



DON'T TRASH ARIZONA

LITTER EVALUATION SURVEY

September, 2013
Prepared for:



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STUDY OVERVIEW

In August 2006, the Maricopa Association of Governments (MAG) launched a litter prevention and education program known as *Don't Trash Arizona!* The purpose of the program is to reduce litter on the regional freeway system by developing a strategy to increase public awareness and change behavior. The scope of work for the program additionally mandated that an evaluative process be included to measure the success of the program.

First, “secondary” research was conducted to review existing litter campaigns, not only in other regions and states, but globally. This was accomplished through online research and targeted interviews with managers of litter campaigns in other states.

The secondary research found that litterers were predominately single males, aged 18 to 24—with a secondary tier of litterers aged 25 to 34. They tend to be smokers, eat/buy fast food two times per week or more, frequent bars and nightclubs, and drive pickup trucks. According to the Transportation Research Board, 55 percent of littering is deliberate, while 45 percent occurs “accidentally” when items blow or fall off vehicles. Littering most often takes place when drivers are alone, and many reported that they did not consider small items like cigarettes and candy wrappers to be litter.

Following the secondary research, a benchmark survey was conducted in December 2006 to determine initial attitudes and awareness of litter issues in Arizona and to evaluate littering behavior.

A follow-up, evaluative survey was then conducted in July 2008, at the end of the first two years of the campaign, to determine if any changes in awareness, attitudes or behavior were realized. Annual surveys have been conducted in subsequent years, focusing on Maricopa County residents. Follow up studies have been conducted in August 2008, August 2009, August 2010, August 2011, August 2012, and August 2013.

Communication strategies are developed each year based on the survey results. These strategies primarily target the 18 to 24 male demographic, with a secondary demographic of male residents aged 25 to 34. Messages targeted toward both accidental and deliberate littering are included, and a variety of strategies and tactics are employed utilizing public relations, paid advertising, special events, school outreach, distribution of informational materials and the development of value-added partnerships. The survey includes questions to help evaluate the effectiveness of various tactics and campaign messaging, so that outreach efforts can be refined each year for best results.

In 2013, the Maricopa Association of Governments (MAG), through Olson Communications, commissioned WestGroup Research of Phoenix to conduct a telephone study with residents aged 18 and older living in Maricopa County. Results are based on 451 fifteen-minute telephone interviews with Maricopa County residents. The margin of error for the survey is approximately $\pm 4.7\%$ at a 95% confidence level. This year, however, the main study is supplemented with an additional analysis focusing specifically on the target demographic of male residents aged 18 to 34, which includes an oversample of those residents. A summary of the information from this supplemental analysis is included as an attachment to this report.

KEY FINDINGS AND RECOMMENDATIONS

- The study once again clearly shows that an anti-littering campaign should target the population subgroup of males between the ages of 18 and 34. This subgroup consistently stands out from all other residents as being less concerned about littering, along with demonstrating a higher exposure to littering behaviors:
 - They are more likely than all other residents to indicate they have experienced all of the littering scenarios presented in the past 3 months or past year.
 - They are less likely than all other residents to indicate they have “not littered in the past year.”
 - They are less likely to have a trash receptacle in their vehicles.
 - The majority of residents in this subgroup fall into the category of “admitted litterers.”

- A comparison of the data from the target subgroup oversample data to all non-target residents from the general population survey reveals several statistically significant indications that the current campaign is reaching the intended subpopulation of males aged 18 to 34:
 - More likely to have seen/heard anti-litter advertising.
 - More likely to have heard *Don't Trash Arizona* slogan.
 - More likely to have heard “No cups, cans or butts” slogan.
 - More likely to have heard of www.DontTrashAZ.com website.

- In addition, the percentage of males aged 18 to 34 who indicated they believe litter is a “big” problem doubled from 2012 to 2013.

- Unfortunately, there were no notable positive changes in anti-littering behavior, either within the population overall, or among the target subgroup of males aged 18 to 34.

- It seems that it may be time for a shift in the approach to littering in Maricopa County. While the campaign is building awareness about littering as a problem and what constitutes littering, particularly among the worst offenders, it does not appear to be triggering the hoped-for response of environmental responsibility and behavior change.

EXECUTIVE SUMMARY

Results for the 2013 Litter Evaluation Survey are based on 451 fifteen-minute telephone interviews with Maricopa County residents. The margin of error for the survey is approximately +4.7% at a 95% confidence level. This year, the survey was again conducted by using a supplemental cell phone database in addition to “land line” telephone calls, due to the number of younger respondents with cell-phone-only access. This report primarily focuses on the general population study results; however, when appropriate and meaningful, the results from the general population study will be linked to the corresponding findings from the supplemental analysis of the target subgroup of males aged 18 to 34.

Below are some key findings of the general population survey.

Driver Characteristics

- In 2013, two in five (40%) residents surveyed indicated driving a 4-door sedan, while 19% reported driving sport utility vehicles and 14% indicated they drive pickup trucks. These figures are statistically similar to 2012.
- Approximately two thirds (64%) of residents surveyed indicated they have a litterbag or can for use in their vehicles, which is consistent with the 66% recorded in 2012. Males aged 18 to 34 are less likely than all other residents to indicate the use of a litterbag (52% vs. 66%).
- Among those who do not currently have a litter bag or can in their vehicles, seven in ten (71%) reported they would consider using one in the future. While not a significant increase from 2012 (64%), this is the highest figure recorded in the last several years.
- Compared to recent years, a comparable proportion (14%) of residents indicated that they smoke.
- Two in five smokers (40%) reported they use an ashtray in their vehicles. While this is a smaller proportion compared to 2012 (51%), it is not a statistically significant decrease.
- Types of litter reportedly deposited by pickup truck drivers into the truck bed were generally consistent with previous years. Pickup truck drivers most commonly reported putting soda cans/bottles (16%), unspecified non-biodegradable trash (11%), and plastic bags or other plastic items (11%) into the bed of the truck.
- Half (50%) of pickup truck drivers indicated they do not discard items into their truck bed, which is consistent with previous years.
- Over three quarters (77%) of pickup truck drivers reported, on average, they always secure items in the back of their pickup truck. While this is statistically similar to the 71% in 2012, it is significantly higher than the 54% recorded in 2011. Truck drivers under the age of 35 were more likely than older truck drivers to report that they always secure their loads (100% vs. 71%; n=10).

- Approximately two thirds (66%) of residents surveyed indicated they never drive in a vehicle that hauls items in an open-air trailer or strapped to a luggage rack, which is consistent with the 64% recorded in 2012. One quarter (24%) claim to do so a few times a year, and 5% report doing so at least weekly. Males aged 18 to 34 were more likely than all other residents to indicate they haul items “a few times a year” (53% vs. 31%).
- The large majority (87%) of residents who mentioned that they ride in a vehicle which transports items in a trailer or luggage rack at least a few times a year indicated they always secure the load they are hauling (similar to the 86% recorded in 2012, and now representing the highest level reported since 2010 (77%).

Litter Awareness and Behavior

- Approximately two thirds (67%) of residents surveyed indicated they believe litter along Maricopa County freeways is a “big” or “moderate” problem, which is consistent with recent years. The percentage of males aged 18 to 34 who indicated that litter is a “big problem” doubled from 11% in 2012 to 22% in 2013.
- The majority (61%) of residents surveyed indicated they have not littered in the past year. While this is statistically similar to the 65% recorded in 2012, it represents the lowest percentage recorded in recent years and it is significantly lower than values recorded in years prior to 2012 (a range of 69% to 74%).
- The target group, male residents aged 18 to 34, was less likely than all other residents to indicate they have not littered in the past year (29% vs. 66%).
- Among those who admit to littering in the past year, types of litter mentioned were generally consistent with 2012 results. Food/organic material (mentioned by 36%), small pieces of paper (31%) and water bottles (10%) were the most commonly mentioned types of litter.
- Over half (52%) of those who indicated they have littered in the past year indicated they did so while driving or riding in a vehicle. This is similar to figures recorded in recent years (a range of 46% to 53%). Male residents aged 18 to 34 were more likely than all other residents to indicate they littered while walking outside (30% vs. 8%).
- The most common reason mentioned for littering when driving continues to be lack of convenient place to discard trash (mentioned by 15%, similar to the 13% recorded in 2012).
- Similar to data from recent years, residents reported the most common littering situation they have experienced in the past three months is trash falling out of a vehicle (25%). The next most common scenario was riding in a vehicle where a beverage container was thrown out the window (13%).
- Male residents aged 18 to 34 were significantly more likely than all other residents to indicate they had experienced the majority of the scenarios within the past three months or at least within the past year.

Campaign Awareness

- Over one quarter (27%) of residents surveyed indicated they had seen advertising related to litter or littering in the past three months, slightly reversing the significant decrease seen between 2011 and 2012 (32% down to 25%).
- Males aged 18 to 34 in the general population study were slightly more likely than all other residents to report seeing or hearing ads about litter (32% vs. 26%). However, this percentage is significantly higher when looking at the data from the total target group oversample (36% vs. 26%).
- Among those who indicated they had seen or heard advertising related to litter in the past 3 months, recalled messages were generally similar to 2012. The most often recalled message was related to “Don’t litter” or “Keep Arizona clean” (mentioned by 29%), followed by “the fines” (16%).
- Slightly less than half (45%) of residents surveyed indicated having seen or heard the slogan, “Don’t Trash Arizona” (aided + unaided). While statistically similar with the 48% recorded in 2012, this is significantly lower than the 52% recorded in 2011. Although not statistically significant, the percentage of males aged 18 to 34 within the general population study who report having seen or heard the slogan was greater than the percentage of all other residents reporting awareness (53% vs. 44%).
- Among those who indicated they had seen or heard litter-related advertising in the past three months, over half (57%) reported they did not recall the main slogan of the advertising. This is consistent with the 55% recorded in 2012.
- The proportion of residents who indicated they have heard the slogan “No cups, cans or butts! Don’t Trash Arizona” remained stable from 2012 (19%). Again, although not statistically significant, a larger proportion of males aged 18 to 34 indicated awareness of this slogan compared to the proportion of all other residents aware of the slogan (23% vs. 18%).
- Residents who were familiar with “Don’t Trash Arizona” or “No cups, cans or butts! Don’t Trash Arizona” reported seeing and/or hearing the slogan from a variety of sources, and the most common sources mentioned were general similar to 2012. Residents mentioned street/highway signs and billboards (25% each), as well as television (19%) and radio (16%).
- Approximately two thirds (68%) of residents who were aware of Don’t Trash Arizona advertising were unable to name a sponsor for the advertisements (consistent with recent years).
- One in ten (10%) residents reported familiarity with the litter hotline. While comparable to the 12% recorded in 2012, it is significantly lower than the 14% recorded in 2009.
- Less than one in ten (7%) residents surveyed reported they were aware of www.donttrasharizona.com. While similar to the figure recorded in 2012 (9%), it is significantly lower than the figures recorded from 2008 to 2011 (11% to 14%).

- Male residents aged 18 to 34 were slightly more likely than all other residents to indicate awareness of the website (11% vs. 6%).
- This year, 10% of residents aware of the website reported they have actually visited the site. While this figure is higher than in recent years (a range of 1% to 7%), due to low sample sizes it is not considered significantly higher.
- Approximately three in ten (28%) residents indicated they would be very likely to report someone littering. This figure has fluctuated only slightly over the past several years (a range of 23% to 27%). Males in the target age group were significantly less likely than all residents to indicate a likelihood to report littering (12% vs. 31%).
- The most common preferred method of gathering information about litter/littering mentioned by residents continues to be the Internet (mentioned by 50%) and 15% indicated they would specifically refer to the Don't Trash AZ website. Males aged 18 to 34 in the general population study were more likely than all other residents to specifically mention the Don't Trash AZ website as a potential source for information about littering (26% vs. 13%).
- When asked about communication preferences, residents most often mentioned using Facebook (mentioned by 36%), e-mail using a mobile device (29%), or Internet resources such as Google/AOL/Yahoo (22%). Mentions of e-mail using a computer dropped significantly compared to 2012 (6%, down from 15%) while mentions of e-mail using a mobile device have increased significantly since 2011 (29%, up from 17%).

Profile of Litterers

- The percentage of admitted litterers in the general population sample continues to increase and it is at the highest point recorded since 2006 (35%, vs. a range of 23% to 33%).
- Those most likely to be admitted litterers are residents under the age of 35 vs. older residents (64% vs. 25%), specifically, male residents aged 18 to 34 vs. all other residents (70% vs. 30%).

I. INTRODUCTION

A. Background and Methodology

The Maricopa Association of Governments (MAG), through Olson Communications, commissioned WestGroup Research of Phoenix to conduct a telephone study with residents aged 18 and older living in Maricopa County. The purpose of the study was to evaluate overall awareness of and attitudes toward litter issues, explore littering behavior, and compare responses to the December 2006 benchmark and subsequent studies, which were conducted August 2008, August 2009, August 2010, August 2011, and August 2012.

For surveys prior to 2011, interviewing was conducted using a Random Digit Dial (RDD) database comprised of “landline” phone numbers from targeted zip codes. In each subsequent year, interviewing was conducted using both a Random Digit Dial (RDD) with landline phone numbers, as well as a supplemental cell phone database. Cell phone sample is necessary both to speak with cell-phone only residents, and to fulfill quotas among younger residents, particularly the target demographic of male residents aged 18 to 34.

To ensure an accurate representation of Maricopa County residents, both age and gender quotas were established.

Age	% of sample
18 to 34 years old	28%
35 to 54 years old	43%
55+ years old	30%
Male	50%
Female	50%

Results are based on 451 fifteen-minute telephone interviews conducted with 225 male and 226 female residents. The margin of error for the survey is approximately +4.7% at the 95% confidence level.

B. Significance Testing and Sub-Group Analysis

Throughout this report, figures in **bold** or underlined appear in certain charts and graphs. This indicates that the number is significantly higher or lower, respectively, at the 95% confidence interval, than the same figure in 2012.

For example, in the table below, the 15% in Column B for Yes means that the percentage of 2013 residents who answered “yes” is significantly lower than the percentage of 2012 residents who gave that same answer.

In yearly tracking charts and tables, the current year’s results are only compared in this manner to the previous year’s results for the same question.

Response	2013 n=451	2012 n=602
Yes	<u>15%</u>	35%

Data was analyzed by the following demographic sub-groups:

- Gender: male, female
- Age: < 35, 35-54, 55+
- Ethnicity: Caucasian, Non-Caucasian
- Education: High school or less, some college, college graduate or more
- Income: annual household incomes of < \$50,000, between \$50,000-\$100,000, and > \$100,000
- Target demographic: males aged 18 to 34 vs. all other residents

NOTE: Throughout the report certain phrases are hyperlinked to the information from the Target Oversample data that is available in Appendix B to provide additional detail. Information with hyperlinks are shown in blue font.

C. Demographics

Per established quotas, the gender composition of the survey was evenly split (50% females and 50% males). Overall, the demographic profile of respondents was very similar to the previous year.

The average age of residents was 44.0 years, which is comparable with the 43.8 recorded in each of the previous two survey waves. Fifty-four percent (54%) of residents surveyed were married and four in five (79%) residents surveyed had at least some college education.

Nearly three quarters (72%) of residents indicated they are of Caucasian ethnicity, while 14% were of Hispanic ethnicity. Nearly three quarters (72%) of residents reported they speak only English in their households.

Average reported household income increased slightly but not significantly to \$62,303 (from \$61,989 in 2012).

Table 1a: Respondent Demographics

Characteristic	2013 n=451 A	2012 n=600 B	2011 n=602	2010 n=601	2009 n=637
Male	50%	50%	50%	50%	50%
Female	50%	50%	50%	50%	50%
Age**					
18 to 34	28%	28%	28%	28%	36%
35 to 54	43%	43%	43%	43%	43%
55+	30%	29%	29%	29%	31%
Average	44.0 yrs	43.8 yrs	43.8 yrs	45.9 yrs	46.3 yrs
Marital Status					
Married	54%	53%	53%	58%	59%
Single	33%	30%	30%	25%	25%
Widowed	4%	5%	6%	7%	7%
Divorced	6%	7%	7%	7%	6%
Separated	2%	2%	1%	--	1%
Refused	1%	3%	3%	3%	2%
Education					
Less than high school	6%	5%	6%	5%	4%
High school graduate	15%	18%	17%	18%	19%
Some college	36%	34%	35%	33%	33%
College graduate	28%	25%	24%	23%	29%
Graduate degree	15%	15%	15%	18%	13%
Ethnicity					
White	72%	68%	72%	71%	76%
Hispanic	14%	16%	12%	14%	13%
African American	5%	4%	4%	5%	2%
Native American	2%	2%	1%	2%	1%
Asian	2%	2%	3%	1%	2%
Other/Refused	5%	9%	8%	7%	6%

**Age categories condensed in 2011.

Bold indicates significantly higher than in 2012 at 95% confidence interval. Underlined indicates significantly lower than in 2012 at 95% confidence interval.

Table 1b: Respondent Demographics

Characteristic	2013 n=451	2012 n=600	2011 n=602	2010 n=601	2009 n=637
Household Income					
<\$10,000	8%	8%	10%	7%	7%
\$10-\$20,000	7%	7%	7%	7%	7%
\$20-\$30,000	8%	7%	8%	8%	6%
\$30-\$40,000	11%	9%	8%	7%	6%
\$40-\$50,000	7%	7%	6%	5%	7%
\$50-\$60,000	8%	4%	7%	6%	6%
\$60-\$75,000	6%	7%	9%	6%	8%
\$75-\$100,000	<u>8%</u>	12%	10%	13%	12%
\$100,000+	22%	18%	16%	18%	20%
Refused	<u>16%</u>	20%	20%	23%	21%
Average	\$62,303	\$61,989	\$58,838	\$63,477	\$66,530
Employment Status					
Full-time	48%	51%	45%	48%	50%
Part-time	10%	8%	10%	7%	9%
Unemployed	9%	10%	12%	13%	8%
Retired	19%	18%	22%	19%	21%
Housespouse	9%	6%	4%	6%	7%
Student	4%	4%	4%	4%	3%
Profession					
White collar/mgmt	21%	23%	23%	23%	32%
Other professional	25%	25%	16%	23%	20%
Blue collar	14%	11%	15%	14%	15%
Education	11%	10%	8%	12%	7%
Trade	9%	8%	10%	10%	6%
Self-employed	11%	7%	6%	5%	8%
Clerical/admin	8%	10%	9%	6%	8%
Language spoken at home					
English only	72%	72%	72%	72%	74%
Spanish only	1%	1%	1%	3%	4%
Mostly Spanish but some English	2%	3%	1%	2%	2%
Equally in both languages	4%	3%	4%	4%	4%
Mostly English but some Spanish	11%	12%	11%	6%	8%
English and other language	9%	7%	8%	9%	7%
Refused	1%	3%	3%	2%	1%

Bold indicates significantly higher than in 2012 at 95% confidence interval. Underlined indicates significantly lower than in 2012 at 95% confidence interval.

II. DRIVER CHARACTERISTICS

A. Driving Habits

In 2013, two in five (40%) residents surveyed indicated they drive a 4-door sedan, while 19% reported driving sport utility vehicles and 14% indicated they drive pickup trucks. These figures are statistically similar to 2012.

Those more likely to drive sedans include:

- Residents aged 55 and older vs. younger residents (48% vs. 36%)

Those more likely to drive SUVs include:

- Caucasian residents vs. residents of other ethnicity (21% vs. 13%)
- Residents with at least some college education vs. residents with less education (21% vs. 10%)
- Residents with annual household incomes of at least \$100,000 vs. residents with lower annual household incomes (27% vs. 15%)
- All other residents besides males aged 18 to 34 (20% vs. 11%)

Those more likely to drive pickup trucks include:

- Male residents vs. female residents (20% vs. 9%)
- Residents with a high school education or less vs. residents with higher education (24% vs. 12%)
- Residents aged 35 to 54 vs. younger and older residents (20% vs. 10% and 11%, respectively)

Table 2: Type of Vehicle

Top vehicle responses	2013 n=451	2012 n=600	2011 n=602	2010 n=601	2009 n=637
Sedan (4-door)	40%	44%	36%	42%	39%
Pickup truck	14%	16%	13%	16%	16%
Sports utility	19%	14%	18%	19%	20%
Van/mini-van	8%	7%	7%	7%	11%
Coupe (2-door)	8%	7%	4%	7%	7%
Don't drive	6%	5%	7%	6%	5%
Station wagon	1%	2%	--	--	--
Car (unspecified)	1%	1%	10%	--	--
Motorcycle	1%	1%	1%	1%	1%
Don't know/ refused	1%	1%	2%	1%	--

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

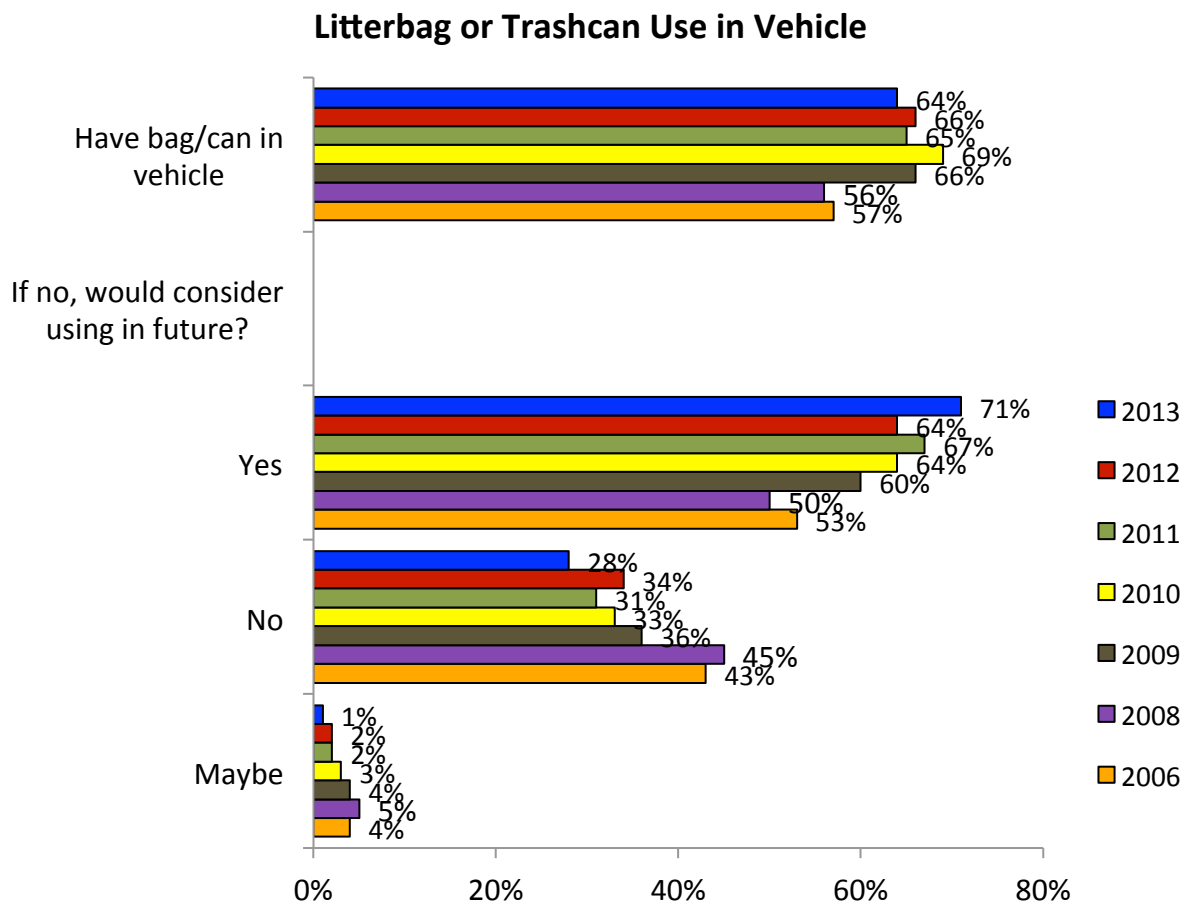
Note: Question wording modified in 2011 to an open-ended question instead of a list that was read to residents.

B. Litterbag Use

Approximately two-thirds (64%) of residents surveyed indicated they have a litterbag or can for use in their vehicles, which is consistent with the 66% recorded in 2012. Those more likely to say “yes” include:

- Female residents vs. male residents (69% vs. 59%)
- [All other residents vs. male residents aged 18 to 34 \(66% vs. 52%\)](#)

Among those who do not currently have a litter bag or can in their vehicles, seven in ten (71%) reported they would consider using one in the future. While not a significant increase from 2012 (64%), this is the highest figure recorded in the last several years. Residents younger than 55 were more likely than residents aged 55 and older to say “yes” (76% vs. 57%).



2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748

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?

C. Smokers

Compared to previous recent years, a comparable proportion (14%) of residents reported they smoke. Residents more likely to indicate that they smoke include:

- Caucasian residents vs. residents of other ethnicity (16% vs. 9%)
- Residents without a college degree vs. residents with a college degree or even higher education (20% vs. 7%)
- Residents with annual household incomes of less than \$50,000 vs. those with higher annual household incomes (20% vs. 12%)

Two in five (40%) smokers reported they use an ashtray in their vehicles. While this is a smaller proportion compared to 2012 (51%), it is not a statistically significant decrease. One quarter (25%) of smokers indicated they do not smoke in the car at all.

Table 3: Smoking Habits and Disposing of Cigarette Butts
Among those indicating they smoke

Response	2013 n=451	2012 n=600	2011 n=602	2010 n=601	2009 n=637
Smoker	14%	14%	17%	18%	15%
	<i>n=65</i>	<i>n=83</i>	<i>n=101</i>	<i>n=105</i>	<i>n=97</i>
Ashtray in vehicle.	40%	51%	43%	53%	49%
Something else in vehicle.	18%	18%	10%	13%	19%
Don't smoke in the car.	25%	16%	2%	7%	13%
It varies.	11%	12%	7%	9%	9%
Throwing out window.	6%	4%	13%	5%	7%
Don't know/refused.	--	--	25%	12%	3%

Q9: Do you smoke?

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

Note: Prior to 2012, "Don't smoke in the car" was not a pre-coded response category.

D. Truck Drivers

As noted earlier, a comparable proportion (14%) of residents surveyed reported they drive a pickup truck, compared to recent years.

Those more likely to report driving pickup trucks include:

- Male residents vs. female residents (20% vs. 9%).
- Residents with a high school education or less vs. residents with higher education (24% vs. 12%).
- Residents aged 35 to 54 vs. younger and older residents (20% vs. 10% and 11%, respectively).

Table 4: Pickup Truck Drivers

Response	2013 n=451	2012 n=600	2011 n=602	2010 n=601	2009 n=637
Drive pickup truck	14%	16%	13%	16%	16%

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

Types of litter reportedly deposited by pickup truck drivers into the bed of the truck were generally consistent with mentions from previous years. Pickup truck drivers most commonly reported discarding soda cans/bottles (16%), unspecified non-biodegradable trash (11%), and plastic bags or other plastic items (11%) into the truck bed. A breakdown of the most common types of litter discarded is below in Table 5.

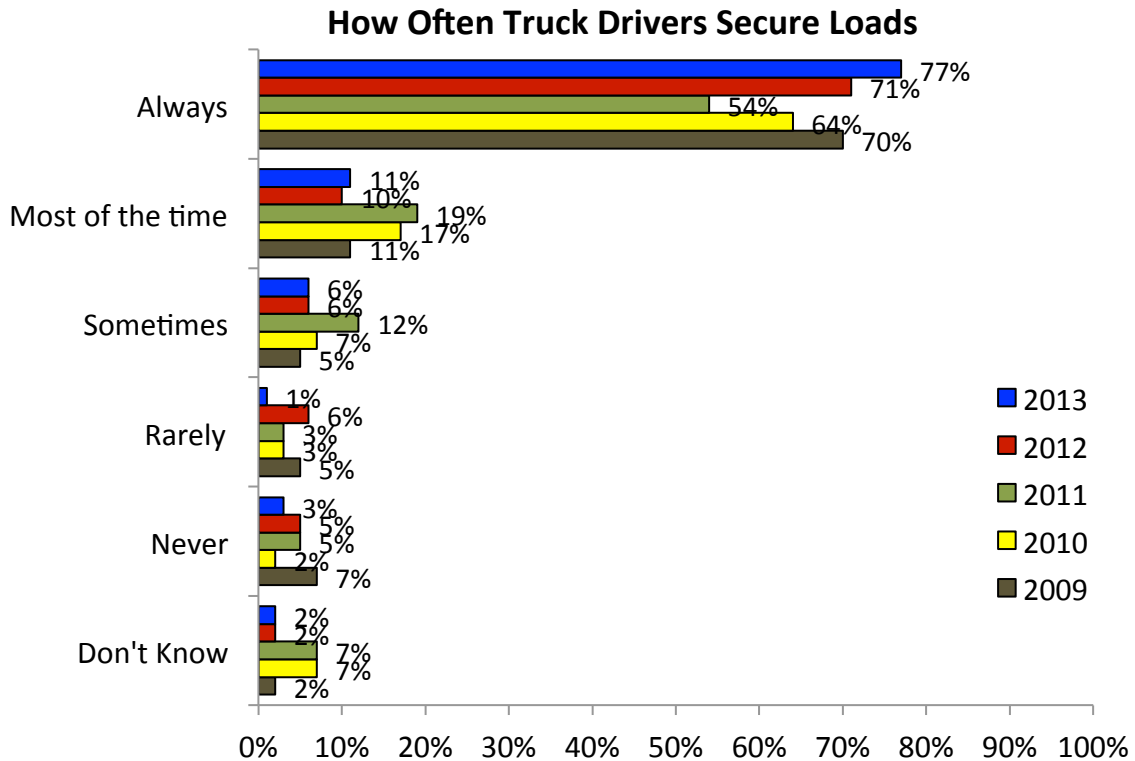
Half (50%) of pickup truck drivers indicated they do not discard items into their truck bed, which is consistent with previous years.

Table 5: Litter via Truck Bed – Total Responses
Among those who indicate they drive a truck

Top items reported	2013 n=64	2012 n=86	2011 n=59	2010 n=94	2009 n=97
Nothing	50%	52%	44%	48%	44%
Soda cans/bottles	16%	17%	17%	10%	10%
Trash/non biodegradable (unspecified)	11%	6%	10%	5%	7%
Plastic bags/other plastic	11%	4%	8%	3%	5%
Lawn debris	9%	11%	14%	7%	11%
Small pieces of paper	9%	6%	5%	5%	--
Water cans/bottles	6%	5%	7%	8%	3%
Cardboard	6%	1%	2%	2%	3%
Furniture	5%	--	2%	--	--
Construction debris	3%	6%	5%	3%	4%
Cups (Styrofoam, plastic, paper)	3%	--	2%	--	5%
Cigarette packs/butts	2%	1%	2%	--	--
Food/organic material	2%	1%	--	2%	5%
Beer cans/bottles	2%	--	2%	1%	4%
Fast food wrappers	2%	--	2%	1%	1%
Glass	2%	--	--	--	--
Paper/ newspaper/ napkins	--	5%	5%	2%	--
Everything/anything/ all of it	--	1%	2%	--	--
Tires	--	1%	--	--	--
Wood/toothpick	--	1%	--	--	--
Car parts/ batteries	--	--	--	1%	--
Other food wrappers	--	--	2%	1%	1%
Appliances	--	--	2%	--	--
Aluminum cans	--	--	2%	--	--
Don't know	2%	1%	2%	3%	5%

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

Over three quarters (77%) of pickup truck drivers reported, on average, they always secure items in the back of their pickup truck. While this is statistically similar to the 71% in 2012, it is significantly higher than the 54% recorded in 2011). Truck drivers under the age of 35 were more likely than older truck drivers to report that they always secure their loads (100% vs. 71%).



Truck Drivers: 2013 n=64; 2012 n=86; 2011 n=54; 2010 n=94; 2009 n=97

Table 6: How often Truck Drivers Secure Loads

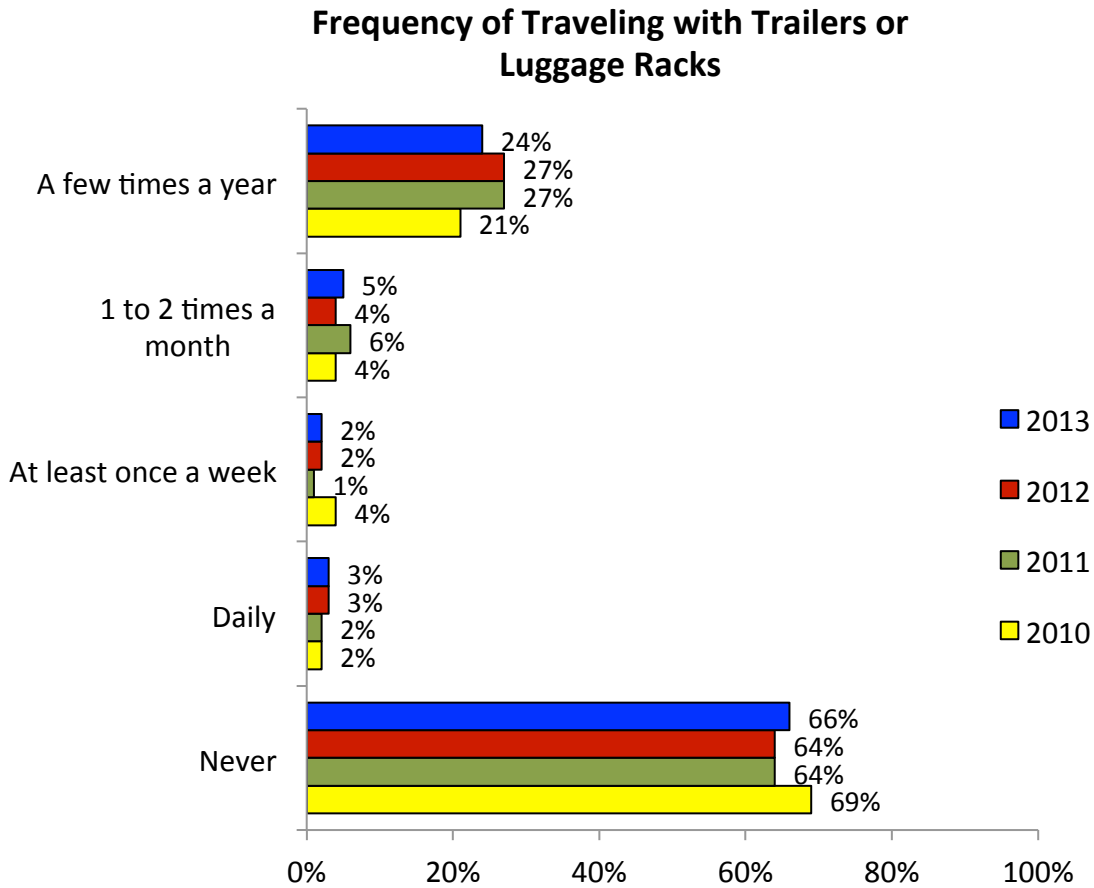
Frequency	2013 n=64	2012 n=86	2011 n=54	2010 n=94	2009 n=97
NET likely (Always + Most)	88%	81%	73%	81%	81%
Always	77%	71%	54%	64%	70%
Most of the time	11%	10%	19%	17%	11%
Sometimes	6%	6%	12%	7%	5%
Rarely	1%	6%	3%	3%	5%
Never	3%	5%	5%	2%	7%
Don't know	2%	2%	7%	7%	2%

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.)?

Note: Question added in 2009

Approximately two thirds (66%) of residents surveyed indicated they never drive in a vehicle that hauls items in an open-air trailer or strapped to a luggage rack, which is consistent with the 64% recorded in 2012. One quarter (24%) claim to do so a few times a year, and 5% report doing so at least weekly.

The target demographic, male residents aged 18 to 34, were more likely than all other residents to indicate traveling with trailers or luggage racks at least a few times a year (53% vs. 31%).



2013 n=451; 2012 n=600; 2011 n=602; 2010 n=587

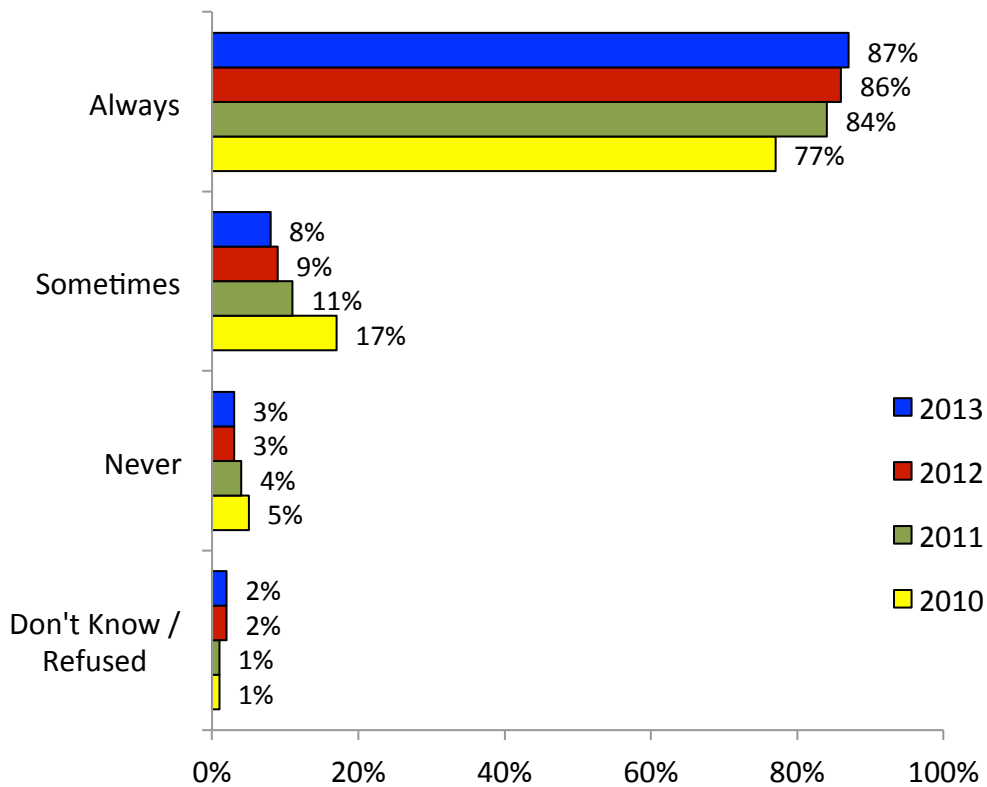
Q17: How often do you drive or ride in a vehicle that transports items that are not carried within the vehicle or trunk, such as hauling items in an open-air trailer or strapped to a luggage rack or trunk?

Note: Question added in 2010

The vast majority (87%) of residents who mentioned that they ride in a vehicle that transports items in a trailer or luggage rack at least a few times a year indicated they always secure the load they are hauling (similar to the 86% recorded in 2012, and now representing a peak since 2010).

Consistent with previous years, among drivers who mentioned they rarely or never secure their loads, the top reason mentioned for not securing loads was the item(s) is heavy enough not to fly out (mentioned by 29%).

How Often Those with Trailers or Luggage Racks Secure Loads



Open-air trailer/luggage rack users: 2013 n=155; 2012 n=218; 2011 n=219; 2010 n=184

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.?)

Note: Data is not completely comparable from 2010 to 2011/2012 – in 2010, users were offered 'sometimes' and 'most of the time', which for comparison purposes were combined as 'sometimes' on the chart above. Likewise, in 2010, users were offered 'rarely' and 'never', which for comparison purposes were combined as 'never' on the chart above.

III. LITTER AWARENESS AND BEHAVIOR

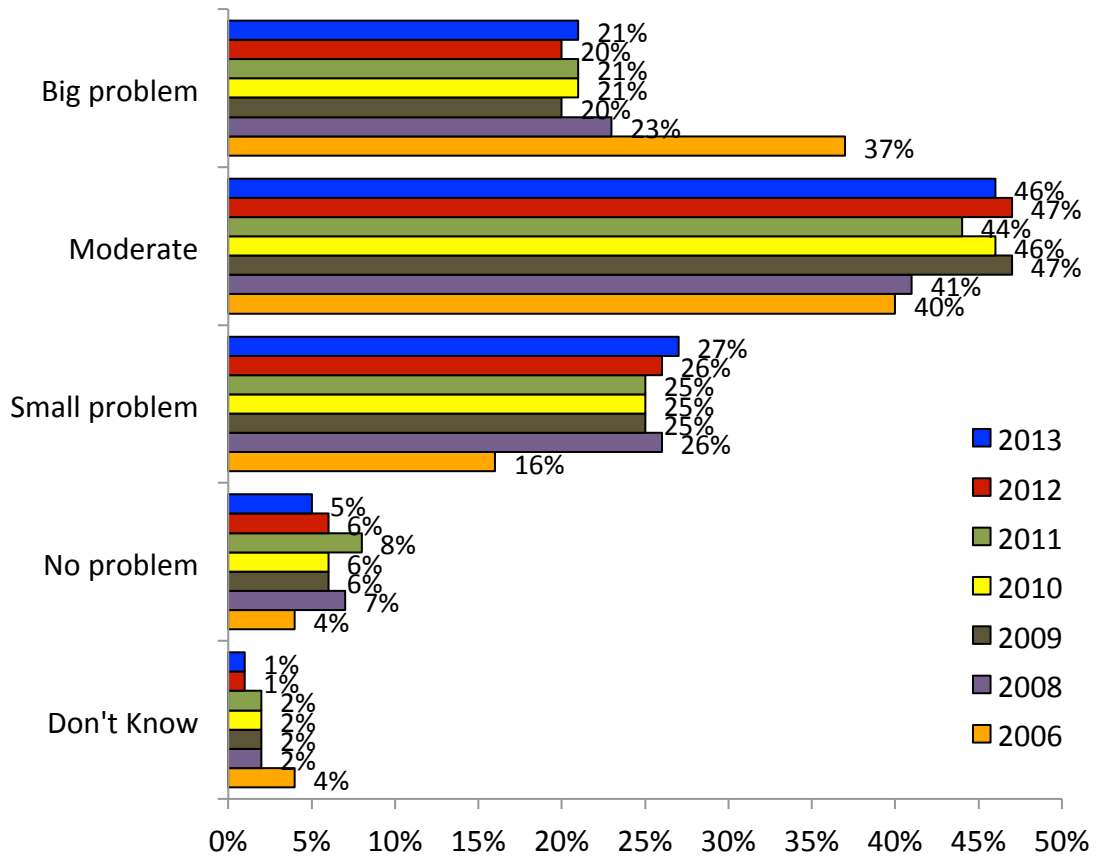
A. Perception of Litter as Problem along Freeways

Approximately two thirds (67%) of residents surveyed indicated they believe litter along Maricopa County freeways is a “big” or “moderate” problem, which is consistent with recent years. Interestingly, the percentage of males aged 18 to 34 who indicated that litter is a “big problem” doubled from 11% in 2012 to 22% in 2013.

One in three (32%) residents surveyed indicates that litter along county freeways is either a “small” problem or “not a problem at all”. Those more likely to indicate they believe litter along freeways is “not a problem at all” include:

- Non-Caucasian residents vs. Caucasian residents (10% vs. 3%)
- Residents with annual household incomes of less than \$50,000 per year vs. residents with annual incomes of \$100,000 or more (5% vs. 1%)

Perception of Litter along Maricopa County Freeways



2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748

Table 7: Freeway Litter as a Problem in Maricopa County

Rating	2013 n=451	2012 n=600	2011 n=602	2010 n=601	2009 n=637
Big problem	21%	20%	21%	21%	20%
Moderate problem	46%	47%	44%	46%	47%
Small problem	27%	26%	25%	25%	25%
Not a problem at all	5%	6%	8%	6%	6%
Don't know	1%	1%	2%	2%	2%

Q8: *In your opinion, how big of a problem is litter along freeways in Maricopa County? Would you say it is a...*

Note: In 2009 question was changed to "Maricopa County" where previously it was "in your county."

B. Personal Littering

Approximately three in five (61%) of residents surveyed indicated they have not littered in the past year. While this is statistically similar to the 65% recorded in 2012, it represents the lowest percentage recorded in recent years and it significantly lower than values recorded in years prior to 2012 (a range of 69% to 74%). [The target group, male residents aged 18 to 34, was less likely than all other residents to indicate they have not littered in the past year \(29% vs. 66%\).](#)

Among those admit to littering in the past year, types of litter mentioned were generally consistent with 2012 mentions. Food/organic material (mentioned by 36%), small pieces of paper (31%) and water bottles (10%) were the most commonly mentioned types of litter.

Table 8: Items Personally Discarded as Litter – Total Responses

Items	2013 n=451	2012 n=600	2011 n=602	2010 n=601	2009 n=637
Have not littered in past year.	61%	65%	70%	74%	69%
	(n=176)	(n=211)	(n=181)	(n=141)	(n=180)
Food/organic material	36%	40%	41%	44%	48%
Small pieces of paper	31%	31%	29%	23%	22%
Water bottles	10%	14%	10%	1%	3%
Other food wrappers	8%	13%	10%	11%	8%
Soda cans/bottles	8%	6%	13%	4%	4%
Cigarette butts	7%	5%	12%	11%	8%
Cups (Styrofoam, plastic, paper)	3%	1%	--	1%	2%
Hair/dog hair	2%	1%	1%	1%	3%
Plastic bags/other plastic	2%	--	1%	4%	4%
Wood/toothpick	1%	2%	--	2%	2%
Bottles (unspecified)	1%	2%	--	--	1%
Lawn debris	1%	1%	--	1%	1%
Paper/newspaper/napkins	1%	--	3%	2%	3%
Pens	1%	--	--	--	--
Liquids (unspecified)	--	1%	--	--	--
Fast food wrappers/paper bags	--	--	--	1%	1%
Beer cans and beer bottles	--	--	--	1%	1%
Thread, string	--	--	--	--	2%
Cardboard, boxes	--	--	--	--	1%
Rocks/dirt	--	--	--	--	1%
Don't know	9%	8%	4%	2%	3%

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?

C. Littering Circumstances

Over half (52%) of those who indicated they have littered in the past year indicated they did so while driving or riding in a vehicle. This is similar to figures recorded in recent years (a range of 46% to 53%). Other common circumstances mentioned were while walking around (mentioned by 14%) and due to the lack of an available trashcan (5%).

Male residents aged 18 to 34 were more likely than all other residents to indicate they littered while walking outside (30% vs. 8%).

Table 9: Littering Situation – Total Responses
Among those who indicated they have littered in the past year

Top situations	2013 n=176	2012 n=211	2011 n=177	2010 n=149	2009 n=195
Driving/riding/traveling in vehicle.	52%	46%	47%	48%	53%
Walking outside	14%	10%	11%	11%	8%
No trash can around	5%	6%	5%	6%	5%
Cleaning out car	4%	8%	2%	3%	2%
Opened door/window–flew out	4%	4%	4%	5%	4%
Just threw it/anywhere I could	3%	6%	6%	3%	3%
Eating food/chewing gum	2%	4%	2%	--	--
Flew out of truck bed	2%	1%	2%	--	--
Smoking/discarded cigarettes	1%	1%	1%	--	--
Just being lazy	1%	1%	--	--	--
Missed the trash can	1%	1%	--	--	--
At home	1%	1%	--	--	--
Don't consider it litter/biodegradable stuff	1%	--	2%	1%	2%
Wouldn't fit in the trash	1%	--	1%	--	--
In a hurry	--	2%	2%	--	--
In a parking lot	--	1%	--	--	--
I didn't litter	--	--	4%	1%	3%
In the desert/ middle of nowhere	--	--	2%	1%	2%
Shopping	--	--	2%	--	--
My kid/grandkid did it	--	--	2%	1%	2%
At work/working	--	--	1%	--	--
Camping/hiking	--	--	--	1%	--
Let the animals eat it	--	--	1%	--	--
Don't know/can't remember	10%	15%	12%	13%	11%

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?

D. Reasons for Littering When Driving

The most common reason mentioned for littering when driving continues to be lack of convenient trash receptacles (mentioned by 15%, similar to the 13% recorded in 2012). Other common reasons mentioned were that the litter was biodegradable (12%), it was accidental (7%) and that it was “just easy to do” (7%).

Residents with annual household incomes of less than \$100,000 were more likely than residents with higher annual household incomes to say that they do not litter when driving (38% vs. 11%).

Table 10: Reasons for Littering when Driving – Total Responses
Among those who indicated they have littered in the past year

Top responses	2013 n=176	2012 n=211	2011 n=181	2010 n=147	2009 n=195
I don't litter when driving.	34%	38%	33%	32%	36%
No trash receptacles are convenient.	15%	13%	10%	14%	16%
I only litter food scraps – they are biodegradable.	12%	11%	13%	17%	3%
It was an accident/unintentional.	7%	9%	9%	5%	5%
It's easy.	7%	4%	5%	3%	8%
I don't want to keep it in my car.	6%	8%	8%	3%	11%
I don't consider throwing out gum, small wrappers, cigarette butts litter.	4%	3%	4%	3%	5%
Cigarettes stink up the car	2%	1%	--	--	--
I only did it once/don't do it often	2%	--	--	--	--
I'm lazy.	2%	1%	3%	3%	3%
Don't have an ashtray	1%	--	--	--	--
Didn't want it anymore/tired of chewing it.	1%	1%	--	--	--
Out of habit	1%	--	--	--	--
Don't know.	6%	9%	9%	13%	10%

Q14: Why do you litter WHEN DRIVING?

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.

Similar to recent years, residents reported the most common littering situation they have experienced in the past three months is trash falling out of a vehicle (25%). The next most common scenario was riding in a vehicle where a beverage container was thrown out the window (13%).

Male residents aged 18 to 34 were significantly more likely than all other residents to select “past three months” for the majority of the scenarios.

Table 11a: Personal Experience with Littering Scenarios

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	6%	12%	82%
2012	6%	10%	84%
2011	6%	15%	79%
2010	N/A	N/A	N/A
You or someone you were with got a ticket or warning for littering - 2013	8%	14%	78%
2012	9%	10%	81%
2011	8%	12%	80%
2010	1%	-	99%
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	13%	9%	78%
2012	14%	10%	76%
2011	14%	9%	77%
2010	2%	8%	90%
Someone in a vehicle you were in threw trash out in an area that already had lots of litter – 2013	8%	11%	81%
2012	7%	14%	79%
2011	7%	14%	79%
2010	6%	15%	79%

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.”

Bold indicates significantly higher than in 2012 at 95% confidence interval. Underlined indicates significantly lower than in 2012 at 95% confidence interval.

Table 11b: Personal Experience with Littering Scenarios (Continued)

Rating	Past 3 months	3+ months	Never
Someone in a vehicle you were in threw out a can, bottle or litter out onto the side of the road – 2013	5%	12%	83%
2012	5%	13%	82%
2011	7%	13%	80%
2010	6%	14%	80%
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	-	2%	98%
2012	1%	2%	97%
2011	1%	2%	97%
2010	8%	15%	77%
You threw out a small item from your vehicle like a candy wrapper, scrap paper, etc. – 2013	2%	10%	88%
2012	4%	8%	88%
2011	3%	11%	86%
2010	9%	12%	79%
You had problems with a vehicle and left debris like tire, part of a tire, or other stuff on the roadside – 2013	5%	12%	83%
2012	5%	13%	82%
2011	7%	13%	80%
2010	13%	8%	79%
You noticed that some trash fell out of a pickup or other vehicle you were driving in – 2013	25%	20%	55%
2012	28%	21%	52%
2011	24%	21%	55%
2010	24%	21%	55%

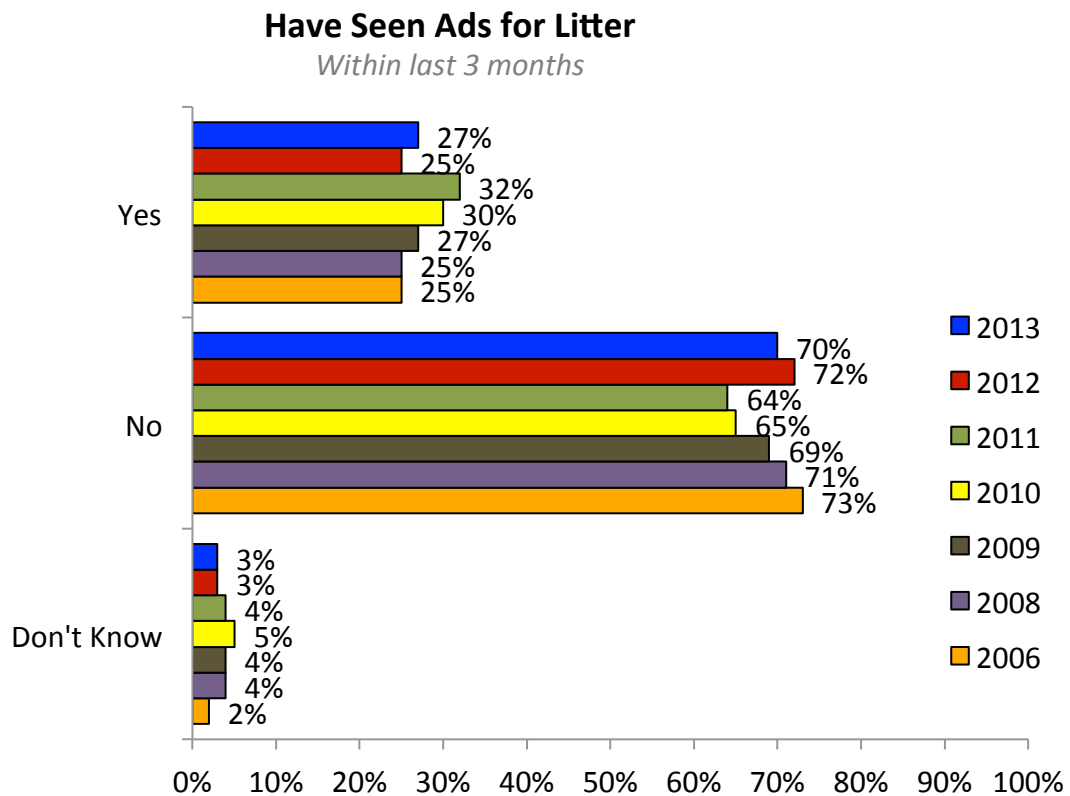
IV. CAMPAIGN AWARENESS

A. Awareness of Campaign

1. General Awareness

Over one fourth of residents (27%) surveyed indicated they had seen advertising related to litter or littering in the past three months, slightly reversing the significant decrease seen between 2011 and 2012 (32% down to 25%).

No significant differences among demographic sub-groups were observed, however, males aged 18 to 34 in the general population study were slightly more likely than all other residents to report seeing or hearing ads about litter (32% vs. 26%). [It is important to note that this percentage is significantly higher when looking at the data from the total target group oversample \(36% vs. 26%\).](#)



2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748
 Q21: *In the past three months, have you seen, heard or read any advertisements related to litter or littering?*

2. Recalled Messages and Slogans

Among those who indicated they had seen or heard advertising related to litter in the past 3 months, recalled messages were generally similar to 2012. The most often recalled message was “Don’t litter” or “Keep Arizona clean” (mentioned by 29%), followed by “the fines” (16%).

Table 12: Recalled Messages of Litter-Related Advertising

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

Top Responses	2013 n=121	2012 n=150	2011 n=194	2010 n=183	2009 n=170
Don't litter/keep Arizona clean	29%	24%	18%	21%	16%
The fines	16%	19%	16%	24%	7%
It was a sign along the road/billboard	13%	15%	12%	6%	15%
Use ashtray/cigarettes cause fires	11%	6%	5%	6%	4%
Just because it's a freeway doesn't mean you are free to litter on it	7%	9%	7%	--	--
A hamburger wrapper being a 500 dollar fine/ a five hundred dollar burger	6%	5%	2%	9%	4%
Put litter in its place/use the trash	5%	3%	--	--	--
Littering is unlawful/can get a ticket	4%	4%	5%	4%	4%
Recycling	4%	3%	4%	4%	2%
Saw on TV/commercial/public service announcement	2%	3%	8%	1%	8%
Littering is unsightly/litter is ugly	2%	3%	--	1%	2%
Heard on radio	2%	1%	7%	3%	4%
Make the earth greener/go green	2%	1%	3%	2%	--
Litter is bad for the environment/bad for wildlife	2%	1%	2%	3%	3%
Tires coming apart on the road/tires along the road way	2%	1%	1%	3%	--
Smokey the bear	2%	--	--	--	--
Keep local roads clean	2%	--	--	--	--
It's becoming a big issue	2%	1%	--	--	--
Dumping in the desert	2%	--	--	--	--
Cost of cleaning up/tax dollars	2%	1%	--	2%	--
"No cups, cans or butts"	2%	--	--	--	--
People littering out of their vehicle	2%	1%	--	2%	2%
Don't know	8%	14%	13%	15%	10%

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

Among those who indicated they had seen or heard litter-related advertising in the past three months, over half (57%) reported they did not recall the main slogan of the advertising. This is consistent with the 55% recorded in 2012.

Table 13: Main Slogan of Recalled Advertising
Among those who indicated they remember seeing ads related to litter or littering in the past 3 months

Top Responses	2013 n=121	2012 n=150	2011 n=194	2010 n=183	2009 n=170
Do not litter	12%	15%	22%	5%	9%
Don't Trash Arizona	3%	3%	2%	4%	2%
Recycle, reduce, reuse	3%	2%	1%	--	--
You will be fined	2%	5%	3%	4%	6%
Littering is unlawful	2%	5%	3%	3%	4%
Keep our freeways clean	2%	5%	3%	3%	1%
Keep Arizona Beautiful	2%	2%	--	2%	1%
Give a hoot, don't pollute	2%	1%	--	--	--
Smokey the bear	2%	--	--	--	--
Litter (unspecified)	2%	--	--	--	--
No cups cans or butts	2%	1%	--	--	--
Don't throw cigarette butts out the window	1%	2%	--	--	--
\$500 fine for throwing out hamburger wrapper	1%	1%	1%	2%	1%
It is your environment	1%	1%	1%	--	--
If you pack it in, pack it out	1%	1%	--	--	--
Don't be a litterbug	1%	--	--	1%	3%
Don't know	57%	55%	56%	70%	65%

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

Note: Although not read to respondents, Grow Up, Don't Litter was added to the pre-coded list in 2011.

B. “Don’t Trash Arizona” Awareness

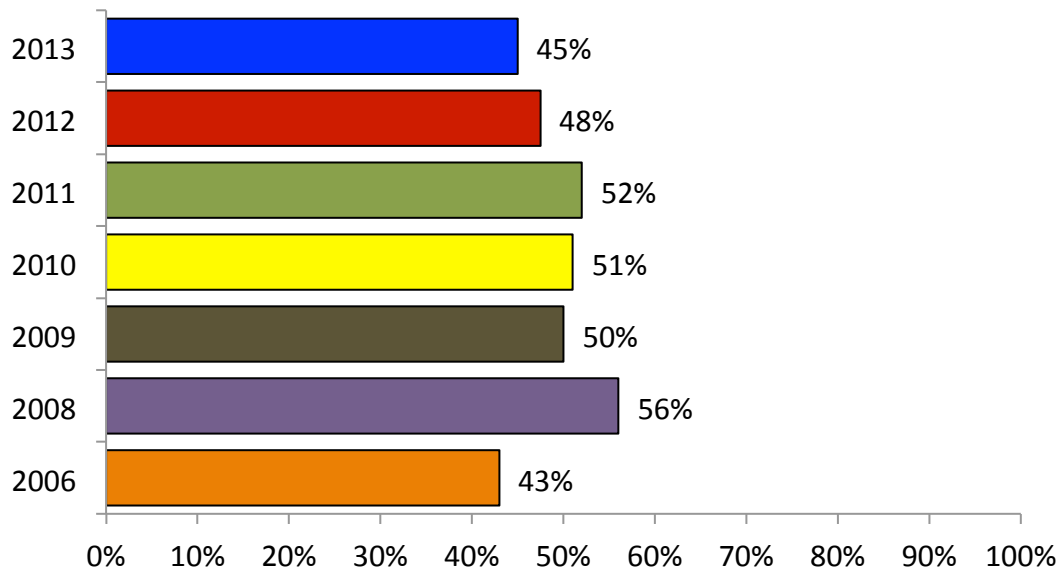
Less than half (45%) of residents surveyed indicated having seen or heard the slogan, “Don’t Trash Arizona” (aided + unaided). While statistically similar to the 48% recorded in 2012, this is significantly lower than the 52% recorded in 2011. Although not statistically significant, the percentage of males aged 18 to 34 who report having seen or heard the slogan was greater than percentage of all other residents reporting awareness (53% vs. 44%).

Those more likely to report awareness of the slogan include:

- Male residents vs. female residents (51% vs. 39%)
- Residents with annual household incomes of between \$50,000 and \$100,000 vs. those with lower or higher incomes (60% vs. 44% and 43%, respectively)

Total Awareness Have Heard Slogan “Don’t Trash Arizona”

Aided + Unaided



2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748

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

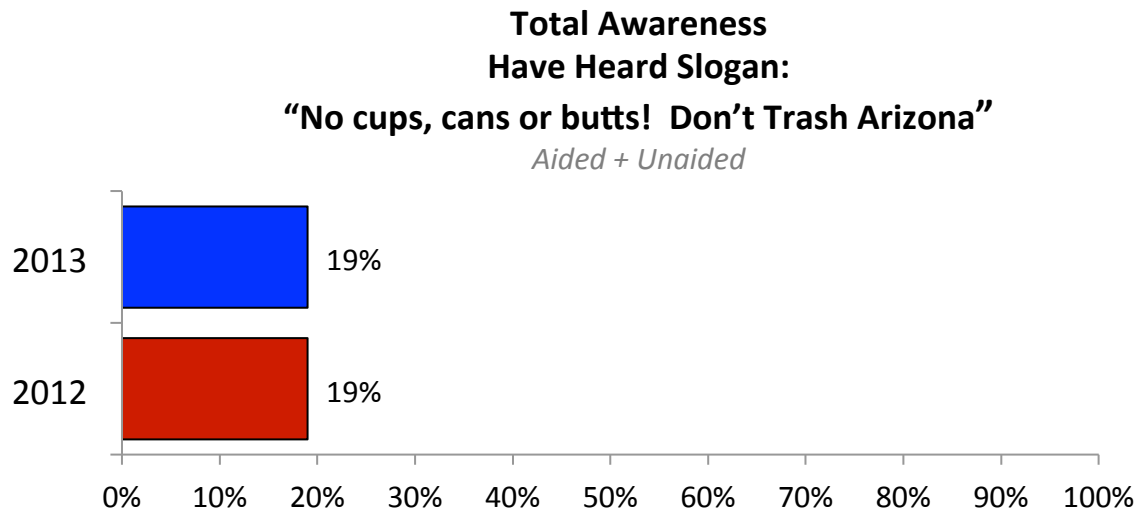
Q24: [if not mentioned in Q23] Have you seen or heard the slogan, “Don’t Trash Arizona?”

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

The proportion of residents who indicated they have heard the slogan “No cups, cans or butts! Don’t Trash Arizona” remained stable from 2012 (19%). Again, although not statistically significant, a larger proportion of males aged 18 to 34 indicated awareness of this slogan compared to the proportion of all other residents aware of the slogan (23% vs. 18%).

Those more likely to report having heard the slogan include:

- Male residents vs. female residents (24% vs. 14%)
- Non-Caucasian residents vs. Caucasian residents (27% vs. 16%)
- Residents with a high school education or less vs. residents with more education (32% vs. 15%)



2013 n=451; 2012 n=600

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?”

Residents who were familiar with “Don’t Trash Arizona” or “No cups, cans or butts! Don’t Trash Arizona” reported seeing and/or hearing the slogan from a variety of sources, and the most common sources mentioned were general similar to 2012. Residents mentioned street/highway signs and billboards (25% each), as well as television (19%) and radio (16%).

Note: in years prior to 2012, source recognition was asked about only for the slogan “Don’t Trash Arizona.”

Table 14: Where Saw *Don’t Trash Arizona* Slogan
Total responses among those indicating they had heard the slogan

Top Media	2013 n=232	2012 n=321	2011 n=313	2010 n=308	2009 n=319
Street/highway signs	25%	23%	19%	16%	14%
Billboards	25%	21%	21%	20%	18%
Television	19%	25%	36%	31%	34%
Radio	16%	16%	24%	21%	22%
Newspaper	7%	4%	5%	4%	6%
Mobile advertising truck	2%	--	--	--	--
Internet	2%	1%	--	2%	2%
Don’t know	18%	22%	18%	24%	20%

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?”

Approximately two thirds (68%) of residents who were aware of Don't Trash Arizona advertising were unable to name a sponsor for the advertisements (consistent with recent years).

Female residents were more likely to say "don't know" than male residents (75% vs. 63%).

Table 15: Who Sponsors *Don't Trash Arizona* Slogan
Among those indicating they had heard the slogan

	2013 n=232	2012 n=321	2011 n=313	2010 n=308	2009 n=319
Top mentioned sponsors					
State/local government	11%	12%	13%	17%	14%
ADOT	6%	8%	8%	7%	9%
City of Phoenix	3%	2%	2%	2%	--
Maricopa Association of Governments	3%	--	--	Na	Na
Sanitation department/ department of waste	2%	1%	3%	3%	--
Maricopa County (unspecified)	2%	--	--	--	--
Don't know	68%	69%	70%	69%	70%

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

Note: Although not read to respondents, the Maricopa Association of Governments was added to the pre-coded list in 2011

D. Awareness of Litter Resources

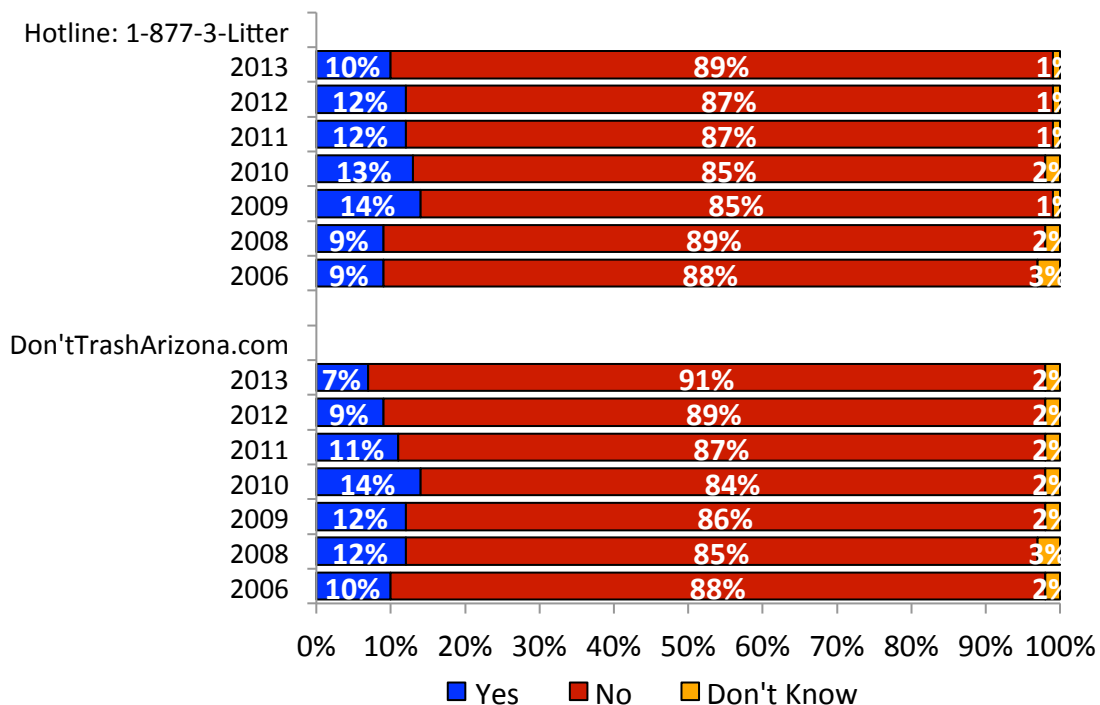
One in ten (10%) residents surveyed reported familiarity with the litter hotline. While comparable to the 12% recorded in 2012, it is now significantly lower than the 14% recorded in 2009. No significant differences were observed in awareness of the hotline among demographic sub-groups

Less than one in ten (7%) of residents surveyed reported they were aware of www.donttrasharizona.com. While similar to the figure recorded in 2012 (9%), it is significantly lower than the figures recorded from 2008 to 2011 (11% to 14%). Male residents aged 18 to 34 were slightly more likely than all other residents to indicate awareness of the website (11% vs. 6%). [As shown in the appendix, however, the difference in awareness reported by the total target population oversample is significantly higher than the general population 17% vs. 6%](#)

Those groups more likely to be aware of the website include:

- Residents under the age of 35 vs. residents aged 35 to 54 (10% vs. 4%)
- Residents with annual household incomes of less than \$100,000 vs. residents with annual household incomes of \$100,000 or more (7% vs. 2%)

Aided Awareness – Litter Resources

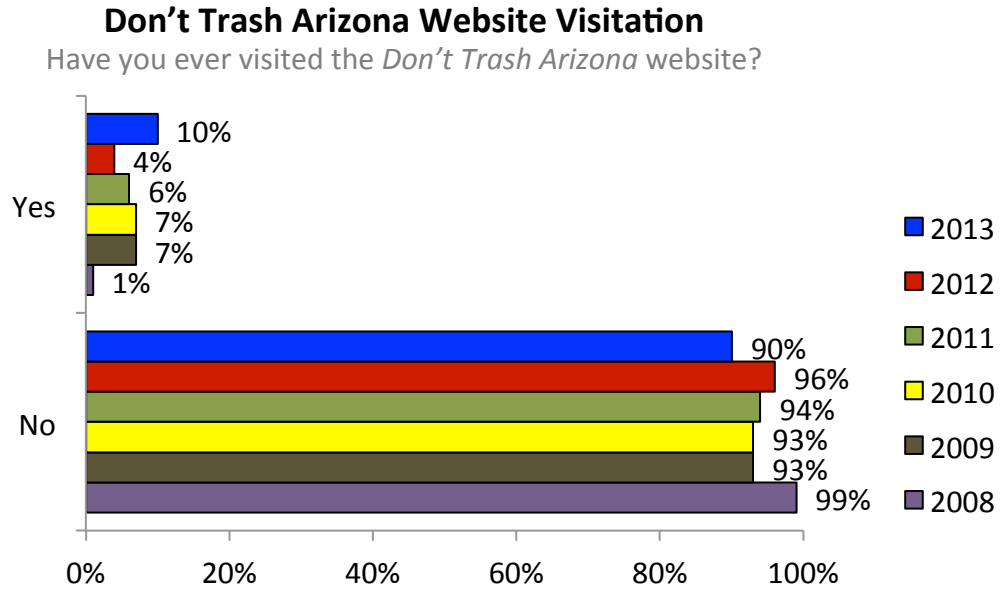


2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748

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?

This year, one in ten (10%) residents aware of the website reported they have actually visited the site. While this figure is higher than in recent years (a range of 1% to 7%), due to low sample sizes it is not considered significantly higher.



2013 n=30; 2012 n=53; 2011 n=67; 2010 n=83; 2009 n=73; 2008 n=72

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

E. Likelihood to Report Littering

Less than one third (28%) of residents indicated they would be “very likely” to report someone littering. This figure has fluctuated only slightly over the past several years (a range of 23% to 27%).

Those more likely to say they would be “very likely” to report someone for littering include:

- Female residents vs. male residents (32% vs. 24%)
- Residents aged 35 and older vs. younger residents (32% vs. 19%)
- [All other residents vs. males aged 18 to 34 \(31% vs. 12%\)](#)

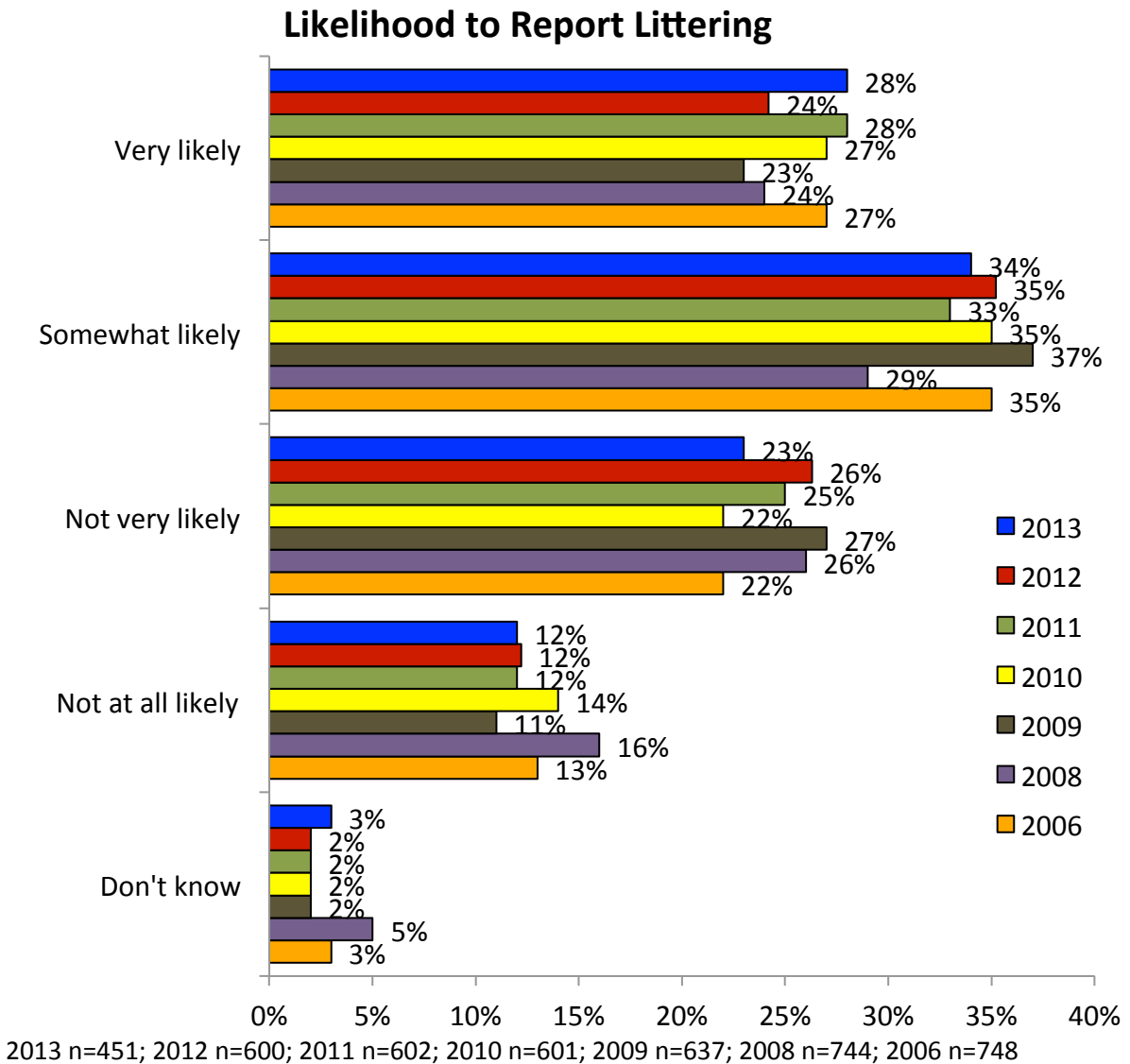


Table 16: Likelihood to Report Littering

Likelihood	2013 n=451 A	2012 n=600 B	2011 n=602	2010 n=601	2009 n=637
NET likely (Very + somewhat)	62%	59%	61%	62%	60%
Very likely	28%	24%	28%	27%	23%
Somewhat likely	34%	35%	33%	35%	37%
Not very likely	23%	26%	25%	22%	27%
Not at all likely	12%	12%	12%	14%	11%
Don't know	3%	2%	2%	2%	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?

F. Additional Litter Resources

The most commonly mentioned preferred method of gathering information about litter/littering mentioned by residents continues to be the Internet (mentioned by 50%) and 15% indicated they would specifically refer to the Don't Trash AZ website. [Males aged 18 to 34 were more likely than all other residents to specifically mention the Don't Trash AZ website as a potential source for information about littering \(26% vs. 13%\).](#) Information sources mentioned by residents this year were generally similar to 2012.

Table 17: Source for Litter/Littering Information

Source	2013 n=451	2012 n=600	2011 n=602	2010 n=601	2009 n=637
Internet	50%	47%	46%	49%	49%
Don't Trash AZ website	15%	18%	18%	14%	18%
The "city"	6%	8%	7%	5%	5%
Litter hotline	4%	5%	5%	5%	5%
Police/ highway patrol/DPS	3%	3%	2%	3%	3%
ADOT/highway dept.	3%	2%	2%	2%	2%
Waste Management/ garbage company	2%	2%	2%	2%	1%
Friend/ neighbor/family member/ teacher	2%	1%	1%	1%	2%
I wouldn't need that information/ wouldn't contact anyone	1%	2%	3%	3%	2%
The state/governor	1%	2%	2%	2%	2%
Don't know	15%	15%	15%	19%	16%

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?

G. Communication Preferences

When asked about communication preferences, residents most often mentioned using Facebook (mentioned by 36%), e-mail using a mobile device (29%), or Internet resources such as Google/AOL/Yahoo (22%). Mentions of e-mail using a computer dropped significantly compared to 2012 (6%, down from 15%) while mentions of e-mail using a mobile device have increased significantly since 2011 (29%, up from 17%). Note: Instagram and Pinterest were added to the pre-code list in 2013, but less than one percent of respondents mentioned each of these.

Residents more likely to report using Facebook include:

- Residents under the age of 35 vs. older residents (53% vs. 29%)

Residents more likely to report using e-mail via a mobile device include:

- Residents aged 35 and older vs. younger residents (33% vs. 17%)
- Caucasian residents vs. non-Caucasian residents (33% vs. 21%)
- Residents with at least some college education vs. residents with less education (33% vs. 16%)

Table 18: Communications Preferences

Top communication preferences	2013 n=451	2012 n=600	2011 n=602
Facebook web page	36%	36%	32%
E-mail using a cell phone or handheld device	29%	25%	17%
Google/AOL/Yahoo/etc.	<u>22%</u>	28%	27%
Text Messages using a cell phone or handheld device	18%	15%	6%
Website	16%	21%	26%
Nothing	12%	11%	12%
Phone (unspecified)	10%	13%	19%
E-mail using computer	<u>6%</u>	15%	20%
Twitter	6%	5%	3%
Internet	5%	6%	6%
Newspaper/news website	2%	--	--
Don't know/NA	1%	1%	3%

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: Question added in 2011.

Bold indicates significantly higher than in 2012 at 95% confidence interval. Underlined indicates significantly lower than in 2012 at 95% confidence interval.

V. PROFILES OF LITTERERS

Residents 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 (35% of the total population). **“Accidental Litterers”** are defined as residents who indicated they had never littered themselves, but reported being in a vehicle when littering occurred (38% of the total population). **“Non-Litterers”** are those who indicated they had never littered themselves and also indicated they had never experienced other littering situations (27% of the total population).

The percentage of admitted litterers in the general population sample continues to increase and it is at the highest point recorded since 2006 (35%, vs. a range of 23% to 33%).

Those most likely to be admitted litterers include:

- Residents under the age of 35 vs. older residents (64% vs. 25%)
- [Specifically, male residents aged 18 to 34 vs. all other residents \(70% vs. 30%\)](#)

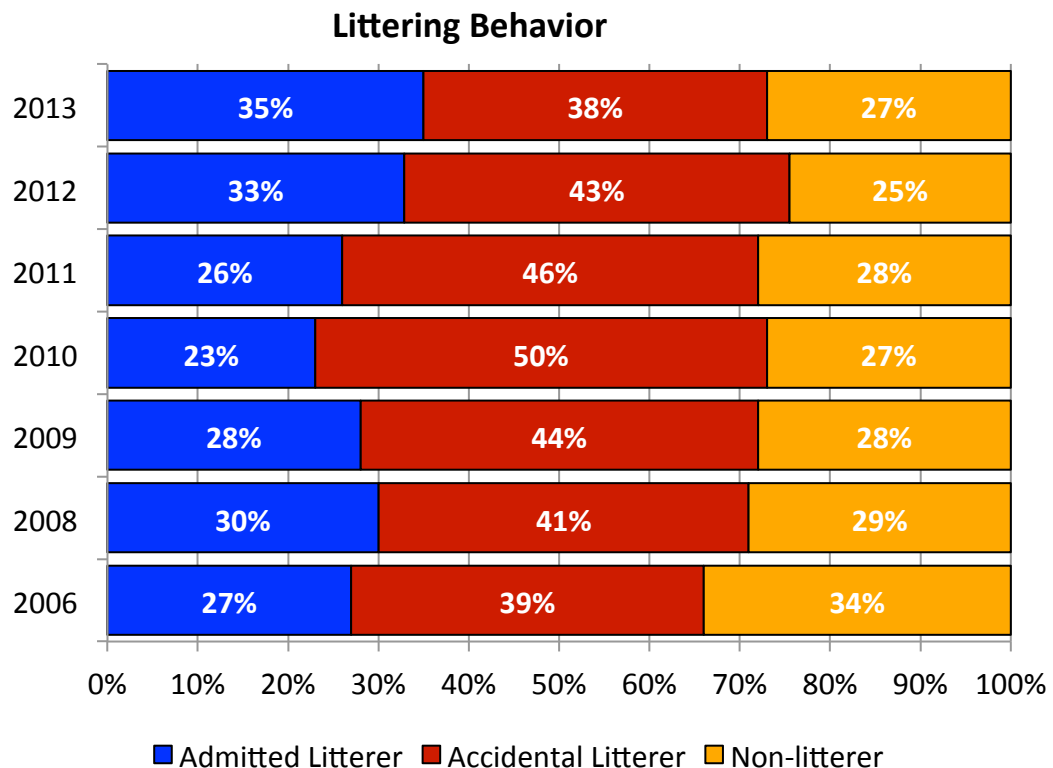


Table 19a and 19b below show the demographic characteristics of each of these groups.

Table 19a: Demographic Comparison Based on Littering Behavior

Characteristic	2013			2012		
	Admitted Litterers n=160 A	Accidental Litterers n=171 B	Non-Litterers n=120 C	Admitted Litterers n=196 A	Accidental Litterers n=257 B	Non-Litterers n=147 C
Gender						
Male	51%	54% ^C	42%	55% ^C	51%	42%
Female	49%	46%	58% ^B	45%	49%	58% ^A
Age						
18 to 34	49% ^{BC}	<u>16%</u>	14%	41% ^{BC}	26% ^C	14%
35 to 54	36%	<u>52%^C</u>	39%	41%	42%	48%
55+	14%	32% ^A	47% ^{AB}	17%	33% ^A	38% ^A
Average	37.6	46.5 ^A	49.1 ^A	39.5	44.8 ^A	47.8 ^{AB}
Marital Status						
Married	48%	58%	55%	51%	56%	53%
Single	44% ^{BC}	27%	25%	35% ^C	28%	24%
Widowed	2%	4%	7%	4%	4%	10% ^{AB}
Divorced	3%	8% ^A	8%	5%	9% ^A	7%
Separated	2%	3%	2%	3%	1%	1%
Don't know or Refused	-	1%	2%	4%	2%	6%
Education						
Less than high school	4%	5%	12% ^{AB}	2%	6%	7% ^A
High school graduate	13%	19%	12%	20%	18%	14%
Some college	41%	30%	38%	38%	33%	31%
College graduate	28%	30%	23%	24%	25%	24%
Graduate degree	14%	16%	15%	13%	16%	15%

Bold indicates significantly higher than in 2012 at 95% confidence interval. Underlined indicates significantly lower than in 2012 at 95% confidence interval.

^{ABC} indicates significantly higher than corresponding sub-group in the same year

Table 19b: Demographic Comparison Based on Littering Behavior

Characteristic	2013			2012		
	Admitted Litterers n=160 A	Accidental Litterers n=171 B	Non-Litterers n=120 C	Admitted Litterers n=196 A	Accidental Litterers n=257 B	Non-Litterers n=147 C
Ethnicity						
White	69%	75%	70%	67%	72% ^C	62%
Hispanic	11%	16%	17%	15%	14%	19%
African-American	6%	4%	5%	6%	4%	3%
Asian	4%	1%	1%	1%	2%	1%
Native American	4%	1%	1%	2%	3%	1%
Other	4%	2%	3%	4%	2%	4%
Refused	2%	1%	<u>3%</u>	5%	3%	11% ^B
Household Income						
<\$10,000	9%	6%	8%	8%	9%	6%
\$10-\$20,000	8%	7%	6%	6%	9%	7%
\$20-\$30,000	8%	7%	10%	8%	6%	8%
\$30-\$40,000	11%	15% ^C	7%	11% ^C	11% ^C	4%
\$40-\$50,000	8%	5%	9%	8%	8%	4%
\$50-\$60,000	6%	11%	7%	2%	4%	7% ^A
\$60-\$75,000	7%	6%	3%	11%	6%	5%
\$75-\$100,000	7%	9%	7%	12%	14% ^C	7%
\$100,000+	22%	24%	18%	19%	16%	19%
Refused	14%	10%	25% ^{AB}	15%	17%	33% ^{AB}
Employment						
Full-time	51%	49%	43%	53%	52%	46%
Part-time	17% ^{BC}	8%	3%	14% ^{BC}	5%	5%
Retired	6%	25% ^A	27% ^A	8%	20% ^A	26% ^A
Housespouse	8%	8%	12%	6%	6%	5%
Student	8% ^B	<u>1%</u>	3%	7%	4%	3%
Unemployed	8%	8%	8%	11%	10%	10%
Household Language*						
English only	74%	72%	68%	74%	74% ^C	65%
Spanish only	-	-	4%	--	<1%	3%
Mostly Spanish + some English	2%	2%	3%	3%	2%	4%
Equally in Spanish and English	5%	4%	3%	3%	4%	3%
Mostly English + some Spanish	9%	15%	8%	11%	12%	11%
English + Other	9%	6%	11%	7%	6%	7%
Refused	1%	1%	<u>2%</u>	2%	2%	7% ^{AB}

Bold indicates significantly higher than in 2012 at 95% confidence interval. Underlined indicates significantly lower than in 2012 at 95% confidence interval.

^{ABC} indicates significantly higher than corresponding sub-group in the same year

APPENDIX A

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.
- a. Driving / riding in / traveling in vehicle
 - b. Walking outside
 - c. Opened door and it flew out / flew out of window / flew out of cab
 - d. No trash can around (not while in car)
 - e. Cleaning out car
 - f. In parking lot
 - g. Just threw it out / got rid of it anywhere I could
 - h. Other
 - i. Don't know/Can't remember / don't recall
14. Why do you litter WHEN DRIVING? (*Do not read list, mark all that apply*)
- a. I'm lazy
 - b. It's easy
 - c. No trash receptacles are convenient
 - d. Cigarettes stink up car, easier to throw out window
 - e. Only litter food scraps – they are biodegradable
 - f. I don't care
 - g. I don't consider throwing out gum, small wrappers, cig butts litter
 - h. It was an accident/unintentional
 - i. I don't want to keep it in my car
 - j. I don't litter when driving
 - k. Other _____
 - l. 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.
- a. Soda cans and soda bottles
 - b. Water cans and water bottles
 - c. Small pieces of paper (receipts, lottery tickets, gum wrappers)
 - d. Plastic bags / other plastic
 - e. Cigarette butts
 - f. Construction debris
 - g. Cardboard
 - h. Food / organic material, raw food
 - i. Lawn debris
 - j. Trash / no biodegradable stuff (unspecified)
 - k. Paper / newspaper / Kleenex / mail
 - l. Other
 - m. Don't know
 - n. 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)?
- a. Always
 - b. Most of the time
 - c. Only sometimes
 - d. Rarely
 - e. Never
 - f. DK/Refused
 - g. 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?
- a. Daily
 - b. At least once a week
 - c. 1-2 times a Month
 - d. A few times a year
 - e. 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)?
- a. Always
 - b. Sometimes
 - c. Never

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

19. Do you have a litterbag or trash can in your vehicle?
- a. Yes
 - b. No
 - c. Don't know / Refused

20. IF NO IN Q19: Would you consider keeping a litterbag or trash can in your vehicle?
- a. Yes
 - b. No
 - c. 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?
- a. Yes
 - b. No
 - c. 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.

- a. Don't Trash AZ website
- b. Internet
- c. Litter hotline
- d. The "city"
- e. I wouldn't need that information/wouldn't contact anyone
- f. ADOT/highway dept.
- g. Police/ highway patrol/DPS
- h. Phonebook/ yellow pages
- i. Waste Management/ garbage company
- j. That state/governor
- k. Other
- l. 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

- a. Nothing
- b. Text messages using a cell phone or handheld device
- c. e-mail using a cell phone or hand held device
- d. MySpace web page
- e. FaceBook web page
- f. Using Twitter (also known as "tweeting")
- g. Website: Specify _____
- h. 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)

- a. Single
- b. Married
- c. Divorced
- d. Separated
- e. Widowed
- f. Don't know
- g. 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.

APPENDIX B

SUPPLEMENTAL RESULTS FOR MALES AGED 18 TO 34

TARGET POPULATION OVERVIEW

This appendix is supplementary in nature to the 2013 MAG litter general population survey, a full analysis of this information is provided under separate cover.

This year, supplementary interviews were conducted with the campaign target audience of male residents aged 18 to 34. Responses from a total of n=200 target audience members are presented. 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:
7. What type of vehicle do you most often drive or ride in..? DO NOT READ LIST 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	7. What type of vehicle do you most often drive or ride in..? 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

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. 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%

DRIVER CHARACTERISTICS

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%	-

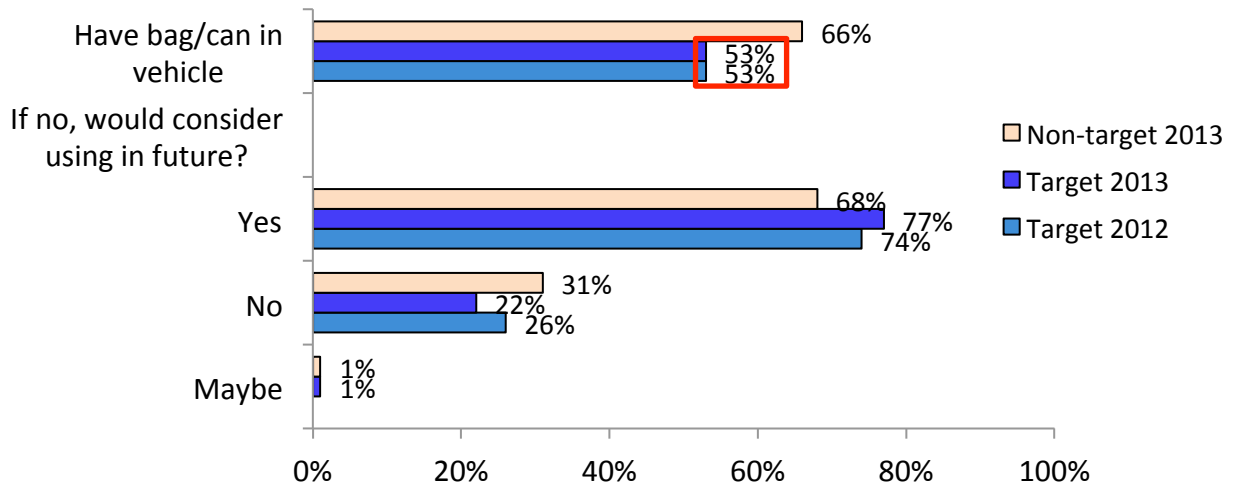
Q7: What type of vehicle do you most often drive or ride in?

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%	-

Litterbag or Trashcan Use in Vehicle



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%	-

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%	13%	16%
	n=55	n=26	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 Among those indicating they smoke

Response	2013 Target n=200	Phone n=153	Web n=47
Smoker	13%	12%	15%
	n=26	n=19	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	-	-	-

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?

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%

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%	-

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

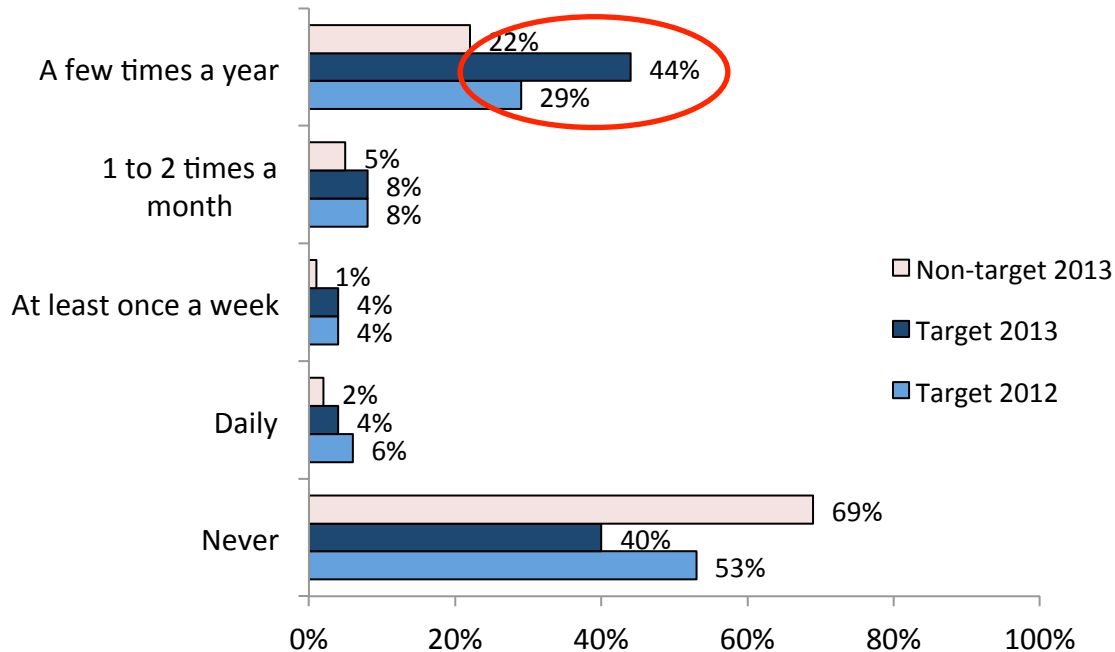
Frequency	2013 Non-Target n=54	2013 Target n=31	2012 Target n=18
NET likely (Always + Most)	85%	87%	78%
Always	72%	68%	61%
Most of the time	13%	19%	17%
Sometimes	7%	13%	11%
Rarely	2%	-	6%
Never	4%	-	6%
Don't Know	2%	-	-

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	-	-	-

Frequency of Traveling with Trailers or Luggage Racks

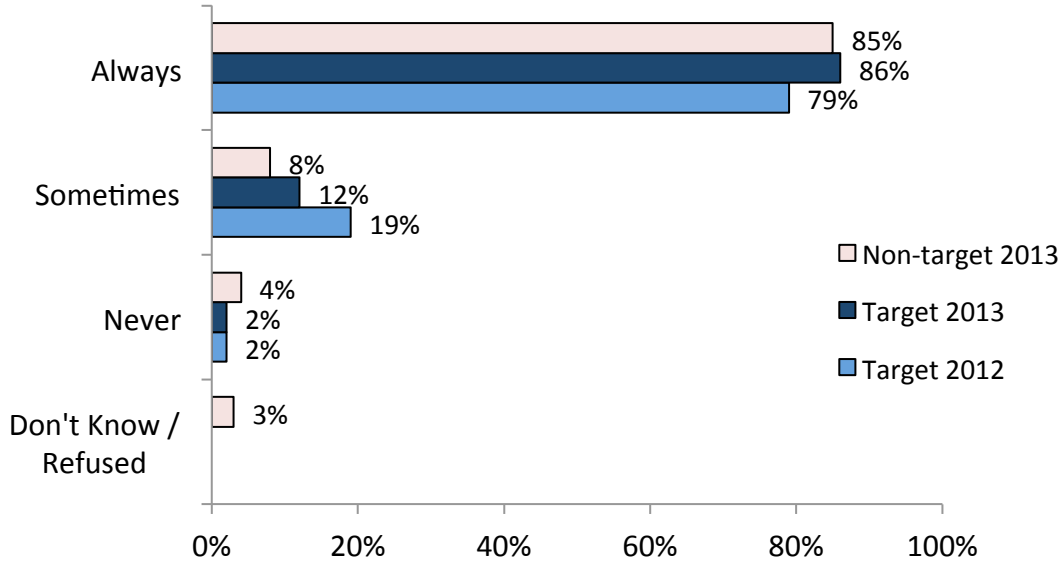


2013 non-target total: n=385; 2013 target total: n=200; 2012 target total: n=100
 Q17: How often do you drive or ride in a vehicle that transports items that are not carried within the vehicle or trunk, such as hauling items in an open-air trailer or strapped to a luggage rack or trunk?

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%

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

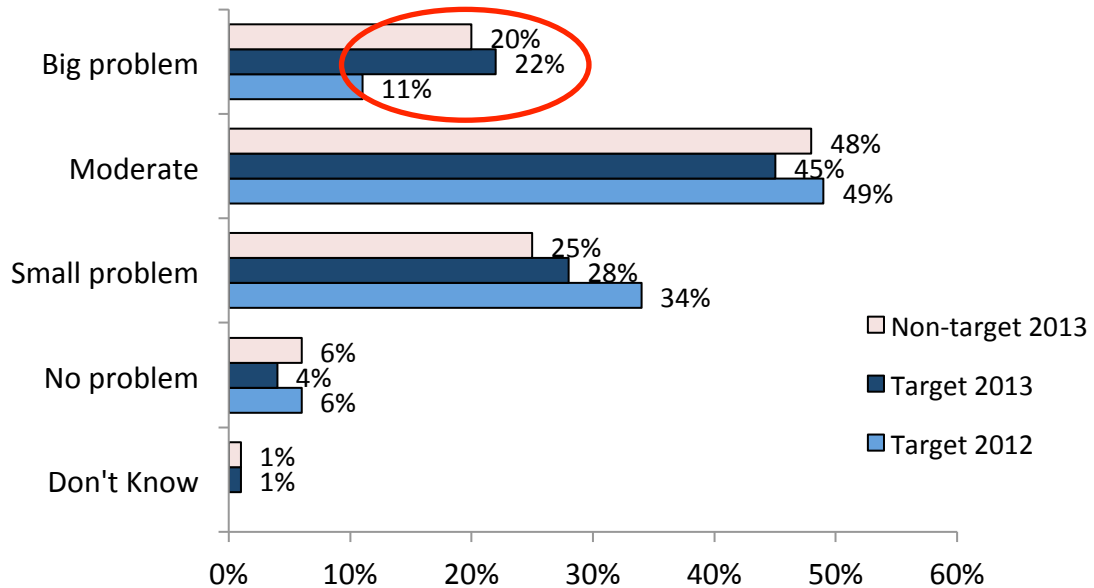
Q18: [If more than 'never' in Q17] On average, how often do you secure the load that you are hauling (either with ties, bungees, a tarp, etc.?)

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	-	-	-

LITTER AWARENESS AND BEHAVIOR

Perception of Litter along Maricopa County Freeways



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%	-

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%	-

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%	-

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%	-

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

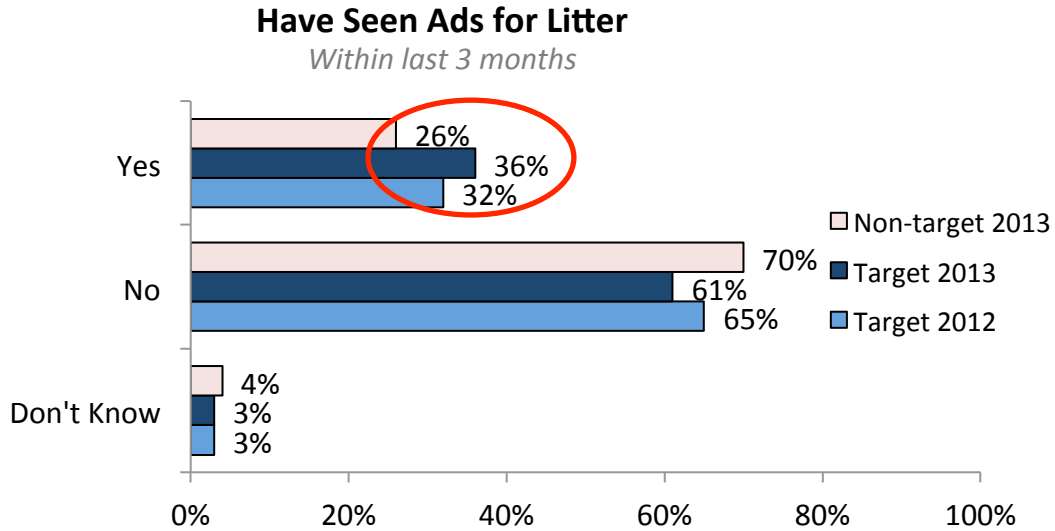
Scenario	Past 3 months	3+ months	Never
Someone in a vehicle you were in threw trash out in an area that had no litter – Non-target 2013	4%	9%	87%
Target 2013	14%	30%	56%
Target 2012	13%	14%	73%
You or someone you were with got a ticket or warning for littering - Non-target 2013	6%	13%	81%
Target 2013	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%

CAMPAIGN AWARENESS



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%

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%

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%

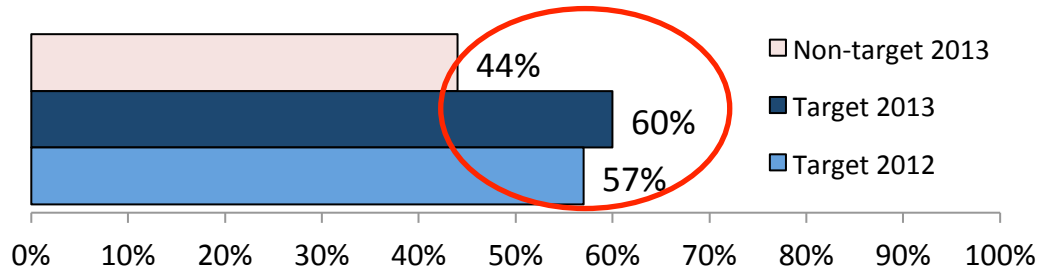
Q23: [If yes in Q21] What was the main slogan used in the ads?

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%	-

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: 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.

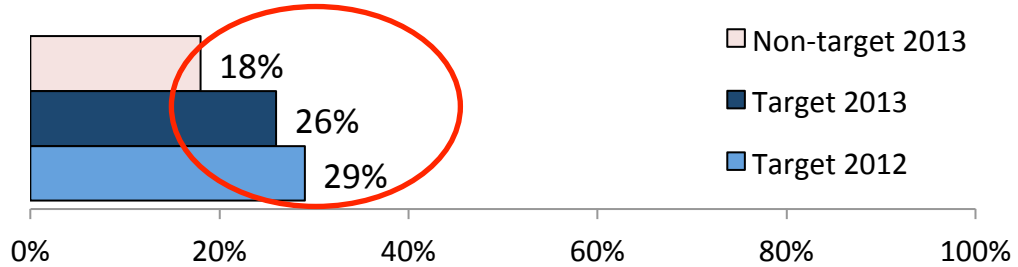
For example, the target sample supplemental survey allowed web respondents to see choice options, while telephone respondents responded in unaided manner.

Table 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%

**Total Awareness
Have Heard 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%

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%

**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%

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?

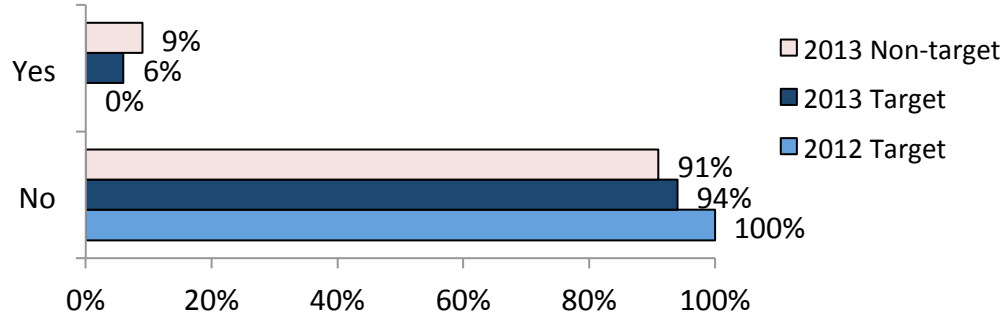
Q30: Have you heard about the Litter Hotline, 1-877-3-Litter, where you can report someone who litters?

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%

Don't Trash Arizona Website Visitation

Have you ever visited the *Don't Trash Arizona* website?



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%

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%

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%

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%	-

PROFILES OF LITTERERS

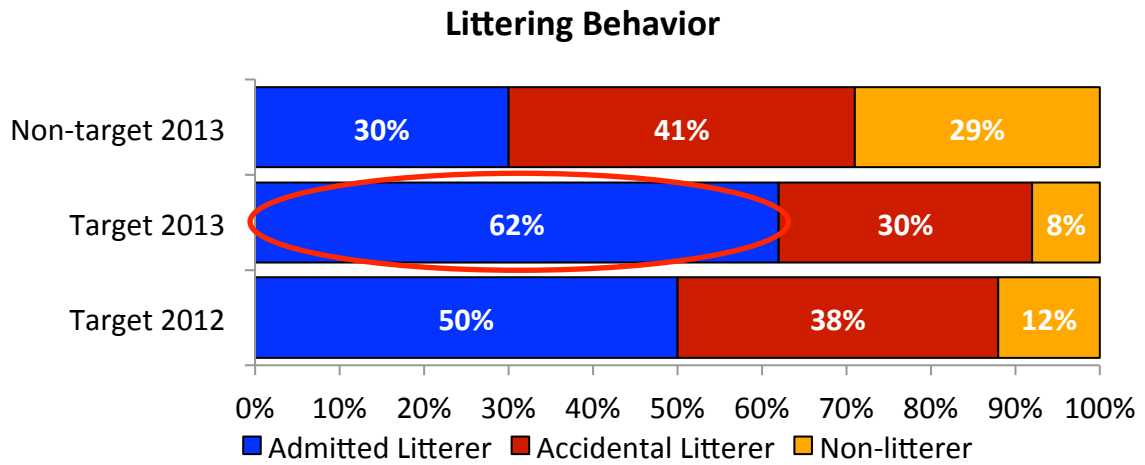


Table 27: Littering Behavior – 2013 Target by Methodology

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%