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Maricopa Association of Governments Litter Education & Prevention Campaign Update Transportation Policy Committee

Presented by:

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Campaign Mission

- Develop and implement a strategy to increase public awareness as a way to reduce litter on the regional freeway system in the MAG region and establish an evaluative process to measure the success of the program.



Initial Phase

- Conduct a research audit to guide the development of a litter prevention and education campaign for the MAG region.



Methodology

- Secondary Research Review
 - Global, national and local research
- One-on-One Interviews
 - Stakeholders
 - Industry experts



Methodology

- Benchmark Survey
 - Telephone Survey
 - Sample – 1,200
 - 720 Maricopa County
 - 480 (240 Tucson; 240 Outlying Areas)
 - Demographics
 - Full-time Arizona residents
 - Adults 18-65+
 - Various ethnicities, income & education levels

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Preliminary Research Results

Secondary Research Review

Complex Behavior

- Littering is not a consistent behavior.
- 60% of littering is deliberate.
- People tend to litter more often alone than in group.
- Many use trash bins, but also litter.
- Small items are often forgotten.
 - Cigarette butts.
 - Candy, gum and food wrappers.

Secondary Research Review

Target Audience Description

- 16-24; 25-34
- Predominately male
- Single
- Smokers
- Eat/buy fast food 2 times per week or more.
- Frequent bars and night clubs.
- Drive pickup trucks.

Secondary Research Review

Existing Litter Campaigns

- Australia – “social responsibility”
- Texas – “pride”
- California – “pride”
- Washington – “fines”

Statewide Survey Results

Litter Awareness

- 80% of AZ residents consider litter to be a problem.
- Maricopa County residents were more likely to consider litter a “big” problem.



Statewide Survey Results

Litter Awareness

- Vast majority (98%) had not personally or known someone who has received a ticket and/or warning for littering.
- 71% did not believe they would get caught for littering.

Statewide Survey Results

Litter Behavior

- Very few acknowledge that they themselves littered during the past year.
 - 68% did not admit to littering.
 - Littered items were most likely to fall out of vehicles (19%).
 - Act of littering was most likely to happen while driving (42%), compared to walking (13%) and lack of trash cans (5%).

Statewide Survey Results

Litter Behavior

- More than half of Arizonans (62%) stated that they carry a litter bag in their vehicles.
- 54% of those who did not carry a litter bag would consider it.



Statewide Survey Results

Litter Campaign Awareness

- Almost a third (26%) had seen, heard or read an ad related to litter in the past 3 months.
- 42% recalled the “Don’t Trash Arizona” slogan after being prompted.
- Litter hotline had extremely low awareness levels – 74% had never heard of it.
- 63% likely to report litterers.

Statewide Survey Results

Litter Message Testing

- 71% - Litter is a misdemeanor fine of \$500.
- 68% - Safety hazard.
- 68% - Littering results in costly cleanup.
- 60% - Have pride in your state.



Statewide Survey Results

Litter Message Testing-Campaign Elements

- 69% - Litter prevention materials for schools.
- 69% - Ads informing about fines.
- 59% - Ads describing AZ's scenic beauty.
- 57% - Ads urging resident to take pride.

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Recommendation

Recommendation

- Although fines ranked the highest, this strategy would not be believable.
 - Lack of enforcement.
 - Lack of ticketing.
 - Overwhelming disbelief (71%) that litters will be caught.
 - May turnoff potential partners.

Recommendation

- Safety hazard strategy tested well, however...
 - Many accidents can be attributed to debris rather than litter.
 - May turn off potential partners.
- Costly cleanup strategy tested well, however...
 - Traditionally, consumers are not as motivated by a cognitive appeal that does not affect them personally.

Recommendation

Recommended Strategy

- State Pride
 - Positive approach
 - Resonates across all audience segments
 - Encourages fruitful participation from partners



Next Steps

- Partnership development.
- Advertising campaign development.
- Creation of Public Relations messaging and materials.
- Periodic updates to the TPC.

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Thank You

