



**DON'T
TRASH
ARIZONA**

**TARGET AUDIENCE
SUPPLEMENTAL LITTER
EVALUATION SURVEY**

September, 2013
Prepared for:



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STUDY OVERVIEW

This report is supplementary in nature to the 2013 MAG litter general population survey, which is available separately. This year, supplementary interviews were conducted with the campaign target audience of male residents aged 18 to 34. The purpose of this report is to examine the responses of that audience specifically.

Responses from a total of n=200 target audience members are analyzed in this report. This sample size provides a margin of error of +7.1% at the 95% confidence interval. During the course of data collection for the general population survey, a total of n=66 surveys with this audience were completed via telephone. An additional n=87 surveys were completed utilizing age and gender targeted cell phone sample with the target audience. Finally, n=47 web surveys were completed with target audience members who were identified through the WestGroup Research participant panel.

To accommodate a web survey, certain questions from the telephone survey were modified slightly to fit the web environment. For example, a question which is read to a respondent over the phone may appear differently when they are reading it on a screen:

- Phone: For classification purposes, may I have the Zip Code in which you live?
- Web: What zip code do you live in?

Further, if a question in the telephone survey had pre-coded responses which are not voiced to the respondent, the pre-code list was shown to the respondent in the web setting. For this reason, comparisons between web and phone data may not be appropriate from a statistical perspective given the different methodology.

Phone:	Web:
<p>7. What type of vehicle do you most often drive or ride in..? DO NOT READ LIST</p> <ul style="list-style-type: none"> a. Sedan b. Pick-up truck c. Sports utility vehicle d. Coupe e. Van / Minivan f. Motorcycle g. Other h. Don't drive i. Don't know/Refused 	<p>7. What type of vehicle do you most often drive or ride in..?</p> <ul style="list-style-type: none"> a. Sedan b. Pick-up truck c. Sports utility vehicle d. Coupe e. Van / Minivan f. Motorcycle g. Other h. Don't drive i. Don't know

I. INTRODUCTION

A. Background and Methodology

This report presents supplementary analyses of the MAG target audience, male residents ages 18 to 34.

Results for the 2013 Core Audience survey are based on 200 completed surveys (n=153 by telephone and n=47 by web) with male Maricopa County residents who are ages 18 to 34. The margin of error for the survey is approximately $\pm 7.1\%$ at a 95% confidence level.

When appropriate, data from supplemental survey is shown next to two other sub-groups: the non-target audience surveyed in 2013, and the target audience surveyed in 2012 (taken from the general population report, no supplemental survey was conducted in 2012). This provides a view of how target audience responses compare with non-target audience responses in 2013, and how they have changed, if at all, in comparison to target audience responses in the previous year. An example chart is below:

Answer	2013 Non-Target n=385	2013 Target n=200	2012 Target n=100
Example	40%	42%	48%

It is important to note that, for many questions, a full statistical comparison of the 2013 target sub-group oversample data to data from these other populations is not appropriate due to question format differences in the web methodology used in 2013 for the target sample supplemental survey, which allowed web respondents to see response choice options when telephone respondents responded in an unaided manner.

Data is also broken out for the 2013 target oversample by methodology. This provides a view of how web responses compared with phone responses. An example chart is below:

Answer	2013 Target n=200	Phone n=153	Web n=47
Example	31%	25%	50%

The 2013 MAG litter general population survey report is available separately.

B. Demographics

Two thirds (67%) of the target audience surveyed were single, and approximately one third (34%) reported having a college degree or higher education. Two thirds (65%) of residents surveyed were Caucasian. The majority (60%) of residents surveyed in this group reported they were employed full time, and 44% reported they work in a white collar/management or other professional setting.

Additional demographic detail is outlined below Table 1a and Table 1b.

Table 1a: Respondent Demographics

Characteristic	2013 Target n=200	Phone n=153	Web n=47
Marital Status			
Married	29%	23%	49%
Single	67%	72%	49%
Widowed	-	-	-
Divorced	2%	3%	2%
Separated	1%	1%	-
Refused	1%	1%	-
Education			
Less than high school	2%	2%	4%
High school graduate	21%	24%	13%
Some college	42%	43%	38%
College graduate	24%	22%	34%
Graduate degree	10%	9%	11%
Ethnicity			
White	65%	64%	68%
Hispanic	18%	17%	21%
African American	6%	5%	8%
Native American	4%	5%	-
Asian	2%	3%	-
Other/Refused	5%	6%	3%

Table 1b: Respondent Demographics

Characteristic	2013 Target n=200	Phone n=153	Web n=47
Household Income			
<\$10,000	11%	15%	-
\$10-\$20,000	19%	8%	15%
\$20-\$30,000	14%	15%	11%
\$30-\$40,000	10%	9%	13%
\$40-\$50,000	8%	7%	11%
\$50-\$60,000	6%	4%	15%
\$60-\$75,000	8%	7%	8%
\$75-\$100,000	12%	11%	17%
\$100,000+	14%	16%	6%
Refused	8%	8%	4%
Average	\$53,378	\$53,428	\$53,222
Employment Status			
Full-time	59%	54%	77%
Part-time	18%	20%	11%
Unemployed	10%	12%	4%
Retired	-	-	-
House spouse	1%	1%	-
Student	12%	12%	8%
Profession			
White collar/mgmt	19%	18%	22%
Other professional	25%	23%	27%
Blue collar	19%	23%	7%
Education	5%	5%	5%
Trade	16%	13%	24%
Self-employed	9%	8%	12%
Clerical/admin	4%	5%	2%
Language spoken at home			
English only	66%	67%	62%
Spanish only	-	-	-
Mostly Spanish but some English	1%	1%	-
Equally in both languages	10%	6%	26%
Mostly English but some Spanish	15%	16%	11%
English and other language	7%	8%	2%
Refused	1%	1%	-

II. DRIVER CHARACTERISTICS

A. Driving Habits

Approximately two in five (42%) residents in the target audience indicated they drive a 4-door sedan, while 16% reported driving pickup trucks and 14% reported driving sport utility vehicles. In the general population survey, it was observed that members of the target audience were less likely to drive SUVs than all other residents. The supplemental survey supports this finding, with just 14% of males ages 18 to 34 reporting they drive an SUV.

Table 2a: Type of Vehicle – Target vs. Non-Target

Top vehicle types mentioned	2013 Non-Target n=385	2013 Target n=200	2012 Target n=100
Sedan (4-door)	40%	42%	48%
Pickup truck	14%	16%	19%
Sports utility	20%	14%	9%
Van/mini-van	8%	4%	10%
Coupe (2-door)	7%	13%	8%
Don't drive	6%	4%	3%
Station wagon	1%	1%	-
Car (unspecified)	1%	1%	1%
Motorcycle	1%	2%	1%
Don't know/ refused	1%	2%	-

Q7: *What type of vehicle do you most often drive or ride in?*

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

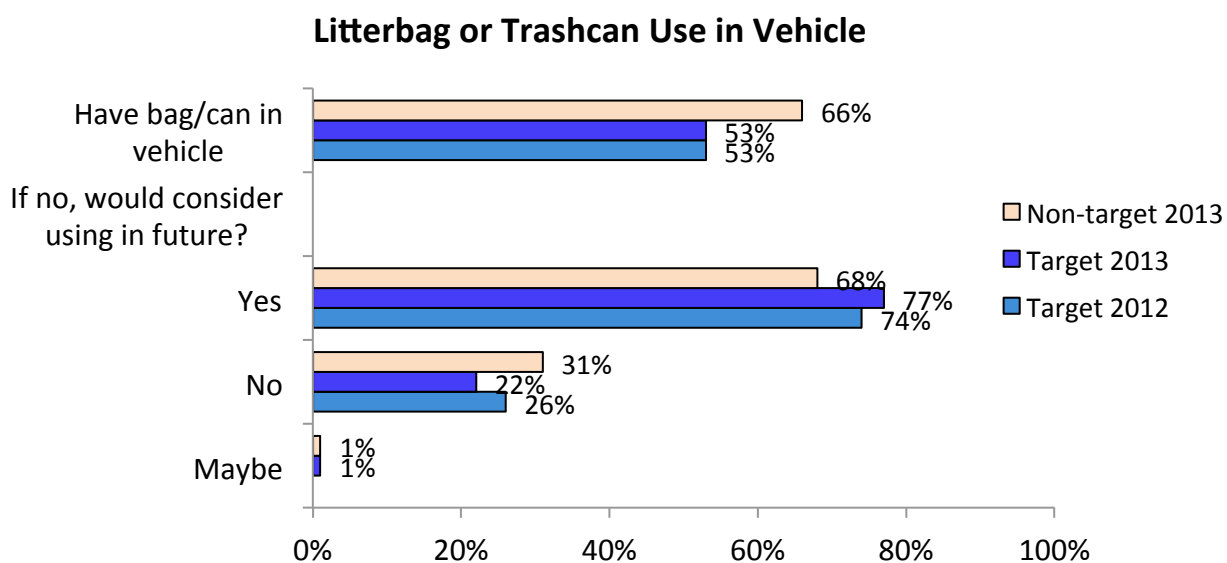
Table 2b: Type of Vehicle – 2013 Target by Methodology

Top vehicle types mentioned	2013 Target n=200	Phone n=153	Web n=47
Sedan (4-door)	42%	44%	38%
Pickup truck	16%	15%	17%
Sports utility	14%	12%	23%
Van/mini-van	4%	4%	2%
Coupe (2-door)	13%	14%	11%
Don't drive	4%	5%	-
Station wagon	1%	1%	2%
Car (unspecified)	1%	1%	-
Motorcycle	2%	1%	4%
Don't know/ refused	2%	2%	-

B. Litterbag Use

Over half (53%) of the target audience reported they have a litter bag or trash can for use in their vehicles. Of those, over three quarters (77%) reported they would consider using one in the future.

The supplemental survey results support the findings from the general population survey, namely, members of the target audience were less likely to report using a litter bag or trash can in their vehicles than non-target audience members, two thirds (66%) of whom indicated they use a litter bag.



2013 non-target total: n=385; 2013 target total: n=200; 2012 target total: n=100

Q19: Do you have a litter bag or trash can in your vehicle?

Q20: [If no in Q19] Would you consider keeping a litter bag or trash can in your vehicle?

Table 3: Litterbag Usage in Vehicle - 2013 Target by Methodology

Response	2013 Target n=200	Phone n=153	Web n=47
Have bag/can in Vehicle	53%	55%	47%
If no, would consider using in future?	n=94	n=69	n=25
Yes	77%	78%	72%
No	22%	20%	28%
Maybe	1%	2%	-

C. Smokers

A small proportion of the target audience in 2013 indicated they smoke (13%). Among these smokers, the most commonly mentioned method of cigarette disposal while in a vehicle was the vehicle ashtray (mentioned by 27%).

In 2013, target audience smokers were more likely than non-target audience members to report throwing cigarette butts out the window (19% vs. 2%). Target audience members were less likely to report using an ashtray in their vehicle (27% vs. 42% of non-target audience members).

Table 4a: Smoking Habits and Disposing of Cigarette Butts - Target vs. Non-Target

Response	2013 Non-Target n=385	2013 Target n=200	2012 Target n=100
Smoker	14% n=55	13% n=26	16% n=16
Ashtray in vehicle	42%	27%	44%
Something else in vehicle	20%	19%	19%
Don't smoke in the car.	27%	12%	12%
It varies	9%	23%	6%
Throwing out window	2%	19%	19%
Don't know/refused	-	-	-

Q9: Do you smoke?

Q10: [If yes in Q9] When you are in a vehicle, do you USUALLY dispose of cigarette butts...?

Table 4b: Smoking Habits and Disposing of Cigarette Butts - 2013 Target by Methodology

Response	2013 Target n=200	Phone n=153	Web n=47
Smoker	13% n=26	12% n=19	15% n=7
Ashtray in vehicle	27%	16%	58%
Something else in vehicle	19%	21%	14%
Don't smoke in the car.	12%	16%	-
It varies	23%	26%	14%
Throwing out window	19%	21%	14%
Don't know/refused	-	-	-

D. Truck Drivers

Approximately one in six (16%) members of the target audience surveyed reported they drive pickup trucks. This figure is comparable both to the 2012 target audience figure (19%) and the 2013 non-target audience figure (14%).

Table 5a: Pickup Truck Drivers – Target vs. Non-Target

Response	2013 Non-Target n=385	2013 Target n=200	2012 Target n=100
Drive pickup truck	14%	16%	19%

Q7: What type of vehicle do you most often drive or ride in?

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 5b: Pickup Truck Drivers – 2013 Target by Methodology

Response	2013 Target n=200	Phone n=153	Web n=47
Drive pickup truck	16%	15%	17%

When asked about which items they put into their truck beds that would be considered litter or trash, pickup truck drivers in the target audience most commonly reported discarding soda cans/bottles (mentioned by 39%). Other items commonly mentioned included lawn debris (26%), construction debris (26%) and plastic bags/other plastic (19%).

Table 6a: Litter via Truck Bed – Target vs. Non-Target
Among those who indicate they drive a truck

Top items mentioned	2013 Non-Target n=54	2013 Target n=31	2012 Target n=18
Soda cans/bottles	13%	39%	33%
Lawn debris	9%	26%	6%
Construction debris	2%	26%	-
Nothing	56%	23%	50%
Plastic bags/other plastic	7%	19%	-
Water cans/bottles	4%	16%	6%
Small pieces of paper	9%	10%	11%
Cardboard	4%	10%	-
Paper/ newspaper/ napkins	-	6%	6%
Tires	-	3%	-
Fast food wrappers	-	3%	-
Furniture	4%	3%	-
Glass	-	3%	-
Cups (Styrofoam, plastic, paper)	2%	3%	-

Q15: *What types of items do you ever put into your truck bed that you consider to be litter or trash? What else?*

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 6b: Litter via Truck Bed – 2013 Target by Methodology
Among those who indicate they drive a truck

Top items mentioned	2013 Target n=31	Phone n=23	Web n=8
Soda cans/bottles	39%	30%	62%
Lawn debris	26%	26%	25%
Construction debris	26%	13%	62%
Nothing	23%	30%	-
Plastic bags/other plastic	19%	17%	25%
Water cans/bottles	16%	13%	25%
Small pieces of paper	10%	9%	12%
Cardboard	10%	13%	-
Paper/ newspaper/ napkins	6%	9%	-
Tires	3%	4%	-
Fast food wrappers	3%	4%	-
Furniture	3%	4%	-
Glass	3%	4%	-
Cups (Styrofoam, plastic, paper)	3%	4%	-

The large majority (87%) of pickup truck drivers in the target audience reported they “always” or “most of the time” secure items in the back of their pickup trucks. No residents from the target audience in 2013 reported they “rarely” or “never” secure their loads.

Table 7a: How often Truck Drivers Secure Loads – Target vs. Non-Target

Frequency	2013 Non-Target n=54	2013 Target n=31	2012 Target n=18
NET likely (Always + Most)	85%	87%	78%
Always	72%	68%	61%
Most of the time	13%	19%	17%
Sometimes	7%	13%	11%
Rarely	2%	-	6%
Never	4%	-	6%
Don't Know	2%	-	-

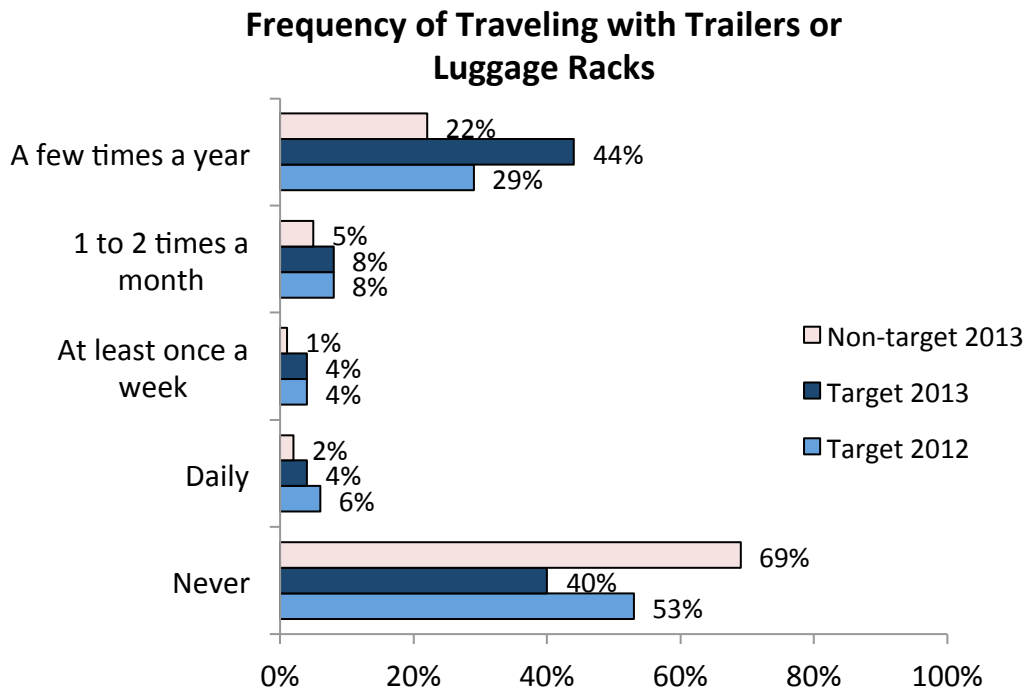
Q16: When putting items into the bed of your truck, how often, on average, do you secure your load (either with ties, bungees, a tarp, etc.)?

Table 7b: How often Truck Drivers Secure Loads – 2013 Target by Methodology

Frequency	2013 Target n=31	Phone n=23	Web n=8
NET likely (Always + Most)	87%	91%	76%
Always	68%	78%	38%
Most of the time	19%	13%	38%
Sometimes	13%	9%	25%
Rarely	-	-	-
Never	-	-	-
Don't Know	-	-	-

In the general population survey, it was observed that members of the target audience were more likely than other residents to report traveling with trailers or luggage racks at least a few times a year. The supplemental survey supports this finding (60% report doing so at least a few times a year).

Conversely, non-target audience members were more likely to say they “never” travel with trailers or luggage racks. Two in five (40%) audience members said “never,” representing a decrease from 2012 (53%) which suggests a higher frequency of traveling with trailers or luggage racks this year.



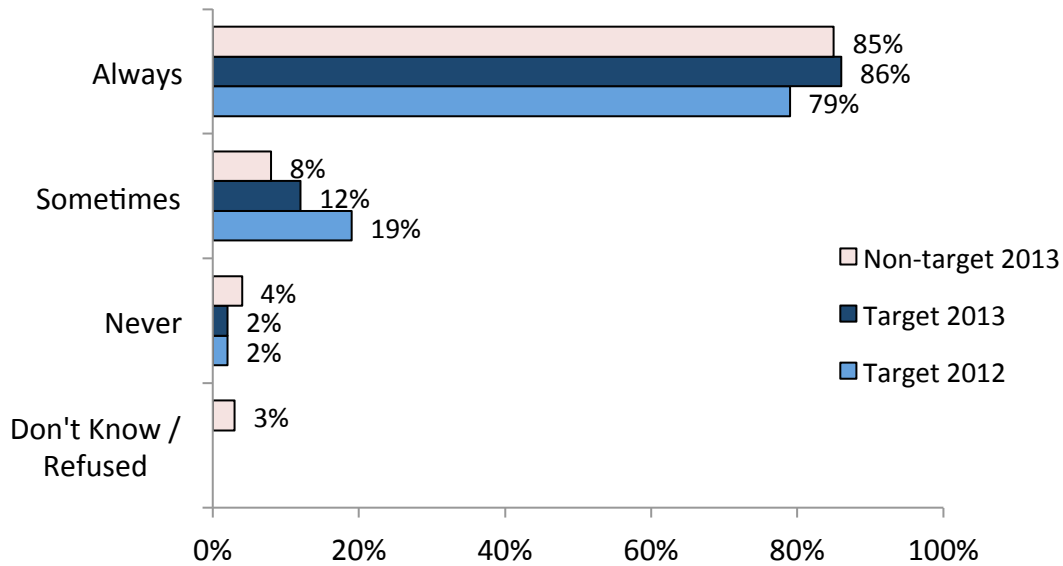
2013 non-target total: n=385; 2013 target total: n=200; 2012 target total: n=100
 Q17: How often do you drive or ride in a vehicle that transports items that are not carried within the vehicle or trunk, such as hauling items in an open-air trailer or strapped to a luggage rack or trunk?

Table 8: Frequency of Traveling with Trailers or Luggage Racks – 2013 Target by Methodology

Frequency	2013 Target n=200	Phone n=153	Web n=47
A few times a year	44%	42%	51%
1-2 times a month	8%	8%	4%
At least once a week	4%	4%	6%
Daily	4%	2%	11%
Never	40%	44%	28%

The large majority (86%) of target audience members who mentioned they travel with trailers or luggage racks at least a few times a year indicated they “always” secure the load they are hauling.

How Often Those with Trailers or Luggage Racks Secure Loads



Open-air trailer/luggage rack users: 2013 non-target total: n=120; 2013 target total: n=120; 2012 target total: n=47

Q18: [If more than 'never' in Q17] On average, how often do you secure the load that you are hauling (either with ties, bungees, a tarp, etc.?)

Table 9: How Often Those with Luggage Racks Secure Loads – 2013 Target by Methodology

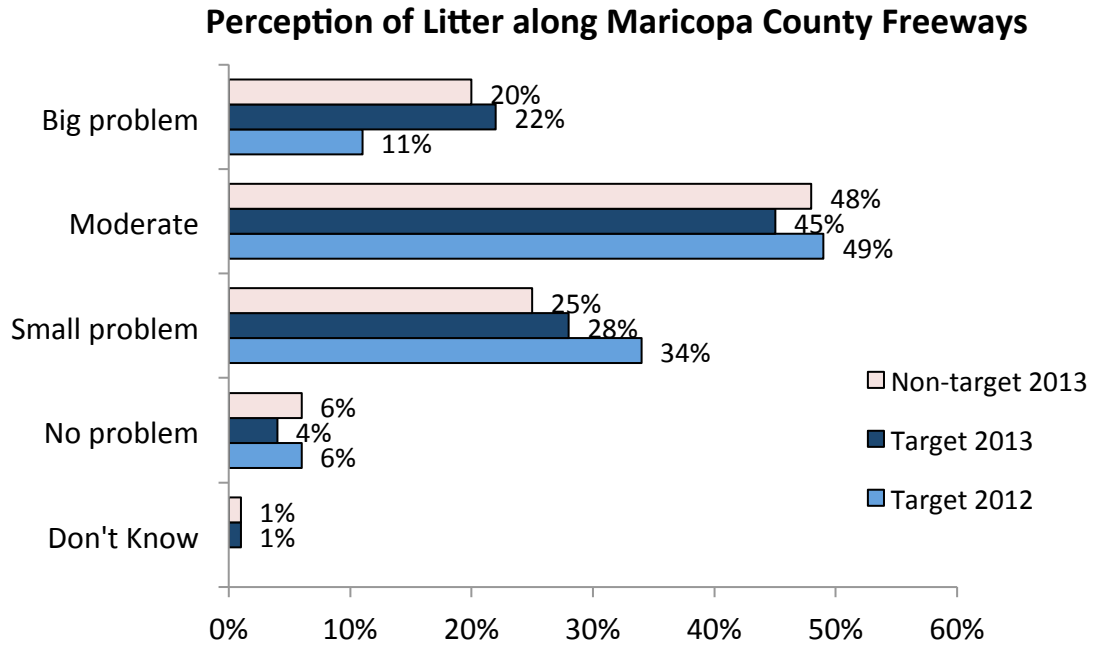
Frequency	2013 Target n=120	Phone n=86	Web n=34
Always	86%	92%	74%
Sometimes	12%	6%	26%
Never	2%	2%	-
Don't know/Refused	-	-	-

III. LITTER AWARENESS AND BEHAVIOR

A. Perception of Litter as Problem along Freeways

Approximately two thirds (67%) of target audience members reported they believe litter along Maricopa County freeways is a “big” or “moderate” problem.

A significantly higher proportion of target audience members in 2013 thought it was a “big problem” compared to 2012 (22% vs. 11%).



2013 non-target total: n=385; 2013 target total: n=200; 2012 target total: n=100
 Q8: In your opinion, how big of a problem is litter along freeways in Maricopa County?
 Would you say it is a...

Table 10: Perception of Litter among Maricopa County Freeways – 2013 Target by Methodology

Frequency	2013 Target n=200	Phone n=153	Web n=47
Big Problem	22%	20%	26%
Moderate Problem	45%	43%	53%
Small problem	28%	31%	19%
No Problem	4%	5%	2%
Don't know	1%	1%	-

B. Personal Littering

Approximately one third (32%) of target audience members reported they have not littered in the past year. In the general population survey, however, it was observed that members of the target audience were less likely than all other residents to report they have not littered in the past year. The supplemental survey results support this finding.

Among target audience members who admit to littering in the past year, types of litter most commonly mentioned included small pieces of paper (mentioned by 26%), food/organic material (24%) and water bottles (12%).

Table 11a: Items Personally Discarded as Litter – Target vs. Non-Target

Items	2013 Non-Target n=385	2013 Target n=200	2012 Target n=100
Have not littered in past year.	66%	32%	46%
Small pieces of paper	10%	26%	21%
Food/organic material	13%	24%	15%
Water bottles	3%	12%	12%
Other food wrappers	3%	12%	12%
Soda cans/bottles	2%	9%	6%
Cigarette butts	2%	8%	5%
Cups (Styrofoam, plastic, paper)	1%	2%	-
Plastic bags/other plastic	1%	2%	-
Wood/toothpick	-	1%	-
Paper/newspaper/napkins	-	1%	-
Don't know	4%	2%	5%

Q12: Can you think of items that you yourself might have discarded as litter (by litter we mean items you did not put in a trash receptacle) in the past year?

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 11b: Items Personally Discarded as Litter – 2013 Target by Methodology

Items	2013 Target n=200	Phone n=153	Web n=47
Have not littered in past year.	32%	32%	30%
Small pieces of paper	26%	22%	40%
Food/organic material	24%	21%	36%
Water bottles	12%	10%	19%
Other food wrappers	12%	9%	19%
Soda cans/bottles	9%	8%	12%
Cigarette butts	8%	7%	12%
Cups (Styrofoam, plastic, paper)	2%	3%	-
Plastic bags/other plastic	2%	1%	-
Wood/toothpick	1%	1%	-
Paper/newspaper/napkins	1%	1%	-
Don't know	2%	3%	-

C. Littering Circumstances

More than half (59%) of target audience members who indicated they have littered in the past year reported they did so while driving or riding in a vehicle.

Table 12a: Littering Situation – Target vs. Non-Target
Among those who indicated they have littered in the past year

Top situations	2013 Non-Target n=129	2013 Target n=137	2012 Target n=54
Driving/riding/traveling in vehicle	54%	59%	41%
Walking outside	8%	18%	17%
Opened door/window–flew out	3%	4%	4%
No trash can around	7%	3%	11%
Cleaning out car	5%	2%	4%
Just threw it/anywhere I could	3%	2%	7%
Missed the trash can	-	2%	-
Partying/drinking	-	1%	-
At home	-	1%	2%
Eating food/chewing gum	2%	1%	-
Just being lazy	-	1%	-
Flew out of truck bed	2%	1%	2%
Smoking/discarded cigarettes	1%	1%	6%
Don't know/can't remember	11%	8%	15%

Q13: To the best of your knowledge, what were the general circumstances in terms of where and what you were doing when you discarded litter? Any other circumstances?

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 12b: Littering Situation – 2013 Target by Methodology
Among those who indicated they have littered in the past year

Top situations	2013 Target n=137	Phone n=104	Web n=33
Driving/riding/traveling in vehicle	59%	62%	52%
Walking outside	18%	17%	21%
Opened door/window–flew out	4%	5%	-
No trash can around	3%	4%	-
Cleaning out car	2%	3%	-
Just threw it/anywhere I could	2%	2%	-
Missed the trash can	2%	2%	-
Partying/drinking	1%	1%	-
At home	1%	1%	-
Eating food/chewing gum	1%	1%	-
Just being lazy	1%	1%	-
Flew out of truck bed	1%	1%	-
Smoking/discarded cigarettes	1%	1%	-
Don't know/can't remember	8%	11%	-

D. Reasons for Littering When Driving

The most common reason mentioned by members of the target audience for littering when driving was that the litter was food scraps/biodegradable (mentioned by 20%). Others mentioned that it was accidental/unintentional (15%) and that no trash receptacles were convenient (14%).

Table 13a: Reasons for Littering when Driving – 2013 Target vs. Non-Target
Among those who indicated they have littered in the past year

Top Responses	2013 Non-Target n=129	2013 Target n=137	2012 Target n=54
I don't litter when driving	35%	23%	32%
I only litter food scraps / they are biodegradable	12%	20%	9%
It was an accident/unintentional	7%	15%	9%
No trash receptacles are convenient	13%	14%	11%
I don't want to keep it in my car	7%	12%	11%
It's easy.	5%	10%	-
I don't consider throwing out gum, small wrappers, cigarette butts litter	4%	7%	2%
Cigarettes stink up car	2%	3%	2%
I'm lazy	2%	2%	-
Don't have an ashtray	1%	2%	-
Out of habit	1%	2%	-
Don't know	7%	6%	15%

Q14: *Why do you litter WHEN DRIVING?*

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 13b: Reasons for Littering when Driving – 2013 Target by Methodology
Among those who indicated they have littered in the past year

Top Responses	2013 Target n=137	Phone n=104	Web n=33
I don't litter when driving	23%	21%	27%
I only litter food scraps / they are biodegradable	20%	14%	39%
It was an accident/unintentional	15%	8%	39%
No trash receptacles are convenient	14%	15%	9%
I don't want to keep it in my car	12%	10%	18%
It's easy.	10%	12%	6%
I don't consider throwing out gum, small wrappers, cigarette butts litter	7%	6%	12%
Cigarettes stink up car	3%	1%	9%
I'm lazy	2%	2%	3%
Don't have an ashtray	2%	2%	-
Out of habit	2%	2%	-
Don't know	6%	8%	-

E. Personal Experience with Specific Littering Situations

Residents were read a list of nine specific littering situations and were asked to indicate if they had personally experienced that littering situation in the past three months, more than three months ago, or had never experienced that specific situation.

Of the litter scenarios presented to them, members of the target audience were most likely to report they noticed that some trash fell out of a pickup or other vehicle they were driving in within the last three months (39%).

In the general population survey, it was observed that members of the target audience were generally more likely than other residents to report they experienced a given scenario in the past three months. The supplemental survey appears to support this finding, with 10% or more of male residents ages 18 to 34 reporting recent experience with most scenarios.

Table 14a below and Table 14b on the following page provide further detail on personal experience with littering scenarios.

Table 14a: Personal Experience with Littering Scenarios – Target vs. Non-Target

Scenario	Past 3 months	3+ months	Never
Someone in a vehicle you were in threw trash out in an area that had no litter – Non-target 2013	4%	9%	87%
Target 2013	14%	30%	56%
Target 2012	13%	14%	73%
You or someone you were with got a ticket or warning for littering - Non-target 2013	6%	13%	81%
Target 2013	20%	24%	56%
Target 2012	23%	9%	68%
Rather than keep a beverage container in the car, you, or someone in a vehicle you were in, threw out a can or bottle – Non-target 2013	12%	8%	80%
Target 2013	16%	13%	71%
Target 2012	20%	13%	67%
Someone in a vehicle you were in threw trash out in an area that already had lots of litter – Non-target 2013	7%	8%	85%
Target 2013	12%	28%	60%
Target 2012	12%	18%	69%
Someone in a vehicle you were in threw out a can, bottle or litter out onto the side of the road – Non-target 2013	4%	9%	86%
Target 2013	14%	31%	55%
Target 2012	9%	20%	71%
Rather than keep a cigarette butt in the car, you or someone in the vehicle you were in threw the cigarette butt out the window – Non-target 2013	-	1%	99%
Target 2013	-	6%	94%
Target 2012	-	3%	97%
You threw out a small item from your vehicle like a candy wrapper, scrap paper, etc. – Non-target 2013	1%	8%	91%
Target 2013	8%	28%	64%
Target 2012	11%	11%	78%
You had problems with a vehicle and left debris like tire, part of a tire, or other stuff on the roadside – Non-target 2013	4%	9%	87%
Target 2013	14%	30%	57%
Target 2012	9%	20%	71%
You noticed that some trash fell out of a pickup or other vehicle you were driving in – Non-target 2013	23%	20%	56%
Target 2013	39%	23%	38%
Target 2012	30%	22%	48%

Q11: I am going to read you a few statements pertaining to your litter awareness. For each of the following statements, please respond by telling me if this is something you "Have experienced within the past 3 months," "Have experienced over 3 months ago," or "Have never experienced."

Table 14b: Personal Experience with Littering Scenarios – 2013 Target by Methodology

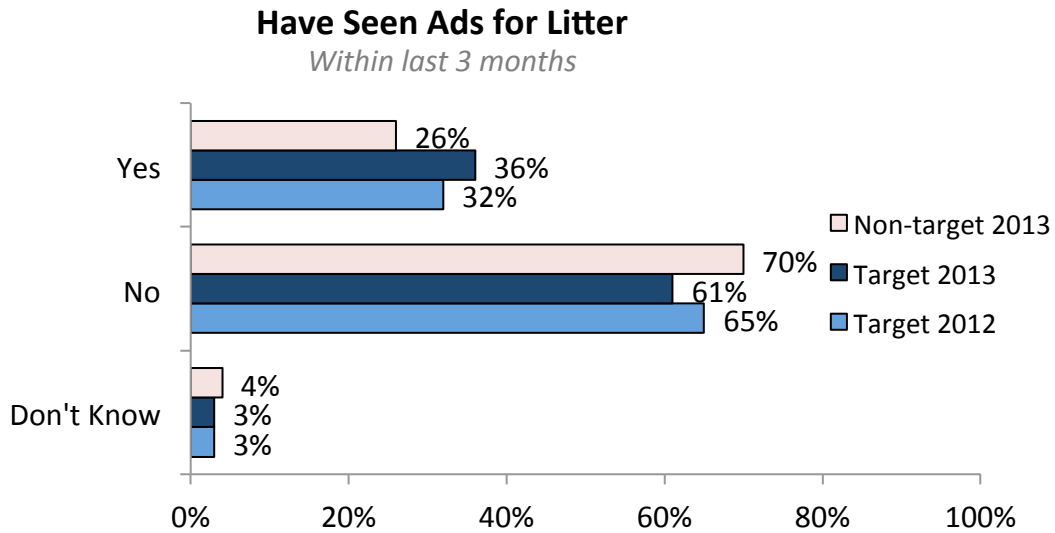
Scenario	Past 3 months	3+ months	Never
Someone in a vehicle you were in threw trash out in an area that had no litter – 2013	14%	30%	56%
Phone	13%	30%	57%
Web	15%	30%	55%
You or someone you were with got a ticket or warning for littering - 2013	20%	24%	56%
Phone	19%	25%	56%
Web	23%	19%	58%
Rather than keep a beverage container in the car, you, or someone in a vehicle you were in, threw out a can or bottle – 2013	16%	13%	71%
Phone	16%	13%	71%
Web	17%	11%	72%
Someone in a vehicle you were in threw trash out in an area that already had lots of litter – 2013	12%	28%	60%
Phone	12%	28%	60%
Web	10%	30%	60%
Someone in a vehicle you were in threw out a can, bottle or litter out onto the side of the road – 2013	14%	31%	55%
Phone	14%	30%	56%
Web	13%	34%	53%
Rather than keep a cigarette butt in the car, you or someone in the vehicle you were in threw the cigarette butt out the window – 2013	-	6%	94%
Phone	-	1%	99%
Web	-	2%	98%
You threw out a small item from your vehicle like a candy wrapper, scrap paper, etc. – 2013	8%	28%	64%
Phone	7%	28%	65%
Web	10%	28%	62%
You had problems with a vehicle and left debris like tire, part of a tire, or other stuff on the roadside – 2013	14%	30%	56%
Phone	14%	30%	56%
Web	13%	34%	53%
You noticed that some trash fell out of a pickup or other vehicle you were driving in – 2013	39%	23%	38%
Phone	37%	21%	42%
Web	47%	30%	23%

IV. CAMPAIGN AWARENESS

A. Awareness of Campaign

1. General Awareness

Over one third (36%) of target audience members surveyed reported they had seen advertising related to litter or littering in the past three months, compared to just 26% of non-target audience members.



2013 non-target total: n=385; 2013 target total: n=200; 2012 target total: n=100

Q21: *In the past three months, have you seen, heard or read any advertisements related to litter or littering?*

Table 15: Have Seen Ads for Litter – 2013 Target by Methodology

Frequency	2013 Target n=200	Phone n=153	Web n=47
Yes	36%	35%	40%
No	61%	64%	51%
Don't know	3%	1%	9%

2. Recalled Messages and Slogans

Among target audience members who indicated they had seen or heard advertising related to litter or littering in the past three months, the most common recalled message mentioned was “Don’t litter” or “Keep Arizona clean” (mentioned by 25%). Other common messages recalled included “the fines” (15%) and “use ashtray” or “cigarettes cause fires” (15%).

Table 16a: Recalled Messages of Litter-Related Advertising – Target vs. Non-Target

Among those who indicated they remember seeing ads related to litter or littering in the past 3 months

Top Responses	2013 Non-target n=100	2013 Target n=73	2012 Target n=32
Don't litter/keep Arizona clean	28%	25%	25%
The fines	17%	15%	9%
Use ashtray/cigarettes cause fires	10%	15%	3%
It was a sign along the road/billboard	13%	12%	16%
Just because it's a freeway doesn't mean you are free to litter on it	4%	12%	12%
Don't Trash Arizona	-	8%	3%
Heard on radio	2%	8%	-
Littering is unlawful/can get a ticket	4%	6%	3%
A hamburger wrapper being a 500 dollar fine/ a five hundred dollar burger	5%	4%	9%
No cups, cans or butts	2%	4%	-
Recycling	4%	4%	6%
Saw on TV/commercial/public service announcement	2%	3%	3%
Diamond-backs player PSA	-	3%	9%
Put litter in its place/use the trash	5%	1%	-
Signs on the bus/light rail	-	1%	-
“Don't mess with Texas” ad	-	1%	-
Litter is bad for the environment/bad for wildlife	3%	1%	-
Keep local roads/streets clean	2%	1%	-
Don't know	10%	3%	12%

Q22: [If yes in Q21] What specifically do you remember about the ads related to litter or littering?

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

**Table 16b: Recalled Messages of Litter-Related Advertising –
2013 Target by Methodology**

Among those who indicated they remember seeing ads
related to litter or littering in the past 3 months

Top Responses	2013 Target n=73	Phone n=54	Web n=19
Don't litter/keep Arizona clean	25%	22%	32%
The fines	15%	15%	16%
Use ashtray/cigarettes cause fires	15%	18%	5%
It was a sign along the road/billboard	12%	15%	5%
Just because it's a freeway doesn't mean you are free to litter on it	12%	15%	5%
Don't Trash Arizona	8%	7%	10%
Heard on radio	8%	7%	10%
Littering is unlawful/can get a ticket	6%	7%	-
A hamburger wrapper being a 500 dollar fine/ a five hundred dollar burger	4%	4%	5%
No cups, cans or butts	4%	4%	5%
Recycling	4%	6%	-
Saw on TV/commercial/public service announcement	3%	4%	-
Diamond-backs player PSA	3%	2%	5%
Put litter in its place/use the trash	1%	2%	-
Signs on the bus/light rail	1%	2%	-
"Don't mess with Texas" ad	1%	2%	-
Litter is bad for the environment/bad for wildlife	1%	2%	-
Keep local roads/streets clean	1%	-	5%
Don't know	3%	2%	5%

Among target audience members who indicated they had heard or seen litter-related advertising in the past three months, two in five (41%) reported they did not recall the main slogan of the advertising.

Table 17a: Main Slogan of Recalled Advertising – Target vs. Non-Target

Among those who indicated they remember seeing ads related to litter or littering in the past 3 months

Top Responses	2013 Non-target n=100	2013 Target n=73	2012 Target n=32
Don't Trash Arizona	3%	23%	3%
Keep Arizona Beautiful	2%	15%	3%
Do not litter	12%	14%	12%
Littering is unlawful	-	10%	9%
No cups cans or butts	2%	10%	3%
Keep our freeways clean	2%	7%	3%
Adopt a highway	-	7%	-
You will be fined	2%	6%	6%
Arizona Clean and Beautiful	-	3%	-
Recycle, reduce, reuse	3%	1%	6%
Give a hoot, don't pollute	2%	1%	-
Smokey the Bear	2%	1%	-
It is your environment	1%	1%	-
Go Green	-	1%	-
Don't know	59%	41%	59%

Q23: [If yes in Q21] What was the main slogan used in the ads?

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 17b: Main Slogan of Recalled Advertising – 2013 Target by Methodology

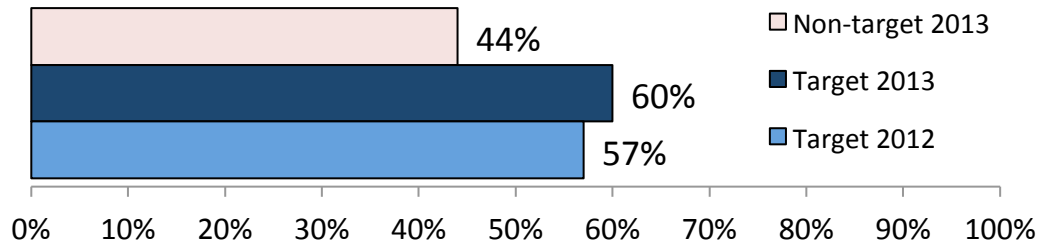
Among those who indicated they remember seeing ads related to litter or littering in the past 3 months

Top Responses	2013 Target n=73	Phone n=54	Web n=19
Don't Trash Arizona	23%	9%	63%
Keep Arizona Beautiful	15%	2%	53%
Do not litter	14%	15%	10%
Littering is unlawful	10%	6%	21%
No cups cans or butts	10%	4%	26%
Keep our freeways clean	7%	4%	16%
Adopt a highway	7%	-	26%
You will be fined	6%	4%	10%
Arizona Clean and Beautiful	3%	4%	-
Recycle, reduce, reuse	1%	2%	-
Give a hoot, don't pollute	1%	2%	-
Smokey the Bear	1%	2%	-
It is your environment	1%	-	5%
Go Green	1%	-	5%
Don't know	41%	56%	-

B. “Don’t Trash Arizona” Awareness

Over half (60%) of target audience members surveyed reported having seen or heard the slogan, “Don’t Trash Arizona” (aided + unaided).

**Total Awareness
Have Heard Slogan “Don’t Trash Arizona”**
Aided + Unaided



2013 non-target total: n=385; 2013 target total: n=200; 2012 target total: n=100

Q23: [if yes in Q21] What was the main slogan used in the ads?

Q24: [if not mentioned in Q23] Have you seen or heard the slogan, “Don’t Trash Arizona?”

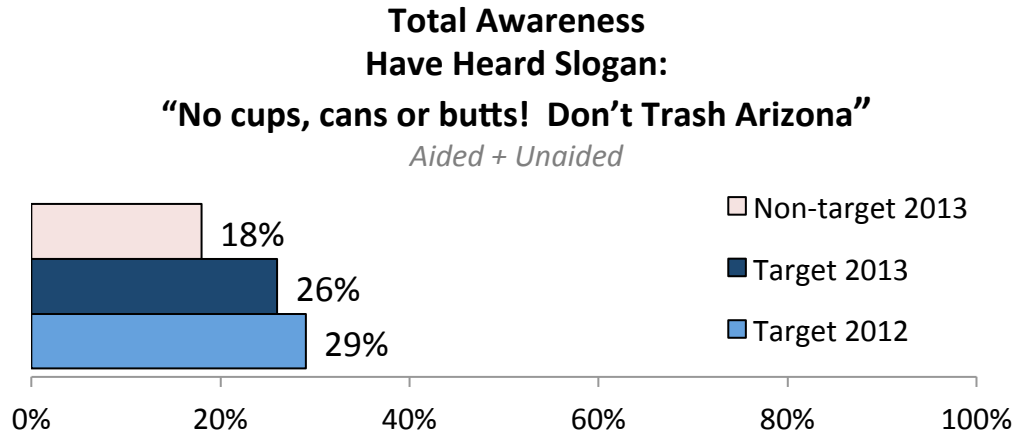
Note: statistical comparisons of the 2013 target sub-group oversample data to data from other populations are not appropriate due to question format differences in the web methodology used in 2013 for the target sample supplemental survey allowing web respondents to see response choice options when telephone respondents responded in an unaided manner.

Table 18: Have Heard Slogan “Don’t Trash Arizona” – 2013 Target by Methodology
Aided + unaided

Total Awareness	2013 Target n=200	Phone n=153	Web n=47
“Don’t Trash Arizona”	60%	57%	70%

C. “No cups, cans or butts! Don’t Trash Arizona” Awareness

One quarter (26%) of target audience members surveyed reported having seen or heard the slogan, “No cups, cans or butts! Don’t Trash Arizona” (aided + unaided).



2013 non-target total: n=385; 2013 target total: n=200; 2012 target total: n=100

Q23: [If yes in Q21] What was the main slogan used in the ads?

Q25: [if not mentioned in Q23] Have you seen or heard the slogan, “No cups, cans or butts! Don’t Trash Arizona?”

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 19: Have Heard Slogan “No cups, cans or butts! Don’t Trash Arizona” – 2013 Target by Methodology
Aided + unaided

	2013 Target n=200	Phone n=153	Web n=47
Total Awareness			
“No cups, cans or butts! Don’t Trash Arizona”	26%	27%	23%

Members of the target audience who were familiar with “Don’t Trash Arizona” or “No cups, cans or butts! Don’t Trash Arizona” most often reported seeing and/or hearing the slogan from billboards (40%), television (36%) and radio (32%).

Table 20a: Where Saw *Don’t Trash Arizona* Slogan – Target vs. Non-Target
Total responses among those indicating they had heard the slogan

Top media sources	2013 Non-target n=192	2013 Target n=127	2012 Target n=66
Billboards	22%	40%	18%
Television	18%	36%	20%
Radio	14%	32%	21%
Street/highway signs	27%	21%	21%
Movie theaters	1%	7%	-
Mobile advertising truck	1%	3%	-
Newspaper	7%	2%	3%
Events around the valley	1%	2%	-
Convenience stores	1%	2%	-
Online	2%	2%	3%
Don’t know	20%	12%	21%

Q26: [if mentioned in Q23, or ‘yes in Q24 or Q25] Where have you seen, heard or read the slogans, “Don’t Trash Arizona” or “No cups, cans or butts: Don’t Trash Arizona?”

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 20b: Where Saw *Don’t Trash Arizona* Slogan – 2013 Target by Methodology
Total responses among those indicating they had heard the slogan

Top media sources	2013 Target n=127	Phone n=94	Web n=33
Billboards	40%	39%	42%
Television	36%	37%	33%
Radio	32%	32%	33%
Street/highway signs	21%	16%	36%
Movie theaters	7%	-	21%
Mobile advertising truck	3%	2%	6%
Newspaper	2%	3%	-
Events around the valley	2%	1%	6%
Convenience stores	2%	-	9%
Online	2%	1%	3%
Don’t know	12%	12%	12%

Over half (56%) of target audience members who were aware of Don't Trash Arizona advertising were unable to name a sponsor for the advertisements.

**Table 21a: Who Sponsors *Don't Trash Arizona* Slogan –
2013 Target vs. Non-Target**
Among those indicating they had heard the slogan

Top perceived sponsors	2013 Non-target n=192	2013 Target n=127	2012 Target n=66
ADOT	5%	18%	9%
State/local government	11%	10%	8%
City of Phoenix	4%	3%	2%
Sanitation department/ department of waste	2%	5%	3%
Maricopa Association of Governments	3%	2%	-
Don't know	71%	56%	70%

Q27: [If mentioned in Q23, or 'yes' in Q24 or Q25] Who sponsors the *Don't Trash Arizona* advertisements?

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

**Table 21b: Who Sponsors *Don't Trash Arizona* Slogan –
2013 Target by Methodology**
Among those indicating they had heard the slogan

Top perceived sponsors	2013 Target n=127	Phone n=94	Web n=33
ADOT	18%	13%	33%
State/local government	10%	6%	21%
City of Phoenix	3%	3%	3%
Sanitation department/ department of waste	5%	5%	3%
Maricopa Association of Governments	2%	2%	-
Don't know	56%	62%	39%

D. Awareness of Litter Resources

Approximately one in ten (12%) members of the target audience reported familiarity with the litter hotline, while 17% reported familiarity with the www.donttrasharizona.com website.

In 2013, members of the target audience were more likely than non-target audience members to report awareness of the website (17% vs. 6%) and website awareness was also higher compared to 2012 (11%).

Table 22a: Awareness of Litter Resources – Target vs. Non-Target

Aided awareness	2013 Non-target n=385	2013 Target n=200	2012 Target n=100
<i>Litter Hotline, 1-877-3-Litter</i>			
Yes	10%	12%	10%
No	89%	87%	90%
Don't know / No answer	2%	1%	-
<i>www.donttrasharizona.com</i>			
Yes	6%	17%	11%
No	92%	81%	89%
Don't know / No answer	2%	2%	-

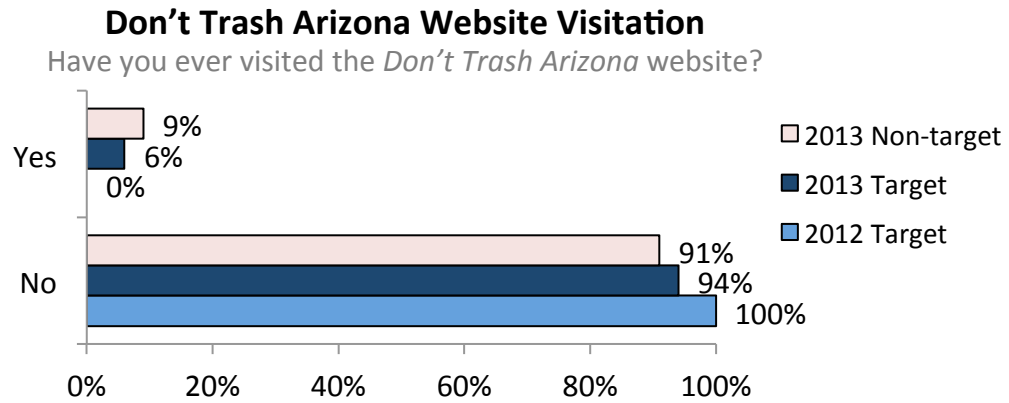
Q28: Have you heard of www.DontTrashArizona.com?

Q30: Have you heard about the Litter Hotline, 1-877-3-Litter, where you can report someone who litters?

Table 22b: Awareness of Litter Resources – 2013 Target by Methodology

Aided awareness	2013 Target n=200	Phone n=153	Web n=47
<i>Litter Hotline, 1-877-3-Litter</i>			
Yes	12%	12%	9%
No	87%	87%	87%
Don't know / No answer	1%	1%	4%
<i>www.donttrasharizona.com</i>			
Yes	17%	15%	21%
No	81%	83%	75%
Don't know / No answer	2%	2%	4%

Only 6% of target audience members who were aware of the website, or n=2, reported they have actually visited the website. Note: caution in making comparisons or assumptions is encouraged due to small sample sizes.



Among those aware of website: 2013 non-target total: n=23; 2013 target total: n=33; 2012 target total: n=11

Q29: [If 'yes' in Q28] Have you ever visited the "Don't Trash Arizona Website"?

Table 23: Don't Trash Arizona Website Visitation – 2013 Target by Methodology

Visitation	2013 Target n=200	Phone n=153	Web n=47
Yes	6%	4%	10%
No	94%	96%	90%

E. Likelihood to Report Littering

Approximately half (49%) of target audience members surveyed reported they would be “very likely” or “somewhat likely” to report someone littering. An equal amount, however, reported they would be “not very likely” or “not at all likely” to report someone littering.

In the general population survey, it was observed that members of the target audience were less likely to report being “very likely” to report someone for littering than other residents. The supplemental survey supports this finding, with just 13% of males ages 18 to 34 reporting they would be “very likely.”

Conversely, in 2013, members of the target audience were more likely than non-target audience members to say they would be either “not very likely” or “not at all likely” to report someone for littering (48% vs. 33%).

Table 24a: Likelihood to Report Littering – Target vs. Non-Target

Likelihood	2013 Non-target n=385	2013 Target n=200	2012 Target n=100
NET likely (Very + somewhat)	64%	49%	46%
Very likely	31%	13%	11%
Somewhat likely	33%	36%	35%
Not very likely	22%	32%	34%
Not at all likely	11%	16%	18%
Don't know	3%	3%	2%

Q31: If you were to see someone litter, how likely are you to report this behavior to the litter Hotline or the website in the future?

Table 24b: Likelihood to Report Littering – 2013 Target by Methodology

Likelihood	2013 Target n=200	Phone n=153	Web n=47
NET likely (Very + somewhat)	49%	47%	53%
Very likely	13%	10%	19%
Somewhat likely	36%	37%	34%
Not very likely	32%	33%	30%
Not at all likely	16%	18%	11%
Don't know	3%	2%	6%

F. Additional Litter Resources

The most commonly preferred method of gathering information about litter/littering mentioned by target audience members was the Internet (mentioned by 62%). In the general population survey, members of the target audience were more likely than other residents to mention the Don't Trash Arizona website. The supplemental survey appears to support this finding.

Table 25a: Source for Litter/Littering Information – 2013 Target vs. Non-Target

Top sources mentioned	2013 Non-target n=385	2013 Target n=200	2012 Target n=100
Internet	49%	62%	46%
Don't Trash AZ website	13%	27%	26%
ADOT/highway dept.	3%	7%	1%
Litter hotline	3%	6%	6%
The "city"	7%	4%	5%
Waste Management/ garbage company	2%	4%	1%
Police/ highway patrol/DPS	3%	2%	3%
I wouldn't need that information/ wouldn't contact anyone	1%	2%	2%
The state/governor	2%	1%	2%
Phonebook/ yellow pages	-	1%	1%
Don't know	16%	6%	13%

Q32: *If you wanted to find out more information about litter or littering, where would you go or who would you contact to find that information?*

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys.

For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 25b: Source for Litter/Littering Information – 2013 Target by Methodology

Top sources mentioned	2013 Target n=200	Phone n=153	Web n=47
Internet	62%	60%	68%
Don't Trash AZ website	27%	25%	34%
ADOT/highway dept.	7%	4%	17%
Litter hotline	6%	3%	15%
The "city"	4%	1%	15%
Waste Management/ garbage company	4%	1%	15%
Police/ highway patrol/DPS	2%	2%	2%
I wouldn't need that information/ wouldn't contact anyone	2%	1%	2%
The state/governor	1%	1%	2%
Phonebook/ yellow pages	1%	-	4%
Don't know	6%	7%	4%

G. Communication Preferences

When asked about communication preferences, members of the target audience most often mentioned using Facebook (mentioned by 48%), followed by text messages from a mobile device (36%), and e-mail via a mobile device (33%).

In the general population survey, males ages 18 to 34 were more likely than other residents to mention Facebook and Twitter. The supplemental survey appears to support these findings.

Table 26a: Electronic Communications Preferences – Target vs. Non-Target

Top communication preferences mentioned	2013 Non-target n=385	2013 Target n=200	2012 Target n=100
Facebook	33%	48%	56%
Text Messages using a cell phone or handheld device	17%	36%	15%
E-mail using a cell phone or handheld device	31%	33%	22%
Google/AOL/Yahoo/etc.	23%	26%	34%
Website	17%	16%	37%
Myspace	1%	15%	-
Twitter	3%	14%	13%
E-mail using computer	6%	5%	9%
Phone (unspecified)	11%	4%	6%
Nothing	13%	4%	4%
Internet	5%	2%	2%
Reddit	-	2%	-

Q33: *People use many different resources to communicate and stay in touch with others. What applications or websites do you use to gather information or communicate with others?*

Note: Data-to-data statistical comparisons of the 2013 target subgroup to other populations are not appropriate, due to question format differences between the telephone and web surveys. For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

**Table 26b: Electronic Communications Preferences –
2013 Target by Methodology**

Top communication preferences mentioned	2013 Target n=200	Phone n=153	Web n=47
Facebook	48%	57%	21%
Text Messages using a cell phone or handheld device	36%	20%	85%
E-mail using a cell phone or handheld device	33%	20%	74%
Google/AOL/Yahoo/etc.	26%	33%	4%
Website	16%	16%	17%
Myspace	15%	-	64%
Twitter	14%	18%	2%
E-mail using computer	5%	6%	-
Phone (unspecified)	4%	6%	-
Nothing	4%	6%	-
Internet	2%	3%	-
Reddit	2%	3%	-

V. PROFILES OF LITTERERS

Male residents ages 18 to 34 were segmented into three categories based on their reported littering behavior. **“Admitted litterers”** are defined as those who specifically mentioned items that they recall littering (62% of the target audience). **“Accidental litterers”** are defined as residents who indicated that they had never littered themselves, but reported being in a vehicle when littering occurred (30% of the target audience). **“Non-litterers”** are those who indicated they had never littered themselves and also indicated they had never experienced other littering situations (8% of the target audience).

The majority (62%) of the target audience members in 2013 were categorized as “admitted litterers.” Only 8% reported they have never littered or experienced other littering situations.

In the general population survey, it was observed that members of the target audience were more likely than other residents to be “admitted litterers.” The supplemental survey appears to support this finding.

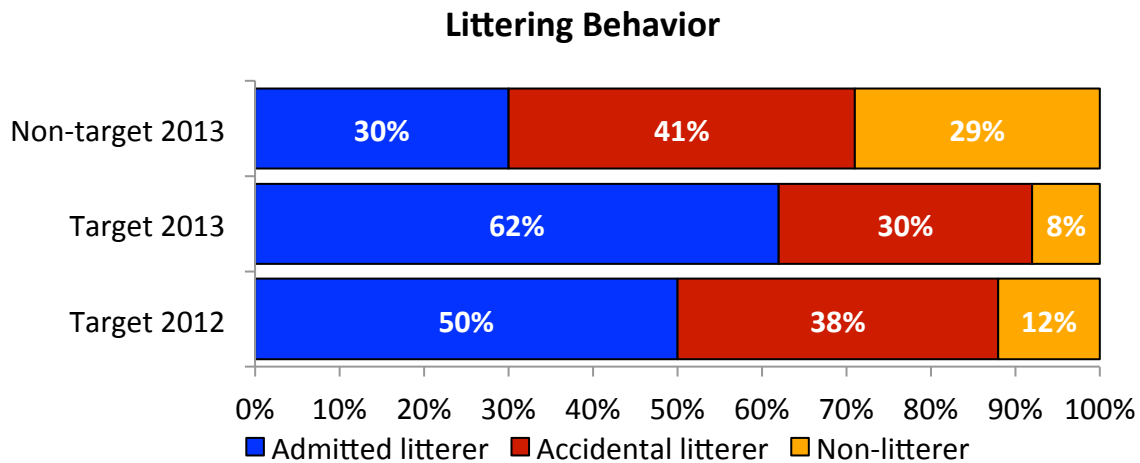


Table 27: Littering Behavior – 2013 Target by Methodology

Likelihood	2013 Target n=200	Phone n=153	Web n=47
Admitted litterer	62%	65%	49%
Accidental litterer	30%	28%	38%
Non-litterer	8%	7%	13%

APPENDIX A

PHONE QUESTIONNAIRE

Client: Maricopa Association of Governments
Subject: Litter Survey 2013
Date: July 2013

Introduction

Hello, my name is _____, and I am calling from WestGroup Research an independent research company. We are conducting a brief survey on the topic of litter and would appreciate your input. All information given will remain confidential. No sales calls will result from this interview.

1. First, are you or is any member of your family currently employed in any of the following...? READ LIST; IF YES TO ANY: THANK AND TERMINATE
 - a. Advertising or marketing research
 - b. Arizona Department of Transportation
 - c. Maricopa Association of Governments
 - d. A professional waste collection or recycling company
 - e. The waste management industry

2. Please tell me which of the following age categories includes your age? Please stop me when I read the correct category. READ LIST; ALLOW ONLY ONE RESPONSE
 - a. Under 18 TERMINATE
 - b. 18 to 34
 - c. 35 to 54
 - d. 55+
 - e. Refused TERMINATE

3. *If "Under 18" or "Refused," continue with:* May I please speak to someone in the household who is between the ages of 18 and 65?

4. Do you live in Maricopa County? If no, ask to speak to someone who does.

5. RECORD GENDER (DO NOT ASK; RECORD BY OBSERVATION)
 - a. Male
 - b. Female

6. For classification purposes, may I have the Zip Code in which you live?

7. What type of vehicle do you most often drive or ride in..? DO NOT READ LIST
- Sedan
 - Pick-up truck
 - Sports utility vehicle
 - Coupe
 - Van / Minivan
 - Motorcycle
 - Other
 - Don't drive
 - Don't know/Refused

Litter Awareness

Today, I would like to talk to you specifically about the topic of litter. When answering the following questions, please be open and accurate about your opinions and actions. We are trying to understand what people really think about litter. All of your responses will remain confidential.

8. In your opinion, how big of a problem is litter along freeways in Maricopa County? Would you say it is a....
- Big problem
 - Moderate problem
 - Small problem
 - Not a problem at all
 - Don't know / Refused (DO NOT READ)
9. Do you smoke?
- Yes
 - No
 - Don't know / Refused
10. IF YES in Q10: When you are in a vehicle, do you USUALLY dispose of cigarette butts...? READ LIST – ONE RESPONSE ONLY
- By using an ashtray inside the vehicle
 - By using something else you have inside the vehicle
 - By throwing it out the window
 - Or does it vary
 - DO NOT READ: Other means of disposal
 - Do not smoke in car (added)
 - Don't know / Refused (DO NOT READ)

11. I am going to read you a few statements pertaining to your litter awareness. For each of the following statements, please respond by telling me if this is something you "Have experienced within the past 3 months," "Have experienced over 3 months ago," or "Have never experienced."
- a. You noticed that some trash fell out of a pick-up or other vehicle you were driving or riding in.
 - b. Someone in a vehicle you were in threw out trash in an area that already had lots of litter
 - c. Someone in a vehicle you were in threw out trash in an area that did not have any litter
 - d. Someone in a vehicle you were in threw out a can, bottle, or other litter out onto the side of the road.
 - e. You had problems with a vehicle and left debris like a tire, part of a tire, or other stuff on the roadside
 - f. Rather than keep a beverage container in the car, you, or someone in a vehicle you were in, threw out a can or bottle.
 - g. You threw out a small item from your vehicle, like a candy wrapper, scrap paper or something like that.
 - h. You or someone you were with got a ticket or warning for littering.
 - i. Rather than keep a cigarette butt in the car, you or someone in the vehicle you were in threw the cigarette butt out the window.

Littering Behavior

12. Can you think of items that you yourself might have discarded as litter (by litter we mean items that you did not put in a trash receptacle) in the past year? MULTIPLE RESPONSES ALLOW UP TO THREE. DO NOT READ LIST.
- a. Small pieces of paper (receipts, lottery tickets, gum wrappers)
 - b. Cigarette butts
 - c. Other food wrappers (chip bags/candy)
 - d. Food / organic material, raw food
 - e. Other
 - f. Have not littered in past year – TRUCK DRIVERS SKIP TO Q15, ALL OTHERS SKIP TO: Q17
 - g. Don't know

13. To the best of your knowledge, what were the general circumstances in terms of where and what you were doing when you discard litter? PROBE: Any other circumstances? DO NOT READ. MULTIPLE RESPONSES ALLOWED UP TO THREE.
- Driving / riding in / traveling in vehicle
 - Walking outside
 - Opened door and it flew out / flew out of window / flew out of cab
 - No trash can around (not while in car)
 - Cleaning out car
 - In parking lot
 - Just threw it out / got rid of it anywhere I could
 - Other
 - Don't know/Can't remember / don't recall
14. Why do you litter WHEN DRIVING? (*Do **not** read list, mark all that apply*)
- I'm lazy
 - It's easy
 - No trash receptacles are convenient
 - Cigarettes stink up car, easier to throw out window
 - Only litter food scraps – they are biodegradable
 - I don't care
 - I don't consider throwing out gum, small wrappers, cig butts litter
 - It was an accident/unintentional
 - I don't want to keep it in my car
 - I don't litter when driving
 - Other _____
 - Dk/Refused
15. TRUCK DRIVERS ONLY: What types of items do you ever put into your truck bed that you consider to be litter or trash? PROBE: What else? MULTIPLE RESPONSES ALLOW UP TO THREE. DO NOT READ LIST.
- Soda cans and soda bottles
 - Water cans and water bottles
 - Small pieces of paper (receipts, lottery tickets, gum wrappers)
 - Plastic bags / other plastic
 - Cigarette butts
 - Construction debris
 - Cardboard
 - Food / organic material, raw food
 - Lawn debris
 - Trash / no biodegradable stuff (unspecified)
 - Paper / newspaper / Kleenex / mail
 - Other
 - Don't know
 - Nothing

16. TRUCK DRIVERS ONLY: When putting items into the bed of your truck, how often, on average, do you secure your load (either with ties, bungees, a tarp, etc)?
- Always
 - Most of the time
 - Only sometimes
 - Rarely
 - Never
 - DK/Refused
 - If never – WHY NOT?

ASK ALL:

17. How often do you drive or ride in a vehicle that transports items that are not carried within the vehicle or trunk, such as hauling items in an open-air trailer or strapped to a luggage rack or trunk?
- Daily
 - At least once a week
 - 1-2 times a Month
 - A few times a year
 - Never
- SKIP TO Q19

18. *(If selected a, b, c, d on question 17)* On average, how often do you secure the load that you are hauling (either with ties, bungees, a tarp, etc)?
- Always
 - Sometimes
 - Never

18a: If sometimes or never – Why don't you secure your loads all of the time?

19. Do you have a litter bag or trash can in your vehicle?
- Yes
 - No
 - Don't know / Refused
20. IF NO IN Q19: Would you consider keeping a litter bag or trash can in your vehicle?
- Yes
 - No
 - Don't know / Refused

Litter Campaign Awareness

21. In the past three months, have you seen, heard or read any advertisements related to litter or littering?
- Yes
 - No
 - Don't know / Refused

22. IF YES in Q21: What specifically do you remember about the ads related to litter or littering?
23. IF YES IN Q21: What was the main slogan used in the ads? DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED.
- a. Don't Trash Arizona
 - b. No cups cans or butts
 - c. Keep Arizona Beautiful
 - d. Do not litter
 - e. You will be fined
 - f. Littering is unlawful
 - g. Go green
 - h. Grow up. Don't Litter
 - i. Adopt a highway
 - j. It is your environment
 - k. Keep our freeways clean
 - l. None
 - m. Other _____
 - n. Don't know / Refused
24. IF NOT MENTIONED IN Q23 "a": Have you seen or heard the slogan, "Don't Trash Arizona?"
- a. Yes
 - b. No
 - c. Don't know / Refused
25. IF NOT MENTIONED IN Q23 "b": Have you seen or heard the slogan, "No cups, cans or butts! Don't Trash Arizona?"
- a. Yes
 - b. No
 - c. Don't know / Refused
26. IF mentioned in Q23a or Q23b or YES IN Q24 or Q25: Where have you seen, heard or read the slogans, "Don't Trash Arizona" or "No cups, cans or butts: Don't Trash Arizona?" PROBE: Where else? DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED.
- a. Television
 - b. Radio
 - c. Billboards
 - d. Convenience stores
 - e. Mobile advertising truck
 - f. Movie theaters
 - g. Events around the valley/materials given away at events
 - h. Street or highway signs
 - i. Newspaper
 - j. Online
 - k. Other
 - l. Don't know / Refused
27. IF mentioned in Q23a or Q23b or YES IN Q24 or Q25: Who sponsors the "Don't Trash Arizona" advertisements? DO NOT READ LIST. ONE RESPONSE ONLY.

- a. State / Local Government
 - b. Arizona Department of Transportation
 - c. Sanitation department
 - d. City of Phoenix
 - e. Maricopa Association of Governments
 - f. Other
 - g. Don't know / Refused
28. Have you heard of www.DontTrashArizona.com?
- a. Yes
 - b. No
 - c. Not sure/DK
29. If YES IN Q28 "a": Have you ever visited the "Don't Trash Arizona Website"?
- a. Yes
 - b. No
 - c. Don't know
- 28a. IF YES: What were you looking for when you went to the Don't Trash Arizona website?
30. Have you heard about the Litter Hotline, 1-877-3-Litter, where you can report someone who litters? NOTE: QUESTION MOVED WITHIN SURVEY
- a. Yes
 - b. No
 - c. Don't know / Refused
31. If you were to see someone litter, how likely are you to report this behavior to the Litter Hotline or the Web site in the future?
- a. Very likely
 - b. Somewhat likely
 - c. Not very likely
 - d. Not at all likely
 - e. Don't know / Refused (DO NOT READ)

32. If you wanted to find out more information about litter or littering, where would you go or who would you contact to find that information? DO NOT READ LIST, SELECT ALL THAT APPLY.
- Don't Trash AZ website
 - Internet
 - Litter hotline
 - The "city"
 - I wouldn't need that information/wouldn't contact anyone
 - ADOT/highway dept.
 - Police/ highway patrol/DPS
 - Phonebook/ yellow pages
 - Waste Management/ garbage company
 - That state/governor
 - Other
 - Don't know/refused
33. People use many different resources to communicate and stay in touch with others. What applications or web sites do you use to gather information or communicate with others? DO NOT READ LIST MULTIPLE RESPONSES ALLOWED
- Nothing
 - Text messages using a cell phone or handheld device
 - e-mail using a cell phone or hand held device
 - MySpace web page
 - FaceBook web page
 - Using Twitter (also known as "tweeting")
 - Website: Specify _____
 - Other: Specify _____

Demographics

Now I have a few final questions that are for classification purposes only.

D1. What is your present marital status? (ASK AS OPEN END; ACCEPT ONE MENTION)

- Single
- Married
- Divorced
- Separated
- Widowed
- Don't know
- Refused/NA

D2. What was the last year of education you have completed?

- a. Grammar school (8 years or less)
- b. Some high school (9-11 years)
- c. Graduated high school (12 years)
- d. Some post-high school training/some college
- e. Graduated from four-year college (B.A./B.S.)
- f. Graduate Degree
- g. Don't Know
- h. Refused

D3. Are you employed full-time, employed part-time, retired, a housewife, a student or unemployed?

- a. Full-time
- b. Part-time
- c. Retired
- d. Housewife
- e. Student
- f. Unemployed
- g. Refused/NA

D4. Which of the following best classifies your profession? Read List

- a. White collar/management
- b. Blue collar
- c. Trade profession
- d. Professional (medical/legal)
- e. Educational
- f. Clerical/administrative
- g. Sales
- h. Self-employed
- i. Other (SPECIFY)
- j. Don't know

D5. How would you describe your ethnic heritage? Would you say you are... (READ CODES 1-5; ACCEPT ONE MENTION)

- a. White
- b. African-American
- c. Hispanic
- d. Asian, or
- e. Something Else [SPECIFY]:
- f. Native American
- g. Refused

D6. Thinking about your personal language use including in home and away from home, would you say you speak...? READ LIST; ALLOW ONLY ONE RESPONSE)

- a. English Only
- b. Only Spanish
- c. Mostly Spanish, but also some English
- d. Equally in Spanish and English
- e. Mostly English, but also some Spanish
- f. English plus some other language
- g. Don't know/refused

D7. Was your annual household income before taxes last year: Read List

- a. Less than \$10,000
- b. \$10,000 to less than \$20,000
- c. \$20,000 to less than \$30,000
- d. \$30,000 to less than \$40,000
- e. \$40,000 to less than \$50,000
- f. \$50,000 to less than \$60,000
- g. \$60,000 to less than \$75,000
- h. \$75,000 to less than \$100,000
- i. More than \$100,000
- j. No answer

Thank you very much – those are all my questions.