For every additional ash receptacle, the littering rate decreases by 9%.

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.

Cigarette butts are the most frequently littered item in America.

Cigarette butt littering is associated with the physical environment, including the number of ash receptacles.

38% of all littered items collected.

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 © 2017 Keep America Beautiful, Inc. – www.kab.org