



‘GUM DROPPERS’ SEGMENTATION STUDY

Stage 3 QUANTITATIVE DEBRIEF



T H E M A R K E T I N G W O R K S

CONTENTS

Objectives

Methodology

Findings

- segmentation quantified

- behaviour in detail

- demographics of the segments

Conclusions



OVERALL RESEARCH OBJECTIVES

To understand the attitudes and behaviours of gum drippers and to identify how their attitudes segment, in order to develop messages that will change their behaviour

Specific research objectives for Stage 3

- To quantify the size of each of the broad segments; Revolted, Bravado, Selfish Cleanser, Whatever and Excuses Excuses.
- To understand more about the behaviour and interests of these segments



STAGE 3: METHODOLOGY

- 1,000 interviews were conducted in the street
- With a broad age spread (18-54 plus) and SEG (ABC1C2DE)
- All were regular or occasional gum chewers
- All disposed of their gum incorrectly some of the time



THE SEGMENTS FROM STAGE 2



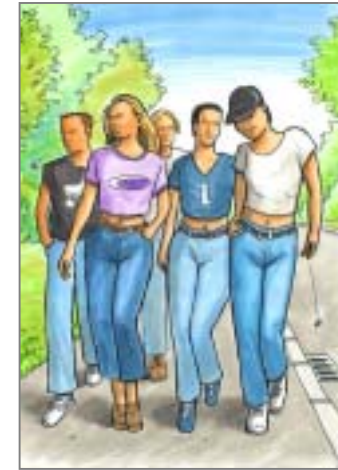
REVOLTED



BRAVADO



**SELFISH
CLEANSER**



WHATEVER



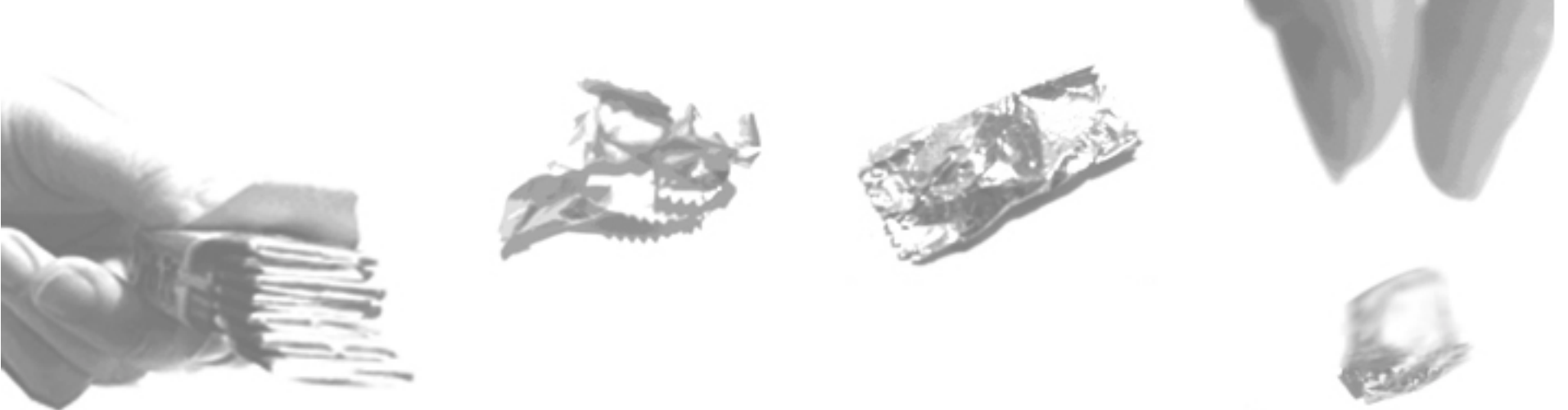
**EXCUSES
EXCUSES**

The 'Revolted' segment were recruited to agree with the statement *'The idea of getting chewing gum stuck in your hair or on your clothes or shoes is disgusting'*

The 'Bravado' segment were recruited to agree with the statement *'It's good fun spitting and kicking chewing gum after I've finished with it'*

The 'Selfish Cleanser' segment were recruited to agree with the statement *'When I've had enough of my gum I don't want it anywhere near me. I just want to get rid of it'*

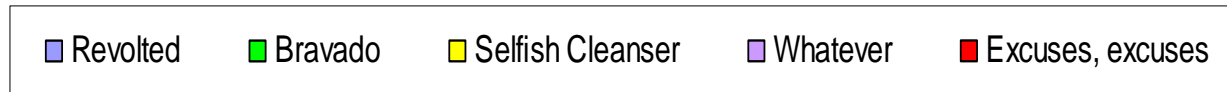
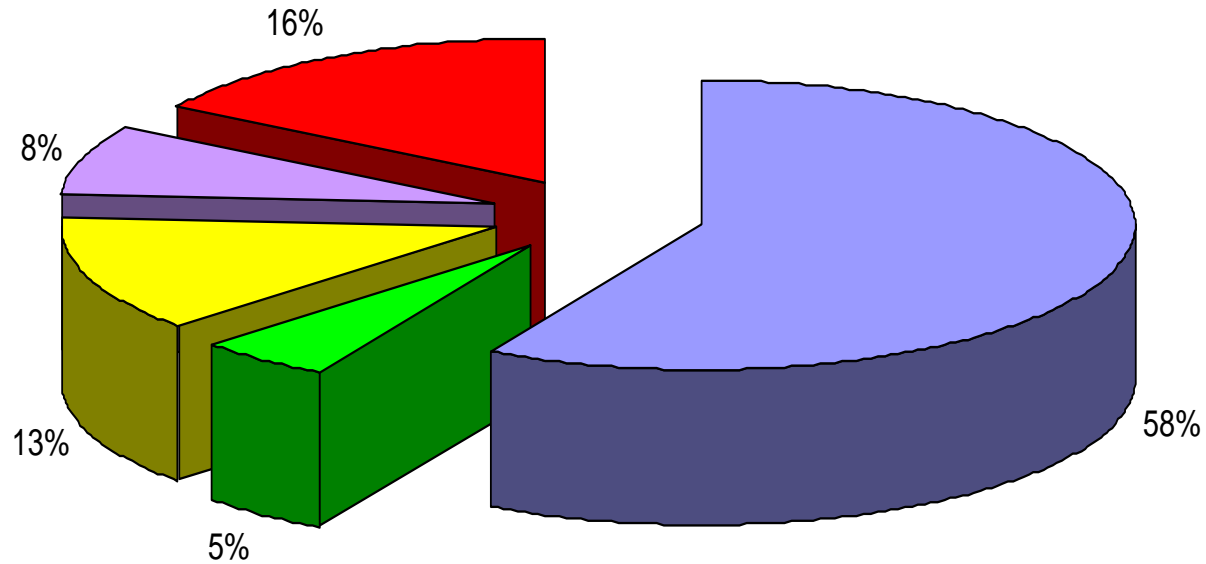
In Stage 2 the 'Excuses Excuses' segment were recruited to agree with the statement *'I know it's wrong to drop gum, but I do it discretely and hope no-one sees me'*



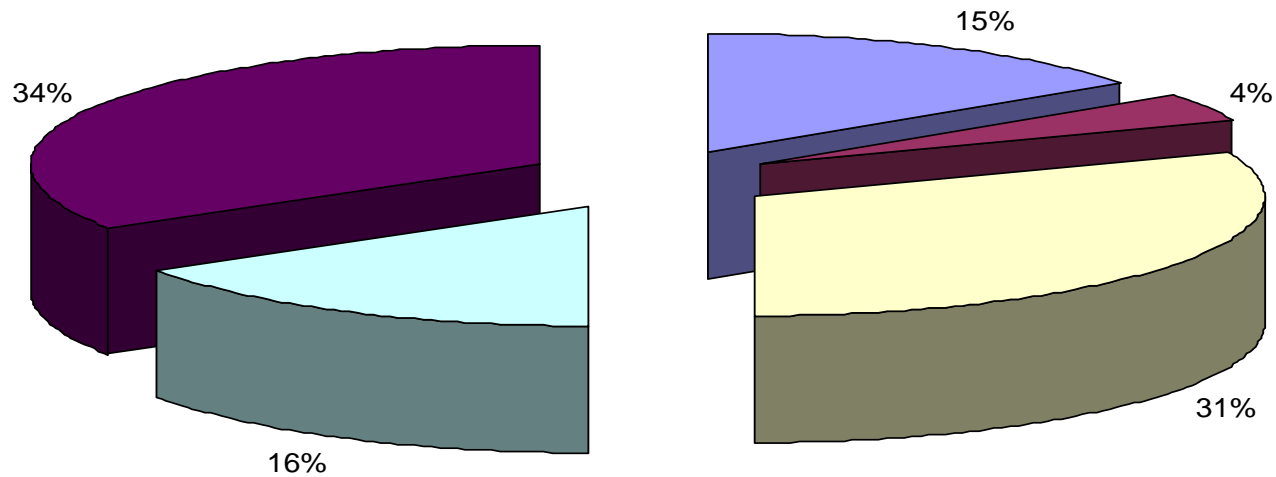
FINDINGS



% OF SAMPLE WHO REPRESENT EACH GUM SEGMENT



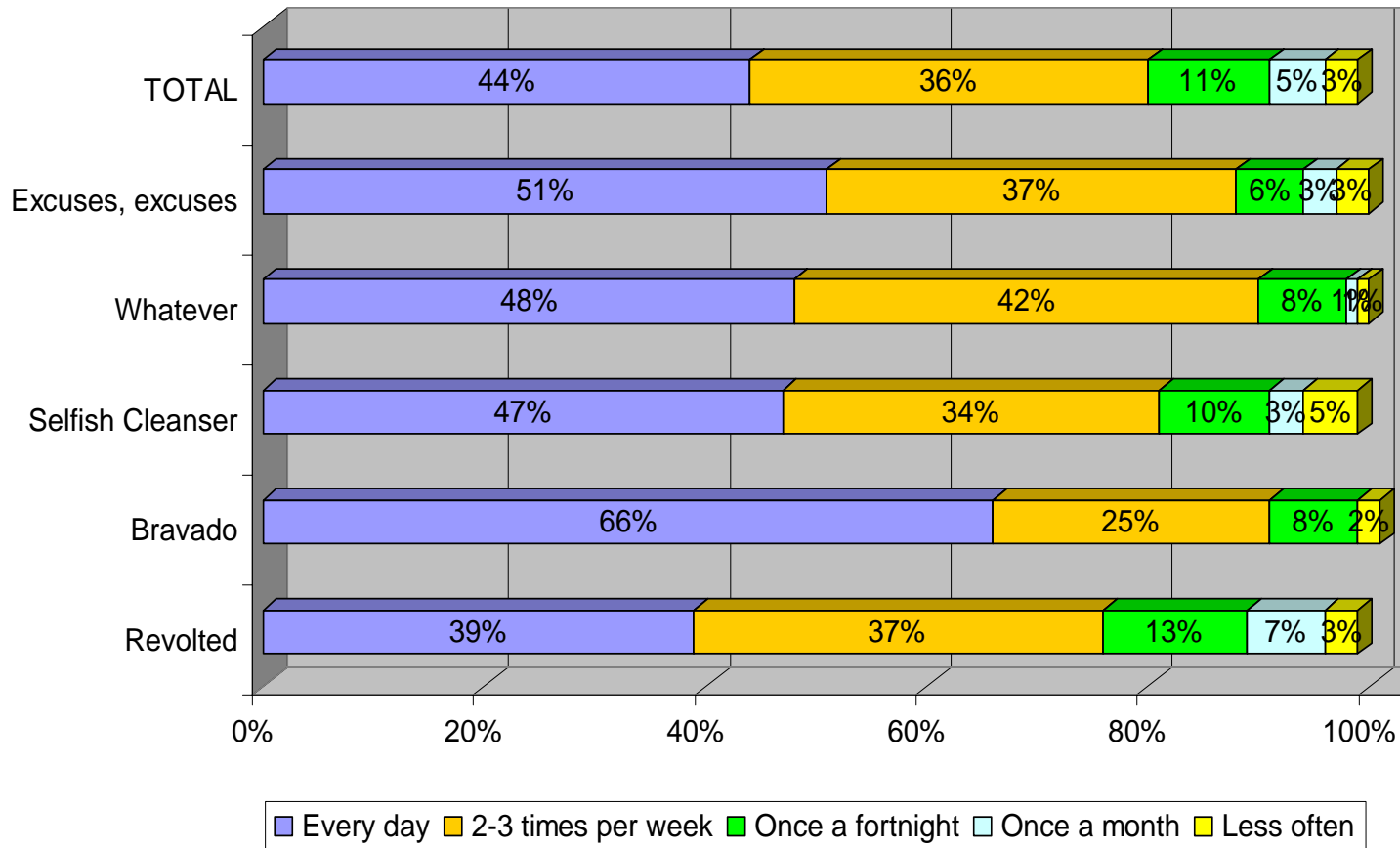
SEGMENT WITH WHICH RESPONDENTS IDENTIFY WITH NEXT (%)



■ Revolted
 ■ Bravado
 ■ Selfish Cleanser
 ■ Whatever
 ■ Excuses, excuses



FREQUENCY WITH WHICH RESPONDENTS CHEW GUM



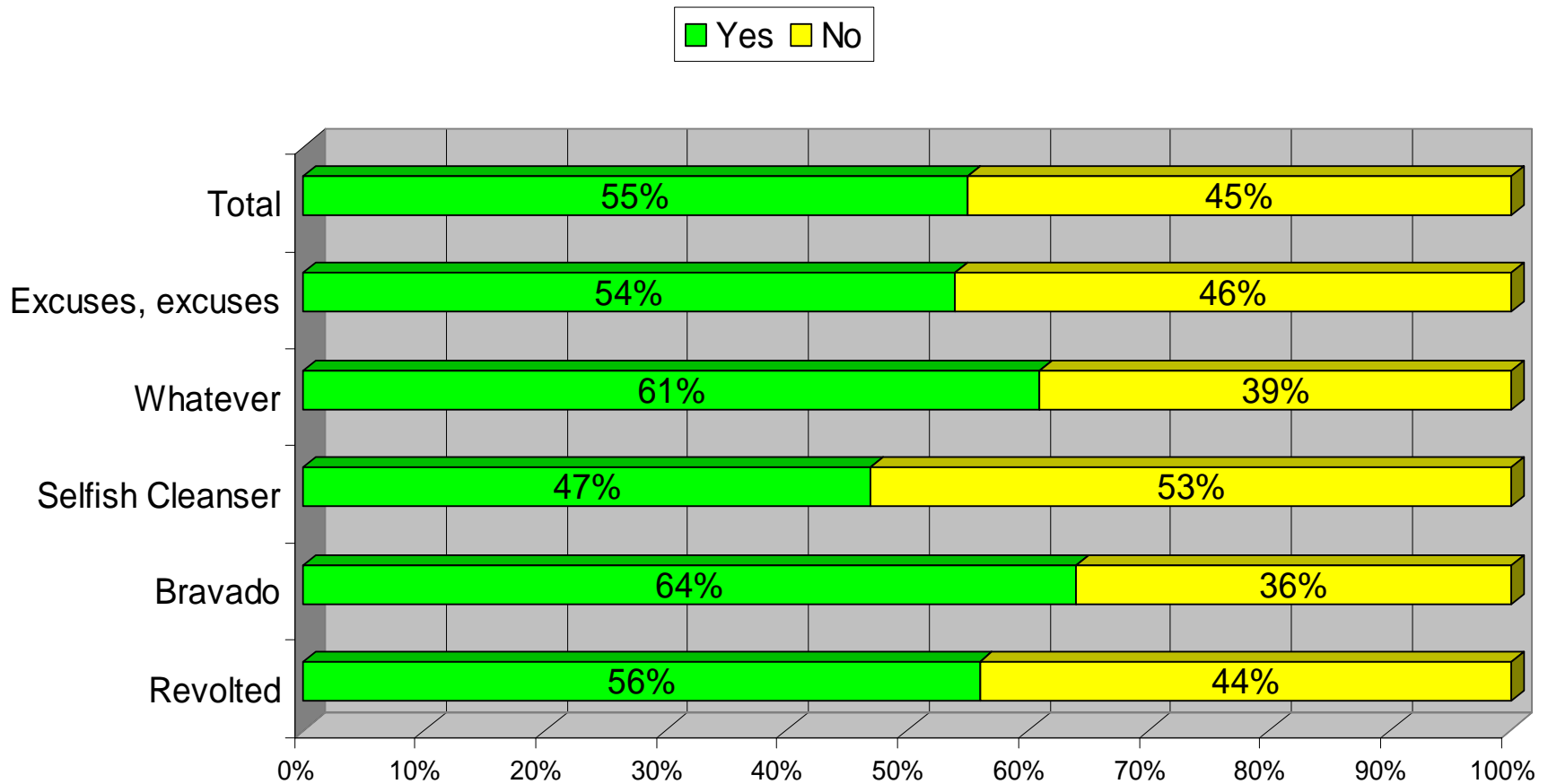
METHODS OF DISPOSAL

“For every 10 pieces of gum you chew, how many would you...”

	<i>REVOLTED</i>	<i>BRAVADO</i>	<i>SELFISH CLEANSER</i>	<i>WHATEVER</i>	<i>EXCUSES, EXCUSES</i>	<i>TOTAL</i>
Swallow	0.59	1.04	0.65	1.19	0.80	0.71
Throw/spit from car window	0.75	1.43	1.42	1.39	1.01	0.96
Throw/spit on floor	1.14	4.28	3.47	3.78	2.99	2.10
Throw down drain/bush	1.37	0.55	1.29	0.77	1.10	1.22
Wrap it up and throw on floor	0.51	0.70	0.51	0.30	0.63	0.53
Wrap up and put in bin	2.52	0.53	0.89	0.73	1.46	1.91
Wrap up and take home	0.41	0.13	0.15	0.19	0.25	0.32
Put in bin	2.67	1.25	1.53	1.53	1.67	2.20

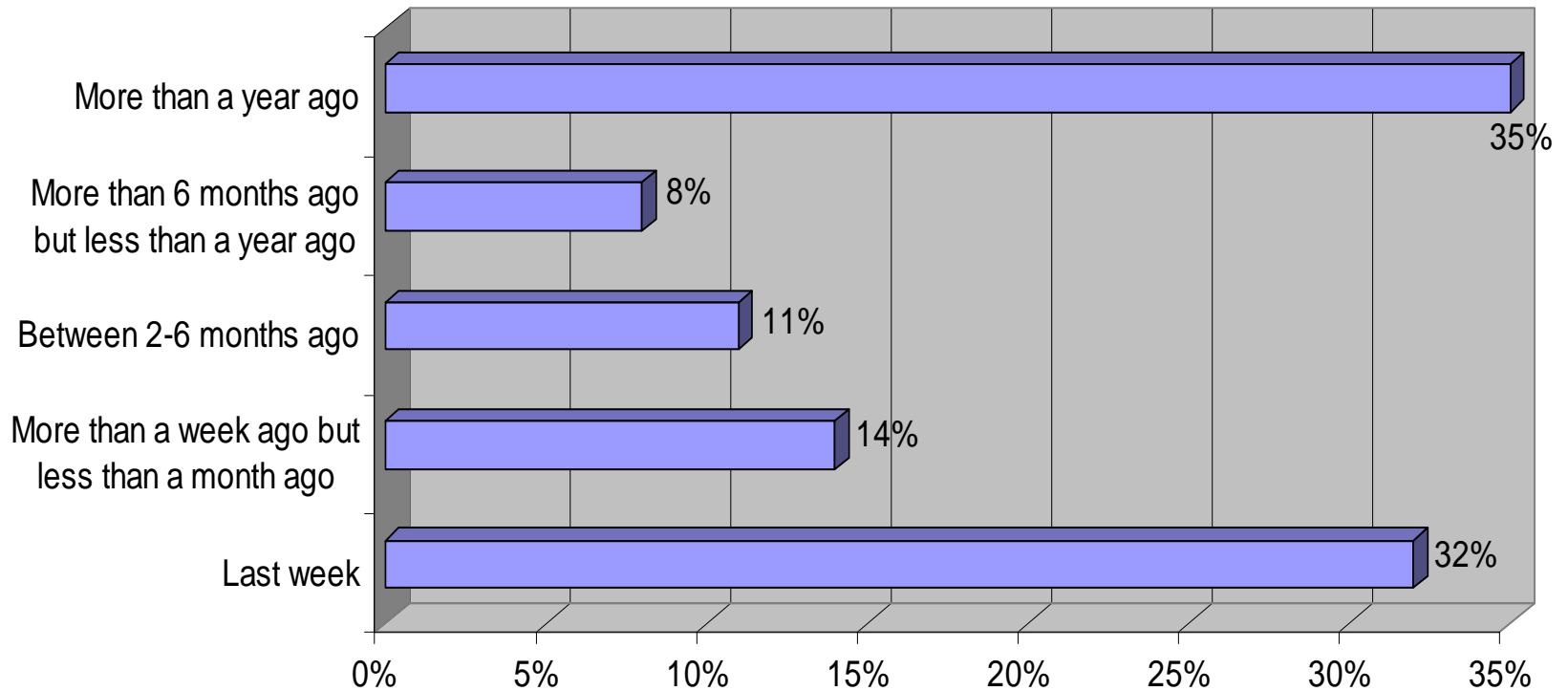
SWALLOWING CHEWING GUM

“Have you ever swallowed chewing gum?”



TIMING OF LAST GUM SWALLOWED

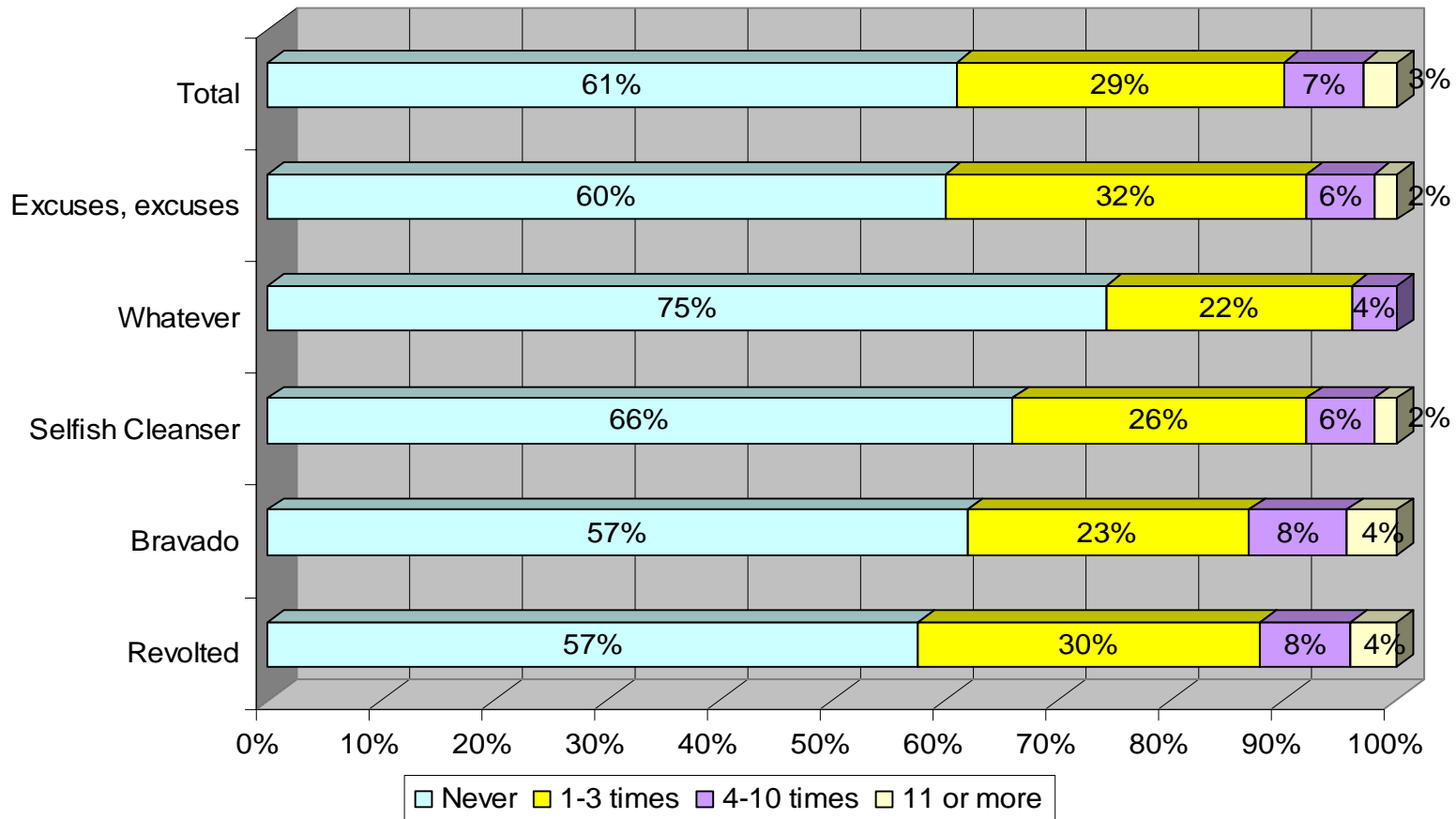
“When did you last swallow chewing gum?”



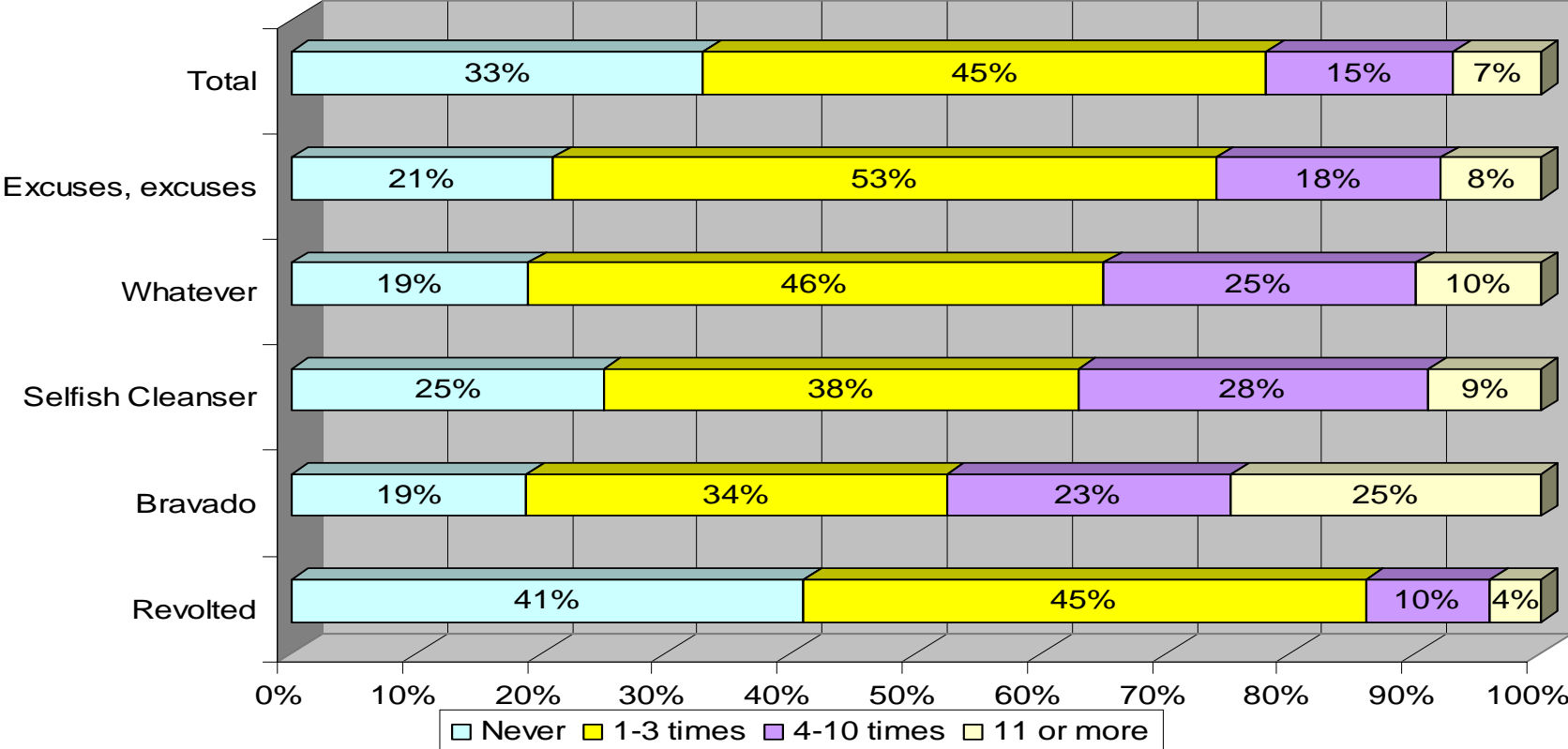
- Over half of the Bravado segment (53%) swallowed gum in the last week



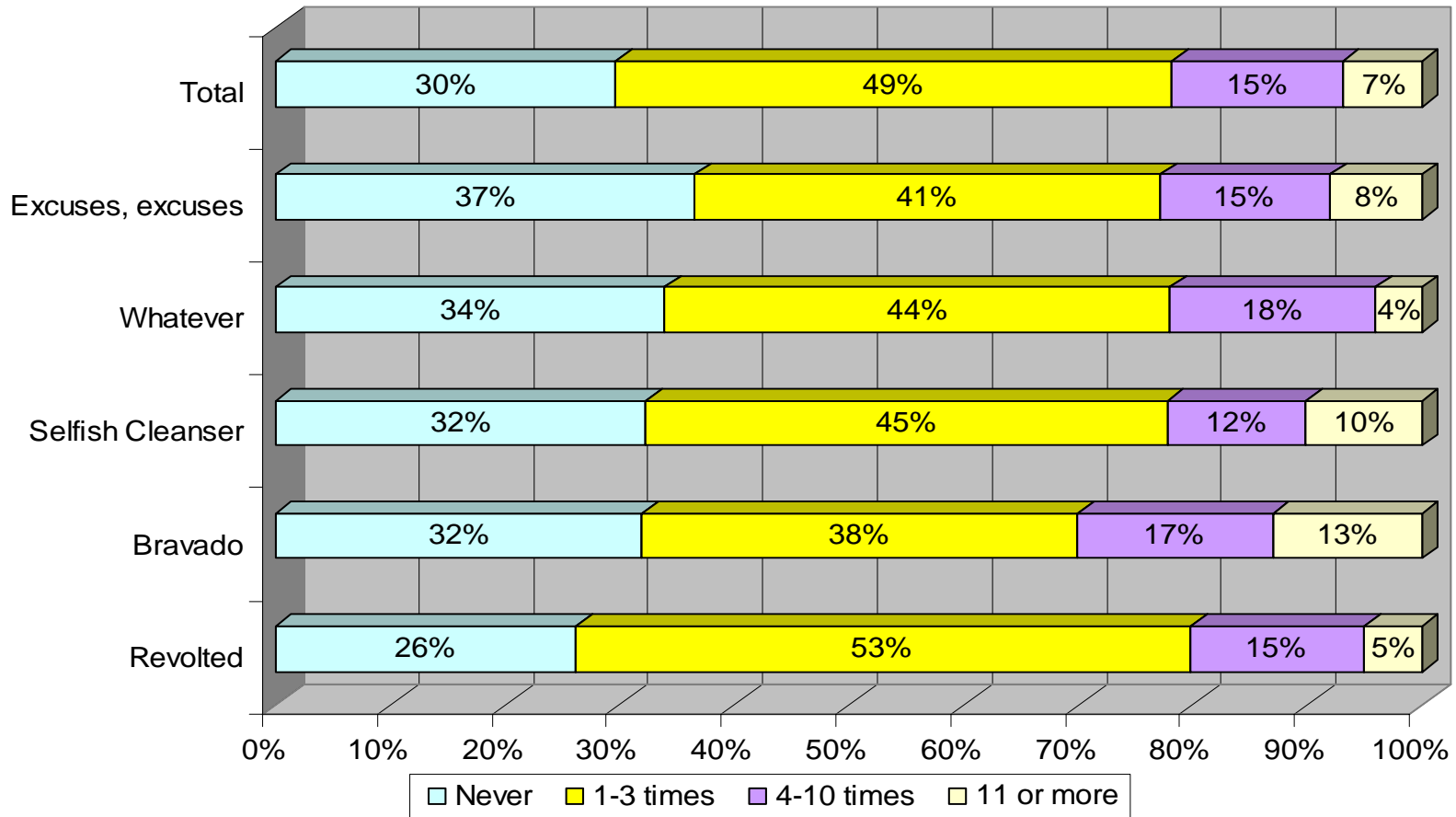
NUMBER OF TIMES IN LAST MONTH WRAPPED UP CHEWED GUM AND PUT IN POCKET BY SEGMENT



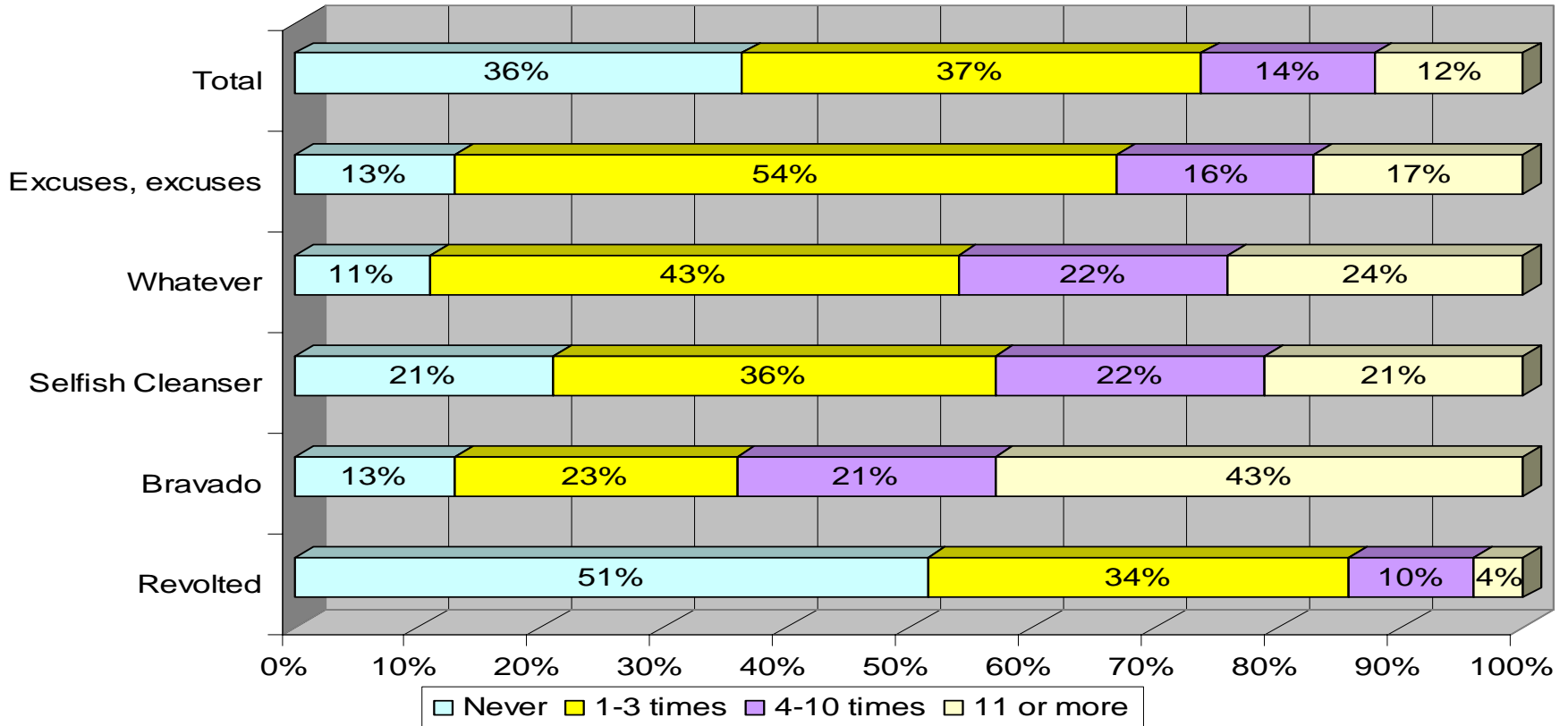
NUMBER OF TIMES IN LAST MONTH DROPPED SOME LITTER IN STREET BECAUSE NO BINS NEARBY BY SEGMENT



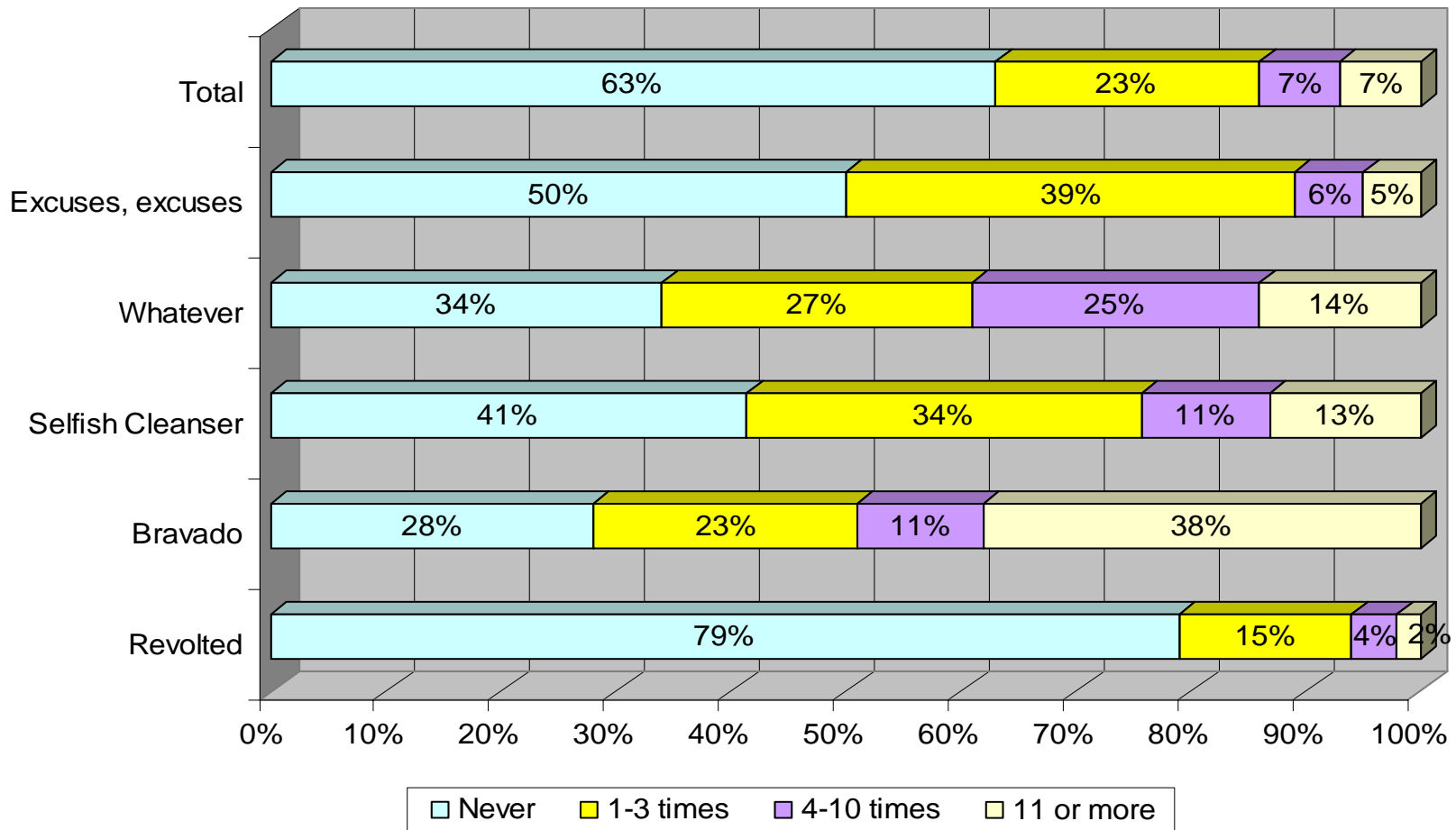
NUMBER OF TIMES IN LAST MONTH THROWN CHEWED GUM DOWN DRAIN/IN BUSH BY SEGMENT



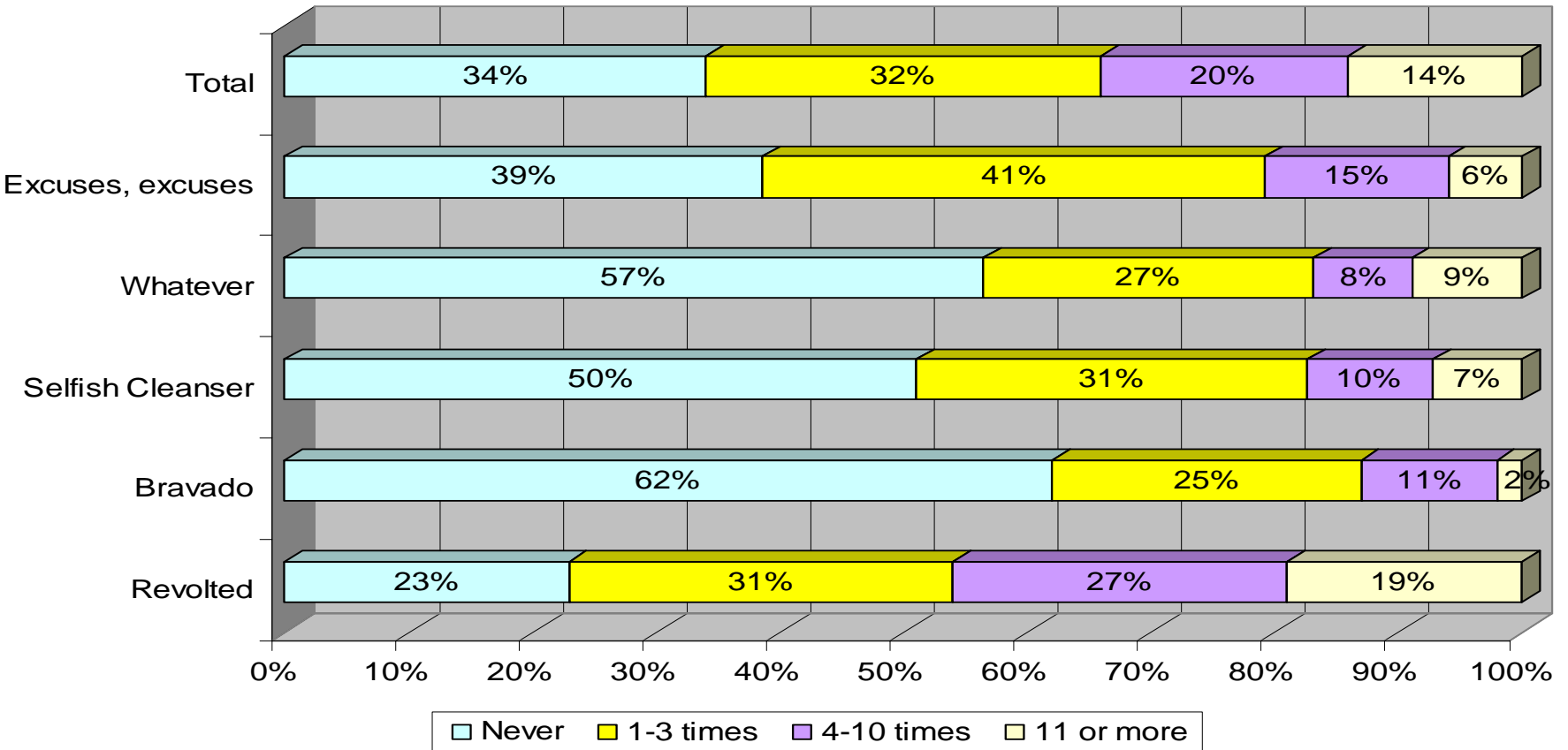
NUMBER OF TIMES IN LAST MONTH DROPPED CHEWED GUM ON THE FLOOR BY SEGMENT



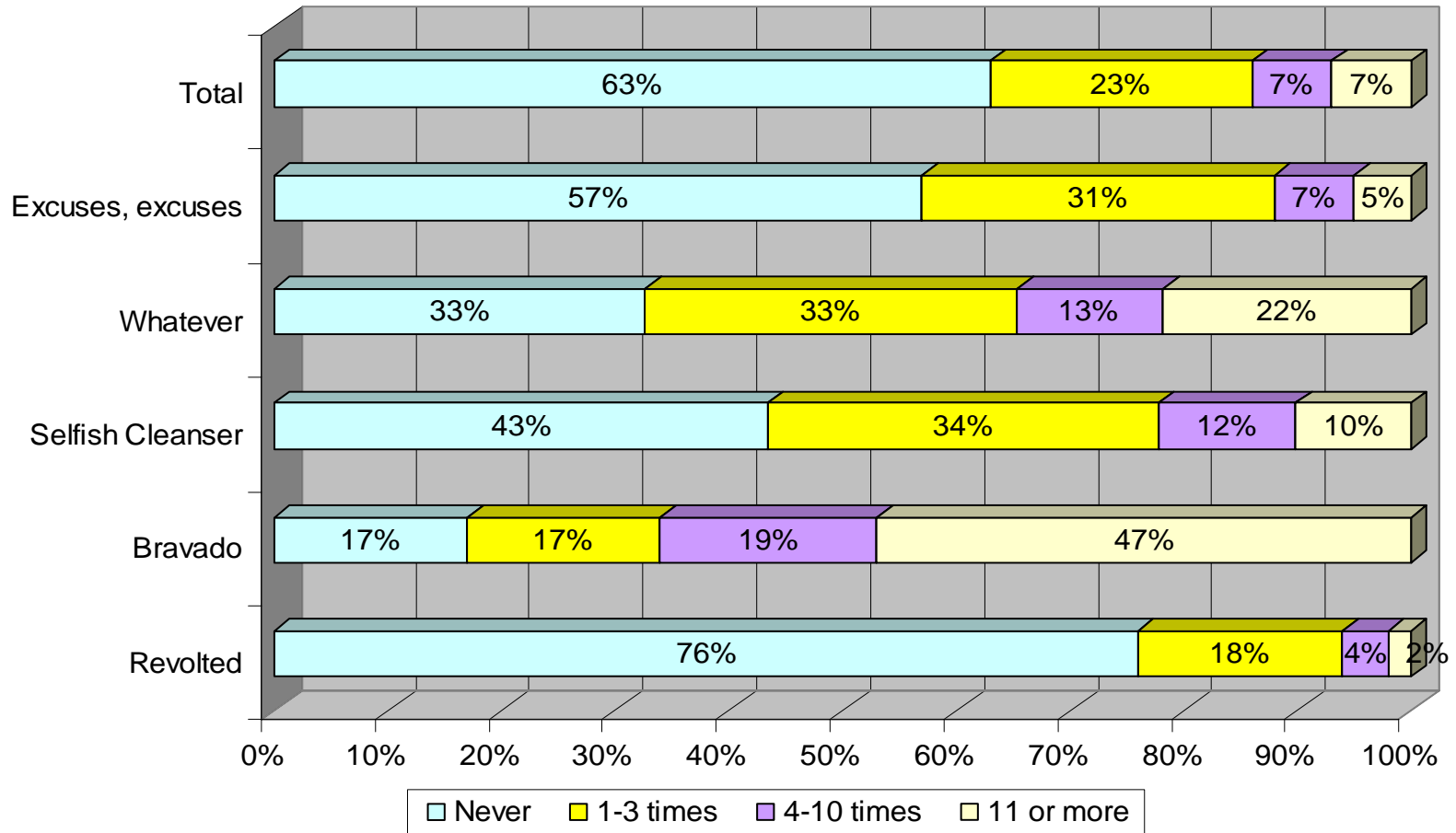
NUMBER OF TIMES IN LAST MONTH SPAT ON THE FLOOR BY SEGMENT



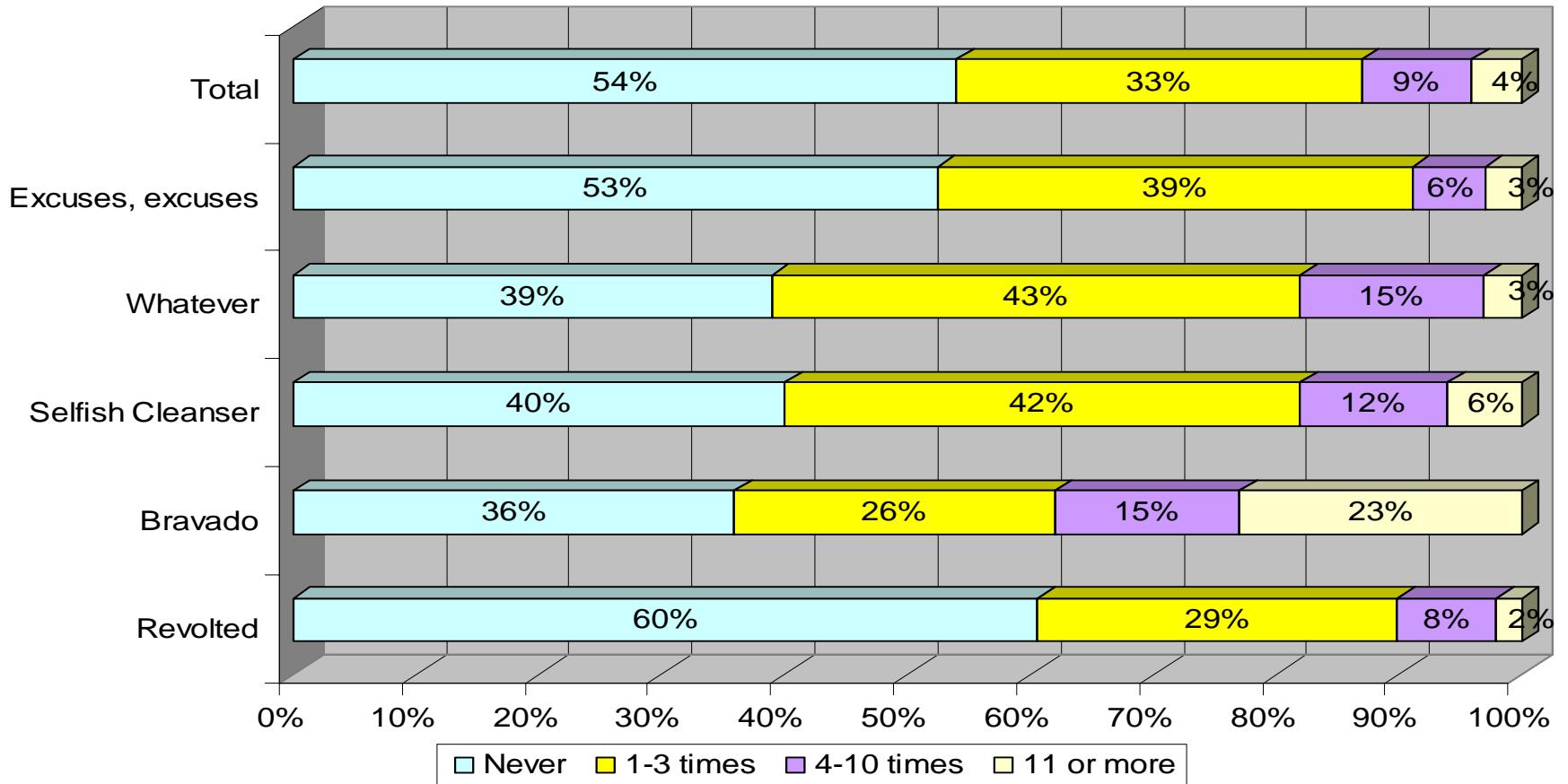
NUMBER OF TIMES IN LAST MONTH WRAPPED UP CHEWED GUM AND PUT IN BIN BY SEGMENT



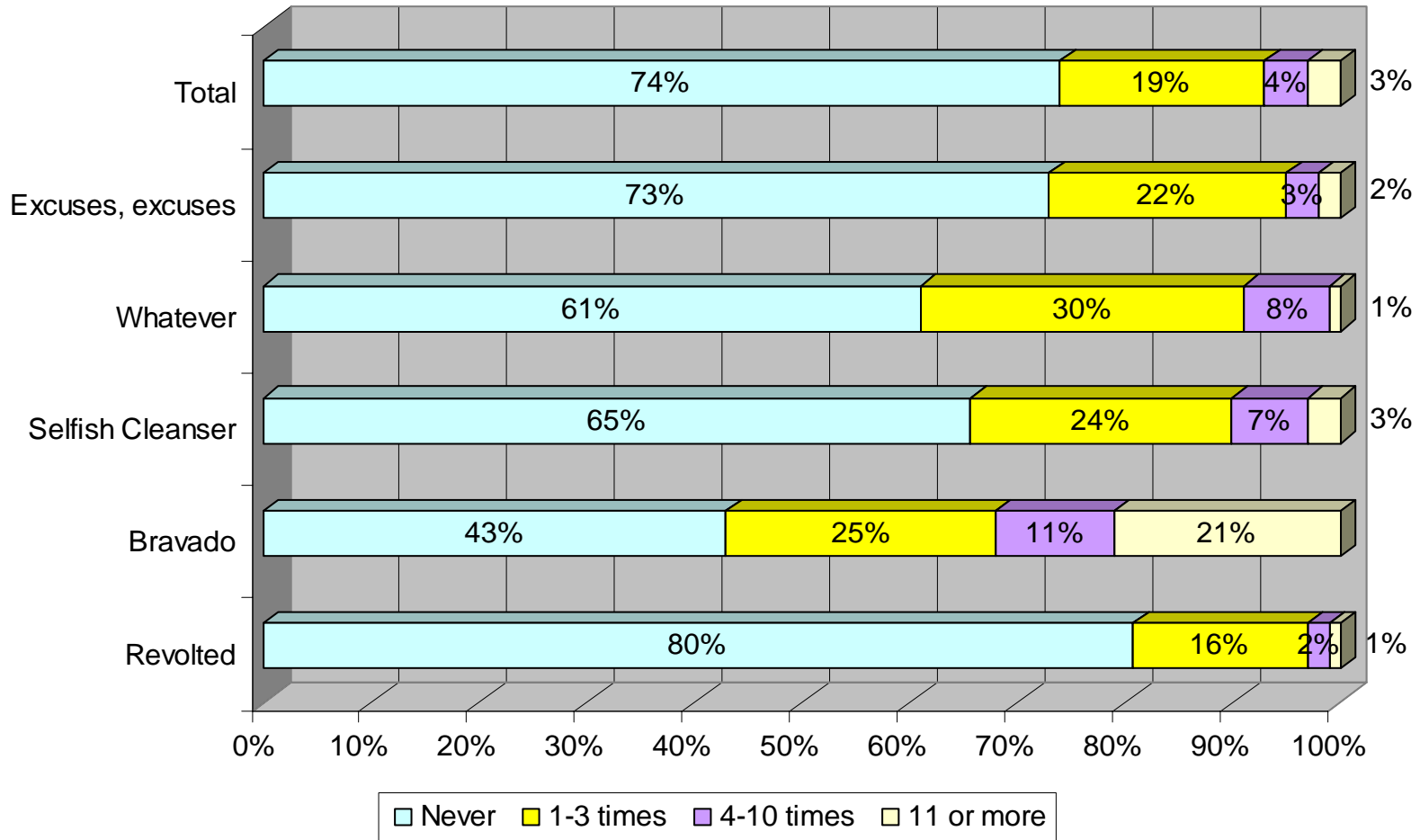
NUMBER OF TIMES IN LAST MONTH LAUNCHED CHEWED GUM FROM MOUTH ONTO FLOOR BY SEGMENT



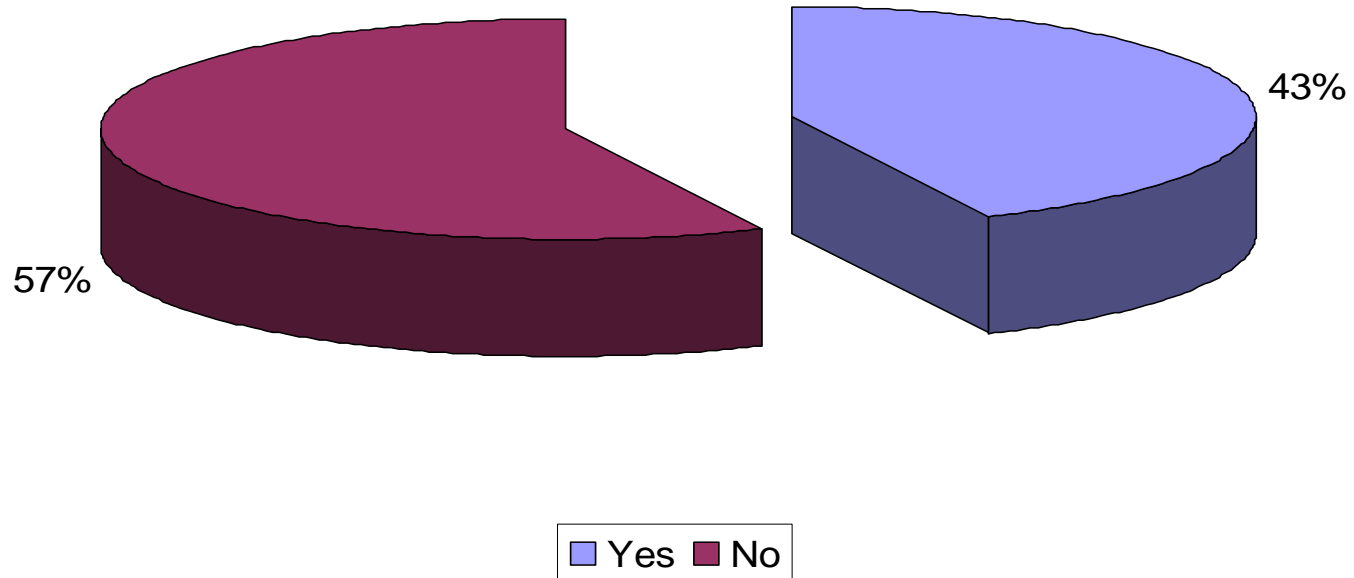
NUMBER OF TIMES IN LAST MONTH THROWN SOME GUM OUT OF CAR WINDOW BY SEGMENT



NUMBER OF TIMES IN LAST MONTH LAUNCHED GUM FROM MOUTH OUT OF CAR WINDOW BY SEGMENT



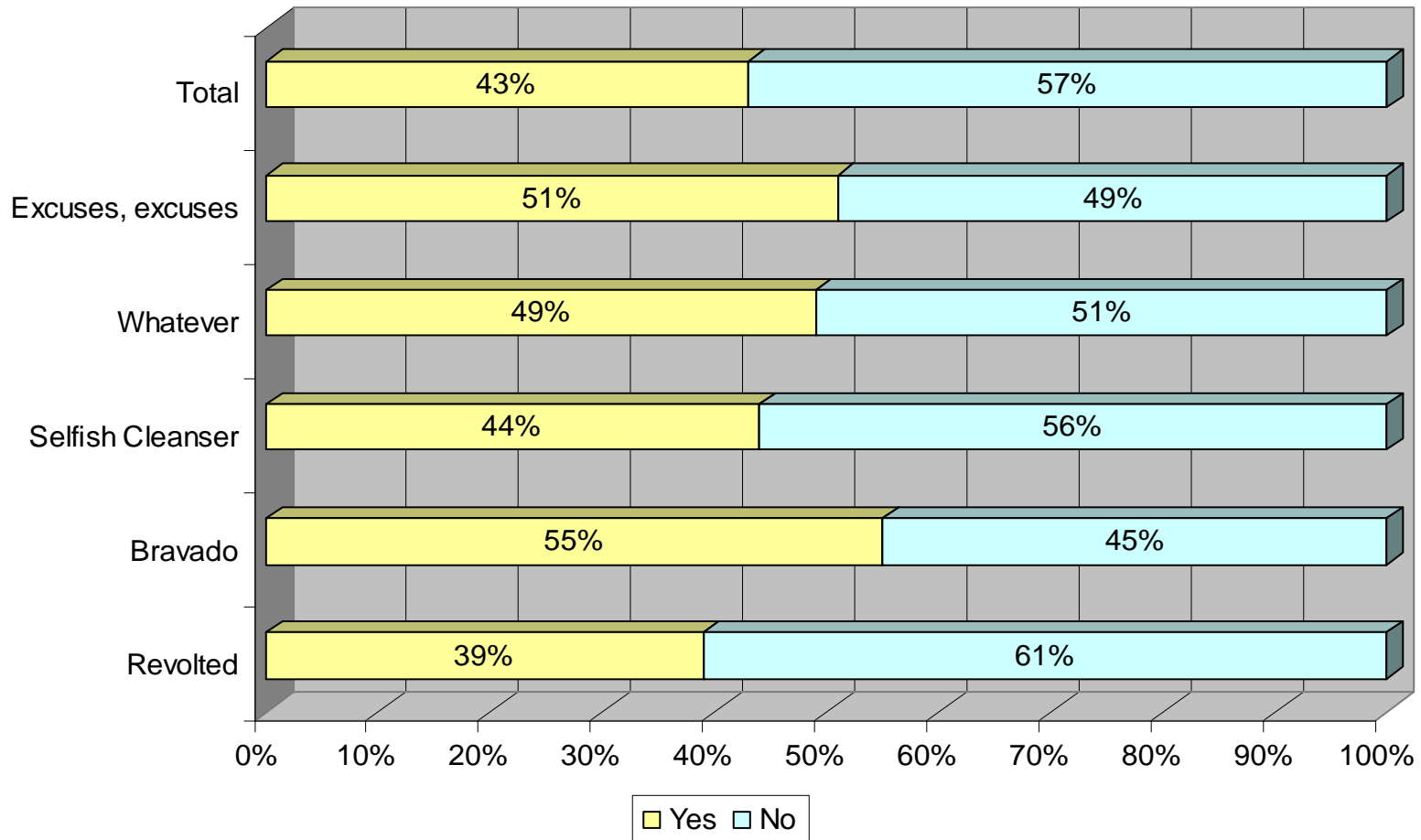
PROPORTION OF THE SAMPLE WHO SMOKE



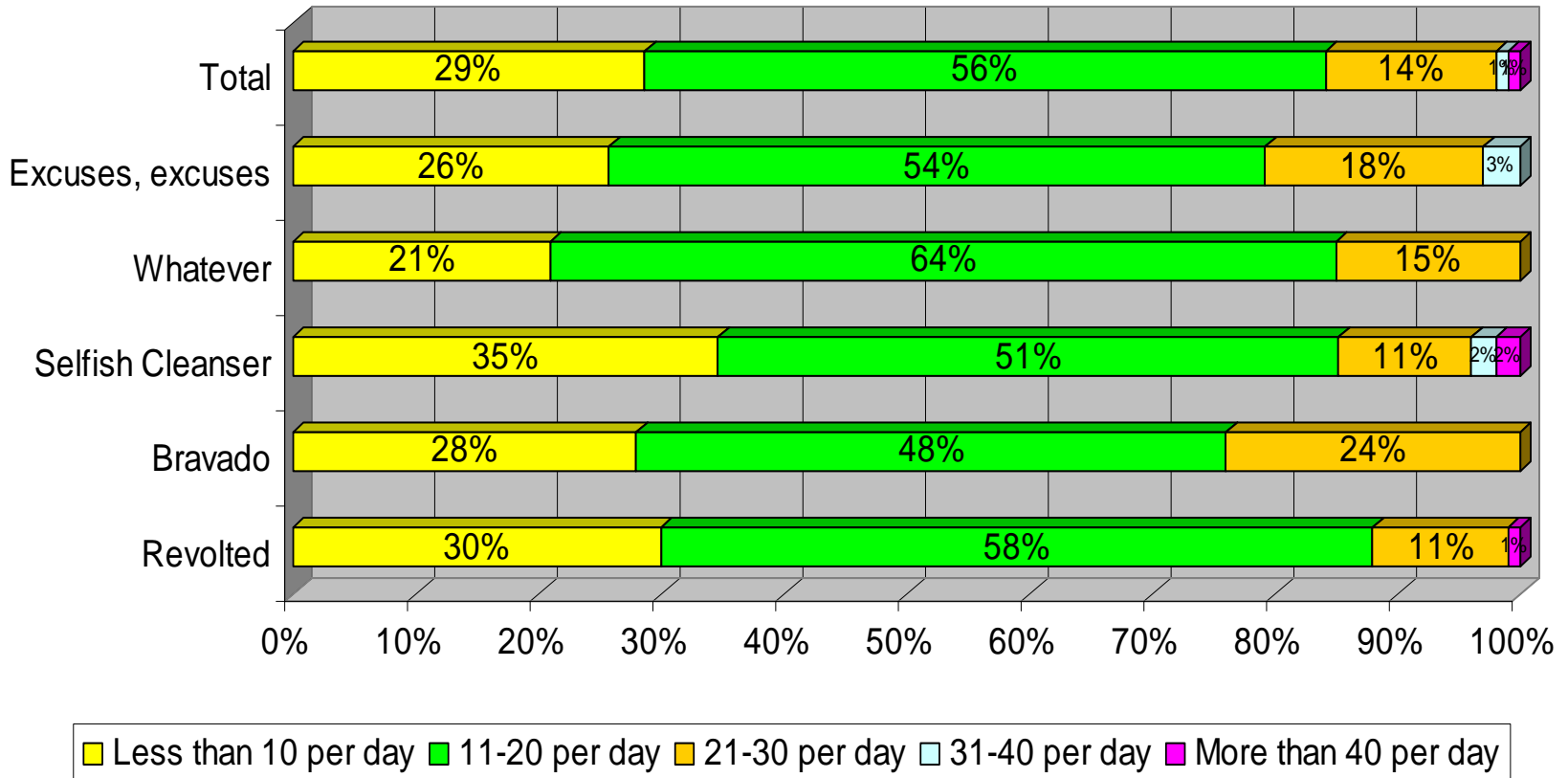
- This compares to a national average of 28% of men and 26% of women



PROPORTION OF THE SAMPLE WHO SMOKE BY SEGMENT



NUMBER OF CIGARETTES SMOKED



“FOR EVERY 10 CIGARETTES SMOKED,
HOW MANY WOULD YOU...”

	Revolted	Bravado	Selfish Cleanser	Whatever	Excuses, excuses	TOTAL
Throw out of car window	1.04	0.97	1.58	1.95	1.08	1.18
Stub out in ashtray	5.74	3.21	3.85	2.95	4.78	4.87
Stub out on floor	2.40	5.38	3.91	4.67	3.45	3.22
Throw down drain	0.57	0.45	0.47	0.44	0.42	0.53



AWARENESS OF FINE FOR DROPPING GUM

“Do you think you can be fined on the spot for dropping gum?”

- Less than half of the sample (40%) were aware of the on the spot fine for dropping gum. The female respondents were more familiar with the fine (45% compared with 35% of men)

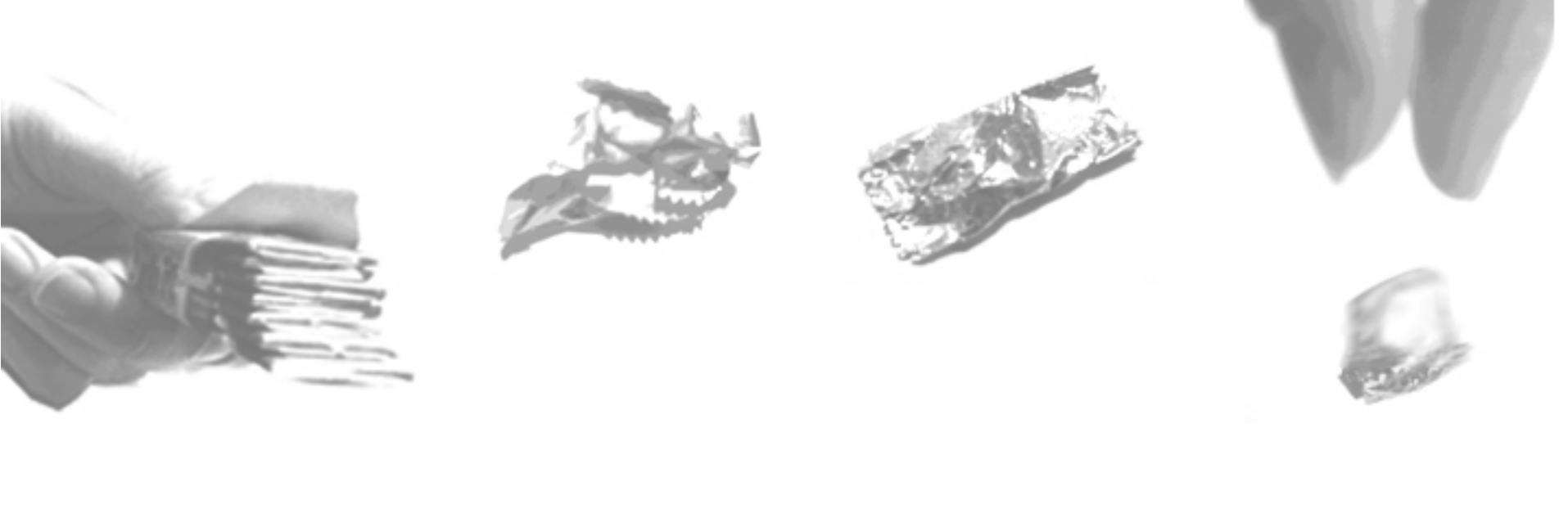
“How much do you think the fine is?”

- Two thirds of the sample were unaware of the cost of the fine however the mean was £51.60, the mode £50 and the median £40

“Do you think a £50 fine would stop you dropping gum in the future?”

- Almost three quarters of the respondents (71%) are of the opinion that a £50 fine would serve to discourage gum dropping. This figure was highest among members of the revolted segment (79%) and lowest among the Whatever segment (49%).

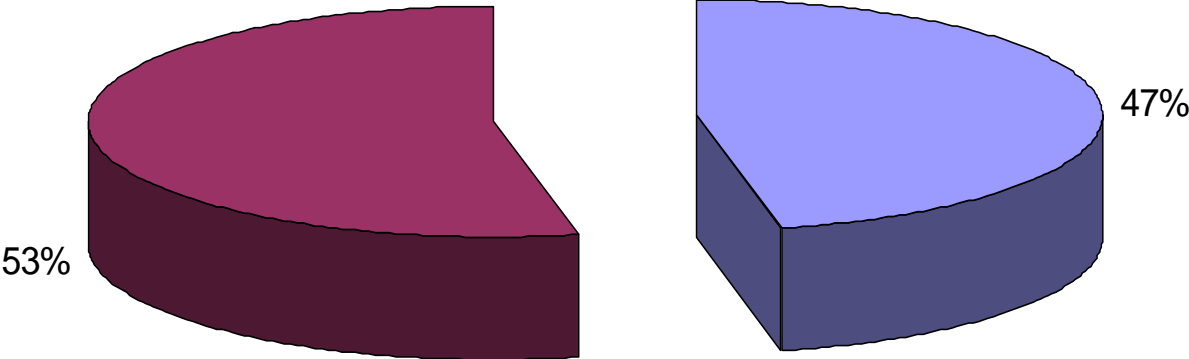




DEMOGRAPHICS FOR THE SAMPLE AS
A WHOLE AND FOR EACH SEGMENT



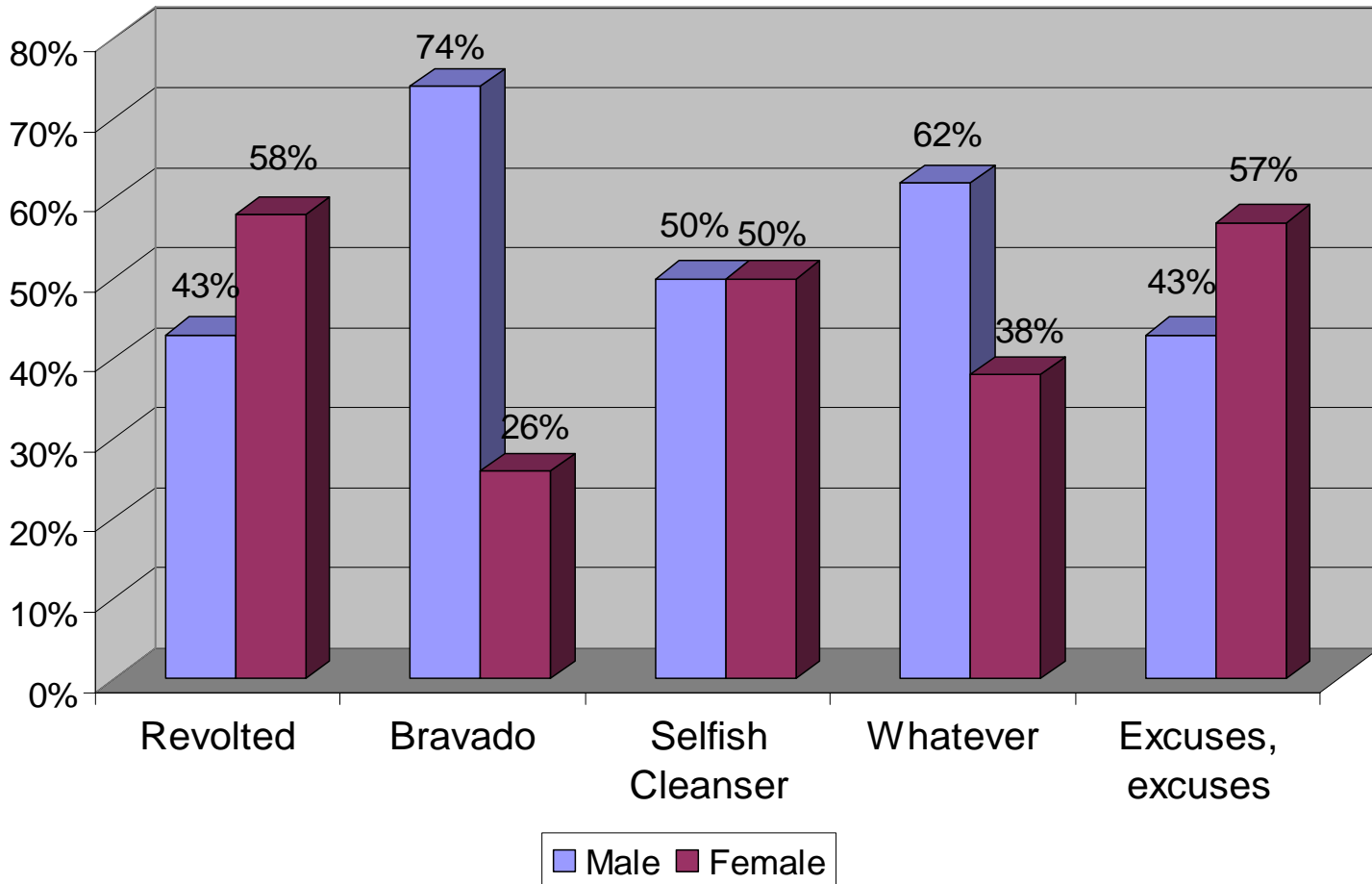
GENDER



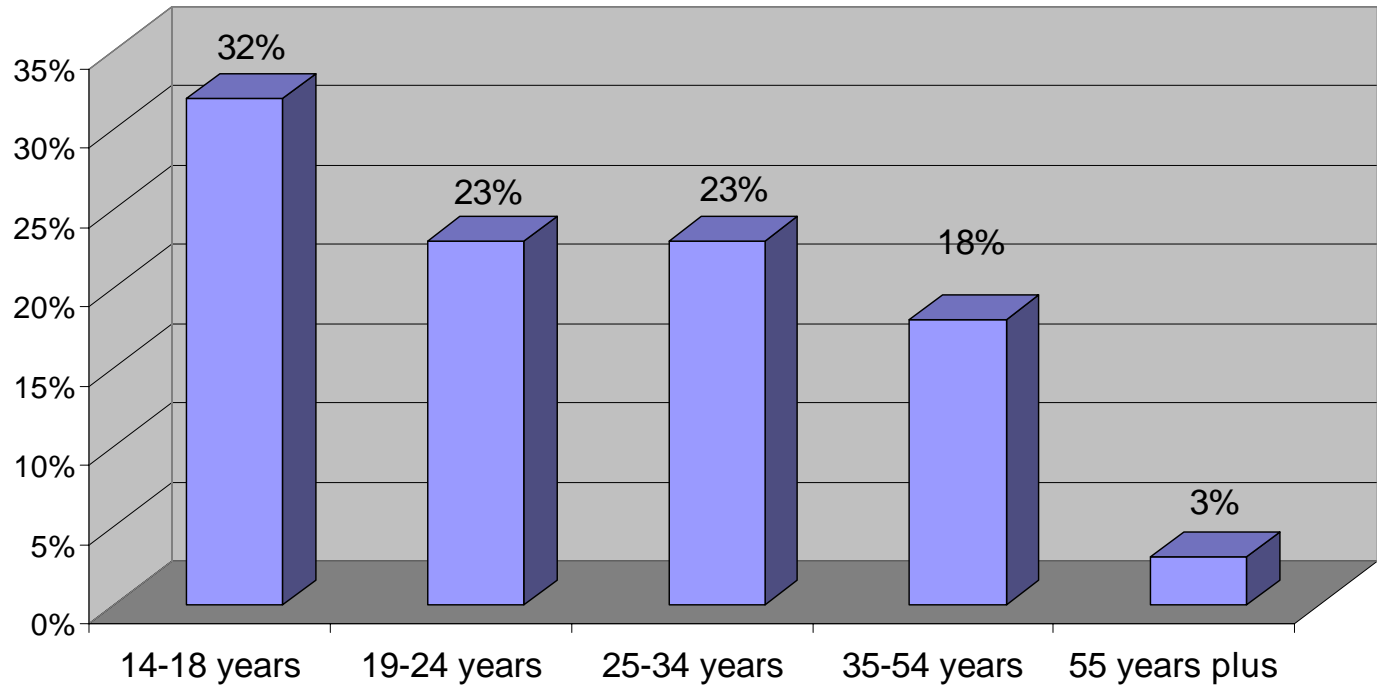
Male Female



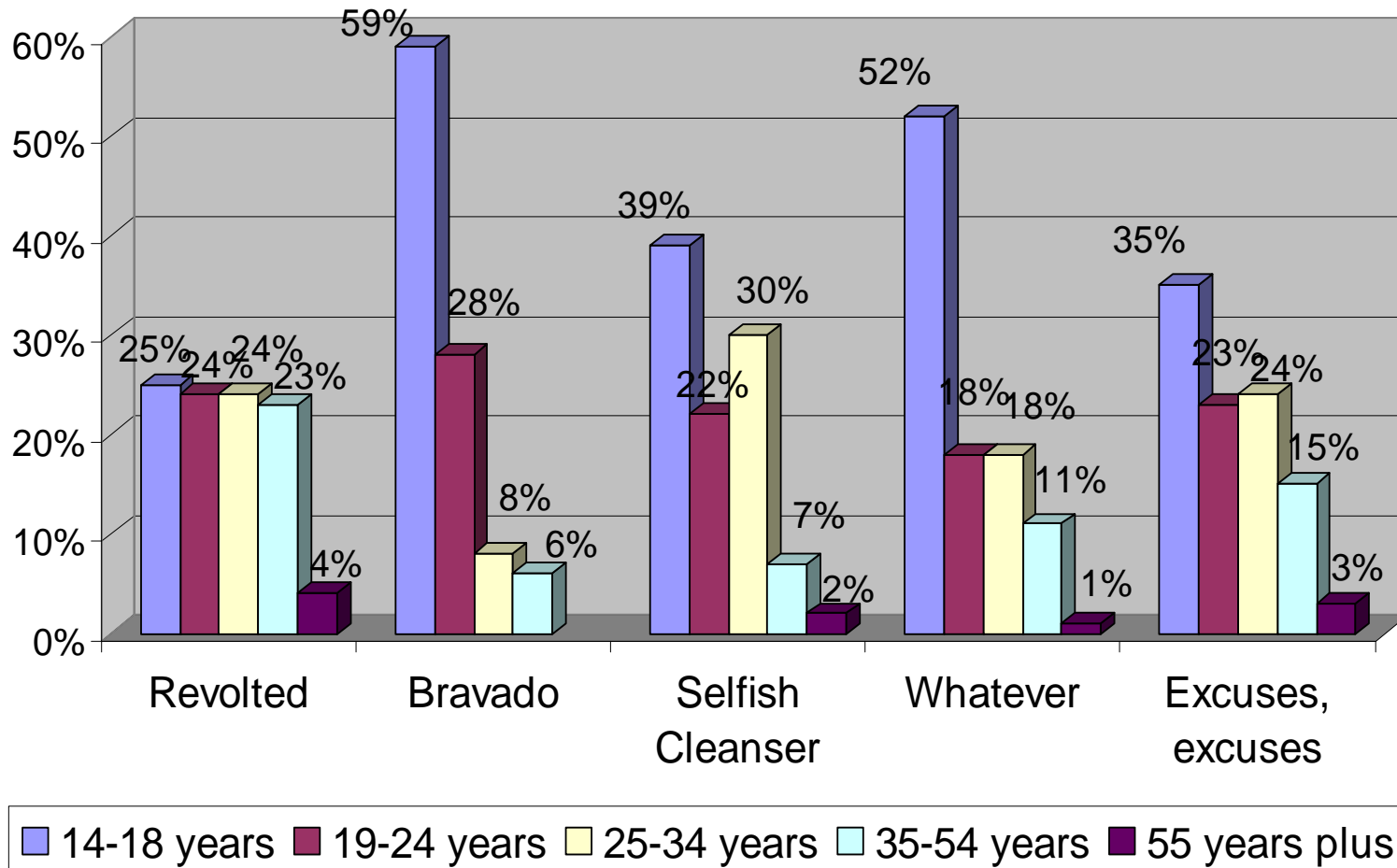
GENDER SPLIT BY GUM SEGMENTS



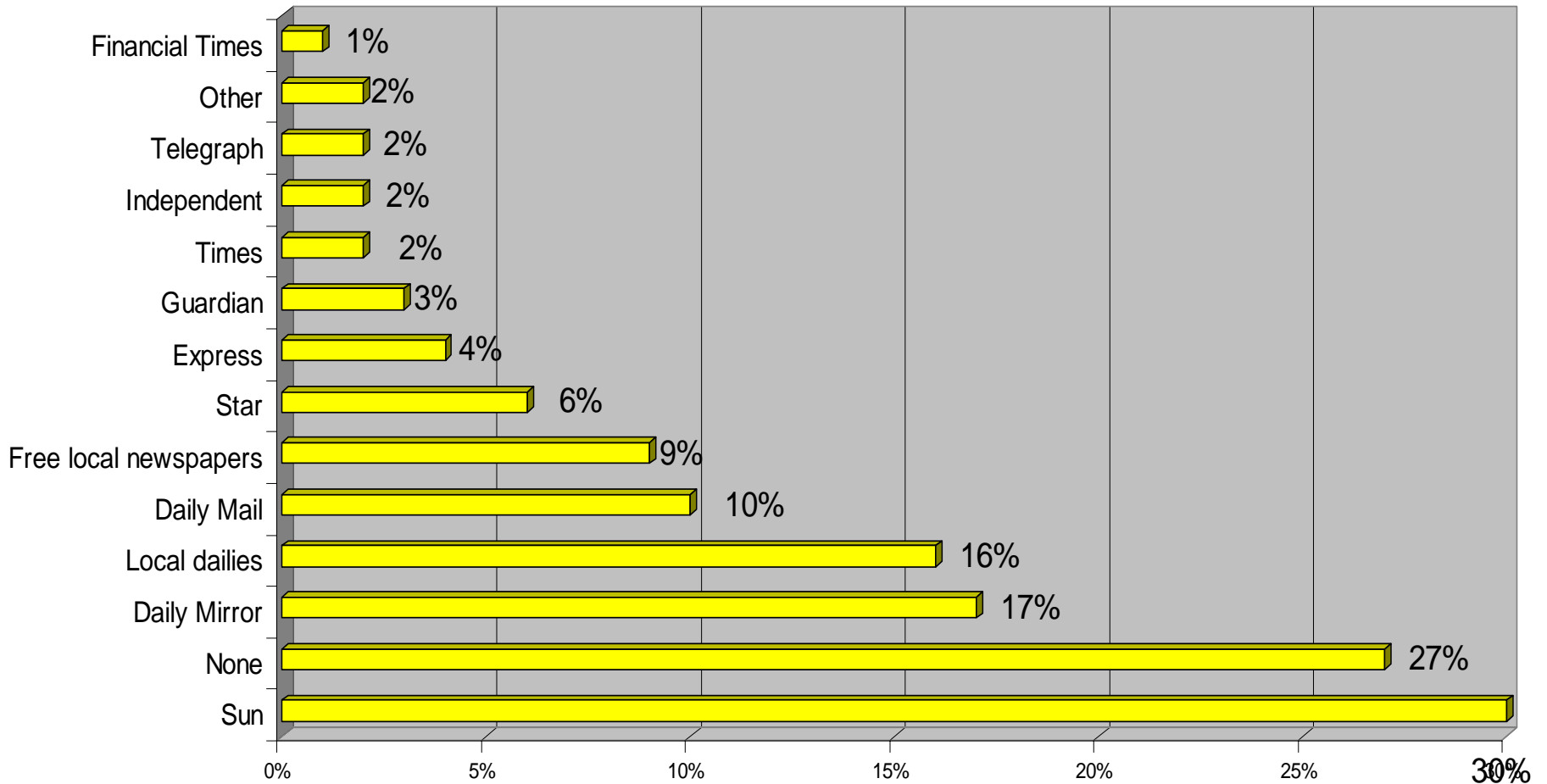
AGE



AGE SPLIT BY GUM SEGMENTATION



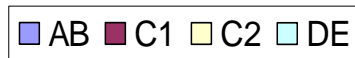
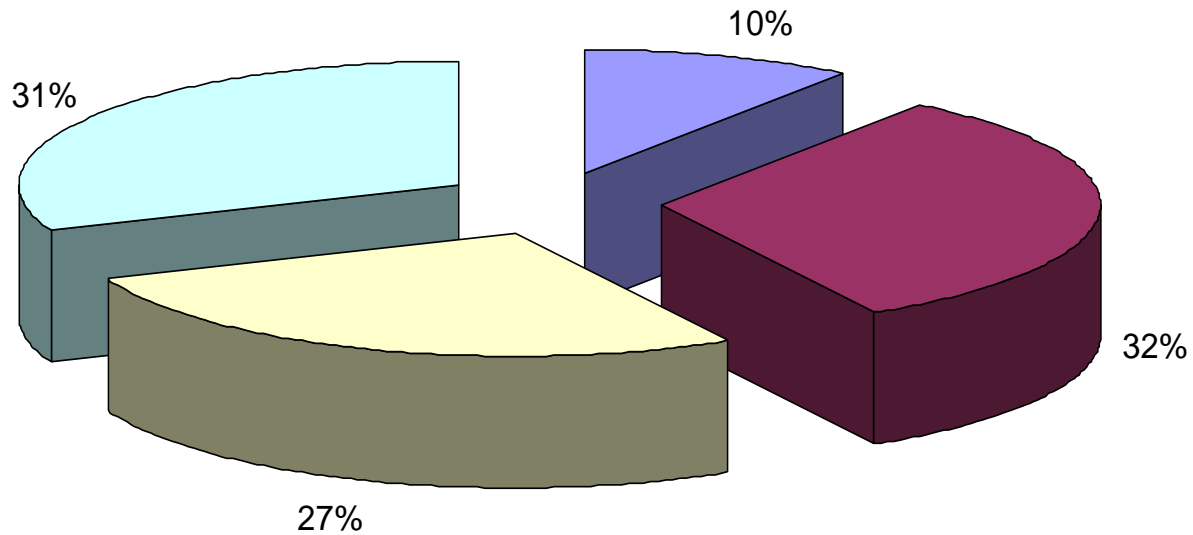
NEWSPAPERS READ ON REGULAR BASIS



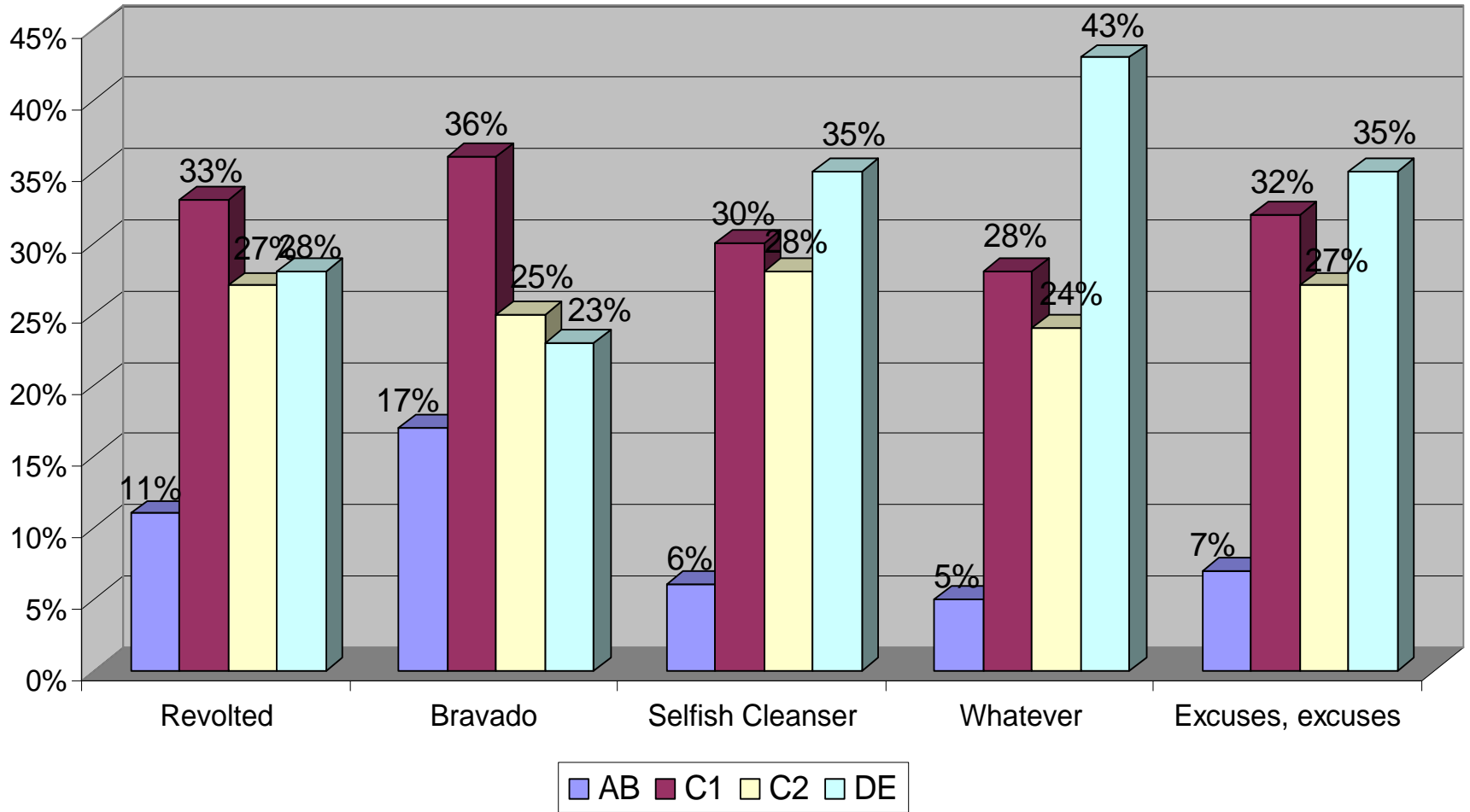
NEWSPAPERS READ BY GUM SEGMENT

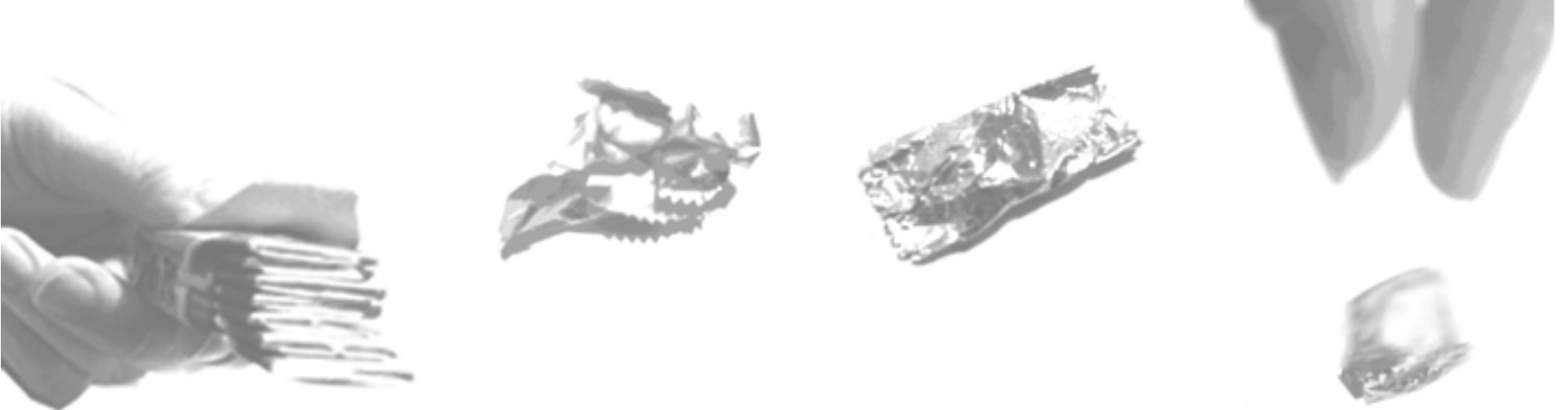
	Revolted	Bravado	Selfish Cleanser	Whatever	Excuses, excuses	TOTAL
None	27%	26%	22%	37%	27%	27%
Sun	27%	42%	38%	25%	30%	30%
Star	6%	9%	6%	6%	6%	6%
Daily Mail	12%	6%	9%	5%	8%	10%
Express	4%	8%	2%	1%	4%	4%
Financial Times	1%	2%			1%	1%
Times	2%	2%			1%	2%
Daily Mirror	16%	11%	22%	18%	18%	17%
Independent	2%	2%	3%	1%	2%	2%
Telegraph	2%	4%	1%		3%	2%
Guardian	3%	9%	2%	1%	2%	3%
Local dailies	19%	17%	11%	8%	11%	16%
Free local newspapers	10%	8%	7%	5%	11%	9% 33

SOCIO-ECONOMIC GROUP



SOCIO-ECONOMIC GROUP BY SEGMENT





CONCLUSIONS



TYPICAL CHARACTERISTICS OF REVOLTED



REVOLTED

- The Revolted dominated the sample (58%)
- Members of the Revolted segment were most likely to be female.
- They were the most frequent chewers
- They were most likely to be from the South West, or The Midlands
- They read the Daily Mail and local Dailies
- Favourite disposal method was to put in the bin



TYPICAL CHARACTERISTICS OF BRAVADO



BRAVADO

- Bravado were 5% of the sample
- Bravado respondents were more likely to be male than female
- They were most likely to be daily chewers
- They were most likely to be aged 14-18 years.
- They were more likely to read the Sun (42%).
- They were most likely to be from the Yorkshire and Humberside or East Anglia
- Favourite disposal method was throwing/spitting on the floor
- They were most likely to swallow



TYPICAL CHARACTERISTICS OF SELFISH CLEANSER

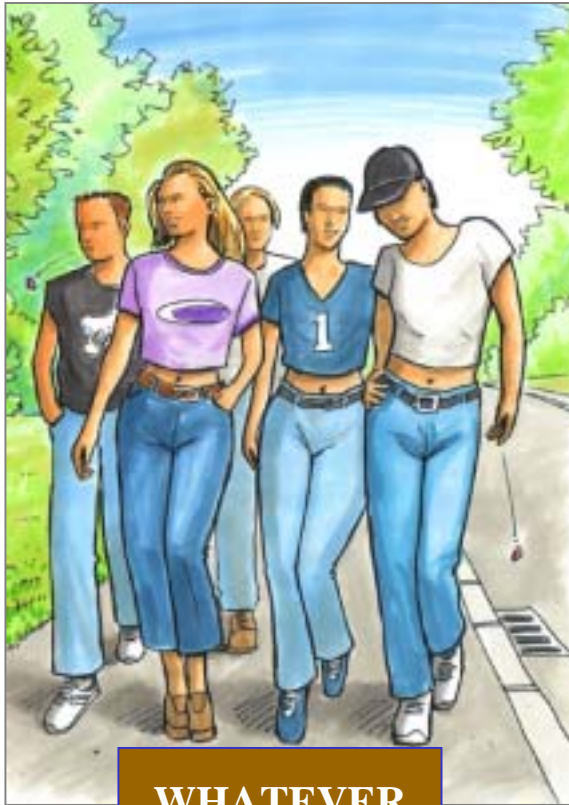


**SELFISH
CLEANSER**

- Selfish Cleansers were 13% of the sample (although 31% of the sample identify 'next most' with this segment)
- Selfish Cleaners are more likely to read The Sun or the Daily Mirror.
- Favourite disposal method was throwing/spitting on the floor
- They were least likely to swallow



TYPICAL CHARACTERISTICS OF WHATEVER



- Whatevers were 8% of the sample
- Whatevers were more likely to be male.
- In terms of age, they were most likely to be 14-18 years old
- They are most likely not to read any newspapers.
- They are most likely to be from socio-economic group DE
- Favourite disposal; method was throwing/spitting on the floor



TYPICAL CHARACTERISTICS OF EXCUSES EXCUSES



- Excuses Excuses were 16% of the overall sample
- They were more likely to be female
- They were most likely to be heavy smokers
- Demographics broadly matched the overall sample
- They were most likely to live in the North
- Favourite disposal method was throwing/spiting on the floor

