Iowa Department of Transportation

2001 Litter Survey Results

Prepared by

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EXECUTIVE SUMMARY

The Iowa Department of Transportation (DOT), in collaboration with Keep Iowa Beautiful, Inc. (KIB), conducted a mail survey of Iowans in March 2001. The survey asked Iowans to express their opinions about littering behavior, as well as litter in their communities and along Iowa roadways. The information is intended to help the DOT, KIB and others create and support programs, policies and activities aimed at reducing litter across the state.

The survey was sent to a representative sample of Iowa households. Of the 4,742 surveys reaching viable addresses, 2,217 were returned, yielding a 46.75 percent return rate. Specific topics centered on three areas: litter and littering along Iowa roadsides; littering behavior; and litter and dumping in local communities.

Roadside Questions – Actions

A minority of respondents indicated they had engaged in, or seen, any of these behaviors:

Percent	Action
46%	noticed trash falling from a vehicle they were in
43%	threw out a candy wrapper, lottery ticket or other small item
38%	someone they were with threw out a can or bottle
26%	someone they were with threw out trash in an already littered area
19%	they, or someone with them, threw out an alcohol container
5%	left car-related debris on the roadside
2%	they, or someone with them, got a ticket or warning for littering

Roadside Questions – Litter Problem

This portion of the survey asked respondents to rate how serious a litter problem each of 10 materials was along Iowa roadways on a four-point scale (0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem).

Fast food containers or wrappers were reported as the most serious problem along Iowa roadways with a average of 2.00. Respondents rated paper (average = 1.80) and diapers, plastic bags or other plastic items (average = 1.74) as second and third, respectively. Food or organic material was rated as being the least serious (average = 1.03), with construction debris rated next to last (average = 1.23).

Behavior Questions – Likelihood to Litter

Iowans believe that younger adults, males, pickup truck drivers and visitors to Iowa are more likely to litter.

Behavior Questions – Impact on Reducing Litter

Respondents rated things that carried a "consequence" as having the most impact. The top three items being: "increasing the penalties for littering," "increasing the enforcement of anti-litter laws," and "reminding people there is a fine for littering." The lowest rated items were, "telling people not littering was the right thing to do," and "having celebrities speaking out against littering."

Behavior Questions – Littering Behavior

The highest reported occurrence of littering was food/organic material, with 38 percent admitting having discarded food/organic material some time in the past two years. Of those, more than 80 percent felt it was minor. Next in terms of frequency of littering during the past two years were paper (28 percent) and other food/candy wrappers (23 percent). The reason for littering paper appears split between it being minor and an accident, with nearly 60 percent of respondents indicating their littering with other food/candy wrappers was a minor thing.

Matching earlier results, the least reported littering behavior (just under 2 percent) was tires/other car-related items, with the reason being it was an accident.

Community Questions – Primary Sources of Litter

Motorists littering from vehicles was rated highest as a source of litter with a total of 77 percent of respondents indicating it as a primary source of litter in their community. Uncovered vehicles or trucks and teenagers hanging out were rated close together, 54 and 53 percent respectively, as the second and third most common source of litter. Loading docks (7 percent) were identified least often with businesses (13 percent) and local waste facilities (18 percent) next in line.

Community Questions – Litter & Dumping

When asked if litter was a problem in their community, 57 percent indicated some level of agreement. Close to 60 percent of respondents agreed to some extent that litter along the roadways entering their communities was a problem. A total of 52 percent of respondents agreed to some extent that illegal dumping was a problem in their communities. However, when asked if litter was a problem in their immediate neighborhoods, 65 percent disagreed.

A total of 97 percent of respondents agreed to some extent that it was important to maintain a clean environment, while 46 percent indicated they were involved in efforts to clean up their communities.

The top activity for reducing littering and dumping in their community was increasing enforcement of rules and regulations, followed closely by providing better access to disposal sites.

INTRODUCTION

Maintaining the appearance of roadways in Iowa is one of the services provided by the Iowa Department of Transportation (DOT) to the citizens of Iowa. The DOT has spent nearly $2.5 million in support of Adopt-a-Highway groups and litter removal during the past three fiscal years. In collaboration with Keep Iowa Beautiful, Inc. (KIB), the DOT conducted a mail survey of Iowans in March 2001 to collect the opinions of Iowans about littering behavior, as well as litter in their communities, and along Iowa roadways. The information is intended to help the DOT, KIB and others create, support and improve programs, policies and activities aimed at reducing litter in Iowa.

This report presents the results of the survey. A review of the sample and methodology used to conduct the survey is followed by summaries of both numerical results and written comments. The numerical results are presented in the order in which questions were asked on the survey and are followed by a summary of the written comments given by respondents. More detailed numerical sub-group results are presented in Appendix B and the actual comments made by respondents are provided in Appendix C.

SAMPLE

Response

Of the 5,000 surveys that were mailed out, the U.S. Postal Service returned 258 as being undeliverable. Of the remaining 4,742 surveys that were delivered, 2,217 were returned. This yielded a return rate of 46.75 percent. In comparison, the Environmental Marketing Survey recently conducted for the Office of Media and Marketing Services in the Director's Staff Division attained a 33.69 percent return rate, and a survey of 5,000 Iowans conducted by the Department of Personnel yielded a return rate of 11 percent.

Demographics

A total of 1,478 respondents, two-thirds of all respondents, chose to provide both their gender and age. Of those 1,478 respondents, 434 (29.36%) were women and 1,044 (70.64%) were men. Information from U.S. census projections for July of 2000 show that in Iowa, women comprise 52.1 percent of the population, while men represent the remaining 47.9 percent. A total of 15 (1.01%) respondents were under the age of 25; 1,051 (66.77%) reported being between the ages of 25 and 64; and 412 (20.15%) reported they were 65 or older.

As illustrated in the table below, the sample is not representative for those under 25 and generalizations for this group can not be made based on the results of this survey. The sample over-represents males, as well as those 65 years of age or older. Women between the ages of 25 and 64 are under-represented.

	Male		Female		Total	
	Respondents	Census	Respondents	Census	Respondents	Census
Under 25	0.47% (7)	6.56%	0.54% (8)	6.52%	**1.01% (15)**	**13.08%**
25 – 64	52.30% (773)	33.09%	18.81% (278)	33.68%	**71.11% (1,051)**	**66.77%**
65 +	17.86% (264)	8.25%	10.01% (148)	11.90%	**27.88% (412)**	**20.15%**
Total	**70.64% (1,044)**	**47.9%**	**29.36% (434)**	**52.1%**	100.00% (1,478)	

Urban/Rural County Residency

For purposes of investigation, respondents were labeled as living in a rural or urban county. Respondents in Black Hawk, Cerro Gordo, Clinton, Dubuque, Johnson, Linn, Polk, Pottawattamie, Scott, Story and Woodbury counties were designated as urban. Based on census data, these counties were the top 11 on both population and percent of population living in an urbanized area. The respondents living in other counties were designated as living in a rural county.

Population estimates showed that nearly half (48.1 percent) of the state's residents live in these 11 counties. Of the 1,129 respondents providing a county of residence (50.9% of all respondents), a similar split was found, with 546 (48.4 percent) respondents living in urban counties and 583 living in rural counties. County of residence was not provided by 1,088 (49.1 percent) respondents.

Measurement Error

Measurement error is present in all surveys. In general, the more information a result is based on the lower the amount of error. The following error rates are the "best" or "smallest," with rates of error increasing as number of responses decrease. Based on the number of returns and a 95 percent confidence level, results generalized across the entire sample carry an error rate of +/- 2.1 percent. Results generalized to men carry an error rate of +/- 3.0 percent, while results generalized to women carry an error rate of +/- 4.7 percent. Results generalized to urban residents carry an error rate of +/- 4.1 percent, while results generalized to rural residents carry an error rate of +/- 4.2 percent. Results generalized to those between 25 and 63 years of age carry an error rate of +/- 3.0%, while results generalized to those 65 and older carry an error rate of +/- 4.8 percent. A poor return rate prevents results from being representative for those under the age of 25.

METHODOLOGY

Design

The survey was developed in a joint effort with Keep Iowa Beautiful, Inc., to address issues and information of interest connected to litter and dumping in Iowa. Content of the survey focused on roadside appearance, attitude and behavior, and community issues and was reviewed and approved by the director of the Iowa Department of Transportation. The survey was printed in-house and distributed with a cover letter from the department director. As an incentive, a copy of the Iowa 2001 Transportation Map was included. The survey was designed to allow its return by folding and mailing it, utilizing postage-paid business reply mail.

Distribution

The survey was conducted by mail, with a total of 5,000 surveys mailed. A total of 2,217 surveys were returned during a period of approximately 40 days. Ten days into the process, reminder postcards were sent thanking those who had returned surveys, as well as encouraging others to complete the survey and return it.

Mailing List

A list of mailing addresses was purchased from a list provider. The list consisted of 4,000 households representative of Iowa overall and 1,000 households from those under 25 years of age in an attempt to correct poor response from that group in previous survey efforts.

Analysis

This report contains three levels of detail. General overall results are given in the executive summary. The body of the report presents more detailed overall results with comments on any identified trends or differences among various subgroups. Appendix B of the report provides the greatest detail, with results presented for all subgroups.

Subgroup reporting was done by demographic information provided by survey respondents. These include: gender, age group, urban/rural county residency, community size, income level, and primary vehicle driven. Surveys not providing an answer to a question, nor demographic data, were excluded from the results on a question-by-question and analysis-by-analysis basis. This led to individual question response total lower than the 2,217 surveys that were returned. Rounding may lead to percentage totals not equaling 100 percent.

Comment

There has been low response from respondents under 25 years of age in two mail surveys recently conducted by the DOT. This includes an over-sampling of that specific group in one of the survey efforts. It is suggested that other methods (phone surveys with quota sampling, focus groups, etc.) be investigated to collect information from this group.

ROADSIDE QUESTIONS

The first portion of the survey asked respondents about their thoughts on litter along Iowa's roadways. It specifically asked about things that had recently happened, the seriousness of the litter problem along Iowa roadways, and a question gauging how much time respondents spent on Iowa roads.

Recent Happenings

Of the seven actions asked about, a minority of respondents indicated they had engaged in or seen any of the behaviors in the past two years. A little more than four out of nine (46%) Iowans reported having noticed trash falling from a vehicle they were driving in while a little less than that (43%) reported throwing out a candy wrapper or small item. Slightly fewer than two out of five Iowans reported having someone in a vehicle they were in throw out a can or bottle (38%). Approximately one out of four Iowans (26%) reported someone with them had thrown out trash in an area that was already littered. Fewer than one in five (19%) Iowans reported they, or someone with them, had thrown an alcohol container from a vehicle. The percentage of Iowans reporting they had experienced car trouble and left debris on the roadside in the past 2 years was 5 percent. Only a little over 2 percent of Iowans reported they, or someone they were with, had received a ticket or warning for littering.

There was a tendency for those identifying themselves as primarily driving pickup trucks or living in rural counties to engage in these activities more often. Males were more likely to report engaging in the activities than females. There was a tendency for those in lower income groups or in older age groups to report engaging less often in the activities.

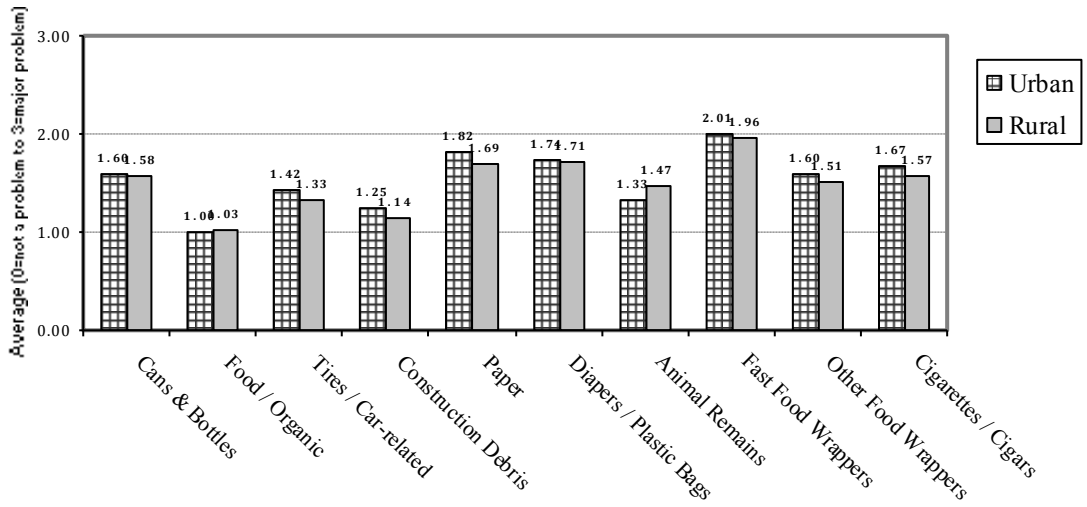
Seriousness of Litter Problem

This portion of the survey asked respondents to rate how serious a litter problem each of 10 materials was along Iowa roadways. Listed in the chart below are the average ratings across all respondents on a four-point scale (0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem).

Fast food containers or wrappers were reported as the most serious problem along Iowa roadways with a average of 2.00. Respondents rated paper (average = 1.80) and diapers, plastic bags or other plastic items (average = 1.74) as second and third, respectively. Food or organic material was rated as being the least serious (average = 1.03), with construction debris rated next to last (average = 1.23). The remaining materials were all rated within a quarter point, from 1.39 to 1.63.

Respondents from urban counties provided similar or higher ratings of seriousness than rural respondents on all items except animal remains, where rural residents rated it a more serious problem. Ratings of the seriousness of the problem for five of the materials (tires and car-related items, construction debris, paper, other food wrappers, and cigarettes/cigars) tended to be higher in urban counties. Ratings of seriousness also tended to drop at upper income levels.

How Serious a Litter Problem is Each of the Following Along Iowa Roadways?



Miles Driven or Ridden

The question specifically asked how many miles a respondent spent driving or riding in a vehicle in a typical day. The table below shows the specific responses. Nearly 80 percent of respondents indicated they travel under 50 miles in a typical day, while only 4.4 percent responded they travel 150 or more miles a day.

Miles	Number	Percent
Under 20	951	44.1
20 to 49	767	35.6
50 to 149	344	16.0
150 to 299	66	3.1
over 300	28	1.3

BEHAVIOR QUESTIONS

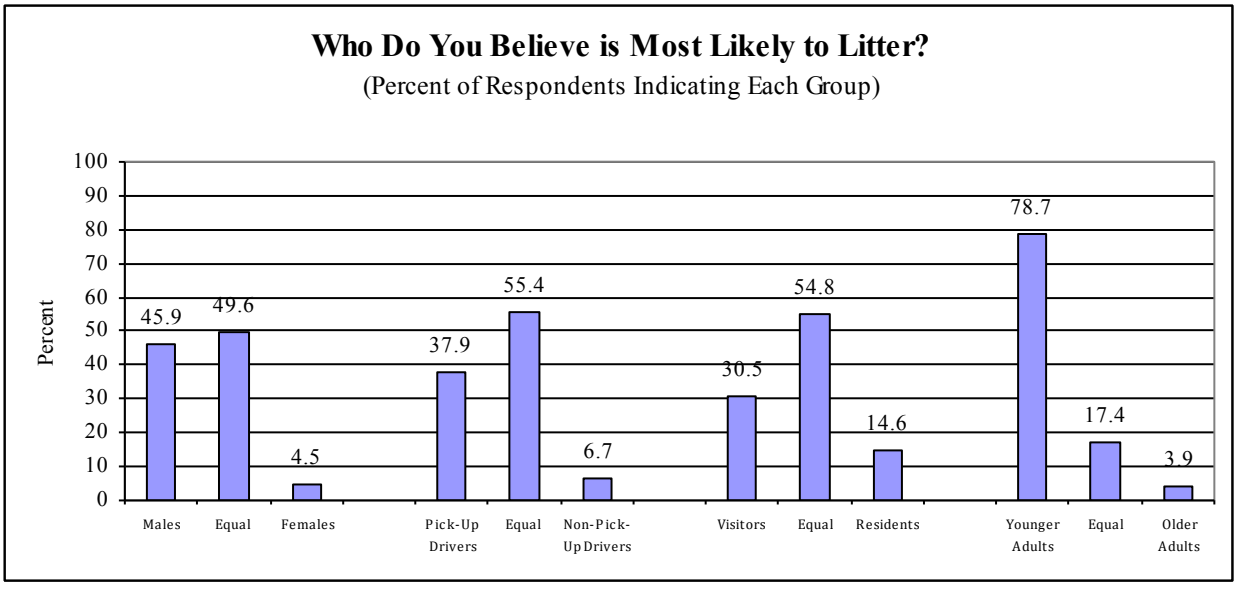
Likelihood to Litter

Respondents were asked to rate which group in four pairings were most likely to litter. Respondents felt that males were more likely to litter than females, with 45.9 percent indicating males were more likely, nearly half (49.6 percent) indicating each was equally likely, and only 4.5 percent indicating that women were more likely to litter.

Respondents felt that pickup drivers were more likely to litter than non-pickup drivers, with 37.9 percent indicating pickup drivers were more likely, 55.4 percent indicating each was equally likely to litter, and 6.7 percent indicating that non-pickup drivers were more likely to litter.

Though responses tended toward one side, respondents were more balanced when offering opinions about visitors and residents of Iowa. A total of 30.5 percent of respondents felt that visitors to Iowa were more likely to litter, while 54.8 percent indicated each was equally likely to litter, and 14.6 percent indicated that residents of Iowa were more likely to litter.

The strongest likelihood indication came in the comparison of younger (under 25) and older (over 65) adults. A total of 78.7 percent of respondents indicated they felt younger adults were more likely to litter, while 17.4 percent indicated each was equally likely to litter, and 3.9 percent indicated that older adults were more likely to litter.



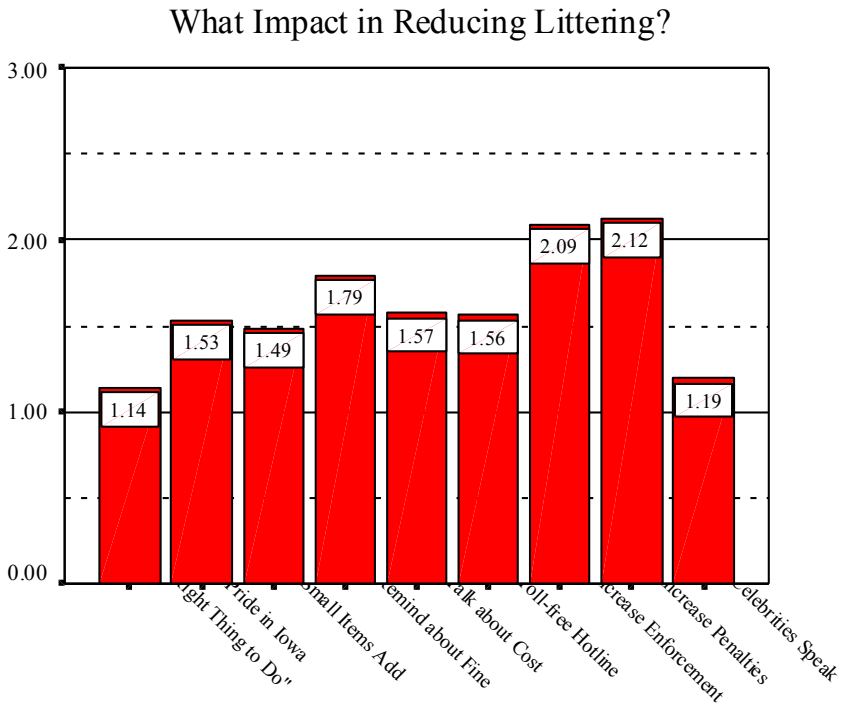
Responses did not appear to differ by county of residence, gender, community size or income. Those over 65 years old tended to rate pickup truck drivers more likely to litter than non-pickup truck drivers. Though still responding that pickup truck drivers were more likely to litter, respondents indicating they primarily drove pickups provided a more neutral rating.

Impact on Reducing Litter

The survey asked respondents to rate the impact that nine actions would have on reducing littering using a four-point scale (0 = no impact, 1 = slight impact, 2 = moderate impact, 4 = major impact).

Overall, respondents tended to rate things that carried a consequence as having the most impact. This is evidenced by the top three items being, "increasing the penalties for littering" (average = 2.12), "increasing the enforcement of anti-litter laws" (average = 2.09), and "reminding people there is a fine for littering" (average = 1.79).

The lowest rated items were, "telling people not littering was the right thing to do" (average = 1.14) and "having celebrities speaking out against littering" (average 1.19). The remaining items fell close to the theoretical half-way mark of 1.5.



Ratings of impact tended to be higher for those respondents over 65 years of age.

There were no trends across all items by income, community size, vehicle type, county of residence or gender.

Personal Littering Behavior

This portion of the survey directly asked respondents if they had littered and why. For time frame, respondents chose from four options: has never happened, within the last three months, within the last three to12 months, and with last one to two years. If respondents indicated they had littered, they were additionally asked to indicate why they did it. Options presented for a reason included: I thought it was minor, it was an accident, and not sure. For reporting results in this summary, the time frame will be condensed into two categories: has never happened and has happened in the last two years.

The highest reported occurrence of littering among the nine items was food / organic material, with 38 percent admitting having discarded food / organic material some time in the past two years. Of those, more than 80 percent felt it was minor. Next in terms of frequency of littering during the past two years were paper (28 percent) and other food/candy wrappers (23.3 percent). The reason for littering paper appears split between it being minor and an accident, with nearly 60 percent of respondents indicating their littering other food/candy wrappers was a minor thing.

	When		Reason		
Item	**Never**	**Last 2 years**	**Minor**	**Accident**	**Not Sure**
Cans and bottles	96.3%	3.7%	32.3%	26.6%	41.1%
Food/organic	61.6%	38.4%	80.4%	8.0%	11.6%
Tires / car-related	98.1%	1.9%	8.3%	75.0%	16.7%
Construction debris	97.8%	2.2%	17.5%	70.0%	12.5%
Paper	72.0%	28.0%	44.8%	40.4%	14.8%
Diapers/plastics	96.3%	3.7%	30.6%	41.7%	27.8%
Fast food containers	89.3%	10.7%	43.2%	27.6%	29.1%
Other food/candy	76.7%	23.3%	59.7%	21.2%	19.1%
Cigarette/cigar butts	81.9%	18.1%	79.6%	8.4%	12.0%

Public Service Messages

In an effort to determine if public service messages and ads were reaching Iowans, the survey asked if respondents had seen an ad or message related to litter within the last three months and within the last year. Just under one in four (24.4 percent) indicated they had seen an ad or message related to litter in the last three months. The proportion rose to one out of every two (50.2 percent) when the time frame was extended to the past year.

Reporting of seeing or hearing a public service announcement tended to decrease as income level rose. Reports of seeing or hearing an announcement increased as age increased. Rural residents reported seeing an ad or message more often than urban residents, and men reported hearing an ad more often than women.

There were no differences based on income, community size or vehicle driven.

Anti-Littering Behaviors

This section of the survey asked respondents about things they have done, or would do, to reduce or clean up litter. The response choices were: "would not do," "might do," "definitely would do," and "have done."

A slight majority of respondents (53 percent) reported having picked up litter they saw and disposed of it. A little less than one out of every four respondents (24 percent) indicated they have stopped and picked up trash that flew out of their vehicle, while a little more than one in five (22 percent) reported volunteering to pick up litter in their community.

Just under half of all respondents (49 percent) indicated they would not stop their vehicle and pick up litter that flew out of another vehicle, while one third (33 percent) of respondents reported they would not report someone for littering.

Action	Would Not Do	Might Do	Definitely Would Do	Have Done
Picked up and disposed of litter	9%	30%	9%	53%
Picked up litter that flew from your vehicle	16%	30%	29%	24%
Picked up litter that flew from another vehicle	49%	38%	4%	9%
Reported someone for littering	33%	51%	13%	3%
Told someone littering was wrong	28%	43%	15%	14%
Volunteered to pick up your community	23%	43%	12%	22%
Volunteered to pick up along roadway	29%	42%	9%	19%

Women tended to rate higher (more likely to do) than men. The middle age groups tended to rate higher than either end. As reported income level rose, there was a tendency for ratings to also rise. Respondents indicating they primarily drove cars tended to rate lower than others.

There were no general trends across all of the questions by county of residence or community size.

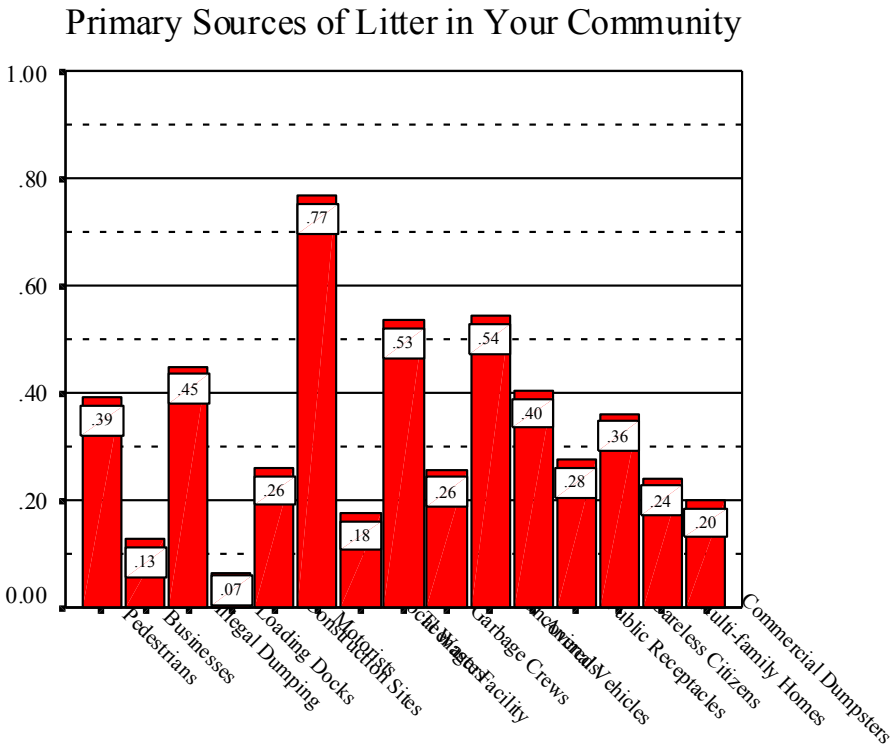
COMMUNITY QUESTIONS

Sources of Litter

Respondents were presented with 15 possible sources of litter and asked to mark those they felt were primary sources of litter in their community. Motorists littering from vehicles was rated highest as a source of litter with a total of 77 percent of respondents indicating it as a primary source of litter in their community. Uncovered vehicles or trucks and teenagers hanging out were rated close together, 54 and 53 percent respectively, as the second and third most common source of litter.

Illegal dumping (45 percent), animals upsetting garbage receptacles (40 percent), pedestrians (39 percent), and careless citizens putting out their garbage (36 percent) were identified as a source of litter by between one-third and one-half of respondents.

Loading docks (7 percent) were identified least often, with businesses (13 percent) and local waste facilities (18 percent) next in line. The remaining sources were identified by 20 and 30 percent of respondents.



Respondents from urban counties tended to mark sources at a higher rate, especially those associated with larger communities (construction sites, waste facilities, multi-family dwellings, commercial dumpsters, etc.). Males tended to mark sources at an equal or higher rate than

females. As community size rose there was a tendency for the ratings to increase, with the exception of motorists littering from cars and teenagers hanging out. Respondents indicating they primarily drove a car tended to mark sources at a lower rate. There were no general trends in responses based on age or income level.

Litter and Dumping

This section of the survey asked about litter in the respondent's community, their beliefs about a clean environment, and what might reduce litter in their community. Responses were on a four-point level of agreement scale (1= disagree, 2= somewhat disagree, 3=somewhat agree, 4=agree).

When asked if litter was a problem in their communities, 57 percent indicated some level of agreement (average 2.53). Close to 60 percent of respondents agreed to some extent that litter along the roadways entering their communities was a problem (average 2.64). A total of 52 percent of respondents agreed to some extent that illegal dumping was a problem in their communities (average 2.46). However, when asked if litter was a problem in their immediate neighborhoods, 65 percent disagreed (average2.07).

When asked if it was important to maintain a clean environment, 3 percent of respondents disagreed to some extent and 97 percent indicated some level of agreement (average 3.83). When asked if they were involved in efforts to clean up their communities, 54 percent of respondents disagreed to some extent and 46 percent indicated some level of agreement (average 2.25).

Of the four activities that might reduce littering and dumping in their communities, nearly 80 percent of all respondents agreed to some extent that each would reduce littering and dumping. The top activity was increasing enforcement of rules and regulations (average 3.41), followed closely by providing better access to disposal sites (average 3.36). The next two were raising public awareness of the issues (average 3.20) and providing educational programs on what can be done (average 3.04).

Residency

The respondents to this survey indicated they had lived in their communities, and Iowa, for a considerable time. A little more than 80 percent of respondents had lived in their community for more than 10 years, and 96 percent have lived in Iowa over more than 10 years.

How Long Have You Lived in:	Less than 2 years	2-5 years	6-10 years	More than 10 years
Current Community	1.6%	8.1%	8.2%	82.1%
Iowa	0.3%	1.5%	2.1%	96.1%

GENERAL INFORMATION

Sources of Information

The survey asked respondents how they get their information. A total of 78 percent indicated they use radio, 84 percent responded they used newspapers, 93 percent indicated they use television, and 37 percent responded they used the Internet.

Access to Computers

Nearly two-thirds of respondents (65 percent) indicated they have a computer at home and 55 percent responded they have one at work.

Vehicle Driven Most Often

A majority of respondents (53 percent) indicated they primarily drove a car. This was followed by pickup trucks (26 percent), van/mini-van (10 percent), SUV (8 percent) and other (1 percent). Approximately 2 percent indicated they didn't drive. For reporting purposes, vehicle type is divided into three groups: cars, pickup trucks and other.

WRITTEN COMMENTS - SUMMARY

The following is a synopsis of comments made by respondents to the Iowa Department of Transportation Litter Survey. They are presented in the order of their frequency and represent concerns of Iowa's citizens.

a. Cans and bottles discarded along roadways and in towns. While most people think they are a problem, some suggested the five-cent deposit has kept the problem to a minimum. Others suggest increasing the deposit to encourage more compliance with the law, and some indicate widening the law to include juice cans and bottles would further alleviate the problem.

b. Garbage bags and litter improperly disposed of. There is concern by respondents that garbage is not picked up frequently enough in cities, and that bags get torn open and debris falls out and is blown around. Some people said that people lose bags of garbage, or throw it out on purpose, on their way to the landfill.

c. Fast food debris and retail plastic bags. Containers, napkins, and papers around fast food restaurants and convenience stores create a problem for many people. Often linked with that is the problem of plastic bags from grocery and other retail stores blowing around and getting stuck on fences and trees.

d. Animal remains and animal waste are problems for both city and country dwellers. In particular dead deer on the road were noted, especially for people living in rural areas. A number of questions were raised as to who is responsible for their disposal. Animal waste was cited by those in urban areas as a problem.

e. Among the items people threw out of moving cars, most disposed of biodegradable materials such as apple cores, peach pits, etc. Those who commented indicated they thought these materials were either food for animals or were biodegradable and would not matter to the cleanliness of the environment.

f. Dumping garbage, yard waste, furniture, old appliances, carpet, etc., in rural drain ditches appears to be prevalent in rural areas. Some reasons suggested for this are that landfills are too inconvenient or expensive, or burning laws are too restrictive.

g. Landfills cost too much and are too restrictive to be convenient. Some people suggest that lowering costs for waste management would encourage people to take advantage of local landfills, recycling centers and dump sites.

h. Smokers who throw cigarettes out of cars, empty ashtrays in parking lots, or drop cigarettes outside buildings in smoking areas, were mentioned as being a litter problem for some people. Others (usually smokers) claim that since cigarettes and cigars are small and biodegradable, they don't constitute a problem.

i. When asked about public service messages related to littering, a number of people remembered a PSA several years ago which featured a Native American looking at a littered river with a tear in his eye. Many suggested the PSA should be re-introduced since it had made a strong statement then.

j. Other comments, mentioned less frequently were:

- Diapers left in parking lots
- Human waste in containers along interstates
- Tire retreads
- Methamphetimine lab byproducts
- The potential for using Iowa's prisoners to do clean-up along interstates and roadways.

APPENDIX A – 2001 Litter Survey

Iowa Department of Transportation - Litter Survey

The purpose of this survey is to allow Iowans to express their opinions about littering behavior, as well as litter in their communities and along Iowa roadways. We invite you to take a few minutes to complete this survey. The information you provide will help the Iowa Department of Transportation create and support programs, policies and activities aimed at reducing litter in your communities and across the state as a whole.

Roadside Questions - This part of the survey asks for your thoughts on litter along Iowa's roadways.

How recently have any of the following happened to you?

ACTION *(circle the appropriate number)*	*Has Never Happened*	*Within last 3 months*	*Within last 3-12 mos.*	*Within last 1-2 years*	*Over 2 Years Ago*
You noticed that some trash fell out of a vehicle you were driving or riding in.	0	1	2	3	4
You threw out a candy wrapper, cigarette butt, lottery ticket, or some other small item.	0	1	2	3	4
Someone in a vehicle you were in threw out a can, bottle, or other litter onto the side of the road.	0	1	2	3	4
Someone in a vehicle you were in threw out trash in an area that was already littered.	0	1	2	3	4
You had problems with a vehicle and left a tire, muffler, or other debris on the roadside.	0	1	2	3	4
Rather than keep an alcohol container in the car, you, or someone in a vehicle you were in, threw out a can or bottle.	0	1	2	3	4
You or someone you were with got a ticket or a warning for littering.	0	1	2	3	4

How serious a litter problem is each of the following materials along Iowa roadways?

MATERIAL *(circle the appropriate number)*	*Not a Problem*	*Minor Problem*	*Moderate Problem*	*Major Problem*
Cans and bottles	0	1	2	3
Food or organic material	0	1	2	3
Tires and other car-related items	0	1	2	3
Construction debris	0	1	2	3
Paper	0	1	2	3
Diapers, plastic bags or other plastic items	0	1	2	3
Animal remains	0	1	2	3
Fast food containers or wrappers	0	1	2	3
Other food or candy wrappers	0	1	2	3
Cigarette or cigar butts or containers	0	1	2	3
Other _____	0	1	2	3

In a typical day, how many miles do you drive or ride in a vehicle? *(check [✓] the appropriate response.)*

___ Under 20 ___ 20 to 49 ___ 50 to 149 ___ 150 to 299 ___ over 300

Behavior Questions - This part of the survey asks for your thoughts on littering behavior.

Who do you believe is most likely to litter? *(check [✓] the appropriate response, only one per row)*

	Far More Likely	*Moderately More Likely*	*Slightly More Likely*	*Equally Likely*	*Slightly More Likely*	*Moderately More Likely*	*Far More Likely*	
Males	___	___	___	___	___	___	___	Females
Pickup drivers	___	___	___	___	___	___	___	Non Pickup drivers
Visitors to Iowa	___	___	___	___	___	___	___	Residents of Iowa
Younger adults (under 25)	___	___	___	___	___	___	___	Older adults (over 65)

What impact do you believe each of the following would have in reducing littering?

ACTION *(please circle the appropriate number)*	*No Impact*	*Slight Impact*	*Moderate Impact*	*Major Impact*
Telling people not littering is the "right thing to do."	0	1	2	3
Presenting a message that emphasizes pride in Iowa.	0	1	2	3
Reminding people that even small items contribute to the litter problem.	0	1	2	3
Reminding people there is a fine for littering.	0	1	2	3
Telling people it costs millions of dollars each year to pick up litter.	0	1	2	3
Establishing a toll-free hotline for reporting people who litter.	0	1	2	3
Increasing the enforcement of anti-litter laws.	0	1	2	3
Increasing the penalties for littering.	0	1	2	3
Having celebrities speaking out against littering.	0	1	2	3

When was the last time that you may have discarded as litter any of the items listed below. Why do you think it happened? *(circle the best response and check [✓] a reason if appropriate)*

	WHEN				*REASON (if you circled a 1,2 or 3)*		
ITEM	*Has Never Happened*	*Within last 3 months*	*Within last 3-12 months*	*Within Last 1-2 Years*	*I thought it was minor*	*It was an accident*	*Not Sure*
Cans and bottles	0	1	2	3	___	___	___
Food/organic material	0	1	2	3	___	___	___
Tires and other car-related debris	0	1	2	3	___	___	___
Construction debris	0	1	2	3	___	___	___
Paper	0	1	2	3	___	___	___
Diapers/plastic bags/other plastic	0	1	2	3	___	___	___
Fast food containers/wrappers	0	1	2	3	___	___	___
Other food/candy wrappers	0	1	2	3	___	___	___
Cigarette/cigar butts or containers	0	1	2	3	___	___	___

Have you seen or heard any ads or public service messages related to litter or littering?

In the last 3 months: ___ Yes ___ No In the past year: ___ Yes ___ No

Which of the following have you done, or would do?

ACTION *(circle the appropriate number)*	*Would Not Do*	*Might Do*	*Definitely Would Do*	*Have Done*
Picked up litter you saw and disposed of it.	0	1	2	3
Stopped your vehicle and picked up litter that flew out of your vehicle.	0	1	2	3
Stopped your vehicle and picked up litter that flew out of another vehicle.	0	1	2	3
Reported someone who you saw littering.	0	1	2	3
Told someone you saw littering that it was wrong to litter.	0	1	2	3
Volunteered to pick up litter in your community.	0	1	2	3
Volunteered to pick up litter along the roadway.	0	1	2	3

Community Questions - This part of the survey asks for your thoughts on litter in your own community.

What are the Primary Sources of Litter in Your Community? *(check [✓] all that apply)*

___ Pedestrians
___ Businesses
___ Illegal dumping
___ Loading docks
___ Construction sites
___ Other *(please be very specific)*

___ Motorists, littering from vehicles
___ Local garbage / waste facility
___ Teenagers hanging out
___ Careless garbage crews
___ Uncovered vehicles/trucks

___ Animals upsetting garbage receptacles
___ Uncovered or overflowing public receptacles
___ Careless citizens putting out their garbage
___ Dumpsters at multi-family dwellings
___ Dumpsters at commercial sites

_____

_____

Litter & Dumping *(please circle the appropriate number)*

	Disagree	*Somewhat Disagree*	*Somewhat Agree*	*Agree*
Litter in my community is a problem.	1	2	3	4
Litter along the roads entering my community is a problem.	1	2	3	4
Litter in my immediate neighborhood is a problem.	1	2	3	4
Illegal dumping occurs in my community.	1	2	3	4
I am involved in efforts to clean up my community.	1	2	3	4
It is important to maintain a clean environment.	1	2	3	4
Littering and dumping could be reduced in my community by:				
Raising public awareness of the issues.	1	2	3	4
Providing educational programs on what can be done.	1	2	3	4
Increasing enforcement of litter/dumping rules and regulations.	1	2	3	4
Providing better access to disposal sites.	1	2	3	4

How long have you lived in your current community? *(check [✓] the appropriate response)*

___ Under 2 years ___ 2-5 years ___ 6-10 years ___ over 10 years

How long have you lived in Iowa? *(check [✓] the appropriate response)*

___ Under 2 years ___ 2-5 years ___ 6-10 years ___ over 10 years

General Information *(check [✓] the appropriate response)*

Which of the following do you use to get information? *(check [✓] all that apply)*

___ Radio ___ Newspaper ___ Television ___ Internet

Do you have a personal computer: ***At home?*** ___ Yes ___ No ***At work?*** ___ Yes ___ No

What type of vehicle do you drive most often?

___ Car ___ Pickup truck ___ Van / mini-van ___ SUV ___ Other ___ I don't drive

Demographic Information *(check [✓] the appropriate response)*

Marital status: ___ Single ___ Married ___ Other

Gender: ___ Male ___ Female

Age:
___ Under 25
___ 25 to 39
___ 40 to 64
___ 65 or over

Community Size
___ Less Than 5,000
___ 5,000 to 9,999
___ 10,000 to 49,999
___ 50,000 or more

What is your approximate household income?
___ under $10,000
___ $10,000 to $29,000
___ $30,000 to $49,000
___ $50,000 to $75,000
___ over $75,000

County of Residence:

_____

Thank you for completing the survey. Please fold and tape the survey closed with the return address showing. Should you have any questions, please contact David Putz by phone at 515-239-1297 or by e-mail at david.putz@dot.state.ia.us. Thanks again!

APPENDIX B - Numerical Sub-Group Results

This appendix contains detailed breakdowns of the responses to the survey. Results are presented table format in the order in which the questions appeared in the survey.

At the top of each table is the lead-in statement and/or question that was asked. The top cell of the table describes the results in the white cells. Each table presents information from seven different perspectives, with the bold term describing the perspective, the non-bolded terms to the right describing the each subgroup, and the shaded cell indicating the number of respondents. For example, for the table below:

Overall results: 2,166 responded to the question
89% of these marked 'has never happened'
3% of these marked 'within last 3 months'
2% of these marked 'within last 3-12 months'
5% of these marked 'within last 2 years'

When looked at by residency:

538 were urban respondents
92% of these marked 'has never happened'
3% of these marked 'within last 3 months'
2% of these marked 'within last 3-12 months'
3% of these marked 'within last 2 years'

569 were rural respondents
86% of these marked 'has never happened'
4% of these marked 'within last 3 months'
4% of these marked 'within last 3-12 months'
7% of these marked 'within last 2 years'

When was the last time you may have discarded as litter any of the items listed below?
Fast food containers / wrappers

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**89 / 3 / 2 / 5**
980/485/376	92 / 2 / 2 / 4	85 / 5 / 3 / 8	90 / 4 / 1 / 4	2,166	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
538/569	92 / 3 / 2 / 3	86 / 4 / 4 / 7	1,045/430	88 / 3 / 3 / 6	91 / 3 / 2 / 4
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,303/549	52 / 14 / 10 / 24	90 / 3 / 3 / 5	88 / 4 / 3 / 6	93 / 2 / 2 / 4	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/321/421/616	86 / 5 / 2 / 7	89 / 3 / 3 / 5	87 / 4 / 2 / 7	94 / 2 / 2 / 2	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
65/414/557/475/354	82 / 9 / 2 / 8	88 / 3 / 3 / 6	89 / 3 / 2 / 6	89 / 3 / 3 / 6	90 / 4 / 2 / 3

NOTE: In order to be included in the residency results for this question, respondents had answer the question as well as indicate which county they resided in. If a respondent failed to indicate a county, they were dropped. This leads to a smaller total number of respondents included in subgroup results than the overall results. For example, the sum of the residency subgroup respondents (538 + 569 = 1,107) is smaller than the overall number of respondents (2,166) to the question.

Roadside Questions

Recent Happenings

How recently have any of the following happened to you?
You noticed that some trash fell out of a vehicle you were driving or riding in.

(percent responding 'has never happened' / 'within last 2 years / 'over 2 years ago')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	54 / 32 / 14
985/488/376	59 / 28 / 13	41 / 45 / 14	54 / 30 / 17	2,180	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/577	58 / 29 / 13	49 / 35 / 16	1,050/438	48 / 36 / 16	64 / 26 / 10
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,306/554	29 / 67 / 5	41 / 44 / 15	48 / 36 / 17	72 / 20 / 8	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
644/328/423/618	48 / 37 / 15	55 / 32 / 13	56 / 30 / 14	56 / 30 / 14	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
71/414/560/477/350	69 / 23 / 9	61 / 29 / 10	52 / 36 / 13	46 / 36 / 18	50 / 33 / 17

How recently have any of the following happened to you?
You threw out a candy wrapper, cigarette butt, lottery ticket, or some other small item.

(percent responding 'has never happened' / 'within last 2 years / 'over 2 years ago')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	57 / 29 / 14
987/487/372	61 / 25 / 15	46 / 39 / 14	57 / 30 / 13	2,180	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
541/574	62 / 26 / 13	53 / 33 / 14	1,046/439	53 / 32 / 15	61 / 25 / 14
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,303/558	33 / 57 / 10	52 / 32 / 17	52 / 33 / 15	71 / 19 / 10	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/327/421/620	54 / 33 / 13	57 / 30 / 13	58 / 28 / 14	58 / 27 / 15	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
71/414/562/476/348	68 / 23 / 10	63 / 26 / 11	53 / 34 / 14	50 / 31 / 19	59 / 27 / 14

How recently have any of the following happened to you?
Someone in a vehicle you were in threw out a can, bottle, or other litter onto the side of the road.

(percent responding 'has never happened' / 'within last 2 years / 'over 2 years ago')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	62 / 21 / 17
989/488/373	65 / 18 / 17	52 / 29 / 19	63 / 19 / 17	2,182	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/578	64 / 19 / 17	56 / 27 / 18	1,049/440	57 / 22 / 21	66 / 20 / 14
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,305/557	14 / 71 / 14	46 / 31 / 23	57 / 23 / 20	82 / 10 / 9	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
641/329/421/620	55 / 27 / 19	64 / 20 / 16	65 / 22 / 13	65 / 16 / 19	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
71/411/560/479/350	69 / 23 / 9	68 / 21 / 12	57 / 25 / 19	54 / 24 / 22	63 / 18 / 20

How recently have any of the following happened to you?

Someone in a vehicle you were in threw out trash in an area that was already littered.

(percent responding 'has never happened' / 'within last 2 years / 'over 2 years ago')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**74 / 14 / 12**
986/487/372	75 / 12 / 13	69 / 18 / 14	77 / 13 / 10	2,177	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/576	75 / 13 / 12	70 / 17 / 13	1,045/439	72 / 14 / 14	79 / 12 / 9
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/238/1,304/556	25 / 65 / 10	63 / 20 / 16	71 / 16 / 14	88 / 6 / 7	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
641/328/420/618	72 / 15 / 13	75 / 14 / 11	76 / 14 / 10	75 / 13 / 13	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
70/412/559/477/349	74 / 17 / 9	77 / 14 / 8	71 / 16 / 14	68 / 16 / 17	77 / 12 / 12

How recently have any of the following happened to you?

You had problems with a vehicle and left a tire, muffler, or other debris on the roadside.

(percent responding 'has never happened' / 'within last 2 years / 'over 2 years ago')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**95 / 2 / 4**
989/487/375	95 / 1 / 3	93 / 3 / 4	96 / 2 / 3	2,185	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
540/579	95 / 2 / 4	95 / 2 / 3	1,050/440	94 / 2 / 4	98 / 1 / 1
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,305/560	100 / 0 / 0	94 / 2 / 4	94 / 2 / 4	97 / 1 / 2	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/329/423/620	95 / 2 / 3	93 / 2 / 4	96 / 1 / 3	95 / 2 / 4	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
71/414/561/478/350	93 / 4 / 3	96 / 1 / 3	93 / 3 / 5	94 / 2 / 4	96 / 1 / 3

How recently have any of the following happened to you?

Rather than keep an alcohol container in the car, you, or someone in a vehicle you were in, threw out a can or bottle.

(percent responding 'has never happened' / 'within last 2 years / 'over 2 years ago')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**82 / 7 / 11**
988/487/375	85 / 5 / 10	72 / 13 / 15	84 / 5 / 11	2,182	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/578	84 / 5 / 11	78 / 10 / 12	1,049/438	78 / 8 / 14	89 / 6 / 6
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,305/557	48 / 29 / 24	63 / 19 / 19	80 / 7 / 12	94 / 2 / 5	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
643/328/422/618	77 / 11 / 12	83 / 7 / 10	82 / 8 / 11	84 / 4 / 11	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
71/414/560/479349	89 / 6 / 6	85 / 7 / 8	78 / 9 / 13	77 / 9 / 14	81 / 6 / 13

How recently have any of the following happened to you?

You or someone you were with got a ticket or a warning for littering.

(percent responding 'has never happened' / 'within last 2 years / 'over 2 years ago')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**98 / 1 / 2**
989/487/375	98 / 0 / 2	97 / 1 / 2	98 / 1 / 1	2,185	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/579	99 / 0 / 1	97 / 1 / 2	1,050/440	98 / 1 / 2	99 / 1 / 0
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,305/560	95 / 5 / 0	97 / 1 / 3	98 / 1 / 2	99 / 0 / 1	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/329/423/620	96 / 1 / 2	98 / 1 / 1	98 / 1 / 1	99 / 0 / 1	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
71/414/561/478/350	99 / 1 / 0	99 / 1 / 1	96 / 1 / 3	98 / 0 / 2	98 / 1 / 1

Seriousness of Litter Problem

How serious a litter problem is each of the following materials along Iowa roadways?
Cans and bottles

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	1.60
977/486/373	1.60	1.64	1.51	2,166	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
535/570	1.60	1.58	1,046/426	1.63	1.61

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
21/240/1,298/551	2.14	1.53	1.56	1.72

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
643/326/415/616	1.64	1.61	1.54	1.55

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
69/412/557/476/347	1.75	1.68	1.67	1.49	1.47

How serious a litter problem is each of the following materials along Iowa roadways?
Food or organic material

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	1.03
967/483/373	1.02	1.01	1.00	2,147	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
530/563	1.00	1.03	1,042/426	1.01	1.12

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
21/238/1,296/535	1.05	0.82	0.97	1.27

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
638/322/416/607	1.03	1.09	1.06	0.97

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
62/400/558/471/352	1.27	1.18	1.02	0.97	0.85

How serious a litter problem is each of the following materials along Iowa roadways?
Tires and other car-related items

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	1.40
970/482/371	1.36	1.49	1.38	2,152	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
534/565	1.42	1.33	1,042/427	1.45	1.35

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
21/238/1,298/538	1.29	1.32	1.42	1.43

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
637/326/417/608	1.37	1.36	1.46	1.40

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
64/404/556/474/351	1.41	1.41	1.44	1.44	1.31

How serious a litter problem is each of the following materials along Iowa roadways?
Construction debris

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	1.23
966/485/372	1.20	1.30	1.23	2,149	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
531/565	1.25	1.14	1,042/422	1.30	1.12

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
21/240/1,296/537	1.00	1.21	1.26	1.19

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
638/326/415/308	1.12	1.23	1.30	1.26

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
61/406/557/474/350	1.08	1.14	1.30	1.29	1.21

How serious a litter problem is each of the following materials along Iowa roadways?
Paper

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	1.80
964/486/373	1.76	1.85	1.89	2,147	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
530/564	1.82	1.69	1,042/427	1.81	1.78

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
21/237/1,299/535	2.05	1.77	1.84	1.72

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
632/326/415/612	1.76	1.75	1.82	1.87

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
64/401/556/472/351	1.69	1.72	1.85	1.88	1.77

How serious a litter problem is each of the following materials along Iowa roadways?
Diapers, plastic bags or other plastic items

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	1.74
969/486/373	1.69	1.81	1.78	2,155	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
535/565	1.74	1.71	1,042/428	1.74	1.74

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
21/239/1,300/538	1.81	1.63	1.79	1.65

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
635/325/419/612	1.69	1.72	1.76	1.75

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
63/406/557/475/350	1.60	1.66	1.84	1.77	1.67

How serious a litter problem is each of the following materials along Iowa roadways?
Animal remains

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	1.39
967/485/372	1.39	1.39	1.36	2,152	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
531/566	1.33	1.47	1,037/430	1.35	1.44

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
21/240/1,302/533	1.67	1.33	1.40	1.37

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
636/327/414/611	1.43	1.42	1.43	1.29

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
65/404/558/472/351	1.37	1.37	1.41	1.36	1.36

How serious a litter problem is each of the following materials along Iowa roadways?
Fast food containers or wrappers

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	2.00
973/486/372	1.96	2.08	2.03	2,159	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
533/567	2.01	1.96	1,043/429	2.04	1.97

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
19/240/1,303/541	2.16	1.95	2.04	1.95

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
639/326/419/611	1.96	2.00	2.03	2.02

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
62/408/560/476/349	1.81	1.92	2.10	2.04	1.96

How serious a litter problem is each of the following materials along Iowa roadways?
Other food or candy wrappers

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	1.59
972/483/367	1.59	1.60	1.62	2,143	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
533/562	1.60	1.51	1,038/428	1.58	1.60

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
21/239/1,294/533	1.67	1.64	1.61	1.54

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
632/323/417/608	1.53	1.58	1.60	1.66

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
64/399/555/474/348	1.55	1.55	1.67	1.60	1.54

How serious a litter problem is each of the following materials along Iowa roadways?

Cigarette or cigar butts or containers

(average on a 4-point scale) 0=not a problem, 1=minor problem, 2=moderate problem, 3=major problem

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**1.63**
969/484/368	1.67	1.56	1.65	2,151	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
530/566	1.67	1.57	1,041/427	1.58	1.70
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,295/539	1.95	1.83	1.65	1.50	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
634/327/419/610	1.50	1.65	1.71	1.72	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/403/555/473/351	1.71	1.56	1.68	1.68	1.62

Miles Driven or Ridden

In a typical day, how many miles do you drive or ride in a vehicle?

(percent 'under 20 miles' / percent '20-49 miles' / percent '50-149 miles' / percent 'over 150 miles')					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**44 / 36 / 16 / 4**
976/479/372	52 / 33 / 12 / 3	38 / 36 / 21 / 5	37 / 39 / 17 / 8	2,156	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
533/570	49 / 36 / 11 / 4	43 / 35 / 19 / 4	1,035/438	37 / 38 / 20 / 5	63 / 29 / 6 / 2
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/236/1,286/554	43 / 38 / 14 / 5	39 / 34 / 23 / 5	40 / 38 / 18 / 6	56 / 33 / 10 / 1	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
631/326/419/615	32 / 39 / 23 / 6	50 / 31 / 16 / 3	52 / 33 / 11 / 4	47 / 37 / 12 / 4	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
71/409/548/475/348	75 / 18 / 3 / 4	57 / 29 / 12 / 2	43 / 38 / 16 / 3	37 / 38 / 19 / 6	33 / 41 / 21 / 6

Behavior Questions

Likeliness to Litter

Who do you believe is most likely to litter?
Males or Females (average on a 7-point scale)

1=Males far more, 2=moderately, 3= slightly, 4=Equally Likely, 5= slightly, 6=moderately 7=Females far more					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**3.20**
807/433/331	3.08	3.36	3.15	1,844	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
455/479	3.21	3.22	923/335	3.24	3.11
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
18/220/1,161/403	3.28	3.15	3.27	3.07	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
539/279/358/536	3.22	3.23	3.27	3.11	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
47/313/478/430/334	3.40	3.21	3.15	3.23	3.18

Who do you believe is most likely to litter?
Pickup Drivers or Non Pickup Drivers (average on a 7-point scale)

1=Pickup far more, 2=moderately, 3= slightly, 4=Equally Likely, 5= slightly, 6=moderately 7=Non Pickup far more					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**3.45**
780/421/326	3.29	3.71	3.31	1,792	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
447/470	3.44	3.50	893/319	3.48	3.45
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
18/217/1,140/376	3.39	3.58	3.51	3.20	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
523/268/347/529	3.58	3.35	3.50	3.34	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
38/303/464/424/330	3.58	3.55	3.44	3.41	3.32

Who do you believe is most likely to litter?
Visitors to Iowa or Residents of Iowa (average on a 7-point scale)

1=Visitors far more, 2=moderately, 3= slightly, 4=Equally Likely, 5= slightly, 6=moderately 7=Residents far more					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**3.74**
784/411/325	3.74	3.73	3.69	1,771	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
442/460	3.74	3.84	879/324	3.75	3.82
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
17/216/1,27/372	4.00	3.64	3.77	3.70	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
516/266/347/520	3.75	3.78	3.71	3.71	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
44/294/460/421/319	3.70	3.80	3.68	3.71	3.75

Who do you believe is most likely to litter?

Younger Adults (under 25) or Older Adults (over 65) (average on a 7-point scale)

1=Younger far more, 2=moderately, 3= slightly, 4=Equally Likely, 5= slightly, 6=moderately 7=Older far more

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2.23**
798/411/326	2.17	2.30	2.16	1,795	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
447/466	2.27	2.26	891/327	2.20	2.14
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
17/213/1,114/409	2.65	2.16	2.25	2.17	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
519/267/351/532	2.28	2.24	2.23	2.12	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
51/300/454/416/324	2.31	2.22	2.16	2.22	2.26

Impact on Reducing Litter

What impact do you believe each of the following would have in reducing littering?
Telling people not littering is the "right things to do."

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**1.14**
977/485/375	1.11	1.12	1.12	2,159	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
536/564	1.09	1.12	1,047/426	1.14	1.04
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/241/1,304/542	1.00	1.01	1.14	1.19	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
630/324/421/621	1.13	1.15	1.14	1.11	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
65/408/555/479/352	1.20	1.13	1.14	1.11	1.20

What impact do you believe each of the following would have in reducing littering?
Presenting a message that emphasizes pride in Iowa.

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**1.53**
980/489/376	1.58	1.46	1.49	2,171	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/573	1.53	1.54	1,048/433	1.51	1.56
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/241/1,306/550	1.40	1.42	1.51	1.62	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
640/324/424/620	1.55	1.58	1.45	1.51	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/408/558/482/352	1.50	1.55	1.58	1.47	1.54

What impact do you believe each of the following would have in reducing littering?
Reminding people that even small items contribute to the litter problem.

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**1.49**
981/488/375	1.51	1.39	1.51	2,168	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
538/566	1.53	1.41	1,047/433	1.43	1.50
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,306/548	1.43	1.42	1.47	1.54	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
635/325/422/622	1.43	1.44	1.42	1.58	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
67/408/558/480/353	1.43	1.51	1.49	1.44	1.53

What impact do you believe each of the following would have in reducing littering?
Reminding people there is a fine for littering.

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**1.79**
986/487/376	1.84	1.72	1.74	2,174	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
538/571	1.75	1.78	1,050/431	1.73	1.92
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/241/1,306/555	1.85	1.63	1.72	2.01	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
639/326/423/623	1.78	1.77	1.84	1.74	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/411/557/479/353	2.03	1.91	1.83	1.71	1.66

What impact do you believe each of the following would have in reducing littering?
Telling people it costs millions of dollars each year to pick up litter.

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**1.57**
977/487/375	1.62	1.52	1.55	2,162	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
535/565	1.62	1.54	1,045/431	1.52	1.61
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/240/1,303/547	1.55	1.51	1.53	1.67	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
634/323/424/619	1.56	1.48	1.59	1.59	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/413/553/477/353	1.71	1.60	1.61	1.57	1.54

What impact do you believe each of the following would have in reducing littering?
Establishing a toll-free hotline for reporting people who litter.

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**1.56**
975/486/371	1.53	1.66	1.52	2,149	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
533/560	1.54	1.52	1,039/427	1.58	1.49
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/237/1,294/546	1.75	1.45	1.56	1.56	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
629/317/422/620	1.56	1.53	1.53	1.57	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
64/410/552/474/350	1.55	1.58	1.63	1.58	1.46

What impact do you believe each of the following would have in reducing littering?
Increasing the enforcement of anti-litter laws.

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2.09**
981/487/374	2.09	2.08	2.11	2,163	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
534/570	2.13	2.02	1,047/427	2.08	2.05
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/238/1,307/547	2.25	2.08	2.07	2.13	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
636/324/420/622	1.98	2.10	2.15	2.15	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
67/413/554/477/354	2.06	2.04	2.14	2.12	2.06

What impact do you believe each of the following would have in reducing littering?
Increasing the penalties for littering.

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2.12**
981/488/375	2.12	2.15	2.14	2,164	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/566	2.12	2.06	1,048/426	2.08	2.13
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/240/1,306/546	2.55	2.10	2.07	2.22	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
634/323/423/622	2.02	2.13	2.20	2.16	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/412/554/477/355	2.11	2.17	2.16	2.14	2.00

What impact do you believe each of the following would have in reducing littering?
Having celebrities speaking out against littering.

(average on a 4-point scale) 0=no impact, 1=slight impact, 2=moderate impact, 3=major impact					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**1.19**
978/487/374	1.22	1.11	1.16	2,160	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
533/567	1.24	1.14	1,044/428	1.20	1.20
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/238/1,303/546	0.95	1.03	1.19	1.27	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
636/322/420/620	1.15	1.18	1.23	1.24	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
65/410/554/479/351	1.18	1.18	1.29	1.14	1.20

Personal Littering Behavior (*When*)

When was the last time you may have discarded as litter any of the items listed below?
Cans and bottles

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**86 / 4 / 1 / 8**
982/487/377	91 / 2 / 1 / 6	74 / 7 / 5 / 14	89 / 2 / 2 / 7	2,172	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
538/570	90 / 3 / 2 / 6	83 / 5 / 4 / 8	1046/434	84 / 4 / 3 / 9	92 / 3 / 1 / 5
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,303/552	43/ 19 / 5 / 33	77 / 6 / 5 / 13	85 / 4 / 2 / 9	95 / 1 / 1 / 3	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
644/322/421/619	81 / 5 / 4 / 10	86 / 3 / 2 / 8	85 / 3 / 2 / 10	91 / 2 / 1 / 6	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
67/414/558/476/355	94 / 5 / 2 / 0	89 / 3 / 1 / 8	84 / 4 / 2 / 10	82 / 4 / 3 / 11	87 / 4 / 3 / 7

When was the last time you may have discarded as litter any of the items listed below?
Food / organic material

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**62 / 14 / 12 / 13**
978/486/373	64 / 12 / 11 / 13	57 / 17 / 13 / 14	57 / 15 / 14 / 13	2,160	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
533/571	63 / 13 / 11 / 13	59 / 15 / 14 / 13	1,040/428	59 / 15 / 12 / 14	69 / 10 / 10 / 11
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/237/1,301/546	43 / 24 / 19 / 14	40 / 25 / 18 / 18	56 / 16 / 14 / 15	84 / 5 / 5 / 7	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/322/420/616	61 / 15 / 13 / 12	63 / 11 / 13 / 13	58 / 13 / 12 / 17	62 / 16 / 12 / 11	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/411/553/475/352	74 / 12 / 6 / 8	73 / 8 / 7 / 12	58 / 15 / 14 / 13	52 / 17 / 16 / 15	53 / 19 / 13 / 16

When was the last time you may have discarded as litter any of the items listed below?
Tires and other car-related debris

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**98 / 0 / 0 / 1**
985/487/377	99 / 0 / 0 / 1	98 / 0 / 0 / 2	99 / 0 / 1 / 1	2,175	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
540/571	98 / 0 / 1 / 1	98 / 0 / 1 / 1	1,048/434	98 / 0 / 1 / 1	98 / 1 / 1 / 1
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,309/551	100 / 0 / 0 / 0	96 / 0 / 0 / 3	98 / 0 / 0 / 1	99 / 0 / 1 / 1	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
644/321/423/622	98 / 0 / 1 / 1	99 / 0 / 0 / 1	98 / 1 / 0 / 1	98 / 0 / 0 / 1	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/411/559/478/355	92 / 3 / 2 / 3	99 / 1 / 1 / 1	97 / 0 / 0 / 2	98 / 0 / 1 / 2	99 / 0 / 0 / 0

When was the last time you may have discarded as litter any of the items listed below?
Construction debris

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**98 / 1 / 1 / 1**
983/484/374	99 / 0 / 0 / 1	97 / 1 / 1 / 2	98 / 0 / 1 / 1	2,169	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/570	98 / 0 / 0 / 1	97 / 1 / 0 / 2	1,048/430	97 / 1 / 1 / 2	99 / 1 / 1 / 0
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,306/548	95 / 5 / 0 / 0	98 / 1 / 0 / 1	98 / 0 / 0 / 1	99 / 0 / 0 / 1	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/323/423/618	96 / 1 / 1 / 2	98 / 0 / 0 / 2	97 / 1 / 1 / 1	99 / 0 / 0 / 1	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
64/415/558/477/354	95 / 3 / 2 / 0	98 / 1 / 1 / 1	98 / 0 / 0 / 1	98 / 1 / 0 / 1	98 / 0 / 0 / 2

When was the last time you may have discarded as litter any of the items listed below?
Paper

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**72 / 9 / 7 / 12**
980/487/374	76 / 7 / 6 / 11	61 / 15 / 9 / 14	74 / 9 / 8 / 9	2,164	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
533/571	75 / 8 / 7 / 10	69 / 11 / 8 / 12	1,047/429	80 / 4 / 7 / 9	69 / 11 / 7 / 13
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,304/544	43 / 33 / 14 / 10	66 / 9 / 10 / 15	70 / 10 / 7 / 13	82 / 5 / 5 / 8	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/319/422/615	67 / 12 / 7 / 14	73 / 7 / 8 / 13	71 / 9 / 7 / 13	75 / 9 / 7 / 9	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
65/411/557/474/353	74 / 14 / 2 / 11	76 / 6 / 7 / 11	69 / 11 / 7 / 13	67 / 11 / 8 / 13	76 / 8 / 6 / 10

When was the last time you may have discarded as litter any of the items listed below?
Diapers / plastic bags / other plastic

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**96 / 1 / 1 / 2**
984/484/377	97 / 1 / 1 / 1	94 / 2 / 1 / 4	97 / 1 / 0 / 2	2,172	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
538/571	96 / 2 / 1 / 2	94 / 2 / 1 / 3	1,047/432	96 / 1 / 1 / 2	96 / 1 / 0 / 3
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,308/548	86 / 10 / 0 / 5	97 / 0 / 0 / 3	96 / 1 / 1 / 2	97 / 1 / 0 / 1	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
644/321/422/620	95 / 2 / 1 / 3	97 / 1 / 1 / 1	96 / 2 / 1 / 2	98 / 1/ 1 / 1	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
64/414/559/476/355	95 / 5 / 0 / 0	97 / 1 / 1 / 1	95 / 2 / 1 / 3	96 / 1 / 1 / 2	98 / 1 / 0 / 1

When was the last time you may have discarded as litter any of the items listed below?
Fast food containers / wrappers

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**89 / 3 / 2 / 5**
980/485/376	92 / 2 / 2 / 4	85 / 5 / 3 / 8	90 / 4 / 1 / 4	2,166	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
538/569	92 / 3 / 2 / 3	86 / 4 / 4 / 7	1,045/430	88 / 3 / 3 / 6	91 / 3 / 2 / 4
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,303/549	52 / 14 / 10 / 24	90 / 3 / 3 / 5	88 / 4 / 3 / 6	93 / 2 / 2 / 4	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/321/421/616	86 / 5 / 2 / 7	89 / 3 / 3 / 5	87 / 4 / 2 / 7	94 / 2 / 2 / 2	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
65/414/557/475/354	82 / 9 / 2 / 8	88 / 3 / 3 / 6	89 / 3 / 2 / 6	89 / 3 / 3 / 6	90 / 4 / 2 / 3

When was the last time you may have discarded as litter any of the items listed below?
Other food / candy wrappers

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**77 / 9 / 6 / 9**
984/482/377	80 / 7 / 6 / 7	68 / 12 / 7 / 13	77 / 9 / 5 / 9	2,163	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/568	81 / 7 / 6 / 6	72 / 12 / 6 / 11	1,044/433	74 / 10 / 6 / 10	81 / 7 / 6 / 6
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,301/550	43 / 24 / 24 / 10	73 / 11 / 7 / 9	75 / 9 / 6 / 10	83 / 7 / 4 / 6	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/319/419/618	73 / 12 / 7 / 8	75 / 9 / 5 / 10	74 / 11 / 4 / 12	82 / 7 / 6 / 6	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
65/414/559/472/354	82 / 12 / 2 / 5	78 / 9 / 6 / 8	73 / 10 / 7 / 10	75 / 11 / 5 / 9	79 / 7 / 5 / 9

When was the last time you may have discarded as litter any of the items listed below?
Cigarette / cigar butts or containers

(percent 'has never happened' / percent 'within last 3 mos.' / percent 'within last 3-12 mos.' / percent 'within last 1-2 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**82 / 11 / 2 / 5**
982/487/377	85 / 10 / 2 / 4	75 / 14 / 5 / 7	83 / 10 / 2 / 5	2,166	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
538/564	84 / 9 / 2 / 5	81 / 12 / 3 / 4	1,045/429	80 / 11 / 3 / 6	83 / 11 / 3 / 4
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,309/544	57 / 29 / 10 / 5	81 / 12 / 2 / 5	79 / 13 / 3 / 5	90 / 5 / 2 / 3	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/322/422/619	81 / 12 / 3 / 5	85 / 9 / 2 / 4	81 / 11 / 3 / 5	82 / 10 / 3 / 5	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
63/411/558/474/355	87 / 8 / 5 / 0	81 / 11 / 3 / 4	79 / 12 / 3 / 6	81 / 13 / 3 / 4	86 / 8 / 2 / 4

Personal Littering Behavior (*Reason*)

Why do you think you discarded as litter any of the items listed below?
Cans and bottles

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**32 / 27 / 41**
72/112/39	36 / 21 / 43	28 / 33 / 39	36 / 13 / 51	263	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
49/88	35 / 35 / 31	30 / 25 / 46	145/31	33 / 27 / 40	39 / 19 / 42
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
11/52/172/23	36 / 18 / 46	37 / 19 / 44	29 / 31 / 40	44 / 17 / 39	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
103/42/56/47	33 / 32 / 35	33 / 26 / 41	25 / 18 / 57	36 / 30 / 34	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
3/39/78/79/43	67 / 0 / 33	33 / 21 / 46	31 / 27 / 42	28 / 39 / 33	35 / 16 / 49

Why do you think you discarded as litter any of the items listed below?
Food / organic material

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**80 / 8 / 12**
310/187/137	81 / 7 / 12	75 / 11 / 14	85 / 4 / 10	729	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
178/216	87 / 6 / 8	79 / 8 / 13	379/115	80 / 7 / 14	82 / 10 / 9
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
12/133/502/73	83 / 0 / 17	84 / 8 / 8	80 / 8 / 12	81 / 7 / 12	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
223/105/154/205	82 / 7 / 11	84 / 8 / 9	70 / 13 / 18	84 / 5 / 11	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
12/91/208/208/146	67 / 17 / 17	64 / 15 / 21	85 / 7 / 8	82 / 8 / 10	86 / 3 / 11

Why do you think you discarded as litter any of the items listed below?
Tires and other car-related debris

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**8 / 75 / 17**
11/9/5	9 / 55 / 36	0 / 89 / 11	0 / 80 / 20	36	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
9/12	8 / 75 / 17	11 / 78 / 11	16/8	6 / 75 / 19	25 / 50 / 25
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
8/20/6	No responses	0 / 88 / 13	5 / 85 / 10	33 / 17 / 50	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
13/4/6/8	15 / 77 / 8	0 / 50 / 50	17 / 50 / 33	0 / 100 / 0	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
4/5/13/9/2	25 / 75 / 0	20 / 60 / 20	0 / 77 / 23	11 / 78 / 11	0 / 50 / 50

Why do you think you discarded as litter any of the items listed below?
Construction debris

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	18 / 70 / 13
14/15/4	7 / 71 / 21	7 / 87 / 7	50 / 25 / 25	40	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
8/14	38 / 63 / 0	21 / 20 / 29	27/6	22 / 67 / 11	17 / 67 / 17

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
1/6/26/6	0 / 100 / 0	17 / 83 / 0	12 / 73 / 15	50 / 33 / 17

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
20/6/8/5	20 / 70 / 10	17 / 67 / 17	0 / 75 / 25	40 / 60 / 0

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
2/7/10/10/6	50 / 50 / 0	14 / 86 / 0	0 / 80 / 20	30 / 70 / 0	17 / 50 / 33

Why do you think you discarded as litter any of the items listed below?
Paper

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	45 / 40 / 15
206/171/88	48 / 37 / 15	45 / 43 / 12	48 / 35 / 17	542	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
122/163	46 / 43 / 12	42 / 40 / 18	293/82	46 / 37 / 17	35 / 49 / 16

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
12/78/355/87	42 / 17 / 42	42 / 46 / 12	42 / 44 / 14	60 / 23 / 17

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*
185 / 77 / 108 / 145	42 / 44 / 14	43 / 42 / 16	42 / 40 / 19	52 / 33 / 15

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
15/91/155/145/78	53 / 33 / 13	45 / 36 / 19	44 / 42 / 14	46 / 41 / 12	51 / 36 / 13

Why do you think you discarded as litter any of the items listed below?
Diapers / plastics bags / other plastic

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	31 / 42 / 28
				72	

Residency	*Urban*	*Rural*	Gender	*Male*	*Female*
13/29	31 / 39 / 31	31 / 38 / 31	293/82	46 / 37 / 17	35 / 49 / 16

Age	*Under 25*	*25 to 39*	*40 to 64*	*65 or older*
12/78/355/87	42 / 17 / 42	42 / 46 / 12	42 / 44 / 14	60 / 23 / 17

Community Size	*Under 5,000*	*5,000 to 9,999*	*10,000 to 49,999*	*50,000 or more*

Income Level	*Under $10,000*	*$10,000-$29,000*	*$30,000-$49,000*	*$50,000-$75,000*	*$75,000 +*
15/91/155/145/78	53 / 33 / 13	45 / 36 / 19	44 / 42 / 14	46 / 42 / 12	51 / 36 / 13

Why do you think you discarded as litter any of the items listed below?
Fast food containers / wrappers

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**43 / 28 / 29**
72/63/33	44 / 25 / 31	43 / 30 / 27	33 / 42 / 24	199	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
71/39	44 / 33 / 23	52 / 23 / 25	110/36	42 / 24 / 35	47 / 36 / 17
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
10/23/129/34	30 / 10 / 60	44 / 13 / 44	37 / 35 / 28	74 / 12 / 15	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
75/31/47/34	47 / 29 / 24	32 / 32 / 36	47 / 26 / 28	44 / 21 / 35	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
10/41/55/48/33	50 / 20 / 30	46 / 29 / 24	42 / 24 / 35	38 / 31 / 31	55 / 27 / 18

Why do you think you discarded as litter any of the items listed below?
Other food / candy wrappers

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**60 / 21 / 19**
169/141/75	58 / 18 / 24	64 / 21 / 16	61 / 28 / 11	444	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
92/145	57 / 33 / 11	62 / 14 / 24	241/74	62 / 18 / 20	51 / 26 / 23
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
11/62/284/81	36 / 27 / 36	58 / 16 / 26	58 / 25 / 17	72 / 10 / 19	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
152/72/95/105	65 / 18 / 16	54 / 19 / 26	55 / 22 / 23	60 / 25 / 15	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
10/80/135/111/64	50 / 20 / 30	54 / 21 / 25	56 / 24 / 19	63 / 20 / 17	67 / 16 / 17

Why do you think you discarded as litter any of the items listed below?
Cigarette / cigar butts or containers

(percent 'Thought it was minor' / percent 'It was an accident' / percent 'Not Sure'

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**80 / 8 / 12**
125/105/55	82 / 8 / 10	84 / 4 / 12	80 / 9 / 11	334	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
79/88	81 / 9 / 10	82 / 6 / 13	184/68	87 / 5 / 8	68 / 13 / 19
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
9/39/236/44	78 / 22 / 0	80 / 5 / 15	81 / 9 / 10	68 / 9 / 23	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
104/43/71/95	78 / 9 / 14	77 / 9 / 14	82 / 6 / 13	81 / 8 / 11	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
8/64/102/79/47	63 / 25 / 13	73 / 9 / 17	84 / 9 / 7	90 / 5 / 5	72 / 11 / 17

Public Service Messages

Have you seen or heard any ads or public service messages related to litter or littering in the last 3 months?

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	24
866/443/340	24	24	22	1,944	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
482/516	20	25	932/389	26	21
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/230/1,178/472	29	12	24	32	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
570/285/385/563	23	24	26	25	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
57/365/501/437/437	26	31	23	23	20

Have you seen or heard any ads or public service messages related to litter or littering in the past year?

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	50
889/448/343	51	50	47	1,976	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
504/518	49	52	952/393	52	48
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
19/229/1209/471	37	38	51	56	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
582/297/382/570	48	55	50	49	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
63/354/505/448/334	52	55	48	53	46

Anti-Littering Behaviors

Which of the following have you done, or would do?
Picked up litter you saw and disposed of it.

(percent 'would not do' / percent 'might do' / percent 'definitely would do' / percent 'have done')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**9 / 30 / 9 / 53**
971/483/370	9 / 31 / 8 / 52	9 / 29 / 8 / 55	8 / 28 / 9 / 55	2,149	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/561	7 / 27 / 7 / 60	10 / 31 / 9 / 51	1,041/431	8 / 28 / 8 / 55	10 / 29 / 9 / 53
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/237/1,297/542	14 / 24 / 5 / 57	6 / 35 / 6 / 52	8 / 28 / 9 / 56	11 / 34 / 9 / 46	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
633/321/414/617	8 / 30 / 8 / 54	11 / 33 / 8 / 49	9 / 32 / 9 / 50	8 / 28 / 8 / 56	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/404/549/472/353	12 / 36 / 7 / 45	11 / 30 / 9 / 50	9 / 30 / 7 / 55	6 / 31 / 9 / 54	7 / 26 / 8 / 58

Which of the following have you done, or would do?
Stopped your vehicle and picked up litter that flew out of your vehicle.

(percent 'would not do' / percent 'might do' / percent 'definitely would do' / percent 'have done')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**16 / 30 / 29 / 25**
956/485/369	20 / 32 / 30 / 18	13 / 25 / 27 / 36	14 / 33 / 29 / 24	2,136	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
528/564	16 / 32 / 29 / 23	16 / 28 / 30 / 26	1,036/425	14 / 27 / 28 / 31	20 / 33 / 31 / 16
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/236/1,295/533	19 / 43 / 19 / 19	13 / 38 / 26 / 23	14 / 30 / 27 / 29	22 / 27 / 35 / 17	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
624/323/415/611	13 / 29 / 30 / 29	18 / 29 / 28 / 25	13 / 34 / 31 / 23	19 / 31 / 27 / 22	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
64/404/552/470/351	17 / 27 / 39 / 17	19 / 29 / 31 / 21	16 / 29 / 31 / 25	13 / 33 / 26 / 28	13 / 35 / 27 / 25

Which of the following have you done, or would do?
Stopped your vehicle and picked up litter that flew out of another vehicle.

(percent 'would not do' / percent 'might do' / percent 'definitely would do' / percent 'have done')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**49 / 38 / 4 / 9**
968/487/371	56 / 35 / 3 / 4	37 / 44 / 4 / 15	52 / 37 / 4 / 8	2,148	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/558	50 / 38 / 5 / 7	46 / 38 / 4 / 13	1,043/428	43 / 42 / 4 / 12	53 / 33 / 3 / 5
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,298/540	57 / 24 / 19 / 0	50 / 40 / 4 / 6	47 / 39 / 3 / 11	54 / 34 / 4 / 7	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
628/323/414/620	42 / 41 / 4 / 13	50 / 37 / 3 / 11	52 / 37 / 5 / 6	54 / 36 / 4 / 7	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
63/404/557/476/352	57 / 30 / 5 / 8	49 / 38 / 5 / 9	45 / 41 / 4 / 10	50 / 37 / 3 / 10	48 / 40 / 4 / 8

Which of the following have you done, or would do?
Reported someone who you saw littering.

(percent 'would not do' / percent 'might do' / percent 'definitely would do' / percent 'have done')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**33 / 51 / 13 / 3**
970/486/370	36 / 51 / 11 / 2	29 / 54 / 13 / 4	30 / 51 / 17	2,144	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
534/559	31 / 51 / 14 / 3	32 / 53 / 13 / 3	1,039/428	31 / 52 / 14 / 3	39 / 49 / 9 / 3
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,299/537	52 / 29 / 19 / 0	29 / 51 / 17 / 2	32 / 52 / 13 / 3	38 / 48 / 11 / 2	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
625/325/418/615	31 / 53 / 13 / 3	33 / 53 / 11 / 3	34 / 52 / 12 / 3	35 / 48 / 14 / 3	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
63/402/556/475/351	40 / 46 / 10 / 5	33 / 52 / 12 / 2	34 / 49 / 14 / 3	31 / 52 / 14 / 3	31 / 52 / 15 / 2

Which of the following have you done, or would do?
Told someone who you saw littering that it was wrong to litter.

(percent 'would not do' / percent 'might do' / percent 'definitely would do' / percent 'have done')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**28 / 43 / 15 / 4**
965/485/367	31 / 42 / 14 / 14	25 / 44 / 17 / 14	25 / 44 / 14 / 17	2,134	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
532/558	27 / 41 / 18 / 15	27 / 42 / 16 / 15	1,039/425	28 / 42 / 15 / 15	28 / 41 / 15 / 16
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,290/534	33 / 33 / 24 / 10	25 / 40 / 16 / 19	26 / 43 / 15 / 16	35 / 42 / 14 / 10	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
624/325/416/610	26 / 44 / 15 / 14	27 / 44 / 14 / 16	26 / 45 / 15 / 14	33 / 39 / 15 / 14	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
63/403/551/473/349	27 / 44 / 18 / 11	26 / 45 / 16 / 13	28 / 41 / 15 / 16	25 / 45 / 14 / 16	28 / 42 / 16 /15

Which of the following have you done, or would do?
Volunteered to pick up litter in your community.

(percent 'would not do' / percent 'might do' / percent 'definitely would do' / percent 'have done')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**23 / 43 / 12 / 22**
968/487/371	26 / 43 / 13 / 18	24 / 45 / 9 / 23	16 / 46 / 14 / 24	2,149	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
532/561	22 / 45 / 12 / 22	24 / 42 / 11 / 24	1,044/425	21 / 45 / 10 / 23	29 / 40 / 15 / 17
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,305/534	24 / 43 / 10 / 24	15 / 50 / 15 / 20	19 / 45 / 12 / 25	39 / 37 / 10 / 15	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
632/324/418/613	22 / 38 / 13 / 27	24 / 45 / 11 / 21	23 / 43 / 11 / 23	24 / 48 / 12 / 17	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/402/556/474/351	44 / 35 / 11 / 11	32 / 41 / 11 / 16	22 / 45 / 10 / 23	17 / 45 / 14 / 23	17 / 42 / 14 / 28

Which of the following have you done, or would do?
Volunteered to pick up litter along the roadway.

(percent 'would not do' / percent 'might do' / percent 'definitely would do' / percent 'have done')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**30 / 43 / 9 / 19**
968/487/370	33 / 41 / 10 / 16	28 / 45 / 6 / 22	24 / 45 / 11 / 20	2,146	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
531/560	30 / 45 / 9 / 17	28 / 41 / 8 / 23	1,045/425	28 / 44 / 8 / 21	36 / 40 / 9 / 15
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,304/532	38 / 29 / 10 / 24	23 / 49 / 11 / 17	24 / 45 / 10 / 21	46 / 32 / 7 / 15	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
630/324/417/613	25 / 40 / 11 / 25	28 / 45 / 7 / 20	29 / 43 / 8 / 19	34 / 44 / 9 / 13	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/402/557/476/349	49 / 36 / 5 / 11	41 / 39 / 8 / 13	26 / 44 / 8 / 22	23 / 45 / 11 / 21	23 / 43 / 12 / 23

Community Question

Sources of Litter

What are the primary sources of litter in your community?
Pedestrians

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	39
988/490/372	41	33	40	2,176	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/573	39	37	1,050/433	39	41
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,309/552	48	38	38	40	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
637/327/422/623	33	39	41	45	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/478/357	57	43	39	36	33

What are the primary sources of litter in your community?
Businesses

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	13
984/488/371	12	15	12	2,169	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/568	13	13	1,045/432	14	8
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/237/1,305/551	14	14	14	9	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
634/325/421/623	10	14	15	16	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
67/404/559/476/357	6	11	14	14	12

What are the primary sources of litter in your community?
Illegal dumping

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	45
988/490/371	41	49	48	2,174	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
538/572	44	42	1,048/433	49	39
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,307/552	29	40	45	47	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
637/326/422/622	42	43	45	47	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/559/477/357	43	43	45	48	45

What are the primary sources of litter in your community?
Loading docks

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	7
990/489/371	6	7	8	2,176	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/572	6	6	1,049/435	7	3
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,307/554	5	5	7	5	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/326/422/623	5	6	7	10	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/476/357	6	5	6	8	6

What are the primary sources of litter in your community?
Construction sites

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	26
990/490/372	23	27	31	2,178	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/574	28	21	1,050/435	31	17
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,309/554	33	23	28	23	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/328/422/623	20	20	34	32	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/478/357	19	20	24	29	35

What are the primary sources of litter in your community?
Motorists, littering from vehicles

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	77
990/490/372	75	78	80	2,178	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/574	75	77	1,050/435	78	73
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,309/554	90	77	78	73	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/328/422/623	80	81	72	76	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/478/357	70	75	80	79	75

What are the primary sources of litter in your community?
Local garbage / waste facility

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	18
990/488/371	15	18	22	2,175	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/573	22	13	1,048/435	18	18
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,306/554	10	17	18	19	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/327/422/621	15	13	19	21	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/477/355	19	19	17	19	14

What are the primary sources of litter in your community?
Teenagers hanging out

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	53
990/490/371	52	53	54	2,177	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/573	51	52	1,049/435	54	54
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,308/554	76	51	54	52	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/327/422/623	52	58	55	52	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/477/357	58	54	57	53	50

What are the primary sources of litter in your community?
Careless garbage crews

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	26
990/488/372	25	22	34	2,176	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/574	33	17	1,048/435	25	25
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,308/553	24	28	26	24	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
637/328/422/622	16	18	28	36	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/478/356	30	22	21	29	30

What are the primary sources of litter in your community?
Uncovered vehicles / trucks

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	54
990/490/372	52	55	60	2,178	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/574	54	50	1,050/435	57	45
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,309/554	52	49	55	56	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/328/422/623	51	53	56	58	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/478/357	49	51	55	56	56

What are the primary sources of litter in your community?
Animals upsetting garbage receptacles

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	40
989/489/371	40	40	41	2,175	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/573	39	40	1,048/435	38	46
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,307/554	57	36	40	43	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
638/326/422/622	43	39	36	42	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/559/477/356	39	46	40	39	37

What are the primary sources of litter in your community?
Uncovered or overflowing public receptacles

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	28
988/490/371	26	23	32	2,173	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/572	30	23	1,048/433	26	29
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,305/554	29	30	26	30	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
637/325/422/622	24	22	29	33	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/403/559/476/357	29	28	28	29	23

What are the primary sources of litter in your community?
Careless citizens putting out their garbage

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	36
985/487/370	37	36	38	2,166	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/567	37	35	1,043/434	36	36
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/238/1,301/552	33	36	35	40	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
637/325/421/618	31	38	38	39	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
68/404/557/476/353	38	42	35	38	32

What are the primary sources of litter in your community?
Dumpsters at multi-family dwellings

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	24
986/489/370	23	23	26	2,171	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/573	30	16	1,046/433	24	23
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,302/554	24	19	24	25	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
636/327/421/621	15	18	30	33	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
68/405/559/475/356	34	24	24	21	28

What are the primary sources of litter in your community?
Dumpsters at commercial sites

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	20
990/489/370	18	21	24	2,175	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/573	21	16	1,048/435	22	14
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,306/554	14	15	21	19	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
637/327/422/622	15	17	25	25	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/405/560/477/356	14	19	19	21	21

Litter and Dumping

Litter in my community is a problem.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2.53**
964/480/375	2.49	2.57	2.53	2,144	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
535/561	2.63	2.46	1,049/424	2.55	2.50
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/241/1,296/534	2.67	2.57	2.58	2.39	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
629/323/412/617	2.35	2.48	2.62	2.69	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
64/403/553/474/353	2.36	2.52	2.59	2.58	2.45

Litter along the roads entering my community is a problem.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2.64**
958/481/373	2.56	2.75	2.71	2,135	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
533/559	2.73	2.54	1,037/423	2.66	2.59
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/241/1,295/527	2.76	2.68	2.68	2.54	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
629/323/410/614	2.58	2.57	2.65	2.75	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
64/398/551/472/353	2.50	2.59	2.71	2.71	2.61

Litter in my immediate neighborhood is a problem.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2.07**
966/482/373	2.00	2.20	1.97	2,143	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
534/562	2.12	2.06	1,041/426	2.12	2.08
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/241/1,294/534	2.38	2.04	2.09	2.03	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
629/322/410/619	1.98	2.00	2.10	2.15	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
64/399/551/475/354	2.06	2.19	2.16	2.03	1.85

Illegal dumping occurs in my community.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2.46**
940/478/365	2.35	2.65	2.45	2,094	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
518/548	2.45	2.45	1,027/411	2.53	2.30
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/237/1,269/516	2.45	2.41	2.51	2.35	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
617/319/404/595	2.35	2.44	2.52	2.57	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
62/388/545/470/346	2.31	2.37	2.47	2.57	2.48

I am involved in efforts to clean up my community.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2.25**
902/450/353	2.20	2.36	2.15	2,005	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
500/526	2.19	2.34	987/387	2.25	2.15
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
19/234/1,239/465	2.00	2.05	2.29	2.29	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
590/299/391/574	2.41	2.18	2.28	2.13	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
58/362/529/456/336	2.66	2.22	2.29	2.24	2.24

It is important to maintain a clean environment.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**3.83**
961/481/367	3.82	3.83	3.86	2,135	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
530/555	3.85	3.82	1,035/425	3.82	3.83
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,291/528	3.90	3.87	3.83	3.80	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
628/320/410/612	3.82	3.83	3.84	3.83	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
66/398/553/471/351	3.79	3.85	3.81	3.83	3.87

Littering and dumping could be reduced in my community by:
Raising public awareness of the issues.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**3.20**
934/469/367	3.22	3.15	3.20	2,081	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
520/541	3.27	3.13	1,026/405	3.19	3.18
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/241/1,273/499	3.15	3.12	3.18	3.30	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
606/319/401/603	3.12	3.21	3.21	3.28	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
58/384/546/463/351	3.29	3.16	3.21	3.19	3.22

Littering and dumping could be reduced in my community by:
Providing educational programs on what can be done.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**3.04**
921/466/360	3.09	2.95	3.01	2,052	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
511/534	3.11	2.97	1,014/395	3.03	3.05
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/240/1,260/485	2.90	2.92	3.02	3.16	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
597/314/396/592	2.99	3.03	3.06	3.10	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
56/375/542/460/345	3.05	3.04	3.09	2.98	3.02

Littering and dumping could be reduced in my community by:
Increasing enforcement of litter/dumping rules and regulations.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**3.41**
952/474/366	3.41	3.42	3.43	2,109	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
527/552	3.51	3.36	1,037/412	3.41	3.41
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/239/1,285/516	3.67	3.41	3.37	3.50	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
619/321/409/608	3.34	3.42	3.37	3.49	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
60/400/548/467/350	3.38	3.39	3.46	3.43	3.37

Littering and dumping could be reduced in my community by:
Providing better access to disposal sites.

(average on a 4-point scale) 1=disagree, 2=somewhat disagree, 3=somewhat agree, 4=agree

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**3.36**
944/475/365	3.36	3.37	3.37	2,097	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
521/544	3.41	3.32	1,026/411	3.36	3.43
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/240/1,283/505	3.50	3.35	3.38	3.33	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
614/314/407/606	3.36	3.23	3.34	3.43	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
55/393/541/468/350	3.38	3.37	3.38	3.37	3.37

Residency

How long have you lived in your current community?

(percent 'under 2 years', percent '2-5 years', percent '6-10 years', percent 'over 10 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**2 / 8 / 8 / 82**
986/482/370	2 / 9 / 8 / 81	1 / 5 / 7 / 87	1 / 11 / 9 / 79	2,170	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
536/574	3 / 13 / 10 / 75	1 / 5 / 9 / 85	1,048/440	2 / 8 / 8 / 83	2 / 8 / 7 / 83
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/240/1,297/560	15 / 25 / 15 / 45	6 / 26 / 18 / 50	1 / 6 / 8 / 85	1 / 5 / 5 / 90	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
643/325/419/621	2 / 6 / 7 / 84	1 / 7 / 11 / 81	1 / 8 / 9 / 82	2 / 10 / 7 / 82	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/410/560/472/350	2 / 12 / 13 / 74	2 / 5 / 6 / 87	2 / 9 / 6 / 82	2 / 8 / 10 / 91	2 / 9 / 10 / 79

How long have you lived in Iowa?

(percent 'under 2 years', percent '2-5 years', percent '6-10 years', percent 'over 10 years')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**0 / 2 / 2 / 96**
988/484/371	0 / 2 / 2 / 96	0 / 1 / 1 / 98	0 / 2 / 3 / 94	2,176	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/575	1 / 2 / 4 / 93	0 / 1 / 2 / 97	1,051/442	0 / 1 / 2 / 96	0 / 1 / 2 / 97
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/240/1,299/563	0 / 0 / 5 / 95	0 / 7 / 6 / 87	1 / 1 / 2 / 97	0 / 0 / 0 / 99	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
642/327/421/621	0 / 1 / 1 / 98	0 / 2 / 2 / 96	0 / 2 / 2 / 96	1 / 2 / 3 / 95	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
71/409/562/472/352	0 / 0 / 1 / 99	0 / 1 / 1 / 98	0 / 2 / 1 / 96	1 / 1 / 3 / 95	0 / 2 / 3 / 95

General Information

Sources of Information

Which of the following do you use to get information? Radio

(percent responding 'yes')					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**78**
1,002/489/376	73	82	84	2,185	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
543/576	78	80	1,056/438	81	72
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,309/568	90	85	82	65	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
646/327/422/625	80	79	78	77	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
72/413/562/477/358	68	66	78	84	88

Which of the following do you use to get information? Newspaper

(percent responding 'yes')					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**84**
1,002/489/377	85	81	87	2,187	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
543/577	85	82	1,057/438	84	84
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,310/569	86	78	84	88	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
648/327/422/625	82	85	87	86	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
72/413/562/478/358	75	82	83	83	91

Which of the following do you use to get information? Television

(percent responding 'yes')					
Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**93**
1,001/489/377	94	93	95	2,186	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
543/576	94	93	1,056/438	93	95
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/240/1,309/569	100	91	94	92	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
648/327/422/625	92	96	93	94	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
72/413/562/478/357	94	92	93	93	94

Which of the following do you use to get information? Internet

(percent responding 'yes')

Vehicle	***Car***	***Pickup Truck***	***Other***	**Overall**	**37**
996/485/376	35	36	45	2,173	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
539/571	39	31	1,050/434	39	29
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
20/238/1,307/562	50	55	44	13	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
645/324/419/623	34	35	37	44	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
70/407/561/477/356	10	15	35	51	61

Access to Computers

Do you have a personal computer at home?

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	65
983/483/372	58	69	80	2,152	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
537/571	67	61	1,037/437	69	51
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
21/234/1,288/565	67	79	77	34	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
640/325/412/617	63	64	66	70	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
69/406/558/468/354	13	40	62	85	92

Do you have a personal computer at work?

(percent responding 'yes')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	55
742/383/301	57	50	65	1,671	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
445/421	63	47	828/320/	53	53
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
17/212/1,092/319	35	66	66	15	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
488/246/312/515	45	54	58	65	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
43/279/436/396/313	14	28	47	70	87

Vehicle Driven Most Often

What type of vehicle do you drive most often?

(percent 'Car' / percent 'Pickup Truck' / percent 'Other')

Vehicle	*Car*	*Pickup Truck*	*Other*	Overall	54 / 26 / 20
1,005/492/379	100 / 0 / 0	0 / 100 / 0	0 / 0 / 100	1,876	
Residency	***Urban***	***Rural***	**Gender**	***Male***	***Female***
475/481	60 / 20 / 21	52 / 31 / 17	888/390	42 / 38 / 20	80 / 3 / 18
Age	***Under 25***	***25 to 39***	***40 to 64***	***65 or older***	
15/209/1,141/473	60 / 33 / 7	52 / 25 / 23	45 / 32 / 23	74 / 13 / 13	
Community Size	***Under 5,000***	***5,000 to 9,999***	***10,000 to 49,999***	***50,000 or more***	
528/279/371/563	44 / 39 / 17	54 / 27 / 19	54 / 23 / 24	61 / 17 / 22	
Income Level	***Under $10,000***	***$10,000-$29,000***	***$30,000-$49,000***	***$50,000-$75,000***	***$75,000 +***
57/356/489/416/321	84 / 11 / 5	65 / 23 / 13	55 / 27 / 17	41 / 35 / 24	46 / 22 / 32

APPENDIX C - Written Comments

This portion of the report presents the actual comments made by respondents in the survey. All attempts were made to maintain the actual comments, though grammatical changes may have been made to assist in reading the comments. Comments are arranged by the questions in the survey. The leading number represents a unique tracking number assigned to each survey that can be used to monitor multiple comments from a single respondent.

How recently have any of the following happened to you?

10	I have a wastebasket in my car. If I have a gum wrapper its in my pocket until I find one. Not even a gum wrapper. If they do (litter) they don't ride with me. I don't ride in other vehicles. No alcohol in my vehicle.
57	At home my spouse and I burn burnable objects and other items are recycled or taken away by garbage service, trucks.
213	(You threw out some small item). Food.
239	(Trash fell out of vehicle you were driving in). Stopped to pick up
1343	(You threw out some small item). Banana peels, apple cores.
1984	Unfortunately, I think for the mentality that litters, threats of fines will work best!

How serious a litter problem is each of the following materials along Iowa roadways?

57	(Diapers…) in parking lots. Despicable.
57	(Other) some meth lab by-products. Some meth labs in rural area suspected. But county officials just smile and shrug shoulders when notified of fights at rural mailboxes.
58	Animal remains are a major problem. I am a farmer along a paved, highly used county road. Dead deer carcasses are a constant problem in the summer and fall. The conservation officer in this county, Howard Paul seriously reprimanded me for removing a deer carcass, which had been struck by an automobile. This man has no common sense when it comes to animal litter in one's front yard or road ditch areas when one lives nearby. He needs a damned good ass chewing. I refuse to allow such litter in my front yard and roadside. If this ever happens again I'm going higher than Howard Paul.
190	(Other) Full garbage bags
214	(Other) Tire strips thrown off by trucks.
463	County gravel near landfills
538	(Other) Garbage cans and lids, bags and piles of trash. Our city always looks trashy. Why can't the trash be picked up in the alley like it used to be? MUCH NEATER!
525	(Other) Dead deer on road.
542	(Other) big truck tire re-treads.
562	(Other) Furniture, dead trees that need trimming.
614	(Other) Bags of garbage, bags of yard waste.
635	(Other) Recycling makes a mess.
644	(Animal remains) Deer.
662	(Other) a few cans.
724	(Other) Glass and road surface pieces.
725	(Other) Sand, gravel, crops falling off or blowing off trucks that are not covered with tarps.
734	(Animal remains) Deer.
735	(Other) Dumping appliances, yard waste, furniture.
779	(Other) Trash spilled out of garbage cans after trash is picked up.
790	(Animal remains) The state's deer.
830	(Animal remains). Deer killed by cars.
960	(Other) Big Bags going to landfills.
966	(Other) Snuff cans
	(Diapers…) Silage

1013 (Other) Meth lab remains. Ottumwa in Indian means "land of many meth labs".
1023 (Other) Boxes beer cans and pop cans come in.
1036 (Other) Boards on highway that probably fell off of trucks.
1196 (Other) Construction sites.
1214 (Cans and bottles) Moderate problem due to 5-cent refund.
(Other) Re-Cap tires strips.
1291 Beer cans.
1309 (Other) Bottled or bagged human waste (interstate roadways).
1343 (Fast food containers) Especially by gas stations.
1437 (Other) Should raise the deposit on all containers to 10 cents including water and juice bottles.
1476 (Other) "Press Citizen" and special section of the "DM Register" being thrown on sidewalk or parking.
1488 (Other) Furniture, household items dumped on country roads.
1531 (Other) Household appliances.
1555 (Other) Household appliances.
1584 (Other) Couches, mattresses.
1591 (Other) Wood scraps (small 2X4s, 2X6s)
1605 (Cans and bottles). People pick them up for the refund.
1619 (Food/organic material) Biodegradeable.
1639 (Other) Hogs, cattle, horse droppings
1649 (Other) City shopper
1741 (Other) Dead deer
1744 (Cans and bottles) With the 5-cent deposit, cans and bottles are picked up. Water bottles, fruit juice containers just lie there. Animals eat food or organic materials. Cigarettes are too small to be a problem.
1745 (Other) Game warden is not picking up dead deer like they used to.
1764 (Other) Dead deer rolled over the banks.
1783 (Other) Garbage
1874 (Other) Construction contractors seem to be the worst of all.
1897 (Other) Farm silage bags
1919 (Other) Junk on roadway: boxes, lumbar, tires, and clothes.
1997 (Other) Seed bags.
2110 (Animal remains) This is terrible. Who picks them up?
2123 (Animal remains) Wild animals.
2124 (Other) Plastic retail bags.
2132 (Cans and bottles) Increase deposit to 50 cents!!
2137 (Cans and bottles) Bottle bill is stupid. It doesn't work!
2212 (Other) Trash intentionally dumped.

In a typical day, how many miles do you drive or ride in a vehicle?

No comments made in this area of the survey.

Who do believe is most likely to litter?

58 (Visitors to Iowa). Ragbrai visitors in particular.
1792 What I typically see are children in the city throwing paper garbage out the window while a parent is driving (but not every day) and males/females throwing out a cigarette butt (once or twice a week.)
2140 Everyone equally as is quality of this some time.
2159 If you are gonna litter you will litter – doesn't make a difference if any of these (groups).

What impact do you believe each of the following would have in reducing littering?

110 Wish I could help. I think all who dump and you see them should be made to pick it up.
85 (Establishing a toll-free hotline for reporting people who litter). I oppose this additional state expense.
244 Pay for picking up – most effective.
538 (Establishing a toll-free hotline for reporting people who litter). Hot lines should be used for serious crimes.
670 Add Gatorade, fruit juice, etc. bottles to deposit bill.
783 Bring back Iron Eye Cody. (Sic…native American commercial)
1020 Increase penalty for littering to $1000.
1308 The Indian (with the tear) would be best.
1322 Billboards with pictures showing farm waste (run-off from factory operations and over usage of crop chemicals), windblown paper, etc against fences that are by the location of billboard. Problems mostly by river locations and roadways to dump operations. Need to better regulate dumps in 100-year flood lanes (Remove them).
1513 (…toll-free hotline for reporting people who litter) Communistic! Biggest impact is knowing your friends and neighbors are picking up the garbage along roadsides. (Made aware by the roadside signs).
1628 Convenient recycling bins in retailer's (food only) parking lots might provide spots people frequent and can dispose of recycles properly. I think folks would use these if convenient and available. Most folks I've seen will try to use proper facilities but are frustrated when not available.
1649 Early education
2055 (Establish a toll-free line…) Bad idea.
2140 Show them picture of parts of Texas and parts of east coast.

When was the last time that you may have discarded as litter any of the items listed below? Why do you think it happened?

85 I always keep litter in car till I get home, then dump in trashcan.
135 (I thought it was minor). Biodegradable
158 (Paper) It was a Kleenex.
168 All dog walkers should have a scoop and bag to clean up.
285 (Food/organic material) Apple core, banana peel.
427 (Food/organic material) would decompose.
538 (Food/organic material) Apple core. Feed for animals
707 One apple core.
718 (Food/organic material). I don't consider this littering.
866 (Food/organic material). To feed animals.
1550 (Food/organic material). It would be eaten by wildlife.
1765 Kids and poor people collect cans and bottles for selling. Also I don't get fined for open container.
1796 (Cigarette/cigar butts…) Cigar butts are biodegradable!
1876 (Food/organic material) Birds love apple cores.
2047 (Food/organic material). Biodegradeable
(Cigarette/cigar….). Biodegradeable.
2048 At rest stops or restaurants we use the outside bins for disposing of things in the car. For cans, we want the 5-cents.
2055 (Food/organic material) Biodegradeable/composts

Have you seen or heard any ads or public service messages related to litter or littering?

57 In southern Missouri and northern Arkansas, large roadside signs read: "No cash, bag your trash". Some read: "$1000 fine". A good example for Iowa roads, we think. Strongly urge, then enforce. But we seldom see Highway patrol or county officials drive through our communities.

168 Children are taught in school from kindergarten up, to not litter and to pick up after themselves.

427 I do remember as a kid, the Native American with the tear as he looked at America's waste. It made a big impact on me.

1183 Best impact was a TV commercial of an Indian canoeing up a dirty littered stream.

1876 As a child I remember the Native American sitting on a horse looking out over our beautiful land. Then he saw someone litter and a tear fell from his eye. I wish it were still running.

1920 There used to be an Indian on T.V. that made the point.

1948 Have seen and heard, but NOT in Iowa…Have heard and have seen PSAs In other states. Iowa does nothing.

2012 Not that made any impact!

Which of the following have you done, or would do?

10 Would (pick up litter) if I could walk better. If I miss a public wastebasket I pick it up and throw it in.

11 Volunteered to pick up litter along rivers.

58 Have disposed of litter from my own area. Have reported garbage truck From LeMars. I have my own area to care for and maintain.

1471 Would not like to stop along the road, unless it was an accident where I could help.

1487 Have done roadside clean-ups with East Des Moines High. Have reported littering, but response time of DNR and police was too slow. Litterers were gone.

1628 Dump that asinine can law and I'll pick up the flat cans for aluminum ` value.

2050 I cover approximately 10 miles of roads. I would like to see much stricter laws.

2092 DWI Community Service. Should have inmates do it.

2110 Why can't they have those in jail do community work such as this?

2116 Wouldn't do because of the Lymes (disease) ticks in ditches.

What are the Primary Sources of Litter in Your Community?

11 (Other) City people-dumping yard waste.

57 My spouse and I live in a rural area. We see neighbors' Christmas trees, cans, papers, plastic bags, boxes, small tools, etc. We pick up, properly dispose of, and tell them.

58 I annually pick up 3 deer carcasses per year. When a steer dies in my feedlot I properly dispose of the carcass. I will continue to do this. I am happy to do this but don't let that Howard Paul ruin a good thing.

63 Lots of cans, bottles, fast food – the gravel road into town past my house. They need to get rid of the stuff before the town cops catch them.

95 Careless garbage collectors leaving stuff to fly around.

107 (Other) Students at college.

116 (Other) People not cleaning up garbage and junk around their homes.

117 (Other) Plastic shopping bags in fields near shopping malls and department stores.

125 (Other) Local residents littering yards and roadways with debris such as oil filters, used oil, and other car-related debris.

157 I have to pick up trash in my own yard at least twice a week! This is from people driving by and throwing it out!

175 Why no trash cans in state parks? That's stupid!!!

269 (Other) Trucks going to dump at landfill losing litter along road.

289 (Other) People throw items from car windows at times. Birds or cats that tear garbage bags open.

297 Providing better access to disposal sites is the biggest problem.

327 (Other) containers from fast food restaurants – to go.

347 Crows!
397 Crows (upsetting garbage receptacles).
403 (Other) not picking up after pets.
434 Other) Fast food restaurants and convenience stores.
439 (Other) Dogs.
450 (Construction sites) when it's windy. Smokers
456 (Other) People with no-care attitude.
463 Disposal sites need to be closer and allow free disposal.
476 (Other) Disposal of beer, pop, water, juice containers along roads.
481 (Other) Fast food restaurant containers littered anywhere.
517 We are very fortunate to have a transfer station in Muscatine – I think people take advantage of it (rural).
518 Fast food containers – Dairy Queen containers
536 (Other) Increased landfill fees have caused problems. People who can't afford to pay landfill prices go to the country and dump in my ditches.
537 (Other) Bits of trash not picked up during trash pickup. Our city always looks awful with rolling trans cans, lids and garbage bags lining the streets most of the weeks. Why can't the trash be picked up in the alley? How can you beautify the city with trans lining the streets?
542 (Other) Big tire re-treads that have come loose, mostly on interstate or 4-lanes. These are dangerous. I see several every week and think they should be outlawed. They're potential killers.
548 (Other) I live at the entrance to a large Linn County recreation area and I see many litter offences. People coming from urban areas and dumping litter without regard of where they are and the problems it causes for residents in this area.
572 (Other) Careless residents allowing debris to fall out on their way to dump site, or who dump wrong items in compost heap.
649 (Other) People walking pets (dogs) etc. and not picking up waste.
635 Recycling is good but since it began, the streets are full of trash on trash collection days!
636 Other) Smokers – just check any parking lot, strip mall and/or convenience store.
656 (Illegal dumping) along river.
663 (Other) Nobody picking up dead deer.
675 Neighbors that don't pick up garbage from cans that get tipped – bags that rip, etc.
710 (Other) People smoking outside of buildings and leaving their butts on the ground. A major "pet peeve" of mine.
714 People walking dogs!
719 Give us a free, handy dumpsite for tires, paint, and chemicals.
736 (Other) Nobody seems to be bothered by cigarette butts everywhere.
746 Windy days and all of the above.
758 Materials falling off vehicles.
763 (Other) Crows
774 (Animals upsetting garbage receptacles) Crows.
782 (Other) In town, teenagers throw pop bottles from car onto sidewalk and they break in many pieces.
783 Fast food and convenience stores selling products people take in car or truck and pedestrians throw out when done. They should pay for the clean up or help pay.
791 (Other) Old cars, falling down buildings, storage of garbage, people claiming to have a business, but don't have any proof or tax papers.
793 Outside grocery store and Laundromat.
830 Younger people throwing out beer, pop cans. Also fast food containers and cigarette butts and cigarette packages in front of our country home.
831 Teenagers throwing cans, bottles and fast food trash at pedestrians as they drive by.
834 Animals loose and urinating.
969 (Other) Too restrictive on what can be picked up at curb. Collections are too costly, which promotes just dumping elsewhere.
871 Garbage cans being blown around by high winds – open burning on the ground.
891 People coming to Sports events, concerts and other events – here in town and while they are traveling.

943 There are not a lot of public garbage cans or ashtrays outside of buildings. There should be if it is a non-smoking building.
982 Smokers throwing out cigarette butts
997 People and their garbage out.
998 Smokers dropping cigarette butts. Children throwing or dropping wrappers.
1009 (Teenagers hanging out) Drinking and driving – beer cans
1023 (Other) Five months of snow are melting – and hundreds of cigarette butts everywhere. Is not safe to pick them up.
1026 (Other) Pedestrians with animals.
1027 (Other) Not enough receptacles at public locations. (None found).
1030 I see litter in parking lots that have not been cleaned regularly, so that litter moves to other areas.
1036 Glass beer bottles thrown on roadways. Broken.
1075 Biggest source of litter (if you ever walked a ditch) are cans and bottles, especially beer. (Bottle law is worthless). Fast food wrappers and cups and newspapers.
1076 McDonald's and/or fast food restaurants.
1082 Fast food containers.
1085 (Other) Kids illegally drinking while driving and throwing out their empties.
1149 (Other) I consider animal and chemical runoff to be a serious "litter" problem…though we can't see it with our eyes, it is greater than any of these issues combined and multiplied by 1000!
1221 It costs a lot to dispose of garbage (more than weekly pickup) so they just dump it off on the roadside.
1249 Students not properly disposing of party-related materials and T-P'ing sorority/fraternity houses.
1274 Dog waste.
1287 Residents who allow junk in yard.
1300 (Other). Materials of all sorts blowing or falling off pickups – (could be listed as uncovered vehicles).
1310 (Other) We are farmers and the people going to dump with downed buildings on hayracks.
1387 We live on a gravel road – some town residents drop plastic garbage bags and brush (yard debris) in the ditch.
1388 (Other) Students throwing wrappers and soft drink containers from school busses.
1422 (Other) People not picking up trash on their own property. People dumping ashtrays and trash on the street or in parking areas and around lakes and public areas.
1433 (Other) Fast food areas and wind blown plastic and paper along fences.
1466 (Other) I live on a rural road which everyone who doesn't live on thinks that the ditches are dumpsters.
1471 People dumping garbage packs along the road. Also old appliances in the ditches on rural roads.
1486 Beer cans on side roads since open container law. I will not stop and pick them up, as I used to, due to the new law.
1487 Apartment complexes. School areas (take home papers, end of school papers).
1506 (Other) People dumping in ditches.
1507 City of Spencer, Iowa limits garbage pick up to only 2 bags per week. People must have access to the waste facility and litter falls out of cars and trucks along 18th Street West.
1508 (Other) Tourists
1511 (Other) Fast food establishments. Wal Mart or similar store parking lots.
1550 Papers to be recycled can be blown away.
1562 (Other) Taking down old building. Seems to take them forever to get them down and cleaning up the mess.
1578 (Other) Teenagers, minorities, and poorer people – I believe they don't realize it's wrong. Training would help
1637 (Illegal dumping). One neighbor routinely has trash (food and paper garbage, furniture and appliances as well as vehicles) strewn across their yard and piled on the parking.
1649 City south side Shopper, red and blue plastic scattered throughout the neighborhood.
1658 (Other) Smokers!
1670 (Other) A lot of dead animals on the streets
1681 (Other) Fast food waste.
1682 (Other) Truck driver's urine containers.

1723 Dirtbags with no respect for neighborhoods or someone else's property.
1729 Note: People and people in business are the primary sources of littering. People litter, not loading docks, construction sites, etc. People are the only source of this problem
1738 I feel utility companies, after placing flags for digging etc. should be required to pick them up.
1746 (Other) Cigarette butts.
1762 (Other) Trucks/farm vehicles – debris blowing off of trucks across road from fields – mud, animal waste from livestock trucks – this Is by far the worst problem in the area of highway I travel the most!!
1763 Leaving dead deer along the roadside and rolling them over the banks into the ditch.
1791 (Other) Junk left over from melting snow – rarely if ever cleaned up, for example a mall parking lot.
1796 (Other) People in rural trailer courts dump trash bags and tires and animal carcasses in the county road ditches.
1858 (Other) Convenience stores are terrible.
1862 (Other) Garbage people leaving it lie because bags were not totally to the curb area…3X
1863 People dumping their ashtrays in parking lots and on streets.
1868 Dogs at public areas families enjoy for recreational facilities. (Roosevelt School area which has hundreds of people every Saturday for recreational use sponsored by park comm.)
1908 (Other) Careless home owners/renters with property upkeep.
1912 (Other) School zones, outside industry parking lots.
1914 Hunters and target shooters – we live in the country.
1918 Deer carcasses – car motors – couches – chairs – paint cans – batteries.
1919 Junk around houses. Old tires at dealers
1922 Smokers – Standing around smoking – Driving and flipping butts out of their cars. Or mothers with babies (diapers).
1948 (Other) Newspaper, "Free" shoppers and Des Moines Register, Sunday ads, junk mail.
1982 Plastic bags from department stores and grocery stores.
1985 Beer and pop cans along roads.
2011 Plastic bags flying all around.
2029 (Other) Plastic grocery bags, etc. Recycling operation north of Cedar Falls – any direction from that location is constantly a mess and land adjacent to Crossroads Mall, Waterloo – UNSIGHTLY!
2036 Children attending schools.
2049 Since we have started our recycle program…trash has blown around more often, glass on our streets broken often and newspapers all over!
2085 (Other) Everyone charges to dump, so everyone sneaks around to save money. Need to have free dumps and burn leaves & paper,
2086 (Other) having covers for recycle containers, especially for paper to be recycled. We need additional recycling containers because one isn't enough.
2098 I see litter in the back of businesses, caught up in the fences and/or hedges of residential property. Often the wind blows the trash that businesses have not picked up. Need more public store containers at shopping center sites for pedestrians/teenagers/fast food areas.
2121 Tossing bags, boxes, etc. around fast food areas! Diapers in public parking lots.
2122 Debris coming from bars, drinking establishments: bottles, public urination, fast food containers, etc.
2128 Drivers of vehicles.
2159 (Other) Neighbors with litter on lawns and it blows all over the neighborhood.
2163 (Other) Diapers and personal products in parking lots.
2210 All of the above although local garbage has improved over the years!

Litter and Dumping:

36 Reduce cost for using landfills
46 Free. (Access to disposal sites)
125 Increase fines.
562 (Providing better access to disposal sites) and trash receptacles to place trash.
843 (Littering could be reduced in my community by:) If everybody helps.

866 Providing free access to disposal sites. If we pick it up, we are required to *pay* to properly dispose of it.
1009 (Providing educational programs on what can be done) Like when tin or computers can be taken to the dump.
1036 Comment: At a certain busy store parking lot in Ames there are nails (lots) around the place where empty carts are put and autos can be parked next to the space. Got to inspect the cart return places before I park or avoid the whole store to be away from nails in the lot.
1075 Charging for dumping garbage encourages litter!
1149 (Illegal dumping occurs in…community) Chemical dumping!
1261 (Increasing enforcement….) Public service for littering.
1487 Litter at every stop sign or light.
1489 (Littering…could be reduced by) Enforce littering laws.
1584 We're farmers – city people are dumping buckets of oil, carpeting etc. in the country ditches!
1686 Providing less expensive disposal sites.
1705 The best way to eliminate littering is to have free disposal and pick-up of all trash.
1753 Provide educational programs for youth.
Provide better access to disposal sites for hazardous waste.
1766 Make prisoners in jails and correctionals pick up road ditches.
2011 (Littering…could be reduced by) Picking up own yard, keeping it clean.
2060 (Littering…could be reduced by) Obeying litter laws.
2098 Why not (put) recycle containers at rest stops so visitors to Iowa do not throw pop cans out on highway. Maybe incorporate Iowa artwork on the containers or histories of Iowa, or something about the location.

How long have you lived in your current community?

No comments made in this area of the survey.

How long have you lived in Iowa?

58 I am a farmer and cattle feeder 4 ½ miles west of Cherokee, Iowa. I am 56 years old and born and raised on this farm. I strongly object to the state's policy concerning the high population of deer.

Which of the following (media) do you use to get information?

No comments made in this area of the survey.

Do you have a personal computer at home or work?

No comments made in this area of the survey.

What type of vehicle do you drive most often?

No comments made in this area of the survey.

Marital status?

No comments made in this area of the survey.

Gender?

No comments made in this area of the survey.

Age?

No comments made in this area of the survey.

Community Size?

No comments made in this area of the survey.

What is your approximate household income?

No comments made in this area of the survey.

County of residence?

No comments made in this area of the survey.

Other comments:

78 Keep the 5 cents on cans and bottles.

244 Insufficient collection of garbage is major problem around university in every way.

339 As long as there is fast food drive through, there will be litter along roadways.

471 This (litter) problem is very, very much better compared to 5 years ago.

519 I think the younger generation needs to be educated better in regard to disposing of food wrappers, pop cans, bottles, etc. When they are finished with their food or drink, they just throw the container down on the street or sidewalk.

545 The key is parents, churches and schools with kids.

546 I am an 80-year old woman answering this survey. I do volunteer work at the V.A. in Iowa City every Monday so see lots of litter on the highways. It is a sad situation for our state.

614 You are dealing with the American public. They will not listen. The only things that will wake people up are stiffer fines and tougher laws and the enforcement of these. A $1000 fine is definitely not too much but it needs enforcement.

744 This was an attached letter:
This was mailed to my wife, however, I just couldn't resist in filling it out. Let me make this clear, your (or I guess, our) problem is basically with one group of individuals:

- Male
- Age 18 – 45
- Probably lives in the suburbs
- Drives a S.U.V. equipped with twin cell phones and any adult toys they can muster.
- Care very little about anyone or anything. After all, this is the me-me generation.
- Can usually be found at sports bars at night and golf courses on weekends.
- Considers himself as a real stud.

Now the question is what to do with these jerks, and I do mean jerks. Somebody has to make the punishment stiff enough to get his or her attention. Here are some suggestions:

- Increase law enforcement patrols.
- Forget the monetary fines. They will just put it on their credit card and short other members of their family for their mistakes.
- Penalty options:
    1. Get the hell beat out of the violators with a rubber hose.
    2. Relinquish driver's license, vehicle plates or even impound the vehicle for at least 1 year.
    3. Violators to police roadways and other areas selected by law governing bodies a minimum of 250 hours with the violators paying out of their pocked for the cost of supervision not to exceed $100. Per hour. (They would be, of course, attired in

orange jump suits with their choice of ISU cyclones or University of Iowa hawks on the backs.

4. If they give law enforcement too much trouble, all of the above could come into play.

Now I know this isn't going to happen, but you must do something to get their attention.

1023 …Our community has rural recycling only – Saturday mornings. If we have something else planned that day things pile up. I would prefer more places to recycle. Taking care of empty pop cans in a car: How? I do not like them rolling around in a car. So, what do you do with them? Some gas stations provide garbage cans for their containers. Would large ashtray buckets help? I don't know. I try to get things made of biodegradable materials.

1047 I strongly urge continuance of bottle and can recycling fees and collection equipment in grocery stores!!

1154 We have much cleaner roadways than we used to.

1288 I just returned from Arizona. Our streets and highways rate very high compared to those of Arizona!

1488 With snowmelt, everything's exposed. With summer, grasses grow high – easier to hide the mess.

1590 In my opinion, littering is a problem for lower economic groups, as they do not have the resources, nor can they afford disposal fees. We need to address this issue first.

1616 I have lived in 8 states. Iowa is by far the least littered in. Let's keep it that way.

1774 The can redemption law in every state I have lived has been a great vehicle for reducing litter!

1844 Within 1½ miles, my husband picked up close to 50 pop cans. This is a county road. Roadsides are sure dirty this spring. A lot of people are throwing things out.

2029 I feel since the 5-cent return on cans/bottles, there are less of these items seen, but with the invention of the plastic grocery bags that has become worse. I see them caught in trees, fencerows, just about anywhere.

2047 Privatize Ric…..(sic.) cleanup if it is cost effective.

2099 In my opinion we lack completing the "picture" when we redo or make new roadways. When we redo or design roadways complete the landscaping at that time. Plant trees and flowers to beautify that area. Ask for volunteers in that area when doing the planning. Reflect the "Iowa" in the landscaping. People will take pride and litter less. Involve college students to design the landscaping/art in certain areas or companies/communities or business. For example: John Deere could reflect their name or symbol in flowers off an exit. I bet they would be proud of it. People would be praising the beauty of it etc. Positive outcome would bring less litter.

Why don't we make Iowa beautiful by planting perennial flowers on roadways? I wouldn't mind volunteering in making Iowa beautiful which would mean picking up trash and planting. But we do not do anything with our grass areas off the roadways to make "look" and be proud of. You fly into Phoenix, Arizona and you see beautiful landscaping and flowers. Here we see nothing.

2114 I have seen local police officers toss out debris from their squad cars.