

TEXAS STATEWIDE ADULT SURVEY

October 20-27, 2005

N = 1,259 respondents

margin of error: $\pm 2.8\%$

QUESTIONNAIRE FORMAT

1

Introduction and Screeners

2

Recall of Advertising (Q1-Q8)

3

Littering Behavior (Q9-Q16)

4

Impact of Specific Information (Q17AX—Q19E)

5

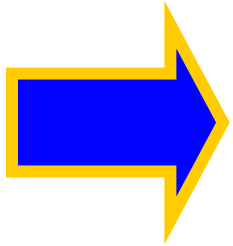
**Informed Likelihood
to Litter / Dispose
Properly (Q20)**

Multiple regression is used to
measure persuasiveness of
specific information

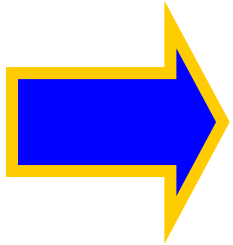
6

**Follow-up Questions and
Demographics (Q21-D9)**

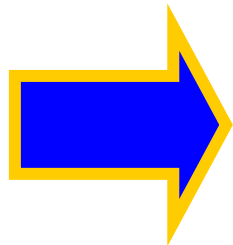
OBJECTIVES



To measure awareness of The Don't Mess with Texas advertising Campaign.



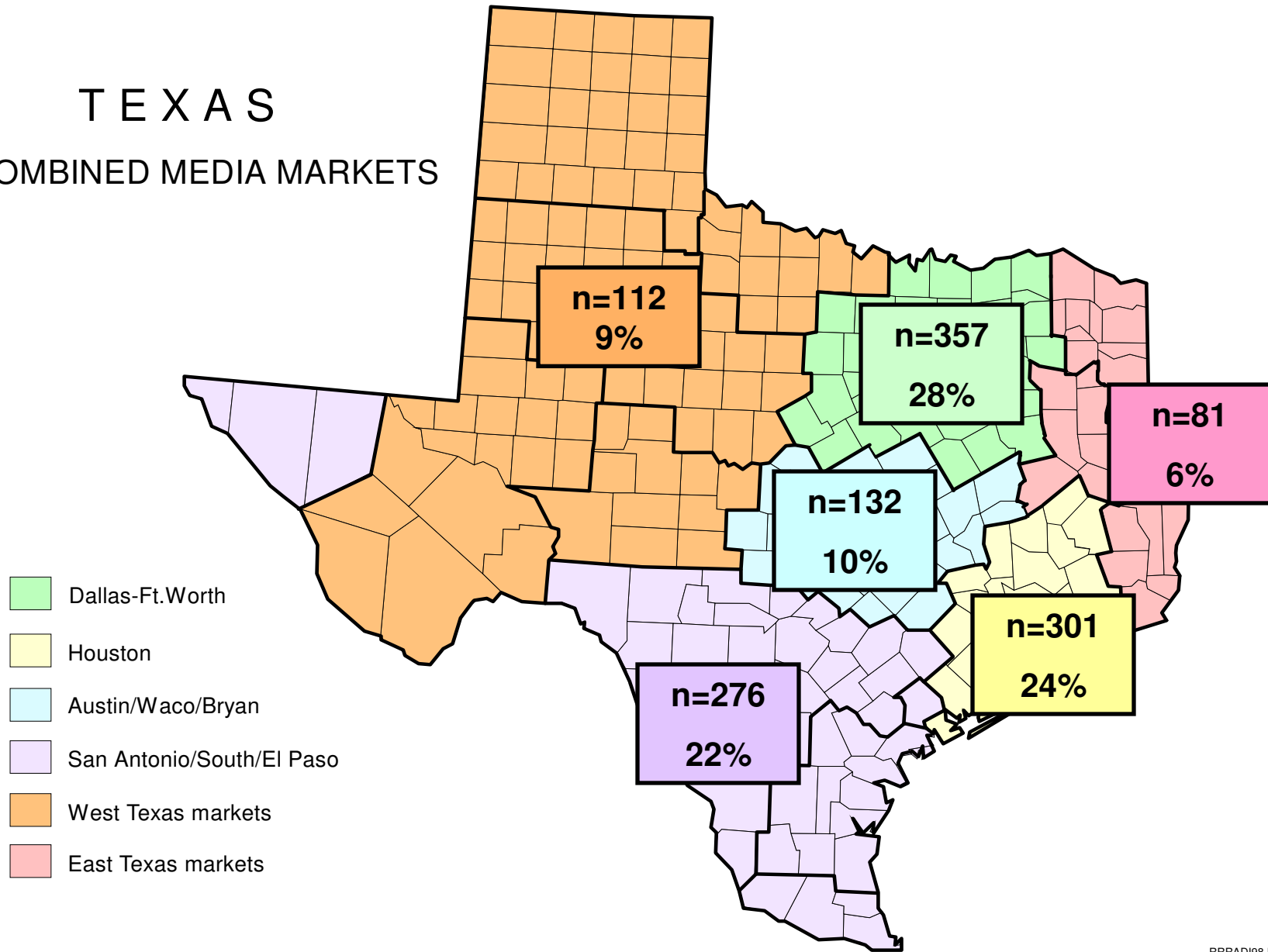
To assess litter behavior levels.



To measure the persuasiveness of attitudinal and informative statements on one's likelihood to litter less or dispose of litter properly.

TEXAS

COMBINED MEDIA MARKETS

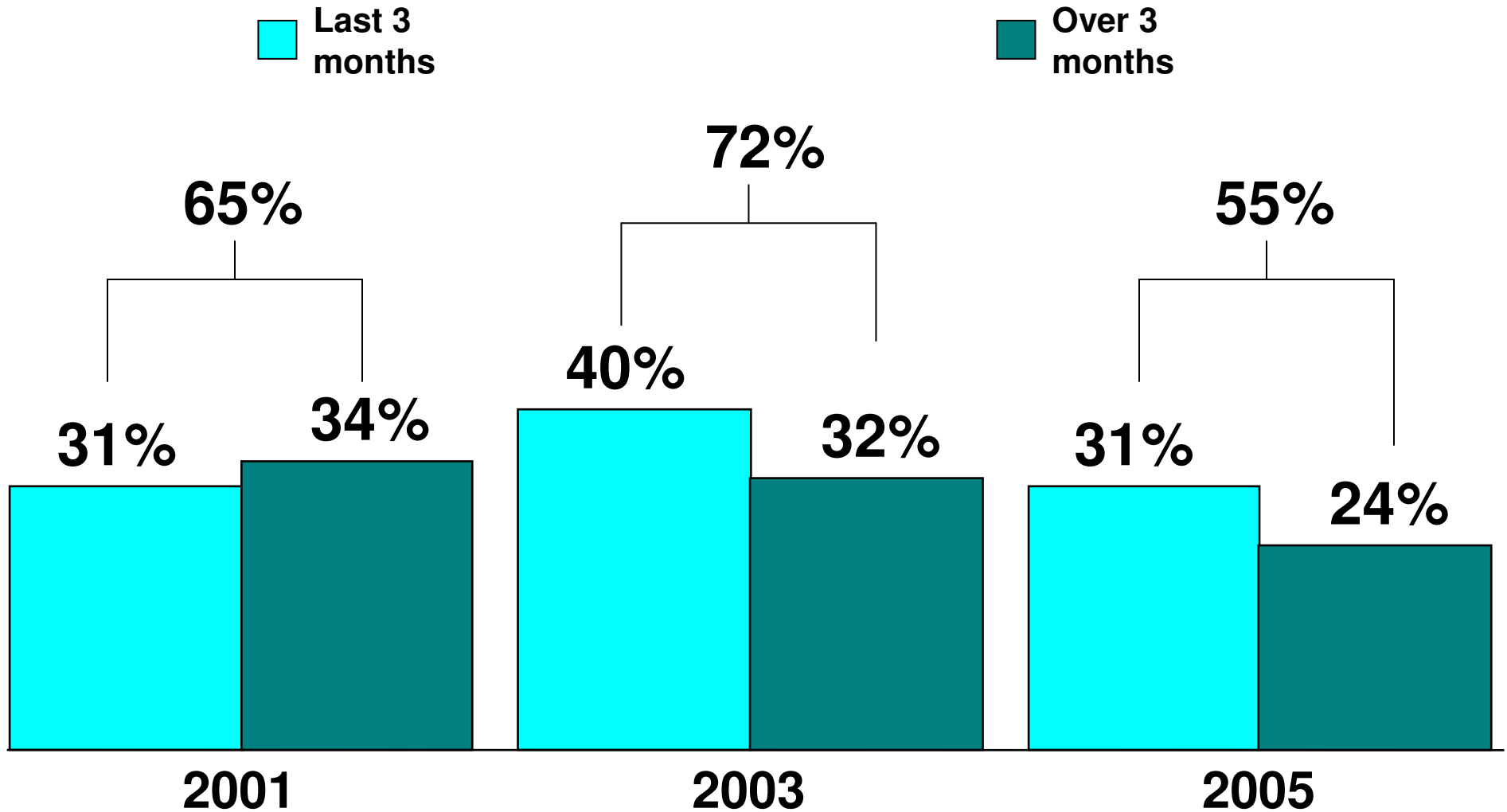


RRRADI98.PRZ

RECALL OF LITTER PREVENTION ADVERTISEMENT

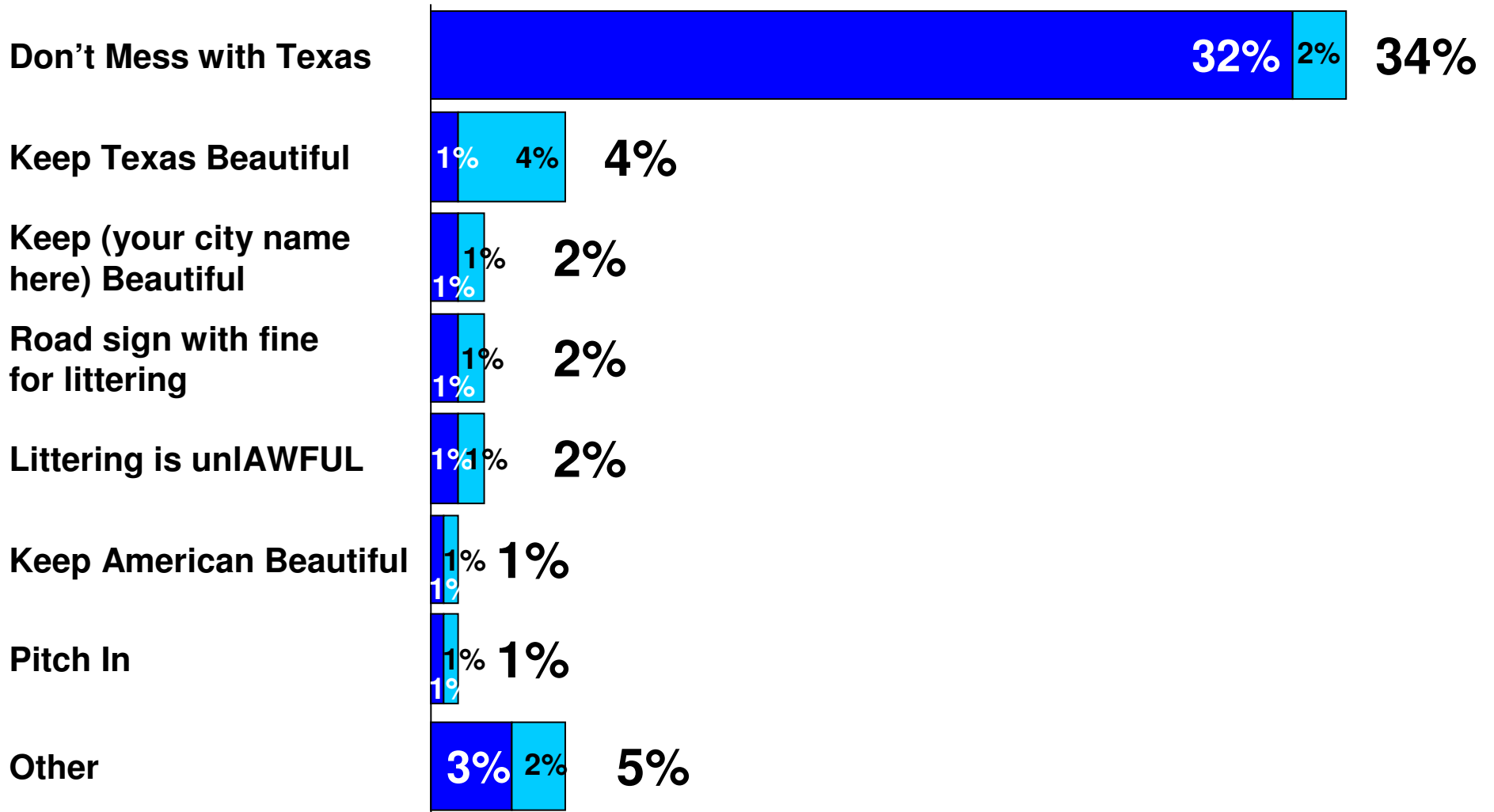
Q1. In the past three months, have you seen, read, or heard recently any ads or public service messages related to litter or littering?

Q2. Have you seen, read, or heard recently any ads or public service messages related to litter or littering more than three months ago?



MAIN SLOGAN USED IN ADS OR MESSAGES

Q3. What was the main slogan used in the ads or public service messages?



■ First mention ■ Second mention

RECALL OF DON'T MESS WITH TEXAS

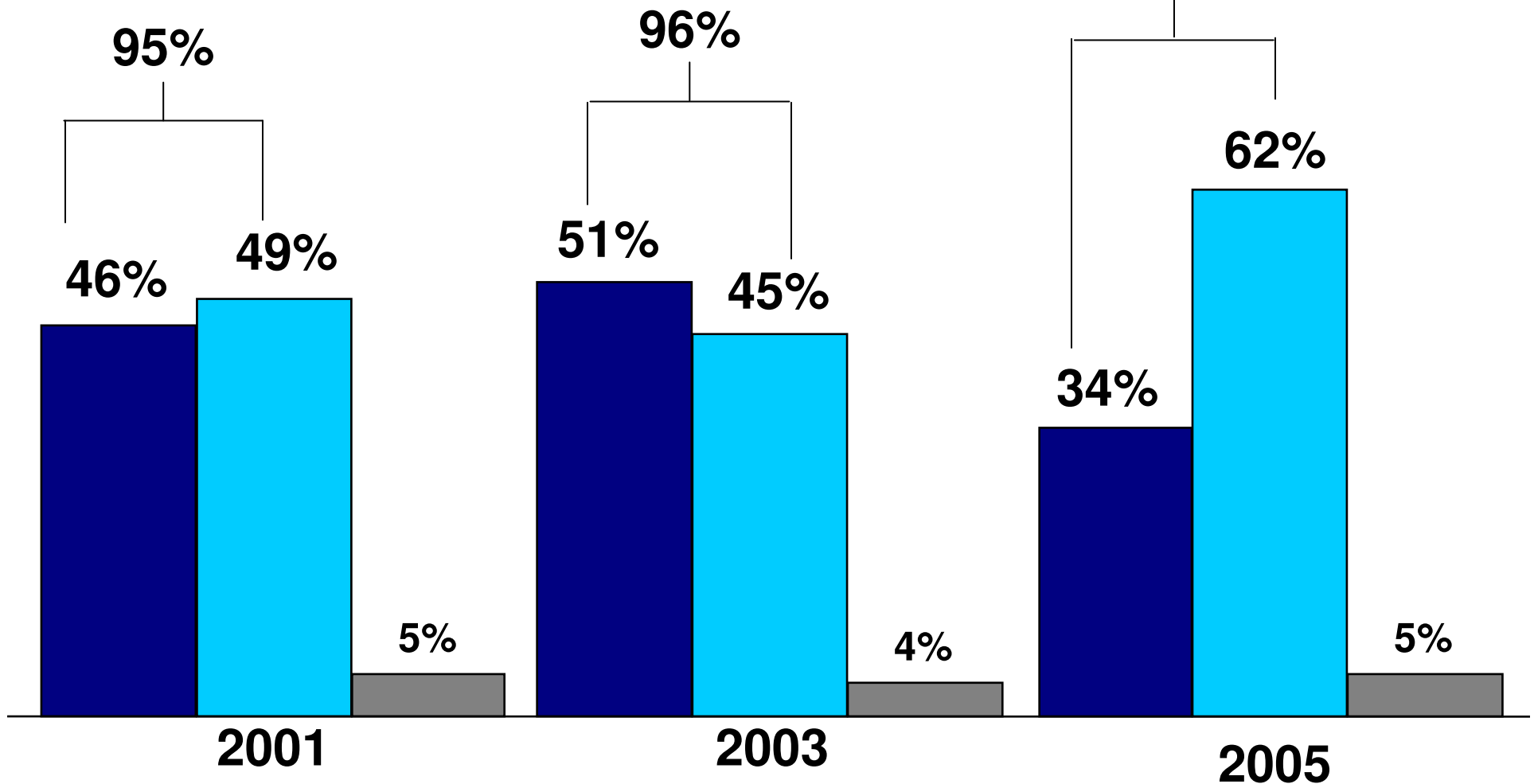
Q3. What was the main slogan used in the ads or public service messages?

Q4. Have you seen, read, or heard the slogan "Don't Mess with Texas"?

Unprompted recall of DMWT in Q3

Prompted recall of DMWT in Q4

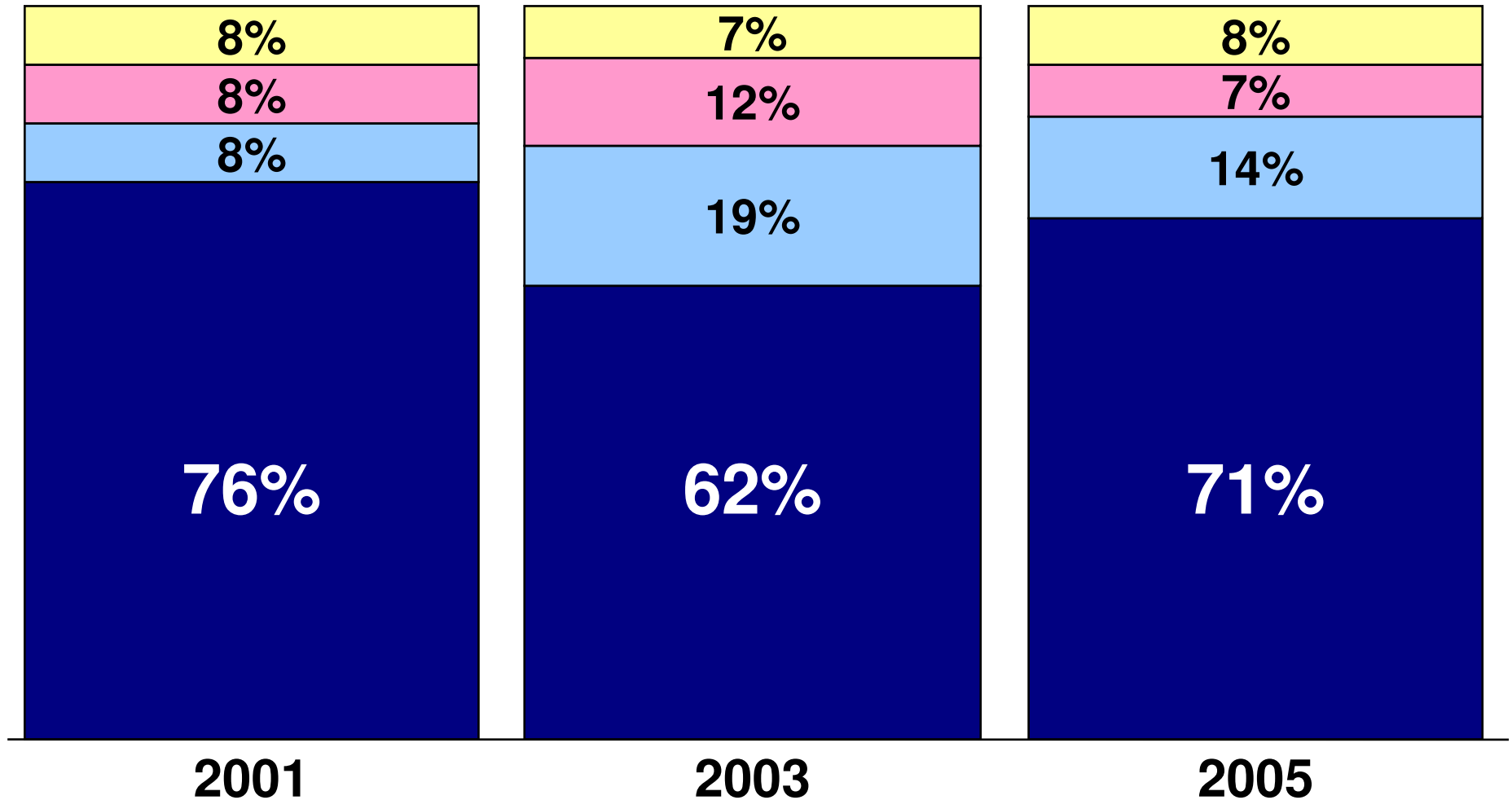
No recall 95%



MEANING OF “DON’T MESS WITH TEXAS”

Q5. Please tell me in your own words, what the slogan “Don’t Mess with Texas” means to you?

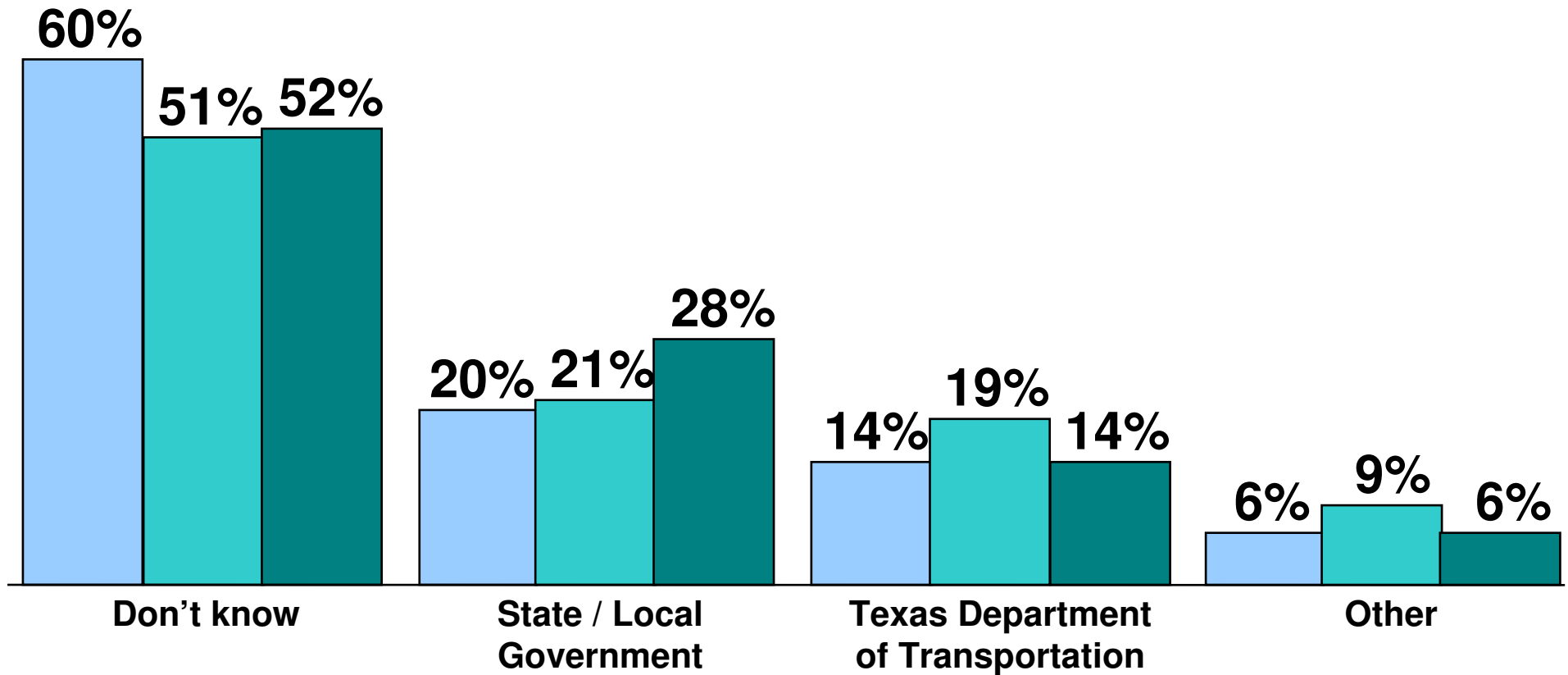
■ Anti-Litter / Correct response ■ Positive message, not exactly correct ■ Incorrect meaning ■ Unsure / refused



PERCEPTION OF DMWT CAMPAIGN SPONSOR

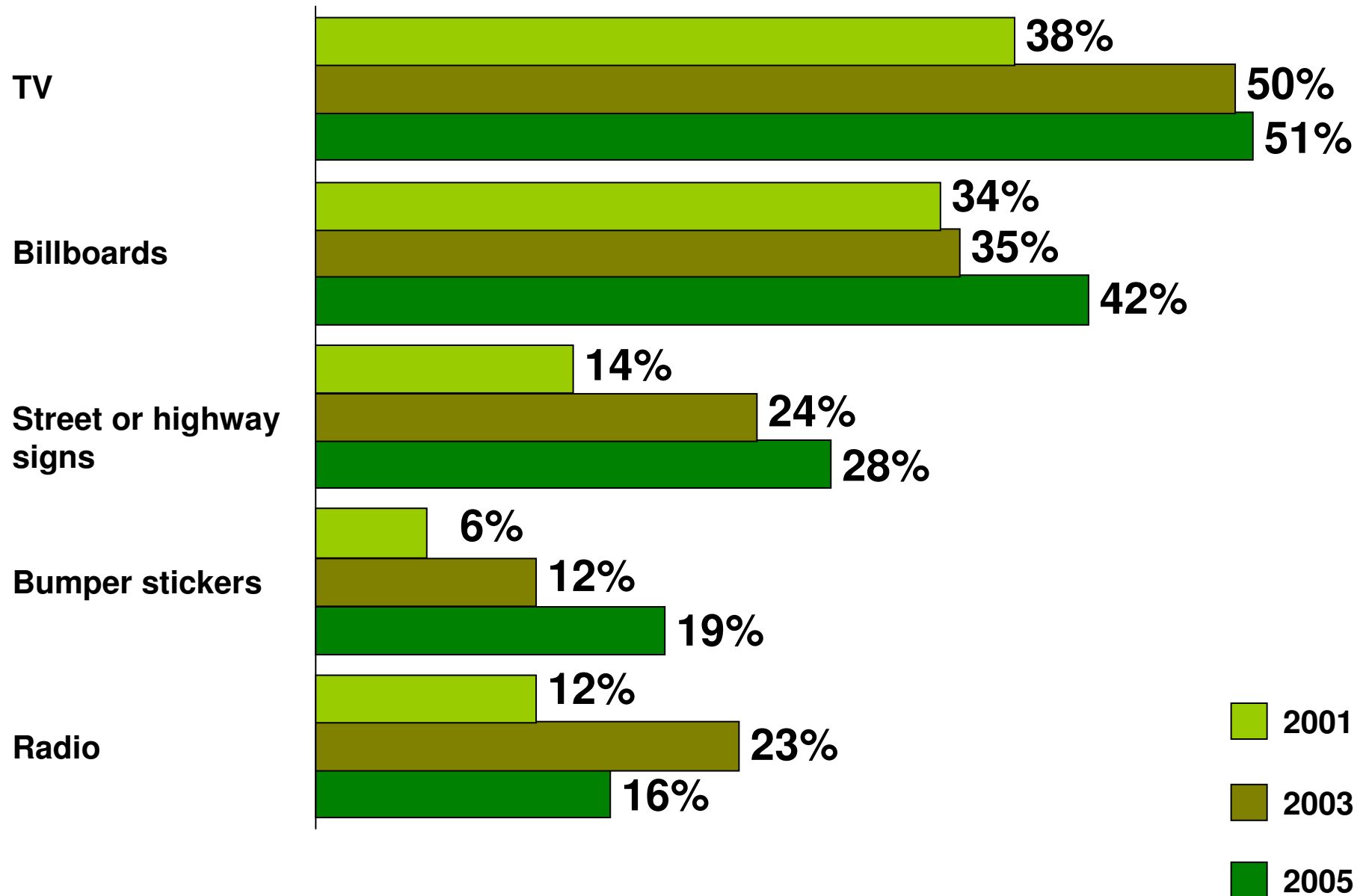
Q6. Who sponsors the Don't Mess with Texas ads or public service messages?

2001 2003 2005



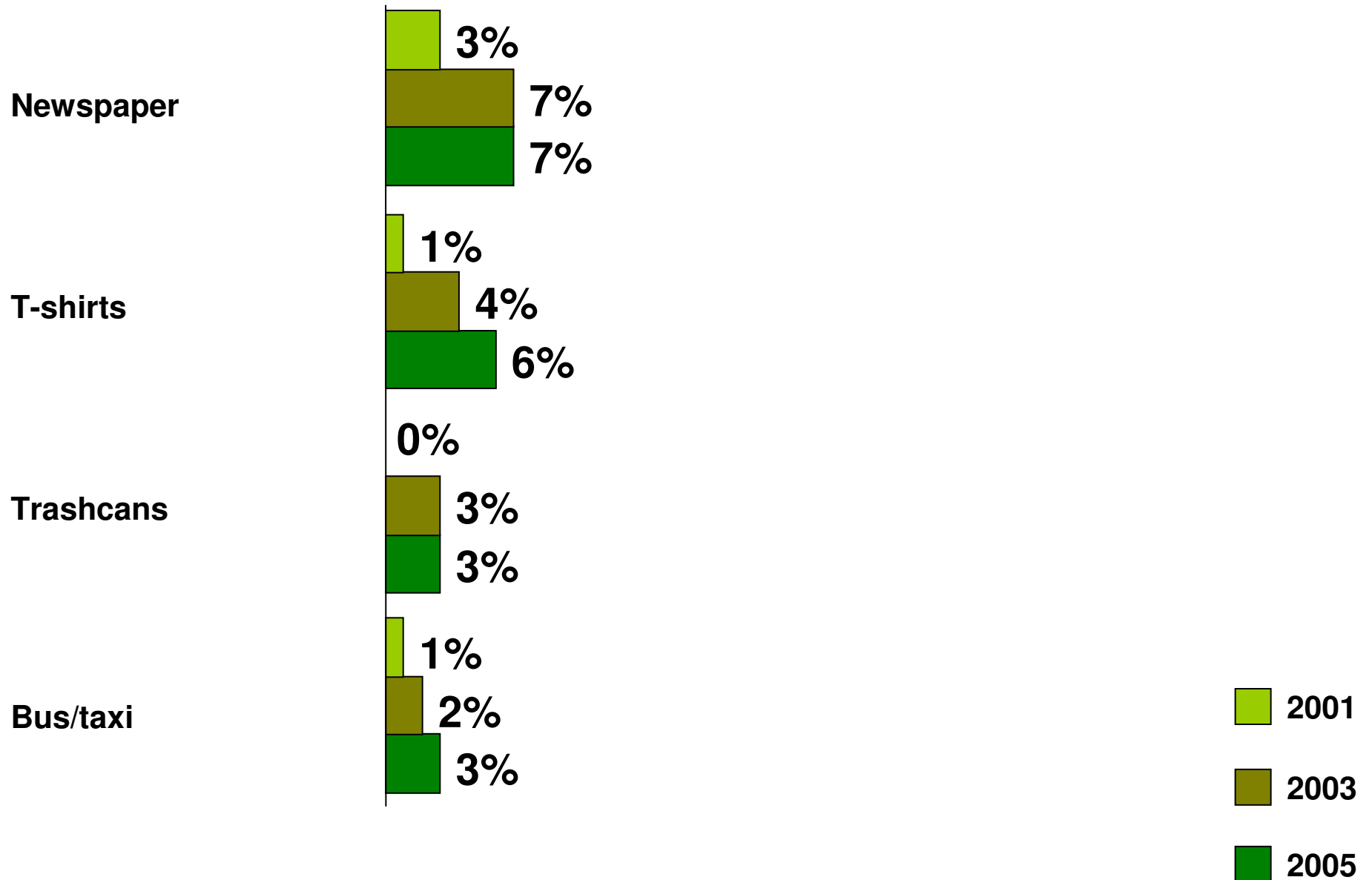
WHERE TEXANS HAVE SEEN, READ, OR HEARD DMWT

Q8. Where have you seen, read, or heard the slogan "Don't Mess with Texas"?

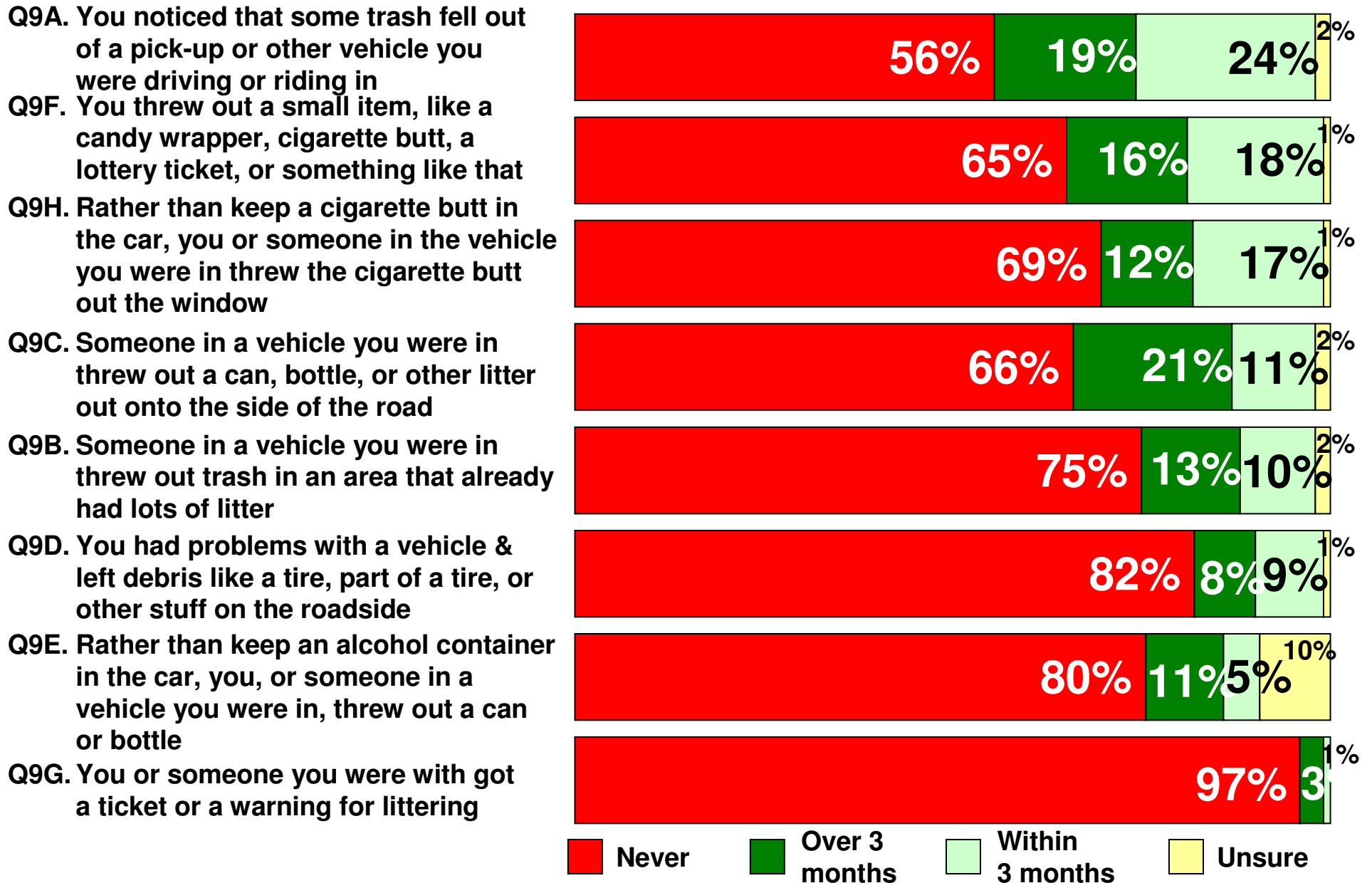


WHERE TEXANS HAVE SEEN, READ, OR HEARD DMWT

Q8. Where have you seen, read, or heard the slogan "Don't Mess with Texas"?



WHEN AND HOW LITTERING HAPPENED



LITTERING ANYTIME

Combination of any littering in Questions 9A-9H.



Litterer

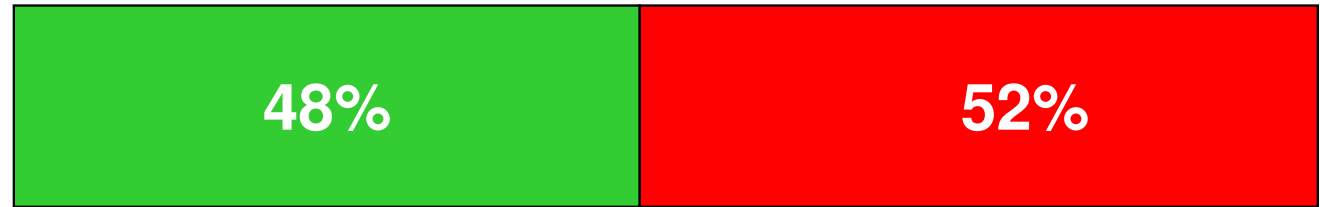
Non-litterer



95%	Under 25
77%	25-34
72%	35-49
69%	50-64
56%	65 or older
83%	Smoker
69%	Non-smoker

LITTERING WITHIN LAST 3 MONTHS

Combination of any recent littering in Questions 9A-9H.



Recent Litterer

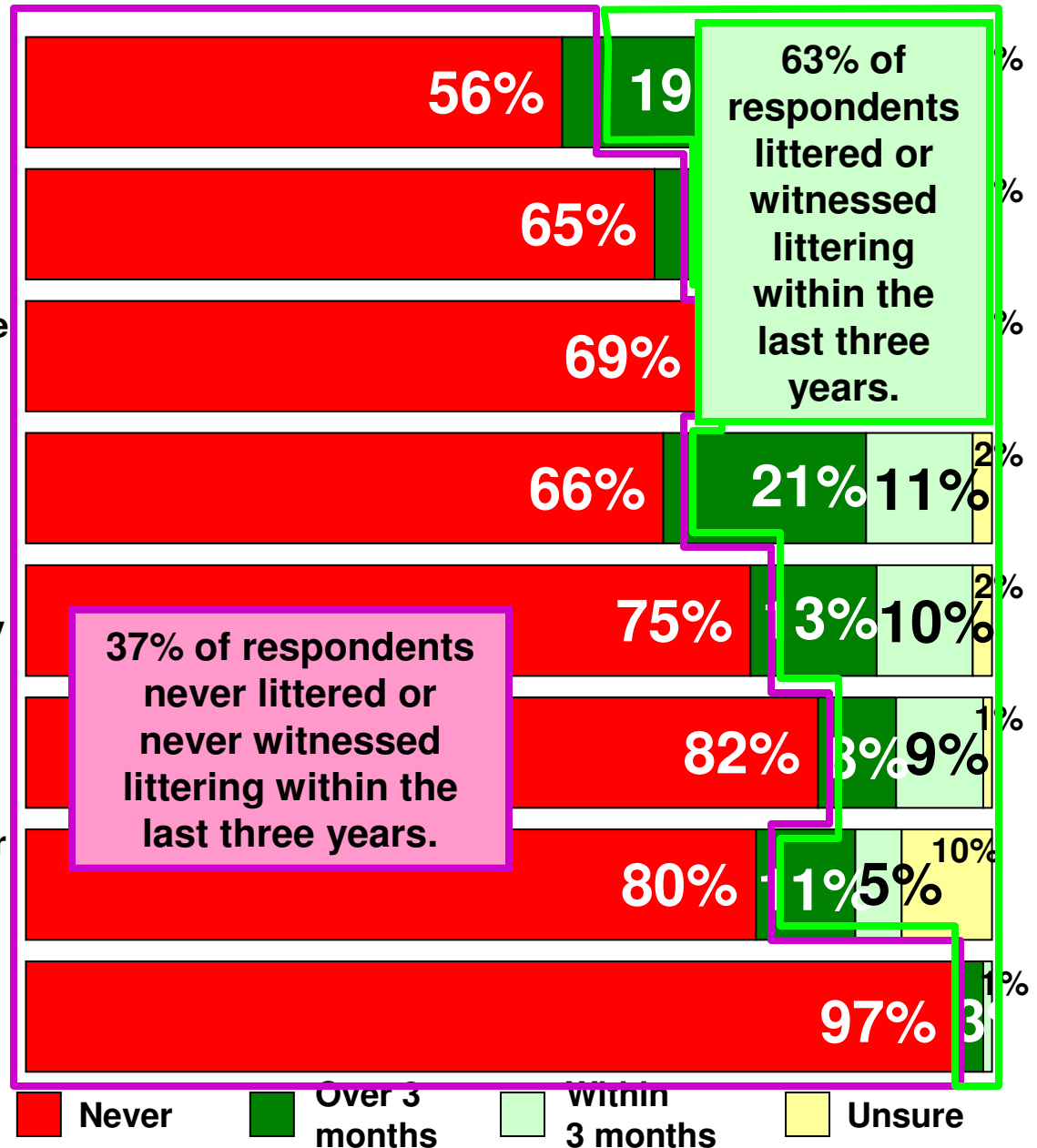
Non-recent Litterer



80%	Under 25
54%	25-34
49%	35-49
42%	50-64
30%	65 or older
66%	Smoker
43%	Non-smoker

WHEN AND HOW LITTERING HAPPENED

- Q9A. You noticed that some trash fell out of a pick-up or other vehicle you were driving or riding in
- Q9F. You threw out a small item, like a candy wrapper, cigarette butt, a lottery ticket, or something like that
- Q9H. Rather than keep a cigarette butt in the car, you or someone in the vehicle you were in threw the cigarette butt out the window
- Q9C. Someone in a vehicle you were in threw out a can, bottle, or other litter out onto the side of the road
- Q9B. Someone in a vehicle you were in threw out trash in an area that already had lots of litter
- Q9D. You had problems with a vehicle & left debris like a tire, part of a tire, or other stuff on the roadside
- Q9E. Rather than keep an alcohol container in the car, you, or someone in a vehicle you were in, threw out a can or bottle
- Q9G. You or someone you were with got a ticket or a warning for littering



COMPARING LITTERING SITUATIONS – Q9A to Q9G

 Littered or Witnessed Littering within last 3 years.

 Never Littered or Witnessed Littering within the past three years.

1998: 58% or 692 out of 1,201 respondents.



2001: 67% or 577 out of 867 respondents.



2003: 62% or 778 out of 1,253 respondents.



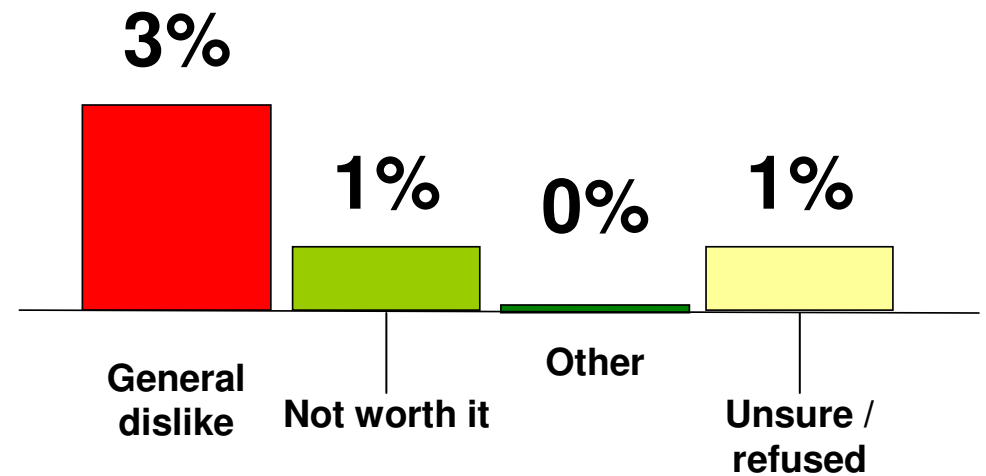
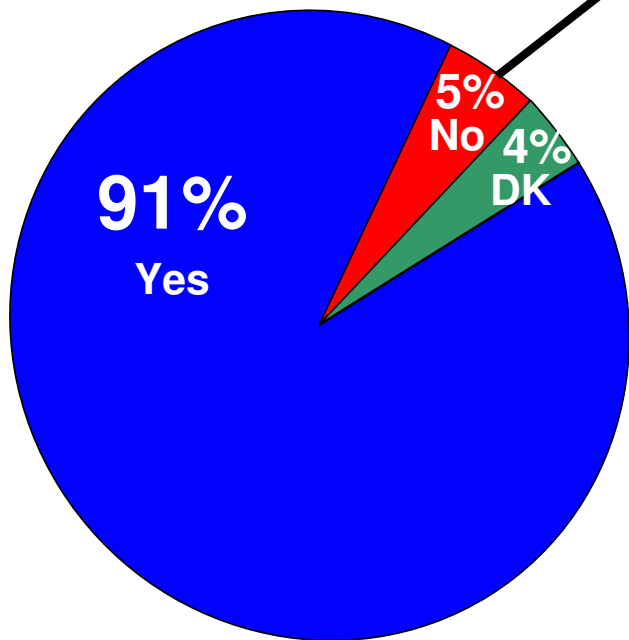
2005: 63% or 787 out of 1,259 respondents.



CONTINUATION OF “DON’T MESS WITH TEXAS”

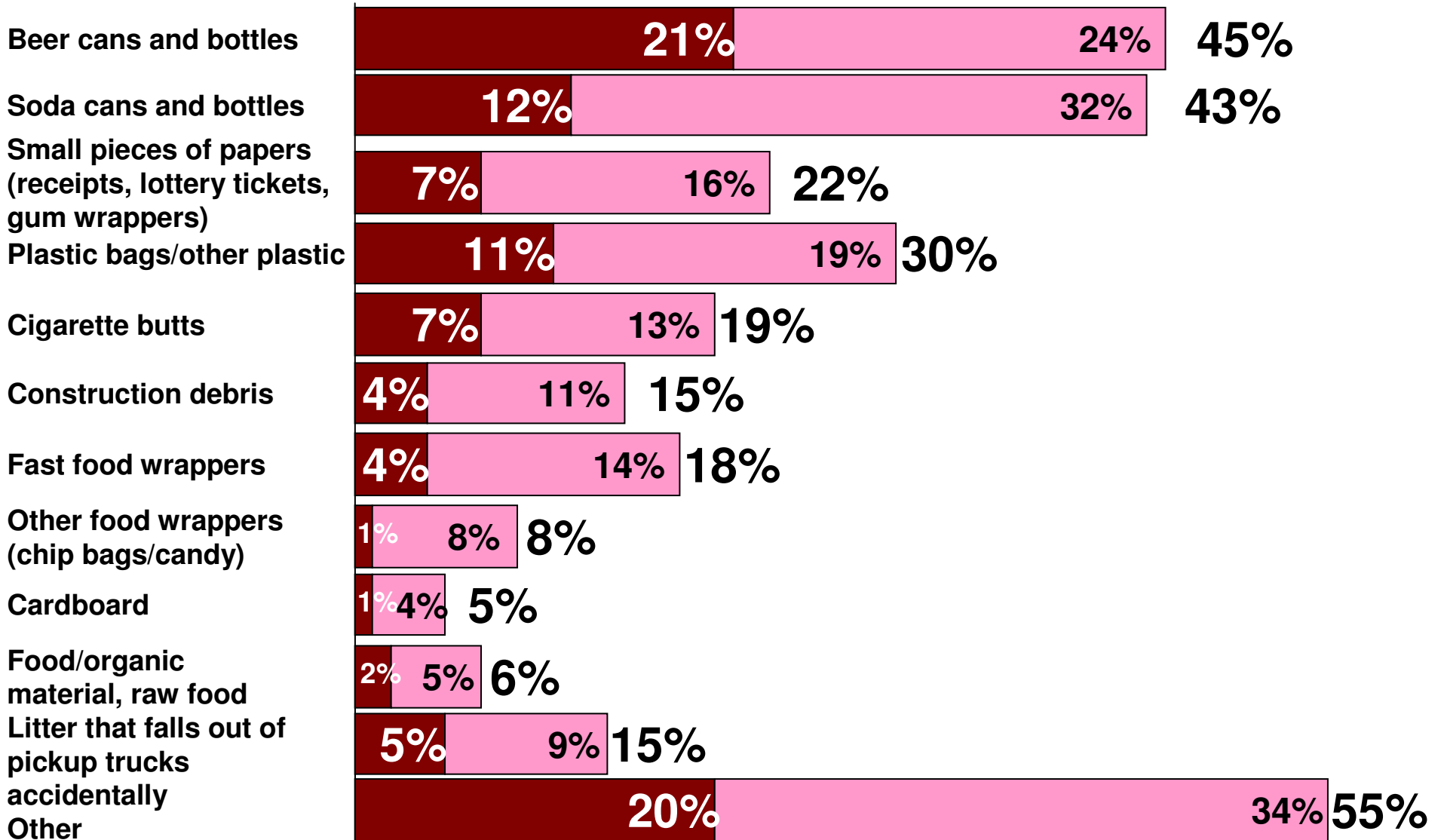
Q10. Just based on your own feelings, would you like to see the Texas Department of Transportation continue using the Don’t Mess with Texas litter prevention campaign, or not?

Q11. Why do you think the litter prevention campaign should not be continued?



SERIOUS LITTER PROBLEMS

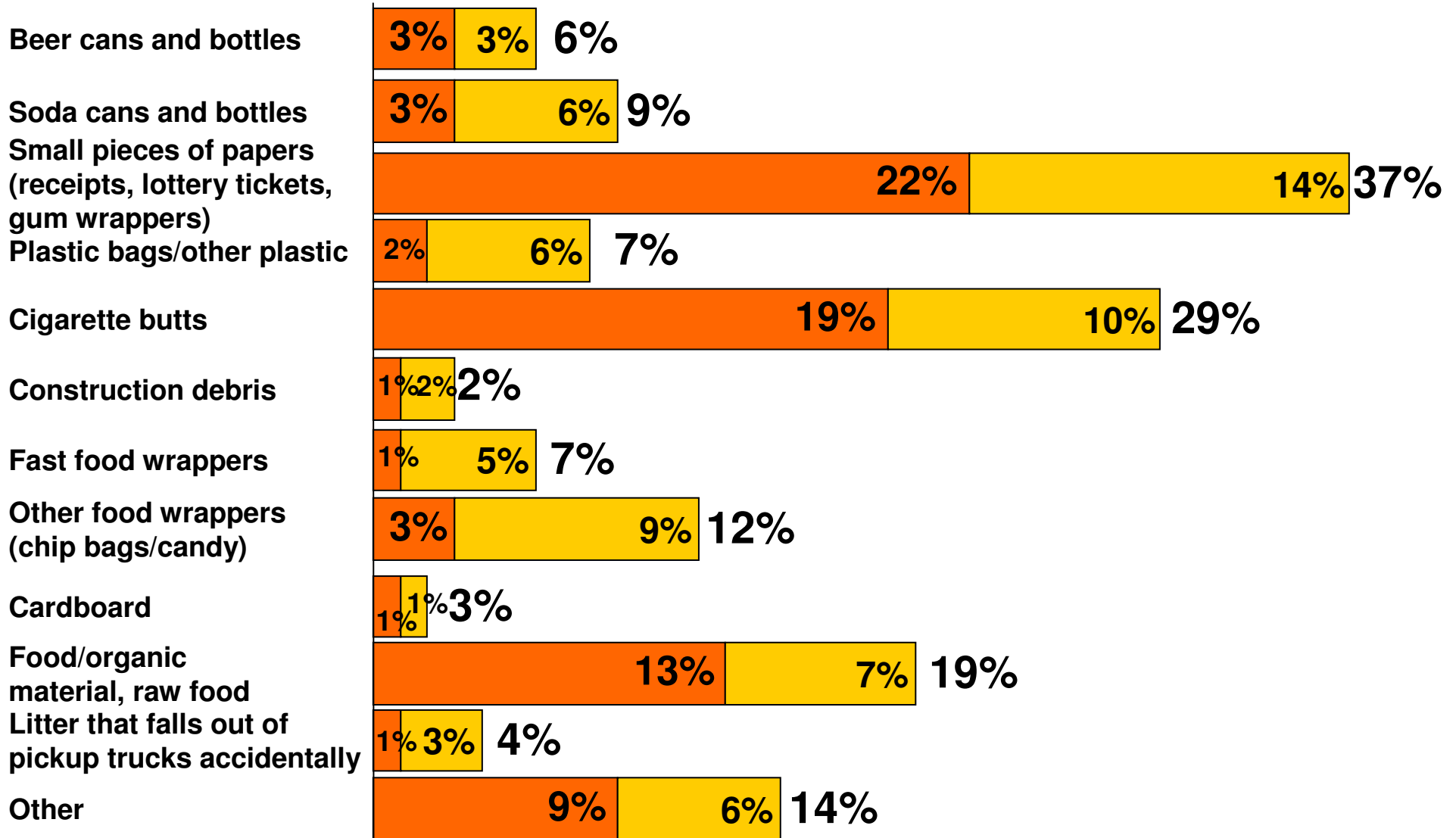
Q12. What types of materials do you think are a serious litter problem?



■ 1st mention ■ 2nd thru 5th mention

MINOR LITTER PROBLEMS

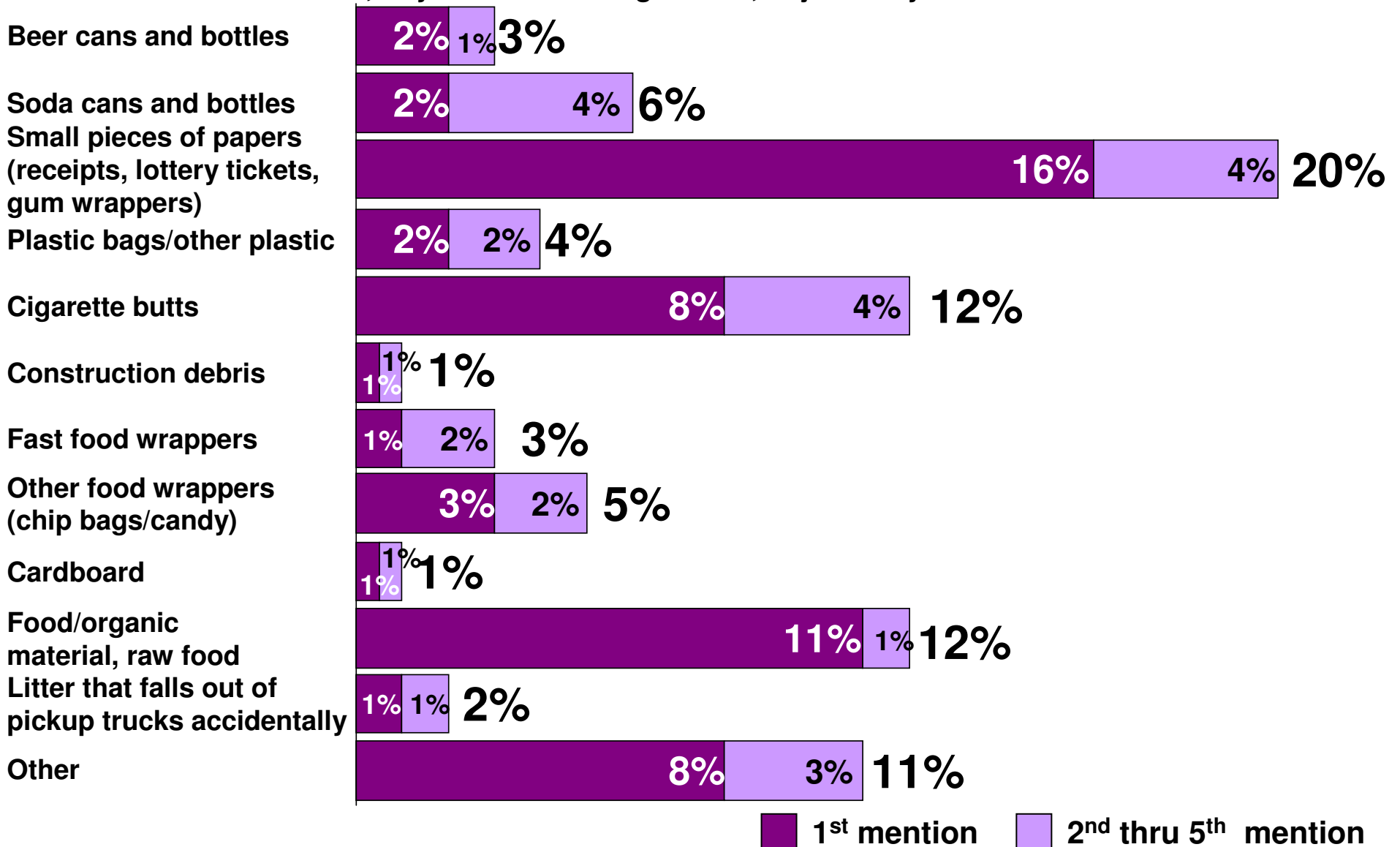
Q13. What types of materials do you think are pretty minor litter problem?



1st mention
 2nd thru 5th mention

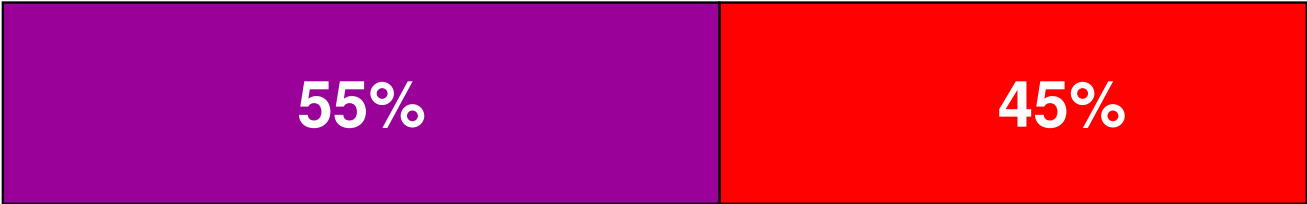
ITEMS YOU DISCARDED AS LITTER

Q14. Can you think of items that you yourself might have discarded as litter, either because you didn't think much of it or because you thought of it as a minor item, or it was accidental, or you were messing around, or just not yourself?



SELF-DESCRIBED LITTERERS

Any littering behavior in Question 14.



Self- Litterer

Non-litterer



77%	Under 25
67%	25-34
56%	35-49
50%	50-64
36%	65 or older
65%	Smoker
52%	Non-smoker

	Self-Litterer	Non-Litterer	Cases
Out 4 to 5 nights a week	91%	9%	11
Female/Under 25	80%	20%	69
Under 25	77%	23%	170
Out more than 5 nights a week	75%	25%	8
Male/unsure-refused	75%	25%	12
Male/Under 25	75%	25%	101
Recent Litterer	69%	31%	602
Male/25-34	69%	31%	84
Drive something else--other vehicle	67%	33%	12
25-34 years old	67%	33%	187
Under 50/urban-suburb	65%	35%	385
Smoker	65%	35%	241
Litterer	65%	35%	903
Female/25-34	65%	35%	103
Under 50 /rural	64%	36%	288
African-American	63%	38%	144
Yes SRH litter or littering more than 3	62%	38%	296
Yes--use litter bag/trash can in vehicle	61%	39%	337
Out 1 to 2 nights a week	61%	39%	351
Income 100000 & over	61%	39%	152
Out 3 to 4 nights a week	60%	40%	45
Income '\$20,000-\$39,999	60%	40%	266
Hispanic	60%	40%	287
Drives a motorcycle	60%	40%	10

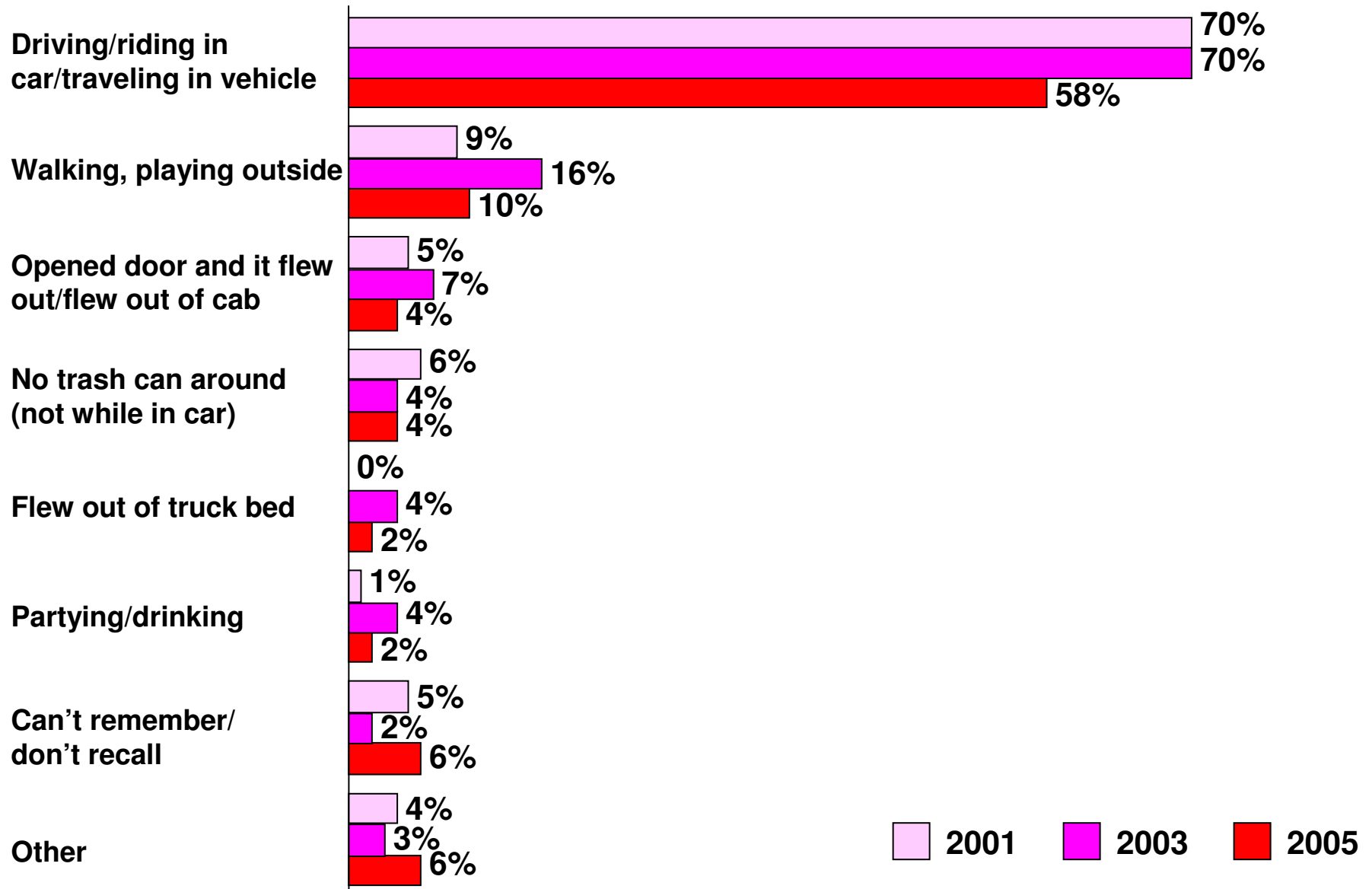
	Self-Litterer	Non-Litterer	Cases
No--litter bag/trash can in vehicle	59%	41%	517
Male int/male respondent	59%	41%	313
Income \$40,000-\$59,999	59%	41%	187
Female/employed	59%	41%	333
Drives 31 to 50 miles a day	59%	41%	416
Yes, use Internet	58%	42%	879
Unsure income	58%	42%	96
Male/urban-suburb	58%	42%	346
Male/employed	58%	42%	428
Income \$60,000-\$74,999	58%	42%	114
Dk/ref--litter bag/trash can in vehicle	58%	42%	19
Yes SRH litter or littering past 3 R1	57%	43%	384
West Texas markets	57%	43%	112
San Ant/South/El Paso Markets	57%	43%	276
Female/35-49	57%	43%	157
Drives a sports car	57%	43%	239
Drives a coupe	57%	43%	154
Dallas-Ft.Worth markets	57%	43%	357
Austin/Waco/Bryan markets	57%	43%	132
Yes, born in TX	56%	44%	727
Urban/suburban	56%	44%	707
No--do not use litter bag/trash can in vehicle	56%	44%	169
Male	56%	44%	605
Drives 21 to 30 miles a day	56%	44%	154
Dk/ref type of car	56%	44%	16
35-49 years old	56%	44%	316
TOTAL	55%	45%	1259

	Self-Litterer	Non-Litterer	Cases
TOTAL	55%	45%	1259
Male/35-49	55%	45%	159
Drives a pick-up-truck	55%	45%	262
Drives 50 or more miles a day	55%	45%	86
Rural	54%	46%	552
No/ Dk/ref SRH litter or littering past 3 -R1	54%	46%	875
Male/rural	54%	46%	259
Female/rural	54%	46%	293
Fem int/fem respondent	54%	46%	337
Drives a sedan	54%	46%	419
No, not born in TX	53%	47%	520
Male/50-64	53%	47%	137
Male int/fem respondent	53%	47%	317
Female/urban-suburb	53%	47%	361
Female	53%	47%	654
Fem int/male respondent	53%	47%	292
Yes--litter bag/trash can in vehicle	52%	48%	723
Out zero nights per week	52%	48%	826
Non-smoker	52%	48%	1010
East Texas markets	52%	48%	81
Drives 11 to 20 miles a day	52%	48%	233
Drives 0 to 10 miles a day	52%	48%	370
Anglo	52%	48%	783
Male/not employed	50%	50%	165
Houston markets	50%	50%	301
Drives a van/minivan	50%	50%	113
Dk/ref smoke	50%	50%	8

	Self-Litterer	Non-Litterer	Cases
50-64 years old	50%	50%	308
No/ Dk/ref SRH litter or littering more than 3	49%	51%	579
No/ Dk/ref Internet	48%	52%	380
Female/not employed	48%	52%	314
Female/50-64	48%	52%	171
Income \$75,000-\$99,999	45%	55%	134
50+/urban-suburb	45%	55%	296
Don't drive	44%	56%	34
Female/uns-refused employment	43%	57%	7
Rural/Sub Age Unknown	42%	58%	45
Non-Recent Litterer	42%	58%	657
Gender/Age unknown	42%	58%	45
Age unknown	42%	58%	45
50+/rural	42%	58%	245
Refused income	39%	61%	125
Other ethnicity	38%	62%	45
Male/65+	36%	64%	95
Female/65+	36%	64%	138
Dk/ref use litter bag/trash can in vehicle	36%	64%	11
65 or older	36%	64%	233
Non-Litterer	29%	71%	356
Dk/ref Nights	28%	72%	18

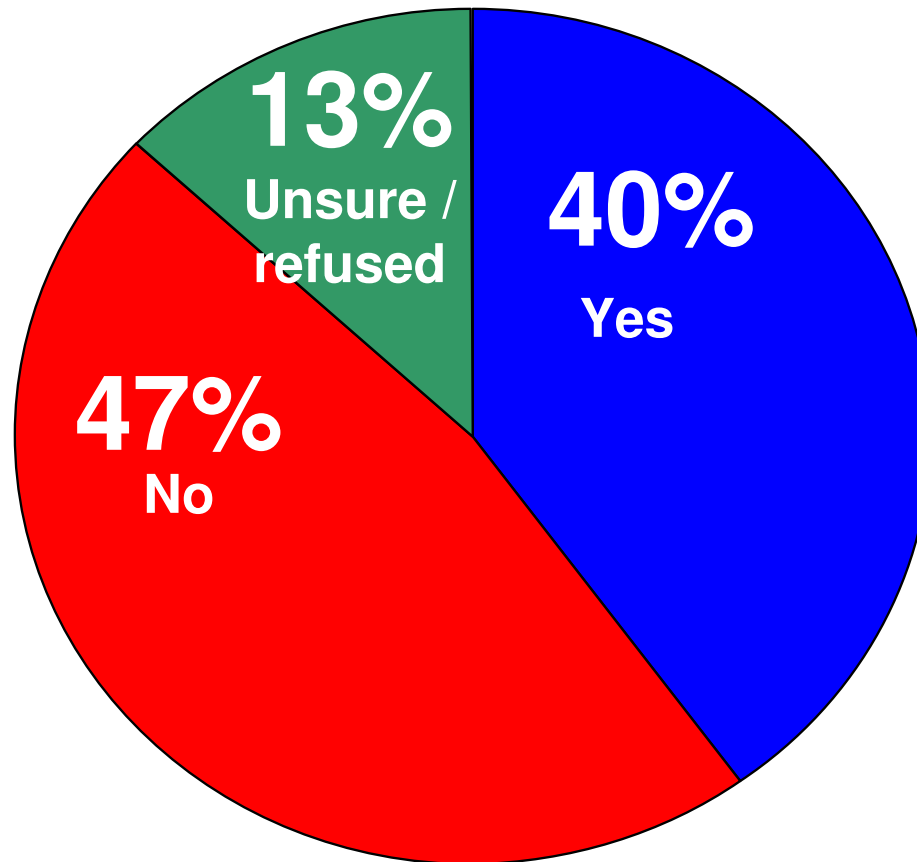
SITUATIONS WHEN LITTERING OCCURRED

Q15. What were the circumstances when something like that happened in terms of where and what you were doing?



LITTERING CIRCUMSTANCES

Q16. Were you alone when the littering happened?

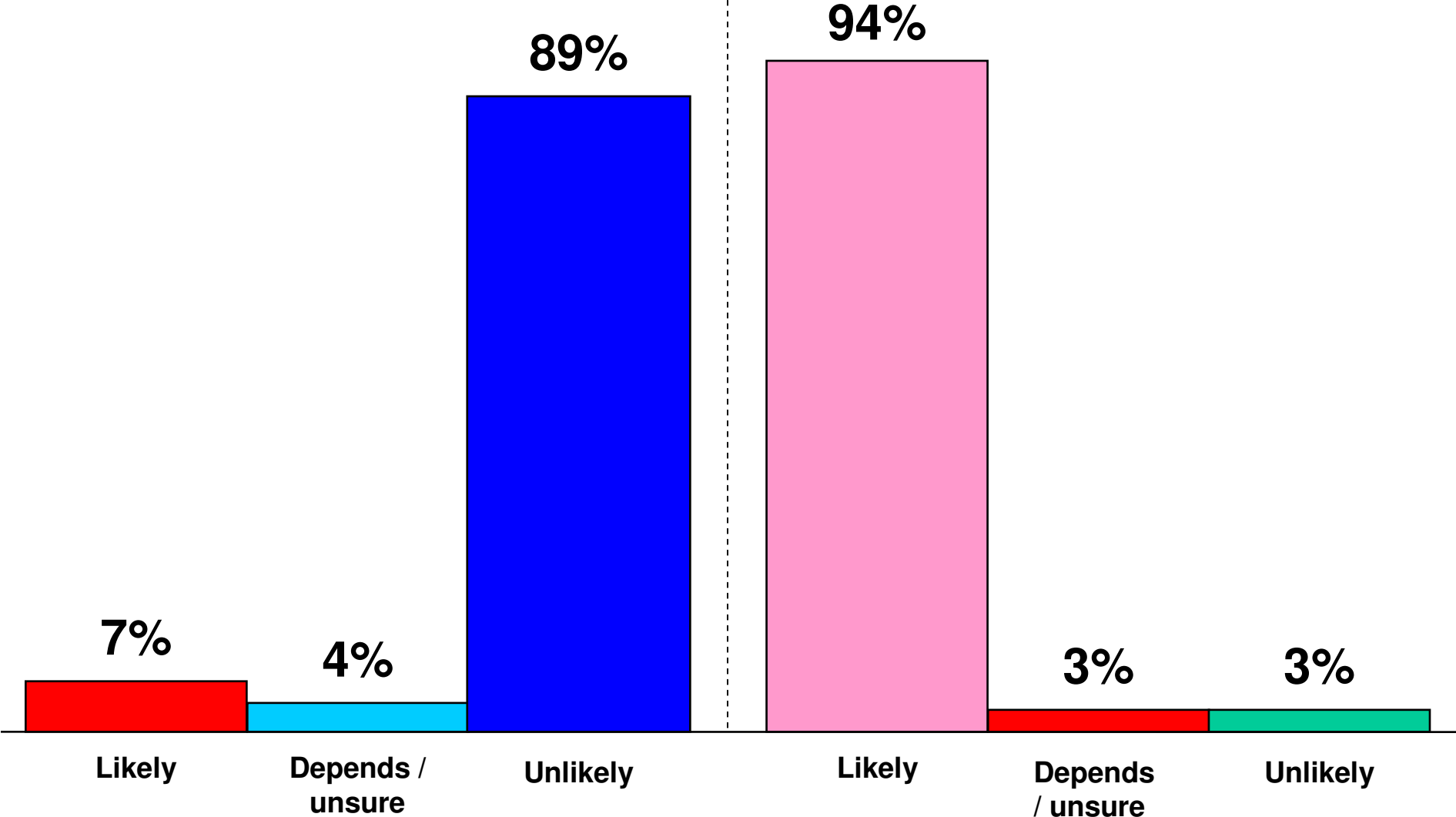


INFORMED POSITION ON LITTERING

Q20. Having heard more information about litter, would you be likely or unlikely to

Ver X: Litter the next time you have some?

Ver Y: Properly dispose of litter the next time you have some?



MORE / LESS LIKELY STATEMENTS I

Net Impact

Q17J. JY: It may be a small piece of litter, but it's still a big problem in Texas.



+66%

Q17V. VY: If you love Texas, you will dispose of your litter.



+65%

Calculating Q17JY's Persuasion Score among the total sample

$$\frac{\text{Net Impact}}{+66\%} \times \frac{\text{Average Persuasion Factor}}{0.1545} = \frac{\text{Average Persuasion Score}}{10.2}$$

Calculating Q17VY's Persuasion Score among the total sample

$$\frac{\text{Net Impact}}{+65\%} \times \frac{\text{Average Persuasion Factor}}{0.0867} = \frac{\text{Average Persuasion Score}}{5.5}$$

Version Y: properly dispose of litter

More Likely Less Likely No Diff. / Unsure

Version X: less likely to litter

More Likely Less Likely No Diff. / Unsure

MORE / LESS LIKELY STATEMENTS I

					<u>Net Impact</u>
Q17P. PY: The fine for littering is up to \$2,000	9.5 Tot 8.8 SL	81%	11%	8%	+71%
PX: The fine for littering is up to \$2,000	14%	-0.4 Tot -1.1 SL	75%	10%	-61%
Q17J. JY: It may be a small piece of litter, but it's still a big problem in Texas.	10.2 Tot 0.7 SL	79%	12%	9%	+66%
JX: It may be a small piece of litter, but it's still a big problem in Texas.	16%	-9.0 Tot -14.4 SL	71%	13%	-56%
Q17U. UY: It would save \$38 million a year to keep Texas roads free of trash.	3.7 Tot 2.0 SL	77%	13%	11%	+64%
UX: It costs \$38 million a year to pick up all the trash dropped on Texas roads	16%	-6.1 Tot -8.7 SL	74%	11%	-58%
Q17V. VY: If you love Texas, you will dispose of your litter.	5.5 Tot 0.9 SL	77%	13%	9%	+65%
VX: If you love Texas, you won't litter	14%	-1.4 Tot -1.4 SL	71%	15%	-57%
Q17D. DY: Keep a litterbag in your car.	6.5 Tot 4.7 SL	77%	13%	10%	+63%
DX: Keep a litterbag in your car.	15%	-6.9 Tot -4.9 SL	71%	14%	-56%

Version Y: properly dispose of litter

More Likely
 Less Likely
 No Diff. / Unsure

Version X: less likely to litter

More Likely
 Less Likely
 No Diff. / Unsure

MORE / LESS LIKELY STATEMENTS II

					<u>Net Impact</u>
Q17K. KY: Cigarette butts are litter too.	1.4 Tot 12.2 SL	76%	13%	12%	+63%
KX: Cigarette butts are litter too.	15%	-6.2 Tot -12.6 SL	69%	16%	-55%
Q17F. FY: One billion pieces of trash accumulate on Texas roadways every year.	2.4 Tot 1.9 SL	76%	14%	10%	+62%
FX: One billion pieces of trash accumulate on Texas roadways every year.	16%	-8.7 Tot -11.2 SL	70%	15%	-54%
Q17A. AY: Please dispose of your litter properly.	1.4 Tot 5.5 SL	76%	15%	10%	+61%
AX: Please don't litter.	13%	-0.8 Tot -0.8 SL	68%	19%	-54%
Q17E. EY: Find a trash can, and use it.	1.3 Tot 6.0 SL	75%	14%	10%	+61%
EX: Find a trash can, and use it.	18%	-4.7 Tot -7.7 SL	69%	13%	-50%
Q17AA.AAY: Walk a few extra steps to use a trash can.	8.7 Tot 8.6 SL	74%	14%	12%	+59%
AAX: Walk a few extra steps to use a trash can.	17%	-2.4 Tot -2.8 SL	65%	18%	-48%

Version Y: properly dispose of litter

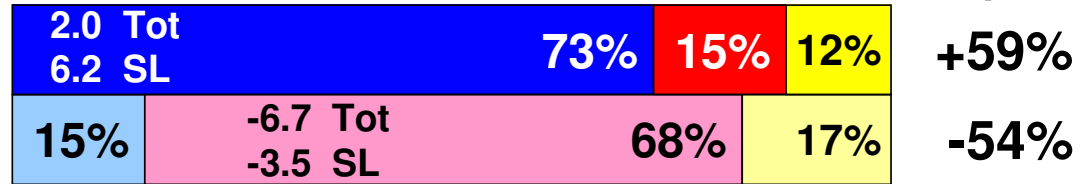
More Likely
 Less Likely
 No Diff. / Unsure

Version X: less likely to litter

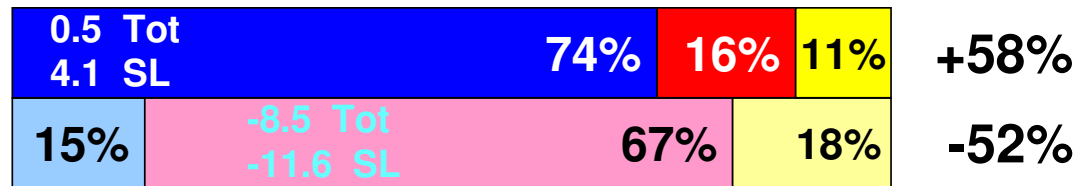
More Likely
 Less Likely
 No Diff. / Unsure

MORE / LESS LIKELY STATEMENTS III Net Impact

Q17M. MY: If you litter your cigarette butts, you could start a fire.
 MX: If you litter your cigarette butts, you could start a fire.

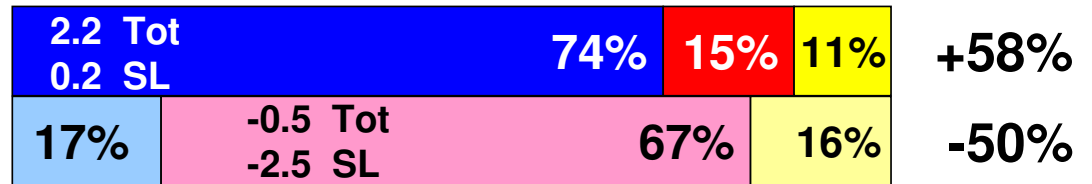


Q17G. GY: Litter is not pretty

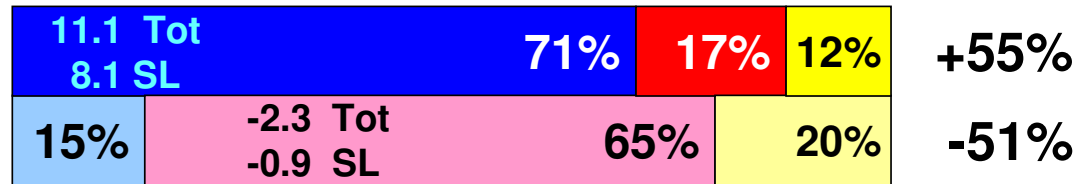


GX: Litter is not pretty.

Q17T. TY: There are consequences to littering.
 TX: There are consequences to littering.

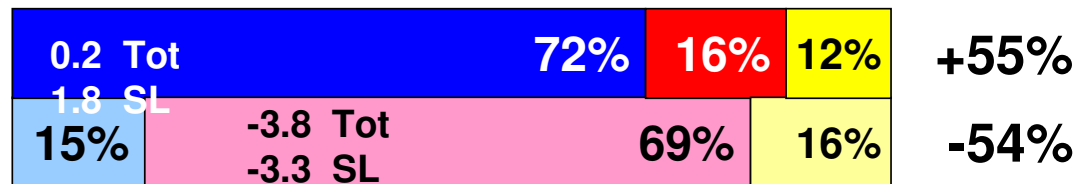


Q17Z. ZY: If I had a litterbag, I would use it.



ZX: If I had a litterbag, I wouldn't litter.

Q17O. OY: Imagine a state with clean roadways.



OX: Imagine a state without litter.

Version Y: properly dispose of litter



Version X: less likely to litter



MORE / LESS LIKELY STATEMENTS IV

					<u>Net Impact</u>
Q17X. XY: Real Texans dispose of their litter.	7.9 Tot	71%	16%	13%	+54%
	7.7 SL				
XX: Real Texans don't litter.	14%	-6.4 Tot	69%	17%	-55%
		-1.6 SL			
Q17H. HY: Have pride. Hold on to your litter.	0.1 Tot	71%	17%	12%	+54%
	1.9 SL				
HX: Have pride. Don't litter.	16%	-4.2 Tot	70%	14%	-53%
		-2.8 SL			
Q17N. NY: Fast food litter is a big problem in Texas.	2.0 Tot	71%	18%	12%	+53%
	5.2 SL				
NX: Fast food litter is a big problem in Texas.	15%	-8.2 Tot	68%	17%	-53%
		-11.0 SL			
Q17AC.ACX: Trash in truck beds becomes litter because it flies out.	1.6 Tot	68%	18%	13%	+50%
	2.0 SL				
ACY: Trash in truck beds becomes litter because it flies out.	17%	-0.4 Tot	64%	19%	-46%
		-0.1 SL			
Q17S. SY: Litter hurts.	4.2 Tot	68%	20%	13%	+48%
	4.5 SL				
SX: Litter hurts.	14%	-4.3 Tot	67%	19%	-53%
		-0.8 SL			

Version Y: properly dispose of litter

■ More Likely
 ■ Less Likely
 ■ No Diff. / Unsure

Version X: less likely to litter

■ More Likely
 ■ Less Likely
 ■ No Diff. / Unsure

MORE / LESS LIKELY STATEMENTS V

					<u>Net Impact</u>	
Q17C.	CY: Not littering is easy.	3.9 Tot 3.7 SL	67%	21%	12%	+46%
	CX: Not littering is easy.	15%	-2.7 Tot -3.4 SL	65%	20%	-51%
Q17B.	BY: Keep your trash in your car.	3.8 Tot 1.7 SL	68%	21%	12%	+47%
	BX: Keep your trash in your car.	16%	-3.0 Tot -2.6 SL	66%	18%	-50%
Q17AB.	ABY: Who do you think is going to pick up after you?	3.1 Tot 6.6 SL	65%	21%	14%	+44%
	ABX: Who do you think is going to pick up after you?	13%	-4.7 Tot -4.8 SL	70%	16%	-57%
Q17Q.	QY: If you don't litter in front of people, why would you litter alone?	1.2 Tot 3.7 SL	63%	21%	15%	+42%
	QX: If you don't litter in front of people, why would you litter alone?	15%	-1.5 Tot -4.5 SL	64%	20%	-49%
Q17I.	IY: Litterers are pigs.	3.7 Tot 0.9 SL	62%	23%	15%	+39%
	IX: Litterers are pigs.	16%	-3.9 Tot -1.8 SL	65%	19%	-49%

Version Y: properly dispose of litter

More Likely
 Less Likely
 No Diff. / Unsure

Version X: less likely to litter

More Likely
 Less Likely
 No Diff. / Unsure

MORE / LESS LIKELY STATEMENTS VI Net Impact

Q17W. WY: How would you like it if Texas littered on you?	1.6 Tot 3.6 SL	63%	24%	13%	+39%
WX: How would you like it if Texas littered on you?	13%	-1.7 Tot -0.6 SL	72%	15%	-60%
Q17L. LY: Cigarette butts are the worst litter problem in Texas.	0.1 Tot 0.4 SL	61%	22%	17%	+38%
LX: Cigarette butts are the worst litter problem in Texas.	14%	-1.4 Tot -2.3 SL	63%	23%	-48%
Q17R. RY: Why is it more important to keep your car clean than it is to keep our roadsides clean?	8.9 Tot 11.5 SL	61%	24%	15%	+37%
RX: Why is it more important to keep your car clean than it is to keep our roadsides clean?	14%	-3.2 Tot -5.2 SL	62%	24%	-48%
Q17AD. ADY: If you see someone littering, tell them to properly dispose of their trash.	0.5 Tot 0.9 SL	60%	25%	15%	+35%
ADX: If you see someone littering, tell them it's wrong.	15%	-2.6 Tot -0.9 SL	63%	22%	-47%
Q17Y. YY: Disposing of your litter is cool.	1.7 Tot 0.0 SL	60%	25%	15%	+34%
YX: Littering is not cool.	13%	-3.8 Tot -9.0 SL	66%	21%	-52%

Version Y: properly dispose of litter

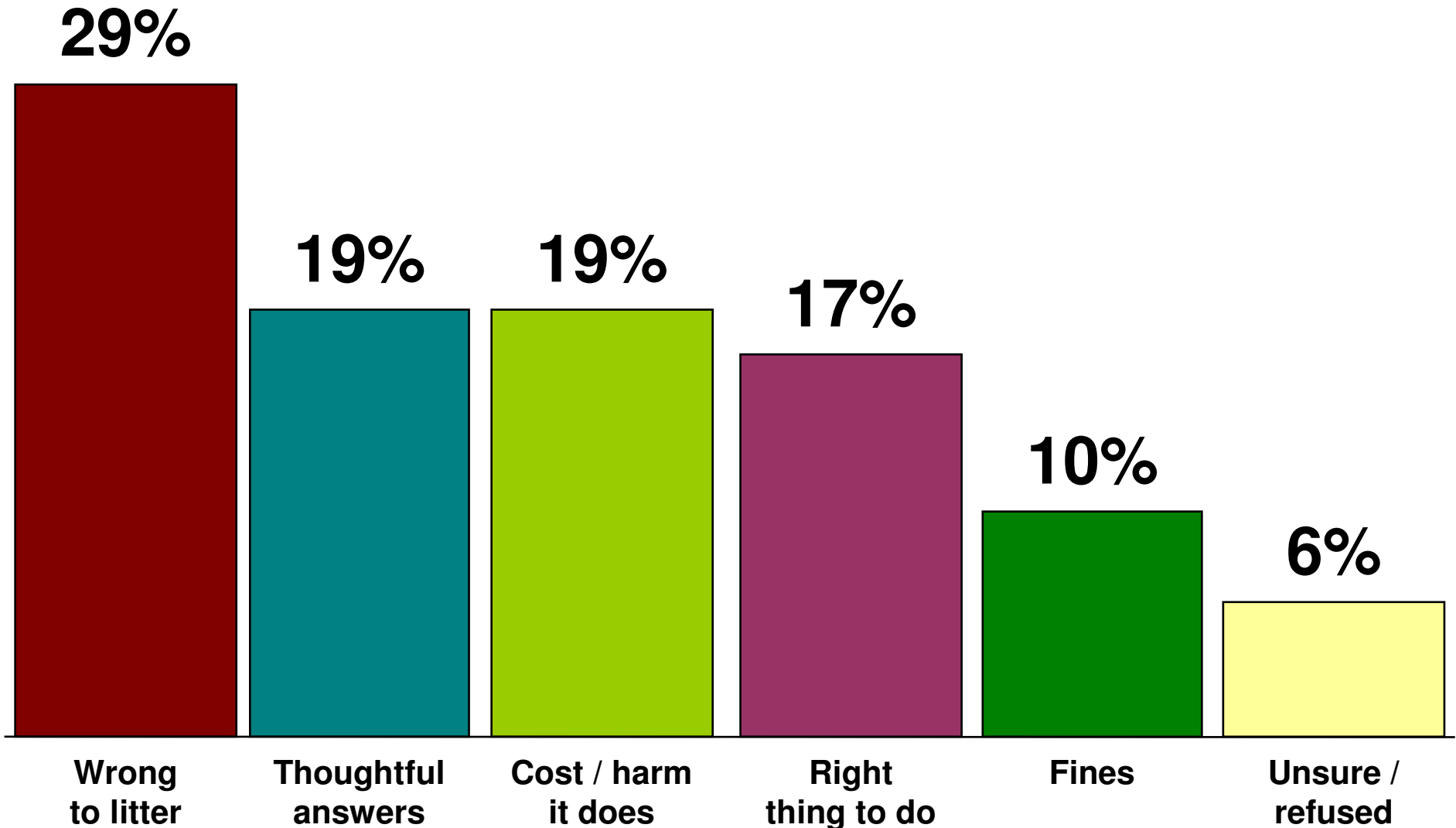
■ More Likely
 ■ Less Likely
 ■ No Diff. / Unsure

Version X: less likely to litter

■ More Likely
 ■ Less Likely
 ■ No Diff. / Unsure

OPEN END: CONVINCING SOMEONE NOT TO LITTER

Q18. In your own words, please tell me what would you say to someone to convince them to not litter?



SOMETHING THAT WOULD MAKE PEOPLE MORE / LESS LIKELY

					<u>Net Impact</u>
Q19C. Litter prevention awareness materials for elementary school age children.	12.8 Tot 6.7 SL	84%	12%	5%	+72%
	21%	-1.4 Tot -0.6 SL	70%	8%	-49%
Q19A. Messages concentrating on specific forms of trash, such as cigarette butts, bottles or fast food trash.	0.3 Tot 1.3 SL	76%	15%	9%	+60%
	19%	-5.0 Tot -10.8 SL	68%	13%	-49%
Q19B. Ads with music in them.	2.6 Tot 1.6 SL	72%	15%	13%	+56%
	19%	-1.6 Tot -4.1 SL	60%	21%	-42%
Q19E. Make more ads with Texas celebrities in them.	3.0 Tot 0.7 SL	67%	21%	12%	+46%
	18%	-2.0 Tot -1.3 SL	60%	22%	-42%
Q19D. Travel throughout the state and talk to people about litter and its effects.	0.9 Tot 4.3 SL	63%	25%	12%	+38%
	17%	-2.8 Tot -1.3 SL	65%	18%	-48%

Version Y: properly dispose of litter

■ More Likely
 ■ Less Likely
 ■ No Diff. / Unsure

Version X: less likely to litter

■ More Likely
 ■ Less Likely
 ■ No Diff. / Unsure

PROPER DISPOSAL PERSUASIVE MESSAGES

Q#	QUESTION WORDING	Total Ver Y (N=634)	Litterer (n=451)	Non-Litterer (n=183)	Recent Litterer (n=302)	Non-recent litterer (n=332)	Self-described litterer (n=333)	Non-litterer (n=301)	Smoker (n=132)	Non-smoker (n=500)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
17A	Please dispose of your litter properly.	1.4	2.0	0.1	5.2	7.7	5.5	8.9	6.9	7.6
17D	Keep a litterbag in your car.	6.5	8.1	3.7	5.9	4.3	4.7	2.5	0.4	3.2
17H	Have pride. Hold on to your litter.	0.1	1.2	11.8	0.6	3.1	1.9	2.7	8.2	2.3
17J	It may be a small piece of litter, but it's still a big problem in Texas.	10.2	0.0	17.5	0.0	15.5	0.7	17.3	6.6	7.2
17K	Cigarette butts are litter too.	1.4	4.4	9.1	3.4	0.5	12.2	12.1	2.3	1.8
17M	If you litter your cigarette butts, you could start a fire.	2.0	2.7	5.6	9.0	1.1	6.2	0.7	15.7	2.0
17O	Imagine a state with clean roadways.	0.2	0.7	5.2	1.1	2.6	1.8	1.9	8.1	1.8
17P	The fine for littering is up to two thousand dollars.	9.5	8.4	3.4	3.1	11.6	8.8	2.9	10.9	4.6
17Q	If you don't litter in front of people, why would you litter alone?	1.2	0.8	3.7	3.2	0.6	3.7	1.8	5.6	2.2
17R	Why is it more important to keep your car clean than it is to keep our roadsides clean?	8.9	8.0	6.8	9.7	5.4	11.5	4.8	1.3	9.5
17V	If you love Texas, you will dispose of your litter.	5.5	4.8	5.9	5.9	13.7	0.9	9.2	2.8	6.6
17X	Real Texans dispose of their litter.	7.9	8.3	0.8	2.9	14.1	7.7	7.0	1.7	6.2
17Y	Disposing of your litter is cool.	1.7	0.4	10.7	0.1	1.6	0.0	3.7	5.8	4.6
17Z	If I had a litterbag, I would use it.	11.1	8.4	13.4	6.1	11.4	8.1	10.6	0.4	9.6
17AA	Walk a few extra steps to use a trash can.	8.7	6.5	8.1	7.9	3.6	8.6	4.4	1.0	7.2
19C	Litter prevention awareness materials for elementary school age children.	12.8	14.8	1.3	13.5	9.0	6.7	15.9	10.4	10.4

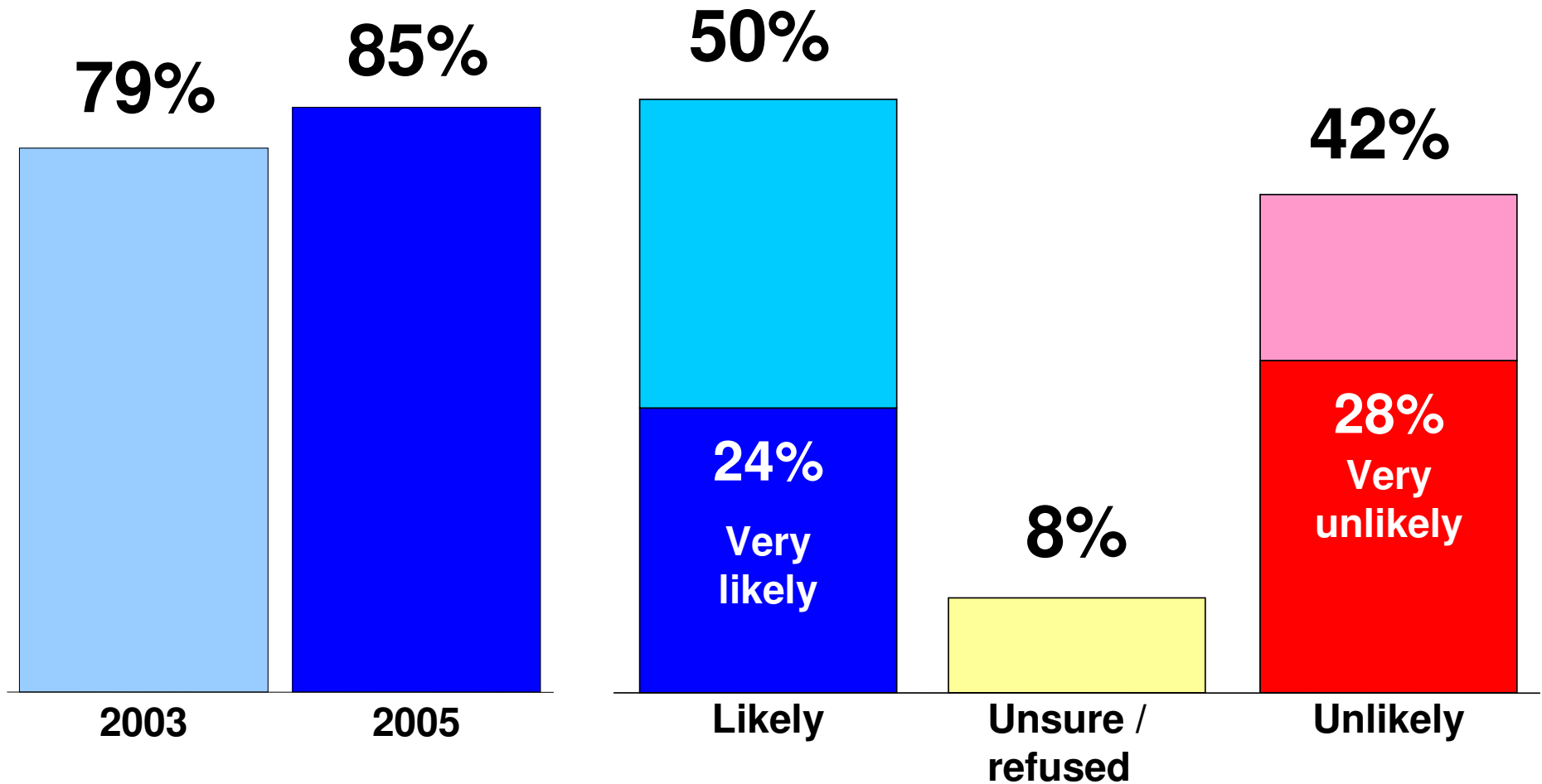
REDUCE LITTERING PERSUASIVE MESSAGES

Q#	QUESTION WORDING	Total Ver X (N=625)	Litterer (n=452)	Non-Litterer (n=173)	Recent Litterer (n=300)	Non-recent litterer (n=325)	Self-described litterer (n=357)	Non-litterer (n=268)	Smoker (n=109)	Non-smoker (n=510)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
17D	Keep a litterbag in your car.	-6.9	-8.5	-0.6	-3.9	-8.6	-4.9	-8.5	-13.7	-4.4
17E	Find a trash can, and use it.	-4.7	-7.6	-0.5	-4.5	-0.9	-0.5	-7.7	-2.3	-8.0
17F	One billion pieces of trash accumulate on Texas roadways every year	-8.7	-10.1	-9.3	-13.9	-5.7	-11.2	-5.6	-15.4	-8.6
17G	Litter is not pretty.	-8.5	-10.2	-4.6	-8.9	-0.8	-11.6	-0.9	-8.9	-9.7
17H	Have pride. Don't litter.	-4.2	-2.0	-7.0	-7.7	-4.4	-2.8	-3.9	-5.6	-6.1
17I	Litterers are pigs.	-3.9	-2.8	-6.2	-3.3	-5.2	-1.8	-5.0	-16.3	-0.5
17J	It may be a small piece of litter, but it's still a big problem in Texas.	-9.0	-9.9	-4.4	-10.8	-3.8	-14.4	-2.2	-16.5	-6.5
17K	Cigarette butts are litter too.	-6.2	-7.6	-0.7	-8.9	-0.2	-12.6	-3.0	-6.9	-4.8
17L	Cigarette butts are the worst litter problem in Texas.	-1.4	-1.0	-8.4	-6.4	-9.5	-2.3	-6.0	-6.4	-2.1
17M	If you litter your cigarette butts, you could start a fire.	-6.7	-2.1	-16.0	-1.2	-12.1	-3.5	-11.7	-13.4	-2.3
17N	Fast food litter is a big problem in Texas.	-8.2	-7.4	-3.3	-5.9	-6.8	-11.0	-3.8	-1.9	-8.2
17T	There are consequences to littering.	-0.5	-3.4	-4.6	-3.6	-1.4	-2.5	-2.1	-16.4	-1.2
17U	It costs \$38 million a year to pick up all the trash dropped on Texas roads.	-6.1	-2.2	-16.1	-2.3	-10.5	-8.7	-8.3	-2.8	-4.7
17X	Real Texans don't litter.	-6.4	-4.2	-6.5	-5.7	-3.9	-1.6	-8.9	-12.3	-10.0
17AA	Walk a few extra steps to use a trash can.	-2.4	-5.2	-5.6	-5.1	-1.1	-2.8	-1.1	-14.1	-5.8
19C	Litter prevention awareness materials for elementary school age children.	-1.4	-1.6	-13.4	-1.9	-6.2	-0.6	-4.4	-2.7	-1.3

ADOPT-A-HIGHWAY PROGRAM

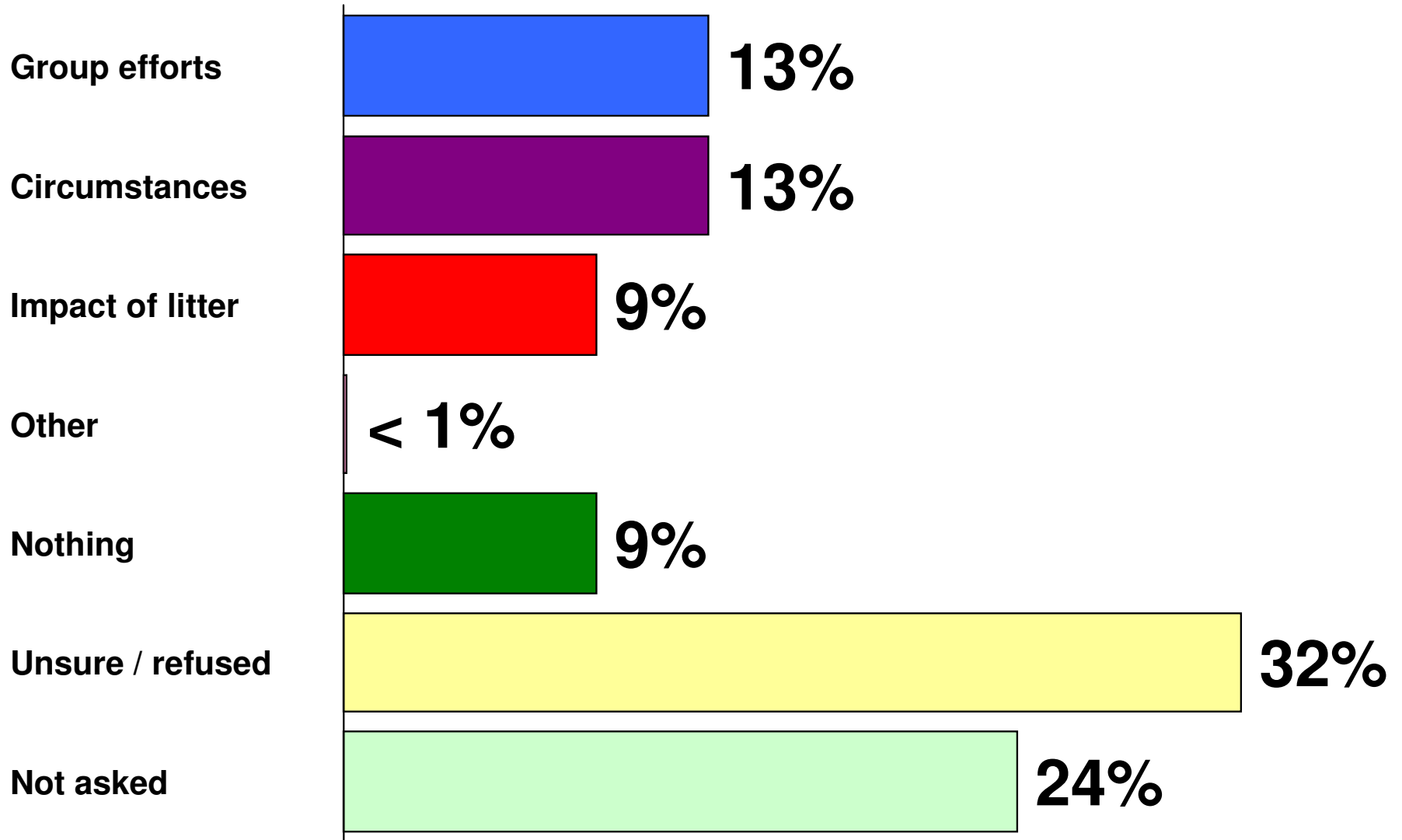
Q21. Have you heard of the Adopt-a-Highway program?
(% responding "Yes")

Q22. Would you be likely or unlikely to participate in a volunteer program to pick up litter on Texas highways?



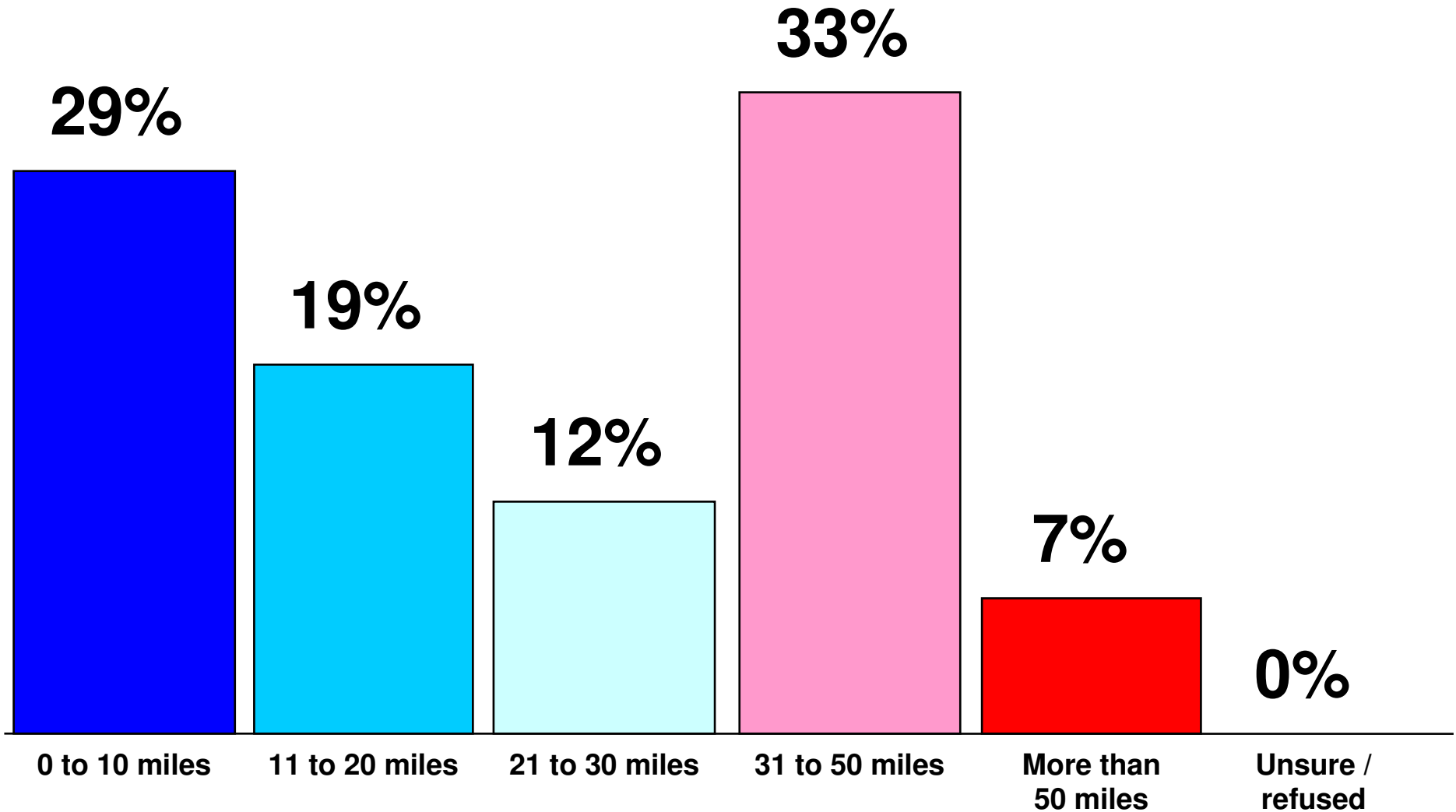
OPEN END: PARTICIPATE IN ADOPT-A-HIGHWAY

Q23. In your own words, what would convince you to participate?



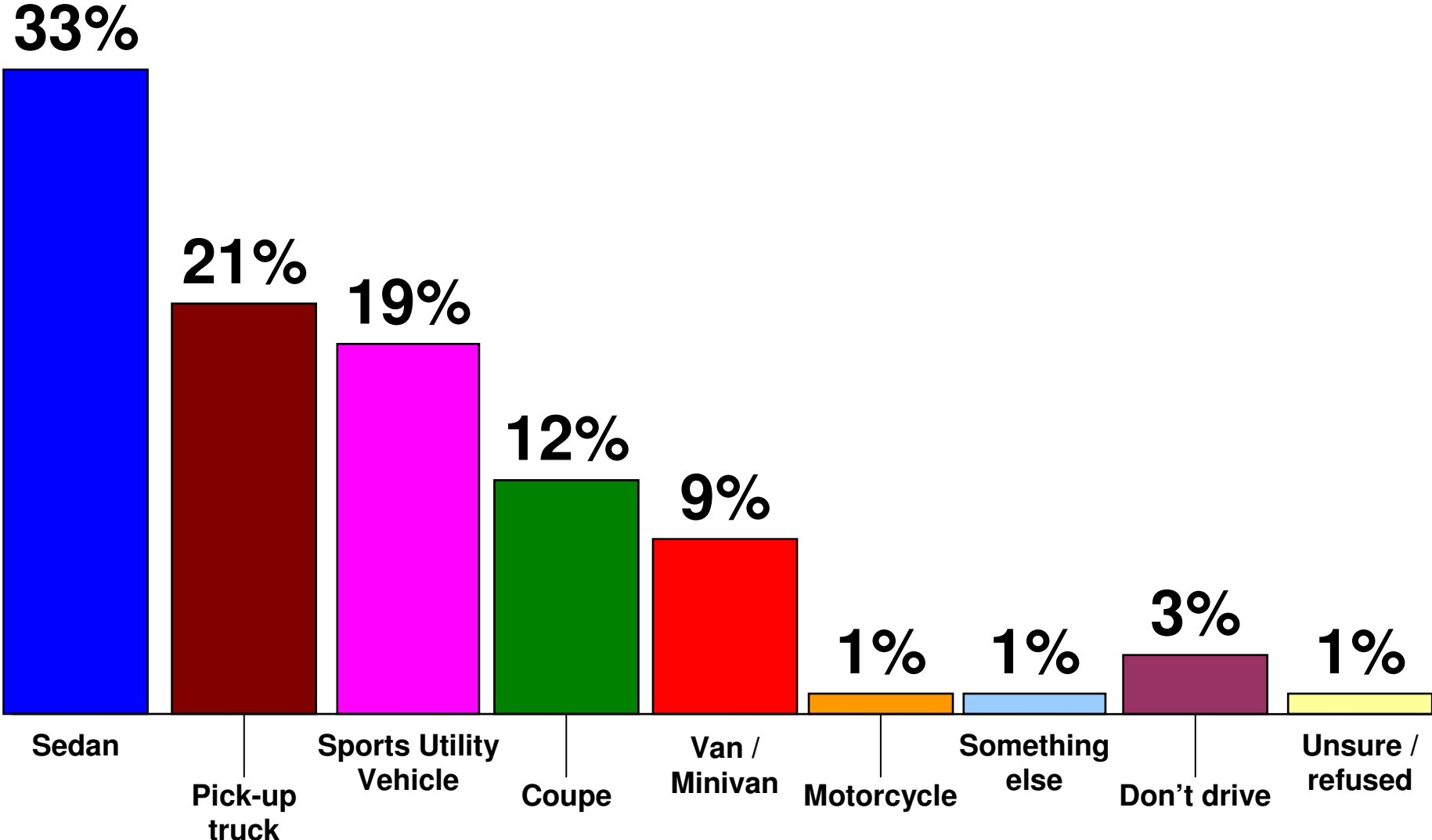
TYPICAL DAILY MILEAGE

Q24. In a typical day, how many miles do you drive or ride in a motor vehicle?



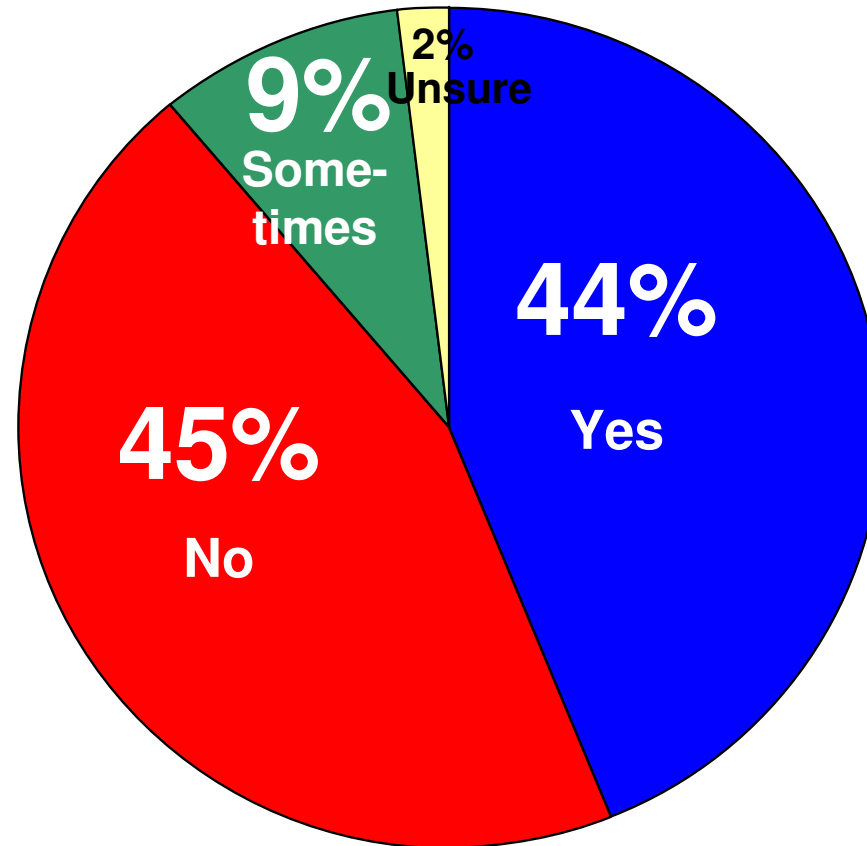
TEXANS' VEHICLE TYPE

Q25. Would you describe the type of vehicle you drive as a ... ?



ANYTHING IN TRUCK BED

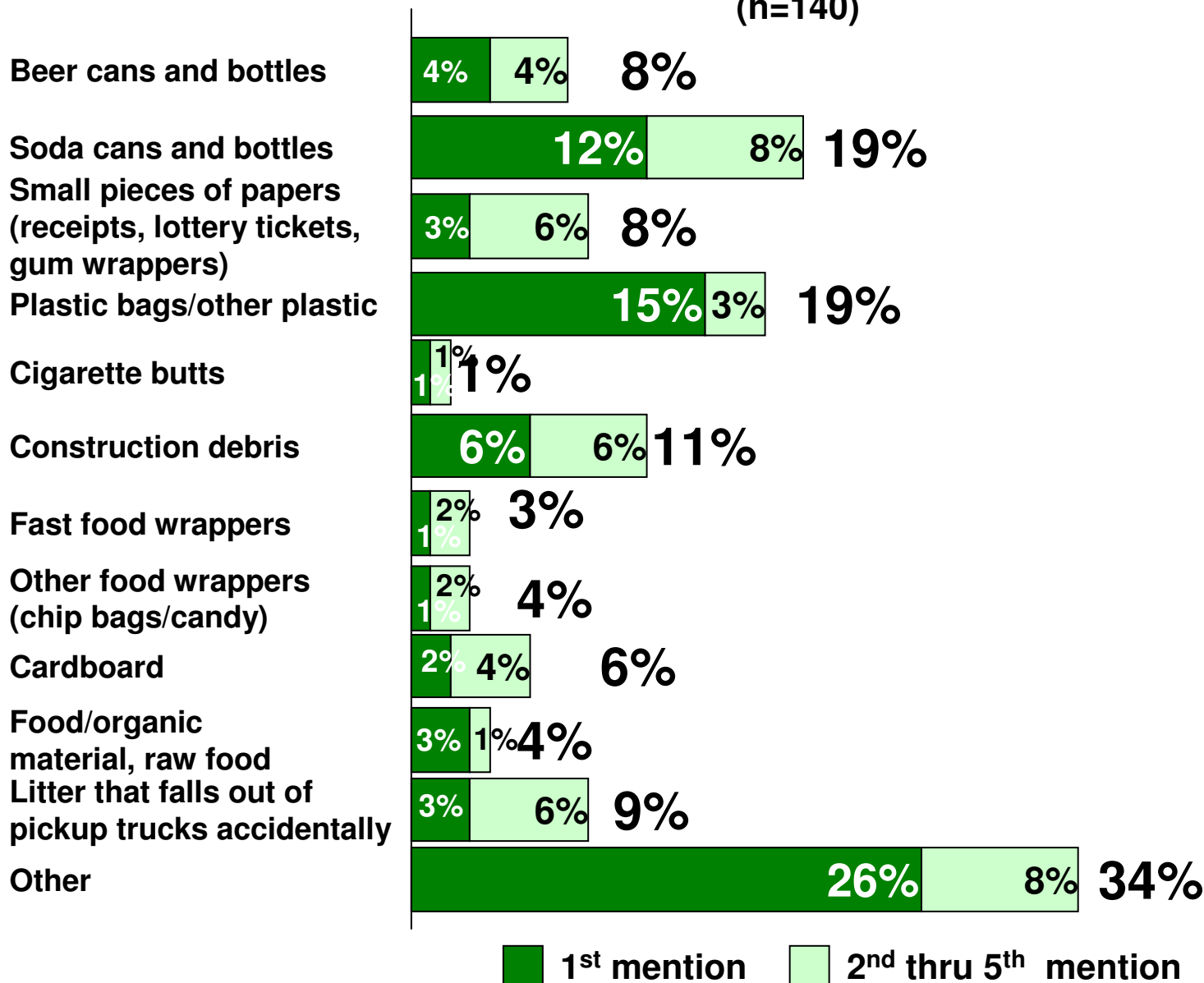
Q26. Do you put anything in the truck bed?
(n=262)



TRUCK BED LITTER ITEMS

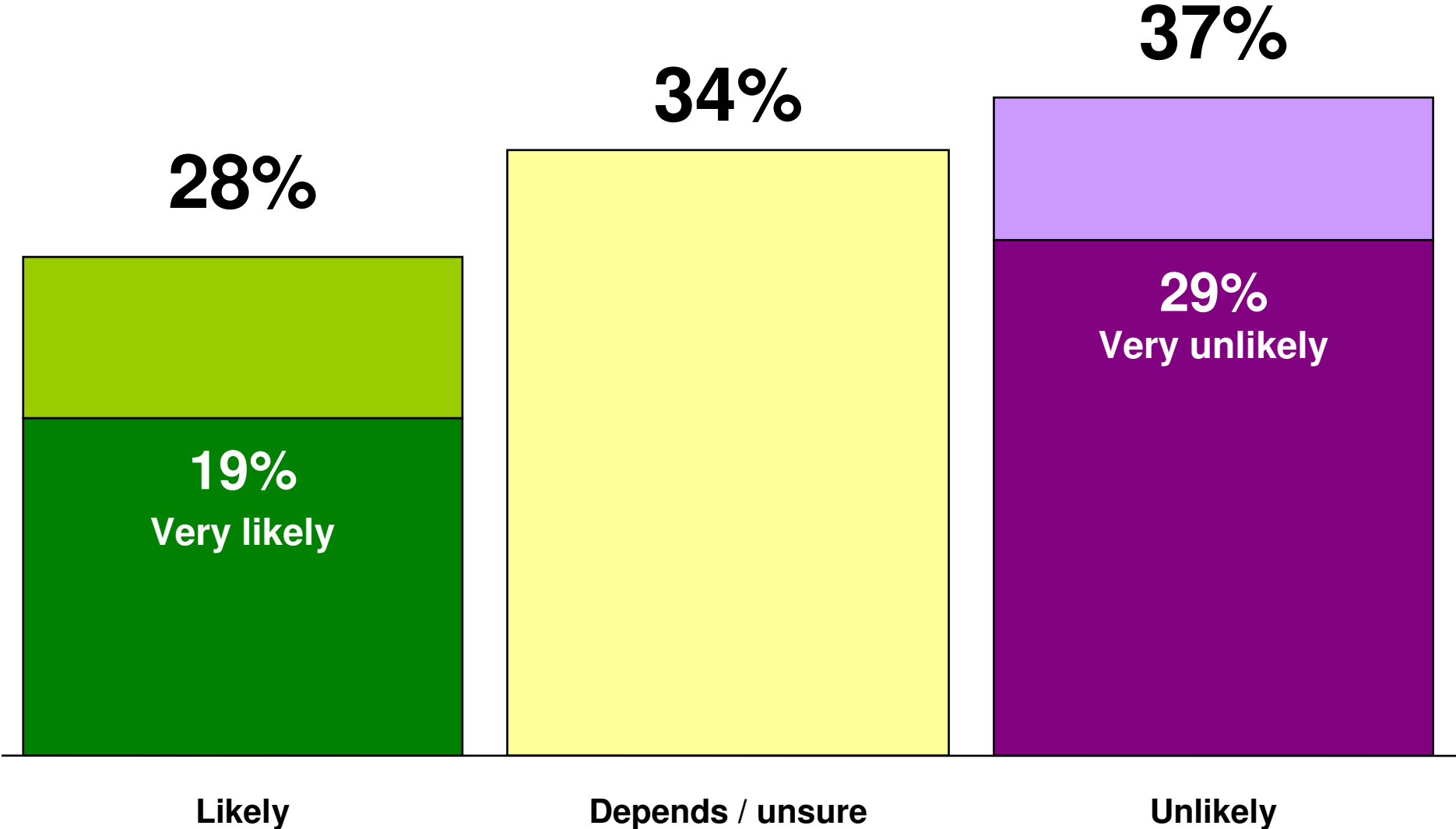
Q27. What types of items do you ever put into your truck bed that you consider to be litter or trash?

(n=140)



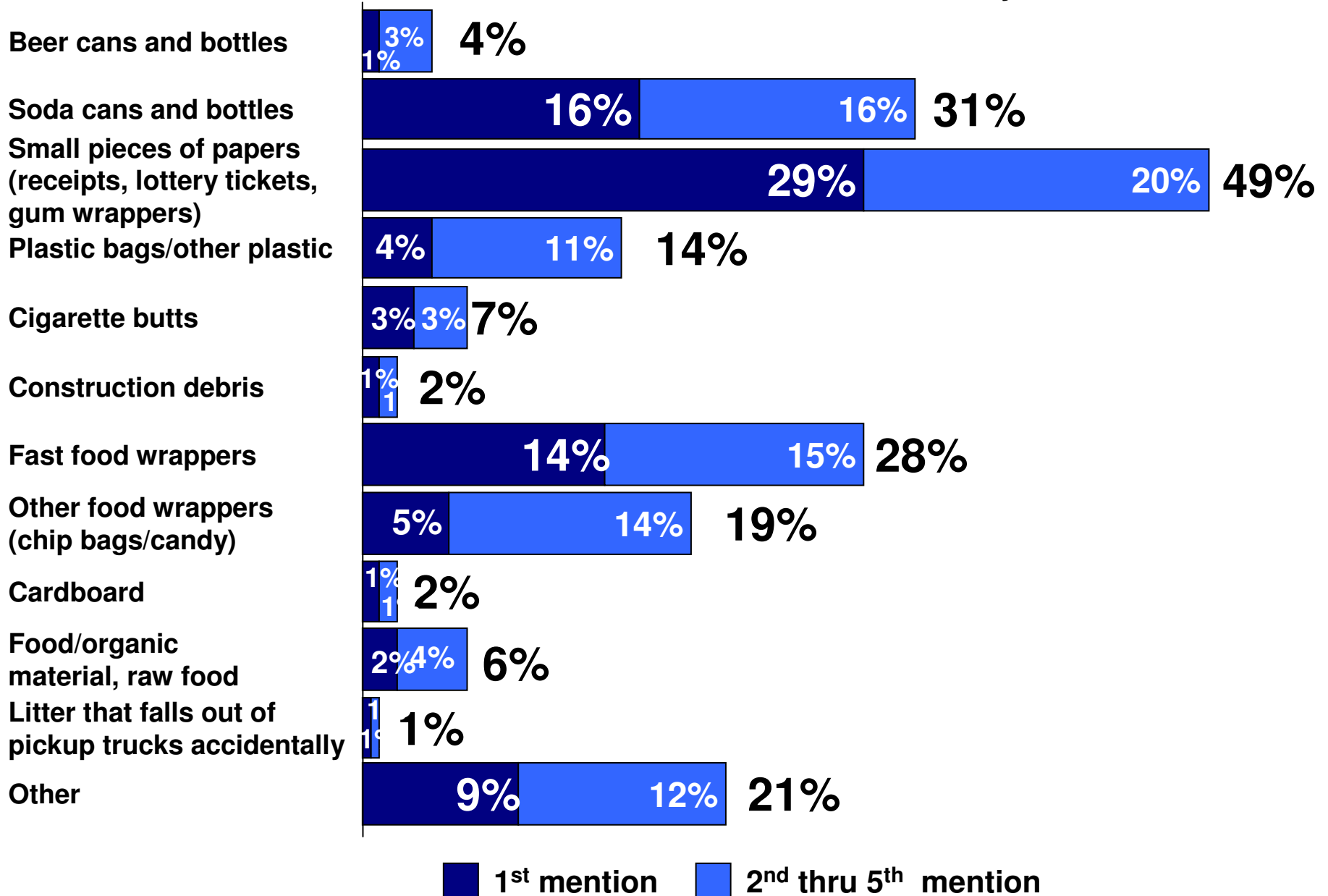
LIKELIHOOD TO STOP PUTTING TRASH IN BED

Q28. Are you likely or unlikely to stop putting trash in your truck bed, and start keeping your trash in the cab?
(n=116)



TRASH INSIDE VEHICLE

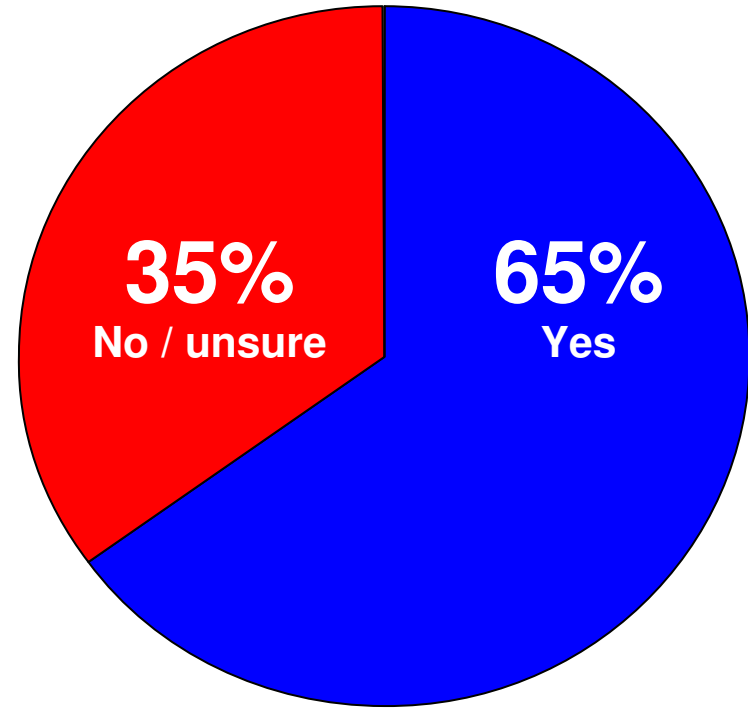
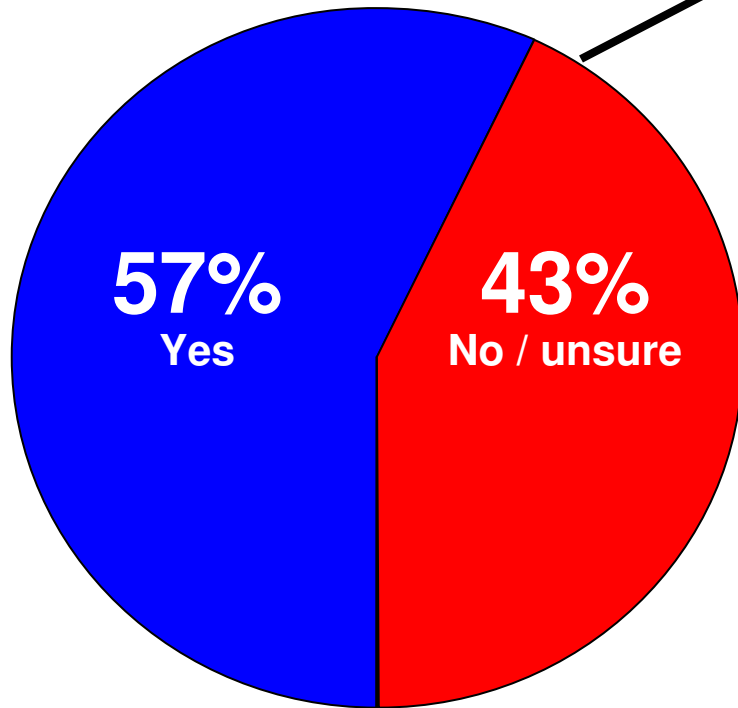
Q29. What kinds of trash tend to accumulate **INSIDE** your vehicle?



LITTER BAG OR TRASH CAN IN VEHICLE

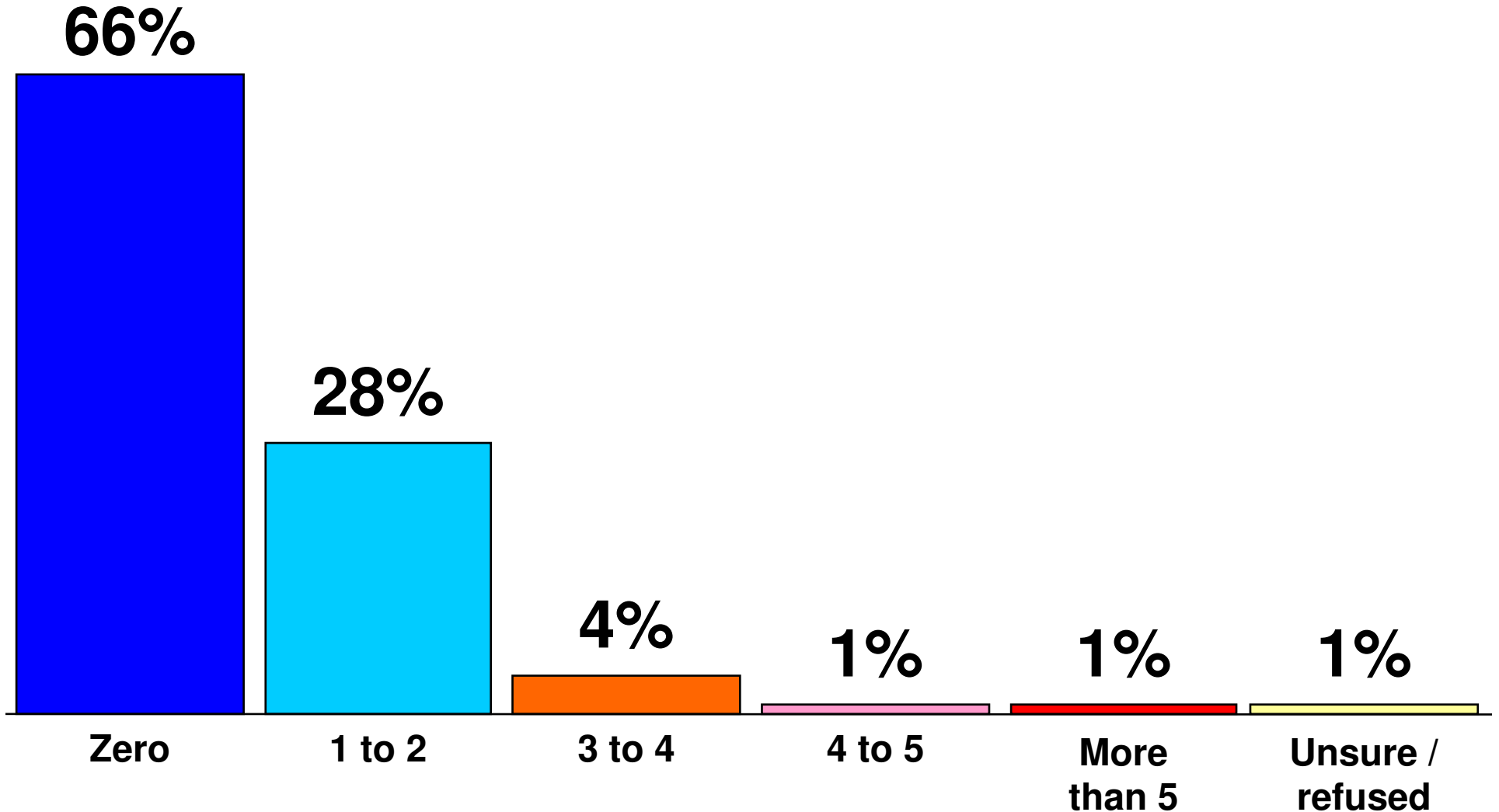
Q30. Do you have a litter bag or trash can in your vehicle?

Q31. Would you use a litter bag or trash can in your vehicle? (n=517)



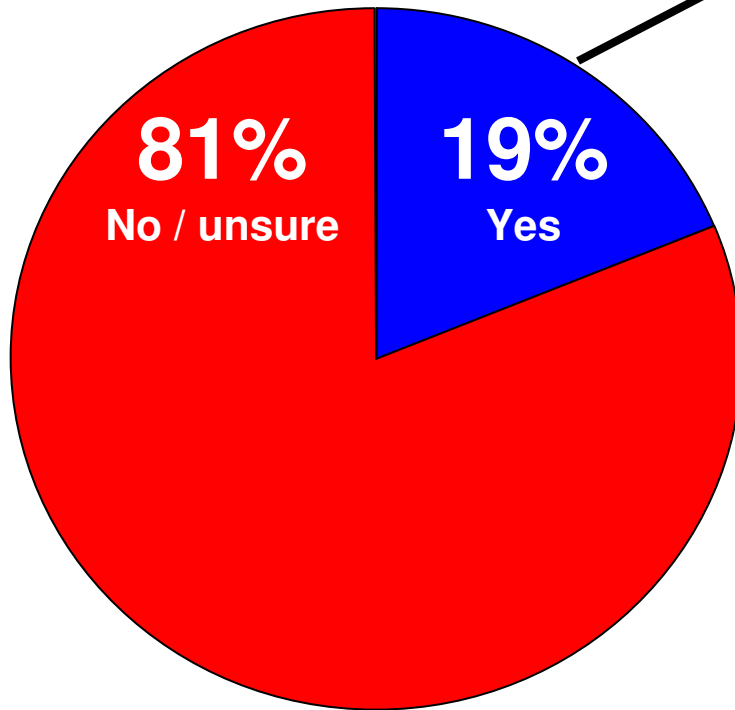
NIGHTTIME ENTERTAINMENT

Q32. Approximately how many evenings per week do you go to parties, bars, or other nighttime entertainment places?

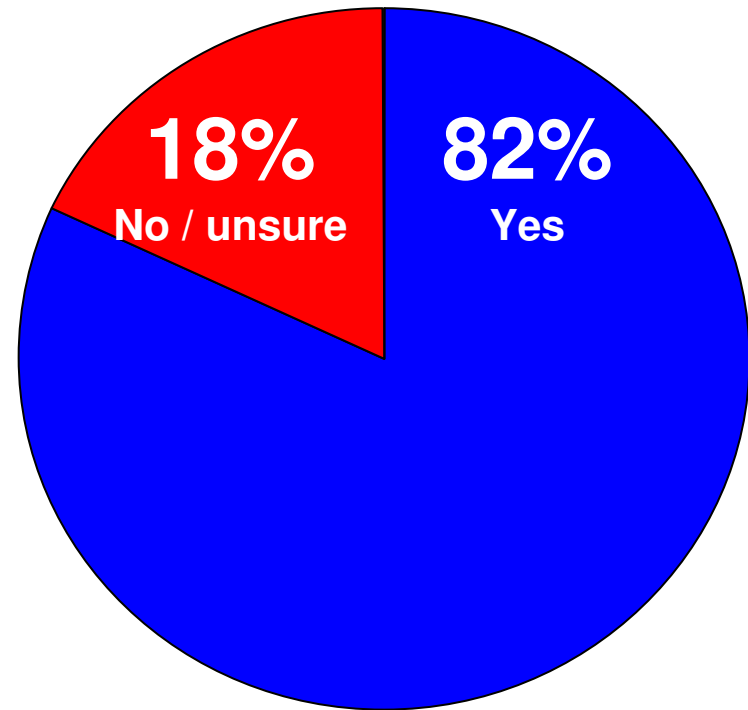


SMOKERS & CIGARETTE BUTT LITTERING

Q33. Do you smoke?

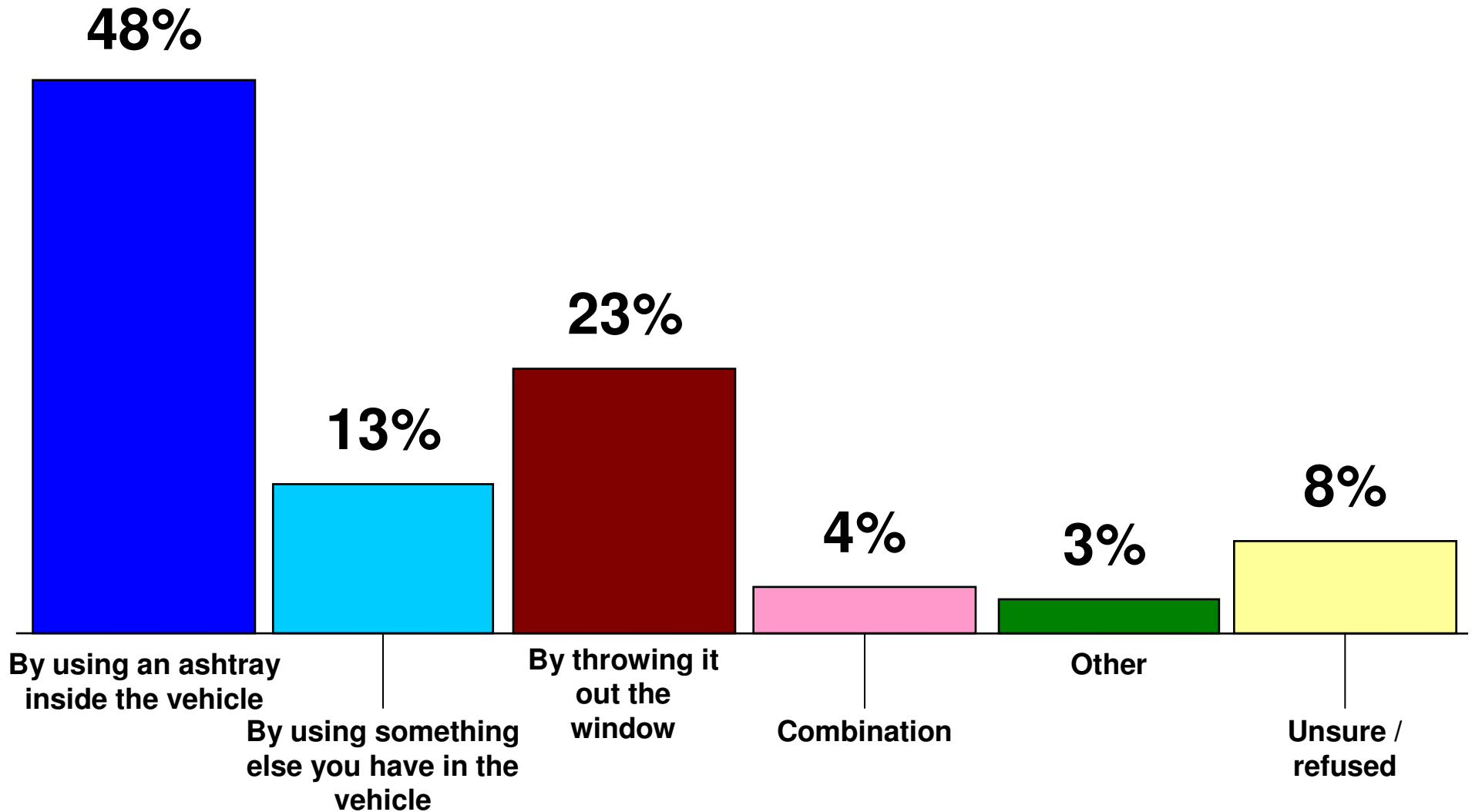


Q34. Do you consider throwing down cigarette butts to be littering? (n=241)



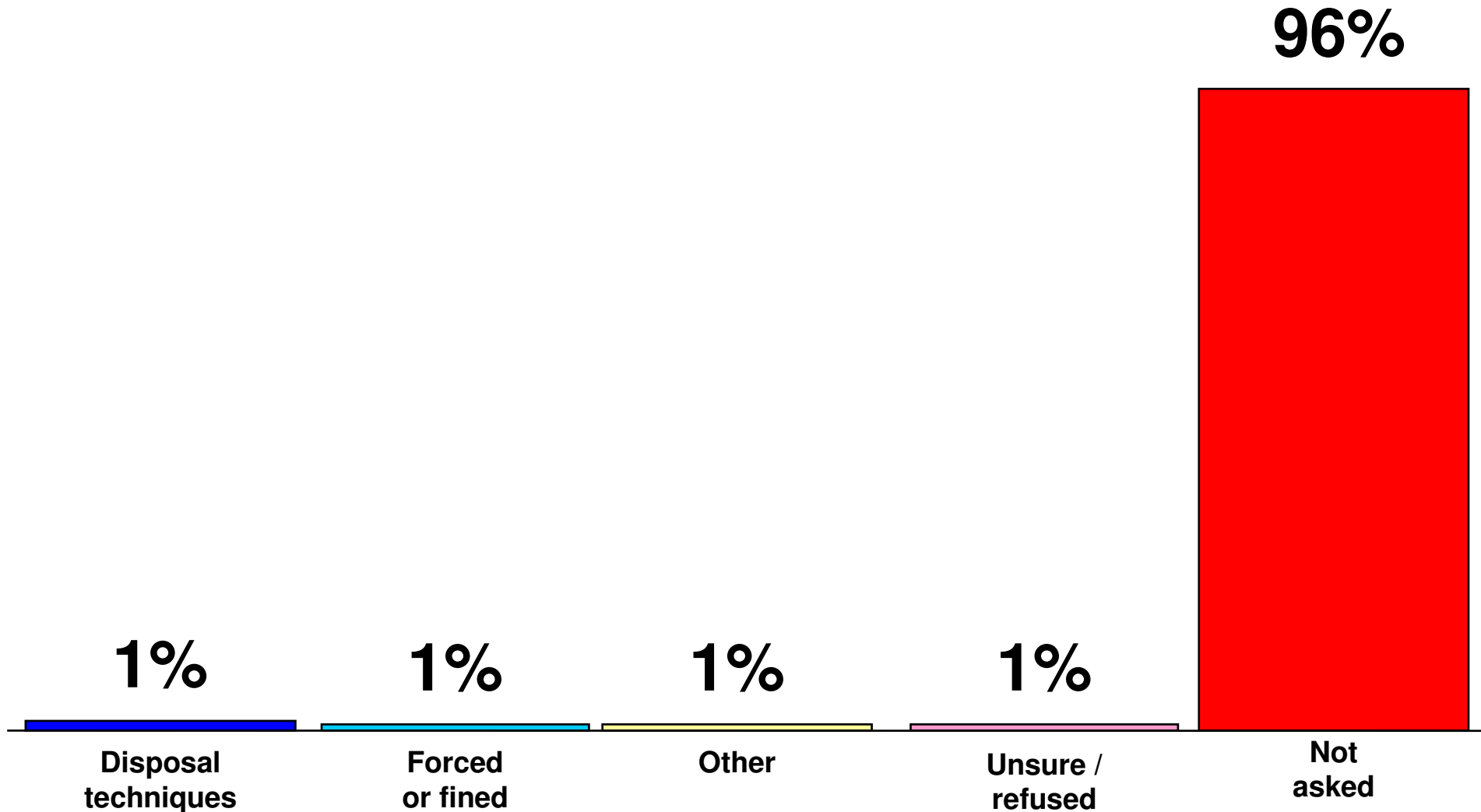
CIGARETTE BUTT DISPOSAL

Q35. When you are in a vehicle, do you usually dispose of cigarette butts ... (n=241)



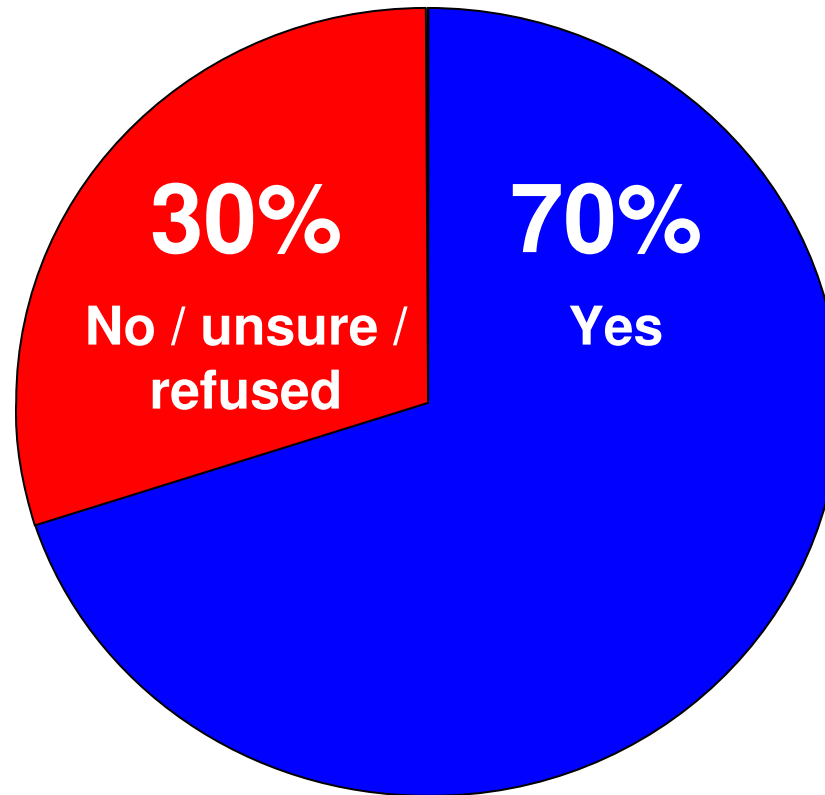
OPEN END: STOP LITTERING CIGARETTE BUTTS

Q36. What would it take to make you stop littering your cigarette butts or cigarette packs?



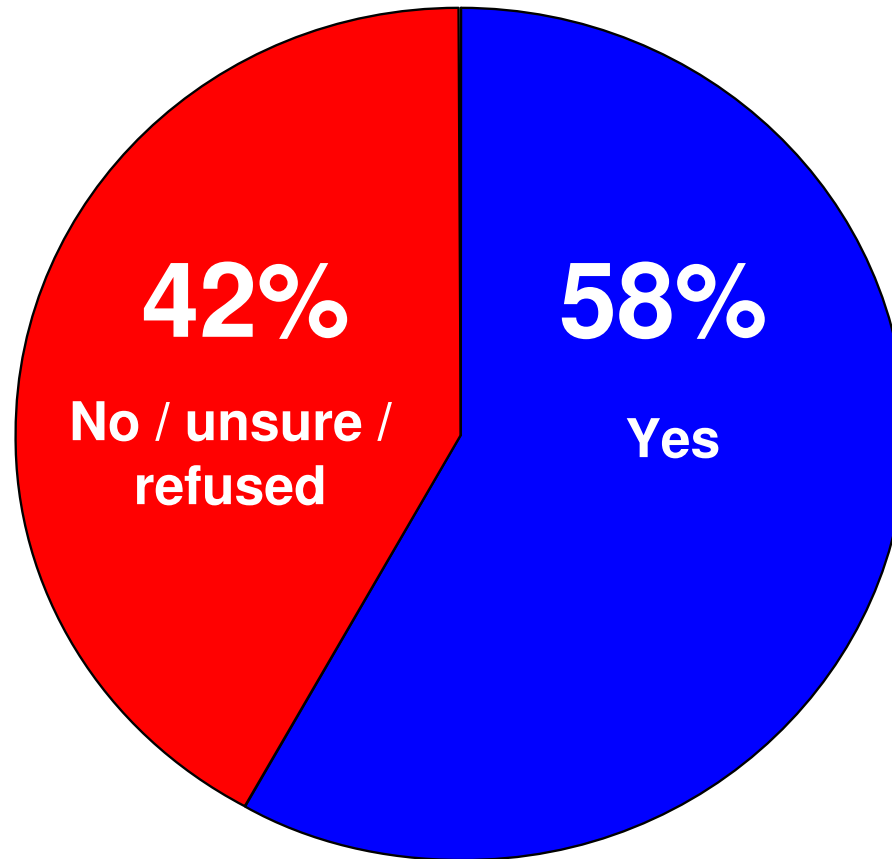
INTERNET USE

Q37. Do you use the Internet?

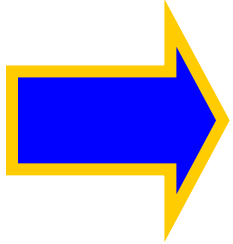


BORN IN TEXAS

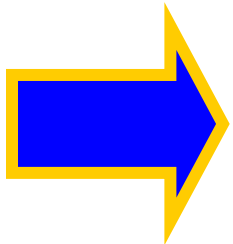
D4. Were you born in Texas?



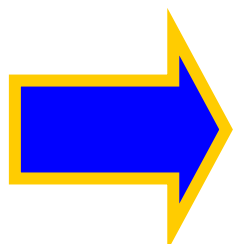
CONCLUSIONS



55% of respondents admit to littering, 72% admit to littering themselves or with someone who littered.



18-24 year olds (77%) are significantly more likely to litter than senior citizens (36%).



There are distinct messages that correlate with one's reduced likelihood (89%) of littering. These messages differ from those messages that correlate with one's increased likelihood of properly disposing of litter (94%).

MESSAGE MATRIX AMONG TOTAL SAMPLE

It may be a small piece of litter, but it's still a big problem in Texas (Q17J).

To reduce likelihood of littering

One billion pieces of trash accumulate on Texas roadways every year (Q17F).

Litter is not pretty (Q17G).

Fast food litter is a big problem in Texas (Q17N).

Keep a litterbag in your car (Q17D).

To increase likelihood of proper disposal

Litter prevention awareness materials for elementary school age children (19C).

If I had a litterbag, I would use it (Q17AZ).

The fine for littering is up to \$2,000 (Q17P).

Why is it more important to keep your car clean than it is to keep our roadsides clean (Q17R)?

MESSAGE MATRIX AMONG SELF-LITTERERS

Cigarette butts are litter too (Q17K).

To reduce likelihood of littering

It may be a small piece of litter, but it's still a big problem in Texas (Q17J).

Litter is not pretty (Q17G).

One billion pieces of trash accumulate on Texas roadways every year (Q17F).

Fast food litter is a big problem in Texas (Q17N).

To increase likelihood of proper disposal

Why is it more important to keep your car clean than it is to keep our roadsides clean (Q17R)?

The fine for littering is up to \$2,000 (Q17P).

Walk a few extra steps to use a trash can (Q17AA).

If I had a litterbag, I would use it (Q17AZ).