Cigarette Litter in America

#1

FORM OF LITTER.

Cigarette butts are the **most frequently littered item** in America.

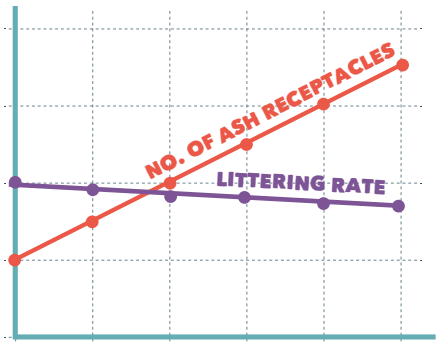
Keep America Beautiful's Cigarette Litter Prevention Program has reduced cigarette butt litter by an average of **50%** in the 1,700 communities in which it's been implemented since 2002.

CIGARETTE BUTTS DON'T DISAPPEAR

95% of cigarette filters are comprised of **cellulose acetate**, a plastic which can persist in the environment.

Reduction in cigarette butt litter tends to help

REDUCE OVERALL LITTER.

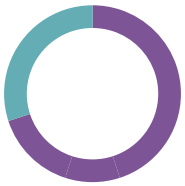


For every additional ash receptacle, the littering rate decreases by

9%

CIGARETTE BUTTS ARE

32% **of all littered items collected.**



38% of cigarette butt littering is **associated with the physical environment**, including the number of ash receptacles.

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

30% of smokers **admitted to littering** within last 30 days. (3x higher than non-smokers)*

For more information visit PreventCigaretteLitter.org

Sources: The 2009 National Visible Litter Survey and Litter Cost Study prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful, Inc. and Povaddo Research for Keep America Beautiful, 2016 Research reports and an executive summary can be downloaded at kab.org/resources/end-littering. Keep America Beautiful Inc. 2009 national litter and littering behavior research were conducted through a grant from Philip Morris USA, an Altria Company. All contents Copyright 2017 Keep America Beautiful, Inc. – www.kab.org.