



DON'T MESS WITH TEXAS SURVEY

August 2 - 15, 2017

N = 1,075 respondents

margin of error: \pm 3.0%

(n=989 interviews in English and n=86 interviews in Spanish)



OBJECTIVES



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

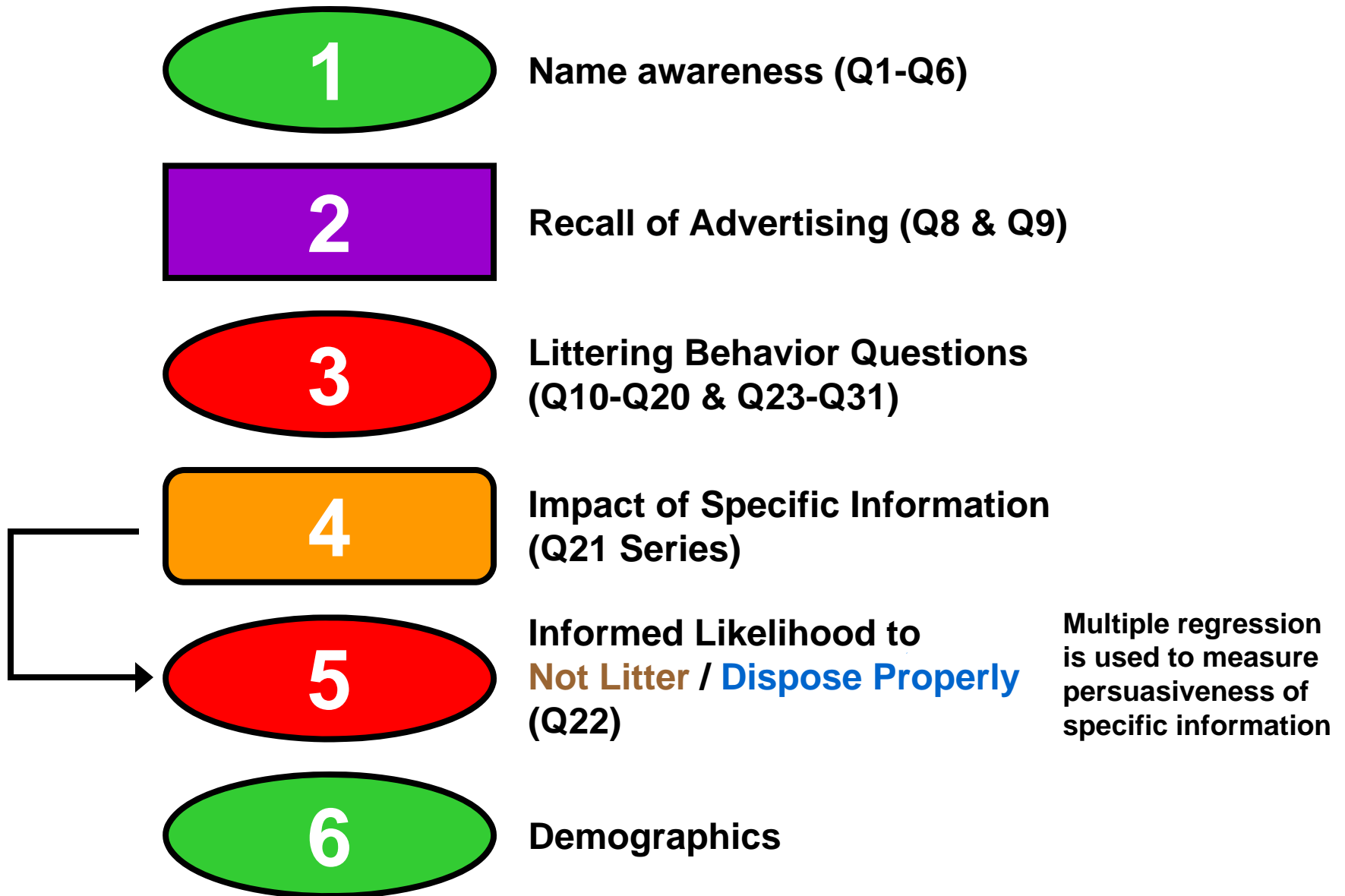


To assess littering behavior levels.



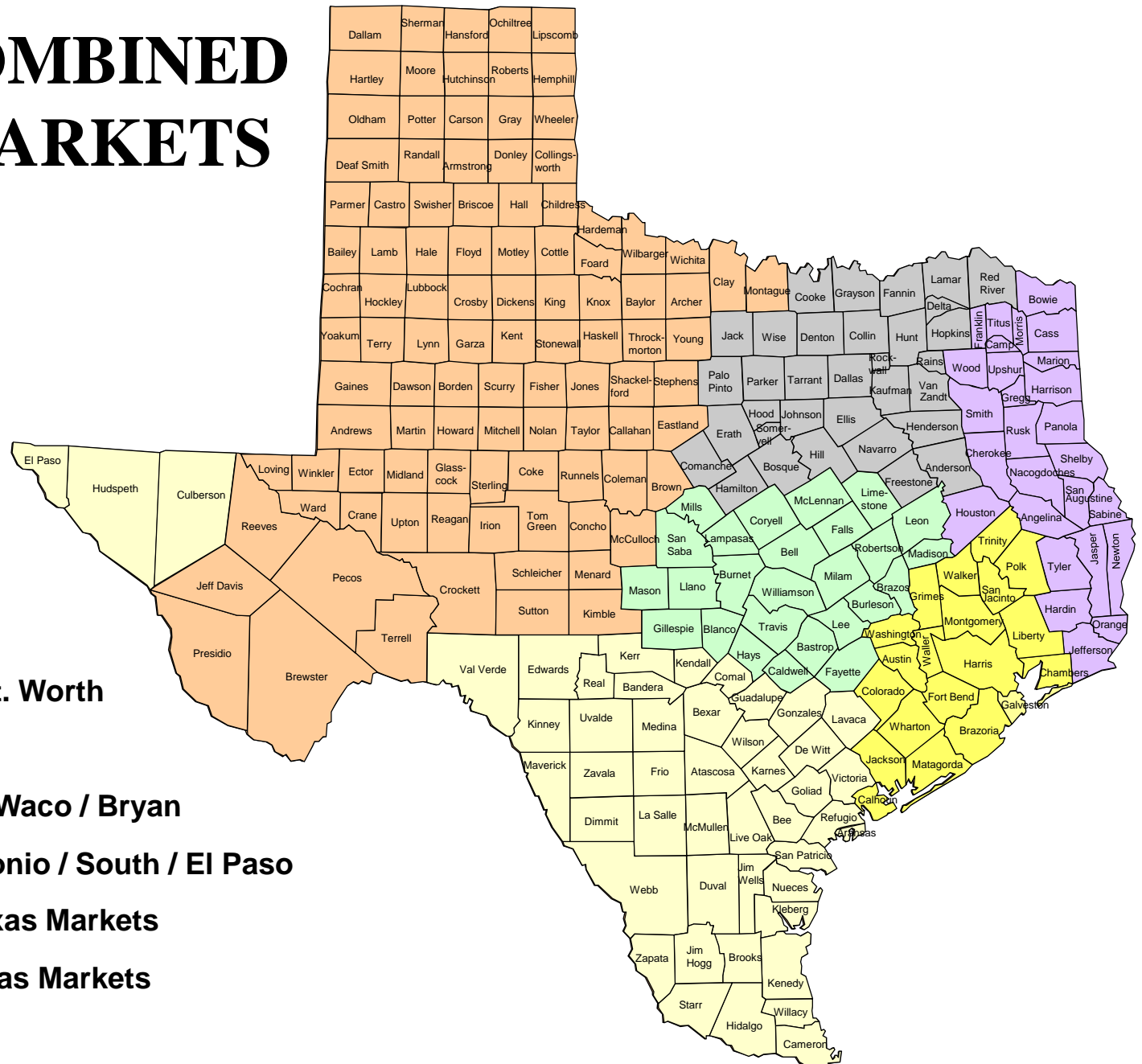
To measure the persuasiveness of attitudinal and informative statements on one's likelihood to litter less or dispose of litter properly.

QUESTIONNAIRE FORMAT



Demographics

TEXAS COMBINED MEDIA MARKETS



Percent of Interviews

27% **Dallas-Ft. Worth**

23% **Houston**

11% **Austin / Waco / Bryan**

27% **San Antonio / South / El Paso**

7% **West Texas Markets**

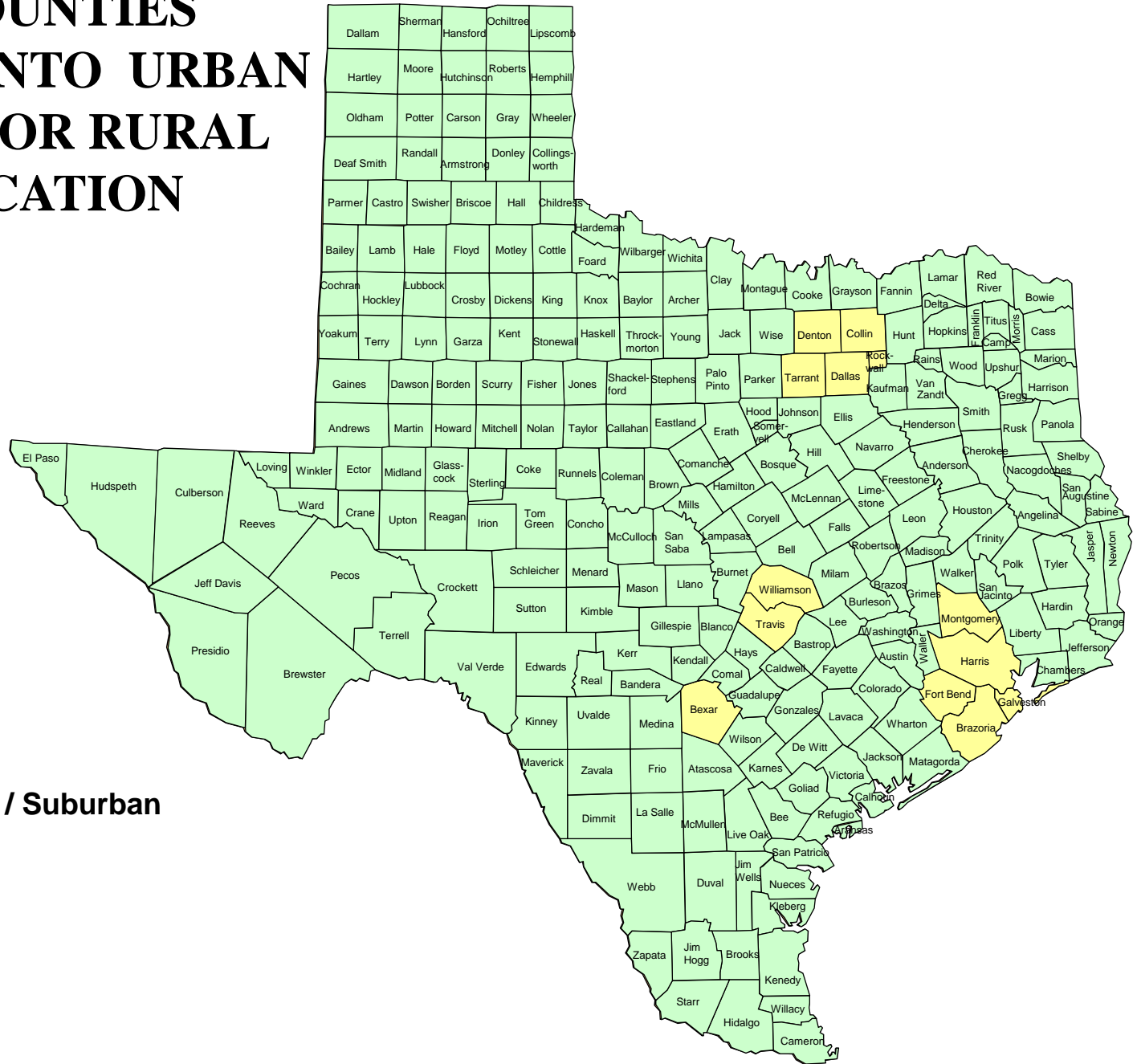
5% **East Texas Markets**

TEXAS COUNTIES SEGMENTED INTO URBAN / SUBURBAN OR RURAL CLASSIFICATION

**Percent of
Interviews**

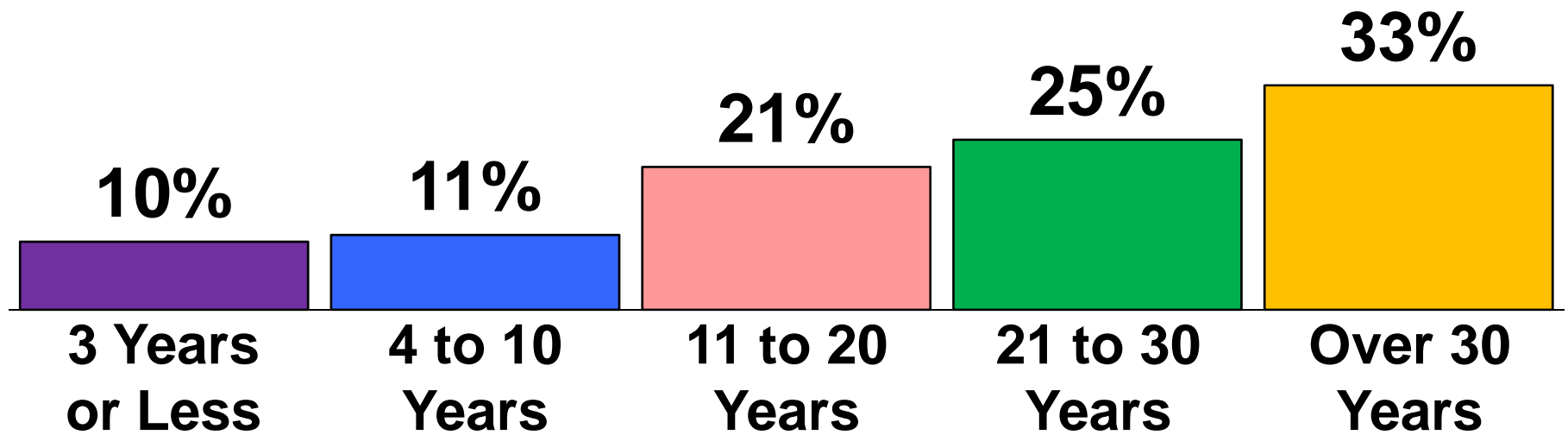
43% Rural

57% Urban / Suburban

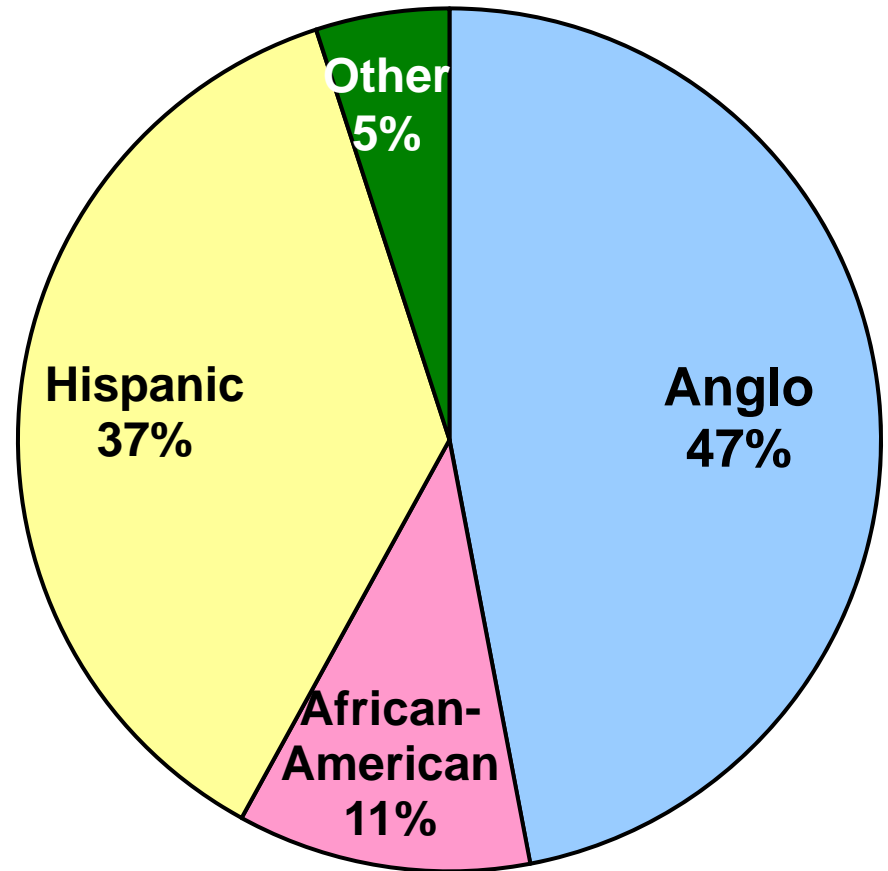
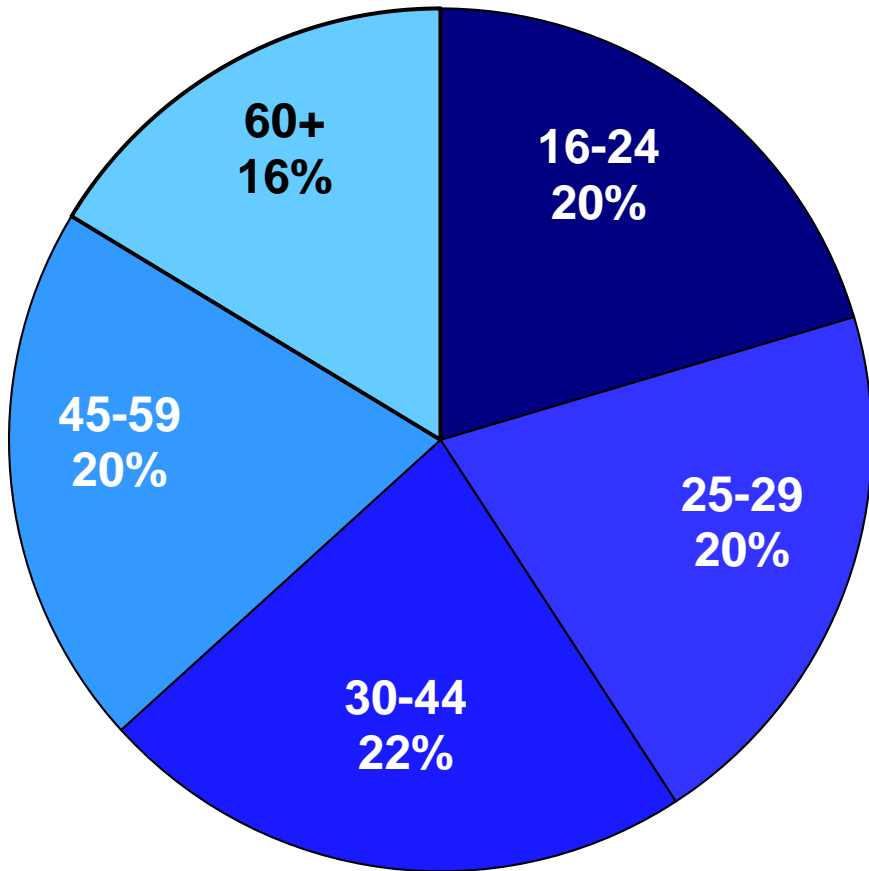


YEARS LIVED IN TEXAS

D2. How many years have you lived in Texas?

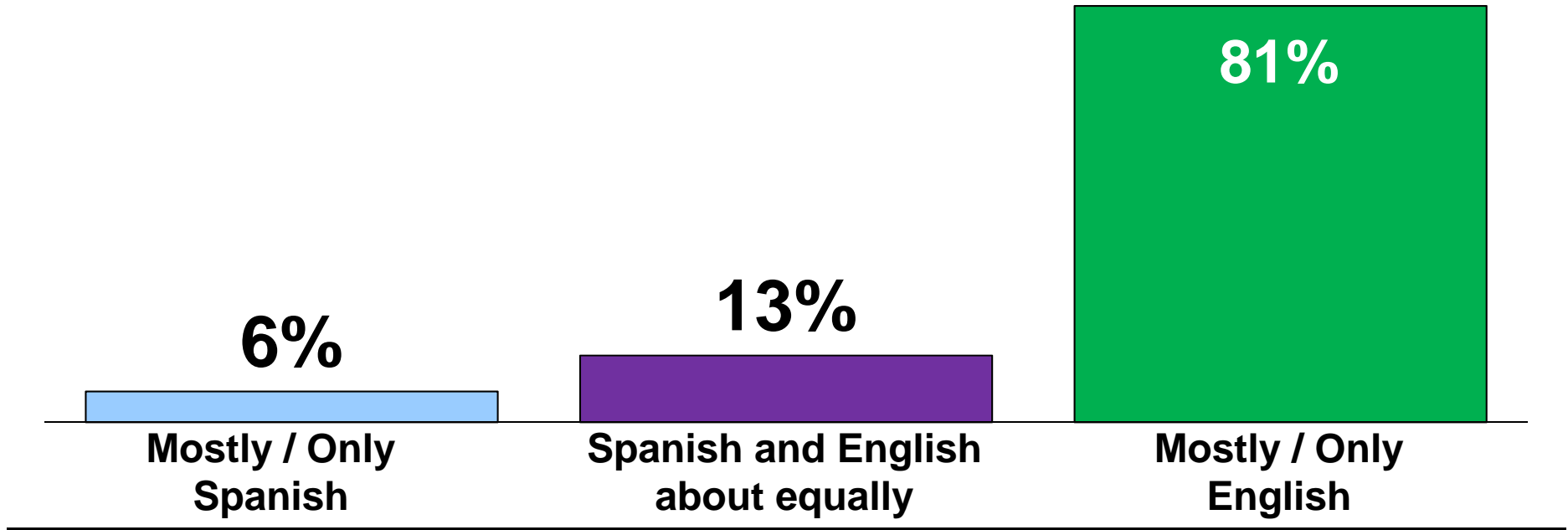


AGE & RACE



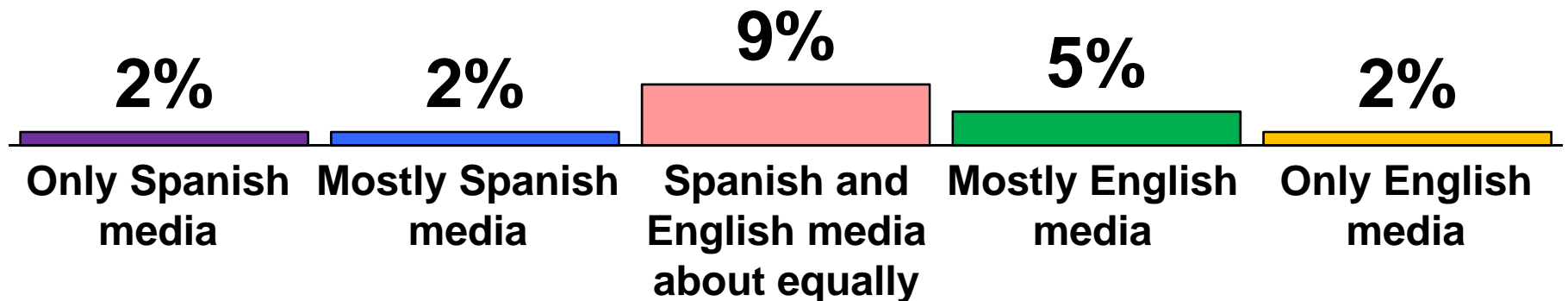
LANGUAGE

D3. At home, would you say you speak...?



D4. Thinking about television, radio, and magazines, would you say you watch, listen to, or read...?

(81% Not asked)



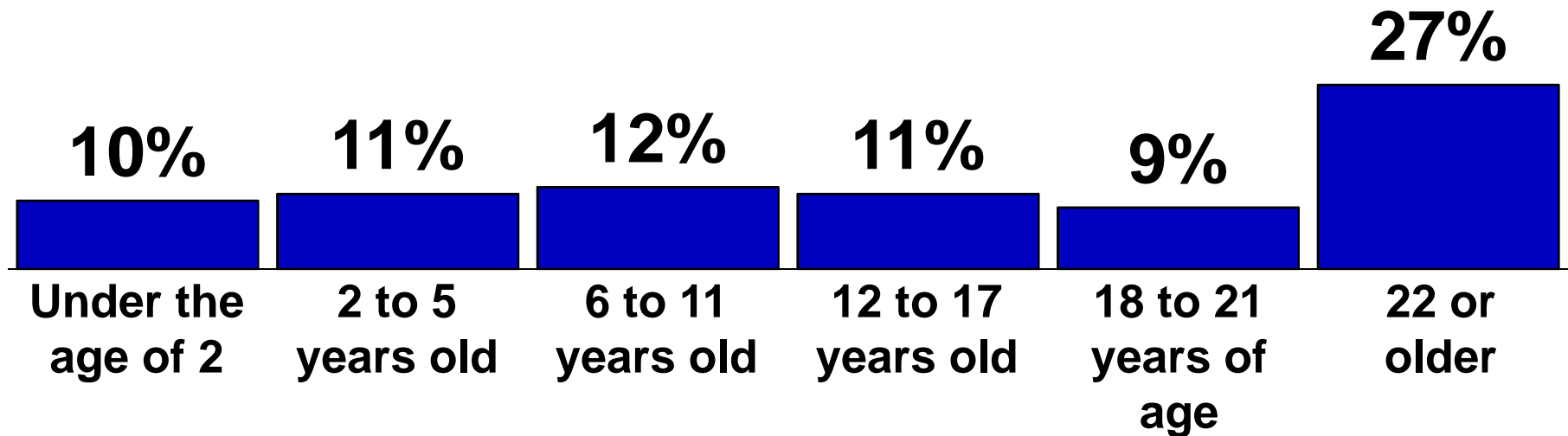
CHILDREN

S9. Do you have any children...

(% Yes)

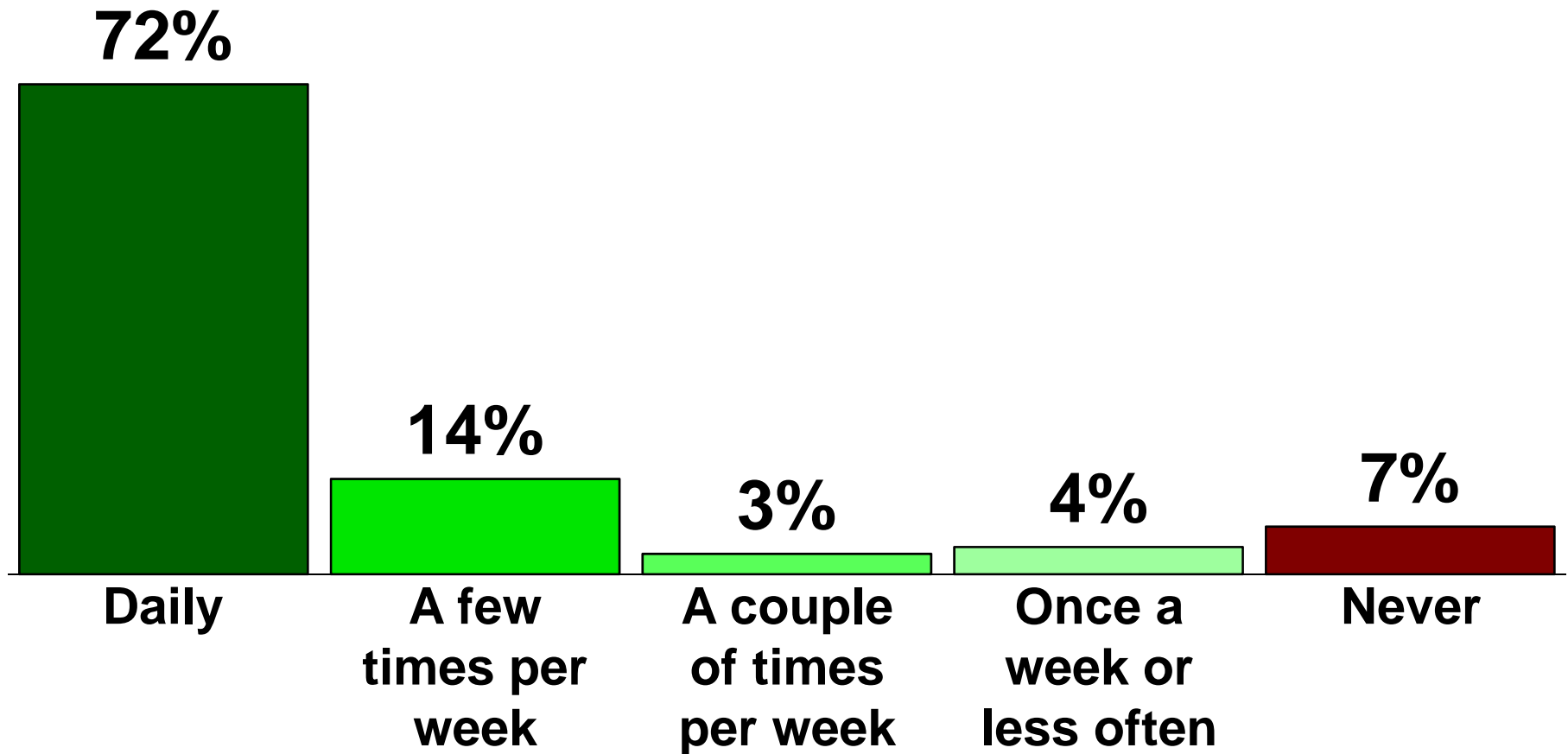
44% of respondents are parents

56% of respondents are not parents



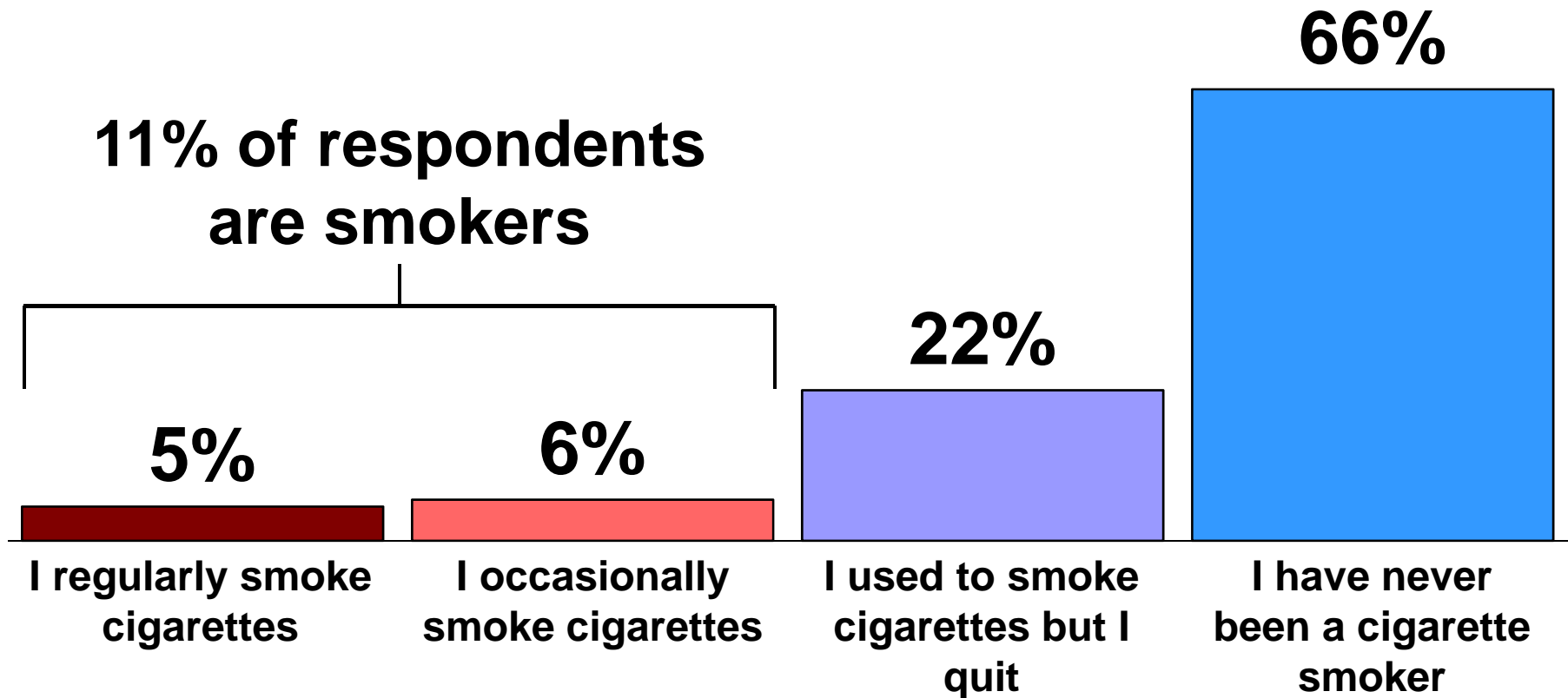
HOW OFTEN DRIVE A VEHICLE

S10. How often do you drive a vehicle?



TOBACCO USE

S13. Which best describes you?

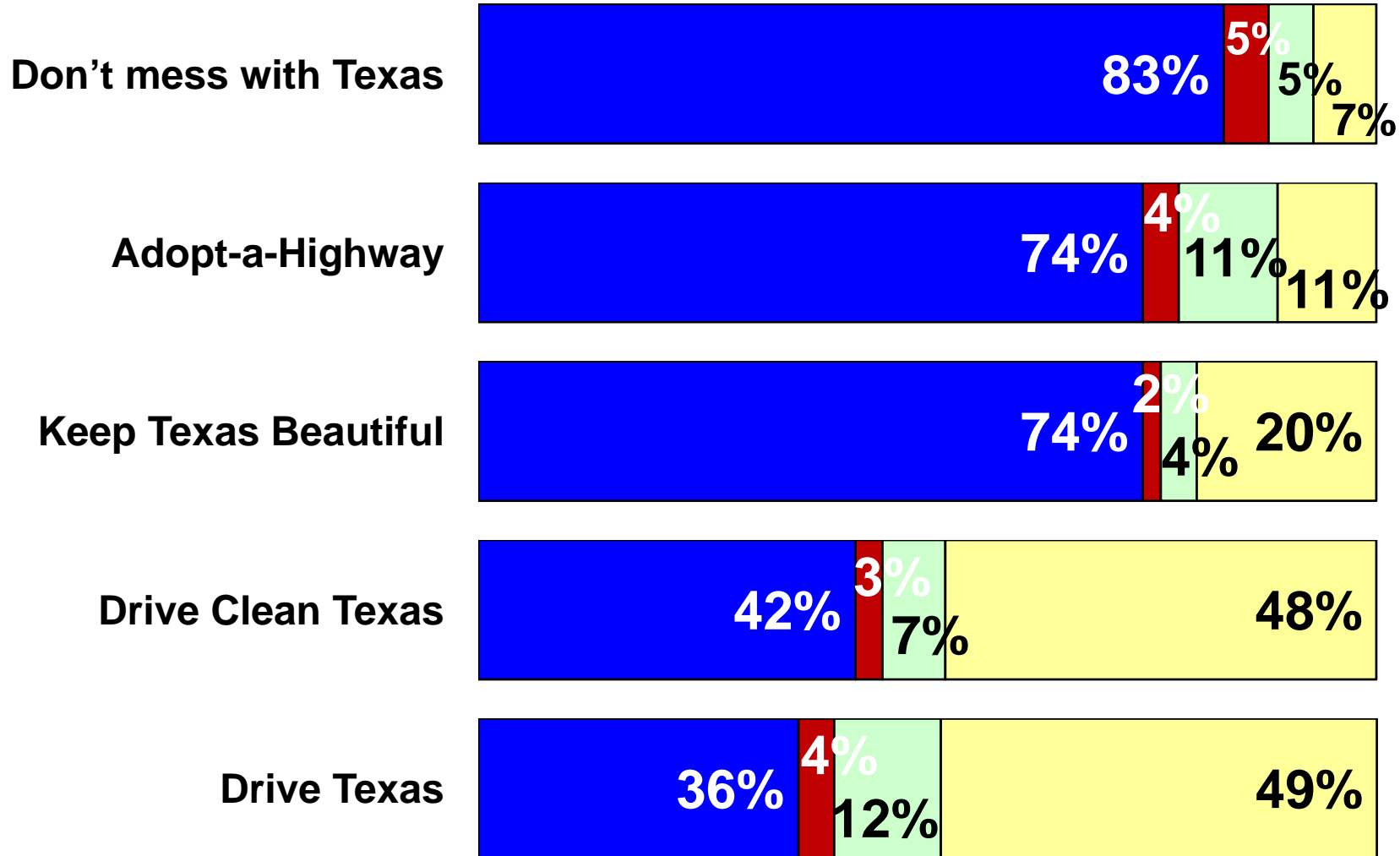


**Image & Awareness of
“Don’t Mess with Texas”**

NAME AWARENESS LEVELS

(Ranked by Positive % plus Negative %)

■ Heard of / Positive
 ■ Heard of / Negative
 ■ Heard of / No opinion
 ■ Never heard of



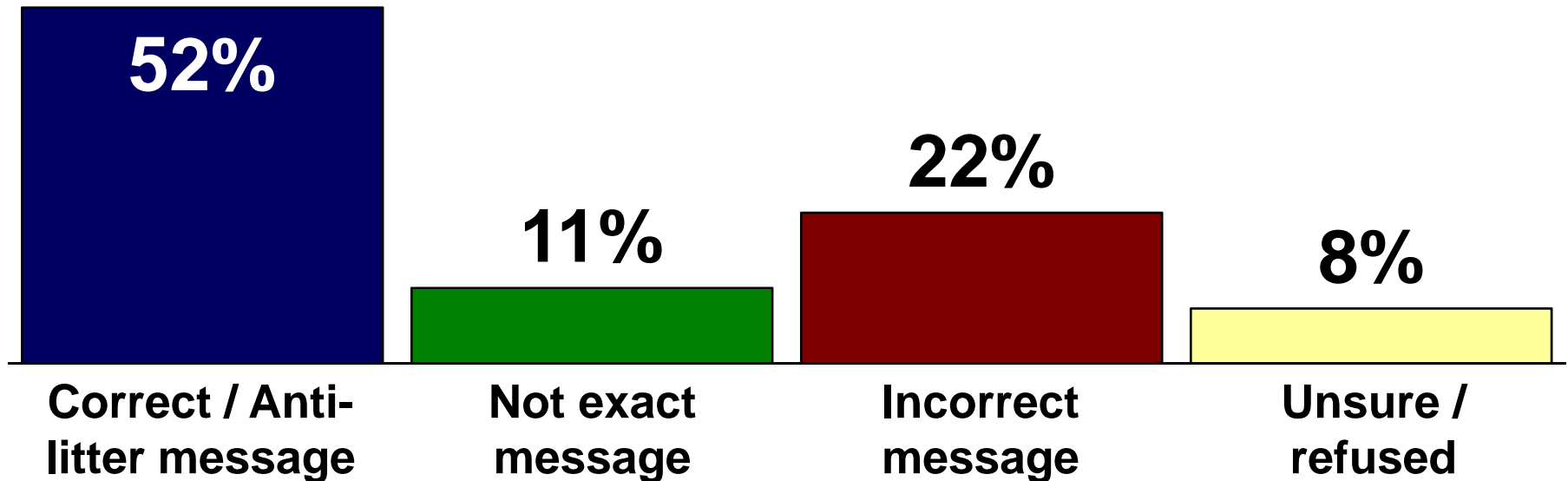
DON'T MESS WITH TEXAS IMAGE

	Base	Heard of & Positive / Strong	TOTAL POSITIVE	TOTAL NEGATIVE	Heard of & No opinion	Never heard of
Total	1075	68%	83%	5%	5%	7%
RAGE25 - AGE						
16-24	215	61%	79%	6%	8%	7%
25-29	217	68%	83%	6%	5%	6%
30-49	301	72%	87%	3%	5%	5%
50 & over	342	69%	81%	6%	4%	8%
RRACE - Race & Ethnicity						
Anglo	504	71%	87%	5%	5%	4%
African-American	115	57%	68%	7%	13%	12%
Hispanic	399	70%	84%	4%	3%	9%
Other	57	49%	73%	11%	11%	5%
RRD2 - How many years have you lived in Texas?						
3 Years or Less	103	36%	55%	15%	11%	19%
4 to 10 Years	120	46%	64%	12%	12%	12%
11 to 20 Years	225	65%	84%	3%	6%	7%
21 to 30 Years	270	75%	91%	4%	2%	3%
Over 30 Years	358	81%	91%	2%	3%	4%
LANGUAGE - Survey Language						
English	989	70%	85%	5%	6%	4%
Spanish	86	47%	60%	5%	4%	31%

DON'T MESS WITH TEXAS DESCRIPTION

Q7. In your own words, please describe what the slogan "Don't mess with Texas" means to you? (7% Not asked)

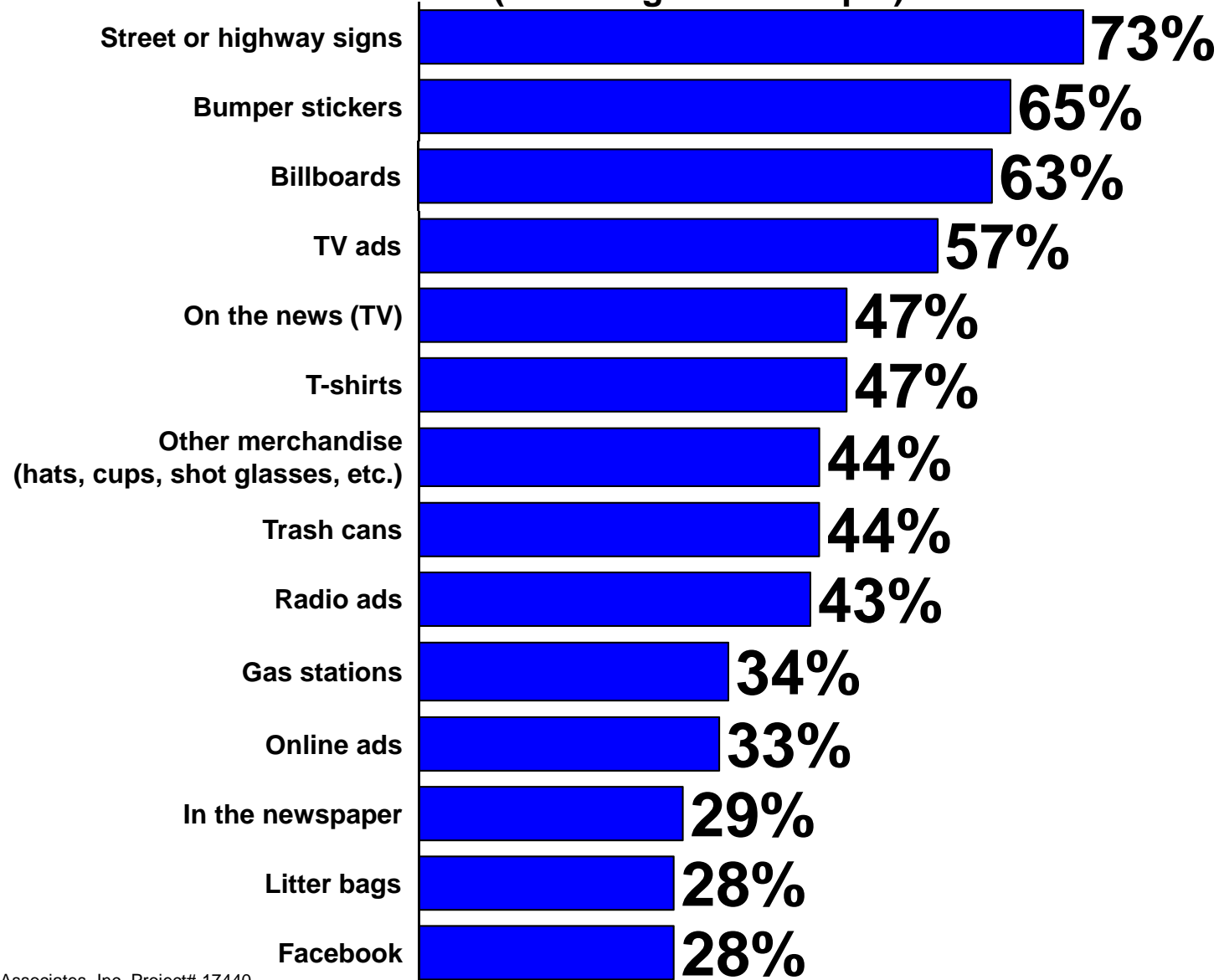
	Base	Correct / Anti-litter message	Not exact message	Incorrect message	Unsure / refused	Not asked
Total	1075	52%	11%	22%	8%	7%
RRD2 - How many years have you lived in Texas?						
3 Years or Less	103	47%	9%	18%	7%	19%
4 to 10 Years	120	47%	13%	21%	6%	12%
11 to 20 Years	225	48%	12%	24%	10%	7%
21 to 30 Years	270	53%	12%	23%	8%	3%
Over 30 Years	358	58%	10%	22%	7%	4%



S/R/H DON'T MESS WITH TEXAS - I

Q8 / Q9. In the past year or so, have you seen, read, or heard the slogan "Don't mess with Texas" from any of the following?

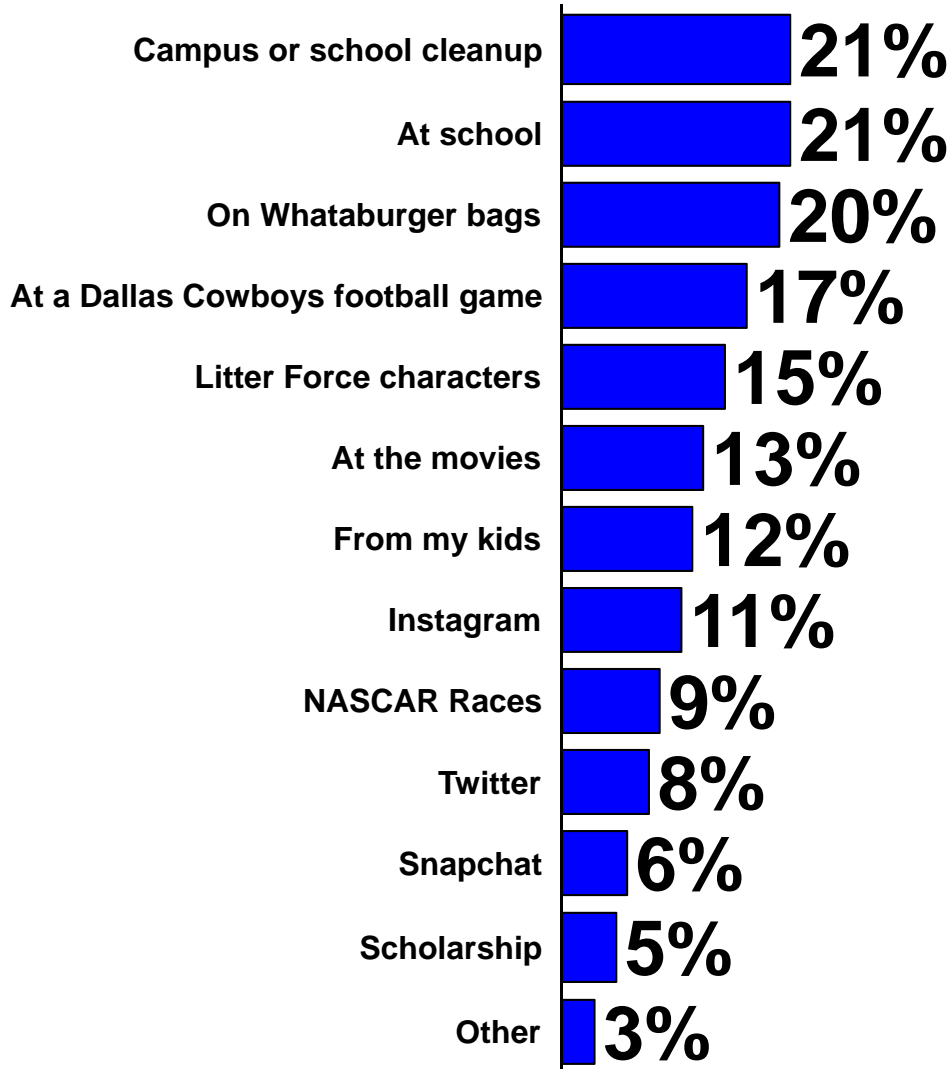
(% among Total Sample)



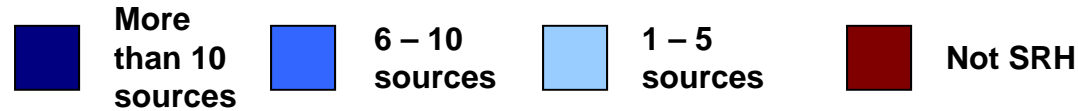
S/R/H DON'T MESS WITH TEXAS - II

Q8 / Q9. In the past year or so, have you seen, read, or heard the slogan "Don't mess with Texas" from any of the following?

(% among Total Sample)



NUMBER OF SOURCES SRH IN Q8 & Q9



	Base	More than 10 sources	6 - 10 sources	1 - 5 sources	Not SRH
Total	1075	32%	31%	28%	10%
RAGE25 - AGE					
16-24	215	39%	33%	19%	8%
25-29	217	40%	32%	20%	8%
30-49	301	31%	31%	31%	7%
50 & over	342	22%	29%	35%	14%
AGEEDU30 - AGE / EDUCATION					
16-29/not coll grad	282	37%	35%	21%	8%
16-29/coll grad	150	46%	29%	17%	9%
30+/not coll grad	282	30%	30%	27%	13%
30+/coll grad	361	23%	30%	38%	9%
RRD2 - How many years have you lived in Texas?					
3 Years or Less	103	20%	21%	32%	27%
4 to 10 Years	120	28%	33%	26%	13%
11 to 20 Years	225	39%	28%	25%	8%
21 to 30 Years	270	40%	31%	24%	5%
Over 30 Years	358	26%	34%	32%	8%

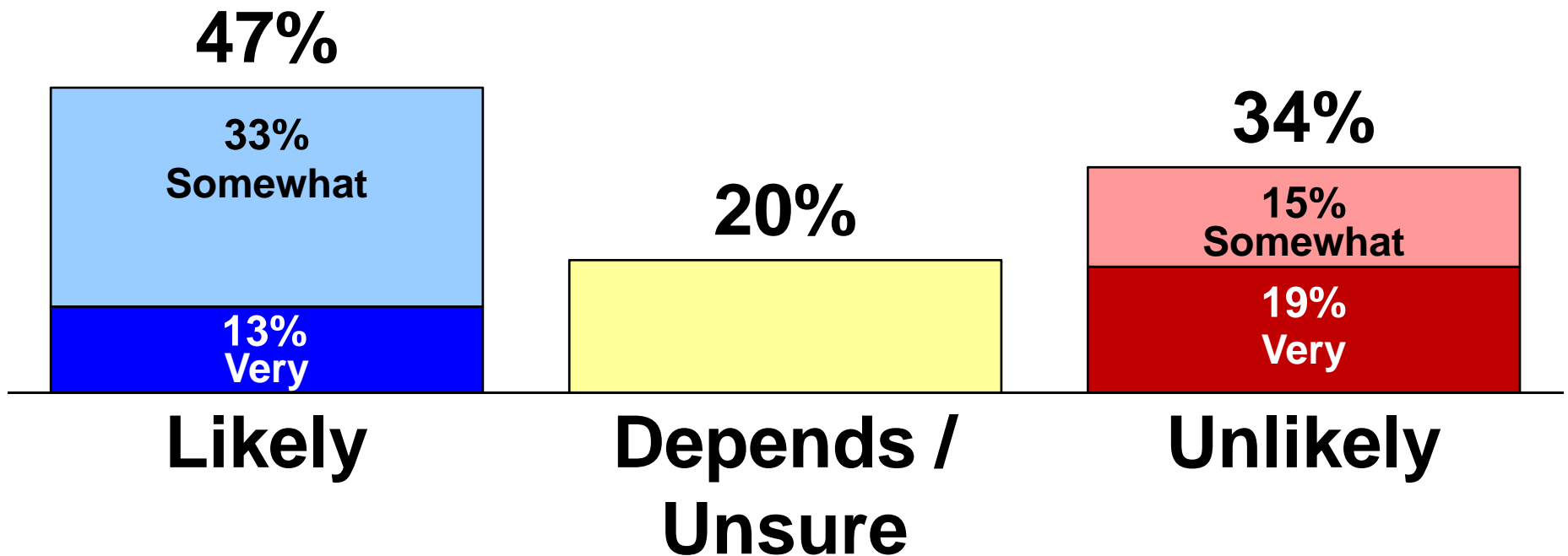
DON'T MESS WITH TEXAS IMAGE

By Seen, Read, or Heard

	Base	Heard of & Positive / Strong	TOTAL POSITIVE	TOTAL NEGATIVE	Heard of & No opinion	Never heard of
Total	1075	68%	83%	5%	5%	7%
SRH - Yes responses on Q8-Q9 series						
More than 10 sources	339	↑ 81%	93%	4%	2%	0%
6 - 10 sources	333	↑ 75%	90%	5%	5%	0%
1 - 5 sources	298	↑ 63%	84%	7%	9%	0%
Not SRH	104	18%	24%	3%	5%	67%
R7 - Describe what the slogan "Don't mess with Texas" means to you?						
Correct / Anti-litter message	562	75%	89%	5%	6%	0%
Not exact message	122	74%	94%	3%	3%	0%
Incorrect message	238	68%	87%	6%	7%	0%
Unsure / refused	83	68%	84%	8%	8%	0%

LIKELIHOOD OF PARTICIPATION

Q10. Would you be likely or unlikely to participate in a volunteer program to pick up litter on Texas highways?



LIKELIHOOD OF PARTICIPATION

Q10. Would you be likely or unlikely to participate in a volunteer program to pick up litter on Texas highways?

	Base	TOTAL LIKELY	TOTAL UNLIKELY	DEPENDS / UNSURE	NET LIKELY
Total	1075	47%	34%	20%	13%
RAGE25 - AGE					
16-24	215	48%	25%	26%	23%
25-29	217	55%	26%	20%	29%
30-49	301	47%	34%	18%	13%
50 & over	342	40%	44%	16%	-3%
RR9630 - Age / Gender					
Male / 16-29	225	48%	26%	26%	22%
Male / 30-49	134	47%	37%	16%	10%
Male / 50+	175	41%	46%	13%	-5%
Female / 16-29	207	55%	25%	20%	30%
Female / 30-49	167	48%	32%	20%	15%
Female / 50+	166	39%	41%	19%	-2%
RRACE - Race & Ethnicity					
Anglo	504	42%	38%	19%	4%
African-American	115	57%	17%	27%	40%
Hispanic	399	47%	34%	18%	13%
Other	57	59%	23%	18%	36%

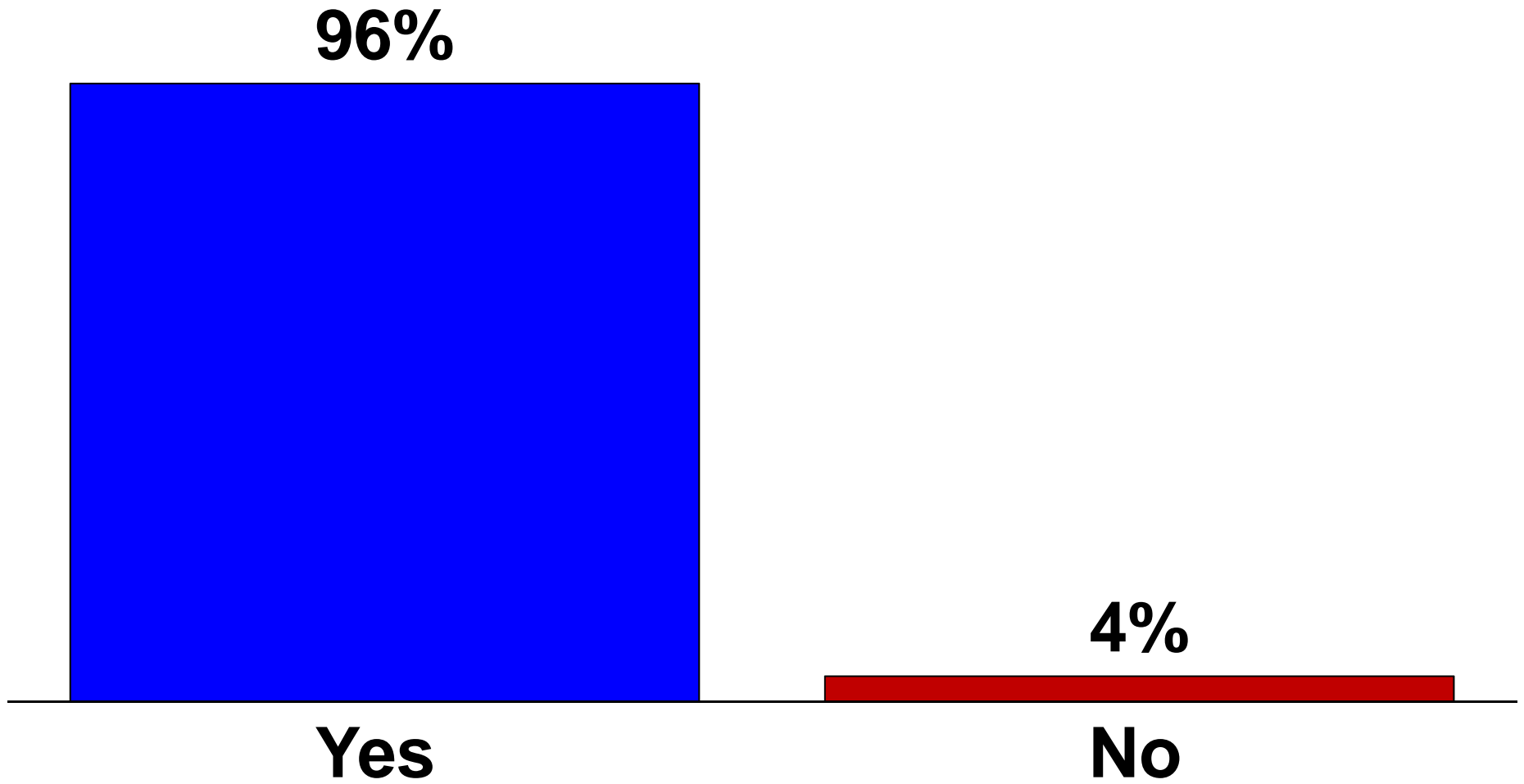
LIKELIHOOD OF PARTICIPATION

Q10. Would you be likely or unlikely to participate in a volunteer program to pick up litter on Texas highways?

	Base	TOTAL LIKELY	TOTAL UNLIKELY	DEPENDS / UNSURE	NET LIKELY
Total	1075	47%	34%	20%	13%
INCOME - Annual HH Income					
Under \$20,000	112	39%	34%	27%	5%
\$20,000-\$39,999	177	51%	29%	20%	23%
\$40,000-\$59,999	157	53%	31%	16%	21%
\$60,000-\$79,999	138	48%	35%	17%	12%
\$80,000-\$99,999	123	52%	36%	12%	16%
\$100,000 & over	255	43%	39%	18%	3%
Unsure / refused	113	40%	27%	33%	13%
SRH - Yes responses on Q8-Q9 series					
More than 10 sources	339	63%	20%	16%	43%
6 - 10 sources	333	45%	34%	21%	10%
1 - 5 sources	298	39%	40%	21%	-1%
Not SRH	104	21%	57%	22%	-35%
R7 - Describe what the slogan "Don't mess with Texas" means to you?					
Correct / Anti-litter message	562	48%	33%	19%	15%
Not exact message	122	55%	25%	20%	30%
Incorrect message	238	45%	34%	21%	11%
Unsure / refused	83	48%	35%	17%	13%
Not asked	70	26%	51%	22%	-25%

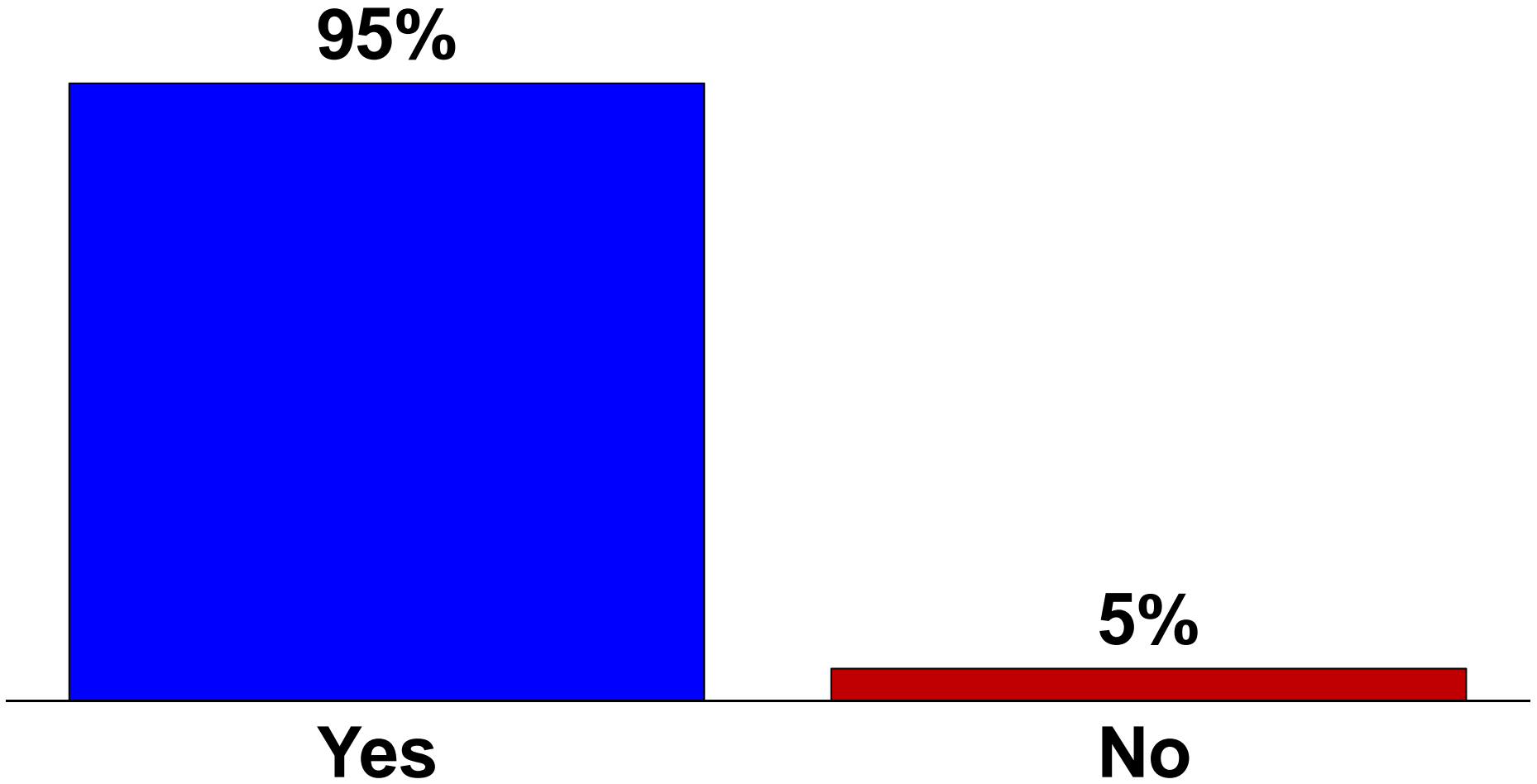
SUPPORT DON'T MESS WITH TEXAS

Q12. Overall, do you support the “Don’t mess with Texas” litter prevention campaign?



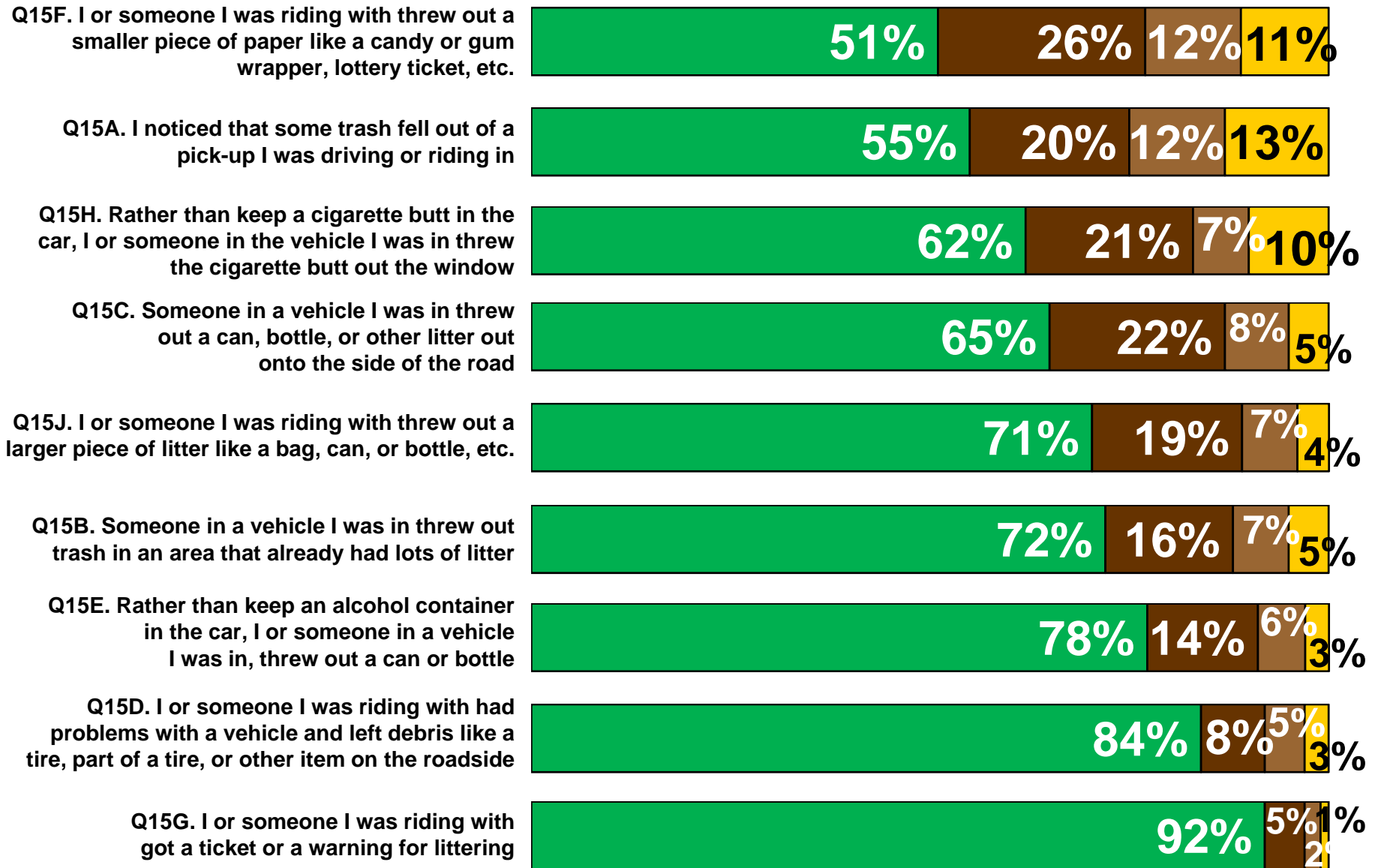
LITTER PREVENTION CAMPAIGN CONTINUE

Q13. Just based on your own feelings, would you like to see the “Don’t mess with Texas” litter prevention campaign continue?

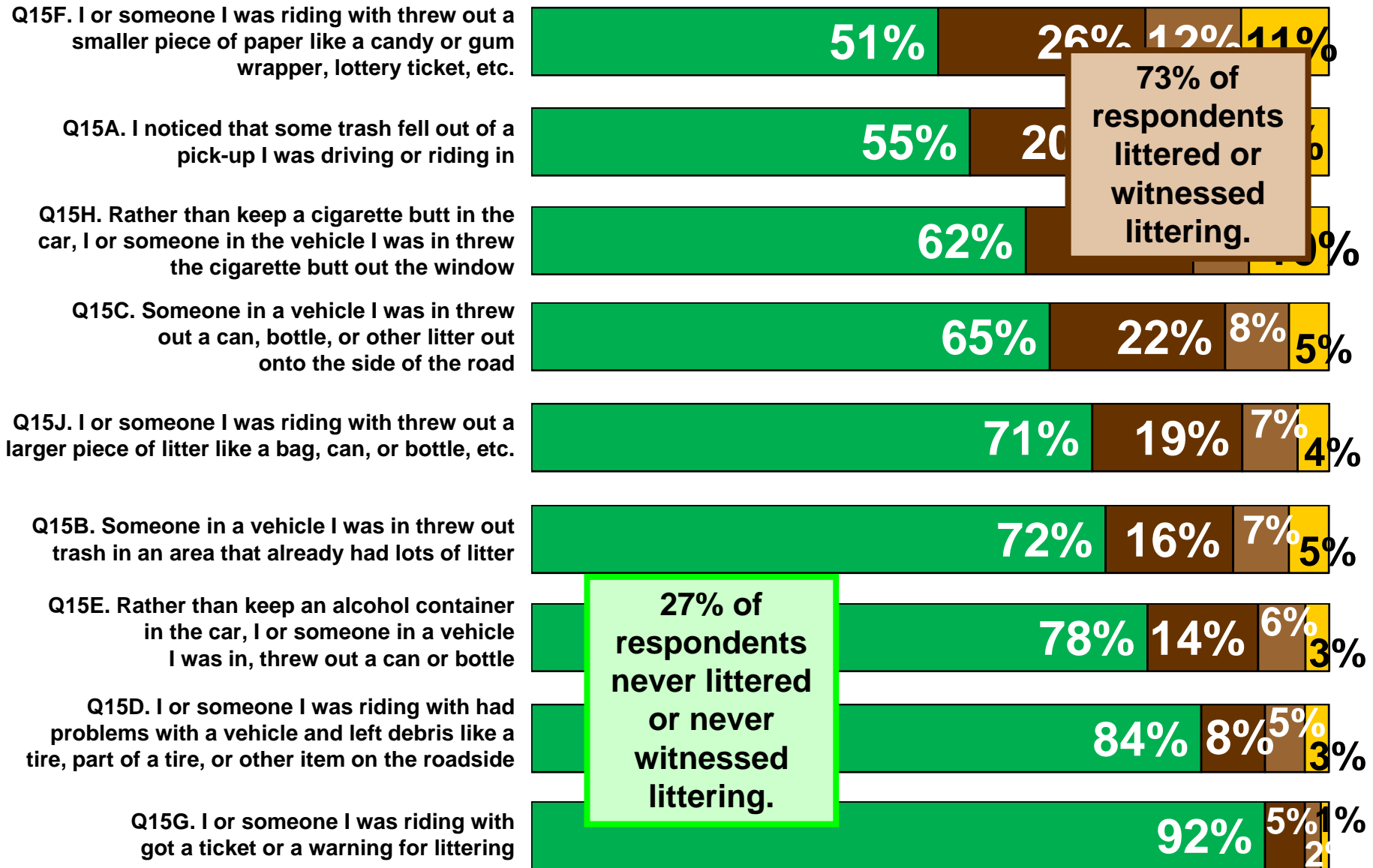


Littering Behavior

WHEN & HOW LITTERING HAPPENED



WHEN & HOW LITTERING HAPPENED



LITTERING OR WITNESSING LITTERING

LITTERER
(from Q15)

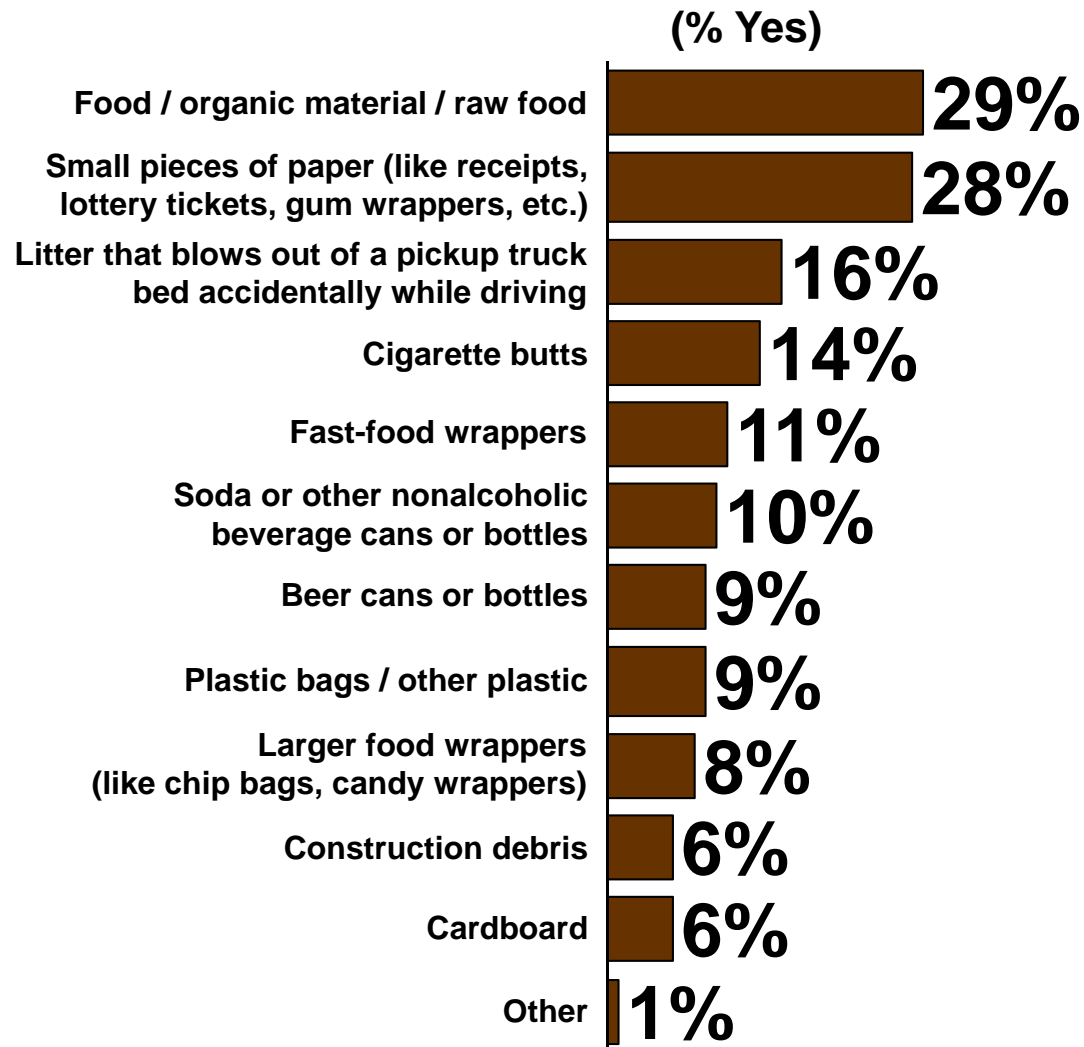


RECLITTR
(from Q15)



TYPES OF LITTER YOU DISCARDED

Q16. Indicate if **you, yourself** discarded the following items as litter in the **past month** either by accident or because you didn't think it was a major piece of litter or you were messing around. This could be while driving, walking, or any other occasion.



LITTERING OR WITNESSING LITTERING

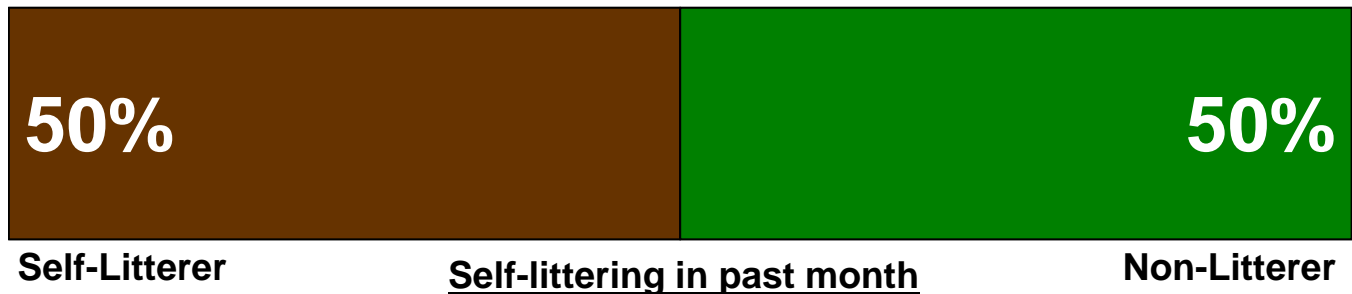
LITTERER
(from Q15)



RECLITTR
(from Q15)



YOULITTER
(from Q16)



	Base	Self-Litterer	Non-Litterer
Total	1075	50%	50%
RRRRDMA - 2016 TEXAS MEDIA MARKETS			
Dallas-Ft. Worth	286	54%	46%
Houston	250	51%	49%
Austin/Waco/Bryan	115	54%	46%
San Ant/South/EI Pas	287	44%	56%
West Texas markets	79	60%	40%
East Texas markets	58	41%	59%
TXURBAN - 2016 TX URBAN/SUBURBAN VS. RURAL COUNTIES			
Urban/suburban	609	51%	49%
Rural	466	50%	50%
TXURB30 - TX URBAN/SUB vs. RURAL & AGE			
Urban/sub / 16-29	243	69%	31%
Urban/sub / 30+	366	39%	61%
Rural / 16-29	190	58%	42%
Rural / 30+	276	44%	56%
RAGE25 - AGE			
16-24	215	68%	32%
25-29	217	60%	40%
30-49	301	50%	50%
50 & over	342	33%	67%
RAGE30 - Age			
16-29	432	64%	36%
30-49	301	50%	50%
50 and over	342	33%	67%
GENDER - Gender			
Male	535	51%	49%
Female	540	49%	51%

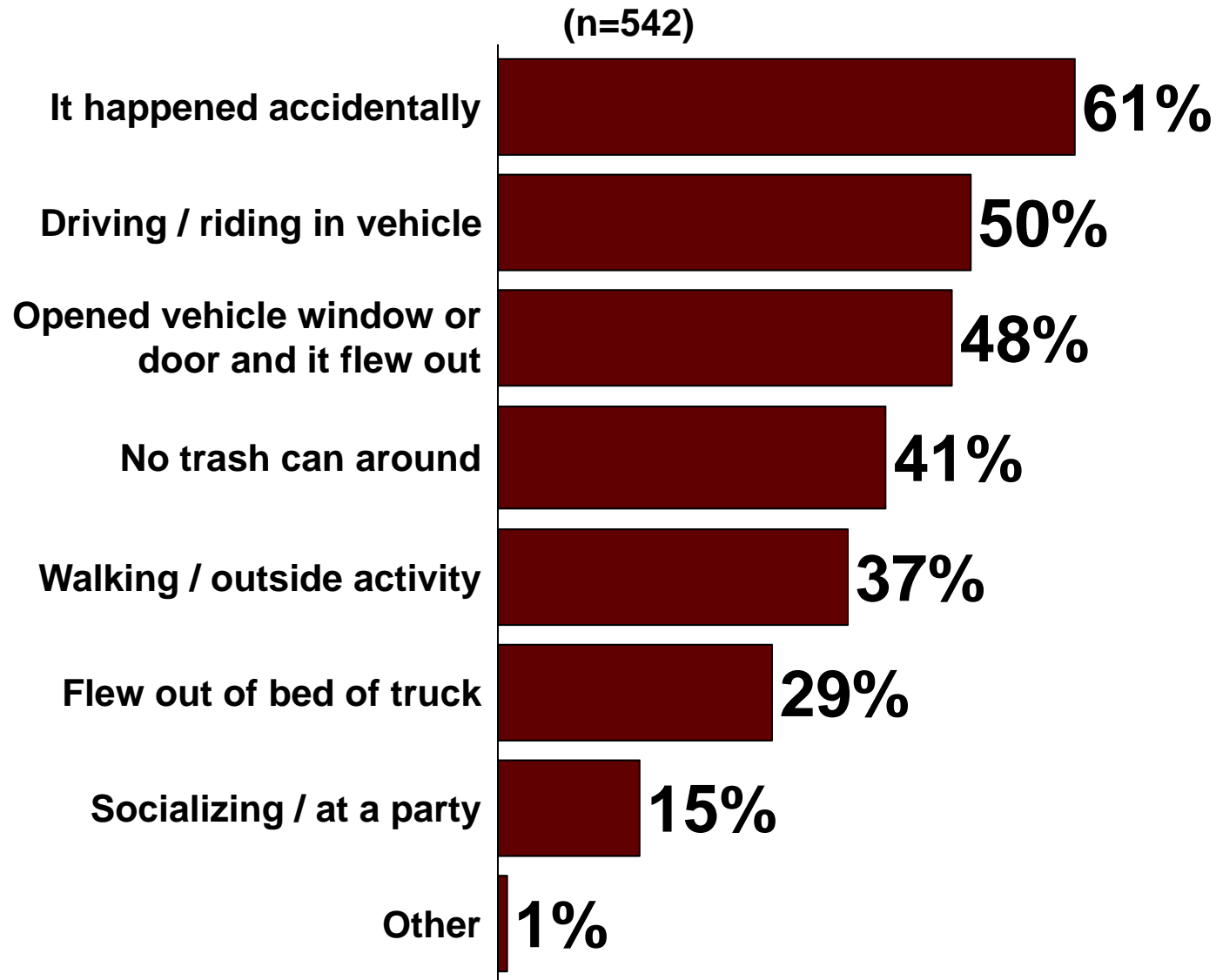
	Base	Self-Litterer	Non-Litterer
Total	1075	50%	50%
SEX2 - Gender / Employment			
Male / Employed	356	56%	44%
Male / Not employed	179	42%	58%
Female / Employed	283	56%	44%
Female / Not employed	257	42%	58%
RR9630 - Age / Gender			
Male / 16-29	225	64%	36%
Male / 30-49	134	55%	45%
Male / 50+	175	32%	68%
Female / 16-29	207	64%	36%
Female / 30-49	167	47%	53%
Female / 50+	166	34%	66%
RRACE - Race & Ethnicity			
Anglo	504	47%	53%
African-American	115	53%	47%
Hispanic	399	54%	46%
Other	57	50%	50%
RACAGE30 - ETHNICITY/AGE			
Under 30 / Anglo	144	59%	41%
30+ / Anglo	360	42%	58%
Under 30 / Afr-Am	76	57%	43%
30+ / Afr-Am	39	45%	55%
Under 30 / Hispanic	175	71%	29%
30+ / Hispanic	224	40%	60%
Other	57	50%	50%
RRD2 - How many years have you lived in Texas?			
3 Years or Less in TX	103	40%	60%
4 to 10 Years in TX	120	47%	53%
11 to 20 Years in TX	225	60%	40%
21 to 30 Years in TX	270	57%	43%
Over 30 Years in TX	358	44%	56%

	Base	Self-Litterer	Non-Litterer
Total	1075	50%	50%
INCOME - Annual HH Income			
Under \$20,000	112	46%	54%
\$20,000-\$39,999	177	59%	41%
\$40,000-\$59,999	157	53%	47%
\$60,000-\$79,999	138	52%	48%
\$80,000-\$99,999	123	53%	47%
\$100,000 & over	255	48%	52%
Unsure / refused	113	38%	62%
RINC60 - Annual HH Income			
Below \$60,000	446	53%	47%
Above \$60,000	516	50%	50%
Unsure / Refused	113	38%	62%
AG30IN60 - AGE / HH INCOME			
16-29/under \$60K	241	67%	33%
16-29/\$60K or over	131	65%	35%
30+/under \$60K	205	38%	62%
30+/\$60K or over	385	45%	55%
Income unknown	113	38%	62%
RCOLL - EDUCATION			
No college	296	52%	48%
Some college	268	54%	46%
College graduate	347	48%	52%
Post graduate	164	46%	54%
AGEEDU30 - AGE / EDUCATION			
16-29/not coll grad	282	67%	33%
16-29/coll grad	150	60%	40%
30+/not coll grad	282	40%	60%
30+/coll grad	361	42%	58%
RS10 - How often drive a vehicle?			
Drive Daily	772	51%	49%
Drive Less than daily	226	52%	48%
Drive Never	77	41%	59%

	Base	Self-Litterer	Non-Litterer
Total	1075	50%	50%
RCHILD - Children			
Has Children	603	48%	52%
No Children	472	53%	47%
RFAMILY - Gender / Children			
Male with kids	271	49%	51%
Male w/o kids	263	54%	46%
Female with kids	331	47%	53%
Female w/o kids	209	53%	47%
SMOKER - Tobacco Use			
Smokes	123	69%	31%
Used to smoke, but quit	238	48%	52%
Never been smoker	714	48%	52%
R23 - Have you seen your parents or guardians litter?			
Not seen parents litter	715	40%	60%
Seen parents litter	360	71%	29%
Q24 - Have your parents or guardians told you not to litter?			
Parents told me not to litter	789	50%	50%
Parents never told me not to	286	51%	49%
Q26 - Have you ever seen your children litter?			
Seen my child litter	180	63%	37%
Have not seen my child litter	423	42%	58%
LANGUAGE - Survey Language			
English	989	51%	49%
Spanish	86	38%	62%
D3 - At home, would you say you speak...?			
Mostly / Only Spanish	66	40%	60%
Spanish and English about equally	139	59%	41%
Mostly / Only English	869	50%	50%

CIRCUMSTANCES OF LITTERING

Q17. **IF YES IN PREVIOUS QUESTION:** As best as you can recall, indicate if the following circumstances apply to the last time you discarded an item as litter.

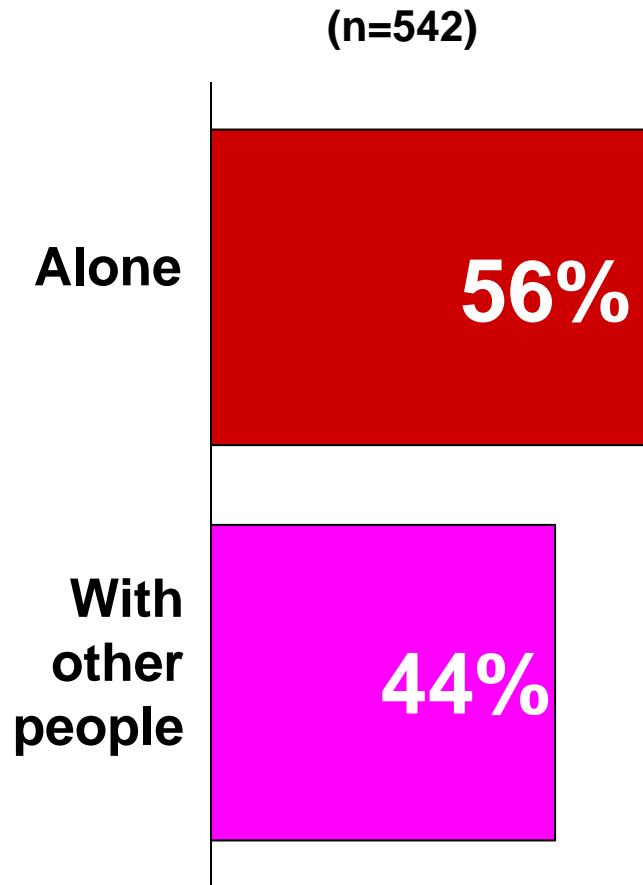


CIRCUMSTANCES OF LITTERING

	Base	Q17A - Driving / riding in vehicle	Q17B - Walking / outside activity	Q17C - No trash can around	Q17D - Opened vehicle window or door and it	Q17E - Flew out of bed of truck	Q17F - Socializing / at a party	Q17G - It happened accidentally
Total	542	50%	37%	41%	48%	29%	15%	61%
TXURBAN - 2016 TX URBAN/SUBURBAN VS. RURAL COUNTIES								
Urban/suburban	309	51%	40%	40%	46%	26%	15%	60%
Rural	233	50%	33%	41%	52%	32%	15%	63%
RAGE25 - AGE								
16-24	146	50%	56%	56%	58%	28%	32%	67%
25-29	131	49%	45%	42%	41%	28%	12%	57%
30-49	152	53%	28%	36%	51%	32%	12%	62%
50 & over	113	48%	17%	25%	42%	27%	1%	57%
RINC60 - Annual HH Income								
Below \$60,000	239	50%	43%	46%	51%	27%	19%	64%
Above \$60,000	260	51%	31%	33%	47%	32%	10%	59%
Unsure / Refused	43	45%	42%	55%	47%	21%	22%	63%

ALONE vs. WITH OTHER PEOPLE

Q18. When you discarded the most recent item as litter, were you...

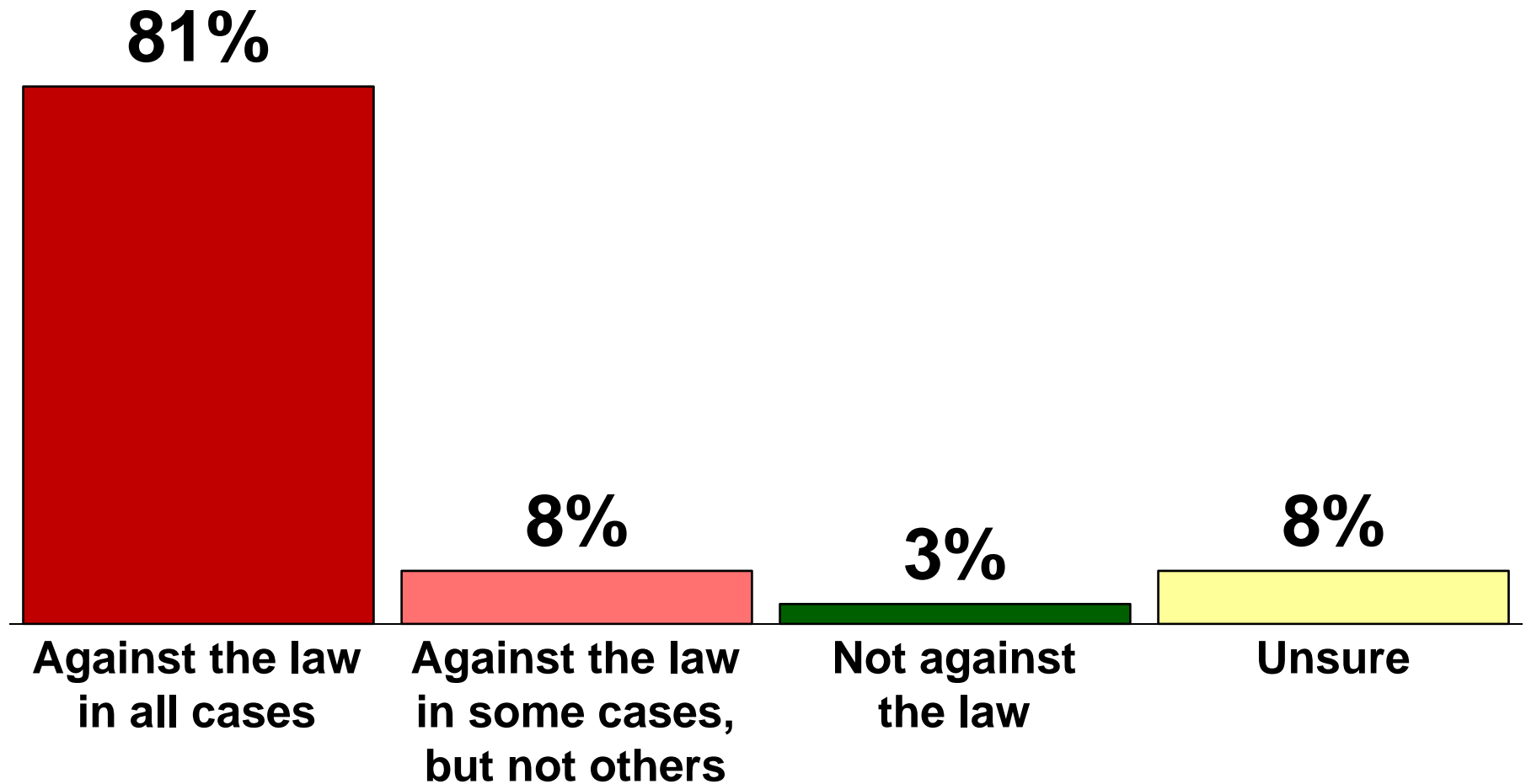


	Base	Alone	With other people
Total	542	56%	44%
TXURB30 - TX URBAN/SUB vs. RURAL & AGE			
Urban/sub / 16-29	167	51%	49%
Urban/sub / 30+	142	71%	29%
Rural / 16-29	111	41%	59%
Rural / 30+	122	61%	39%
RAGE25 - AGE			
16-24	146	43%	57%
25-29	131	51%	49%
30-49	152	61%	39%
50 & over	113	73%	27%
INCOME - Annual HH Income			
Under \$20,000	51	38%	62%
\$20,000-\$39,999	104	59%	41%
\$40,000-\$59,999	83	59%	41%
\$60,000-\$79,999	72	55%	45%
\$80,000-\$99,999	65	64%	36%
\$100,000 & over	123	63%	37%
Unsure / refused	43	38%	62%
RCOLL - EDUCATION			
No college	155	47%	53%
Some college	144	53%	47%
College graduate	166	60%	40%
Post graduate	76	74%	26%

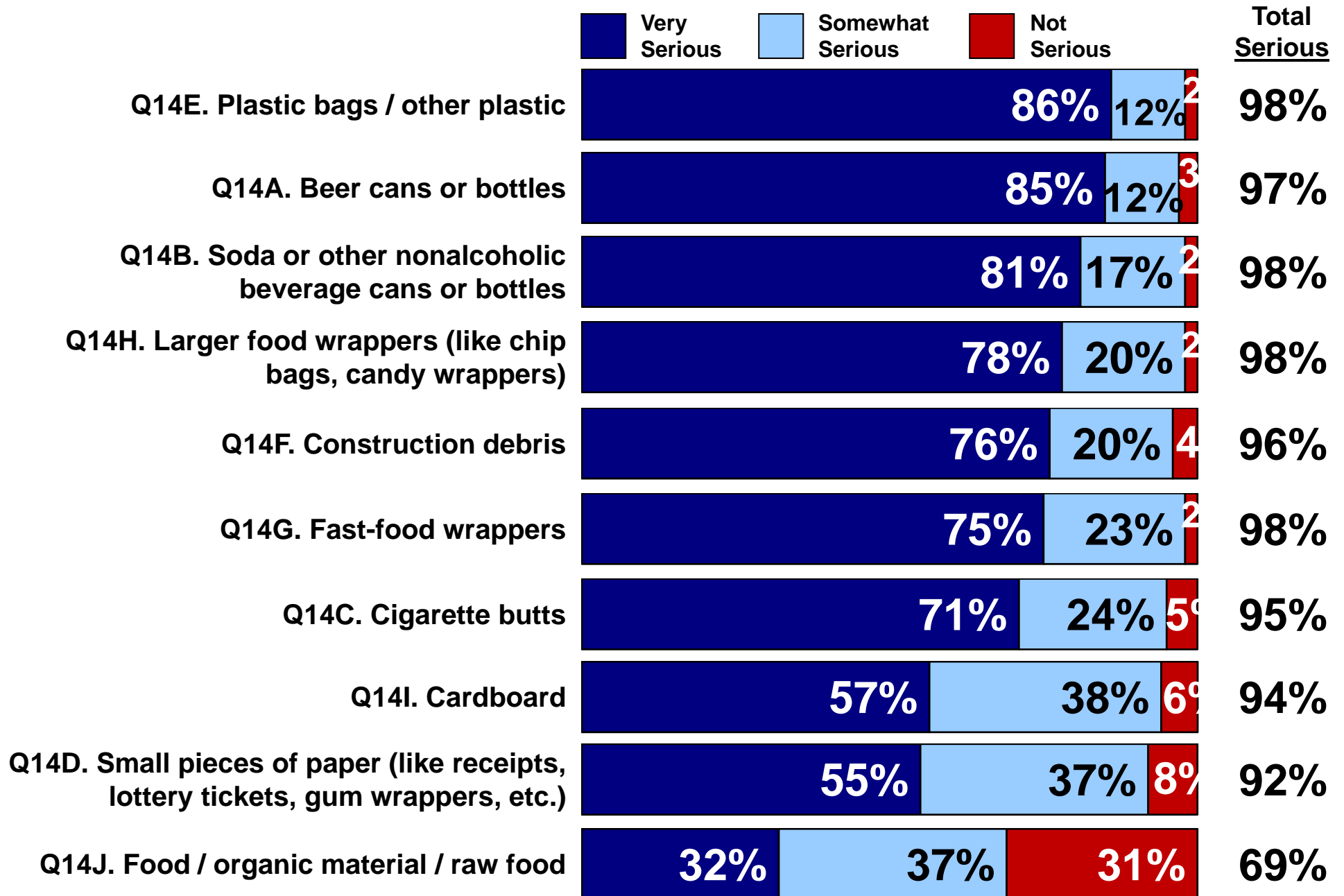
Attitudes about litter

LITTERING AGAINST THE LAW

Q11. To the best of your knowledge, is littering in Texas...?



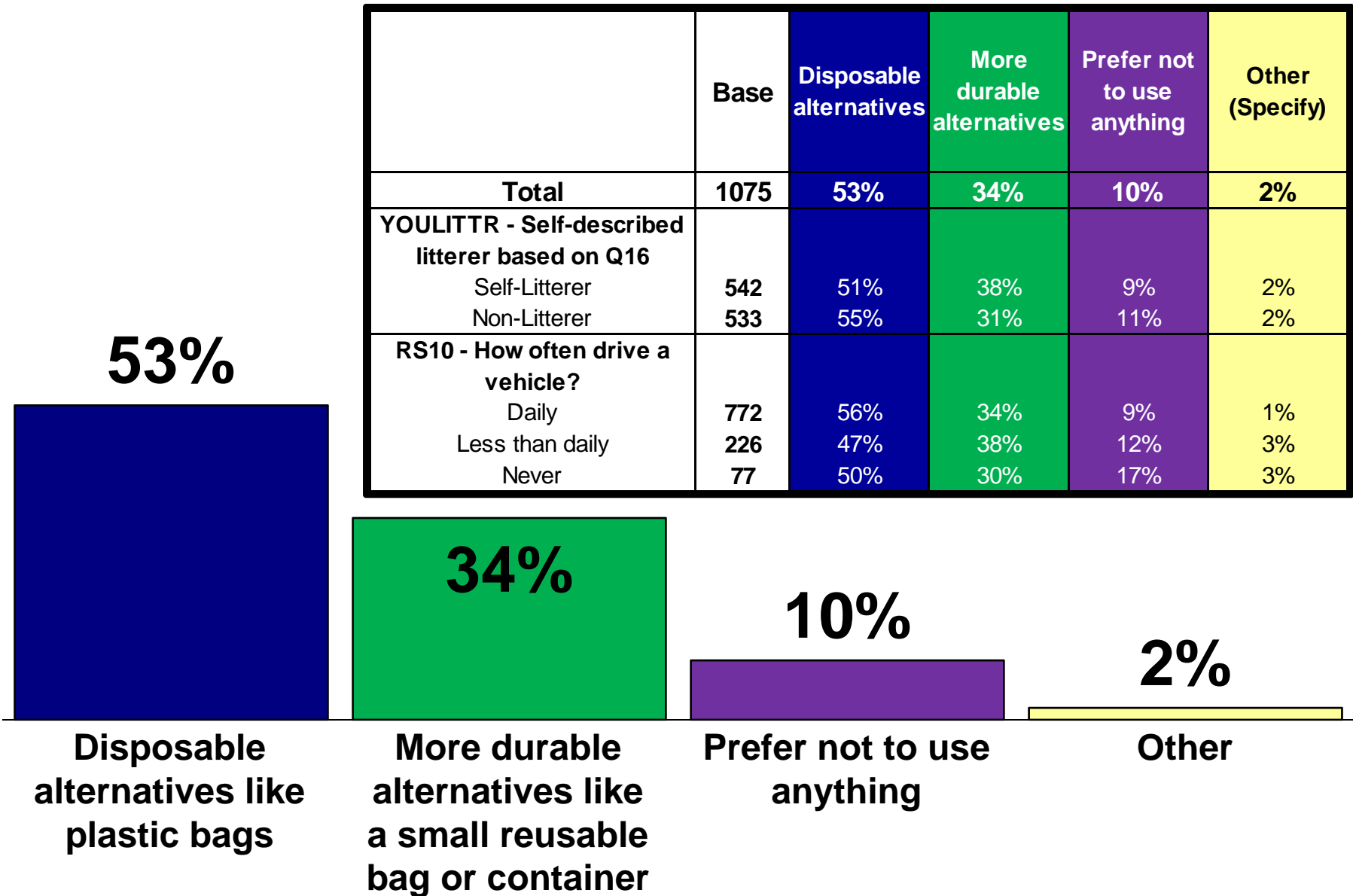
SERIOUSNESS IN TERMS OF LITTER



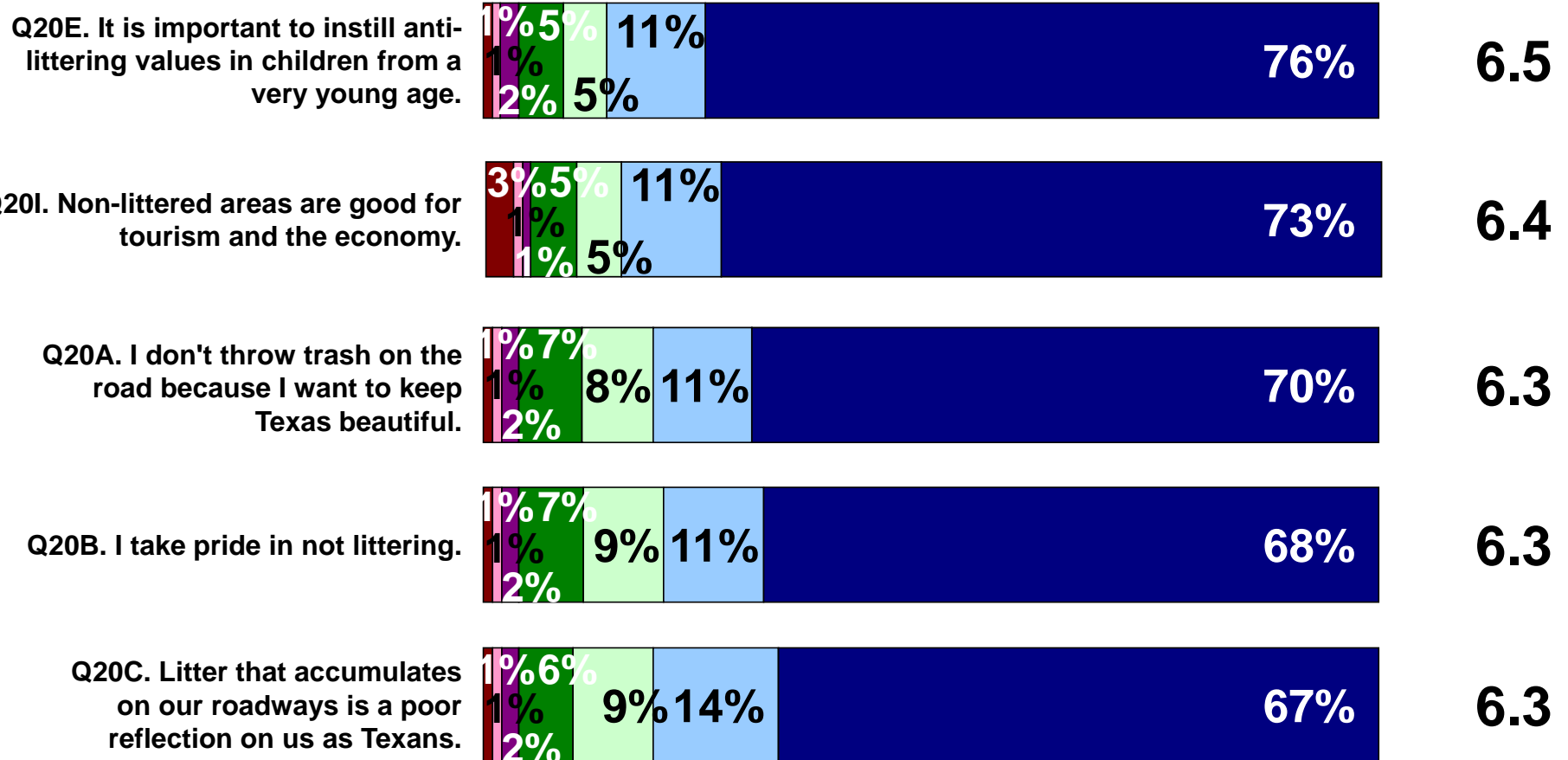
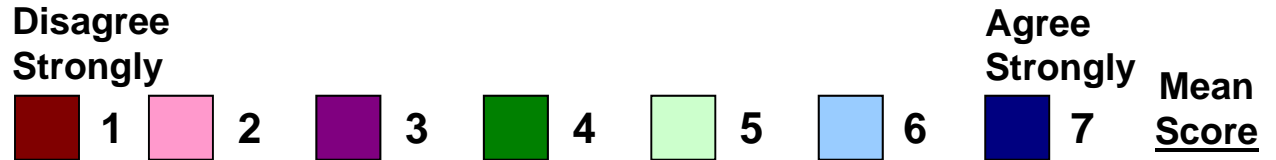
Percentage Very Serious	Base	Q14A - Beer cans or bottles	Q14B - Soda or other nonalcoholic beverage cans or	Q14C - Cigarette butts	Q14D - Small pieces of paper	Q14E - Plastic bags / other plastic	Q14F - Construction debris	Q14G - Fast-food wrappers	Q14H - Larger food wrappers	Q14I - HCardboard	Q14J - Food / organic material / raw food
Total	1075	85%	81%	71%	55%	86%	76%	75%	78%	57%	32%
YOULITTR - Self-described litterer based on Q16											
Self-Litterer	542	84%	81%	65%	48%	86%	74%	71%	76%	52%	24%
Non-Litterer	533	86%	81%	77%	62%	86%	79%	79%	79%	62%	40%
RAGE25 - AGE											
16-24	215	82%	77%	64%	46%	83%	72%	69%	76%	51%	31%
25-29	217	87%	84%	69%	46%	87%	81%	77%	80%	58%	29%
30-49	301	86%	83%	75%	59%	85%	80%	73%	78%	61%	30%
50 & over	342	86%	81%	74%	62%	88%	73%	79%	77%	57%	37%
RR9630 - Age / Gender											
Male / 16-29	225	81%	77%	62%	42%	82%	76%	72%	76%	53%	30%
Female / 16-29	207	87%	84%	71%	51%	87%	76%	75%	80%	55%	29%
SMOKER - Tobacco Use											
Smokes	123	82%	77%	58%	49%	85%	81%	70%	75%	59%	34%
Used to smoke, but quit	238	86%	85%	73%	63%	90%	78%	79%	83%	59%	32%
Never been smoker	714	86%	81%	72%	53%	85%	75%	74%	76%	56%	32%
RSRH - Yes responses on Q8-Q9 series											
SRH DMWT	971	87%	82%	72%	55%	87%	77%	76%	78%	57%	31%
Not SRH	104	71%	72%	65%	57%	75%	71%	67%	73%	59%	43%

DISPOSE OF LITTER IN VEHICLE

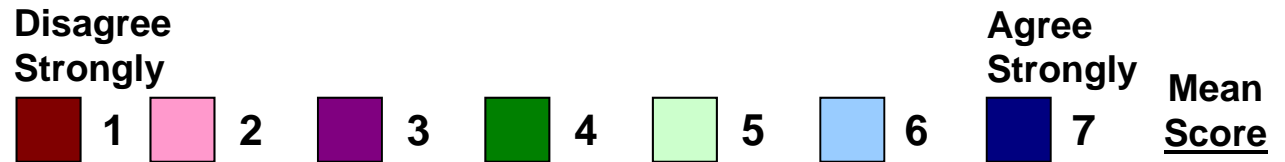
Q19. Which of these would you prefer to use in your vehicle to dispose of litter?



AGREE / DISAGREE STATEMENTS - I



AGREE / DISAGREE STATEMENTS - II



Q20D. Littering is a socially unacceptable behavior.



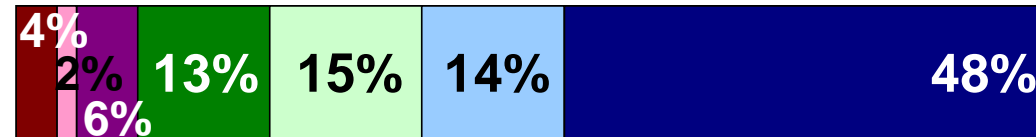
6.2

Q20H. I am less likely to return to a vacation destination that has too much litter.



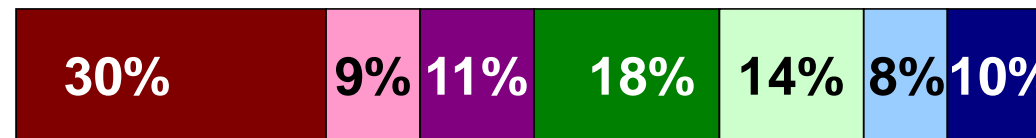
6.0

Q20G. Cigarette butts are one of the worst forms of litter.



5.6

Q20F. Littering is OK as long as the item will decompose / is biodegradable.



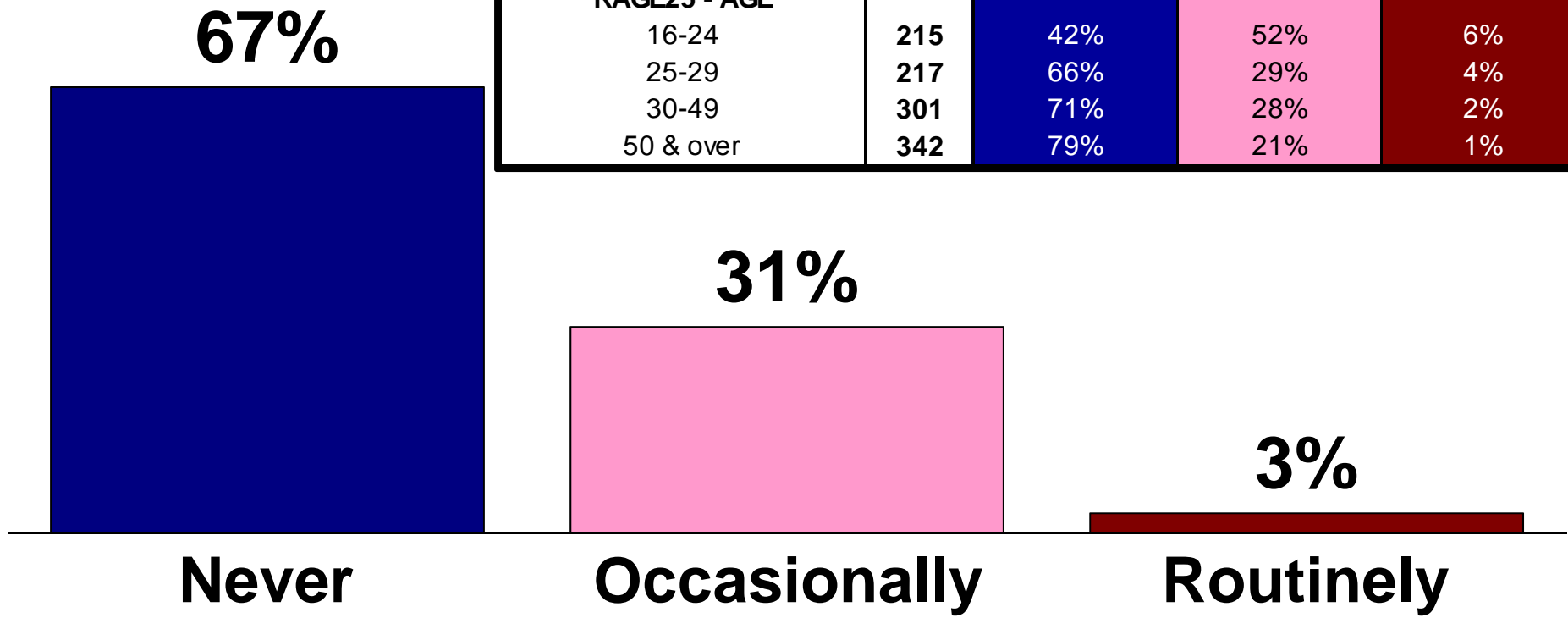
3.4

Children and Parents

SEEN PARENTS LITTER

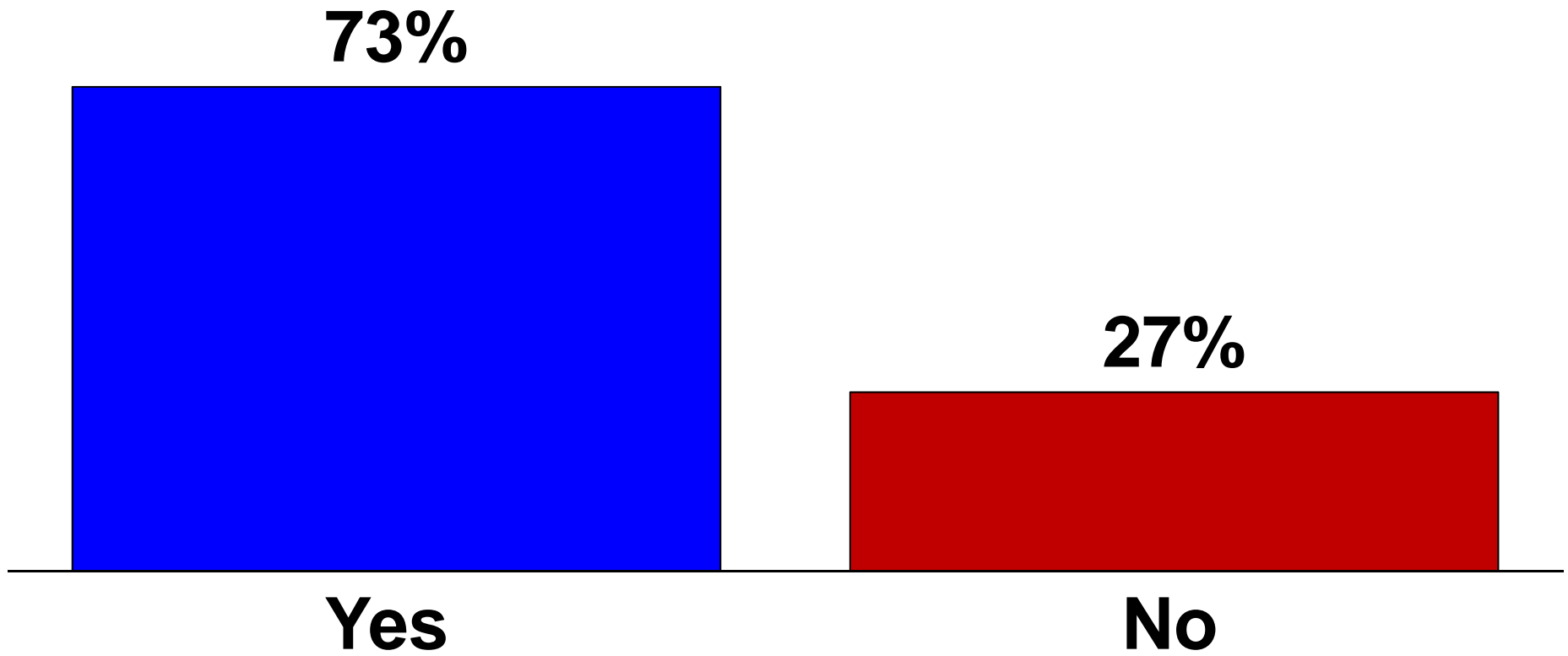
Q23. Thinking about the past or more recently, have you seen your own parents or guardians litter?

	Base	Never	Occasionally	Routinely
Total	1075	67%	31%	3%
YOULITTR - Self-described litterer based on Q16				
Self-Litterer	542	53%	43%	4%
Non-Litterer	533	80%	18%	2%
RAGE25 - AGE				
16-24	215	42%	52%	6%
25-29	217	66%	29%	4%
30-49	301	71%	28%	2%
50 & over	342	79%	21%	1%



PARENTS TOLD YOU NOT TO LITTER

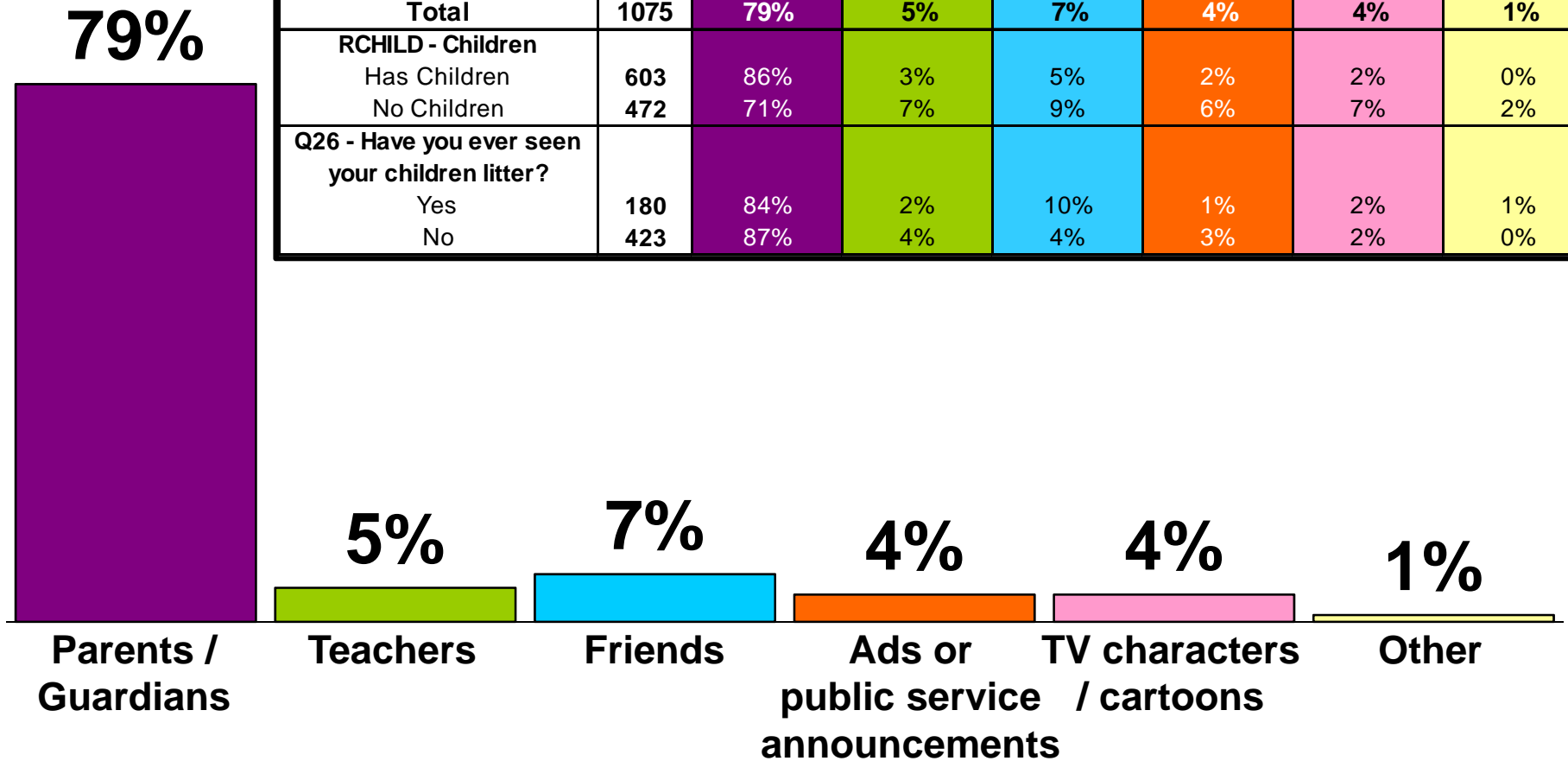
Q24. Have your parents or guardians ever asked or told you not to litter?



THE MOST INFLUENCE

Q25. Who do you think has the MOST influence teaching children not to litter?

	Base	Parents / Guardians	Teachers	Friends	Ads or public service announcements	TV characters / Cartoons	Other (Specify)
Total	1075	79%	5%	7%	4%	4%	1%
RCHILD - Children							
Has Children	603	86%	3%	5%	2%	2%	0%
No Children	472	71%	7%	9%	6%	7%	2%
Q26 - Have you ever seen your children litter?							
Yes	180	84%	2%	10%	1%	2%	1%
No	423	87%	4%	4%	3%	2%	0%

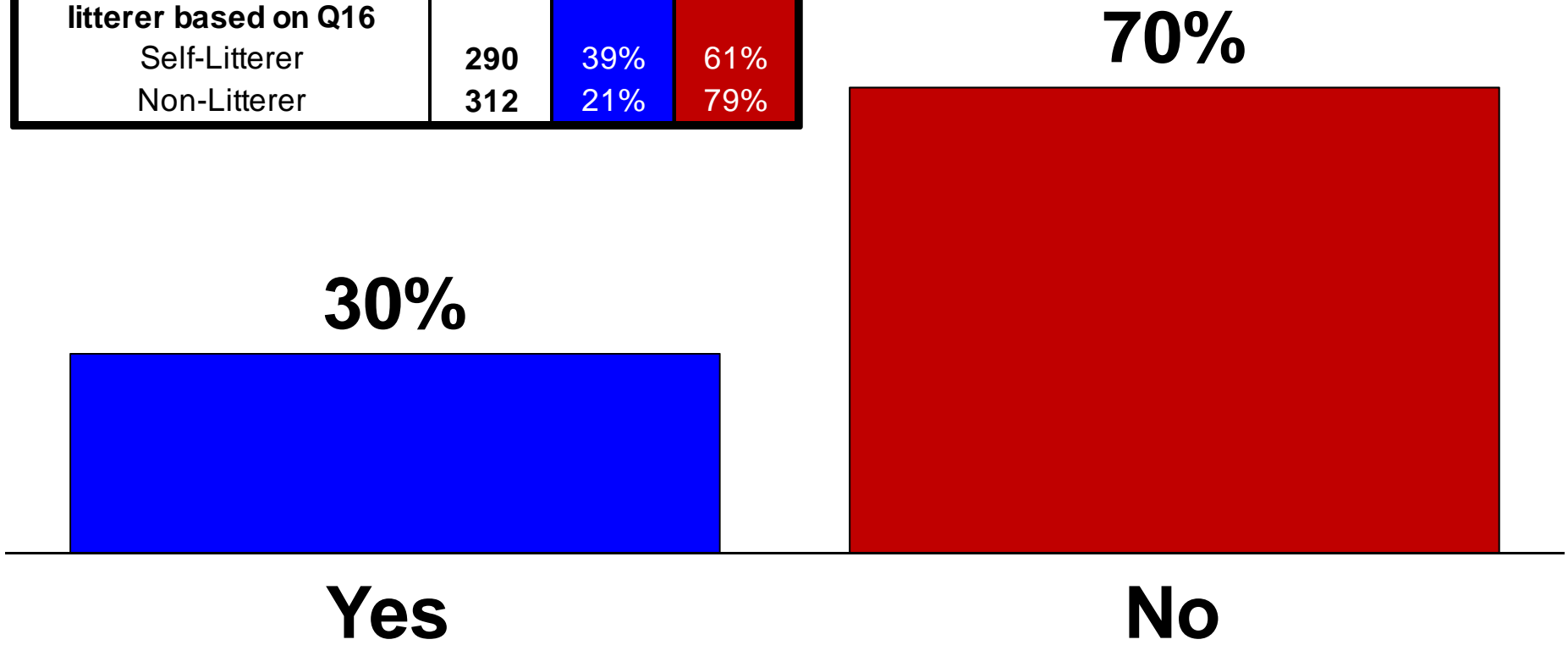


SEEN CHILDREN LITTER

Q26. IF PARENT, ASK: Have you ever seen your children litter?

(n=603)

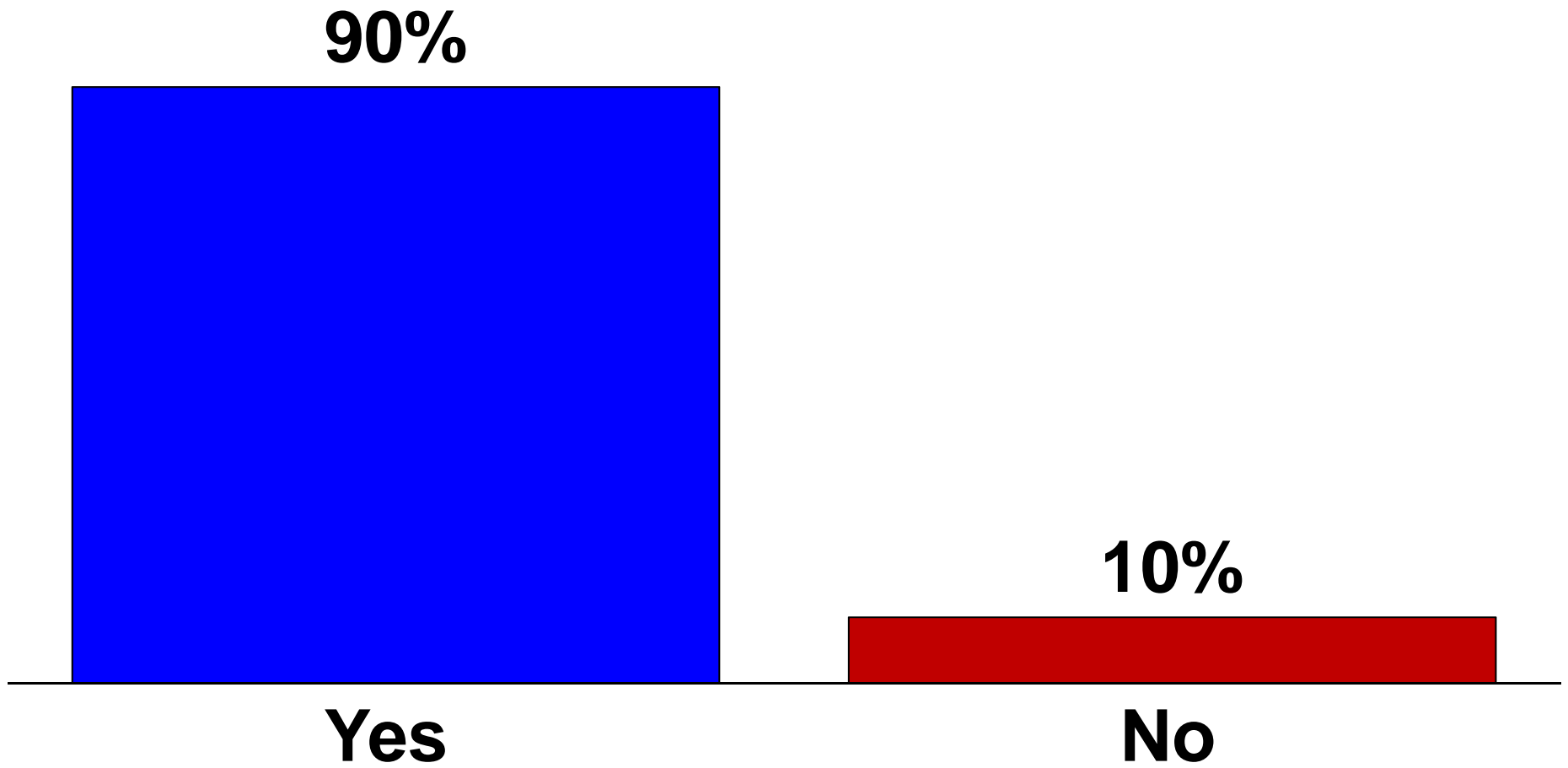
	Base	Yes	No
Total	603	30%	70%
YOULITTR - Self-described litterer based on Q16			
Self-Litterer	290	39%	61%
Non-Litterer	312	21%	79%



TOLD CHILDREN NOT TO LITTER

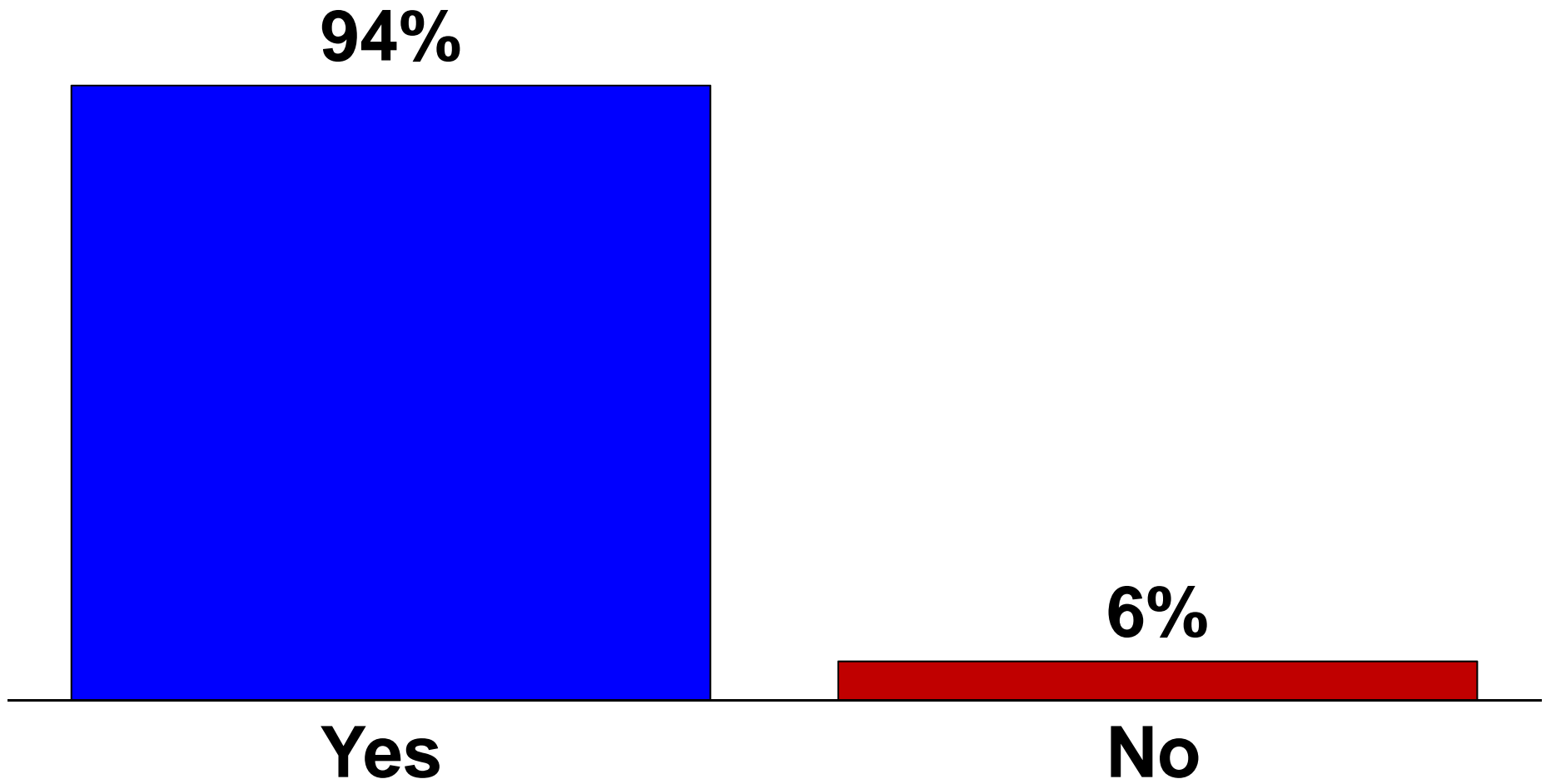
Q27. IF PARENT, ASK: Have you ever told your children not to litter?

(n=603)



LITTER BAG IN YOUR CAR

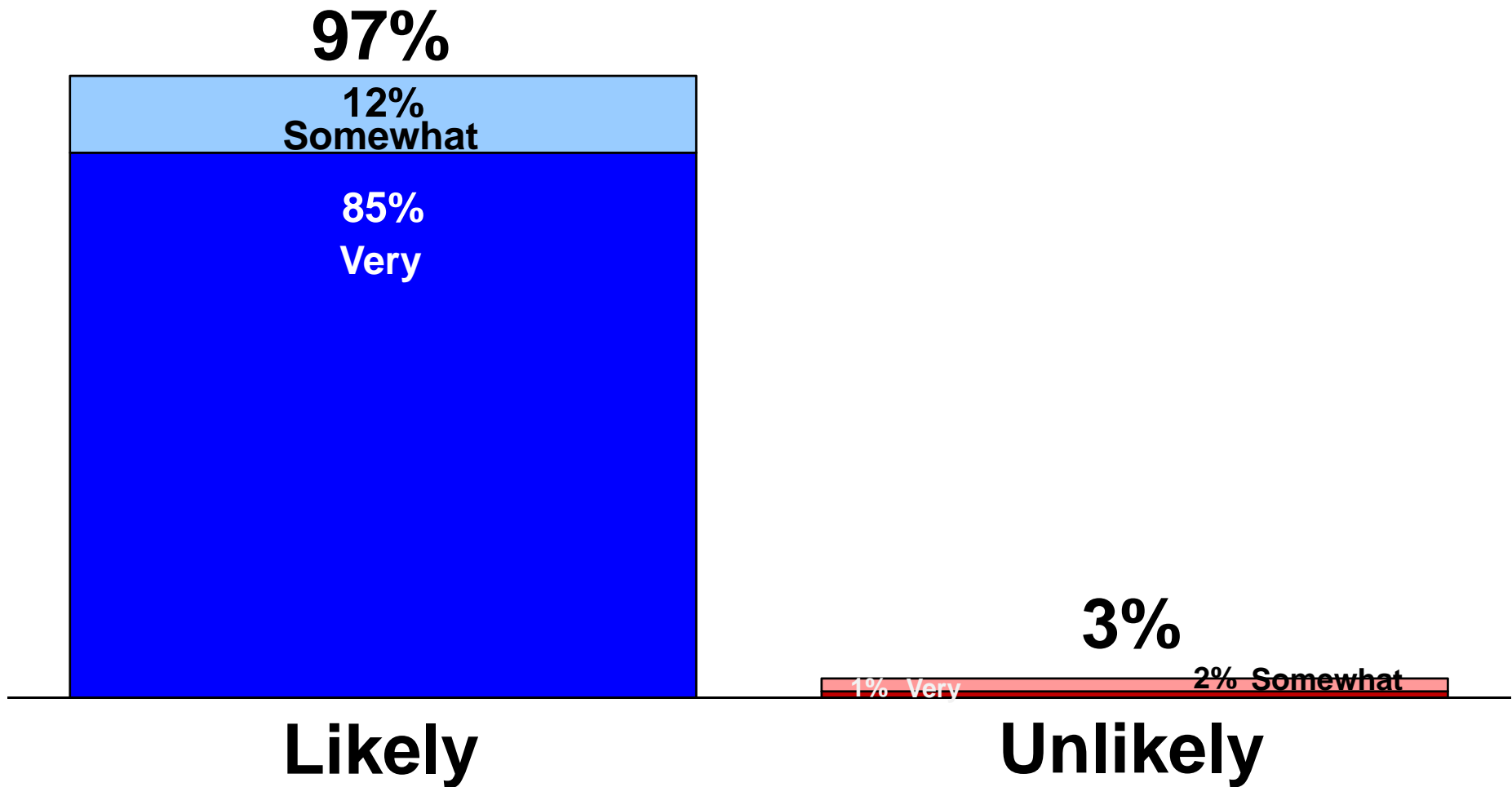
Q28. Would you use a litter bag in your car if (your children / another family member) asked you to?



LIKELIHOOD OF PAYING ATTENTION

Q29. Even if you litter rarely or just by accident, how likely would you be to stop or pay more attention if your children asked you to?

(n=603)

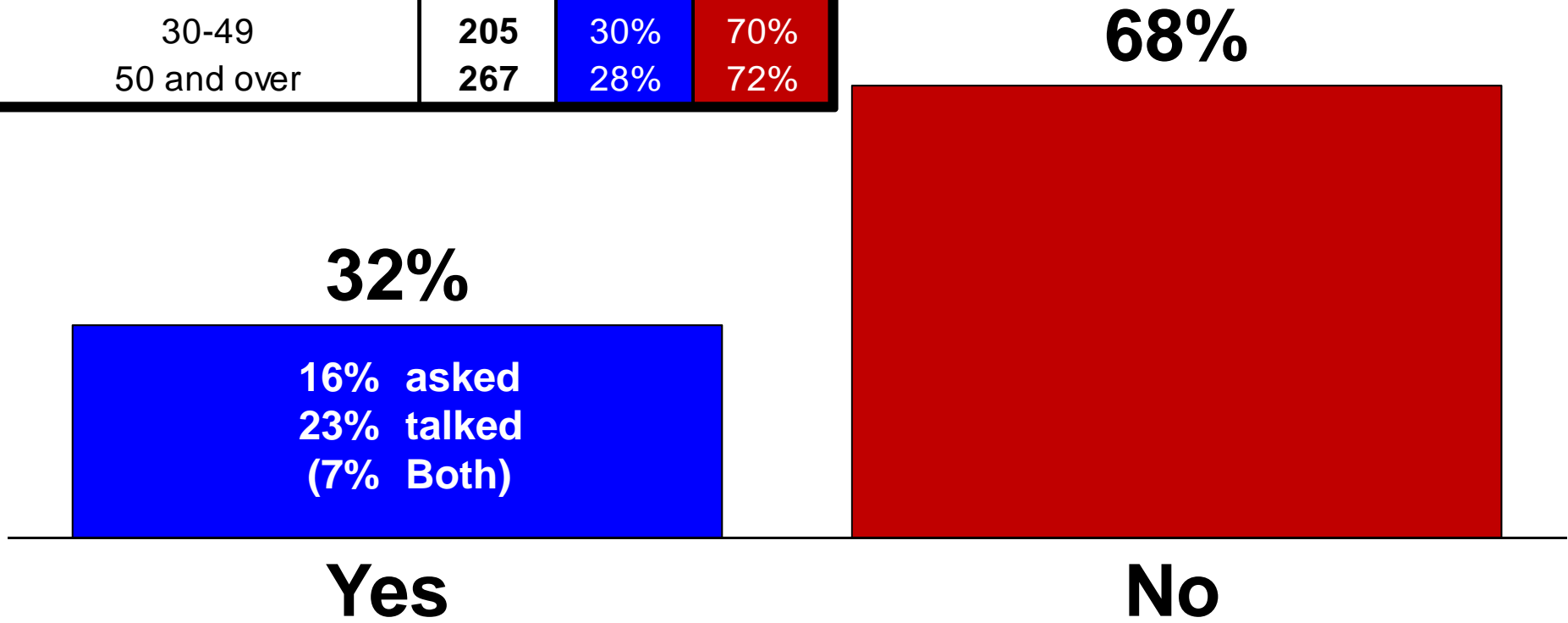


CHILDREN ASKED NOT TO LITTER

Q30. IF PARENT, ASK: Have your children ever asked you not to litter, or talked to you about the impact of littering?

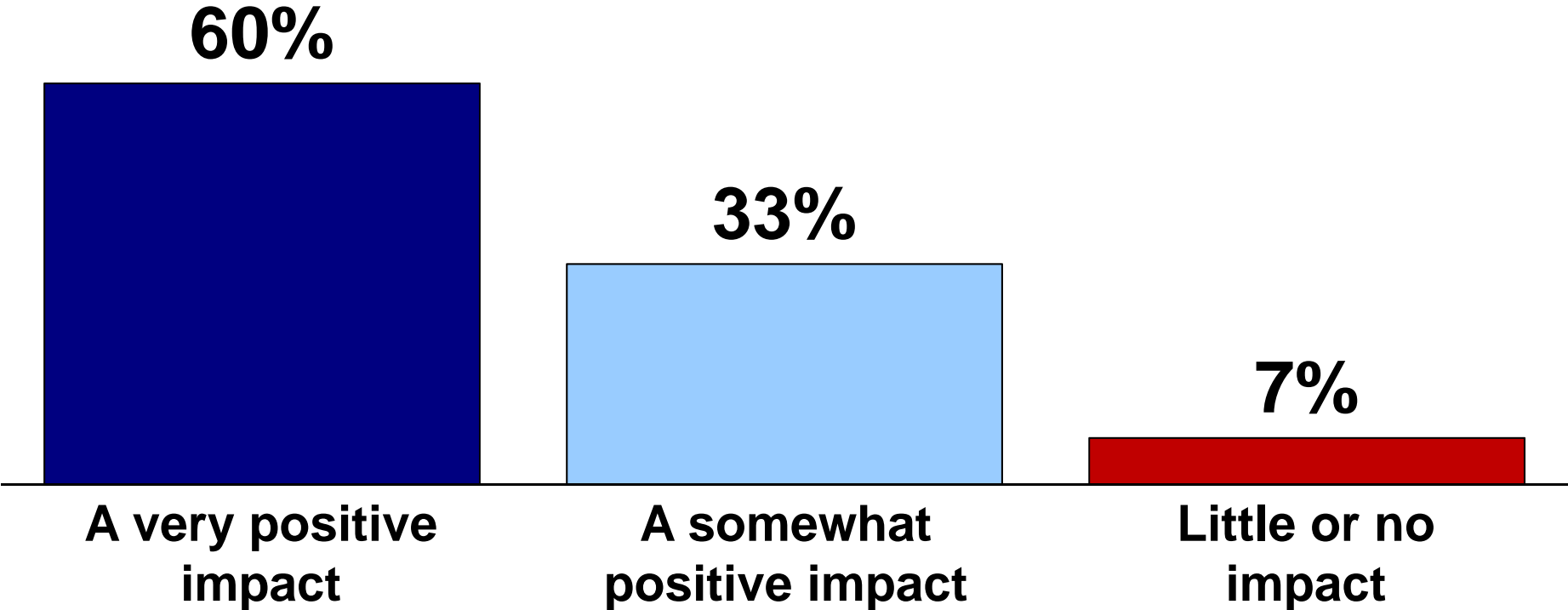
(n=603)

	Base	Yes	No
Total	603	32%	68%
RAGE30 - Age			
16-29	131	45%	55%
30-49	205	30%	70%
50 and over	267	28%	72%



DON'T MESS WITH TEXAS IMPACT

Q31. In terms of reducing litter in Texas, do you think the "Don't mess with Texas" campaign has had...?



DON'T MESS WITH TEXAS IMPACT

Q31. In terms of reducing litter in Texas, do you think the "Don't mess with Texas" campaign has had...?

	Base	A very positive impact	A somewhat positive impact	Little or no impact	VERY POSITIVE IMPACT - LITTLE
Total	1075	60%	33%	7%	53%
RAGE25 - AGE					
16-24	215	51%	43%	7%	44%
25-29	217	54%	38%	8%	47%
30-49	301	68%	27%	5%	63%
50 & over	342	63%	30%	8%	55%
SRH - Yes responses on Q8-Q9 series					
More than 10 sources	339	71%	25%	4%	68%
6 - 10 sources	333	65%	31%	5%	60%
1 - 5 sources	298	47%	42%	11%	36%
Not SRH	104	46%	42%	12%	34%

Message Testing

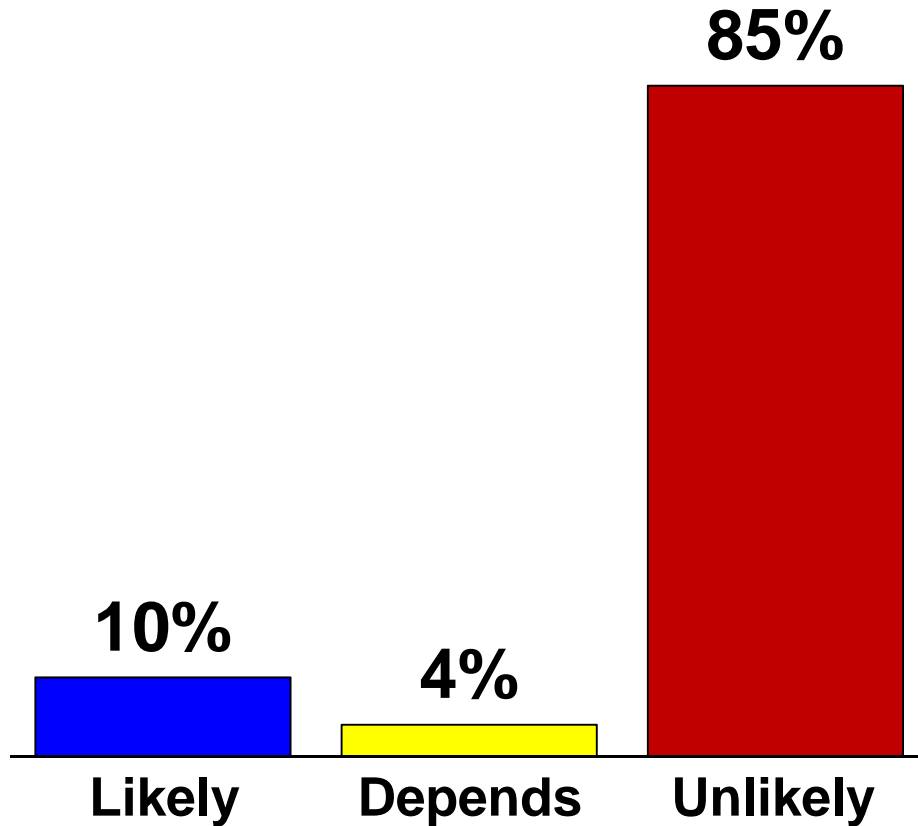
Ver X: More or Less Likely TO LITTER					
Ver Y: More or Less Likely PROPERLY DISPOSE		More Likely	Less Likely	No diff / Unsure	Net Impact
Q21AX	Keep a litterbag in your car.	36%	46%	17%	-10%
Q21AY		80%	8%	12%	+72%
Q21BX	827 million pieces of trash accumulate on Texas roadways every year.	30%	49%	20%	-19%
Q21BY		79%	6%	15%	+73%
Q21CX	Litter is not pretty.	35%	45%	20%	-10%
Q21CY		81%	7%	12%	+73%
Q21DX	Ver X: Have pride. Don't litter.	37%	43%	20%	-6%
Q21DY	Ver Y: Have pride. Hold on to your litter.	79%	9%	13%	+70%
Q21EX	It may be a small piece of litter, but it's still a big problem in Texas.	34%	47%	19%	-13%
Q21EY		79%	9%	13%	+70%
Q21FX	Cigarette butts are litter too.	33%	42%	25%	-9%
Q21FY		76%	9%	15%	+67%
Q21GX	If you litter your cigarette butts, you could start a fire.	32%	45%	22%	-13%
Q21GY		80%	8%	12%	+72%
Q21HX	Fast food litter is a big problem in Texas.	31%	43%	26%	-12%
Q21HY		74%	11%	15%	+64%
Q21IX	Ver X: Imagine a state without litter.	32%	44%	23%	-12%
Q21IY	Ver Y: Imagine a state with clean roadways.	79%	8%	14%	+71%
Q21JX	The fine for littering is up to \$2,000.	28%	51%	21%	-24%
Q21JY		75%	9%	16%	+65%

MORE / LESS LIKELY STATEMENTS - II		More Likely	Less Likely	No diff / Unsure	Net Impact
Q21KAX	Ver A: It is just as important to keep our roadsides as clean as it is to keep our cars clean.	36%	39%	25%	-3%
Q21KAY		80%	7%	12%	+73%
Q21KBX	Ver B: It is important to keep our roadsides as clean, if not cleaner, than our cars.	36%	40%	24%	-4%
Q21KBY		73%	10%	17%	+63%
Q21LX	Ver X: If I had a litterbag, I wouldn't litter.	35%	42%	24%	-7%
Q21LY	Ver Y: If I had a litterbag, I would use it.	83%	7%	10%	+76%
Q21MX	Walk a few extra steps to use a trash can.	39%	40%	22%	-1%
Q21MY		82%	8%	10%	+74%
Q21NX	1.1 billion pieces of litter accumulate in Texas-maintained highways annually.	29%	47%	24%	-17%
Q21NY		78%	9%	13%	+70%
Q21OX	47 million pieces of cigarette litter accumulate in Texas-maintained highways annually.	28%	44%	28%	-17%
Q21OY		74%	9%	18%	+65%
Q21PX	The Texas government spends \$30 million in taxpayer dollars to pick-up litter every year.	28%	51%	21%	-24%
Q21PY		77%	9%	14%	+68%
Q21QX	It's against the law to litter in Texas.	36%	48%	17%	-12%
Q21QY		83%	6%	11%	+77%
Q21RX	If you're caught littering in Texas, you're likely to be fined up to \$500, or possibly more in serious cases.	31%	51%	17%	-20%
Q21RY		81%	8%	11%	+74%
Q21SX	Littering harms the environment.	35%	49%	15%	-14%
Q21SY		84%	6%	9%	+78%
Q21TX	Littering discourages tourism and hurts the economy.	33%	47%	20%	-14%
Q21TY		82%	8%	11%	+74%

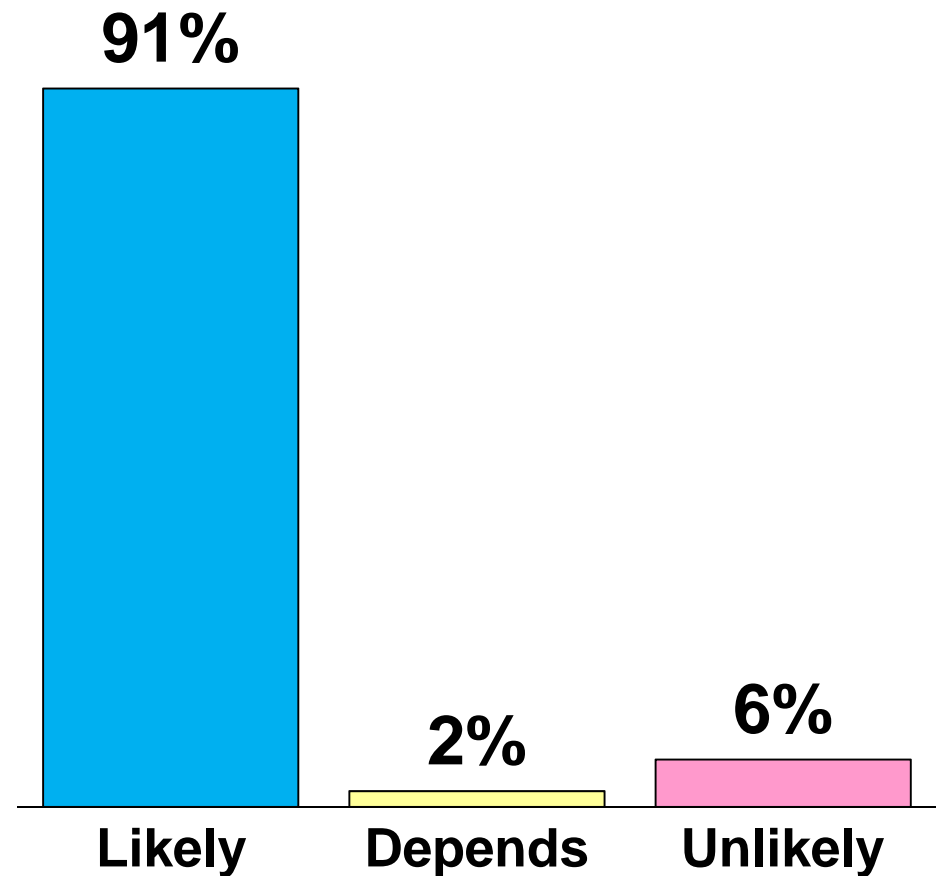
LIKELIHOOD OF LITTERING

Q22. Having heard more information about litter, would you be likely or unlikely to...

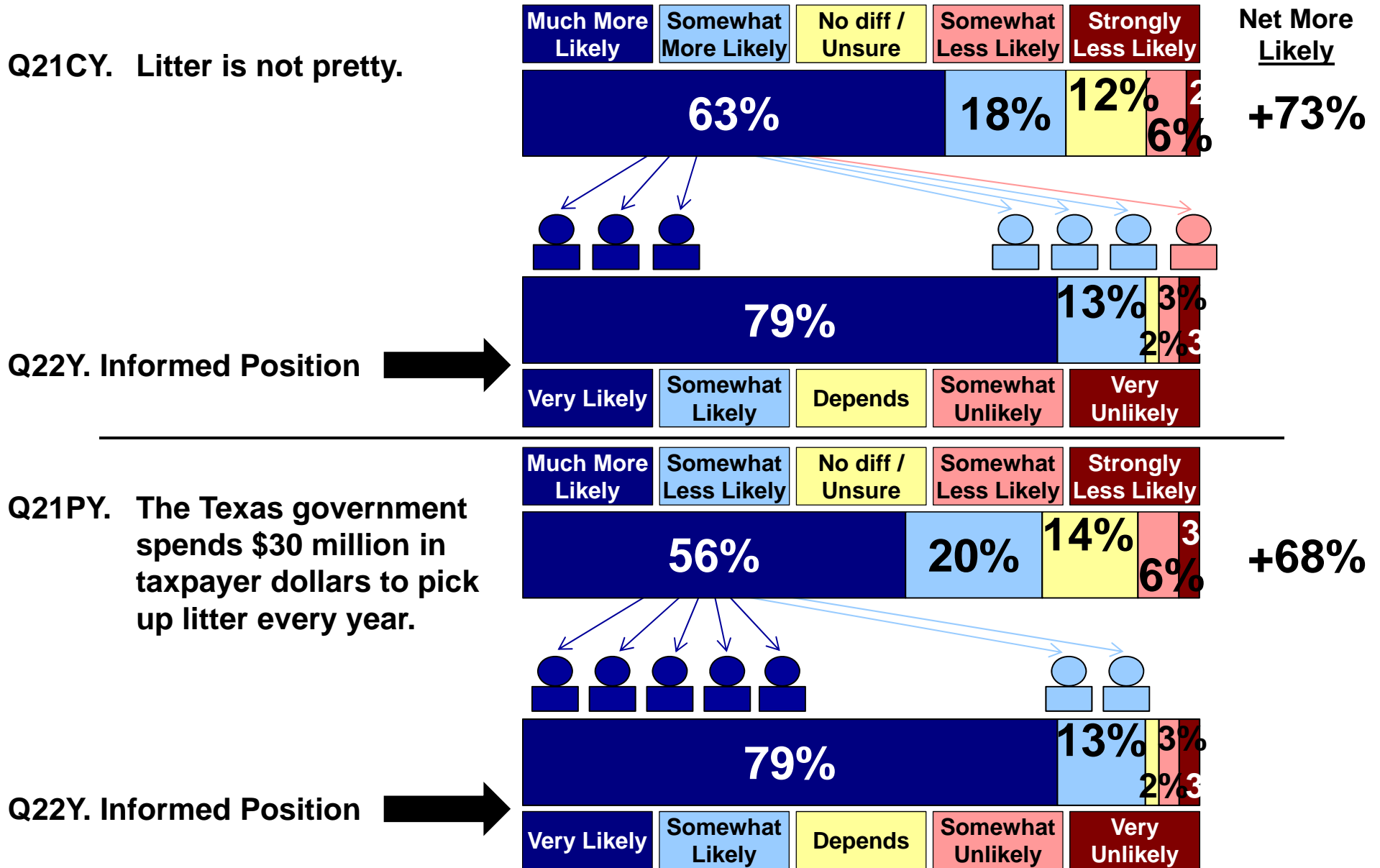
VERSION X: ...litter the next time you have some?
(n=534 cases)



VERSION Y: ...properly dispose of litter the next time you have some?
(n=541 cases)

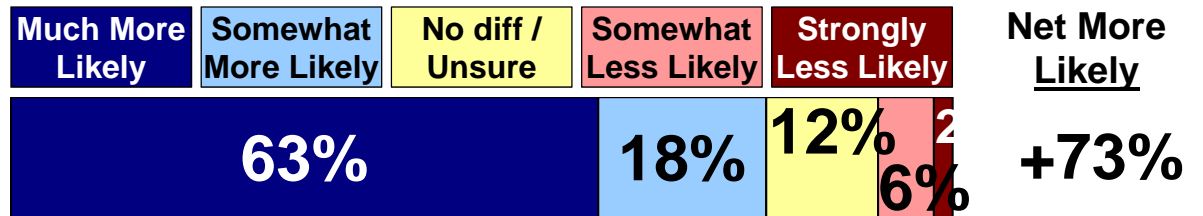


REGRESSION (CORRELATION) ANALYSIS



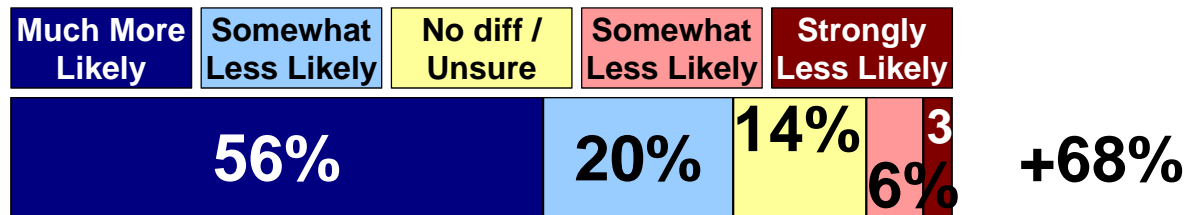
CALCULATING PERSUASION SCORES

Q21CY. Litter is not pretty.



$$\begin{array}{r} \text{Persuasion} \\ \text{Factor} \\ 0.0028 \end{array} \times \begin{array}{r} \text{Net More} \\ \text{Likely} \\ +73\% \end{array} = \begin{array}{r} \text{Average} \\ \text{Persuasion} \\ \text{Score} \\ 0.2 \end{array}$$

Q21PY. The Texas government spends \$30 million in taxpayer dollars to pick up litter every year.



$$\begin{array}{r} \text{Persuasion} \\ \text{Factor} \\ 0.1801 \end{array} \times \begin{array}{r} \text{Net More} \\ \text{Likely} \\ +68\% \end{array} = \begin{array}{r} \text{Average} \\ \text{Persuasion} \\ \text{Score} \\ 12.2 \end{array}$$

Q21PY is 61 times more persuasive than Q21CY.

Persuasion Scores – Likelihood to Properly Dispose (Version Y)

<p><i>The top three scores are highlighted in light blue. The scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i></p>		Total Sample (N=541)	Self-Litterer (n=267)	Non-Litterer (n=274)	Self-Litterer / <30 (n=126)	Self-Litterer / 30-49 (n=85)	Self-Litterer / 50+ (n=56)	Non-Litterer / <30 (n=78)	Non-Litterer / 30-49 (n=70)	Non-Litterer / 50+ (n=126)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q21A	Keep a litterbag in your car.	11.5	15.5	4.6	9.6	6.5	5.4	15.5	28.2	15.4
Q21B	827 million pieces of trash accumulate on Texas roadways every year.	14.8	6.1	21.2	2.2	21.6	0.8	39.1	5.5	8.9
Q21C	Litter is not pretty.	0.2	0.5	3.7	3.4	1.9	3.0	11.5	22.4	5.7
Q21D	Have pride. Hold on to your litter.	1.1	3.7	6.4	4.7	0.3	19.5	8.4	0.3	4.2
Q21E	It may be a small piece of litter, but it's still a big problem in Texas.	4.0	0.7	8.1	6.9	4.9	0.6	6.9	4.9	1.7
Q21F	Cigarette butts are litter too.	1.8	1.2	12.1	4.6	6.6	11.5	9.9	3.2	8.3
Q21G	If you litter your cigarette butts, you could start a fire.	4.8	2.3	12.1	4.8	1.7	4.8	3.2	20.4	28.2
Q21H	Fast food litter is a big problem in Texas.	0.9	2.9	1.1	2.9	1.4	5.5	17.8	8.5	19.3
Q21I	Imagine a state with clean roadways.	6.2	3.3	7.7	13.1	2.7	7.5	5.3	2.5	12.9
Q21J	The fine for littering is up to \$2,000.	1.2	0.5	4.0	0.5	3.5	1.9	12.1	11.3	4.1
Q21K	Ver A: It is just as important to keep our roadsides as clean as it is to keep our cars clean. Ver B: It is important to keep our roadsides as clean, if not cleaner, than our cars.	0.2	1.1	3.2	1.0	4.6	4.7	1.8	8.5	3.7
Q21L	If I had a litterbag, I would use it.	10.8	3.6	10.9	2.3	28.4	8.0	14.4	9.9	3.0
Q21M	Walk a few extra steps to use a trash can.	6.0	6.9	0.8	2.7	9.9	8.5	3.6	0.2	7.4
Q21N	1.1 billion pieces of litter accumulate in Texas-maintained highways annually.	5.8	4.0	0.4	5.5	9.2	23.1	15.6	10.8	2.0
Q21O	47 million pieces of cigarette litter accumulate in Texas-maintained highways annually.	6.0	9.5	6.9	10.9	1.7	6.4	14.0	11.0	2.6
Q21P	The Texas government spends \$30 million in taxpayer dollars to pick-up litter every year.	12.2	7.3	8.7	3.2	6.9	20.3	14.8	22.1	19.3
Q21Q	It's against the law to litter in Texas.	23.5	13.0	33.0	12.2	8.1	9.2	36.2	9.5	22.0
Q21R	If you're caught littering in Texas, you're likely to be fined up to \$500, or possibly more in serious cases.	3.4	4.1	16.1	1.1	7.1	15.5	30.2	21.0	4.1
Q21S	Littering harms the environment.	11.2	9.6	10.7	11.6	16.7	11.7	0.1	7.5	0.6
Q21T	Littering discourages tourism and hurts the economy.	11.2	6.3	14.3	2.6	5.2	10.5	7.6	3.0	22.7

Persuasion Scores – Likelihood to Properly Dispose (Version Y)

<p><i>The top three scores are highlighted in light blue. The scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i></p>		Total Sample (N=541)	16-24 yrs (n=103)	25-29 yrs (n=101)	30-49 yrs (n=155)	50+ yrs (n=182)	Male Self-Litterer (n=137)	Female Self-Litterer (n=130)	Male Non-Litterer (n=134)	Female Non-Litterer (n=140)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q21A	Keep a litterbag in your car.	11.5	22.0	0.2	2.9	7.5	21.3	2.2	2.6	18.2
Q21B	827 million pieces of trash accumulate on Texas roadways every year.	14.8	7.2	9.3	12.5	8.5	8.0	5.9	13.2	19.8
Q21C	Litter is not pretty.	0.2	3.0	7.0	3.2	13.6	6.3	1.8	12.5	10.0
Q21D	Have pride. Hold on to your litter.	1.1	1.3	3.4	2.5	5.9	4.3	17.5	15.5	5.9
Q21E	It may be a small piece of litter, but it's still a big problem in Texas.	4.0	6.1	11.0	0.3	3.5	8.1	22.0	11.6	20.8
Q21F	Cigarette butts are litter too.	1.8	4.5	0.1	9.5	1.5	2.3	4.6	14.4	0.5
Q21G	If you litter your cigarette butts, you could start a fire.	4.8	2.9	5.0	1.2	13.6	8.0	3.5	10.1	4.4
Q21H	Fast food litter is a big problem in Texas.	0.9	5.0	20.9	3.1	15.2	3.6	13.5	4.9	3.4
Q21I	Imagine a state with clean roadways.	6.2	6.8	0.3	8.6	1.4	0.2	2.8	20.0	3.3
Q21J	The fine for littering is up to \$2,000.	1.2	6.8	4.9	0.6	3.6	3.8	3.0	5.9	2.0
Q21K	Ver A: It is just as important to keep our roadsides as clean as it is to keep our cars clean. Ver B: It is important to keep our roadsides as clean, if not cleaner, than our cars.	0.2	3.3	4.7	7.1	1.8	4.6	9.4	5.0	1.8
Q21L	If I had a litterbag, I would use it.	10.8	7.9	19.8	28.8	0.8	6.1	3.0	4.0	20.2
Q21M	Walk a few extra steps to use a trash can.	6.0	5.8	2.1	8.4	10.5	0.8	12.2	4.5	4.7
Q21N	1.1 billion pieces of litter accumulate in Texas-maintained highways annually.	5.8	3.9	1.9	3.3	5.6	13.5	16.9	21.4	11.9
Q21O	47 million pieces of cigarette litter accumulate in Texas-maintained highways annually.	6.0	11.1	7.8	0.7	1.0	7.0	5.4	4.4	10.6
Q21P	The Texas government spends \$30 million in taxpayer dollars to pick-up litter every year.	12.2	7.5	8.8	3.9	22.1	12.6	3.6	17.2	0.6
Q21Q	It's against the law to litter in Texas.	23.5	18.4	13.2	5.3	10.8	10.3	8.3	33.6	24.8
Q21R	If you're caught littering in Texas, you're likely to be fined up to \$500, or possibly more in serious cases.	3.4	2.5	16.3	12.1	8.7	4.0	11.7	21.9	5.4
Q21S	Littering harms the environment.	11.2	9.0	14.7	7.2	1.8	2.4	9.4	6.9	8.5
Q21T	Littering discourages tourism and hurts the economy.	11.2	6.0	2.9	0.6	22.9	6.6	1.7	18.9	13.2

Persuasion Scores – Likelihood to Properly Dispose (Version Y)

<i>The top three scores are highlighted in light blue. The scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i>		Total Sample (N=541)	Urban/ Suburban (n=307)	Rural (n=234)	Urban/Sub / 16-29 (n=115)	Urban/Sub / 30+ (n=192)	Rural / 16-29 (n=89)	Rural / 30+ (n=145)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q21A	Keep a litterbag in your car.	11.5	11.1	5.4	18.6	6.5	8.0	2.8
Q21B	827 million pieces of trash accumulate on Texas roadways every year.	14.8	19.1	6.4	14.6	13.9	3.3	6.8
Q21C	Litter is not pretty.	0.2	3.4	7.6	4.5	5.1	24.1	4.4
Q21D	Have pride. Hold on to your litter.	1.1	8.5	14.7	5.7	0.4	12.0	23.7
Q21E	It may be a small piece of litter, but it's still a big problem in Texas.	4.0	9.7	2.4	15.6	2.4	2.5	15.8
Q21F	Cigarette butts are litter too.	1.8	2.7	0.1	1.8	6.0	3.6	19.3
Q21G	If you litter your cigarette butts, you could start a fire.	4.8	7.7	3.3	3.9	21.0	0.2	18.2
Q21H	Fast food litter is a big problem in Texas.	0.9	0.2	1.5	4.5	6.8	1.0	4.1
Q21I	Imagine a state with clean roadways.	6.2	9.4	1.7	11.4	11.2	10.5	10.4
Q21J	The fine for littering is up to \$2,000.	1.2	5.2	8.3	9.8	2.1	16.3	8.1
Q21K	Ver A: It is just as important to keep our roadsides as clean as it is to keep our cars clean. Ver B: It is important to keep our roadsides as clean, if not cleaner, than our cars.	0.2	6.0	6.2	10.3	4.7	11.5	1.8
Q21L	If I had a litterbag, I would use it.	10.8	12.6	10.7	13.8	14.8	7.1	24.4
Q21M	Walk a few extra steps to use a trash can.	6.0	1.7	9.3	4.1	3.7	3.5	10.5
Q21N	1.1 billion pieces of litter accumulate in Texas-maintained highways annually.	5.8	11.5	2.9	11.3	10.6	2.8	1.7
Q21O	47 million pieces of cigarette litter accumulate in Texas-maintained highways annually.	6.0	3.0	5.8	3.7	0.1	15.3	0.1
Q21P	The Texas government spends \$30 million in taxpayer dollars to pick-up litter every year.	12.2	11.2	11.0	7.1	8.2	2.7	29.8
Q21Q	It's against the law to litter in Texas.	23.5	22.0	19.4	21.2	9.4	2.9	9.6
Q21R	If you're caught littering in Texas, you're likely to be fined up to \$500, or possibly more in serious cases.	3.4	8.0	2.9	5.3	4.3	0.4	6.7
Q21S	Littering harms the environment.	11.2	10.3	6.6	15.8	4.7	13.5	3.5
Q21T	Littering discourages tourism and hurts the economy.	11.2	9.1	9.6	5.5	10.0	0.9	22.9

Persuasion Scores – Likelihood to Properly Dispose (Version Y)

<p><i>The top three scores are highlighted in light blue. The scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i></p>		Total Sample (N=541)	Male / 16-29 (n=109)	Male / 30-49 (n=68)	Male / 50+ (n=93)	Female / 16-29 (n=95)	Female / 30-49 (n=87)	Female / 50+ (n=89)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q21A	Keep a litterbag in your car.	11.5	23.7	4.1	6.0	20.4	13.7	10.2
Q21B	827 million pieces of trash accumulate on Texas roadways every year.	14.8	9.6	10.4	6.3	14.8	6.3	6.9
Q21C	Litter is not pretty.	0.2	0.5	3.8	4.0	8.4	0.1	11.4
Q21D	Have pride. Hold on to your litter.	1.1	1.8	7.7	1.3	1.3	5.8	18.3
Q21E	It may be a small piece of litter, but it's still a big problem in Texas.	4.0	2.6	4.4	8.2	8.7	0.5	5.2
Q21F	Cigarette butts are litter too.	1.8	6.2	10.4	5.9	6.3	14.3	5.6
Q21G	If you litter your cigarette butts, you could start a fire.	4.8	11.9	10.7	15.6	2.2	9.8	7.3
Q21H	Fast food litter is a big problem in Texas.	0.9	1.0	3.2	13.8	0.5	13.3	7.6
Q21I	Imagine a state with clean roadways.	6.2	9.3	8.1	18.3	18.8	3.7	19.9
Q21J	The fine for littering is up to \$2,000.	1.2	1.1	2.5	9.2	3.9	2.7	1.9
Q21K	Ver A: It is just as important to keep our roadsides as clean as it is to keep our cars clean. Ver B: It is important to keep our roadsides as clean, if not cleaner, than our cars.	0.2	9.6	35.7	2.4	12.3	2.0	0.3
Q21L	If I had a litterbag, I would use it.	10.8	1.3	44.6	16.3	17.0	23.7	4.8
Q21M	Walk a few extra steps to use a trash can.	6.0	2.1	3.4	13.9	14.0	2.4	9.8
Q21N	1.1 billion pieces of litter accumulate in Texas-maintained highways annually.	5.8	21.2	18.6	13.0	22.8	4.9	6.4
Q21O	47 million pieces of cigarette litter accumulate in Texas-maintained highways annually.	6.0	15.4	18.1	2.8	1.5	7.7	2.6
Q21P	The Texas government spends \$30 million in taxpayer dollars to pick-up litter every year.	12.2	17.5	4.9	23.8	10.2	11.9	16.8
Q21Q	It's against the law to litter in Texas.	23.5	23.2	6.0	14.2	8.6	13.2	37.6
Q21R	If you're caught littering in Texas, you're likely to be fined up to \$500, or possibly more in serious cases.	3.4	13.0	5.5	2.1	2.4	38.1	12.3
Q21S	Littering harms the environment.	11.2	1.7	2.9	9.8	11.6	10.3	0.3
Q21T	Littering discourages tourism and hurts the economy.	11.2	0.3	15.5	8.2	0.1	18.6	29.4

MESSAGE MATRIX

PROPERLY DISPOSE OF LITTER (Ver Y)

It's against the law to litter in Texas (Q21Q).

Total sample

Self-Litterer

Self-Litterer Under 30

827 million pieces of trash accumulate on Texas roadways every year (Q21B).

Keep a litterbag in your car (Q21A).

Imagine a state with clean roadways (Q21I).

The Texas government spends \$30 million in taxpayer dollars to pick-up litter every year (Q21P).

Littering harms the environment (Q21S).

Littering harms the environment (Q21S).