



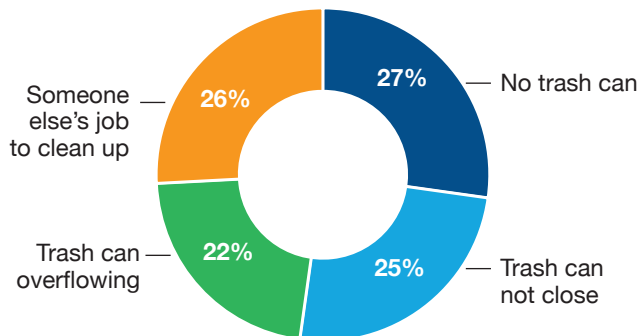
KEY FINDINGS: Littering Behaviors & Public Attitudes

92% BELIEVE LITTER IS A PROBLEM

Littering at Outdoor Events

Reducing litter at outdoor events requires a litter management plan that includes an adequate number and placement of trash cans and monitoring of trash cans.

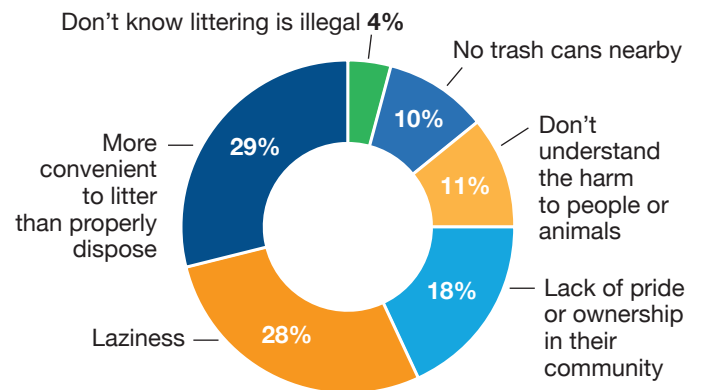
Reasons Why People Litter at Outdoor Events



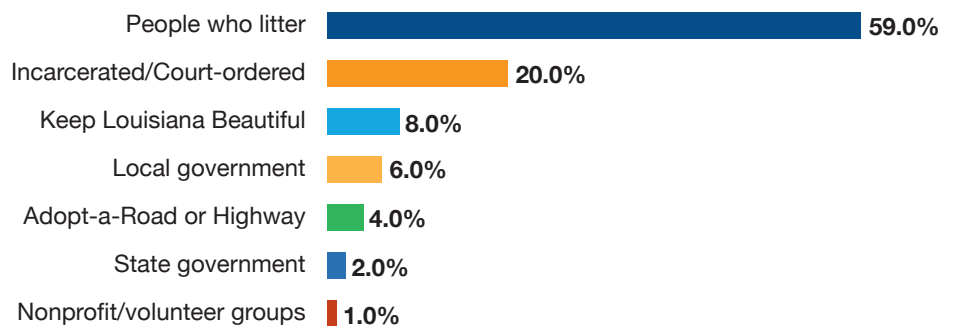
Littering Frequency & Reasoning

Littering is frequently observed—44% reported that they witness littering behavior several times a month, 38% reported witnessing it weekly, 15% a few times a year and 3% never.

Reasons Why People Litter



Opinion on Who is Responsible for Litter Cleanup



One of the recommendations from the Governor's Task Force on Litter Abatement and Beautification was to conduct comprehensive litter research to better understand and address the problem. Thanks to funding from the Louisiana State Legislature and the Office of the Lieutenant Governor, Keep Louisiana Beautiful oversaw the state's first litter research in over a decade. The research consists of three parts—the Roadway Litter Survey, the Public Attitude Survey, and the Litter Cost Study. Scan the QR code to read all reports.

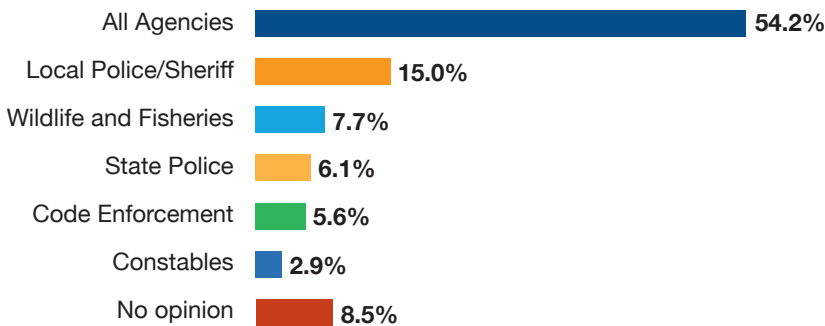




68% SUPPORT MORE LITTER ENFORCEMENT

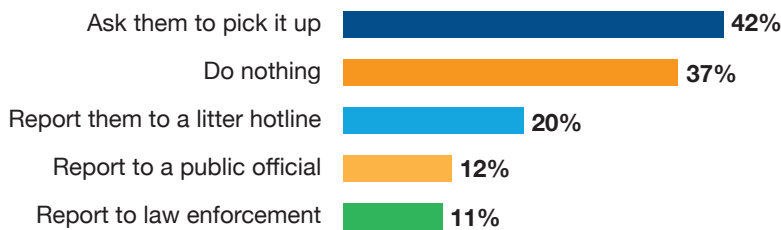
HOWEVER, ONE IN TEN RESPONDENTS REPORT THEY DO NOT THINK ENFORCEMENT WOULD CHANGE LITTERING BEHAVIOR.

Opinion on Who Should Be Responsible for Litter Enforcement

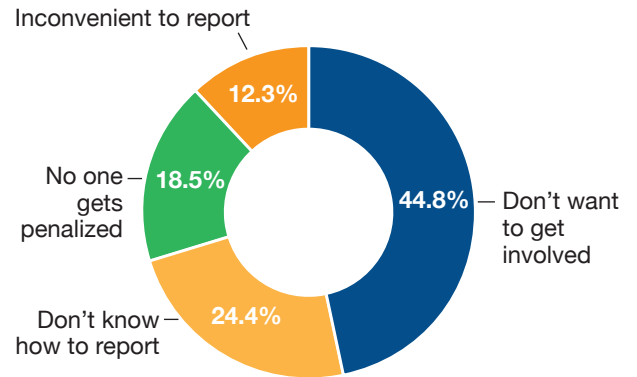


Responses to Witnessing Litter

When asked how they would react if they saw someone littering, respondents reported:



Reasons Why People Do Not Report Littering



MOST LOUISIANIANS SUPPORT A FEE IN THE RANGE OF \$.50 TO \$2 AS DESIGNATED FUNDING FOR LOCAL LITTER CLEANUP AND PREVENTION.



The survey was led by Carson Consulting with assistance from Dr. Boyette, Momentive, and Mobius Intelligence Systems, administered the survey through a 43 web-based questionnaire.

