

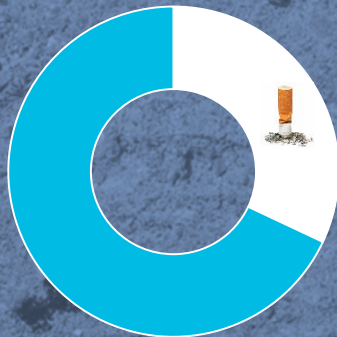
Cigarette Litter

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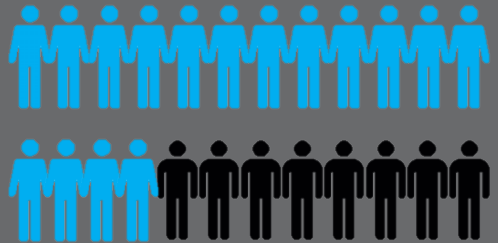
#1

Cigarette Butts are the **most frequently** littered item

Cigarette Butts are 32% of all Littered Items Collected



The overall littering rate for cigarette butts is **65%**



At the time of improper disposal litterers were an average of 31 feet from an ash receptacle



The Costs of Cigarette Litter



Residents & Businesses Pick Up the Tab



Community Quality of Life Suffers



Recreation Areas Become Less Attractive



Cigarette Butts Don't Disappear

About **95%** of cigarette filters are composed of cellulose acetate, a plastic which can persist in the environment for 10+ years

Reduction in cigarette butt litter tends to **help** reduce overall litter



For every additional ash receptacle, the littering rate decreases by

9%



41% of smokers report that they do not have receptacles for cigarette butts at their work location

14% of smokers report owning a pocket ashtray



Source: The 2009 National Visible Litter Survey and Litter Cost Study was prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful, Inc. Research reports and an executive summary can be downloaded at www.kab.org. Keep America Beautiful Inc. 2009 national litter and littering behavior research was conducted through a grant from Philip Morris USA, an Altria Company. All contents Copyright 2016 Keep America Beautiful, Inc. – www.kab.org.

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