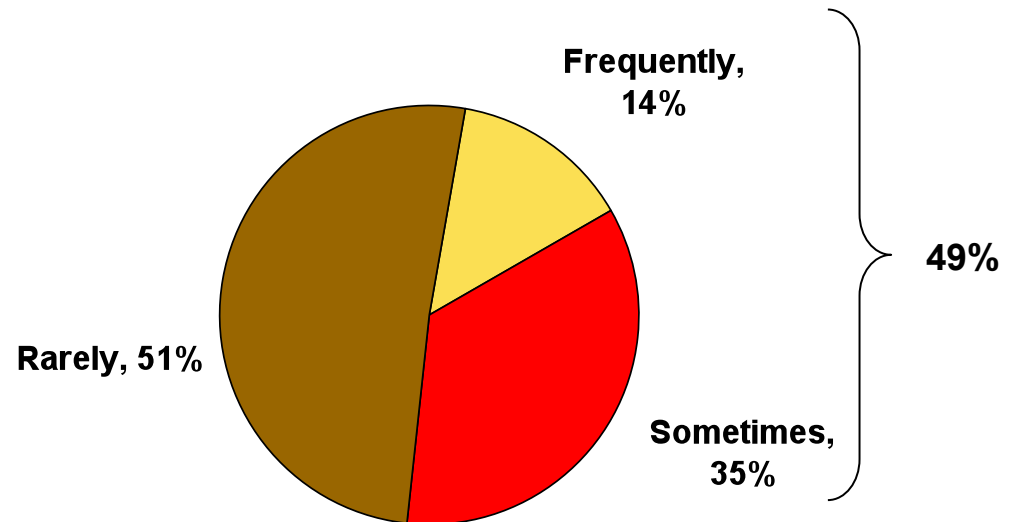
# Is Littering a Problem/How Often Litter

- The majority of respondents believe littering is a problem, with slightly over half stating that littering is a minor problem and about four in ten stating that littering is a major problem.
- About half of respondents admit to littering frequently or sometimes.

How Big of a Problem is Littering



How Often Litter

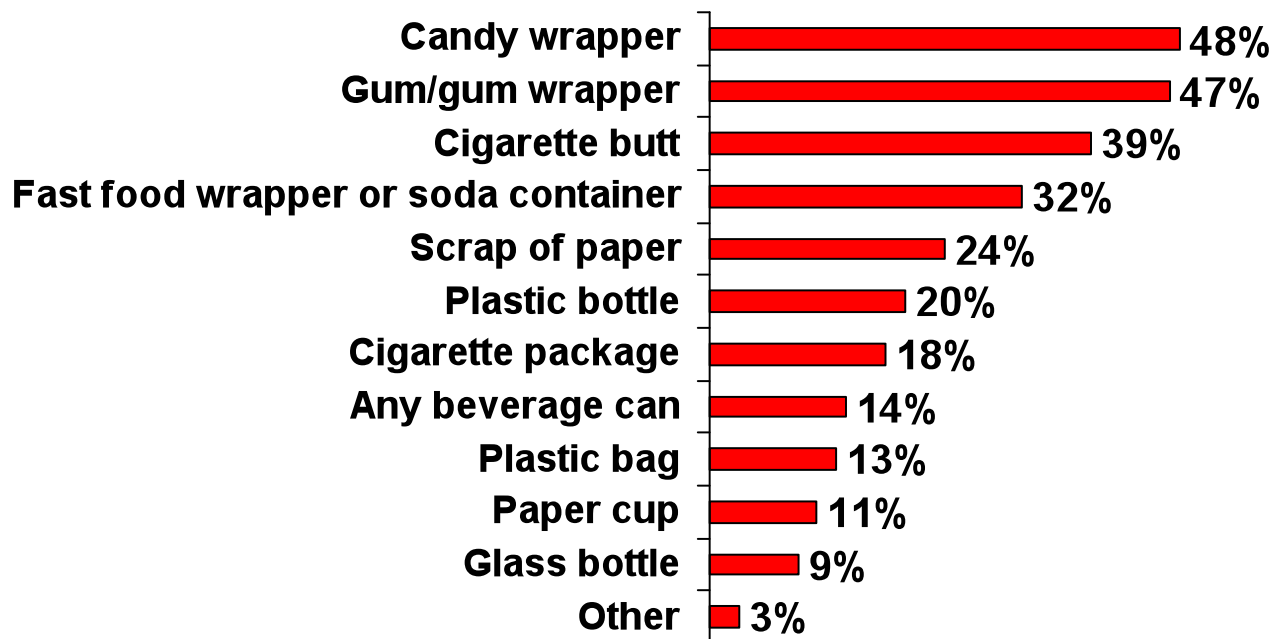


Q.30 – Overall, how much of a problem would you say littering is in your community? Would you say it is...

Q.35 – How often would you say you have littered, intentionally or unintentionally, in the past 3 months? Would you say...

## Items Littered in Past Three Months

- Almost half of respondents say they have littered candy wrappers or gum/gum wrappers in the past three months.
- Cigarette butts and fast food wrappers or soda containers come in third and fourth, respectively, of the items littered in the past 3 months.

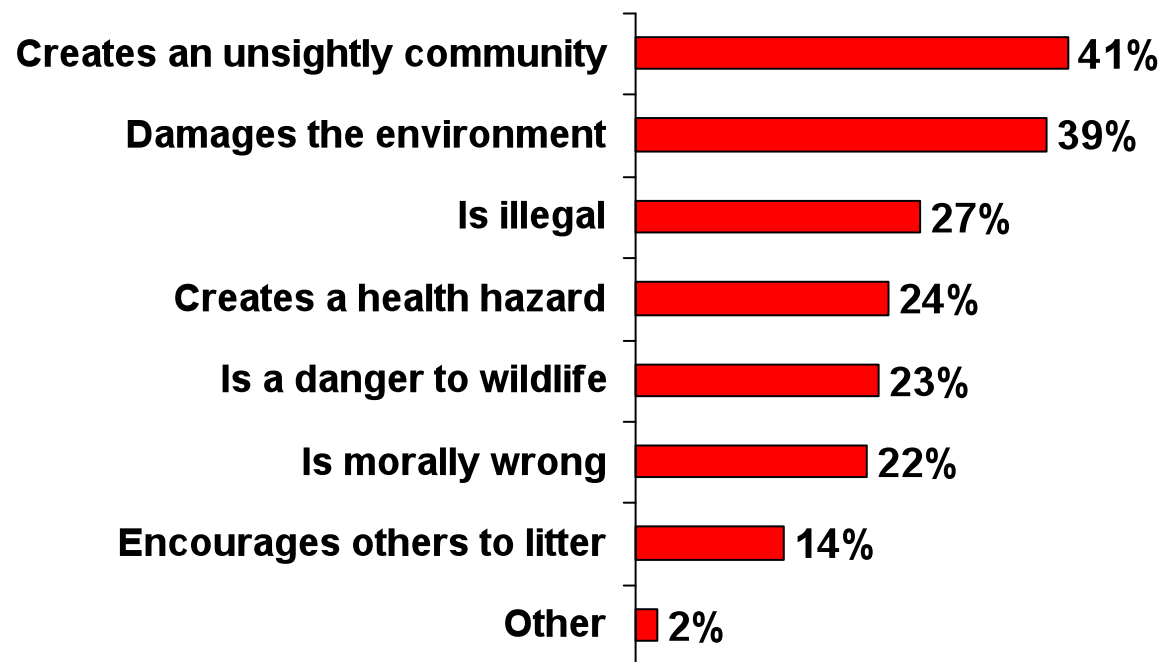


Q.40 – Here are some items you could have littered, intentionally or unintentionally, in the past 3 months. Which of these items, if any, have you littered in the past 3 months?



## Why Littering a Minor/Major Problem

- Of those who feel littering is a minor/major problem, approximately four in ten believe that littering creates an unsightly community and damages the environment.
- Nearly one in ten believe that littering is not a problem at all in their community.
- The large majority of respondents (84%) were informed that they should not litter as a child.



7% of people think littering is not a problem at all in their community

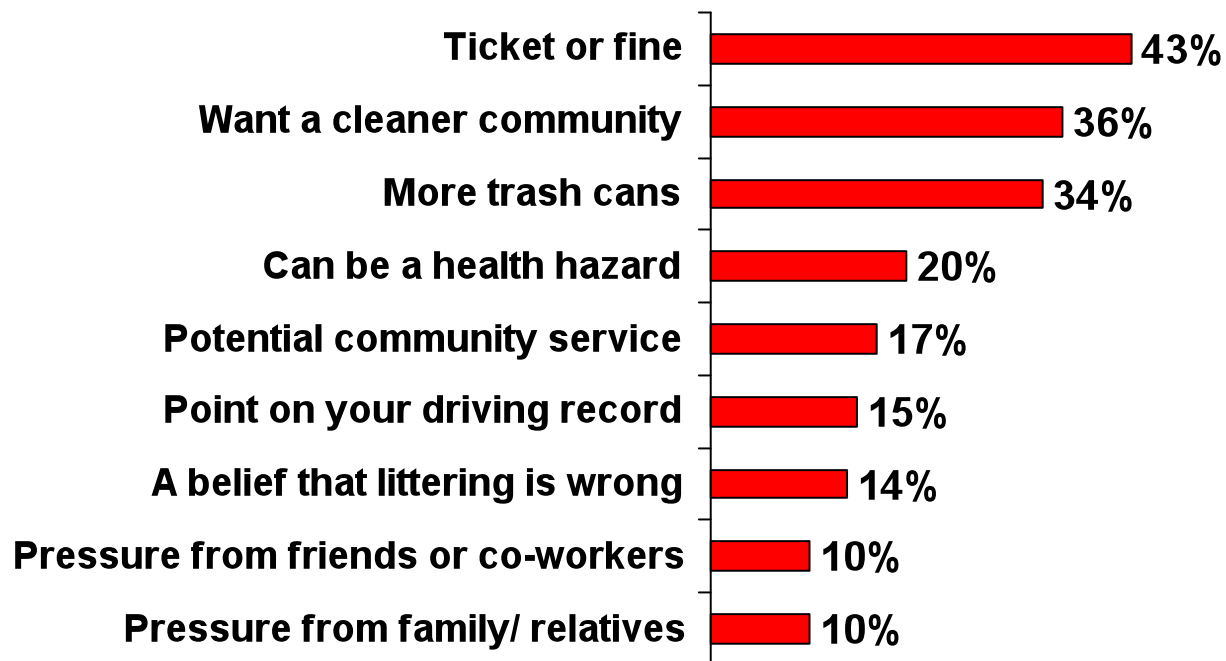
A large majority (84%) were told that they should not litter, as a child

Q.45 – You mentioned you feel littering is a minor or major problem in your community. Is that because you feel it...

Base: Feel littering is a minor/major problem (n=93)

## What Would Prevent From Littering

- The top three factors that would thwart respondents from littering are a ticket/fine, wanting a cleaner community or the presence of more trash cans.



Q.57 – Of the following, what are some factors that might keep you from littering?

# Profile of Litter Bugs

## Profile of Litter Bugs – Summary

- Respondents who are considered Litter Bugs are more likely to:
  - Skew young (18-24);
  - Be less educated (high school graduate or less);
  - View themselves as doing OK financially or sometimes find it tough to make ends meet;
  - Have a lower household income (under \$50,000), with an average household income of \$44,000;
  - Be born in the U.S.;
  - See/hear ads on television or over the radio;
  - Have hobbies that include hanging out with friends, playing video or online gaming, playing sports and going to the movies, events, or parties;
  - Listen to Rap/Hip Hop and R&B music; and
  - Feel economic issues and crime are important social issues.

# Profile of Litter Bugs

|   | %  |
|---|----|
| <b>Age</b>                                |    |
| 16-17                                     | 29 |
| 18-24                                     | 40 |
| 25-29                                     | 31 |
| Average age                               | 22 |
|   |    |
| <b>Education</b>                          |    |
| Some high school or less                  | 37 |
| High school graduate                      | 36 |
| Technical or trade school                 | 2  |
| Some college                              | 25 |
|   |    |
| <b>Employment</b>                         |    |
| Employed                                  | 43 |
| Not employed                              | 55 |
|   |    |
| <b>View of Self Financially</b>           |    |
| Successful                                | 15 |
| Doing OK                                  | 58 |
| Sometimes find it tough to make ends meet | 24 |

Q.15 – Age  
 Q.25 – Education  
 Q.205 – View of self financially  
 Q.215 – Employment

## Profile of Litter Bugs (Cont.)

|                            | %        |
|----------------------------|----------|
| <b>Income</b>              |          |
| Under \$50,000             | 46       |
| \$50,000-\$99,999          | 13       |
| \$100,000 or more          | 6        |
| Don't know refused         | 35       |
| Average household income   | \$44,000 |
|                            |          |
| <b>Ethnicity*</b>          |          |
| White                      | 37       |
| Latino/Hispanic            | 29       |
| African American           | 23       |
| Asian or Pacific Islander  | 3        |
| Other                      | 5        |
|                            |          |
| <b>Born in U.S.</b>        |          |
| Born in U.S.               | 94       |
| Moved from another country | 4        |

Q.220 – Income  
 Q.225 – Ethnicity  
 Q.230 – Born in U.S.

\*Efforts were made to include Latino/Hispanic and African American young adult males

## Profile of Litter Bugs (Cont.)

|  | First Mention<br>% | All other<br>Mentions<br>% |
|--|--------------------|----------------------------|
| <b>Where Commercials or Ads Most Likely to be Seen</b> |                    |                            |
| Television   | 66                 | 84                         |
| Radio  | 13                 | 60                         |
| Internet   | 9                  | 41                         |
| Billboards   | 4                  | 45                         |
| Newspaper  | 2                  | 28                         |
| Magazines  | 2                  | 27                         |
| Bus signs  | 1                  | 24                         |
| Text message   | -                  | 9                          |

## Profile of Litter Bugs (Cont.)

|                                    | First Mention<br>% | All other<br>Mentions<br>% |
|------------------------------------|--------------------|----------------------------|
| <b>Hobbies</b>                     |                    |                            |
| Playing sports                     | 20                 | 45                         |
| Hanging out with friends           | 13                 | 61                         |
| Working on cars                    | 10                 | 26                         |
| Traveling                          | 7                  | 26                         |
| Video or online games              | 7                  | 46                         |
| Skiing/snowboarding                | 6                  | 19                         |
| Surfing the web                    | 5                  | 36                         |
| Exercising                         | 5                  | 33                         |
| Writing                            | 4                  | 27                         |
| Drinking                           | 4                  | 25                         |
| Going to movies, events or parties | 3                  | 44                         |
| Photography                        | 2                  | 18                         |
| Playing poker                      | 2                  | 19                         |
| Using chat, IM or text messaging   | 2                  | 37                         |
| Other                              | 10                 | 16                         |



## Profile of Litter Bugs (Cont.)

|                                    | First Mention<br>% | All other<br>Mentions<br>% |
|------------------------------------|--------------------|----------------------------|
| <b>Music Typically Listened To</b> |                    |                            |
| Rap/Hip Hop                        | 40                 | 69                         |
| Metal                              | 14                 | 34                         |
| R&B                                | 11                 | 58                         |
| Classic rock                       | 9                  | 36                         |
| Alternative rock                   | 7                  | 32                         |
| Electronica/Techno                 | 4                  | 28                         |
| Country                            | 4                  | 10                         |
| Jazz                               | 3                  | 25                         |
| Classical                          | 2                  | 22                         |
| Pop                                | 1                  | 27                         |
| Other                              | 5                  | 13                         |

## Profile of Litter Bugs (Cont.)

|  | %  |
|--|----|
| <b>Importance of Social Issues (Extremely/Very important)</b>  |    |
| Economic issues (e.g., possible recession, falling housing prices, poverty, gas prices, etc.)                                    | 81 |
| Crime  | 77 |
| Environmental issues (e.g., global warming, water pollution, etc.)   | 72 |
| Drugs  | 69 |
| Traffic  | 59 |
|  |    |
| Note: The responses for Q130 (why environmental issues not important) were not shown due to an extremely small base size (n=11). |    |