

## SUMMARY OF COMMUTER SURVEYS



Commuters Interviewed: 22

	Yes	No
Did you notice this poster?	2	20
Is the poster effective in grabbing people's attention?	19	3



### Notes from commuters:

(Re: Plastic Weight Poster) Many commuters thought the poster was recommending that we all use less plastic. One individual noted their surprise at how much plastic we use on a daily basis. One commuter said the message of the poster was “to save sea life by using less plastic”. Many commuters thought that the poster “looks great”. Many commuters said the poster “is eye-catching”, and 77% of individuals thought the poster effectively grabbed their attention. 33% of participants said the posters “could be in better locations, closer to the train”. People enjoyed the bold colors and the crab illustration. 33% of people recommended that future posters “should have fewer words and bigger font”. Another comment was that the poster “looked busy”. One individual suggested “all text should be one color - white would be best... Numbers and figures could stand out more if they were a different color, like red.” This person thought “a message with fewer words could be more direct and more thought-provoking”.

(Re: Reduce, Reuse, Recycle Poster) 46% of commuters said the poster encouraged the audience to reduce their plastic use. 31% of people said the poster’s main message encouraged people to recycle. 15% of commuters said that the poster is encouraging them to reduce, reuse, and recycle, and to not let plastic end up in a landfill. One commuter said “where we put our plastic is bad”. 31% of commuters said they had no suggestions, and the poster looks good. One commuter also liked the poster, and especially liked the crab, explaining that the crab is eye-catching and the poster is very clear. Two other individuals thought the crab was eye-catching and liked the poster, but also recommended for the poster to be less busy. One commuter mentioned the poster could be less wordy. Another suggestion was the pie chart could be crisper. Another commuter agreed, saying the pie chart is difficult to see, and he further explained the poster looks like the message is to only reduce, not to reuse nor recycle. This, he said, was a little confusing. The next commuter agreed, adding the red looks like graffiti, but the information given is educational, and that should stay the same. The last commuter said that the Great Pacific Garbage Patch should be advertised about because that would be more eye-catching.



Commuters Interviewed: 65

	Yes	No
Did you notice this poster?	18	47
Is the poster effective in grabbing people's attention?	56	9
Does this poster make you consider changing your actions?	62	3



### Notes from commuters:

- Good location, close to where many people wait for train
- Poster really stands out against other advertisements at the station
- Found message to be very impactful

- Green text is really eye catching
- Statistic is startling to think about
- Fear that things will just get worse if change isn't made