2020 Don’t mess with Texas® Tracking
Quantitative Research Report

May 15, 2020

Decision Analyst
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TxDOT

GDC MARKETING + IDEATION

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Research Structure

Research Objectives

The primary objectives of this research include:

- Gauging campaign awareness, understanding, and specific media and placement recall of Don't mess with Texas® (DMWT).
- Understanding perceptions of the campaign and perceived effectiveness.
- Understanding awareness, attitudes, and behaviors toward littering, including specific types of litter.
- Aiding in the development of ongoing strategies for reducing litter on TxDOT roadways.
- Identifying shifts in key metrics from prior research.

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Methodology And Sampling

A statewide online survey was conducted among 730 Texas adults and teens, aged 16 years and older. The survey was fielded from April 16 to April 21, 2020. The study included metrics gathered in prior waves of research, as well as updates and additions to behavioral and attitudinal questions. Comparisons to the last wave of research (2017) are included on key metrics.

Survey qualifications included:

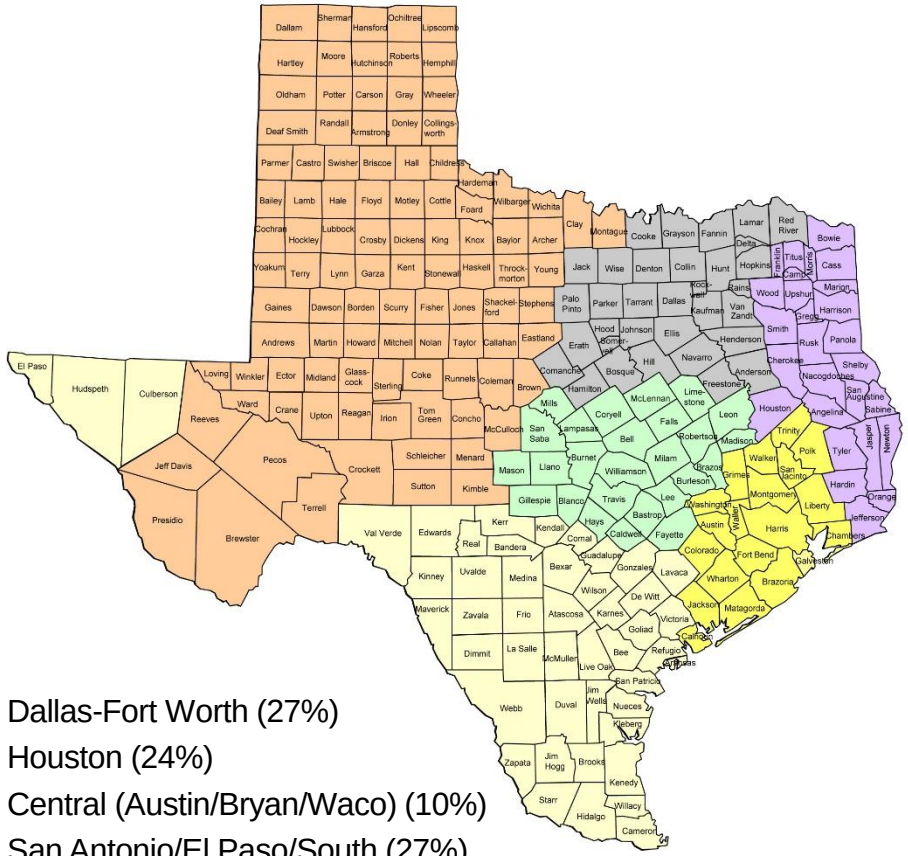
- Aged 16 or older
- Texas resident
- Not employed in a sensitive industry (the news media, a market research firm, an elected official, or actively involved with advertising and marketing)

Quotas/Weighting were applied to ensure the following:

- At least 100 Spanish-dominant speakers within the Hispanic group
- At least 100 within the16 to 25 and 26 to 35 age groups
- Representativeness and comparability to the prior wave (2017) by Texas region and demographics

Notes: Some charts do not sum to 100% due to rounding.

Statistically significant differences between years and subgroups are shown at the 90% confidence level, and indicated by ^ (higher), ᵛ (lower), or letters noting the lower subgroup.



Management Summary

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Overall Program Awareness And Impact

- Despite almost topping out in 2017, overall support for Don't mess with Texas® improved this year.
  - 98% of Texans support the campaign, and the same number would like to see the program continue.

- Aided awareness of DMWT was similar to 2017, with 94% of Texans recognizing the slogan this year.
  - Unaided awareness was also high, with 52% of these respondents mentioning DMWT when asked to name slogans or programs to reduce littering in Texas.
  - 52% identified the slogan specifically as an anti-litter/cleanliness message. Still, the state's culture and people were mentioned as a theme 17% of the time.
  - The youngest age group (16- to 25-year-olds) mentioned seeing the slogan on T-shirts and online significantly more often than their older counterparts did.

- 74% of respondents have a "strongly positive" impression of DMWT—it was rated much higher than other programs (e.g., Keep Texas Beautiful). This positive impression increases by respondent age.

- 71% believe the program has had a "very positive" impact on reducing litter—a significant increase over 2017 (60%).

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Message Importance And Impact

- On a modeled basis (using correlation analysis), the top 4 messages in reducing litter include the following, with the "$500 likely fine" being the most impactful by a fair margin.
  - *If you're caught littering in Texas, you're likely to be fined up to $500, or possibly more in serious cases*
  - *The fine for littering is up to $2,000*
  - *It's against the law to litter in Texas*
  - *It may be a small piece of litter, but it's still a big problem in Texas*

- The ranking of these messages on importance differs quite a bit by age and ethnicity.
  - Among 16- to 25-year-olds, *If I had a litterbag I would use it* was the most impactful message by a very wide margin.
  - Among Hispanics, *Imagine a state without litter, Littering harms the environment,* and the threat of a *$500 fine* were all ranked at the top of impactful messages.

- On a stated basis (based on survey answers alone), the oldest segment (aged 36+) rated the 19 messages significantly higher than their younger counterparts did on the impact on proper disposal. This indicates a positive relationship with age and proper disposal messaging, and ample opportunity to communicate with the younger segments (16- to 35-year-olds).

- 82% of respondents would be "very likely" to properly dispose of litter after seeing these messages—an uptick from 2017 (79%).

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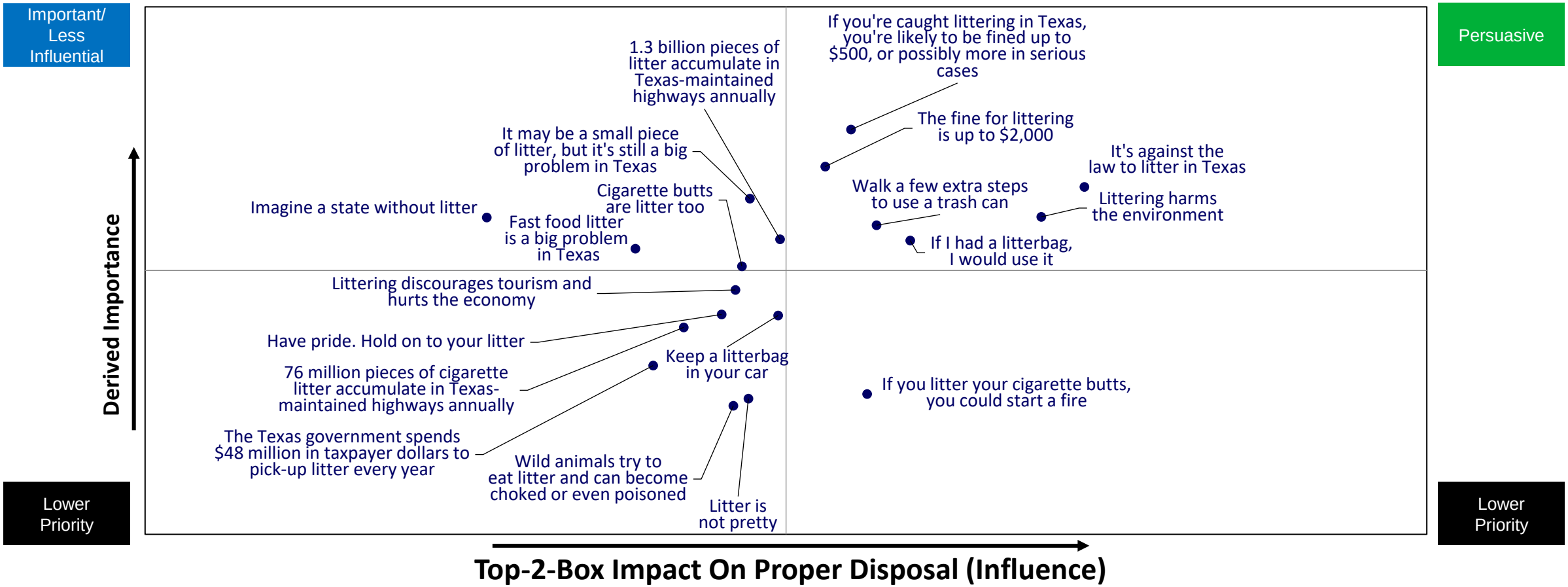
Most Important/Influential Messages



Base: Total (n=730)
Source: Advanced Analytics

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Litter Behaviors And Attitudes

- Despite the positive upticks in DMWT awareness and support, fewer Texans believe littering is “against the law in all cases” (77% vs. 81% in 2017), driven mainly by the youngest segment. This indicates a clear opportunity to inform young Texans on the seriousness of littering when it comes to breaking the law.

- *Plastic bags/Other plastic* and *beer cans/bottles* remain in the top tier of litter items considered very serious. There was little change from 2017 in people’s views about the seriousness of specific litter items.

- Agreement with statements about littering was also similar to 2017, with a couple of exceptions. *Non-littered areas are good for tourism and the economy* and *I am less likely to return to a vacation destination that has too much litter* both saw a decline on “strongly agree” ratings.

- As with other attitudes toward littering, the older segment (aged 36+) are more likely to agree with the litter statements, including *I take pride in not littering, It is important to instill anti-littering values in children,* and *Littering is socially unacceptable behavior*, among others.

- The incidence of past-month littering was down by a notable margin, compared to 2017 (34% vs. 50% in 2017). This is most likely due to a significant downturn in driving frequency brought on by COVID-19 restrictions and advisories. Daily driving fell from 72% in 2017 to 57% this wave.

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Don’t mess with Texas® Awareness And Impact

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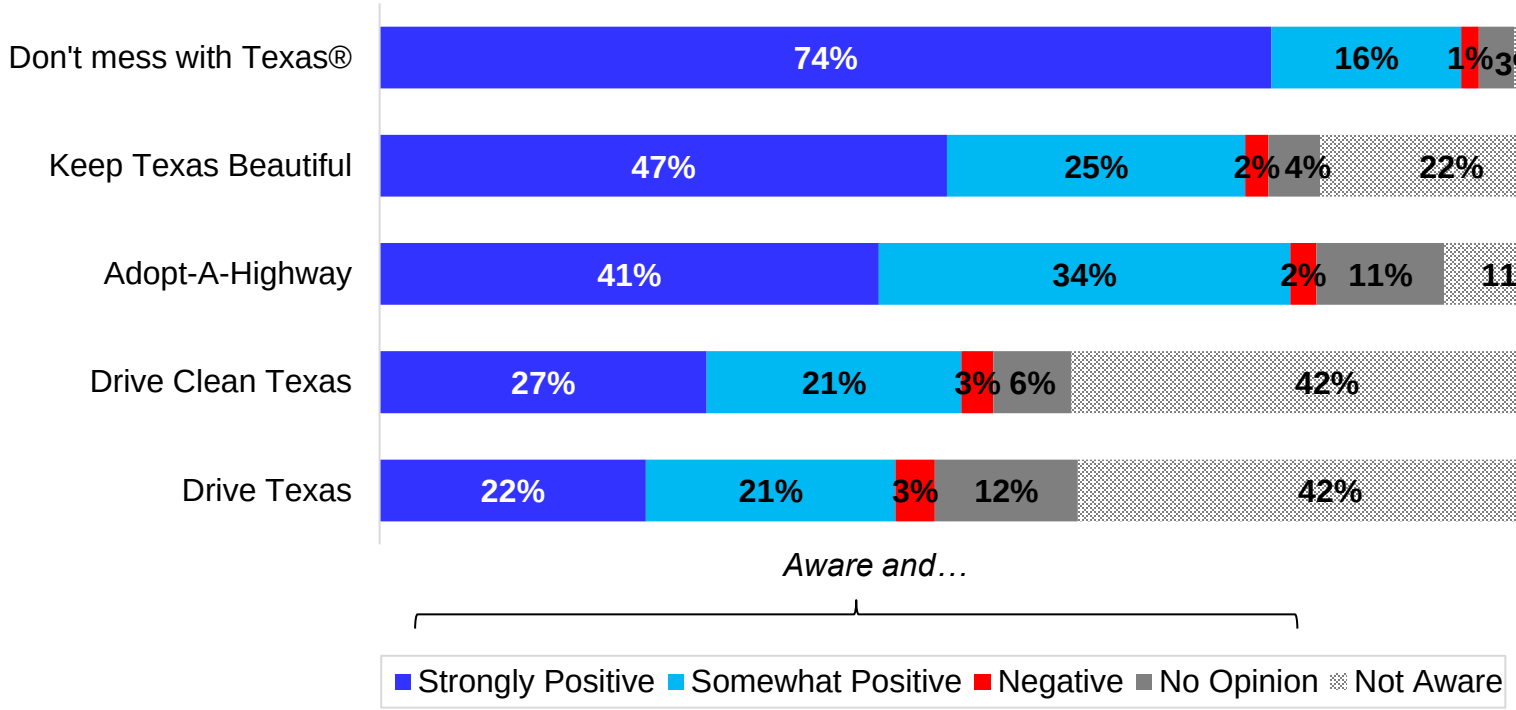
Campaign/Slogan Awareness And Impression

- A sizable majority of Texans have a “strongly positive” impression of DMWT—it was rated much higher than with the other slogans asked about.
- There has been little change in awareness of DMWT since 2017. Drive Clean Texas and Drive Texas both saw significant bumps in awareness this year.



	Aided Awareness	
	2020	2017
Don't mess with Texas®	94%	93%
Keep Texas Beautiful	78%	80%
Adopt-A-Highway	89%	89%
Drive Clean Texas	58%^	52%
Drive Texas	58%^	51%

Q2A. For each one of the following, please indicate whether you have heard of that slogan or program, and if so, whether you have a positive or a negative impression of it. If you do not recognize the name, select the "Never Heard Of" answer.
Base: Total (n=730)
Source: Statistical Tables 21-25, Weighted Banner 2

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Awareness And Impression—By Subgroup

- While awareness of DMWT is similar by age group, there is significant room for improvement for its impression among the youngest segment.
- Interestingly, Litterers have higher awareness of some of the campaigns (e.g., Keep Texas Beautiful), compared to Non-Litterers.

	Total	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Awareness										
Don't mess with Texas®	94%	92%	94%	95%	93%	95%	96%	93%	92%	89%
Adopt-A-Highway	89%	83%	90%	89%	**91%**^{G}	87%	**93%**^{NP}	85%	89%	79%
Keep Texas Beautiful	78%	78%	80%	78%	**83%**^{G}	76%	**81%**^{O}	78%	67%	77%
Drive Texas	58%	57%	**71%**^{AC}	54%	**65%**^{G}	55%	56%	59%	63%	53%
Drive Clean Texas	58%	**61%**^{C}	**72%**^{C}	52%	**66%**^{G}	53%	53%	58%	**71%**^{MN}	64%
Aware and "Strongly Positive"										
Don't mess with Texas®	74%	63%	72%	**78%**^{A}	70%	**76%**^{F}	**77%**^{P}	**73%**^{P}	**73%**^{P}	52%
Keep Texas Beautiful	47%	45%	46%	48%	50%	46%	48%	48%	41%	47%
Adopt-A-Highway	41%	37%	35%	**45%**^{B}	40%	42%	**43%**^{P}	39%	46%	29%
Drive Clean Texas	27%	26%	**36%**^{C}	25%	27%	27%	21%	**30%**^{M}	**38%**^{M}	32%
Drive Texas	22%	25%	23%	21%	23%	22%	**19%**^{P}	**24%**^{P}	**32%**^{MP}	10%

Q2A. For each one of the following, please indicate whether you have heard of that slogan or program, and if so, whether you have a positive or a negative impression of it. If you do not recognize the name, select the "Never Heard Of" answer.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Tables 21-25, Weighted Banner 2 *Small Base Size

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Unaided Campaign/Slogan Awareness And Meaning

A little over half of these respondents recalled DMWT on an unaided basis (before they were shown a list). Over two-thirds mentioned something specific about “litter/cleanliness” when asked its meaning.

Campaign And Program Awareness	
Waste/Littering/Cleanup (Net)	**58%**
Don’t mess with Texas®	52%
Do not litter/Do not litter/trash Texas	3%
All other mentions about waste/littering/cleanup	3%
Pollution (Net)	**4%**
All other mentions about pollution	3%
Miscellaneous mentions of recycling	2%
Other	3%
Do not recall any	31%

Meaning Of DMWT	
Litter/Cleanliness In Texas (Net)	**68%**
Do not litter/Keep it clean/Keep Texas clean	52%
Do not litter on the highways/streets/Texas highways/streets	12%
Keep Texas beautiful/Texas is beautiful	7%
Pick up after yourself/Throw trash away in the proper receptacles	5%
Do not pollute/Do not pollute the state's environment	3%
Take care of the environment	3%
Laws/Behaviors (Net)	**29%**
Be polite/respectful/Be respectful to us/our land	12%
Texas does not tolerate breaking the law/You will be punished/have to pay a fine if you break the law in Texas	8%
'Don't mess with Texas'/Just as it says/Self-explanatory (unspecified)	4%
Abide by the law/rules in Texas	3%
Texas Culture/People (Net)	**17%**
We are ready to defend/We fight back/Mess with us, we'll mess with you	6%
We are a proud state	5%
We are serious/do not play around/We are not to be messed with	3%
Don’t know	4%

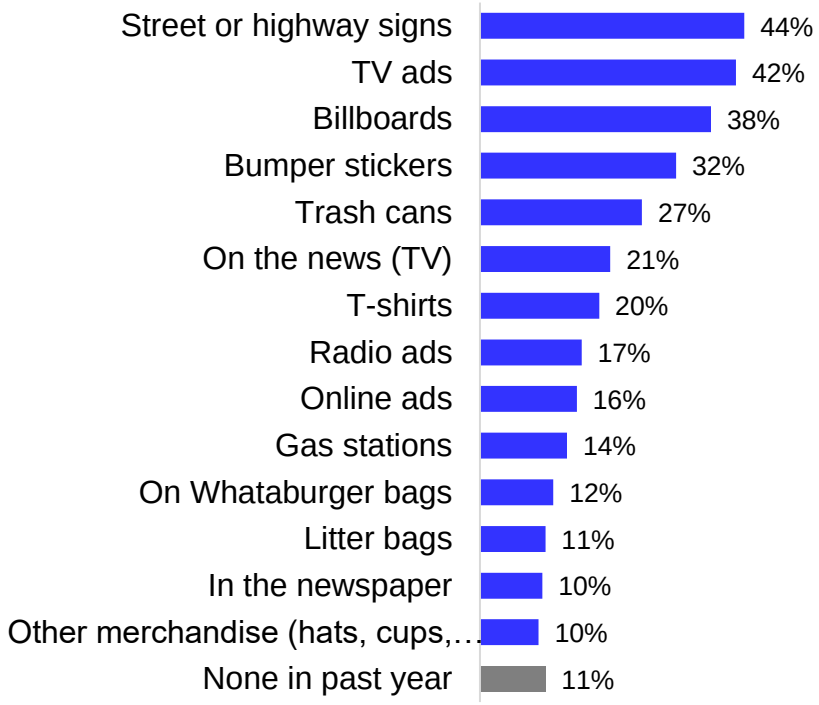
Shows mentions of 3% or greater.
Q1. When you think of slogans or programs to reduce littering or pollution in Texas, which ones come to mind?
Q3. In your own words, please describe what the slogan "Don't mess with Texas" means to you?
Base: Total (n=730)
Source: Statistical Tables 20 and 32, Weighted Banner 2

Don’t mess with Texas® Placement Recall

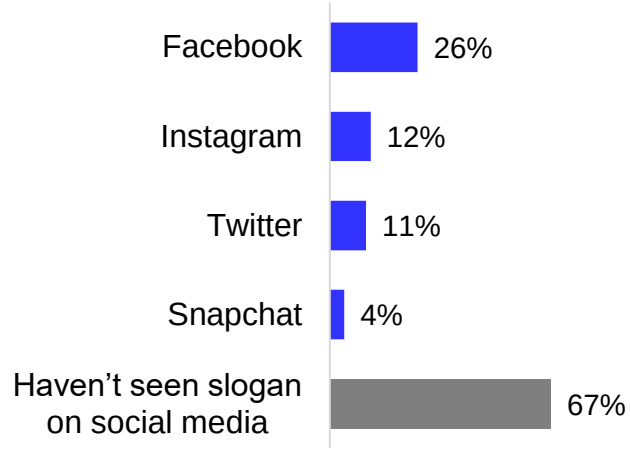
Among Those Aware Of Slogan

- Street or highway signs and TV ads are where DMWT was most often seen in the past year or so.
- Facebook is, by far, the most-often-recalled social media placement.

Past-Year Placement Recall



Social Media Recall



Q4. In the past year or so, have you seen, read, or heard the slogan "Don't mess with Texas® " from any of the following?
Q5. Do you recall seeing the slogan "Don't mess with Texas® " on any of the following social media?
Base: Aware of DMWT (n=690)
Source: Statistical Tables 33 and 34, Weighted Banner 2. Shows mentions 10% (Past-Year Placement Recall) or greater.

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Don’t mess with Texas® Placement Recall—By Subgroup

- Compared to both of the older segments, the youngest segment was far more likely to recall seeing the slogan on T-shirts and online ads.
- For several places, Litterers were more likely to recall DMWT than Non-Litterers were (e.g., gas stations).

	Total (Aware Of DMWT)	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Street or highway signs	44%	42%	43%	44%	42%	44%	**46%**^{P}	**43%**^{P}	43%	26%
TV ads	42%	44%	41%	42%	42%	43%	41%	41%	52%	35%
Billboards	38%	36%	37%	39%	39%	38%	40%	36%	40%	28%
Bumper stickers	32%	37%	32%	31%	**38%**^{G}	30%	33%	32%	36%	24%
Trash cans	27%	21%	23%	**29%**^{A}	29%	25%	**27%**^{P}	**29%**^{P}	22%	14%
On the news (TV)	21%	**29%**^{C}	24%	19%	**27%**^{G}	19%	20%	22%	28%	14%
T-shirts	20%	**31%**^{BC}	18%	17%	**27%**^{G}	16%	19%	20%	23%	18%
Radio ads	17%	**22%**^{C}	**21%**^{C}	14%	**23%**^{G}	13%	**18%**^{P}	**16%**^{P}	16%	8%
Online ads	16%	**29%**^{BC}	17%	12%	**24%**^{G}	12%	17%	16%	13%	16%
Gas stations	14%	**24%**^{C}	**21%**^{C}	10%	**23%**^{G}	10%	12%	15%	20%	12%
On Whataburger bags	12%	13%	**17%**^{C}	10%	15%	11%	**12%**^{P}	**13%**^{P}	10%	3%
Litter bags	11%	8%	8%	12%	13%	10%	**11%**^{P}	10%	**16%**^{P}	4%
In the newspaper	10%	14%	11%	9%	**16%**^{G}	7%	10%	10%	13%	12%
Other merchandise	10%	11%	8%	10%	12%	8%	7%	**11%**^{M}	13%	**20%**^{M}
None in the past year	11%	5%	7%	**13%**^{AB}	7%	**12%**^{F}	12%	9%	14%	17%

Q4. In the past year or so, have you seen, read, or heard the slogan "Don't mess with Texas" from any of the following?
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Table 33, Weighted Banner 2. Shows mentions of 10% or greater in total. *Small Base Size

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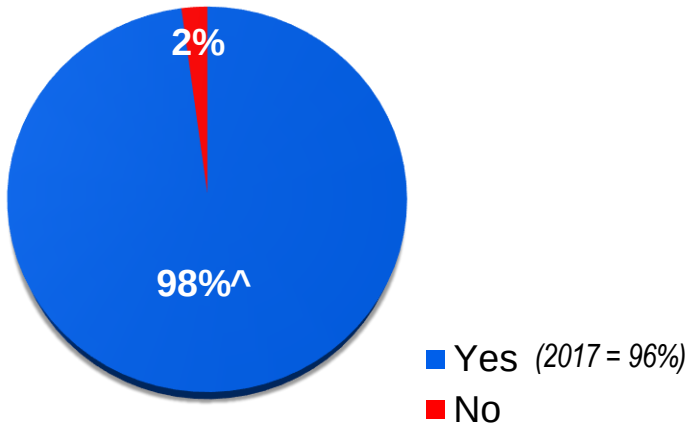
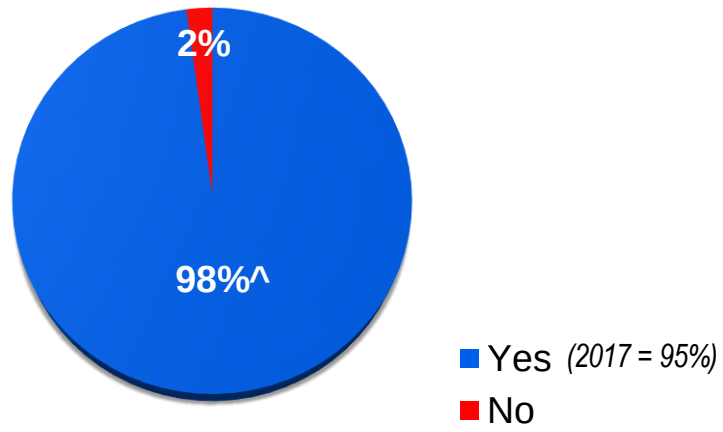
Support And Continuation Of DMWT

- Overall support for DMWT is overwhelming, at nearly 100%. Despite being high in 2017, it improved significantly this year.
- Likewise, almost all Texans would like to see the program continue (also a significant improvement over 2017).

Support DMWT



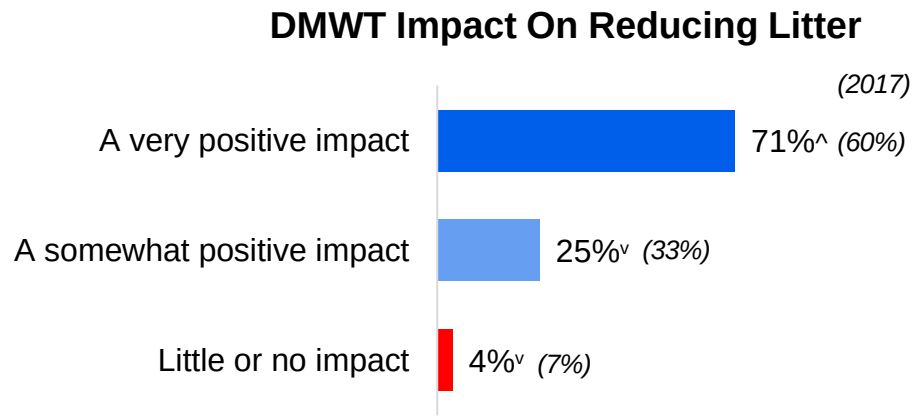
Would Like To See DMWT Continue



Q6A. Overall, do you support the "Don't mess with Texas" litter-prevention campaign?
Q6B. Just based on your own feelings, would you like to see the "Don't mess with Texas" litter-prevention campaign continue?
Base: Aware of DMWT (n=690)
Source: Statistical Tables 35-36, Weighted Banner 2

DMWT Impact On Reducing Litter

- Just over 70% of Texans believe DMWT has had a “very positive” impact on reducing litter. While consistently positive by age group, belief is strongest among those who are 36 or older.
- Impact perceptions were was similar among Litterers and Non-Litterers.



By Subgroup	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
A very positive impact	66%	67%	**74%**^{AB}	70%	72%	73%	71%	71%	59%
A somewhat positive impact	**32%**^{C}	29%	21%	28%	23%	22%	26%	29%	33%
Little or no impact	2%	5%	4%	2%	**5%**^{F}	**6%**^{NO}	**2%**^{O}	0%	**8%**^{O}

Q25. In terms of reducing litter in Texas, do you think the "Don't mess with Texas" campaign has had...?
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Table 124, Weighted Banner 2 *Small Base Size

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Message Impact And Key Drivers

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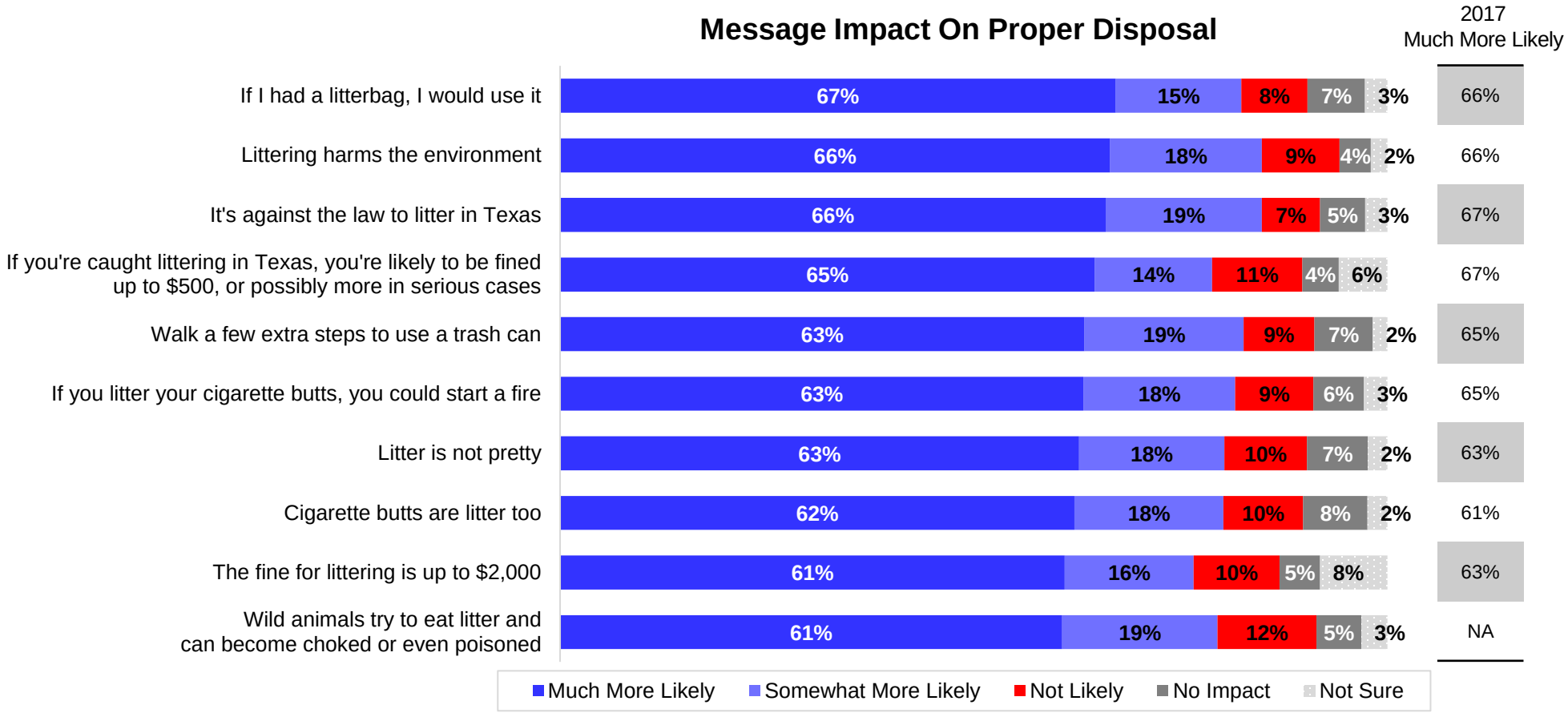
Message Impact On Proper Litter Disposal

- A majority believe all of these statements make them “much more likely” to properly dispose of litter.
- There was little change from 2017 on these statements.



Q16. Please indicate if each of the following is something that makes you much more likely, somewhat more likely, somewhat less likely or much less likely to properly dispose of litter.
Base: Total (n=730)
Source: Statistical Tables 91-109, Weighted Banner 2

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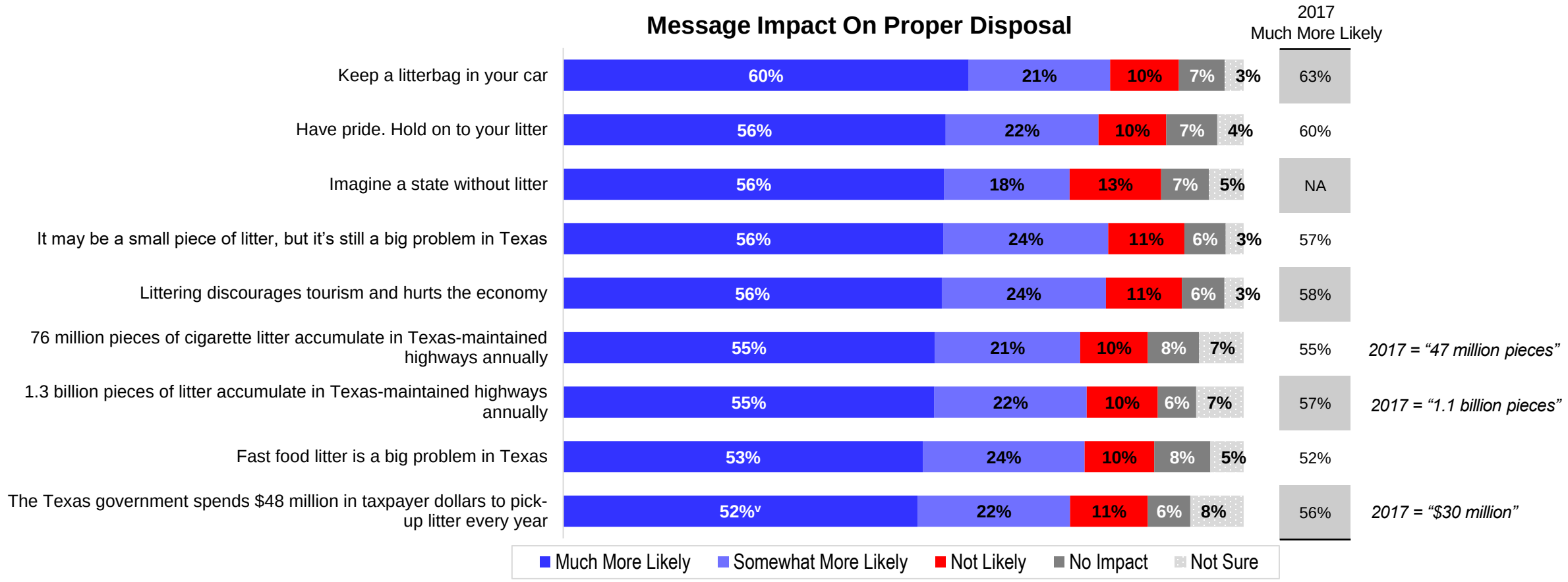
Message Impact On Proper Litter Disposal (Cont.)

These statements are somewhat less impactful than the ones in the top tier (previous slide). However, more than half say the statements would make them "much more likely" to properly dispose of litter.



Q16. Please indicate if each of the following is something that makes you much more likely, somewhat more likely, somewhat less likely or much less likely to properly dispose of litter.
Base: Total (n=730)
Source: Statistical Tables 91-109, Weighted Banner 2

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Message Impact On Proper Litter Disposal
By Subgroup

- The older segment (36+) skews higher across-the-bard on these statements.
- The same is true among Non-Litterers, with large differences on “If I had a litterbag, I would use it” (among others).

“Much More Likely To Properly Dispose”	Total	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
If I had a litterbag, I would use it	67%	64%	53%	**73%^{AB}**	59%	**71%^{F}**	66%	**69%^{P}**	**73%^{P}**	54%
Littering harms the environment	66%	**64%^{B}**	51%	**72%^{B}**	56%	**72%^{F}**	67%	65%	72%	55%
It's against the law to litter in Texas	66%	56%	55%	**72%^{AB}**	56%	**71%^{F}**	**68%^{P}**	65%	62%	53%
If you're caught littering in Texas, you're likely to be fined up to $500, or possibly more in serious cases	65%	61%	57%	**68%^{B}**	56%	**69%^{F}**	**68%^{P}**	**63%^{P}**	59%	46%
Walk a few extra steps to use a trash can	63%	61%	51%	**68%^{B}**	52%	**69%^{F}**	**63%^{P}**	**64%^{P}**	**68%^{P}**	48%
If you litter your cigarette butts, you could start a fire	63%	55%	50%	**70%^{AB}**	51%	**69%^{F}**	**66%^{P}**	61%	63%	48%
Litter is not pretty	63%	57%	50%	**68%^{AB}**	58%	**65%^{F}**	**62%^{P}**	**63%^{P}**	**71%^{P}**	46%
Cigarette butts are litter too	62%	54%	48%	**69%^{AB}**	52%	**68%^{F}**	**62%^{P}**	**64%^{P}**	**65%^{P}**	37%
The fine for littering is up to $2,000	61%	58%	53%	**64%^{B}**	51%	**66%^{F}**	**68%^{NP}**	56%	56%	43%
Wild animals try to eat litter and can become choked or even poisoned	61%	**65%^{B}**	49%	**63%^{B}**	52%	**65%^{F}**	**65%^{P}**	**60%^{P}**	54%	39%

Q16. Please indicate if each of the following is something that makes you much more likely, somewhat more likely, somewhat less likely or much less likely to properly dispose of litter.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Tables 91-109, Weighted Banner 2 *Small Base Size

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Message Impact On Proper Litter Disposal (cont.)

By Subgroup

- The oldest segment (36+) is significantly more impacted by all of the statements than those aged 26-35 are. They are more impacted than the youngest segment on all statements except "Wild animals try to eat litter and can become choked or even poisoned."
- Non-Litterers are significantly more impacted by all of the statements than Litterers are, especially for "If you litter your cigarette butts, you could start a fire" and "Walk a few extra steps to use a trash can."

"Much More Likely To Properly Dispose"	Total	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Keep a litterbag in your car	60%	**54%**^{B}	41%	**67%**^{AB}	50%	**64%**^{F}	58%	63%	57%	49%
Have pride. Hold on to your litter	56%	49%	41%	**63%**^{AB}	44%	**62%**^{F}	58%	52%	**65%**^{P}	46%
Imagine a state without litter	56%	46%	47%	**61%**^{AB}	45%	**62%**^{F}	**60%**^{N}	51%	58%	53%
It may be a small piece of litter, but it's still a big problem in Texas	56%	47%	49%	**60%**^{AB}	43%	**62%**^{F}	**56%**^{P}	**57%**^{P}	**57%**^{P}	38%
Littering discourages tourism and hurts the economy	56%	53%	49%	**58%**^{B}	48%	**60%**^{F}	57%	56%	53%	46%
76 million pieces of cigarette litter accumulate in Texas-maintained highways annually	55%	51%	43%	**59%**^{B}	44%	**60%**^{F}	**57%**^{P}	52%	**58%**^{P}	39%
1.3 billion pieces of litter accumulate in Texas-maintained highways annually	55%	49%	44%	**59%**^{AB}	42%	**61%**^{F}	57%	53%	51%	45%
Fast food litter is a big problem in Texas	53%	47%	43%	**58%**^{AB}	45%	**57%**^{F}	**56%**^{N}	49%	55%	48%
The Texas government spends $48 million in taxpayer dollars to pick-up litter every year	52%	45%	42%	**57%**^{AB}	42%	**57%**^{F}	**57%**^{NP}	**48%**^{P}	**52%**^{P}	31%

Q16. Please indicate if each of the following is something that makes you much more likely, somewhat more likely, somewhat less likely or much less likely to properly dispose of litter.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Tables 91-109, Weighted Banner 2 *Small Base Size

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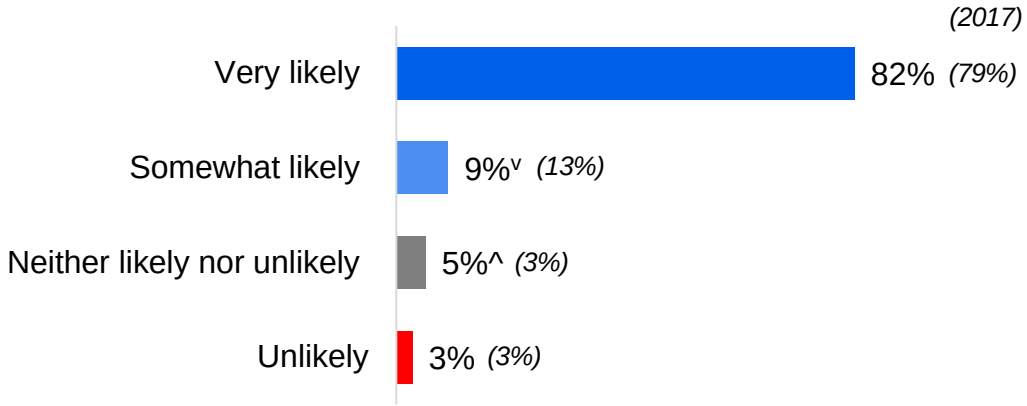
Overall Message Impact On Litter Disposal

- More than 80% would be “very likely” to properly dispose of litter after seeing the messages. However, there is a large gap between Litterers and Non-Litterers.
- Compared to younger Texans, those in the older segment (36+) are more likely to properly dispose of litter after receiving more information.

Likelihood To Properly Dispose Of Litter After Information



By Subgroup	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Very likely	78%	71%	**87%**^{AB}	72%	**88%**^{F}	81%	83%	**89%**^{P}	75%
Somewhat likely	11%	**16%**^{C}	7%	**17%**^{G}	5%	**10%**^{O}	9%	4%	13%
Neither likely nor unlikely	7%	6%	4%	5%	5%	6%	5%	2%	8%
Unlikely	4%	**6%**^{C}	2%	**6%**^{G}	2%	3%	3%	5%	5%

Q17. Having heard more information about litter, would you be likely or unlikely to properly dispose of litter the next time you have some?
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Tables 116, Weighted Banner 2

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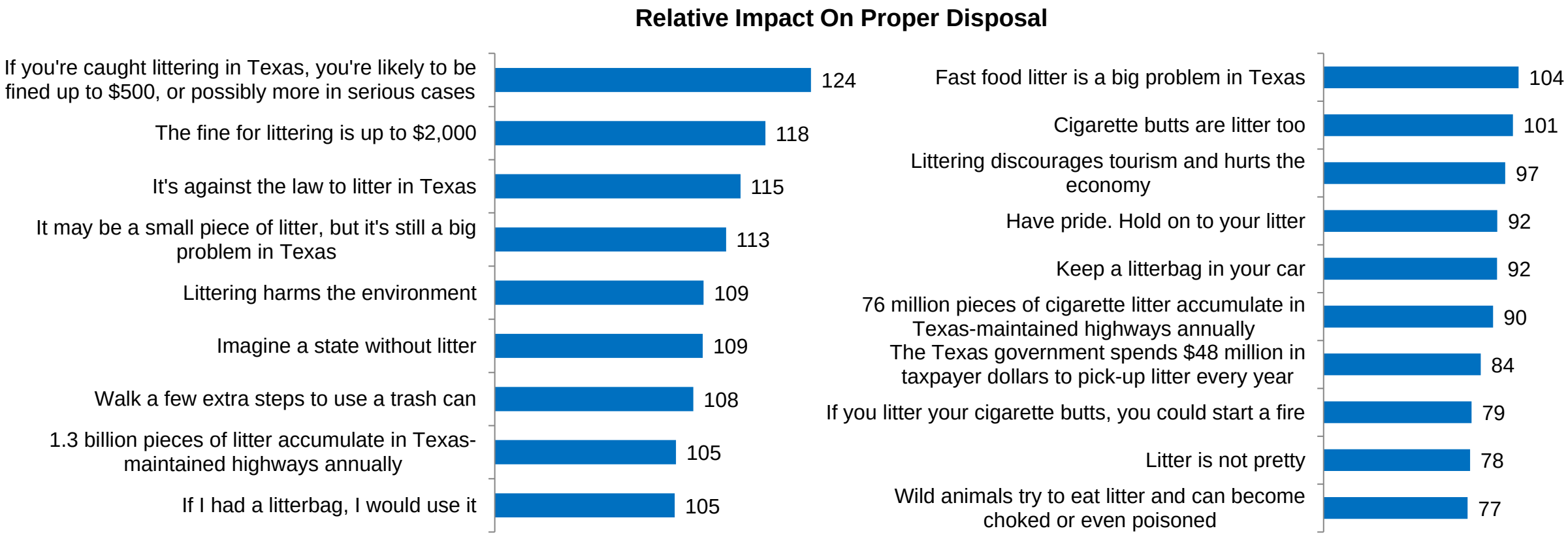
Key Driver Ranking (Impact On Likelihood To Properly Dispose)

- The threat of a fine is the most impactful message among respondents in total (and by a fair margin).
- The threat to wild animals is the least impactful on a derived basis.



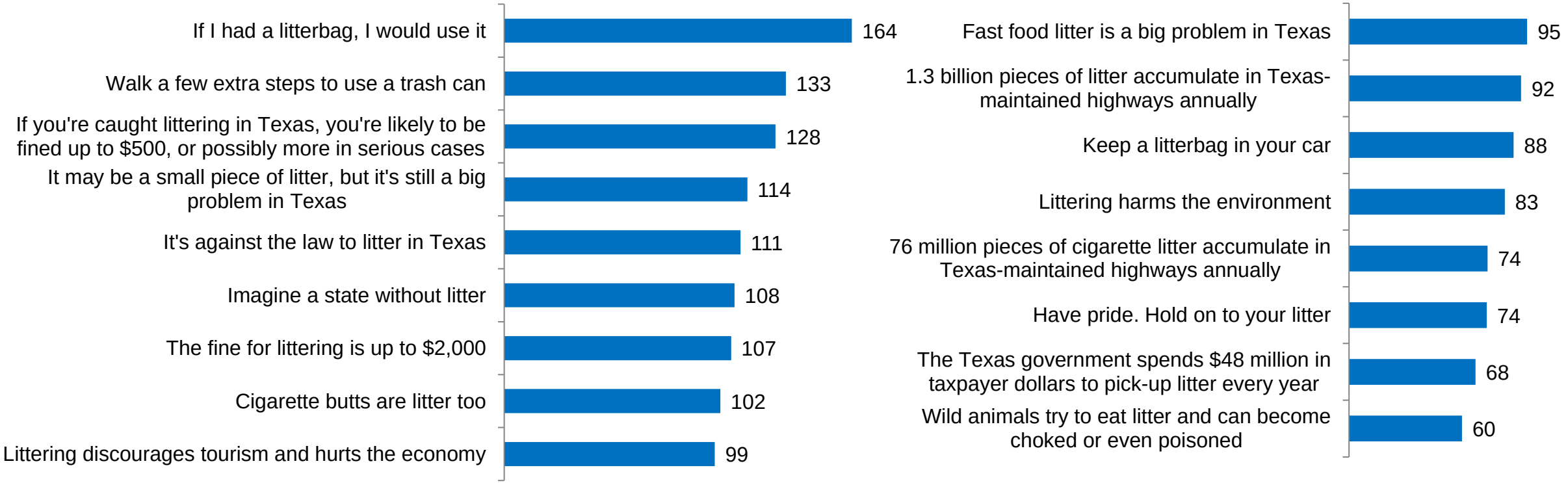
Base: Total (n=730)

Key Driver Ranking (Impact On Likelihood To Properly Dispose)

16-25 Age Group

- Among the youngest segment, having a litterbag would be most impactful in their likelihood to properly dispose of litter.
- The threat to wild animals is the least impactful message.

Relative Impact On Proper Disposal



Base: 16 to 25 year-olds (n=112). Attributes not shown were not significant predictors in model.

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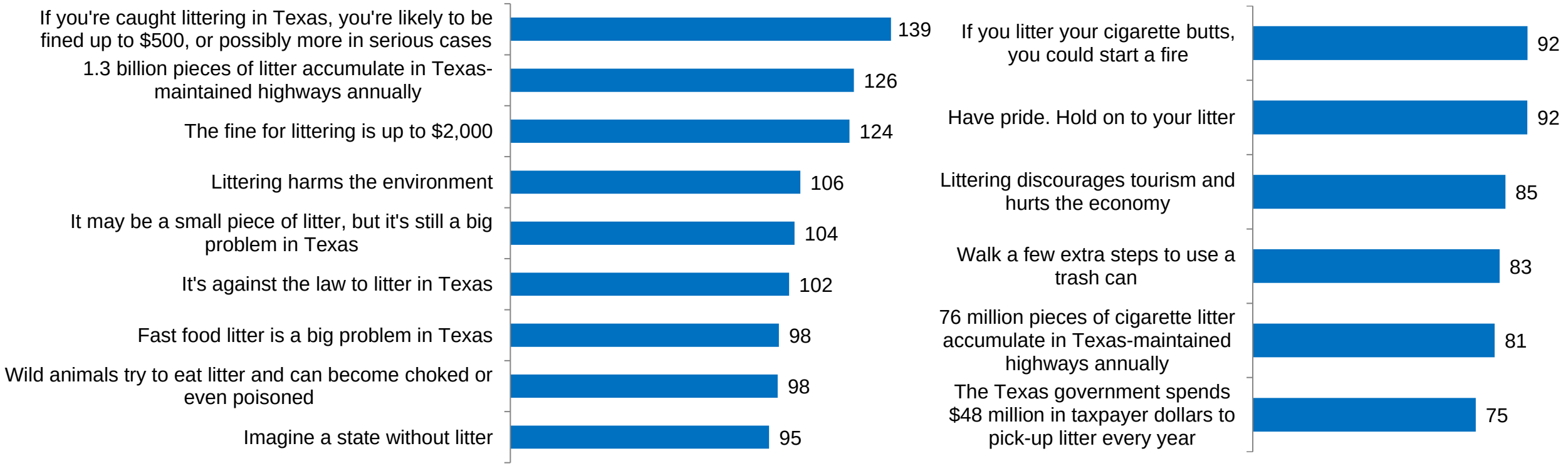
Key Driver Ranking (Impact On Likelihood To Properly Dispose)

26-35 Age Group

- The threat of a fine is the most impactful message among the 26-to-35 age group, followed by messages about the amount of litter on Texas highways annually, and maximum-fine information.
- Notably, the statement about the threat to wild animals is much more impactful among this segment.

Relative Impact On Proper Disposal



Base: 26 to 35 year-olds (n=141). Attributes not shown were not significant predictors in model.

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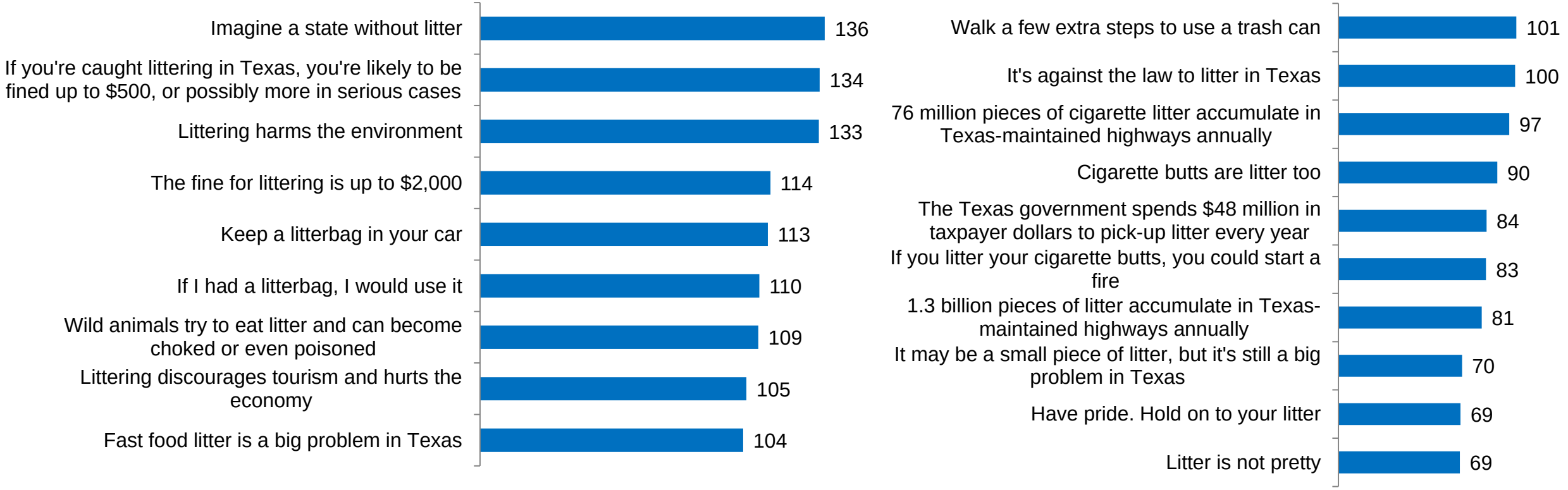
Key Driver Ranking (Impact On Likelihood To Properly Dispose)

Hispanics

- Imagining a state without litter, the threat of a fine, and harm to the environment are almost equally important among the Hispanic segment, with all 3 messages being very impactful on a derived basis.
- Having “pride” and “litter is not pretty” are the least impactful messages.

Relative Impact On Proper Disposal



Base: Hispanics (n=296). Attributes not shown were not significant predictors in model.

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Littering Attitudes And Behaviors

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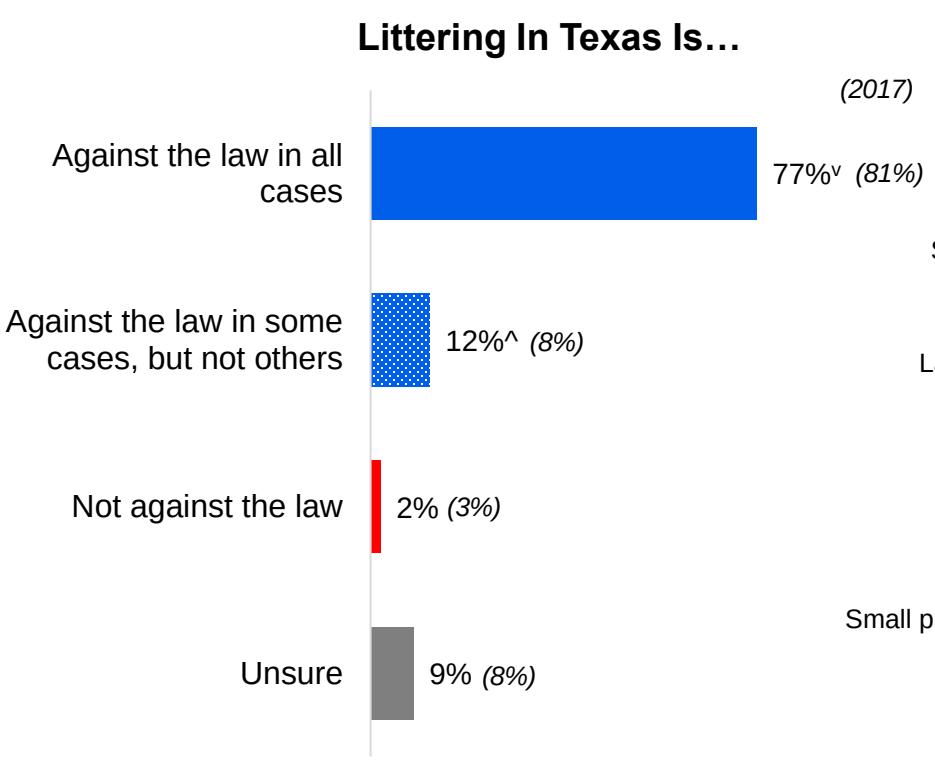
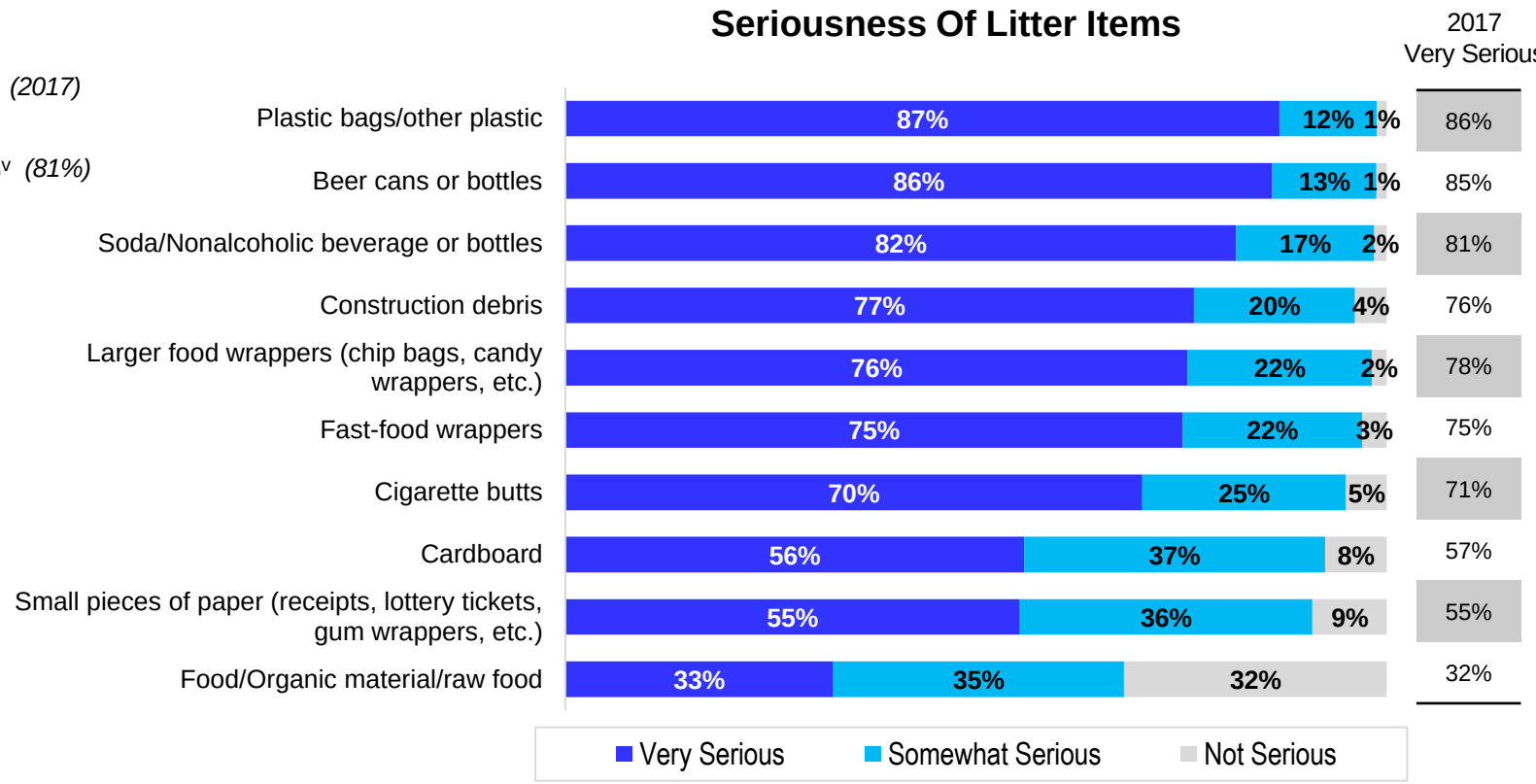
Knowledge Of Littering Laws And Seriousness Of Items

- While a majority of Texans believe that littering is “against the law in all cases,” the rate fell somewhat from 2017.
- Plastic, beer cans and bottles, and soda/nonalcoholic cans and bottles are seen as the most serious forms of litter—with little change from 2017.





Q8. To the best of your knowledge, is littering in Texas...?
Q9. How serious do you think each of these items is, in terms of litter?
Base: Total (n=730)
Source: Statistical Tables 38-48, Weighted Banner 2

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Knowledge Of Littering Laws And Seriousness Of Items

By Subgroup

The perception of littering being "against the law in all cases" increases with age, and is believed more often by Non-Litterers. Non-Litterers also believe most of the specific items are "very serious," compared to Litterers.

	Total	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Littering in Texas is…										
Against the law in all cases	77%	63%	**81%**^{A}	**80%**^{A}	72%	**81%**^{F}	80%	75%	77%	68%
Against the law in some cases, but not others	12%	**21%**^{BC}	10%	10%	14%	11%	9%	14%^{M}	12%	16%
Not against the law	2%	3%	2%	2%	**4%**^{G}	1%	**2%**^{O}	**2%**^{O}	0%	**9%**^{O}
Unsure	9%	12%	7%	8%	10%	8%	9%	8%	11%	8%
Seriousness Of Litter Items ("Very Serious")										
Plastic bags/other plastic	87%	85%	86%	88%	81%	90%	87%	86%	89%	80%
Beer cans or bottles	86%	87%	87%	85%	84%	**87%**^{F}	86%	87%	88%	77%
Soda/Nonalcoholic beverage or bottles	82%	75%	80%	**84%**^{A}	76%	**84%**^{F}	83%	80%	83%	76%
Construction debris	77%	71%	75%	78%	72%	**79%**^{F}	74%	78%	81%	73%
Larger food wrappers	76%	74%	76%	76%	71%	**78%**^{F}	74%	77%	**82%**^{P}	64%
Fast-food wrappers	75%	77%	76%	74%	70%	**78%**^{F}	**75%**^{P}	**75%**^{P}	**79%**^{P}	58%
Cigarette butts	70%	67%	72%	71%	60%	**75%**^{F}	72%	68%	71%	70%
Cardboard	56%	49%	54%	58%	46%	**61%**^{F}	54%	58%	57%	54%
Small pieces of paper	55%	47%	47%	**60%**^{AB}	47%	**60%**^{F}	**56%**^{P}	**54%**^{P}	**63%**^{P}	38%
Food/Organic material/raw food	33%	31%	31%	34%	30%	34%	29%	33%	**43%**^{M}	**44%**^{M}

Q8. To the best of your knowledge, is littering in Texas...?
Q9. How serious do you think each of these items is, in terms of litter?
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Tables 38-48, Weighted Banner 2 *Small Base Size

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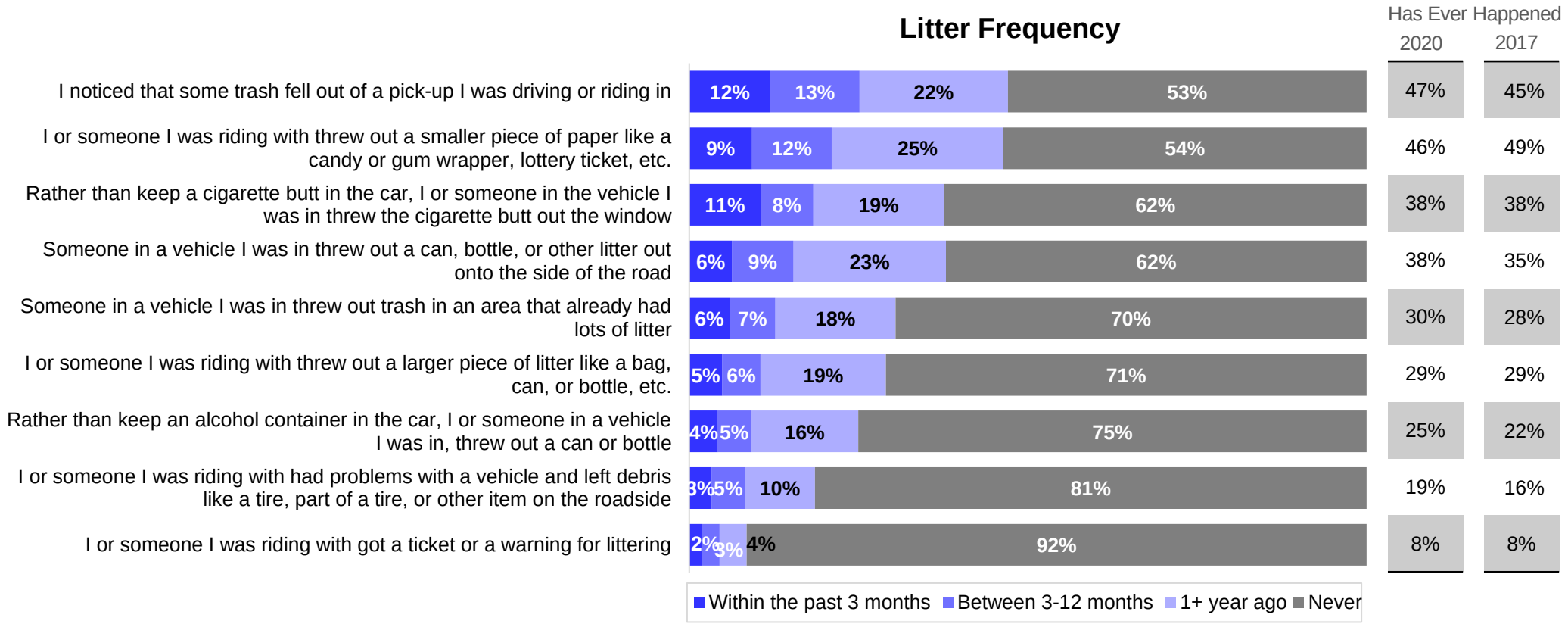
Frequency Of Littering Incidents (Self Or Others)

- The frequency of each littering-incident type is very similar to the frequency for each in 2017
- The most frequent littering incident reported this year was that “some trash fell out of a pick-up I was driving or riding in.”



Q10. For each of the following, please indicate how often, if ever, it has happened. Please be as accurate and honest as possible. Our main purpose is to understand how it sometimes happens that people litter.
Base: Total (n=730)
Source: Statistical Tables 55-67, Weighted Banner 2

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Past-Month Littering Incidents

- The rate of reported past-month littering is significantly lower than 2017. This is very likely due to the drop in driving frequency during this period of COVID-19.
- The most common forms of litter reman "small pieces of paper" and "food/organic material."
- "By accident" continues to be the most common circumstance, with a majority reporting they were alone when littered.
- "Heavy users" of social media (visit several sites in a week) are more likely to be litterers (see appendix, slide 65).

Litter Types	2020	2017
Litterer (Net)	**34%**ᵛ	**50%**
Small pieces of paper (like receipts, gum wrappers, etc.)	16%ᵛ	28%
Food/Organic material, raw food	13%ᵛ	29%
Cigarette butts	10%ᵛ	14%
Fast-food wrappers	7%ᵛ	11%
Plastic bags/Other plastic	6%ᵛ	9%
Beer cans or bottles	5%ᵛ	9%
Soda or other nonalcoholic beverage cans or bottles	5%ᵛ	10%
Cardboard	4%ᵛ	6%
Larger food wrappers (like chip bags, candy wrappers, etc.)	4%ᵛ	8%
Construction debris	2%ᵛ	6%
Other	1%ᵛ	1%
None/Have not littered in past month	66%^	50%

Litter Circumstances	2020
It happened accidentally	39%
Opened vehicle window or door and it flew out	30%
Driving/Riding in vehicle	29%
Walking/Outside activity	24%
No trash can around	21%
Socializing/At a party	17%
Flew out of bed of truck	17%

Alone when littered = 65%
With others = 35%

Q11. Please 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.
Q12. As best as you can recall, please indicate if the following circumstances apply to the last time you discarded an item as litter. Q13. When you discarded the most recent item as litter, were you...?
Base: Total (n=730), Litterers (n=242)
Source: Statistical Tables 70-72, Weighted Banner 2

Past-Month Littering Incidents—By Subgroup

- Littering is far more common among the 2 younger segments.
- Hispanics also report higher rates of littering, compared to non-Hispanics.

	Total	16-25 (A)	26-35 (B)	36+ (C)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Litterer (Net)	34%	**51%**^{C}	**50%**^{C}	24%	31%	**38%**^{M}	32%	32%
Small pieces of paper	16%	**28%**^{C}	**25%**^{C}	10%	13%	**19%**^{M}	17%	16%
Food/Organic material, raw food	13%	**18%**^{C}	**21%**^{C}	8%	13%	13%	12%	11%
Cigarette butts	10%	**10%**	**17%**^{C}	8%	12%	8%	7%	7%
Fast-food wrappers	7%	**11%**^{C}	**14%**^{C}	4%	7%	6%	4%	13%
Plastic bags/Other plastic	6%	**11%**^{C}	**11%**^{C}	3%	5%	**8%**^{M}	5%	10%
Beer cans or bottles	5%	8%	**9%**^{C}	4%	3%	**8%**^{M}	4%	7%
Soda/Nonalcoholic beverage cans or bottles	5%	**9%**^{C}	**10%**^{C}	3%	**6%**^{O}	5%	2%	8%
Cardboard	4%	**9%**^{C}	**8%**^{C}	2%	**4%**^{O}	**5%**^{O}	0%	**8%**^{O}
Larger food wrappers	4%	**7%**^{C}	**7%**^{C}	2%	**4%**^{P}	**4%**^{P}	4%	0%
Construction debris	2%	2%	3%	1%	**1%**^{P}	**2%**^{P}	2%	0%
Other	1%	1%	1%	1%	1%	**1%**^{O}	0%	3%
None/Have not littered in past month	66%	49%	50%	**76%**^{AB}	**69%**^{N}	62%	68%	68%

Q11. Please 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.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Table 70, Weighted Banner 2 *Small Base Size

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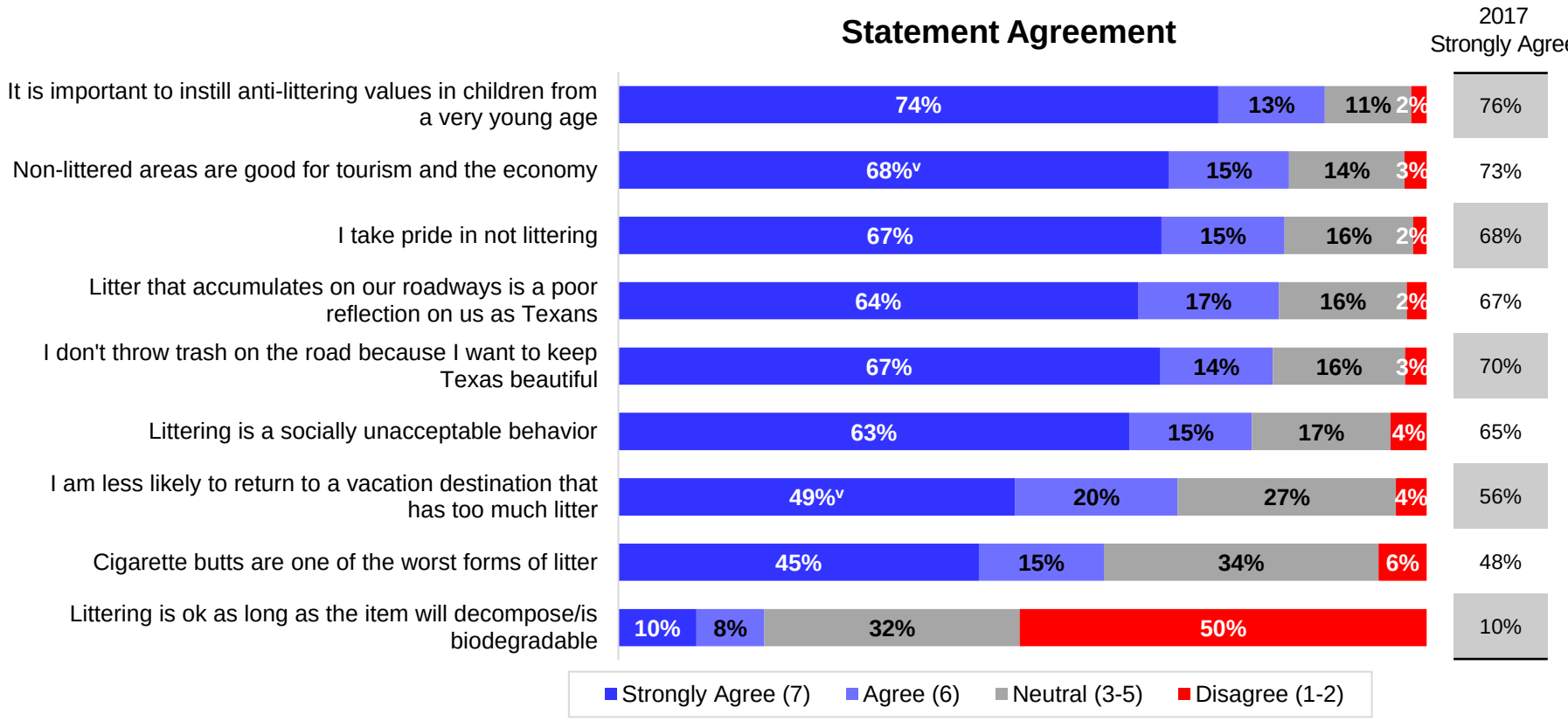
Agreement With Statements About Littering

- The importance of teaching children not to litter continues to be the most-agreed-to statement. The impact on tourism, and a vacation destination, saw significant declines since 2017 (perhaps influenced by the ongoing COVID-19 restrictions).
- About 1 in 10 Texans continue to strongly agree that “littering is ok as long as the item will decompose.”



Q15. Please rate how much you agree or disagree with each of the following statements. You may use any point on the scale.
Base: Total (n=730)
Source: Statistical Tables 74-82, Weighted Banner 2

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Agreement With Statements About Littering
By Subgroup

- Those in the older segment (36+) are more likely to agree with all of these statements (with the exception of "littering is ok…").
- There are large gaps in agreement between Litterers and Non-Litterers on all of the statements.

	Total	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
It is important to instill anti-littering values in children from a very young age	74%	67%	66%	**79%**^{AB}	65%	**79%**^{F}	**75%**^{P}	**73%**^{P}	**81%**^{P}	55%
Non-littered areas are good for tourism and the economy	68%	63%	60%	**72%**^{AB}	58%	**73%**^{F}	70%	65%	75%	58%
I take pride in not littering	67%	55%	57%	**74%**^{AB}	45%	**79%**^{F}	67%	67%	**75%**^{P}	53%
I don't throw trash on the road because I want to keep Texas beautiful	67%	60%	58%	**72%**^{AB}	50%	**76%**^{F}	**69%**^{P}	**67%**^{P}	66%	50%
Litter that accumulates on our roadways is a poor reflection on us as Texans	64%	58%	58%	**68%**^{AB}	54%	**69%**^{F}	**65%**^{P}	**66%**^{P}	61%	46%
Littering is a socially unacceptable behavior	63%	51%	59%	**68%**^{AB}	47%	**71%**^{F}	**66%**^{P}	**62%**^{P}	**63%**^{P}	41%
I am less likely to return to a vacation destination that has too much litter	49%	40%	48%	**52%**^{A}	41%	**53%**^{F}	47%	51%	50%	49%
Cigarette butts are one of the worst forms of litter	45%	42%	41%	46%	35%	**49%**^{F}	41%	**48%**^{M}	44%	50%
Littering is ok as long as the item will decompose/is biodegradable	10%	**17%**^{C}	11%	7%	**13%**^{G}	8%	9%	11%	7%	12%

Q15. Please rate how much you agree or disagree with each of the following statements. You may use any point on the scale.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Table 84, Weighted Banner 2 *Small Base Size

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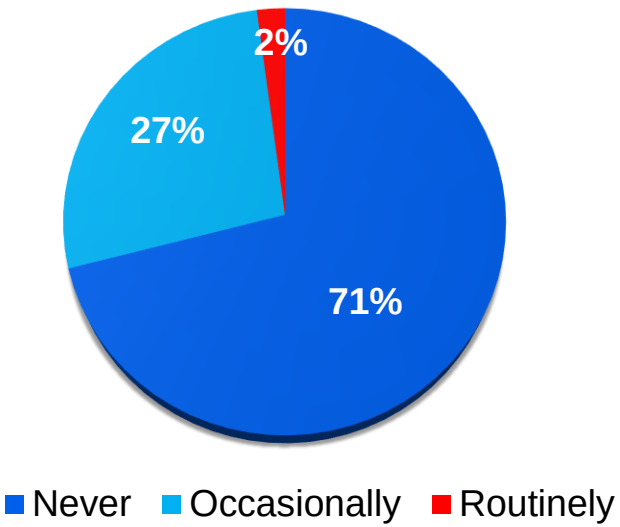
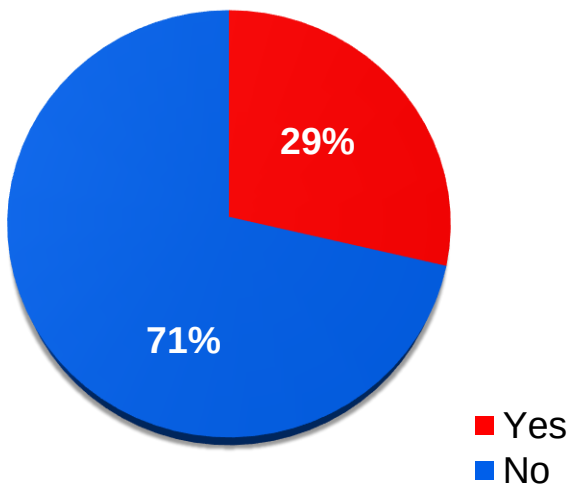
Family Littering Behavior

- A minority (29%) report ever seeing a parent litter, with the same number having seen their own child(ren) litter.
- Parents and guardians are seen as the most influential on children (by a very wide margin).

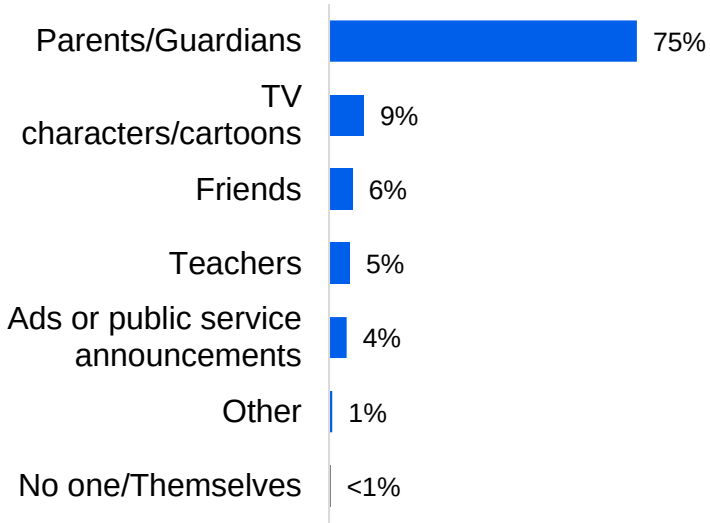
How Often Seen Parents Litter



Ever Seen Children Litter
(Among Households w/Children)



Most Influence On Children



Q18. Thinking about the past or more recently, how often have you seen your own parents or guardians litter?
Q21. Have you ever seen your child(ren) litter?
Q20. Who or what do you think has the most influence in teaching children not to litter?
Base: Total (n=730) ; Have Children in HH (n=420)
Source: Statistical Tables 117, 120 and 119, Weighted Banner 2

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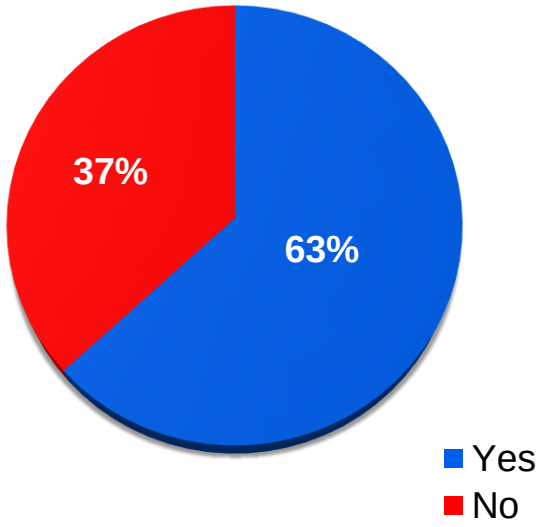
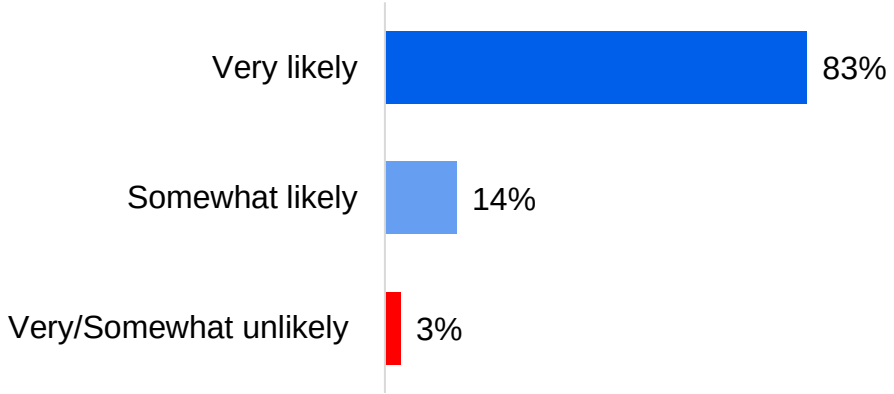
Family Requests Not To Litter

- Close to two-thirds of respondents have been asked by a parent not to litter.
- A large majority (83%) would be “very likely” to listen to their children about not littering.

Parent Has Ever Asked Not To Litter



Likelihood To Listen To Children About Not Littering
(Among Households With Children)



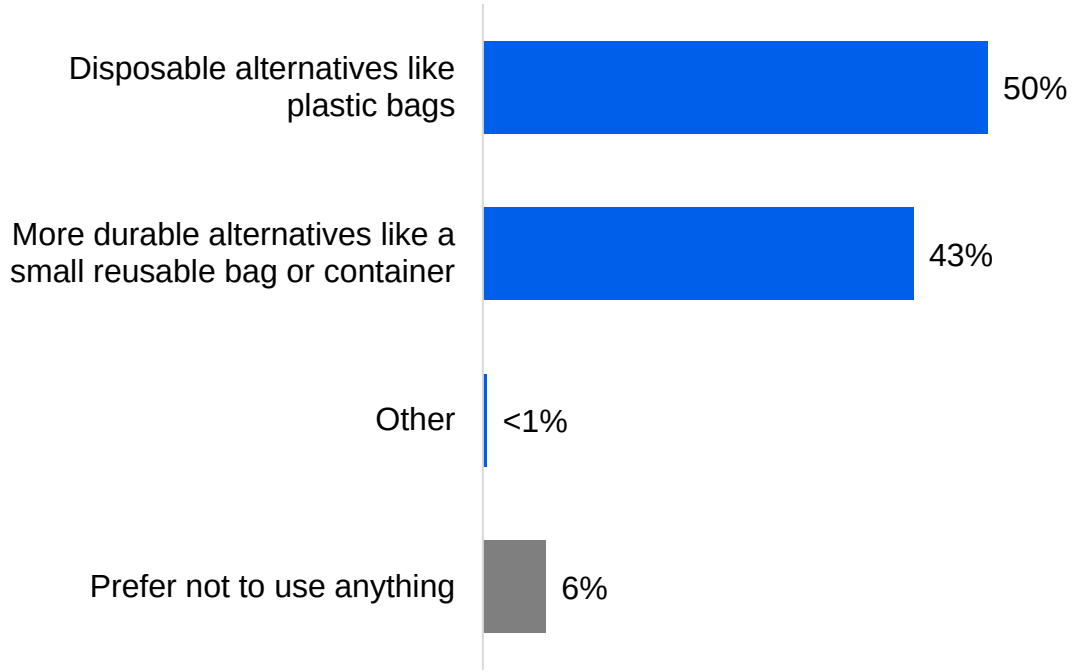
Child has ever asked not to litter = 32%

Q19. Have your parents or guardians ever asked you not to litter?
Q23. 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?
Q24. Have your children ever asked you not to litter, or talked to you about the impact of littering?
Base: Total (n=730); Have Children In HH (n=420)
Source: Statistical Tables 118, 122 and 123, Weighted Banner 2

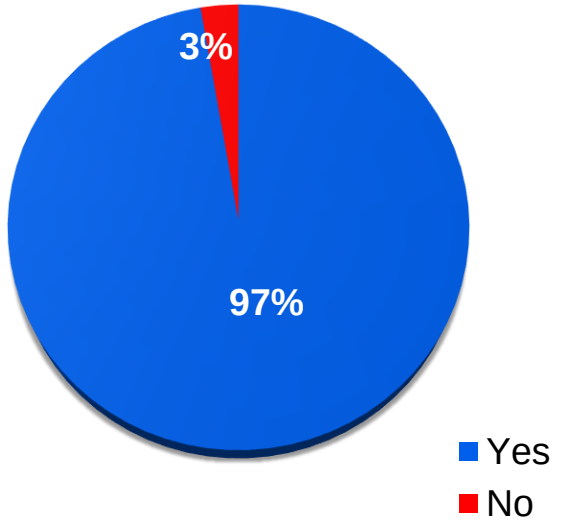
Disposal Preference In A Vehicle/Would Use Litter Bag

- Half of these respondents prefer plastic bags as a disposal method when in a vehicle, while 43% would prefer a more durable container.
- Almost all respondents would use a litter bag if a child or family member asked them to.

Preferred Disposal Method In A Vehicle



Would Use Litter Bag If Asked



Q14. Which of these would you prefer to use in your vehicle to dispose of litter?
Q22. Would you use a litter bag in your car if (your child(ren)/another family member) asked you to?
Base: Total (n=730)
Source: Statistical Tables 73 and 121, Weighted Banner 2

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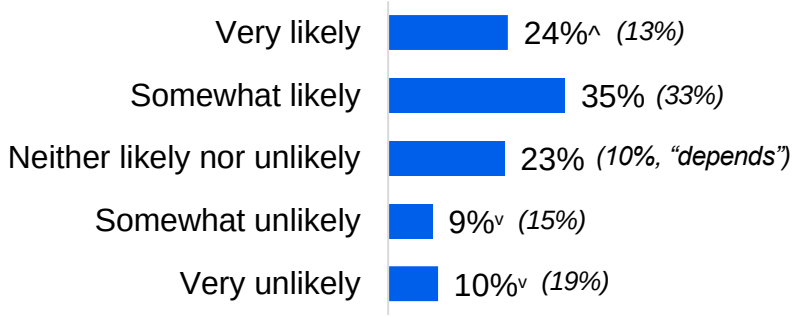
Likelihood To Volunteer To Pick Up Litter

- About a quarter of respondents would be “very likely” to volunteer to pick up litter—a significant improvement over 2017.
- Many in the two younger segments (16- to 35-year-olds) have at least some interest. This indicates good opportunity to educate and motivate these Texans to volunteer.

Volunteer Likelihood *(2017)*



By Subgroup	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Very likely	20%	26%	24%	**28%**[G]	22%	22%	**26%**[P]	26%	13%
Somewhat likely	**44%**[C]	**43%**[C]	30%	**40%**[G]	32%	35%	37%	27%	34%
Neither likely nor unlikely	21%	21%	24%	16%	**26%**[F]	21%	25%	23%	23%
Somewhat unlikely	9%	6%	10%	8%	9%	9%	9%	6%	**20%**[MNO]
Very unlikely	5%	4%	**13%**[AB]	8%	11%	**13%**[N]	4%	**19%**[N]	10%

Q7. How likely would you be to participate in a volunteer program to pick up litter on Texas highways?
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Table 37, Weighted Banner 2 *Small Base Size

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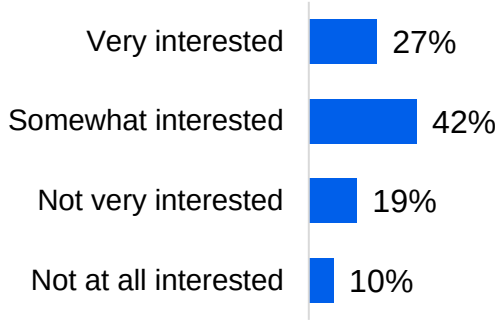
Adopt-A-Highway Interest And Barriers

- Interest in Adopt-A-Highway is modest, although many have at least some interest. Having the time, or having a health issue, are the most common barriers to the program.
- Hispanics have a significantly higher level of interest, compared to other ethnicities.

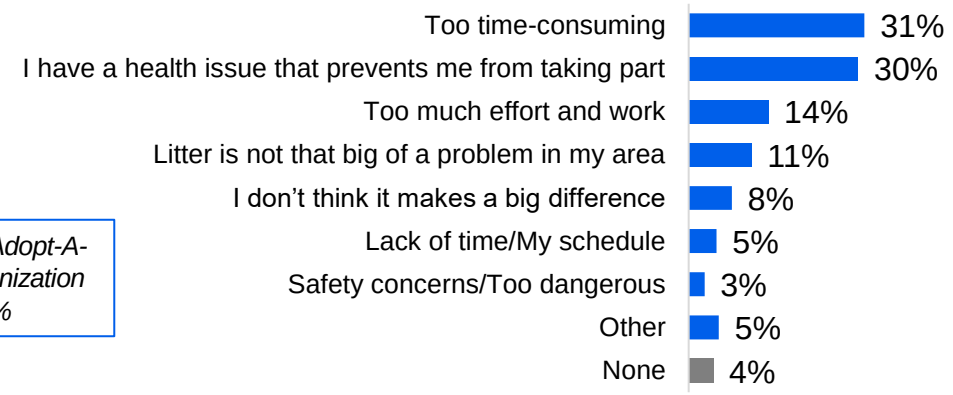
Interest skews higher among households with higher income, and with children.

Adopt-A-Highway Interest



Already volunteering with Adopt-A-Highway or part of an organization that volunteers = 2%

Adopt-A-Highway Barriers



By Subgroup	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Adopt-A-Highway Interest									
Very interested	31%	27%	26%	28%	26%	25%	**31%**^{MP}	21%	16%
Somewhat interested	39%	48%	42%	44%	42%	45%	39%	45%	43%
Not very interested	23%	20%	17%	19%	19%	17%	22%	16%	26%
Not at all interested	4%	4%	**13%**^{AB}	7%	**11%**^{F}	**12%**^{N}	5%	**15%**^{N}	**15%**^{N}
Already volunteering	*3%*	*1%*	*2%*	*2%*	*2%*	**2%**^{P}	**3%**^{P}	2%	0%

Q26. Please think about the Adopt-a-Highway program in Texas, where a section of roadway is sponsored for litter removal, including volunteering to help remove litter in some cases. How interested would you be in volunteering for the program or being part of an organization that sponsors a roadway or volunteers as a group? Q27. What barriers exist for you in taking part in the Adopt-a-Highway program? (shows mentions of 3% or greater)
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Not Currently Part Of AAH Program (n=714) *Small Base Size
Source: Statistical Tables125 and 126, Weighted Banner 2

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Adopt-A-Highway Barriers—By Subgroup

- Younger respondents and litterers were more likely to mention time restraints, and volunteering being too much effort and work.
- Older respondents and Caucasians cited health issues more than younger respondents or other ethnicities.

	Total	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Too time-consuming	31%	**50%**[C]	**42%**[C]	22%	**35%**[G]	28%	28%	33%	29%	**48%**[MNO]
I have a health issue that prevents me from taking part	30%	8%	**16%**[A]	**40%**[AB]	27%	31%	**38%**[NOP]	22%	25%	20%
Too much effort and work	14%	**21%**[C]	**19%**[C]	10%	**20%**[G]	11%	15%	11%	13%	**35%**[MNO]
Litter is not that big of a problem in my area	11%	12%	13%	10%	12%	11%	10%	12%	11%	6%
I don't think it makes a big difference	8%	**15%**[C]	9%	5%	**11%**[G]	6%	3%	**12%**[MP]	9%	5%
Lack of time/My schedule	5%	4%	6%	5%	3%	**6%**[F]	5%	5%	5%	6%
Safety concerns/Too dangerous	3%	0%	**3%**[A]	**3%**[A]	1%	**4%**[F]	**4%**[NP]	**1%**[P]	2%	0%
Other	5%	7%	7%	4%	5%	6%	**4%**[P]	**7%**[P]	**7%**[P]	0%
None	4%	3%	4%	5%	3%	5%	4%	4%	7%	2%

Q27. What barriers exist for you in taking part in the Adopt-a-Highway program? (shows mentions of 3% or greater)
Base: Not Currently Part Of AAH Program (n=714), 16-25 (n=108), 26-35 (n=139), 36+ (n=467), Litterers (n=237), Non-Litterers (n=477), Caucasian (n=344), Hispanic (n=289), African American (n=42), All Others (n=39)
Source: Statistical Tables and 126, Weighted Banner 2 *Small Base Size

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Respondent Profile And Behaviors

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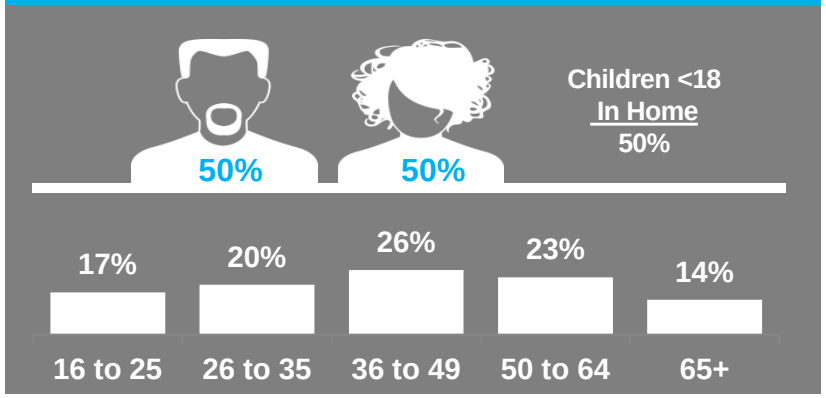
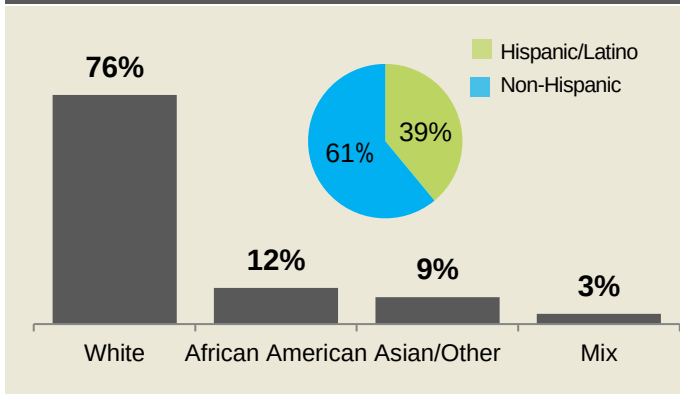
Respondent Profile

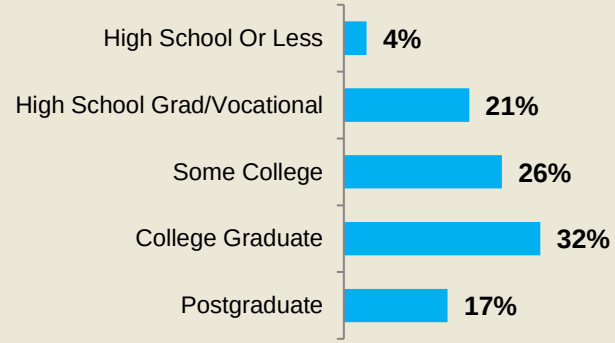
Gender/Age And Children In Home



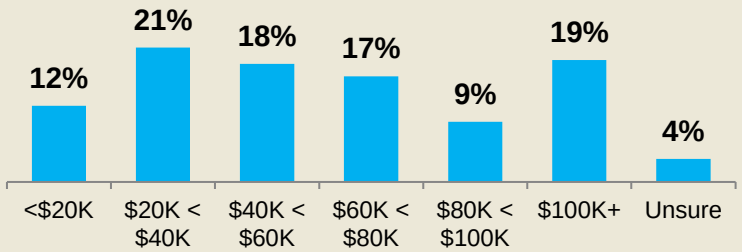
Race/Hispanic



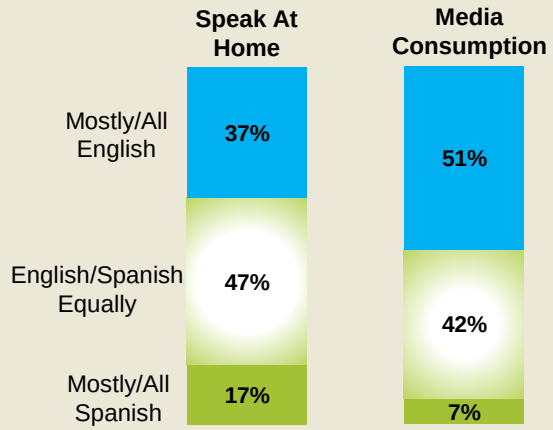
Education



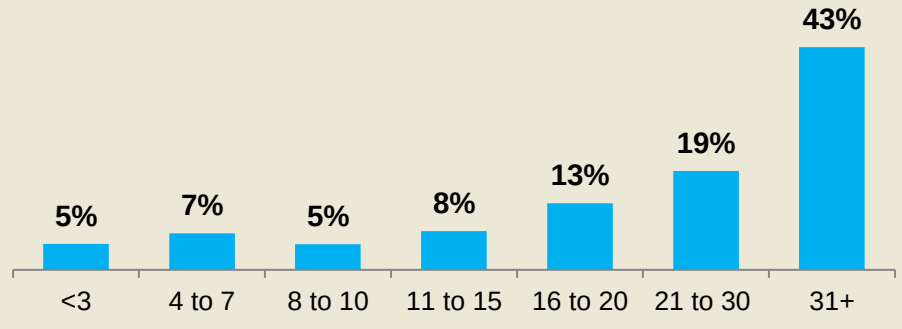
Household Income



Spanish At Home/Media (Among Hispanics)



Number Of Years In Texas



Base: Total (n=730); Hispanics (n=296)
Source: Statistical Tables 11-12, 16-17, 130-134, Weighted Banner 2

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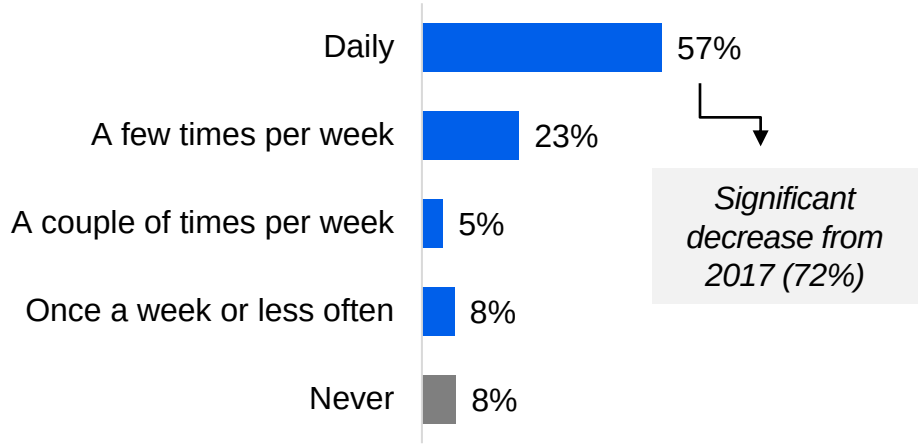
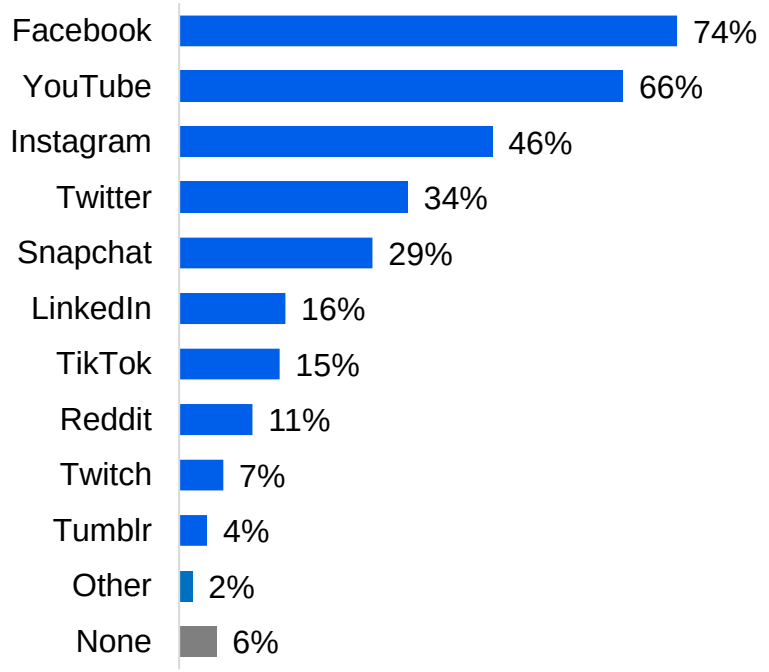
Driving Frequency And Social Media Usage

Driving Frequency



Social Media Sites Visited At Least Once A Week



S7. How often do you drive a vehicle, under normal circumstances?
Q28. Which of these social media sites do you visit at least once a week?
Base: Total (n=730)
Source: Statistical Tables 19 and 127, Weighted Banner 2

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Social Media Usage—By Subgroup

	Total	Male (X)	Female (Y)	16-25 (A)	26-35 (B)	36+ (C)	Litterers (F)	Non-Litterers (G)	Caucasian (M)	Hispanic (N)	African Amer.* (O)	All Others* (P)
Facebook	74%	69%	**78%**^{X}	50%	**81%**^{A}	**78%**^{A}	75%	73%	**78%**^{N}	71%	68%	70%
YouTube	66%	**73%**^{Y}	59%	**81%**^{C}	**76%**^{C}	58%	**73%**^{G}	62%	56%	**72%**^{M}	**77%**^{M}	**83%**^{MN}
Instagram	46%	45%	47%	**78%**^{BC}	**61%**^{C}	33%	**59%**^{G}	40%	39%	**54%**^{M}	50%	50%
Twitter	34%	**40%**^{Y}	28%	**44%**^{C}	**46%**^{C}	27%	**42%**^{G}	30%	32%	34%	41%	30%
Snapchat	29%	28%	29%	**68%**^{BC}	**35%**^{C}	16%	**43%**^{G}	21%	19%	**39%**^{MP}	**34%**^{MP}	15%
LinkedIn	16%	**24%**^{Y}	8%	8%	**18%**^{A}	**17%**^{A}	**20%**^{G}	14%	**20%**^{N}	11%	18%	12%
TikTok	15%	14%	16%	**38%**^{BC}	**20%**^{C}	7%	**25%**^{G}	10%	10%	**19%**^{M}	18%	13%
Reddit	11%	**17%**^{Y}	5%	**16%**^{C}	**19%**^{C}	7%	**16%**^{G}	8%	12%	9%	10%	15%
Twitch	7%	**11%**^{Y}	2%	**16%**^{C}	**13%**^{C}	2%	**10%**^{G}	5%	6%	6%	11%	8%
Tumblr	4%	**6%**^{Y}	3%	7%	6%	3%	**7%**^{G}	3%	2%	5%	**10%**^{M}	3%
Other	2%	2%	2%	2%	2%	2%	2%	2%	**2%**^{P}	**3%**^{P}	2%	0%
None	6%	5%	6%	1%	2%	**8%**^{AB}	4%	6%	**8%**^{N}	2%	5%	6%

Q28. Which of these social media sites do you visit at least once a week?
Base: Total (n=730), Male (n=356), Female (n=374), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Litterers (n=242), Non-Litterers (n=488), Caucasian (n=352), Hispanic (n=296), African American (n=43), All Others (n=39)
Source: Statistical Tables 127, Weighted Banner 2 *Small Base Size

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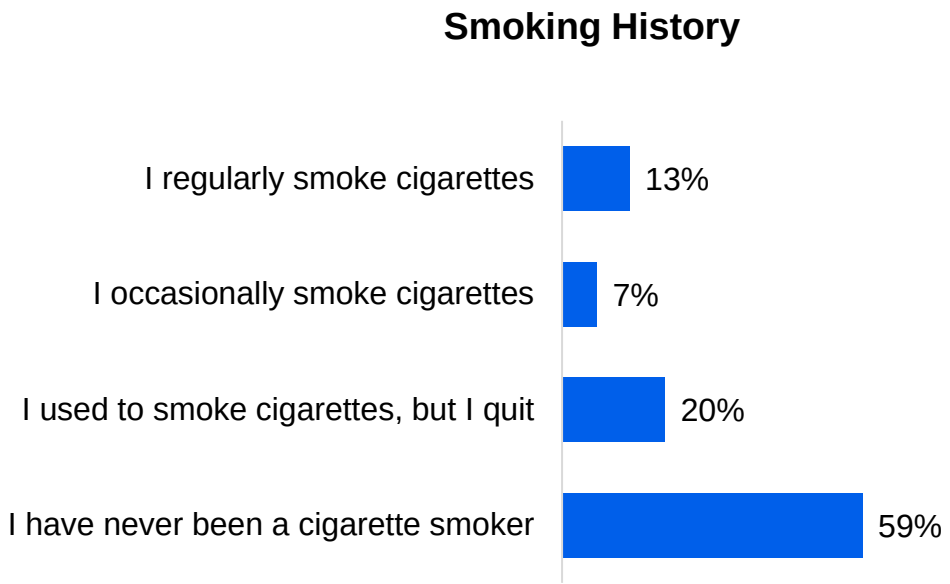
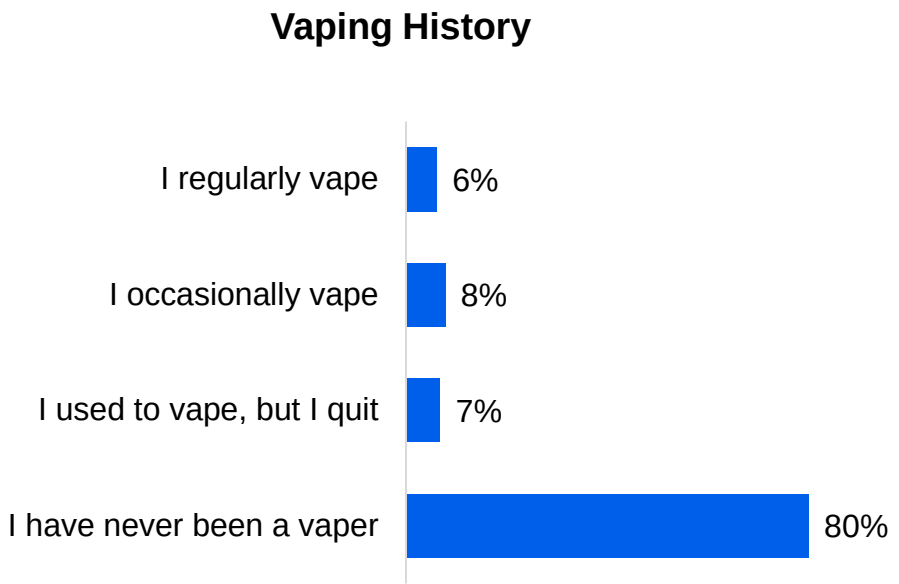
Smoking/Vaping History





Q29. Which best describes you when it comes to smoking cigarettes? Q29A. Which best describes you when it comes to vaping?
Base: Total (n=730)
Source: Statistical Table 128-129, Weighted Banner 2

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Appendix—
Key Driver And Quad Map Methodology And Geography

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Key Driver Methodology

- Key drivers were calculated via correlation of individual attribute ratings (Q16) with likelihood to dispose of litter in the future (Q17).
  - Q16 and Q17 were recoded so that larger numbers mean greater likelihood. Respondents who selected “not sure” for Q16 were recoded to missing.
  - Importance scores (correlation coefficients) were indexed to the average score and ranked in the bar charts.
  - Attributes with higher correlation values are considered more important to the likelihood of disposing of litter and vice versa.
  - Non-significant correlations were not shown in the results. Significance was defined as $p < .05$.

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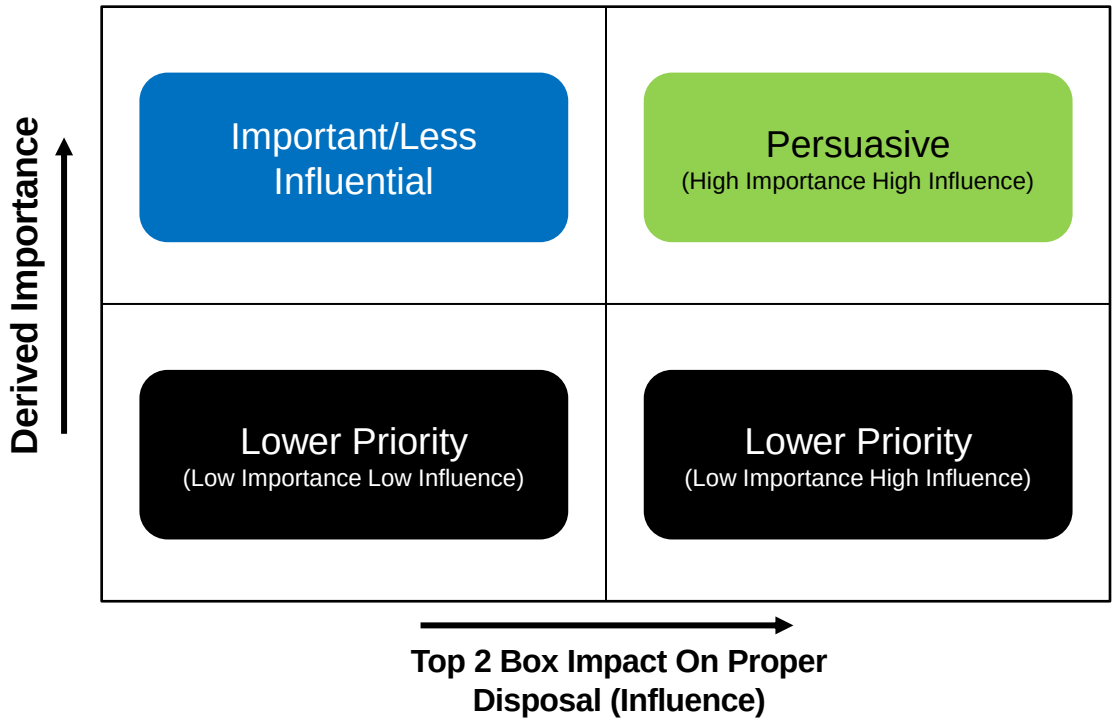
Quad Map Methodology

- Derived importance was examined via correlation of individual attribute ratings (Q16) with likelihood to dispose of litter in the future (Q17).
- Q16 and Q17 were recoded so that larger numbers mean greater likelihood. Respondents who selected “not sure” for Q16 were recoded to missing.
- Influence was calculated as the top-two-box score (5 – Much More Likely; 4 – Somewhat More Likely) for each attribute.
- A Quadrant Map was developed by combining Derived Importance and Influence. The axes in the map were drawn based on the average derived importance and average influence of the total respondents.



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Awareness And Impression—By Subgroup

	Total	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
Awareness													
Don't mess with Texas®	94%	92%	94%	95%	93%	95%	93%	95%	92%	93%	96%	**96%**[H]	97%
Adopt-A-Highway	89%	83%	90%	89%	85%	**91%**[D]	**91%**[G]	87%	90%	86%	90%	88%	92%
Keep Texas Beautiful	78%	78%	80%	78%	78%	78%	**83%**[G]	76%	**82%**[J]	79%	69%	76%	81%
Drive Texas	58%	57%	**71%**[AC]	54%	59%	57%	**65%**[G]	55%	58%	**63%**[JL]	48%	60%	52%
Drive Clean Texas	58%	**61%**[C]	**72%**[C]	52%	58%	57%	**66%**[G]	53%	54%	**66%**[HKL]	61%	54%	53%
Aware and "Strongly Positive"													
Don't mess with Texas®	74%	63%	72%	**78%**[A]	73%	75%	70%	**76%**[F]	73%	74%	75%	76%	72%
Keep Texas Beautiful	47%	45%	46%	48%	48%	47%	50%	46%	49%	48%	41%	46%	49%
Adopt-A-Highway	41%	37%	35%	**45%**[B]	39%	43%	40%	42%	39%	38%	45%	41%	**51%**[HI]
Drive Clean Texas	27%	26%	**36%**[C]	25%	30%	25%	27%	27%	23%	**34%**[HKL]	32%	26%	20%
Drive Texas	22%	25%	23%	21%	24%	21%	23%	22%	19%	**28%**[H]	18%	21%	24%

Q2A. For each one of the following, please indicate whether you have heard of that slogan or program, and if so, whether you have a positive or a negative impression of it. If you do not recognize the name, select the "Never Heard Of" answer.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Hispanic (n=296), Other (n=434), Litterers (n=242), Non-Litterers (n=488), D/FW (n=186), Houston (n=195), Central (n=57), SA/EP/South (n=202), Other (n=90)
Source: Statistical Tables 21-25, Weighted Banner 2 *Small Base Size

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Awareness And Impression—By Subgroup

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
Awareness											
Don't mess with Texas®	94%	79%	**94%**^{N}	**96%**^{N}	**100%**^{NOP}	97%	96%	92%	93%	95%	94%
Adopt-A-Highway	89%	79%	87%	**90%**^{N}	**92%**^{NO}	83%	90%	89%	85%	90%	90%
Keep Texas Beautiful	78%	71%	70%	**84%**^{NO}	**82%**^{NO}	59%	**76%**^{G}	**81%**^{G}	**76%**^{G}	**81%**^{G}	**82%**^{G}
Drive Texas	58%	58%	55%	**67%**^{OQ}	55%	46%	56%	56%	55%	58%	**69%**^{GHIJK}
Drive Clean Texas	58%	57%	54%	**71%**^{NOQ}	54%	50%	49%	57%	55%	**62%**^{H}	**67%**^{GHIJK}
Aware and "Strongly Positive"											
Don't mess with Texas®	74%	40%	**67%**^{N}	**81%**^{NO}	**88%**^{NOP}	69%	77%	74%	75%	76%	71%
Keep Texas Beautiful	47%	36%	36%	**48%**^{NO}	**56%**^{NO}	32%	43%	**50%**^{G}	44%	**49%**^{G}	**54%**^{GH}
Adopt-A-Highway	41%	30%	37%	39%	**50%**^{NOP}	25%	**46%**^{G}	**42%**^{G}	37%	38%	**48%**^{GJ}
Drive Clean Texas	27%	23%	23%	**34%**^{NO}	28%	16%	16%	**28%**^{GH}	**27%**^{H}	**30%**^{GH}	**39%**^{GHIJ}
Drive Texas	22%	19%	19%	24%	24%	4%	**21%**^{G}	**20%**^{G}	**24%**^{G}	**20%**^{G}	**31%**^{GHIJ}

Q2A. For each one of the following, please indicate whether you have heard of that slogan or program, and if so, whether you have a positive or a negative impression of it. If you do not recognize the name, select the "Never Heard Of" answer.
Base: Total (n=730), <10 (n=122), 11-20 (n=139), 21-30 (n=142), 31+ (n=327), None (n=46), 1 (n=148), 2 (n=146), 3 (n=129), 4 (n=122), 5+ (n=139)
Source: Statistical Tables 21-25, Weighted Banner 3 and 4 *Small Base Size

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Don’t mess with Texas® Placement Recall—By Subgroup

	Total (Aware Of DMWT)	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
Street or highway signs	44%	42%	43%	44%	43%	44%	42%	44%	45%	47%	37%	41%	46%
TV ads	42%	44%	41%	42%	41%	43%	42%	43%	**43%**[L]	**44%**[L]	43%	**44%**[L]	32%
Billboards	38%	36%	37%	39%	36%	40%	39%	38%	36%	**44%**[L]	**43%**[L]	**38%**[L]	27%
Bumper stickers	32%	37%	32%	31%	32%	33%	**38%**[G]	30%	34%	35%	30%	33%	25%
Trash cans	27%	21%	23%	**29%**[A]	29%	26%	29%	25%	**34%**[I]	23%	24%	26%	24%
On the news (TV)	21%	**29%**[C]	24%	19%	22%	21%	**27%**[G]	19%	**24%**[J]	20%	12%	**26%**[J]	18%
T-shirts	20%	**31%**[BC]	18%	17%	20%	19%	**27%**[G]	16%	20%	21%	**27%**[L]	18%	15%
Radio ads	17%	**22%**[C]	**21%**[C]	14%	16%	17%	**23%**[G]	13%	**21%**[J]	**18%**[J]	7%	**18%**[J]	13%
Online ads	16%	**29%**[BC]	17%	12%	16%	16%	**24%**[G]	12%	16%	**20%**[J]	11%	15%	15%
Gas stations	14%	**24%**[C]	**21%**[C]	10%	15%	14%	**23%**[G]	10%	12%	14%	16%	**19%**[HL]	9%
On Whataburger bags	12%	13%	**17%**[C]	10%	13%	11%	15%	11%	10%	**13%**[J]	5%	**16%**[J]	11%
Litter bags	11%	8%	8%	12%	10%	11%	13%	10%	14%	9%	9%	11%	8%
In the newspaper	10%	14%	11%	9%	10%	10%	**16%**[G]	7%	10%	10%	9%	11%	9%
Other merchandise	10%	11%	8%	10%	11%	9%	12%	8%	10%	9%	15%	10%	6%
None in the past year	11%	5%	7%	**13%**[AB]	9%	12%	7%	**12%**[F]	9%	10%	9%	10%	**19%**[HIJK]

Q4. In the past year or so, have you seen, read, or heard the slogan "Don't mess with Texas" from any of the following?
Base: Total: Aware of DMWT (n=690), 16-25 (n=102), 26-35 (n=133), 36+ (n=455), Hispanic (n=277), Other (n=413), Litterers (n=227), Non-Litterers (n=463), D/FW (n=186), Houston (n=195), Central (n=57), SA/EP/South (n=202), Other (n=90)
Source: Statistical Table 33, Weighted Banner 2. Shows mentions of 10% or greater in total. *Small Base Size

Don’t mess with Texas® Placement Recall—By Subgroup

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
Street or highway signs	44%	33%	**47%**^{N}	41%	**47%**^{N}	34%	37%	43%	**51%**^{GH}	44%	46%
TV ads	42%	29%	40%	**47%**^{N}	**45%**^{N}	34%	39%	39%	44%	44%	47%
Billboards	38%	33%	41%	38%	39%	28%	37%	36%	38%	39%	**43%**^{G}
Bumper stickers	32%	28%	37%	31%	32%	17%	26%	**29%**^{G}	**36%**^{GH}	**38%**^{GH}	**38%**^{GH}
Trash cans	27%	14%	19%	**32%**^{NO}	**32%**^{NO}	18%	20%	**36%**^{GHJL}	25%	**30%**^{H}	26%
On the news (TV)	21%	16%	21%	**29%**^{NQ}	20%	11%	13%	14%	**24%**^{GHI}	**22%**^{H}	**37%**^{GHIJK}
T-shirts	20%	19%	**27%**^{Q}	22%	16%	2%	**9%**^{G}	**15%**^{G}	**20%**^{GH}	**24%**^{GH}	**35%**^{GHIJK}
Radio ads	17%	10%	18%	23%	16%	6%	6%	**17%**^{GH}	**17%**^{GH}	**21%**^{GH}	**27%**^{GHIJ}
Online ads	16%	17%	20%	19%	13%	6%	11%	9%	14%	**18%**^{GI}	**29%**^{GHIJK}
Gas stations	14%	**17%**^{G}	14%	**24%**^{OQ}	9%	2%	7%	7%	**16%**^{GHI}	**21%**^{GHI}	**25%**^{GHIJ}
On Whataburger bags	12%	7%	9%	**19%**^{NOQ}	**12%**^{N}	0%	**11%**^{G}	**9%**^{G}	**14%**^{G}	**10%**^{G}	**19%**^{GHIK}
Litter bags	11%	8%	13%	8%	12%	8%	**13%**^{I}	6%	10%	**15%**^{I}	10%
In the newspaper	10%	9%	10%	14%	9%	4%	4%	**7%**^{G}	9%	**10%**^{H}	**23%**^{GHIJK}
Other merchandise	10%	11%	**15%**^{Q}	11%	6%	2%	7%	7%	**8%**^{G}	**16%**^{GHIJ}	**14%**^{GHI}
None in the past year	11%	11%	6%	10%	**14%**^{O}	**26%**^{HIJKL}	10%	12%	9%	12%	6%

Q4. In the past year or so, have you seen, read, or heard the slogan "Don't mess with Texas" from any of the following?
Base: Total: Aware of DMWT (n=690), <10 (n=97), 11-20 (n=130), 21-30 (n=137), 31+ (n=326), None (n=44), 1 (n=142, 2 (n=136), 3 (n=123), 4 (n=115), 5+ (n=130)
Source: Statistical Table 33, Weighted Banner 3 and 4. Shows mentions of 10% or greater in total. *Small Base Size

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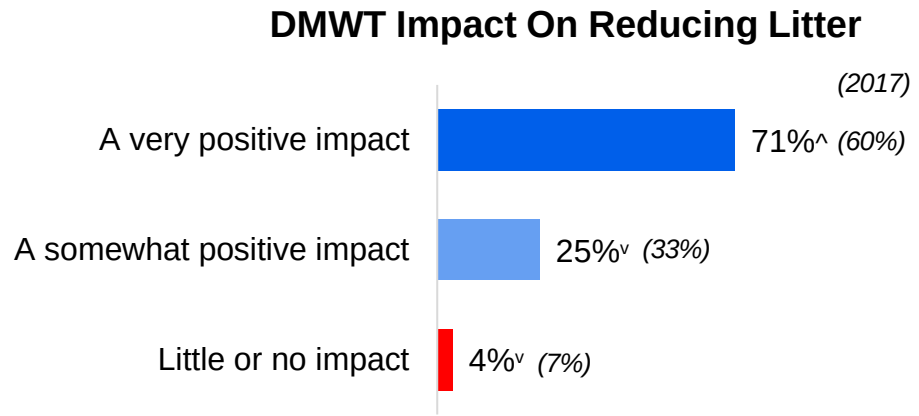
DMWT Impact On Reducing Litter



By Subgroup	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
A very positive impact	66%	67%	**74%**^{AB}	71%	72%	70%	72%	70%	73%	69%	75%	67%
A somewhat positive impact	**32%**^{C}	29%	21%	26%	24%	28%	23%	24%	25%	27%	23%	28%
Little or no impact	2%	5%	4%	2%	**5%**^{D}	2%	**5%**^{F}	**6%**^{K}	3%	3%	2%	4%

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
A very positive impact	71%	56%	67%	76%	78%	58%	70%	66%	75%	77%	73%
A somewhat positive impact	25%	36%	29%	21%	20%	34%	24%	31%	19%	21%	25%
Little or no impact	4%	8%	4%	3%	2%	7%	6%	3%	6%	1%	2%

Q25. In terms of reducing litter in Texas, do you think the "Don't mess with Texas" campaign has had...?
Base: Total (n=730)
Source: Statistical Table 124, Weighted Banner 2,3, and 4 *Small Base Size

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Message Impact On Proper Litter Disposal

By Subgroup

"Much More Likely To Properly Dispose"	Total	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
If I had a litterbag, I would use it	67%	64%	53%	**73%**^{AB}	69%	66%	59%	**71%**^{F}	68%	64%	73%	66%	68%
Littering harms the environment	66%	**64%**^{B}	51%	**72%**^{B}	65%	67%	56%	**72%**^{F}	64%	65%	74%	68%	67%
It's against the law to litter in Texas	66%	56%	55%	**72%**^{AB}	65%	66%	56%	**71%**^{F}	63%	63%	70%	**71%**^{I}	63%
If you're caught littering in Texas, you're likely to be fined up to $500, or possibly more in serious cases	65%	61%	57%	**68%**^{B}	63%	65%	56%	**69%**^{F}	**70%**^{I}	60%	66%	63%	64%
Walk a few extra steps to use a trash can	63%	61%	51%	**68%**^{B}	64%	63%	52%	**69%**^{F}	61%	63%	63%	69%	58%
If you litter your cigarette butts, you could start a fire	63%	55%	50%	**70%**^{AB}	61%	65%	51%	**69%**^{F}	61%	58%	64%	**68%**^{I}	68%
Litter is not pretty	63%	57%	50%	**68%**^{AB}	63%	63%	58%	**65%**^{F}	60%	61%	64%	65%	66%
Cigarette butts are litter too	62%	54%	48%	**69%**^{AB}	64%	61%	52%	**68%**^{F}	60%	61%	61%	66%	62%
The fine for littering is up to $2,000	61%	58%	53%	**64%**^{B}	56%	**64%**^{D}	51%	**66%**^{F}	**68%**^{IK}	57%	61%	59%	58%
Wild animals try to eat litter and can become choked or even poisoned	61%	**65%**^{B}	49%	**63%**^{B}	60%	61%	52%	**65%**^{F}	62%	57%	67%	61%	59%

Q16. Please indicate if each of the following is something that makes you much more likely, somewhat more likely, somewhat less likely or much less likely to properly dispose of litter.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Hispanic (n=296), Other (n=434), Litterers (n=242), Non-Litterers (n=488), D/FW (n=186), Houston (n=195), Central (n=57), SA/EP/South (n=202), Other (n=90)
Source: Statistical Tables 91-109, Weighted Banner 2 *Small Base Size

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Message Impact On Proper Litter Disposal
By Subgroup

"Much More Likely To Properly Dispose"	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
If I had a litterbag, I would use it	67%	66%	68%	61%	**70%**^{P}	55%	**71%**^{G}	69%	62%	**74%**^{GJ}	64%
Littering harms the environment	66%	68%	64%	58%	**71%**^{P}	57%	69%	69%	69%	66%	63%
It's against the law to litter in Texas	66%	57%	59%	63%	**74%**^{NOP}	59%	68%	68%	68%	66%	63%
If you're caught littering in Texas, you're likely to be fined up to $500, or possibly more in serious cases	65%	57%	60%	61%	**71%**^{NOP}	60%	61%	64%	66%	69%	65%
Walk a few extra steps to use a trash can	63%	63%	66%	60%	64%	54%	**71%**^{GKL}	65%	64%	61%	58%
If you litter your cigarette butts, you could start a fire	63%	52%	**64%**^{N}	62%	**68%**^{N}	55%	68%	61%	64%	60%	65%
Litter is not pretty	63%	66%	60%	57%	**66%**^{P}	61%	66%	64%	61%	65%	58%
Cigarette butts are litter too	62%	62%	57%	61%	65%	52%	**66%**^{L}	64%	64%	**66%**^{L}	55%
The fine for littering is up to $2,000	61%	53%	57%	60%	**67%**^{NO}	56%	63%	61%	62%	65%	56%
Wild animals try to eat litter and can become choked or even poisoned	61%	54%	62%	58%	**64%**^{N}	46%	**63%**^{G}	60%	59%	**64%**^{G}	**62%**^{G}

Q16. Please indicate if each of the following is something that makes you much more likely, somewhat more likely, somewhat less likely or much less likely to properly dispose of litter.
Base: Total (n=730), <10 (n=122), 11-20 (n=139), 21-30 (n=142), 31+ (n=327), None (n=46), 1 (n=148), 2 (n=146), 3 (n=129), 4 (n=122), 5+ (n=139)
Source: Statistical Tables 91-109, Weighted Banner 3 and 4 *Small Base Size

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Message Impact On Proper Litter Disposal (cont.)

By Subgroup

"Much More Likely To Properly Dispose"	Total	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
Keep a litterbag in your car	60%	**54%**^{B}	41%	**67%**^{AB}	63%	57%	50%	**64%**^{F}	57%	59%	64%	61%	58%
Have pride. Hold on to your litter	56%	49%	41%	**63%**^{AB}	52%	**59%**^{D}	44%	**62%**^{F}	57%	54%	50%	58%	59%
Imagine a state without litter	56%	46%	47%	**61%**^{AB}	51%	**59%**^{D}	45%	**62%**^{F}	59%	58%	53%	51%	58%
It may be a small piece of litter, but it's still a big problem in Texas	56%	47%	49%	**60%**^{AB}	57%	55%	43%	**62%**^{F}	52%	55%	59%	**62%**^{H}	52%
Littering discourages tourism and hurts the economy	56%	53%	49%	**58%**^{B}	56%	56%	48%	**60%**^{F}	57%	52%	50%	59%	55%
76 million pieces of cigarette litter accumulate in Texas-maintained highways annually	55%	51%	43%	**59%**^{B}	52%	56%	44%	**60%**^{F}	57%	52%	52%	56%	53%
1.3 billion pieces of litter accumulate in Texas-maintained highways annually	55%	49%	44%	**59%**^{AB}	53%	55%	42%	**61%**^{F}	**56%**^{L}	**55%**^{L}	**63%**^{L}	**54%**^{L}	43%
Fast food litter is a big problem in Texas	53%	47%	43%	**58%**^{AB}	49%	**55%**^{D}	45%	**57%**^{F}	52%	55%	52%	51%	55%
The Texas government spends $48 million in taxpayer dollars to pick-up litter every year	52%	45%	42%	**57%**^{AB}	48%	**55%**^{D}	42%	**57%**^{F}	**59%**^{IK}	47%	54%	49%	53%

Q16. Please indicate if each of the following is something that makes you much more likely, somewhat more likely, somewhat less likely or much less likely to properly dispose of litter.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Hispanic (n=296), Other (n=434), Litterers (n=242), Non-Litterers (n=488), D/FW (n=186), Houston (n=195), Central (n=57), SA/EP/South (n=202), Other (n=90)
Source: Statistical Tables 91-109, Weighted Banner 2 *Small Base Size

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Message Impact On Proper Litter Disposal (cont.)

By Subgroup

"Much More Likely To Properly Dispose"	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
Keep a litterbag in your car	60%	60%	55%	57%	62%	49%	62%	**66%**^{GJ}	55%	61%	57%
Have pride. Hold on to your litter	56%	51%	52%	52%	**62%**^{NOP}	56%	58%	**60%**^{L}	54%	**61%**^{L}	50%
Imagine a state without litter	56%	56%	53%	52%	59%	54%	57%	59%	**62%**^{L}	50%	52%
It may be a small piece of litter, but it's still a big problem in Texas	56%	51%	55%	52%	60%	46%	56%	57%	60%	55%	54%
Littering discourages tourism and hurts the economy	56%	57%	54%	50%	58%	50%	58%	58%	55%	51%	57%
76 million pieces of cigarette litter accumulate in Texas-maintained highways annually	55%	47%	54%	48%	**61%**^{NP}	50%	53%	57%	57%	56%	52%
1.3 billion pieces of litter accumulate in Texas-maintained highways annually	55%	48%	50%	53%	**60%**^{NO}	47%	57%	55%	56%	56%	51%
Fast food litter is a big problem in Texas	53%	50%	46%	47%	**60%**^{NOP}	47%	53%	53%	54%	49%	57%
The Texas government spends $48 million in taxpayer dollars to pick-up litter every year	52%	48%	47%	46%	**59%**^{NOP}	43%	57%	53%	51%	55%	47%

Q16. Please indicate if each of the following is something that makes you much more likely, somewhat more likely, somewhat less likely or much less likely to properly dispose of litter.
Base: Total (n=730), <10 (n=122), 11-20 (n=139), 21-30 (n=142), 31+ (n=327), None (n=46), 1 (n=148), 2 (n=146), 3 (n=129), 4 (n=122), 5+ (n=139)
Source: Statistical Tables 91-109, Weighted Banner 3 and 4 *Small Base Size

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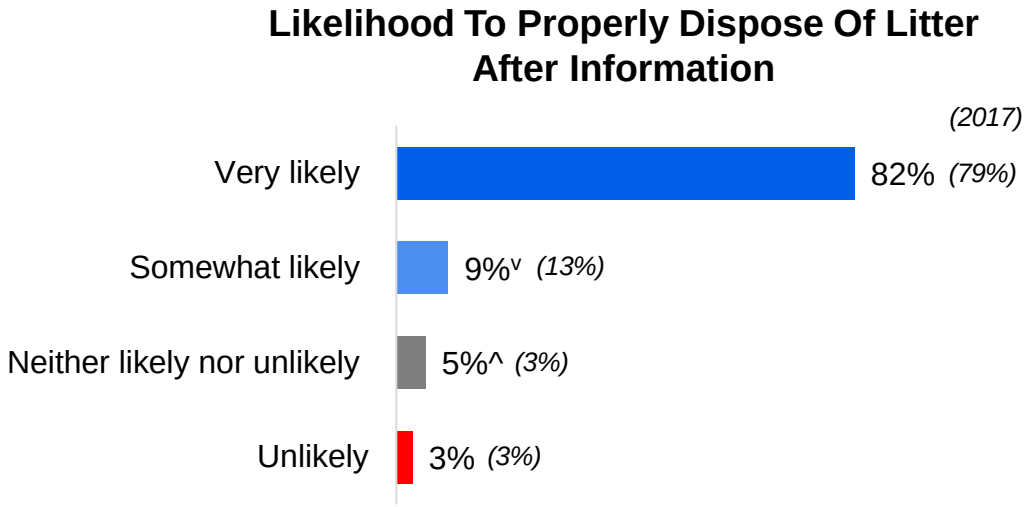
Overall Message Impact On Litter Disposal



By Subgroup	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
Very likely	78%	71%	**87%**^{AB}	83%	82%	72%	**88%**^{F}	80%	81%	**90%**^{HIL}	85%	77%
Somewhat likely	11%	**16%**^{C}	7%	9%	9%	**17%**^{G}	5%	**12%**^{J}	**11%**^{J}	4%	8%	10%
Neither likely nor unlikely	7%	6%	4%	5%	5%	5%	5%	5%	5%	5%	4%	8%
Unlikely	4%	**6%**^{C}	2%	3%	3%	**6%**^{G}	2%	3%	3%	1%	3%	5%

Q17. Having heard more information about litter, would you be likely or unlikely to properly dispose of litter the next time you have some? Q22. Would you use a litter bag in your car if (your child(ren)/another family member) asked you to?
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Hispanic (n=296), Other (n=434), Litterers (n=242), Non-Litterers (n=488), D/FW (n=186), Houston (n=195), Central (n=57), SA/EP/South (n=202), Other (n=90)
Source: Statistical Tables 116, Weighted Banner 2

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Overall Message Impact On Litter Disposal

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
Very likely	82%	78%	82%	79%	**86%**[NP]	81%	84%	**87%**[J]	78%	80%	83%
Somewhat likely	9%	12%	9%	**13%**[Q]	7%	5%	8%	6%	10%	**12%**[I]	11%
Neither likely nor unlikely	5%	4%	7%	5%	5%	**9%**[L]	6%L	**5%**[L]	**9%**[L]	4%	2%
Unlikely	3%	6%	2%	3%	3%	4%	2%	1%	3%	4%	4%

Q17. Having heard more information about litter, would you be likely or unlikely to properly dispose of litter the next time you have some? Q22. Would you use a litter bag in your car if (your child(ren)/another family member) asked you to?
Base: Total (n=730), <10 (n=122), 11-20 (n=139), 21-30 (n=142), 31+ (n=327), None (n=46), 1 (n=148), 2 (n=146), 3 (n=129), 4 (n=122), 5+ (n=139)
Source: Statistical Tables 116, Weighted Banner 3 and 4 *Small Base Size

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Knowledge Of Littering Laws And Seriousness Of Items

By Subgroup

	Total	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
Littering in Texas is…													
Against the law in all cases	77%	63%	**81%**[A]	**80%**[A]	75%	79%	72%	**81%**[F]	73%	78%	76%	79%	81%
Against the law in some cases, but not others	12%	**21%**[BC]	10%	10%	14%	10%	14%	11%	14%	9%	17%	11%	10%
Not against the law	2%	3%	2%	2%	2%	2%	**4%**[G]	1%	**3%**[J]	**3%**[J]	0%	1%	2%
Unsure	9%	12%	7%	8%	8%	9%	10%	8%	10%	9%	7%	8%	6%
Seriousness Of Litter Items ("Very Serious")													
Plastic bags/other plastic	87%	85%	86%	88%	86%	87%	81%	90%	88%	89%	80%	87%	87%
Beer cans or bottles	86%	87%	87%	85%	87%	86%	84%	**87%**[F]	86%	86%	86%	85%	88%
Soda/Nonalcoholic beverage or bottles	82%	75%	80%	**84%**[A]	80%	83%	76%	**84%**[F]	83%	85%	77%	82%	77%
Construction debris	77%	71%	75%	78%	78%	76%	72%	**79%**[F]	76%	78%	76%	77%	75%
Larger food wrappers	76%	74%	76%	76%	77%	75%	71%	**78%**[F]	76%	**80%**[K]	72%	73%	75%
Fast-food wrappers	75%	77%	76%	74%	75%	75%	70%	**78%**[F]	76%	73%	67%	78%	79%
Cigarette butts	70%	67%	72%	71%	68%	71%	60%	**75%**[F]	70%	72%	68%	67%	75%
Cardboard	56%	49%	54%	58%	58%	54%	46%	**61%**[F]	**53%**[J]	**61%**[J]	38%	**60%**[J]	**58%**[J]
Small pieces of paper	55%	47%	47%	**60%**[AB]	54%	56%	47%	**60%**[F]	**60%**[J]	**59%**[J]	43%	52%	55%
Food/Organic material/raw food	33%	31%	31%	34%	33%	32%	30%	34%	**31%**[J]	**42%**[HJL]	17%	**34%**[J]	28%

Q8. To the best of your knowledge, is littering in Texas...?
Q9. How serious do you think each of these items is, in terms of litter?
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Hispanic (n=296), Other (n=434), Litterers (n=242), Non-Litterers (n=488), D/FW (n=186), Houston (n=195), Central (n=57), SA/EP/South (n=202), Other (n=90)
Source: Statistical Tables 38-48, Weighted Banner 2 *Small Base Size

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Knowledge Of Littering Laws And Seriousness Of Items

By Subgroup

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
Littering in Texas is…											
Against the law in all cases	77%	75%	75%	75%	81%	77%	78%	72%	81%	77%	79%
Against the law in some cases, but not others	12%	10%	14%	14%	10%	9%	11%	13%	11%	12%	13%
Not against the law	2%	4%	3%	2%	1%	0%	2%	2%	1%	2%	**4%**^{GJ}
Unsure	9%	11%	8%	9%	8%	**14%**^{L}	**9%**^{L}	**13%**^{L}	8%	9%	4%
Seriousness Of Litter Items ("Very Serious")											
Plastic bags/other plastic	87%	83%	88%	84%	89%	81%	85%	87%	85%	91%	88%
Beer cans or bottles	86%	77%	**88%**^{N}	**87%**^{N}	**88%**^{N}	87%	84%	83%	88%	88%	87%
Soda/Nonalcoholic beverage or bottles	82%	78%	79%	80%	**85%**^{N}	87%	82%	78%	80%	84%	82%
Construction debris	77%	69%	72%	74%	**83%**^{NOP}	74%	78%	78%	77%	69%	**80%**^{K}
Larger food wrappers	76%	70%	72%	**80%**^{N}	78%	70%	72%	73%	74%	**85%**^{GHIJ}	78%
Fast-food wrappers	75%	76%	71%	77%	76%	63%	71%	72%	75%	**79%**^{G}	**82%**^{GHI}
Cigarette butts	70%	61%	71%	**72%**^{N}	**73%**^{N}	74%	69%	66%	66%	75%	74%
Cardboard	56%	44%	49%	**58%**^{N}	**63%**^{NO}	56%	54%	58%	55%	58%	54%
Small pieces of paper	55%	49%	51%	58%	**59%**^{N}	48%	56%	51%	54%	56%	61%
Food/Organic material/raw food	33%	**34%**^{O}	23%	**35%**^{O}	**36%**^{O}	38%	31%	28%	32%	32%	38%

Q8. To the best of your knowledge, is littering in Texas...?
Q9. How serious do you think each of these items is, in terms of litter?
Base: Total (n=730), <10 (n=122), 11-20 (n=139), 21-30 (n=142), 31+ (n=327), None (n=46), 1 (n=148), 2 (n=146), 3 (n=129), 4 (n=122), 5+ (n=139)
Source: Statistical Tables 38-48, Weighted Banner 3 and 4 *Small Base Size

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Past-Month Littering Incidents—By Subgroup

	Total	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
Litterer (Net)	34%	**51%**^{C}	**50%**^{C}	24%	**38%**^{E}	31%	33%	32%	31%	38%	32%
Small pieces of paper	16%	**28%**^{C}	**25%**^{C}	10%	19%	14%	15%	12%	10%	**21%**^{IJ}	17%
Food/Organic material, raw food	13%	**18%**^{C}	**21%**^{C}	8%	13%	13%	13%	10%	20%	12%	11%
Cigarette butts	10%	**10%**	**17%**^{C}	8%	8%	11%	11%	7%	11%	10%	12%
Fast-food wrappers	7%	**11%**^{C}	**14%**^{C}	4%	6%	7%	6%	8%	5%	8%	4%
Plastic bags/Other plastic	6%	**11%**^{C}	**11%**^{C}	3%	8%	5%	5%	5%	4%	9%	8%
Beer cans or bottles	5%	8%	**9%**^{C}	4%	**8%**^{E}	4%	5%	4%	4%	8%	5%
Soda/Nonalcoholic beverage cans or bottles	5%	**9%**^{C}	**10%**^{C}	3%	5%	5%	4%	4%	8%	6%	7%
Cardboard	4%	**9%**^{C}	**8%**^{C}	2%	5%	3%	3%	3%	7%	6%	4%
Larger food wrappers	4%	**7%**^{C}	**7%**^{C}	2%	4%	4%	4%	3%	2%	5%	3%
Construction debris	2%	2%	3%	1%	2%	2%	**2%**^{J}	**2%**^{J}	0%	2%	3%
Other	1%	1%	1%	1%	1%	1%	0%	1%	1%	**2%**^{HL}	0%
None/Have not littered in past month	66%	49%	50%	**76%**^{AB}	62%	**69%**^{D}	67%	68%	69%	62%	68%

Q11. Please 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.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Hispanic (n=296), Other (n=434), Litterers (n=242), Non-Litterers (n=488), D/FW (n=186), Houston (n=195), Central (n=57), SA/EP/South (n=202), Other (n=90)
Source: Statistical Table 70, Weighted Banner 2 *Small Base Size

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Past-Month Littering Incidents—By Subgroup

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
Litterer (Net)	34%	**44%**^{Q}	**37%**^{Q}	**41%**^{Q}	26%	25%	22%	23%	**32%**^{H}	**42%**^{GHI}	**53%**^{GHIJK}
Small pieces of paper	16%	19%	17%	19%	13%	15%	10%	6%	**17%**^{I}	**20%**^{HI}	**27%**^{GHIJ}
Food/Organic material, raw food	13%	**17%**^{Q}	13%	**18%**^{Q}	9%	6%	8%	12%	8%	**21%**^{GHIJ}	**17%**^{GHJ}
Cigarette butts	10%	11%	8%	11%	10%	6%	5%	5%	9%	10%	**21%**^{GHIJK}
Fast-food wrappers	7%	**10%**^{Q}	7%	**11%**^{Q}	3%	2%	4%	3%	7%	6%	**15%**^{GHIJK}
Plastic bags/Other plastic	6%	**12%**^{OQ}	4%	**11%**^{OQ}	3%	7%	2%	3%	6%	7%	**13%**^{HIJ}
Beer cans or bottles	5%	**8%**^{Q}	5%	**8%**^{Q}	3%	5%	2%	3%	3%	6%	**12%**^{HIJ}
Soda/Nonalcoholic beverage cans or bottles	5%	**10%**^{Q}	5%	6%	3%	5%	2%	2%	**7%**^{I}	**7%**^{I}	**9%**^{HI}
Cardboard	4%	**7%**^{Q}	5%	**7%**^{Q}	1%	3%	2%	2%	4%	**6%**^{HI}	**8%**^{HI}
Larger food wrappers	4%	**6%**^{Q}	**5%**^{Q}	**6%**^{Q}	2%	0%	2%	1%	**4%**^{G}	**5%**^{G}	**8%**^{GHI}
Construction debris	2%	**5%**^{P}	2%	0%	1%	0%	2%	0%	1%	2%	**5%**^{GIJ}
Other	1%	2%	1%	0%	1%	0%	0%	1%	2%	2%	0%
None/Have not littered in past month	66%	56%	63%	59%	74%^{NOP}	**75%**^{KL}	**78%**^{JKL}	**77%**^{KL}	**68%**^{L}	**58%**^{L}	47%

Q11. Please 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.
Base: Total (n=730), <10 (n=122), 11-20 (n=139), 21-30 (n=142), 31+ (n=327), None (n=46), 1 (n=148), 2 (n=146), 3 (n=129), 4 (n=122), 5+ (n=139)
Source: Statistical Table 70, Weighted Banner 3 and 4 *Small Base Size

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Agreement With Statements About Littering

By Subgroup

	Total	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
It is important to instill anti-littering values in children from a very young age	74%	67%	66%	**79%**[AB]	73%	75%	65%	**79%**[F]	73%	72%	77%	75%	78%
Non-littered areas are good for tourism and the economy	68%	63%	60%	**72%**[AB]	65%	70%	58%	**73%**[F]	70%	62%	71%	**71%**[I]	68%
I take pride in not littering	67%	55%	57%	**74%**[AB]	67%	67%	45%	**79%**[F]	67%	63%	74%	71%	63%
I don't throw trash on the road because I want to keep Texas beautiful	67%	60%	58%	**72%**[AB]	67%	67%	50%	**76%**[F]	65%	64%	**76%**[I]	69%	66%
Litter that accumulates on our roadways is a poor reflection on us as Texans	64%	58%	58%	**68%**[AB]	66%	63%	54%	**69%**[F]	62%	58%	**76%**[HI]	**68%**[I]	64%
Littering is a socially unacceptable behavior	63%	51%	59%	**68%**[AB]	62%	64%	47%	**71%**[F]	62%	64%	65%	65%	59%
I am less likely to return to a vacation destination that has too much litter	49%	40%	48%	**52%**[A]	51%	48%	41%	**53%**[F]	42%	**56%**[HK]	45%	47%	**58%**[HK]
Cigarette butts are one of the worst forms of litter	45%	42%	41%	46%	48%	42%	35%	**49%**[F]	41%	47%	40%	45%	50%
Littering is ok as long as the item will decompose/is biodegradable	10%	**17%**[C]	11%	7%	11%	9%	**13%**[G]	8%	9%	11%	13%	8%	10%

Q15. Please rate how much you agree or disagree with each of the following statements. You may use any point on the scale.
Base: Total (n=730), 16-25 (n=112), 26-35 (n=141), 36+ (n=477), Hispanic (n=296), Other (n=434), Litterers (n=242), Non-Litterers (n=488), D/FW (n=186), Houston (n=195), Central (n=57), SA/EP/South (n=202), Other (n=90)
Source: Statistical Table 84, Weighted Banner 2 *Small Base Size

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Agreement With Statements About Littering

By Subgroup

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
It is important to instill anti-littering values in children from a very young age	74%	**77%**^{P}	70%	65%	**79%**^{OP}	73%	74%	75%	76%	68%	77%
Non-littered areas are good for tourism and the economy	68%	69%	61%	61%	**75%**^{OP}	71%	68%	**71%**^{K}	70%	61%	69%
I take pride in not littering	67%	66%	64%	59%	**73%**^{OP}	70%	69%	70%	65%	62%	69%
I don't throw trash on the road because I want to keep Texas beautiful	67%	65%	62%	60%	**73%**^{NOP}	63%	**71%**^{K}	**69%**^{K}	68%	58%	**69%**^{K}
Litter that accumulates on our roadways is a poor reflection on us as Texans	64%	56%	60%	58%	**72%**^{NOP}	62%	**68%**^{K}	**68%**^{K}	65%	57%	63%
Littering is a socially unacceptable behavior	63%	58%	61%	56%	**69%**^{NOP}	66%	67%	63%	67%	58%	61%
I am less likely to return to a vacation destination that has too much litter	49%	51%	45%	44%	**53%**^{P}	58%	44%	46%	53%	53%	48%
Cigarette butts are one of the worst forms of litter	45%	38%	46%	43%	**47%**^{N}	**55%**^{HK}	37%	45%	**51%**^{HK}	37%	**49%**^{HK}
Littering is ok as long as the item will decompose/is biodegradable	10%	10%	12%	7%	9%	8%	7%	6%	**16%**^{HIK}	8%	12%

Q15. Please rate how much you agree or disagree with each of the following statements. You may use any point on the scale.
Base: Total (n=730), <10 (n=122), 11-20 (n=139), 21-30 (n=142), 31+ (n=327), None (n=46), 1 (n=148), 2 (n=146), 3 (n=129), 4 (n=122), 5+ (n=139)
Source: Statistical Table 84, Weighted Banner 3 and 4 *Small Base Size

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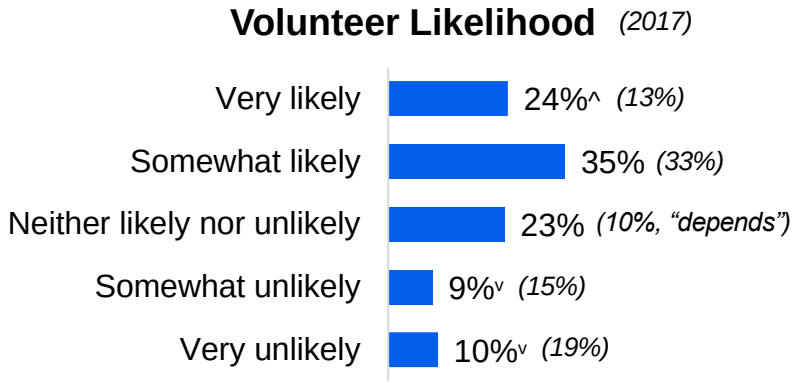
Likelihood To Volunteer To Pick Up Litter



By Subgroup	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
Very likely	20%	26%	24%	26%	22%	**28%**^{G}	22%	23%	24%	20%	22%	29%
Somewhat likely	**44%**^{C}	**43%**^{C}	30%	37%	33%	**40%**^{G}	32%	30%	37%	35%	**40%**^{H}	31%
Neither likely nor unlikely	21%	21%	24%	25%	22%	16%	**26%**^{F}	24%	22%	20%	23%	27%
Somewhat unlikely	9%	6%	10%	9%	9%	8%	9%	**9%**^{L}	**9%**^{L}	**16%**^{L}	8%	4%
Very unlikely	5%	4%	**13%**^{AB}	4%	**14%**^{D}	8%	11%	**14%**^{IK}	8%	9%	8%	9%

Q7. How likely would you be to participate in a volunteer program to pick up litter on Texas highways?
Base: Total (n=730);
Source: Statistical Table 37, Weighted Banner 2 *Small Base Size

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Likelihood To Volunteer To Pick Up Litter

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
Very likely	24%	19%	18%	**28%^{O}**	**26%^{O}**	13%	19%	20%	21%	**27%^{G}**	**34%^{GHIJ}**
Somewhat likely	35%	**40%^{Q}**	**41%^{Q}**	34%	30%	16%	27%	**32%^{G}**	**40%^{GH}**	**46%^{GHI}**	**37%^{GH}**
Neither likely nor unlikely	23%	26%	19%	25%	23%	**33%^{K}**	**28%^{KL}**	**27%^{K}**	24%K	12%	19%
Somewhat unlikely	9%	5%	8%	9%	10%	11%	9%	11%	8%	9%	7%
Very unlikely	10%	10%	14%	4%	11%	**27%^{IJKL}**	**17%^{JKL}**	11%L	7%	6%	4%

Q7. How likely would you be to participate in a volunteer program to pick up litter on Texas highways?
Base: Total (n=730);
Source: Statistical Table 37, Weighted Banner 3 and 4 *Small Base Size

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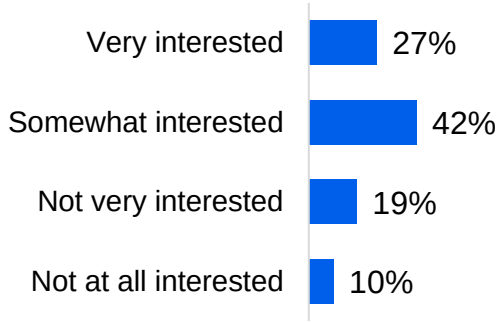
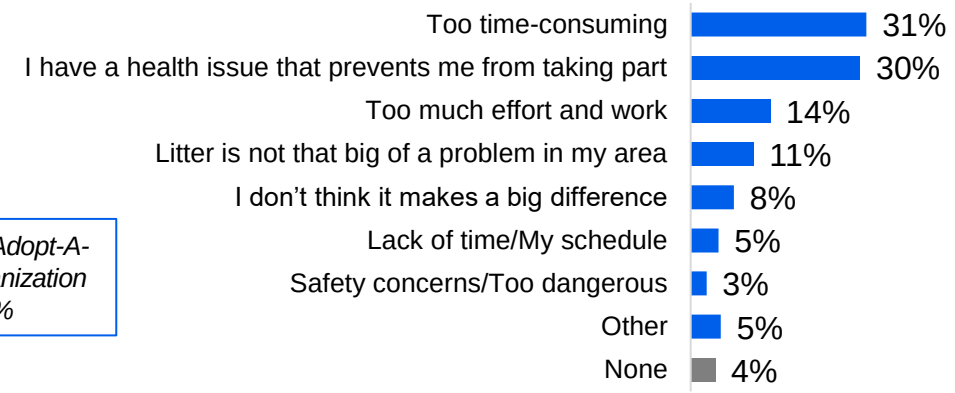
Adopt-A-Highway Interest And Barriers

Adopt-A-Highway Interest



Already volunteering with Adopt-A-Highway or part of an organization that volunteers = 2%

Adopt-A-Highway Barriers



By Subgroup	16-25 (A)	26-35 (B)	36+ (C)	Hispanic (D)	Other (E)	Litterers (F)	Non-Litterers (G)	D/FW (H)	Houston (I)	Central* (J)	SA/EP/ South (K)	Other (L)
Adopt-A-Highway Interest												
Very interested	31%	27%	26%	**31%**^{E}	24%	28%	26%	27%	26%	23%	28%	28%
Somewhat interested	39%	48%	42%	39%	45%	44%	42%	39%	44%	44%	43%	44%
Not very interested	23%	20%	17%	22%	17%	19%	19%	18%	20%	22%	20%	15%
Not at all interested	4%	4%	**13%**^{AB}	5%	**13%**^{D}	7%	**11%**^{F}	**15%**^{IJK}	7%	7%	7%	10%
Already volunteering	*3%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*3%*	*4%*	*2%*	*3%*

Q26. Please think about the Adopt-a-Highway program in Texas, where a section of roadway is sponsored for litter removal, including volunteering to help remove litter in some cases. How interested would you be in volunteering for the program or being part of an organization that sponsors a roadway or volunteers as a group? Q27. What barriers exist for you in taking part in the Adopt-a-Highway program? (shows mentions of 3% or greater)
Base: Total (n=730); Not Currently Part Of AAH Program (n=714)
Source: Statistical Tables125 and 126, Weighted Banner 2 *Small Base Size

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Adopt-A-Highway Interest

By Subgroup	Total	Years In Texas				Number Of Social Media Sites Visit Regularly					
		< 10 (N)	11-20 (O)	21-30 (P)	31+ (Q)	None * (G)	1 (H)	2 (I)	3 (J)	4 (K)	5+ (L)
Adopt-A-Highway Interest											
Very interested	27%	30%	21%	29%	27%	14%	**26%**^{GI}	16%	**25%**^{GI}	**33%**^{GI}	**38%**^{GHIJ}
Somewhat interested	42%	42%	44%	46%	41%	30%	44%	**48%**^{GL}	**44%**^{G}	43%	37%
Not very interested	19%	16%	21%	18%	20%	24%	19%	22%	17%	16%	19%
Not at all interested	10%	10%	**13%**^{P}	5%	**10%**^{P}	**31%**^{HIJKL}	**11%**^{L}	**13%**^{L}	**9%**^{L}	7%	2%
Already volunteering	2%	2%	2%	2%	2%	1%	1%	1%	**5%**^{H}	1%	3%

Q26. Please think about the Adopt-a-Highway program in Texas, where a section of roadway is sponsored for litter removal, including volunteering to help remove litter in some cases. How interested would you be in volunteering for the program or being part of an organization that sponsors a roadway or volunteers as a group? Q27. What barriers exist for you in taking part in the Adopt-a-Highway program? (shows mentions of 3% or greater)
Base: Total (n=730);
Source: Statistical Tables125 , Weighted Banner 3 and 4 *Small Base Size

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