



DON'T TRASH ARIZONA

LITTER EVALUATION SURVEY

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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 in order 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, August 2013, and August 2014.

Communication strategies are informed each year based on the survey results. These strategies primarily target the 18 to 34 male demographic, with a secondary demographic of key influencers to them, primarily women of varied ages. 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.

KEY FINDINGS AND RECOMMENDATIONS

- In this year's survey, fewer members of the general population sample see freeway litter as a big problem. However, among the target audience of males ages 18 to 34, the percentage indicating freeway litter as a big or moderate problem increased; indicating a higher recognition of litter as a problem among this target group.
- The *Don't Trash Arizona* campaign is being seen and remembered by its intended audience – males ages 18 to 34, who are most likely to be admitted litterers.
- Similarly, the campaign slogan, "No Cups, Cans or Butts...*Don't Trash Arizona*," is recalled by 39% of males 18-34, higher than the recall among the general population (20%).
- The targeted audience is littering less frequently while driving, with this year's data showing a 39% reduction in reported littering behavior.
- While the targeted audience is being reached and their behavior impacted by the campaign, there remains an opportunity to change behavior among the general population, as the survey showed an increase in some littering behavior among this audience:
 - 16% more people admitted to tossing cigarette butts on the ground.
 - 8% more of the general population admitted to tossing candy wrappers and small papers, while 11% more admit to leaving debris on the side of the road.
- Although 90 percent of the surveyed population of males ages 18 to 34 consider themselves admitted or accidental litterers, this number has decreased by 25% since 2013, indicating a positive trend in behavior. However, it remains a goal of the campaign to reach these people and influence their decision to litter while driving.
- Based on the above findings, recommendations include using targeted messaging to continue to increase awareness of the negative impacts of freeway littering and positively change the behaviors of motorists.
Recommended strategies include:
 - Advertising to key demographics: continue campaigns that have seen success in connecting with the targeted demographic, such as the utilization of advertising media such as Pandora, Reach Local and the mobile advertising truck at Valley events that draw males ages 18-34.
 - Enhanced social media advertising: Develop creative to target specific littering behaviors (tossing cigarettes, unsecured loads, etc.) and utilize increased demographic targeting (smokers, owners of trucks, etc.) to reach potential offenders via Facebook and Twitter.
 - Mobile: Both traditional and social media advertising should employ an increased focus on mobile-friendly applications in 2015 to support the consumption habits of the target demographic as well as the findings of the *Don't Trash Arizona* website analytics, which indicate a majority of site visitors arrive via mobile device.
 - Public relations: media outreach should support targeted subsets of the campaign to increase awareness around cigarette butt littering, secured loads and other efforts to support the areas of need as indicated by the survey.



- Partnerships: *Don't Trash Arizona* should consider additional defined event or campaign-specific partnerships with like-minded organizations and research the value of attendance at key events to further expand its reach.



EXECUTIVE SUMMARY

Results for the 2014 Litter Evaluation Survey are based on 401 fifteen-minute telephone interviews with Maricopa County residents. The margin of error for the survey is approximately $\pm 5\%$ 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 increasing number of respondents with cell-phone-only access. This report primarily focuses on the general population study results. A separate summary report containing data from the target audience oversample (males aged 18 to 34) follows in Appendix A.

Below are some key findings of the general population survey.

Driver Characteristics

- Almost half (45%) of residents surveyed reported driving in a 4-door sedan, while 17% reported driving sport utility vehicles and 13% reported driving pickup trucks.
- Two thirds (66%) of residents surveyed reported they have a litterbag or can for use in their vehicles, which is consistent with recent years. Among those who do not currently have a litterbag or can in their vehicles, seven in ten (70%) reported they would consider using one in the future.
- A small proportion of residents surveyed indicated they smoke (14%, which is comparable with recent years). Two-thirds (64%) of smokers indicated they dispose of cigarettes by using an ashtray in their vehicles, which is up significantly from 2013 (64% up from 40%).
- Less than half (42%) of pickup truck drivers reported they “always” secure items in the back of their pickup truck, representing a significant decrease from 2013 (77%). However, an increase was seen in the proportion who indicated they secure their loads “most of the time” (31%, up from 11%).
- The large majority (84%) of residents who mentioned 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.



Litter Awareness and Behavior

- Two thirds (66%) of residents surveyed indicated they believe litter along Maricopa County freeways is a “big” or “moderate” problem, which is consistent with recent years.
- Nearly two thirds (62%) of residents surveyed indicated they have not littered in the past year. There was a notable increase in the percentage of the target group of males 18 to 34 that reported they had not littered in the past year (32% in 2013 to 40% in 2014).
- Among those who reported littering items, food/organic material continues to be the most common type of litter mentioned by residents (39%), followed by small pieces of paper (25%) and other food wrappers (12%).
- Nearly half (46%) of residents who indicated they littered in the past year reported they did so while driving or riding in a vehicle. The most common reason mentioned for littering when driving continues to be lack of a convenient trash receptacle (mentioned by 15%).
- 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 (31%). Compared to 2013, residents were more likely to report throwing small pieces of paper or cigarette butts out the window, or leaving vehicle/tire debris along the side of the road. They were less likely to report recently throwing out beverage containers or getting warned or fined for littering. As seen in past studies, residents aged 18 to 34 are consistently more likely than older residents to report experiencing any given scenario.

Campaign Awareness

- One fourth (26%) of residents indicated they had seen advertising related to litter or littering in the past three months. Residents ages 18 to 34 were more likely than older residents to indicate awareness (35% vs. 22%).
- The top message recalled continues to be “Don’t litter/keep Arizona clean” (mentioned by 19%). Messages related to “the fines” were not recalled this year to the same degree as in 2013 (6%, down from 16%) and whereas no one mentioned “Don’t Trash Arizona” in 2013, 7% of residents mentioned it in 2014.
- Among those who indicated they had seen or heard litter-related advertising in the past three months, over half (52%) reported they did not recall the main slogan of the advertising, however, mentions for “Don’t Trash Arizona” increased significantly (12%, up from 3% in 2013).
- Up slightly from 2013, over half (52% vs. 45% in 2013) of residents surveyed indicated they have heard the slogan “Don’t Trash Arizona” in either an aided or unaided fashion. Residents aged 18 to 34 were more likely to indicate awareness than those ages 55+ (62% vs. 44%).



- The proportion of residents indicating awareness (unaided or aided) of “No cups, cans or butts! Don’t Trash Arizona” remained stable in 2014 (20% compared to 19% in 2013). Again, awareness for this slogan was higher among residents ages 18 to 34 than among those age 35 or older (36% vs. 13%).
- 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).
- Over one in ten (12%) residents surveyed reported familiarity with the litter hotline. A similar proportion (11%) of residents reported familiarity with DontTrashArizona.com (up from 7% in 2013).
- Approximately one quarter (23%) of residents surveyed indicated they would be “very likely” to report someone littering in the future.
- The most commonly mentioned preferred method of gathering information about litter/littering continues to be the Internet (mentioned by 53%). Residents aged 18 to 34 were more likely than those aged 55 and older to mention the internet (59% vs. 46%).

Profile of Litterers

- The proportion of admitted litterers in the general population survey declined from 2013 (29%, down from 35%) while the proportion of accidental litterers increased (47%, up from 38%). Non-litterers in 2014 only comprise 24% of the sample. Some of this shift is likely due to the higher representation of residents 18 to 34 in the sample in 2014 in combination with the fact that younger residents are more likely to report that they have littered in the past year as well as have experienced the various littering scenarios in comparison to residents ages 35 and older.



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 to compare responses to the December 2006 benchmark and subsequent studies.

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 ensure accurate representation in the sample from younger residents. It is reported that approximately 40% of residents in Maricopa County live in cell-phone only households and an additional 20% live in cell-phone-mostly households.

WestGroup reviewed 2013 Census data as reported by the US Census website American Fact Finder to re-evaluate the age distribution of Maricopa County residents ages 18+. Due to shifts in the population over time, the following age and gender quotas were used in 2014 to ensure an accurate representation of Maricopa County residents. This is a slight shift from previous years quotas, however, it should be noted that the overall profile of residents in terms of income, education, etc. did not shift significantly with the change in age quotas. However, it should be noted that some shifts in response percentages may be impacted by the distribution change, particularly those questions related to littering behavior as the younger age group historically has always deviated greatly from the older age groups in this area.

Age	% of sample
18 to 34 years old	33%
35 to 54 years old	34%
55+ years old	33%
Male	50%
Female	50%

Results are based on 401 fifteen-minute telephone interviews conducted with 201 male and 200 female residents. The margin of error for the survey is approximately $\pm 5\%$ at the 95% confidence level.



Note: where appropriate, data tables will show data back to as far as 2010 for tracking questions due to limited space. Graphical visualization of data may include historical data as far back as 2006.

B. Significance Testing and Sub-Group Analysis

Throughout this report, the symbols ▲▼ may appear next to certain 2014 data. These symbols indicate that the number is significantly different at the 95% confidence interval than the corresponding figure in 2013.

For example, in the table below, the 15% for “yes” means that the percentage of 2014 residents who answered “yes” is significantly lower than the percentage of 2013 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	2014 n=401	2013 n=451
Yes	15%▼	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



C. Demographics

Per established quotas, the gender composition of the survey was evenly split along gender (50% females and 50% males). Generally, the demographic profile of respondents in 2014 was comparable to 2013 figures with the exception of age.

Table 1a: Respondent Demographics

Characteristic	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2010 n=601
Gender					
Male	50%	50%	50%	50%	50%
Female	50%	50%	50%	50%	50%
Age**					
18 to 34	33%	28%	28%	28%	28%
35 to 54	34%▼	43%	43%	43%	43%
55+	33%	30%	29%	29%	29%
Average	43.5 yrs	44.0 yrs	43.8 yrs	43.8 yrs	45.9 yrs
Marital Status					
Married	50%	54%	53%	53%	58%
Single	33%	33%	30%	30%	25%
Widowed	4%	4%	5%	6%	7%
Divorced	8%	6%	7%	7%	7%
Separated	<1%▼	2%	2%	1%	--
Refused	4%▲	1%	3%	3%	3%
Education					
Less than high school	4%	6%	5%	6%	5%
High school graduate	18%	15%	18%	17%	18%
Some college	36%	36%	34%	35%	33%
College graduate	23%	28%	25%	24%	23%
Graduate degree	17%	15%	15%	15%	18%
Ethnicity					
White	68%	72%	68%	72%	71%
Hispanic	16%	14%	16%	12%	14%
African American	5%	5%	4%	4%	5%
Native American	2%	2%	2%	1%	2%
Asian	2%	2%	2%	3%	1%
Other/Refused	7%	5%	9%	8%	7%

▲▼ indicates significant difference compared to 2013 at 95% confidence level. □

**Age categories condensed in 2011.

Table 1b: Respondent Demographics

Characteristic	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2010 n=601
Household Income					
<\$10,000	4%▼	8%	8%	10%	7%
\$10-\$20,000	8%	7%	7%	7%	7%
\$20-\$30,000	11%	8%	7%	8%	8%
\$30-\$40,000	7%▼	11%	9%	8%	7%
\$40-\$50,000	6%	7%	7%	6%	5%
\$50-\$60,000	8%	8%	4%	7%	6%
\$60-\$75,000	10%▲	6%	7%	9%	6%
\$75-\$100,000	8%	8%	12%	10%	13%
\$100,000+	17%	21%	18%	16%	18%
Refused	21%	16%	20%	20%	23%
Average	61,855	\$62,303	\$61,989	\$58,838	\$63,477
Employment Status					
Full-time	50%	48%	51%	45%	48%
Part-time	13%	10%	8%	10%	7%
Unemployed	6%	9%	10%	12%	13%
Retired	23%	19%	18%	22%	19%
Housespouse	2%▼	9%	6%	4%	6%
Student	4%	4%	4%	4%	4%
Profession					
White collar/mgmt	19%	21%	23%	23%	23%
Other professional	24%	25%	25%	16%	23%
Blue collar	11%	14%	11%	15%	14%
Education	11%	11%	10%	8%	12%
Trade	9%	9%	8%	10%	10%
Self-employed	8%	11%	7%	6%	5%
Clerical/admin	7%	8%	10%	9%	6%
Language spoken at home					
English only	74%	72%	72%	72%	72%
Spanish only	--	1%	1%	1%	3%
Mostly Spanish but some English	1%	2%	3%	1%	2%
Equally in both languages	5%	4%	3%	4%	4%
Mostly English but some Spanish	10%	11%	12%	11%	6%
English and other language	7%	9%	7%	8%	9%
Refused	3%	1%	3%	3%	2%

▲▼ indicates significant difference compared to 2013 at 95% confidence level.



II. DRIVER CHARACTERISTICS

A. Driving Habits

In 2014, 45% of residents surveyed reported driving in a 4-door sedan, while 17% reported driving sport utility vehicles and 13% reported driving pickup trucks. These figures are similar to those recorded in 2013.

Table 2: Type of Vehicle

Top vehicle responses	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2010 n=601
Sedan (4-door)	45%	40%	44%	36%	42%
Sports utility	17%	19%	14%	18%	19%
Pickup truck	13%	14%	16%	13%	16%
Van/mini-van	8%	8%	7%	7%	7%
Coupe (2-door)	6%	8%	7%	4%	7%
Don't drive	5%	6%	5%	7%	6%
Car (unspecified)	2%	1%	1%	10%	--
Motorcycle	1%	1%	1%	1%	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.

Note: response categories with less than 1% mentions in 2014 not included in this table.



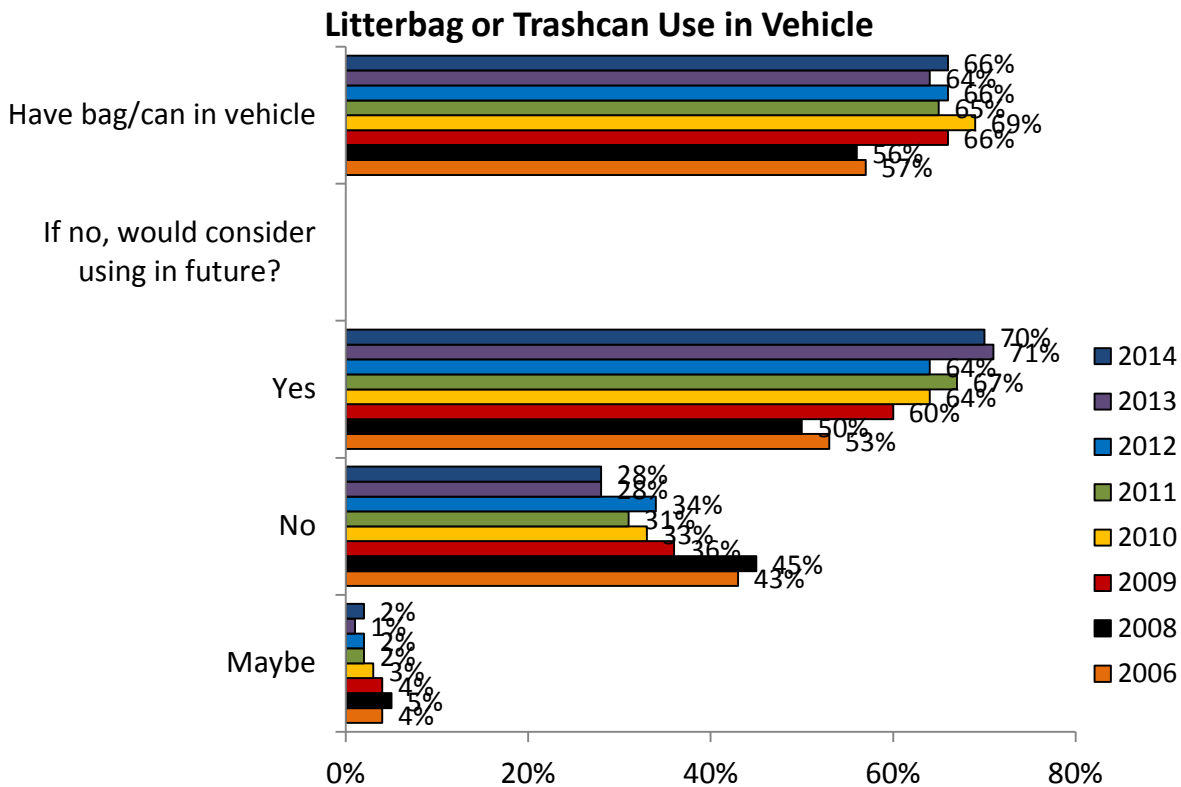
B. Litterbag Use

Two thirds (66%) of residents surveyed reported they have a litterbag or can for use in their vehicles, which is consistent with recent years. Those more likely to say “yes” include:

- Caucasian residents vs. non-Caucasian residents (71% vs. 56%)
- Residents over the age of 55 vs. younger residents (75% vs. 62%)

Among those who do not currently have a litterbag or can in their vehicles, seven in ten (70%) reported they would consider using one in the future. This is consistent with the 71% recorded in 2013. Those more open to using a litterbag or can in their vehicles include:

- Female residents vs. male residents (84% vs. 59%)
- Non-Caucasian residents vs. Caucasian residents (83% vs. 65%)
- Those with a high school education or less vs. college graduates (82% vs. 62%)
- Those with annual household incomes of less than \$50,000 vs. those with annual household incomes of \$100,000 or more (86% vs. 61%)



2014 n=401; 2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748

Q18: Do you have a litter bag or trash can in your vehicle?

Q19: [If no in Q18] Would you consider keeping a litter bag or trash can in your vehicle?



C. Smokers

A small proportion of residents surveyed indicated they smoke (14%, which is comparable with recent years). Residents more likely to indicate they smoke include:

- Male residents vs. female residents (18% vs. 11%)
- Residents with annual household incomes of less than \$50,000 vs. those with annual household incomes of \$100,000 or more (20% vs. 9%)

Two-thirds (64%) of smokers indicated they dispose of cigarettes by using an ashtray in their vehicles, which is up significantly from 2013.

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

Response	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2010 n=601
Smoker	14%	14%	14%	17%	18%
	<i>n=58</i>	<i>n=65</i>	<i>n=83</i>	<i>n=101</i>	<i>n=105</i>
Ashtray in vehicle	64%▲	40%	51%	43%	53%
Something else in vehicle	10%	18%	18%	10%	13%
Don't smoke in the car	21%	25%	16%	2%	7%
It varies	3%	11%	12%	7%	9%
Throwing out window	2%	6%	4%	13%	5%
Don't know/refused	--	--	--	25%	12%

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

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, 13% of residents surveyed reported driving a pickup truck. This is comparable to the 14% recorded in 2013. Those more likely to report driving a pickup truck include:

- Male residents vs. female residents (19% vs. 7%)
- Those who did not graduate college vs. college graduates (18% vs. 7%)
- Those with annual household incomes of less than \$100,000 vs. those with annual household incomes of \$100,000 or more (16% vs. 6%)

Table 4: Pickup Truck Drivers

Response	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2010 n=601
Drive pickup truck	13%	14%	16%	13%	16%

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

Less than half (42%) of pickup truck drivers reported they “always” secure items in the back of their pickup truck, representing a significant decrease from 2013 (77%). However, an increase was seen in the proportion who indicated they secure their loads “most of the time” (31%, up from 11%).

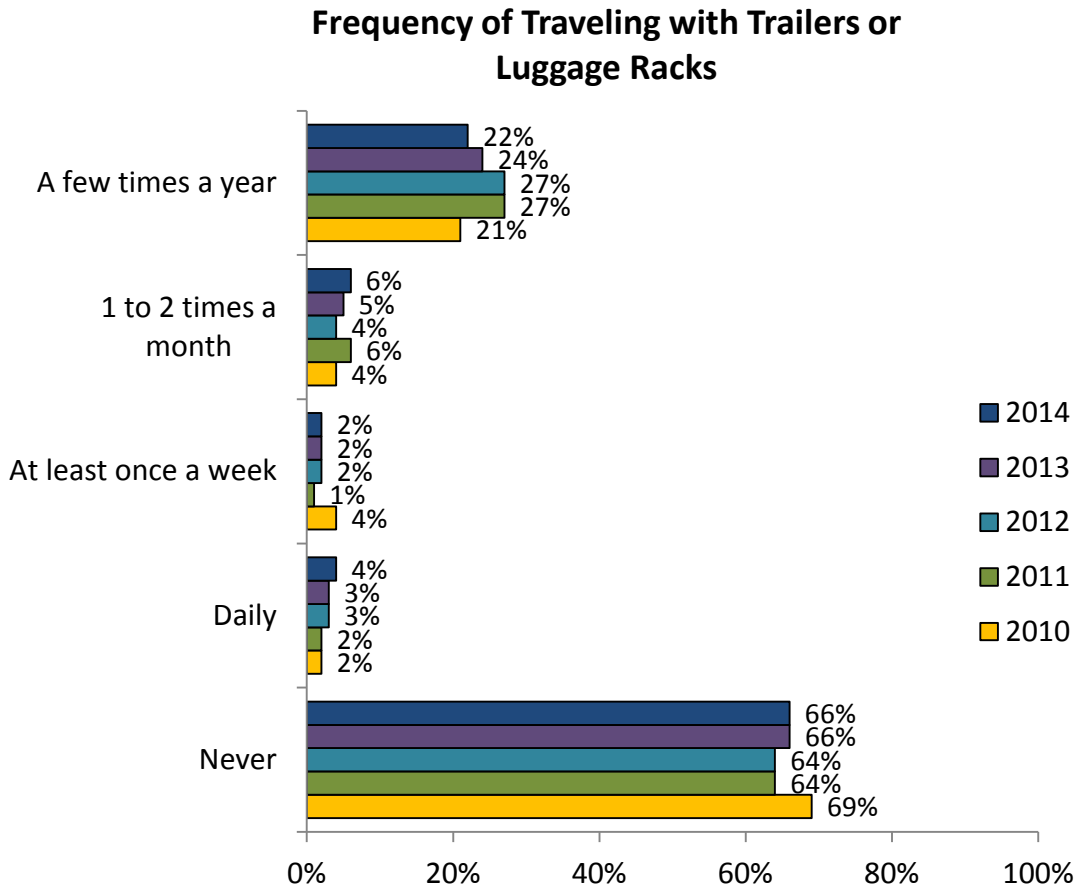
Table 5: How often Truck Drivers Secure Loads

Frequency	2014 n=52	2013 n=64	2012 n=86	2011 n=54	2010 n=94
NET likely (Always + Most)	73%	88%	81%	73%	81%
Always	42%▼	77%	71%	54%	64%
Most of the time	31%▲	11%	10%	19%	17%
Sometimes	12%	6%	6%	12%	7%
Rarely	--	1%	6%	3%	3%
Never	2%	3%	5%	5%	2%
Don't know	14%▲	2%	2%	7%	7%

Q15: 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.)?

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

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 figures recorded in recent years. Nearly one quarter (22%) reported doing so “a few times a year,” while 12% reported doing so at least one to two times per month.



2014 n=401; 2013 n=451; 2012 n=600; 2011 n=602; 2010 n=587

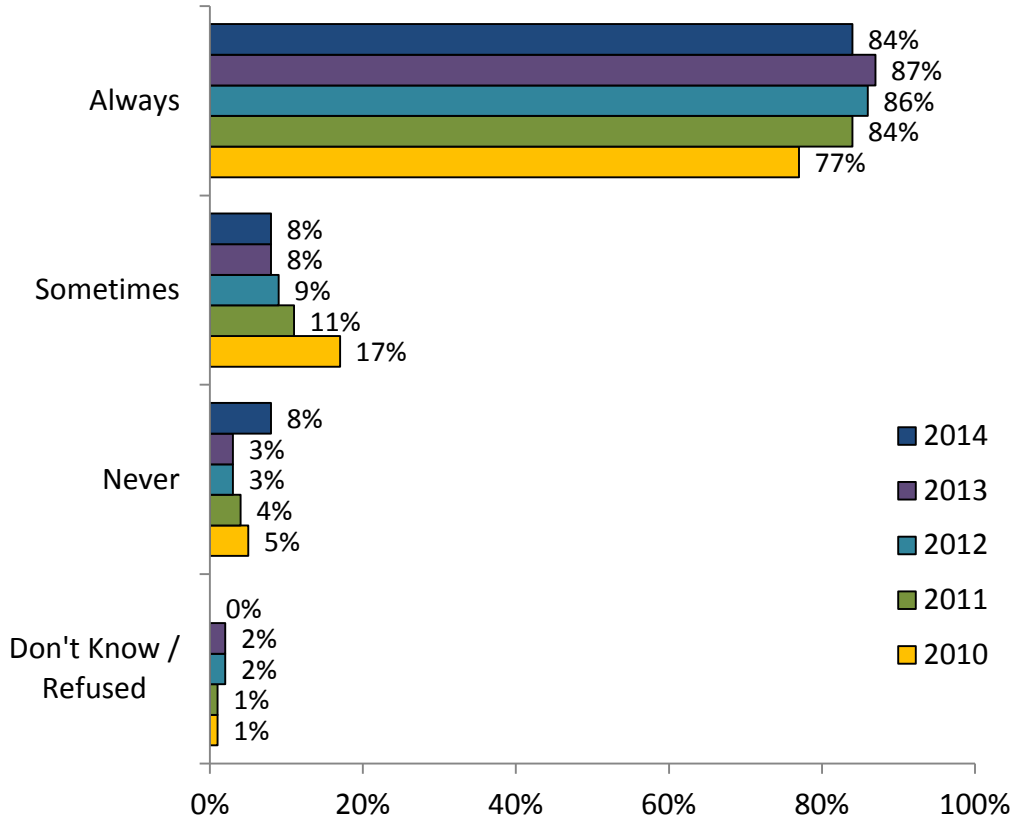
Q16: How often do you drive or ride in a vehicle that transports items that are not carried within the vehicle or trunk, such as hauling items in an open-air trailer or strapped to a luggage rack or trunk?

Note: Question added in 2010



The large majority (84%) of residents who mentioned 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. This is statistically similar to recent years.

How Often Those with Trailers or Luggage Racks Secure Loads



Open-air trailer/luggage rack users: 2014 n=136; 2013 n=155; 2012 n=218; 2011 n=219; 2010 n=184
 Q17: [If more than 'never' in Q16] 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.

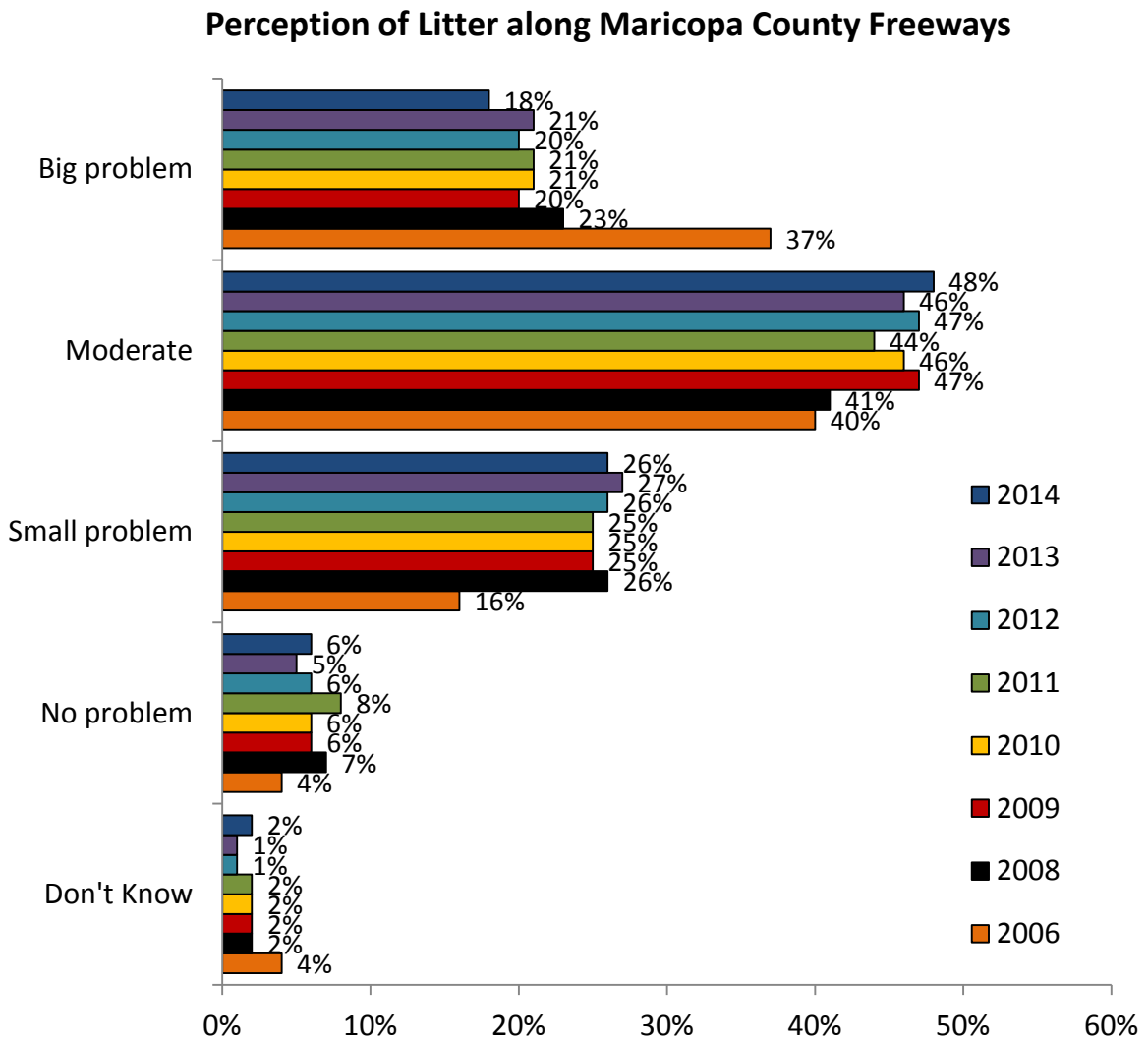


III. LITTER AWARENESS AND BEHAVIOR

A. Perception of Litter as Problem along Freeways

Two thirds (66%) of residents surveyed indicated they believe litter along Maricopa County freeways is a “big” or “moderate” problem, which is consistent with recent years. Those more likely to view litter as a “big problem” include:

- Those with a high school education or less vs. those with higher education (25% vs. 15%)
- Those with annual household incomes of less than \$50,000 vs. those with incomes of \$100,000 or more (22% vs. 11%)



2014 n=401; 2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748

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



Table 6: Freeway Litter as a Problem in Maricopa County

Rating	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2010 n=601
Big + Moderate problem	66%	67%	67%	65%	67%
Big problem	18%	21%	20%	21%	21%
Moderate problem	48%	46%	47%	44%	46%
Small problem	26%	27%	26%	25%	25%
Not a problem at all	6%	5%	6%	8%	6%
Don't know	2%	1%	1%	2%	2%

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



B. Personal Littering

Nearly two thirds (62%) of residents surveyed indicated they have not littered in the past year. This is comparable to the 61% recorded in 2013. Among those who reported littering items, food/organic material continues to be the most common type of litter mentioned by residents (39%), followed by small pieces of paper (25%) and other food wrappers (12%). Those more likely to indicate they have not littered in the past year include:

- Residents aged 55 and older vs. younger residents (82% vs. 52%)
- Caucasian residents vs. non-Caucasian residents (67% vs. 46%)
- College graduates vs. those with less education (69% vs. 57%)

Table 7: Items Personally Discarded as Litter – Total Responses

Top Items Mentioned	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2009 n=637
Have not littered in past year.	62%	61%	65%	70%	69%
	(n=151)	(n=176)	(n=211)	(n=181)	(n=180)
Food/organic material	39%	36%	40%	41%	48%
Small pieces of paper	25%	31%	31%	29%	22%
Other food wrappers	12%	8%	13%	10%	8%
Cigarette butts	3%	7%	5%	12%	8%
Paper/newspaper/napkins	3%	1%	--	3%	3%
Don't know	8%	9%	8%	4%	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?

Note: items with less than 3% responses in 2014 not included in this table



C. Littering Circumstances

Nearly half (46%) of residents who indicated they littered in the past year reported they did so while driving or riding in a vehicle. This is similar to figures recorded in recent years and is the predominant scenario mentioned by admitted litterers, however, there was a significant increase in the percentage who reported that they just “threw it” or “got rid of it anywhere they could” (10% up from 3%).

Table 8: Littering Situation – Total Responses
Among those who indicated they have littered in the past year

Top situations	2014 n=151	2013 n=176	2012 n=211	2011 n=177	2010 n=149
Driving/riding/traveling in vehicle.	46%	52%	46%	47%	48%
Just threw it/got rid of it anywhere I could	10%▲	3%	6%	6%	3%
Walking outside	7%▼	14%	10%	11%	11%
No trash can around	5%	5%	6%	5%	6%
Opened door/window–flew out	5%	4%	4%	4%	5%
In a parking lot	3%	--	1%	--	--
Don't know/can't remember	18%▲	10%	15%	12%	13%

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?

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

Note: items with less than 3% responses in 2014 not included in this table



D. Reasons for Littering When Driving

The most common reason mentioned for littering when driving continues to be lack of a convenient trash receptacle (mentioned by 15%, consistent with 2013), however, there was a decrease in the percent who backed off of their earlier claim to have littered while they were driving (24% down from 34%).

Table 9: Reasons for Littering when Driving – Total Responses
Among those who indicated they have littered in the past year

Top responses	2014 n=151	2013 n=176	2012 n=211	2011 n=181	2010 n=147
I don't litter when driving.	24%▼	34%	38%	33%	32%
No trash receptacles are convenient.	15%	15%	13%	10%	14%
I only litter food scraps – they are biodegradable.	12%	12%	11%	13%	17%
It was an accident/unintentional.	5%	7%	9%	9%	5%
It's easy.	5%	7%	4%	5%	3%
I don't want to keep it in my car.	5%	6%	8%	8%	3%
I don't consider throwing out gum, small wrappers, and cigarette butts litter.	5%	4%	3%	4%	3%
I'm lazy.	3%	2%	1%	3%	3%
Didn't want it anymore/tired of chewing it.	2%	1%	1%	--	--
Don't know	21%▲	6%	9%	9%	13%

Q14: Why do you litter WHEN DRIVING?

▲▼ indicates significant difference compared to 2013 at 95% confidence level.



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 (31%). Compared to 2013, residents were more likely to report throwing small pieces of paper or cigarette butts out the window, or leaving vehicle/tire debris along the side of the road. They were less likely to report recently throwing out beverage containers or getting warned or fined for littering. A detailed breakout follows below in Table 10a and 10b.

As seen in past studies, residents aged 18 to 34 are consistently more likely than older residents to report experiencing any given scenario. The shifts are slightly more notable this year with the increased representation from this age group in the sample overall.

Table 10a: 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 – 2014	7%	12%	81%
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 - 2014	1%▼	2%	97%▲
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 – 2014	4%▼	8%	88%▲
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 – 2014	8%	12%	80%
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."

▲▼ indicates significant difference compared to 2013 at 95% confidence level.



Table 10b: 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 – 2014	4%	10%	86%
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 – 2014	8%▲	10%▲	82%▼
2013	<1%	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. – 2014	10%▲	9%	81%▼
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 – 2014	13%▲	12%	74%▼
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 – 2014	31%▲	19%	50%
2013	25%	20%	55%
2012	28%	21%	52%
2011	24%	21%	55%
2010	24%	21%	55%

▲▼ indicates significant difference compared to 2013 at 95% confidence level.



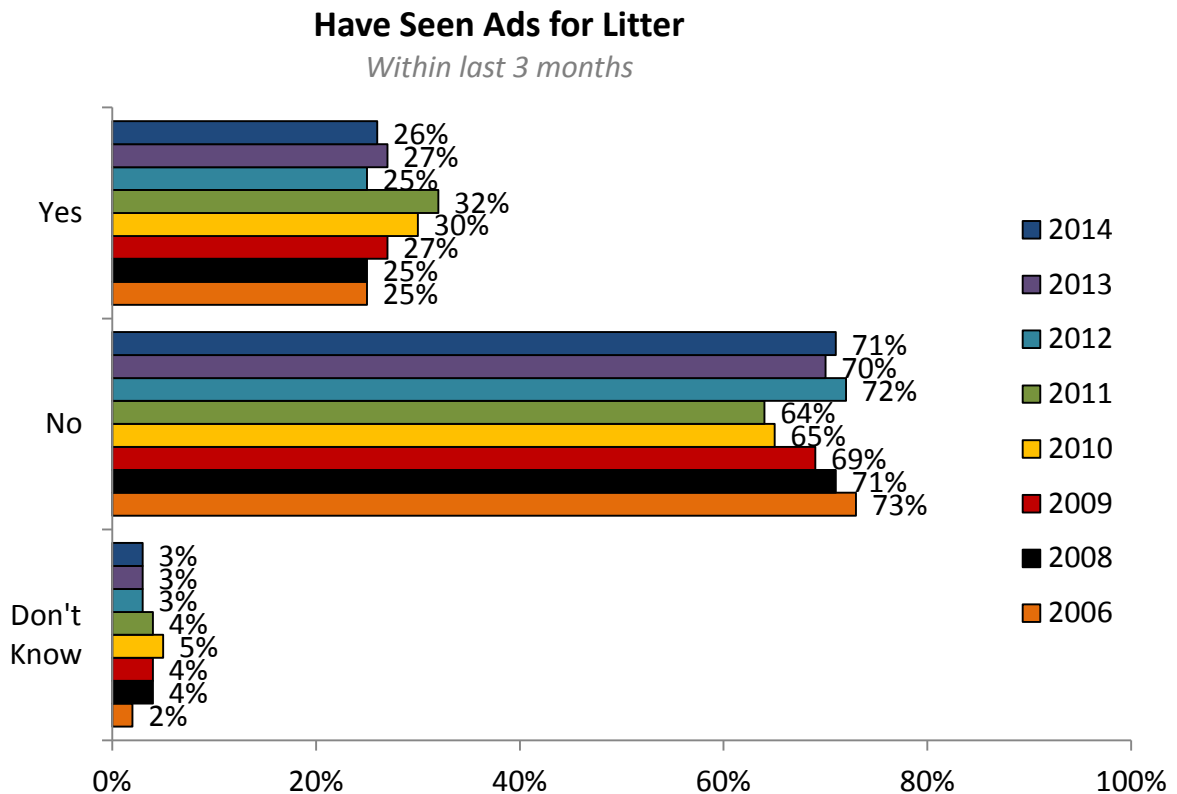
IV. CAMPAIGN AWARENESS

A. Awareness of Campaign

1. General Awareness

One fourth (26%) of residents indicated they had seen advertising related to litter or littering in the past three months. This is consistent with figures recorded in the last two years. The more likely to say “yes” include:

- Those aged 18 to 34 vs. older residents (35% vs. 22%)
- Non-Caucasian residents vs. Caucasian residents (36% vs. 22%)
- Those who graduated high school or had a lower level of education vs. residents with higher education (44% vs. 21%)
- Those with annual household incomes of less than \$100,000 vs. those with higher annual household incomes (29% vs. 16%)



2014 n=401; 2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748

Q20: 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 three months, the hierarchy of recalled messages was generally similar to 2013. Whereas no one mentioned “Don’t Trash Arizona” in 2013, 7% of residents mentioned it this year.

The top message recalled continues to be “Don’t litter/keep Arizona clean” (mentioned by 19%). Messages related to “the fines” were not recalled this year to the same degree as in 2013 (6%, down from 16%).

Table 11: 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	2014 n=104	2013 n=121	2012 n=150	2011 n=194	2010 n=183
Don’t litter/keep Arizona clean	19%	29%	24%	18%	21%
It was a sign along the road/billboard	11%	13%	15%	12%	6%
A hamburger wrapper being a 500 dollar fine/ a five hundred dollar burger	8%	6%	5%	2%	9%
Littering is unlawful/can get a ticket	7%	4%	4%	5%	4%
Saw on TV/commercial/public service announcement	7%	2%	3%	8%	1%
Don’t Trash Arizona	7%	--	2%	5%	--
The fines	6% ▼	16%	19%	16%	24%
Heard on radio	6%	2%	1%	7%	3%
Use ashtray/cigarettes cause fires	5%	11%	6%	5%	6%
Just because it’s a freeway doesn’t mean you are free to litter on it	3%	7%	9%	7%	--
Put litter in its place/use the trash	3%	5%	3%	--	--
“No cups, cans or butts”	3%	2%	--	--	--
Make the earth greener/go green	2%	2%	1%	3%	2%
Litter is bad for the environment/bad for wildlife	2%	2%	1%	2%	3%
Garbage in the ocean	2%	--	--	--	--
People littering out of their vehicle	2%	2%	1%	--	2%
Don’t know	6%	8%	14%	13%	15%

Q21: [If yes in Q20] What specifically do you remember about the ads related to litter or littering?

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

Note: response categories with less than 2% mentions in 2014 not listed in this table



Among those who indicated they had seen or heard litter-related advertising in the past three months, over half (52%) reported they did not recall the main slogan of the advertising. This is consistent with the last few years. **“Don’t Trash Arizona” saw a significant increase in recall (12%, up from 3% in 2013).**

Table 12: 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	2014 n=104	2013 n=121	2012 n=150	2011 n=194	2010 n=183
Do not litter	12%	12%	15%	22%	5%
Don't Trash Arizona	12%▲	3%	3%	2%	4%
You will be fined	5%	2%	5%	3%	4%
No cups cans or butts	4%	2%	1%	--	--
Keep Arizona Beautiful	4%	2%	2%	--	2%
Keep our freeways clean	2%	2%	5%	3%	3%
Don't pollute	2%	--	--	--	--
Don't know	52%	57%	55%	56%	70%

Q22: [If yes in Q20] What was the main slogan used in the ads?

Note: response categories with less than 2% mentions in 2014 not listed in this table

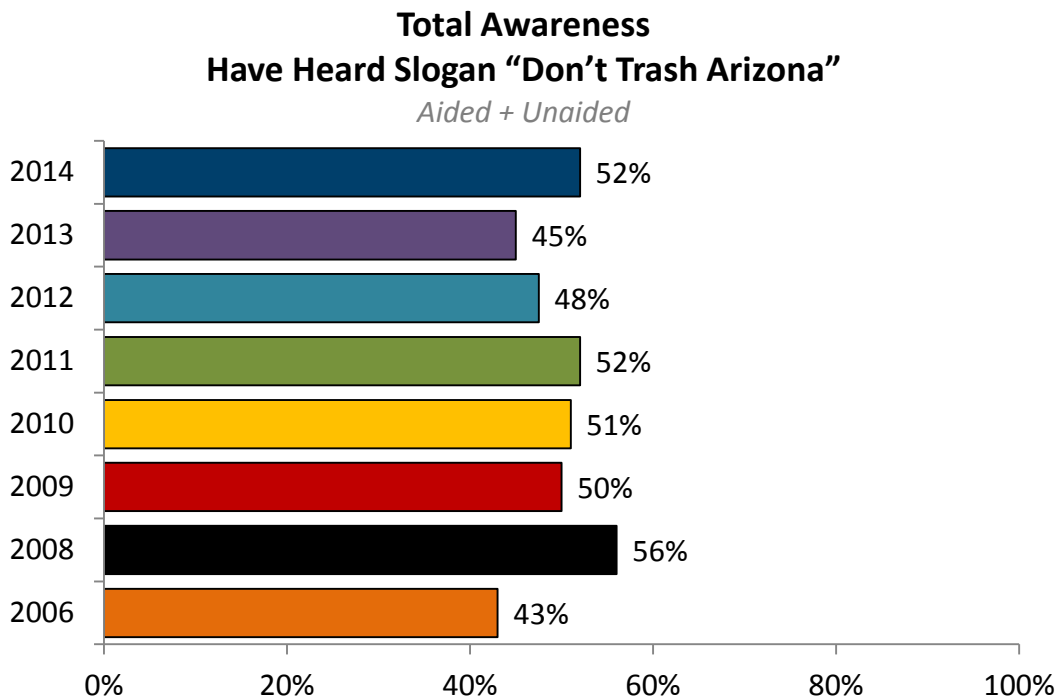
▲▼ indicates significant difference compared to 2013 at 95% confidence level.



B. “Don’t Trash Arizona” Awareness

Over half (52%) of residents surveyed indicated they have heard the slogan “Don’t Trash Arizona” in either an aided or unaided fashion. While not a statistically significant increase at the 95% level of confidence compared to the 45% recorded in 2013, this increase does reverse a declining trend seen over the last few years. Those most likely to be aware of the slogan include:

- Male residents vs. female residents (63% vs. 41%)
- Those aged 18 to 34 vs. those aged 55 and older (62% vs. 44%)



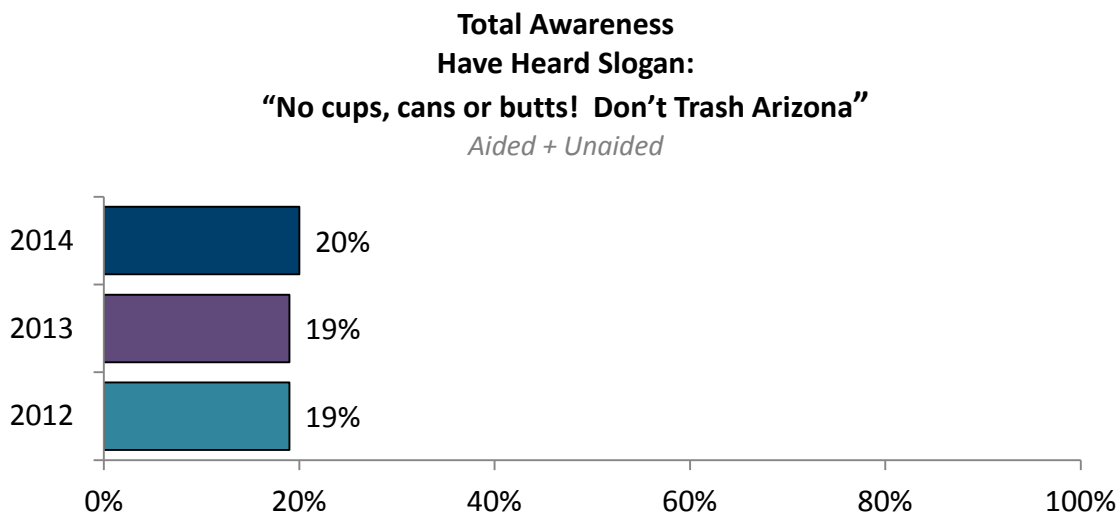
2014 n=401; 2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748
 Q22: [If yes in Q20] What was the main slogan used in the ads?
 Q23: [If not mentioned in Q22] Have you seen or heard the slogan, “Don’t Trash Arizona?”



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

The proportion of residents indicating awareness (unaided or aided) of “No cups, cans or butts! Don’t Trash Arizona” remained stable in 2014 (20% compared to 19% in 2013). Those more likely to be aware include:

- Male residents vs. female residents (27% vs. 14%)
- Residents aged 18 to 34 vs. older residents (36% vs. 13%)
- Residents with a high school education or less vs. those with higher education (33% vs. 15%)



2014 n=401; 2013 n=451; 2012 n=600

Q22: [If yes in Q20] What was the main slogan used in the ads?

Q24: [if not mentioned in Q22] 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 included billboards (30%), television (23%) and radio (20%). Fewer residents overall mentioned street/highway signs (17%, down from 25%) or newspaper (2%, down from 7%).

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

Table 13: Where Saw *Don’t Trash Arizona* Slogan
Total responses among those indicating they had heard the slogan

Top Media	2014 n=219	2013 n=232	2012 n=321	2011 n=313	2010 n=308
Billboards	30%	25%	21%	21%	20%
Television	23%	19%	25%	36%	31%
Radio	20%	16%	16%	24%	21%
Street/highway signs	17%▼	25%	23%	19%	16%
Newspaper	2%▼	7%	4%	5%	4%
Friends/family/word-of-mouth	2%	--	1%	--	--
Don’t know	17%	18%	22%	18%	24%

Q26: [if mentioned in Q22, or ‘yes’ in Q23 or Q24] Where have you seen, heard or read the slogans, “Don’t Trash Arizona” or “No cups, cans or butts: Don’t Trash Arizona?”

Note: response categories with less than 2% mentions in 2014 not listed in this table

▲▼ indicates significant difference compared to 2013 at 95% confidence level.



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). Only one person (less than 1% of the total sample) correctly mentioned the Maricopa Association of Governments.

Table 14: Who Sponsors *Don't Trash Arizona* Slogan
Among those indicating they had heard the slogan

Top mentioned sponsors	2014 n=219	2013 n=232	2012 n=321	2011 n=313	2010 n=308
State/local government	10%	11%	12%	13%	17%
ADOT	11%▲	6%	8%	8%	7%
City of Phoenix	1%	3%	2%	2%	2%
Department of Public Safety	1%	--	--	1%	--
Maricopa County (unspecified)	1%	2%	--	--	--
Don't know	68%	68%	69%	70%	69%

Q26:[If mentioned in Q22, or 'yes' in Q23 or Q24] Who sponsors the Don't Trash Arizona advertisements?

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

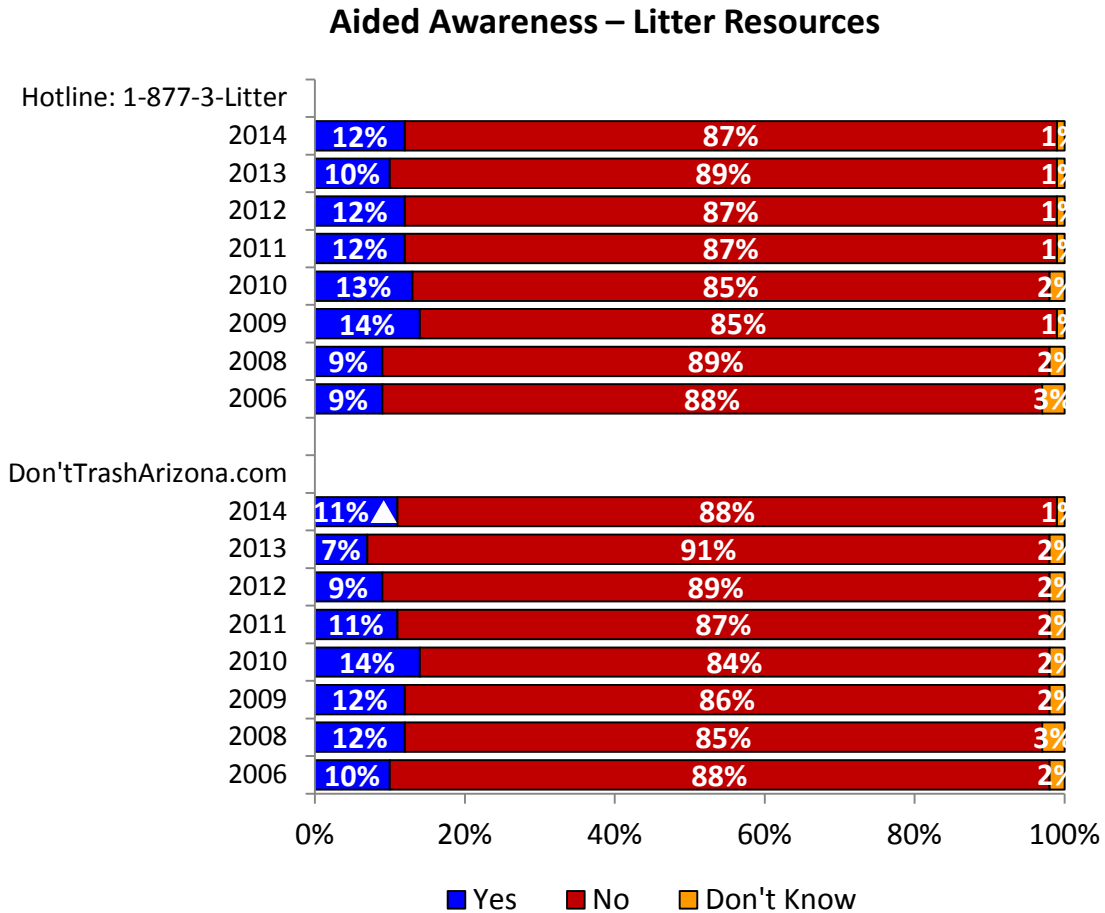
Note: response categories with less than 1% mentions in 2014 not listed in this table



D. Awareness of Litter Resources

Over one in ten (12%) residents surveyed reported familiarity with the litter hotline. This is similar to figures recorded in recent years. A similar proportion (11%) of residents reported familiarity with DontTrashArizona.com (up from 7% in 2013).

Residents with a high school education or a lower level of education were more likely than those with higher education to recognize the DontTrashArizona.com website (20% vs. 8%).



2014 n=401; 2013 n=451; 2012 n=600; 2011 n=602; 2010 n=601; 2009 n=637; 2008 n=744; 2006 n=748

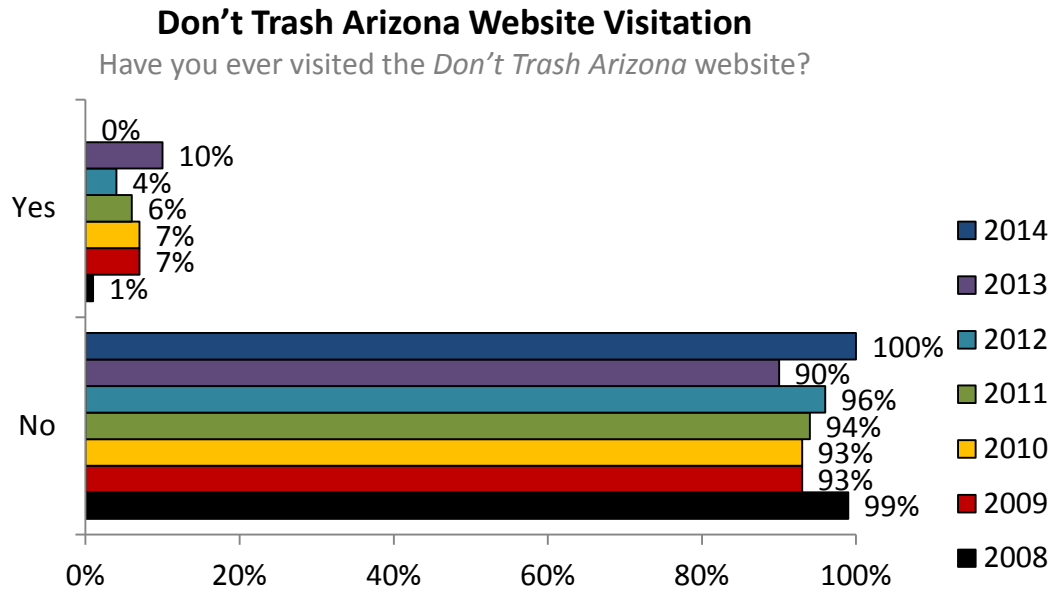
Q27: Have you heard of www.DontTrashArizona.com?

Q29: Have you heard about the Litter Hotline, 1-877-3-Litter, where you can report someone who litters?

▲▼ indicate significant different compared to 2013 at 95% confidence level



This year, none (n=0) of the residents with recognition of the DontTrashArizona.com website indicated they have actually visited the site.



2014 n=44; 2013 n=30; 2012 n=53; 2011 n=67; 2010 n=83; 2009 n=73; 2008 n=72
 Q28: [If 'yes' in Q27] Have you ever visited the "Don't Trash Arizona Website"?



E. Likelihood to Report Littering

Approximately one quarter (23%) of residents surveyed indicated they would be “very likely” to report someone littering in the future. While this figure has fluctuated over the last several years, the combined percentage of those very or somewhat likely has remained stable. Residents aged 55 and older were significantly more likely than younger residents indicate they would be “very likely” to report someone for littering (29% vs. 19%).

Table 15: Likelihood to Report Littering

Likelihood	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2010 n=601
NET likely (Very + somewhat)	62%	62%	59%	61%	62%
Very likely	23%	28%	24%	28%	27%
Somewhat likely	39%	34%	35%	33%	35%
Not very likely	24%	23%	26%	25%	22%
Not at all likely	12%	12%	12%	12%	14%
Don't know	2%	3%	2%	2%	2%

Q30: 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 continues to be the Internet (mentioned by 53%). Residents aged 18 to 34 were more likely than those aged 55 and older to mention the internet (59% vs. 46%).

Table 16: Source for Litter/Littering Information

Top Sources	2014 n=401	2013 n=451	2012 n=600	2011 n=602	2010 n=601
Internet (general)	53%	50%	47%	46%	49%
Don't Trash AZ website	17%	15%	18%	18%	14%
The "city"	4%	6%	8%	7%	5%
Litter hotline	4%	4%	5%	5%	5%
Police/ highway patrol/DPS	4%	3%	3%	2%	3%
Google	4%	--	--	--	--
ADOT/highway dept.	2%	3%	2%	2%	2%
Waste Management/ garbage company	2%	2%	2%	2%	2%
Don't know	10%	15%	15%	15%	19%

Q31: 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: Response categories with less than 2% mentions in 2014 not listed in this table.



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 (29% of the total population mention an item in response to the question “can you think of items that you yourself might have discarded as litter in the past year”).
- **“Accidental Litterers”** are defined as residents who indicated they had never littered themselves, but reported being in a vehicle when littering occurred (47% of the total population indicated they did not litter anything in the question reference above, but did indicate they had experienced one or more of the littering scenarios in the past 3 months or past year).
- **“Non-Litterers”** are those who indicated they had never littered themselves and also indicated they had never experienced other littering situations (24% of the total population).

The proportion of admitted litterers in the general population survey declined from 2013 (29%, down from 35%) while the proportion of accidental litterers increased (47%, up from 38%). Non-litterers in 2014 only comprise 24% of the sample. Note: some of this shift is likely due to the higher representation of residents 18 to 34 in the sample in 2014 in combination with the fact that younger residents are more likely to report that they have littered in the past year as well as have experienced the various littering scenarios in comparison to residents ages 35 and older.

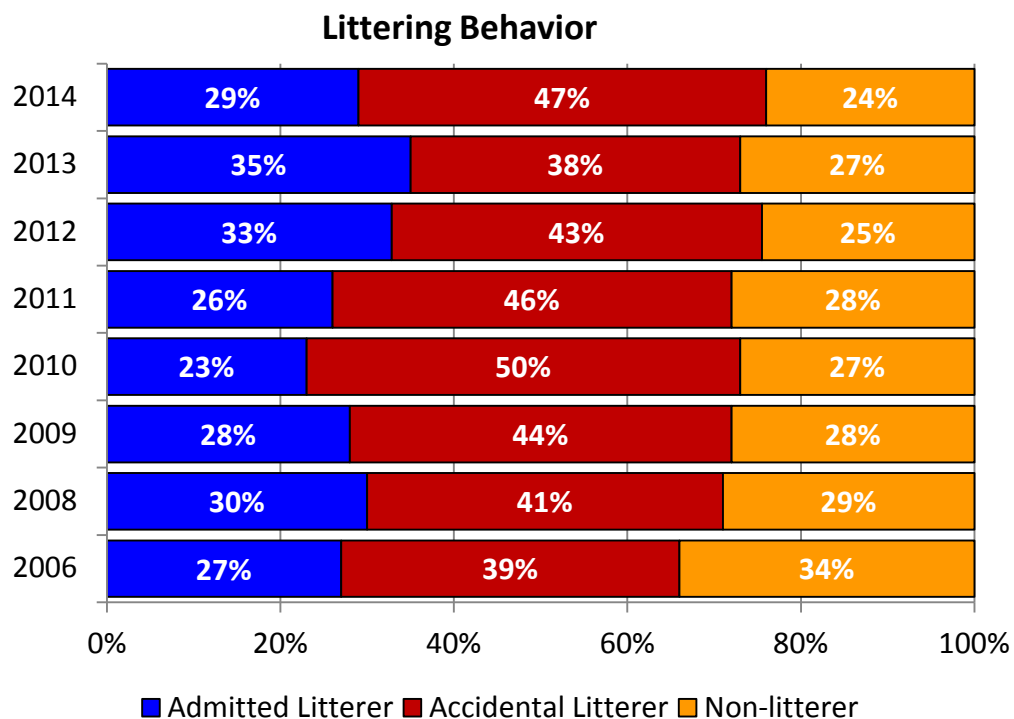


Table 17a: Demographic Comparison Based on Littering Behavior

Characteristic	2014			2013		
	Admitted Litterers n=118 A	Accidental Litterers n=189 B	Non-Litterers n=94 C	Admitted Litterers n=160 A	Accidental Litterers n=171 B	Non-Litterers n=120 C
Gender						
Male	54% ^C	55% ^C	35%	51%	54% ^C	42%
Female	46%	45%	65 ^{AB}	49%	46%	58% ^B
Age						
18 to 34	43% ^C	35% ^{▲C}	17%	49% ^{BC}	16%	14%
35 to 54	47% ^{BC}	26% [▼]	31%	36%	52% ^C	39%
55+	10%	39% ^A	52% ^{AB}	14%	32% ^A	47% ^{AB}
Average	38.1 yrs	44.0 yrs ^A	49.4 yrs ^{AB}	37.6	46.5 ^A	49.1 ^A
Marital Status						
Married	49%	48%	54%	48%	58%	55%
Single	41% ^C	32%	27%	44% ^{BC}	27%	25%
Widowed	--	6%	7%	2%	4%	7%
Divorced	8%	8%	7%	3%	8% ^A	8%
Separated	1%	1%	--	2%	3%	2%
Don't know or Refused	1%	5% [▲]	4%	--	1%	2%
Education						
Less than high school	2%	4%	5%	4%	5%	12% ^{AB}
High school graduate	24% [▲]	16%	14%	13%	19%	12%
Some college	41%	33%	37%	41%	30%	38%
College graduate	20%	26%	21%	28%	30%	23%
Graduate degree	14%	16%	22%	14%	16%	15%

^{ABC} indicates significantly higher than corresponding sub-group in the same year
^{▲▼} indicates significant difference compared to 2013 at 95% confidence level.



Table 17b: Demographic Comparison Based on Littering Behavior

Characteristic	2014			2013		
	Admitted Litterers n=118 A	Accidental Litterers n=189 B	Non-Litterers n=94 C	Admitted Litterers n=160 A	Accidental Litterers n=171 B	Non-Litterers n=120 C
Ethnicity						
White	58%	73% ^A	70%	69%	75%	70%
Hispanic	25% ^{▲BC}	11%	14%	11%	16%	17%
African-American	7%	3%	7%	6%	4%	5%
Asian	2%	1%	3%	4%	1%	1%
Native American	2%	3%	--	4%	1%	1%
Other	3%	1%	2%	4%	2%	3%
Refused	3%	8% [▲]	4%	2%	1%	3%
Household Income						
<\$10,000	4%	5%	4%	9%	6%	8%
\$10-\$20,000	10%	7%	6%	8%	7%	6%
\$20-\$30,000	12%	12%	7%	8%	7%	10%
\$30-\$40,000	4% [▼]	9%	6%	11%	15% ^C	7%
\$40-\$50,000	6%	7%	4%	8%	5%	9%
\$50-\$60,000	9%	7%	7%	6%	11%	7%
\$60-\$75,000	15% ^{▲B}	6%	10% [▲]	7%	6%	3%
\$75-\$100,000	9%	10%	4%	7%	9%	7%
\$100,000+	21% ^B	12% [▼]	24% ^B	22%	24%	18%
Refused	9%	25% ^{▲A}	27% ^A	14%	10%	25% ^{AB}
Employment						
Full-time	59% ^C	49%	38%	51%	49%	43%
Part-time	18% ^B	10%	13% [▲]	17% ^{BC}	8%	3%
Retired	6%	29% ^A	35% ^A	6%	25% ^A	27% ^A
House-spouse	2% [▼]	2% [▼]	3% [▼]	8%	8%	12%
Student	10% ^{BC}	1%	3%	8% ^B	1%	3%
Unemployed	4%	6%	7%	8%	8%	8%
Household Language*						
English only	75%	70%	81% ^{▲B}	74%	72%	68%
Spanish only	--	--	--	--	--	4%
Mostly Spanish + some English	2%	1%	1%	2%	2%	3%
Equally in Spanish and English	9%	4%	4%	5%	4%	3%
Mostly English + some Spanish	8%	11%	11%	9%	15%	8%
English + Other	5%	10% ^C	3% [▼]	9%	6%	11%
Refused	1%	5% ^{▲A}	--	1%	1%	2%

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

▲▼ indicates significant difference compared to 2013 at 95% confidence level.



APPENDIX A

SUPPLEMENTAL RESULTS FOR MALES AGED 18 TO 34

BACKGROUND

Beginning in 2013, WestGroup Research began oversampling the target audience (males aged 18 to 34) until a threshold of n=200 was achieved. Those results were pulled out separately in order to monitor changes within the target audience as well as to see results versus residents not in the target audience. Statistical testing is applied when appropriate for each group relative to its corresponding 2013 figure(s). However, it is important to note that, in 2013, the oversample included web-surveys in addition to telephone surveys in order to hit the target of n=200. For some questions, therefore, there were slight methodological differences and, as a result, statistical testing cannot be applied. In 2014, all males aged 18 to 34 included in the oversample were reached by telephone.

DRIVER CHARACTERISTICS

Table A2: Type of Vehicle – Target vs. Non-Target

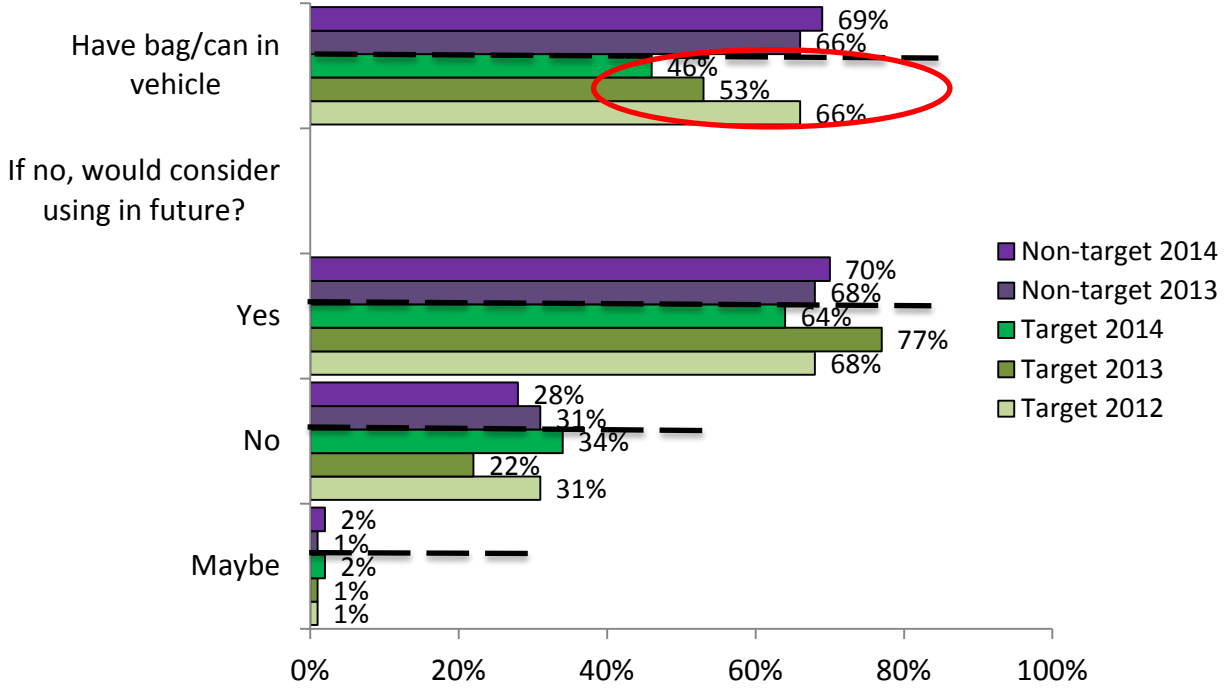
Top vehicle types mentioned	2014 Target n=202	2013 Target* n=200	2012 Target n=100	2014 Non Target n=325	2013 Non-Target n=385
Sedan (4-door)	50%	42%	48%	42%	40%
Pickup truck	11%	16%	19%	14%	14%
Sports utility	10%	14%	9%	18%	20%
Coupe (2-door)	9%	13%	8%	5%	7%
Van/mini-van	8%	4%	10%	9%	8%
Don't drive	5%	4%	3%	4%	6%
Car (unspecified)	2%	1%	1%	1%	1%
Motorcycle	2%	2%	1%	2%	1%
Don't know/ refused	1%	2%	--	2%	1%

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

* 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.



Litterbag or Trashcan Use in Vehicle



Non-target: 2014 n=325; 2013 n=385 | Target: 2014 n=202; 2013 n=200; 2012 n=100

Q18: Do you have a litter bag or trash can in your vehicle?

Q19: [If no in Q18] Would you consider keeping a litter bag or trash can in your vehicle?



Table A4: Smoking Habits and Disposing of Cigarette Butts - Target vs. Non-Target

Response	2014 Target n=202	2013 Target n=200	2012 Target n=200	2014 Non-Target n=325	2013 Non-Target n=385
Smoker	27%▲ <i>n=54</i>	13%	16%	12%	14%
Ashtray in vehicle	43%	27%	44%	62%▲ <i>n=39</i>	40%
Something else in vehicle	2%▼	19%	19%	13%	20%
Don't smoke in the car.	22%	12%	12%	20%	27%
It varies	11%	23%	6%	3%	9%
Throwing out window	20%	19%	19%	3%	2%
Some other means of disposal	2%	--	--	--	2%
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...?

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

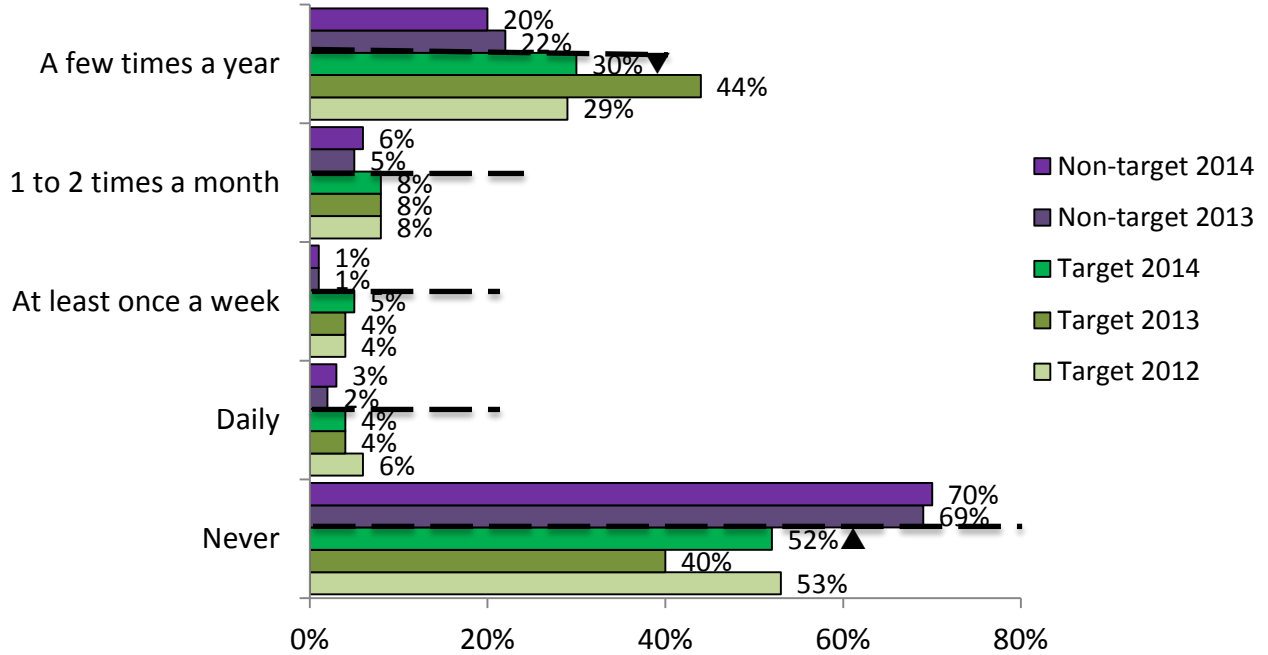
Table A5: How often Truck Drivers Secure Loads – Target vs. Non-Target

Frequency	2014 Target n=21	2013 Target n=31	2012 Target n=18	2014 Non-Target n=44	2013 Non-Target n=54
NET likely(Always + Most)	81%	87%	78%	73%	85%
Always	38%▼	68%	61%	43%▼	72%
Most of the time	43%	19%	17%	30%▲	13%
Sometimes	5%	13%	11%	11%	7%
Rarely	--	--	6%	--	2%
Never	9%	--	6%	2%	4%
Don't Know	5%	--	--	14%	2%

Q15: 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.)?

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

Frequency of Traveling with Trailers or Luggage Racks

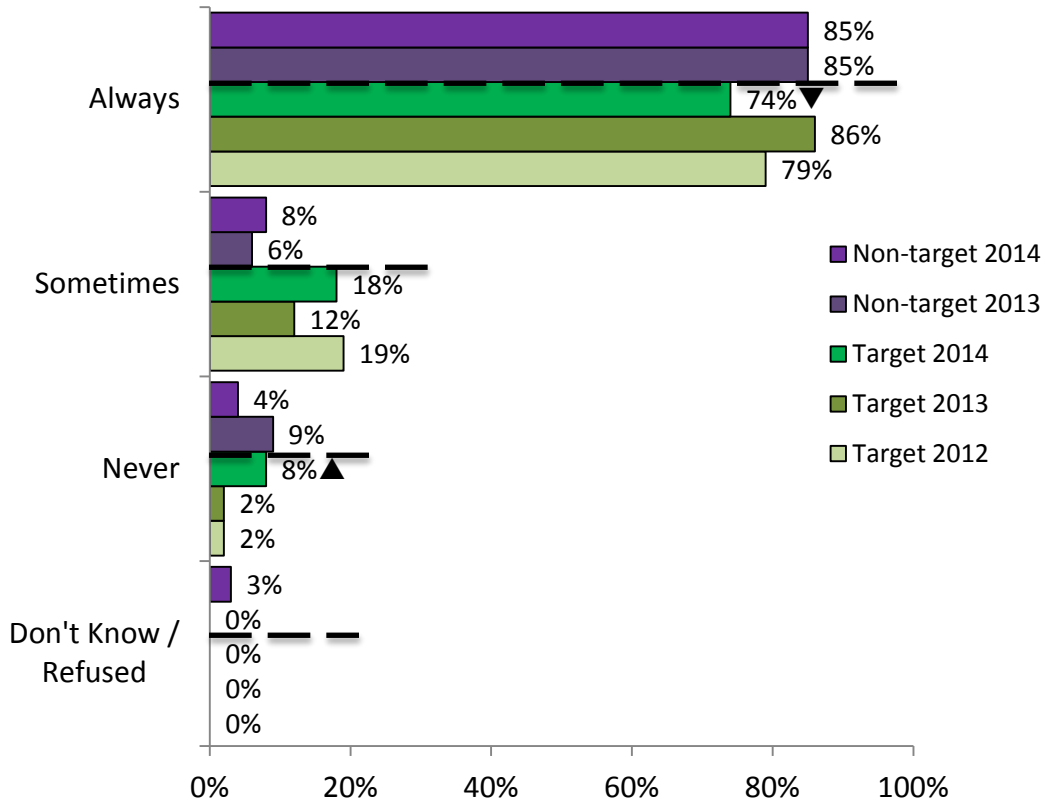


Non-target: 2014 n=325; 2013 n=385 | Target: 2014 n=202; 2013 n=200; 2012 n=100

Q16: 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?

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

How Often Those with Trailers or Luggage Racks Secure Loads



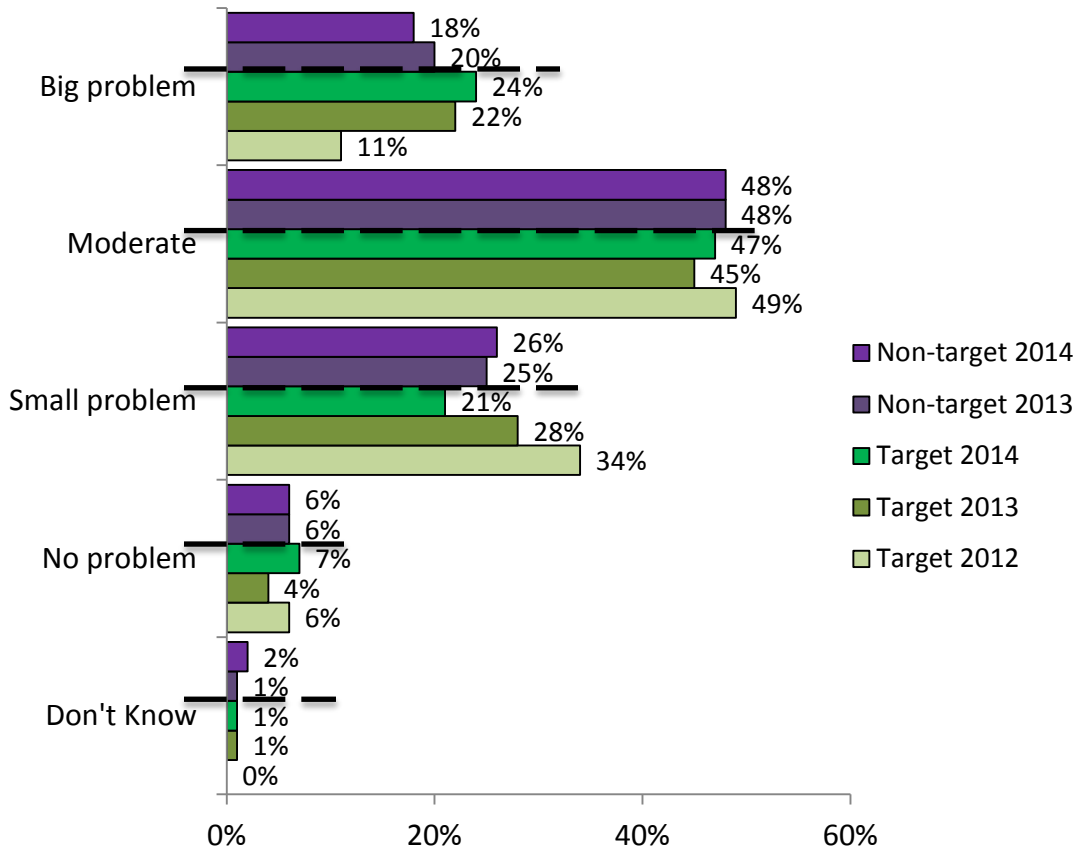
Non-target: 2014 n=99; 2013 n=120 | Target: 2014 n=97; 2013 n=120; 2012 n=47
 Q17: [If more than 'never' in Q16] On average, how often do you secure the load that you are hauling (either with ties, bungees, a tarp, etc.?)

▲▼ indicates significant difference compared to 2013 at 95% confidence level.



LITTER AWARENESS AND BEHAVIOR

Perception of Litter along Maricopa County Freeways



Non-target: 2014 n=325; 2013 n=385 | Target: 2014 n=202; 2013 n=200; 2012 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 A7: Items Personally Discarded as Litter – Target vs. Non-Target

Top Items Mentioned	2014 Target n=202	2013 Target* n=200	2012 Target n=100	2014 Non-Target n=325	2013 Non-Target n=385
Have not littered in past year.	40%	32%	46%	66%	66%
Small pieces of paper	21%	26%	21%	7%	10%
Food/organic material	14%	24%	15%	14%	13%
Other food wrappers	10%	12%	12%	4%	3%
Cigarette butts	9%	8%	5%	<1%▼	2%
Don't know	10%	2%	5%	8%▲	4%

Q12: 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?

* 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.

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

Table A8: Littering Situation – Target vs. Non-Target
Among those who indicated they have littered in the past year

Top situations	2014 Target n=121	2013 Target* n=137	2012 Target n=54	2014 Non-Target n=110	2013 Non-Target n=129
Driving/riding/traveling in vehicle	36%	59%	41%	44%	54%
Walking outside	13%	18%	17%	7%	8%
Opened door/window–flew out	4%	4%	4%	4%	3%
No trash can around	9%	3%	11%	6%	7%
Cleaning out car	3%	2%	4%	2%	5%
Just threw it/anywhere I could	6%	2%	7%	10%▲	3%
In a parking lot	9%	2%	--	1%	--
Don't know/can't remember	19%	8%	15%	19%	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?

* 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.

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

**Table A9: Reasons for Littering when Driving – 2014 Target vs. Non-Target
Among those who indicated they have littered in the past year**

Top Responses	2014 Target n=121	2013 Target* n=137	2012 Target n=54	2014 Non-Target n=110	2013 Non-Target n=129
I don't litter when driving	27%	23%	32%	22%▼	35%
I don't want to keep it in my car	12%	12%	11%	7%	7%
I'm lazy	11%	2%	--	4%	2%
No trash receptacles are convenient	9%	14%	11%	16%	13%
It's easy.	8%	10%	--	3%	5%
I don't consider throwing out gum, small wrappers, cigarette butts litter	5%	7%	2%	4%	4%
I only litter food scraps / they are biodegradable	4%	20%	9%	14%	12%
It was an accident/unintentional	3%	15%	9%	4%	7%
Don't know	12%	6%	15%	9%	7%

Q14: *Why do you litter when DRIVING?*

* 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.

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

Table A10a: 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 – Target 2014	20%	22%	58%
Target 2013	14%	30%	56%
Target 2012	13%	14%	73%
Non-target 2014	6%	10%	84%
Non-target 2013	4%	9%	87%
You or someone you were with got a ticket or warning for littering – Target 2014	3%▼	4%▼	93%▲
Target 2013	20%	24%	56%
Target 2012	23%	9%	68%
Non-target 2014	<1%▼	2%▼	98%▲
Non-target 2013	6%	13%	81%
Rather than keep a beverage container in the car, you or someone in a vehicle you were in, threw out a can or bottle – Target 2014	18%	17%	65%
Target 2013	16%	13%	71%
Target 2012	20%	13%	67%
Non-target 2014	3%▼	7%	90%▲
Non-target 2013	12%	8%	80%
Someone in a vehicle you were in threw trash out in an area that already had lots of litter – Target 2014	17%	19%▼	64%
Target 2013	12%	28%	60%
Target 2012	12%	18%	69%
Non-target 2014	8%	10%	82%
Non-target 2013	7%	8%	85%
Someone in a vehicle you were in threw out a can, bottle or litter out onto the side of the road – Target 2014	19%	24%	57%
Target 2013	14%	31%	55%
Target 2012	9%	20%	71%
Non-target 2014	3%	7%	90%
Non-target 2013	4%	9%	86%
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 – Target 2014	27%▲	17%▲	56%▼
Target 2013	--	6%	94%
Target 2012	--	3%	97%
Non-target 2014	5%▲	10%▲	85%▼
Non-target 2013	--	1%	99%

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."

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

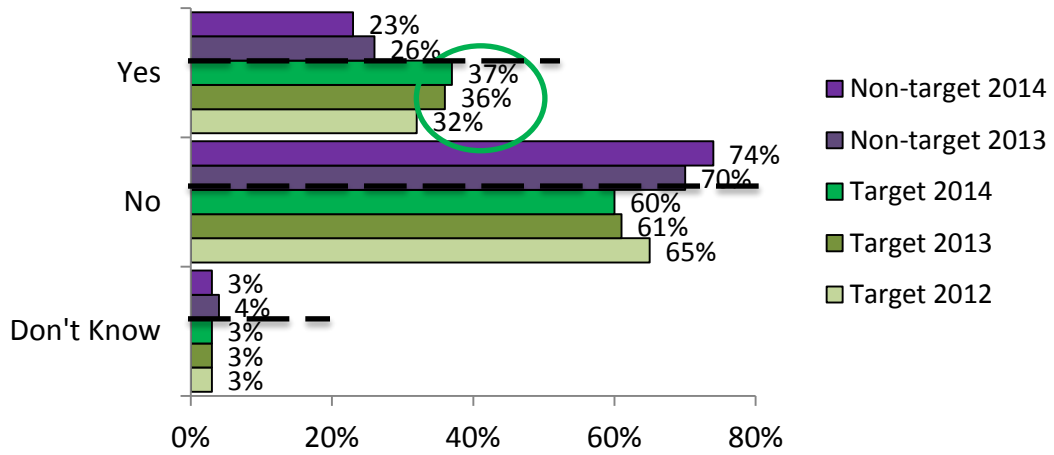
Table A10b: Personal Experience with Littering Scenarios – Target vs. Non-Target

Scenario	Past 3 months	3+ months	Never
You threw out a small item from your vehicle like a candy wrapper, scrap paper, etc. – Target 2014	30%▲	20%	50%▼
Target 2013	8%	28%	64%
Target 2012	11%	11%	78%
Non-target 2014	7%▲	7%	86%▼
Non-target 2013	1%	8%	91%
You had problems with a vehicle and left debris like tire, part of a tire, or other stuff on the roadside – Target 2014	22%▲	12%▼	66%▲
Target 2013	14%	30%	57%
Target 2012	9%	20%	71%
Non-target 2014	12%▲	12%	76%▼
Non-target 2013	4%	9%	87%
You noticed that some trash fell out of a pickup or other vehicle you were driving in – Target 2014	43%	18%	39%
Target 2013	39%	23%	38%
Target 2012	30%	22%	48%
Non-target 2014	30%	19%	51%
Non-target 2013	23%	20%	56%

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

CAMPAIGN AWARENESS

Have Seen Ads for Litter Within last 3 months



Non-target: 2014 n=325; 2013 n=385 | Target: 2014 n=202; 2013 n=200; 2012 n=100

Q20: In the past three months, have you seen, heard or read any advertisements related to litter or littering?

Table A11: 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	2014 Target n=74	2013 Target* n=73	2012 Target n=32	2014 Non-target n=75	2013 Non-target n=100
It was a sign along the road/billboard	16%	12%	16%	5%	13%
Use ashtray/cigarettes cause fires	12%	15%	3%	15%	10%
Don't litter/keep Arizona clean	11%	25%	25%	24%	28%
Heard on radio	11%	8%	--	4%	2%
Don't Trash Arizona	8%	8%	3%	5%	--
A hamburger wrapper being a 500 dollar fine/ a five hundred dollar burger	8%	4%	9%	5%	5%
No cups, cans or butts	8%	4%	--	--	2%
Littering is unlawful/can get a ticket	5%	6%	3%	7%	4%
The fines	4%	15%	9%	5%▼	17%
Don't know	10%	3%	12%	4%	10%

Q21: What specifically do you remember about the ads related to litter or littering?

* 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.

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

Table A12: 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

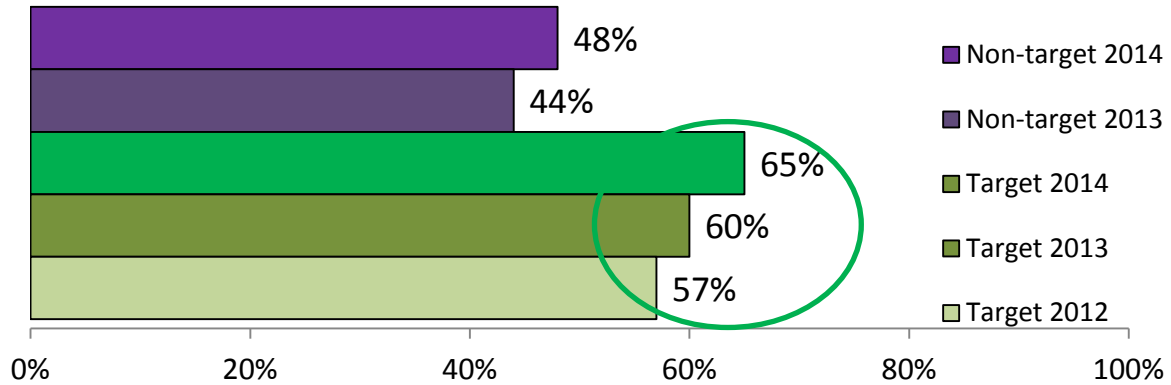
Top Responses	2014 Target n=74	2013 Target* n=73	2012 Target n=32	2014 Non- target n=75	2013 Non- target n=100
Don't Trash Arizona	12%	23%	3%	11%	3%
No cups cans or butts	8%	10%	3%	1%	2%
Do not litter	7%	14%	12%	13%	12%
Keep Arizona Beautiful	5%	15%	3%	3%	2%
Don't know	50%	41%	59%	52%	59%

Q22: What was the main slogan used in the ads?

* 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.

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

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



Non-target: 2014 n=325; 2013 n=385 | Target: 2014 n=202; 2013 n=200; 2012 n=100

Q22: [if yes in Q20] What was the main slogan used in the ads?

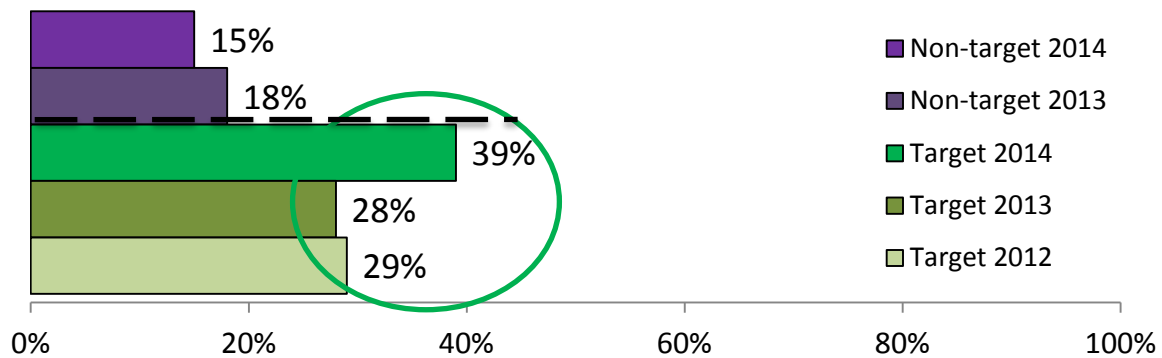
Q23: [if not mentioned in Q22] Have you seen or heard the slogan, “Don’t Trash Arizona?”

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.



Total Awareness
Have Heard Slogan “No cups, cans or butts! Don’t Trash Arizona”

Aided + Unaided



Non-target: 2014 n=325; 2013 n=385 | Target: 2014 n=202; 2013 n=200; 2012 n=100

Q22: [If yes in Q20] What was the main slogan used in the ads?

Q24: [if not mentioned in Q22] 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 A13: Where Saw *Don't Trash Arizona* Slogan – Target vs. Non-Target
Total responses among those indicating they had heard the slogan

Top media sources	2014 Target n=142	2013 Target* n=127	2012 Target n=66	2014 Non-target n=162	2013 Non-target n=192
Billboards	43%	40%	18%	25%	22%
Radio	31%	32%	21%	18%	14%
Television	27%	36%	20%	21%	18%
Street/highway signs	12%	21%	21%	17%▼	27%
Bus signs	3%	1%	--	--	1%
Online	2%	1%	3%	14%	21%
Newspaper	2%	2%	--	2%	2%
Don't know	11%	12%	21%	19%	20%

Q25: [if mentioned in Q22, or 'yes in Q23 or Q24] Where have you seen, heard or read the slogans, "Don't Trash Arizona" or "No cups, cans or butts: Don't Trash Arizona?"

* 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.

▲▼ indicates significant difference compared to 2013 at 95% confidence level.

Table A14: Awareness of Litter Resources – Target vs. Non-Target

Aided awareness	2014 Target n=202	2013 Target n=200	2012 Target n=100	2014 Non-target n=325	2013 Non-target n=385
<i>Litter Hotline, 1-877-3-Litter</i>					
Yes	13%	12%	10%	11%	10%
No	85%	87%	90%	88%	89%
Don't know / No answer	2%	1%	--	1%	2%
<i>www.donttrasharizona.com</i>					
Yes	17%	17%	11%	9%	6%
No	80%	81%	89%	91%	92%
Don't know / No answer	3%	2%	--	<1%	2%

Q27: Have you heard of www.DontTrashArizona.com?

Q29: Have you heard about the Litter Hotline, 1-877-3-Litter, where you can report someone who litters?

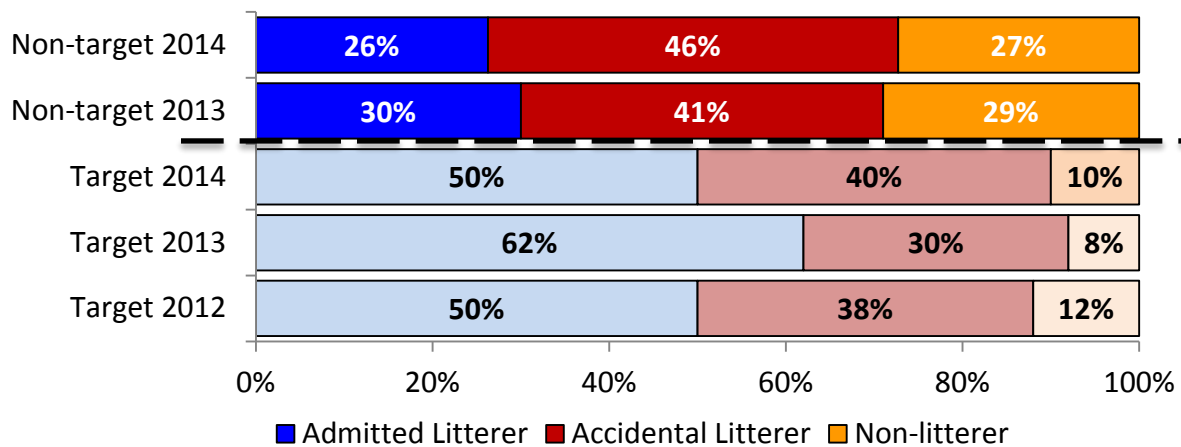
Table A15: Likelihood to Report Littering – Target vs. Non-Target

Likelihood	2014 Target n=202	2013 Target n=200	2012 Target n=100	2014 Non-target n=325	2013 Non-target n=385
NET likely (Very + somewhat)	43%	49%	46%	63%	64%
Very likely	11%	13%	11%	25%	31%
Somewhat likely	32%	36%	35%	38%	33%
Not very likely	29%	32%	34%	23%	22%
Not at all likely	24%	16%	18%	12%	11%
Don't know	4%	3%	2%	2%	3%

Q30: 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?

PROFILES OF LITTERERS

Littering Behavior



APPENDIX B

QUESTIONNAIRE



Client: Maricopa Association of Governments
Subject: Litter Survey 2014
Date: July 2014

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: 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:

16. 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 Q18



17. (If selected a, b, c, d on question 16 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?

18. Do you have a litter bag or trash can in your vehicle?

- a. Yes
- b. No
- c. Don't know / Refused

19. IF NO IN Q18: Would you consider keeping a litter bag or trash can in your vehicle?

- a. Yes
- b. No
- c. Don't know / Refused

Litter Campaign Awareness

20. 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

21. IF YES in Q20: What specifically do you remember about the ads related to litter or littering?

22. IF YES IN Q20: 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



23. IF NOT MENTIONED IN Q22 “a”: Have you seen or heard the slogan, “Don’t Trash Arizona?”
- Yes
 - No
 - Don’t know / Refused
24. IF NOT MENTIONED IN Q22 “b”: Have you seen or heard the slogan, “No cups, cans or butts! Don’t Trash Arizona?”
- Yes
 - No
 - Don’t know / Refused
25. IF mentioned in Q22a or Q22b or YES IN Q23 or Q24: 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.
- Television
 - Radio
 - Billboards
 - Convenience stores
 - Mobile advertising truck
 - Movie theaters
 - Events around the valley/materials given away at events
 - Light Rail Train
 - Street or highway signs
 - Newspaper
 - Online
 - Other
 - Don’t know / Refused
26. IF mentioned in Q22a or Q22b or YES IN Q23 or Q24: Who sponsors the “Don’t Trash Arizona” advertisements? DO NOT READ LIST. ONE RESPONSE ONLY.
- State / Local Government
 - Arizona Department of Transportation
 - Sanitation department
 - City of Phoenix
 - Maricopa Association of Governments
 - Other
 - Don’t know / Refused
27. Have you heard of www.DontTrashArizona.com?
- Yes
 - No
 - Not sure/DK



28. If YES IN Q27 "a": Have you ever visited the "Don't Trash Arizona Website?"
- Yes
 - No
 - Don't know
- 28a. IF YES: What were you looking for when you went to the Don't Trash Arizona website?
29. Have you heard about the Litter Hotline, 1-877-3-Litter, where you can report someone who litters? NOTE: QUESTION MOVED WITHIN SURVEY
- Yes
 - No
 - Don't know / Refused
30. 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?
- Very likely
 - Somewhat likely
 - Not very likely
 - Not at all likely
 - Don't know / Refused (DO NOT READ)
31. If you wanted to find out more information about litter or littering, where would you go or who would you contact to find that information? DO NOT READ LIST, SELECT ALL THAT APPLY.
- Don't Trash AZ website
 - Internet
 - Litter hotline
 - The "city"
 - I wouldn't need that information/wouldn't contact anyone
 - ADOT/highway dept.
 - Police/ highway patrol/DPS
 - Phonebook/ yellow pages
 - Waste Management/ garbage company
 - That state/governor
 - Other
 - Don't know/refused



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.

