



KEEP AMERICA BEAUTIFUL Cigarette Litter in America

Did you know?

Cigarette butts are the #1 form of litter? They are the most frequently littered item in America



around
32%
of all litter
collected are
cigarette butts

What happens when cigarette butts are dropped?



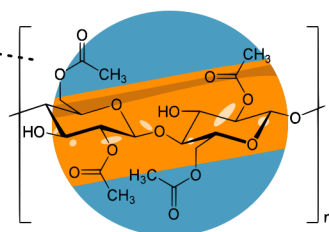
Why is this Happening?



30%

of smokers reported littering within the last 30 days.

THEY DON'T BIODEGRADE



95%

of cigarette filters are comprised of **cellulose acetate**, a type of plastic which persists in the environment

What Can You Do To Help?

By installing ash receptacles at transition points, cigarette litter is drastically reduced.

The Cigarette Litter Prevention Program of Keep America Beautiful® has reduced cigarette butt litter by 50% every year it's been implemented since 2002.



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



Smokers and non-smokers alike can be part of the movement by installing cigarette butt receptacles or putting a CLPP program in place.

Once they are on the ground

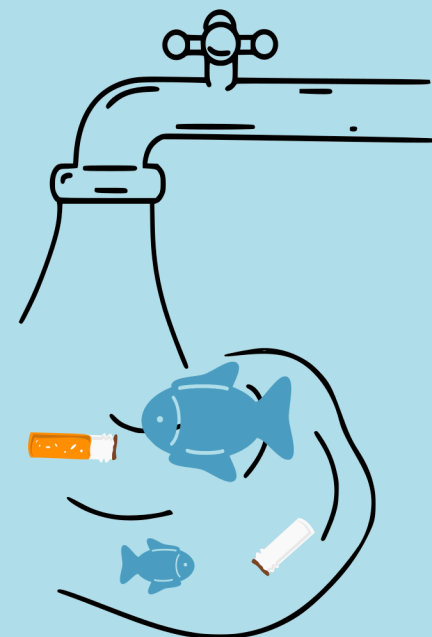
Cigarette butts can end up in storm drains after the rain which pile up, stream into waterways and harm marine life. They are mostly washed up from pedestrian sidewalks and roadways.

83%

of litter near storm drains consists of smaller items under 4 inches. Cigarette butts predominantly take up this percentage.

32%

of litter at storm drains consist of tobacco products.



What are transition points?



Shops



Offices



Bus stops

Be a part of the movement

Partner with us to start a Cigarette Litter Prevention Program in your area.

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 2019 Keep America Beautiful®, Inc. — kab.org.