

Tennessee Litter Tracking Wave 3 Research Report

December 2023



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Research Structure





The primary objectives of this research include:

- Measuring change in awareness of litter prevention messaging from TDOT and other sources, including by media channel, compared to previous waves.
- Tracking changes in perceptions, attitudes, and behaviors around littering.
- Measuring awareness and effectiveness of specific media spots.
- Understanding the types of litter, occasions, and motivations (key drivers) in the decision to litter or not.
- Assessing the likelihood, motivators, and barriers to volunteering to pick up litter.
- Gauging the prevalence and impact of litter on Tennessee scenic byways and at specific events and locations.
- Profiling of key segments: age groups, key markets, smokers/non-smokers, littering frequency.

Programs Included:

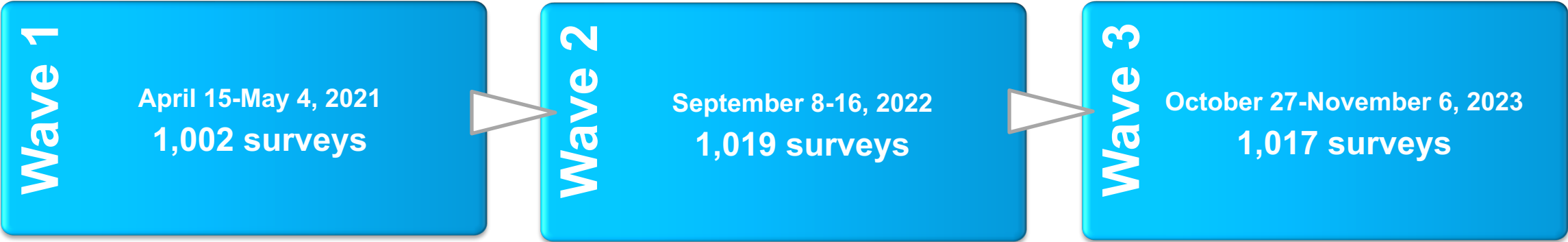
ADOPT--HIGHWAY

**NOBODY
TRASHES
TENNESSEE**
— — — — —
TENNESSEE DEPARTMENT
OF TRANSPORTATION

Quantitative Research Design And Sampling



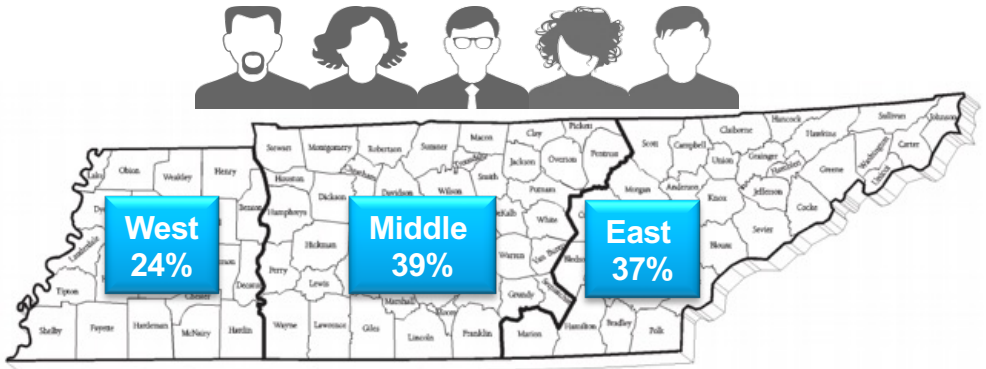
A statewide online survey was conducted in 3 waves among Tennessee adults and teens aged 16 and older. The survey length was 20 minutes (median survey length).



Sample Screening Qualifications:

- Aged 16 or older
- Tennessee resident
- Not employed in a sensitive industry (the news media, a market research firm, an elected official, or actively involved with advertising and marketing)

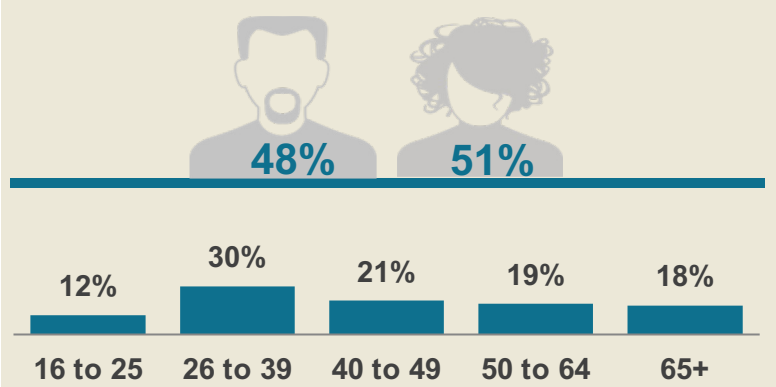
Sample By Region



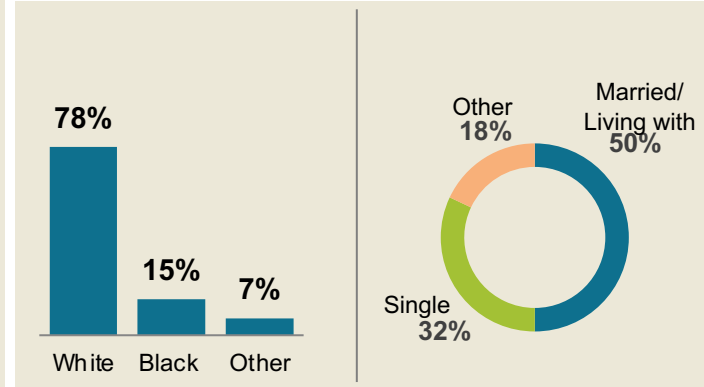
Respondent Profiles



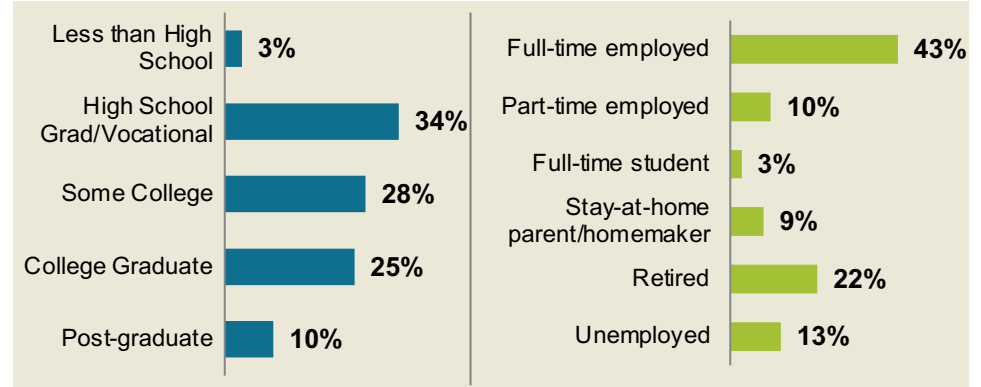
Gender And Age



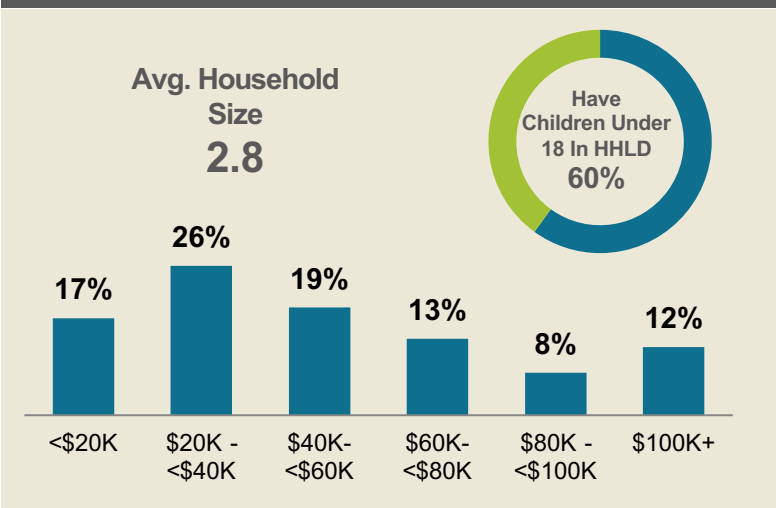
Race And Relationship Status



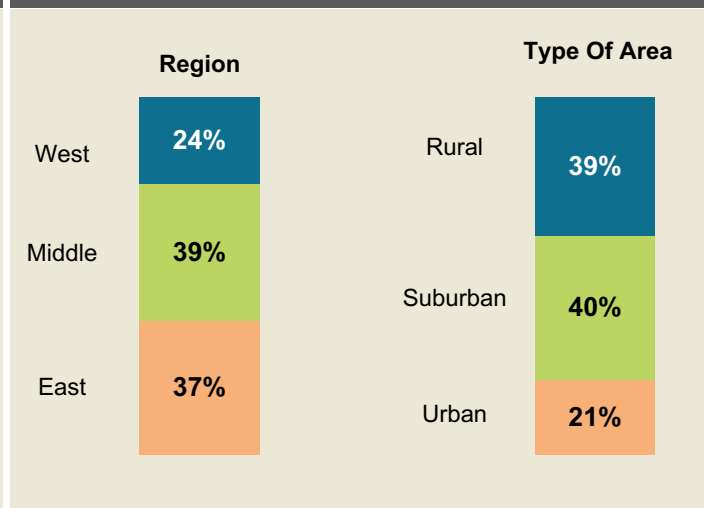
Education And Employment



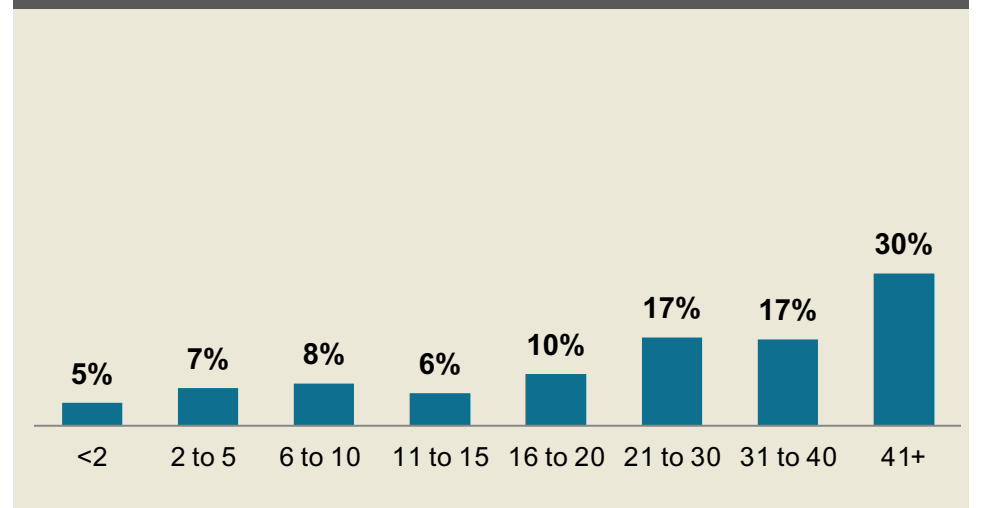
Household Income And Makeup



Region And Type Of Area



Number Of Years In Tennessee



Base: Wave 3 Total (n=1017)
Source: Banner 1, Tables 3, 10, 11, 15, 163, 164, 165, 166, 174, 175, 180, 181

Management Summary



Key Takeaways



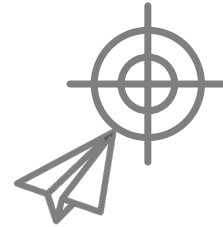
- Awareness of the Nobody Trashes Tennessee campaign has grown with each wave. More than 1 in 4 are aware this wave, with awareness even higher among those younger than 40. Public opinion of the NTT campaign remains very high, with 92% expressing a positive opinion (top-2 box) and 93% of residents wanting to see the campaign continue. A growing majority feel the campaign will have a positive impact on reducing litter (87% top-2 box).
- Among tested ads, the NTT Campaigns stand out above the Litter Hotline and Adopt-A-Highway ads in effectiveness, with 2024 NTT scoring significantly higher than all others for educating about the litter problem, and 2024 NTT PSA outscoring all others for presenting the problem in a unique or creative way and grabbing attention. Across all tested campaigns, the Adopt-A-Highway digital ad was most recalled yet scored lower in effectiveness on all measures than the video ads.
- Litter incidence remains the same this wave, with 34% reporting they have littered in the past month. Nearly half (46%) of Tennesseans this wave as well as last consider *litter on roadways* to be a *very serious* problem. The Great Smoky Mountains and Natchez Trace were the most common areas mentioned as a favorite scenic drive. At the top-2-box level, 40% of people living near Natchez Trace rate the litter problem as serious, while 75% of those living near the Great Smoky Mountains report a serious litter issue there (up from previous wave).
- The percentage of residents who think littering in Tennessee is *against the law in all cases* continues to grow steadily, while the number who are *unsure* continues to decrease steadily, indicating a positive shift in awareness of litter laws year over year.
- Agreement with multiple attitudinal statements has dropped since last year (i.e. *Littering is a socially unacceptable behavior; It is important to instill litter-prevention values in children from a very young age; Non-littered areas are good for tourism and the economy*). All positive statements have declined with each subsequent wave. This decrease may indicate a declining interest in the litter problem among Tennessee residents, particularly males and those under 40.
- Similar to previous waves, 1 in 5 Tennesseans indicate they are *very likely* to volunteer. *It's not my responsibility/problem* was cited as the #1 barrier to volunteering this wave, up significantly over the previous waves. Males and those aged 16-25 are more likely to cite this as a barrier. Targeted messaging around taking responsibility for the problem may motivate this segment to be a part of the solution.

NTT Awareness, Impact, And Impressions Summary



Awareness

- Showing a notable, statistically significant increase from the benchmark (13%) and previous wave (19%), 26% of Tennesseans indicate they have seen or heard the NTT slogan when prompted with a list. This key measure indicates a growing awareness of the NTT campaign among state residents.
- Aided awareness is higher for those aged 16-39, indicating the campaign is sticking with the target age group.
- Street or roadway signs are the most often recalled placement for NTT ads, followed by billboards and TV ads. Social media ads, t-shirts, and ads at sporting events have higher recall among males and those aged 16-25.
- Facebook is the most-often-recalled social media placement followed by YouTube. Snapchat showed significant growth in ad recall when compared to the prior wave, especially among those aged 16-25.



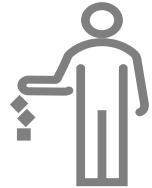
Impact

- Demonstrating rising public sentiment, a growing number feel the campaign will have a very positive impact on reducing litter (38%), while the number who feel it will have little or no impact has dropped significantly this wave over last.
- Over half of those aged 16-25 view NTT as having a very positive impact on reducing litter, with perceived impact decreasing as age increased.
- Specific understanding of the campaign is on the rise, with a higher percentage this wave using the words *anti-litter campaign*, *no littering*, or *a Tennessee anti-litter campaign* to identify NTT this wave over previous waves.



Impressions

- Opinion of the NTT campaign remains high, with 92% expressing a positive opinion (top-2 box).
- 93% of residents would like to see NTT continue.
- Most who shared their perception of NTT's funding source believe it to be Tennessee DOT state funds or state income tax dollars. The strongest preference for a funding source was litter fines (32%), followed by Tennessee DOT state funds.
- Nearly half feel more supportive of the campaign after learning the funding source, indicating the potential to increase positive campaign perceptions by promoting funding information.



Behaviors

- Littering incidence remains the same this wave as the last. Higher litter incidence groups include males, residents under age 40, ethnically black residents, smokers, residents of Western TN, and urban areas.
- 61% of the people littered when they were alone, similar to numbers seen in previous waves. More women (50%) than men (31%) were with others when they littered.
- Cigarette butts and small paper account for the highest percentages of items discarded.
- The most frequent type of littering incident reported in the past 3 months across all waves is *throwing a cigarette butt out of a vehicle*, followed by *trash falling out of a pickup*.
- *Driving/Riding in a vehicle* remains the top circumstance when littering happened but has decreased slightly this wave over previous waves. A significant drop was seen this wave in reports of *accidental discard*.



Attitudes

- Relative to other environmental issues, *litter on roadways* remains the 2nd most serious issue. Nearly half (46%) of Tennesseans this wave as well as last consider it to be a *very serious* problem.
- The percentage of residents who think littering in Tennessee is *against the law in all cases* continues to grow steadily, while the number who are *unsure* continues to steadily decrease, indicating a positive shift in awareness of litter laws year over year.
- The perception of littering being *against the law in all cases* increases with age, highlighting younger age groups as a potential target for additional media focus.
- *The importance of instilling litter-prevention values in children* is again the most-agreed-to statement; however, top-2-box agreement with multiple statements has dropped since last year. This decrease may indicate a declining interest in the litter problem among Tennessee residents, particularly males and those under 40.
- *Be a part of the solution* is more motivating to Tennesseans to get involved with the litter problem than *join the movement*.



Locations

- More than half of Tennesseans (54%, top-2 box) say there is a *serious* or *somewhat serious* problem with litter on scenic byways, with perception of the problem as serious up this wave over last (top box).
- 4 in 10 say they have travelled on a scenic byway in the past year. Of the people who have travelled on the scenic byways, nearly half saw litter. However, the quality of the scenic views is still high, with 94% indicating *the views were scenic* (top-2 box).
- The Great Smoky Mountains and Natchez Trace are the most common areas mentioned as a favorite scenic drive. At the top-2-box level, 40% of people living near Natchez Trace rate the litter problem as serious, while 75% of those living near the Great Smoky Mountains report a serious litter issue there (up from the previous wave).
- Litter remains most prevalent at cultural events, with 37% indicating there is *a lot of litter*; however, top-box incidence has declined since the last wave.
- Close to half report *little to no litter* at Tennessee state parks and historic sites, although both of those rates have decreased this wave, indicating a possible increase of litter at those locations.



Volunteering

- Similar to previous waves, 1 in 5 Tennesseans indicate they are *very likely* to volunteer. The strongest likelihood to volunteer is seen among males, younger generations, and black Tennesseans.
- *It's not my responsibility/problem* was cited as the #1 barrier to volunteering this wave, up significantly over the previous waves. Males and those aged 16-25 are more likely to cite this as a barrier. Targeted messaging around taking responsibility for the problem may motivate this likely to volunteer segment.
- Among those not already volunteering to clean up litter, *more cleanup opportunities closer to home* tops the list of potential motivators. 16-to 25-year-olds would be most motivated by *being invited by friends to participate*, *being a part of a group that signs up*, and *being offered PTO to volunteer*.
- Of those who could sign up for Adopt-A-Highway, 85% are interested in encouraging their group to volunteer (top-2 box).
- Among those who are able to volunteer with Adopt-A-Highway but are not yet, a sense that *trash pick up is already covered by other groups* is the top barrier to volunteering, further indicating room for educating Tennessee residents on the need for their involvement.
- *Stronger consequences for litter violations* is the top motivator to spread the word about reducing/stopping littering.

Campaign Recall And Effectiveness Summary



2024 NTT PSA

Recall higher among:
Males and Litterers

Significantly **higher than all other ads** for:

67% | Creative presentation of problem

71% | Attention-grabbing

Highly **motivating** among:

67% | Aged 16-25

Highly **attention-getting** among:

75% | Aged 16-25 and Females



2024 NTT

Recall higher among:
Males and Litterers

Significantly **higher than all other ads** for:

65% | Educating about the problem

Higher scores for **educating** among:

74% | Litterers

70% | Females

Viewed as highly **creative** among:

64% | Litterers



2023 NTT

Recall higher among:
Males, Litterers,
Aged 16-25, and 26-39

Scored **higher than all other ads** for:

57% | Motivating to do something about the problem

Higher scores for **motivating** among:

63% | Litterers



2023 LITTER HOTLINE

Recall higher among:
Males, Litterers,
Aged 16-25, and 26-39

Higher scores for **educating** among:

50% | Males

Higher scores for **motivating** among:

56% | Males

Highest score among effectiveness measures:

59% | Attention-grabbing



2024 LITTER HOTLINE

Recall higher among:
Males, Litterers,
Aged 16-25, and 26-39

Scores comparable for all measures to 2023 Litter Hotline campaign.

Highest score among effectiveness measures:

56% | Attention-grabbing

No significant differences in effectiveness measures were seen across demographic groups.



2023 AAH DIGITAL

Recall higher among:
Males, Litterers,
Aged 16-25, and 26-39

Highest score among tested campaigns:

20% | Recall

Higher scores were seen across all effectiveness measures for **Males** and **Litterers**.

For total audience, effectiveness scores were all very similar, with no area standing out.

Nobody Trashes Tennessee

Awareness and Impact



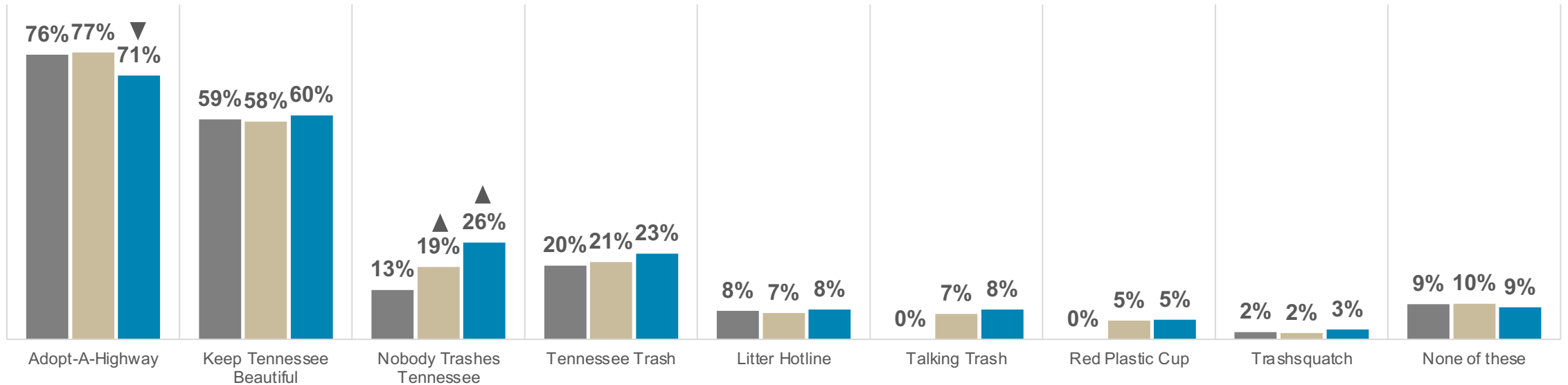
Aided Campaign Awareness



- Adopt-A-Highway continues to be the most recognized campaign; however, awareness dropped to 71% this year, a significant decline from previous waves.
- Awareness of Keep Tennessee Beautiful is consistent across waves.
- Aided awareness of the Nobody Trashes Tennessee campaign continues to grow year over year, with 26% having seen or heard of it this wave (up from 19%).

Campaign/Program Awareness Trend

■ Wave 1 ■ Wave 2 ■ Wave 3



Q4. Which of these litter-prevention slogans, programs or characters have you ever seen or heard of?

Base: Total Wave 1 (n=1002); Total Wave 2 (n=1019); Total Wave 3 (n=1017)

Source: Banner 3 Table 34

▲ Significantly higher/lower than prior wave at the 90% confidence level

Unaided Campaign/Slogan Awareness



- On an unaided basis, 34% of these Tennesseans mentioned *waste/littering/cleanup* litter campaigns or slogans, a 3-percentage-point decrease from last wave. Specifically, Nobody Trashes Tennessee was mentioned by 2% this wave, showing no change since the previous wave.

Unaided <u>General</u> Campaign And Program Awareness	Wave 3
Health Related (Net)	16%
COVID-19 (Subnet)	5%
Other Immunization Shots/Vaccines (Subnet)	5%
Safety On The Road/Safe Driving (Net)	11%
DUI/Drinking And Driving (Subnet)	5%
Political/Government/Law System (Net)	5%
Waste/Littering/Cleanup (Net)	4%
Other	6%
Do not recall any	57%

Unaided Litter Campaign/Slogan Awareness	Wave1	Wave 2	Wave 3
Waste/Littering/Cleanup (Net)	30%	37%	34%
Reduce Waste/Better Waste Control (Subnet)	8%	8%	6%
Recycling (Sub-Subnet)	7%	8%	6%
Reduce, Reuse, Recycle/RRR	4%	5%	3%
Keep Clean Ads/Slogans (Subnet)	3%	5%	5%
Don't be a litterbug	3%	3%	3%
Do not litter/Please don't litter	3%	3%	3%
Put Trash/Litter In The Trash Can/Proper Place (Subnet)	2%	3%	1%
Littering/Trash/About anti-littering/Stop littering	2%	2%	2%
Tennessee Trash	2%	2%	3%
Nobody Trashes Tennessee	0.3%	2%	2%
Pollution (Net)	11%	12%	8%
Give a Hoot, Don't Pollute (from The Ballad Of Woodsy Owl)	8%	8%	5%
Being Green/Earth-friendly (Net)	8%	9%	7%
Protecting Forests (Net)	4%	6%	4%
Smokey The Bear Campaign (Subnet)	4%	5%	3%
Keep It Beautiful (Net)	4%	4%	6%
Do not recall any	39%	31%	36%

Q1. What public service campaigns do you recall seeing or hearing in the past couple of months? Q2. When you think of slogans or programs to reduce littering or pollution, which ones come to mind?

Base: Total Wave 1 (n=1002); Total Wave 2 (n=1019); Total Wave 3 (n=1017)

Source: Banner 3, Tables 19-20; Showing top mentions.

NTT Awareness Breakdown



Wave 3: By Subgroup

- Directionally higher aided and unaided awareness was seen in the Jackson market than in other markets this wave.
- Aided awareness is higher for those aged 16-39 compared to those aged 40+.

Nobody Trashes Tennessee Awareness	Total	Gender		Age			Ethnicity			Market					
		Male (A)	Female (B)	16-25 (C)	26-39 (D)	40+ (E)	White (F)	Black (G)	All Other* (H)	Nashville (K)	Memphis (L)	Knoxville (M)	Chattanooga (N)	Jackson* (O)	Tri-Cities (P)
Unaided	2%	2%	2%	1%	1%	2%	2% H	1%	0%	2%P	1%	1%P	3%	6%	0%
Aided	26%	28%	24%	30%	31%E	22%	27%	20%	31%	25%	24%	25%	23%	48% ^{KLMNP}	28%

Nobody Trashes Tennessee Awareness	Total	Region			Litter Behavior		Smoker		Area Type		
		Eastern (R)	Middle (S)	Western (T)	Litterer (U)	Non-Litterer (V)	Smoker (W)	Non-Smoker (X)	Urban (Y)	Suburban (Z)	Rural (AA)
Unaided	2%	1%	2%	2%	2%	2%	3%	1%	1%	3%	1%
Aided	26%	26%	26%	26%	29%	24%	26%	26%	26%	26%	26%

AB/CDE/FGH/KLMNOP/RST/UV/WX/YZAA indicate a statistically significant difference between groups at the 90% confidence level.

*Small base size (<75)

Q2. When you think of slogans or programs to reduce littering or pollution, which ones come to mind? Q4. Which of these litter-prevention slogans, programs or characters have you ever seen or heard of?

Base: Total Wave 3 (n=1017); Male (n=492); Female (n=521); 16-25 (n=122); 26-39 (n=305); 40+ (n=590); White (n=793); Black (n=153); all other (n=71); Nashville (n=396); Memphis (n=176); Knoxville (n=219); Chattanooga (n=79); Jackson (n=45); Tri-Cities (n=93); Eastern (n=381); Middle (n=392); Western (n=244); Litterer (n=350); Non-litterer (n=667); Smoker (n=312); Non-smoker (n=705); Urban (n=214); Suburban (n=411); Rural (n=392)

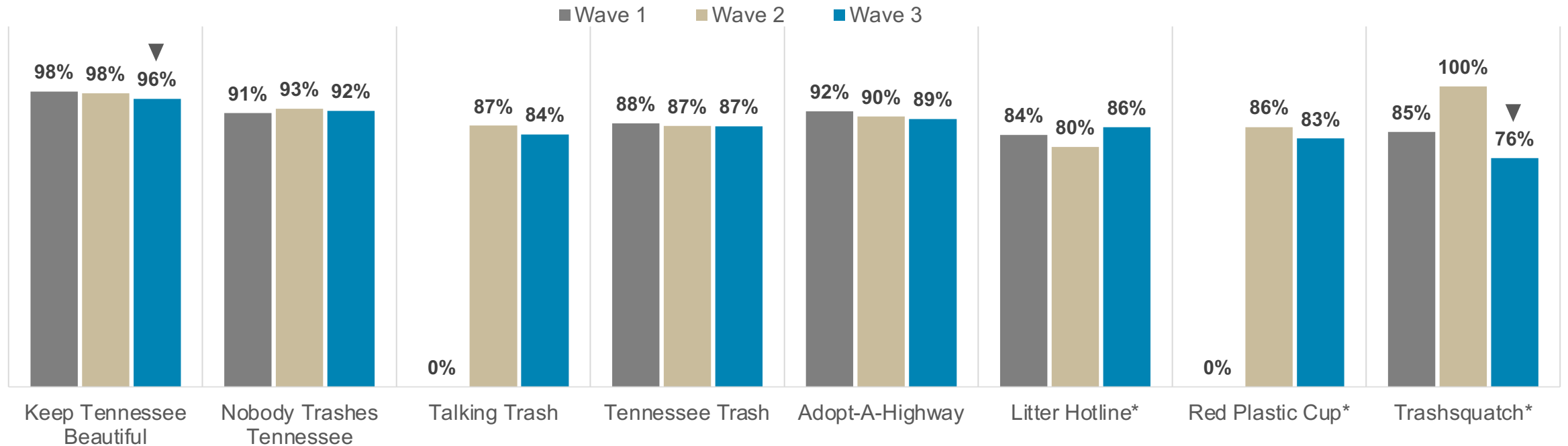
Source: Banner 1, Tables 20, 34

Opinion of Campaigns Among Aware



- Keep Tennessee Beautiful and Trashesquatch have seen a drop in positive opinions from the prior wave, while NTT remains steady wave over wave (top-2 box).
- Although opinion shows a decline from the previous wave, Keep Tennessee Beautiful continues to hold the top spot for positive opinion among litter campaigns.

Campaign Opinions Trend
Top-2 Box: “Strongly + Somewhat Positive”



Q5. What is your opinion of each of these litter-prevention slogans, programs or characters?

*Small base size (<75)

Base aware of: Keep Tennessee Beautiful (Wave 1: n=592); (Wave 2: n=596); (Wave 3: n=612); NTT (Wave 1: n=133); (Wave 2: n=198); (Wave 3: n=265); Talking Trash (Wave 1: NA); (Wave 2: n=70); (Wave 3: n=80); Tennessee Trash (Wave 1: n=198); (Wave 2: n=211); (Wave 3: n=235); Adopt-a-Highway (Wave 1: n=766); (Wave 2: n=786); (Wave 3: n=721); *Litter Hotline (Wave 1: n=77); (Wave 2: n=72); (Wave 3: n=82); Red Plastic Cup (Wave 1: NA); (Wave 2: n=51); (Wave 3: n=53); Trashesquatch (Wave 1: n=19); (Wave 2: n=17); (Wave 3: n=27);

Source: Banner 3, Table 44

▲ Significantly higher than prior wave at the 90% confidence level
▼ Significantly lower than prior wave at the 90% confidence level

NTT Campaign Support or Opposition

Wave 3: By Subgroup



- Total support for the NTT campaign is high (82% top-2 box). Those aged 26+ are more likely to strongly support the campaign than those aged 16-25.
- Support was higher among white Tennesseans than non-white residents of the state (top 2 box). Opposition to the campaign was very low across all groups.

	Total	Gender		Age			Ethnicity			Market					
		Male (A)	Female (B)	16-25 (C)	26-39 (D)	40+ (E)	White (F)	Black (G)	All Other* (H)	Nashville (K)	Memphis (L)	Knoxville (M)	Chattanooga (N)	Jackson* (O)	Tri-Cities (P)
Strongly Support	51%	52%	49%	40%	52% ^C	52% ^C	51%	46%	54%	47%	53%	56% ^K	48%	50%	49%
Support	31%	29%	33%	33%	29%	32%	33% ^{GH}	25%	20%	36% ^{LMQ}	21%	27%	32% ^Q	46% ^{LMQ}	32% ^{LQ}
Neutral	16%	16%	16%	26% ^E	17%	14%	14%	26% ^F	26% ^F	14% ^O	23% ^{KO}	16% ^O	17% ^O	3%	19% ^O
Oppose	1%	2%	1%	2%	1%	1%	1% ^H	3% ^H	0%	2% ^{OPQ}	2%	1%	2%	0%	0%
Strongly Oppose	0%	0%	0%	0%	0%	1% ^{CD}	0%	1%	0%	1%	0%	0%	0%	0%	0%

	Region			Litter Behavior		Smoker		Area Type		
	Eastern (R)	Middle (S)	Western (T)	Litterer (U)	Non-Litterer (V)	Smoker (W)	Non-Smoker (X)	Urban (Y)	Suburban (Z)	Rural (AA)
Strongly Support	53% ^S	47%	53%	56% ^V	48%	60% ^X	47%	54%	48%	51%
Support	30%	35% ^{RT}	27%	27%	33% ^U	24%	35% ^W	27%	35% ^Y	30%
Neutral	16%	15%	19%	14%	17%	15%	17%	15%	16%	18%
Oppose	1%	2%	1%	2%	1%	2%	1%	3%	1%	1%
Strongly Oppose	0%	1%	0%	0%	1% ^U	0%	0% ^W	0%	0%	1%

AB/CDE/FGH/KLMNOP/RST/UV/WX/YZAA indicate a statistically significant difference between groups at the 90% confidence level.

Q9A: "Nobody Trashes Tennessee" is a litter-prevention campaign brought to you by the Tennessee Department of Transportation. It was created to raise awareness about Tennessee's litter problem. What is your level of support or opposition to the "Nobody Trashes Tennessee" litter campaign?

*Small base size (<75) Base: Total Wave 3 (n=1017); Male (n=492); Female (n=521); 16-25 (n=122); 26-39 (n=305); 40+ (n=590); White (n=793); Black (n=153); all other (n=71); Nashville (n=396); Memphis (n=176); Knoxville (n=219); Chattanooga (n=79); Jackson (n=45); Tri-Cities (n=93); Eastern (n=381); Middle (n=392); Western (n=244); Litterer (n=350); Non-litterer (n=667); Smoker (n=312); Non-smoker (n=705); Urban (n=214); Suburban (n=411); Rural (n=392)

Source: Banner 1, Table 301

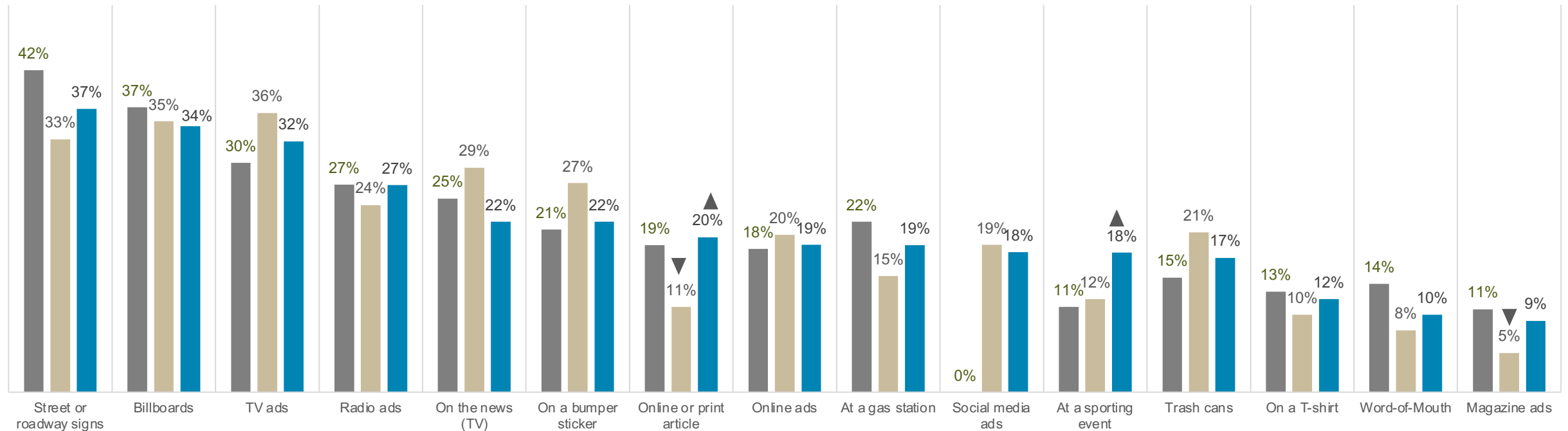
Nobody Trashes Tennessee Placement Recall



- *Street or roadway signs* rose to the top-most-cited location to see or hear the slogan, with a 4-percentage-point increase from the prior wave among those aware of the slogan.
- *Online or print article* and *at a sporting event* both showed significant increases this wave over the prior year.

Past-Year Placement Recall Trend

■ Wave 1 ■ Wave 2 ■ Wave 3



Q7/Q7A. In the past year or so, have you seen, read, or heard the slogan "Nobody Trashes Tennessee" from any of the following?

Base: Aware of NTT (Wave 1: n=133); (Wave 2: n=198); (Wave 3: n=265)

Source: Banner 3, Tables 49-50

▲ Significantly higher/lower than prior wave at the 90% confidence level
▼

Nobody Trashes Tennessee Placement Recall



Wave 3: By Subgroup

- In total, *street or roadway signs* are the most often recalled placement for NTT ads. Females and those aged 40+ are much more likely than males and younger age groups to not recall where they have seen NTT ads.
- Social media ads, t-shirts, and ads at sporting events* have higher recall for males and those aged 16-25. *Radio ads* are highly recalled for those aged 26-39, and *TV ads* stick with those aged 40+.

Wave 3 Detail	Total Aware of NTT	Male (A)	Female (B)	16-25** (C)	26-39 (D)	40+ (E)
Street or roadway signs	37%	41%	32%	44%	31%	39%
Billboards	34%	33%	34%	30%	39%	32%
TV ads	32%	37%	29%	16%	31%	38% C
Radio ads	27%	36% B	17%	22%	40% E	19%
Bumper sticker	22%	30% B	14%	31%	25%	18%
On the news	22%	28% B	15%	22%	24%	20%
Online or print articles	20%	28% B	12%	22%	24%	16%
Online ads	19%	26% B	12%	24%	23%	15%
Gas station	19%	22%	16%	18%	28% E	13%
Social media ads	18%	27% B	9%	35% E	18%	14%
At a sporting event	18%	28% B	8%	38% E	22% E	10%
Trash cans	17%	21%	13%	18%	24% E	13%
On a t-shirt	12%	18% B	6%	28% E	14% E	6%
Word of mouth	10%	15% B	6%	20%	13% E	5%
Magazine ads	9%	10%	9%	4%	15% CE	7%
Billboard	2%	1%	4%	0%	1%	4% C
Do not recall	34%	23%	44% A	13%	23%	47% CD

AB/CDE indicate a statistically significant difference between groups at the 90% confidence level. **Very Small Base Size <40 Q7/Q7A. In the past year or so, have you seen, read, or heard the slogan "Nobody Trashes Tennessee" from any of the following?

Base: Aware of NTT (n=265), Male (n=135), Female (n=127), 16-25 (n=36), 26-39 (n=96), 40+ (n=132)

Source: Banner 1; 49, 50

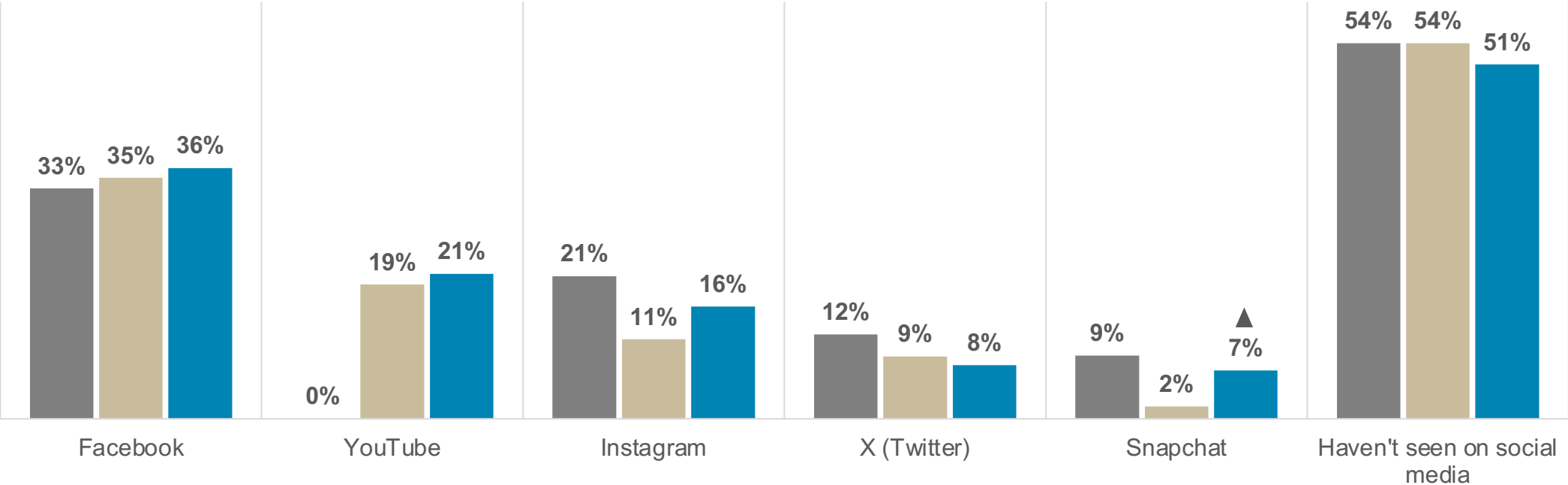
Nobody Trashes Tennessee Social Media Recall



Facebook is, by far, the most-often-recalled social media placement. YouTube has the next-highest placement recall. Snapchat showed significant growth in social media ad recall, compared to the prior wave.

Social Media Recall Trend

Wave 1 Wave 2 Wave 3



Q8. From which social media sources do you recall seeing the slogan "Nobody Trashes Tennessee?"
 Base: Aware of NTT (Wave 1: n=133); (Wave 2: n=198); (Wave 3: n=265)
 Source: Banner 3, Table 51

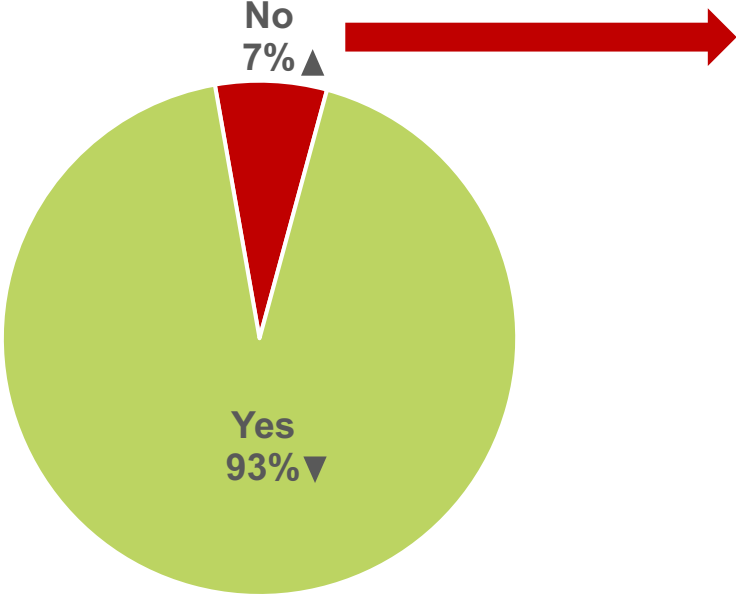
▲ Significantly higher/lower than prior wave at the 90% confidence level

Continuation Of NTT



- Overall support for NTT remains high, although slightly down from last year. 93% would like to see it continue.
- Among the small number who do not support the campaign continuing and shared their reasons, the primary mentions were finding the campaign *unappealing* and concerns over campaign *funding* (up from previous wave).

Would Like To See NTT Continue



Reasons For <u>Not</u> Wanting NTT To Continue*	
Unappealing (Net)	23%
Dislike the name/It should have a better slogan/name	9%
Financial Aspects (Net)	18% ▲
Do not tax citizens to fund the clean up	7%
Lack of trust in how the funds are being used	6%
Not Effective/No Results (Net)	12% ▼
People do not follow it/listen to it/do not take it seriously enough	8%
It does not sound familiar/Never heard it before/Lack of awareness	8%
Negative Connotation (Net)	7%
Too harsh/confrontational/Sounds like a threat	4%
Other/No reason	41%

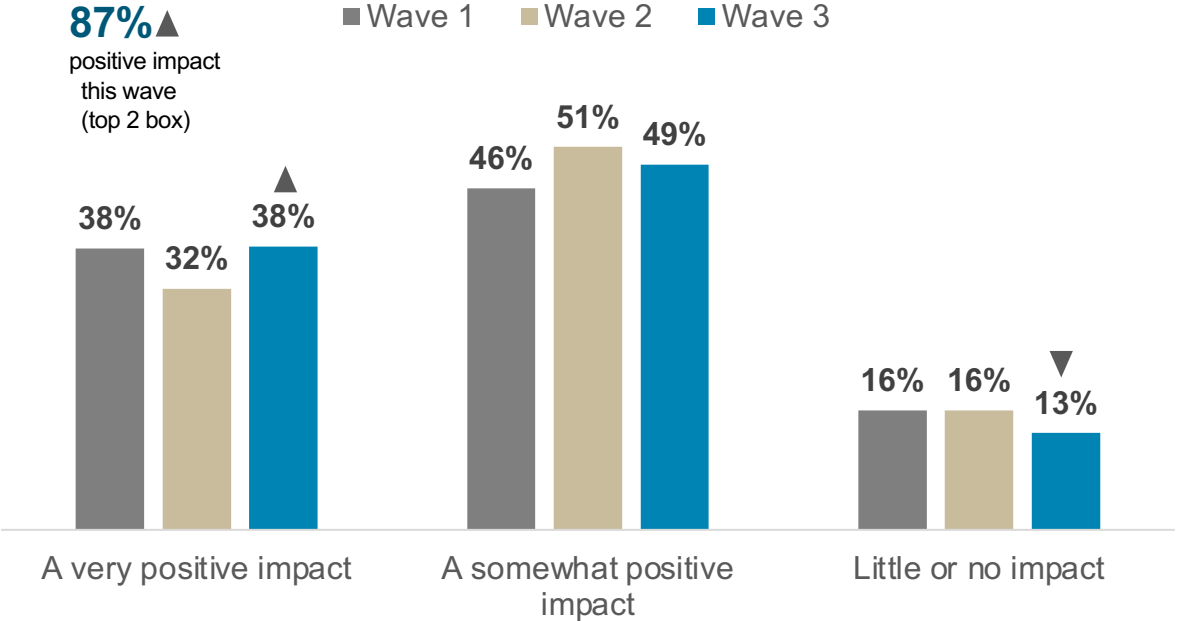
Q10. Just based on your own feelings, would you like to see the "Nobody Trashes Tennessee" litter-prevention campaign continue?
 Q10A. Why do you feel the "Nobody Trashes Tennessee" campaign should not continue?
 Base: Total (n=1017); Do not support continuation of NTT (n=68)
 *Small base size (<75)
 Source: Banner 1, 3, Tables 53-54

▲ Significantly higher/lower than prior wave at the 90% confidence level
 ▼

NTT Perceived Impact On Reducing Litter



- The perception that NTT has had a *very positive impact* on reducing litter is up this wave, returning to baseline wave level. The number who view NTT as having *little or no impact* has dropped this wave over previous waves.
- Over half of those aged 16-25 view NTT as having a *very positive impact* on reducing litter, with perceived impact decreasing with age.



Wave 3 Detail	16-25 (C)	26-39 (D)	40+ (E)
A very positive impact	52% ^E	43% ^E	33%
A somewhat positive impact	40%	48%	51%
Little or no impact	8%	10%	16% ^{CD}

CDE indicate a statistically significant difference between groups at the 90% confidence level.
 Q22. In terms of reducing litter in Tennessee, do you think the "Nobody Trashes Tennessee" campaign has had...?
 Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002); Wave 3:16-25 (n=122), 26-39 (n=305), 40+ (n=590)
 Source: Banner 1 & 3, Table 143

▲ Significantly higher/lower than prior wave at the 90% confidence level
 ▼

Nobody Trashes Tennessee Meaning



- The vast majority indicate that NTT relates to *litter or cleanliness*, indicating the program’s messaging reflects the topic. A growing number identify NTT as an *anti-litter campaign* this wave over previous waves.

“Nobody Trashes Tennessee” Meaning	Wave 1	Wave 2	Wave 3
Litter/Cleanliness In Tennessee (Net)	78%	72%	71%
Do not litter/Stop littering/Do not throw your trash on the ground/Keep your trash to yourself/No matter who you are/where you come from you should not litter/Do not trash/litter Tennessee	47%	38%	34%
Do not litter on the/Tennessee highways/streets/Nobody should throw trash out of the window/from your car	10%	11%	8%
<i>Keep Tennessee Clean (Subnet)</i>	10%	8%	11%
Keep it clean/Keep Tennessee clean/free of litter/Everybody should keep it clean	9%	7%	8%
Pick up/Clean up after yourself/Throw trash away in the proper receptacles/We all need to pick up after ourselves/dispose properly of trash	7%	8%	6%
Keep Tennessee beautiful/Tennessee is beautiful/Everybody should keep Tennessee beautiful	6%	6%	5%
<i>There Is No Littering Problem In Tennessee (Subnet)</i>	4%	6%	8%
It claims that Tennessee is clean/does not have a littering problem/people in Tennessee do not litter	3%	4%	5%
Anti-litter campaign/No littering/A Tennessee anti-litter campaign	3%	3%	7%
Follow The Laws (Net)	24%	22%	20%
Abide by the law/rules of Tennessee/Obey the law/Obey the law or you will be fined/punished	11%	9%	8%
Littering is not acceptable in Tennessee/We do not put up with littering here/Littering is not tolerated/People that litter are not welcome	6%	7%	8%
Be a good/educated citizen/Do your part/everyone needs to do their part/work together to keep Tennessee great	4%	3%	3%
Specific Target Audience (Net)	1%	2%	5%
It is addressing visitors/people visiting/driving around Tennessee	0%	2%	4%
It is addressing residents/people living in Tennessee	0%	1%	3%
Tennessee Culture/People (Net)	7%	7%	7%
We are a proud state/care about Tennessee/Pride in our state	3%	4%	3%
Negative Comments About The Statement/Slogan (Net)	5%	6%	5%
Positive Comments About The Statement/Slogan (Net)	3%	5%	4%

Shows mentions of 3% or greater for current wave.

Q6. In your own words, please describe what the slogan "Nobody Trashes Tennessee" means to you.

Base : Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)

Source: Banner 3, Table 48

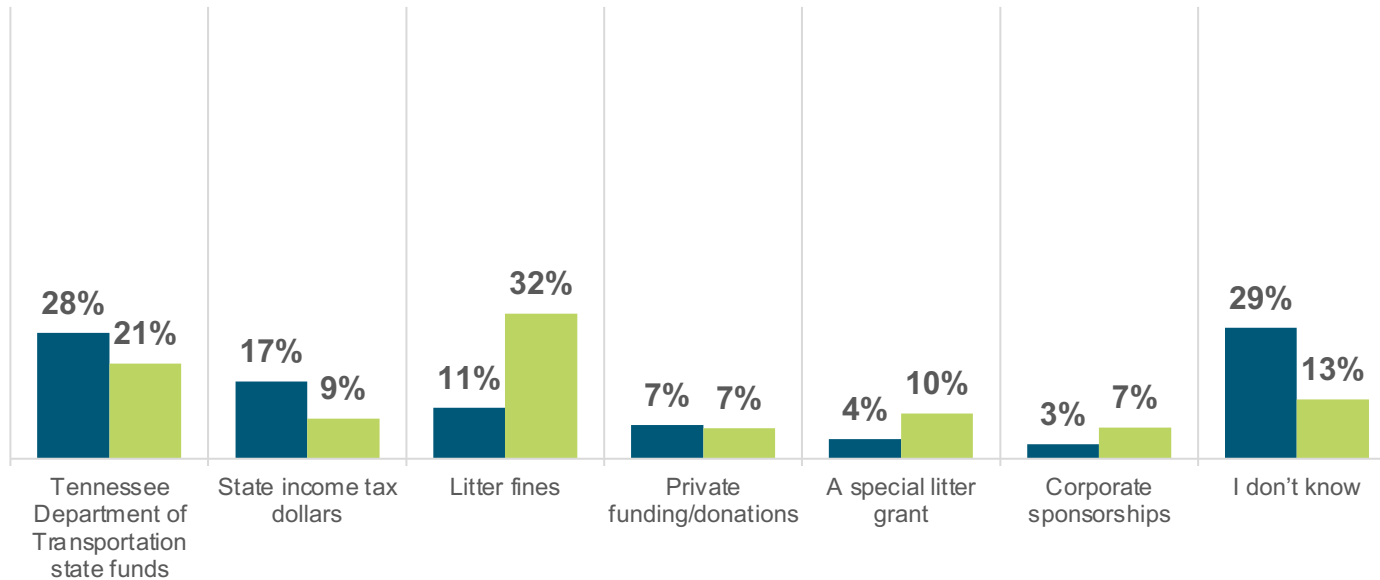
Nobody Trashes Tennessee Funding



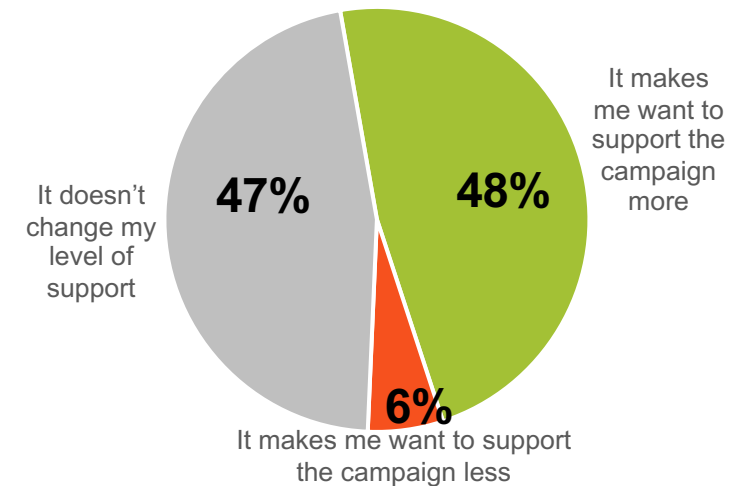
- Most who shared their perception of NTT's funding source believe it to be *Tennessee DOT state funds* or *state income tax dollars*. The strongest preference for a funding source was *litter fines*, followed by *Tennessee DOT state funds*.
- Nearly half feel more support for the campaign after learning about the funding source, while almost the same percentage are not moved by the information.

NTT Funding Perceptions and Preferences

■ Funding Source Perceptions ■ Funding Source Preference



Impact of Knowing NTT Funding Source



**New for Wave 3: Q9B. Where do you think the funding for "Nobody Trashes Tennessee" comes from? Q9C. Where do you think the funding for "Nobody Trashes Tennessee" comes from? Q9D. Does knowing the funding sources of "Nobody Trashes Tennessee" change your level of support for the campaign?

Base: Wave 3 Total (n=1017)

Source: Banner 1, Tables 302-304

Campaign Awareness and Impact



Stimuli Recall And Effectiveness Summary



- Across all tested campaigns, the Adopt-A-Highway digital ad was most recalled yet scored lower in effectiveness on all measures that the video ads.
- The NTT Campaigns stand out above the Litter Hotline and Adopt-A-Highway ads in effectiveness, with 2024 NTT scoring significantly higher than all others for *educating about the litter problem*, and 2024 NTT PSA outscoring all others for *presenting the problem in a unique or creative way* and *grabbing attention*.



	2023 NTT (A)	2024 NTT (B)	2023 HOTLINE (C)	2024 HOTLINE (D)	ADOPT-A-HIGHWAY (E)	2024 NTT PSA (F)
Recall Seeing Ad	13%	10%	12%	9%	20% ABCDF	10%
Top-2 Box (Extremely + Very Effective)						
Educating you about the litter problem	59% CDE	65% ACDEF	45%	47%	44%	59% CDE
Motivating you to do something about the litter problem	57% CDE	53% E	51% E	50% E	43%	56% DE
Presenting the litter problem in a unique or creative way	59% CDE	58% CE	52% E	53% E	40%	67% ABCDE
Grabbing your attention	61% E	58% E	59% E	56% E	44%	71% ABCDE

ABCDEF indicate a statistically significant difference between groups at the 90% confidence level.

Q77, 74, 80, 25K, 25I, 24G: Have you seen this advertising material before today? Q77_A, 74A, 80A, 25N, 25M, 24G_A: For each statement below, please indicate how effective the advertising is in ...?

Base: 2023 NTT (n=517), 2024 NT (n=500), 2023 Hotline (n=517), 2024 Hotline (n=500), 2023 AAH (n=517), 2024 NTT PSA (500)

Source: Banner 2, Tables 401-405

Yellow fill indicates top score for attribute.

Stimuli Recall And Effectiveness—By Demographic



Nobody Trashes Tennessee 2023

- Recall for the NTT 2023 ad is highest among litterers, males, and the younger age groups, demonstrating targeting towards those groups has been effective.
- Litterers rated this ad higher than non-litterers for recall and as *motivating to do something about the litter problem*, indicating effectiveness with the intended audience.

Nobody Trashes Tennessee 2023		Total	Male (A)	Female (B)	16-25* (C)	26-39 (D)	40+ (E)	Litterer (F)	Non-Litterer (G)
	Recall Seeing Ad	13%	19% B	7%	26% E	15% E	8%	25% G	6%
	Top-2 Box (Extremely + Very Effective)								
	Educating you about the litter problem	59%	61%	58%	58%	61%	58%	63%	57%
	Motivating you to do something about the litter problem	57%	60%	54%	64%	55%	56%	63% G	53%
	Presenting the litter problem in a unique or creative way	59%	61%	58%	57%	57%	61%	61%	58%
	Grabbing your attention	61%	63%	61%	57%	62%	62%	58%	63%

AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.
 Q24G: Have you seen this advertising material before today? **New this wave: Q24G_A: For each statement below, please indicate how effective the advertising is in ...?
 *Caution: Small Base Size <75
 Base: 2023 Ads: Total (n=517), Male (n=253), Female (n=261), 16-25 (n=67), 26-39 (n=159), 40+ (n=291), Litterer (n=183), Non-Litterer (n=333).
 Source: Banner 1, Tables 205, 327

Stimuli Recall And Effectiveness—By Demographic



Litter Hotline 2023

- Males indicated higher recall than females for the campaign, and litterers were significantly more likely to recall Litter Hotline 2023 ads than non-litterers.
- *Grabbing your attention* was the highest rated attribute overall for this campaign. Males rated *educating about the litter problem and motivating to do something about the litter problem* higher than females.

Litter Hotline 2023		Total	Male (A)	Female (B)	16-25* (C)	26-39 (D)	40+ (E)	Litterer (F)	Non-Litterer (G)
	Recall Seeing Ad	12%	18% B	6%	20% E	16% E	8%	25% G	5%
	Top-2 Box (Extremely + Very Effective)								
	Educating you about the litter problem	45%	50% B	41%	47%	41%	47%	49%	43%
	Motivating you to do something about the litter problem	51%	56% B	47%	50%	55%	49%	56%	48%
	Presenting the litter problem in a unique or creative way	52%	52%	52%	44%	49%	55%	56%	49%
	Grabbing your attention	59%	63%	56%	53%	59%	60%	60%	58%

AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.

Q25I: Have you seen this advertising material before today? **New this wave: Q25M. For each statement below, please indicate how effective the advertising is in ...?

*Caution: Small Base Size <75

Base: 2023 Ads: Total (n=517), Male (n=253), Female (n=261), 16-25 (n=67), 26-39 (n=159), 40+ (n=291), Litterer (n=183), Non-Litterer (n=333).

Source: Banner 1, Tables 207, 338

Stimuli Recall And Effectiveness—By Demographic



Adopt-A-Highway Digital 2023

- The Adopt-A-Highway digital ad had the highest recall rate in total of all ads shown. Rates were higher among males than females, younger age groups than 40+, and litterers than non-litterers.
- Males rated the ad higher than females on all effectiveness measures, and litterers rated it more effective across the board than non-litterers.

Adopt-A-Highway Digital 2023		Total	Male (A)	Female (B)	16-25* (C)	26-39 (D)	40+ (E)	Litterer (F)	Non-Litterer (G)
	Recall Seeing Ad	20%	28% B	13%	29% E	26% E	15%	30% G	15%
	Top-2 Box (Extremely + Very Effective)								
	Educating you about the litter problem	44%	52% B	37%	48%	47%	42%	50%	41%
	Motivating you to do something about the litter problem	43%	51% B	36%	50%	43%	41%	54% G	37%
	Presenting the litter problem in a unique or creative way	40%	47% B	34%	37%	38%	42%	46% G	37%
	Grabbing your attention	44%	52% B	37%	42%	42%	45%	50% G	40%


AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.
 Q25K: Have you seen this advertising material before today? **New this wave: Q25N. For each statement below, please indicate how effective the advertising is in ...?
 *Caution: Small Base Size <75
 Base: 2023 Ads: Total (n=517), Male (n=253), Female (n=261), 16-25 (n=67), 26-39 (n=159), 40+ (n=291), Litterer (n=183), Non-Litterer (n=333).
 Source: Banner 1, Tables 210, 349

Stimuli Recall And Effectiveness—By Demographic



Nobody Trashes Tennessee PSA 2024

- Only 10% recall seeing the ad, with awareness highest among males, younger Tennesseans, and litterers.
- The NTT PSA 2024 ranks above all campaigns shown for *presenting the litter problem in a unique or creative way* and *grabbing attention*. Notably, this campaign moved the needle for females, with higher scores over males for *motivating* and *attention grabbing*.

Nobody Trashes Tennessee PSA 2024		Total	Male (A)	Female (B)	16-25* (C)	26-39 (D)	40+ (E)	Litterer (F)	Non-Litterer (G)
	Recall Seeing Ad	10%	14% B	7%	18%	13%	8%	19% G	6%
	Top-2 Box (Extremely + Very Effective)								
	Educating you about the litter problem	59%	56%	62%	60%	55%	61%	65% G	56%
	Motivating you to do something about the litter problem	56%	51%	60% A	67% D	51%	56%	61%	53%
	Presenting the litter problem in a unique or creative way	67%	65%	68%	68%	62%	69%	68%	66%
Grabbing your attention	71%	66%	75% A	75%	68%	72%	77% G	68%	

AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.

Q80: Have you seen this advertising material before today? **New this wave: Q80_A. For each statement below, please indicate how effective the advertising is in ...?

*Caution: Small Base Size <75

Base: 2024 Ads: Total (n=500), Male (n=239), Female (n=259), 16-25 (n=55), 26-39 (n=146), 40+ (n=299), Litterer (n=167), Non-Litterer (n=333).

Source: Banner 1, Tables 354, 361

Stimuli Recall And Effectiveness—By Demographic



Nobody Trashes Tennessee 2024

- The Nobody Trashes Tennessee 2024 campaign was recalled more by males over females and litterers over non-litterers.
- The campaign was more effective among females than males for *educating about the litter problem*, and more effective among litterers than non-litterers for *educating about the problem* and *presenting the problem creatively*.

Nobody Trashes Tennessee 2024		Total	Male (A)	Female (B)	16-25* (C)	26-39 (D)	40+ (E)	Litterer (F)	Non-Litterer (G)
	Recall Seeing Ad	10%	13% B	6%	17%	10%	8%	16% G	6%
	Top-2 Box (Extremely + Very Effective)								
	Educating you about the litter problem	65%	59%	70% A	74%	67%	63%	74% G	61%
	Motivating you to do something about the litter problem	53%	51%	56%	64%	57%	50%	58%	51%
	Presenting the litter problem in a unique or creative way	58%	55%	60%	58%	55%	59%	64% G	55%
	Grabbing your attention	58%	55%	61%	62%	55%	60%	63%	56%

AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.
 Q74: Have you seen this advertising material before today? **New this wave: Q74_A. For each statement below, please indicate how effective the advertising is in ...?
 *Caution: Small Base Size <75
 Base: 2024 Ads: Total (n=500), Male (n=239), Female (n=259), 16-25 (n=55), 26-39 (n=146), 40+ (n=299), Litterer (n=167), Non-Litterer (n=333).
 Source: Banner 1, Tables 366, 373

Stimuli Recall And Effectiveness—By Demographic



Litter Hotline 2024

- Males indicated higher recall than females for the campaign, the younger age groups were higher than the 40+ group, and litterers were more likely to recall the ad than non-litterers.
- *Grabbing your attention* was the highest-scoring attribute overall for this campaign. All attributes showed similar effectiveness across compared groups.

Litter Hotline 2024		Total	Male (A)	Female (B)	16-25* (C)	26-39 (D)	40+ (E)	Litterer (F)	Non-Litterer (G)
	Recall Seeing Ad	9%	14% B	5%	27% E	13% E	4%	20% G	4%
	Top-2 Box (Extremely + Very Effective)								
	Educating you about the litter problem	47%	47%	47%	55%	45%	46%	50%	45%
	Motivating you to do something about the litter problem	50%	52%	49%	54%	49%	50%	51%	50%
	Presenting the litter problem in a unique or creative way	53%	55%	51%	62%	50%	53%	54%	52%
	Grabbing your attention	56%	55%	57%	61%	51%	58%	54%	57%

AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.
 Q77: Have you seen this advertising material before today? **New this wave: Q77_A. For each statement below, please indicate how effective the advertising is in ...?
 *Caution: Small Base Size <75
 Base: 2024 Ads: Total (n=500), Male (n=239), Female (n=259), 16-25 (n=55), 26-39 (n=146), 40+ (n=299), Litterer (n=167), Non-Litterer (n=333).
 Source: Banner 1, Tables 378, 385

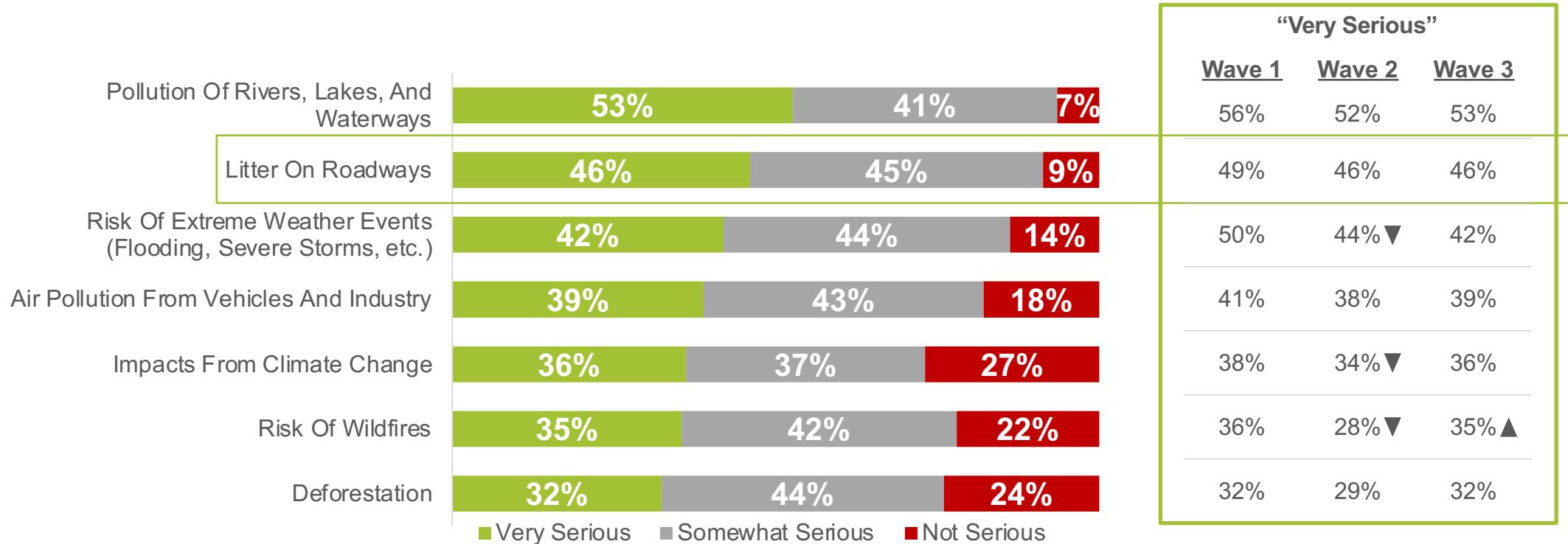
Littering Attitudes and Behaviors



Environmental Problem Seriousness



- *Litter on roadways* holds steady this wave over last and is second only to *pollution of rivers, lakes, and waterways* in perceived seriousness of environmental problems by Tennesseans (top-box).



Q3. How serious of a problem do you think each of these issues is in Tennessee?
 Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source: Banner 3, Table 29, 31

▲ Significantly higher/lower than prior wave at the 90% confidence level
 ▼

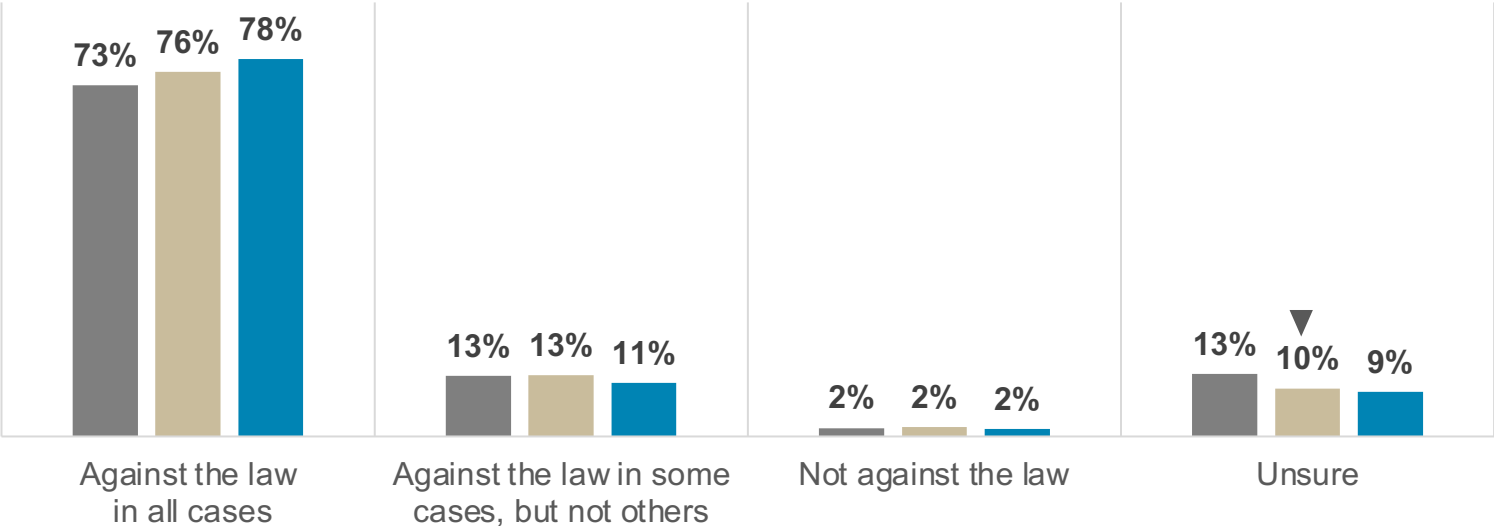
Knowledge Of Littering Laws



- Most Tennesseans believe littering is *against the law in all cases*, showing a slight (2%) increase from the last wave.
- The percentage of residents aware that littering in Tennessee is *against the law in all cases* continues to grow steadily, while the number who are *unsure* steadily decreases, indicating a positive shift in awareness of litter laws year over year.

Littering In Tennessee Is...

■ Wave 1 ■ Wave 2 ■ Wave 3



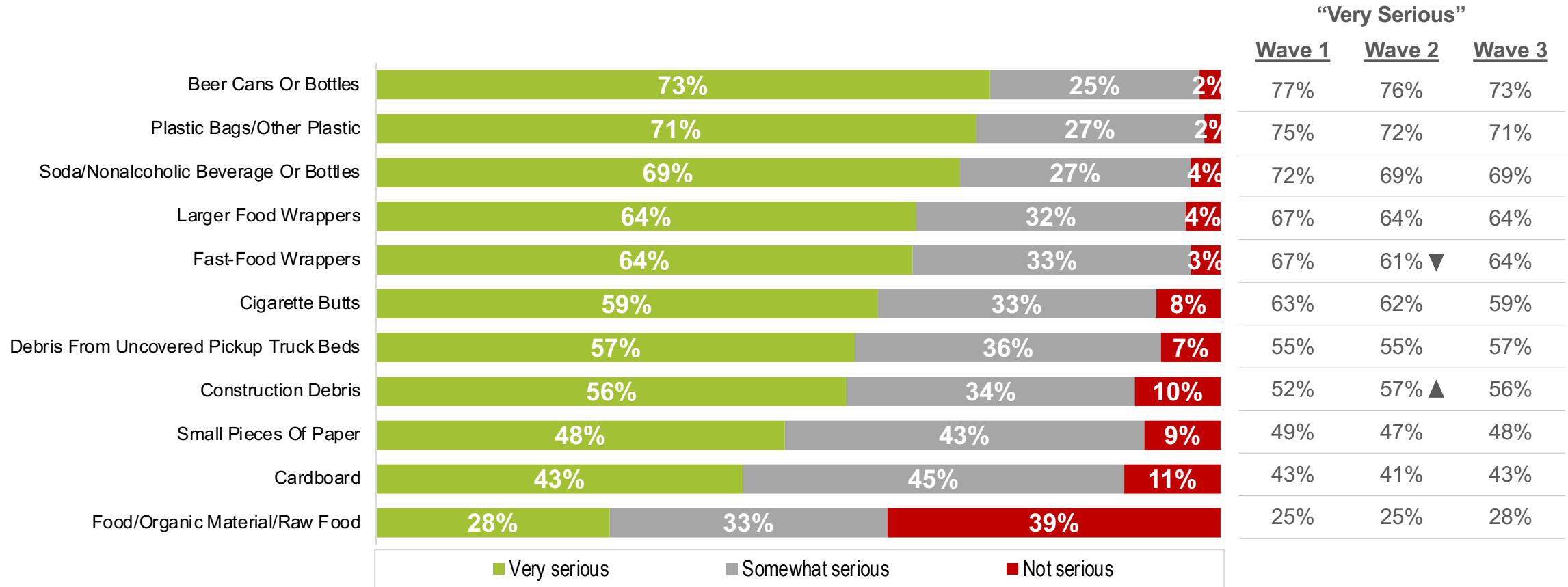
Q12. To the best of your knowledge, is littering in Tennessee...?
 Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source: Banner 3, Table 57

▲ Significantly higher/lower than prior wave at the 90% confidence level

Seriousness Of Litter Items



- Beer cans or bottles, plastic bags/other plastic, and soda/nonalcoholic beverages or bottles are seen as the most serious forms of litter, while 39% view food/organic matter/raw food as not serious in terms of contributing to the state's litter.
- No significant changes were seen in perception of litter items as *very serious* this year, compared to the prior wave.



Q13. How serious do you think each of these items is, in terms of litter?
 Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source: Banner 3, Tables 70, 72

▲ Significantly higher/lower than prior wave at the 90% confidence level
 ▼

Knowledge Of Littering Laws And Seriousness Of Items



Wave 3: By Subgroup

- The perception of littering being *against the law in all cases* increases with age.
- Those aged 40+ view *soda/nonalcoholic trash* as more serious than those aged 16-25, while the younger age groups deem *debris from pickup trucks* a very serious litter issue at a higher rate than those aged 40+.

Wave 3 Detail	Total	Male (A)	Female (B)	16-25 (C)	26-39 (D)	40+ (E)	White (F)	Black (G)	All Other* (H)
Litter Laws Awareness									
Against the law in all cases	78%	78%	78%	63%	75% C	83% CD	80%	75%	68%
Against the law in some cases, but not others	11%	13%	9%	22% E	14% E	7%	10%	15%	13%
Not against the law	2%	1%	2%	4%	2%	1%	1% H	4% H	0%
Unsure	9%	8%	10%	11%	9%	9%	9%	6%	19% G
"Very Serious"									
Beer Cans Or Bottles	73%	72%	73%	68%	75%	73%	72%	78%	71%
Plastic Bags/Other Plastic	71%	70%	71%	63%	71%	73%	72%	69%	66%
Soda/Nonalcoholic Beverage Or Bottles	69%	69%	69%	59%	67%	72% C	68%	73%	70%
Larger Food Wrappers	64%	65%	63%	59%	64%	65%	64%	64%	62%
Fast-Food Wrappers	64%	63%	63%	55%	64%	65%	63%	63%	71%
Cigarette Butts	59%	54%	64% A	50%	61%	60%	59%	58%	66%
Debris From Uncovered Pickup Truck Beds	57%	56%	57%	64% E	62% E	53%	54%	67% F	61%
Construction Debris	56%	55%	57%	63%	59%	53%	53%	72% FH	51%
Small Pieces Of Paper	48%	49%	48%	48%	49%	48%	46%	57% F	51%
Cardboard	43%	45%	42%	43%	48%	41%	40%	56% F	53%
Food/Organic Material/Raw Food	28%	33% B	23%	44% DE	27%	25%	24%	49% FH	23%

AB/CDE/FGH indicate a statistically significant difference between groups at the 90% confidence level. *Small base size (<75)

Q12. To the best of your knowledge, is littering in Tennessee...?

Q13. How serious do you think each of these items is, in terms of litter?

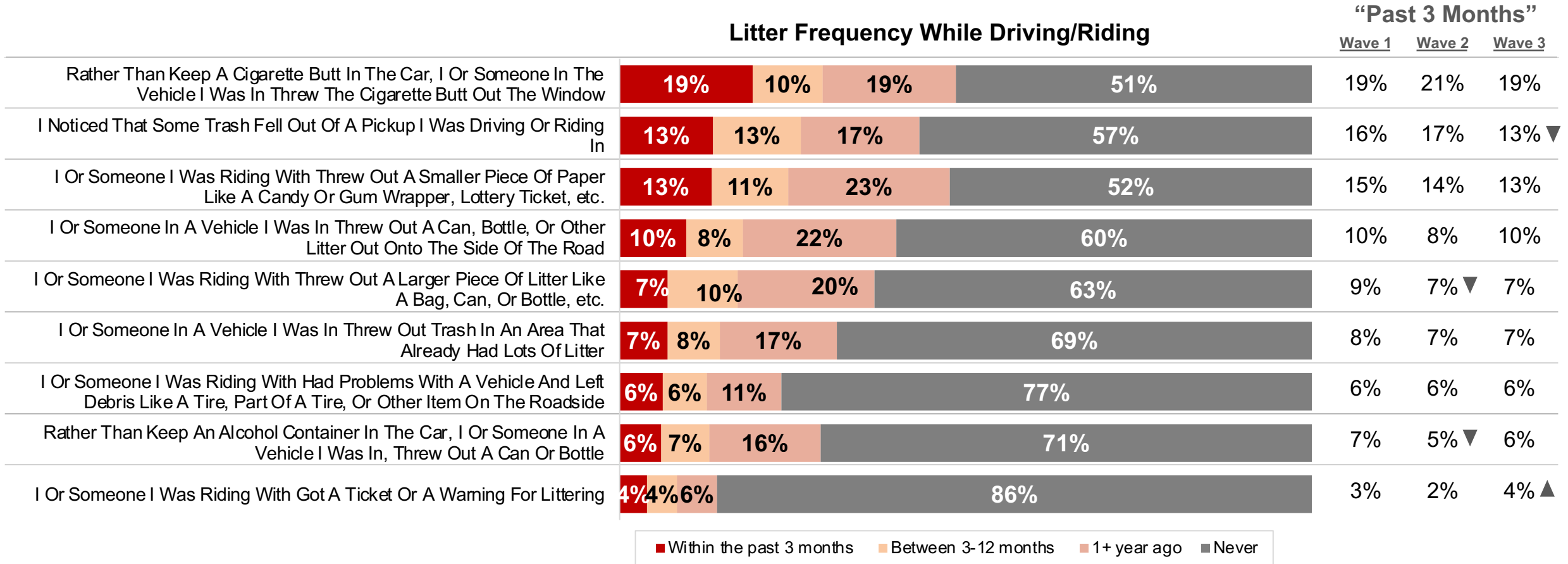
*Small base size (<75) Base: Total Wave 3 (n=1017); Male (n=492); Female (n=521); 16-25 (n=122); 26-39 (n=305); 40+ (n=590); White (n=793); Black (n=153); all other (n=71)

Source: Banner 1, Tables 57, 70

Frequency Of Littering Incidents (Self Or Others)



- The most frequent littering incident reported in the past 3 months across all waves is *throwing a cigarette butt out of a vehicle* followed by *trash falling out of a pickup*, although *trash falling from a truck* shows a decline this wave over last.
- Incidents of *tickets or warning for littering* increased this wave, yet still remain the least frequent in the list.



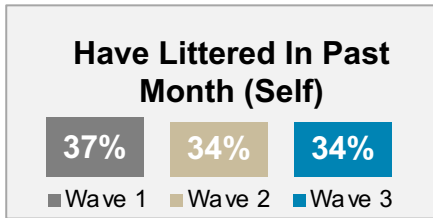
Q14. For each of the following, please indicate how often, if ever, it has happened.
 Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source Banner 3, Tables 75-84

▲ Significantly higher/lower than prior wave at the 90% confidence level
 ▼

Past-Month Littering Incidence (Self)

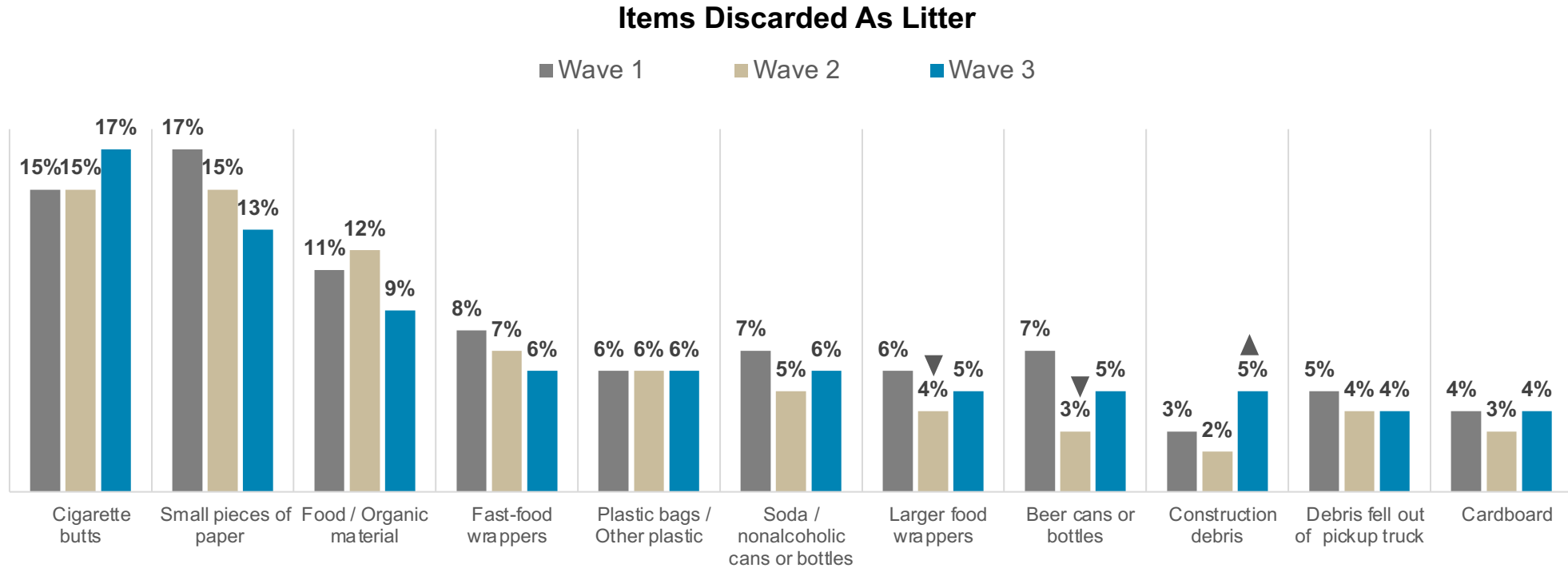


- Littering incidence remains the same this wave over last. Higher incidence groups include males, residents under age 40, ethnically black, smokers, residents of Western TN, and urban areas.
- *Cigarette butts* and *small paper* account for the highest percentages of items discarded. Only *construction debris* shows a significant change, increasing this wave over the previous wave.



Littering incidence for Wave 3 is significantly higher among the following groups:

- **Males (41%)** over Females (28%)
- **Aged 16-25 (52%)** and **26-39 (48%)** over 40+ (24%)
- **Ethnically black (49%)** over white (32%)
- **Western TN (41%)** over Eastern (33%) and Middle (31%)
- **Smokers (62%)** over non-smokers (22%)
- **Urban (46%)** over Suburban (32%) and Rural (30%)



Q15. Please indicate if you, yourself discarded the following items as litter in the past month either by accident or because you were just careless, distracted, or in a hurry.

Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002); Wave 3 Demos: Male (n=492); Female (n=521); 16-25 (n=122); 26-39 (n=305); 40+ (n=590); White (n=793); Black (n=153); Eastern (n=381); Middle (n=392); Western (n=244); Smoker (n=312); Non-smoker (n=705); Urban (n=214); Suburban (n=411); Rural (n=392)

Source: Banners 1, 3, Table 90

▲ Significantly higher/lower than prior wave at the 90% confidence level

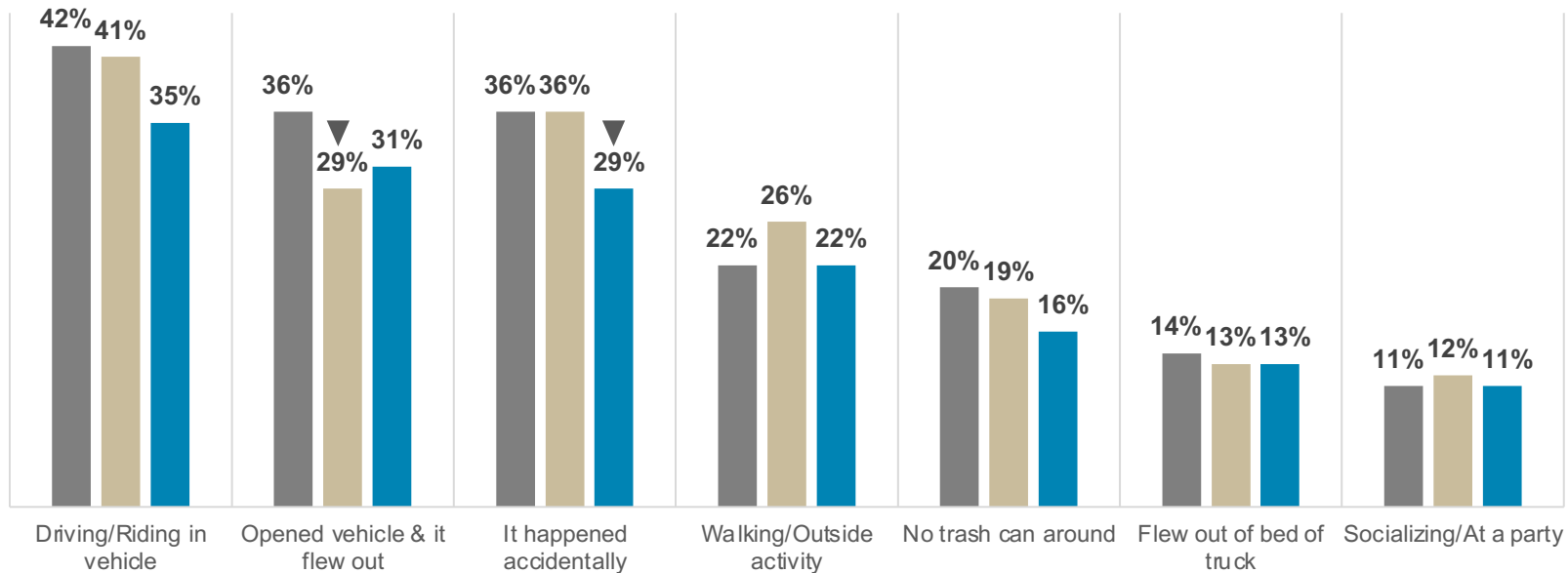
Litter Circumstances



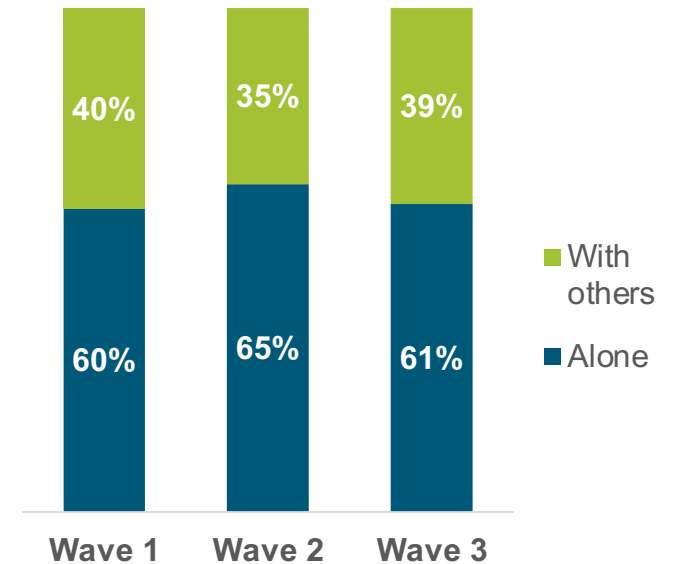
- 61% of the people littered when they were alone, similar to numbers seen in previous waves.
 - More women (50%) than men (31%) were *with others* when they littered (not shown).
- Driving/Riding in a vehicle* remains the top circumstance when littering happened but has decreased slightly this wave over previous waves. A significant drop was seen this wave in reports of *accidental* discard.

Circumstances Around Discard

■ Wave 1 ■ Wave 2 ■ Wave 3



Alone Or With Others During Discard



Q16. As best as you can recall, please indicate if the following circumstances apply to the last time you discarded an item as litter.

Q17. When you discarded the most recent item as litter, were you...?

Base: Aware Of At Least One Of The Listed Circumstances Wave 1 (n=362), Wave 2 (n=338), Wave 3 (n=349)

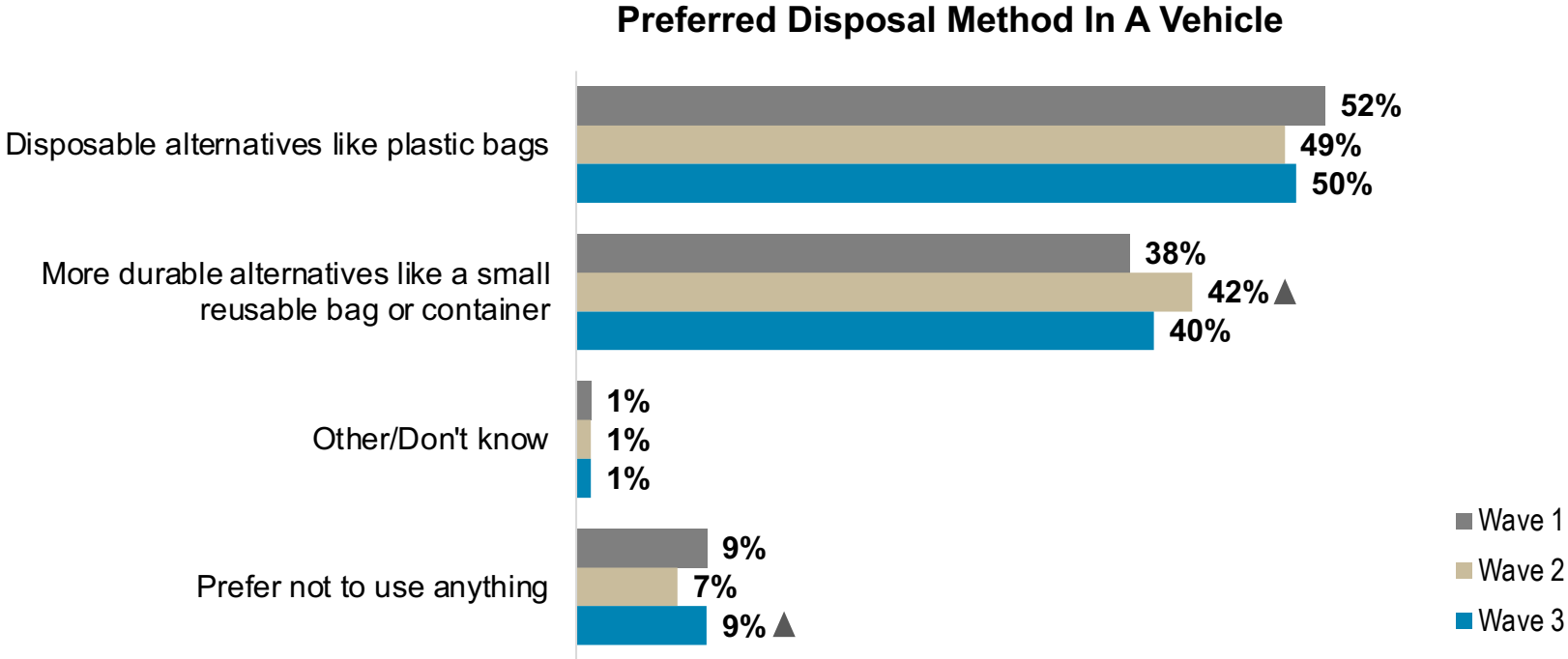
Source: Banners 1 and 3, Tables 91-92

▲ Significantly higher/lower than prior wave at the 90% confidence level
▼

Litter Disposal Preference In A Vehicle



- Half of Tennesseans prefer disposable alternatives like plastic bags to dispose of trash in their vehicles.
- A smaller share prefer a more *durable alternative*. Preference to *not use anything* to dispose of litter in their vehicle has increased this wave over last.



Q18. Which of these would you prefer to use in your vehicle to dispose of litter?
 Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source: Banner 3, Table 93

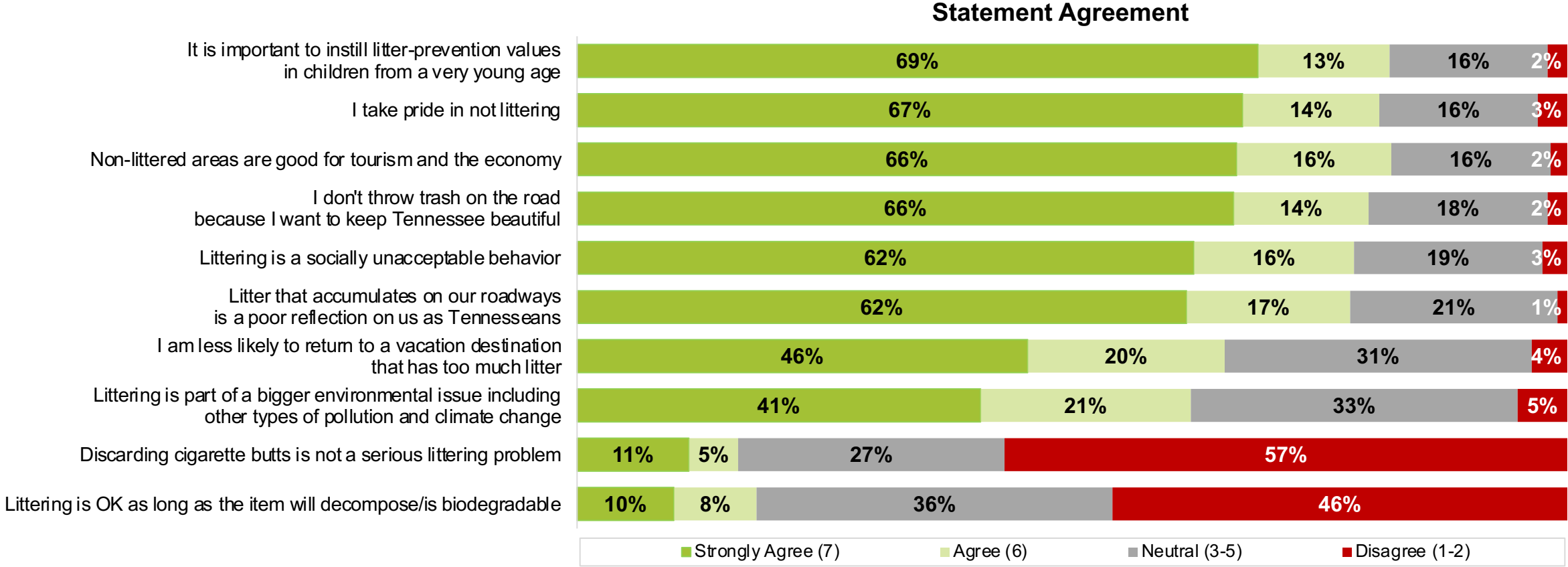
▲ Significantly higher/lower than prior wave at the 90% confidence level

Agreement With Statements About Littering



Wave 3

- The importance of *teaching children not to litter* is again the most-agreed-to statement, followed closely by *taking pride in not littering*, *non-littered areas are good for tourism*, and *I don't throw trash on the road because I want to keep Tennessee beautiful*.



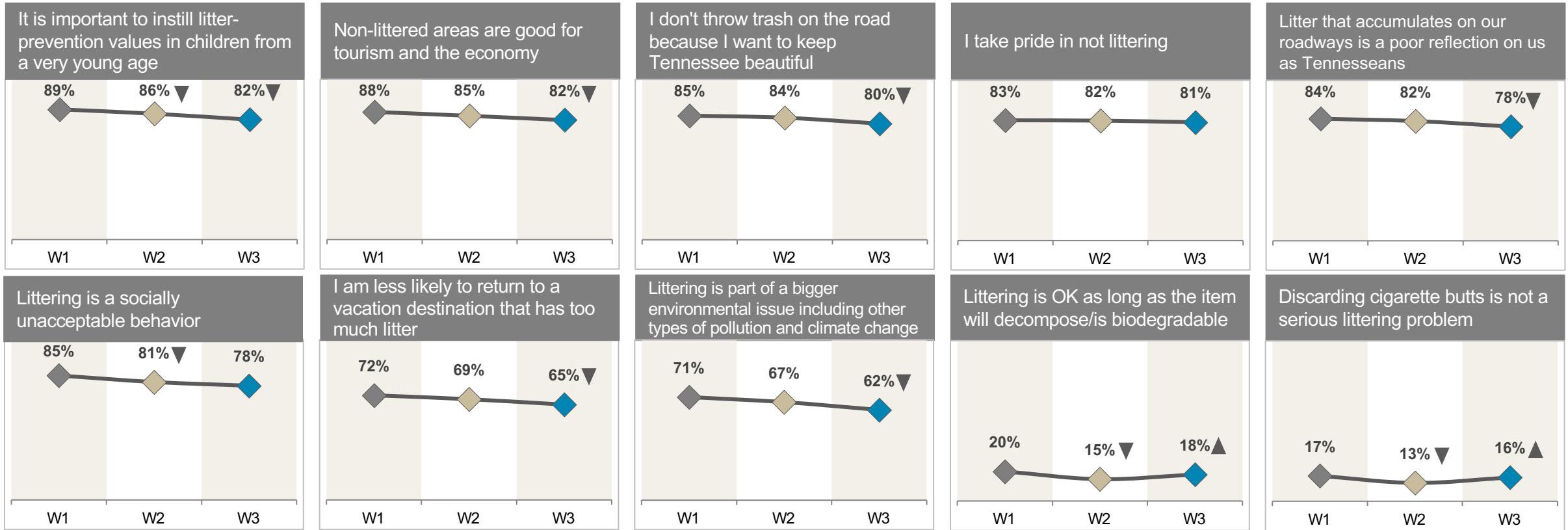
Q19. Please rate how much you agree or disagree with each of the following statements.
 Base: Wave 3 Total (n=1017)
 Source: Banner 1, Tables 94-103

Agreement With Statements About Littering



Top 2 Box (Strongly Agree + Agree) Trend

- Statement agreement for multiple positive statements has dropped this wave over last, while agreement with *littering is OK as long as the item will decompose and discarding cigarette butts is not a serious litter problem* have increased over the previous wave.
- The softening of anti-littering sentiments over the waves is seen among litterers and non-litterers. In part, the decline may be attributed to fewer of both groups thinking littering is part of a bigger environmental issue, and non-litters thinking littering on roadways is a "very serious" issue in TN. (not shown)



Q19. Please rate how much you agree or disagree with each of the following statements.
 Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source: Banner 3, Table 106

▲ Significantly higher/lower than prior wave at the 90% confidence level

Agreement With Statements About Littering



Wave 3: By Subgroup

- Women, those in the older segment (40+), and white Tennesseans are more likely to strongly agree with the many of these statements, compared to their counterparts.
- Not surprisingly, litterers have lower agreement with most positive statements than non-litterers.

“Strongly Agree”	Total	Male	Female	16-25	26-39	40+	White	Black	All Other*	Litterer	Non-litterer
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(U)	(V)
It Is Important To Instill Anti-Littering Values In Children From A Very Young Age	69%	64%	73%A	55%	59%	77%CD	72%G	56%	67%	59%	74%U
I Take Pride In Not Littering	67%	63%	71%A	57%	58%	75%CD	70%G	55%	69%	54%	75%U
Non-Littered Areas Are Good For Tourism And The Economy	66%	62%	70%A	59%	56%	73%CD	69%G	57%	60%	60%	70%U
I Don't Throw Trash On The Road Because I Want To Keep Tennessee Beautiful	66%	62%	69%A	44%	58%C	75%CD	70%G	50%	60%	53%	73%U
Littering Is A Socially Unacceptable Behavior	62%	58%	67%A	48%	55%	69%CD	65%G	48%	64%G	52%	68%U
Litter That Accumulates On Our Roadways Is A Poor Reflection On Us As Tennesseans	62%	57%	66%A	48%	56%	68%CD	63%G	53%	63%	53%	66%U
I Am Less Likely To Return To A Vacation Destination That Has Too Much Litter	46%	41%	49%A	47%	42%	47%	45%	44%	57%	53%	73%U
Littering Is Part Of A Bigger Environmental Issue Including Other Types Of Pollution And Climate Change	41%	34%	46%A	39%	39%	42%	40%	39%	52%	39%	41%
Discarding Cigarette Butts Is Not A Serious Littering Problem	11%	17%B	6%	23%DE	12%	8%	10%	16%	16%	19%V	7%
Littering Is OK As Long As The Item Will Decompose/Is Biodegradable	10%	12%B	8%	10%	11%	9%	9%	17%FH	6%	16%V	7%

AB/CDE/FGH/UV indicate a statistically significant difference between groups at the 90% confidence level. *Small base size (<75)

Q19. Please rate how much you agree or disagree with each of the following statements. You may use any point on the scale. Remember to read each statement carefully before answering.

Base: Total Wave 3 (n=1017); Male (n=492); Female (n=521); 16-25 (n=122); 26-39 (n=305); 40+ (n=590); White (n=793); Black (n=153); all other (n=71); Litterer (350), Non-litterer (667)

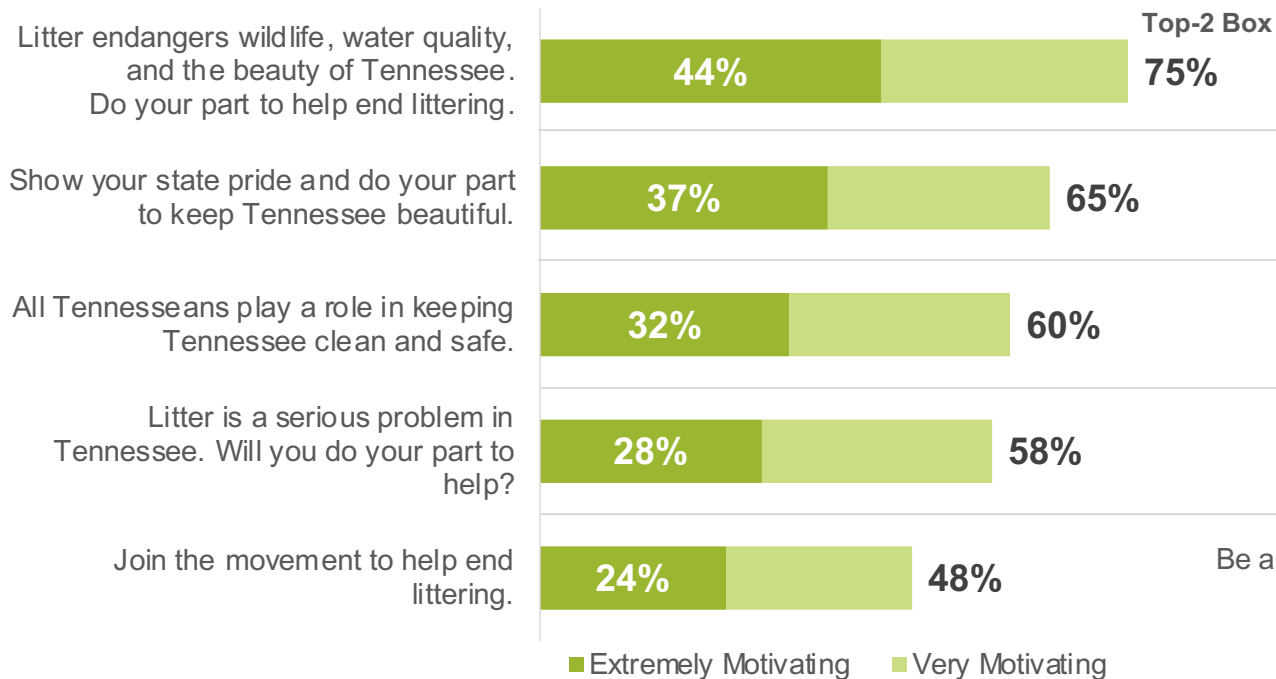
Source: Banner 1, Table 105

“Join The Movement” vs. “Be A Part Of The Solution”

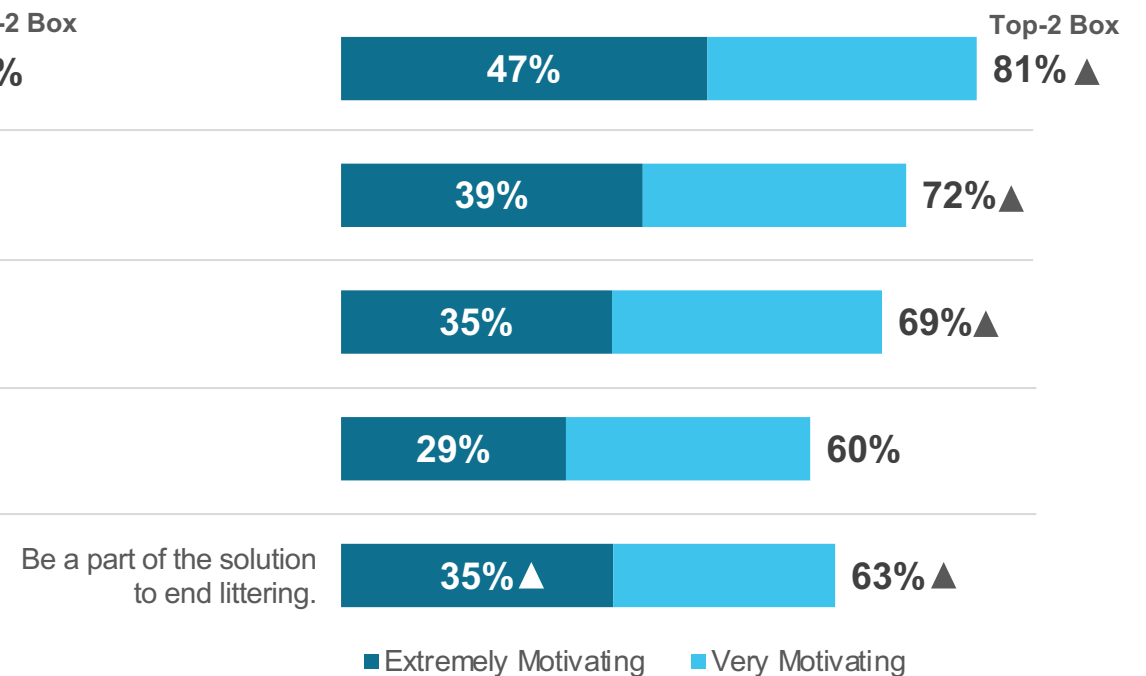


- Respondents were shown the same motivating statements and were randomly assigned to either the question version asking how motivating each message was to make them want to “join the movement” or “be a part of the solution.”
- *Be a part of the solution* was significantly more motivating than *join the movement* at the top-2 box level for every statement (other than *litter is a serious problem in Tennessee*.) *Be a part of the solution to end littering* was significantly higher for *extremely motivating* than *join the movement to help end littering*.

“Join The Movement” Motivation



“Be A Part Of The Solution” Motivation



**New for Wave 3: Q19A. In order to combat litter on our roadways, "Nobody Trashes Tennessee" is trying to get Tennesseans to join them in the movement to end littering. Please indicate how motivating you think each message is to make you want to join the movement. Q19B. In order to solve the problem of litter on our roadways, "Nobody Trashes Tennessee" is trying to get Tennesseans to become part of the solution to end littering. Please indicate how motivating you think each message is to make you want to be part of the solution. Base: "Be a part of the solution" (n=506); "Join the movement" (n=511) Source: Banner 1, Tables 215-219; 307-311; Banner 4, Table 428

▲ Significantly higher than other statement at the 90% confidence level

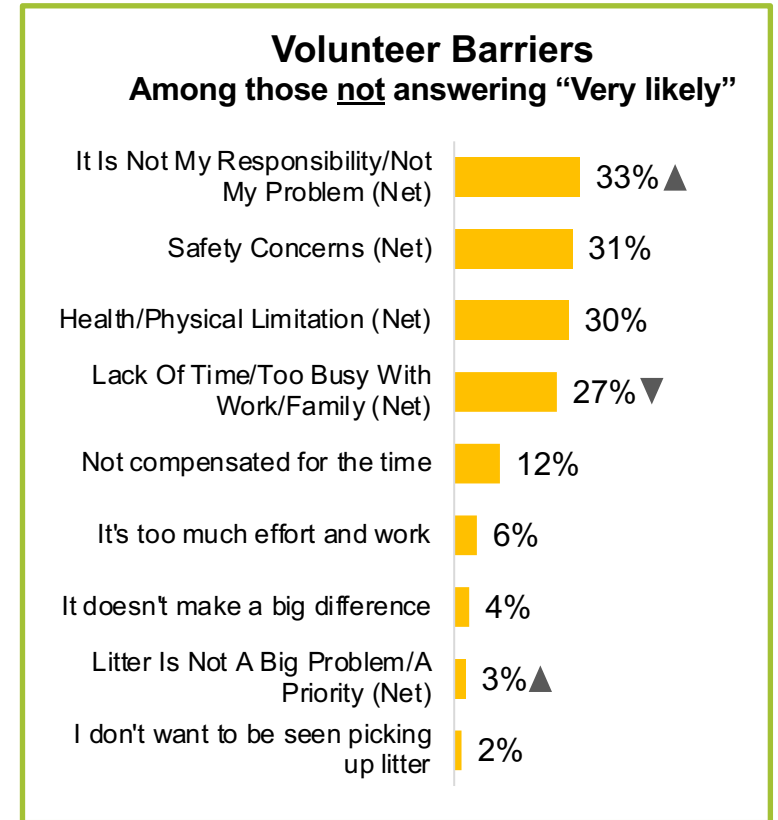
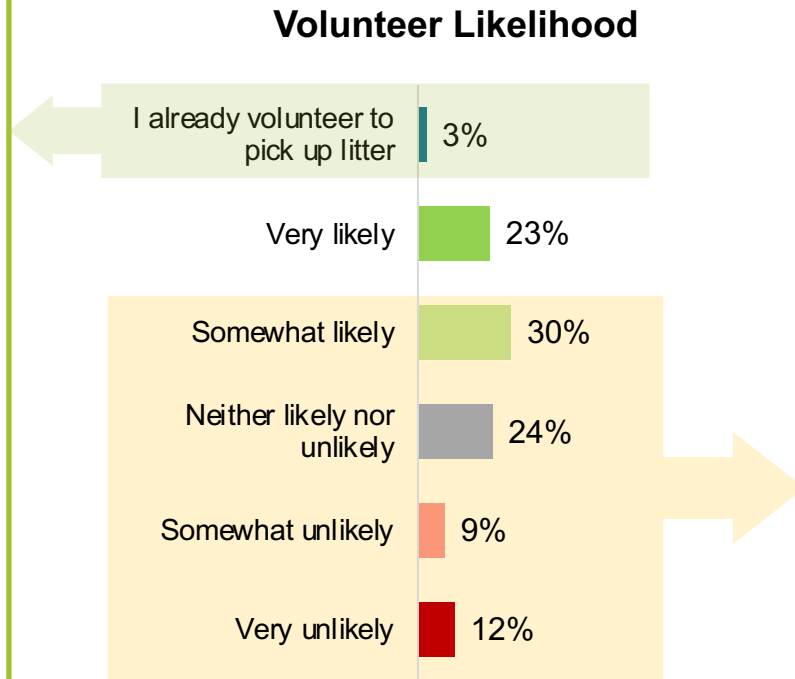
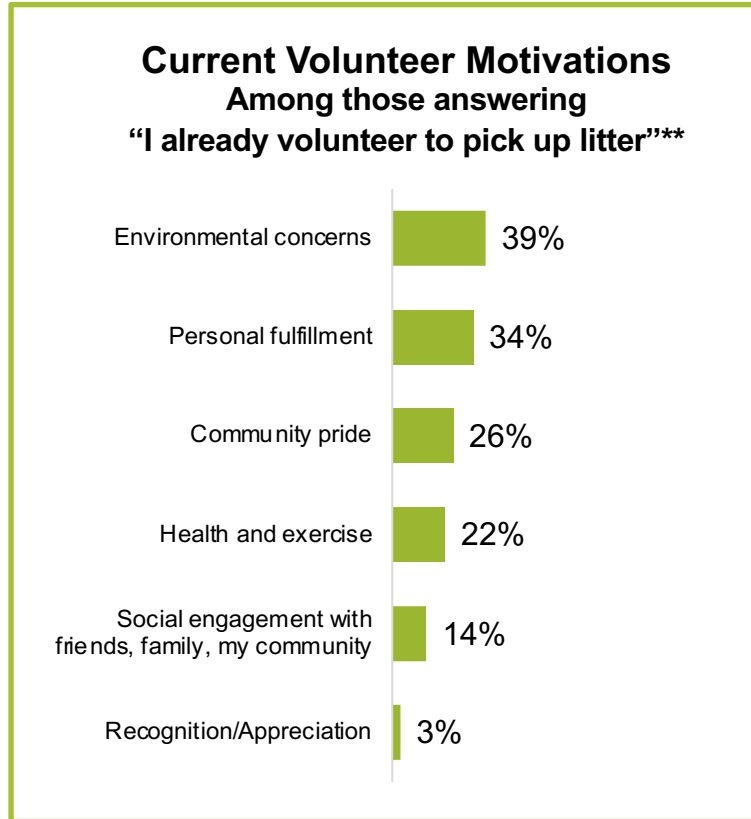
Volunteering



Likelihood To Volunteer; Volunteer Motivations And Barriers



- 1 in 5 Tennesseans indicate they are “very likely” to volunteer. The likelihood across the spectrum is comparable to the prior waves.
 - This strong likelihood to volunteer is especially high among males, younger generations, and black Tennesseans (not shown).
- It's not my responsibility/problem* was cited as the #1 barrier to volunteering this wave, up significantly over the previous waves. Males are more likely than females and those aged 16-25 are more likely than those aged 40+ to cite this as a barrier. *Lack of time* has decreased as a barrier this wave.



Q11. How likely would you be to participate in a volunteer program to pick up litter on Tennessee roadways? Q11A. Which of these are reasons for you not being more likely to volunteer to pick up litter on roadways?
 Q66. What motivated you to volunteer to pick up litter on Tennessee roadways?
 Base: Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002); **Very Small Base Size <40 Base 2: Already volunteer to pick up litter (n=27); Base 3: Somewhat Likely To Very Unlikely To Volunteer (n=754)
 Source: Banners 1, 3, Tables 55-56, 305

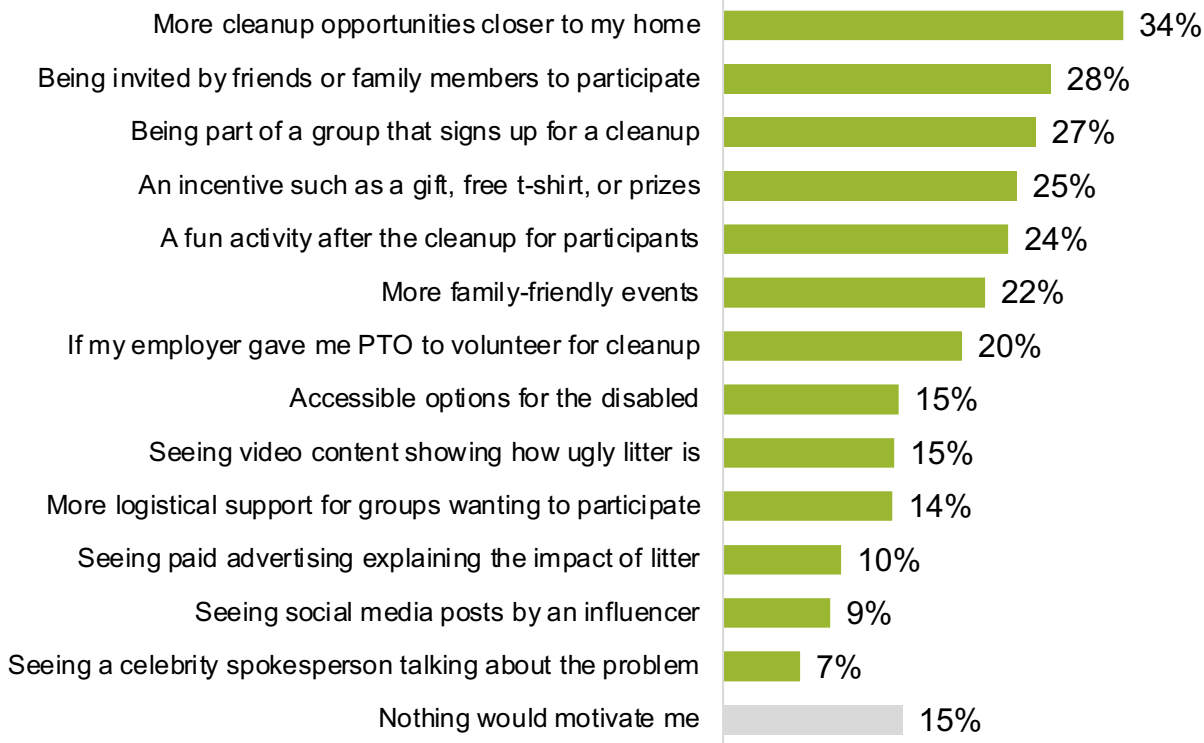
▲ Significantly higher/lower than prior wave at the 90% confidence level
 ▼

Motivations To Become Volunteer



- Among those not already volunteering to clean up litter, *more cleanup opportunities closer to home* tops the list of potential motivators.
- 16-to 25-year-olds would be most motivated by *being invited by friends to participate, being a part of a group that signs up, and PTO to volunteer* (not shown).

Would Motivate to Volunteer Among those not already volunteering



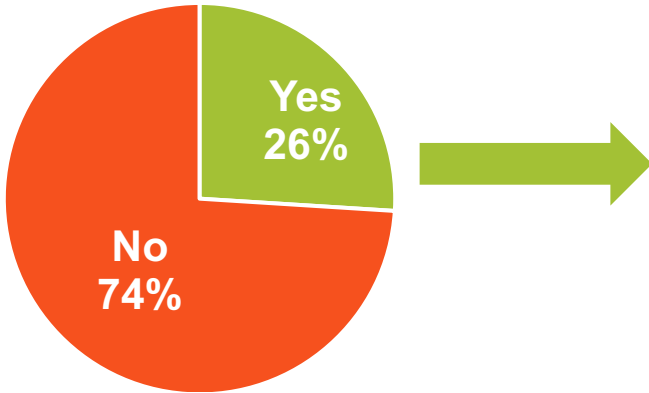
**New for Wave 3. Q67. What would motivate you to participate in a volunteer program to pick up litter on Tennessee roadways? Base: Do Not Already Volunteer To Pick Up Litter (n=990)
Source: Banner 1, Table 55, 306

Adopt-A-Highway Volunteer Interest

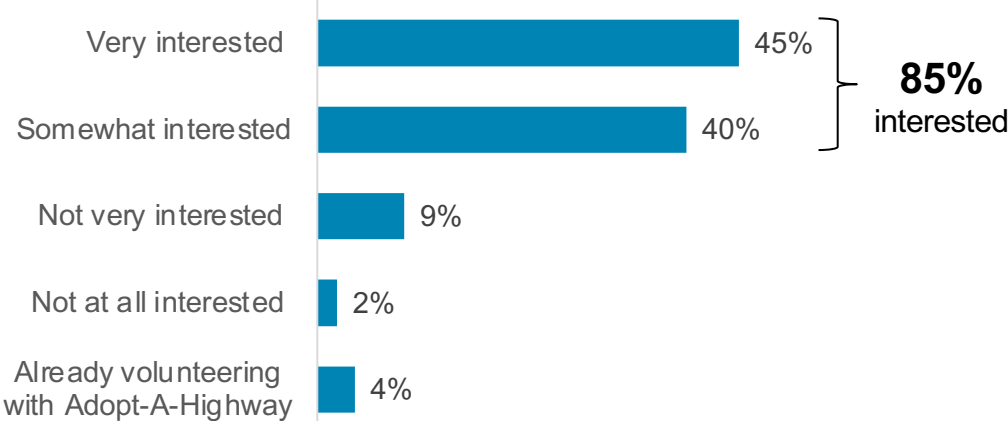


- Of those who are part of a group that could sign up for Adopt-A-Highway, 85% are interested in encouraging their group to volunteer (top-2 box).
- Interest in encouraging group to sign up for AAH is similar across demographic groups with no significant differences at the top-2 or bottom-2-box levels.

Part of a Group That Could Sign Up for Adopt-A-Highway



Interest in Encouraging Group to Sign Up for Adopt-A-Highway



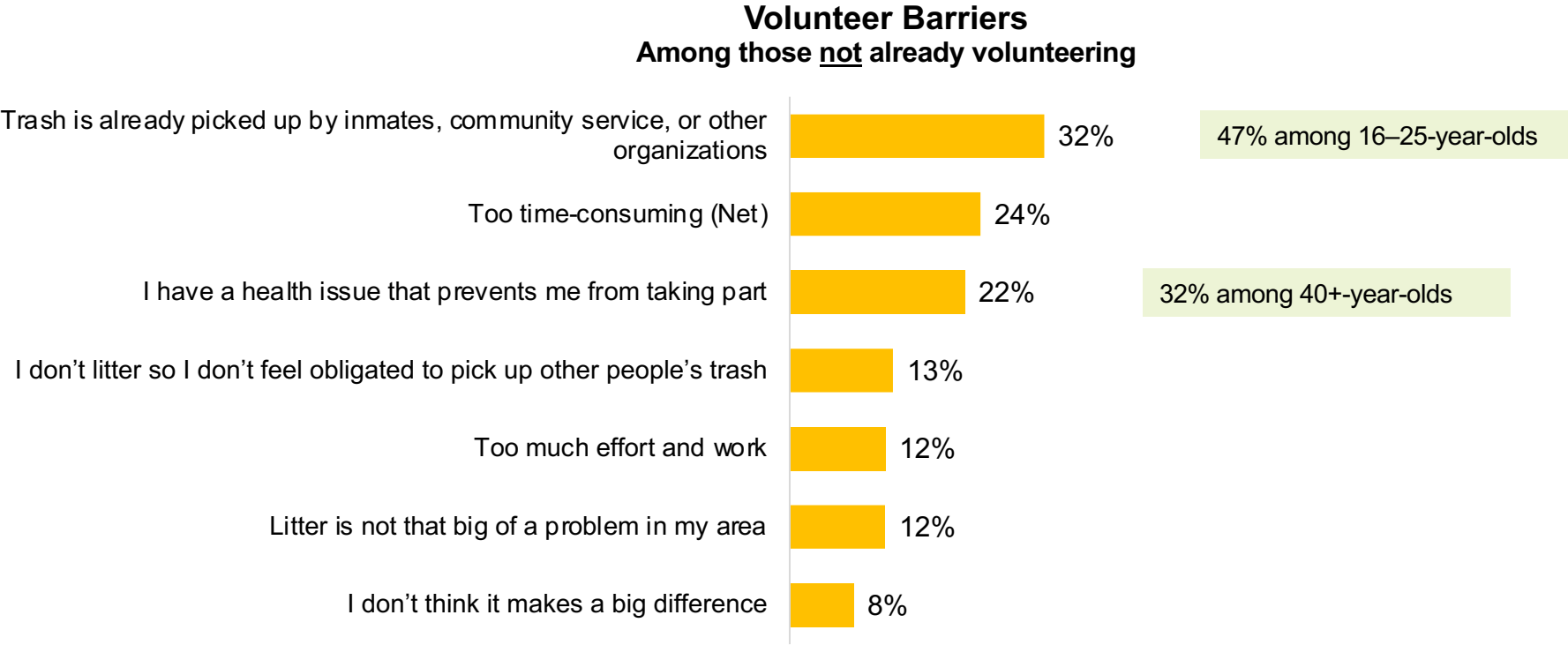
Wave 3 Detail	Total	Male (A)	Female (B)	16-25* (C)	26-39 (D)	40+ (E)	White (F)	Black* (G)
Very + Somewhat Interested	85%	84%	86%	83%	83%	87%	86%	77%
Not Very + Not At All Interested	11%	12%	10%	13%	12%	10%	11%	14%

AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.
 **New for Wave 3: Q22A. Are you a part of a group or organization that would have the ability to sign up for the Adopt-A-Highway program? Q23. How interested would you be in encouraging your group to sign up for the Adopt-A-Highway program?
 *Small base size (<75) Base 1: Wave 3 Total (n=1017) Base 2: Have ability to sign up for AAH (n=268); Male (n=174); Female (n=93); 16-25 (n=56); 26-39 (n=98); 40+ (n=113); White (n=192); Black (n=63)
 Source: Banner 1, Tables 144-145

Adopt-A-Highway Volunteer Barriers



- Among those who are able to volunteer with Adopt-A-Highway but are not yet, a sense that *trash pick up is already covered by other groups* is the top barrier to volunteering, indicating room for educating Tennessee residents on the need for their involvement. The incidence is higher among residents aged 16-25 than the total.



Q24. What barriers exist for you in taking part in the Adopt-a-Highway program?
Base: Have ability to sign up for AAH (n=268); Base 2: Not already volunteering for AAH (n=257)
Source: Banner 1, Table 145

Motivators To Spread The Word About Reducing Litter



- *Stronger consequences for litter violations* is the top motivator to spread the word about reducing/stopping littering, with higher incidence among white and other non-black residents than black residents, non-litterers than litterers, and residents of suburban areas than urban.
- Second-most motivating is *seeing more containers for cans and bottles*, which is higher among those aged 40+ than those aged 26-39, white residents than black, litterers than non-litterers, and rural and suburban than urban.

	Total	Gender		Age			Ethnicity			Litter Behavior		Area Type		
		Male (A)	Female (B)	16-25 (C)	26-39 (D)	40+ (E)	White (F)	Black (G)	All Other* (H)	Litterer (U)	Non-Litterer (V)	Urban (Y)	Suburban (Z)	Rural (AA)
Stronger consequences for litter violations	50%	51%	49%	44%	48%	53%	55%G	30%	49%G	47%	53%U	45%	53%Y	50%
Seeing more containers for cans and bottles	40%	38%	42%	36%	36%	43%D	42%G	30%	39%	44%V	38%	31%	46%YAA	39%Y
More cleanup events	39%	37%	40%	39%	37%	39%	39%G	30%	48%G	41%	38%	40%	38%	39%
Providing litter bags for cars	38%	35%	41%A	39%	34%	40%	38%	35%	51%	39%	38%	40%	37%	39%
Seeing/Hearing about the negative impact litter has on our area	36%	37%	34%	42%	34%	35%	37%	30%	39%	45%V	31%	35%	38%	34%
Providing promotional support materials at schools and public places	31%	29%	33%	29%	28%	34%	31%	31%	35%	37%V	29%	34%	32%	29%
None of the above	10%	10%	11%	17%	9%	10%	9%	17%F	11%	7%	12%U	11%	9%	11%

AB/CDE/FGH/UV/YZAA indicate a statistically significant difference between groups at the 90% confidence level.

**New for Wave 3: Q24E_A. Which of the following would make you more likely to spread the word about reducing/stopping littering?

*Small base size (<75) Base: Total Wave 3 (n=1017); Male (n=492); Female (n=521); 16-25 (n=122); 26-39 (n=305); 40+ (n=590); White (n=793); Black (n=153); all other (n=71); Litterer (n=350); Non-litterer (n=667); Urban (n=214); Suburban (n=411); Rural (n=392)

Source: Banner 1, Table 320

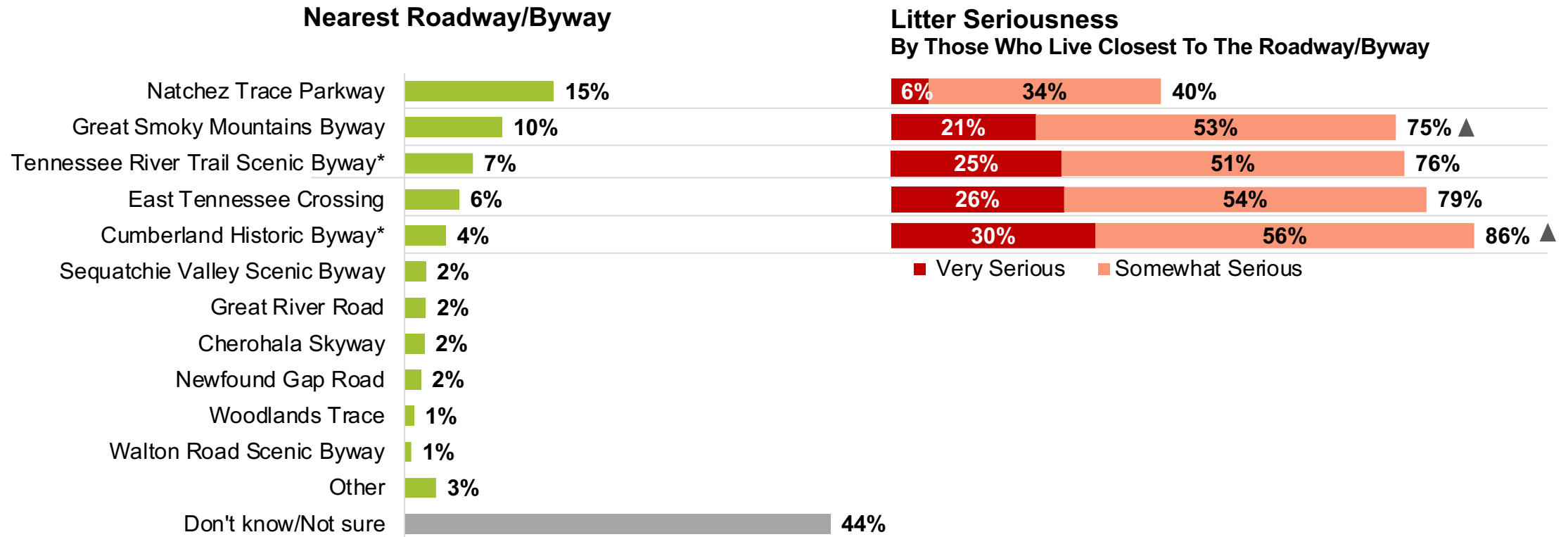
Litter Locations



Litter Seriousness On Nearest Scenic Roadway



- Natchez Trace Parkway is considered to have the least serious litter problem; however, 40% of those who live close to it say the litter there is at least *somewhat serious* (top-2 box).
- Perception of litter seriousness for those living near Great Smoky Mountains Byway and Cumberland Historic Byway have increased significantly over the previous wave (top-2 box).



*Small base size (<75)

Q24A. To the best of your knowledge, which one of these scenic roadways and byways do you live nearest to?

Q24B. How serious of a problem is litter on the nearest scenic roadway and byway?

Base Total Wave 3: (n=1017), Natchez Trace Parkway (n=157), Great Smoky Mountains Byway (n=103), Tennessee River Trail Scenic Byway (n=72), East Tennessee Crossing (n=51), Cumberland Historic Byway (n=43)

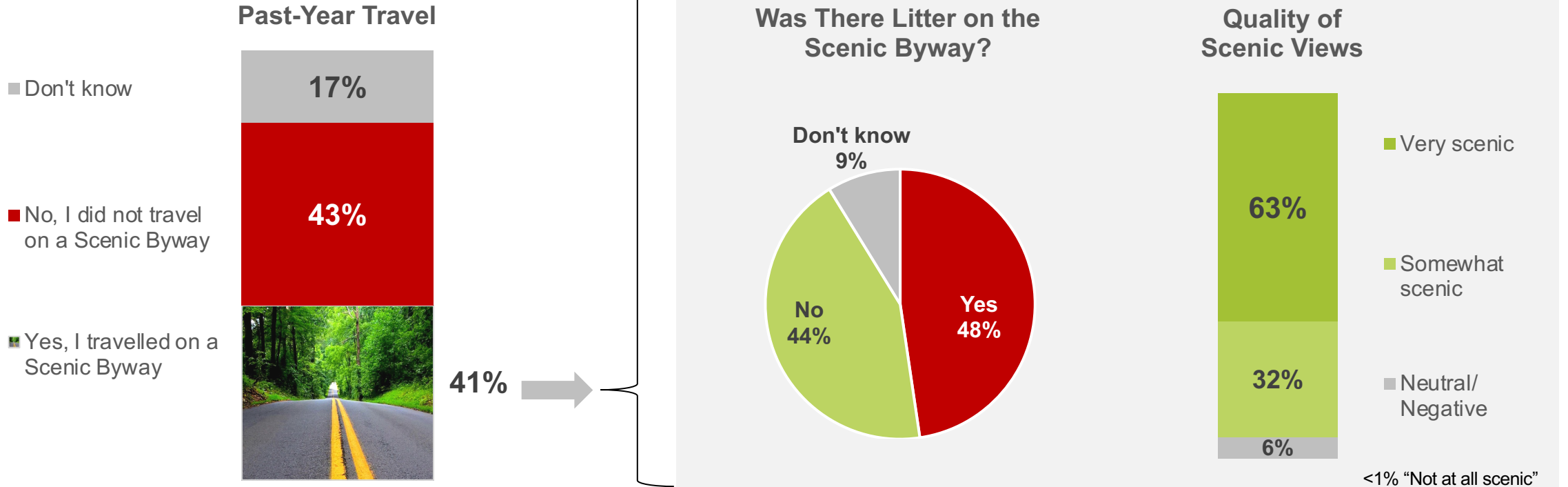
Source: Banner 3, Tables 146; 148-159

▲ Significantly higher/lower than prior wave at the 90% confidence level
▼

Scenic Byways – Past-Year Travel



- 4 in 10 residents have driven on a scenic byway in the past year. Roughly half of them indicated they saw litter on these roads. Most indicate the drives still have “very scenic” views.
- No significant changes were seen over the previous wave.



Q24J. In the past year, have you travelled on a Scenic Byway in Tennessee?
 Q24K. Was the roadside of any of the Scenic Byways you travelled on in the past year dirty or littered?
 Q24L. How would you rate the scenic views that you saw while travelling on the Scenic Byway?
 Base: Wave 3 Total (n=1017), Travelled On Scenic Byway In Past Year (n=413)
 Source: Banners 1 and 3; Tables 200- 202 (Questions added in Wave 2)

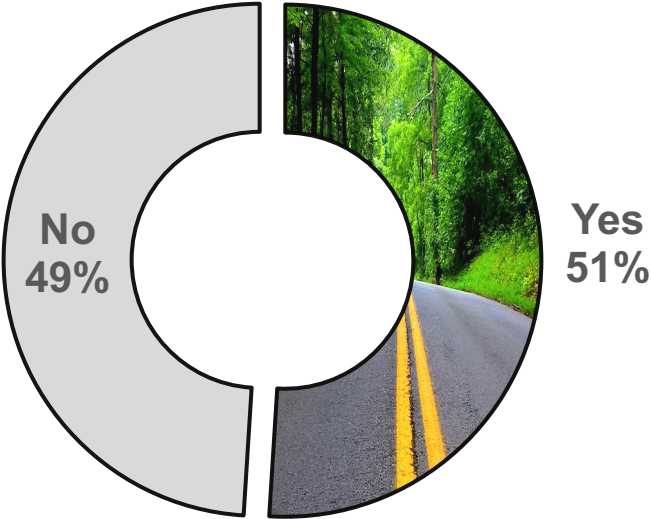
- Usage of scenic byways is higher among males and respondents from the Eastern region.
- Significantly more males (56%) than females (38%) tend to notice the litter on scenic byways.

▲ Significantly higher/lower than prior wave at the 90% confidence level
 ▼

Scenic Byways – Favorite Scenic Drive

- Half (51%) of all respondents said they have a favorite scenic drive, with 19% of total respondents providing a name or area.
- The *Smoky Mountains* and *Natchez Trace* were the most common individual roadways/areas mentioned. No significant differences were seen this wave over the previous wave.

Have A Favorite Scenic Drive



- 19% of total respondents entered their favorite drive
- 32% couldn't recall the roadway name

Favorite Scenic Drives	
Yes, it is on or near _____:	19%
<i>Tennessee (Subnet)</i>	3%
Gatlinburg	1%
All other mentions of Tennessee	1%
<i>Smoky Mountains (Subnet)</i>	3%
Great Smoky Mountains	2%
All other mentions of Smoky Mountains	1%
<i>Natchez Trace (Subnet)</i>	3%
Natchez Trace/Natchez Trace Parkway	3%
All other mentions of Natchez Trace	<1%
Blue Ridge Parkway	1%
Cades Cove	1%
Foothills Parkway	1%
Other	8%

Q24M. Do you have a favorite scenic drive in Tennessee? If yes, click "Yes" and in the space please type the name of the roadway or a community that is adjacent to the scenic drive.
 Base: Wave 3 Total (n=1017)
 Source: Banner 1, Table 203 (Question added in Wave 2)

▲ Significantly higher/lower than prior wave at the 90% confidence level
 ▼

Seriousness Of Litter Issues On Scenic Byways

- More than half of Tennesseans (54%, top-2 box) said there was a *serious or somewhat serious problem* with litter on scenic byways, with perception of the problem as *serious* up this wave over last.
- The younger and older age groups consider litter a more serious issue than those in the middle age group, as do white Tennesseans when compared to black residents.

Perceived Seriousness of Litter Issues on Scenic Byways (Total)



Perceived Seriousness of Litter Issues on Scenic Byways (By Demos)

	Male (A)	Female (B)	16-25 (C)	26-39 (D)	40+ (E)	White (F)	Black (G)	Other* (H)	Eastern (R)	Middle (S)	Western (T)
Somewhat serious/ Serious Problem	54%	54%	62% D	48%	56% D	56% G	44%	51%	57%	54%	50%
Neutral	32%	35%	29%	39% E	31%	32%	39%	38%	33%	32%	35%
Not a serious problem/Not at all	14%	12%	10%	13%	13%	12%	17%	11%	10%	14%	15%

AB/CDE/FGH/RST indicate a statistically significant difference between groups at the 90% confidence level. *Small base size (<75)

Q24N. How would you rate the litter issues on the Scenic Byways of Tennessee? Would you say...?

Base: Total Wave 3 (n=1017); Male (n=492); Female (n=521); 16-25 (n=122); 26-39 (n=305); 40+ (n=590); White (n=793); Black (n=153); all other (n=71), Eastern (n=381); Middle (n=392); Western (n=244)

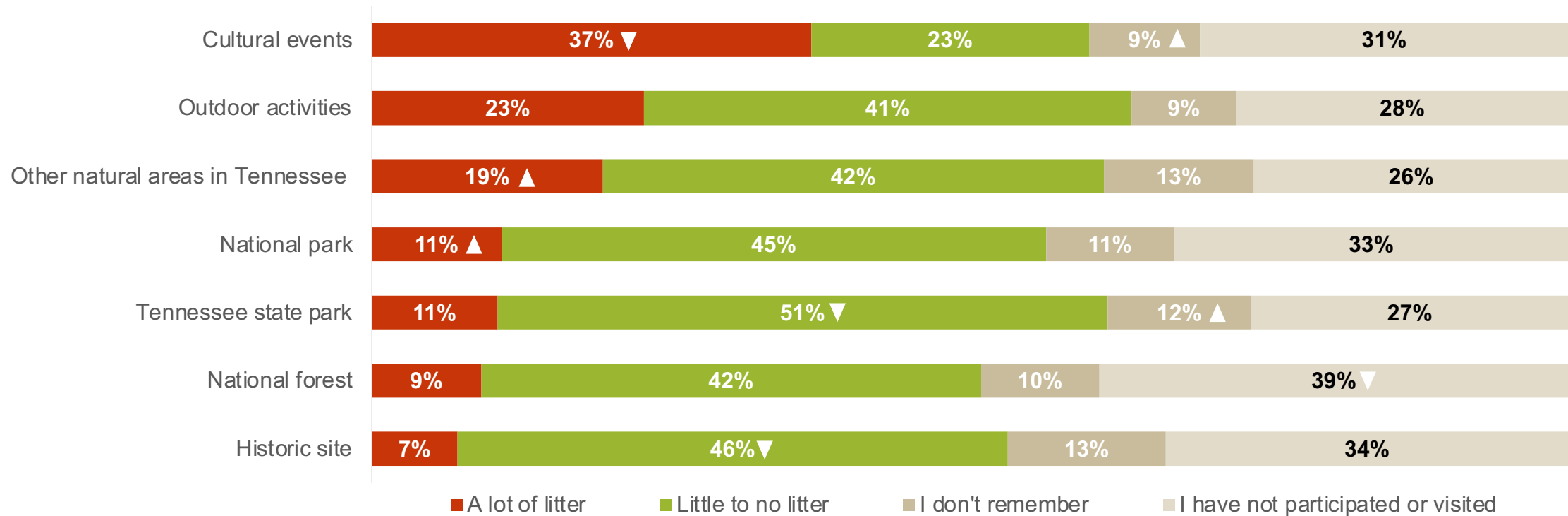
Source: Banners 1, 3, Table 204 (Question added in Wave 2)

▲ Significantly higher/lower than prior wave at the 90% confidence level

Litter At Events Or Locations

- Litter is most prevalent at *cultural events*, with 37% indicating there was *a lot of litter*, however, this incidence is down from the previous wave.
- Incidence of *a lot of litter* is up for *other natural areas in Tennessee* and *national parks*, and perception of *little to no litter* is down for *Tennessee state parks* and *historic sites*.

Amount Of Litter Encountered—By Location



Q240. For the following question, please consider each of the activities, events or parks listed and indicate the litter situation you've encountered at each one.

Base: Wave 3 Total (n=1017)

Source: Banner 3, Tables 227-233

▲ Significantly higher/lower than prior wave at the 90% confidence level
▼

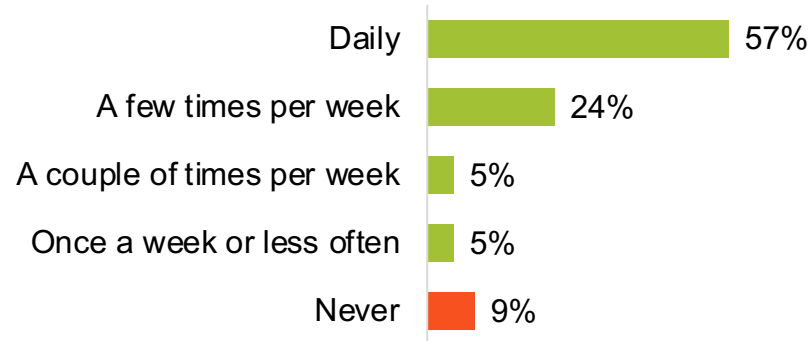
Wave 3 Respondent Behaviors



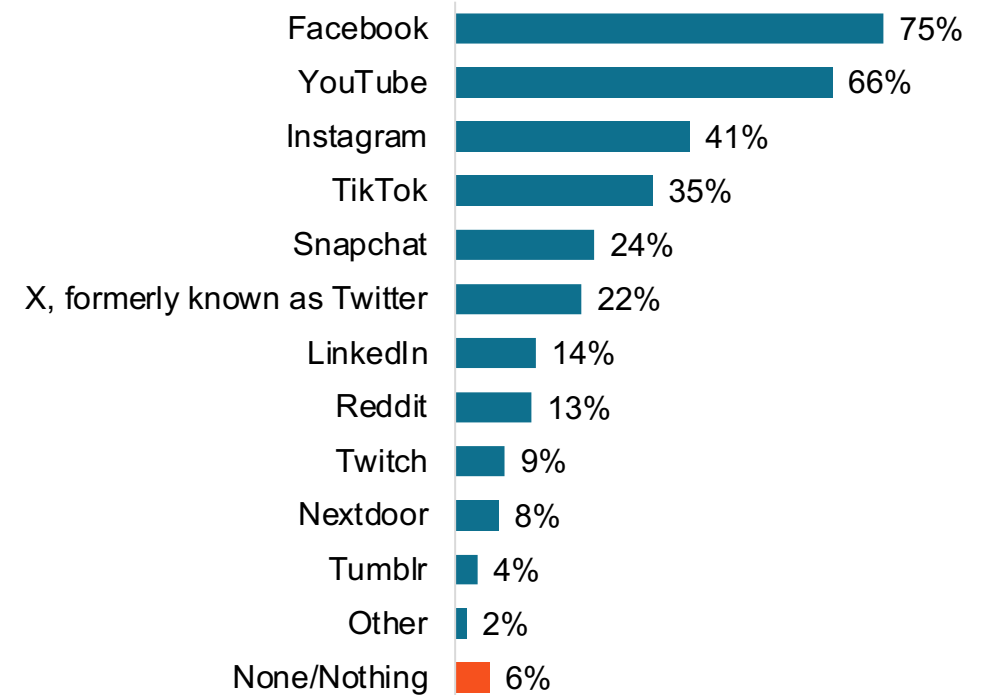
Driving Frequency, Smoking History, and Social Media Usage



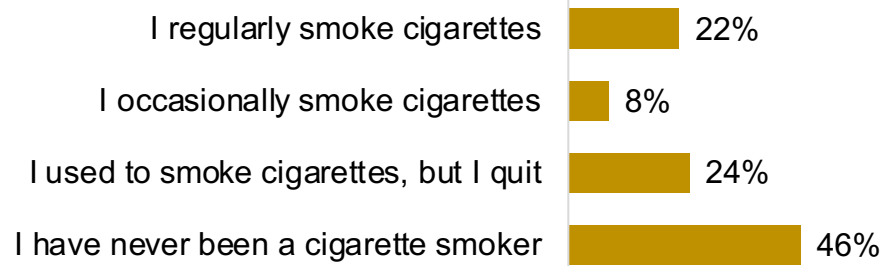
Driving Frequency



Social Media Sites Visited At Least Once A Week



Smoking History



S7. How often do you drive a vehicle, under normal circumstances? Q27. Which best describes you when it comes to smoking cigarettes? Q26. Which of these social media sites do you visit at least once a week?

Base: Wave 3 Total (n=1017)

Source: Banner 3, Tables 18, 161, 162

▲ Significantly higher/lower than prior wave at the 90% confidence level
▼

Social Media Usage—By Subgroup



	Total	Male (A)	Female (B)	16-25 (C)	26-39 (D)	40+ (E)	White (F)	Black (G)	All Other* (H)
Facebook	75%	67%	83%A	56%	84%CE	75%C	78%H	73%H	47%
YouTube	66%	70%B	63%	74%E	74%E	61%	65%	69%	70%
Instagram	41%	40%	41%	73%DE	48%E	31%	37%	58%F	50%
TikTok	35%	31%	38%A	61%DE	46%E	23%	31%	49%F	39%
Snapchat	24%	23%	25%	57%DE	33%E	13%	22%	30%	35%
X/Twitter	22%	26%B	18%	37%DE	24%E	18%	21%	26%	30%
LinkedIn	14%	18%B	11%	7%	15%C	15%C	14%H	17%H	6%
Reddit	13%	15%	12%	17%E	21%E	8%	13%	14%	17%
Twitch	9%	13%B	5%	27%DE	12%E	3%	7%	16%F	12%
Nextdoor	8%	7%	8%	4%	5%	10%CD	8%G	4%	6%
Tumblr	4%	4%	4%	9%E	6%E	2%	4%	4%	5%
None/Nothing	6%	8%B	5%	0%	2%C	10%CD	7%	5%	5%

AB/CDE/FGH indicate a statistically significant difference between groups at the 90% confidence level. *Small base size (<75)
 Q26. Which of these social media sites do you visit at least once a week.
 Base: Total Wave 3 (n=1017); Male (n=492); Female (n=521); 16-25 (n=122); 26-39 (n=305); 40+ (n=590); White (n=793); Black (n=153); all other (n=71)
 Source: Banner 1, Table 161