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# 2013 Litter Attitudes And Behaviors



Don't  
mess with  
Texas®

*Pre-Campaign Report*  
*April 3, 2013*



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# Research Objectives And Methodology

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## ▪ Key objectives were to:

- Gauge pre-campaign awareness, understanding, and media recall of *Don't mess with Texas*.
- Understand attitudes and behaviors toward littering.
- Identify those most likely to litter.
- Aid in developing strategies for reducing litter on TxDOT roadways.
- Provide 2013 benchmarks for future comparison and for comparison to past attitudes and behaviors.

## ▪ Methodology:

- 1,206 Texas residents were interviewed online. A supplemental sample of 74 Spanish dominant speakers were interviewed via phone and online.
- Qualifications included:
  - Current Texas resident.
  - Aged 16 or more years.
  - Not employed in a sensitive industry (marketing, market research, or advertising).
  - Not an elected official.
- Sampling quotas and weighting were applied to more closely match Texas demographics and ensure a readable base for reporting by key population segments including Millennials (16 to 24 year olds) and past-month admitted litterers.
- Significantly higher numbers between segments are shown throughout the report (^) at the 90% confidence level.

# Summary Of Findings—General Population

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- Within the general population, awareness of the *Don't mess with Texas* slogan is very high (98%), with most residents associating it with an anti-litter message and keeping Texas clean.
- A majority (62%) recalled advertising or public service announcements with the slogan in the past year.
  - A larger percentage (81%) reported seeing or hearing the slogan *somewhere* in the past year, with street/highway signs and TV advertising making up a large portion of this recall.
  - Compared to non-litterers, past-month litterers had a higher recall of media and seeing the slogan in other places (e.g., t-shirts, Internet, bumper stickers).
  - Millennials and older adults had similar recall of media/other sources; however, Millennials were more likely to report online and social media sources while older adults had higher recall of the slogan from newspapers and litter bags.
- Past-year recall of *Don't mess with Texas* was much higher than other anti-litter messages and slogans (e.g., “Pitch In”).
- Most Texans believe *Don't mess with Texas* has had a positive impact on reducing litter in Texas. However, less than half indicated it was “very positive.” Reasons for less impact included “still seeing litter,” and a belief that people will not change their behavior.

# Summary Of Findings—General Population (cont.)

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- About a third of residents admitted to littering in the past month. The most common forms, by a wide margin, were food/organic material and small pieces of paper (e.g., receipts, gum wrappers).
  - Food/organic material was the most common, but considered the *least serious* form of litter, indicating an opportunity for awareness and education to help reduce its frequency as litter.
  - Beer and other cans/bottles, plastic bags/other plastic, and construction debris are considered the most serious forms of litter.
  
- There are some notable differences by segment. Millennials have a much higher incidence of littering compared to older adults. In general, the incidence of littering skews somewhat toward males, but more heavily toward *Millennials, Hispanics, singles, and households with young children*.
  - In the case of Millennials in particular, being “rushed for time” seems to be a key component of littering.
  - Past-month litterers reported more miles driven per day.
  - While most residents believe littering is against the law in all cases, past-month litterers and Millennials were not as certain about this. This indicates an opportunity for increased education among these groups with regard to the law.
  - Most residents give equal weight to littering being a Texas pride *and* environmental issue; however, a fair portion of Millennials give a bigger weight to the environment.
  
- Better enforcement and fines seem to resonate the most as deterrents to littering. As important motivators, these consequences often outweigh facts around taxpayer expense and the amount of litter that accumulates in Texas.

## Summary Of Findings—General Population (cont.)

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- Most of the general population would *not* report someone for littering, including a stranger; however, the likelihood to report increases if a letter to the offender is involved (assuming anonymity).
- Most parents have asked a child not to litter at some point, and most often when discussing good values and responsibility. Parents feel strongly that they, and other family members, have the most influence on educating children about litter.
- Around 30% of current and former smokers admitted to throwing cigarette butts out the window while driving. Most *disagreed* that “cigarette butts are not litter,” but many feel that throwing them out the window or on the ground is simply a “habit” or the only convenient way.

# Summary Of Findings—Spanish Dominants

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- Spanish-dominant speakers have a much lower awareness of *Don't mess with Texas* than the general population, and there is some confusion on its meaning.
  - Many Spanish dominants associate the slogan more with Texas pride aspects than litter/cleanliness.
  - Among those aware of the slogan, media and other source recall was similar to the general population in total, but higher for some specific sources (e.g., gas stations and newspapers).
- Spanish dominants were more likely to give *Don't mess with Texas* a positive impact rating (including *very positive*).
- However, incidence of littering is higher within this segment. This is especially true for small pieces of litter (gum wrappers, lottery tickets, etc.).
- Most Spanish dominants believe littering is against the law in all cases with fines/stricter enforcement cited often as suggested means of deterrence.
- Like the general population, most Spanish dominants would not report a close acquaintance for littering. However, close to 75% would be more likely to report an offender if a letter was involved. This compares to around 60% of the general population.
- This segment rated the seriousness of litter items similarly to the general population. A notable exception was food/organic material where a higher percentage believe it is serious.

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## *General Population Findings*

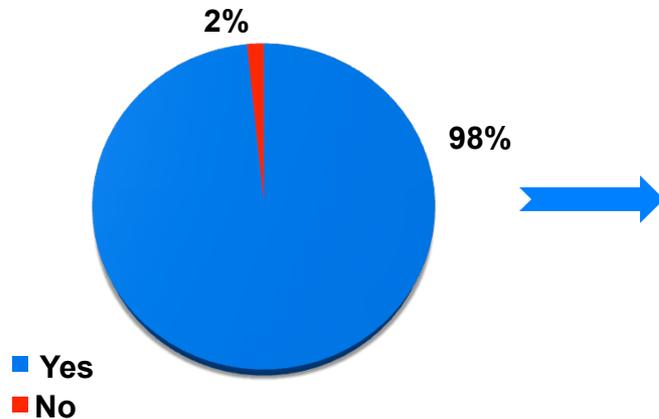
**Don't mess with Texas  
Slogan Recall And Attitudes**

# Slogan Awareness And Meaning

Awareness of the slogan is almost universal, with most residents associating it with "Litter and Cleanliness in Texas."

A smaller portion mentioned Texans' attitude and respect for the state.

## Aware Of "Don't mess with Texas"



## Meaning Of *Don't mess with Texas* (Unaided)

<b>Litter/Cleanliness In Texas (Net)</b>	<b>80%</b>
Do not litter/Keep it clean	39%
Do not litter in Texas/Keep Texas clean	17%
Do not litter on the highways/streets/in public areas	12%
Do not litter on Texas highways/streets/in public places	5%
Do not throw trash out of your vehicle/vehicle window	4%
Pick up after yourself/Throw trash away in the proper receptacles	4%
Anti-litter campaign	4%
Keep Texas beautiful/Texas is beautiful	4%
Do not pollute/Do not pollute the state's environment	3%
Do not damage Texas/Do not destroy public property	3%
<b>About Texas/The State (Net)</b>	<b>21%</b>
<b>People In Texas (Subnet)</b>	<b>9%</b>
Texans feel a strong allegiance to their state/They are very proud to be Texans	3%
<b>Respect (Subnet)</b>	<b>5%</b>
Respect the state/Texas	3%
Texas is its own state/does not want to be told what to do/Texas could stand on its own	3%
<b>Laws (Net)</b>	<b>16%</b>
You will have to pay a fine/large fine if you are caught	6%
You will be punished if you break the law in Texas	6%
Abide by the law in Texas	5%

Base 1: General Population (n=1206). Base 2: Aware of Don't mess with Texas (n=1188). Shows mentions of 3% or greater.

Q1. Are you aware of the slogan Don't mess with Texas?

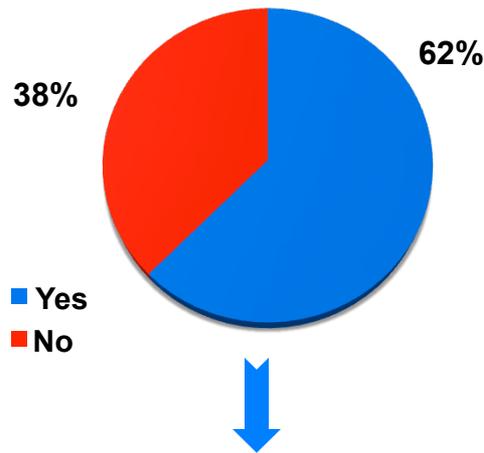
Q2. In your own words what does the slogan Don't mess with Texas mean to you?

# Past-Year Ad/Public Service Awareness And Unaided Recall

Among those aware of the slogan, a majority recalled DMWT ads or public service announcements within the past year. Recall was higher among admitted litterers than non-litterers.

Element recall centered around where the slogan was seen or heard, message elements, and theme.

## Aware Of Ads/Public Service Announcements



Past-Month Litterers = 67%^  
 Non-Litterers = 60%

Millennials = 59%  
 Older Adults = 64%

## Ad/Public Service Recall (Unaided)

<b>Where Seen/Heard (Net)</b>	<b>38%</b>
Road/Highway signs	13%
Television advertising/message	8%
Bumper sticker(s)	6%
A billboard	6%
<b>Message (Net)</b>	<b>28%</b>
Littering/Do not litter	12%
Keep Texas/Texas highways clean/Not littering on the roadside	5%
<b>Theme Of The Ad (Net)</b>	<b>20%</b>
Celebrities talking about not littering/keeping our highways clean	4%
Celebrity/Celebrities saying/singing 'Don't mess with Texas'	3%
<b>Slogan (Net)</b>	<b>12%</b>
'Don't mess with Texas'	6%
The slogan	6%
<b>People In The Ad (Net)</b>	<b>10%</b>

Base 1: Aware of Don't mess with Texas (n=1188). Base 2: Recall ads/announcements (n=736). Shows mentions of 3% or greater.

Q3. Have you seen, read, or heard any advertising or public service announcements with the slogan Don't mess with Texas in the past year or so?

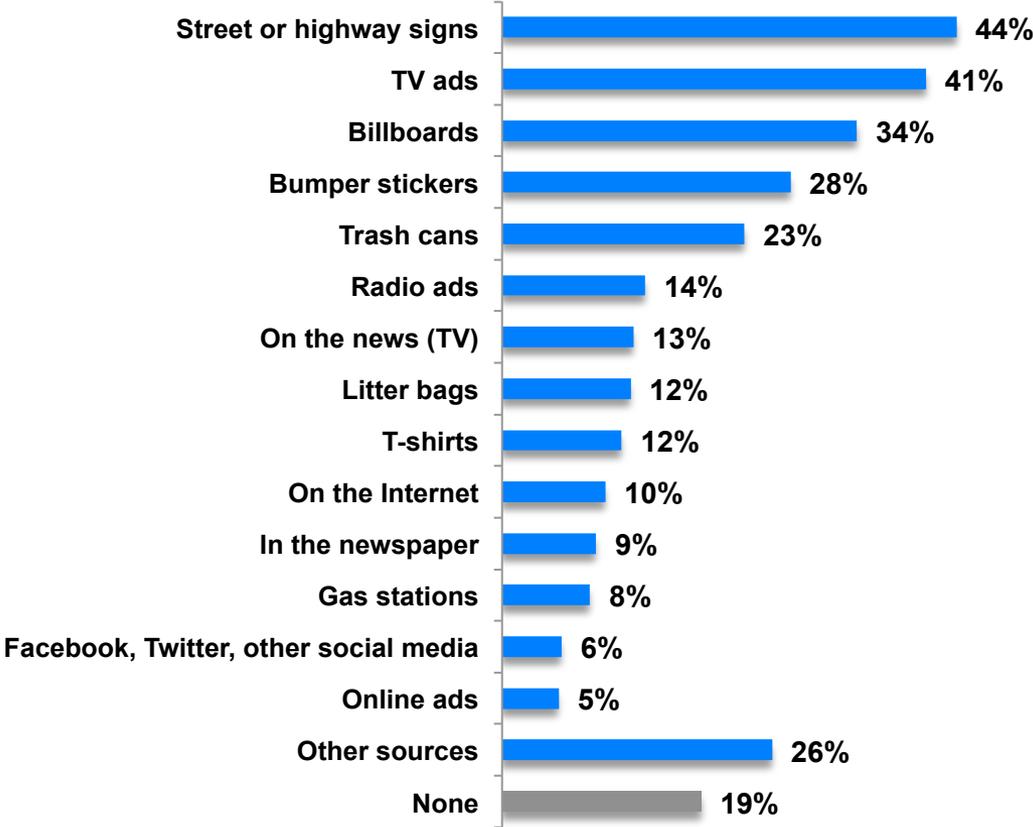
Q4. What do you recall from the advertising or public service announcement?

# Aided Past-Year Media/Other Recall



Street or highway signs, along with TV ads, make up the top tier of media and other recall for DMWT.

Media/Other Recall Of DMWT



Base: Aware of Don't mess with Texas (n=1188)

Q5. In the past year or so where, if at all, have you seen, read, or heard the slogan Don't mess with Texas?

# Aided Past-Year Media/Other Recall (cont.)

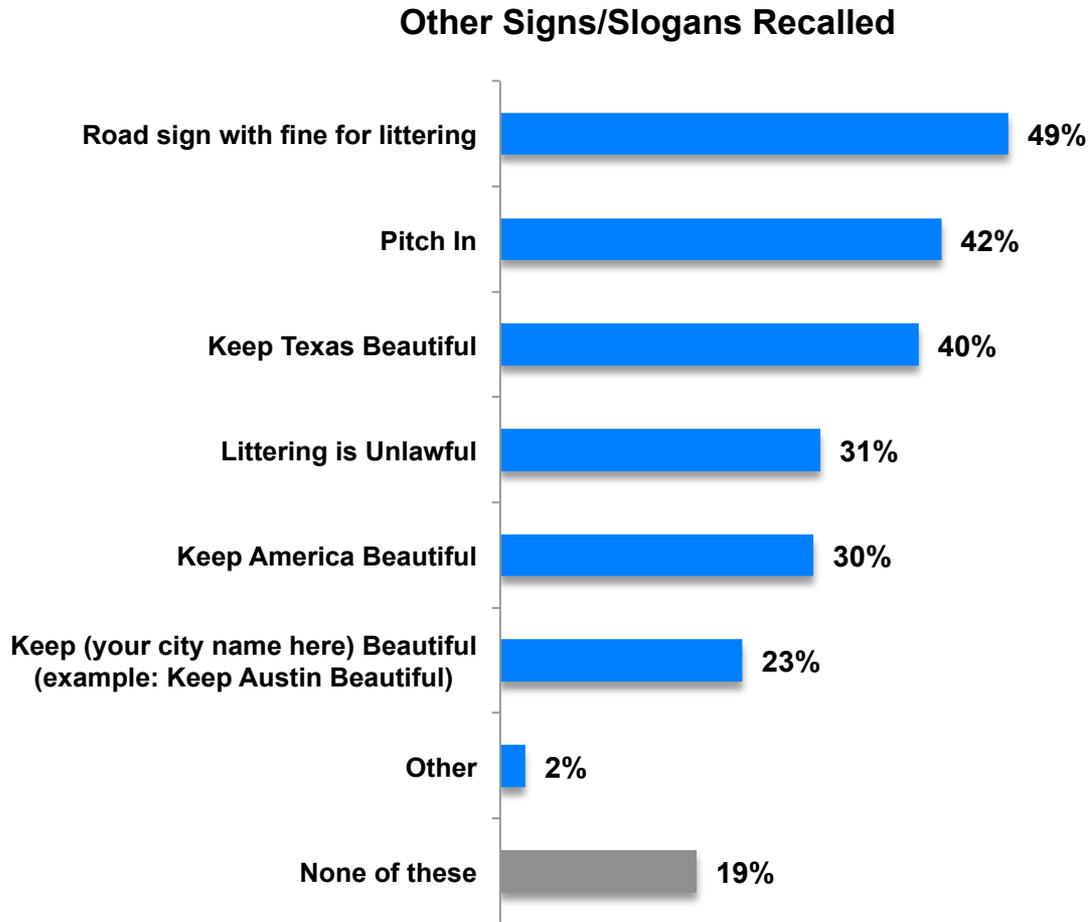
Compared to non-litterers, past-month litterers had higher recall of DMWT media and other sources. Millennials and older adults had similar recall in total, but differed on several sources.

Media/Other Recall Of DMWT	Past-Month Litterers	Non-Litterers		Millennials	Older Adults
Street or highway signs	50%^	41%		45%	44%
TV ads	44%	39%		37%	42%
Billboards	38%	33%		34%	34%
Bumper stickers	33%^	25%		29%	27%
Trash cans	29%^	21%		22%	24%
Radio ads	19%^	11%		16%	13%
On the news (TV)	15%	12%		12%	13%
Litter bags	15%	11%		8%	14%^
T-shirts	15%^	10%		13%	11%
On the Internet	14%^	8%		13%	9%
In the newspaper	10%	9%		6%	10%^
Gas stations	13%^	6%		11%	8%
Facebook, Twitter, other social media	9%^	4%		10%^	4%
Online ads	8%^	4%		9%^	4%
Other Sources	39%^	20%		35%^	23%
None	15%	21%^		21%	19%

Base: Aware of Don't mess with Texas: PM Litterers (n=340); Non-Litterers (n=848); Millennials (n=278); Older Adults (n=910)  
 Q5. In the past year or so where, if at all, have you seen, read, or heard the slogan Don't mess with Texas?

# Other Signs/Slogans—Past-Year Recall

About half of residents recalled seeing road signs with fines for littering in the past year. Slogan recall here was much lower than for DMWT.



## Other Signs/Slogans—Past-Year Recall (cont.)

In most cases, past-month litterers had higher recall of these signs and slogans compared to non-litterers. Older adults had much higher recall of “Pitch In” than Millennials.

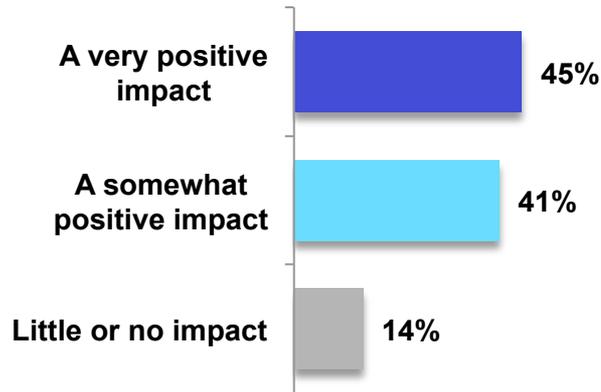
Other Signs/Slogans Recalled	Past-Month Litterers	Non-Litterers	Millennials	Older Adults
Road sign with fine for littering	53%^	47%	49%	49%
Pitch In	42%	42%	25%	48%^
Keep Texas Beautiful	46%^	37%	45%	39%
Littering is Unlawful	33%	30%	26%	32%^
Keep America Beautiful	33%	29%	24%	32%^
Keep (your city name here) Beautiful (example: Keep Austin Beautiful)	23%	23%	30%^	21%
Other	2%	3%	2%	2%
None of these	14%	21%^	15%	20%^

# Impact Of DMWT On Littering And Positive Reasons

Most residents believe DMWT has had a positive impact. However, fewer than half said a “very positive impact.”

Positive mentions included seeing less litter these days and the slogan being easy to remember.

## Impact Of DMWT On Littering



Very Positive  
 Past-Month Litterers = 48%  
 Non-Litterers = 44%  
 Millennials = 40%  
 Older Adults = 47%^

Reasons For Very Positive DMWT Impact Rating	
<b>Positive (Net)</b>	<b>92%</b>
<b>Littering/Cleanliness (Subnet)</b>	<b>34%</b>
I see less litter than before/I do not see as many people littering/People are using the trash cans	12%
It reminds/encourages people not to litter	9%
It makes people stop and think about littering	6%
<b>Remembrance/Effectiveness (Subnet)</b>	<b>27%</b>
Easy to remember	10%
It is catchy	9%
Makes people feel more responsible for the environment	3%
<b>The Slogan (Subnet)</b>	<b>17%</b>
People/I know the meaning of the slogan	3%
It has been around for a long time	3%
Good slogan	3%
<b>Texans/People (Subnet)</b>	<b>15%</b>
Texans are proud to live in Texas/take pride in their state	7%
<b>Awareness (Subnet)</b>	<b>14%</b>
I hear/see ads frequently	9%
It makes people aware/It raises awareness of the littering problem	5%
<b>Presentation (Subnet)</b>	<b>6%</b>
Well-known celebrities/spokespersons endorse it	3%
<b>Texas/Texas Laws (Subnet)</b>	<b>6%</b>
Big fines/consequences discourage people from littering	4%
<b>Negative Mentions (Net)</b>	<b>5%</b>

Base 1: Aware of slogan Don't mess with Texas (n=1206). Base 2: Very positive impact (n=514). Shows mentions of 3% or greater.

Q33. In terms of reducing litter in Texas, do you think the Don't mess with Texas campaign has had...?

Q34. Why do you say that?

# Reasons For Somewhat Positive DMWT Impact

Reasons for a *somewhat positive* rating included the impact on littering (both positive and negative).

A small portion of residents mentioned the slogan being “outdated.”

Reasons For Somewhat Positive DMWT Impact Rating	
<b>Positive (Net)</b>	<b>50%</b>
<b>Littering/Cleanliness (Subnet)</b>	<b>20%</b>
It reminds/encourages people not to litter	7%
I see less litter than before/I do not see as many people littering/People are using the trash cans	7%
It makes people stop and think about littering	3%
<b>Remembrance/Effectiveness (Subnet)</b>	<b>12%</b>
Easy to remember	5%
It is catchy	4%
<b>The Slogan (Subnet)</b>	<b>9%</b>
<b>Texans/People (Subnet)</b>	<b>8%</b>
<b>Awareness (Subnet)</b>	<b>7%</b>
It makes people aware/It raises awareness of the littering problem	5%
<b>Texas/Texas Laws (Subnet)</b>	<b>3%</b>
Big fines/consequences discourage people from littering	3%
<b>Neutral (Net)</b>	<b>3%</b>
<b>Negative (Net)</b>	<b>51%</b>
<b>Littering/Cleanliness (Subnet)</b>	<b>22%</b>
I still see litter on the roads/highways/parks	9%
People still litter/No changes seen	8%
There will always be those that litter/You cannot change human behavior	5%
<b>People (Subnet)</b>	<b>13%</b>
People/Some people do not care	7%
People do not pay attention/People ignore it	3%
<b>The Slogan (Subnet)</b>	<b>10%</b>
Not knowing what the slogan means/Not knowing it is about littering	4%
It has become outdated/does not connect with the younger generations	3%
<b>Texans/Texas Laws (Subnet)</b>	<b>7%</b>
<b>Ineffectiveness (Subnet)</b>	<b>4%</b>
<b>Awareness (Subnet)</b>	<b>3%</b>
I do not hear/see it advertised much anymore	3%

Base: Somewhat positive impact (n=499). Shows mentions of 3% or greater.

Q34. Why do you say that?

# Reasons For *Little Or No* DMWT Impact

Among those who rated DMWT as having *little or no* impact, reasons included still seeing litter and people “not caring.”

Reasons For <i>Little Or No</i> DMWT Impact Rating	
<b>Negative (Net)</b>	<b>83%</b>
<b>Littering/Cleanliness (Subnet)</b>	<b>41%</b>
I still see litter on the roads/highways/parks	19%
People still litter/No changes seen	14%
There will always be those that litter/You cannot change human behavior	5%
<b>People (Subnet)</b>	<b>19%</b>
People/Some people do not care	8%
People do not pay attention/People ignore it	3%
<b>The Slogan (Subnet)</b>	<b>18%</b>
Not knowing what the slogan means/Not knowing it is about littering	12%
It needs to be changed	3%
<b>Texans/Texas Laws (Subnet)</b>	<b>10%</b>
Police are not enforcing the law/They ignore the problem	3%
There are no consequences/Do not know of any laws	3%
<b>Ineffectiveness (Subnet)</b>	<b>5%</b>
<b>Positive (Net)</b>	<b>5%</b>
<b>Neutral (Net)</b>	<b>3%</b>
Miscellaneous comments about other meanings of the slogan	4%



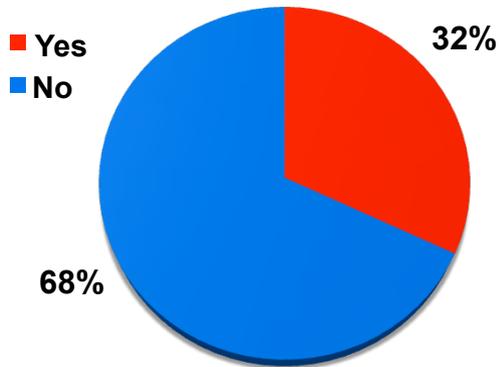
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# Litter Behavior And Attitudes

# Past-Month Incidence Of Littering (Self)

About one-third of residents admitted to littering in the past month. Food/Organic material and small pieces of paper were the most common forms. Compared to older adults, Millennials had a much higher incidence of littering.

**Past-Month Incidence Of Littering**

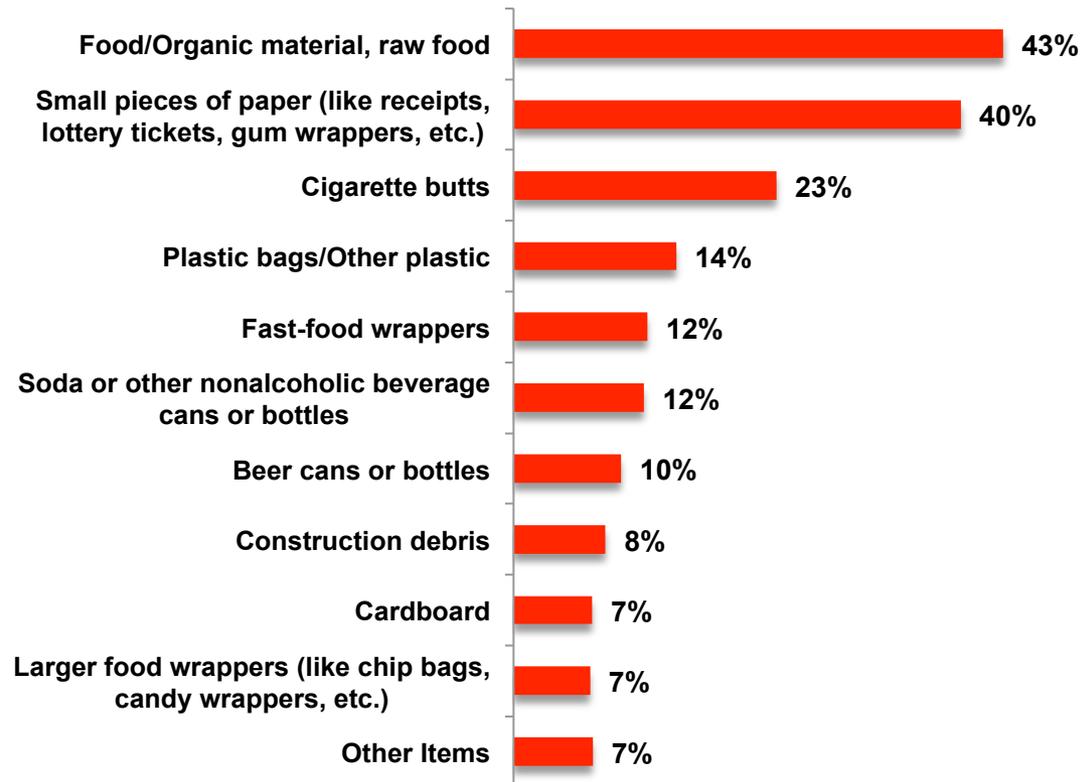


Have Littered (Past-Month)

Millennials = 48%<sup>^</sup>  
Older Adults = 26%

Millennials were significantly more likely than older adults to litter food/organic material and small pieces of paper.

**Items Littered (Past Month)**



Base 1: General Population (n=1206). Base 2: Past-Month Litterers (n=353).

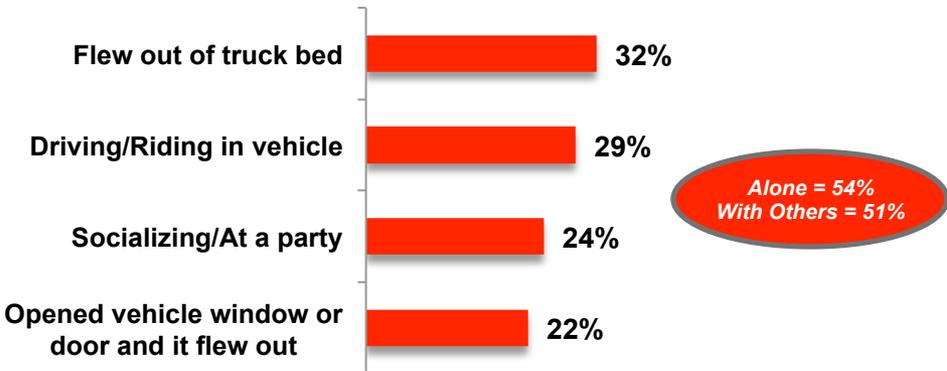
Q11. Which of these items have you, yourself discarded as litter in the past month, either by accident or because you didn't think it was a major piece of litter?

This could be while driving, walking, or any other occasion.

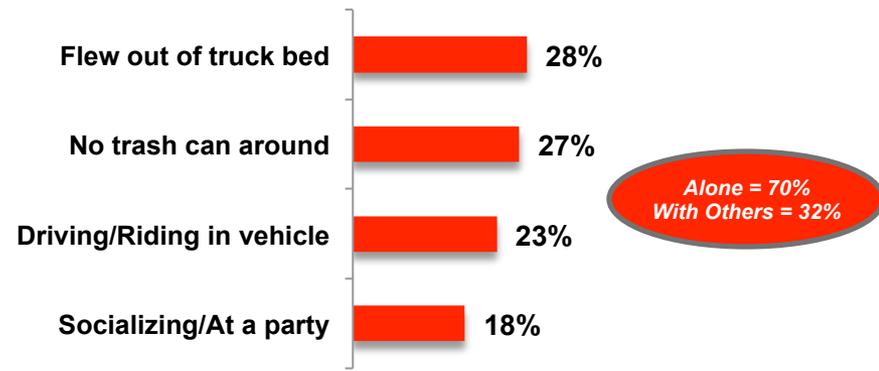
# Most Common Litter Circumstances

For cans and bottles (both beer and soda/non-alcoholic) the most common reason for littering was it “flew out of truck bed.” Littering of cigarette butts was most common, by far, when driving or riding in a vehicle.

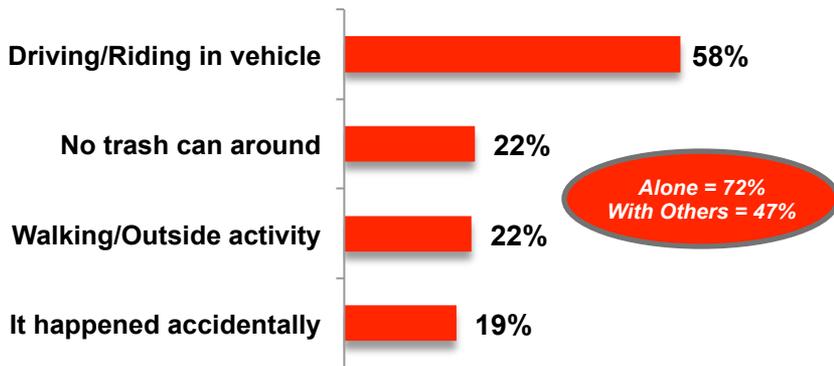
**Beer Cans/Bottles\***



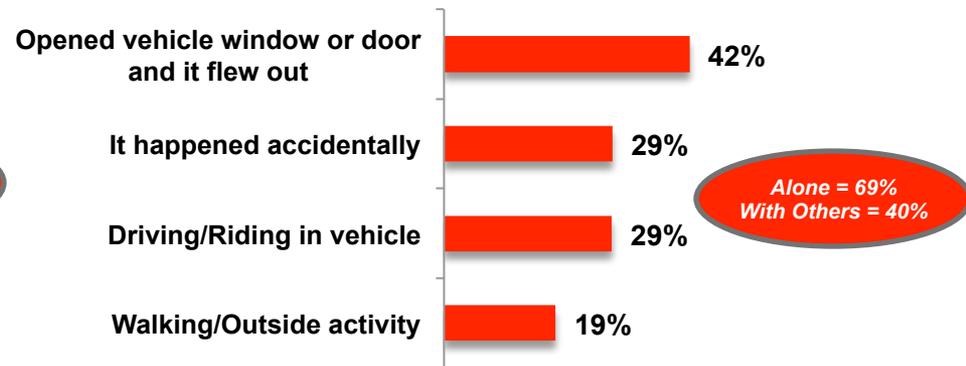
**Soda/Non-Alcoholic Cans/Bottles\***



**Cigarette Butts**



**Small Pieces Of Paper**

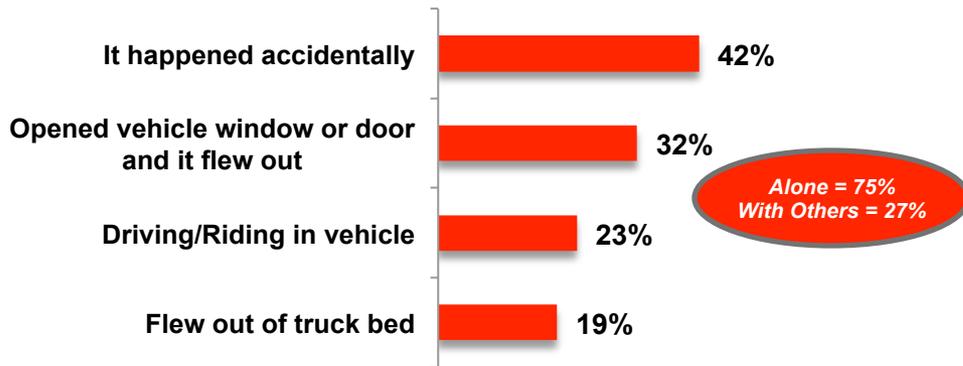


Base size varies. Have littered item in the past month. \*Caution: small base sizes (n<50).  
Q12. As best as you can recall, what were the circumstances when you discarded < item > as litter?  
Q13. When you discarded < item > as litter, were you...?

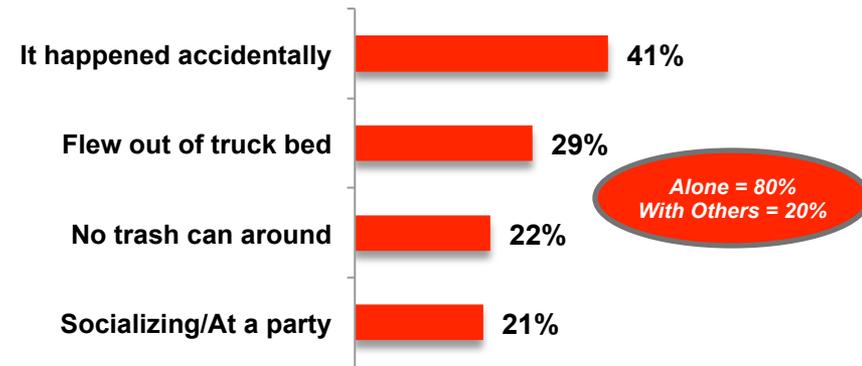
# Most Common Litter Circumstances (cont.)

With the exception of fast-food wrappers, “it happened accidentally” was cited most often as the reason for littering the items shown here. In all cases, incidence of littering was more common when alone than with others.

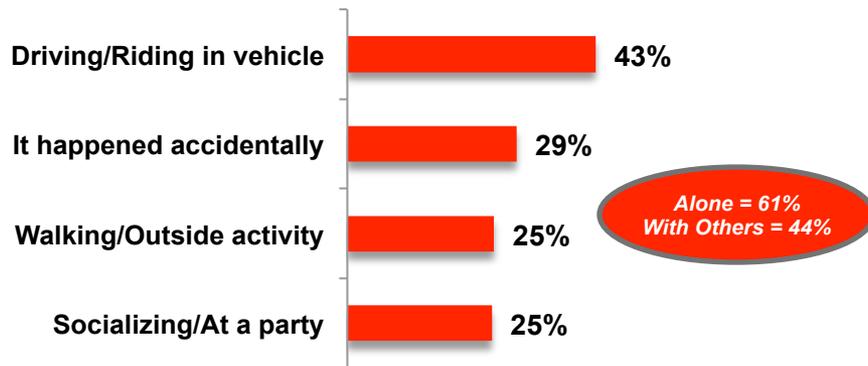
**Plastic Bags/Other Plastic\***



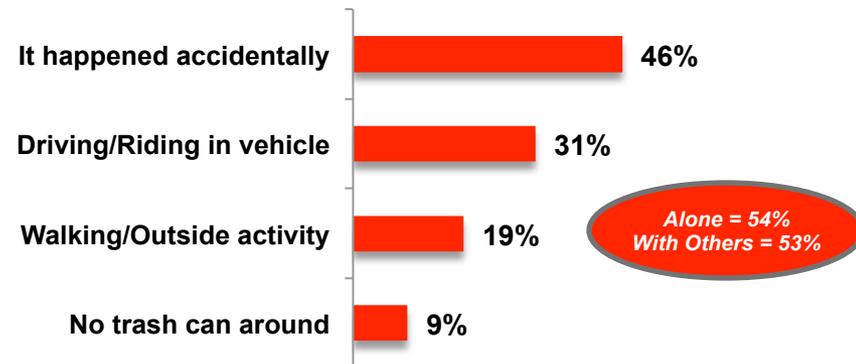
**Construction Debris\***



**Fast-Food Wrappers\***



**Larger Food Wrappers\***

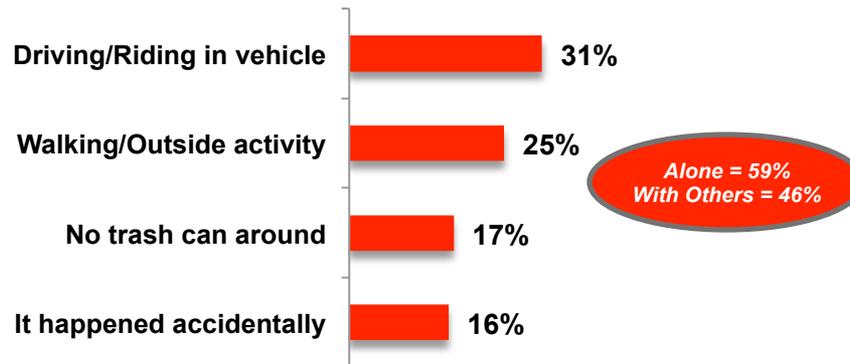


Base size varies. Have littered item in the past month. \*Caution: small base sizes (n<50).  
Q12. As best as you can recall, what were the circumstances when you discarded < item > as litter?  
Q13. When you discarded < item > as litter, were you...?

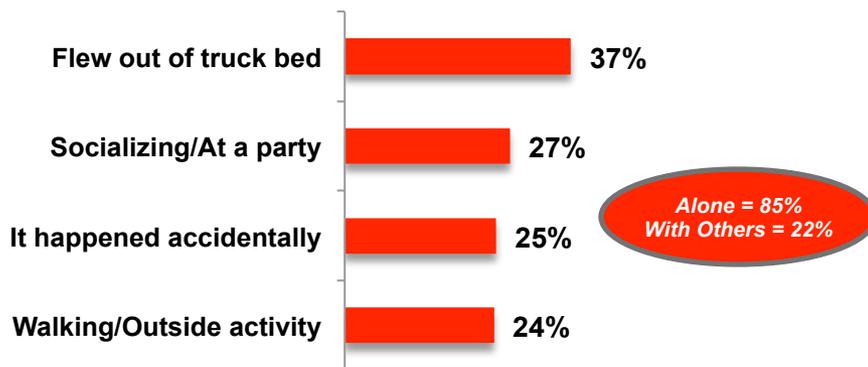
# Most Common Litter Circumstances (cont.)

Littering of food and organic material (the most common form of litter reported) occurred most often while driving or riding in a vehicle.

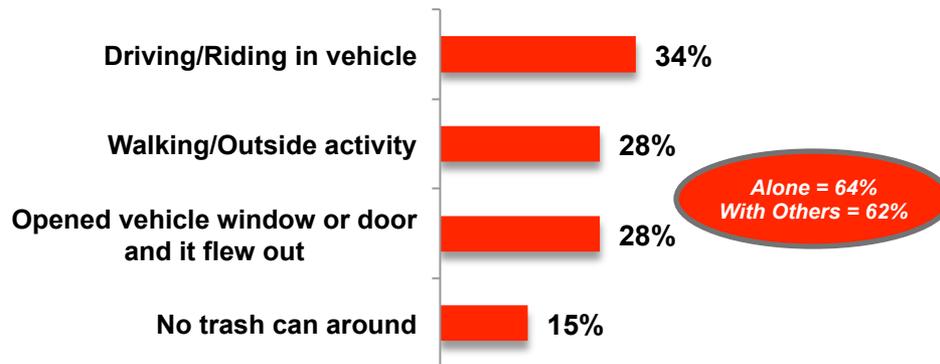
## Food/Organic Material/Raw Food



## Cardboard\*



## Other Items\*



Base size varies. Have littered item in the past month. \*Caution: small base sizes (n<50).  
Q12. As best as you can recall, what were the circumstances when you discarded < item > as litter?  
Q13. When you discarded < item > as litter, were you...?

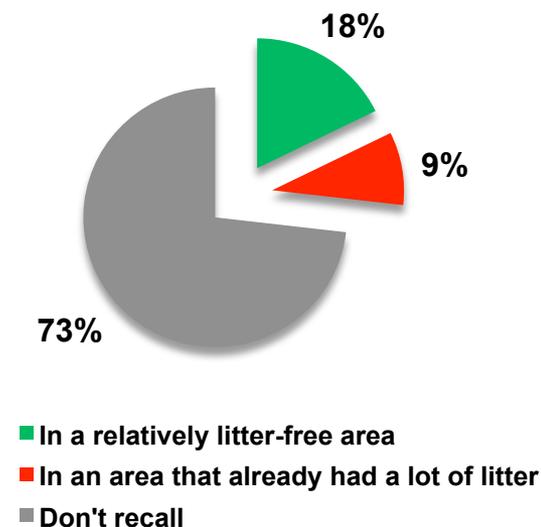
# Litter Incident Recall (Self Or Others)

Trash flying out of the bed of a pickup was cited most often as a litter incident within the past three months. Very few residents reported getting a ticket or witnessing a ticket for littering.

Most residents did not recall the area littered in, but more said it was “litter free” than not.

Litter Incident Recall	Within The Past 3 Months	3 Months To 1 Year Ago	More Than 1 Year Ago	Never
I Noticed That Some Trash Flew Out Of The Bed Of A Pick-Up I Was Driving Or Riding In	20%	13%	24%	43%
I/Someone I Was Riding With Threw Out A Cigarette Butt	14%	9%	30%	46%
I/Someone I Was Riding With Threw Out A Smaller Piece Of Litter Like A Candy Or Gum Wrapper, Lottery Ticket, etc.	12%	12%	33%	43%
I Had Problems With A Vehicle And Left Debris Like A Tire, Part Of A Tire, Or Other Item On The Roadside	4%	4%	8%	84%
I/Someone I Was Riding With Threw Out A Larger Piece Of Litter Like A Bag, Can, Or Bottle, etc.	4%	7%	27%	62%
I/Someone I Was Riding With Got A Ticket For Littering	1%	2%	2%	95%

Where Incident(s) Occurred



Base 1: General Population (n=1206). Base 2: Experienced litter incident (n=983).

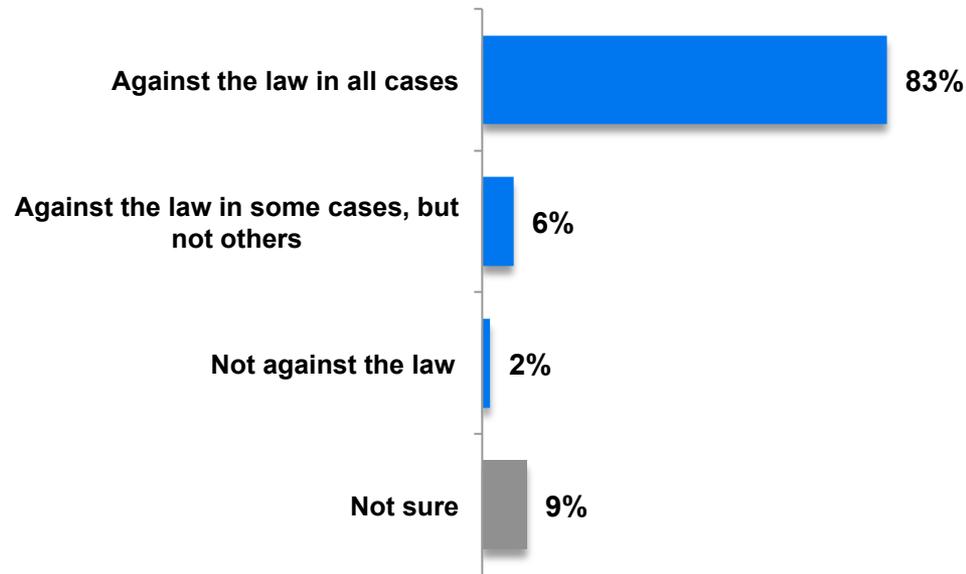
Q10. When has each of the following happened to you while driving or riding in a vehicle, if ever?

Q10A. On the occasion(s) when you, or someone you were with, littered, either by accident or because you didn't think it was anything major, was it...?

# Littering And The Law

A large majority of residents believe littering in Texas is against the law in all cases. However, past-month litterers and Millennials are less certain on this.

## “In Texas, Is Littering...”



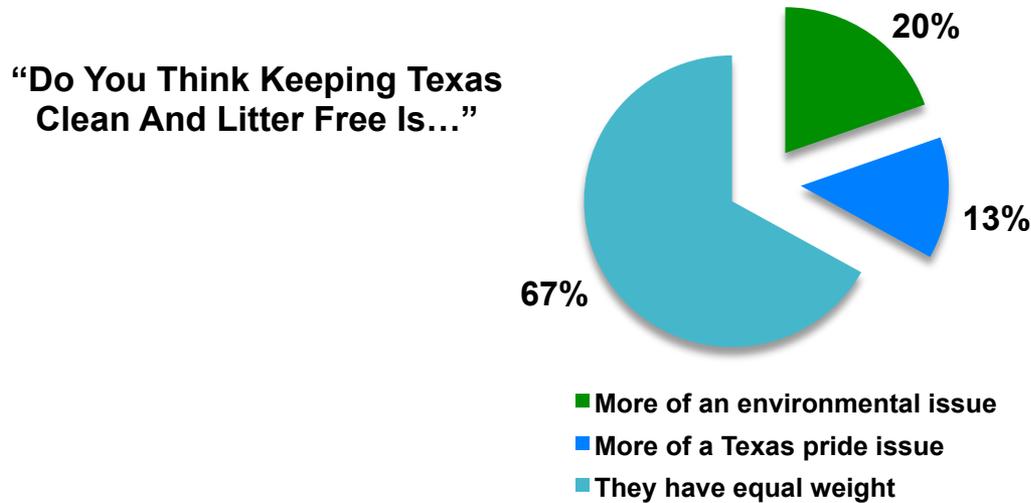
### Against The Law In All Cases

Past-Month Litterers = 77%  
Non-Litterers = 86%^

Millennials = 79%  
Older Adults = 84%^

# Littering And The Environment

About two-thirds give the environment and “Texas pride” equal weight when it comes to keeping Texas clean and litter free. Millennials are much more likely than older adults to consider it more of an environmental issue.

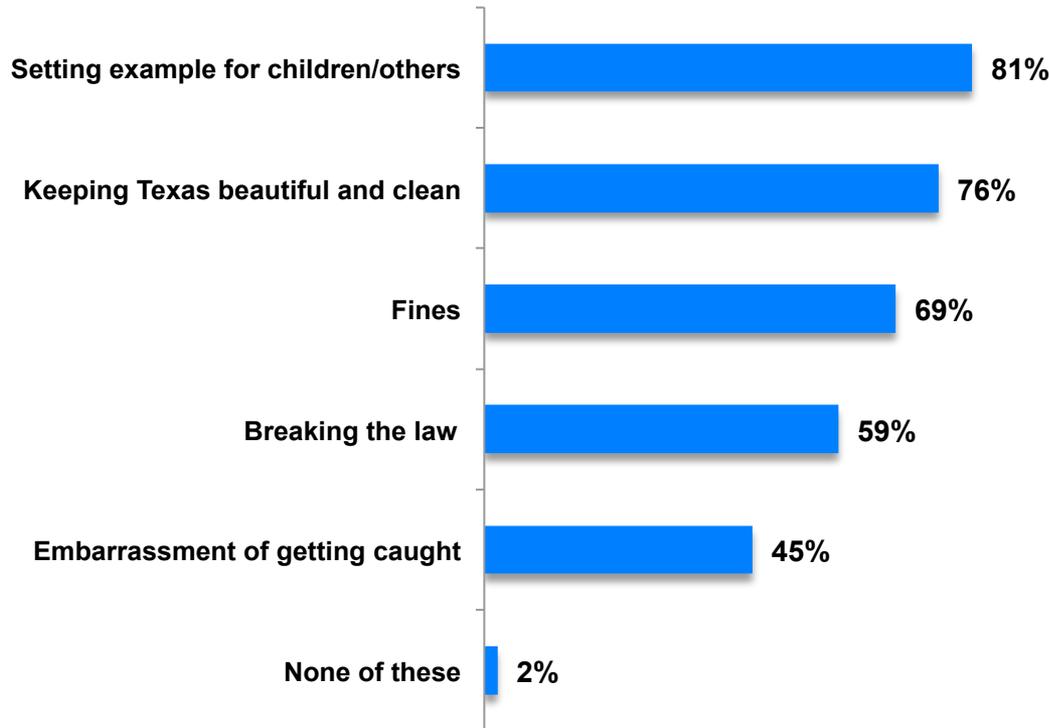


	Past-Month Litterers	Non-Litterers		Millennials	Older Adults
More of an environmental issue	21%	19%		31%^	16%
More of a Texas pride issue	18%^	11%		14%	13%
They have equal weight	60%	70%^		55%	71%^

# Important Motivators Not To Litter

Most residents think these motivators to not litter are important. Past-month litterers and Millennials place less importance on all of these aspects compared to other residents.

### Important Anti-Litter Motivators

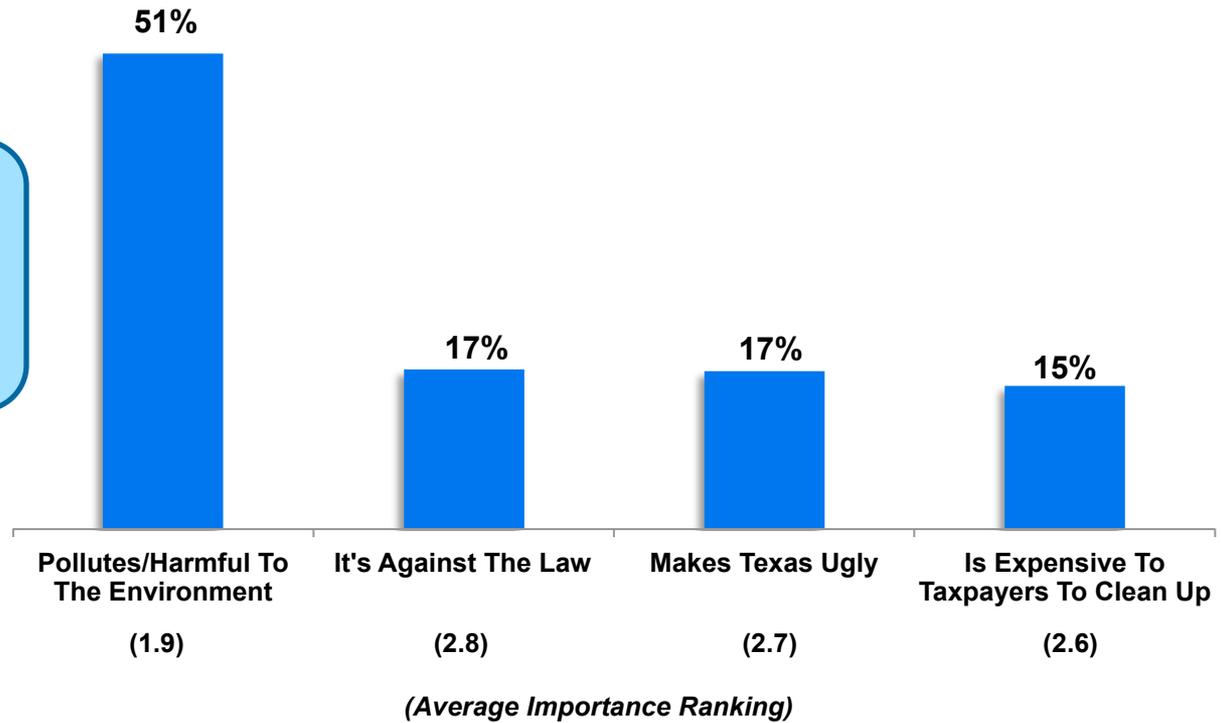


Past-Month Litterers and Millennials rated these motivators lower than other residents in all cases.

# Relative Importance Of Littering Consequences

Of these aspects, pollution/harm to the environment was the “most important” consequence of littering. This was especially true among Millennials.

### Most Important Consequence Of Littering

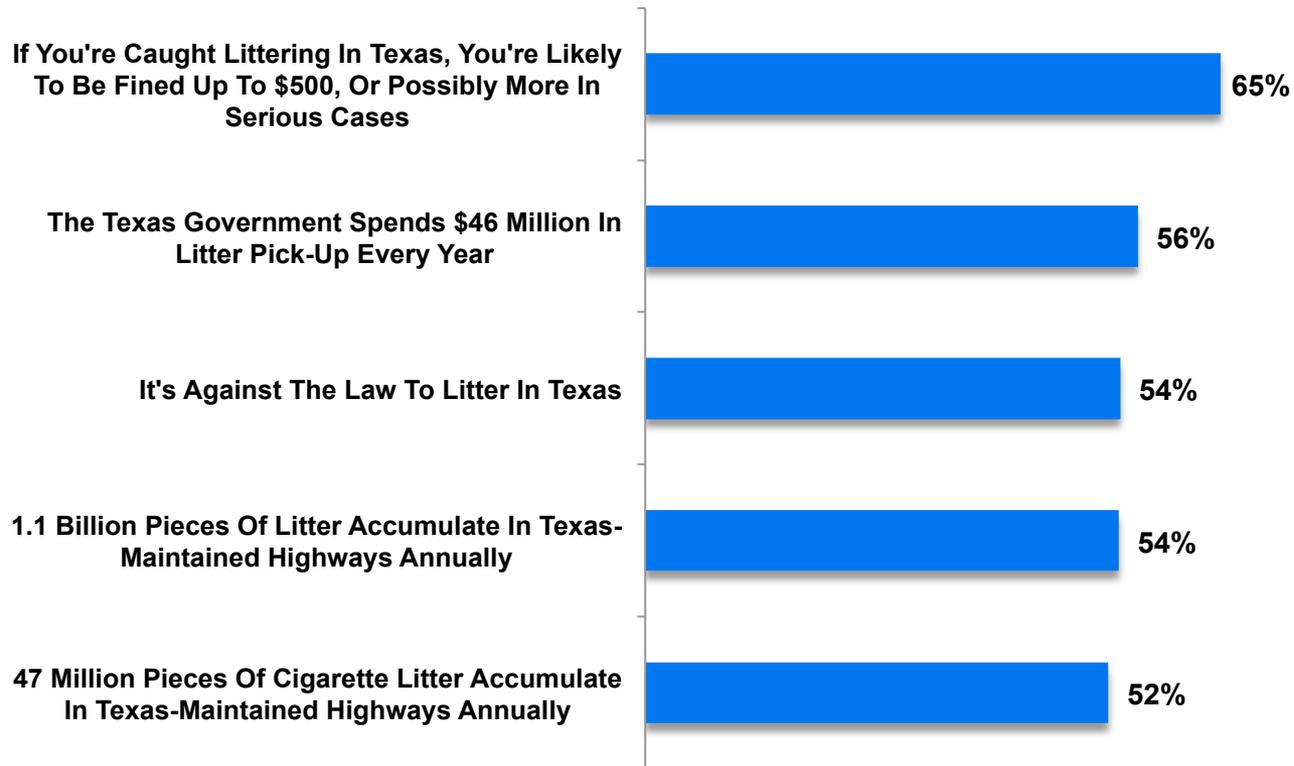


Millennials place a much higher importance on pollution/the environment than older adults (60% vs. 48%) and less importance on expense to taxpayers (10% vs. 17%).

# Impact Of Litter Facts/Consequences

At least half believe each of these impacts is “very likely” to impact their incidence of littering. The possibility of getting fined resonates more than cleanup expense or the amount of litter accumulation.

## “Very Likely” To Impact Likelihood To Litter



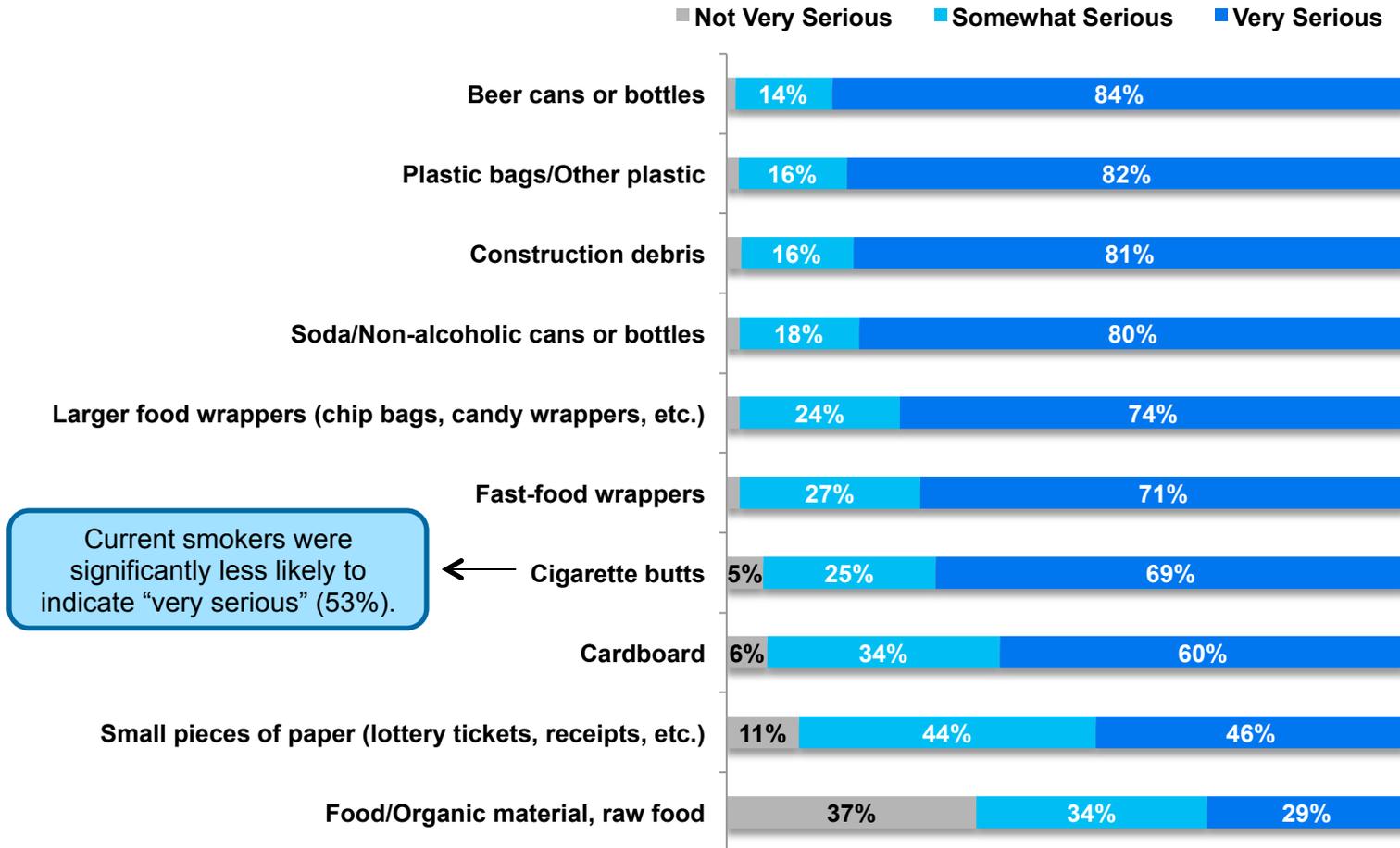
# Impact Of Litter Facts/Consequences (cont.)

The possibility of getting fined is the most persuasive consequence across these segments. Again, past-month litterers and Millennials are less impacted than other residents across the board.

Very Likely To Impact Likelihood To Litter	Past-Month Litterers	Non-Litterers	Millennials	Older Adults
<b>If You're Caught Littering In Texas, You're Likely To Be Fined Up To \$500, Or Possibly More In Serious Cases</b>	62%	67%	59%	67%^
<b>The Texas Government Spends \$46 Million In Litter Pick-Up Every Year</b>	54%	57%	50%	58%^
<b>It's Against The Law To Litter In Texas</b>	47%	57%^	44%	57%^
<b>1.1 Billion Pieces Of Litter Accumulate In Texas-Maintained Highways Annually</b>	48%	56%^	49%	55%^
<b>47 Million Pieces Of Cigarette Litter Accumulate In Texas-Maintained Highways Annually</b>	50%	54%	47%	54%^

# Seriousness Of Litter Items

Beer cans or bottles, plastic bags/other plastic, construction debris, and soda/non-alcoholic cans or bottles are considered very serious by at least eight in ten residents. Food/Organic material is seen as less serious than other items (by a wide margin).



# Seriousness Of Litter Items (cont.)

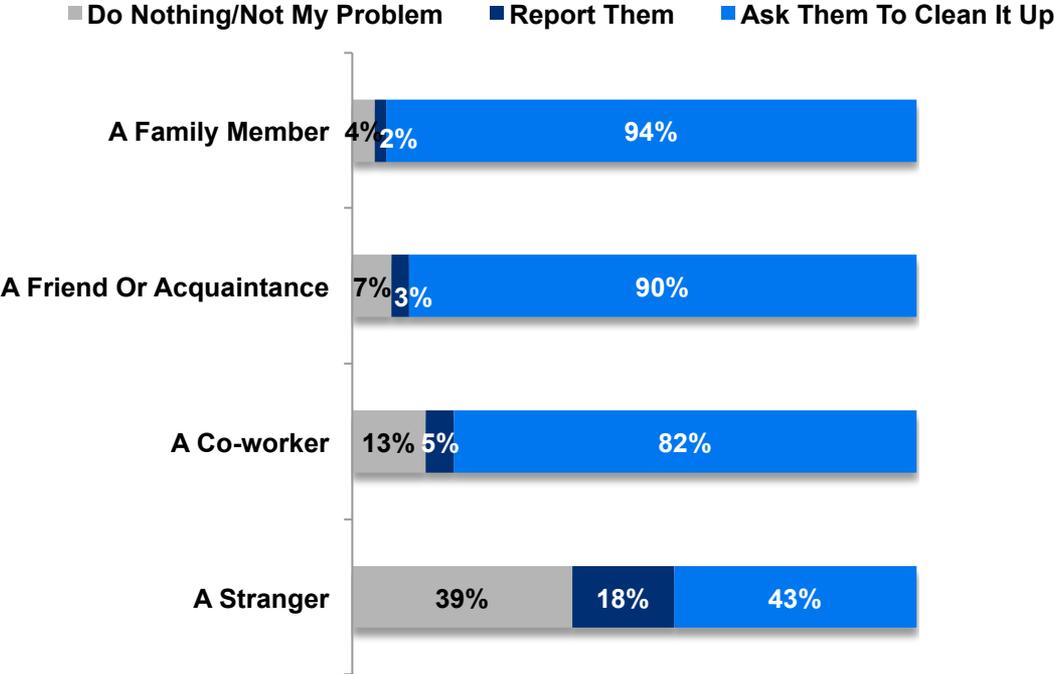
Past-month litterers and Millennials are less likely to consider these items “very serious” forms of litter. However, the segments are fairly similar as far as the worst forms (beer cans or bottles, plastic, etc.).

Very Serious Litter Items	Past-Month Litterers	Non-Litterers	Millennials	Older Adults
Beer Cans Or Bottles	82%	86%	79%	86%^
Plastic Bags/Other Plastic	77%	85%^	79%	83%
Construction Debris	78%	83%^	80%	82%
Soda Or Other Nonalcoholic Beverage Cans Or Bottles	77%	82%	75%	82%^
Larger Food Wrappers (Like Chip Bags, Candy Wrappers, etc.)	71%	76%	70%	76%^
Fast-Food Wrappers	65%	74%^	68%	73%
Cigarette Butts	59%	74%^	65%	71%^
Cardboard	56%	62%	56%	61%
Small Pieces Of Paper (Like Receipts, Lottery Tickets, Gum Wrappers, etc.)	35%	51%^	34%	50%^
Food/Organic Material, Raw Food	22%	33%^	21%	32%^

# Action Taken If Saw Someone Littering

Very few residents would report someone if they witnessed littering, even in the case of a stranger. Past-month litterers and Millennials are less likely to do anything including ask the person to clean up.

### Action If Saw Someone Littering



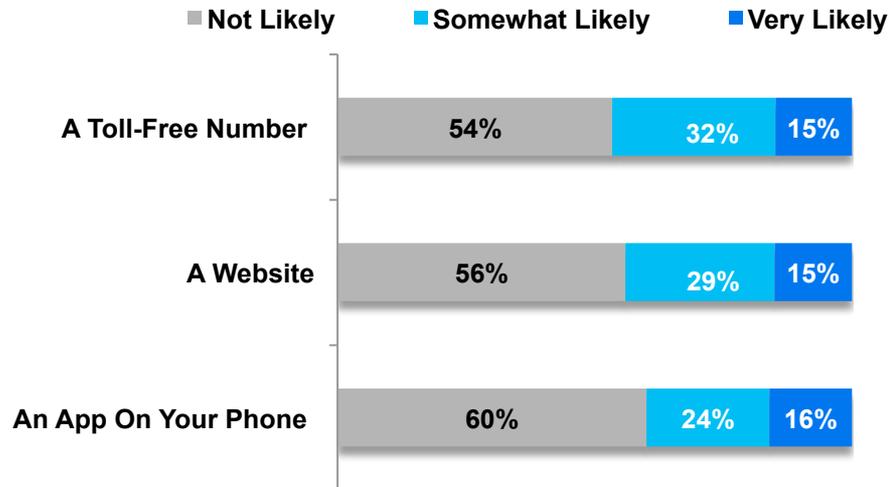
In all cases, past-month litterers and Millennials were significantly more likely to say they would “do nothing/ it is not my problem.”

# Reporting Method And Impact Of Letter

Most residents would be hesitant to report littering by phone, a website, or a phone app. Millennials are more open to a phone app than older adults.

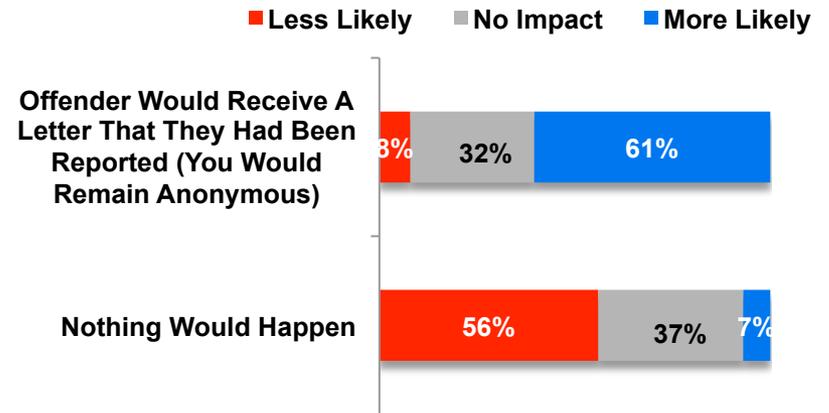
As long as anonymity is maintained, a letter to the offender would have a positive impact on the likelihood to report someone.

Likelihood To Report Littering Via...



Millennials are significantly more likely than older adults to use an app (21% vs. 14%), and less likely to call a toll-free number (11% vs. 16%).

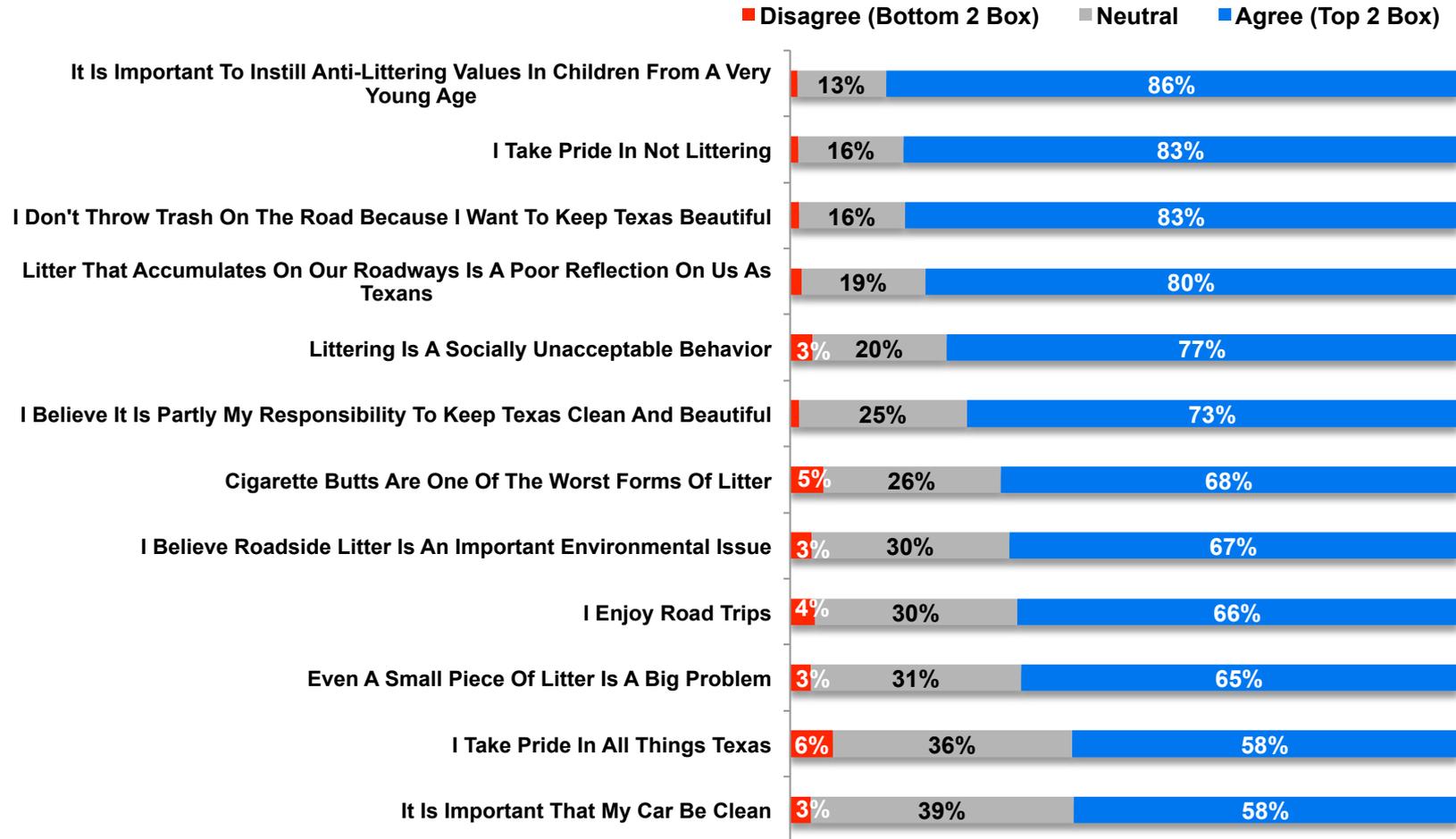
Impact Of Letter On Reporting



Offender Would Receive A Letter (More Likely To Report)  
 Past-Month Litterers = 54%  
 Non-Litterers = 64%^

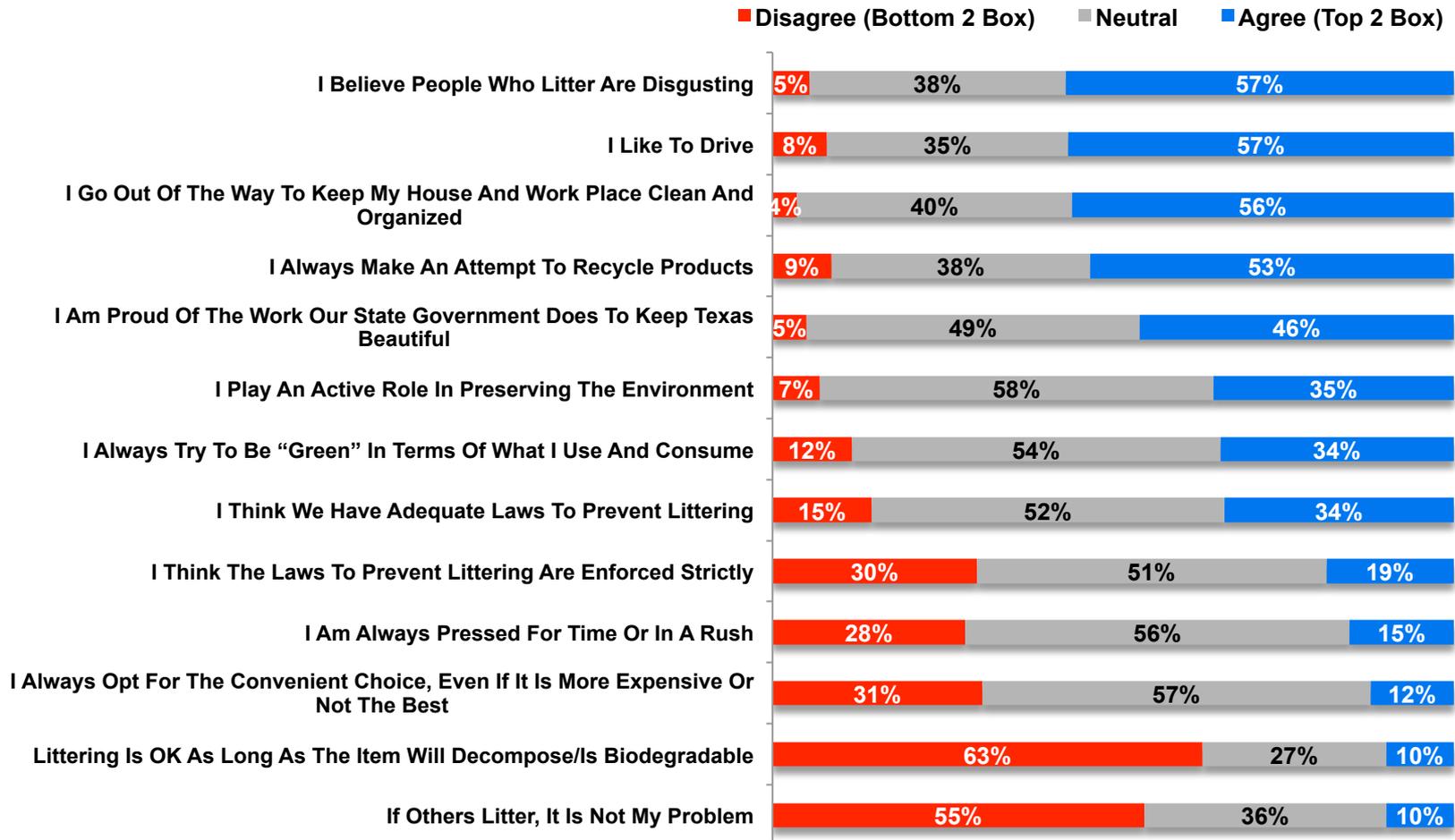
# General Litter/Driving Attitudes

Residents generally agreed with all of the attitudes shown here, especially instilling anti-littering values in children.



# General Litter/Driving Attitudes (cont.)

Over half *disagreed* with the attitude of “if others litter, it is not my problem.” This indicates a desire to be more proactive among many residents. Most also disagreed with “littering is OK as long as the item will decompose.” This despite food/organic material being the most common form of litter.



# General Litter/Driving Attitudes (cont.)

In most cases, past-month litterers and Millennials were less likely to agree with the statements.

<i>Agree With Statement</i>	Past-Month Litterers	Non-Litterers	Millennials	Older Adults
It Is Important To Instill Anti-Littering Values In Children From A Very Young Age	81%	88%^	74%	89%^
I Take Pride In Not Littering	76%	86%^	72%	87%^
I Don't Throw Trash On The Road Because I Want To Keep Texas Beautiful	74%	87%^	71%	87%^
Litter That Accumulates On Our Roadways Is A Poor Reflection On Us As Texans	73%	83%^	68%	84%^
Littering Is A Socially Unacceptable Behavior	68%	81%^	69%	79%^
I Believe It Is Partly My Responsibility To Keep Texas Clean And Beautiful	66%	77%^	62%	77%^
Cigarette Butts Are One Of The Worst Forms Of Litter	62%	71%	62%	71%^
I Believe Roadside Litter Is An Important Environmental Issue	59%	71%^	60%	70%^
I Enjoy Road Trips	66%	66%	64%	66%
Even A Small Piece Of Litter Is A Big Problem	56%	70%^	53%	69%^
I Take Pride In All Things Texas	56%	58%	48%	61%^
It Is Important That My Car Be Clean	56%	58%	54%	59%
I Believe People Who Litter Are Disgusting	46%	62%^	46%	61%^
I Like To Drive	58%	56%	47%	60%^
I Go Out Of The Way To Keep My House And Work Place Clean And Organized	52%	58%^	47%	59%^
I Always Make An Attempt To Recycle Products	47%	56%^	47%	55%^
I Am Proud Of The Work Our State Government Does To Keep Texas Beautiful	43%	47%	38%	49%^
I Play An Active Role In Preserving The Environment	29%	38%^	29%	37%^
I Always Try To Be "Green" In Terms Of What I Use And Consume	31%	36%	36%	34%
I Think We Have Adequate Laws To Prevent Littering	33%	34%	33%	34%
I Think The Laws To Prevent Littering Are Enforced Strictly	21%	18%	21%	18%
I Am Always Pressed For Time Or In A Rush	23%^	12%	20%^	14%
I Always Opt For The Convenient Choice, Even If It Is More Expensive Or Not The Best	14%	11%	16%^	11%
Littering Is OK As Long As The Item Will Decompose/Is Biodegradable	18%^	6%	16%^	8%
If Others Litter, It Is Not My Problem	16%^	7%	15%^	8%

Base: Past-Month Litterers (n=353); Non-Litterers (n=853); Millennials (n=285); Older Adults (n=921)

Q8. Please rate how much you agree or disagree with each of the following statements.

# Reducing Litter In Texas—Unaided Suggestions

Punishment and stricter enforcement were mentioned the most as ways to reduce litter in Texas, followed closely by more awareness and education.

Fines were also mentioned with some frequency.

Suggestions For Reducing Litter (Unaided)	
<b>Punishment/Enforcement (Net)</b>	<b>33%</b>
Better/Stricter enforcement/Enforce the laws/Follow through	20%
Penalties/Harsher penalties for littering	5%
More police enforcement/controls/Special anti-littering police units	4%
Make offenders clean up roadsides through community service	4%
<b>Advertisement/Education (Net)</b>	<b>30%</b>
<b>Education/Awareness (Subnet)</b>	<b>20%</b>
More/Better forms of education regarding littering/More facts	5%
More school involvement/More programs in schools regarding littering	4%
<b>Forms Of Advertisement (Subnet)</b>	<b>11%</b>
Publicize littering episodes/news in the media/punishments being enforced	3%
<b>Fines (Net)</b>	<b>26%</b>
Bigger/Higher fines	14%
Fine/Give tickets to people who are caught littering	6%
More fines/tickets	6%
<b>Reporting/Catching Offenders (Net)</b>	<b>12%</b>
<b>Change In Mindset/Values/Behavior (Net)</b>	<b>10%</b>
Everyone doing their part/accepting their responsibilities/being honest	4%
<b>Trash Disposal Measures (Net)</b>	<b>6%</b>
Have more trash bins/containers/centers available	4%
<b>Laws/Stricter Laws (Net)</b>	<b>3%</b>
Do not think it can be reduced/People do not care	3%

Base: General Population (n=1206). Shows mentions of 3% or greater.

Q35. In your own words, what would it take to reduce the frequency of littering in Texas?



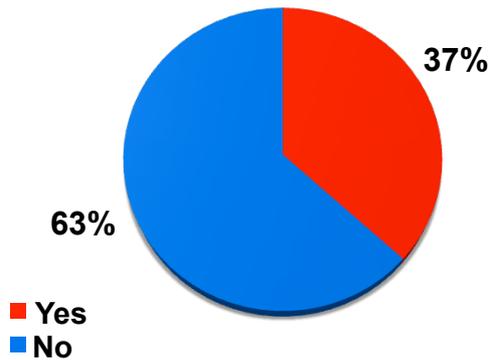
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# Family Awareness And Education

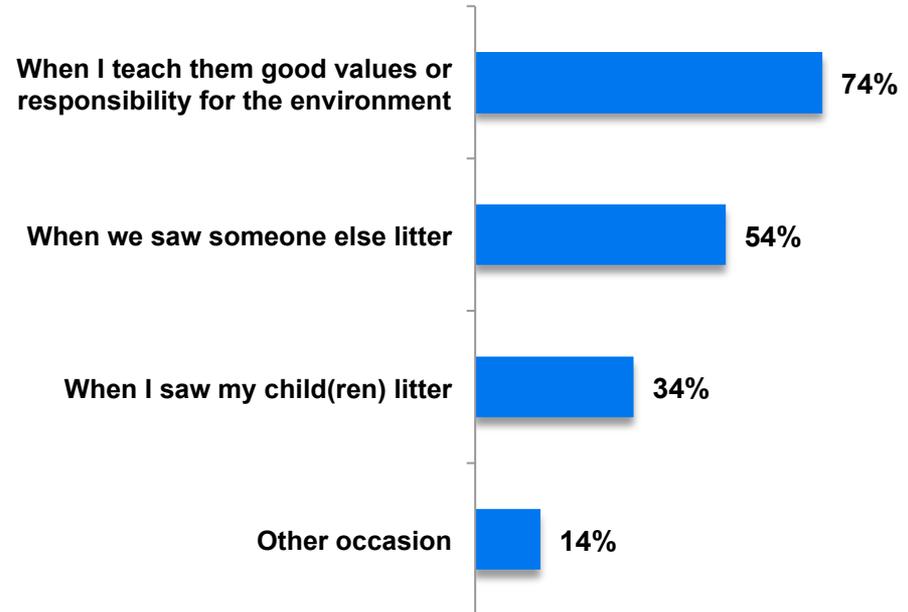
# Children—Littering Incidence And Education

Close to four in ten parents have seen a child litter. Most have asked a child not to litter, especially to teach good values and responsibility.

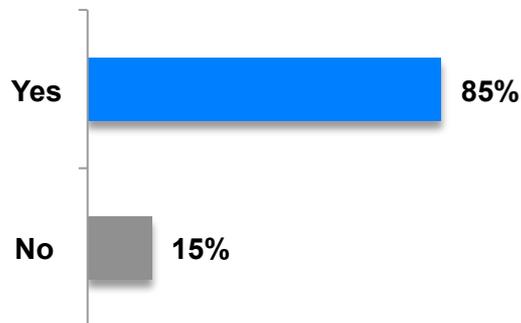
### Have Ever Seen Child Littering



### Occasions Asked Child Not To Litter



### Have Ever Asked Child Not To Litter



Base 1 and 2: Has children (n=768). Base 3: Has asked child not to litter (n=648).

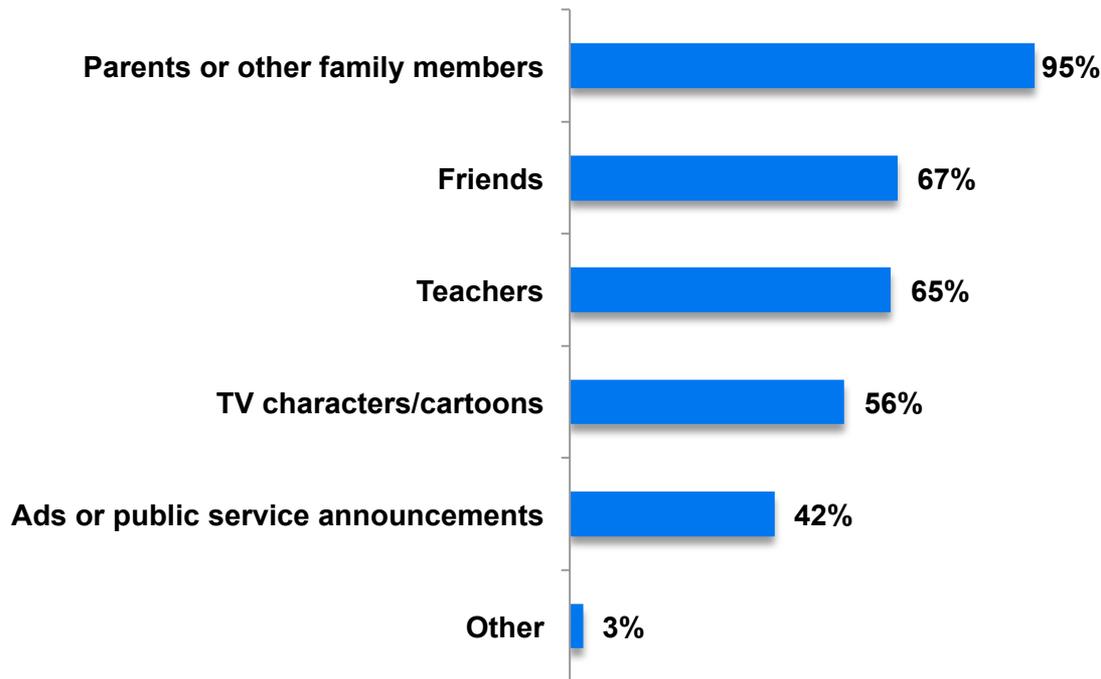
Q21. Have you ever seen your child(ren) litter?

Q22. Have you ever asked your child(ren) not to litter?; Q23. When have you asked your child(ren) not to litter?

# Influencers On Children And Not Littering

Parents and family members are widely seen as the biggest influence on children not littering. Fewer than half of parents believe that ads and public service announcements have a “good deal” of influence on children.

## Good Deal Of Influence On Children And Littering

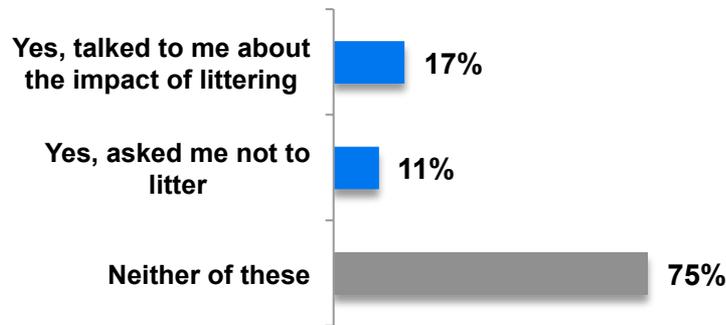


81% of parents said parents/ family members have the most influence on their child (ren) and littering.

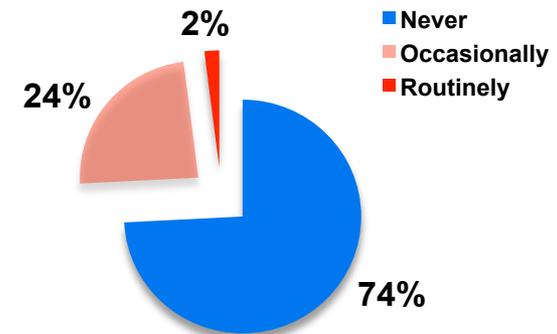
# Family Experience/Impact On Littering

Relatively few parents recall a child asking or talking to them about litter. However, most would be receptive to a child asking them not to litter. Very few residents recall a parent littering “routinely.”

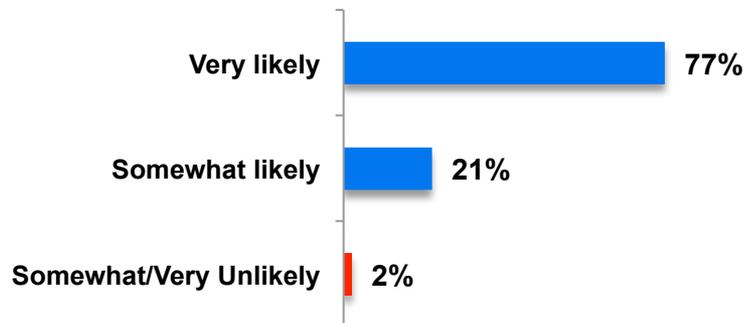
### Child Has Talked About Littering



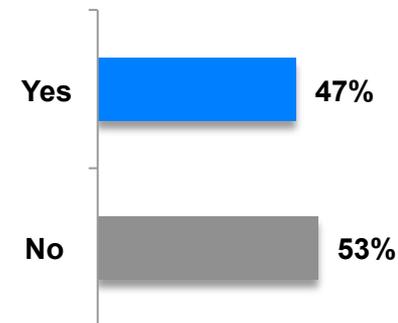
### Have Seen Parents Or Guardians Litter



### Likelihood To Stop Or Pay More Attention If Child Asked



### Parents Or Guardians Have Asked You Not To Litter



Base 1 and 2: Has children and Past-Month Litterer (n=220). Base 3 and 4: General Population (n=1206).

Q26A. Has your child(ren) ever asked you not to litter, or talked to you about the impact of littering?

Q26. Even if you litter rarely or just by accident, how likely would you be to stop or pay more attention if your child(ren) asked you to?

Q27. Thinking of the past or more recently, have you seen your own parents or guardians litter?; Q28. Have your parents or guardians ever asked you not to litter?



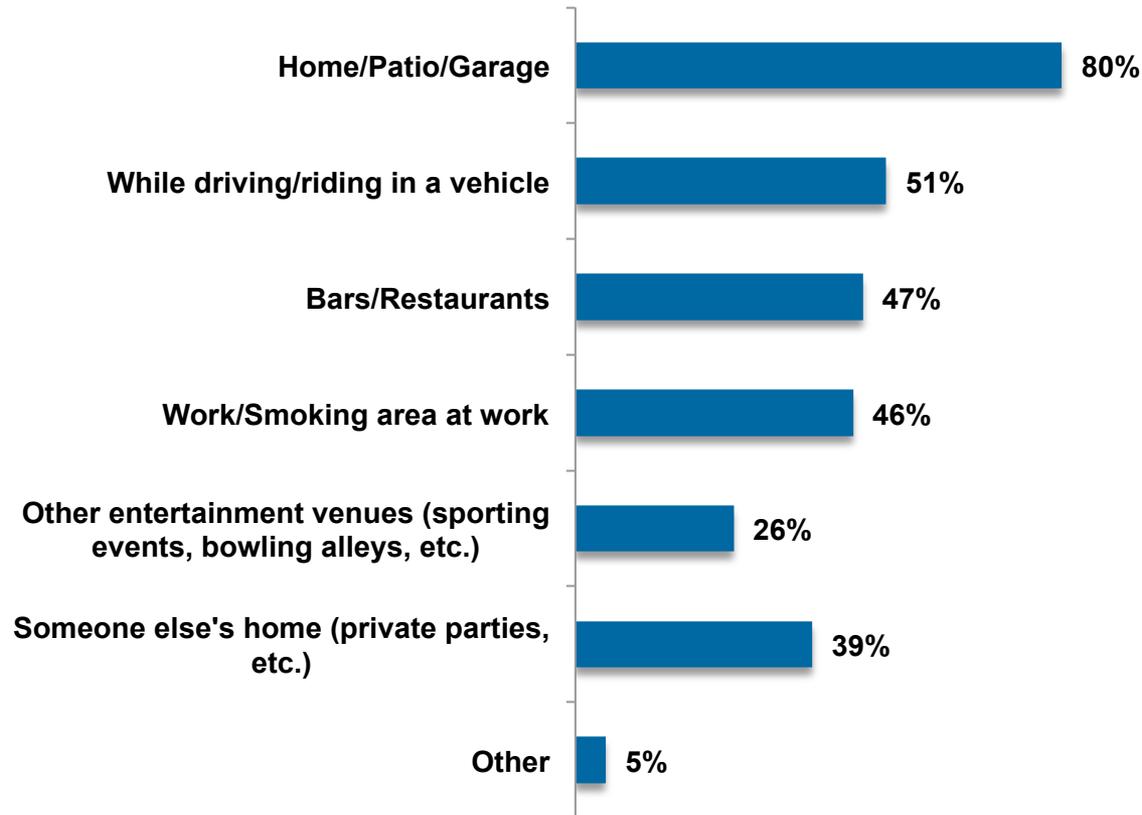
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# Cigarette Disposal Behavior And Attitudes

# Locations Where Typically Smoke/Smoked

Most current and former smokers reported smoking at home, and about half in a vehicle.

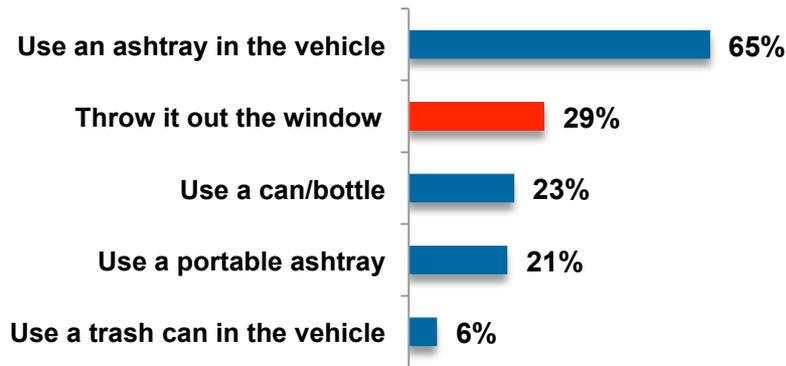
Typical Smoking Locations



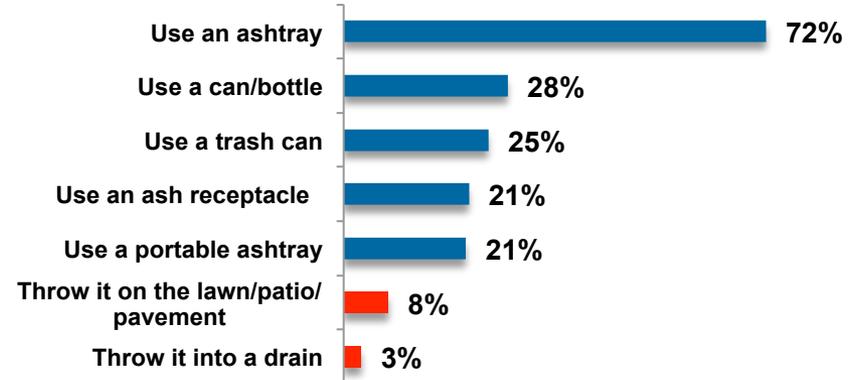
# Most Common Cigarette Disposal Habits

Close to 30% said they threw cigarette butts out the window when in a vehicle. There was a relatively low incidence of littering in other locations.

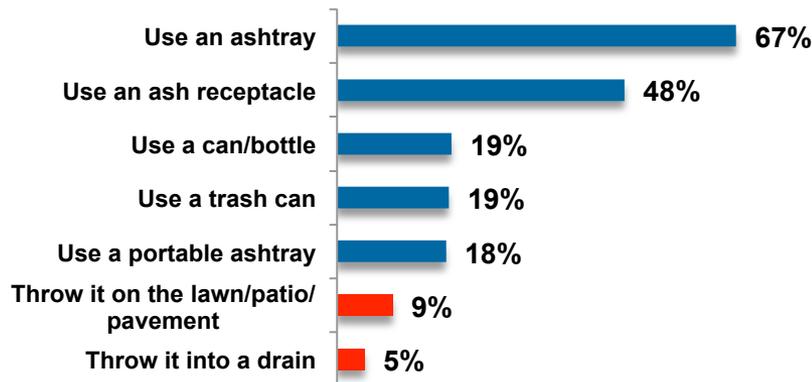
### Driving/Riding In A Vehicle



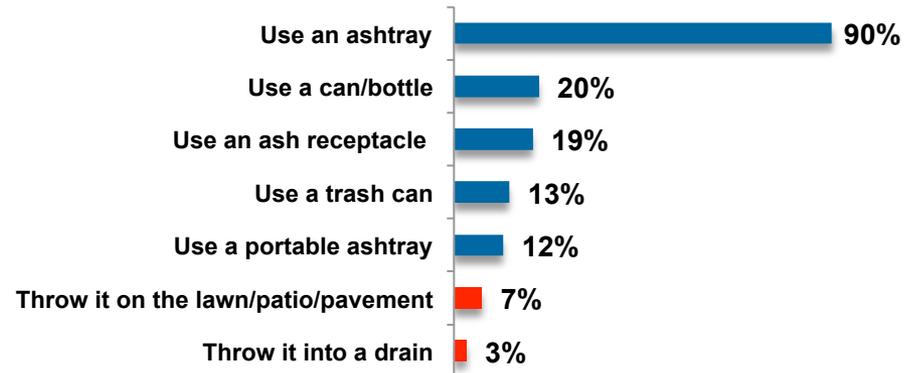
### Home/Patio/Garage



### At Work

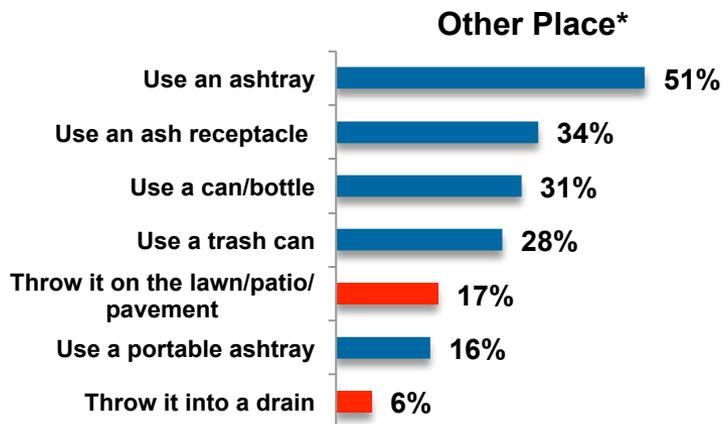
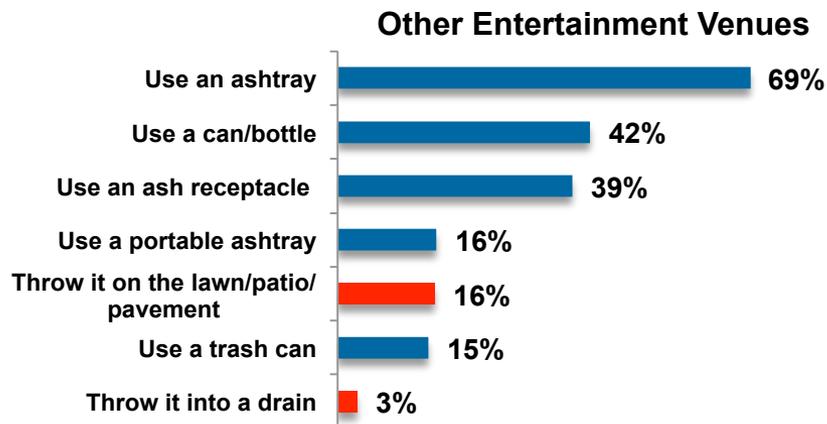
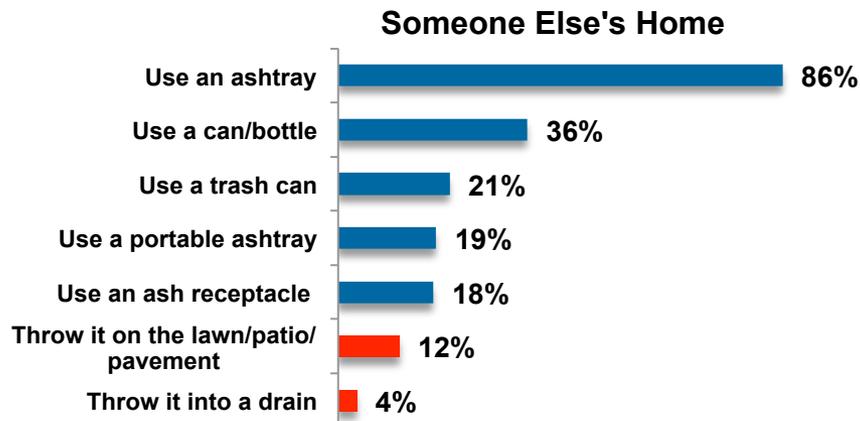


### Bar/Restaurant



# Most Common Cigarette Disposal Habits (cont.)

Compared to home, work, and bars/restaurants, incidence of cigarette butt littering was somewhat higher at entertainment venues and “other places.”



Base varies. Have smoked at location. \*Caution: small base size (n<50)  
Q18. How [did/do you] typically dispose of your cigarette butts while < location >?

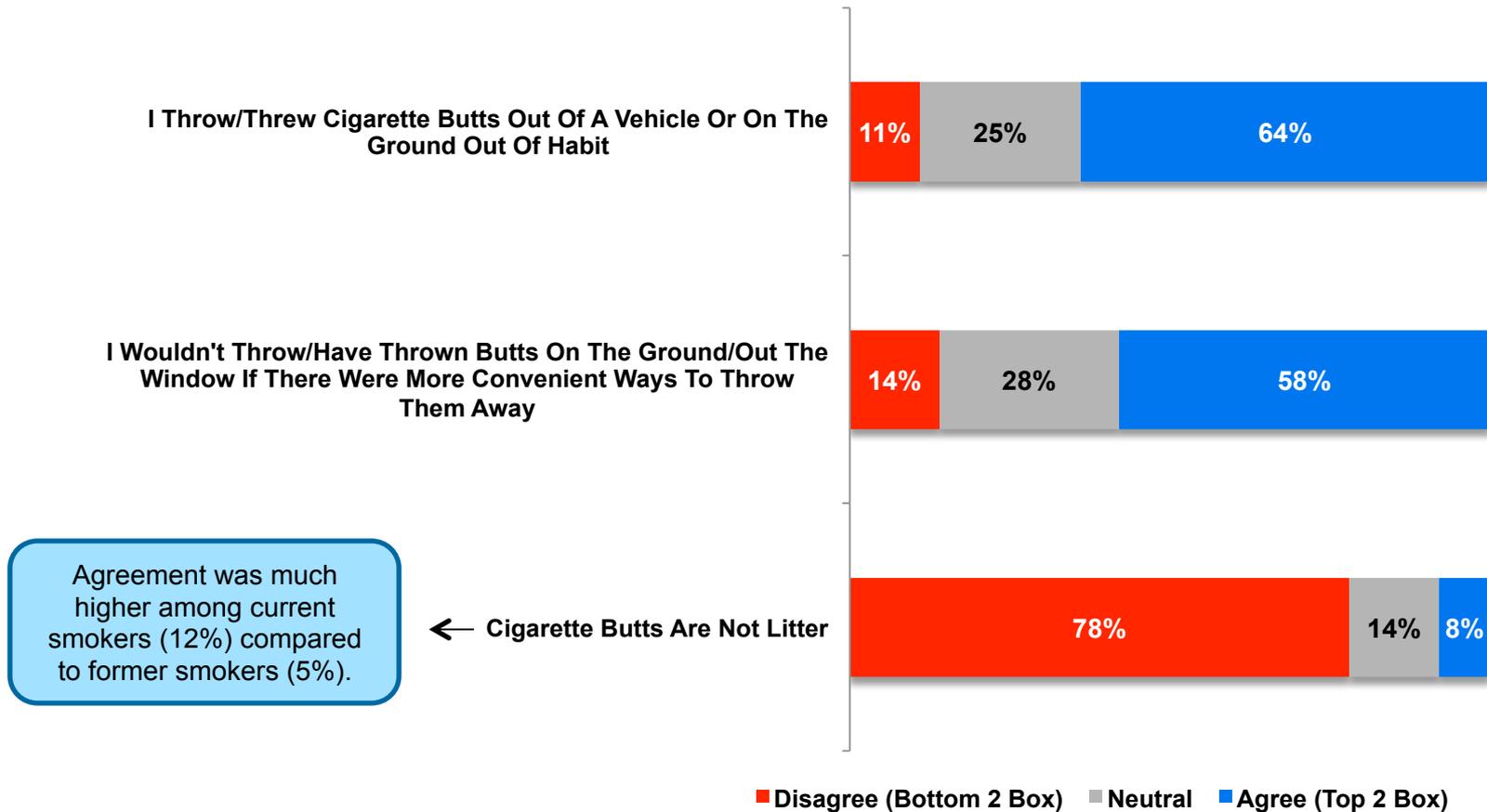
# Cigarette Butts—Deterrents To Littering (Unaided)

Current smokers (who also litter their cigarette butts) cited more ashtrays/portable ashtrays most often as a deterrent. Fines/punishment and laws were also suggested—even here among admitted offenders.

<b>Deterrents To Littering Cigarette Butts* (Unaided)</b>	
<b>Use an ashtray/portable ashtray</b>	<b>11%</b>
<b>A way to keep my car clean/without odors</b>	<b>11%</b>
<b>Quit smoking</b>	<b>8%</b>
<b>Break a bad habit</b>	<b>7%</b>
<b>Manufacturers adding ashtrays back into cars</b>	<b>7%</b>
<b>Get an outside ashtray</b>	<b>6%</b>
<b>Fines/Punishment</b>	<b>5%</b>
<b>Laws/Relevant laws</b>	<b>3%</b>
<b>Be more conscious of environmental protection</b>	<b>3%</b>
<b>Other</b>	<b>26%</b>
<b>Nothing</b>	<b>5%</b>
<b>Don't Know</b>	<b>11%</b>

# Current And Former Smokers—Statement Agreement

Among admitted cigarette butt litterers, most agreed they did it “out of habit” and would stop if there was a more convenient disposal method. Few agreed with “cigarette butts are not litter” and this skewed toward current smokers.



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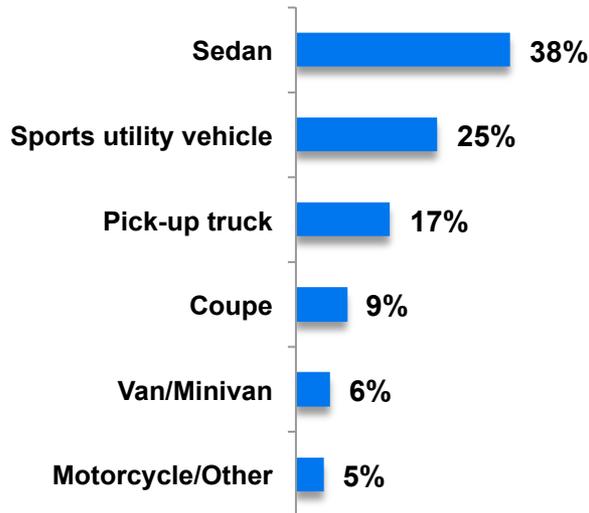


# Driving Habits And Litter

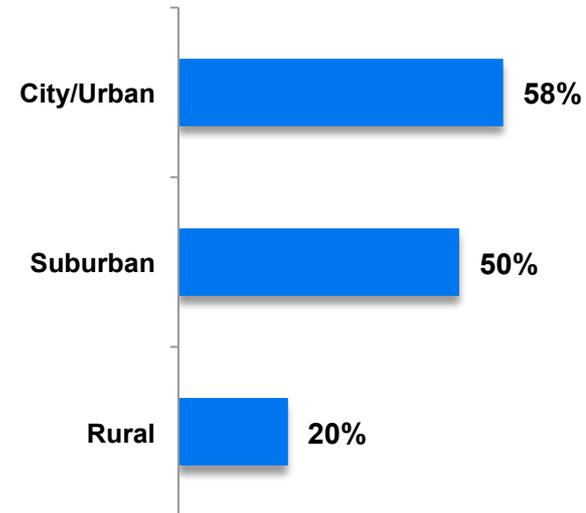
# Type Of Car And Areas Drive In

City and urban driving was reported most often, especially among Millennials.

**Type Of Car Driven (Most Often)**



**Areas Drive In (Typical Weekday)**



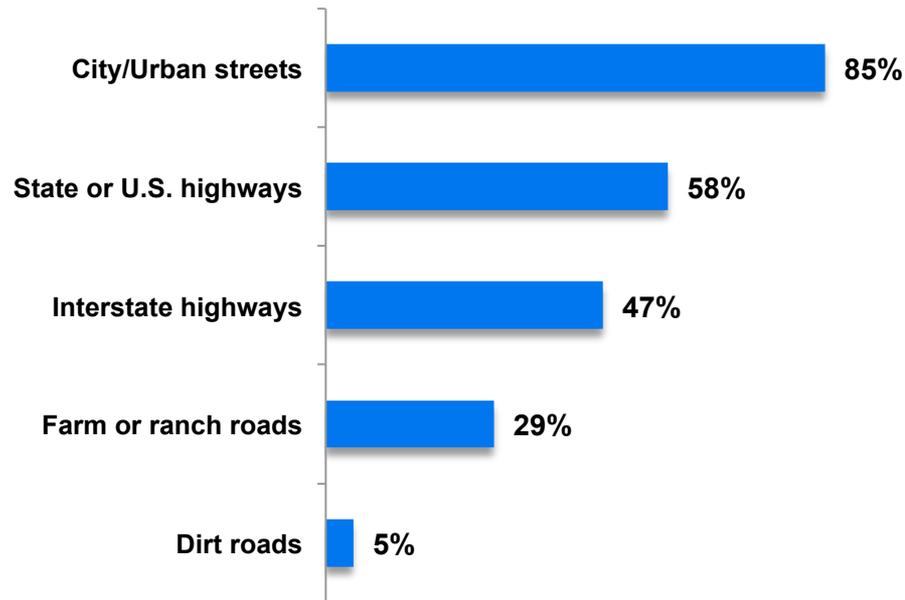
Millennials and Past-Month Litterers were significantly more likely to report "city/urban" driving: 72% and 65% respectively.

# Type Of Roads And Mileage

Most residents surveyed use city and urban streets on a typical weekday, with a majority also using state or U.S. highways.

Past-month litterers drive more miles per day than non-litterers (although not significantly higher). Other segments reported around 20 miles per day (median).

**Type Of Roads Drive On (Typical Weekday)**

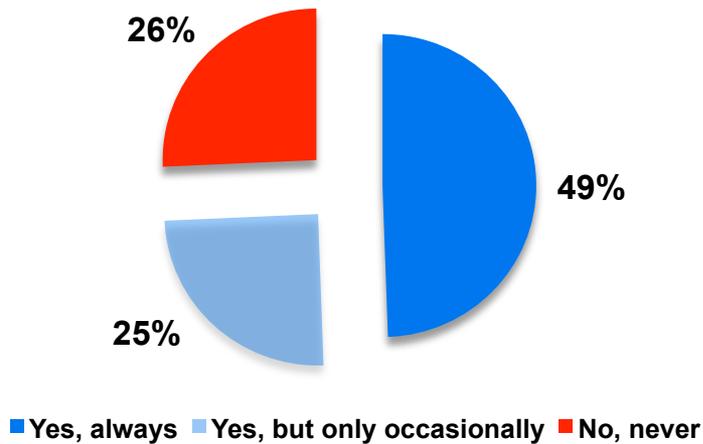


Past-Month Litterers reported a somewhat higher number of median miles per day (25 miles vs. 20 miles for non-litterers and the general population).

# Litter Disposal In Vehicle

About half of drivers always carry a litter bag or trash can in their car. However, past-month litterers and Millennials are significantly less likely to do this, indicating an area for potential focus in anti-litter messaging.

### Carry A Litter Bag Or Trash Can In Vehicle

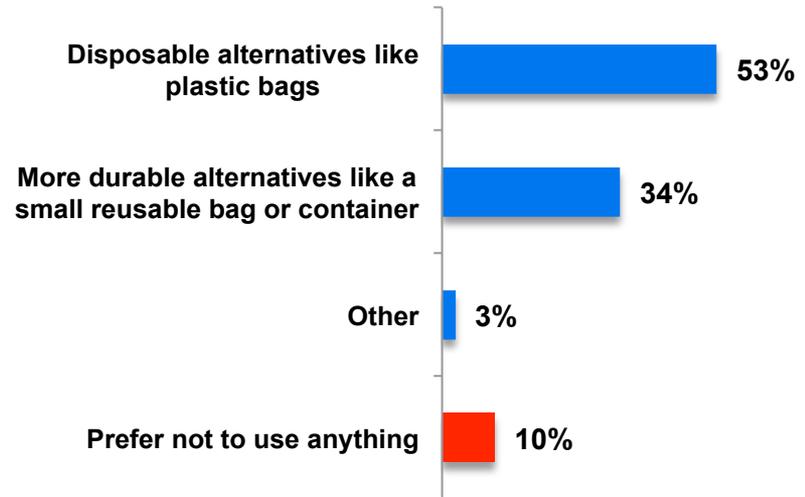


#### Always Carry Bag Or Can

Past-Month Litterers = 44%  
Non-Litterers = 52%^

Millennials = 39%  
Older Adults = 53%^

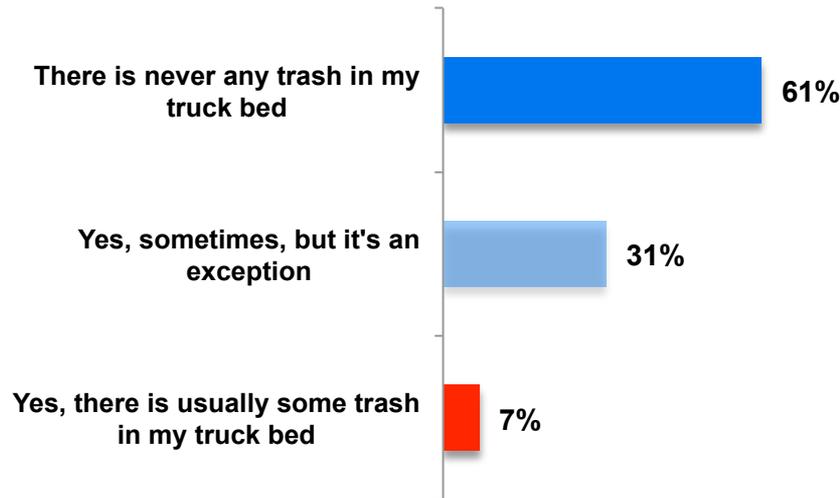
### Method Of Disposal In Vehicle



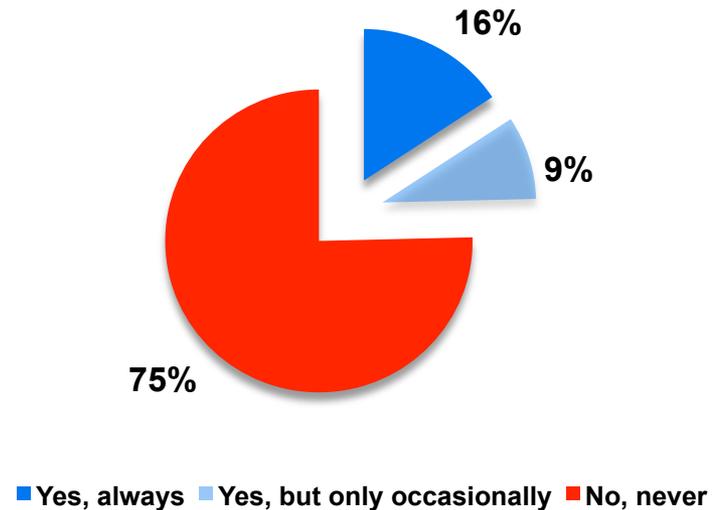
# Pickup Truck Litter

Most pickup truck drivers reported never having any trash in their truck bed. Relatively few said they cover their bed.

### Trash In Truck Bed



### Cover Truck Bed



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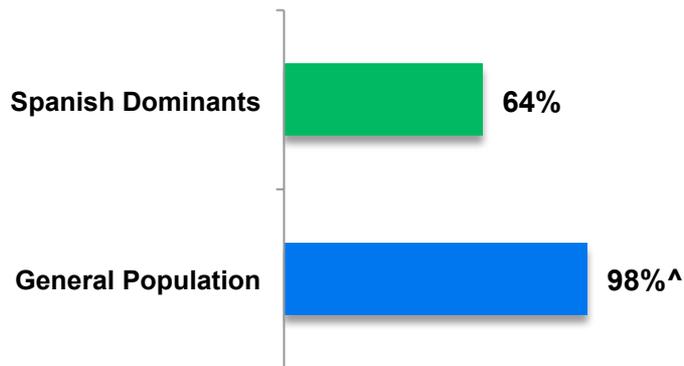
# Spanish Dominants—Key Findings

# Slogan Awareness And Meaning

Opportunity for awareness and education is relatively high among Spanish dominants.

Awareness of DMWT was significantly lower compared to the general population and fewer than half associated the slogan with litter/cleanliness.

**Aware Of "Don't mess with Texas"**

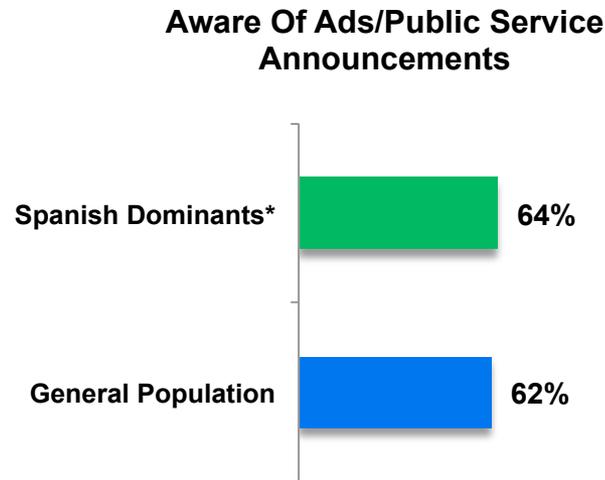


## Meaning Of *Don't mess with Texas* (Unaided)\* Spanish Dominants

<b>About Texas/The State (Net)</b>	<b>53%</b>
<b>Respect (Subnet)</b>	<b>19%</b>
Care for/Be nice to Texas	13%
Respect the state/Texas	6%
Exactly what it says/'Don't mess with Texas'	17%
<b>People In Texas (Subnet)</b>	<b>11%</b>
Do not mess with Texans/Do not make Texans angry/ Texans will mess with you back	9%
Do not try to change Texas/its culture/historic values	4%
All other comments about Texas	15%
<b>Litter/Cleanliness In Texas (Net)</b>	<b>43%</b>
Do not litter/Keep it clean	15%
Do not litter in Texas/Keep Texas clean	11%
Do not litter on the highways/streets/in public areas	11%
Do not pollute/Do not pollute the state's environment	6%
Do not damage Texas/Do not destroy public property	6%
Antilittering slogan used by Texas Department of Transportation	4%
<b>Laws (Net)</b>	<b>9%</b>
Abide by the law in Texas	6%

# Past-Year Ad/Public Service Awareness And Unaided Recall

Of those aware of DMWT, recall of ads/announcements was similar to the general population.



Ad/Public Service Recall (Unaided)* Spanish Dominants	
<b>Where Seen/Heard (Net)</b>	<b>57%</b>
Road/Highway signs	27%
A commercial/An advertisement	10%
Television advertising/message	7%
All other place seen mentions	10%
<b>Message (Net)</b>	<b>23%</b>
Littering/Do not litter	13%
<b>Slogan (Net)</b>	<b>13%</b>
The slogan	10%
<b>Theme Of The Ad (Net)</b>	<b>13%</b>
<b>People In The Ad (Net)</b>	<b>7%</b>

Base 1: Aware of Don't mess with Texas: Spanish Dominants (n=47); General Population (n=1206).

Base 2: Recall ads/announcements (n=30). \*Caution: small base size. Shows mentions of 4% or greater.

Q3. Have you seen, read, or heard any advertising or public service announcements with the slogan Don't mess with Texas in the past year or so?

Q4. What do you recall from the advertising or public service announcement?

# Aided Past-Year Media/Other Recall

Significantly more Spanish dominants recall DMWT media or the slogan from the Internet, at gas stations, or in the newspaper (among others). Street/highway sign recall was much lower than the general population.

Media/Location Recall Of DMWT	Spanish Dominants*	General Population
TV ads	38%	41%
On the Internet	32%^	10%
Street or highway signs	30%	44%^
Bumper stickers	30%	28%
Billboards	26%	34%
Gas stations	26%^	8%
In the newspaper	23%^	9%
Trash cans	21%	23%
Radio ads	19%	14%
Online ads	19%^	5%
On the news (TV)	17%	13%
T-shirts	17%	12%
Bus/Airstream/Van at events (road tour)	11%^	1%
Facebook, Twitter, or other social media	11%	6%
On food or beverage packaging	11%^	3%
At school/college	6%	2%
Litter bags	6%	12%^
Other sources	29%	20%
None	9%	19%^

Base: Aware of Don't mess with Texas: Spanish Dominants (n=47); General Population (n=1188). \*Caution: small base size.  
Q5. In the past year or so where, if at all, have you seen, read, or heard the slogan Don't mess with Texas?

# Other Signs/Slogans—Past-Year Recall

In most cases, fewer Spanish Dominants recalled these slogans/signage. This was especially true for “Pitch In.”

Other Signs/Slogans Recalled	Spanish Dominants	General Population
Road sign with fine for littering	45%	49%
Keep Texas Beautiful	39%	40%
Keep (your city name here) Beautiful (example: Keep Austin Beautiful)	23%	23%
Littering is Unlawful	18%	31%^
Keep America Beautiful	16%	30%^
Pitch In	8%	42%^
Other	1%	2%
None of these	28%^	19%

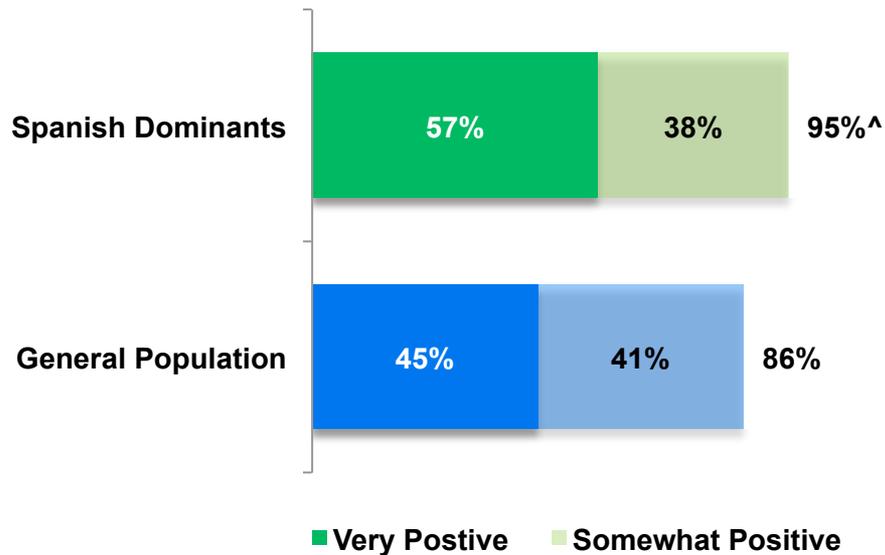
Base: Spanish Dominants (n=74); General Population (n=1206)

Q6. In the past year or so, which of these slogans or messages have you seen, read, or heard, if any?

# Impact Of DMWT On Littering

Compared to the general population, more Spanish dominants believe DMWT has had a positive impact on littering in Texas.

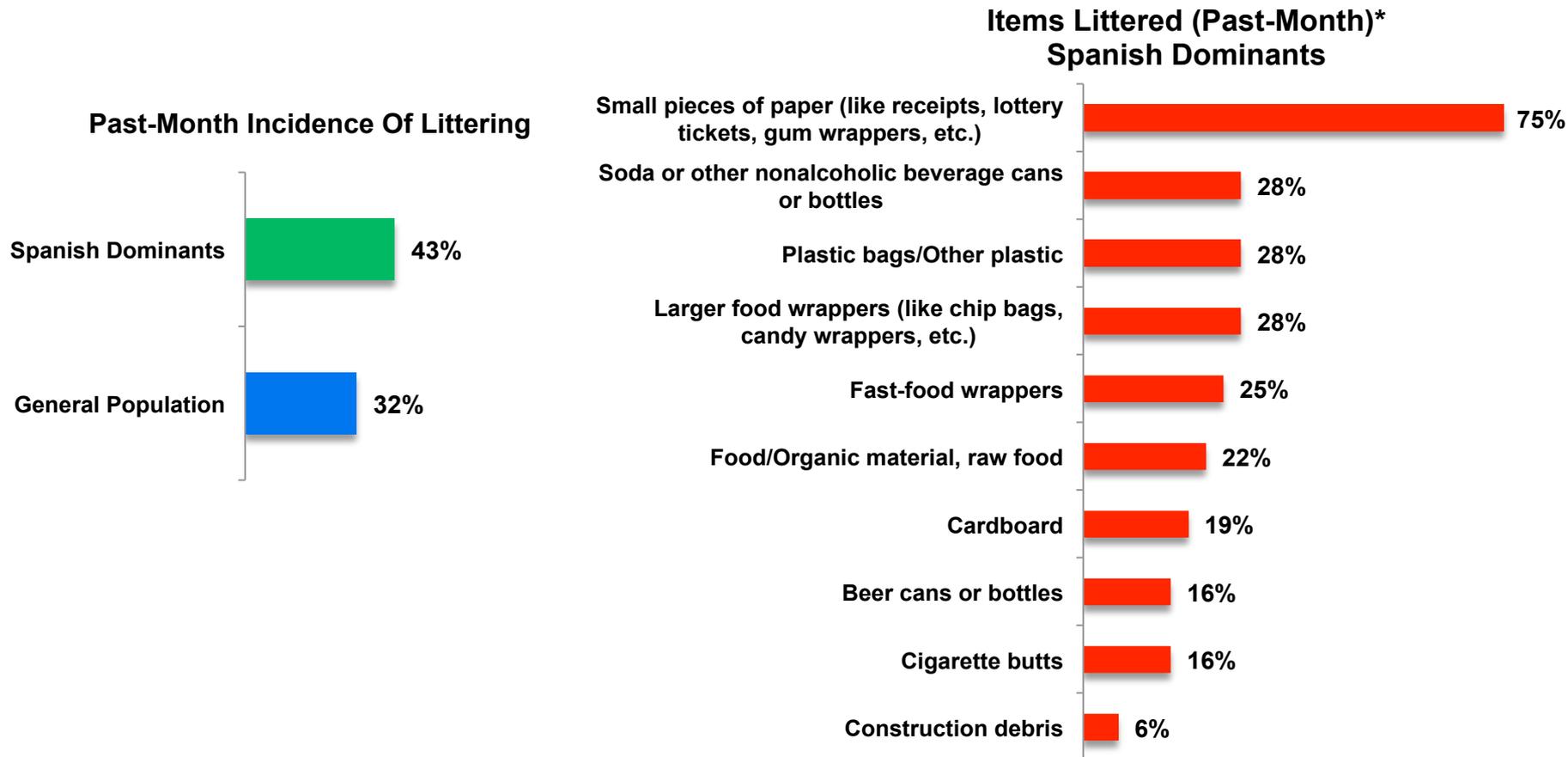
Impact Of DMWT On Littering\*



Among Spanish Dominants, the most common reasons for *positive impact* included “seeing less litter around,” “encourages people not to litter,” and “Texas is pretty clean.”

# Past-Month Incidence Of Littering (Self)

Spanish dominants have a higher incidence of littering than the general population, with small pieces of paper being the most common form (by a wide margin).



Base 1: Spanish Dominants (n=74); General Population (n=1206). Base 2: Past-Month Litterers (n=32). \*Caution: small base size.

Q11. Which of these items have you, yourself discarded as litter in the past month, either by accident or because you didn't think it was a major piece of litter?

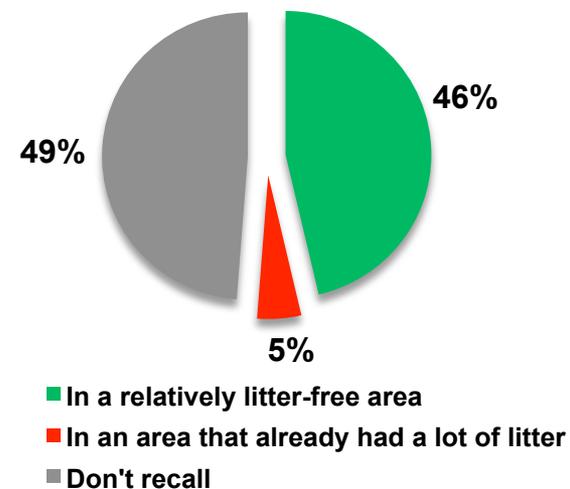
This could be while driving, walking, or any other occasion.

# Litter Incident Recall (Self Or Others)

Recall of litter incidents was fairly low among Spanish dominants, but it tended to happen more in litter-free areas. Small pieces of paper was the most common form.

Litter Incidents Spanish Dominants	Within The Past 3 Months	3 Months To 1 Year Ago	More Than 1 Year Ago	Never
I/Someone I Was Riding With Threw Out A Smaller Piece Of Litter Like A Candy Or Gum Wrapper, Lottery Ticket, etc.	11%	11%	14%	65%
I/Someone I Was Riding With Threw Out A Cigarette Butt	9%	5%	15%	70%
I Noticed That Some Trash Flew Out Of The Bed Of A Pick-Up I Was Driving Or Riding In	9%	4%	11%	76%
I/Someone I Was Riding With Threw Out A Larger Piece Of Litter Like A Bag, Can, Or Bottle, etc.	5%	5%	11%	78%
I/Someone I Was Riding With Got A Ticket For Littering	1%	---	---	99%
I Had Problems With A Vehicle And Left Debris Like A Tire, Part Of A Tire, Or Other Item On The Roadside	---	---	---	100%

Where Incident(s) Occurred\*



Base 1: Spanish Dominants (n=74). Base 2: Experienced litter incident (n=41). \*Caution: small base size.

Q10. When has each of the following happened to you while driving or riding in a vehicle, if ever?

Q10A. On the occasion(s) when you, or someone you were with, littered, either by accident or because you didn't think it was anything major, was it...?

# Littering And The Law/Environment

Most Spanish dominants believe littering is against the law in all cases. They also have a similar attitude as the general population on the environment and Texas pride having equal weight.

	Spanish Dominants	General Population
<b><i>“In Texas, Is Littering...”</i></b>		
Against the law in all cases	86%	83%
Against the law in some cases, but not others	5%	6%
Not against the law	---	2%^
Not sure	8%	9%
<b><i>“Do You Think Keeping Texas Clean And Litter Free Is...”</i></b>		
More of an environmental issue	20%	20%
More of a Texas pride issue	18%	13%
They have equal weight	62%	67%

# Motivators And Consequences Of Littering

Compared to the general population, Spanish dominants see fines and breaking the law as less important motivators. However, the “impact of consequences” of littering were rated higher across the board.

	Spanish Dominants	General Population
<b><i>Important Motivators Not To Litter</i></b>		
Setting example for children/others	86%	81%
Keeping Texas beautiful and clean	81%	76%
Fines	50%	69%^
Breaking the law	43%	59%^
Embarrassment of getting caught	39%	45%
<b><i>Most Important Consequence Of Littering</i></b>		
Pollutes/Harmful To The Environment	57%	51%
Makes Texas Ugly	20%	17%
It's Against The Law	16%	17%
Is Expensive To Taxpayers To Clean Up	7%	15%^
<b><i>Very Likely To Impact Likelihood To Litter</i></b>		
If You're Caught Littering In Texas, You're Likely To Be Fined Up To \$500, Or Possibly More In Serious Cases	88%^	65%
It's Against The Law To Litter In Texas	82%^	54%
1.1 Billion Pieces Of Litter Accumulate In Texas-Maintained Highways Annually	74%^	54%
47 Million Pieces Of Cigarette Litter Accumulate In Texas-Maintained Highways Annually	73%^	52%
The Texas Government Spends \$46 Million In Litter Pick-Up Every Year	72%^	56%

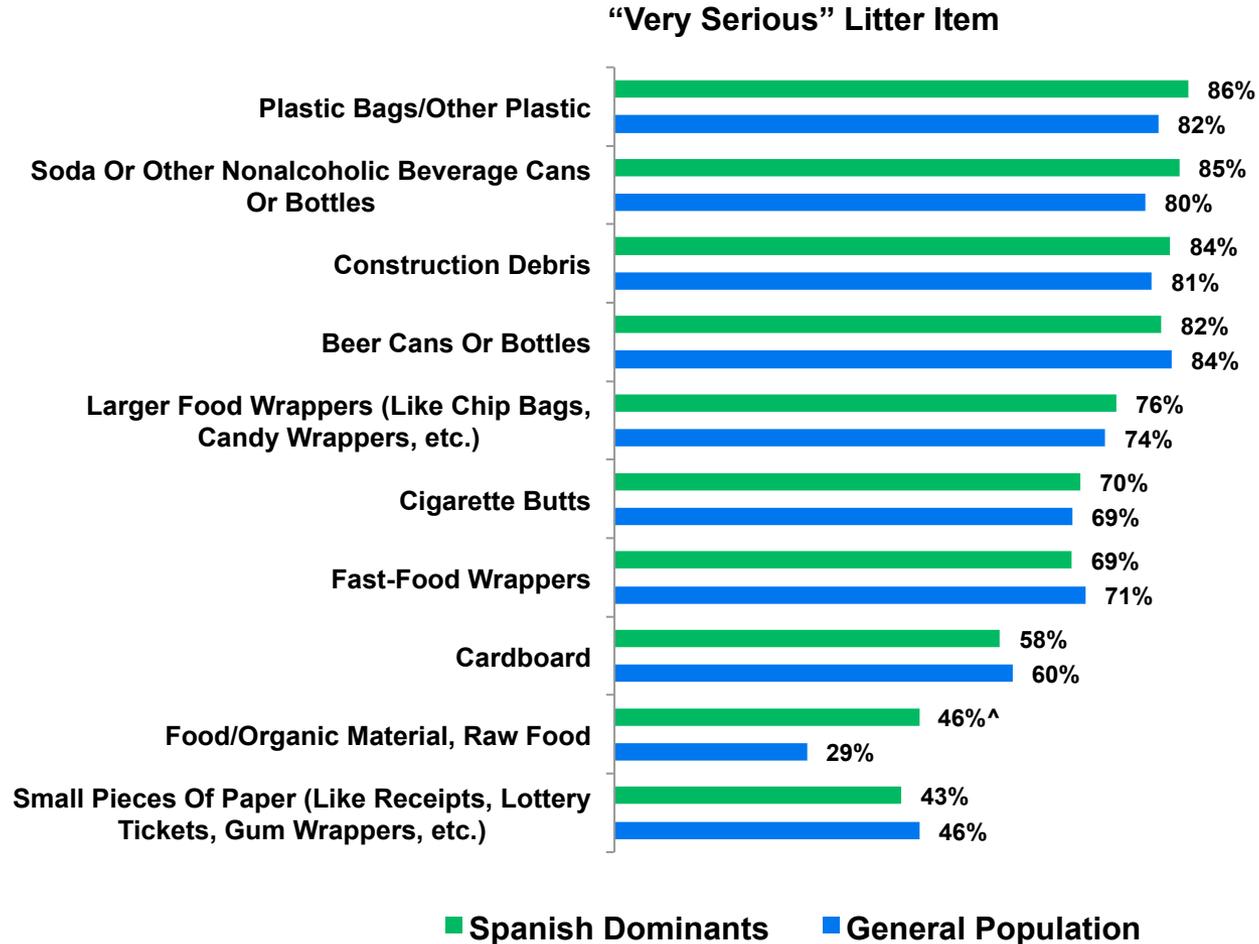
Base: Spanish Dominants (n=74); General Population (n=1206).

Q14. Which of these do you think are important motivators not to litter?; Q16A. In terms of importance, how would you rank these consequences of littering?

Q32. Here are a few facts about littering in Texas. What impact does each have on your likelihood to litter?

# Seriousness Of Litter Items

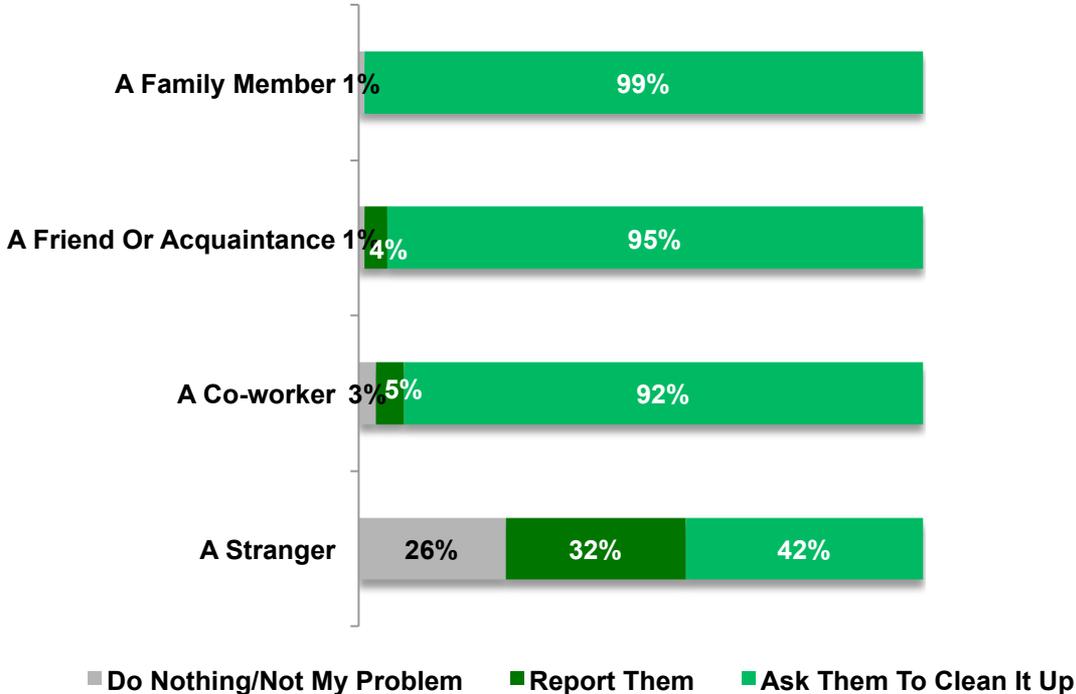
Spanish dominants are similar the general population on the severity of these litter items. One notable exception is food/organic material.



# Action Taken If Saw Someone Littering

Spanish dominants are very likely to ask someone to clean up their litter. This is somewhat higher than the general population in most cases. About a third said they would report a stranger for littering.

### Action If Saw Someone Littering Spanish Dominants



Spanish Dominants are more likely to call a toll-free number or visit a website than use a phone app to report someone.

Compared to the general population, they are more likely to report an offender if a letter is involved (74% vs. 61%).

Base: Spanish Dominants (n=74)  
Q29. If you saw each of these people littering, either intentionally or accidentally, what would you do?

# General Litter/Driving Attitudes

Agreement with these statements was much higher among Spanish dominants.

Agree With Statement	Spanish Dominants	General Population
I Believe It Is Partly My Responsibility To Keep Texas Clean And Beautiful	99%^	73%
It Is Important To Instill Anti-Littering Values In Children From A Very Young Age	99%^	86%
I Don't Throw Trash On The Road Because I Want To Keep Texas Beautiful	97%^	83%
I Take Pride In Not Littering	95%^	83%
It Is Important That My Car Be Clean	95%^	58%
I Believe Roadside Litter Is An Important Environmental Issue	93%^	67%
I Go Out Of The Way To Keep My House And Work Place Clean And Organized	93%^	56%
Littering Is A Socially Unacceptable Behavior	93%^	77%
Even A Small Piece Of Litter Is A Big Problem	92%^	65%
Litter That Accumulates On Our Roadways Is A Poor Reflection On Us As Texans	89%^	80%
Cigarette Butts Are One Of The Worst Forms Of Litter	86%^	68%
I Enjoy Road Trips	84%^	66%
I Always Make An Attempt To Recycle Products	82%^	53%
I Am Proud Of The Work Our State Government Does To Keep Texas Beautiful	81%^	46%
I Believe People Who Litter Are Disgusting	81%^	57%
I Take Pride In All Things Texas	81%^	58%
I Think We Have Adequate Laws To Prevent Littering	72%^	34%
I Like To Drive	70%^	57%
I Play An Active Role In Preserving The Environment	70%^	35%
I Think The Laws To Prevent Littering Are Enforced Strictly	62%^	19%
I Always Try To Be "Green" In Terms Of What I Use And Consume	59%^	34%
I Always Opt For The Convenient Choice, Even If It Is More Expensive Or Not The Best	51%^	12%
I Am Always Pressed For Time Or In A Rush	36%^	15%
Littering Is OK As Long As The Item Will Decompose/Is Biodegradable	36%^	10%
If Others Litter, It Is Not My Problem	14%	10%

# Reducing Litter In Texas—Unaided Suggestions

Among Spanish dominants, suggestions for reducing litter in Texas include more education and awareness, and more containers/bins available.

Fines and increased enforcement were also mentioned with some frequency.

Suggestions For Reducing Litter (Unaided) Spanish Dominants	
<b>Advertisement/Education (Net)</b>	<b>36%</b>
<b>Education/Awareness (Subnet)</b>	<b>32%</b>
More awareness/public awareness/Spread the word	12%
Educate people about littering laws/fines/punishment	8%
Educate children regarding the effects of littering/not littering/Early education	5%
More/Better forms of education regarding littering/More facts	4%
Educate people about effects of littering on the environment	4%
<b>Forms Of Advertisement (Subnet)</b>	<b>14%</b>
More advertisement/commercials	4%
More media exposure/advertisements	4%
<b>Trash Disposal Measures (Net)</b>	<b>27%</b>
Have more trash bins/containers/centers available	16%
Encourage people to dispose of trash properly in specific assigned areas/locations	7%
Have more recycle bins/containers/centers available	4%
<b>Fines (Net)</b>	<b>22%</b>
Bigger/Higher fines	14%
Fine/Give tickets to people who are caught littering	9%
<b>Punishment/Enforcement (Net)</b>	<b>14%</b>
More police enforcement/controls/Special antilittering police units	4%
<b>Environmental/Waste Reduction Efforts (Net)</b>	<b>11%</b>
Encourage use of biodegradable items/solutions	8%
<b>Reporting/Catching Offenders (Net)</b>	<b>7%</b>
<b>Change In Mindset/Values/Behavior (Net)</b>	<b>7%</b>
<b>Laws (Net)</b>	<b>4%</b>

Base: Spanish Dominants (n=74)

Q35. In your own words, what would it take to reduce the frequency of littering in Texas?



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# General Activities And Demographics

# Past-Month Activities



Among segments in the general population, average time spent online was similar (1.6 hours/day).

Spanish dominants spend somewhat less time online (1.2 hours/day).

	General Population	Past-Month Litterers	Millennials	Spanish Dominants
Eating out	82%	87%	86%	69%
Shopping	73%	74%	75%	76%
Watching in-home entertainment	67%	70%	70%	65%
Surfing online	65%	68%	76%	62%
Fixing up my home	40%	44%	36%	77%
Regular workouts/fitness regimes	37%	38%	42%	54%
Church/Religious activities	35%	34%	32%	54%
Going to the movies	34%	44%	44%	32%
Entertaining at home	34%	39%	48%	53%
Networking with online community	31%	40%	38%	35%
Browsing at book stores	29%	29%	29%	22%
Attending parties with friends	28%	39%	40%	46%
Visiting coffee shops	25%	35%	34%	15%
Volunteer work for community	17%	17%	13%	8%
Culinary pursuits	16%	16%	10%	24%
Running	16%	26%	35%	38%
Hiking	9%	13%	12%	7%
Biking	9%	10%	10%	16%
Playing golf	6%	6%	7%	---
Playing tennis	3%	4%	6%	3%
Rowing	1%	2%	2%	1%
None of these	2%	1%	3%	1%

Base: General Population (n=1206); Past-Month Litterers (n=353); Millennials (n=285); Spanish Dominants(n=74)

Q36. Which of these activities have you done in the past month?

# Demographics And Litterer Profiles

	General Population	Past-Month Litterers	Index	Spanish Dominants
Male	50%	58%	116	26%
Female	50%	42%	84	74%
<b>Age:</b>				
16 to 24	6%	12%	200	9%
25 to 34	19%	26%	137	28%
35 to 44	20%	23%	115	36%
45 to 54	21%	22%	105	18%
55 to 64	19%	11%	58	1%
65+	14%	6%	43	7%
<b>Ethnicity:</b>				
Caucasian	61%	49%	80	---
Hispanic/Latin American	25%	36%	144	100%
African-American	8%	9%	113	---
All Other	6%	6%	100	---
<b>Household Income:</b>				
Under \$20,000	12%	14%	117	32%
\$20,000 but less than \$40,000	19%	19%	100	38%
\$40,000 but less than \$60,000	23%	23%	100	14%
\$60,000 but less than \$75,000	14%	13%	93	4%
\$75,000 but less than \$100,000	15%	18%	120	5%
\$100,000 or more	17%	13%	76	---
Refused/No answer	---	---		7%

# Demographics And Litterer Profiles (cont.)

	General Population	Past-Month Litterers	Index	Spanish Dominants
<b>Household Size:</b>				
One	19%	17%	89	3%
Two	37%	28%	76	15%
Three	18%	20%	111	24%
Four	16%	21%	131	24%
Five or more	10%	14%	140	32%
Refused/No answer	---	---		1%
<b>Marital Status:</b>				
Married	57%	49%	86	74%
Single, never been married	20%	27%	135	11%
Divorced	10%	10%	100	7%
Single, but living in a couple relationship	7%	11%	157	3%
Widowed	4%	1%	25	3%
Separated	1%	1%	100	1%
Refused/No answer	---	---		1%
<b>Children In Household:</b>				
Under the age of 2	6%	11%	183	14%
2 to 5 years old	12%	17%	142	27%
6 to 11 years old	17%	18%	106	32%
12 to 17 years old	13%	14%	108	30%
18 or older	34%	21%	62	22%
No children	37%	41%	111	16%

# Demographics And Litterer Profiles (cont.)



	General Population	Past-Month Litterers	Index	Spanish Dominants
<b>Education:</b>				
Less than high school	2%	1%	50	32%
High school grad/Vocational school	15%	12%	80	23%
Some college	33%	35%	106	19%
College graduate	35%	38%	109	24%
Post graduate (master's or higher)	16%	13%	81	1%
<b>Employment Status:</b>				
Full-time	47%	56%	119	26%
Part-time	12%	12%	100	18%
Retired	18%	10%	56	4%
Caring for family/Homemaker	11%	10%	91	38%
Not employed	9%	9%	100	8%
Student	3%	3%	100	7%