

DON'T MESS WITH TEXAS YOUTH SURVEY



Spring 2007 to Fall 2009 / Spring 2010

Comparisons in 1st Grade & 3rd Grade

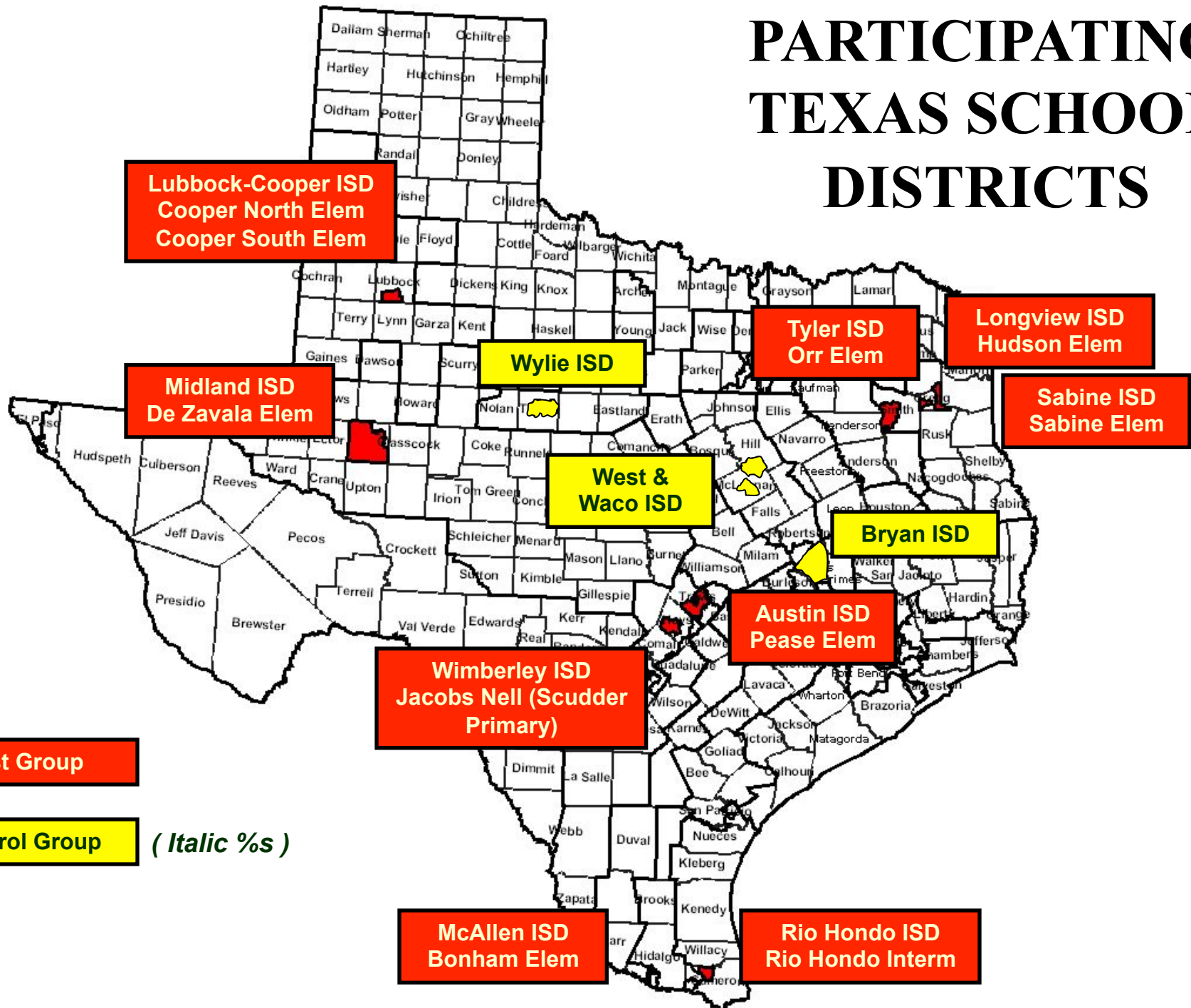
n = 963 First graders from Spring 2007 (The Test Group)
margin of error: + 3.2%

n = 285 First Graders from Spring 2007 (The Control Group)
margin of error: + 5.9%

n = 851 Third Graders from Fall 2009 (The Test Group)
margin of error: \pm 3.4%

n = 288 Third Graders from Spring 2010 (The Control Group)
margin of error: \pm 5.9%

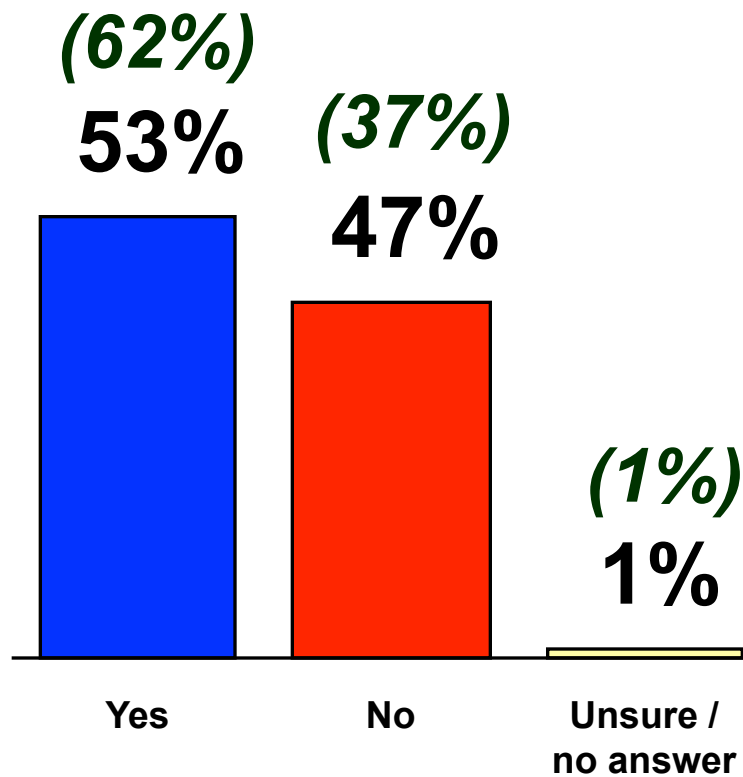
PARTICIPATING TEXAS SCHOOL DISTRICTS



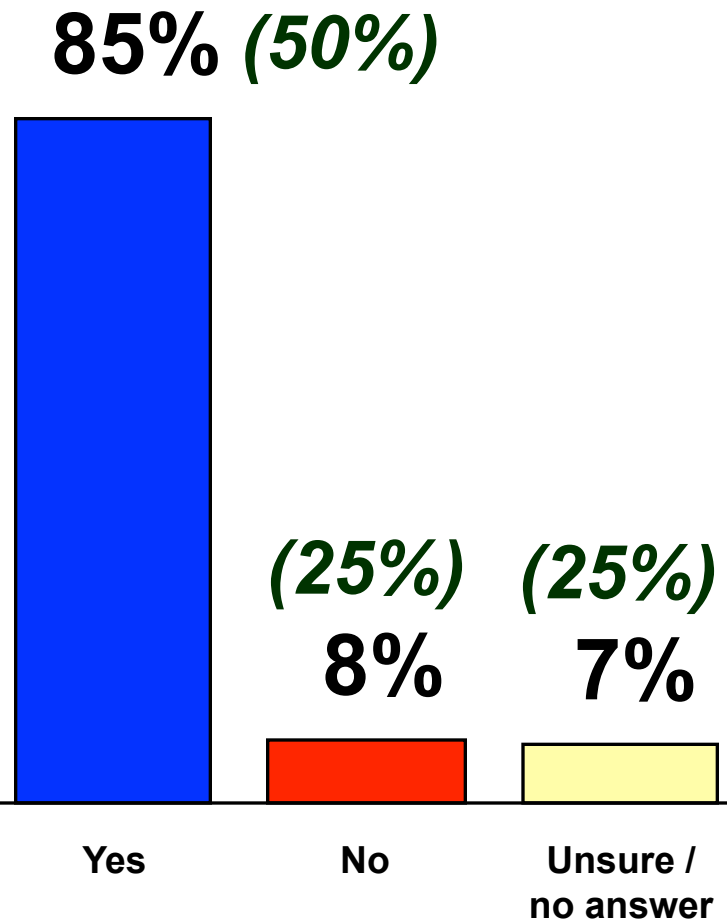
Seen, Read, or Heard (SRH) “DON’T MESS WITH TEXAS”

Have you heard of “Don’t Mess with Texas”?

1st Graders in 2007



3rd Graders in 2009 / 2010



WHAT “DON’T MESS WITH TEXAS” MEANS

Which best describes what “Don’t Mess with Texas” means?

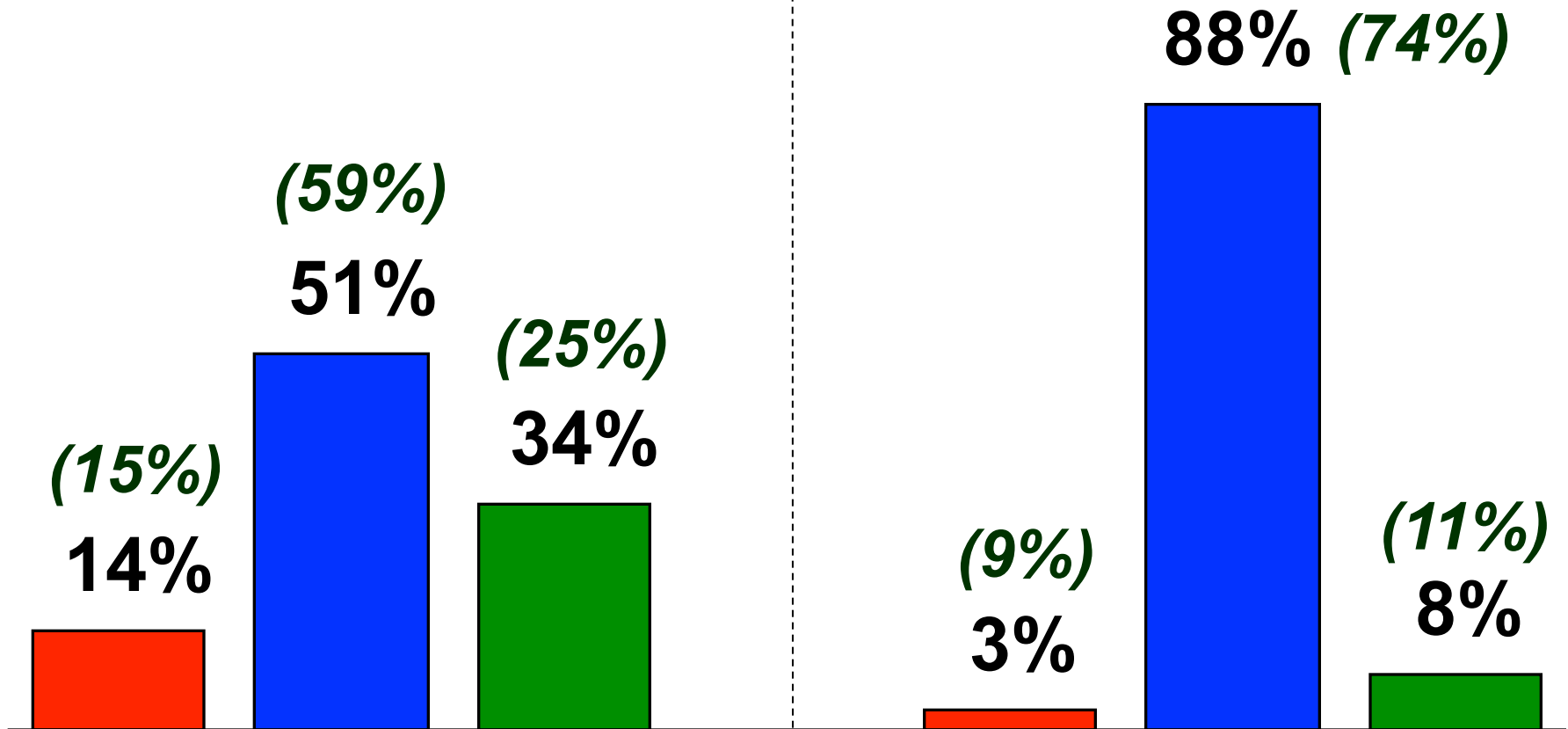
■ Don’t get in fights

■ Don’t litter or drop trash on the ground

■ Don’t use drugs

1st Graders in 2007

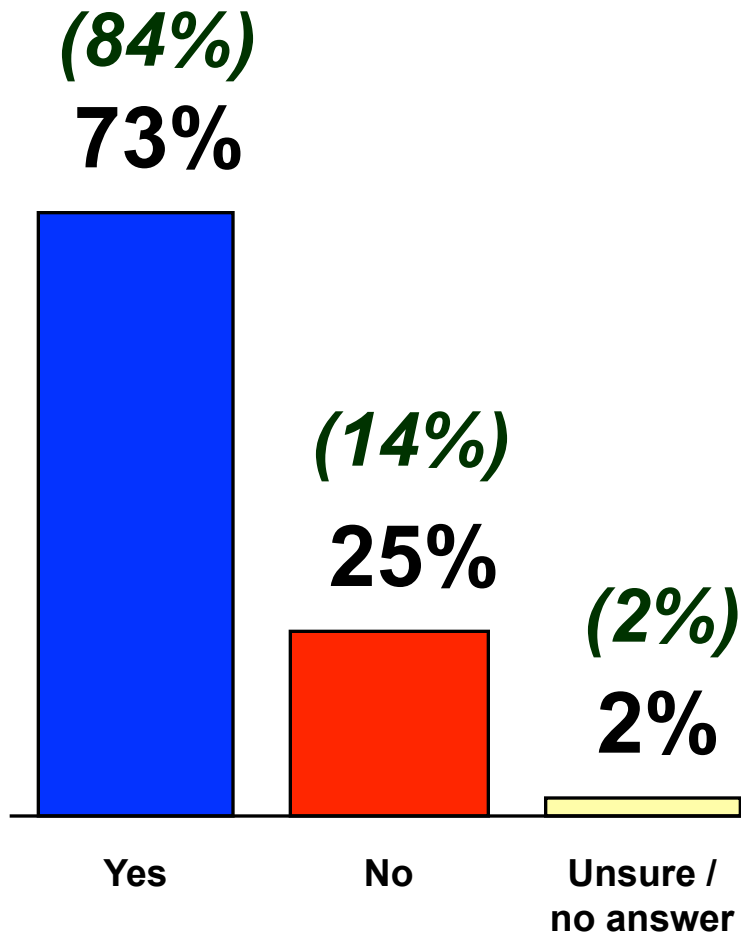
3rd Graders in 2009 / 2010



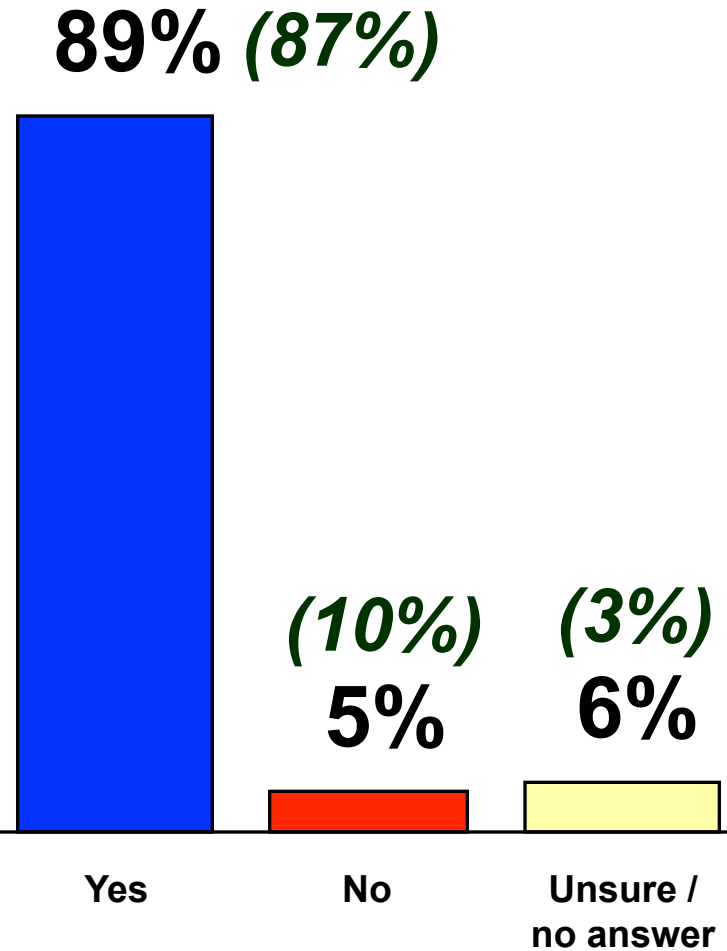
WHAT IS LITTER?

Do you know what the word litter means?

1st Graders in 2007



3rd Graders in 2009 / 2010

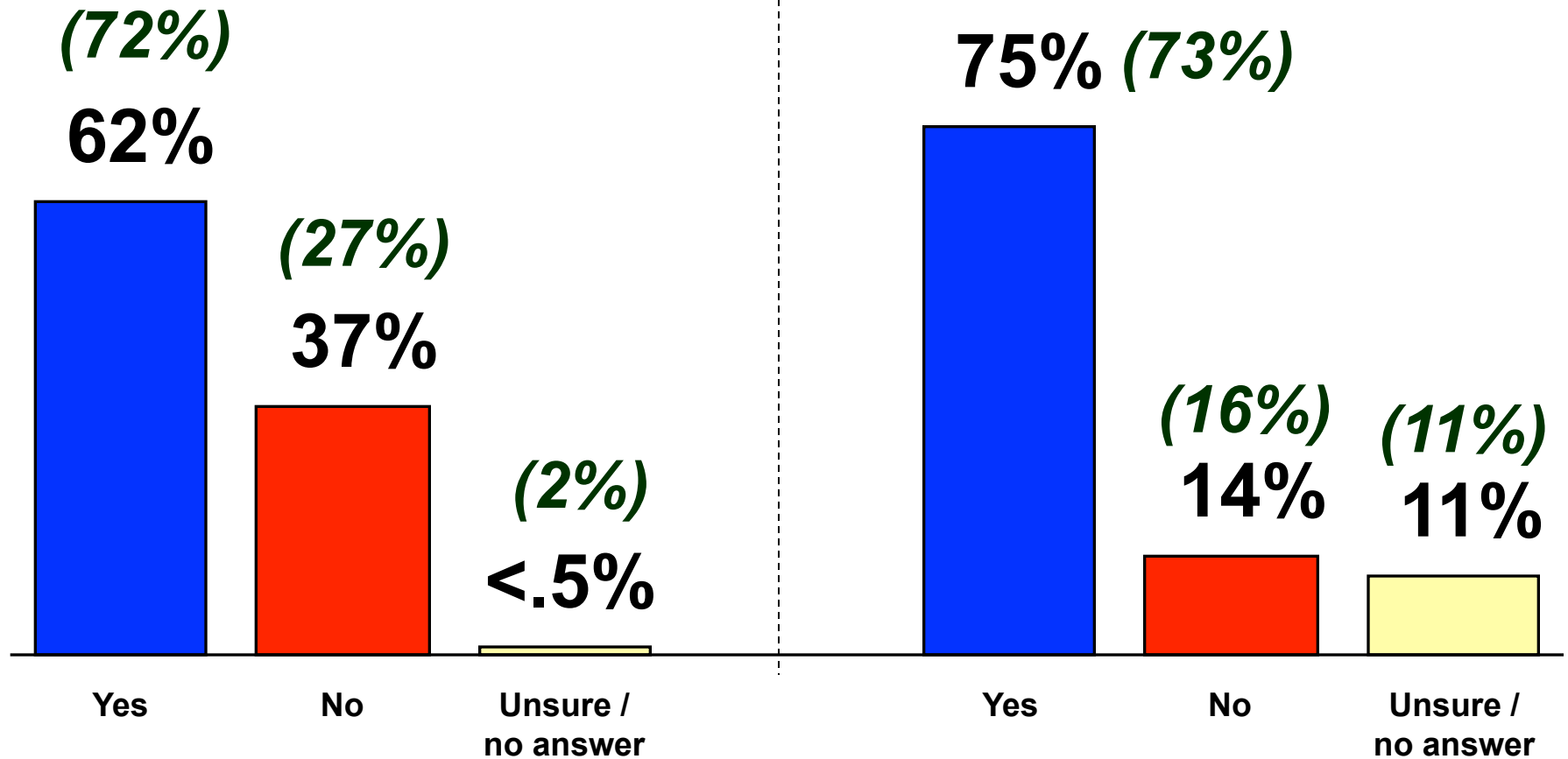


SEEN, READ, HEARD ABOUT NOT LITTERING?

Have you seen or heard anything recently about not littering?

1st Graders in 2007

3rd Graders in 2009 / 2010

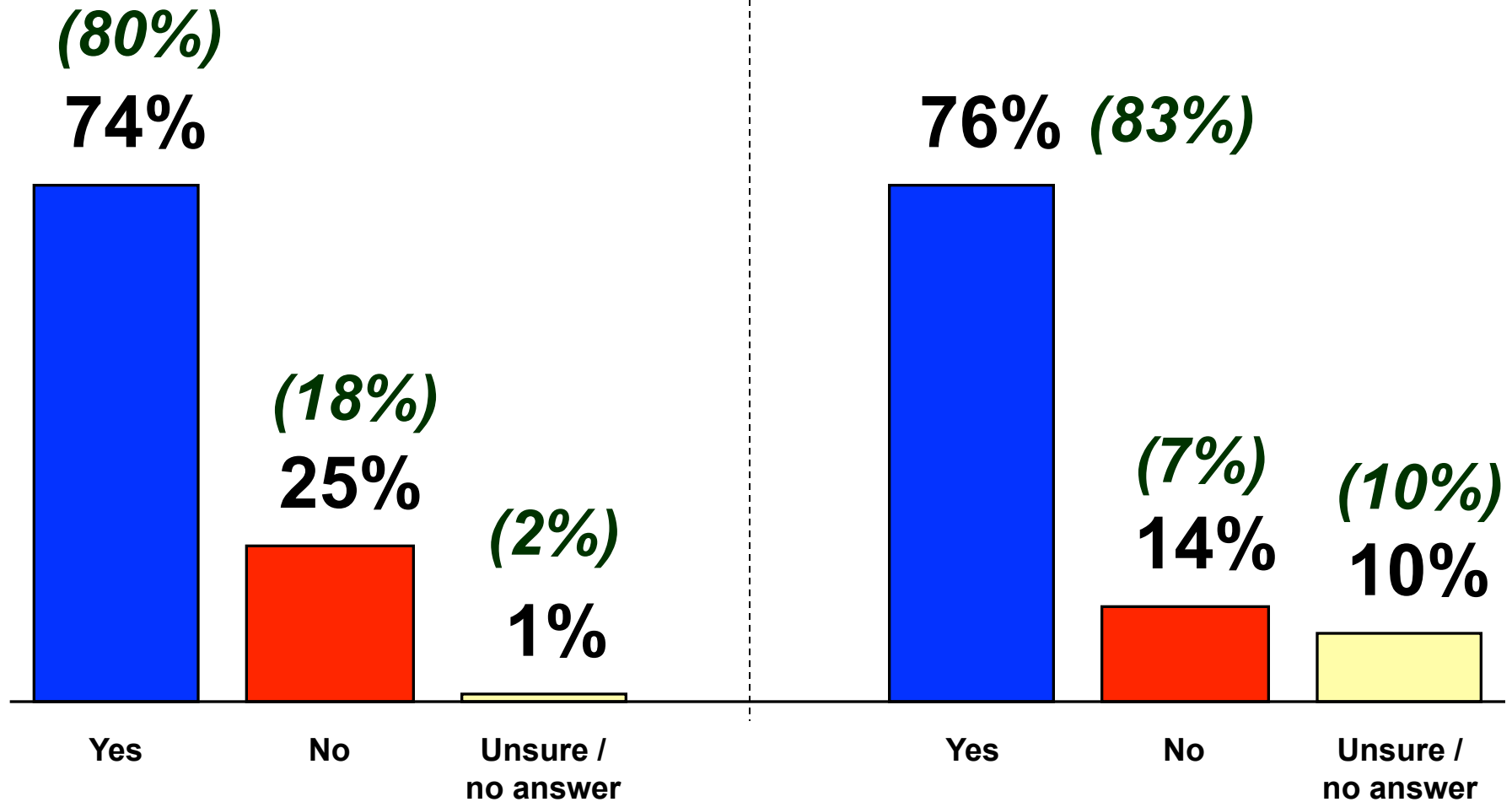


SRH ABOUT GETTING RID OF TRASH PROPERLY?

Have you seen or heard anything recently about the proper way to get rid of your litter or trash?

1st Graders in 2007

3rd Graders in 2009 / 2010

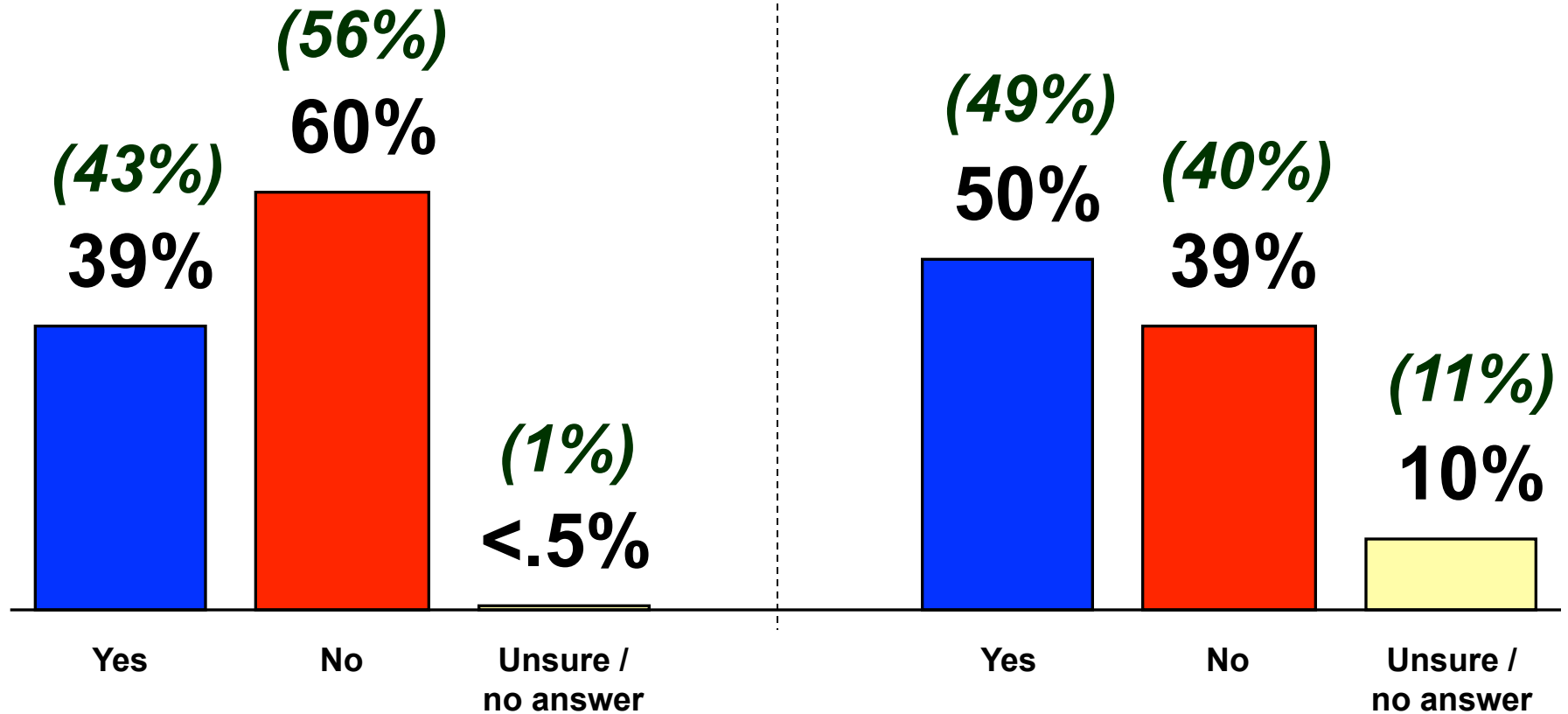


DID THE FOLLOWING HAPPEN IN THE LAST YEAR?

You noticed that some litter fell out of a car or truck you were riding in.

1st Graders in 2007

3rd Graders in 2009 / 2010

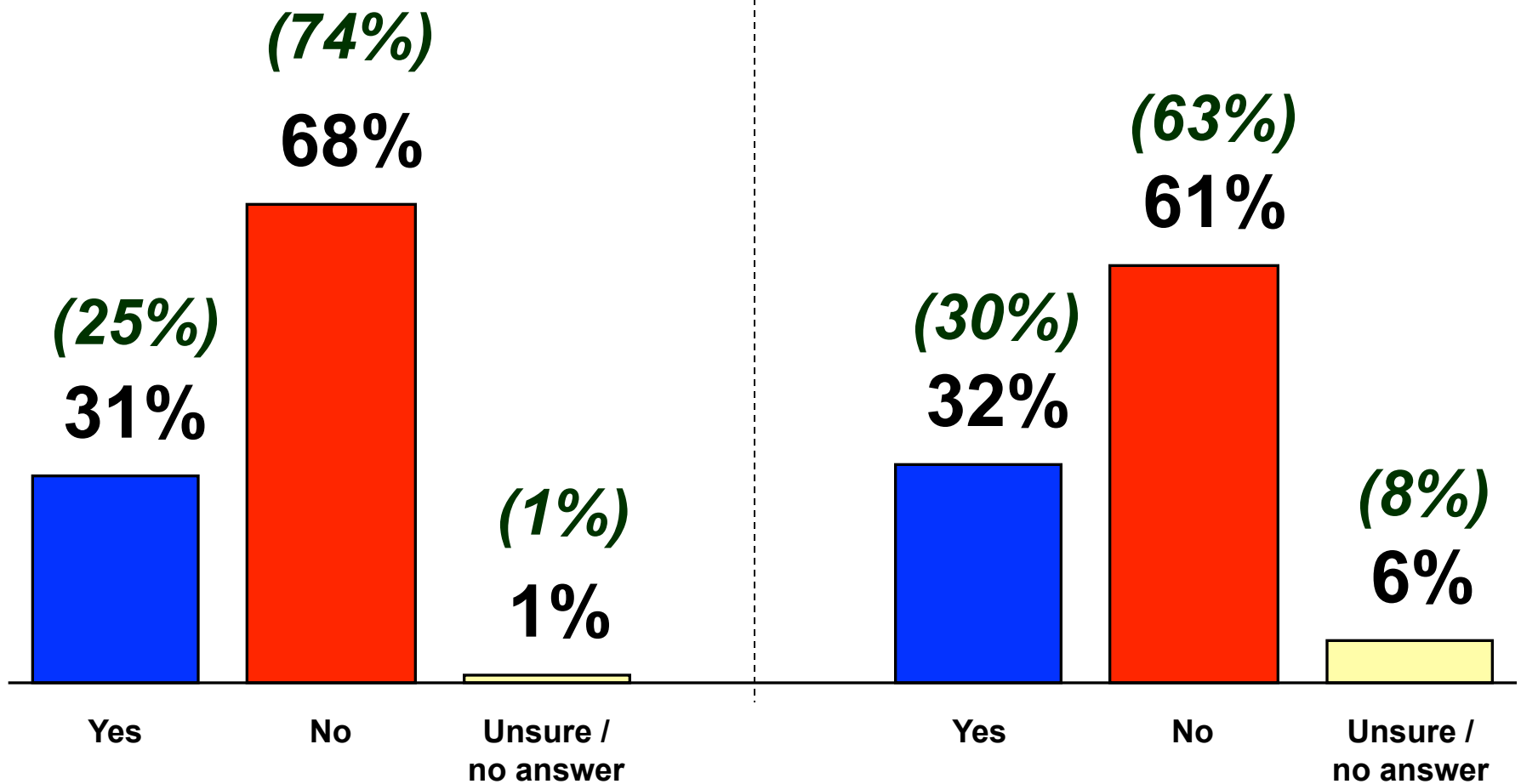


DID THE FOLLOWING HAPPEN IN THE LAST YEAR?

While you were in a car or truck, one of your parents threw litter out onto the side of the road.

1st Graders in 2007

3rd Graders in 2009 / 2010

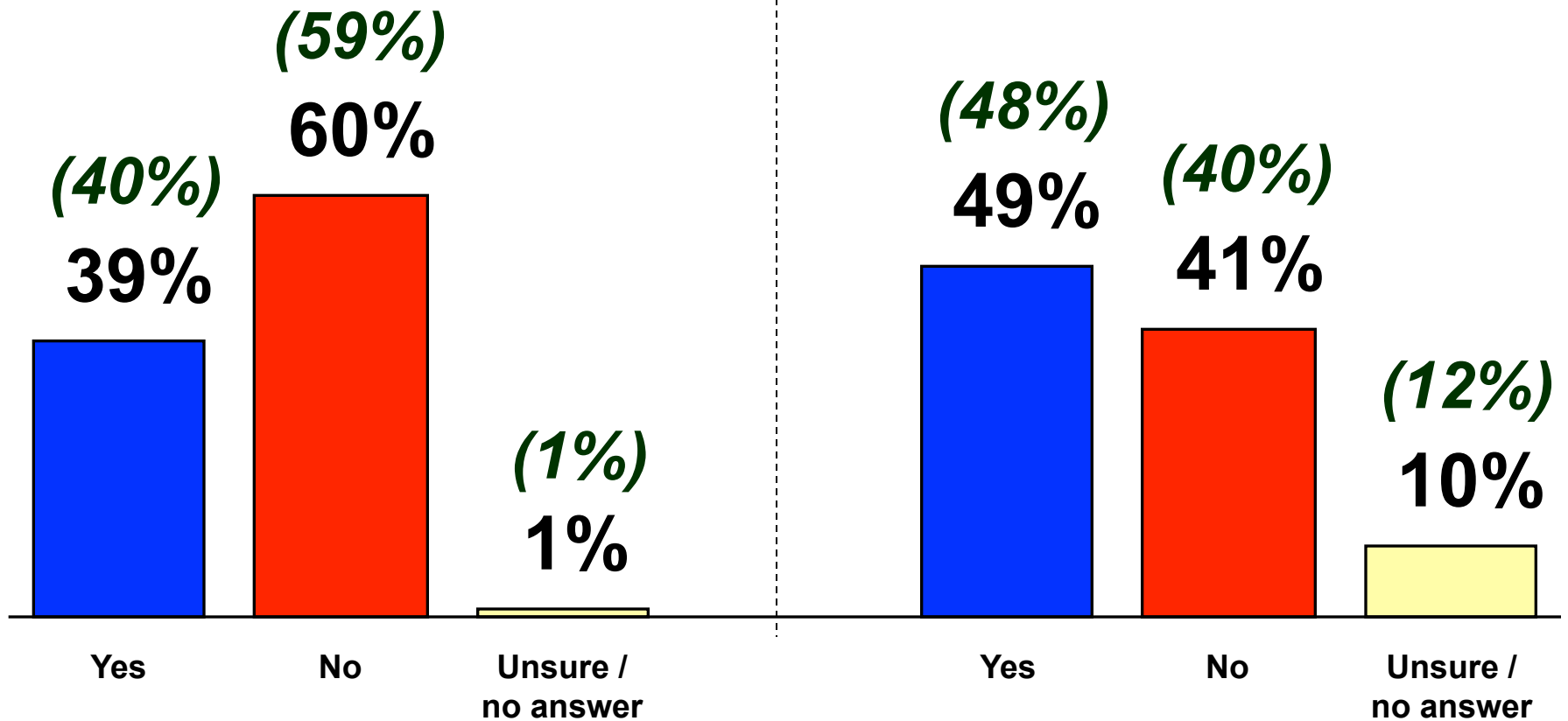


DID THE FOLLOWING HAPPEN IN THE LAST YEAR?

While you were in a car or truck, someone else in the vehicle threw litter out onto the side of the road.

1st Graders in 2007

3rd Graders in 2009 / 2010

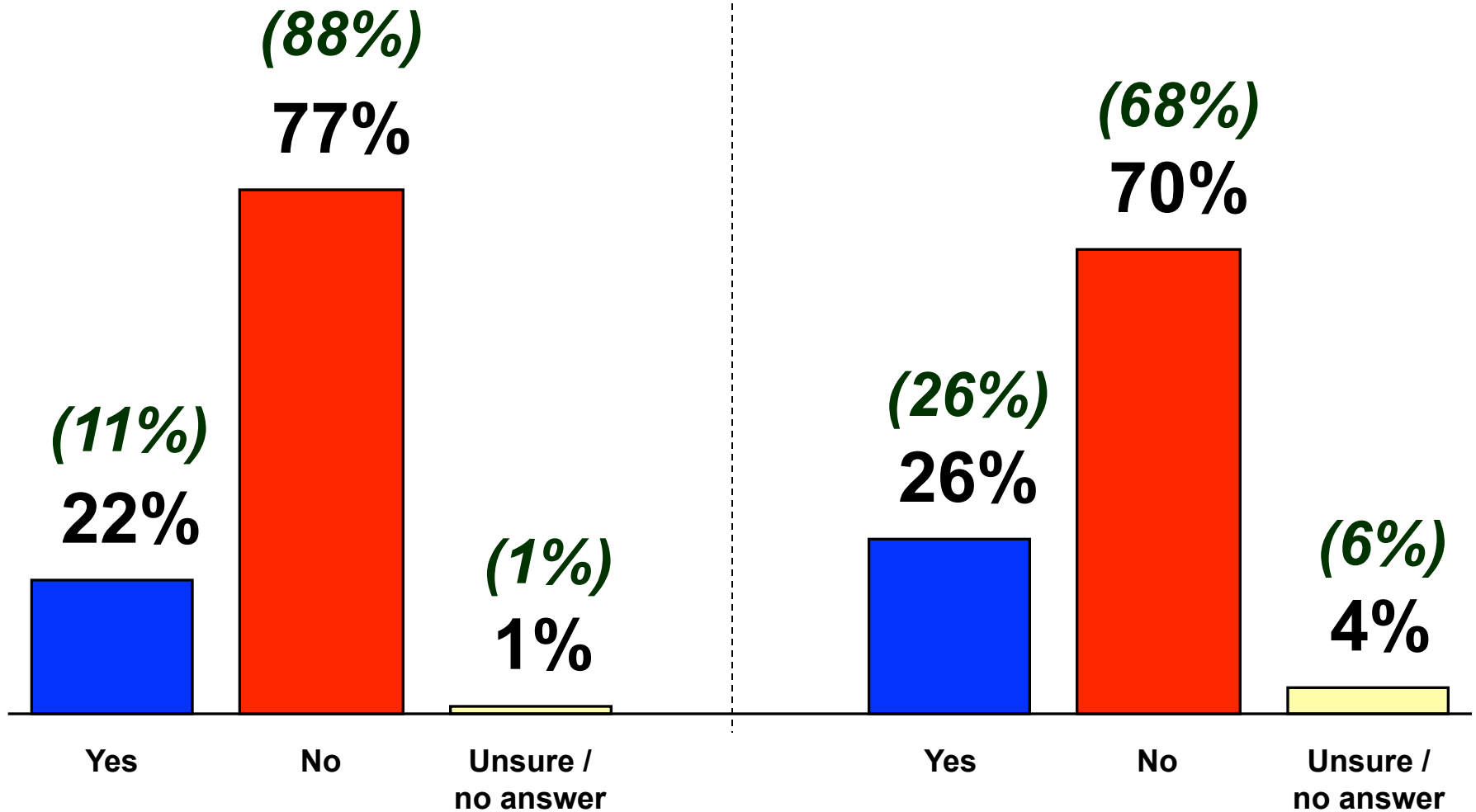


DID THE FOLLOWING HAPPEN IN THE LAST YEAR?

While you were in a car or truck, you threw litter out onto the side of the road.

1st Graders in 2007

3rd Graders in 2009 / 2010

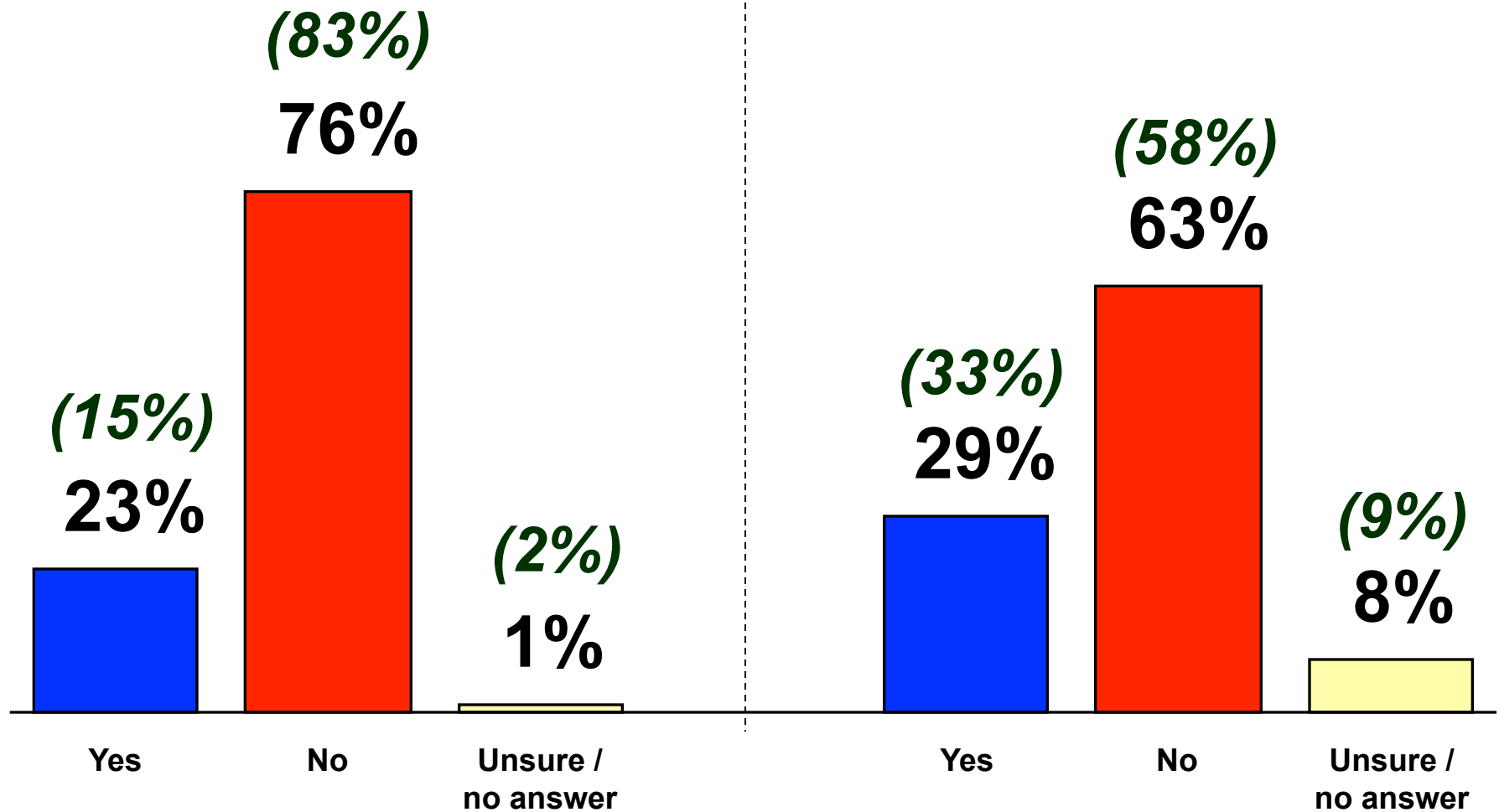


DID THE FOLLOWING HAPPEN IN THE LAST YEAR?

While walking, playing or at school, you dropped a candy wrapper, can, food bag or something like that on the ground.

1st Graders in 2007

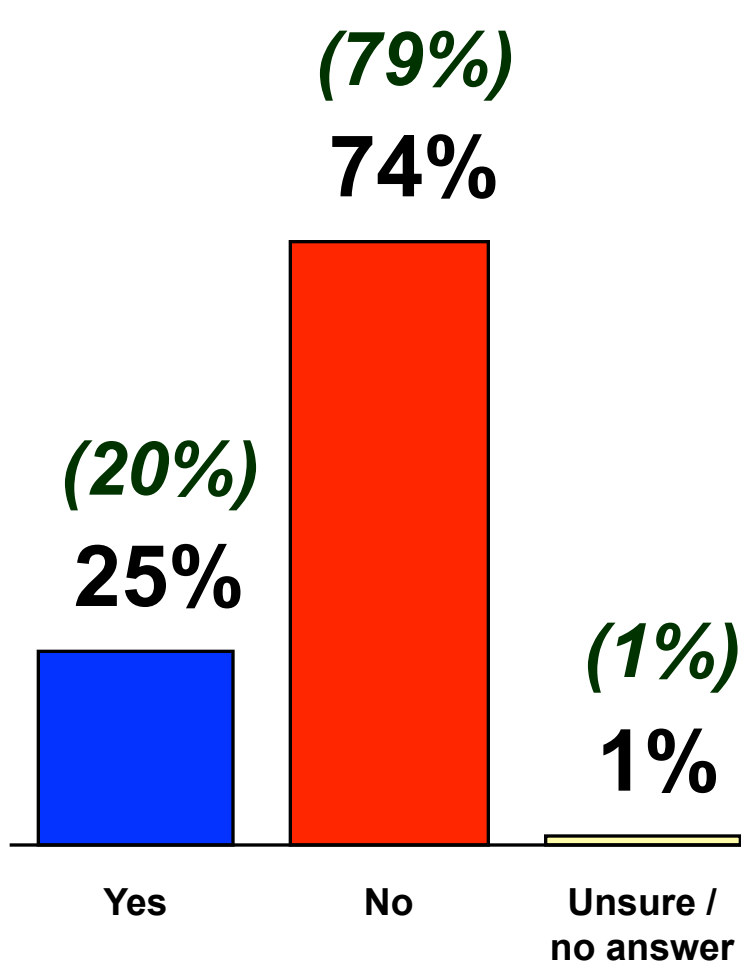
3rd Graders in 2009 / 2010



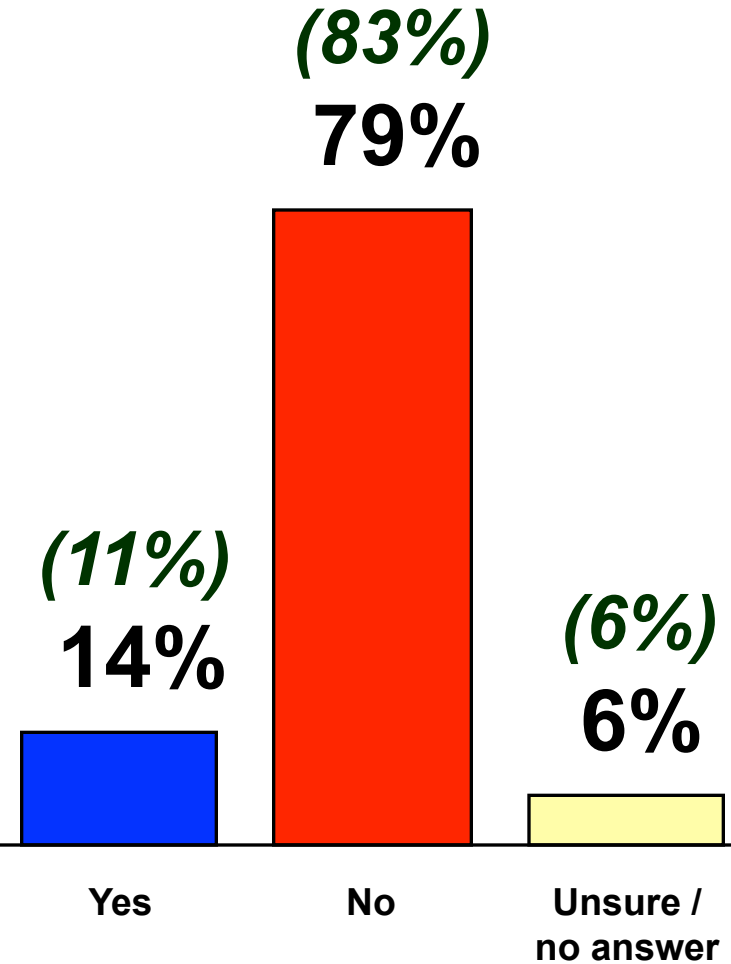
DID THE FOLLOWING HAPPEN IN THE LAST YEAR?

Someone you were with got a ticket or a warning for littering.

1st Graders in 2007

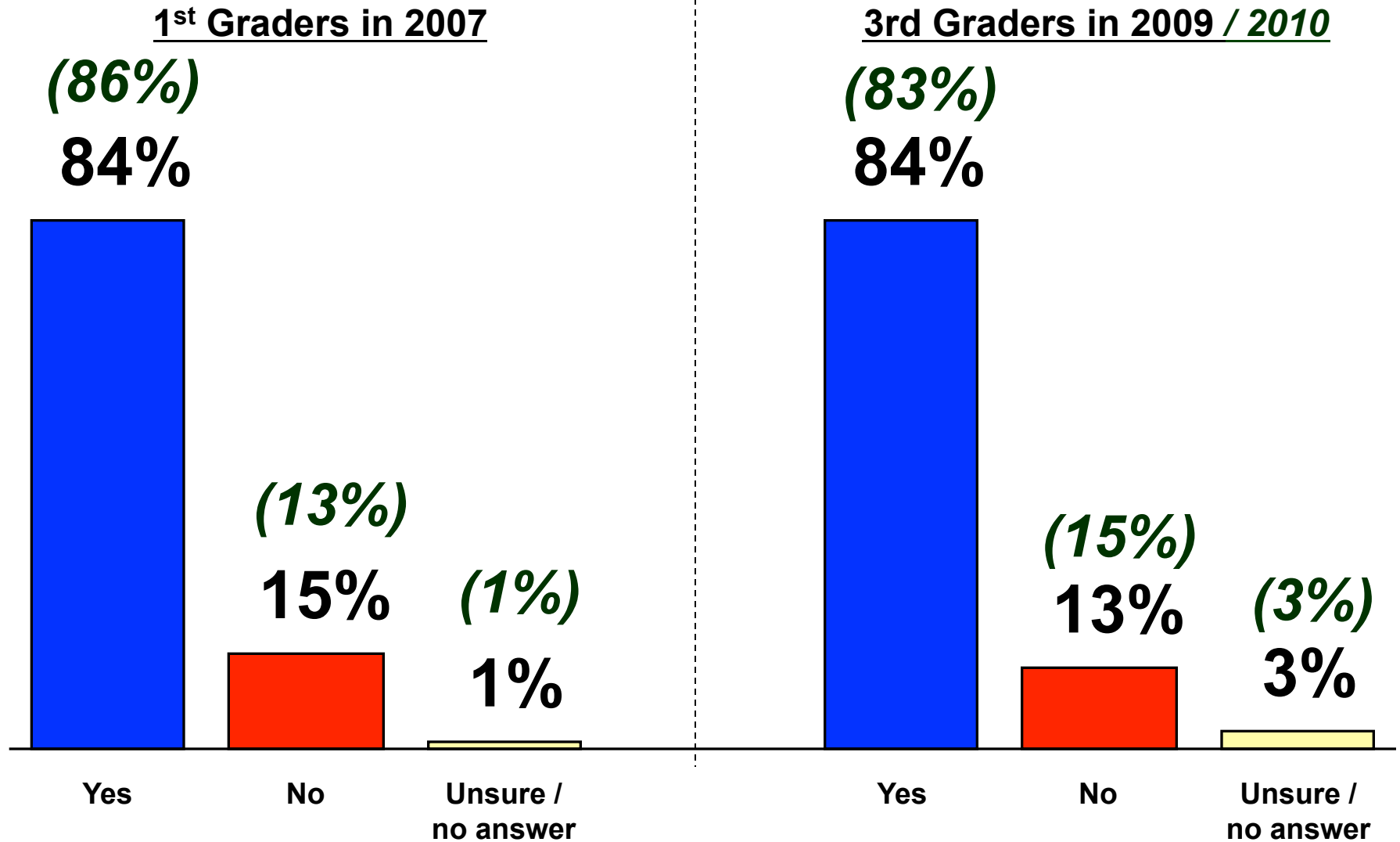


3rd Graders in 2009 / 2010



YES / NO QUESTIONS

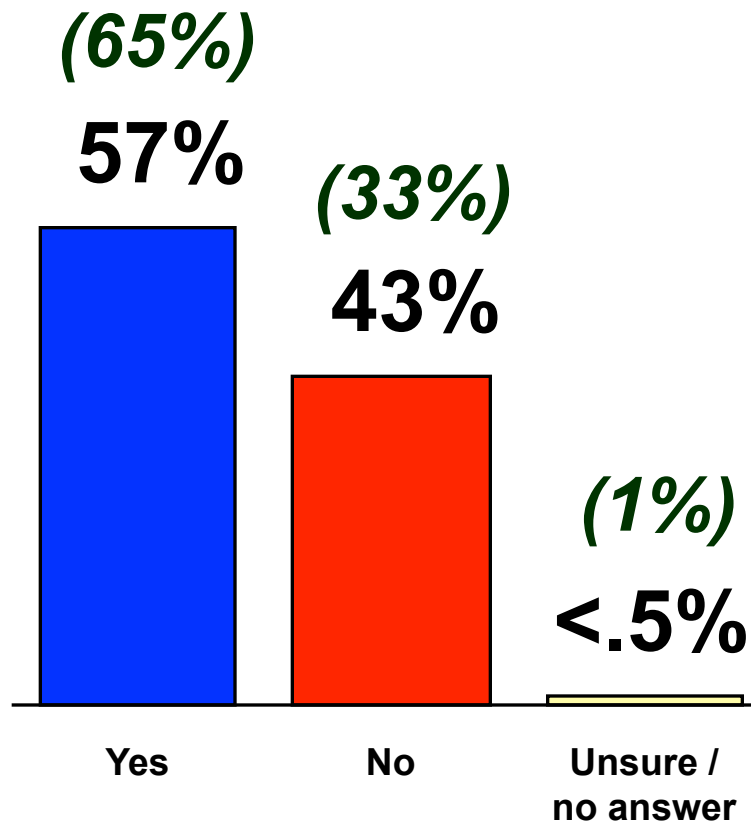
Have you ever told anyone in your family to wear their seat belt?



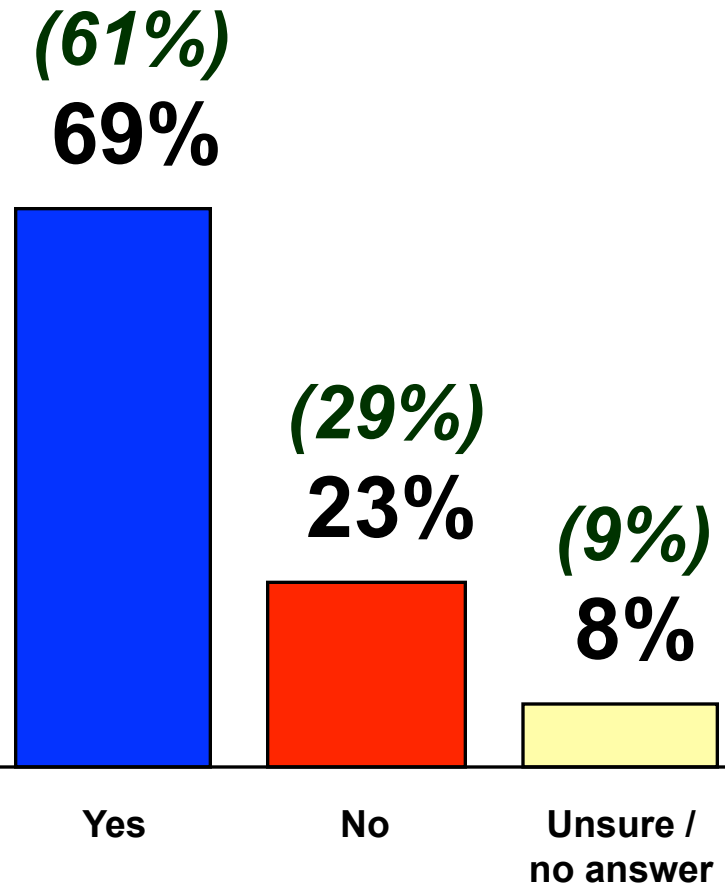
YES / NO QUESTIONS

Have you ever told anyone in your family not to litter?

1st Graders in 2007



3rd Graders in 2009 / 2010

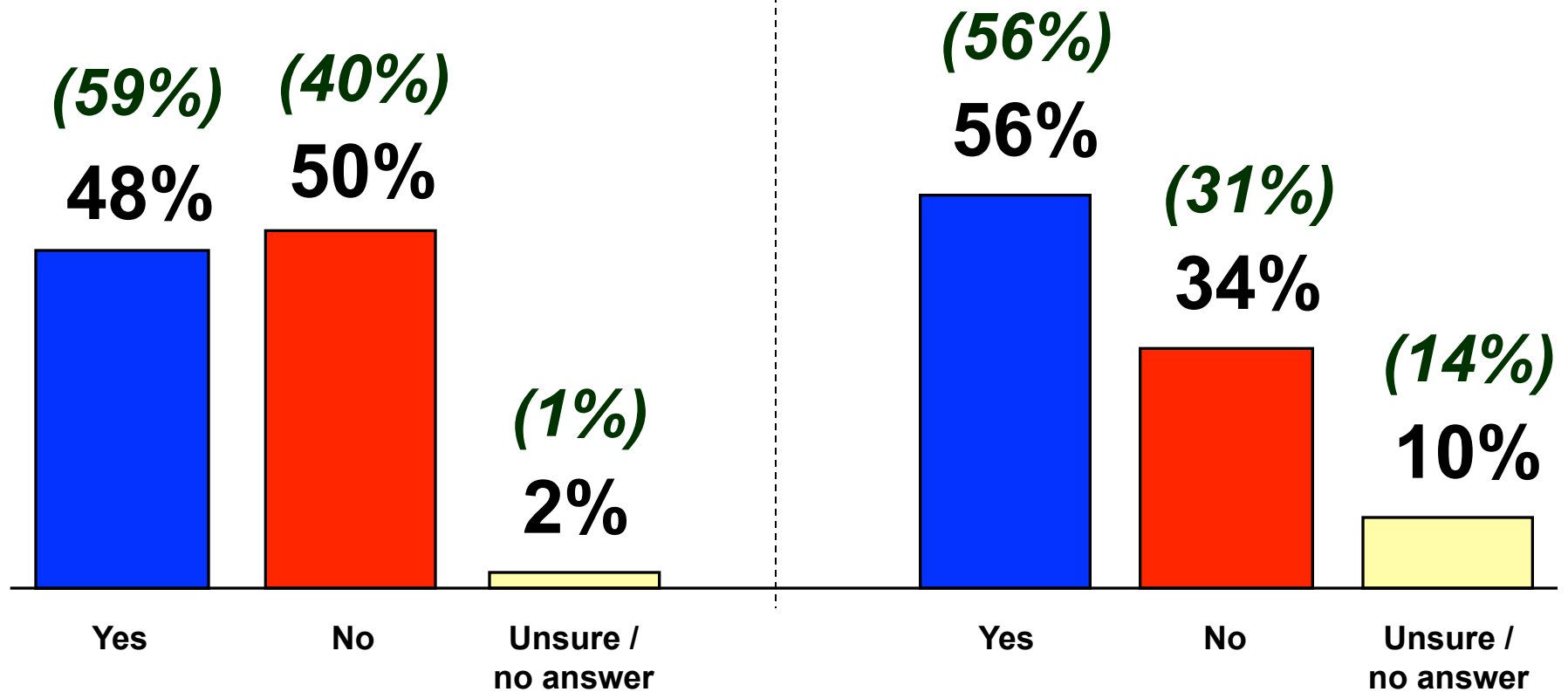


YES / NO QUESTIONS

Have you ever told a friend not to litter?

1st Graders in 2007

3rd Graders in 2009 / 2010

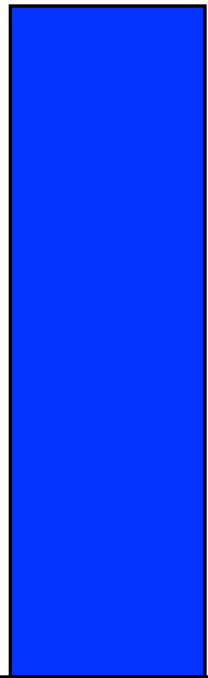


YES / NO QUESTIONS

If you saw a friend or someone in your family about to litter, would you tell them not to?

1st Graders in 2007

(85%)
82%



Yes

No

Unsure /
no answer

3rd Graders in 2009 / 2010

(82%)
84%



Yes

No

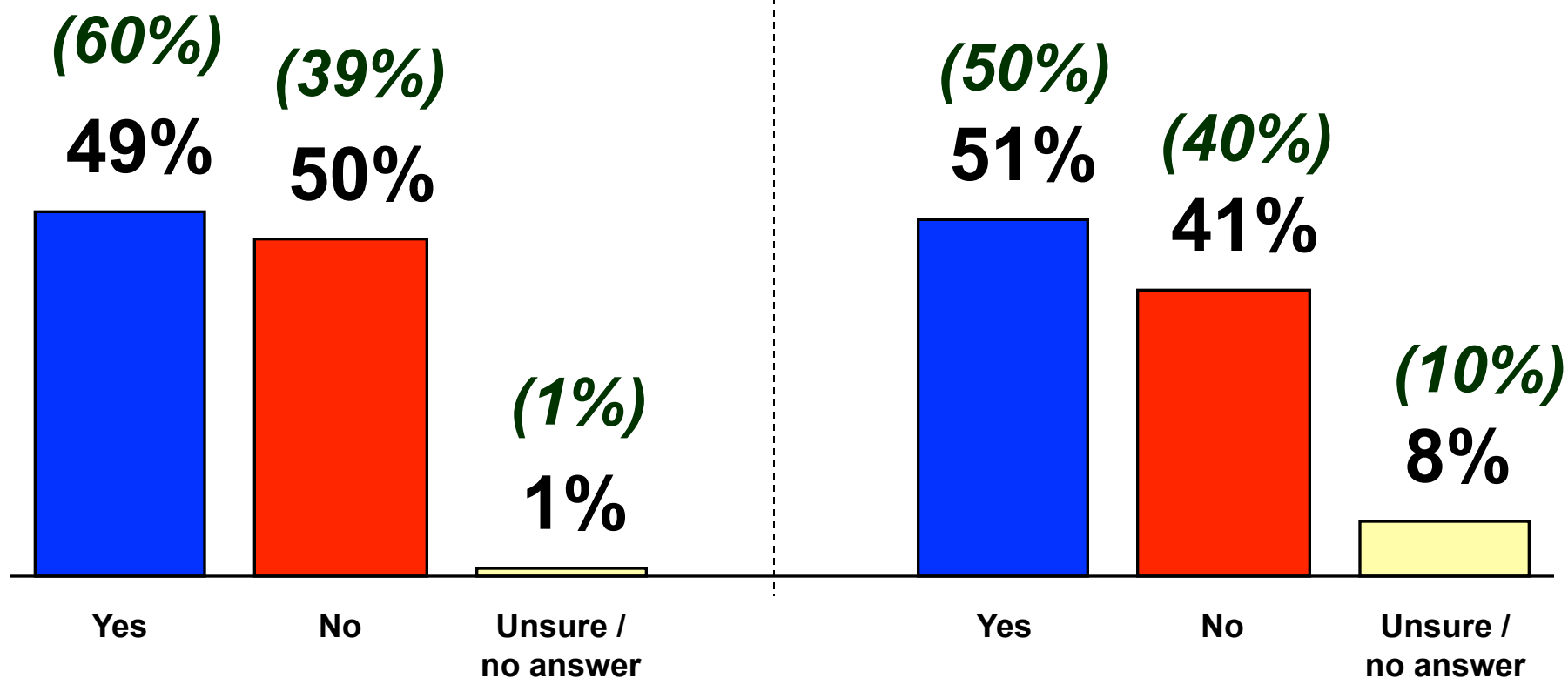
Unsure /
no answer

YES / NO QUESTIONS

Do you have a bag for trash in any of the cars or trucks at your home?

1st Graders in 2007

3rd Graders in 2009 / 2010

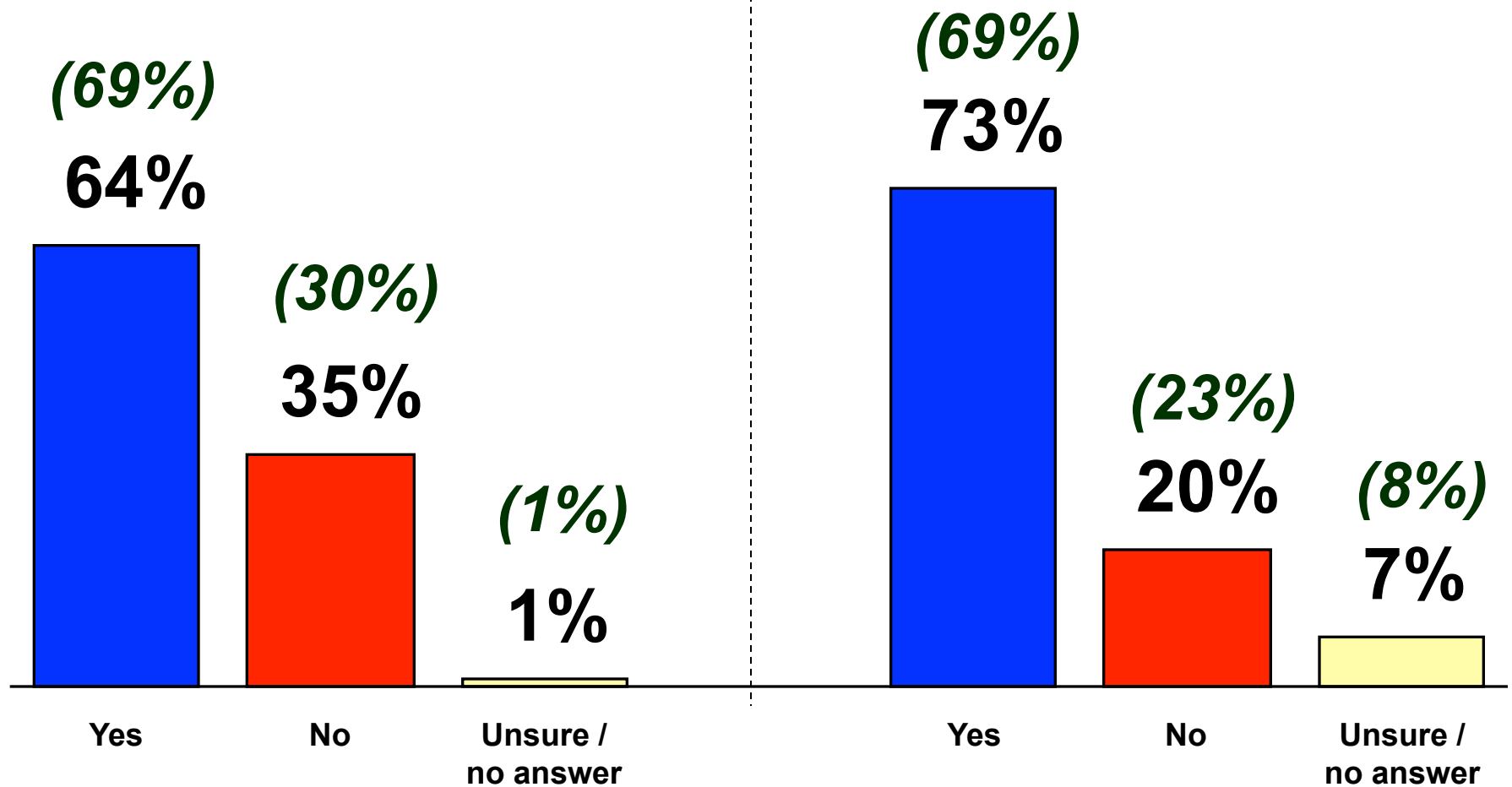


YES / NO QUESTIONS

Would you tell your parents to put a litter bag in your car or truck?

1st Graders in 2007

3rd Graders in 2009 / 2010



YES / NO QUESTIONS

Do you think people who litter should have to take a time out?

1st Graders in 2007

(82%)
83%

(17%)

16%

(1%)

1%

Yes

No

Unsure /
no answer

3rd Graders in 2009 / 2010

(73%)
78%

(14%)

14%

(13%)

8%

Yes

No

Unsure /
no answer