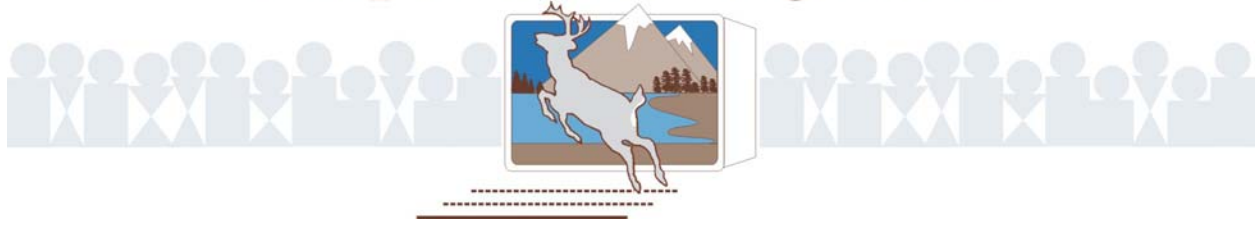


Responsive Management



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

2007 UPDATE

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

by Responsive Management

2007

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

2007 UPDATE

2007

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Judy Bowles, Lynn Cobb, Lauren Curry, Lillian Jackson, Ross King,
Harriotte McDannald, Lauren Travis, and Connie Wiggins.

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 a telephone survey of Georgia residents 18 years of age and older.

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 Governor's Litter Abatement and Prevention Task Force. Responsive Management conducted a pre-test of the questionnaire and made revisions to the questionnaire 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. The survey was conducted in November 2007. Responsive Management obtained a total of 1,001 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. The analysis included an examination of trends on questions that are the same from the 2006 study. Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Georgia residents, the sampling error is at most plus or minus 3.097 percentage points.

OPINIONS ON AND PERCEPTIONS OF LITTER AND ITS EFFECTS

- The overwhelming majority of Georgia residents (90%) think that litter is a problem in Georgia, about equally split between saying it is a *major* problem or *minor* problem; only 7% do not consider it a problem in Georgia. Regarding their own communities, Georgia residents are only slightly more positive: 79% consider litter a problem in their community, but most of those say it is a *minor* problem, and 20% think it is not a problem at all in their community.

- Georgia residents were asked what they think about when they think of litter. Most commonly, they gave general answers reiterating what litter is (45%), they mentioned trash specifically along roadways (36%), they mentioned paper, bottles, and/or food packaging (29%), or they mentioned cigarette butts (9%).
- The interviewers read respondents 13 statements and asked them if they agreed or disagreed with each. The statements with the highest *strong* agreement among Georgia residents are, “Litter costs taxpayers money” (82% *strongly* agreed), “Litter hurts Georgia’s environment” (81%), “Seeing litter...upsets you personally” (78%), “Litter is expensive to clean up” (76%), and “Litter can be a health hazard” (73%). The least *strong* agreement is for “Litter is okay every once in a while” (2%).

OCCURRENCES/PREVALENCE OF LITTERING IN GEORGIA

- Most commonly, Georgia residents say, when asked about the proportion of the population that litters, that *some* people litter (48%)—the middle answer in the 5-point scale (all, most, some, few, none). However, 24% say that *most* people litter, and another 5% say that *all* people litter—higher percentages in the upper end of the scale than in the lowest end.
- When asked if they personally know somebody who has littered within the past 2 years, the majority of Georgia residents do not (58%). Nonetheless, a substantial percentage (39%) know somebody who has littered within the past 2 years.
 - In the trends analysis, a smaller percentage in 2007 say that they know somebody who has littered in the previous 2 years, when compared against the 2006 study. Note that differences are significant using the “difference of proportions z test.”
- When asked if they had ever personally littered, the majority of Georgia residents (55%) indicate that they have not littered, while 42% admit to having littered. The overwhelming majority of those who have littered (80%) did *not* litter in the past 12 months, suggesting that many of those who answered that they had ever littered were admitting to *past* behavior. Of

those who had littered, 16% had done so in the past 12 months (overall, this means that about 7% of *all* respondents had littered in the past 12 months).

- Another question asked about the frequency of littering: 73% say that they never litter, but 24% admit to some level of littering. Fortunately, only 3% say that they litter *sometimes* or *often*.
- An analysis of age and gender on personal behavior regarding littering shows that the propensity for a respondent to answer that he or she has littered is highest among the youngest age group, and the propensity decreases, in general, with age. Additionally, for most age groups, males are more likely than females to answer that they have littered.

OPINIONS ON ACCEPTABILITY OF LITTERING

- When asked if littering is acceptable at some times, the overwhelming majority of Georgia residents (94%) say that it is never acceptable. Nonetheless, small percentages think littering is acceptable rarely (4%) or sometimes (1%).
 - The most common answers regarding *when* it is acceptable to litter (among those who say that there are times when it is acceptable to litter) is never (20%) and when the litter is biodegradable (20%). Both answers appear to demonstrate awareness of the environmental aspects of littering. The third answer indicates that, for some of these people, convenience is paramount: 18% of these respondents say it is acceptable to litter if there is no trash receptacle provided or nearby.
- Respondents who had littered were asked how they feel when they litter. The majority (59%) admitted feeling bad or feeling that they had/have done something wrong (many of them talked in the past tense—that they felt bad at the time, but that they do not currently litter), but 18% say that they did not care or do not care.

OPINIONS ON WHY PEOPLE LITTER

- The majority of Georgia residents (56%) say that people litter because it is simply easier to do than to dispose of trash properly. More than a quarter (26%) say it is because people do not care. Other notable reasons include that those who litter were not raised right or that they

were not taught not to litter (9%), that people do not know about the effects of littering (8%), and that people are disrespectful and rude (6%).

- Among those who admitted having littered at some time, common reasons for doing so included being lazy (20%), being ignorant or stupid, often in the context of past behavior (19%), doing so out of convenience (15%), doing so because no trash receptacles were nearby (14%), or doing so because they did not care (11%).

OPINIONS ON CONSEQUENCES TO THOSE WHO LITTER IN GEORGIA

- The large majority of Georgia residents (71%) do not think that a person who litters is likely to get caught or fined. Only 24% think that being caught or fined is somewhat or very likely—with most of those saying only *somewhat* likely.
- A small percentage of Georgia residents (5%) indicate that they have been caught or fined for littering (the overwhelming majority—95%—have not). Based on the results to this and other questions, some Georgia residents have obviously littered without being caught.
- Most commonly, Georgia residents say that they would be not at all likely to report seeing somebody litter (39%). Nonetheless, a majority (56%) indicate that they would be *somewhat* or *very* likely to report littering, although slightly more say *somewhat* than *very*.
 - Among those who indicated likelihood to report somebody littering, the majority (61%) would report it to the police.
- A majority of Georgia residents (77%) would be very or somewhat likely to use a toll-free hotline to report littering, but 20% would be not at all likely to do so.
 - Nearly half of Georgia residents (48%) think that people's knowledge that they could be reported through a toll-free tip line would be *somewhat* effective as a deterrent, and another 29% think it would be *very* effective (for a total of 77% thinking it would be at least somewhat effective). A substantial amount (19%) think it would be not at all effective.

- A website for reporting littering appears to have only limited utility on the reporting end of the process (whether there would be any utility in the other end of the process—getting actual investigations or arrests—is outside the realm of this study), as only 24% would be *very likely* to use such a website, while 25% would be *somewhat likely*. Meanwhile, nearly half (49%) would be *not at all likely* to use such a website.
 - The perceived effectiveness of a website for reporting littering is low—less than that for a telephone hotline. For a website, 66% think it would be effective, but *somewhat effective* was given as an answer much more often than *very effective*. A substantial percentage (28%) think it would be *not at all effective*.

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

- When Georgia residents are asked who is responsible for educating the public about litter issues and litter prevention, the most common answers are the state government (26%), schools (24%), the local government (24%), or parents (21%).

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

- Just over half of Georgia residents (53%) have heard or seen litter prevention messages in Georgia. The trends analysis found that a slightly higher percentage of Georgia residents have seen or heard an anti-littering message in 2007 than in 2006. Note that differences are significant using the “difference of proportions z test.”
 - Of those who have seen or heard litter prevention messages, the majority (53%) see or hear them *often* or *sometimes*; however, 46% see or hear them no more than *rarely*. In the trends analysis, it appears that the frequency of seeing or hearing anti-littering messages is higher in 2007 than in 2006. Note that differences are significant using the “difference of proportions z test.”
 - Of those who have seen or heard litter prevention messages, the most commonly seen or heard messages are “Keep Georgia Beautiful” (17%), road signs indicating that littering is illegal (16%), “Keep America Beautiful” (9%), and “Don’t Be a Litter Bug” (7%). Note that 3% indicated having seen “Litter. It Costs You.”, and 3% saw “Only Losers Litter”. This was an open-ended question, with no prompts from the interviewer, and the

respondent could say anything that came to mind. In situations like this, respondents often forget certain messages that they have actually been exposed to; once they hear or see the message again, they may remember seeing or hearing the message previously. This survey later asked about the two specific messages, “Litter. It Costs You.” and “Only Losers Litter”; the results to these questions are discussed below.

- Television (54%) and roadside signs (52%) are the most common sources, by far, among those who saw or heard a litter prevention message.
- Of those who have seen or heard litter prevention messages, 30% have seen or heard, “Litter. It Costs You.”. Note that this question asked specifically about this particular message, with the message itself within the question wording. Therefore, the percentage who had seen or heard it is substantially higher than when respondents were asked previously in an open-ended question to name the messages that they had seen or heard.
- Of those who have seen or heard, “Litter. It Costs You.”, 39% see or hear it *often* or *sometimes*, but 57% see or hear it no more than *rarely*.
 - Of those who have seen or heard, “Litter. It Costs You.”, 45% saw and heard it on television, 25% saw it on roadside signs, and 18% heard it on radio—the three most important sources.
- Of those who have seen or heard litter prevention messages, 16% have seen or heard, “Only Losers Litter”. Note that this question was also asked directly, not open-ended. See the bullet above for a discussion of this.
- Of those who have seen or heard, “Only Losers Litter”, 48% see or hear it *often* or *sometimes*, but an equal percentage (48%) see or hear it no more than *rarely*.
 - Of those who have seen or heard, “Only Losers Litter”, 48% saw and heard it on television, 20% heard it on radio, and 13% saw it on roadside signs—the three most important sources.

- About a third of Georgia residents (31%) are aware of litter prevention and abatement programs in their community.
 - Adopt-a-Highway is the most commonly known program. Otherwise, respondents most commonly know about local community or club programs.

PERCEPTIONS OF EFFECTIVENESS OF LITTER PREVENTION MESSAGES

- While the large majority of Georgia residents (79%) think that litter prevention messages and campaigns are effective at preventing litter, most of those think they are only *somewhat* effective rather than *very* effective. Meanwhile, 18% think they are not at all effective.
 - Similar results are found among those who have seen litter prevention messages, when they are asked about the effectiveness of the messages *that they have seen or heard*: 74% think they are effective, but most of those think they are only *somewhat* effective. Meanwhile, 22% think those messages *that they have seen or heard* are not at all effective.
- The perceived effectiveness of the prevention message, “Litter. It Costs You.”, among those who have seen or heard it is similar to the perceived effectiveness of campaigns in general discussed immediately above. Of those who have seen the litter prevention message, “Litter. It Costs You.”, 80% think it is effective, but most of those think it is only *somewhat* effective, and 17% think it is not at all effective. This question was also asked of those who did *not* see or hear that message: while 71% think it would be effective, most of those think it would be only *somewhat* effective, and 23% think it would be not at all effective.
- The perceived effectiveness of the prevention message, “Only Losers Litter”, among those who have seen or heard it is about the same as the perceived effectiveness of other campaigns discussed previously. Of those who have seen the litter prevention message, “Only Losers Litter”, 73% think it is effective, but most of those think it is only *somewhat* effective, and 18% think it is not at all effective. This question was also asked of those who did *not* see or hear that message: while 64% think it would be effective, most of those think it would be only *somewhat* effective, and 28% think it would be not at all effective.

- Crosstabulations were conducted of the perceived effectiveness of the two anti-litter messages that were asked about in the survey (“Litter. It Costs You.” and “Only Losers Litter”) by age and gender. For this analysis, each answer in the answer set was given a numerical value: very effective = 2, somewhat effective = 1, and not at all effective = 0. Using these values, means were run by age and gender groups.
- For both messages, women perceive them to be more effective at preventing litter than do men.
 - For both messages, younger women perceive them to be more effective than do older women.
 - For the message, “Litter. It Costs You.”, younger men perceive it to be more effective than do older men.
 - For the message, “Only Losers Litter”, older men perceive it to be more effective than do younger men. Indeed, younger men gave it a quite low effectiveness rating. One could conjecture that this negative reaction among young men may actually indicate that the message is having an effect on their perceptions—that it may bother them. However, this conjecture is outside the scope of this study.
- Most Georgia residents (70%) agree having well-known spokespersons makes anti-littering messages more effective, while 25% disagree.
- Among those who gave an answer regarding who would be effective as a spokesperson, those seen as authorities on litter that the respondents would listen to most commonly are politicians or government officials (38%) or famous entertainers and athletes (27%). Note that 15% specifically mentioned Governor Sonny Perdue.

PARTICIPATION IN LITTER CLEAN-UP PROGRAMS

- The majority of Georgia residents (77%) have *not* participated in a litter clean-up program in the past 2 years; however, 22% have done so, most commonly the Adopt-a-Highway program. Single event or area-specific programs had a few participants, as did local civic groups or neighborhood groups.

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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 a telephone survey of Georgia residents 18 years of age and older. Note that a similar study was conducted in 2006. Specific aspects of the research methodology are discussed below.

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. The telephone survey questionnaire was developed cooperatively by Responsive Management and the Governor's Litter Abatement and Prevention Task Force. Responsive Management conducted a pre-test of the questionnaire and made revisions to the questionnaire 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 November 2007. Responsive Management obtained a total of 1,001 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. The analysis included an examination of trends on questions that are the same from the 2006 study.

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Georgia residents, the sampling error is at most plus or minus 3.097 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 3.097 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 1,001 and a population size of 6,911,716 Georgia residents 18 years old or older.

Sampling error equation:

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

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).

A final note about punctuation in the report text. Standard punctuation rules for quotation marks stipulate that periods and commas are put inside quotation marks, even when the period or comma is not part of the material intended to be demarcated by the quotation marks. However, this text discussed two anti-littering messages that made following this rule problematic because one of the messages had punctuation marks within it. Therefore, only the message itself, including any punctuation, is included in quotation marks when they are discussed in the text. For instance, the text says:

Note that 3% saw “Litter. It Costs You.”, and 3% saw “Only Losers Litter”.

These instances when standard punctuation rules were not followed were intentional.

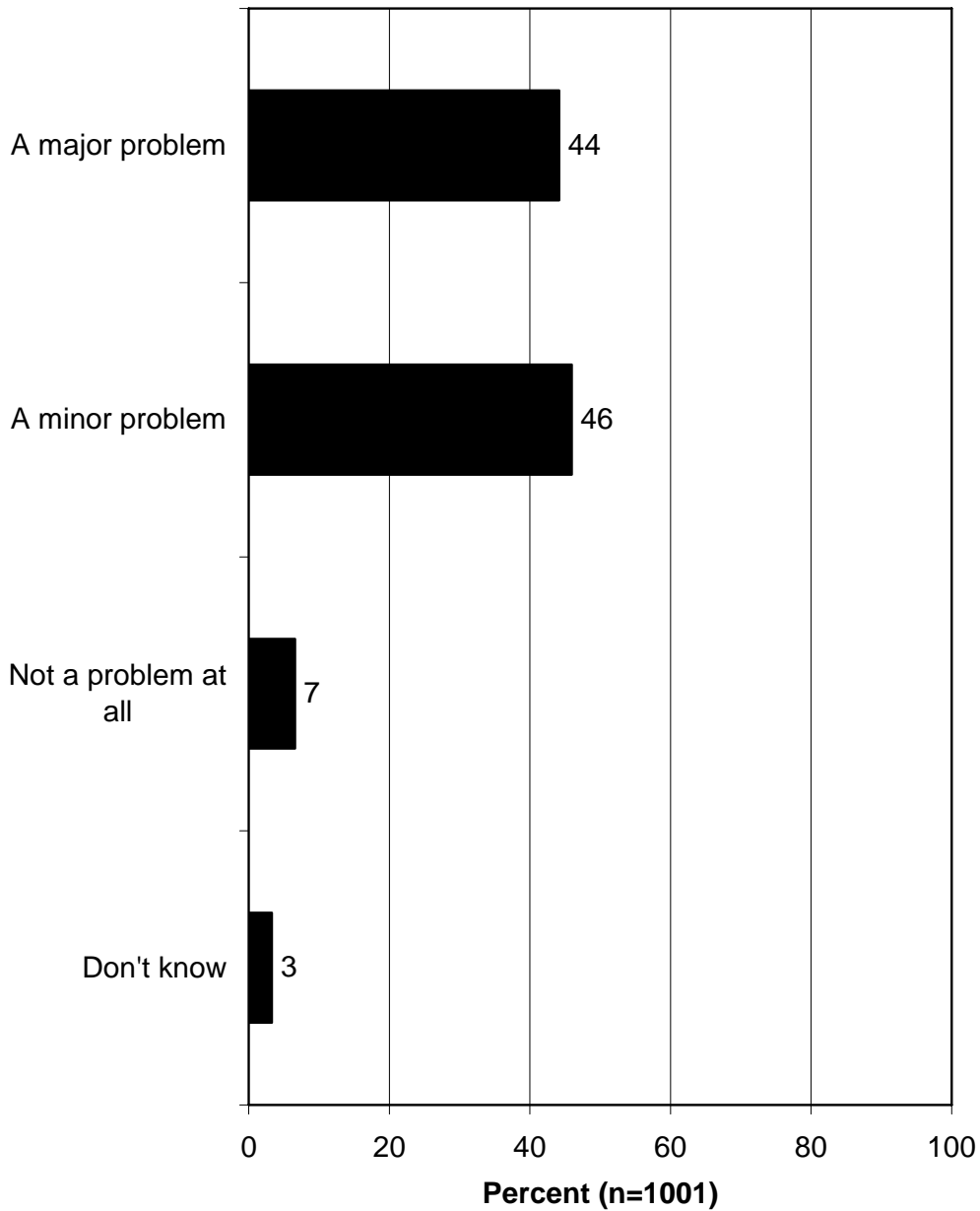
OPINIONS ON AND PERCEPTIONS OF LITTER AND ITS EFFECTS

- The overwhelming majority of Georgia residents (90%) think that litter is a problem in Georgia, about equally split between saying it is a *major* problem or *minor* problem; only 7% do not consider it a problem in Georgia. Regarding their own communities, Georgia residents are only slightly more positive: 79% consider litter a problem in their community, but most of those say it is a *minor* problem, and 20% think it is not a problem at all in their community.
 - In the trends analysis, perceptions of litter as a problem are not markedly different from 2006 to 2007.

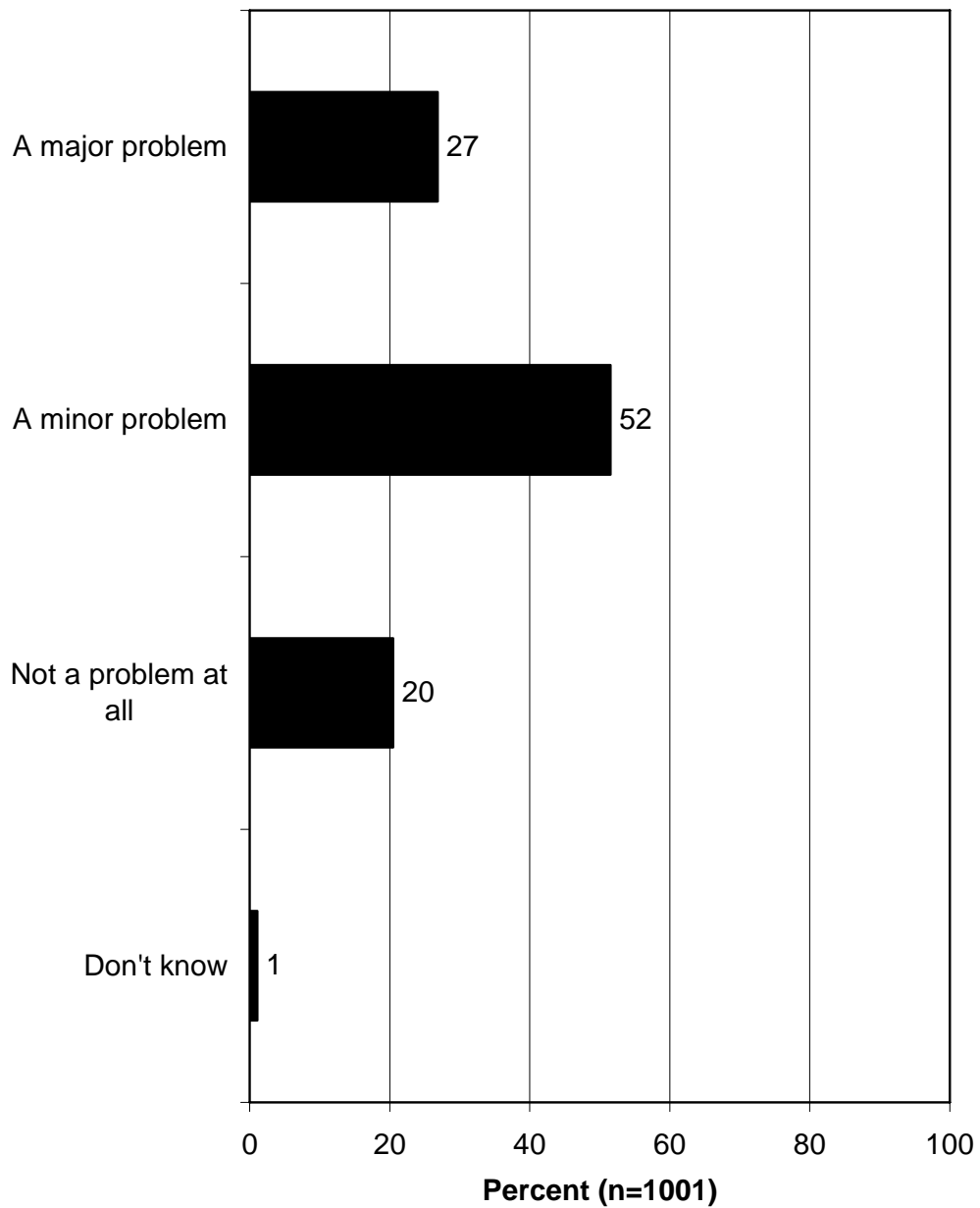
- Georgia residents were asked what they think about when they think of litter. Most commonly, they gave general answers reiterating what litter is (45%), they mentioned trash specifically along roadways (36%), they mentioned paper, bottles, and/or food packaging (29%), or they mentioned cigarette butts (9%).

- The interviewers read respondents 13 statements and asked them if they agreed or disagreed with each. The statements with the highest *strong* agreement among Georgia residents are, “Litter costs taxpayers money” (82% *strongly* agreed), “Litter hurts Georgia’s environment” (81%), “Seeing litter...upsets you personally” (78%), “Litter is expensive to clean up” (76%), and “Litter can be a health hazard” (73%). The least *strong* agreement is for “Litter is okay every once in a while” (2%).
 - For every statement except one (“Littering is okay every once in a while”), the percent who *strongly* agreed was lower in 2007 than in 2006. Note, however, that the differences are small.

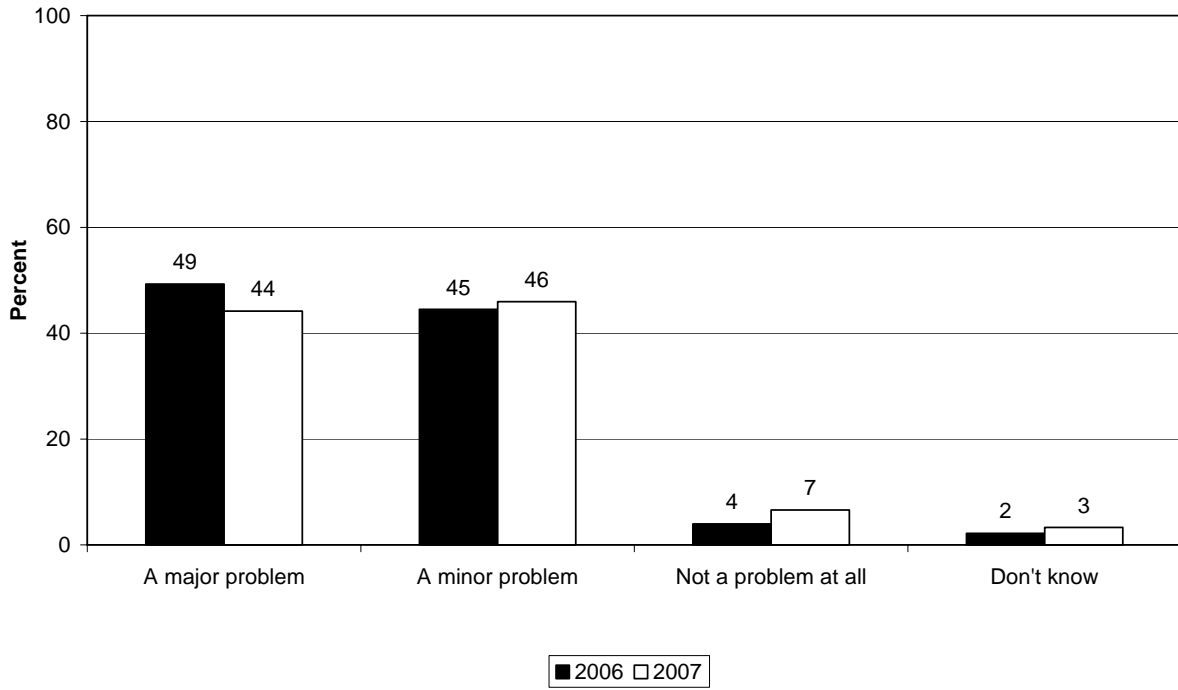
Q7. In general, would you say litter is a major problem, a minor problem, or not a problem at all in Georgia?



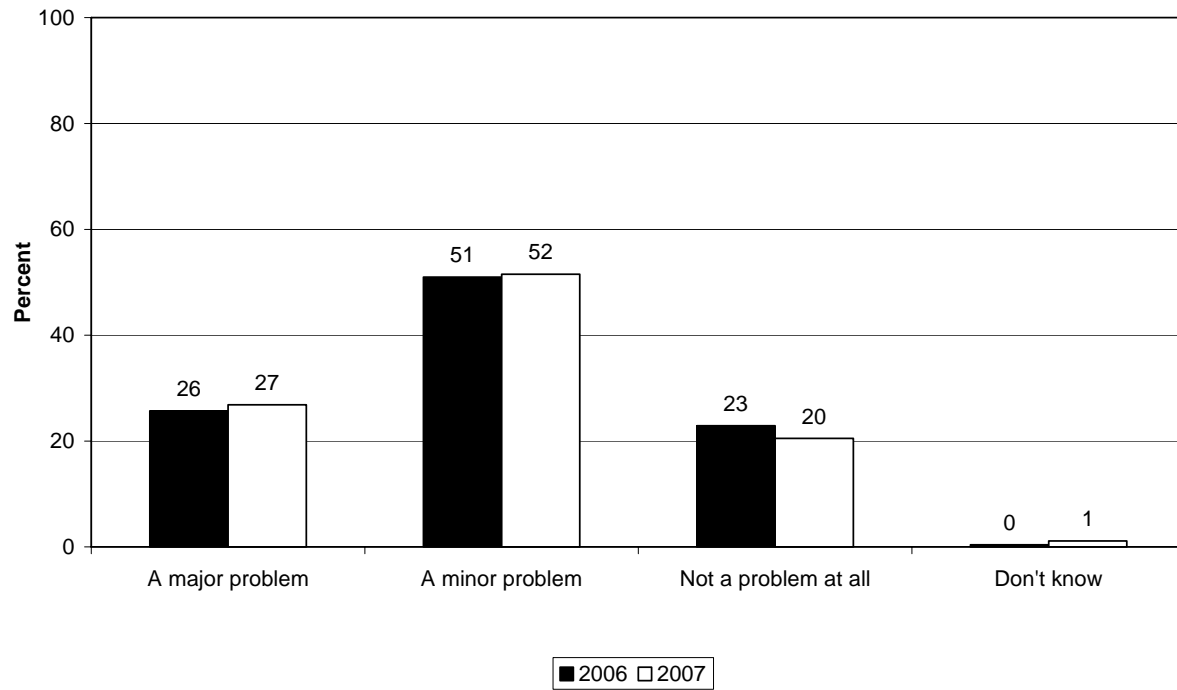
Q9. In general, would you say litter is a major problem, a minor problem, or not a problem at all in your community?



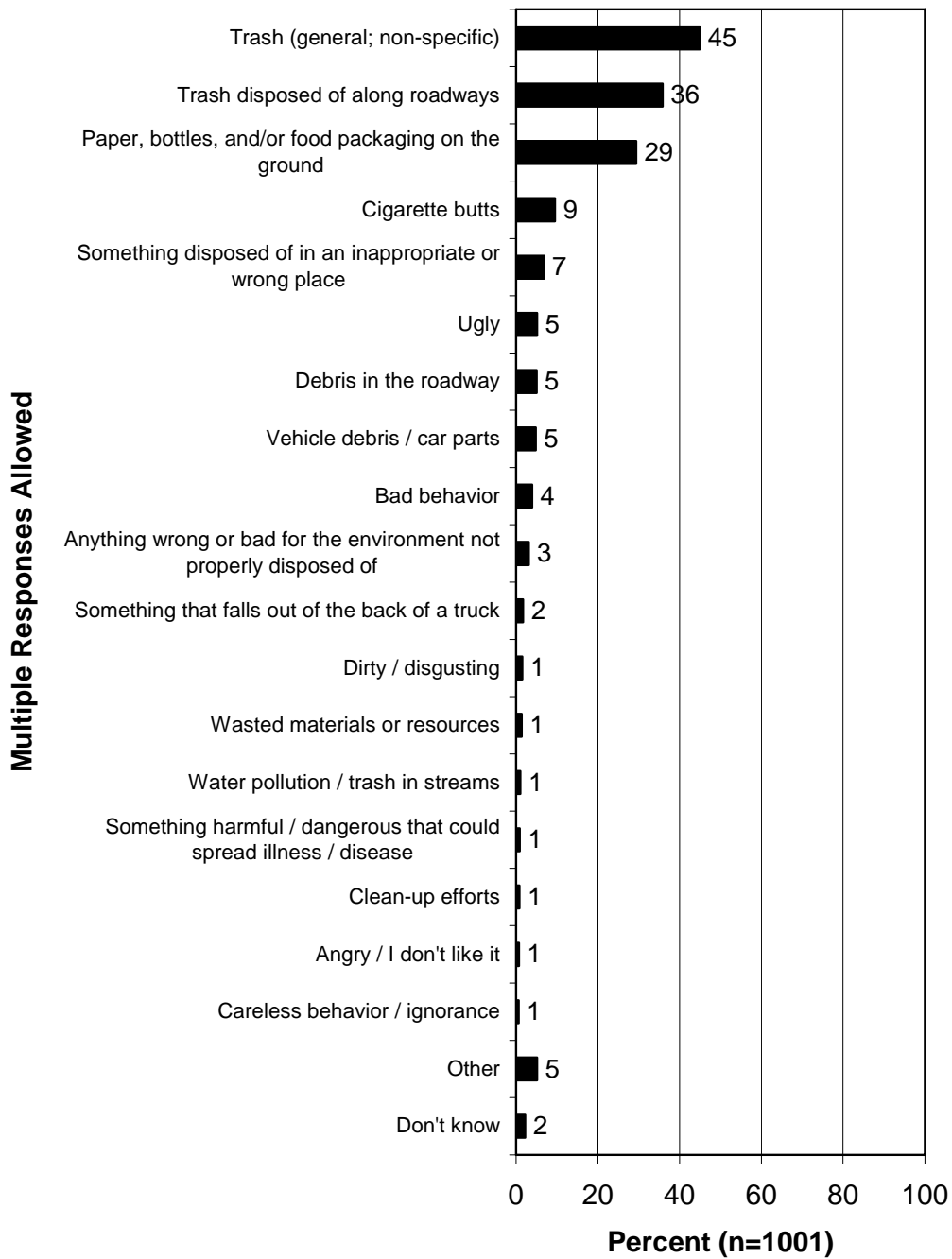
Q17/Q7. In general, would you say litter is a major problem, a minor problem, or not a problem at all in Georgia?



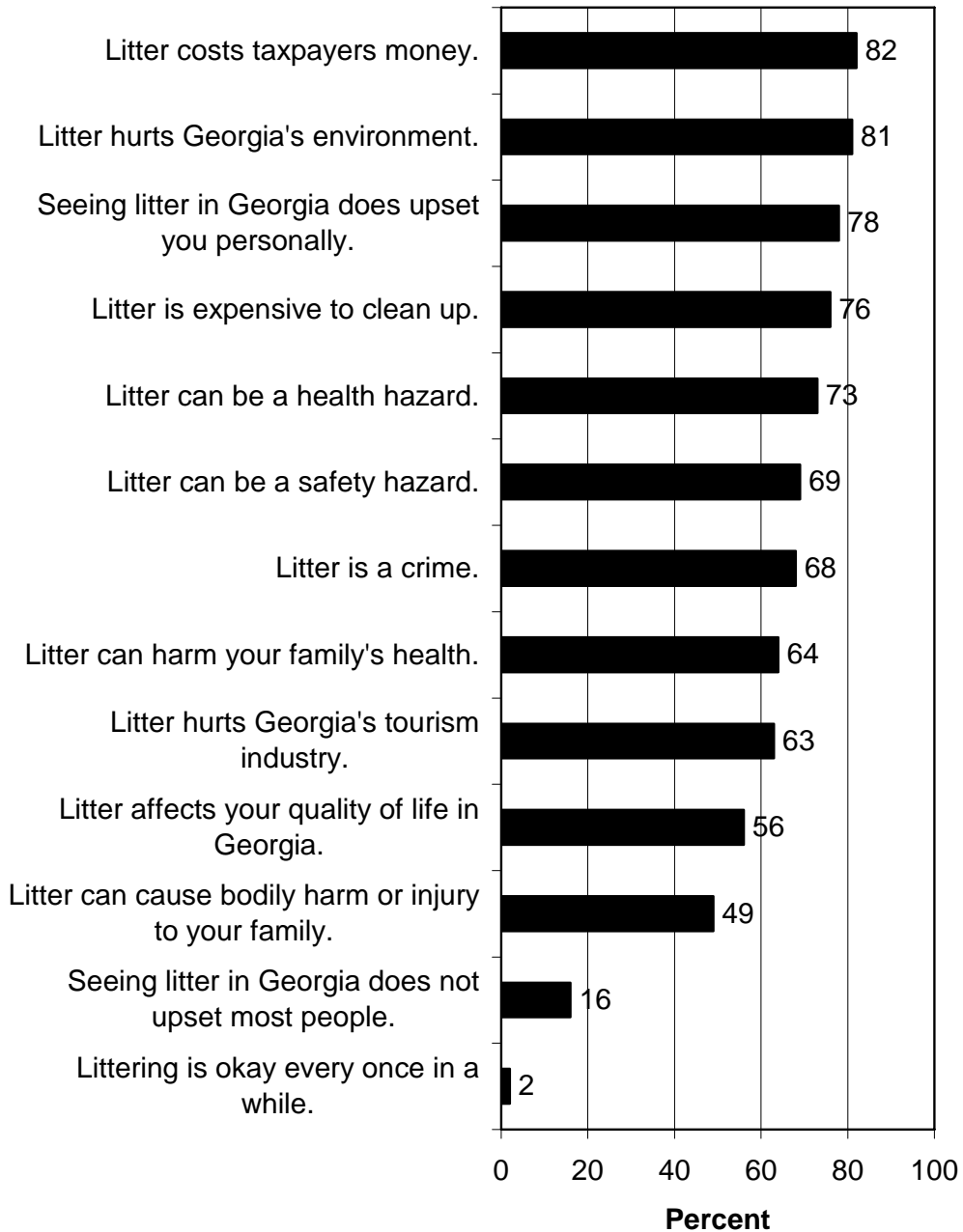
Q18/Q9. In general, would you say litter is a major problem, a minor problem, or not a problem at all in your community?



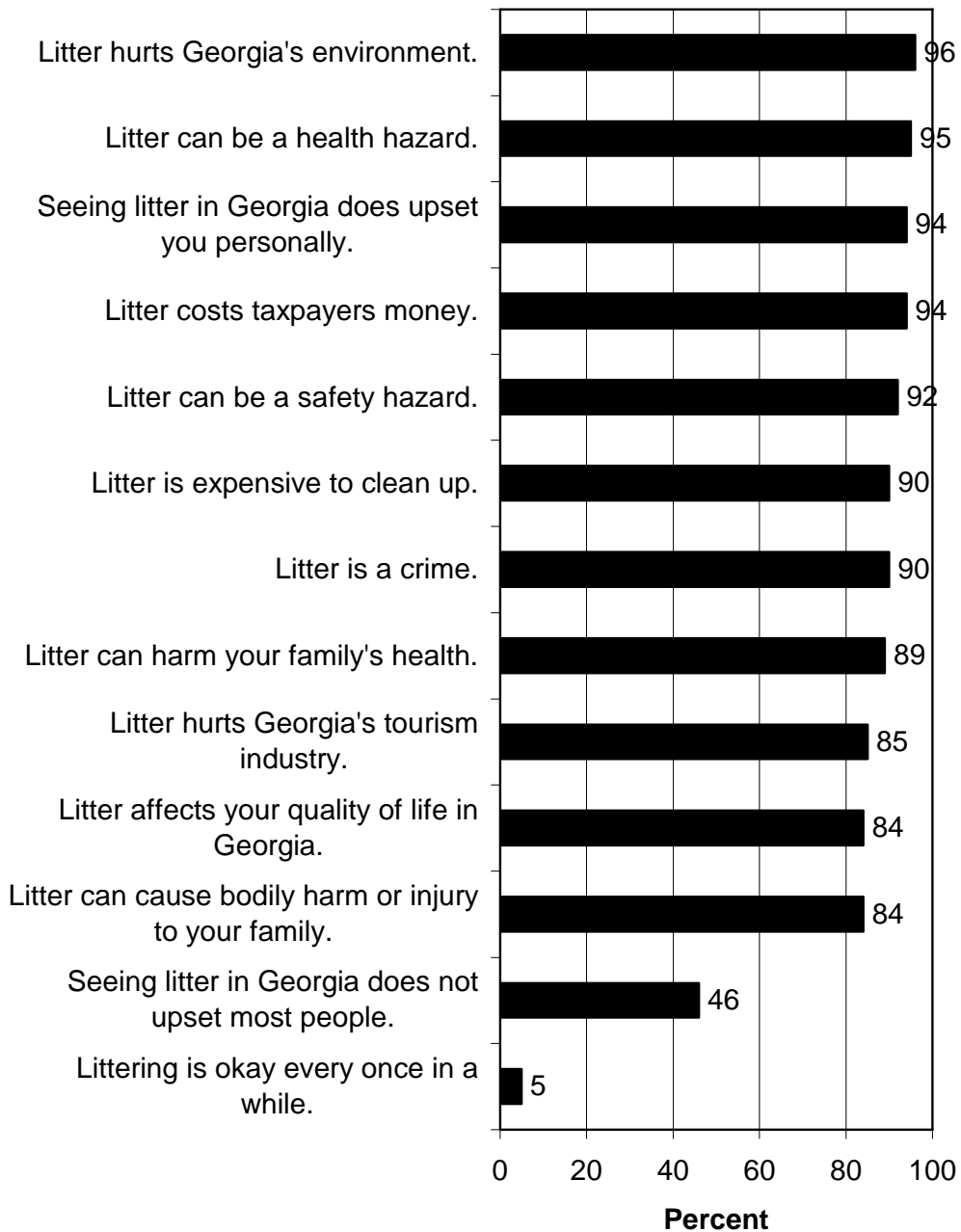
Q12. What do you think of when you think of litter?



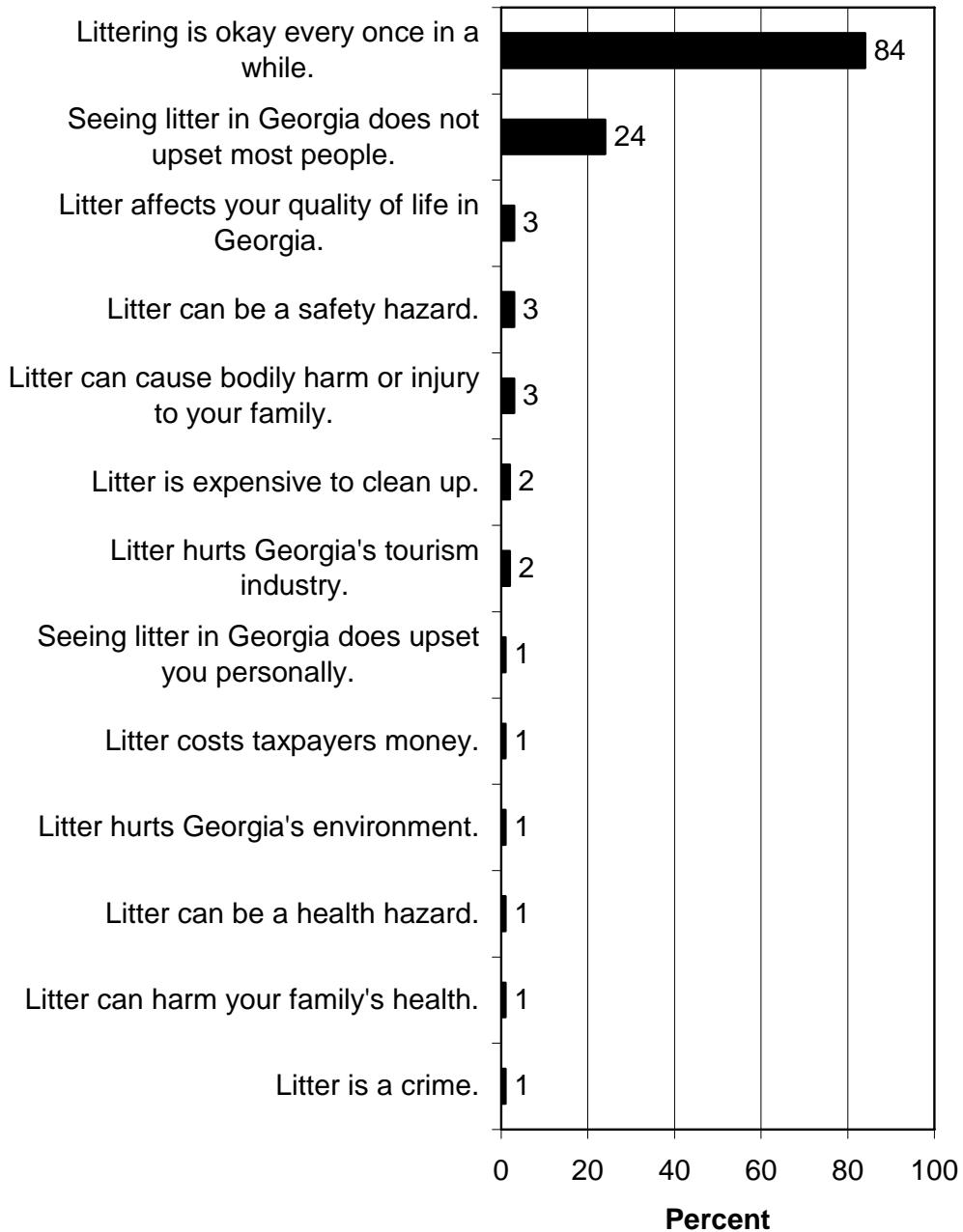
Q25-37. Percent of those who strongly agreed with the following statements.



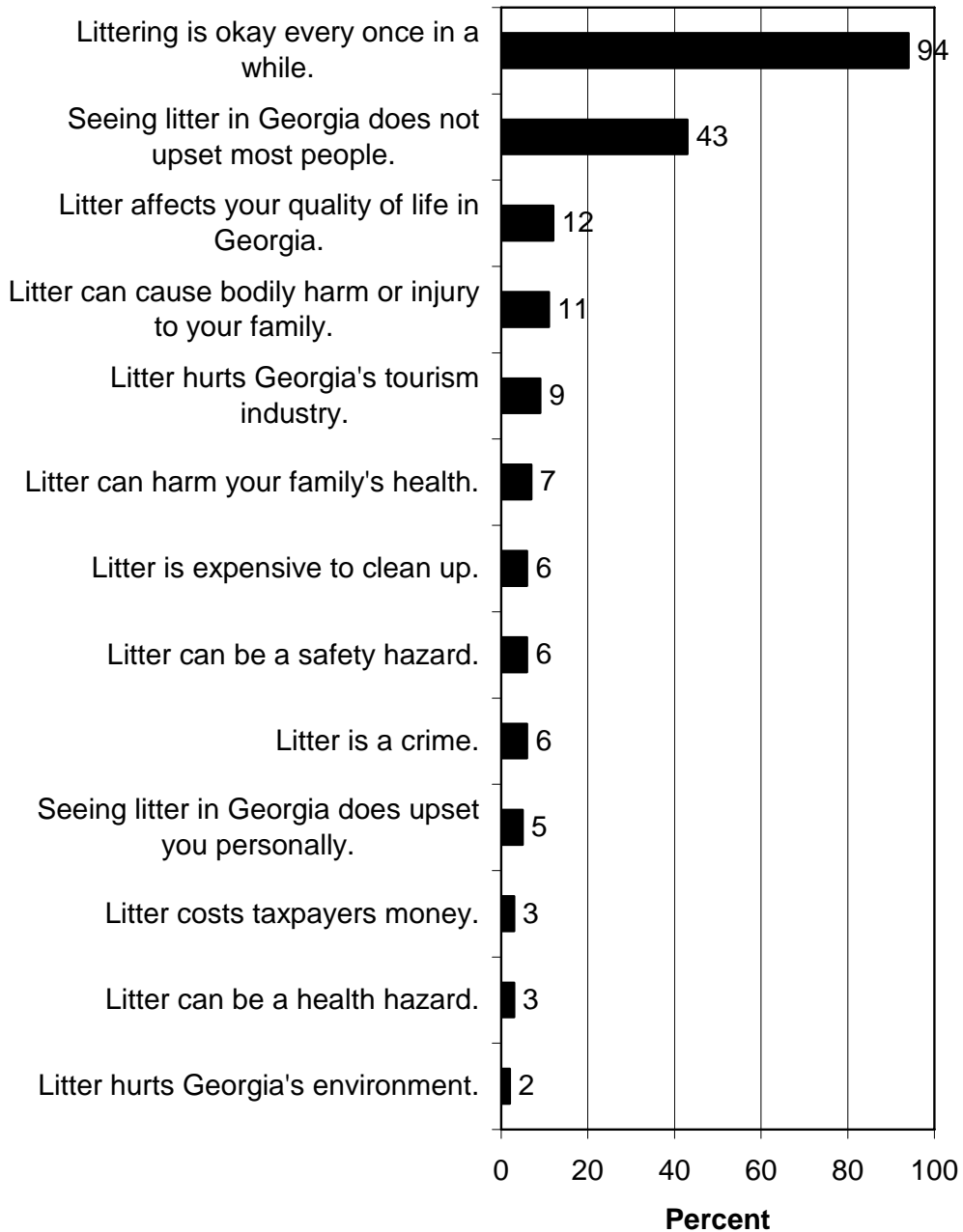
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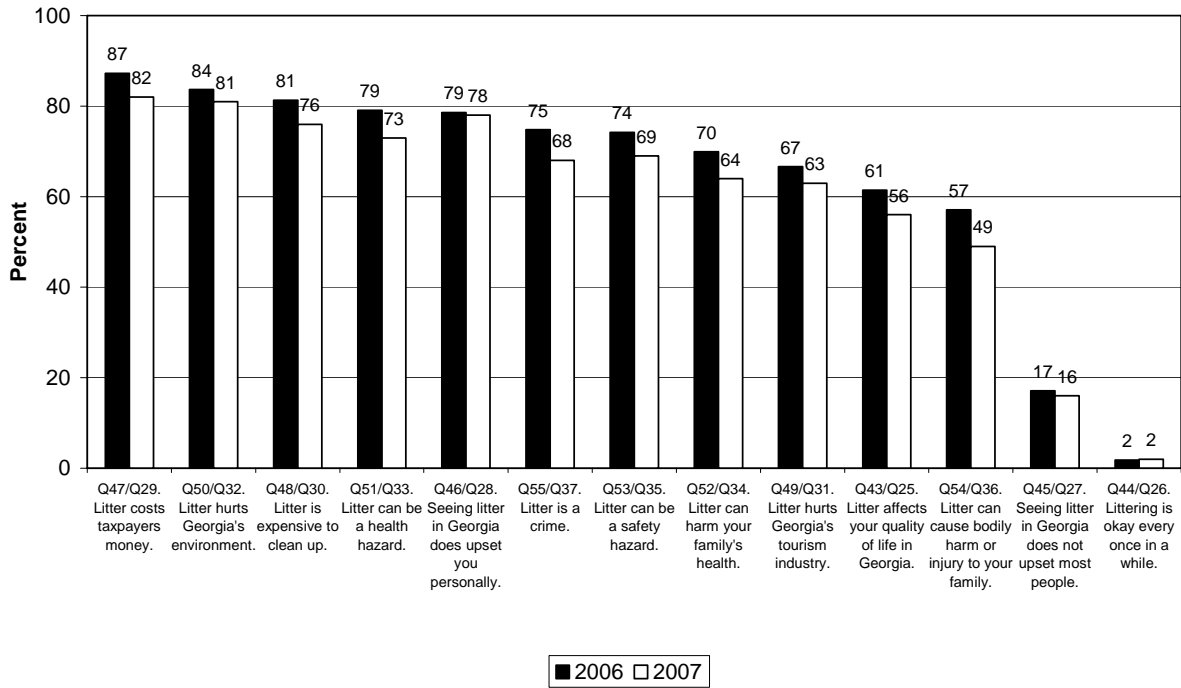
Q25-37. Percent of those who strongly disagreed with the following statements.



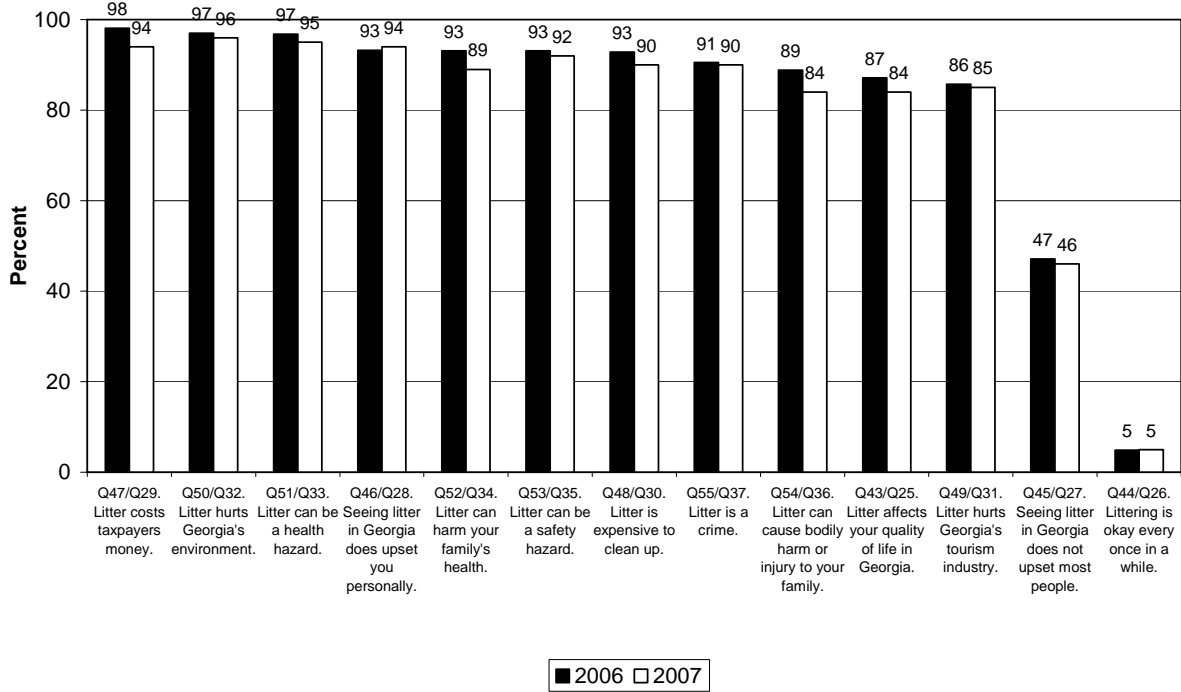
Q25-37. Percent of those who disagreed with the following statements.



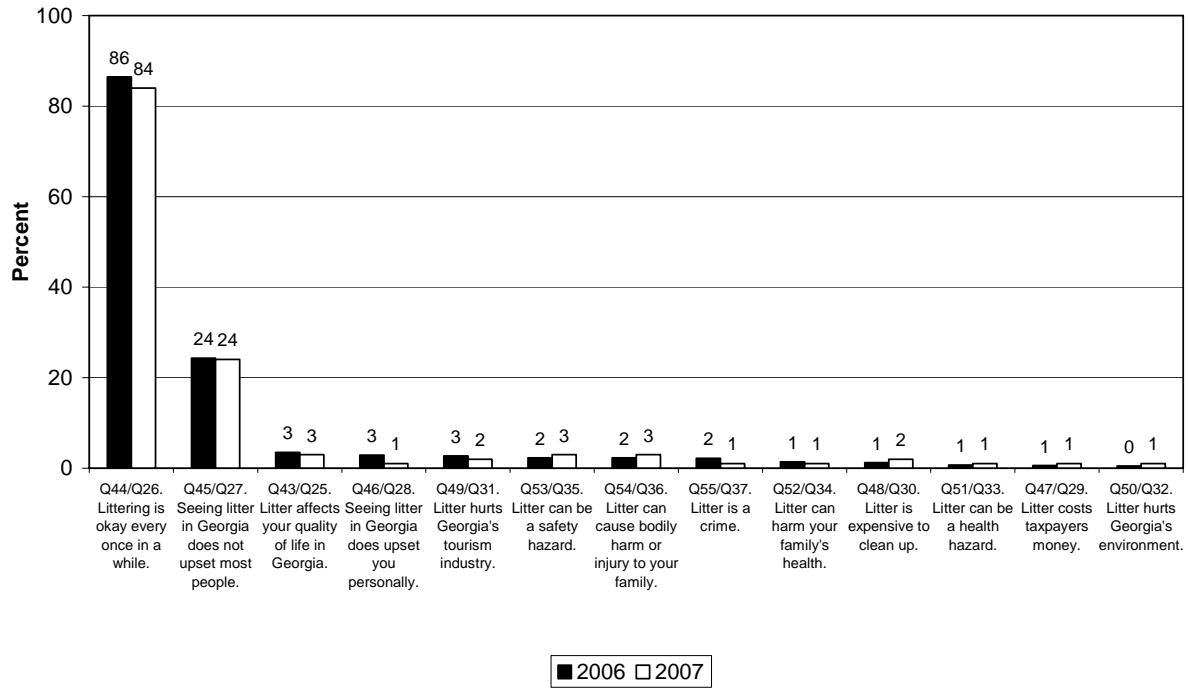
Q43-55/Q25-37. Percent of those who strongly agreed with the following statements.



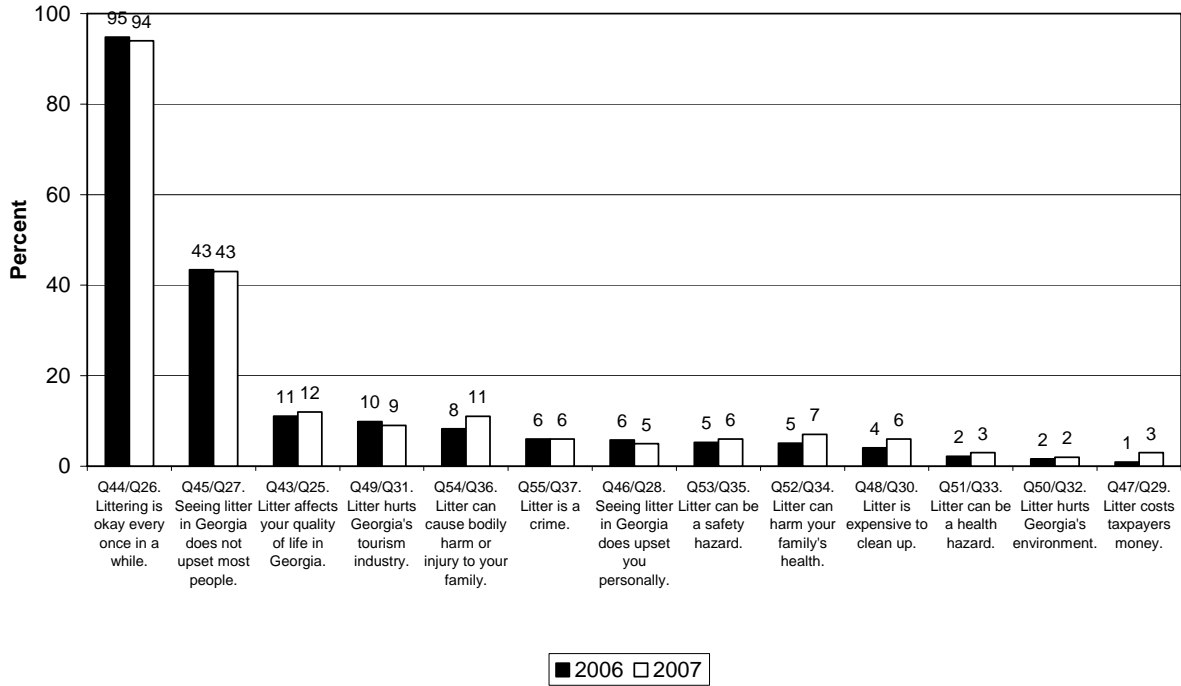
Q43-55/Q25-37. Percent of those who agreed with the following statements.



Q43-55/Q25-37. Percent of those who strongly disagreed with the following statements.



Q43-55/Q25-37. Percent of those who disagreed with the following statements.



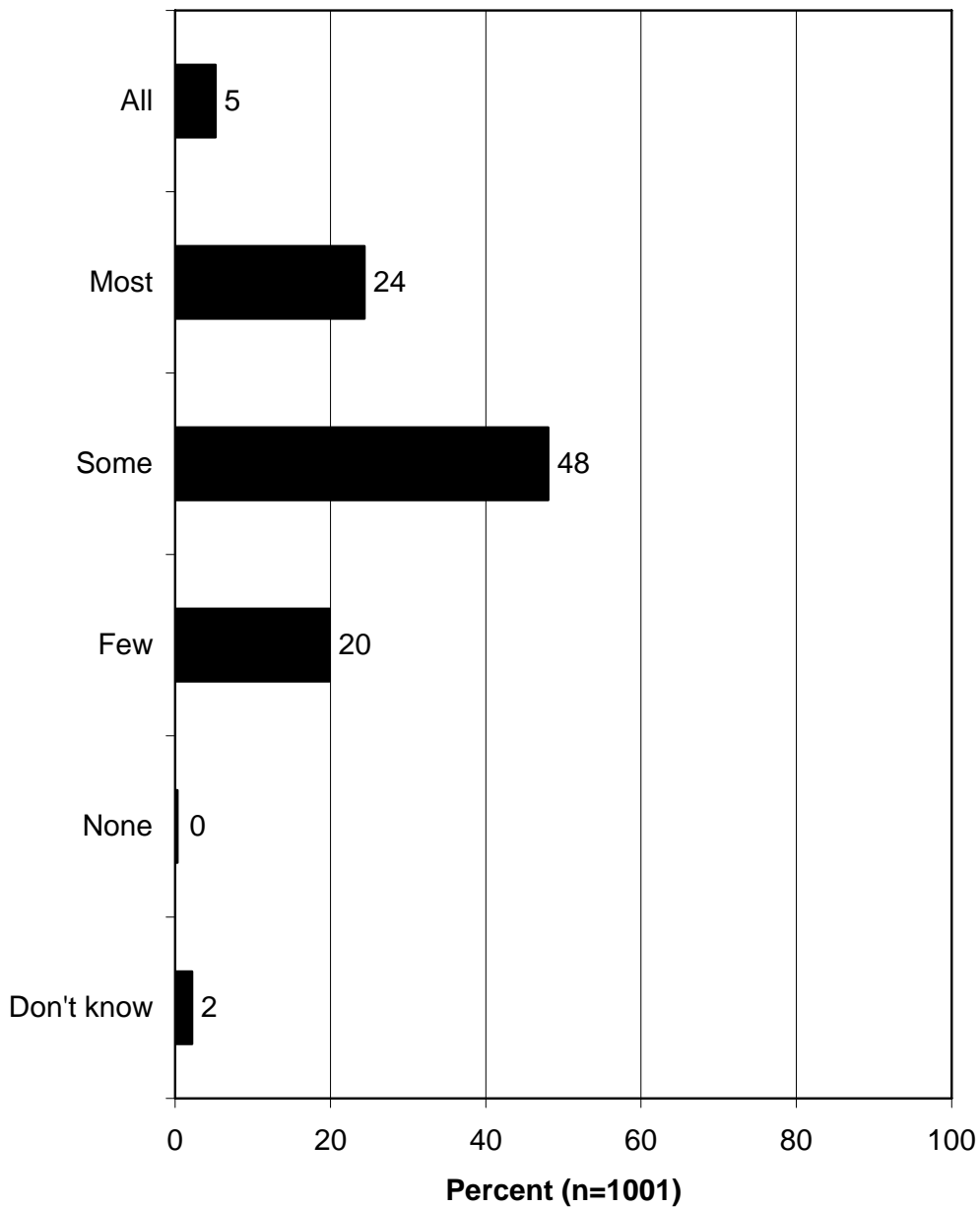
OCCURRENCES/PREVALENCE OF LITTERING IN GEORGIA

- Most commonly, Georgia residents say, when asked about the proportion of the population that litters, that *some* people litter (48%)—the middle answer in the 5-point scale (all, most, some, few, none). However, 24% say that *most* people litter, and another 5% say that *all* people litter—higher percentages in the upper end of the scale than in the lowest end.
 - In the trends analysis, respondents in 2007 think a smaller proportion of the population litters, when compared against the perceptions from the 2006 study. In 2006, 39% of the sample said they think that *all* or *most* of the population litters, while in 2007, only 29% gave one of these answers.

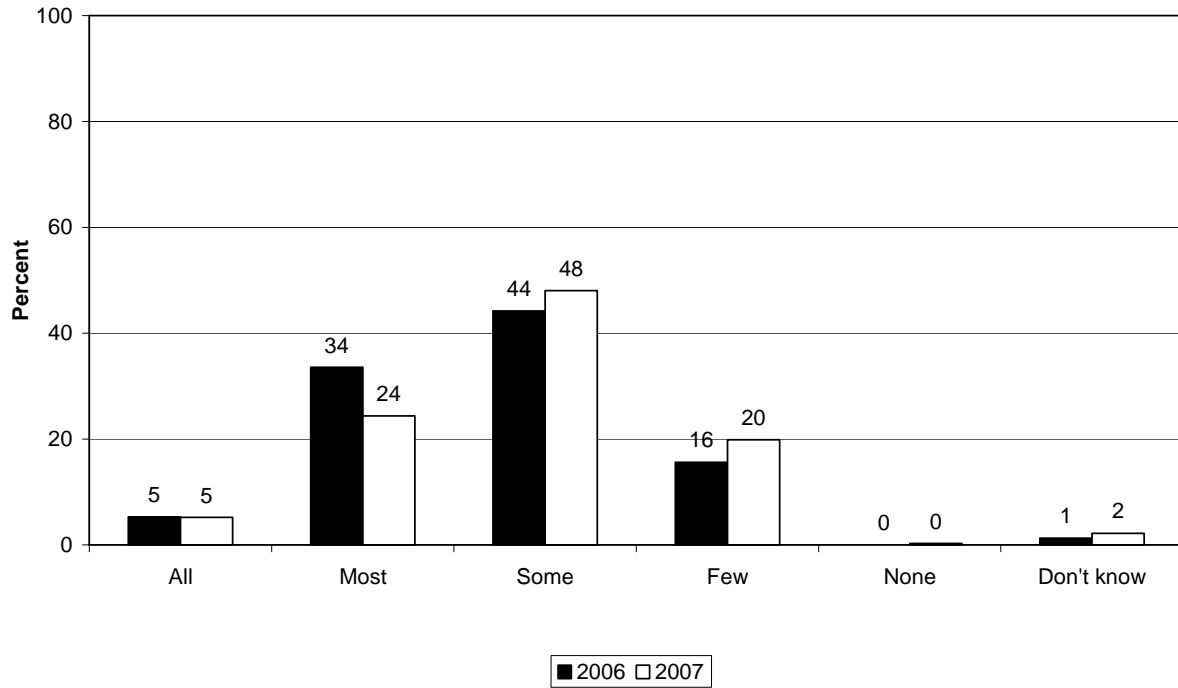
- When asked if they personally know somebody who has littered within the past 2 years, the majority of Georgia residents do not (58%). Nonetheless, a substantial percentage (39%) know somebody who has littered within the past 2 years.
 - In the trends analysis, a smaller percentage in 2007 say that they know somebody who has littered in the previous 2 years, when compared against the 2006 study. Note that differences are significant using the “difference of proportions z test.”

- When asked if they had ever personally littered, the majority of Georgia residents (55%) indicate that they have not littered, while 42% admit to having littered. The overwhelming majority of those who have littered (80%) did *not* litter in the past 12 months, suggesting that many of those who answered that they had ever littered were admitting to *past* behavior. Of those who had littered, 16% had done so in the past 12 months (overall, this means that about 7% of *all* respondents had littered in the past 12 months).
 - Another question asked about the frequency of littering: 73% say that they never litter, but 24% admit to some level of littering. Fortunately, only 3% say that they litter *sometimes* or *often*.
 - An analysis of age and gender on personal behavior regarding littering shows that the propensity for a respondent to answer that he or she has littered is highest among the youngest age group, and the propensity decreases, in general, with age. Additionally, for most age groups, males are more likely than females to answer that they have littered.
 - In the trends analysis, the results regarding whether the respondent has ever littered are similar, with the differences not exceeding the margin of errors of the two studies. In 2006, 46% of the sample said that they had littered at some time, while in 2007, 42% said that they had littered at some time.

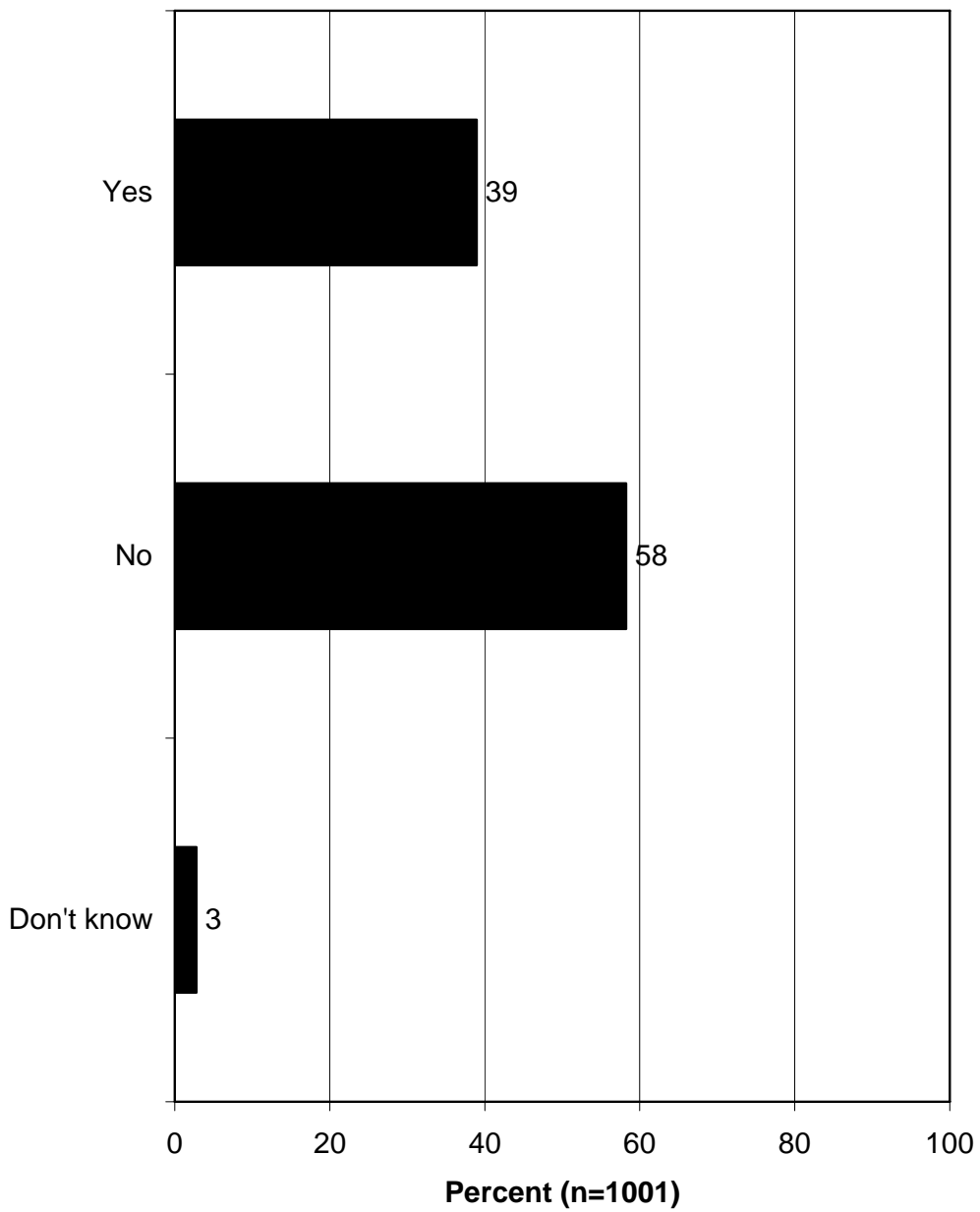
Q38. What proportion of the population do you think litters? Would you say all, most, some, few, or none?

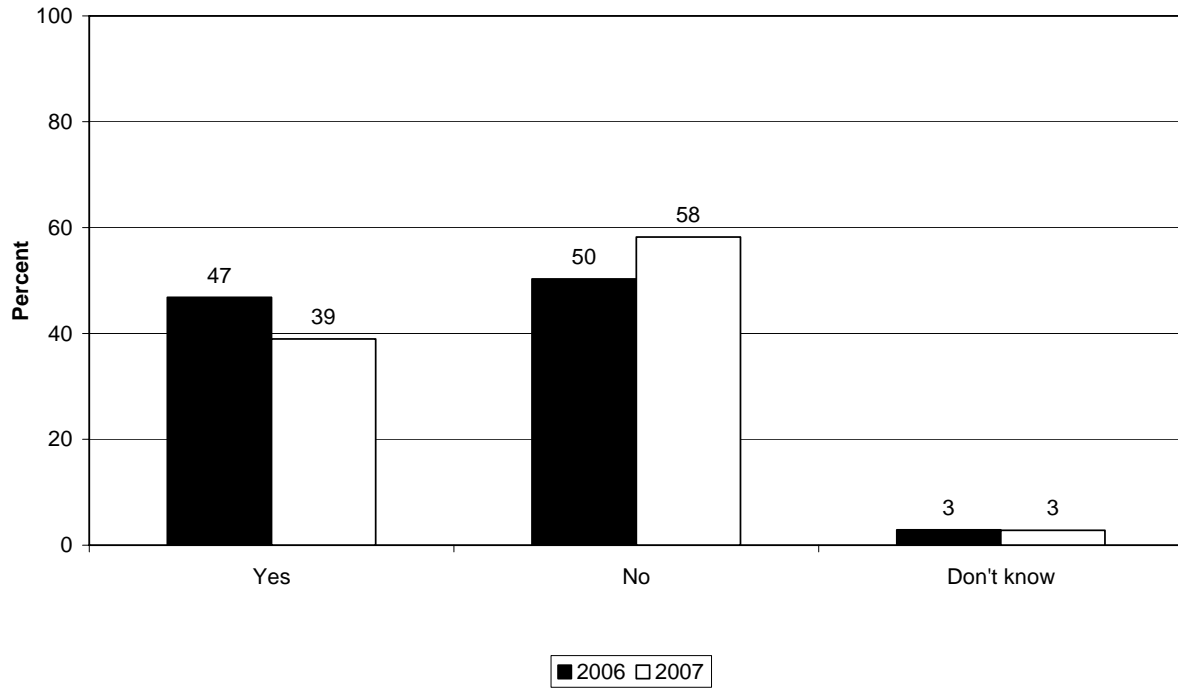


**Q71/Q38. What proportion of the population do you think litters?
Would you say all, most, some, few, or none?**



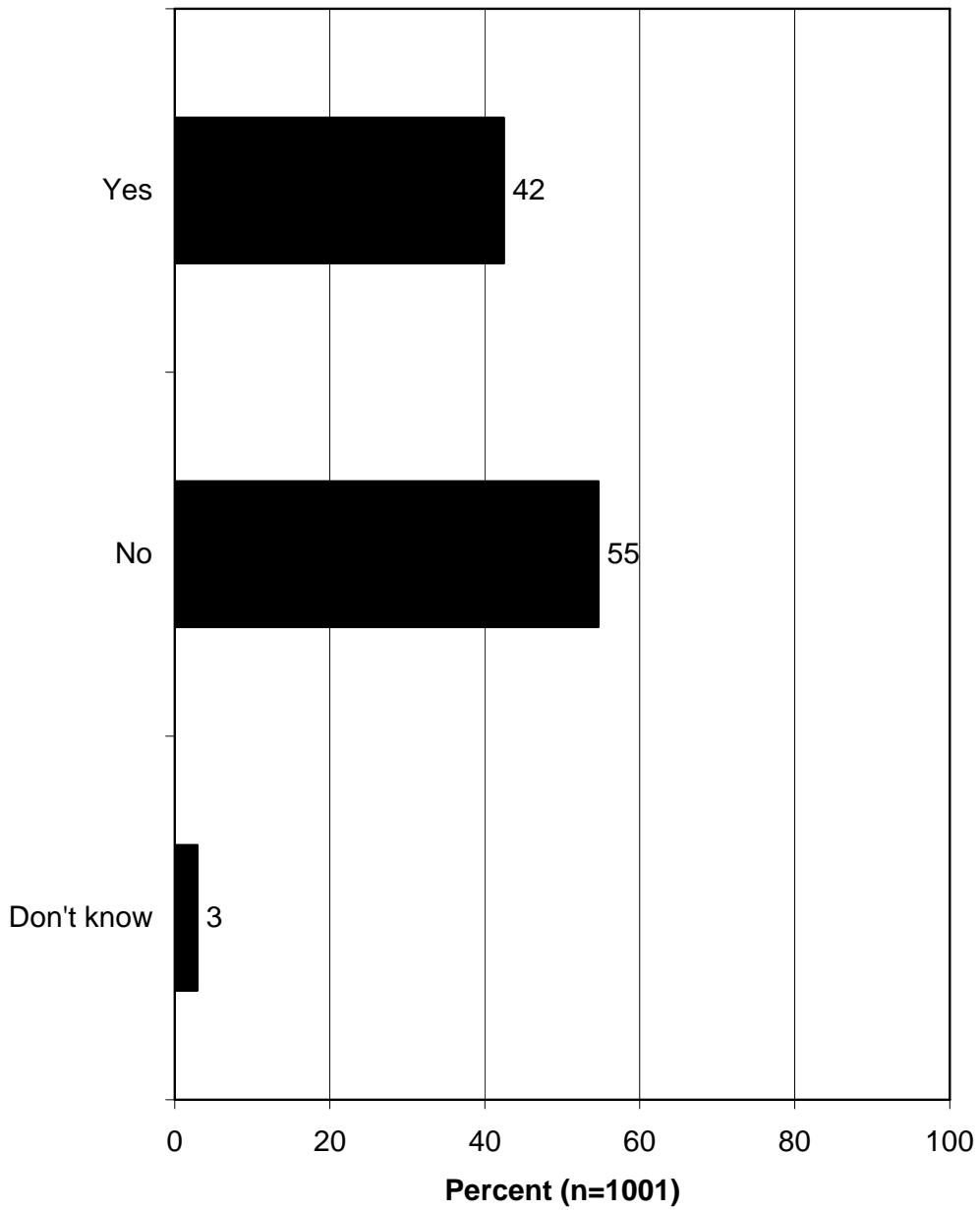
Q39. Do you know someone who has littered in the past 2 years?



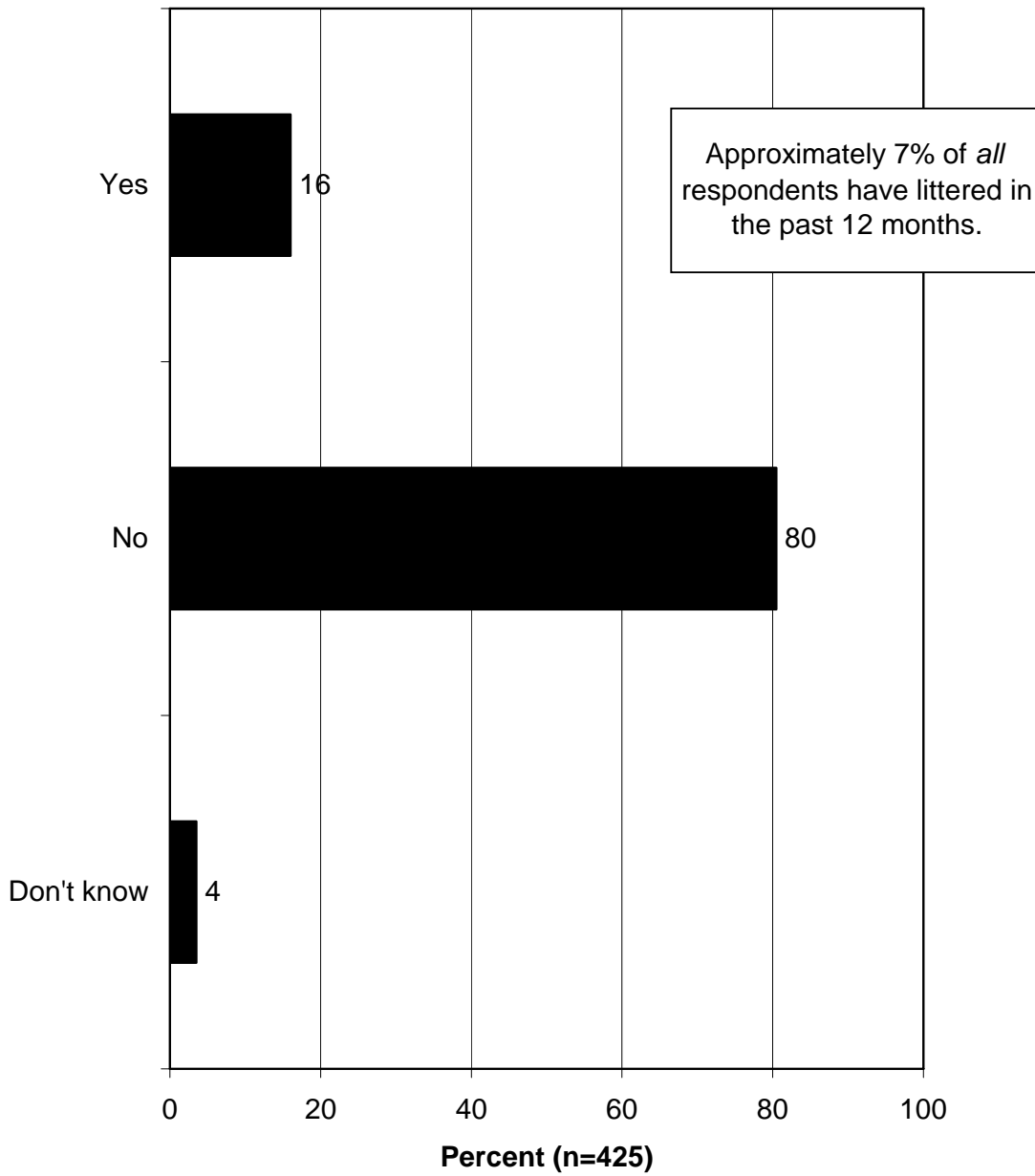
Q72/Q39. Do you know someone who has littered in the past 2 years?

Note that differences are significant using the “difference of proportions z test.”

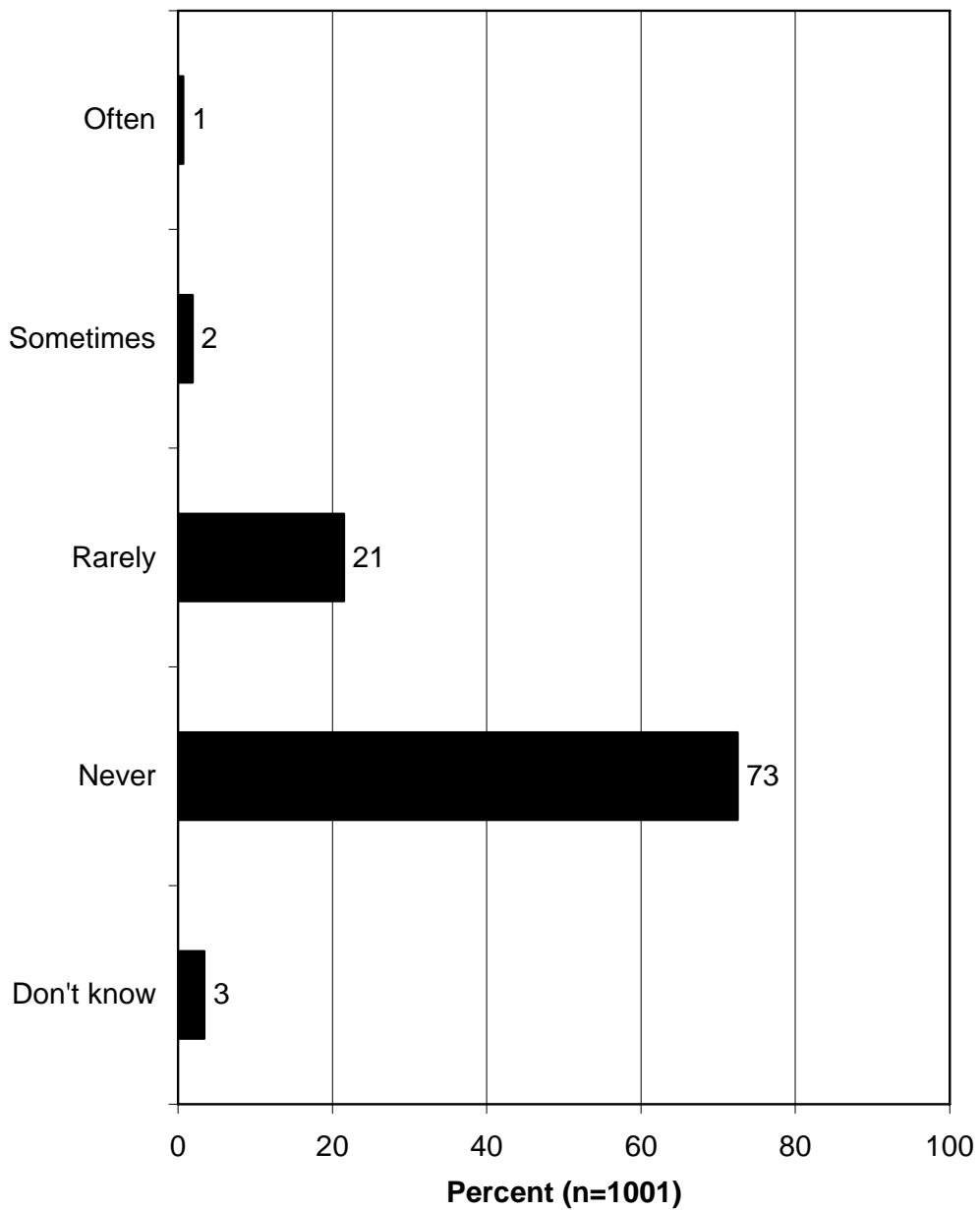
Q40. Have you ever littered?



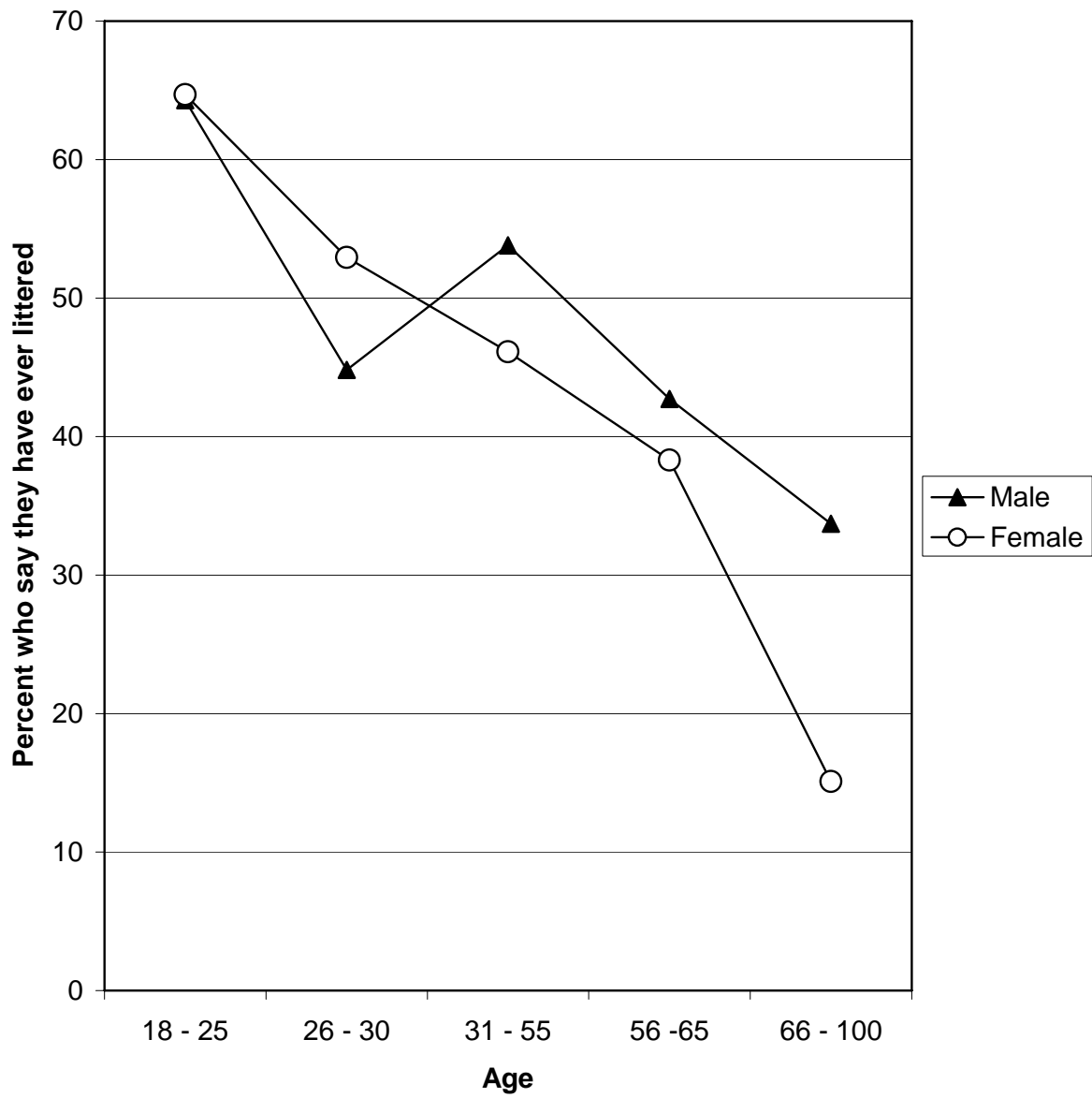
**Q41. Have you littered in the past 12 months?
(Asked of those who have ever littered.)**



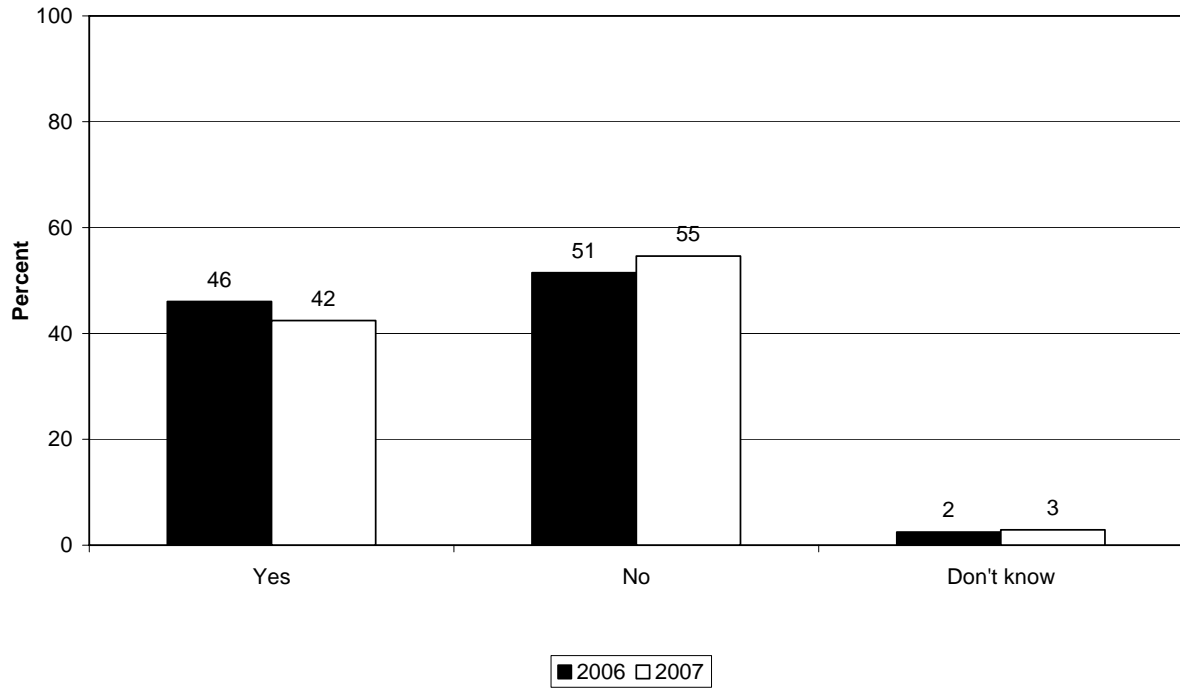
Q46. How frequently do you litter? Would you say you litter often, sometimes, rarely, or never?



Q40/Q124/Q136. Littering behavior of Georgians 18 and over by age and gender.



Q73/Q40. Have you ever littered?

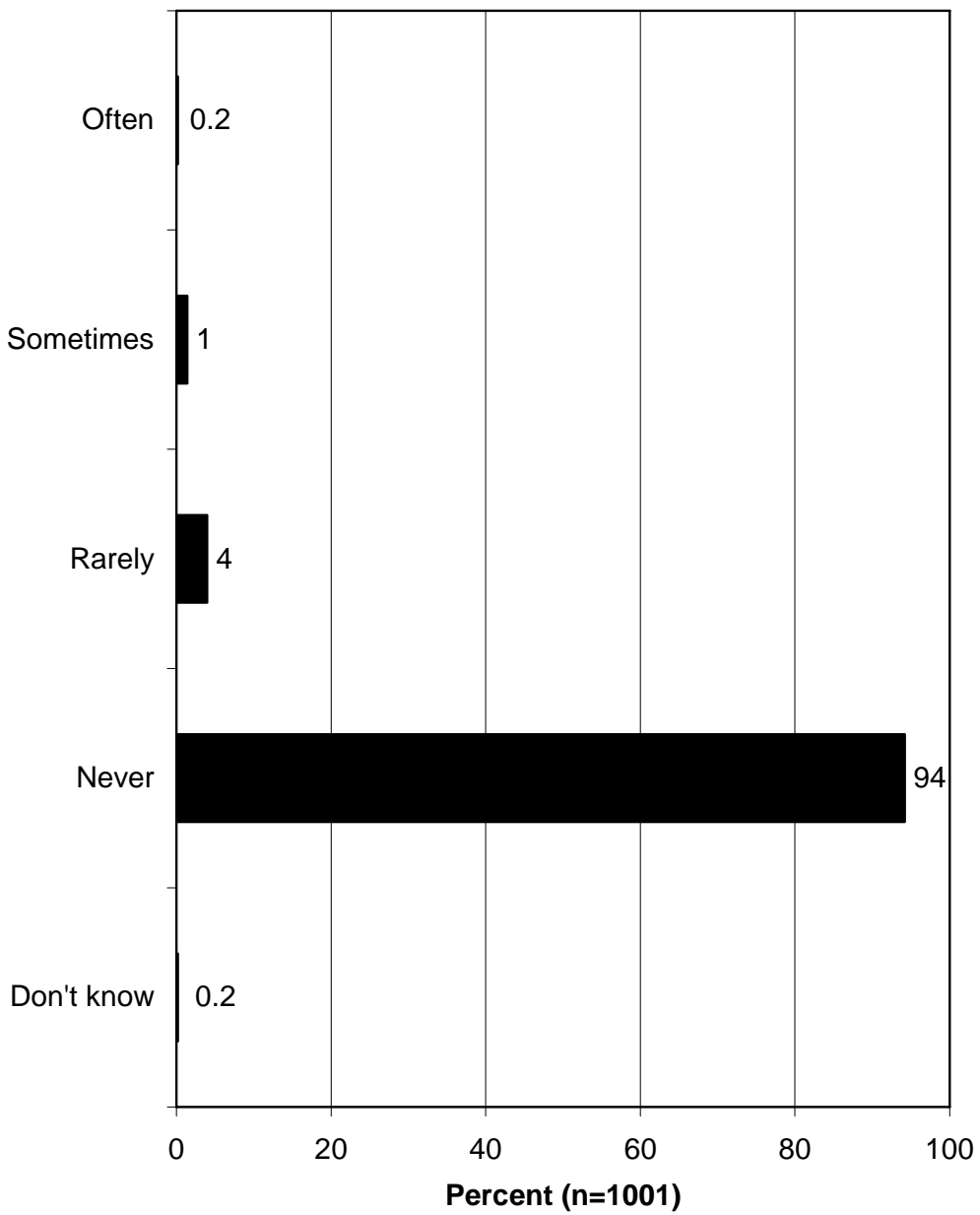


OPINIONS ON THE ACCEPTABILITY OF LITTERING

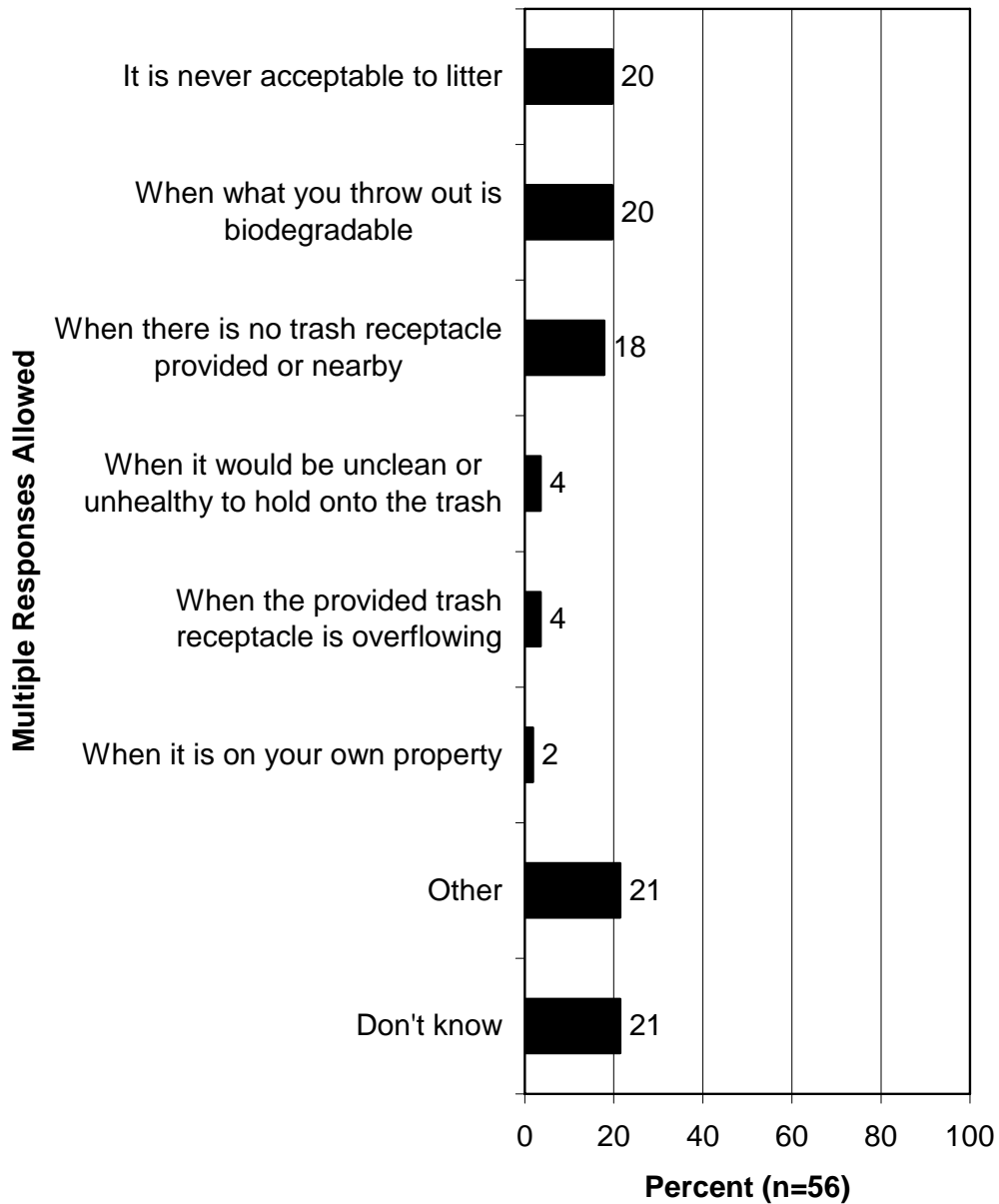
- When asked if littering is acceptable at some times, the overwhelming majority of Georgia residents (94%) say that it is never acceptable. Nonetheless, small percentages think littering is acceptable rarely (4%) or sometimes (1%).
 - The most common answers regarding *when* it is acceptable to litter (among those who say that there are times when it is acceptable to litter) is never (20%) and when the litter is biodegradable (20%). Both answers appear to demonstrate awareness of the environmental aspects of littering. The third answer indicates that, for some of these people, convenience is paramount: 18% of these respondents say it is acceptable to litter if there is no trash receptacle provided or nearby. Interestingly, note that some people had indicated that littering is acceptable at some times, and then said “never” when asked in follow-up about *when* it is acceptable to litter.
 - In the trends analysis, perceptions on whether it is acceptable to litter are nearly identical in the two years of study.

- Respondents who had littered were asked how they feel when they litter. The majority (59%) admitted feeling bad or feeling that they had/have done something wrong (many of them talked in the past tense—that they felt bad at the time, but that they do not currently litter), but 18% say that they did not care or do not care.

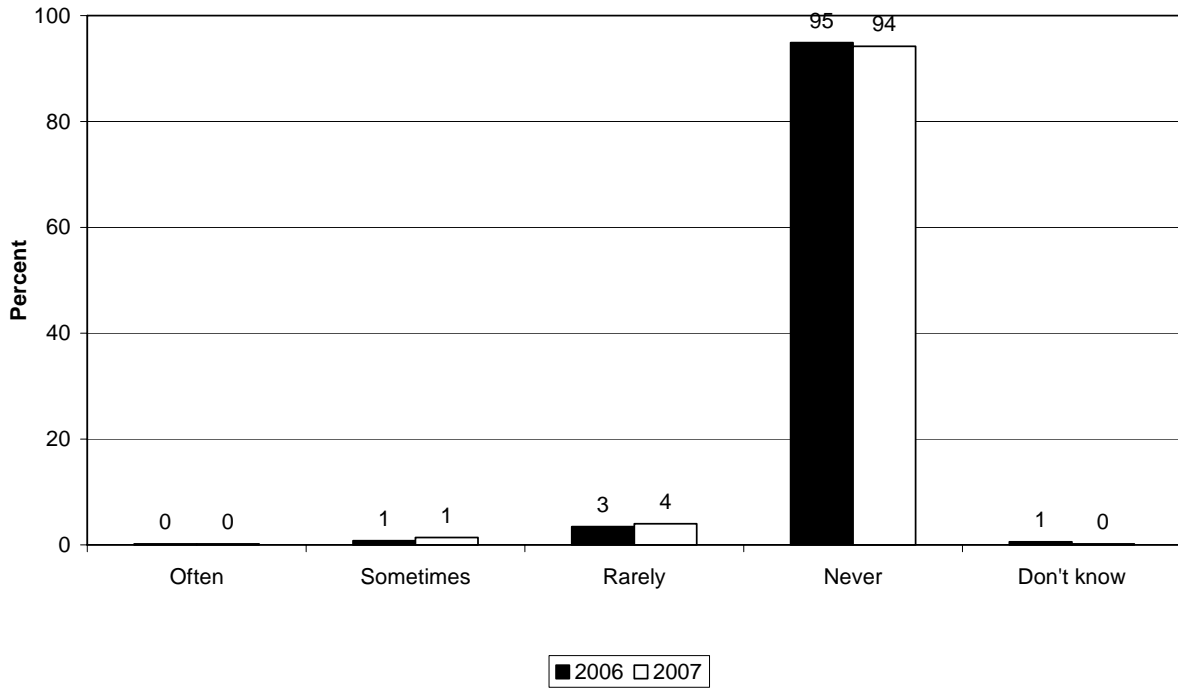
Q18. In your opinion, is it acceptable to litter often, sometimes, rarely, or never?



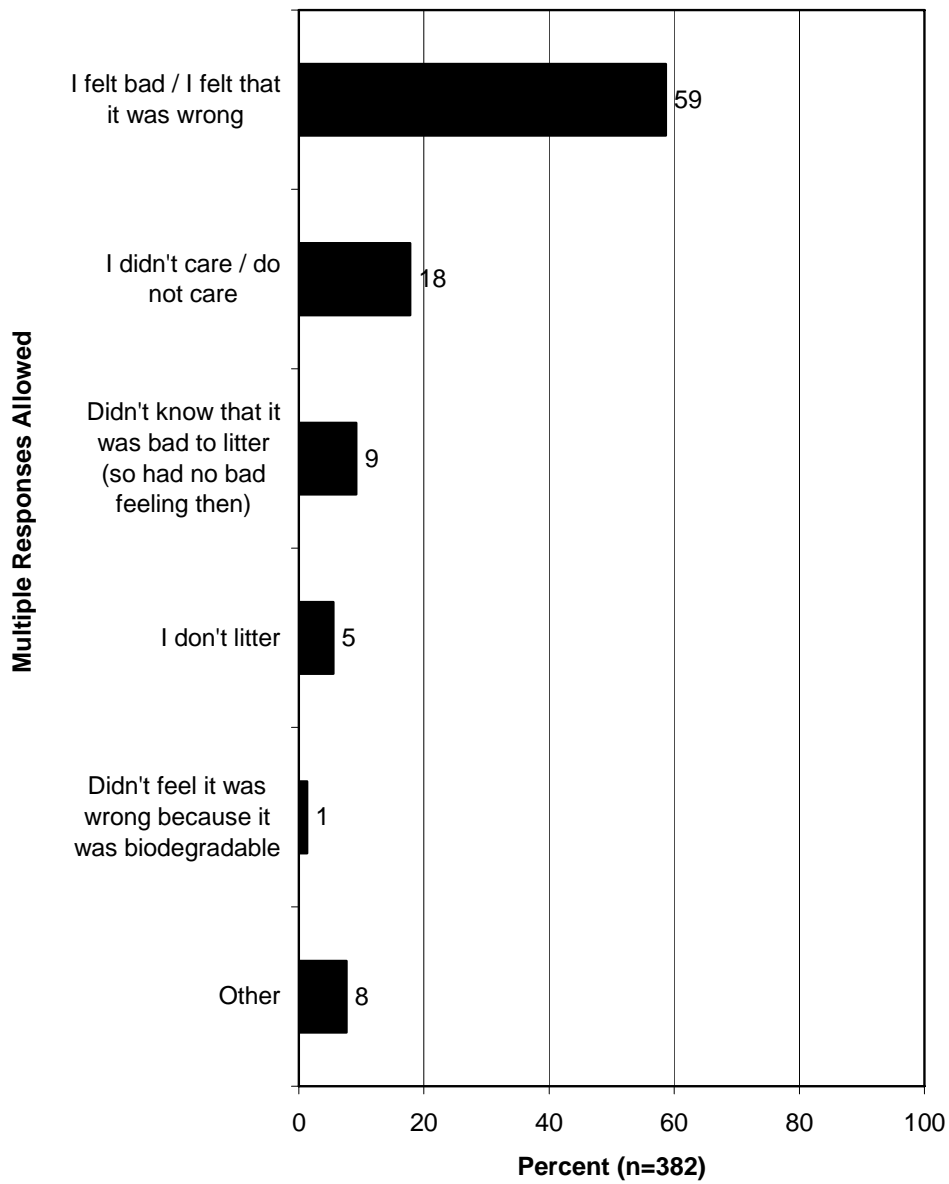
Q21. When is it acceptable to litter? (Asked of those who think it is acceptable to litter.)



Q36/Q18. In your opinion, is it acceptable to litter often, sometimes, rarely, or never?



Q47. How do you feel when you litter? (Asked of those who have ever littered.)

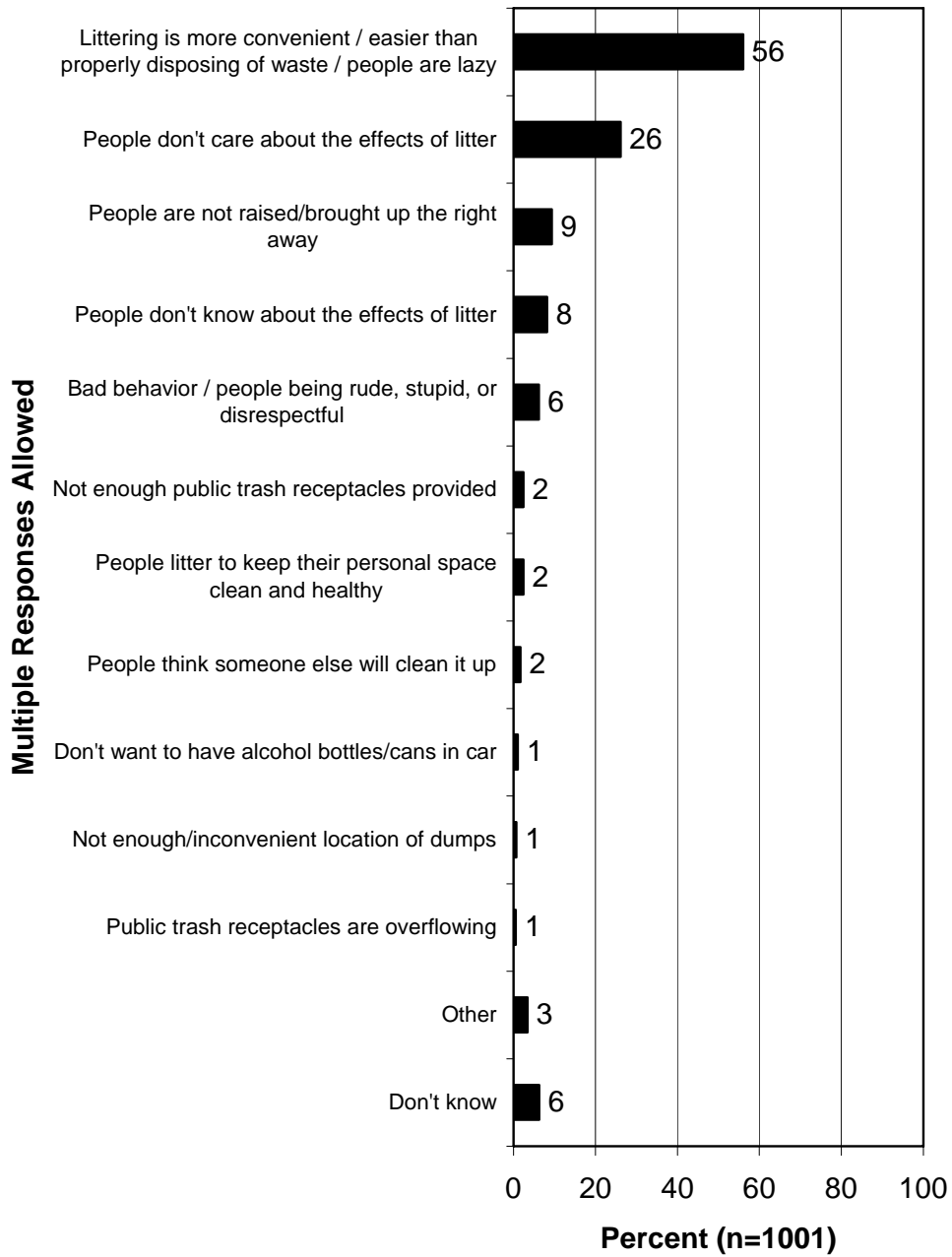


OPINIONS ON WHY PEOPLE LITTER

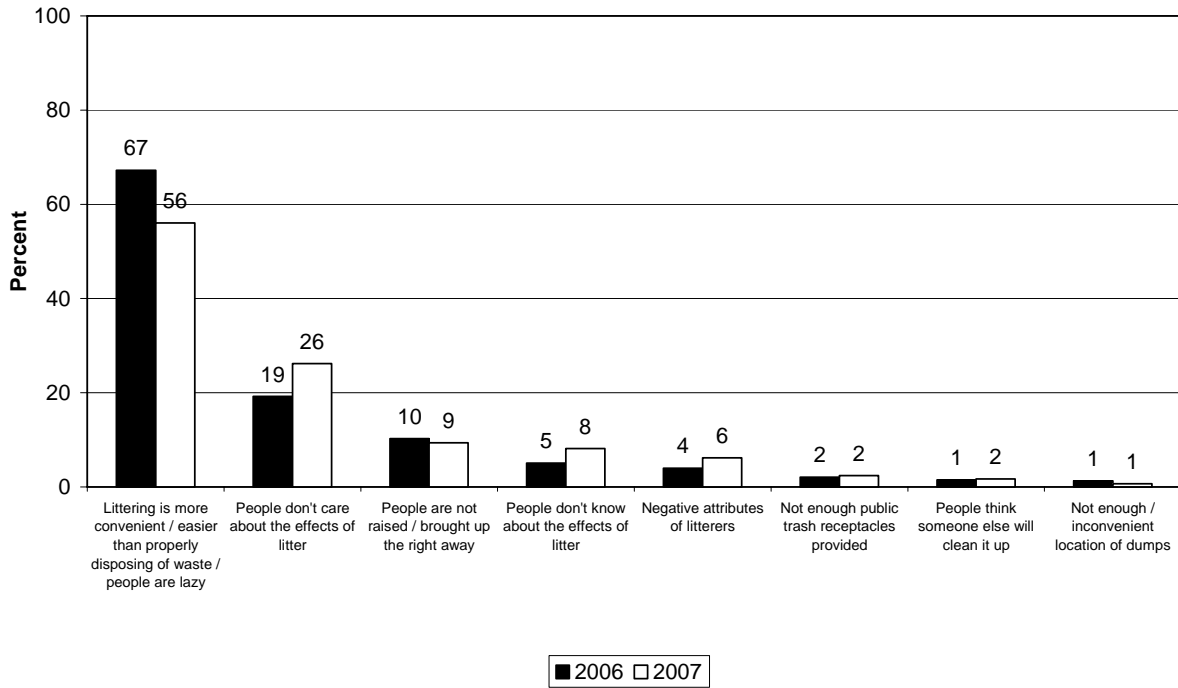
- The majority of Georgia residents (56%) say that people litter because it is simply easier to do than to dispose of trash properly. More than a quarter (26%) say it is because people do not care. Other notable reasons include that those who litter were not raised right or that they were not taught not to litter (9%), that people do not know about the effects of littering (8%), and that people are disrespectful and rude (6%).
 - In the trends analysis, a lower percentage in 2007 (relative to 2006) say that people litter for convenience, while a higher percentage in 2007 say that people litter because they do not care about the effects.

- Among those who admitted having littered at some time, common reasons for doing so included being lazy (20%), being ignorant or stupid, often in the context of past behavior (19%), doing so out of convenience (15%), doing so because no trash receptacles were nearby (14%), or doing so because they did not care (11%).
 - The trends results are shown, and the results are quite similar between the two years of study.

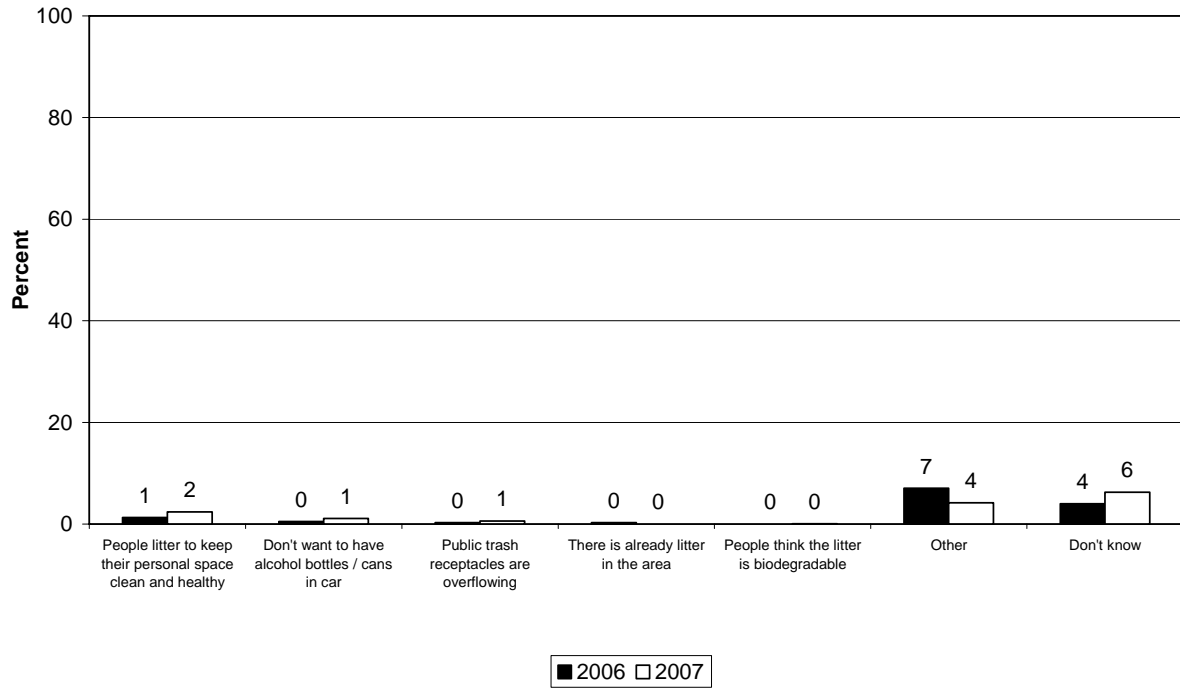
Q16. In your opinion, why do people litter?



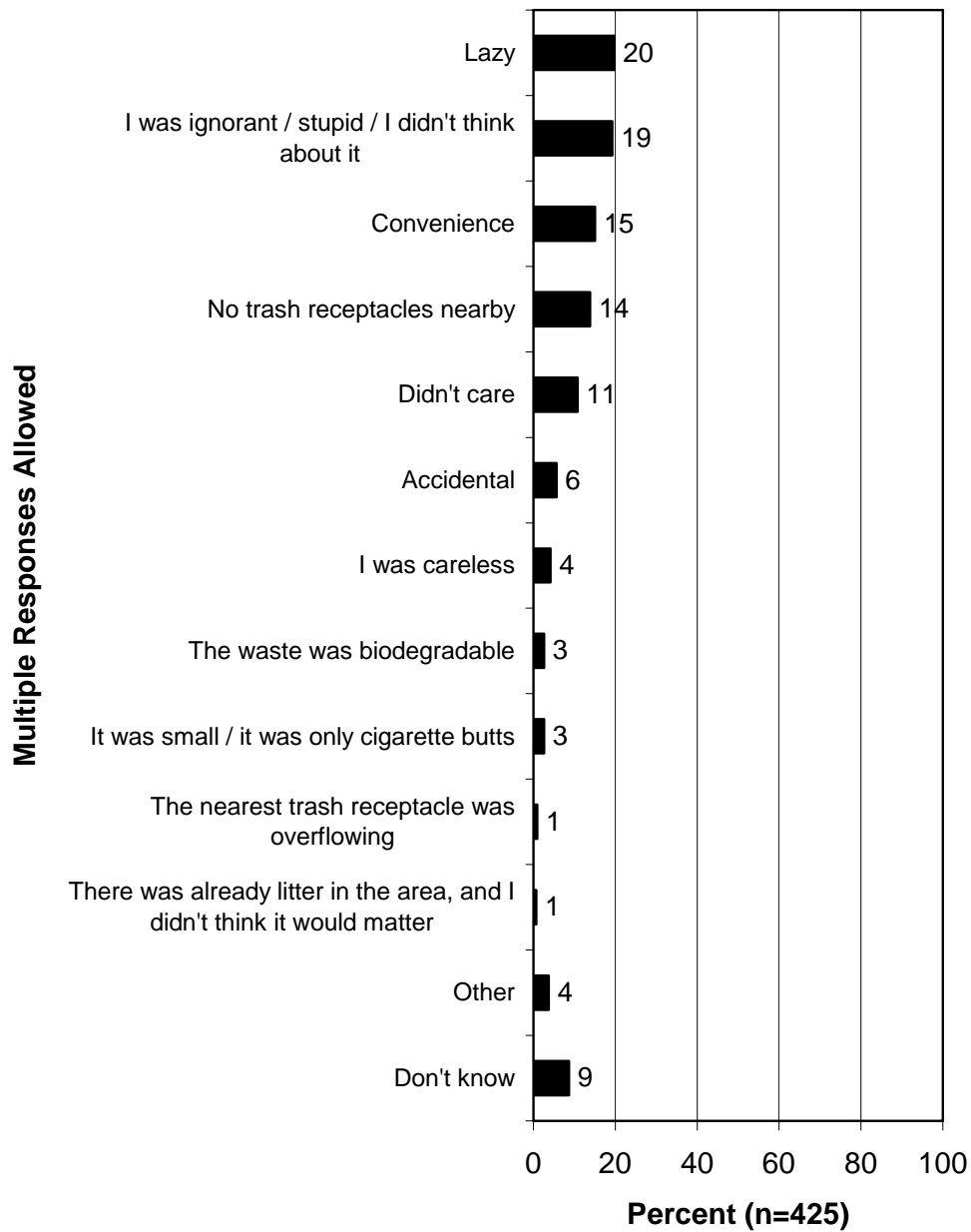
Q25/Q16. In your opinion, why do people litter? (Part 1)



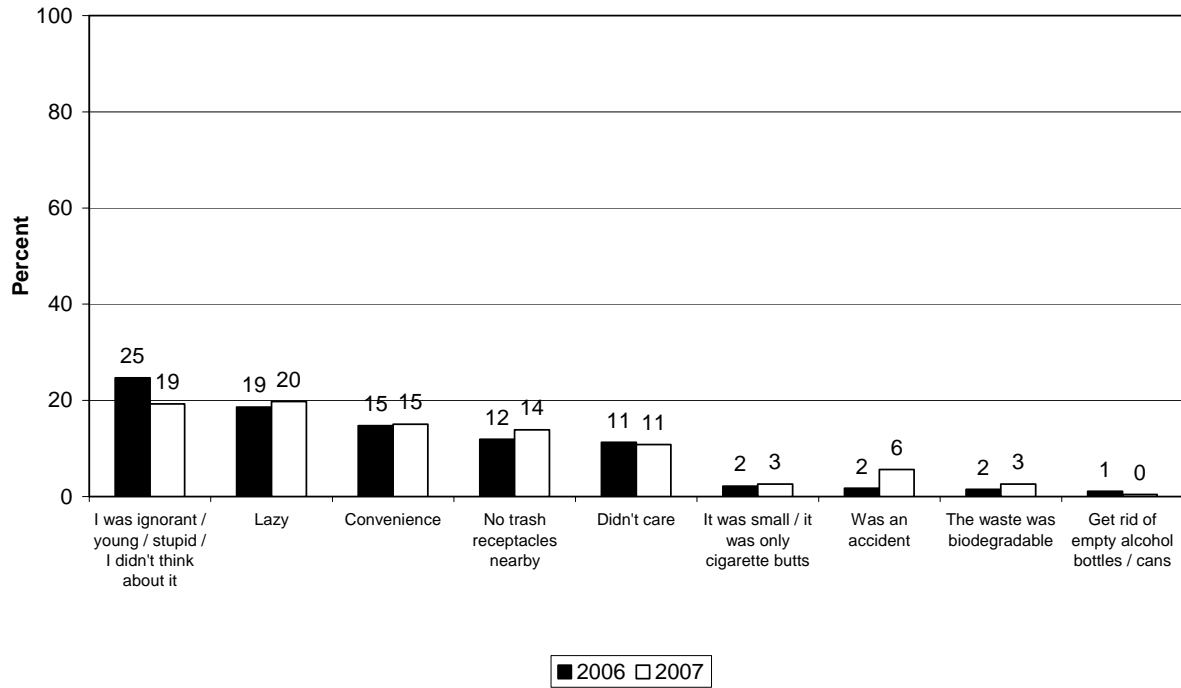
Q25/Q16. In your opinion, why do people litter? (Part 2)



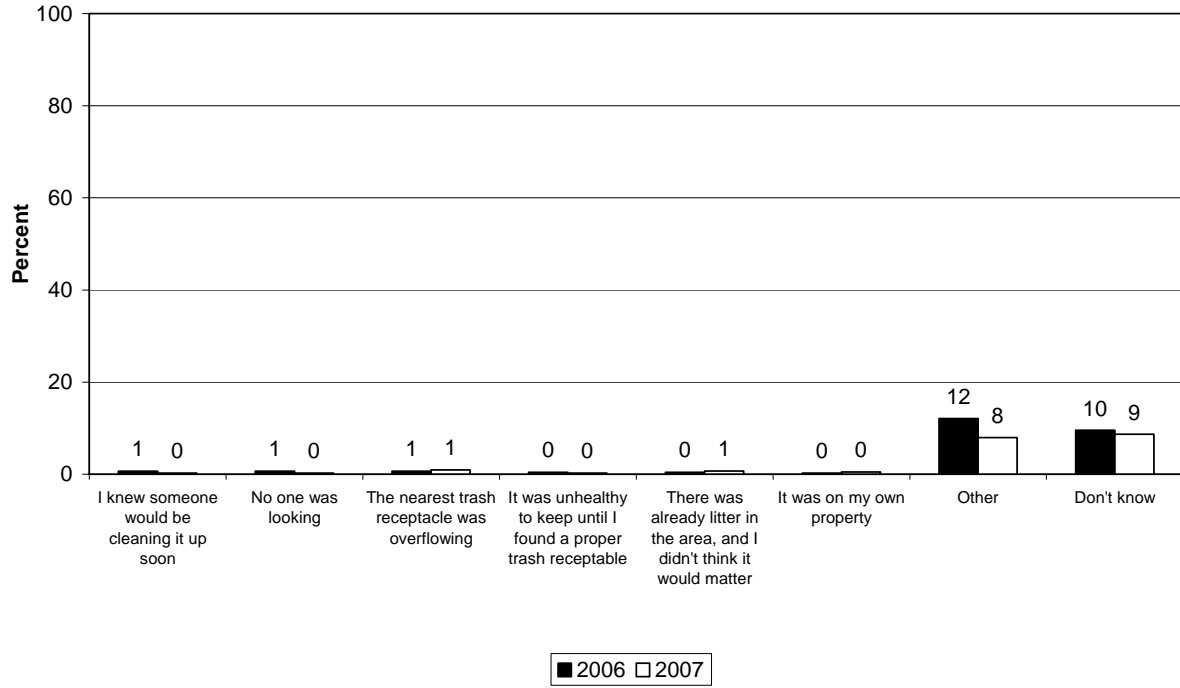
Q44. Why did you litter? (Asked of those who have ever littered.)



**Q76/Q44. Why did you litter? (Asked of those who have littered.)
(Part 1)**



**Q76/Q44. Why did you litter? (Asked of those who have littered.)
(Part 2)**



OPINIONS ON CONSEQUENCES TO THOSE WHO LITTER IN GEORGIA

- The large majority of Georgia residents (71%) do not think that a person who litters is likely to get caught or fined. Only 24% think that being caught or fined is somewhat or very likely—with most of those saying only *somewhat* likely.
 - In the trends analysis, the results are similar, with the differences smaller than the margin of error.

- A small percentage of Georgia residents (5%) indicate that they have been caught or fined for littering (the overwhelming majority—95%—have not). Based on the results to this and other questions, some Georgia residents have obviously littered without being caught—a finding that should not surprise anyone.
 - In the trends analysis, the results are similar, with the differences smaller than the margin of error.

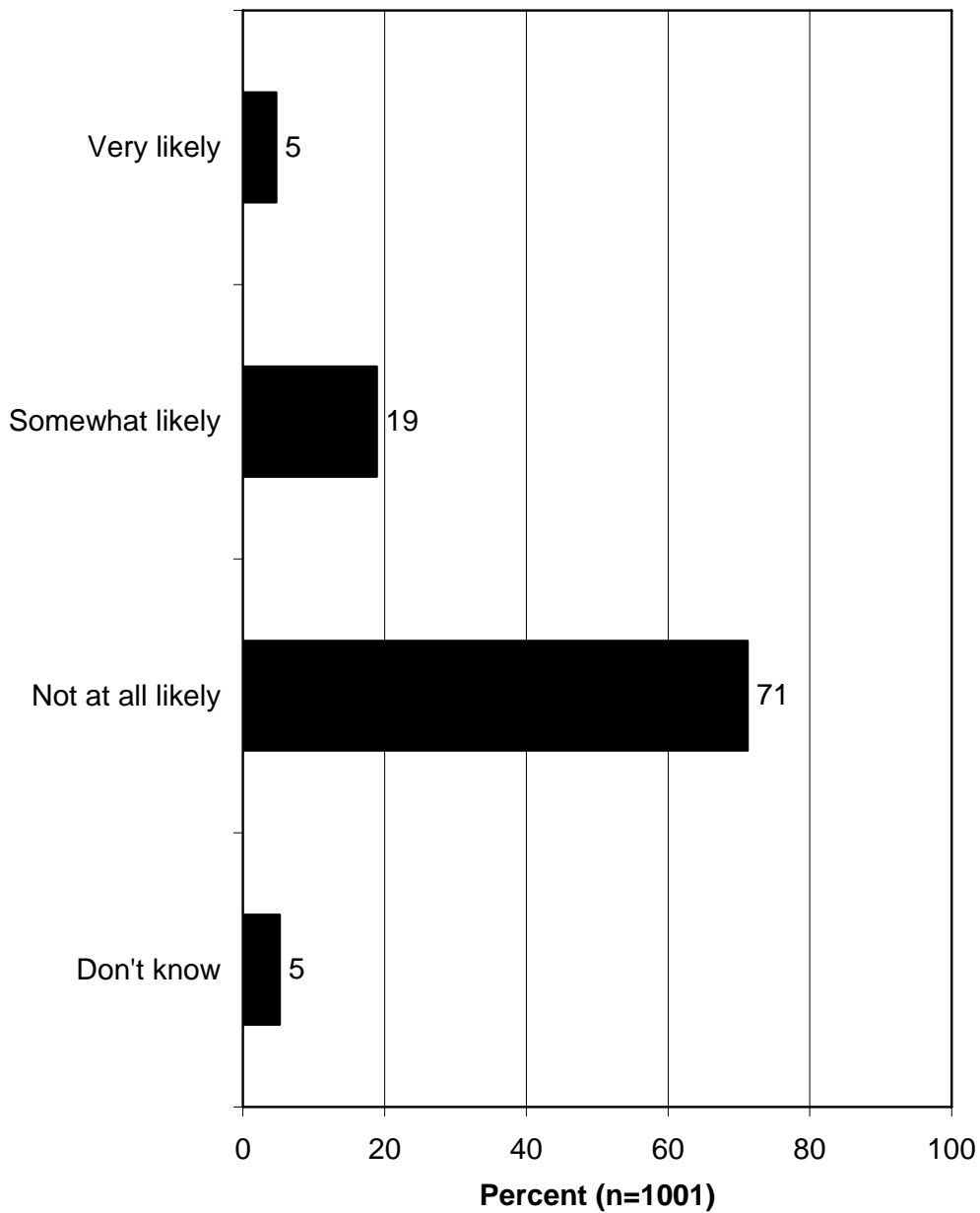
- Most commonly, Georgia residents say that they would be not at all likely to report seeing somebody litter (39%). Nonetheless, a majority (56%) indicate that they would be *somewhat* or *very* likely to report littering, although slightly more say *somewhat* than *very*.
 - In the trends analysis, the results are similar, with the differences smaller than the margin of error.
 - Among those who indicated likelihood to report somebody littering, the majority (61%) would report it to the police, while 12% would report it to their local government. Note that respondents could give multiple answers.

- A majority of Georgia residents (77%) would be very or somewhat likely to use a toll-free hotline to report littering, but 20% would be not at all likely to do so.
 - In the trends analysis, the likelihood to use a toll-free hotline is similar between the two years of study.
 - Nearly half of Georgia residents (48%) think that people's knowledge that they could be reported through a toll-free tip line would be *somewhat* effective as a deterrent, and another 29% think it would be *very* effective (for a total of 77% thinking it would be at

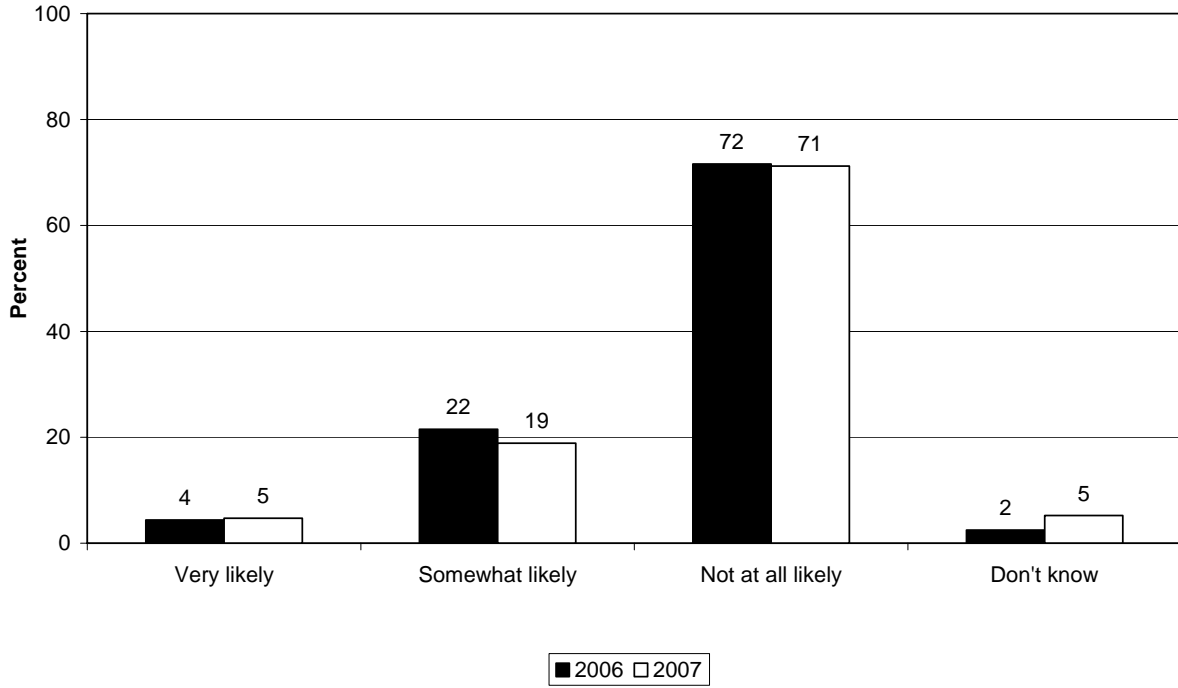
least somewhat effective). A substantial amount (19%) think it would be not at all effective.

- A website for reporting littering appears to have only limited utility on the reporting end of the process (whether there would be any utility in the other end of the process—getting actual investigations or arrests—is outside the realm of this study), as only 24% would be *very* likely to use such a website, while 25% would be *somewhat* likely. Meanwhile, nearly half (49%) would be *not at all* likely to use such a website.
 - In the trends analysis, the likelihood to use a website is about the same in the two year of study.
 - The perceived effectiveness of a website for reporting littering is low—less than that for a telephone hotline. For a website, 66% think it would be effective, but *somewhat* effective was given as an answer much more often than *very* effective. A substantial percentage (28%) think it would be *not at all* effective.

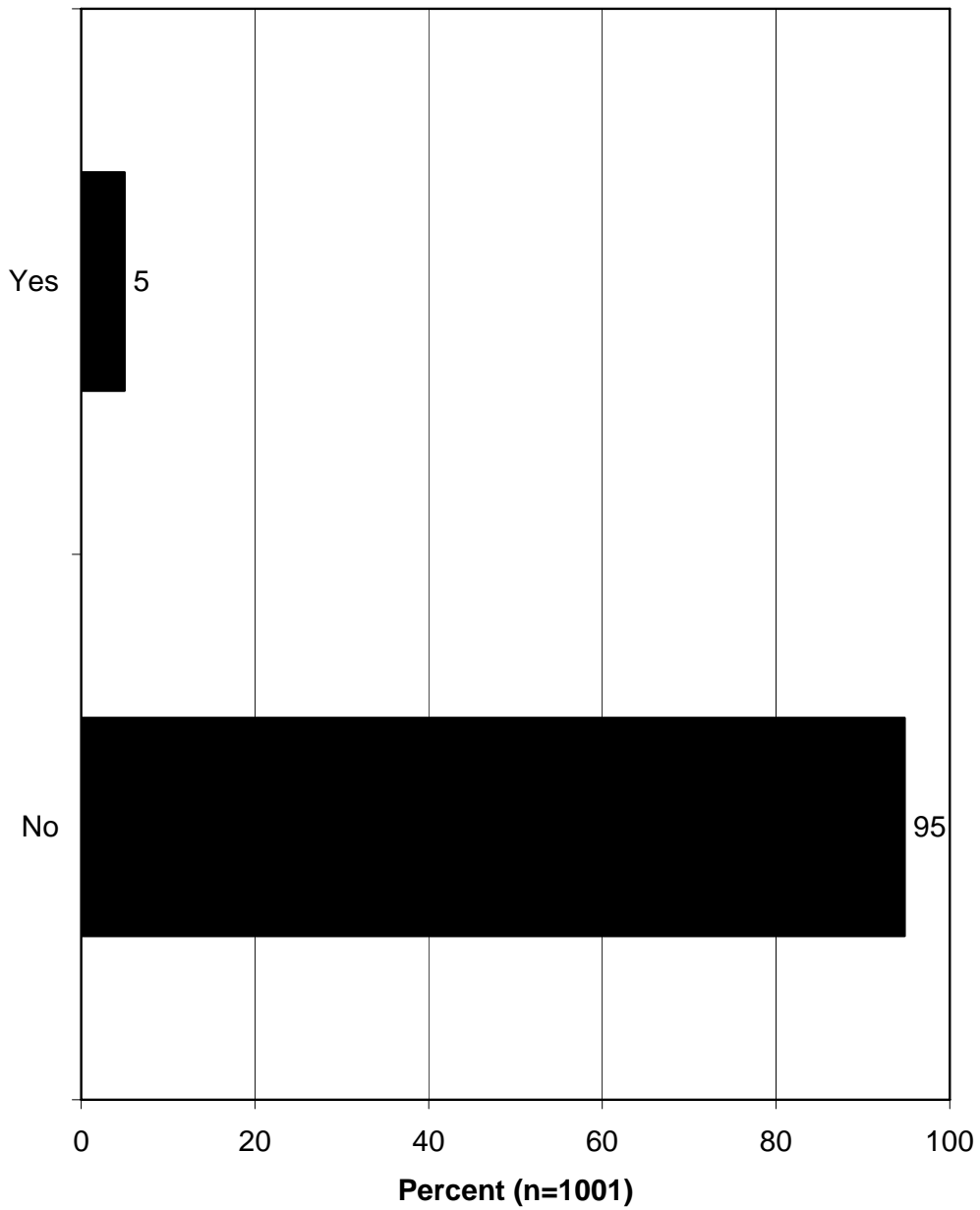
Q49. In your opinion, how likely are people who litter to get caught or fined for littering in Georgia? Would you say very likely, somewhat likely, or not at all likely?



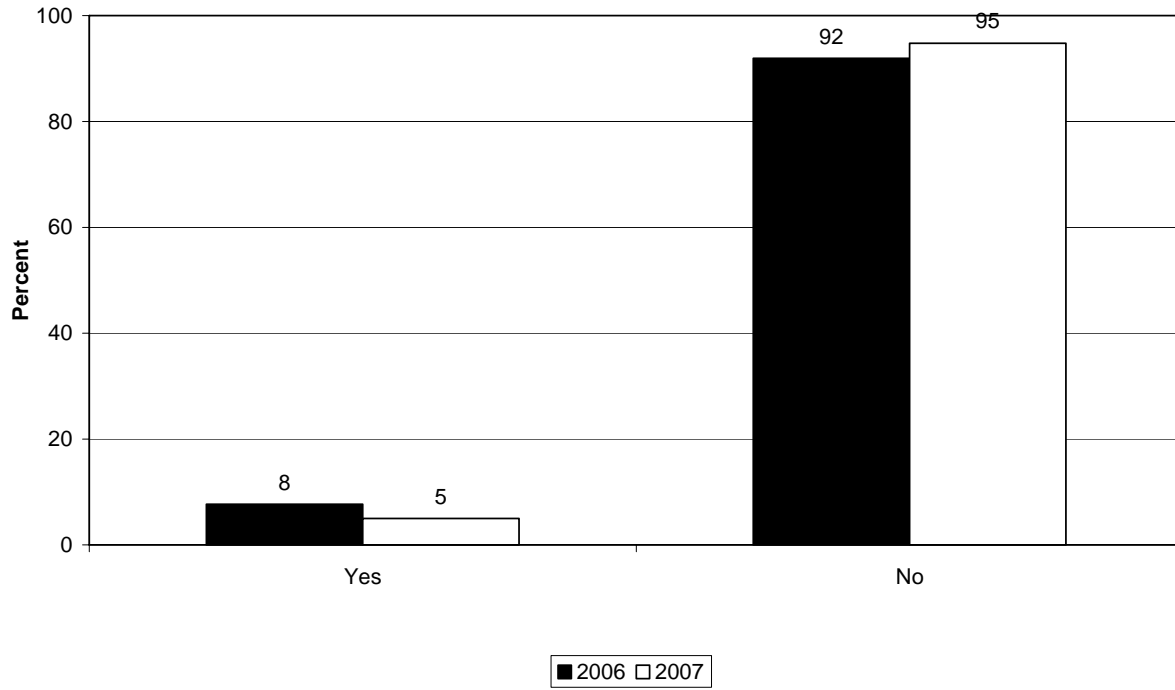
Q81/Q49. In your opinion, how likely are people who litter to get caught or fined for littering in Georgia? Would you say very likely, somewhat likely, or not at all likely?



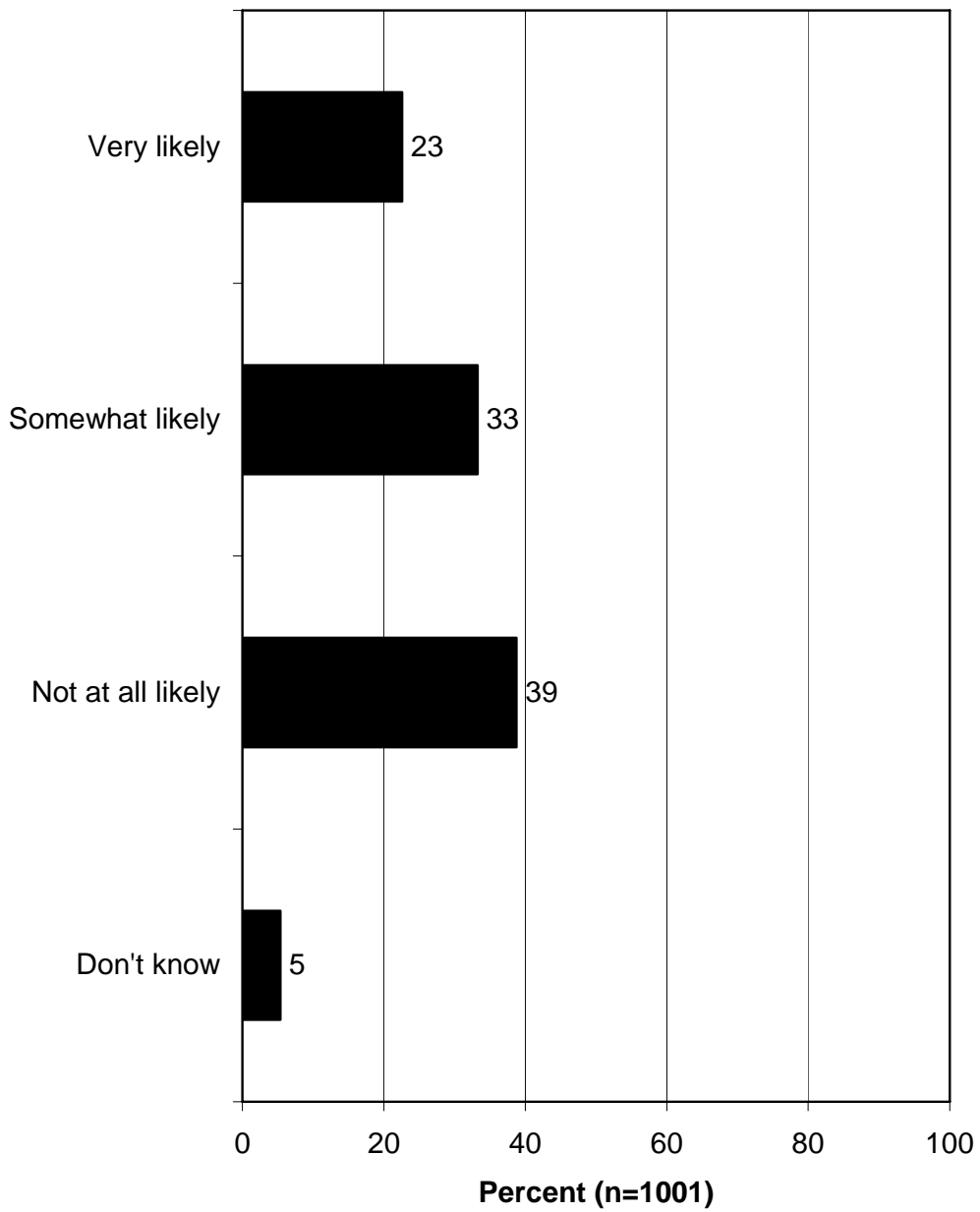
Q48. Have you or someone you know ever been caught or fined for littering?



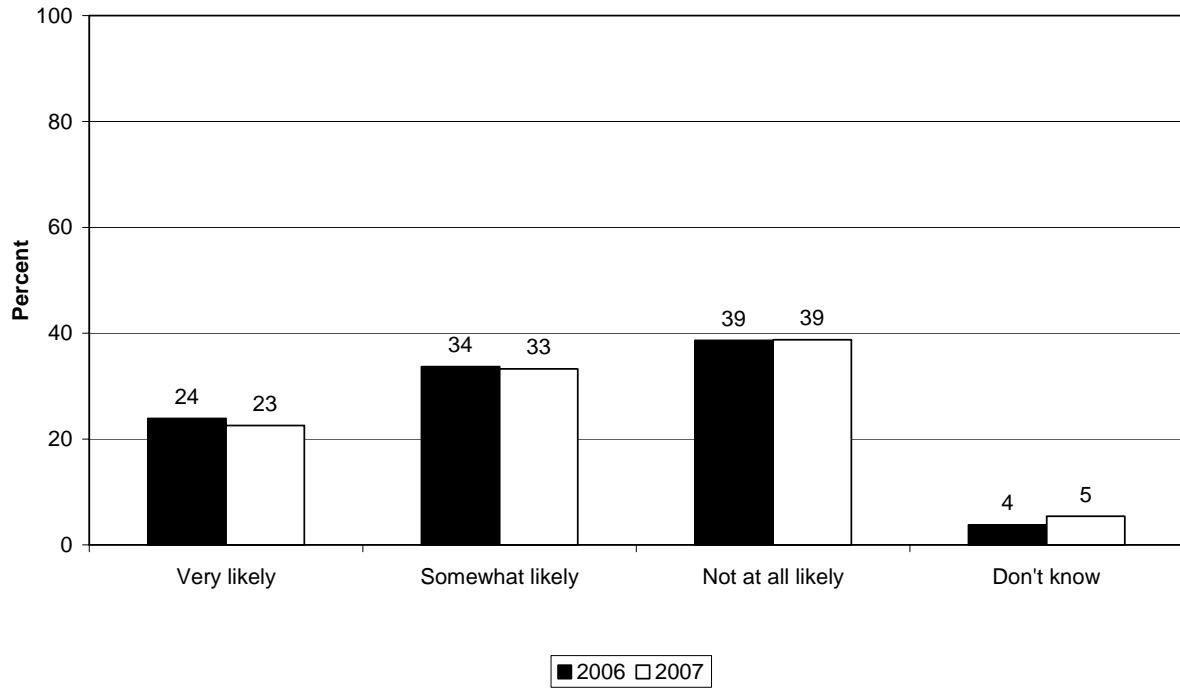
Q80/Q48. Have you or someone you know ever been caught or fined for littering?



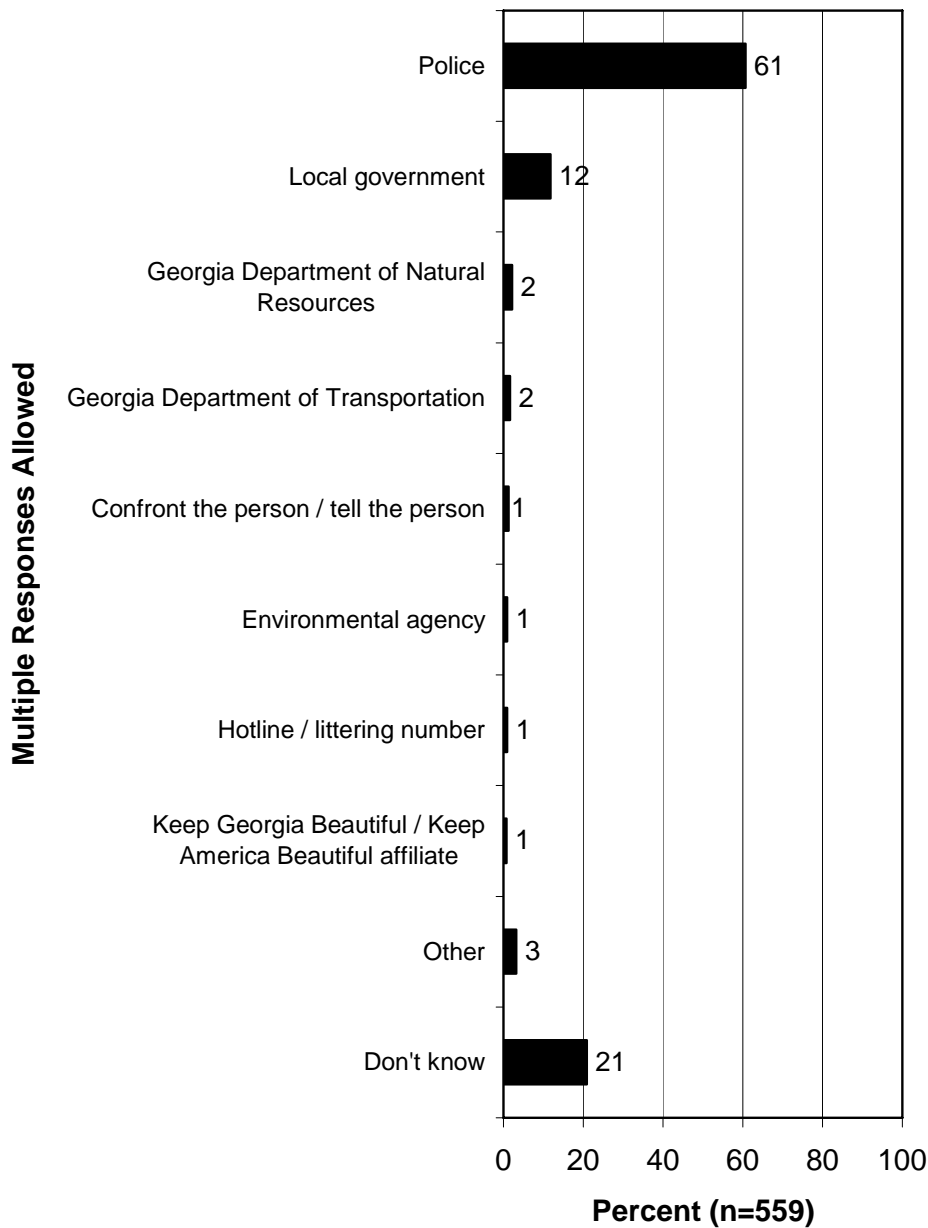
Q50. If you saw someone litter, would you be very likely, somewhat likely, or not at all likely to report it?



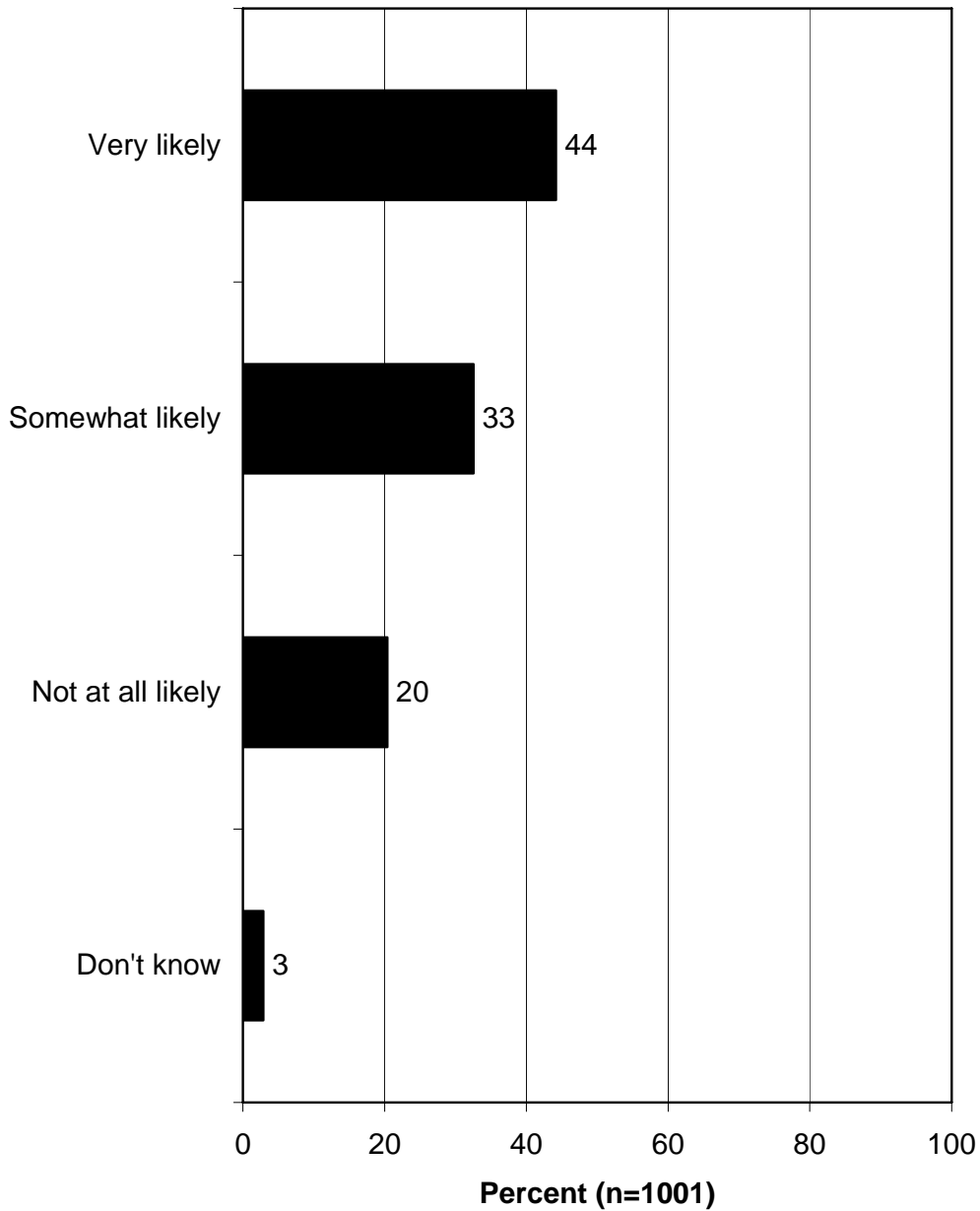
Q82/Q50. If you saw someone litter, would you be very likely, somewhat likely, or not at all likely to report it?



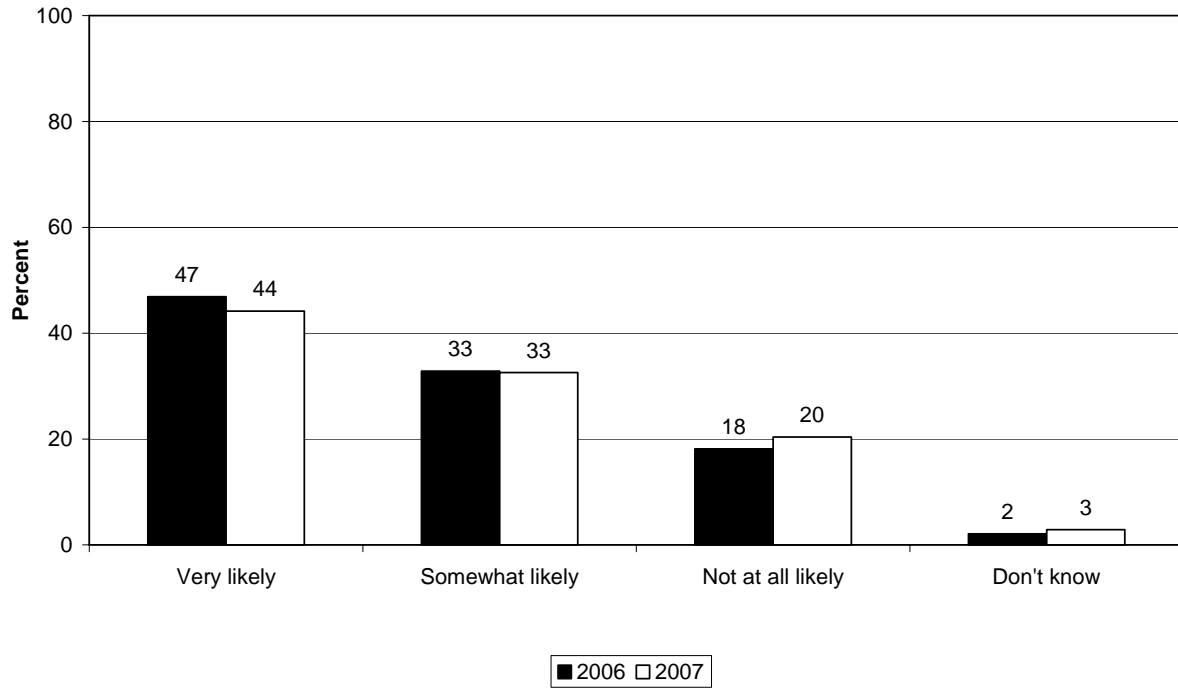
Q53. To whom would you report it? (Asked of those who would be likely to report someone he/she saw littering.)



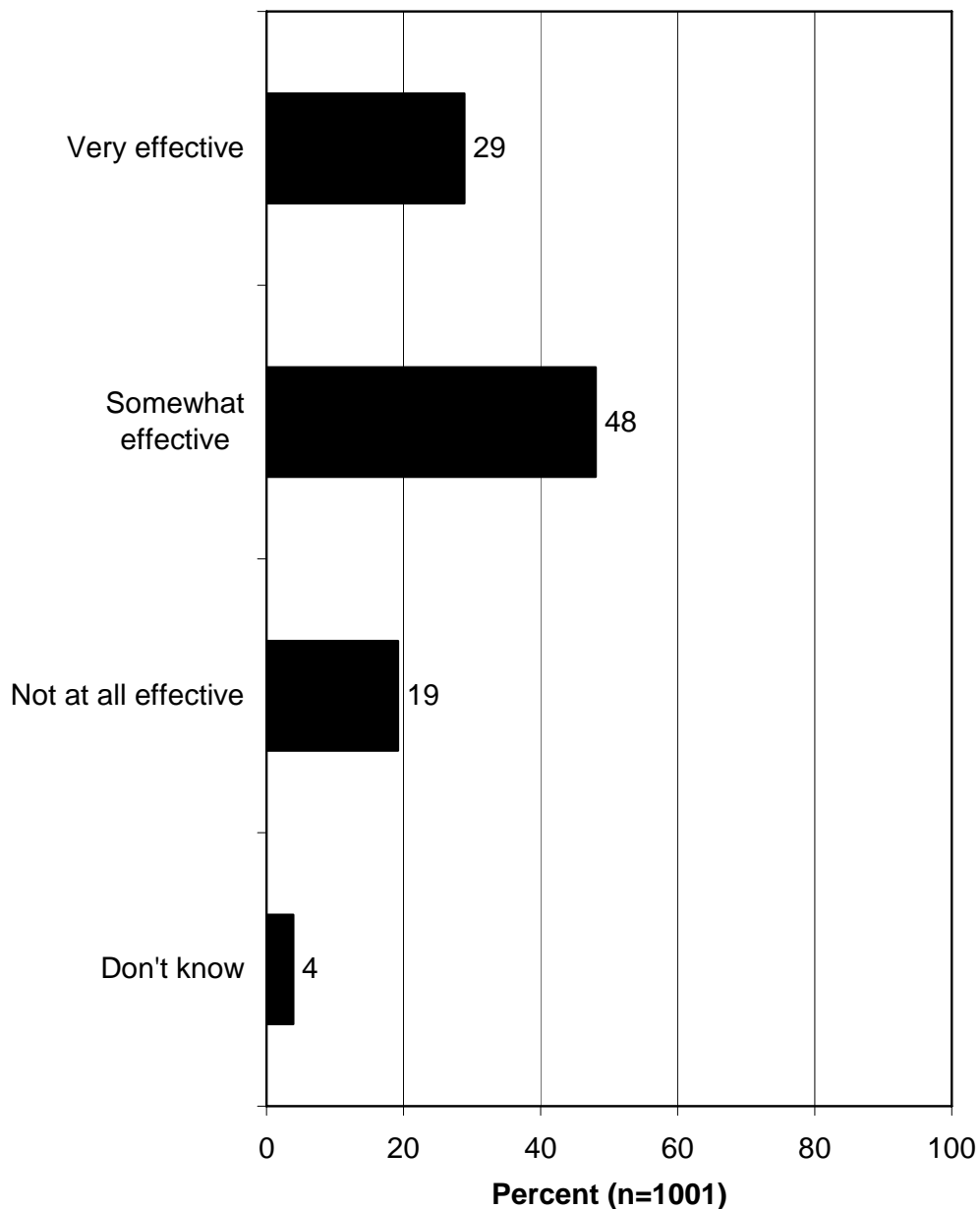
Q57. Would you be very likely, somewhat likely, or not at all likely to use a 1-800 hotline to report someone littering?



Q87/Q57. Would you be very likely, somewhat likely, or not at all likely to use a 1-800 hotline to report someone littering?



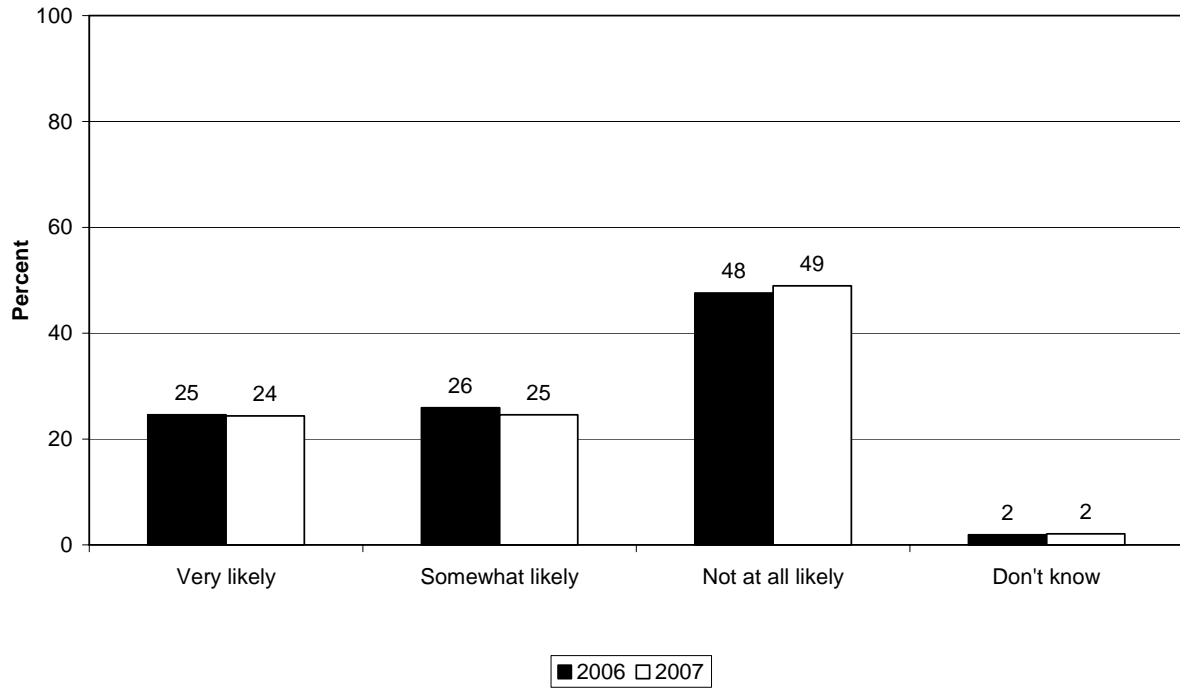
Q58. In your opinion, how effective would knowing that someone could report those who are seen littering by calling a 1-800 hotline number be in preventing you or other people from littering in Georgia? Would it be very effective, somewhat effective, or not at all effective?



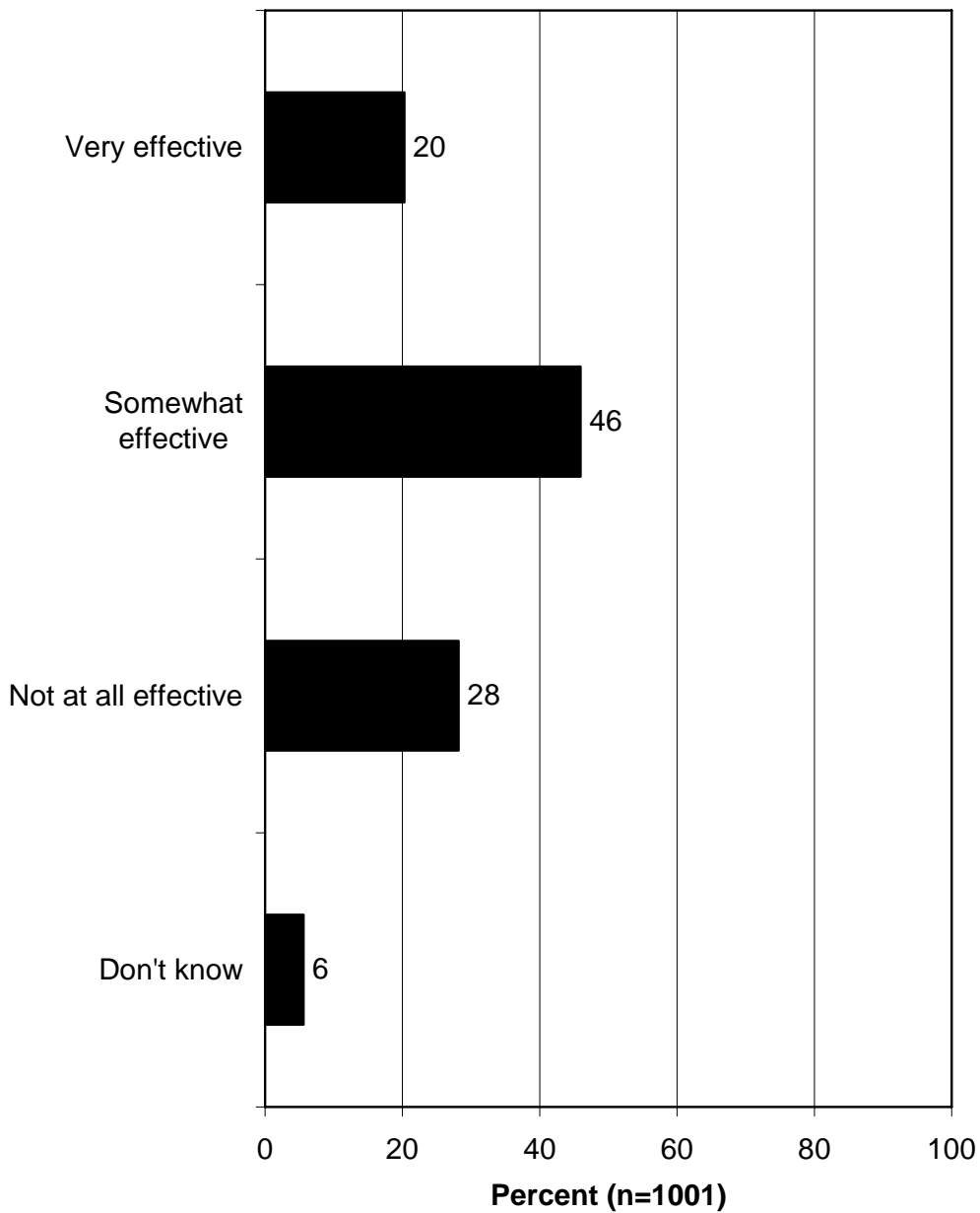
Q59. Would you be very likely, somewhat likely, or not at all likely to use a website to report someone littering?



Q88/Q59. Would you be very likely, somewhat likely, or not at all likely to use a website to report someone littering?



Q60. In your opinion, how effective would knowing that those who are seen littering could be reported using a website be in preventing you or other people from littering in Georgia? Would it be very effective, somewhat effective, or not at all effective?

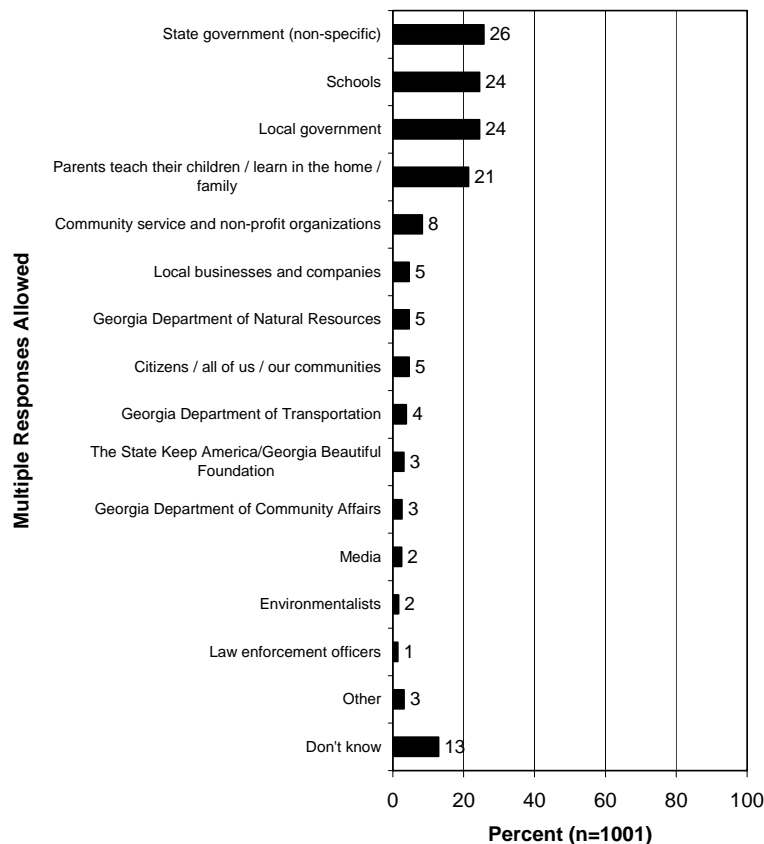


LITTER PREVENTION AND ABATEMENT PROGRAMS AND EDUCATIONAL CAMPAIGNS

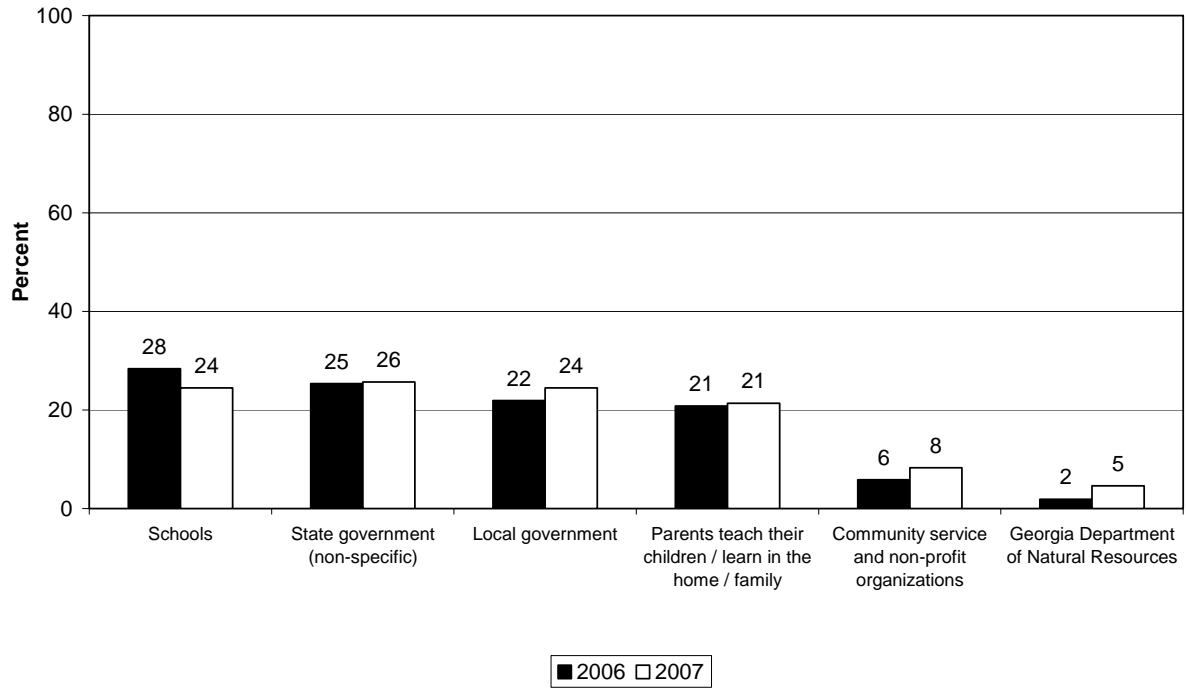
OPINIONS ON RESPONSIBILITY FOR EDUCATING THE PUBLIC ABOUT LITTER ISSUES AND LITTER PREVENTION IN GEORGIA

- When Georgia residents are asked who is responsible for educating the public about litter issues and litter prevention, the most common answers are the state government (26%), schools (24%), the local government (24%), or parents (21%). Note that multiple answers were allowed in the survey.
 - In the trends analysis, the results are similar, with the differences smaller than the margin of error.

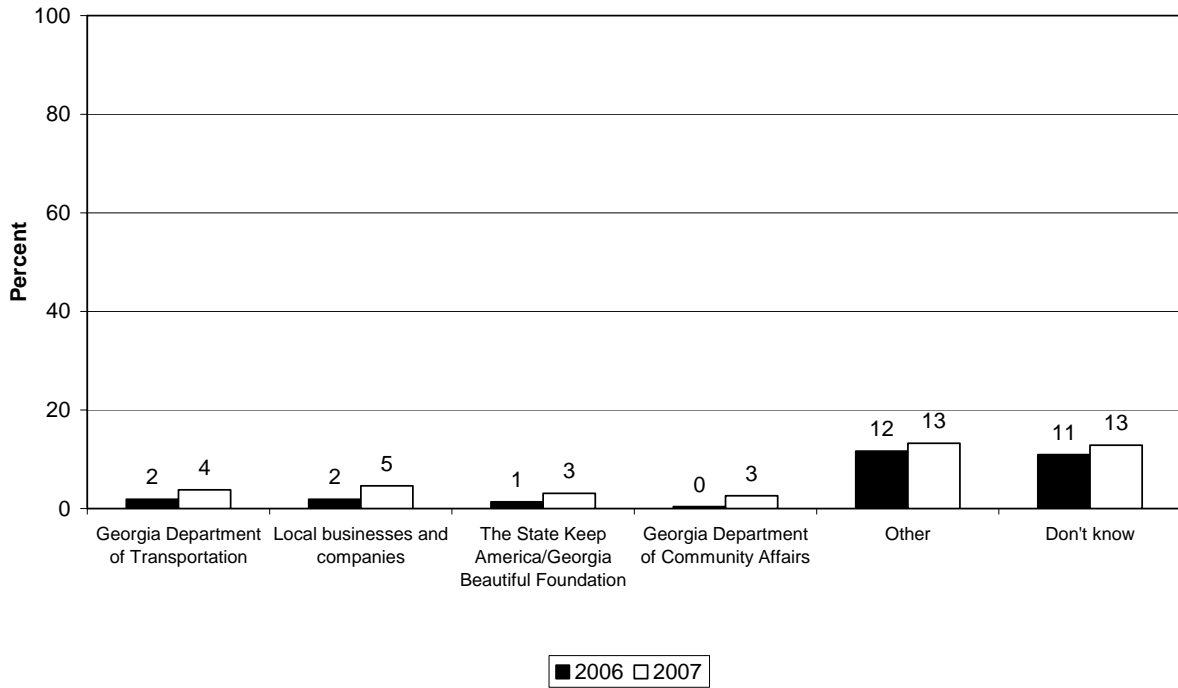
Q100. Who would you say is most responsible for educating the public about litter issues and litter prevention in Georgia?



Q109/Q100. Who would you say is most responsible for educating the public about litter issues and litter prevention in Georgia? (Part 1)



Q109/Q100. Who would you say is most responsible for educating the public about litter issues and litter prevention in Georgia? (Part 2)



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

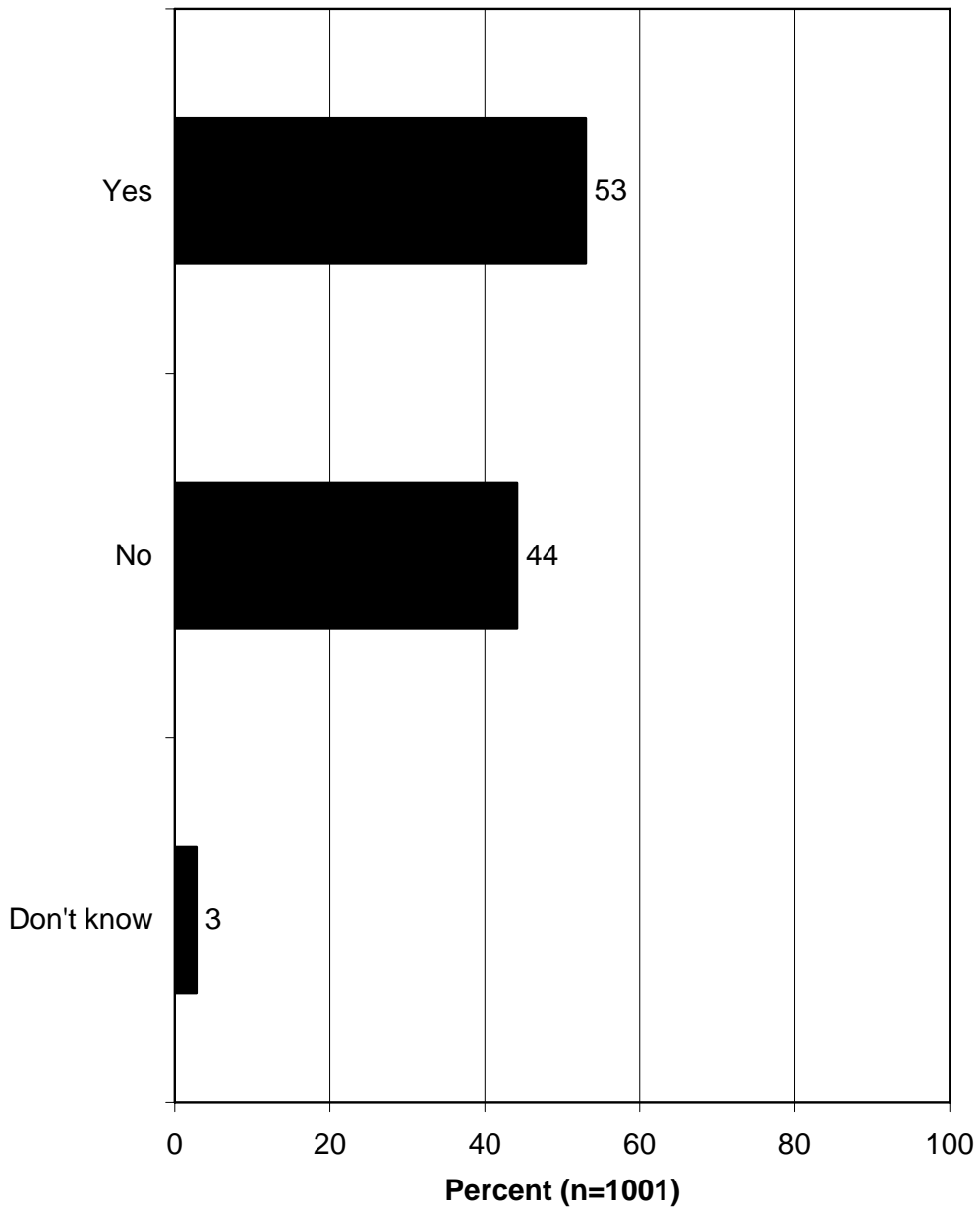
- Just over half of Georgia residents (53%) have heard or seen litter prevention messages in Georgia.
 - The trends analysis found that a slightly higher percentage of Georgia residents have seen or heard an anti-littering message in 2007 than in 2006. Note that differences are significant using the “difference of proportions z test.”
 - Of those who have seen or heard litter prevention messages, the majority (53%) see or hear them *often* or *sometimes*; however, 46% see or hear them no more than *rarely*.
 - In the trends analysis, it appears that the frequency of seeing or hearing anti-littering messages is higher in 2007 than in 2006. Note that differences are significant using the “difference of proportions z test.”
 - Of those who have seen or heard litter prevention messages, the most commonly seen or heard messages are “Keep Georgia Beautiful” (17%), road signs indicating that littering is illegal (16%), “Keep America Beautiful” (9%), and “Don’t Be a Litter Bug” (7%). Note that 3% indicated having seen “Litter. It Costs You.”, and 3% saw “Only Losers Litter”. This was an open-ended question, with no prompts from the interviewer, and the respondent could say anything that came to mind. In situations like this, respondents often forget certain messages that they have actually been exposed to; once they hear or see the message again, they may remember seeing or hearing the message previously. This survey later asked about the two specific messages, “Litter. It Costs You.” and “Only Losers Litter”; the results to these questions are discussed below.
 - In the trends analysis, more respondents in 2007 saw or heard “Keep Georgia Beautiful” and “Keep America Beautiful” than saw or heard these in 2006.
 - Television (54%) and roadside signs (52%) are the most common sources, by far, among those who saw or heard a litter prevention message.
 - In the trends analysis, television has markedly increased in 2007 (compared to 2006) as a source of anti-littering messages, among those who have seen or heard messages in Georgia.

- Of those who have seen or heard litter prevention messages, 30% have seen or heard, “Litter. It Costs You.”. Note that this question asked specifically about this particular message, with the message itself within the question wording. Therefore, the percentage who had seen or heard it is substantially higher than when respondents were asked previously in an open-ended question to name the messages that they had seen or heard.
 - Of those who have seen or heard, “Litter. It Costs You.”, 39% see or hear it *often* or *sometimes*, but 57% see or hear it no more than *rarely*.
 - Of those who have seen or heard, “Litter. It Costs You.”, 45% saw and heard it on television, 25% saw it on roadside signs, and 18% heard it on radio—the three most important sources.

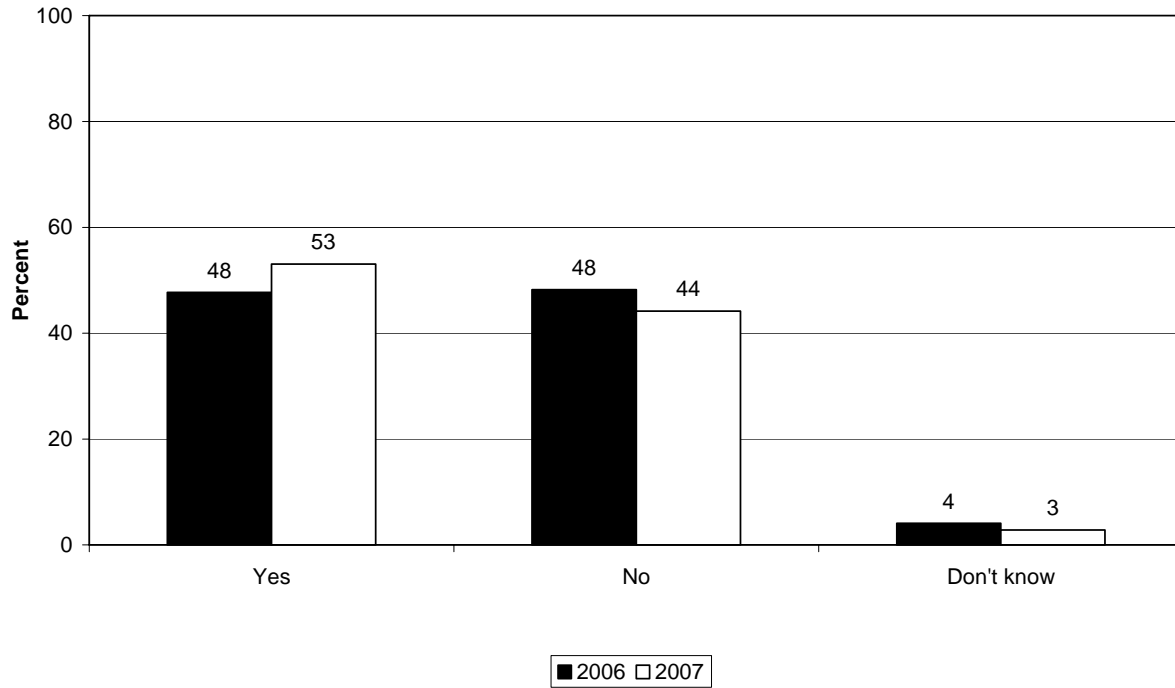
- Of those who have seen or heard litter prevention messages, 16% have seen or heard, “Only Losers Litter”. Note that this question was also asked directly, not open-ended. See the bullet above for a discussion of this.
 - Of those who have seen or heard, “Only Losers Litter”, 48% see or hear it *often* or *sometimes*, but an equal percentage (48%) see or hear it no more than *rarely*.
 - Of those who have seen or heard, “Only Losers Litter”, 48% saw and heard it on television, 20% heard it on radio, and 13% saw it on roadside signs—the three most important sources.

- About a third of Georgia residents (31%) are aware of litter prevention and abatement programs in their community.
 - In the trends analysis, the results are similar, with the differences smaller than the margin of error.
 - Adopt-a-Highway is the most commonly known program. Otherwise, respondents most commonly know about local community or club programs.
 - In the trends analysis, awareness of “Adopt-a-Highway” is *less* in 2007 relative to 2006, while awareness of local community or club programs is *greater* in 2007 than in 2006.

Q66. Have you seen or heard any litter prevention messages in Georgia?

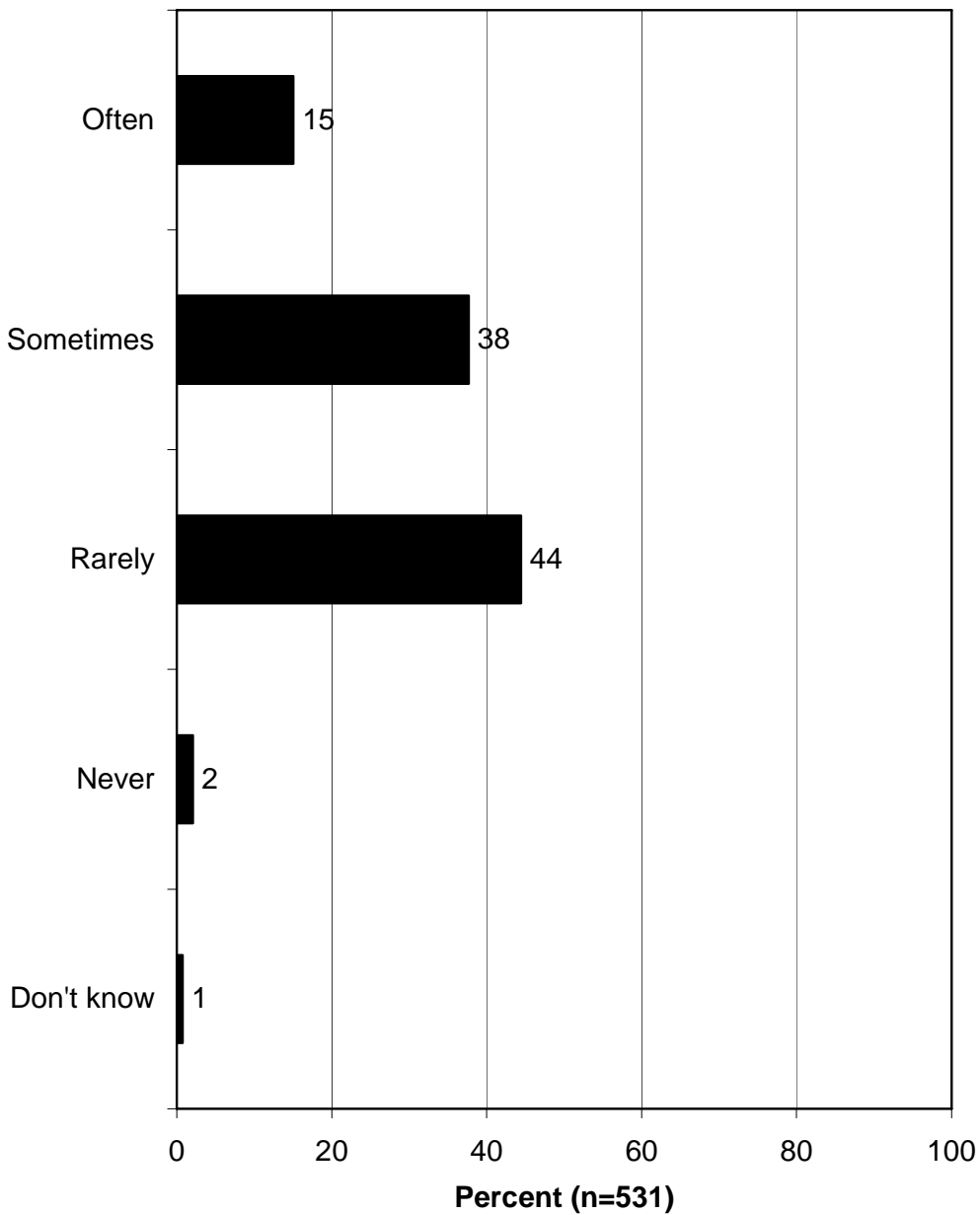


Q94/Q66. Have you seen or heard any litter prevention messages in Georgia?

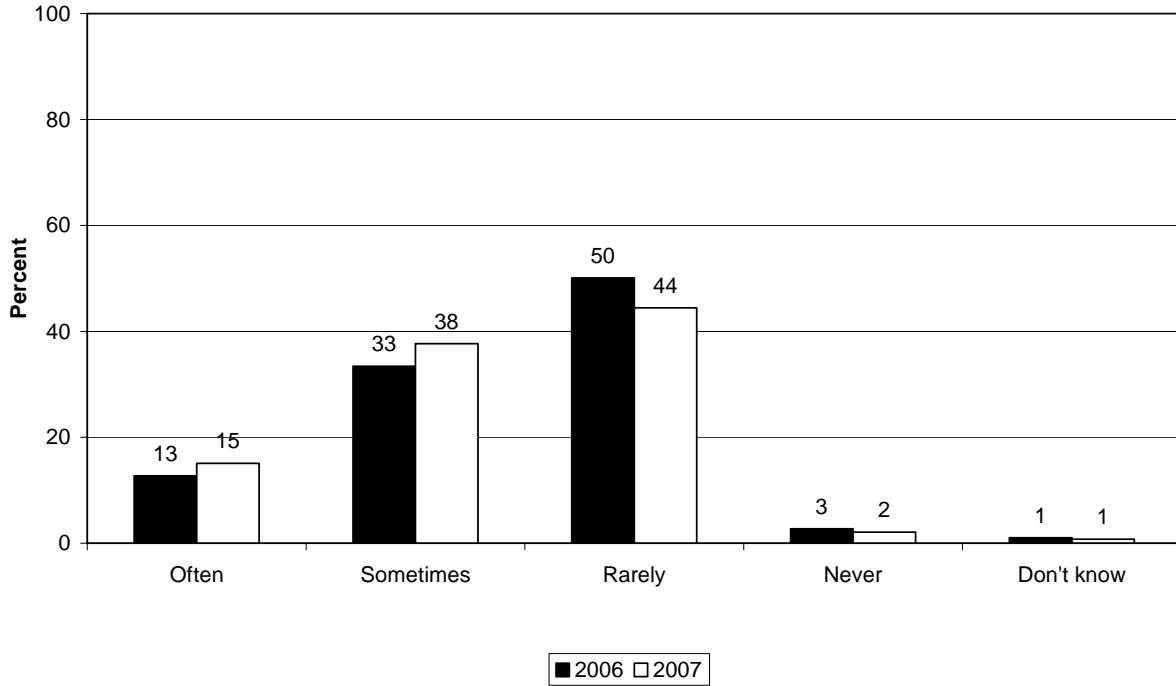


Note that differences are significant using the “difference of proportions z test.”

Q72. How frequently would you say you see or hear litter prevention messages in Georgia? Would you say often, sometimes, rarely, or never? (Asked of those who have seen or heard any litter prevention messages in Georgia.)

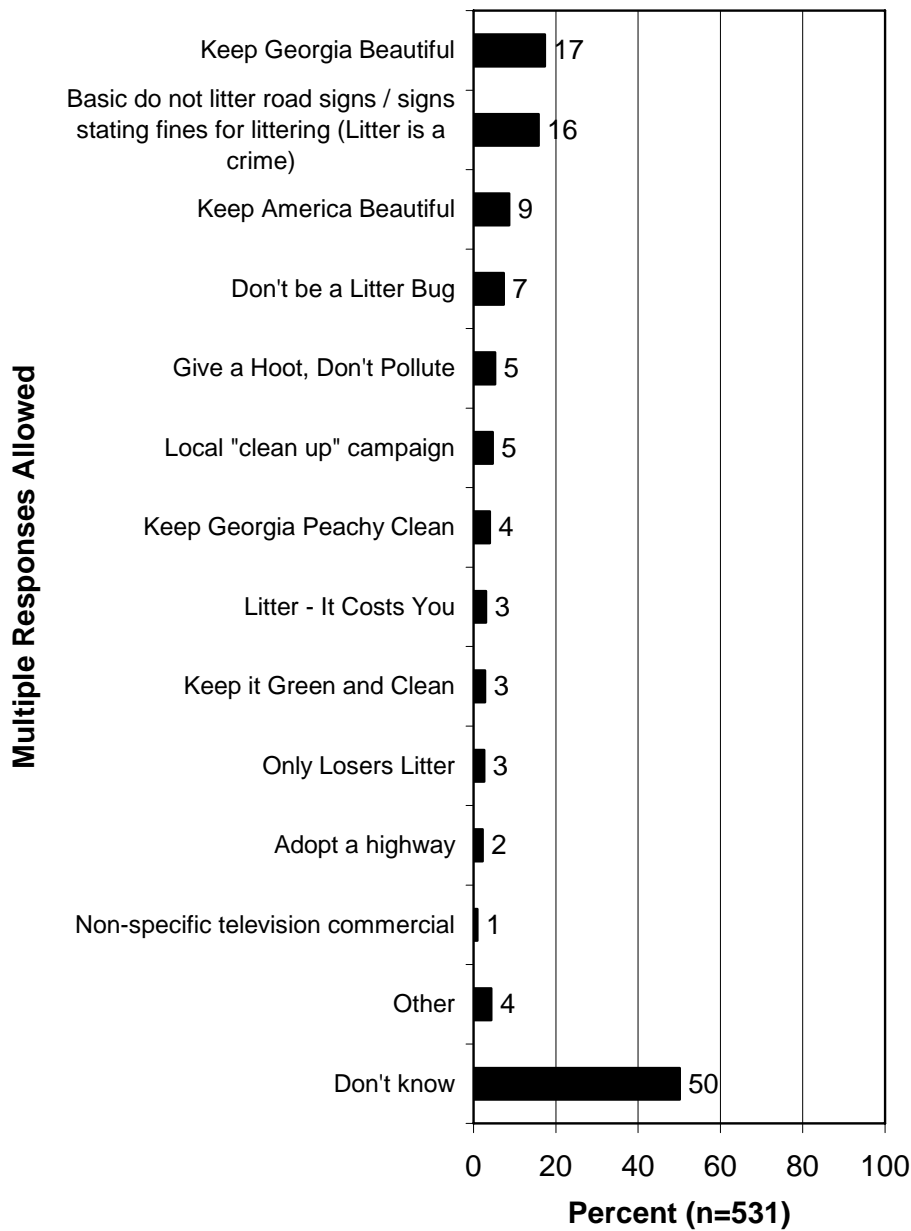


Q100/Q72. How frequently would you say you see or hear litter prevention messages in Georgia? (Asked of those who have heard or seen litter prevention messages in Georgia.)

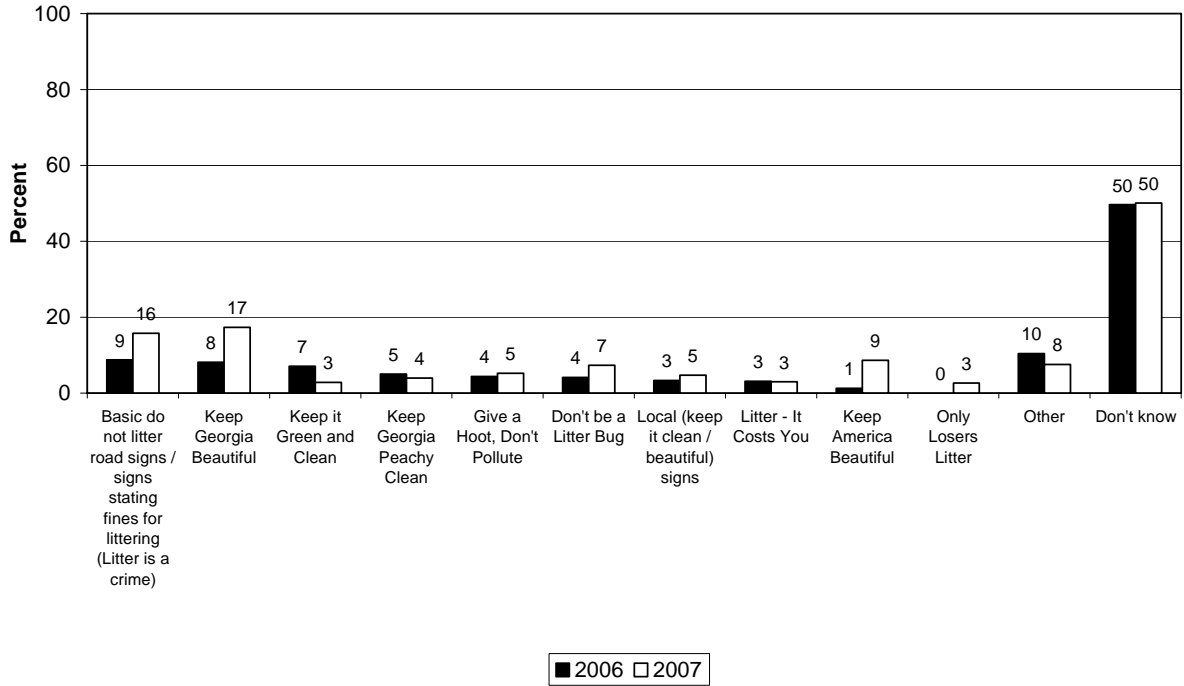


Note that differences are significant using the “difference of proportions z test.”

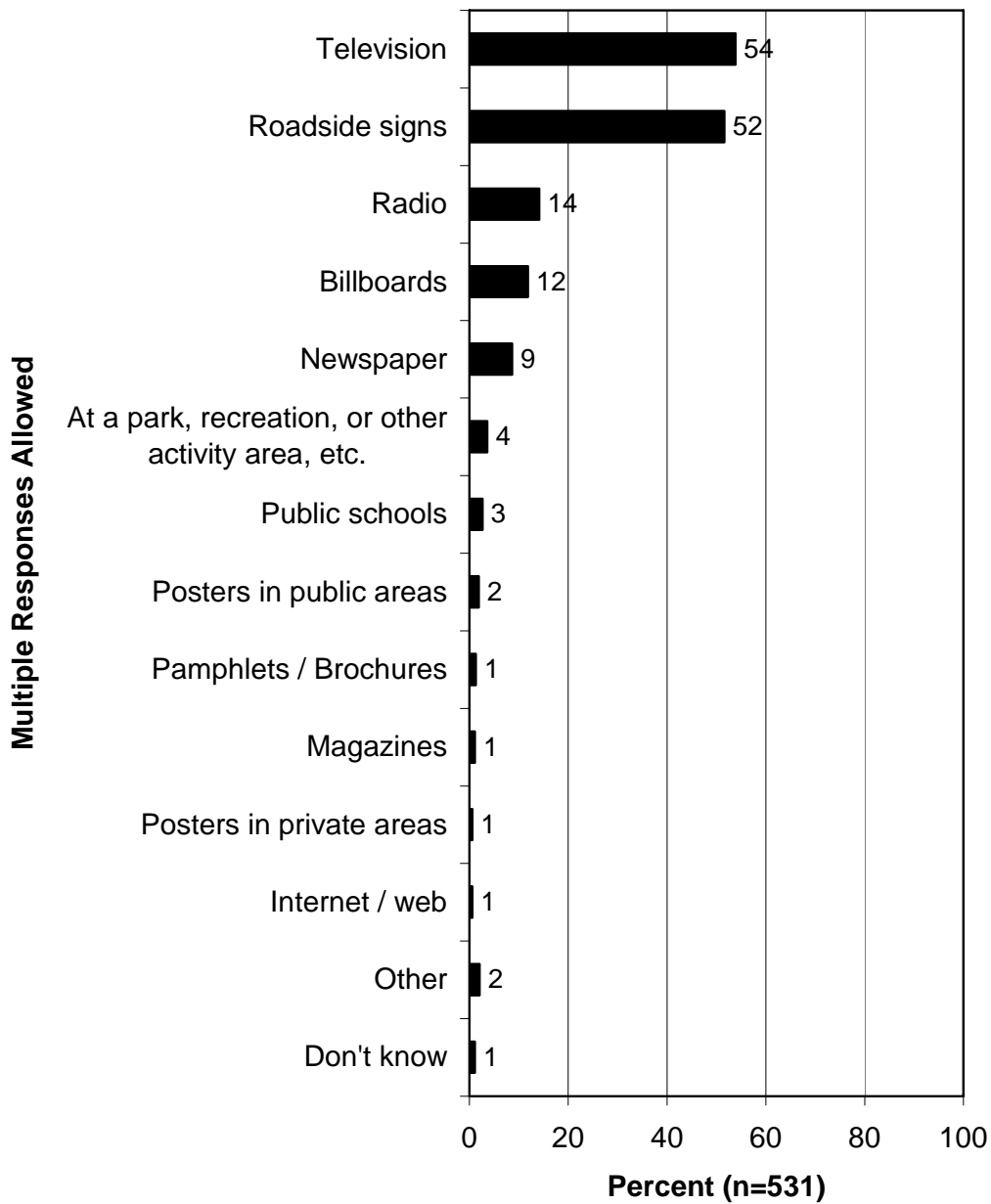
Q69. Please tell me which litter prevention messages you have seen or heard in Georgia if you can. (Asked of those who have seen or heard any litter prevention messages in Georgia.)



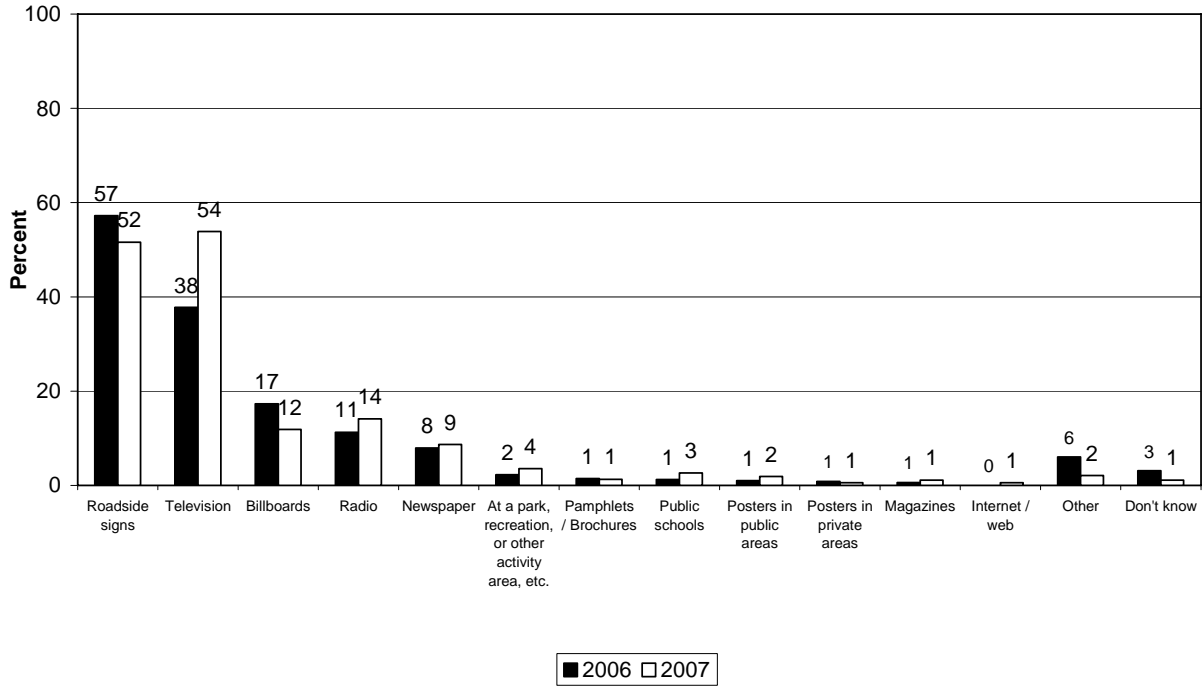
Q97/Q69. Please tell me which litter prevention messages you have seen or heard in Georgia if you can. (Asked of those who have heard or seen litter prevention messages in Georgia.)



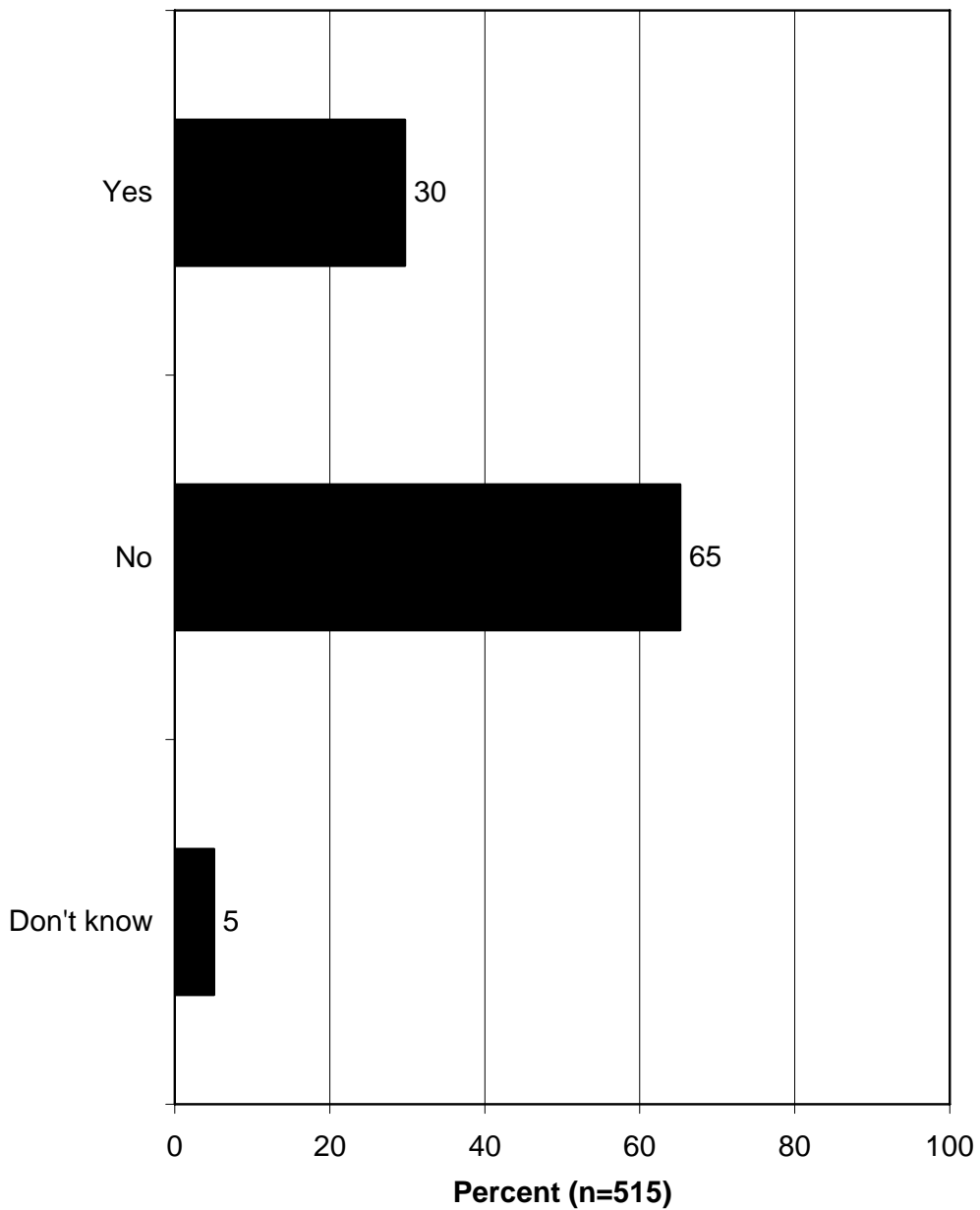
Q75. Where have you heard or seen litter prevention messages in Georgia? (Asked of those who have seen or heard any litter prevention messages in Georgia.)



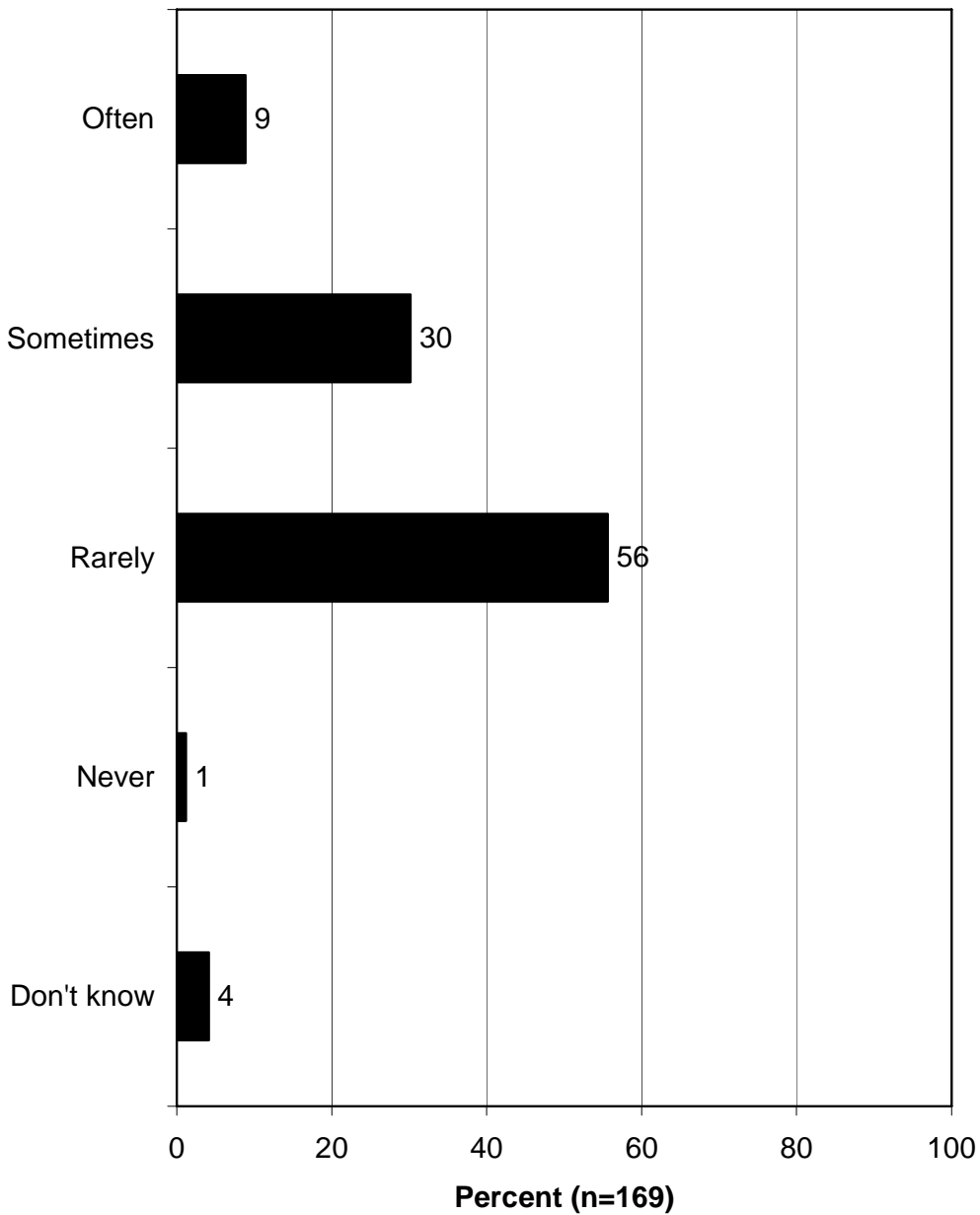
Q103/Q75. Where have you heard or seen litter prevention messages in Georgia? (Asked of those who have heard or seen litter prevention messages in Georgia.)



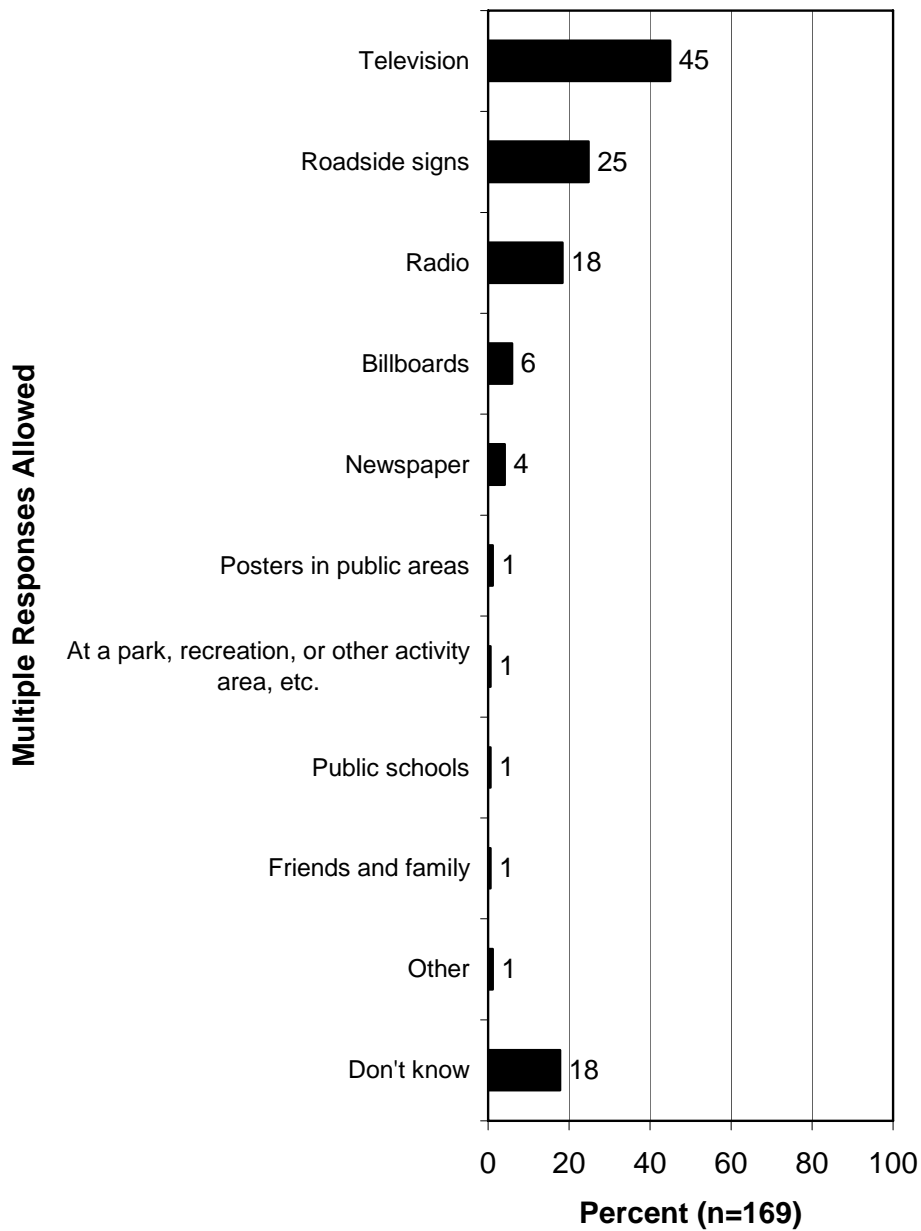
Q79. Have you seen or heard the litter prevention message "Litter. It Costs You."? (Asked of those who have seen or heard any litter prevention messages in Georgia.)



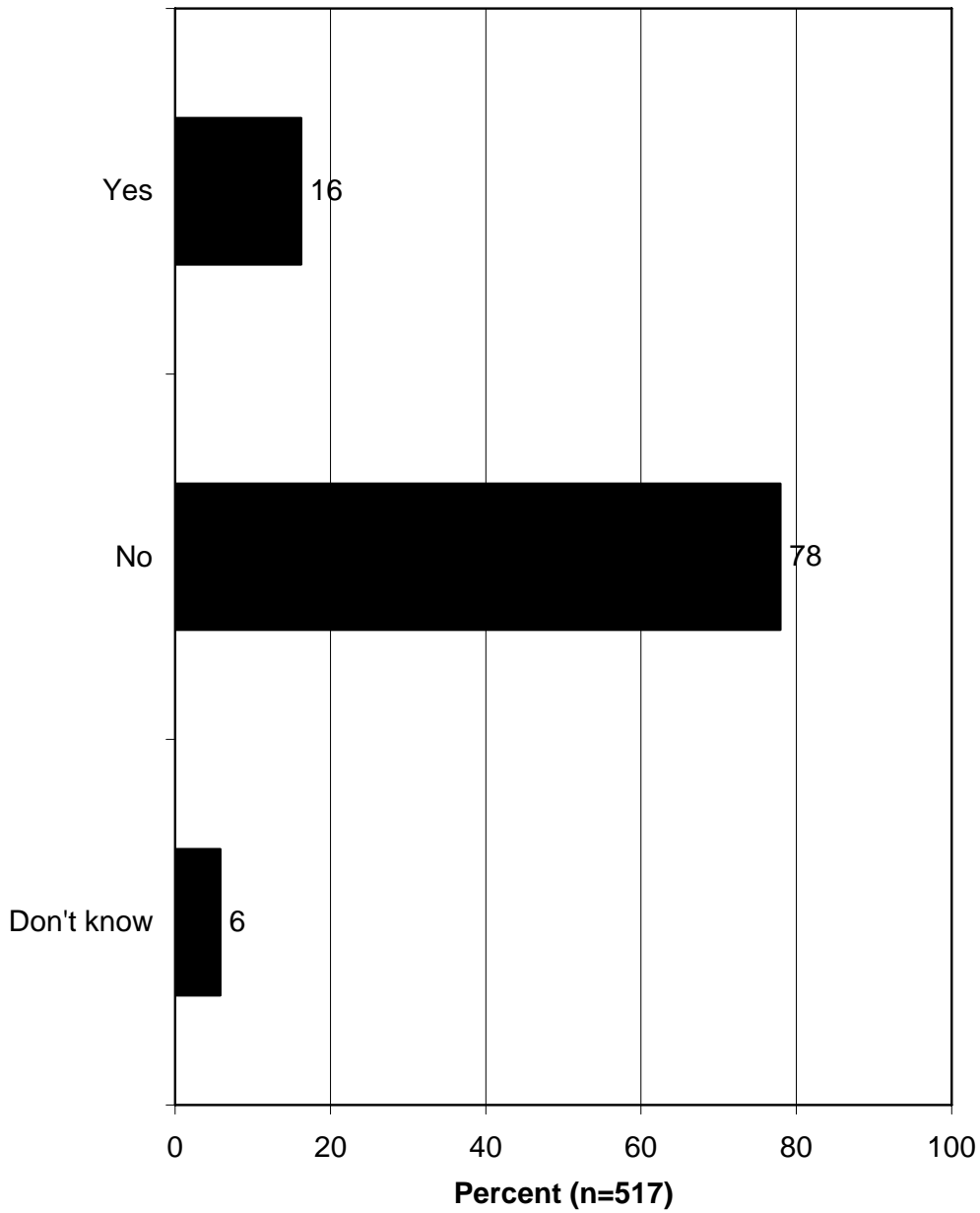
Q82. How frequently would you say you see or hear "Litter. It Costs You." in Georgia? Would you say often, sometimes, rarely, or never? (Asked of those who have seen or heard the message, "Litter. It Costs You.")



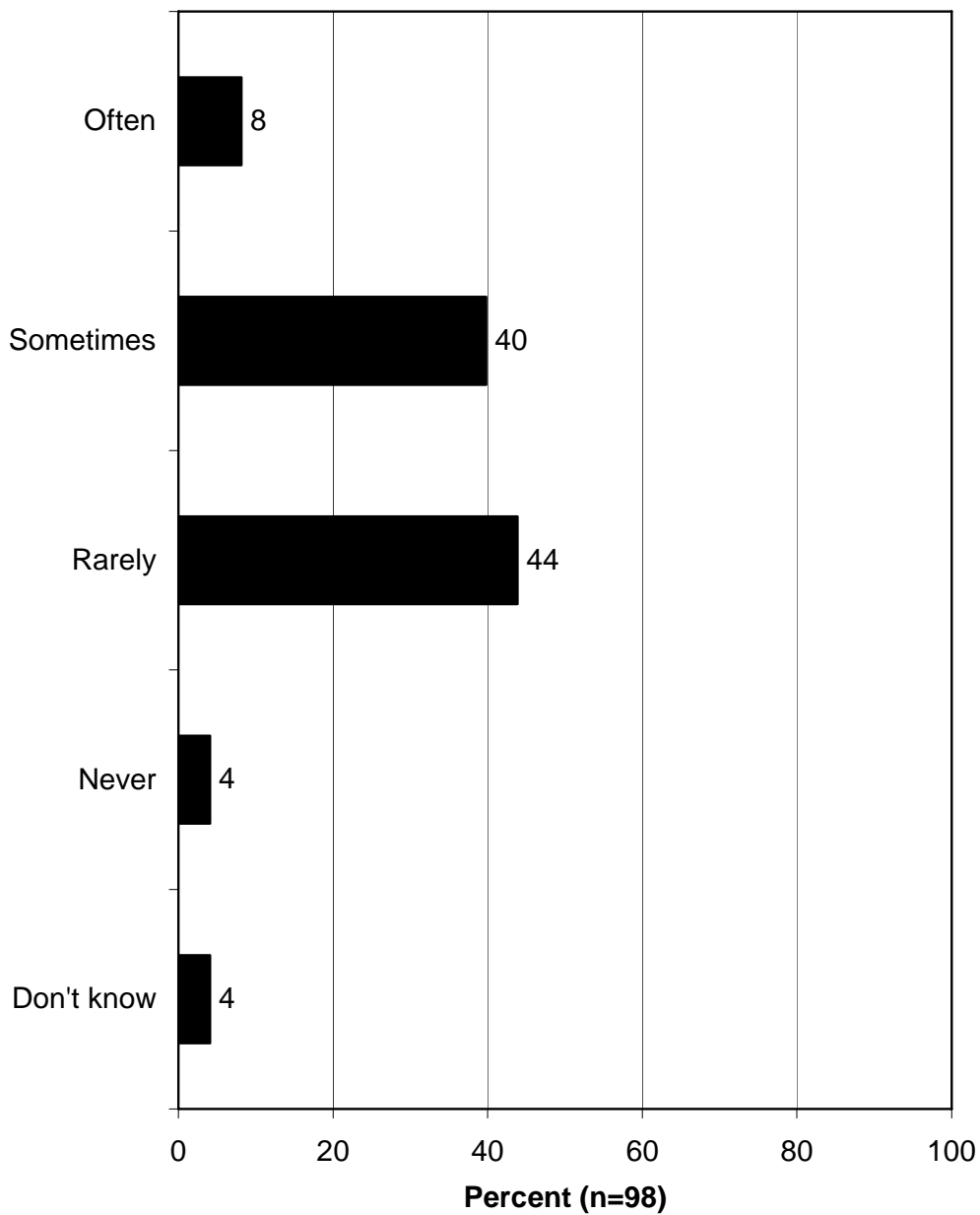
Q85. Where have you heard or seen, "Litter. It Costs You.", in Georgia? (Asked of those who have seen or heard the message, "Litter. It Costs You.")



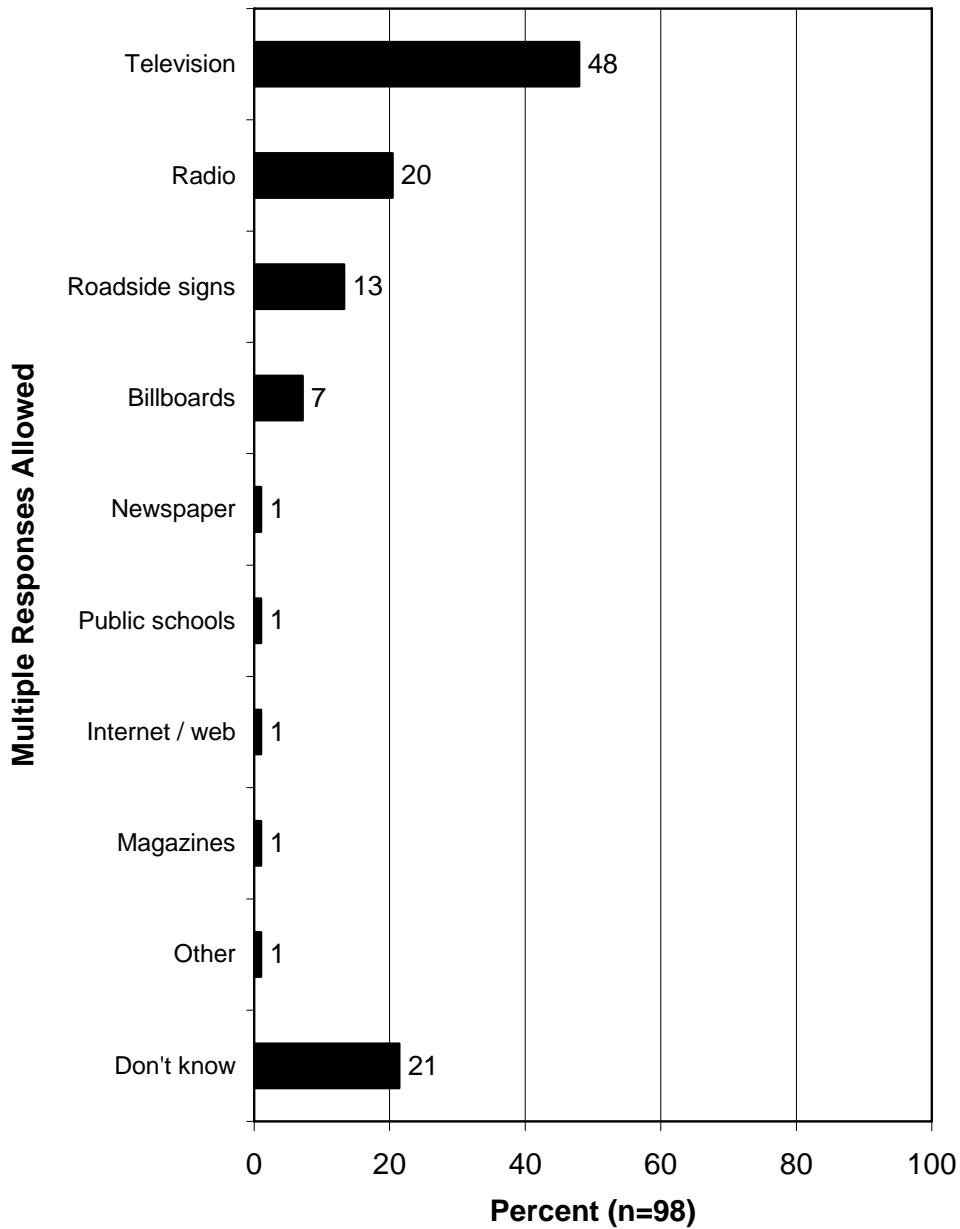
Q88. Have you seen or heard the litter prevention message "Only Losers Litter"? (Asked of those who have seen or heard any litter prevention messages in Georgia.)



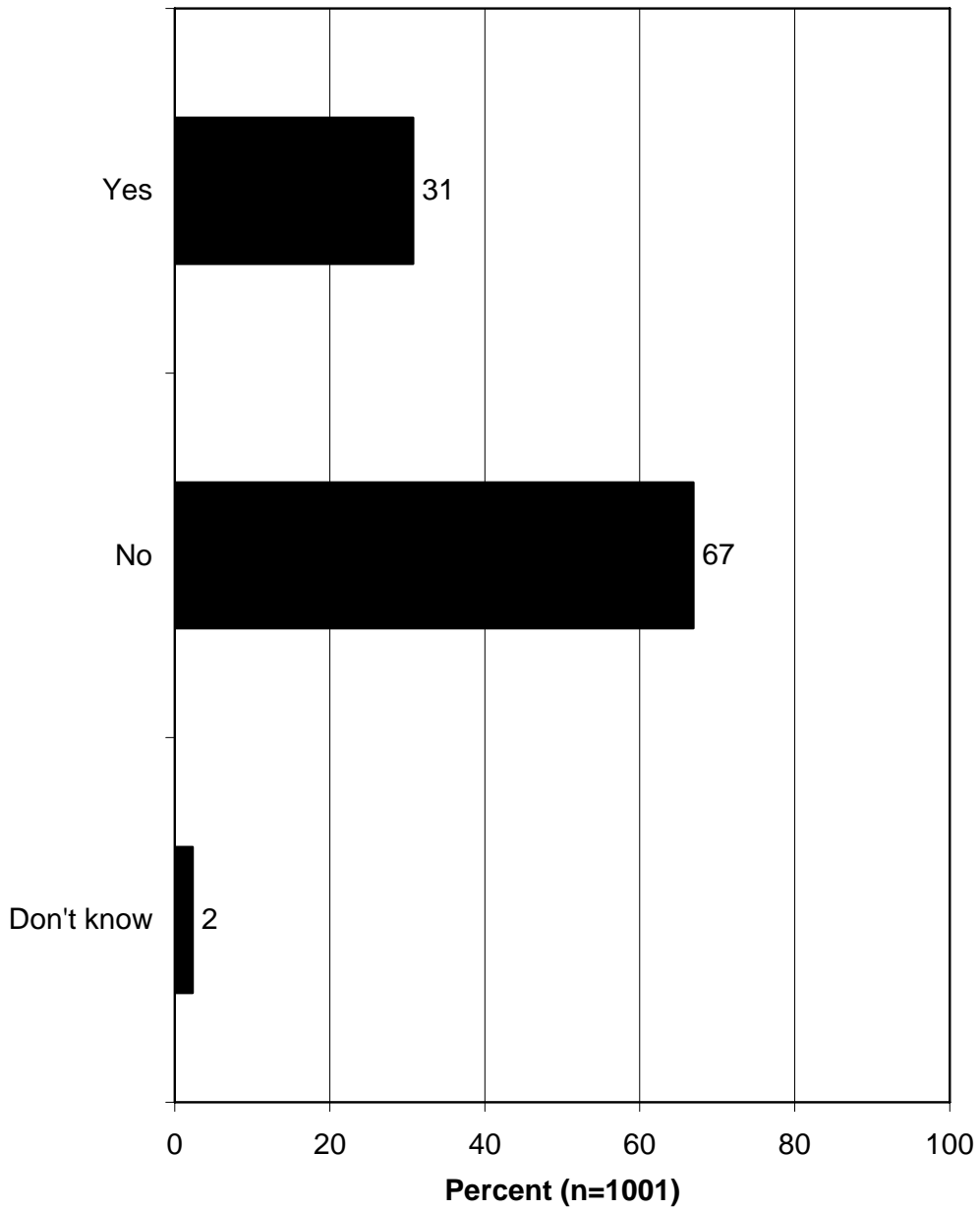
Q91. How frequently would you say you see or hear "Only Losers Litter" in Georgia? Would you say often, sometimes, rarely, or never? (Asked of those who have seen or heard the message, "Only Losers Litter".)



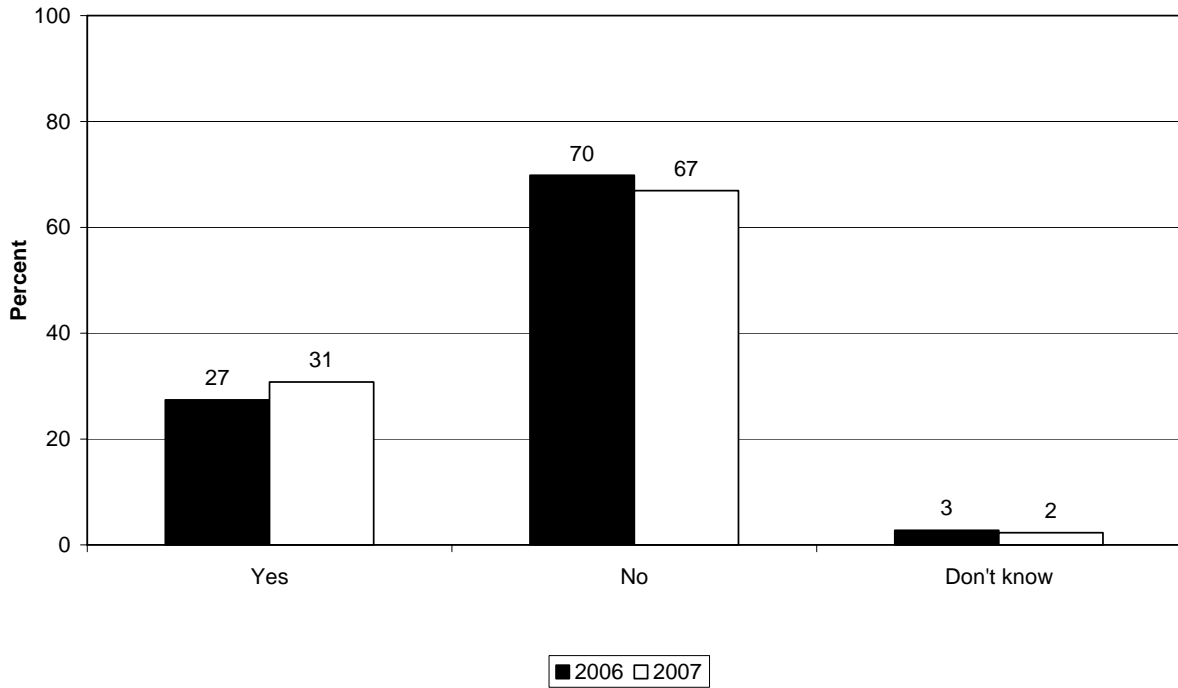
Q94. Where have you heard or seen "Only Losers Litter" in Georgia? (Asked of those who have seen or heard the message, "Only Losers Litter".)



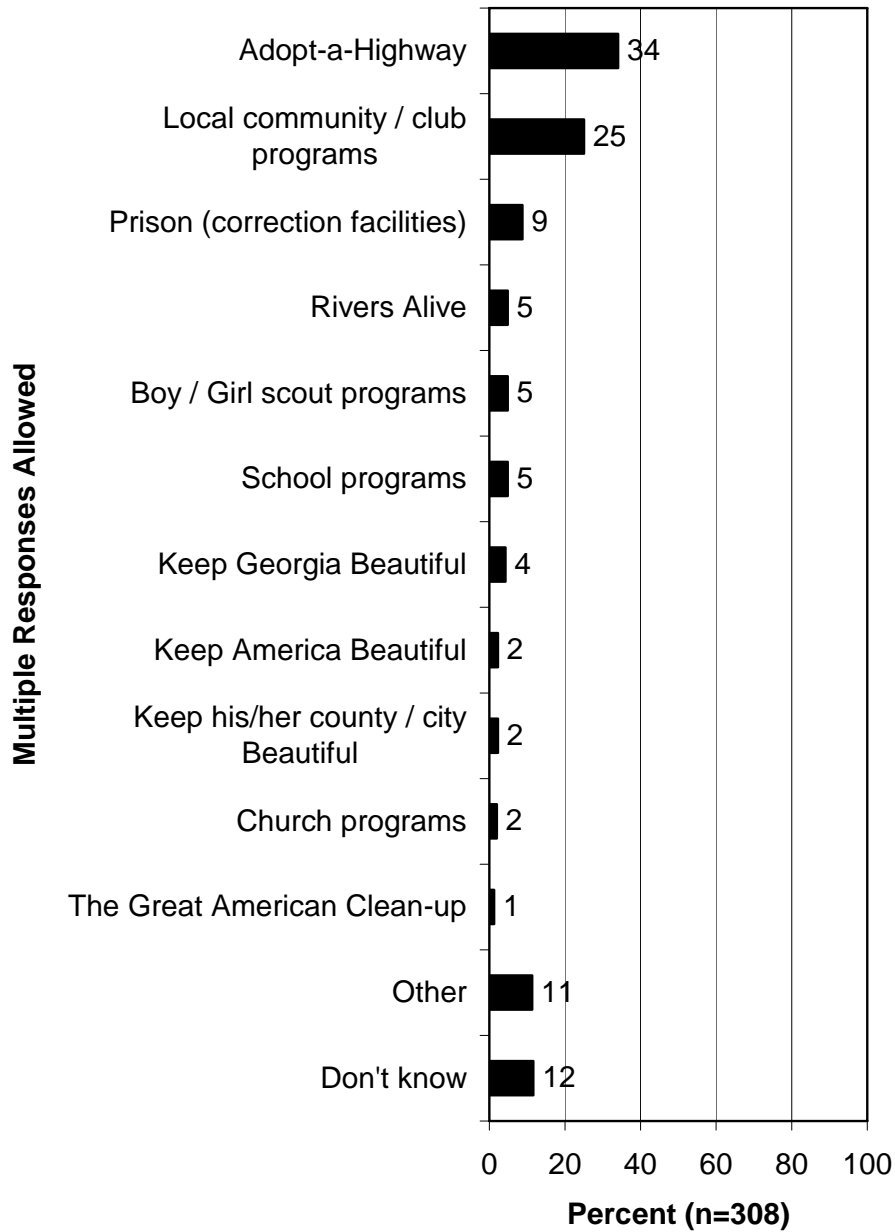
Q102. Are you aware of any programs in your community that deal with litter prevention and abatement?



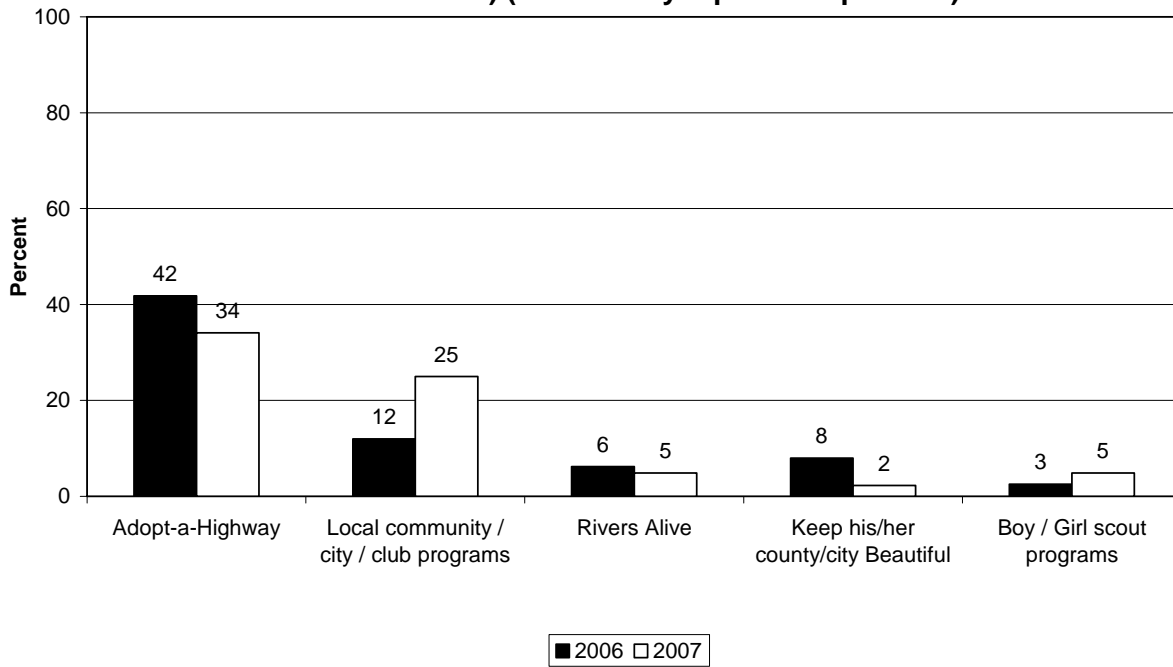
Q111/Q102. Are you aware of any programs in your community that deal with litter prevention and abatement?



Q105. What programs are you aware of? (Asked of those who are aware of any programs in his/her community that deal with litter prevention and abatement.)



Q114/Q105. 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.) (Shows only top five responses.)



PERCEPTIONS OF THE EFFECTIVENESS OF LITTER PREVENTION MESSAGES

- While the large majority of Georgia residents (79%) think that litter prevention messages and campaigns are effective at preventing litter, most of those think they are only *somewhat* effective rather than *very* effective. Meanwhile, 18% think they are not at all effective.
 - Similar results are found among those who have seen litter prevention messages, when they are asked about the effectiveness of the messages *that they have seen or heard*: 74% think they are effective, but most of those think they are only *somewhat* effective. Meanwhile, 22% think those messages *that they have seen or heard* are not at all effective.
 - In the trends analysis, the results are similar regarding the perceived effectiveness of litter prevention messages in general in the two studies, with the differences smaller than the margin of error.
 - In the trends analysis, the perceived effectiveness *of the messages that respondents have seen or heard* is higher in 2007 when compared to 2006 results. In 2006, 31% said that the messages that they had seen or heard are not at all effective in preventing litter, while only 22% said this in 2007.

- The perceived effectiveness of the prevention message, “Litter. It Costs You.”, among those who have seen or heard it is similar to the perceived effectiveness of campaigns in general discussed immediately above. Of those who have seen the litter prevention message, “Litter. It Costs You.”, 80% think it is effective, but most of those think it is only *somewhat* effective, and 17% think it is not at all effective. This question was also asked of those who did *not* see or hear that message: while 71% think it would be effective, most of those think it would be only *somewhat* effective, and 23% think it would be not at all effective.

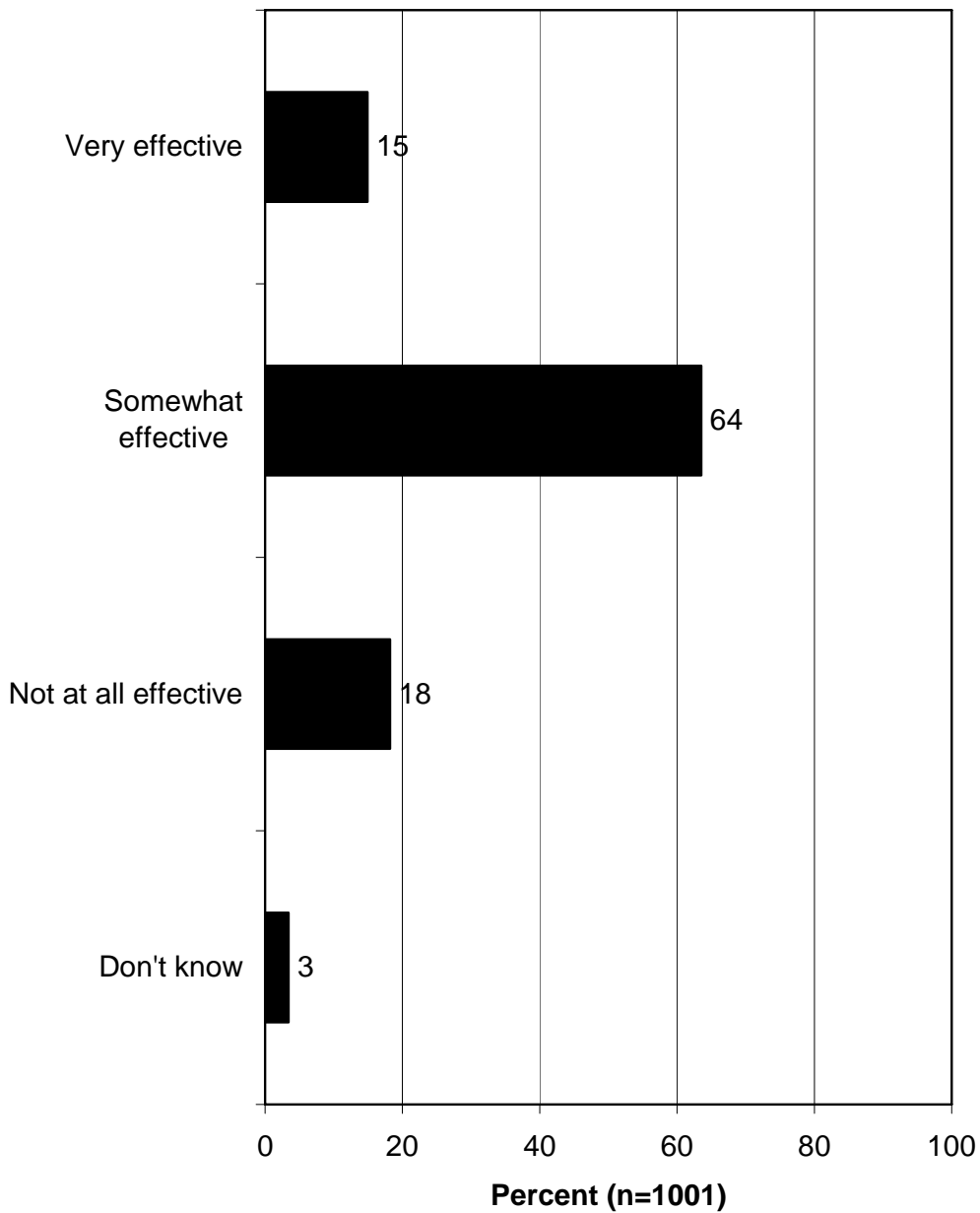
- The perceived effectiveness of the prevention message, “Only Losers Litter”, among those who have seen or heard it is about the same as the perceived effectiveness of other campaigns discussed previously. Of those who have seen the litter prevention message, “Only Losers Litter”, 73% think it is effective, but most of those think it is only *somewhat* effective, and 18% think it is not at all effective. This question was also asked of those who did *not* see or

hear that message: while 64% think it would be effective, most of those think it would be only *somewhat* effective, and 28% think it would be not at all effective.

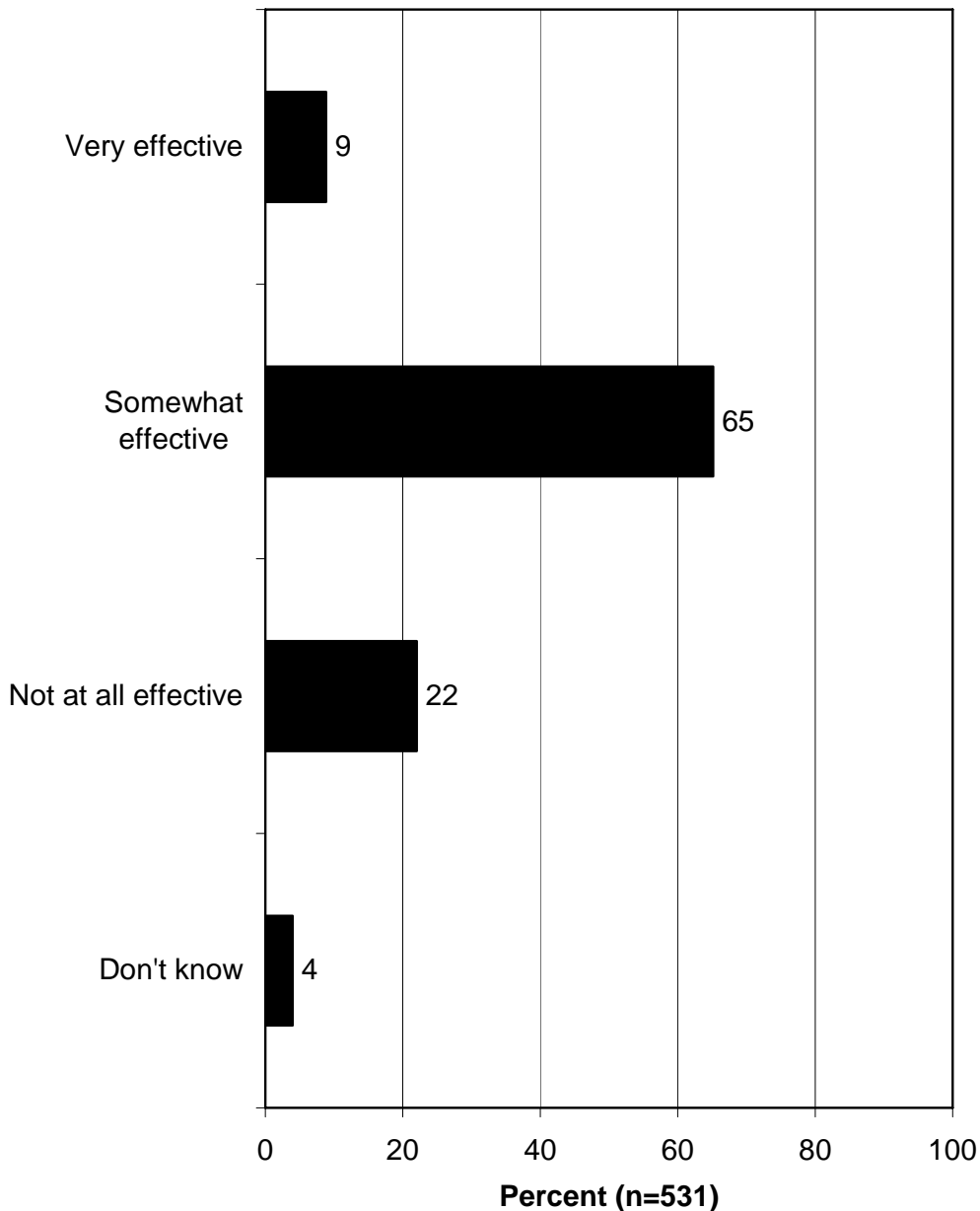
- Crosstabulations were conducted of the perceived effectiveness of the two anti-litter messages that were asked about in the survey (“Litter. It Costs You.” and “Only Losers Litter”) by age and gender. For this analysis, each answer in the answer set was given a numerical value: very effective = 2, somewhat effective = 1, and not at all effective = 0. Using these values, means were run by age and gender groups.
 - For both messages, women perceive them to be more effective at preventing litter than do men.
 - For both messages, younger women perceive them to be more effective than do older women.
 - For the message, “Litter. It Costs You.”, younger men perceive it to be more effective than do older men.
 - For the message, “Only Losers Litter”, older men perceive it to be more effective than do younger men. Indeed, younger men gave it a quite low effectiveness rating. One could conjecture that this negative reaction among young men may actually indicate that the message is having an effect on their perceptions—that it may bother them. However, this conjecture is outside the scope of this study.

- Most Georgia residents (70%) agree having well-known spokespersons makes anti-littering messages more effective, while 25% disagree.
 - In the trends analysis, the results are similar, with the differences smaller than the margin of error.
 - Among those who gave an answer regarding who would be effective as a spokesperson, those seen as authorities on litter that the respondents would listen to most commonly are politicians or government officials (38%) or famous entertainers and athletes (27%). Note that 15% specifically mentioned Governor Sonny Perdue.

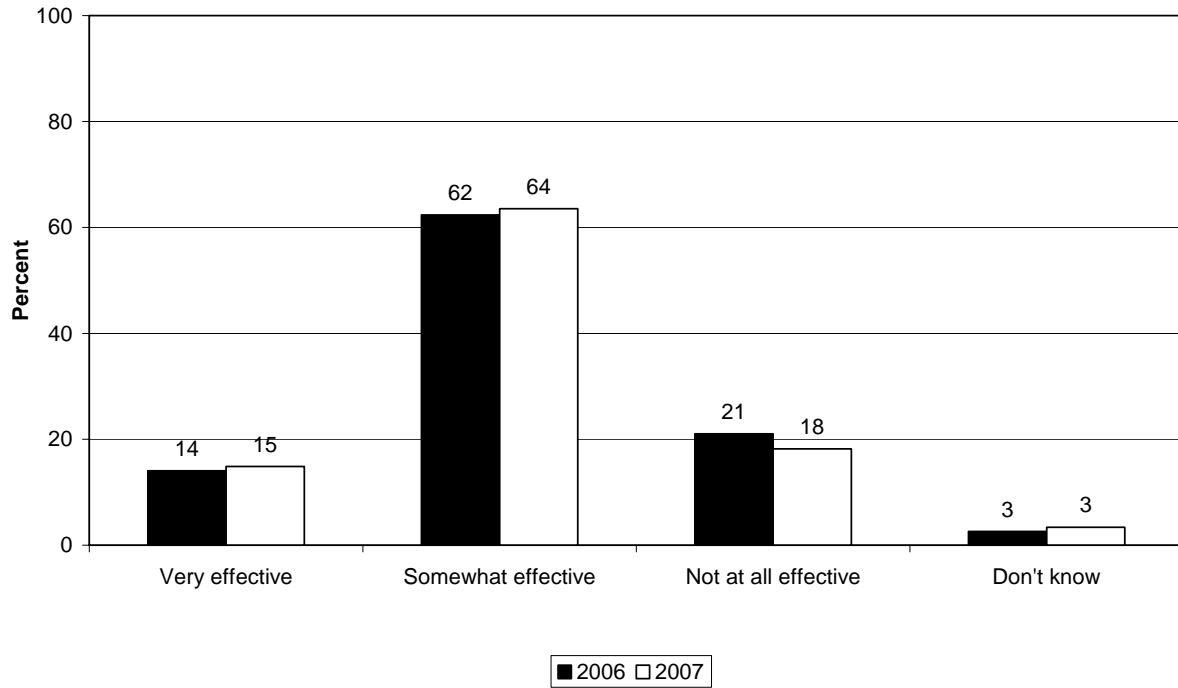
Q65. In general, how effective would you say litter prevention messages and educational campaigns are in preventing people from littering? Would you say they are very effective, somewhat effective, or not at all effective?



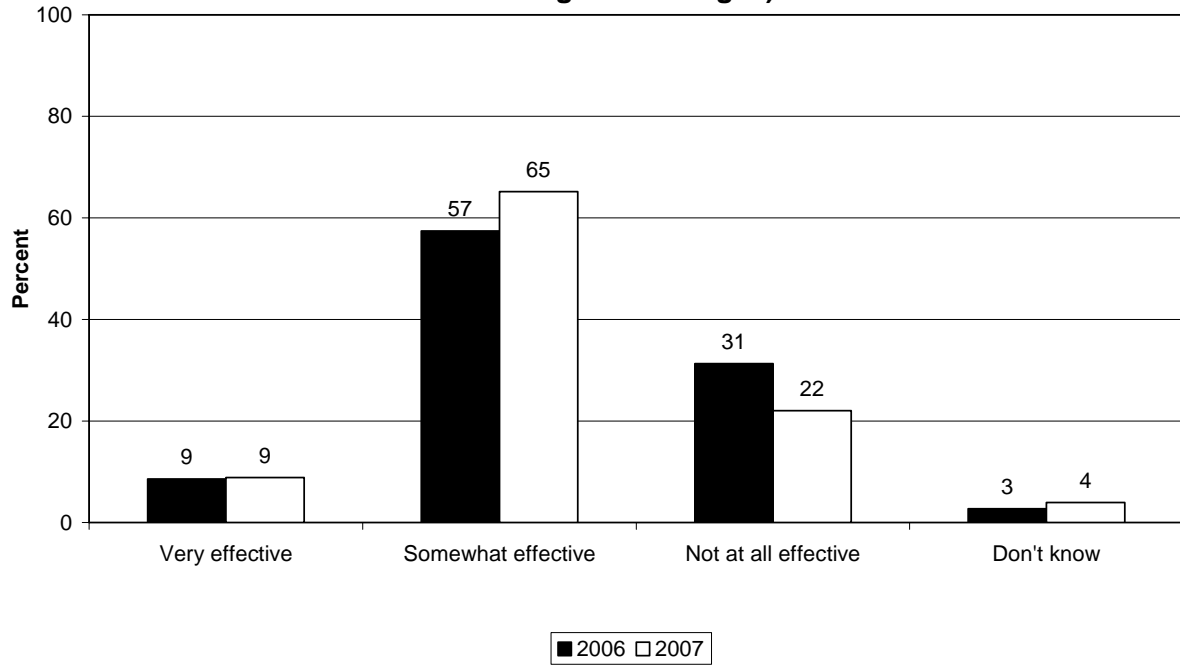
Q71. In general, how effective would you say the litter prevention messages you have seen in Georgia are in preventing people from littering? Would you say they are very effective, somewhat effective, or not at all effective? (Asked of those who have seen or heard any litter prevention messages in Georgia.)



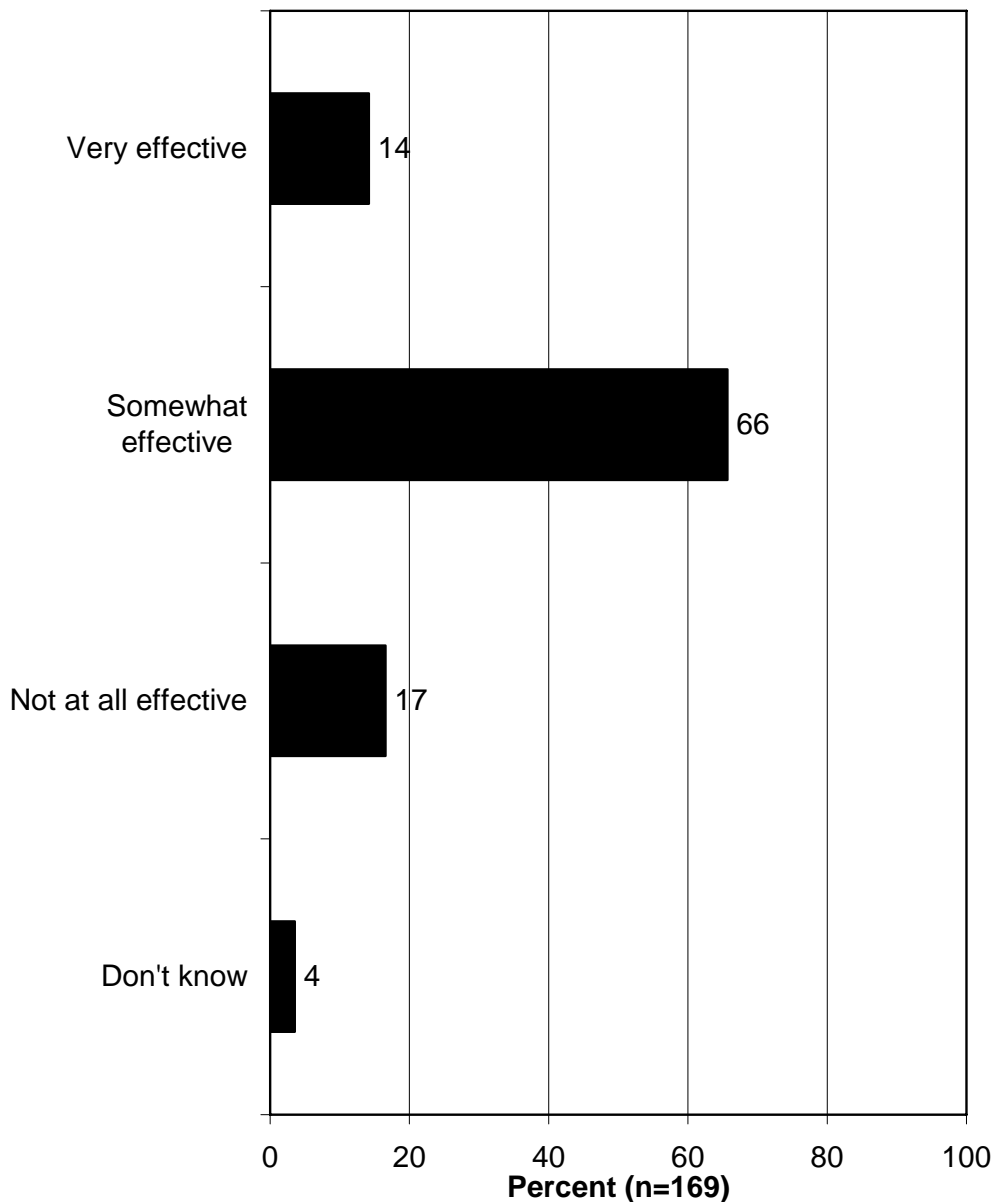
Q93/Q65. In general, how effective would you say litter prevention messages and educational campaigns are in preventing people from littering?



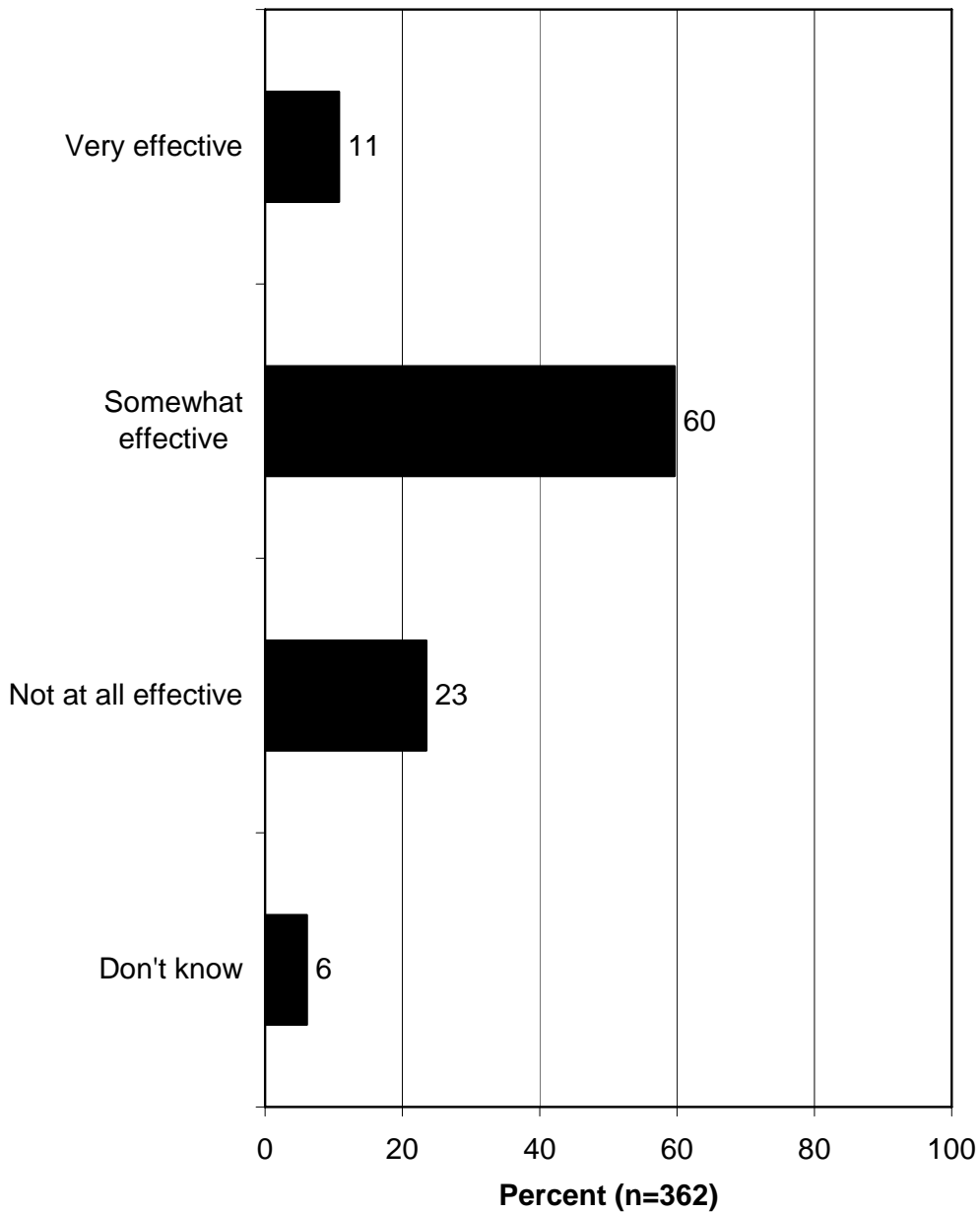
Q99/Q71. In general, how effective would you say the litter prevention messages you have seen in Georgia are in preventing people from littering? (Asked of those who have heard or seen litter prevention messages in Georgia.)



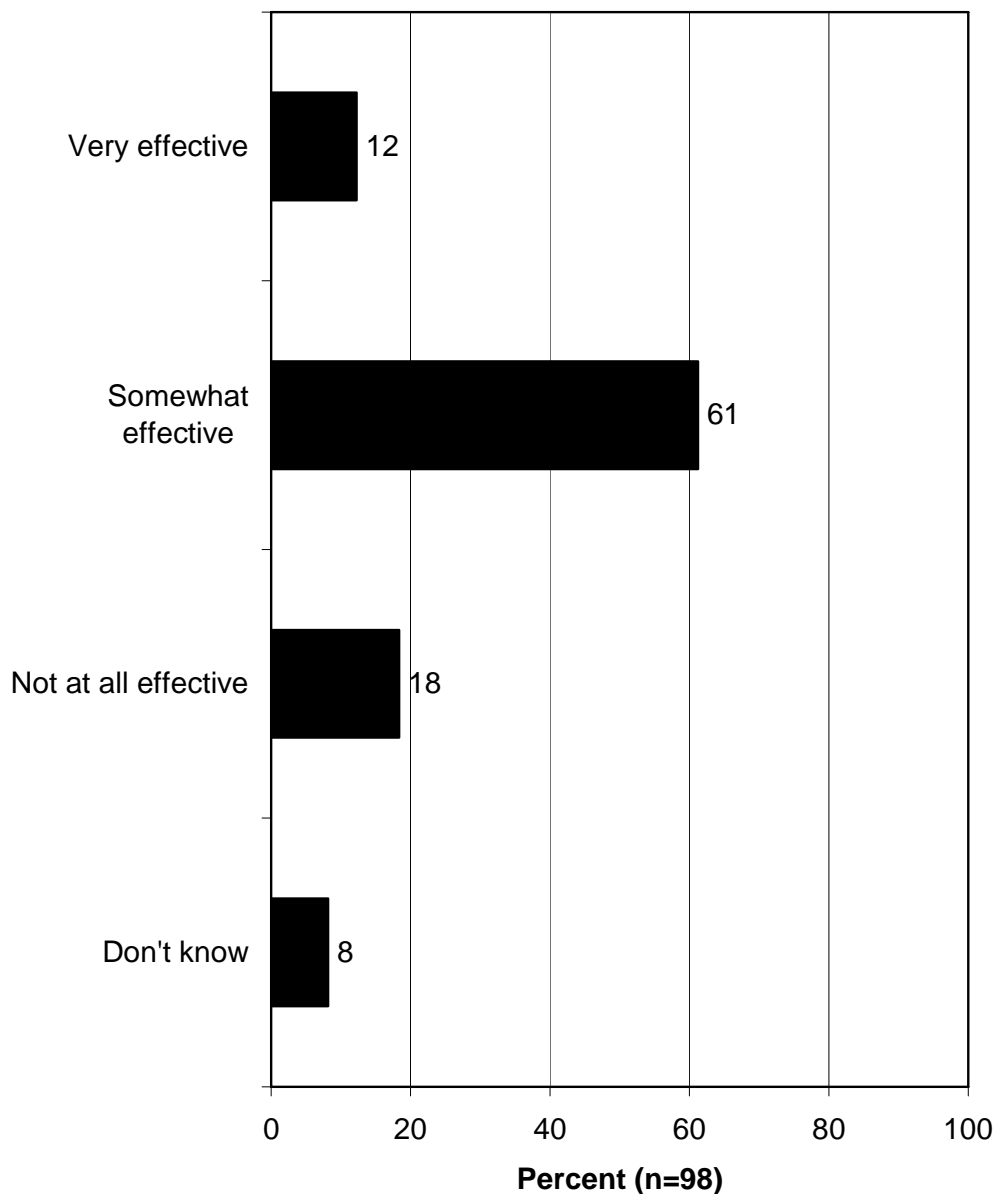
Q81. You said you have seen or heard the litter prevention message, "Litter. It Costs You." How effective do you think "Litter. It Costs You." is at stopping you or other people from littering in Georgia? (Asked of those who have seen or heard the message, "Litter. It Costs You.")



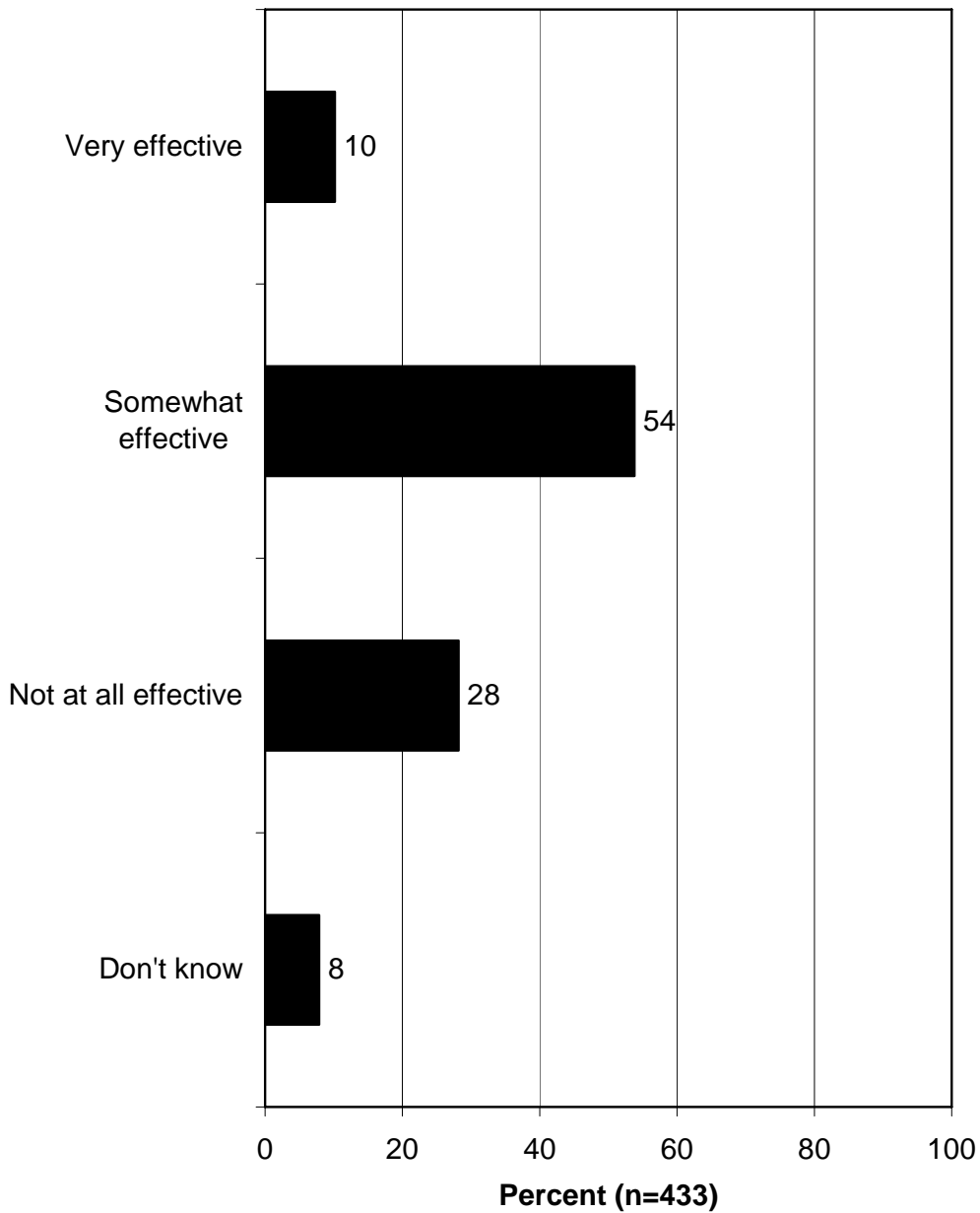
Q80. How effective do you think the litter prevention message, "Litter. It Costs You.", would be at stopping your or other people from littering in Georgia? (Asked of those who have seen or heard a litter prevention message, but not the message, "Litter. It Costs You.")



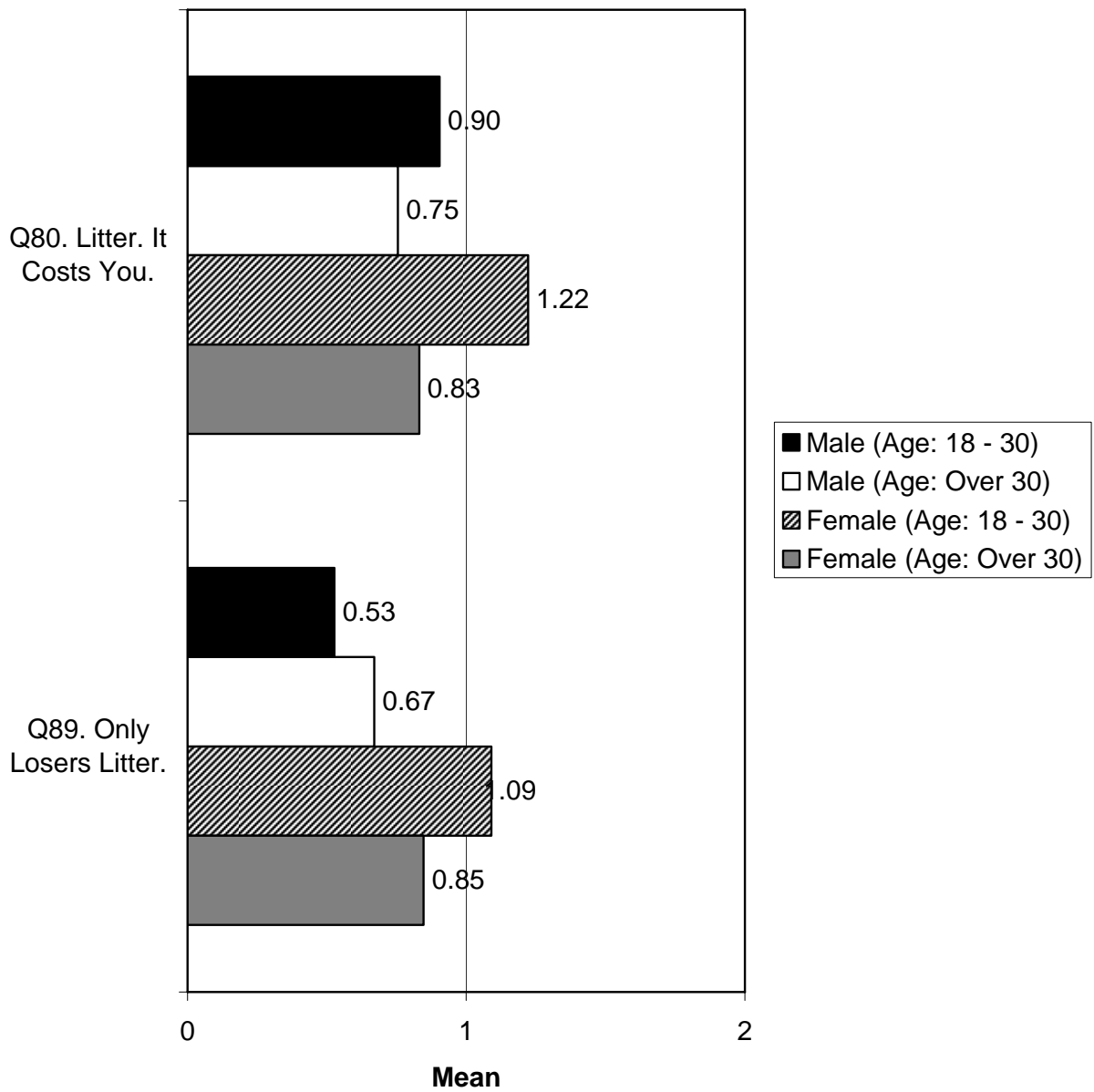
Q90. You said you have seen or heard the litter prevention message, "Only Losers Litter". How effective do you think "Only Losers Litter" is at stopping you or other people from littering in Georgia? (Asked of those who have seen or heard the message, "Only Losers Litter".)



Q89. How effective do you think the litter prevention message, "Only Losers Litter", would be at stopping you or other people from littering in Georgia? (Asked of those who have seen or heard any litter prevention messages in Georgia but not the message, "Only Losers Litter".)



**Mean message effectiveness by age and gender.
(How effective would be the message?)**

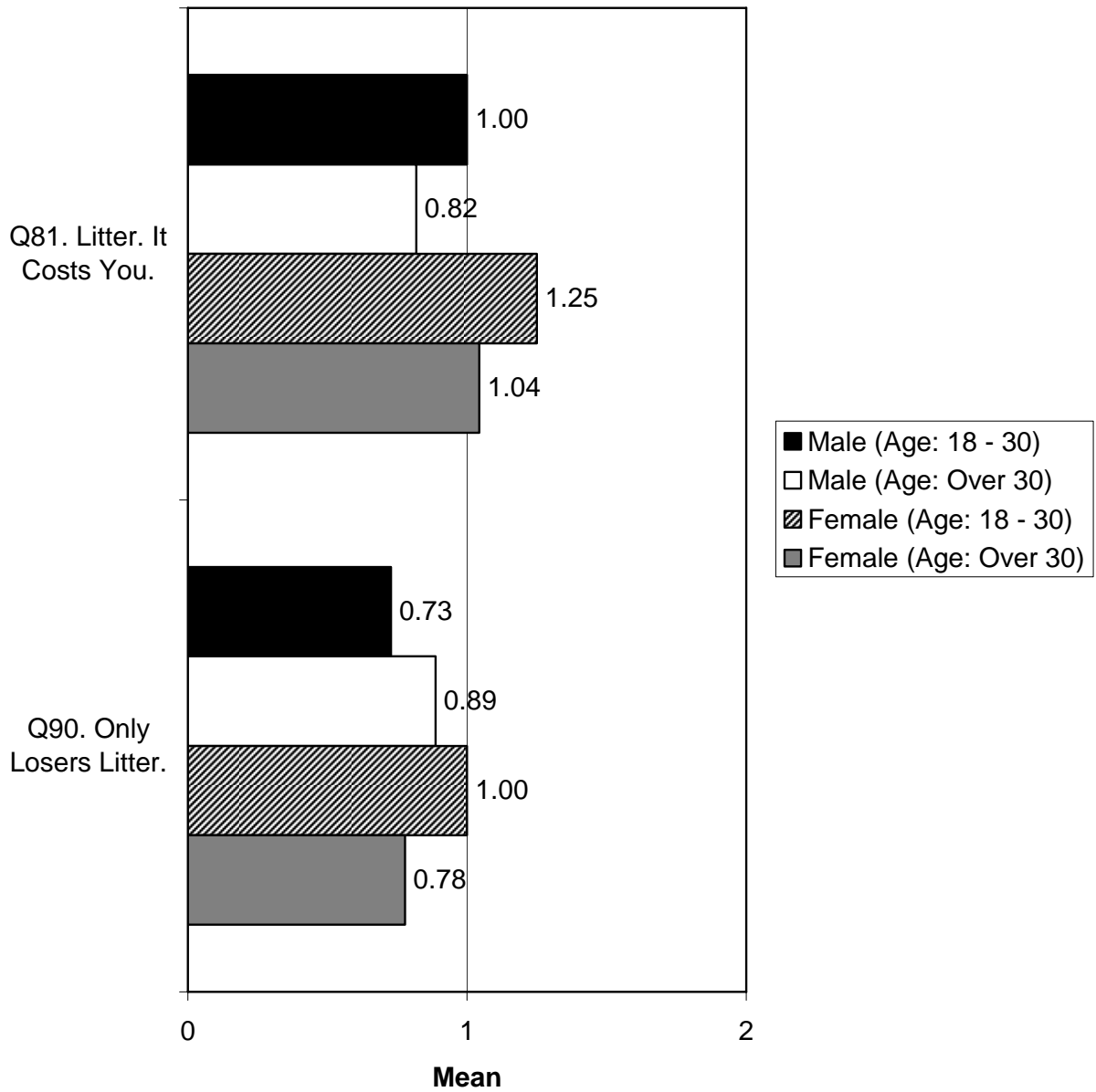


0 = Not at all effective

1 = Somewhat effective

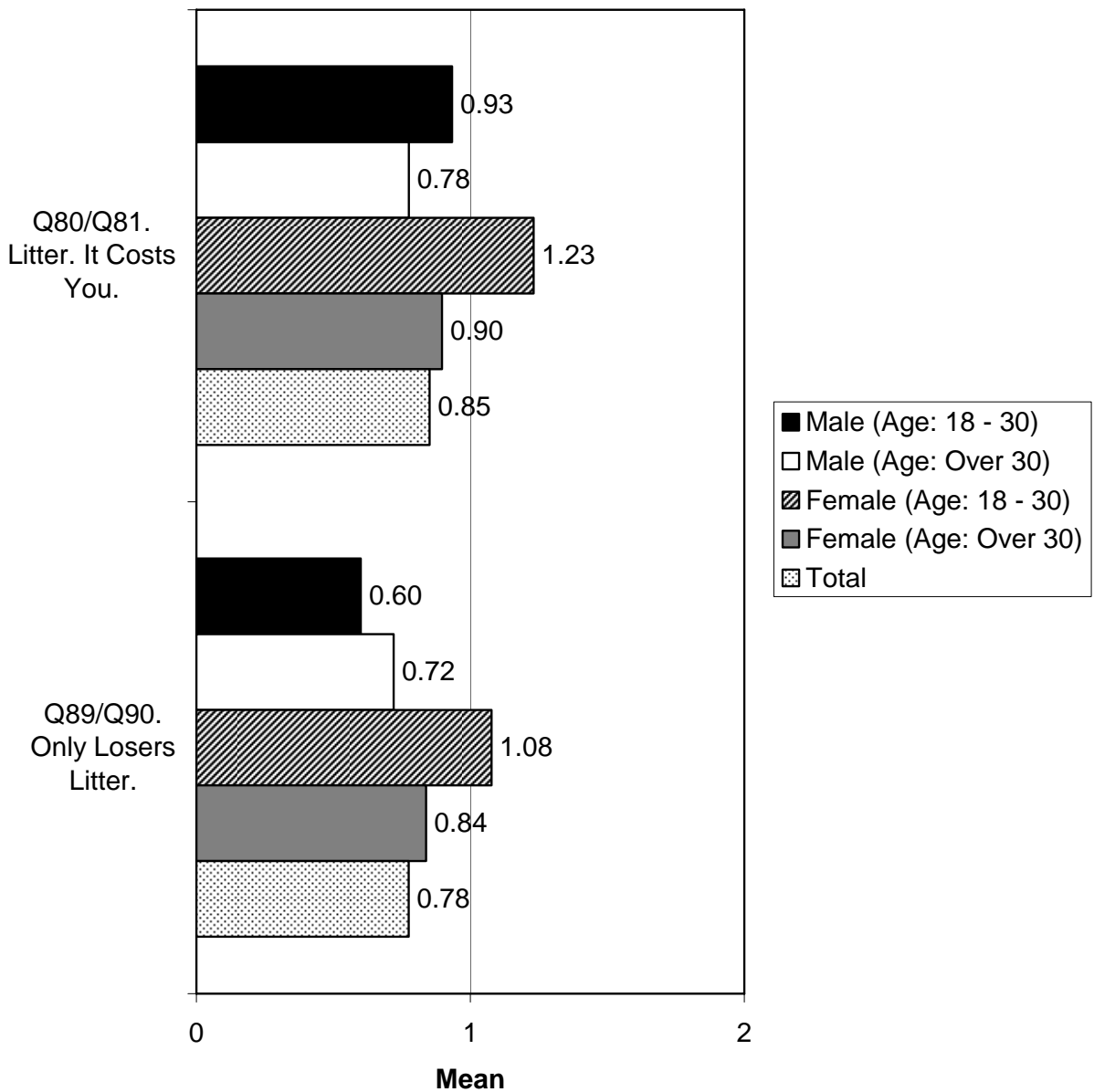
2 = Very effective

Mean message effectiveness by age and gender. (How effective is the message?)



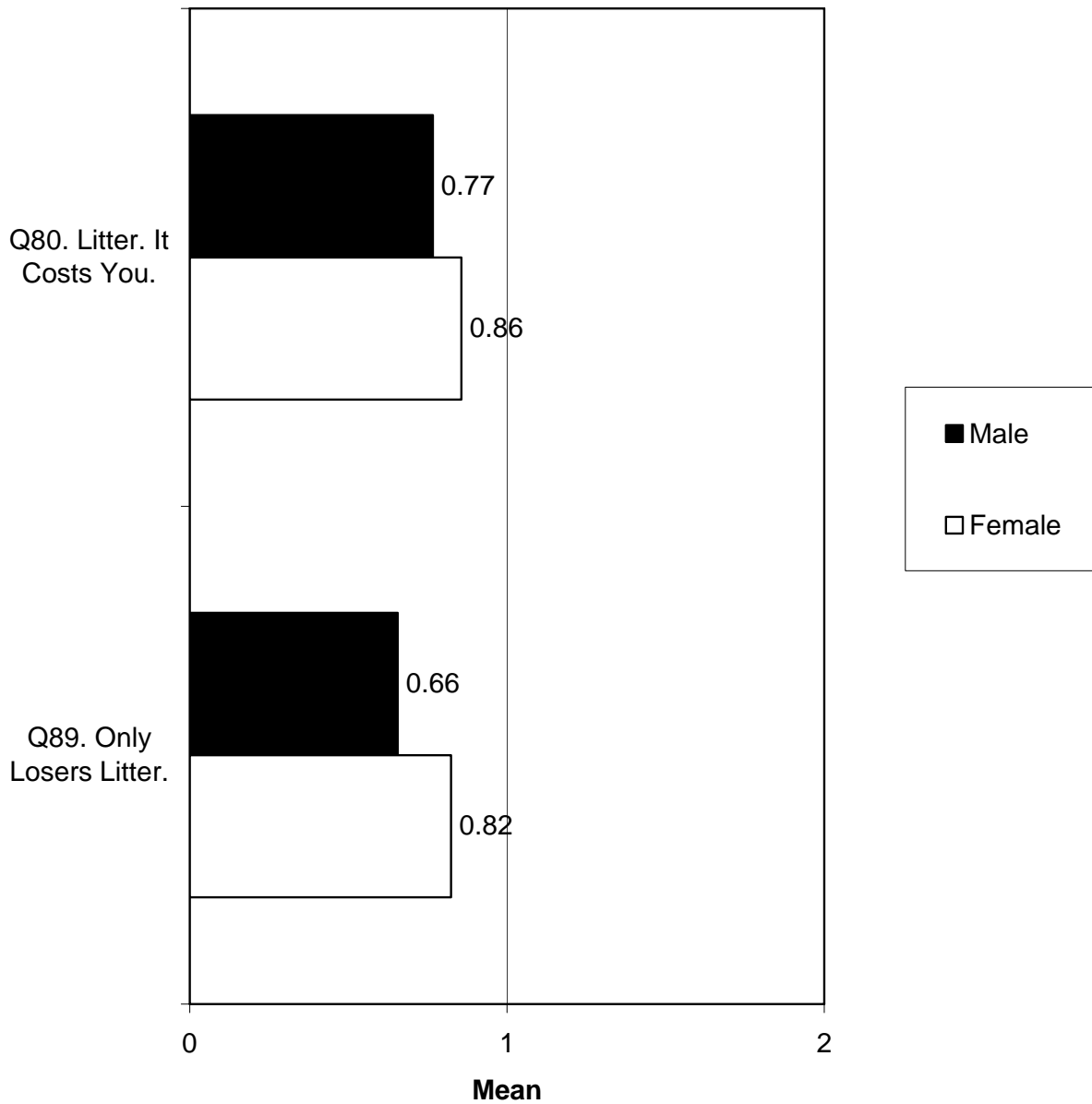
0 = Not at all effective 1 = Somewhat effective 2 = Very effective

Mean message effectiveness by age and gender. (How effective would be/is the message?)



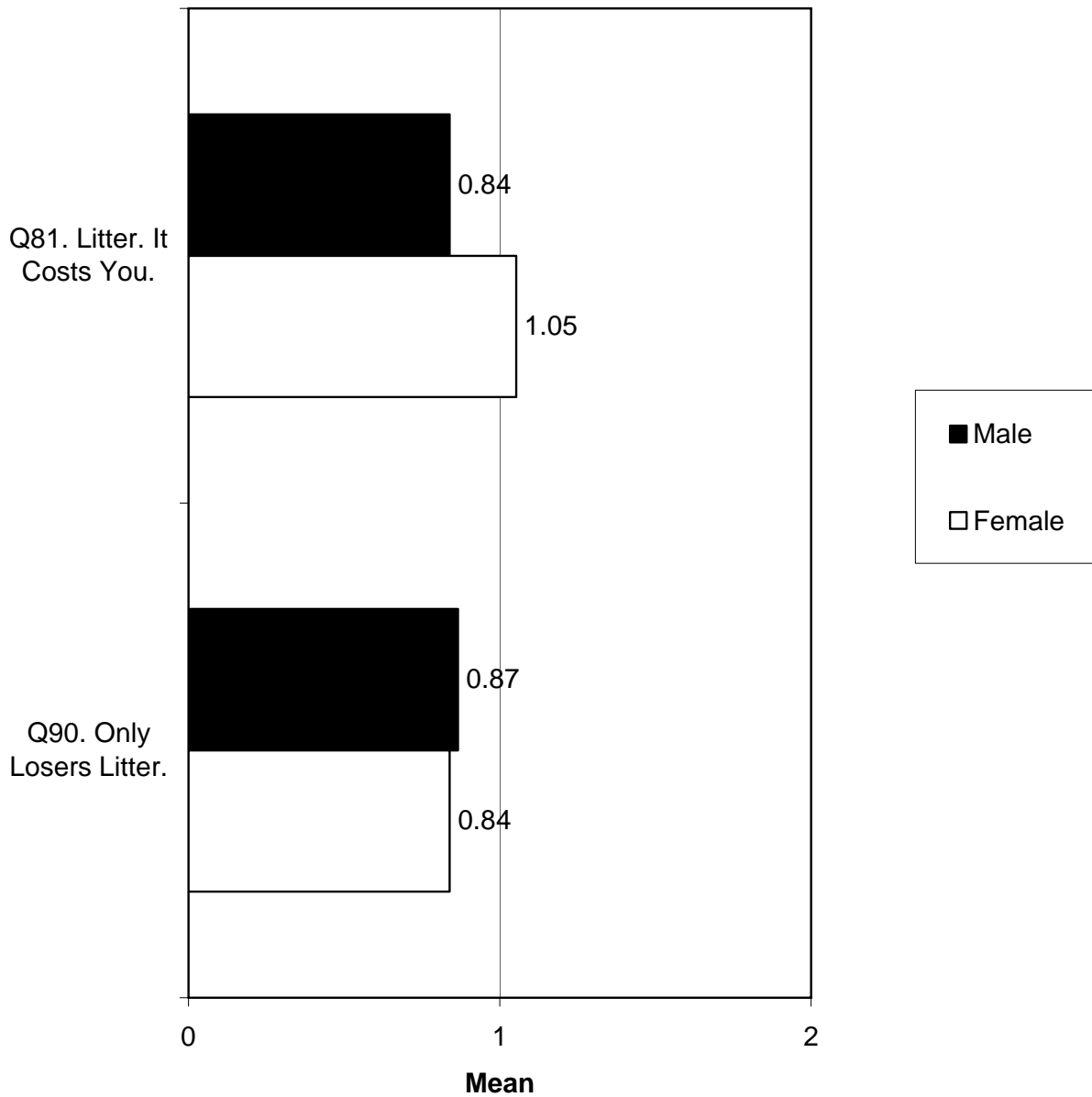
0 = Not at all effective 1 = Somewhat effective 2 = Very effective

**Mean message effectiveness by gender.
(How effective would be the message?)**



0 = Not at all effective 1 = Somewhat effective 2 = Very effective

Mean message effectiveness by gender. (How effective is the message?)

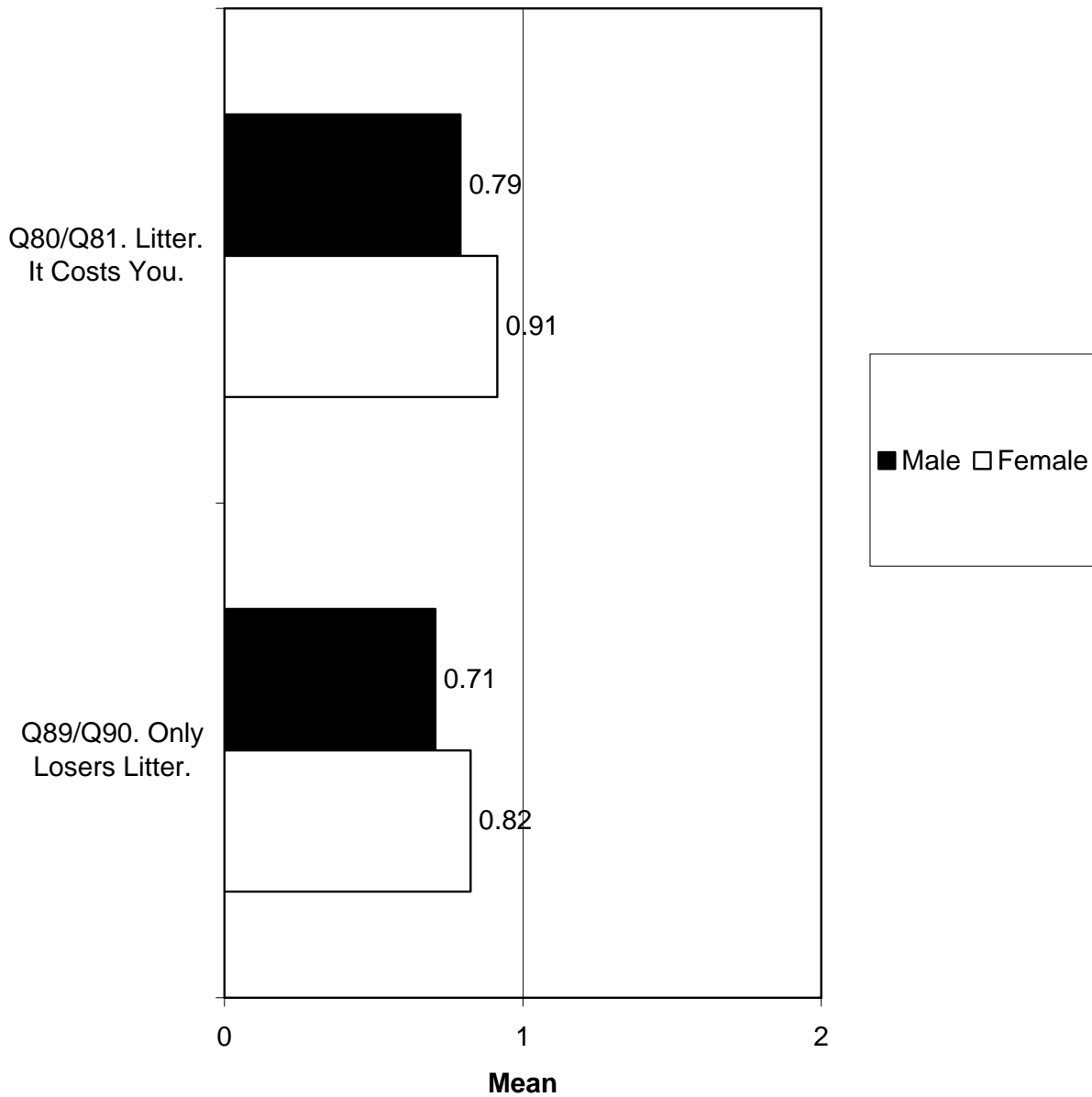


0 = Not at all effective

1 = Somewhat effective

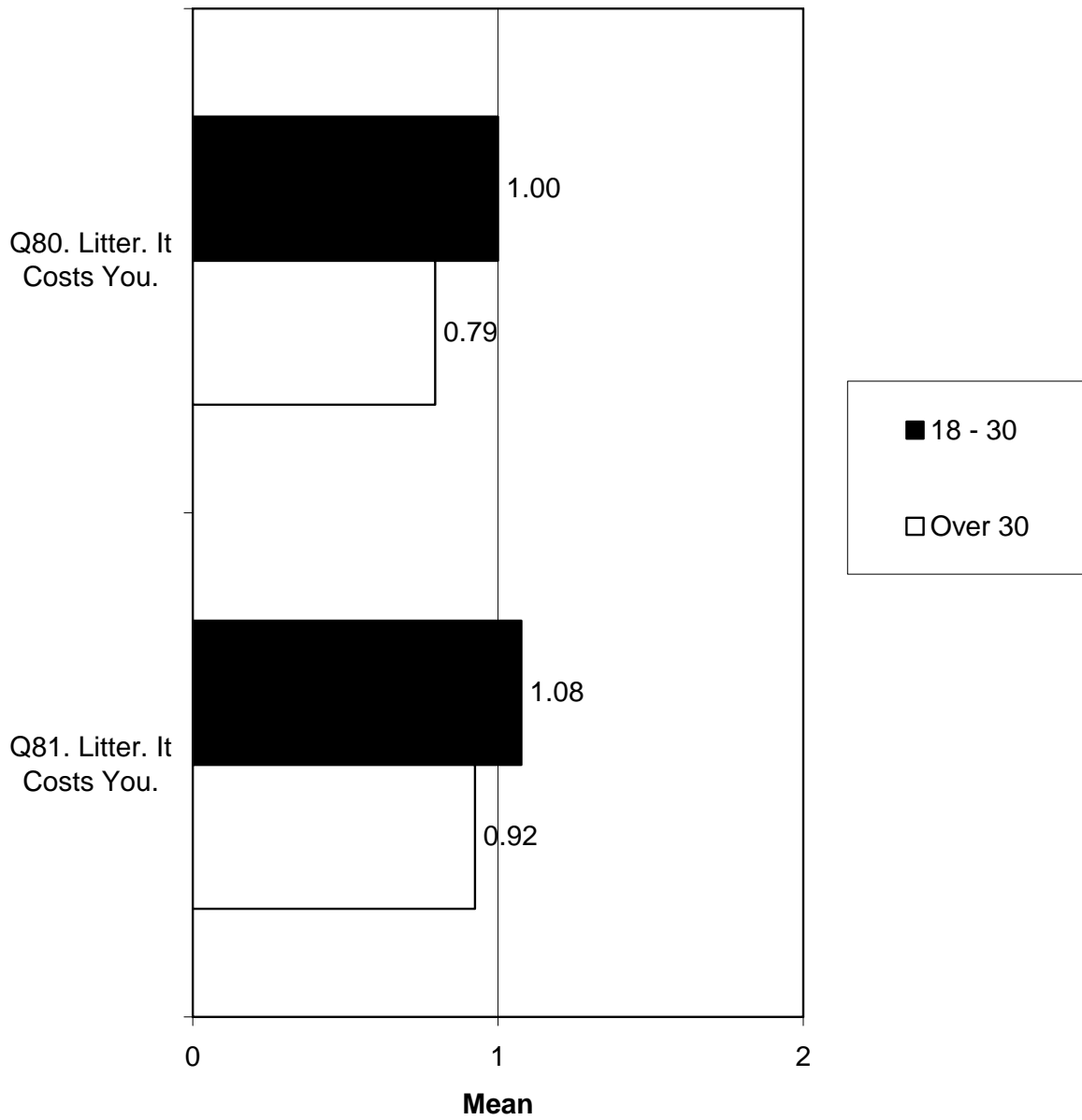
2 = Very effective

Mean message effectiveness by gender. (How effective would be/is the message?)



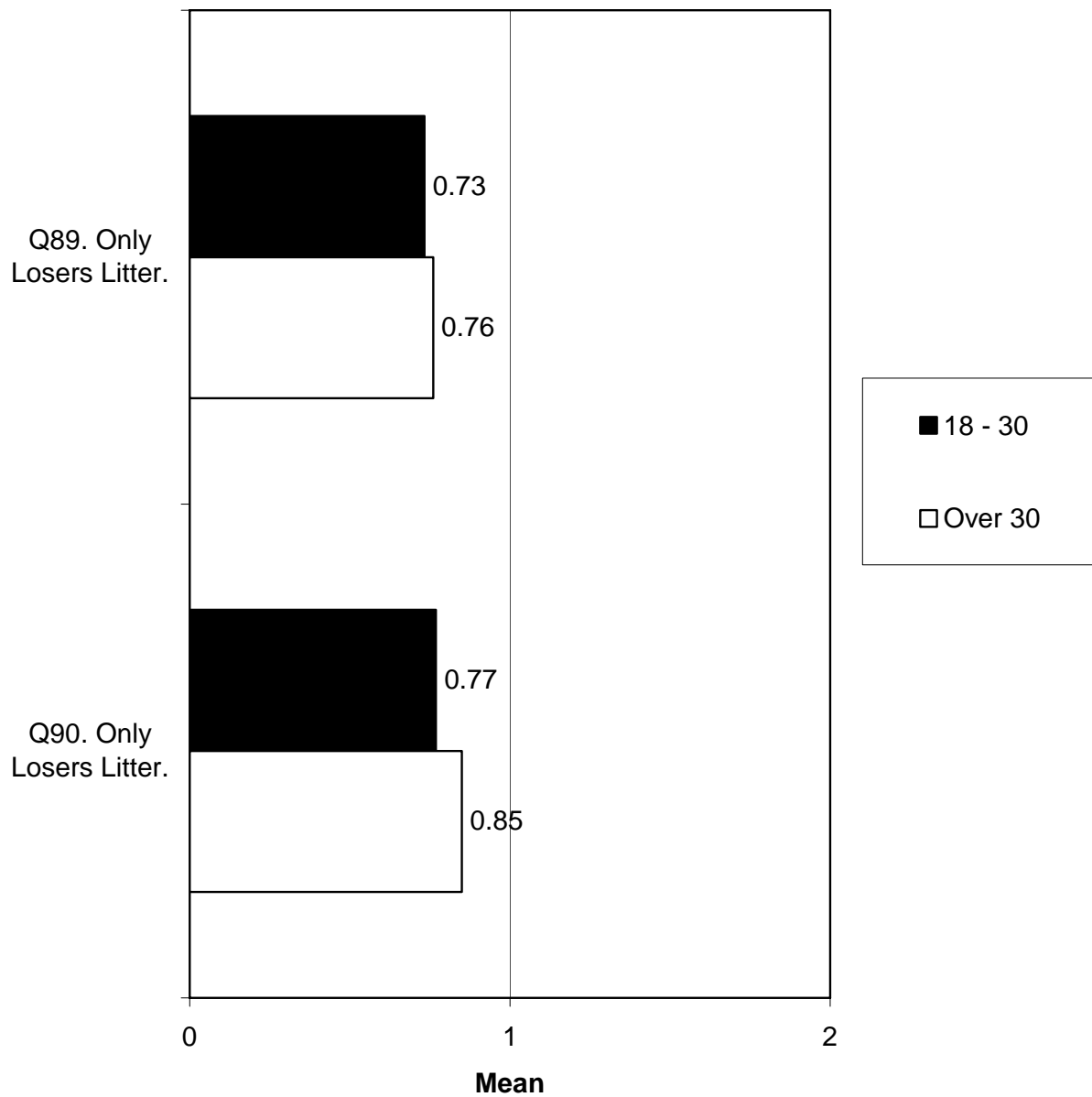
0 = Not at all effective 1 = Somewhat effective 2 = Very effective

**Mean message effectiveness by age.
(How effective would be the message?)**



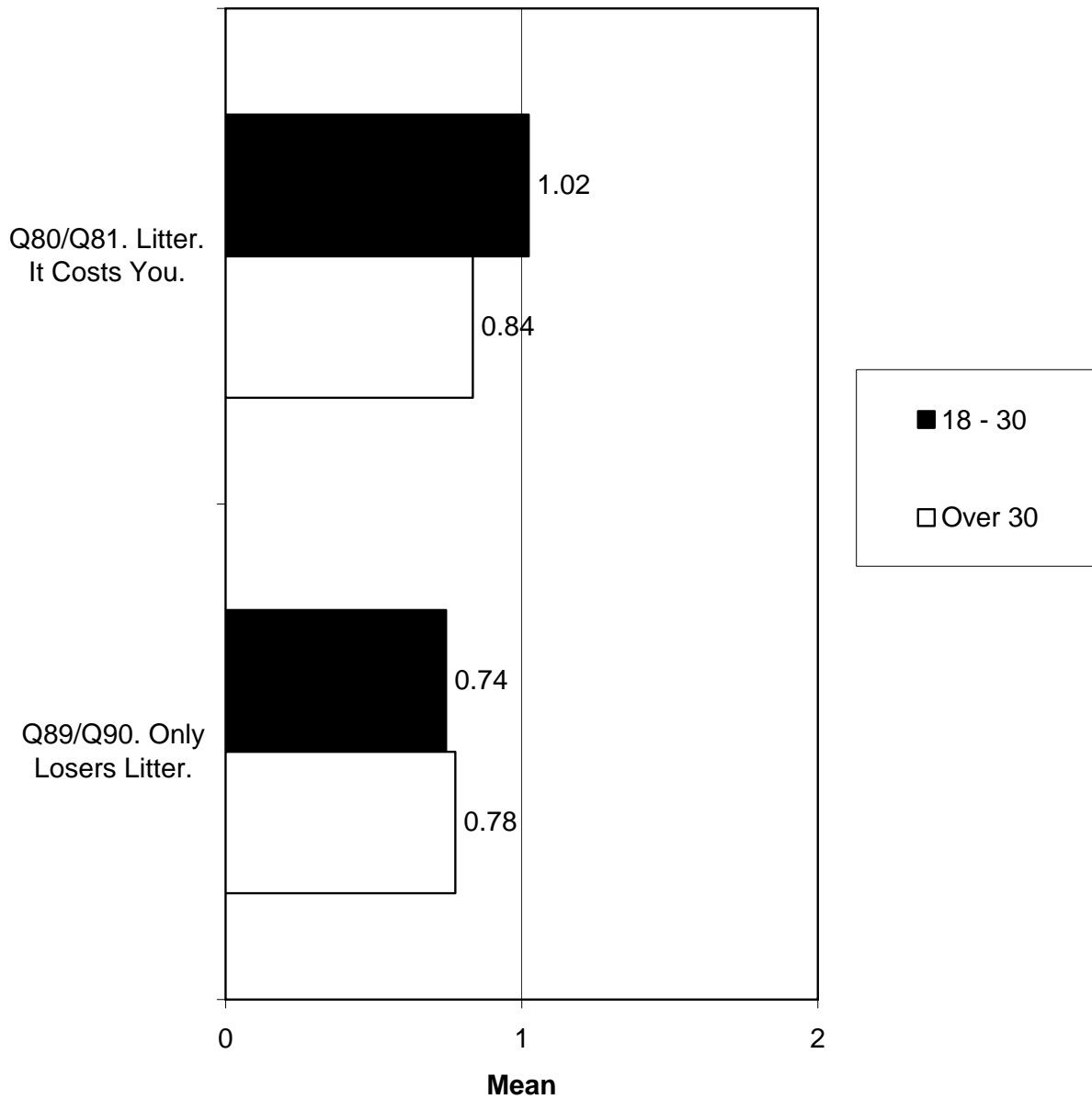
0 = Not at all effective 1 = Somewhat effective 2 = Very effective

Mean message effectiveness by age. (How effective is the message?)



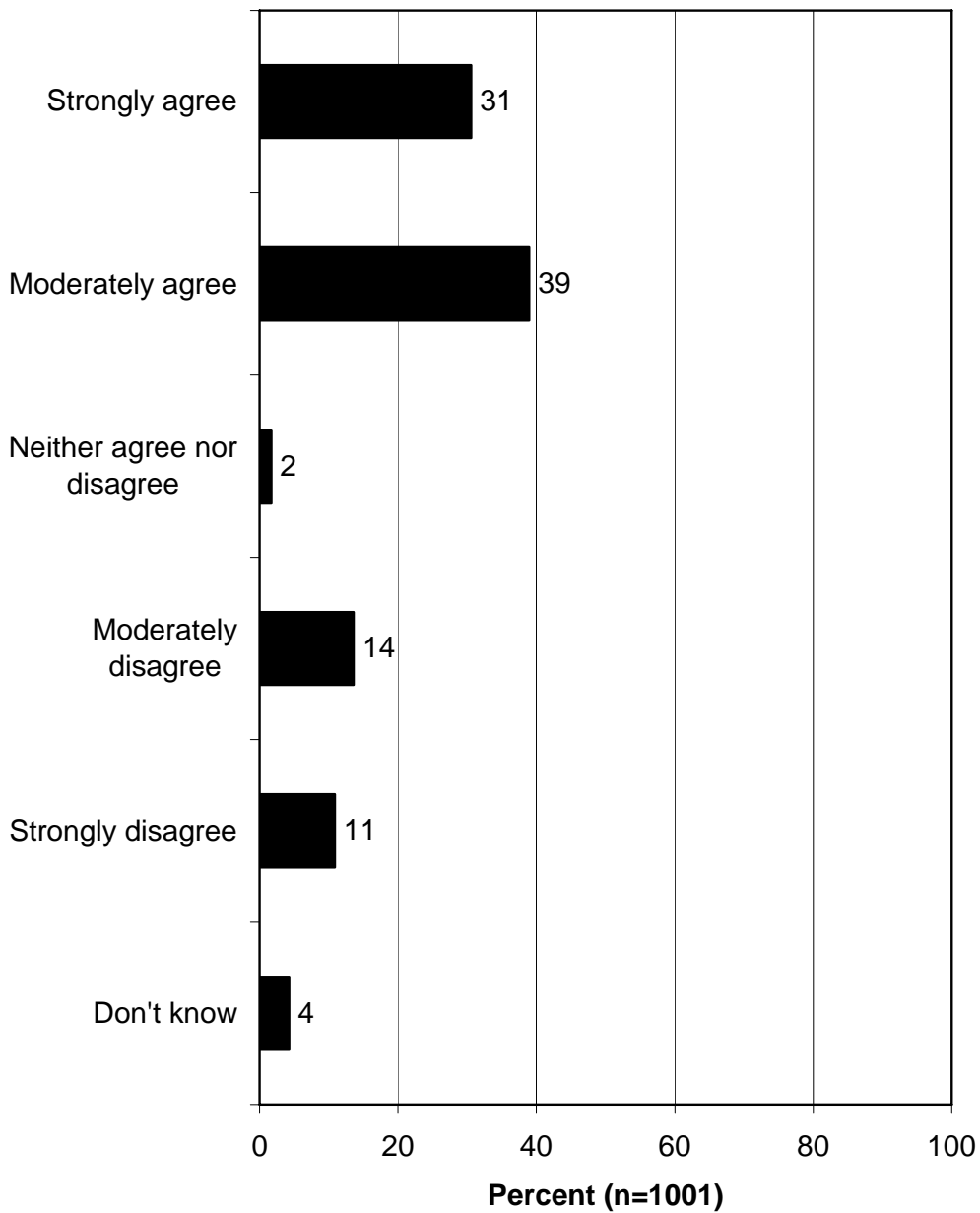
0 = Not at all effective 1 = Somewhat effective 2 = Very effective

Mean message effectiveness by age. (How effective would be/is the message?)

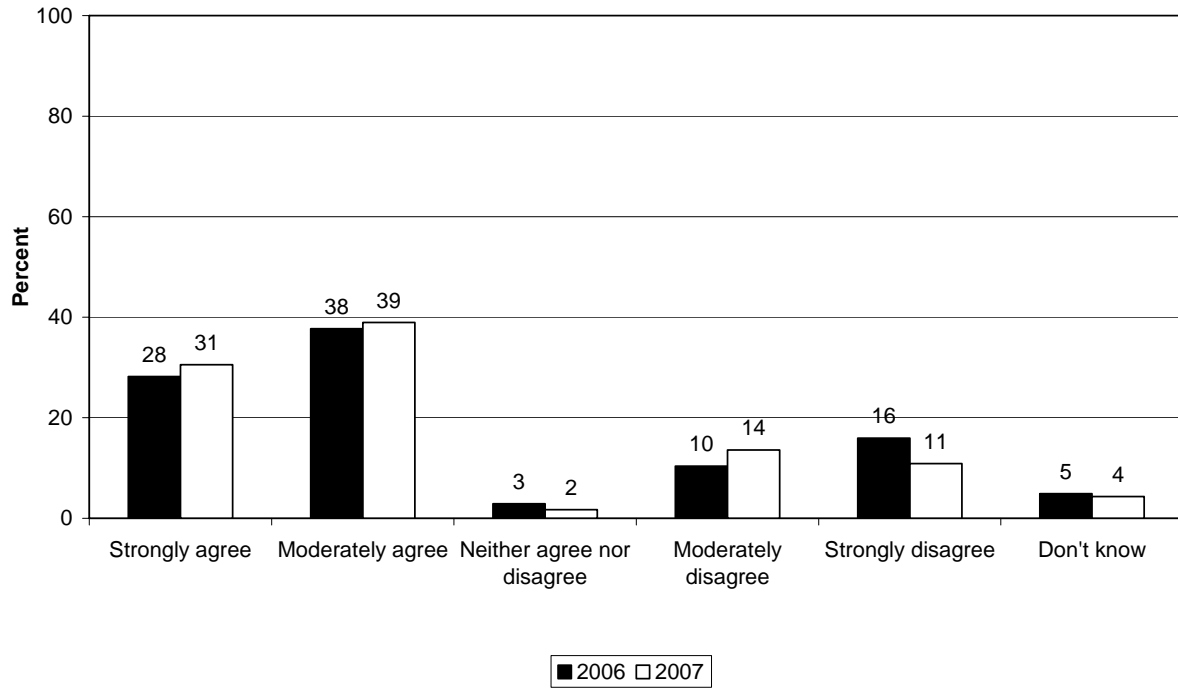


0 = Not at all effective 1 = Somewhat effective 2 = Very effective

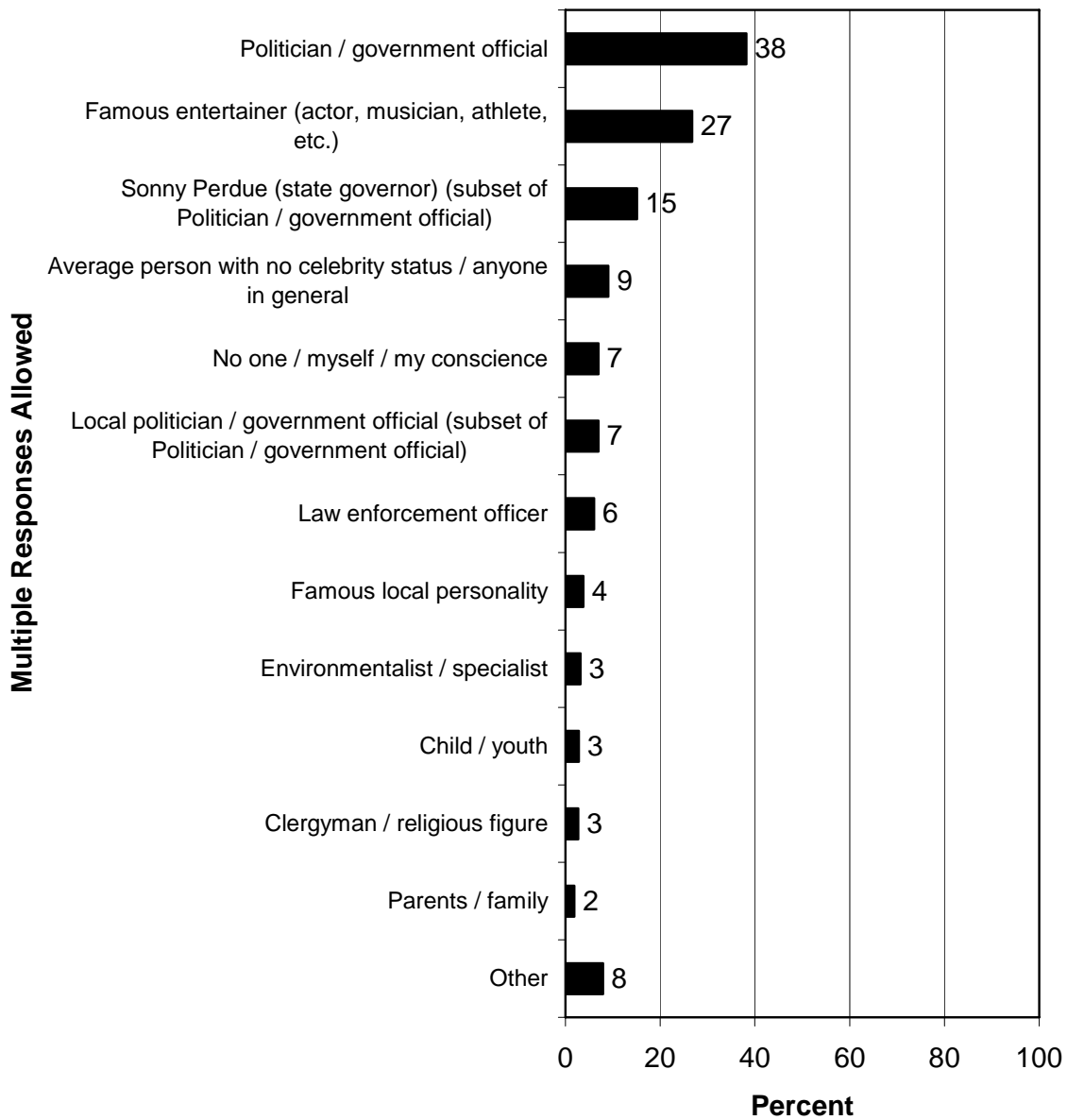
Q96. Do you agree or disagree that having well-known spokespersons, such as politicians or celebrities, would make litter prevention messages more effective?



Q105/Q96. Do you agree or disagree that having well-known spokespersons, such as politicians or celebrities, would make litter prevention messages more effective?



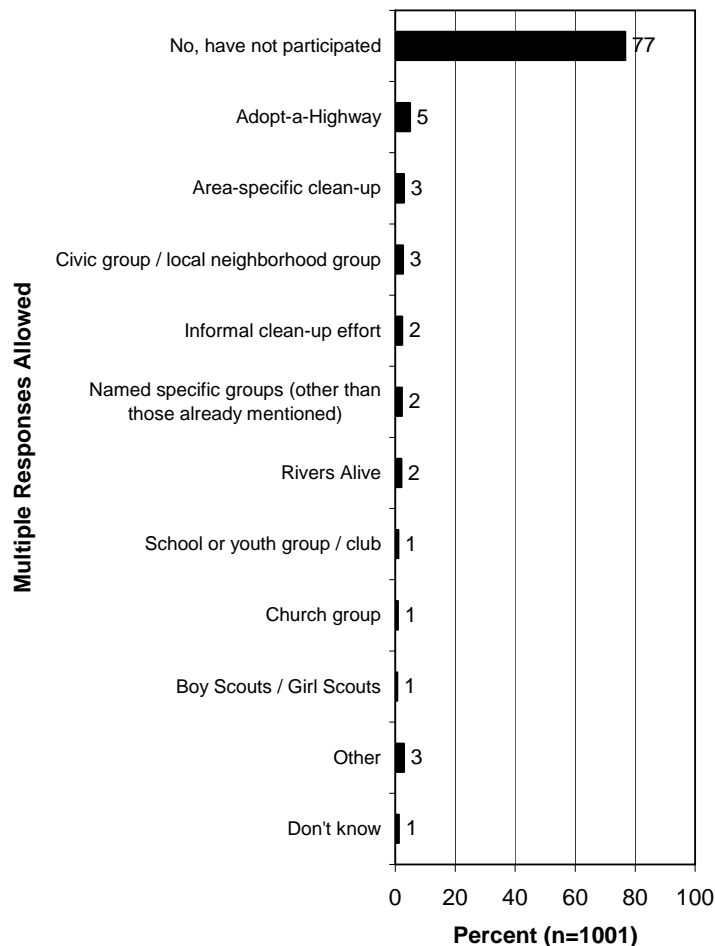
Q97. Who would you listen to as an authority on litter? (Percent of those who responded.)



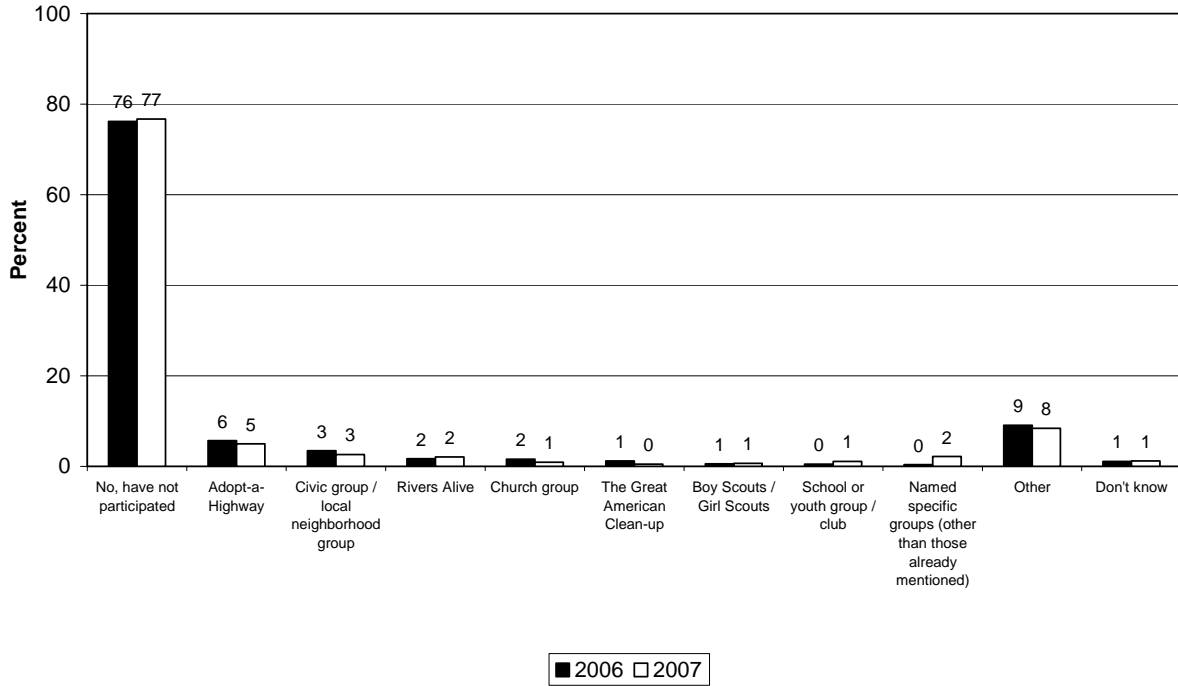
PARTICIPATION IN LITTER CLEAN-UP PROGRAMS

- The majority of Georgia residents (77%) have *not* participated in a litter clean-up program in the past 2 years; however, 22% have done so, most commonly the Adopt-a-Highway program. Single event or area-specific programs had a few participants, as did local civic groups or neighborhood groups.
 - In the trends analysis, the results are similar, with the differences smaller than the margin of error.

Q63. 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?



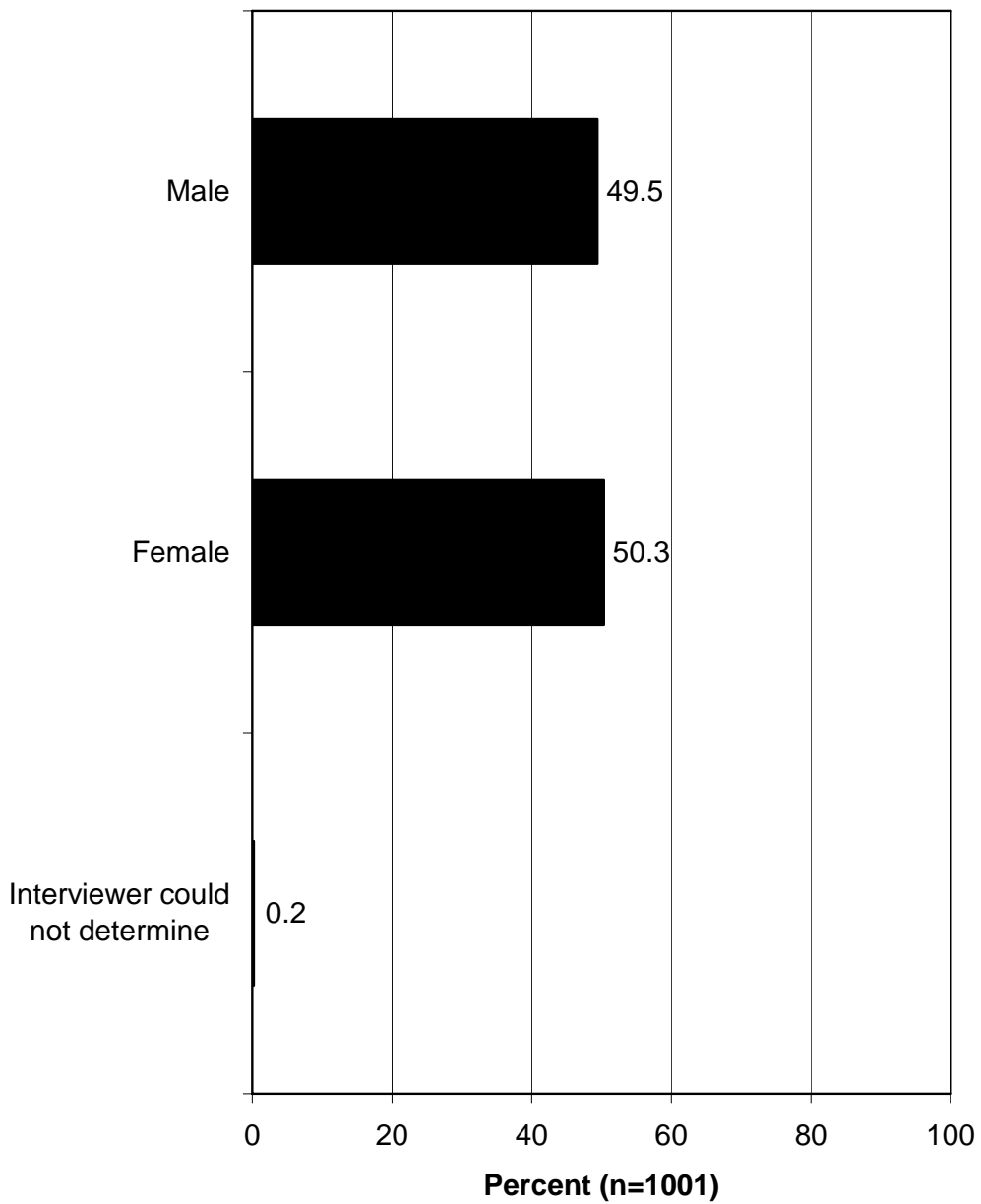
Q91/Q63. Have you participated in an organized litter clean-up effort in the past 2 years, such as Adopt-a-Highway, Rivers Alive, the Great American Clean-up, or a similar program?

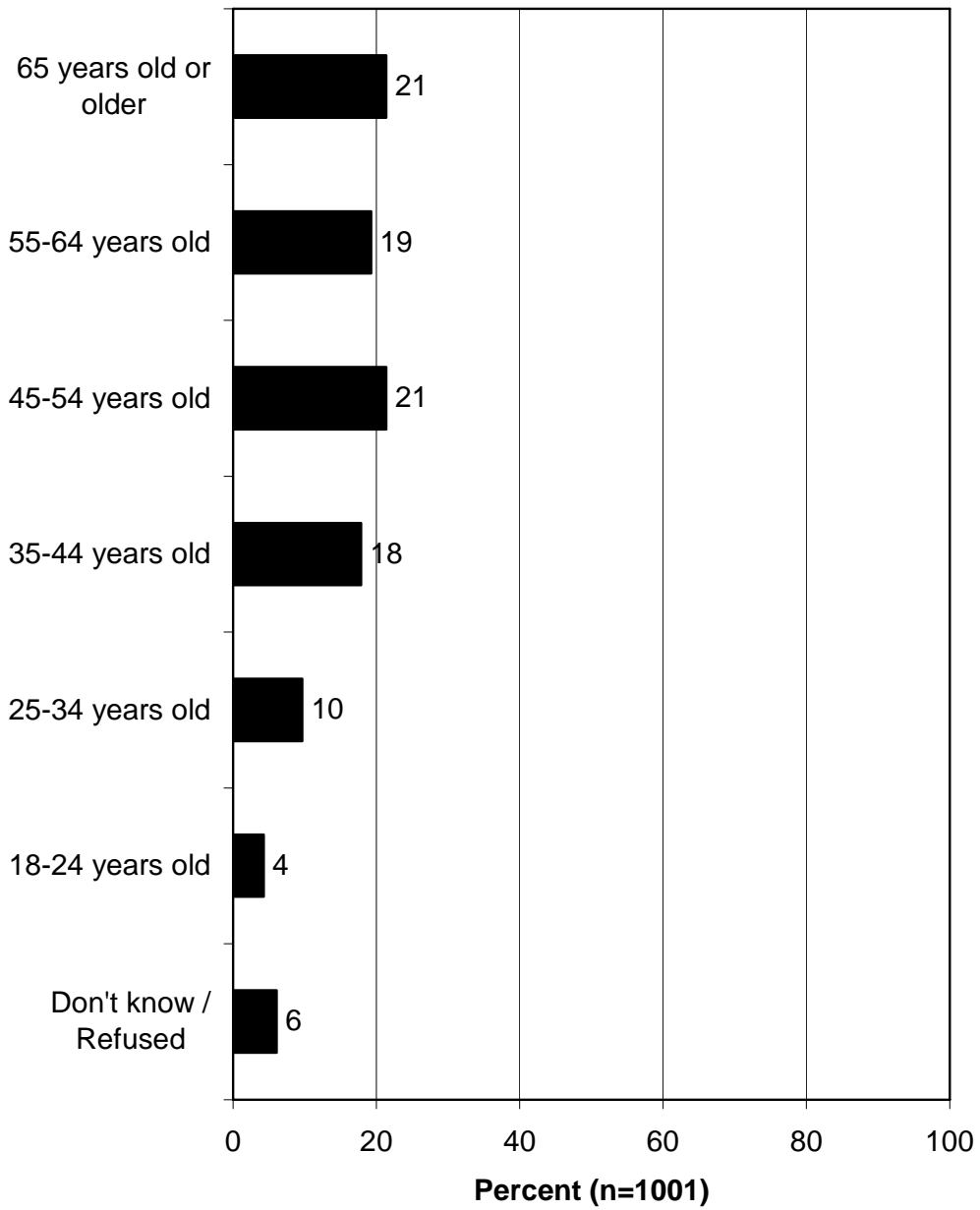


DEMOGRAPHIC DATA

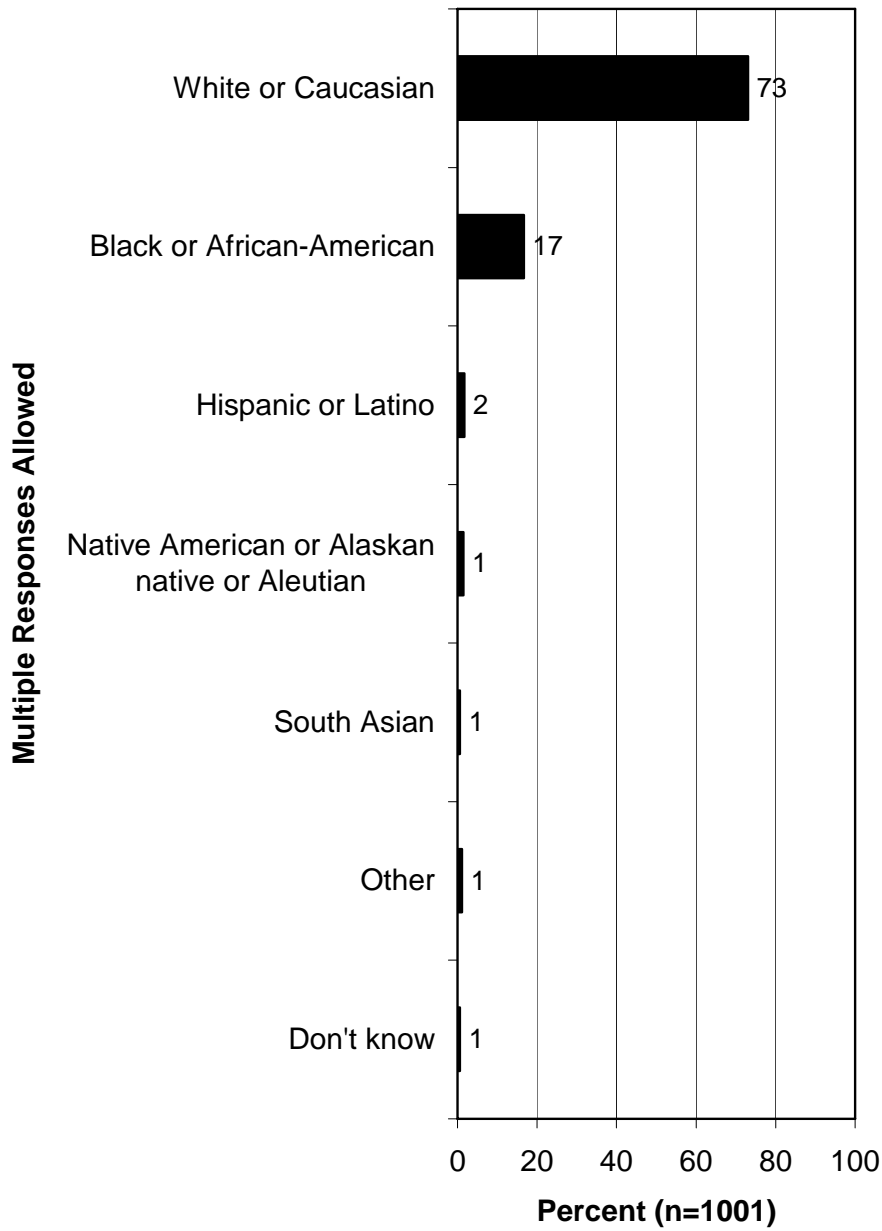
- The sample is almost exactly half male and half female. (Because gender is not asked—so as to avoid such an embarrassing question as, “Are you a man?”—a small percentage were undetermined in the survey, as indicated on the graph.)
- Ages of respondents are shown, fairly evenly distributed among age categories.
- The majority of respondents (73%) were white/Caucasian, while 17% were black/African-American.
- Most commonly, respondents said that they live in two-person households (39%). However, 41% live in larger households, while 16% live alone.
 - While 63% of respondents indicated that they have no children, 34% have children, most commonly one or two children.
- Educational levels of respondents are shown: 46% have at least an Associate’s or trade school degree, and 36% have at least a Bachelor’s degree. Meanwhile, 31% have no more than a high school education.
- The occupations of respondents are shown.
- Pre-tax household incomes are shown, which follow a bell-curve with the peak in the \$40,000 to \$59,999 range.
- The type of residential area of respondents is shown, with 43% considering themselves living in a large city/urban area or suburban area, and 53% considering themselves living in a small city/town or rural area.
- The overwhelming majority of respondents (92%) are licensed drivers.
 - Among licensed drivers, 8% are commercial drivers.

Q130. Respondent's gender (not asked, but observed by interviewer).

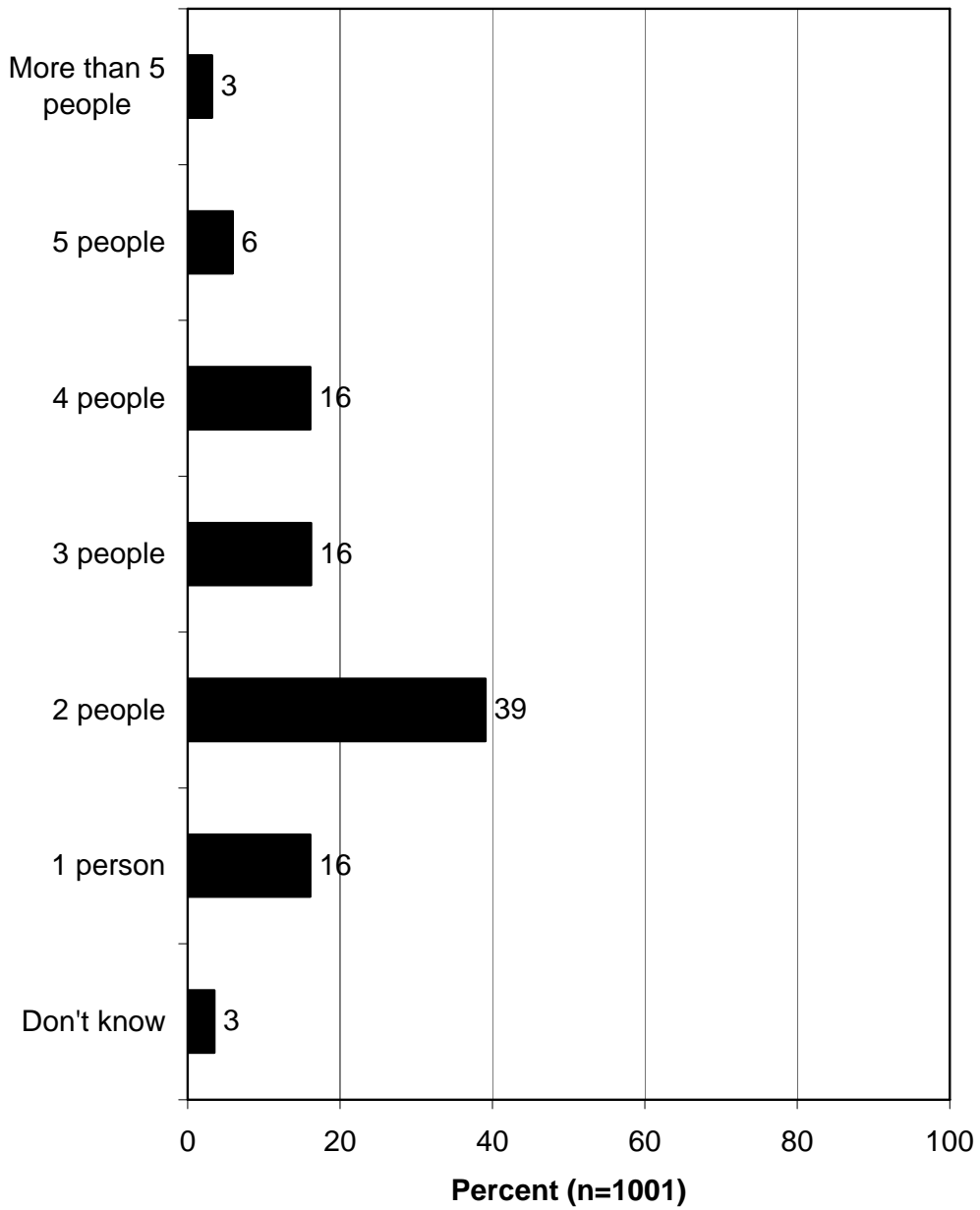


Q124. May I ask your age?

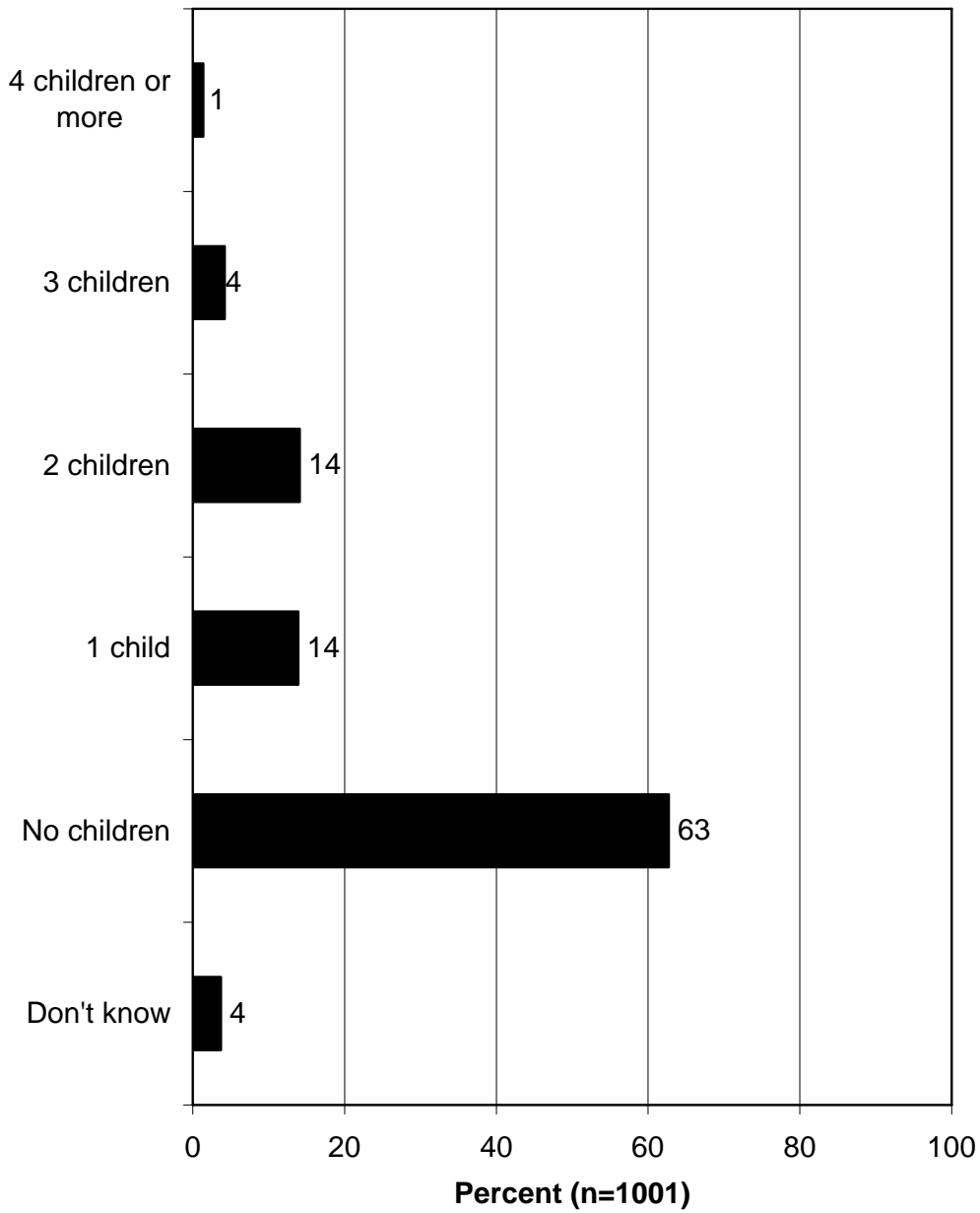
Q122. What races or ethnic background do you consider yourself?



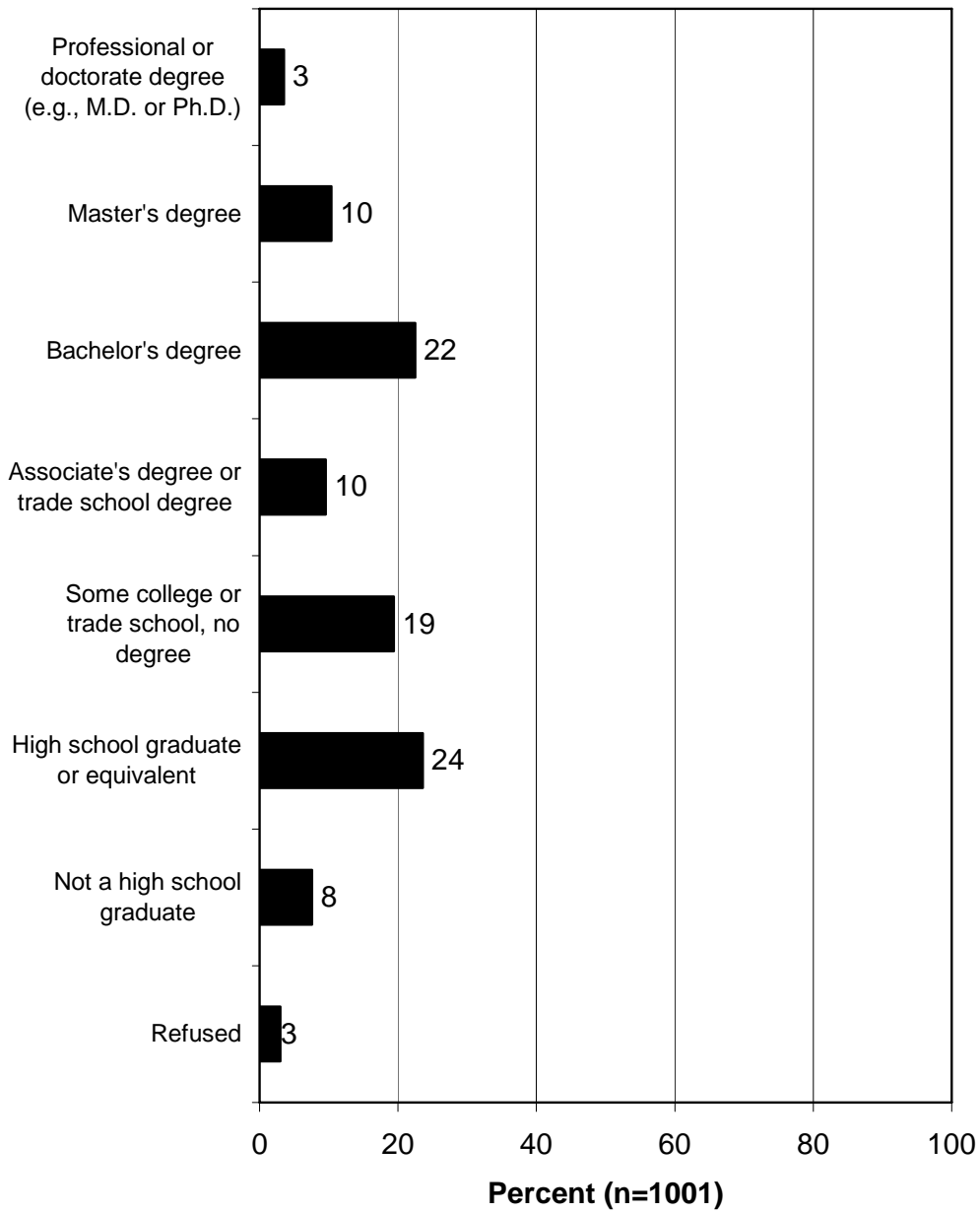
Q109. Including yourself, how many people do you have living in your household?



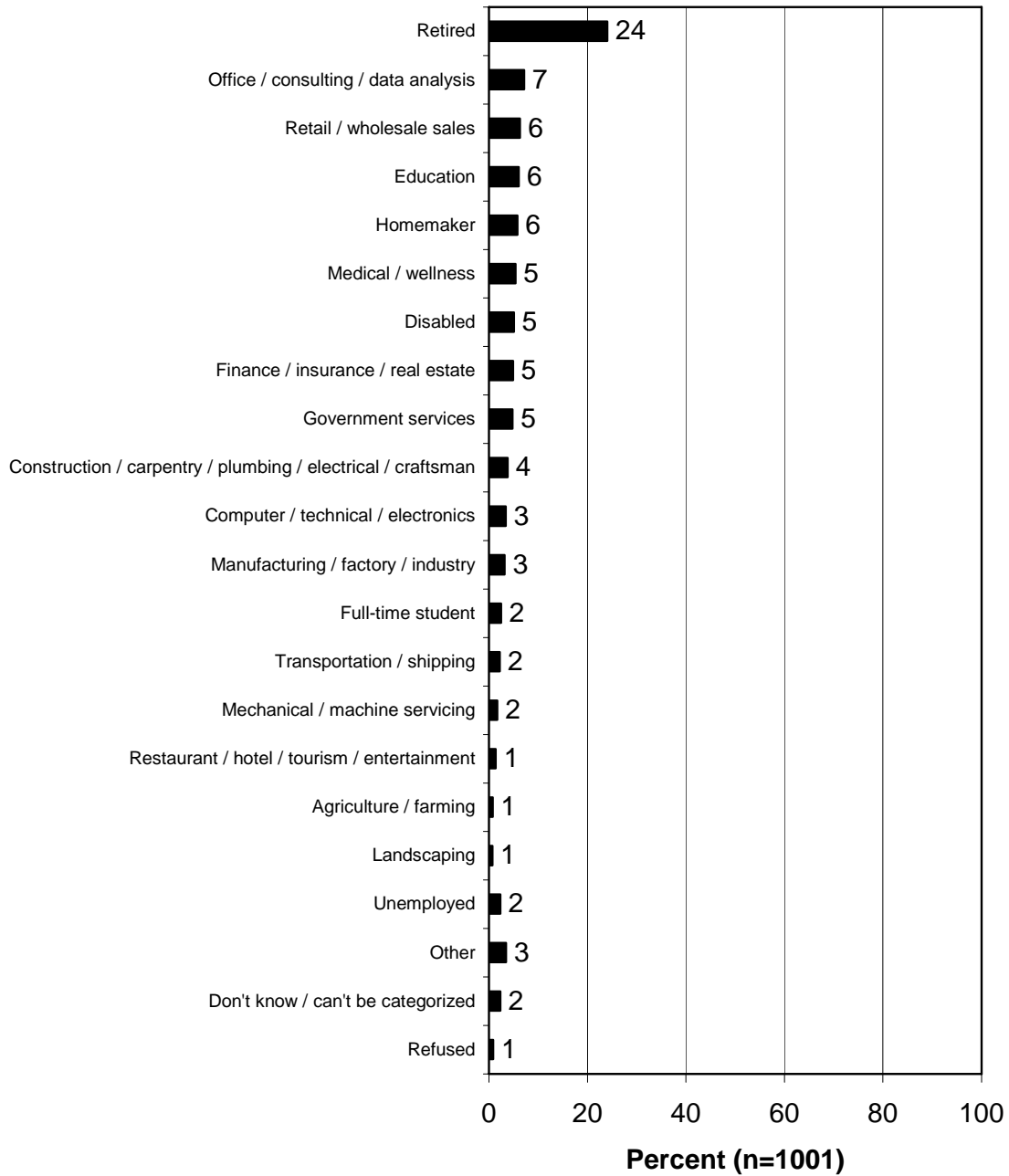
Q111. How many children, age 17 or younger, do you have living in your household?



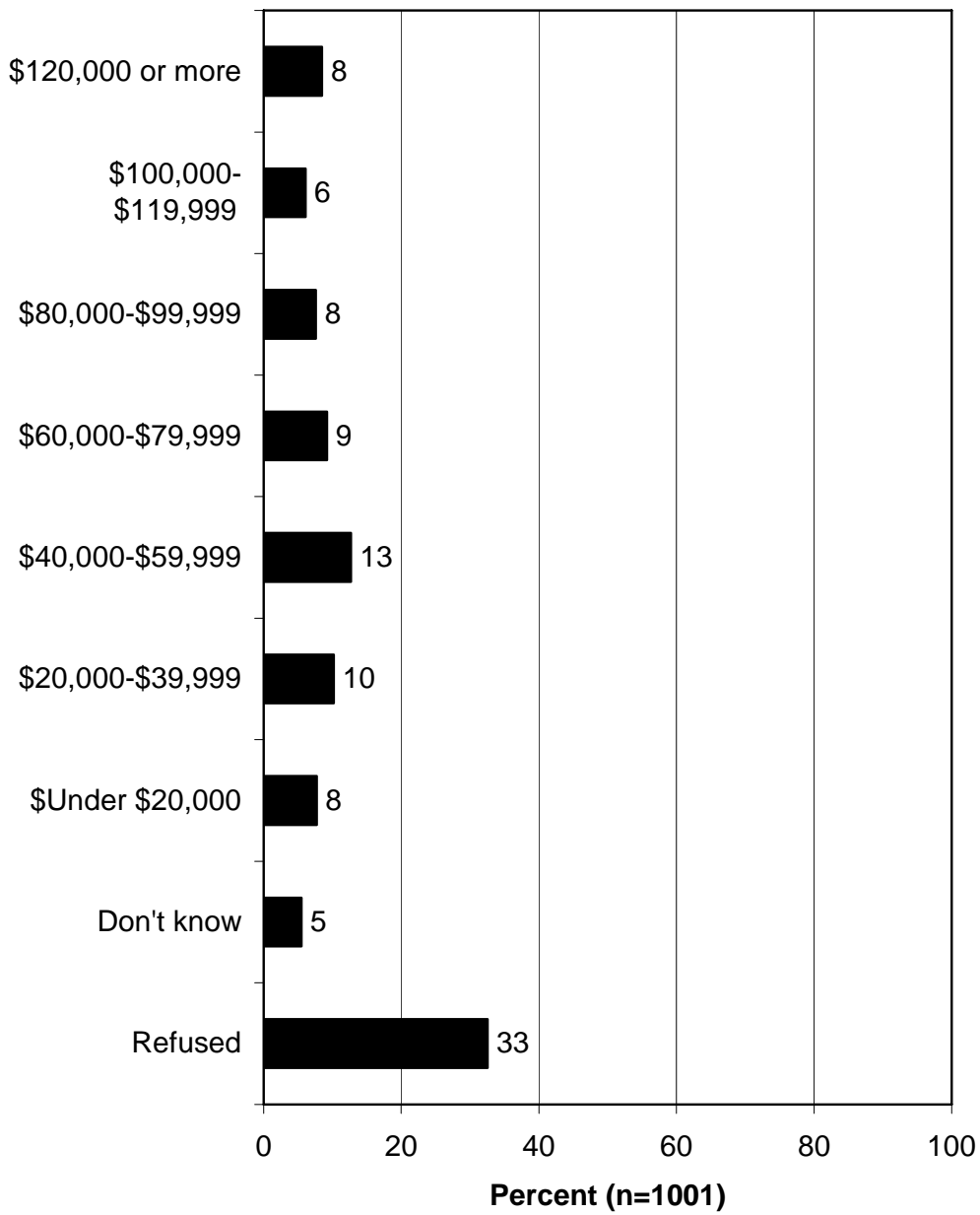
Q115. What is the highest level of education you have completed?



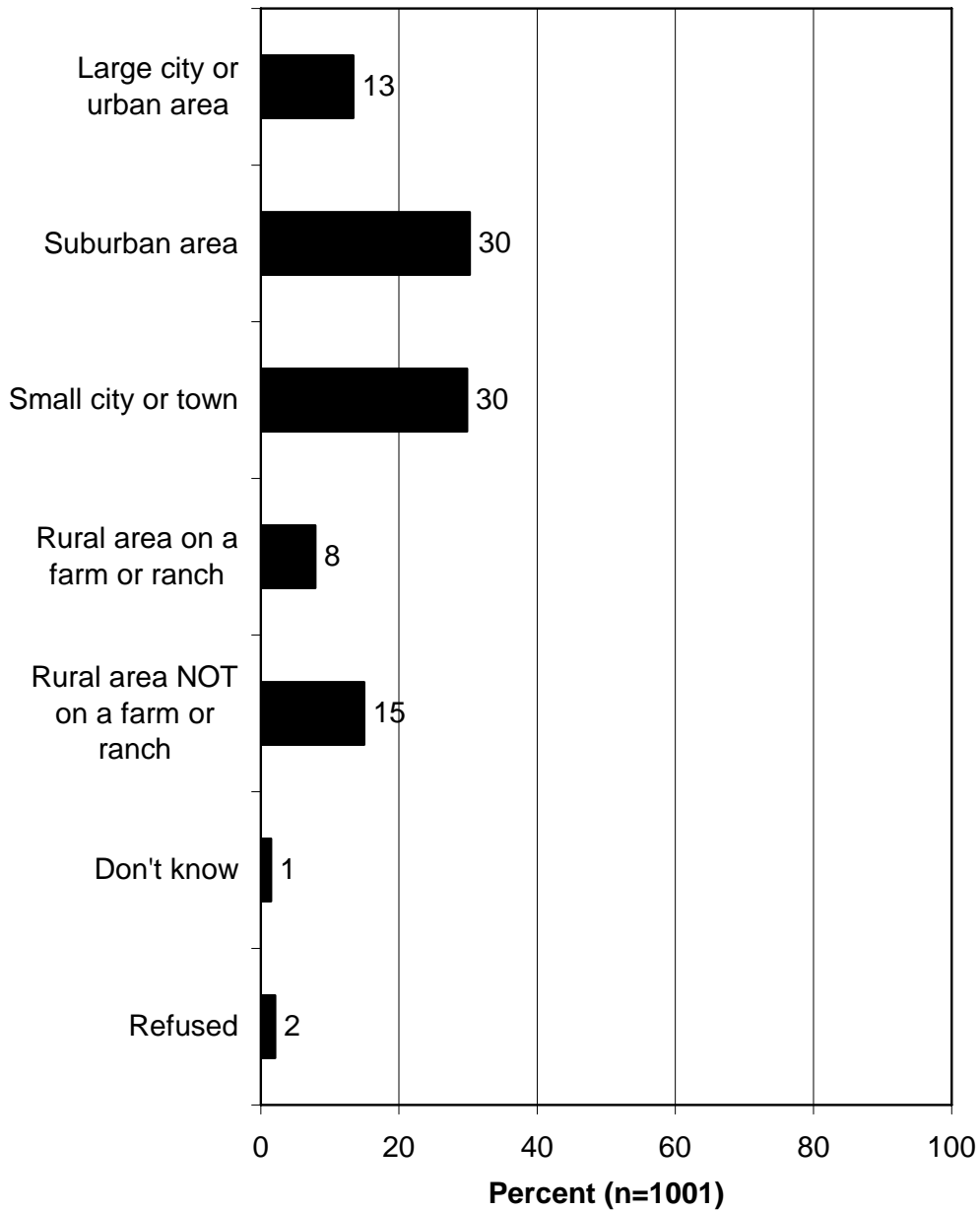
Q116/Q117. Are you presently employed? If so, what's your current occupation?



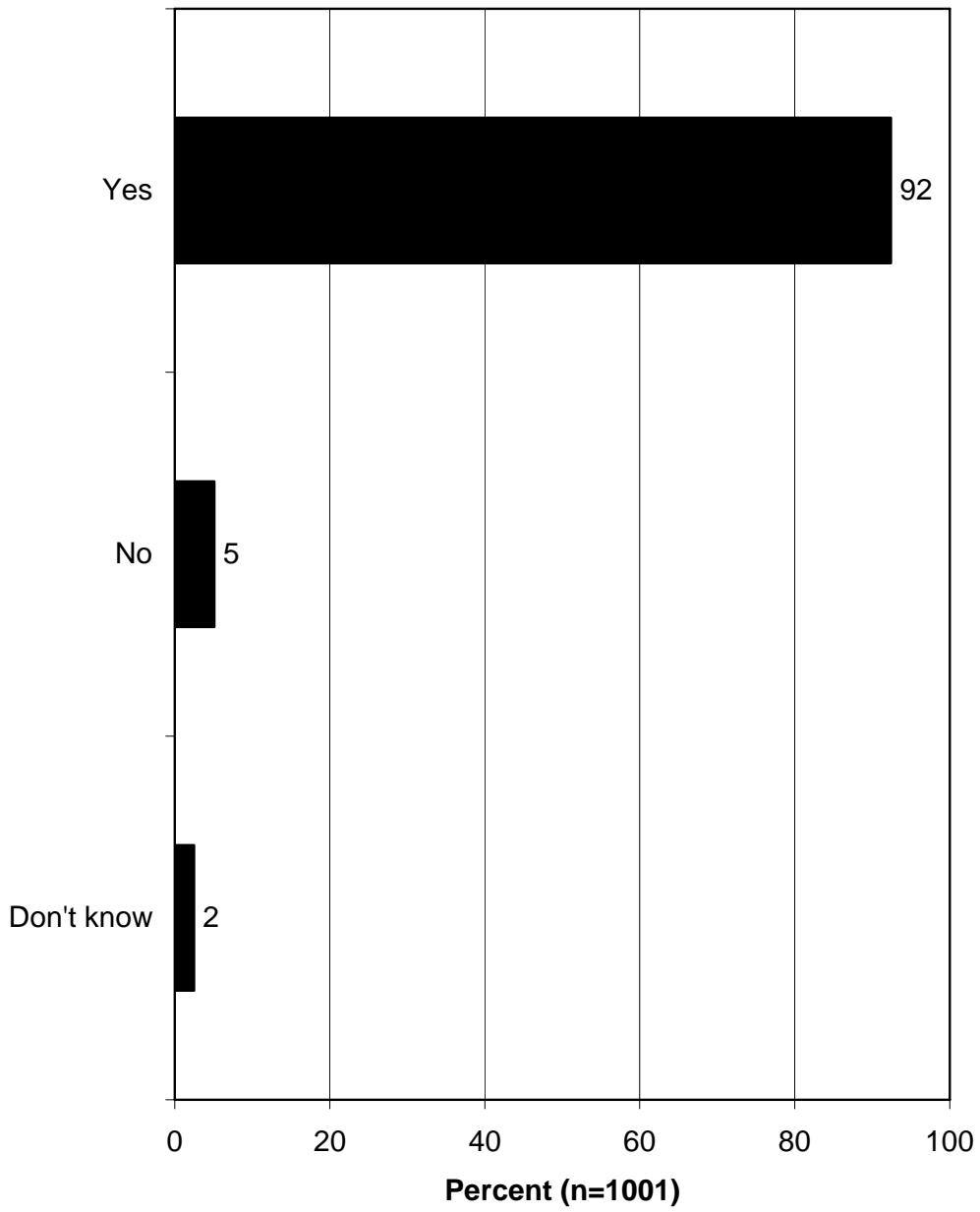
Q119. Which of these categories best describes your total household income before taxes last year?



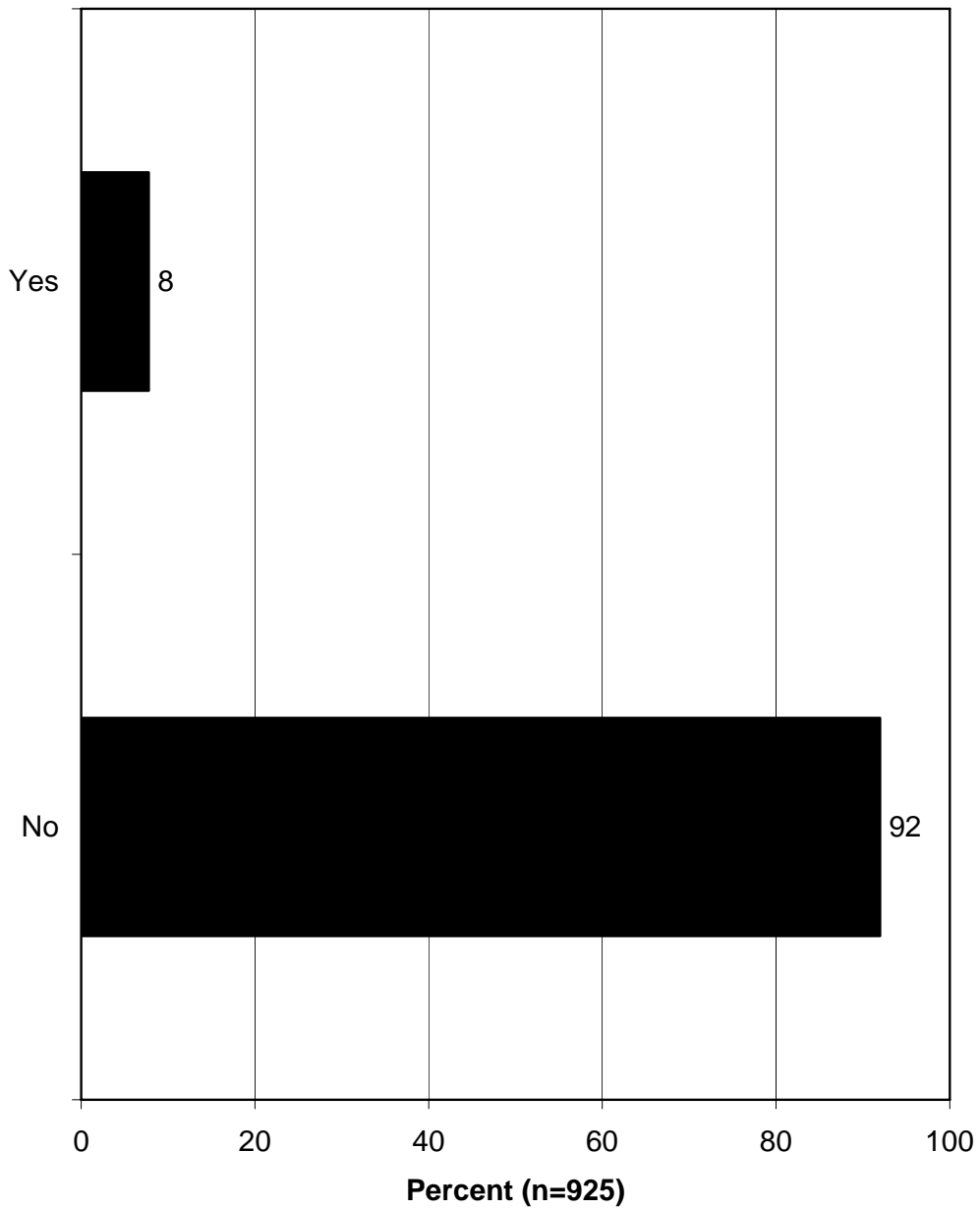
Q108. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



Q113. Are you a licensed driver?



Q114. Are you a commercial driver? (Asked of those who indicated being a licensed driver.)



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, need 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 Web sites 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, ESPN, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

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