

# DO THE RIGHT THING

KEEP AUSTRALIA BEAUTIFUL WEEK 22-28 AUGUST 2016

#tidyaussie



## The national cigarette litter issue

- According to the National Litter Index 15/16, cigarette butts rate as the most littered item in Australia. This has been the case since the data was first commissioned 11 years ago.
- The good news is cigarette butt litter has decreased by 32% when compared to 5 years ago, and 45% since 2006/07.
- Cigarette butts make up 43% of all littered items. It was only 5 years ago when they made up 49% of all littered items.
- For all litter in Australia, the impact to the public pocket comes in at \$350 million annually.\*
- Public polling by McCrindle Research in 2015 indicated that people identify cigarette smoking as the main source of litter in their community, with 70% of Australians identifying it in the top five.\*\*
- Less than 2% of respondents in the survey said it was acceptable to litter small items such as cigarette butts.
- Only 9% of smokers admit to littering—either on a foot path / in the sand / on the ground, or out of the car window.
- Smokers also said they littered cigarette butts either by accident or because they didn't think it was a major piece of litter.

\* NSW EPA

\*\* Litter in Australia 2015: Sentiment and trends Study. McCrindle for Keep Australia Beautiful.