

4131 Spicewood Springs Road  
Suite O-2  
Austin, TX 78759

Office: 512-345-9720  
email: mikeb@baselice.com  
email: mattg@baselice.com

## KEY FINDINGS OF DON'T MESS WITH TEXAS® SURVEY

Below are the key findings of an internet survey of N=1,075 adults in Texas conducted August 2–15, 2017. N=1,000 interviews were conducted through an online panel of which n=11 were conducted in Spanish; another n=75 interviews were conducted in Spanish over the telephone or in-person. The margin of error to a sample of N=1,075 is +/- 3.0%.

- 83% of respondents have a positive image of “Don’t mess with Texas” [DMWT] while 5% have negative impression. Only 7% have never heard of DMWT. Two-thirds of respondents (68%) have a *strong* positive impression of DMWT, and the longer respondents have lived in Texas, the more likely they are to have a *strong* positive impression of DMWT (36% among those in Texas three years or less versus 81% among those in Texas over 30 years).
- The DMWT slogan is most seen, read or heard [SRH] on street or highway signs (73% SRH in the past year). This is followed by bumper stickers (65%), billboards (63%), and TV ads (57%). The more sources the respondents have SRH the slogan, the more likely they are to have a *strong* positive image of DMWT (81% of those who have SRH the slogan from 10 or more sources have a *strong* positive image of DMWT versus 63% of those who have SRH the slogan from only 1–5 sources). This points to the effectiveness of the campaign.
- Nearly all respondents support the DMWT campaign (96%), would like to see it continue (95%), and believe it has had a positive impact (93%).
- Half of respondents (50%) admitted to littering in the last month. The items littered most in the last month were food/organic materials (29%) and small pieces of paper (28%). Just over two-thirds (69%) of smokers admitted to littering during the last month.
- Age continues to be strongly correlated with littering. Two-thirds (68%) of respondents 16–24 years old have littered in the past month, followed by 60% of 25–29 year-olds, 50% of 30–49 year-olds, and 33% among those 50 years of age or older. Respondents 16–29 years old in urban/suburban counties (69%) report littering more than respondents 16–29 years old in rural counties (58%).
- Respondents were asked to rate a number of items as very serious, somewhat serious, or not serious in terms of litter. The items with the highest “very serious” scores were plastic bags/other plastic (86%), beer cans and bottles (85%), and soda cans and bottles (81%). The items that have the lowest “very serious” scores are small pieces of paper (55%) and food/organic materials (32%). Nearly one-third (31%) say food and organic material is not serious in terms of litter. The two items with the lowest very serious scores (small pieces of paper and food/organic materials) were also the items littered the most.
- Just over half of respondents (53%) prefer a disposable alternative like a bag for disposing of litter in their vehicle while one-third (34%) prefer a durable alternative. Half (50%) of smokers prefer disposable alternatives while 39% prefer durable alternatives.
- Nine in ten parents surveyed have told their children not to litter and 97% would pay more attention to littering if their children asked them to. But only one-third (32%) of parents say their child has talked to them about littering (45% among parents who are 16–29 years old and would therefore have younger children).
- Top messages that correlate with properly disposing of litter (Version Y) among self-reported-litterers are: *Keep a litter bag in your car*, *It’s against the law to litter in Texas*, and *Littering harms the environment*. Regression analysis highlights the top messages among younger litterers and other subgroups.