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Maricopa County Litterers More Aware of Environmental Concerns and Solutions
Recent survey shows increase in awareness of *Don't Trash Arizona* messages among primary litterers

PHOENIX (Oct. 29, 2013) — A recent survey of Maricopa County residents revealed that the Maricopa Association of Governments (MAG) [Don't Trash Arizona](#) campaign has had a positive impact on the primary litterers in the region, with most of them acknowledging littering as a problem and being aware of anti-littering messages and solutions.

The [telephone survey](#), conducted by WestGroup Research, reaffirmed that primary litterers in the region continue to be males between the ages of 18 and 34. Throughout the past year, *Don't Trash Arizona* has focused key messages towards this [demographic](#), with the goal of increasing awareness and ultimately changing littering behavior.

Men in the above age category were more likely than all other residents to experience most of the littering scenarios presented in the survey within the past three months. Between 2012 and 2013, the percentage of this target group who indicated littering is a “big” problem doubled (11% vs. 22%), showing a significant increase in acknowledgment among the primary littering population.

This target demographic was also more likely to have heard of *Don't Trash Arizona* and the campaign's key message, “*No Cups, Cans or Butts!*” than the general population surveyed. The survey found 53 percent of the primary litterers were aware of *Don't Trash Arizona's* campaign, compared to the 44 percent of the general population who were aware of the campaign efforts.

“We've taken a three-pronged approach to reduce the amount of litter on Valley freeways through the *Don't Trash Arizona* campaign – increase awareness, change attitudes, and influence behavior,” said MAG Chair Scott Smith, mayor of Mesa. “Through this survey, we can see that the campaign has successfully increased awareness and has begun to change attitudes toward highway littering. The third step, changing behavior, is the hardest part, but we are confident that over time, we can achieve this as well.”

Results are based on 451 fifteen-minute interviews with Maricopa County residents. The survey had a margin of error of $\pm 4.7\%$ at the 95% confidence level. Additionally, a supplemental survey with 200 members of the target audience was conducted via telephone and online (margin of error of 7.1% at the 95% level of confidence).

Since 2006, combined with public relations efforts, the *Don't Trash Arizona* Litter Prevention and Education program has achieved tens of millions of audience impressions. A full copy of the survey and key findings is available at www.DontTrashAZ.com. The site also includes information about littering, activities and resources for students and teachers, a page to report littering violations and other information.

About *Don't Trash Arizona*

Don't Trash Arizona is a joint effort between the Maricopa Association of Governments and the Arizona Department of Transportation to address the economic, safety, and health impacts of freeway litter along regional and state highways. The program is funded through Proposition 400, which was approved by voters in 2004. That funding encompasses litter pickup, sweeping, and landscape maintenance, as well as litter education and prevention. *Don't Trash Arizona* seeks to change attitudes, awareness, and most importantly, behavior, when it comes to roadway littering. Visit www.DontTrashArizona.com.