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## **EXECUTIVE SUMMARY**

The Bay Area Stormwater Management Agencies Association (BASMAA) retained the services of Astone in the fall of 2007 to assist the Regional Advertising Campaign Committee in developing a public outreach effort to promote awareness about issues related to littering and change patterns of behavior that adversely impact Bay Area watersheds. The 2007 BASMAA Public Opinion Survey will be used as a baseline for comparison with future surveys to measure changes in public knowledge and awareness.

This regional effort is funded by seven collaborating agencies:

Alameda Countywide Clean Water Program, Contra Costa Clean Water Program, Fairfield-Suisun Urban Runoff Management Program, Marin County Stormwater Pollution Prevention Program, San Mateo Countywide Stormwater Pollution Prevention Program, Santa Clara Valley Urban Runoff Pollution Prevention Program and the Vallejo Sanitation and Flood Control District.

### **Purpose**

This baseline public opinion survey, conducted through a telephone survey of 400 Bay Area residents, will be implemented for two reasons:

- (1) To provide current information about public attitudes, perceptions and behaviors regarding littering issues related to stormwater quality and the environment; and
- (2) To assess and compare public perceptions and behaviors related to littering and stormwater quality management with relevant data found through a comprehensive study conducted on behalf of the County of Los Angeles Department of Public Works in February 1997 and the follow-up study conducted by the City of Los Angeles Stormwater Public Education Program in 2002.

Overall, the Regional Advertising Campaign Committee will use the information gathered by this study to assess, develop and implement its regional advertising campaign effort. The study will provide information about the following issues:

- Understanding of the best media venues and creative approach that can be used to reach the primary audience with messages that will help change behaviors.
- Perceptions of the seriousness (impact) of littering on the community and environment.
- Watershed understanding, specifically where water comes from and ends up.
- Willingness to participate in pollution prevention practices.
- Level of stormwater pollution prevention messages awareness and understanding.

**The principal findings of the survey are listed on the following four pages.**

### Principle Findings

Throughout the survey report there are several mentions of statistically reliable information for the primary target audience (Age: 18-29 year olds). For more statistical data not found in the body of the report please reference the Cross Tabulations.

### **Types of Commercials**

1. **Funny/Humor:** This is the most popular choice/category, with 72.75% of respondents indicating very or most likely to pay attention to and only 9.75% indicating not very or least likely.
  - Specifically, those 18-29 years old do prefer it even more strongly than the other age groups (75% of all 18-29 year olds rate it as a 4 or 5, versus 67% of all 30-49 year olds and 70% of all 50+ year olds).
2. **Scary:** The least popular category, with 63% indicating not very or least likely to pay attention to.
  - Not surprisingly, 21% of all 18-29 year olds find this topic appealing, compared to only 7% of 30-49 year olds, and only 6% of all 50+ year olds

### **Forms of Media or Entertainment**

3. Respondents were asked, unaided, what forms of media or entertainment they are most likely to see or hear commercials or advertisements. The first response of 62% of the residents is television, next closely followed by radio with 15%, and Internet with 12%.
4. When asked for “all others”, there were 360 answers captured and radio took the lead with 39%, followed by television with 22%, Internet with 21% and newspaper with 13%.

### **Trustworthy Source to Receive Information From**

5. The source most trusted is “Friends/Peers”, followed closely by “School” and “Relatives/Neighbors”. By far, the source least trusted is “Religious Organization”.

## Music

6. When residents were asked (unaided) what type of music they listen to on the radio most often when it's their choice, Rock is the most popular first response/choice, followed by hip-hop.
  - The younger age category of 18-29 year olds prefer Alternative/New Rock by a large margin over 30-49 year olds (16% versus 7%), and by an even larger margin over 50+ year olds (16% versus 2%)

## Television

7. Over-all, Sitcoms, Other and Drama are the top 3 types of television that residents in all 6 counties prefer to watch (unaided; first response). Forms of Media
  - Those 18-29 have a strong preference for Sitcoms (23% versus only 9% of 50+ year olds).
8. The top 3 preferred types of television to watch remain the same for "all others" (331 responses) as with "first response", although there is a little more diversity among the other categories.

## Forms of Media

9. Residents were asked how likely they were to pay attention to specific forms of media (aided). Over-all, the Internet (by far) is the media that is most likely to be paid attention to, with 44% rating it a 4 or 5.
10. The next closest media is radio (38%), followed by newspaper (37%).
11. The media that is least likely to be paid attention to (highest 1 and 2 ratings combined) is text messaging (77%), followed by bus signs (68%), BART signs (67%), and billboards (52%).
12. Younger residents, 18-29, are more likely to pay attention to Billboards (21%) than 30-49 (7%), or 50+ year olds (12%).

## Internet Usage

13. Respondents were asked how much time they spend on the Internet each week (unaided). Over-all, 28% spend 1-5 hours per week, 24% spend 20+ hours per week,

and 19% spend 5-10 hours per week. Only 2% spend less than 1 hour a week on the internet, while 4% spend no time.

14. Those 18-29 years old are more likely to use the Internet than any other age bracket.

### Text Message Usage

15. Respondents were asked how much time they spend text messaging each week (unaided). Over-all, 44% of all county residents do not text message at all, while 30% text 1-5 hours per week, and 16% text less than 1 hour per week
16. As with Internet, 18-29 year olds are much more likely to text message than those 30+ years old; the higher the income, the less likely a resident is to text message (\$60K+)
17. More than half of homeowners (53%) indicate that they never text message, versus 37% of renters and only 31% of those living at home with a parent.

### Perceptions of Litter Pollution

18. Litter (Q7): Respondents were asked if they thought litter was a major problem, a minor problem, or not a problem at all.
  - Over-all, 59% feel that it is a major problem; 38% feel it is minor; and 3% feel it's not a problem at all.
19. How to Hear about Ways to Reduce Litter (Q8): An open-ended (unaided) question was asked about how respondents would like to hear about ways to reduce litter.
  - The over-whelming response (49%) is via television, while 25% prefer radio, 14% prefer billboards, 14% prefer Internet, and 10% prefer newspaper.
20. Litter Habits (Q9): Respondents were asked if they have often, sometimes or rarely littered, intentionally or unintentionally, in the past 90 days.
  - Not surprisingly, 62% rarely litter, 30% never do, 6% sometimes do and 3% do so often.
  - Of those who litter often, all are 18-29 years old, while the majority of those who never litter are 50+ years old.
  - Of those who often litter, the majority are unemployed followed by students, and of those who never litter, the fewest are students and the most are retired.
21. Items Littered (Q10): The following unaided question was asked: When you have littered, intentionally or unintentionally, what items were they?

- The first response of the majority of respondents (25%) is that they don't litter, compared to the 30% who claim never to at Q9.
  - Another 19% indicate "scrap of paper", 18% "gum/gum wrapper", and 10% "cigarette butts".
22. If a Litterer: Items Littered in the Past 90 Days (Q11): If a respondent did not indicate "never litter" or "don't know" at Q10, they were asked if they had littered any of 11 specific items in the past 90 days.
- The only significant items being littered are "gum/gum wrappers" (42% or 115 of 273 responses), "scrap of paper" (43% or 118 of 273 responses), and "cigarette butts" (20% or 55 of 273 responses).
23. What Prevents Residents From Littering (Q12a):
- Over-all, the absolute primary reason is "a belief that littering is wrong" (92%; rating of 4 or 5). Least important, with 26%, is "peer pressure".
  - "More trash cans" is the second most important thing that keeps people from littering (65%).
24. What Might Keep You From Littering (Q12b): By a smaller margin than the residents who indicate they don't litter, the base as a whole feels most strongly that "a belief that littering is wrong" is what might keep them from littering (82% vs. 92% of those who don't litter).
- "More trash cans" continues to be the second most popular response (75% vs. 65% of those who don't litter).
25. Impact of Littering on Where You Live/Work/Play (Q13):
- Looks bad/eyesore/trashy/dirty – 34%
  - It's not a problem in my community -17%
  - Unpleasant/personal inconvenience – 13%
  - Health safety/safety for children – 12%
  - Bad for environment – 10%
  - Lowers property value – 9%
26. Why Littering Matters to You (14): Many of the verbatim responses that agree littering is a problem, regardless of the main point of their response, include a statement such

as, “I was taught...”, or “I wasn’t brought up that way....”, or mention “future generations” or “kids”.

- On the other hand, the respondents who feel littering is not a problem often cite, “It’s not a problem where I live...”

### **Why Clean Outdoor Water is Important**

27. By a large margin, “the natural environment is affected” is the primary first response (44%), with “water quality” as the second most important reason, capturing only 15% of first responses.

### **RECOMMENDATIONS:**

Please reference the 2008 Strategic Marketing Plan for a complete overview of recommendations based on the statistical findings of this survey.

**BASMAA Litter Goal**

To change Bay Area residents' (specifically the younger generation) views and habits regarding littering and general awareness of stormwater pollution and prevention practices.

**Objective**

To use survey data to determine the most effective outreach strategy to reach the targeted group of individuals who contribute to the majority of stormwater pollution in the Bay Area (specifically those who litter with little or no regard for the community and the local environment).

**Purpose**

This baseline public opinion survey, conducted through a telephone survey of 400 Bay Area residents, will be implemented for two reasons:

- To provide current information about public attitudes, perceptions and behaviors regarding littering issues related to stormwater quality and the environment; and
- To assess and compare public perceptions and behaviors related to littering and stormwater quality management with relevant data found through a comprehensive study conducted on behalf of the County of Los Angeles Department of Public Works in February 1997 and the follow-up study conducted by the City of Los Angeles Stormwater Public Education Program in 2002.

Overall, the Regional Advertising Campaign Committee will use the information gathered by this study to assess, develop and implement its regional advertising campaign effort. The study will provide information about the following issues:

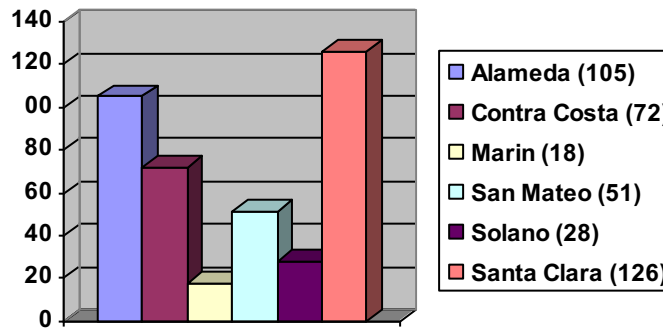
- Understanding of the best media venues and creative approach that can be used to reach the primary audience with messages that will help change behaviors.
- Perceptions of the seriousness (impact) of littering on the community and environment.
- Watershed understanding, specifically where water comes from and ends up.
- Willingness to participate in pollution prevention practices.
- Level of stormwater pollution prevention messages awareness and understanding.



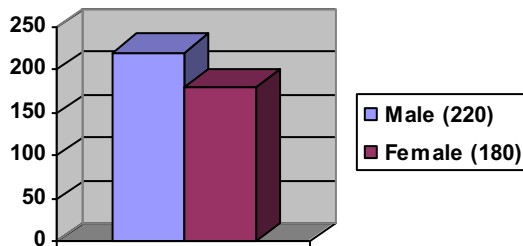
**Methodology**

A targeted sample of 400 residents, 18 years of age or older, was surveyed during a four week period in late October to late November, 2007. Respondents represent six Bay Area counties, as follows: Alameda, Contra Costa, Marin, San Mateo, Solano and Santa Clara. Quotas for each market are determined by county size, as opposed to collecting a set/equal amount per county. Within each county, at least 70% of the interviews are conducted with residents 18–29 years old, and 30% or less with general population (who are allowed to fall out naturally with no quotas or additional screens). Of the 70%+ within each county who are 18-29 years old, 60% are male and 40% are female.

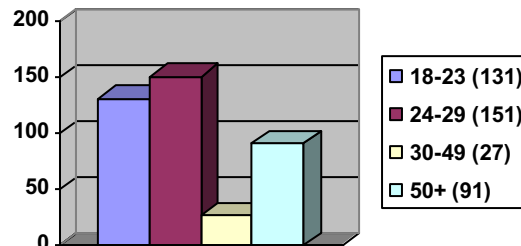
**TABLE TO RIGHT:** Total number of respondents interviewed by county.



**TABLE BELOW:** Gender breakdown of all respondents interviewed.



**TABLE BELOW:** Age breakdown of all respondents interviewed.



With the set quotas, 168 of the 18-29 year olds needed to be male (we captured 169 total, including 1 general population), and 112 of the 18-29 year olds needed to be female (we captured 113, including 1 general population). The remaining quota of 120 was to be general population and was to fall naturally with no set quotas; they fell as follows: 13 males 30-49, 38 males 50+, 14 females 30-49, and 53 females 50+.

### Types of Commercials (Q1)

The Bay Area residents were asked to use a 1 to 5 scale (with 5 being most likely and 1 being the least likely) to rate certain types of commercials that they'd be most likely to pay attention to.

**Funny/Humor:** Notably, this is the most popular choice/category, with 72.75% of respondents indicating very or most likely to pay attention to and only 9.75% indicating not very or least likely. Gender, education, employment status, income, ethnicity and owner status do not affect this being the most popular choice, although those 18-29 years old do prefer it even more strongly than the other age groups (75% of all 18-29 year olds rate it as a 4 or 5, versus 67% of all 30-49 year olds and 70% of all 50+ year olds).

**Scary:** The least popular category, with 63% indicating not very or least likely to pay attention to. There are no significant findings for this category by county. 56% of all males and 51% of all High School Graduates are not likely to pay attention to this type of advertising, while 71% of all females and 71% of all College Graduates are not likely to. Caucasians are the least likely to find this venue appealing (12%) versus 33% of Hispanics who do. Not surprisingly, 21% of all 18-29 year olds find this topic appealing, compared to only 7% of 30-49 year olds, and only 6% of all 50+ year olds.

**In Your Face/Direct:** The majority of respondents (46%) are either neutral or somewhat positive to this type of commercial, while 44% are not very or least likely, and only 10% are most likely to pay attention to. Respondents 18-29 are the most positive to "in your face/direct" (33%), as are those with less than High School education (52%), the unemployed (43%), those with less than \$20K household income (40%), those who still live with their parents (37%), and African Americans (50%). Those with the lowest positive ratings are 30-39 year olds (11%), 50+ year olds (13%), retired residents (12%), those with \$95K+ household income (16%), and those who own or are buying their home (22%).

**Friendly:** More respondents are neutral to this category than any other by a significant amount; 40% are neutral, while only 20% are not very or least likely to pay attention, and the other 40% are very or most likely. There are no significant findings for this category by county. Only 32% of males find this type of advertising very appealing, while 48% of females do. Interestingly, those who find this type of commercial most appealing are: those with less than High School education

(52%), students (50%), African Americans (50%) and Asians (52%), and those living at home with a parent (49%).

**Family/Children Oriented:** Positive (40%), negative (37%) and neutral (24%) ratings are closest for this category. Not at all surprisingly, females are much more positive to this type of advertising (53%) than are males (28%). College grads prefer this (51%) much more than those with Some College (31%), those who are 30-49 prefer it the most (63%), and minorities, across the board, have a strong preference for it with 43-61% rating it a 4 or 5, versus only 32% of Caucasians.

**Sports Oriented:** Like “Family/Children Oriented”, this category has a closer rating than the other categories, with 44% indicating not very or least likely, 22% feeling neutral, and 34% who are very or most likely to pay attention to. Considering the subject matter, it’s no surprise that 45% of males (versus 19% of females) consider this a very appealing form of commercial. Residents 50+ years old are the least likely to pay attention to (19%), while 30-39 year olds are the most likely. Caucasians, interestingly, are most likely to not pay attention to this type (30%), as are home owners (28%).

**Environmental:** 48% of all residents are positive to this type of commercial, with the remainder fairly evenly split between neutral and not very or least likely to pay attention. There are no significant findings for this category by county. Females (57%) are more likely to pay attention to this type of advertising (compared to 40% of males), as are Post Graduates (62%). Those with less than High School education (24%) and who make \$20-\$39K (38%) are the least likely to.

**Government/Non-Profit:** This is the second least liked category with 50% indicating not very or least likely to pay attention to; while 27% of residents are neutral; only 23% are very or most likely to pay attention. (The only category with fewer 4 or 5 ratings is “Scary”.) There are no significant findings for this category by county. Only 14% of those with less than High School education are likely to pay attention to this medium, compared to 33% of Post Graduates. Likewise, only 15% of males are, compared to 33% of females. A much lower percentage of African Americans find this appealing (28%) when compared to all other ethnicities: Caucasian (51%), Hispanic (56%), and Asian (49%).

**Forms of Media or Entertainment (Q2)**

Respondents were asked, unaided, what forms of media or entertainment they are most likely to see or hear commercials or advertisements.

The first response of 62% of the residents is television, next closely followed by radio with 15%, and internet with 12%. No other form of media or entertainment is mentioned by more than 3% of respondents. All of the significant findings by demographics are also to be expected: Females (4%) prefer magazines over males (0%); 18-29 year olds (16%), students (32%), Asians (22%), and those living at home with parents strongly prefer internet over any other age, ownership type, ethnicity or household type. While all age categories rate television the highest, 30-49 year olds (93%) prefer it the most.

When asked for “all others”, there were 360 answers captured and radio took the lead with 39%, followed by television with 22%, internet with 21% and newspaper with 13%. No other category has 9% or more, although billboards are named by 9% of residents and magazines by 8%.

Significant findings by demographics: Those with a household income of \$95K+ are most likely to pay attention to newspaper advertising (21%), as are Caucasians (15%), College Graduates (18%), 50+ year olds, and those who are retired (21%). Females are more likely to pay attention to radio, 46% vs. 33% of males, as are 30-49 year olds, those with household incomes of \$40-\$59K (47%) and \$60-\$79K (50%), and those who rent (45%). College Graduates (15%) and 50+ year olds (14%) are the least likely to pay attention to television, while students (2%) and Hispanics (0%) are least likely for magazines. Hispanics pay the most attention to billboards (17%), 18-29 year olds and those with household incomes of \$80-\$94K (33%) pay the most to the internet (24%).

Also of note, of the 18 “other” responses (Q2a and Q2b; first response and all others combined), 5 are “movie ads” (28% of the “other” responses), and 5 are “mail” (28% of the “other” responses).

**Trustworthy Source to Receive Information From (Q3)**

Residents of the Bay Area were asked who they think is a trustworthy source to receive information from. The source most trusted is “Friends/Peers”, followed closely by “School” and “Relatives/Neighbors”. By far, the source least trusted is “Religious Organization”.

**More on Environmental Agencies:** Females (47%) and College Graduates/Post Graduates (average of 43% combined) are most likely to trust Environmental Organizations as a source to receive information from, as are minorities (with an average of 50% Hispanic, African American and Asian).

**More on Friends/Peers:** Those with higher education levels (College Graduates+) and those with lower education levels (less than High School), are more likely to consider Friends/Peers a trustworthy source.

**More on Local Government Agencies:** The majority of all age groups (28-42%) are neutral to Local Government Agencies, however; 18-23 year olds are the most likely to trust this source (37%), compared to 22-28% of 24-29, 30-49, and 50+ year olds. Students trust this category the most (50%), while retired residents trust it the least with only 15%.

**More on News Media:** 36% of males are not likely to trust News Media, versus 24% of females. The majority (47%) of 50+ year olds are neutral, as are the majority of students (44%) and those retired (50%). Interestingly, 60% of households with \$20-\$39K income are not likely to trust News Media (60%), compared to an average of 37% of all other income levels.

**More on Religious Organizations:** High School graduates (29%), residents 30-39 (37%), those retired (35%), and African Americans (50%) are the most likely to trust Religious Organizations, with the biggest difference being ethnicity. (Only 19-22% of Caucasians, Hispanics and Asians rate this category at 4 or 5 trustworthiness.) Only 12% of those with a household income of \$95K+ give a 4 or 5 rating.

**More on Relatives/Neighbors:** Unemployed residents are the most likely to trust Relatives/Neighbors (61%), as are those with lower income, \$39K and less (58%), and African Americans (72%). Those with \$40K+ household incomes are more likely to feel neutral.

**More on School:** Not surprisingly, those with higher income (College Graduates +) are most likely to rate School as a trustworthy source (60% cumulatively), and retired residents are the least likely to rate this as a 4 or 5 (31%) versus 50-62% of all other employment status'. Also, while 72% of African Americans view School as trustworthy, only 48% of Caucasians do.

**Music (Q4)**

Not surprisingly (considering the primary age demographic of this study) , when residents were asked (unaided) what type of music they listen to on the radio most often when it's their choice, Rock is the most popular first response/choice, followed by Hip, then Alternative/New Rock.

While there are no surprising results when looking at the responses by demographics, there are some statistical findings: 18-29 year olds prefer Alternative/New Rock by a large margin over 30-49 year olds (16% versus 7%), and by an even larger margin over 50+ year olds (16% versus 2%); and renters and those living with parents prefer it over owners. Those 50+ prefer Classical (17%) compared to all other age groups (4-7%), as do home owners (11% versus 6%). Caucasians (13%) choose Country more than any other ethnicity. Like Alternative/New Rock, Hip Hop is strongly preferred by 18-29 year olds (18 percent versus 0% of any other age group). Oldies are preferred by females and those 50+ years old, as well as those with \$95K+ household income. Unlike Alternative/New Rock and Hip Hop, Rock is a type of music that is more accepted by all age groups, although males have preference over females (25% versus 15%).

When probed for "all others", 323 answers were provided and responses evened out. For first response, 46% of respondents name 1 of the 3 most popular formats mentioned above, with the remaining 54% spread very thinly among the other 17 formats/choices. 323 of the 400 respondents have an "other" unaided response and mention, with higher degree, some of the other formats. While Rock and Alternative/New Rock remain the top 2 selections, Classical is the 3<sup>rd</sup> with 10%. In the 7-10% range: Country, Hip Hop, Oldies, R&B and Rap. Of the 33 "other" responses no specific type of non-listed music type is mentioned more than a couple of times.

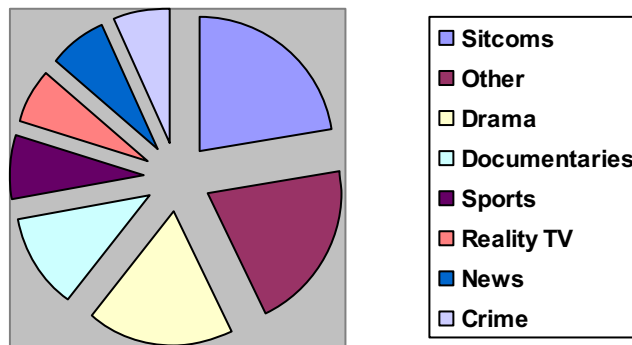
**Television (Q5)**

Over-all, Sitcoms, Other and Drama are the top 3 types of television that residents prefer to watch (unaided; first response).

**Findings by demographics:** Residents 50+ years old are the most likely to watch Documentaries and Home & Garden shows. Those 18-29 have a strong preference for Sitcoms (23% versus only 9% of 50+ year olds). Higher educated residents (College Graduates +) are the most likely to prefer Sports (11%), versus 1% of High School Graduates (this might be due to College Graduates

watching more College sports teams, thereby, being more likely to watch sports than are High School Graduates). Drama programming is preferred by those with \$60-\$79K household income (23%) and \$80-\$94K household income (33%), while Reality TV is preferred by those in the middle income brackets compared to only 2-3% of those with \$80K+ income.

The top 3 preferred types of television to watch remain the same for “all others” (331 responses) as with “first response”, although there is a little more diversity among the other categories.



**GRAPH TO LEFT:** Top 7 unaided first responses for TV show types prefer to watch

Of the 108 total “other” responses (Q5a and Q5b; first response and all others combined), 54 state “comedies” (as opposed to “sitcoms”), which equates to 50% of all “other” responses. Another 10 indicate “science fiction” (9% of all “other” responses), 9 mention “action” (8%), and 13 mention “cartoons” or “family oriented” (12% of all “other” responses).

**Forms of Media (Q6)**

Residents of the 6 Bay Area counties were asked how likely they were to pay attention to specific forms of media (aided). Over-all, the internet (by far) is the media that is most likely to be paid attention to, with 44% rating it a 4 or 5. The next closest media is radio (38%), followed by newspaper (37%). No other media type is above 18% for the combined 4 and 5 rating.

The media that is least likely to be paid attention to (highest 1 and 2 ratings combined) is text messaging (77%), followed by bus signs (68%), BART signs (67%), and billboards (52%). Interestingly (but not surprising) all respondents pay very little attention to media via text messaging, with all rating a 1 or 2 at 75-79%. There are no significant findings by county for radio;

24-32% of all county residents do not likely or most likely pay attention to radio media, while 33-46% likely or most likely pay attention.

**More on Bus Signs:** Not surprisingly, Post Graduates (7%), Caucasians (9%) and home owners (7%) rate this very low on a 4 or 5 rating, while the unemployed (24%) and those with income in the lower 2 categories (23% combined) and rate it the highest.

**More on Bart Signs:** Again, the findings are in line with perception; those with household income of \$59K or less are more than 2 times more likely to pay attention to Bart Signs than those with \$60K+ income. Minorities (18-39%) are much more likely to pay attention to this type of media than Caucasians (8%).

**More on Billboards:** Younger residents, 18-29, are more likely to pay attention to Billboards (21%) than 30-49 (7%), or 50+ year olds (12%). Likewise, households with income levels of \$59K or less are more likely to pay attention (27% average), compared to those with \$60K+ (12% average). Caucasians (14%) and Asians (17%) are more than twice as least likely to than are Hispanics and African Americans, and only 12% of home owners pay attention to this media type.

**More on Newspaper:** As expected, residents who are 50+ and retired are the most likely to pay attention to advertising in Newspaper. Interestingly, however; those with less than a High School degree rated this category very high (52%).

**More on Internet:** While some findings for this category are right in line with what is expected, there are also some interesting findings that aren't. There are no significant differences in the gender or age of someone versus whether or not they are likely to pay attention to media on the internet, however; as expected, 49% of 18-29 year olds rate Internet a 4 or 5, while only 32% of 30+ year olds do. Those who are employed full-time or who are retired have the fewest 4 or 5 rating (32%). In looking at all of the income brackets, those in the middle (\$40-79K) are very close (38% and 39%), those on either end of the middle (\$20-\$39K and \$80-\$94K) are very close (50% and 55%), and those on either extreme (less than \$25K and \$95K+) are exactly the same (44%). Caucasians rate Internet the lowest of all ethnicities (37%) as do home owners (36%).



**More on Text Messaging:** The higher the education, the less likely to pay attention to media via text messaging. As assumed, 18-29 year olds are 5½ times more likely to pay attention to this media than are 30-49 or 50+ year olds. Students rate text messaging a 4 or 5 most (26%), while those who are retired provide this rating the least (8%). Residents with an income of \$20-\$39K (29%) and \$40-\$59K (26%) are more likely to pay attention to this, compares to 10-18% of all other income levels. Caucasians and Asians are less likely to than are African American and Hispanic, and home owners are much less likely to pay attention to Text Messaging than renters or those living at home with parents.

**More on Radio:** While there are slight differences by gender, age, education, employment status and income, there is nothing significant by these demographics. By a very large margin, residents with less than a High School diploma rate this media type a 4 or 5 (71% versus 33-40% in all other education levels), and Hispanics rate Radio a 4 or 5 at a higher percentage as well (54% versus 34-43% in all other ethnic groups).

#### **Internet Usage (Q6a)**

Respondents were asked how much time they spend on the internet each week (unaided). Overall, 28% spend 1-5 hours per week, 24% spend 20+ hours per week, and 19% spend 5-10 hours per week. Only 2% spend less than 1 hour a week on the internet, while 4% spend no time.

There are no significant findings by demographics other than the obvious finding that 18-29 year olds spend more time on the internet each week than the other age groups.

#### **Text Messaging Usage (Q6b)**

Respondents were asked how much time they spend text messaging each week (unaided). Overall, 44% of all county residents do not text message at all, while 30% text 1-5 hours per week, and 16% text less than 1 hour per week. Only 1% spend 10-15 hours per week text messaging and 2% spend 15-20 hours.

There are limited findings by demographics: As with internet, 18-29 year olds are much more likely to text message than those 30+ years old; the higher the income, the less likely a resident is to text message (\$60K+); and 53% of home owners indicate that they never text message, versus 37% of renters and only 31% of those living at home with a parent. (These findings certainly correlate with

the ages that text message most, who generally rent or live with their parents, while older residents tend to have higher incomes and are more likely to own their homes.)

**Litter (Q7)**

Respondents were asked if they thought litter was a major problem, a minor problem, or not a problem at all. Over-all, 59% feel that it is a major problem; 38% feel it is minor; and 3% feel it's not a problem at all.

**CHART BELOW:** How people, over-all (in all 6 counties) feel about littering.



Interestingly, 52% of males feel litter is a major problem, while 67% of females do, and 44% of males feel it is a minor problem versus only 29% of females.

**How To Hear About Ways To Reduce Litter (Q8)**

An open-ended (unaided) question was asked about how respondents would like to hear about ways to reduce litter. The over-whelming response (49%) is via television, while 25% prefer radio, 14% prefer billboards, 14% prefer internet, and 10% prefer newspaper. The remaining responses range from 1-6% and include: bus signs, commercials, e-mail, magazines, mail flyers/direct mail, newscasts/programs (not as commercials), public service announcements, schools, talk radio shows, better education from parents, don't want to hear about it, in-your-face/direct advertising, keep it positive/humorous, penalties or effects of littering, unusual places, and ways to do something/numbers to call and report.

A few verbatim responses of interest for Q8:

- "I would like to hear about the penalties and receive notices reminding residents not to litter."

- "I have been reading about the cleanup times in the newspaper, and about the public service people cleaning up the freeways. I tell everyone, don't park in front of my house the fourth Friday of every month to that the street cleaner can have access to clean the road!"
- "I don't think anything would get my attention. If friends would intervene, it would be effective."
- "Hearing a segment on the news about littering problems, or a little highlighted topic on a news broadcast."
- "I would like to hear that littering is not sexy."
- "I would like to see it on TV; something about where anti-littering campaigns have worked in other communities."
- "I would like to hear about it everywhere, like health magazines at the doctors and on the radio."
- "I think something state run, like when I lived in Texas, there was a theme of Don't Mess With Texas."
- "I do not want to hear about it; it is up to the parents to train the children about it."
- "I would like to hear it on TV, radio, billboards and for it to be put on every page of the newspaper to RECYCLE THIS NEWSPAPER WHEN YOU ARE DONE; something like that."
- "I don't want to hear about it. It is the city's job to clean it up; it's not my problem."
- "I would like law enforcement to take a role in litter reduction."
- "I would most likely attend a presentation discussing the topic *litter*."

**Note:** there are several responses relating to having someone come into the community to present information related to litter.

In contrast to the findings from "first response" at Q6 when residents were asked an aided question about media types, Post Graduates had the highest percentage at this question indicating they would prefer to hear about littering via Billboards. Students are more likely to pay attention to Bus Signs and Internet than other employment status' are, while full-time are more likely to pay attention to Radio than are the others in the employment category. Females are more likely to pay attention to Billboards, Newscasts and Newspapers than males are. Of those who chose

Newspaper, the vast majority are 30+. Residents living with their parents are more than twice as likely to want to hear about ways to reduce litter via Internet than are home owners, and Asians (6%) want to hear about it on Talk Radio Shows, versus only 1% of Caucasians.

### **Litter Habits (Q9)**

Respondents were asked if they have often, sometimes or rarely littered, intentionally or unintentionally, in the past 90 days. Not surprisingly, 62% rarely litter, 30% never do, 6% sometimes do and 3% do so often.

By demographics, this question's findings become more interesting.

- ▶ Gender: Only 3% of males and 2% of females admit to littering often; 7% of males admit to littering sometimes and 4% of females do; 66% of males state they rarely do and 57% of females state the same; finally, 25% of males claim they never litter while 37% of females claim they don't.
- ▶ Education: Almost all of the residents who often litter are High School graduates, and the majority of those who sometimes litter are the same.
- ▶ Age: Of those who litter often, all are 18-29 years old, while the majority of those who never litter are 50+ years old.
- ▶ Employment Status: Of those who often litter, the majority are unemployed followed by students, and of those who never litter, the fewest are students and the most are retired.
- ▶ Income: Of those who sometimes litter, the majority have less than \$20K household income, and those who never litter prominently have a household income of \$80K+.
- ▶ Ethnicity: There are only 3 ethnicities that claim to often litter; Asian (which has the highest percentage), African American (which has the second highest), and Caucasian (which has the third highest). Of the residents who sometimes litter, African Americans, Hispanics and Asians do so the most/same (11% each), while Caucasians are the least (2%). Asians have the fewest (17%) that never litter and Caucasians have the most (35%) who never litter.
- ▶ Ownership Status: The majority of residents who often litter are renters and the majority of residents who sometimes litter are living at home with parents. The majority who never litter are home owners.

**Items Littered (Q10)**

The following unaided question was asked: When you have littered, intentionally or unintentionally, what items were they? (Note: We asked this of all 400 respondents, regardless if they responded in Q9 that they had never littered.) The first response of the majority of respondents (25%) is that they don't litter, compared to the 30% who claim never to at Q9. Another 19% indicate "scrap of paper", 18% "gum/gum wrapper", and 10% "cigarette butts". The remaining responses are less than 7%.

Of the 400 respondents, 119 had "other responses" at Q10. "Scrap of paper" is the highest mentioned item at 30%, with "gum/gum wrapper" at 19% and "candy bar wrapper" at 18%. All other responses are less than 7%.

No matter what the item littered, residents who are High School graduates or less are the biggest offenders of littering, as are 18-29 year olds.

**If a Litterer: Items Littered in the Past 90 Days (Q11)**

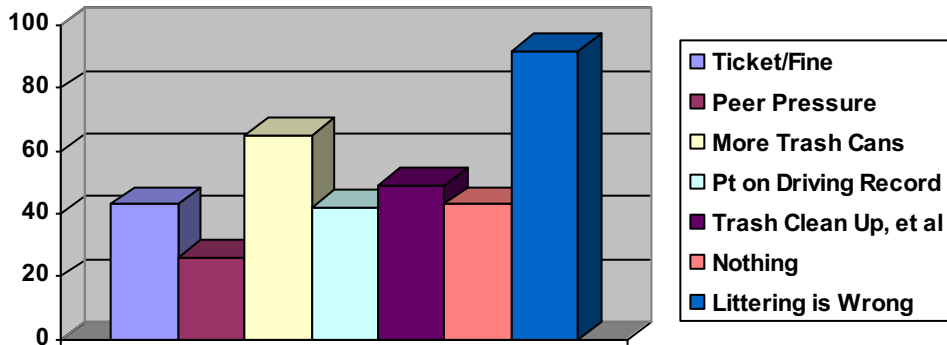
If a respondent did not indicate "never litter" or "don't know" at Q10, they were asked if they had littered any of 11 specific items in the past 90 days. The only significant items being littered are "gum/gum wrappers" (42% or 115 of 273 responses), "scrap of paper" (43% or 118 of 273 responses), and "cigarette butts" (20% or 55 of 273 responses).

**What Prevents Residents From Littering (Q12a)**

Of the 273 respondents from Q11, 186 indicate that they do not litter any of the 11 items that were asked about. Those 186 were then asked what keeps them from littering and were asked an aided question about 7 specific things that might prevent them from littering.

Over-all, the absolute primary reason is "a belief that littering is wrong" (92% top 2 box; rating of 4 or 5). Least important, with 26%, is "peer pressure". A "ticket/fine" (43%), "point on driving record" (42%), "mandatory trash clean up/community service" (49%), and "nothing would get me to change" (43%) are all in the same arena of importance, while "more trash cans" is the second most important thing that keeps people from littering (65%).

**GRAPH BELOW:** Over-all (base), top 2 responses for what keeps residents from littering.



**What Might Keep You From Littering (Q12b)**

All 400 respondents were asked what might keep them from littering, regardless of their responses at previous questions.

By a smaller margin than the residents who indicate they don't litter, the base as a whole feels most strongly that "a belief that littering is wrong" is what might keep them from littering (82% vs. 92% of those who don't litter). "More trash cans" continues to be the second most popular response (75% vs. 65% of those who don't litter). "Nothing would get me to change" is the option that fewest people select (29% vs. 43% at Q12a), and "peer pressure" remains low on the radar for a reason that might keep someone from littering (34% vs. 26%). "Ticket/fine" (60%), "point on driving record" (60%), and "mandatory trash clean up/community service" (60%) are all considered a worthy reason by the majority of residents.

**Impact of Littering on Where You Live/Work/Play (Q13)**

An open-ended question that was probed and clarified was asked of all 400 respondents asking them how they think littering impacts where they live, work and play.

All other unaided responses are 5% or less but include (in this order of importance; highest percentage to lowest): Have to pick it up; gives bad reputation/negative opinion; depressing/negative attitude/discouraging; too much polluting/littering; shows lack of respect; no response/not applicable; impacts wildlife/sea life; stems from laziness/irresponsible behavior; water pollution/drain and sewer problems; ozone pollution/air quality; other; don't know/no reason; needs more enforcement/could be prevented; refused.

**Why Littering Matters to You (14)**

An open-ended question that was probed and clarified was asked of all 400 respondents, asking them why littering does or does not matter to them. The top 4 (base) unaided responses are listed below. (\*All responses in parenthesis for each bullet reflect the lowest and highest response, by county, for each of the top 4 reasons given unaided.)

**► Litter looks bad/ugly/eyesore/dirty – 26%**

A few verbatim responses for this category:

- “It matters! It’s an eyesore and clogs the sewers.”
- “It looks bad.”
- “It matters because nobody likes to see trash; it’s dirty!”
- “It’s disgusting!”

**► Bad for environment – 23%**

A few verbatim responses for this category (this is clearly the category that solicited the most meaningful responses):

- “It matters because the beautiful earth is a gift and if you don’t take care of it, it won’t be beautiful. All living things depend on the earth and it’s important to maintain balance.”
- “Well, I am an environmentalist and the impact it has on nature and the impact it has on animals makes it matter.”
- “It matters because the quality of life is degraded if your environment is polluted.”
- “It matters because of the environment, the health factor, germs, etc. Bad quality of life standards and poor habits reflect on everyone in the community.”
- “If people weren’t littering, we could use tax dollars for better things. We’re trashing our environment and it’s un-cool!”
- “It is a conscious thing to me; this is my home and if there are people who are not from here, I don’t want to be embarrassed. Trash accumulates in the drains. You can smell it at a county dump or by a place like that. Hawaii uses trash to help power the state. They definitely have an active waste management system. Some trash cans are a resource but they don’t help with pollution. As far as chemicals go, since most of

them come from a few places, it's a tough one; you don't have enough people to keep track of pollution caused by cars, planes and boats. Right now, where I live, I believe it is only the fire marshals that keep track of that stuff. I don't think the EPA does that."

- "The more you litter, the more affects it has on the environment; it could get in the water system, cause pollution and global warming, and the more the you litter, the more space it is taking up."

► Negative reflection for community/people – 17%

A few verbatim responses for this category:

- "I suppose it does matter because it degrades my quality of life when I have to live in a littered community."
- "It does matter. It makes the area look bad and encourages other to litter. It's also bad for the environment."
- "I live in a pretty place and would like to see it kept that way."
- "It makes the environment unclean and unhealthy, and reflects on the people who live in that area."

► Things should be clean – 11%

A few verbatim responses for this category:

- "It matters to me because it is ugly, it's filthy and it's unhealthy. I like living in a clean neighborhood."
- "It does matter; cleanliness creates a mood and it affects you and the way you act and the way you carry yourself."
- "It matters because I want to live in a clean neighborhood and it says a lot about the people who live there when there's litter everywhere."
- "I don't want to live in a dirty place."

Many of the verbatim responses that agree littering is a problem, regardless of the main point of their response, include a statement such as, "I was taught...", or "I wasn't brought up that way....", or mention "future generations" or "kids". On the other hand, the respondents who feel littering is not a problem often cite, "It's not a problem where I live..."



All other responses are 8% or less but include (in this order of importance; highest percentage to lowest): Shouldn't litter/it's wrong; causes safety hazards; personal inconvenience/quality of life; want earth to last for kids and further generations; doesn't affect me/no litter where I live; general mention of "it matters"; brings down property values; it's someone else's problem/let them deal with it; nothing I can do about it; I don't litter; other; no response/not applicable; other issues are more important; don't know/no reason; refused.

### **Important Bodies of Water (Q15)**

The 400 respondents were asked another unaided, open-end question, and first response answers were captured as well as "all others": What body or bodies of water are important to you?

There are no significant differences by county. The "other" responses for first response are: Marshes (1 of 24), coast (1 of 24), reservoirs (3 of 24), purified or drinking water (3 of 24), they are all important (16 of 24). The base respondents clearly feel that oceans are the body of water that is most important to them (52%). Of the 400 first responses, there were 391 "other responses", at which point the answers are more evenly spread.

Lakes became the most prominent "all other" response (38%), followed by river (31%), ocean (22%), bay (20%), and creek (14%). The 5% of "other" responses at this question are: Reservoir (10 of 391), stream (6 of 391), marshes/wetland (4 of 391), swimming pool (3 of 391), pond (3 of 391), well water (1 of 391), mountain (1 of 391), and Gulf of Mexico (1 of 391).

The "other" responses for first response are: Marshes (3 of 25), streams (5 of 25), ponds (3 of 25), reservoir (9 of 25), swimming pools (2 of 25), mountains (1 of 25), seas (1 of 25), and well water (1 of 25).

### **Why Clean Outdoor Water is Important (Q16)**

All respondents were asked why they think having clean outdoor water (like creeks and the ocean) is important. This was an unaided question and first response was captured, followed by "all other" responses.

By a large margin, “the natural environment is affected” is the primary first response (44%), with “water quality” as the second most important reason, capturing only 15% of first responses. The only other worthy mentions are “water supply” (13%), and “good for human health” (13%).

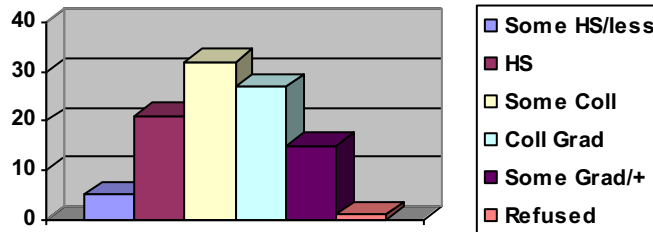
As with the previous question, the 392 “other responses” for this question tend to even out the percentages among all of the responses. “Natural environment in affected”, “good for human health”, and “water quality” all capture 18% of “other responses”, while another 18% refuse or can’t think of any others. The remaining responses are as follows: “Water supply” (16%), “agriculture” (11%), “recreation” (10%), “neighborhood” (6%), “financial” (3%), and “other” (2%). There are no significant findings by county.

**Demographic Graphs (D1-D6)**

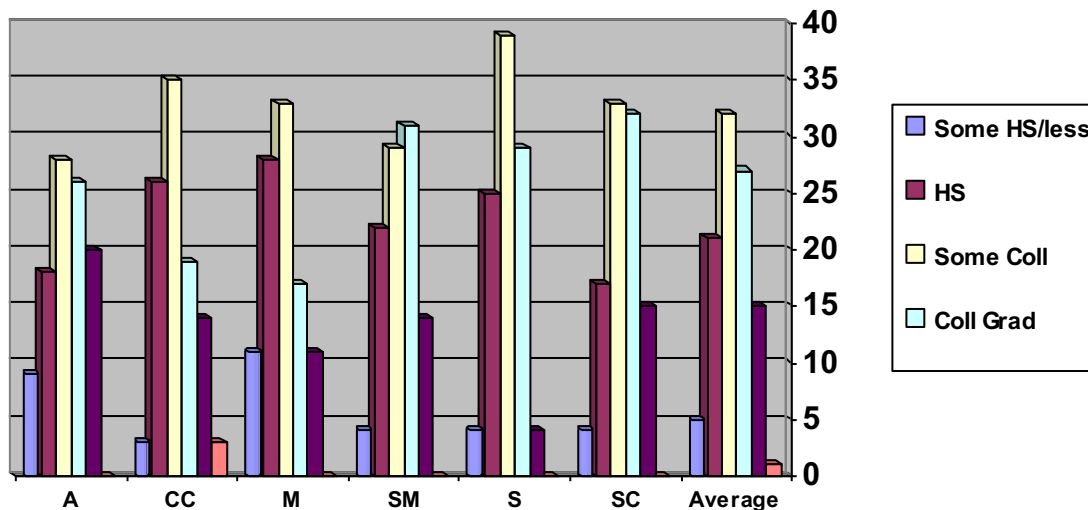
For all demographic graphs, the following legend applies for county codes:

A=Alameda, CC=Contra Costa, M=Marin, SM=San Mateo, S=Solano, SC=Santa Clara

**BELOW: Education (400 Base)**

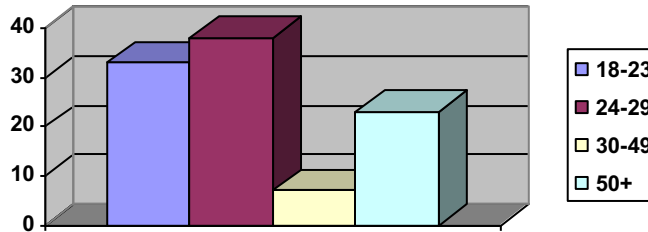


**BELOW: Education (by county, with average shown in last column)**

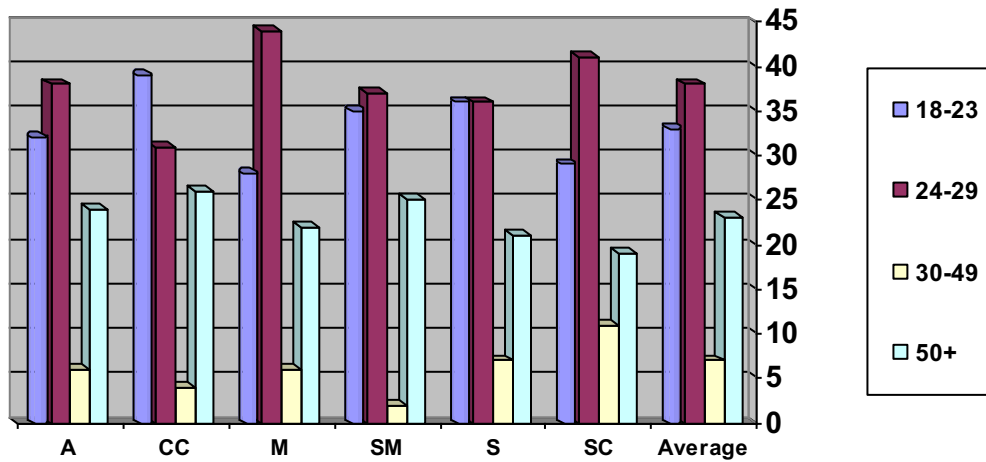


There are no significant findings regarding education level by county, however; the majority of respondents have Some College (32%), followed by College Graduates (27%), High School Graduates (21%), Some Graduate/Graduate Degree (15%), and Some High School or Less (5%). Alameda, interestingly, has the highest percentage of Some High School or Less (43%) AND the highest percentage of Post Graduates (35%).

**BELOW: Age (400 Base)**

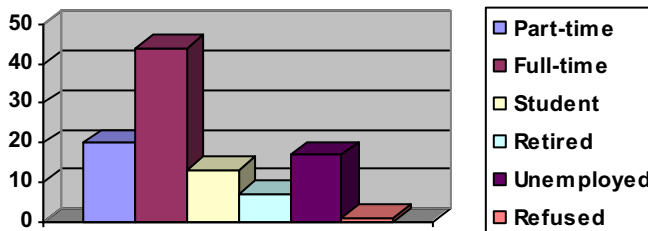


**BELOW: Age (by county, with average shown in last column)**

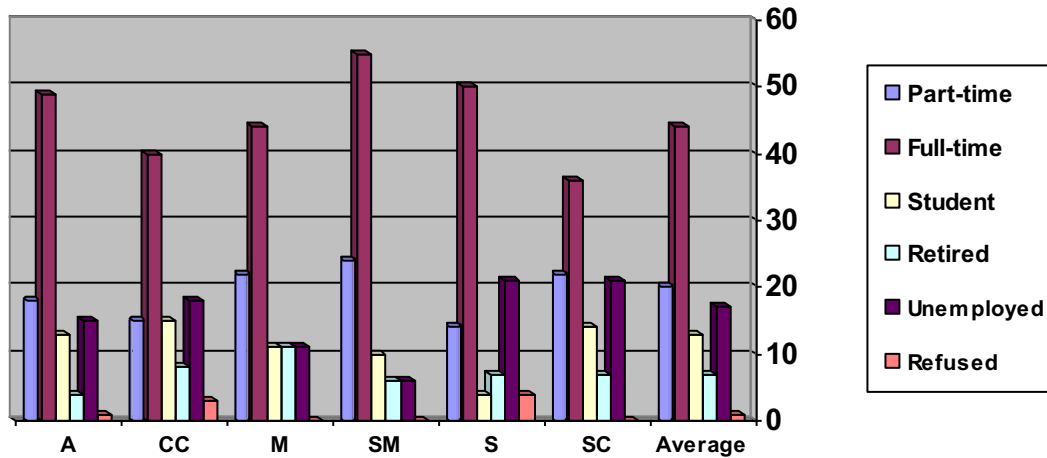


There are no significant findings regarding age by county as this was a set quota, particularly for the 18-29 age group.

**BELOW: Employment Status (Base 400)**

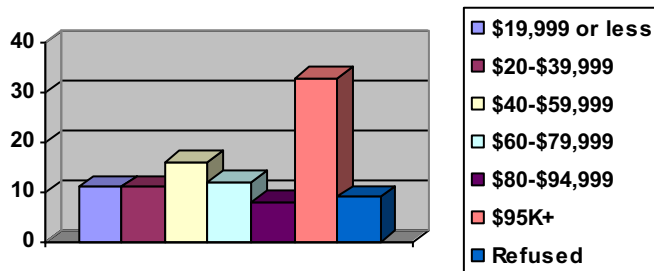


**BELOW:** Household Income; before taxes (by county, with average shown in last column)

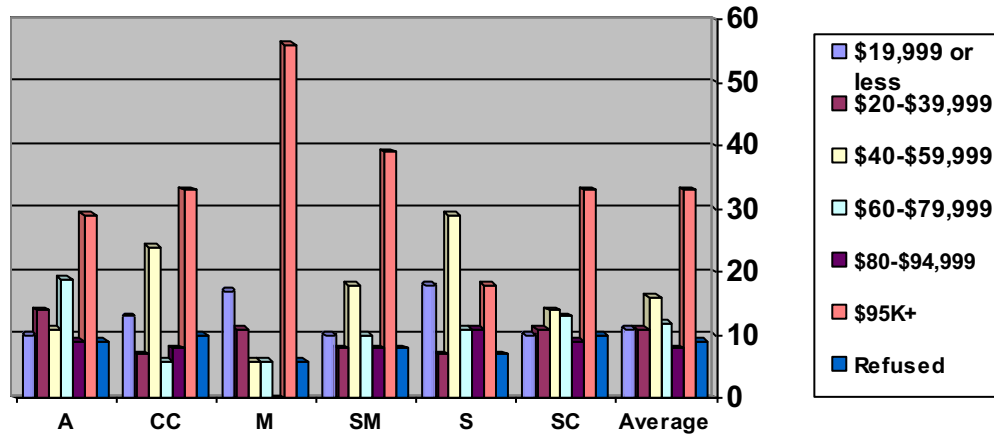


The majority of residents, by a large margin, are employed full-time (44%), followed by part-time employed (20%), unemployed (17%), student (13%), and retired (7%). (There were no set quotas for this demographic.)

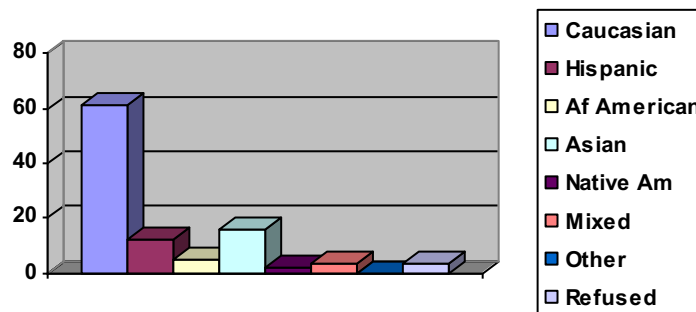
**BELOW:** Household Income; before taxes (Base 400)



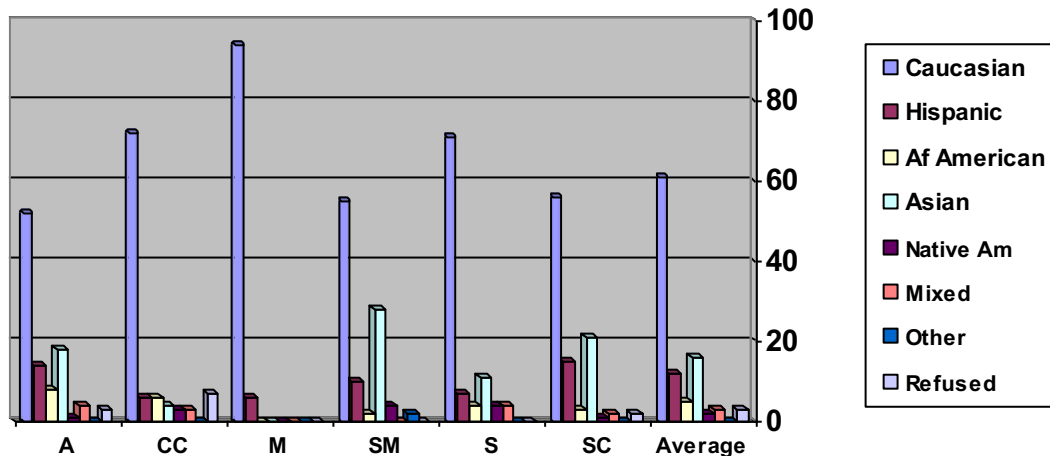
BELOW: Employment Status (by county, with average shown in last column)



While there was no quota set for household income, a nice mix was achieved, with \$95,000 or higher being the prominent range (33%). The remaining income brackets ranked as follows: \$40,000-\$59,999 (16%), \$60,000-\$79,999 (12%), \$19,000 or less (11%), \$20,000-\$39,999 (11%), refused (9%), and \$80,000-\$94,999 (8%).



BELOW: Ethnicity (by county, with average shown in last column)

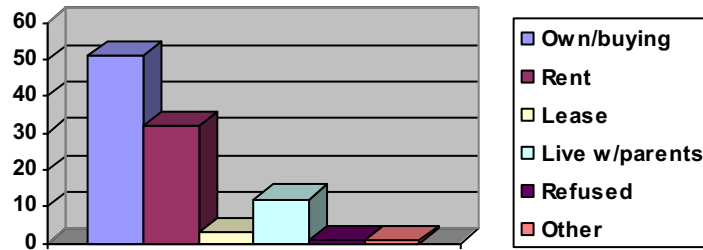


There were no set quotas by ethnicity. The majority of respondents across the board are Caucasian (61%), while 16% are Asian, 12% Hispanic/Latino, 5% African American, 3% a mixed race, 3% who refused, and 2% Native American/American Indian.

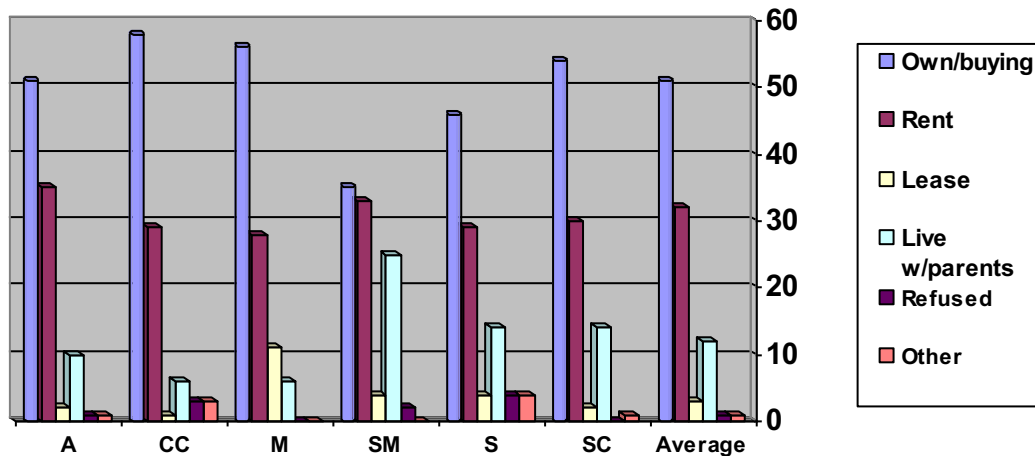
- Alameda – Has the fewest number of Caucasians (52%) of any of the counties and the highest number of African American (8%) and mixed race (4%).
- Contra Costa – Has the second highest number of Caucasians (72%), the most who refused to answer (7%), and the lowest number of Hispanic/Latino (6%).
- Marin – Has the highest number of Caucasians (94%) by a significant margin, the second fewest Hispanics/Latinos (6%), the fewest African American (none), Asian (none), Native American (none), and mixed race (none).
- San Mateo – Has the highest number of Asians (27%) by a large margin, and the highest number of Native American/American Indian (4%) by a smaller margin. Like Marin, nobody of mixed race completed the survey.
- Solano – Has a higher than average number of Caucasians (71%).
- Santa Clara – Has the highest number of Hispanic/Latino (15%) and a significant number of Asian (21%).

(See table on next page)

**BELOW:** Living/Home Ownership Status  
(Base 400)



**BELOW:** Living/Home Ownership Status (by county, with average shown on last column)



Again, there were no set quotas by this demographic. Not surprisingly, the majority of residents are home owners (51%), with 32% renting, 12% living with parents, and 3% leasing.



(SEE SURVEY USED ON FOLLOWING/FINAL 10 PAGES.)

**2007 Public Opinion Survey**

**Questionnaire**

**Introduction:**

Hello, I'm calling from NICHOLS RESEARCH on behalf of the County. We're talking with adults today concerning some important issues in our area and we'd like to include your opinions. It will only take about 8 - 10 minutes.

S1. Are you 18 years or older?

- Yes                      1 (continue)
- No                        2 (terminate)**

S2. Are you between the ages of 18-29?

**(If yes, continue.) If no, ask to speak to any other adult at home between 18-29. Check quotas and continue. Terminate and tally if no adult.**

S3. Do you live in the Bay Area?

- Yes                      1 (continue)
- No                        2 (terminate)**

S4. **What county do you live in?**                      Quota (+- 5%)

- Alameda                      1 (continue)    105**
- Contra Costa                2 (continue)    72**
- Marin                         3 (continue)    18**
- San Mateo                    4 (continue)    51**
- Solano                        5 (continue)    29**
- Santa Clara                 6 (continue)    125**
- Other                         7 (terminate)**



**Record Gender:**

- Male**                      **1 (continue)**
- Female**                    **2 (continue)**

**Record Language:**

- English                      1 (continue)
- Spanish                      2 (continue)

**Questionnaire:**

1. Using a scale of 1 to 5, with 5 being the most likely and 1 being the least likely, how would you rate each of the following? What type of commercials are you mostly likely to pay attention to? **(Read List) (Rotate)**

	Least Likely		Somewhat Likely		Very Likely
Funny/Humor	1	2	3	4	5
Scary	1	2	3	4	5
In your face/direct	1	2	3	4	5
Friendly	1	2	3	4	5
Family/Children oriented	1	2	3	4	5
Sports oriented	1	2	3	4	5
Environmental	1	2	3	4	5
Government/non-profit	1	2	3	4	5
Other_____	1	2	3	4	5

2. What forms of media or entertainment are you most likely to see or hear commercials or advertisements? **(Do Not Read List) (Probe for “what else” after First Response)**

	<u>First Response</u>	<u>All Others</u>
Television	1	1
Radio	2	2
Newspaper	3	3

Billboards	4	4
Magazines	5	5
Internet (general)	6	6
Bus Signs	7	7
BART Signs	8	8
Blogs	9	9
YouTube	10	10
My Space	11	11
Podcast	12	12
Text Messaging	13	13
Satellite Radio (XM or Sirius)	14	14
Other (specify)	15	15

**3. Who do you think is a trustworthy source to receive information from? (Read List) (Rotate)**

**Using a scale of 1 to 5....**

	Least Likely	Somewhat Likely			Very Likely
Environmental Organizations	1	2	3	4	5
Friends/Peers	1	2	3	4	5
Local Government Agencies	1	2	3	4	5
News Media	1	2	3	4	5
Religious Organization	1	2	3	4	5
Relatives/Neighbors	1	2	3	4	5
School	1	2	3	4	5
Other	1	2	3	4	5

4. What type of music on the radio do you listen to when it's your choice? (Do Not Read)  
 (Probe for "what else" after First Response)

	<u>First Response</u>	<u>All Others</u>
Alternative/New Rock	1	1
Christian/Gospel	2	2
Classical	3	3
Country	4	4
Hip Hop	5	5
Oldies	6	6
Easy Listening	7	7
Jazz	8	8
Metal	9	9
R&B	10	10
Rap	11	11
Rock	12	12
Sports	13	13
Top 40	14	14
Urban	15	15
News Talk	16	16
Talk	17	17
Sirius	18	18
XM Radio	19	19
Other	20	20

5. What TV show types do you prefer to watch? **(Do Not Read)** **(Probe for “what else” after First Response)**

	<u>First Response</u>	<u>All Others</u>
Documentaries	1	1
Entertainment News	2	2
Game Shows	3	3
Home & Garden	4	4
Legal TV Series	5	5
Crime	6	6
Medical TV Series	7	7
Music Television	8	8
Drama	9	9
News	10	10
Reality TV	11	11
Sitcoms	12	12
Sports	13	13
Talk Shows	14	14
Other (specify)	15	15

6. Using a scale of 1 to 5, with 5 being the most likely and 1 being the least likely, how would you rate each of the following? How likely are you to pay attention to the following forms of media? **(Read List)** **(Rotate)**

	Least Likely	2	Somewhat Likely	3	4	Very Likely	5
Bus Signs	1	2	3	4	5		
BART Signs	1	2	3	4	5		

Billboards	1	2	3	4	5
Newspaper	1	2	3	4	5
Internet	1	2	3	4	5
Text Messages	1	2	3	4	5
Radio	1	2	3	4	5

6a. How much time to you spend each week on the internet? **(Do Not Read List)**

1-5 hours	1
5-10 hours	2
10-15 hours	3
15-20 hours	4
20+ hours	5
None	6
Less than an hour	7

6b. How much time to you spend each week text messaging? **(Do Not Read List)**

1-5 hours	1
5-10 hours	2
10-15 hours	3
15-20 hours	4
20+ hours	5
None	6
Less than an hour	7

7. Now, I'm going to ask you a few questions about litter. Would you say litter is a major problem, minor problem, or not a problem at all?

Major	1
Minor	2
Not at all	3
Other (specify)	4
Don't know	5

8. How would you like to hear about ways to reduce litter (Probe: For instance - What type of media would grab your attention/where would you like to hear about it)?

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9. How often have you littered, intentionally or unintentionally, within the past 90 days? Would you say often, sometimes or rarely?

Often	1
Sometimes	2
Rarely	3
Never	4
Don't know	5

10. When you have littered, intentionally or unintentionally, what items were they? (Do Not Read). If 9 is “never” or “don’t know” should skip to 12a (Probe for “what else” after First Response)

	First Response	All Others
Cigarette butts	1	1
Gum/gum wrapper	2	2
Fast food wrapper	3	3
Scrap of paper	4	4
Candy bar wrapper	5	5
Plastic bags	6	6
Plastic bottle	7	7
Paper cups	8	8
Soda can	9	9
Glass bottles	10	10
Pet Waste	11	11
Other	12	12



Never Litter	13	13
Don't know	14	14

**11. Have you littered any of the following in the past 90 days? (Read List)**  
**[IF NO TO ALL GO TO 12a] [IF YES TO ANY GO TO 12b]**

	Yes	No	Don't Know
Cigarette butts	1	2	3
Gum/gum wrapper	1	2	3
Fast food wrapper or soda container	1	2	3
Scrap of paper	1	2	3
Candy bar wrapper	1	2	3
Plastic bags	1	2	3
Plastic bottle	1	2	3
Paper cups	1	2	3
Soda Can	1	2	3
Glass bottles	1	2	3

**12 a. What keeps you from littering? (Read List)**

	Least Likely	Somewhat Likely	Very Likely		
Ticket/Fine	1	2	3	4	5
Peer pressure	1	2	3	4	5
More trash cans	1	2	3	4	5
Point on your driving record	1	2	3	4	5
Mandatory trash clean up/Community service	1	2	3	4	5
Nothing would get me to change	1	2	3	4	5
A belief that littering is wrong	1	2	3	4	5

**12 b. What might keep you from littering? (Rotate)**

	Least Likely	Somewhat Likely	Very Likely		
Ticket/Fine	1	2	3	4	5

Peer pressure	1	2	3	4	5
More trash cans	1	2	3	4	5
Point on your driving record	1	2	3	4	5
Mandatory trash clean up/Community service	1	2	3	4	5
Nothing would get me to change	1	2	3	4	5
A belief that littering is wrong	1	2	3	4	5

13. How do you think littering impacts where you live, work and play? **(Probe and Clarify if Necessary)**

\_\_\_\_\_

\_\_\_\_\_

14. Please tell me why littering does or does not matter to you?

\_\_\_\_\_

\_\_\_\_\_

15. What body or bodies of water are important to you? **(Do Not Read) (Probe for “what else” after First Response)**

	<u>First Response</u>	<u>All Others</u>
Ocean	1	1
River	2	2
Lake	3	3
Creek	4	4
Bay	5	5
Delta	6	6
None	7	7
Other_____	8	8

a. Why do you think having clean outdoor water (like creeks and the ocean) is important? (Do Not Read; Probe for Clarity). (Probe for “what else” after First Response)

	<u>First Response</u>	<u>All Others</u>
<u>Natural environment is affected</u> – helps sustain nature, the environment, ecology, wildlife, animals and marine life, etc	1	1
<u>Good for human health</u> – growth/health/future wellness of children	2	2
<u>Neighborhood</u> – keeps neighborhood clean and property values stable	3	3
<u>Agriculture</u> – impacts the production/growing of foods, crops, etc.	4	4
<u>Water supply</u> – maintains a healthy water supply available for us to use	5	5
<u>Water quality</u> – affects the quality of our drinking water, water used for domestic purposes, keeps our water safe	6	6
<u>Recreation</u> – swimming, fishing, boating, water skiing, jet skiing	7	7
<u>Financial</u> – saves money and helps the costs/success of doing business	8	8
Other (specify)	9	9
Refused/unable to answer	10	10

**Demographics:**

Now in order to classify your responses along with others, I need to ask a few questions about you.

D1. What is the last grade in school that you had the opportunity to complete? **(Do Not Read)**

- Some high school or less 1
- Completed high school (grade 12) 2
- Some college 3
- College graduate 4
- Some graduate school/ graduate degree 5
- Refused 6

D2. What is your age range?

- 18-23 1

24-29	2
30-49	3
50+	4
Refused	6

D3 What is your employment status? **(Do Not Read)**

Employed – Part-time	1
Employed – Full-time	2
Student	3
Retired	4
Unemployed	5
Refused	6

D4. Which of the following categories best describes your income last year, before taxes?  
Please note this includes everyone in your household and stop me when I come to your category. **(Read Each)**

\$19,999 or less	1
\$20,000 – 39,999	2
\$40,000 – 59,999	3
\$60,000 – 79,999	4
\$80,000 – 94,999	5
\$95,000 +	6
Refused	7

D5. Which of the following best describes the ethnic background you most closely identify with? **(Do Not Read)**

Caucasian/White	1
Latino/Hispanic	2
African-American/Black	3
Asian	4
Native American/American Indian	5

Mixed Race	6
Other (specify)	7
Refused	8

D6. And finally, do you own, rent or lease your current home?

Own/Buying	1
Rent/Boarding	2
Lease	3
Live with Parents	4
Refused	5
Other	6

**That's all the questions I have. On behalf of Nichols Research and the County, I'd like to thank you for your participation.**

**APPENDIX A: 2007 Cross Tabulations**