



Tennessee Litter Tracking Wave 4 Research Report

December 2024



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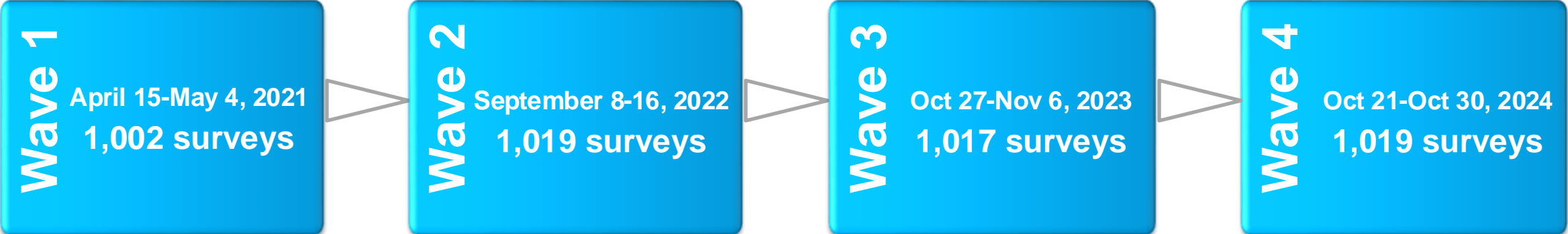
Research Structure



Quantitative Research Design And Sampling



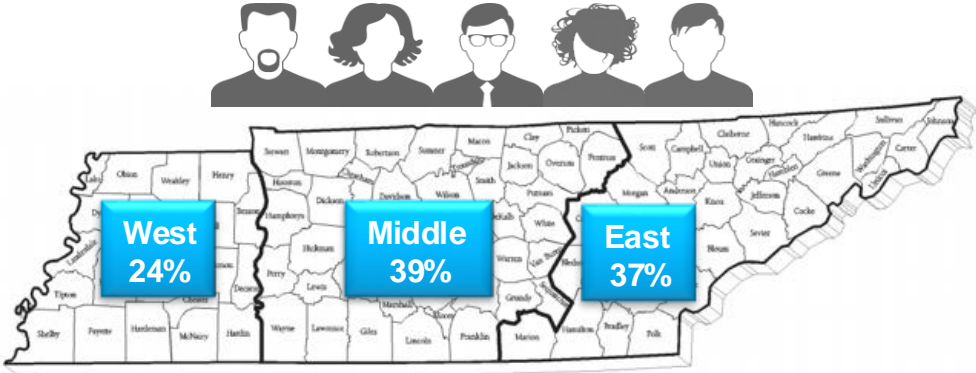
A statewide online survey was conducted in 4 waves among Tennessee adults and teens aged 16 and older. The survey length was 20 minutes (median survey length).



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



Data note: Periodically throughout the report, the sum of the answer percentages of a single-response question may not equal 100%. This is due to numerical rounding.

Research Objectives



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, and littering frequency.

Programs Included:

ADOPT--HIGHWAY

**NOBODY
TRASHES
TENNESSEE**

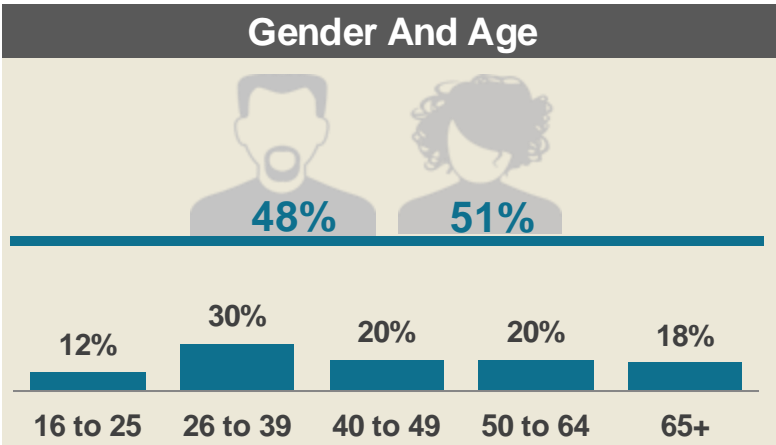
— — — — —
TENNESSEE DEPARTMENT
OF TRANSPORTATION



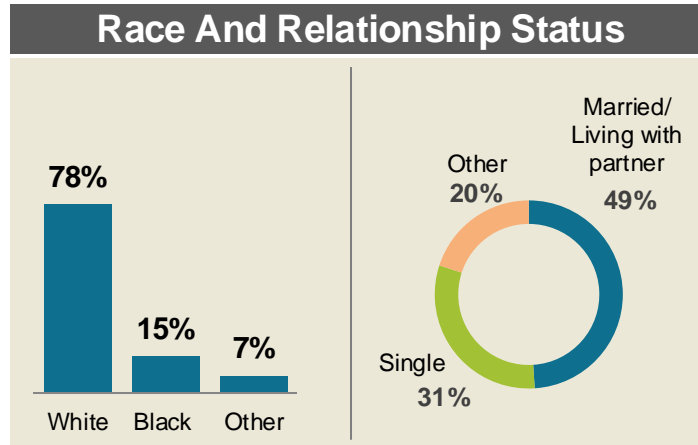
Wave 4 Respondent Profiles



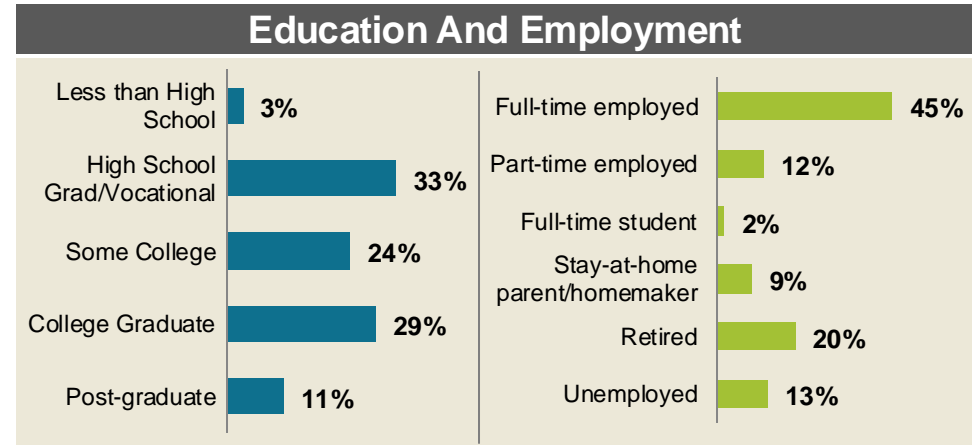
Gender And Age



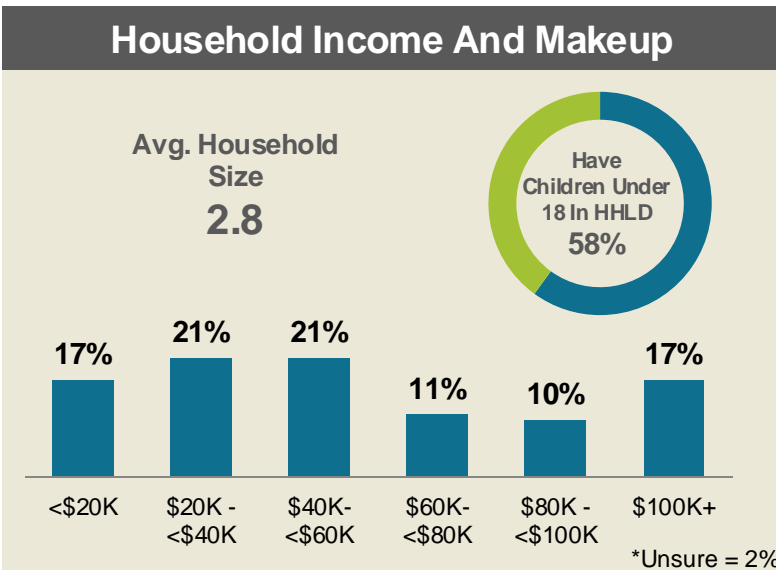
Race And Relationship Status



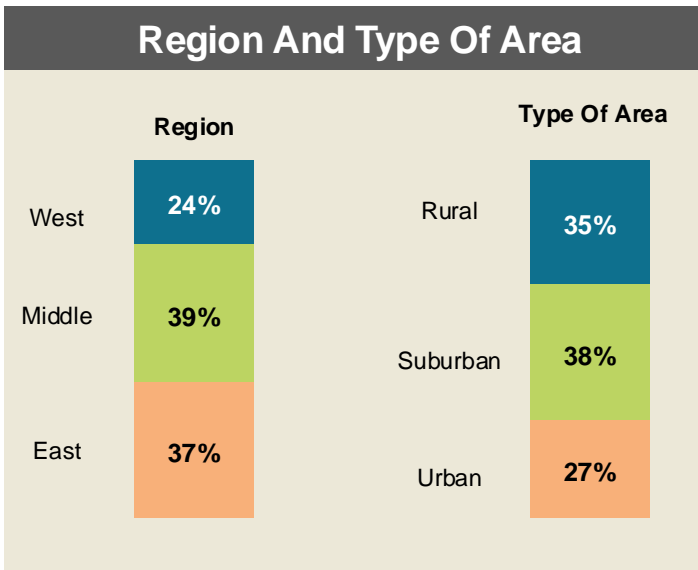
Education And Employment



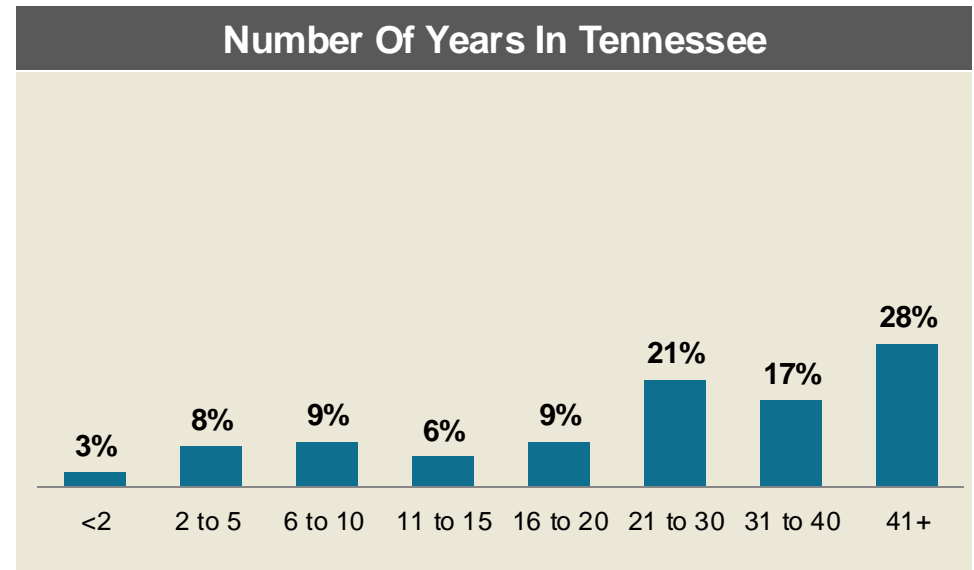
Household Income And Makeup



Region And Type Of Area



Number Of Years In Tennessee



Base: Wave 4 Total (n=1019)
Source: Banner 1, Tables 3, 10, 11, 15, 163, 164, 165, 166, 174, 175, 180, 181

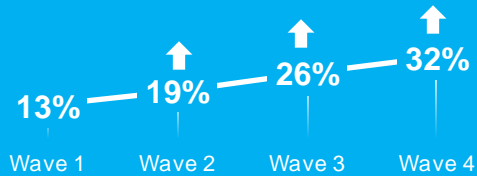
Management Summary



NOBODY TRASHES TENNESSEE

Key metrics are positive

Growing awareness of campaign

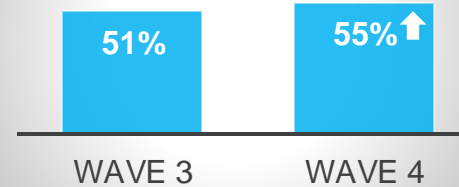


Aided campaign recall is increasing. Now, 1 in 3 have heard of the campaign

91%

Of Tennesseans have a positive opinion of the program

More "strong support" of campaign

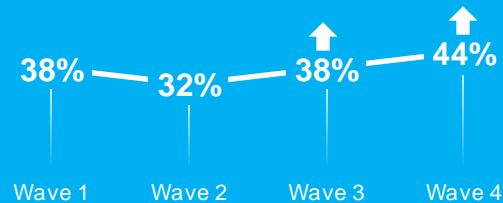


89% are in support the program, with "strong support" increasing over the prior wave

96%

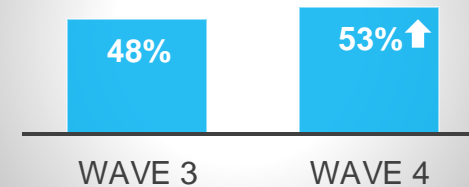
Want to see the program continue

Belief campaign has a "very positive" impact



90% believe the campaign has a positive impact...with "very positive" ratings on the rise

Knowing the funding source increases support



After knowing the funding source, more than half want to "support the campaign more"

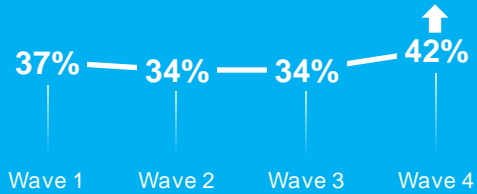
↑ Significantly higher/lower than prior wave at the 90% confidence level
↓



NOBODY TRASHES TENNESSEE

Changing behaviors is challenging

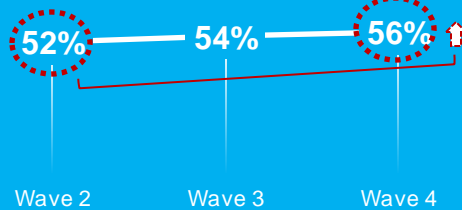
Have littered in past month



LITTERING HAS INCREASED

A notable uptick this wave in self-reported past-month littering

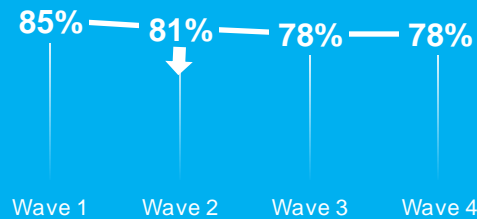
Serious + Somewhat Serious of an issue



INCREASED SERIOUSNESS OF THE ISSUE ON SCENIC BYWAYS

Over time, more Tennesseans perceive the litter issue on Scenic Byways as a problem

Littering is a socially unacceptable behavior



SOFTENING OF AGREEMENT ON LITTER ATTITUDES

Agreement with several littering statements has been declining over time

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



CAMPAIGN RECALL AND EFFECTIVENESS

Summary



Nobody Trashes Tennessee 2025
11% Recall

Recall higher among: Males, 26-to-39-year-olds, and Litterers

Significantly **higher than the other 2025 ads** for:

64% | Educating you about the problem

Higher **educating rating** among:

67% | Females

69% | 26-to-39-year-olds



Trash Masters 2025
10% Recall

Recall higher among: Males and Litterers

Significantly **higher than the other 2025 ads** for:

66% | Motivating to do something about the problem

69% | Creative presentation of the problem

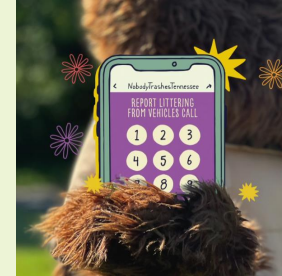
70% | Attention-getting

Higher **attention-getting** among:

73% | Females

Higher **educating rating** among:

61% | 26-to-39-year-olds and 40+-year-olds



Litter Hotline 2025
10% Recall

Recall higher among: Males and Litterers

NTT and Trash Masters outperform the Litter Hotline ad on effectiveness in all areas.

Higher **attention-getting** ratings among:

56% | 40+-year-olds



All three ads are **more effective** among **Litterers** than **Non-Litterers** for being:

- **Educating**
- **Motivating**
- **Creative**
- **Attention-getting**

NOBODY TRASHES TENNESSEE

Recommendations



Detailed Findings



Key Takeaways



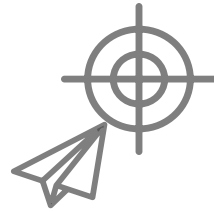
- Awareness of the Nobody Trashes Tennessee campaign continues to grow each wave. This wave, while 32% of residents are aware of the NTT campaign, the highest awareness is among males, those 26+ years old and residents of the Memphis and Jackson markets. Opinion of the NTT campaign remains very high, with 91% expressing a positive opinion (top-2 box) and 96% of residents wanting to see the campaign continue. A growing majority feel the campaign will have a positive impact on reducing litter (90% top-2 box).
- Among the tested ads, the Trash Masters Campaign stands out above Nobody Trashes Tennessee and Litter Hotline in effectiveness, with Trash Masters scoring significantly higher than the others for motivating action, unique or creative presentation of the litter problem and being attention grabbing. However, in terms of education of the litter problem, the NTT campaign outperforms Trash Masters and Litter Hotline. Across all tested campaigns, the Litter Hotline ad scored the lowest in effectiveness on all measures.
- Litter incidence has increased this wave, with 42% reporting that they have littered in the past month. Nearly half (48%) of Tennesseans this wave as well as last consider *litter on roadways* to be a *very serious* problem. This wave, Gatlinburg and areas of Tennessee were the most common areas mentioned as a favorite scenic drive. The perceived quality of the scenic views is impacted by the presence or absence of litter with 70% of those who didn't notice litter on the roadways feel the views are "very scenic," compared to only 50% among those who *did* notice litter.
- The percentage of residents who think littering in Tennessee is *against the law in all cases* has stayed consistent from last wave, while the number who think littering is *against the law in some cases* has increased. Those who are unsure is also similar from the last wave.
- Although agreement with the litter attitudinal statements has also stayed consistent from the last wave, with most statements receiving 60% strongly agree, we are seeing a downward trend with strong agreement on most statements. The *importance of teaching children not to litter is the most strongly agreed upon statement*. There was an increase in this wave for those who strongly agree that *littering is part of a bigger environmental issue including other types of pollution and climate change*, which could indicate that focusing the campaign on the larger impact of littering could be beneficial.
- Like previous waves, 1 in 5 Tennesseans indicate they are *very likely* to volunteer. There was a change in barriers this wave, with *safety concerns* now being cited as the #1 barrier to volunteering, which indicates that there may need to be some additional messaging in the campaign around safety. Notably, the barrier *it is not my responsibility* has decreased from last wave, indicating that the campaigns message around taking responsibility may have motivated this change.

NTT Awareness, Impact, And Impressions Summary



Awareness

- The NTT slogan continues to show a notable, significant increase in awareness from the benchmark (13%) and the previous wave (26%), with a current awareness among 32% of state residents. This indicates that the efforts to increase awareness of the NTT campaign are working.
- Aided awareness is higher for males, those in the Western region and residents aged 16-39, indicating the campaign is sticking with the target age group. The strongest aided and unaided awareness is seen in the Memphis and Jackson markets.
- TV ads are the most often recalled placement for NTT ads, with an increase of 10% from the previous wave. On the news (TV) and social media also increased from the last wave. Males and those ages 26-39 are more likely to recall where they have seen NTT ads.
- While YouTube and X both showed significant growth this wave, Facebook continues to be the most-often-recalled social media placement. Notably, the mention of not having seen the NTT ad on social media has decreased, indicating that the reach efforts on social are positive.



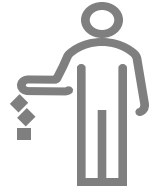
Impact

- The sentiment that the NTT campaign will have a very positive impact on reducing litter continues to increase (+8%), while the number who feel it will have little, or no impact has dropped significantly (-3%) this wave over last.
- Half of those aged 26-39 view NTT as having a very positive impact on reducing litter.
- Specific understanding of the campaign continues to be strong, with topics related to *litter or cleanliness* being mentioned the most (74%).
- Notably, mentions of *keep Tennessee beautiful, preserve/protect the environment, be a good/educated citizen* and *we are a proud state/care about Tennessee* have increased from the last wave, indicating that the campaign is helping residents to understand that the campaign is not just about littering, but also other issues.



Impressions

- Opinion of the NTT campaign remains high, with 90% expressing a positive opinion (top-2 box).
- 96% of residents would like to see NTT continue, which is an increase from last wave.
- 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 (36%), followed by Tennessee DOT state funds.
- More than half feel more supportive of the campaign after learning the funding source, indicating the potential to increase positive campaign perceptions by promoting funding information.



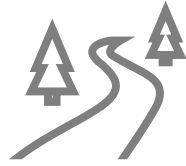
Behaviors

- Littering incidence has increased from the last wave (34% vs. 42%). Higher litter incidence groups include males, residents under age 40, ethnically black residents, smokers, residents of Western TN, and urban areas – like the last wave.
- 61% of the people littered when they were alone, similar numbers seen in previous waves. More women (45%) than men (35%) were with others when they littered.
- Cigarette butts and small paper continue to 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, followed very closely by *it happened accidentally*. A significant increase was seen this wave in reports of *flew out of bed of truck*.



Attitudes

- Relative to other environmental issues, *litter on roadways* remains the 2nd most serious issue. Nearly half (48%) 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* shows a slight decrease from the previous wave (-2%), while the number who are *unsure* also 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* is higher among females and black residents, while it continues to increase with age, again suggesting that targeting the younger age group may be beneficial to the campaign.
- *The importance of instilling litter-prevention values in children* continues to be the most-agreed-to statement. There has been no movement in the top-2-box agreement since last year, however, there is a downward trend in agreement on most statements.



Locations

- 5 in 10 say they have travelled on a scenic byway in the past year. Of those, 50% mentioned that they did *not* see litter, a **significant increase from last year**, indicating that there may be progress in combating the litter issue in these scenic areas.
- However, perceived quality of the scenic views is impacted by the presence or absence of litter. Among those who noticed litter on the roadways, 50% rated the drive as “very scenic”, among those who didn’t see litter a significantly higher amount (70%) rated it “very scenic”.
- Different from last wave, *Gatlinburg* and mentions of *Tennessee* are the most common areas mentioned as a favorite scenic drive among those who mention they have a favorite scenic drive.
- This wave has seen a decline in those who have attended events, activities or locations asked about. However, this wave has also shown an increase in those who noted incidents of *a little to no litter* at these events.
- Litter continues to be most prevalent at cultural events, with 39% indicating there is *a lot of litter*.



Volunteering

- Like 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.
- *Safety concerns* was cited as the #1 barrier to volunteering this wave, up significantly over the previous waves. *It is not my responsibility* has decreased this wave indicating that the campaigns message around taking responsibility may have motivated this change.
- Among those not already volunteering to clean up litter, *more cleanup opportunities closer to home* continues to top the list of potential motivators, followed by *incentives*. Additionally, there are differences in volunteering motivators within gender and age. Females are more motivated by accessibility, while males are more motivated by social mentions (*groups, influencers/celebrities*) and PTO. There are more areas of motivators among the younger age groups than those 40+.
- Of those who could sign up for Adopt-A-Highway, 86% are interested in encouraging their group to volunteer (top-2 box).
- Among those who can 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. Being *too time-consuming* follows very closely behind as a barrier.
- *Stronger consequences for litter violations* continues to be the top motivator to spread the word about reducing/stopping littering.



Waste Disposal

- 66% of Tennesseans use public, private, government disposal services and 45% take their waste to a local facility.
- More than half of those who take their waste to a local facility haven't experienced litter while transporting waste. However, 17% had litter fall or blow out during transport but they didn't notice right away and 26% had litter fall out and went back to pick them up.
- There are multiple ways that residents make sure to transport their waste securely, with the most mentioned being *using covered containers* (47%), *double-checking waste is secured before transport* (41%) and *avoiding overfilling* (40%).
- Nearly half of residents have noticed issues during disposal, mostly from the commercial haulers (30%).

Nobody Trashes Tennessee Awareness and Impact



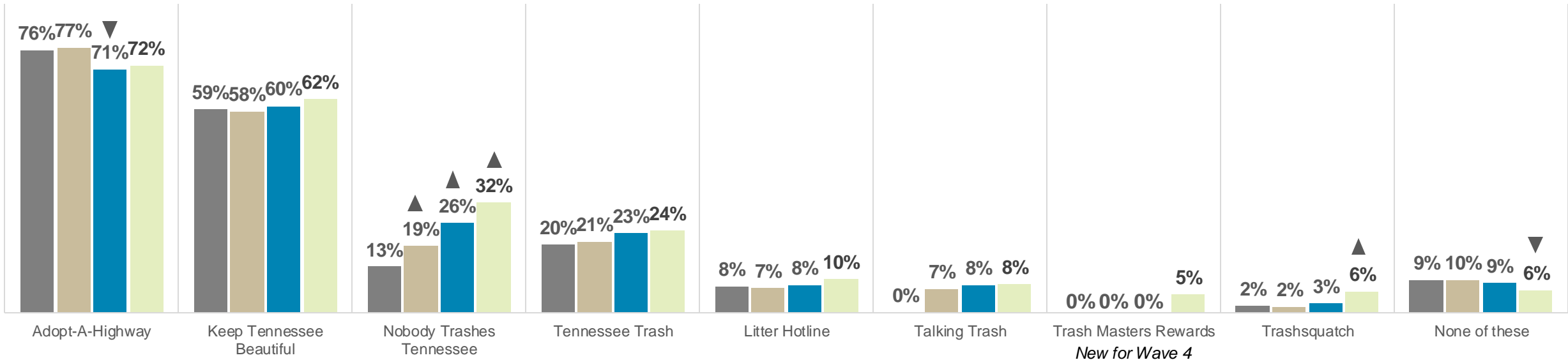
Aided Campaign Awareness



- Adopt-A-Highway continues to be the most recognized campaign, with awareness being comparable to the last wave. Awareness of Keep Tennessee Beautiful stays consistent this wave.
- However, the Nobody Trashes Tennessee campaign continues to grow, with 32% having seen or heard of it this wave (up from 26%), which indicates the efforts to increase awareness are working.

Campaign/Program Awareness Trend

■ Wave 1 ■ Wave 2 ■ Wave 3 ■ Wave 4



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), Total Wave 4 (n=1019)
 Source: Banner 3, Table 34

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

Nobody Trashes Tennessee Awareness Breakdown



Wave 4: By Subgroup

- Despite increased aided awareness each wave for NTT, unaided recall has been flat in total and across all demos, which indicates that it could take some time for a campaign to really be embedded in viewers minds.
- The highest aided and unaided awareness was seen in the Memphis and Jackson markets in this wave. Aided awareness is higher for males, those aged 26+, and those in Memphis, Jackson and the Western region.

Nobody Trashes Tennessee Awareness	Total n=1019	Gender		Age			Ethnicity			Market					
		Male (A) n=405	Female (B) n=612	16-25 (C) n=99	26-39 (D) n=268	40+ (E) n=652	White (F) n=810	Black (G) n=167	All Other* (H) n=42	Nashville (K) n=385	Memphis (L) n=196	Knoxville (M) n=217	Chattanooga (N) n=90	Jackson* (O) n=35	Tri-Cities (P) n=78
Unaided	2%	2%	1%	0%	1%C	2%C	1%	1%	5%	1%PQ	3%PQ	2%PQ	1%	3%	0%
Aided	32%	35%B	29%	21%	34%C	33%C	32%	31%	35%	31%PQ	39%KNPQ	32%PQ	27%	52%KMNPQ	21%

Nobody Trashes Tennessee Awareness	Total n=1019	Region			Litter Behavior		Smoker		Area Type		
		Eastern (R) n=377	Middle (S) n=381	Western (T) n=261	Litterer (U) n=410	Non-Litterer (V) n=609	Smoker (W) n=326	Non-Smoker (X) n=693	Urban (Y) n=276	Suburban (Z) n=376	Rural (AA) n=367
Unaided	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%	2%
Aided	32%	28%	31%	39%RS	33%	31%	34%	31%	35%	31%	30%

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

*Small base size (<75), "Other Markets" not shown due to very small base size.

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?

Source: Banner 1, Tables 20, 34

Unaided Campaign/Slogan Awareness



- On an unaided basis, 37% of these Tennesseans mentioned *waste/littering/cleanup* litter campaigns or slogans, a 3-percentage-point increase 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 4
Health Related (Net)	14%
Safety On The Road/Safe Driving (Net)	13%
<i>DUI/Drinking And Driving (Subnet)</i>	4%
<i>Seatbelt Safety/Awareness (Subnet)</i>	4%
Drive safely/Safe Driving	4%
Political/Government/Law System (Net)	15%
Waste/Littering/Cleanup (Net)	5%
Reference to Brand/Company/Personalities (Net)	4%
Do not recall any	48%

Unaided Litter Campaign/Slogan Awareness	Wave 1	Wave 2	Wave 3	Wave 4
Waste/Littering/Cleanup (Net)	30%	37%	34%	37%
<i>Reduce Waste/Better Waste Control (Subnet)</i>	8%	8%	6%	9%
<i>Recycling (Sub-Subnet)</i>	7%	8%	6%	8%
Reduce, Reuse, Recycle/RRR	4%	5%	3%	4%
<i>Keep Clean Ads/Slogans (Subnet)</i>	3%	5%	5%	5%
Don't be a litterbug	3%	3%	3%	3%
Do not litter/Please don't litter	3%	3%	3%	3%
<i>Put Trash/Litter In The Trash Can/Proper Place (Subnet)</i>	2%	3%	1%	2%
Littering/Trash/About anti-littering/Stop littering	2%	2%	2%	1%
Tennessee Trash	2%	2%	3%	2%
Nobody Trashes Tennessee	0.3%	2%	2%	2%
Pollution (Net)	11%	12%	8%	10%
Give a Hoot, Don't Pollute (Ballad Of Woodsy Owl)	8%	8%	5%	6%
Being Green/Earth-friendly (Net)	8%	9%	7%	8%
Protecting Forests (Net)	4%	6%	4%	4%
<i>Smokey The Bear Campaign (Subnet)</i>	4%	5%	3%	3%
Keep It Beautiful (Net)	4%	4%	6%	5%
Do not recall any	39%	31%	36%	32%

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), Wave 4 (n=1019)

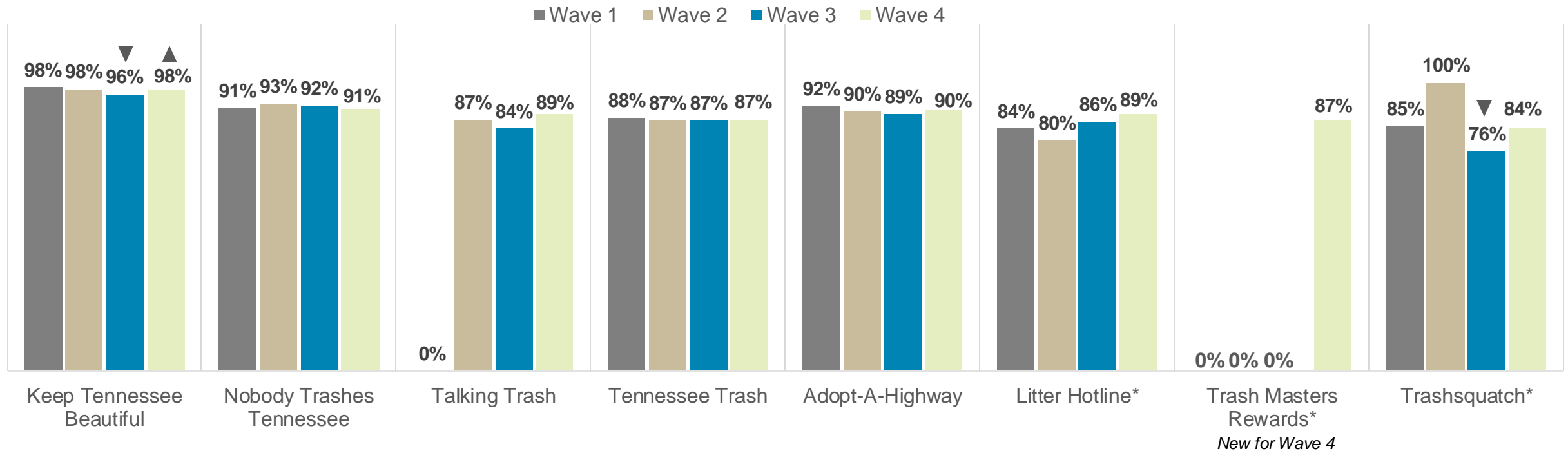
Source: Banner 3, Tables 19-20; Showing top mentions at 4%+

Opinion of Campaigns Among Aware



- Keep Tennessee Beautiful has seen an increase in positive opinions from the prior wave, while continuing to hold the top spot for positive opinion among litter campaigns.
- Notably, NTT remains steady, while the new Trash Masters Rewards campaign receives a strong positive opinion that is in-line with the other 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); (Wave 4: n=633); NTT (Wave 1: n=133); (Wave 2: n=198); (Wave 3: n=265); (Wave 4: n=326); Talking Trash (Wave 1: NA); (Wave 2: n=70); (Wave 3: n=80); (Wave 4: n=84); Tennessee Trash (Wave 1: n=198); (Wave 2: n=211); (Wave 3: n=235); (Wave 4: n=242); Adopt-a-Highway (Wave 1: n=766); (Wave 2: n=786); (Wave 3: n=721); (Wave 4: n=733); *Litter Hotline (Wave 1: n=77); (Wave 2: n=72); (Wave 3: n=82); (Wave 4: n=100);

*Trashesquatch (Wave 1: n=19); (Wave 2: n=17); (Wave 3: n=27); (Wave 4: n=63); ***New for Wave 4: Trash Masters Rewards (n=53)

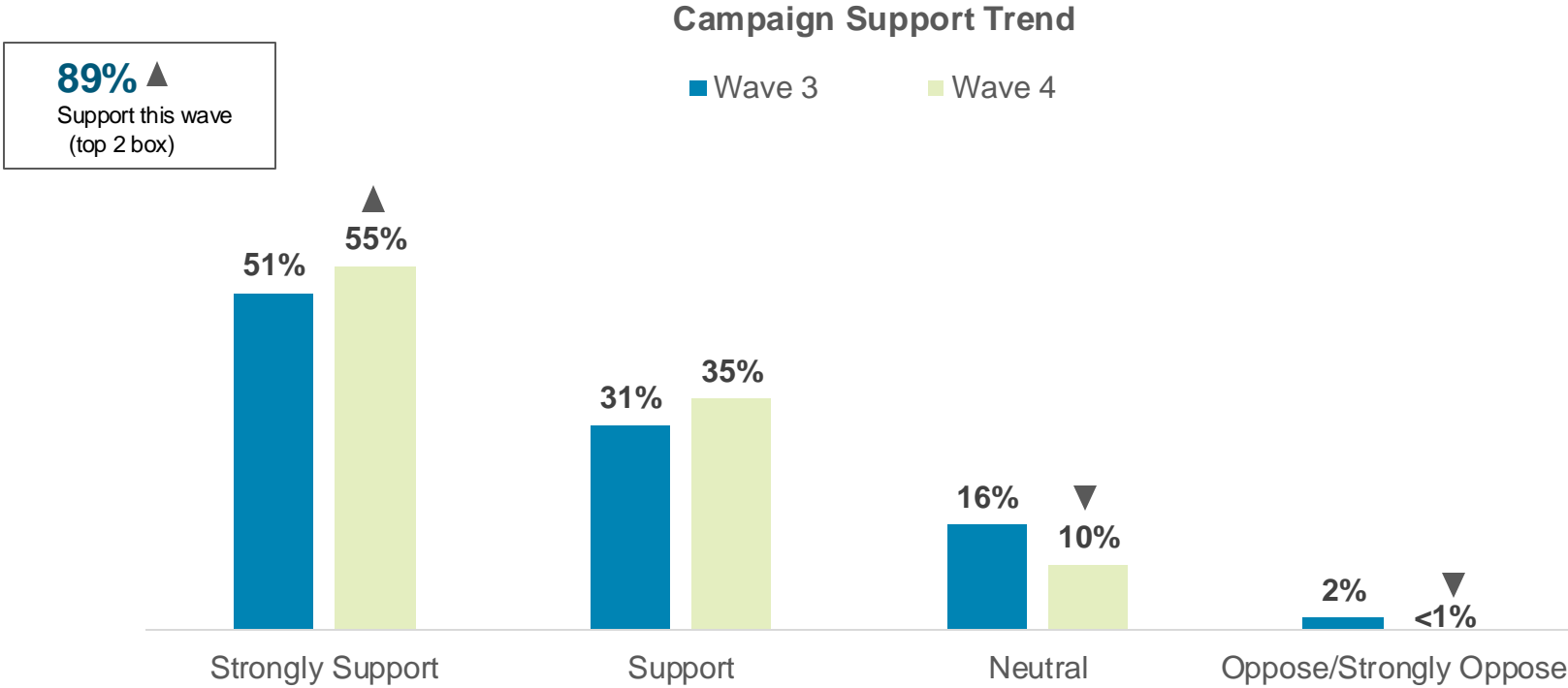
Source: Banner 3, Table 44

▲ 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



- Total support for the NTT campaign is high (89% top-2 box) and increasing—up from 82% in Wave 3.
- The percentage of residents who were neutral to the campaign decreased this wave, and there was virtually no opposition to the campaign.



New for Wave 3 - 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?

Base: Total Wave 3 (n=1017), Wave 4 (n=1019)

Source: Banner 3, Table 301

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

NTT Campaign Support or Opposition



Wave 4: By Subgroup

- Females and those aged 40+ are more likely to **strongly** support the campaign than males and those aged 26-39. Additionally, Black Tennesseans were more neutral than other ethnicities.
- There was 0% opposition to the campaign among all subgroups.

	Total	Gender		Age			Ethnicity			Market					
		Male (A) n=405	Female (B) n=612	16-25 (C) n=99	26-39 (D) n=268	40+ (E) n=652	White (F) n=810	Black (G) n=167	All Other* (H) n=42	Nashville (K) n=385	Memphis (L) n=196	Knoxville (M) n=217	Chattanooga (N) n=90	Jackson* (O) n=35	Tri-Cities (P) N=78
Strongly Support	55%	52%	58% ^A	54%	49%	58% ^D	56%	50%	50%	55%	59%	50%	57%	58%	53%
Support	35%	39% ^B	30%	33%	37%	34%	35%	30%	40%	34%	29%	39% ^L	35%	32%	34%
Neutral	10%	10%	11%	13%	13% ^E	8%	9%	20% ^{FH}	10%	10%	12%	10%	8%	9%	14%
Oppose	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Strongly Oppose	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

	Region			Litter Behavior		Smoker		Area Type		
	Eastern (R) n=377	Middle (S) n=381	Western (T) n=261	Litterer (U) n=410	Non-Litterer (V) n=609	Smoker (W) n=326	Non-Smoker (X) n=693	Urban (Y) n=276	Suburban (Z) n=376	Rural (AA) n=367
Strongly Support	53%	54%	58%	53%	56%	57%	53%	55%	51%	58% ^Z
Support	37%	35%	31%	39% ^V	32%	32%	36%	33%	39% ^{AA}	31%
Neutral	10%	10%	11%	8%	12% ^U	10%	11%	11%	9%	11%
Oppose	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Strongly Oppose	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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). "Other Markets" not shown due to very small base size.

Source: Banner 1, Table 301

Nobody Trashes Tennessee Placement Recall



- TV ads rose to the top of sources of recall this wave, with a 10-percentage-point increase from the prior wave among those aware of the slogan, followed by street/roadway signs, billboards, and one the news (TV).
- In addition to TV ads, on the news (TV), social media ads, and online ads had a significant increase in being a cited location to see or hear the slogan.

Past-Year Placement Recall Trend Among those aware of NTT

	Wave 1	Wave 2	Wave 3	Wave 4
TV ads	30%	36%	32%	42% ▲
Street or roadway signs	42%	33%	37%	37%
Billboards	37%	35%	34%	35%
On the news/news report (TV)	25%	29%	22%	31% ▲
Social media ads	NA	19%	18%	30% ▲
Online ads	18%	20%	19%	26% ▲
On a bumper sticker	21%	27%	22%	25%
Online or print article	19%	11% ▼	20% ▲	23%
Radio ads	27%	24%	27%	22%
At a gas station	22%	15%	19%	21%
Trash cans	15%	21%	17%	17%
At a sporting event	11%	12%	18% ▲	15%
On a T-shirt	13%	10%	12%	14%
Word-of-Mouth	14%	8%	10%	13%
Magazine ads	11%	5% ▼	9%	11%

Top 4 for each wave highlighted in green

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

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) (Wave 4: n=324)

Source: Banner 3, Tables 49-50

Nobody Trashes Tennessee Placement Recall



Wave 4: By Subgroup

- Males and those aged 26-39 are more likely to recall where they have seen NTT ads.

Wave 4 Detail	Total Aware of NTT n=324	Male (A) n=147	Female (B) n=177	16-25** (C) n=19	26-39 (D) n=90	40+ (E) n=215
TV ads	42%	49%B	35%	44%	41%	43%
Street or roadway signs	37%	41%	33%	45%	44%E	33%
Billboards	35%	39%	31%	26%	39%	34%
On the news	31%	36%B	26%	45%	36%	27%
Social media ads	30%	34%	25%	20%	45%CE	23%
Online ads	26%	30%B	21%	35%	32%E	21%
On a bumper sticker	25%	28%	21%	23%	34%E	20%
Online or print articles	23%	32%B	13%	17%	34%E	18%
Radio ads	22%	26%B	16%	23%	34%E	15%
Gas station	21%	25%B	16%	10%	36%CE	14%
Trash cans	17%	23%B	11%	21%	28%E	11%
At a sporting event	15%	22%B	7%	0%	16%C	16%C
On a t-shirt	14%	14%	13%	13%	18%	11%
Word of mouth	13%	16%	10%	0%	19%CE	11%C
Magazine ads	11%	14%B	7%	4%	15%C	9%
Billboard	2%	1%	3%	0%	3%	2%C
Do not recall	29%	24%	34%A	17%	14%	38%CD

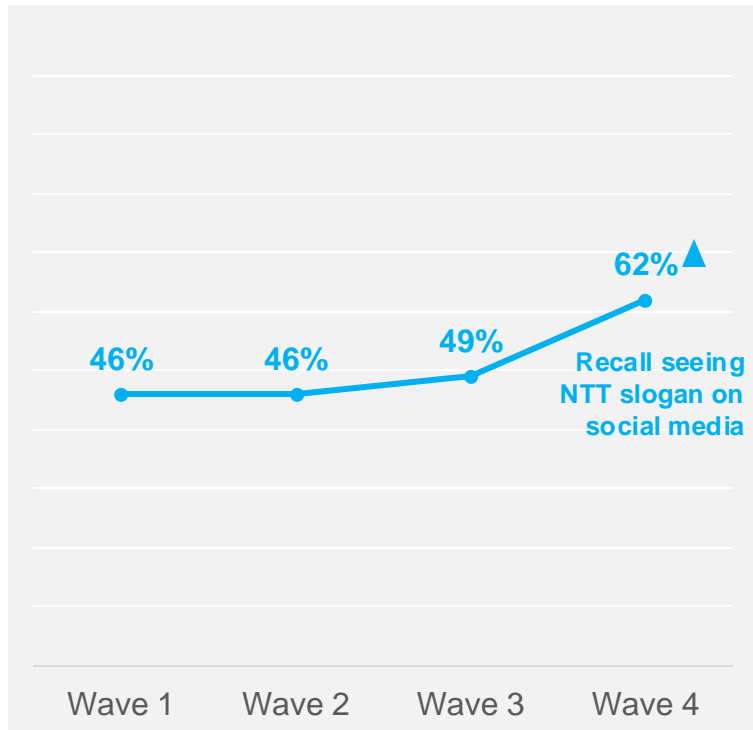
AB/CDE indicate a statistically significant difference between groups at the 90% confidence level. **Very Small Base Size <40 Q7/Q7A. In the past year or so, have you seen, read, or heard the slogan "Nobody Trashes Tennessee" from any of the following?
Source: Banner 1; 49, 50

Nobody Trashes Tennessee Social Media Recall

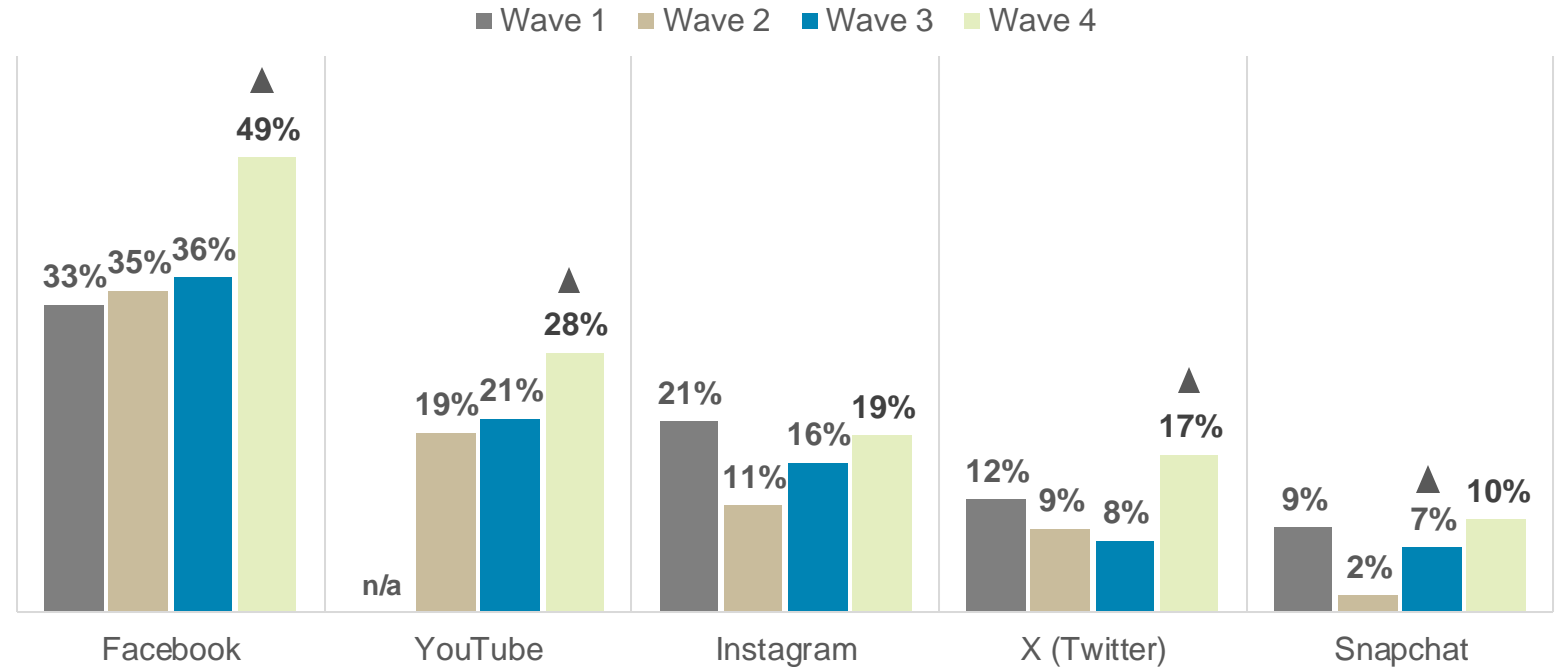


- There has been a significant increase in seeing the slogan on social media, indicating that the reach efforts on social media are positive.
- Facebook continues to be the most-often-recalled social media placement, with other platforms also increasing since the prior wave.

Social Media Recall Trend



Source Recall



Q8. From which social media sources do you recall seeing the slogan "Nobody Trashes Tennessee?"
 Base: Aware of NTT (Wave 1: n=130); (Wave 2: n=197); (Wave 3: n=254); (Wave 4: n=324)
 Source: Banner 3, Table 51

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

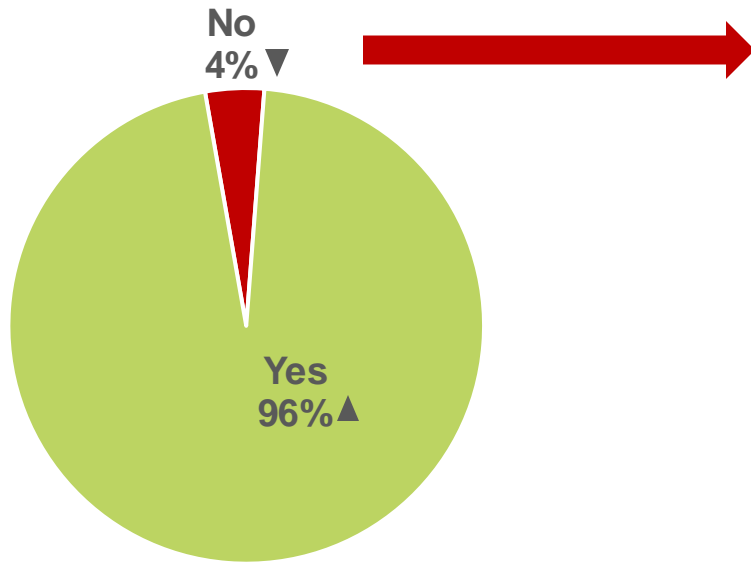
Continuation of Nobody Trashes Tennessee



- Overall support for NTT remains very high (96%), with a significant increase from last year.
- The percentage of those who do not support the campaign continues to fluctuate each wave. For this wave, among the small number who do not support the campaign continuing and shared their reasons, the primary mentions were finding the campaign *unappealing* and *not effective* (up from previous wave).

Would Like To See NTT Continue (n=1019)

"No" Responses	
Wave 1	7%
Wave 2	4% ▼
Wave 3	7% ▲
Wave 4	4% ▼



Reasons For <u>Not</u> Wanting NTT To Continue* (n=45)	
Unappealing (Net)	15%
Dislike the name/It should have a better slogan/name	2% ▼
Boring/Same campaign over and over again/Needs a new approach+	6%
Financial Aspects (Net)	9%
Do not tax citizens to fund the clean up	2%
Lack of trust in how the funds are being used	2%
Not Effective/No Results (Net)	25%
People do not follow it/listen to it/do not take it seriously enough	18%
Not effective/Not working/May not be effective	15% ▲
It does not sound familiar/Never heard it before/Lack of awareness	7%
Negative Connotation (Net)	6%
Too harsh/confrontational/Sounds like a threat	2%
Other/No reason/Don't know	37%

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?

*Small base size (<75)

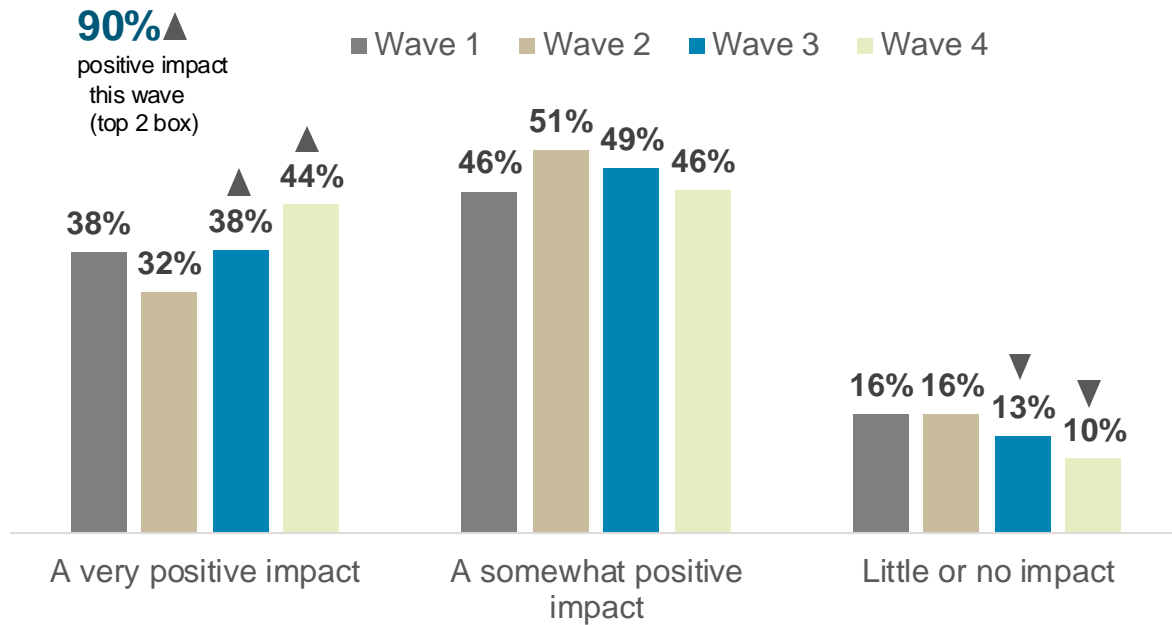
Source: Banner 3, Tables 53-54

▲ 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 and higher than the baseline wave level. The number who view NTT as having *little or no impact* continues to drop this wave over previous waves.
- Half of those aged 26-39 view NTT as having a *very positive impact* on reducing litter, with perceived very positive impact being lower among the other age groups.



Wave 4 Detail	16-25 (C) n=99	26-39 (D) n=268	40+ (E) n=652
A very positive impact	42%	50% ^E	42%
A somewhat positive impact	50%	40%	48% ^D
Little or no impact	8%	10%	11%

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 4 Total (n=1019), Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 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. Notably, the message of be a good citizen/do your part has more than doubled since last wave (3% vs. 7%), indicating that the message of “being part of the solution” is resonating.
- *Keep Tennessee beautiful, preserve/protect the environment, and we are a proud state/care about Tennessee* have also increased this wave, while the mention of NTT being an *anti-litter campaign* has dropped (-2% from last wave).

“Nobody Trashes Tennessee” Meaning	Wave 1	Wave 2	Wave 3	Wave 4
Litter/Cleanliness In Tennessee (Net)	78%	72%▼	71%	74%
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%▼	32%
Do not litter on the/Tennessee highways/streets/Nobody should throw trash out of the window/from your car	10%	11%	8%▼	10%
<i>Keep Tennessee Clean (Subnet)</i>	10%	8%	11%▲	11%
Keep it clean/Keep Tennessee clean/free of litter/Everybody should keep it clean	9%	7%	8%	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%	6%
Keep Tennessee beautiful/Tennessee is beautiful/Everybody should keep Tennessee beautiful	6%	6%	5%	7%▲
<i>There Is No Littering Problem In Tennessee (Subnet)</i>	4%	6%▲	8%	8%
It claims that Tennessee is clean/does not have a littering problem/people in Tennessee do not litter	3%	4%▲	5%	5%
Anti-litter campaign/No littering/A Tennessee anti-litter campaign	3%	3%	7%▲	5%▼
<i>Preserve/Protect the environment (Subnet)</i>	2%	3%	3%	6%▲
Follow The Laws (Net)	24%	22%	20%	23%
Abide by the law/rules of Tennessee/Obey the law/Obey the law or you will be fined/punished	11%	9%	8%	7%
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%	7%
Be a good/educated citizen/Do your part/everyone needs to do their part/work together to keep Tennessee great	4%	3%	3%	7%▲
Specific Target Audience (Net)	1%	2%▲	5%▲	6%
It is addressing visitors/people visiting/driving around Tennessee	0%	2%▲	4%▲	4%
It is addressing residents/people living in Tennessee	0%	1%▲	3%▲	3%
Tennessee Culture/People (Net)	7%	7%	7%	9%▲
We are a proud state/care about Tennessee/Pride in our state	3%	4%	3%▼	4%▲
Negative Comments About The Statement/Slogan (Net)	5%	6%	5%	5%
Positive Comments About The Statement/Slogan (Net)	3%	5%▲	4%	5%

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

Source: Banner 3, Table 48

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

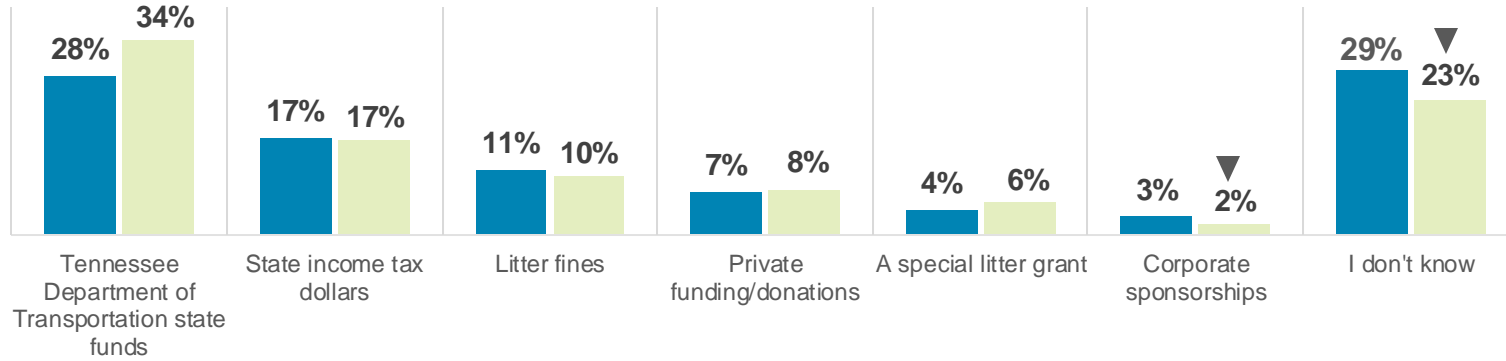
Nobody Trashes Tennessee Funding



- Roughly 1 in 3 believe that *TDOT* funds the NTT campaign, which has increased from the last wave. However, more residents prefer that the campaign be funded by *litter fines*, also up from last wave.
- More than half feel more support for the campaign after learning about the funding source, which is an increase from the previous wave.

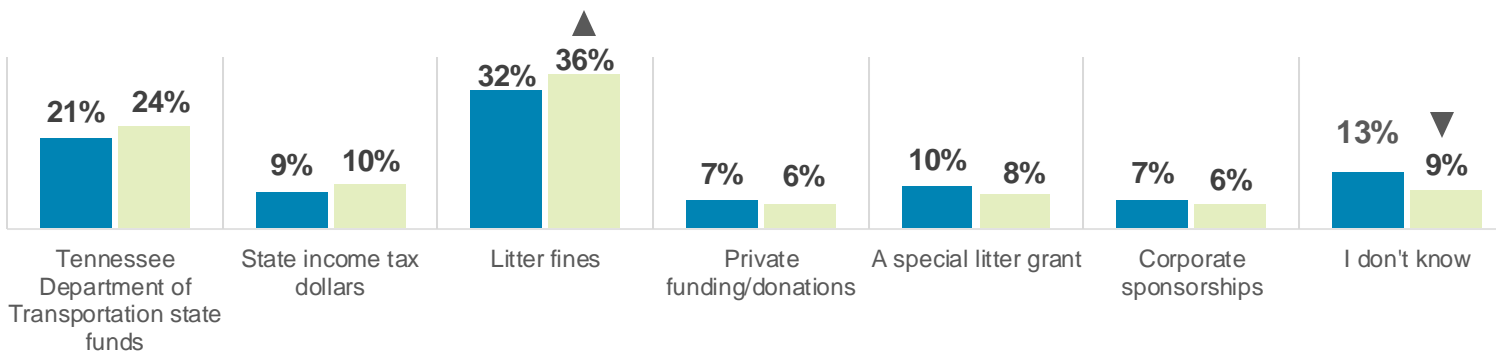
NTT Funding Perceptions of Funding

■ Wave 3 ■ Wave 4

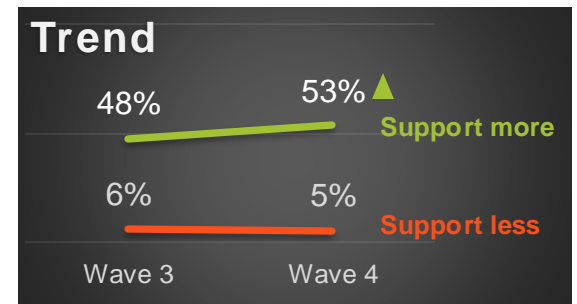
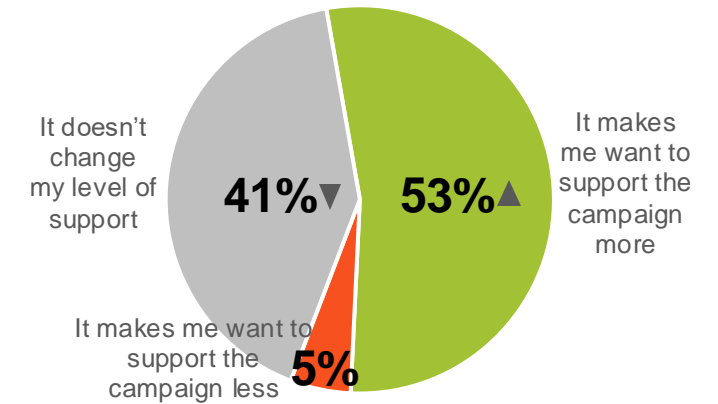


NTT Funding Preference of Funding

■ Wave 3 ■ Wave 4



Impact of Knowing NTT Funding Source



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); Wave 4 Total (n=1019)

Source: Banner 3, Tables 302-304

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

Campaign Awareness and Impact



Stimuli Recall And Effectiveness Summary



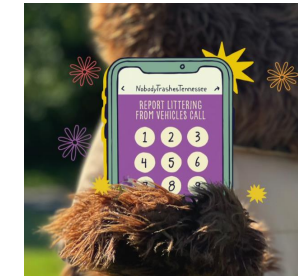
- Across all tested campaigns, only ~10% of respondents recalled seeing each ad.
- The Trash Masters campaign stands out above the NTT and Litter Hotline ads in effectiveness, as it scores significantly higher than the others for *motivating you to do something about the litter problem, presenting the problem in a unique or creative way, and grabbing attention*. Of note, NTT is seen as more effective than both other ads for *educating you about the litter problem*.
- Based on the effectiveness of the NTT and Trash Masters ad compared to Litter Hotline, it could indicate that music alone isn't as effective as words along with the ad.



Nobody Trashes Tennessee 2025
(A)



Trash Masters 2025
(B)



Litter Hotline 2025
(C)

Recall Seeing Ad	11%	10%	10%
Effectiveness Rating (Top-2 Box—Extremely + Very Effective)			
Educating you about the litter problem	64% BC	59% C	46%
Motivating you to do something about the litter problem	51%	66% AC	48%
Presenting the litter problem in a unique or creative way	65% C	69% AC	52%
Grabbing your attention	62% C	70% AC	53%

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

Q24G, 74, 25I: Have you seen this advertising material before today? Q24G_A, 74A, 25M: For each statement below, please indicate how effective the advertising is in ...?

Base: n=1019

Source: Banner 2, Tables 401-405


Yellow fill indicates top score for attribute.

Stimuli Recall And Effectiveness—By Demographic



Nobody Trashes Tennessee 2025

- The Nobody Trashes Tennessee 2025 campaign was recalled more by males than females, 26-to-39-year-olds vs. 40+ and litterers than non-litterers.
- The campaign was more effective among females and 26-to-39-year-olds for *educating about the litter problem* and more effective among litterers than non-litterers for all statements.

Nobody Trashes Tennessee 2025		Total	Male (A) N=405	Female (B) N=612	16-25 (C) N=99	26-39 (D) N=268	40+ (E) N=652	Litterer (F) N=410	Non-Litterer (G) N=609	
	Recall Seeing Ad	11%	15%B	8%	12%	15%E	9%	18% G	6%	
	Effectiveness Rating (Top-2 Box—Extremely + Very Effective)									
	Educating you about the litter problem	64%	61%	67%A	57%	69%CE	63%		72%G	59%
	Motivating you to do something about the litter problem	51%	50%	52%	52%	53%	50%		60%G	45%
	Presenting the litter problem in a unique or creative way	65%	63%	67%	59%	64%	66%		69%G	61%
	Grabbing your attention	62%	60%	65%	65%	59%	63%		66%G	59%


AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.
 Q24G:Have you seen this advertising material before today? Q24G_A,: For each statement below, please indicate how effective the advertising is in ...?
 Total Base: n=1019
 Source: Banner 1, Tables 205, 327

Stimuli Recall And Effectiveness—By Demographic



Trash Masters 2025

- Recall for the Trash Masters 2025 ad is highest among litterers and males.
- Litterers rated this ad higher than non-litterers for recall and in all areas of effectiveness, indicating effectiveness with the intended audience. Additionally, the older age groups rated this ad more effective for *educating you about the litter problem*, while females find it more effective for *grabbing your attention*.

Trash Masters 2025		Total	Male (A) N=405	Female (B) N=612	16-25 (C) N=99	26-39 (D) N=268	40+ (E) N=652	Litterer (F) N=410	Non-Litterer (G) N=609
	Recall Seeing Ad	10%	15%B	6%	12%	12%	9%	17%G	5%
	Effectiveness Rating (Top-2 Box—Extremely + Very Effective)								
	Educating you about the litter problem	59%	57%	62%	49%	61%C	61%C	66%G	55%
	Motivating you to do something about the litter problem	66%	63%	68%	60%	69%	65%	74%G	59%
	Presenting the litter problem in a unique or creative way	69%	68%	70%	65%	66%	71%	75%G	65%
Grabbing your attention	70%	66%	73%A	66%	69%	70%	75%G	65%	

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

Q74: Have you seen this advertising material before today? Q74A: For each statement below, please indicate how effective the advertising is in ...?

Total Base: N=1019

Source: Banner 1, Tables 366, 373

Stimuli Recall And Effectiveness—By Demographic



Litter Hotline 2025

- Males indicated higher recall than females for the campaign, and litterers were significantly more likely to recall the Litter Hotline 2025 ad than non-litterers.
- Again, litterers rated all statements as more effective than non-litterers, further indicating that the ads are impacting the target audience. Additionally, among ages 40+, the Litter Hotline 2025 ad is more effective than the other age groups for *grabbing your attention*.

Litter Hotline 2025		Total	Male (A) N=405	Female (B) N=612	16-25 (C) N=99	26-39 (D) N=268	40+ (E) N=652	Litterer (F) N=410	Non-Litterer (G) N=609
	Recall Seeing Ad	10%	14%B	7%	12%	13%	9%	16%G	6%
	Effectiveness Rating (Top-2 Box—Extremely + Very Effective)								
	Educating you about the litter problem	46%	48%	44%	42%	45%	47%	54%G	40%
	Motivating you to do something about the litter problem	48%	49%	47%	43%	46%	50%	55%G	42%
	Presenting the litter problem in a unique or creative way	52%	53%	51%	44%	52%	53%	57%G	48%
Grabbing your attention	53%	54%	51%	47%	48%	56%CD	62%G	46%	

AB/CDE/FG indicate a statistically significant difference between groups at the 90% confidence level.
 Q25: Have you seen this advertising material before today? Q25M: For each statement below, please indicate how effective the advertising is in ...?
 Total Base: N=1019
 Source: Banner 1, Tables 207, 338

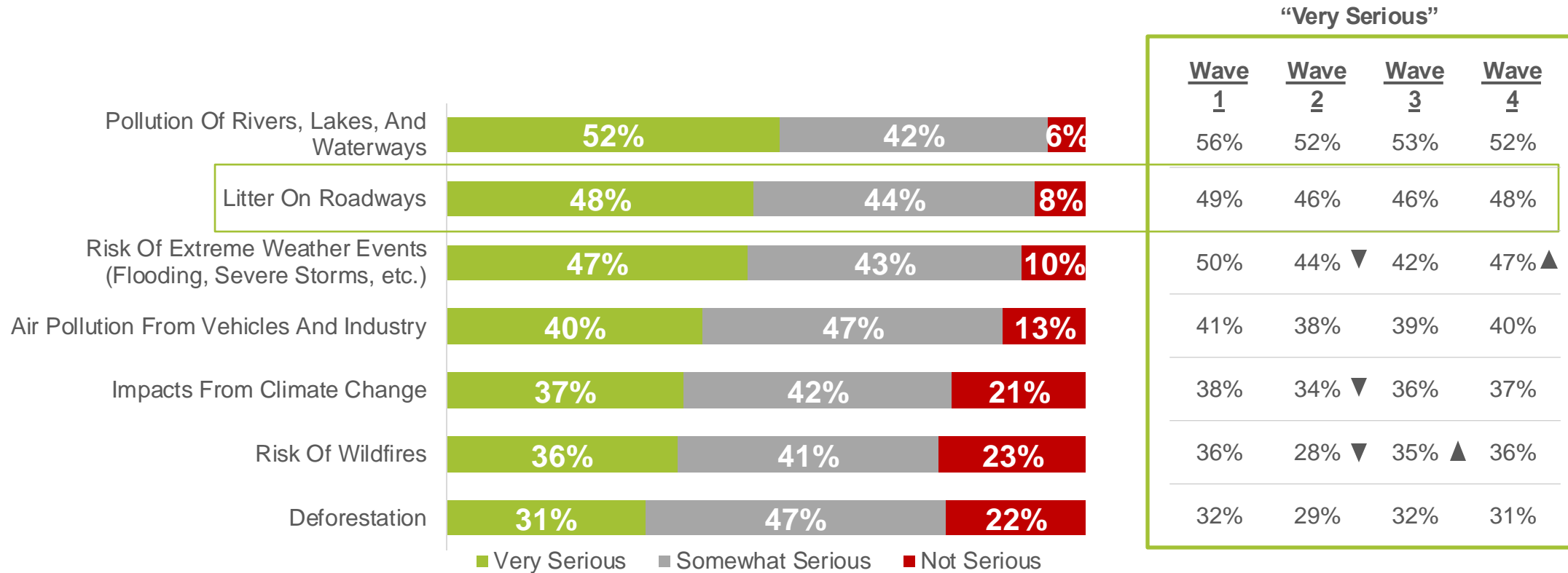
Littering Attitudes and Behaviors



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).
- Importantly, risk of *extreme weather events* has increased in seriousness from the previous wave.



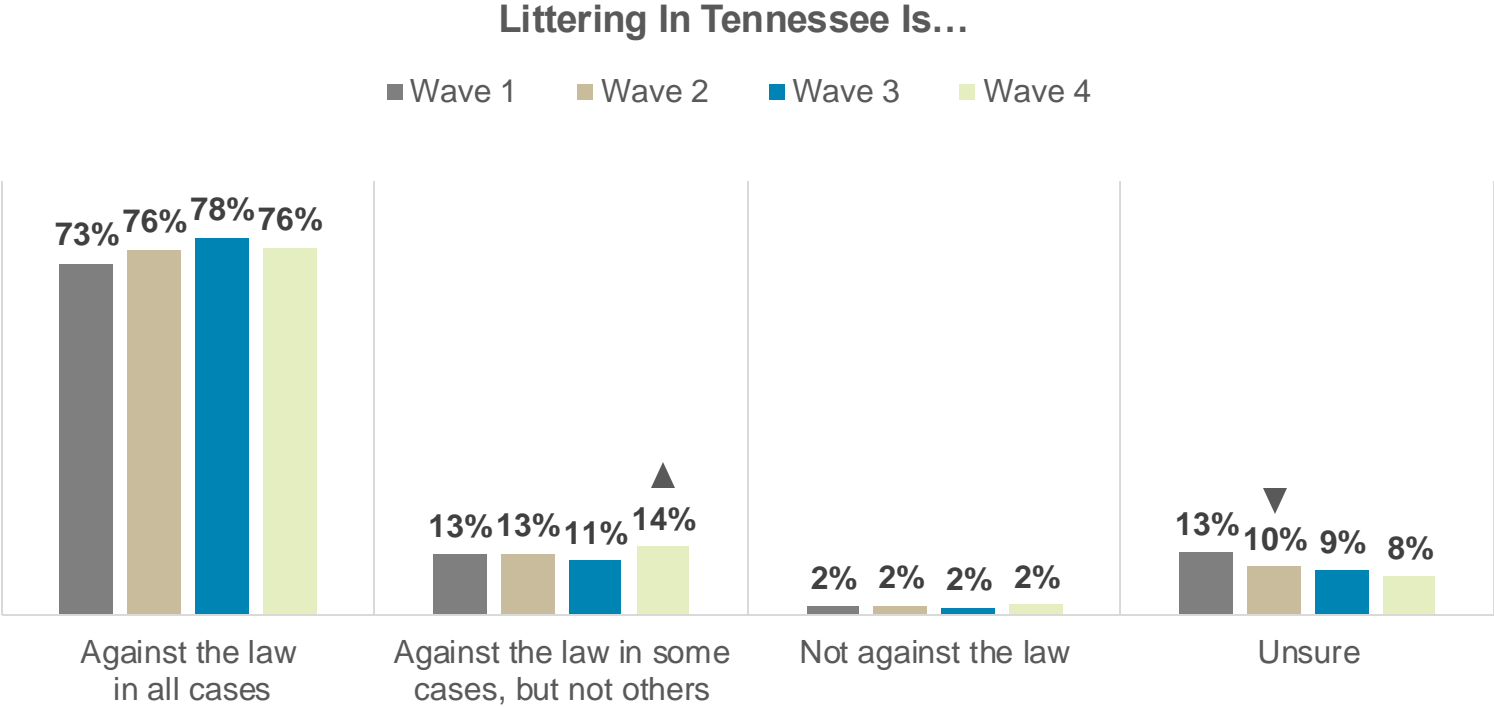
Q3. How serious of a problem do you think each of these issues is in Tennessee?
 Base: Wave 4 Total (n=1019), Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source: Banner 3, Table 29, 31

▲ 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%) decrease from the last wave.
- The percentage of residents aware that littering in Tennessee is *against the law in some cases* grew from the last wave (3%), while the number who are *unsure* continues to slightly decrease wave after wave, indicating a positive shift in awareness of litter laws year over year.



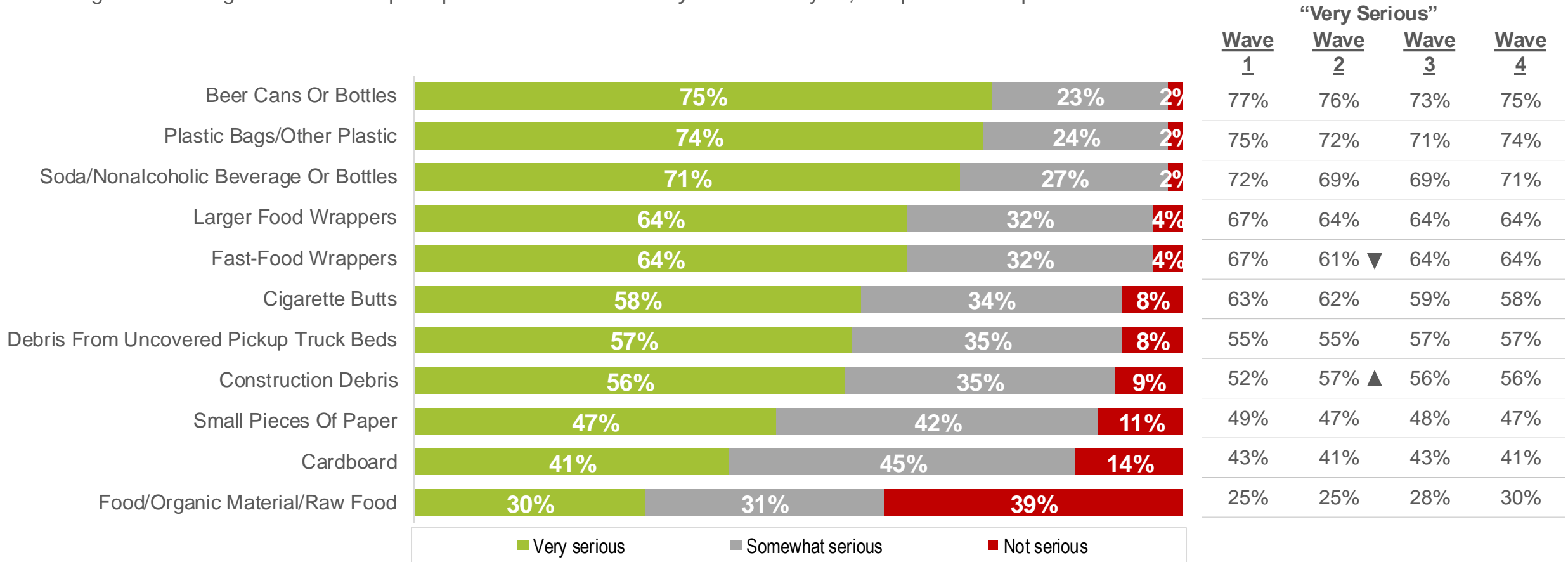
Q12. To the best of your knowledge, is littering in Tennessee...?
 Base: Wave 4 Total (n=1019), Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source: Banner 3, Table 57

▲ 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 4 Total (n=1019), 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 4: By Subgroup

- The perception of littering being *against the law in all cases* increases with age, among females, and among white and all other ethnicities.
- Females and the younger age group (16-25 years old) see more items as very serious vs. older age groups, while those aged 26-39 believe that *larger food wrappers, cigarette butts, and debris from pickup truck beds* are more serious than those ages 40+

Wave 4 Detail	Total n=1019	Male (A) n=405	Female (B) n=612	16-25 (C) n=99	26-39 (D) n=268	40+ (E) n=652	White (F) n=810	Black (G) n=167	All Other* (H) n=42
Litter Laws Awareness									
Against the law in all cases	76%	73%	79%A	61%	74%C	80%CD	78%G	63%	78%G
Against the law in some cases, but not others	14%	19%B	9%	23%E	17%E	10%	13%	22%FH	9%
Not against the law	2%	3%	2%	5%E	5%E	1%	2%	4%	8%
Unsure	8%	5%	10%A	11%D	4%	9%D	7%	11%	6%
"Very Serious"									
Beer Cans Or Bottles	75%	71%	78%A	77%	76%	74%	74%	75%	82%
Plastic Bags/Other Plastic	74%	72%	76%	83%DE	73%	73%	74%	71%	75%
Soda/Nonalcoholic Beverage Or Bottles	71%	68%	74%A	78%E	72%	69%	71%	70%	72%
Fast-Food Wrappers	64%	62%	66%	69%	64%	63%	63%	66%	68%
Larger Food Wrappers	64%	61%	66%	80%DE	67%E	59%	62%	68%	68%
Cigarette Butts	58%	54%	61%A	63%	62%E	54%	57%	62%	61%
Debris From Uncovered Pickup Truck Beds	57%	52%	63%A	64%E	62%E	53%	54%	68%F	67%F
Construction Debris	56%	51%	62%A	62%	58%	54%	54%	66%F	64%
Small Pieces Of Paper	47%	44%	49%	57%DE	47%	44%	45%	52%	49%
Cardboard	41%	40%	43%	44%	41%	41%	40%	48%F	36%
Food/Organic Material/Raw Food	30%	30%	30%	37%D	27%	30%	27%	43%F	33%

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)

Source: Banner 1, Tables 57, 70

Frequency Of Littering Incidents (Self Or Others)



- There has been an increase of past-3-month littering incidents this wave vs. the previous wave including *trash falling from a truck, threw out can/bottle, alcohol container or larger piece of litter, and threw out trash in area with already a lot of litter.*
- Incidents of *tickets or warning for littering* increased this wave yet remain the least frequent on the list.

“Past 3 Months”

Litter Frequency While Driving/Riding

Wave 1 Wave 2 Wave 3 Wave 4

	Wave 1	Wave 2	Wave 3	Wave 4
Rather Than Keep A Cigarette Butt In The Car, I Or Someone In The Vehicle I Was In Threw The Cigarette Butt Out The Window	22%	13%	18%	48%
I Noticed That Some Trash Fell Out Of A Pickup I Was Driving Or Riding In	18%	14%	19%	49%
I Or Someone I Was Riding With Threw Out A Smaller Piece Of Paper Like A Candy Or Gum Wrapper, Lottery Ticket, etc.	15%	15%	22%	48%
I Or Someone In A Vehicle I Was In Threw Out A Can, Bottle, Or Other Litter Out Onto The Side Of The Road	13%	9%	20%	58%
I Or Someone I Was Riding With Threw Out A Larger Piece Of Litter Like A Bag, Can, Or Bottle, etc.	11%	10%	18%	61%
I Or Someone In A Vehicle I Was In Threw Out Trash In An Area That Already Had Lots Of Litter	11%	10%	14%	65%
Rather Than Keep An Alcohol Container In The Car, I Or Someone In A Vehicle I Was In, Threw Out A Can Or Bottle	11%	8%	13%	68%
I Or Someone I Was Riding With Had Problems With A Vehicle And Left Debris Like A Tire, Part Of A Tire, Or Other Item On The Roadside	8%	9%	10%	73%
I Or Someone I Was Riding With Got A Ticket Or A Warning For Littering	6%	7%	5%	82%

■ Within the past 3 months ■ Between 3-12 months ■ 1+ year ago ■ Never

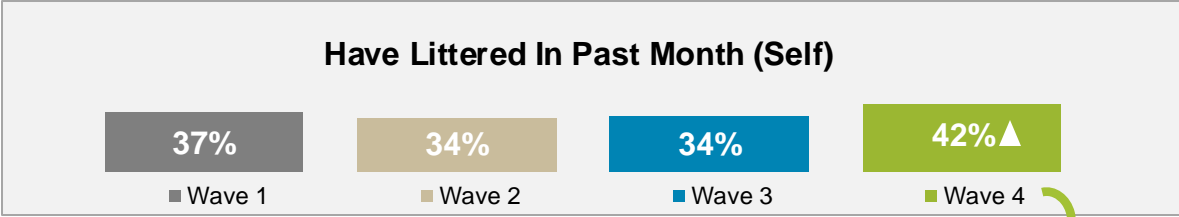
▲ Significantly higher/lower than prior wave at the 90% confidence level

Q14. For each of the following, please indicate how often, if ever, it has happened.
 Base: Wave 4 (n=1019), Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source Banner 3, Tables 75-84

Past-Month Littering Incidence (Self)



- Self-reported littering incidence has increased this wave over last (+8%). This could indicate that the campaigns are helping Tennesseans understand more about what constitutes littering and bringing more awareness to their littering habits.
- Higher incidence groups include males, residents under age 40, ethnically black, smokers, residents of Western TN, and urban areas, which is similar to the last wave.



Littering incidence for **Wave 4** is significantly higher among the following groups:

- **Males (49%)** over Females (34%)
- **Aged 16-25 (52%)** and **26-39 (51%)** over 40+ (35%)
- **Ethnically black (48%)** over white (40%)
- **Western TN (47%)** over Middle (39%)
- **Smokers (66%)** over non-smokers (30%)
- **Urban (56%)** over Suburban (35%) and Rural (38%)
- **Traveled Scenic Byway and noticed litter (54%)** over **traveled Scenic Byway and did not notice litter (42%)**

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 4 Total (n=1019), Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002); Wave 4 Demos: Male (n=405); Female (n=612); 16-25 (n=99); 26-39 (n=268); 40+ (n=652); White (n=810); Black (n=167); Eastern (n=377); Middle (n=381); Western (n=261); Smoker (n=326); Non-smoker (n=693); Urban (n=276); Suburban (n=376); Rural (n=367), Scenic Byway noticed litter (n=226), Scenic Byway did not notice litter (n=284)
 Source: Banners 1, 3, Table 90

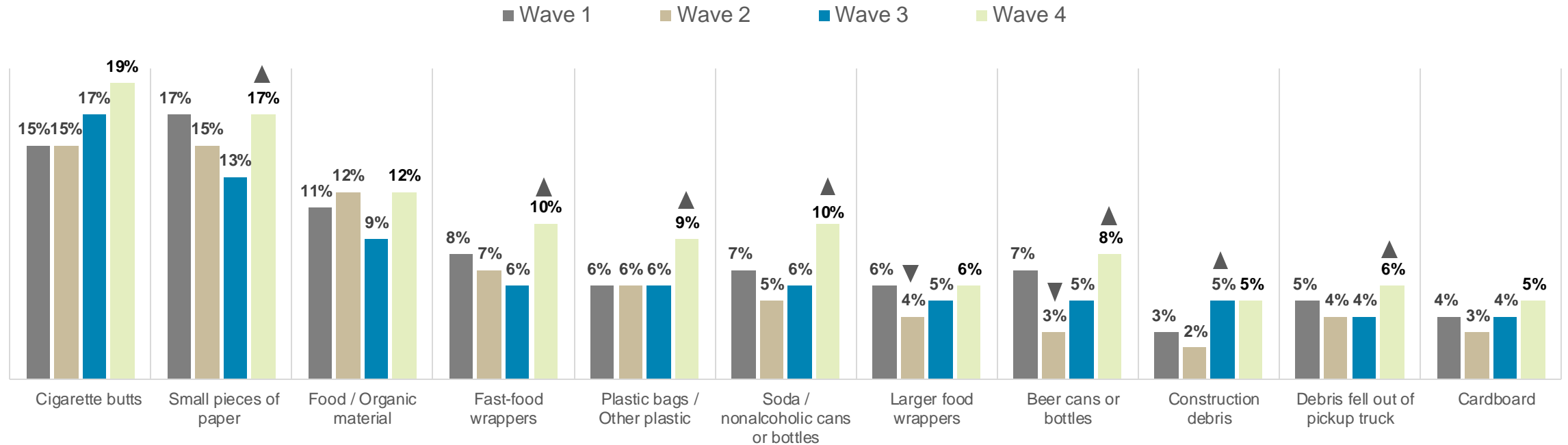
▲ Significantly higher/lower than prior wave at the 90% confidence level

Past-Month Littering Incidence (Self)



- *Cigarette butts* and *small paper* account for the highest percentages of items discarded.
- There are multiple items that show a significant change, increasing this wave over the previous wave – *small pieces of paper*, *fast-food wrappers*, *plastic bags*, *cans/bottles*, and *debris from pickup trucks*.

Items Discarded As Litter



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 4 (1019), Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)

Source: Banners 1, 3, Table 90

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

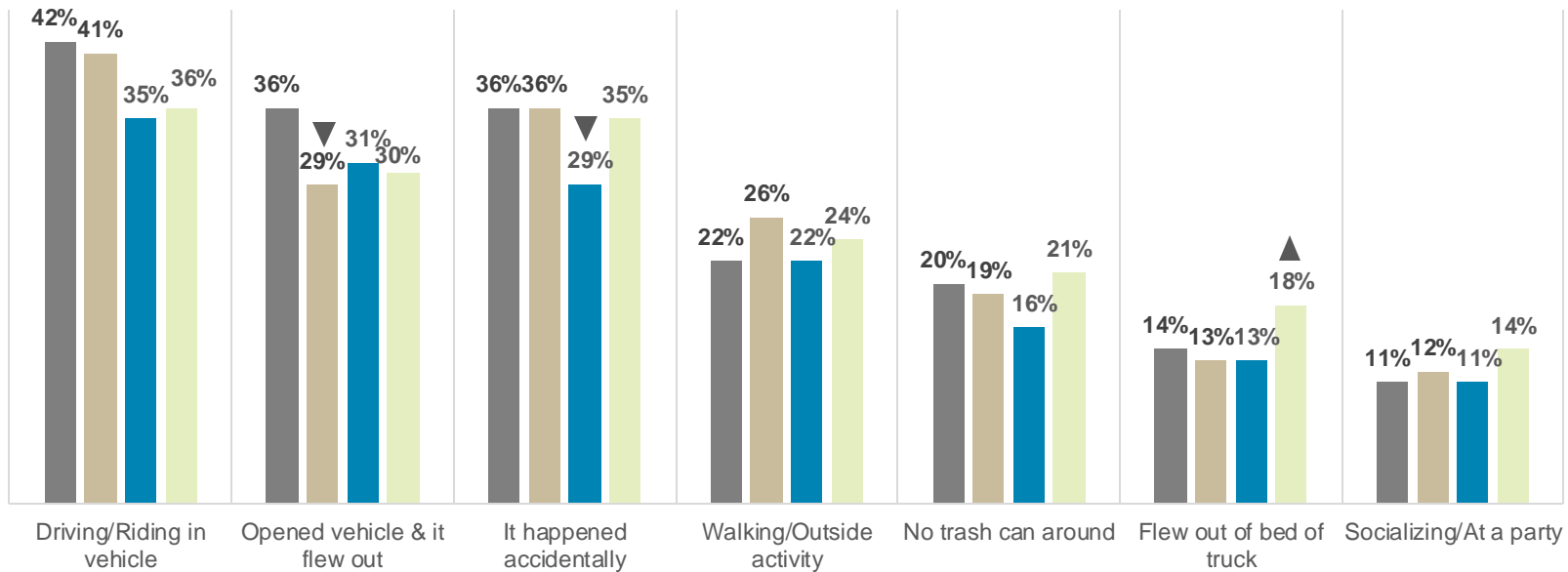
Litter Circumstances



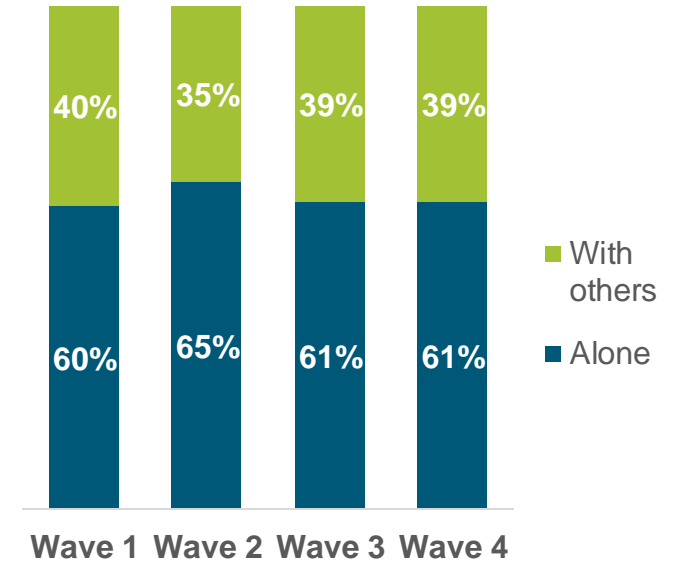
- 61% of the people littered when they were alone, similar to numbers seen in previous waves.
 - More women (45%) than men (35%) were *with others* when they littered (not shown).
- Driving/Riding in a vehicle* and *it happened accidentally* are the top circumstances when littering happened. A significant increase was seen this wave in reports of *flew out of bed of truck* (+5%).

Circumstances Around Discard

■ Wave 1 ■ Wave 2 ■ Wave 3 ■ Wave 4



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), Wave 4 (n=423)

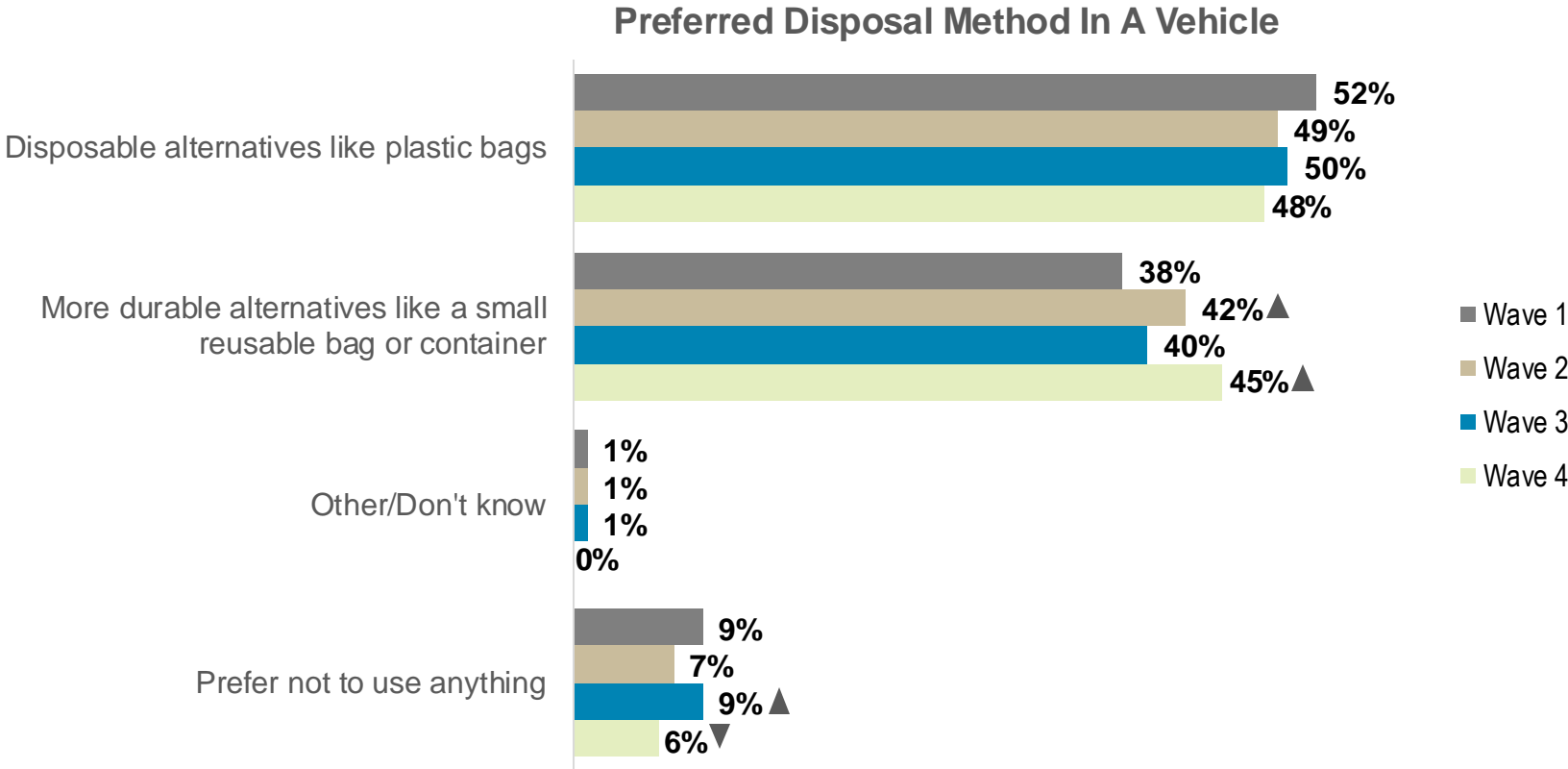
Source: Banners 1 and 3, Tables 91-92

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

Litter Disposal Preference In A Vehicle



- Over time, durable alternatives have increased in preference, now nearly equal to the preference for disposable alternatives. In this wave, nearly half of Tennesseans prefer disposable alternatives like plastic bags or more durable alternatives (+5% from last wave) to dispose of trash in their vehicles.
- Preference to *not use anything* to dispose of litter in their vehicle has decreased this wave over last.



Q18. Which of these would you prefer to use in your vehicle to dispose of litter?
 Base: Wave 4 (1019), 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

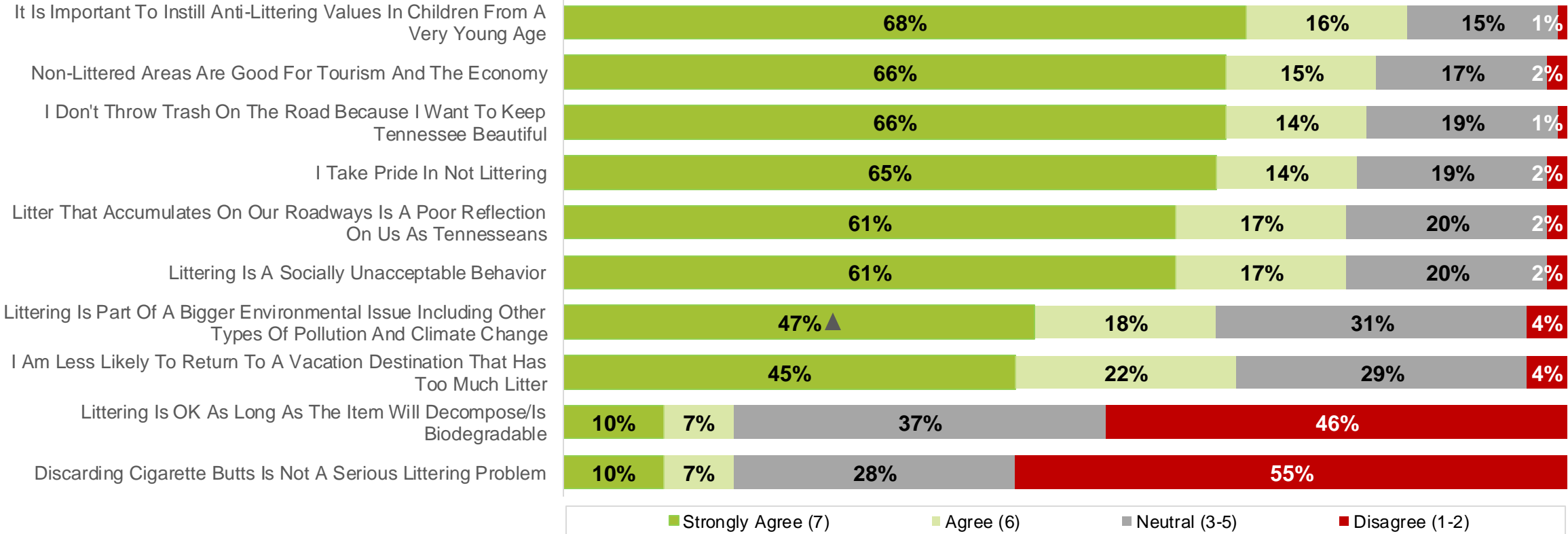
Agreement With Statements About Littering



Wave 4: Total Sample

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

Statement Agreement



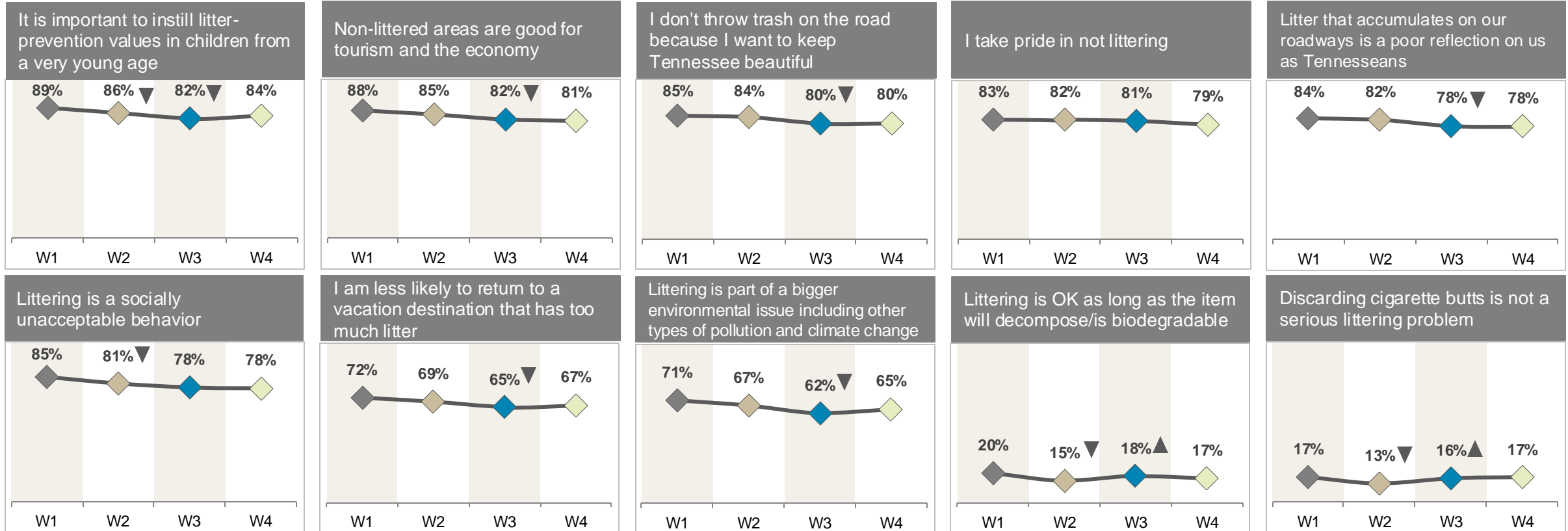
Q19. Please rate how much you agree or disagree with each of the following statements.
 Base: Wave 4 Total (n=1019)
 Source: Banner 1, Tables 94-103

Agreement With Statements About Littering



Top-2-Box (Strongly Agree + Agree) Trend

- Agreement for all statements has stayed consistent this wave over last. While agreement with all statements remains strong, most are showing a downward trend in agreement ratings compared to Wave 1.



Q19. Please rate how much you agree or disagree with each of the following statements.
 Base: Wave 4 Total (n=1019), Wave 3 Total (n=1017), Wave 2 Total (n=1019), Wave 1 Total (n=1002)
 Source: Banner 3, Table 106

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

Agreement With Statements About Littering



Wave 4: By Subgroup

- Like the previous wave, 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.
- Non-litterers have stronger agreement for all anti-litter sentiments than those who litter. Additionally, among litterers, top-2-box agreement of *littering is part of a bigger environmental issue* has increased since the last wave (not shown).

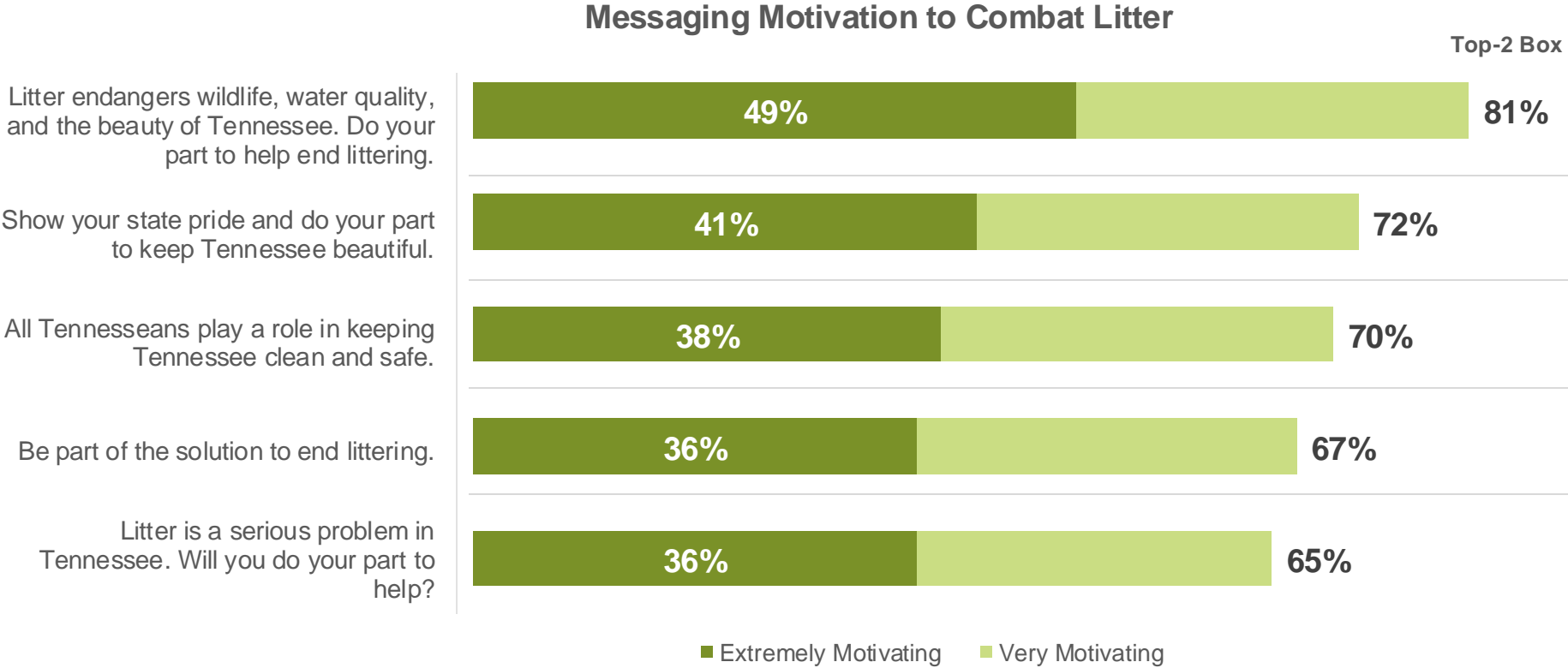
“Strongly Agree”	Total n=1019	Male (A) n=405	Female (B) n=612	16-25 (C) n=99	26-39 (D) n=268	40+ (E) n=652	White (F) n=810	Black (G) n=167	All Other* (H) n=42	Litterer (U) n=410	Non- litterer (V) N=609
It Is Important To Instill Anti-Littering Values In Children From A Very Young Age	68%	59%	77%A	60%	62%	73%CD	70%G	57%	73%G	61%	73%U
Non-Littered Areas Are Good For Tourism And The Economy	66%	61%	71%A	56%	61%	70%CD	66%	59%	74%G	60%	70%U
I Don't Throw Trash On The Road Because I Want To Keep Tennessee Beautiful	66%	58%	73%A	56%	58%	72%CD	68%G	51%	72%G	52%	75%U
I Take Pride In Not Littering	65%	54%	75%A	59%	57%	70%CD	66%G	54%	75%G	49%	76%U
Litter That Accumulates On Our Roadways Is A Poor Reflection On Us As Tennesseans	61%	53%	69%A	51%	56%	66%CD	62%G	53%	68%G	53%	67%U
Littering Is A Socially Unacceptable Behavior	61%	54%	67%A	56%	54%	65%CD	63%G	46%	68%G	52%	68%U
Littering Is Part Of A Bigger Environmental Issue Including Other Types Of Pollution And Climate Change	47%	41%	53%A	56%E	52%E	43%	45%	51%	58%	46%	48%
I Am Less Likely To Return To A Vacation Destination That Has Too Much Litter	45%	41%	49%A	37%	45%	47%C	44%	50%	51%	44%	46%
Littering Is OK As Long As The Item Will Decompose/Is Biodegradable	10%	12%B	8%	18%E	16%E	6%	9%	15%F	11%	15%V	7%
Discarding Cigarette Butts Is Not A Serious Littering Problem	10%	10%	9%	12%	13%E	8%	10%	10%	10%	14%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.
 Source: Banner 1, Table 105

Messaging Motivation to Combat Litter



- *Litter endangers wildlife, water quality, and the beauty of Tennessee* rates that highest on being motivating to be a part of the solution, followed by *show your state pride* and *all Tennesseans play a role*.



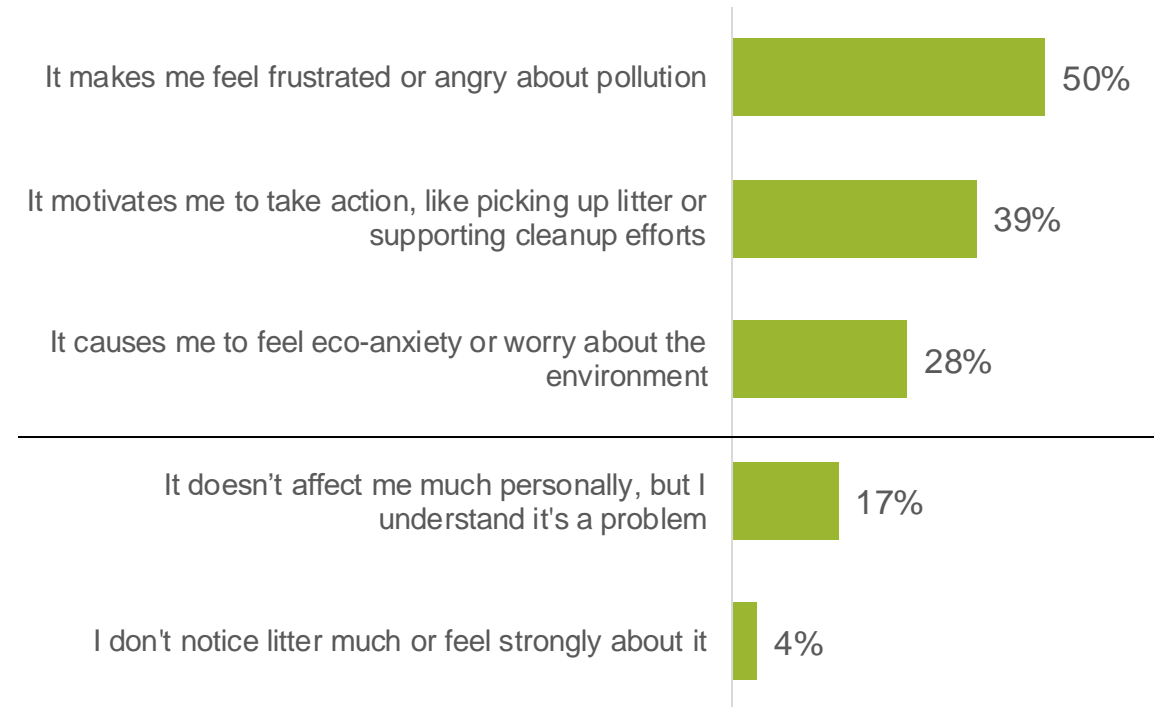
**Wording changes made in Wave 4 - Q19A. In order to combat litter on our roadways, "Nobody Trashes Tennessee" is trying to get Tennesseans to be part of the solution to end littering. Please indicate how motivating you think each message is to make you want to be part of the solution.
 Base: Wave 4 (n=1019)
 Source: Banner 1, Tables 221-222

Personal Impact of Seeing Litter in Community



- Half of Tennesseans mention that seeing litter in their community *makes them feel frustrated or angry about pollution*, while about 4 in 10 say that it *motivates them to act on the issue*.
- Notably, nearly 20% of Tennesseans say that *litter doesn't affect them personally, but they understand it's a problem*.

Effect of Seeing Litter in Community



Base: Wave 4 (n=1019)

* New for Wave 4: Q25A. How does seeing litter in your community or natural spaces personally affect you?

Source: Banner 1, Table 452

Personal Impact of Seeing Litter in Community



Wave 4: By Subgroup

- The older age groups and white residents mention that *pollution makes them feel frustrated/angry* more than so than the younger age group and Black residents. *Eco-anxiety* is also mentioned more among the younger age groups.
- Males are more likely than females to note that *litter doesn't affect them personally*.
- Interestingly, litterers are more likely to be motivated to *take-action cleaning up litter/supporting cleanup efforts* and *feel eco-anxiety*, indicating that their actions don't reflect their feelings regarding seeing litter in their community.

	Total n=1019	Male (A) n=405	Female (B) N=612	Ages 16-25 (C) n=99	Ages 26-39 (D) n=268	Ages 40+ (E) n=652	White (F) n=810	Black (G) n=167	All Other* (H) n=42	Litterer (U) n=410	Non-Litterer (V) n=609
It makes me feel frustrated or angry about pollution	50%	48%	53%	38%	50% C	53% C	53% G	40%	48%	48%	52%
It motivates me to take-action, like picking up litter or supporting cleanup efforts	39%	39%	38%	36%	42%	37%	36%	40%	60% FG	46% V	33%
It causes me to feel eco-anxiety or worry about the environment	28%	28%	28%	33% E	36% E	23%	27%	25%	48% FG	32% V	25%
It doesn't affect me much personally, but I understand it's a problem	17%	19% B	15%	16%	16%	18%	16%	20%	17%	15%	18%
I don't notice litter much/don't feel strongly about it	4%	3%	5%	7%	5%	3%	4%	6%	3%	1%	6% U

Base: Wave 4 (n=1019)

* New for Wave 4: Q25A. How does seeing litter in your community or natural spaces personally affect you?

Source: Banner 1, Table 452

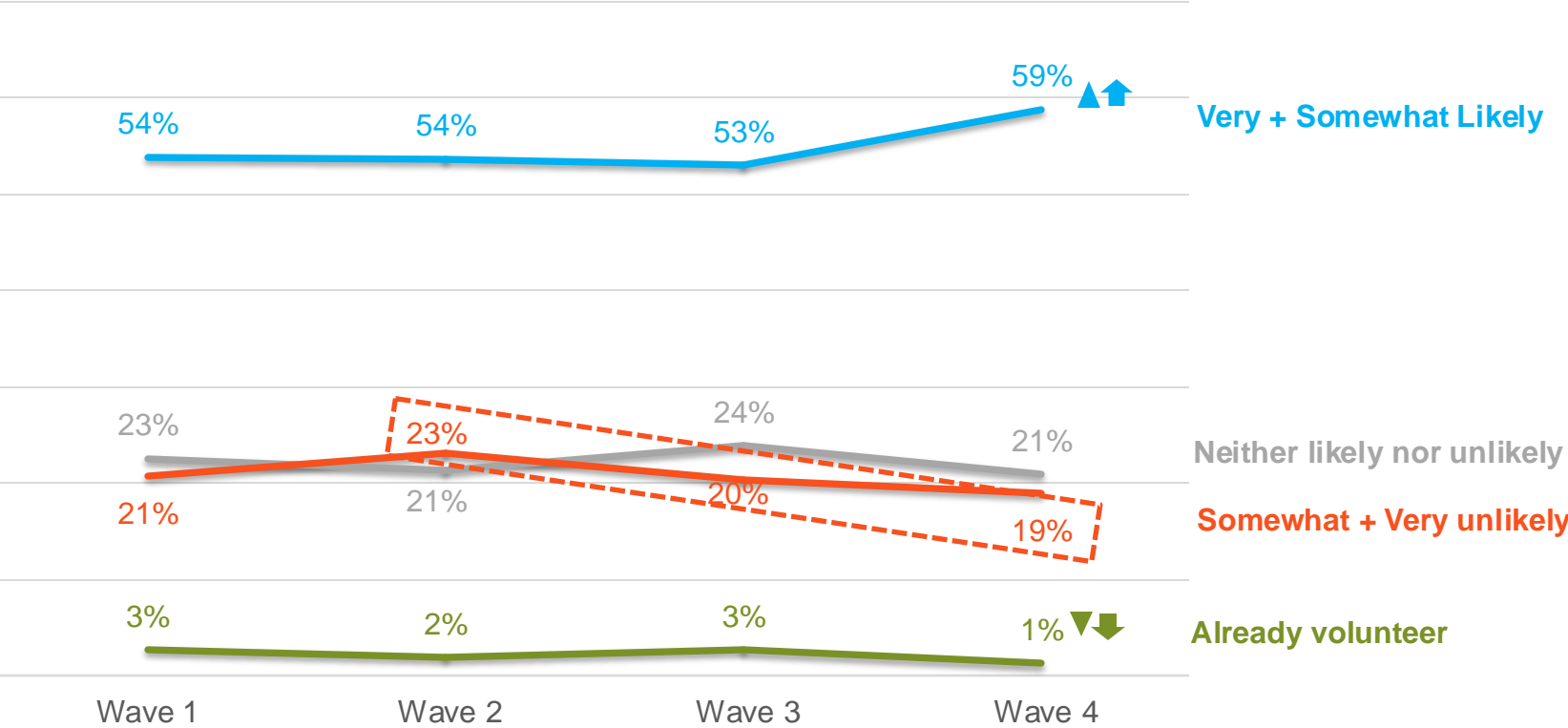
Volunteering



Likelihood To Volunteer—Trend Summary



- Wave 4 had a notable shift in those who are *likely to volunteer* to pick up litter (top-2 box), higher than in each of the prior three waves. However, fewer report *already volunteering* to pick up litter this wave.
- For two consecutive waves, fewer Tennesseans report being *unlikely* to volunteer.



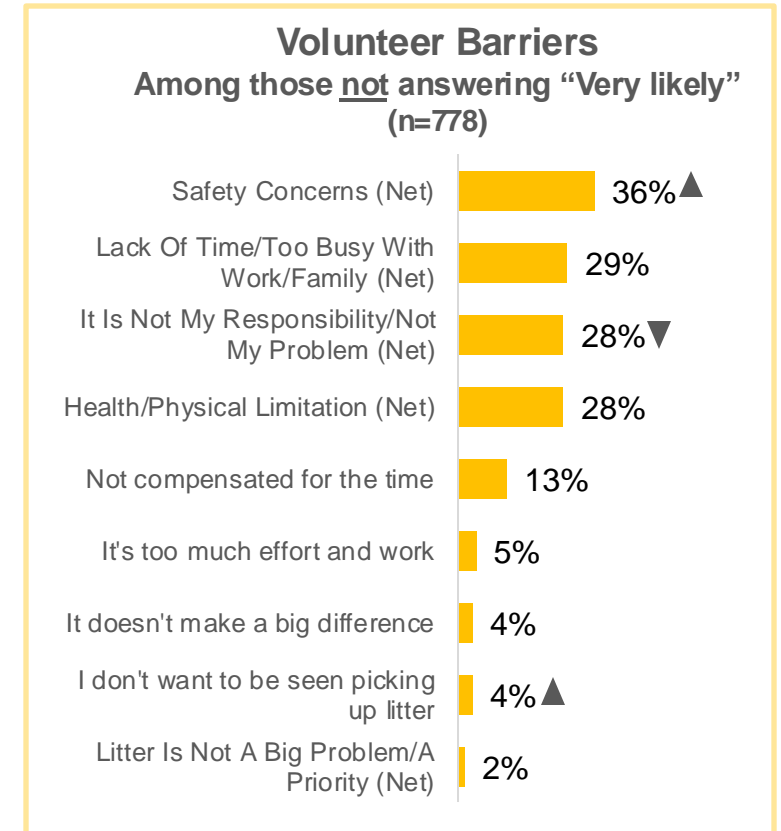
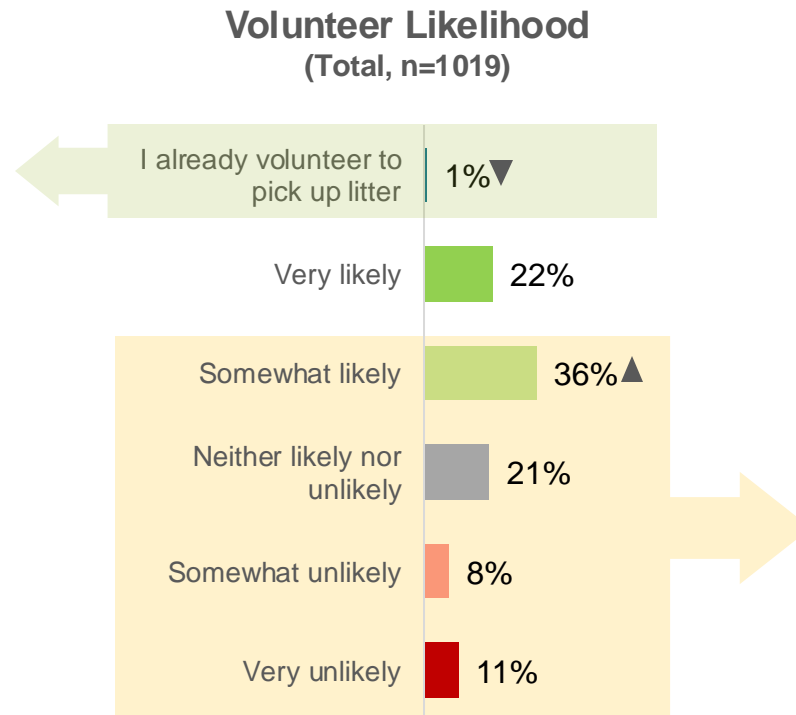
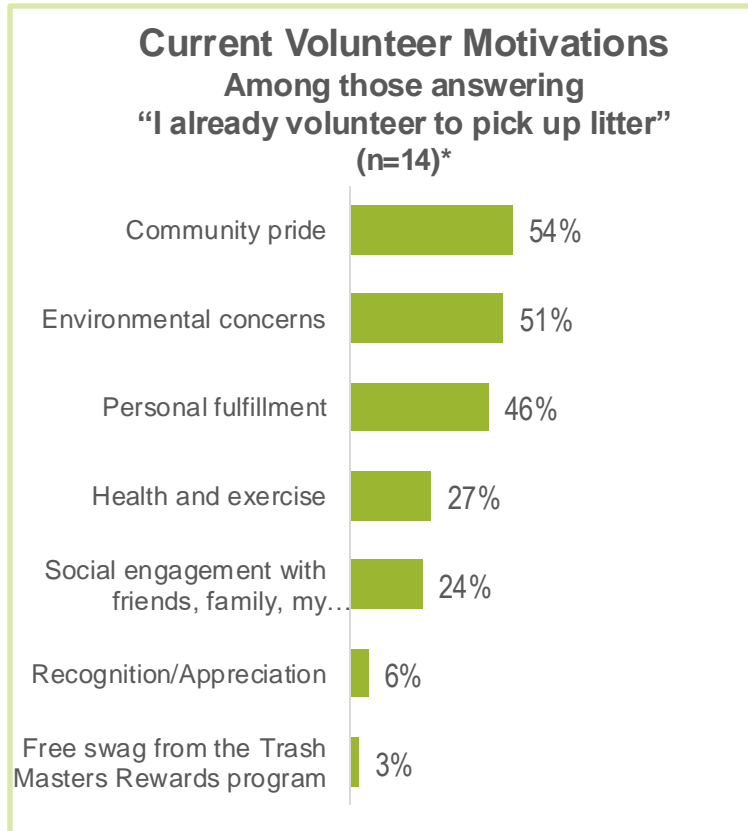
Q11. How likely would you be to participate in a volunteer program to pick up litter on Tennessee roadways?
 Base: Total—Wave 1 (n=1002); Wave 2 (n=1019); Wave 3 (n=1017), Wave 4 Total (n=1019)
 Source: Banner 3: Table 55

Significantly higher/lower in W4 than W1 at the 90% confidence level
 Significantly higher/lower than prior wave at the 90% confidence level

Likelihood To Volunteer; Volunteer Motivations And Barriers



- 1 in 5 Tennesseans indicate they are “very likely” to volunteer. Of note, the percentage of those who are “somewhat likely” has increased from the previous wave.
 - This strong likelihood to volunteer is especially high among males, younger generations, and black Tennesseans (not shown).
- Safety concerns* was cited as the #1 barrier to volunteering this wave, increasing from the previous wave. *It is not my responsibility* 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?

*Small base size (<75)

Source: Banners 1, 3: Tables 55-56, 305

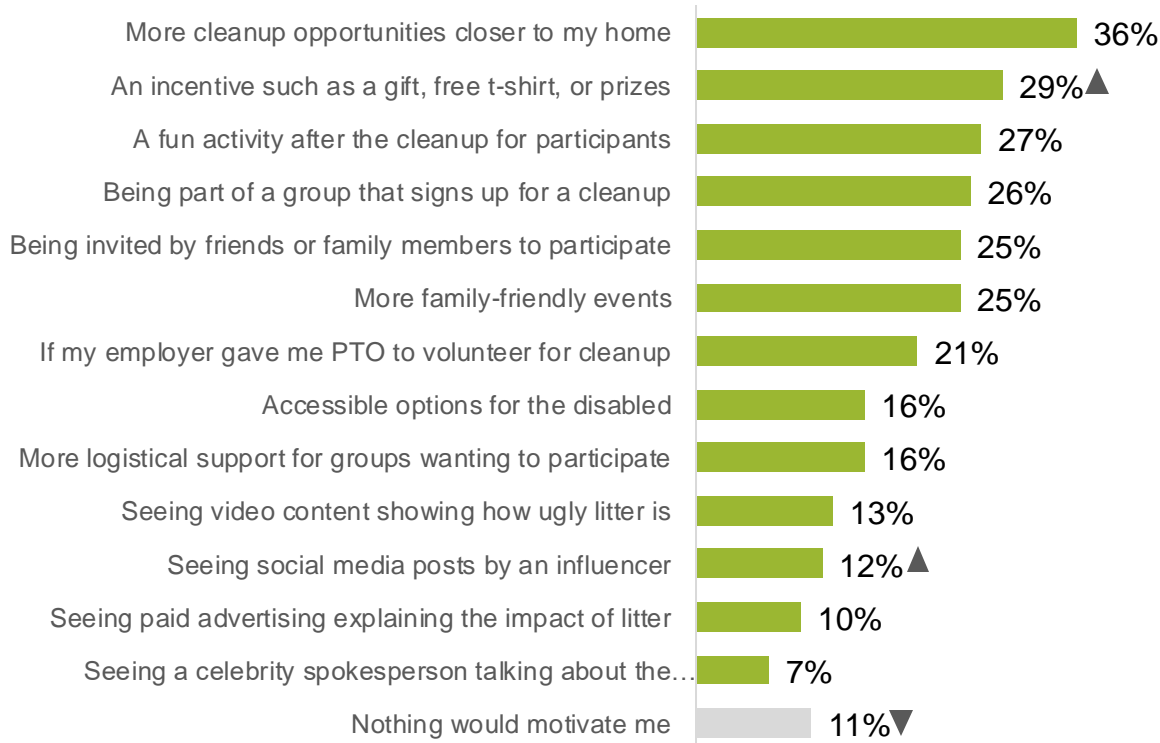
▲ Significantly higher/lower than prior wave at the 90% confidence level
▼

Motivations To Become Volunteer



- Among those not already volunteering, *more cleanup opportunities closer to home* tops the list of potential motivators, followed by *incentives* which increased this wave.
- Motivations tend to differ between gender and age groups:
 - Females are more motivated than males by *cleanup opportunities closer to home* and *accessible options for the disabled*, while males are more motivated by mentions of *groups*, *influencers/celebrities* and *PTO*.
 - The younger age groups (16-25 & 26-39) are similarly motivated in almost all areas (except *PTO from employer*), while also being more motivated than 40+-year-olds in many areas.

Would Motivate to Volunteer Among those not already volunteering



	Male (A) n=401	Female (B) n=601	Ages 16-25 (C) n=97	Ages 26-39 (D) n=265	Ages 40+ (E) n=652
More cleanup opportunities closer to my home	32%	40%A	35%	34%	38%
An incentive such as a gift, free t-shirt, or prizes	29%	28%	33%	33%E	26%
A fun activity after the cleanup for participants	27%	26%	33%E	32%E	23%
Being part of a group that signs up for a cleanup	29%B	24%	22%	24%	29%
Being invited by friends or family members to participate	24%	26%	32%E	26%	23%
More family-friendly events	23%	27%	27%	32%E	21%
If my employer gave me PTO to volunteer for cleanup	24%B	18%	37%DE	26%E	16%
Accessible options for the disabled	14%	19%A	15%	9%	20%D
More logistical support for groups wanting to participate	19%B	13%	15%	15%	16%
Seeing video content showing how ugly litter is	15%	12%	19%E	15%	11%
Seeing social media posts by an influencer	15%B	9%	12%	17%E	9%
Seeing paid advertising explaining the impact of litter	10%	10%	11%	12%	9%
Seeing a celebrity spokesperson talking about the...	10%B	5%	11%	10%E	5%
Nothing would motivate me	11%	12%	8%	10%	13%C

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

**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=1004)

Source: Banner 1, 3: Table 306

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

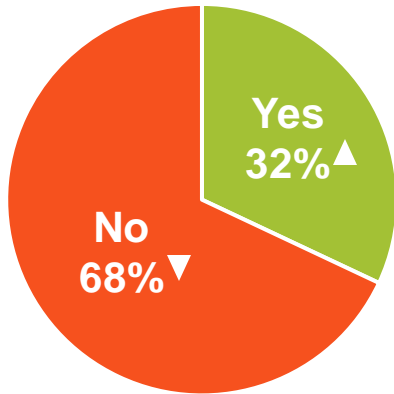
Adopt-A-Highway Volunteer Interest



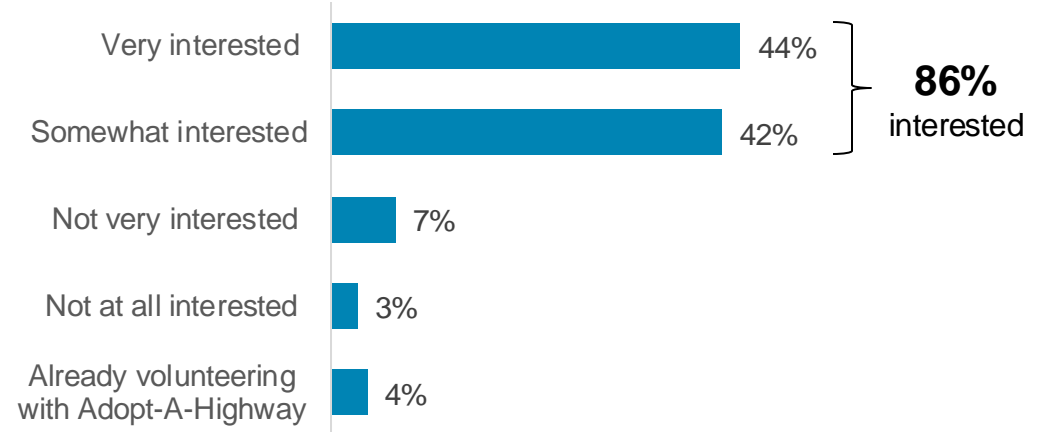
- Of those who are part of a group that could sign up for Adopt-A-Highway (increase this wave), 86% are interested in encouraging their group to volunteer (top-2 box).
- Interest in encouraging a group to sign up for AAH is similar across demographic groups with no significant differences at the top-2-box or bottom-2-box levels.

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

"Yes" Responses	
Wave 3	26%
Wave 4	32% ▲



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



Wave 4 Detail	Total N=312	Male (A) n=162	Female (B) n=150	16-25* (C) n=37	26-39 (D) n=97	40+ (E) n=178	White (F) n=234	Black* (G) n=65
Very + Somewhat Interested	86%	87%	84%	83%	87%	86%	88%	84%
Not Very + Not At All Interested	10%	9%	12%	14%	8%	11%	8%	13%

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

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 4 Total (n=1019), Ability to sign up for AAH (n=312)

Source: Banner 1, 3: Tables 319, 144

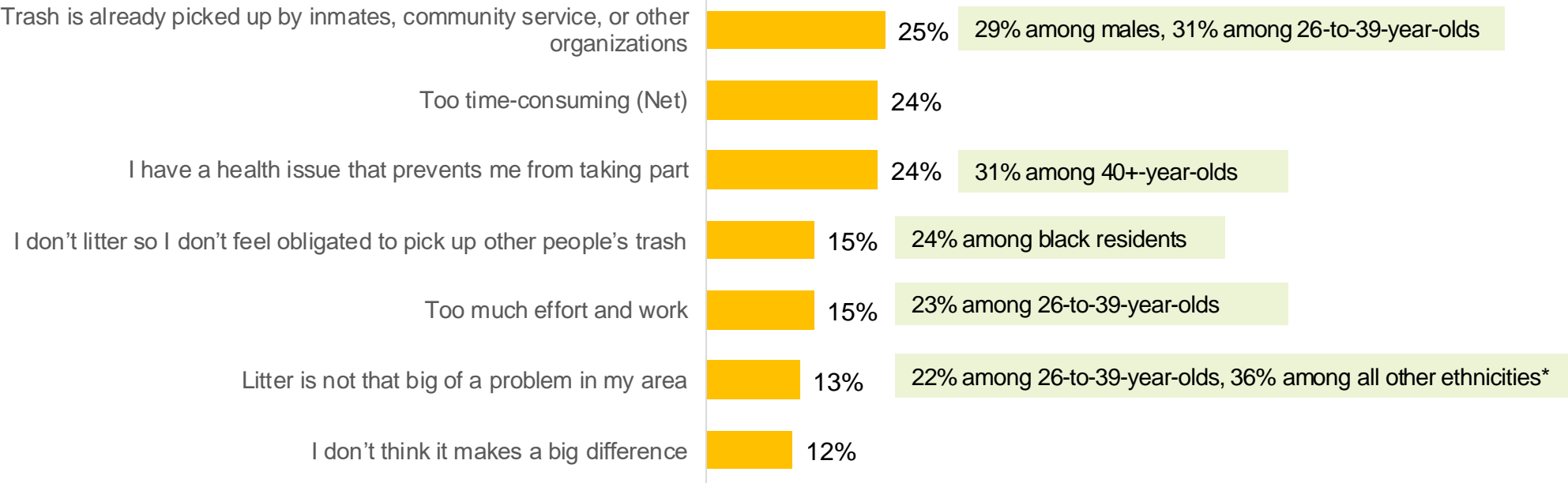
▲ Significantly higher/lower than prior wave at the 90% confidence level

Adopt-A-Highway Volunteer Barriers



- Among those who can 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. Being *too time consuming* and *having health issues* follows very closely behind as a top barrier.
- There are some notable differences among the 26-to-39-year-olds as they more so note that *trash is already being picked up, volunteering is too much effort and work*, and *litter is not a big problem in my area*. Additionally, males claim that *trash is already being picked up* as a barrier more so than females.

Volunteer Barriers
Among those not already volunteering
(n=302)



Q24. What barriers exist for you in taking part in the Adopt-a-Highway program?

*Small base size (<75)

Base: Demos among those not already volunteering: Male (n=157), Female (n=145), Age 16-25 (n=36), Age 26-39 (n=92), Age 40+ (n=174), White (n=226), Black (n=64), All Other (n=12)

Source: Banner 1,3: 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 older age groups as well as white/other non-black residents vs. black residents.
- Second-most motivating is *seeing more containers for cans and bottles*, which is higher among females, those aged 40+ vs. those aged 16-25, and rural vs. urban and suburban.
- *Receiving Rewards* is a motivator for about one-fourth of Tennesseans and a stronger motivator for males, younger age groups, litterers, and urban and suburban residents.

	Total N=1019	Gender		Age			Ethnicity			Litter Behavior		Area Type		
		Male (A) n=405	Female (B) n=612	16-25 (C) n=99	26-39 (D) n=268	40+ (E) n=652	White (F) n=810	Black (G) n=167	All Other* (H) n=42	Litterer (U) n=410	Non- Litterer (V) n=609	Urban (Y) n=276	Suburban (Z) n=376	Rural (AA) n=367
Stronger consequences for litter violations	49%	48%	49%	33%	48% ^C	52% ^C	51% ^G	36%	56% ^G	46%	51%	47%	50%	49%
Seeing more containers for cans and bottles	43%	40%	46% ^A	33%	40%	46% ^C	44%	37%	48%	44%	42%	41%	39%	49% ^{YZ}
Providing litter bags for cars	40%	34%	45% ^A	37%	36%	42% ^D	40%	35%	47%	37%	42%	35%	41%	42% ^Y
More cleanup events	39%	37%	41%	44%	38%	39%	39%	38%	51%	40%	39%	38%	37%	43%
Seeing/Hearing about the negative impact litter has on our area	36%	33%	38%	39%	32%	37%	36%	31%	40%	36%	36%	34%	38%	35%
Providing promotional support materials at schools and public places	31%	31%	31%	31%	31%	32%	31%	29%	35%	34%	29%	32%	28%	34%
Receiving rewards for my efforts	28%	33% ^B	22%	38% ^E	40% ^E	19%	26%	29%	40% ^F	31% ^V	25%	33% ^{AA}	28% ^{AA}	23%
None of the above	6%	4%	8% ^A	7%	9% ^E	4%	5%	12% ^F	5%	2%	9% ^U	6%	6%	6%

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

Q24E_A. Please think about spreading the word to friends and family to reduce litter along the roadways. Which of the following would make you more likely to spread the word about reducing/stopping littering?

*Small base size (<75)

Source: Banner 1, Table 320

Litter Locations

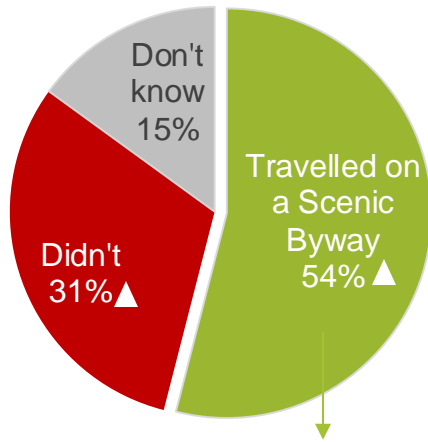


Scenic Byways – Past-Year Travel & Litter Trend



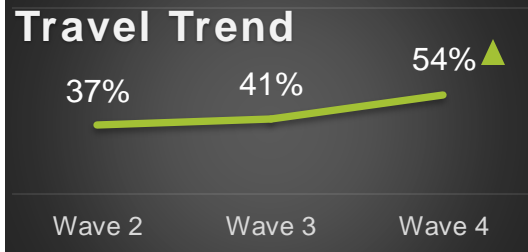
- Over half of residents have driven on a Scenic Byway in the past year, continuing an increasing pattern from prior waves.
- Even with more travelers on these scenic byways, half did *not* notice litter on the Scenic Byway—also a significant increase from the last wave.
- These results indicate that there may be progress in combating the litter issue in these scenic areas.

Past-Year Travel on Scenic Byway
(Wave 4, n=1019)



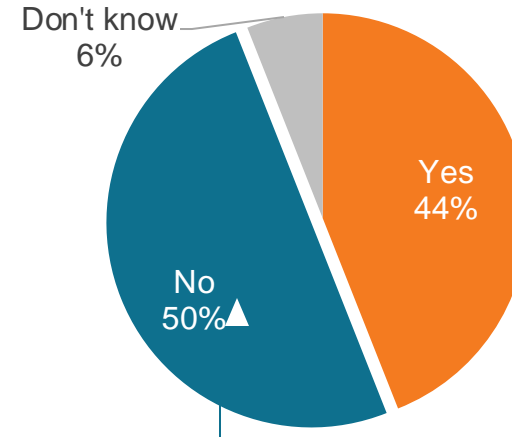
Wave 4 Usage of Scenic Byways is higher among:

- Males (59%)
- Those 26+ years old (56%)
- The Eastern region (58%)

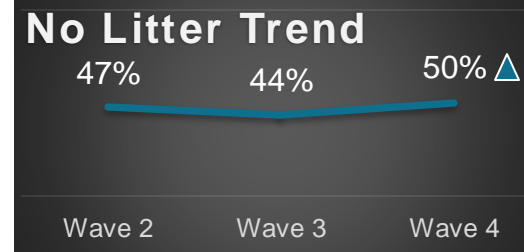


Over time, more Tennesseans report traveling on scenic byways.

Was There Litter on the Scenic Byway?
(Wave 4, n=544)



Significantly more males (49%) than females (38%) and those aged 16-25* (67%) tend to notice the litter on Scenic Byways.



Half of scenic byway travelers didn't notice litter, the highest level of the 3 waves.

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?
Source: Banners 1 and 3; Tables 200- 201 (Questions added in Wave 2)

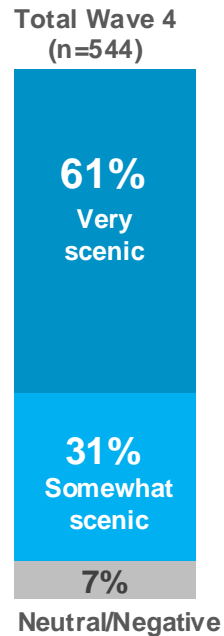
▲ Significantly higher/lower than prior wave at the 90% confidence level

Quality of Scenic Views on Byway

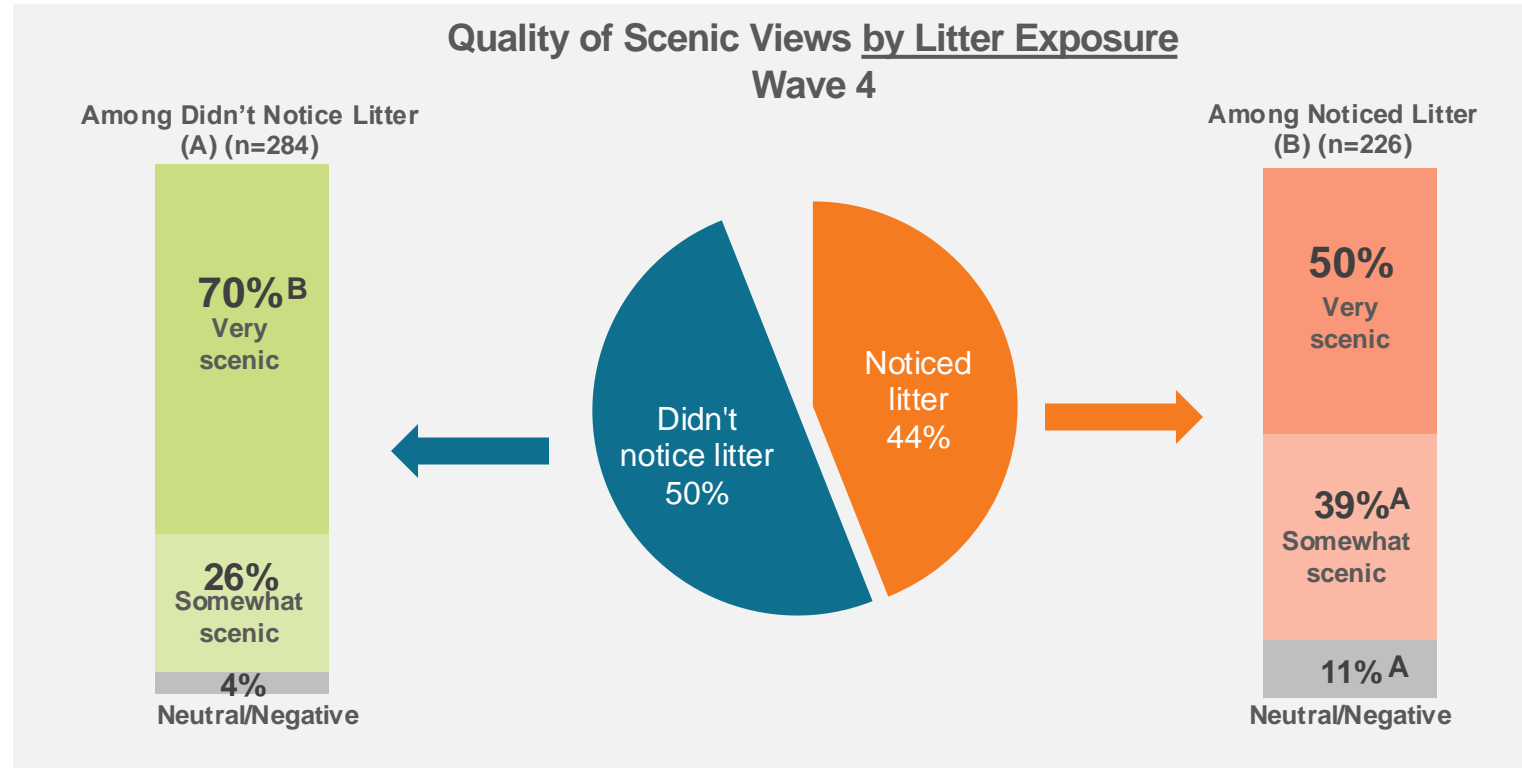


- The perceived quality of the scenic views is impacted by the presence or absence of litter.
- 50% of those who noticed litter on the roadways rated the views as “very scenic,” compared to 70% among those who *didn't* notice litter.

Quality of Scenic Views



Quality of Scenic Views by Litter Exposure Wave 4

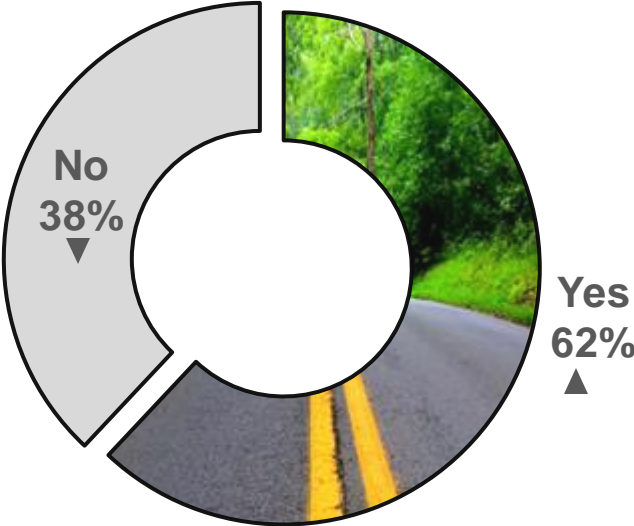


AB indicates a statistically significant difference between groups at the 90% confidence level.
 Q24K. Was the roadside of any of the Scenic Byways you travelled on in the past year dirty or littered?
 Q24L. How would you rate the scenic views that you saw while travelling on the Scenic Byway?
 Source: Banners 1 and 3; Tables 201- 202 (Questions added in Wave 2)

Scenic Byways – Favorite Scenic Drive

- More than half (62%) of all residents said they have a favorite scenic drive, with 21% of total respondents providing a name or area.
- Gatlinburg* and mentions of *Tennessee* were the most common individual roadways/areas mentioned, increasing from the last wave.

Have a Favorite Scenic Drive



- 21% of total respondents entered their favorite drive/adjacent community
- 41% couldn't recall the roadway name or adjacent community

Favorite Scenic Drive or Adjacent Community	
Yes, it is on or near _____:	21%
<i>Tennessee (Subnet)</i>	7%▲
Gatlinburg	3%▲
All other mentions of Tennessee	4%▲
<i>Smoky Mountains (Subnet)</i>	2%
Great Smoky Mountains	2%
All other mentions of Smoky Mountains	1%
<i>Natchez Trace (Subnet)</i>	2%
Natchez Trace/Natchez Trace Parkway	2%
Blue Ridge Parkway	1%
Cades Cove	1%
Foothills Parkway	1%
Cherohala Skyway	1%
Other	6%
Yes, but I don't remember the name	41%▲
No favorite scenic drive	38%▼

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 4 Total (n=1019)
 Source: Banner 3, Table 203

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

Seriousness Of Litter Issues On Scenic Byways

- More than half of Tennesseans (56%) said there was a *serious* or *somewhat serious* problem with litter on scenic byways, with perception of the problem as *somewhat serious* up this wave over last.
- Black residents are more *neutral* regarding the litter issues on Scenic Byways, while white and other ethnicities that litter is a *somewhat serious/serious* problem. Additionally, those in Middle-Tennessee feel the litter issue is *not a problem*.

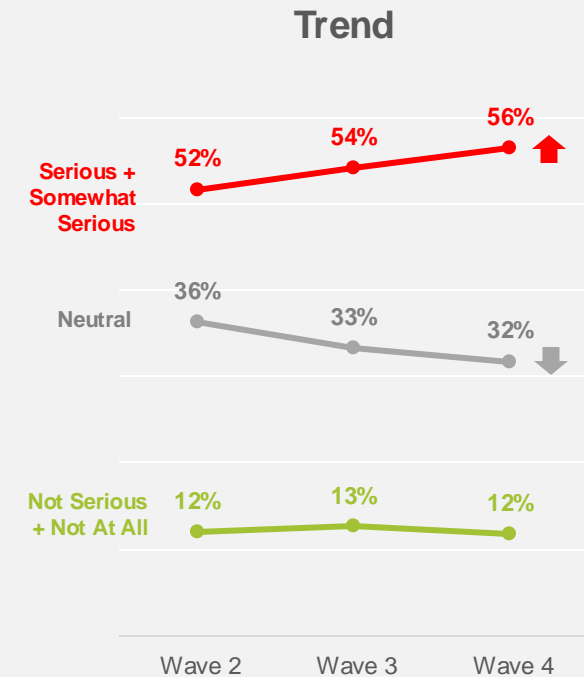
Perceived Seriousness Of Litter Issues On Scenic Byways (Total n=1019)



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

	Male (A) n=405	Female (B) n=612	16-25 (C) n=99	26-39 (D) n=268	40+ (E) n=652	White (F) n=810	Black (G) n=167	All Other* (H) n=42	Eastern (R) N=377	Middle (S) N=381	Western (T) N=261
Somewhat / Serious Problem	59%	54%	56%	57%	56%	59%G	41%	66%G	58%	55%	55%
Neutral	30%	34%	31%	32%	32%	30%	46%FH	23%	30%	31%	36%
Not Serious / Not At All Problem	11%	12%	13%	11%	12%	12%	13%	11%	11%	14%T	9%

More Tennesseans perceive the issue as a problem over time, with significant changes from Wave 2.



▲ Significantly higher/lower in W4 than W2 at the 90% confidence level

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

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

*Small base size (<75)

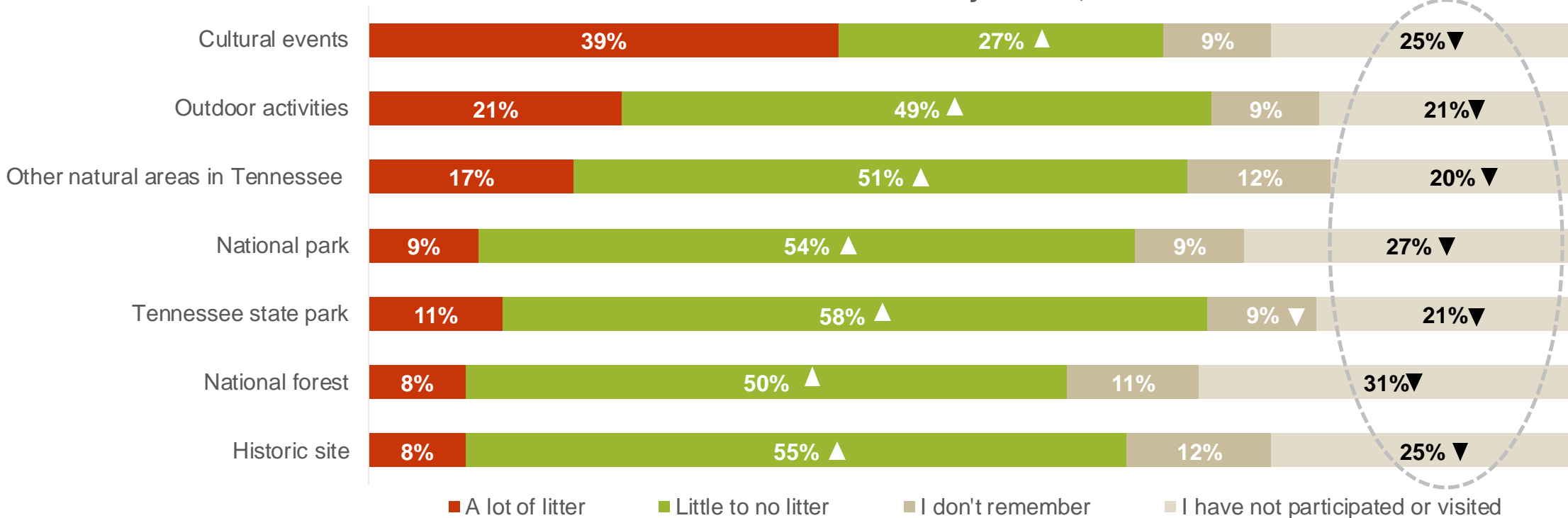
Q24N. How would you rate the litter issues on the Scenic Byways of Tennessee? Would you say...?

Source: Banners 1, 3, Table 204

Litter At Events, Activities and Locations

- Litter continues to be most prevalent at *cultural events*, with 39% indicating there was *a lot of litter*.
- While the amount of those who have participated/visited these locations has increased, the incidents of *a little to no litter* have also increased for all events/locations.

Amount Of Litter Encountered — By Events, Activities and Locations



Lowered levels of non-participation mean more Tennesseans are participating, leading to more chance of litter. However, “a lot of litter” did not increase.

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 4 Total (n=1019)
 Source: Banner 3, Tables 227-233

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

Waste Disposal

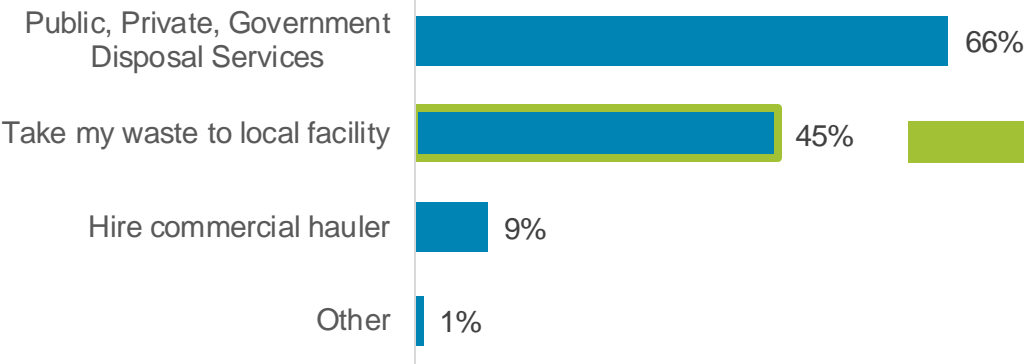


Solid Waste Disposal



- The majority (66%) of Tennesseans use public, private or government disposal services, while nearly half take waste to local facility. Of those half, 40% have noticed litter during transport.
- Using covered containers or tie down bags, double-checking waste is secured, and avoid overfilling are the top ways Tennesseans securely transport waste to avoid littering. Nearly half of residents have noticed issues during disposal, mostly from the commercial haulers (30%).

How Dispose of Your Solid Waste
(Total n=1019)



Litter During Waste Transport

(Take waste to facility, n=450)

Yes, items have fallen or blown out during transport, and I didn't notice right away	17%
Yes, I've had items fall out, but I went back to pick them up	26%
No, I haven't experienced littering while transporting my waste	54%
I'm not sure if I've ever contributed to littering during transport	6%

40%
Yes (Net)

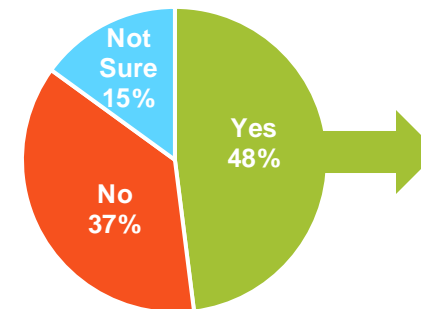
Ways Securely Transport Waste

(Total n=1019)

I always use covered containers or tie down bags to prevent items from falling out	47%
I double-check that my waste is secured before transporting it	41%
I avoid overfilling bags or containers to reduce the risk of littering	40%
I use a commercial hauler or local waste service to transport my waste securely	23%
I don't take any specific measures, but I try to be careful	8%

Noticed Issues Caused During Disposal

(Total n=1019)



Yes, I've seen commercial haulers causing litter in my area	30%
Yes, I've noticed issues with my own waste disposal leading to litter	10%
Yes, I've seen both commercial haulers and my own disposal methods cause litter	9%

* All new for Wave 4: Q26A. How do you dispose of your solid waste? , Q38. You mentioned that you transport your own waste. Have you ever experienced or accidentally contributed to littering during the process? Q39. What measures do you take to ensure your waste is securely transported without causing litter? , Q40. Have you ever noticed any issues with littering caused by commercial haulers or your own waste disposal?
Source: Banner 1, Table 453-456

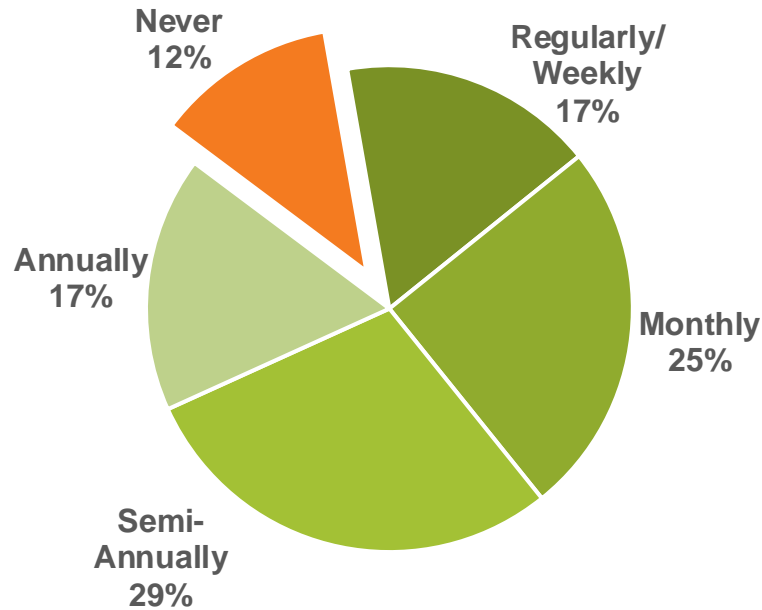
Respondent Behaviors



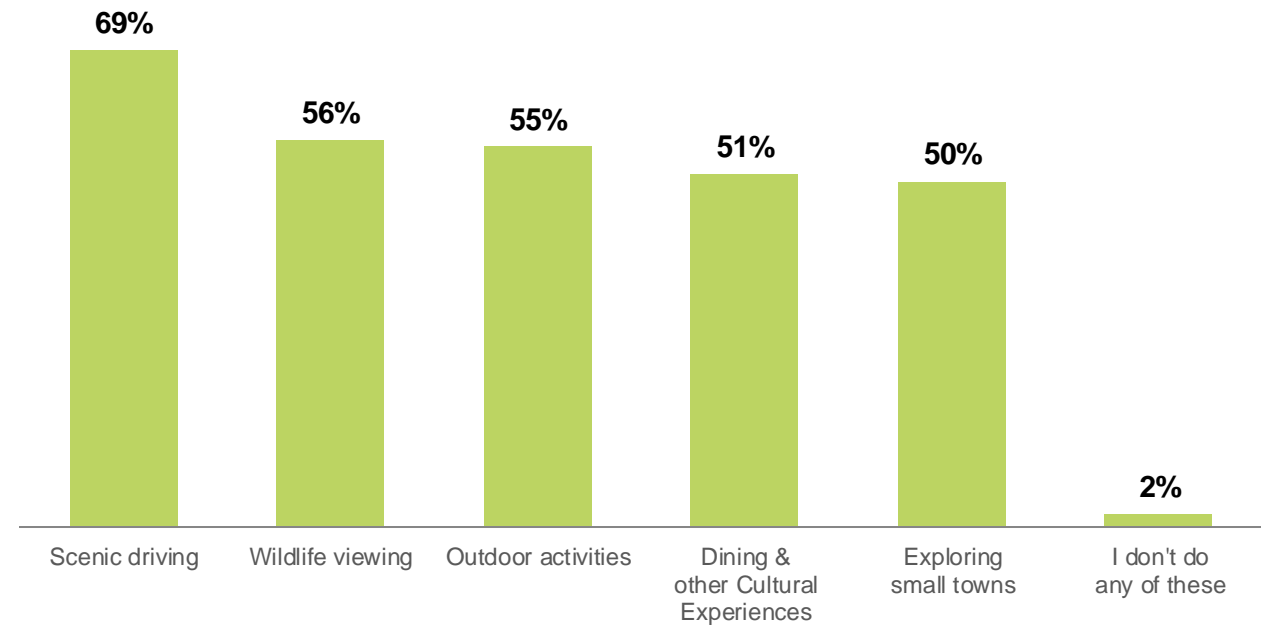
Experiences/Activities When Visiting Tennessee



Frequency of Visiting Scenic Locations in Tennessee
(Total, n=1019)



Experiences/Activities like to do when visiting Scenic Locations in Tennessee
(Visit Scenic Locations, n=896)



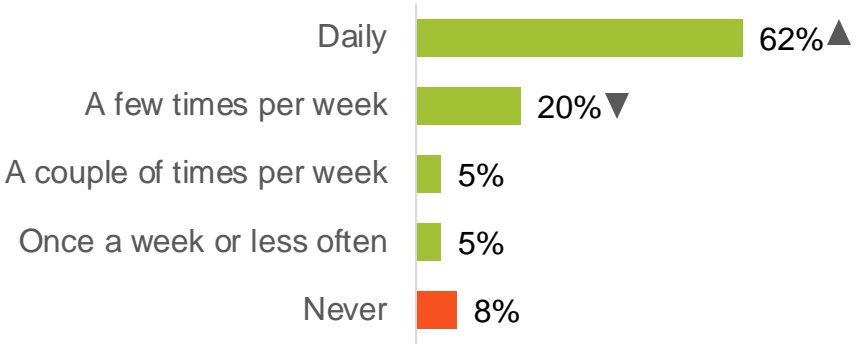
Most Preferred N=879	30%	15%	24%	17%	14%

* New for Wave 4: Q24C. How frequently do you visit scenic locations in Tennessee?, Q24C_A. Which type of experiences or activities do you like to do when visiting a scenic location in Tennessee? Q24C_B. Now, please rank the experiences and activities that you like to do when visiting scenic locations in Tennessee? Use "1" for most preferred, "2" for next preferred, etc.
Source: Banner 1, Table 440-442

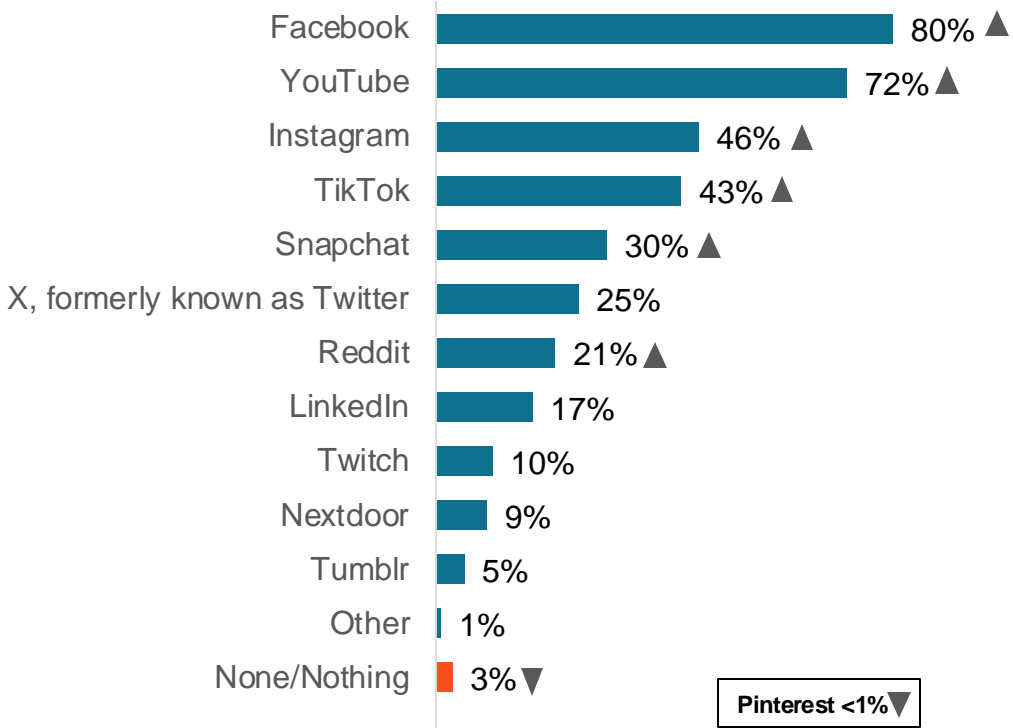
Driving Frequency, Smoking History, and Social Media Usage



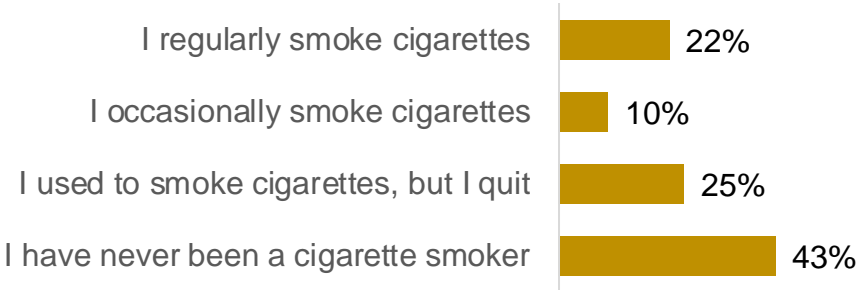
Driving Frequency



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 4 Total (n=1019)
 Source: Banner 3, Tables 18, 161, 162

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

Social Media Usage—By Subgroup



Social Media Sites Visited At Least Once a Week

	Total n=1019	Male (A) n=405	Female (B) n=612	16-25 (C) n=99	26-39 (D) n=268	40+ (E) n=652	White (F) n=810	Black (G) n=167	All Other* (H) n=42
Facebook	80%	75%	85%A	64%	83%C	81%C	80%	80%	71%
YouTube	72%	75%B	69%	73%	80%E	68%	71%	81%F	68%
Instagram	46%	46%	45%	62%E	57%E	36%	42%	61%F	49%
TikTok	43%	39%	45%A	62%E	59%E	30%	40%	51%F	57%F
Snapchat	30%	28%	33%A	52%E	44%E	19%	30%H	39%FH	17%
X/Twitter	25%	33%B	16%	23%	30%E	22%	23%	32%F	24%
Reddit	21%	25%B	18%	22%	33%CE	15%	20%	20%	35%FG
LinkedIn	17%	19%B	14%	7%	18%C	18%C	16%	17%	27%
Twitch	10%	15%B	6%	14%E	17%E	6%	8%	17%F	25%F
Nextdoor	9%	9%	10%	3%	9%C	11%C	10%G	6%	7%
Tumblr	5%	7%B	3%	8%	7%E	3%	4%	9%F	7%
None/Nothing	3%	4%	3%	1%	1%	5%CD	3%G	1%	7%

Pinterest & Other sites <1%

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

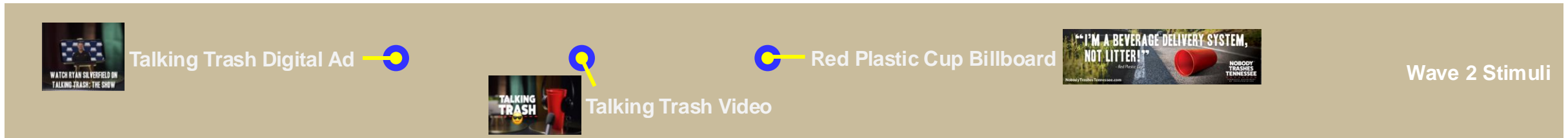
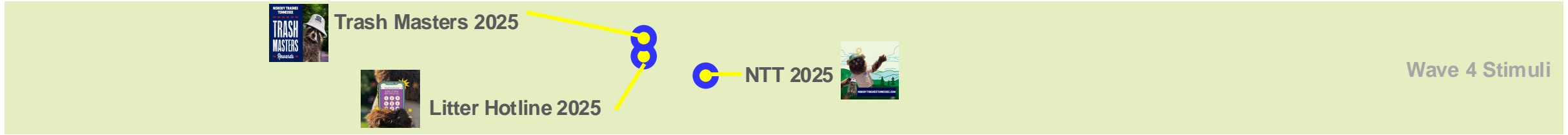
Q26. Which of these social media sites do you visit at least once a week?

Source: Banner 1, Table 161

Stimuli Recall Comparison by Wave



- Wave 4 stimuli had an average recall compared to all the elements tested over the past 3 waves.



0% 5% 10% 15% 20% 25%

% RECALL SLOGAN OR PROGRAM