

# Responsive Management



## **GEORGIA RESIDENTS' OPINIONS ON LITTER AND ANTI-LITTERING PROGRAMS IN GEORGIA**

**Conducted for the Georgia Governor's Office and the  
State of Georgia's Litter Abatement and Prevention Initiative**

**by Responsive Management**

**2006**

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Judy Bowles, Lynn Cobb, Lauren Curry, Randy Hartmann, Lillian Jackson, Ross King, Terry Demeo King, Harriotte McDannald, and Connie Wiggins.

Responsive Management would also like to thank  
Cookerly Public Relations/Planet Studio.

## **EXECUTIVE SUMMARY**

### **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Georgia Governor's Office and the State of Georgia's Litter Abatement and Prevention Initiative to determine Georgia residents' opinions on litter, littering practices, and anti-littering programs in Georgia. The study entailed focus groups and a telephone survey of Georgia residents.

Two pre-survey focus groups of the Georgia general population were conducted in February 2006 in Milledgeville and Norcross to gather opinions on quality of life issues, littering in Georgia, and various campaign messages. Three post-survey focus groups of 18–30-year-olds were conducted in May in Atlanta, Gainesville, and Statesboro. A majority of the post-survey focus group participants were male, as the survey results had indicated that males were more likely to litter than were females. The post-survey focus groups obtained feedback on specific campaign messages that were developed by Cookerly Public Relations/Planet Studio.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. The telephone survey questionnaire was developed cooperatively by Responsive Management and the Georgia Department of Natural Resources. Responsive Management conducted a pre-test of the questionnaire and made revisions based on the pre-test.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in April–May 2006. Responsive Management obtained a total of 1,004 completed interviews.

The software used for data collection was Questionnaire Programming Language 4.1. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

In addition to a nonparametric analysis presented in a separate report, *Georgia Residents' Opinions on Litter and Anti-Littering Programs in Georgia: Nonparametric Analyses*, all variables in the study were subjected to another correlations analysis to determine the strength of their correlation to Question 73, "Have you ever littered?" Those variables with a statistically significant relationship to "Q73. Have you ever littered?" plus all demographic variables (whether significant or not) were entered into a stepwise regression to determine their relationship to ever having littered.

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of 1,004 Georgia residents, the sampling error is at most plus or minus 3.09 percentage points.

### **OPINIONS ON MOST IMPORTANT QUALITY OF LIFE, NATURAL RESOURCE, OR ENVIRONMENTAL ISSUES FACING GEORGIA TODAY**

- A fifth of Georgia residents (20%) think that pollution issues (includes air, water, and the environment in general) are among the most important *quality of life* issues facing Georgia. Littering was mentioned by 2% of respondents. When asked directly about litter, 87% of Georgia residents agree that litter affects their quality of life in Georgia.
  
- Almost half of Georgia residents (49%) think that pollution issues (includes air, water, and environment in general) are among the most important *natural resource or environmental* issues facing Georgia. Almost a third of residents (32%) think that water-related issues (quality, quantity, pollution, etc.) are among the most important; 21% think air-quality issues (pollution, smog, etc.) are among the most important. When asked directly about litter, 97% of Georgia residents agree that litter hurts Georgia's environment.

## **OPINIONS ON AND PERCEPTIONS OF LITTER AND ITS EFFECTS**

- When Georgia residents think of litter, they think of “trash”—trash disposed of along roadways (39%) or trash in general (36%). Almost a fourth (23%) think of litter specifically as paper, bottles, and/or food packaging on the ground.
- Most Georgia residents (94%) think litter is a problem in Georgia. Fewer people (77%) consider litter a major problem in their community.
- Respondents were read 13 statements about litter and its effects and asked how strongly they agree or disagree with each. Almost all respondents strongly or moderately agree that litter costs taxpayers money (98%), litter hurts Georgia’s environment (97%), and litter can be a health hazard (97%).
  - More than 85% of respondents strongly or moderately agree with all the statements that have a negative connotation about litter.

## **OCCURRENCES/PREVALENCE OF LITTERING IN GEORGIA**

- Approximately a third of Georgia residents (34%) think that most of the population (in general) litters.
- Almost half (47%) of Georgia residents say that they know someone who has littered in the past 2 years.
- Almost half (46%) of Georgia residents say they have littered.
  - Of those residents who say that they have littered (in the past), 94% say that they no longer or rarely litter.
  - In a regression analysis, gender had the strongest relationship to ever having littered. Seeing or hearing messages was negatively (but weakly) related to ever having littered. Age was weakly related to ever having littered. As age increased, the likelihood that a person would say that he or she has littered decreased.
  - In another regression analysis, ethnicity was not significantly related to ever having littered.

**OPINIONS ON ACCEPTABILITY OF LITTERING**

- An overwhelming majority of Georgia residents (95%) think that it is never acceptable to litter.
  - Of those who think it *is* acceptable to litter, the most popular acceptable reason to litter is when there is no trash receptacle nearby or when what is thrown out is biodegradable.
- Respondents were asked whether they agree or disagree with the statement “Littering is okay every once in a while.” Most (94%) disagree.
- Respondents were asked whether they agree or disagree with the statement “Seeing litter in Georgia does not upset people.” They are nearly evenly split: 47% strongly or moderately agree; 43% strongly or moderately disagree.
- Respondents were asked whether they agree or disagree with the statement “Seeing litter in Georgia does upset you personally.” Most (94%) agree.
- Respondents were asked whether they agree or disagree with the statement “Litter is a crime.” Most (91%) agree.

**OPINIONS ON WHY PEOPLE LITTER**

- The majority of Georgia residents (59%) think people litter because they are lazy. The next most popular perceived reason that people litter (19%) is that people don’t care about the effects of litter.

**OPINIONS ON CONSEQUENCES TO THOSE WHO LITTER IN GEORGIA**

- A small percentage (8%) of Georgia residents say that they have been caught or fined for littering or know someone who has. A majority of Georgia residents (72%) think people who litter are not at all likely to get caught or fined for littering in Georgia.
- If they saw someone litter, 58% of Georgia residents would be very or somewhat likely to report it.

- Of those residents who would be likely to report littering, the majority would report it to the police.
  - Approximately 80% of Georgia residents would be likely to use a 1-800 hotline to report someone littering; 51% would be very or somewhat likely to use a Website to report someone littering.
- A robust majority of Georgia residents (80%) support publishing in the newspaper the names of those who are caught or fined for littering in Georgia; 15% oppose. Similarly, 77% of Georgia residents think that publishing the names of those who are convicted of littering would be very or somewhat effective in preventing people from littering in Georgia; 20% think that publishing names would be not at all effective.
- Respondents who said they have littered were asked “How do you feel when you litter?” About half (49%) seemed to feel remorse, show concern, or have a negative feeling about themselves as a result of littering; they used words such as “bad,” “ashamed,” and “guilty.” Almost a third of the respondents (30%) seemed to indicate a lack of remorse, with some of those who showed no remorse associating that behavior with being “young” (undefined) at the time the littering took place.

#### **WHO DOES/SHOULD DO LITTER CLEAN-UP IN GEORGIA**

- A substantial percentage of Georgia residents (43%) think that the people who litter should be most responsible for cleaning up litter in Georgia; 27% think that criminals/law violators sentenced to do community service should be most responsible.
- More than a fifth of Georgia residents (23%) have participated in an organized clean-up effort (e.g., Adopt-a-Highway, Rivers Alive, the Great American Clean-up) in the past 2 years.

#### **KNOWLEDGE OF FUNDING FOR LITTER CLEAN-UP IN GEORGIA**

- According to the Georgia Governor’s Office in a June 15, 2005, press release, Georgia spends more than \$14 million each year to remove litter from Georgia interstate and state

highways. To measure Georgia residents' knowledge of litter clean-up costs, respondents were asked in one of two ways how much they know about how much Georgia taxpayers spend on litter clean-up every year. Question 32 was an open response question—i.e., respondents were not given answers from which to choose. Question 35 was a closed response question—i.e., respondents were given answers from which to choose.

- The majority of respondents (57%) to Question 35 say that they do not know how much Georgia taxpayers spend on litter clean-up every year. Almost a fifth (19%) think taxpayers spend about \$15 million each year for litter clean-up, slightly more than those who answered “About \$1 million” (16%).
- The mean of open-ended responses to Question 32 was \$167 million (the mean was high because several respondents conjectured that Georgia spent well over \$100 million on litter clean-up each year); the median was \$1 million.

#### **OPINIONS ON RESPONSIBILITY FOR EDUCATING THE PUBLIC ABOUT LITTER ISSUES AND LITTER PREVENTION IN GEORGIA**

- Georgia residents consider four agencies/entities to be most responsible for educating the public about litter issues and litter prevention in Georgia: schools (28%), state government (non-specific) (25%), local government (22%), and parents/family (21%).

#### **KNOWLEDGE OF LITTER PREVENTION MESSAGES OR PROGRAMS THAT ADDRESS LITTER PREVENTION AND ABATEMENT IN GEORGIA**

- Almost half (48%) of Georgia residents have seen or heard a litter prevention message in Georgia.
  - Of those who have seen or heard litter prevention messages in Georgia, half (50%) do not know which they have seen or heard. The most commonly recalled message (8%) is “Keep Georgia Beautiful,” with “Keep Georgia Clean and Green” a close second (7%). A similar percentage (7%) recall seeing posted information about fines and penalties for littering not tied to any particular campaign.
  - Of those who have seen or heard litter prevention messages in Georgia, 57% have seen those messages on roadside signs; 17% have seen messages in another outdoor location—billboards. More than a third (38%) have seen or heard litter prevention messages on television.

- A majority of Georgia residents (70%) are not aware of any programs in their community that address litter prevention and abatement. Of those residents who are aware of programs in the community that address litter prevention and abatement, Adopt-a-Highway (42%) is the program about which they are most commonly aware.

## PERCEPTIONS OF EFFECTIVENESS OF LITTER PREVENTION MESSAGES

- Approximately three-fourths (76%) of Georgia residents think litter prevention messages and educational campaigns are very or somewhat effective in preventing people from littering. Residents with a higher frequency of littering are more likely to say that litter prevention messages and educational campaigns are not at all effective and less likely to say that they are *very* effective.
- Of Georgia residents who have seen or heard litter prevention messages in Georgia, 66% think those messages are very or somewhat effective. Residents with a higher frequency of littering are more likely to say that the litter prevention messages that they have seen or heard in Georgia are not at all effective and less likely to say that they are *very* effective.
- Respondents were read 11 messages and asked how effective they thought hearing or seeing each would be at stopping them or others from littering in Georgia. Based on a ranking of the means, “Georgia—Treat It Like You Live Here” was the most effective, with “Take Pride in the Peach State” the second most effective. “Georgia—Don’t Waste It” was the least effective message.
  - Opinions on message effectiveness were examined in four gender and age categories: male 18–30, male over 30, female 18–30, and female over 30. In all categories, “Georgia—Treat It Like You Live Here” and “Take Pride in the Peach State” ranked in the top four for effectiveness of message. Females 18–30 were the only group who did not rank those two slogans No. 1 and 2 respectively; the younger female group thought that “Georgia—Litter Costs You” was most effective, followed by “Georgia—Treat It Like You Live Here.”
  - Respondents 18–30—both male and female—thought that “Georgia—Litter Costs You” was more effective than did respondents over 30.

- Respondents 18–30—both male and female—thought that “Georgia, Don’t Waste It,” was much more effective than did respondents over 30.
  - Respondents 18–30—both male and female—thought that “Only Losers Litter” was much less effective than respondents over 30, with younger men ranking “Only Losers Litter” as least effective. (Though beyond the scope of this survey, it is possible that the younger respondents were reacting negatively but strongly to this message—saying that it was not at all effective when, in reality, it was very effective because it bothered them.)
- Two-thirds (66%) of Georgia residents strongly or moderately agree that having well-known spokespersons, such as politicians or celebrities, would make litter prevention messages more effective; 26% strongly or moderately disagree.
- Respondents were asked who they would listen to as an authority on litter. The most popular answers are current and former government officials and politicians, often specifying Georgia’s governor, either generically or by name (Sonny Perdue); other popular answers are celebrities (entertainment, sports, and non-specific), judges and law enforcement officers, community leaders and other respected local people, and scientists and environmentalists.

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## **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Georgia Governor's Office and the State of Georgia's Litter Abatement and Prevention Initiative to determine Georgia residents' opinions on litter, littering practices, and anti-littering programs in Georgia. The study entailed focus groups and a telephone survey of Georgia residents. Specific aspects of the research methodology are discussed below.

Two pre-survey focus groups of the Georgia general population were conducted in Milledgeville on February 19 and in Norcross on February 20 to gather opinions on quality of life issues, littering in Georgia, and various campaign messages.

Three post-survey focus groups of 18–30-year-olds were conducted on May 15 in Atlanta, May 16 in Gainesville, and May 17 in Statesboro. A majority of the post-survey focus group participants were male, as the survey results had indicated that males were more likely to litter than were females. The post-survey focus groups obtained feedback on specific campaign messages that were developed by Cookerly Public Relations/Planet Studio.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the Georgia Department of Natural Resources. Responsive Management conducted a pre-test of the questionnaire and made revisions based on the pre-test.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers

prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians edited each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in April–May 2006. Responsive Management obtained a total of 1,004 completed interviews.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

For this study, a nonparametric analysis examined how the various responses were correlated to behavioral, participatory and demographic characteristics. Responses to nearly all questions were tested by means of z-scores for relationships to behavioral, participatory, and demographic

characteristics. These results are presented in a separate report, *Georgia Residents' Opinions on Litter and Anti-Littering Programs in Georgia: Nonparametric Analyses*.

In addition to the z-score analysis, all variables in the study also were subjected to another correlations analysis to determine the strength of their correlation to Question 73, "Have you ever littered?" Those variables with a statistically significant relationship to "Q73. Have you ever littered?" plus all demographic variables (whether significant or not) were entered into a stepwise regression to determine their relationship to ever having littered.

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of 1,004 Georgia residents, the sampling error is at most plus or minus 3.09 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.09 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 1,004 and a population size of 6,017,219 Georgia residents 18 years of age and older.

**Sampling error equation:**

$$B = \left( \sqrt{\frac{\frac{N_p(.25)}{N_s} - .25}{N_p - 1}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)

$N_p$  = population size (i.e., total number who could be surveyed)

$N_s$  = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

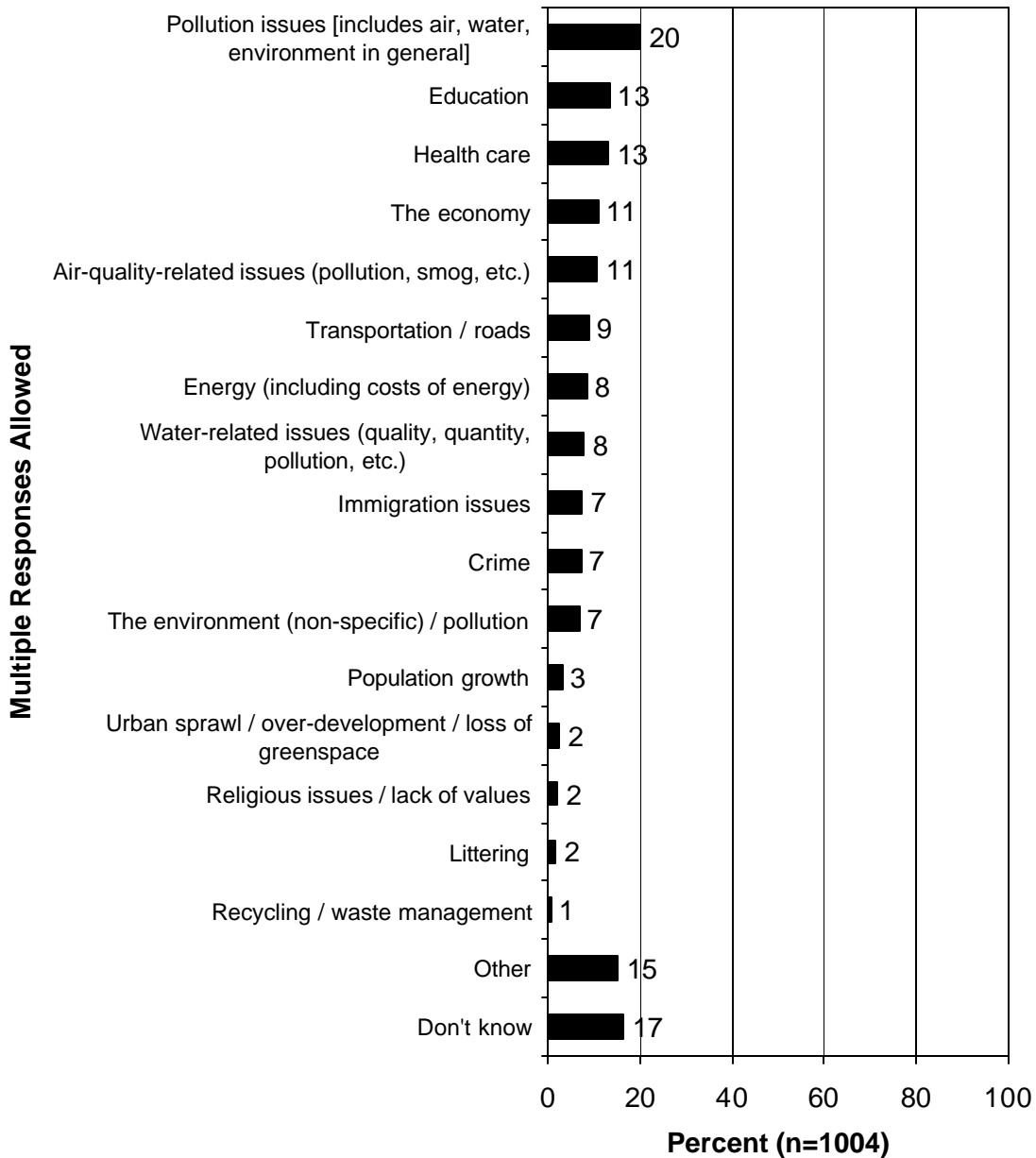
**Note:** This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

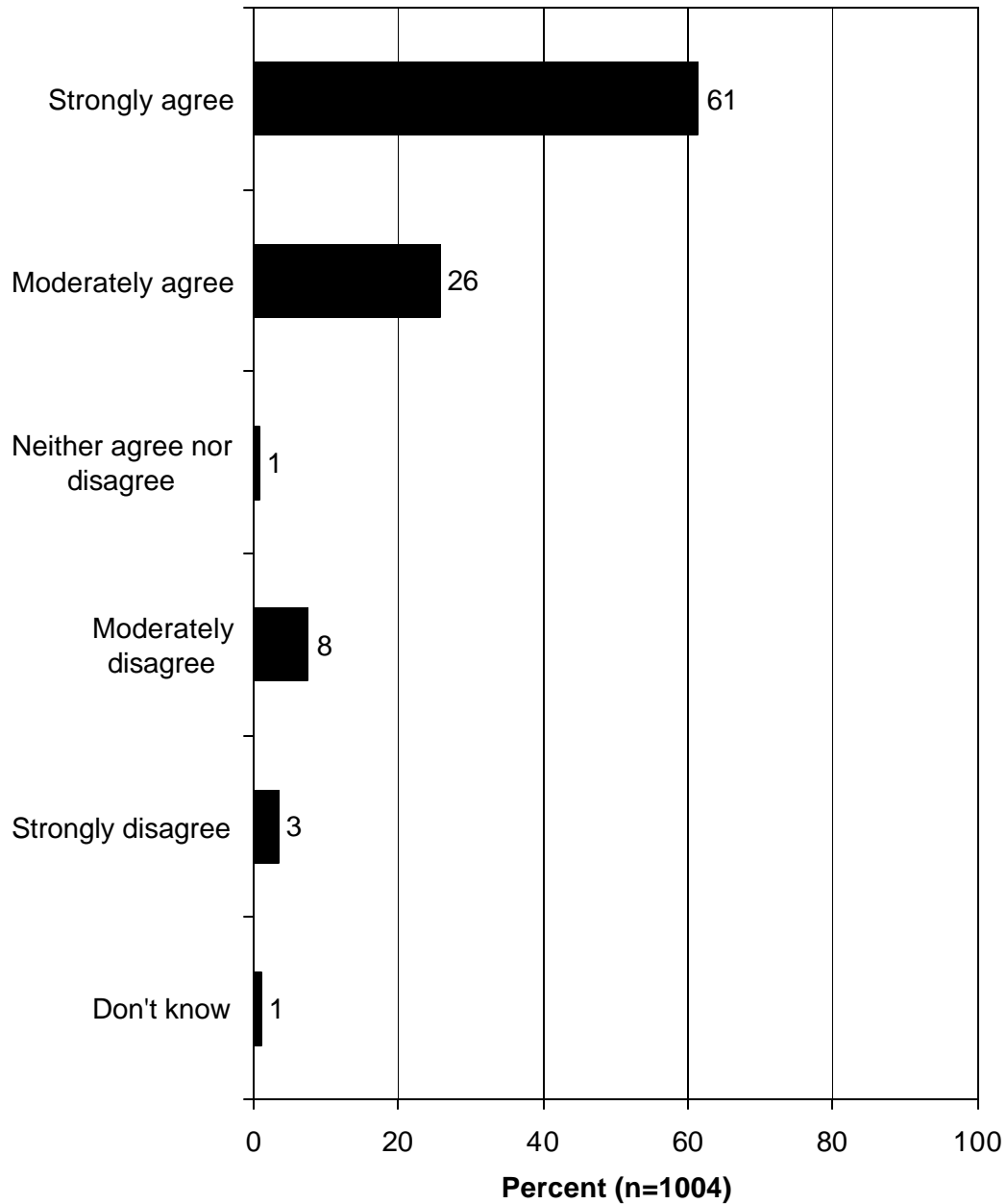
## OPINIONS ON MOST IMPORTANT QUALITY OF LIFE, NATURAL RESOURCE, OR ENVIRONMENTAL ISSUES FACING GEORGIA TODAY

- A fifth of Georgia residents (20%) think that pollution issues (includes air, water, and the environment in general) are among the most important *quality of life* issues facing Georgia. Other issues often mentioned include education (13%), health care (13%), the economy (11%), and issues related to air quality (pollution, smog, etc.) (11%). Littering was mentioned by 2% of respondents.
  - When asked directly about litter, a robust majority of Georgia residents (87%) agree that litter affects their quality of life in Georgia, with 61% who *strongly* agree.
  
- Almost half of Georgia residents (49%) think that pollution issues (includes air, water, and environment in general) are among the most important *natural resource or environmental* issues facing Georgia. Almost a third of residents (32%) think that water-related issues (quality, quantity, pollution, etc.) are among the most important; 21% think air-quality issues (pollution, smog, etc.) are among the most important.
  - When asked directly about litter, almost all Georgia residents (97%) agree that litter hurts Georgia's environment, with 84% who *strongly* agree.

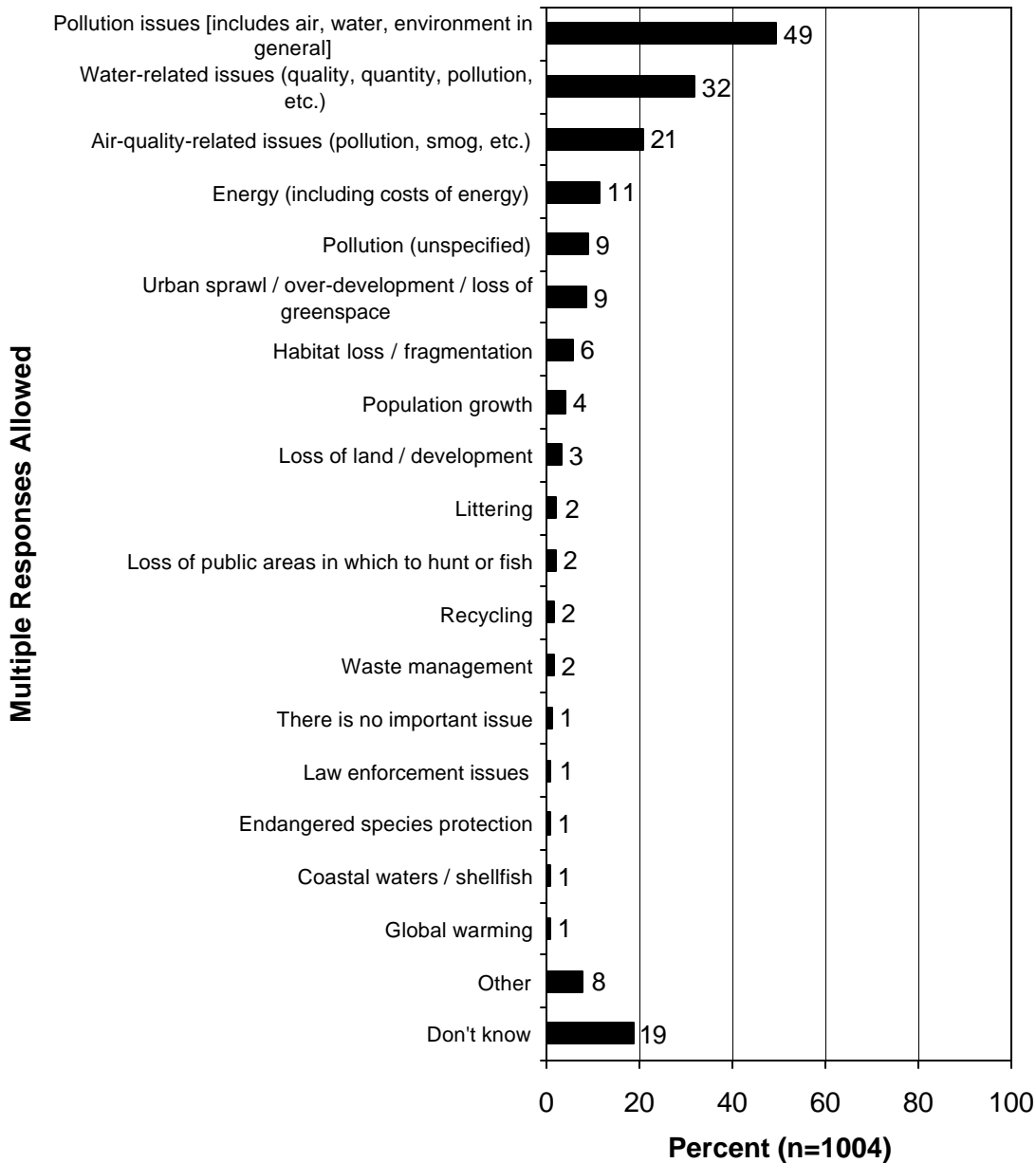
**Q9. In your opinion, what are the most important quality of life issues facing Georgia today?**



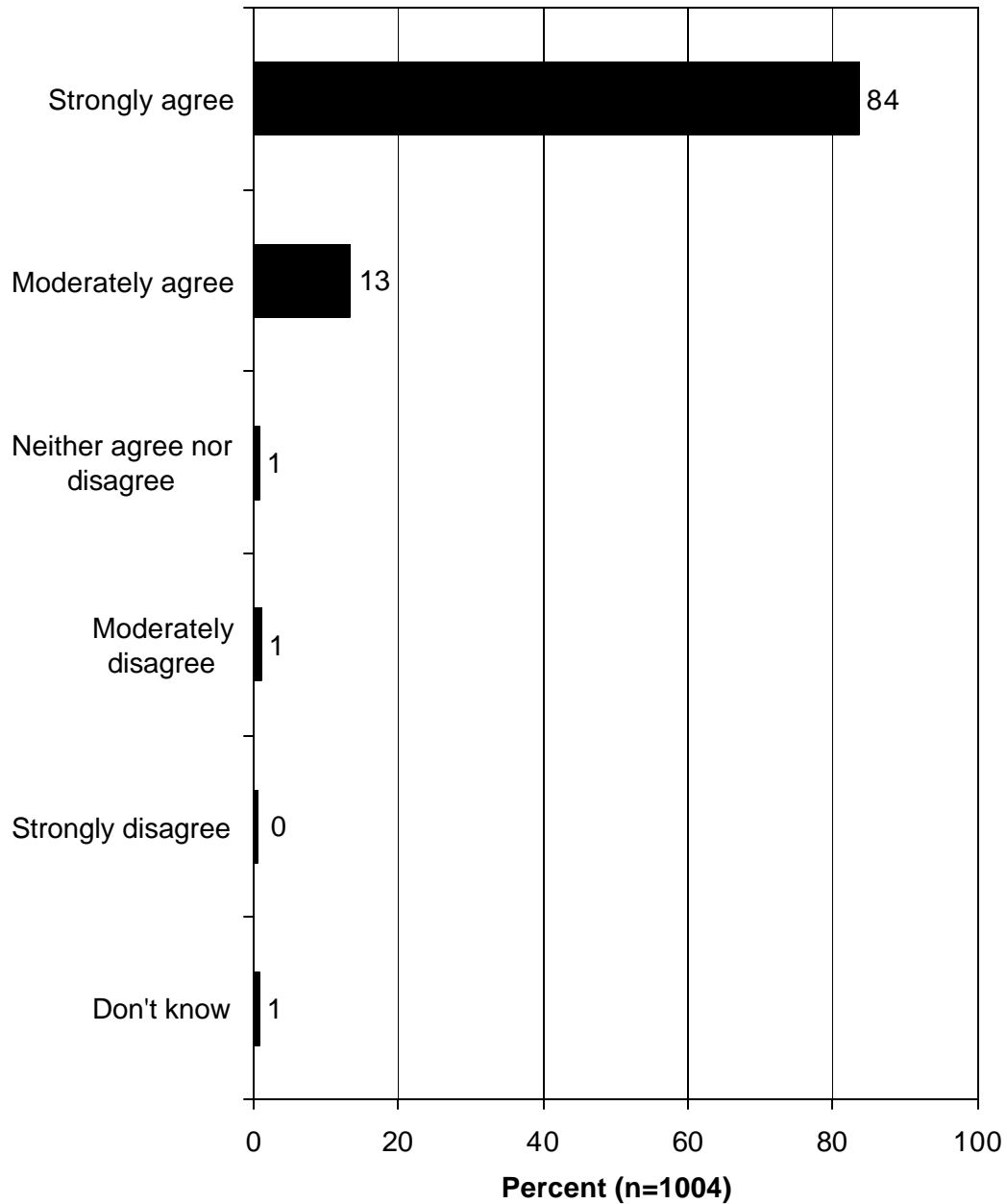
**Q43. Litter affects your quality of life in Georgia.  
(Do you agree or disagree with this statement?)**



**Q13. In your opinion, what are the most important natural resource or environmental issues facing Georgia today?**



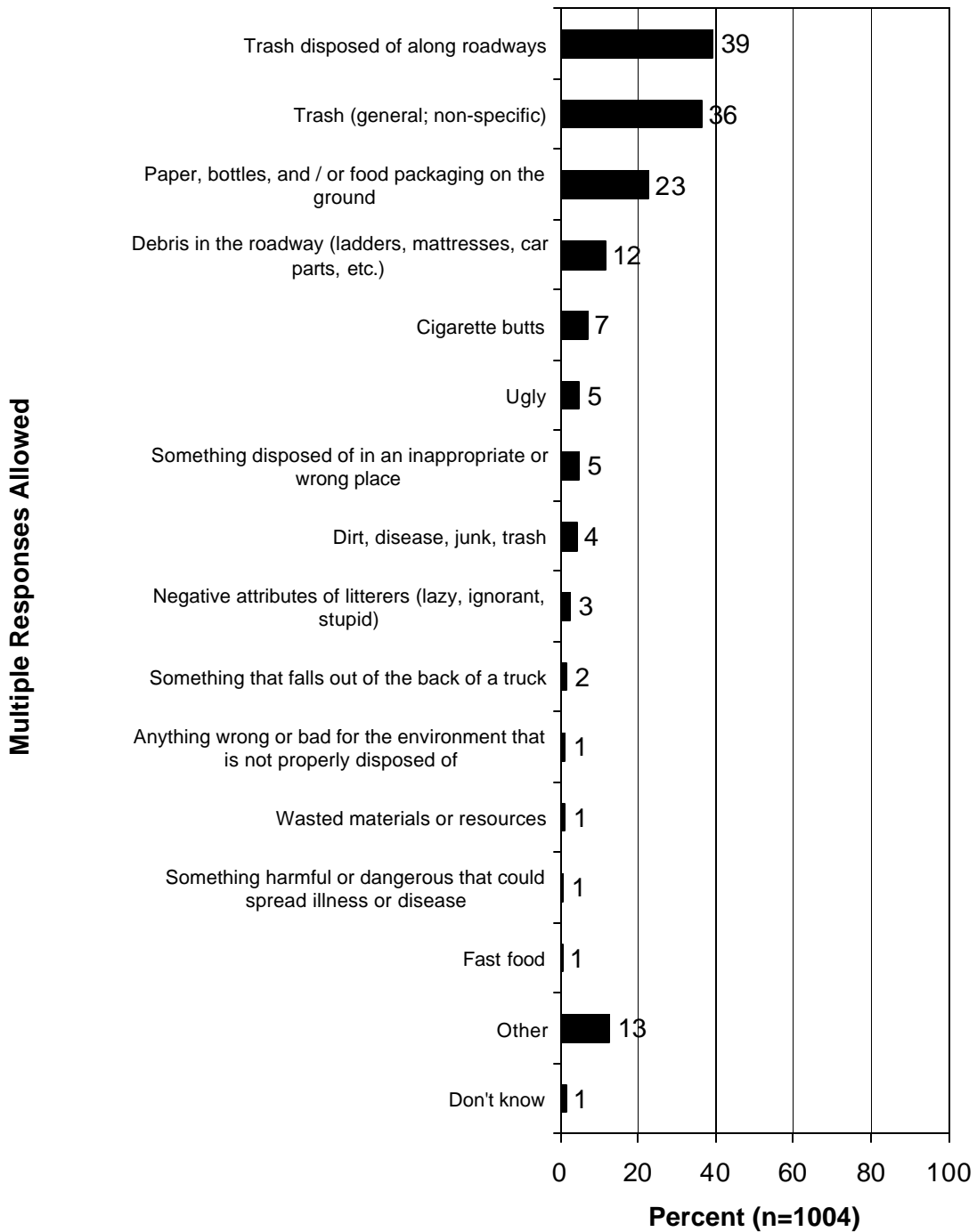
**Q50. Litter hurts Georgia's environment. (Do you agree or disagree with this statement?)**



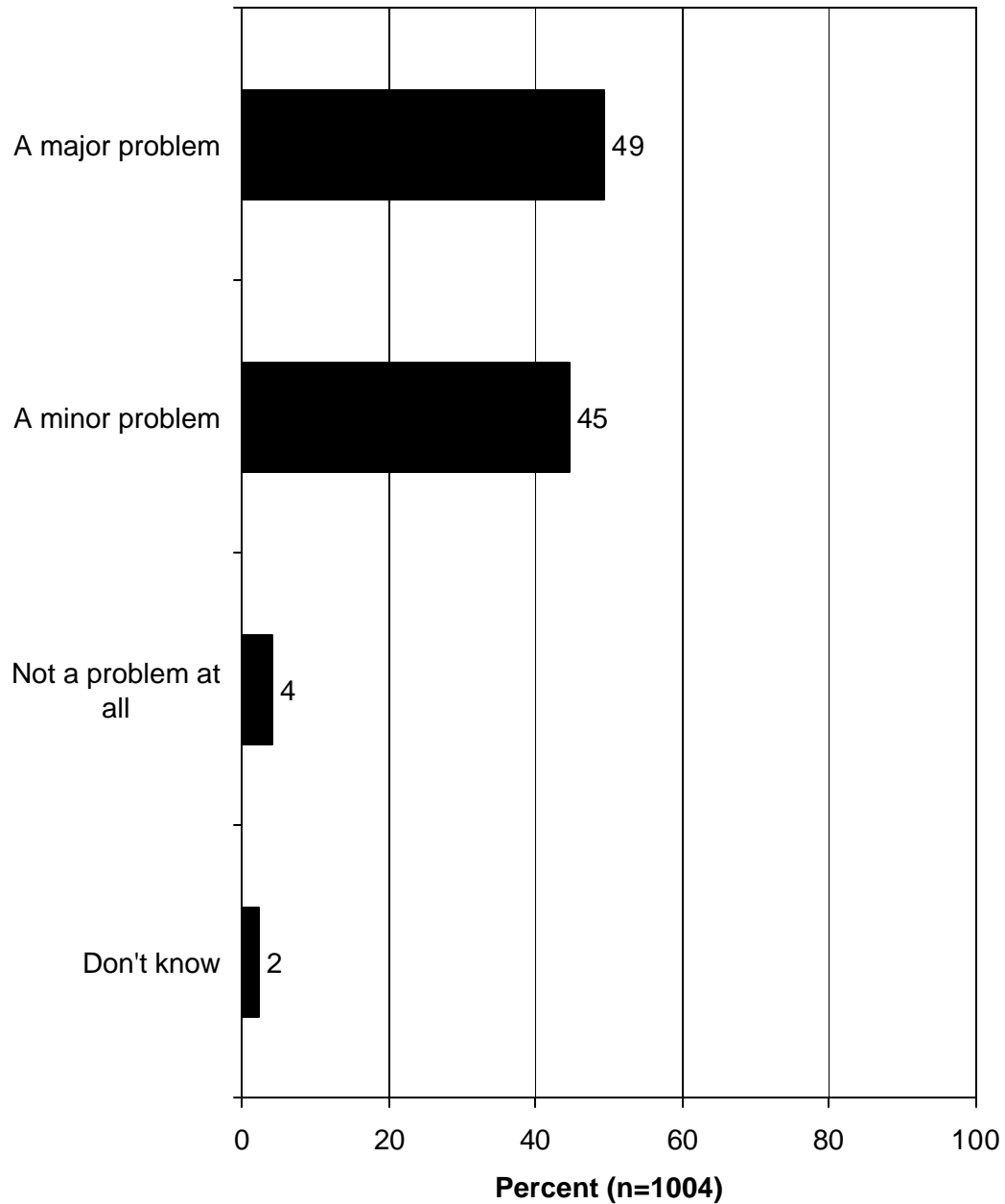
## OPINIONS ON AND PERCEPTIONS OF LITTER AND ITS EFFECTS

- When Georgia residents think of litter, they think of “trash”—trash disposed of along roadways (39%) or trash in general (36%). Almost a fourth (23%) think of litter specifically as paper, bottles, and/or food packaging on the ground.
  
- Most Georgia residents (94%) think litter is a problem in Georgia, with 49% who think it is a *major* problem and 45% who think it is a *minor* problem.
  - Fewer people (77%) consider litter a major problem in their community, with 26% who think it is a *major* problem and 51% who think it is a *minor* problem.
  
- Respondents were read 13 statements about litter and its effects and asked how strongly they agree or disagree with each. Almost all respondents strongly or moderately agree that litter costs taxpayers money (98%), litter hurts Georgia’s environment (97%), and litter can be a health hazard (97%).
  - More than 85% of respondents strongly or moderately agree with all the statements that have a negative connotation about litter.
  - While almost half of the respondents (47%) strongly or moderately agree that seeing litter in Georgia does not upset most people, only 5% strongly or moderately agree that littering is okay every once in a while.

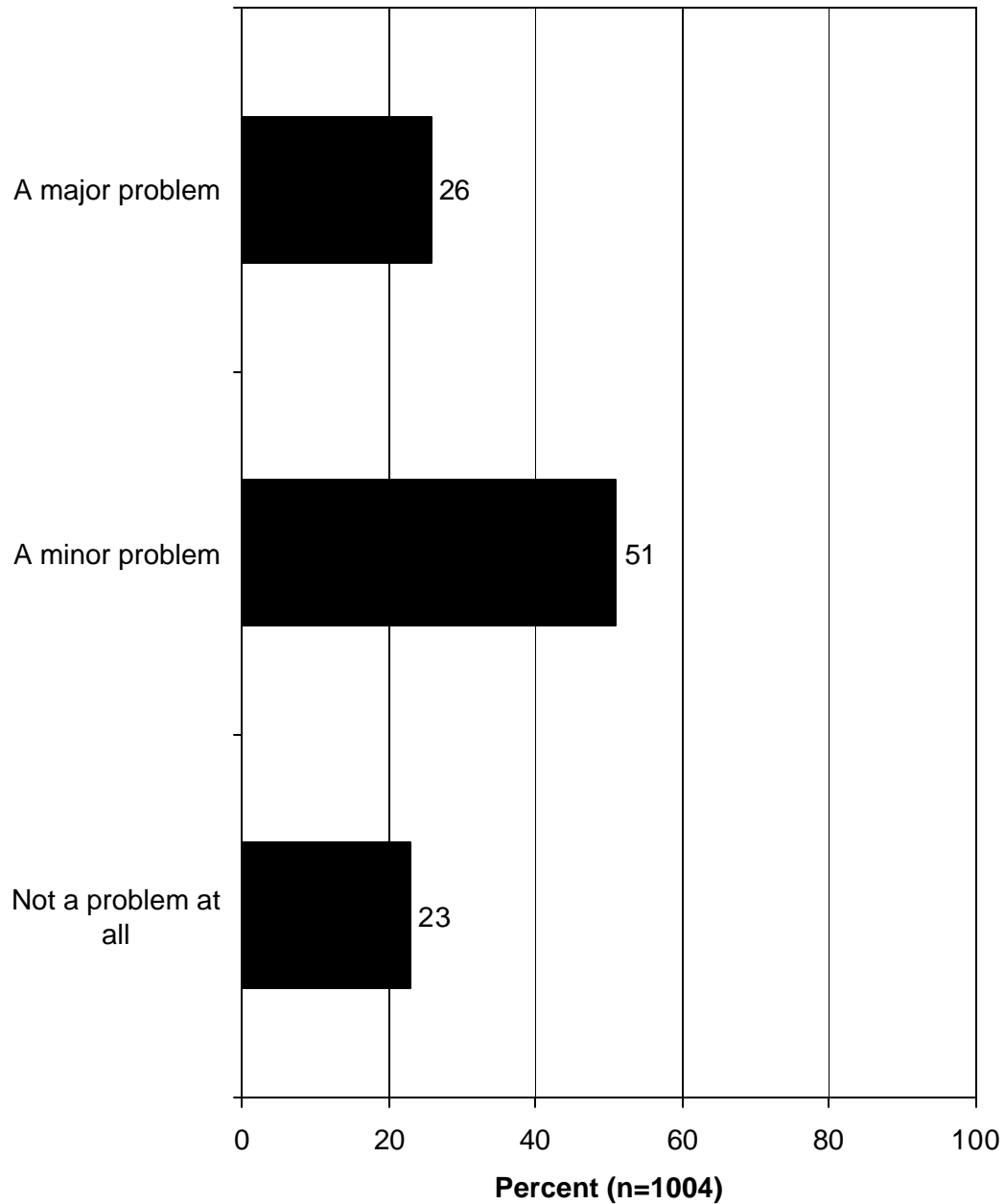
**Q21. What do you think of when you think of litter?**



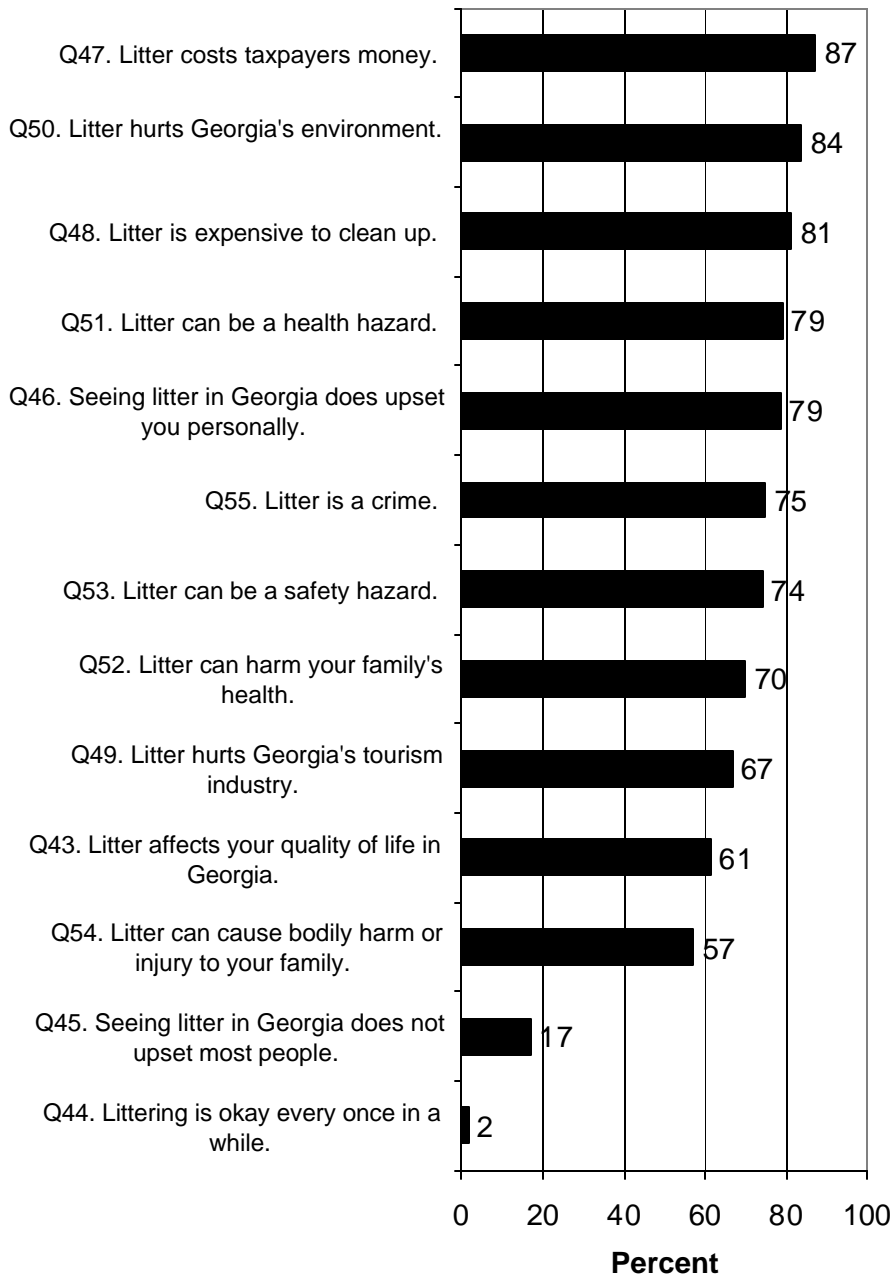
**Q17. In general, would you say litter is a major problem, a minor problem, or not a problem at all in Georgia?**



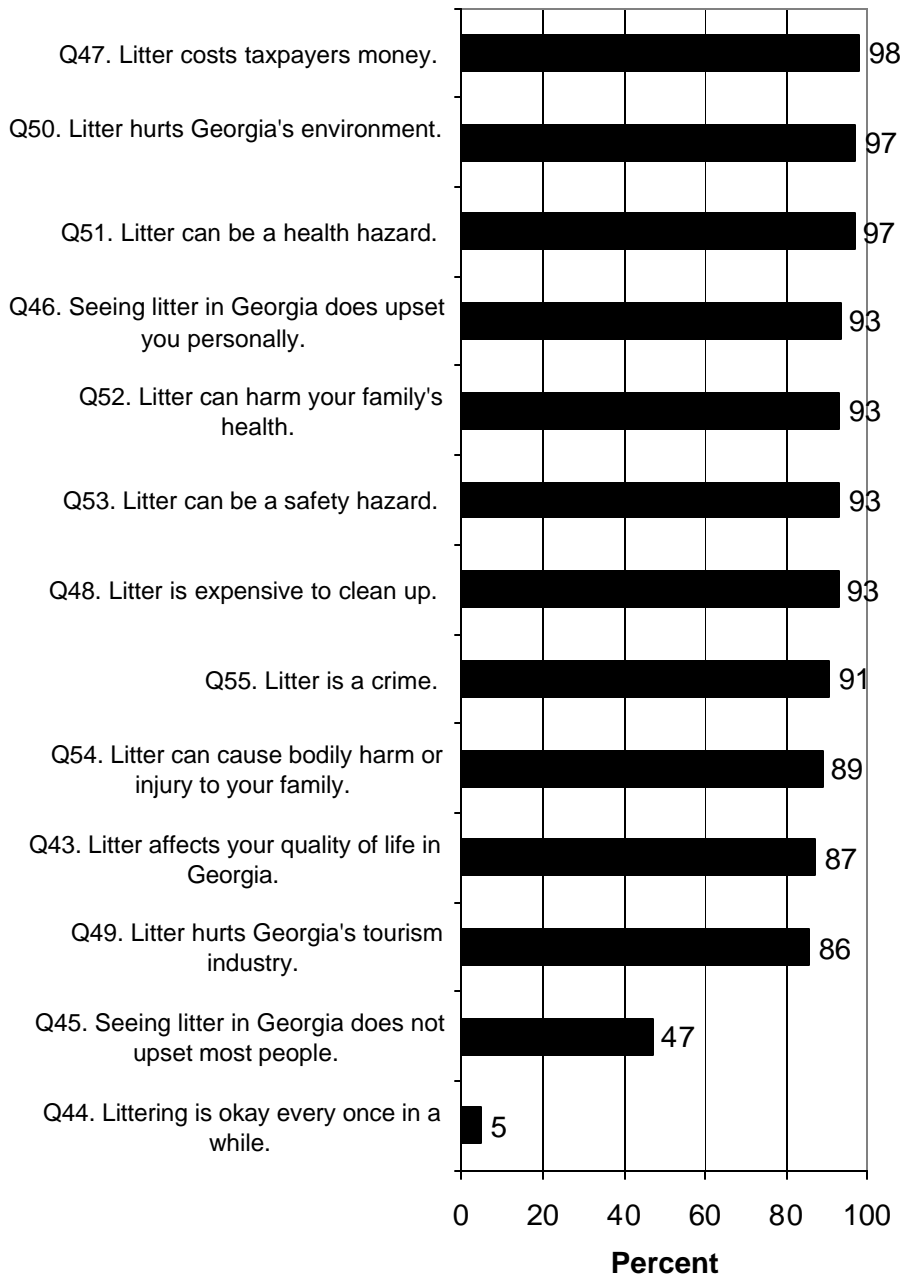
**Q18. In general, would you say litter is a major problem, a minor problem, or not a problem at all in your community?**



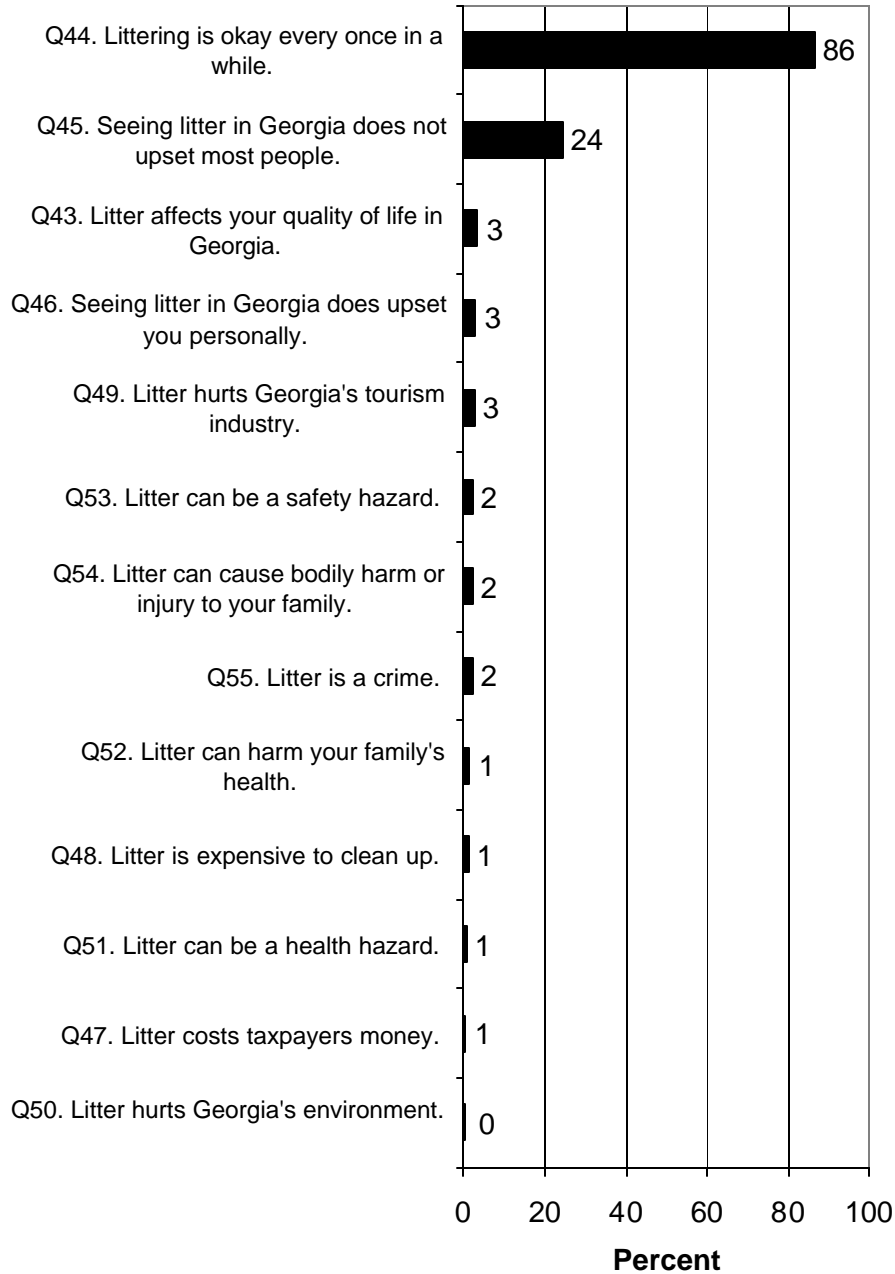
**Q43-Q55. Percent who strongly agree with the following statements.**



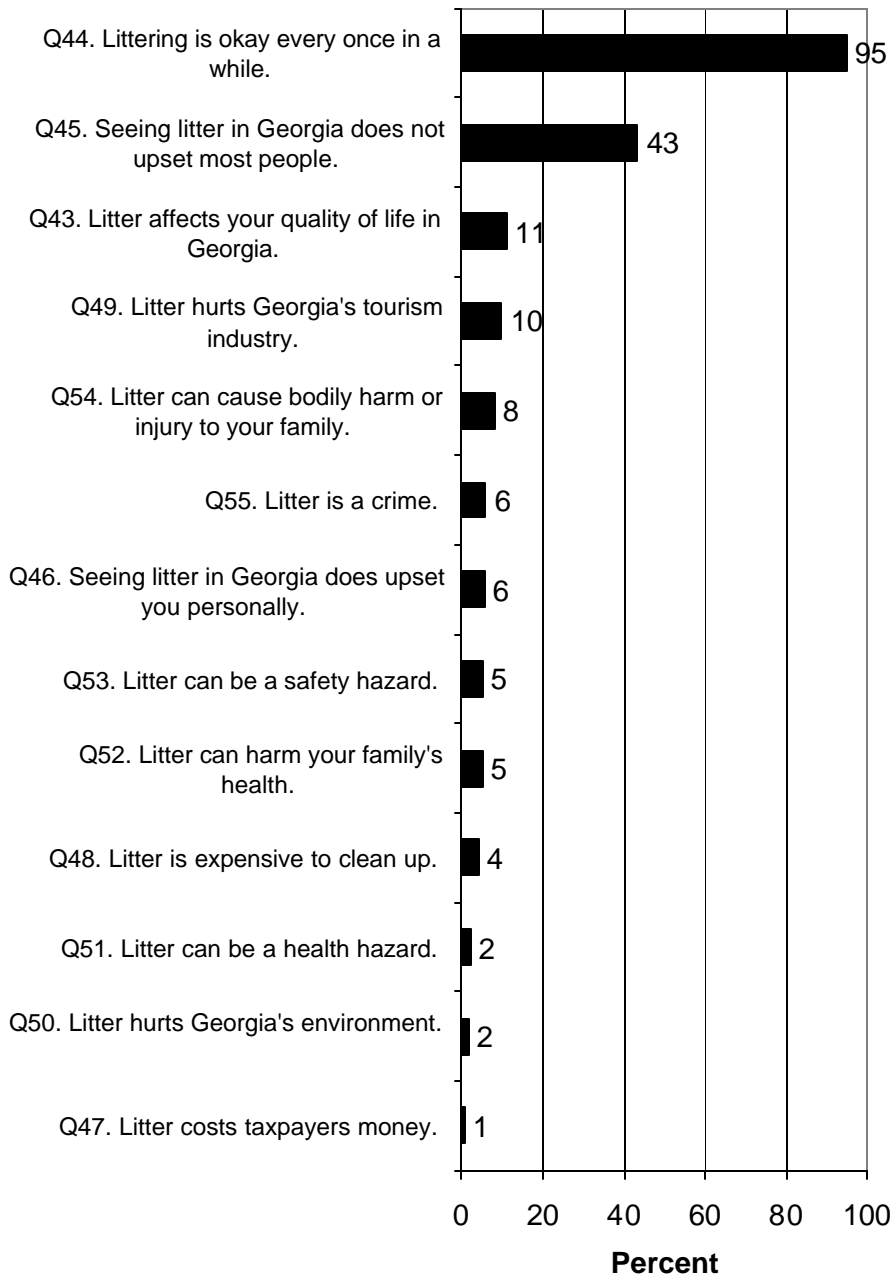
**Q43-Q55. Percent who strongly or moderately agree with the following statements.**



**Q43-Q55. Percent who strongly disagree with the following statements.**



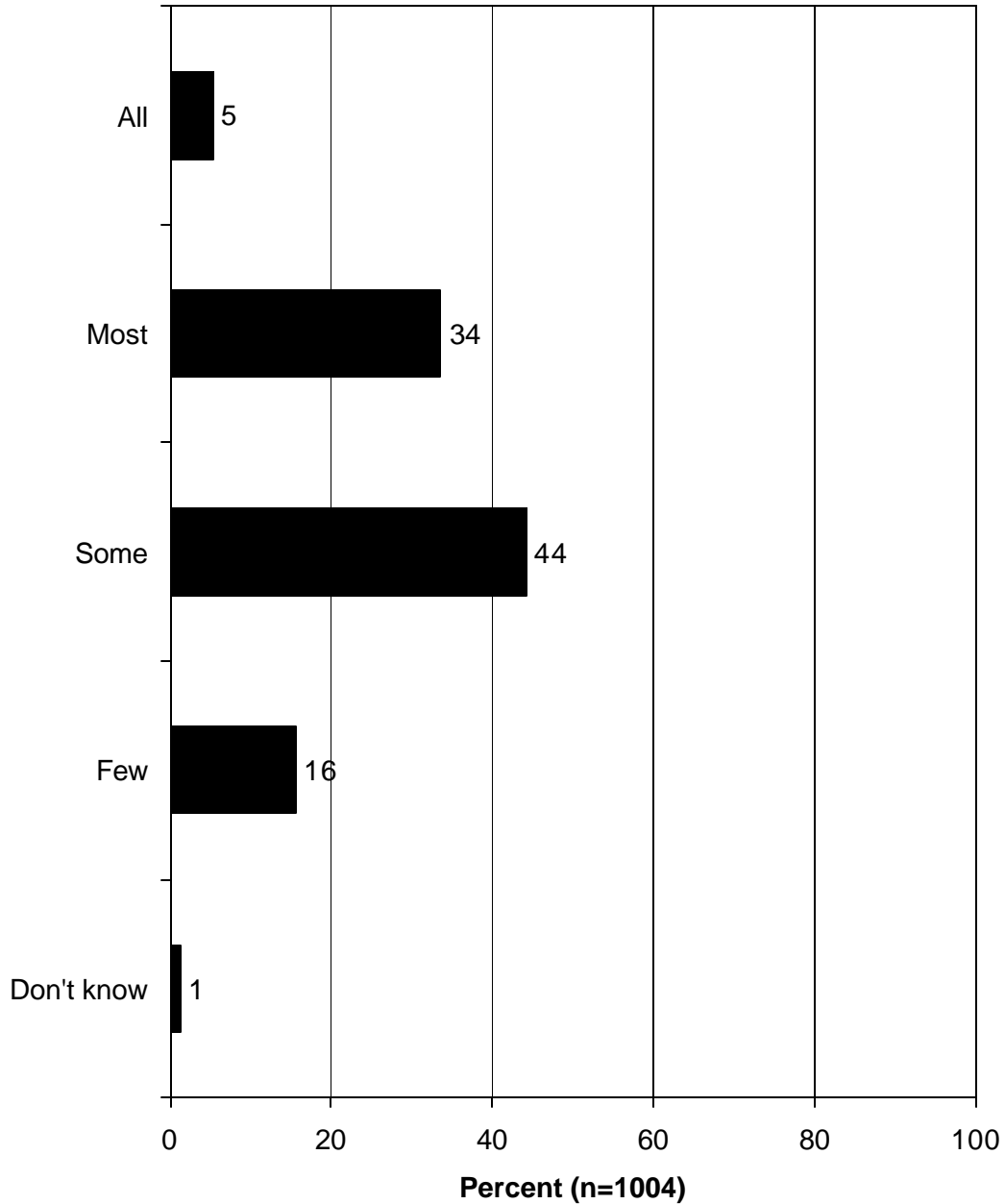
**Q43-Q55. Percent who moderately or strongly disagree with the following statements.**



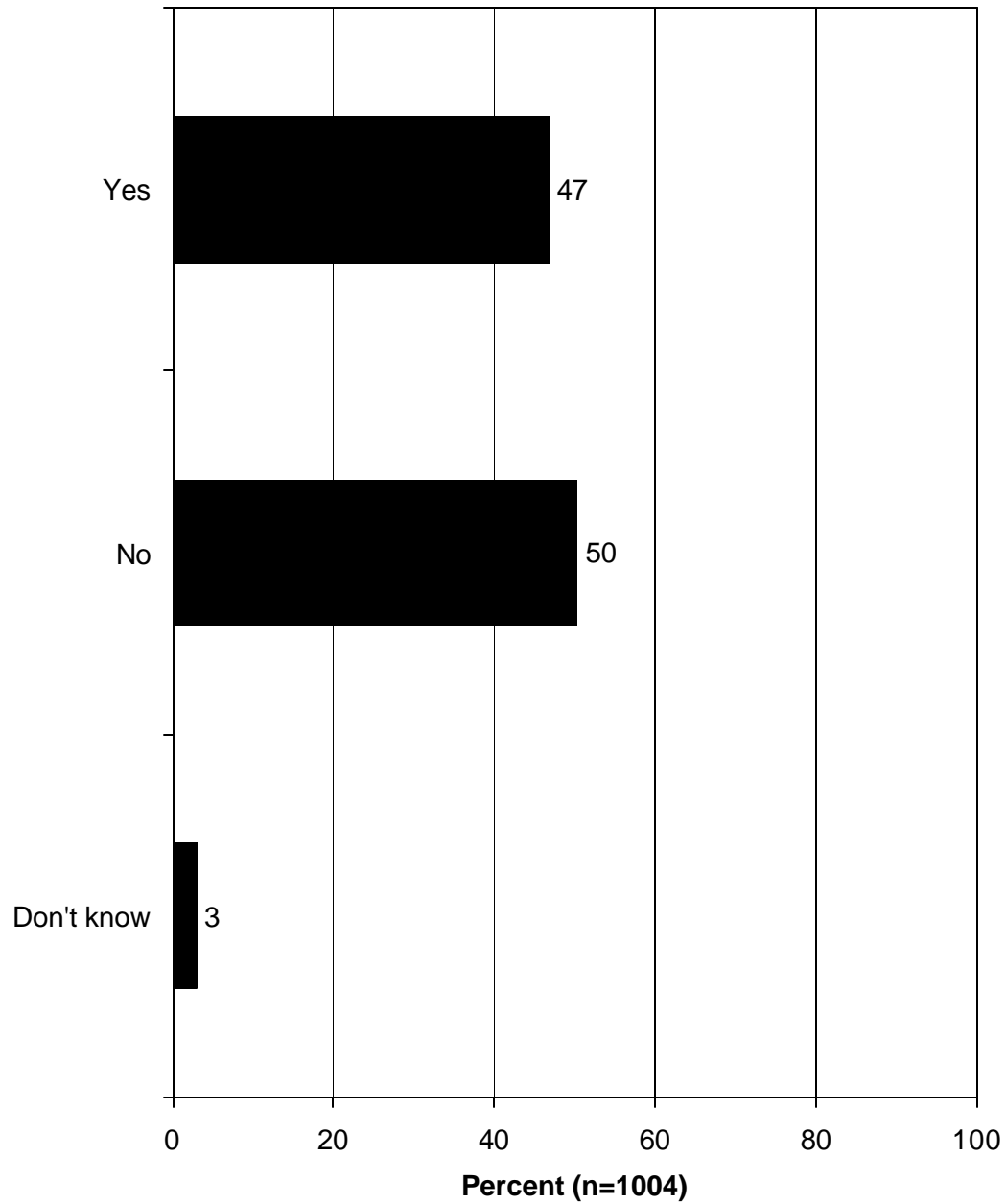
## OCCURRENCES/PREVALENCE OF LITTERING IN GEORGIA

- Approximately a third of Georgia residents (34%) think that most of the population (in general) litters.
  
- Almost half (47%) of Georgia residents say that they know someone who has littered in the past 2 years.
  
- Almost half (46%) of Georgia residents say they have littered.
  - Of those residents who say that they have littered (in the past), most (94%) say that they no longer or rarely litter.
  - In a regression analysis, gender had the strongest relationship to ever having littered. Seeing or hearing messages was negatively (but weakly) related to ever having littered. Those more likely to say they have littered were less likely to consider any of the messages effective. Age was weakly related to ever having littered. As age increased, the likelihood that a person would say that he or she has littered decreased.
  - In another regression analysis, ethnicity was not significantly related to ever having littered.

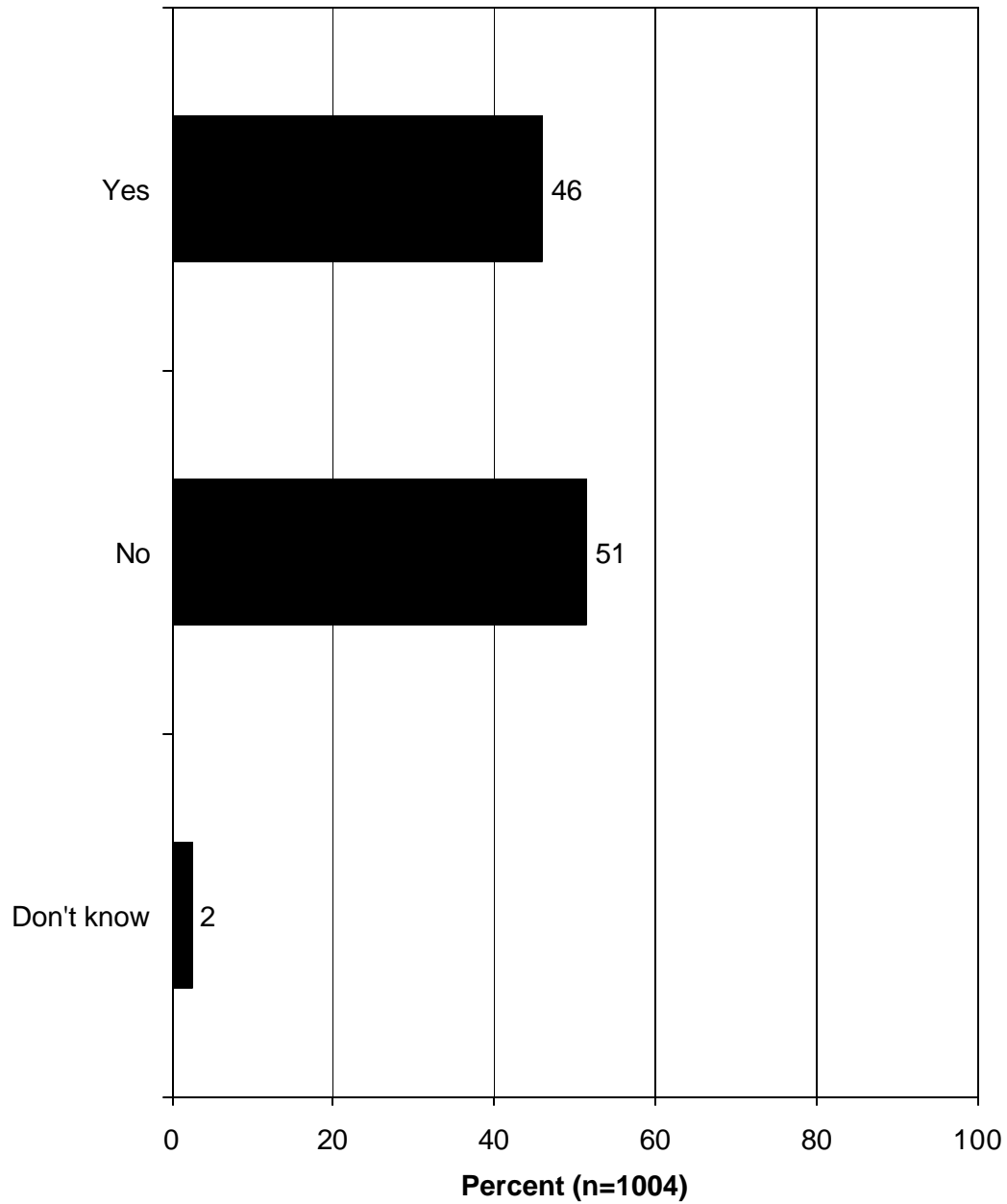
**Q71. What proportion of the population do you think litters? Would you say all, most, some, few, or none?**



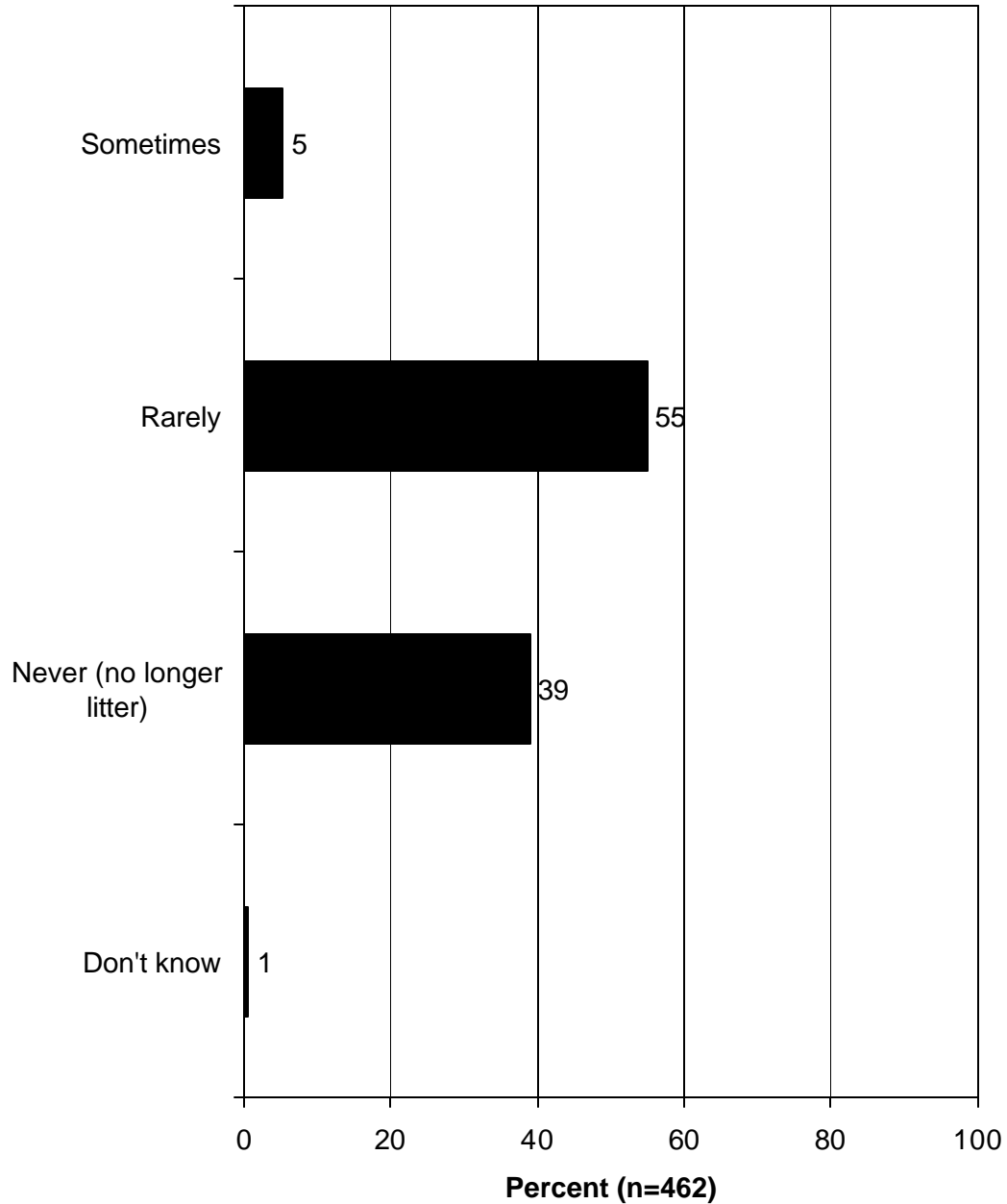
**Q72. Do you know someone who has littered in the past 2 years?**



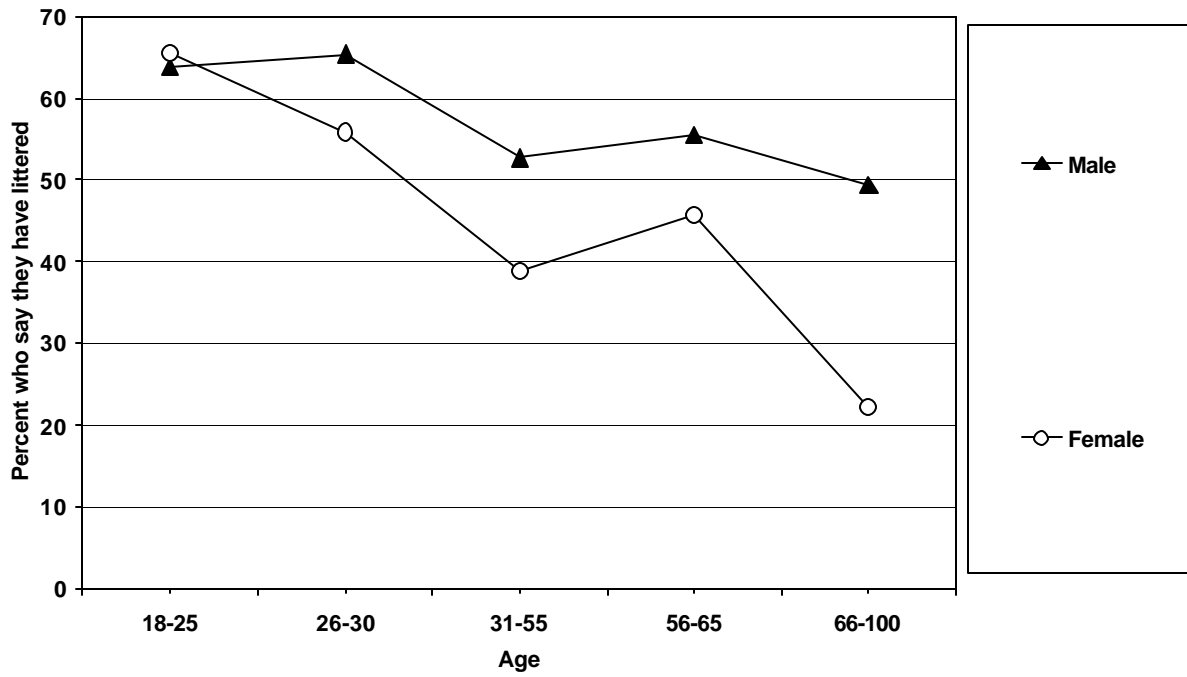
### Q73. Have you ever littered?



**Q78. How frequently do you litter? Would you say you litter often, sometimes, rarely, or never? (Asked of those who say they have littered.)**



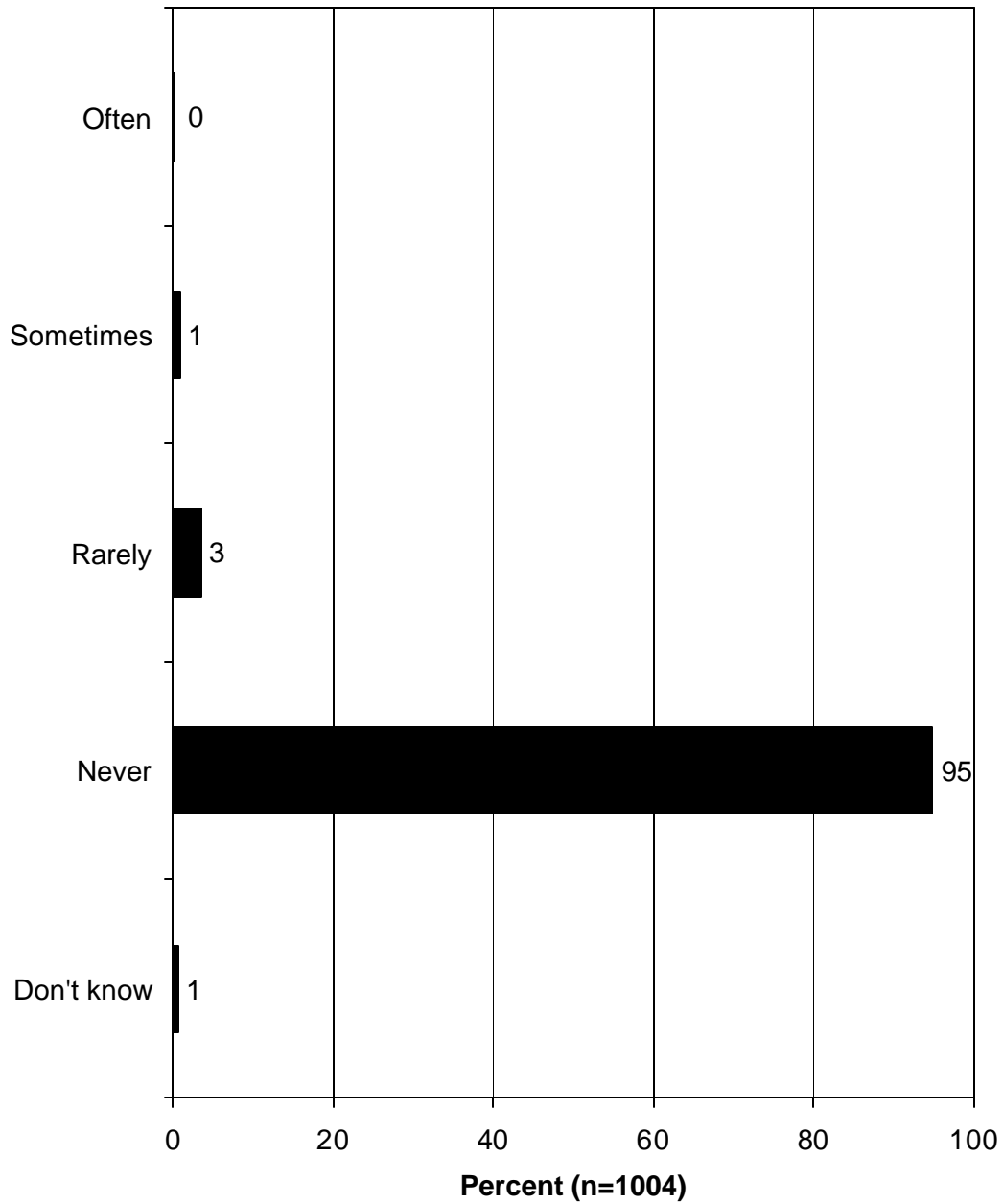
**Q73/Q133/Q139.**  
**Littering behavior of Georgians 18 and over by age and gender**



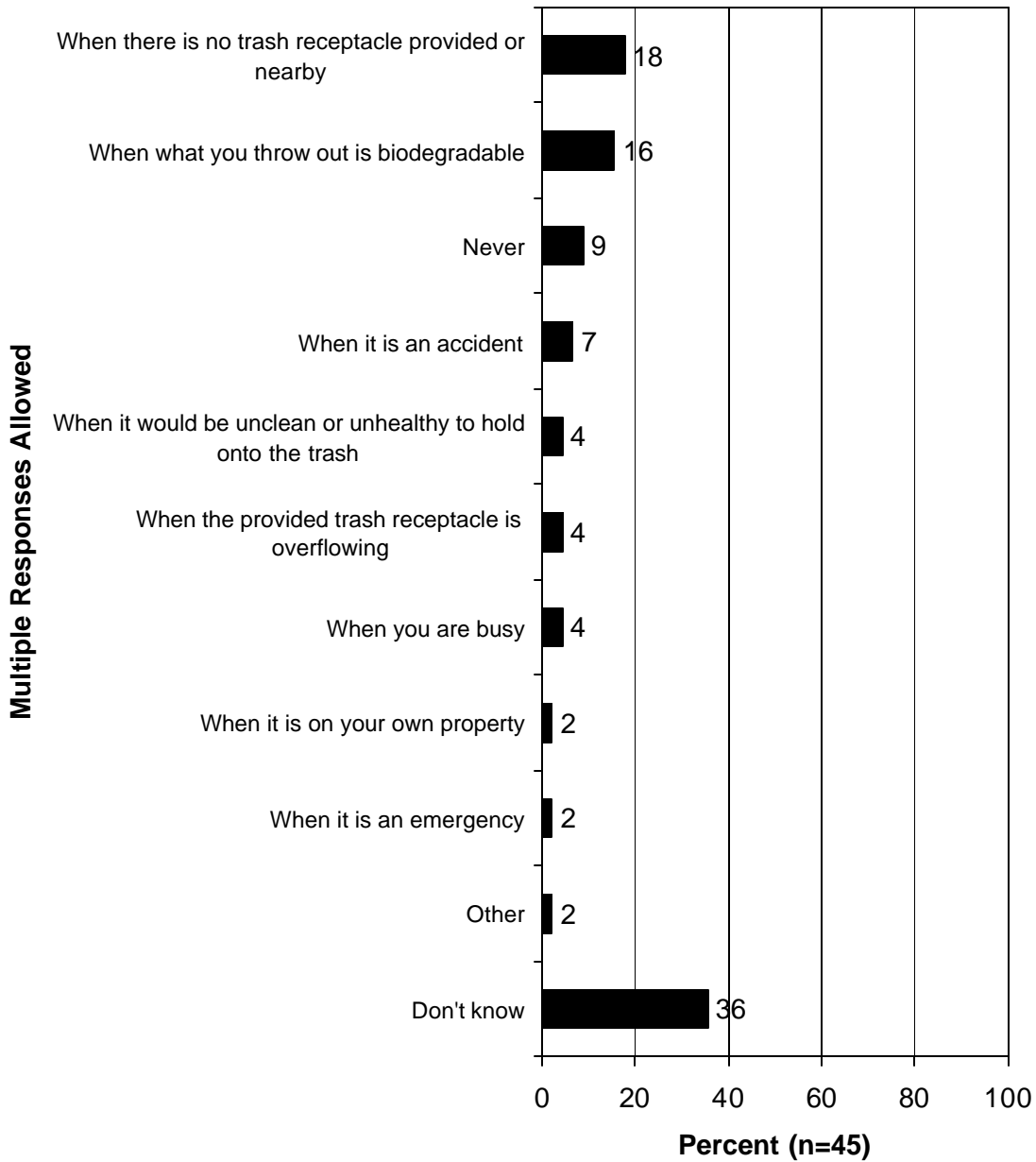
## OPINIONS ON ACCEPTABILITY OF LITTERING

- An overwhelming majority of Georgia residents (95%) think that it is never acceptable to litter.
  - Of those who think it *is* acceptable to litter, the most popular acceptable reason to litter is when there is no trash receptacle nearby or when what is thrown out is biodegradable.
  
- Respondents were asked whether they agree or disagree with the statement “Littering is okay every once in a while.” Most (94%) disagree, with 86% who *strongly* disagree.
  
- Respondents were asked whether they agree or disagree with the statement “Seeing litter in Georgia does not upset people.” They are nearly evenly split: 47% strongly or moderately agree; 43% strongly or moderately disagree.
  
- Respondents were asked whether they agree or disagree with the statement “Seeing litter in Georgia does upset you personally.” Most (94%) agree, with 79% who *strongly* agree.
  
- Respondents were asked whether they agree or disagree with the statement “Litter is a crime.” Most (91%) agree, with 75% who *strongly* agree.

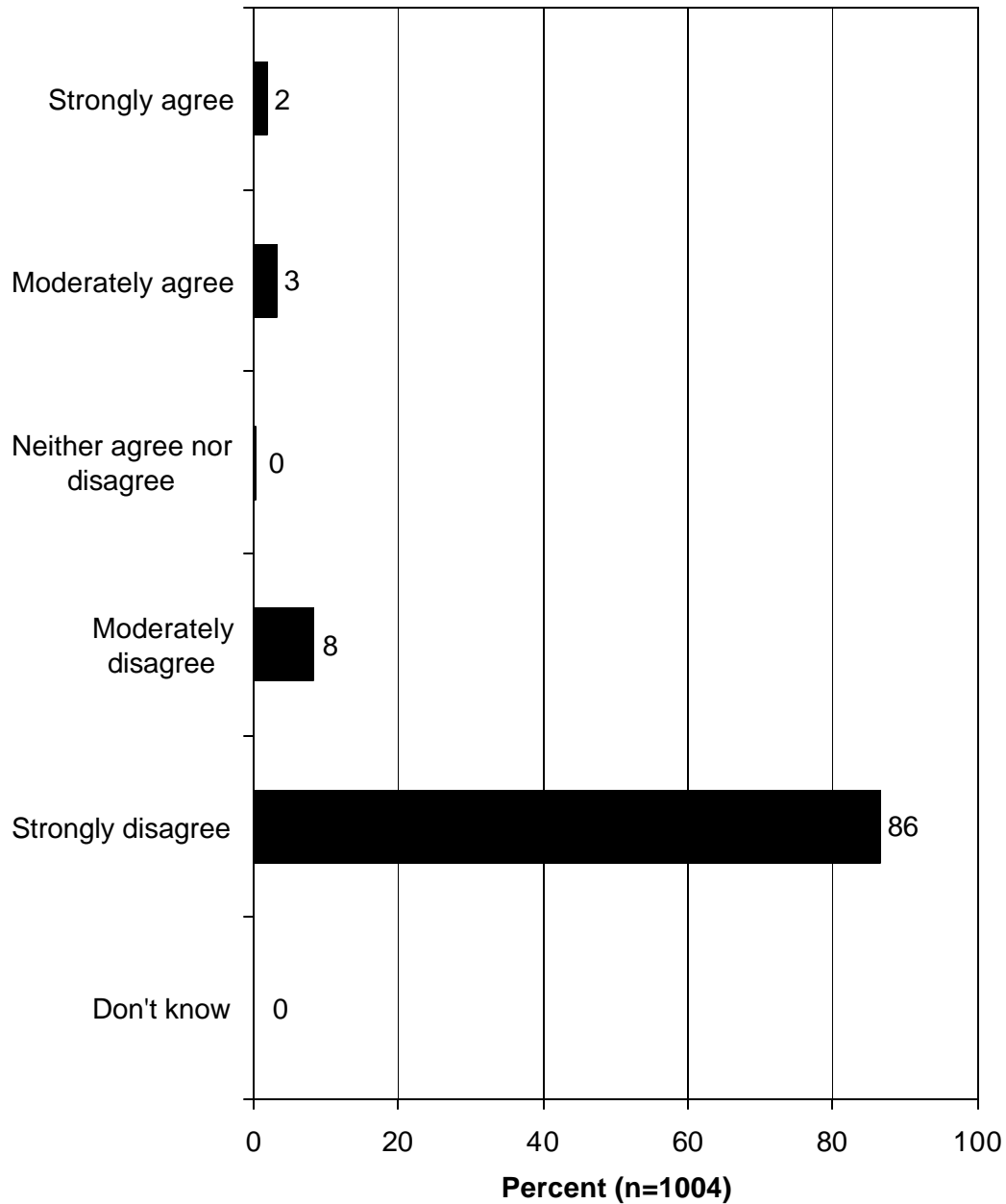
**Q36. In your opinion, is it acceptable to litter often, sometimes, rarely, or never?**



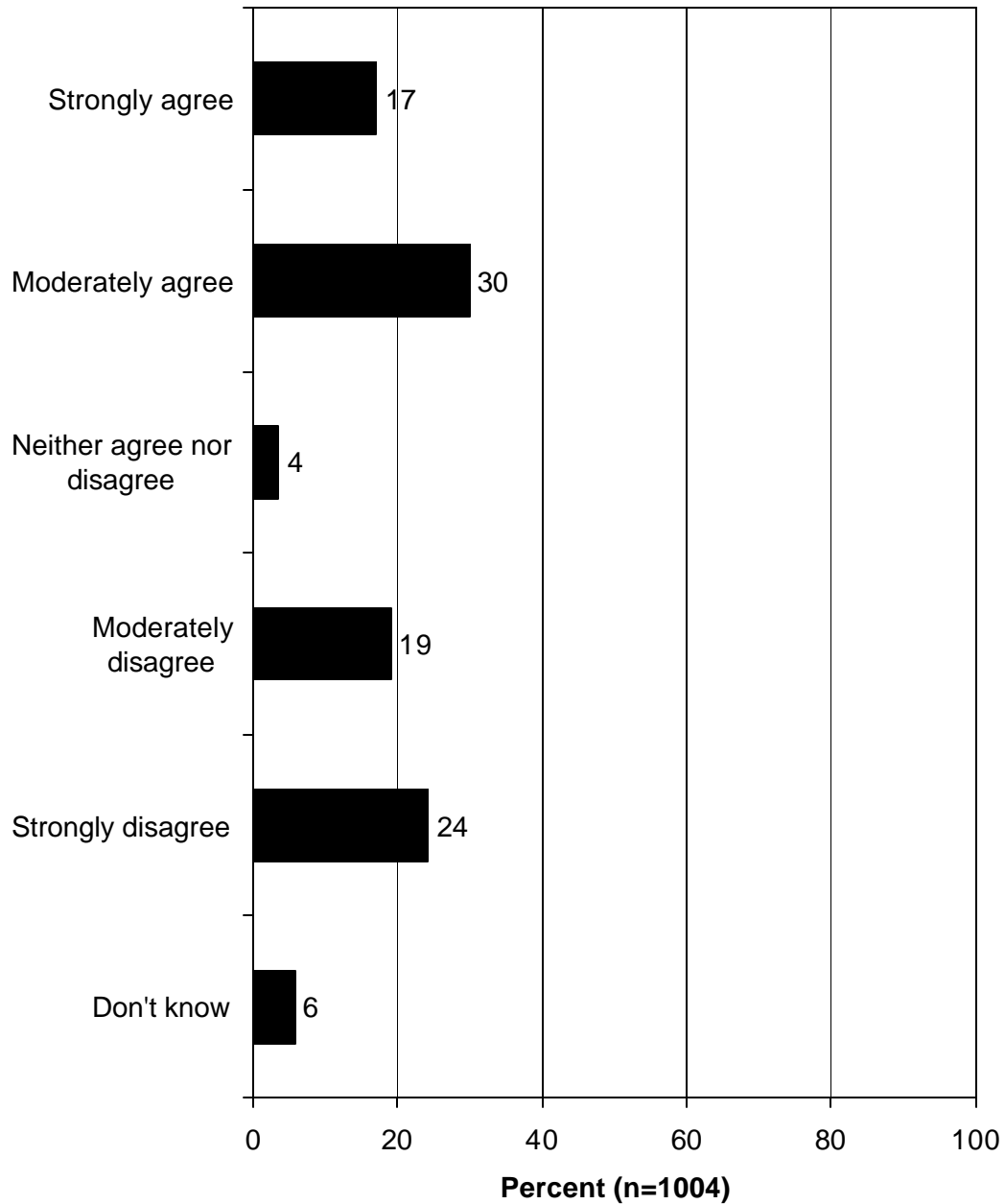
**Q39. When is it acceptable to litter? (Asked of those who said it was acceptable to litter.)**



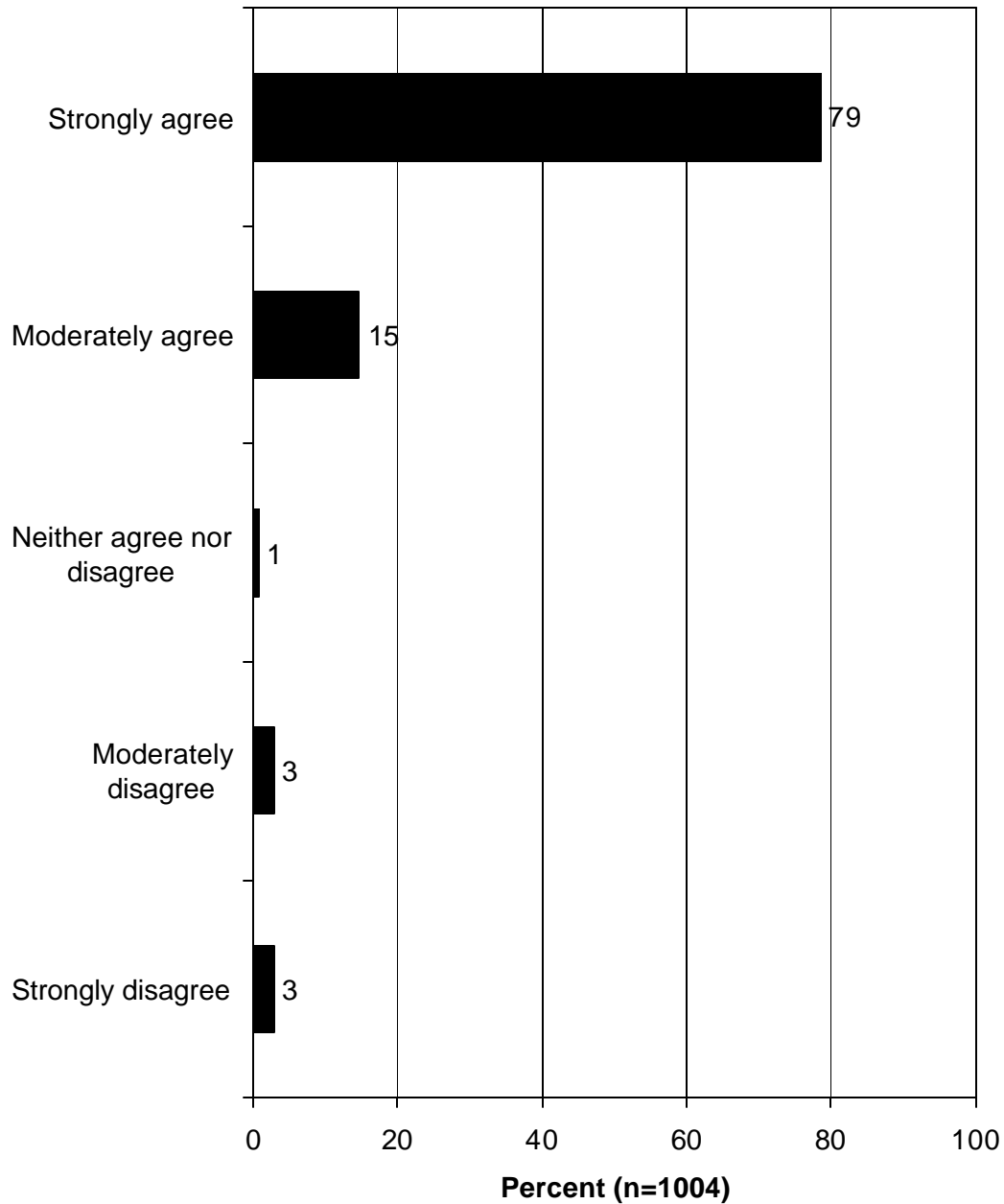
**Q44. Littering is okay every once in a while. (Do you agree or disagree with this statement?)**



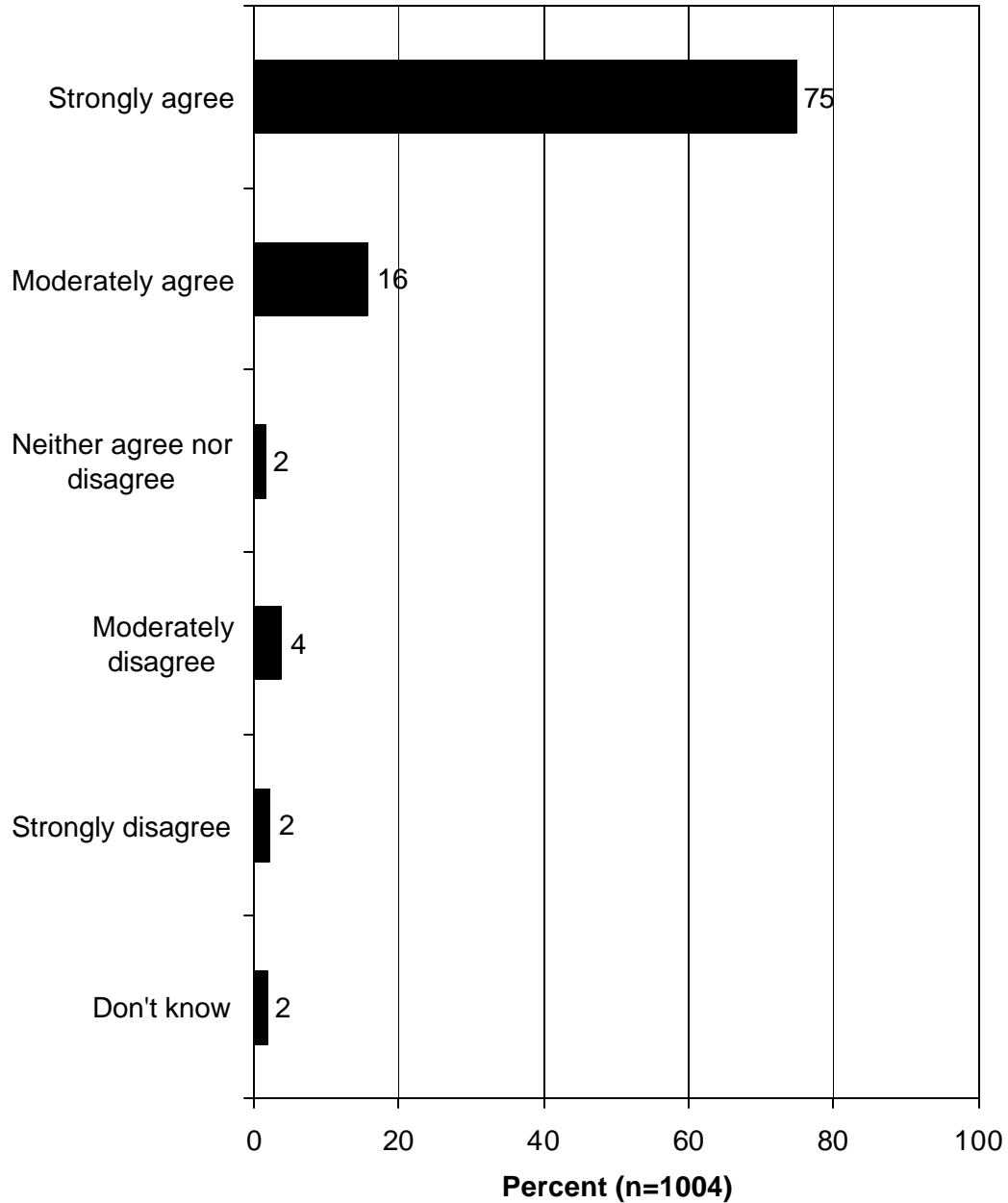
**Q45. Seeing litter in Georgia does not upset most people. (Do you agree or disagree with this statement?)**



**Q46. Seeing litter in Georgia does upset you personally. (Do you agree or disagree with this statement?)**



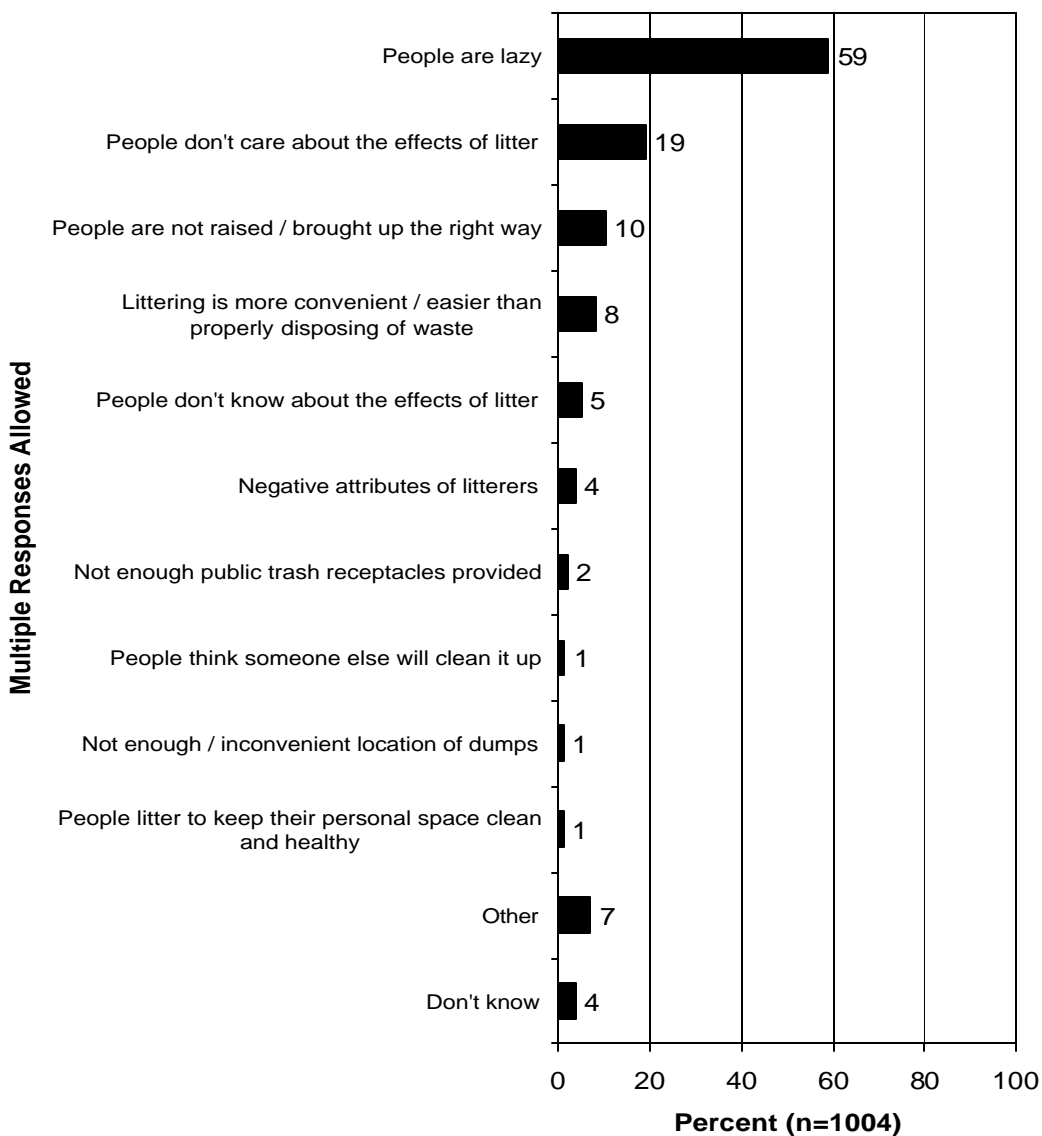
**Q55. Litter is a crime. (Do you agree or disagree with this statement?)**



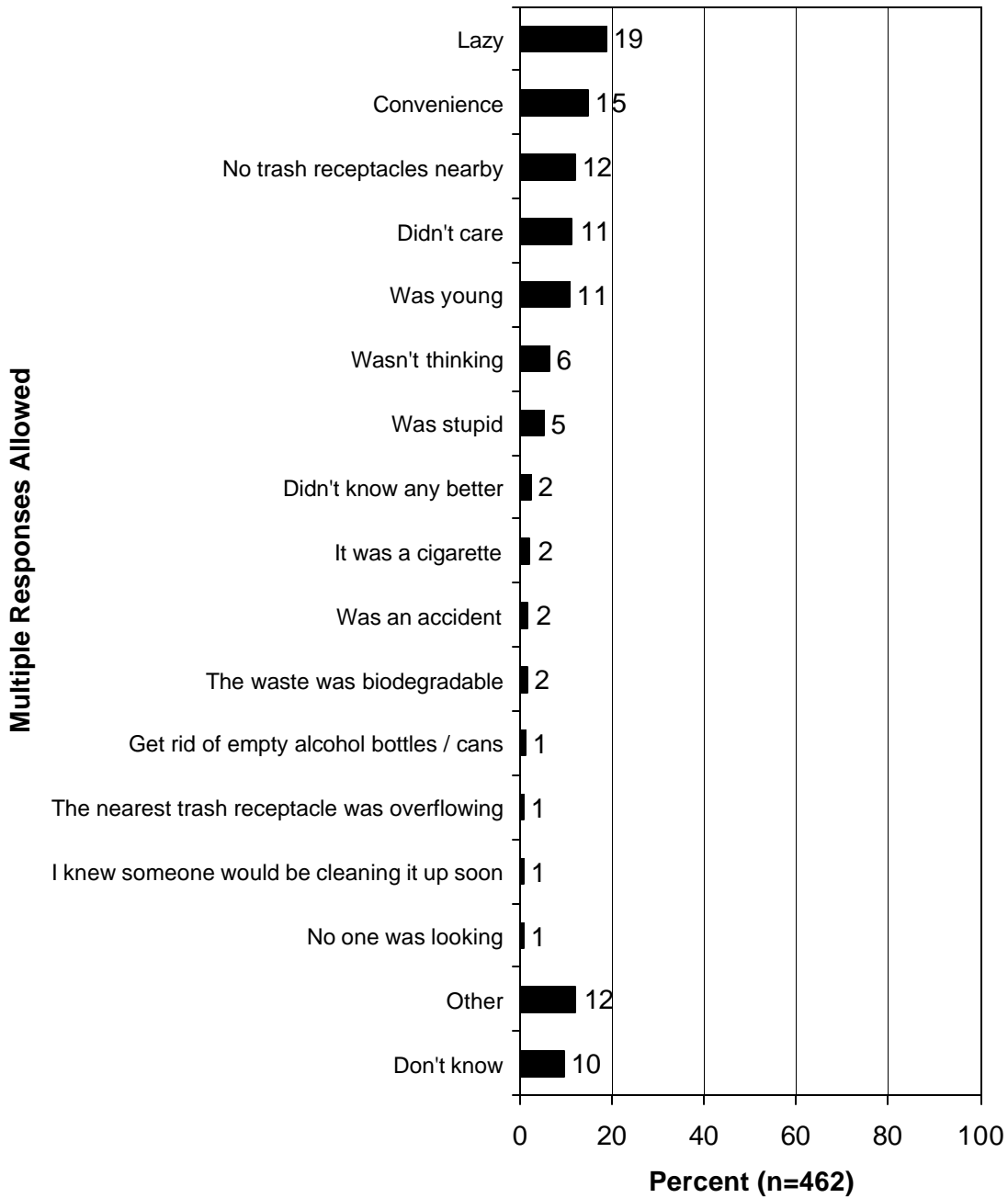
## OPINIONS ON WHY PEOPLE LITTER

- The majority of Georgia residents (59%) think people litter because they are lazy. The next most popular perceived reason that people litter (19%) is that people don't care about the effects of litter.
  - In a related question, 19% of Georgia residents who say they have littered attribute their littering to being lazy.

### Q25. In your opinion, why do people litter?



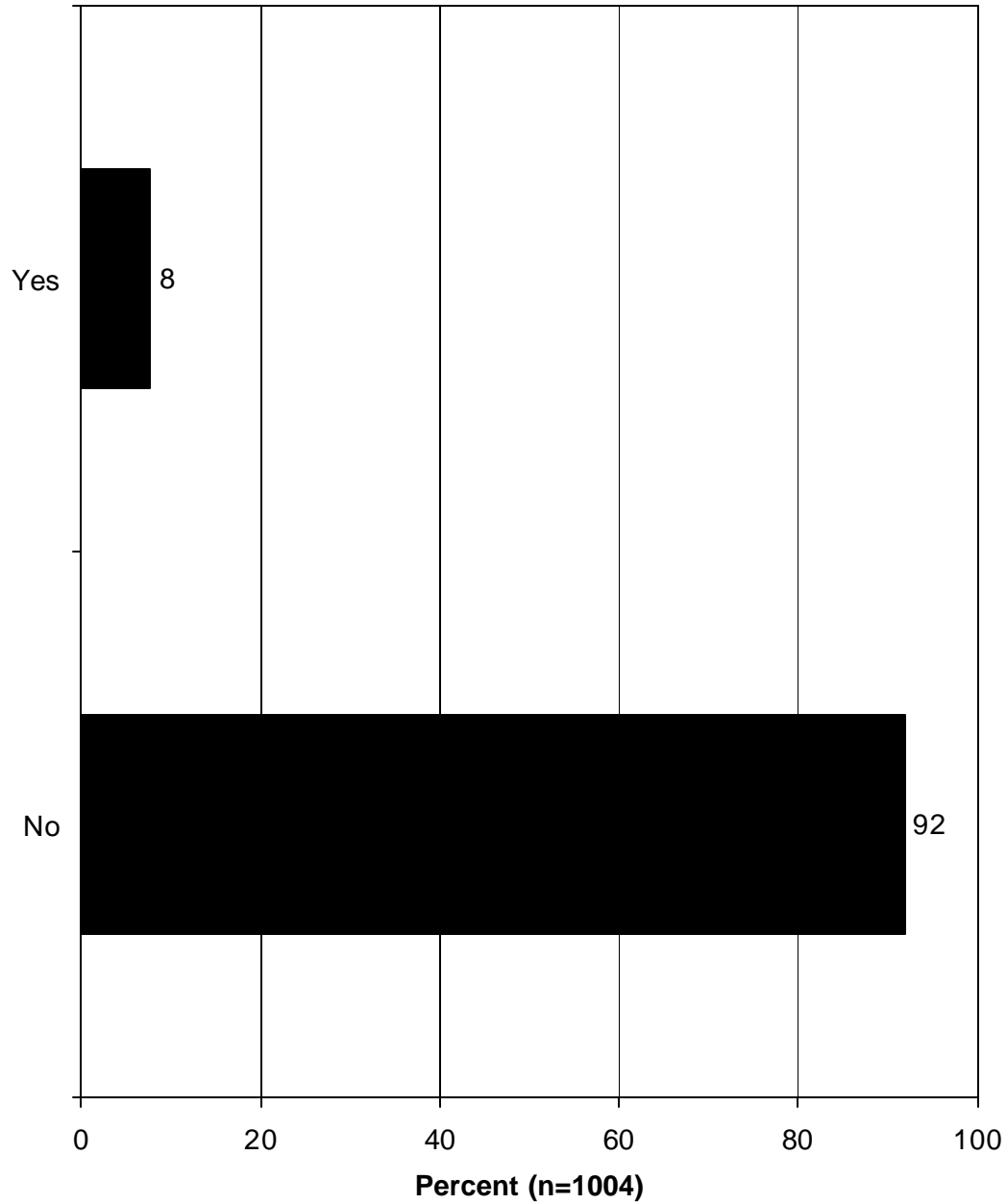
**Q76. Why did you litter? (Asked of those who say they have littered.)**



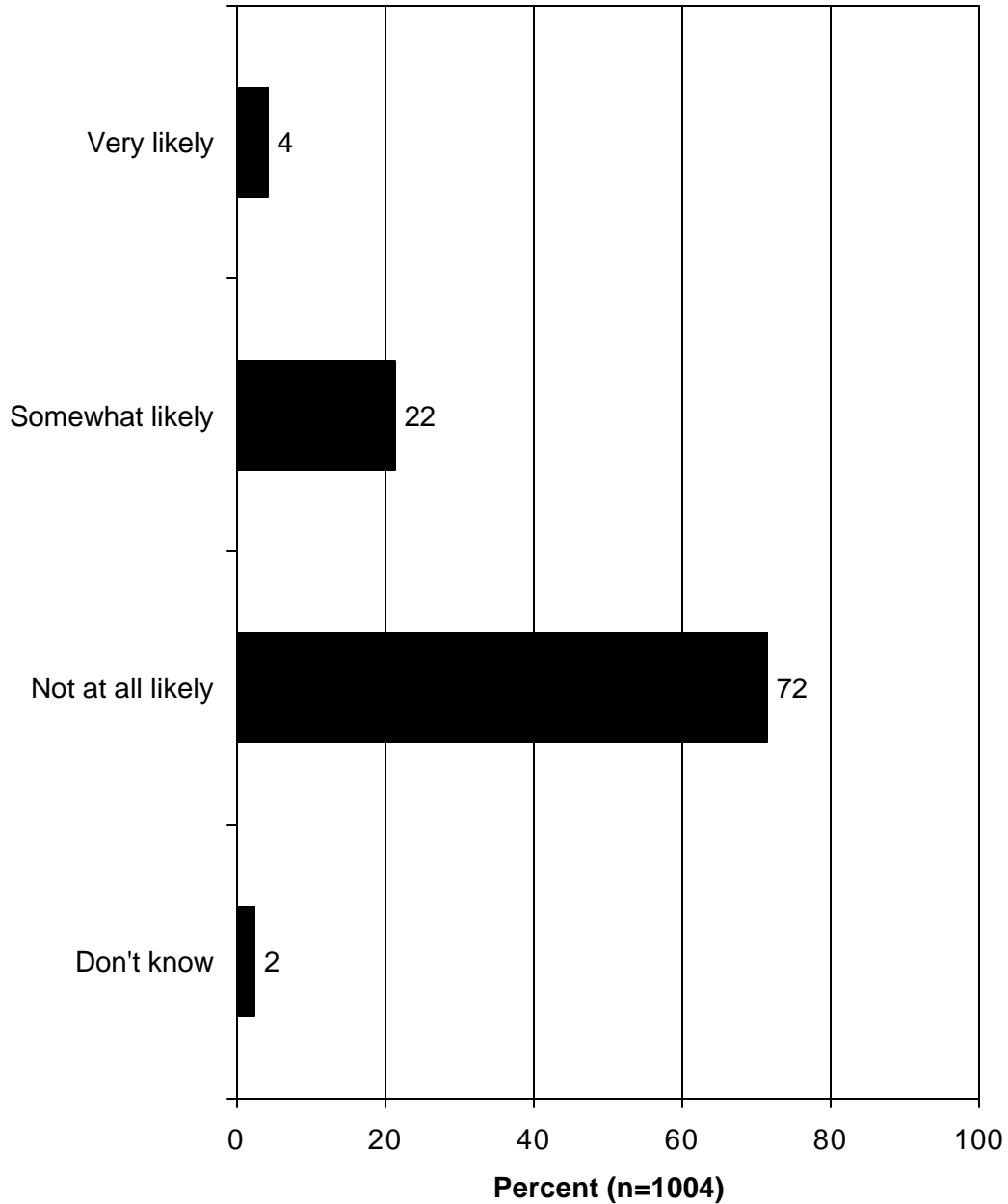
## OPINIONS ON CONSEQUENCES TO THOSE WHO LITTER IN GEORGIA

- A small percentage (8%) of Georgia residents say that they have been caught or fined for littering or know someone who has.
  - A majority of Georgia residents (72%) think people who litter are not at all likely to get caught or fined for littering in Georgia.
  
- If they saw someone litter, 58% of Georgia residents would be very or somewhat likely to report it.
  - Of those residents who would be likely to report littering, the majority would report it to the police.
  - A robust majority of Georgia residents (80%) would be likely to use a 1-800 hotline to report someone littering, with 47% who would be *very* likely. Fewer people (51%) would be very or somewhat likely to use a Website to report someone littering.
  
- A robust majority of Georgia residents (80%) support publishing in the newspaper the names of those who are caught or fined for littering in Georgia, with 63% who *strongly* support such action; 15% moderately or strongly oppose.
  - Similarly, a majority of Georgia residents (77%) think that publishing the names of those who are convicted of littering would be very or somewhat effective in preventing people from littering in Georgia. A fifth (20%) think that publishing names would be not at all effective.
  
- Respondents who said they have littered were asked “How do you feel when you litter?” About half (49%) seemed to feel remorse, show concern, or have a negative feeling about themselves as a result of littering; they used words such as “bad,” “ashamed,” and “guilty.” Almost a third of the respondents (30%) seemed to indicate a lack of remorse, with some of those who showed no remorse associating that behavior with being “young” (undefined) at the time the littering took place.

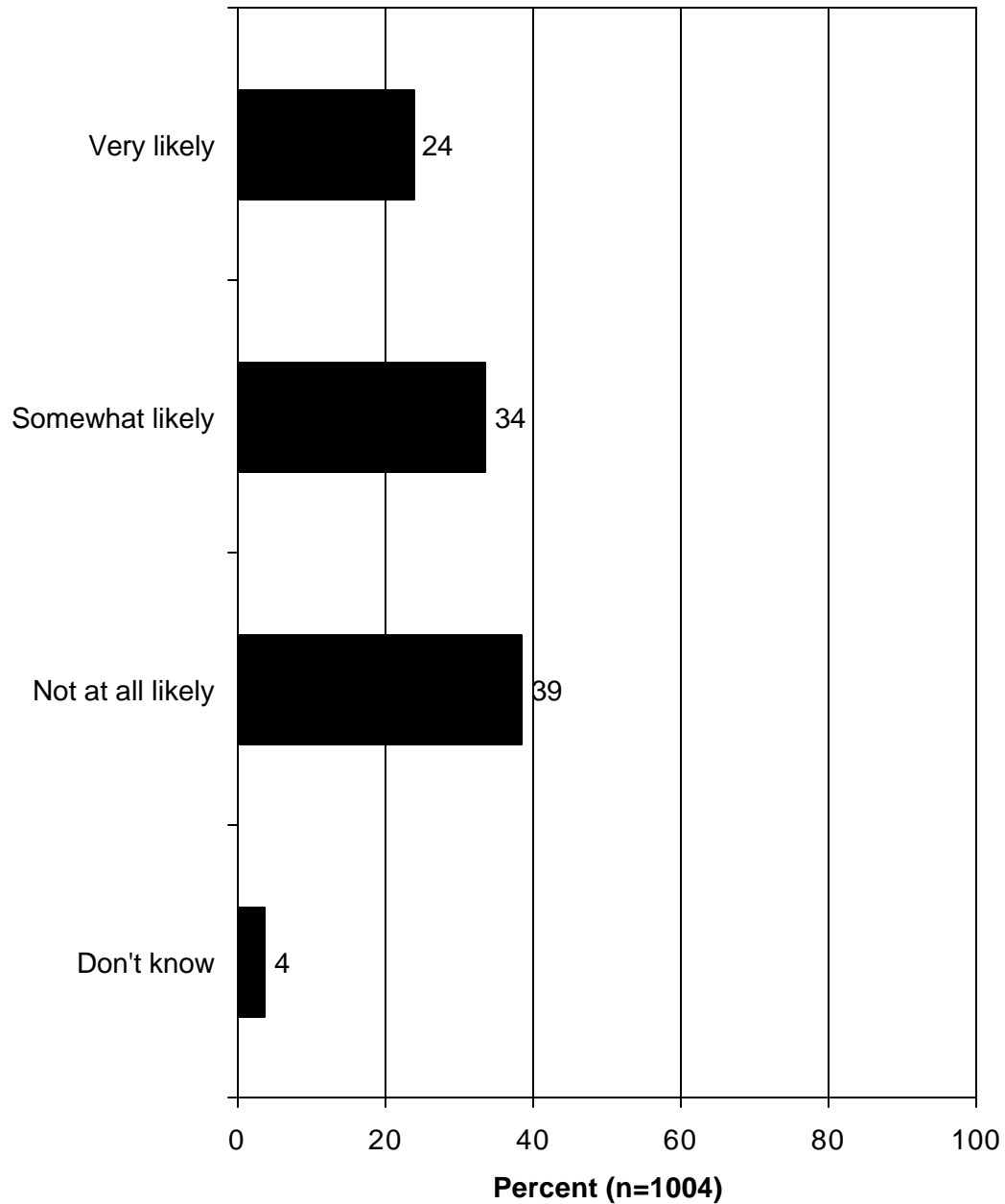
**Q80. Have you or someone you know ever been caught or fined for littering?**



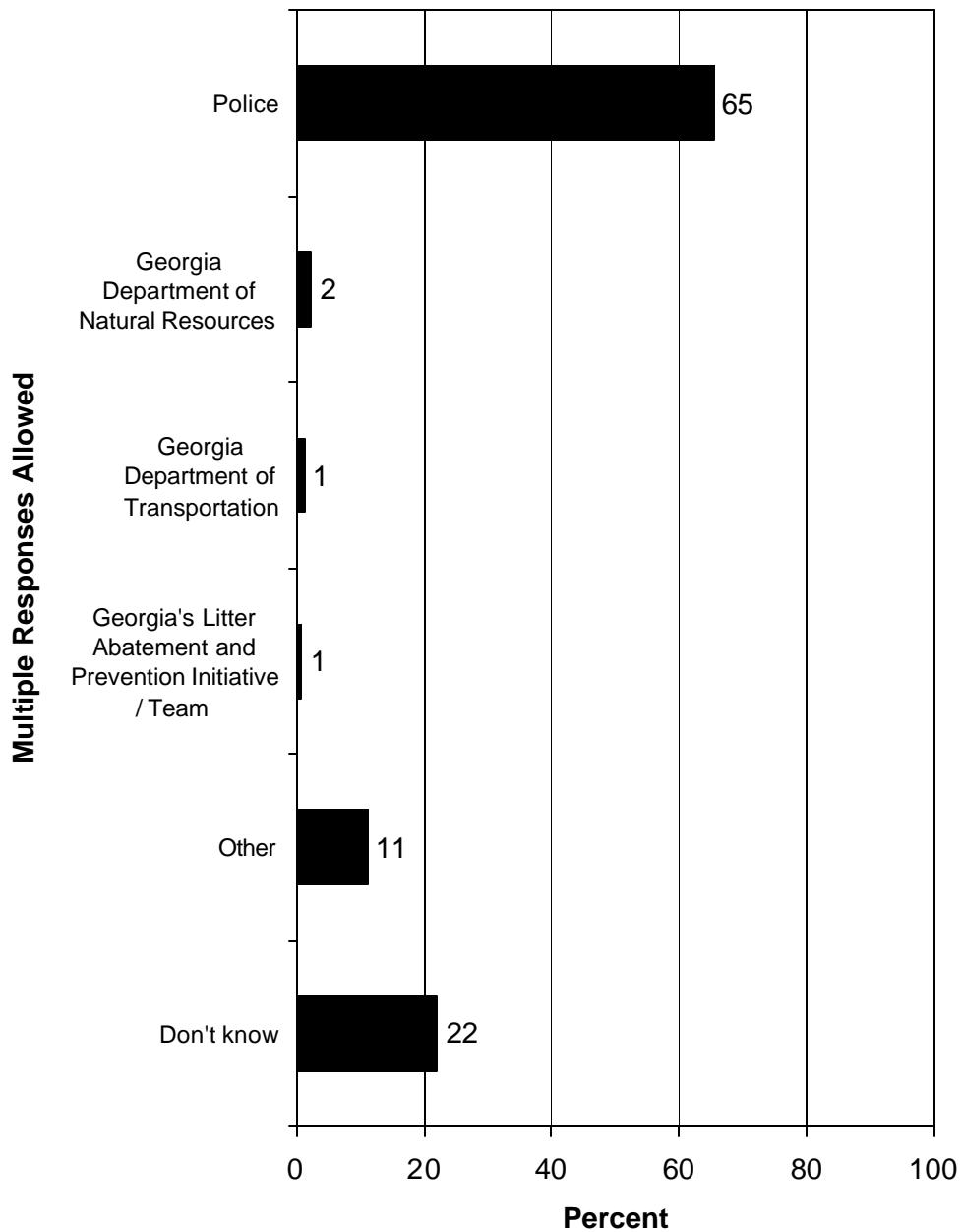
**Q81. In your opinion, how likely are people who litter to get caught or fined for littering in Georgia? Would you say very likely, somewhat likely, or not at all likely?**



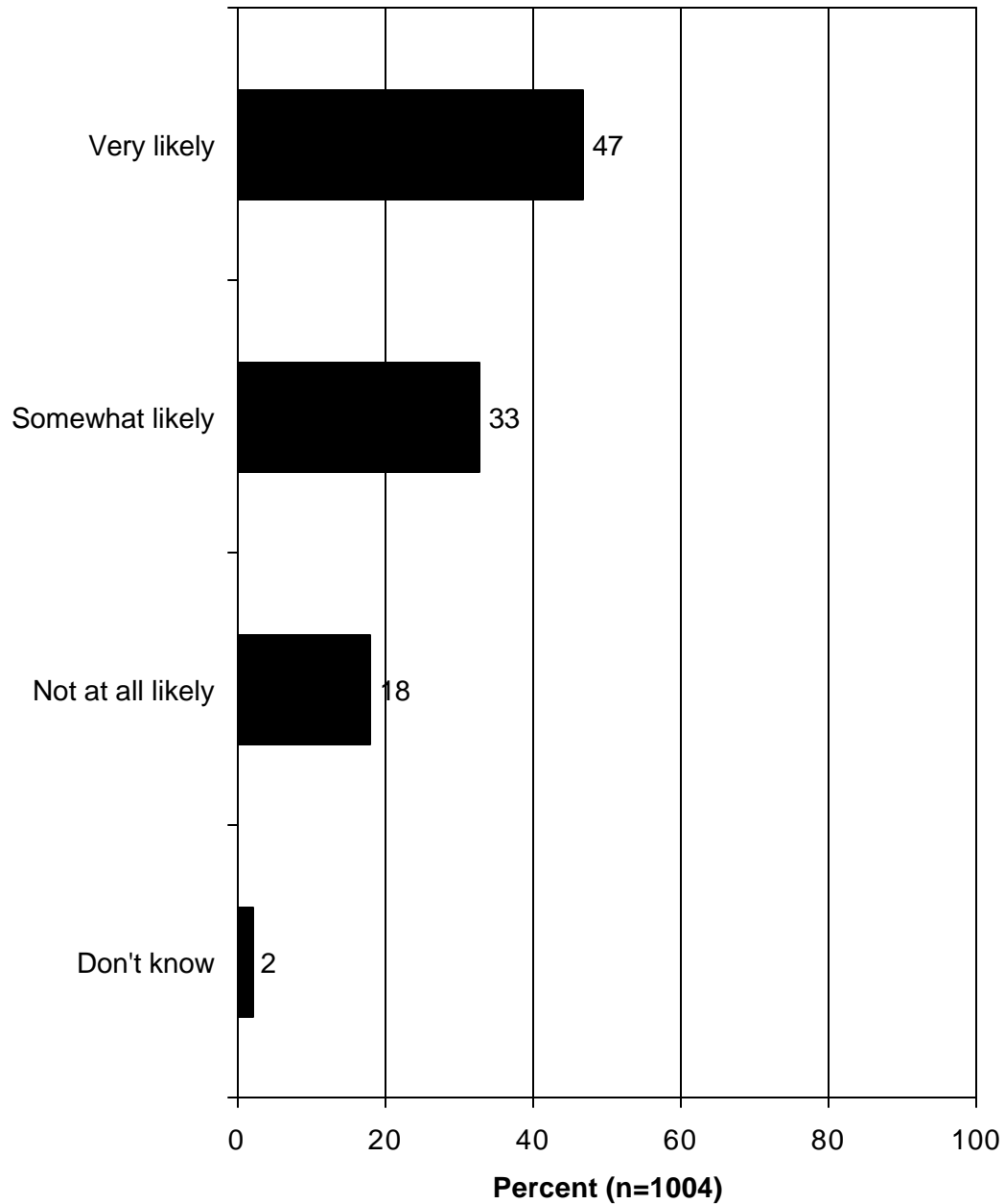
**Q82. If you saw someone litter, would you be very likely, somewhat likely, or not at all likely to report it?**



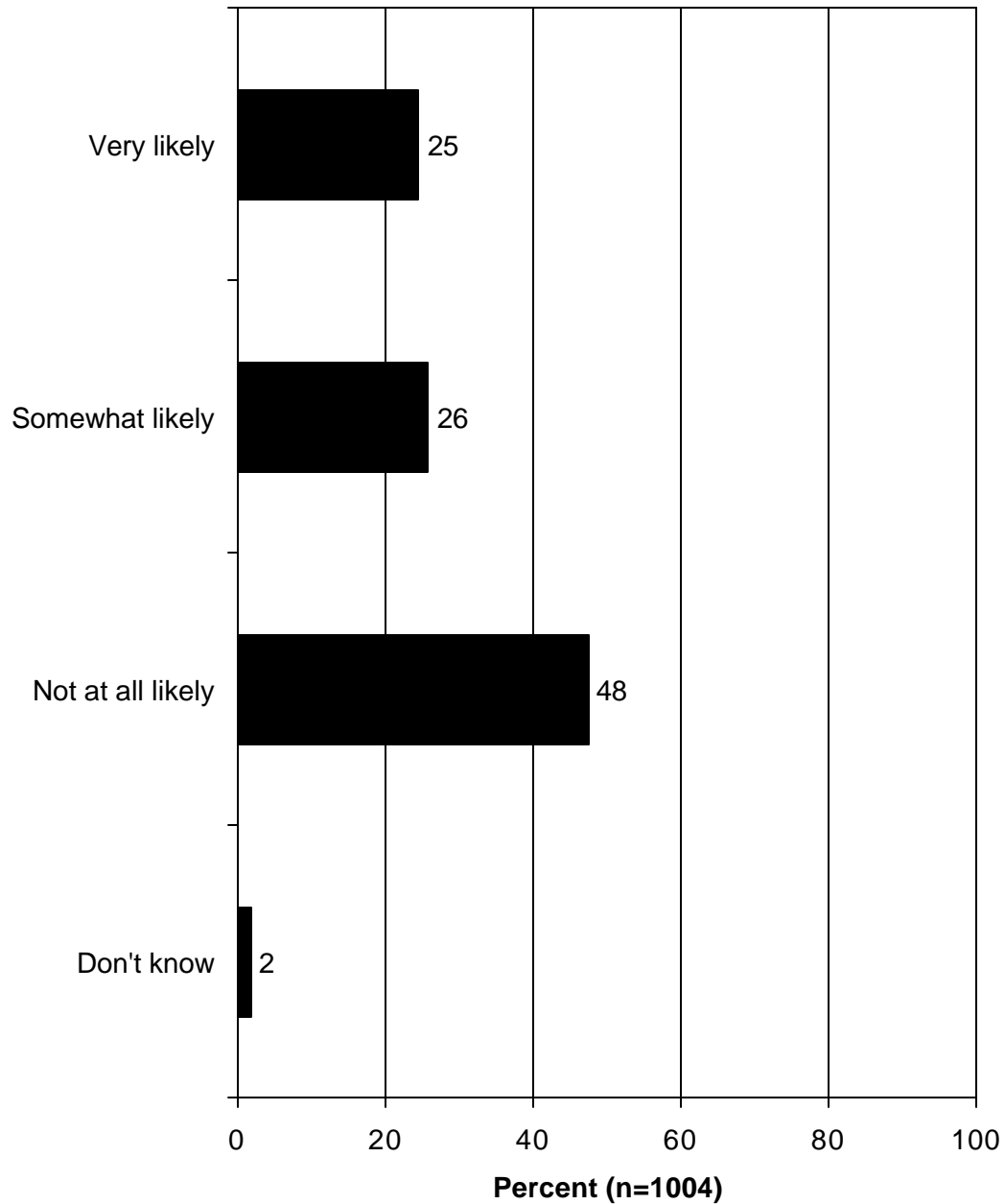
**Q85. To whom would you report it? (Asked of those who would be likely to report littering)**



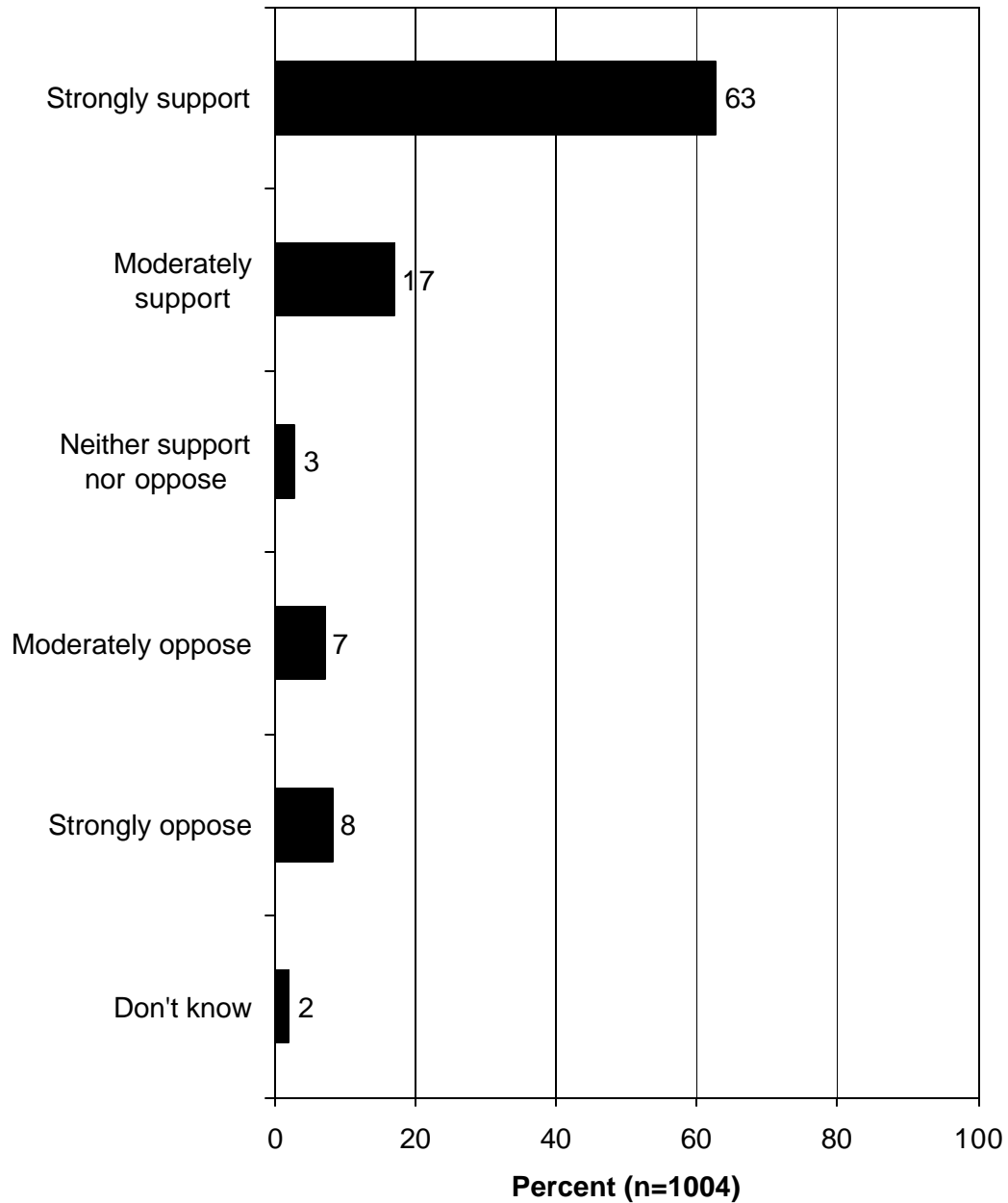
**Q87. Would you be very likely, somewhat likely, or not at all likely to use a 1-800 hotline to report someone littering?**



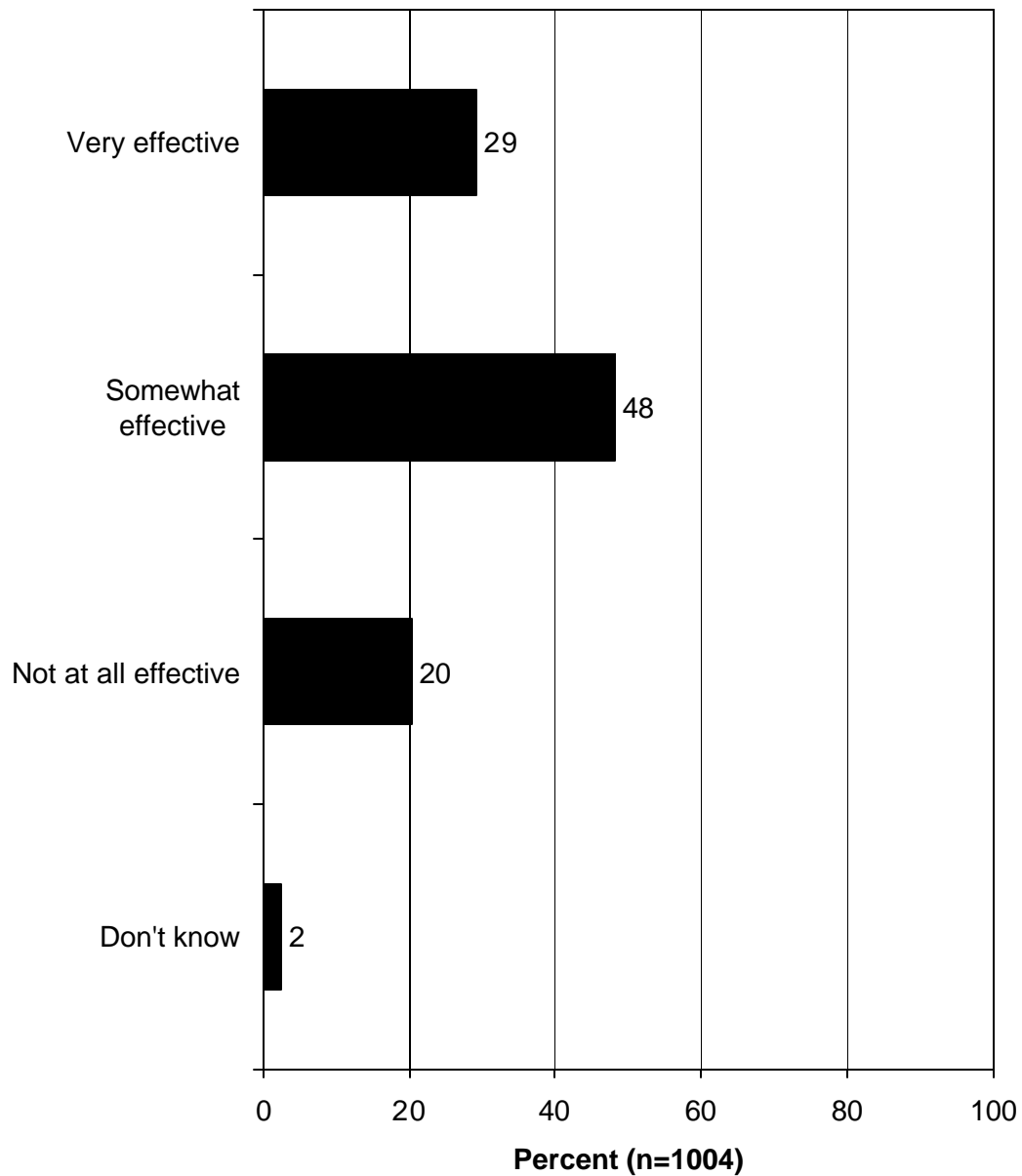
**Q88. Would you be very likely, somewhat likely, or not at all likely to use a Website to report someone littering?**



**Q56. Would you support or oppose publishing in the newspaper the names of those who are caught or fined for littering in Georgia?**



**Q57. In your opinion, how effective would publishing the names of those who are convicted of littering be in preventing people from littering in Georgia? Do you think it would be very effective, somewhat effective, or not at all effective?**

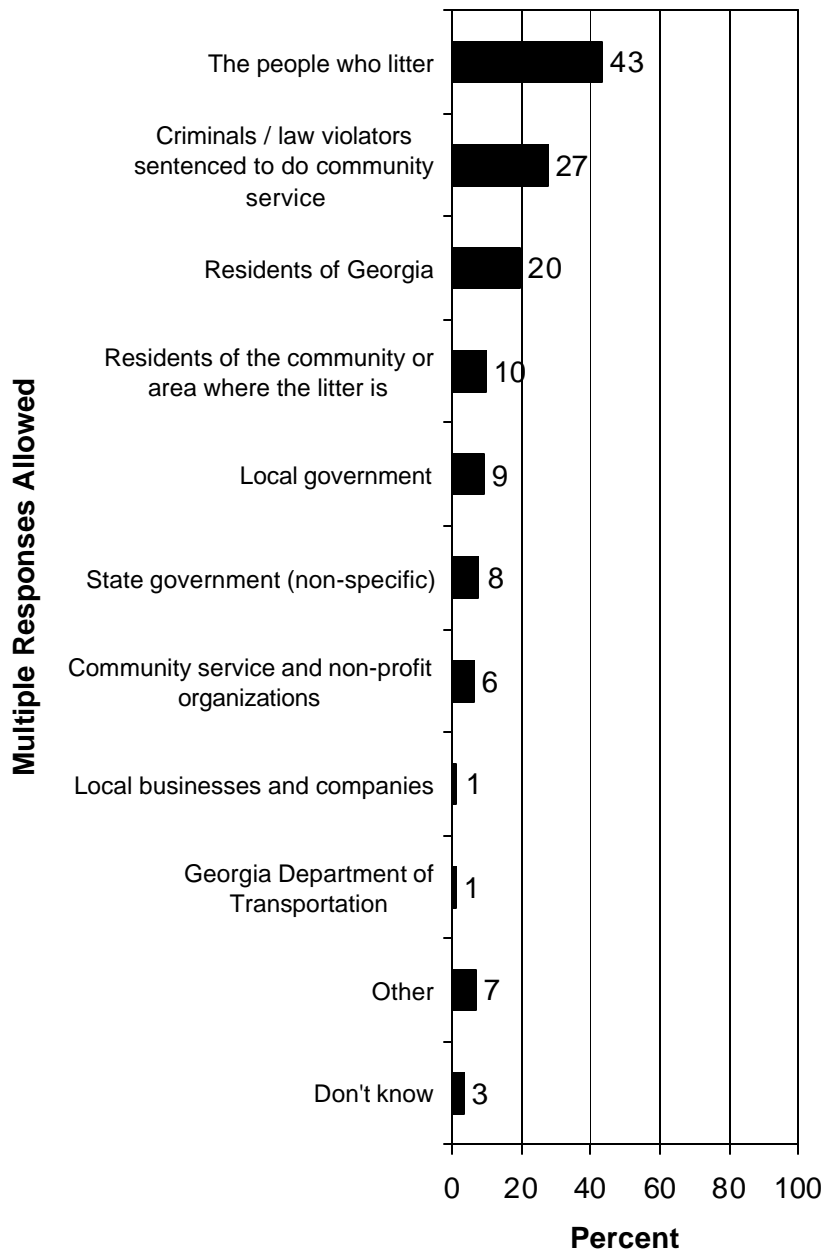


## **CLEANING UP LITTER IN GEORGIA**

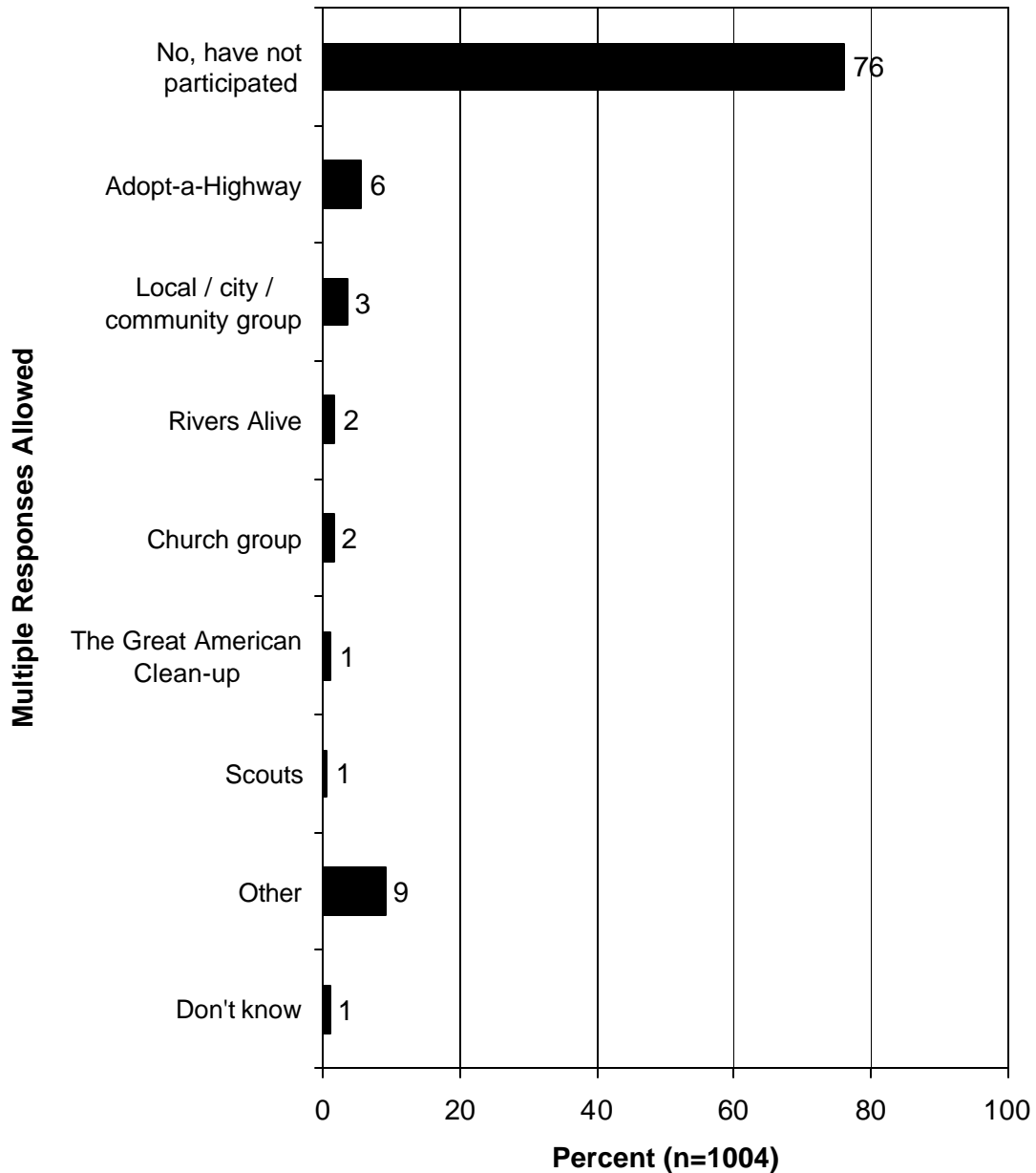
### **WHO DOES/SHOULD DO CLEAN-UP**

- A substantial percentage of Georgia residents (43%) think that the people who litter should be most responsible for cleaning up litter in Georgia; 27% think that criminals/law violators sentenced to do community service should be most responsible.
  
- More than a fifth of Georgia residents (23%) have participated in an organized clean-up effort (e.g., Adopt-a-Highway, Rivers Alive, the Great American Clean-up) in the past 2 years.
  - The most popular clean-up effort in which Georgia residents have participated is Adopt-a-Highway (6%).

### Q29. In your opinion, who should be most responsible for cleaning up litter in Georgia?



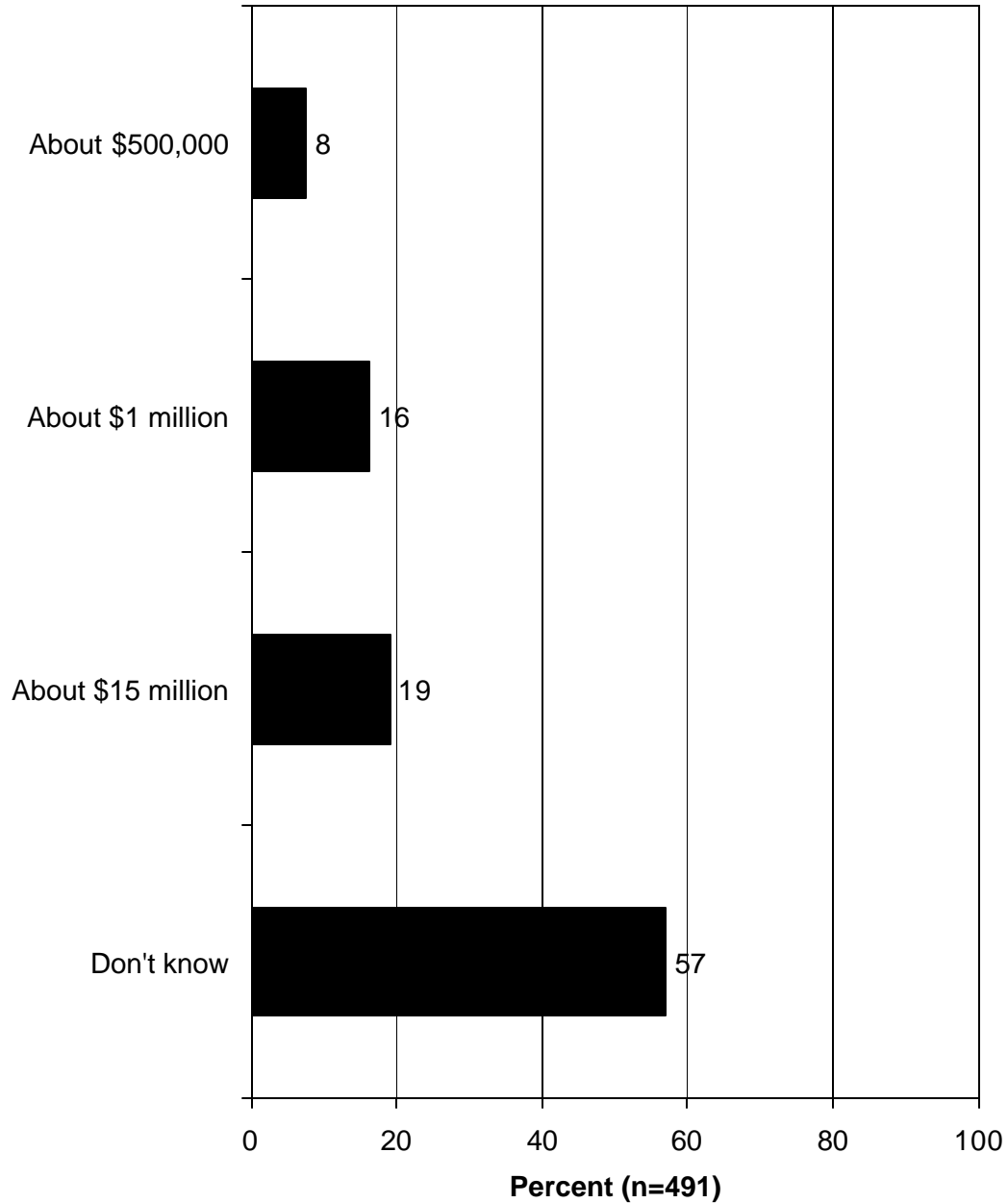
**Q91. Have you participated in an organized litter clean-up effort in the past 2 years, such as Adopt-a-Highway, Rivers Alive, the Great American Clean-up, or a similar program?**



## **KNOWLEDGE OF FUNDING FOR LITTER CLEAN-UP IN GEORGIA**

- According to the Georgia Governor's Office in a June 15, 2005, press release, Georgia spends more than \$14 million each year to remove litter from Georgia interstate and state highways. To measure Georgia residents' knowledge of litter clean-up costs, respondents were asked in one of two ways how much they know about how much Georgia taxpayers spend on litter clean-up every year. Question 32 was an open response question—i.e., respondents were not given answers from which to choose. Question 35 was a closed response question—i.e., respondents were given answers from which to choose.
- The majority of respondents (57%) to Question 35 say that they do not know how much Georgia taxpayers spend on litter clean-up every year. Almost a fifth (19%) think taxpayers spend about \$15 million each year for litter clean-up, slightly more than those who answered "About \$1 million" (16%).
  - The mean of open-ended responses to Question 32 was \$167 million (the mean was high because several respondents conjectured that Georgia spent well over \$100 million on litter clean-up each year); the median was \$1 million.

**Q35. Do you know about how much Georgia taxpayers spend on litter clean-up every year?**

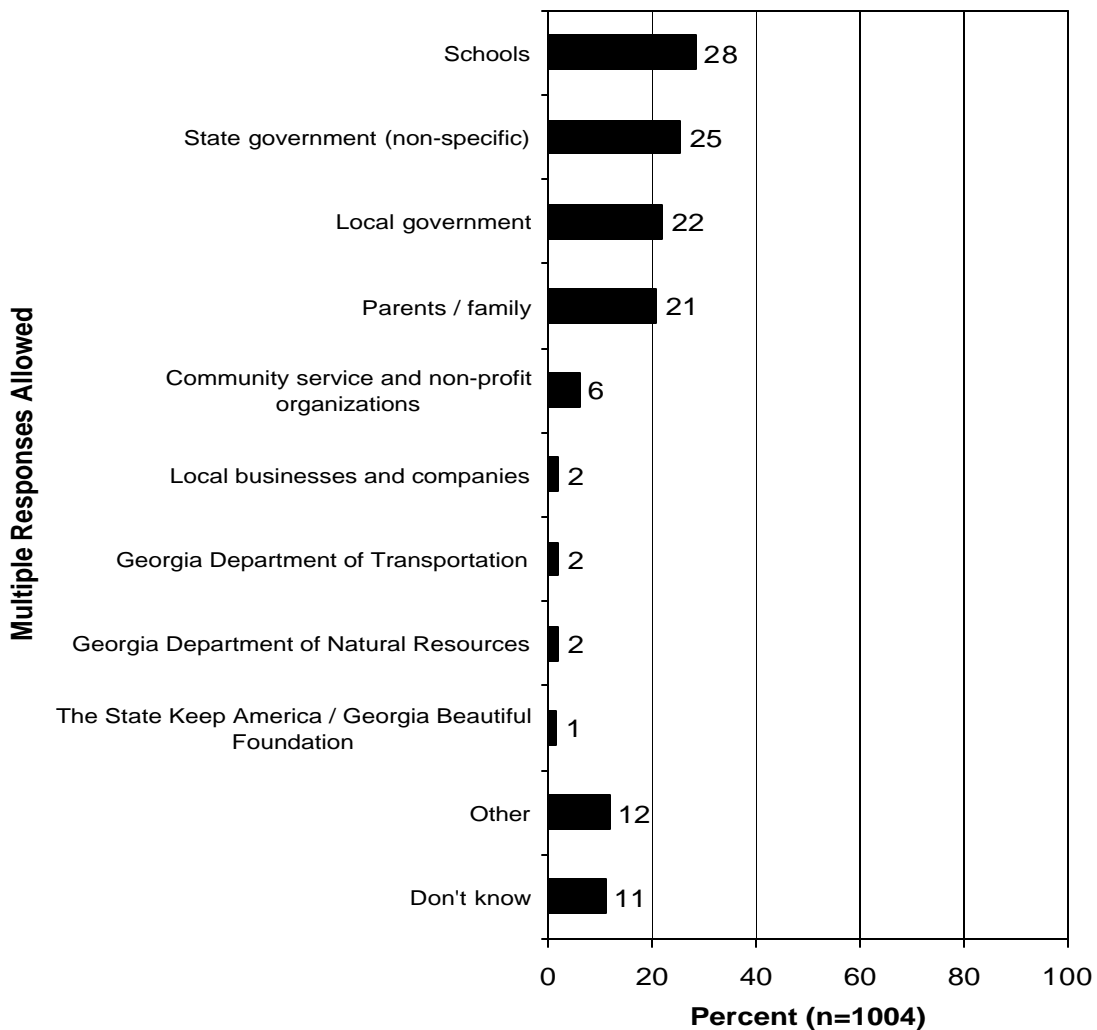


## LITTER PREVENTION AND ABATEMENT PROGRAMS AND EDUCATIONAL CAMPAIGNS

### OPINIONS ON RESPONSIBILITY FOR EDUCATING THE PUBLIC ABOUT LITTER ISSUES AND LITTER PREVENTION IN GEORGIA

- Georgia residents consider four agencies/entities to be most responsible for educating the public about litter issues and litter prevention in Georgia: schools (28%), state government (non-specific) (25%), local government (22%), and parents/family (21%).

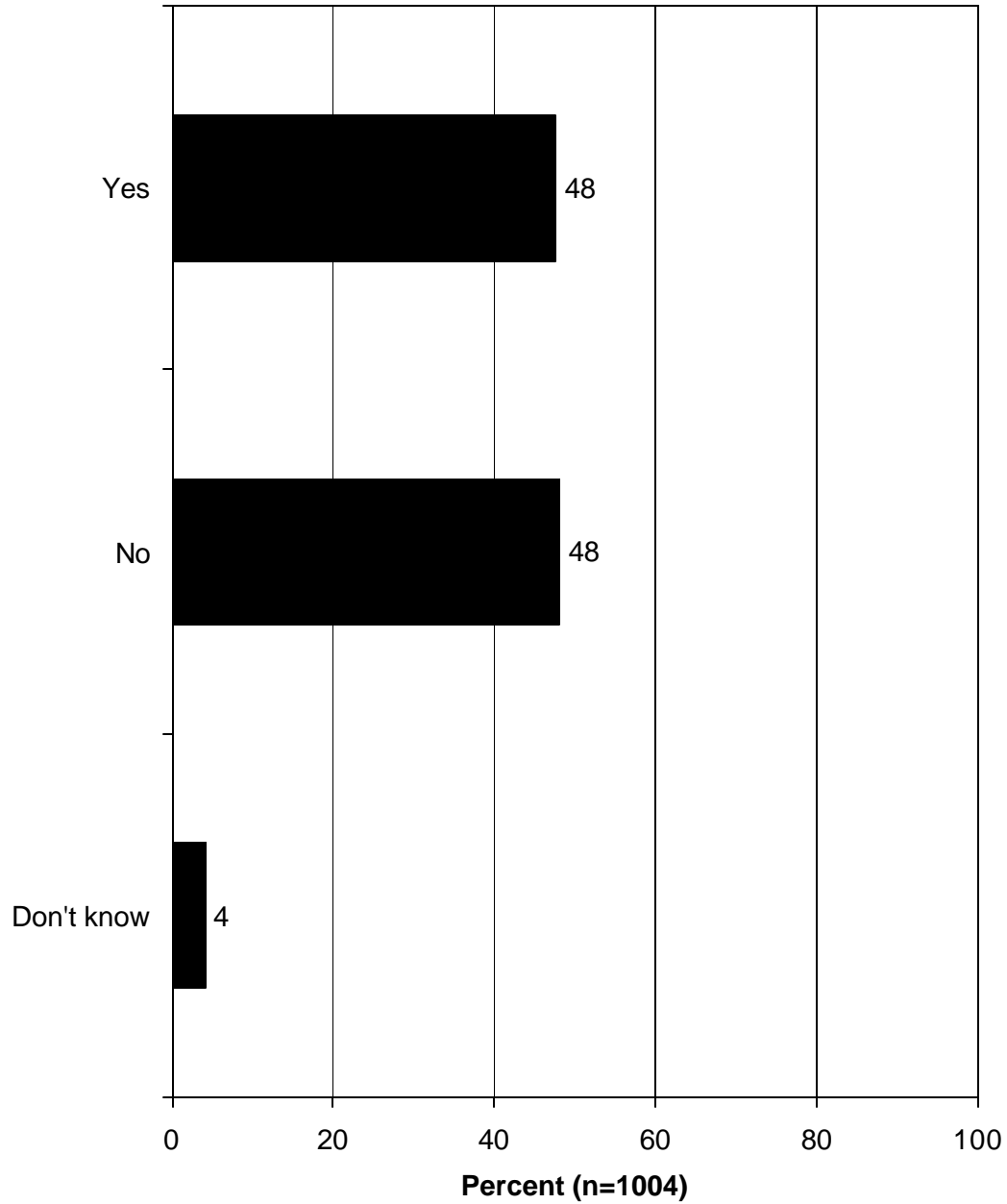
#### Q109. Who would you say is most responsible for educating the public about litter issues and litter prevention in Georgia?



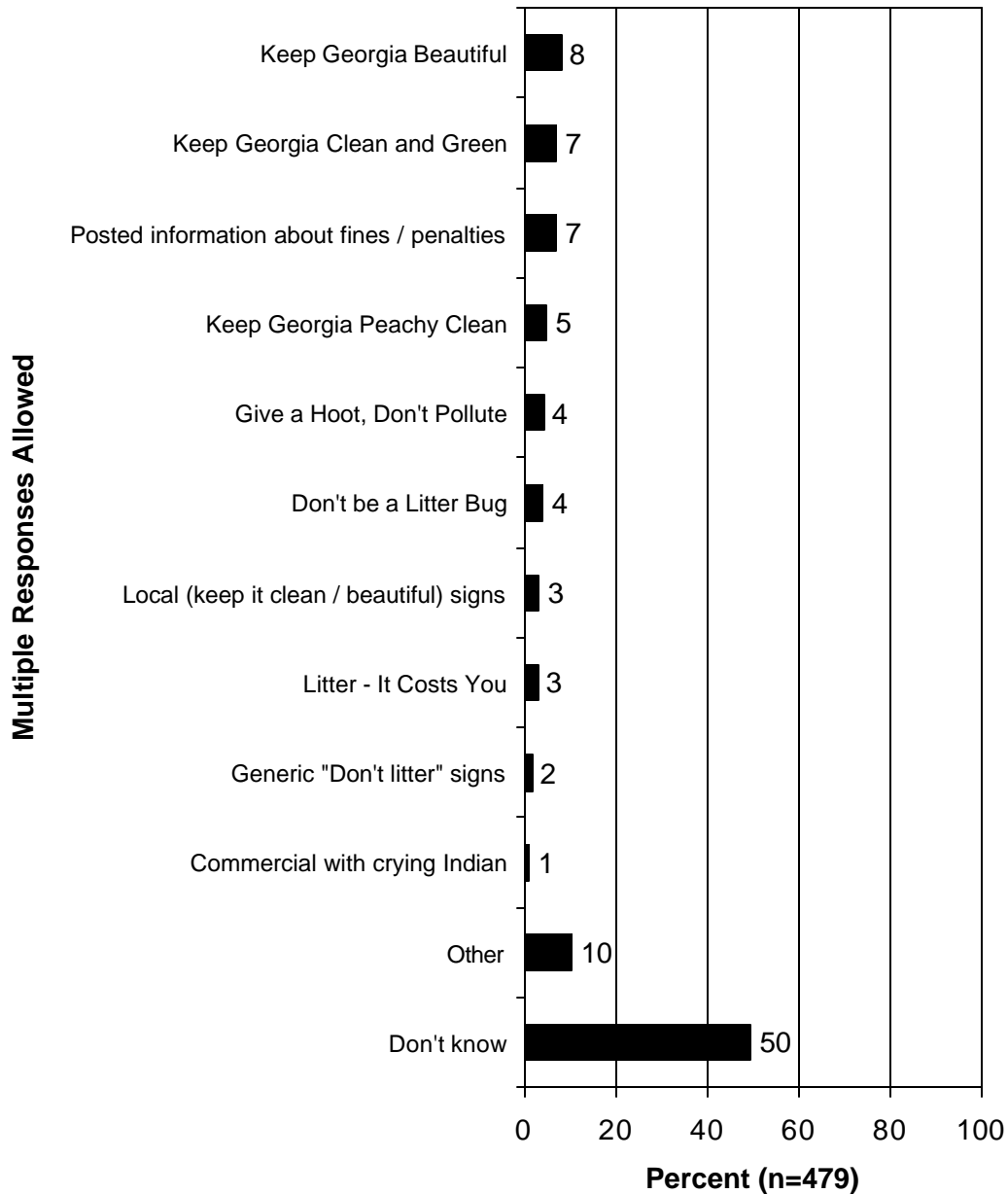
## **KNOWLEDGE OF LITTER PREVENTION MESSAGES OR PROGRAMS THAT ADDRESS LITTER PREVENTION AND ABATEMENT IN GEORGIA**

- Almost half (48%) of Georgia residents have seen or heard a litter prevention message in Georgia; an equal percentage (48%) have not seen or heard any litter prevention messages in Georgia.
  - Of those who have seen or heard litter prevention messages in Georgia, half (50%) do not know which they have seen or heard. The most commonly recalled message (8%) is “Keep Georgia Beautiful,” with “Keep Georgia Clean and Green” a close second (7%). A similar percentage (7%) recall seeing posted information about fines and penalties for littering not tied to any particular campaign.
  - Of those who have seen or heard litter prevention messages in Georgia, the majority (57%) have seen those messages on roadside signs; 17% have seen messages in another outdoor location—billboards. More than a third (38%) have seen or heard litter prevention messages on television.
  - Of those who have seen or heard a litter prevention message in Georgia, half (50%) rarely see or hear those messages; 13% often see or hear them.
- A majority of Georgia residents (70%) are not aware of any programs in their community that address litter prevention and abatement.
  - Of those residents who are aware of programs in the community that address litter prevention and abatement, Adopt-a-Highway (42%) is the program about which they are most commonly aware.

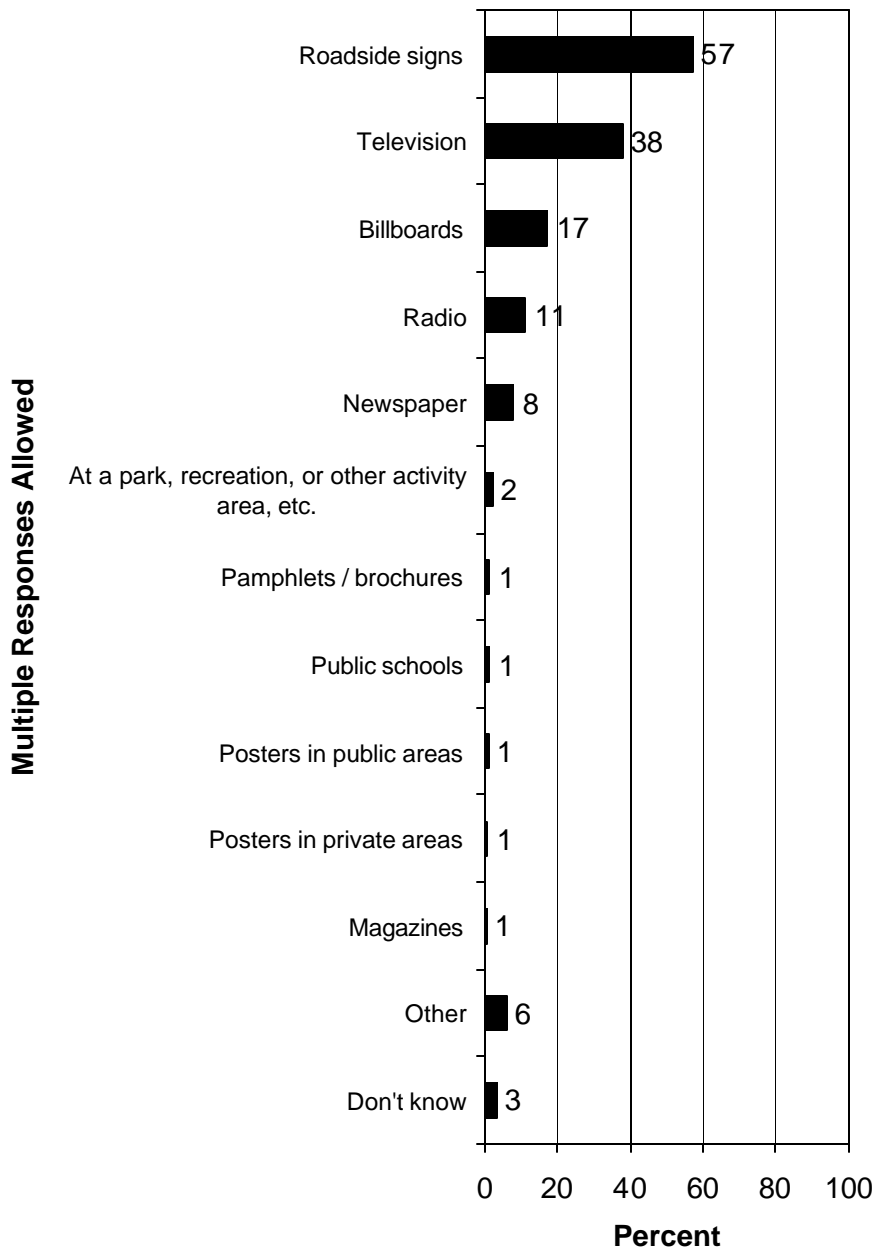
**Q94. Have you seen or heard any litter prevention messages in Georgia?**



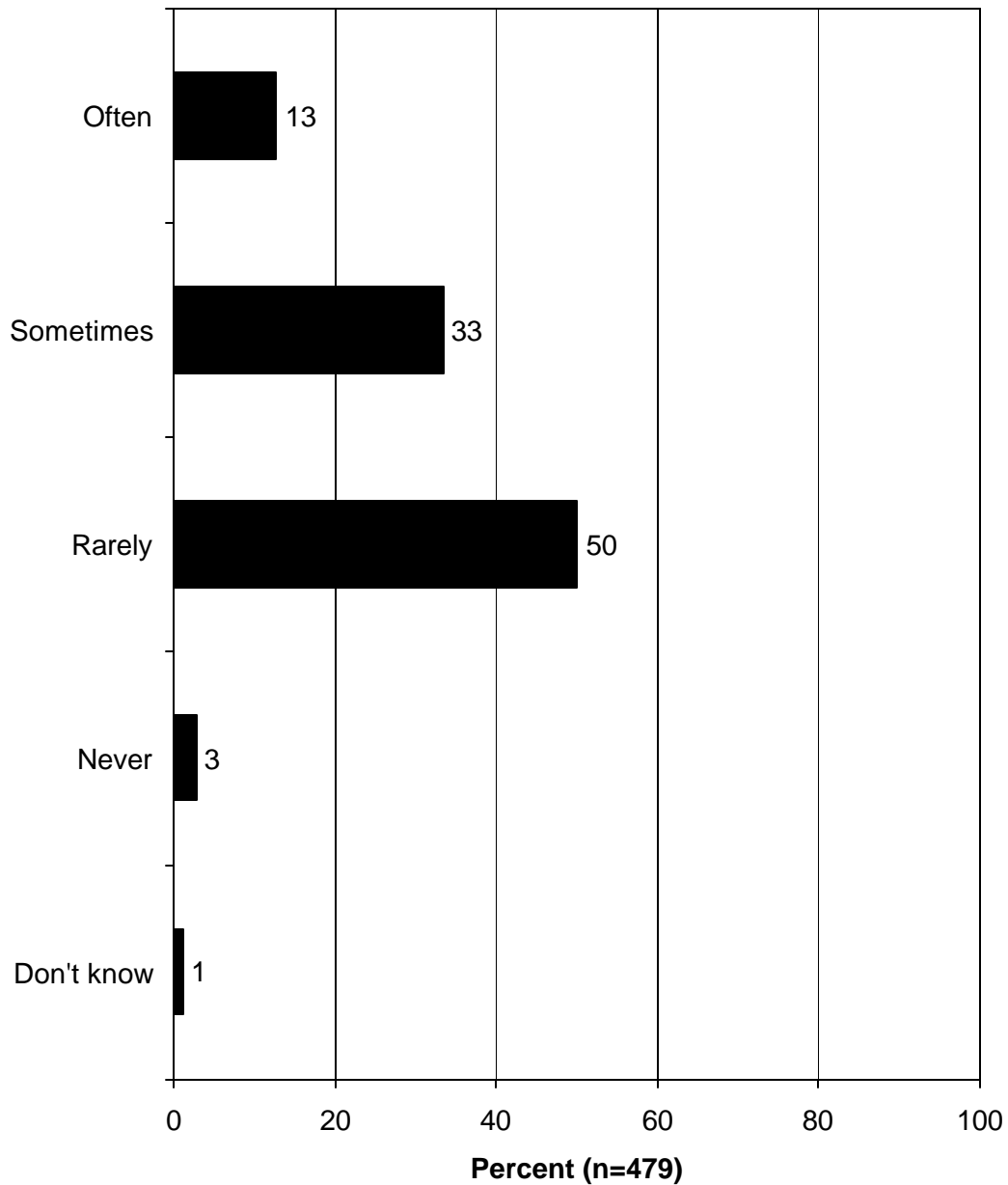
**Q97. Please tell me which litter prevention messages you have seen or heard in Georgia if you can. (Asked of those who have heard litter prevention messages in GA)**



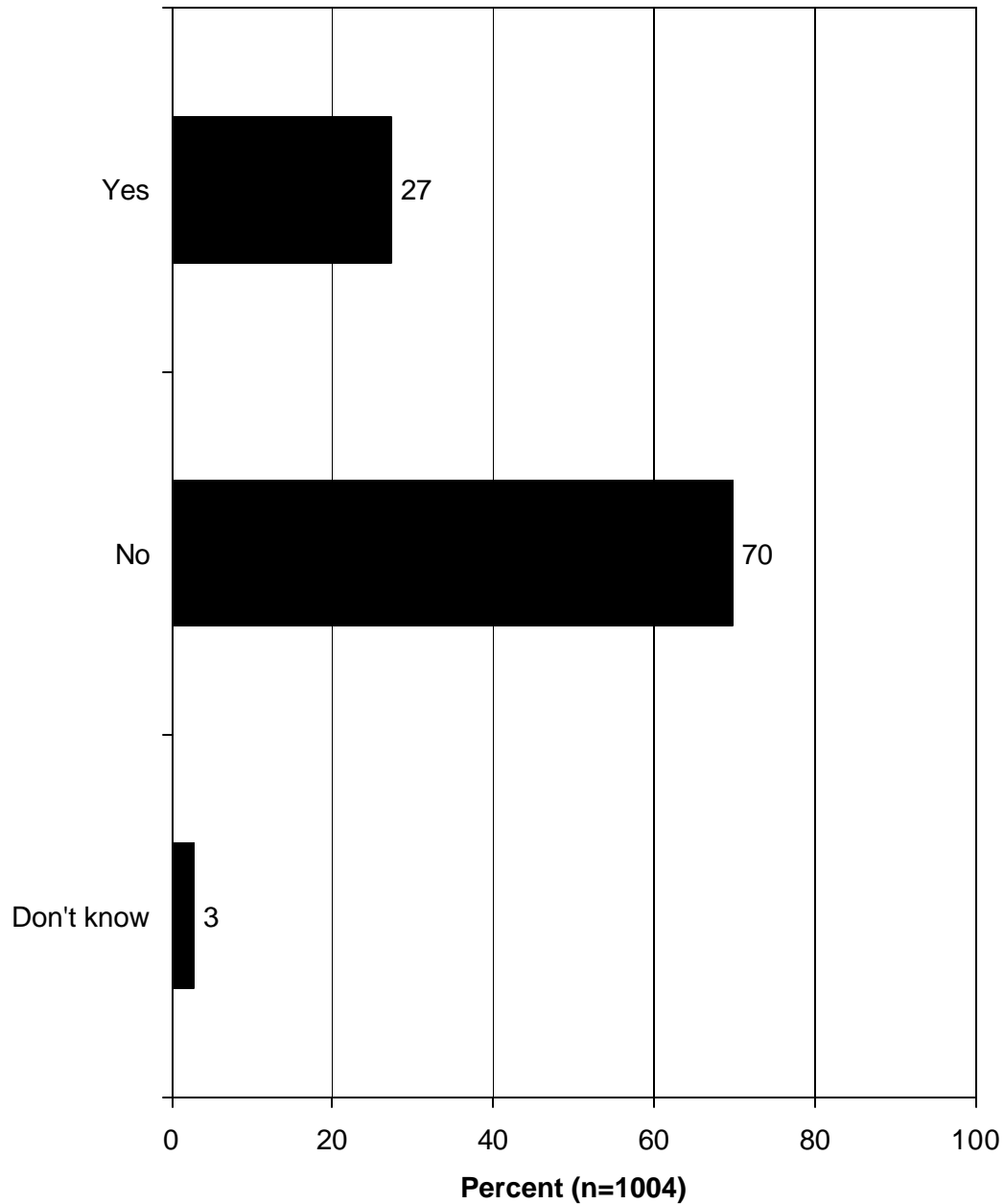
**Q103. Where have you heard or seen litter prevention messages in Georgia? (Asked of those who have heard litter prevention messages in GA)**



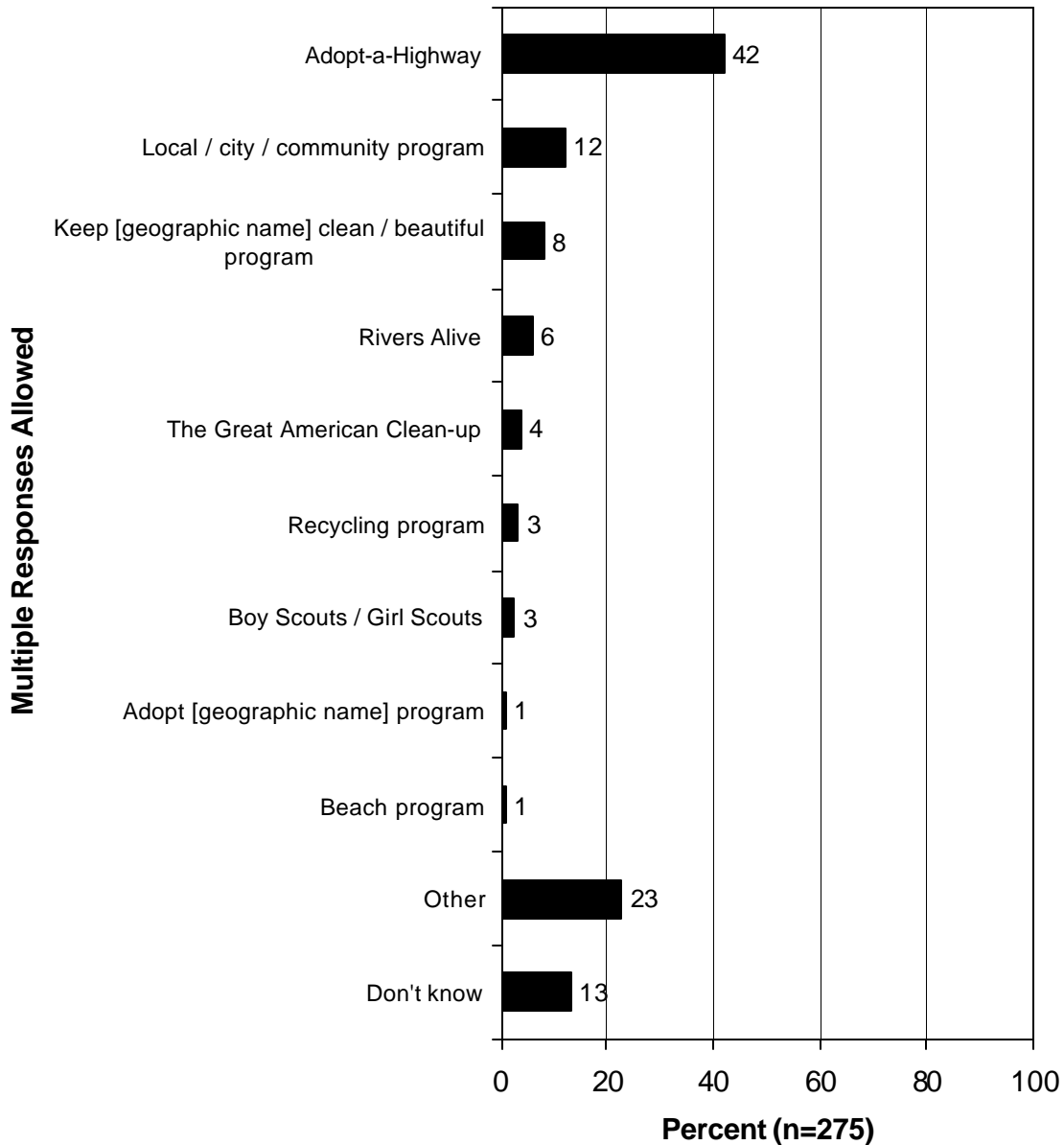
**Q100. How frequently would you say you see or hear litter prevention messages in Georgia? (Asked of those who have seen or heard litter prevention messages in GA.)**



**Q111. Are you aware of any programs in your community that deal with litter prevention and abatement?**



**Q114. What programs are you aware of in your community that deal with litter prevention and abatement? (Asked of those who are aware of programs in the community that deal with litter prevention and abatement.)**



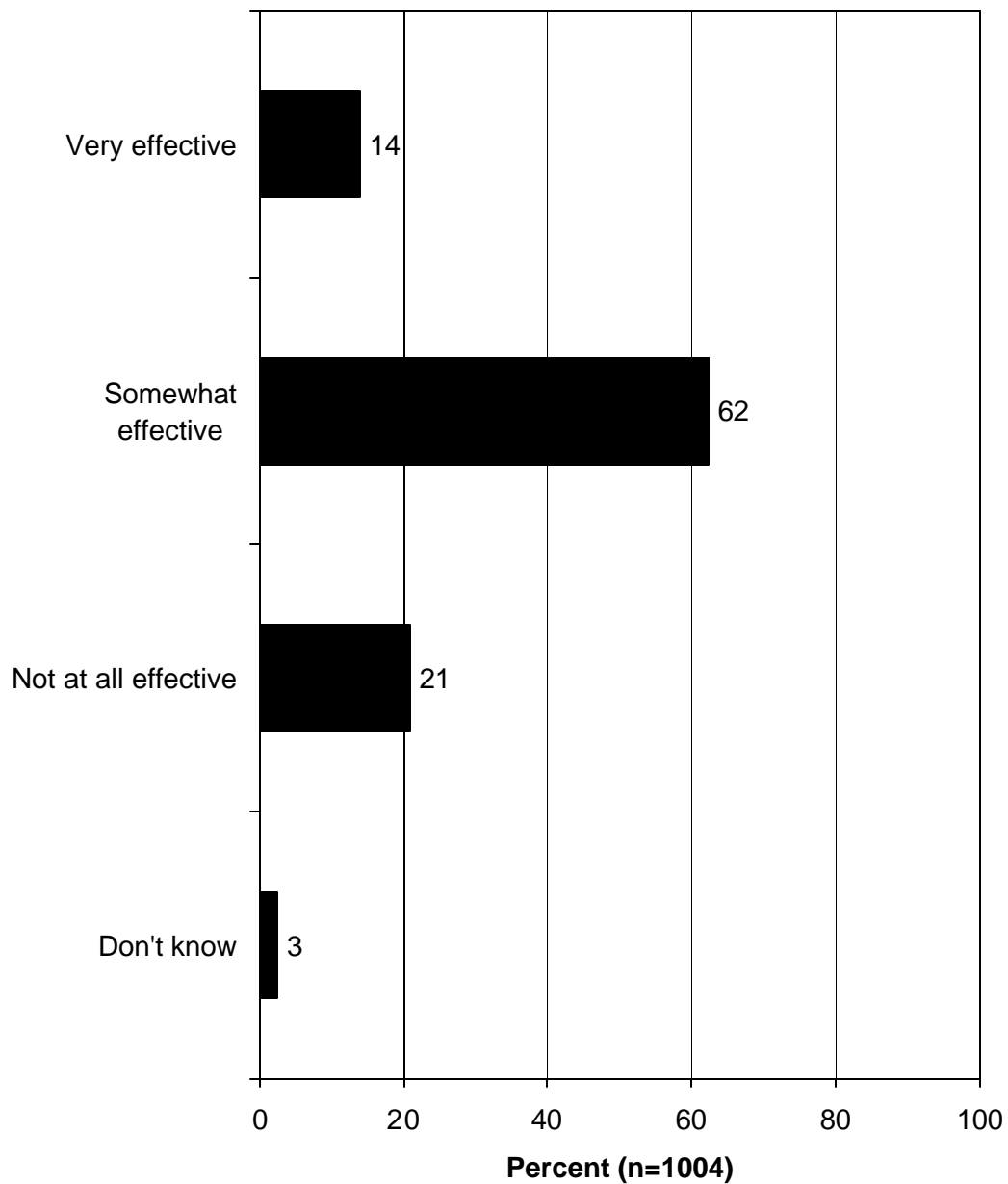
## PERCEPTIONS OF EFFECTIVENESS OF LITTER PREVENTION MESSAGES

- Approximately three-fourths (76%) of Georgia residents think litter prevention messages and educational campaigns are very or somewhat effective in preventing people from littering.
  - Residents with a higher frequency of littering are more likely to say that litter prevention messages and educational campaigns are not at all effective and less likely to say that they are *very* effective.
  
- Of Georgia residents who have seen or heard litter prevention messages in Georgia, 66% think those messages are very or somewhat effective.
  - Residents with a higher frequency of littering are more likely to say that the litter prevention messages that they have seen or heard in Georgia are not at all effective and less likely to say that they are *very* effective.
  
- Respondents were read 11 messages and asked how effective they thought hearing or seeing each would be at stopping them or others from littering in Georgia. Based on a ranking of the means, “Georgia—Treat It Like You Live Here” was the most effective, with “Take Pride in the Peach State” the second most effective. “Georgia—Don’t Waste It” was the least effective message.
  - Opinions on message effectiveness were examined in four gender and age categories: male 18–30, male over 30, female 18–30, and female over 30. In all categories, “Georgia—Treat It Like You Live Here” and “Take Pride in the Peach State” ranked in the top four for effectiveness of message. Females 18–30 were the only group who did not rank those two slogans No. 1 and 2 respectively; the younger female group thought that “Georgia—Litter Costs You” was most effective, followed by “Georgia—Treat It Like You Live Here.”
  - Respondents 18–30—both male and female—thought that “Georgia—Litter Costs You” was more effective than did respondents over 30.
  - Respondents 18–30—both male and female—thought that “Georgia, Don’t Waste It,” was much more effective than did respondents over 30.
  - Respondents 18–30—both male and female—thought that “Only Losers Litter” was much less effective than respondents over 30, with younger men ranking “Only Losers

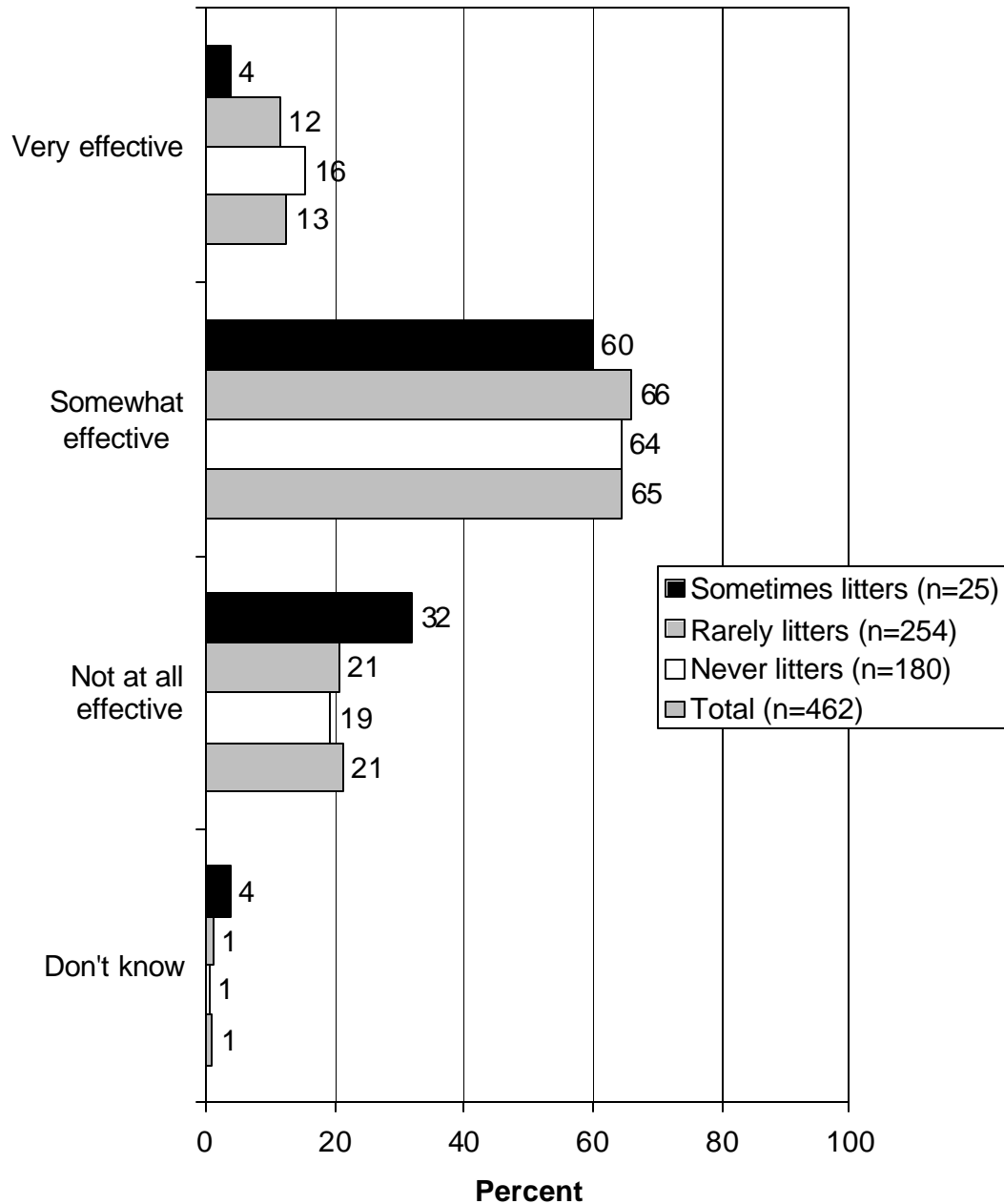
Litter” as least effective. (Though beyond the scope of this survey, it is possible that the younger respondents were reacting negatively but strongly to this message—saying that it was not at all effective when, in reality, it was very effective because it bothered them.)

- Two-thirds (66%) of Georgia residents strongly or moderately agree that having well-known spokespersons, such as politicians or celebrities, would make litter prevention messages more effective; 26% strongly or moderately disagree.
  - Residents with a higher frequency of littering are slightly more likely to strongly disagree that such spokespersons would make litter prevention messages more effective.
  
- Respondents were asked who they would listen to as an authority on litter. The most popular answers are current and former government officials and politicians, often specifying Georgia’s governor, either generically or by name (Sonny Perdue); other popular answers are celebrities (entertainment, sports, and non-specific), judges and law enforcement officers, community leaders and other respected local people, and scientists and environmentalists.

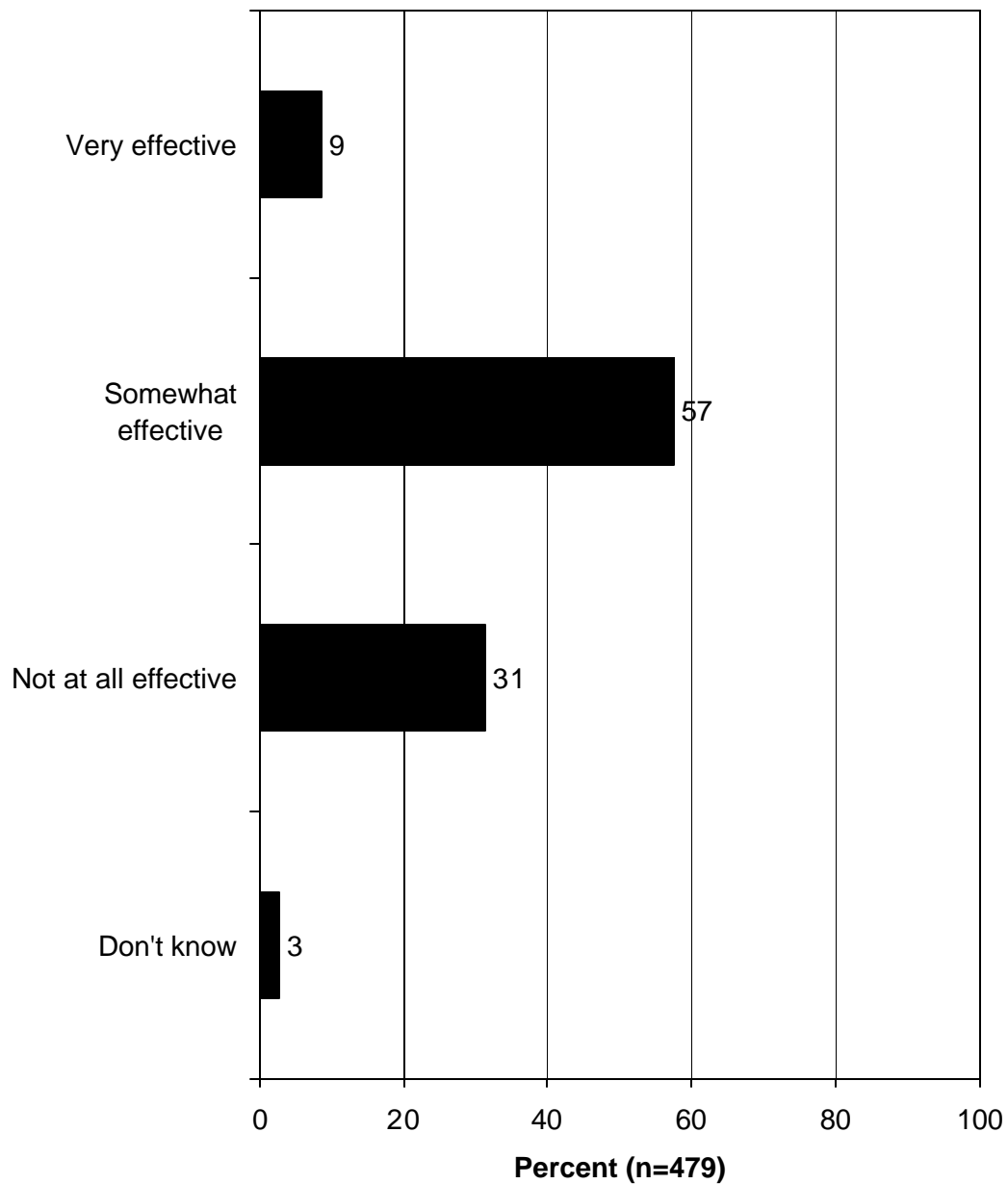
**Q93. In general, how effective would you say litter prevention messages and educational campaigns are in preventing people from littering? Would you say they are very effective, somewhat effective, or not at all effective?**



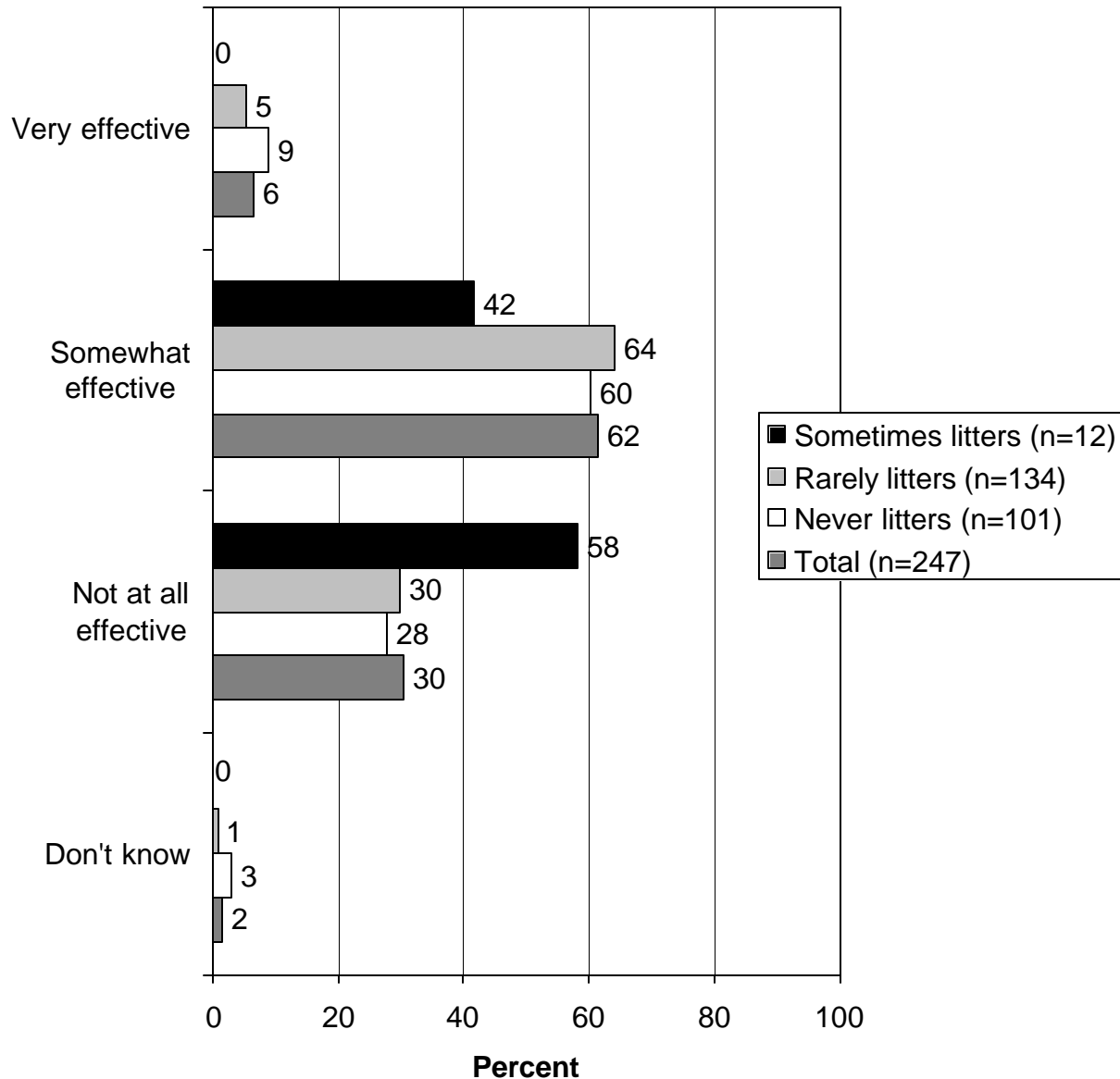
**Q78/Q93. Correlation between frequency of littering and opinion on effectiveness of litter prevention messages and educational campaigns on preventing people from littering.**



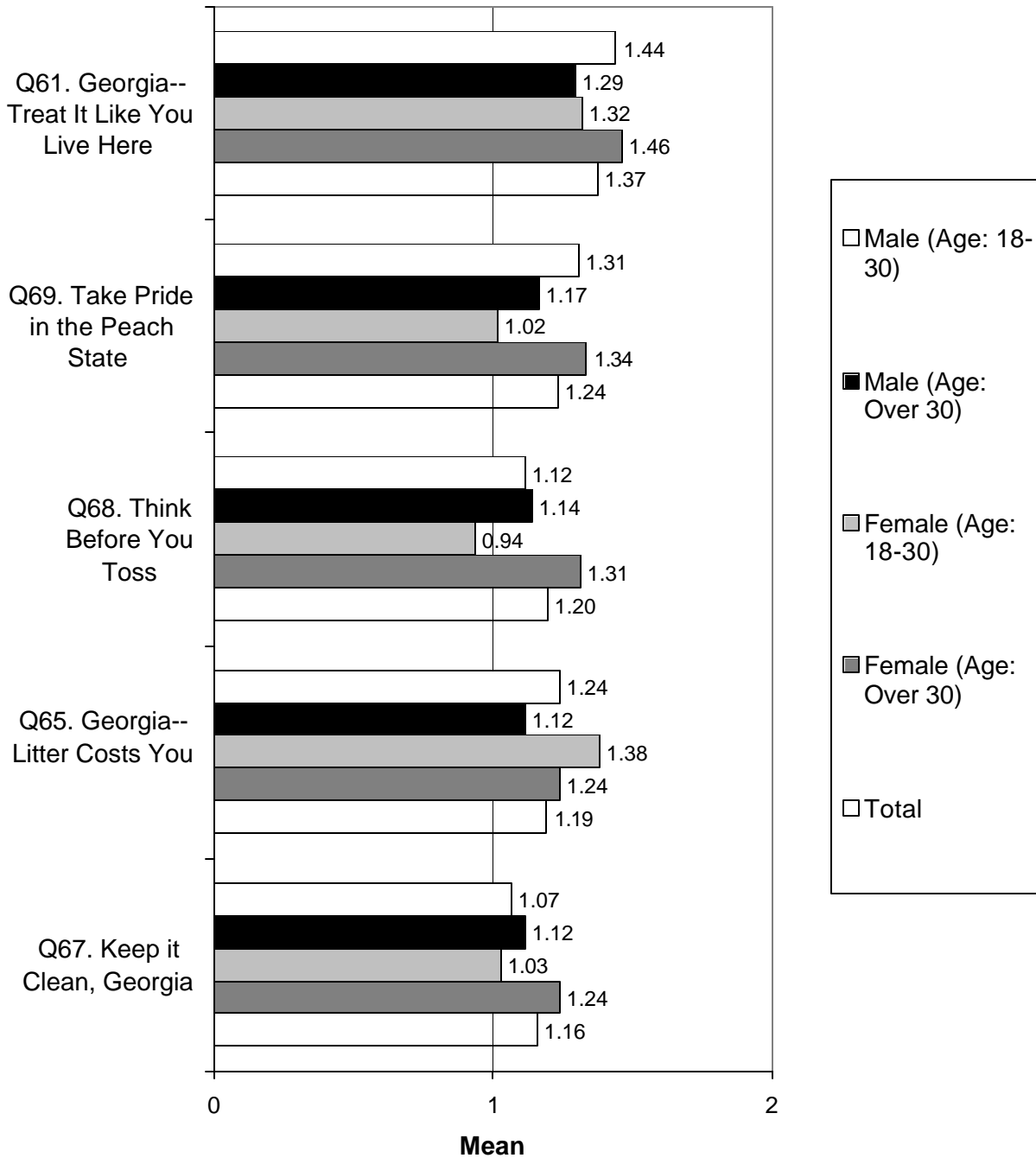
**Q99. In general, how effective would you say the litter prevention messages you have seen in Georgia are in preventing people from littering? (Asked of those who have seen or heard litter prevention messages in GA.)**



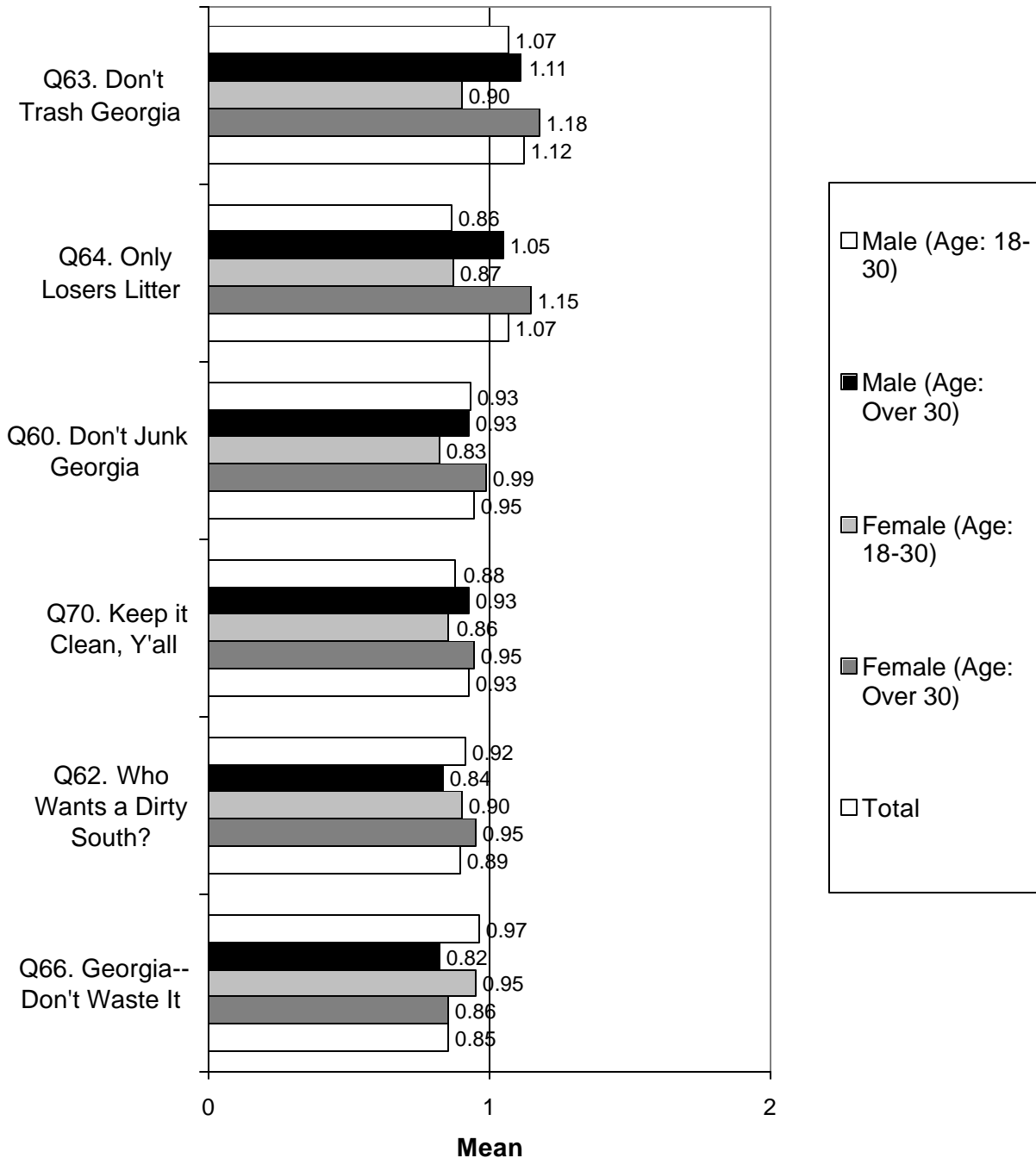
**Q78/Q99. Correlation between frequency of littering and opinion of people who have seen or heard litter prevention messages in Georgia on effectiveness of litter prevention messages on preventing people from from littering.**



### Mean Message Effectiveness By Age and Gender (Ranked by Total) Part 1



## Mean Message Effectiveness By Age and Gender (Ranked by Total) Part 2

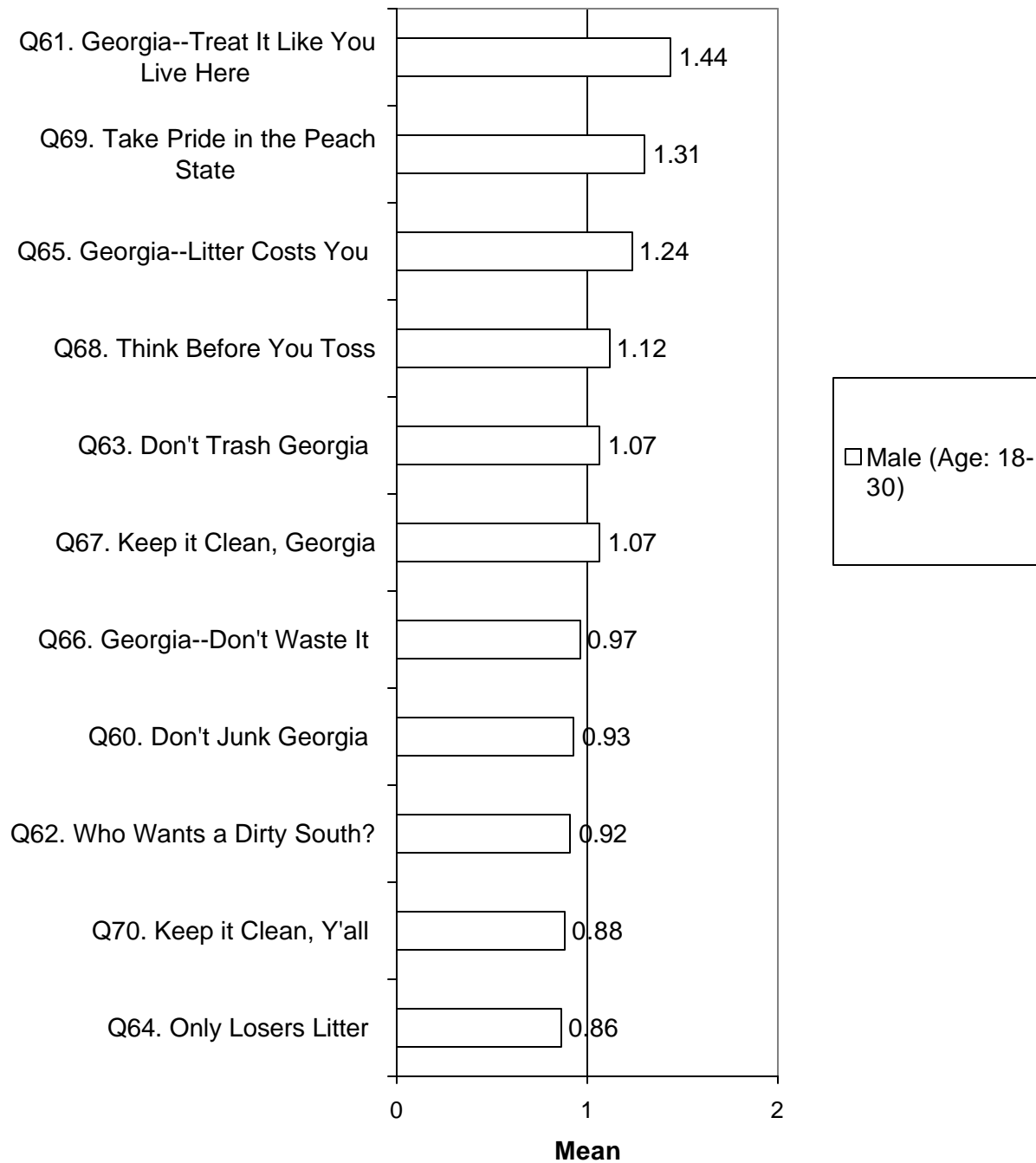


### Ranking of Mean Message Effectiveness by Gender and Age

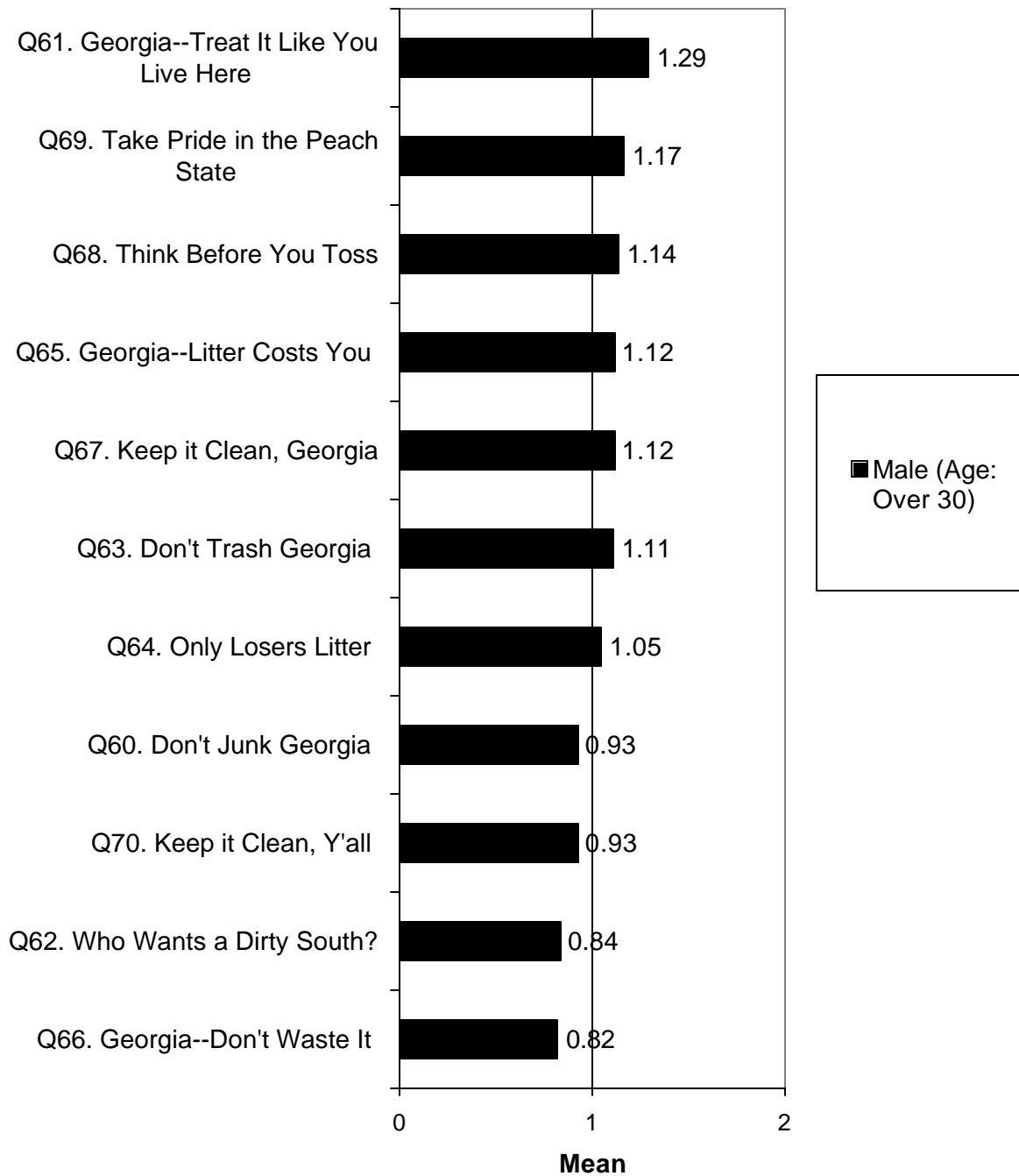
Question No. and Message	Males 18–30	Males over 30	Females 18–30	Females over 30	Effectiveness Score*
Q61. Georgia—Treat It Like You Live Here	1	1	2	1	5
Q69. Take Pride in the Peach State	2	2	4	2	10
Q68 Think Before You Toss.	4	3	6	3	16
Q65 Georgia—Litter Costs You	3	4	1	5	13
Q67 Keep it Clean, Georgia	6	5	3	4	18
Q63 Don't Trash Georgia	5	6	7	6	24
Q64 Only Losers Litter	11	7	9	7	34
Q60 Don't Junk Georgia	8	8	11	8	35
Q70 Keep it Clean, Y'all	10	9	10	10	39
Q62 Who Wants a Dirty South?	9	10	8	9	36
Q66 Georgia—Don't Waste It	7	11	5	11	34

\*sum of rankings across each row

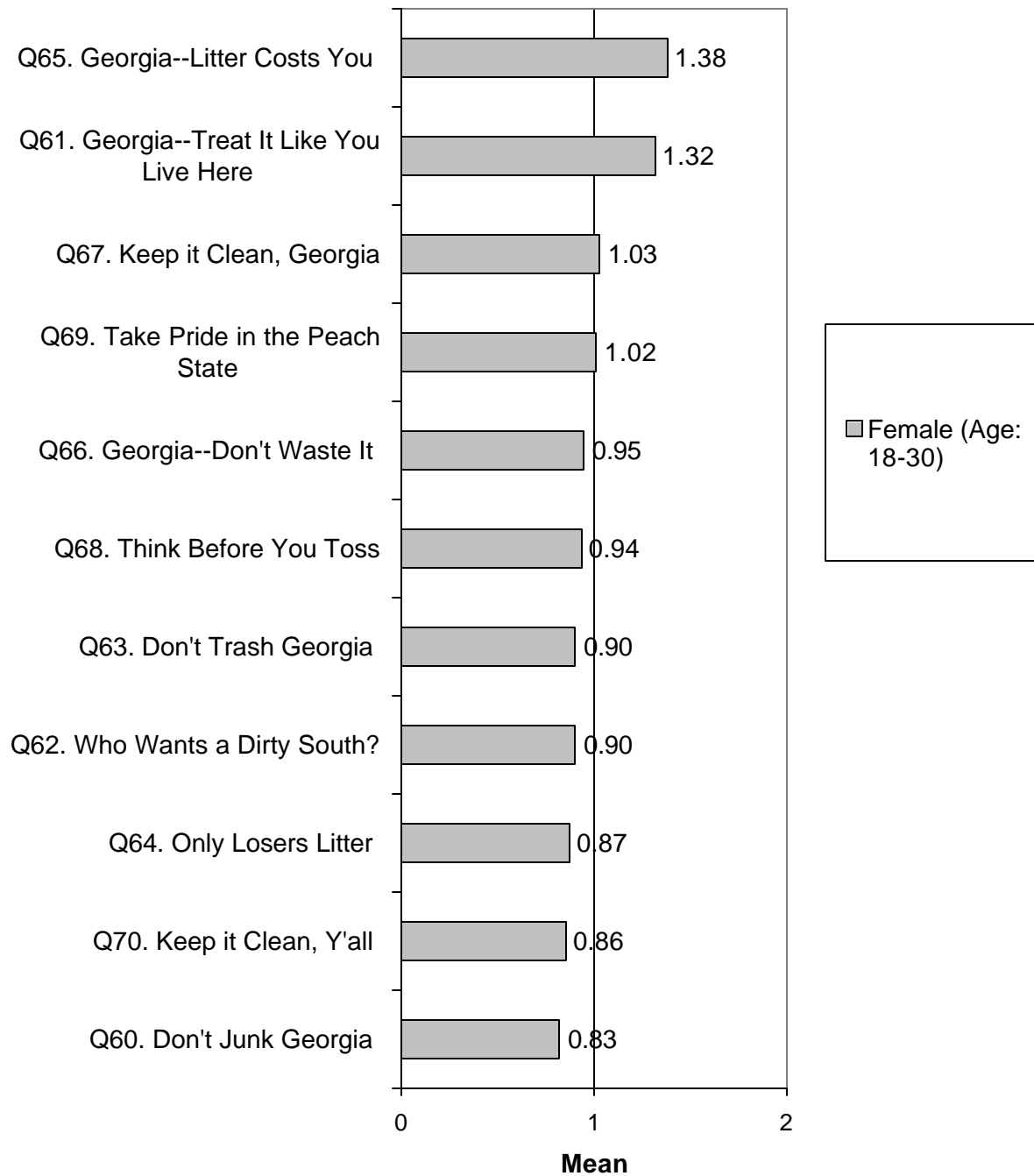
### Mean Message Effectiveness By Age and Gender



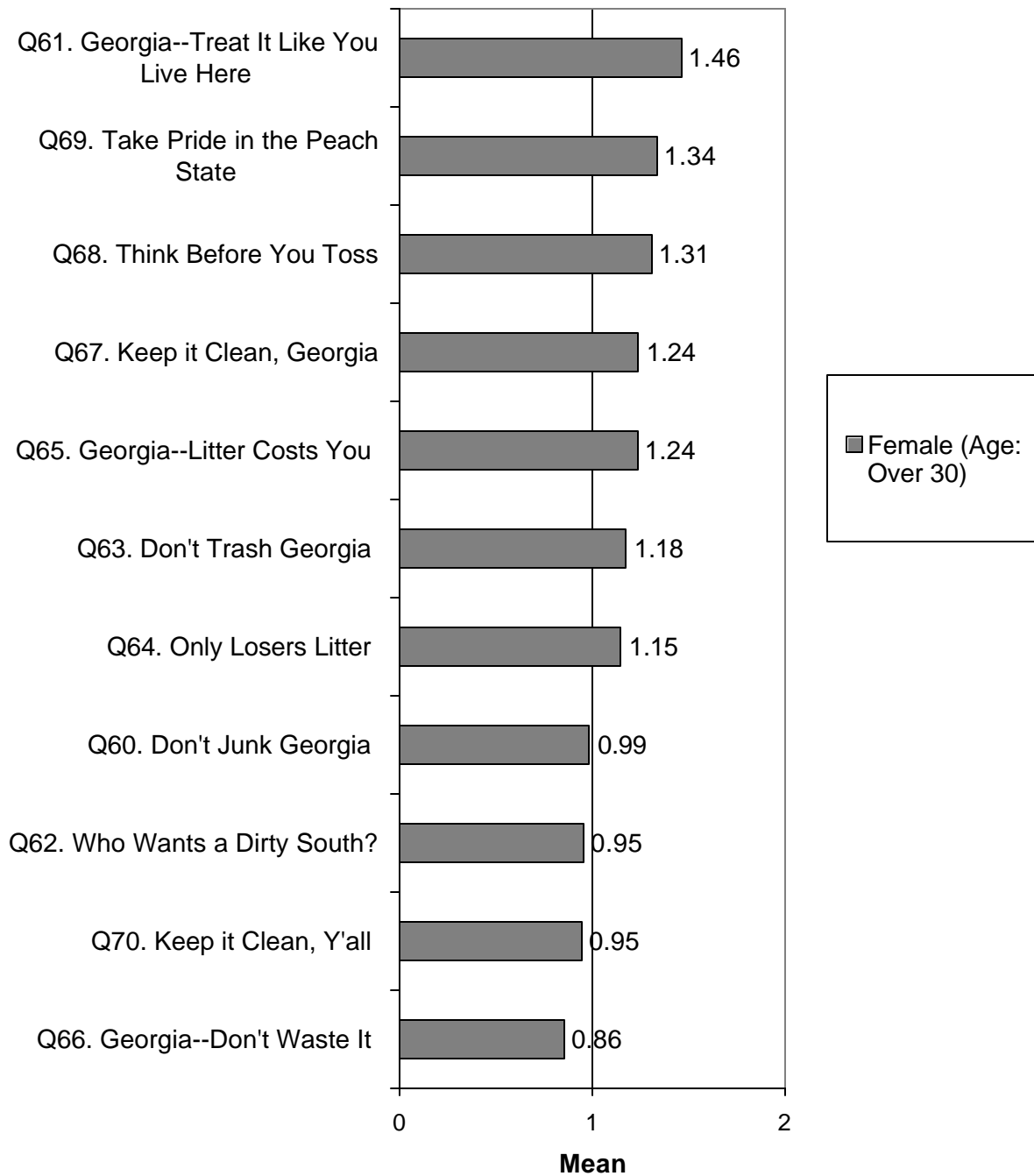
### Mean Message Effectiveness By Age and Gender



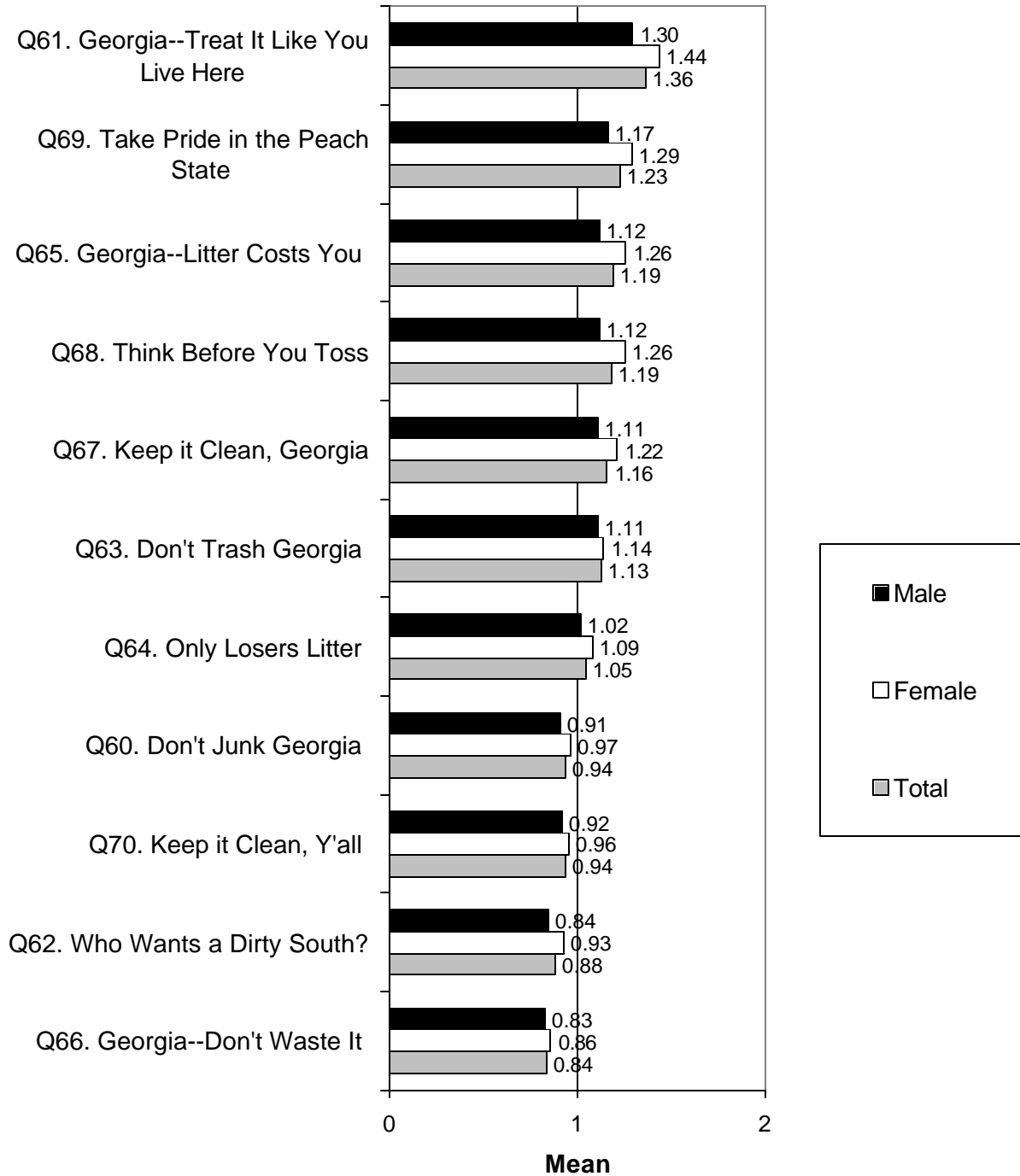
### Mean Message Effectiveness By Age and Gender



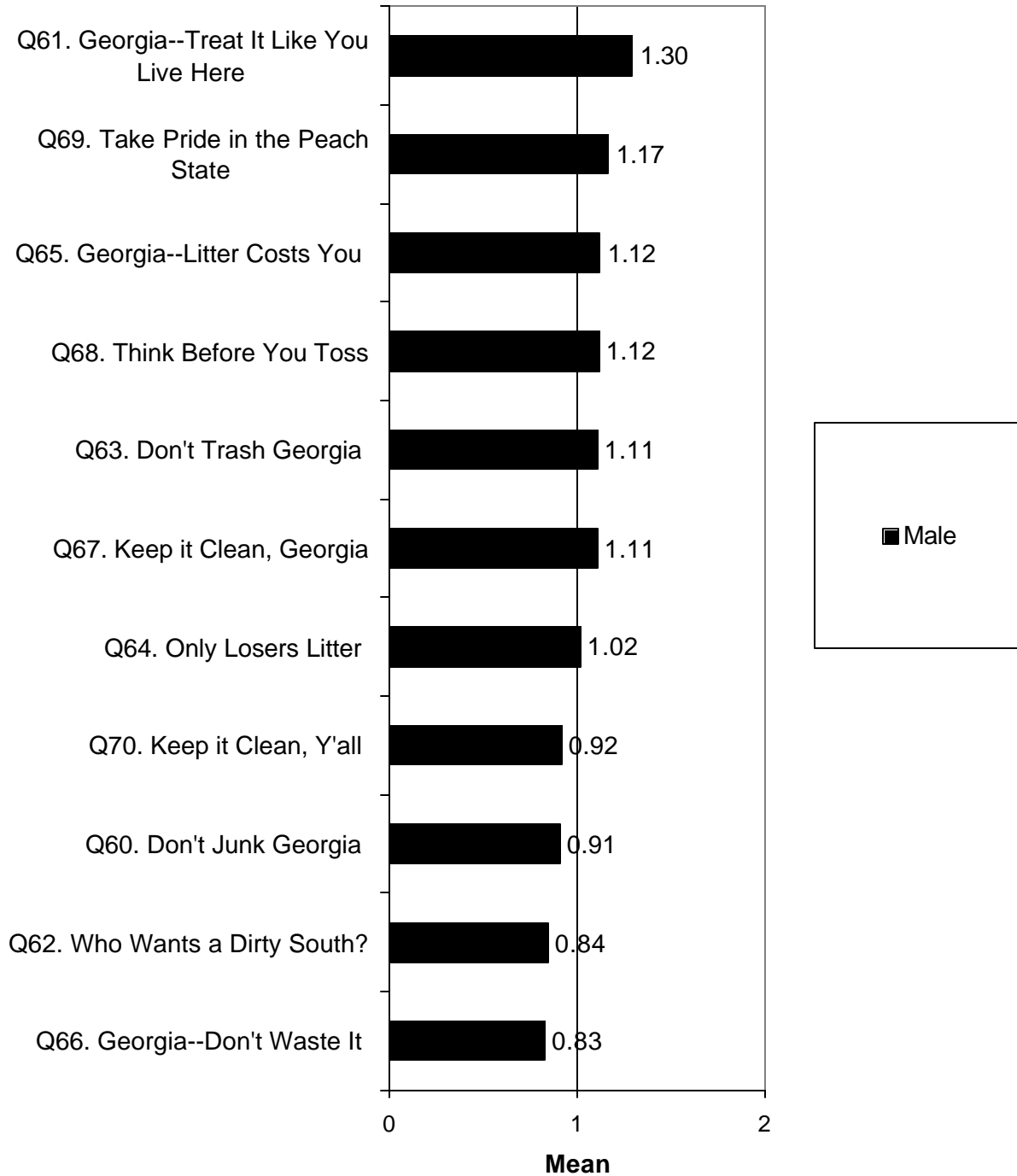
### Mean Message Effectiveness By Age and Gender



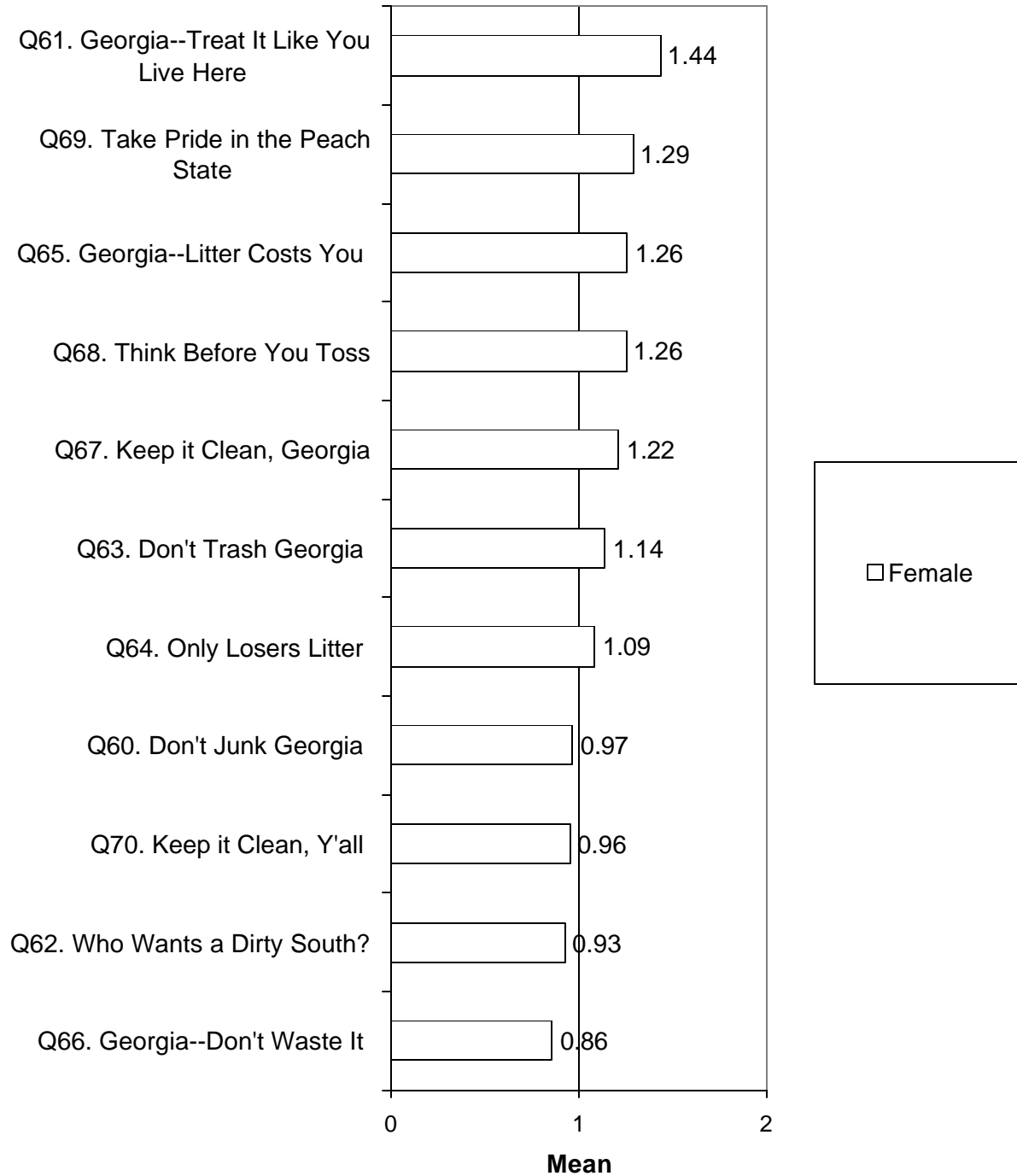
### Mean Message Effectiveness By Gender (Ranked by Total)



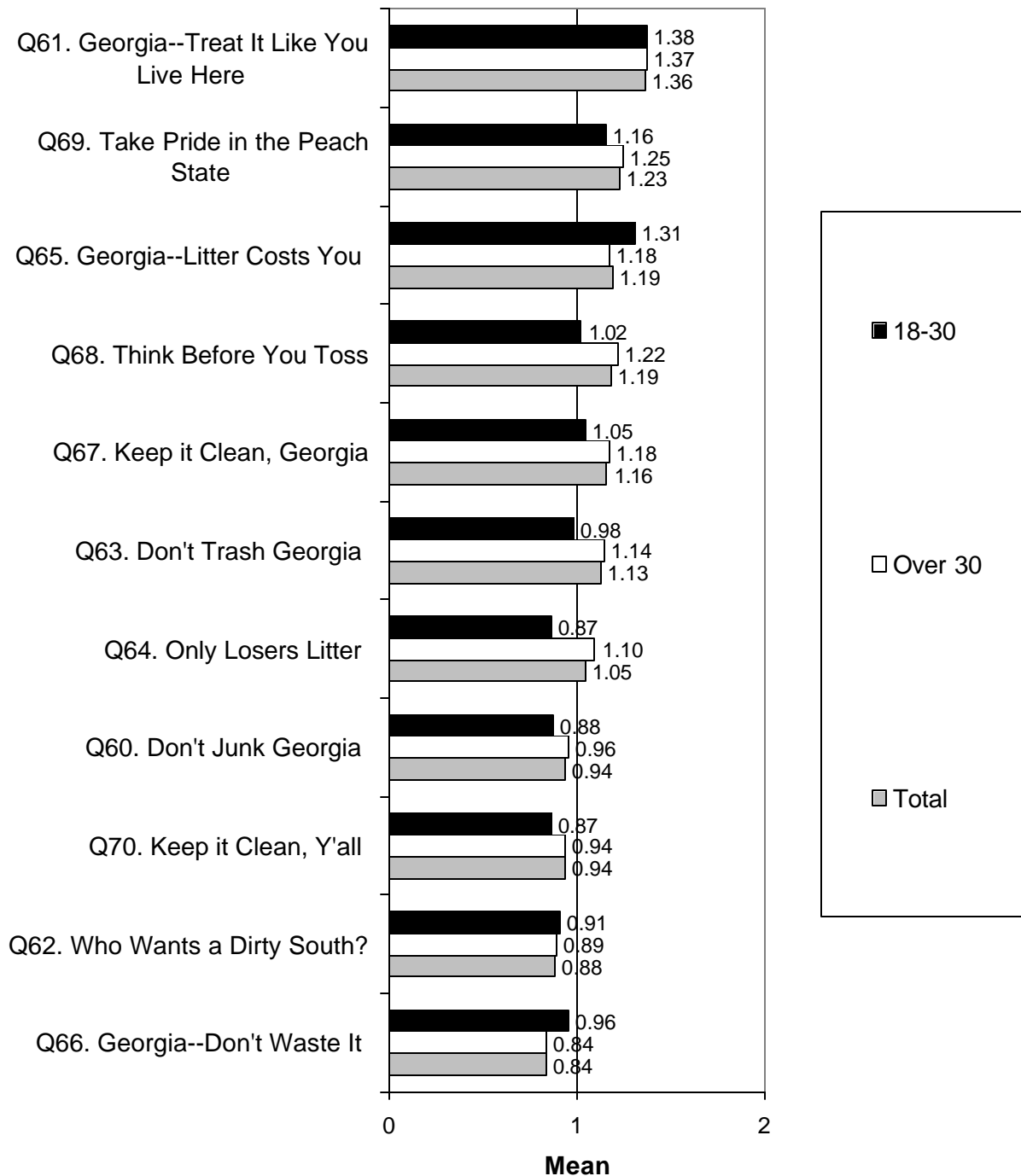
### Mean Message Effectiveness By Gender



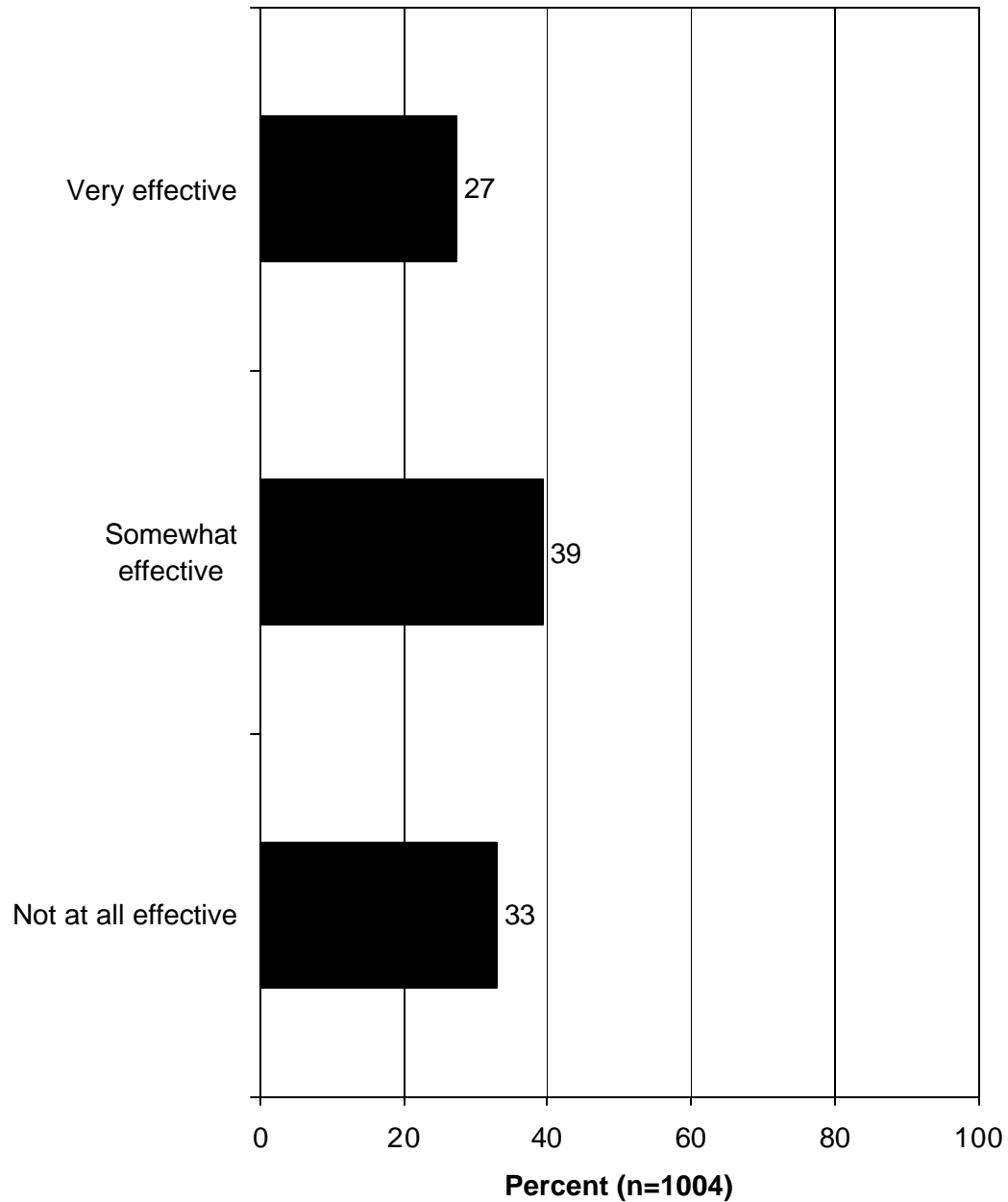
### Mean Message Effectiveness By Gender



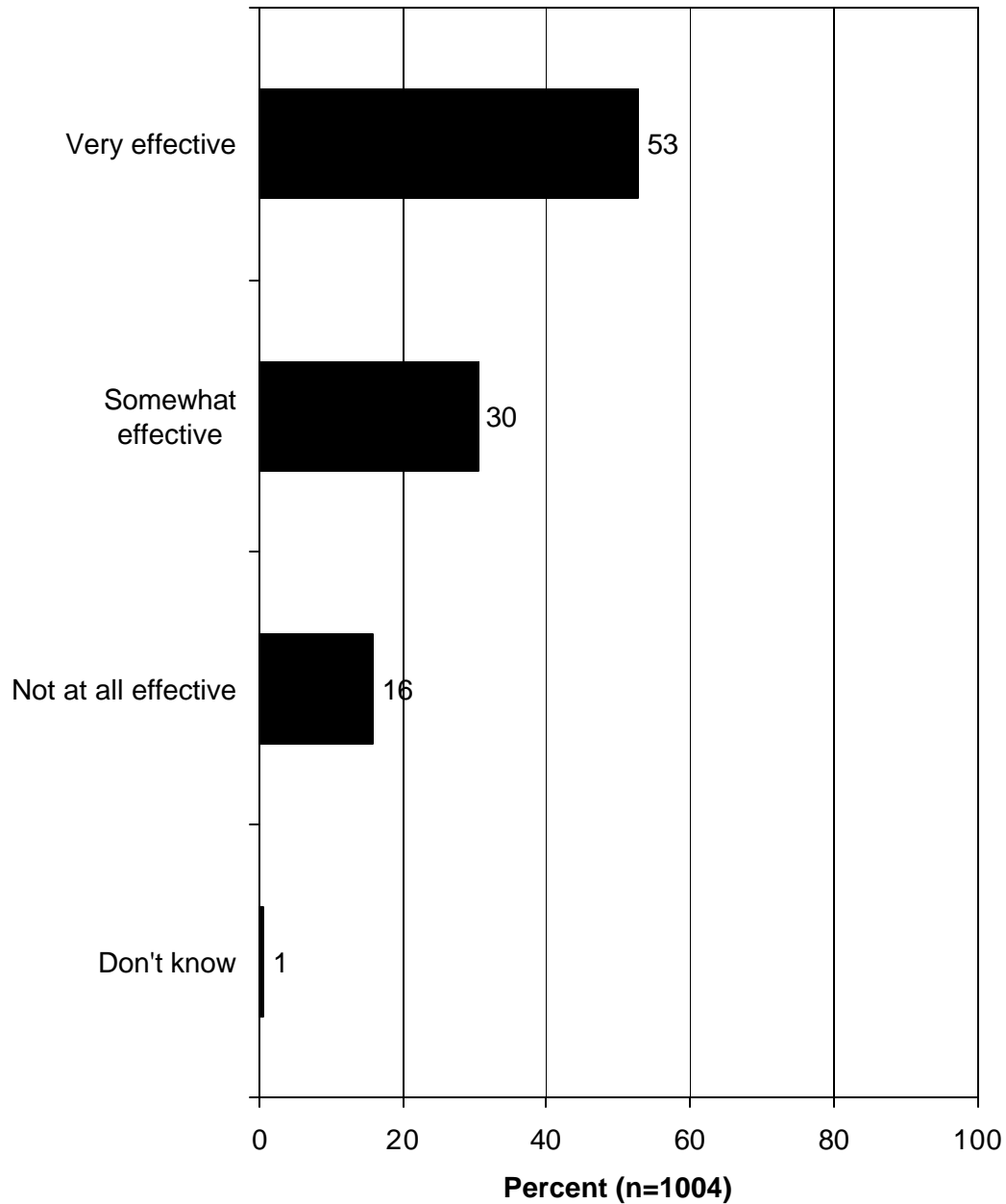
### Mean Message Effectiveness By Age (Ranked by Total)



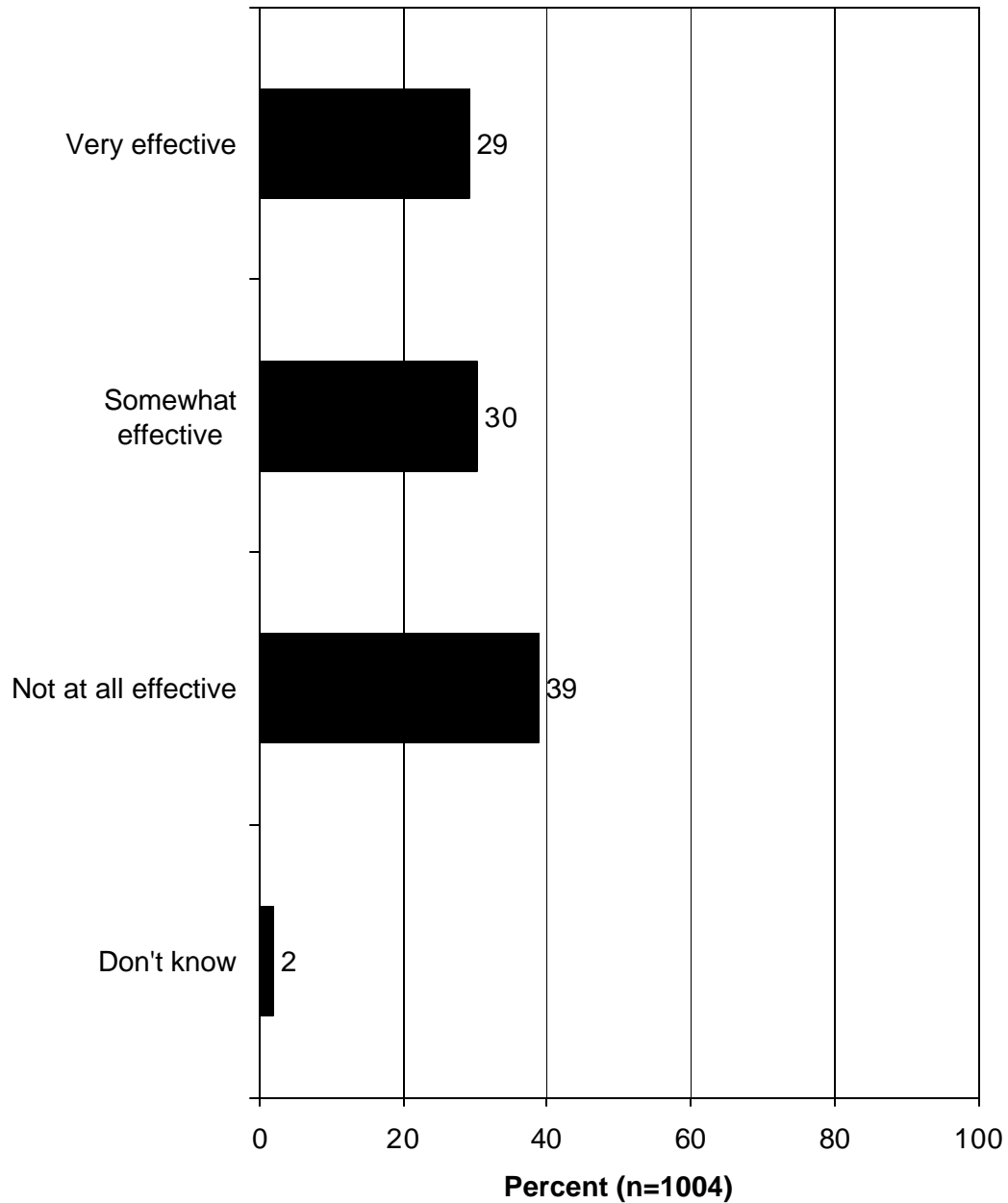
**Q60. Don't Junk Georgia. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



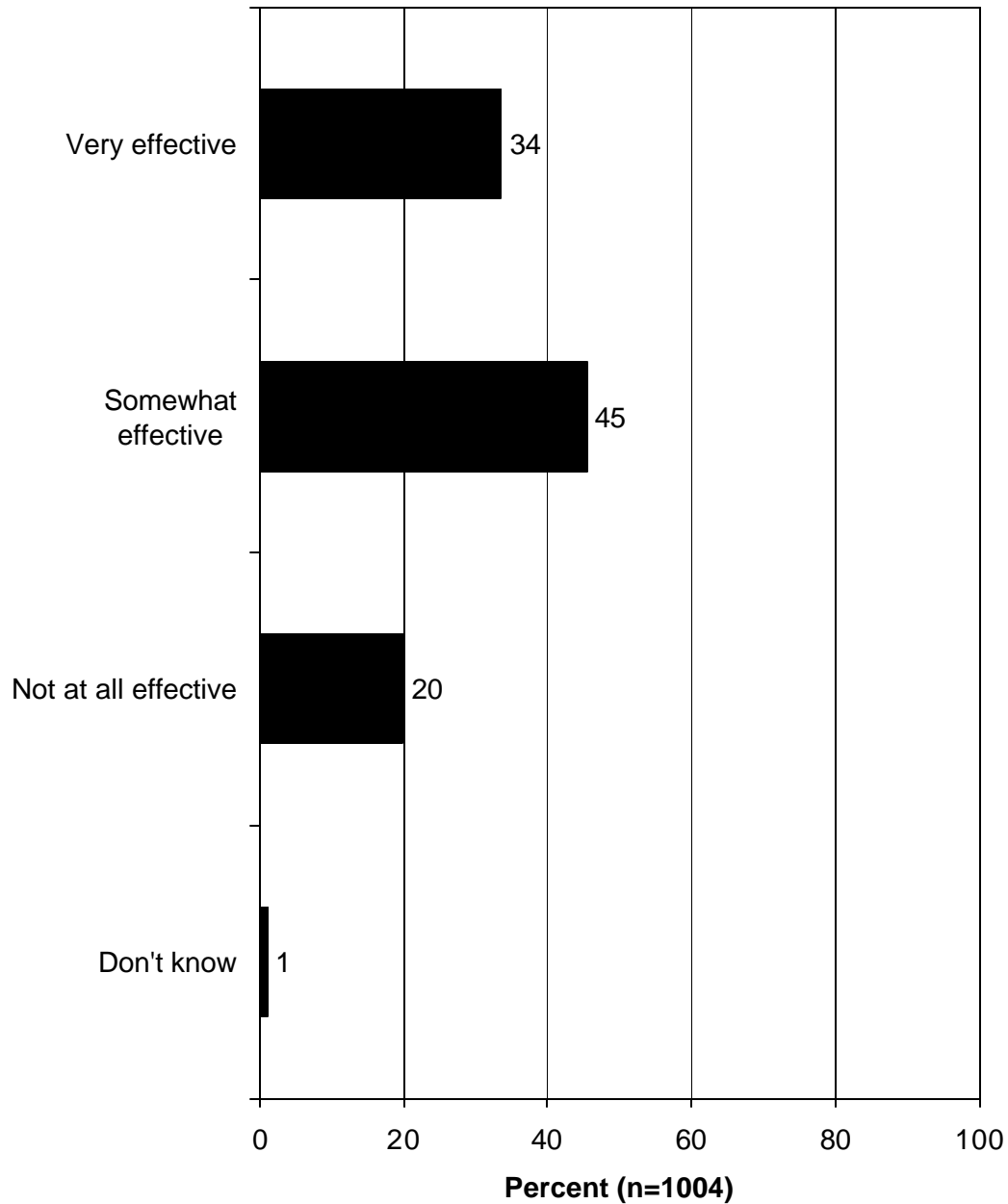
**Q61. Georgia--Treat It Like You Live Here. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



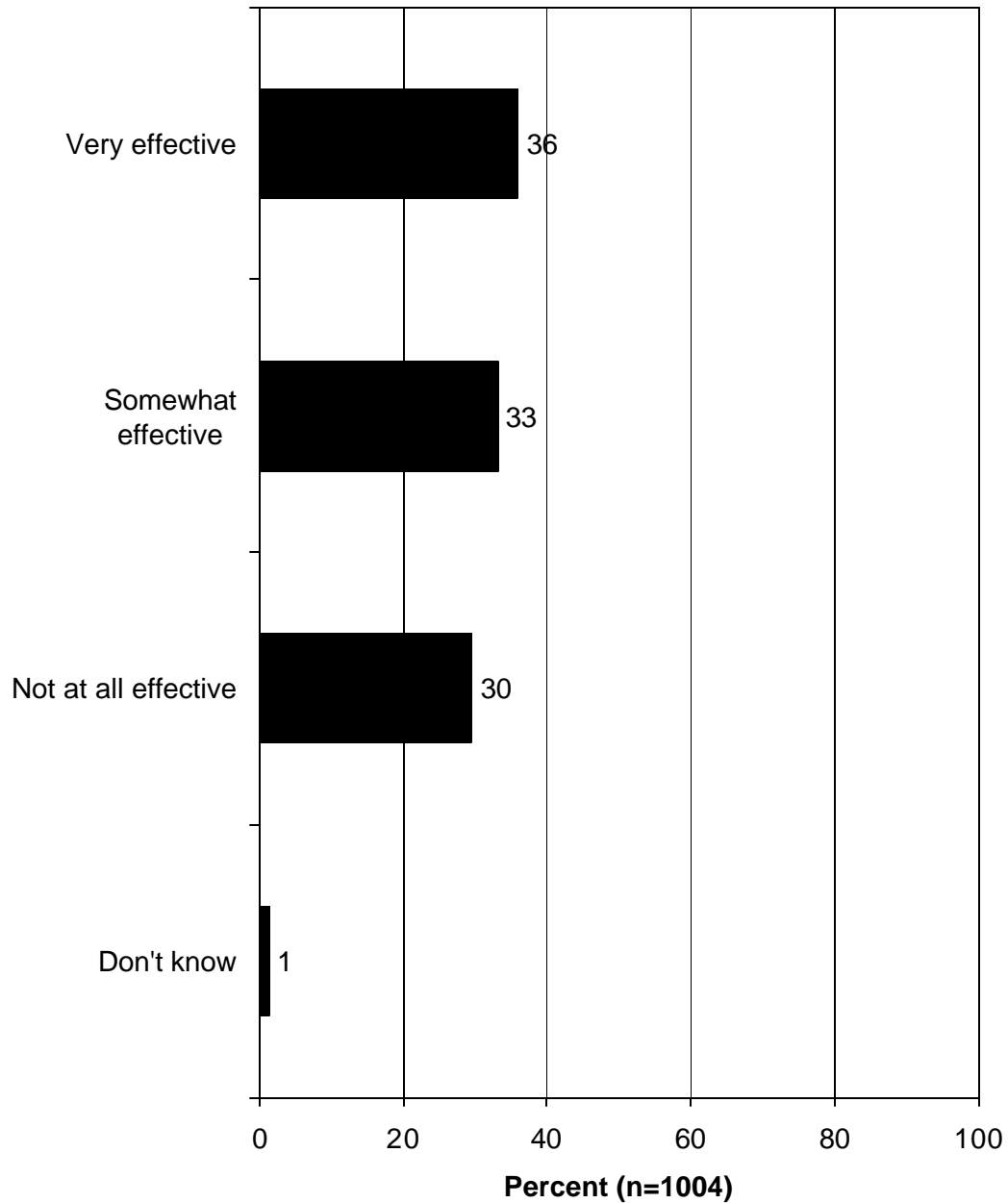
**Q62. Who Wants a Dirty South? (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



**Q63. Don't Trash Georgia. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



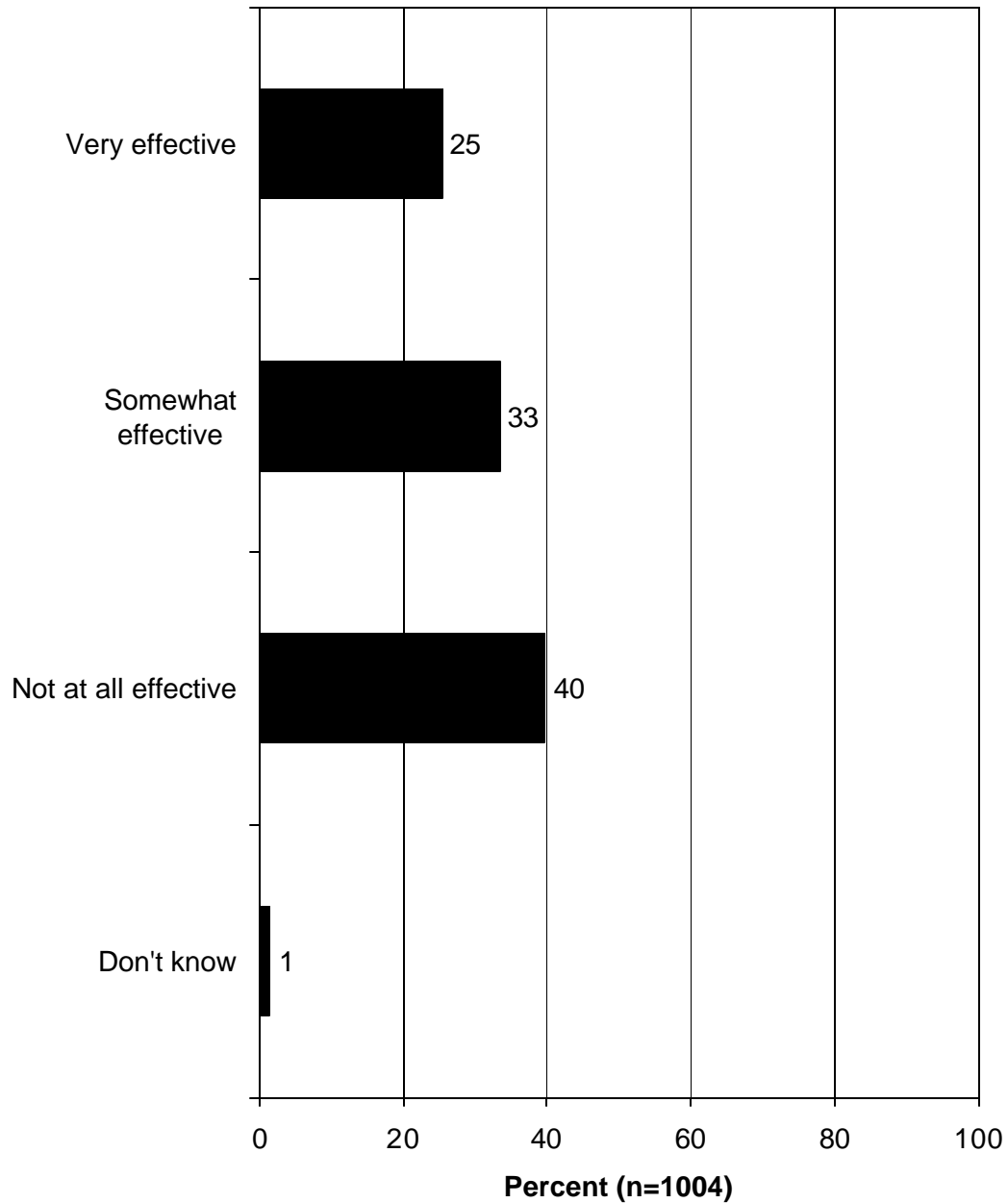
**Q64. Only Losers Litter. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



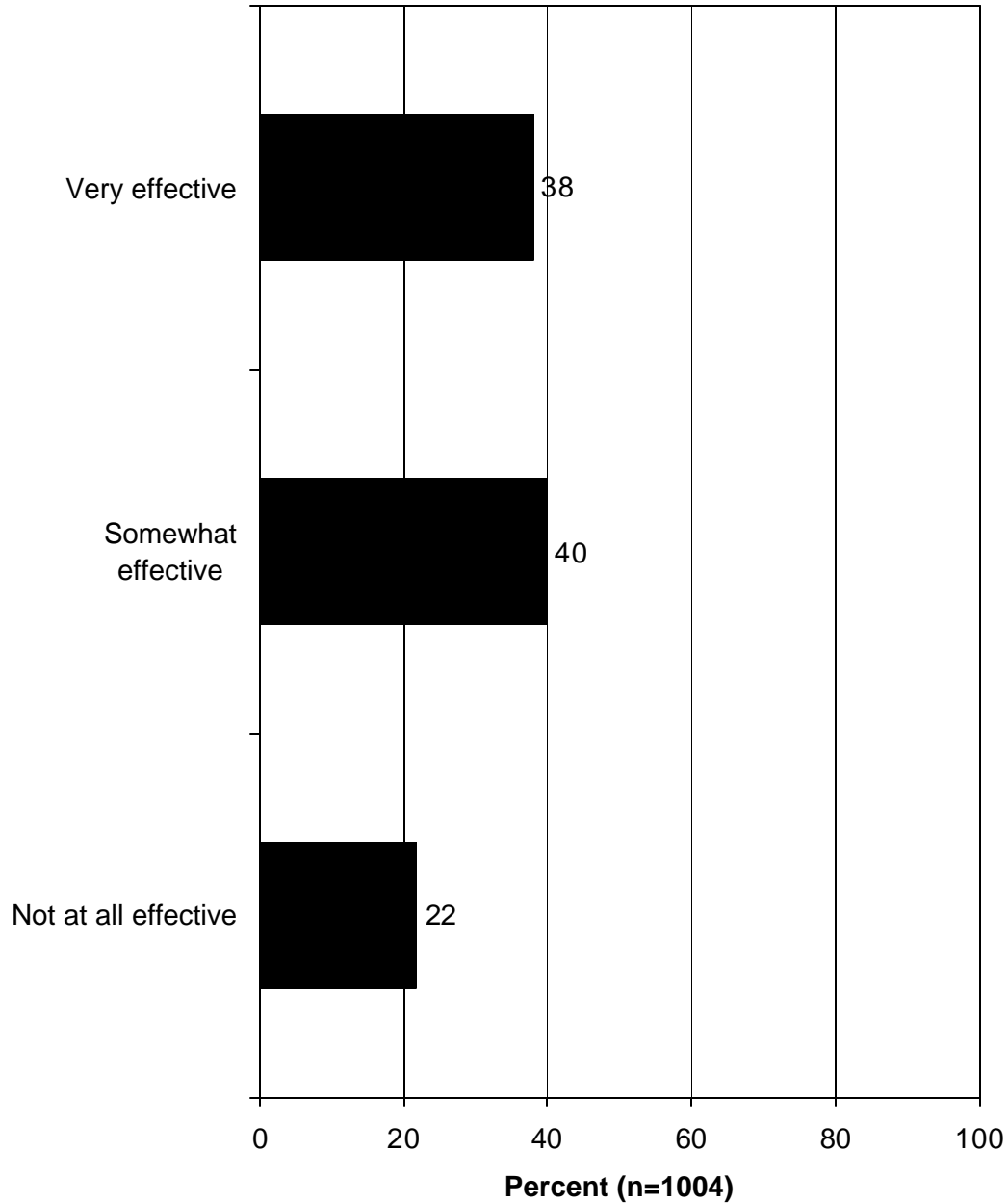
**Q65. Georgia--Litter Costs You. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



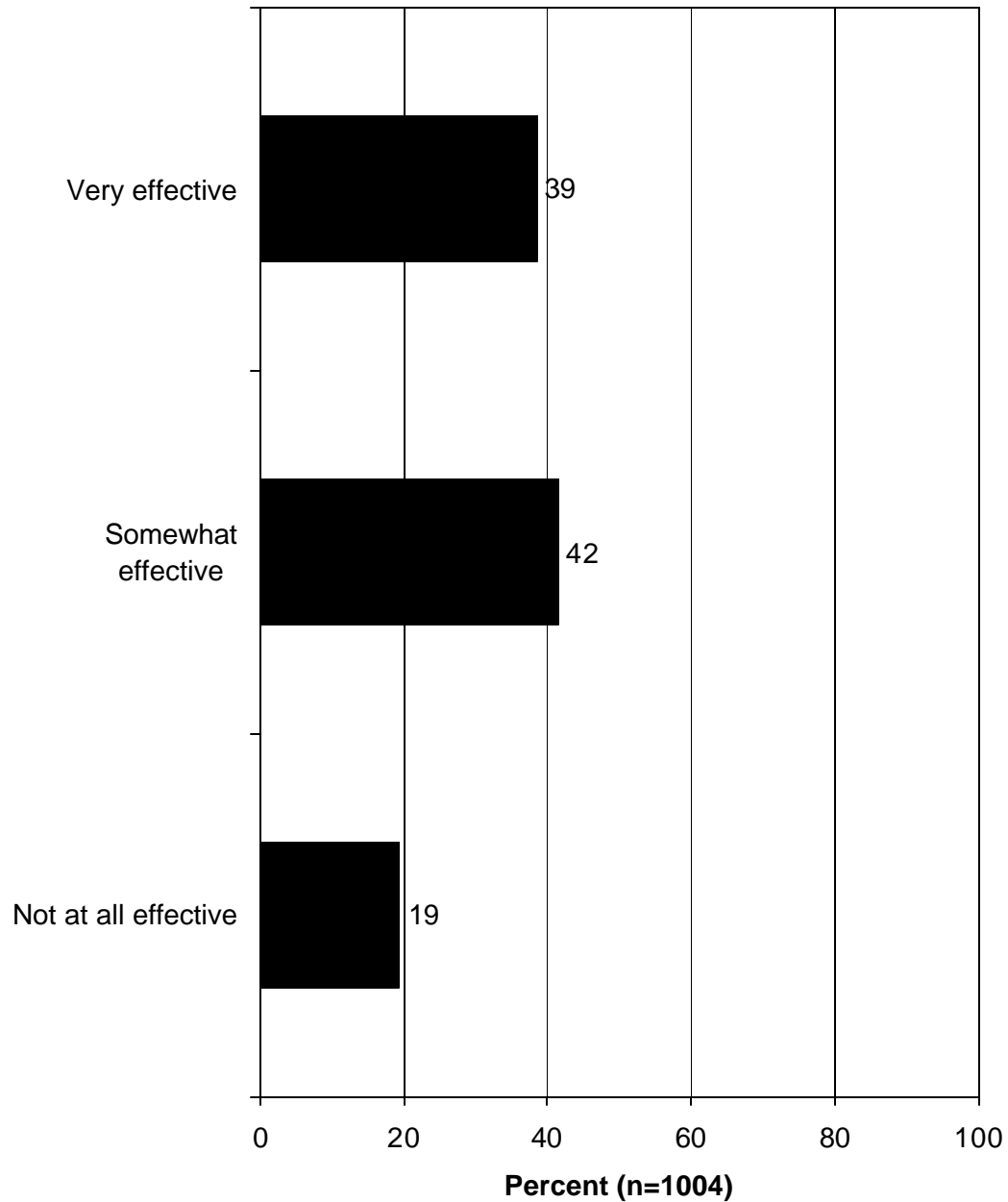
**Q66. Georgia--Don't Waste It. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



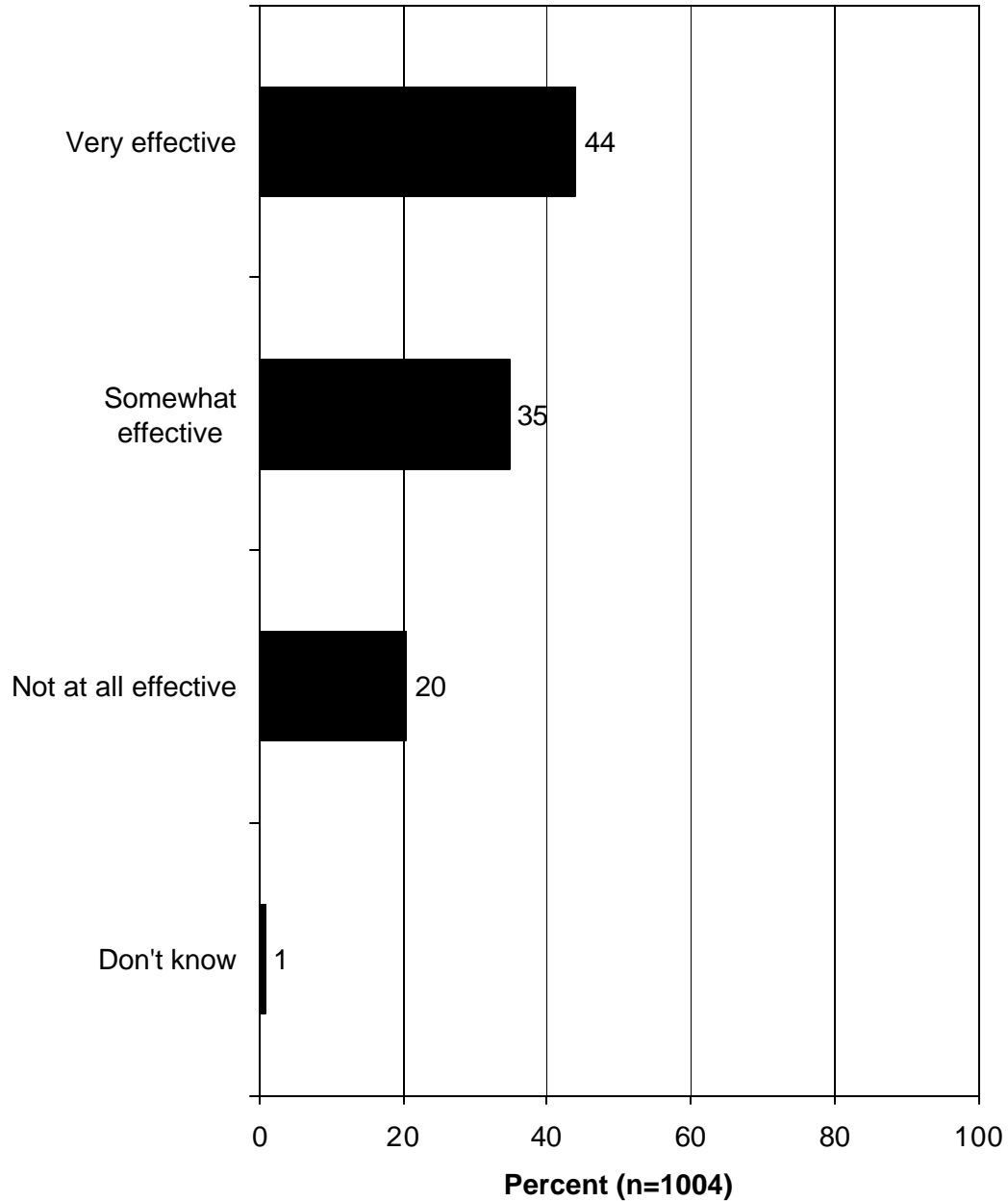
**Q67. Keep it Clean, Georgia. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



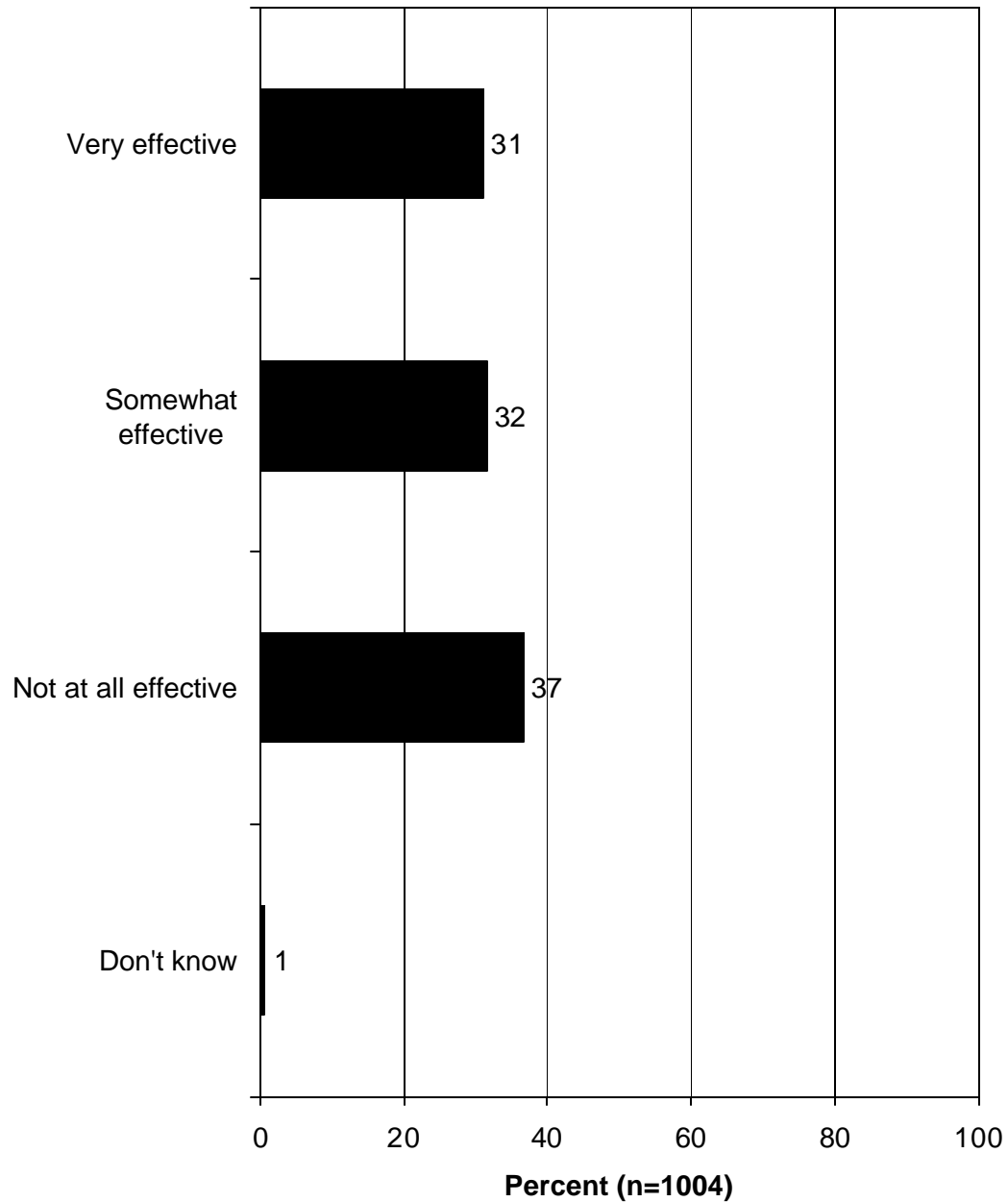
**Q68. Think Before You Toss. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



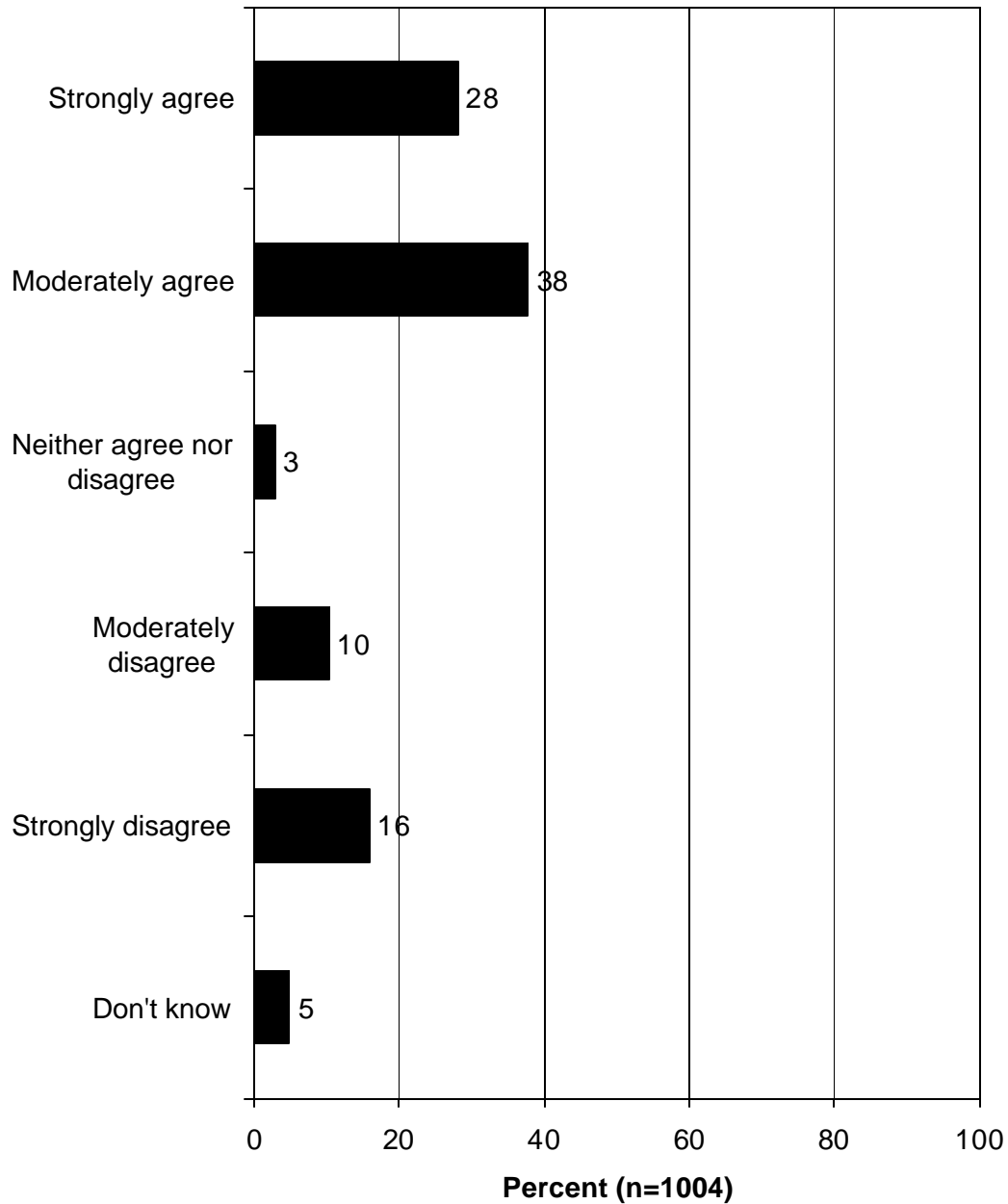
**Q69. Take Pride in the Peach State. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



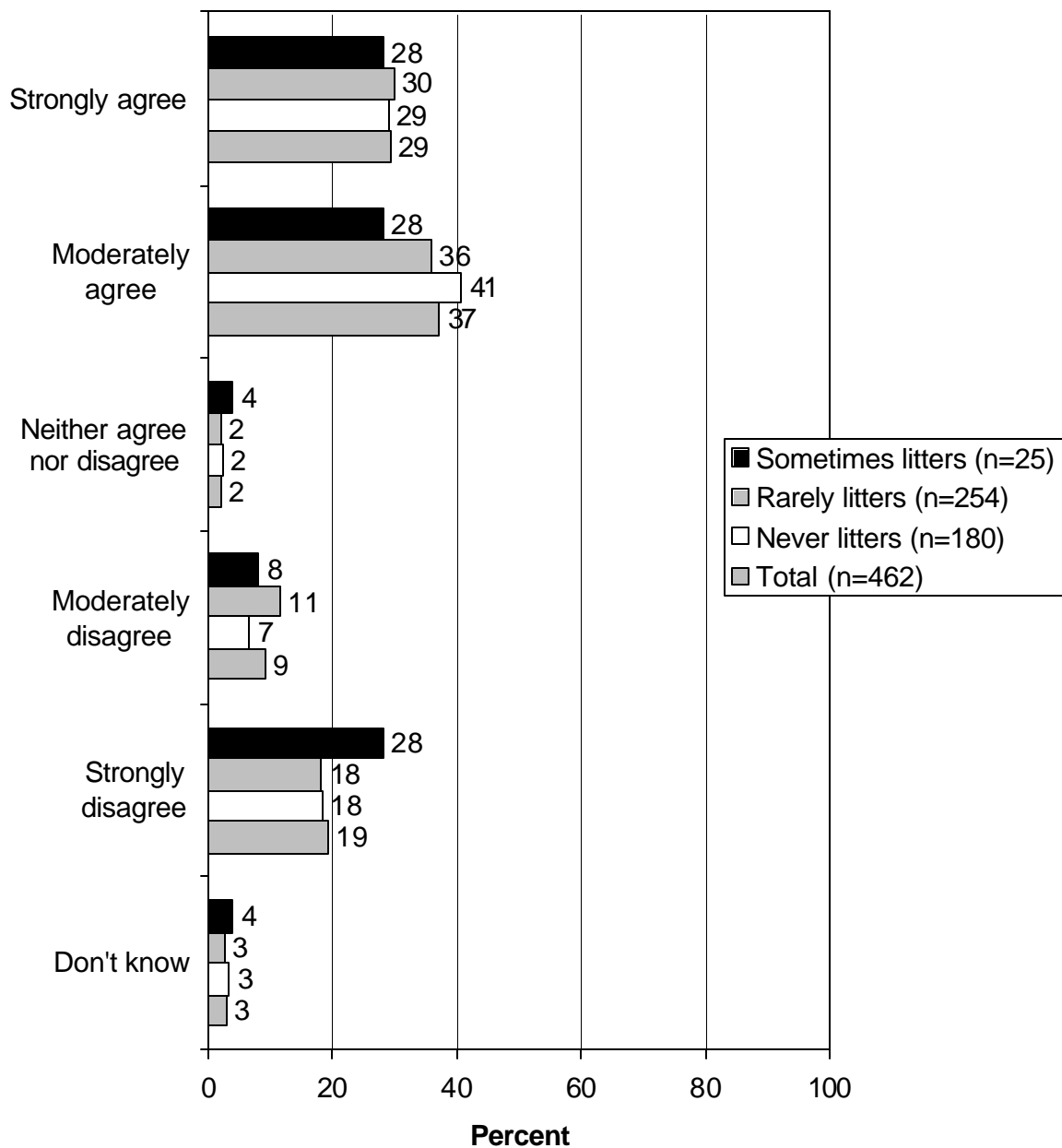
**Q70. Keep it Clean, Y'all. (Would you say this message would be very effective, somewhat effective, or not at all effective at stopping you or other people from littering in Georgia?)**



**Q105. Do you agree or disagree that having well-known spokespersons, such as politicians or celebrities, would make litter prevention messages more effective?**



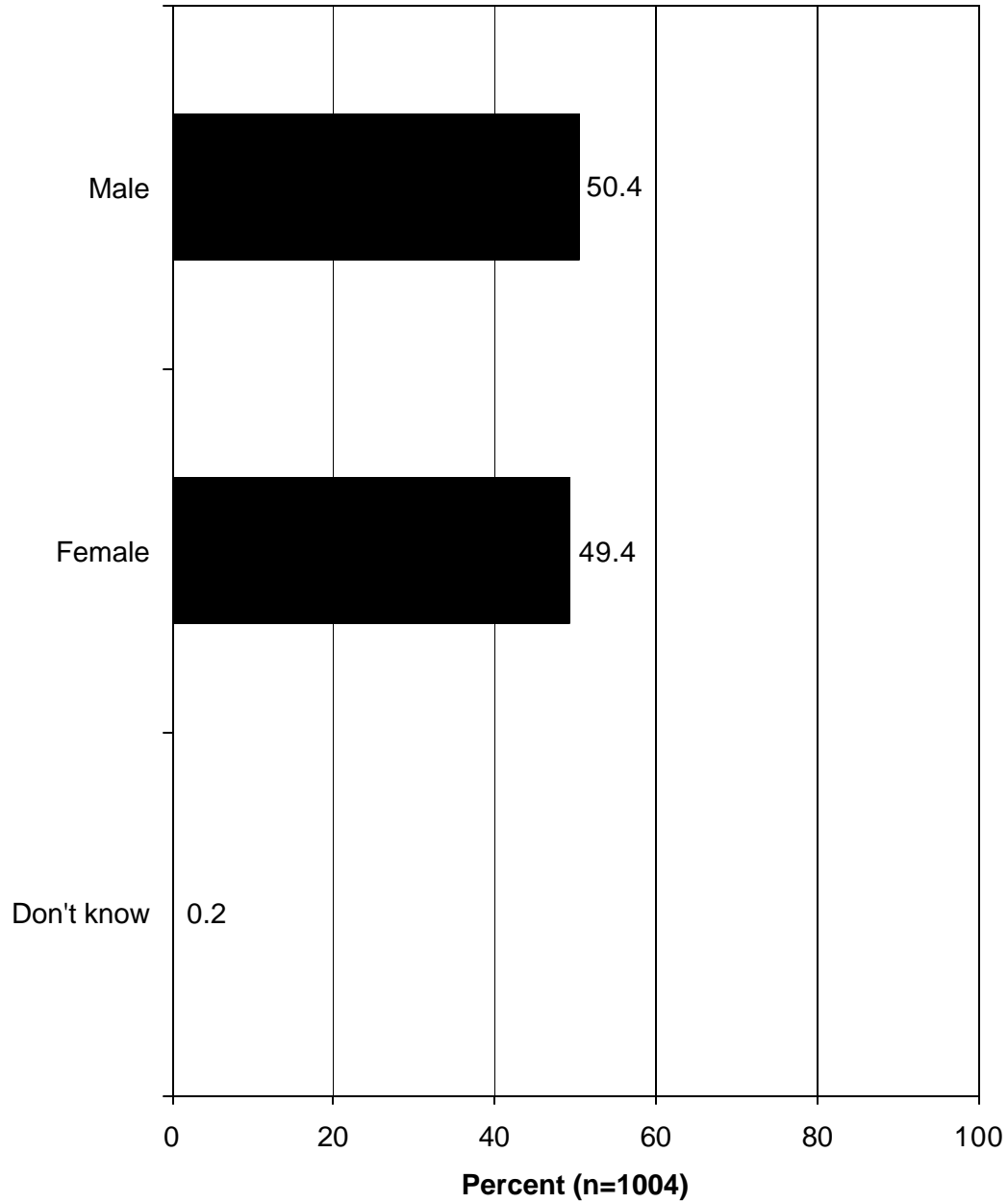
**Q78/Q105. Correlation between frequency of littering and agreement/disagreement that having well-known spokespersons, such as politicians or celebrities, would make litter prevention messages more effective.**



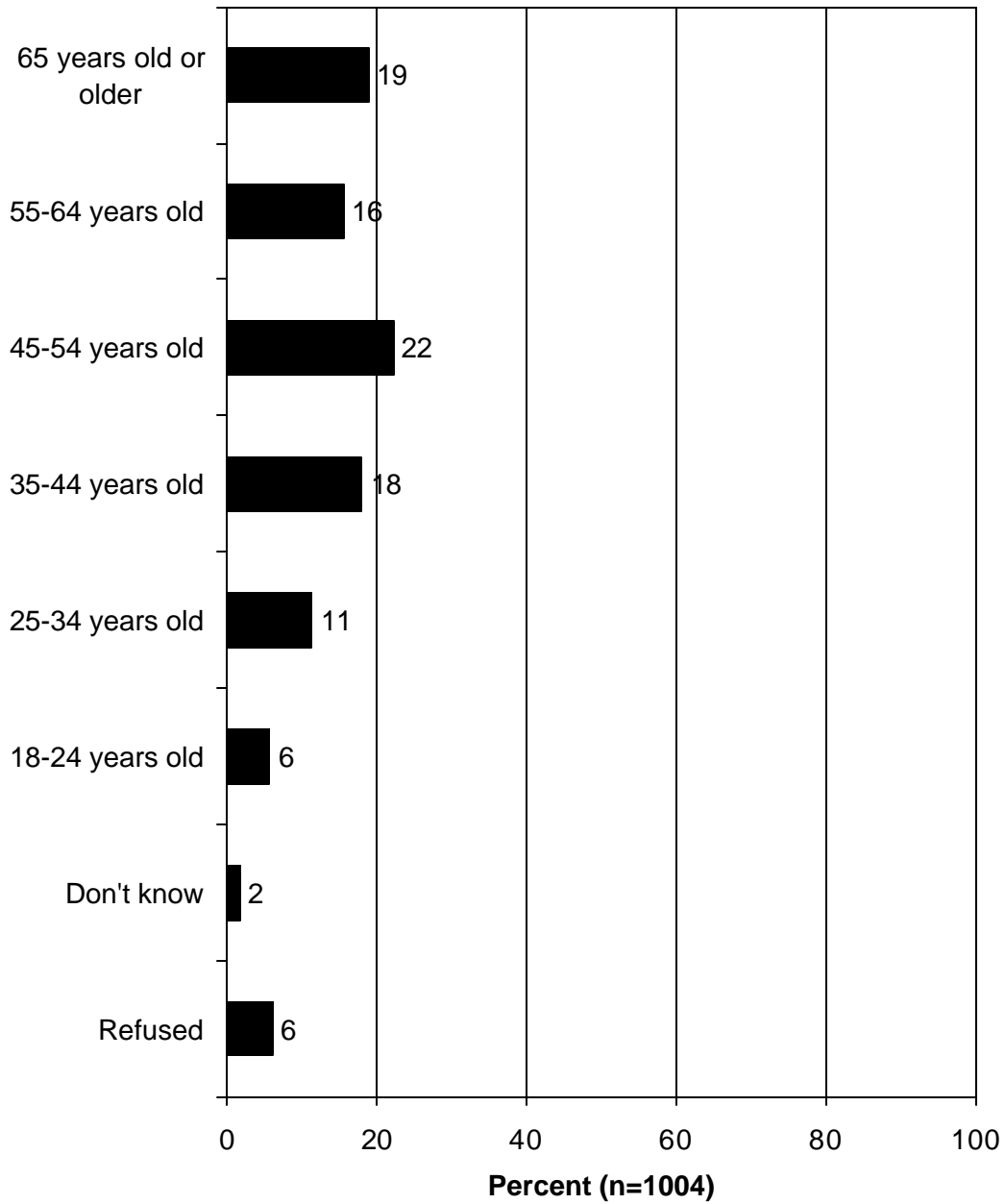
## **DEMOGRAPHIC DATA**

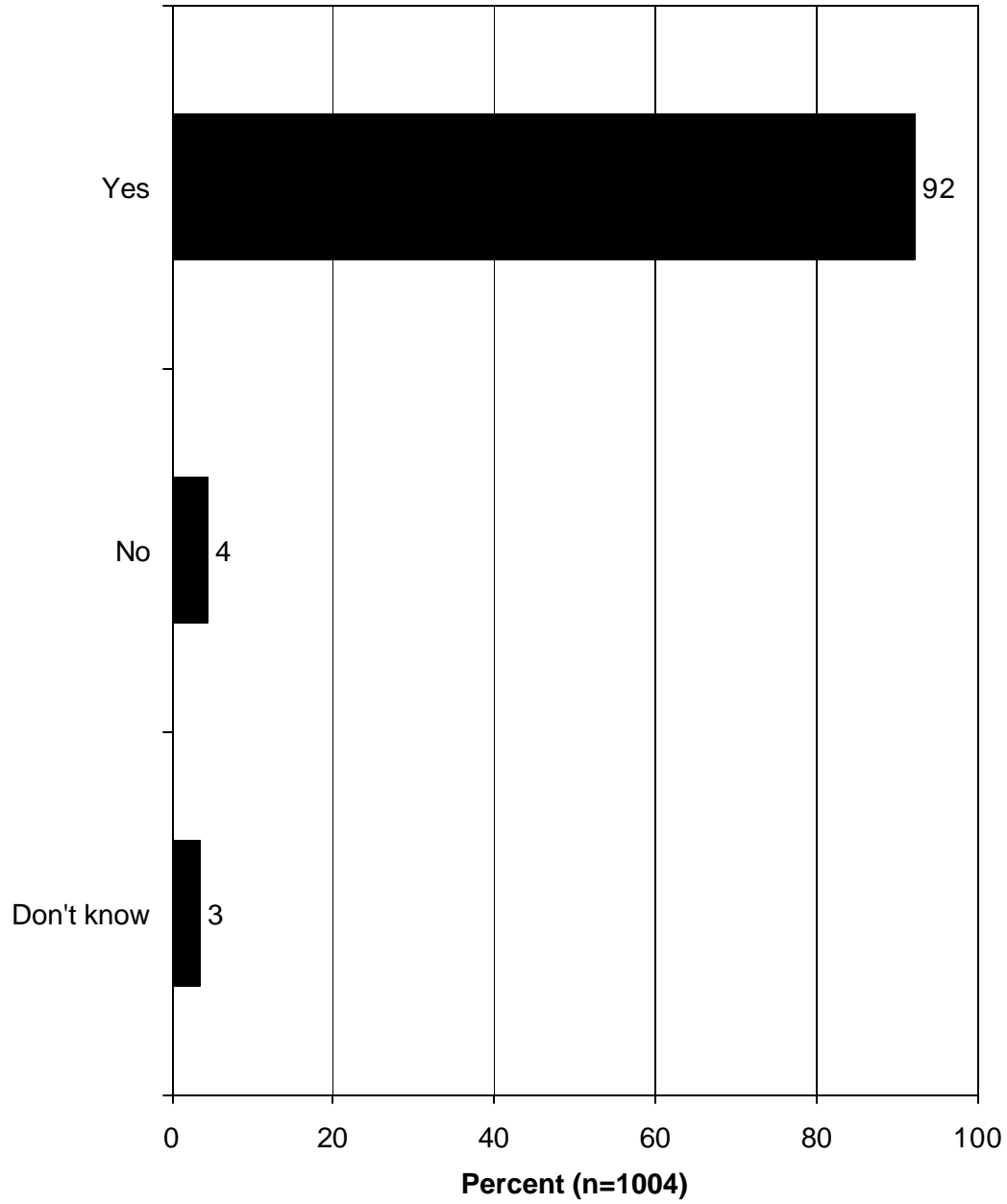
- The sample is almost evenly split between males and females.
  
- Ages of respondents are shown.
  
- Most Georgia residents (92%) are licensed drivers.
  - Of Georgia residents who are licensed drivers, 7% are commercial drivers.
  
- Almost two-thirds (66%) of Georgia residents have some post-secondary education; 38% have at least a Bachelor's degree.
  
- Occupations of Georgia residents are shown.
  
- For more than a third of Georgia residents (37%), last year's total household income before taxes was less than \$60,000; for 31% of households, income was \$60,000 or more. The remaining respondents refused to answer or answered "Don't know."
  
- Almost a third of Georgia residents (31%) consider their place of residence to be a small city or town; 26% are in a suburban area, and 24% are in a rural area.
  
- A third of Georgia residents (33%) live in two-person households; 83% live in households having no more than four persons. Only 1% live in households with more than six people.
  - A majority of Georgia residents (59%) live in households where there are no children age 17 or younger living in the house. Almost a third (30%) of Georgia residents live in households where there are one or two children age 17 or younger. Only 2% live in households with four or more children age 17 or younger.
  
- Almost three-fourths of Georgia residents (72%) consider themselves white or Caucasian; 14% are black or African-American.

**Q139. Respondent's gender (not asked but observed by interviewer).**

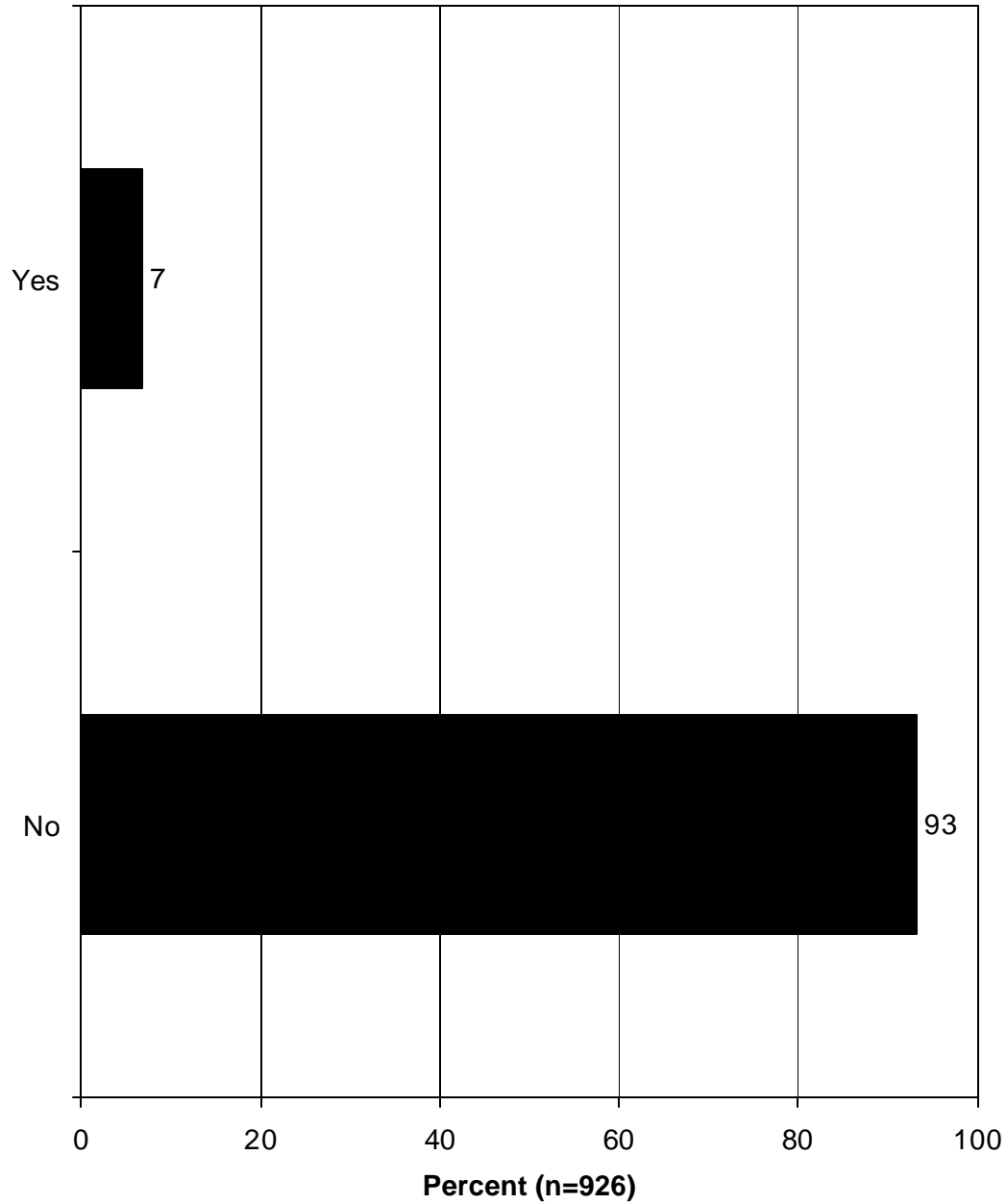


### Q133. May I ask your age?

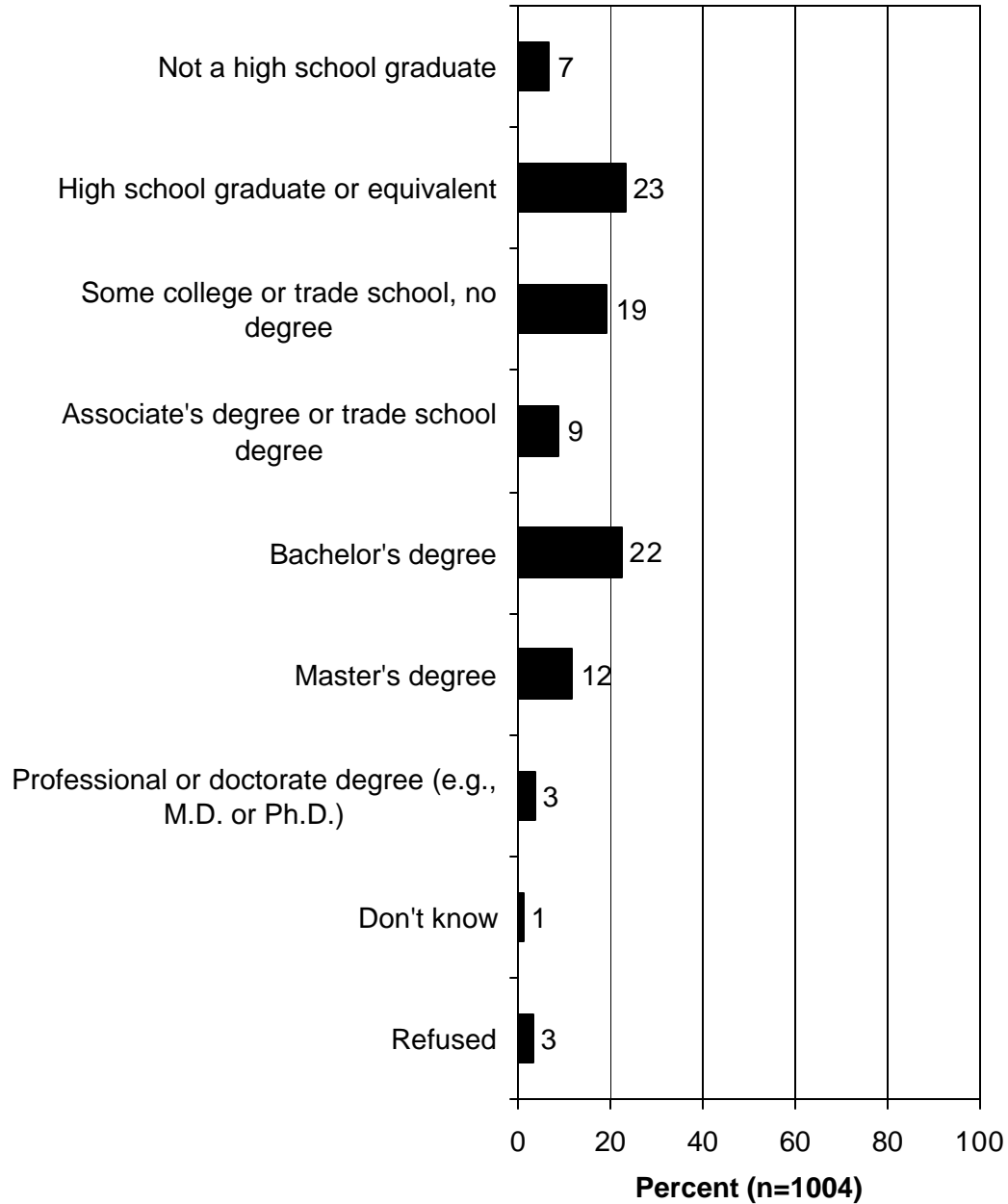


**Q122. Are you a licensed driver?**

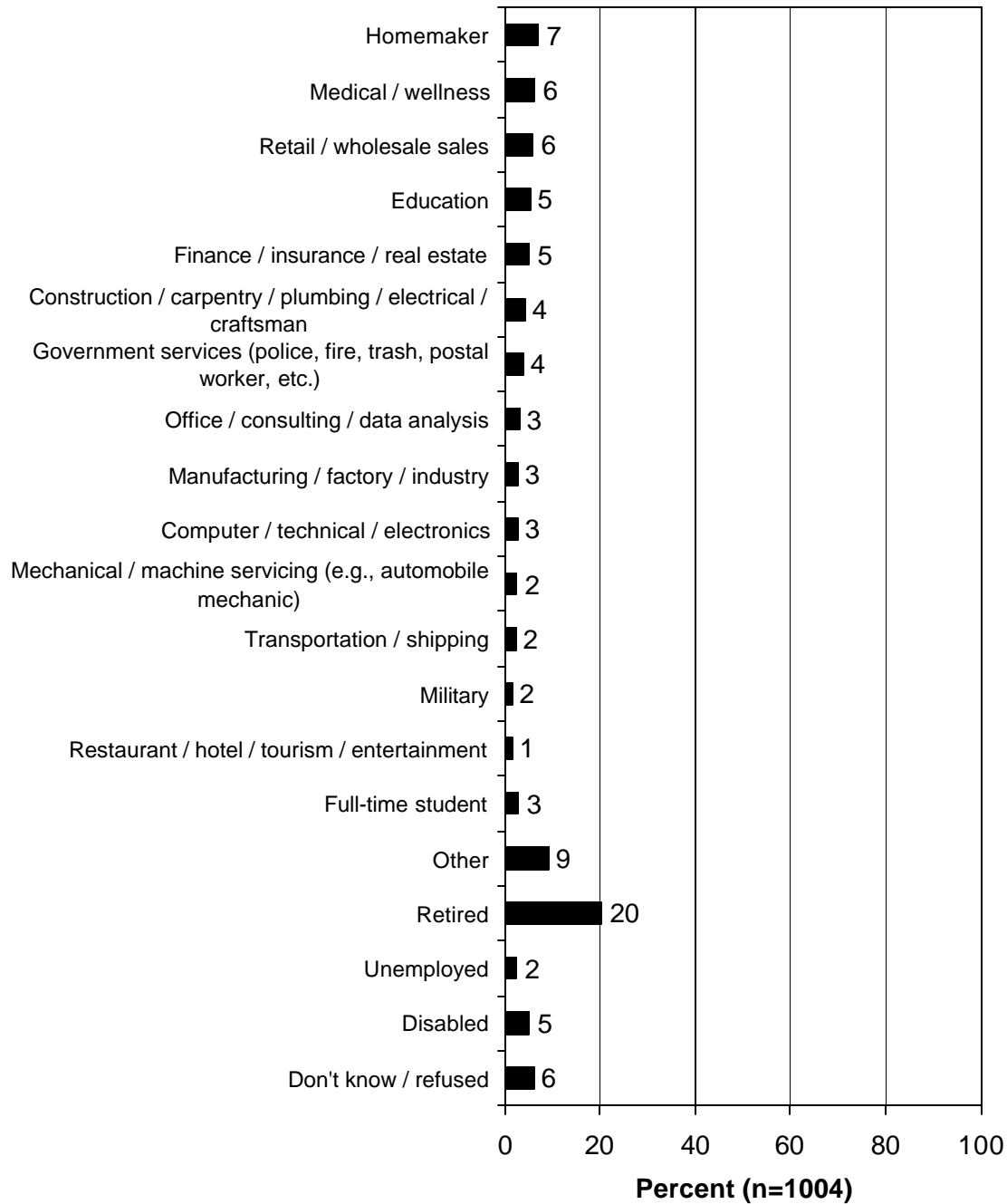
**Q123. Are you a commercial driver? (Asked of those who are licensed drivers.)**



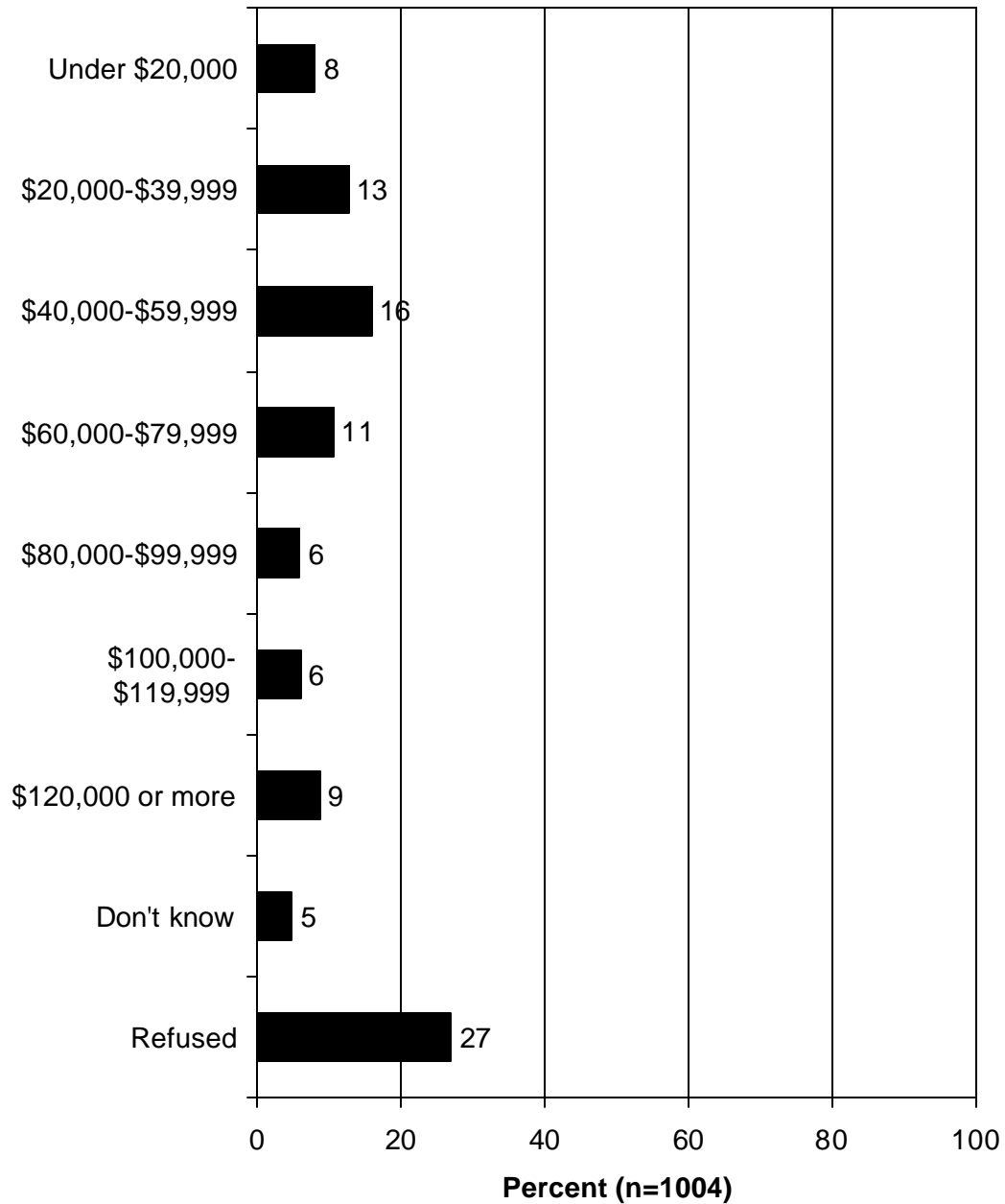
**Q124. What is the highest level of education you have completed?**



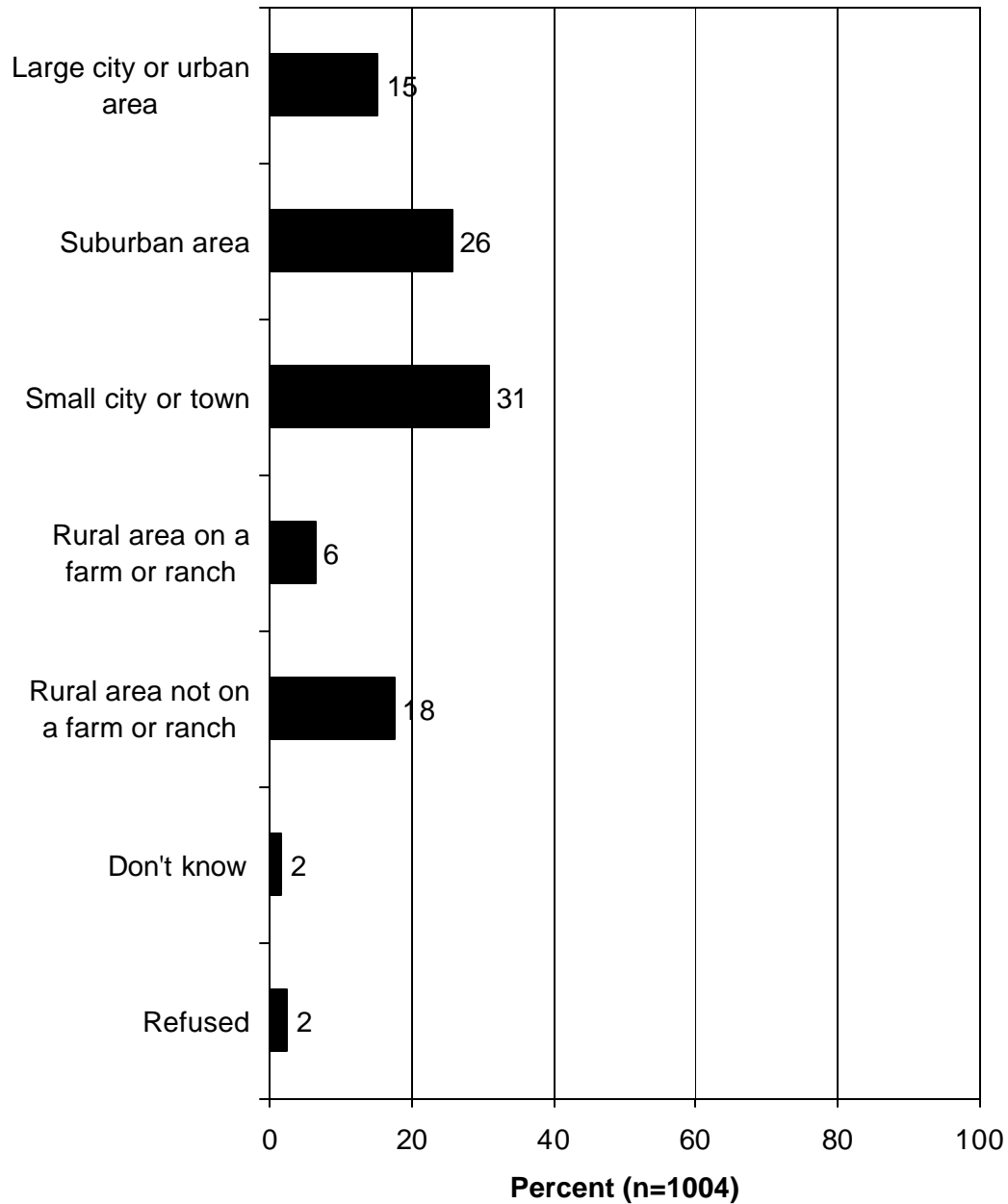
**Q125, Q126. Are you presently employed/What's your current occupation?**



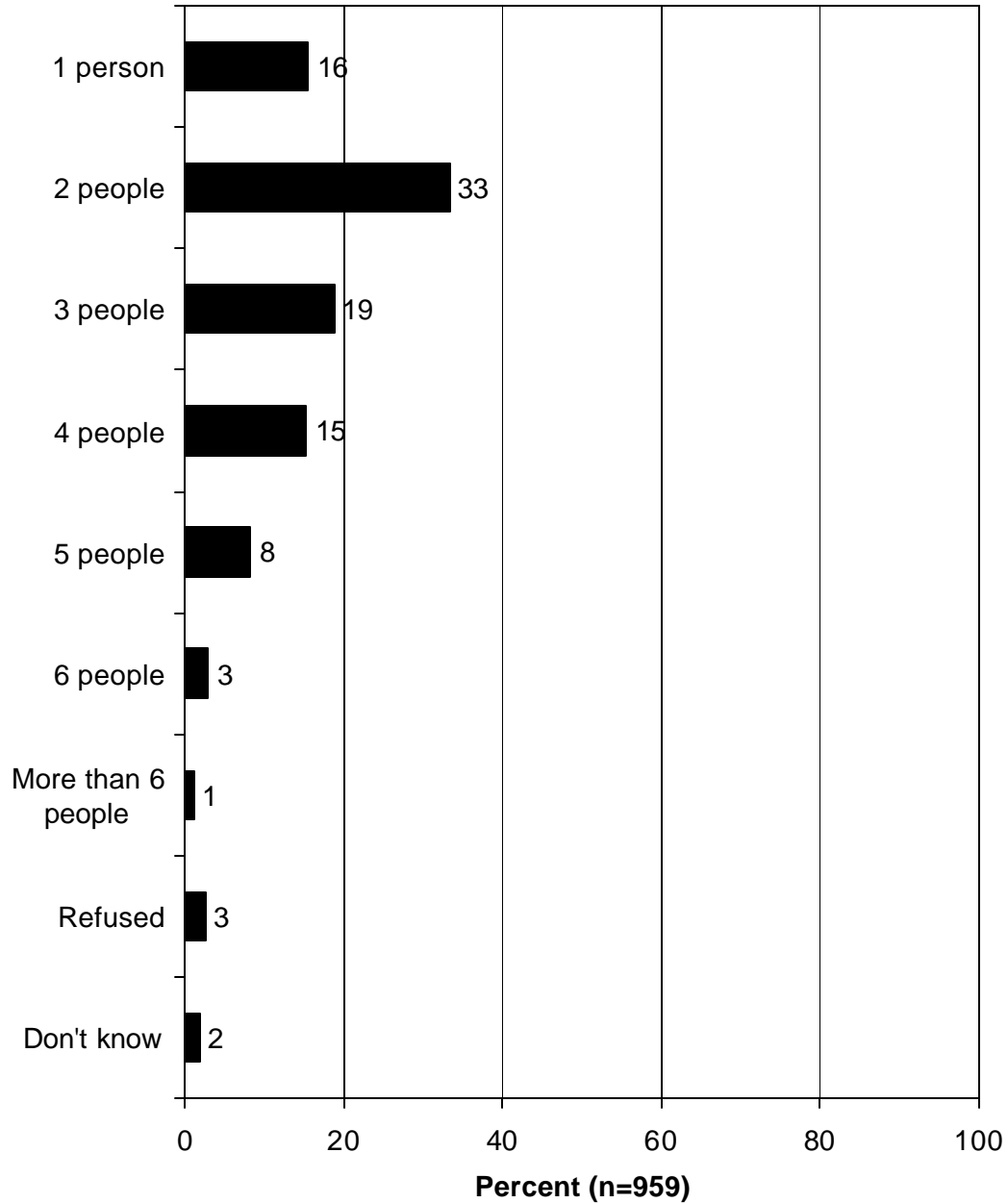
**Q128. Which of these categories best describes your total household income before taxes last year?**



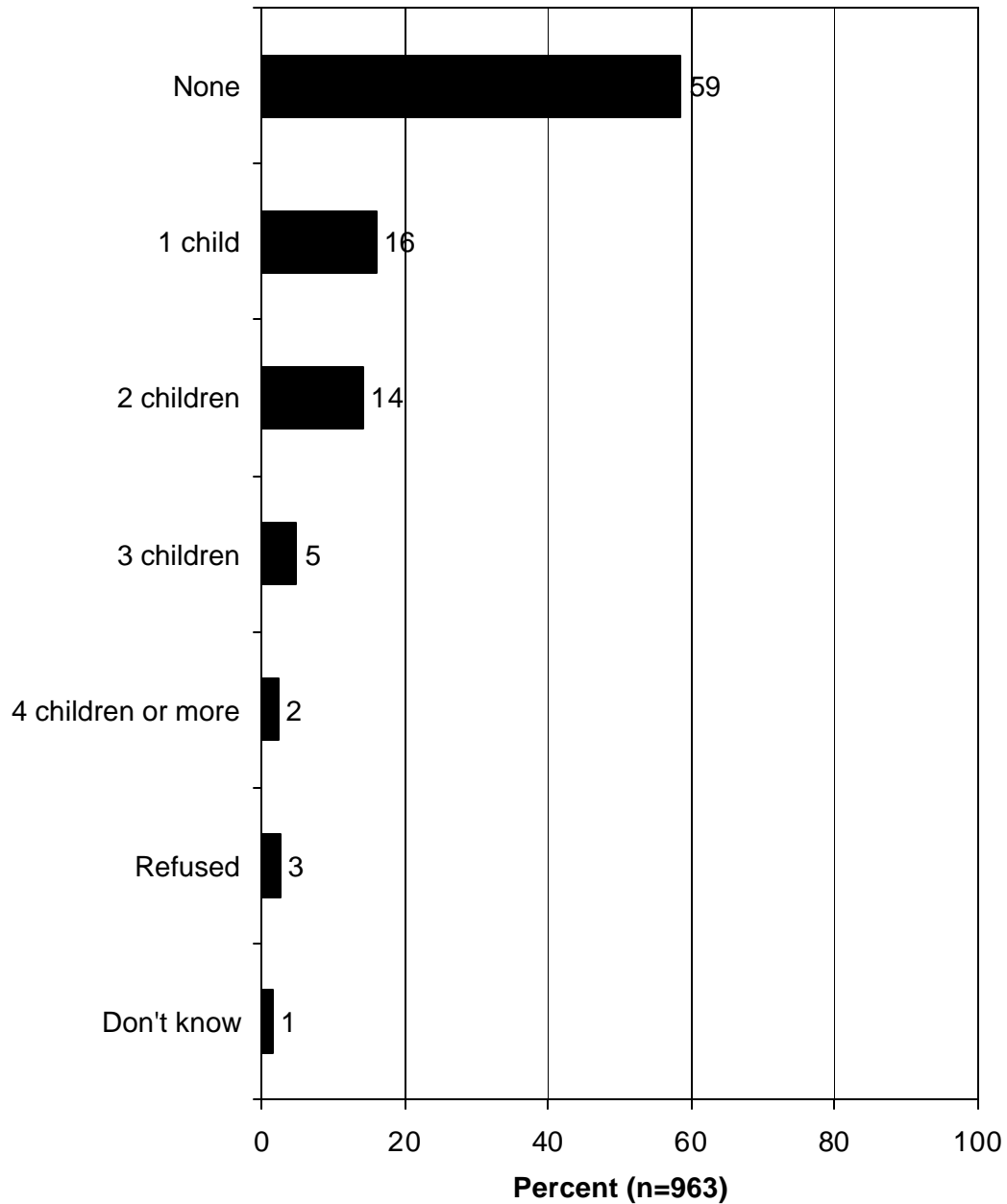
**Q117. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?**



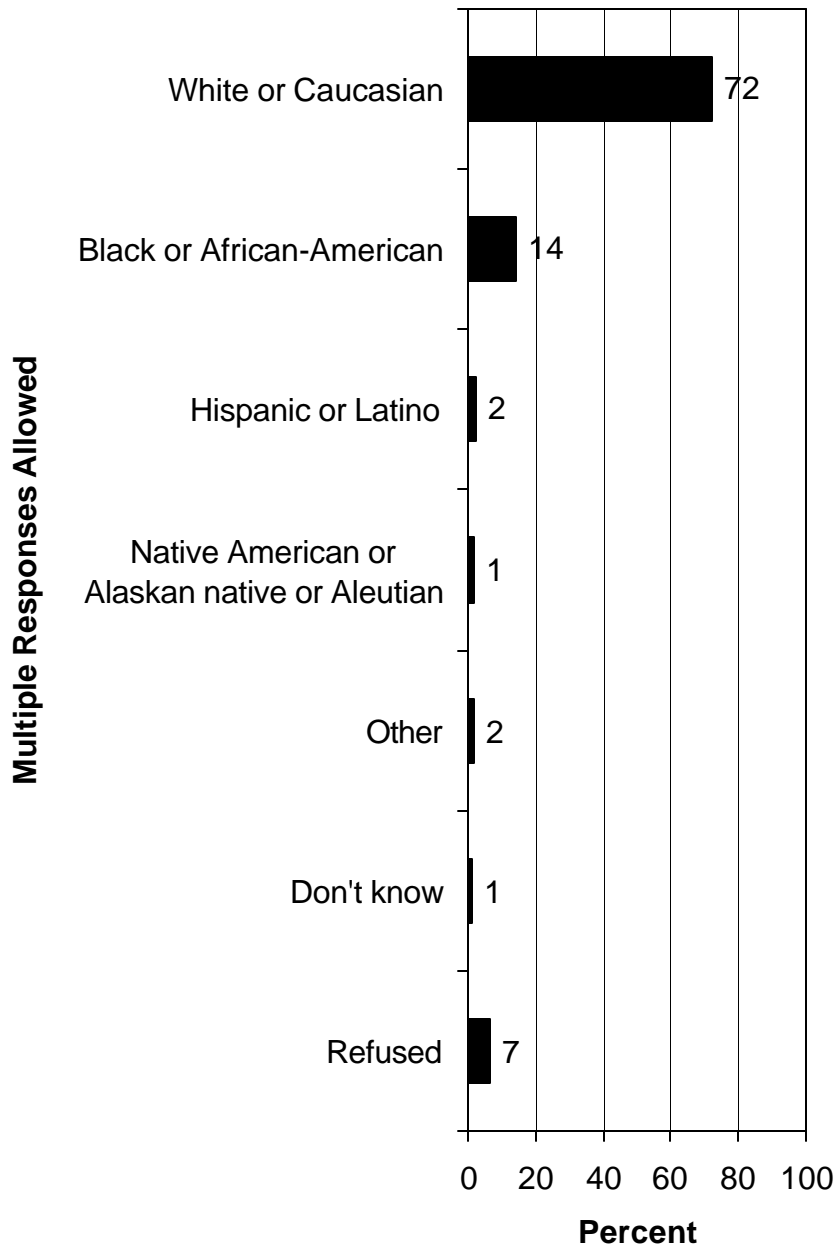
**Q118. Including yourself, how many people do you have living in your household?**



**Q120. How many children, age 17 or younger, do you have living in your household?**



**Q131. What races or ethnic background do you consider yourself?**



## ADDITIONAL COMMENTS

<b>Q137. That's the end of the survey. Thanks for your time and cooperation. If you have any additional comments, I can record them here.</b>
"Think before you toss" is the most effective slogan. Remember the Indian with the tear; silence is golden.
Reporting litter depends on type and amount.
Reporting littering depends on degree of littering.
Educational campaigns are effective if started at a young age.
A good slogan would be "Treat it like your house!"
I agree to publishing corporate littering, not individual.
Punishment should fit the crime—the degree of littering. I might suggest to individual to pick up trash.
Air and water are more important than litter.
Anything you can do to prevent/clean up litter would be appreciated.
Ban roadside memorials (for people killed in traffic accidents). They become unsightly and are a distraction.
Bottle and can redemption programs have been very effective in New England, and recycling should really be expanded.
Bring back the "Crying Indian" anti-litter ad campaign. Make it easier to dispose of large and hazardous items as well as household trash. Establish neighborhood trash watch programs.
Celebrity would have to be well liked and recognized by all—perhaps different ones for different audiences.
Concerned that people would use hotline to retaliate against people they didn't like by saying they littered when they didn't.
Could cameras, like traffic control cameras, be used to catch litterers?
Do a statewide clean-up effort and publish it more.
Don't know where to report trash dumping—law enforcement has bigger fish to fry. But we need to enforce litter laws; don't know how.
Don't make a law unless you can enforce it.
Don't litter.
I doubt the effectiveness of using 1-800 to report littering; use of Website depends on amount of trash.
Use a chain gang to clean up litter.
Need enforcement of some kind.
Environmental (air, energy, and pollution situations) are major, and addressing litter important—more so as a nuisance. Overall environment important and education needed.
Europe is much cleaner; we should look into how they do it.
Litter is an eyesore and hard to clean up. It wastes money.
Fine the people who are doing the littering; when you hit their pocketbook, you'll get their attention.
Get busy and do something about the problem. Rural areas don't have proper areas for their waste.
Get it clean.
Get someone out here to look at the area where I live; nobody will clean it up.
Glad to hear something like this going on. Have lived in South since 1970 and have seen improvement.
I hate that people ruin rivers, streams, and the streets. What people throw out is ridiculous, and they could take it easily to the dumps—it's free! Why do they do it? It's sorriness.
I hope there is a program to help with. I feel strongly about the environment.
I am glad to see that there is state awareness.
I don't think they can catch people littering; there are more important things to worry about.
I hope they are not going to make this a big deal; there are bigger issues in Georgia to worry about.
I hope this will help the government fight litter in Georgia.

I hope you guys do something about this litter problem.
I just wish that more people would care about the trash that they throw out.
I moved here from Japan, and recycling is much more widespread and effective there. Georgia needs more recycling centers and programs.
I support any initiative to clean up Georgia, especially locally based programs.
I think that a spokesperson and awareness are the strongest way to make people think.
I think that another option would be a well-known, respected politician who would talk about the costs of littering.
I think that the slogan "Keep it clean, y'all" would be offensive to Southerners.
I think that there should more fine reinforcement.
I think that they should enforce more on the litter.
I wish that you would do something to clean up the waterways and rivers.
I would like to see things cleaned up; the only way to clean things up is to catch and stop litterers and make them clean up.
There are too many tires on road. Why can't we have bottle refunds in Georgia?
If I got caught it, it would help to prevent me to be in the newspaper—would cause shame. I littered when younger; now want to be an example. Should take pride in school, keep it clean. School is a big influence. Start young.
If the laws were enforced and fines were actually levied, then the behavior would be modified.
If the litter was a lot or dangerous, I would report; but it's not a priority.
If they could find out who was littering, it would be more helpful.
I'm glad that you involved me in your survey; we all need to take a part in cleaning up.
In Georgia, I suggest a NASCAR or other sport's figure as spokesperson.
In Indiana, Michigan, and Ohio, they charge a deposit on cans and bottles; maybe Georgia can try this. Most people litter cans and bottles.
Instead of fines for littering, there should be mandatory one-month litter clean-up details for first offenders—longer plus fines for hazardous litter or repeat offenders.
It is important to place emphasis on environment, especially rivers; litter snowballs.
It's an accountability issue; everything starts in the home.
It's hard to answer the questions yes, no and maybe. The governor needs to consider spay/neuter policies in Georgia along with the litter program; animals are being littered.
Jump in with both feet if you're going to do it—to the governor.
"Keep it clean, y'all" would be an offensive stereotype of Southerners.
Keep messages positive. Emphasize how great Georgia is and foster pride. Expand recycling.
Lack of information on who to call/report to is why litter goes on. People need to know they could get caught easily. The concern—and where signs need to be—is on the city roads.
Law enforcement should be enforcing the littering laws; should catch those who litter and fine them—might put a stop to some littering.
I would like to know the 800 number to report littering.
I would like to see more effort in the prevention of litter—greater public awareness.
I like the sign "No butts, no bottles, no trash, no cans—but if you must, \$1000 fine."
Litter is a big problem in Georgia.
Litter is an important issue because that's what people see. How much someone is littering would determine if I would report them.
Litter needs to be cleaned up.
Need to enforce litter prevention programs and laws more aggressively.
Local city officials would be effective spokespersons.

Make sure that roadsides/medians are picked up before mowing so litter isn't shred and spewed onto roads.
Maybe stronger and more publicized enforcement efforts would help.
Messages and catch-phrases are fine, but perhaps more effective would be the inclusion of actual, cold statistics and figures in the anti-littering advertising and campaigning—e.g., X-amount dollars are wasted every time you litter.
Need more publicity about recycling and more places to recycle.
More resources should be devoted to improving energy efficiency (oil) than littering.
Most effective means to prevent littering would be to establish fine signs and enforce them.
Need to enforce the littering laws a lot more.
Need enforcement, but I don't think people who litter pay attention to prevention programs.
Need more local programs, and they have to be publicized. Also need enforcement. I actually reported someone—even gave a tag number—and got no response.
Need more receptacles—and need to empty them more often. Coordinate local environmental groups, schools, and civic associations in prevention efforts.
Need more signs, stiffer fines, and more enforcement of the fines.
Need more signs or commercials. Community people need to be involved in commercials, etc.; people will want to get involved.
Need more signs out and a 800 number to call.
Need more sites/programs for disposing of large items. What about installing tire shredders at Highway Department garages and using shred for mulch/fill? Suggest some kind of anti-litterbug character (like Smokey Bear) program for schools.
Need much more emphasis on recycling.
Need to appeal more to young people, and the slogans you read seem a little tired. Celebrity spokespersons need to appeal to a younger demographic.
Need to do something about trash. Need to have more ads for littering and more enforcement.
Need to help seniors after 9/11. Many suffered health-benefit wise (insurance isn't good and costs too high—not affordable).
Need to enforce the littering law so that people realize that if they litter they have more of a chance of getting caught.
Need to make littering a felony; raise fines significantly and publicize arrests and fines.
There are no repercussions; need stricter laws with more harsh penalties.
Littering is not the biggest problem in Georgia.
People are going to do what they are going to do. The longer you wait, the bigger the problem and the more it costs. Littering is a habit that people don't want to break.
Perhaps it would be helpful to have some kind of message in Spanish or something geared toward Spanish-speaking litterers. Businesses should also be held more responsible for discouraging littering, particularly as it occurs among workers.
Put in paper after third offence. Litter prevention: educating the public, getting community involved, and teaching people to care.
Really need to remove debris/tire scraps from highways.
I recycle everything. I do not litter, and I am teaching my children not to litter. Reporting littering depends on degree of littering.
I see littering every day. There is danger in reporting crime.
Animals/Wildlife suffering is a major problem and should be addressed.
There should be more recycling.
Names should be published conditionally—i.e., not for a candy wrapper, etc. The slogans are somewhat effective but very unlikely to stop people from littering.
Sign should say "Be ashamed, clean up your mess."

Slogans and programs are mostly preaching to the choir. Must have a place to report littering that will bring rapid response and enforcement of penalties.
Slogans would be more effective if they noted fines or penalties—i.e., "Litter Costs You \$500 if you're caught." Enforce.
Some celebrity who is looked up to would be a good spokesperson, like an astronaut or a race car driver.
There should be stiffer fines: \$300 fine for tossing a coke can.
Need strong programs in schools to develop good habits early; it's hard to break bad habits.
I came from Southern California, which is cleaner, and was surprised by litter in/along streets; initially turned off by trash. I hope measures are taken to keep Georgia clean and to make it a desirable place to live and visit.
The best way to deter people from littering is to give out more tickets and fines for littering.
The government needs to be spending money on more important things than paying an independent company to do a survey on litter.
Prisoners pick up most of the time, so I really don't see litter that much.
There is more litter in lower income areas because no one comes to pick it up.
All stores and commercial buildings should be required to have acceptable ashtrays (other than trash cans); if they don't, they should be fined.
Adopt-a-Highway is very effective for those who do it—a big eye opener.
I think a bigger dent could be made if younger kids were educated through programs in school; get them early.
I think the guys who cut the grass should have prisoners or someone pick up litter before mowing. Reporting littering depends on degree of littering.
There are litter problems, but more important issues are out there. And the litter issues in this survey don't matter. Think on a grander scale, like dumping and factories.
The thing that irritates me most is people who throw their dirty diapers on the highway.
Those most prone to litter will litter if they choose to and will not pay attention to what anyone says. No one says littering is good; everyone is aware those who do it just don't care.
Transportation, taxes, and lack of urban planning are urgent in this state; litter is not an issue.
TV ads would be great.
Unless people are prosecuted immediately and often, those slogans will fall on deaf ears; they aren't effective. A good place to start would be with law enforcement itself (littering cigarettes).
Use ordinary people from the community in commercials.
Use the schools to get the message out to the community.
We don't want sand pumped onto the beaches because of the toxic waste in the water and the sediment in Glenn County. We want the air cleaned up from Hercules. The politicians are not admitting to the pollution existing in our area.
We have a problem with noise pollution, especially loud car music, and it is hard to keep people living here with this around.
We have lived all over the country and Georgia has one of the worst trash and litter problem in the U.S.
We like a clean state. Making a good impression when people come to visit is important.
What about some kind of youth job program that involves litter patrols or even some kind of lottery ticket to pay for a program like that?
I wish people wouldn't trash our state.
I would like to see stronger action taken against people who litter—and more clean up programs, including cars and derelict buildings.
I would report littering if it was a big, blatant amount of trash.
Information should be sent to homes to explain to children the importance of not littering.

## **ABOUT RESPONSIVE MANAGEMENT**

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, needs assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed Websites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN's *Crossfire*, ESPN, *The Washington Post*, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front page of *USA Today*.

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