

KEEP IOWA BEAUTIFUL 2001 ROADSIDE LITTER CHARACTERIZATION STUDY

During the spring of 2001, Keep Iowa Beautiful (KIB) selected Barker Lemar Engineering Consultants (Barker Lemar) to perform the 2001 Roadside Litter Characterization Study. The purpose of this study was to discuss the extent of the litter problem in Iowa.

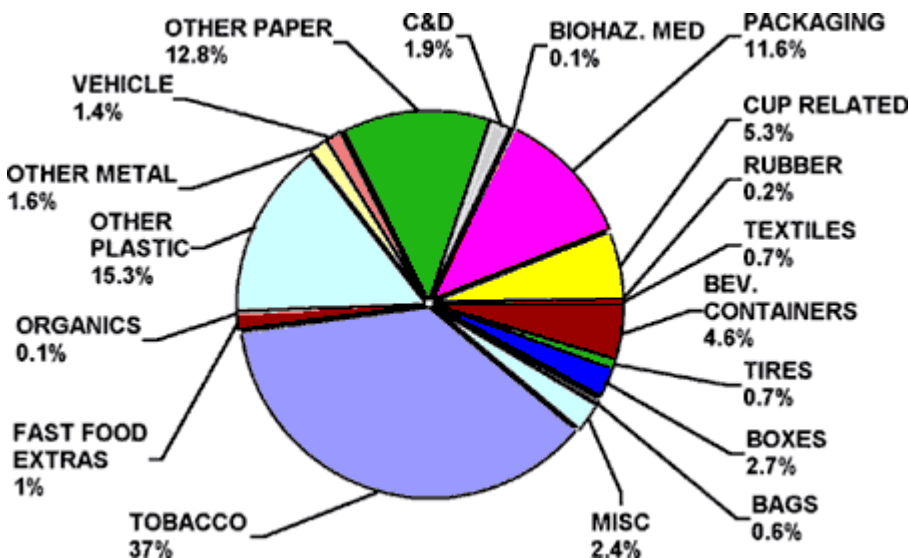
Litter was collected from 150 sites randomly located along Iowa's urban and rural roadways. The sites (30' x 200') are permanently identified with a global positioning system and can be reidentified and located in the future. The litter was picked up if it was 1/2" square or larger. A total of 22,585 pieces of litter was collected over 657,401 square feet of roadside survey area.

Of the litter collected during the study, 44.8 percent was located along high-volume roadside segments, although the high-volume sites represented 12 percent of the samples. The high-volume sites generated more litter per square foot of surveyed area than medium-volume, low-volume and rural sites combined.

A calculated extrapolation showed 1.4 million pieces of litter per mile of high-volume roadside in the state of Iowa.

Litter Collection by Quantity

2001 Roadside Litter Study Characterized by Quantity



Summary of Results

Packaging, other paper and other plastic litter made up 39.7 percent of all litter collected, while tobacco litter made up another 37 percent. Two percent of litter collected was deposit-designated beverage container-related litter. Nondeposit-designated beverage container-related litter made up 2.5 percent of all litter collected. Of the deposit litter, 50 percent was aluminum cans, 44 percent was glass and five percent was plastic.

The leading name brands for a selection of subcategories included Marlboro (cigarette filters and butts), Snickers (candy and snack packaging), Mountain Dew (soda containers), Bud Light (beer containers), McDonald's (paper cups) and Burger King (plastic cups).