

# TOBACCO PRODUCT PLASTIC FILTER GROUP

## Cigarettes/Tobacco Using Plastic Filters Disposal Survey 2024

March 2024

J.235155



# Project Background & Methodology



## Background & Objectives

- Directive (EU) 2019/904 from the European Union aims to reduce the impact of certain plastic products on the environment. This directive requires annual data on the public's post-consumption waste of single-use plastic products (SUP).
- Within the tobacco industry, this waste contains tobacco products butts with plastic filters which are either disposed correctly in public collection systems or littered in public.
- An online survey was required among smokers of cigarettes with plastic filters (ready-made & roll-your-own) to understand where smokers are consuming cigarettes and how they dispose of them post-consumption.
- The survey also covers awareness levels of the environmental impact of plastic filters and messaging testing in relation to motivating smokers to dispose of cigarettes correctly.
- The survey covers the following tobacco products:
  - Ready-made cigarettes
  - Roll-your-own cigarettes when smoked with filter

# Mapping the Cigarette Journey

The following approach was used to understand the cigarette journey from consumption to disposal:

1. Respondents were asked how many ready-made and roll-your-own cigarettes with filters they smoked yesterday.
2. For each cigarette smoked yesterday, the respondents were asked where they smoked the cigarette, e.g. at home, when out walking, in the car, etc.
3. For each cigarette smoked yesterday, the respondents were asked how they disposed of the cigarette butt, e.g. litter, public collection system and private waste. This was linked to the location for the consumption.

Fieldwork was spread across all seven weekdays, and corrective weighting was utilised to give each weekday a weight of 1/7.

Furthermore, the online sample was weighted on demographics – these weights were achieved through Ipsos B&A's, nationally representative Face-to-Face Barometer.

Natural fall out on type of cigarette smoked in past month (ready-made, RYO with filter, RYO without filter) within the target definition of past month smokers of ready-made and/or RYO with filter cigarettes.



# Limitations of the research

While the online survey provides valuable insights into/levels for where cigarettes with filters are smoked and how they are disposed, the following limitations should be highlighted for using the survey results for economic/cost analysis/extrapolation to a bigger universe of filter cigarettes:

- The study is based on a sample of  $n=1,001$  past month smokers of filter cigarettes, but it is not a census among all those smokers in Ireland or cigarette filters disposed.
- The survey is based on claimed behaviour rather than actual behaviour. It does help that we only ask for past day rather than past week. And the online approach compared to an interview led survey probably lead to more honest answers in relation to disposal. However, counting cigarettes in the public collection system and monitoring type of littering would potentially provide more accurate results.
- The claimed behaviour is based on the day before the respondent took the survey. While we did apply a 1/7 weighting on weekdays, seasonal variations are likely to impact the results (e.g. big sports events on, summer concerts, etc.).
- The corrective weighting applied is based on profile data achieved from our nationally representative Face-to-Face Barometer/Omnibus for the specific target group used for the online survey, in the absence of public domain data for past month smokers of RM/ROY with filter. Profile data is calculated on a base size of 140 respondents.
- Generally, we would not advocate to use the survey results for economic modelling/extrapolation in isolation, due to the above limitations. The disposal shares from the survey should be used more as a guidance in combination with other data sources, e.g. National Litter Pollution Monitoring, feedback from public waste collectors, feedback from other relevant stakeholders, international studies from countries similar to Ireland, etc.

# Methodology

A nationally representative sample of n=1,001 past month cigarette smokers of ready-made and/or roll-your-own with filter, aged 18+ years

# 1



## Sample Size

Nationally representative sample of n=1,001 past month cigarette smokers of ready-made and/or roll-your-own with filter, aged 18+ years. Those who only smoked roll-your-own without filter were not included in the survey.

# 2



## Online Survey

Interviewing was completed using Ipsos B&A's Acumen Online Panel and partner panels.

# 3



## Quota Controls

Quotas were implemented on gender, age, social class, region and urbanisation.

# 4



## Fieldwork Dates

The online survey was completed between 13<sup>th</sup>-28<sup>th</sup> February 2024. The Face-to-Face Barometer used for corrective weighting was completed between 16<sup>th</sup>-29<sup>th</sup> February 2024.

# 5



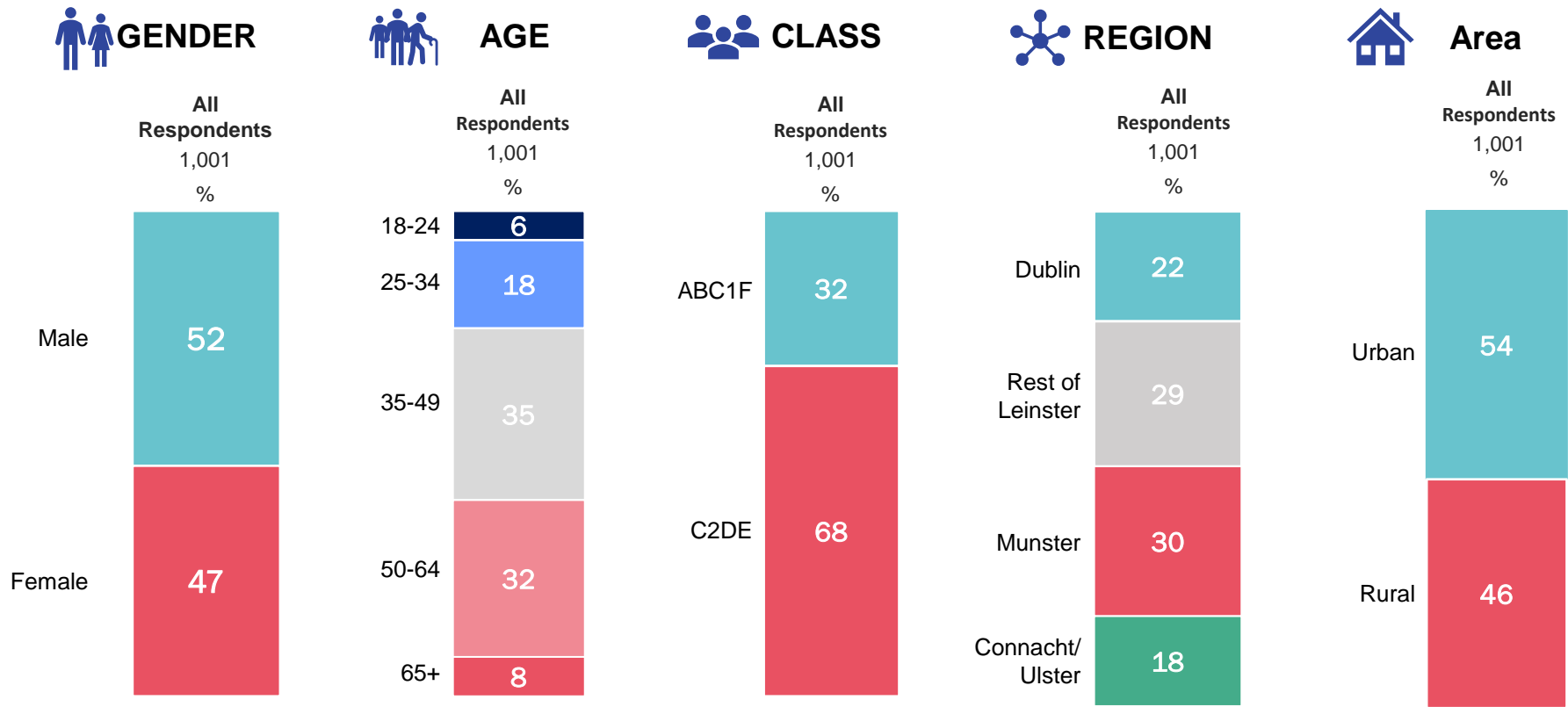
## Weights

Corrective weighting was applied by gender, age, social class, region, urbanization and weekday per the data obtained from Ipsos B&A's Face-to-Face Barometer.



# Analysis of Sample – Demographics

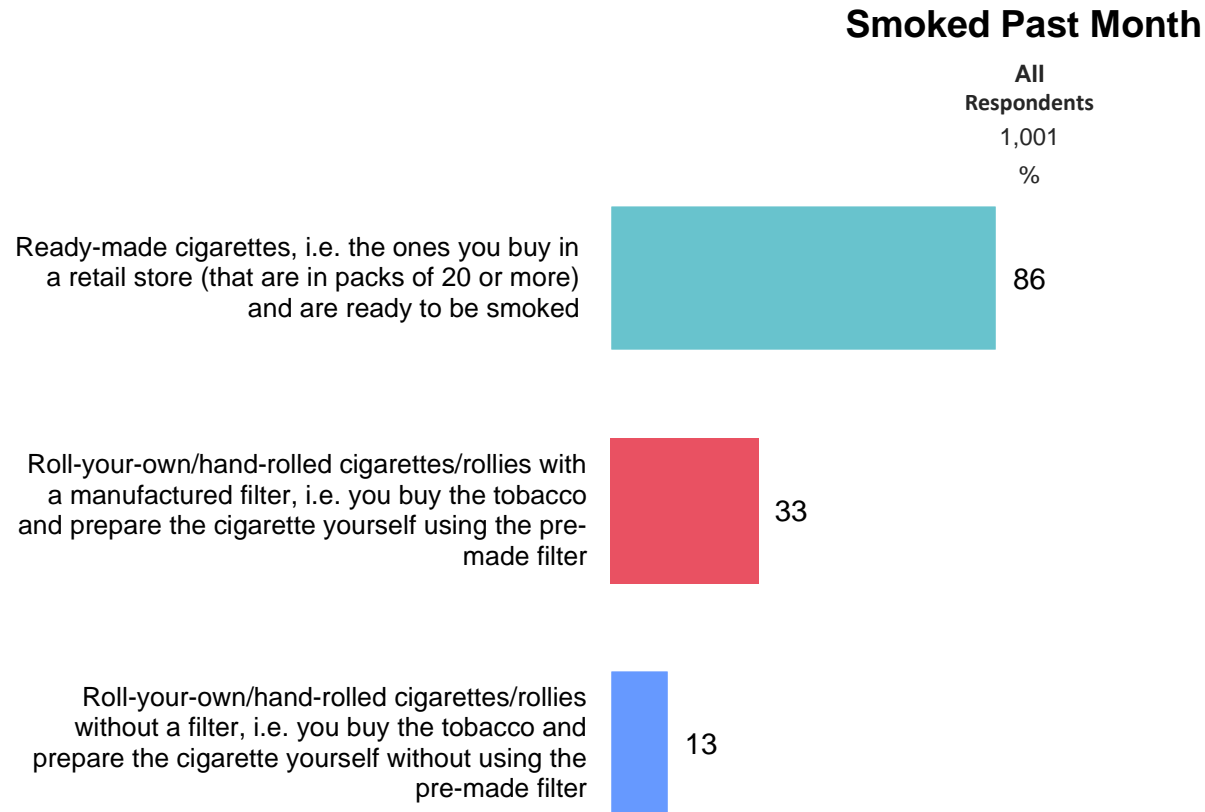
Base: All past month smokers of ready-made/RYO with filter 1,001



Corrective weighting was applied by gender, age, social class, region and urbanisation per the data obtained from Ipsos B&A's Face-to-Face Barometer. The data was furthermore weighted on weekdays (1/7).

# Analysis of Sample – Cigarette Type Smoked (Past Month)

Base: All past month smokers of ready-made/RYO with filter 1,001

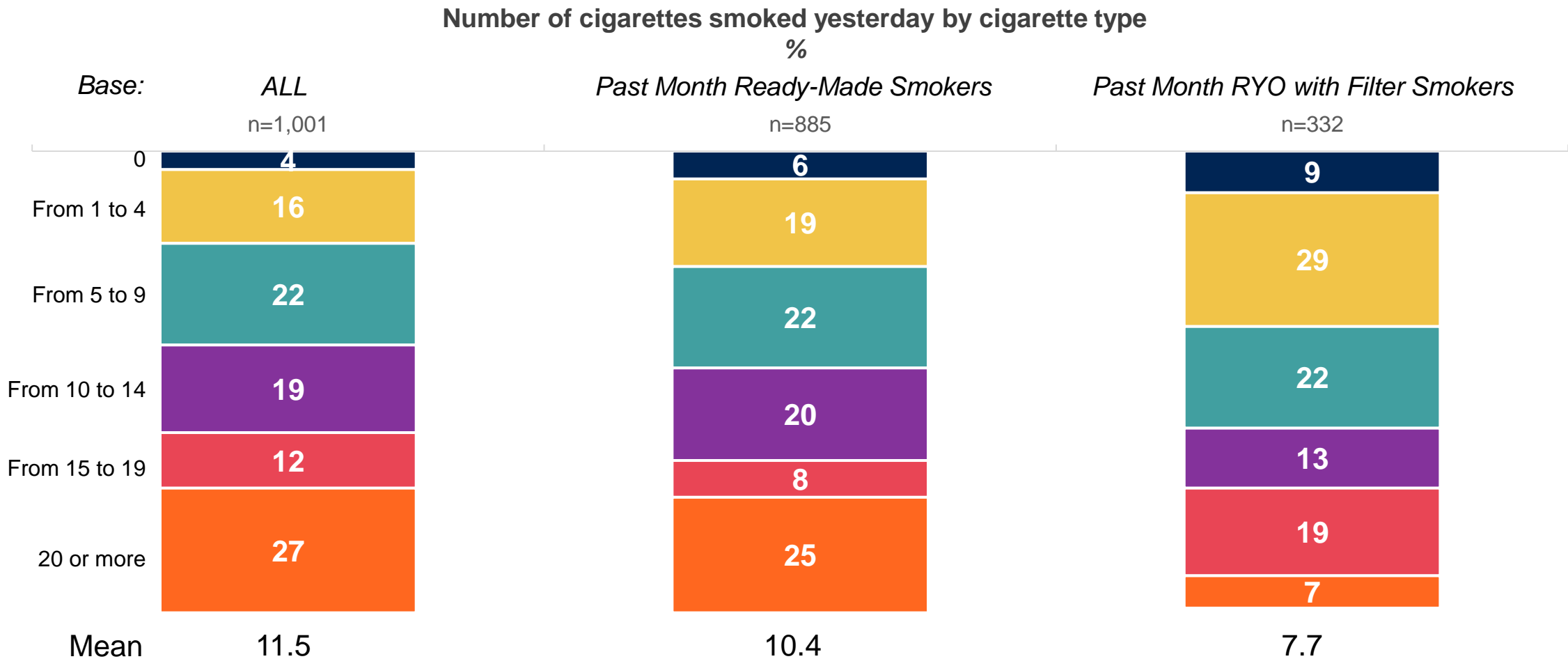


Natural fall out on cigarette type smoked in the past month. To qualify for survey, all respondents needed to have smoked either ready-made and/or RYO with filter in the past month.



# Analysis of Sample – Number of Cigarettes Smoked Yesterday

Base: All past month smokers of ready-made/RYO with filter 1,001



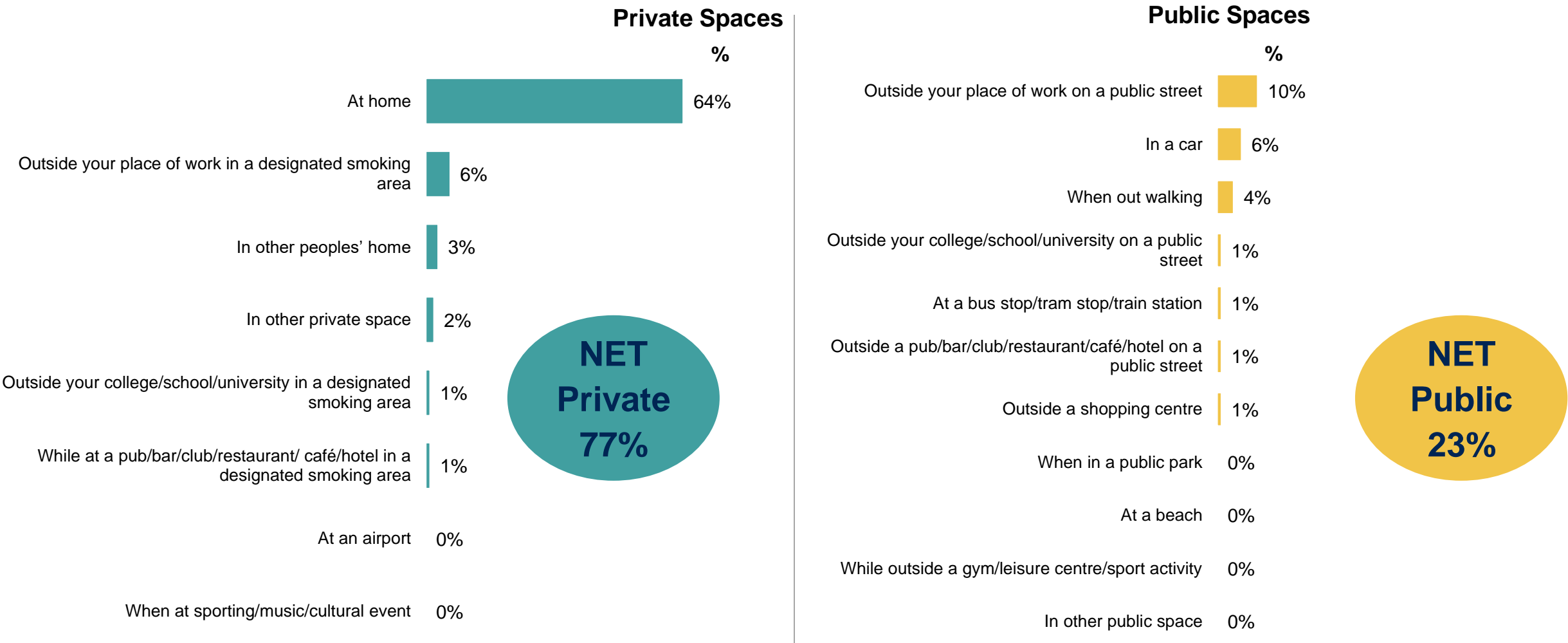
On average, all smokers within the sample smoked 12 cigarettes yesterday. Among past month smokers of ready-made cigarettes, the average number of ready-made cigarettes smoked yesterday was 10, with the corresponding number for RYO with filter being 8.

# **Smoking Space & Cigarette Disposal** *Ready-Made Cigarettes*



# Smoking Space – Ready-Made Cigarettes

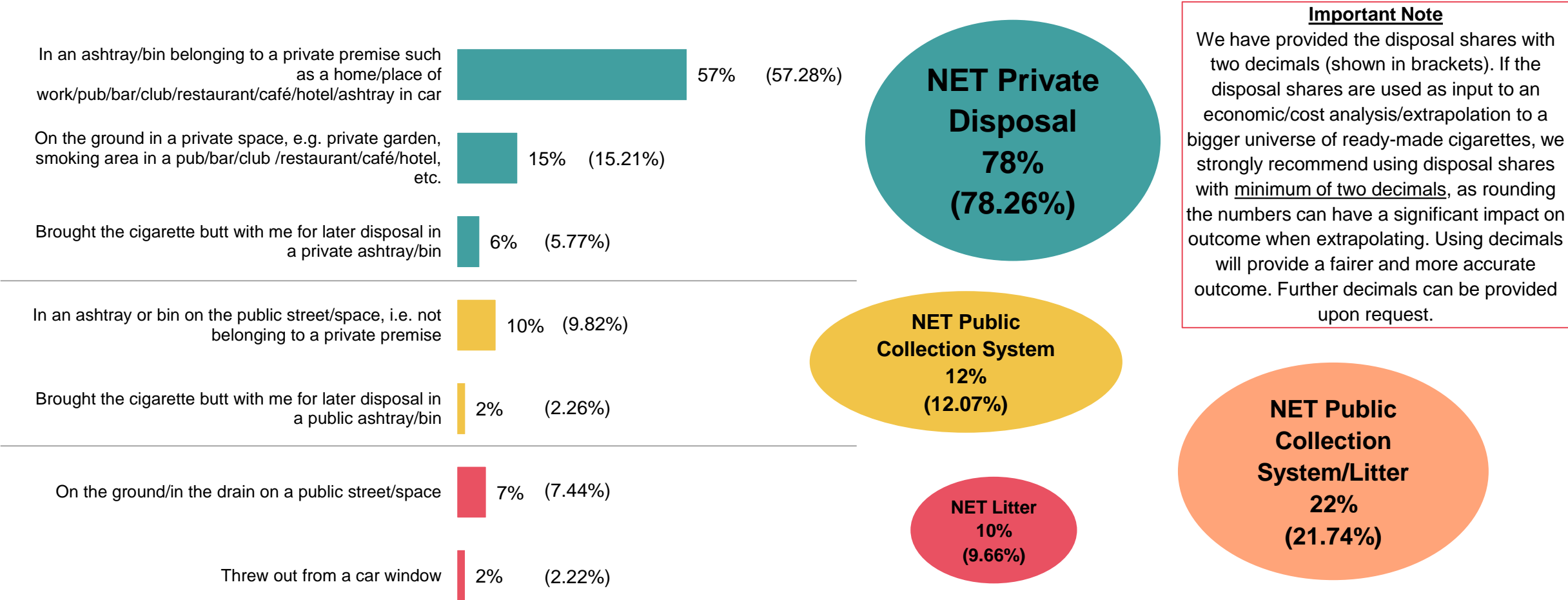
Base: All ready-made cigarettes smoked in the past day by past month smokers of ready-made cigarettes



More than 3 in 4 ready-made cigarettes smoked yesterday was smoked in a private space, with home being the dominant space. Most commonly public spaces for cigarette smoking are outside work and while in a car.

# Cigarette Disposal – Ready-Made Cigarettes

Base: All ready-made cigarettes smoked in the past day by past month smokers of ready-made cigarettes



More than 4 in 5 ready-made cigarettes smoked yesterday was disposed off privately, with almost 1 in 8 cigarettes being disposed off through the public waste system. Circa 1 in 10 were littered in a public space.



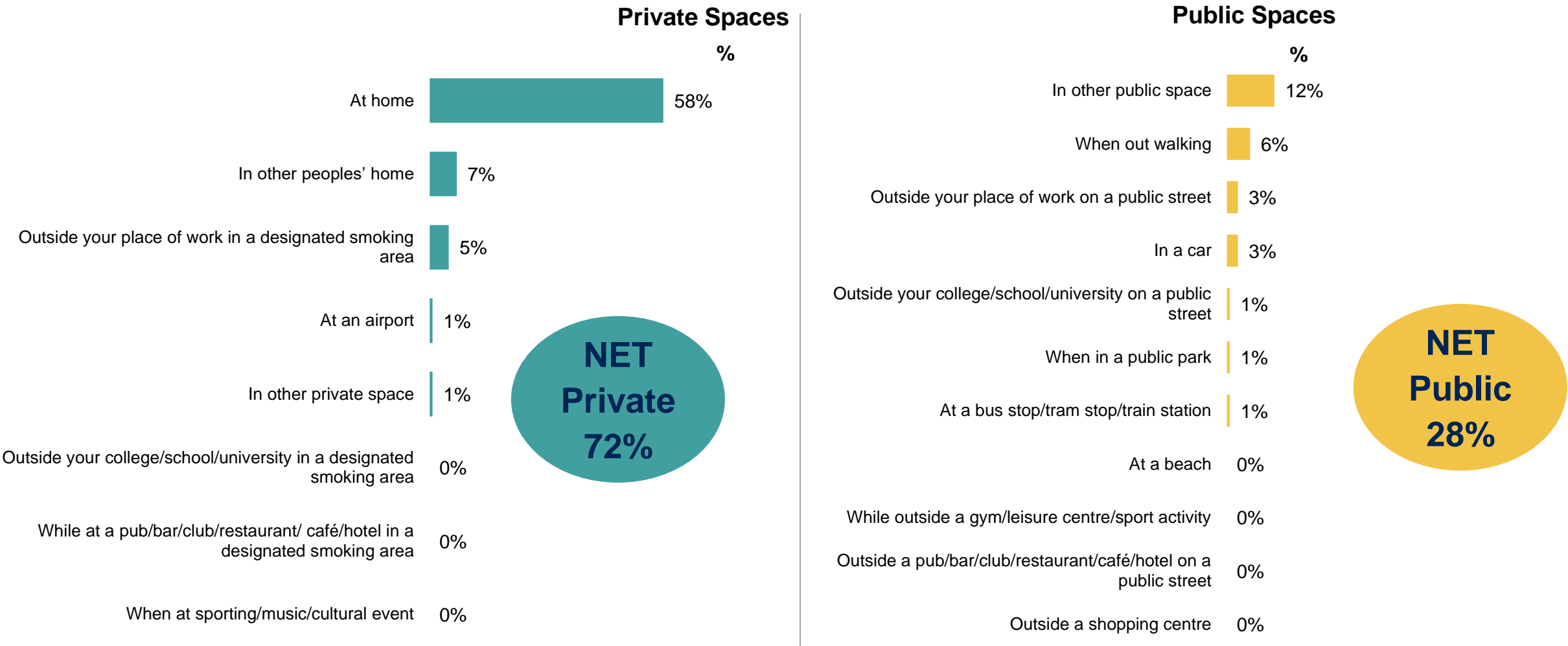
A close-up photograph of a person's hands holding a cigarette. The cigarette has a white paper body and a brown, textured filter. The person's fingers are visible, holding the cigarette from both ends. The background is blurred, showing a blue fabric.

# **Smoking Space & Cigarette Disposal**

## ***Roll-your-own Cigarettes Smoked with Filter***

# Smoking Space – RYO with filter Cigarettes

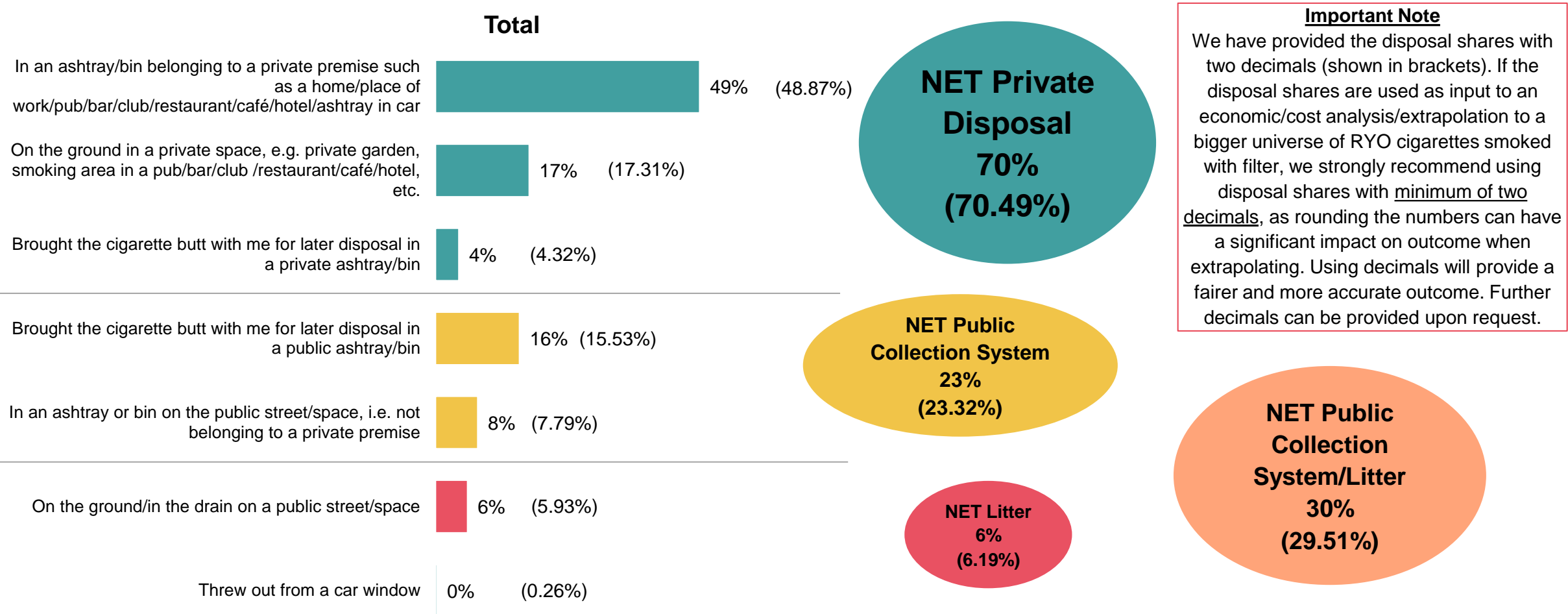
Base: All RYO with filter cigarettes smoked in the past day by past month smokers of RYO with filter cigarettes



More than 7 in 10 ROY cigarettes smoked with fitler yesterday was smoked in a private space, with home being the dominant space.

# Cigarette Disposal – RYO with filter Cigarettes

Base: All RYO with filter cigarettes smoked in the past day by past month smokers of RYO with filter cigarettes



Approximately 7 in 10 ROY cigarettes smoked with filter yesterday was disposed off privately, with close to 1 in 4 cigarettes being disposed off through the public waste system.



# **Smoking Space & Cigarette Disposal**

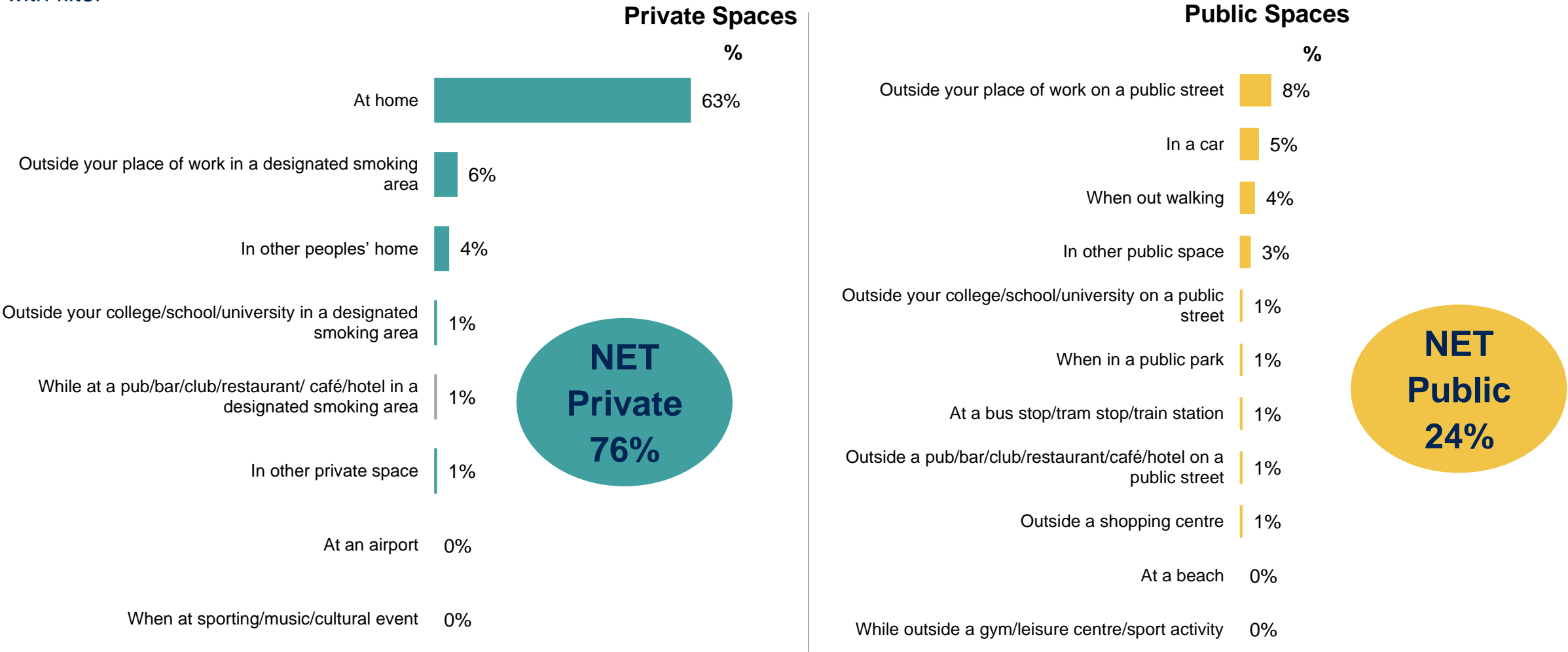
## ***All Cigarettes with Filter (ready-made/RYO)***





# Smoking Space – Ready-Made/RYO with filter Cigarettes

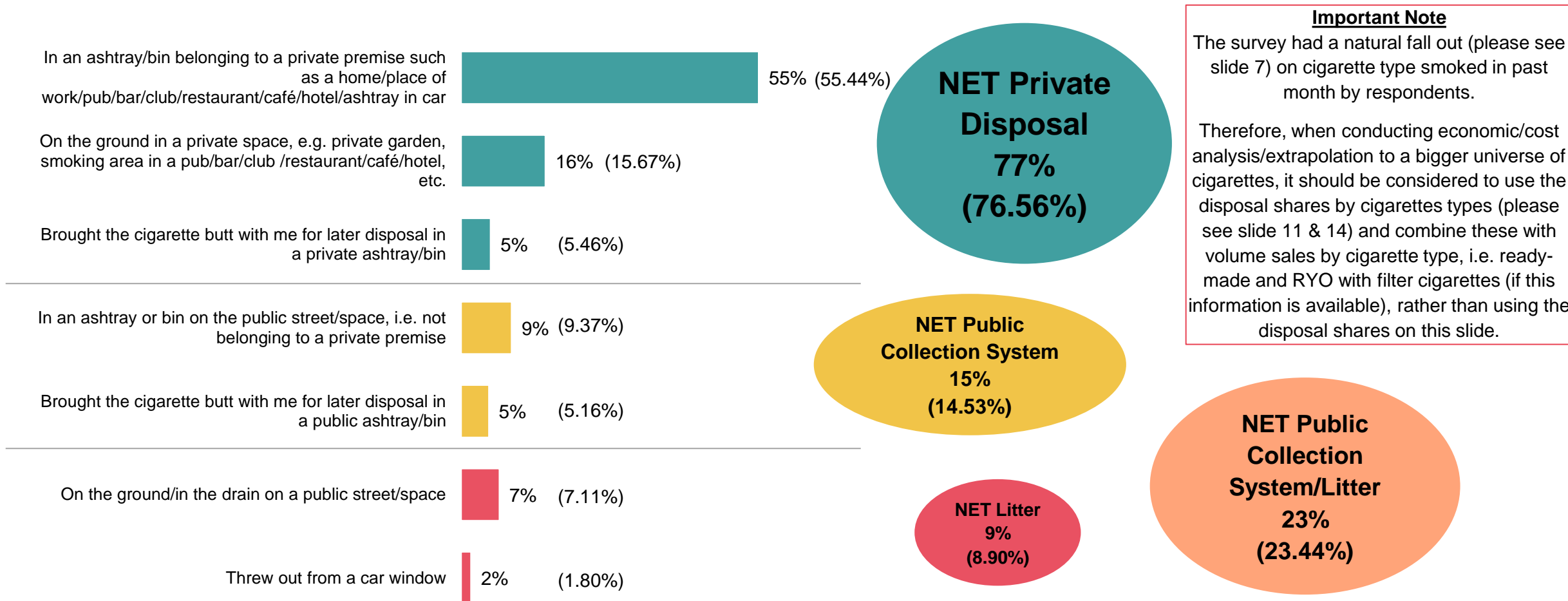
Base: All ready-made/RYO with filter cigarettes smoked in the past day by past month smokers of ready-made/RYO cigarettes with filter



More than 3 in 4 cigarettes (ready-made/RYO with filter) smoked yesterday was smoked in a private space, with home being the dominant space. Most commonly public spaces for cigarette smoking are outside work and while in a car.

# Cigarette Disposal – Ready-Made/RYO with filter Cigarettes

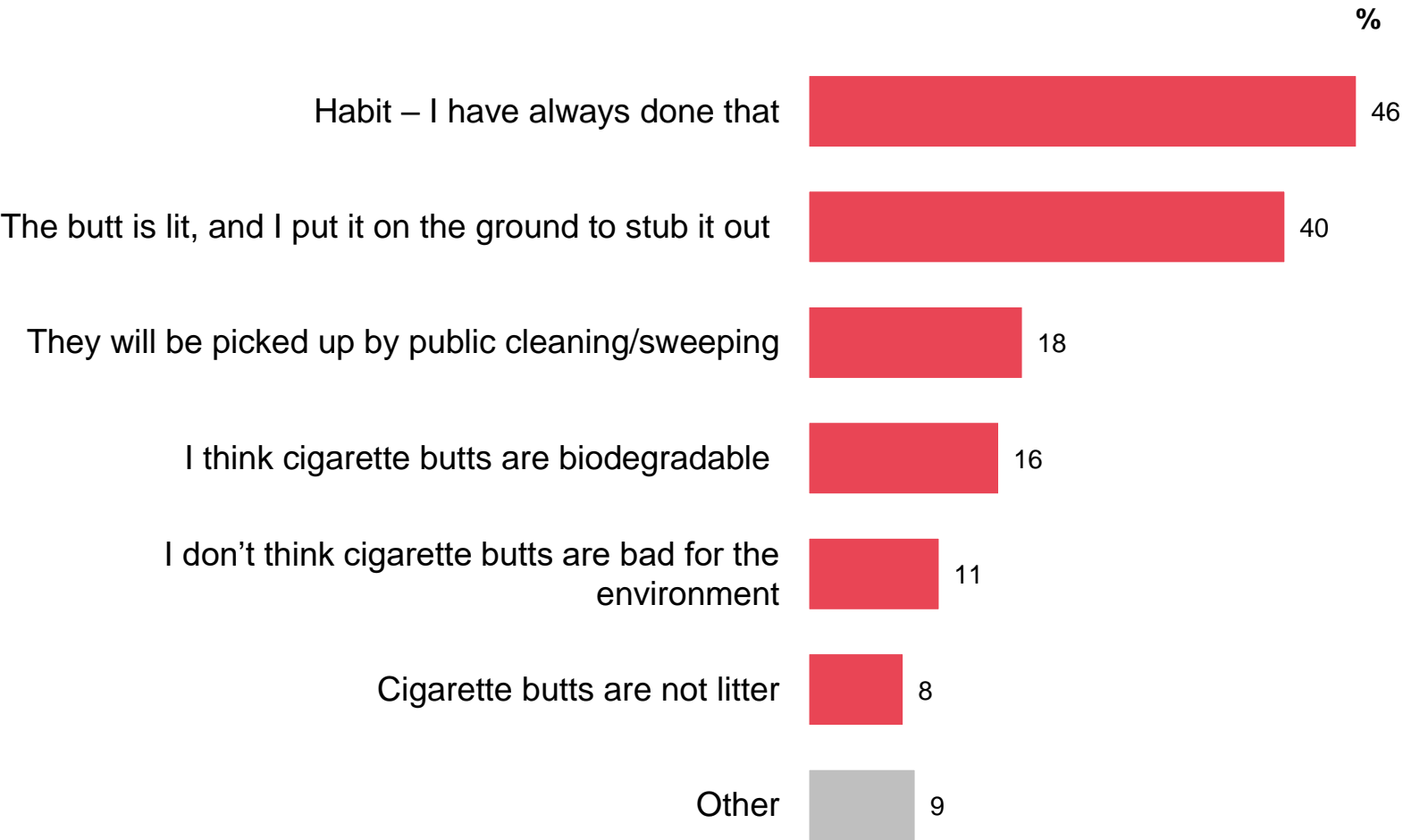
Base: All ready-made/RYO with filter cigarettes smoked in the past day by past month smokers of ready-made/RYO cigarettes with filter



More than 3 in 4 cigarettes (ready-made/RYO with filter) smoked yesterday was disposed off privately, with almost 1 in 7 cigarettes being disposed off through the public waste system. Almost 1 in 10 cigarettes were littered in a public space.


# Drivers of Cigarette Littering

Base: All past month smokers of ready-made/RYO with filter who litter in an average month 481



Among those who does litter cigarette butts in an average month, almost half express that this is due to habit, followed by 2 in 5 using the ground to stub the butt out.

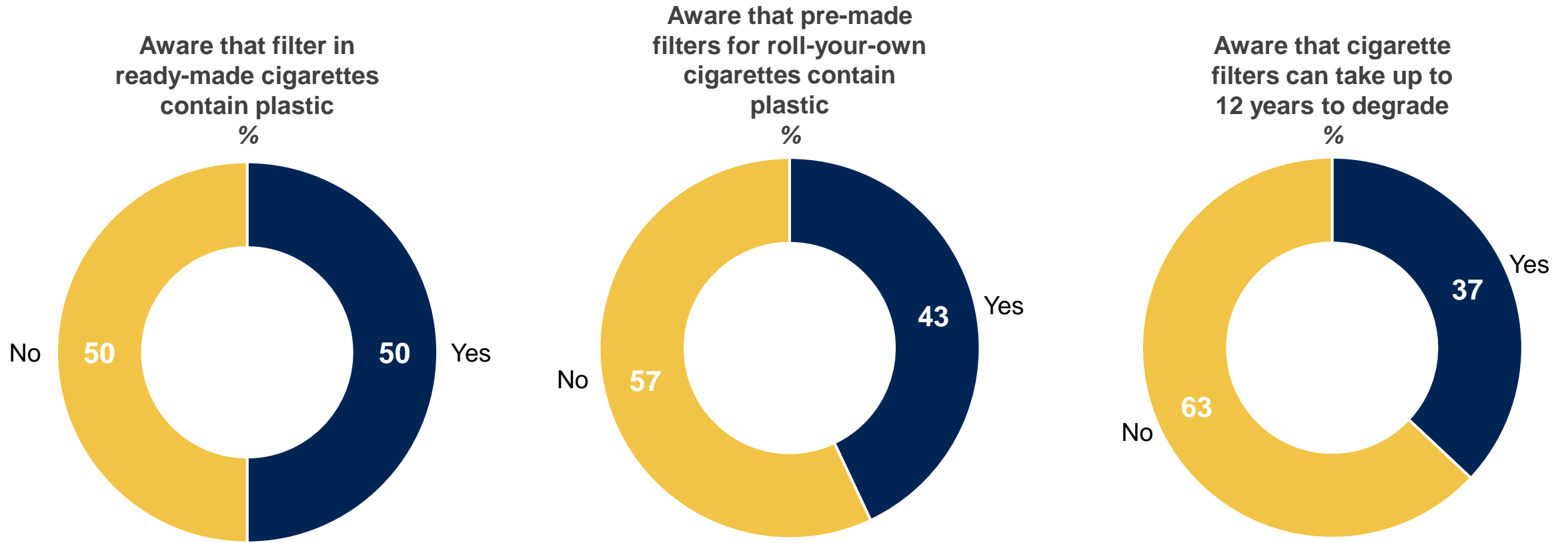
# Awareness of Environmental Impact of Cigarette Filters





# Awareness of Environmental Impact of Cigarette Filters

Base: All past month smokers of ready-made/RYO with filter 1,001



Half are aware that ready-made cigarette filters contain plastic, this is lower for roll-your-own cigarettes. Less than two in five are aware that cigarette filters can take up to 12 years to degrade. Awareness of the environmental impact of cigarette filters are higher among males, the 18-24 year olds, and higher social classes.

Q.12a Are you aware that filters in ready-made cigarettes contain plastic?



Q.12b Are you aware that pre-made filters for roll-your-own/hand-rolled cigarettes/rollies contain plastic?

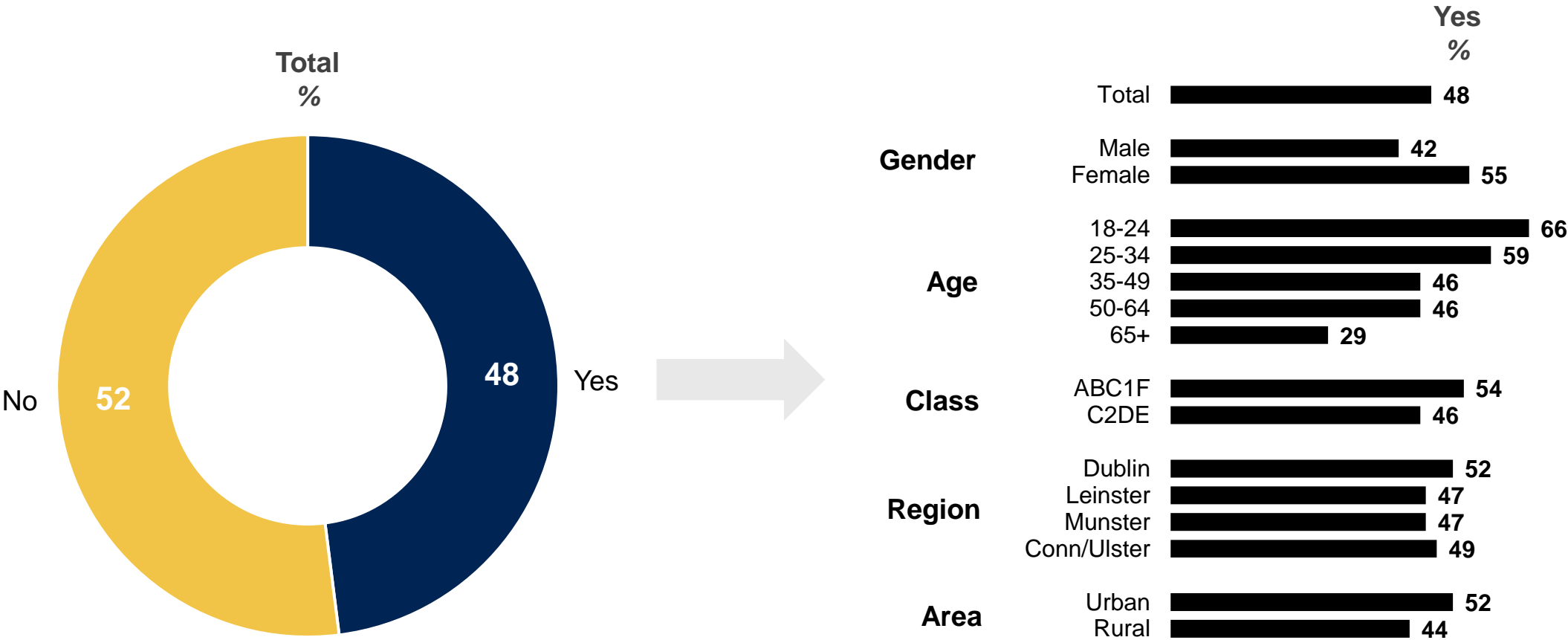
Q.13a Are you aware that cigarette filters can take up to 12 years to degrade?

# Claimed Intention to Use Personal Ashtray



# Claimed Intention to Use Personal Ashtray

Base: All past month smokers of ready-made/RYO with filter 1,001



Almost half express interest in using a personal ashtray for cigarette disposal – this is higher among females, the younger age cohorts, and higher social classes.

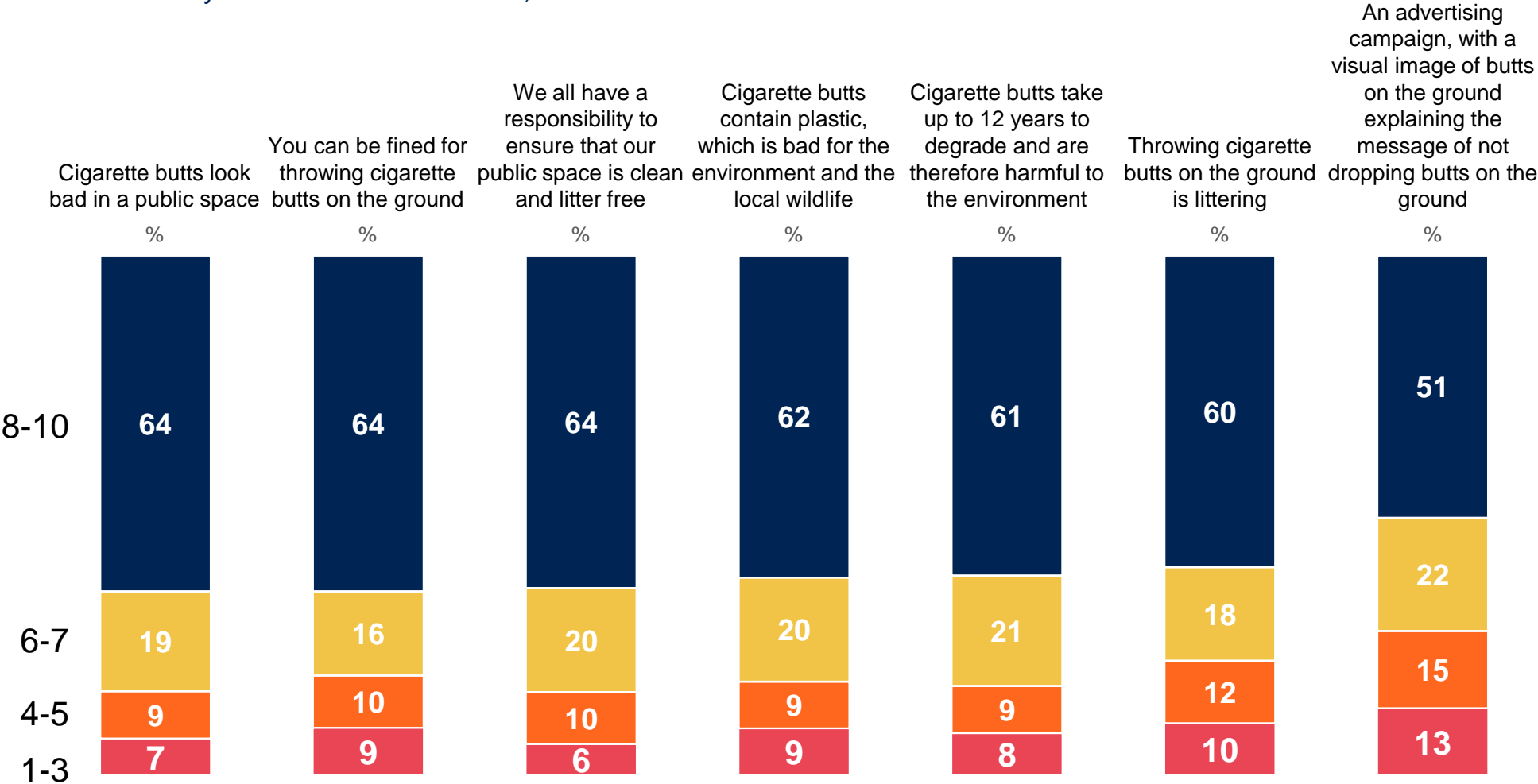


# Cigarette Littering Message Testing



# Messages to Motivate Less Cigarette Littering

Base: All past month smokers of ready-made/RYO with filter 1,001



A variety of messages has potential to motivate smokers to dispose of their butts correctly, ranging from visual impact of cigarette littering, fines, personal responsibility to educating smokers about the negative environmental impact of cigarette butts. Females are more likely than males to be motivated by the various message tested.

# Thank you.



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