



# PORTABLE ASHTRAYS PROJECT IN THE UK

## REPORT ON THE QUANTITATIVE RESEARCH

### JANUARY 2020



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## 1. EXECUTIVE SUMMARY

As far as Clean Up Britain can establish (and we have looked extensively) there has never been a quantitative research survey of this scale done before about portable ashtrays in Britain. It has been a large-scale survey with commensurate levels of statistical reliability about the results.

We will come onto the results shortly, but we do believe that Philip Morris International now has a blueprint - if it wanted to - for designing the 'perfect' ashtray. As will become apparent, this was a survey with a very high level of positive engagement. We can say that with certainty because 319 people out of a possible 415 (77%), took time to write something in a voluntary question, with no automatic tick-box option. This is a very, very large figure and, arguably, the best indicator that respondents were genuinely engaged in the research. Anecdotally, on-the-ground, we felt this to be the case, but this statistic appears to confirm this view.

In addition, another figure that jumps off the page is that the average score (out of 10) which people gave when asked how likely they were to continue using a portable ashtray, was 6.9. This is also remarkably high and an additional positive indicator of strong and accepting sentiments towards the concept of portable ashtrays.

One of the firm findings to emerge from the research is that the market for portable ashtrays is particularly strong among women. Although this assertion does rely on reassuring female consumers on two key points: namely that portable ashtrays won't spill ash into a handbag; and there won't be an enduring tobacco smell.

Assessing the two pieces of research together (qualitative and quantitative), there are two very strong themes. Firstly, that a majority of smokers are open to the concept of using a portable ashtray (albeit in different circumstances). Secondly, there is very considerable room for design innovation and improvement on the style of portable ashtrays currently on the market.

In truth, there is little in the way of quality: the vast majority are cheaply made and look and feel low-end and unappealing products. They are functional, but no more. PMI has a wonderful opportunity to create and capture the portable ashtray market, if the will exists within the company?

## 2. RESEARCH METHODOLOGY

### 2.2. Topline Facts & Figures:

Between November 19th, 2019 and January 15th, 2020, Clean Up Britain got 2,784 survey forms filled-in by face-to-face engagement to adults who told us they were smokers. This was done in Leamington Spa and on the main campus at the University of Warwick, in the West Midlands of England.

Ultimately, this generated 520 online surveys - and yielded a completion ratio of 1: 5.35 - significantly in excess of our planned for 1: 8. Principally, this was done at 11 major locations, by a rotating team of 12 people. There was always at least two people on the Clean Up Britain Stand.

On average, we got 4-6 completed forms per hour, and it took 1,100+ person-hours, over an eight-week period, to achieve the final result.



**PORTABLE ASHTRAY FEEDBACK**

I have received a portable ashtray

I agree to provide feedback via a very short survey

You will receive an invitation to take part in the survey within two weeks - please look out for it.

Full name  
 BILL BLOGGS

Email address  
 bbloggs@hotmail.com

Signature  
 Bill Bloggs

Many thanks for taking part, and good luck in the Prize Draw!

This data will be used exclusively for the purpose of distribution of an invitation to take part in a survey about portable ashtrays. You will not be contacted for any other purposes. The data will be destroyed by April 2020 or at the end of the study, whichever is sooner.

**CLEAN UP BRITAIN**

@cleanupbritain cleanupbritain.org

### 2.3. Accumulating the survey data

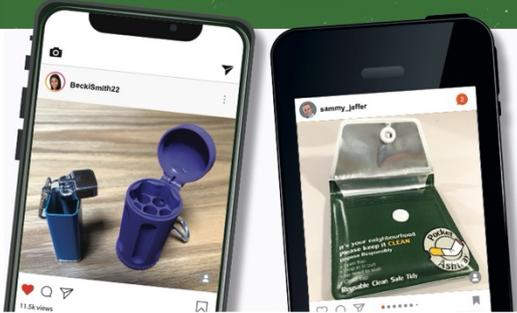
The process of accumulating the data was as follows:

Random members of the public were approached by one of our Team.

If they said they smoked, we asked them to take part in the research survey and complete a 'standard consent form' we had produced.

## TRY USING A FREE PORTABLE ASHTRAY

WORTH UP TO £12!!



By doing so, you'll be helping Clean Up Britain, a not-for-profit organisation, make our local community here a cleaner and greener place - and much less littered.

Try it, and then fill-in a two minute questionnaire, **for a chance to win £500!!!**

**HAVE A CHANCE OF WINNING  
A £500 FIRST PRIZE  
OR ONE OF 10 RUNNERS-UP £50 PRIZES!!!**

Once you complete the questionnaire you will be entered into the prize draw.



@cleanupbritain

cleanupbritain.org

We also produced a printed information flyer which was a useful 'marketing' tool and given to people, partly as a physical reminder to fill-in the online survey. We then gave them one of four of the portable ashtrays to try out. Which portable ashtray they got was determined by us, not them. We then emailed them between 3-10 days later with a link to the online survey.

surveygizmo.eu/s/90181339/CLUB-portable-ashtray-survey



### CLUB portable ashtray survey

#### Introduction

Thank you for taking part in this study, which is being conducted by the [Clean Up Britain \(CLUB\)](#) national anti-litter campaign.

We want to find out how we can cut down on cigarette litter by raising awareness of the issue and encouraging more people to use portable ashtrays.

We have invited you to complete this very short survey because you:

- received a free portable ashtray
- agreed to test it
- agreed to respond to this survey.

All responses are anonymous. The study is being managed by independent research company Chalkstream and it has been designed to ensure you cannot be identified.

On completing the survey, you can enter a prize draw for £1000 in total; the first prize is £500 and there are also 10 other prizes of £50.

Thanks again for taking part.

Next

0%

The text of the 'follow-up' email was as follows:

*Hi Amber,*

*Many thanks for agreeing to complete a very short survey about portable ashtrays. It should take about two minutes to complete. Your response will be entirely anonymous.*

***Take the Clean Up Britain portable ashtray survey***

*After you have completed the survey you'll have a chance to win £1,000 worth of cash prizes, and an anonymous benefactor will also donate £3.00 - on your behalf - to the Leamington Night Shelter, who helps the homeless.*

*We're a not-for-profit NGO, and it's really important for us to get your feedback, as we have only been able to afford to buy a limited number of these ashtrays.*

*The results of the survey will help us to combat cigarette litter, and keep your local area cleaner and greener.*

*Thanks again for taking part in this very important piece of research.*

*All the best,*

*John (Read), Founder*

*[www.cleanupbritain.org](http://www.cleanupbritain.org)*

A central database was kept of everyone who received an ashtray, and the date(s) they were emailed to complete the online survey, and if and when they clicked on the survey link.

Many people didn't complete the link first time and needed chasing up with a subsequent email.

The text of the 'chase up' email was as follows:

*Hi Amber,*

*Happy New Year!*

*Can I just remind you to fill-in this 2 minute online survey below please.*

*You'll have a chance to win one of 11 cash prizes up to £500 and - once you've filled it in - an anonymous benefactor will donate £3, on your behalf, to a homeless charity, The Leamington Night Shelter.*

*Many thanks.*

*John*

It was noticeable that 'chase-up' emails sent between 7.00pm-10.00pm prompted the best instant response rate.

## 2.4. Design of the Online Survey

The online survey was designed, coded and analysed by Ben Verinder, one of Clean Up Britain's non-executive directors and Managing Director of leading British market research company, Chalkstream Ltd. It was tested on several occasions to remove bugs and was very straightforward to understand and, literally, only took two minutes to complete.

The survey was programmed to only allow a unique IP computer number to complete the survey once, and therefore eliminate multiple entries. At the end of the survey respondents were asked to click on a link to the Clean Up Britain website to insert their name and email address, so they could be entered into the prize draw. We deliberately did this to preserve the anonymity of all respondents.

Click on the link below to see the online survey.

<https://www.surveymzmo.eu/s3/90181339/CLUB-portable-ashtray-survey>

## 2.5. Distribution points

We distributed the portable ashtrays at 11 locations, often on more than one occasion. These were:

- University of Warwick Students Union (x3 occasions)
- Warwick Business School x1
- Tesco supermarket (x2)
- Morrison's supermarket (x2)
- Warwickshire Further Education (FE) College (x3)
- Network Rail (Leamington Spa railway station) (x1)
- Royal Priors Shopping Centre (x2)
- Leamington Town Hall (x1)
- Leamington Library (x1)
- Slimming World Town Group (2)
- Leamington Spa Business Forum (x1)

In addition, four independent cafes also took part as distribution points.



## 2.6. The portable ashtrays we researched

After having conducted the qualitative research we decided to choose four portable ashtrays to test quantitatively. These were:

A. **'Cigbuster'** - manufactured in Sweden, with an international patent. This portable ashtray had tested very well during the qualitative research, and has certain product features that make it attractive. One of the main ones being that uniquely among the ashtrays available on the market, it is not only a portable ashtray, but has a built-in lighter too.

**Cost: £8.00**



**B. Metal cylinder** - this portable ashtray had also researched well in the qualitative groups, mainly because it is compact, feels substantial (metal) and can be attached to a clutch of keys.

**Cost: £11.00**



**C. Mini Bin 'pouch'** - this portable ashtray is a very different proposition to all the other three and, to some limited extent, has established itself on the market, and is given-away free at summer festivals and concerts.

**Cost: £2.00**



**D. 'Butts Out' pod** - this portable ashtray was not available during the quantitative stage of the research, but we are aware that it had had a successful trial in London.

**Cost: 99p**

Note: A=blue, C=white etc. For D, note that this was considered as a "proxy" for plastic containers used in the focus groups.

### 3. KEY LEARNINGS

#### 3.2. Curiosity about the project

It was very noticeable during the many hours/days of conducting the research, that lots of people were curious about what we were doing, and indeed many had never heard of the concept/term 'portable ashtrays'. It's fair to say that most people thought 'portable ashtrays' were a great idea - whether they were smokers or not. Whether that curiosity and instinctive reaction would be borne out into active usage and endorsement of the product was always the key question.



#### 3.3. Anonymous Benefactor

We decided to introduce the concept of an anonymous benefactor donating £3 (to a homeless charity) for every online survey completed, and this had a profound effect - especially amongst women. We observed that people appeared to be much more driven to complete the survey by the thought of the homeless *definitely* getting £3, rather than the *possibility* of them winning a cash prize. Our team stressed that they only had to spend two minutes of their time for a homeless person to get two nights' sleep in a homeless shelter - this undoubtedly pricked a lot of consciences... We think we were helped by the fact that it was Xmas time and people, generally, perhaps feel more compassionate and caring for others. This is a hypothesis that we haven't statistically proved but feels intuitively valid.

#### 3.4. Challenges to survey completion

- Generating large numbers

We knew that in order to generate such large respondent numbers, we had to engage in places where there were very likely to be large numbers of people congregating. Young smoking people were the easiest to identify and find in large groups through educational establishments. In this respect, three of Clean Up Britain's campaign partners, Warwick Business School, Warwick Students Union and Warwickshire FE College, were all very helpful and allowed us to set-up our Stand on their campuses.



- Permissions

However, one of the things that was very time-consuming was arranging permission to undertake the research with the organisations outlined in section 2.5. Inevitably, some were easier to deal with than others but, cumulatively, it took quite a considerable amount of time to negotiate permissions and was, sometimes, a very bureaucratic process. They were, however, all supportive partly, we suspect, because Clean Up Britain is a not-for-profit Community Interest Company. Their reaction is likely to have been somewhat different if it had been a commercial company asking for permission, and they would - in some cases - have levied an exhibit fee.

- Time Elapse

As was always likely to be the case, the biggest challenge for us was to persuade smokers who filled-in the standard consent form, to fill-in the online survey. This involved anything from a three day to ten day elapse of time before they got the link, via email, from us. The rationale behind this was to allow them time to sample the portable ashtrays and give us a considered response to the online survey questions. The problem, of course, is that in the intervening days many other things happen in their lives, and the initial enthusiasm (and often promises) to fill-in the online survey, somewhat evaporated. Like all of us, they are likely to receive many emails, and the email we sent them with the survey link, only stays on the front page of their email page for a limited period before it disappears from sight. It's difficult to know how this can be overcome - other than sending more pestering emails, which is what we did!



- Demographic profile

With only about one in seven of the adult population smoking in the UK, most people we spoke to didn't smoke - although this figure varied according to where we were located. The number was considerably higher when speaking to young people and students. We found it quite surprising just how many students told us they were vaping - although some said the recent negative media coverage of vaping was making them consider returning to smoking cigarettes. We tended to encounter a much older demographic at the two supermarkets. Often, we spoke to customers who were smokers, but didn't have an email address.

### 3.5. Clean Up Britain Partners

Seven of Clean Up Britain's campaign partners actively helped us with this research project - this was crucial to us achieving our numbers. Warwick Students Union, for instance, have 25,000 members and helped us significantly by 'sign-posting' people towards us on the days we were on campus, by using their various social media channels. Interestingly, as many as 70 of the survey respondents were international students, mainly from France, Italy and Spain.

### 3.6. Local media coverage

The local newspaper, The Leamington Courier, was, as always, very supportive and ran two helpful articles that generated some spontaneous interest in the town. As a result, 27 people emailed us saying they had read one of the articles and asking to take part in the survey. Of these, 19 of them, ultimately, filled-in the online survey.

These were the articles:



Smokers in Leamington and Warwick are being offered the chance to win £500 and to help a charity for homeless people by using portable ashtrays issued by the anti-litter campaign Clean Up Britain.

By Oliver Williams  
Tuesday, 3rd December 2019, 11:30 am

As part of its [Now or Never anti-litter behavioural change campaign in Leamington](#), Clean Up Britain is offering all smokers a free portable ashtray and asking them to fill-in a two minute online survey to give their views about it.

Everyone who fills in the form will be eligible for the Prize Draw, consisting of one prize of £500 and another ten prizes of £50 each.

In addition, for every online survey completed by Courier readers, an anonymous benefactor will donate £3 to the Leamington Night Shelter.

John Read, Founder of Clean Up Britain, said: "A shocking 24 Billion cigarette butts are littered every year in Britain, making them the number 1 littered item in the world.

"These butts are toxic, contain cellulose acetate - a form of plastic - and pollute rivers and other water sources.



Thousands of portable ashtrays are being offered for free to smokers as part of Clean Up Britain's Now or Never anti-litter campaign in Leamington.

By Oliver Williams  
Friday, 11th October 2019, 3:44 pm  
Updated: Friday, 11th October 2019, 4:44 pm

As part of the campaign, for which the Leamington Courier is a partner, Clean Up Britain wants to find out how we can cut down on cigarette litter by raising awareness of the issue and encouraging more people to use the portable ashtrays as part of the solution.

John Read, of Clean Up Britain, said: Very few people in Britain currently use portable ashtrays, but in Japan, for instance, 95 per cent of smokers use them.

"Britain and Japan are probably at two ends of the spectrum.



John Read of Clean Up Britain promotes the campaign

"Many people don't realise, but cigarettes are single-use plastic items, as they contain cellulose acetate, a form of plastic.

There are 35 Billion sold in Britain every year, and the UN estimates that 70 per cent of these are littered.

### 3.7. Team delivering this research/report

As mentioned earlier, we had 12 people who managed to generate the completion of 2,784 survey forms, three of these people were - in corporate terms - director level, and two middle managers. The others were all junior executives. In addition, Andy Harrop, consulting for PMI in the UK, played an extremely helpful and highly supportive role to Clean Up Britain.

It's true to say that - perhaps unlike most consultancies would have done - this project/report has been delivered hands-on, at all stages, by senior campaigning, media, behavioural science and market research executives.



## 4. FINDINGS & ANALYSIS

### 4.2. Topline Findings of the Research

- 2,784 portable ashtrays were distributed
- 520 online questionnaires were data-captured
- 46% of surveyed smokers have smoked between 1-5 years
- 64% of surveyed smokers were 18-24 years old
- 25.5% of surveyed smokers were 25-54 years old
- Male to Female ratio was well balanced; with females likely to have smoked longer than males
- Colour of ashtrays was important - females chose the white or orange ashtrays, males green and blue ashtrays. There were concerns about white becoming dirty looking. A decent colour range would be required.
- Just over 50% of smokers used the ashtray at least two or three - or more - times in a week
- Female smokers were more likely to use the ashtray compared to their male counterparts - the average likelihood was 7.3 compared to 6.5 out of 10.
- White and blue ashtrays were used more than the orange one (note the functionality of the ashtray vs the design and colour might account for this)
- Younger smokers and female smokers more likely to use the ashtrays than older smokers, or smokers who had smoked over many years
- Over half of all smokers said they would continue to use their ashtrays
- The design/functionality of the ashtrays was a key factor in continued use ie. size, inclusion of a lighter, ability to stub lighted cigarette out on it, ability to clean it. The clip on the cheeky 'Butts Out' portable ashtray was liked by younger people.
- As was apparent from the qualitative research, the design/functionality of the ashtrays could be improved, with concerns of 'smell-proofing' it in some way being a common suggestion, including colour and size
- Over 58% of surveyed smokers believed ashtrays should cost between £1 and £5
- Most - 87% of those surveyed - smokers expected to buy the ashtrays via a retailer
- The five main reasons why smokers might not use an ashtray were in descending order of importance:
  1. smell
  2. spillage
  3. emptying and cleaning
  4. unsustainable material of ashtray
  5. price
- 41% of surveyed smokers admitted to "often" or "always" dropping butts on the ground. Those aged 45 and over are most likely to rarely or never litter, and men are more likely to litter cigarette butts than women - 59.2% of men said they often/always drop cigarette butts, compared to only 33.2% of women.

### 4.3. Analysis

Over 500 people responded to the invitation to participate in the online survey after having received a portable ashtray to test and, of these, 415 completed the questionnaire in full.

It is considered that respondents adequately represent the broader population of smokers in terms of length of time they have smoked, age and gender. **Respondents in this study have, on average, smoked for significantly fewer years than the Focus Group attendees.**

Ashtrays were purchased and distributed in the following numbers:

	Purchased	Distributed
<b>Green</b>	200	200
<b>White</b>	1500	986
<b>Orange</b>	1500	1105
<b>Blue</b>	500	493
<b>Total:</b>	<b>3,700</b>	<b>2,784</b>

Each user was encouraged, through personal-gain incentivisation, (by getting a free portable ashtray and entry into a prize draw), to complete an online survey following a period of use by first filling in their details manually on a leaflet and giving their consent to be contacted later to fill-in an online questionnaire. However, it was very evident that many people were driven to complete the online questionnaire because of the 'social conscience carrot' we dangled: namely, that an anonymous benefactor would donate £3 - on their behalf - to a homeless charity.

The target for completed online survey questionnaire responses was 500. An ambitious figure but, we believed, attainable. The online survey questionnaire (see Appendix A) complemented the results of the three Focus Groups conducted by Clean Up Britain earlier in 2019. Questionnaire topics included:

- Demographics
- Regularity of use
- Favourability
- Features – positive and negative
- Recommended changes

As is common with all online surveys, there was a drop-off rate (during the completion of the survey), and at 8.8% this was about the industry norm.

83% of all respondents expected their ashtray to be free or less than £5. However, this reluctance to pay a great deal may be more to do with the (lack of) quality of products they were presented with, than any fundamental price resistance. This is a product most respondents didn't even know existed, so there is likely to be an innate 'why do I need this' reaction, which mitigates against a willingness to pay much. Perhaps the same might have been said about bottled water before it was heavily marketed - and water is an essential commodity... the same can't, of course, be said for portable ashtrays.

## 5. SEGMENTED RESULTS

### 5.2. Respondents

A total of 520 people responded to the invitation to complete the questionnaire, with 415 fully completing the survey (Table 1). 38 of those were automatically disqualified because they indicated they couldn't remember having an ashtray/or were not given an ashtray (Table 2).

Among respondents who had been given an ashtray, almost half have smoked for between one and five years (Table 3). On average, the respondents in this study have smoked for far fewer years than the Focus Group attendees, and it is worth bearing this difference in mind when comparing results.

As at Table 4, two thirds of respondents are aged 18 to 24, with 45 to 54-year-olds and 25 to 34-year-olds representing the next largest age groups. Respondents are split fairly evenly between males and females (Table 5). As at Figure 1, female respondents are marginally more likely to be long term (21+ years) or shorter term (5 years or less) smokers than males.

Table 1: Responses

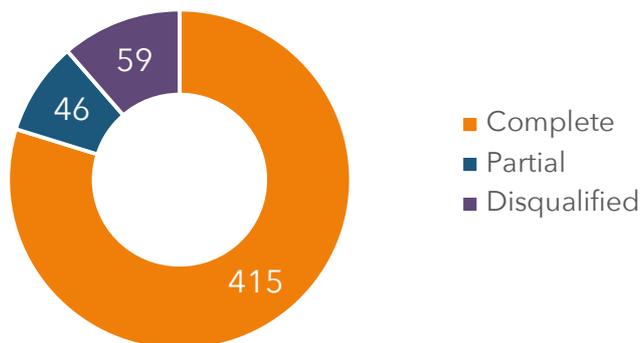


Table 2: Given a free ashtray to test

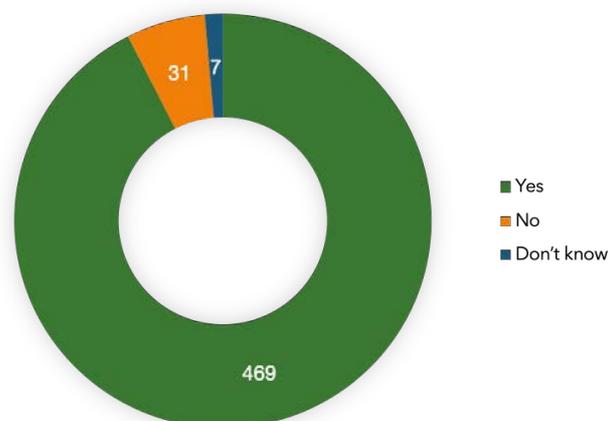


Table 3: Years smoked

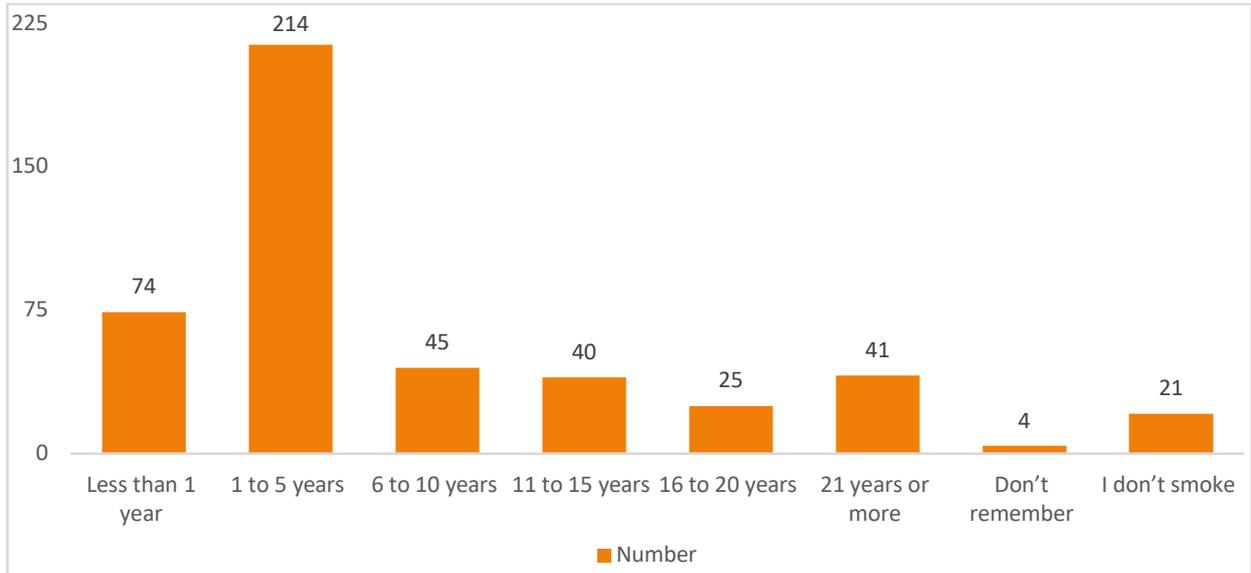


Table 4: Respondent age

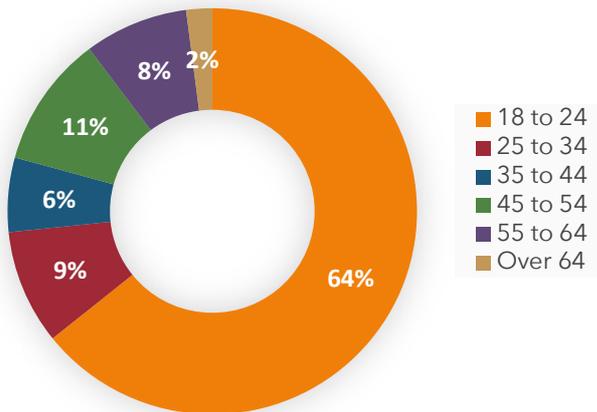


Table 5: Respondent gender

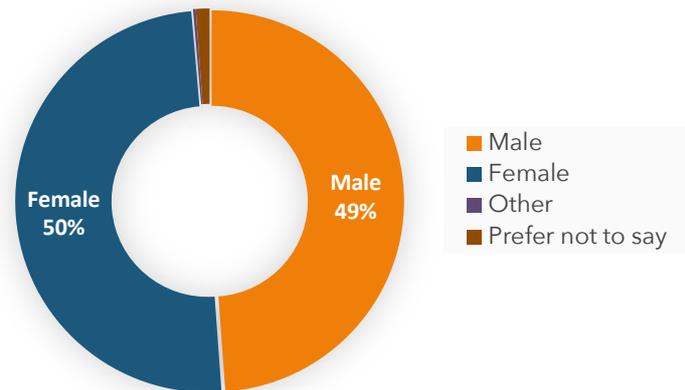
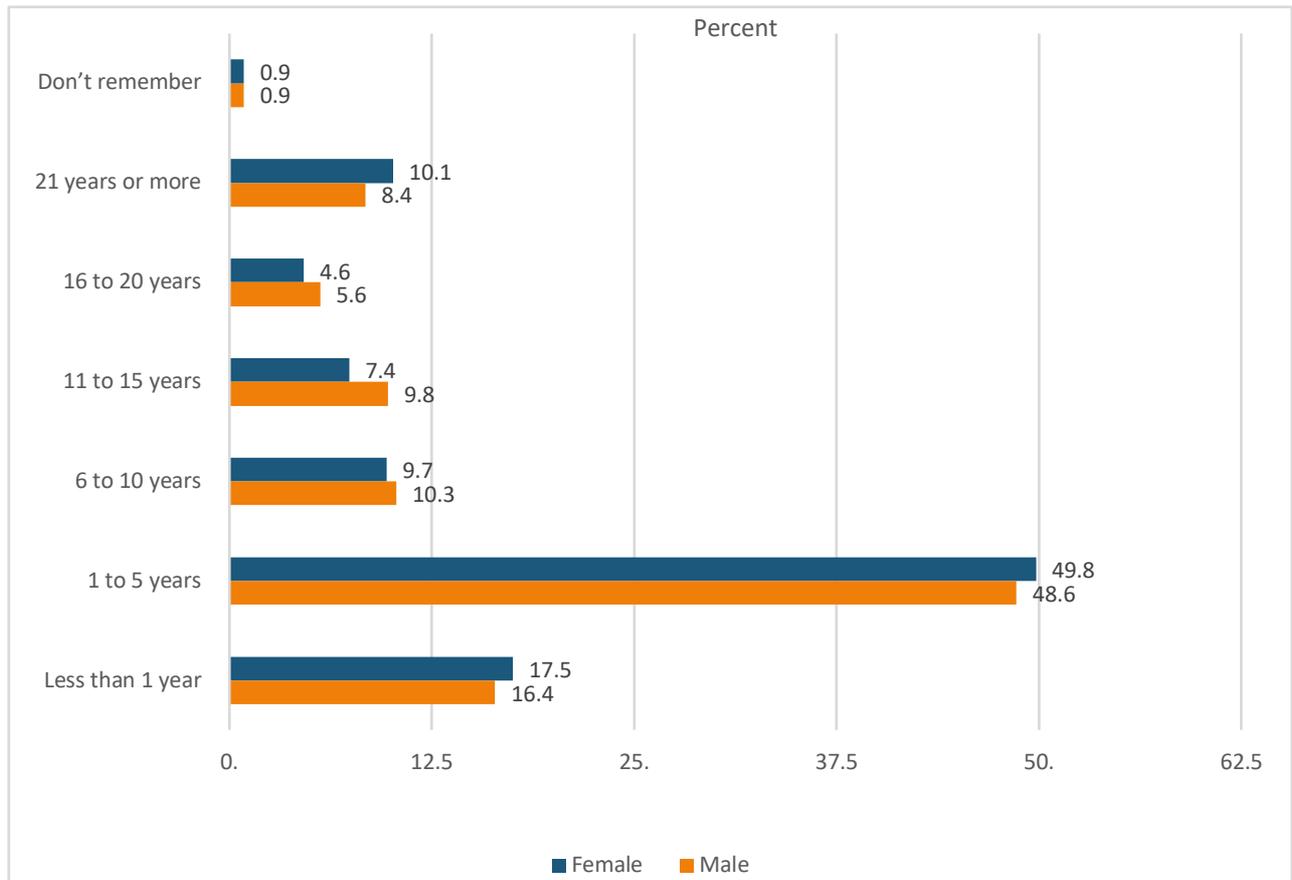


Figure 1: Years smoked by gender



Respondent base: 437

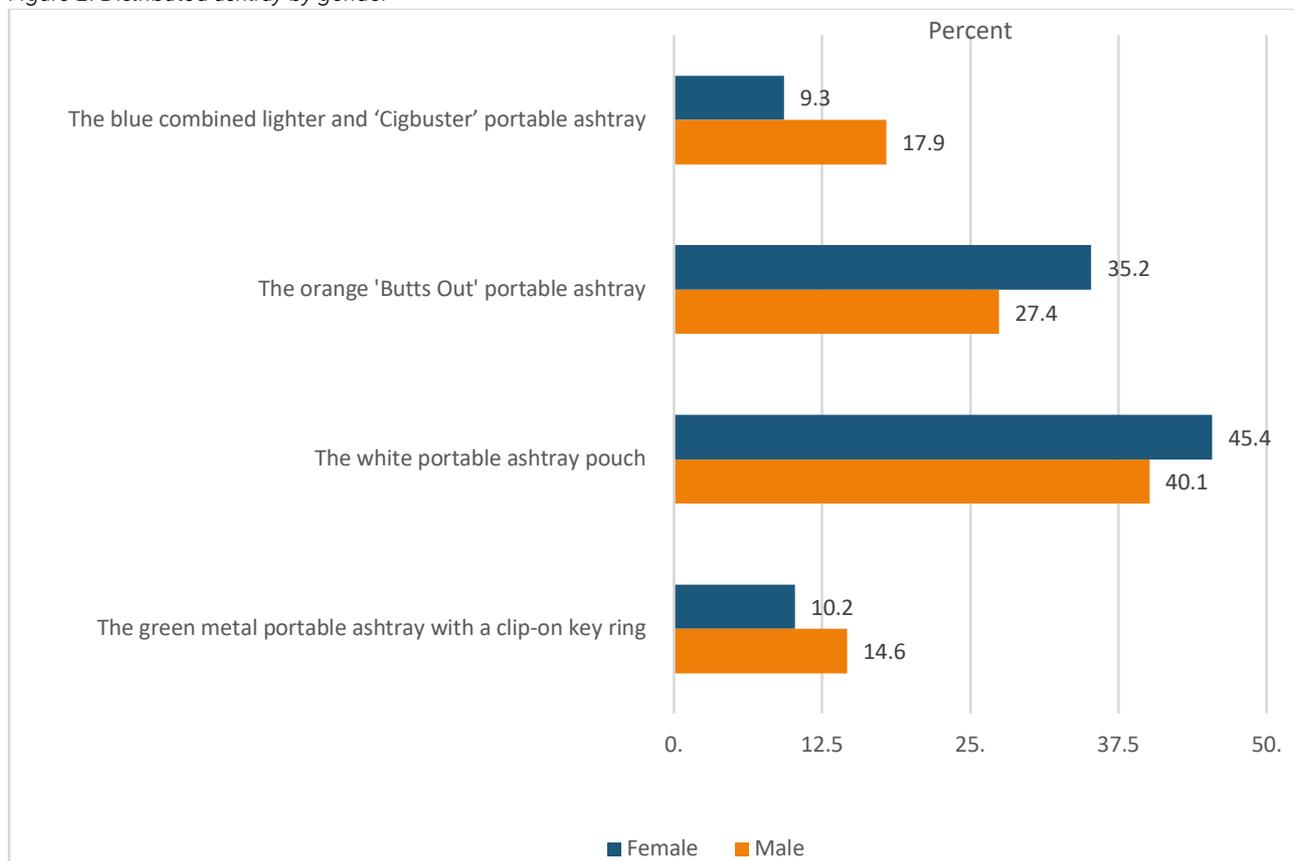
### 5.3. Distributed ashtrays

The details of distribution of the four ashtrays involved in the study are set out in Table 6. Two fifths of respondents received the white ashtray, a third the orange ashtray, and just over a tenth the green and blue ashtrays respectively.

Table 6: Type of ashtray tested

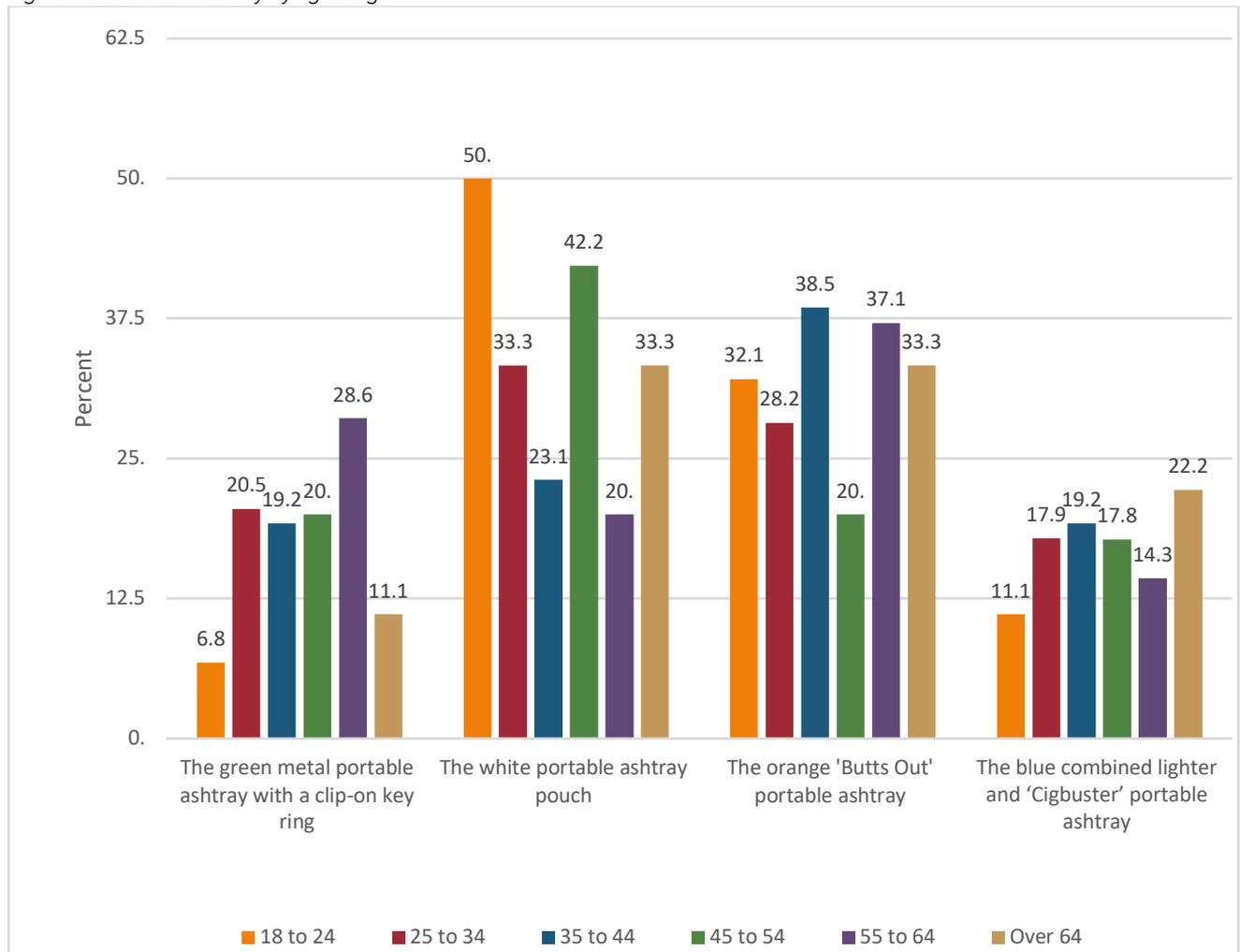
Type	Number	%
The green metal portable ashtray with a clip-on key ring	53	12.1%
The white portable ashtray pouch	189	43.2%
The orange 'Butts Out' portable ashtray	137	31.4%
The blue combined lighter and 'Cigbuster' portable ashtray	58	13.3%
Total	437	100%

Figure 2: Distributed ashtray by gender



Respondent base: 437

Figure 3: Distributed ashtray by age range



Respondent base: 437

## 5.4. Using the ashtray

Respondents were next asked how frequently they had used the ashtray that they had been given, and the results are set out in Table 7. Half of respondents had used it two or three times a week or more. A third had used it a few times and a tenth just once. 33 respondents (8%) couldn't remember how often they had used it.

In terms of frequency of use according to which ashtray had been received, those who had been given the white and blue ashtrays were most likely to use it two or three times a week at least, and those who had received the orange ashtray were least likely to use it frequently (Table 8).

Figure 4 illustrates the relationship between frequency of ashtray use and years smoked. Longer term smokers were most likely to be infrequent users of the ashtrays.

Correspondingly, as at Figure 5, the over-55s were also likely to be the least frequent users. Females were marginally more likely to use the ashtray at least once a day than males, but marginally less likely to use it two or three times a week. Males were more likely to have used the ashtray just once (Figure 6).

Table 7: Frequency of use

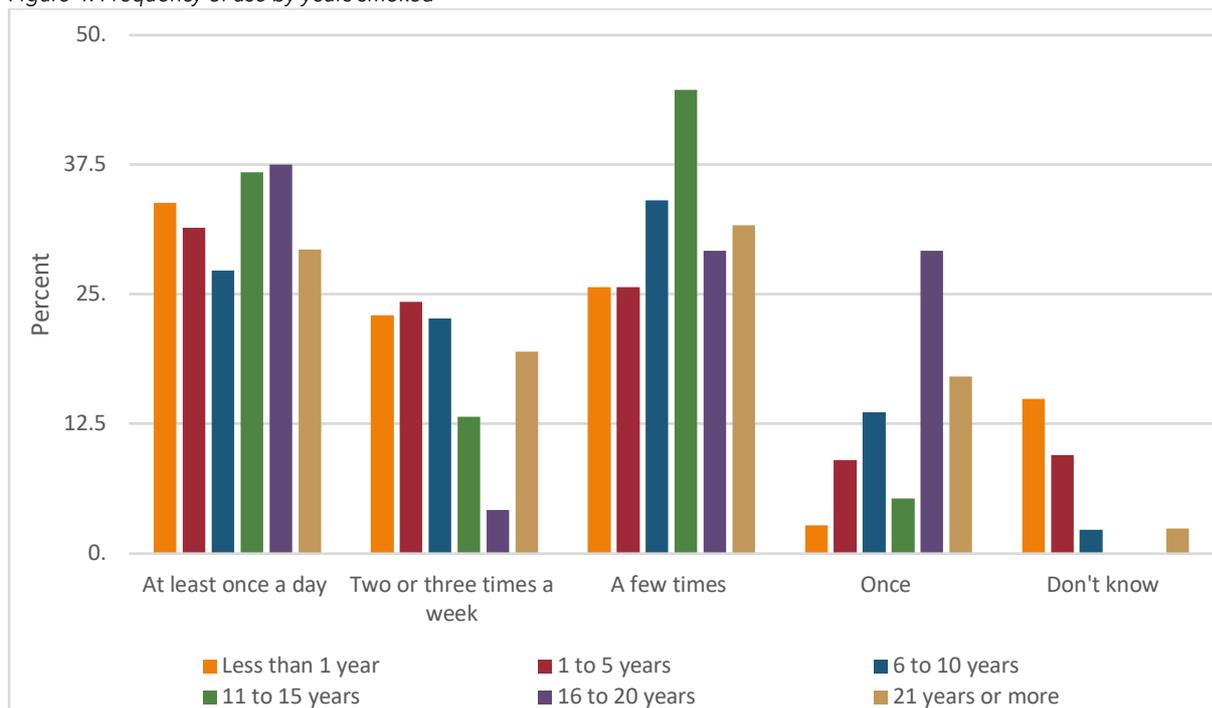
Frequency	Number	%
At least once a day	138	31.7%
Two or three times a week	92	21.1%
A few times	128	29.4%
Once	44	10.1%
Don't know	33	7.6%
Total	435	100.0%

Table 8: Frequency of use by ashtray (%)

Frequency	Green	White	Orange	Blue
At least once a day	30.8	35.4	26.5	32.8
Two or three times a week	23.1	21.2	19.9	22.4
A few times	44.2	27.5	31.6	17.2
Once	1.9	11.6	6.6	20.7
Don't know	0	4.2	15.4	6.9

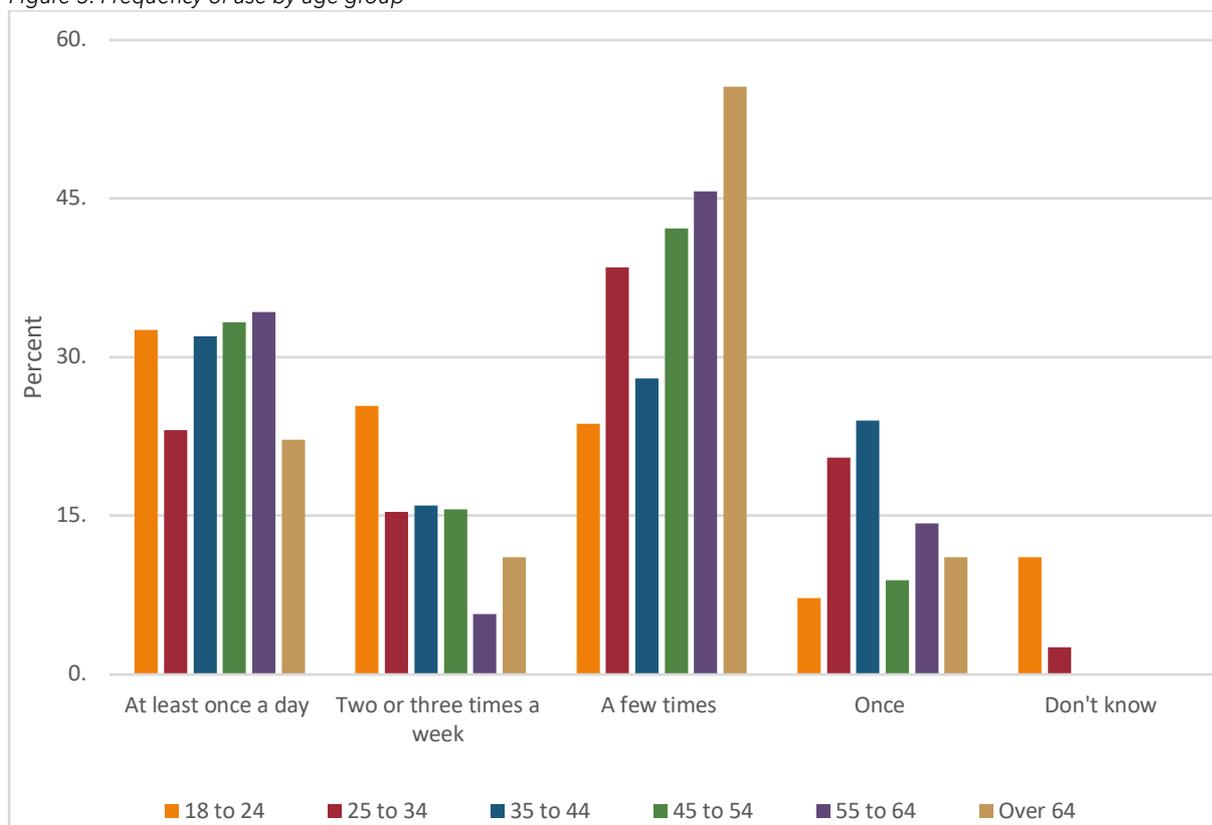
Respondent base: 435

Figure 4: Frequency of use by years smoked



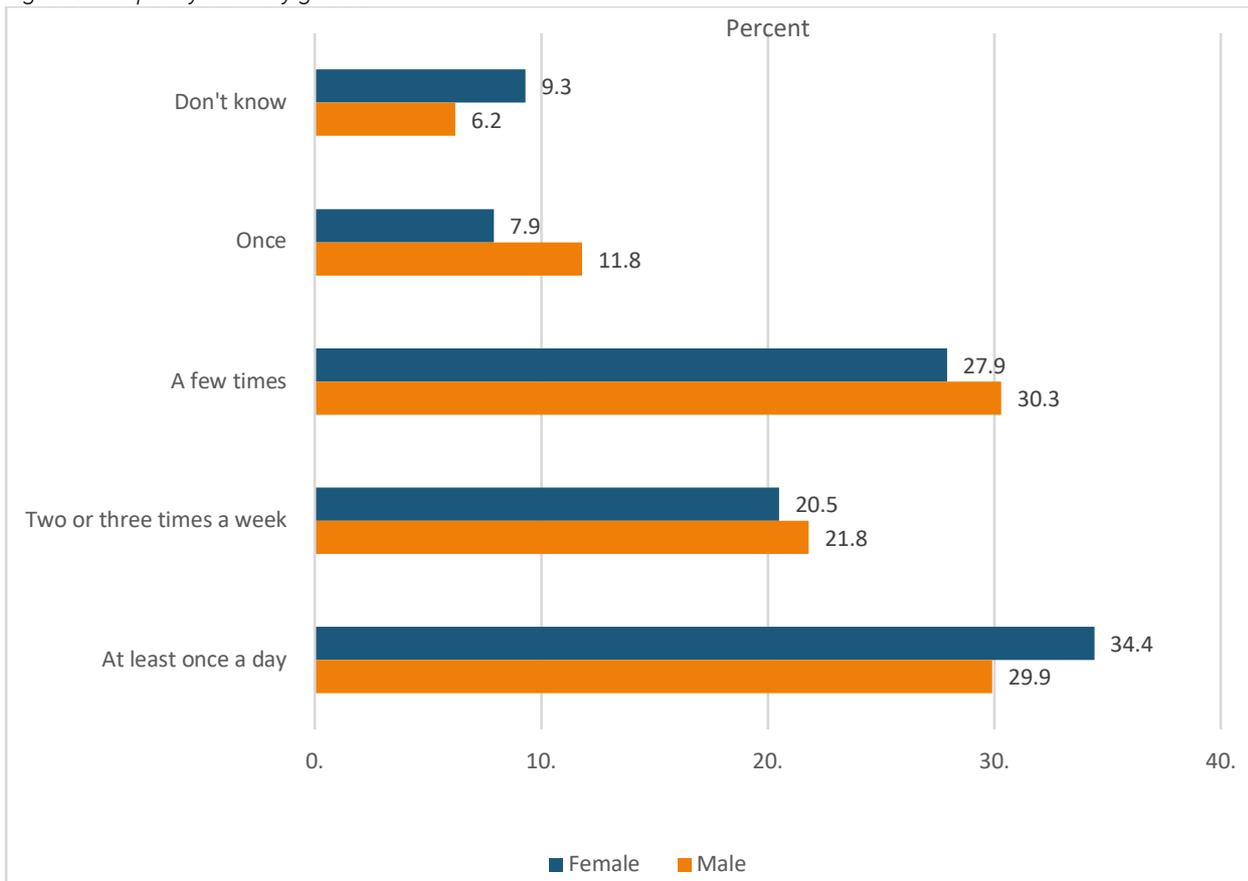
Respondent base: 435

Figure 5: Frequency of use by age group



Respondent base: 435

Figure 6: Frequency of use by gender



Respondent base: 435

## 5.5. Likelihood of continuing use

Respondents were next asked: “On a scale of 0 to 10, with 10 being highly likely, how likely is it that you will continue to use the portable ashtray you were given?”

The results are set out in Table 9 below. Half of all respondents rated their likelihood at 8 or above. On average, respondents rated their likelihood at 6.9, with answers ranging from 0 to 10 (a standard deviation of 2.7 all told, as set out in Table 10).

White and orange ashtray users are most likely to continue to use their ashtray, according to the results published in Table 11. Those who had smoked for between 11 to 15 years, 1 to 5 years and over 21 years are most likely to continue using their ashtray and those who had smoked between 6 and 10 years least likely (Table 12).

In terms of age, 45 to 54-year-olds are most likely to continue to use their ashtray, according to Table 13 results. Those aged 25 to 34 are least likely. Females are more likely than males to say they will continue to use the ashtray (Table 14).

Table 9: Likelihood of continuing with use

Factor	Number
<b>Total Responses</b>	431
<b>Min</b>	0
<b>Max</b>	10
<b>Average</b>	6.9
<b>Standard Deviation</b>	2.7
<b>Skipped</b>	4

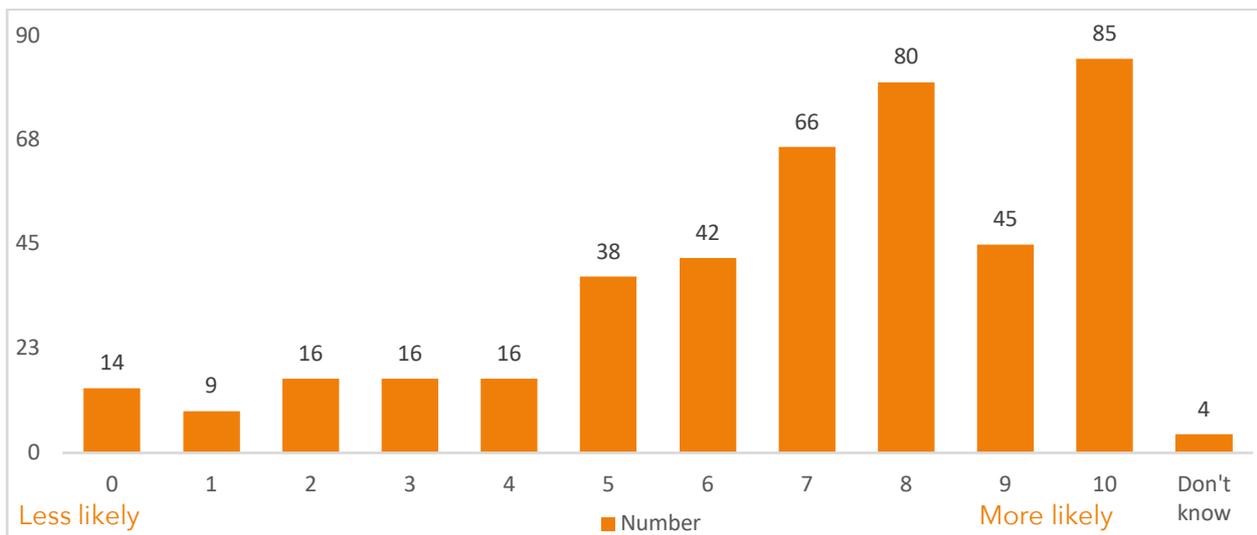


Table 10: Likelihood of continuing with use – statistics

Table 11: Likelihood of continuing with use by ashtray

Ashtray	Average	Standard deviation
Green	6.0	3
White	7.1	2.5
Orange	7.0	2.7
Blue	6.8	2.7

Respondent base: 431

Table 12: Likelihood of continuing with use by years smoked

Years smoked	Average	Standard deviation
Less than 1 year	6.5	2.8
1 to 5 years	7.1	2.4
6 to 10 years	6.3	2.9
11 to 15 years	7.3	2.4
16 to 20 years	6.9	2.8
21 years or more	7.1	3.3

Respondent base: 431

Table 13: Likelihood of continuing with use by age group

Age group	Average	Standard deviation
18 to 24	6.8	2.5
25 to 34	6.6	3
35 to 44	7	3.1
45 to 54	7.4	2.7
55 to 64	7.2	2.8
Over 64	6.9	2.9

Respondent base: 431

Table 14: Likelihood of continuing with use by gender

Age group	Average	Standard deviation
Male	6.5	2.6
Female	7.3	2.6

Respondent base: 431

## 5.6. Views of ashtrays

Respondents were asked what they liked about the ashtray they were given to test and encouraged to leave the space blank 'if there was nothing you liked about it'. 319 respondents provided an answer to this question, with the results set out below in Table 15. Overall, respondents most liked the size, ease of use and design of the ashtrays they were given to test<sup>1</sup>. Full set of responses is outlined in Appendix B.

What respondents like about the ashtrays, according to which ashtray they tested, is set out in Table 16. Recipients of the white ashtray particularly liked its size. Recipients of the blue ashtray were positive about the inclusion of a lighter. Those who received the green ashtray were most positive about size, colour and the clip feature. Those who were given the orange ashtray most liked its size, convenience, design and environmental credentials<sup>2</sup>.

Respondents were then asked what they wanted to change about the ashtrays they were given and, again, they were encouraged to leave the answer blank if there was nothing they would wish to change. Only 78 respondents did provide an answer and the largest group of these took pains to say there was nothing they would change (despite instructions). Otherwise, respondents are most likely to want to change the colour, size, design or smell-proofing capacity of the ashtray they were given (Table 17).

In terms of what respondents would like to change about the ashtrays (as at Table 18), those who were given the white ashtrays are most likely to want to change its colour<sup>3</sup>, to make it bigger or change the design (in this case, to want to personalise it). Recipients of the orange ashtray are most likely to want to change its colour or make it bigger. Those who were given the green ashtray to test are most likely to want to make it bigger, and those who received the blue ashtray to make it smaller.

Table 15: What respondents like about ashtrays

Feature	Total	Feature	Total
Size / Portability	126	Lighter included	12
General/Other	59	Clip	12
Ease of use / Convenience	51	Ease of cleaning / emptying	5
General design	37	Click sound	4
Environment	28	Ease of opening	4
Airtight/smell proof	26	Safe / extinguishes butt	4
Negative comment	18	Sturdiness	3
Colour	13	Free (cost)	2

Respondent base: 319

<sup>1</sup> Where respondents cited the 'environment' they either referred to the ashtray's sustainability in terms of product design or to its role in protecting the environment per se.

<sup>2</sup> The orange 'butt' ashtray received a number of compliments about its 'cheeky' design.

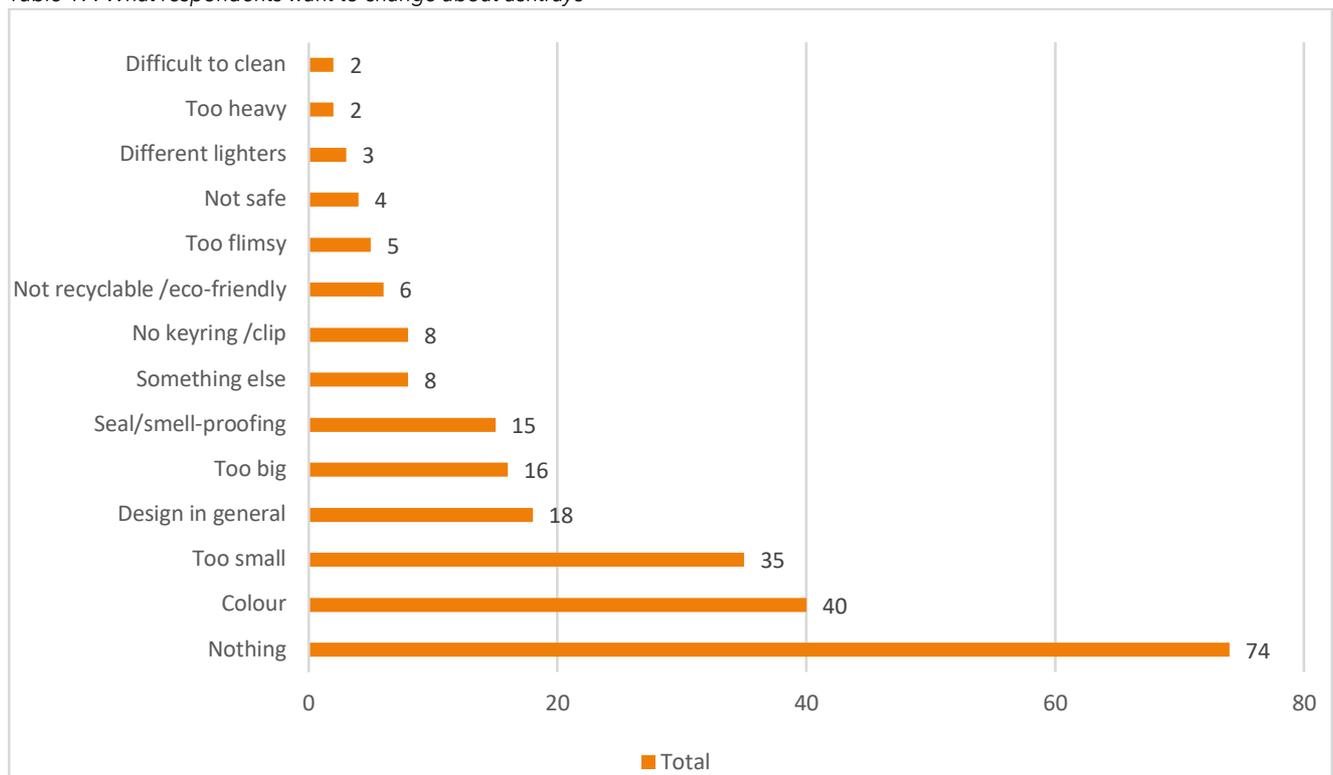
<sup>3</sup> This white ashtray received a range of different comments about the ease with which the white surface became dirty.

Table 16: What respondents like by ashtray

Feature	Blue	Green	Orange	White
Size / Portability	15	13	36	62
General/Other	9	5	19	26
Ease of use / Convenience	6	4	16	25
General design	4	2	16	15
Environment	0	4	11	13
Airtight/smell proof	4	0	7	15
Negative comment	4	2	6	6
Colour	0	5	7	1
Lighter included	12	0	0	0
Clip	0	5	7	0
Ease of cleaning / emptying	1	0	2	2
Click sound	0	1	3	0
Ease of opening	0	2	1	1
Safe / extinguishes butt	0	0	0	0
Sturdiness	0	0	0	0
Free	0	1	0	1

Respondent base: 319

Table 17: What respondents want to change about ashtrays



Respondent base: 78

Table 18: What respondents want to change about ashtrays by ashtray

Issue	Blue	Green	Orange	White
Nothing	8	8	30	28
Colour	1	0	13	26
Too small	1	6	17	11
Design in general	0	1	6	11
Too big	10	2	1	3
Seal/smell-proofing	4	0	5	6
Something else	1	0	4	3
No keyring/clip	1	1	3	3
Not recyclable/eco-friendly	0	1	1	4
Too flimsy	3	1	1	0
Not safe	1	0	3	0
Different lighters	3	0	0	0
Too heavy	0	2	0	0
Difficult to clean	0	1	0	1

Respondent base: 78

## 5.7. Cost

Just over half of all respondents think that the ashtray they were given should be priced at between £1 and £5 (Table 19). Only eight respondents (2%) think their ashtray should cost more than £11. A sixth of respondents feel their ashtrays should be priced at less than £1 or at between £5 and £10.

Recipients of the orange ashtray are most likely to think it should be priced between £0 (i.e. be free) and £5. Recipients of the blue ashtray are most likely to consider their ashtray should cost £5 or more.

Those who have smoked for the least amount of time are most likely to expect a portable ashtray (like the one they tested) to be free. Those who have smoked for the most time are most likely to think it should cost over £5 (Figure 7). As at Figure 8, cost expectations are spread fairly evenly across age groups; those who think ashtrays should cost more than £11 are restricted to the 18 to 24-year-old group. Males are more likely to expect their ashtray to be free and females more likely to think it should be priced in the £1 to £5 bracket (Figure 9).

Table 19: Cost expectations

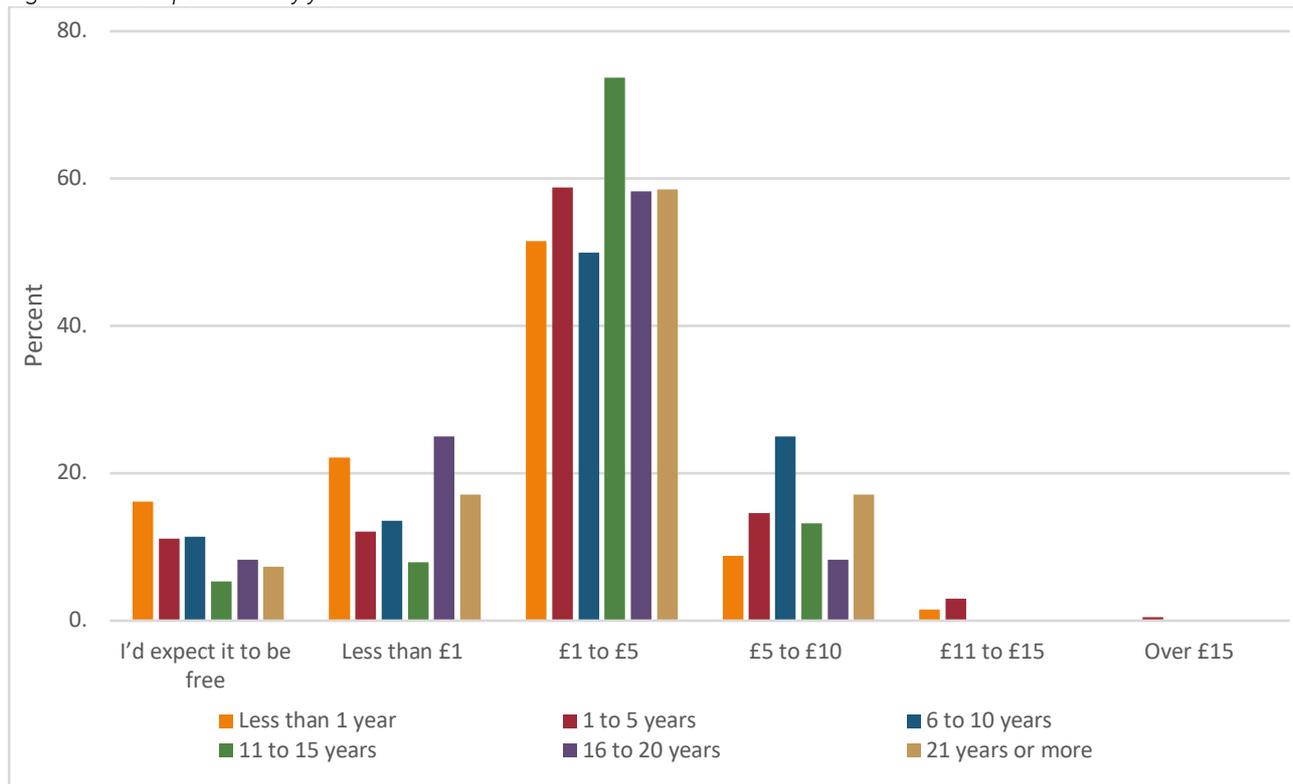
Cost	Number	%
I'd expect it to be free	46	11.0%
Less than £1	61	14.6%
£1 to £5	243	58.1%
£5 to £10	60	14.4%
£11 to £15	7	1.7%
Over £15	1	0.2%
<b>Total</b>	<b>418</b>	<b>100%</b>

Table 20: Cost expectations by ashtray (%)

Cost	Green	White	Orange	Blue
I'd expect it to be free	17.3	9.4	11.5	9.1
Less than £1	15.4	17.8	13	7.3
£1 to £5	40.4	56.7	68.7	54.5
£5 to £10	25	13.9	6.9	23.6
£11 to £15	1.9	1.7	0	5.5
Over £15	0	0.6	0	0

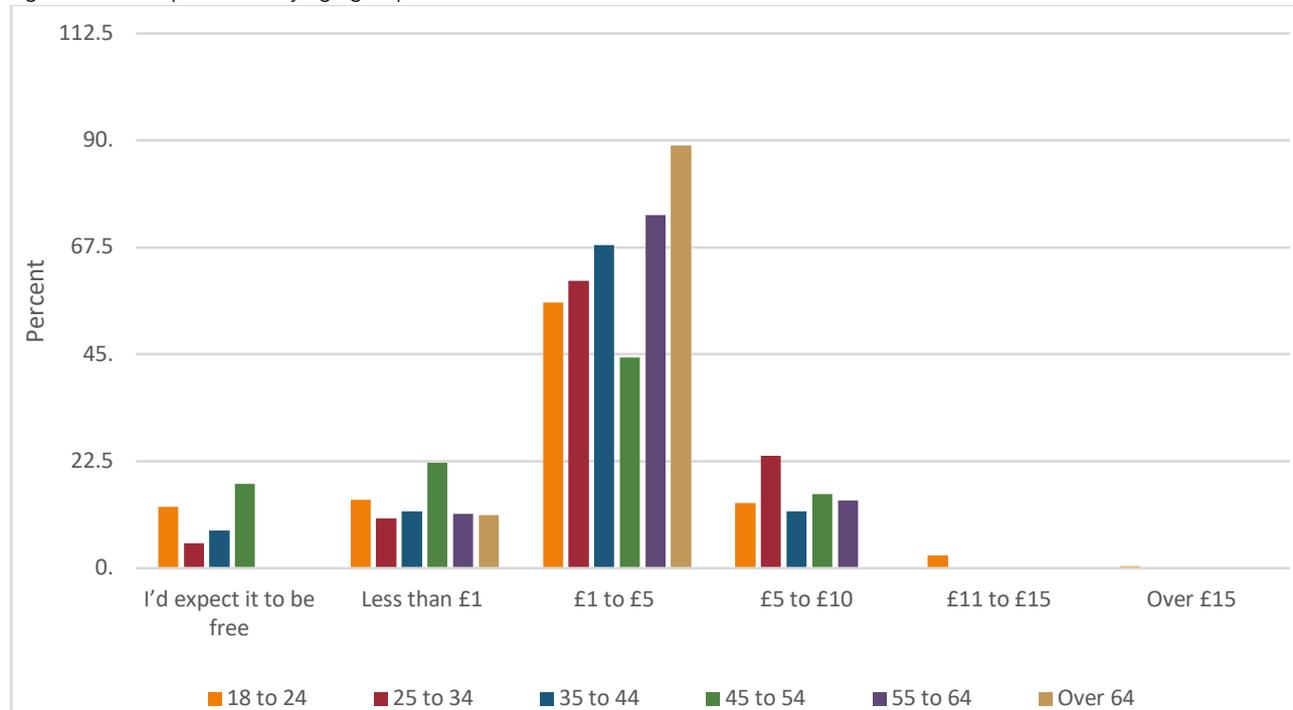
Respondent base: 418

Figure 7: Cost expectations by years smoked



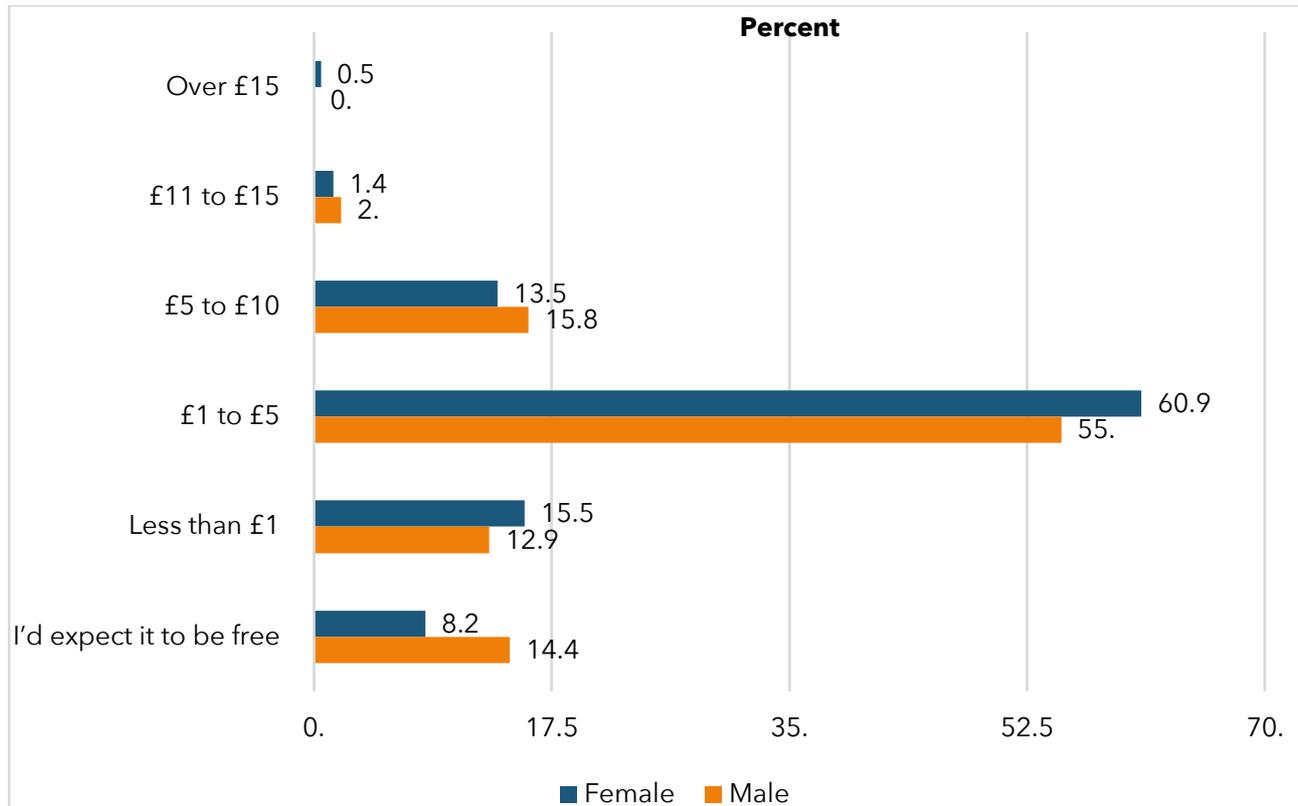
Respondent base: 418

Figure 8: Cost expectations by age group



Respondent base: 418

Figure 9: Cost expectations by gender



Respondent base: 418

## 5.8. Portable ashtrays in general

The next section of the questionnaire focused on the use of portable ashtrays in general. Firstly, respondents were asked where they would expect to buy a portable ashtray and the most common responses were 'at the cigarette counter of any shop or supermarket' (87% of respondents said this, as at Table 21) or 'online' (44% of respondents).

Responses according to the length of time someone had smoked are set out in Figure 10. Responses are fairly evenly distributed - respondents who had smoked for longer are marginally more likely than those who have smoked for less time to expect to buy an ashtray at a cigarette counter, in a supermarket or online. Unsurprisingly, given these results, older smokers are also typically more likely to expect to buy an ashtray at a cigarette counter, in a supermarket or online (Figure 11).

Male respondents are slightly more likely to expect to buy portable ashtrays online (Figure 12) while female respondents are more likely to expect to buy them in a gift shop or household aisle of a supermarket.

Table 21: Where respondents would expect to buy a portable ashtray

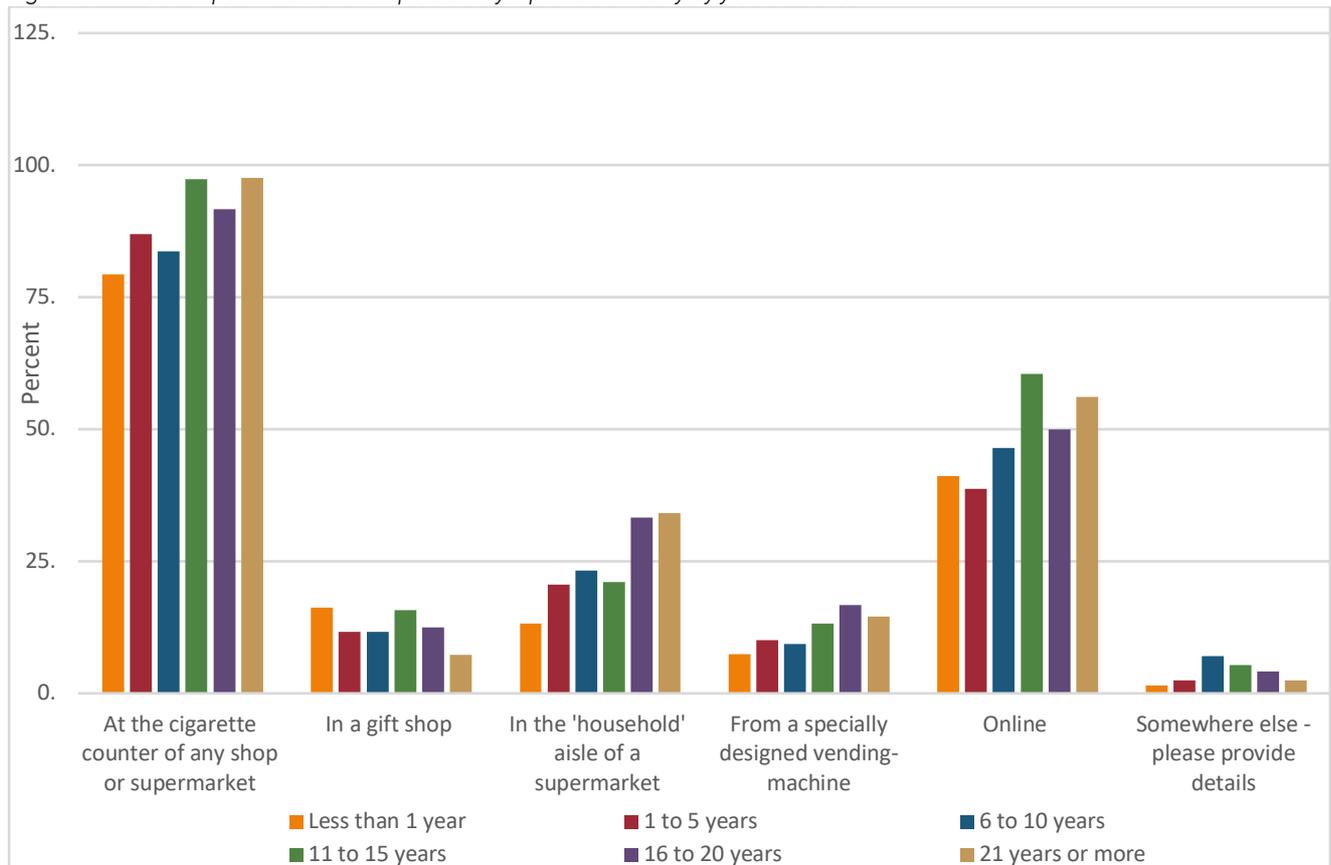


Respondent base: 417

Where respondents would expect to buy a portable ashtray - somewhere else

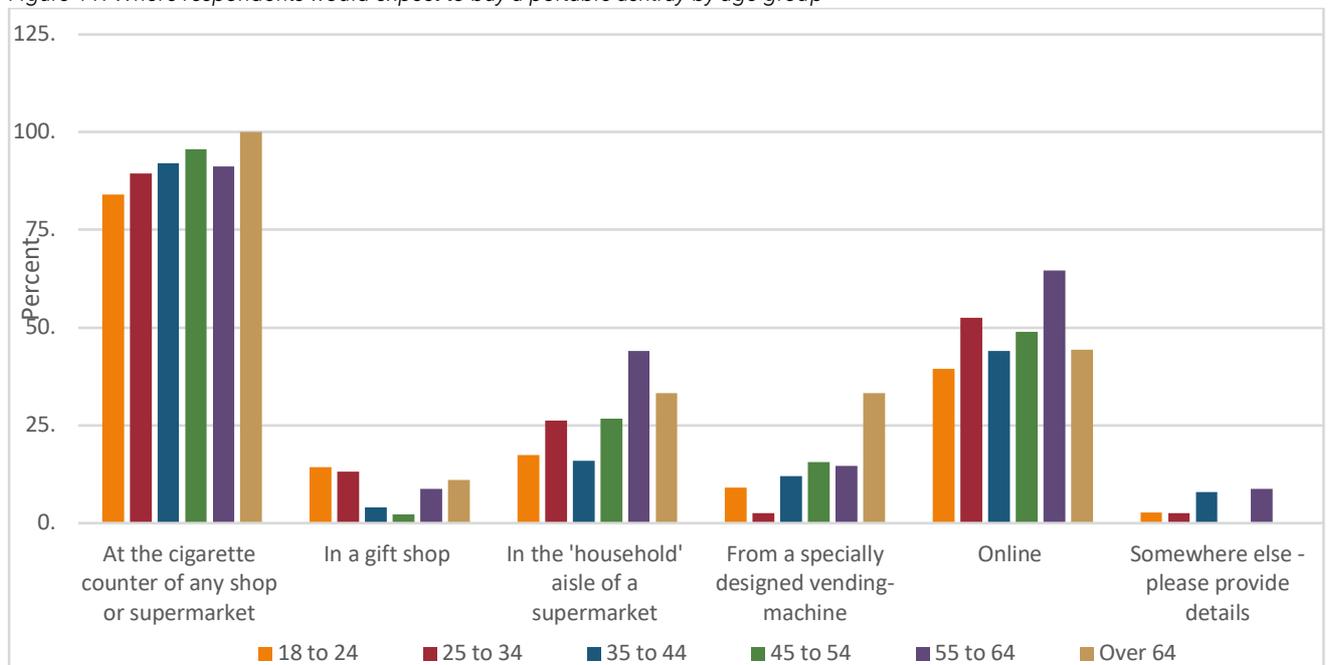
Petrol station	2
Corner shop/ newsagents	1
Costa or coffee shop	1
My local newsagent	1
Off license and newsagents	1
Popular visited places like community centres or library to help drive awareness	1
Pubs, clubs, petrol stations	1
Tesco	1
At kiosks but also like at any shop at the till	1
Festival or large-scale event	1
Given for free at student fairs	1

Figure 10: Where respondents would expect to buy a portable ashtray by years smoked



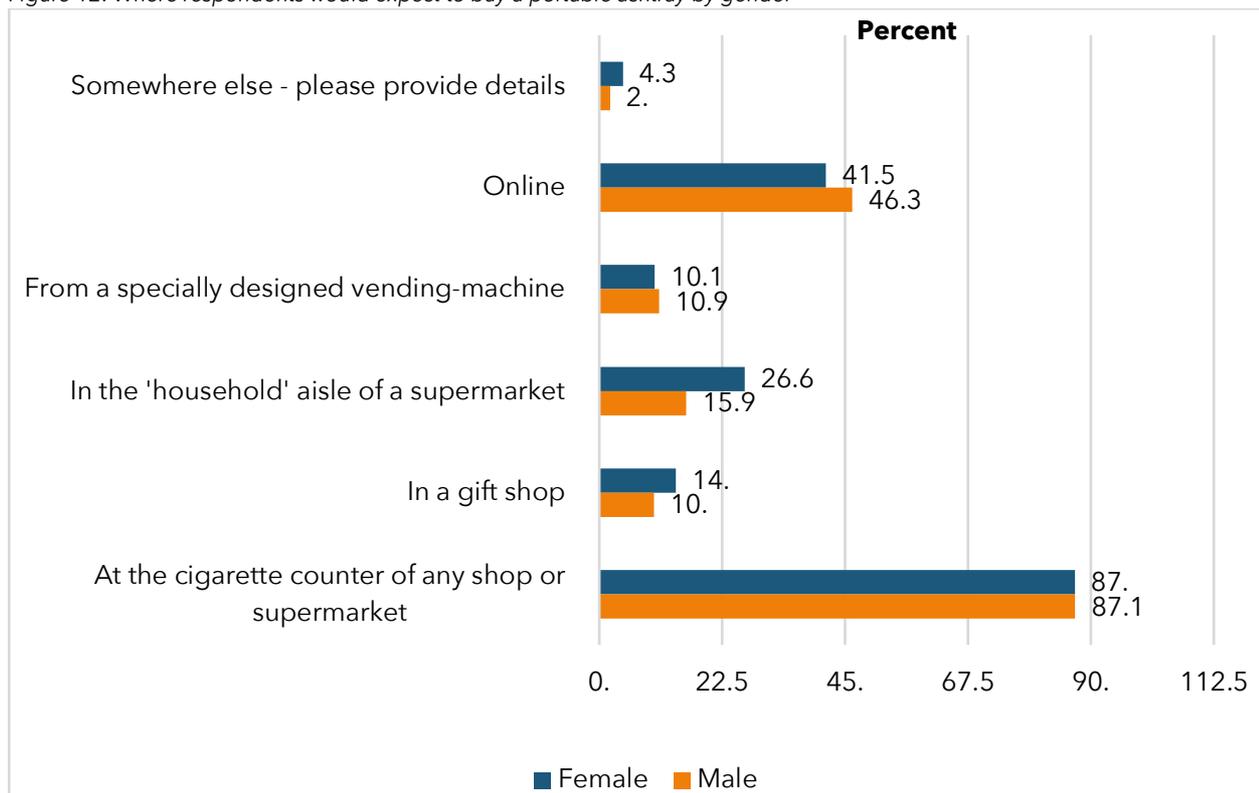
Respondent base: 417

Figure 11: Where respondents would expect to buy a portable ashtray by age group



Respondent base: 417

Figure 12: Where respondents would expect to buy a portable ashtray by gender



Respondent base: 417

## 5.9. Situations of use

Respondents were then asked where they would be most likely to use a portable ashtray like the one that they were given to test. As at Table 22, the five most popular situations are (in order):

1. Where there is difficulty in finding or using a public ashtray
2. At the house of a friend who does not smoke
3. Where there was a threat of a fine due to littering
4. At bus stops
5. In the countryside/walking the dog

Overall respondents can envisage themselves using an ashtray across a wide range of situations.

The longer the time someone has smoked, the more likely they are to expect to use an ashtray where there is difficulty in finding or using a public ashtray (Figure 13). Those who have smoked for the least time are most likely to expect to use an ashtray at a bus stop.

In terms of situations of use by age group (Figure 14), younger smokers are most likely to expect to use an ashtray where there is a threat of a fine, at the house of a friend who does not smoke or where there is difficulty in finding or using a public ashtray. The eldest group most expects to use these kinds of ashtrays outside a train station, at bus stops or (again) where there is difficulty finding an ashtray.

Females are more likely than males to expect to use a portable ashtray in all situations except where there is a threat of a fine (Figure 15).

Table 22: Situations of use

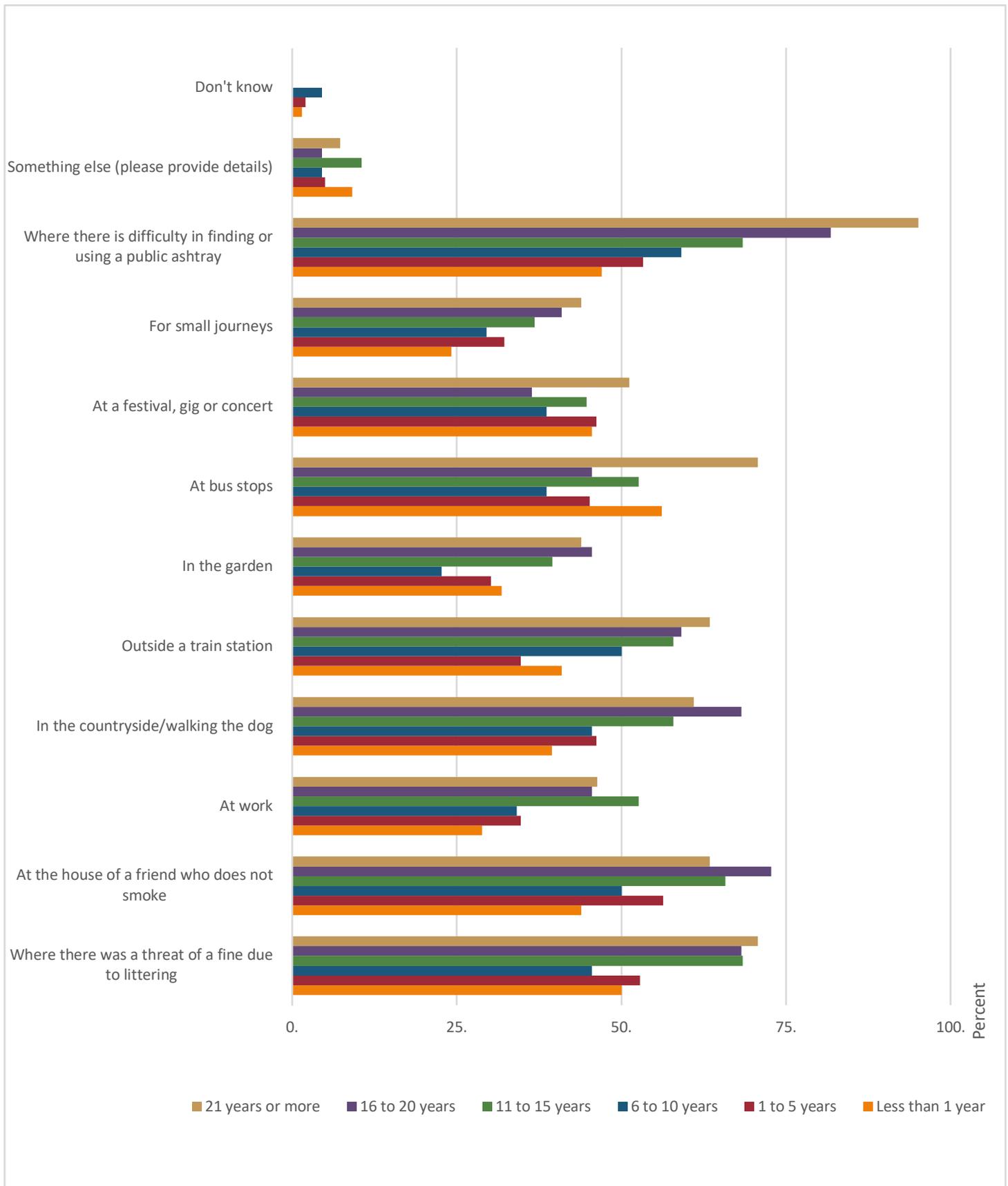
Situation	Number	%
Where there is difficulty in finding or using a public ashtray	249	60.1%
At the house of a friend who does not smoke	232	56.0%
Where there was a threat of a fine due to littering	230	55.6%
At bus stops	205	49.5%
In the countryside/walking the dog	202	48.8%
At a festival, gig or concert	187	45.2%
Outside a train station	181	43.7%
At work	152	36.7%
In the garden	135	32.6%
For small journeys	135	32.6%
Something else (please provide details)	26	6.3%
Don't know	7	1.7%

Respondent base: 414

Situations of use - Something else

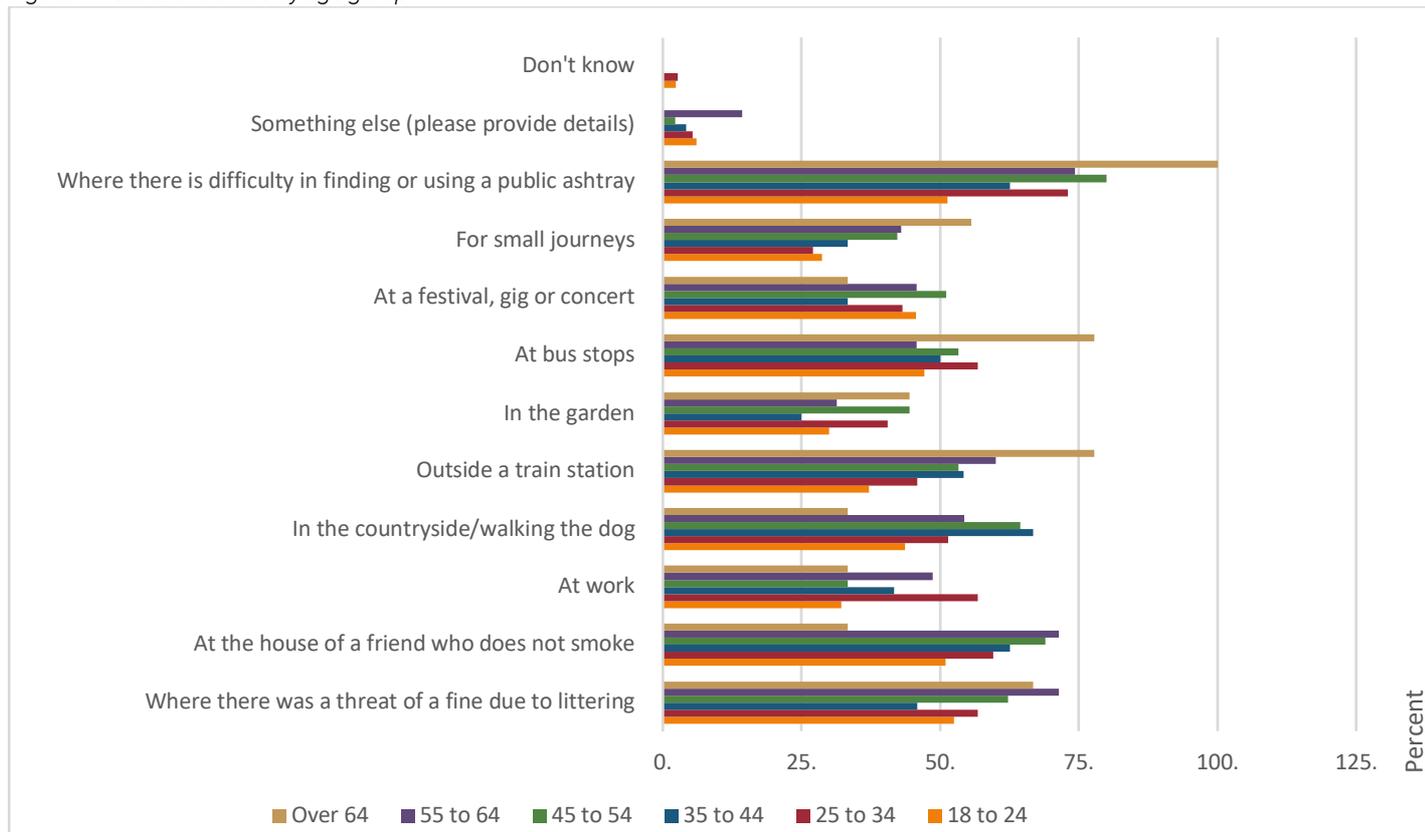
Anywhere without ashtrays
Anywhere, I use it in my home and travelling
Everywhere!
For the car
I don't smoke around people who don't. I don't smoke in my car or small journeys. I smoke in my garden and use bins provided. I never drop cigarette ends on the floor in public, I place them in my pocket once out, but this pouch is ideal, maybe these pouches should be given out when buying cigarettes putting the cost on cigarettes to pay for this, this may help in people cutting down or quitting.
In a car
In the car
Beach
Hotbox
Smoking inside a house (whether the friend smokes or not)
The beach
When skiing or on a hike
Where I can't find an ashtray and it's inconvenient to throw away

Figure 13: Situations of use by years smoked



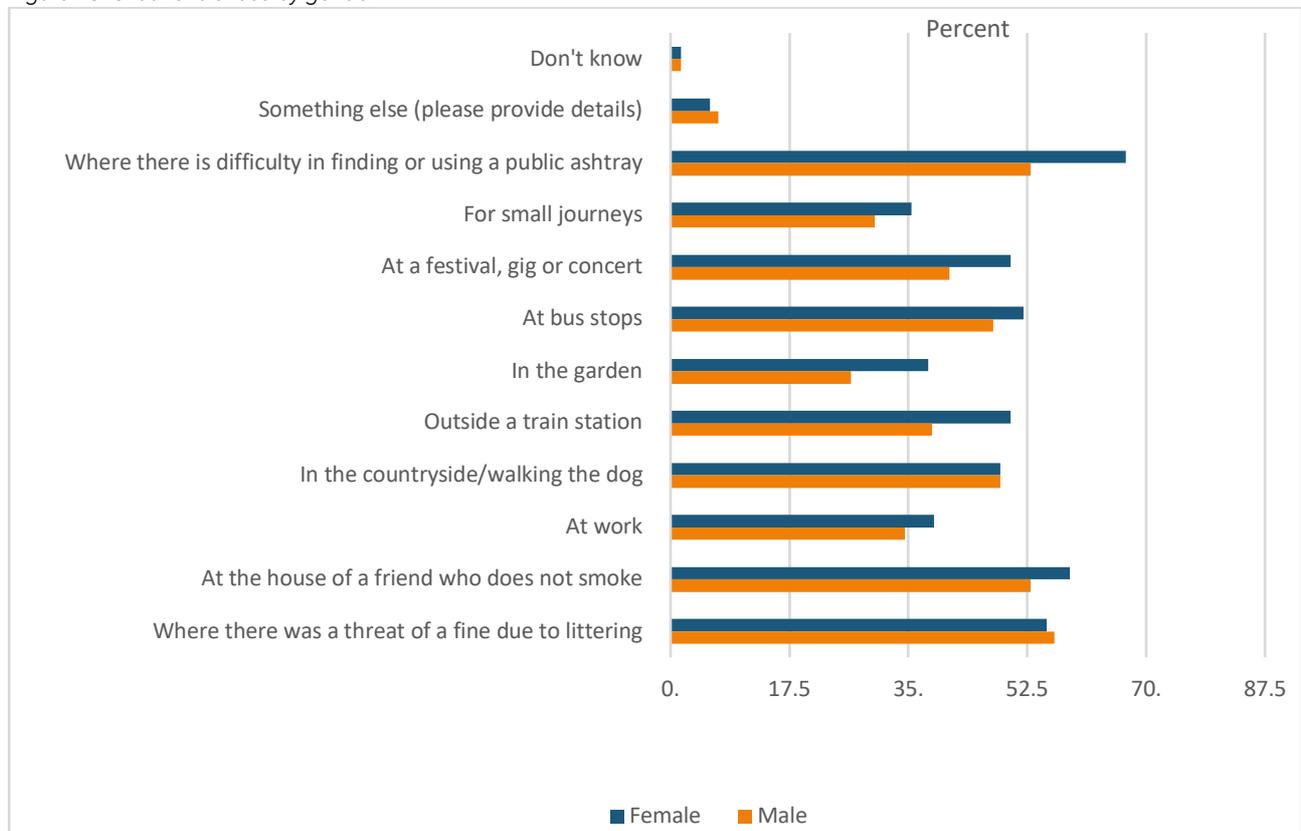
Respondent base: 414

Figure 14: Situations of use by age group



Respondent base: 414

Figure 15: Situations of use by gender



Respondent base: 414

## 5.10. Discouraging factors

Respondents were next asked what might put them off using a portable ashtray and results are set out in Table 23. The five top factors that might put someone off are, according to these results:

- The smell
- The risk it might spill
- Emptying and cleaning the ashtray
- If it is not made from sustainable materials
- Price

Those who have smoked for between 6 and 15 years are most likely to be put off by the need to empty and clean the ashtray and the risk of spillage (Figure 16).

Correspondingly, respondents aged 25 to 34 are as concerned by the need to clean and empty the ashtray as they are by the smell (Figure 17). Those aged 35 to 44 are most concerned by the smell and risk of spillage, which may be a reflection of the fact that this age group are more likely to have young children at home. The over 64s are most concerned by the prospect of spillage and the fact that an ashtray may not be safe to use. Those aged 40 to 45 are most put off by the potential smell, the task of emptying and the price.

In terms of gender differences (Figure 18), men are more likely to be put off by the smell and risk of spillage than women, while women are more likely to be put off by the price, the task of cleaning and if it was not made from sustainable materials.

Table 23: What might put respondents off using a portable ashtray

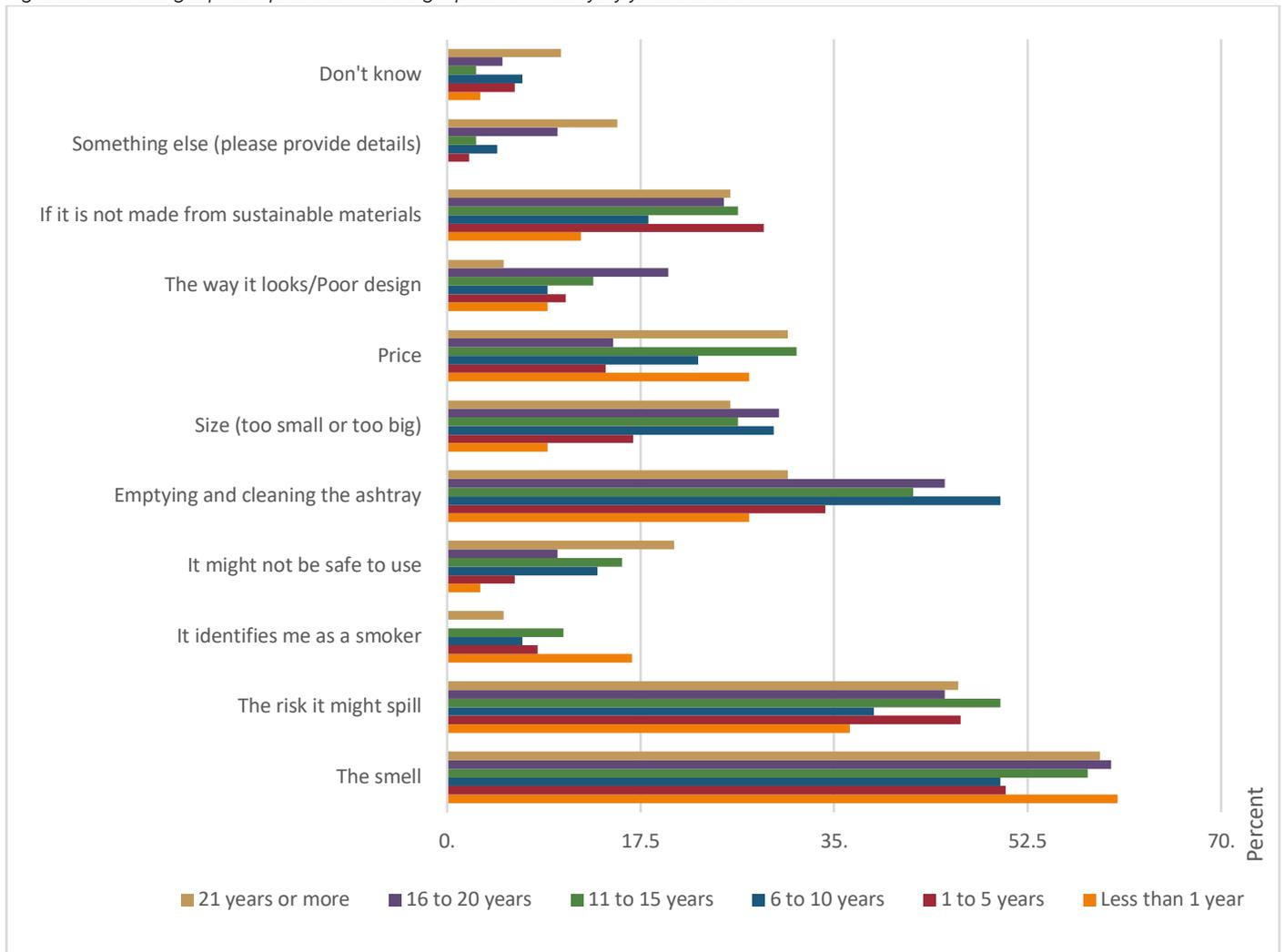
Response	Number	%
The smell	220	54.1%
The risk it might spill	179	44.0%
Emptying and cleaning the ashtray	146	35.9%
If it is not made from sustainable materials	99	24.3%
Price	83	20.4%
Size (too small or too big)	78	19.2%
The way it looks/poor design	42	10.3%
It identifies me as a smoker	36	8.8%
It might not be safe to use	36	8.8%
Don't know	23	5.7%
Something else (please provide details)	15	3.7%

Respondent base: 407

Something else

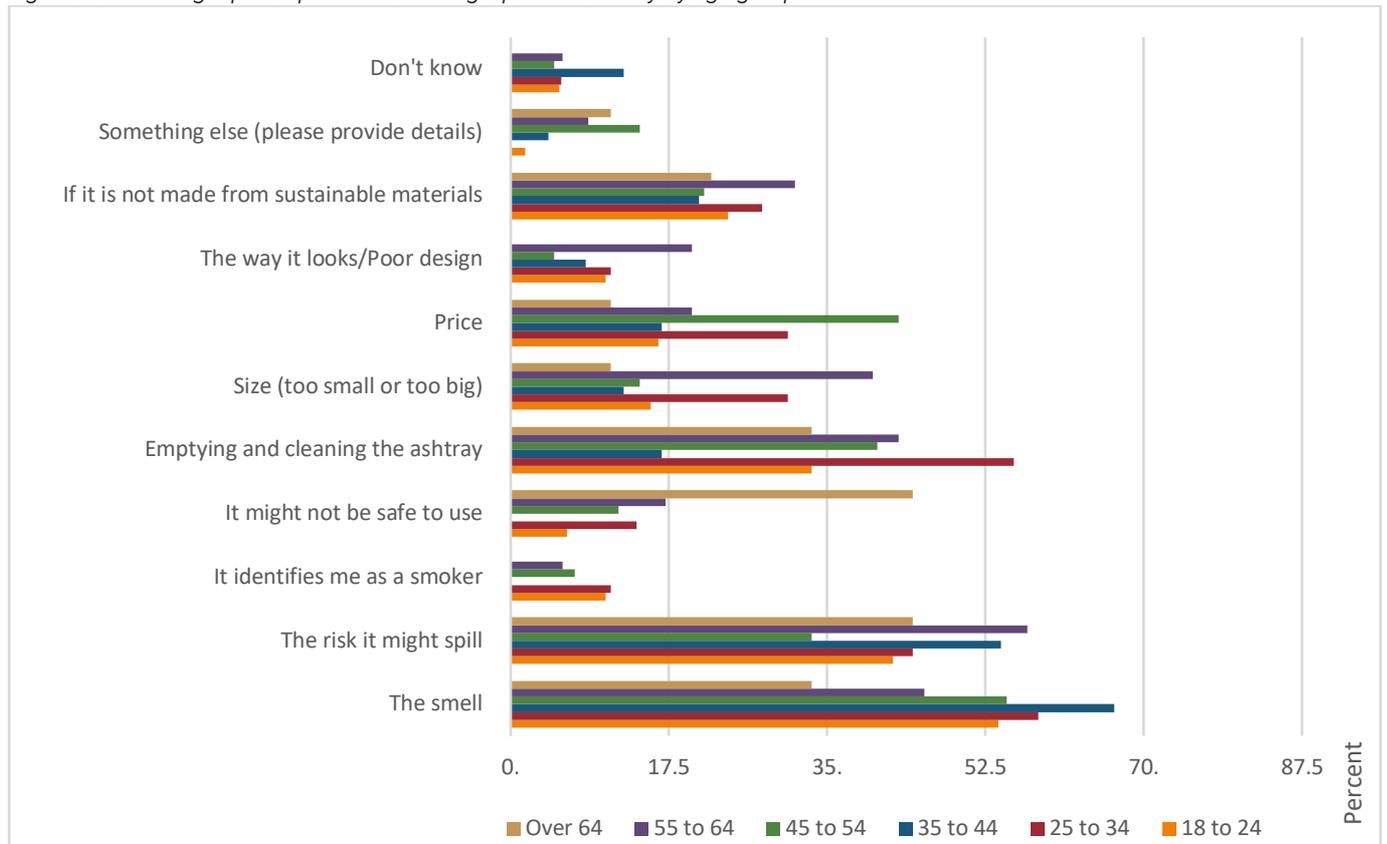
<i>Catching fire</i>
<i>Cigarette end is not out, risk of fire in pocket.</i>
<i>Has to be sustainable</i>
<i>Its life span, how many times can you use and clean them before they need replacing?</i>
<i>colours, metal</i>
<i>just unnecessary for me.</i>
<i>mainly the smell but I have to empty my own ashtrays so goes with the territory</i>
<i>no ability to carry in pocket unobtrusively</i>

Figure 16: What might put respondents off using a portable ashtray by years smoked



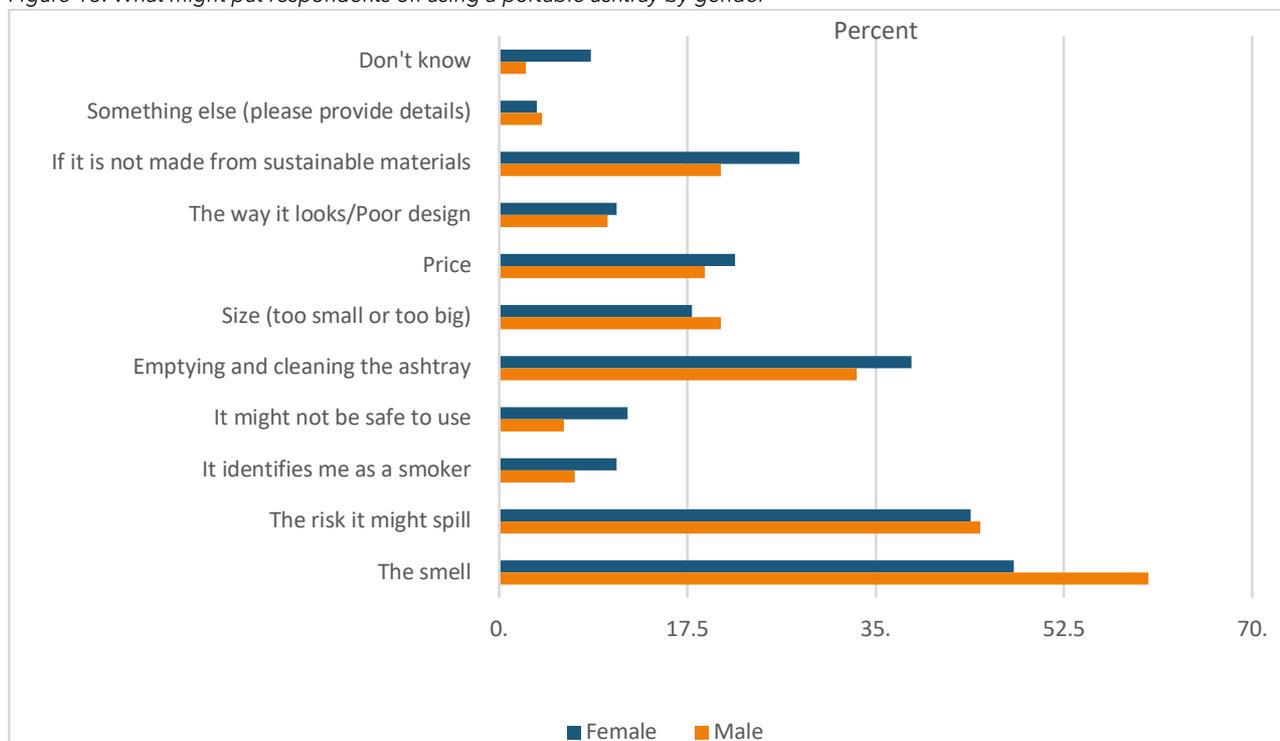
Respondent base: 407

Figure 17: What might put respondents off using a portable ashtray by age group



Respondent base: 407

Figure 18: What might put respondents off using a portable ashtray by gender



Respondent base: 407

## 5.11. Littering

Finally, respondents were asked about their littering habits - specifically how often, if ever, they litter cigarette butts. One fifth of all respondents (Table 24) always drop their cigarette butt on the ground and a further fifth litter cigarette butts often. Only one tenth of respondents never litter butts, according to these results.

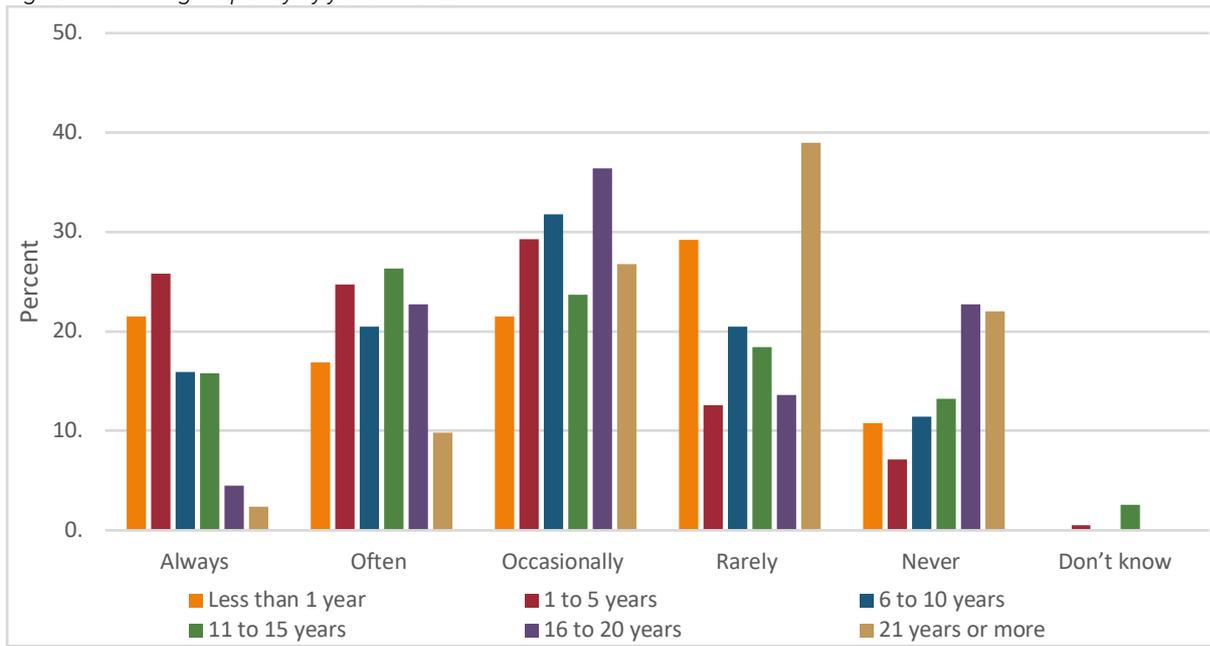
Those that have smoked for the longest are least likely to litter butts and those that have smoked for the least time are most likely (Figure 19). Correspondingly, the younger the respondent, the most likely they are to litter butts (Figure 20). Those aged 45 and over are most likely to rarely or never litter.

Men are more likely to litter cigarette butts than women, as per Figure 21.

Table 24: Littering frequency

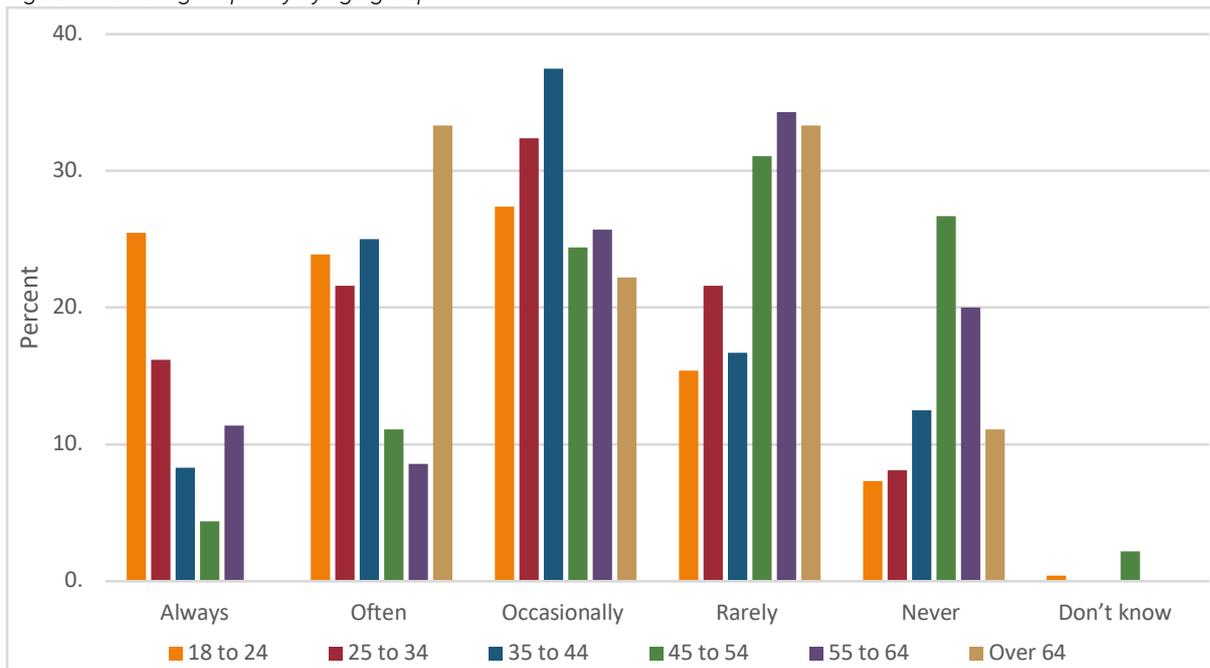
Response	Number	%
Always	80	19.4%
Often	88	21.4%
Occasionally	116	28.2%
Rarely	81	19.7%
Never	45	10.9%
Don't know	2	0.4%
Total	412	100%

Figure 19: Littering frequency by years smoked



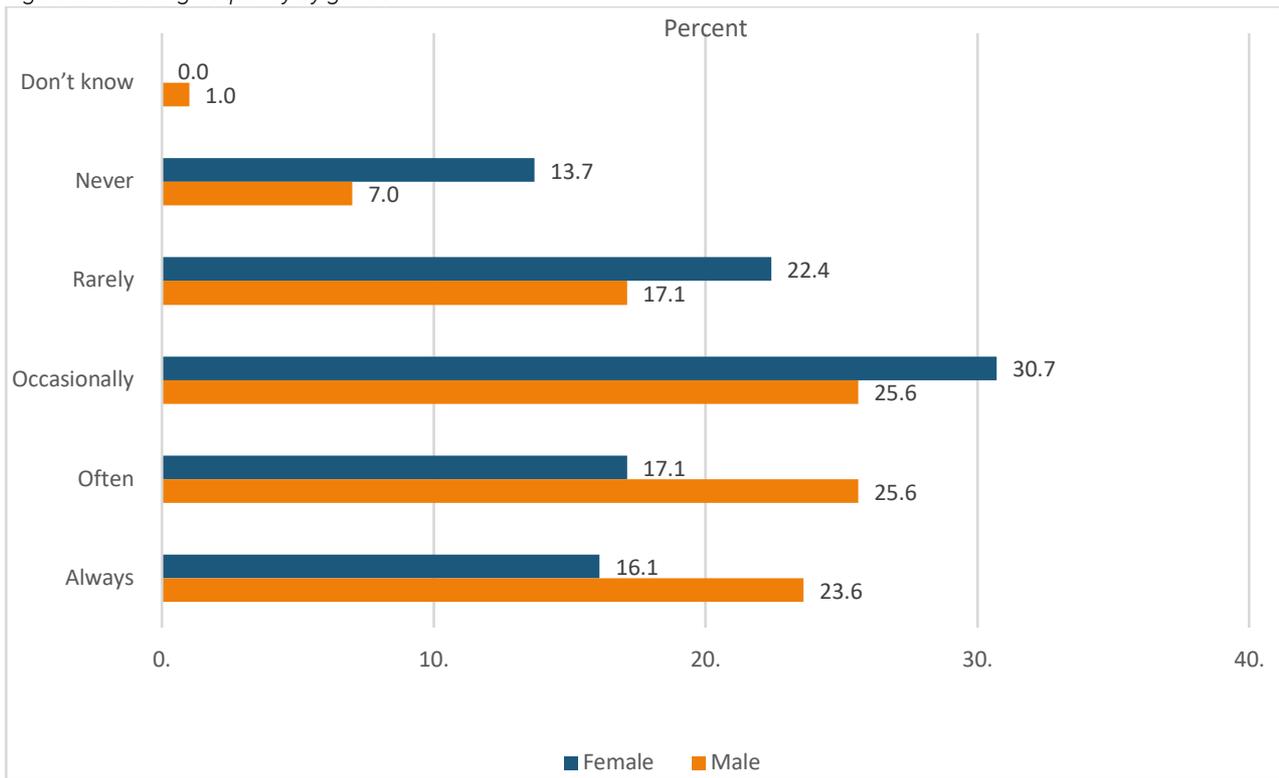
Respondent base: 412

Figure 20: Littering frequency by age group



Respondent base: 412

Figure 21: Littering frequency by gender



Respondent base: 412

## 6. COMPARISONS BETWEEN QUAL & QUANT RESEARCH

Overall, **respondents were positive about the ashtrays they tested - in both the quantitative and qualitative research.** Typically, smokers that used these ashtrays think they are likely to continue to do so. Half of respondents rate their likelihood of future use at 8 or more (on a scale of 0 to 10) and the average across all respondents is 6.9. There are some marginal differences in terms of likelihood of continued use between types of smokers; females are more likely than males to say they will continue to use the ashtray, for instance.

Where respondents made positive comments about their ashtray, they were most likely to cite the size, ease of use and design aesthetic of the ashtrays they were given to test. A significant proportion of respondents praised their ashtrays for helping them reduce the amount of butts they littered.

**Compliments tended to depend on the nature of the ashtray and trends in results are not dissimilar from those of the Focus Groups, where participants were positive about size, safety, and specific design features such as the inclusion of a lighter, suitability for a car or hook/clip feature.**

**When respondents were asked about what they didn't like about the ashtray, their answers, again, corresponded with the types of comments made by Focus Group attendees.** Smokers are most likely to want to change the colour, size, design or smell-proofing capacity of the ashtray they were given.

Again, suggestions for changes did differ according to ashtray.

**As another indication of how generally positive respondents are about their ashtray, far more positive comments were made about ashtrays than negative ones.**

Typically, respondents think the ashtrays they were given should be priced at between £1 to £5. Price expectations differ according to smoker type and ashtray received.

Respondents most commonly expect to buy portable ashtrays at cigarette counters or online.

**The differences in where respondents expect to buy (and use) them may be influenced by the places those respondents expect themselves to be.**

Overall, smokers can envisage themselves using a portable ashtray in a wide range of situations, according to these results.

The five most popular situations in which a respondent would expect to use a portable ashtray are:

1. Where there is difficulty in finding or using a public ashtray
2. At the house of a friend who does not smoke
3. Where there was a threat of a fine due to littering
4. At bus stops
5. In the countryside/walking the dog

**There are some notable differences between these results and those produced by the Focus Groups.**

**In particular, this study illustrates how males are more likely to be spurred to use an ashtray by the threat of a fine than females. Such results have implications for the marketing and promotion of portable ashtrays, as do the responses to the question about what might put respondents off using an ashtray. As in the Focus Groups, the risks of smell and spillage are most likely to deter respondents from using a portable ashtray.**

Those aged 35 to 44 are most concerned by the smell and risk of spillage, which may be a reflection of the fact that this age group are relatively more likely to have young children at home than other groups.

There are notable gender differences in terms of what might deter someone from using an ashtray - men are more likely to be put off by the smell and risk of spillage than women, while women are more likely to be put off by the price, the task of cleaning and ashtrays made from unsustainable materials. (Correspondingly, women are more likely to value environmental sustainability as a positive feature).

**Again, as with the Focus Group responses, littering of cigarette butts is common. In both studies around a third of respondents often or always drop their butts on the ground. As with litter in general, young males are the most likely to litter cigarette butts.**

## 7. WHAT NOW? NEXT STEPS

### 7.2. Digest - then decide

Clearly, PMI needs to digest this research and consider if - and where - it fits into the company's strategic priorities. Portable ashtrays will not completely rid the world of carelessly discarded cigarette butt litter, but it could certainly move the dial. In reality, there is no tangible market (supply or demand) for portable ashtrays (in Britain at least). It was evident from our numerous conversations, most people in this country had very little, or more likely no, awareness of the concept. Those smokers who were aware of portable ashtrays, were mostly young people who had been given a free Mini Bin pouch at a music festival.

### 7.3. Responding to - or leading - public policy pressure?

Very few people surveyed throughout the qualitative and quantitative research were aware that cigarettes contain plastic. Growing awareness of this - combined with the realisation that many butts end up in watercourses and potentially causing pollution - will probably build increasing pressure on PMI to be seen to be doing something to alleviate this environmental pollution. This is an opportunity to get ahead of the public policy and public opinion curve, and build a market leadership position.

### 7.4. Innovation & Commercialisation

The range of portable ashtrays available on the market consists of poorly designed, cheaply manufactured and uninspiring products. Our research has given very clear indicators as to what consumers would be looking for - although this varies slightly according to gender and age. PMI could, undoubtedly, produce a well-designed and stylishly manufactured portable ashtray, that was both desirable and highly functional - as a working name, the 'Portable Ash Pod' perhaps. It would require some R&D budget, but it could be a new tobacco market segment that, with first-mover advantage, PMI could 'own'. It could have significant PR, CSR and public policy benefits. This could be leveraged even more by setting up an Environmental Trust with the explicit objective of reducing cigarette butt litter, and educating smokers about the environmental damage inflicted by them. All proceeds (after running costs) would be donated by PMI to The Trust.

## 7.5. Education, Enforcement & Civic Pride Partnership

One of Clean Up Britain's Partners is Kingdom's business unit 'Local Authority Support' (LAS), Britain's leading environmental enforcement company.

<https://www.kingdom.co.uk/services/local-authority-support/>

They work for about 40 Councils - enforcing the law against littering - in England, including the largest Council in Europe, Birmingham City Council.

In 2022, Birmingham will be hosting the Commonwealth Games, and the Council is very keen to clean up the city in advance of anticipated enormous media coverage around the Games, with 70+ countries taking part. About 85% of the littering fines given out by LAS are for cigarette butt littering. PMI could consider launching an education and enforcement campaign with a local authority, e.g. Birmingham City Council, which - as one part of it - could involve PMI providing thousands of ashtrays for LAS to giveaway free to every smoker caught littering? Clean Up Britain could help with sourcing ashtrays economically, for example the "butts out" ashtray for around 20p each. This would offer PMI a high-profile opportunity to showcase its CSR credentials and work with Europe's largest Council.

## 7.6. Do nothing

PMI has commissioned this research, and it has yielded some very clear and, arguably, compelling results. Will the Report gather dust, or will the company act on it...? Over to you!

*Clean Up Britain has very much enjoyed working on this research project, and many thanks for giving us the opportunity. We have put a tremendous amount of effort and application into the work, and we hope it shows - and most importantly, provides valuable insights and actionable results for Philip Morris International.*

## 8. APPENDICES

### Appendix A: Questionnaire

#### CLUB portable ashtray survey

##### Introduction

##### Just to check

*Page exit logic: Skip / Disqualify Logic***IF: #1 Question "Were you given a free portable ashtray to test?" is one of the following answers ("No", "Don't know") THEN: Jump to page 12 - Thank you**  
*Flag response as complete*

- 1) Were you given a free portable ashtray to test?\*
- Yes
  - No
  - Don't know

##### About You

*Page exit logic: Skip / Disqualify Logic***IF: #2 Question "For how many years have you smoked?" is one of the following answers ("I don't smoke") THEN: Jump to page 12 - Thank you**

- 2) For how many years have you smoked?
- Less than 1 year
  - 1 to 5 years
  - 6 to 10 years
  - 11 to 15 years
  - 16 to 20 years
  - 21 years or more
  - Don't remember
  - I don't smoke

##### More about you

- 3) What is your age?
- 18 to 24
  - 25 to 34
  - 35 to 44
  - 45 to 54
  - 55 to 64
  - Over 64

4) What is your gender?

- Male
- Female
- Other
- Prefer not to say

### **The portable ashtray**

5) Which portable ashtray were you given to test?

- The green metal portable ashtray with a clip-on key ring
- The white portable ashtray pouch
- The orange 'Butts Out' portable ashtray
- The blue combined lighter and 'Cigbuster' portable ashtray

### **Using the ashtray**

6) How frequently have you used the portable ashtray that was given to you?

- At least once a day
- Two or three times a week
- A few times
- Once
- Don't know

7) On a scale of 0 to 10, with 10 being highly likely, how likely is it that you will continue to use the portable ashtray you were given?

- 0    1    2    3    4    5    6    7    8    9    10    Don't know

### **What you like/want to change**

8) What do you like about the ashtray you were given to test?

Please leave blank if there was nothing you liked about it.

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9) What would you change about the ashtray you were given to test?

Please leave blank if there was nothing you would change.

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### Buying a portable ashtray

10) How much would you expect a portable ashtray of the kind you tested to cost?

- I'd expect it to be free
- Less than £1
- £1 to £5
- £5 to £10
- £11 to £15
- Over £15

11) If you were going to buy a portable ashtray, where would you expect to buy it? *Please select all that apply*

- At the cigarette counter of any shop or supermarket
- In a gift shop
- In the 'household' aisle of a supermarket
- From a specially designed vending-machine
- Online
- Somewhere else - please provide details: \_\_\_\_\_

### Where you would use a portable ashtray

12) In which situations might you be most likely to use a portable ashtray? Please select all that apply.

- Where there was a threat of a fine due to littering
- At the house of a friend who does not smoke
- At work
- In the countryside/walking the dog
- Outside a train station
- In the garden
- At bus stops
- At a festival, gig or concert
- For small journeys
- Where there is difficulty in finding or using a public ashtray
- Something else (please provide details): \_\_\_\_\_
- Don't know

### What might put you off

13) What might put you off using a portable ashtray? Please select all that apply.

- The smell
- The risk it might spill
- It identifies me as a smoker
- It might not be safe to use
- Emptying and cleaning the ashtray
- Size (too small or too big)
- Price
- The way it looks/Poor design
- If it is not made from sustainable materials
- Something else (please provide details): \_\_\_\_\_
- Don't know

### And finally - littering

**Page exit logic:** Skip / Disqualify Logic**IF:** #1 Question "Were you given a free portable ashtray to test?" is one of the following answers ("Yes") **THEN:** Jump to page 13 - Thank You!

14) How often (if ever) do you drop and leave cigarette butts on the ground?

- Always
- Often
- Occasionally
- Rarely
- Never
- Don't know

Thank you

Thank You!

## Appendix B: What respondents like about ashtrays by ashtray (details)



### Green

*Sturdy and compact*

*Fits in a small handbag (good on a night out!). Colour means you can find it.*

*It looks smart & I like the colour. It is nice and compact.*

*Easy to carry around*

*The colour, feel and size.*

*Colour of the ashtray. Can be clipped to key ring,*

*Compact, fits in my handbag*

*OK*

*Handiness*

*Portable. Neat compact size. Clip.*

*Small and closes with a reassuring click. Easily portable and free*

*It was great*

*There good*

*So much better for the environment!*

*Badly made*

*Solid*

*Ease of opening the top. Size. Like that it can be attached to key ring*

*Feels quite weighty and good quality.*

*It was sturdy and robust*

*Environmentally friendly*

*I can have it on my keys, and is small & portable*

*I found it very useful as do not want to litter the environment.*

*Easy to use*

*To not pollute*

*Easy to carry around, don't have to think about where to put cigarettes out, convenient to be able to put it with my keys.*

*It has a key ring so always with me*

*Easy to use*

*Airtight*

*Good*

*The colour*

*Small, looks quite good*

## White

Fine

Smell proof

Smell-proof

Smell proof

Better seal  
design

Easy to put into your pocket

small easy to carry

It's very smart and looks good - very convenient due to size so fits nicely in my handbag!

Some kind of personal customisation to make it unique from others

It is a nice project

easy to use

It's small

Nothing. It's a fabulous little thing that helps you to be conscious about not dropping cigarettes butts on the floor

It's small so can fit in pockets or handbags easily, no smell and no heat once the butt is inside.

It's very environmental and easy to use. I love it!

It is a very clever idea and very useful. Definitely filling a gap in the market!

I can smoke and not have to put my butts on the floor

its small so can easily fit in any pocket and can easily carry it

Personalisation

It's small and easy to carry around. Easy to clean

It's small so can fit easily in any pocket and easy to carry

It's a great size

It's better for the environment

It's portable, easy to use and small enough to fit in my pocket for easy transport.

Portable and small to fit in a pocket

Portable

Nothing

It's very pocketable

Good size no smell left after use

Small and portable

It's very good and extinguishes straight away, it fits in my handbag. I've never been a person who throws butts on the floor, but sometimes there isn't a bin with a stubber on. I do make a conscious effort to look for a bin to discard my butts. If everyone had these there would be no need for the littering.

Convenient (easy to carry)

Easy to use and it also looks nice

It's small and easy to use

It's great

It's easy to use and small

It's a great gadget especially to have in the garden when friends come round

It's very portable and convenient to stick in my pocket

It helps clean the area I live in and other area's

Easy to carry, lightweight non-intrusive design

Clean design and no leakage

Maybe more solid materials

It was free. It has good potential as a lot of fines are given to smokers for cig butts.

Small and easy to carry

Good size Small

small and discreet



*It's a good idea, I like it*

*Easy to use*

*Easy to use, nice design, more environmentally friendly*

*It's easy to use*

*Nothing*

*If I have it on me it's perfect when no ash tray bins are around, always aim to throw my cigarette butts in an environmentally friendly place so it's a great idea. Just about remembering to carry it with me when I go out*

*It would be good to be able to store your tobacco with it.*

*Handy but likely to get forgotten?*

*That the pouch is smell proof*

*That it doesn't smell*

*Excellent idea and stops me putting butts in my pocket. Cuts down on the smell of extinguished cigarettes. Keeps Britain Clean.*

*Cosmetically looked good*

*It pocketable It doesn't let out a smoke smell*

*The ashtray helps to reduce environmental damage and is healthier for the atmosphere we live in. It's a very handy pouch that has a built in thermal layer so the cigarettes don't burn through the pouch, I would really recommend this pouch to my friends if they ever get the chance to sign up for one. In the meantime, I let them use mine!*

*It's handy to keep in a pocket*

*Easy neat and unobtrusive*

*That it's small so It's easy to carry around Pocket sized and convenient*

*Its small and easy to fit in my pocket. Which makes it easy to use when I go out. I've used these before. They are excellent as many occasions I have had no bins to use whilst out. I don't like dropping litter or cigarette butts on the paths etc. Hence why I've always had these pouches and also a key ring ashtray that I bought from a local market. They are brilliant*

*Good size, easy to carry in a pocket. Seems to be reusable though I haven't cleaned mine out to reuse it yet. Great product, walked away from the stall wondering why nobody had thought of it before.*

*Brilliant idea, works well*

*The design*

*fits in pocket well, doesn't take up too much space. Is affective for what it's for.*

*The portability aspect was fantastic and after every use I felt a satisfaction that I was doing a bit of good*

*It's very portable and easy to use*

*Convenience is key to the success of this product. I especially like the fact once butts are placed into the pouch they are extinguished. Furthermore they are big enough to accommodate a fair few butts.*

*It's very easy and convenient*

*Saves the dolphins*

*Easy to use and doesn't really smell*

*Low profile Slimline*

*It gets smelly after a while*

*Fit for purpose. I used to put out cigarettes and put them in my pocket. This is much better and less smelly.*

*There is no need to stub the cigarette butt before putting it in*

*Handy*

*I can extinguish my cigarette on the ashtray*

*Easy disposal of the butt*

*It was easy to rinse out and the fold-over top meant it didn't smell too much. It was slimline to fit in a pocket*

*clean and easy to carry around*

*Small enough to fit in my handbag and seals well. Fireproof so not worried about the butts relighting. Easy to empty and wipe out occasionally.*

*Really useful and small so can fit in my bag*

*A very convenient and well thought out design that fits into pockets, certainly helps prevent littering cigarette butts*

*Light & easy to open / close*

*Good design*

*We smoke in the garden so it's left outside , it doesn't get Damaged by the weather , it's easy to empty*

*Easy use and fits in your pocket*

*Everything*

*It's compact and I don't litter anymore*

*Convenient when I remember to take with me*

*It's fab, especially for my car, no smell from mini bin, safe to use and easy to clean and reusable time after time!*

*Portable, don't have to look for trash cans*

*Easy to carry, v portable*

*Good*

*I think it's a great way to combat littering and as someone who has had struggles with a lack of proper disposal for cigarette ends in the past I am very pleased with my ashtray and hope they come into widespread usage.*

*Great for in the car*

*neat and tidy, discrete*

*It's effectiveness and size*

*I don't have to look for a place to put cigarette out, I can just pop it in the pouch and empty it later.*

*Small easy to carry around in my pocket The design is attractive as well*

*It's portable and easy to use, doesn't let the smell out*

*the texture of it, it was lightweight, I liked the minimalist design although it would be nice if it came in different colours, I would use it for chewing gum as well, it seems very space age I like that about it - I wish the name was cooler- more like a start-up*

*I like the size*

*I like that it is small and I think it is a good idea.*

*I like that it keeps the odours locked in and it doesn't take up much space.*

*Was handy to keep around instead of throwing butts onto the floor*

*It was an ashtray, worked for a party*

*Make it bigger*

*Small*

*Very convenient*

*it is easy to carry with me, the size is convenient*

*Helps clean up the college I'm at as there's fag butts everywhere*

*Small*

*Small and discreet colour to put in your handbag. Keeps smell locked in*

*Make it bigger*

*Easy to use*

*It's easy to use*

*Great*

*Helps the environment*

*Easy*

*Portable*

*It's very clean and tidy and it's more useful*

*It's good for the environment*

*It's a cool thing*

*smaller*

*Minibin is the best one. flat, contains smell ash and heat*

*Small size/weight. Ease of use.*

*It is really useful for carrying my cigarette butts to the nearest bin*

*Great product*

*It stopped the ash and fags going onto the floor*

*That's is portable*

*It's easy to use and I can take it with me anywhere*

*It's portable and its environmentally friendly*

*fits into you handbag*

## Orange

*It was compact.*

*It was good in that it was a bright colour so easy to find in my handbag*

*Besides the novelty factor it is extremely useful when out in town and you cannot find a cigarette bin.*

*The clip on the belt system is fully functional and hassle free.*

*Disposal*

*Convenient*

*Less conspicuous*

*I like how it's like a portable bin for my cigarette butts. The clip lid means no ash or butts fall out. And it's easy to store until needed to be emptied correctly.*

*I really like it. Think they are such a good idea*

*Handy size*

*It was a nice little gadget with a belt strap, very cool*

*not much, don't like the idea of carrying around the smell of stale cigarettes*

*I like the idea of a portable ashtray more conscious of not leaving finished cigarettes around*

*I received both the white plastic one and the butt saver. Preferred the butt saver as I can keep the butts without the smell escaping. The white plastic one allows smells to escape.*

*The pub on the pun of a butt*

*Easy to use*

*I don't carry butts around. I always dispose of them in refuse bins.*

*Prevented me dropping my butts and causing further pollution*

*Easy to store in the pocket*

*Fun colour*

*Handy to carry around and easy to use.*

*Easy and small*

*Portable, stops littering*

*Liked that it could easily fit inside a pocket*

*It looks like a bum*

*The colour*

*Handy*

*Small so can fit in your pocket*

*It's small so can fit in your pocket*

*Love the ergonomics*

*good design, I like how it clips shut and don't have to worry about it opening itself*

*Good size and fairly easy to clean*

*I like that it helps the environment and it fits in my bag so it's easy to carry*

*It looked nothing like an ashtray*

*I don't feel like a street littering scum bag anymore*

*I can dispose of the butts when there are not any bins around*

*I like it's shape and the click it makes*

*Solid, convenient with clip*

*I have a place where to put my rests from the cigarettes, so it's very useful.*

*Nothing it's great*

*It's really easy to carry around.*

*The fact I can use on my dog walk and not put on the floor*

*Nice click*



*Compact, Easy to use, able to stub cigarette out in lid, easy to find in my handbag due to the bright colour!*

*small size*

*It's hard..... and orange...*

*I liked that it has a bum on it! Also the colour is nice! Also it is small enough to fit into your bag and it means you don't have to throw your butt on the ground because there are no bins around. I also saw a video that said if you carry around something red people will find you more attractive. Orange is close enough!!*

*I liked the fact that it was small and compact enough for me to carry in my pocket.*

*The use of butt design*

*I think it's great that portable ashtrays are finally becoming a thing!*

*It has a good seal, which keeps the smell in. It's a good size and perfect for travel.*

*I think it's a great concept hopefully more people will start using them!*

*Make it longer so I can fit my fags in there to take out with me*

*Good closure, not very smelly, good size*

*Felt good not dropping butts on the ground*

*That it clips onto your belt 🍷*

*Good design, easy to use, smell proof when shut*

*Saves littering*

*It helps the planet*

*enable me to not litter*

*I like the portability of it and the design*

*Colour is the main thing Orange is a little over obvious*

*I didn't have one before, it's convenient, funny design and good size*

*so good that it's portable, easy to use, contains the smell and mess very well.*

*The convenience while in a car.*

*Useful for in the car. Good that holds the smell in.*

*It's handy to have in your handbag. Also it is easy to wash.*

*Design*

*Small and handy*

*Looks easy to use*

*It was small and compact, fits in pretty well.*

*It prevents cigarette ends being thrown away and anything to stop this is good so could easily adapt to any of the models*

*It's easy to carry*

*Too small*

*It's small and easy to use*

*It's cool*

*That it's portable*

*Compact*

*I feel like it will help to keep the environment a better place*

*Bigger*

*It's cool and quirky*

*I love everything*

*its small*

*Round and a little bit bigger to fit in my cup holder*

*I'd like it to be round so it fits in my cupholder*

*love the fact it's a pot that can sit in my drink holder and easy to access*

*It's something unique*

*There is a reassuring click when I close the ashtray so I have no fear that it will come undone in my pocket or handbag. Additionally, it is odour free.*

*It's an easy way for me to get rid of the cigarette butt.*

*Clean environment*

*The colour and how useful it is in the car*

*It's easy to use and very lightweight*

*Convenient and it helps the environment*

*It was cute*

*It's portable*

*It is small and so can be carried around easily and anywhere*

*It is small so can be carried easily and anywhere*

*the colour*

*Its small and compact*

*Compact*

*It's for family and friends that visit as I'm an ex smoker. It helps keep butts off my garden and pathways*

*The idea*

*It's practical*

*Its portable and big enough*

*the clip on the back is useful. small size is nice for concealing*

*environmentally friendly*

*It's easy to work with*

*Somewhere to put cigarettes*

*I don't have to walk around with a cigarette in my hand until I find a bin.*

## Blue

*It's practical. Having a lighter attached is very useful and a reminder to collect the stubbed out cigarette. Compact and handy with the lighters attached.*

*I never leave used cigarette ends in the floor, I usually wrap them in tissue to throw away later. This device is perfect, and will help keep our streets clean and tidy.*

*Portable, smart, lighter*

*The lighter and the small portable nature of the device*

*It has a lighter*

*Better pocket size shape*

*The lighter*

*Combined lighter*

*The fact that the lighter is intergrated*

*The integrated lighter is really great*

*The intergrated lighter*

*Love it! Can stub my butt out and put in handy bin at bottom and then not get a £100 fine for putting out on pavement if no bins around! Genius plus when lighter runs out assume I can replace?*

*It looks cool and quirky. It is made of thick enough material to hold the odour of the cigarette butt.*

*It's too big to carry around*

*it was small and east to keep in my bag*

*stopping litter of butts*

*I like the simplicity of the ashtray*

*Very handy, easy to use, cracking idea*

*Styled well and handy as it fits in your pocket nicely.*

*It's a really smart yet simple idea - so portable too*

*If there is no bin nearby I would*

*throw the butt on the floor which I didn't like doing.*

*It's cool and easy to use*

*It's a little bit to fit in the pocket*

*All in one, compact*

*Bit big*

*It collects unsightly cigarette butts*

*It's a lighter too so I only have to carry one thing*

*Fits in my handbag and is easy to use as I don't like to drop cigarettes on the floor*

*small and easy to use - was worried it would smell*

*It is really good, lighter included is a bonus.*

*It was easy to carry around and was quite smell proof, I didn't feel bad like I would if I dropped a cigarette on the floor.*

*I always wrap my used ciggies in tissue and put in the nearest bin, but this makes it a lot easier, I can just stub it out and empty it when I've finished work.*

*It is good quality and fits really well in my handbag. It also doesn't smell at all and is easy to use and clean.*

*It's awesome*

*Nothing it works well*

*Ergonomic shape - fits in pocket*

*The fact it has a lighter attached is very handy*

*It helps prevent ash being left everywhere*

*Cause I don't need to through it on the floor*

*How small and convenient it is*



*easy to use*

*I liked how it has a lighter as well as an ashtray I also liked how the ashtray didn't get hot*

## Appendix C: Suggested improvements to ashtrays (details)

### Green

*It broke very quickly.it needs to be stronger*

*Prefer a bit smaller*

*I would make it 1.5 x the size.*

*I would make it slightly bigger.*

*Lighter weight*

*Might be better slightly bigger.*

*Didn't have a keyring clip attached to it. Would like it to have a deodorant factor to it.*

*Nothing*

*Nothing*

*Better quality design*

*Could it be made of recycled materials?*

*Difficult to clean out properly. Would be good to remove storage compartment to wash up.*

*A little bit heavy*

*Nothing*

*Nothing*

*Nothing*

*Nothing*

*Less cigarette butts*

*Make it bigger*

*Smaller*

*G-*

*Nothing*

*Make it more solid*

**White**

*Fine*

*Smell proof*

*Smell-proof*

*Smell proof*

*Better seal*

*design*

*Easy to put into your pocket*

*small easy to carry*

*It's very smart and looks good - very convenient due to size so fits nicely in my handbag!*

*Some kind of personal customisation to make it unique from others*

*It is a nice project*

*easy to use*

*It's small*

*Nothing. It's a fabulous little thing that helps you to be conscious about not dropping cigarettes butts on the floor*

*It's small so can fit in pockets or handbags easily, no smell and no heat once the butt is inside.*

*It's very environmental and easy to use. I love it!*

*It is a very clever idea and very useful. Definitely filling a gap in the market!*

*I can smoke and not have to put my butts on the floor*

*its small so can easily fit in any pocket and can easily carry it*

*Personalisation*

*It's small and easy to carry around. Easy to clean*

*It's small so can fit easily in any pocket and easy to carry*

*It's a great size*

*It's better for the environment*

*It's portable, easy to use and small enough to fit in my pocket for easy transport.*

*Portable and small to fit in a pocket*

*Portable*

*Nothing*

*It's very pocketable*

*Good size no smell left after use*

*Small and portable*

*It's very good and extinguishes straight away, it fits in my handbag. I've never been a person who throws butts on the floor, but sometimes there isn't a bin with a stubber on. I do make a conscious effort to look for a bin to discard my butts. If everyone had these there would be no need for the littering.*

*Convenient (easy to carry)*

*Easy to use and it also looks nice*

*It's small and easy to use*

*It's great*

*It's easy to use and small*

*It's a great gadget especially to have in the garden when friends come round*

*It's very portable and convenient to stick in my pocket*

*It helps clean the area I live in and other area's*

*Easy to carry, lightweight non intrusive design*

*Clean design and no leakage*

*Maybe more solid materials*

*It was free. It has good potential as a lot of fines are given to smokers for cig butts.*

*Small and easy to carry*

*Good size Small*

*small and discreet*

*It's a good idea, I like it*

*Easy to use*

*Easy to use, nice design, more environmentally friendly*

*It's easy to use*

*Nothing*

*If I have it on me it's perfect when no ash tray bins are around, always aim to throw my cigarette butts in an environmentally friendly place so it's a great idea. Just about remembering to carry it with me when I go out*

*It would be good to be able to store your tobacco with it.*

*Handy but likely to get forgotten?*

*That the pouch is smell proof*

*That it doesn't smell*

*Excellent idea and stops me putting butts in my pocket. Cuts down on the smell of extinguished cigarettes. Keeps Britain Clean.*

*Cosmetically looked good*

*It pocketable It doesn't let out a smoke smell*

*The ashtray helps to reduce environmental damage and is healthier for the atmosphere we live in. It's a very handy pouch that has a built in thermal layer so the cigarettes don't burn through the pouch, I would really recommend this pouch to my friends if they ever get the chance to sign up for one. In the mean time, I let them use mine!*

*It's handy to keep in a pocket*

*Easy neat and unobtrusive*

*That it's small so It's easy to carry around Pocket sized and convenient*

*Its small and easy to fit in my pocket. Which makes it easy to use when I go out. I've used these before. They are excellent as many occasions I have had no bins to use whilst out. I don't like dropping litter or cigarette butts on the paths etc. Hence why I've always had these pouches and also a key ring ashtray that I bought from a local market. They are brilliant*

*Good size, easy to carry in a pocket. Seems to be reusable though I haven't cleaned mine out to reuse it yet. Great product, walked away from the stall wondering why nobody had thought of it before.*

*Brilliant idea, works well*

*The design*

*fits in pocket well, doesn't take up too much space. Is affective for what it's for.*

*The portability aspect was fantastic and after every use I felt a satisfaction that I was doing a bit of good*

*It's very portable and easy to use*

*Convenience is key to the success of this product. I especially like the fact once butts are placed into the pouch they are extinguished. Further more they are big enough to accommodate a fair few butts.*

*It's very easy and convenient*

*Saves the dolphins*

*Easy to use and doesn't really smell*

*Low profile Slimline*

*It gets smelly after a while*

*Fit for purpose. I used to put out cigarettes and put them in my pocket. This is much better and less smelly.*

*There is no need to stub the cigarette butt before putting it in*

*Handy*

*I can extinguish my cigarette on the ashtray*

*Easy disposal of the butt*

*It was easy to rinse out and the fold-over top meant it didn't smell too much. It was slimline to fit in a pocket*

*clean and easy to carry around*

*Small enough to fit in my handbag and seals well. Fireproof so not worried about the butts relighting. Easy to empty and wipe out occasionally.*

*Really useful and small so can fit in my bag*

*A very convenient and well thought out design that fits into pockets, certainly helps prevent littering cigarette butts*

*Light & easy to open / close*

*Good design*

*We smoke in the garden so it's left outside , it doesn't get Damaged by the weather , it's easy to empty .*

*Easy use and fits in your pocket*

*Everything*

*It's compact and I don't litter anymore*

*Convenient when I remember to take with me*

*It's fab, especially for my car, no smell from mini bin, safe to use and easy to clean and reusable time after time!*

*Portable, don't have to look for trash cans*

*Easy to carry, v portable*

*Good*

*I think it's a great way to combat littering and as someone who has had struggles with a lack of proper disposal for cigarette ends in the past I am very pleased with my ashtray and hope they come into widespread usage.*

*Great for in the car*

*neat and tidy, discrete*

*It's effectiveness and size*

*I don't have to look for a place to put cigarette out, I can just pop it in the pouch and empty it later.*

*Small easy to carry around in my pocket The design is attractive as well*

*It's portable and easy to use, doesn't let the smell out*

*the texture of it, it was lightweight, I liked the minimalist design although it would be nice if it came in different colours, I would use it for chewing gum as well, it seems very space age I like that about it - I wish the name was cooler- more like a start-up*

*I like the size*

*I like that it is small and I think it is a good idea.*

*I like that it keeps the odours locked in and it doesn't take up much space.*

*Was handy to keep around instead of throwing butts onto the floor*

*It was an ashtray, worked for a party*

*Make it bigger*

*Small*

*Very convenient*

*it is easy to carry with me, the size is convenient*

*Helps clean up the college I'm at as there's fag butts everywhere*

*Small*

*Small and discreet colour to put in your handbag. Keeps smell locked in*

*Make it bigger*

*Easy to use*

*It's easy to use*

*Great*

*Helps the environment*

*Easy*

*Portable*

*It's very clean and tidy and it's more useful*

*It's good for the environment*

*It's a cool thing*

*smaller*

*Minibin is the best one. flat, contains smell ash and heat*

*Small size/weight. Ease of use.*

*It is really useful for carrying my cigarette butts to the nearest bin*

*Great product*

*It stopped the ash and fags going onto the floor*

*That's is portable*

*It's easy to use and I can take it with me anywhere*

*It's portable and its environmentally friendly*

*fits into you handbag*

## Orange

*Wasn't sure about the look!*

*Not much the design could be improved if it had a thing to stub cigarette on - didn't like to try it in case orange container melted*

*Different colours and made of metal.*

*Have a metal strip or similar material attached inside the lid to make it easier to put out cigarettes without chances of melting the plastic container itself.*

*Nothing*

*Shouldn't be carried round, should focus on putting more public places to dispose of cigarettes  
It could be bigger slightly, its also quite fiddly to open and at one point I ended up spilling the contents out when trying to open it.*

*Better if it also had a facility, like the white plastic one, to stub out the cig. butt.*

*The colour it's to bright a more subtle colour*

*Nothing*

*-*

*A fraction larger*

*Nothing*

*Maybe a little bigger*

*More eco friendly as it's plastic. The clip isn't big enough to clip onto anything. Doesn't seem particularly robust.*

*Make it smaller*

*Nothing, it's perfect*

*Be able to clip to a car vent so can easily put cigarette butts in while driving But just be fully smell proof!*

*I would like it to be bigger*

*I wouldn't change a thing*

*Nothing much*

*More colours*

*Slightly bigger*

*Probably provided with a smell also, I've modified a little my own ashtray.*

*I rested my cigarette on the ashtray and it burnt through and it made a terrible burning plastic smell*

*I left a cigarette in the ashtray and it burnt a hole so I would make it more durable*

*Make sure its seal proof.....*

*Maybe extra smell proofing as old fag butt odour isn't a good look*

*Slimmer*

*maybe a wider range of colours*

*Possibly a variety of sizes and colours, to make it more appealing for the consumer.*

*Maybe a better range of colours so they could become more of a fashion accessory as it might encourage more smokers to use them.*

*nothing*

*Didn't feel the need for the clip (I wouldn't put out a cig that close to my clothing, nor would I carry the smell like that, I prefer to put it in a pocket)*

*It should be a bit bigger. Also its not so easy to open. Once I opened it and the contents spilled out covering my hand in ash.*

*Nothing*

*Be able to clip to a car vent for use when driving*

*Nothing*

- I would make it a bit bigger*
- Maybe offer different colours*
- Colour more subtle pale colour*
- Nothing really*
- maybe size variations*
- Make it slightly taller.*
- Doesn't need to be orange. Makes it appealing to children.*
- size of opening - I was worried it was too small and I would burn my fingers=if you are supposed to stub out on the lid then close it then the ash would go everywhere defeating the object*
- Fireproof*
- Smaller*
- Maybe the colour*
- Not much - it is functional which is what matters*
- Different colour*
- A bit bigger*
- Nothing*
- Nothing*
- Nothing*
- Bigger*
- Nothing*
- Nothing*
- the colour*
- rounder*
- Different colours Blue*
- nothing*
- If it gives out a smell*
- Possibly the colour, but that's just a cosmetic change.*
- No it works well.*
- Make it bigger*
- make it neon pink or orange*
- Make it have storage for rizla papers*
- Nothing*
- Nothing*
- Nothing*
- Nothing*
- Nothing*
- Smell proof*
- Nothing*
- Nothing*
- maybe make it look less obvious/ conspicuous*
- personalisable*
- Nothing*
- Nothing*
- Nothing, it's fine.*

**Blue**

- Nothing*
- Perhaps smaller*
- Could be a little bit smaller*
- Better shape for fitting in pocket*
- Too big*
- More smell proofing needed. Can still smell smoke*
- The quality of the materials. Would make it feel more high quality*
- The quality of the materials*
- The quality of material*
- Nothing yet - only had for a day and love it*
- Make it smaller*
- I like the simplicity of the astray*
- Perhaps become suitable for different lights (clippers)*
- Possibly be able to fit different types of lighter e.g. clipper*
- Possibly different lighters and different coloured box*
- Maybe be a little smaller*
- Maybe smaller*
- Smaller size*
- Make it smaller*
- Impossible to improve*
- Make it small and more compact*
- can't think of any changes*
- Better sealed, no one likes (even smokers) having smelly cigarette ends in their pocket.*
- A sealable top, my lid kept coming open when pulling out of my pocket.*
- Maybe make it a little bigger !*
- Love the lighter / ashtray combo*
- No stubber and don't need lighter*
- More air tight to contain the smell*
- Nothing*
- Cause I wanna try*
- lanyard*
- I Would like it better if the cigarette ends went out straight away I was a bit worried about putting it in my pocket when it was still lit*

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