



# TEXAS STATEWIDE ADULT SURVEY

**November 18 – 27, 2007**

**N = 1,253 respondents**  
**margin of error:  $\pm$  2.8%**

**BASELICE**  
**& Associates, Inc.**



# QUESTIONNAIRE FORMAT

**1**

**Introduction and Screeners (QA-QB)**

**2**

**Recall of Advertising (Q1-Q8)**

**3**

**Littering Behavior Questions (Q9-Q17)**

**4**

**Impact of Specific Information (Q18AM—Q19E)**

**5**

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

Multiple regression is used to  
measure persuasiveness of  
specific information

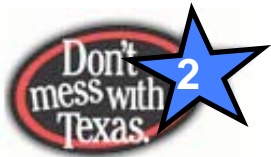
**6**

**Follow-up Questions and  
Demographics (Q21-D7)**

# OBJECTIVES



**To measure awareness of the Don't Mess with Texas educational / advertising Campaign.**



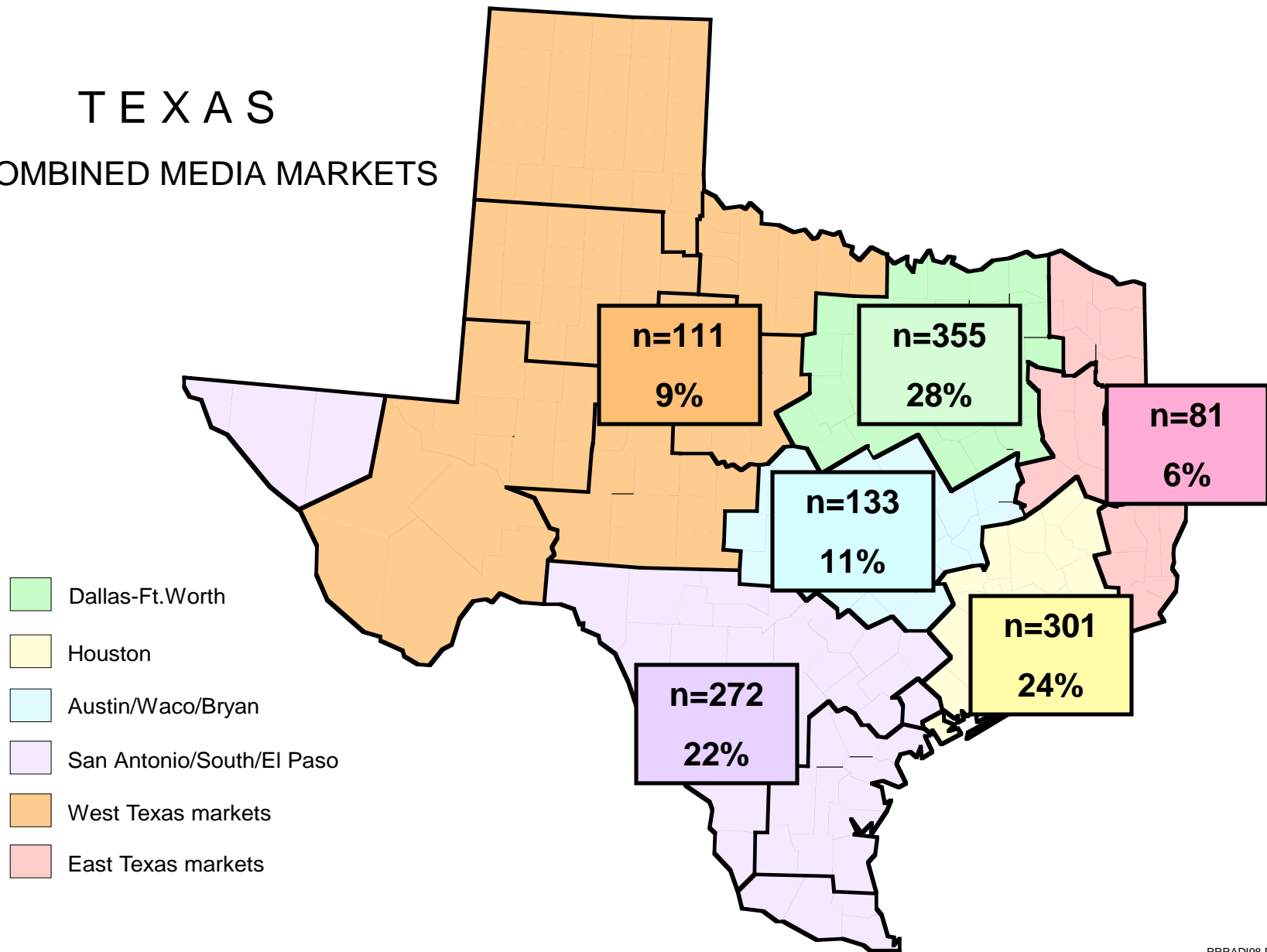
**To assess littering behavior levels.**



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

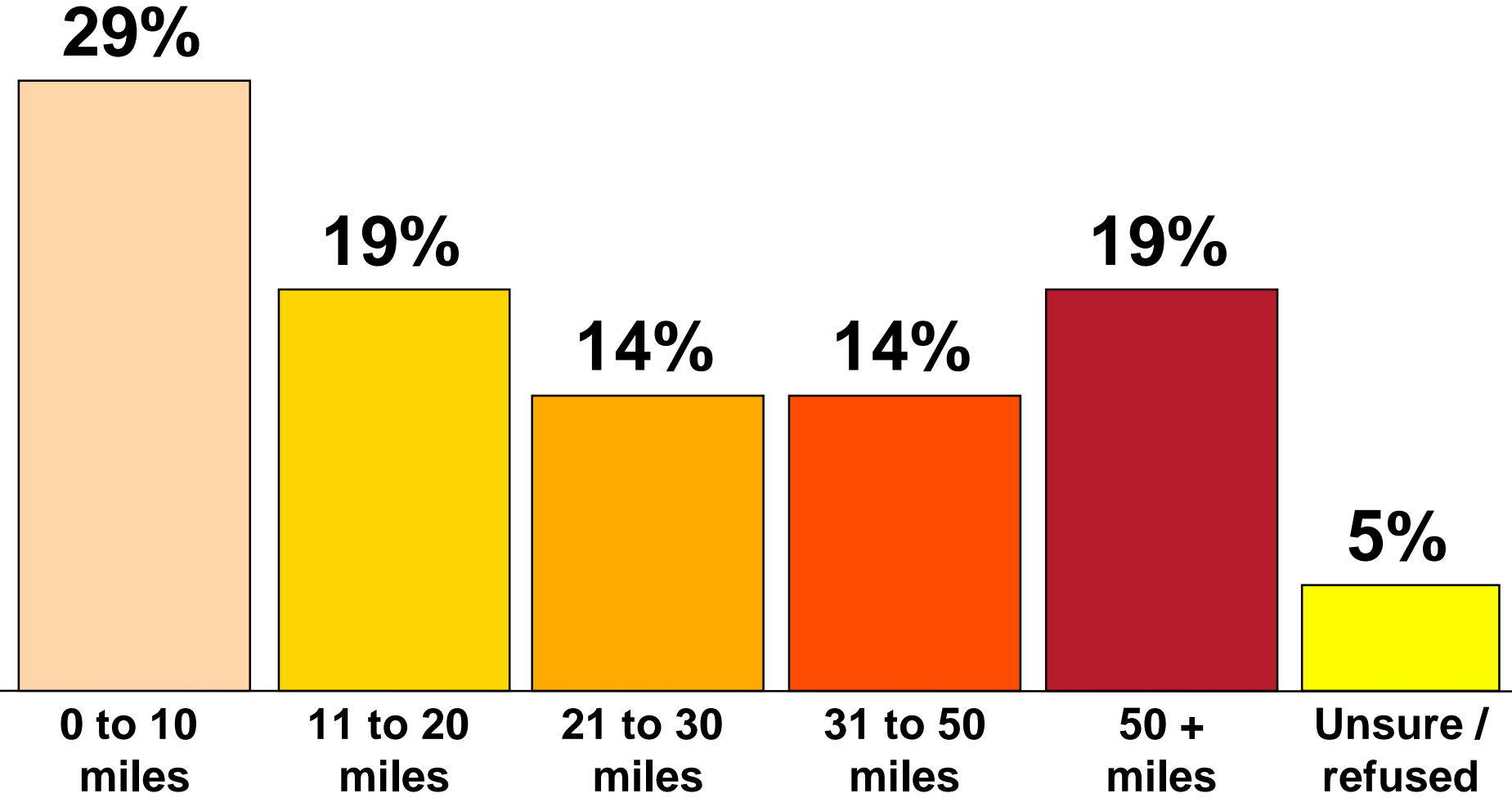
# TEXAS

## COMBINED MEDIA MARKETS



# TYPICAL DAILY MILEAGE

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

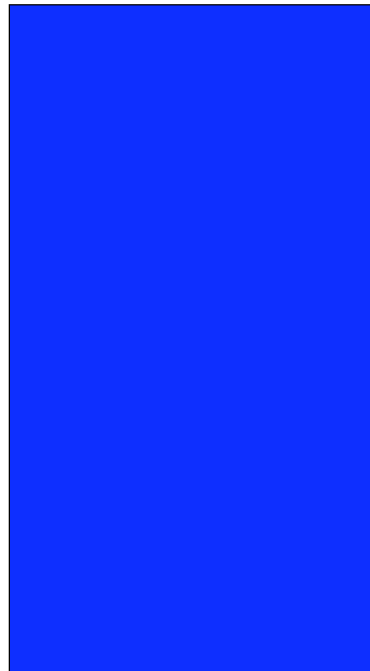


# INTERNET USE

Q38. Do you use the internet?

2005

**70%**



**Yes**

Yes	Age
80%	<25
80%	25-34
82%	35-49
68%	50-64
42%	65+

2007

**75%**

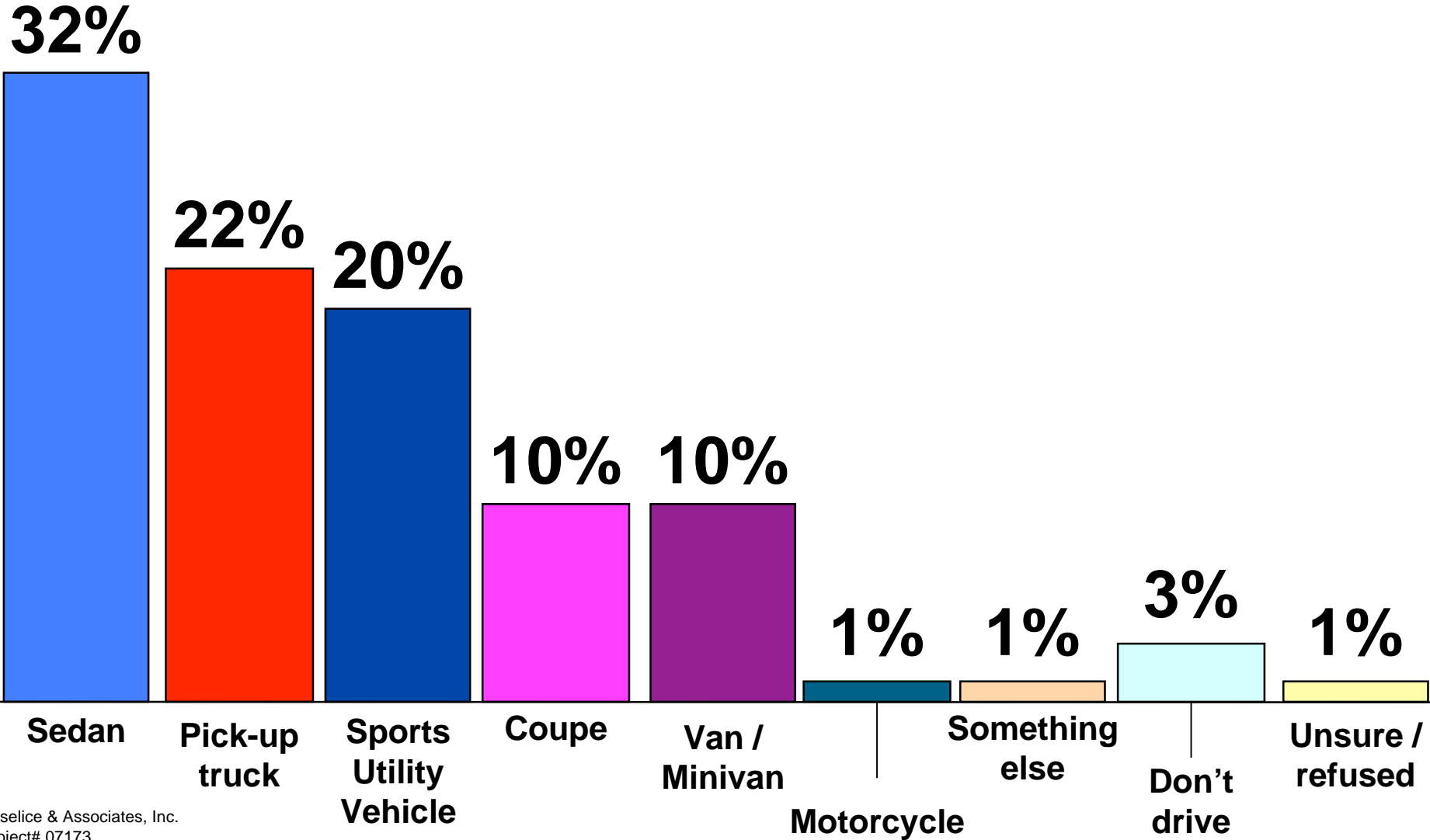


**Yes**

Yes	Age
91%	<25
79%	25-34
83%	35-49
79%	50-64
46%	65+

# TEXANS' VEHICLE TYPE

Q25. Would you describe the type of vehicle you drive as a...?  
(Responses are within 2% of 2005 responses)



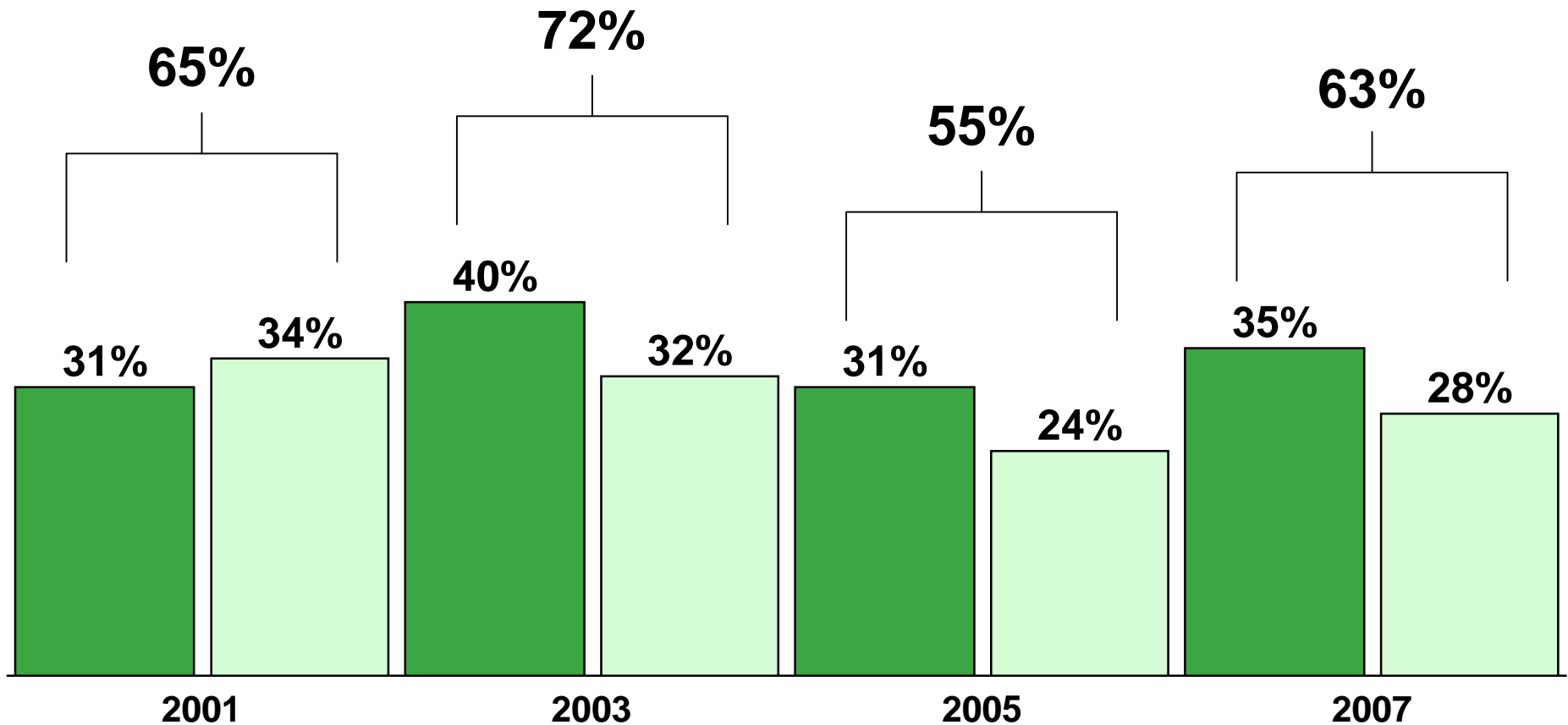
# RECALL OF LITTER PREVENTION ADVERTISEMENT

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

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

■ Last 3 months

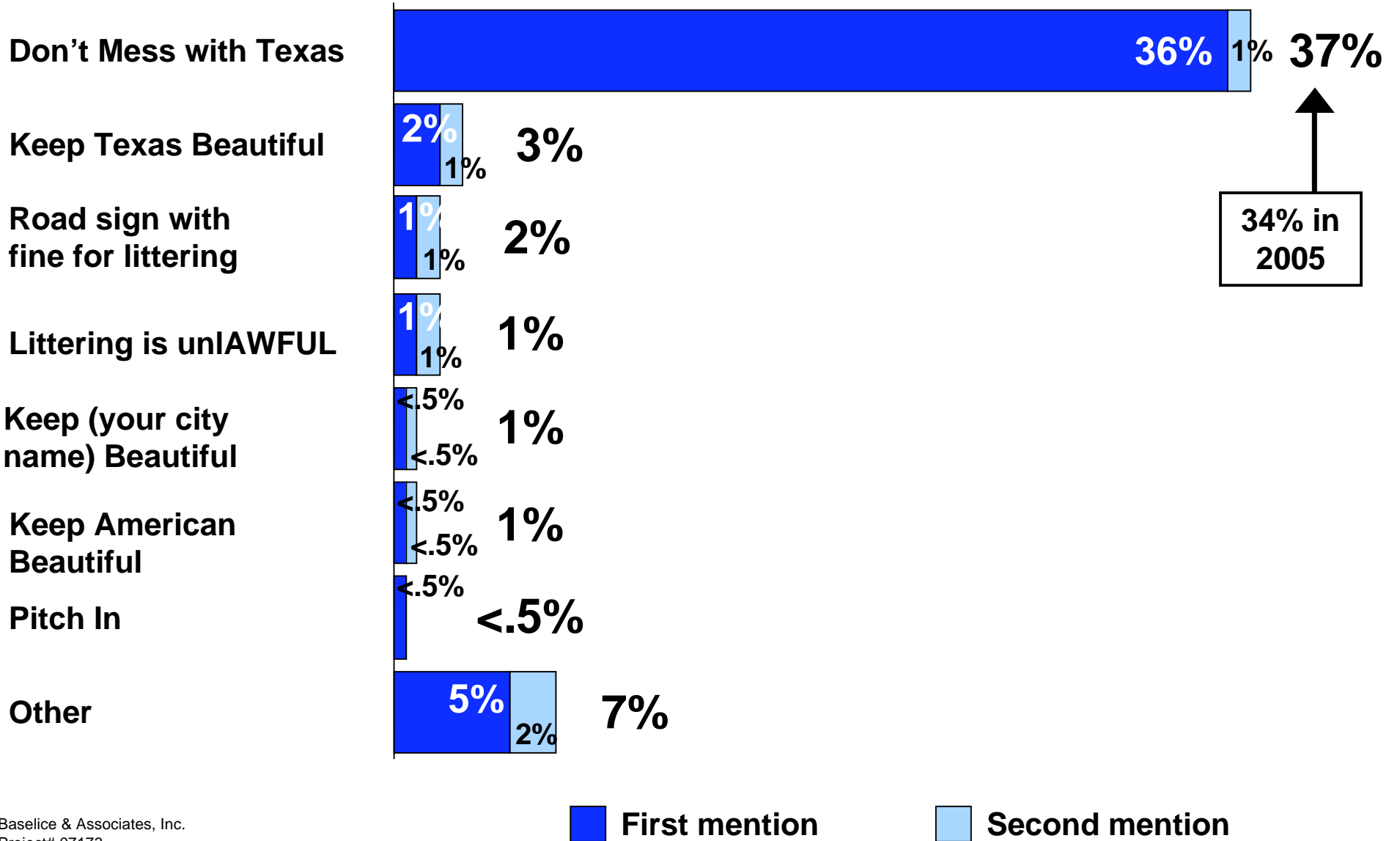
■ Over 3 months





# MAIN SLOGAN USED IN ADS OR MESSAGES

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

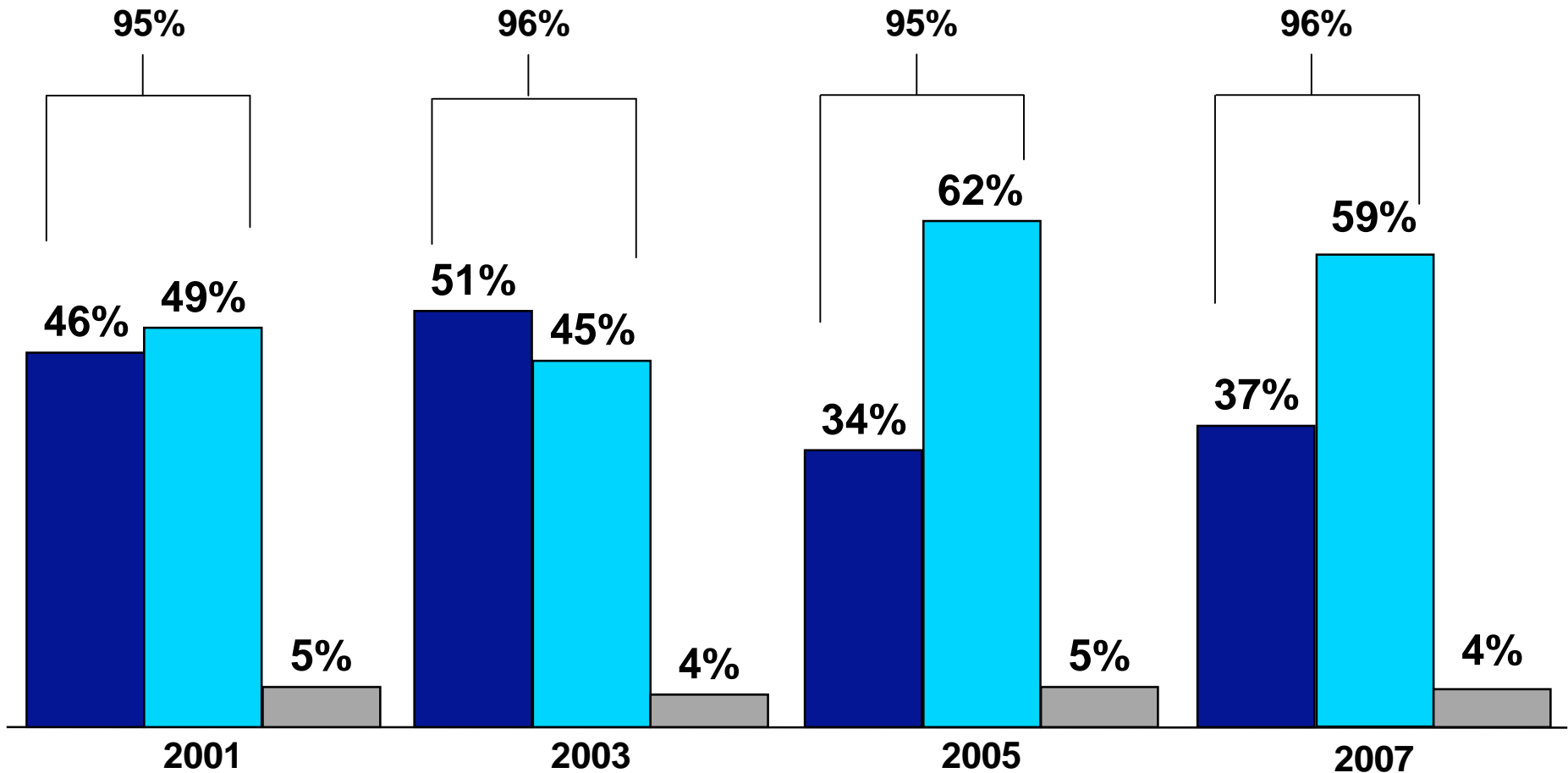


# RECALL OF DON'T MESS WITH TEXAS

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

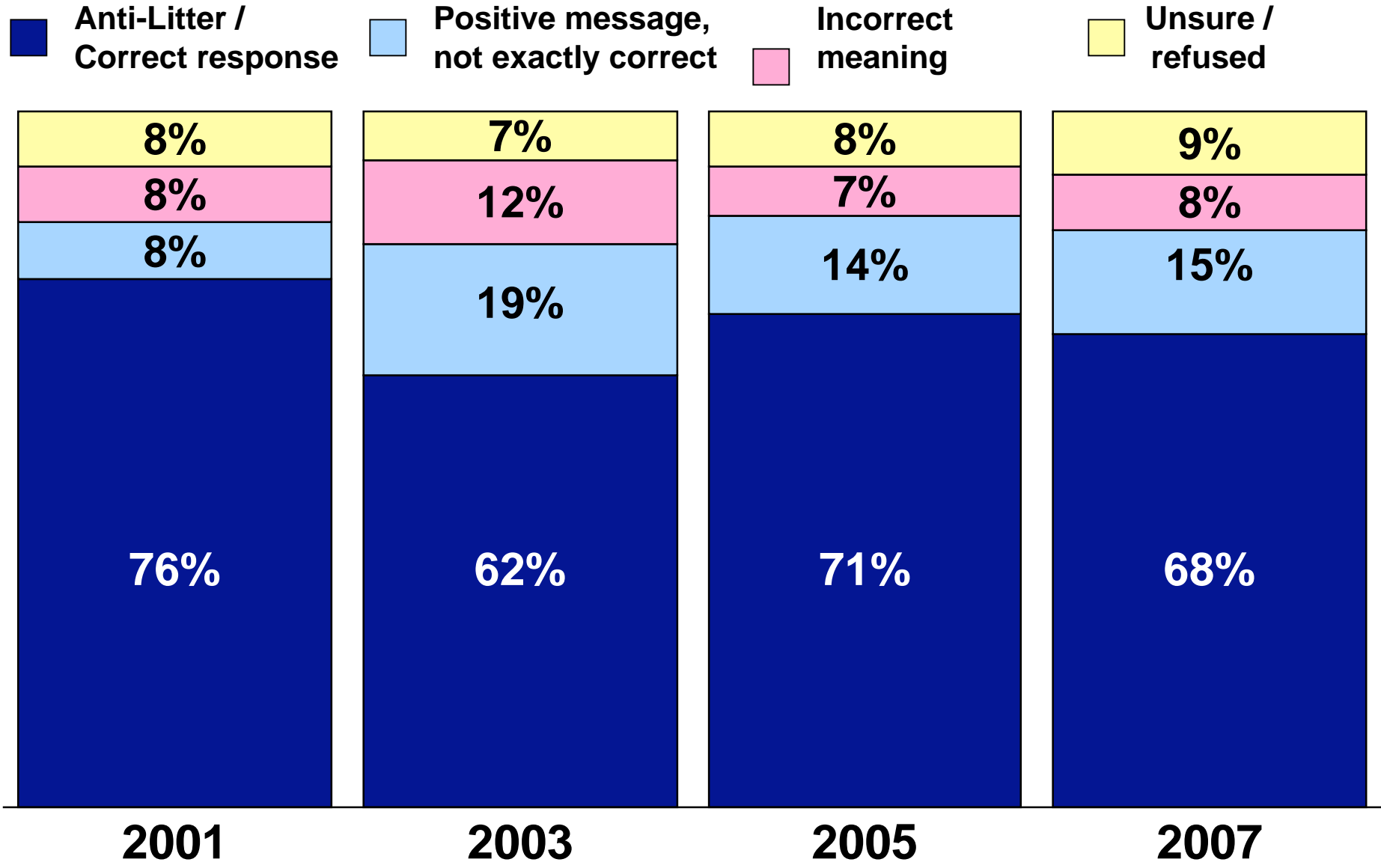
Q4. Have you seen, read, or heard the slogan "Don't Mess with Texas"?

■ Unprompted recall of DMWT in Q3      ■ Prompted recall of DMWT in Q4      ■ No recall



# MEANING OF “DON’T MESS WITH TEXAS”

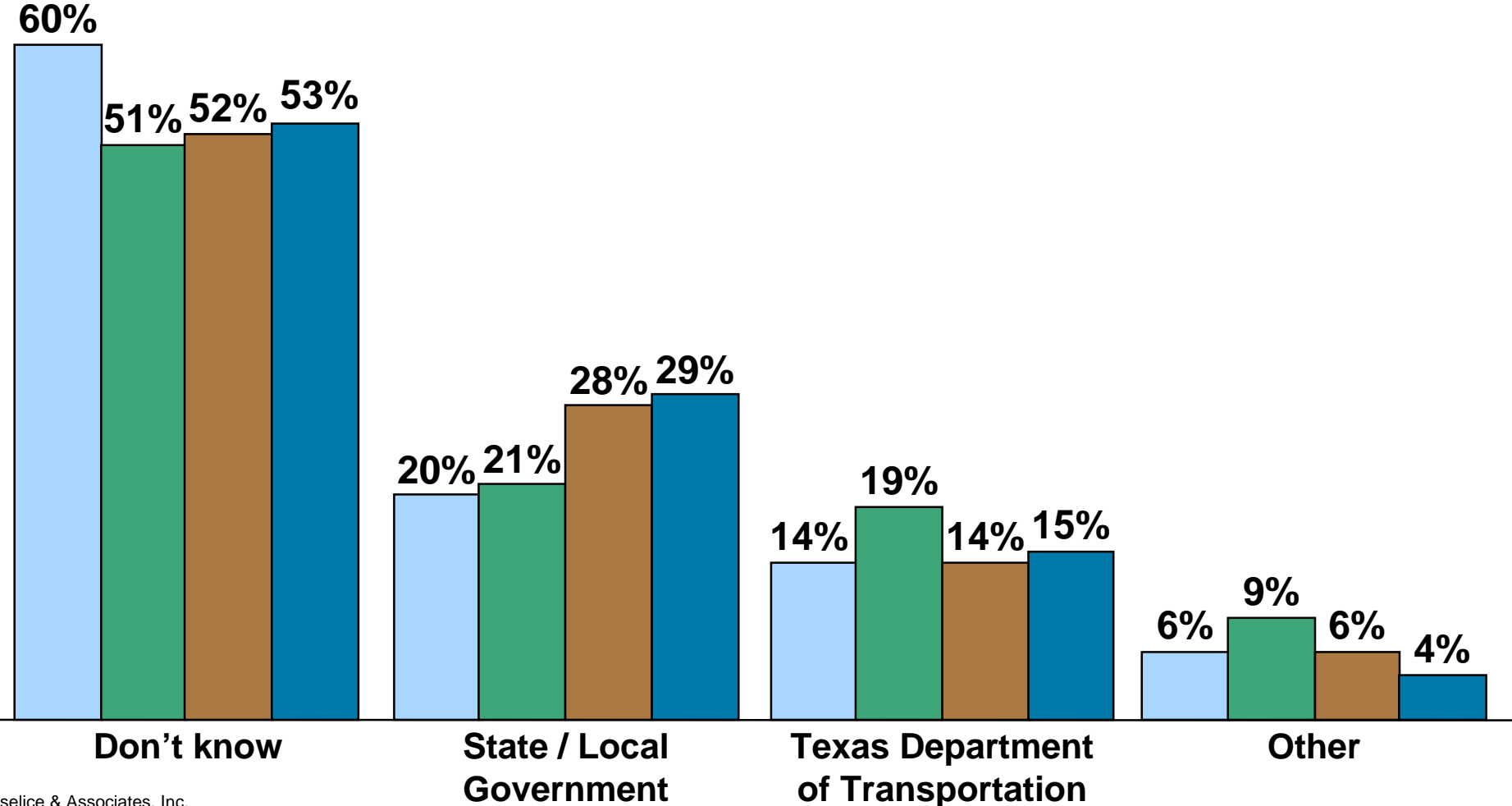
Q5. Please tell me in your own words, what the slogan Don’t Mess with Texas means to you?



# PERCEPTION OF DMWT CAMPAIGN SPONSOR

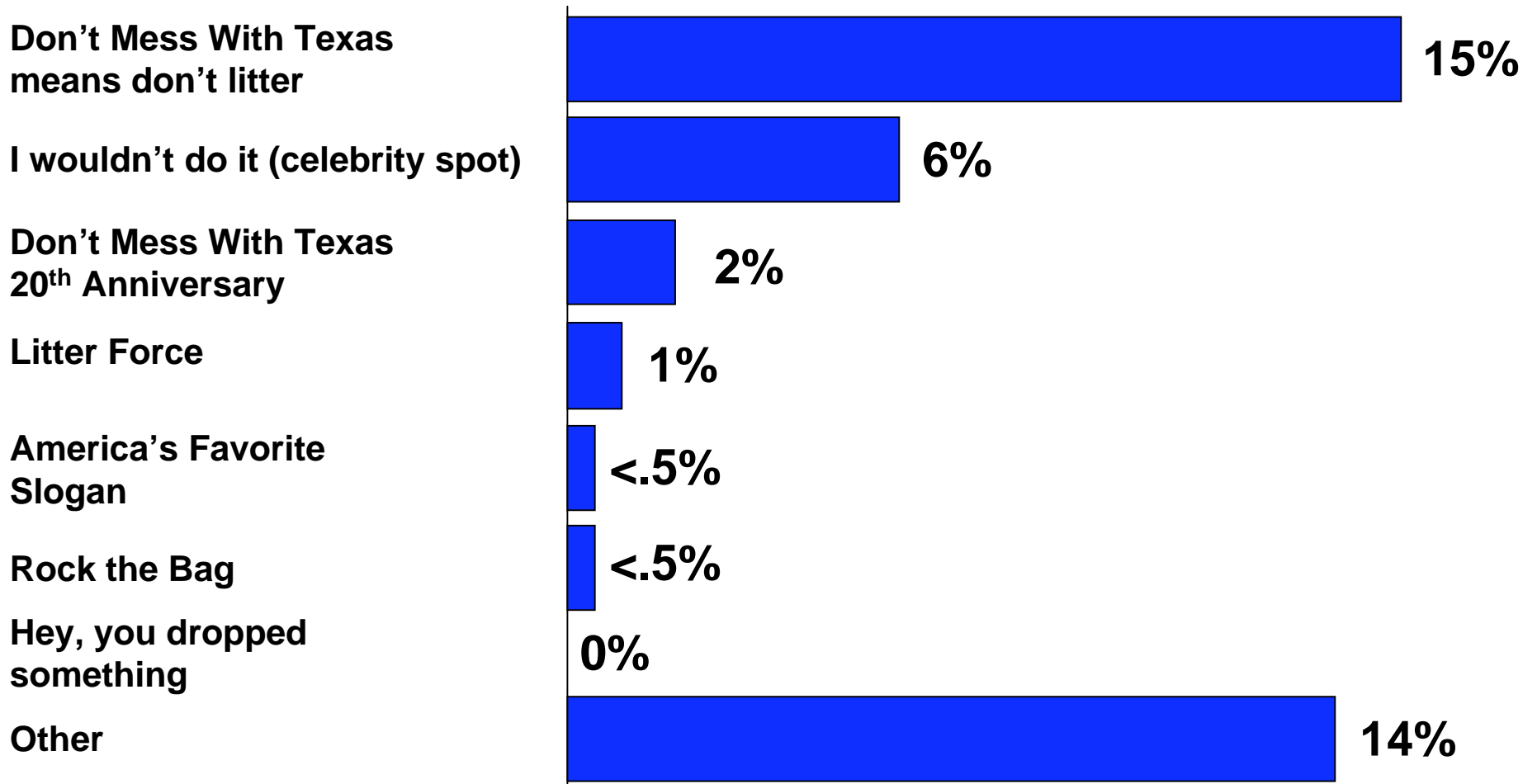
Q6. Who sponsors the Don't Mess with Texas ads or public service messages?  
(First Mentions)

2001 2003 2005 2007



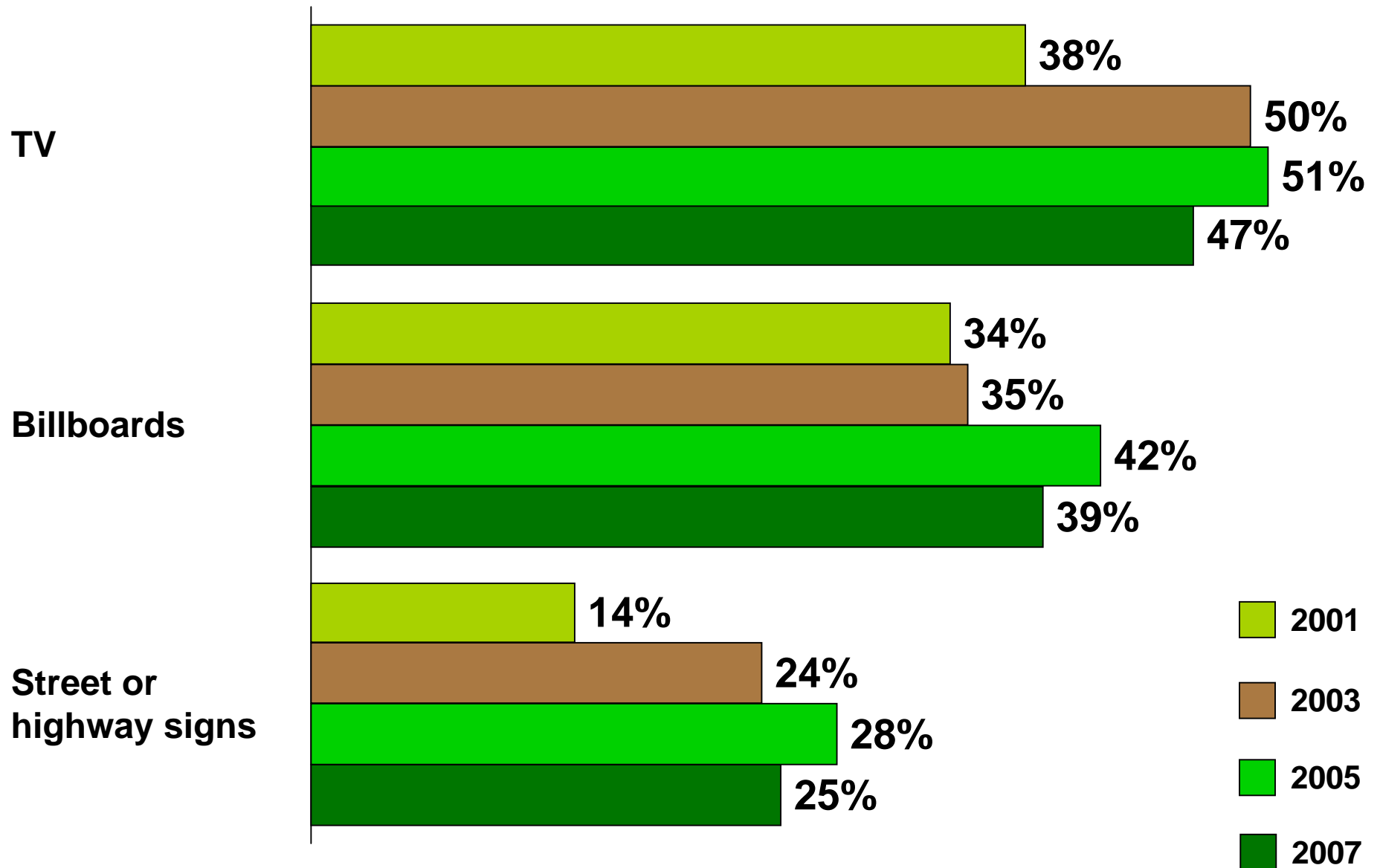
# RECALL OF SPECIFIC ADVERTISMETNS

Q7. Thinking about the Don't Mess with Texas slogan, do any recent and specific advertisements come to mind? These could be billboards, TV ads, radio ads, or any other place you've recently seen the Don't Mess with Texas slogan.



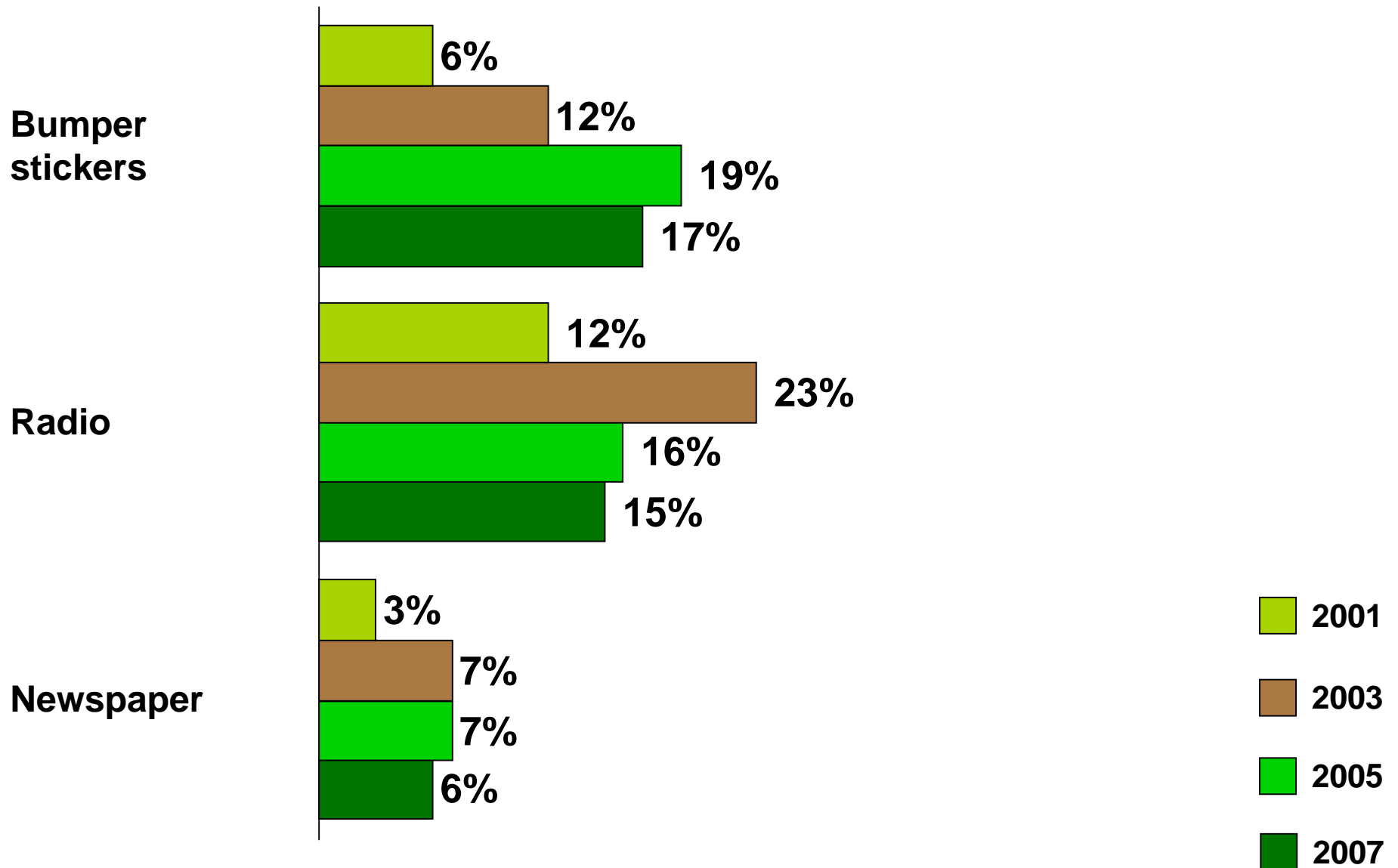
# WHERE SEEN, READ, OR HEARD DMWT I

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



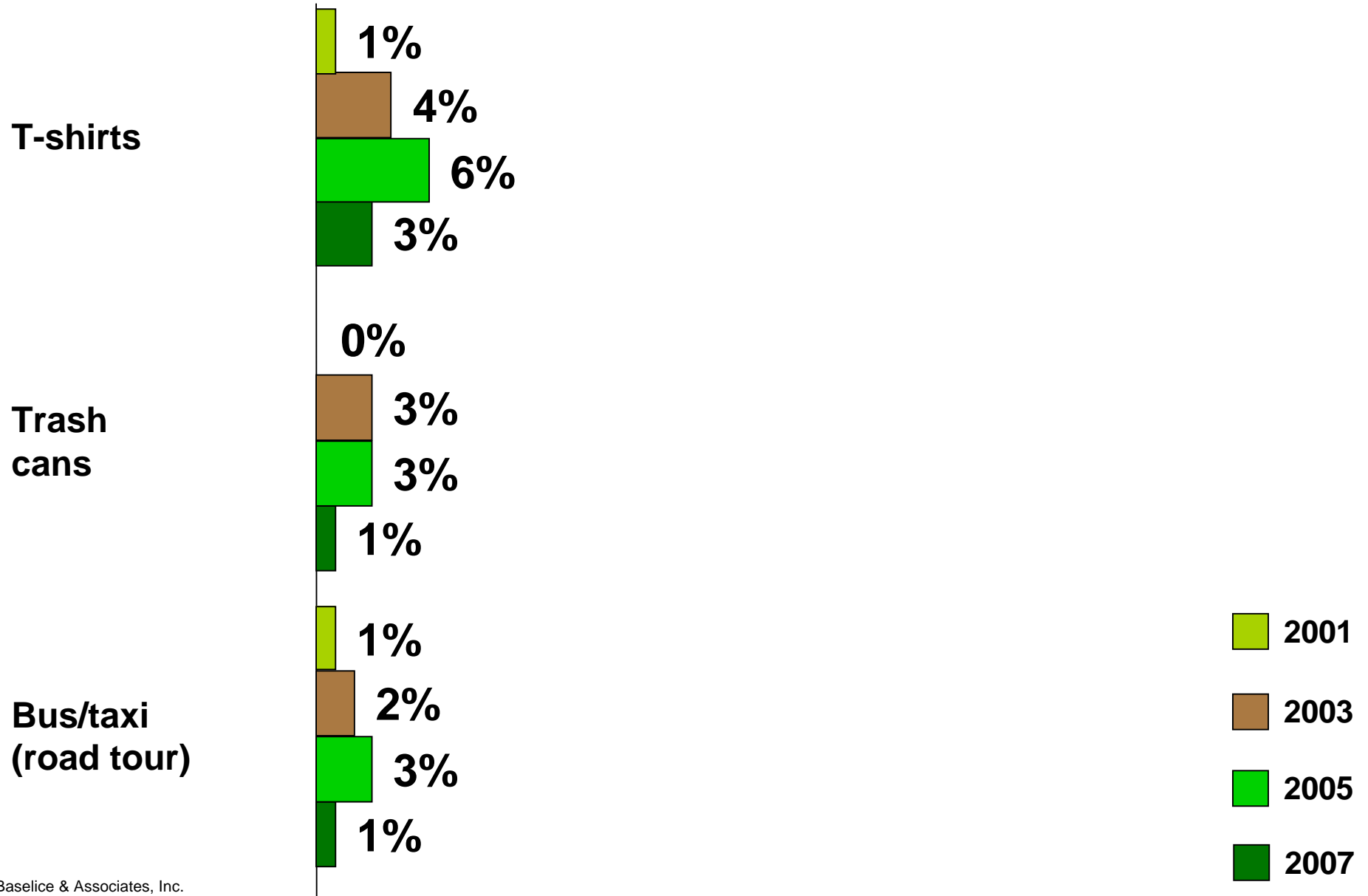
# WHERE SEEN, READ, OR HEARD DMWT II

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



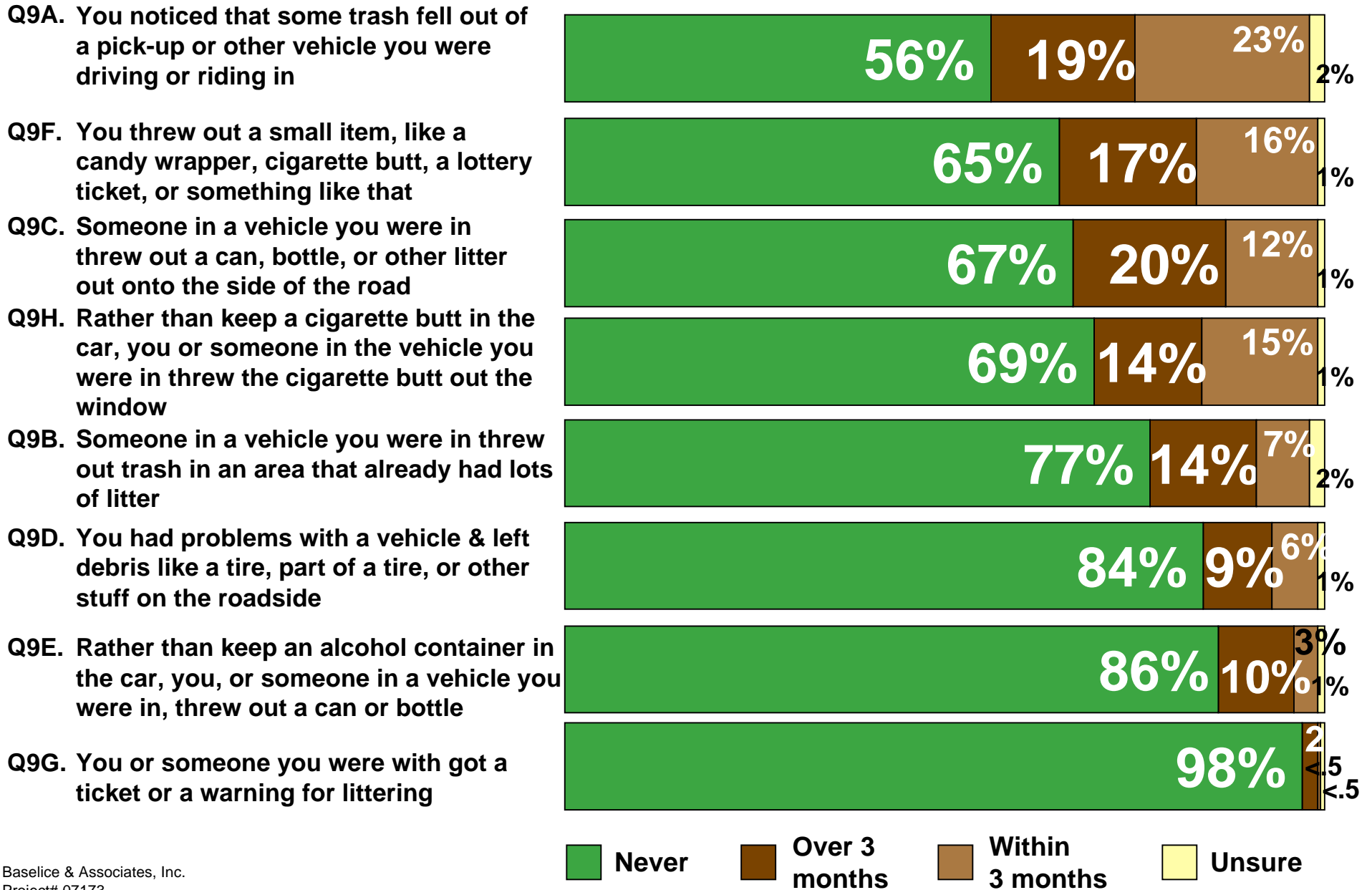
# WHERE SEEN, READ, OR HEARD DMWT III

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



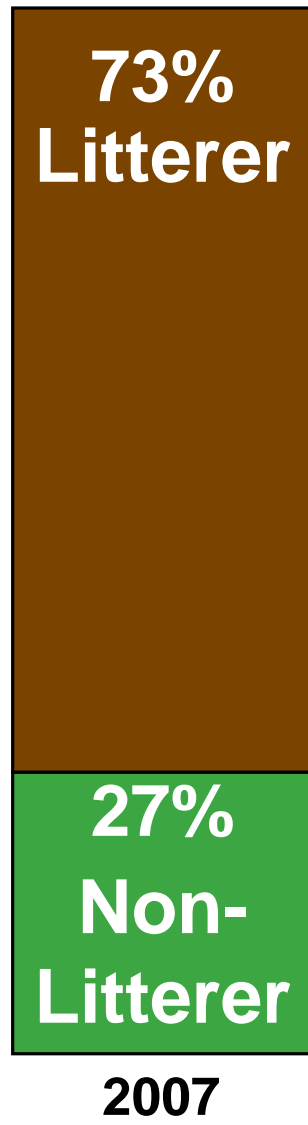


# WHEN AND HOW LITTERING HAPPENED



# LITTERING ANYTIME

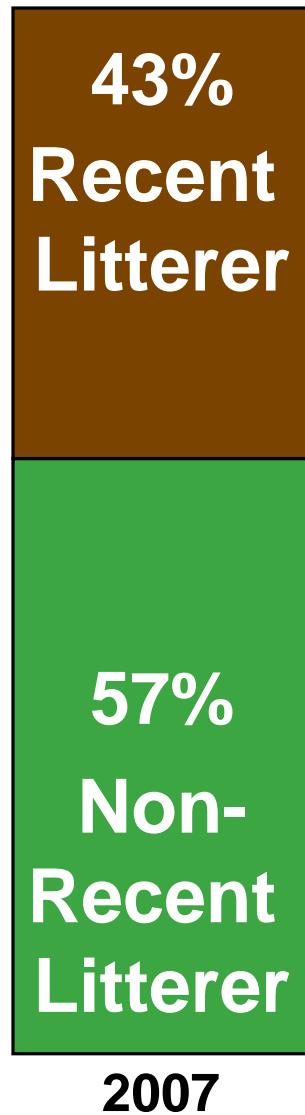
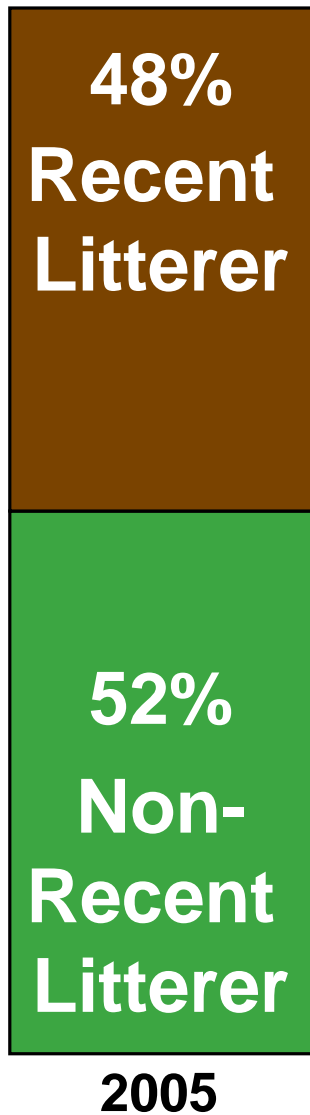
Combination of any littering in Questions 9A-9H.



	2005	2007
Under 25	95%	93%
25-34	77%	86%
35-49	72%	74%
50-64	69%	69%
65 or older	56%	59%
Smoker	83%	90%
Non-smoker	69%	70%

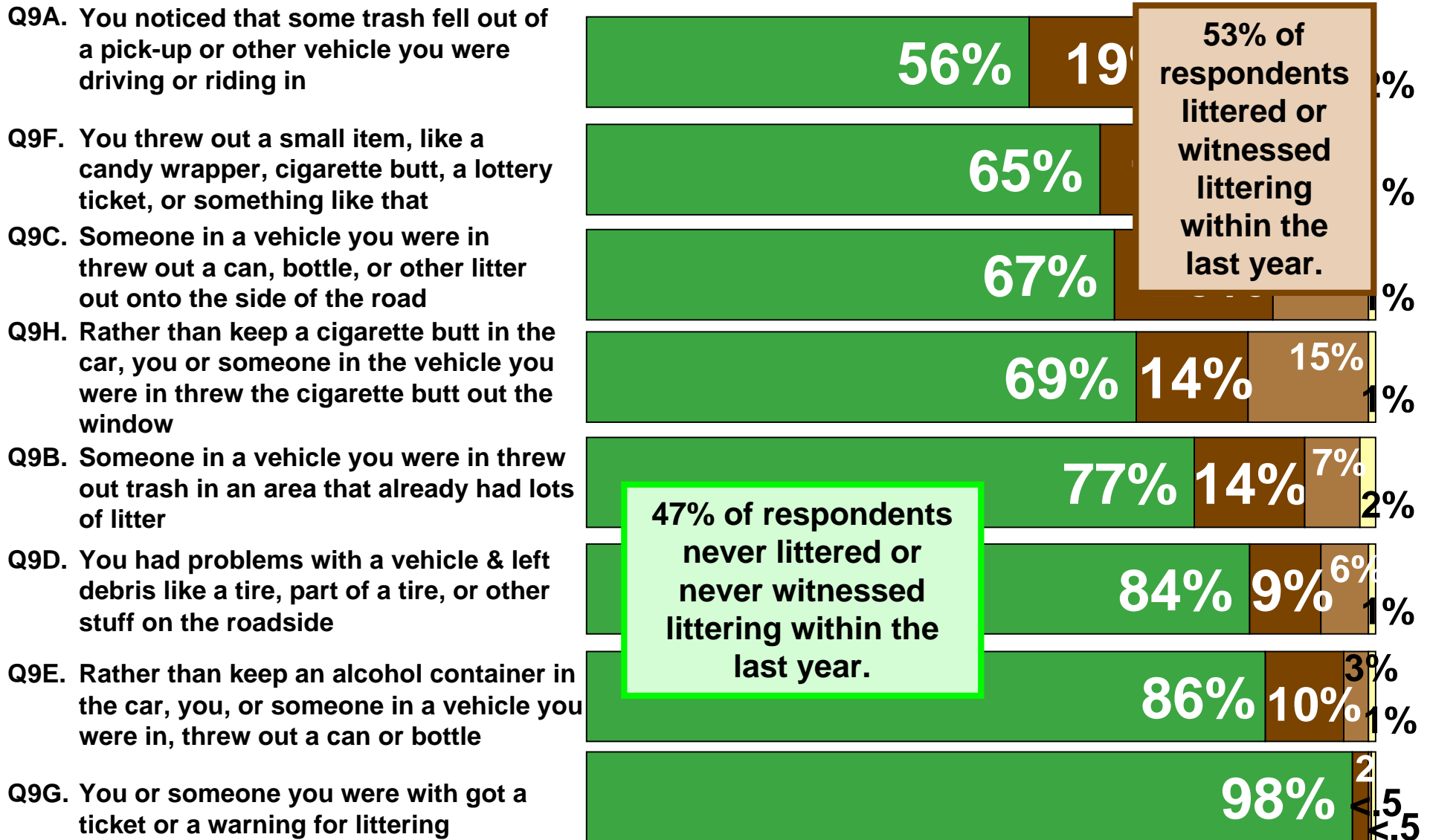
# LITTERING WITHIN LAST 3 MONTHS

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



	2005	2007
Under 25	80%	75%
25-34	54%	51%
35-49	49%	42%
50-64	42%	36%
65 or older	30%	27%
Smoker	66%	72%
Non-smoker	44%	37%

# WHEN AND HOW LITTERING HAPPENED



# COMPARING LITTERING SITUATIONS – Q9A to Q9G

 Littered or Witnessed Littering within last three 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.

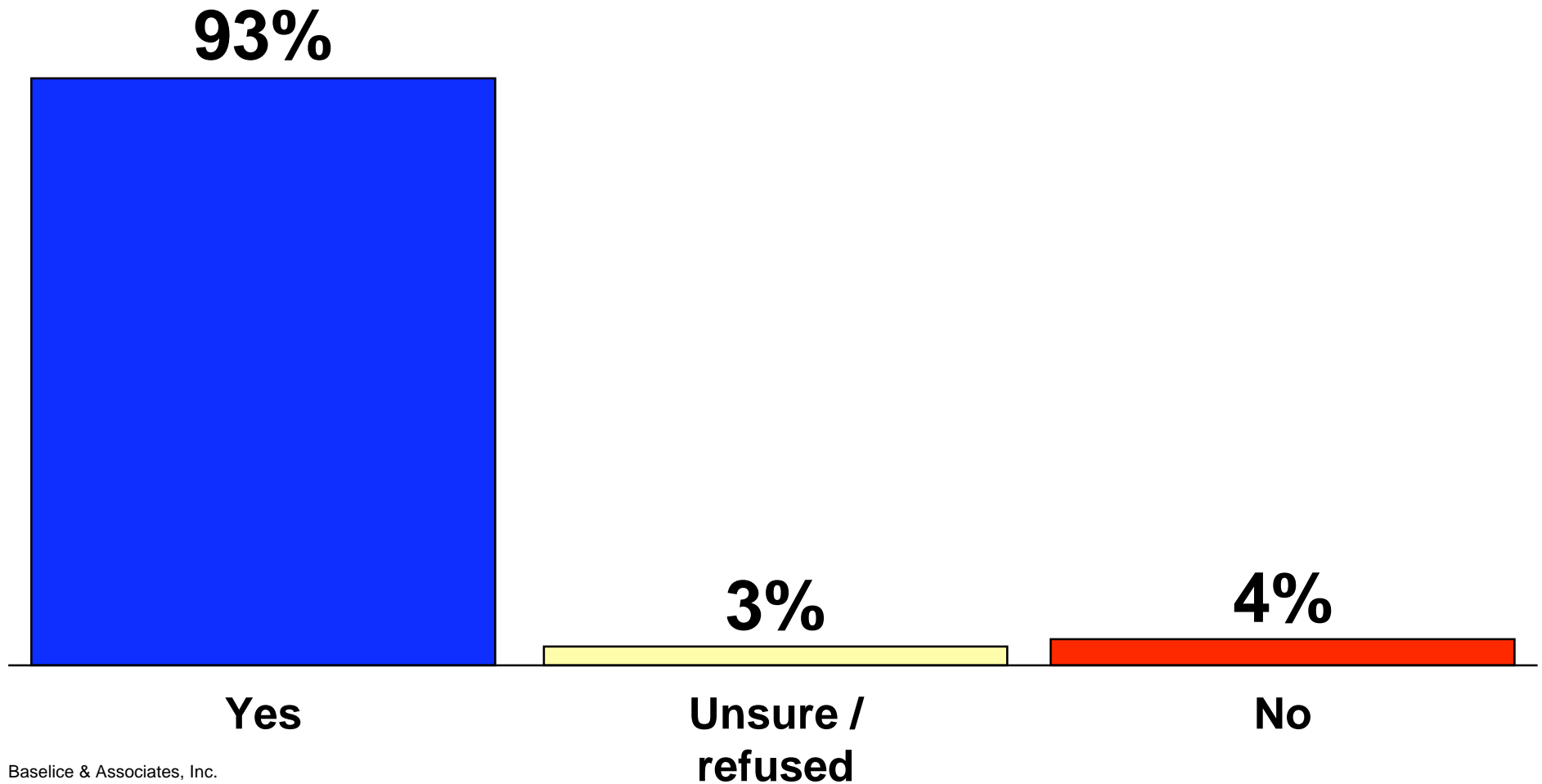


**2007:** 53% or 668 out of 1,253 respondents have littered within the LAST year.



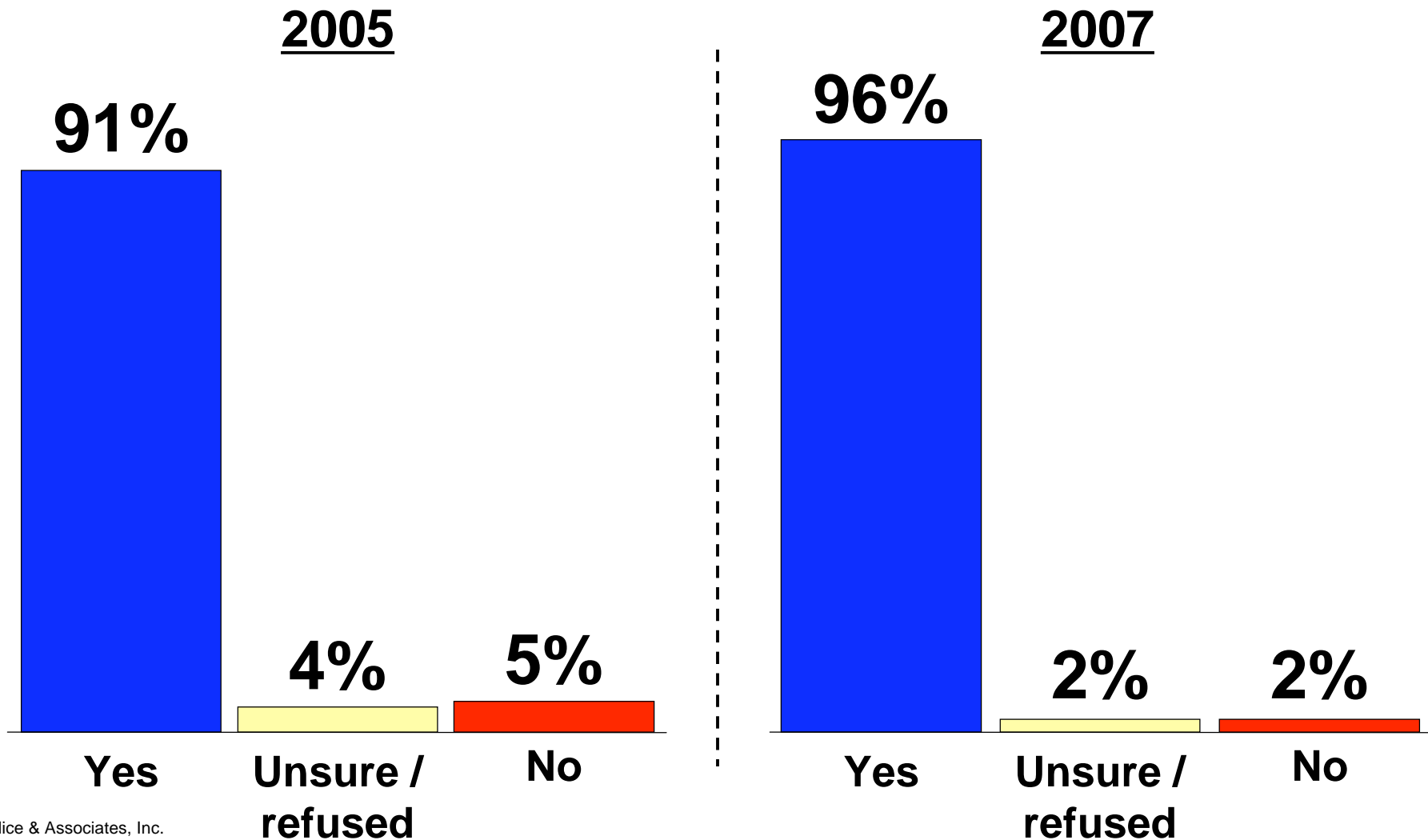
# CONTINUATION OF “DON’T MESS WITH TEXAS”

**Q10. Overall, do you support the Don’t Mess With Texas litter prevention campaign?**



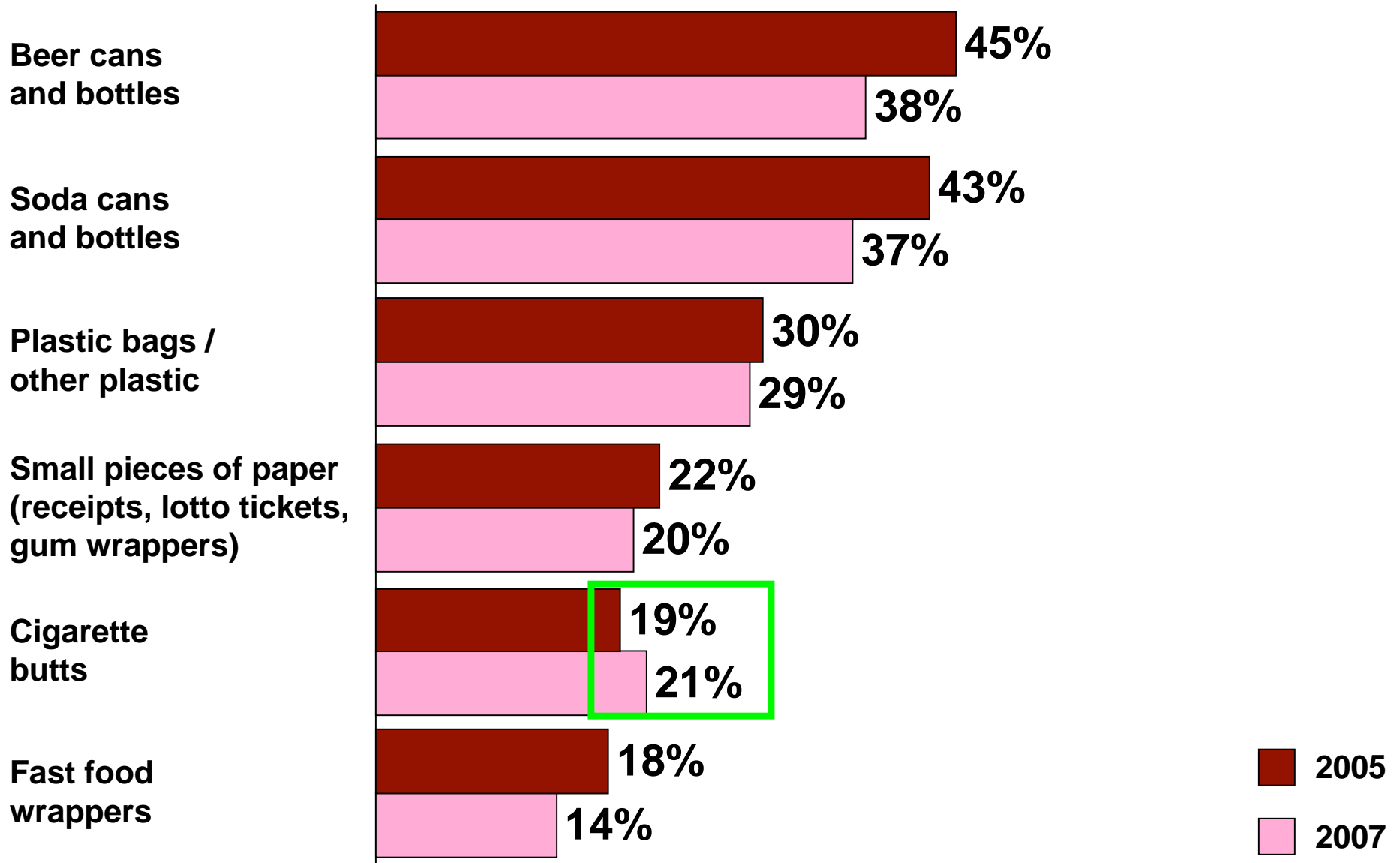
# CONTINUATION OF “DON’T MESS WITH TEXAS”

Q11. 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?



# SERIOUS LITTER PROBLEMS I

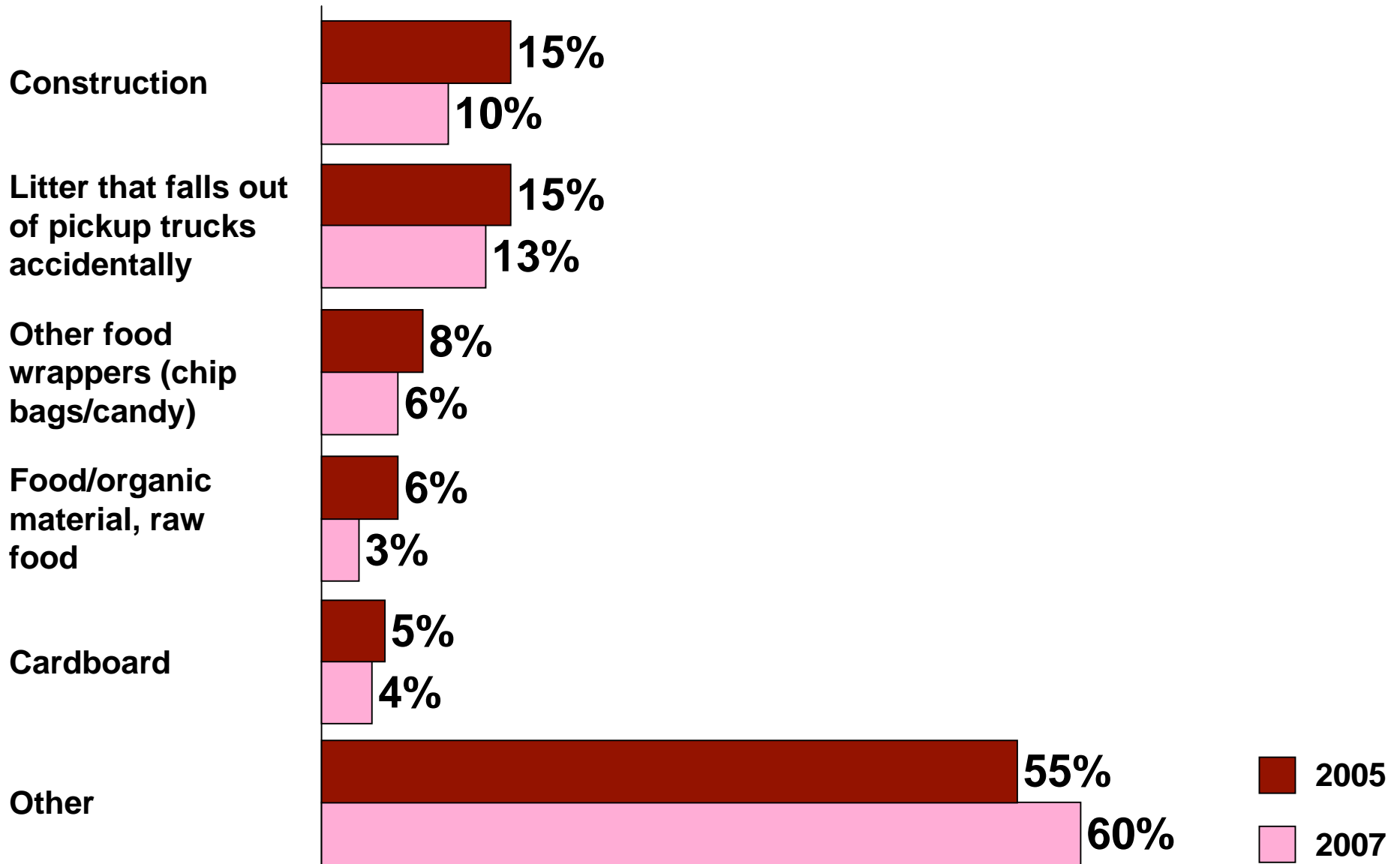
Q12. What types of materials do you think are a serious litter problem?





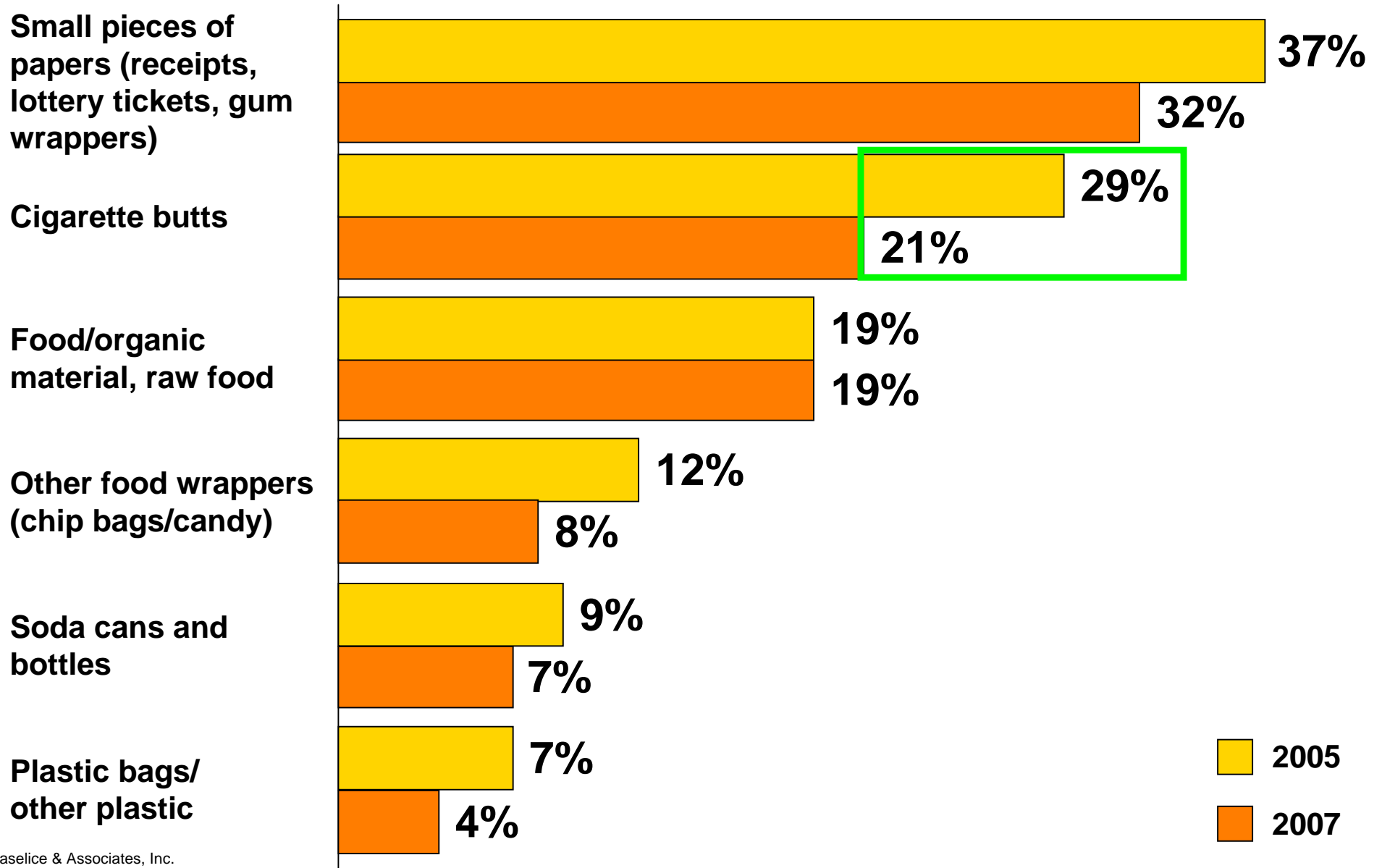
# SERIOUS LITTER PROBLEMS II

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



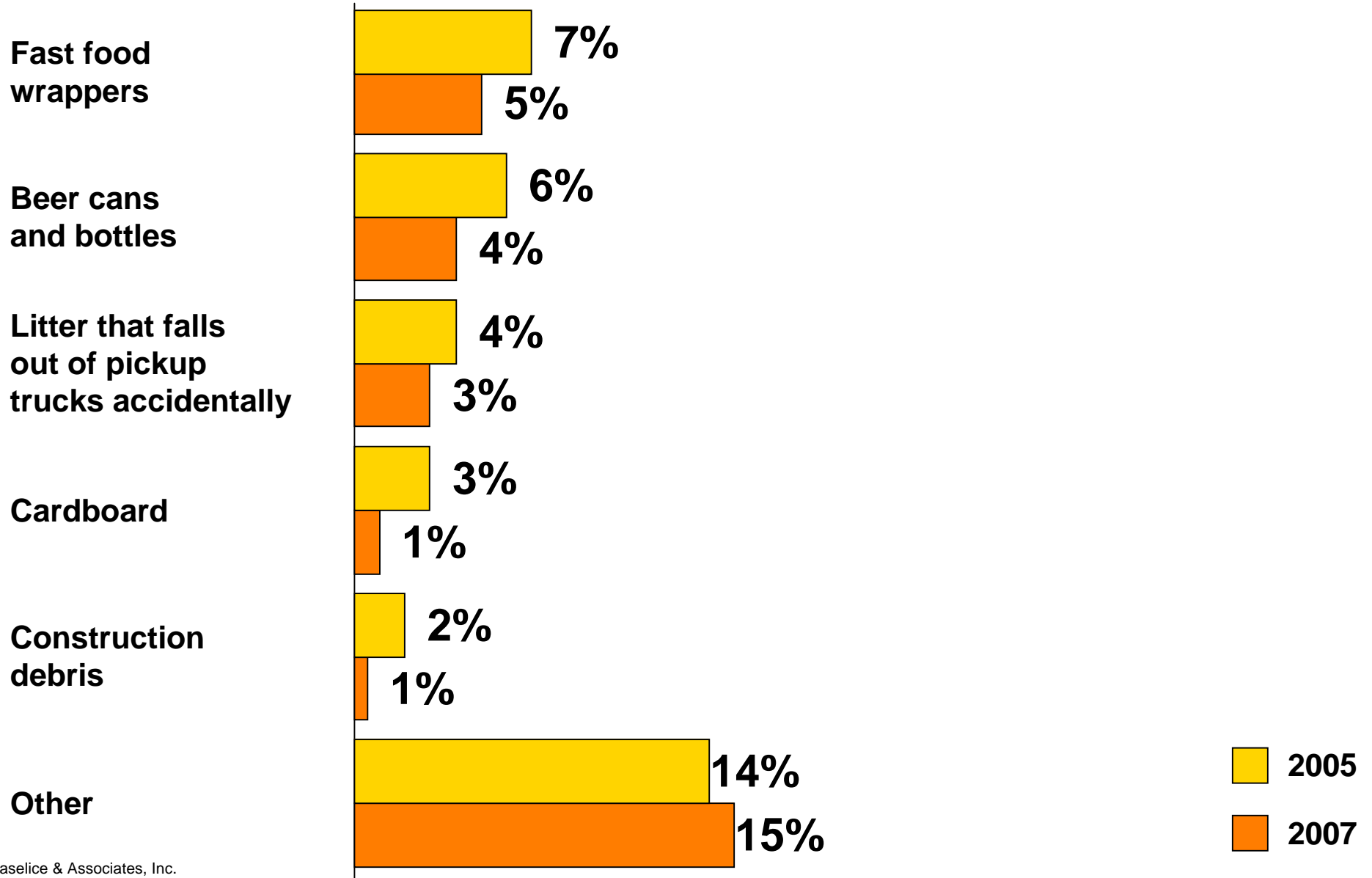
# MINOR LITTER PROBLEMS I

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



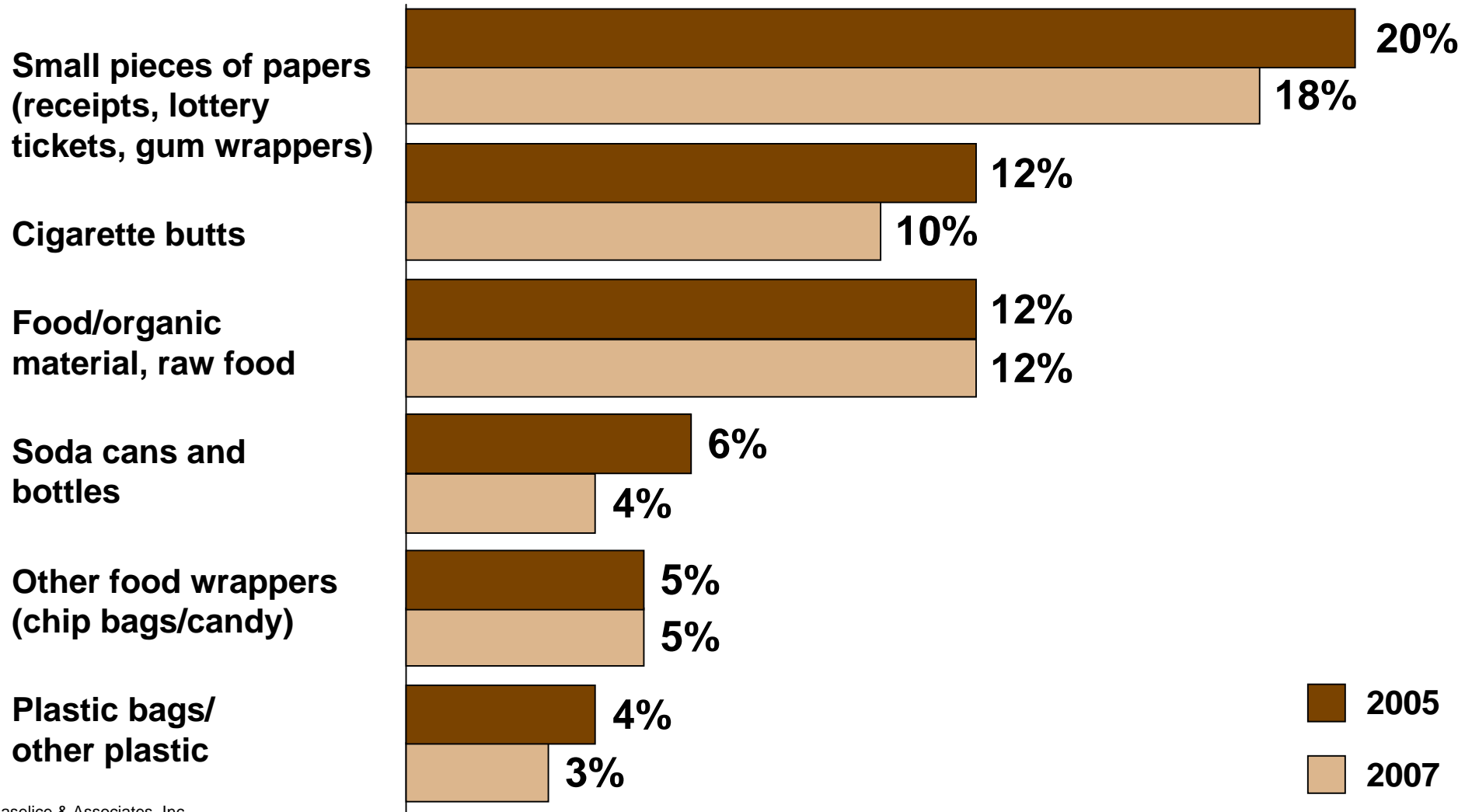
# MINOR LITTER PROBLEMS II

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



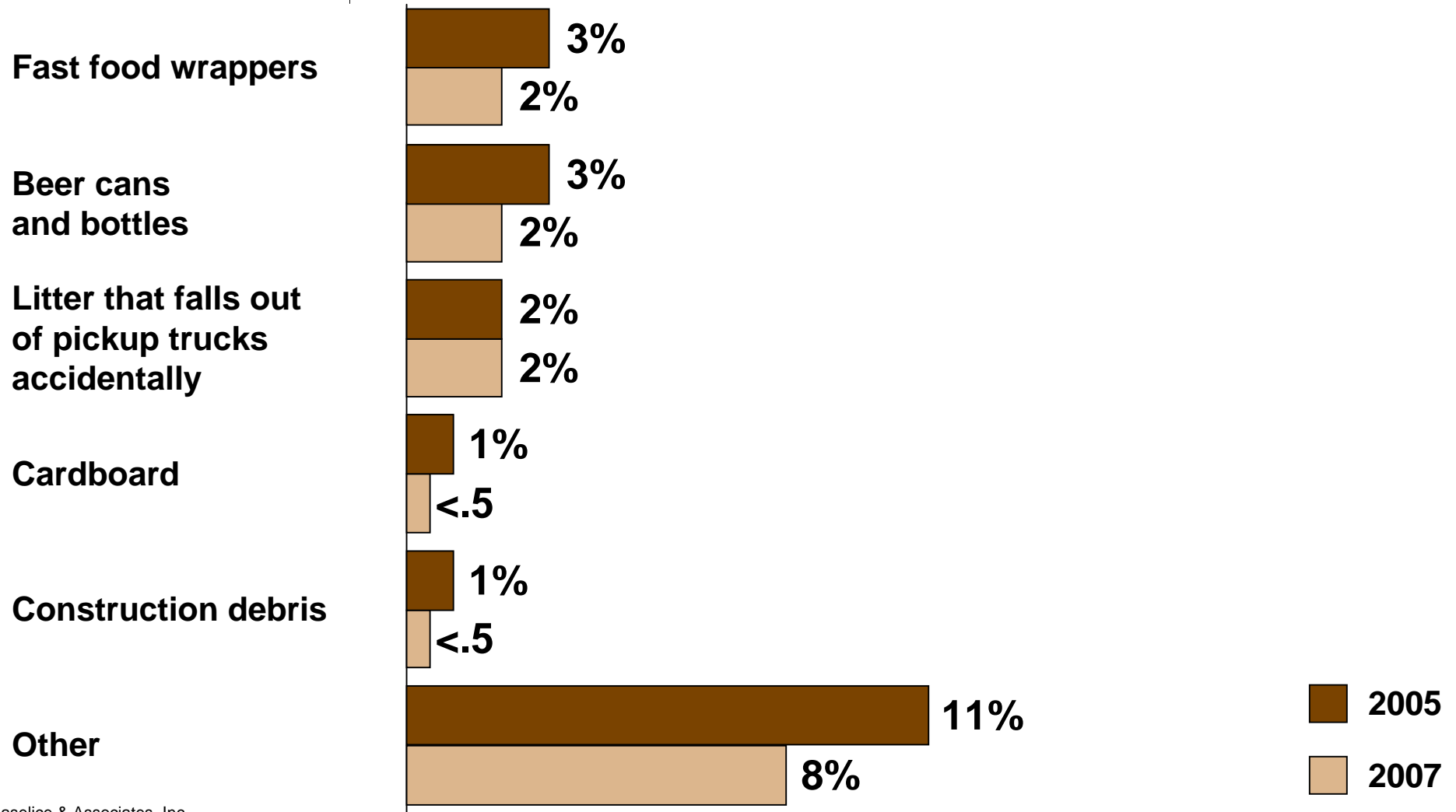
# ITEMS YOU DISCARDED I

**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?**



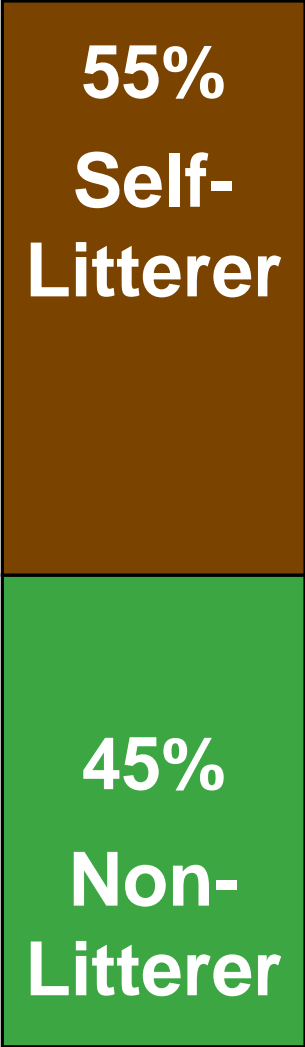
# ITEMS YOU DISCARDED II

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?

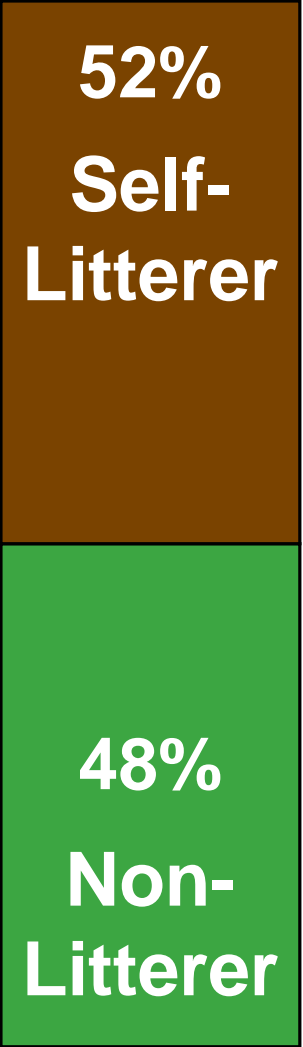


# SELF-DESCRIBED LITTERERS

Any littering behavior in Question 14.



2005



2007

	2005	2007
Under 25	77%	83%
25-34	67%	↑ 66%
35-49	56%	56%
50-64	50%	43%
65 or older	36%	↓ 30%
Smoker	65%	70%
Non-smoker	52%	48%

Saw parents litter 67%

Didn't see parents litter 46%

	<b>Self-Litterer</b>	<b>Non-Litterer</b>	<b>Cases</b>
Male/Under 25	87%	13%	84
Under 25	83%	17%	150
Female/Under 25	79%	21%	66
Female/uns-refused	74%	26%	6
Smokes	70%	30%	194
18-39	69%	31%	426
Male/25-34	67%	33%	99
Male/Under 50	67%	33%	332
No children	67%	33%	283
25-34	66%	34%	187
Female/25-34	65%	35%	88
Drives 31-50 miles/day	64%	36%	181
Recent Litterer	64%	36%	534
Hispanic	63%	37%	262
Female/under 50	62%	38%	315
Litterer or witnessed it	61%	39%	920
Male/employed	60%	40%	401

	Self-Litterer	Non-Litterer	Cases
Female/employed	58%	42%	364
Drives a coupe	58%	42%	122
African-American	57%	43%	158
Drives a sports utility	57%	43%	250
Austin/Waco/Bryan	56%	44%	133
35-49	56%	44%	310
Male/35-49	56%	44%	148
40-49	56%	44%	221
Drives > 50 miles / day	56%	44%	234
Female/35-49	55%	45%	162
\$40,000-\$59,999 / yr	55%	45%	215
\$75,000-\$99,999 / yr	55%	45%	124
Under \$20,000 / yr	54%	46%	151
Houston	53%	47%	301
Drives pick-up-truck	53%	47%	273
<b>TOTAL</b>	<b>52%</b>	<b>48%</b>	<b>1253</b>

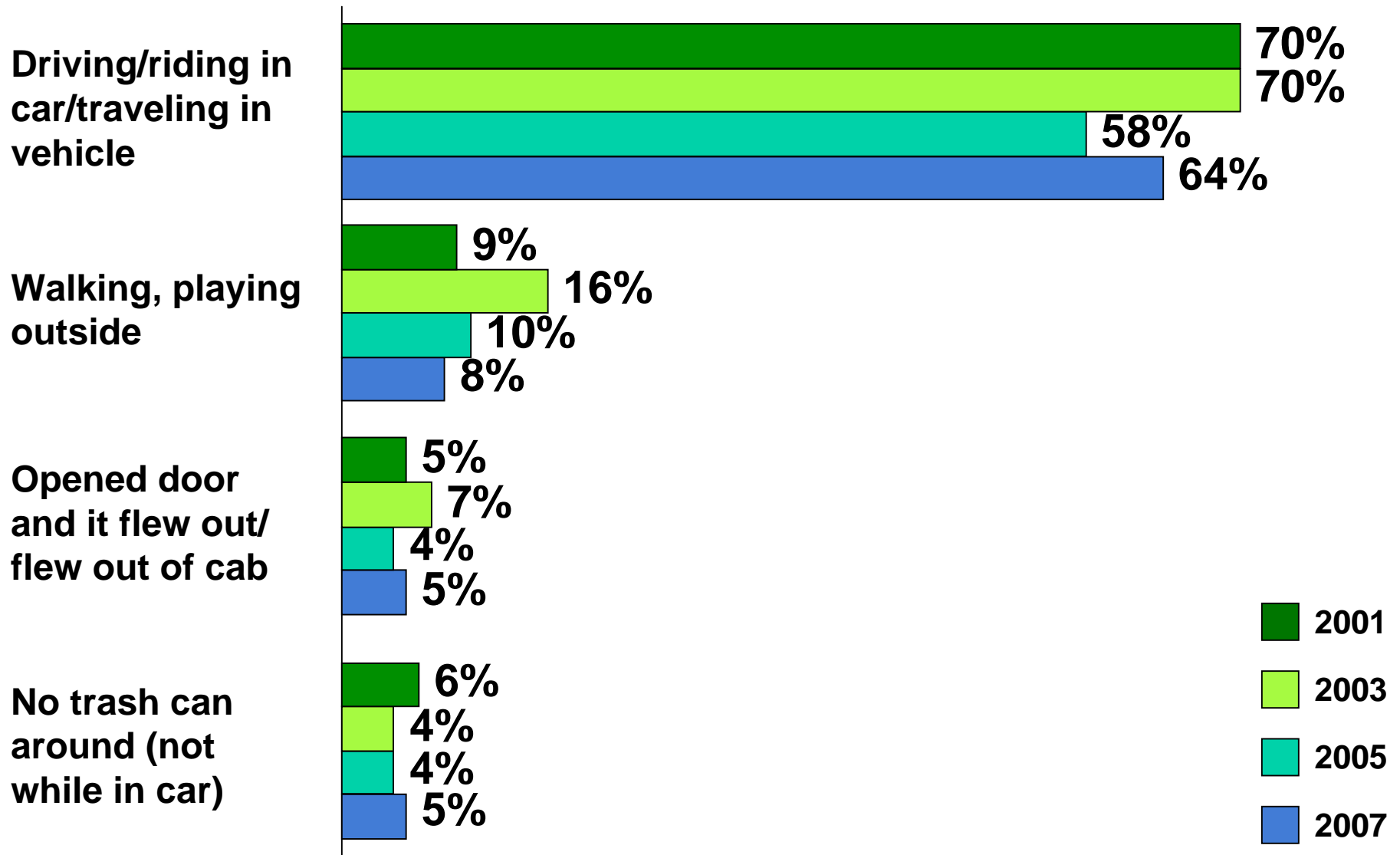


	<b>Self-Litterer</b>	<b>Non-Litterer</b>	<b>Cases</b>
<b>TOTAL</b>	<b>52%</b>	<b>48%</b>	<b>1253</b>
San Ant/South/El Paso	52%	48%	272
\$100,000 & over / yr	52%	48%	209
Drives 11-20 miles / day	52%	48%	238
Drives 21-30 miles / day	52%	48%	170
West Texas markets	51%	49%	111
East Texas markets	51%	49%	81
\$60,000-\$74,999 / yr	51%	49%	146
Sedan	51%	49%	406
\$20,000-\$39,999 / yr	50%	50%	232
Dallas-Ft. Worth	49%	51%	355
Does not smoke	48%	52%	1057
Anglo	47%	53%	770
Other races	47%	53%	63
Have children	47%	53%	970
Male/not employed	46%	54%	176
Refused income	46%	54%	177
Drives < 10 miles / day	46%	54%	368
Female/50-64	45%	55%	183

	<b>Self-Litterer</b>	<b>Non-Litterer</b>	<b>Cases</b>
50-64	43%	57%	328
Non-Recent Litterer	43%	57%	719
Male/50-64	42%	58%	145
Age unknown	42%	58%	26
Drives a van / minivan	40%	60%	126
Male/50+	39%	61%	241
Female/not employed	37%	63%	299
Male/65+	36%	64%	96
Female/50+	36%	64%	339
Don't drive	34%	66%	34
65 or over	30%	70%	252
Non-Litterer / not witness	27%	73%	333
Female/65+	26%	74%	155

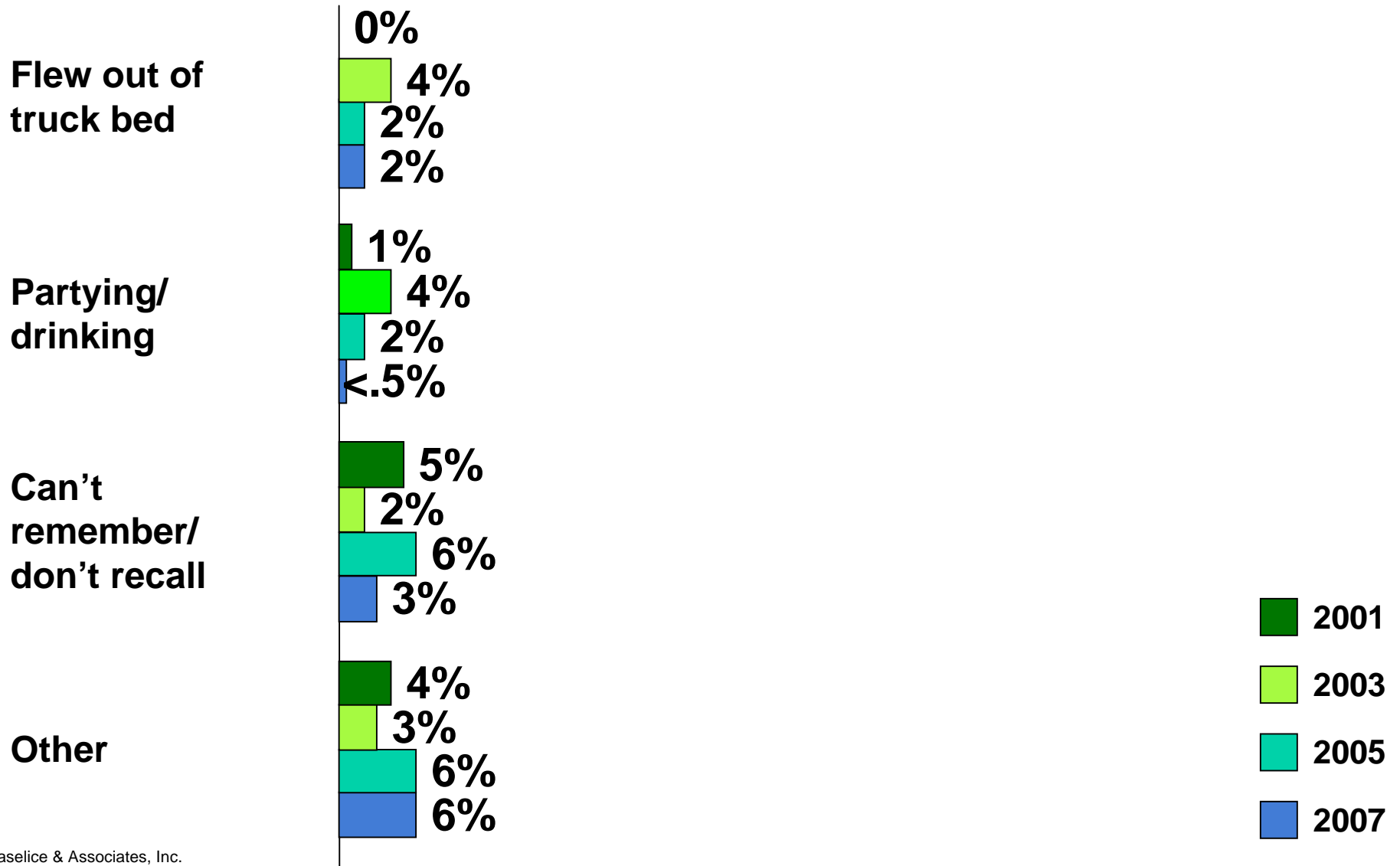
# SITUATIONS WHEN LITTERING OCCURRED I

Q15. What were the circumstances when something like that happened in terms of where and what you were doing? (n=649)



# SITUATIONS WHEN LITTERING OCCURRED II

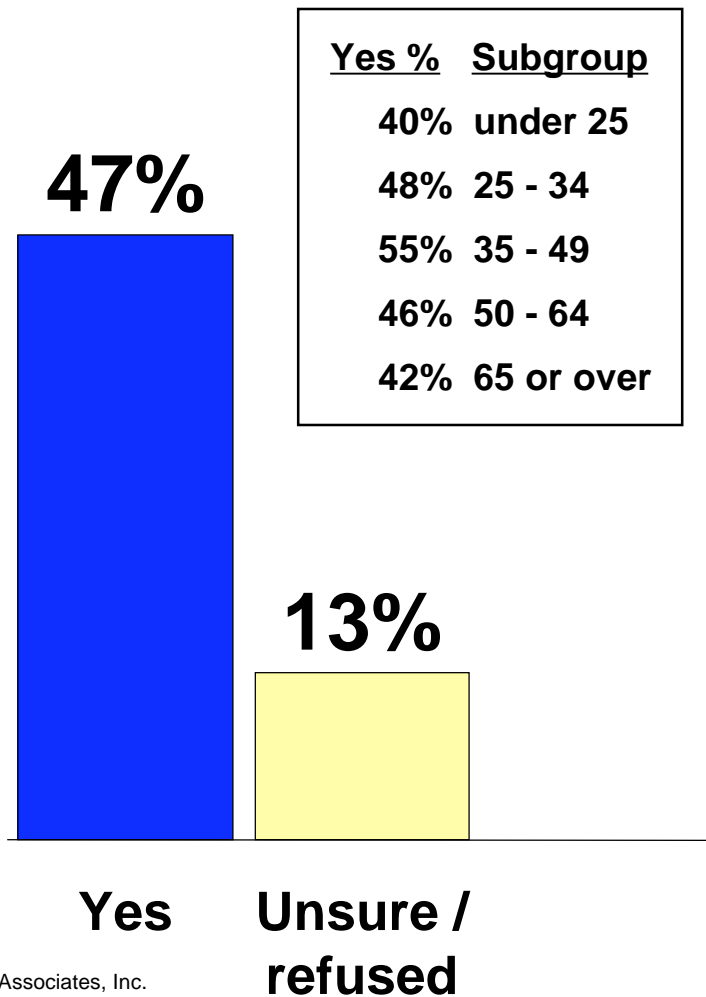
Q15. What were the circumstances when something like that happened in terms of where and what you were doing? (n=649)



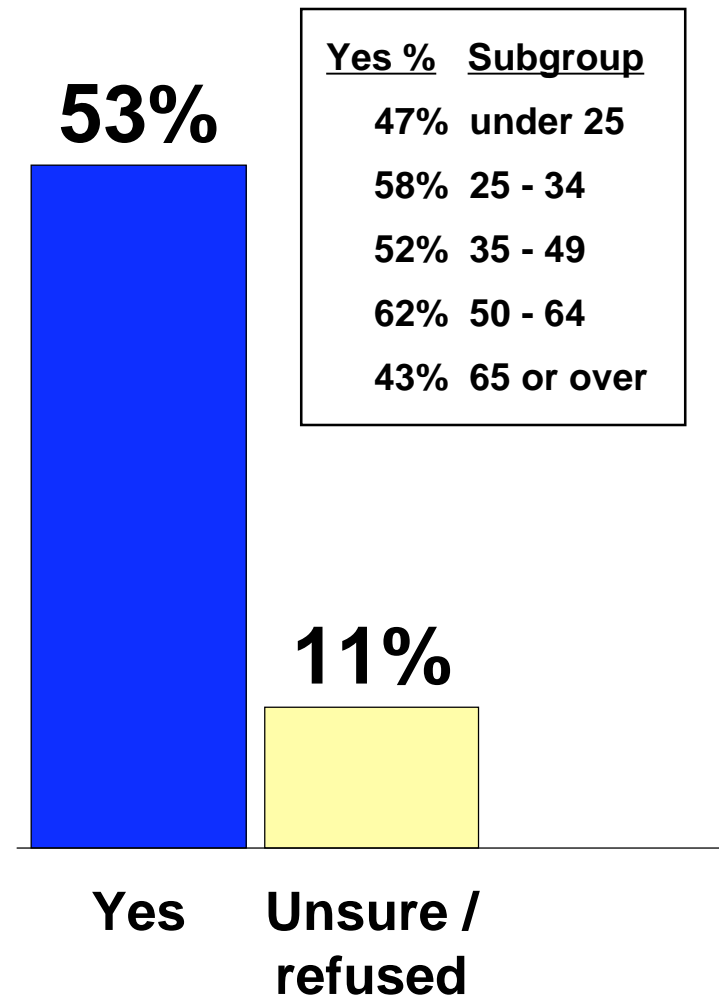
# LITTERING CIRCUMSTANCES

Q16. Were you alone when the littering happened?

**2005** (n=690 cases)

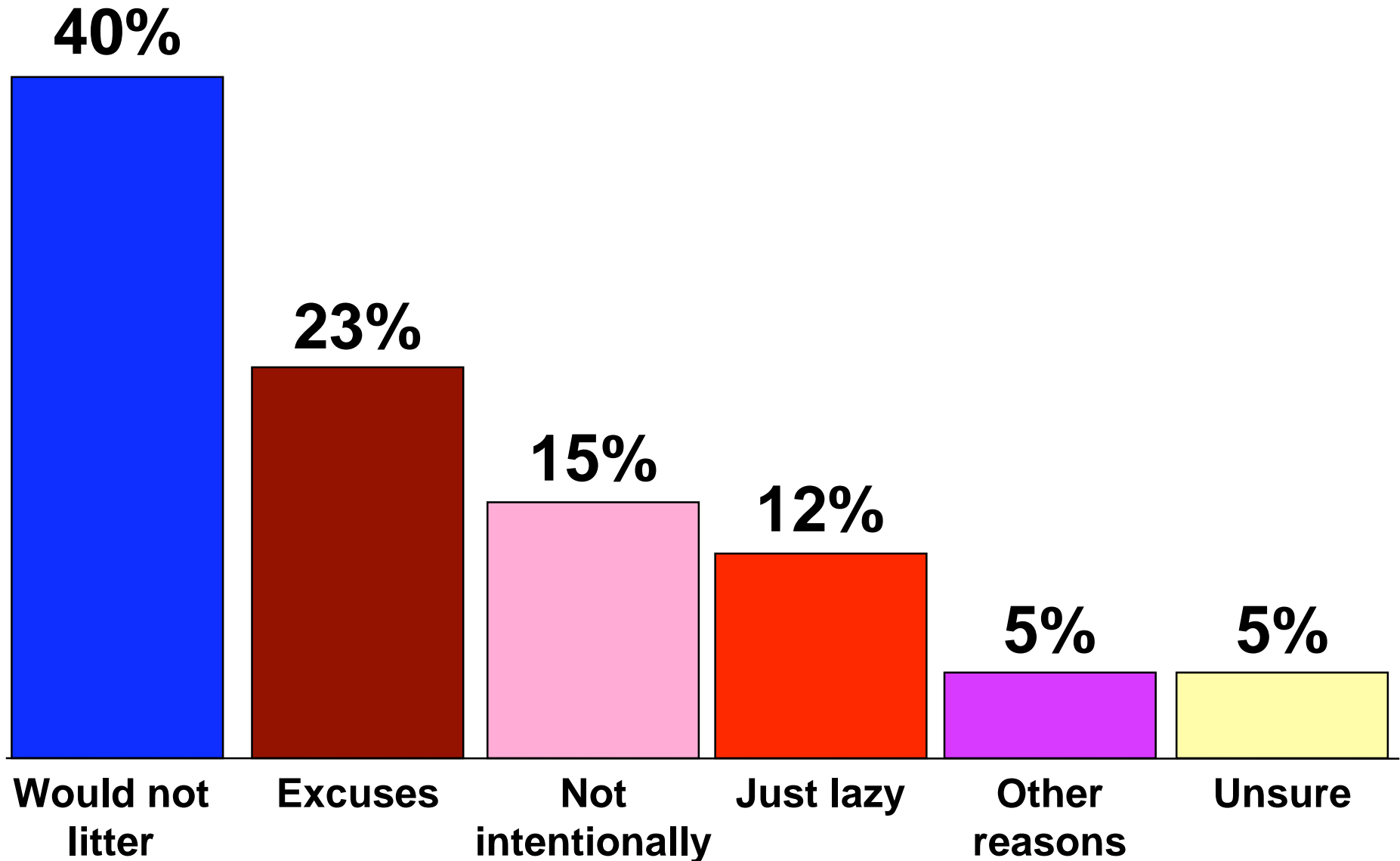


**2007** (n=649 cases)



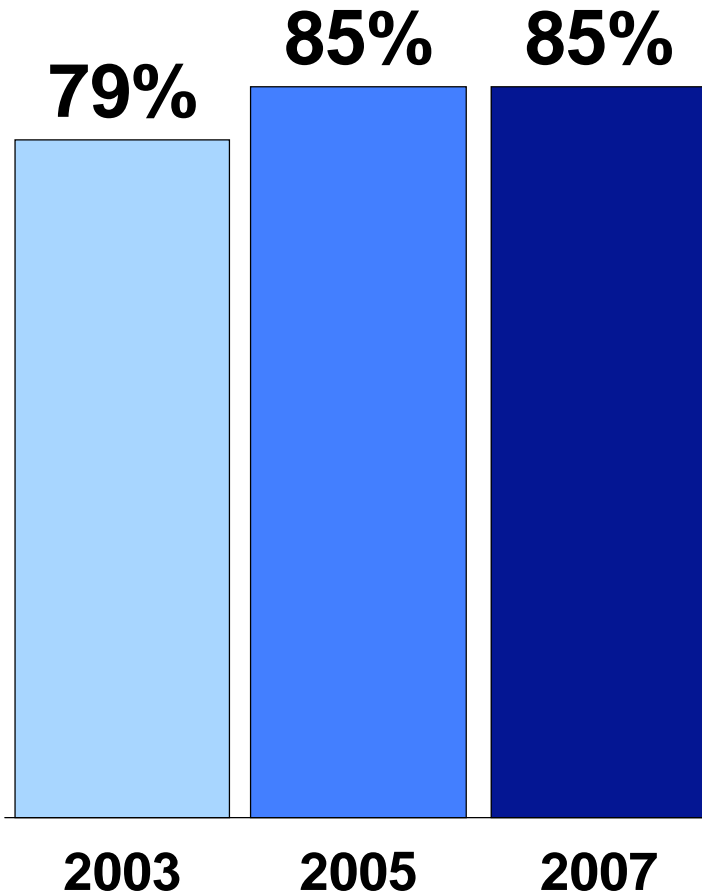
# WHY YOU WOULD LITTER

Q17. Can you please tell me why you might litter?

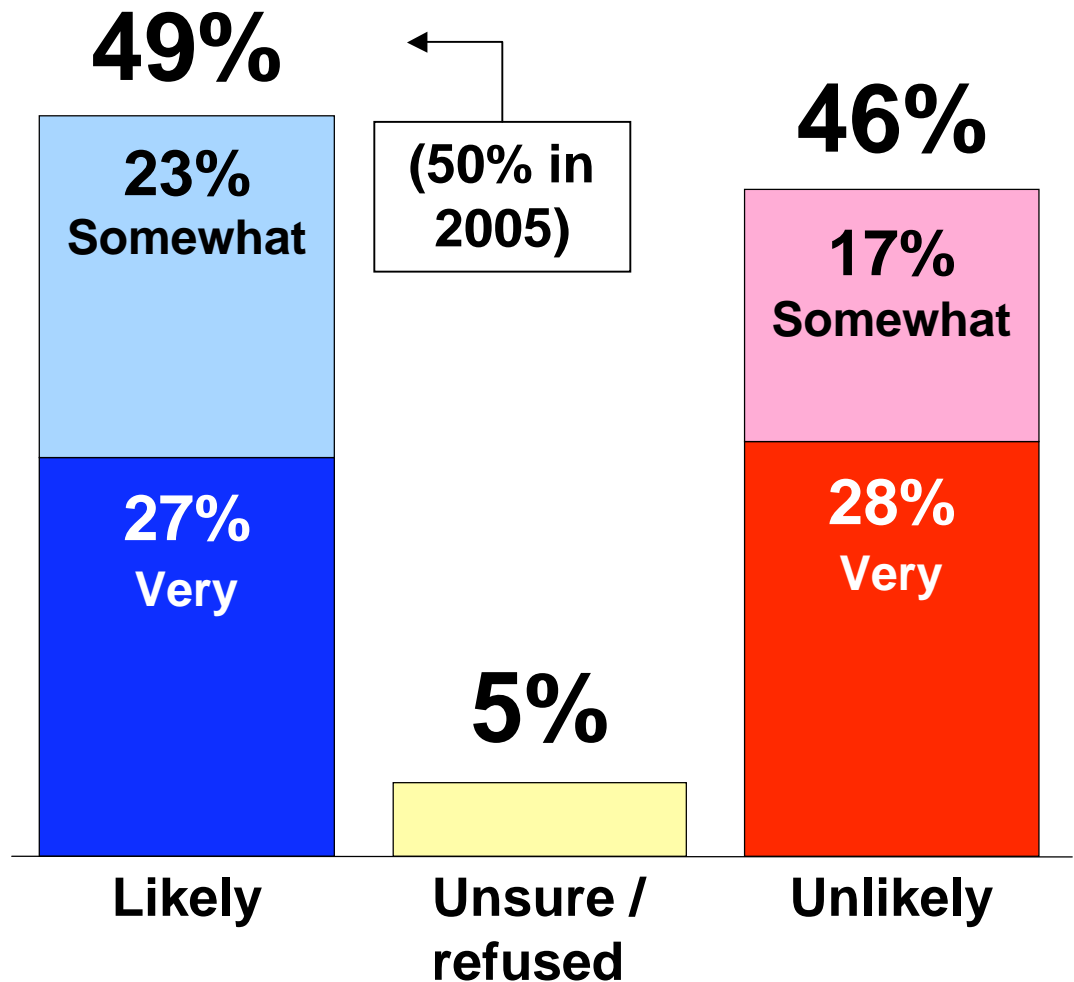


# ADOPT-A-HIGHWAY PROGRAM

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

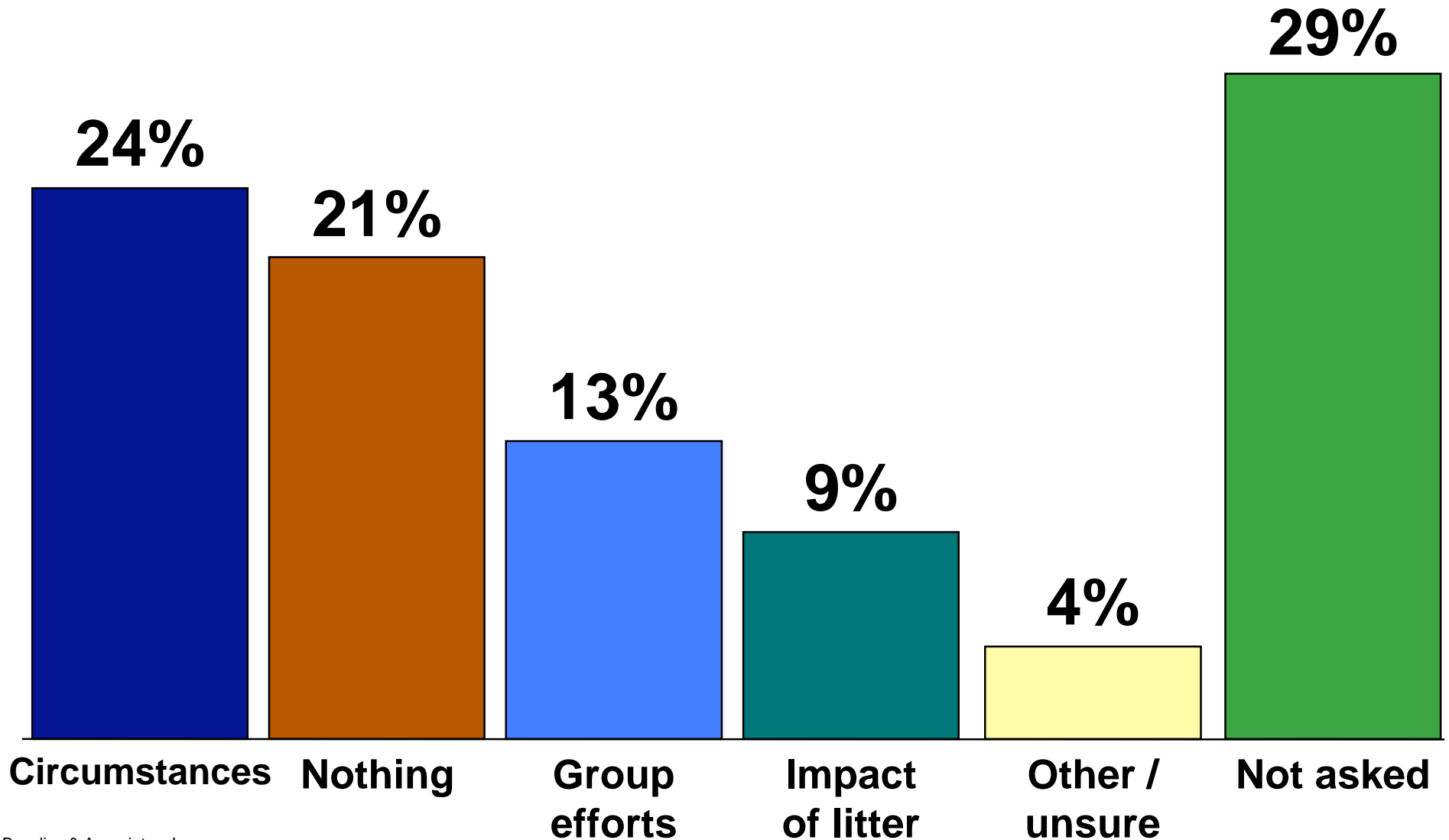


Q22. Would you be likely or unlikely to participate in a volunteer program to pick up litter on Texas highways?



# WHAT WOULD CONVINCEN YOU PARTICIPATE

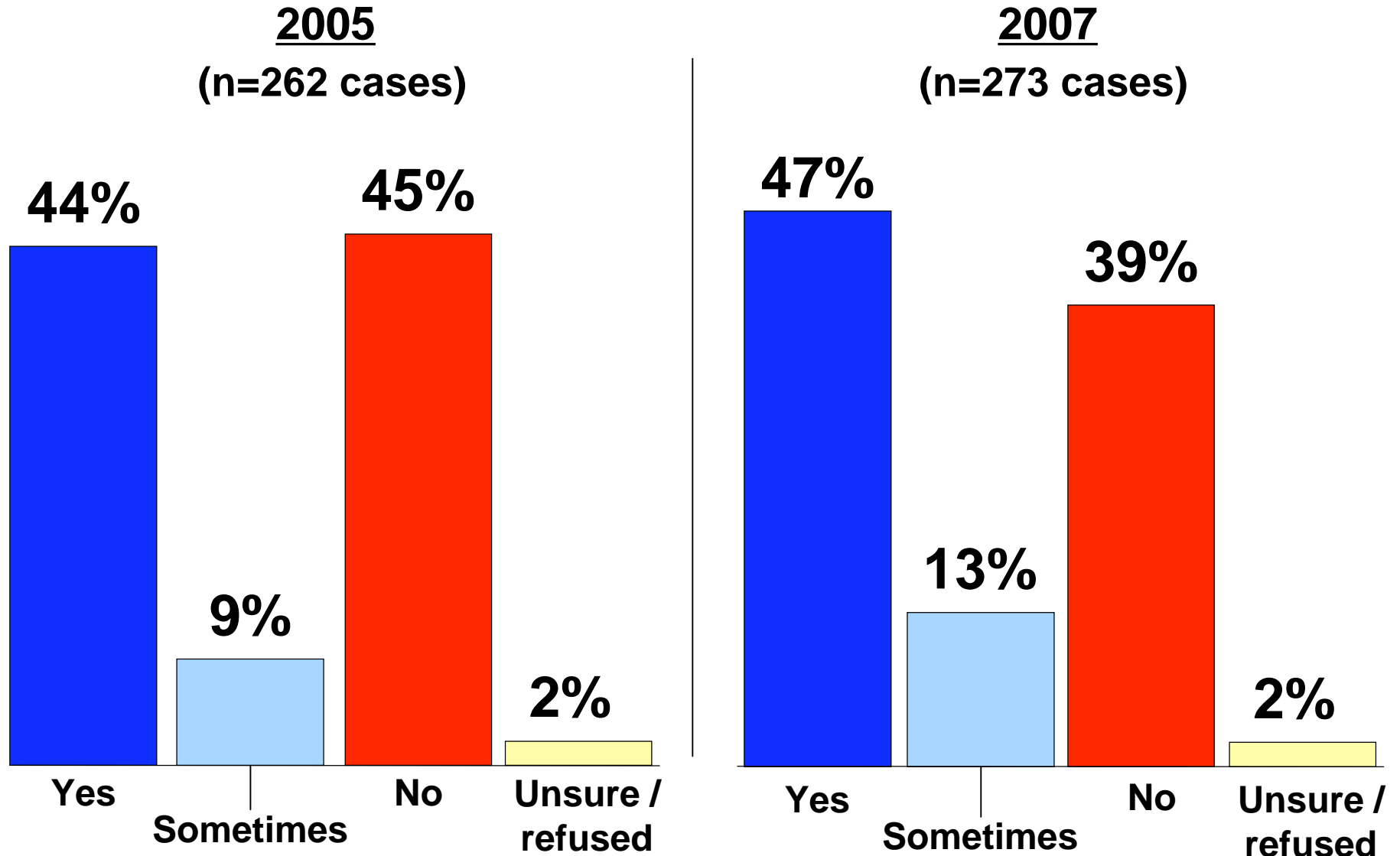
Q23. In your own words, what would convince you to participate?





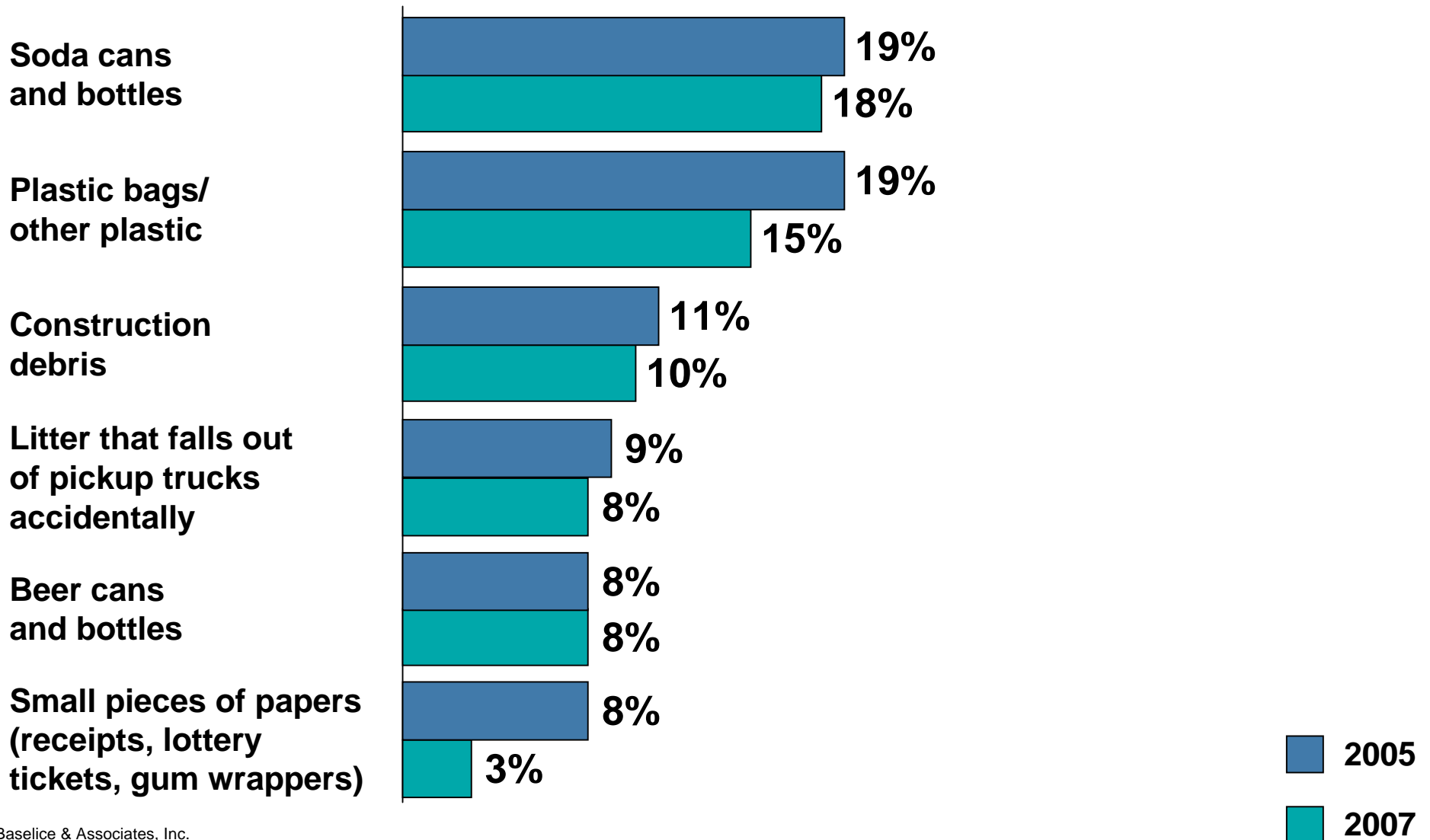
# LITTER ITEMS IN TRUCK BED

Q26. Do you put anything in the truck bed? (n=273)



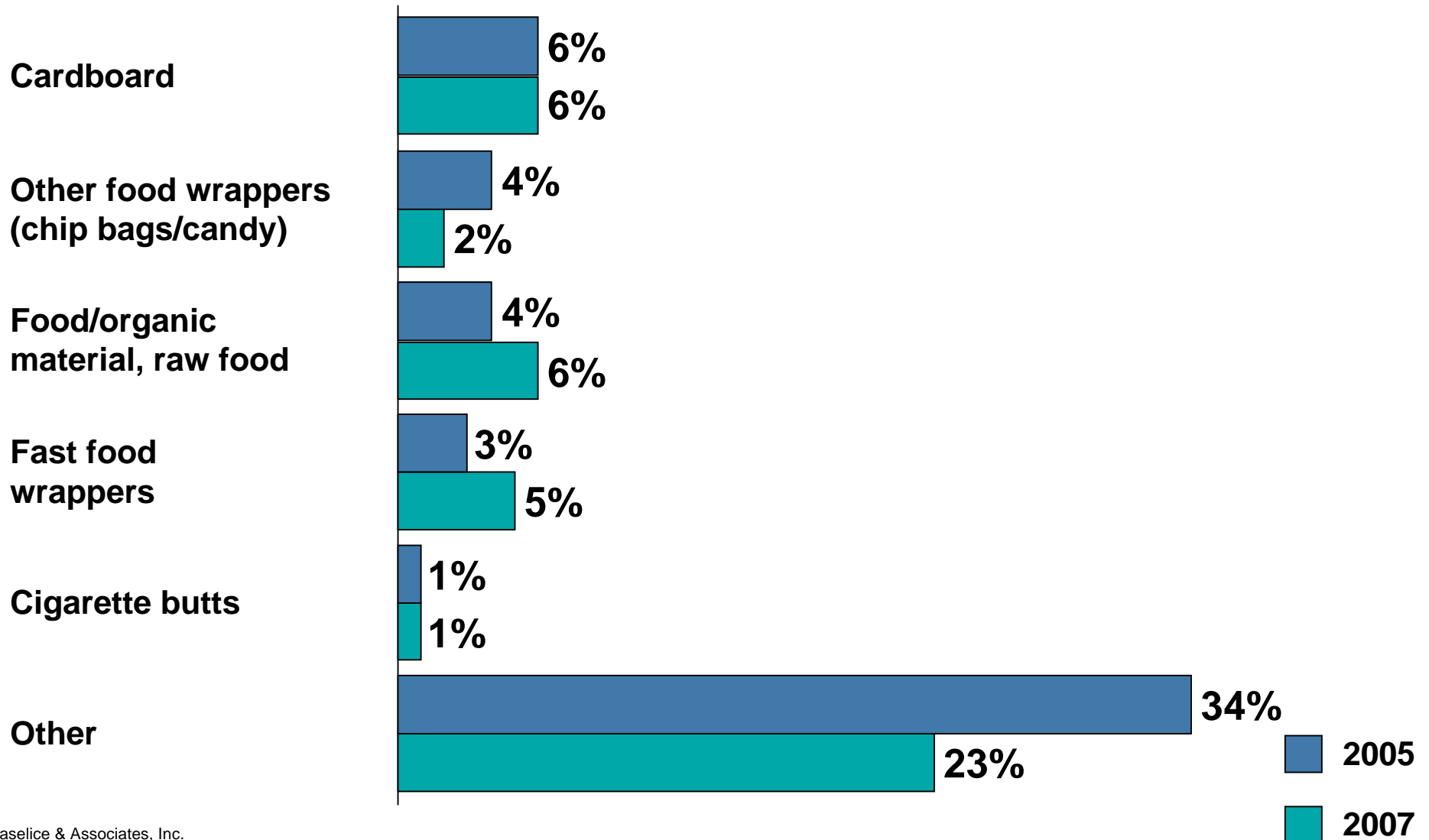
# TRUCK BED LITTER ITEMS I

Q27. What types of items do you ever put into your truck bed that you consider to be litter or trash? (n=163)



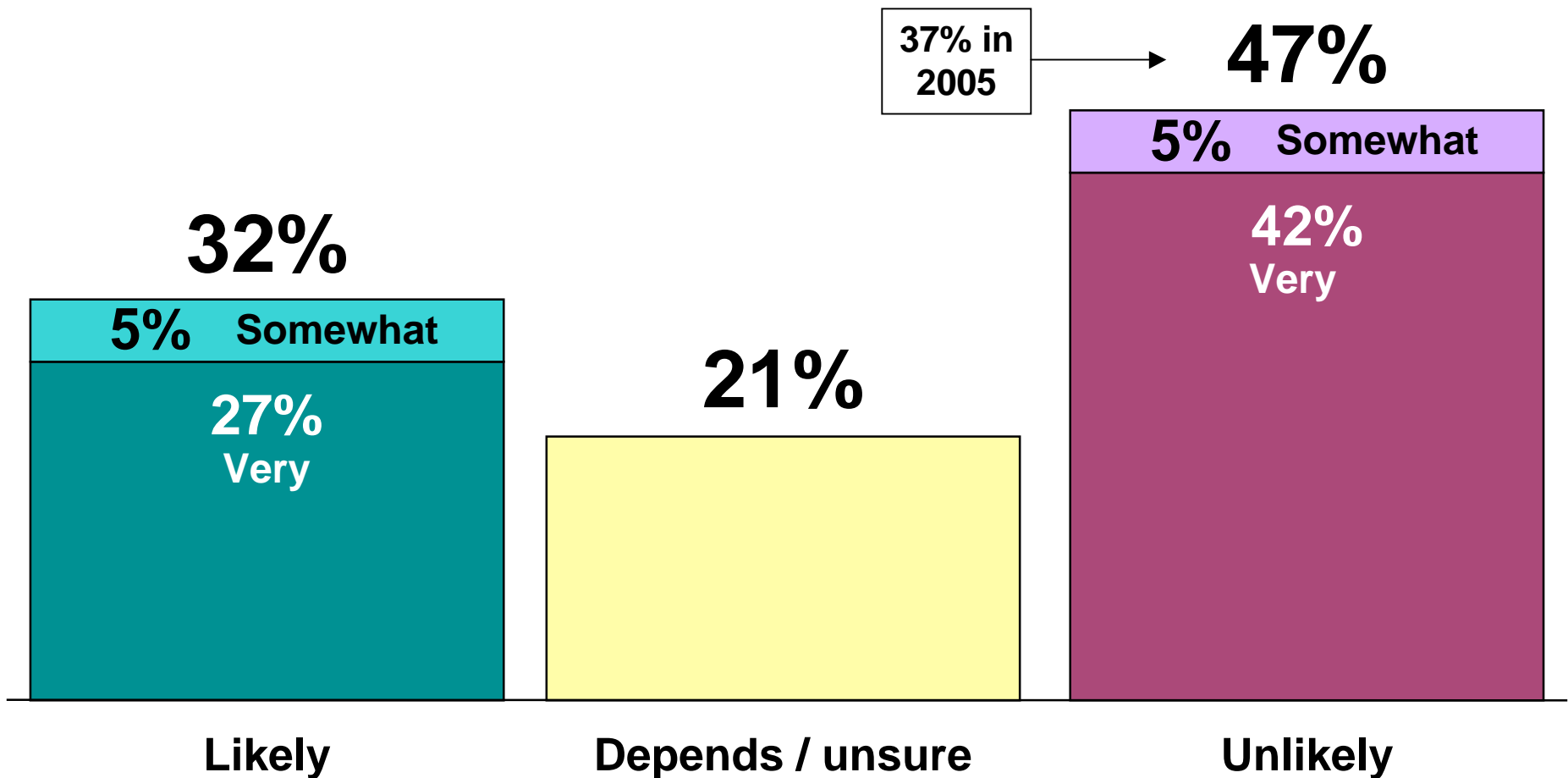
# TRUCK BED LITTER ITEMS II

Q27. What types of items do you ever put into your truck bed that you consider to be litter or trash? (n=163)



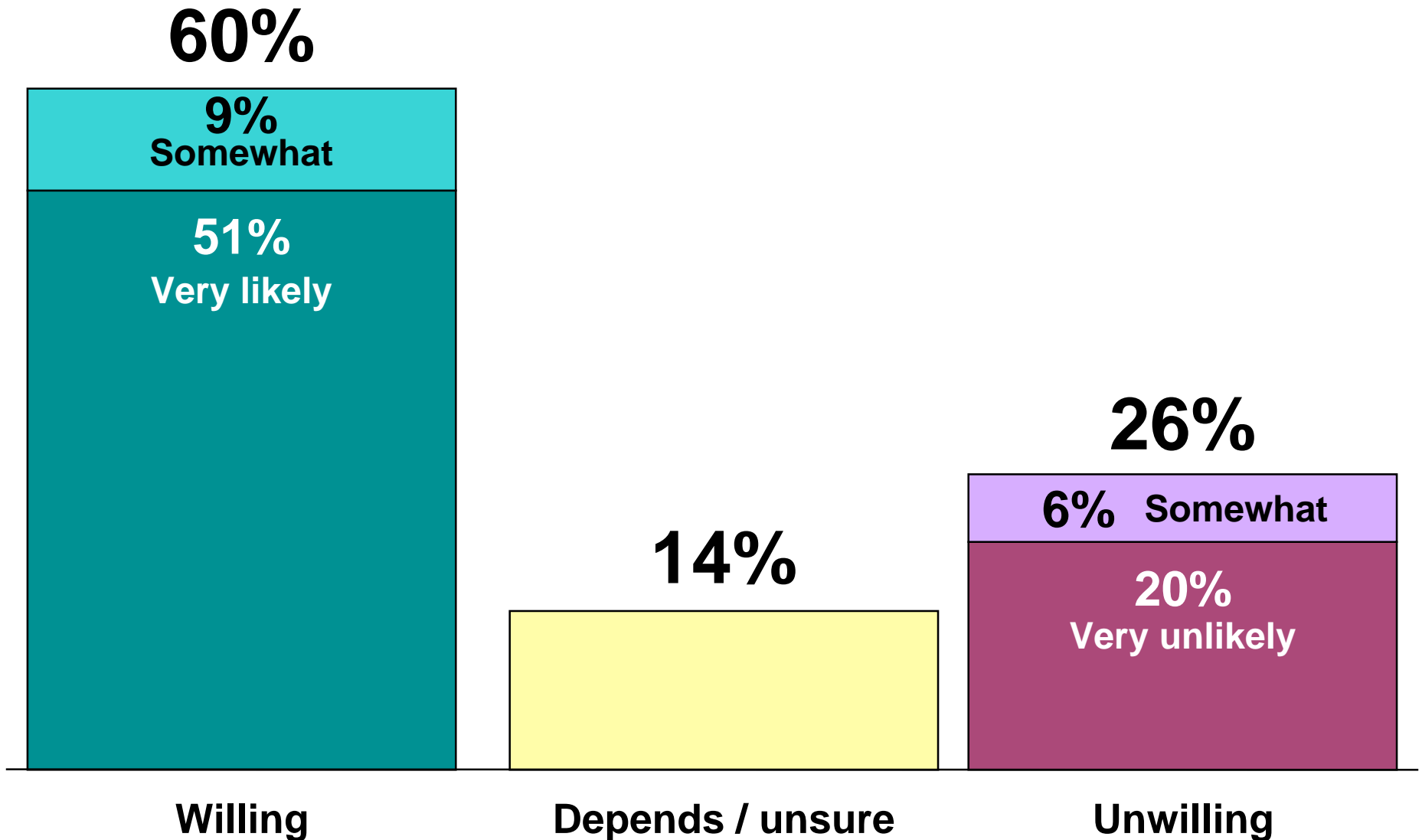
# STOP PUTTING TRASH IN TRUCK BED

Q28. Are you likely or unlikely to stop putting trash in your truck bed, and start keeping your trash in the cab? (n=103)



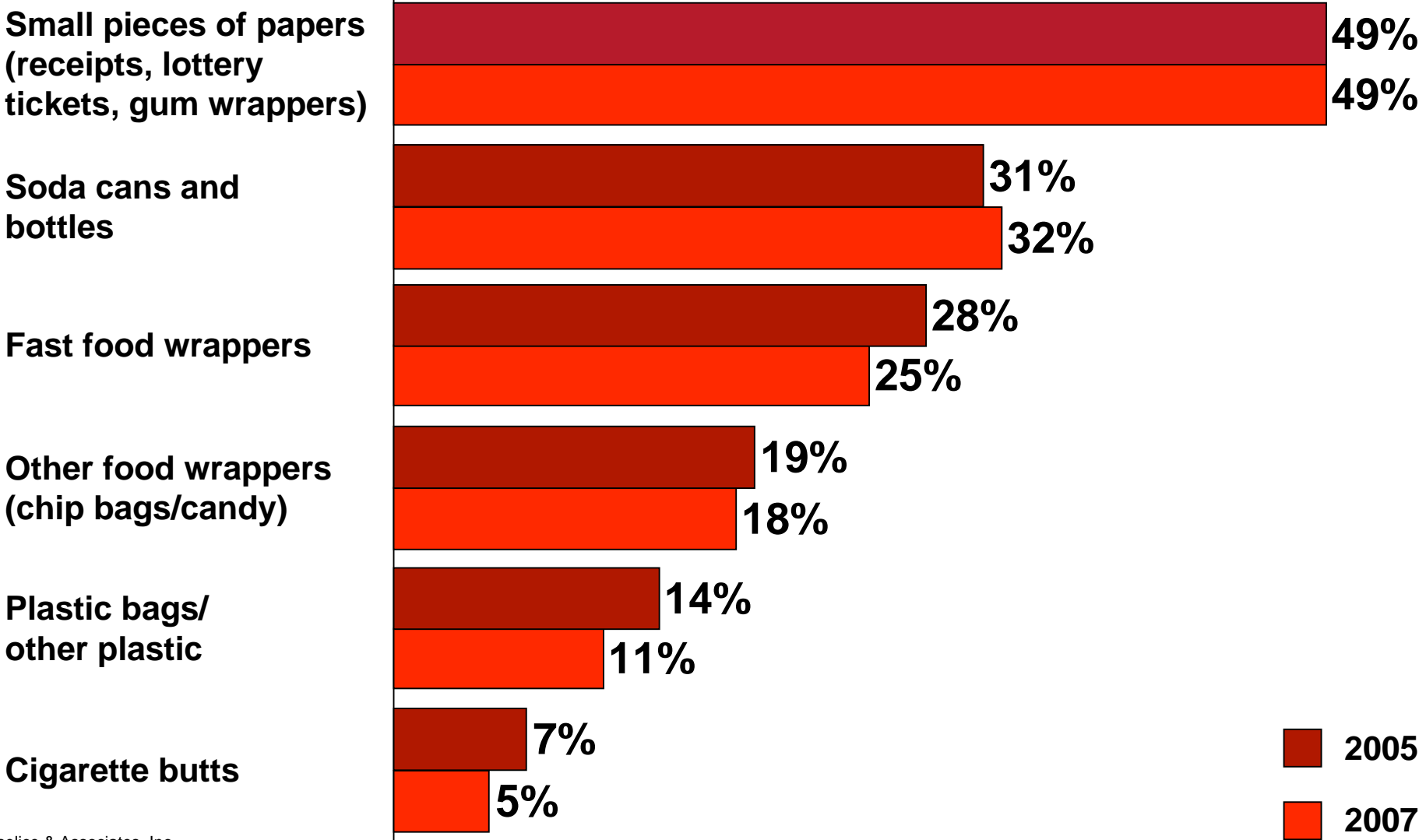
# WILLINGNESS TO COVER TRUCK BED

Q29. Would you be willing or unwilling to cover your truck bed to keep trash from falling out? (n=163)



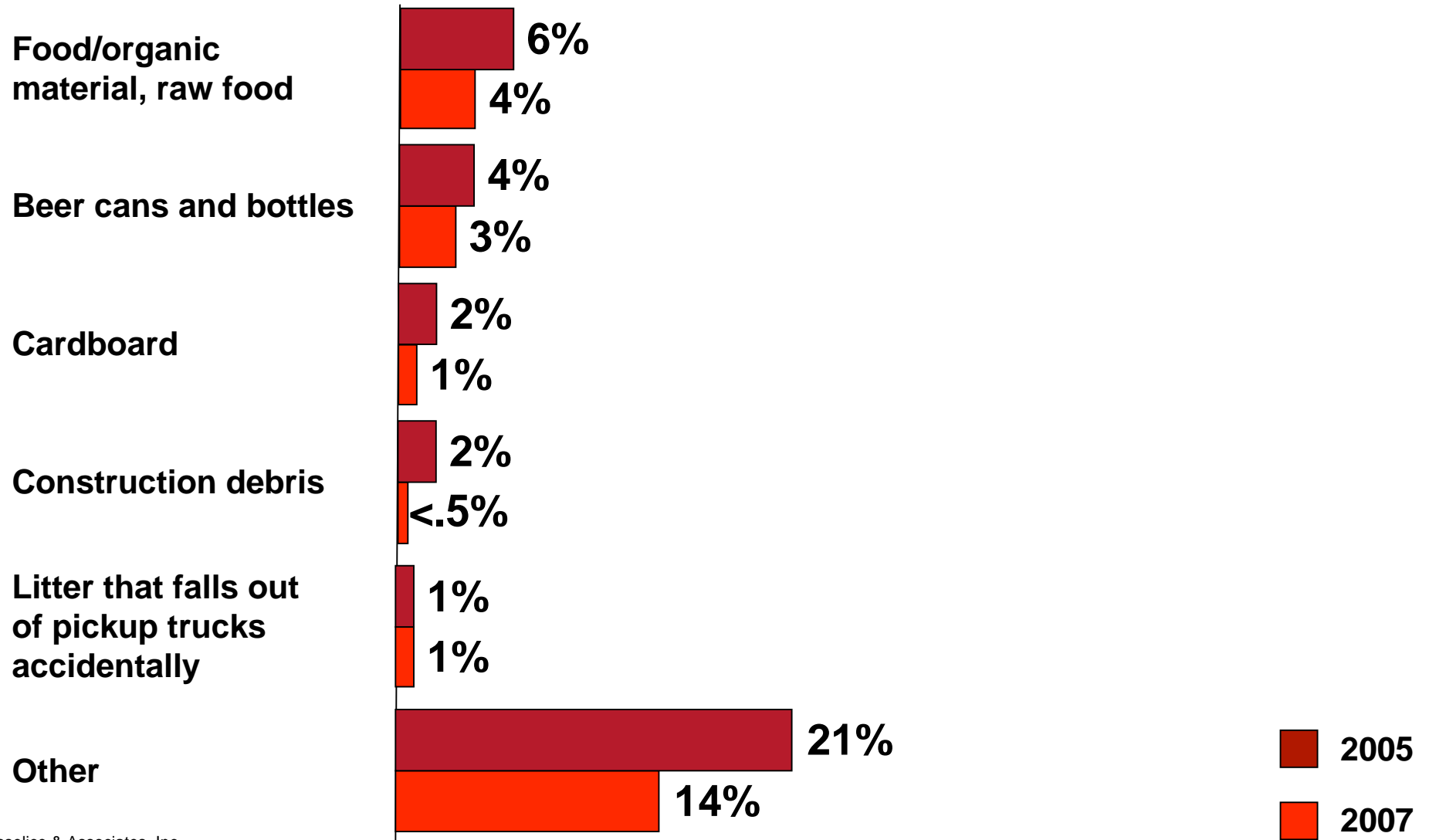
# TRASH INSIDE VEHICLE I

Q30. What kinds of trash tend to accumulate in your vehicle?



# TRASH INSIDE VEHICLE II

Q30. What kinds of trash tend to accumulate in your vehicle?

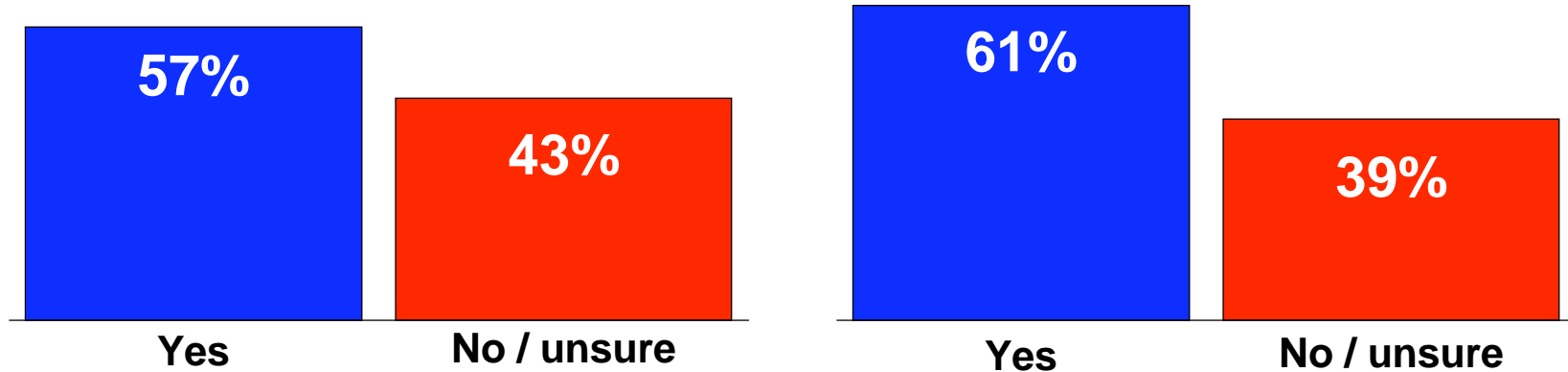


# LITTER BAG OR TRASH CAN IN VEHICLE

Q31. Do you have a litter bag or trash can in your vehicle?

2005

2007

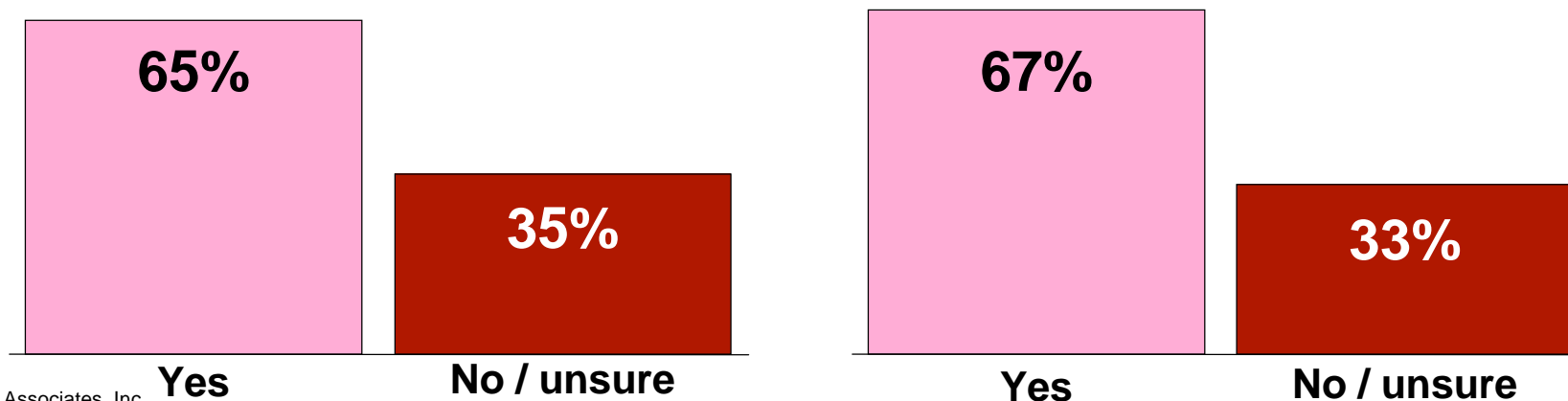


If no litter bag, ask:

Q32. Would you use a litter bag or trash can in your vehicle?

2005

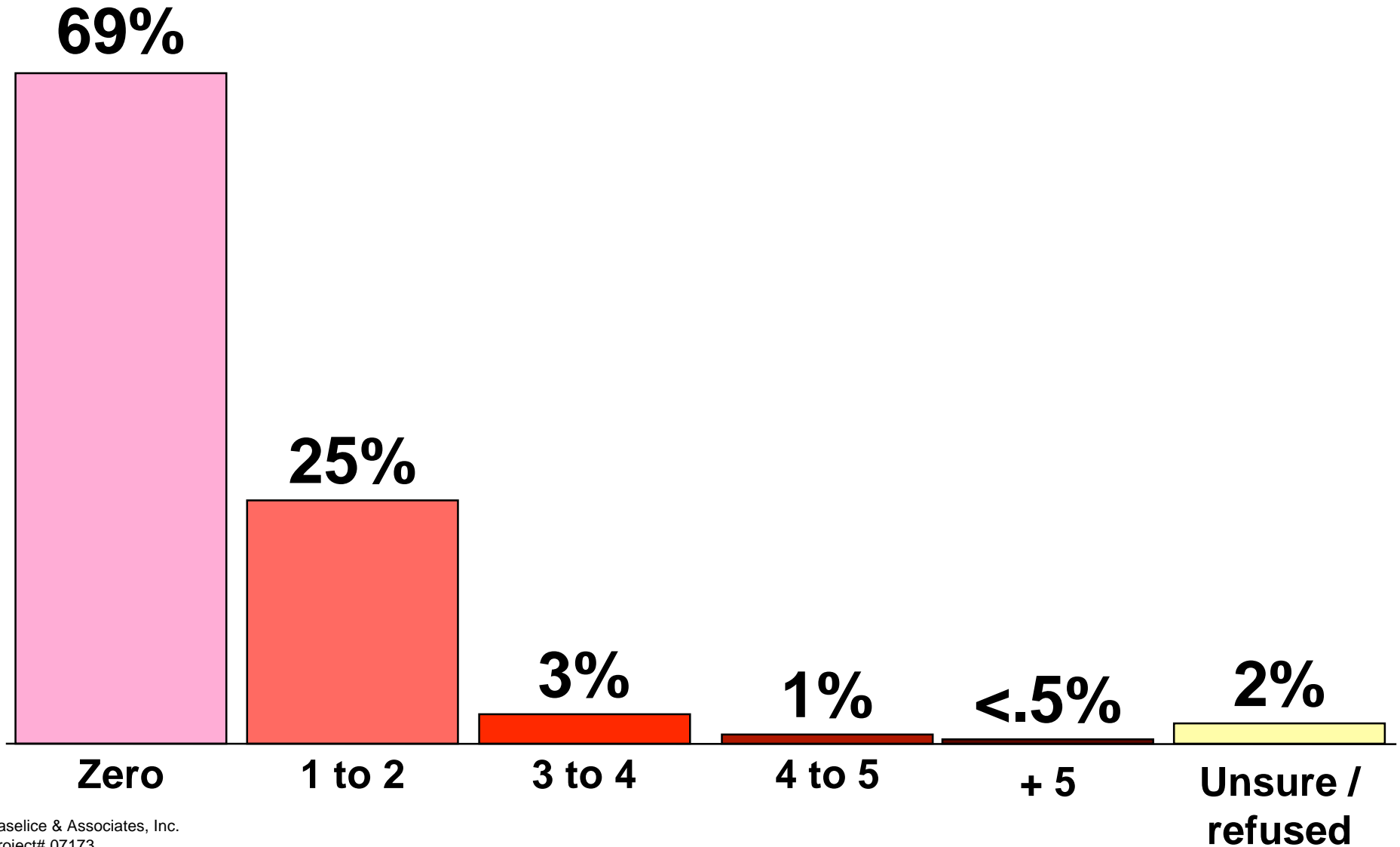
2007





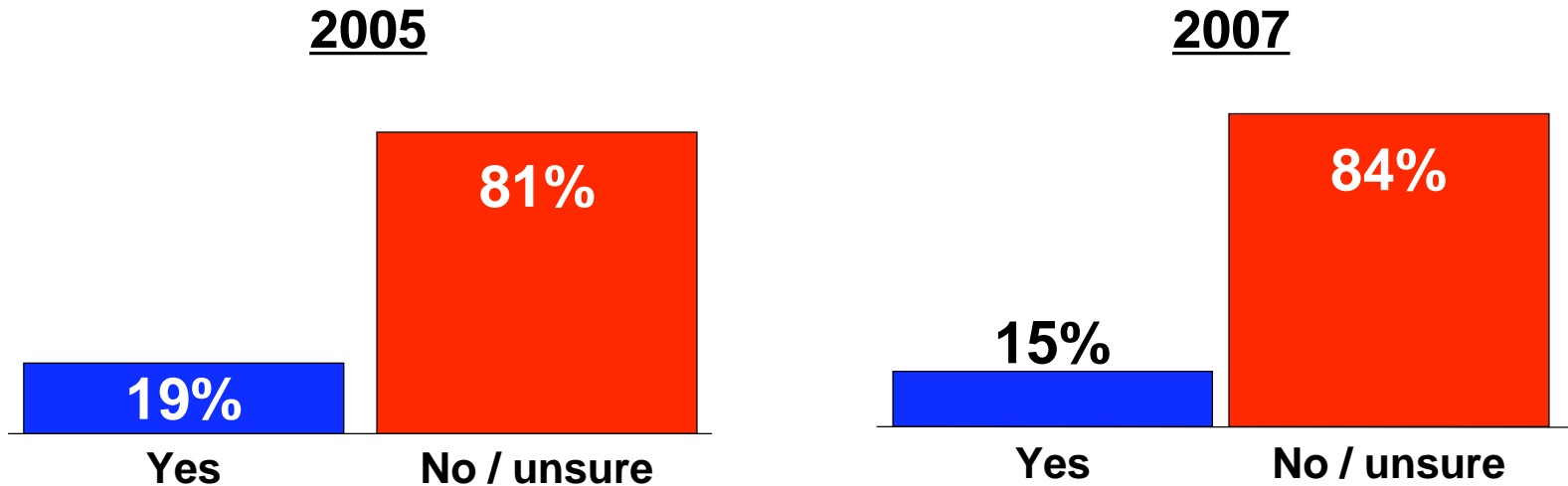
# NIGHTTIME ENTERTAINMENT

Q33. Approximately how many evenings per week do you go to parties, bars, or other nighttime entertainment places?

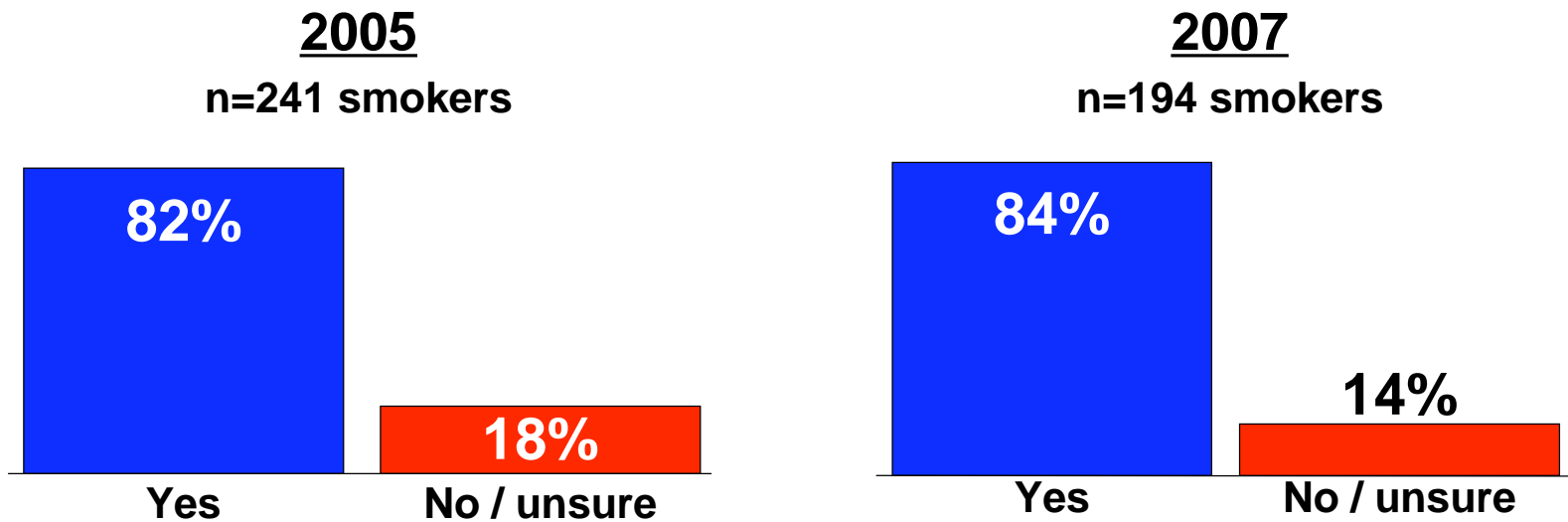


# SMOKERS

Q34. Do you smoke?

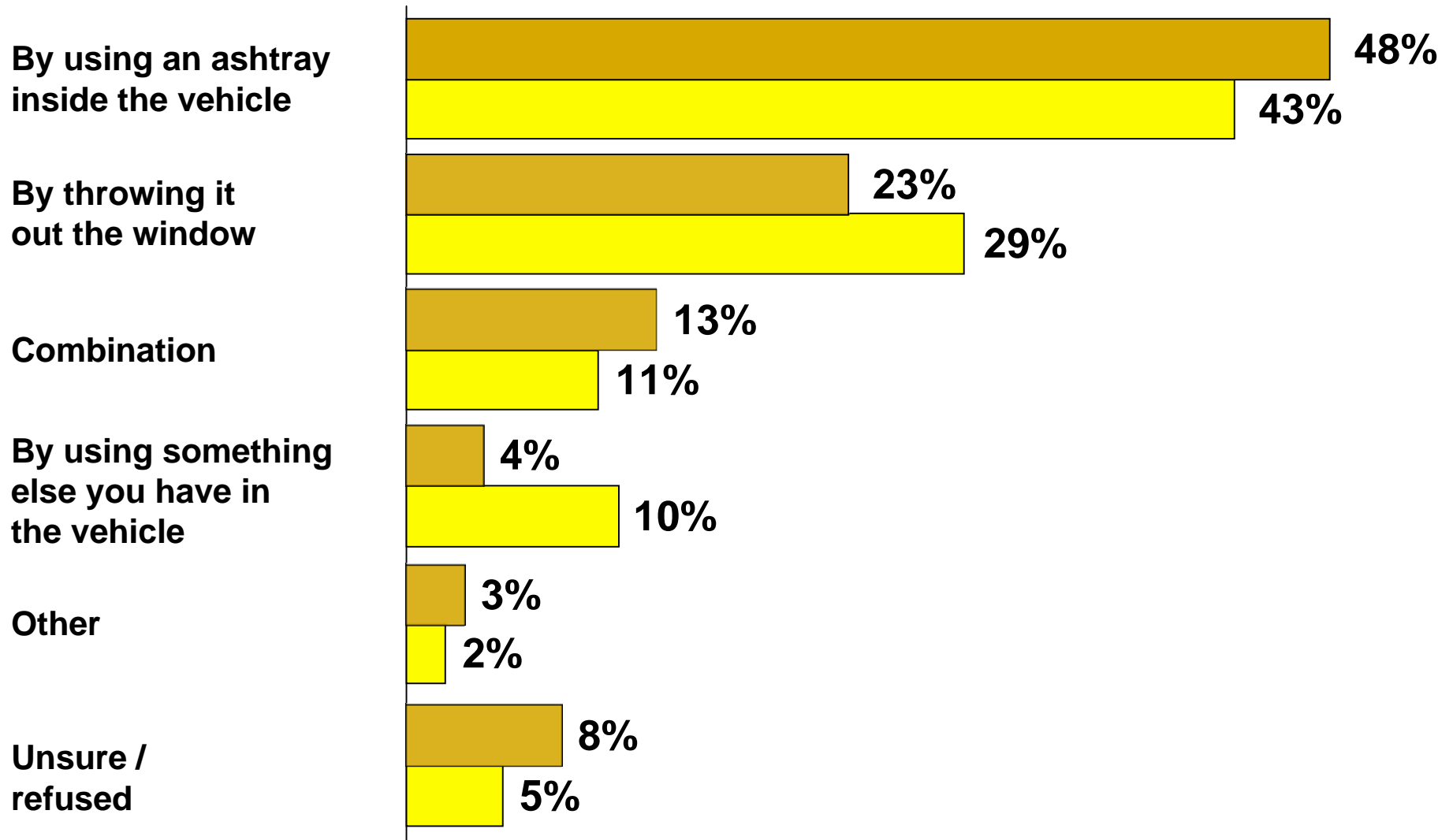


Q35. Do you consider throwing down cigarette butts to be littering?



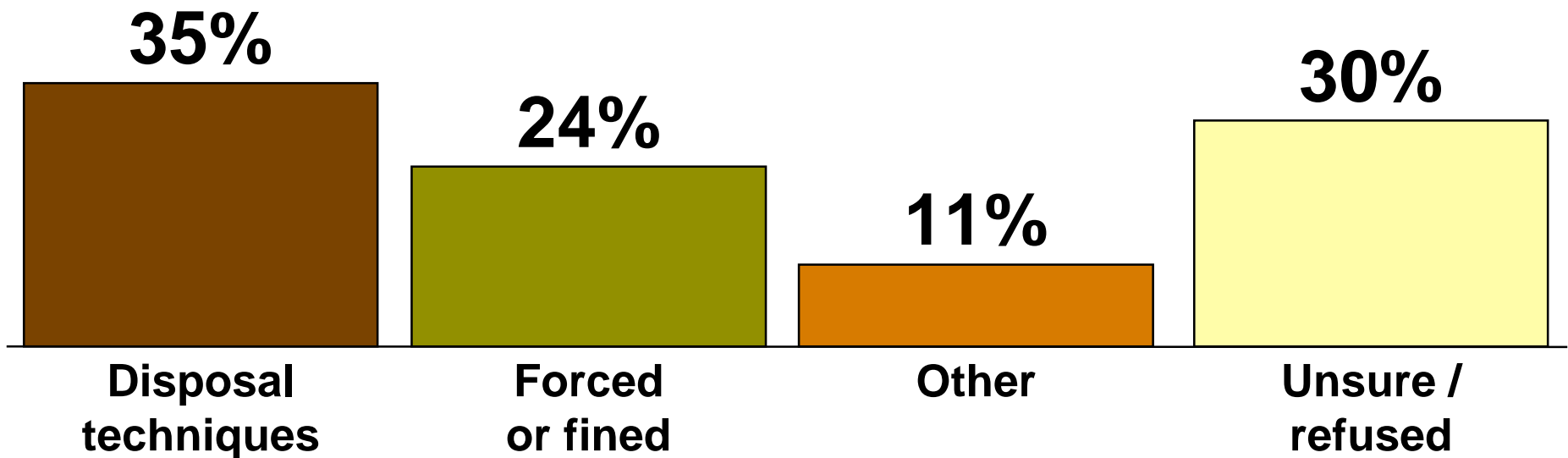
# CIGARETTE BUTT DISPOSAL

Q36. When you are in a vehicle, do you usually dispose of cigarette butts ... (n=194)



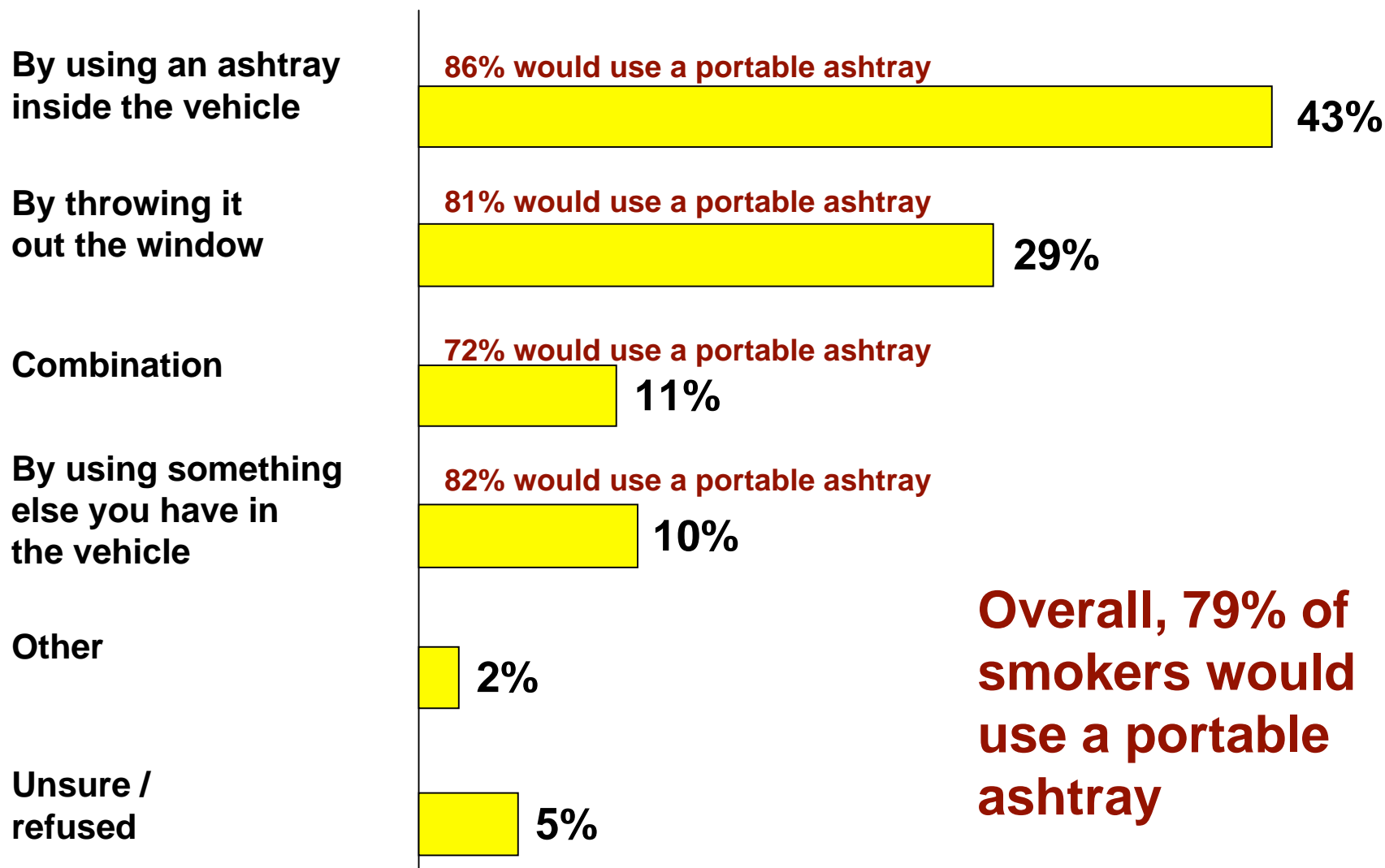
# OPEN END: STOP LITTERING CIGARETTE BUTTS

Q37. What would it take to make you stop littering your cigarette butts or cigarette packs? (n=57)



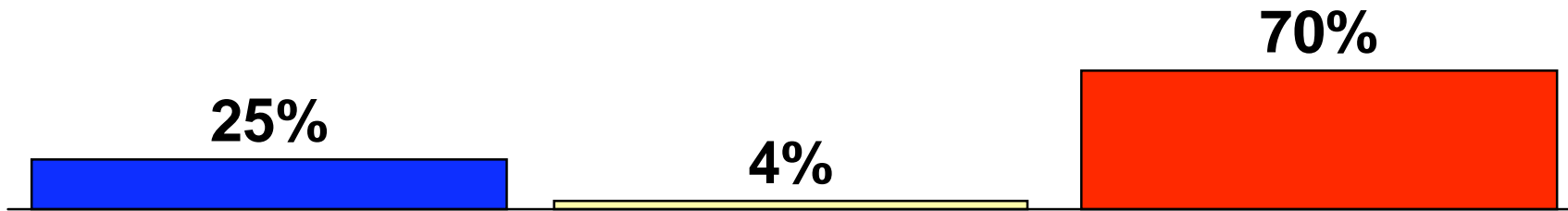
# CIGARETTE BUTT DISPOSAL

Q36. When you are in a vehicle, do you usually dispose of cigarette butts ... (n=194)



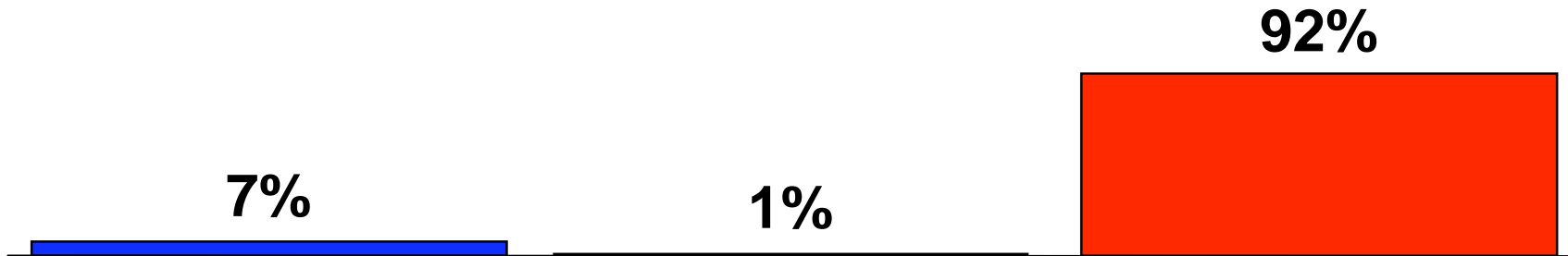
# PARENTS & LITTERING

Q39. Do you remember ever seeing your parents litter?

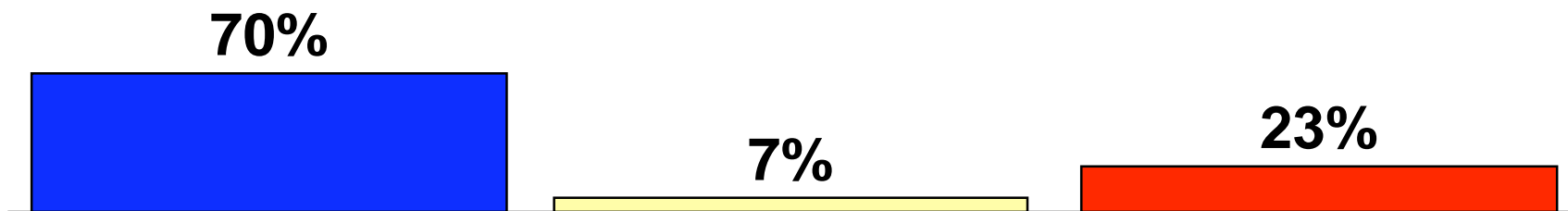


Asked of 319 respondents who remember seeing parents litter.

Q40. Have you seen your parents litter recently?



Q41. Did your parents ever tell you not to litter?



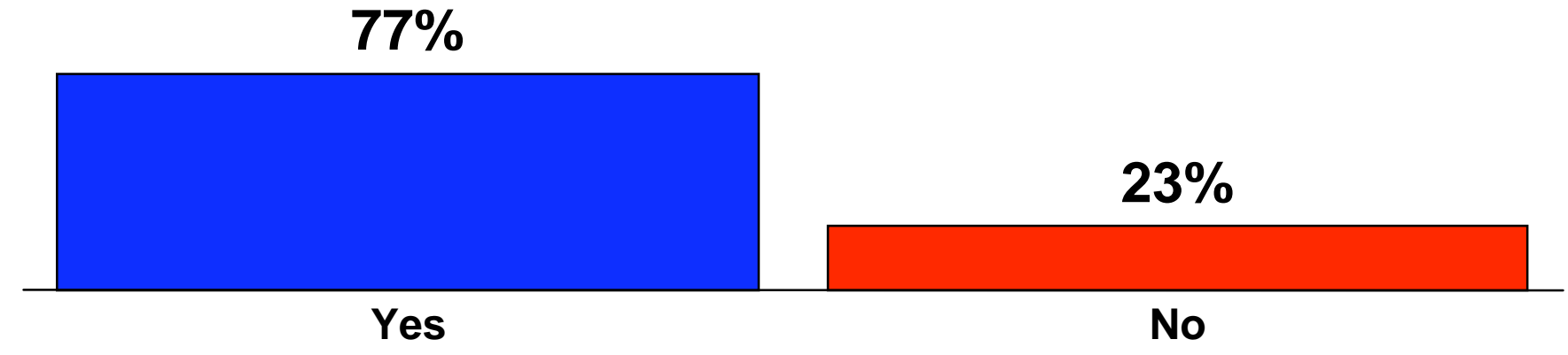
 Yes

 Unsure / refused

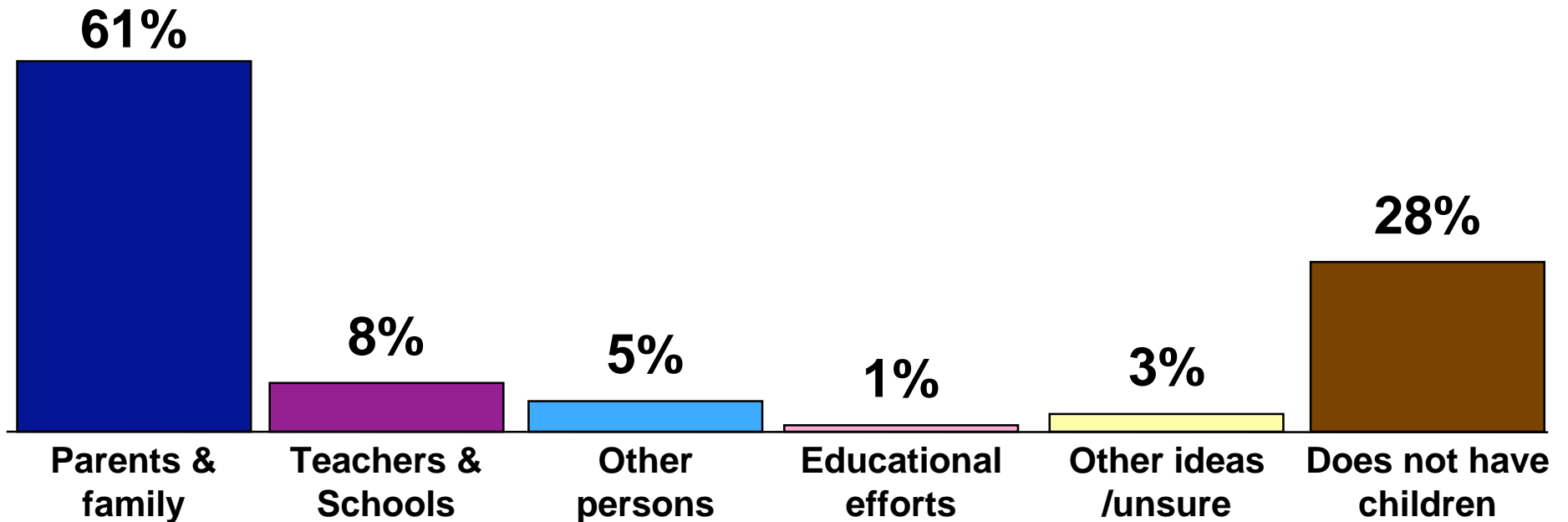
 No

# CHILDREN & LITTERING

Q42. Do you have any children?

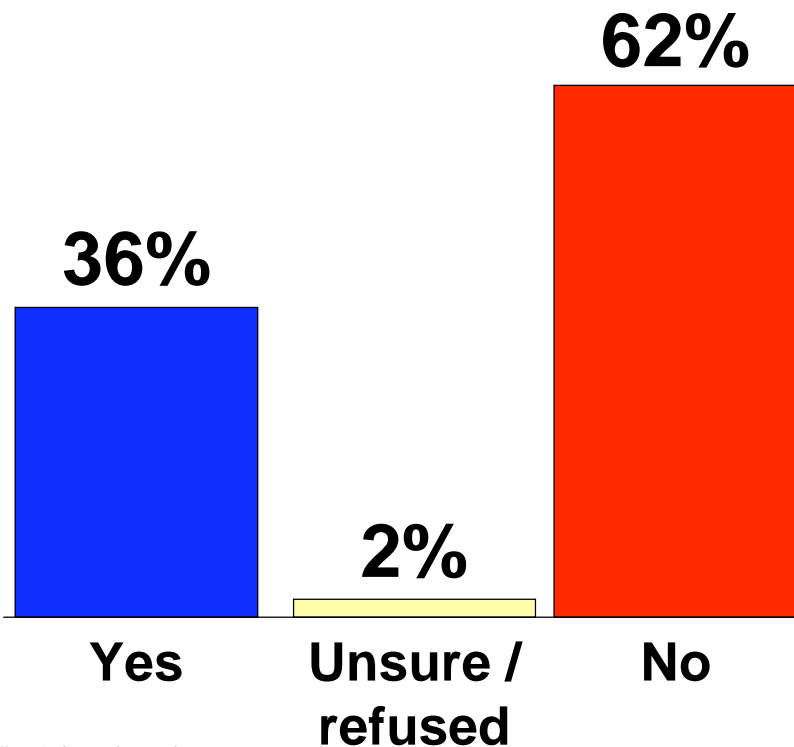


Q43. What do you think have the greatest potential to teach children to not litter?

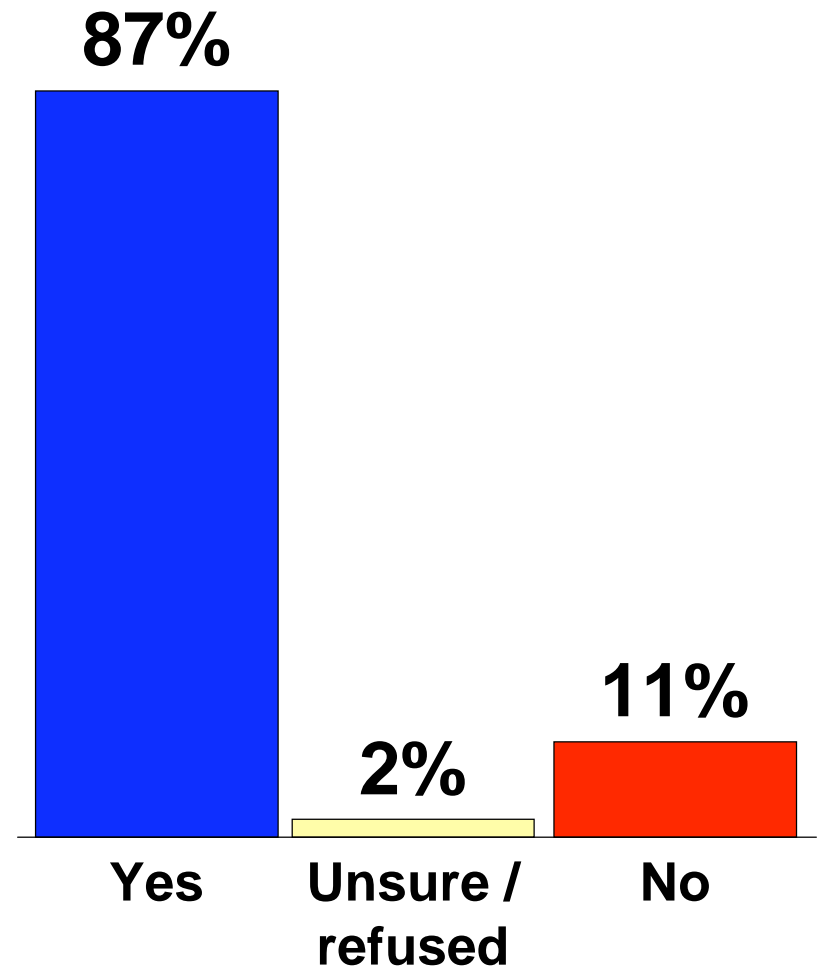


# CHILDREN LITTERING

Q44. Have you ever seen your children litter? (n=970)



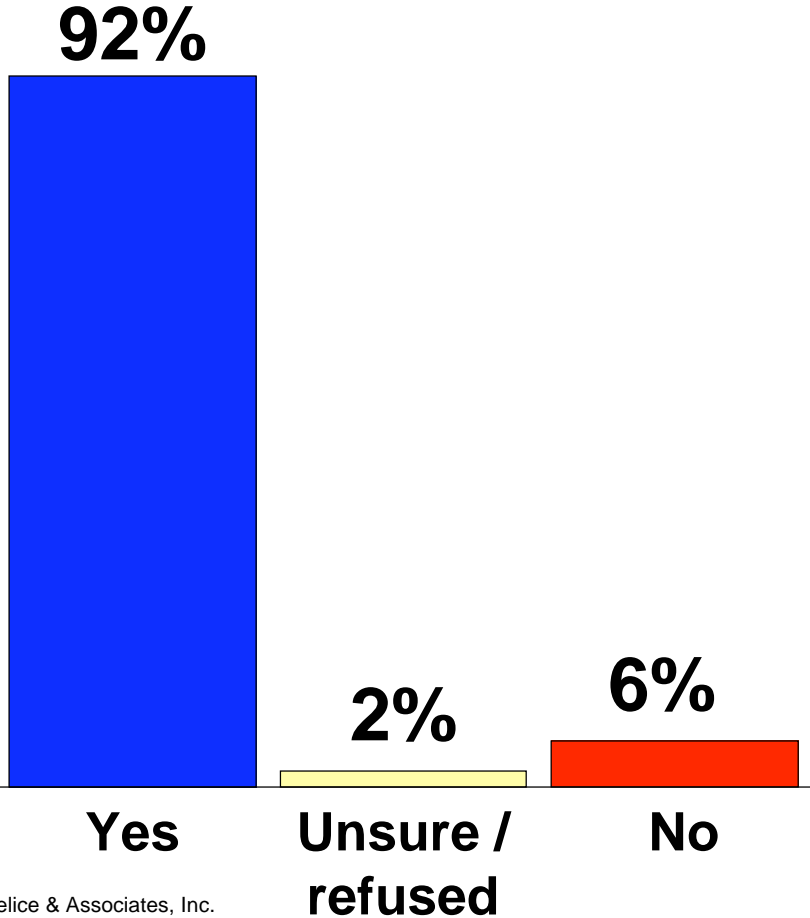
Q45. Have you ever told your children not to litter? (n=970)



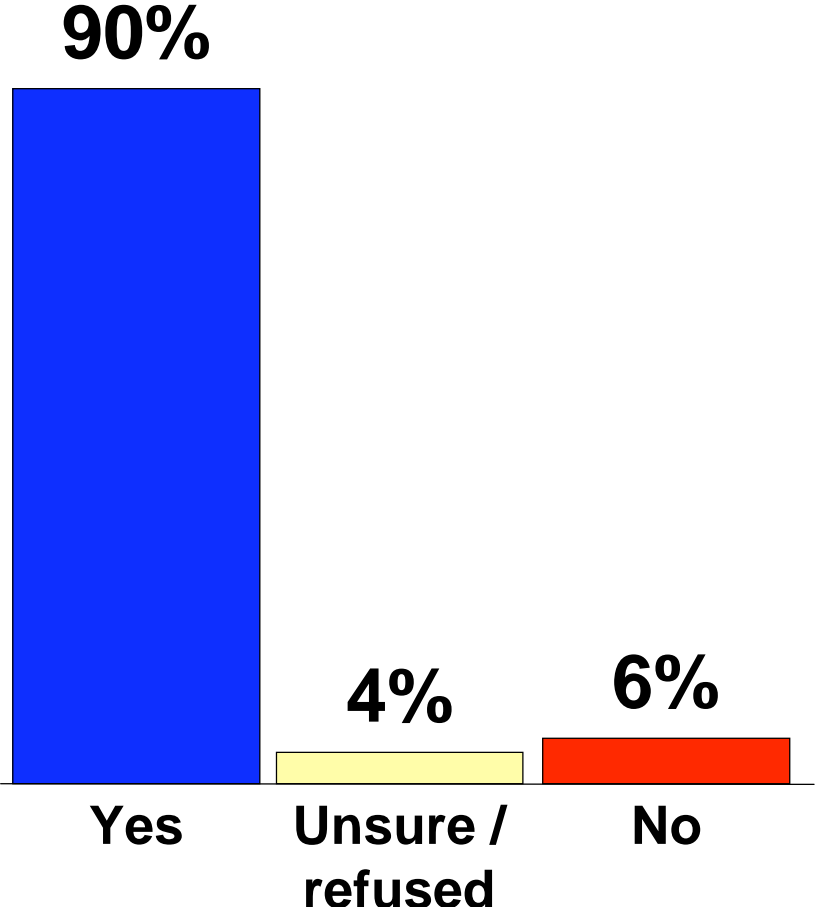


# CHILDREN / FAMILY ASKING NOT TO LITTER

Q46. Would you use a litter bag in your car if your (children / another family member) asked you to?

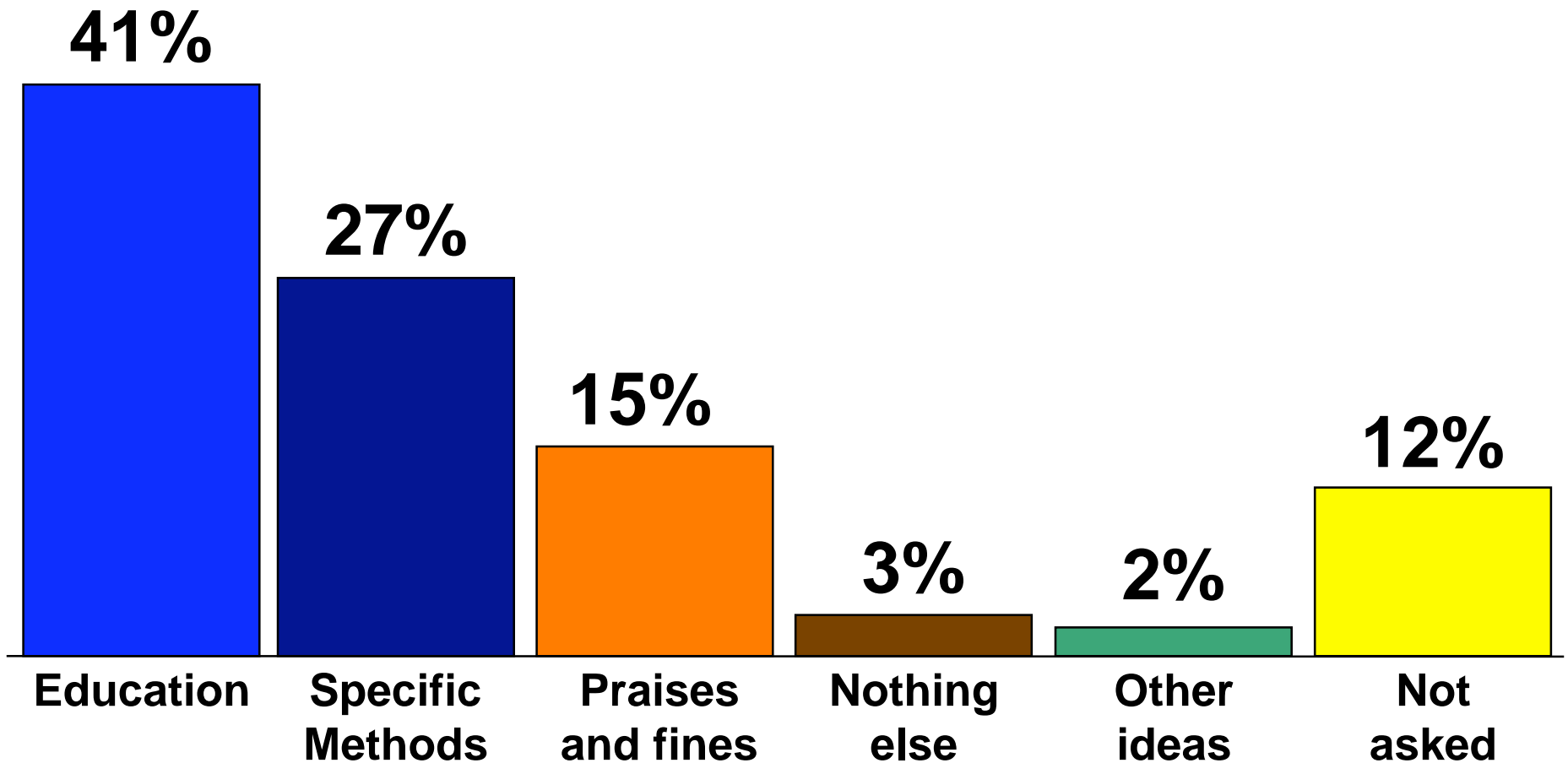


Q47. If you litter, would you stop if your (children / another family member) asked you to?



# TEACHING CHILDREN TO NOT LITTER

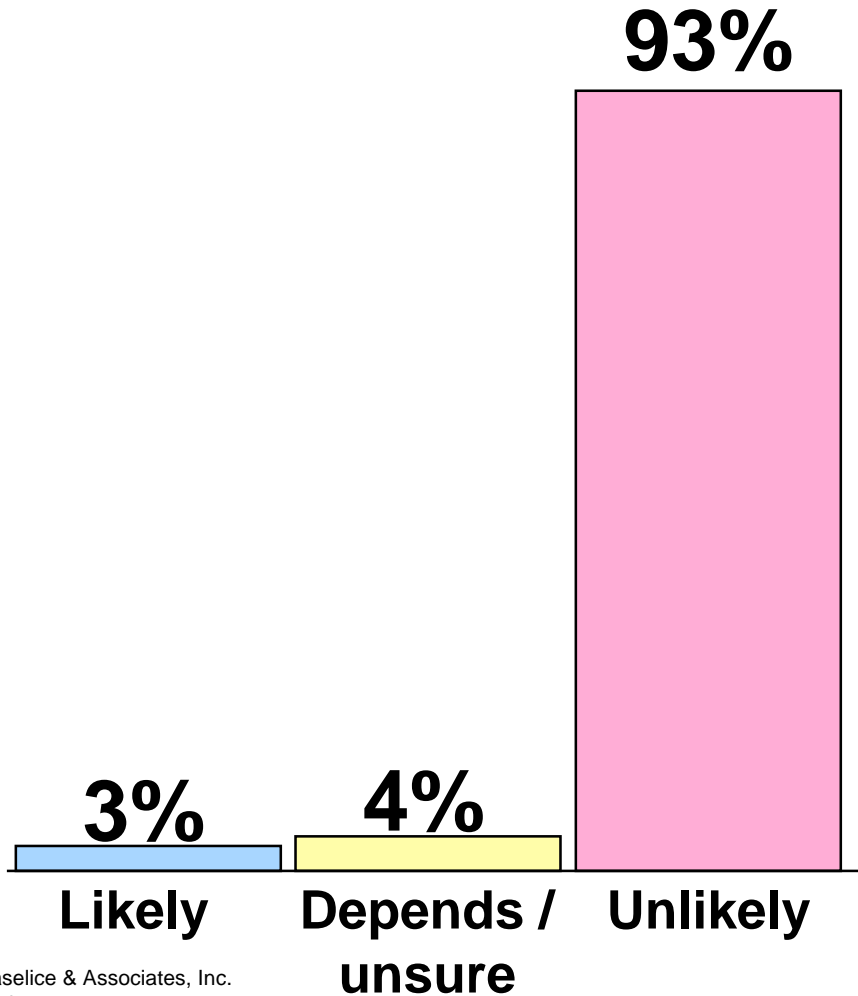
Q48. In your own words, please tell me what types of things or programs would reduce littering?



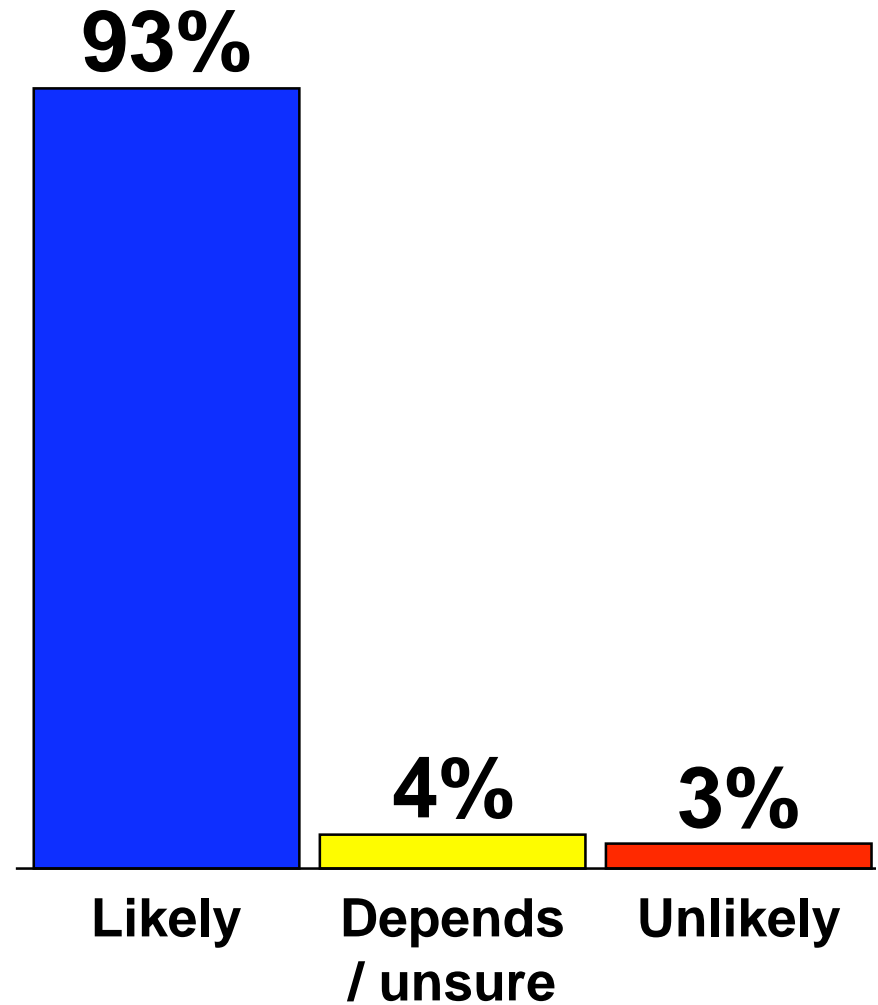
# INFORMED POSITION ON LITTERING

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

Version X: ...litter the next time you have some?  
(n=627 cases)









Version Y: ...properly dispose of litter the next time you have some?  
(n=626 cases)



# MORE / LESS LIKELY STATEMENTS I

						<u>Net Impact</u>
Q18L. LY: If I had a litterbag, I would use it.	3.0 Tot 4.2 SL	85%	8%	7%		+78%
LX: If I had a litter bag, I wouldn't litter.	7%	-2.8 Tot -0.5 SL	78%	15%		-72%
Q18A. AY: Keep a litterbag in your car.	10.0 Tot 7.4 SL	83%	8%	9%		+75%
AX: Keep a litterbag in your car.	10%	-1.2 Tot -7.6 SL	82%	8%		-72%
Q18M. MY: Walk a few extra steps to use a trash can.	9.5 Tot 10.5 SL	82%	8%	10%		+73%
MX: Walk a few extra steps to use a trash can.	12%	-6.8 Tot -4.3 SL	77%	11%		-65%
Q18B. BY: 827 million pieces of trash accumulate on Texas roadways every year.	1.0 Tot 1.9 SL	80%	10%	10%		+70%
BX: 827 million pieces of trash accumulate on Texas roadways every year.	6%	-4.1 Tot -4.1 SL	86%	8%		-79%
Q18J. JY: The fine for littering is up to \$2,000.	1.5 Tot 0.4 SL	80%	11%	10%		+69%
JX: The fine for littering is up to \$2,000.	4%	-6.9 Tot -15.1 SL	87%	8%		-83%

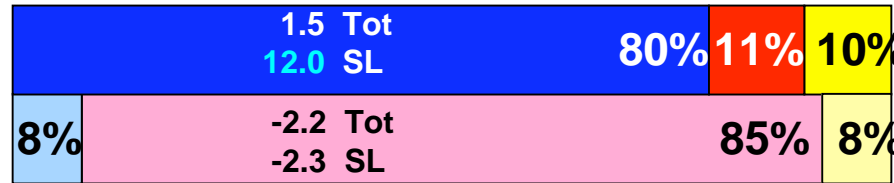
  

Version Y: properly dispose of litter	 More Likely	 Less Likely	 No Diff. / Unsure
Version X: less likely to litter	 More Likely	 Less Likely	 No Diff. / Unsure

# MORE / LESS LIKELY STATEMENTS II

Net  
Impact

Q18C. CY: Litter is not pretty.



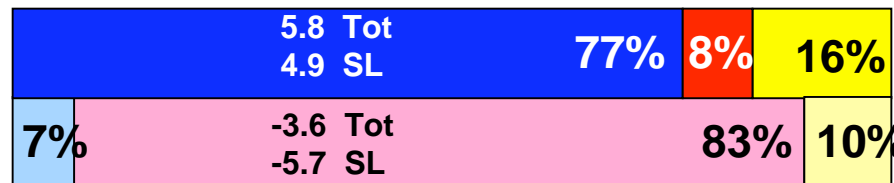
**+69%**

CX: Litter is not pretty.



**-77%**

Q18G. GY: If you litter your cigarette butts, you could start a fire.



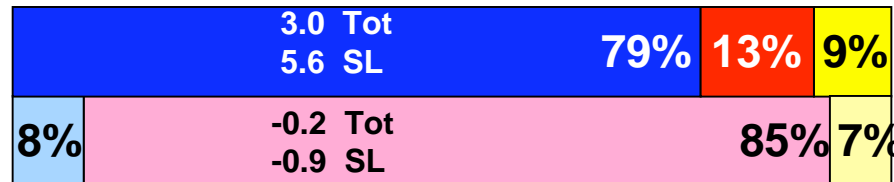
**+69%**

GX: If you litter your cigarette butts, you could start a fire.



**-75%**

Q18E. EY: It may be a small piece of litter, but it is a big problem in Texas.



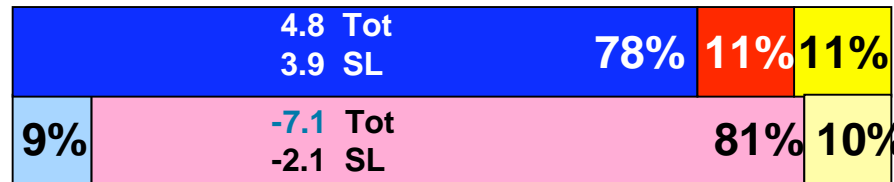
**+66%**

EX: It may be a small piece of litter, but it is a big problem in Texas.



**-77%**

Q18H. HY: Fast food litter is a big problem in Texas.



**+66%**

HX: Fast food litter is a big problem in Texas.









**-72%**

Version Y: properly dispose of litter

Version X: less likely to litter



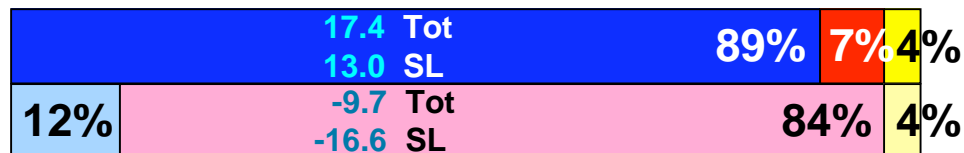
# MORE / LESS LIKELY STATEMENTS III

						<u>Net Impact</u>
Q18I. IY: Imagine a state with clean roadways. IX: Imagine a state without litter.	3.0 Tot	77%	13%	10%	6%	+64%
	2.0 SL					
	-6.3 Tot	86%	9%			-80%
	-11.5 SL					
Q18F. FY: Cigarette butts are litter too. FX: Cigarette butts are litter too.	8.2 Tot	74%	9%	17%	8%	+64%
	11.4 SL					
	-6.5 Tot	77%	15%			-69%
	-11.6 SL					
Q18D. DY: Have pride. Hold onto your litter. DX: Have pride. Don't litter.	1.9 Tot	74%	12%	14%	8%	+63%
	3.1 SL					
	-10.6 Tot	82%	10%			-74%
	-10.4 SL					
Q18K. KY: Why is it more important to keep your car clean than it is to keep Texas roadsides clean? KX: Why is it more important to keep your car clean than it is to keep Texas roadsides clean?	2.0 Tot	64%	13%	23%	10%	+51%
	2.3 SL					
	-4.2 Tot	71%	18%			-61%
	-5.3 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		

# THINGS THAT MIGHT MAKE PEOPLE MORE LIKELY TO DISPOSE / LESS LIKELY TO LITTER

**Net  
Impact**

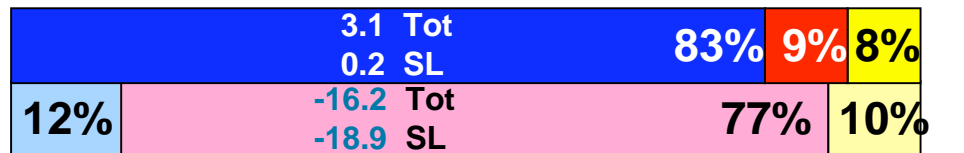
**Q19C. Litter prevention awareness materials for elementary school age children.**



**+82%**

**-72%**

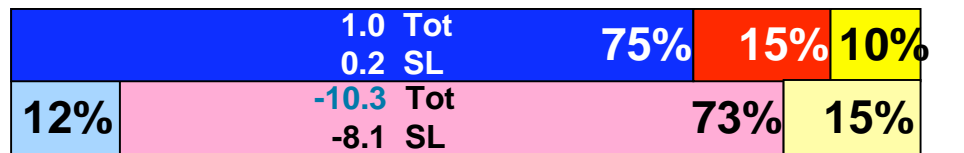
**Q19A. Messages concentrating on specific forms of trash, such as cigarette butts, bottles or fast food trash.**



**+74%**

**-65%**

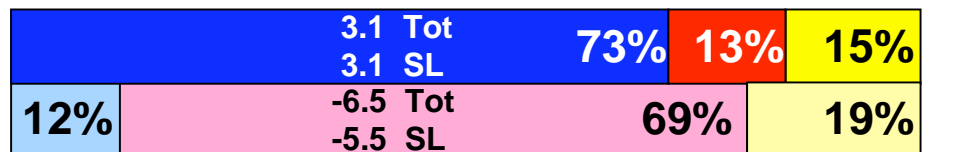
**Q19E. Provide free litterbags to the public.**



**+60%**

**-61%**

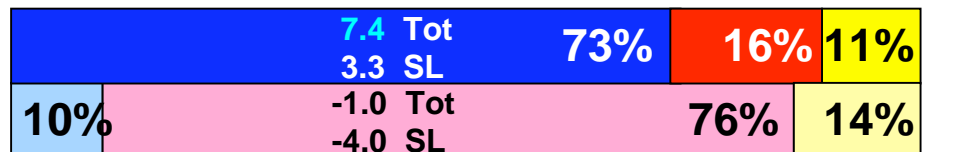
**Q19B. Ads with music in them.**



**+60%**

**-58%**

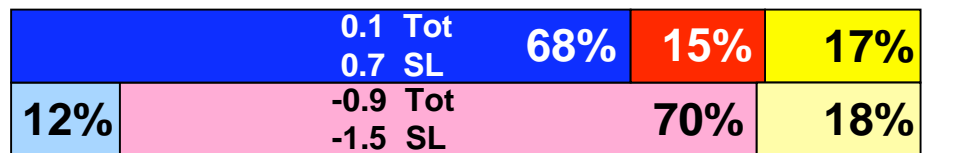
**Q19D. Travel throughout the state and talk to people about litter and its effects.**



**+57%**

**-65%**

**Q19F. Make more ads with Texas celebrities in them.**



**+53%**

**-58%**

Version Y: properly dispose of litter

Version X: less likely to litter



# MESSAGES THAT CORRELATE WITH PROPER DISPOSAL

Q#	QUESTION WORDING	Total Version Y (N=626)	Self- described litterer (n=332)	Non-litterer (n=294)	Smoker (n=92)	Non-smoker (n=533)	Under 25 years old (n=73)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
18A	Keep a litterbag in your car.	10.0	7.4	11.1	14.9	7.8	16.0
18B	827 million pieces of trash accumulate on Texas roadways every year	1.0	1.9	0.5	0.8	4.6	2.4
18C	Litter is not pretty.	1.5	12.0	10.3	3.5	0.7	2.0
18D	Have pride. Hold on to your litter.	1.9	3.1	0.7	3.5	1.4	5.4
18E	It may be a small piece of litter , but it's still a big problem in Texas.	3.0	5.6	1.0	4.3	8.8	2.8
18F	Cigarette butts are litter too.	8.2	11.4	0.2	10.2	6.3	14.6
18G	If you litter your cigarette butts, you could start a fire.	5.8	4.9	3.5	8.3	1.6	23.8
18H	Fast food litter is a big problem in Texas.	4.8	3.9	5.3	7.2	5.2	4.0
18I	Imagine a state with clean roadways.	3.0	2.0	7.5	8.2	6.5	6.0
18J	The fine for littering is up to two thousand dollars.	1.5	0.4	4.6	0.3	1.3	0.4
18K	Why is it more important to keep your car clean than it is to keep our roadsides clean?	2.0	2.3	5.0	2.3	2.1	5.7
18L	If I had a litterbag, I would use it.	3.0	4.2	2.8	13.1	3.7	2.4
18M	Walk a few extra steps to use a trash can.	9.5	10.5	4.2	6.7	10.7	7.6
19A	Messages concentrating on specific forms of trash, such as cigarette butts, bottles or fast food trash.	3.1	0.2	6.1	7.7	0.6	9.5
19B	Ads with music in them.	3.1	3.1	2.2	14.9	4.2	6.9
19C	Litter prevention awareness materials for elementary school age children.	17.4	13.0	15.7	4.0	19.1	10.8
19D	Travel throughout the state and talk to people about litter and its effects.	7.4	3.3	8.8	5.7	6.9	4.3
19E	Provide free litter bags to the public.	1.0	0.2	1.6	6.2	0.5	1.0
19F	Make more ads with Texas celebrities in them.	0.1	0.7	3.4	2.8	0.6	8.1



# MESSAGES THAT CORRELATE WITH LITTERING LESS

Q#	QUESTION WORDING	Total Version X (N=627)	Self-described litterer (n=317)	Non-litterer (n=310)	Smoker (n=102)	Non-smoker (n=524)	Under 25 years old (n=77)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
18A	Keep a litterbag in your car.	-1.2	-7.6	-10.3	-4.5	-1.0	-15.5
18B	827 million pieces of trash accumulate on Texas roadways every year	-4.1	-4.1	-6.4	-17.6	0.0	-20.4
18C	Litter is not pretty.	-2.2	-2.3	-6.7	-14.3	-4.6	-1.2
18D	Have pride . Don't litter .	-10.6	-10.4	-7.2	-9.4	-11.9	-7.8
18E	It may be a small piece of litter , but it's still a big problem in Texas.	-0.2	-0.9	0.0	-5.1	-0.6	-3.4
18F	Cigarette butts are litter too.	-6.5	-11.6	-0.2	-2.2	-6.6	-24.3
18G	If you litter your cigarette butts, you could start a fire.	-3.6	-5.7	-2.6	-3.6	-6.7	-12.3
18H	Fast food litter is a big problem in Texas.	-7.1	-2.1	-15.9	-12.3	-4.8	-2.6
18I	Imagine a state without litter.	-6.3	-11.5	-0.8	-4.4	-6.7	-14.9
18J	The fine for littering is up to two thousand dollars.	-6.9	-15.1	-5.4	-1.3	-4.9	-28.9
18K	Why is it more important to keep your car clean than it is to keep our roadsides clean?	-4.2	-5.3	-4.0	-7.5	-6.7	-7.2
18L	If I had a litterbag, I would use it.	-2.8	-0.5	-3.0	-18.5	-4.1	-20.9
18M	Walk a few extra steps to use a trash can.	-6.8	-4.3	-6.9	-4.5	-7.7	-12.9
19A	Messages concentrating on specific forms of trash, such as cigarette butts, bottles or fast food trash.	-16.2	-18.9	-5.5	-20.2	-12.4	-24.3
19B	Ads with music in them.	-6.5	-5.5	-4.6	-3.2	-4.5	-9.9
19C	Litter prevention awareness materials for elementary school age children.	-9.7	-16.6	-0.4	-4.7	-7.8	-29.4
19D	Travel throughout the state and talk to people about litter and its effects.	-1.0	-4.0	-1.0	-6.3	-1.7	-5.8
19E	Provide free litter bags to the public.	-10.3	-8.1	-8.0	-20.7	-6.5	-2.5
19F	Make more ads with Texas celebrities in them.	-0.9	-1.5	-2.2	-0.4	-1.8	-13.3

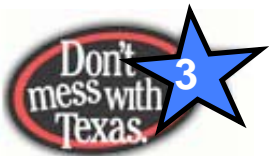
# CONCLUSIONS



**52% of respondents admit to littering, 73% admit to littering themselves or with someone who littered.**



**Led by males under the age of 25 (87%) respondents under 25 (83%) nearly three times more likely than seniors to have littered (30%).**



**As in 2005, there are distinct messages that correlate with a person being less likely to litter (93%). These messages differ from those messages that correlate with a person's increased likelihood of properly disposing of litter (also 93%).**

# MESSAGES THAT CORRELATE WITH LITTERING LESS

Q#	QUESTIONWORDING	Self-described litterer (n=317)	Smoker (n=102)	Under 25 years old (n=77)
		Persuasion Score	Persuasion Score	Persuasion Score
18A	Keep a litterbag in your car.	-7.6	-4.5	-15.5
18B	827 million pieces of trash accumulate on Texas roadways every year	-4.1	-17.6	-20.4
18C	Litter is not pretty.	-2.3	-14.3	-1.2
18F	Cigarette butts are litter too.	-11.6	-2.2	-24.3
18G	If you litter your cigarette butts, you could start a fire.	-5.7	-3.6	-12.3
18I	Imagine a state without litter.	-11.5	-4.4	-14.9
18J	The fine for littering is up to two thousand dollars.	-15.1	-1.3	-28.9
18L	If I had a litterbag, I would use it.	-0.5	-18.5	-20.9
18M	Walk a few extra steps to use a trash can.	-4.3	-4.5	-12.9
19A	Messages concentrating on specific forms of trash, such as cigarette butts, bottles or fast food trash.	-18.9	-20.2	-24.3
19B	Ads with music in them.	-5.5	-3.2	-9.9
19C	Litter prevention awareness materials for elementary school age children.	-16.6	-4.7	-29.4
19E	Provide free litter bags to the public.	-8.1	-20.7	-2.5

# MESSAGES THAT CORRELATE WITH PROPER DISPOSAL

Q#	QUESTIONWORDING	Self-described litterer (n=332)	Smoker (n=92)	Under 25 years old (n=73)
		Persuasion Score	Persuasion Score	Persuasion Score
18A	Keep a litterbag in your car.	7.4	14.9	16.0
18B	827 million pieces of trash accumulate on Texas roadways every year	1.9	0.8	2.4
18C	Litter is not pretty.	12.0	3.5	2.0
18F	Cigarette butts are litter too.	11.4	10.2	14.6
18G	If you litter your cigarette butts, you could start a fire.	4.9	8.3	23.8
18I	Imagine a state with clean roadways.	2.0	8.2	6.0
18J	The fine for littering is up to two thousand dollars.	0.4	0.3	0.4
18L	If I had a litterbag, I would use it.	4.2	13.1	2.4
18M	Walk a few extra steps to use a trash can.	10.5	6.7	7.6
19A	Messages concentrating on specific forms of trash, such as cigarette butts, bottles or fast food trash.	0.2	7.7	9.5
19B	Ads with music in them.	3.1	14.9	6.9
19C	Litter prevention awareness materials for elementary school age children.	13.0	4.0	10.8
19E	Provide free litter bags to the public.	0.2	6.2	1.0





# 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).

# 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)?**









# MORE / LESS LIKELY STATEMENTS I

**Net  
Impact**

X.X PS

XX.X PS

Calculating QXX's  
Persuasion Score  
among xxxxx voters

$$\frac{\text{Net Impact}}{+xx\%} \times \frac{\text{Average Persuasion Factor}}{0.xxxx} = \frac{\text{Average Persuasion Score}}{x.0}$$

Calculating QYY's  
Persuasion Score  
xxxxxxxxxxxx

$$\frac{\text{Net Impact}}{+YY\%} \times \frac{\text{Average Persuasion Factor}}{0.YYYY} = \frac{\text{Average Persuasion Score}}{YY.0}$$

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